


EASTSIDE BIRMINGHAM

SMITHFIELD LOFTS

PHASE II



EST 1817

A historical black and white photograph of a busy street market. In the foreground, a large crowd of people is gathered, many wearing hats and coats. Several vintage buses and cars are visible on the street. In the background, a large, ornate Gothic-style church with a prominent clock tower and spires dominates the skyline. The overall scene depicts a bustling urban environment from the early 20th century.

1817 - 2023

Over *200 years* of History,
6 years in the making...
this is Smithfield *Lofts*

The image shows a close-up, low-angle view of a modern multi-story brick building. The facade is composed of reddish-brown bricks with a prominent grid pattern of windows. The windows are dark-framed and arranged in a staggered, grid-like fashion. The brickwork is highly textured and detailed, with decorative elements like raised brick bands and recessed panels. The lighting is bright, creating strong shadows and highlights on the brick surfaces.

SMITHFIELD LOFTS

EASTSIDE

SMITHFIELD LOFTS

An extraordinary
collection of brand new
1 and 2 bedroom residences
in the heart of *Birmingham's*
B5 Eastside district.

PROSPERITY LIVING COLLECTION





SMITHFIELD LOFTS

WELCOME TO OUR COLLECTION OF
LOFT-STYLE RESIDENCES CURATED WITH
AN AESTHETIC OF SLEEK, MODERN STYLE.
EXPANSIVE, LIGHT-FILLED, LUXURIOUS
HOMES BUILT FOR A NEW GENERATION OF
LIVING; ONE DESIGNED FOR FREEDOM AND
GROWTH, STYLE AND EASE. POSITIONED
IN THE SINGLE MOST CONNECTED
LOCATION OF THE CITY.

EASTSIDE

SMITHFIELD LOFTS 1817 • SMITHFIELD LOFTS 1817 • SMITHFIELD LOFTS 1817



SMITHFIELD LOFTS



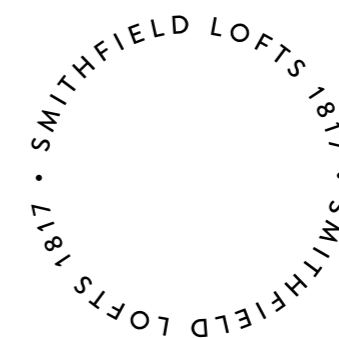
SMITHFIELD LOFTS

Never *leave* home

Smithfield Lofts will bring the finest standards of purpose built residential living to one of the UK's most important and exciting cities.

One of the UK's most important international trade and business cities with one of the fastest growing economies in the country makes for an enticing opportunity for owners and investors alike. Currently, the UK's strongest investment city in the country, Birmingham's profile will grow exponentially in the coming years, much of this activity centred around the new 'city core' of Smithfield.

Smithfield will be a dynamic place with something for everyone. At its heart will be the new market alongside a festival square and new cultural spaces, business and leisure space, including hotels, cafés, restaurants and bars. The Green space at Smithfield Park will provide new and improved walking and cycling routes, as well as a green pedestrian boulevard helping to connect the Bull Ring to the wider city centre and sustainable transport connections.





SMITHFIELD LOFTS



SMITHFIELD LOFTS

Nº 1

THE HISTORY

SMITHFIELD LOFTS

Nº 1

THE HISTORY

Smithfield was the name of the iconic wholesale market site in the town center from 1817. The site of a former manor house, it was the place where livestock and other farm produce were traded in various streets up until the advent of the Bull Ring Development projects in the mid 1960's.

Inspired by a pioneering past of industry and endeavour, Prosperity Living will build a modern landmark that honours and celebrates this proud heritage, creating a place and community for like-minded individuals that's curated for modern living.

Rooted in history and influenced by New York's iconic Meatpacking District the Smithfield Lofts concept will provide a vibrant urban lifestyle woven into the city's prospering cultural quarter. A great place to submerge yourself in a fusion of city living, hip independents, premier dining and world class arts.



A historical black and white photograph of a busy street in Birmingham, England. The street is filled with people, horse-drawn carriages, and a tram. Buildings line the street, many with signs for businesses like 'READ'S TEA', 'COFFEE HOUSE', and 'MITCHELL'S'. The scene captures the bustling atmosphere of a 19th-century industrial city.

