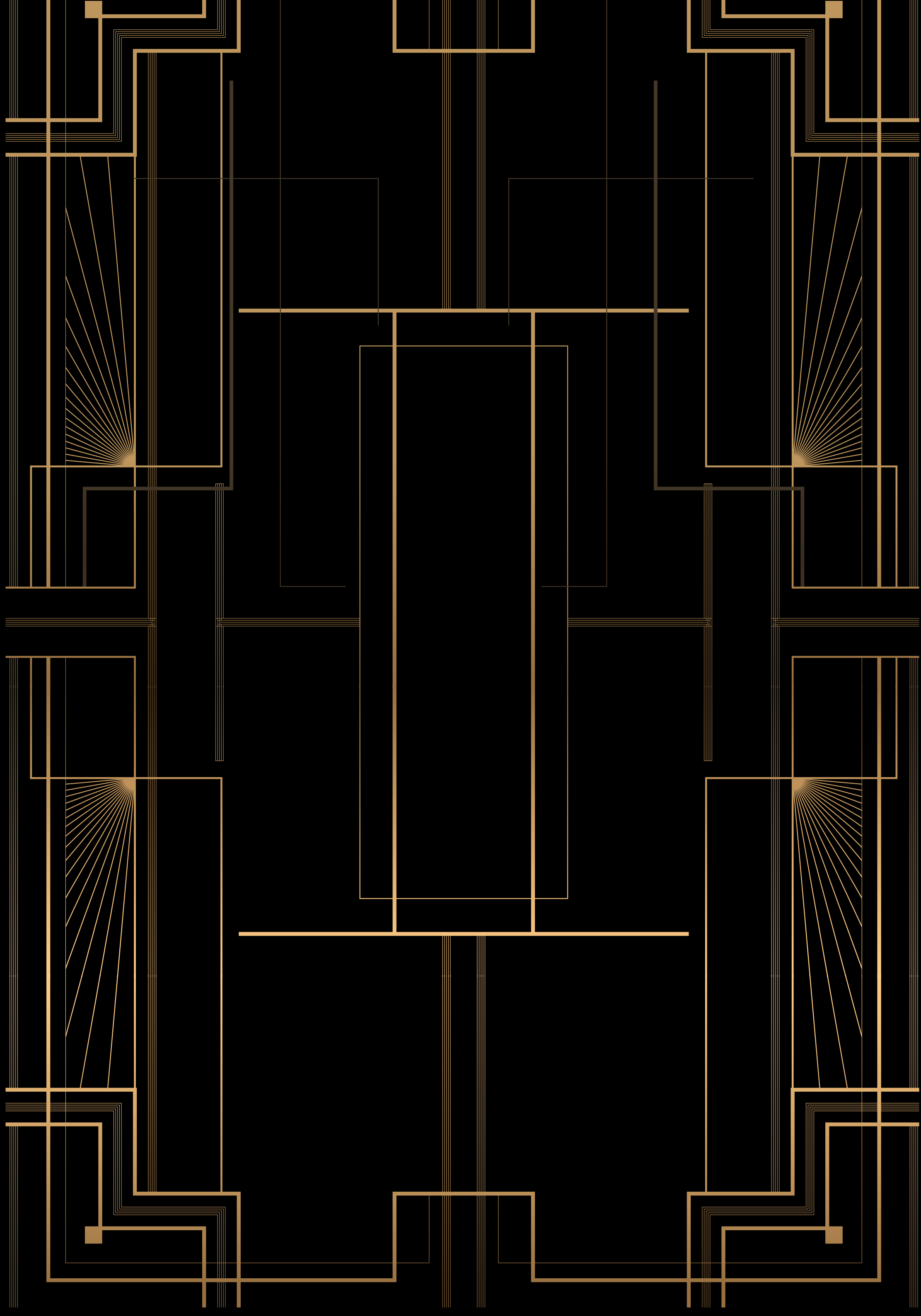




No
30

ST PAULS

ST PAUL'S SQUARE
JEWELLERY QUARTER



No
30
ST PAULS

ESTD
1850

BIRMINGHAM

Nº.30
ST PAULS

STAY
GOLDEN

ONE OF OUR OWN

Nº. 30
ST PAULS



30 St Pauls - Front Elevation overlooking St Paul's Square & St Paul's Church

AN EXCLUSIVE DEVELOPMENT BY ELEVATE

MIDLANDS RESIDENTIAL
DEVELOPER OF THE YEAR

We bring new meaning to historical landmarks
to reignite neighbourhoods and make
communities feel proud of their heritage.

Our residences are synonymous with exclusive
locations, design excellence, and exceptional
craftsmanship. 30 St Pauls will perfectly embody
these principles, blending the timeless with the
contemporary. As long-time admirers, we've always
felt a special connection to this property – it sits
next to our Headquarters on St Paul's Square.
It's one of our own. The privilege is all ours.



