



## 60 Old Hall Street

Premier Apartments In The Heart  
Of Liverpool's Business District  
**Launching Q4 2016**



# 60 Old Hall Street

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# About The Developer

## Introduction

The Signature Living Group has developed some of the most successful large-scale property schemes in Liverpool over the past few years. The company operates over 500 beds in the city centre comprising of both hotel rooms and serviced apartments. By offering a unique proposition for larger groups of guests the group has an average occupancy rate of 90%, far higher than the local

average of 73%. Each development features unique leisure and lifestyle facilities making them popular with a broad range of people. The Group have now moved into residential apartments and this is the second scheme they have done in the city following on from their successful 170 apartment scheme Daniel House which completes in Q1 2016.



### The Shankly Hotel

Unique football-themed, 83 bedroom hotel development featuring Bill Shankly museum.



### 30 James Street Hotel

Full conversion of historic building into a luxury hotel with focus on the building's history.



### Signature Hotel

Development of an existing hotel into a 111 bedroom hotel catering for larger groups.



### Case Study

In 2012 the Signature Living group decided to purchase its first hotel. The existing 12 bed hotel was redeveloped into Signature Hotel within 6 weeks. It now has 111 beds spread over several themed floors with its own bar and nightclub. The hotel is booked up at the weekends for months in advance and enjoys exceptional occupancy rates throughout the week.

### Trip Advisor Rating

**Signature Living Apartments**  
Rate no. 1 of 90 Speciality Lodgings

**Signature Hotel**  
Rated no. 1 of 99 Hotels



# Why Invest in Liverpool?

## Introduction



### Growing Economy

Liverpool's economy is one of the fastest growing economies in the UK with an annual growth rate of 15%. This is due to several factors one of which is a booming property market in both the residential and leisure sectors along with a thriving tourism economy.



### Hub for Business

Over 28,000 skilled people are employed in the business services sector across Liverpool. The city is a hub for international trade boasting one of the most active ports in the UK. Liverpool also has a reputation as a world class centre for wealth management.

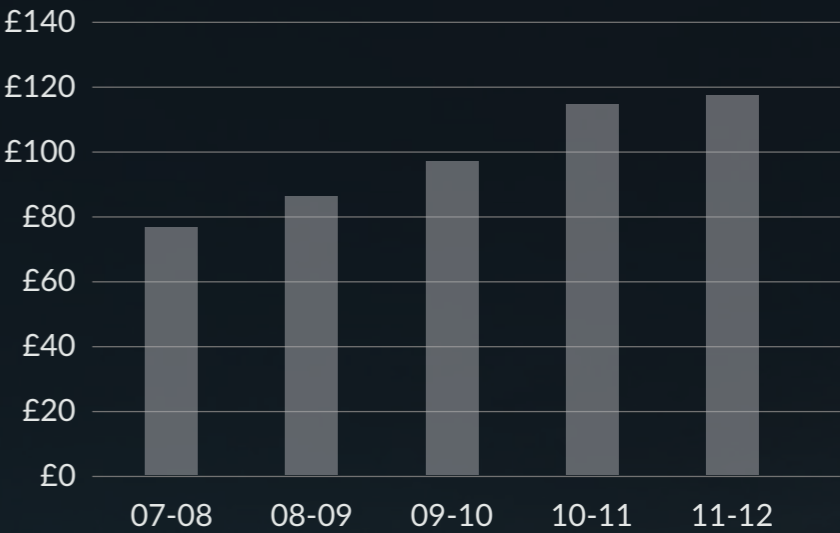


### Record Inward Investment

Liverpool has a constant focus on inward investment. One of the most main examples of this is the new Liverpool Waters £5.5 billion development project. This entails developing the city's historic docklands area into a new commercial and residential district.

### Student City

Liverpool is one of the UK's most popular student destinations. The city boasts three universities and several very popular colleges. More than 50,000 students currently reside in Liverpool and account for 12% of the population. Since 2007 there has been a 53% rise in student accommodation rental as apparent in the below graph:



Source: NUS Student Accommodation Cost Survey 2012/2013



# Introducing 60 Old Hall Street

## Introduction

60 Old Hall Street is a high end 115 apartment scheme situated in a prime location on one of the key streets in the Commercial District of Liverpool City Centre. Located immediately next to the renowned top end Grade A office development of St Pauls Square this scheme features accommodation on 9 floors

over ground floor commercial. It also contains a gym and rooftop terrace for users only with open views of the City and River Mersey. The commercial unit and creative office space will be managed also by Signature Living. With its own private entrance and some on site parking, without doubt this will be a sought

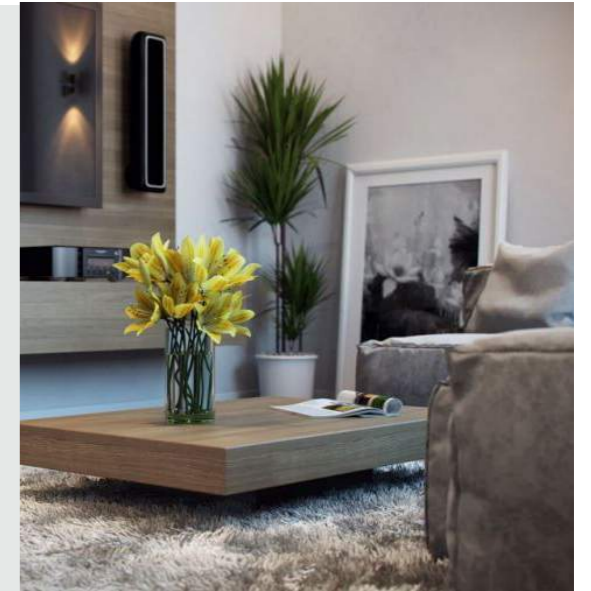
after location for people looking to live in the City Centre in the middle of the hustle and bustle of the office district by day that turns into a quieter neighbourhood in the evening yet is still only two minutes' walk from the main retail area and bars/ restaurants.

## Apartments

The scheme has been designed with working professionals and visitors in mind given its central location offering true city living.

- 1 Bed Apartments
- 2 Bed Apartments

Each unit will feature state-of-the-art appliances, high quality fit out, high speed broadband and enjoy full use of the gym and roof terrace. There is also some car parking provision on site.



