

SMITHFIELD HOUSE

# LIVE THE SMITHFIELD LIFESTYLE

EASTSIDE



SMITHFIELD HOUSE IS A ONCE IN A GENERATION  
OPPORTUNITY. A *LANDMARK SCHEME* OF 211 RESIDENCES  
LOCATED AT THE HEART OF THE *£2.4BN SMITHFIELD*  
*REGENERATION* SCHEME IN BIRMINGHAM CITY CENTRE. A  
TRANSFORMATIVE SCHEME WHICH WILL CREATE A NEW  
SUSTAINABLE QUARTER, WITH OUTSTANDING LEISURE  
AND CULTURAL SPACES, LANDSCAPED PARKS AND  
COMMUNITY FACILITIES. AN INTERNATIONAL DESTINATION,  
SHAPED BY LOCAL PEOPLE PROVIDING A PLACE FOR  
*BUSINESSES AND COMMUNITIES* TO COME TOGETHER AND  
SHARE EXPERIENCES. THIS IS *LIVING THE SMITHFIELD LIFE*.





POCKET PARK COURTYARD – SMITHFIELD HOUSE





# SMITHFIELD HOUSE

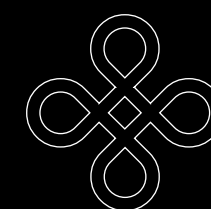
RESIDENCES





BY

# PROSPERITY GROUP





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# SMITHFIELD LEGEND

EASTSIDE X BIRMINGHAM





MITCHELL & CO. ALES

17

17

ALFRED WOODWARD.

WAGON & CART COVERS.  
RICK HORSE SUN  
SHEETS. CLOTHS BLINDS.  
COAL BAGS &c

READ'S  
TEA

COFFEE HOUSE  
BEDS.

TON'S  
WITE &  
HOUSE  
IGHTS  
WTING  
PICE

MITCHELL'S A

DROVERS' ARMS.

RETAIL



# UNIQUELY BRITISH

SMITHFIELD

1817-2024

## 200 YEARS IN THE MAKING

SMITHFIELD HAS A STORY ALL OF ITS OWN. SITUATED IN THE CENTRAL EASTSIDE DISTRICT, ITS NAME IS TAKEN FROM BIRMINGHAM'S ICONIC WHOLESALE MARKET. SINCE 1817 IT'S BEEN THE PLACE WHERE GOODS WERE TRADED AND TODAY IT'S ENJOYING A RENAISSANCE, RETURNING ONCE MORE TO ITS RIGHTFUL POSITION AS THE CENTRE OF LIFE IN THE CITY.

INSPIRED BY ITS ENTREPRENEURIAL PAST, SMITHFIELD HOUSE WILL HONOUR AND CELEBRATE THIS PROUD HERITAGE.

INFLUENCED BY NEW YORK'S ICONIC MEATPACKING DISTRICT OUR 'CITY X COUNTRY' CONCEPT WILL PROVIDE A STYLISH AND COSMOPOLITAN LIFESTYLE AT THE HEART OF EASTSIDE'S PROSPERING CULTURAL QUARTER.







# SMITHFIELD LIFESTYLE

CITY X COUNTRY



AT SMITHFIELD HOUSE YOU GET THE *BEST OF EVERYTHING*.  
A *5-STAR* COLLECTION OF 211 RESIDENCES, STYLISHLY  
DESIGNED AND LUXURIOUSLY APPOINTED. IT'S AN  
EXCEPTIONALLY MODERN *LIFESTYLE* THAT DELIVERS ON  
EVERY LEVEL. *MORNING, NOON, AND NIGHT*. IT'S A PLACE  
FROM WHICH TO EXPERIENCE ONE OF THE UK'S MOST  
DESIRABLE PLACES TO LIVE. THE *ULTIMATE DESTINATION*, WITH  
ENVIABLE CONVENIENCE AND UNRIVALLED CONNECTIVITY.  
A PLACE WHERE RICH HISTORY MEETS A UNIQUE BLEND  
OF *CITY LIVING* AND *COUNTRY RETREAT*. YOU CAN HAVE  
IT ALL ... AT SMITHFIELD HOUSE.





# CITY HOUSE

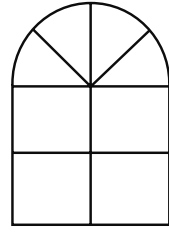
SMITHFIELD





BRADFORD STREET - SMITHFIELD HOUSE





# SMITHFIELD HOUSE *CITY*

SMITHFIELD HOUSE REIMAGINES THE WAY WE EXPERIENCE LIFE. IT WILL BE AN INTERNATIONAL DESTINATION THAT WILL PLAY AN INTEGRAL PART IN THE WIDER REGENERATION OF BIRMINGHAM, ONE OF THE UK'S STRONGEST INVESTMENT CITIES. BIRMINGHAM'S PROFILE WILL GROW EXPONENTIALLY IN THE COMING YEARS, MUCH OF IT CENTRED AROUND THE NEW 'CITY CORE' OF SMITHFIELD.

