

HEATON

HOUSE

CAMDEN ST.

B1 3BZ

BHAM

# MADE IN BRUM

WE ARE ELEVATE. MAKING SOMETHING OUT OF NOTHING, IT'S WHAT'S COME TO DEFINE US. IT'S OUR VISION & ENDEAVOUR THAT HAS SHAPED US & THIS GREAT CITY FOR CENTURIES. IT'S WHY WE'RE HERE - NOT TO REPEAT THE PAST, BUT TO HARNESS HISTORY & BUILD PLACES AND CREATE EXPERIENCES THAT LIVE ON FOR GENERATIONS TO COME.

H · H

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GRIT & REFINEMENT

HEATON

HOUSE

CIRCA

1840



121-137

CAMDEN<sup>ST</sup>

# HEATON

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## BOLD AS BRASS

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.

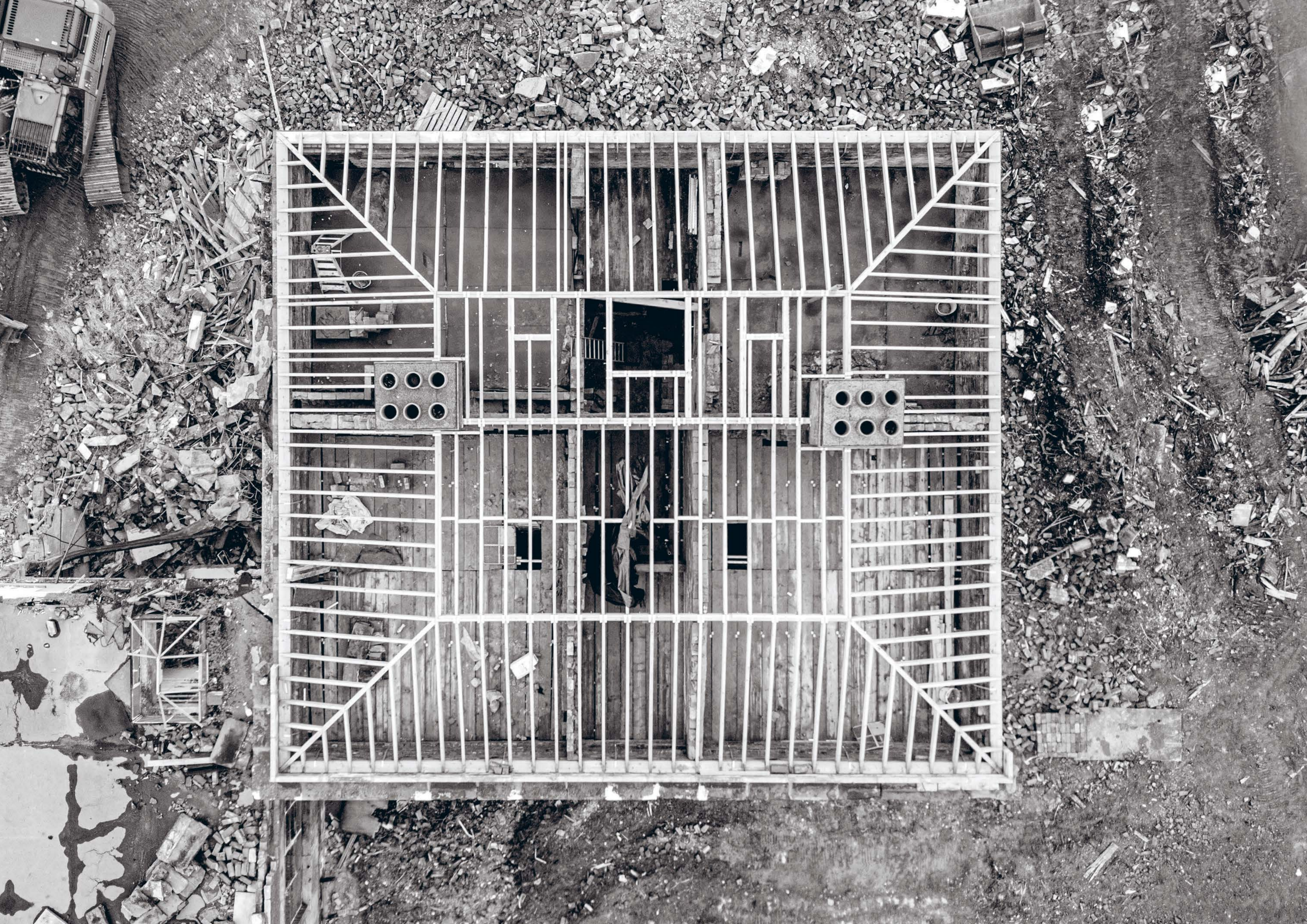
INSPIRED BY HISTORY, DESIGNED & DEVELOPED BY ELEVATE PROPERTY GROUP, HEATON HOUSE WILL BE HOME TO A PRIVATE HOUSE, 14 CONTEMPORARY TOWNHOUSES & 42 INDUSTRIAL STYLE APARTMENTS, ENSURING THAT RICH HISTORY ONCE MORE DELIVERS A NEW VISION FOR LIFE AT THE HEART OF THE CITY.



STEVE DODD  
FOUNDER

ELEVATE PROPERTY GROUP







# PAST & PRIVILEGE

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1840

## STUFF OF LEGEND

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.



