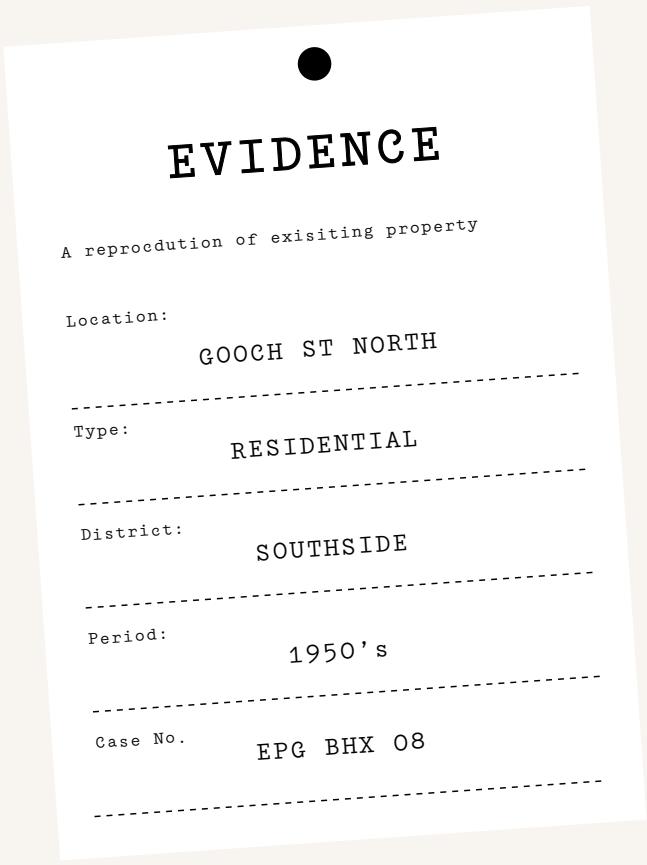

PRIORY HOUSE

LOFTS

SOUTHSIDE

PRIORY HOUSE

LOFTS

Elevate Property Group

SS GOOCH ST NORTH B5

PR ORY HOUSE

PRIORY HOUSE IS A FLAGSHIP PROJECT IN THE HEART OF BIRMINGHAM CITY CENTRE. UNDERPINNED BY A STRONG DESIRE TO REGENERATE THIS HISTORICAL SITE AND FORGOTTEN AREA OF SOUTHSIDE, 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.

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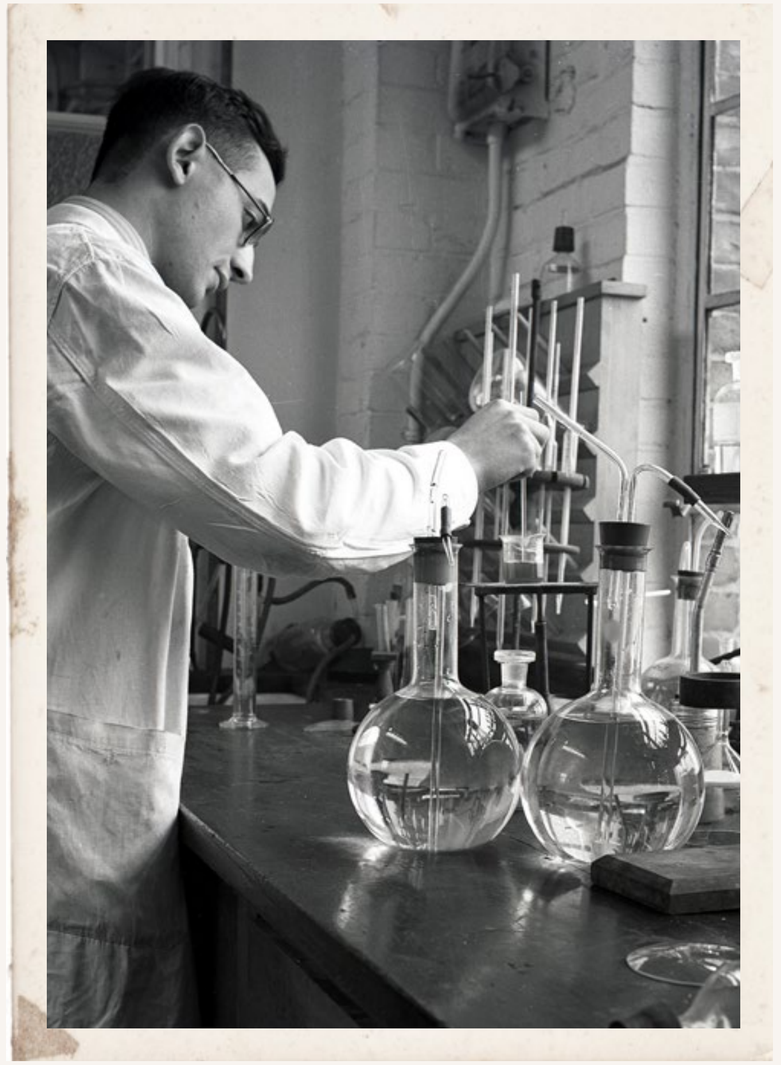
SOUTHSIDE — B5

