

# APEX LOFTS

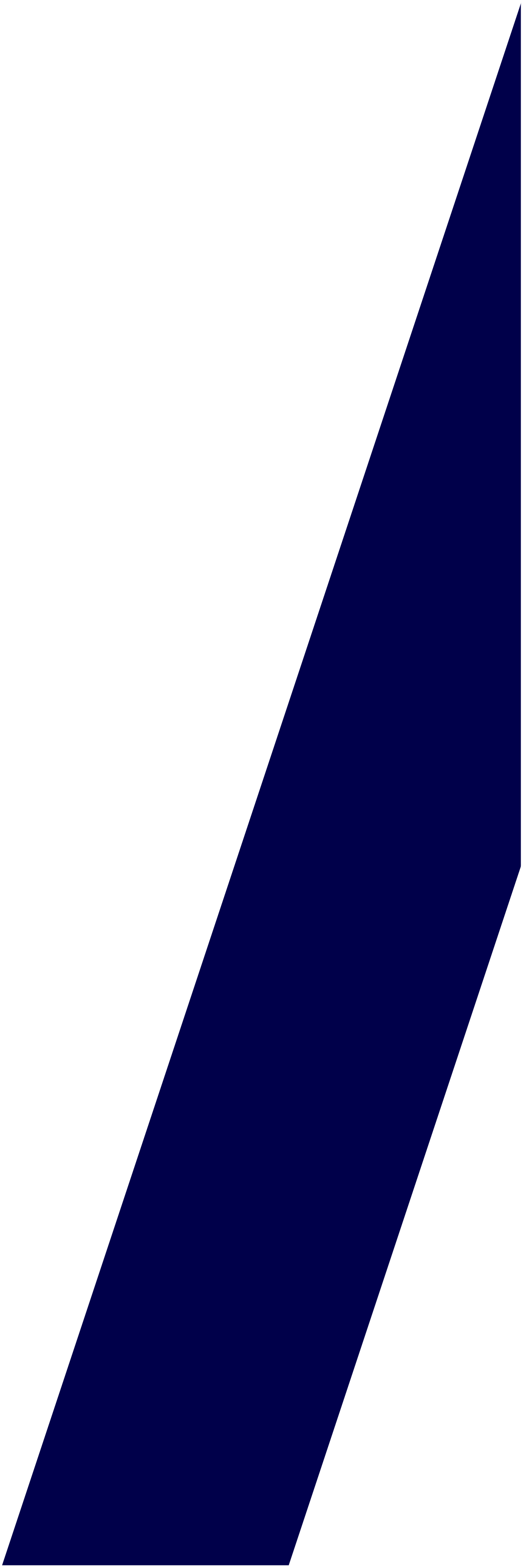
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Digbeth, Birmingham



# CONTENTS

The City	6
Birmingham	7
Connectivity	8-9
Education / Eating / Drinking	10-11
Shopping	12-13
Digbeth	14-15
The Development	16-25
Plans	26-34
Developers	36-37
Contact	39





BT TOWER

BIRMINGHAM  
ARENA

BIRMINGHAM  
LIBRARY

THE CUBE

TOWN HALL

SNOW HILL

THE MAILBOX

GRAND CENTRAL

BIRMINGHAM CITY  
UNIVERSITY

THINK TANK  
SCIENCE MUSEUM

THE O2  
ACADEMY

BULLRING

SELFRIDGES  
& CO

MOOR ST

SMITHFIELD  
MASTERPLAN SITE

FUTURE HS2 HUB  
CURZON STREET

THE O2 INSTITUTE

THE CUSTARD FACTORY

APEX LOFTS





# APEX LOFTS

A brand new design-focussed development of 80 stunning high-quality apartments located in the centre of Birmingham.

## Investment highlights

### Prime city centre location

Mix of one bed, two bed and duplex apartments

### New stunning living concept 'executive skylofts'

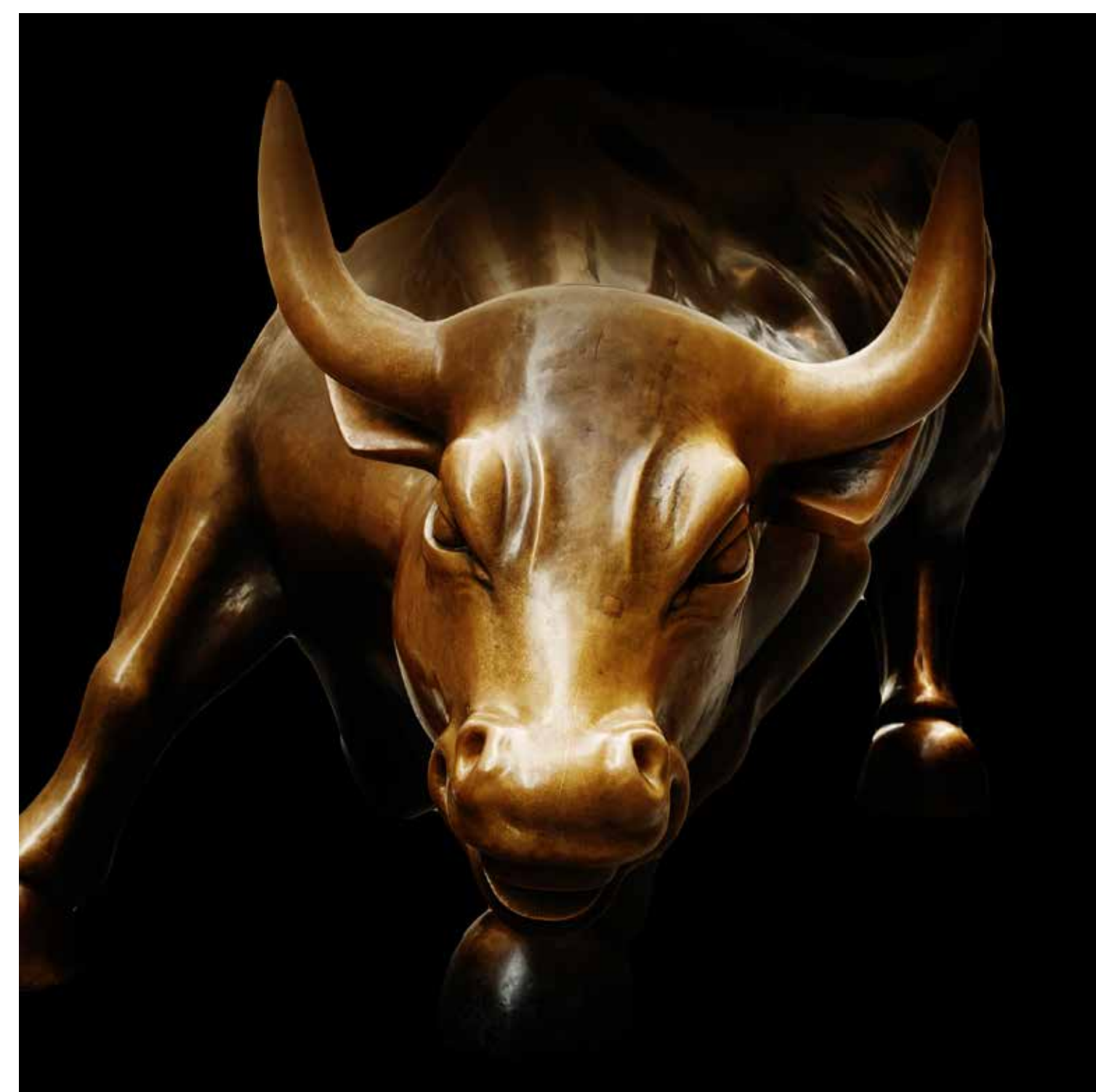
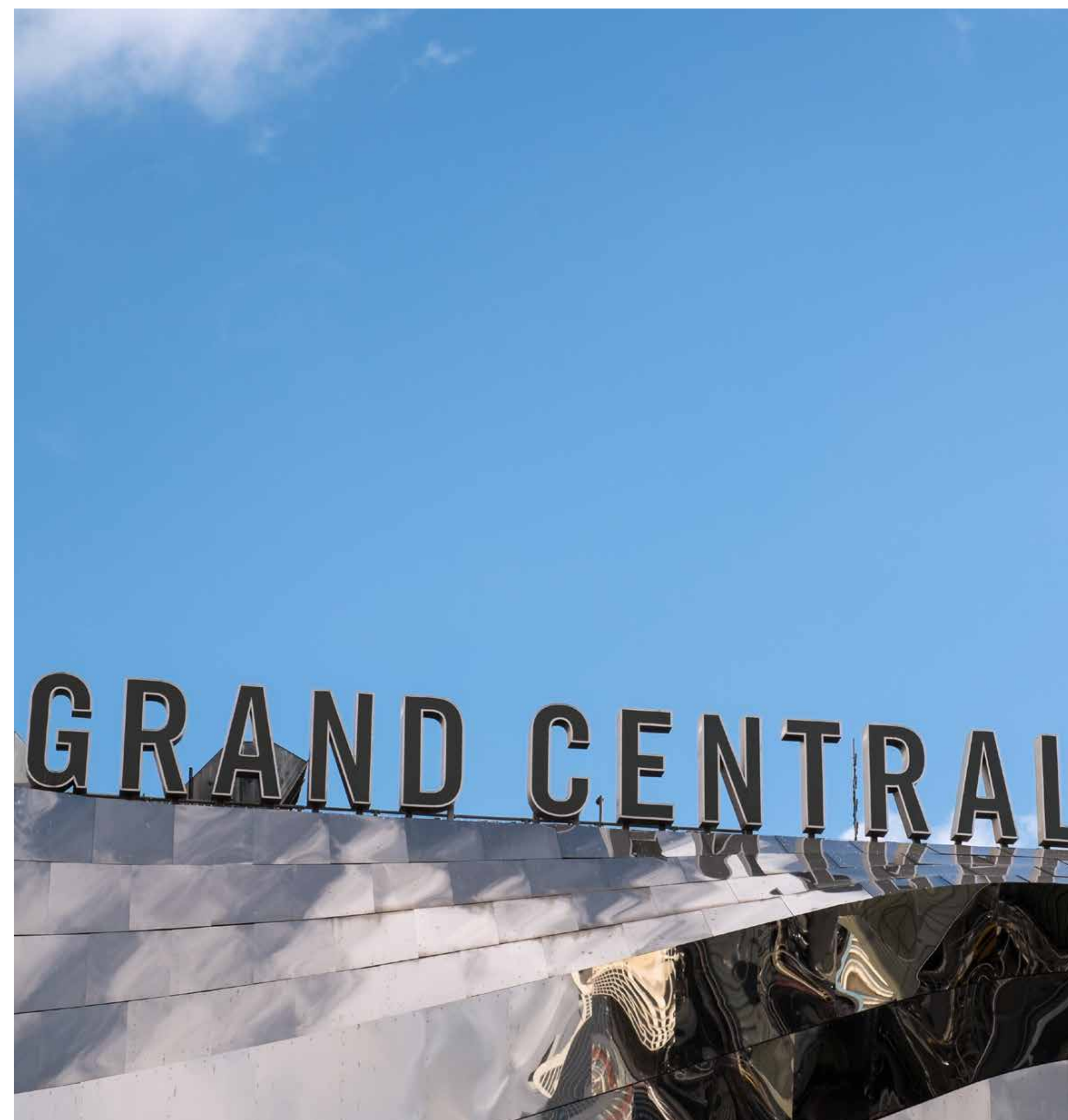
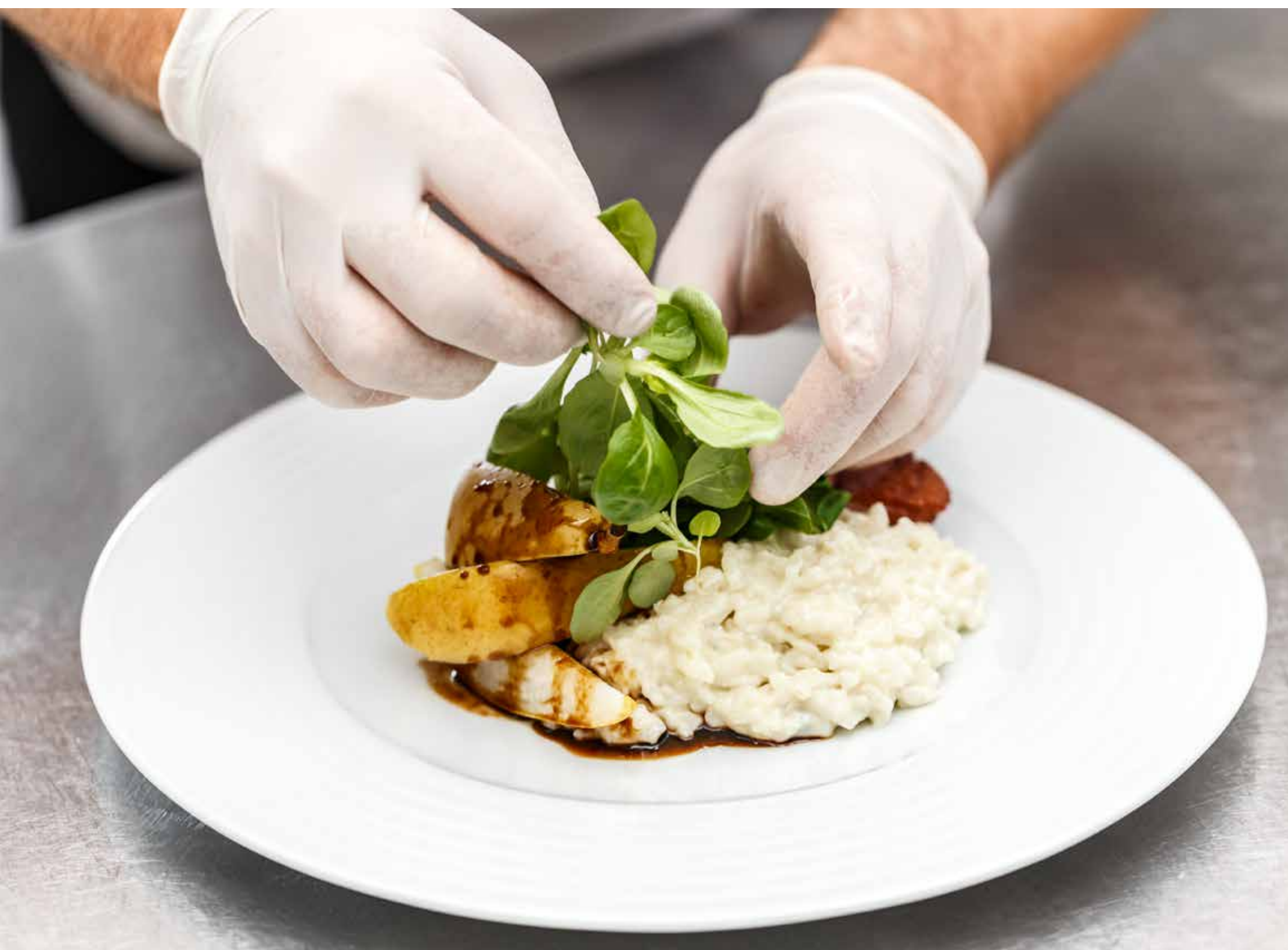
Dynamic design & highly refined specifications