SMITHFIELD HOUSE IS POSITIONED IN THE SINGLE MOST CONNECTED LOCATION OF THE CITY, AT THE HEART OF AN EXCLUSIVE NEW NEIGHBOURHOOD IN THE THRIVING CREATIVE QUARTER OF DIGBETH, PART OF THE VIBRANT EASTSIDE DISTRICT. AN ENTICING OPPORTUNITY FOR OWNERS AND INVESTORS ALIKE.

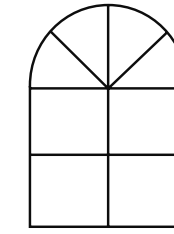
## 19.2% PRICE RISE

2024 SUGGESTS THAT BIRMINGHAM PRICES COULD RISE BY 19.2% FROM 2023 TO 2027 AT AN AVERAGE OF 3.6% PER YEAR AS NEW LAND SUPPLY DATA SHOWS HUGE LACK OF LAND, HOUSING AND CURRENT HOMES.

*SAVILLS*







# LIVE.WORK. *SOCIALISE.*

AT SMITHFIELD HOUSE, LIFE IS GOOD. IT'S A FIRST-CLASS MIX OF LIVING, WORKING AND SOCIAL SPACE WITH STATE-OF-THE-ART AMENITIES. INCLUDING 5-STAR HOTEL STANDARD CONCIERGE, RESIDENTS' GYM, SHARED LOUNGE, OUTSIDE GARDENS AND ROOF TERRACE, FLEXIBLE WORKSPACE AND MEETING ROOMS, CINEMA, AND GAMES ROOM.

WITH PANORAMIC VIEWS OF THE CITY, SMITHFIELD HOUSE EMBODIES THE VALUES OF ITS CREATORS AND ITS COMMUNITY; ALL-ENCOMPASSING WORK AND LIFESTYLE BALANCE. BE INVOLVED, BE PRIVATE. IT'S YOUR SPACE. IT'S ALL HERE.











DIGBETH  
'ONE OF THE COOLEST  
NEIGHBOURHOODS  
IN BRITAIN'



THE SUNDAY TIMES

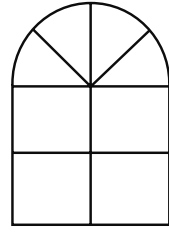


# SMITHFIELD HOUSE

RESIDENCES

KITCHEN LANDSCAPE STYLE, 2 BEDROOM APARTMENT – SMITHFIELD HOUSE





# WORK.LIFE. *BALANCE.*

SMITHFIELD HOUSE IS DESIGNED AROUND YOU. 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. AT SMITHFIELD HOUSE, LIFE IS GOOD.