A UNIQUE HISTORY



CIRCA 1950

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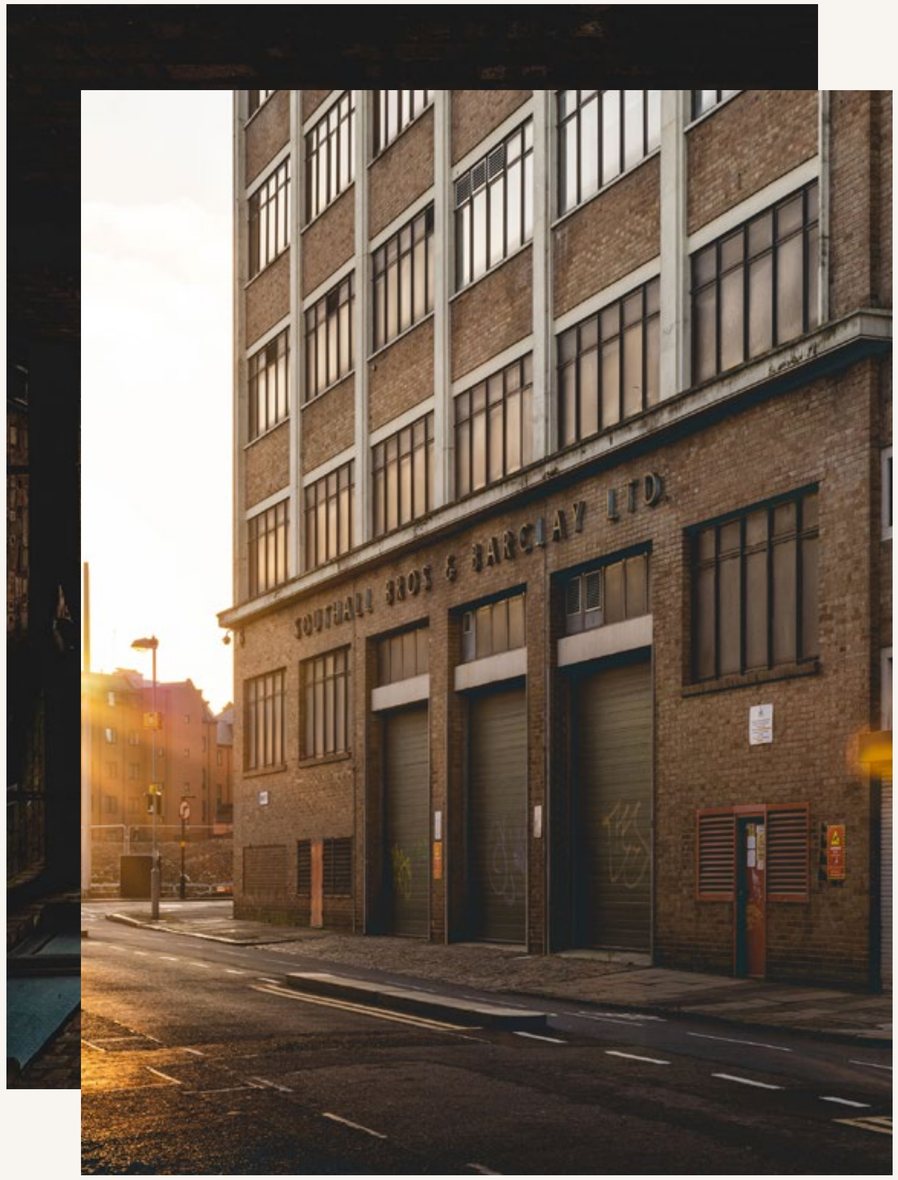
THE ARCHIVES

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.



