



# VELOCITY

TOWER

a development by:



sold by:





VELOCITY  
TOWER

# VELOCITY TOWER SHEFFIELD



## INVESTMENT OVERVIEW

- Completion: Q1 2024
- Prime location in Sheffield city centre
- 169 premium apartments (studio, one & two beds)
- 21 storey tower
- Developer: Select Group
- Sales & investment partner: Select Property
- High demand amenities including lounge, private meeting room & co-working space

STARTING PRICE:

**GBP 148,000**

PAYMENT PLAN:

**20%**      **80%**  
down-payment      on completion



# SHEFFIELD



### Sheffield Fast Facts

- Population:** 746,000 (+6,000 since 2022)
- Region:** South Yorkshire (Northern England)
- Student population:** 60,000+ (including Russell Group, The University of Sheffield)
- Graduate retention rate:** 40% of graduates stay in Sheffield

## A BUSTLING DESTINATION IN THE NORTH

From its prestigious universities and entrepreneurial structure, to the vibrant art and music scene along with its industrial legacy, the northern city of Sheffield boasts a seamless mix of urban living with rolling hills of the British countryside.

Once renowned as the centre of steel manufacturing, modern-day Sheffield has developed into a metropolis of opportunities with an ever-increasing population of young professionals and businesses.

This growth has led to a rise in the economy and a forward-trending real estate market for homeowners and investors.



# LOCATION

## VIBRANT AND GREEN LIFESTYLE

A creative city of art and music coupled with its world-class universities, Sheffield boasts a vibrant social scene for all walks of life.

The 'S' postcode is one of the greenest cities in Europe, with over two million trees, 250 parks and the nearby Peak District. The city is a playground of choice for those looking for adventures or for relaxing surrounded by beautiful nature.

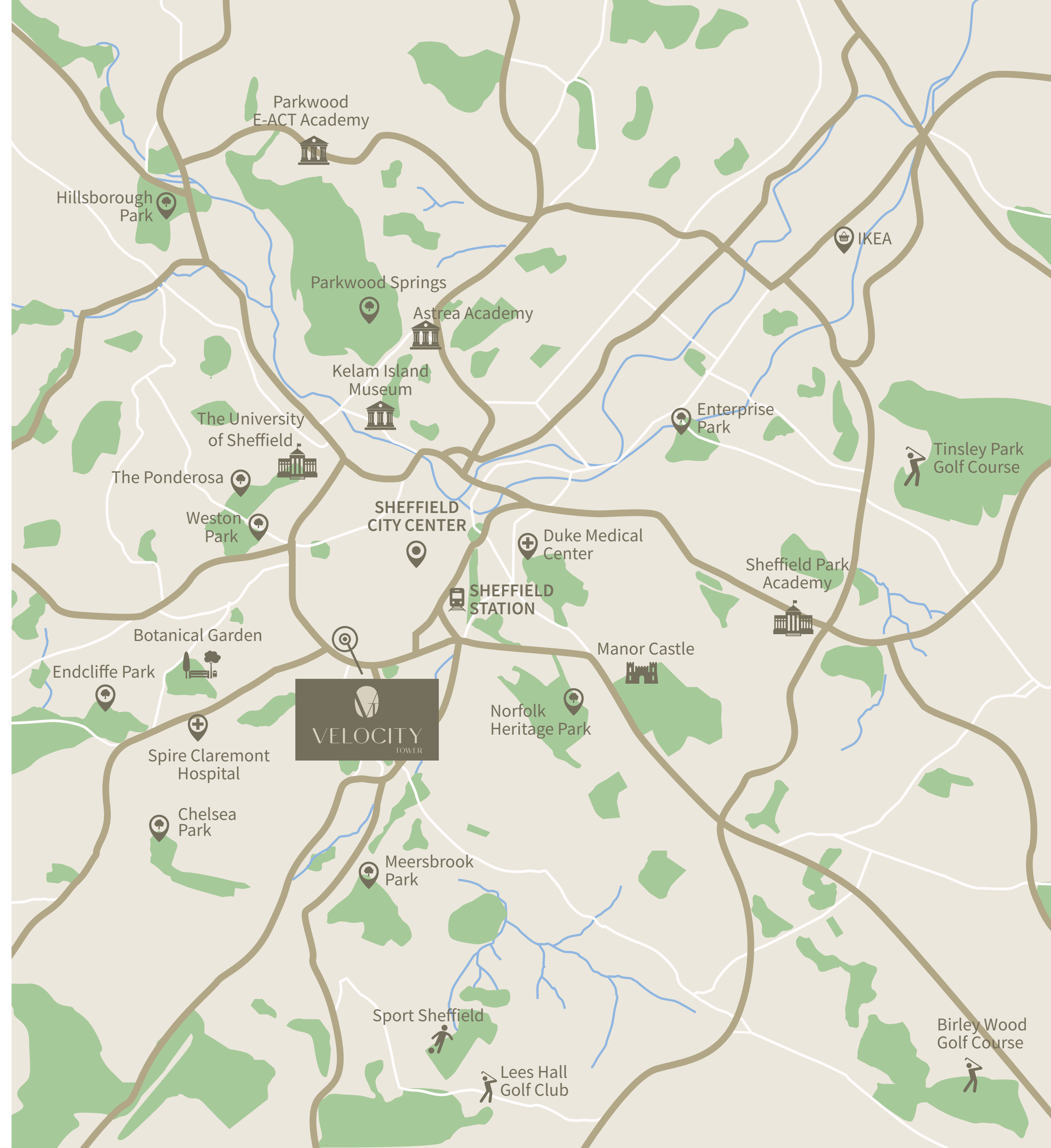
With seamless access to major motorways, as well as being regarded as one of the safest cities in the UK, there is no wonder Sheffield has continued to welcome new residents each year.



