SO

YO

LEEDS

SO

WHAT'S THE STORY?

SOYO Leeds captures the very essence of what it is to be a part of this unique, cultural part of the city. It embraces a spirit of 'no nonsense' originality, vibrancy and creativity.

An unassuming yet inspiring neighbourhood, where spectacular new mixed use space, converted industrial warehouses, and contemporary architecture all sit hand in hand and already offer homes to some of the countries most culturally recognisable brands.

BBC

MODALIVING

northern ballet

LEEDS PLAY HOUSE

LEEDS COLLEGE of MUSIC

LEEDS CITY COLLEGE

NHS

YORKSHIRE DANCE

The GALLERY at One Six Four

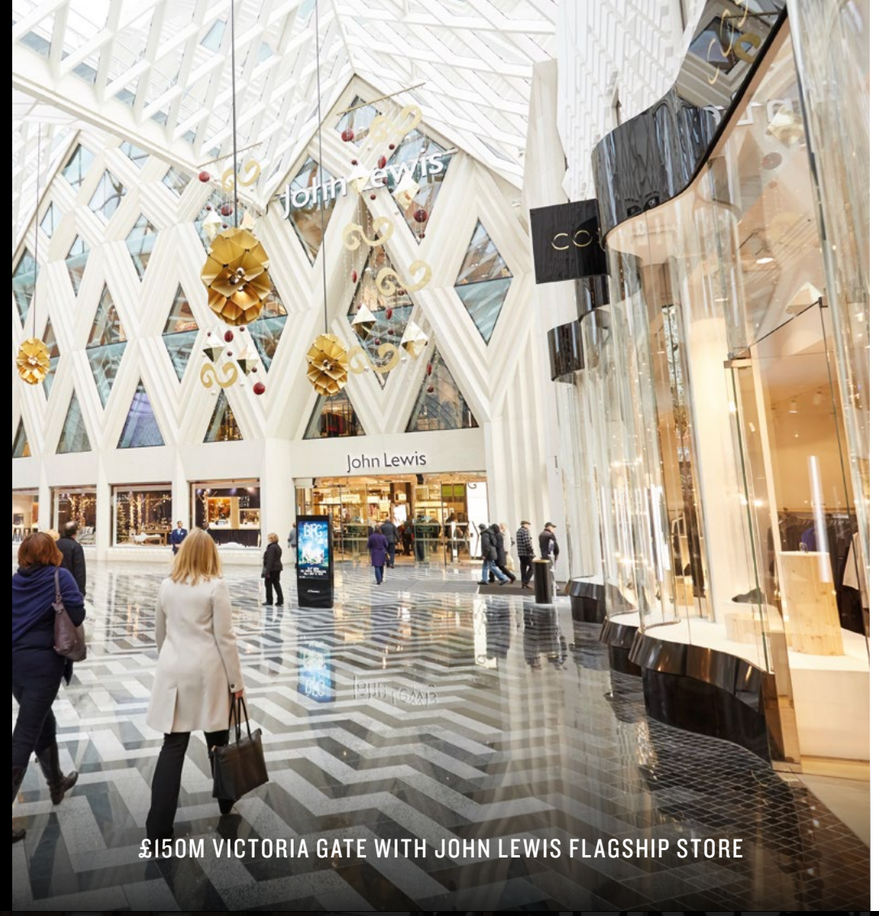
The Wardrobe

SO

This vibrant and accessible gateway to the city will have wide and varied appeal and looks to build on its rich cultural stage to help define a spectacular new neighbourhood for everyone to engage with and enjoy.

YOU

SO LEEDS?



