

CASE STUDY

'City One' apartments, Preston, Lancashire

City-centre apartment living at City One, Preston

***"The low-maintenance
high-convenience lifestyle"***

City One is a contemporary development of 85 two-bedroom apartments at the heart of Britain's newest city, Preston.

Built by Miller Homes – Britain's biggest independent house builder – City One comprises three groups of apartments arranged around attractive landscaped piazzas. The red brick and striking blue façades harmonise with the city-centre surroundings and make a confident architectural statement.

By any standards, the rate of change in Preston is astonishing. At the last count, for example, almost 40,000 students had flocked to the city's University of Central Lancashire.

Preston's popularity can be attributed in part to its central location with easy access to Manchester and Liverpool, as well as having the glorious Ribble countryside and Lake District on the doorstep. Preston also has an established community with plenty of leisure, commercial and civic amenities which blend well with the recent changes.

City One is at the heart of the 'new Preston', just half-a-mile from everywhere – including the M6 motorway, rail and bus stations and, of course, the city centre. This was one of the reasons why Daniel Xxxxx moved into City One with his girlfriend. Just 21 years old, but with four years in the Royal Navy under his belt, the Leading Marine Engineer decided to purchase a property following a promotion and substantial pay rise.

Based in Scotland, but coming home to City One at weekends, Daniel wanted a base in the town where he grew up. Having looked at other apartments in Preston, he finally decided on City One.

"The Show Home was the first thing that attracted me to the Miller Homes development," said Daniel. "The others I'd looked at were of poor quality, and with the deal that Miller offered me, moving into City One was an easy decision to make."

As a busy young man with a hectic work and social life, Daniel wanted a low-maintenance home that was at the heart of things, but which would also be a good investment to sell on at a later date.

“Weekends are precious to me,” he said, “so a low-maintenance apartment with no garden to look after is exactly what I want at this stage in my life.

“I also like being close to the night life of Preston and, of course, my friends and family. Maybe when I’m older, the suburbs might appeal but, right now, my first-floor apartment at City One is perfect.”

Daniel was also impressed with the flexibility of Miller Homes when it came to negotiating a deal:

“Besides offering an attractive discount on the price,” said Daniel, “carpets were also included. As a first-time buyer, all I had to do was buy a settee and move in!”

Daniel’s lounge and bedrooms were carpeted; the hallway comes with laminate flooring; and both the kitchen and bathroom have vinyl floors. The kitchen was fitted with all major appliances – fridge, freezer, oven, hob, washer, dryer – and there was even a choice of kitchen units and worktops.

In short, the appeal of buying an apartment at City One is everything to do with the way the space has been expertly planned and fitted-out so that buyers have very little to do other than move in with their personal belongings.

With an eye to the future, Daniel recognises that City One is the perfect lifestyle solution for now – and an all-important foot on the first rung of the property ladder:

“Maybe in a few years, I’ll want to move on,” he said. “When that time comes, I know that the style and convenience of the apartments at City One will always be attractive to young professionals. From that point of view, I think I’ve got a good investment.”

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