

# EQUIPOINT

SOUTH YARDLEY

LUXURY DEVELOPMENT OF 247 ONE & TWO BEDROOM APARTMENTS,  
CENTRALLY LOCATED BETWEEN BIRMINGHAM CITY CENTRE & SOLIHULL

# BOOMING BIRMINGHAM

WITH AN ECONOMY WORTH £23.2 BILLION BIRMINGHAM'S WORKPLACE BASED GVA IS THE HIGHEST OF ANY CITY OUTSIDE LONDON. WITH 16.3% GROWTH RATE SINCE 2009 IT IS ALSO ONE OF THE FASTEST GROWING CORE CITY ECONOMIES IN THE UK\*

As the UK's second city, Birmingham is undergoing mass regeneration, has global popularity and huge inward investment. Birmingham was also ranked one of the best cities in Europe for investment prospects in the PwC and Urban Land Institute.

Emerging Trends in Real Estate report. Here's why you might want to invest in this amazing city.

Global businesses such as HSBC, Deutsche Bank and PwC are choosing to relocate their headquarter offices in Birmingham and the city has demonstrated its global appeal by winning the bid to host the 2022 Commonwealth Games.

Using a strategy of targeting key areas for investment, Birmingham has developed the largest professional services hub outside of London, demanding the attention of both domestic and foreign investors that are looking to expand and take advantage of a much wider client base. As such, demand for city-centre living is high and house prices in Birmingham are increasing faster than any other English city.

Last year, 7620 people relocated from London to Birmingham, well ahead of its nearest rivals, due to more affordable house prices, good quality of life and relative proximity to London - all making Birmingham a particularly attractive proposition.

The Lee Longlands & Travelodge site is placed firmly in the centre of all the current Westside redevelopment in Birmingham, and this iconic tower will be a welcome additional to Birmingham's skyline.

\*Source: Office for National Statistics (ONS) GVA data

£23.2B  
GVA PER ANNUM

19.5%  
GROWTH  
FORECAST  
OVER NEXT  
10 YEARS

18,590  
NEW BUSINESSES  
REGISTERED  
IN 2018

£28,000  
AVERAGE  
EARNINGS  
FOR 2019

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BIRMINGHAM IS CURRENTLY  
ATTRACTING BILLIONS OF  
POUNDS OF INVESTMENT  
INTO CITY WIDE RETAIL,  
COMMERCIAL AND  
RESIDENTIAL SPACE, AND  
INFRASTRUCTURE PROJECTS.

CHAMBERS OF COMMERCE

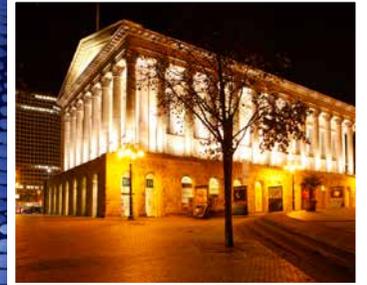
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# LIVING IN BIRMINGHAM

JOHN LEWIS' FLAGSHIP STORE, THE NEWLY OPENED TIFFANY BOUTIQUE IN THE ICONIC SELFRIDGES BUILDING, AND HARVEY NICHOLS PROVIDE UPMARKET SHOPPING FOR BIRMINGHAM'S GROWING LUXURY MARKETPLACE.

A handful of Michelin star restaurants and emerging street food movements add to the appeal.

With 40% of the population under 25, Birmingham is the youngest major metropolis in Europe and an increasingly flashy second city.



MORE MICHELIN STARRED RESTAURANTS THAN ANY OTHER UK CITY OUTSIDE OF LONDON

RANKED AS TOP UK REGIONAL CITY FOR QUALITY OF LIFE



OVER 8,000 ACRES OF PARKS AND OPEN SPACE, BIRMINGHAM IS ONE OF THE UK'S GREENEST CITIES



HOME TO THE WORLD-FAMOUS CITY OF BIRMINGHAM SYMPHONY ORCHESTRA AND THE COUNTRY'S BUSIEST THEATRE, THE HIPPODROME



# SOUTH YARDLEY

KNOWN AS A TOWN BEAMING WITH HISTORY, YARDLEY FEATURES IN THE DOMESDAY BOOK AND WAS REFERRED TO AS EARLY AS 972 IN KING EDGAR'S CHARTER.

With attractions for history buffs right on its doorstep, such as the famous Blakesley Hall museum, visitors often describe a sense of going back in time to discover more about Birmingham's past itself.

For those interested in the here and now, Yardley is in abundance of highly rated schools and occupies an envious position directly between Birmingham City Centre and Solihull, with fantastic transport links to Birmingham Airport and the NEC.

Yardley's main shopping hub is known as the Swan Shopping Centre, which holds 176 sq ft of retail space, anchored by an 110 sq ft Tesco Extra store. The enclosed mall provides a wide variety of choice to shoppers with almost 800 free car parking spaces and 24 modern retail units.