£150M VICTORIA GATE WITH JOHN LEWIS FLAGSHIP STORE

THE TOP CENTRE FOR FINANCIAL AND BUSINESS SERVICES IN THE UK WITH OVER 30 NATIONAL BANKS

THE FASTEST GROWING CITY WITH A £60 BILLION ECONOMY

THE UK'S LARGEST WORKFORCE OUTSIDE LONDON WITH 1.4 MILLION IN THE CITY REGION

300,000 INTERNATIONAL VISITORS PER ANNUM AND RISING

2.16 MILLION VISITORS PER ANNUM AS PART OF A HOLIDAY OR SHORT BREAK, ACCOUNTING FOR 4.98 MILLION NIGHTS IN LOCAL ACCOMMODATION WITH AN ECONOMIC IMPACT OF £469M

O

THE IVY GRILLS & BRASSERIES

ISH

crafthouse

ANGELICA

TATTU

HARVEY NICHOLS

John Lewis

AVERAGE STAY 2.3 DAYS, WITH £155M SPENT ON LOCAL ACCOMMODATION

5TH MOST POPULAR CONFERENCE DESTINATION WORTH £501M TO THE LOCAL ECONOMY

THE LARGEST CITY REGION ECONOMY OUTSIDE LONDON

ELITE UK RETAIL DESTINATION WITH OVER 1,000 SHOPS AND TWO MILLION PEOPLE WITHIN A 30 MINUTE DRIVE OF THE CITY CENTRE

£60M FIRST DIRECT ARENA, EUROPE'S FIRST PURPOSE BUILT 'SUPER THEATRE'

SECURED £3.7BN OF COMMERCIAL PROPERTY INVESTMENT IN THE PAST DECADE

SO CLOSE

There are approximately 21,915 employees, students and visitors in the immediate vicinity

DEVELOPMENT SITE
CULTURAL QUARTER

DEPARTMENT OF HEALTH
1,000* STAFF

DEPARTMENT FOR WORK & PENSIONS
2,500* STAFF

NORTHERN BALLET
120 STAFF
8,000* VISITORS PER ANNUM
70 PRODUCTIONS PA ON AVERAGE.