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.

RICHARD MORRIS  
HISTORIAN

HISTORIC BUILDINGS CONSULTANT



**H · H**  
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# SPIT & POLISH

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# 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.

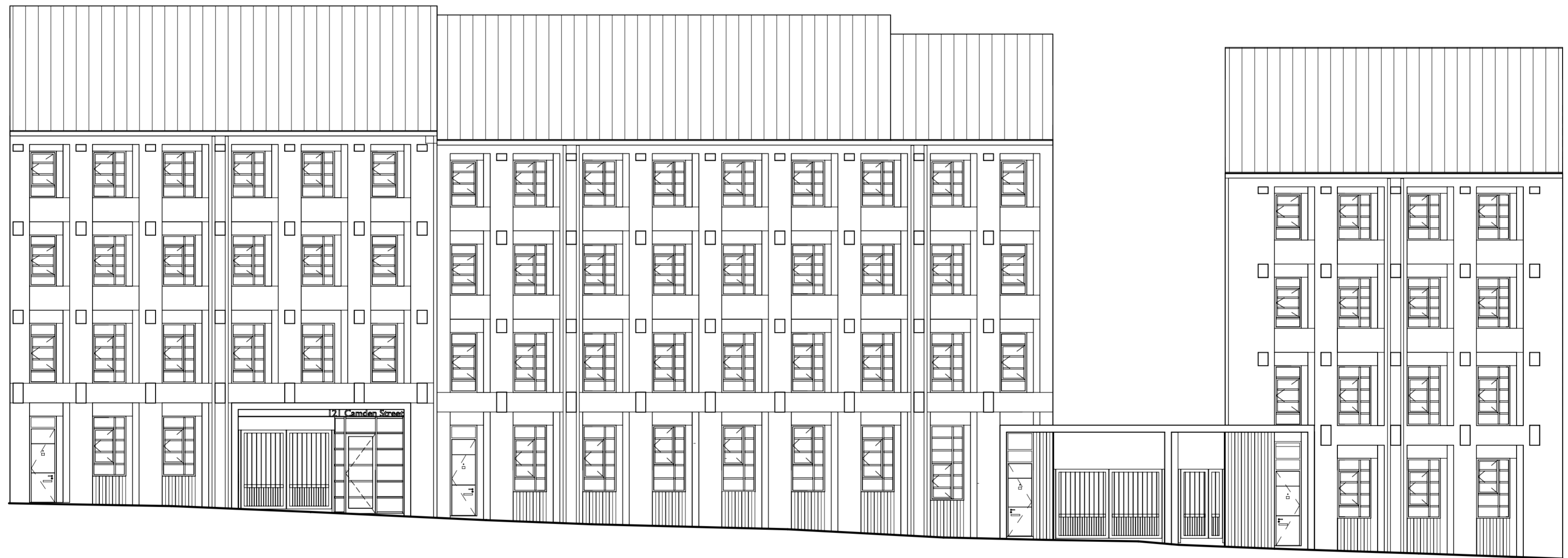
HEATON

HOUSE

Camden Street exterior elevation







**HEATON**  
HOUSE

**RESIDENTS HOUSE**  
42 APARTMENTS



## TOWNHOUSE



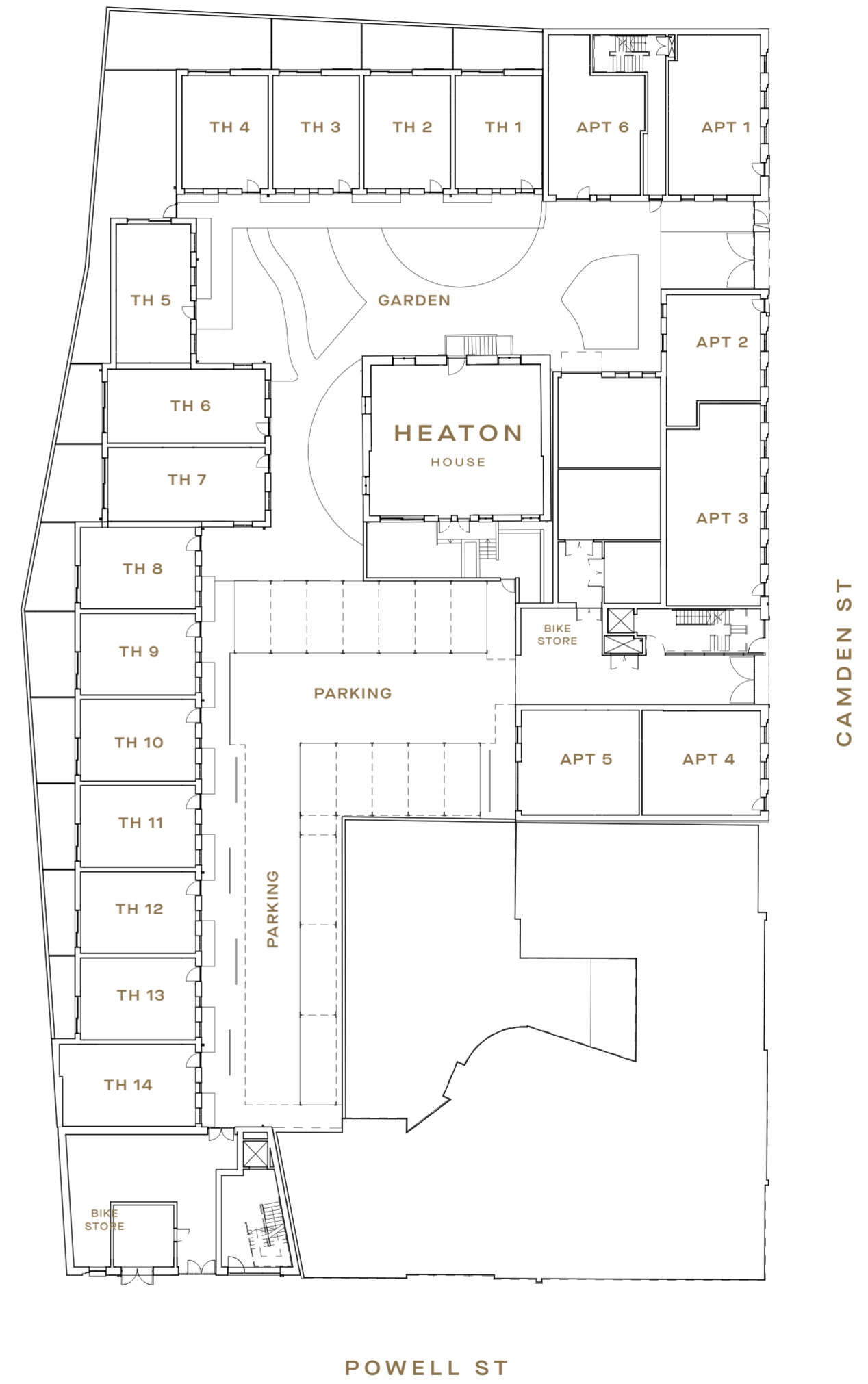
14 CONTEMPORARY TOWNHOUSES

## PRIVATE HOUSE



GEORGIAN VILLA RESTORATION

## SITE PLAN



## HEATON HOUSE



Aerial of private villa and courtyard



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

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



Private villa, courtyard and townhouses



Historic character, the Jewellery Quarter

# HALLMARK OF EXCELLENCE

THESE ARE NO ORDINARY RESIDENCES.  
AN ELEVATE DEVELOPMENT COMES WITH  
A SENSE OF IDENTITY & INDIVIDUALITY.  
HEATON HOUSE IS NO EXCEPTION.

WITH OUR CUSTOMARY TEXTBOOK  
DESIGN THESE ARE LIVING SPACES RICH  
IN DETAIL AND FULL OF CHARACTER.

ONCE INSIDE, YOU WILL FIND FULLY  
MODERNISED GENEROUS OPEN  
PLAN ACCOMMODATION WITH WELL  
CURATED SPECIFICATIONS & STATE  
OF THE ART FEATURES.

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Townhouse interior at Elevate's 'Saint Paul's' residences, Birmingham



Made to measure interior detailing

## TOP DRAWER

DESIGN BY ELEVATE



Penthouse interior at Elevate's 'Concord House', Birmingham

The inner workings at Heaton House are perfectly judged.

These are tastefully crafted living spaces made with purpose and with exemplary aesthetics.



Penthouse interior at Elevate's 'Concord House', Birmingham



Townhouse kitchen diner interior



Our open plan designer-led interiors are an eye-catching statement and the place from which to enjoy the perfect work-life balance.

Townhouse interior details at Elevate's 'Saint Paul's' development, Birmingham



# TOWNHOUSE

## SPECIFICATION

Services	All mains services connected.
Heating and hot water	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.

