



# ROOSEVELT

APARTMENTS

PARK CENTRAL

BIRMINGHAM CITY CENTRE



# ROOSEVELT

APARTMENTS



## Dynamic city living

MINUTES FROM A FUSION OF CUTTING EDGE CULTURE, FASHION & STYLE





Park Central is developed by Crest Nicholson Regeneration,  
and its recent awards and accolades include:



THE  
PLACEMAKING  
AWARD



THE SUNDAY TIMES  
DEVELOPMENT  
OF THE  
YEAR



BEST  
REGENERATION  
PROJECT



BEST  
STARTER  
HOME

# Award winning designer apartments

AMID AN URBAN OASIS

The Roosevelt Apartments form a striking landmark within the final phase of Crest Nicholson's award winning Park Central development - a landmark scheme of over 1300 new homes arranged around some 8 acres of landscaped park, transforming the former Lee Bank area of Birmingham into a thriving, vibrant new community.



# Park Central

## CITY LIVING

This multi award-winning development extends over 61 acres and is widely acknowledged as the largest urban renewal scheme anywhere in the UK outside London.

The Roosevelt Apartments comprise 76 luxurious 1 and 2 bedroom apartments arranged from ground to eighth floor level, with many overlooking the adjoining communal courtyard gardens.

The development offers a fabulous lifestyle opportunity whether for first time buyer, home mover or rental investor seeking quality and value within 15 minutes walk of the city centre.

Today, Park Central offers city living second to none - an urban showcase of sophisticated stylish apartments amid green open space, parkland and gardens.



YOUNGEST  
CITY POPULATION  
IN THE UK & EUROPE

**1.07 MILLION**  
LIVE IN BIRMINGHAM

VOTED AMONG THE  
**TOP 10 CITIES**  
WORLDWIDE

A CITY FOCUSED ON  
**CULTURAL**  
DIVERSITY

MORE FOREIGN INVESTMENT PROJECTS  
**THAN ANY OTHER**  
ENGLISH REGIONAL CITY

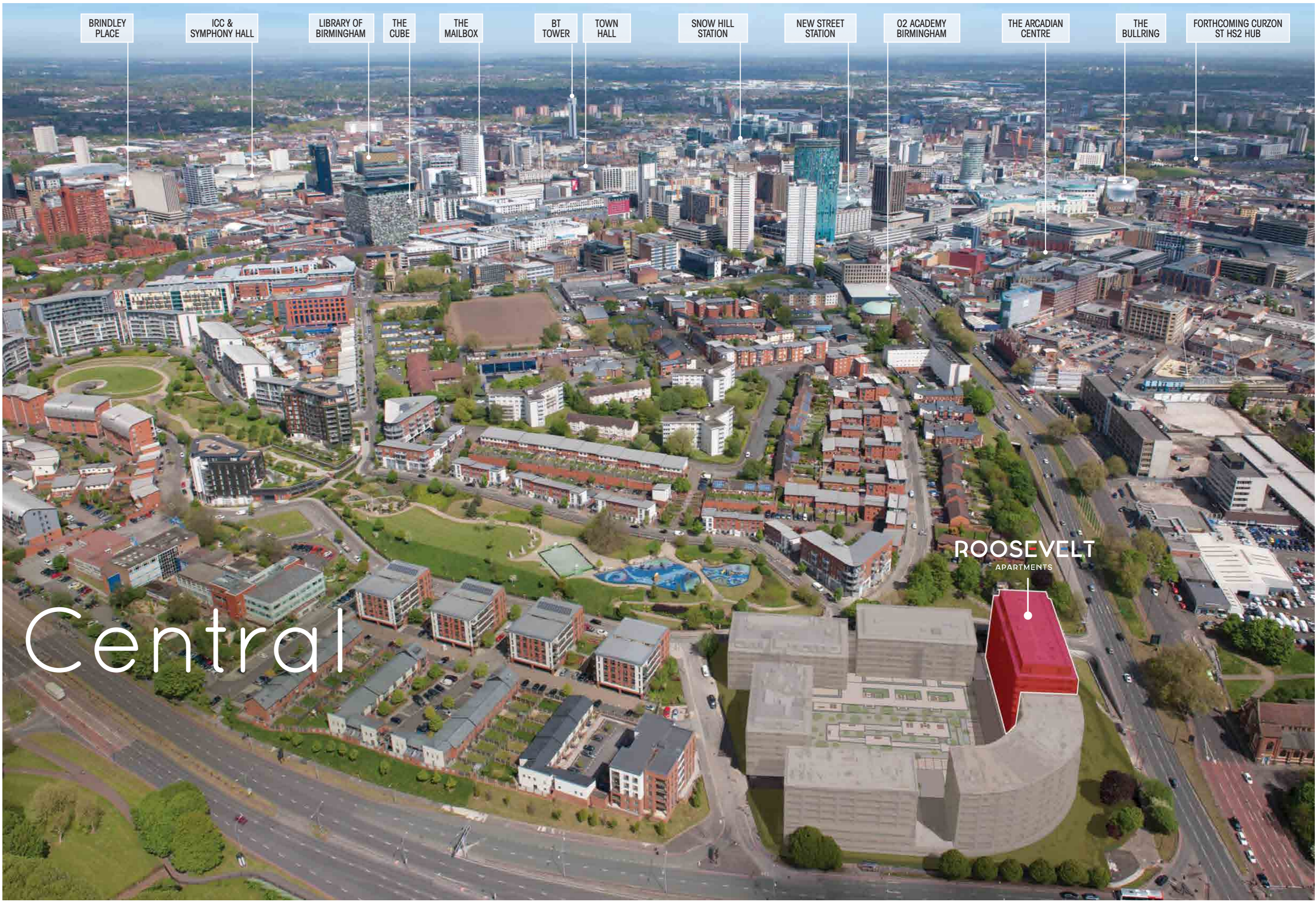
BRITAIN'S MOST  
ENTREPRENEURIAL  
BUSINESS HOTSPOT

**BIGGEST** INVESTMENT  
PLAN OF ITS KIND  
**IN EUROPE**

FIVE UNIVERSITIES  
WITH OVER 73,000  
UK AND OVERSEAS STUDENTS

# City Central

Today, Birmingham is a city of outstanding statistics with a regional economy in excess of £90 billion. It is also a city setting an exceptional benchmark for a quality lifestyle - with the cost of living some 60% lower than London.





