

THE DEVELOPMENT IS A ONCE IN A GENERATION OPPORTUNITY. A *LANDMARK SCHEME* OF 211 RESIDENCES LOCATED AT THE HEART OF THE *£2.4BN* SCHEME IN BIRMINGHAM CITY CENTRE. A TRANSFORMATIVE SCHEME WHICH WILL CREATE A NEW SUSTAINABLE QUARTER, WITH OUTSTANDING LEISURE AND CULTURAL SPACES, LANDSCAPED PARKS AND COMMUNITY FACILITIES. AN INTERNATIONAL DESTINATION, SHAPED BY LOCAL PEOPLE PROVIDING A PLACE FOR *BUSINESSES AND COMMUNITIES* TO COME TOGETHER AND SHARE EXPERIENCES. THIS IS *LIVING THE LIFE*.



AT THIS HOUSE YOU GET THE *BEST OF EVERYTHING*. A *5-STAR* COLLECTION OF 211 RESIDENCES, STYLISHLY DESIGNED AND LUXURIOUSLY APPOINTED. IT'S AN EXCEPTIONALLY MODERN *LIFESTYLE* THAT DELIVERS ON EVERY LEVEL. *MORNING, NOON, AND NIGHT*. IT'S A PLACE FROM WHICH TO EXPERIENCE ONE OF THE UK'S MOST DESIRABLE PLACES TO LIVE. THE *ULTIMATE DESTINATION*, WITH ENVIABLE CONVENIENCE AND UNRIVALLED CONNECTIVITY. A PLACE WHERE RICH HISTORY MEETS A UNIQUE BLEND OF *CITY LIVING* AND *COUNTRY RETREAT*. YOU CAN HAVE IT ALL ...

# CITYHOUSE





# CITY

THIS HOUSE REIMAGINES THE WAY WE EXPERIENCE LIFE. IT WILL BE AN INTERNATIONAL DESTINATION THAT WILL PLAY AN INTEGRAL PART IN THE WIDER REGENERATION OF BIRMINGHAM, ONE OF THE UK'S STRONGEST INVESTMENT CITIES. BIRMINGHAM'S PROFILE WILL GROW EXPONENTIALLY IN THE COMING YEARS, MUCH OF IT CENTRED AROUND THE NEW 'CITY CORE' OF SMITHFIELD.

THE HOUSE IS POSITIONED IN THE SINGLE MOST CONNECTED LOCATION OF THE CITY, AT THE HEART OF AN EXCLUSIVE NEW NEIGHBOURHOOD IN THE THRIVING CREATIVE QUARTER OF DIGBETH, PART OF THE VIBRANT EASTSIDE DISTRICT. AN ENTICING OPPORTUNITY FOR OWNERS AND INVESTORS ALIKE.

## 19.2% PRICE RISE

2024 SUGGESTS THAT BIRMINGHAM PRICES COULD RISE BY 19.2% FROM 2023 TO 2027 AT AN AVERAGE OF 3.6% PER YEAR AS NEW LAND SUPPLY DATA SHOWS HUGE LACK OF LAND, HOUSING AND CURRENT HOMES.

SAVILLS





# LIVE.WORK. *SOCIALISE.*

AT THIS DEVELOPMENT, LIFE IS GOOD. IT'S A FIRST-CLASS MIX OF LIVING, WORKING AND SOCIAL SPACE WITH STATE-OF-THE-ART AMENITIES. INCLUDING 5-STAR HOTEL STANDARD CONCIERGE, RESIDENTS' GYM, SHARED LOUNGE, OUTSIDE GARDENS AND ROOF TERRACE, FLEXIBLE WORKSPACE AND MEETING ROOMS, CINEMA, AND GAMES ROOM.

WITH PANORAMIC VIEWS OF THE CITY, SMITHFIELD HOUSE EMBODIES THE VALUES OF ITS CREATORS AND ITS COMMUNITY; ALL-ENCOMPASSING WORK AND LIFESTYLE BALANCE. BE INVOLVED, BE PRIVATE. IT'S YOUR SPACE. IT'S ALL HERE.



