

WITH ITS UNIQUE
HERITAGE & THE
RESTORATION OF ONE
OF ONLY 2 REMAINING
GEORGIAN VILLAS IN
BIRMINGHAM'S
JEWELLERY QTR,
HEATON HOUSE WILL
SET A BENCHMARK THAT
OTHERS WILL FOLLOW.

- A development of 42 apartments and 14 townhouses plus the restoration of a 4-bed Georgian Villa
- Circa 1840
- What sets Heaton House apart is its historical recreation.
- Fully modernised generous open plan accommodation with well curated specifications & state of the art features.

Inspired by history, Heaton House will be home to a private house, 14 contemporary townhouses & 42 industrial style apartments, ensuring that rich history once more delivers a new vision for life at the heart of the city.

A rarity like Heaton House comes along once in a lifetime. Its roots are written deep into the city's folklore. Its origins, as a 19th century georgian villa in Camden Street, form part of the rich suburban middle-class enclaves that grew with the expansion of the Jewellery Qtr.



KEY FACTS

Developer: Address:

Estimated Completion: Total nb. of Units:

Tenure:

Estimated Service Charge:

Ground Rent:
Expected Yield:

Building Warranty: Furniture Pack:

Elevate Property Group Camden Street,

Birmingham, B1 3BZ

December 2022

57 units

250 years leasehold £1.90 psf p.a. est. 0.1% per annum

circa 5%

10 years build warranty

Available



The home of a leading merchant, William Cotterill, Old Heaton House stands as one of only 2 remaining georgian villas in the JQ. The original would have been a rather fine example of gentleman's suburban residence of the early 19th century, set within its own miniature landscaped park.

LET THE RESTORATION BEGIN.

ORIGINS ARE EVERYTHING

What sets Heaton House apart is its historical recreation. The centrepiece will be the restoration of a large four bed Georgian villa, with paved garden terrace & its own private garage, in recognition of the site's historical roots.

The Heaton House scheme combines the spirit of the past with a contemporary form, ensuring the building responds harmoniously to its environment.

A design informed by heritage with a mix of original & modern materials, Heaton House provides a living aesthetic that will renew the past & re-ignite the suburban life in and around it.

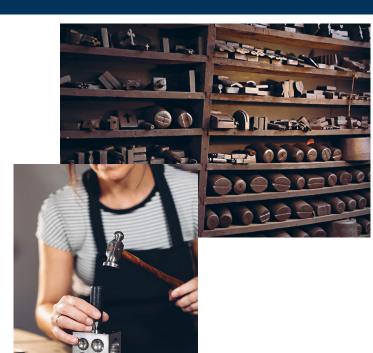


THE JEWELLERY QUARTER

Located at the heart of Birmingham's celebrated Jewellery Quarter (JQ), Heaton House is a place forged from history.

Renowned for being home to 1,000 trades, the JQ is known the world over for making great things. Its streets are testament to the innovation & industry of its past.

Now a thriving neighbourhood with a living & working community, it's an eclectic mix of local custodians, famous names, independents, artisans, masterchefs & cutting edge design. This is a place like no other with an identity all of its own making.



GOLD STANDARD: THE NEIGHBOURHOOD

Many influences meet here but the JQ is a location that retains a sense that it was made for the individual.

From its uber-cool gathering spots, grand Georgian square (St Paul's), jazz festival and art gallery, to a host of craft bars, pop-ups, gin joints, gyms, and world-class dining - it always leaves a lasting impression.







HOME GROWN

To experience the best cuisine and everything handcrafted, then this is where it's at.

With an array of celebrated chefs (Wilderness, Folium, Lasan), independent bakers (Hive) and breweries (Indian Brewing Company), wood-fired pizzas (Otto), and coffee houses (Saint Kitchen, Soda Bread) there's something for everyone. With plenty of exclusive new openings planned for 2022, the JQ is more than ever deserving of its reputation as Birmingham's hottest food and drink destination.





INDUSTRIAL ESCAPISM

JQ takes you places. Through the fabric of the local architecture to the twist and turns of the tow-paths this is a place steeped in history.

Its heritage trails of cobbled streets and charming canalside walkways deliver you into the heart of the city within minutes. Birmingham's financial and business district is a mere 10 minute stroll and with unrivalled transport links close by.





