

For Sale



Land at South Parade, Sutton Coldfield, B72 1QY

Development Opportunity (STP) – 1.05 acres (0.42 hectares)

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**AVISON
YOUNG**

Land at South Parade

The Opportunity

We are pleased to present this development opportunity in the heart of Sutton Coldfield, brought to the market on behalf of Birmingham City Council.

The site comprises approximately 1.05 acres, currently split between a pay and display car park and a cleared former care facility site, now vacant.

Prominently located on South Parade, the site offers excellent potential for residential or mixed-use development, subject to the necessary planning consents.

The site's central location, combined with strong transport links and proximity to local amenities, makes this a rare development opportunity in a sought-after area of Sutton Coldfield.

Offers are invited for the freehold property in its entirety on both a conditional and unconditional basis. The Vendor's preference is for offers on an unconditional basis.



Freehold property



Approximately 1.05 acres (0.42 ha)



Suitable for a range of planning use classifications, including residential (STP)

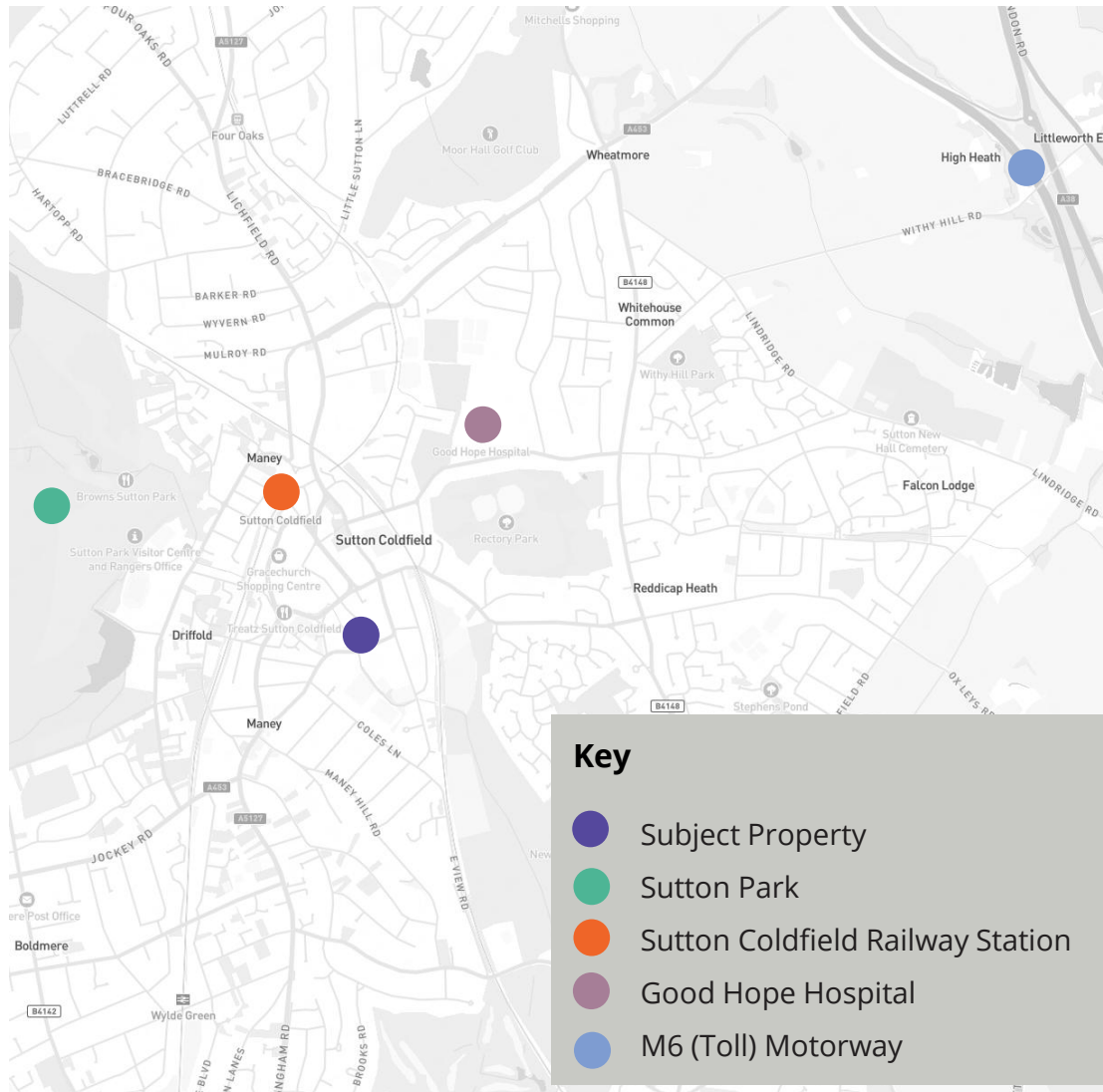


Prominent location within Sutton Coldfield just a c. 10-minute walk from Sutton Coldfield Railway Station



Location

Map



Transport and Local Area

The site is prominently located on South Parade in the heart of Sutton Coldfield town centre, offering a prime development opportunity in one of Birmingham's most sought-after suburban locations.

