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**FIFTY**

**SIXTY**

# Project Vision

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A collaboration from some of Birmingham's most progressive experts in urban regeneration. FiftySixty has been conceived with principles of intuitive and practical design, creating homes that transcend the perimeters of their four walls. Here you'll find purpose built spaces, brought to life with a shared appreciation for effortless and intentional living.

# Intentional Living

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FiftySixty consists of 44, one and two bedroom apartments a stones throw from Birmingham's vibrant St Paul's Square. Defined by a practical and flexible floor plan, each home benefits from secure gated access, under-croft parking for bikes and cars alike, helping residents optimise their urban living experience. With thoughtful consideration of green spaces, pockets of plantation breathes life in to the development.







The courtyard is the hub of the development and an extension of the individual homes. The space has been designed to be both beautiful and functional and can act as a place for respite and refuge. The North East orientation allows the landscaped arrangements to capture both shade and sun throughout the day providing levels of flexibility to the space. The home's inward aspect from the Juliet balconies creates a sense of community.

# Considered Interiors

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Mindful of the ever evolving demands of the local demographic that calls this city home, Fifty Sixty has been meticulously crafted with a philosophy of being practical but yet adaptable. Every design decision has been made with future residents of the utmost priority, ensuring we've created homes that speak not just for today, but for whatever surprises and transformations that might be on the horizon.





Neutral tones complimented by sleek wood style flooring provides somewhat of a blank canvas whilst boasting a calm and contemporary feel. Floor to ceiling windows allow an abundance of natural light to pour through lending itself to a bright social space.





German engineered matt handleless kitchens with reconstituted stone worktops, provides the perfect hub for any homeowner. Whether you want to keep your space minimalist or dress it up with stylish tiles to personalise your kitchen, the options are endless. The clever J-Pull design makes handleless doors easy to open and close, ensuring a clean run of units with a simple style that will always be on trend.





Well proportioned, light-filled spaces are defined by neutral tones and premium materiality. Greater ceiling height and full length windows overlooking the landscaped courtyard below creates inner serenity and a state of calm.