LEEDS COLLEGE OF MUSIC
110* STAFF
1,500* STUDENTS

UNITE STUDENTS
JOSEPH STONE HOUSE ACCOMMODATING
180 BEDS

BBC
200 STAFF
5,500* VISITORS PER ANNUM

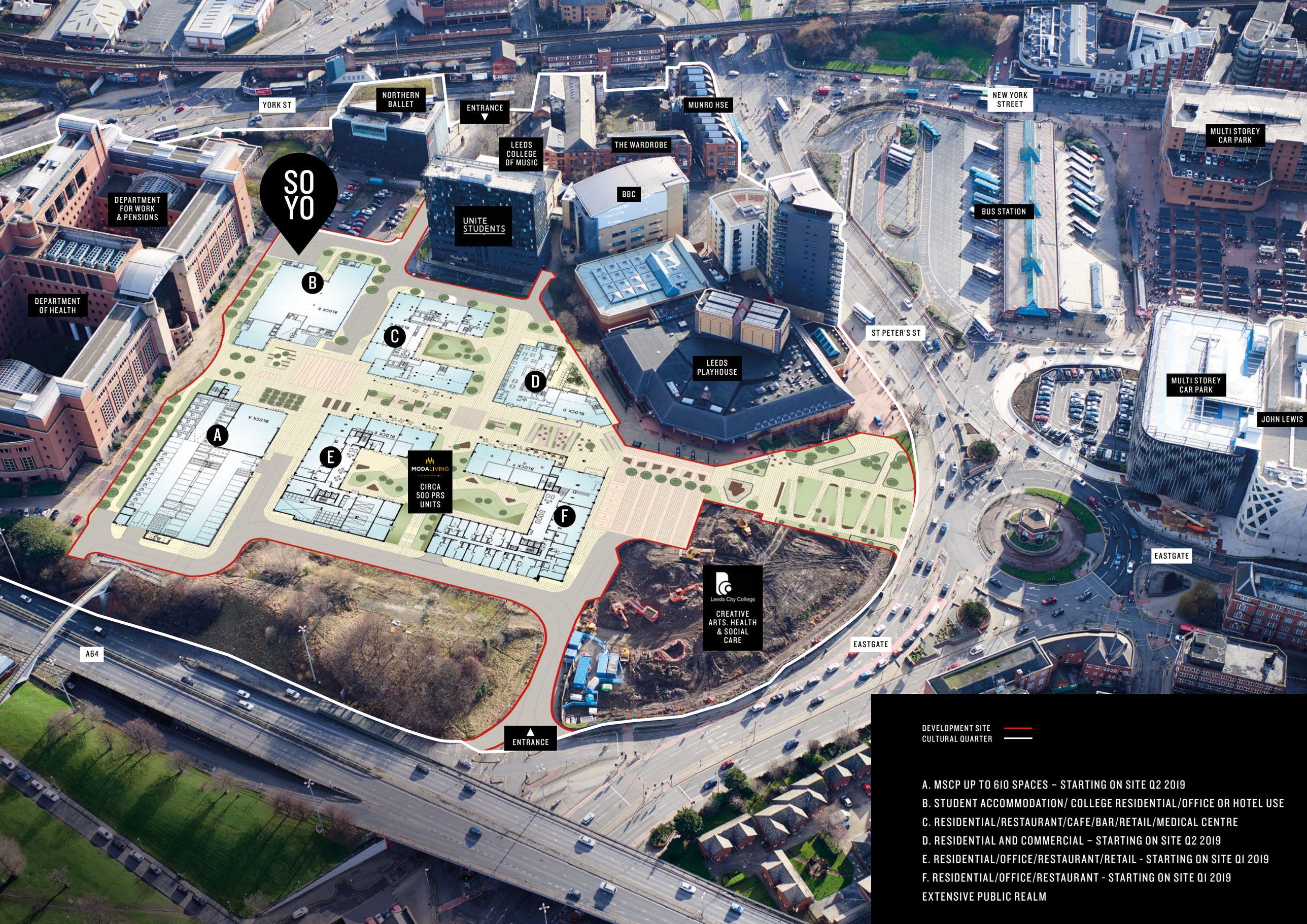
LEEDS PLAYHOUSE
100* STAFF
1,100 SEATS – 750 SEATS IN THE QUARRY, 350 SEATS IN COURTYARD.

MUNRO HOUSE
FULLY OCCUPIED AT PRESENT WITH 40 CREATIVE BUSINESSES.

LEEDS CITY COLLEGE
160* STAFF
2,174* STUDENTS
PHASE 1 / OPENS 2018

JOHN LEWIS
550* STAFF
800 SPACES

*Figures shown are approximate



DEVELOPMENT SITE
CULTURAL QUARTER

A. MSCP UP TO 610 SPACES – STARTING ON SITE Q2 2019
B. STUDENT ACCOMMODATION/ COLLEGE RESIDENTIAL/OFFICE OR HOTEL USE
C. RESIDENTIAL/RESTAURANT/CAFE/BAR/RETAIL/MEDICAL CENTRE
D. RESIDENTIAL AND COMMERCIAL – STARTING ON SITE Q2 2019
E. RESIDENTIAL/OFFICE/RESTAURANT/RETAIL - STARTING ON SITE Q1 2019
F. RESIDENTIAL/OFFICE/RESTAURANT - STARTING ON SITE Q1 2019
EXTENSIVE PUBLIC REALM

