



# IMPERIAL HOUSE

PRINCES GATE PHASE II

SOLIHULL

B91 3QQ



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# PRINCES GATE

PHASE II - IMPERIAL HOUSE

HOME TO

## MODERN LIVING

Imperial House is a luxurious residential development of sixty new apartments by Elevate Property Group, one of the West Midlands' pre-eminent property developers, specialising in exclusive and superior living spaces.

Perfectly positioned, Princes Gate Phase II is a unique opportunity to own an apartment in the heart of Solihull, one of the most affluent and sought-after areas in the UK.





HOME TO  
**TOWN &  
COUNTRY**

**SOLIHULL**

The leafy borough of Solihull is an irresistible blend of town chic and country living. With three-quarters of the borough defined as Green Belt it's a place where casual elegance and a sophisticated, connected lifestyle merge seamlessly into one.

Dating from 1220, the quaint town is steeped in history. Timber framed Tudor houses, picturesque villages and listed buildings sit alongside award-winning shopping, global brands, fine dining and some of the UK's leading companies.

**'URBS IN RURE'  
- TOWN IN COUNTRY -**



Proposed Solihull Station



Approved planning for Westgate, a new commercial building on Princes Way / Homer Road



# HOME TO THE WELL CONNECTED

With its desirable mix of country and city living, Solihull is a rare blend of ancient and modern, independent and international.

Well connected and enterprising, it's a town bustling with opportunity. Neighbouring Birmingham and Coventry (10-13.5 miles) it's the perfect place from which to explore and experience more. Solihull Station has rail links to London Marylebone, Birmingham Moor Street and Snow Hill. The recently expanded Birmingham International Airport is nearby, allowing easy access to the capital, Europe and beyond.

The attractions are endless. Home to world class events, the National Exhibition Centre, National Motorcycle Museum, Resorts World & Arena all enticingly on your doorstep.

HOME TO  
**HIGH SPEED TRAVEL**

INTERCHANGE STATION

The new HS2 Interchange Station is being built in Solihull, near the NEC, some 15 minutes' drive from Imperial House. With existing links to both road and the UK motorway networks, Solihull will be one of the most connected places in the United Kingdom. Get to the Capital from the Interchange Station in 37 minutes.

BIRMINGHAM CURZON ST STATION

This new station will be at the heart of the high-speed rail network in the West Midlands. Central to the high-speed rail network, it will give people more choice about where they decide to work, live and play.

Curzon Street Station is just a 10 minute walk from Moor Street Station, which is accessed directly from Solihull Station, a 3 minute walk from Imperial House.

HS2 - BIRMINGHAM INTERCHANGE STATION (SOLIHULL)



HS2 - BIRMINGHAM CURZON STREET STATION (BIRMINGHAM)



HOME TO  
**THE EXCLUSIVE**

**LEISURE TIME**

If you have a taste for the finer things in life then Solihull is an inspired choice. There's a bounty of coveted shopping and leisure amenities to indulge in, including Touchwood Shopping Centre, bespoke boutiques and Mell Square Shopping Centre. The John Lewis department store heads up a high street of over 80 global brands which sit tantalisingly alongside a multitude of tasteful bars, restaurants and coffee houses all for your pleasure.





HOME TO  
**PROSPERITY**

**A GOOD PLACE TO DO BUSINESS**

Business is at the forefront of Solihull's reinvention. With the likes of Jaguar Land Rover located here, the town has blossomed into a lively commercial centre.

Including established brands NPower, Paragon Finance and the National Grid, there are some 8,295 businesses employing approximately 125,000 people across the region. Incomes are 14% higher than the UK average and this burgeoning local economy has seen Solihull become a much sought after area for property in the UK.

HSBC and Goldman Sachs are some of the many firms having recently opened offices in Birmingham City Centre - Europe's youngest City, with the under 25's accounting for some 40% of the population. Having recently hosted the Commonwealth Games and just a 9 minute train journey from Imperial House, Birmingham is firmly on the map as the country's second City.