SMITHFIELD LOFTS

Iconic *New York* style
that's distinctively
Birmingham



SMITHFIELD LOFTS

Nº 2

THE VISION

SMITHFIELD LOFTS

A thoughtful blend of
industrial-luxe design
and 21st century *style*







SMITHFIELD LOFTS

Nº 2

THE VISION

Smithfield Lofts is an expertly crafted living, working and social space with state-of-the-art amenities including high grade, 5-star hotel standard concierge, residents' gym, shared lounge, outside gardens, flexible workspace and meeting rooms, free high-grade Wi-Fi, roof terrace, cinema, and games room.

With panoramic views of the city, Smithfield Lofts embodies the values of its creators and its community; all-encompassing work and lifestyle balance. Be involved, be private, dip in and out. It's your space. Train with friends, with groups or go solo in the onsite gym, book the cinema with friends for the best movies, sports, and events. Relax and unwind in one of our resident lounges or on our private roof terraces.

Coffee? No problem. Need some quiet so you can focus? You got it. A space to collaborate or a serious meeting? It's all here.



Where the *living is easy*

Features

- 24hr Concierge
- Residents' Lounge
- Gym & Cinema
- Sky terrace
- Dining Occasion Kitchen
- Landscaped gardens and terraces
- Co-working space & Quiet room

SMITHFIELD LOFTS

Designed for a modern connected lifestyle, Smithfield Lofts is dressed to impress.

The design and building materials have been carefully selected to reflect the surrounding mixed character of the area ensuring Smithfield Lofts is in tune with the surrounding cityscape.

A modern selection of natural colour schemes, designer fixtures and quality finishes result in apartments that are focused on comfort.





SMITHFIELD LOFTS

A world of *healthy living*
where your *every* need
is taken *care* of





SMITHFIELD LOFTS

A new chapter

Achieve the art of balanced living with communal spaces that harmoniously connect work, friends, individual pursuits, creativity, and our universal desire to bring good to the community around us. Both inside and out, amenity areas provide room to cook and host, spend time with loved ones, learn a new skill, and reflect on another day well lived. With amenities that encourage creativity and curiosity, as well as meditation and mindfulness, discover a world that supports growth in all areas of life.



SMITHFIELD LOFTS

Smithfield Lofts reimagines the way we experience life. With indoor and outdoor amenity spaces bringing limitless possibility to your doorstep. An expansive sun-filled residents' lounge boasts comfortable seating, a professional demonstration kitchen, a TV and comfy seating areas. Or head out to beautifully landscaped outdoor space lush with greenery, gardens and lounge seating.

Space to *Think* Space to *Grow*

Features

- Residents' Lounge
- Sky terrace
- Dining Occasion Kitchen
- Landscaped gardens and terraces
- Co-working space & Quiet room





SMITHFIELD LOFTS



Always at
your service

Features

- State-of-the-art fitness studio
- Cinema & TV lounge area
- Live/work lounge & private working booths
- 24hr Concierge

SMITHFIELD LOFTS

Every need has been considered and every desire has been met in creating a home that provides a world of balanced, healthy living.

From conveniences at your fingertips to solutions for your soul, vast amenity spaces are designed to foster creativity and curiosity, mindfulness and meditation, fitness and play.





SMITHFIELD LOFTS



SMITHFIELD LOFTS

Be on the inside - it's your community of like-minded people where you can get involved with as little or as much as you want. Train with friends, groups or solo in the on-site gym, book the cinema for all the best movies, sports, and events. Relax and unwind in one of our residents' lounges or private roof terraces.

*It's your
community*





SMITHFIELD LOFTS



SMITHFIELD LOFTS

Nº 3

THE EXPERIENCE

SMITHFIELD LOFTS

Nº 3

THE EXPERIENCE

Already established as a prosperous, high-growth investment city, it's Birmingham's future growth projections and key infrastructure projects that make it such an exciting investment location for global investors.

