





# PARK GATE

AT  
LYNDON PLACE

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Combining fresh outdoor spaces, luxury finishes and all of the essentials for modern living, Park Gate at Lyndon Place perfectly blends suburban life with urban excitement in one of the UK's fastest growing cities - Birmingham.

With each apartment finished to an impeccable standard, residents will have everything they need to relax, unwind and entertain. Close proximity to the site of the new High-Speed Rail Network (HS2) will put residents within easy reach of some of the UK's biggest cities. With all of these enviable development characteristics, Park Gate is a great investment opportunity both on a local and nationwide scale, with strong returns from day one and for years to come.





**126**  
Studios,  
1 & 2 Bedroom  
Apartments

**6%**  
Rental Yields

## Welcome to PARK GATE AT LYNDON PLACE

Between Birmingham's buzzing city centre and the international airport hub, sits Park Gate at Lyndon Place. Made up of 126, spacious studio, one bedroom and two bedroom apartments, Park Gate offers its residents an unrivalled living experience. With excellent transport links to the city centre and Sheldon County Park so close, Park Gate residents will have all of the luxuries of city centre life as well as ample lush, green space to relax and unwind in.





## Rest in your own haven

Large windows wrap around the entire building, bathing all of the apartments in natural light. A stylish and minimalist design allows residents to immediately feel at home, whilst giving them the freedom to make the space their own. Spacious living areas and bedrooms enable residents to relax and unwind in total comfort and privacy.



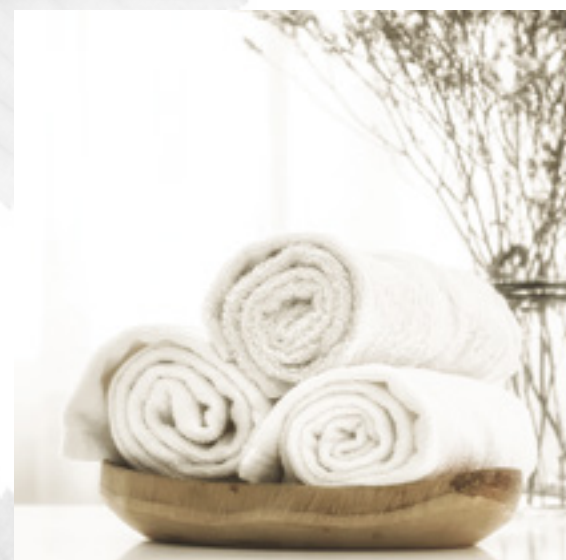




## Luxury Living

Open plan spaces allow plenty of room to entertain guests and relax in comfort. Sleek, white worktops perfectly complement the state-of-the-art, fitted kitchen appliances. Every aspect of the apartment's interior design, from the soft-close drawers and cupboards to the timber effect flooring, has been tailored to meet expectations of the modern rental market.





## Relaxation

All apartments in Park Gate are fitted with luxury, modern bathroom suites. Using high quality bathroom fittings, chrome finished taps and showerheads, everything is designed with sleek, modern elegance at its core. Residents will have everything they need to feel relaxed, re-energised and rejuvenated.







## Comfortable living spaces

Spacious living areas allow residents to customise the space and make it their own. With plenty of natural light and high quality finishes used throughout, the consistency in design flows from room to room. Scenic views of the surrounding parkland mean residents can relax in their own space away from the hustle and bustle of everyday life.





## Bringing people together

A manned reception will greet all residents of Park Gate, offering a friendly face to start and end the day. A private gym, manicured grounds and plenty of open, green spaces surrounding the building, will offer a sense of community and give residents the opportunity to get to know their neighbours – both in the buildings and the wider, highly sought after area of Sheldon.





