SQU

PROHIBITION HOUSE · GROSVENOR CHAMBERS · BALZEM

"A PIECE OF ARCHITECTURE THAT WILL RAISE THE BAR FOR DEVELOPMENTS IN THE HANLEY AREA."



A Trinity of unique projects driven by luxury, a Parisian inspired eatery, a student led residential conversion, and a first-class hotel project.



Prohibition House

- · 35 serviced apartments
- · On site eatery
- · Cinema Room
- Yoga Studio



Grosvenor Chambers

- · 35 Student Apartments
- \cdot Upper floor balconies
- · Full use of hotel facilities
- · Fully managed by Trophy Homes

BALZEM

- \cdot Parisian inspired eatery
- · Open 8am 2pm
- · Bar 4pm 11pm
- · Direct access from both buildings

We are thrilled to share our upcoming project in Stoke on Trent, which will see the conversion of two historic buildings, Prohibition House and Grosvenor Chambers to form a vibrant new quarter driven by luxury in the heart of the City Centre.

This site was at the centre of city life and we plan to make this the case again. We will transform and revive these buildings, bringing them into the present, infusing the interior with luxe style and high quality fixtures and finishes.

Prohibition House will be used for short stay serviced accommodation, with the addition of a roof extension allowing for 35 units in total. Commercial use will be retained on the ground floor of this building, with a Parisian inspired cafe bringing something unique to both the site and the surrounding area.

Grosvenor Chambers will consist of luxury student apartments, a lightweight extension to the roof will unleash the potential for the same amount of units in this building. This creates the opportunity here for 70 units in total.

Distinct evidence of the vibrant past and historical significance of these properties will remain, whilst renovation in a modern luxe style will offer residents contemporary city centre living.

These buildings tell a story and are steeped in history. Foundry Street, where Grosvenor Chambers stands, was once home to The Sentinel newspaper, with the yard transforming into a printing shop in 1874. The loft even housed carrier pigeons, responsible for delivering messages to and from the Sentinel. The business remained here until 1986, and was pivotal to daily life, taking readers through the outbreak of both world wars, and leaping into the freedom of post-war Britain.

Trinity Square is ideally positioned for residents and guests to make the most of what Stoke city centre has to offer. Intu Potteries shopping centre is less than a 2 minute walk away, where residents can dine at popular restaurants such as Nandos and Pizza Express, as well as shop at well known stores like Topshop. Additionally, they only have to walk a minute down the road to unwind at Boston Bar or Walkabout in the evening.

Respect and preservation of the history and character of our buildings is at the very forefront of what we do, yet we also have a highly developed understanding of the requirements of modern city living. This results in properties which are unique both in their stunning aesthetic, as well as their functionality.

STOKE NEEDS THIS...

THE CONCEPT

Trinity Square will see the transformation of two historic buildings, Prohibition House and Grosvenor Chambers into a unique city centre living experience, comprising short stay serviced accommodation, student residences and a Parisian inspired eatery.

Privé Hotel Group will oversee the 35 units of serviced apartments within Prohibition House, as well as the eatery, and Trophy Homes will manage the 35 units of student homes in Grosvenor Chambers.

Both brands will exist harmoniously side by side, retaining and pushing their own standards and delivering in their own areas. This ensures guests and students have their own individual private spaces, perfectly designed to match their requirements. The brands come together to create a unique vibe, with shared facilities that all residents can benefit from when they desire.

Stoke needs a development like this, with it we bring both long term student tenancies and short stay guests, along with their potential to regenerate the surrounding area in different ways. Trinity Square will undoubtedly be the most impressive development in Stoke, a standing testament to Trophy Homes commitment to sustainable urban regeneration.

THE DESIGN BRIEF

The development will retain the character of these distinguished buildings,

whilst breathing new life into them.
A lightweight extension to the roof of
Grosvenor Chambers, consistent with the
art deco style of the original construction,
will not only maximise space but make it
an eye-catching piece of architecture once
more.

Inside we are focussed on creating bright airy boutique spaces, making use of wide windows alongside vibrant colours. Clean modern features in luxe leather, glass and metal will be softened by natural organic elements.

We offer our hotel guests a restful retreat away from the busy city, and our students a stunning yet functional space to meet all their needs.

Our Parisian cafe will stay consistent with this bright airy feel, but will be full of rustic French charm and ornate touches.

MANAGEMENT

Privé Group are looking to retain complete control of the hotel as well as the bar within its own portfolio, this allows overall responsibility for the management of the business and the trajectory & reputation of the brand moving forward.

