



THE OLD
FIRE STATION



YOUR PLACE TO SHINE

THE OLD FIRE STATION

A striking new collection of luxury Manhattan style one, two & three bedroom apartments in a superb town centre location.

Set between river, cathedral and high street, moments from gym and cinema, this creative transformation of an iconic building combines a statement address with a lifestyle destination.

At The Old Fire Station, from the moment you enter the courtyard, you will be arriving home to something unique and remarkable.



THE OLD FIRE STATION

STYLISH & CONTEMPORARY URBAN LIVING AT ITS BEST

With its carefully considered blend of brick, copper, cedar and glass this landmark development reflects the Guthrie Roberts reputation for quality, innovation and attention to detail.

The tranquil green space of the city garden offers a place for residents to enjoy a peaceful retreat from the fast-paced nature of everyday life.

In every apartment, spacious, light-filled living areas complement a designer specification to provide the perfect place to relax or entertain.

Residents will enjoy exceptional homes in an unbeatable location. With the delights of the city garden, and the drama of the viewing platforms, our aim is to create a vibrant community with carefully crafted communal areas.

A BENCHMARK FOR LUXURY TOWN CENTRE APARTMENT LIVING



IDEALLY LOCATED
FOR WORK, REST
AND PLAY

THE OLD FIRE STATION

WELL CONNECTED - TO ALL KEY LOCATIONS

The Old Fire Station is ideally placed for commuting, with Worcester Foregate Street station only a 10 minute walk away. Many major cities are under an hour by train, and London Paddington is just over 2 hours.

BIRMINGHAM

CHELTENHAM

LEAMINGTON SPA

SWINDON

GLOUCESTER

STRATFORD ON AVON

OXFORD

BRISTOL

READING

CARDIFF

LONDON



DISTANCE BY CAR

CHELTENHAM - 24 miles (35 minutes)
GLOUCESTER - 31 miles (42 minutes)
BIRMINGHAM - 31 miles (45 minutes)
BRISTOL - 62 miles (67 minutes)
CARDIFF - 82 miles (93 minutes)
OXFORD - 85 miles (94 minutes)
READING - 94 miles (103 minutes)
LONDON - 99 miles (176 minutes)





A LANDSCAPED
SANCTUARY

CENTRAL TO LIFE: A COMMUNITY TO BE A PART OF

THE OLD FIRE STATION

Major city centre developments in the last few years have delivered a multi-million pound face lift to the high-street shopping experience, including the new leisure and retail quarter at Cathedral Square, right on the door step of The Old Fire Station.

Growing popularity and ever-improving connections are driving growth and development across the city. These ambitious plans will mean an exciting new chapter in Worcester's history, with The Old Fire Station at the centre of this thriving, progressive city.



THE PERFECT BALANCE FOR MODERN LIVING

The Old Fire Station represents a new central urban hub; surrounded by popular shopping centres, a bustling high street and a great selection of restaurants, bars and cafes.

Whether it's a knockout meal, an indulgent shopping spree, a few drinks with friends, a lazy day in the park by the river or a trip to the races, all this and more can be yours within a few steps of your front door.

For those seeking a cultural fix, the cathedral hosts the world famous Three Choirs Festival, 100m away. Live music, theatre and touring comedians can be seen at Guild Hall, 50m away; while the latest blockbuster can be caught at Vue Cinema, less than 200m away.

You are also ideally placed to explore the neighbouring towns, villages and magnificent countryside; Birmingham, Gloucester, Cheltenham and Cardiff are a short drive or train ride away.



RETAIL THERAPY

When it comes to indulging in a little retail therapy, Worcester is well served by a choice of high street names as well as a selection of independent shops and boutiques.

Complementing these, Crowngate Shopping Centre provides a welcome environment to shop, meet, eat and drink where you can find everything to fulfil your beauty, home, fashion and lifestyle needs.

Located close by, you can find an extensive Marks & Spencer, complete with food hall.



The diverse choice of eateries in Worcester, including cosy gastro-pubs and bistros, coffee shops, high street and independent cafés and restaurants reflects the very nature of the city itself; a mixture of modern and the traditional. From the mouth watering Five Guys and aromatic Japanese cuisine Yo! Sushi - to the taste of Italy at Ask Italian and the delicious flame grill fancies at Miller and Carter, there is something to suit every taste for every occasion.

A TASTE OF
THE WORLD ON
YOUR DOORSTEP



TAKING TIME OUT

If you're looking for a fast-paced HIIT session or a reinvigorating hour of yoga, take advantage of Fitness4Less in Cathedral Square just a 3 minute walk away, to stay energised and embrace the benefits of a healthy lifestyle.



Whether you want to unwind in a relaxing spa, participate in fast action sports or surround yourself with the tranquillity of nature, living at The Old Fire Station allows you indulge in a huge variety of leisure pursuits very close to home.