Birmingham Library in Centenary Square



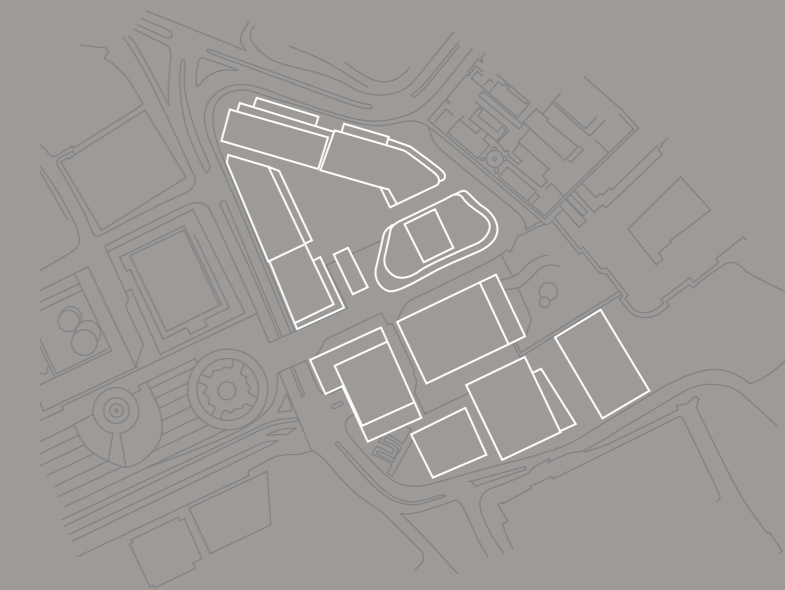
Birmingham's premier lifestyle and retail destination, the Mailbox, will now showcase an inspirational new culinary experience with the opening of NRI by Atul Kochhar - the twice Michelin-starred chef from Benares London.



One of the most influential and significant schemes ever seen in the city.

Paradise is set to deliver a vibrant mix of new commercial, civic, retail, leisure, hotel space and public realm - seamlessly blending with the city's most historic squares and buildings.

This 1.8 million sq.ft. regeneration masterplan is hailed to be the most important city centre revitalisation in the UK outside London.



Leading Birmingham's renaissance, the transformation of Paradise will bring new life and vitality to the historic centre and deliver the best working environment in the city.

# Delivering a vision

BIRMINGHAM IS GOING PLACES

...and being driven by a phenomenal pace of regeneration that is transforming the city centre and its transport infrastructure into that of a world class destination.

While already being the UK's second largest city, Birmingham has access to a working population of 4.3 million people, and with £900 million redevelopment around Curzon Street in readiness for the HS2 network, a further 36,000 jobs are being created.

## ARENA CENTRAL

A vision to create a class-leading landmark development set around unique and innovative public realm

Arena Central lies within the city's enterprise zone and has outline consent to provide more than 1 million sq.ft. of commercial space, anchored by HSBC's new headquarters - located less than one mile from the Roosevelt apartments.

With strong design influences from the likes of New York's High Line and the Promenade Plantee in Paris, the public realm will form a vital part of the new environment with over 50% soft landscaping.

## CURZON STREET A PLATFORM FOR EXPANSION

The masterplan for the area not only envelopes the new Curzon Street HS2 station but will provide several new neighbourhoods across 141 hectares and create up to 36,000 jobs.



Birmingham's framework of six economic growth zones will attract a £1.5 billion investment programme generating some 1.8 million square metres of new floor space and create around 50,000 new jobs.

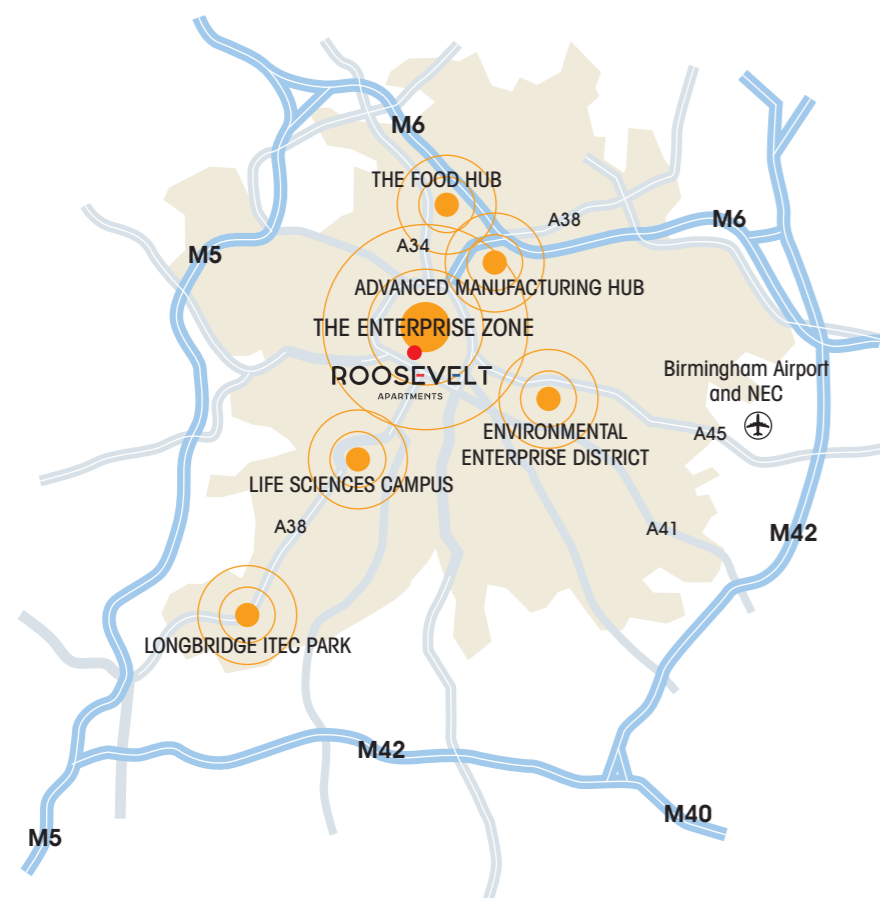
By 2031, Birmingham will have undergone a transformational change that will see substantial economic growth furthering its dynamic presence on the international stage.