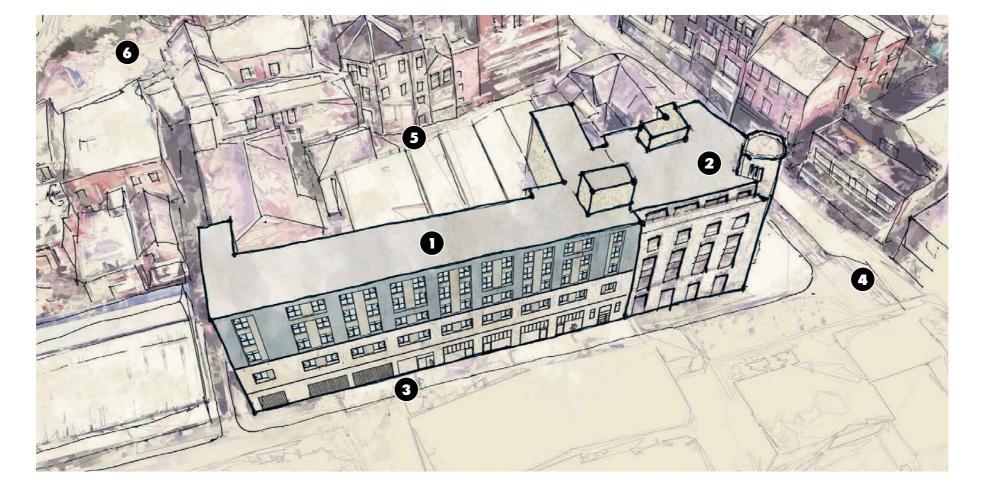
We will have an experienced management team in place upon completion tasked with taking the brand forward whilst maximising profits, our remit is to convey an affordable, boutique experience in the heart of the city, propelled to the forefront of the short stay market by technology.





- Grosvenor Chambers
- 2 Prohibition House
- 3 Foundry Street
- 1 Trinity Stree
- Brockley Square
- 6 Stafford Street

LUXURY, LOCATION, LIFESTYLE. A NEW STREETSCENE.





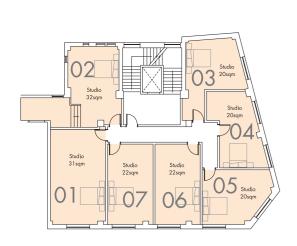






STAY AT TRINITY PROHIBITION HOUSE

UNPARALLELED LOCATION. EXCEPTIONAL STYLE. NONSTOP LUXURY.



1st-3rd Floor - 7 units per floor / 21 units total



4th & 5th Floor - 7 units per floor / 14 total

TYPICAL FLOOR PLANS

With these apartments we re-define the concept of serviced accommodation, removing all elements of the corporate. Guests can benefit from hotel amenities, yet can also retreat into their own luxury boutique spaces, where a focus on guest well being and relaxation is at the heart of our design choices.

Serenity [suh-ren-i-tee]

(Noun) The state of being calm, peaceful, and untroubled

Our apartments allow the guest to enter into their own peaceful oasis, away from the bustle of the city. We will maximise space, and make use of wide exposed windows to allow for natural light to illuminate our rooms, resulting in bright airy spaces, and a feeling of limitless space. Features such as mood lighting and air purification filters will ensure our guests have the best night's sleep possible, and are fully rested during their time with us.

We invite the tranquility of the outside in with nature inspired designs. Smooth wooden surfaces work alongside leafy green plants to create an elegant urban jungle feel. These elements of nature create a fresh restful atmosphere, the perfect escape from busy city life. A conscious attitude towards the environment has played a large part in our design journey and we endeavour to use sustainable materials wherever possible.

Contemporary [kuhn-tem-puh-rer-ee]

(Adjective) Belonging to or occurring in the present

These organic elements merge with clean modern lines, luxe leather and glass to create an eclectic and unique space. We take inspiration from the building's industrial past, introducing metal elements into the rooms. Creams and off-whites paired with organic curved lines work to soften the whole look, luxury that our guests can really feel at home in.

We are very aware that hotel rooms now have to be smarter to impress the millennial generation, so we have come up with innovative ways to surpass guest expectations. There will be the facility for guests to text reception, use their phones instead of a key card, as well as having access to their subscribed content, such as Netflix. We are constantly evolving to meet the changing and varied needs of our guests.



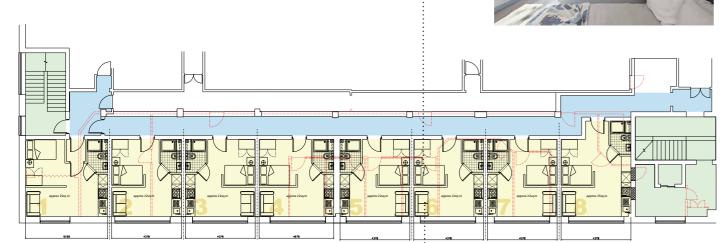






LIVE AT TRINITY GROSVENOR CHAMBERS

STUDENT CITY LIVING AT ITS BEST



Here we introduce residential living with all the perks of hotel amenities, the best of both worlds.