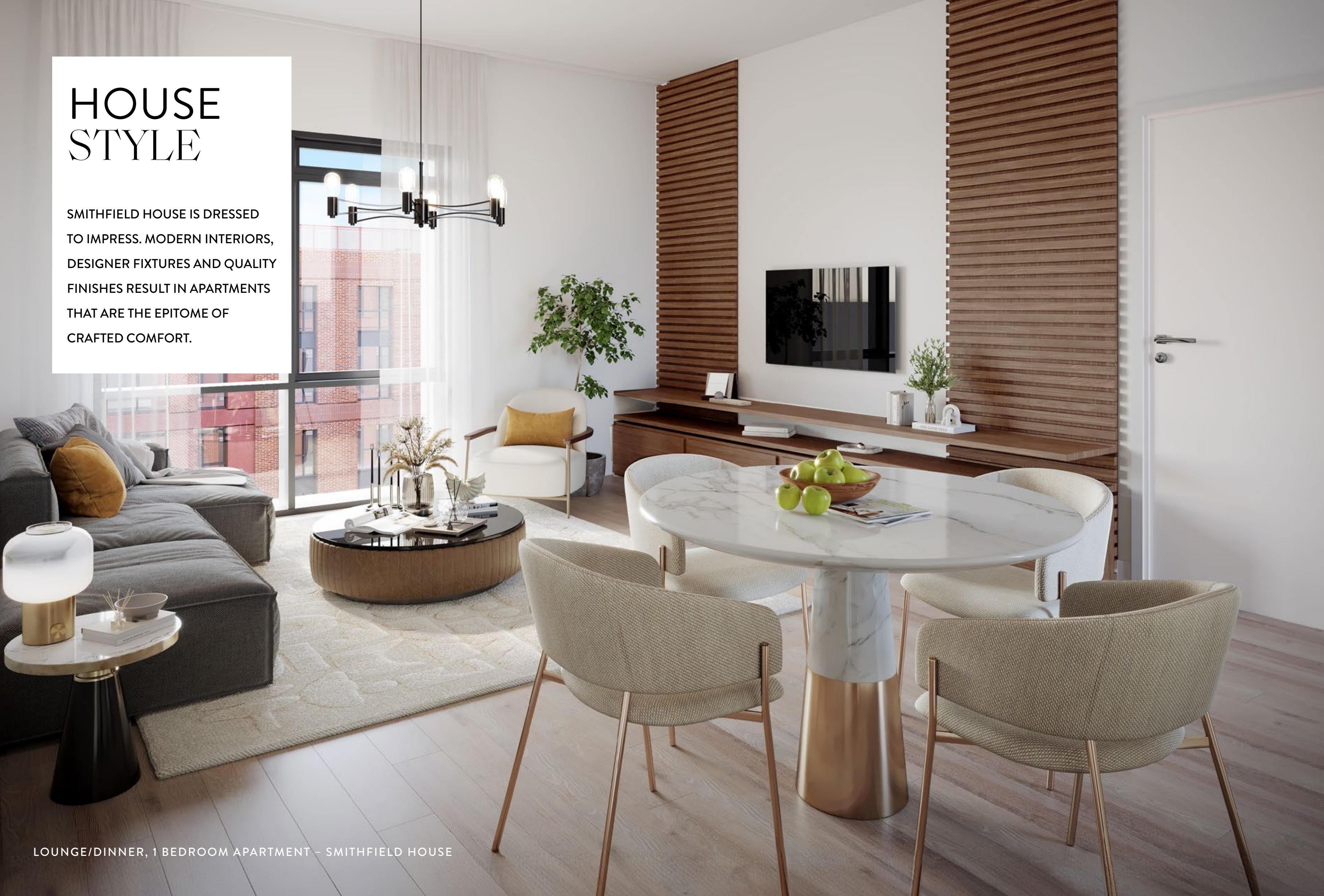


RECEPTION LOUNGE - SMITHFIELD HOUSE



# HOUSE STYLE

SMITHFIELD HOUSE IS DRESSED TO IMPRESS. MODERN INTERIORS, DESIGNER FIXTURES AND QUALITY FINISHES RESULT IN APARTMENTS THAT ARE THE EPITOME OF CRAFTED COMFORT.





An architectural rendering of a courtyard between two-story brick buildings. The courtyard features a paved walkway, several trees, and raised garden beds with various plants. People are shown sitting on a bench, walking, and sitting at an outdoor cafe area. The sky is overcast.

# HOUSE ESCAPES

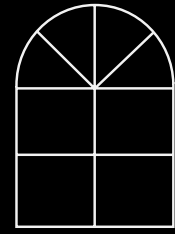
SMITHFIELD IS A PLACE DEFINED AS MUCH BY ITS LANDSCAPE AS ITS BUILDINGS. GREEN SPACES ARE PEACEFUL HAVENS FOR RESIDENTS AND THEIR GUESTS. ALLURING OPEN COURTYARDS AND LOUNGE STYLE ROOF TERRACES DELIVER THE PERFECT WORK LIFE BALANCE WITH A TRUE SENSE OF CALM, COMMUNITY AND BELONGING.





RESIDENTS ROOF TERRACE - SMITHFIELD HOUSE





# MORNING. NOON. NIGHT.

24HR CONCIERGE *RESIDENTS' LOUNGE*  
GYM & CINEMA *ROOF TERRACE*  
DINING KITCHEN *LANDSCAPED GARDENS*  
CO-WORKING SPACE *GAMES ROOM*





