

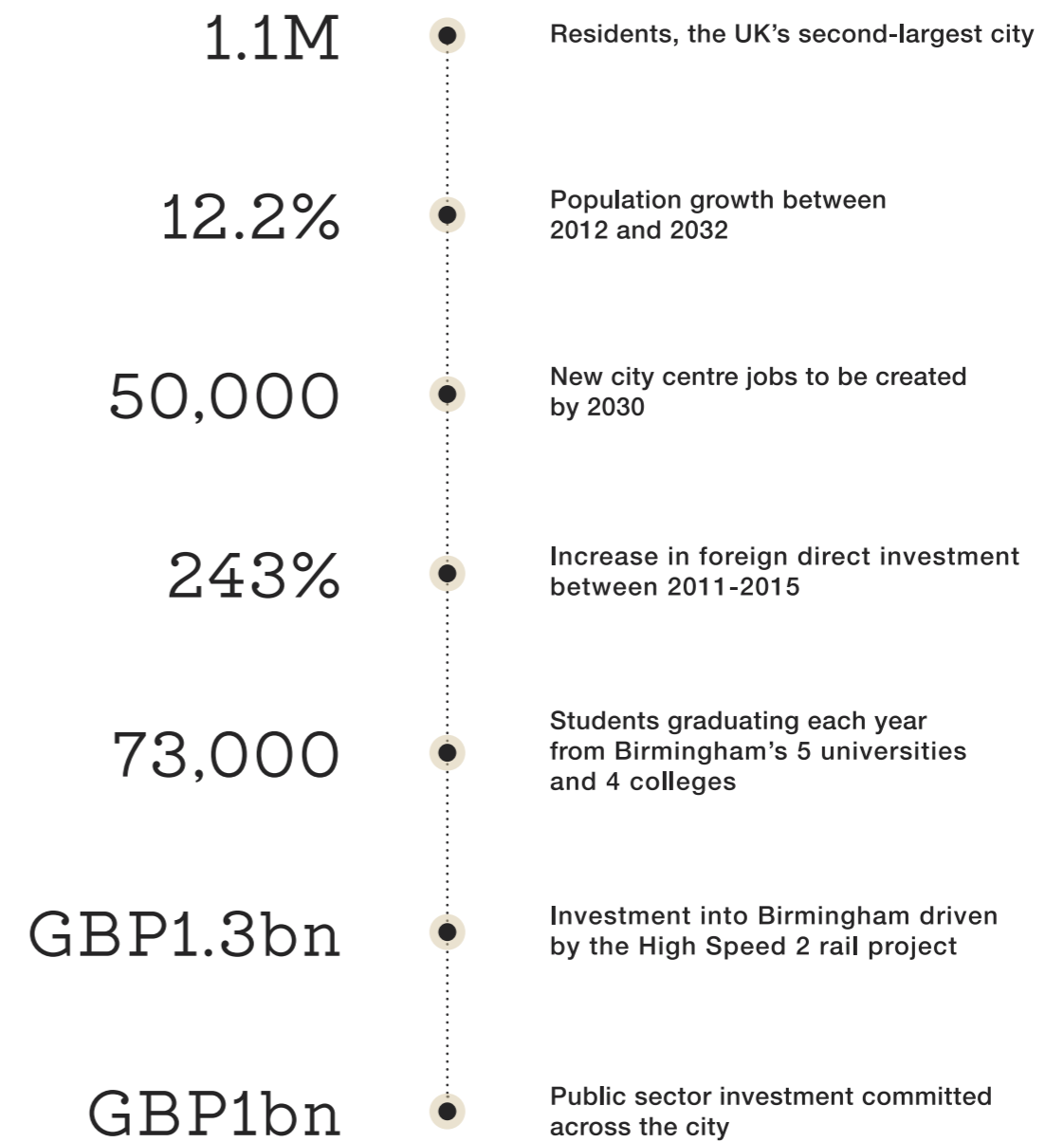


# THE CURVE 2

At  
Park Central



# BIRMINGHAM IN NUMBERS





## URBAN RENAISSANCE: ENGINE OF GROWTH

Home to over 1.1 million people and within four hours' commute of 90% of the UK's population, Birmingham is Great Britain's second-largest city and plays a key role in the national economy. The city is open for business and attracting considerable inward investment from major corporations and brands, with national and local government stimulating historic levels of regeneration through major infrastructure and public realm investments.

