

**Please Read – Off Market – Exclusive**



**LETS BUILD**

**FOR SALE**

**BTR Development Site**

**CROYDON**

**OFF MARKET AND EXCLUSIVE!**

Please keep in mind that we are an off-market agency, which means that our clients privacy is paramount. To ensure that our deals remain exclusive, we have purposely omitted specific details from this brochure. Further information can be provided to qualified potential buyers

**Reduced Price  
JV Options**

Images used for illustration purposes only

## Croydon Tower One Development Site

## Today's Plans, Tomorrow's Projects

**Reduced Price  
Worth Another  
Look!**

### New Build Apartment Scheme

Reduced Purchase Price	£12m
Site Area	0.214 ha
Units	230
Price Per Unit	£52,173
GIA	19,771 sqm
Resi net to gross ratio	83%

**Option to take on the loan @ 7m and pay the balance on completion of the build. Flexible land owner, open to options**

The Croydon Tower one development which you may already be familiar with presents an opportunity to build 230 apartments. The asking price has been reduced to £12m from £15m, and the buyer has the option pay off the £7m loan with the remaining amount payable upon completion. There is also an option to forward fund the development with the existing developer.

The site is currently vacant, with all previous structures demolished and the area being used for surface parking on a single level. The proposed buildings for this site aim to become a new landmark in the borough ranging from 11 to 33 storeys in height, offering breathtaking views of the city.

The development scheme includes 230 apartments, out of which 46 units will be designated as affordable housing. The proposal aims to be car-free, with a ground floor car park providing 7 blue badge spaces and 312 cycle spaces. The location is in the heart of Croydon, which is undergoing significant regeneration plans, making it an excellent opportunity to capitalize on the thriving real estate market and acquire this discounted site.

Given the high demand for co-living schemes in London, there is potential to explore alternative schemes, subject to obtaining necessary consents.

**\*\* Disclaimer - Figures are estimates taken with our due diligence. While every effort is made to provide reliable information, supported by comparable and other evidence, no description, information or values, whether written or verbal, may be relied upon as a statement or representation of fact. Lets Build Limited accept no liability for the contents of this document or any attachment. We advise all of our clients seek financial advice and insist clients conduct their own due diligence prior to commitment. All images are for illustration purposes only\*\***

Today's Plans, Tomorrow's Projects

# Talking Points



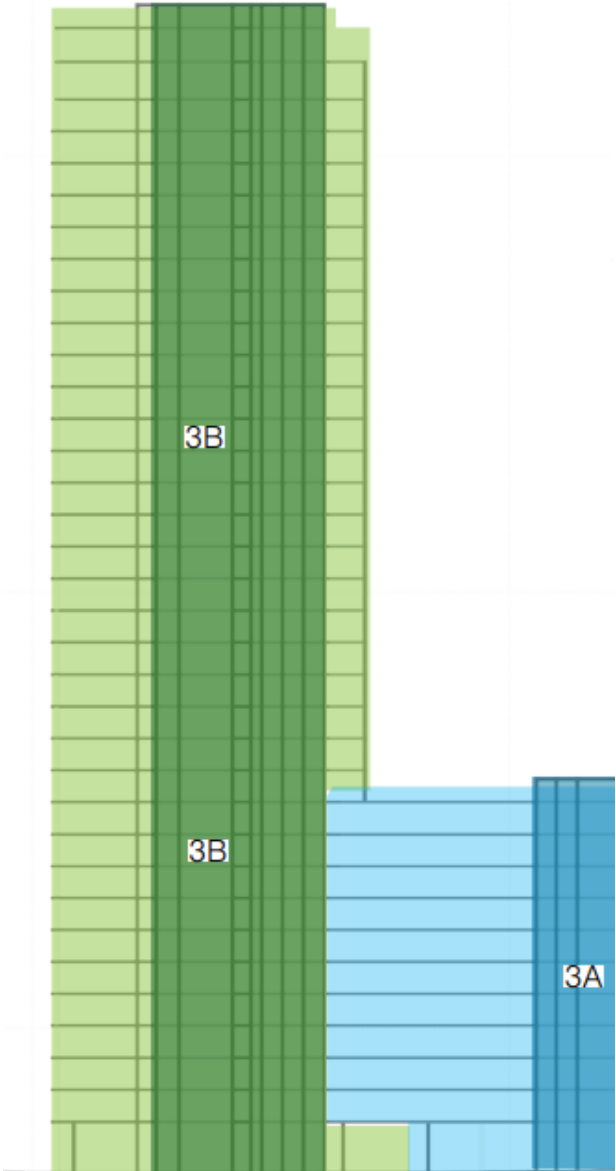
- Croydon Tower One reduced price vendor open to negotiations
- Planning approved
- NIA = 16,436 sqm, GIA = 19,771 sqm
- Excellent London location, with thriving local resale and rental values
- Option to forward fund
- Possible opportunity to change scheme stc
- Site is currently flat land used as car park
- 230 Apartments
  - 184 Private Apartments
  - 46 Affordable units
- S106 contributions required