# HEATON

## HOUSE





Double bedroom apartment interior

# APARTMENT

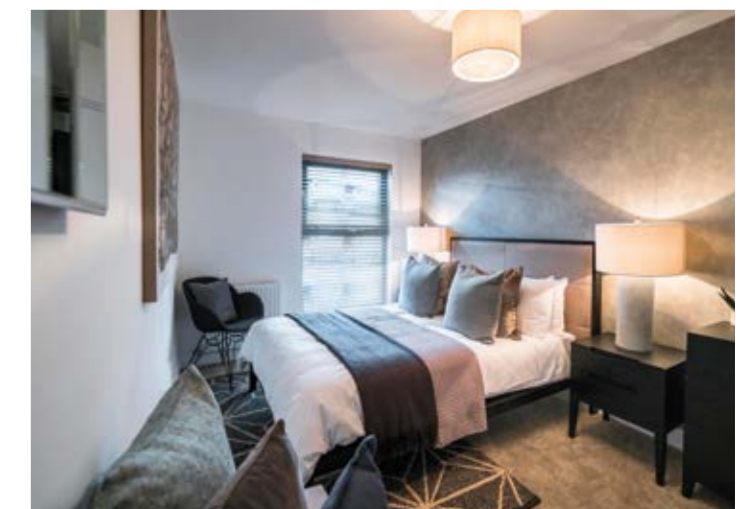
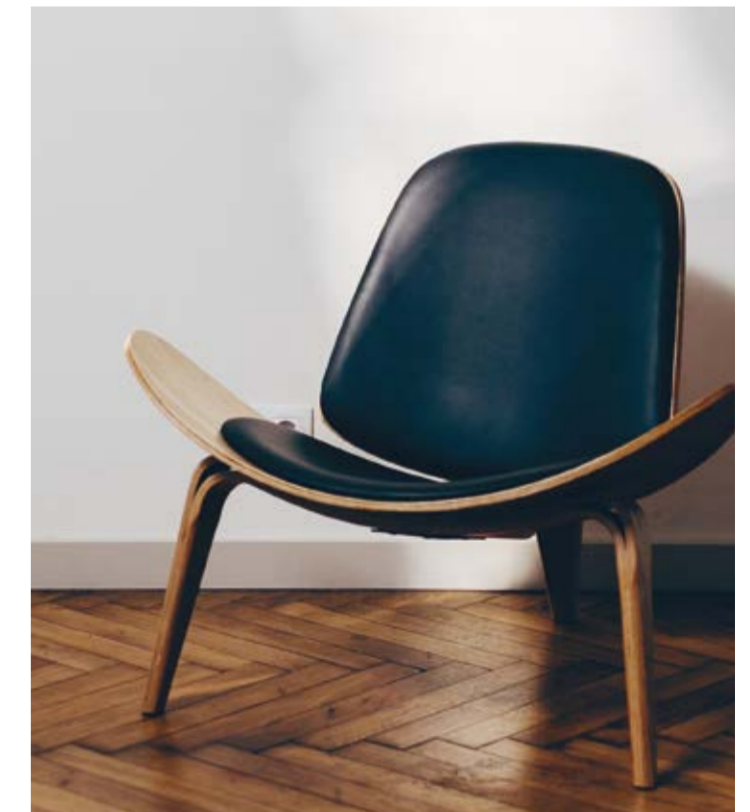
## SPECIFICATION

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 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.
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 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.

HEATON  
HOUSE



Carefully curated living spaces transition seamlessly reflecting the composure and confidence of the building's facade, whilst contemporary styling instils a feeling that this has been designed with you in mind.





# GRAFT & CRAFT

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B1 3BZ

# 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.

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EASTSIDE  
(BY FOOT)

MILLENIUM POINT &  
HS2 CURZON STATION  
30 MINS

# HEATON

HOUSE

SNOW HILL  
STATION  
15 MINS

BUSINESS  
DISTRICT  
16 MINS

SOUTHSIDE  
(BY FOOT)

BULLRING  
SHOPPING AREA  
22 MINS

GRAND CENTRAL  
STATION  
19 MINS

CITY CENTRE  
(BY FOOT)

PARADISE B'HAM  
& MAILBOX  
20 MINS

LIBRARY OF B'HAM  
SYMPHONY HALL  
BRINDLEYPLACE  
12 MINS



# JEWELLERY

## QUARTER



## SOCIAL

- 01 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
- 15 Cool Pilates
- 16 Post Office
- 17 The Big Peg (Workspace)
- 18 Tesco
- 19 University College Birmingham
- 20 Hive Bakery
- 21 JQ Station (Rail)
- 22 Snow Hill Station (Rail)
- 23 ST Paul's Tram Stop

# HEATON

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Ludgate Hill, Jewellery Quarter



Pig & Tail Craft Bar



Saint Kitchen

## 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.



Hive Cafe & Bakery





## HOME GROWN

### THE LOCALS



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.





JQ industrial heritage



JQ canal walkways

# INDUSTRIAL ESCAPISM

## THE HERITAGE

JQ takes you places. Through the fabric of the local architecture to the twist and turns of the towpaths 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.

