



detail





A NEW TYPE OF LIVING SPACE FOR BIRMINGHAM



BEDROOM/DECKS

High quality finishes with views on to the living quarters, enabling the apartment to provide a sense of continuous connection and fluidity, without compromising privacy.



Metro Lofts heralds a new type of living quarter for the West Bromwich area. Designed and delivered by the team behind the successful Victoria Court development (Detail). We're helping to create a new heart for this area, with exceptional homes, new retail opportunities, and setting a new standard of architectural and design quality.

LIVING

Light-filled rooms designed for open plan living, complete with expansive floor-to-ceiling heights and timber floor finish. Designed with smooth, finished surfaces to contrast with the existing rough concrete walls and columns.

INTERIOR

The building's interior architecture, combines contrasting textures and finishes against a backdrop of bright, warm neutrals, complimenting the exposed concrete structural elements of the building.

HIGH CEILINGS

Exude space and provides a grand feeling of luxury that is unique to Metro Lofts





APARTMENTS

For the apartments the design pays sympathy to the existing concrete structure while forming custom-made modern living spaces into the open-plan apartment arrangement.



OPEN PLAN

Generous living space in apartments. Form, pattern, detail and materiality are thoughtfully applied to create refined residencies full of confidence, identity and personality. These areas have functional downlighting while simultaneously up lighting the concrete soffit to create a comfortable warm atmosphere, giving the users the flexibility they require.

KITCHEN

Contemporary kitchens are finished in matt lacquer painted cabinetry, composite countertops and integrated appliances.

BATHROOM

Tiles adorn the bathroom walls and are arranged in beautiful configurations. Light grey tiles for the main bathroom.



THE TIME IS NOW TO INVEST IN BIRMINGHAM

Birmingham is not only the UK's largest city outside London, but also one of the country's biggest financial centres. The relocation of firms such as Deutsche Bank and HSBC will increase the number of affluent professionals making their home here. The diversity of the city's economy is supported by its reputation as a hub for creative industries and it is among the UK's fastest growing centres for digital media ventures.

There is a wealth of opportunities for companies seeking to expand or invest in Birmingham. The city has exceptional connections to local, national and international destinations. It lies at the heart of the UK's road network and boasts an international airport serving 9 million passengers per year to 140 direct and scheduled charter routes. The proposed HS2 rail link will potentially cut travel time between Birmingham and London to under 50 minutes.

LOCATION

HS2 rail network will bring the capital even closer at 49 mins and will welcome an estimated £1.5bn and 22,000 jobs to the region. Alongside this Birmingham International Airport sits just 5 miles south east of the city centre with a choice of over 400 direct or onestop flights across the world.

£600million makeover of New Street Station was unveiled in September 2015, complete with the launch of Grand Central shopping mall, where John Lewis is the anchor tenant. This is the third shopping destination in Birmingham's portfolio which includes The Mailbox, home to luxury brands such as Harvey Nichols, Armani and a Malmaison Hotel and The Bullring where high street favourites can be found, alongside the iconic department store Selfridges.

Talent - 5 universities with over 73,000 UK and overseas students choosing Birmingham as their place to study and build careers.

Economy - Leading European business destination with regional economy of over £90 billion. Birmingham is a thriving commercial centre and the driving force behind the success of the wider region. Businesses large and small choose the city because of its high speed transport links, its leisure offer and its high standard of living. It is easy to attract and retain staff when a city offers this much.

37,000 companies in the city with nearly 500,000 employees (The highest concentration of any city outside of London) The city is the youngest in Europe, with under 25s accounting for nearly 40% of the population. This vibrancy is being fed by 400 schools, 15 universities and three university colleges within an hour's drive of Birmingham. The workforce, in turn, is teeming with young intelligent individuals.

38.1 Million Visitors - The city is attracting more and more people every year, drawn by world class businesses, shopping, culture, restaurants and nightlife. With over 90% of the UK market – both consumer and business – within a four hour travel time and Birmingham Airport expanding rapidly, Birmingham is strategically located to cater for even more visitors in the future.





METRO LOFTS WILL BRING TO THE AREA A DESIGN WITH A DIFFERENCE

Metro Lofts has been designed to bring joy to both residents and passers-by. Detail, with the use of their in-house expertise has cleverly re-purposed a building that sets a new standard for homes in West Bromwich with a new inviting façade, street-level enhancements and new retail activation with generous, composed layout design.