# LOCATION

## SMITHFIELD BUSINESS



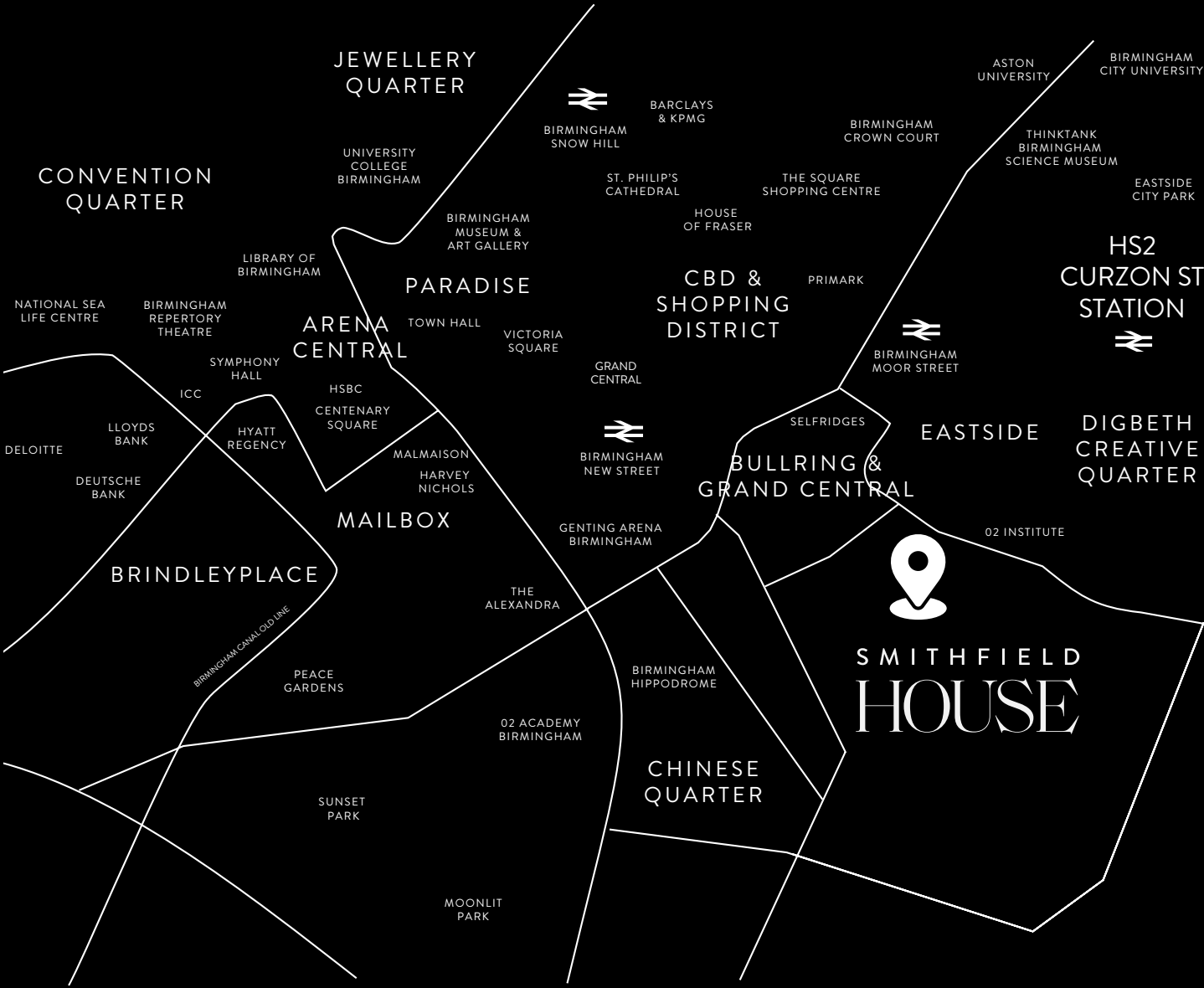
HSBC	11 MIN WALK
BBC	10 MIN WALK
PARADISE BIRMINGHAM	10 MIN WALK
BRINDLEYPLACE	13 MIN WALK
(DEUTSCHE BANK, DELOITTE)	13 MIN WALK
NEW STREET STATION	5 MIN WALK
COLMORE BUSINESS DISTRICT	12 MIN WALK
DIGBETH CREATIVE QUARTER	2 MIN WALK
ASTON UNIVERSITY	10 MIN WALK
BIRMINGHAM CITY UNIVERSITY	5 MIN WALK
MILLENIUM POINT	5 MIN WALK
HS2 CURZON STREET STATION	5 MIN WALK

## SMITHFIELD LIFESTYLE



MAILBOX	10 MIN WALK
HARVEY NICHOLS	10 MIN WALK
MALMAISON	10 MIN WALK
HYATT	12 MIN WALK
THE CUBE	11 MIN WALK
GRAND CENTRAL	5 MIN WALK
BULLRING (SELFRIDGES)	2 MIN WALK
CHINESE QUARTER	2 MIN WALK
THE GRAND HOTEL	12 MIN WALK
THE IVY	12 MIN WALK
ORELLE RESTAURANT	12 MIN WALK
JEWELLERY QUARTER (JQ)	15 MIN WALK
B'HAM MUSEUM & ART GALLERY	10 MIN WALK
PARADISE BIRMINGHAM	10 MIN WALK
LIBRARY OF BIRMINGHAM	12 MIN WALK
REPERTORY THEATRE	12 MIN WALK
SYMPHONY HALL	12 MIN WALK
UTILITA ARENA	12 MIN WALK
CUSTARD FACTORY	2 MIN WALK
BIRMINGHAM HIPPODROME	3 MIN WALK
O2 ACADEMY	4 MIN WALK
O2 INSTITUTE	1 MIN WALK