# ECONOMY



At the heart of a **GBP94 billion regional economy**



Home to over 75,000 companies including 1,190 international firms

—  
**The UK's largest concentration of businesses outside of London**



**1.8 million square feet of new commercial floor space** to be created by 2030



2016 saw a **37% increase in new start-ups** while **foreign direct investment rose by 243%** between 2011 and 2015



**Over 50,000 new city centre jobs** will be created by 2030



The city's retail sector is renowned, with **38 million people** visiting the **iconic Bullring shopping centre** each year



## REGENERATION

Birmingham Council's Big City Plan is a 20-year masterplan to rejuvenate the city centre. Transport infrastructure is also undergoing historic levels of investment. Here are the highlights:

### HIGH SPEED 2 (HS2)

When completed in 2032, HS2 will bring London within 49 minutes and cut journey times to Edinburgh, Newcastle and Manchester. The city is home to HS2's construction headquarters, so between now and project completion in 2032, over 1,500 jobs will be created in the city. The project is also stimulating local regeneration around the future station and is expected to deliver a GBP1.3 billion economic boost.

### BRINDLEY PLACE

Brindley Place is a groundbreaking mixed-use canalside development initiated in the 1990s which transformed Birmingham's business and leisure offering. The scheme delivered over 1.2 million square feet of grade A office space which today accommodates over 8,500 employees and corporations including Deloitte, Deutsche Bank and RBS. Brindley Place's premium dining and leisure offering attracts over 10,000 visitors every day.

### ARENA CENTRAL

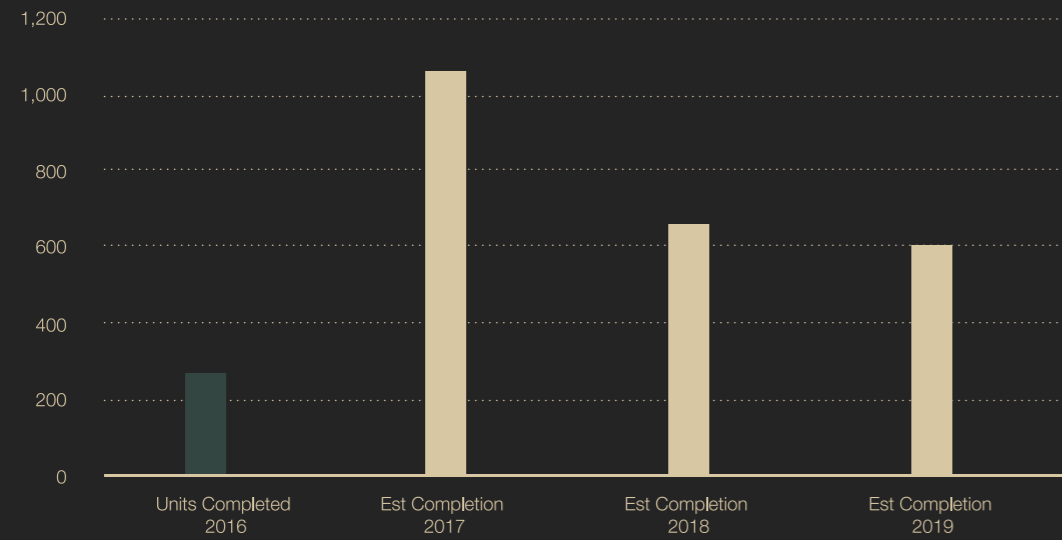
A Special Enterprise Zone, Arena Central will deliver a 1.2 million square foot mixed-use destination in the heart of the city centre. From 2018 the site will also house HSBC's UK business and personal banking services – including up to 1,000 staff.

# SUPPLY

Growing confidence and a concerted effort from major land-owner Birmingham Council, is spurring a surge in construction activity across the city. Despite this, housing supply across Birmingham will struggle to meet soaring demand for many years ahead.

- Birmingham needs 30,000 new homes by 2031
- To meet growth ambitions, the Council's Big City Plan is targeting to build a minimum of 5,000 new city-centre homes between 2011-2020
- Confidence continues to rise, with more than 2,300 units to be delivered over the next three years. Ten new developments started on site in 2016 – up from only one in 2015
- Development activity peaked in 2008, with 1,983 units delivered

## RESIDENTIAL UNITS UNDER CONSTRUCTION



Source: Deloitte Crane Survey 2017

# DEMAND

Birmingham is home to over 1.1 million people, a figure forecast to rise by 12.2% between 2012 and 2032. This influx is driven by employment opportunities and the lifestyle on offer – it is estimated that more than 6,000 people left London for Birmingham in 2015.