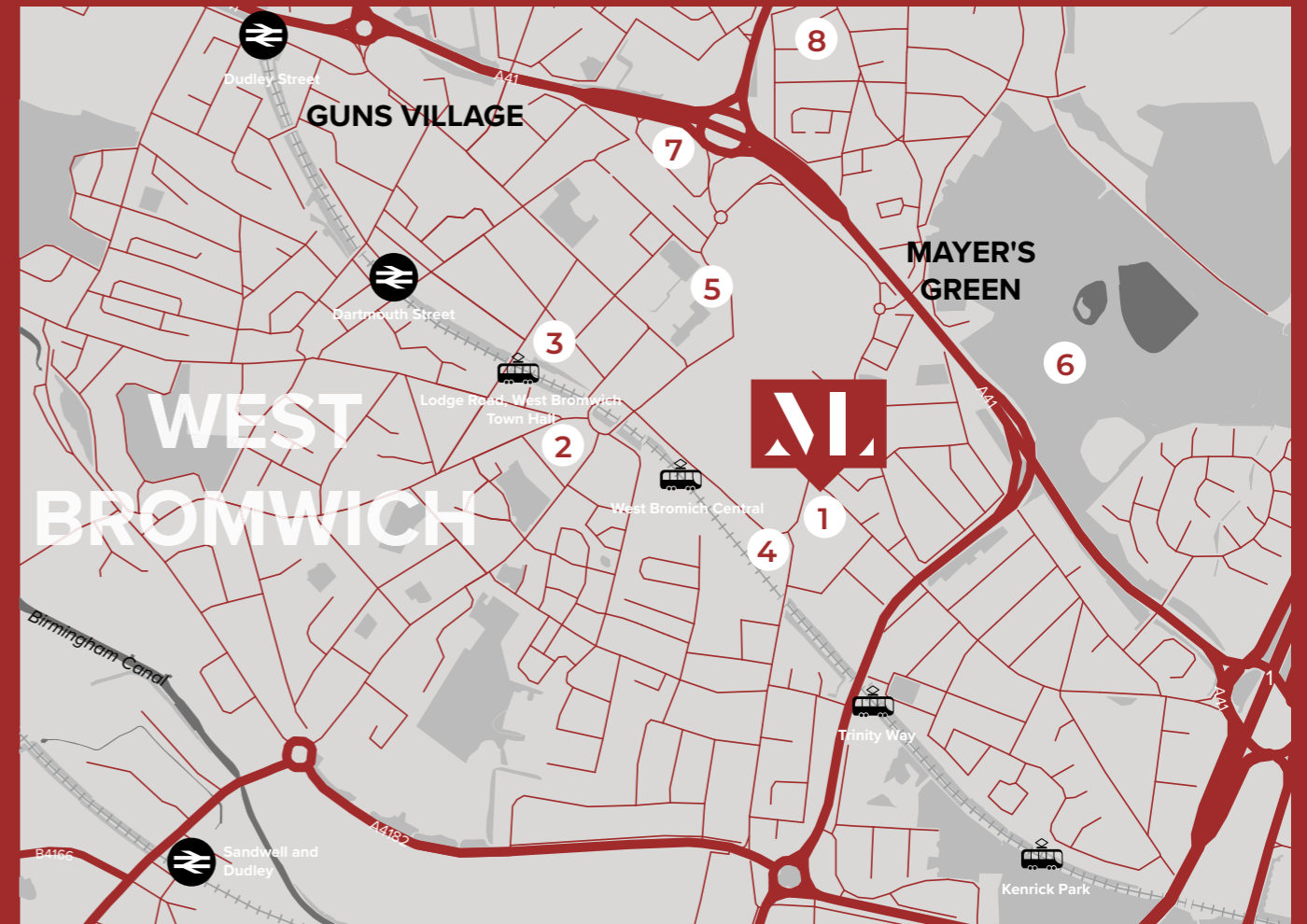


BIRMINGHAM

Birmingham sits at the centre of the country. The heart of the West Midlands Combined Authority and the powerhouse of the Midlands Engine. Attracting new investment, businesses and people, Birmingham is the most exciting city in the UK.



BIRMINGHAM WEST BROMWICH IS THE STRATEGIC CENTRE



Birmingham, West Bromwich is the strategic centre, internationally synonymous with West Bromwich Albion FC. Part of the Black Country, the town has a proud industrial heritage.

Well served by its connectivity to major motorways (M5 & M6); the West Coast main line; and Midland Metro, the town shares a contiguous border with Birmingham, with a direct 15 minute commute to the City Centre via the Midland Metro tram network.

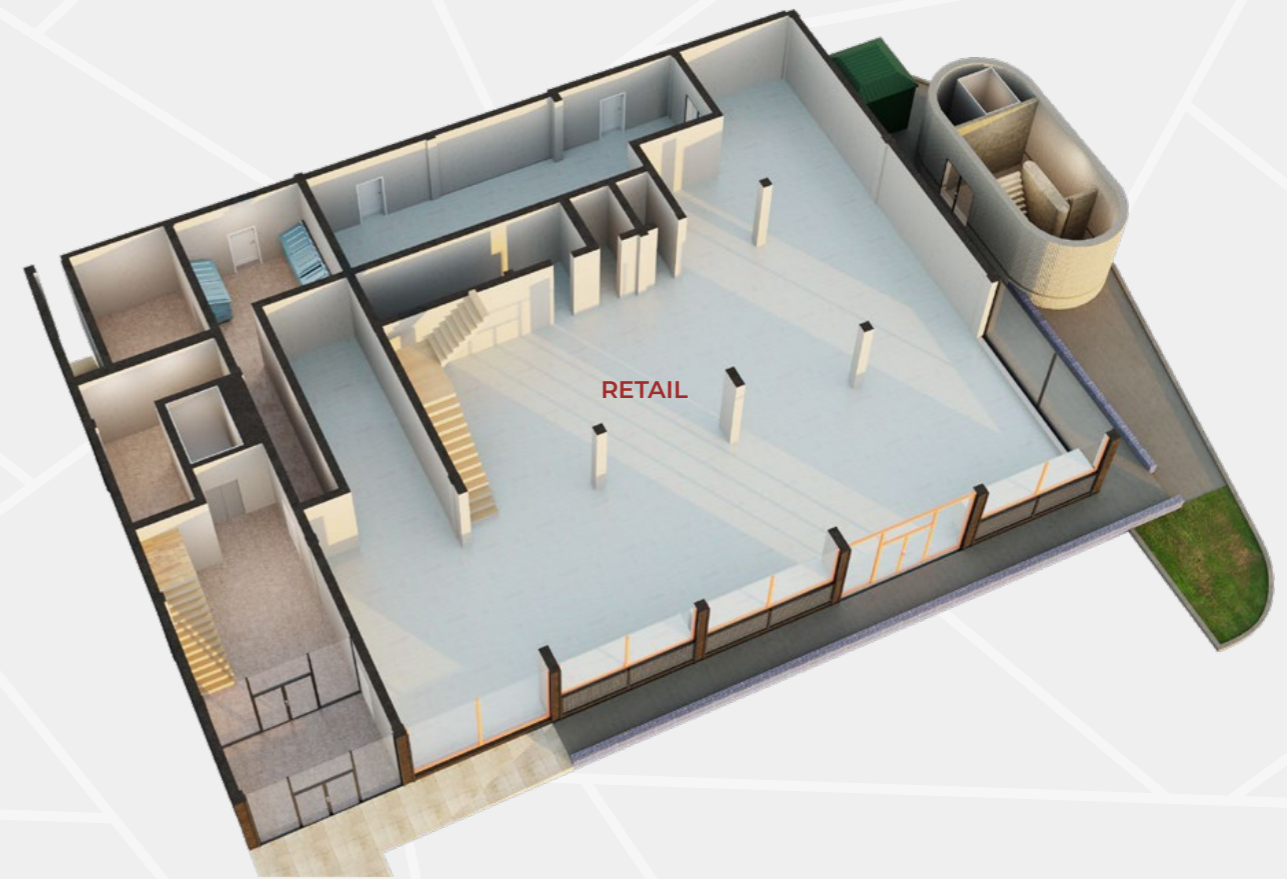
The economic linkages with the growing city are significant, as the introduction of HS2 will also put West Bromwich an hour away from London and Manchester, opening a host of opportunities. The area is a strong commuter base for Birmingham and other areas of the Region.