ELEVATE



Nº.30
ST PAULS

SOMETIMES HISTORY CARVES
OUT A GEM THAT USHERS
IN A NEW ERA OF
GENTRIFIED LIVING

THE MAYFAIR LIFESTYLE



QUALITY GOODS

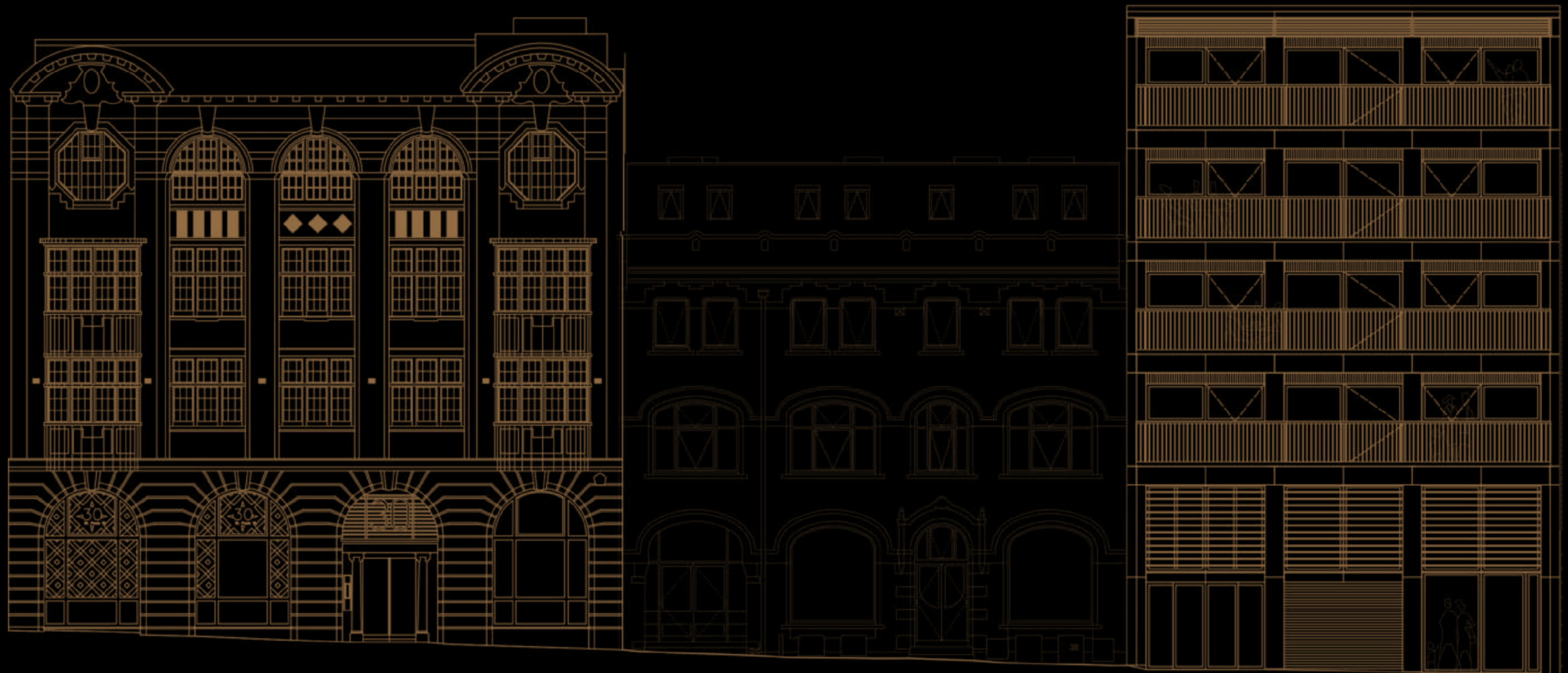
THE MAYFAIR LIFESTYLE

The regeneration of 30 St Pauls by Residential Developer of the Year, Elevate Property Group, into 58 high-end apartments will bring the Mayfair lifestyle to Birmingham's most desirable neighbourhood. Overlooking the church on a quiet corner of St Paul's Square - the sole surviving Georgian Square in Birmingham - 30 St Pauls represents a refined blend of tradition and modernity that epitomises the Jewellery Quarter.

Nestled amongst Grade II buildings, 30 St Pauls will be a hallmark of style. A distinguished blend of Georgian heritage and contemporary architecture that's the best of both worlds. It represents a rare opportunity to own a piece of local history in a neighbourhood that's more than just a backdrop, it's a character in its own right.

Nº. 30 ST PAULS

Nº.30
ST PAULS



Nº.30 ST PAULS

Nº.30 ST PAULS





Nº. 30
ST PAULS



TRADITIONAL - CIRCA 1850



CONTEMPORARY - CIRCA 1990

Nº.30
ST PAULS

1850

HONOUR HISTORY

Nº. 30
ST PAULS

MADE IN
BIRMINGHAM



THE GOLDEN AGE

30 St Pauls was forged by Birmingham's wealthy industrial merchants and local craftsmen. Positioned at the northern corner of St Paul's Square, the building sits in a district historically known for its metalworking and jewellery trade.

Originally a warehouse for the Cambrian Button Works in the mid-1800s, it later became a silversmith workshop for William Neale & Sons Ltd around 1910. The hallmark piece of Williams Neale & Sons Ltd is an Art Deco-inspired compact mirror, a design that mirrors the Art Deco elements also found in the building's architecture. By the 1940s, it housed the rivet maker Linread Ltd.

The building continued to contribute to the area's industrial legacy until the 1980s, when it served as the base for local electroplaters William Smith Ltd.

At the turn of the 21st century, a major refurbishment brought contemporary features to the building receiving the local RIBA West Midlands award for its architectural vernacular—the essence of the 1990s 'high-tech' architectural movement—whilst maintaining its unique historic character.