The six economic zones provide the stimulus for clustering economic activity within high quality business environments, each accelerating the delivery of growth to benefit the city.

The zones are identified as:

- Advanced Manufacturing Hub
- City Centre Enterprise Zone
- Tyseley Environmental Enterprise District
- Longbridge ITEC Park
- Life Science Campus
- The Food Hub

# Birmingham's big city plan





If the saddle suits, then getting around the city couldn't be simpler!

Typical cycle times from the Roosevelt Apartments will include:



	MINS
The Bull Ring	6
The Cube	6
Birmingham New Street Station & Grand Central	6
Brindley Place	9
Symphony Hall	9
University of Birmingham Campus The Vale	10
St Paul's Square	11

The Roosevelt Apartments will provide an ideal base for walking to many of the city centre's landmarks and recreational pursuits.

Typical walking times will include:



MINS

The O2 Academy	8
Birmingham Hippodrome	11
The Arcadian	11
Calthorpe Park	11
Chinatown	13
New Street interchange	14
The Mailbox	15



# getting around



Birmingham's transport network has been transformed over recent years and now boasts five interchanges that provide access to all forms of public transport - mainline rail, metro, and bus connections.

Residents at the Roosevelt Apartments will be around 14 minutes walk from the nearest interchange at New Street which is now the busiest hub outside London with over 5.8 million passengers changing trains annually.





## BY ROAD

Birmingham is strategically located for motorway travel with the M5, M6, M40 and M42 all interconnecting in and around the city. The commute by car into London is around 116 miles, or just over 2 hours on average. Drive times across the Midlands are impressive with a typical journey time of 30 minutes to Coventry, 55 minutes to Leicester and 60 minutes to Nottingham.

## BY RAIL

Three main rail stations serve Birmingham, New Street, Snow Hill and Moor Street, together providing a comprehensive network linking long distance destinations across the UK. New Street is the national hub for cross country and a major destination for Virgin trains from London Euston, Glasgow Central and Edinburgh Waverley.

The \$56 billion development of HS2 will slash current rail journey times from London by over 30 minutes and from Leeds by 50 minutes when fully operational.

## BY AIR

Birmingham international will be around 25 minutes drive from the Roosevelt Apartments, enabling domestic and international air travel with ease and convenience.

Destinations cover Europe, the Middle East, the Indian sub-continent, North America and the Caribbean with a host of airlines including BMI Regional, Flybe, Jet2.com, Monarch, Ryanair, Thomas Cook and Thomson Airways.

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APARTMENTS  
PARK CENTRAL



# Destination matters

BIRMINGHAM TO LONDON IN 49 MINUTES IS FAST BECOMING REALITY  
WITH HS2 SET TO ENTER SERVICE WITHIN THE NEXT DECADE.





stroll to the local

FROM COOL CANALSIDE TO THE CITY'S HOTSPOTS



# Step into the scene

EUROPE'S YOUNGEST CITY IS ALIVE WITH STYLE

Birmingham has got it all. Bars, pubs, clubs, comedy, theatre, arenas and a fusion of fabulous gastro haunts from Michelin star Adam's on Waterloo Street to the buzzing Latino atmosphere of Bodega - everything is in place for a night on the town at a pace and place that suits you.





# your retail wonderland

The Roosevelt Apartments lie within very close proximity of all the City's flagship stores, salons, independent boutiques, arcades and designer outlets that together offer retail therapy for everyone from the novice to the most addicted!

You can pop to the local, grab a market bargain, go seriously stylish or genuine specialist - and all within a 20 minute walk of your new luxury apartment at Park Central.





# A city rich in culture

Writing in 1969, the New York based urbanist Jane Jacobs cast Birmingham as one of the world's great examples of urban creativity - surveying its past centuries, she described it as a 'great, confused laboratory of ideas'.

Today, the confusion has gone and the architectural style and culture that remains is a legacy of the history that led Birmingham to be hailed as 'the first manufacturing town in the world'. The grand designs of such a rich heritage are ever present across the city for all to see.



With 571 parks representing 14 square miles of public open space, Birmingham outperforms any other equivalent size city in Europe. Parklands abound, so too the many recreational pursuits that come with acres of unspoilt space, natural lakes and mature woodland. The largest of the premier parks, Sutton Park, covers some 2,400 acres, making it the largest urban nature reserve in Europe.