The 'Golden Mile' High Street runs through its core, with a mixed offer, distinct characterisation, depending on the surrounding communities. A strong education focus with 10,000 staff/students across the Central College Campus, Sixth Form Campus and the Health Futures College.

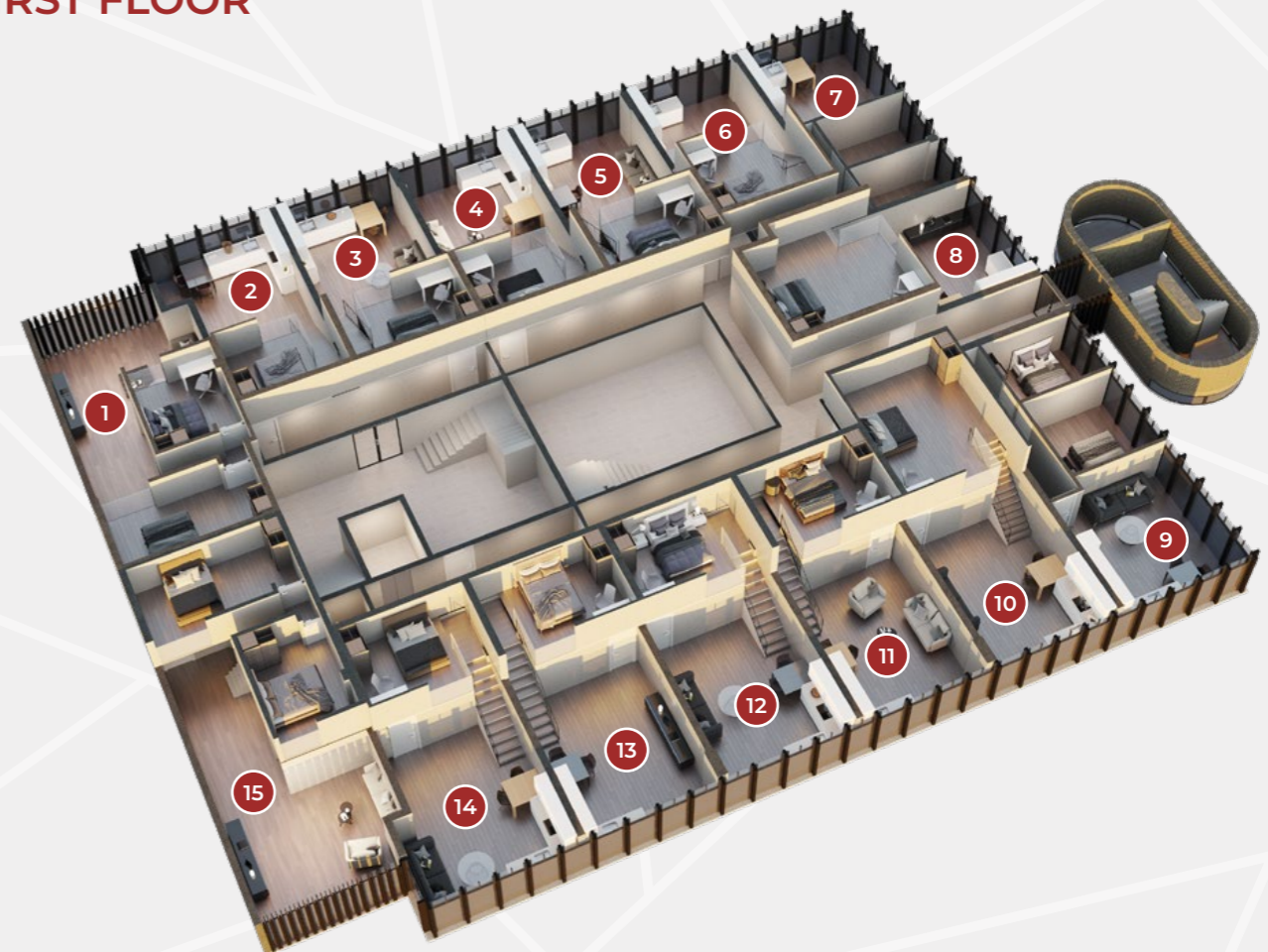
- 1 Metro Lofts
- 2 West Midlands Police
- 3 Edwards St Hospital
- 4 Sandwell College
- 5 New Square Retail Shopping Centre
- 6 Dartmouth Park
- 7 Travel Lodge West Bromwich
- 8 Sandwell Hospitals A&E