"Priory House is a building of historical significance that will play a key role in the wider regeneration of the Southside area."

Steve Dodd
Elevate Property Group

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SS GOOCH ST NORTH B5

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.

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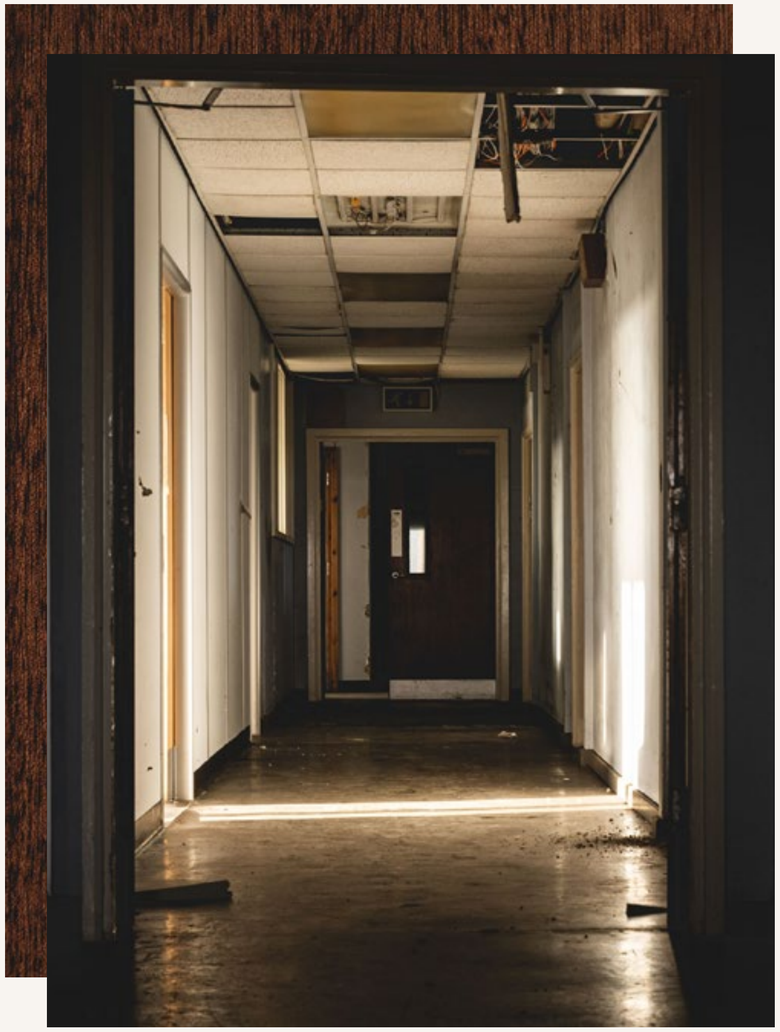