- Over 4,200 new households in Birmingham by 2021
- Young professional demographic driving demand for city centre living
- Home to over 75,000 companies, including 1,190 international firms
- Over 50,000 new city centre jobs to be created by 2030
- 37% increase in new business start-ups between 2011 and 2015

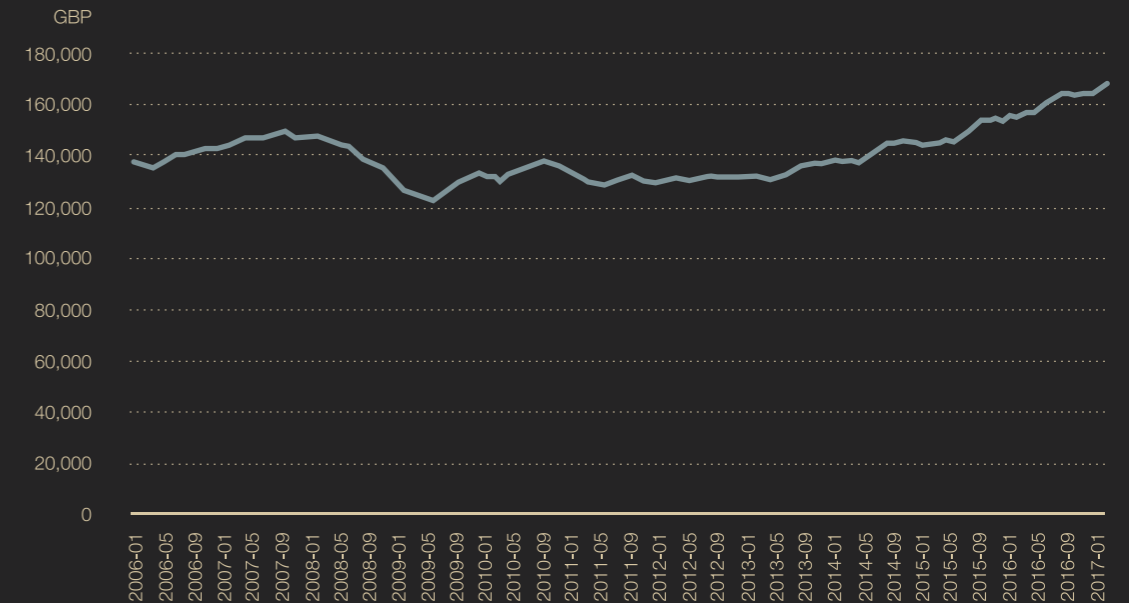


## SALES MARKET

Birmingham property prices have seen steady appreciation for over a decade, and growth is on the cusp of accelerating. There is plenty of room for further uplift with prime city centre developments still relatively affordable compared to other major cities.

- 3.6% annual capital growth in 2014 which accelerated to 7.94% in the 12 months to February 2017
- House price growth of 21.7% forecast between 2017-2021
- The average price for 1 and 2-beds in the prime city centre is GBP172,500 and GBP250,000 respectively