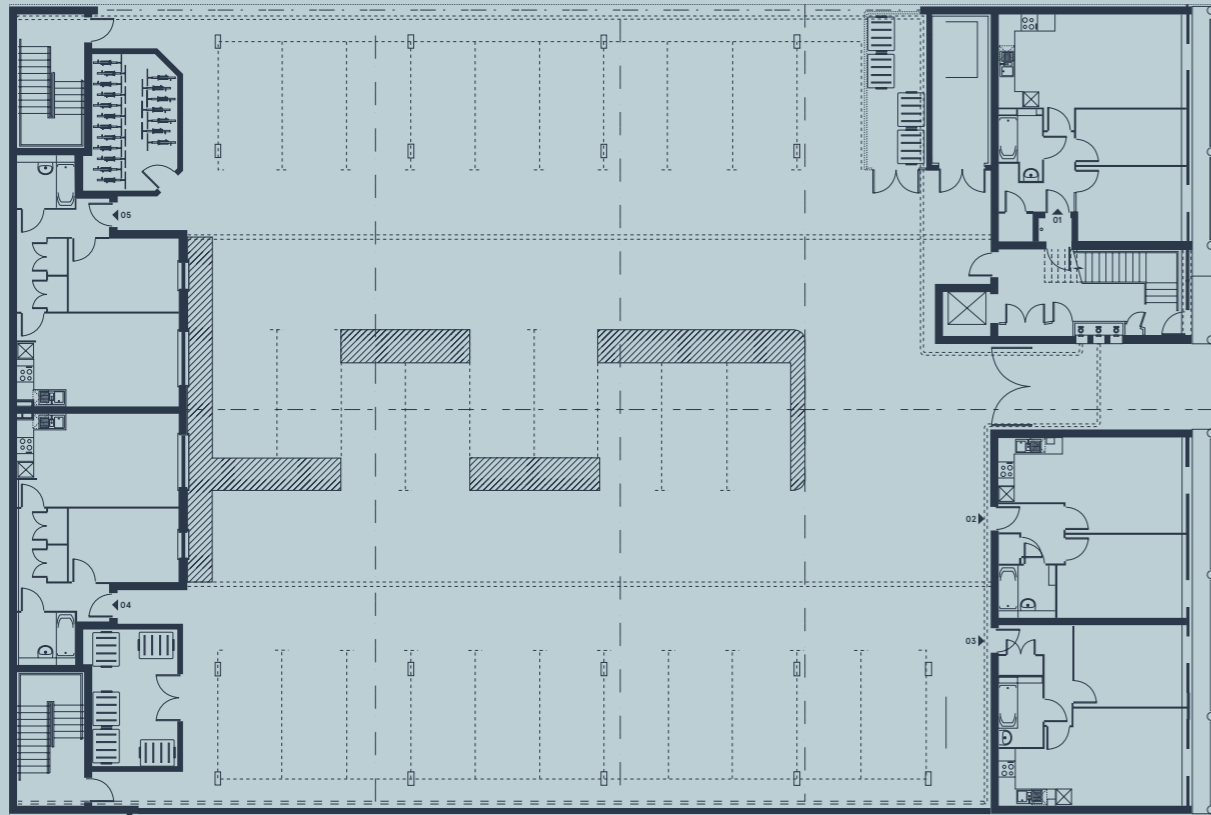


Underlined by a foundation of quality, daily rituals are accentuated by a suite of tactile premium features that invite a sense of effortless elegance to even the most mundane routine. Bathrooms enjoy smooth floating joinery that are emphasised by brushed chrome tapware, while additional inclusions such as feature mirrors and beautiful shower bath suites are appointed for both their quality and sophistication.