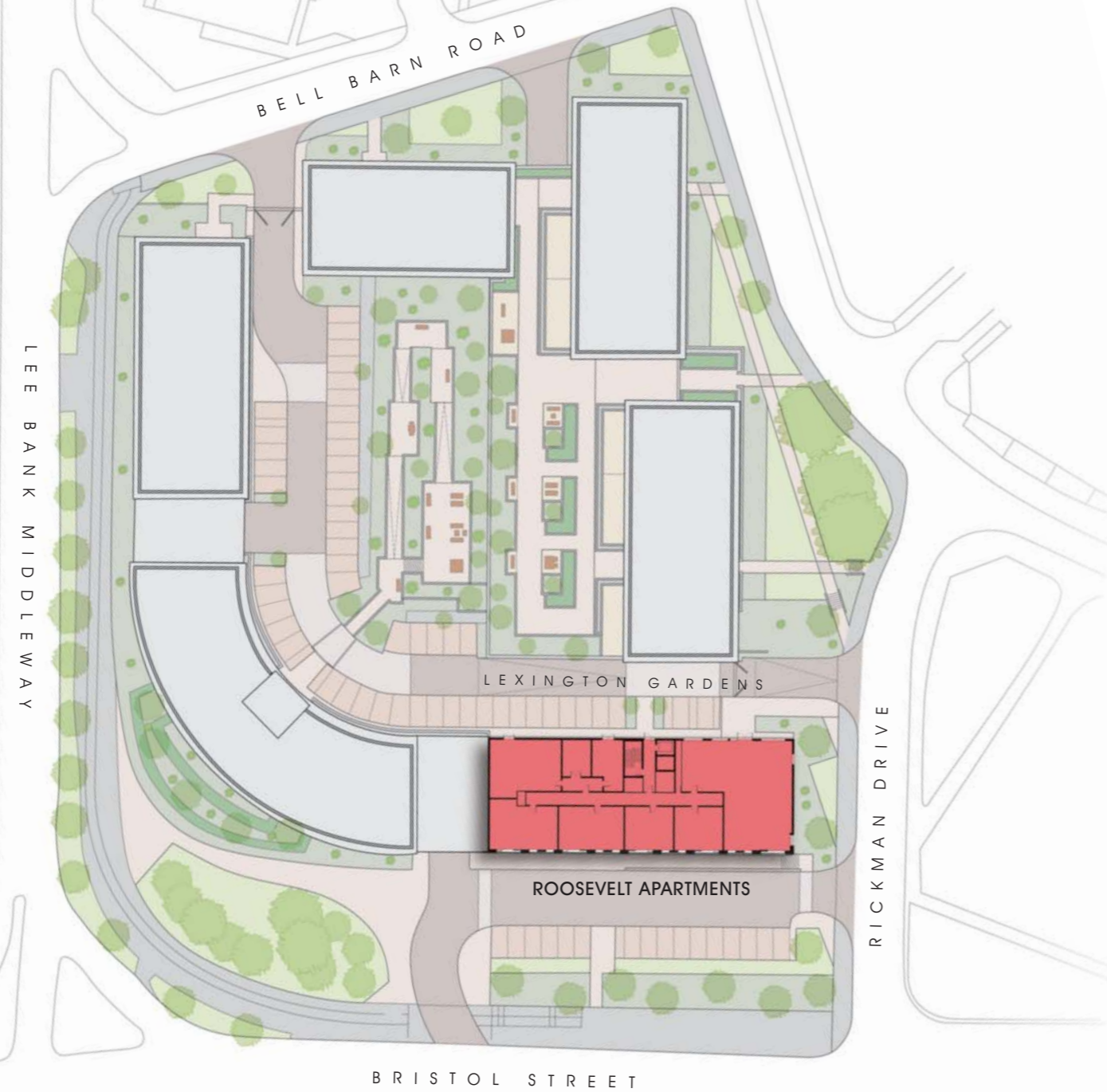


## Space to chill & achieve

Edgbaston lies less than a mile from the Roosevelt apartments and sums up world class sport in a word. There's cricket tennis, golf, rowing, sailing and a plethora of recreational pursuits nearby.

Birmingham also offers excellent educational facilities for all ages including numerous universities with one of the largest campus facilities situated within 30 minutes walk of the apartments.





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APARTMENTS  
PARK CENTRAL

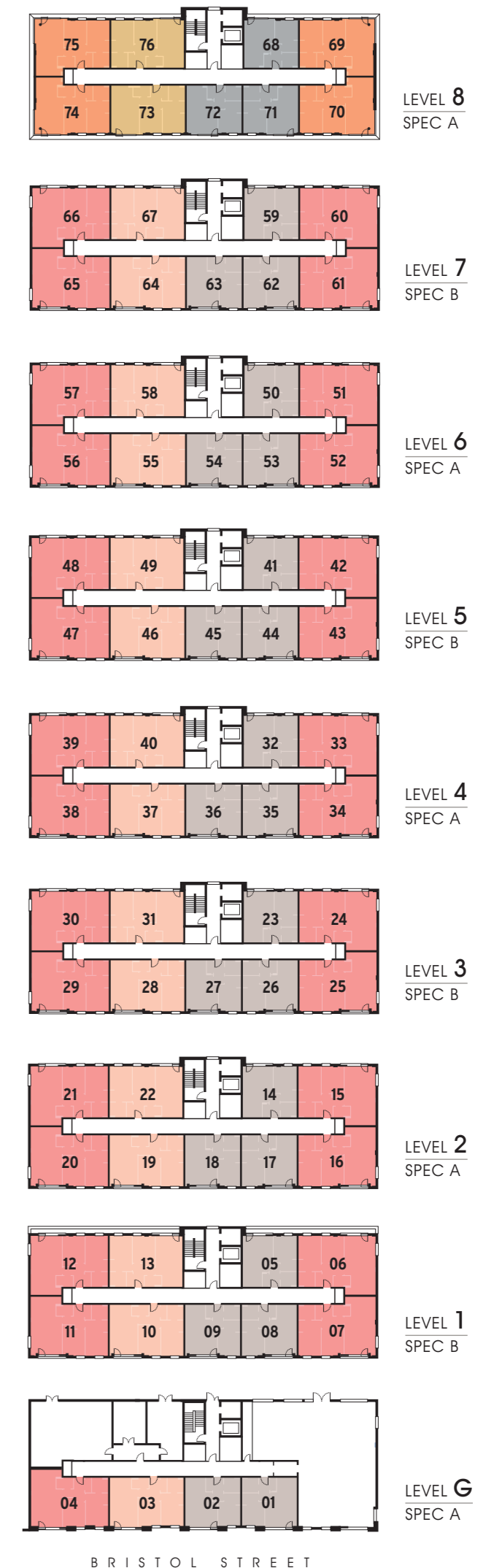
The Roosevelt Apartments at Park Central have not only been designed to an exacting criteria of stylish functionality - but are being built and delivered by one of the UK's most innovative and established developers, Crest Nicholson.

