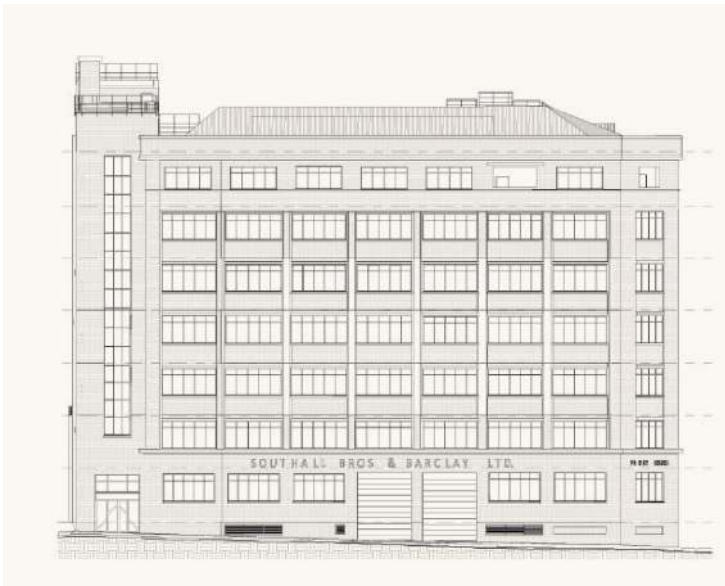


PRIORY HOUSE

BIRMINGHAM



- Prime City Centre Location
- 79 long leasehold apartments with a communal terrace garden, secure private vehicle parking, cycle store and basement storage units.



The retention of the existing building facades and window openings set out the rhythm of the elevations and inform the new build elements. These details are key to ensuring the character of the original building lives on.

PRIORY HOUSE IS A FLAGSHIP PROJECT IN THE HEART OF BIRMINGHAM CITY CENTRE.

THE SCHEME WILL CREATE AN ENDURING 21ST CENTURY LIFESTYLE FOR ITS INHABITANTS AND PROVIDE A RENEWED SENSE OF PURPOSE TO THIS PART OF THE CITY.

- A building of historical significance that will play a key role in the wider regeneration of the Southside area.
- Built in the 1950's

Built in the 1950's Priory House harks back to Birmingham's industrial past. The proposed scheme will preserve and enhance the original building, and provide a connected space for contemporary living.

Home of the Birmingham Forensic Science Service for more than 40 years Priory House is a 77,000 sq ft landmark mid-century building located on Gooch Street North within the cultural hub of Birmingham's Southside district.

It will be brought back to life by a bold regeneration scheme that will reflect the relationship between the aesthetics of its industrial past and modern warehouse loft living.

KEY FACTS

Developer:	Elevate
Address:	Gooch St North, Birmingham, B5
Estimated Completion:	September 2022
Total nb. of Units:	79 units available
Tenure:	250 years leasehold
Estimated Service Charge:	£2 psf p.a. est.
Ground Rent:	0.1% per annum
Expected Yield:	circa 5%
Building Warranty:	10 years build warranty
Furniture Pack:	Available

PRIORY HOUSE BIRMINGHAM



THE GEOGRAPHY

Priory House is an opportunity to create a truly transformational development that will drive forward Southside's regeneration and reputation. All the ingredients are there. It will be able to capitalise on the rich history of the area; proximity to the major retail districts, the arts and creative quarter, the knowledge hub and the future city centre terminus for HS2, which will halve the travel time to London to 45 minutes.