**2 Million**  
trees



**250**  
parks and the nearby  
Peak District





# INVESTMENT

## HIGH-YIELD INVESTMENT

Sheffield real estate has seen steady growth over the last five years, with experts predicting that development will continue over the next five years at over 20%. Yet Sheffield's property prices remain affordable.

9%

Rents are up by 9% annually in Sheffield (JLL)

6%

Rental yields of 6% predicted



According to data by Hometrack & Zoopla, Sheffield was named one of the best cities for investment 2023.





# TOWER



## THE NEW VISION OF VELOCITY TOWER

Velocity Tower was acquired with a vision to elevate the standard of urban living in Sheffield. With its premium location next to the Inner Ring Road in Sheffield City Centre, Velocity Tower has undergone an extensive refurbishment process and revision of its management process, re-positioning Velocity Tower as a residential hotspot in the city.

In one of the most sought-after addresses in Sheffield, Velocity Tower provides easy access to the city's commodities, including shopping centres, dining venues, transportation, universities and city parks.



# APARTMENTS



## A FRESH DESIGN FOR MODERN LIVING

### Apartment Features

- 169 apartments (studio, one and two-bed)
- 21 storeys
- Modern, spacious apartments
- Floor-to-ceiling windows
- Fully integrated kitchen and bathrooms
- Open-plan kitchen living

### Amenities & Facilities

- Resident lounges
- Co-working space
- Games area with pool table
- Private meeting room
- Vending machines
- Reception & concierge
- Latest security fob system



## PRICING

STUDIO APARTMENT:  
**GBP 148,000**

ONE-BED APARTMENT:  
**GBP 176,000**

TWO-BED APARTMENT:  
**GBP 276,000**

## PAYMENT PLAN

**Pay 20%**  
DOWN-PAYMENT

**Pay 80%**  
ON COMPLETION





VELOCITY  
TOWER



BEDROOM (ARTIST'S IMPRESSION)



VELOCITY  
TOWER



LIVING ROOM (ARTIST'S IMPRESSION)



VELOCITY  
TOWER



KITCHEN (ARTIST'S IMPRESSION)



VELOCITY  
TOWER



BATHROOM (ARTIST'S IMPRESSION)



VELOCITY  
TOWER

# AMENITIES



## EXEMPLIFYING URBAN LIVING

In sync with the social vibe of Sheffield City, residents of Velocity Tower will enjoy access to modern amenities and services.