### Residents gym & rooftop garden

Undercroft parking facilities



# THE CITY





Birmingham's economy currently stands in excess of £120 Billion, and is growing at a higher rate than any other city in the UK. It's the UK's second city after the Capital, an accolade supported by Birmingham's key performance statistics.

Birmingham has been voted the best regional city in the UK to live, with the cost of living approximately 60% lower than London. Many corporates have recognised the value and already relocated to Birmingham.

The property market is growing at an exponential rate, fuelled by the influx of major corporations and the growing deficit in housing supply. Birmingham simply does not have enough residences to meet the occupier demand.

£1.5B Smithfield regeneration plan to provide 51,000 new homes, and over 100,000 jobs.

Major infrastructure projects such as £56 billion HS2 & £1.3 billion expansion of Midlands Metro.

Recent upgrades of Birmingham New Street Station (£600M) and Birmingham International Airport (£200M).

The UK's most entrepreneurial business location - Over 15,000 start-ups in 2019.

Sustained Property Growth - Circa 8% capital growth in past 12 months & 30% over last 5 years - Projected 17% rental growth in next 3 years

Employment rates increasing at an all-time high, with new major corporations such as Linklaters, HS2, and KPMG entering the city.

HSBC, Deutsche Bank, Barclays, and HM Revenue & Customs among others relocating to Birmingham, increasing staff numbers to around 8,000.

The city attracts over 40 million visitors each year, spending in excess of £8 billion per annum.

Voted in Top Ten cities in the world & best regional city in the UK to live.

Youngest population in Europe, driven by highest University retention rates in UK.

More Michelin Star restaurants than any other city in UK, outside London.

Birmingham to host the 2022 Commonwealth Games, with millions of additional visitors expected.





# CONNECTIVITY







Birmingham is strategically located for motorway travel with the M5, M6, M40 and M42 all interconnecting in and around the city.



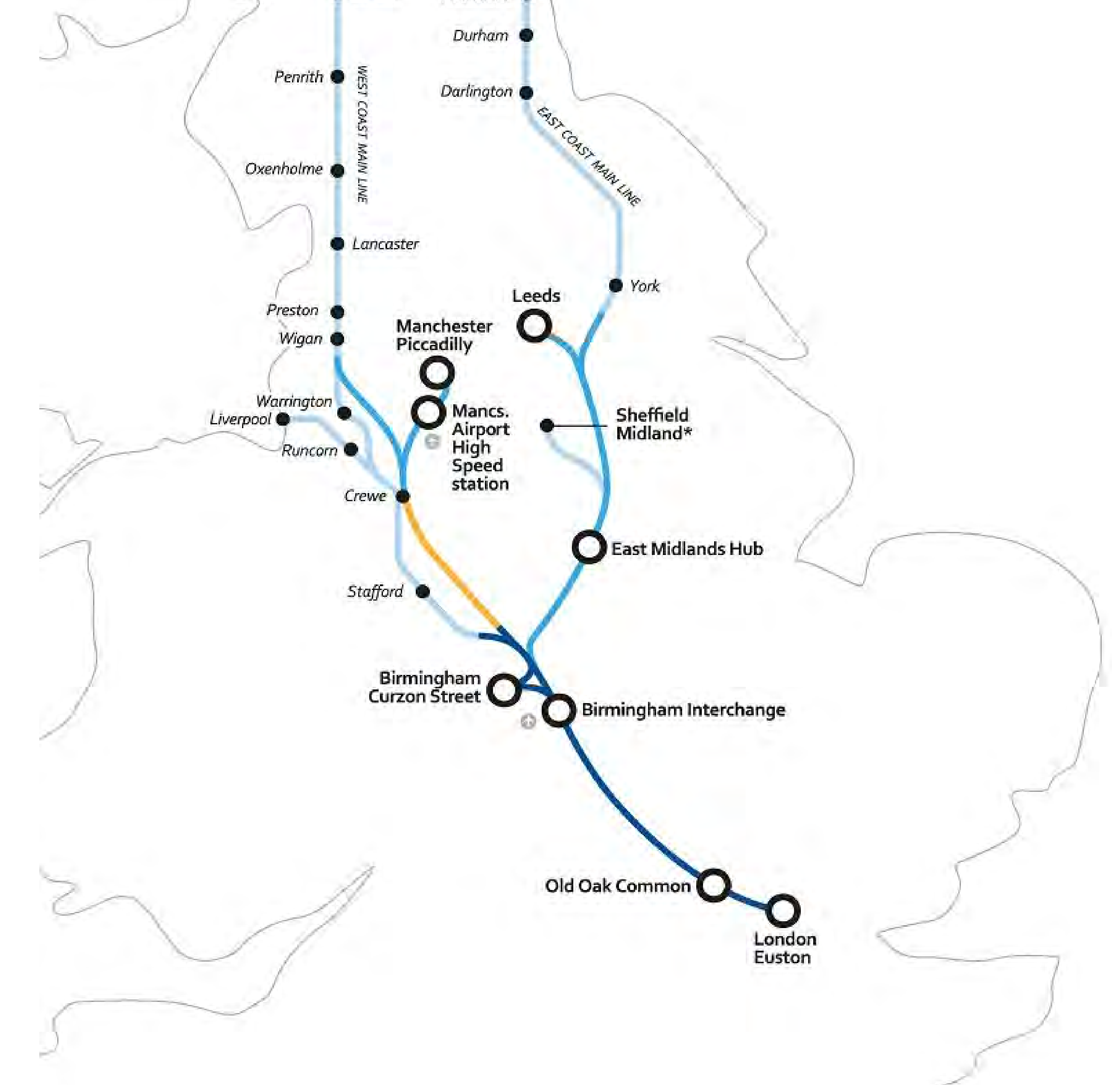
Three main rail stations serve Birmingham, New Street, Snow Hill and Moor Street, together providing a comprehensive network linking long distance destinations across the UK.