Sutton Coldfield town centre, just a short walk away, offers a comprehensive range of shops, cafes, restaurants, schools, leisure facilities, and green spaces, including the renowned Sutton Park. The site also benefits from excellent accessibility to Gracechurch Shopping Centre, Sutton Coldfield College and Good Hope Hospital.

South Parade connects directly to key local routes, including the A5127 (Brassington Avenue/Lichfield Road) and is within close proximity to the A452 and A38, providing convenient access to Birmingham city centre, as well as links to M6, M42 and the wider Midland motorway network.

Sutton Coldfield railway station, a circa. 10-minute walk from the site, provides direct services to Birmingham New Street (18 minutes') and Lichfield (18 minutes'), ensuring excellent connectivity from the site via train.

The area is also well-served by multiple local bus routes, offering strong public transport links to Birmingham and neighbouring districts.

Property detail

Tenure

The property comprises a freehold title which measures c. 1.05 acres (0.42 ha).

The property is to be sold freehold with vacant possession and subject to all third party rights, easements and statutory designations currently passing. Prospective purchasers must satisfy themselves in this regard.

Services, Highways & Access

We understand that all mains services are available to the property however, prospective purchasers must satisfy themselves in respect of the availability, capacity and sustainability of all services and utilities.

The purchaser will design and install (subject to relevant approvals) a new alternative vehicular access off South Parade for the retained car park.

The purchaser shall install a suitable boundary fence to secure the retained carpark as part of the redevelopment of the site.

Viewings

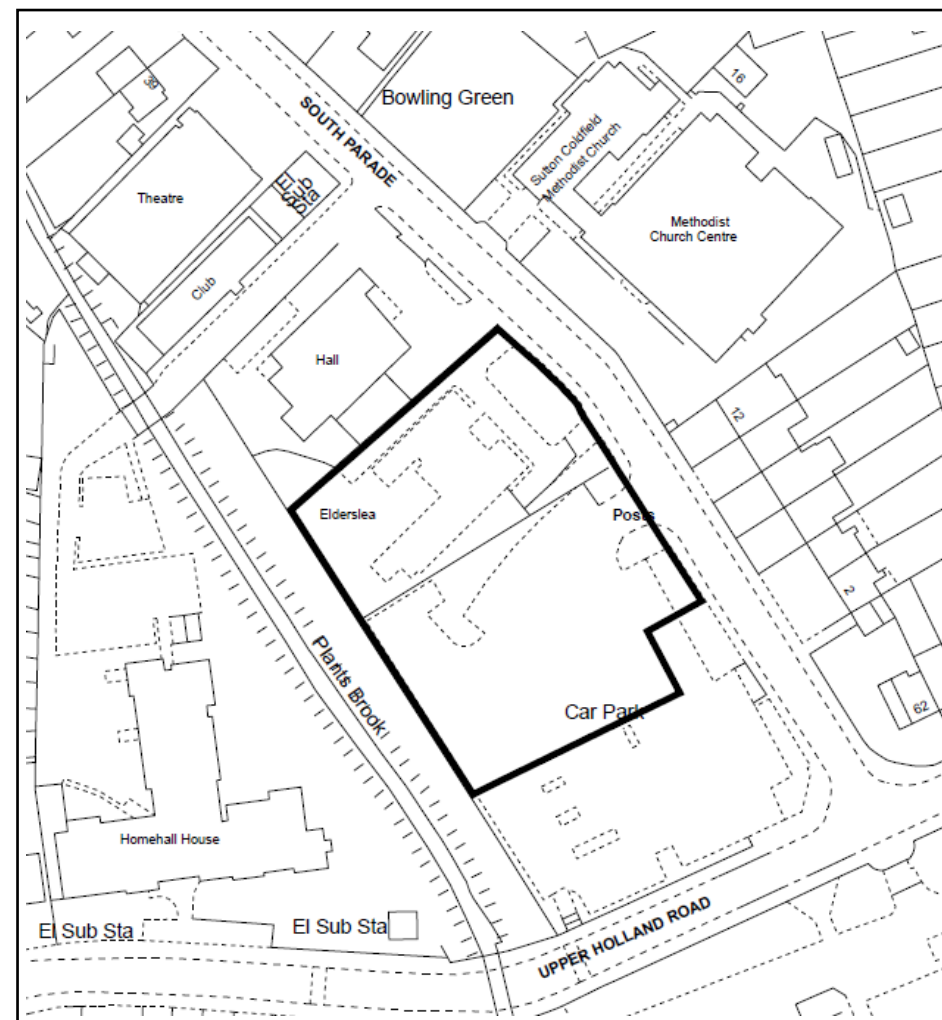
All parties wishing to inspect the property are required to make prior arrangements with Avison Young.