Nº. 30 ST PAULS



ARCHIVES

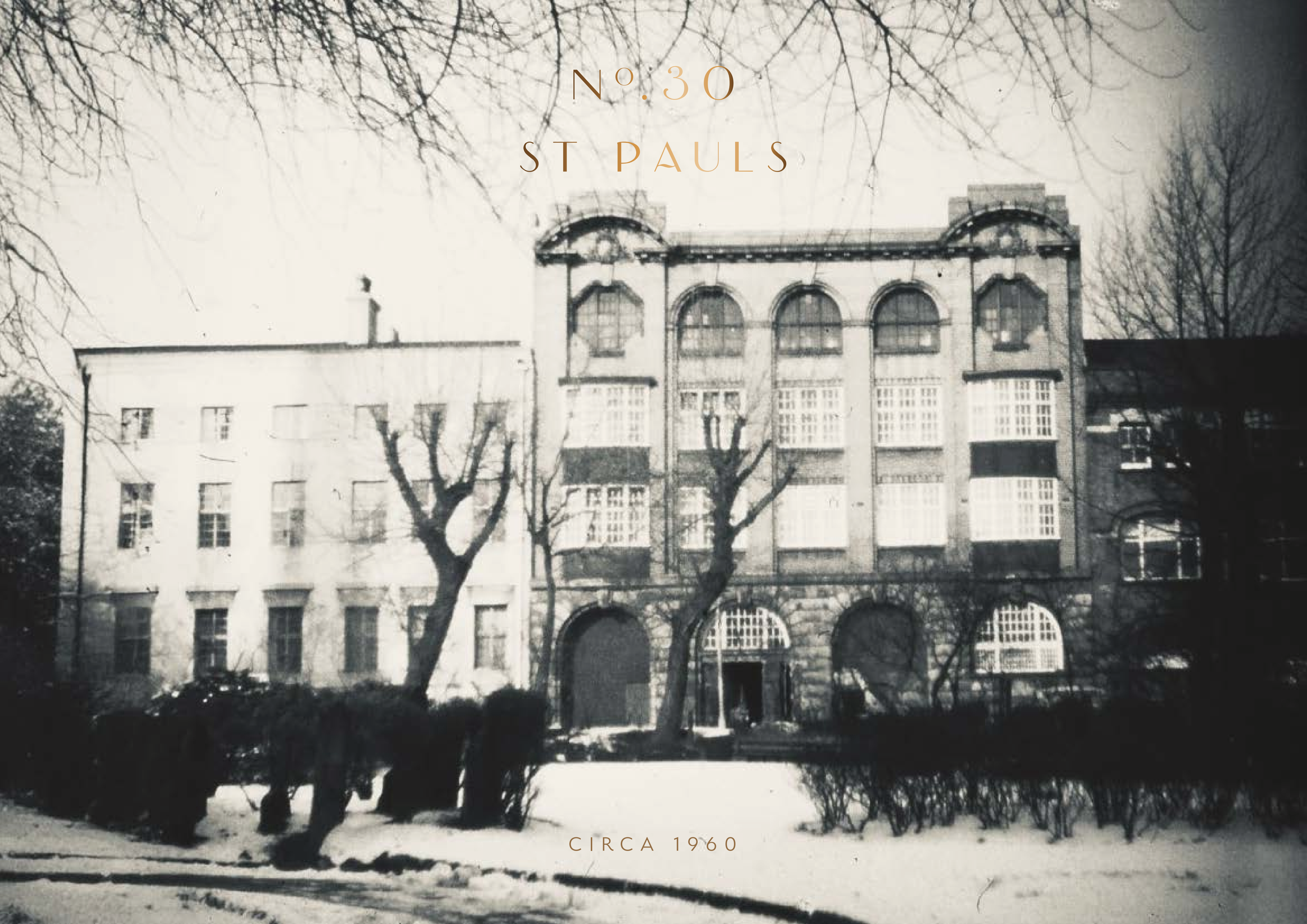


JEWELLERY QUARTER PLATERS & GILDERS



ST PAUL'S SQUARE

Nº. 30
ST PAULS



CIRCA 1960

Nº.30
ST PAULS

2025

THE HALLMARK OF STYLE

Nº.30
ST PAULS

THE MAYFAIR

LIFESTYLE

Nº.30
ST PAULS

STAY
EXCLUSIVE

ONE OF OUR OWN

Nº.30
ST PAULS

EXCLUSIVITY IS THE ORDER
OF THE DAY AT 30 ST PAULS,
BECAUSE ORDINARY... IS
FOR EVERYBODY ELSE

DESIRABLE FOR OVER 200 YEARS



Nº.30 ST PAULS

Welcome to 30 St Pauls on St Paul's Square - a sensitive restoration that will breathe new life into a location that has been desirable for over 200 years. 30 St Pauls is comprised of 58 high-end one, two, three bed apartments, two penthouses and will represent the most exclusive address in the centre of Birmingham's historic Jewellery Quarter.