# Site Location



- Market Unit Facilities
- Affordable Rents Unit Facilities
- Shared Parking Facilities



# Why Croydon



- **Strategic Location:** Croydon's advantageous position near central London, coupled with its extensive transportation links and ongoing regeneration initiatives, has made it a highly sought-after location, resulting in a surge in demand for quality apartments.
- **Attractive Rental Market:** Croydon's robust rental market attracts a diverse tenant base, including young professionals, families, and students, offering excellent potential for rental income and long-term investment stability.
- **Promising Capital Growth:** With ongoing regeneration projects and planned developments such as the upcoming Westfield shopping center, Croydon demonstrates strong potential for future capital appreciation. Investors can expect property values to rise as the area continues to evolve.
- **Thriving Local Economy:** Croydon enjoys a vibrant local economy, with a diverse range of industries and abundant employment opportunities, contributing to the overall desirability and resilience of the property market.



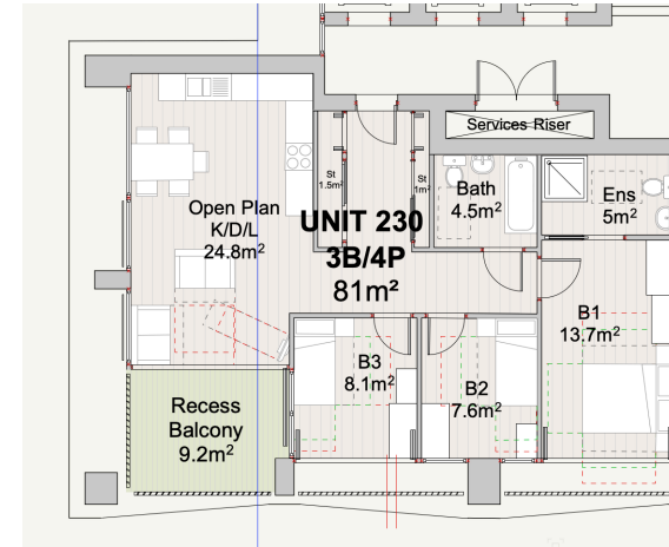
## Proposed Scheme Area

Area	Sq m
NIA	16,436
GIA	19,771
GEA	21,380
GEA + covered amenity	23,439



# Schedule of Accommodation

	UNITS			HAB ROOMS			TOTAL UNITS	
	Market	Aff. rent	SO	Market	Aff. rent	SO		%
1 bed	91	6	3	182	12	3	100	43.5
2 bed	58	20	0	174	60		78	33.9
3 bed	35	17		142	68		52	22.6
Totals	184	43	3	496	140	6	230	100
% of total	80%	18.7%	1.3%	77.3%	21.8%	0.9%		

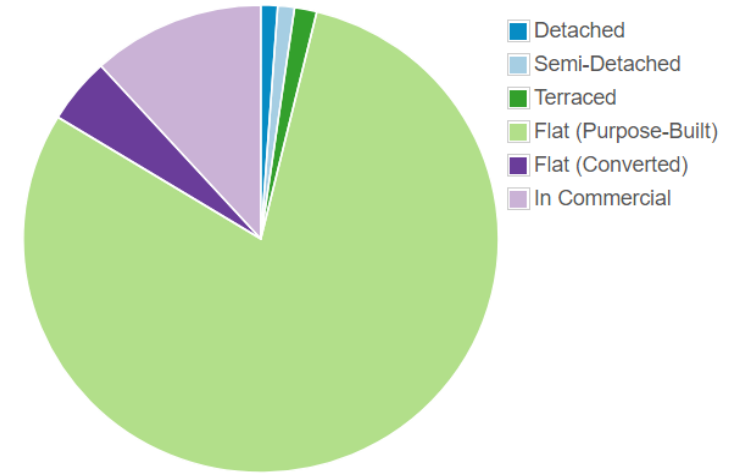






#### Housing Types

Detached	3
Semi-Detached	3
Terraced	4
Flat (Purpose-Built)	211
Flat (Converted)	12
Residence in Commercial Building	31
<b>Total</b>	<b>264</b>