Computer Generated Image

Computer Generated Image

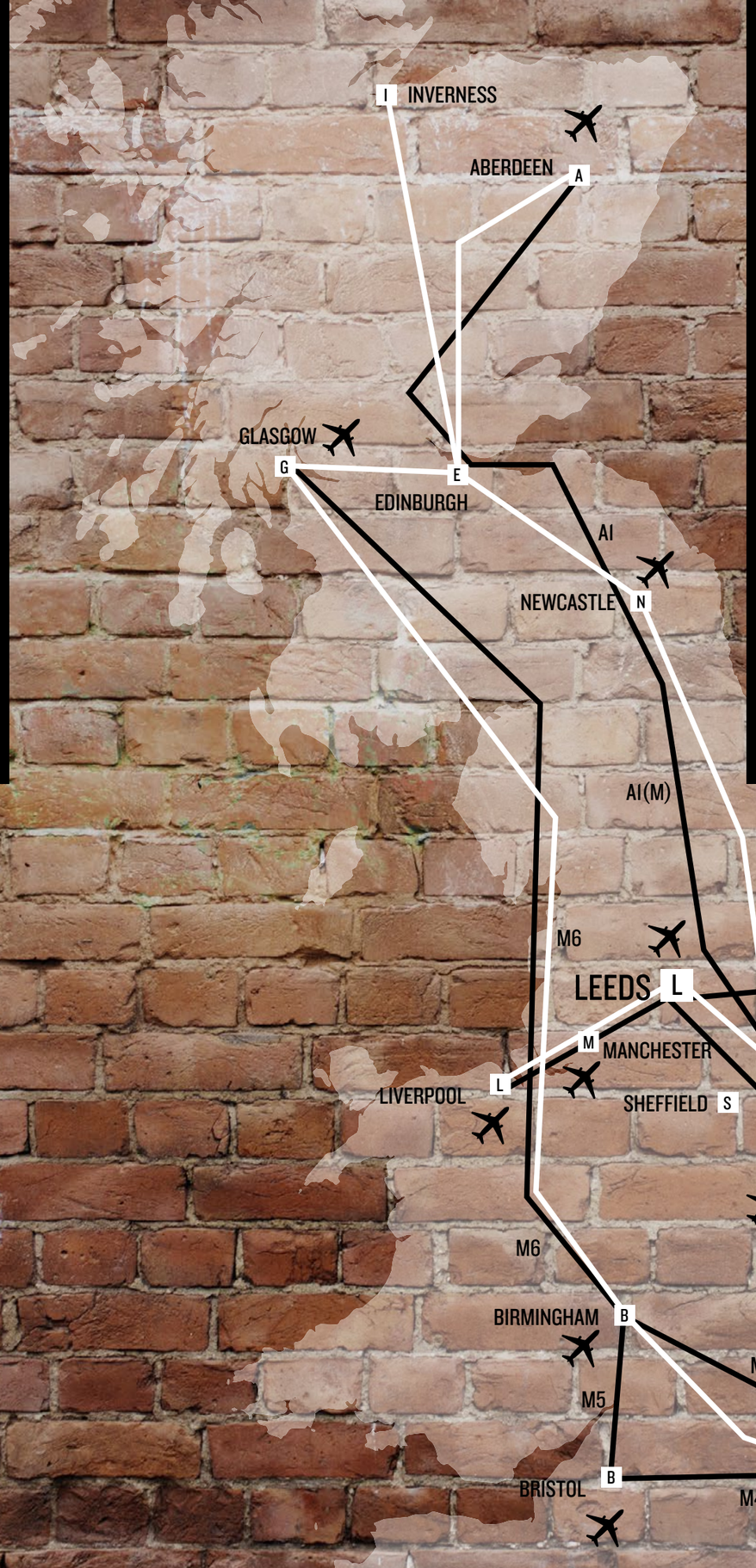
Computer Generated Image

SO
CONNECTED

LS2 7UP

Leeds offers unrivalled links to the rest of the UK and the world. The capital is only 2 hours away by train and 1 hour by air.

MAJOR UK RAIL LINKS
MAJOR UK ROAD LINKS



7 MILLION PEOPLE WITHIN A ONE HOUR DRIVE

LEEDS - MAIN LAND EUROPE 1.5 HOURS BY AIR
LEEDS - HONG KONG 13.5 HOURS BY AIR
LEEDS - NEW YORK 8 HOURS BY AIR

LEEDS TO LONDON - 2HRS 12 MINS
LEEDS TO EDINBURGH - 3HRS
LEEDS TO MANCHESTER - 54 MINS

SOYO

LEEDS

ALL ENQUIRIES

BNP PARIBAS REAL ESTATE
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realestate.bnpparibas.co.uk

JLL
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jll.co.uk/property

A DEVELOPMENT BY

CaddickDevelopments.

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