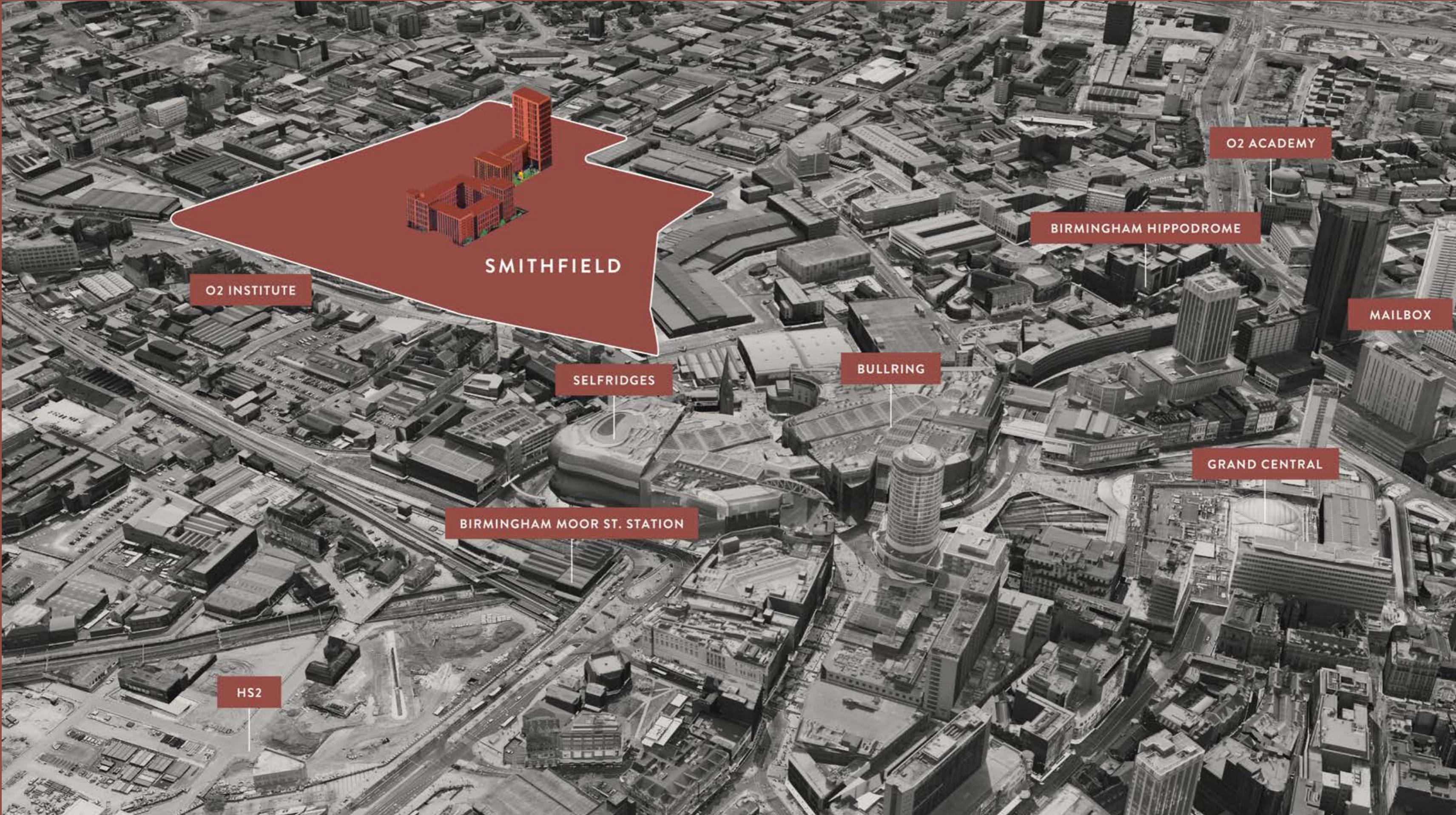
Located just minutes from the central finance and leisure district, Smithfield Lofts will be at the heart of an exclusive new neighbourhood in the thriving creative quarter of Digbeth, Birmingham's former industrial heartland and part of the vibrant Eastside District.

A place currently undergoing a once in a generation transformation, the £1.9bn Smithfield regeneration project will be pivotal in the wider, long-term regeneration of Birmingham. The scheme will provide a new home for the city's historic Bull Ring markets, outstanding new leisure and cultural spaces, including a festival square and landscaped park, integrated public transport, and thousands of new community facilities.

The site will be an international destination, created and shaped by local people – building upon a rich diversity in the city and providing a place for Birmingham's communities to come together and share experiences and new ideas.



SMITHFIELD LOCATION



SMITHFIELD LOFTS

If life's for *living* then
make it unforgettable



SMITHFIELD LOFTS



20

21

Coffee 1

Coffee 1





SMITHFIELD LOFTS

Smithfield will be a dynamic place with something for everyone. At its heart will be the new market alongside a festival square and new cultural spaces that will allow Birmingham's musical and artistic communities to come together.