WITHIN THE COUNTY

Worcester Cathedral & The River Severn: Renowned for its historic Three Choirs Festival, the cathedral also boasts awe-inspiring architecture including royal tombs, stained glass, a medieval library and the famous tower, which dominates the skyline of Worcester city centre.

Tonic Bar: The late-night scene in Worcester prides itself in unparalleled entertainments, hosting events of the highest quality and brings some of the biggest names in music and show business to the city.

Racecourse: Situated on the banks of the River Severn, the picturesque Worcester Racecourse is the home to summer meets at one of the country's oldest racecourses.

Cricket Club: New Road, the home to the Worcestershire County Cricket Club, claims to be one of the country's best cricket grounds. New Road offers cricket with first-class hospitality for all sports enthusiasts and guarantees a fantastic all round sporting experience.

Greyfriars House and Garden: A stunning medieval merchant's house, built in c.1490, that has housed some of the city's wealthiest families since the 17th century, who traded in varied leather goods, hats, bread and umbrellas. Saved from demolition and now a Grade 1 listed building, it was transferred to the National Trust in 1966.

The Malvern Spa: Just a 15-minute car journey away, Malvern Spa is the place to embrace tranquillity with hydro pools, health spa and treatments which are available 7 days a week.

Creativity on the door step: Next door to The Old Fire Station, All Saints runs a thriving arts and crafts network, for those seeking to connect with their creative side.

INTERIORS TO COME HOME TO



CREATING PLACES PEOPLE LOVE

Guthrie Roberts creates places that inspire a sense of pride, belonging and community spirit. This is achieved through listening to people and putting their wellbeing at the heart of everything we do.

Residents of The Old Fire Station will not only enjoy exceptional homes in a convenient location but will also benefit from a welcoming atmosphere and unique sense of belonging. With exclusive resident facilities, our aim is to create a vibrant community through shared communal areas and spaces designed to be enjoyed together.

INSPIRING INTERIORS
CREATED BY

ELAINE LEWIS DESIGNS

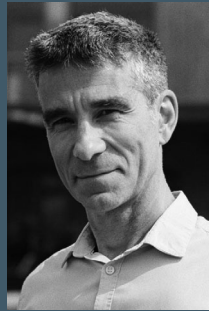
CHIC STYLE AND ELEGANT DESIGN

Specialising in creating timeless interiors at some of Malvern and Worcester's most sought-after addresses, the highly regarded interior design company Elaine Lewis Designs is behind the chic and effortless eye-catching interiors at The Old Fire Station.

Inspired by its proximity to the river, cathedral and the city centre of Worcester, this visionary collaboration of renowned KKE Architects and brilliantly creative interior designer Elaine Lewis results in a relaxed and refined ambience.



ELAINE LEWIS
Interior Designer



JORGE EGUIGUREN
Architect

"A careful balance of respectful refurbishment and contemporary occupant-led design ensures the existing architecture and historic surroundings are celebrated without compromise". **JORGE EGUIGUREN**

"Elegance is not an accident, it is always the result of high intention, sincere effort, intelligent direction and skilful execution". **ELAINE LEWIS**

THE OLD FIRE STATION



Introducing personality and character into each apartment, Elaine Lewis & KKE have designed bold, contemporary kitchens and bathrooms for the residents of The Old Fire Station to enjoy.



Both outside and in, The Old Fire Station benefits from the character features that are often lacking in modern buildings. From the beautifully proportioned high ceilings and tall windows that cast light into the rooms, to the proud chimneys and circular entrance that feels inviting as soon as you step inside, this building has lots to make it unique. **JORGE EGUIGUREN**

I'm truly looking forward to working with the solidarity and character of the building, whilst also incorporating features and textures that will transform it from its utilitarian past into spaces that say "Wow, and welcome home". **ELAINE LEWIS**

A DESIGNER SPECIFICATION



INDIVIDUALLY DESIGNED KITCHEN

- Contemporary styled Porter Matt kitchen, by Elgar with brushed brass sink and taps. Compacted laminate or quartz work top with glass splash back.
- NEFF built-in compact oven with 800w microwave function
- NEFF induction hob with integrated extractor
- Integrated fridge/freezer and dishwasher (Energy Rated A+)
- Space and plumbing for washer/dryer generally within hall utility cupboard
- Brushed brass single bowl sink with brushed brass mixer taps
- LED under wall unit lighting
- Matt bronze power sockets above worktops



QUALITY BATHROOMS

- Contemporary styled bathrooms with sanitary ware and chrome taps
- Recessed down lit mirror
- Bath with shower and screen to bathroom
- Built-in storage space to vanity unit
- Bottle recess to bathroom
- WC with chrome dual flush plate, concealed cistern and soft close seat
- Chrome heated towel rail
- Porcelanosa wall tiles to selected areas
- Underfloor heating