DIGBETH  
'ONE OF THE COOLEST  
*NEIGHBOURHOODS*  
*IN BRITAIN*'



**THE SUNDAY TIMES**



RESIDENCES

# WORK.LIFE. *BALANCE.*

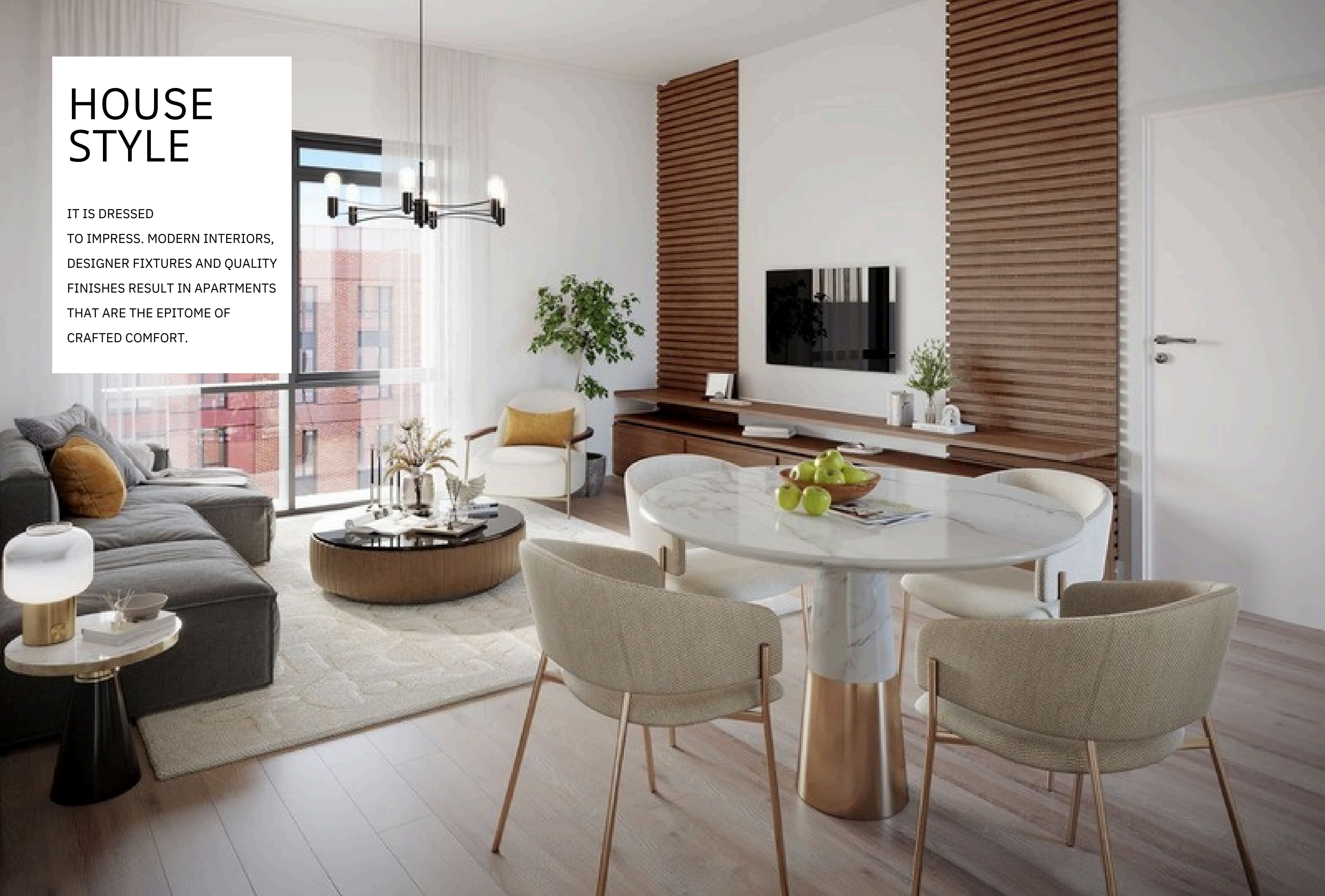
THE RESIDENCE IS DESIGNED AROUND YOU. THE ART OF BALANCED LIVING WITH COMMUNAL SPACES THAT HARMONIOUSLY CONNECT WORK, FRIENDS, INDIVIDUAL PURSUITS, CREATIVITY, AND OUR UNIVERSAL DESIRE TO BRING GOOD TO THE COMMUNITY AROUND US. BOTH INSIDE AND OUT, AMENITY AREAS PROVIDE ROOM TO COOK AND HOST, SPEND TIME WITH LOVED ONES, LEARN A NEW SKILL, AND REFLECT ON ANOTHER DAY WELL LIVED. WITH AMENITIES THAT ENCOURAGE CREATIVITY AND CURIOSITY, AS WELL AS MEDITATION AND MINDFULNESS, DISCOVER A WORLD THAT SUPPORTS GROWTH IN ALL AREAS OF LIFE.