Each apartment will be highly specified and offer a choice of floor and kitchen finish which alternates between block floor levels.

You simply choose the apartment that suits you, and let the dedicated sales team do the rest.

## The development

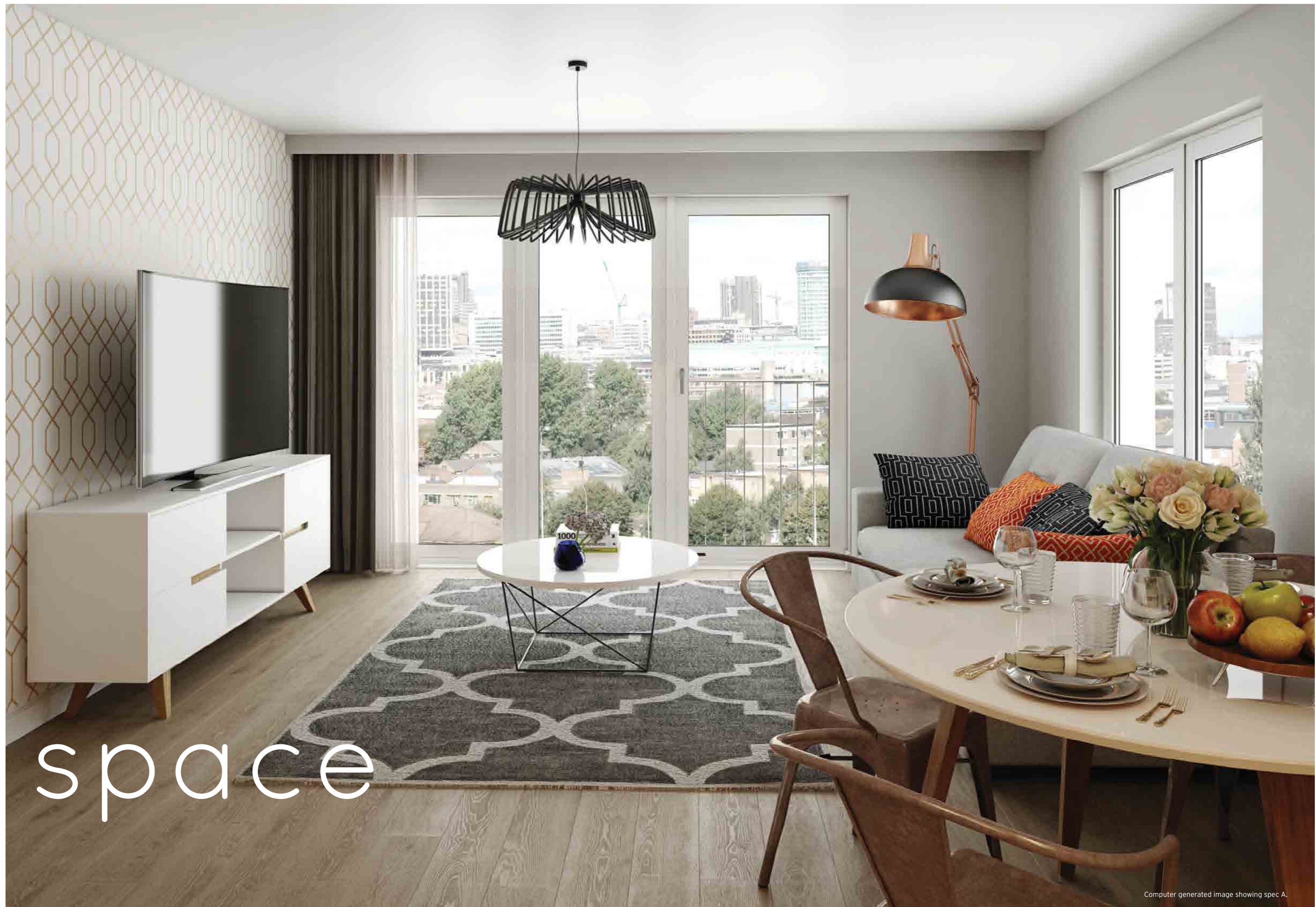
- Choice of 1 & 2 bedroom luxury apartment styles.
- Two floor finish & kitchen worktop tones alternating between apartment levels.
- Paula Rosa Manhattan designer kitchens with Bosch electric oven.
- Secure undercroft and surface car parking (at additional cost).
- Residents' private gated courtyard garden.
- All apartments with juliet door feature to principal living area.
- En-suite bathroom to master bedroom in each two bedroom apartment.
- Audio-visual entryphone security to each apartment.
- 10 year LABC warranty.