Birmingham international is approx twenty minutes drive from the development, enabling domestic and international air travel with ease and convenience.



As first stop on the HS2 rail system, Europe's largest mega-project, it will link London to Birmingham in just 49min by 2026 and Birmingham to Manchester, Sheffield and Leeds in 40min by 2033. It will provide Birmingham with access to 45 million people within a 1-hour travel period.



### Birmingham to:

#### Manchester

41 min

#### London

49 min

#### Heathrow

1 hr 6 min



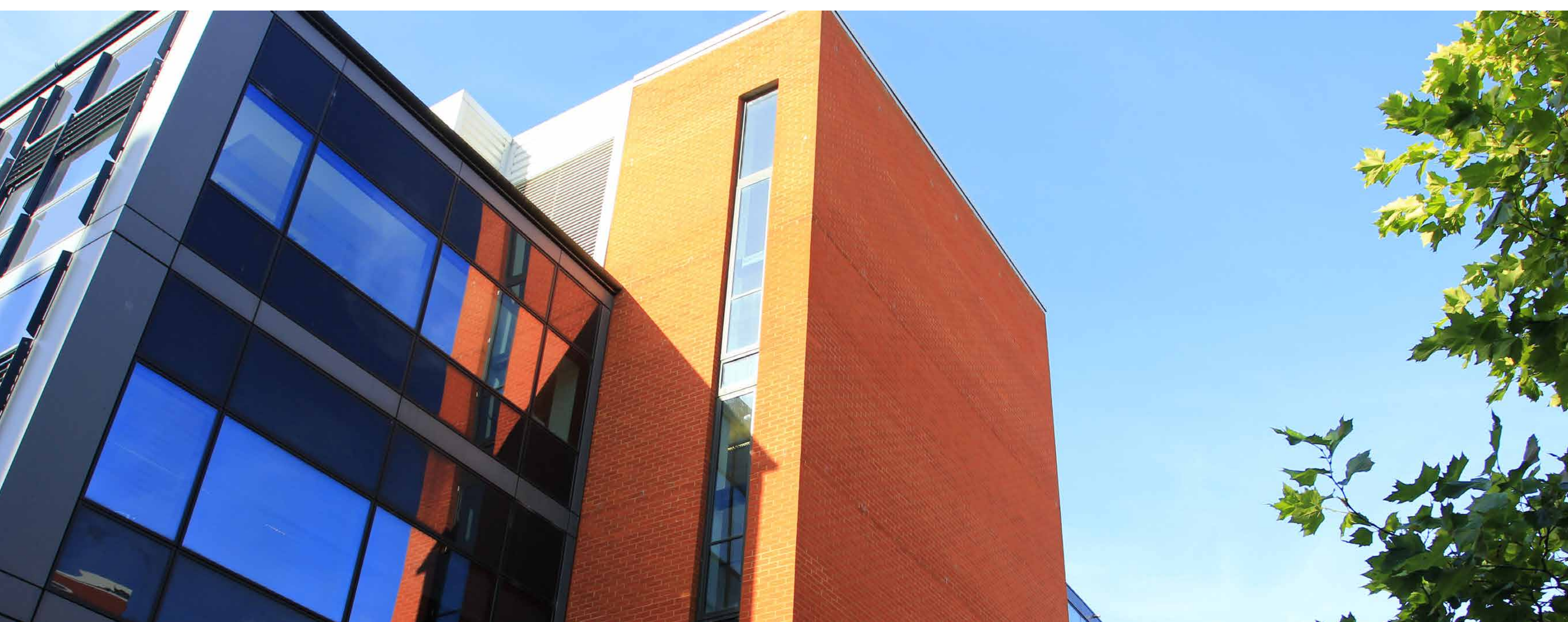


# EDUCATION

Birmingham is home to five leading universities, and boasts over 75,000 full-time students, representing the UK's largest centre of higher education outside of London.

Two of Birmingham's Universities, Birmingham University and Birmingham City University, rank among the top 100 in the QS World University Rankings and lie within a 10 minute drive of Apex Lofts.

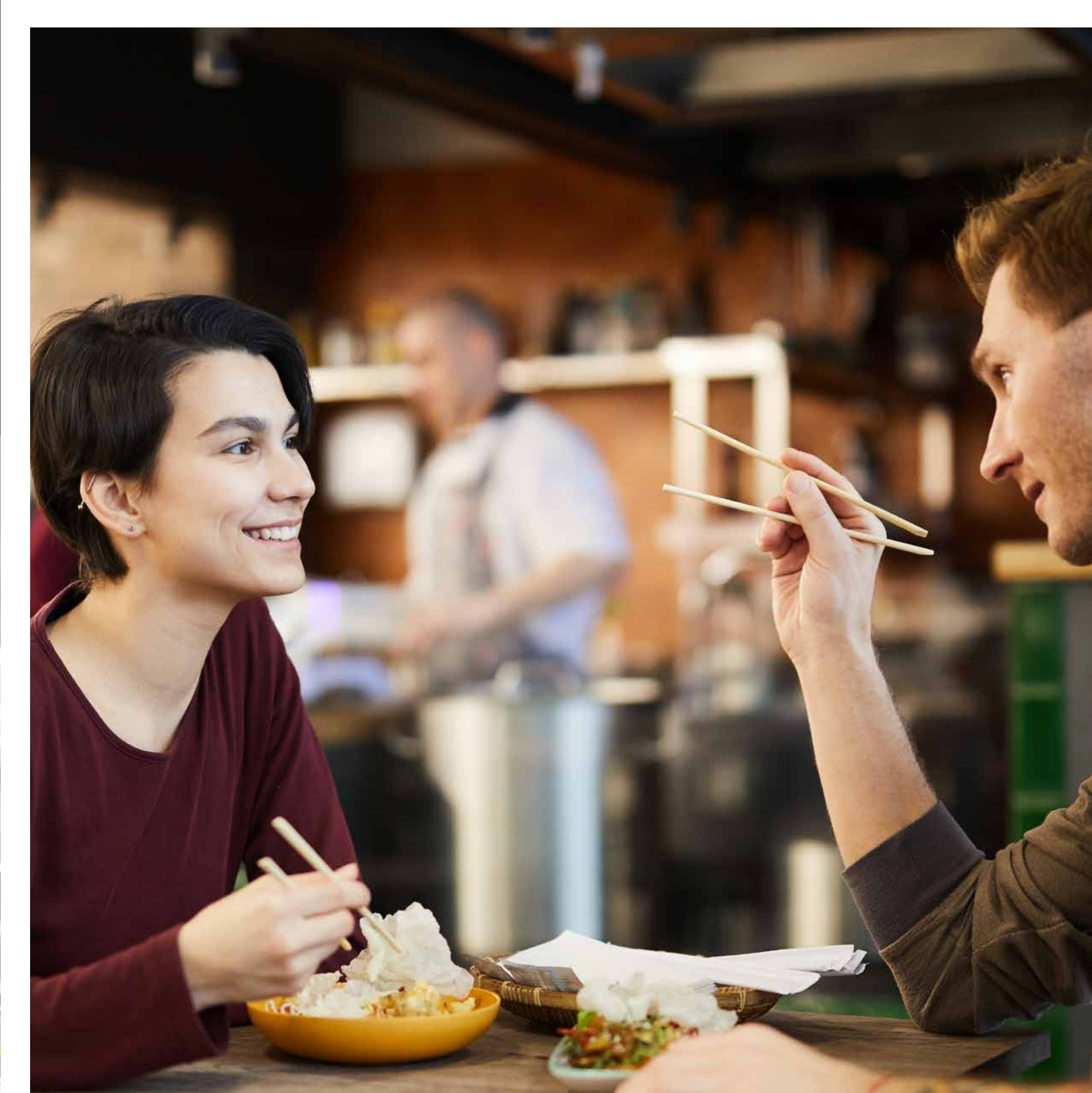
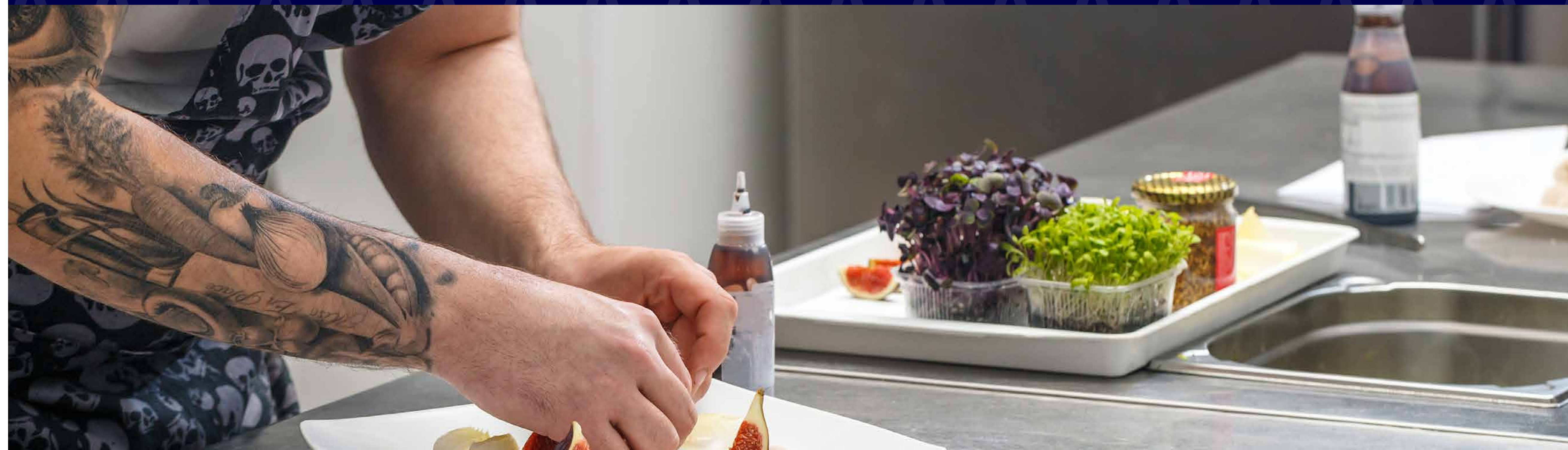
Birmingham enjoys the second highest retention rate of post-grads outside of London, currently standing at above 49%.





