

new homes

Sleek look for apartments

The Factory, the first authentic design-led loft-style scheme in Norwich, comprises 24 striking loft apartments with an emphasis on large open space living and light, which may be just one of the reasons that these apartments have attracted so much attention.

A flurry of recent reservations has made it clear that the discerning purchaser recognises the fact that commitment needs to be made early – rather than waiting for a show apartment or marketing suite – to avoid the risk of losing out.

Situated on Kerrison Road, near the attractive Riverside area of the city, The Factory was built to a cutting-edge modernist design in 1953 for Laurence, Scott & Electromotors Ltd as a statement of its engineering innovation.

The Factory was designed with the maximum number of windows and long skylights, enabling designers to work in as much natural light as possible.

Advertiser's featured development

Spaceworks are niche developers specialising in the resurrection of buildings which have, along the way, become redundant but still retain a fundamental appeal. Other projects have included the conversion of varying factories, barns and even churches into residential property across the country.

True to Spaceworks form, The Factory is a conversion of a unique mid-century modernist building, the striking barrel vaulted roof of which is a perfect juxtaposition for the crisp clean lines inside.

Award-winning architects 3W designed the scheme, bringing a refreshing approach to modern architecture – focussing on contemporary and sustainable living. This, combined with the



REJUVENATION: The Factory is part of major development on the brownfield site around the Riverside area in Norwich.

flexible layouts of the apartments, has been a major pull factor for buyers who require the space not normally offered on city apartment schemes.

Prices start from £185,000 for the smallest apartment to £350,000 for the larger penthouses and there is the chance to buy a car parking space and additional basement storage. Richard Aldous, head of new homes at selling agents Savills, said: "The Factory gives you the opportunity to purchase a spacious, cleverly-designed apartment which offers something different to other properties on the market and which will appeal to all – from empty nesters to first time buyers."

FACT FILE

Location: Riverside, Norwich
Type: Loft-style apartments
Extras: Option to purchase parking and additional storage
Prices: £185,000 to £350,000
Agents: Savills and Gilson Bailey
Contact: 01603 229229
www.spaceworks.org

T H E F A C T O R Y



24 loft apartments and penthouses

The Factory is an authentic design-led loft-style scheme in the city of Norwich.

The striking loft apartments and penthouses emphasise large open plan living with the flexibility of designing your own interior living space.



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