Avison Young request that interested parties do not attempt to gain access to the property outside of accompanied viewing inspections.

We would request discretion in the event interested parties undertake any roadside inspections of the property.

VAT

We understand the property is not elected for VAT



**Please note the plan above is for indicative purposes only*

Property detail

Planning

The site falls under the jurisdiction of Birmingham City Council. The site is guided by the Birmingham Development Plan (2017), which forms the statutory Local Plan for the city and sets out the vision and strategy for sustainable growth up to 2031. It is further supported by the Sutton Coldfield Town Centre Masterplan (2021), which provides a framework for regeneration, investment, and the enhancement of the town centre.

The South Parade car park site is situated within Sutton Coldfield town centre, where planning policy support is provided for high quality mixed-use development, including residential, commercial, leisure, and community uses.

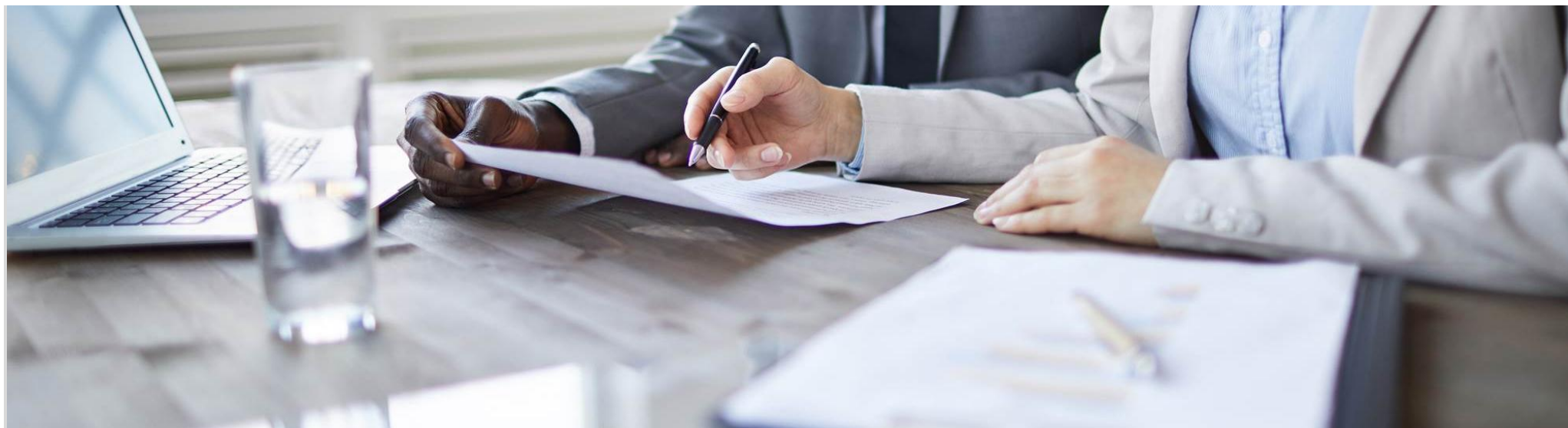
The Masterplan also identifies opportunities to improve connectivity, public realm, and town centre vitality, with an emphasis on sustainable development and the delivery of a more vibrant urban environment.

There is scope for redevelopment of the site to contribute positively to the regeneration objectives of Sutton Coldfield town centre, subject to design, scale, and use considerations being in accordance with adopted planning policy.

We recommend that all interested parties carry out their own due diligence and make enquiries directly with Birmingham City Council to determine the potential development opportunities for the site.



Method of sale



Technical Data Room

Further information in respect of the property is available in the dedicated technical data site available via the Avison Young website: <https://portal.kato.app/data-room/853/land-at-south-parade>

The technical data room has been compiled by Avison Young in their capacity as advisers to the Vendors. This has been compiled from information supplied by the Vendors and information available in the public domain. The technical information is provided solely for use by recipients in considering their interest in submitting an offer for the acquisition of the Property.

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Seller's Costs

The purchaser is required to cover the Seller's reasonable professional fees and costs associated with the sale.

Basis of Offers

Offers are to be submitted in writing, using the bid proforma provided within the data room, by 12 noon on Friday 12th June 2026, together with any supporting information to the selling agents:

joe.williams@avisonyoung.com
toby.moran@avisonyoung.com

Interested parties are permitted to submit an offer on more than one basis. Our client reserves the right not to accept the highest or any offer received.

**For more information
about this property,
please get in touch.**



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1. Corporate structure and ownership details.
2. Identification and verification of ultimate beneficial owners.
3. Satisfactory proof of the source of funds for the Buyers / funders / lessee.