## Location and Views

- Centrally located in the Business District
- L3 postcode
- Two minutes from Moorfields Station
- 250 metres from the main shopping area
- Numerous cafes and restaurants close by
- Opportunities to secure apartments with views of the River Mersey or across the City
- Rooftop gym and garden for residents to train, relax and socialise



## Lifestyle at 60 Old Hall Street

Users looking to train and relax don't need to go far. The development comes with a fully equipped rooftop gymnasium, running track and rooftop garden to exercise when energy levels are high and chill with friends after a long week at work soaking up the amazing views of Liverpool. There will be 24 hour concierge on site managed by Signature Living



# The Accommodation

## Introduction

60 Old Hall Street offers a genuine City Centre experience in a fantastic location that will come with the "Signature touch". The scheme is comprised of one and two bed apartments that are aimed at working professionals and visitors who genuinely will be able to harness the work / live benefits this project offers.

Users will be able to make use of a 24 hour

## Luxury Apartments

concierge service which acts as both a convenience and a round the clock security solution that will also monitor the commercial space.

Various units on the upper floors have balconies that look out towards the River Mersey.

The apartments will have their own entrance separate to the commercial space.



### Introduction

The apartments will be perfect for sole occupier users providing a fully self-contained living space in the 1 beds or for friends and associates alike who would like to share a 2 bed in a great location with all the mod cons.

### Features

- High Speed Broadband
- Large Bathrooms
- Modern Fitted Kitchens
- Modern Styling
- Excellent Value

### Purchase Information

- Prices starting from £94,000
- Guaranteed 8% Net Return for 3 Years

## 1 Bedroom Apartments



### Introduction

The one bed apartments come with everything that is needed by the modern city dweller. The developer anticipates these will be particularly popular with young professionals.

### Features

- 1 Bedroom
- Spacious Bathroom
- Modern Fitted Kitchen
- Modern Styling
- Dedicated high speed broadband
- Excellent Value

### Purchase Information

- Prices starting from £94,000
- Guaranteed 8% Net Return for 3 Years

## 2 Bedroom Apartments



### Introduction

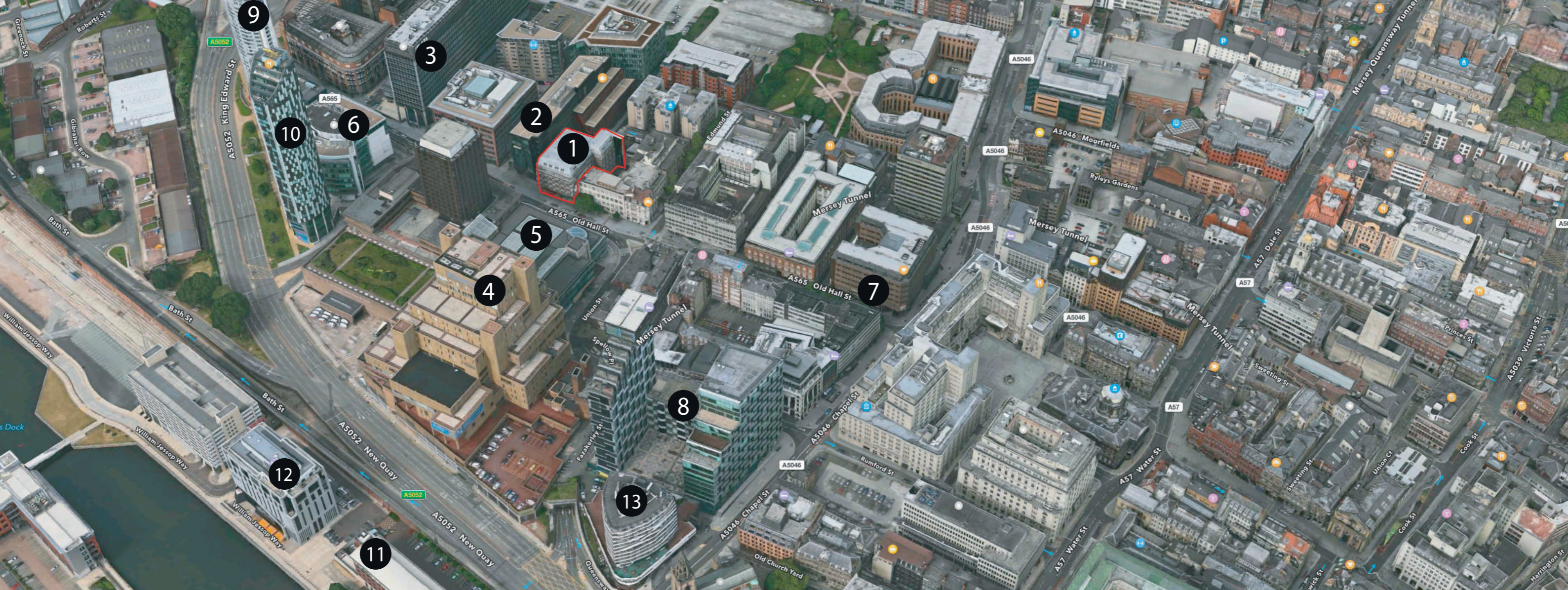
The two bed apartments give that extra flexibility for multiple numbers to live and work together in the same area and are very popular. The developer anticipates these will be particularly popular with young professionals.

### Features

- 2 Bedrooms
- Spacious Bathroom
- Modern Fitted Kitchen
- Modern Styling
- Dedicated high speed broadband
- Excellent Value

### Purchase Information

- Prices starting from £164,000
- Guaranteed 8% Net Return for 3 Years



# The Location

## Overview

60 Old Hall Street is situated in a prime spot in the heart of Liverpool's Business and Commercial District. Surrounded by offices housing thousands of working professionals it is only two minutes from Moorfields Railway Station and within walking distance of all of the city's major attractions, shopping and leisure facilities including Liverpool One, the River Mersey and Albert Docks.

people who work and study in and around the city. Given that it is located in a bustling area by day it also has the convenience of being a quieter, relaxed neighbourhood by night making it perfect for tenants. The views from many of the apartments, several of them with their own private balconies, will be stunning. The front of the building faces directly out to the River

Mersey and the rear views open out back across the city to St Georges Hall. Liverpool's vibrant city centre. Tenants will have easy access to the Liverpool One shopping district as well as the city's museums, art galleries, the Albert Dock and the waterfront.