THE BUILDING
THE HOME
ALL THE DETAILS

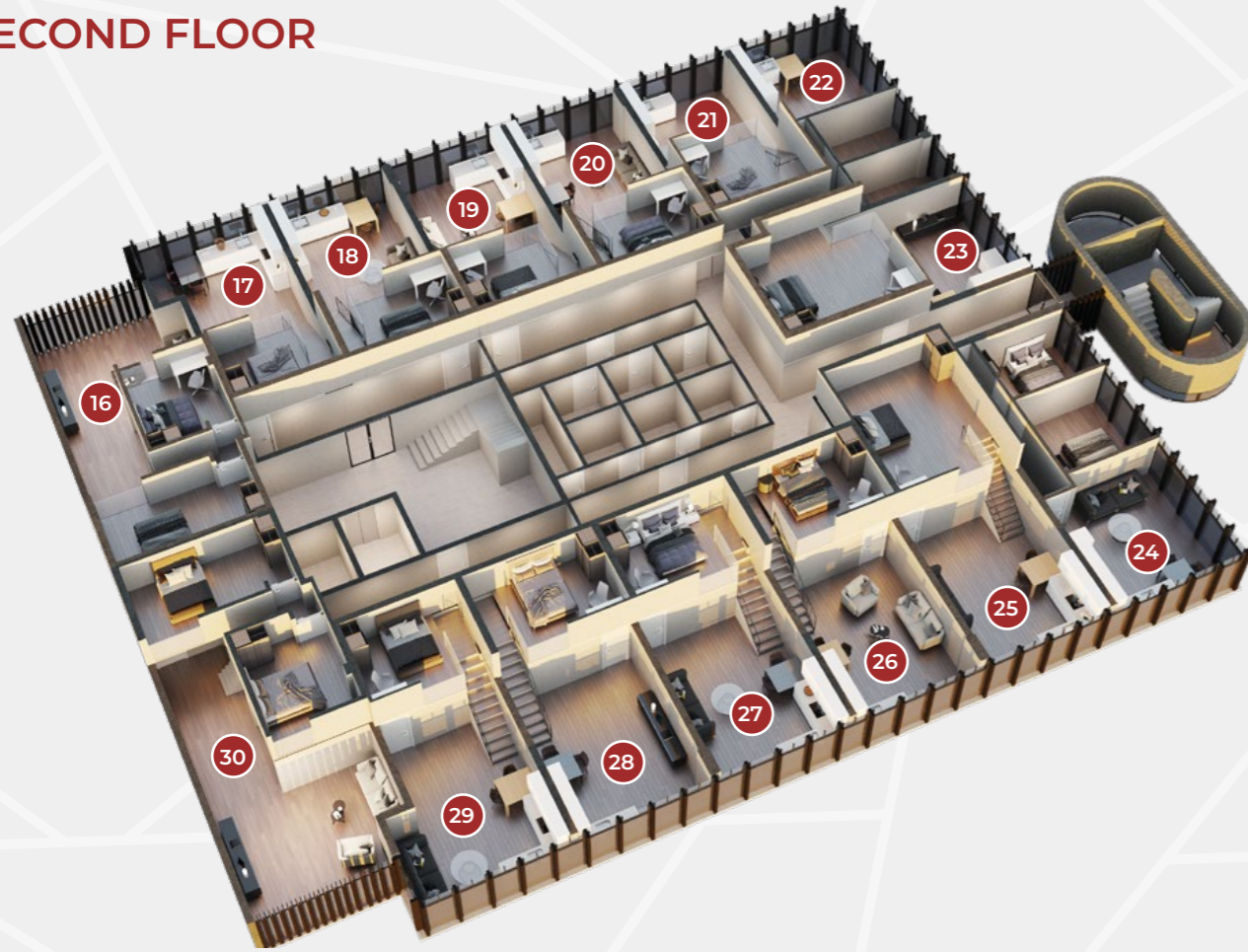
GROUND FLOOR



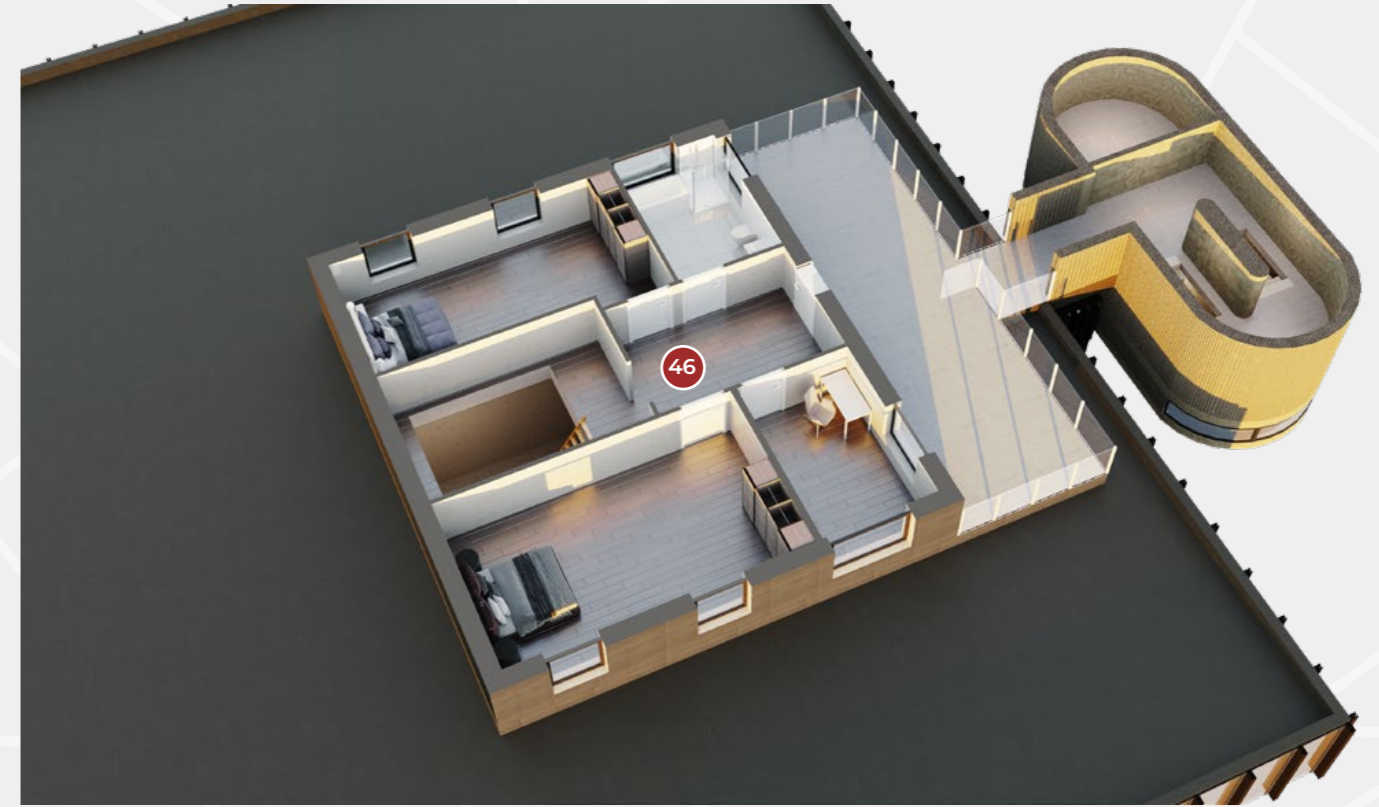
FIRST FLOOR



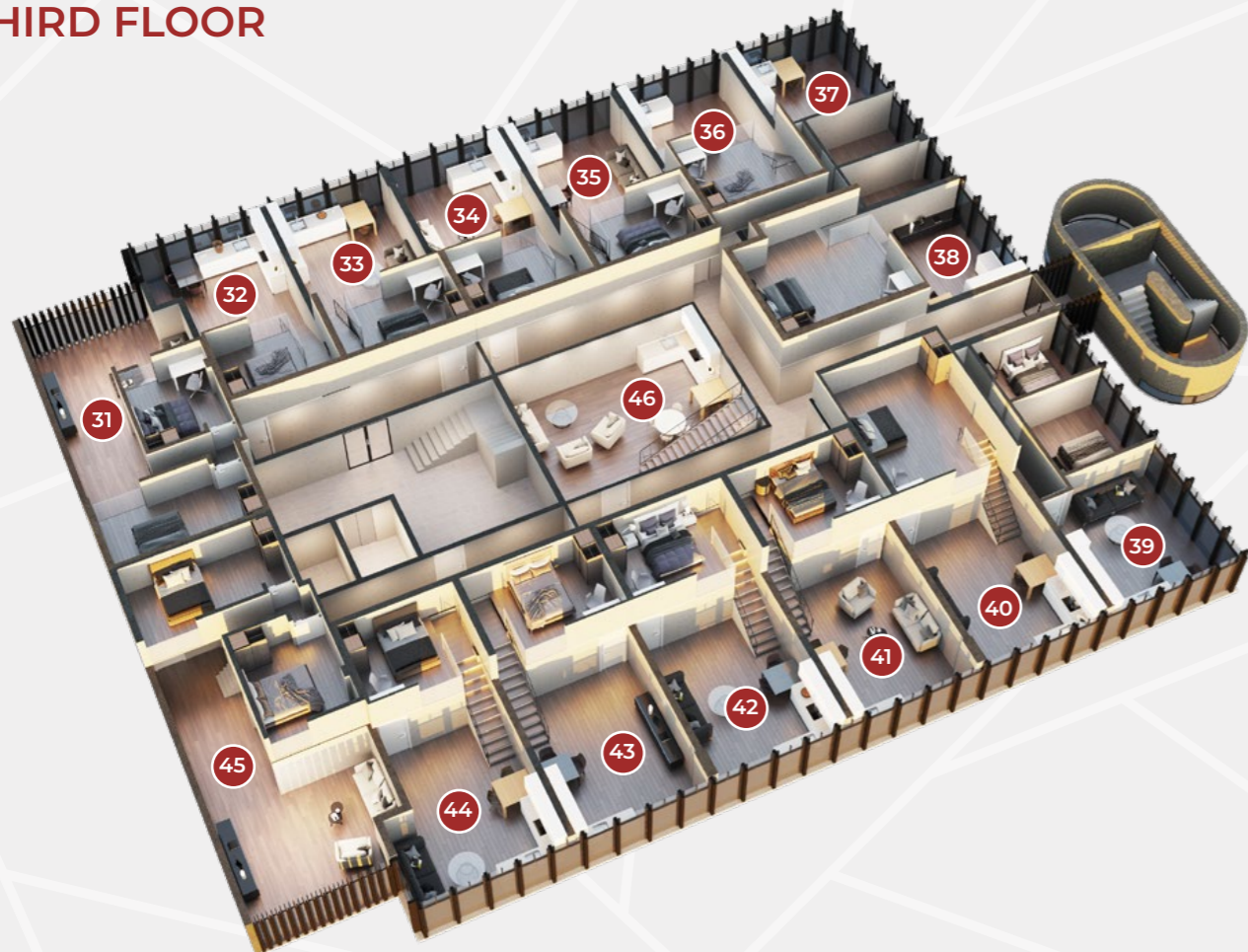
SECOND FLOOR



FOURTH FLOOR



THIRD FLOOR



A contemporary selection of up to 47 one and two bedroom modern and sustainable luxury apartments with a variety of payment plans available

BUILDING SPECIFICATION

BUILDING

Metro Lofts brings a selection of 47 one and two bedroom modern and sustainable living apartments to the market. The interior style has been developed and nurtured by experienced design professionals with a keen eye into moving West Bromwich town centre living to an enhanced level with this unique / distinct product.

The existing building has an attractive tactile industrial structure, with exposed concrete beams and columns throughout its interior.

For the majority of the apartments the design exposes the building's structural concrete elements at high level and inserts custom-made modern living spaces into the open-plan apartment arrangements.

This exposure of the original structural elements seeks to be far more captivating than a traditional apartment blank interior, and subsequently this intervention has sought to enhance their prominence.

ENTRANCE LOBBY

The building has an inviting and modern entrance lobby. The main lobby features painted walls, LVT floor finish with complementary colours to lift area and feature lighting.

LIFT LOBBIES AND COMMUNAL HALLWAYS

Lobbies feature painted walls and carpeted floor finish with contrasting colour to lift area.

LIFTS

A passenger lift from ground floor level serves each core and all residential floors.

PEACE OF MIND

- Paxton Fob access control to building entrance, car park and lifts
- GSM Door entry control to building entrance
- Mains supply smoke and heat detectors
- CCTV surveillance to public areas
- All apartments benefit from a 10 Structural building warranty