Designed to inspire creativity, productivity, and social interaction, Velocity Tower comprises a selection of quiet and social lounge areas, co-working space, and a private meeting room, along with a games area including a foosball and pool table, as well as quick access to snacks and drinks through vending machines.



### CRAFTING A SECURE TOMORROW SINCE 2002

Select Group is a multidisciplinary group with real estate and property development at its core, setting industry standards since its inception in 2002. Today, it is one of the region's largest privately-owned real estate developers with a highly experienced and committed workforce.

Select Group's projects comprise award-winning residential, commercial, hospitality, retail and mixed-use developments. The group boasts 20 million square feet of development, with a combined Gross Development Value (GDV) in excess of AED 17 billion. A total of 7,000 homes have been delivered, accounting for over 13.5 million square feet of Built-Up Area (BUA), with a further 6.5 million square feet at various stages of development. Through astute financial planning, technical expertise and strong asset management, the group is committed to identifying, executing and delivering real estate projects that generate maximum return for all stakeholders.

With diversification being a key component of its DNA, Select Group is engaged in both real estate and direct investments, while its reach goes well beyond the UAE, extending into Croatia, Germany and the UK. Passive investment doesn't have a place at Select Group – as it is actively involved in the day-to-day control of assets to not only grow its portfolio, but also improve its performance. Partnering with world-renowned brands like InterContinental, Radisson Blu, Jumeirah™ Group, Ibis, Meliá Hotels International and Niu Air Hospitality reflects the hospitality division's continuous quest for quality.

The group's direct investment interests extend further into the realms of leisure, health and fitness, and digital technology. With expertise in development, redevelopment, regeneration and investment, Select Group is focused on a value investing approach and works with the best in the industry – whether that's suppliers, partners or employees – for unparalleled results.

### DEVELOPMENT TIMELINE

Six Senses Residences The Palm, Dubai	Dubai, UAE	Under Development	2022
Peninsula Three	Dubai, UAE	Under Development	2021
Peninsula Four, The Plaza	Dubai, UAE	Under Development	
Peninsula Five, The Signature Collection	Dubai, UAE	Under Development	
Jumeirah Living Business Bay	Dubai, UAE	Under Development	
15 Northside	Dubai, UAE	Under Development	2020
98 Baker Street	London, UK	Under Development	
Echo Building	Liverpool, UK	Under Development	
Peninsula One	Dubai, UAE	Under Development	
Peninsula Two	Dubai, UAE	Under Development	2019
Jumeirah Living Marina Gate	Dubai, UAE		
Niu Air	Frankfurt, Germany		
Studio One	Dubai, UAE		
Marina Gate II	Dubai, UAE		2018
Ibis Hotel	Sheffield, UK		
Marina Gate I	Dubai, UAE		
No. 9	Dubai, UAE		
The Hive	Dubai, UAE		2017
Pacific	Ras Al Khaimah, UAE		
Ballochmyle Estate	Scotland, UK		
InterContinental Dubai Marina	Dubai, UAE		
Alexandra Tower	Liverpool, UK		2016
Radisson Blu Hotel	Birmingham, UK		
Velocity Tower	Sheffield, UK		
West Avenue	Dubai, UAE		
Nottingham One	Nottingham, UAE		2015
Bay Central	Dubai, UAE		
Botanica	Dubai, UAE		
The Torch	Dubai, UAE		
The Point	Dubai, UAE		2014
Royal Oceanic	Dubai, UAE		
Yacht Bay	Dubai, UAE		
SELECT GROUP	Dubai, UAE		
			2012
			2011
			2009
			2007
			2002