## • Local Area Housing Types

# Comparables within 1/2 mile



NEW HOME

9 Heathfield Road, South Croydon, CR0 1EY [See map](#)



From

**£399,000** ⓘ

Reduced on 16/06/2023

[11 other properties at SO Resi Heathfield Gardens](#)

PROPERTY TYPE  
Apartment

BEDROOMS  
x2

SIZE  
786 sq. ft.  
(73 sq. m.)

TENURE ⓘ  
Leasehold



NEW HOME

Boulevard Point, Croydon, CR0 [See map](#)



**£560,000** ⓘ

[Monthly mortgage payments](#)

Added on 17/05/2023

PROPERTY TYPE  
Flat

BEDROOMS  
x3

BATHROOMS  
x2

SIZE  
934 sq. ft.  
(87 sq. m.)



# Comparables within 1/2 Mile



BUILT FOR RENTERS NEW HOME

George Street, Croydon, London, CR0 [See map](#)



£1,700 pcm £392 pw ⓘ

[Tenancy info](#)

Added on 24/06/2023

## Letting details

Let available date: **Ask agent**

Deposit: **Ask agent** ⓘ

Min. Tenancy: **Ask agent** ⓘ

Let type: **Long term**

Furnish type: **Furnished or unfurnished, landlord is flexible**

Council Tax: **Ask agent**

This property is Built For Renters. Find out what this means...



NEW HOME

Ten Degrees, George Street, Croydon, London, CR0 [See map](#)



£2,250 pcm £519 pw ⓘ

[Tenancy info](#)

Added today

## Letting details

Let available date: **Ask agent**

Deposit: **Ask agent** ⓘ

Min. Tenancy: **Ask agent** ⓘ

Let type: **Long term**

Furnish type: **Furnished or unfurnished, landlord is flexible**

Council Tax: **Ask agent**



# Comparables within 1/2 mile



BUILT FOR RENTERS NEW HOME

Park Lane, South Croydon, Surrey, CR0 [See map](#)



£2,055 pcm £474 pw ⓘ

[Tenancy info](#)

Added on 20/06/2023

## Letting details

Let available date: 14/07/2023

Deposit: £2,055 ⓘ

Min. Tenancy: Ask agent ⓘ

Let type: Long term

Furnish type: Furnished

Council Tax: Ask agent

This property is Built For Renters. [Find out what this means](#)

PROPERTY TYPE

🏠 Apartment

BEDROOMS

🛏 x2

BATHROOMS

🚿 x2

SIZE

📏 763 sq. ft.

(71 sq. m.)



NEW HOME ONLINE VIEWING

Ten Degrees, George Street, Croydon CR0 [See map](#)



£2,856 pcm £659 pw ⓘ

[Tenancy info](#)

Added on 22/06/2023

## Letting details

Let available date: Now

Deposit: £3,295 ⓘ

Min. Tenancy: Ask agent ⓘ

Let type: Long term

Furnish type: Furnished or unfurnished, landlord is flexible

Council Tax: Ask agent

# Are You Looking For Funding?



**LETS BUILD**

If a project looks attractive, we would be more than happy to assist you in bringing the deal together. We work with a range of funds that can assist you with the following:

## **Forward Funding**

We have clients seeking partnerships for projects 50 units and above with no upper limit. All types of BTR, single family housing, PBSA schemes and more can be considered

## **Forward Purchase**

We can assist you in securing exits for your developments with forward purchase agreements, for projects 20 units and above with no upper limit. All types of multifamily, single-family housing, PBSA schemes and more can be considered

## **Off plan sales**

We work with a range of fractional sales companies and can assist you in obtaining the highest value offer for your project

# THIS DOCUMENT IS JUST A GLIMPSE OF WHAT IS ON OFFER. FOR FURTHER INFORMATION PLEASE CONTACT THE DETAILS BELOW

Lets build fees - 2% of Acquisition cost + vat

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**LETS BUILD**