- High speed gigabit broadband enabled infrastructure

ESTATE MANAGEMENT AND BUILDING MANAGEMENT SERVICES

Selected external and internal communal area cleaning will be carried out regularly to ensure the building is kept to the appropriate standard.

A building service charge will be payable by apartment owners to cover costs of building services (to be provided by a management company), 24-hour concierge, building maintenance, cleaning, landscaping and insurance.

APARTMENT SPECIFICATION

KITCHENS

In the living area a breakfast bar'd kitchen has been introduced to provide a focal point for activity within a large / tall open plan space (gallery apartments). These areas have functional downlighting while simultaneously up lighting the concrete soffit to create a comfortable warm atmosphere, giving the occupants the flexibility, they require.

Base units consist of matt lacquer handle-less doors on soft-close hinges. Composite worktops and glass splashback with an integrated stainless-steel sink. Where featured, selected corner kitchens include open shelving for display.

Each apartment comes with:

- Four-zone electric hob
- Oven
- Integrated fridge
- Integrated freezer
- Stainless steel extractor fan

BATHROOMS

Storage cabinet with vanity unit and integrated basin. Tiled walls with a luxury vinyl to the floors. chrome towel rail. White WC with dual push flush button. Chrome finish brassware.

Main bathrooms include a walk-in shower with wall-mounted chrome shower head and glazed screen.

WARDROBES AND JOINERY

Master and second bedrooms can include, as an optional extra, wardrobes with white lacquered soft-close doors, inset handles, hanging rail and a high-level shelf. Master bedroom wardrobes available with concealed feature lighting.

FLOORING

Timber floor finish to all rooms except bedrooms and bathrooms. Bedrooms have fitted carpet; bathrooms to be fitted with luxury vinyl flooring.