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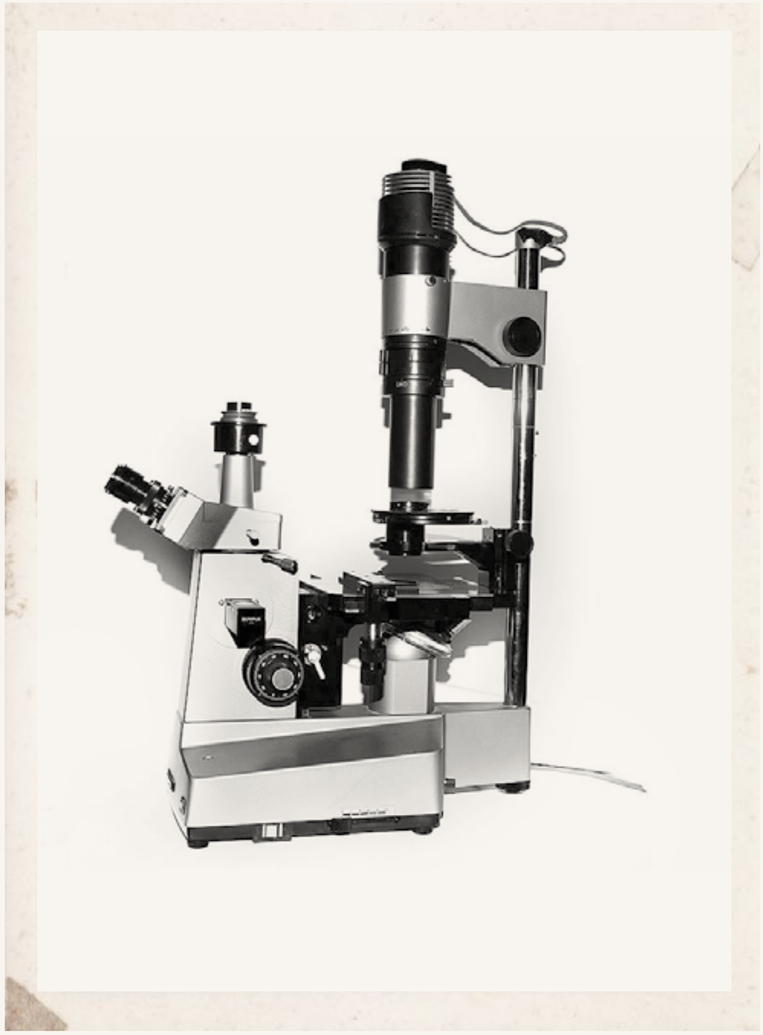
SOUTHALL BROS & BARCLAY LTD

A UNIQUE DNA



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A FORENSIC APPROACH

At Priory House the forensic influence goes beyond the mere visible. The vision is to take inspiration from the scientists sense of curiosity and spirit of adventure, and blend it with a mid century form and modern utility, to create the most exceptional development south of the city. The proposed scheme will retain and restore the facade including original external signage while creating 79 lofts and duplex living spaces over 7 floors that are both sensitive to its past, and sympathetic to the wider neighbourhood of Southside.

Existing PH facade

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.

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Priory House exterior, Gooch St North and Kent St street view

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.

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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.

HS2 INTERCHANGE CURZON ST

PRIORY HOUSE GOOCH ST NORTH

SMITHFIELD REGENERATION SCHEME

BULLRING SHOPPING CENTRE

Priory House exterior, Kent St street view

Priory House ground and lower
ground planning geometry

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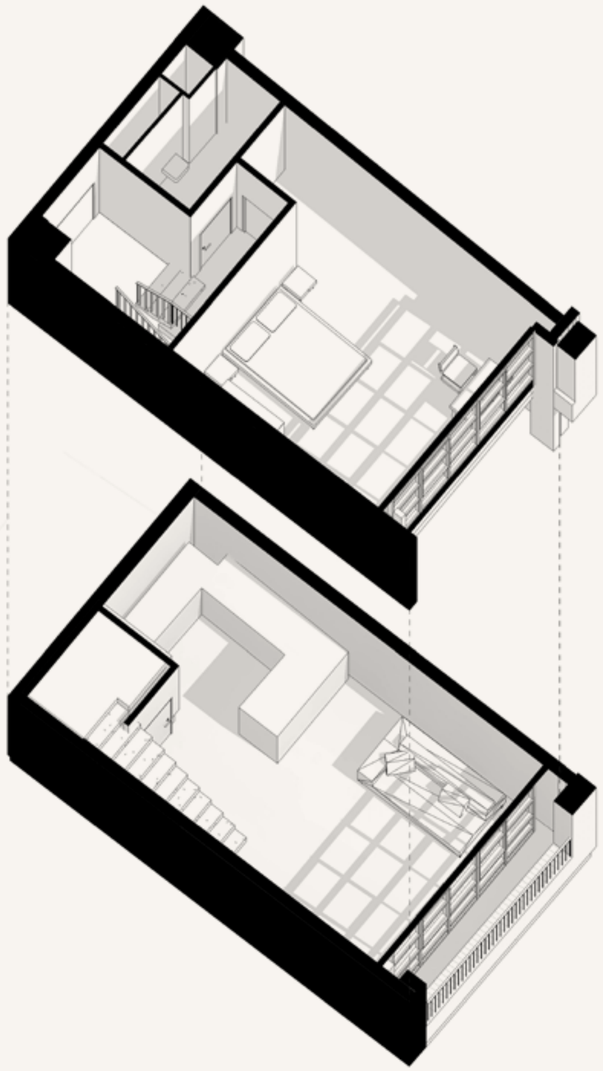
THE MASTERPLAN