Just as the Jewellery Quarter focuses on the preservation of heritage, so too will 30 St Pauls.

The facade of the traditional building will remain true to its original roots complemented by the dynamic contemporary architecture that gives the development its distinctive dual character.

Nº. 30 ST PAULS

THE GOLD STANDARD

30 St Pauls is a building that moves with the times. The apartments that sit within the contemporary part of 30 St Pauls will feature private terraces, some apartments offering sweeping views of St Paul's church, the leafy square and the grand architecture that the Jewellery Quarter is renowned for.

30 St Pauls will be bespoke on every level. Designed for those that want to live in a home that reflects the affluent nature and cultural significance of their surroundings.

A rare opportunity to enjoy a Mayfair lifestyle at the centre of one of Birmingham's most exclusive locations.

Nº. 30 ST PAULS



Nº.30
ST PAULS



RESIDENTS COURTYARD





HIDDEN GEM

30 St Pauls lives up to its promise. Residents will experience the perfect blend of a high-end urban village alongside the boundless opportunities of a modern city just a short walk away.

The landscaped courtyard will be a tranquil haven for residents to relax in. An outdoor communal space that builds a sense of belonging.

Those who choose to call 30 St Pauls home will be part of the city's thriving community of professionals and individuals seeking a stylish and forward-thinking place to live.

Nº. 30 ST PAULS



№.30
ST PAULS
INTERIORS



№.30
ST PAULS
INTERIORS





Nº.30
ST PAULS
INTERIORS



Nº.30
ST PAULS
INTERIORS





SPECIFICATION

SERVICES

Electric and water to each apartment with drainage connected to mains.

HEATING & HOT WATER

Electric heating throughout with stylish WiFi controlled panel heaters, hot water cylinder with electric immersion provided by air source heat pump with heat exchanger. MVHR ventilation system per unit.

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.

SANITARY WARE

Villeroy & Boch sanitaryware and 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 & ARCHITRAVE

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

CERAMIC TILING

High quality ceramic tiles to bathrooms and part tiled walls in wet areas.

FLOORING

Carpets in bedrooms and LVT 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

Keypad entry to communal entrance with video intercom access from apartments, with CCTV monitoring of entrances.

TV DISTRIBUTION

Digital aerial and Freeview signal distribution to TV point in living room and bedroom.

TELEPHONE & DATA

Virgin/BT fibre cable to a single outlet in living room.

Nº.30
ST PAULS

THE JEWELLERY
QUARTER &
BIRMINGHAM

FORWARD SINCE 1839

Nº.30
ST PAULS

THE EPITOME OF HIGH-END
LIVING IN A NEIGHBOURHOOD
RENOWNED FOR ITS QUALITY,
AND EXCEPTIONAL LIFESTYLE.

THE TOP BRASS



JEWEL IN THE CROWN

Experience a *Mayfair* lifestyle in the epicentre of one of Birmingham's most desirable locations, the Jewellery Quarter (JQ). Recognised as one of the most affluent areas in the city, it's a refined living experience that delivers the best of both worlds.

A luxurious retreat from the hustle of the city, which is just 10 minutes walk away. 30 St Pauls is surrounded by green squares, fine dining experiences, baristas, breweries and boutiques - a place where art school meets old school.

The 'JQ' celebrates its golden times and the trailblazing spirit of yesteryear continues to this very day.