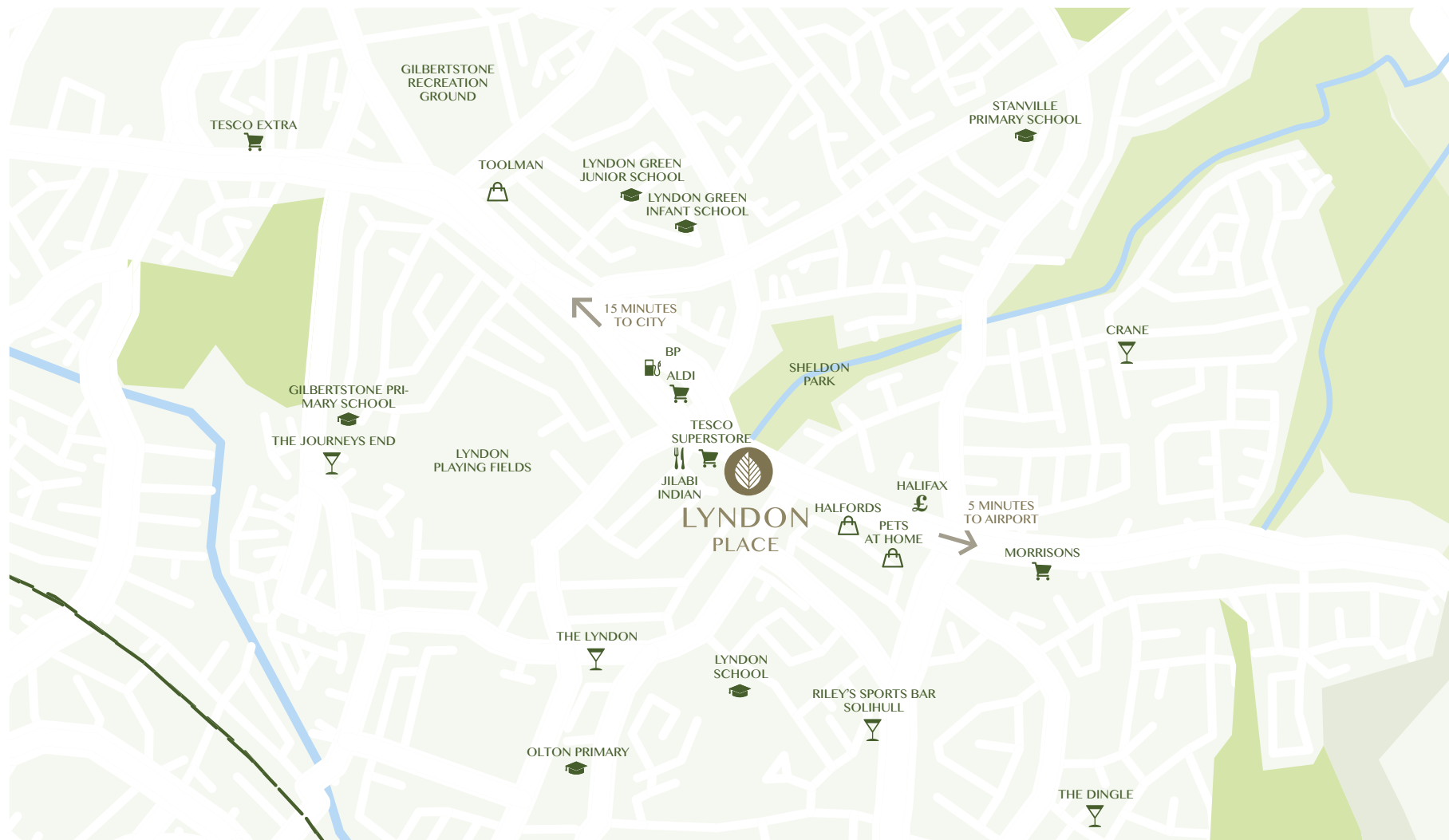


## Enjoy the green scene

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300 acres of open green space in Sheldon Country Park provide a haven for those looking to relax in the outdoors. With plenty on offer in the park such as free outdoor exercise classes, a 5km jogging route and regular wellbeing events, residents have their own little oasis to escape the hustle and bustle of everyday life.





# Welcome to Sheldon

## An area of proven demand

Park Gate is located amongst some of Birmingham's most affluent suburbs, and due to its unique offering of suburban surroundings and uncompromised connectivity to the city centre, Sheldon is one of the most in demand areas of Birmingham.