# EATING/DRINKING

Whether you want fast-food, fine dining or a quick cocktail, Birmingham has endless options. The city boasts over 27 different cuisines from around the world, which are served throughout a diverse range of establishments, from Food Trucks to Michelin Star Restaurants. For foodies, Birmingham has the answer.



Birmingham has five Michelin starred restaurants right on its doorstep, more than any UK city outside London.

If it's a drink you're after, Birmingham's pubs and bars are some of the finest in the country. From swanky cocktail bars to crafty independents, the city has something for everyone. Nightlife in the city is vibrant, offering everything from award-winning live comedy shows to world class dance clubs.





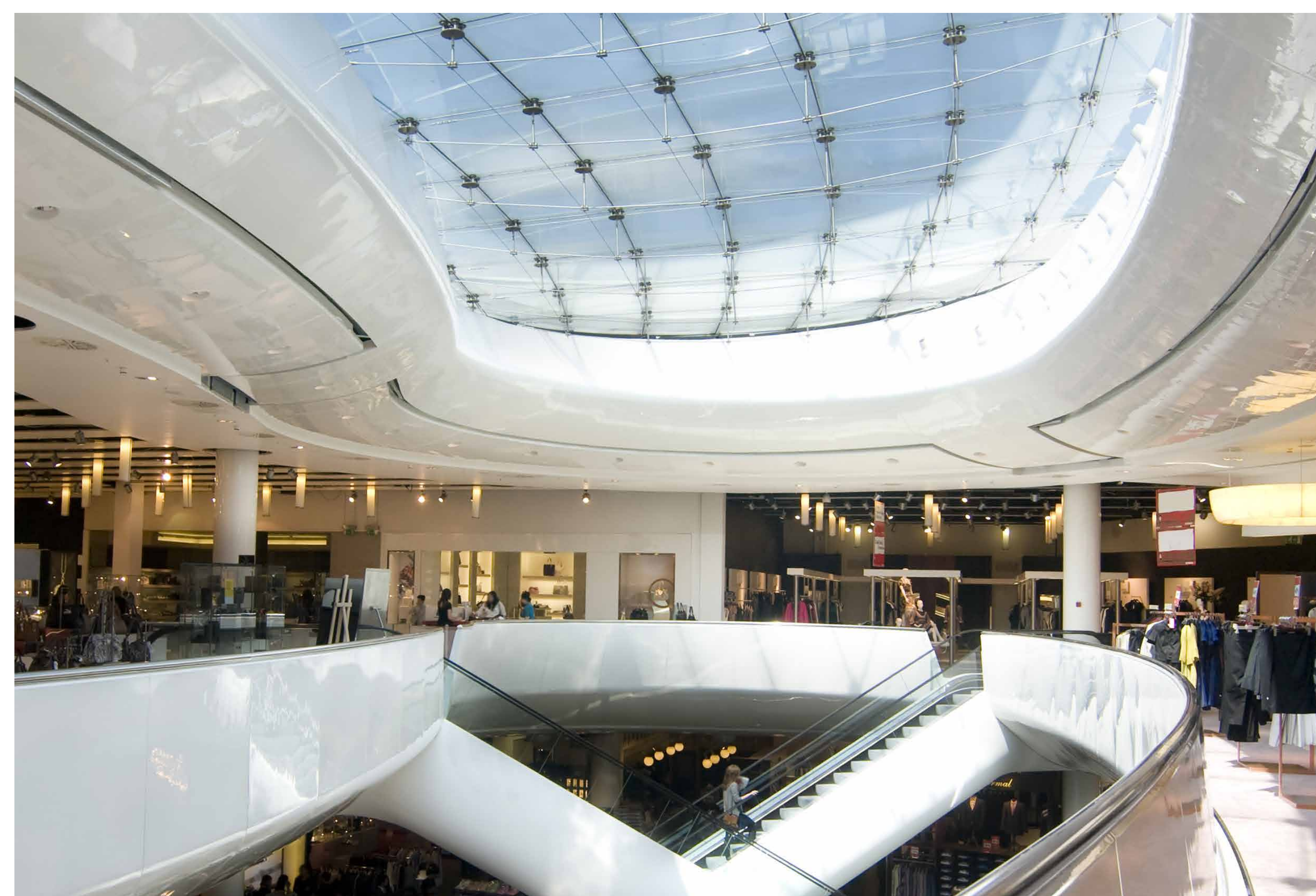
# SHOPPING

Whether you're after head-turning chic or eye-catching value it's all in Birmingham.

The city's home to the famous Bullring & Grand Central, the luxurious Mailbox Birmingham and the world-famous home of British bling - the Jewellery Quarter. From Harvey Nichols to Selfridges Birmingham, to the beautiful arcades and independents and historic markets in Digbeth, the shops in Birmingham offer everything you could ever want.

## **Selfridges & The Bullring**

For those who love make-up, fragrances and the latest in skin and haircare products, the Selfridges beauty hall is a thing of wonder. Favourites like Mac, Urban Decay, Chanel and YSL sit alongside high-end Japanese offerings from Suqqu and Rmk as well as cult UK brand Charlotte Tilbury. There are products from around the world in the beauty workshop, and regular beauty events are held where you can shop over a glass of fizz. At the Bullring you'll find all your high street favourites including a newly expanded Topshop and a refurbished Next store.



