



CHAPMANS YARD

UPPER GOUGH STREET

EST. 2024

ELEVATE PROPERTY GROUP

Goods inventory

60 x one bed apartments

47 x two bed apartments

5 x duplexes

CHAPMANS YARD

UPPER GOUGH STREET

EST. 2024



BIRMINGHAM

CENTRAL GOODS YARD

CIRCA. 1887



CHAPMANS YARD

50 - 61
UPPER
GOUGH
STREET

(PS. next to The Mailbox)

CENTRAL BIRMINGHAM B1



BIRMINGHAM

CENTRAL GOODS YARD

CIRCA. 1887

Stack the deck.

THIS PLACE STILL ECHOES WITH
THE PAST. IT'S ALWAYS COME UP
WITH THE GOODS. IT WILL ALWAYS
BE AT THE CENTRE OF THINGS.
ITS POSTCODE IS B1. WHICH TO
US, MAKES IT THE NUMBER ONE
ADDRESS IN BIRMINGHAM.

CHAPMANS YARD

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A sack load of history.

Do the hard yards. Because if you dig deep enough you will always find what you're looking for. This is one of those. A story that gets us hooked and binds the project together.

Situated at the original trading hub of the city centre, Upper Gough Street sits adjacent to the Mailbox complex which was once the site of the Midland Railway's Birmingham Central Goods Yard. Bullseye!

Opened in 1887, it initially handled wagons of mostly perishable and non-perishable goods such as tobacco and alcohol. These would be warehoused on site with horse-drawn vehicles employed for delivering goods to be traded across the city. The site continued to handle parcel traffic right up until the 1960's when it was forced to close.

So there it is. The piece of history that makes it one of ours. A goods yard on our site. What could be more authentic, more apt? Full steam ahead.

CHAPMANS YARD
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UPPER GOUGH STREET BBT

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Midland Railway Co. Archives

THE HEAVY LOAD.

CHAPMANS YARD
CHAPMANS YARD
UPPER GOUGH STREET EET
EST. 2024
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QUALITY GOODS

MADE IN BIRMINGHAM

No junk in the trunk.

JUST DOING IT NEVER DOES IT
FOR US. WE'RE NOT IN THIS TO
TICK BOXES. IT'S OUR CITY.
AN OBLIGATION TO ITS PAST
& FUTURE. SO WE HAVE ONE
YARDSTICK BY WHICH WE MEASURE
EVERYTHING: IS IT GOOD ENOUGH?

CHAPMANS YARD

UPPER GOUGH STREET

EST. 2024



Upper Gough Street Front Elevation

CHAPMANS YARD
UPPER GOUGH STREET
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CHAPMANS YARD

UPPER GOUGH STREET

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Upper Gough Street Front Elevation



THERE'S A REASON CHAPMANS YARD IS THE NUMBER ONE ADDRESS IN THE CITY. UPPER GOUGH STREET SITS IN THE MIDDLE OF THE 'B1' INNER CIRCLE OF BIRMINGHAM'S MAILBOX, THE CUBE, CENTENARY SQUARE, AND GRAND CENTRAL STATION.

THE CHAPMANS YARD REGENERATION SCHEME WILL CREATE 112 RESIDENTIAL APARTMENTS WITH TWO COMMUNAL COURTYARDS. NO LONGER A FOOTNOTE IN HISTORY, ONE OF BIRMINGHAM'S BEST ADDRESSES IS ABOUT TO RECEIVE A FIRST CLASS CONSIGNMENT OF GOODS.

CHAPMANS YARD

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Aerial View - Roof Level Residents Garden



Roof Level Residents Garden

CHAPMANS YARD

UPPER GOUGH STREET

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Chapmans Passage Rear Elevation

CHAPMANS YARD
UPPER COUGH STREET
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1

2

3

4

5

CHAPMANS YARD

CHAPMANS YARD

UPPER COUGH STREET

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Chapmans Passage Rear Elevation

A load off your mind.

Great products sell themselves. Our track record proves that. So we will always settle for being great at this rather than the biggest. And to do what we do in historic locations that we're passionate about, well that's the real deal. It gives it heart. An original, is always worth more than a copy.

That's why we do what we do. To use all the skill on our doorstep to breathe new life into our city.

The trade off? Well we do all the heavy lifting, the grafting and vetting, and you get the quality goods. Simple really. In black and white. Price is what you pay. Value is what you get.

No nonsense. Just a reassuringly independent approach. The rest, as they say, is history.

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CENTRAL GOODS

BIRMINGHAM B1

CHAPMANS YARD

UPPER GOUGH STREET

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Circle the wagons.