### Competitive

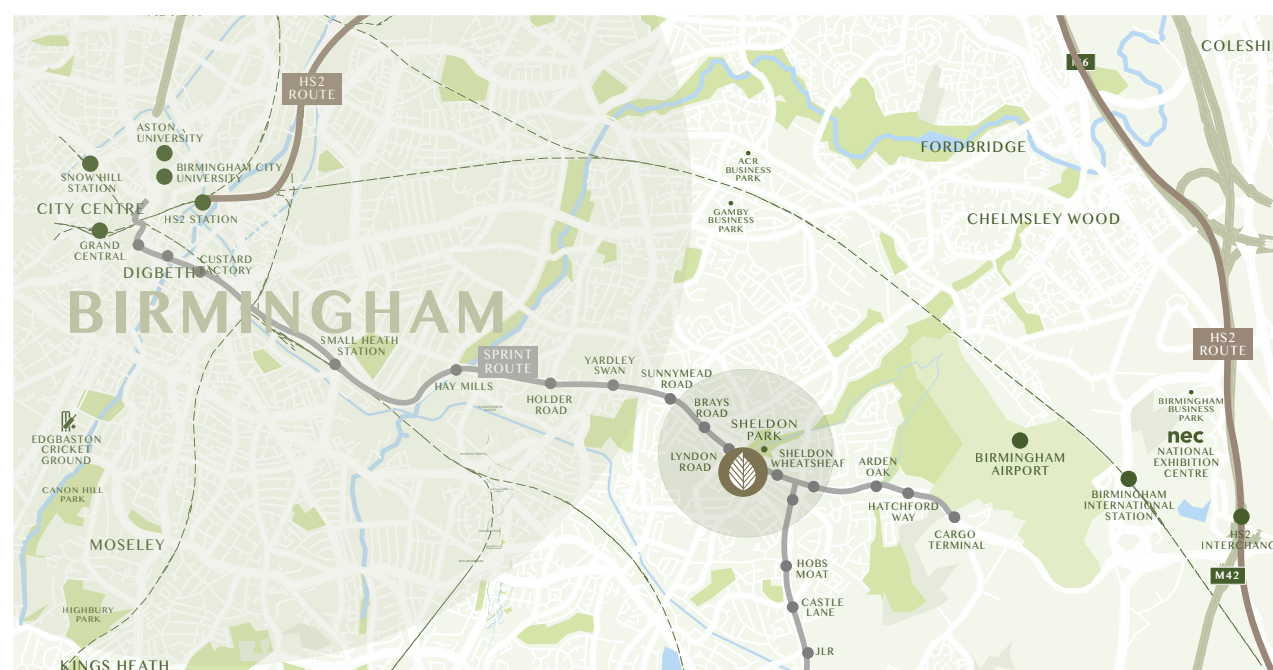
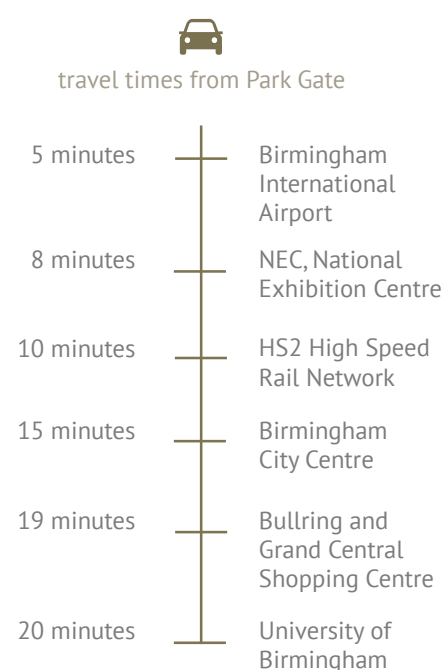
Compared to the rest of Birmingham, properties in Sheldon sell significantly faster than the other surrounding areas. With average property prices around £185,000, Sheldon generates the same rental returns as some of the most central Birmingham city centre apartments, with the added tenant benefits of convenience, space and charming parkside location.

### Convenient

With an abundance of amenities all within walking distance of Park Gate, Sheldon offers residents everything they could need, including three major supermarkets, a petrol station, several bars, pubs and restaurants. The surrounding Sheldon area also benefits from multiple primary, infant and junior school options, with many of these receiving a good or outstanding Ofsted rating. As well as Sheldon Country Park, residents also have access to plenty of other green spaces, including Elmdon Nature Park and Hatchford Brook Golf Club.

### Connected

Park Gate has a handful of train stations on its doorstep, allowing residents excellent access to Birmingham city. Whether it's a shopping trip to the Bullring or a night at the Symphony Hall, this is all just a short journey away from Park Gate.





# Spotlight on Birmingham: The city attracting huge global investment

Once known as the first manufacturing town of the world, Birmingham has a history steeped in industrial heritage. Now, in 2019, the city continues to attract global attention, with a flourishing economy built on the service industry. This is attracting and retaining plenty of young talent to the city, while fuelling the demand for rental property in Birmingham.

