

RESIDENTIAL DEVELOPMENT OPPORTUNITY

240 Holliday Street

Birmingham · B1 1SJ

Full planning consent granted for 106 apartments.

QUOTING PRICE — OFFERS OVER

£2,750,000

CGI — INDICATIVE CONSENTED SCHEME

106 APARTMENTS



Executive Summary

Siddall Jones is instructed to present this residential development opportunity in the heart of Birmingham city centre. The site represents a rare opportunity to acquire a cleared, consented site with full planning permission for 106 apartments.

The site comprises the open-air car park adjacent to 240 Holliday Street, within the the Ladywood ward. There are no structures on site, eliminating demolition cost and and programme risk, with vacant possession achievable within one month and currently let currently let at £5,830 PCM.

The vendor holds a 250-year long leasehold from Birmingham City Council at a peppercorn peppercorn ground rent, with potential for the freehold to be acquired separately by a separately by a purchaser.

The site is offered unconditionally at a revised quoting price of Offers Over £2,750,000. The £2,750,000. The vendor requires a committed purchaser able to exchange and complete in a complete in a timely manner.

PRIME CITY CENTRE

Minutes from Centenary Plaza Plaza & Brindleyplace

FULL PLANNING CONSENT

Approved Jan 2024. Ref 2022/04557/PA. No demolition demolition required

UNCONDITIONAL SALE

Offers Over £2,750,000. No subject-to-planning conditions

106 APARTMENTS

Studio to 3-bed. 6,328 sq m NIA. Concierge & rooftop terrace

The Site & Tenure

THE SITE

Currently operating as a pay-and-display car park, terminable on one month's notice month's notice — enabling rapid mobilisation of a development programme. programme.

With no existing buildings, a purchaser can proceed directly to construction following discharge of planning conditions, without demolition cost or delay.



TENURE & TITLE

Tenure	250-yr long leasehold, peppercorn rent
Freeholder	Birmingham City Council
Vendor	Raybone Developments (Mint) Ltd
Vacant Possession	Within one month's notice
S106 & CIL	Payable by purchaser



CGI — HOLLIDAY STREET FRONTAGE

Location & Connectivity

240 Holliday Street sits within the Ladywood ward — one of the most active residential development zones in the West Midlands — immediately south-west of the city core, surrounded by consented and completed apartment schemes.

The area is undergoing rapid transformation, with multiple consented towers and BTR schemes flowing into Ladywood and the wider Westside district.

- Walking distance of Centenary Plaza, Brindleyplace & the ICC
- Fast connectivity via New Street & Snow Hill stations to London Euston
- Adjacent to the emerging Canal Wharf & Register Office quarter

Planning Consent

APPLICATION REF
2022/04557/PA

DECISION
Approved — 11 Jan 2024

APPLICATION TYPE
Full Planning — S106

APPROVED SCHEME DESCRIPTION

- 106 residential apartments (C3): studio, 1-, 2- and 3-bedroom units
- Ground floor entrance, 24-hour concierge & management office
- 1,349 sq m communal amenity — courtyard & rooftop terrace
- Basement: secure cycle storage, plant room, caretaker store
- Architect: Gensler (international practice, Birmingham office)

AFFORDABLE HOUSING / S106

11–12 affordable units at 20–30% market discount, with a monetary equivalent of £704,190 agreed with Birmingham City Council.

S106 AGREEMENT

Executed 23 May 2024 — consent is live and immediately implementable

Schedule of Accommodation

Gensler Accommodation Schedule, October 2023

Floor	1-Bed 1P	1-Bed 2P	2-Bed 3P	2-Bed 4P	3-Bed	Units	NIA sq m
Ground	1	6	4	—	1	12	682
1st	4	6	5	—	1	16	863
2nd	4	6	5	—	1	16	864
3rd	4	6	5	—	1	16	864
4th	4	6	5	—	1	16	864
5th	2	7	4	1	1	15	832
6th	2	7	4	1	1	15	832
Total	21	44	32	2	7	106	5,801

TOTAL NIA
(RESIDENTIAL)

6,328 sq m

68,115 sq ft

TOTAL GIA

8,127 sq m

87,479 sq ft

NIA : GIA RATIO

~78%

Strong residential
efficiency

Sale Terms & Further Potential

QUOTING PRICE

Offers Over £2,750,000

Tenure	250-yr long leasehold, peppercorn rent
Freeholder	Birmingham City Council
VAT	TBC — parties to seek own advice
Legal Costs	Each party bears own costs
Exchange	Prompt — non-refundable deposit

FURTHER DEVELOPMENT POTENTIAL

The consented 106-unit, 7-storey scheme represents one implementable option - but the site's scale and surrounding consented towers may support a more ambitious application.

A purchaser wishing to maximise value would be advised to seek pre-application discussion with Birmingham City Council's Planning Department.

DATA ROOM

Full technical pack available to qualified parties, subject to AML / KYC

SOLE AGENT

240 Holliday Street

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CONTACT

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Viewings strictly by arrangement

Misrepresentation Act 1967: these particulars are prepared in good faith and do not constitute an offer or contract. All areas are approximate. Intending purchasers must satisfy themselves as to all matters by inspection or otherwise. July 2026.