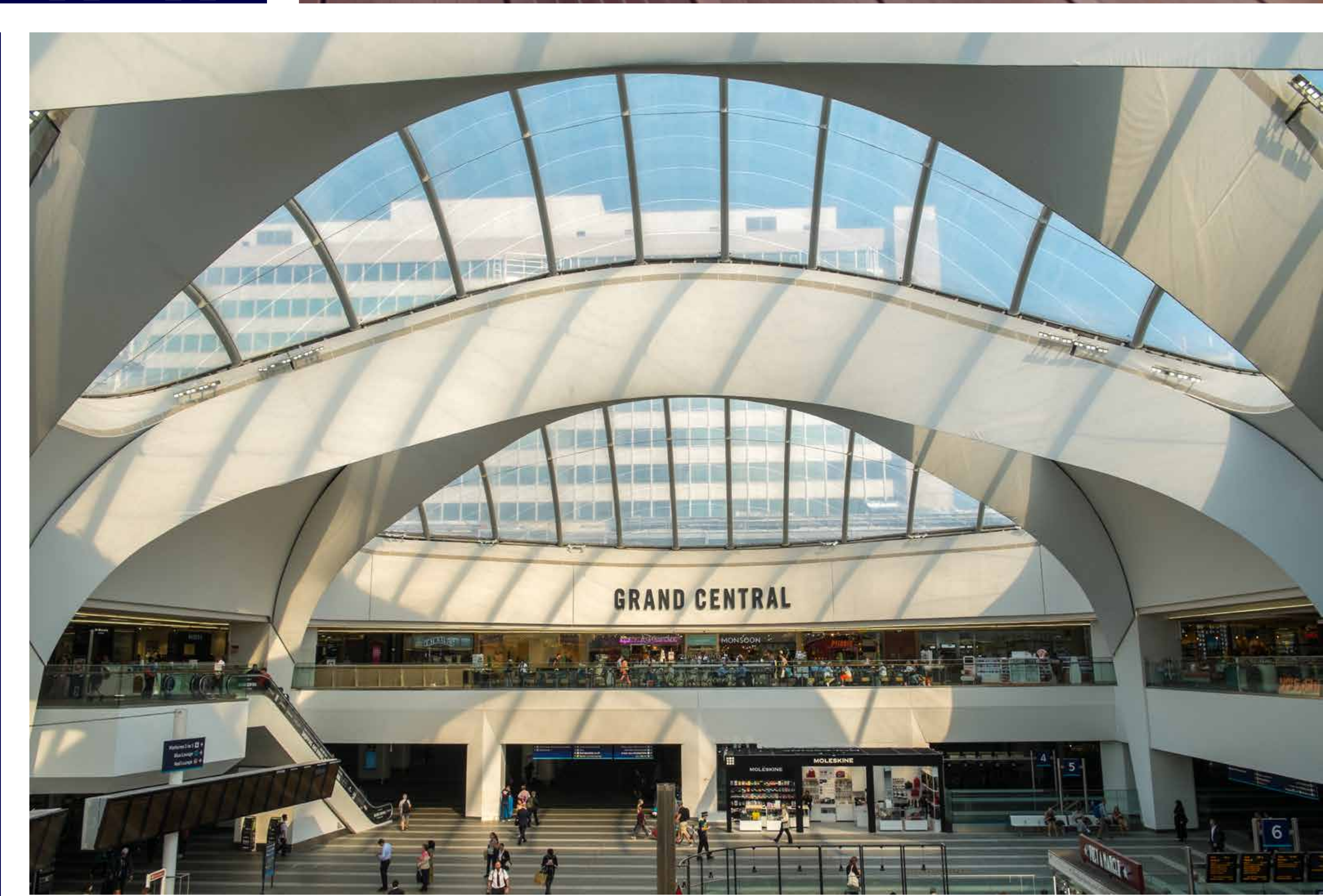
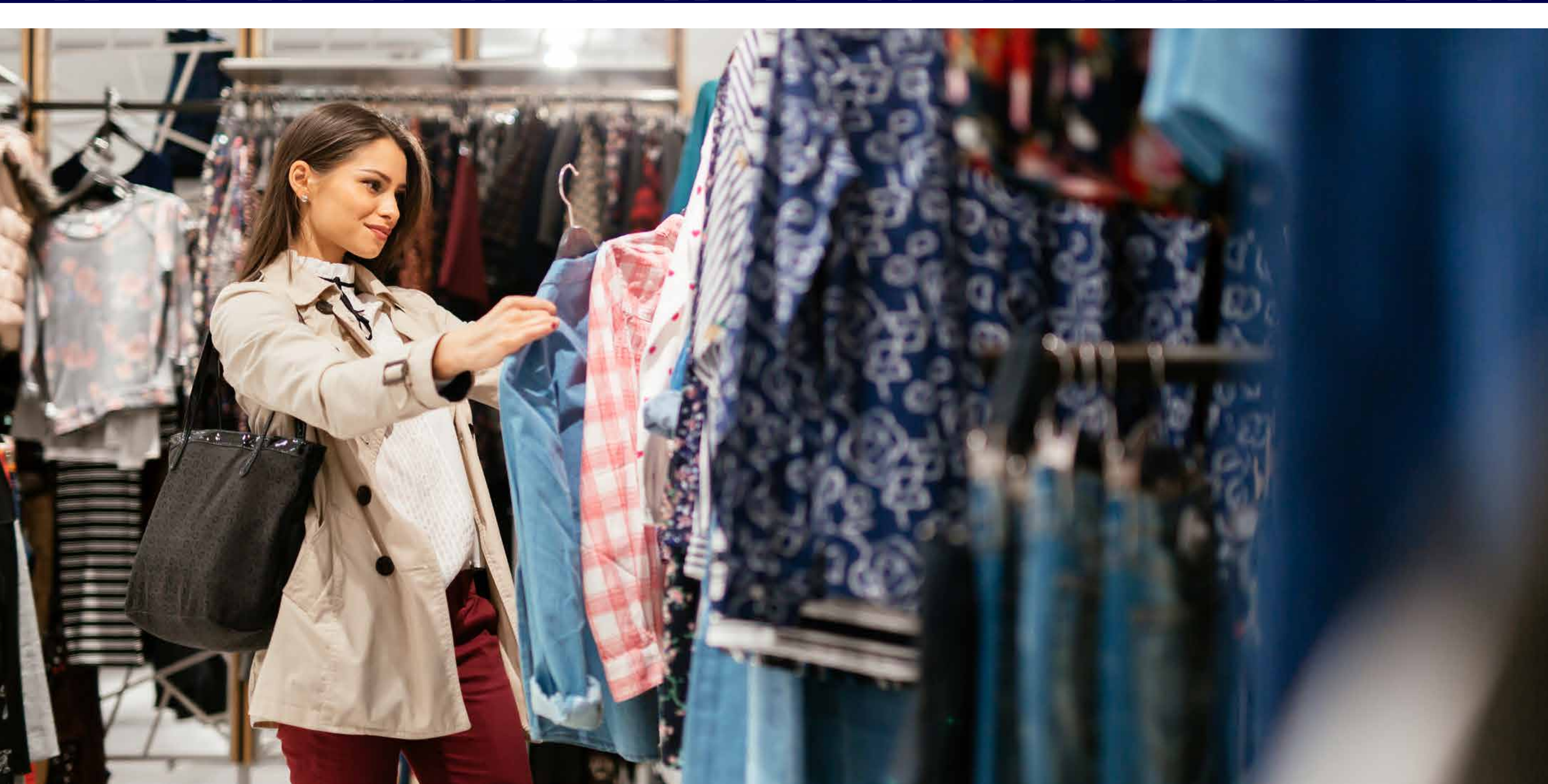


## The Mailbox

The recently refurbished mailbox is a luxury shopping mall converted from a former Royal Mail sorting Office. Inside you'll find premium labels for both men and women from the likes of Paul Smith, Gieves and Hawkes, and Armani Collezioni. Pop into the new concept harvey nichols, where you can either browse designer-named fashions or relax in one of the opulent personal shopping suites whilst a stylist does the Hard work for you! You can also refuel at one of the canalside restaurants and bars or catch a movie in comfort on one of the everyman cinema's sofas.

## John Lewis & Grand Central

John Lewis, birmingham is the largest outside of london, and you'll find two floors of stylish furniture, textiles and electricals. Check out the excellently curated home edit, showcasing the best in current home styles, visit the kitchen design studio for the fitted kitchen of your dreams, or order the perfect mattress for your home. At grand central, discover colourful, bargain euro homestyle from flying Tiger and Hema. Why not sample the burgeoning food and drink scene that is making it the latest must-visit location.







# DIGBETH

The area is full of character and the home of industry in the Midlands, as evidenced by the architecture and buildings within this conservation area. The regeneration of these buildings is creating some fabulous places to eat, sleep, shop and play.



Digbeth has been earmarked as the main residential growth area of the city, and will be home to the new hs2 hub site around the corner on curzon street.



Exciting proposals include an integrated metro stop in New Canal Street extending through and serving Digbeth which will also stop directly outside Apex Lofts.

At the same time, there are plans for a wide landscaped plaza, Paternoster Place, that will transform pedestrian connections into Digbeth and create gateway development opportunities. Proposals for Digbeth also include 33,000 Sq m of retail place, 150,000 sq m 75,000 Sq m of residential development. It is estimated that this would create over 5,000 jobs.

The Custard Factory is the most powerful collection of creative and digital businesses, independent retailers and event venues outside London. It is home to over 500 businesses and hosts a regular calendar of fairs, festivals and gigs, as well as corporate and private events and weddings.





# THE DEVELOPMENT

Apex Lofts has been designed with a core focus on occupier demand, through architectural innovation, pioneering integration and exceptional specification.

The building, which offers 80 well designed one bedroom, two bedroom and duplex apartments is arranged over nine levels, providing stunning views over Birmingham's iconic skyline. Cutting edge features have been incorporated into the design of Apex Lofts, such as the contemporary 'Saw Tooth' roof, reflectant of the industrial heritage of the area. Facilities offered in the development include undercroft parking, cycle store, residents gym and SkyGarden.

The units are delivered with fully fitted kitchens and bathrooms, complete with high-end branded appliances. The interiors at Apex Lofts take influence from contemporary aesthetics. The introduction of bi-fold windows and strategically positioned skylights allow for bright and airy rooms. Enhancing the use of space and natural light, these are high-specification apartments designed to suit a busy modern lifestyle.



## Executive Skylofts

The introduction of our Executive SkyLofts is another example of our commitment to deliver 'best in class' residences in Birmingham.

Our Executive SkyLofts satisfy the demand from high-income professionals with aspirations for the finer things in life. Birmingham currently suffers from a genuine shortage of higher-quality residences. Arranged over two levels, the Executive SkyLofts benefit from ample living space and bespoke finishing's to meet the expectations of the more refined occupier.

SkyLofts, arranged as duplex apartments, located on 5th, 6th and 7th levels.





