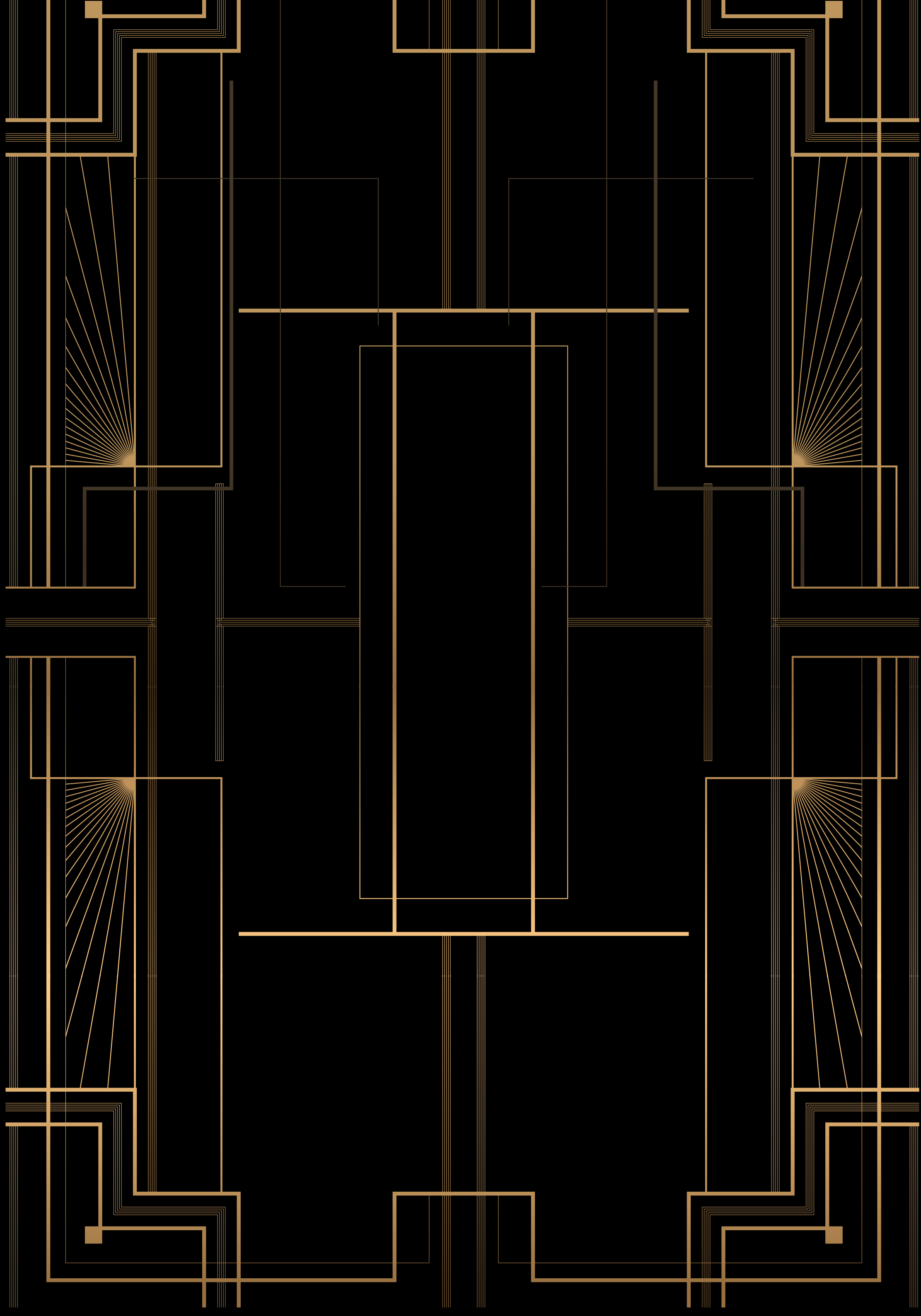




No  
30

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





# 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

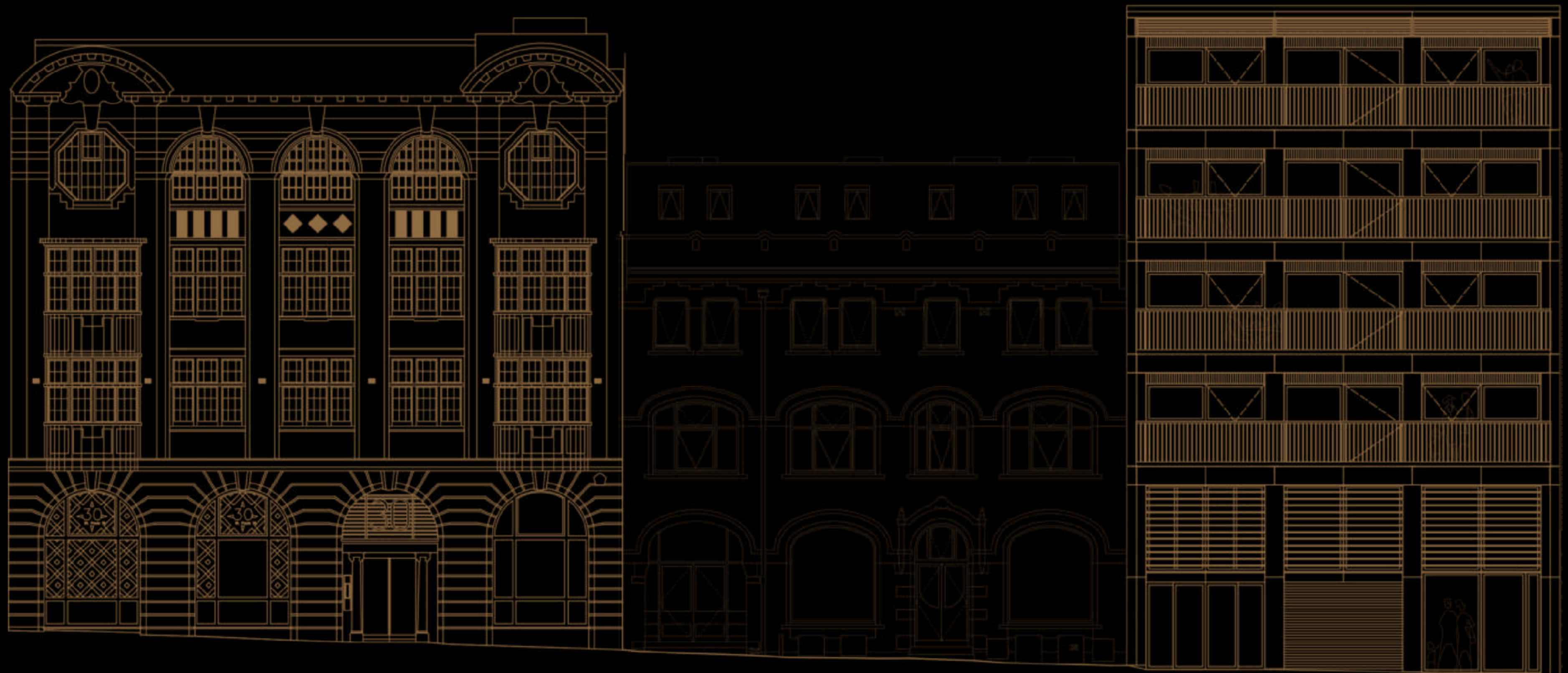
The regeneration of 30 St Pauls by Residential Developer of the Year, Elevate Property Group, into 58 high-end apartments will bring the Mayfair lifestyle to Birmingham's most desirable neighbourhood. Overlooking the church on a quiet corner of St Paul's Square - the sole surviving Georgian Square in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





Nº.30  
ST PAULS  
INTERIORS



Nº.30  
ST PAULS  
INTERIORS









№.30  
ST PAULS  
INTERIORS



№.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



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

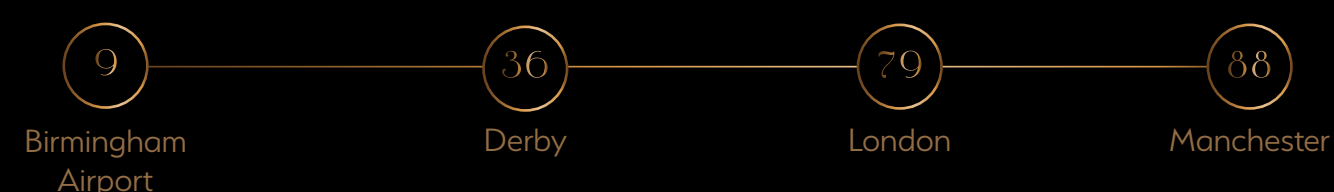


# WHEEL OF FORTUNE

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

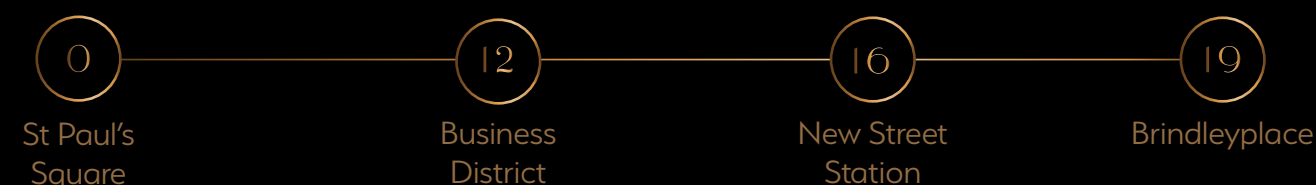
### RAIL BIRMINGHAM NEW STREET



### 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<sup>PA</sup>

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





# ALL ENQUIRIES

## Joseph Mews

Joseph Mews is a leading UK property investment company, combining deep expertise with an unrivalled track record. Over the last 10 years we've helped developers deliver exciting new projects, building ourselves into one of the most forward-thinking, progressive and reputable property investment companies in the country - specialising in residential and off-plan developments.

What makes us unique is our complete 360-degree service. We only work with proven, reputable developers to deliver the very best developments, ensuring high-standards and world-class quality at every touchpoint. Combined with a market-leading distribution channel and dedicated customer service offering, we're well-equipped to support developers to realise their vision while helping our clients build wealth and meet their objectives.

## 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%





ELEVATE

[ELEVATEPROPERTYGROUP.CO.UK](http://ELEVATEPROPERTYGROUP.CO.UK)

Joseph Mews

SALES: 0121 824 6000

[JOSEPH-MEWS.COM](http://JOSEPH-MEWS.COM)