Only 7 minutes walking time to Liverpool Lime Street station with regular direct trains to London.

- |   |                    |    |                     |    |                      |
|---|--------------------|----|---------------------|----|----------------------|
| 1 | 60 Old Hall Street | 6  | 101 Old Hall Street | 11 | Crowne Plaza Hotel   |
| 2 | St Paul's Sq       | 7  | Moorfields Station  | 12 | Malmaison Hotel      |
| 3 | The Plaza          | 8  | 20 Chapel Street    | 13 | Atlantic Tower Hotel |
| 4 | Capital            | 9  | Beetham Tower       |    |                      |
| 5 | Liverpool Echo     | 10 | West Tower          |    |                      |

# Investment Units

## Available Units

1 Bed Apartments  
From £94,000

Net yield 8% Net Return (for 3 years)

2 Bed Apartments  
From £164,000

Net yield 8% Net Return (for 3 years)



8% Yield Year 1-3  
9% Yield Year 4  
10% Yield Year 5+

There is an option for the developer to buyback the units at 108% of the purchase price during years 3-7 of the investment.



# Purchase Process

## Introduction

Our team of investment advisors are on-call to assist you in the purchase process from the initial enquiry through to the completion of the investment unit purchase.

We are more than happy to show potential and interested investors around the site, introduce them to the project's developer and answer any queries that may arise during the process.

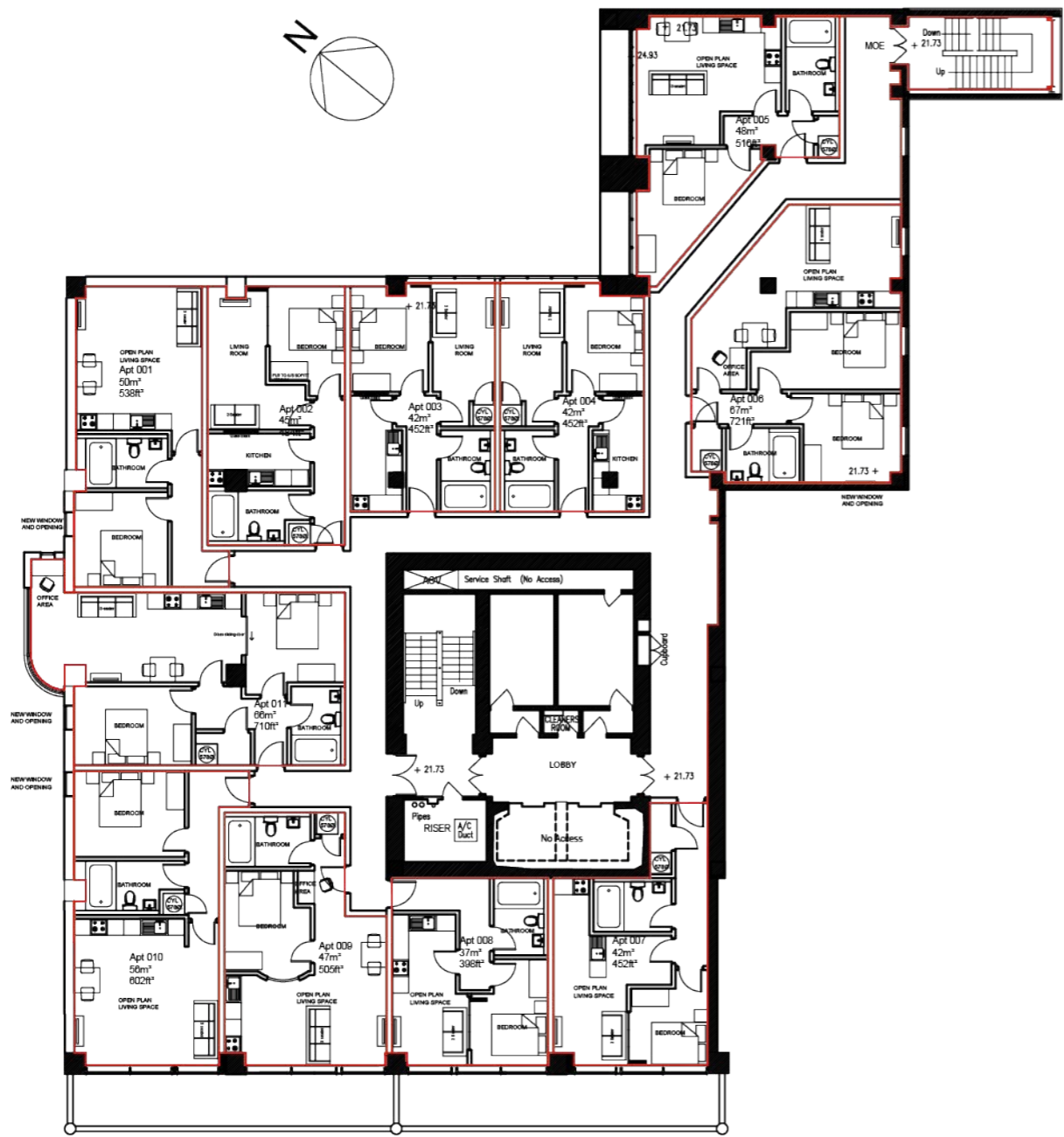
We are anticipating incredibly high demand for this project based on the success of the developer's past schemes so we advise any interested parties to get in touch with us as soon as possible to avoid disappointment.