**Nº2-6**  
HOMER RD







PRINCES GATE PHASE II



# HOME TO GOOD TASTE

## UNIQUE FLAVOUR

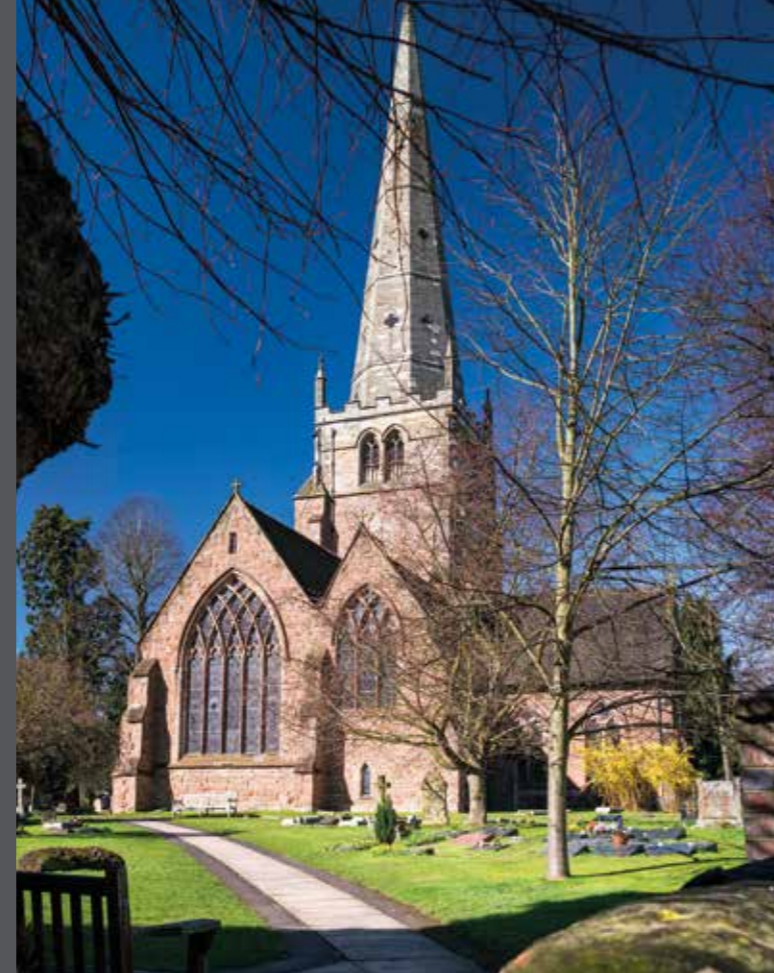
Every aspect of modern living reaches its peak expression in the regions' stylish streetscapes, green open spaces and grand leisure offerings.

The area is host to a rich abundance of exclusive hotels such as Hampton Manor and the Hilton Metropole, and friendly gastro pubs like The Beech House and The Boot. From independents to the best of international cuisine, everything is right at your fingertips.

Award-winning, home-grown, world-famous.  
Discover it all here.



TUDOR GRANGE PARK




PRINCES GATE  
SOLIHULL

SOLIHULL  
TOWN CENTRE

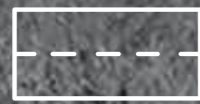


# REASONS TO INVEST IN SOLIHULL



## PRINCES GATE

SOLIHULL



### M42

MOTORWAY DISTANCES FROM PRINCES GATE:  
• M42 (J5) – 1.9 MILES  
• M42/M6 – 7.5 MILES  
• M42/M40 – 10.8 MILES  
• M42/M5 – 18.0 MILES



### 34%

£7.80 BILLION GVA IN 2017. GVA PER HEAD IS 34% HIGHER THAN UK AVERAGE. ECONOMY HAS BEEN EXPANDING FOR THE PAST 8 YEARS.



### 8,295

BUSINESSES EMPLOYING C. 125,000 PEOPLE.



### 5

BIRMINGHAM INTERNATIONAL AIRPORT IS SITUATED 5 MILES NORTH OF SOLIHULL TOWN CENTRE



### 10

BIRMINGHAM CITY CENTRE IS ONLY 10 MILES BY ROAD



### 5

5 UNIVERSITIES WITHIN A 10 MILE RADIUS OF THE TOWN, PLUS A WEALTH OF PRIMARY AND SECONDARY EDUCATION IN CLOSE PROXIMITY



### ONE

VOTED - ONE OF BEST PLACES TO LIVE IN THE UK

(USWITCH SURVEY)



### RAIL/HS2

SOLIHULL TO BIRMINGHAM MOOR STREET – 9 MINS TO LONDON MARYLEBONE – 98 MINS

BIRMINGHAM INTERNATIONAL TO LONDON EUSTON – 72 MINS

HS2 SOLIHULL INTERCHANGE TO REDUCE TRAVEL TIMES TO LONDON EUSTON TO 38 MINUTES AND MANCHESTER TO 37 MINUTES. CARRY 300,000+ PER DAY.



### 7.68X

AVERAGE PROPERTY IS 7.68 TIMES AVERAGE ANNUAL SALARY COMPARED TO 12 TIMES IN LONDON (ONS 2018).