BIRMINGHAM AVERAGE HOUSE PRICES



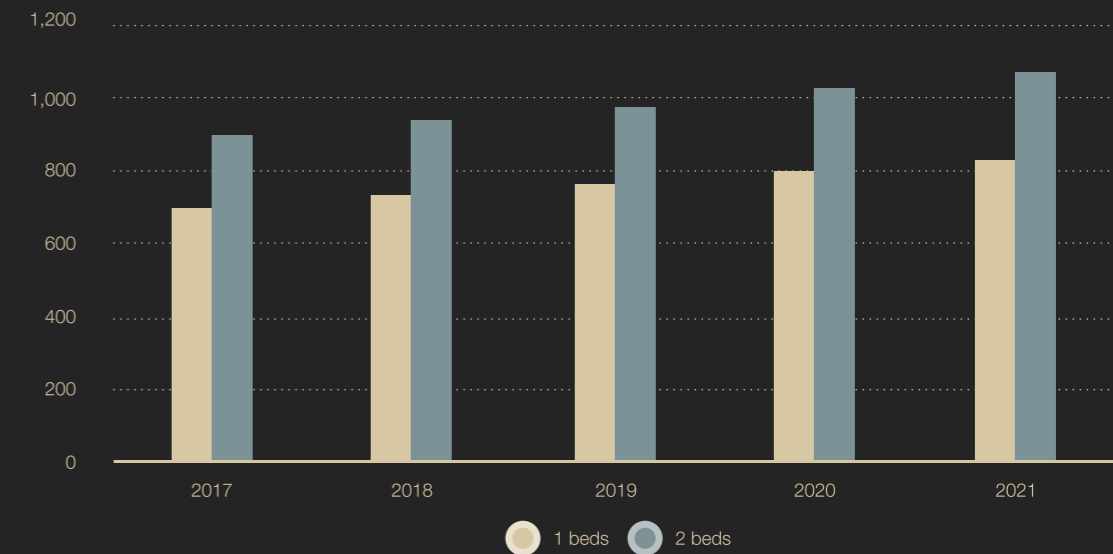
Source: Land Registry

## RENTAL MARKET

Rents are climbing across Birmingham, driven by the rising popularity of city centre living, unprecedented population growth and a shortage of rental stock to meet this demand. The average rent for a 1-bedroom city centre apartment is GBP700, with 2-beds receiving GBP900.

- High demand for rental accommodation saw average rents increase by 3.2% in 2016
- Prime housing rents rose by 4.9% during 2016
- Rental growth of 17.6% is forecast between 2017 and 2021
- Private renting grew by 5% between 2001-2011 and continues to grow in popularity

RENTAL PROJECTIONS 2017-2021



Source: JLL



# BIRMINGHAM CONNECTIONS



## WALKING TIMES FROM THE CURVE 2

- 13 mins ● Bullring Shopping Centre
- 15 mins ● New Street Station
- 18 mins ● future Arena Central
- 20 mins ● Brindley Place



## BUS TIMES FROM THE CURVE 2

- 6 mins ● Bullring Shopping Centre  
New Street Station
- 11 mins ● Curzon Street HS2 Station
- 13 mins ● Birmingham City University,  
City Centre Campus
- 16 mins ● Jewellery Quarter
- 19 mins ● University of Birmingham



## DRIVE TIMES FROM THE CURVE 2

- 5 mins ● Mailbox  
Brindley Place
- 7 mins ● New Street Station
- 8 mins ● Curzon Street HS2 Station
- 20 mins ● Birmingham   
International Airport  
*12 mins from New Street Station by train*



140 DIRECT ROUTES

- New York
- Istanbul
- Dubai
- Major European hubs

### LANDMARKS

- |                                   |                         |
|-----------------------------------|-------------------------|
| 1 Broadway Plaza                  | 7 Crowne Plaza Hotel    |
| 2 Cineworld                       | 8 The Mailbox           |
| 3 Brindley Place Business Hub     | 9 The Cube              |
| 4 Brindley Place                  | 10 Tesco Express        |
| 5 Barclaycard Arena               | 11 Spar                 |
| 6 International Convention Centre | 12 Birmingham Town Hall |

- |                                    |
|------------------------------------|
| 13 Birmingham Museum & Art Gallery |
| 14 O2 Academy Birmingham           |
| 15 Quarter Horse Coffee Roasters   |
| 16 Hippodrome Theatre Birmingham   |
| 17 Bullring, Birmingham            |
| 18 Malmaison Birmingham            |

### EDUCATION

- |  |
|--|
| 1 Birmingham City University, City South Campus  |
| 2 University of Birmingham, Campus The Vale      |
| 3 St Thomas C of E Academy                       |
| 4 St Catherines Catholic Primary School          |
| 5 University College Birmingham                  |
| 6 Birmingham City University, City Centre Campus |





# THE CURVE 2

At  
Park Central



A prime location in the south city centre, The Curve 2 at Park Central is at the heart of an area undergoing an urban renaissance.

Blending the benefits of convenience with the tranquillity of park-side living, this is a chance to be a part of Birmingham's budding growth story.