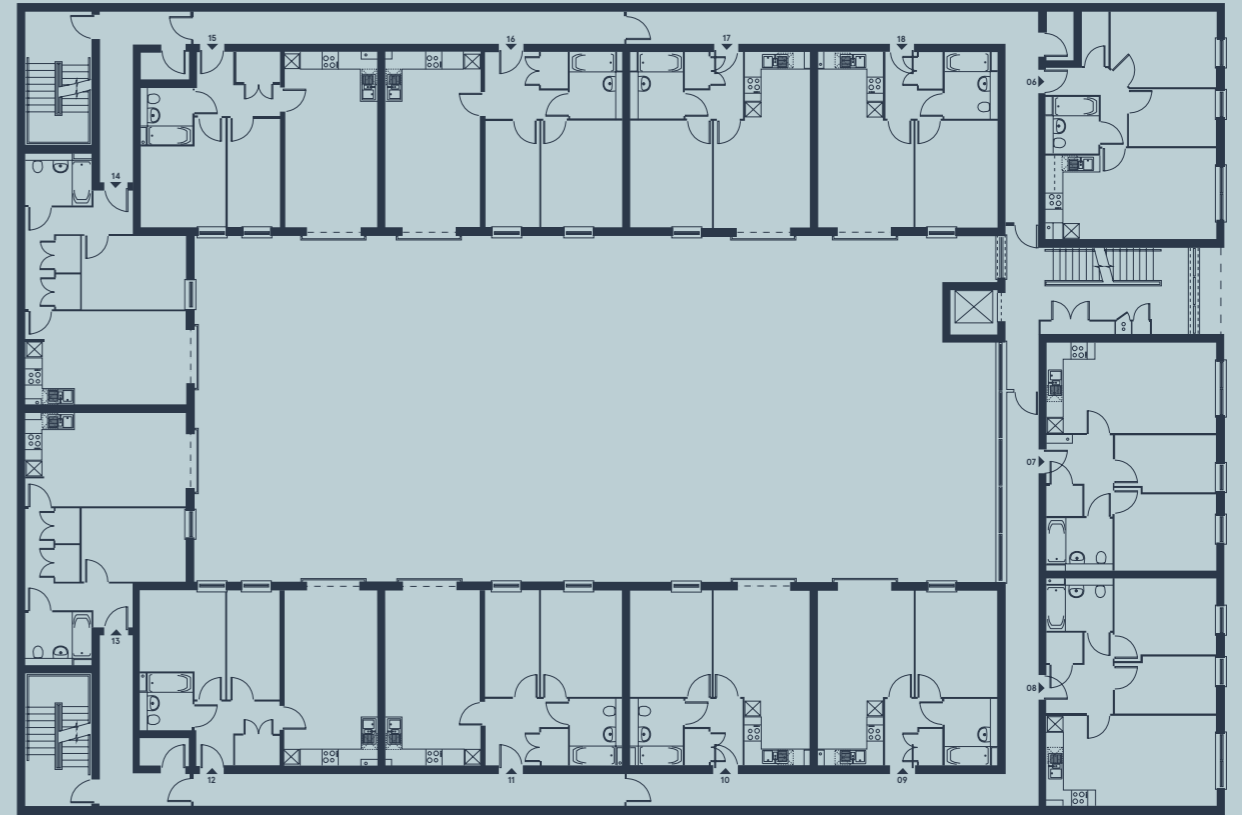


# Floorplans

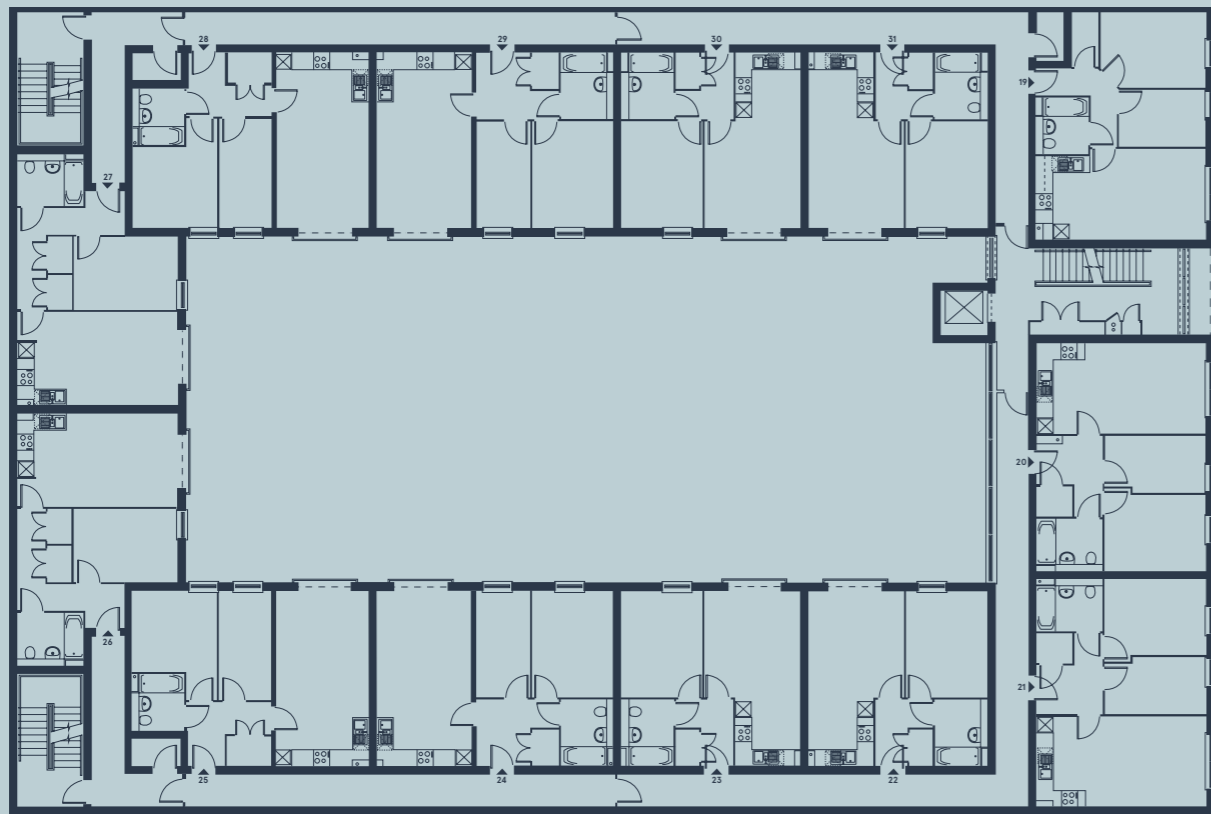
Ground Floor



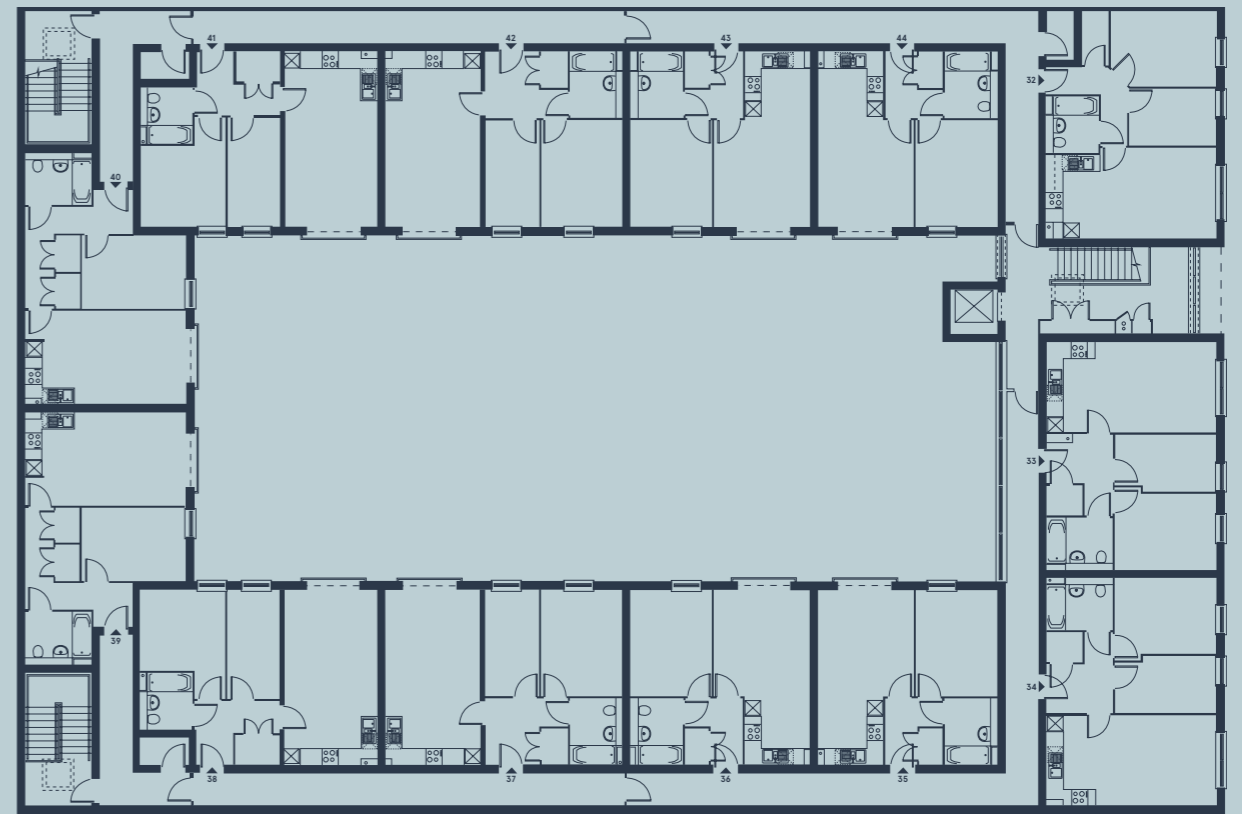
First Floor



Second Floor



Third Floor



# In conversation with CityBeing

Meet CityBeing, a consultancy with a new approach to property advisory, marketing and sales. We sat down with CEO Joe Sinton to discuss all things Fifty Sixty.

**Q: CityBeing is the development consultancy behind FiftySixty. What does your role as development consultants entail?**

J.S. We have been extremely hands-on with the FiftySixty project, from the initial acquisition, through to the marketing and sales. Our shared vision is centred around the role in which the development should play within the local community and how it should add value to the lives of its residents. FiftySixty is a really exciting project and it's a great addition to our portfolio.

**Q. What was it about Northwood Street and the Jewellery Quarter that initially attracted you?**

J.S. From the beginning we were immediately drawn to Northwood Street's desirable location which presented a fantastic opportunity for development. Northwood Street is at the heart of a hugely exciting mixed-use regeneration master-plan that will transform the immediate local area into a culturally iconic place to live, work and socialise. We felt it was important for us to influence what the future of the historic Jewellery Quarter looks like and we believe FiftySixty offers something unique to the City of Birmingham and will benefit the local community for a long time to come.

**Q. Can you describe FiftySixty's ethos and outline some the development's significant features?**

FiftySixty has been created with the buyers needs at heart. The market is continually outpricing itself and we intend to create a premium product at a reasonable price. In addition to its enviable location, each apartment is efficiently designed, featuring clever storage spaces, floor to ceiling windows, well planned lighting and excellent energy efficiency. Less is often more, and by keeping the homes practical and sophisticated, there is room for each owner to adapt their home to fit their individual needs. The space is inventive, featuring contemporary fittings and a high specification.