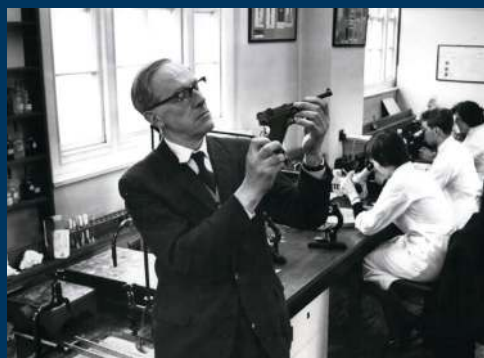
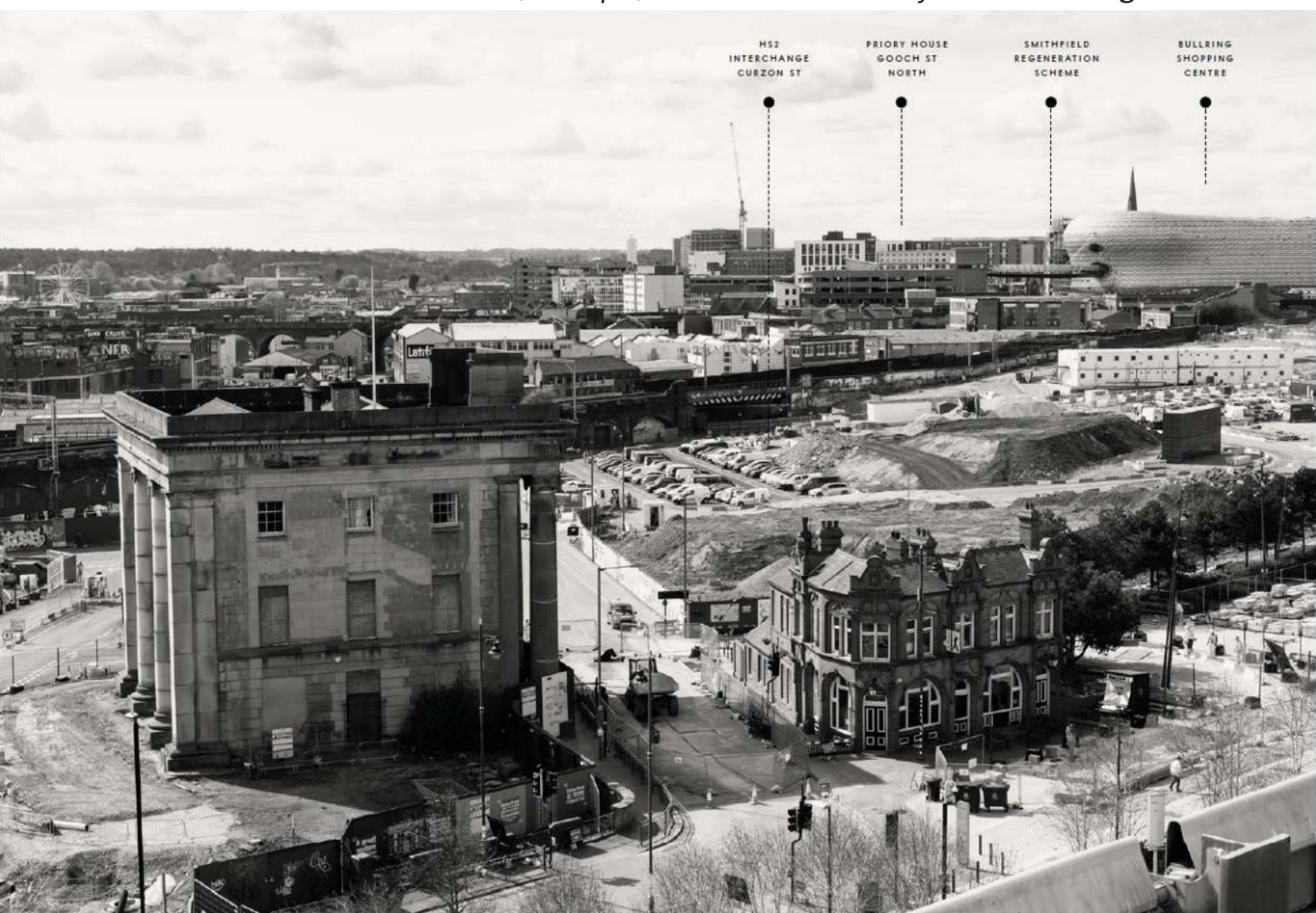
The neighbouring £500 million Smithfield Masterplan will be a key part of this evolving growth story, creating new retail markets, exciting family leisure, cultural buildings, homes and public squares that will leave a lasting legacy and place Southside at the heart of the city's renaissance.