## CENTRAL BIRMINGHAM



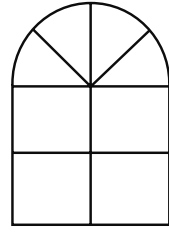




# COUNTRY HOUSE

SMITHFIELD



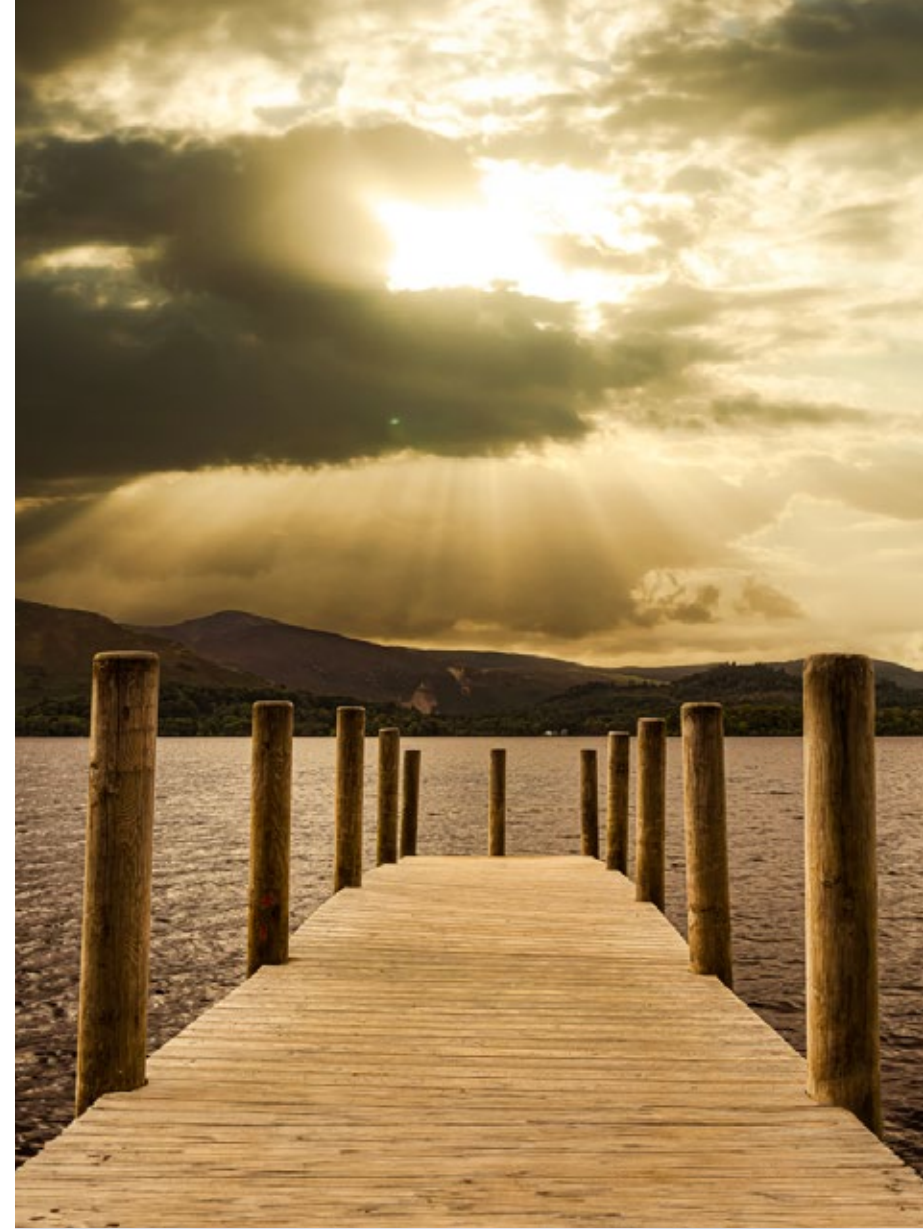


# SMITHFIELD HOUSE *COUNTRY*

GOODBYE CITY, HELLO NATURE. STEP OUT OF THE HUSTLE AND INTO SERENITY. IMMERSE YOURSELF IN A SLOWER PACE AS YOU ABSORB THE STUNNING SURROUNDINGS OF CUMBRIA'S LAKE DISTRICT.