**Q. Can you tell us a little about the types of materials you have used throughout these homes, and why?**

J.S. FiftySixty will predominantly use red brick in keeping with the heritage of the Jewellery Quarter. We wanted to use brick as it feels soft and welcoming but also provides opportunities to create texture and shadow. Inside the development, light wooden flooring has been fitted in each home to create a trendy contemporary space. A careful selection of materials have been used to create a comfortable and timeless style.

**Q. How has landscaping and nature been incorporated within the development?**

J.S. Urban spaces don't often account for landscaping. We felt that it was of the utmost importance to provide the residents with pockets of greenery to sit and relax. FiftySixty's courtyard will become an informal meeting place for the community to share throughout the year. We believe that this outdoor space will be fantastic for the wellbeing of the residents of FiftySixty.

**Q. What do you think makes FiftySixty stand out from other apartments in the local area?**

J.S. In recent years, a number of developments have come forward in Birmingham that aren't built for its people. FiftySixty has been designed to be both progressive and affordable. The city is home to the youngest population in Europe, 40% being under the age of 25 and is home to five world-class universities and a plethora of highly skilled young professionals. FiftySixty includes a series of one and two bedroom apartments that combine quality and efficiency. Each apartment accounts for the needs of each resident, presenting a great opportunity for owner-occupiers and investors alike.

**Q. How do you see Birmingham transforming over the coming years, and does it feel exciting to be a part of its growth?**

J.S. The level of investment going into infrastructure in Birmingham speaks volumes, with the development of the Metro line and HS2 currently in construction. Meanwhile major businesses including PWC, HSBC and Deutsche Bank are choosing to move their teams from London to Birmingham, which presents exciting opportunities moving forward for both job creation and attracting top professional talent. We're currently a quarter of the way through a twenty-year plan and it's inspiring to be a part of a once in a century development cycle. We will be able to walk the streets of Birmingham in years to come, and be proud to say that CityBeing played a part in making this city great again.

**Q. What are your aspirations and goals for CityBeing both now and in the future?**

J.S. Our goal is to continue to support our developer clients in adjusting to a post COVID-19 world. By offering alternative routes to market we enable our clients to focus on the things that matter, such as quality of design, sustainability and ensuring community growth and wellbeing is at the forefront of every project. Looking to the future, we're focused on the innovation of real estate consultancy, which will be fuelled by technology and brought to life through experiences.

# Abundant living in The Jewellery Quarter

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The Jewellery Quarter is bustling hub of creative businesses, restaurants, bars, venues and apartments. Home to an eclectic and continually evolving community of long standing locals and newcomers, the Jewellery Quarter's vibrant streetscapes play host to an exciting mix of old and new. Fifty Sixty has been deigned to contribute to the existing conversation of the Jewellery Quarter but in a deliberately contemporary way.







Renowned for the manufacturing of Jewellery dating back to the 16th Century, craftsmanship has played a huge role in the cities past and will continue to play a big part of Birmingham's future, with approximately 700 jewelers in the area – with 400 of them manufacturing around 40% of the UK's Jewellery output. The world's largest Assay Office is also in the Jewellery Quarter, with approximately 12 million items hallmarked each year. You can also find a number of museums celebrating the Quarter's proud past – such as the Museum of the Jewellery Quarter and the Pen Museum– as well as the only remaining Georgian square in Birmingham, St Paul's Square. All of these accolades are quite some feat for a one-square-kilometre area of Birmingham with a population of just 19,000.



Rated as one of Birmingham's 'most walkable' hotspots, Northwood Street offers ample opportunity for simplifying or adding flavour to your week. Surrounding FiftySixty, you'll find Michelin star restaurants, pubs, clubs, convenience stores, beauty salons, barbers, and green spaces to relish.