PRIORY HOUSE BIRMINGHAM

SOUTHSIDE REGENERATION

Neighbouring Southside, Curzon Street Station will be at the heart of the high speed rail network. This new HS2 Interchange Station and rail line will provide national and local benefits including increased employment, economic growth and faster connections to London, Europe, and all the UK's major business regions.



PRIORY HOUSE BIRMINGHAM



PRIORY HOUSE BIRMINGHAM

LOCAL AREA: SOUTHSIDE

Priory House is situated in one of Birmingham's most vibrant and diverse scenes: the Southside District. Birmingham's beating cultural heart, embracing Chinatown, theatreland and the LGBT Quarter it's an area as inviting and individual as its residents. Superbly located for apartment living the area is currently being transformed into the new 'front door' of Birmingham's City Centre by the £8.7m Enterprise Zone Investment Plan (EZIP). The vision for Priory House is to create a place for people at the epicentre of this vibrant melting pot.

"What began as a few entrepreneurs developing Ladywell Walk and Hurst Street into a cultural hub, has grown into one of the largest Chinese business regions and LGBT communities in the UK with a diverse and unique nature that we truly believe can't be found elsewhere"

Southside District Hub

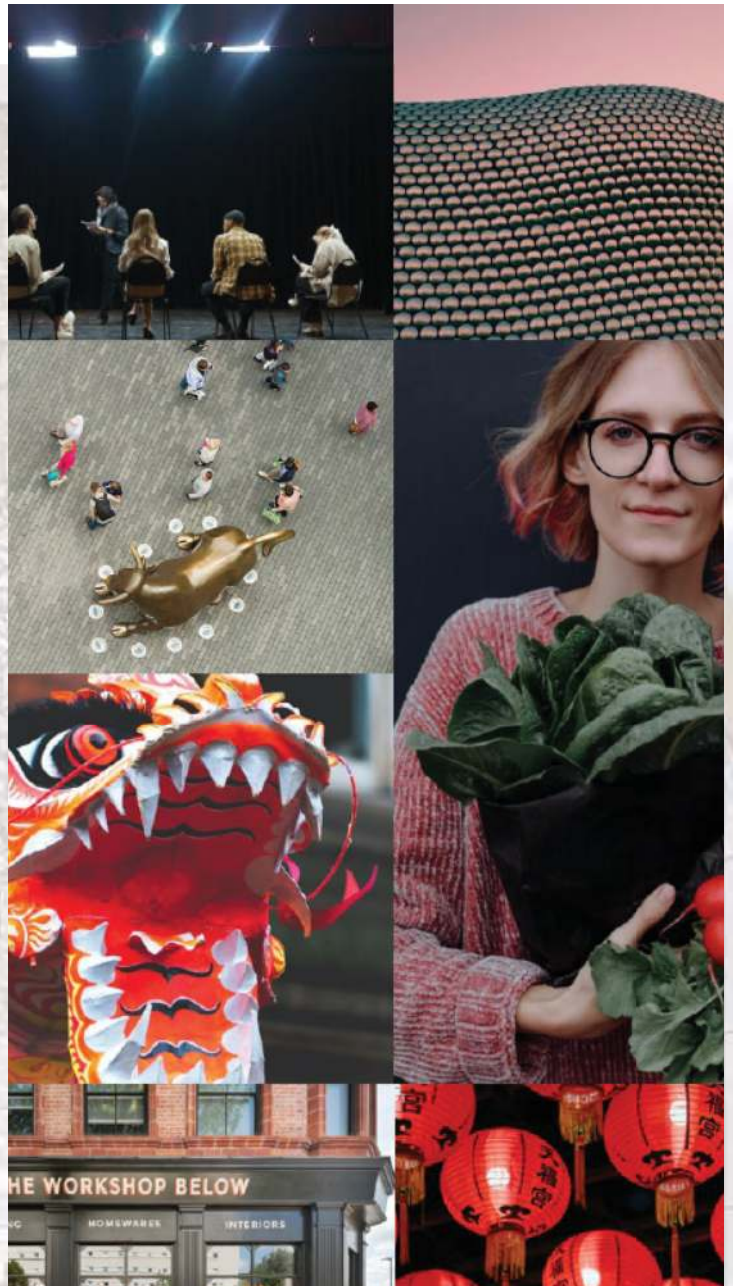
ART, DESIGN & CULTURE

Southside's a cosmopolitan place, it's full of strong identities. Not only is it home to the busy eateries lining the alleyways of Chinatown, it's also a place where highbrow culture sits comfortably alongside the edgy and urban, where Victorian warehouses and outdoor food markets neighbour celebrated shopping destinations, the Bullring and Mailbox. There are arts and media centres including Millennium Point and the Custard Factory, as well as homewares stores bringing the best of European design to your doorstep.

BIRMINGHAM HIPPODROME



The artistic jewel in Southside is Birmingham Hippodrome, a world-class cultural hub that gives everyone the chance to experience unforgettable theatrical performances, arts and culture, as well as being home to Birmingham Royal Ballet.



PRIORY HOUSE BIRMINGHAM

WORK

Once famed for its industrial power, Birmingham is successfully becoming one of the fastest-growing cities in the country. It's a city driven by an evolving finance economy and one of the largest investments in infrastructure for a generation.