# HOUSE STYLE

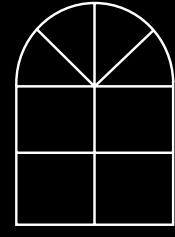
IT IS DRESSED  
TO IMPRESS. MODERN INTERIORS,  
DESIGNER FIXTURES AND QUALITY  
FINISHES RESULT IN APARTMENTS  
THAT ARE THE EPITOME OF  
CRAFTED COMFORT.



An architectural rendering of a modern, multi-story brick residential building. The building features a grid-like facade with numerous windows. In the center, there is a courtyard with several trees, a paved walkway, and people sitting on benches. The sky is overcast with soft clouds. The overall atmosphere is calm and community-oriented.

# HOUSE ESCAPES

AS MUCH BY ITS LANDSCAPE AS ITS BUILDINGS. GREEN SPACES ARE PEACEFUL HAVENS FOR RESIDENTS AND THEIR GUESTS. ALLURING OPEN COURTYARDS AND LOUNGE STYLE ROOF TERRACES DELIVER THE PERFECT WORK LIFE BALANCE WITH A TRUE SENSE OF CALM, COMMUNITY AND BELONGING.



# MORNING. NOON. NIGHT.

24HR CONCIERGE *RESIDENTS' LOUNGE*  
GYM & CINEMA *ROOF TERRACE*  
DINING KITCHEN *LANDSCAPED GARDENS*  
CO-WORKING SPACE *GAMES ROOM*