**We have a clear and transparent purchase process, our investment advisors are on-call to take you through each step of the way.**

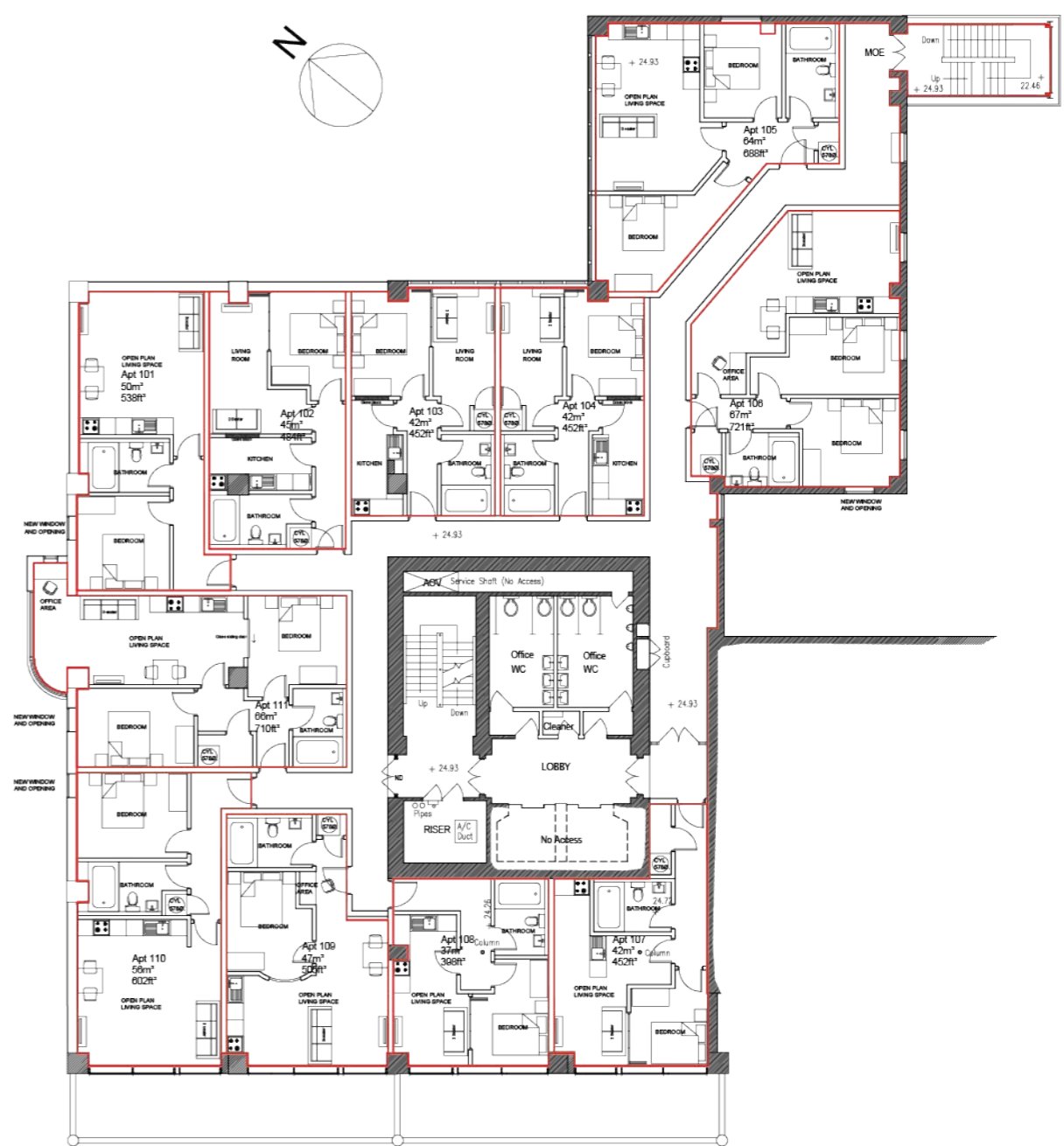
## Step-by-step Process

- 1 Choose an investment unit to buy
- 2 Pay a £2,500 reservation fee and instruct solicitors
- 3 Transfer 30% of the funds on exchange
- 4 Transfer 20% of the funds after six weeks thereafter
- 5 Transfer 50% of the funds on completion  
*(balance minus reservation fee)*
- 6 Investment process complete