SURROUND YOURSELF WITH THE
GOOD STUFF. THIS PLACE IS
LOADED WITH 'IT'. IT'S GOT
SOMETHING FOR EVERYONE.
IT'S CONVENIENCE WITH A
CAPITAL 'C', AND IT'S ALL
RIGHT OUTSIDE YOUR DOOR.

CHAPMANS YARD

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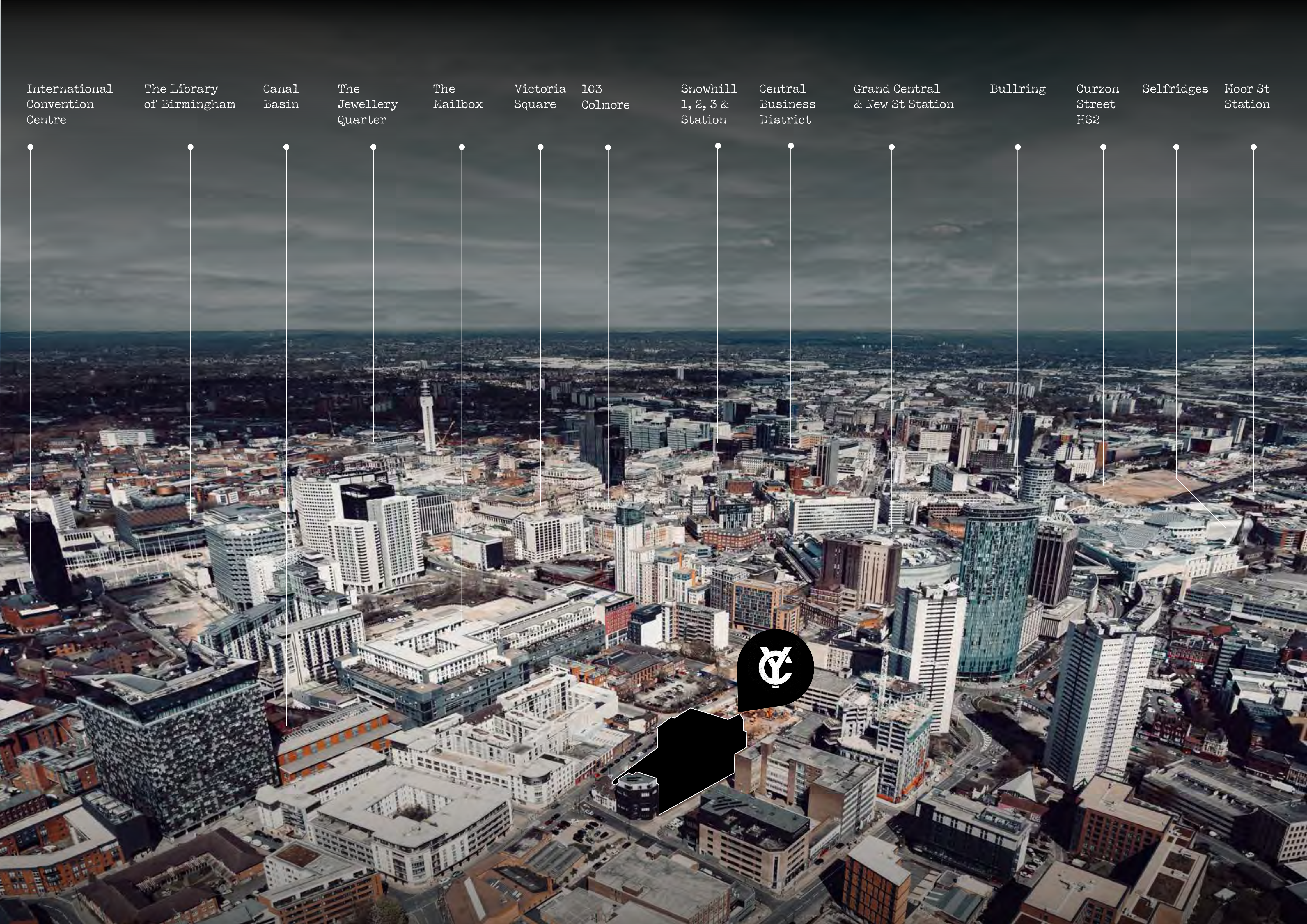
CHAPMANS YARD IS SMACK IN THE
MIDDLE. ITS STOCK-IN-TRADE IS TO
SUPPLY YOU WITH ALL THE BEST THINGS
IN LIFE. IT DELIVERS ON EVERY
LEVEL. JUST LIKE A GREAT CITY
SHOULD.