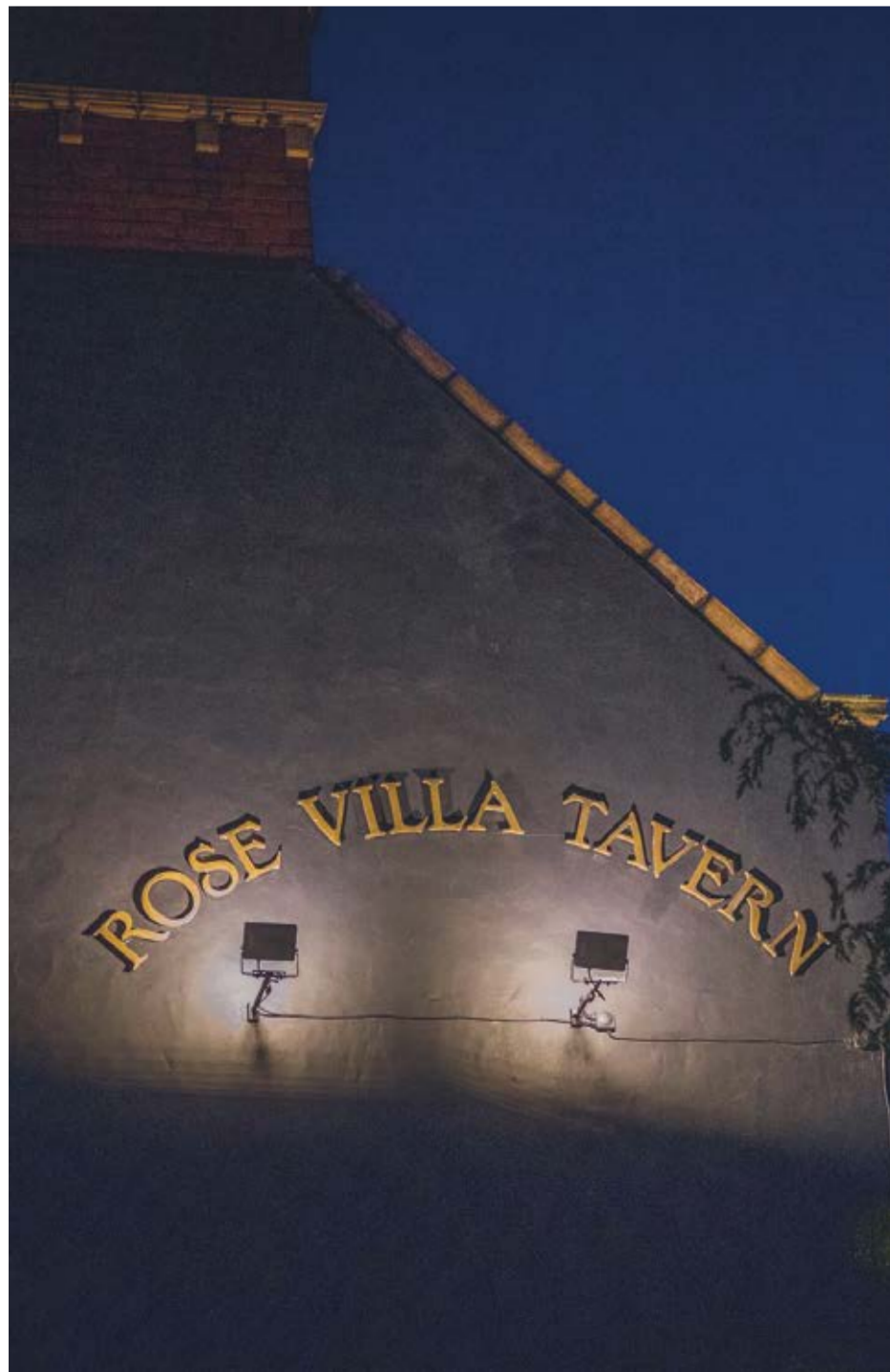




Georgian heritage, St Paul's Square



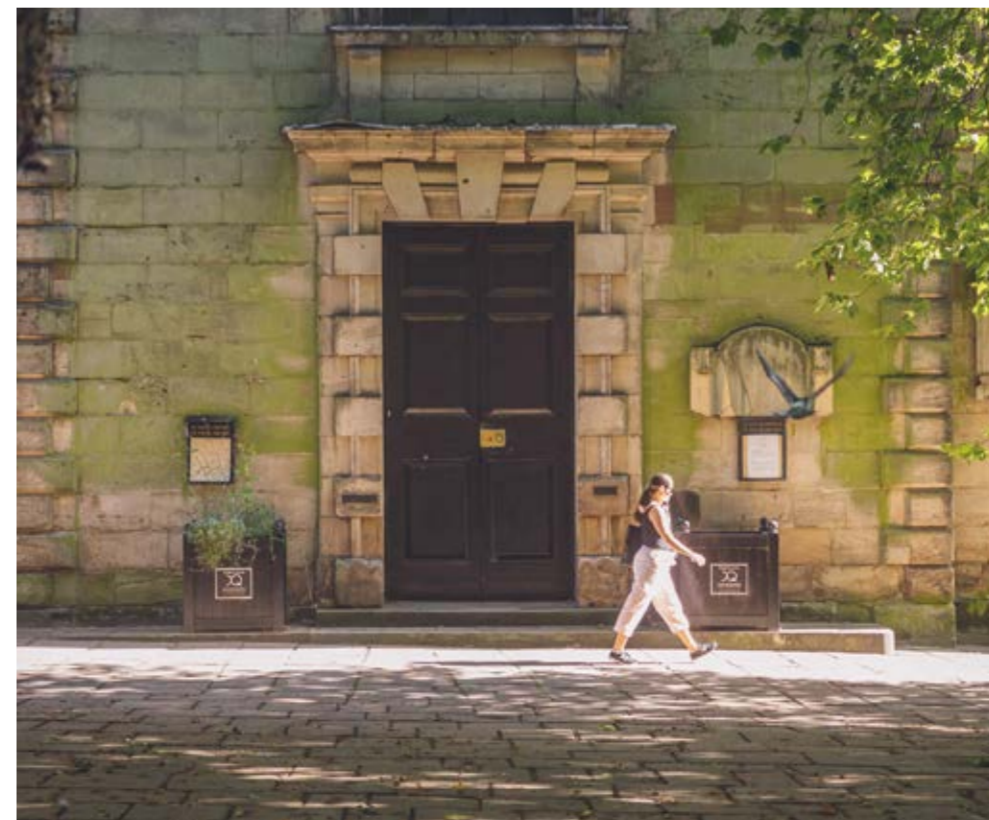
1000 Trades



Rose Villa Tavern



The Rectory, St Paul's Square



St Paul's Church



Michelin-starred Opheem



HOPE & GLORY

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1840

# BIRMINGHAM

SINCE THE INCORPORATION OF BIRMINGHAM AS A BOROUGH IN 1838, IT'S BEEN A PLACE OF ENDEAVOUR & ENTERPRISE. A PAST THAT INFORMS ITS PRESENT BUT NO LONGER DEFINES IT.