DOOR ENTRY AND LIGHTING

GSM intercom. Energy efficient LED lighting throughout

DOORS

Timber entrance door and frame, complete with stainless steel door furniture.

ELECTRICAL

All visible plates, sockets, TV and data outlets in white to suit wall and surface finishes. Gigabit broadband infrastructure. Pre installation for Virgin Media TV and broadband. Energy efficient LED lighting installed throughout. Energy efficient panel heaters

CEILING HEIGHTS

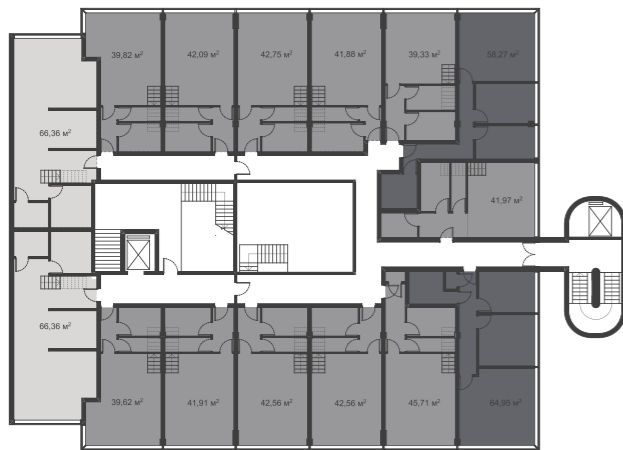
Generally, all apartments have a ceiling height of circa 4.5m in the living area and Bed deck / Bathroom areas have a ceiling height of circa 2.15m*.

*Excluding bulkheads. tiles for the main bathroom. Bedroom/ Decks – carpet with views on to the living quarters.

