

Forget London; come to Brum

Words Gina Benjamin

Galliard Homes, partner Apsley House Capital and Knight Frank have launched a £500 million new-homes portfolio in Birmingham. The first development provides 379 new apartments, at prices from £199,000, which are aimed at both Birmingham locals and London investors.

The partnership plans to build 2,800 new apartments in Birmingham, including starter, middle market and premium homes.

The first development is The Timber Yard, a 1.5-acre regeneration scheme on Pershore Street.

The location is one of the city's up-and-coming addresses, at the crossroads where the main shopping centre, Chinese Quarter and Gay Village meet.

The apartments at The Timber Yard are for private sale, through

'HS2 RAIL WILL CUT THE BIRMINGHAM-LONDON JOURNEY TIME TO 49 MINUTES'

Knight Frank and Galliard Homes. They will have hotel-style foyers, concierge, private gym, club lounge and cinema/screening room.

In addition, there will be plush commercial units and undercover parking. Prices start at £199,000.

Birmingham is now a £120 billion regional economy, forecast to be the UK's fastest-growing conurbation leading up to 2022, when it will host the Commonwealth Games.

The HS2 rail project will cut the Birmingham-London journey time to 49 minutes and Birmingham is set to gain £1.9 billion-worth of local rail, metro and station upgrades.

Following on from The Timber Yard, there are a further four residential projects in the pipeline, which will eventually provide 2,800 apartments.

The historic timber-yard site was first developed by the Gooch family in the Industrial Revolution. In 1761, Sir Thomas Gooch inherited land in



The Timber Yard, from £199,000. Agents Knight Frank and Galliard Homes

central Birmingham from his uncle Bishop Thomas Sherlock and built a timber yard and joinery factory, the former to supply Birmingham's cotton factories and canal boats and the latter making doors, architraves and furniture.

The land remained in commercial use right until the 1970s, when the factories were demolished and a large car park took their place.

Now the Galliard Apsley partnership envisages an exciting future for the area.

The Timber Yard development is designed around a central landscaped garden, bordered by two statement residential buildings, one of seven storeys and one of 13, providing views across Birmingham's skyline.

The homes have floor-to-ceiling windows, balconies, terraces and winter gardens facing the central landscaped garden.

This central green space will contain trees, plants and lawns, plus a pedestrian boulevard.

Prospective home-owners at The Timber Yard have a choice of studio, one-, two- and three-bedroom apartments, including two flagship duplex residences.

Mark Evans, from Knight Frank, says: "Birmingham welcomed more than 7,500 people migrating from

London last year, more than any other city in the UK.

"As the city's renaissance continues at speed, we anticipate this flight out of the capital will continue, as people search for greater value and higher-yielding residential investments.

"The launch of The Timber Yard is the latest chapter in Birmingham's success story.

"The project is set to regenerate the heart of the Chinese Quarter, an area just moments' from New Street station and the major shopping district."



Robin Norstrom, director at Apsley House Capital, says: "The development of the Gooch estate during the industrial revolution was called the 'enlightenment', because of the economic and social benefits it brought.

This new development will bring another step change to Birmingham, delivering investment, new homes and residential life to the city centre."

David Galman, sales director at Galliard Homes, says: "For over 25 years, Galliard Homes has helped young professionals and individual investors get on to the property ladder and this launch will continue our work in Birmingham and give the city the benefit of the value-for-money, London-style product for which our brand is renowned."



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The Timber Yard's two blocks border a landscaped garden



Tasou Associates is an award winning chartered practice specialising in high-end residential projects. We have significant experience working in conservation areas and with listed buildings.

For our latest completed project we worked closely and successfully with the Hampstead Garden Suburb Trust.

Contact us for a free no obligation meeting on 0207 713 7070 or email tasou@tasou.co.uk.

Further examples of our work can be found on our website www.tasou.co.uk

Photography by Amy Barday.