Nº. 30 ST PAULS

JEWELLERY QUARTER, BIRMINGHAM
NAMED AS ONE OF THE UK'S

BEST PLACES TO LIVE


THE SUNDAY TIMES

ST PAUL'S SQUARE, JEWELLERY QUARTER



ST PAUL'S SQUARE



THE IVY, CITY CENTRE



SAINT PAULS HOUSE, ST PAUL'S SQUARE



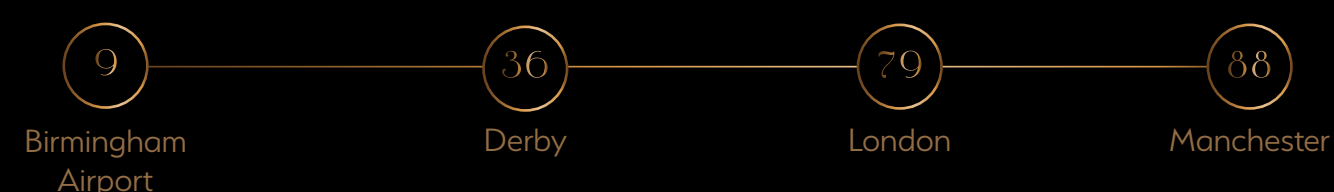
THE GRAND HOTEL, BIRMINGHAM

WHEEL OF FORTUNE

As one of the most central locations in the UK, Birmingham relies on the strength of its transport links and they provide convenience for residents of 30 St Pauls who enjoy exceptional connectivity with St Pauls tramline station just a few minutes walk away. Rail lines link from New Street, Snow Hill and Jewellery Quarter stations, international flights from Birmingham International Airport and accessibility to the city and the wider West Midlands via the Midlands Metro tramline.

TIME IN MINUTES

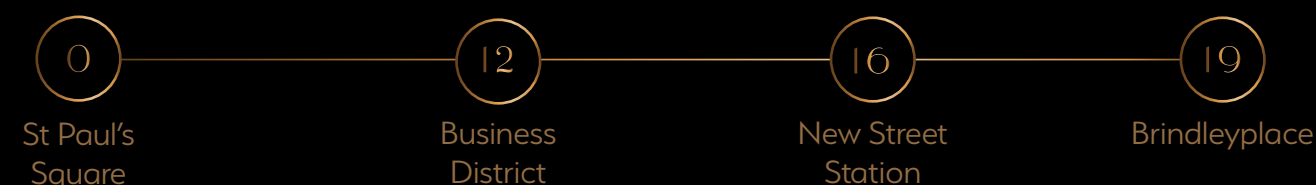
RAIL BIRMINGHAM NEW STREET



RAIL BIRMINGHAM SNOW HILL (5 minutes walk from St Paul's Square)



WALKING



DRIVING



Nº. 30 ST PAULS



Nº.30 ST PAULS



OUT AND ABOUT

DINING

- 01. THE IVY
- 02. ADAMS
- 03. MEDICINE BAKERY
- 04. DISHOOM
- 05. ORELLE
- 06. OPHEEM
- 07. ISAAC'S
- 08. CRAFT

BAR S

- 09. INDIAN BREWERY
- 10. ARCH 13
- 11. LOKI WINE
- 12. THE GRAND HOTEL
- 13. 1000 TRADES
- 14. ST. PAUL'S SQUARE
- 15. THE DISTILLERY
- 16. THE CANAL HOUSE

RETAIL

- 25. BULLRING & GRAND CENTRAL
- 26. HARVEY NICHOLS
- 27. APPLE
- 28. SELFRIDGES

CULTURE

- 17. ICC
- 18. SYMPHONY HALL
- 19. THE REP THEATRE
- 20. UTILITA ARENA BIRMINGHAM
- 21. NATIONAL SEA LIFE CENTRE
- 22. EVERYMAN CINEMA
- 23. O2 ACADEMY
- 24. PEN MUSEUM

BUSINESS

- 29. GOLDMAN SACHS
- 30. 103 COLMORE ROW
- 31. ARENA CENTRAL
- 32. PARADISE CIRCUS
- 33. HSBC
- 34. PWC
- 35. BRINDLEYPLACE
- 36. KPMG

A GRAND AFFAIR

Acquaint yourself with the new Birmingham, a landscape revitalised over the last decade thanks to extensive regeneration projects. A city on the cusp of becoming an international tour de force it offers world-class amenities and a desirable 'London lifestyle' that is enticing buyers, young professionals and global brands to relocate here.