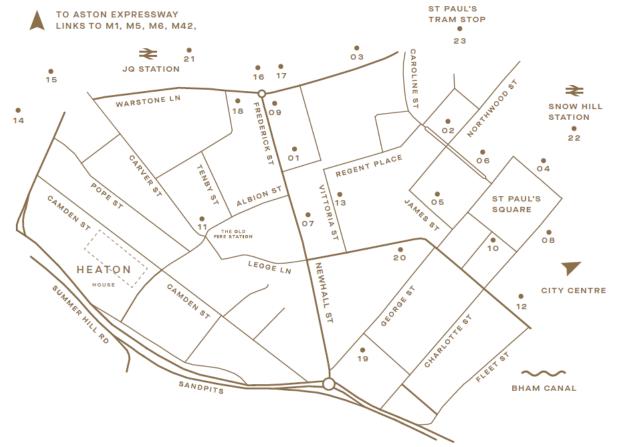












JEWELLERY

QUARTER

SOCIAL

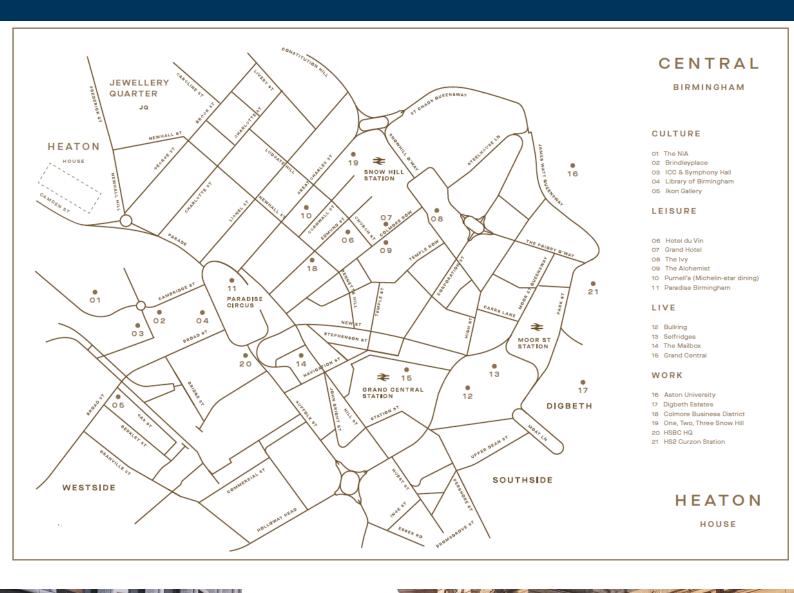
- O1 The Button Factory (Bar & grill)
- 02 Otto Wood Fired Pizza
- 03 The Wilderness (British cuisine)
- 04 Saint Paul's House Hotel 05 Lasan Restaurant (Indian fine dining)
- 06 Folium Restaurant (British fine dining)
- 07 1000 Trades Craft Ale Bar 08 The Jam House (Live venue)
- 09 Rose Villa Tavern
- 10 The Rectory Bar
- 11 Pig & Tail Craft Ale Bar
- 12 Opheem (Michelin-starred Indian)

WORK LIFE

- 13 School of Jewellery
- 14 The Pit Gym
- 16 Post Office
- The Big Peg (Workspace)
- 19 University College Birmingham
- 21 JQ Station (Rail)
- 22 Snow Hill Station (Rail)
- 23 ST Paul's Tram Stop

HEATON

HOUSE





The open courtyards have been landscaped to reflect the wider site history of a single house built in an open bucolic preindustrial setting.

This urban oasis has a pastoral character with landscaping and grass beds reflecting the original aerial of private villa and courtyard setting of the house.







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.











POWERHOUSE

SINCE 1838

BUSINESS

With some of the biggest names in business of the capital.



188RN

INVESTMENT

The 'Big City Plan' is an £8bn masterplan targeted at transforming the core of the city centre by investing in an extensive building program to develop new homes, workspace and improve infrastructure and connectivity, which in turn will deliver an estimated 50,000 new jobs.



£14BN

CONNECTIVITY

HS2 will bring Birmingham and the West Midlands within an hour's commute of Manchester and London. It will boost the regional economy with a West Midlands HS2 Growth Strategy forecasting a additional £14bn of output and 100,000 new jobs.

2ND

SKILLED

Birmingham's home to 4 top Universities (Aston, University College Birmingham, University of Birmingham, Birmingham City University) and with the second largest student population in the UK, there's an extensive workforce of skilled graduates to help grow the city's economy.



2022

OPPORTUNITY

2022 will see Birmingham take to the world stage when it hosts the Commonwealth Games reaching a potential audience of 1.5bn viewers.



relocating from London to Birmingham (BT, Deutsche Bank, Goldman Sachs, PWC, HSBC, Barclays) the second city is now seen as a first class destination for business outside