### Shopping and Retail

- 01. Romantic Dreams
- 02. Krypton Jewellers
- 03. Element Bespoke Jewellery
- 04. Steven Charles Quance Jewellers
- 05. Aariya Diamonds
- 06. Fancy Suits

### Hospitality

- 07. St Paul's House
- 08. Anderson Bar and Grill
- 09. The Jam House
- 10. 40 St Paul's
- 11. Ground 101
- 12. Saint Kitchen
- 13. The Rectory
- 14. Stirling's Bar
- 15. Pasta Di Piazza
- 16. Lasan Indian
- 17. Restaurant Follium
- 18. Otto Wood Fire Pizza
- 19. Lucky Duck
- 20. Coffee Tales
- 21. The Wilderness
- 22. Actress & Bishop
- 23. Locanta Italian
- 24. Cucina Rustica
- 25. Bloc Hotel

### Health and Beauty

- 26. Bench & Pressed
- 27. Harris Gibbs Hair Shop
- 28. Jake's Barbers
- 29. Oliver James Salon
- 30. SMC Sports Therapy

### Transport

- 31. St Paul's Tram Stop

### Services

- 32. James Laurence
- 33. Ecuity Consulting
- 34. Lightbox Digital
- 35. Suzanne Barnes Design
- 36. Reid & Co Solicitors
- 37. Lavery Rowe Advertising
- 38. The Vegan Society
- 39. Emerald Technology Recruitment
- 40. CMA CGM
- 41. Baily Garner LLP
- 42. Michael Duffy Partnership
- 43. Brendan Fleming Solicitors
- 44. James Andrews Recruitment Solutions
- 45. Equilibrium Security Services
- 46. ISG
- 47. FJD Consulting Ltd
- 48. Crawford and Company
- 49. ITN Mark Education
- 50. Popleton and Abbleby
- 51. 3DReid
- 52. BPN Architects
- 53. Maguire Jackson



With one of the city's most diverse and acclaimed culinary and cultural scenes at your doorstep, the opportunity for gastronomic adventure has never been more tempting.

#### Lasan

Not merely a "nod" to Indian cuisine, Lasan earns its revered reputation for its unwavering commitment to honouring the integrity of its culinary homeland. This architecturally designed foodie heaven, encapsulates everything Birmingham's gastronomy scene has become synonymous with impeccable aesthetics, authentic food and unmistakable atmosphere

#### St Pauls House

Epitomising the modern JQ, St Pauls House sees a clashing of dualities, a little sleek, a little sexy but an equal dose of grungy cool. Whether you come for the mind blowingly good food, or the retro chic aesthetics to accompany your evening drink the vibe is unrivalled.

#### The Jam House

From soul to blues, jazz to rock, enjoy established acts within the industry as well as upcoming artists on stage from the comfort of your dinner table. Atmospheric toe tapping fun for all.

#### Pasta Di Pizza

A cornerstone of the JQ's culinary scene, this foodie favourite offers classic Italian dishes, inspired by its heritage, infused with a modern twist. Red brick, muted neutrals, lofty ceilings, crittall windows and copper accents lend to the refinement you'd expect of an iconic location.





# An exciting future for Birmingham

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## Paradise Circus

Paradise is one of the most important developments Birmingham has seen in a generation. A place where commerce and culture come together in harmony, seamlessly combining contemporary new office, retail, hotel and leisure spaces with the city's most celebrated listed buildings and is responsible for over £700m inward investment into the city.

## 2022 Commonwealth Games

The commonwealth games will be held in Birmingham in the summer of 2022 and predicted to inject over £750m into the local economy. With the world's finest athletes and tens of thousands sports fans set to travel to the city, the event promises to shine a global light on the UK's second city.

## Birmingham Smithfield

The £1.5BN Smithfield Project will introduce around 2000 new homes to the Birmingham market place, with a public square at the heartbeat of the development. Neighbouring Birmingham Smithfield, Digbeth is fast growing as a location for companies involved with digital technologies, design, media, TV production and arts. Similar talent is already clustered at The Custard Factory and Fazeley Studios, bringing an innovative edge to the city.

## Eastside Locks

The 450 million eastside locks regeneration scheme has been billed by some as 'the most exciting city centre regeneration scheme in Europe'. Boasting 750 new homes including a 37 state of the owner tower, with the iconic Birmingham canal flowing through the centre of the scheme.

## Curzon Street, HS2

The Curzon Street Masterplan outlines proposals for the 141 hectare area of regeneration. It covers the area that will house the HS2 Curzon Street station in Birmingham city centre, along with £724m million in investment into the surrounding area. It envisages the creation of 36,000 new jobs, 4,000 new homes and 600,000 square metres of commercial development. Birmingham City Council's Curzon Street Investment Plan will see £900 million spent on regenerating the area around the new station. The scheme will take place over 30 years, leading to the creation of several new neighbourhoods across almost 150 hectares, including 4,000 homes and 36,000 jobs. The biggest game changer for the UK's second city.