For recreational activities, Sheldon Country Park is just 2 miles away, which covers an area of over 300 acres featuring a nature trail and playground. Oaklands Recreation Ground also boasts a 2km walking route through the park, two playgrounds and an astonishing view of Birmingham City Centre.

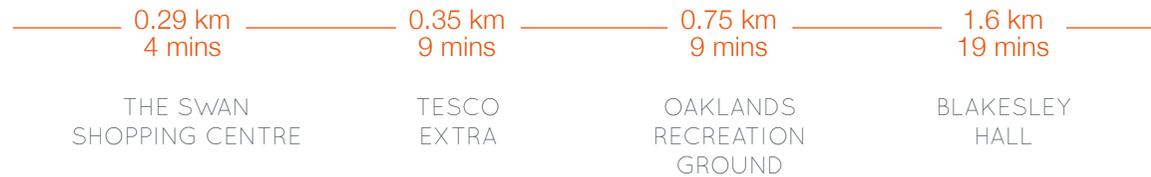
Be it a professional or family-oriented individual looking for a home, Yardley can only be described as having the 'best of both worlds'.

# SUPERIOR LOCATION

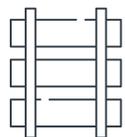
Positioned at the midpoint between Birmingham International Airport, The Bullring and Solihull, Equipoint is the prime location for those seeking an easy commute and a myriad of things to do and see.



BY FOOT



BY ROAD



BY TRAIN





# DEVELOPMENT SCHEME

LUXURY DEVELOPMENT OF 247 ONE & TWO  
BEDROOM APARTMENTS, CENTRALLY LOCATED  
BETWEEN BIRMINGHAM CITY CENTRE & SOLIHULL.

Equipoint is perfectly situated with local shops and amenities  
within the immediate area. In addition to its direct transport  
links to Birmingham town centre & Solihull, future plans include  
sprint network routes to HS2, making journey's to London in  
just 49 minutes.



# SPECIFICATION

DESIGNER  
KITCHENS WITH  
INTEGRAL BRANDED  
APPLIANCES

LED SPOTLIGHTS  
IN KITCHEN AND  
BATHROOMS.  
PENDANTS IN  
LIVING SPACES



LAMINATE OAK  
WOOD FLOORING  
TO KITCHEN AND  
LIVING SPACES.  
LVT LAMINATE IN  
BATHROOMS



BRUSHED AND  
POLISHED  
CHROME SOCKETS  
AND SWITCHES

BATHROOMS WITH  
CERAMIC TILES AND  
FIXTURES AND  
FITTINGS



UVPC WINDOWS  
AND SECURE  
ENTRANCE  
SYSTEM

PARKING  
OPTION  
AVAILABLE

# FLOOR PLANS

## GROUND FLOOR

4-7, 9, 11-21

Open plan living/dining/kitchen  
1 bedroom  
Bathroom

1, 2, 3, 8, 10

Open plan living/dining/kitchen  
2 bedrooms  
Bathroom

## FLOORS 1-5

101-103, 105-107, 110, 114, 121,  
201-203, 205-207, 210, 214,  
221, 314, 310, 321, 305-307,  
301-303, 405-407, 410, 414,  
421, 401-403, 501-503,  
505-507, 510, 514, 521

Open plan living/dining/kitchen  
1 bedroom  
Bathroom

104, 113, 115-120, 204, 213,  
215, 216-220, 304, 313, 315-  
320, 404, 413, 415, 416-418,  
419, 420, 504, 513, 515, 516-  
518, 519, 520

Open plan living/dining/kitchen  
2 bedrooms  
Bathroom

108, 109, 111, 112, 208, 209,  
211, 212, 308, 309, 311, 312,  
408, 409, 411, 412, 512, 508,  
509, 511

Open plan living/dining/kitchen  
2 bedrooms  
bedroom one with ensuite  
Bathroom

## FLOORS 6-9

601-603, 605-607, 610, 614,  
621, 701-703, 705-707, 710,  
714, 721, 801-803, 805-807,  
810, 814, 821, 901-903, 905-  
907, 910, 914, 921

Open plan living/dining/kitchen  
1 bedroom  
Bathroom

604, 613, 615, 616-618, 619,  
620, 704, 713, 715, 716-718,  
720, 719, 804, 813, 815, 816-  
818, 819, 820, 904, 913, 915,  
916-918, 919, 920

Open plan living/dining/kitchen  
2 bedrooms  
Bathroom

608, 609, 611, 612, 708,  
709, 711, 712, 808, 809, 811,  
812, 908, 909, 911, 912

Open plan living/dining/kitchen  
2 bedrooms  
bedroom one with ensuite  
Bathroom

## TENTH FLOOR

1001-1003, 1005-1008,  
1010, 1014, 1015, 1021

Open plan living/dining/kitchen  
1 bedroom  
Bathroom

1004, 1013, 1016-1020

Open plan living/dining/kitchen  
2 bedrooms  
Bathroom

1009, 1011, 1012

Open plan living/dining/kitchen  
2 bedrooms  
bedroom one with ensuite  
Bathroom