DEVELOPMENT VIEWS













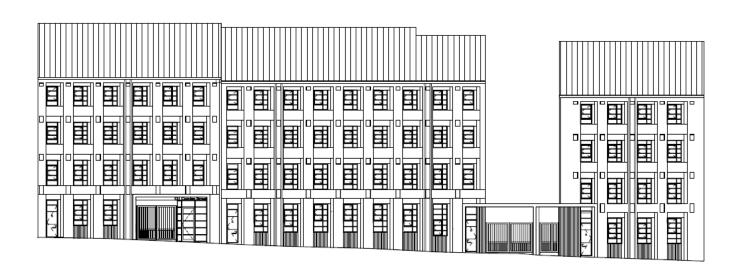
HEATON HOUSE

BIRMINGHAM

SITE PLAN



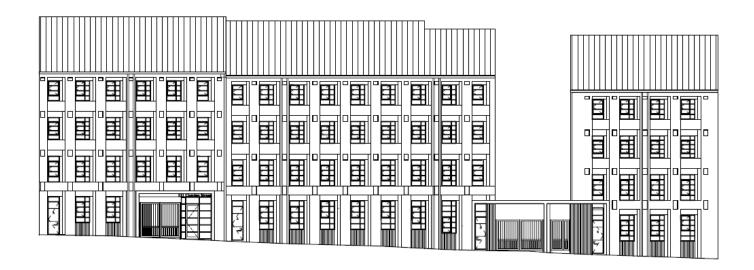
TOWNHOUSES



HEATON HOUSE

BIRMINGHAM

APARTMENTS



VILLA



AMENITIES & SPECIFICATIONS **TOWNHOUSES**







Services

Heating and hot water

All mains services connected.

Gas central heating provided via a system boiler with steel panel radiators.

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 townhouses.

Sanitaryware

Duravit sanitaryware and Hansgrohe brassware, mains pressure hot water, baths to main family bathroom with shower tray and screen to ensuite.

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.

Protection

Heat detectors and smoke alarm.

Outside

Block paved parking space, paved rear patio.

Skirting and architrave

Pencil round skirting and architrave finished in white egg shell paint.

Decoration

White emulsion paint to all plastered walls and ceilings.

Ceramic tiling

Porcelanosa tiles to bathroom floors and part tiled walls in wet areas.

Flooring

Carpets in bedrooms and LVT throughout other than in wet areas.

Door entry and security

Keypad entry to communal entrance with audio 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.

AMENITIES & SPECIFICATIONS APARTMENTS







Services All mains services connected.

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 majority of

apartments.

Sanitaryware Duravit sanitaryware and Hansgrohe brass-

ware, 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 includ-

ing stand-alone smoke/heat detectors.

Skirting and architrave Pencil round skirting and architrave finished

in white egg shell paint.

Decoration White emulsion paint to all plastered walls

and ceilings.

Ceramic tiling Porcelanosa tiles to bathroom floors and

part tiled walls in wet areas.

Flooring Carpets in bedrooms and LVT flooring

throughout other than in wet areas.

Acoustics Noise reduction measures including acous-

tic treatment to floors and internal walls and enhanced acoustic ratings to external win-

dows.

TV distribution

Door entry and security Keypad entry to communal entrance with

video intercom access from apartments.

CCTV monitoring of entrances and car park.

Digital aerial and Freeview signal distribu-

tion to TV point in living room and bedroom.
Telephone and data
Virgin/BT incoming high speed cable with

multiple data points.

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%.

PLEASE NOTE THAT THE RESERVATION FEE YOU PAY IS NON-REFUNDABLE. EXCHANGE OF CONTRACTS MUST TAKE PLACE WITHIN 28 DAYS OF RESERVING YOUR UNIT OR YOU MAY LOSE YOUR RESERVATION FEE AND UNIT.

LEGAL INFORMATION

brownejacobson

VENDOR'S SOLICITOR

Browne Jacobson Simon Brooks T: +44 (0)121 237 4574

E: Simon.Brooks@brownejacobson.com



RECOMMENDED BUYER'S SOLICITOR

Blakewells Solicitors

Contact: 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

AVAILABILITY LIST

Apartment No.	Level	Bedroom	Aspect	Net area (sq.ft)	Sales Price	£ PSF	Est Monthly Rental	Gross Yield %
2	Ground	1 Bed	Camden Street	511	£229,680.00	£449.47	£950.00	4.96%
11	First	2 Bed	CamdenStreet	753	£322,080.00	£427.73	£1,300.00	4.84%
15	First	1 Bed	Courtyard	489	£229,680.00	£469.69	£950.00	4.96%
16	First	1 Bed	Courtyard	527	£237,600.00	£450.85	£950.00	4.80%
18	Second	1 Bed	Inner	435	£205,920.00	£473.38	£875.00	5.10%
23	Second	1 Bed	Courtyard	526	£245,520.00	£466.77	£975.00	4.77%
34	Third	1 Bed	Courtyard	464	£219,120.00	£472.24	£900.00	4.93%
Loft 1	Roof	1 Bed	Camden Street	494	£237,600.00	£480.97	£975.00	4.92%
Loft 3	Roof	2 Bed	Camden Street	776	£343,200.00	£442.27	£1,325.00	4.63%
Loft 5	Roof	2 Bed	Courtyard	725	£337,920.00	£466.10	£1,325.00	4.71%
Townhouse 12		3 bed*	Courtyard	1264	£528,000.00	£417.72	£2,000.00	4.55%
Townhouse 13		3 bed*	Courtyard	1264	£528,000.00	£417.72	£2,000.00	4.55%

250 year lease

Ground Rent: 0.1% capped at £250
Townhouse: Zero Ground Rent or Service charge

*: 1 parking space included per Townhouse