WITH ITS BLEND OF 'WORKSHOP OF THE WORLD' HERITAGE, BIG BUSINESS, NICHE BRANDS, CREATIVE HUBS, AND MODERN CULTURE, MAKING IT EVERMORE RELEVANT, IT'S EMBRACING CHANGE & MAKING A NEW ENTRY INTO THE HISTORY BOOKS.

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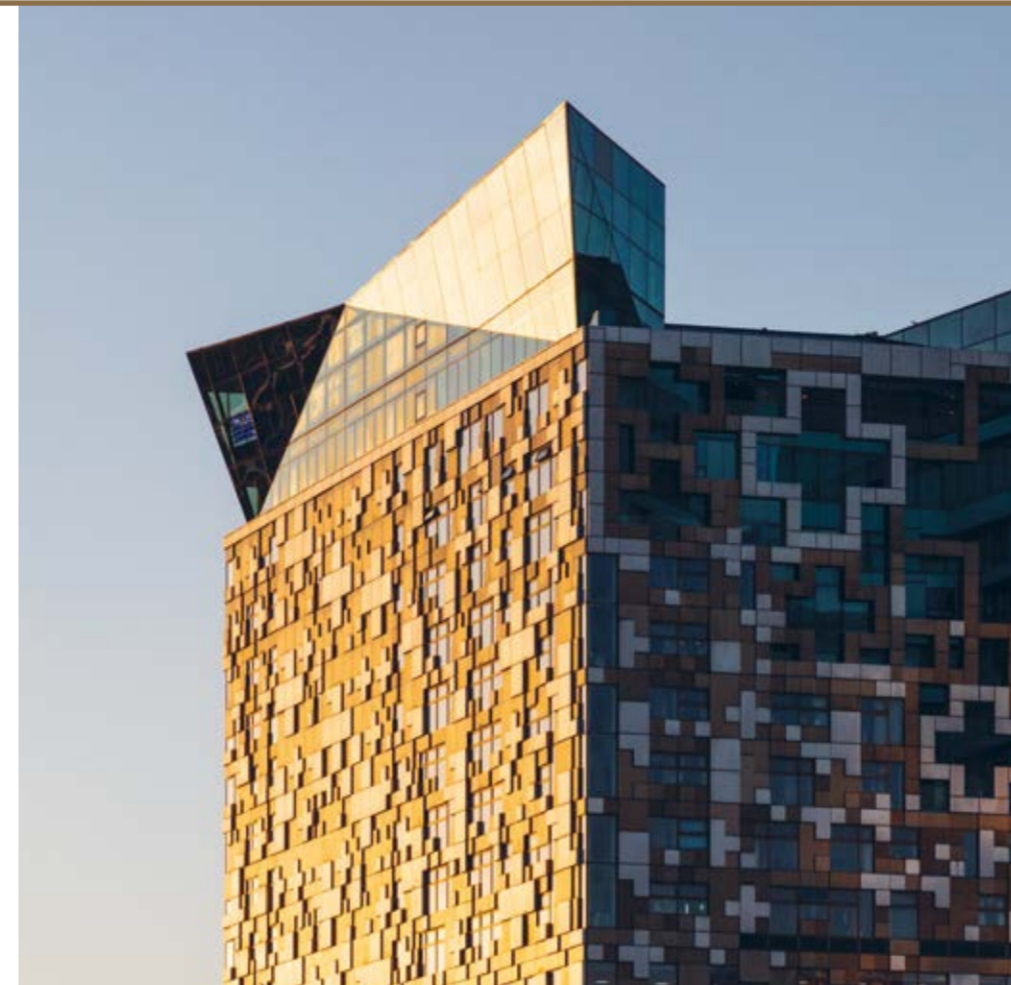