With a large graduation population to choose from, global businesses (Royal Bank of Scotland, HSBC, PWC) already call it home whilst many start ups are taking their first steps out in Digbeth, Southside's neighbouring Creative Quarter. With remote working becoming the norm there's an abundance of well designed flexible spaces to support your work life.



LIFE

No two days in Southside are ever the same. Constantly growing, fiercely creative, a community of vibrant businesses and positive people.

Southside proudly comes alive at night, food to satisfy every craving, cultural masterpieces at The Hippodrome, independents like no other. Every history laden corner you turn, there's something new waiting for you.

Just a stone's throw away is Digbeth, awash with arts and music venues, galleries and independent outlets, this area is full of the industrious and individual - you'll find things in Digbeth that you won't find anywhere else.



PRIORY HOUSE

BIRMINGHAM

WHY INVEST IN BIRMINGHAM

Birmingham's economy currently stands in excess of £120 Billion, and is growing at a higher rate than any other city in the UK. It holds the accolade of the UK's second city after the Capital, which is reflected across the board within the cities key performance statistics.

Birmingham has been voted the best regional city in the UK to live in, with the cost of living approximately 60% lower than London. Many corporates have recognised the value and have already relocated to Birmingham. The property market is growing at an exponential rate, fuelled by the influx of major corporations and the growing deficit of housing supply. Birmingham simply does not have enough residences to meet the occupier demand.

MARKET PROJECTIONS

- Foreign Direct Investment to Birmingham reached £1.1 billion in 2018.
- Birmingham City Centre £500+ per sqft by 2022 according to both Jones Lang LaSalle and Knight Frank.
- Rental value growth +17% and capital growth +15% by 2024.

TRANSFORMATION

Birmingham's framework of six economic growth zones will attract a £1.5Billion investment programme generating some 1.8 Million square metres of new floor space and create around 50,000 new jobs.

By 2031, Birmingham will have undergone a transformational change that will see substantial economic growth furthering its dynamic presence on the international stage. The six economic zones provide the stimulus for clustering economic activity within high-quality business environments, each accelerating the delivery of growth to benefit the city.