# Floor Plans



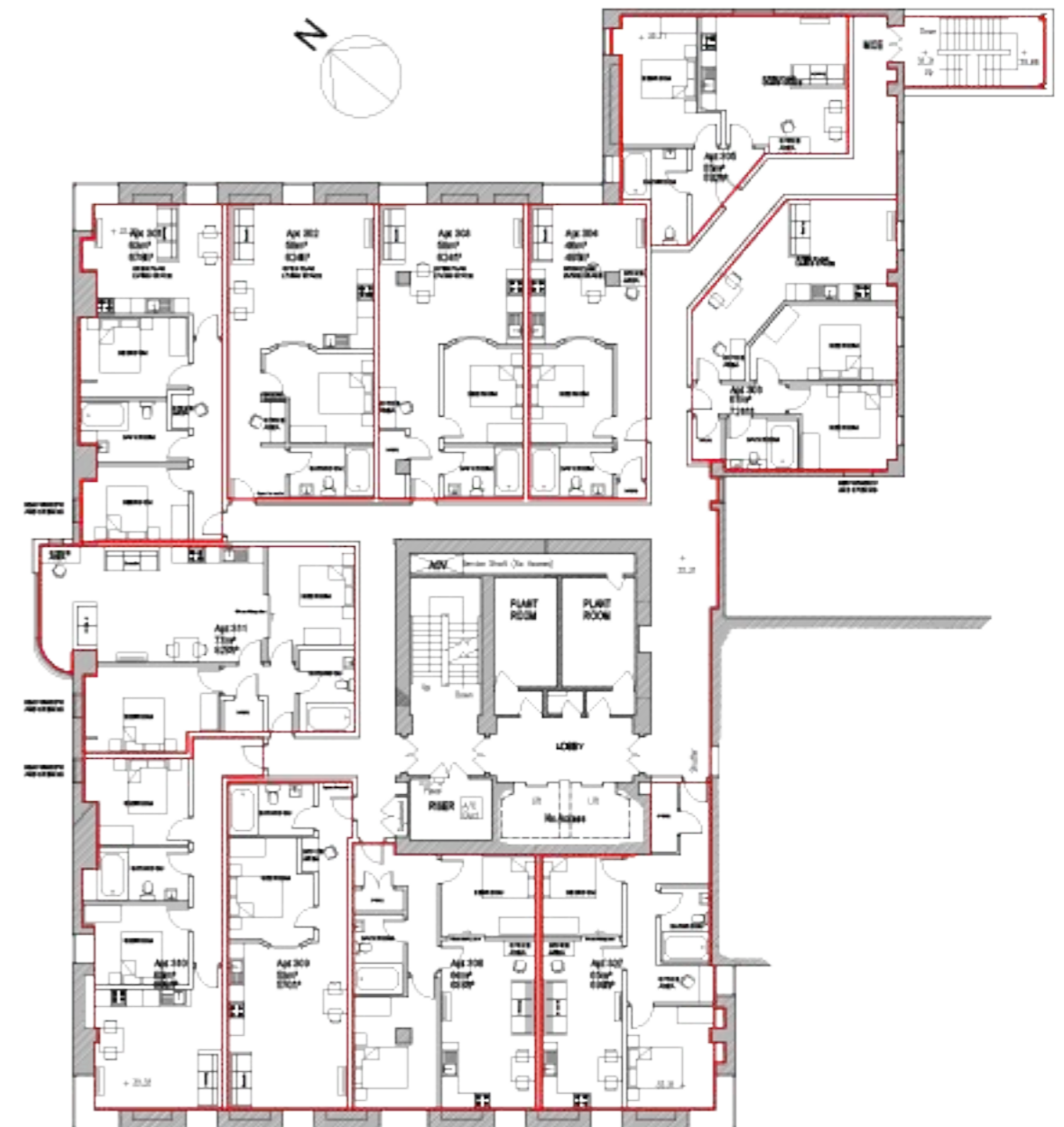
Mezzanine Floor Plans



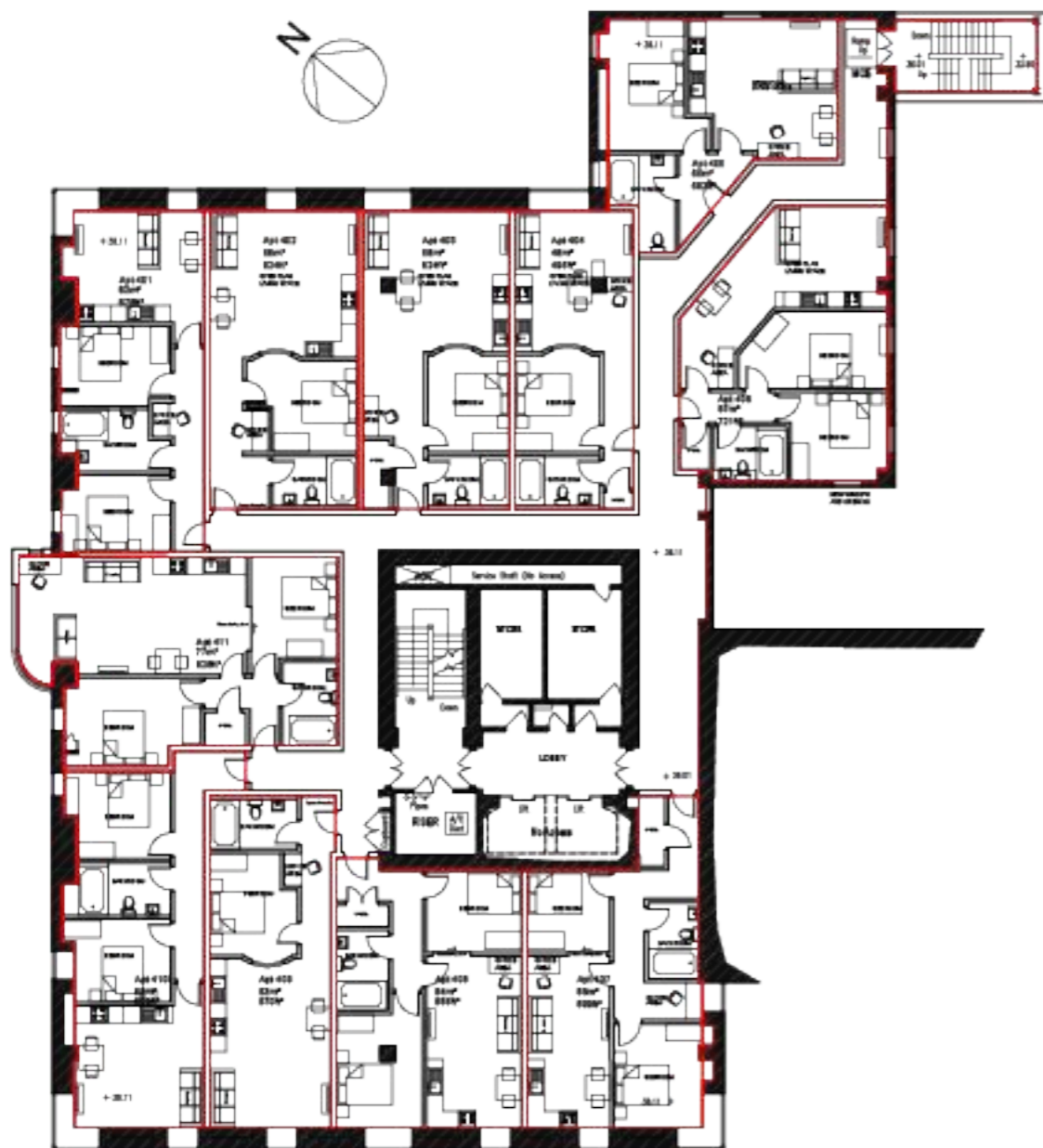
First Floor Plans