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



Standard 2 floor duplex

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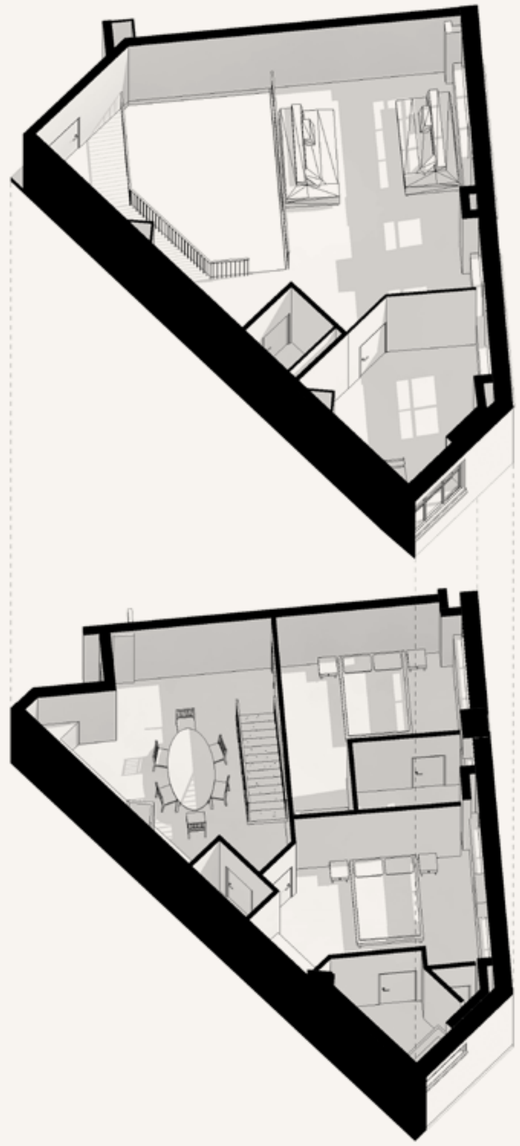
Vision



Corner 2 floor duplex

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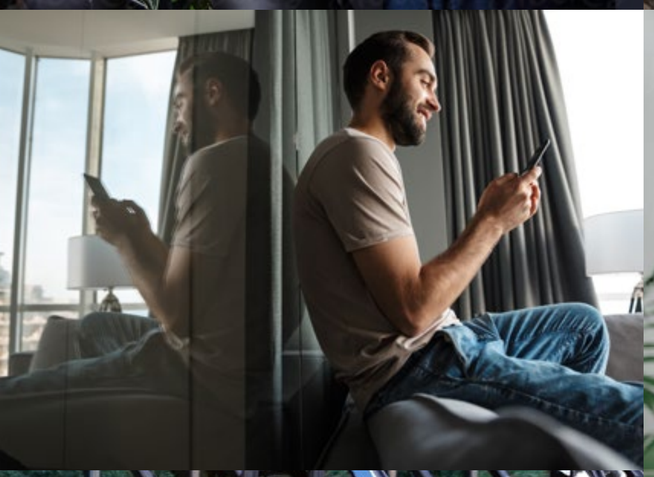
Priory House exterior, Gooch St North street view



Vision

Outside In

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.

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Residents secluded landscaped courtyard
with private terraces and balconies

LIVING PROOF

The living spaces at Priory House are drawn from history, combining mid century modernism with Elevate'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.