CONNECTIVITY

Birmingham is strategically located for motorway travel with the M5, M6, M40 and M42 all interconnecting in and around the city. Three main rail stations serve Birmingham, New Street, Snow Hill and Moor Street, together providing a comprehensive network linking long-distance destinations across the UK.

Birmingham International is approx twenty-five minutes drive from the development, enabling domestic and international air travel with ease and convenience.



PRIORY HOUSE

BIRMINGHAM

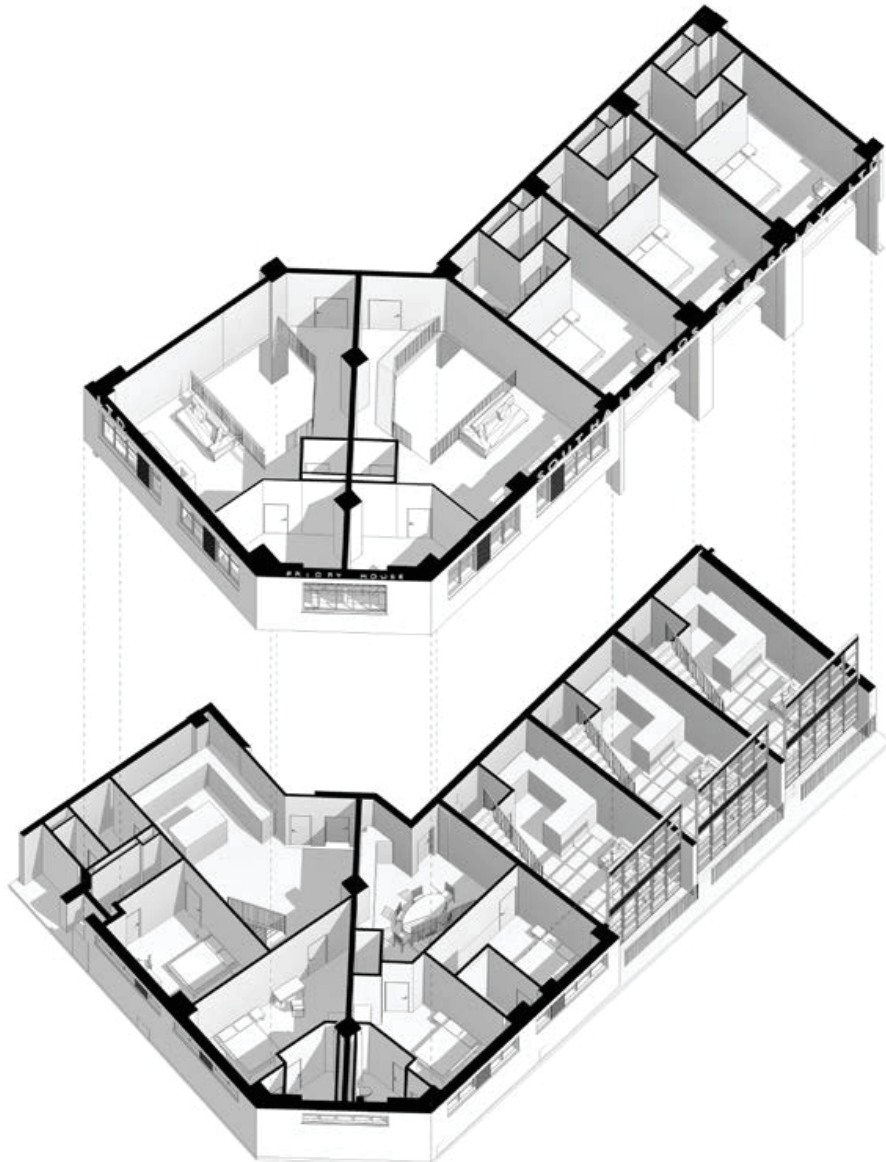
THE MASTERPLAN

The design of Priory House will reflect the modernist traditions of the period with obsessive detailing to achieve the best possible residential experience and create a building worthy of its heritage.