# APEX LOFTS

A design led project with  
an occupier focus







ST GEORGE

ST CHAD

GUNSMITHS QUARTER

ASTON TRIANGLE

EASTSIDE

COLMORE BUSINESS DISTRICT

BULLRING

DIGBETH

CHINESE QUARTER

SMITHFIELD MASTERPLAN

WESTSIDE

SOUTHSIDE

GAY VILLAGE

Jewellery Quarter

St Paul's Square

SNOW HILL INTERCHANGE

Birmingham City University

CURZON STREET HS2 INTERCHANGE

hs engine for growth

GRAND CENTRAL

NEW STREET INTERCHANGE

MOOR STREET INTERCHANGE

BRINDLEYPLACE

Centenary Square

Paradise Circus

MAILBOX

The Cube

Broad Street

APEX LOFTS





# EXPLORE

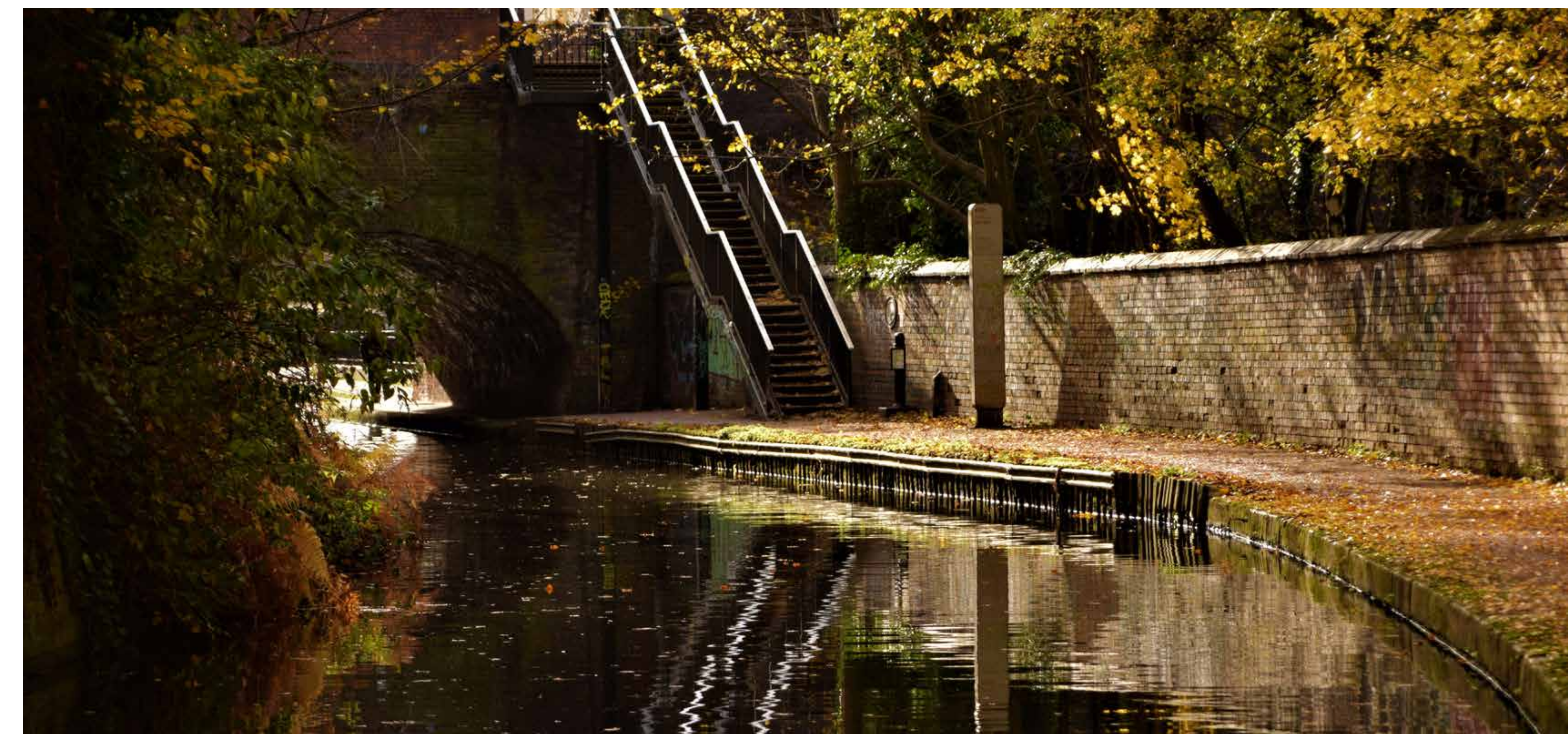
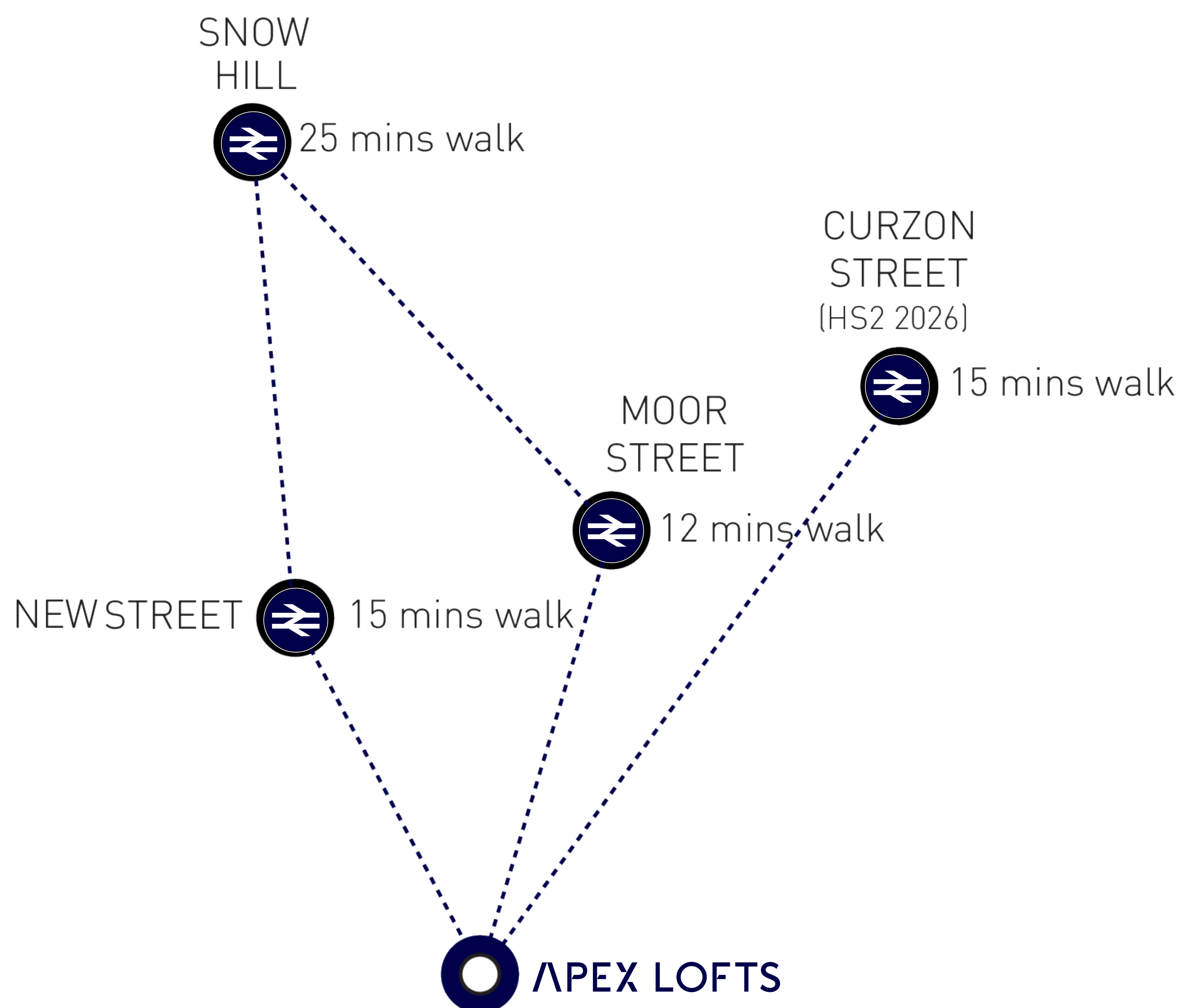
## Driving

Bullring	4 min
Birmingham City University	5 min
O2 Academy	6 min
Aston University	6 min
The Electric Cinema	8 min
New Street Station	8 min
The Mailbox	8 min
University of Birmingham	9 min
Edgbaston Golf Club	9 min
Library of Birmingham	10 min
Jewellery Quarter	11 min
St. Phillip's Cathedral	11 min
Brindley Place	12 min
Birmingham Airport	20 min



## Walking

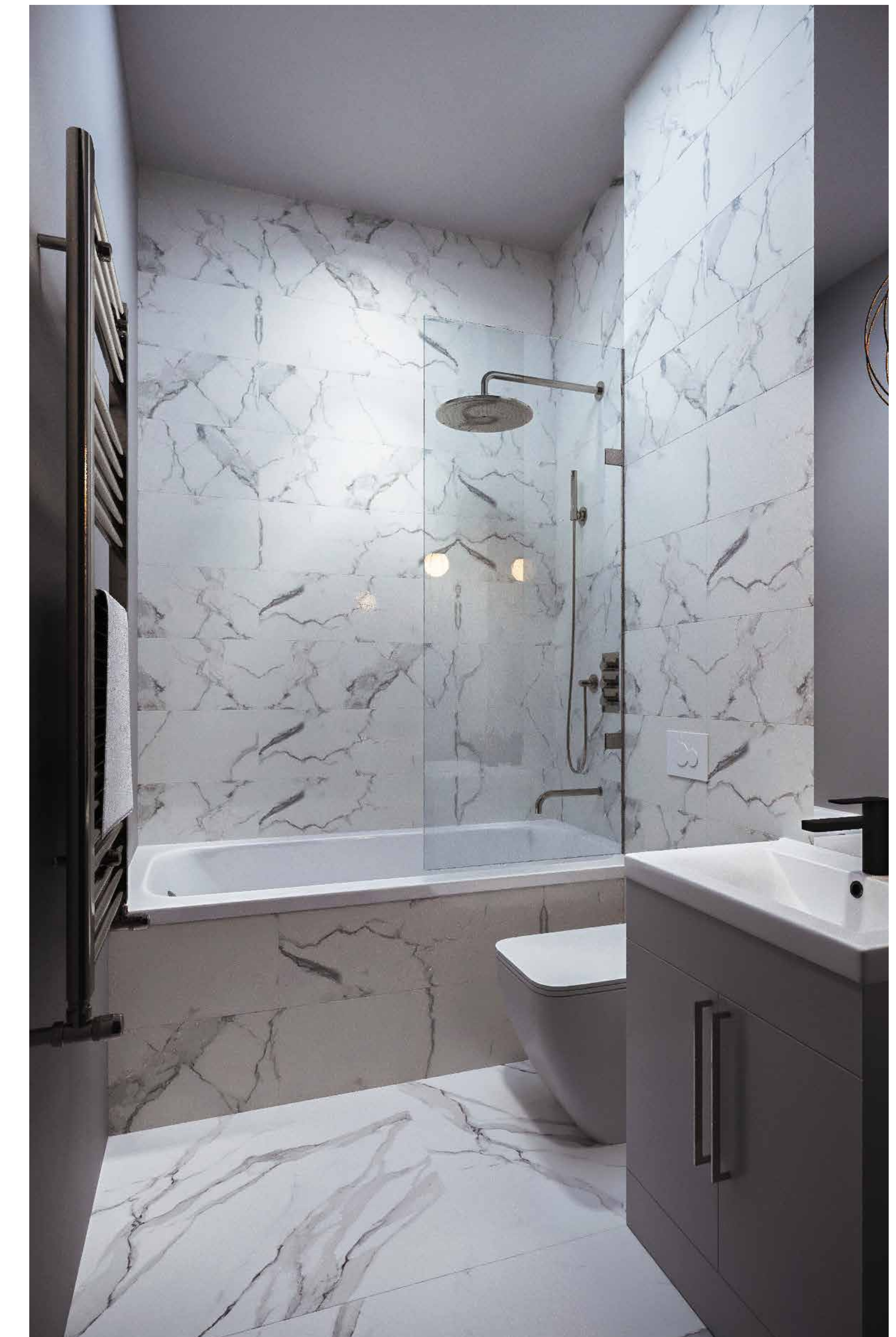
The Spotted Dog Pub	1 min
The Old Crown Pub	3 min
The Custard Factory	4 min
Bordesley Station	4 min
O2 Institute	5 min
Digbeth Dining Club	5 min
The Bullring	10 min
Selfridges	11 min
Moor Street Station	12 min
Chinese Quarter	13 min
Apple Store	15 min
New Street Station	15 min
Curzon Street Station (HS2)	15 min
Thinktank Science Museum	15 min
Birmingham City University	16 min







**HI-SPEC/  
DESIGN  
FOCUSSED**















## Sky Garden

The innovative Sky Garden design offers a rooftop gym and green communal spaces that give you ample room to breathe, relax and enjoy the views over Birmingham's Iconic skyline.