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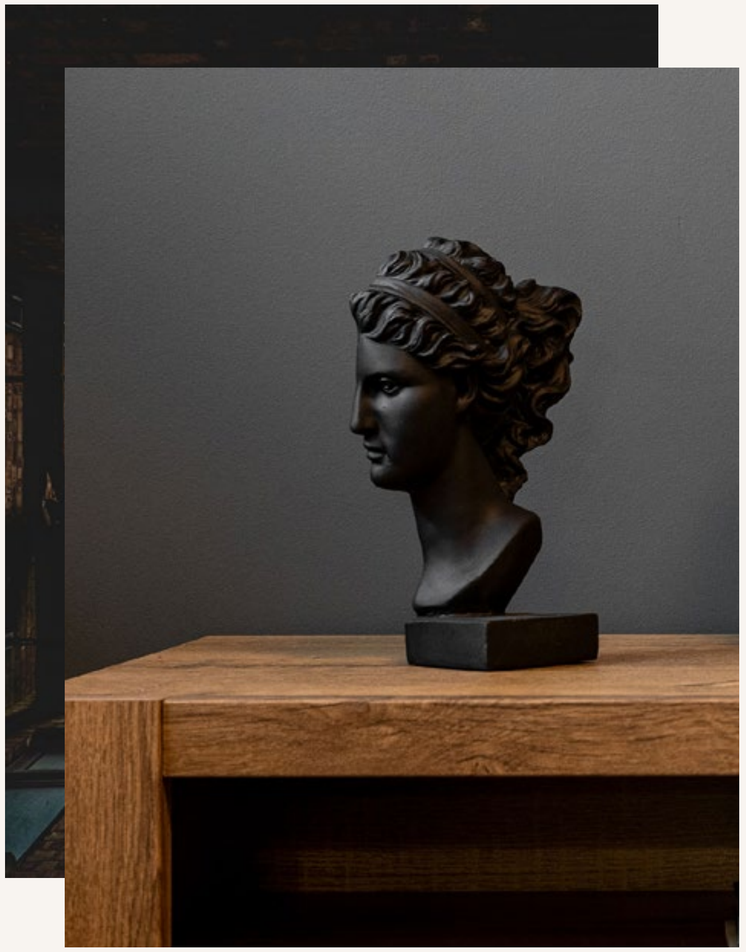
Show home interior with city views

Show home kitchen dining interior

Design



All in the detail

Elevate homes are designed with everything you imagine. 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.

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Show home lounge interior

Duplex bedroom interior

Bathroom interior with shower

Priory house show home interior

LOFT

Specification

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

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A UNIQUE SOUTH SIDE

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Bristol Rd

THE EVIDENCE

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

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Location

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.

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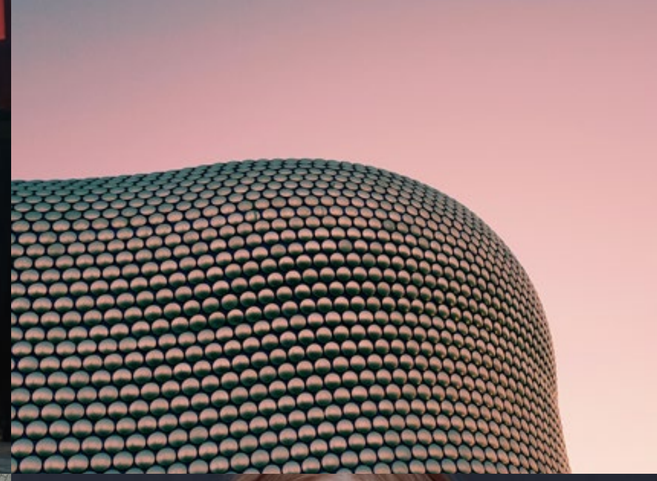

ROYAL BALLET

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.

Minima, design and furniture store

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Location

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.

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WeWork, flexible workspaces, Colmore Business District