Pintxos Tapas, Colmore District

# POWERHOUSE

SINCE 1838



## £14BN

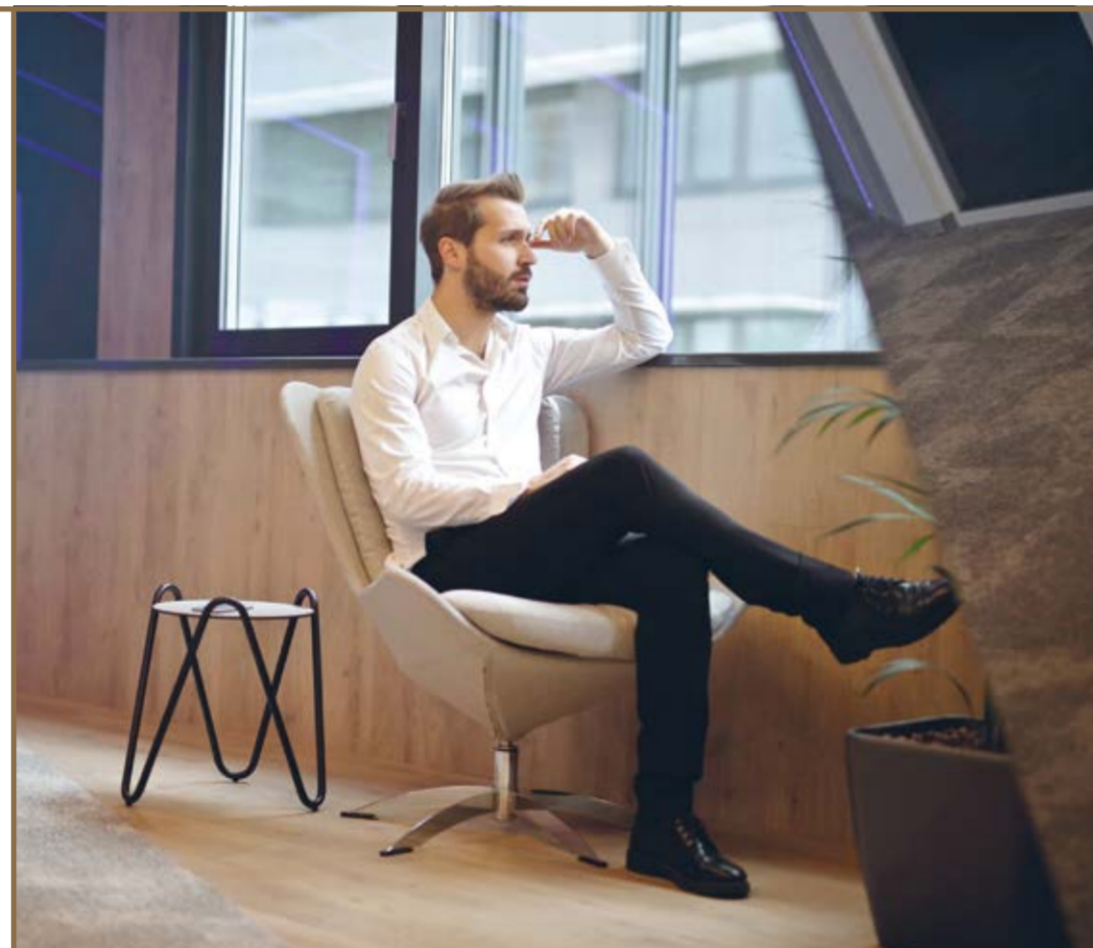
### CONNECTIVITY

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

## 1ST

### BUSINESS

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



## £8BN

### 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.



## 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

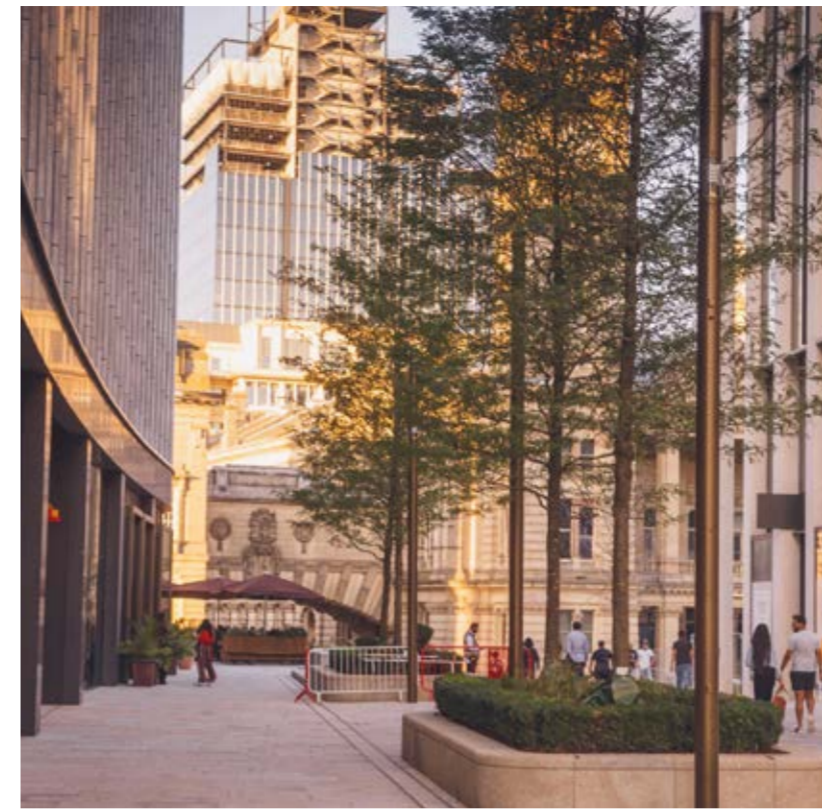
### OPPORTUNITY

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





The Alchemist



Paradise Birmingham



Hotel du Vin



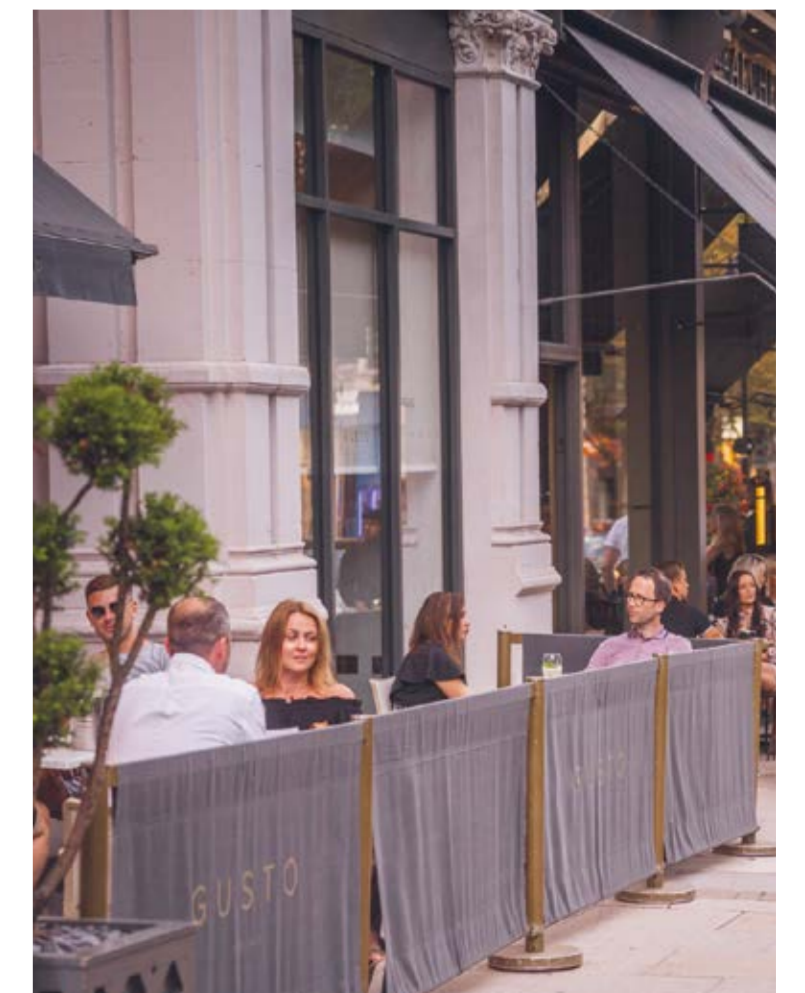
Adam's Restaurant



Ikon Gallery



The Grand Hotel



Gusto

# FORWARD

SINCE 1838

This is a city rightly proud of its place in the world. Confident and bold it no longer lives in the shadows of others. Its innovation of yesteryear links to its forward thinking of today.