- COMMERCE.
- CAREERS.
- CULINARY.
- COCKTAILS.
- CULTURE.
- CREATIVITY.
- CONNECTIVITY.

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The Mailbox



International
Convention
Centre

The Library
of Birmingham

Canal
Basin

The
Jewellery
Quarter

The
Mailbox

Victoria
Square

103
Colmore

Snowhill
1, 2, 3 &
Station

Central
Business
District

Grand Central
& New St Station

Bullring

Curzon
Street
HS2

Selfridges

Moor St
Station



No.1 Commerce ...

If you're anything like us, you'll like to look sharp. Be smart, look the part. And whatever takes your fancy is here. No need to get it mailed, everything's within touching distance. Go explore - shop, as they say, till you drop.



No.1 Careers ...

This place is known for getting the deal done. It's always been good at trading goods and doing business. And nothing's changed really. It's just got bigger - Deutsche Bank, Deloitte, HSEC, KPMG, BBC - the list continues. Why stay in the capital, when you can aim for something far better?

CHAPMANS YARD
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No.1 Culinary ...

We've always been good at making things. It used to be the world's finest guns and jewellery but now we've turned our hand to fine dining. And we've excelled at it. With the most Michelin-star restaurants outside of London, we're now the UK's most exciting food destination.



No.1 Cocktails ...

Chapmans Yard is a place with a taste for the good life. Everything's on tap. So whatever your flavour, it's got some of the UK's finest microbreweries, mixologists, and wine connoisseurs ready to take your order.

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The Mailbox

HARVEY NICHOLS

CAS TLE FINE ART

CAS TLE FINE ART





No.1 Culture ...

The culture of Birmingham is characterised by a deep-seated tradition of individualism and experimentation. We are a city full of artists and innovators who come together to create culture that is both powerful and inspiring.



No.1 Connectivity ...

Birmingham's always been going places. The UK's major transport hub in the centre of England, it benefits from a wealth of road, rail, and air travel riches. Convenience is king in this city.

And it's about to get better. Sitting at the heart of the high-speed rail network, Birmingham's Curzon Street station will drop you in the capital in a mere 49mins - beat that!

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THE GOODS DIRECTORY

Commerce. Connectivity.

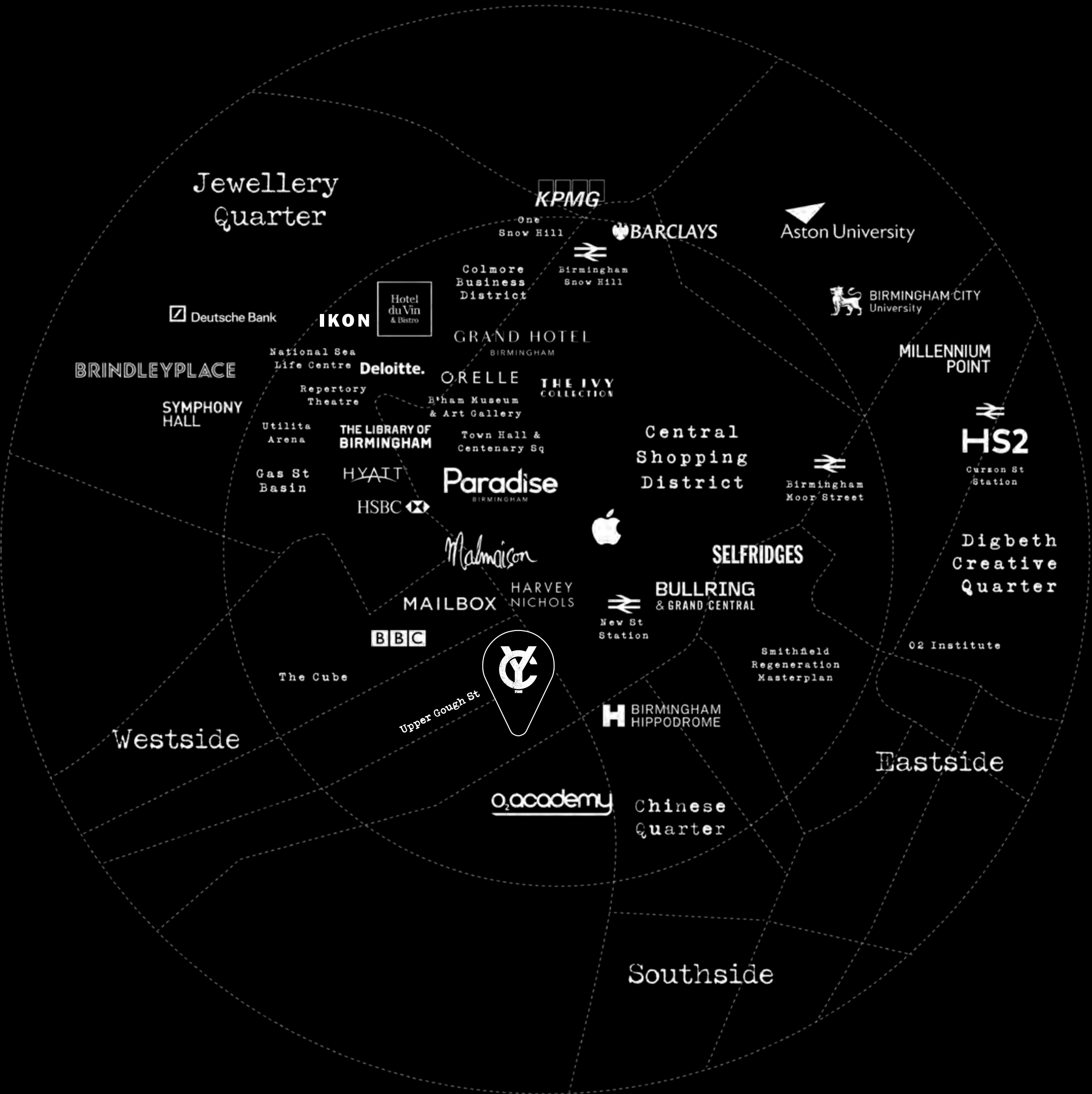
| | |
|----------------------------|-------------|
| HSBC | 10 min walk |
| BBC | 4 min walk |
| Paradise Birmingham | 12 min walk |
| Brindleyplace | |
| (Deutsche Bank, Deloitte) | 11 min walk |
| New Street Station | 10 min walk |
| One Snow Hill | 17 min walk |
| Colmore Business District | 12 min walk |
| Digbeth Creative Quarter | 10 min walk |
| Aston University | 15 min walk |
| Birmingham City University | 15 min walk |
| Millenium Point | 20 min walk |
| HS2 Curzon Street Station | 20 min walk |