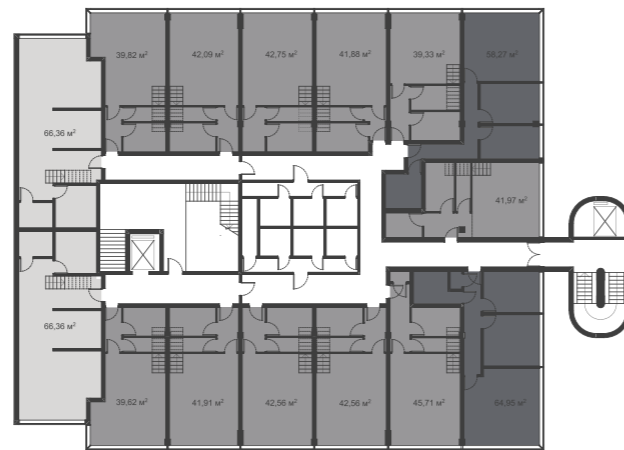
APARTMENT FINDER

- TWO BED DECK
- ONE BED DECK
- TWO BED APARTMENT
- TWO BED PENTHOUSE PLUS TERRACE

LEVEL 1



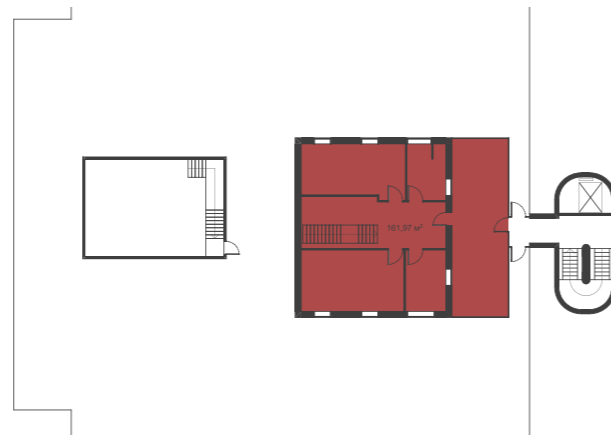
LEVEL 2



LEVEL 3

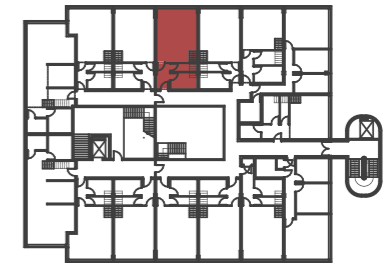


LEVEL 4

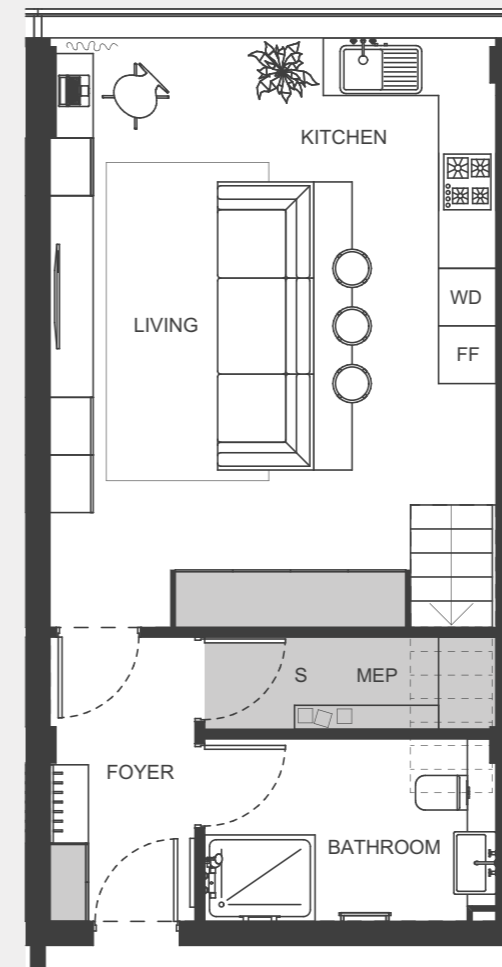


ONE BED DECK FLAT 4

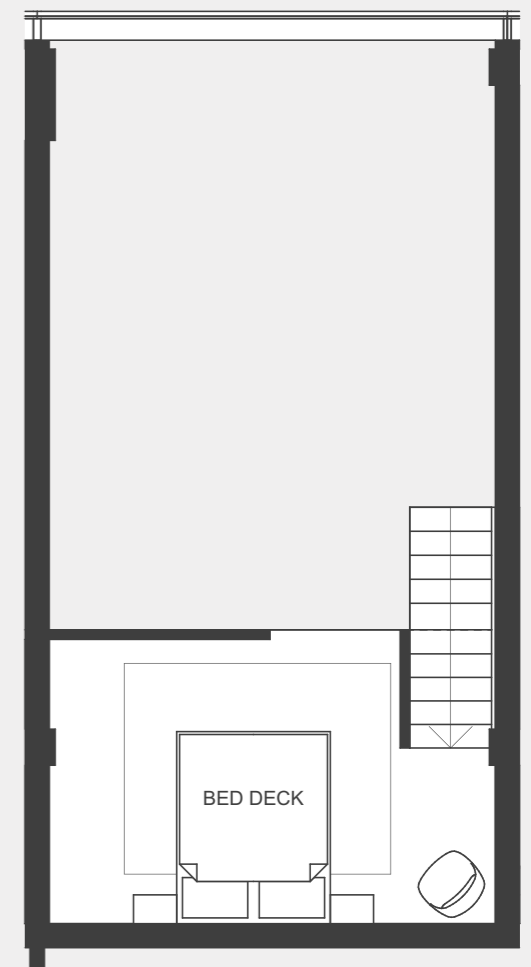
NSA	57 m ²
LIVING/KITCHEN	43 m ²
BED DECK	14 m ²



LIVING/KITCHEN



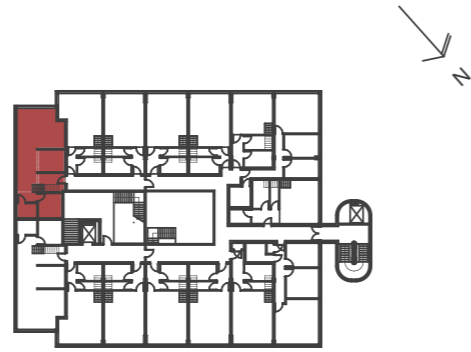
BED DECK



FF: Fridge Freezer MEP: Mechanical, Electrical, Plumbing S: Storage WD: Washer Dryer