It's also a place that's attractive to global investors. Birmingham will be a major hub on the new High Speed 2 (HS2) rail line, a generational infrastructure project that will link to the capital in 49 minutes. This project alone will open up Birmingham's relatively affordable property market to a whole new wave of potential buyers and renters, heavily increasing the value proposition of a buy-to-let property in the city.

Nº. 30 ST PAULS





GOLDEN PROSPECTS

Birmingham stands as the UK's second most robust business hub after London. Organisations such as Goldman Sachs, HM Revenue and Customs, PwC, Knight Frank, Deutsche Bank, and HSBC have a Birmingham base. This has significantly contributed to the city's escalating demand for properties.

The city's growing IT and creative media sector, including clusters in Digbeth and the Jewellery Quarter, injects over £18 million into the local economy and draws a substantial number of creative graduates and professionals seeking rental opportunities within the city.

These developments underscore Birmingham's dynamic business environment and its capacity to attract a diverse professional populace, thereby enhancing the city's appeal to property investors.

Nº. 30 ST PAULS



WHY INVEST?

26.4%

PRICE
GROWTH

Birmingham (and the West Midlands) is expected to see 26.4% capital growth between 2025 – 2029 (*Savills) and is JLL's 'top pick' hotspots for residential investment.

17.6%

RENTAL
GROWTH

17.6% rental growth predicted from 2025 – 2029 fuelled by a shortage of quality rental stock and ever increasing rental demand for city centre locations.

7.5K^{PA}

CITY
REDEVELOPMENT

The city attracts over 7500 high earners from London each year with an average salary mark surpassing £70,000 per annum.

2ND

LARGEST STUDENT
POPULATION

Birmingham has five Universities with the second largest student population in the UK. There are 88,000 students in the City with a third graduating each year – a huge proportion of whom stay to work/live in the City.

Source: 2019/20 intake, Liberty Living, 2019

49%

GRADUATION
RETENTION

Birmingham has the second highest graduate population with 88,000 students and the highest graduate retention rate in the country with 49% opting to stay in the city

£10BN

CITY
REDEVELOPMENT

The Big City Plan - '30 Years of Regeneration & Growth (2010-2040)' - largest regeneration project in Europe creating huge private investment in commercial and residential Real Estate

2ND

PROFESSIONAL
WORKERS

Largest economy and home to key global employers - Goldman Sachs, Deutsche Bank, PWC, Deloitte and HSBC to name a few – further strengthening the business district of Birmingham which is the 2nd largest in the UK.

HS2

FORTY-NINE
MINUTES

HS2 - dubbed the most environmentally friendly station in the world - will connect Birmingham to London in just 49 minutes



Nº. 30
ST PAULS



SHELDON BOSLEY KNIGHT

Founded in Shipston-on-Stour in 1843, the Sheldon Bosley Knight business was built on auctions and on-site farm sales. In the 180 years since, our business has survived two world wars, seen seven monarchs, successfully navigated recessions and depressions, and watched in awe as men landed on the moon. Very few UK independent businesses have the heritage we do.

Our business has also grown and developed significantly in the 180 years since we started, into an estate, land and property agency, with a team of more than 250 and trusted by thousands of happy customers.

We now have 10 specialist departments – residential sales, residential lettings, commercial property, block management, new homes, rural land agency, surveys, planning and architecture, auctions and strategic land and development – operating in offices across the Midlands and are proud to be embedded in the local communities we serve.

Sheldon Bosley Knight is a referral agent only and accepts no liability for construction, specification, or completion. All information is provided by the developer and subject to change. Independent advice is strongly recommended before exchange. Specification can vary and can be subject to change.

DISCLAIMER

Elevate Property Group and any joint agent give notice that:

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.
2. Any areas, measurements or distances are approximate. The text, images and plans are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all necessary planning, building regulation or other consents and Elevate Property Group have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise.
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%.



For more information please contact the
New Homes Team
on 01789 333 466 or
newhomes@sheldonbosleyknight.co.uk



ELEVATE

elevatepropertygroup.co.uk