Alongside its picturesque canals and thriving commercial sector, is an unrivalled edit of gastronomy (Purnell's, The Ivy, Dishoom, Adam's, Oyster Club), cultural highs (Ikon Gallery, Library of Birmingham, Symphony Hall) and a clutch of relative new comers (The Alchemist, The Grand Hotel, Paradise B'ham), all making their own unique contribution to city life.



THE  
CANAL HOUSE



Clements & Church Tailors



Grand Central Station



Gaucho Argentinian Steak House



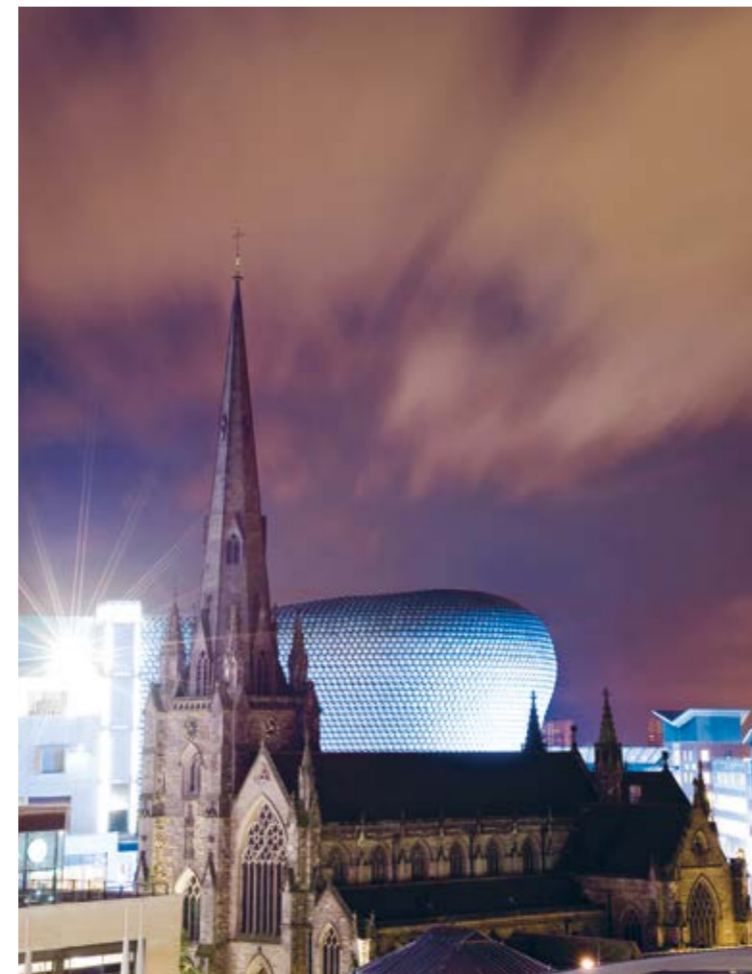
Library of Birmingham



Harvey Nichols



Birmingham Royal Ballet



Selfridges

# GLITTERING

## PRIZE

Birmingham is a place that never stands still. From highbrow culture (Royal Ballet), big name shopping destinations (Bullring, Grand Central, The Mailbox, Selfridges, Harvey Nichols), to cult underground favourites (Wine Freedom, Provide, Bonehead), people are discovering Birmingham delivers everything you want from a London lifestyle at a rate that's much more reasonable.







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