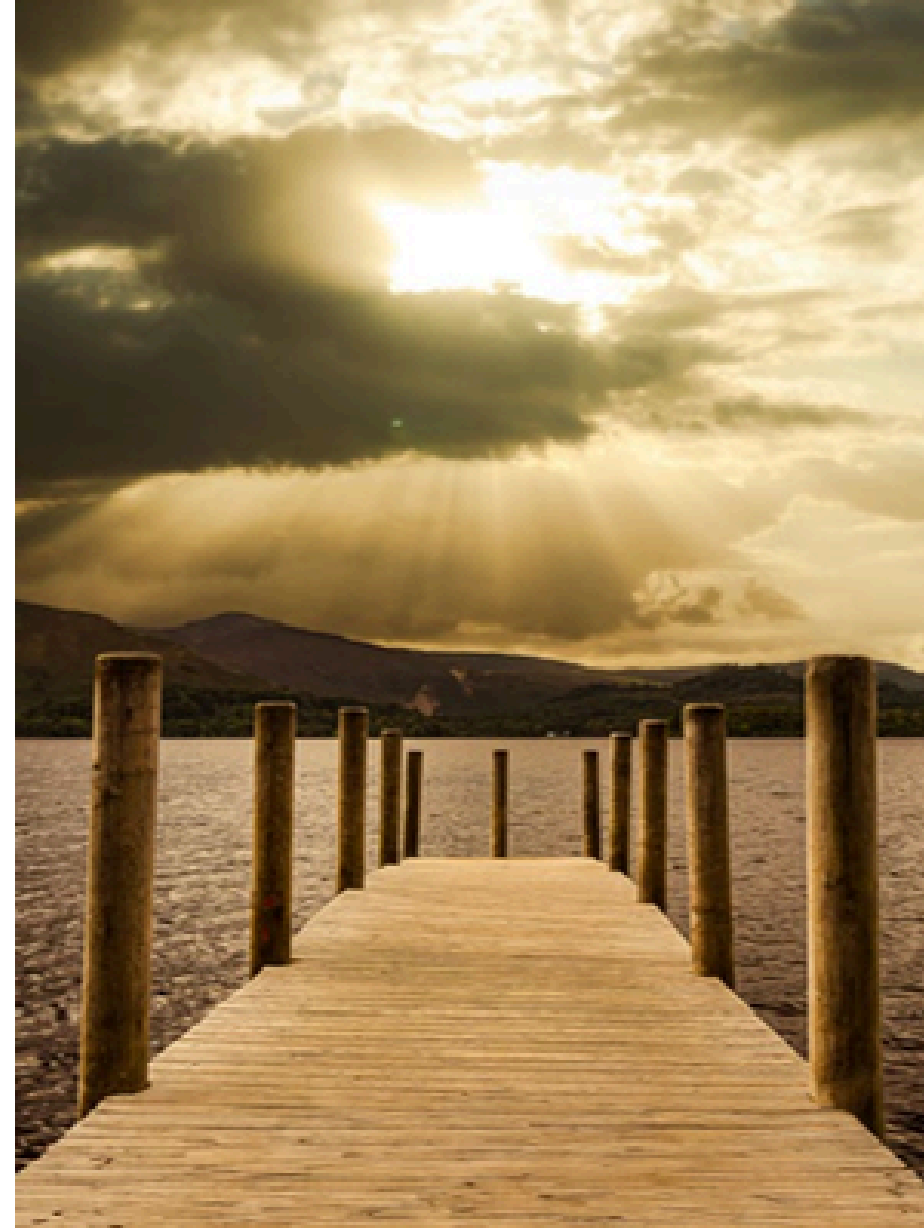


# COUNTRY HOUSE

GOODBYE CITY, HELLO NATURE. STEP OUT OF THE HUSTLE AND INTO SERENITY. IMMERSE YOURSELF IN A SLOWER PACE AS YOU ABSORB THE STUNNING SURROUNDINGS OF CUMBRIA'S LAKE DISTRICT.

AS A RESIDENT, ENJOY ACCESS TO YOUR OWN, RESIDENTS ONLY, SECOND HOME - NESTLED ON THE LAKESIDE SHORE OF LAKE WINDERMERE.

RELAX AND UNWIND IN YOUR PRIVATE COUNTRY HOME FROM HOME WITH ALL THE INIMITABLE STYLE AND QUALITY YOU'VE COME TO EXPECT, LIVING THE BEST LIFE.





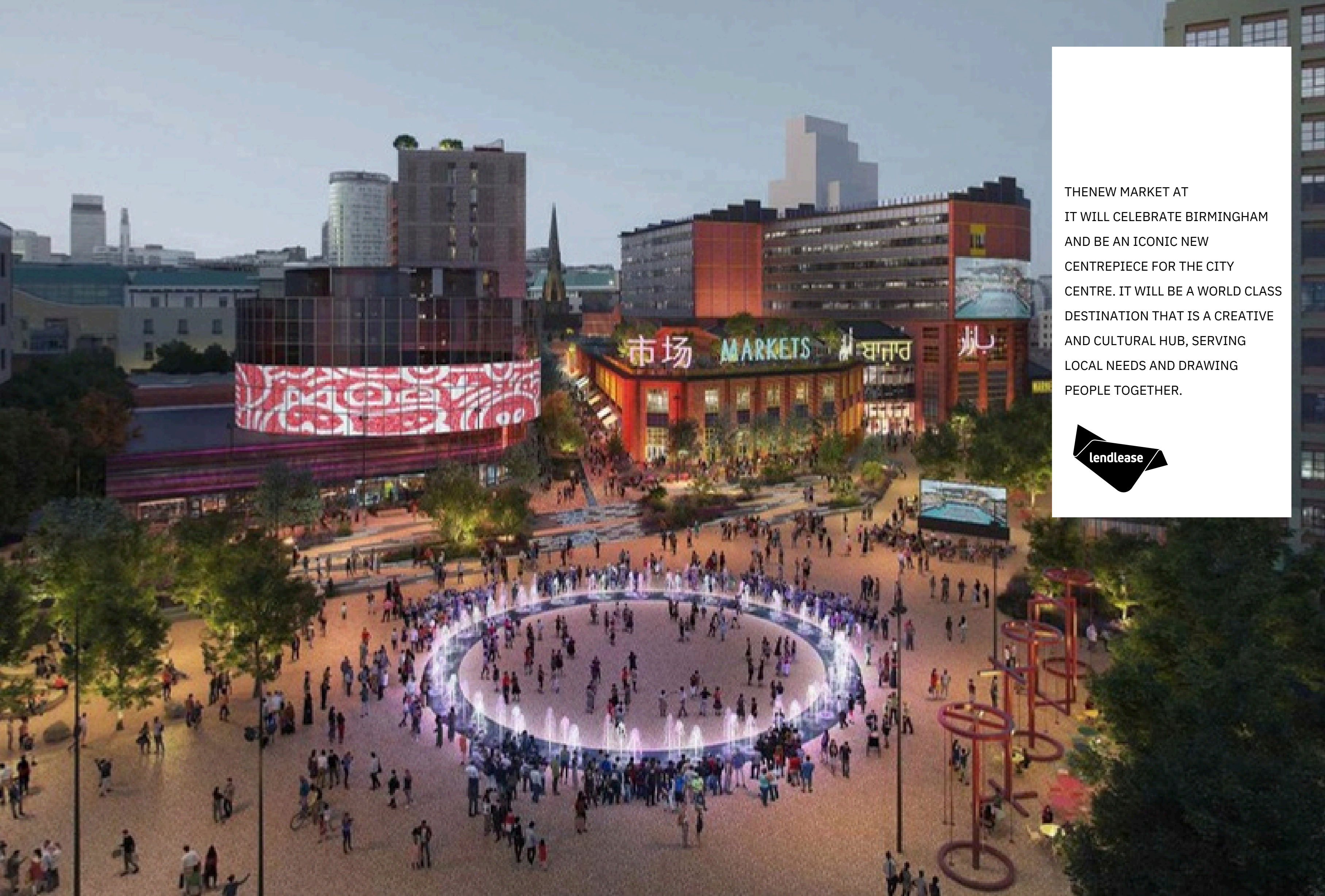
THE TRANSFORMATIVE *REGENERATION*  
MAKES BIRMINGHAM ONE THE UK'S MOST ENTICING  
*INVESTMENT LOCATIONS* FOR GLOBAL INVESTORS. THE SITE  
WILL BE AN INTERNATIONAL DESTINATION, THE MAIN  
BENEFICIARY OF A NUMBER OF KEY INFRASTRUCTURE  
PROJECTS SUCH AS HIGH-SPEED 2 (HS2). THE DEVELOPMENT  
WILL BE AT THE HEART OF THIS EXCLUSIVE NEW  
NEIGHBOURHOOD IN EASTSIDE'S THRIVING CREATIVE  
QUARTER OF DIGBETH - ONE OF THE '*COOLEST NEIGHBOURHOODS*  
*IN BRITAIN*' - *THE SUNDAY TIMES*. THE TIME TO SECURE  
ASSETS IN BIRMINGHAM *IS NOW*.