A lightweight extension to the roof of Grosvenor Chambers will allow for the creation of 35 studio units. Preserving the character of our buildings is at the heart of what we do, and we will replicate the stunning art deco style features of the original building on this additional floor. We will restore Grosvenor Chambers to its former glory, making it sure to turn the heads of passers-by.





These studios will be in-keeping with the boutique style of the serviced apartments, benefiting from the same bright airy rooms, fresh elements of nature, and clean contemporary features. Those on the upper floor will even have a balcony, allowing them to enjoy fantastic city views from the comfort of their own home.

"WE WILL RESTORE GROSVENOR CHAMBERS TO ITS FORMER GLORY, MAKING IT SURE TO TURN THE HEADS OF PASSERS-BY."

However, here we are designing with the long term in mind. We not only have a keen eye for detail when it comes to avant-garde design, but also a heightened understanding of the requirements of modern city living. These studios will be as functional and adaptable as they are luxurious, fully equipped with all that a student or professional could need.

In addition to this, our residents will have full access to all our hotel facilities. They will be able to look after both their body and mind in our yoga studio, take time out to escape from reality in our cinema room, as well as indulging in all the tasty treats that our on-site eatery has to offer.

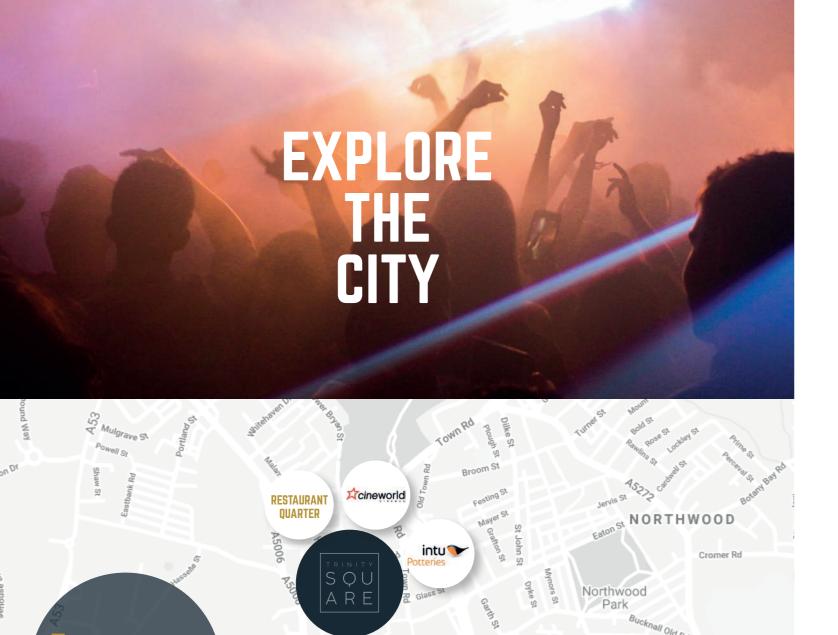
We are offering residents a city living experience that is truly unique.



Within the proposed plans for Grosvenor Chambers will be space for 24/7 on site gym available to all.







HANLEY

KEMPTHORNE

A5010

OF CITY LIFE















FROM PARIS WITH LOVE

We're offering our guests and residents at Stoke on Trent something a little bit unique. The ground floor of Prohibition House will be transformed into a Parisian inspired cafe, focussed on creating a cosy yet incredibly chic space, which delivers high quality, fresh and delicious produce. The perfect place to sit down with friends for a catch up over a brunch date, or to indulge in some tranquil alone time whilst treating yourself to coffee and cake.

The cafe will predominantly serve breakfast and brunch dishes, offering breakfast bowls bursting with healthy goodness, heavenly French breads fresh out of the oven, and crowd pleasing egg dishes with our own personal touch. The dream way to start to your day! Irresistible classic French cakes and pastries will be available for those who are fancying something a bit sweeter. This can all be enjoyed alongside the highest quality artisan tea and coffee, or with our fresh juices.

We aim to capture the very essence of Parisian cafe culture in Stoke on Trent. The interior will have a rustic romantic feel, with white washed walls, patterned tiled floors and distressed white wooden finishes. We will emulate French elegance with marble surfaces, vintage style mirrors, and an abundance of fresh flowers. We will have a mouth-watering patisserie window display which is guaranteed to catch the attention of passers-by.

We were inspired when sat in the stunning Claus cafe in Paris, to re-create this ornate yet intimate atmosphere within our Stoke development. This will not only bring that little 'je ne sais quoi' to the property, but also to the surrounding area. We hope that our cafe will encourage the opening of other independent eateries and lead to a revival in Stoke.







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