Consume. Culinary. Cocktails.

| | |
|------------------------|-------------|
| Mailbox | 1 min walk |
| Harvey Nichols | 1 min walk |
| Malmaison | 1 min walk |
| Hyatt | 8 min walk |
| The Cube | 1 min walk |
| Grand Central | 10 min walk |
| Bullring (Selfridges) | 13 min walk |
| Chinese Quarter | 10 min walk |
| The Grand Hotel | 14 min walk |
| The Ivy | 12 min walk |
| Orelle Restaurant | 12 min walk |
| Jewellery Quarter (JQ) | 20 min walk |

Culture.

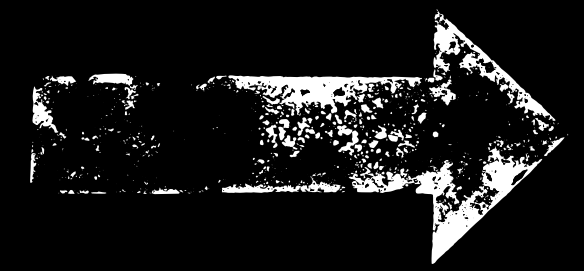
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|----------------------------|-------------|
| B'ham Museum & Art Gallery | 11 min walk |
| Town Hall | 11 min walk |
| Library of Birmingham | 13 min walk |
| Repertory Theatre | 10 min walk |
| Symphony Hall | 11 min walk |
| Utilita Arena | 11 min walk |
| National Sea Life Centre | 11 min walk |
| Birmingham Hippodrome | 8 min walk |
| O2 Academy | 2 min walk |
| O2 Institute | 17 min walk |



GOODS IN

APARTMENT INVENTORY

| | |
|-------------------------|--|
| 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 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 | 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 | 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 AND DATA | Virgin/BT incoming high speed cable with multiple data points. |



THIS WAY

CHAPMANS YARD
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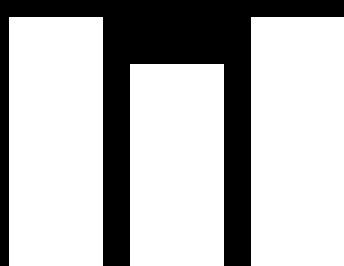
Keep posted.

sales@elevatepropertygroup.co.uk
elevatepropertygroup.co.uk

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ELEVATE

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