## PENTHOUSE FLOOR:

1101-1104, 1106-1111, 1113-1116

Open plan living/dining/kitchen  
1 bedroom  
Bathroom

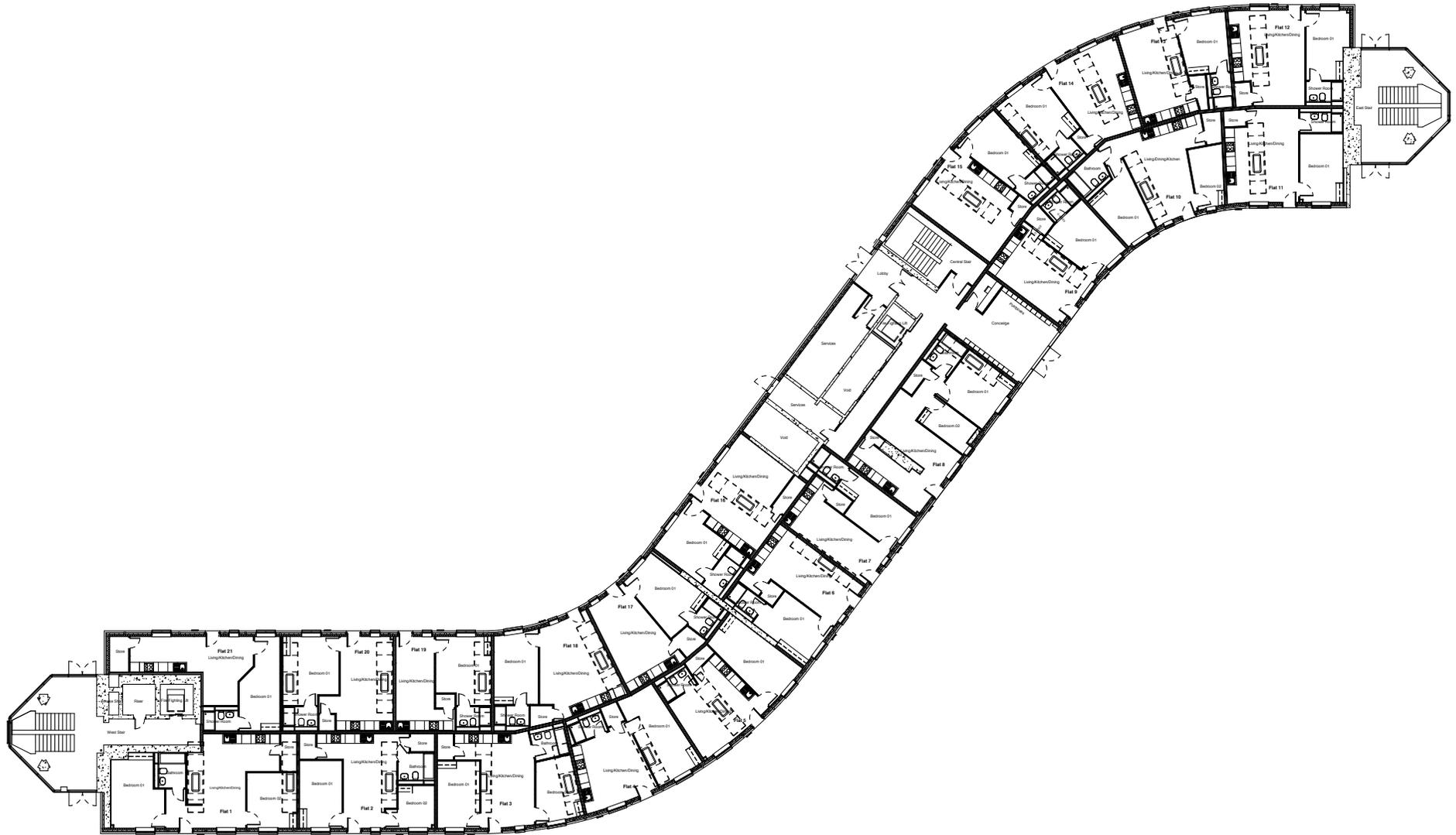
1105

Open plan living/dining/kitchen  
2 bedrooms  
Bathroom

1112

Open plan living/dining/kitchen  
2 bedrooms  
bedroom one with ensuite  
Bathroom

# GROUND FLOOR



# ABOUT URBAN VILLAGE

URBAN VILLAGE ARE EXCLUSIVE PROPERTY DEVELOPERS, DEVOTED TO THE RENOVATION OF EXTRAORDINARY BUILDINGS.

With a decade of triumphant projects in the portfolio, we've proven detail and quality is paramount. Our accomplished team skilfully restore and remodel historic city centre sites to shape new, residential Urban Village communities.

A number of our projects have been featured in magazines such as 'Homes & Gardens' and 'Ideal Home'. Equipoint is our most recent development 'coming soon' to South Yardley.



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