HEATING, ELECTRICAL AND LIGHTING

- Radiators with individual thermostatic control
- Centralised mechanical extract ventilation to kitchen and bathroom
- Matt Bronze finish switches and sockets throughout
- Shaver sockets provided to bathroom
- USB sockets to bedrooms and living areas
- Pendant lighting to all bedrooms
- LED downlights to kitchen and hall

A DESIGNER SPECIFICATION



INTERIOR FINISHES

- Entrance door with matt bronze door furniture
- Dordogne Oak doors with matt bronze door furniture
- Professional engineered European rustic oak flooring to hall/lounge/dining areas
- Tiled floors to bathrooms



HOME ENTERTAINMENT & COMMUNICATION

- TV points to living area and bedrooms
- Wired SKY Q to living area
- Communal television aerial and satellite dish
- Telephone point to living area
- USB charging points



COMMUNAL AREAS

- Private front entrance to all apartments
- Bespoke garden design to communal areas and City Garden
- Lighting to communal areas powered by solar panels
- Power supply provided for electrical car charging
- Discreet bin store and bike store
- Post boxes fitted in communal entrance
- Lifts access to all floors
- Lighting controlled by movement sensors

SECURITY & PEACE OF MIND

- Smoke alarms hardwired to mains supply with battery back-up
- Full building regulations certification
- 10 year warranty from ICW
- Main access door with telephone access system to all apartments

DESIGNED FOR LIFE & COMMITTING TO THE FUTURE

THE OLD FIRE STATION

CUSTOMER SERVICE IS OUR PRIORITY

Our customers are at the heart of all our decisions. We aim to understand their needs and consistently exceed their expectations. The service we provide is professional, efficient and helpful to make the home buying process as straightforward and enjoyable as possible; and we aspire to the highest levels of customer service.

GREEN LIVING AND SUSTAINABLE DEVELOPMENT IS TOP OF OUR AGENDA

As a company, we are committed to reducing energy, water and waste on our construction sites, our offices and in the homes that we build. Our homes include features to encourage sustainable living such as dualflush WCs, recycling bins and energy efficient white goods. The Old Fire Station boasts an eco district heating system, designed to minimise the use of gas within the development.

QUALITY IS AT THE HEART OF EVERYTHING WE DO

At GRL quality takes precedence from choosing the right location and style of home, to the construction processes we practice, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10 year warranty all new homes receive, GRL operates a 12 month snagging period with a dedicated customer service team on hand to deal with enquiries quickly and effectively.

A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

GRL homes and developments are not just built for today. They are designed to enhance the neighbourhood in which they are located. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only for our customers but also their neighbours and the broader community. It is a long-term view; we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.