Multinational businesses such as Deutsche Bank, HSBC and PWC are among a number of big companies to have relocated offices to the city. The metropolitan, upbeat vibe and the promise of opportunity has also drawn over 3,000 tech firms; making Birmingham the largest 'start-up' centre outside of London.

Birmingham is also home to five universities and a number of highly regarded Business and Law schools, giving Birmingham one of the UK's largest student populations. Many of whom choose to stay in the city beyond graduation.

A strong rental market fuelled by a young population, business growth in the city, and high demand for rental properties, has led to Birmingham becoming a desirable location for investment opportunities. With property prices expected to rise by 14% over the next 2 years and considerably lower-than-average house prices compared to the UK, investors have the potential to make great capital gains on their initial investment and achieve a strong return in the following years.



## Why Birmingham is a great place to invest

**14%**

Cumulative property price growth  
from 2018 into 2020

**2000**

New jobs in the tech sector to be  
created every year until 2025

**89,000**

New homes required by 2031 to meet demand.  
Supply is currently set to fall short by over  
30,000 homes

**49%**

Student Retention Rate fuelling the youth  
population of Birmingham and key market  
looking for rental properties in the area





# Spotlight on Birmingham: A city with culture at its core

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Birmingham is a city rich in culture and diversity, and is home to several internationally renowned theatres and venues, including the Symphony Hall, the National Exhibition Centre (NEC) and the O2 Academy Birmingham.

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Each year Birmingham attracts many world-famous high-profile artists and performers, as well as having substantial government funding for the arts and cultural activities. In 2022 Birmingham will once again be on a global stage as it plays host to the Commonwealth Games, bringing with it an abundance of talent, investment and opportunity to the area.

For those wanting a healthy dose of retail therapy, Birmingham's offers an abundance of options. Whether its high-end designer brands you are looking for in the exclusive Mailbox complex, or all of the high-street favourites in the multi-million pound Bullring shopping centre, Birmingham has it all.

**£600m**

Already invested in Birmingham ahead  
of the 2022 Commonwealth Games

**£1.1bn**

Expected revenue generated by the 2022  
Commonwealth Games, with £500m of this  
being reinvested into the West Midlands

**£3.17m**

Of government funding towards  
the Arts

**600m**

Attendees across 500 events held at the  
NEC every year



# Captivating Connections around the world

A central location at the heart of the UK has been a key factor in Birmingham’s success and appeal for investment and development. Located in between some of the UK’s biggest cities such as Manchester and London means Birmingham has a wealth of excellent transport links both nationally and internationally.

## Birmingham International airport connects city to the world

With an already well-established international airport in the city, Birmingham is within easy reach of America, Europe, The Middle-East and Far-East, with airlines such as Emirates and PIA offering direct flights from the city around the world.