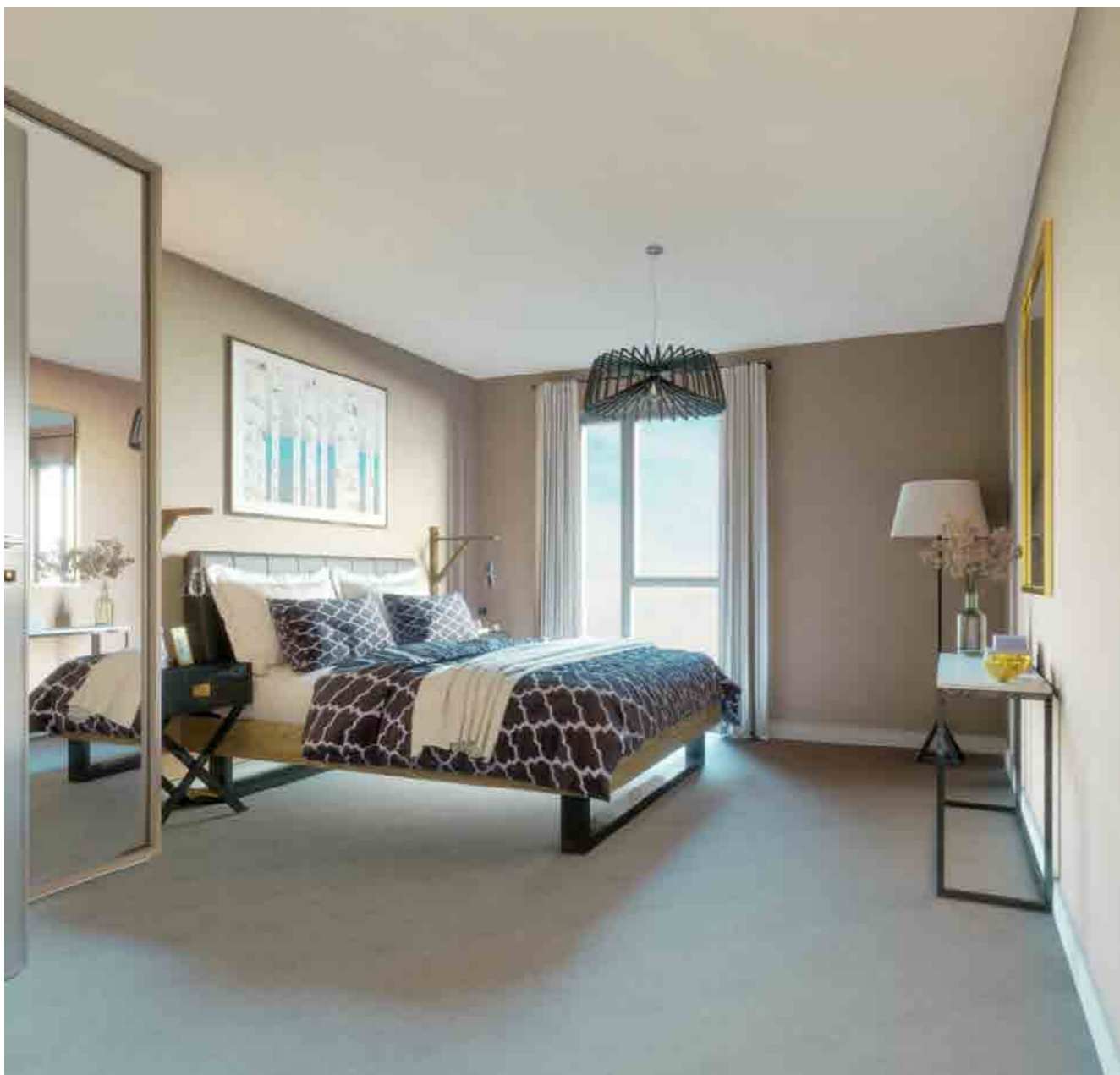
Each apartment will enjoy cascades of natural light, while selected upper level apartments will also benefit from city skyline views.

LIVE AND SIMPLY LOVE

your space









Computer generated image showing spec B.



The luxuriously appointed bath and shower rooms have been specified in two contemporary finishes, providing a choice of floor timber tone, wall tile and feature wall tile pattern and colourway.

Perfectly proportioned space, together with a palette of warm tone finishes adds an air of contemporary elegance to each apartment.





LEVEL 8  
SPEC A



LEVEL 7  
SPEC B



LEVEL 6  
SPEC A



LEVEL 5  
SPEC B



LEVEL 4  
SPEC A



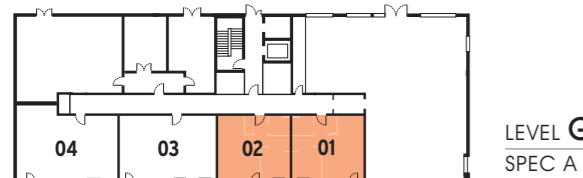
LEVEL 3  
SPEC B



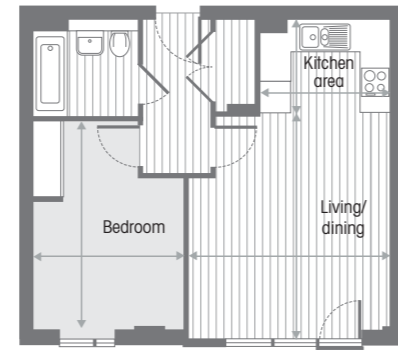
LEVEL 2  
SPEC A



LEVEL 1  
SPEC B



LEVEL G  
SPEC A



1 Bedroom Apartment

68 71 72  
Internal area 44.5 Sq.m. 479 Sq.ft.

Living/dining 4.0 x 4.5m 13'0" x 14'8"  
Kitchen area 2.6 x 1.8m 8'6" x 5'10"  
Bedroom 3.0 x 4.2m 9'9" x 13'8"



1 Bedroom Apartment

01 02 08 09 17 18 23 26 27 32 35  
36 41 44 45 50 53 54 59 62 63  
Internal area 46.4 Sq.m. 499 Sq.ft.