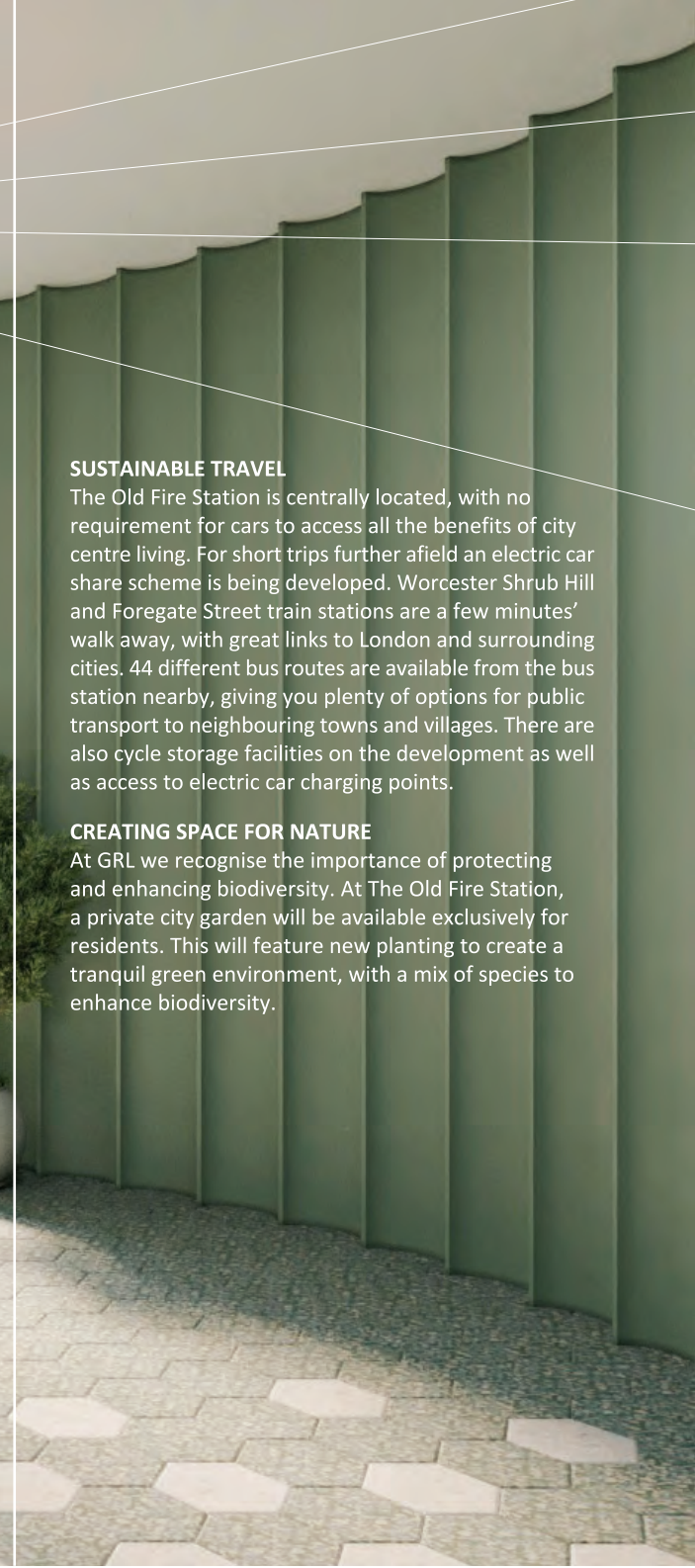


SUSTAINABLE TRAVEL

The Old Fire Station is centrally located, with no requirement for cars to access all the benefits of city centre living. For short trips further afield an electric car share scheme is being developed. Worcester Shrub Hill and Foregate Street train stations are a few minutes' walk away, with great links to London and surrounding cities. 44 different bus routes are available from the bus station nearby, giving you plenty of options for public transport to neighbouring towns and villages. There are also cycle storage facilities on the development as well as access to electric car charging points.

CREATING SPACE FOR NATURE

At GRL we recognise the importance of protecting and enhancing biodiversity. At The Old Fire Station, a private city garden will be available exclusively for residents. This will feature new planting to create a tranquil green environment, with a mix of species to enhance biodiversity.



CUSTOMER RELATIONS

We want to ensure you are happy with every aspect of your new home, so we look after our customers at every stage with expert advice, attention to detail and continuous communication. From exchange of contracts, our dedicated sales team will help with any questions you may have.

Here is what to expect:

- From the day you reserve until the day you move in we will update you regularly on progress
- Sustainability is high on any responsible builder's agenda. We promise to fully communicate the environmental features of our developments to all our customers
- We will meet you in your home to demonstrate all the functions and facilities of your new apartment
- We personally hand over your key on completion day and make sure everything is to your satisfaction



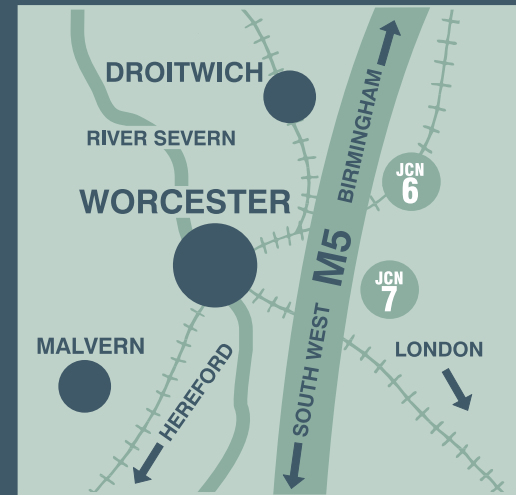
Parking and storage is located on the ground floor of the development, and offers residents the opportunity for parking and electric car rental.

T&Cs: car parking spaces are allocated to selected apartments, please speak to sales advisors to reserve yours. There are further parking facilities located close by at the end of Copenhagen Street for permit holders.

PARKING AND STORAGE



THE OLD FIRE STATION



CONTACT US ON

CALL: 07949 410 867

EMAIL: sales@guthrieroberts.com

www.guthrieroberts.com

FIND US AT

THE SHOW APARTMENT
COPENHAGEN ST,
WORCESTER WR1 2HQ

GUTHRIE **GR** ROBERTS

At Guthrie Roberts we pride ourselves on creating not just remarkable homes but outstanding places to live. We are proud of our reputation for creating stylish, contemporary apartments of exceptional calibre, blending design expertise with excellent craftsmanship to achieve a modern luxury characteristic of a GRL home.

Photography: Jan Sedlacek www.digitlight.co.uk and iStock Photos
Design: Frolic Design www.frolicdesign.co.uk