With the ever growing infrastructure connecting the Jewellery Quarter to wider city core, residents and city dwellers have never been better placed to seamlessly balance work and life.

#### Shopping and Retail

- 01. Grand Central
- 02. Bullring
- 03. The Mailbox
- 04. The Jewellery Quarter
- 05. Selfridges
- 06. Debenhams
- 07. Harvey Nichols
- 08. House of Fraser

#### Hospitality

- 09. Arcadian
- 10. Brindley Place
- 11. Genting Casino
- 12. The Cube
- 13. Broad Street Strip
- 14. SACO Birmingham
- 15. Jury's Inn
- 16. Raddison Blu Hotel

#### Education

- 17. Aston University
- 18. BOA
- 19. Birmingham City University
- 20. University of Law

#### Transport

- 21. New Street Station
- 22. Moore Street Station
- 23. Snow Hill Station
- 24. St Pauls Tram
- 25. Jewellery Quarter Station
- 26. Curzon Street Station
- 27. HS2

#### Parks and Recreation

- 28. Pigeon Park
- 29. St Pauls Square
- 30. Eastside Gardens
- 31. Pen Museum
- 32. Museum of The Jewellery Quarter
- 33. Birmingham Museum + Art Gallery
- 34. ThinkTank Science Museum
- 35. National Sea Life Centre
- 36. O2 Institute
- 37. Arena Birmingham
- 38. Library of Birmingham





Later this year the legendary Grand Hotel, Birmingham will once again open its doors to guests. Following a multi-million pound investment, the newly-restored venue will boast an exhilarating mix of original Art Deco and Victorian luxury, reimagined with 1st-century interior design, fixture and furnishings. Every precious inch of the grand interior is being painstakingly restored and refurbished to offer a new standard of opulence and comfort to rival the finest hotels in the land.





# Specification

## General

- Walls & ceilings in white matt finish
- Satin white door linings, skirtings & architraves
- Oak plank Amtico click system or similar throughout hall, living room and kitchen area
- Internal doors in satin white finish
- Brushed stainless steel door furniture
- Brushed metal switch & socket plates with USB charging points in kitchen, living area and bedroom
- Recessed LED low energy downlighting with white bezels
- Terrestrial & satellite TV, FM radio and telephone sockets to living room and bedrooms
- Living room socket Sky+ (or Sky Q) enabled
- Thermostatically controlled electric space heating via flat panel heaters
- Double glazing throughout

## Kitchens

- Designer kitchen in high gloss grey finish with concealed handles
- Reconstituted stone worktops (with grooved drainer to selected apartments)
- Glass splashback to underside of wall units
- LED strip underlighting to wall units
- Stainless steel 1 1/2 bowl undermount sink with chrome lever tap
- Washer/dryer (free standing within services cupboard)
- Smeg (or similar quality) integrated electric appliances to include:
  - + Low level oven
  - + Microwave
  - + Four ring ceramic hob
  - + Re-circulating cooker hood
  - + Tall fridge/freezer
  - + Dishwasher
  - + (Appliances stated may be restricted in smaller/1 bed kitchen configurations)

## Bedrooms

- Carpeted throughout
- Satin white sliding doors (hinged doors in restricted areas)

## Bathroom/Shower Room

- White bathroom suite featuring shower tray or steel bath as applicable, concealed cistern dual flush back to wall W.C.
- White glass bath panel
- Chrome plated electric heated towel rail

## Bathrooms

- Large format 1200 x 600mm white marbled porcelain fully tiled walls
- Large format 600 x 600mm white marbled porcelain floor tiling
- Chrome plated single lever basin tap, thermostatic bath filler/shower mixer diverter with wall mounted fixed shower head and low level hand shower with hose
- Clear glass bath screen or shower enclosure as applicable with silver frame
- Thermostatically controlled and pressurised hot and cold water

## Services Cupboard

- Free standing washer/dryer
- Bulkhead light if applicable

## Security

- Audio entry phone system to each apartment

## Communal Areas

- Fully tiled communal entrance foyers
- Carpeted stairs and common corridors
- Low energy wall lighting
- Landscaped communal courtyard
- Secure cycle store
- Undercroft car parking (at additional cost)

## Disclaimer:

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# FIFTY

Marketed By

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