AS A SMITHFIELD HOUSE RESIDENT, ENJOY ACCESS TO YOUR OWN, RESIDENTS ONLY, SECOND HOME - NESTLED ON THE LAKESIDE SHORE OF LAKE WINDERMERE.

RELAX AND UNWIND IN YOUR PRIVATE COUNTRY HOME FROM HOME WITH ALL THE INIMITABLE STYLE AND QUALITY YOU'VE COME TO EXPECT, LIVING THE SMITHFIELD LIFE.









# SMITHFIELD LEGACY

CULTURAL X QUARTER



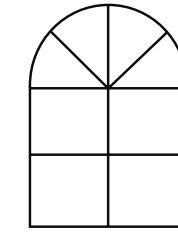


SMITHFIELD HOUSE, ARIEL IMAGE PHASES 1, 2 & 3



THE TRANSFORMATIVE *REGENERATION* OF SMITHFIELD  
MAKES BIRMINGHAM ONE THE UK'S MOST ENTICING  
*INVESTMENT LOCATIONS* FOR GLOBAL INVESTORS. THE SITE  
WILL BE AN INTERNATIONAL DESTINATION, THE MAIN  
BENEFICIARY OF A NUMBER OF KEY INFRASTRUCTURE  
PROJECTS SUCH AS HIGH-SPEED 2 (HS2). *SMITHFIELD*  
*HOUSE* WILL BE AT THE HEART OF THIS EXCLUSIVE NEW  
NEIGHBOURHOOD IN EASTSIDE'S THRIVING CREATIVE  
QUARTER OF DIGBETH - ONE OF THE '*COOLEST NEIGHBOURHOODS*  
*IN BRITAIN*' - *THE SUNDAY TIMES*. THE TIME TO SECURE  
ASSETS IN SMITHFIELD BIRMINGHAM *IS NOW*.





# CULTURE.COMMUNITY. *CONNECTION.*

SMITHFIELD WILL BE A WORLD CLASS DESTINATION WITH SOMETHING FOR EVERYONE. AT ITS HEART WILL BE THE NEW MARKET, FESTIVAL SQUARE AND IMMERSIVE CULTURAL SPACES. BUSINESS AND LEISURE SPACE, INCLUDING HOTELS, CAFÉS, RESTAURANTS AND BARS, WILL ALL HELP CREATE 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.



# NEW ICONS

THE NEW MARKET AT SMITHFIELD WILL CELEBRATE BIRMINGHAM AND BE AN ICONIC NEW CENTREPIECE FOR THE CITY CENTRE. IT WILL BE A WORLD CLASS DESTINATION THAT IS A CREATIVE AND CULTURAL HUB, SERVING LOCAL NEEDS AND DRAWING PEOPLE TOGETHER.



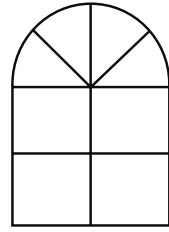


# GREEN COMMUNITY

SUSTAINABLE CITY LIVING FOR RESIDENTS IS A KEY FOCUS FOR SMITHFIELD, WITH COMMUNITY SPACES, A NEW PUBLIC PARK, NEW CYCLING ROUTES AND A GREEN PEDESTRIAN BOULEVARD CONNECTING THE AREA TO THE WIDER CITY CENTRE AND TRANSPORT CONNECTIONS. HEALTH AND WELLBEING IS FRONT OF MIND AT SMITHFIELD