A perfect place to seek tranquillity amid the hustle and bustle of urban life.



# SPECIFICATIONS

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## General

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Walls – light grey matt emulsion  
Ceilings – white matt emulsion  
Doors – mid grey eggshell  
Architrave – white eggshell  
Handles – Brushed Nickel  
Sockets/switches – Brushed Nickel  
Lighting – Recessed LED low energy downlighting with white bezels  
TV and telephone sockets to living rooms and bedrooms  
Living room socket sky+ enabled  
WIFI enabled electric panel heaters  
Double glazing throughout

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## Kitchens

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Bespoke Designer matt grey finish with concealed handles  
Reconstituted stone worktops (with grooved drainer to selected apartments)  
Fully tiled ceramic upstand  
LED strip lights to underside of wall units  
Stainless steel bowl undermount sink with Brushed Nickel lever tap  
AEG (or similar quality) integrated electric appliances

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## Appliances

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Microwave  
Four ceramic hob  
Fridge/freezer  
Dishwasher

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## Bedrooms

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Fully fitted Kardean (or similar) light grey oak flooring

## Bathroom/Shower Room

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White Bagno Design bathroom suite featuring shower tray or bath as applicable, concealed cistern dual flush back to wall WC  
Tiled bath panel  
Electric Brushed Nickel heated towel radiator  
Large format white marble porcelain floor tiling  
Large format white marble porcelain wall tiling  
Brushed Nickel brassware by Bagno Design basin tap, bath filler, shower mixer, shower head and low-level hand shower with hose  
Vanity Cupboard by Bagno design  
Clear glass bath/shower screen  
Thermostatically controlled and pressurised hot and cold water

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## Service Cupboard

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Free standing washer/dryer  
Bulkhead lighting

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## Communal Areas

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Kardean (or similar) light grey oak flooring  
Tiled communal entrance foyer  
Low energy ceiling lighting  
Landscaped communal courtyard and sky garden  
Secure cycle store  
Undercroft car parking (at additional cost)

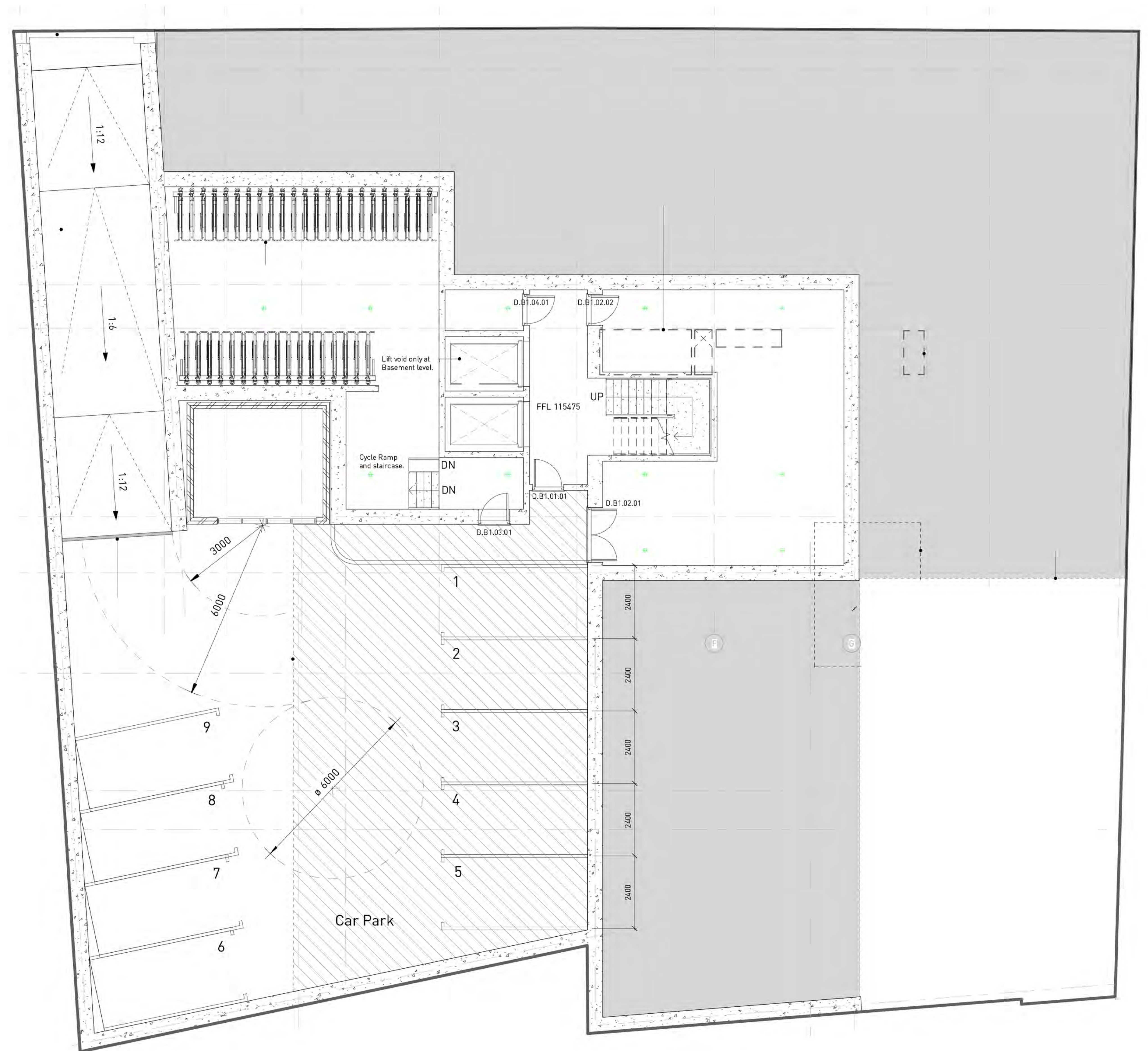






# BASEMENT PLAN

Warwick Street



Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and should be used as a guide only. Total areas are accurate to within 5%.



# GROUND FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Ground</b>					
1					
2					
3					
4					
5					
6	50.12	539	6.90	74	1
7	50.17	540	3.90	42	1
8					
9					
10					



- KEY**
- One Bed
  - Two Bed
  - Duplex

Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and should be used as a guide only. Total areas are accurate to within 5%.



# FIRST FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Level 1</b>					
11	69.76	751			2
12	70.79	762			2
13	70.79	762			2
14	70.66	761			2
15	53.82	579			1
16					
17					
18	50.17	540			1
19	50.73	546			1
20	51.26	552	3.90	42	1
21	63.77	686	3.00	32	2
22	50.31	542			1



## KEY

- One Bed
- Two Bed
- Duplex

Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and should be used as a guide only. Total areas are accurate to within 5%.



# SECOND FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Level 2</b>					
23	69.76	751			2
24	70.79	762			2
25	70.79	762			2
26	70.66	761			2
27	53.82	579			1
28	65.41	704	6.90	74	2
29	61.28	660	3.90	42	2
30	50.17	540			1
31	50.73	546			1
32	51.26	552	3.90	42	1
33	63.77	686	6.90	74	2
34	50.31	542			1



**KEY**

- One Bed
- Two Bed
- Duplex

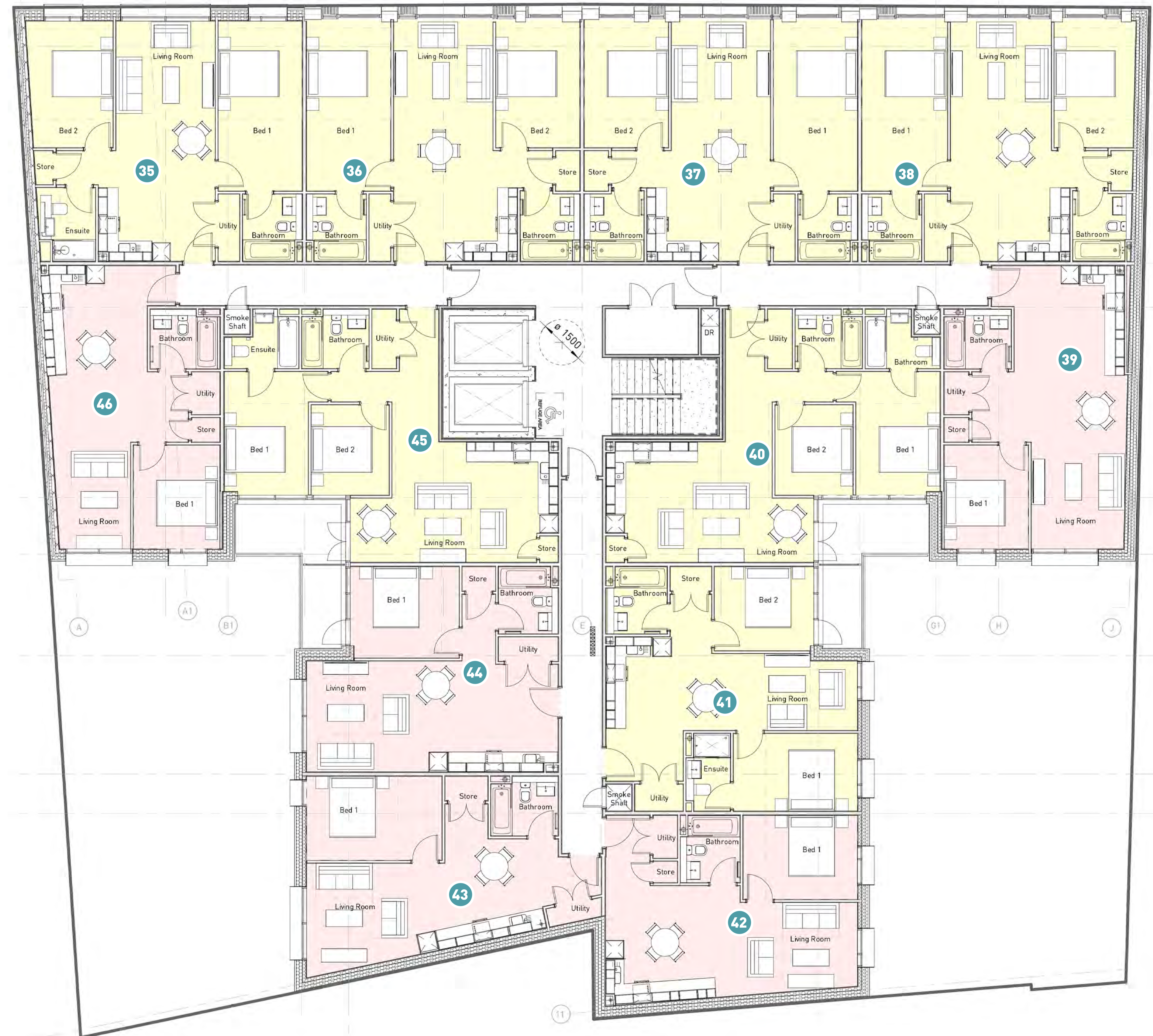
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# THIRD FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Level 3</b>					
35	69.76	751			2
36	70.79	762			2
37	70.79	762			2
38	70.66	761			2
39	53.82	579			1
40	65.41	704	6.90	74	2
41	61.28	660	3.90	42	2
42	50.17	540			1
43	50.73	546			1
44	51.26	552	3.90	42	1
45	63.77	686	6.90	74	2
46	50.31	542			1