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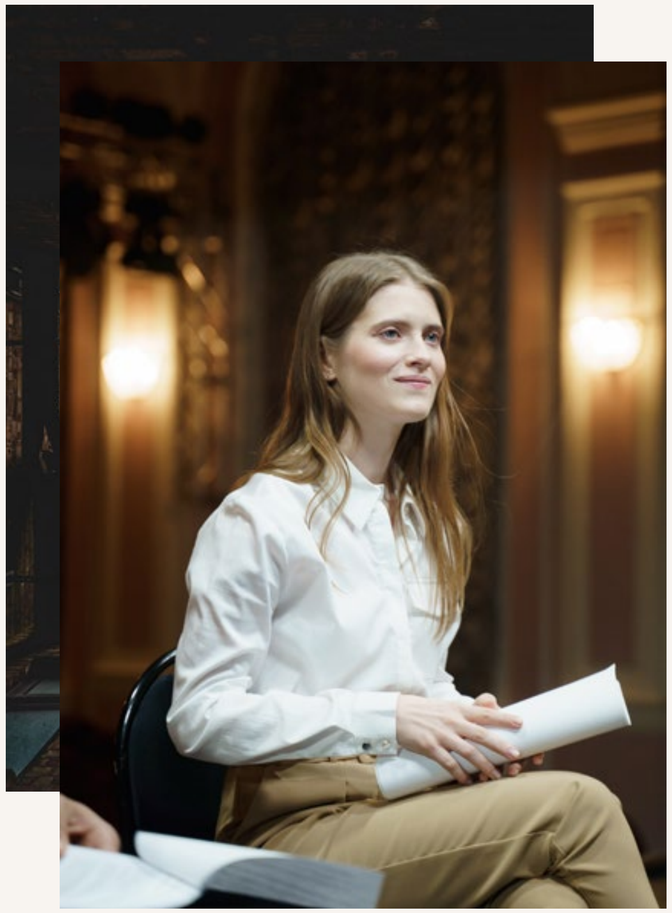
Location



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.

Southsidedistrict.co.uk / Digbeth.com

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The Sly Old Fox. theatre bar

PRIORY HOUSE LOFTS

SOUTHSIDE - CHINATOWN, HIPPODROME THEATRE & ARCADIAN CENTRE

SELFRIDGES

MOOR STREET STATION WITH TRAINS TO LONDON

BULLRING SHOPPING DISTRICT

GRAND CENTRAL & NEW STREET STATION

PARADISE BIRMINGHAM & MAILBOX

LIBRARY OF BIRMINGHAM & BRINDLEYPLACE

BULLRING & GRAND CENTRAL

A 10 minute stroll from Priory House will see you arrive at the Bullring and Grand Central. The Bullring is the showcase of Birmingham's retail therapy offerings and is one of the UK's most visited shopping centres. Connected by Bullring's Link Street, Grand Central is a state of the art retail and restaurant haven and is home to the city's transport hub New St Station.

GEORGE SAUNDERS

CHUNG YING GARDEN

ART

PIZZERIA –
BAKED IN BRICK
– STREET FOOD
WOOD FIRED

SELFRIDGES

MAMA
ROUX'S

Wine Freedom, Digbeth wine bar and wine school

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View from Hurst Street with National Trust back to back housing

Location

DIRECTORY

Art, Design, Culture

		Walk
01	The Hippodrome	5 mins
02	O2 Academy	7 mins
03	DanceXchange	5 mins
04	The Glee Comedy Club	5 mins
05	The Old Rep Theatre	10 mins
06	Ikon Gallery (Brindleyplace)	23 mins
07	Library of Birmingham	20 mins

Leisure

08	Chinatown & Arcadian (food & drink)	5 mins
08	The Sly Fox Theatre Bar	5 mins
09	Sobar	5 mins
10	Bourne & Co Speakeasy	8 mins
11	Digbeth Estate (food & drink)	17 mins
12	Quarter Horse Cafe	3 mins
13	Medicine Bakery (Mailbox)	13 mins
14	Hockley Social Club (Jewellery Qrt)	31 mins
15	Gaijin Sushi	4 mins
16	All Bar One	11 mins

Live

17	Bullring (Selfridges)	12 mins
18	Grand Central	12 mins
19	The Mailbox	11 mins

Work

20	Aston University	20 mins
21	Digbeth - Custard Factory	17 mins
22	Colmore Business District	17 mins
23	New Street Station	10 mins
24	Brindleyplace (HSBC, Royal Bank of Scotland)	23 mins
25	Millenium Point HS2 Curzon Station	20 mins

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Priory House

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1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact.

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3. These particulars were prepared from preliminary plans and specifications before the completion of the properties. These particulars, together with any images that they contain, are intended only as a guide. They may have been changed during construction and final finishes could vary. Prospective purchasers should not rely on this information but must get their solicitor to check the plans and specification attached to their contract.

4. Apartment plans are deemed to be correct but precise details may vary. Internal areas are accurate to within 5%.

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The truth never remains
hidden for long

PRIORY HOUSE

LOFTS