The existing layout, structure and industrial characteristics lends itself well to residential accommodation.

Embracing a simple open plan living aesthetic will provide a mix of 1 and 2 bed lofts, along with 5 west facing duplexes located on the ground level on Gooch Street North.

A 1,400 sq ft penthouse fittingly completes the accommodation. A contemporary choreographed balance of style, form and function.



Priory House ground and lower ground planning geometry

PRIORY HOUSE BIRMINGHAM

DEVELOPMENT VIEWS

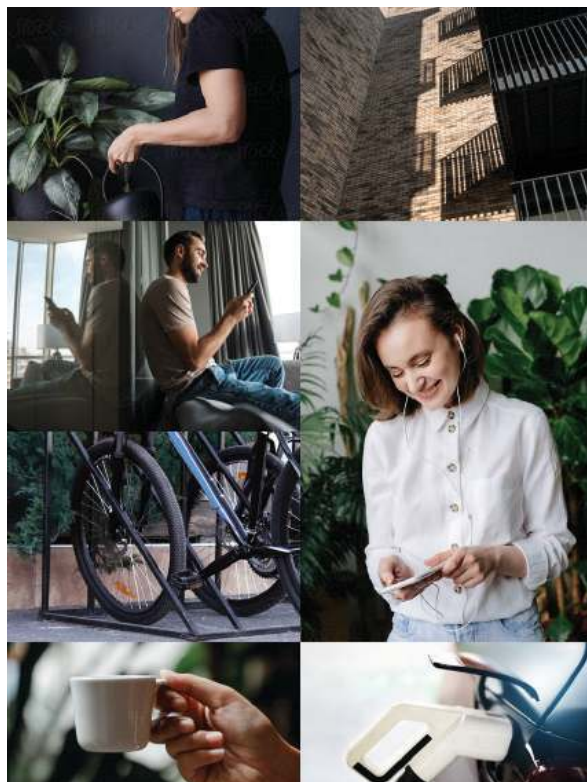


PRIORY HOUSE BIRMINGHAM

OUTSIDE INSIDE

Designed for living, Priory House includes a private walled courtyard garden that will provide a soft landscaped outdoor space for all residents to enjoy some down time. 18 properties benefit from balconies overlooking these external amenities, whilst 4 have their own ground floor terraces and another a 'winter garden'.

At basement level you will find more added convenience with an allocation of residents' parking, a number of car charging points and cycle bays for those wishing to pursue a sustainable lifestyle.



PRIORY HOUSE

BIRMINGHAM

LIVING SPACE

The living spaces at Priory House are drawn from history, combining mid century modernism with the Developer's signature design style. The industrial aesthetics of natural materials, brick, metalwork, and glass will be incorporated to stunning effect. Floor to ceiling windows maximise natural light and add to the sense of space. Whether your tastes lean towards modernist furniture or classic vinyl, this is the perfect place to recharge or immerse yourself in Southside's vibrant social scene.



DETAIL

Empathetic high-quality design with a bespoke development approach. At Priory House exceptionally specified living spaces transition seamlessly reflecting the buildings distinctive architectural composition. Clean lines and contemporary finishes are paired with purpose and our signature style.



PRIORY HOUSE

BIRMINGHAM

AMENITIES & SPECIFICATIONS



GENERAL

- Electric and water to each apartment with drainage connected to mains.
- Brushed stainless steel light switches and sockets incorporating USB points in kitchen and bedrooms for convenient device charging
- Duravit sanitaryware and Hansgrohe brassware, mains pressure hot water, shower tray and screen in 1 beds, addition of a bath in 2 beds.
- Contemporary doors throughout including brushed stainless steel ironmongery, fire-rated doors where applicable.
- Low energy recessed LED spots to kitchen and bathrooms, under cupboard LED to kitchen, pendants to living room and hall.
- Fire protection sprinklers throughout including stand-alone smoke/heat detectors.
- Pencil round skirting and architrave finished in white egg-shell paint.
- Porcelanosa tiles to bathroom floors and part tiled walls in wet areas.
- Carpets in bedrooms and herringbone LVT flooring throughout other than in wet areas.
- Keypad entry to communal entrance with video intercom access from apartments.
- CCTV monitoring of entrances and car park.
- Digital aerial and Freeview signal distribution to TV point in living room and bedroom.
- Virgin/BT incoming high-speed cable with multiple data points.
- Noise reduction measures including acoustic treatment to floors and internal walls and enhanced acoustic ratings to external windows.