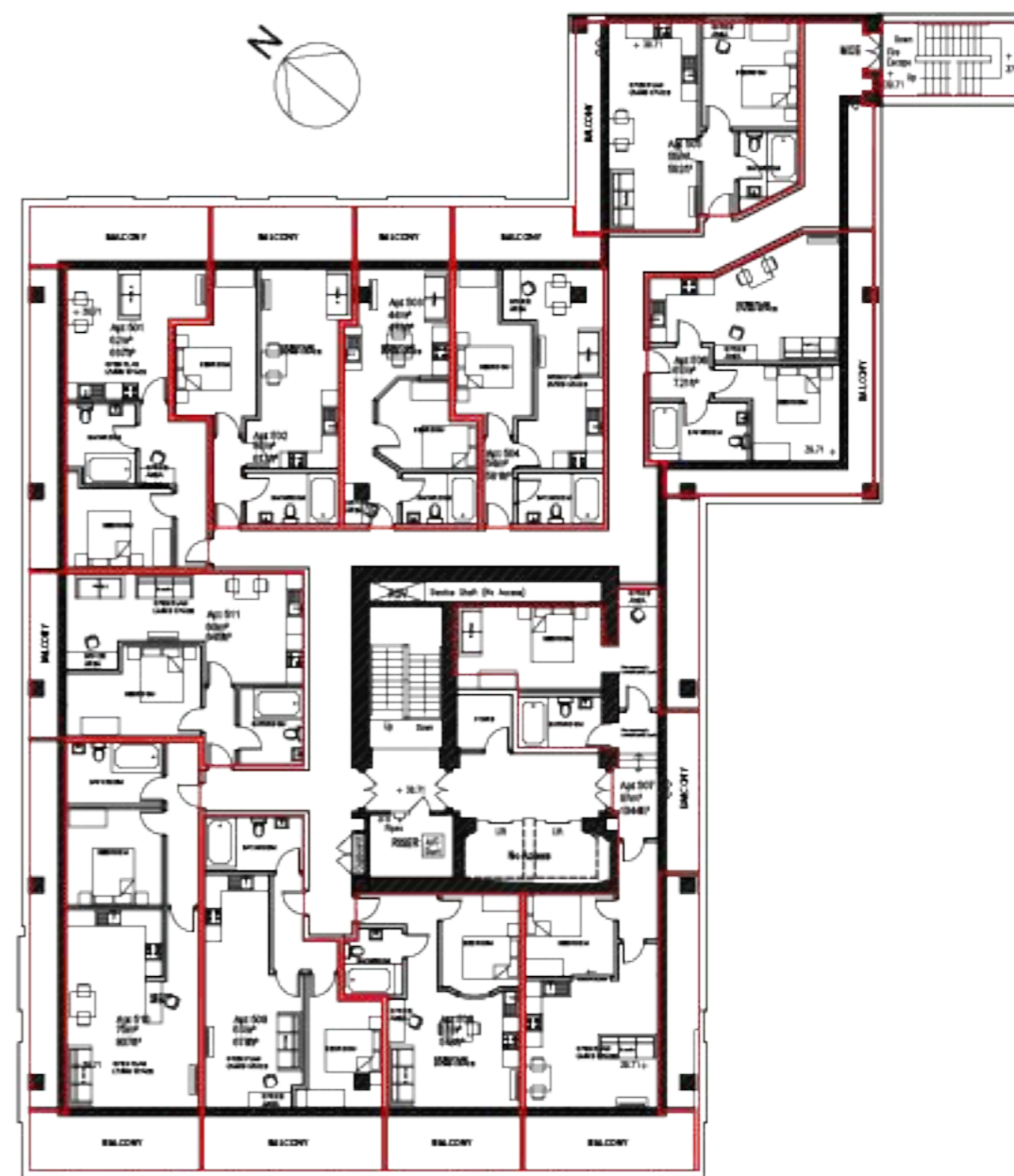
Second Floor Plans



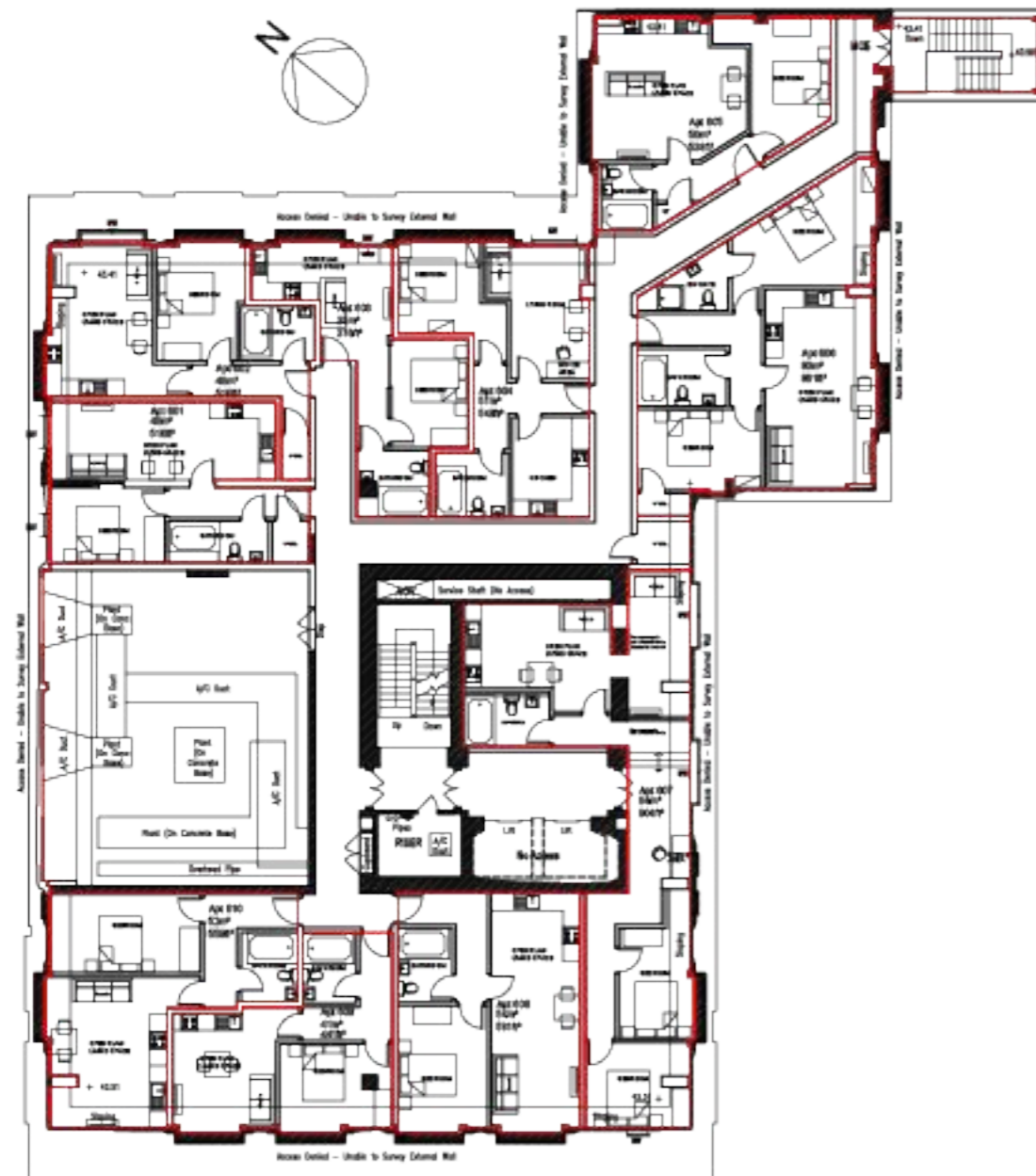
Third Floor Plans