- 46 spacious 1 and 2-bed apartments
- Provides stunning city views
- Stylish living just minutes from central Birmingham's key landmarks



# LIVING/DINING

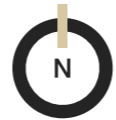
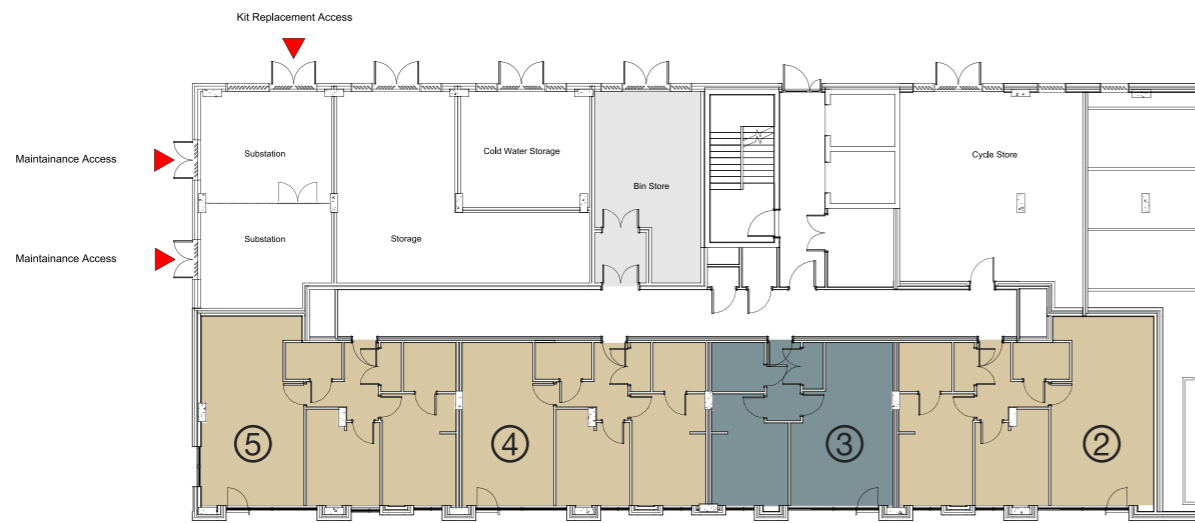


# BEDROOM & BATHROOM



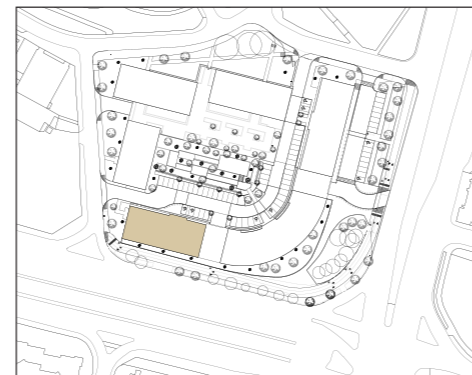
# FLOOR PLANS

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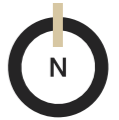


- 1 BED
- 2 BEDS

Floor	Unit numbers						
	1	2	3	4	5	6	7
0	-	2300	2301	2302	2303	-	-
1	2304	2305	2306	2307	2308	2309	2310
2	2311	2312	2313	2314	2315	2316	2317
3	2318	2319	2320	2321	2322	2323	2324
4	2325	2326	2327	2328	2329	2330	2331
5	2332	2333	2334	2335	2336	2337	2338
6	2339	2340	2341	2342	2343	2344	2345

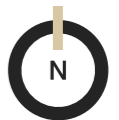


1-5/F



- 1 BED
- 2 BEDS

6/F



- 1 BED
- 2 BEDS



# SPECIFICATIONS

## FINISHES

- Dulux White Emulsion throughout
- Wall tiling to bathrooms and en-suites
- Leoline comfytex vinyl to open plan living/dining/kitchen, bathrooms, ensuites, hallways and hall store cupboard
- Wool twist carpet to bedrooms

## KITCHEN/LIVING

- Worktops with upstands and soft close doors and drawers
- Integrated extractor unit, four ring ceramic hob, oven, fridge/freezer and dishwasher
- Pull out recycling bins to be fitted in one kitchen cupboard
- Freestanding washer/dryer located in hall cupboard
- Low energy lighting to underside of wall units

## BATHROOM

- Bath/shower with mixer tap and bath screen
- Shower tray and shower enclosure with chrome finishings
- Soft close WC with concealed cistern and dual flush
- Heated towel rail



## FOR FURTHER ENQUIRIES

**Please note:**

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