05  
Internal area 47.0 Sq.m. 506 Sq.ft.

14  
Internal area 46.9 Sq.m. 505 Sq.ft.

Living/dining 4.1 x 4.7m 13'4" x 15'4"  
Kitchen area 2.6 x 1.8m 8'6" x 5'10"  
Bedroom 2.9 x 4.5m 9'6" x 14'8"



Spec A shown for illustrative purposes.

LEVEL 8

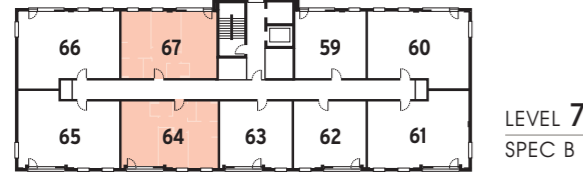


Spec B shown for illustrative purposes.

LEVELS G-7



LEVEL 8  
SPEC A



LEVEL 7  
SPEC B



LEVEL 6  
SPEC A



LEVEL 5  
SPEC B



LEVEL 4  
SPEC A



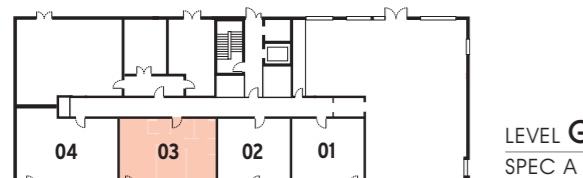
LEVEL 3  
SPEC B



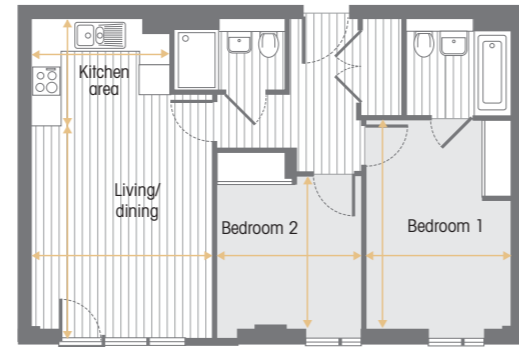
LEVEL 2  
SPEC A



LEVEL 1  
SPEC B

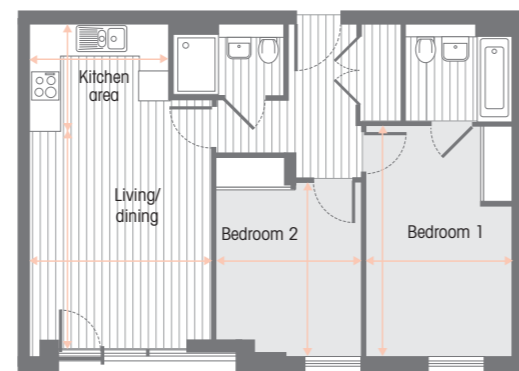


LEVEL G  
SPEC A



**2 Bedroom Apartment**

<b>73 76</b>	Internal area	59.7 Sq.m.	643 Sq.ft.
	Living/dining	3.6 x 4.2m	11'9" x 13'8"
	Kitchen area	2.8 x 2.2m	9'2" x 7'2"
	Bedroom 1	2.9 x 4.2m	9'6" x 13'8"
	Bedroom 2	2.9 x 3.0m	9'6" x 9'9"



**2 Bedroom Apartment**

<b>03</b>	Internal area	62.1 Sq.m.	668 Sq.ft.
<b>10 19 28 37 46 55 64</b>	Internal area	62.9 Sq.m.	677 Sq.ft.
<b>13 22 31 40 49 58 67</b>	Internal area	63.5 Sq.m.	683 Sq.ft.
	Living/dining	3.6 x 4.3m	11'9" x 14'0"
	Kitchen area	2.8 x 2.2m	9'2" x 7'2"
	Bedroom 1	2.9 x 4.2m	9'6" x 14'8"
	Bedroom 2	2.9 x 3.1m	9'6" x 10'2"



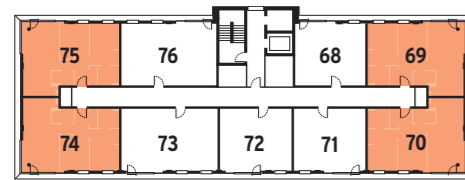
Spec A shown for illustrative purposes.

LEVEL 8

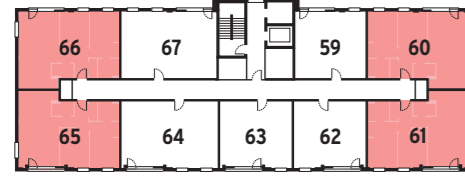


Spec B shown for illustrative purposes.