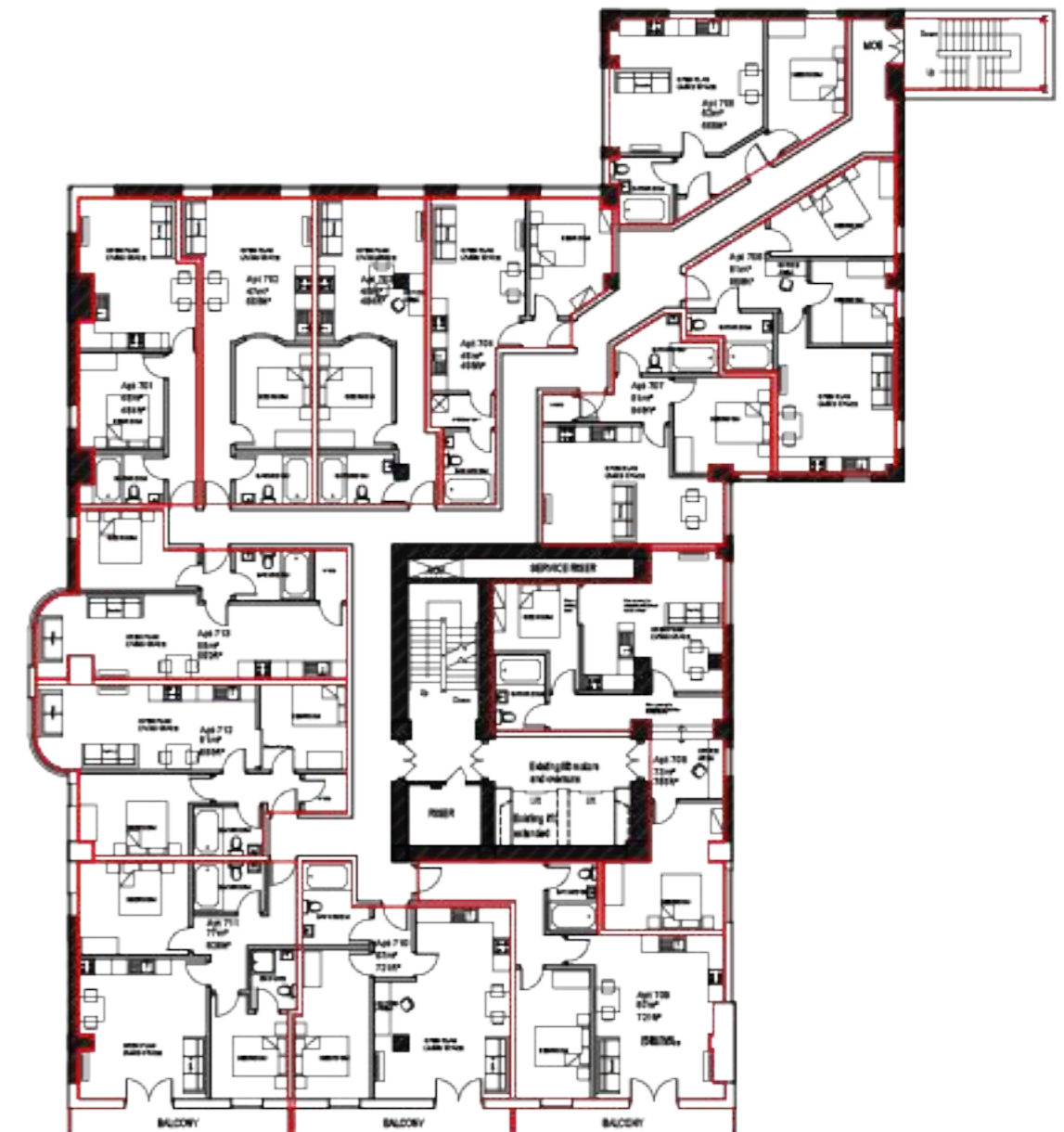
Fourth Floor Plans



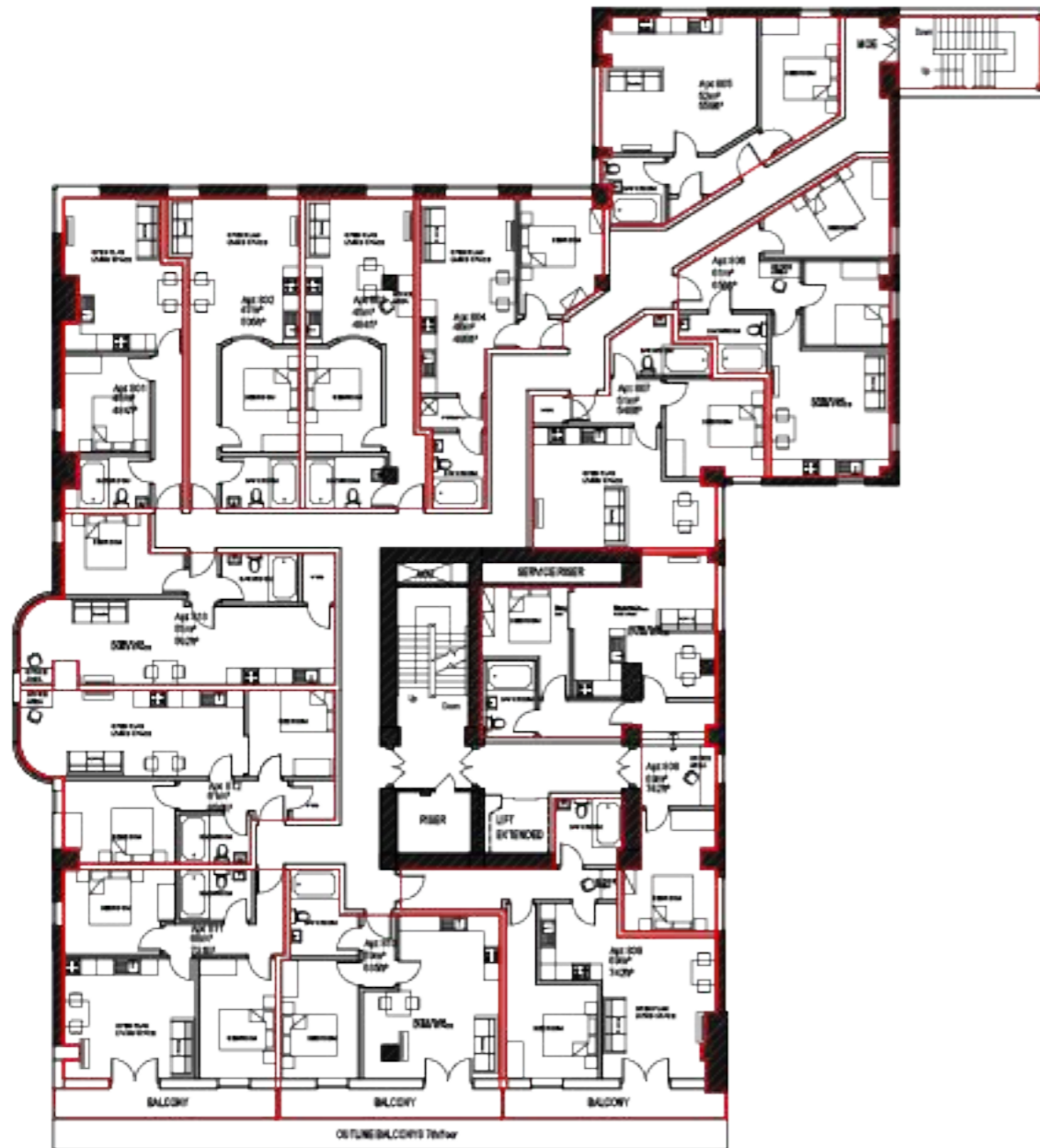
Fifth Floor Plans