Alongside the new market and festival square will be business and leisure space, including hotels, cafés, restaurants and bars, helping to create a range of new employment opportunities with an estimated 8,000 jobs.

The plans also include space for over 3,000 sustainable and modern homes in a green setting, supported by a range of community facilities and green space at Smithfield Park, which will improve wellbeing and biodiversity.

Be at home
to *prosperity*





INNOVATIVE

Digbeth is a Birmingham neighbourhood with limitless potential. Tanneries and blacksmiths have given way to film production, gaming and creative agencies - this is a place that celebrates the industrious, the individual and the inventive spirit.



ILLUSTRIOUS

A location defined by choice and luxury. From the desirable brands at the Bullring & Grand Central, Harvey Nichols, Selfridges and Mailbox to the beautiful arcades and independents and historic markets in Digbeth, Birmingham is a shopper's paradise with plenty of great café bars and restaurants to ensure you stay relaxed and refreshed.



INTERNATIONAL

From global businesses to British greats, Birmingham has seen names as RBS, HSBC, Goldman Sachs, KPMG and Deutsche Bank make this their home. No longer seen as just the UK's 'second city', Birmingham's now first-class for big business.



INSPIRING

Brainchild of Peaky Blinders creator Steven Knight 'Brummiewood' in Digbeth, will be a multi million pound media village comprising of film and TV studios, and space for houses, bars and restaurants. The 39 acres earmarked for the media village will be 'a two minute walk' from the proposed Birmingham Curzon Street HS2 station.



Time to get *on board*

Smithfield will be the main beneficiary of a number of key infrastructure projects such as High-Speed 2 (HS2) and the conclusion of the city's Metro lines which will accelerate the growth of the city's economy, population, and – subsequently – its property market. The time to secure assets in Smithfield Birmingham is now.



Improvements to accessibility will see Smithfield gratefully absorbed into the heart of Birmingham's city centre, including the creation of walking and cycling routes, as well as a green pedestrian boulevard helping to connect the Bull Ring to the wider city centre and sustainable transport connections.

The city of Birmingham is now set to be the primary beneficiary of the HS 2 High Speed train link:

- Journey times between London and Birmingham reduced to just 49 minutes.
- A GBP 4 billion increase in Birmingham's economic output per year.
- 50,000 additional jobs in the West Midlands (26,000 of which would be in Birmingham/Solihull).
- Average price increases of 7% per annum since 2017 and set to continue in an upward trajectory for many years to come.



SMITHFIELD LOFTS

EASTSIDE

WHY INVEST

Strength in numbers

21.7%

5-year average property price growth in the West Midlands forecast at 21.7% to 2024.

Savills

HS2

A GBP £4 billion increase in Birmingham's economic output per year and 50,000 additional jobs in the West Midlands (26,000 of which would be in Birmingham).

Birmingham.gov.uk

£31.9bn

Home to a GBP £31.9 billion economy, the largest city economy outside of London, Birmingham is established as a prosperous, high-growth investment city.

19.5%

Average cumulative property price growth in Birmingham is forecast at 19.5% 2021-2025 (average cumulative growth for the UK during the same time period is 14.5%).

Jones Lang Lasalle

89,000

Undersupply driving growth for investors - Birmingham needs 89,000 new homes between 2011 and 2031.

Savills

75%

75% of 'city core inhabitants' aged under 35-years-old. Prosperity Living's key target market.

Prosperity Living

40%

40% of Birmingham's population is aged under 25-years-old. The youngest major city in Europe.

Knight Frank

6%

With the brand, central location, and facilities that will command a premium rental rate there will be a predicted 6% annual yield.

Prosperity Living

50%

50% graduate retention rate meaning subdued development activity in recent years has exacerbated the demand for rental accommodation in the city centre.

Savills

12%

Cumulative average rent growth forecast 2021-2025.

Jones Lang Lasalle



Birmingham Lifestyles

Smithfield serves up a lifestyle that delivers at the highest level. Whilst it delivers big on distinguished culture and five star leisure it's also intimate, with a real sense of community, even for a city this size. It's a shared living experience and it's perfect for professionals and individuals who appreciate the finer things in life.

SMITHFIELD LOFTS

EASTSIDE

SIGNAGE

SIGNAGE

1

4

MEAT AND C

FRUITS VEG

YOGURT



SMITHFIELD LOFTS

EASTSIDE



PROSPERITY

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