# CONVENIENCE. COMMUTE.*CAPITAL.*

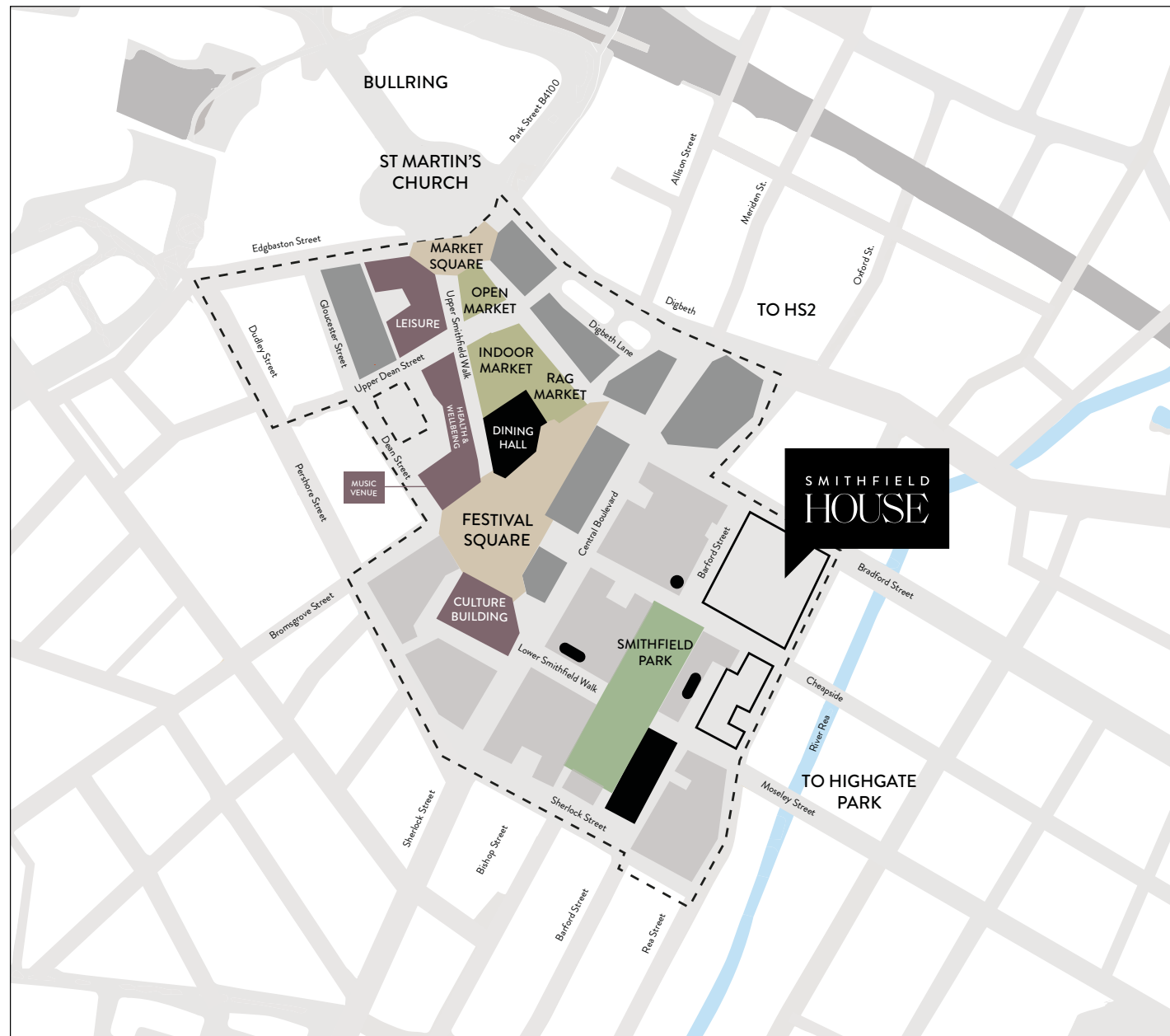
SMITHFIELD WILL BE THE MAIN BENEFICIARY OF A NUMBER OF KEY INFRASTRUCTURE PROJECTS WITH THE MAIN HIGH-SPEED 2 (HS2) CURZON ST STATION A SHORT STROLL AWAY FROM SMITHFIELD HOUSE. HS2 WILL REDUCE JOURNEY TIMES BETWEEN LONDON AND BIRMINGHAM TO JUST 49 MINUTES. ESTIMATED TO INCREASE BIRMINGHAM'S ECONOMIC OUTPUT BY GBP £4 BILLION PER YEAR, IT WILL ALSO CREATE 26,000 LOCAL JOBS WHICH WILL ACCELERATE THE GROWTH OF THE CITY'S ECONOMY, POPULATION, AND – SUBSEQUENTLY –ITS PROPERTY MARKET. VALUE OF BIRMINGHAM CITY CENTRE RESIDENTIAL TO INCREASE BY 18.5% BY 2027” – SAVILLS RESEARCH 2023





# SMITHFIELD HOUSE

## SMITHFIELD CITY PLAN



- |                      |                      |
|----------------------|----------------------|
| OPEN MARKET          | OFFICE AND WORKSPACE |
| RAG MARKET           | RESIDENTIAL          |
| MEAT AND FISH MARKET | COMMUNITY FACILITIES |
| DINING HALL          | PUBLIC SQUARES       |
| LEISURE AND CULTURE  | SMITHFIELD PARK      |