HEATING AND HOT WATER

Electric heating throughout with stylish WiFi controlled panel heater, hot water cylinder with electric immersion.

ELECTRICAL

Brushed stainless steel light switches and sockets incorporating USB points in kitchen and bedrooms for convenient device charging.

KITCHEN

Contemporary kitchens with a range of fitted floor and wall units complete with modern square edge laminate work tops. High-quality appliances including electric cooker, hob and extractor, built-in fridge/freezer, integrated dishwasher and integrated washer/dryer in all apartments.

PRIORY HOUSE BIRMINGHAM

RESERVATION PROCESS



Reservation deposit £5,000 net of fees to the bank account listed on the reservation form, alongside fully filled reservation form and KYC documents.

20% on Exchange of contracts minus the reservation fee paid (exchange within 28 days of reservation) and balance on Completion 80%.

LEGAL INFORMATION



RECOMMENDED BUYER'S SOLICITOR

Blakewells Solicitors

Mehfooz Khankhara

T: +44 (0) 208 522 4400

E: mk@blakewells.co.uk

LETTINGS AND MANAGEMENT



REDSTONE PROPERTY PORTFOLIO MANAGEMENT

Register for Letting and Management on reservation to benefit from preferential rates.

T: +44 (0) 121 295 1324

E: lettings@redstoneproperty.co.uk

PRIORY HOUSE

BIRMINGHAM

FINAL REMAINING AVAILABILITY

Floor	Unit No.	Type	Aspect	Sq.Ft	Purchase Price	Est Monthly Rental	Gross Yield %
First	13	1 bed	Garden	590	£245,520	£1,000	4.89%
First	17	2 Bed	Kent Street	738	£300,960	£1,250	4.98%
First	19	2 Bed	Kent Street	692	£293,040	£1,200	4.91%
First	20	2 Bed	Gooch Street North	693	£293,040	£1,200	4.91%
Second	25	1 Bed + Balcony	Garden	530	£242,880	£1,025	5.06%
Third	39	2 Bed	Kent Street	738	£306,240	£1,275	5.00%
Third	41	2 Bed	Kent Street	692	£298,320	£1,200	4.83%
Third	42	2 Bed	Gooch Street North	694	£298,320	£1,200	4.83%
Fourth	46	1 Bed	Garden	590	£253,440	£1,025	4.85%
Fourth	47	1 Bed + Balcony	Garden	616	£248,160	£1,050	5.08%
Fourth	53	2 Bed	Kent Street	689	£300,960	£1,250	4.98%
Fourth	54	2 Bed	Gooch Street North	694	£300,960	£1,250	4.98%
Fifth	62	1 Bed	Kent Street	452	£211,200	£900	5.11%
Fifth	63	1 Bed	Kent Street	592	£256,080	£1,000	4.69%
Fifth	64	1 Bed	Kent Street	499	£224,400	£950	5.08%
Fifth	65	2 Bed	Kent Street	689	£303,600	£1,275	5.04%
Fifth	66	2 Bed	Gooch Street North	694	£303,600	£1,275	5.04%
Sixth	70	1 Bed	Garden	594	£258,720	£1,025	4.75%
Sixth	78	1 Bed	Gooch Street North	546	£242,880	£1,000	4.94%
Sixth	79	1 Bed	Gooch Street North	456	£213,840	£900	5.05%