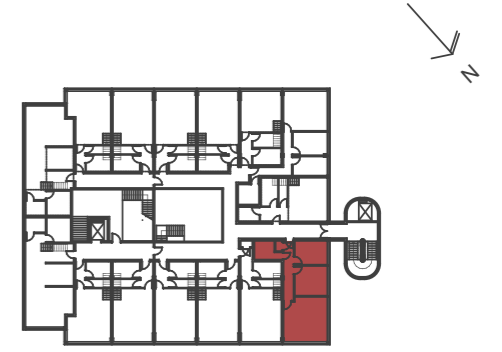
TWO BED DECK FLAT 1

NSA	87 m ²
LIVING/KITCHEN	60 m ²
BED DECK	27 m ²

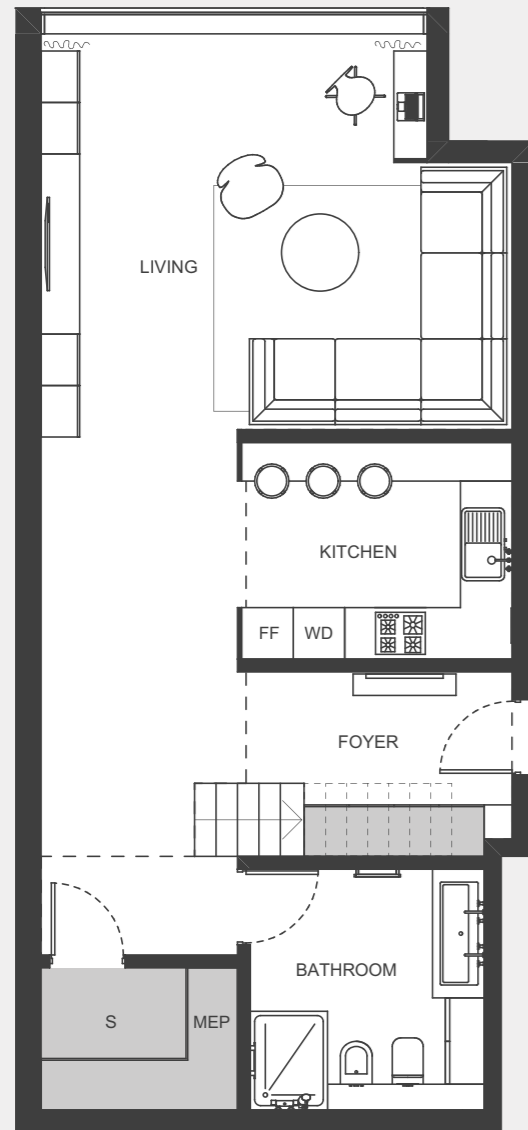


TWO BED APARTMENT FLAT 9

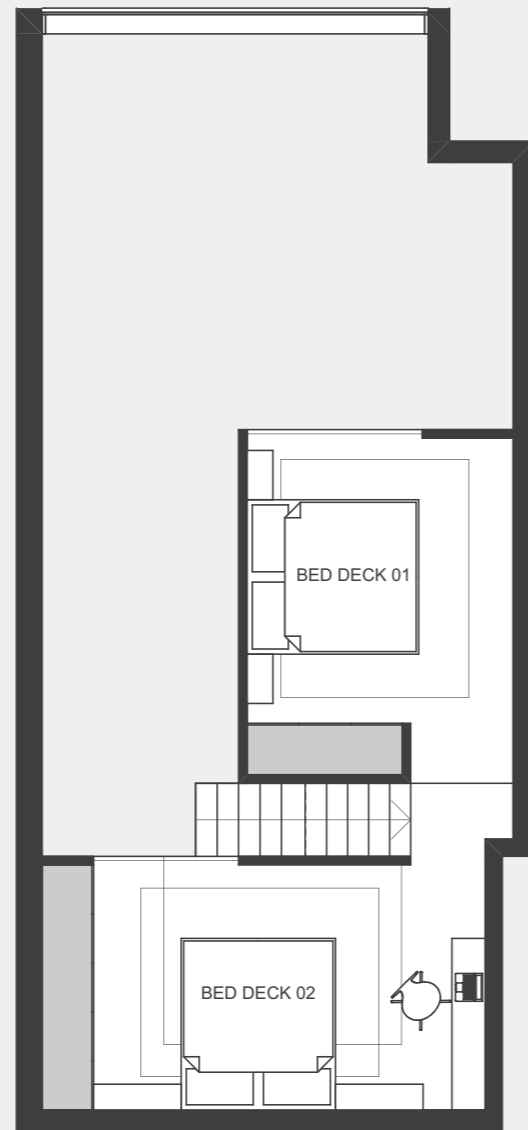
NSA	65 m ²
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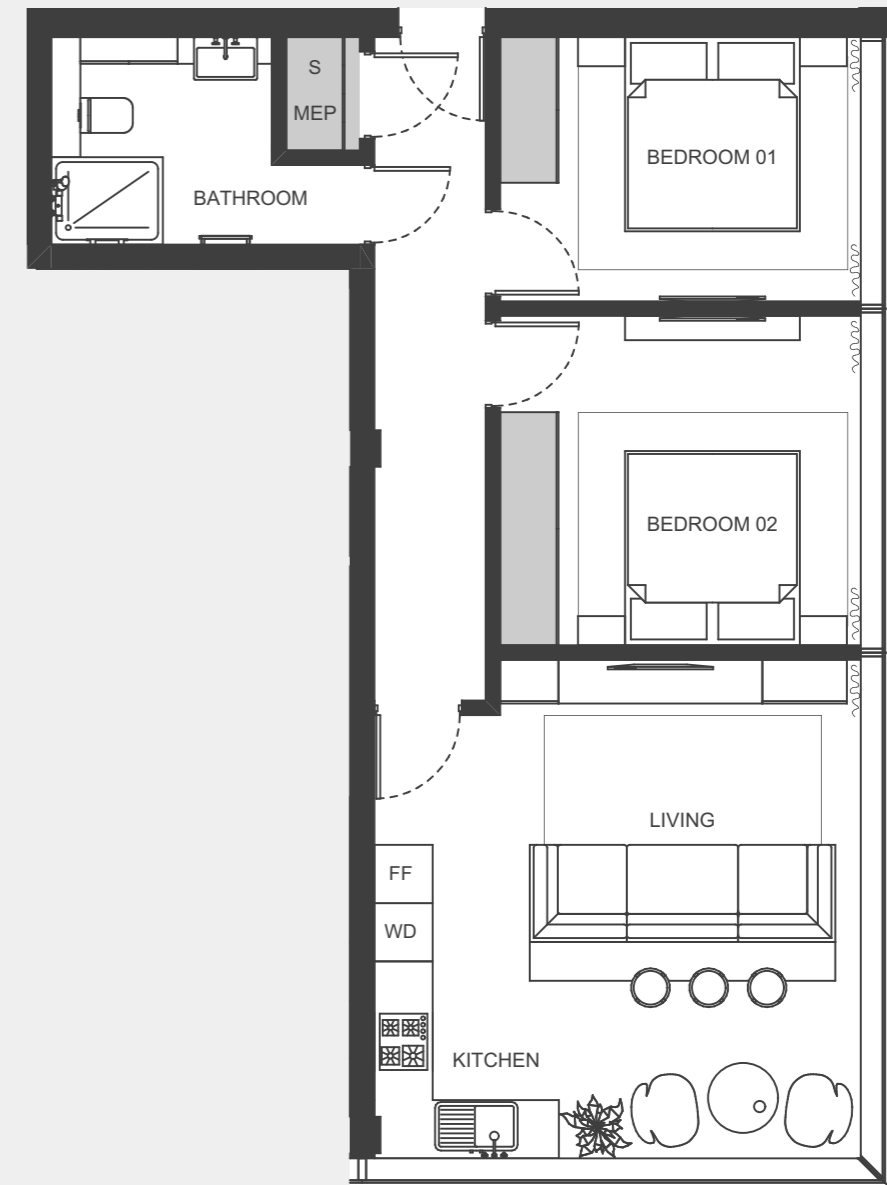
LIVING/KITCHEN



BED DECK



FF: Fridge Freezer MEP: Mechanical, Electrical, Plumbing S: Storage WD: Washer Dryer



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WE RELISH CREATING LASTING VALUE FOR EVERYONE TO ENJOY

Detail has married visionary concept with in-house and construction capabilities to create business which enables a complete real estate focus. This is where value is created.

At Detail, we believe in the long-term and hence why quality is always at the forefront of our approach. This along with our sheer ambition, confidence in what we do and network, places us well to embrace new opportunities.

This approach defines us as a team and reflects what we wish to contribute to each place we transform and to the lives of the people whom will live, work and play in our developments.

As Detail's in-house team and professional partners, we rigorously investigate better ways to do things, by testing each element of scope and capability for alternatives. We continuously strive for the highest possible standard in custom design, construction and delivery.

Detail carefully selects each project and develops it into a true work of genius by achieving an optimal balance between diligent design, in-house expertise and meticulous craftsmanship. From whether looking for new investment opportunity or to a new home or workplace - Detail demonstrates its in-house expertise and personal commitment throughout the process, continuously aiming to exceed your expectations.



WHY INVEST WITH DETAIL



Our approach is value biased, through diligent design and meticulous execution for interest of all partners.



We deliver on our promise and challenge status quo. We focus on exceptional schemes at any one time and ensure a meaningful and lasting contribution without compromising quality.



Everything we do has quality engrained to last. High quality stewardship of buildings and spaces is key to delivering value over the long-term.



This is a bedrock to our business. A common goal with all stakeholder in our view is the key to success for any project.



The nature of our profession – creating real estate projects with a lasting value calls for measures to secure sustainable and fully transparent business relations on every level.

DISCLAIMER

While reasonable effort has been made to ensure the accuracy of this document and the information contained within, this cannot be guaranteed and no representation or warranty is made in that regard and all such representations and warranties (whether express, implied or otherwise) are excluded to the extent permitted by law.

The specification included herein is the anticipated specification as at the date of this brochure and is designed specifically as a guide and we reserve the right to amend the specification where necessary or desirable and without notice. Computer generated images are indicative of the quality and style of the development and are not intended to represent fully accurate depictions. Apartment and amenity designs, sizes, layouts and other details are indicative only and may be subject to change. Any areas, measurements or distances shown in any text or plan are indicative and for information purposes only and may be different once actually constructed.

Any reference to use of the property does not mean that any necessary planning, building regulations or other consent has been obtained.

Variances occur between apartment types. Please refer to the sales team for details for the apartments. Please note that the design development of Metro Lofts is ongoing and certain items of the specification may be amended to an item of equivalent quality without notice.

Plans are not to scale. All measurements are approximate. All furniture and planting shown for context only, not supplied with the apartment.

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