**KEY**

- One Bed
- Two Bed
- Duplex

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# FOURTH FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Level 4</b>					
47	69.76	751			2
48	70.79	762			2
49	70.79	762			2
50	70.66	761			2
51	53.82	579			1
52	65.41	704	6.90	74	2
53	61.28	660	3.90	42	2
54	50.17	540			1
55	50.73	546			1
56	51.26	552	3.90	42	1
57	63.77	686	6.90	74	2
58	50.31	542			1



**KEY**

- One Bed
- Two Bed
- Duplex

Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and should be used as a guide only. Total areas are accurate to within 5%.



# FIFTH FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Level 5</b>					
59	39.09	873			D
60	32.19	753			D
61	34.72	812			D
62	34.72	812			D
63	34.72	812			D
64	34.72	812			D
65	34.72	812			D
66	37.47	839			D
67	47.15	1022			D
68	44.46	970			D
69	65.41	704	6.90	74	2
70	61.28	660	3.90	42	2
71	50.17	540			1
72	50.73	546			1
73	51.26	552	3.90	42	1
74	63.98	689	6.90	74	2

**KEY**

- One Bed
- Two Bed
- Duplex

Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and should be used as a guide only. Total areas are accurate to within 5%.





# SIXTH FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Level 6</b>					
59	42.04				D
60	37.73				D
61	40.74				D
62	40.74				D
63	40.74				D
64	40.74				D
65	40.74				D
66	40.44				D
67	47.76				D
68	45.68				D
75	41.50	932			D
76	48.94	1080			D
77	36.68	816			D
78	41.50	932			D
79	61.97	667	10.18	110	2
80	83.72	901	10.18	110	2

**KEY**

<span style="display: inline-block; width: 15px; height: 10px; background-color: #f8d7da; border: 1px solid #c3e6cb;"></span> One Bed
<span style="display: inline-block; width: 15px; height: 10px; background-color: #fff3cd; border: 1px solid #c3e6cb;"></span> Two Bed
<span style="display: inline-block; width: 15px; height: 10px; background-color: #d4edda; border: 1px solid #c3e6cb;"></span> Duplex

Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and should be used as a guide only. Total areas are accurate to within 5%.





# SEVENTH FLOOR

Warwick Street

Dwelling No.	Net area (m <sup>2</sup> )	Net area (sqft)	External area (m <sup>2</sup> )	External area (sqft)	Bedroom
<b>Level 7</b>					
75	45.10		27.00	291	D
76	51.37				D
77	39.17				D
78	45.10		27.00	291	D



**KEY**

- One Bed
- Two Bed
- Duplex

Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and should be used as a guide only. Total areas are accurate to within 5%.







# DEVELOPERS

## 10M | GROUP

Developed by 10M Group, a leading boutique residential property development company in the UK. Committed to mindful development with design and quality at their core. 10M have developed some of the most significant architectural homes of the last decade, now with over £100,000,000 of developments acquired or under contract in Birmingham.

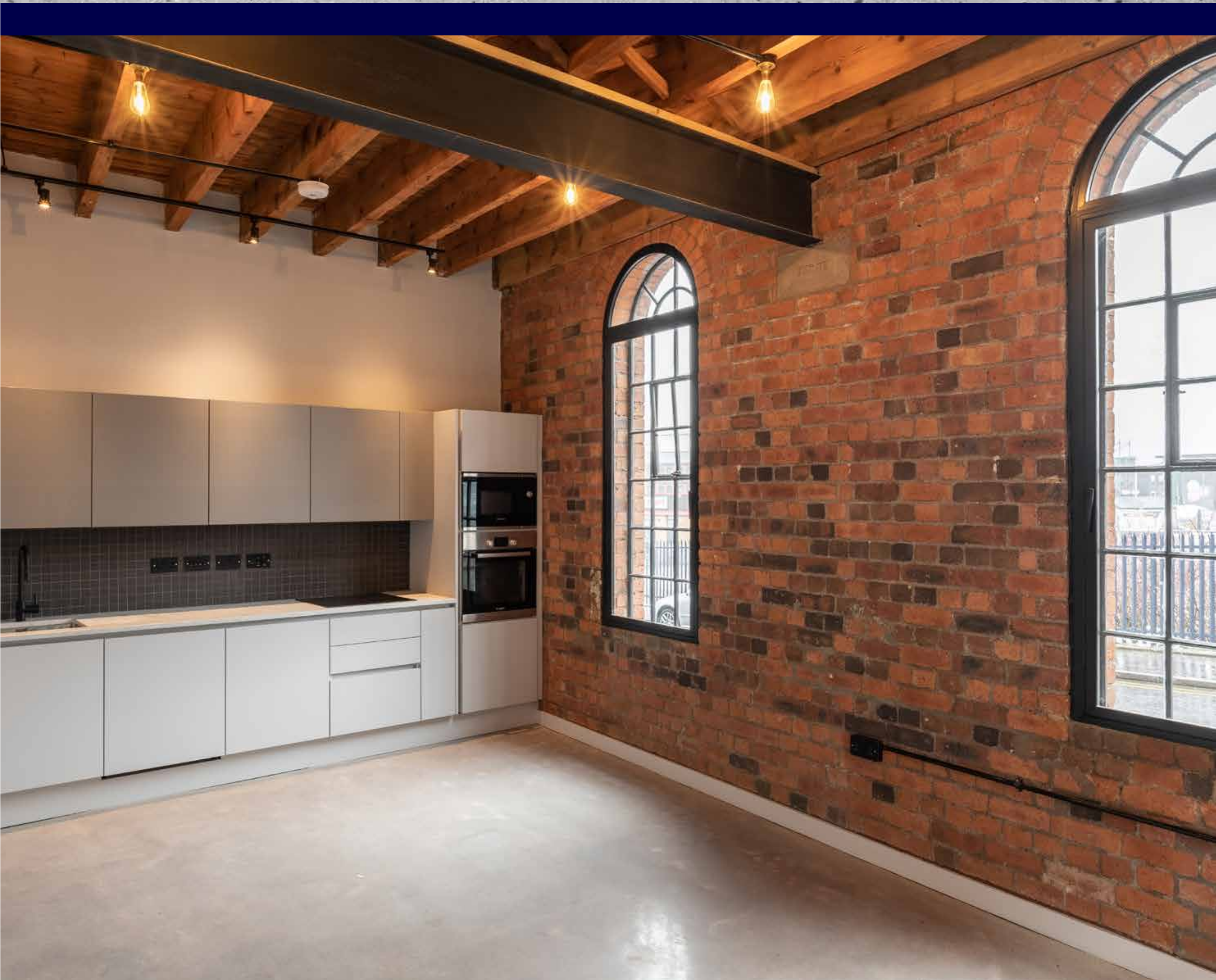
10M are bringing style, quality and individuality to apartment blocks in the city. Committed to using best in class professional teams and contractors, only excellence in product and delivery will be accepted.

We believe in the power of good design. We use our creative vision to seek out properties with potential and transform sites to deliver design-led homes of the highest quality. Homes that are full of individuality and considerate of their surroundings. Homes that make the city even better.

Designing homes for people to enjoy and be proud of with unrivalled specifications, thoughtful use of space and light, we believe a happy tenant will be a long term tenant.

[www.10m.co.uk](http://www.10m.co.uk)







# FAQ

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## Who is the developer?

10M Group - [www.10m.co.uk](http://www.10m.co.uk)

---

## What is the developer's track record?

A particular focus and emphasis on Birmingham, with several fully completed developments

---

## Who is the architect?

Corstorphine & Wright

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## What is the payment plan?

25% upon exchange of contract, then a further and the balance on completion

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## When is completion?

Q1 2022

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## When is the long stop date?

September 2022

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## How many levels are there in the block?

8 stories (plus basement)

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## Are there any other blocks in the development?

No.

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## What is the lease hold period?

250 years.

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## What are the estimated service charges?

Est £1.57 psf

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## What is the ground rent?

0.1% of the property price and increases by reference to RPI on every 25th year review

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## How many lifts are there in the building?

2 lifts

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## What amenities are included in the development?

Cycle Storage, Gym Facilities, Sky Garden

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## What is the nearest new build comparable?

Timber Yard

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## Who will likely be the tenants?

Young professionals who work in the city centre

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**APEX LOFTS**