### 24%

24% AVERAGE INCREASE IN PRICES BETWEEN JAN 2015 AND JAN 2020.



### 2018

CURRENT LOCAL EMPLOYERS INCLUDE NATIONAL GRID, NPOWER, PARAGON FINANCE, ORACLE, SIEMENS, AND JAGUAR LAND ROVER TO NAME A FEW



### 2030

THE AREA HAS THE POTENTIAL FOR THE CREATION OF UP TO 22,000 JOBS BY THE YEAR 2030



PRINCES GATE

PHASE II  
IMPERIAL HOUSE

# SOLIHULL

TOWN CENTRE

AERIAL VIEW



PRINCES GATE

PHASE II  
IMPERIAL HOUSE

CONSORT  
HOUSE

ROYAL  
HOUSE

200M  
SOLIHULL  
STATION



200M  
TO TUDOR GRANGE  
LEISURE CENTRE

300M  
TO TUDOR GRANGE  
PARK

WAITROSE

JOHN LEWIS  
CAR PARK

PROPOSED WESTGATE  
DEVELOPMENT



HOME TO  
**CONVENIENT**

1

TUDOR GRANGE LEISURE CENTRE

2

JOHN LEWIS

3

TOUCHWOOD SHOPPING CENTRE

4

MELL SQUARE SHOPPING CENTRE

5

THE ST JOHNS HOTEL

6

SOLIHULL HOSPITAL

7

SLUG & LETTUCE

8

THE BEECH HOUSE

9

THE DELHI RESTAURANT

10

TGI FRIDAYS

11

WAITROSE

12

ASHA'S RESTAURANT

RESTAURANTS AND GASTRO PUBS - FURTHER AFIELD:

- THE MALT SHOVEL - BARSTON
- THE BOOT - LAPWORTH
- PEEL'S RESTAURANT - HAMPTON MANOR
- MORTONS - DICKENS HEATH
- SIMPSONS - BIRMINGHAM
- WATERS RESTAURANT - RESORT WORLD
- MARCO PIERRE WHITE STEAKHOUSE - MERIDEN MANOR
- JACQUES RESTAURANT - KNOWLE



PRINCES GATE



PRINCES GATE

SOLIHULL

SOLIHULL

FURTHER AFIELD

The Boot - lapworth



# PRINCES GATE

PHASE II - IMPERIAL HOUSE

## HOME TO THE DISTINGUISHED

SIXTY NEW 1, 2 AND  
3 BEDROOM APARTMENTS

Homer Road is a prime residential location within walking distance to the town centre, excellent amenities and Solihull train station. Imperial House is an exclusive selection of sixty luxurious brand new apartments with dedicated car parking in modern landscaped grounds. Elegant and distinguished, this new development offers apartment living with a rare blend of country living and sophisticated, modern amenities.

Nº2-6  
HOMER RD





PRINCES GATE

PHASE II - IMPERIAL HOUSE



Homer Road Elevation





PRINCES GATE  
PHASE II - IMPERIAL HOUSE



Blossomfield Road Elevation



PRINCES GATE

PHASE II - IMPERIAL HOUSE



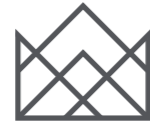


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## PRINCES GATE

PHASE II - IMPERIAL HOUSE

# HOME TO THE SUPERIOR

Developed by Elevate Property Group, Princes Gate Phase II is a statement of individual quality with a distinctive style. With elegant design interiors, bespoke detailing and natural materials, every element is considered and expertly crafted. Princes Gate is an exceptional place to live. Designed around you, made for living.





LIVING SPACES

The open plan space gives you the freedom to dictate your style.



OPEN PLAN

The design removes walkways and maximises the use of every square metre of space.



BEDROOM. RELAX. UNWIND.

The quality and comfort evokes a sense of home and is the perfect place to start and finish your day.



CONTEMPORARY LIVING

Sumptuous open plan living with everything for everyday.



BATHROOM

The finer details and specifications matter. Furnishings are chosen for their quality, desirability and longevity.





# IMPERIAL HOUSE

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NEW PLAN / LAYOUT FOR IMPERIAL HOUSE

Nº2-6  
HOMER RD

# SPECIFICATIONS

Services	Electric and water to each apartment with drainage connected to mains.
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 all 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.
Ceramic tiling	Porcelanosa tiles to bathroom floors and part tiled walls in wet areas.
Flooring	Carpets in bedrooms and herringbone 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.

## Important notice

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ON OUR WEBSITE



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