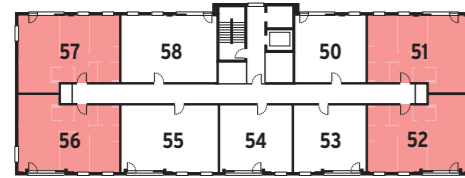
LEVELS G-7



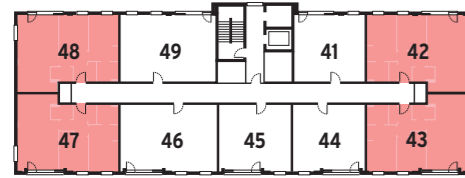
LEVEL 8  
SPEC A



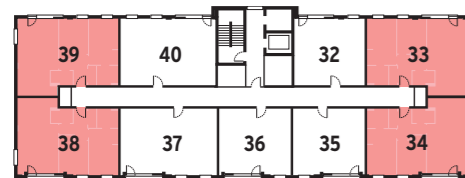
LEVEL 7  
SPEC B



LEVEL 6  
SPEC A



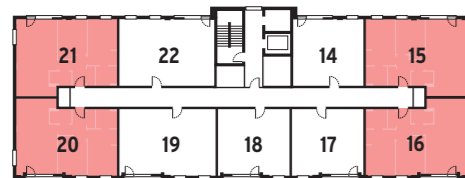
LEVEL 5  
SPEC B



LEVEL 4  
SPEC A



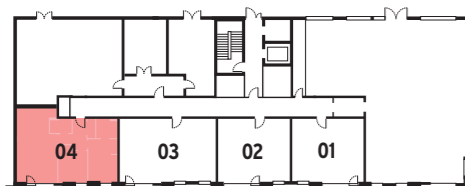
LEVEL 3  
SPEC B



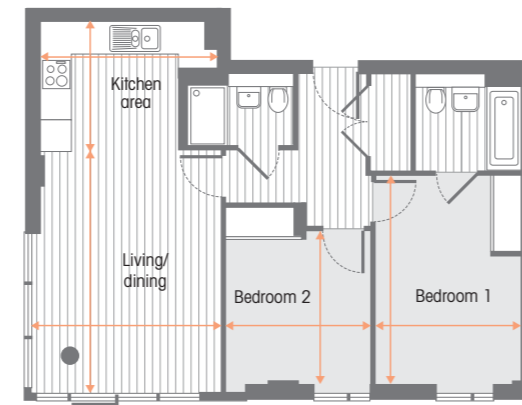
LEVEL 2  
SPEC A



LEVEL 1  
SPEC B



LEVEL G  
SPEC A



**2 Bedroom Apartment**

**69 70 74 75**  
Internal area 63.2 Sq.m. 680 Sq.ft.

Living/dining 3.8 x 4.8m 12'5" x 15'9"  
Kitchen area 3.5 x 2.6m 11'5" x 8'6"  
Bedroom 1 2.9 x 4.2m 9'6" x 13'8"  
Bedroom 2 2.9 x 3.0m 9'6" x 9'9"



**2 Bedroom Apartment**

**04**  
Internal area 69.2 Sq.m. 745 Sq.ft.

**06 15 24 33 42 51 60**  
Internal area 71.3 Sq.m. 767 Sq.ft.

**12 21 30 39 48 57 66**  
Internal area 71.4 Sq.m. 769 Sq.ft.

**07 16 20 25 34 43 52 56 61**  
Internal area 70.0 Sq.m. 753 Sq.ft.

**11 29 38 47 65**  
Internal area 70.1 Sq.m. 755 Sq.ft.

Living/dining 4.1 x 5.0m 13'4" x 16'4"  
Kitchen area 4.0 x 2.5m 13'0" x 8'2"  
Bedroom 1 2.9 x 4.3m 9'6" x 14'0"  
Bedroom 2 2.9 x 3.1m 9'6" x 10'2"



Spec A shown for illustrative purposes.

LEVEL 8



Spec B shown for illustrative purposes.

LEVELS G-7

## GENERAL

- Walls & ceilings white emulsion finish.
- White gloss door linings, skirting and architraves.
- Timber effect vinyl flooring to living/dining, kitchen area, hall and bathrooms (Spec A mid oak, Spec B dark oak).
- Entrance and internal doors in decorative oak finish.
- Polished chrome door furniture.
- Energy efficient LED downlighting to bathrooms, en-suites and kitchen areas.
- Pendant lighting to living/dining and bedrooms.
- Terrestrial and satellite TV, FM (DAB) radio and telephone sockets to living room and all bedrooms.
- Living room and bedroom socket Sky+ enabled.
- Provision for fibre optic broadband.
- Thermostatically controlled electric panel heating.
- Double glazing throughout.
- Audio/video entryphone system to each apartment.
- USB socket to living room and bedrooms.
- Mains operated smoke/heat detector.

## KITCHENS

- Paula Rosa Manhattan kitchen units in porcelain white with brushed nickel handles.
- 40mm post formed worktops in White Ipanema (Spec A) or Natural Messina (Spec B).
- Glass splashback in warm grey (Spec A) or charcoal (Spec B).
- Low energy underlighting to wall units.
- Stainless steel 1½ bowl sink with Hansgrohe single lever mixer tap.
- Free standing Bosch washer/dryer in hall cupboard.
- Integrated appliances to include:
  - Bosch fan assisted electric oven.
  - Recirculating extractor hood.
  - Four ring ceramic hob.
  - Fridge freezer.
  - Slimline dishwasher (1 bed apartments).
  - Standard dishwasher (2 bed apartments).

## BATHROOM / SHOWER ROOM

- Roca (Gap Range) white bathroom suite with shower tray or bath as applicable.
- Folding curved glass bath screen with silver frame and Hansgrohe thermostatic bath/shower mixer for wall mounted hand shower.
- Chrome plated heated towel rail.
- Chrome plated Hansgrohe single lever basin tap.
- Porcelanosa wall and feature wall tiling in light grey (Spec A) and mid grey (Spec B).
- Thermostatically controlled and pressurised hot and cold water.
- Shaver socket.

## BEDROOMS

- Fully fitted gravel stone (grey) carpet with underlay.
- Mirror door fitted wardrobe to all bedrooms.

## COMMUNAL AREAS

- Ceramic floor tiling to entrance areas.
- Heavy duty carpet to lobbies, stairs and common corridors.
- Low energy surface and wall mounted lighting with sensor control.
- Half height mirrored lift serving all apartment levels.
- Secure cycle store.
- Secure surface and undercroft car parking (available at additional cost).
- Communal landscaped courtyard gardens.

## WARRANTY

- 10 year LABC warranty.
- Crest Nicholson 2 year customer care warranty.



# ROOSEVELT

APARTMENTS

PARK CENTRAL

1 LEXINGTON GARDENS, BIRMINGHAM B15 2BF

For further information & sales enquiries please contact



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