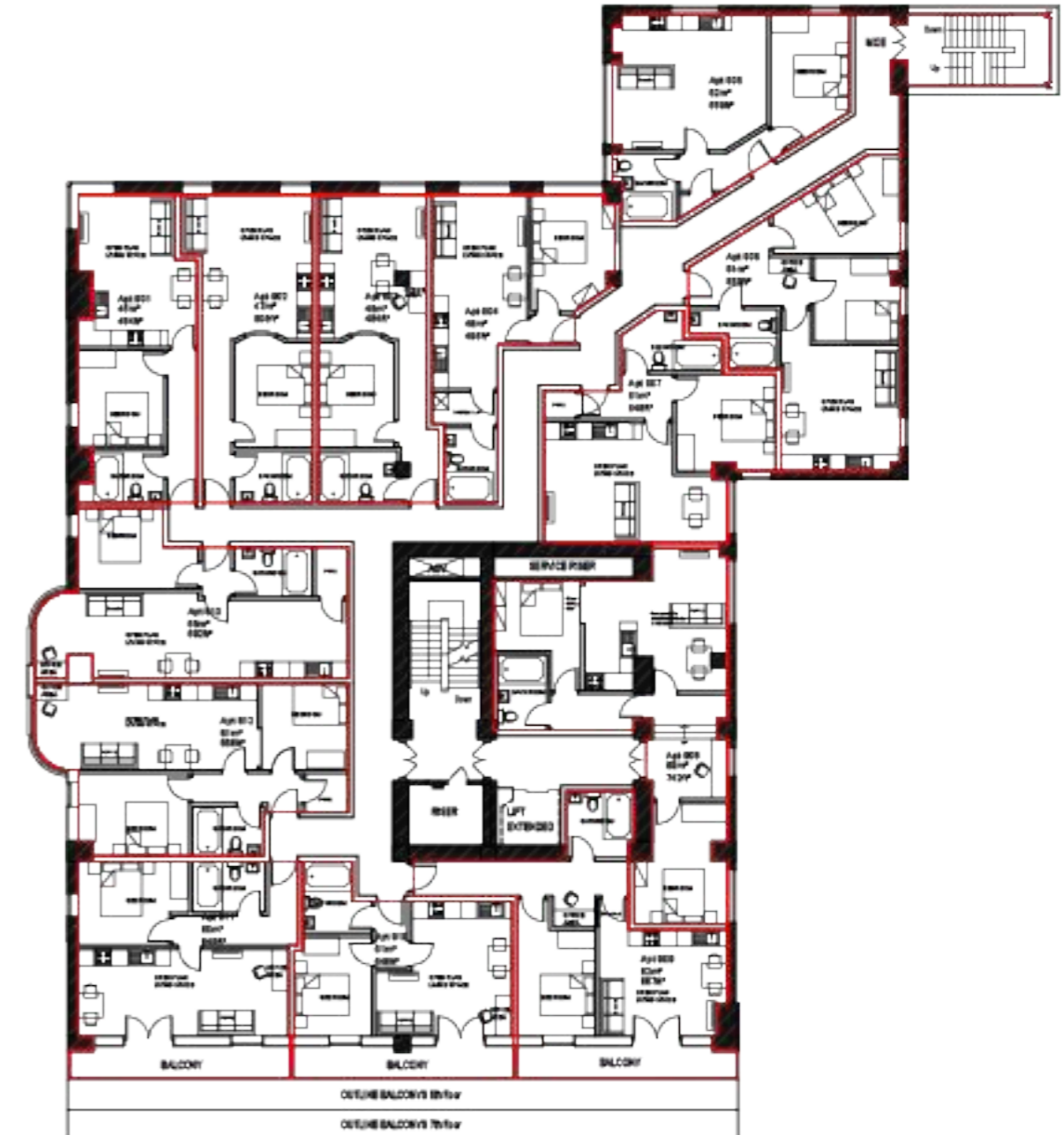
Sixth Floor Plans



Seventh Floor Plans



Eighth Floor Plans



Ninth Floor Plans

SIGNATURE  
LIVING