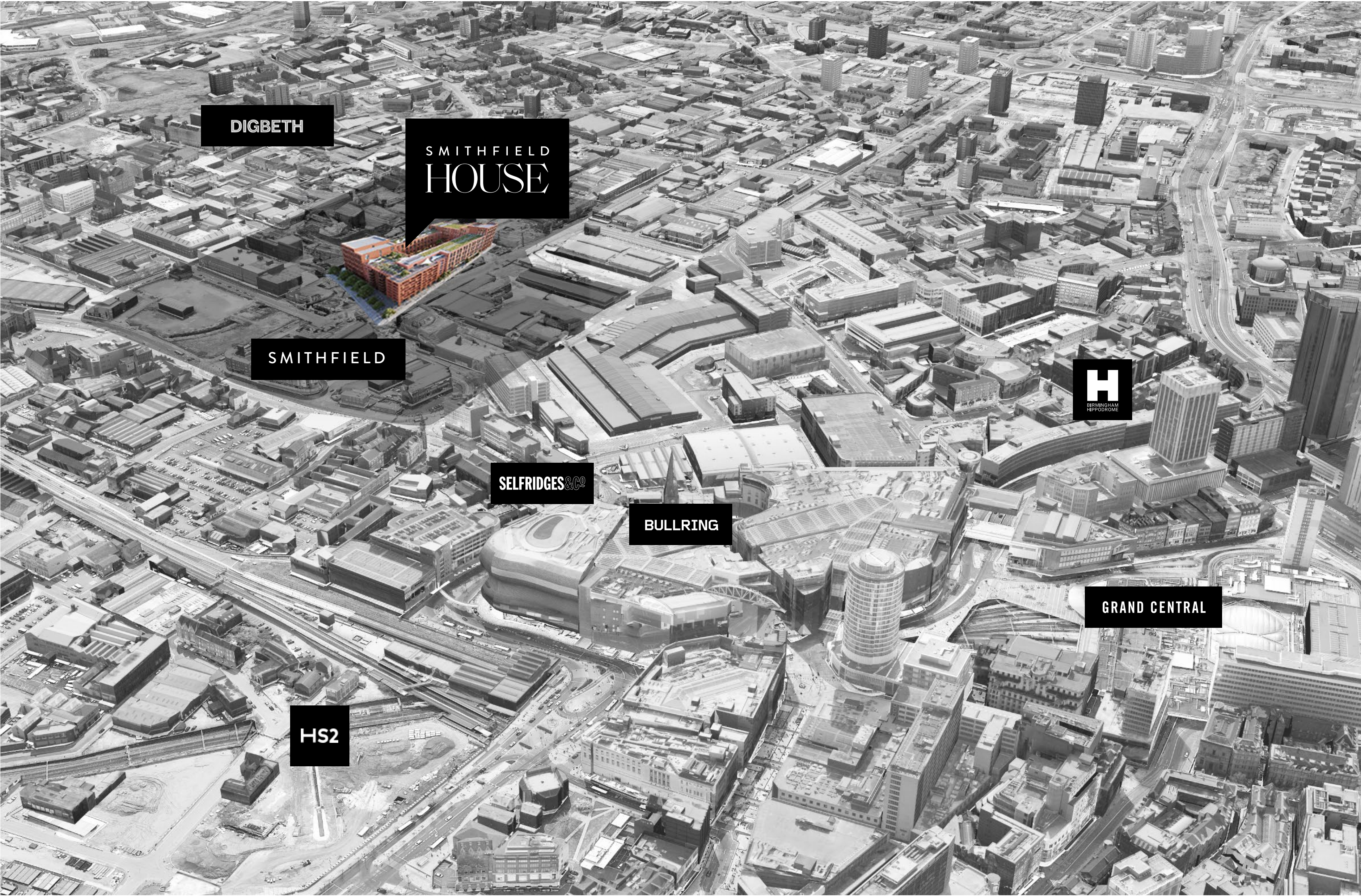
# SMITHFIELD HOUSE

## INTEGRATED CITY PLAN



- |  |  |  |                                 |  |   |
|--|--|--|---------------------------------|--|---|
|  | METRO STOPS                              |  | PROPOSED DEDICATED CYCLE ROUTES |  | PRIMARY PEDESTRIAN NETWORK  |
|  | BUS STOPS                                |  | PROPOSED CYCLE ROUTES           |  | SECONDARY PEDESTRIAN NETWORK  |
|  | EASTSIDE METRO EXPANSION                 |  | EXISTING DEDICATE CYCLE ROUTES  |  | TERTIARY PEDESTRIAN NETWORK   |
|  | POTENTIAL METRO ROUTE THROUGH SMITHFIELD |  | EXISTING CYCLE ROUTES           |  | PROPOSED ROADS TO BE STOPPED AND TO BE PEDESTRIAN / CYCLE / LOCAL ACCESS ONLY |
|  |  |  | GREEN PEDESTRIAN BOULEVARD      |  |   |





DIGBETH

SMITHFIELD  
HOUSE

SMITHFIELD

SELFRIDGES & CO

BULLRING

HS2

GRAND CENTRAL