# CULTURE.COMMUNITY. *CONNECTION.*

SMITHFIELD WILL BE A WORLD CLASS DESTINATION WITH SOMETHING FOR EVERYONE. AT ITS HEART WILL BE THE NEW MARKET, FESTIVAL SQUARE AND IMMERSIVE CULTURAL SPACES. BUSINESS AND LEISURE SPACE, INCLUDING HOTELS, CAFÉS, RESTAURANTS AND BARS, WILL ALL HELP CREATE AN ESTIMATED 8,000 JOBS.

THE PLANS ALSO INCLUDE SPACE FOR OVER 3,000 SUSTAINABLE AND MODERN HOMES IN A GREEN SETTING, SUPPORTED BY A RANGE OF COMMUNITY FACILITIES AND GREEN SPACE AT SMITHFIELD PARK, WHICH WILL IMPROVE WELLBEING AND BIODIVERSITY.



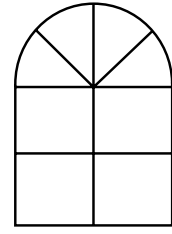
THE NEW MARKET AT  
IT WILL CELEBRATE BIRMINGHAM  
AND BE AN ICONIC NEW  
CENTREPIECE FOR THE CITY  
CENTRE. IT WILL BE A WORLD CLASS  
DESTINATION THAT IS A CREATIVE  
AND CULTURAL HUB, SERVING  
LOCAL NEEDS AND DRAWING  
PEOPLE TOGETHER.



# GREEN COMMUNIT Y

SUSTAINABLE CITY LIVING FOR RESIDENTS IS A KEY FOCUS , WITH COMMUNITY SPACES, A NEW PUBLIC PARK, NEW CYCLING ROUTES AND A GREEN PEDESTRIAN BOULEVARD CONNECTING THE AREA TO THE WIDER CITY CENTRE AND TRANSPORT CONNECTIONS. HEALTH AND WELLBEING IS FRONT OF MIND.





# CONVENIENCE. COMMUTE.*CAPITAL.*

IT WILL BE THE MAIN BENEFICIARY OF A NUMBER OF KEY INFRASTRUCTURE PROJECTS WITH THE MAIN HIGH-SPEED 2 (HS2) CURZON ST STATION A SHORT STROLL AWAY FROM SMITHFIELD HOUSE. HS2 WILL REDUCE JOURNEY TIMES BETWEEN LONDON AND BIRMINGHAM TO JUST 49 MINUTES. ESTIMATED TO INCREASE BIRMINGHAM'S ECONOMIC OUTPUT BY GBP £4 BILLION PER YEAR, IT WILL ALSO CREATE 26,000 LOCAL JOBS WHICH WILL ACCELERATE THE GROWTH OF THE CITY'S ECONOMY, POPULATION, AND – SUBSEQUENTLY –ITS PROPERTY MARKET. VALUE OF BIRMINGHAM CITY CENTRE RESIDENTIAL TO INCREASE BY 18.5% BY 2027”

– **SAVILLS RESEARCH 2023**