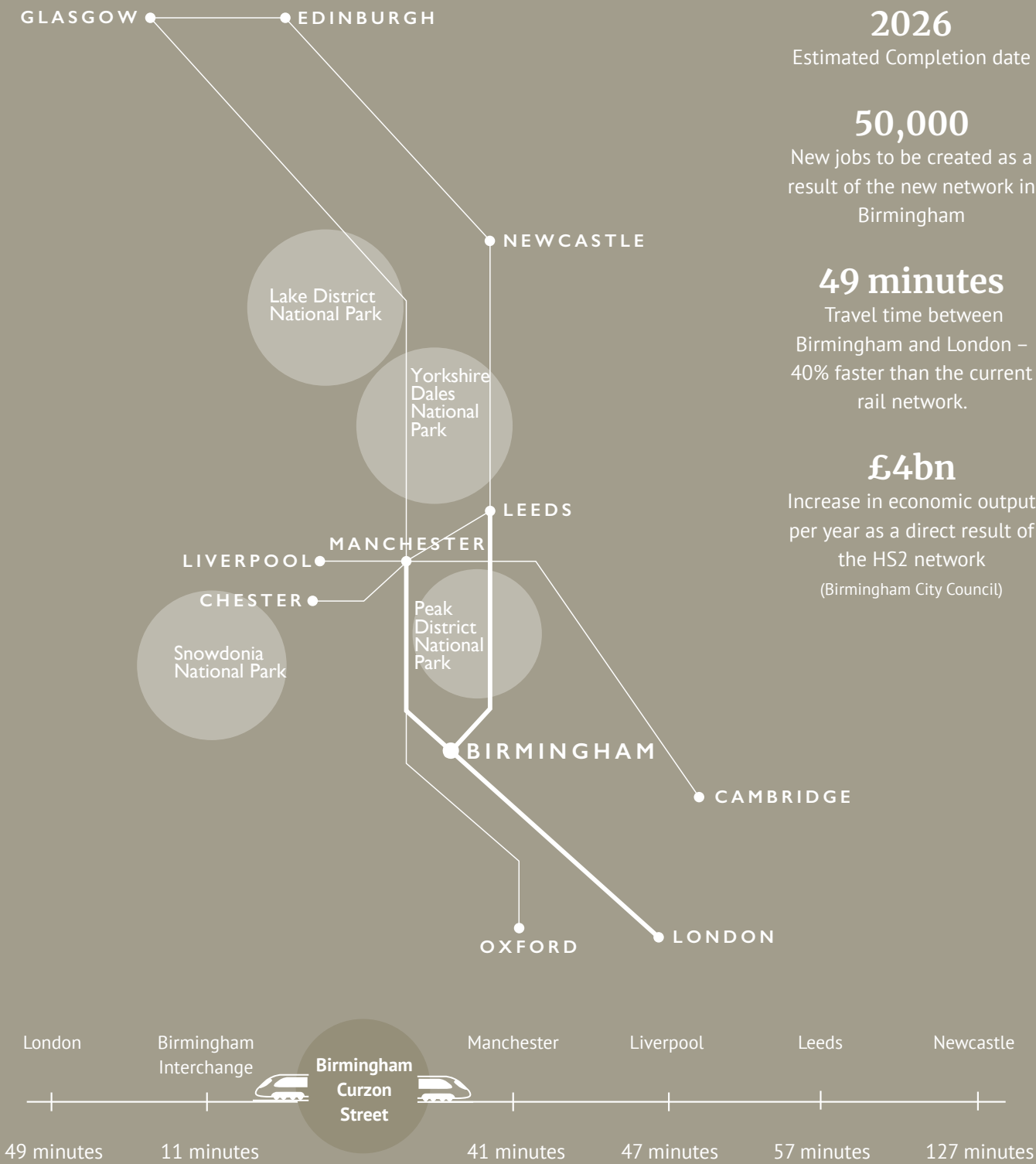


## HS2 connects the city to the rest of the UK

Under construction across the length and breadth of the UK, with a scheduled completion in 2026, the High-Speed Rail Network (HS2) will play a huge part in the future of Birmingham as a hotspot for investment. When the network is completed, journey times between Birmingham and London will be cut by as much as 40%. This reduction in commuting times between these two major cities, as well as Park Gate being less than 2 miles away from the HS2 site, puts Park Gate in a prime location for commuters wanting the affordability of Birmingham but the career opportunities of London.

Strategic positioning of the development means residents are only a short journey away from the HS2 interchange and Birmingham International Airport.

# Connecting the UK, Birmingham and beyond





“Great new buildings have never just happened.  
They are conceived, designed, developed and built by  
people of commitment and vision.”

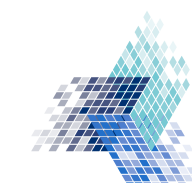
*David Russell. CEO Property Alliance Group*

## Our Awards & Recognitions



## Property Alliance Group

With over 28 years' experience in the property development sector, Property Alliance Group are renowned for their ability to deliver some of the most outstanding and exciting developments across the country. Property Alliance Group have an extensive award-winning property portfolio, covering everything from residential and office developments, to industrial and hotel sectors. With a team of industry experts, investors have come to know Property Alliance Group as specialists when it comes to delivering luxury concepts and high-quality finishes.




## BPG

BPG is a leading force in Midlands property development and investment. Founded over 30 years ago, BPG is focussed on delivering innovative and high quality mixed-use developments coupled with investment and asset management. Over the years BPG have been proud to deliver some of the Midlands' leading city centre office to residential conversion projects, including Kensington House, Newland House and Galbraith House. The team of senior professionals bring a wealth of expertise in investment, planning, design and delivery of luxury city centre living, modern office development and high street retail.

## Alliance Investments

As a subsidiary of Property Alliance Group, Alliance Investments will assist with all sales and investor queries regarding the development. This award winning, end-to-end service gives investors complete support throughout the entire sales, contracts and lettings process. An experienced team of industry experts are dedicated to offering clear and transparent advice at every stage, with the investors best interests at heart.





## We'd love to hear from you

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