butters john bee bjb
land & new homes



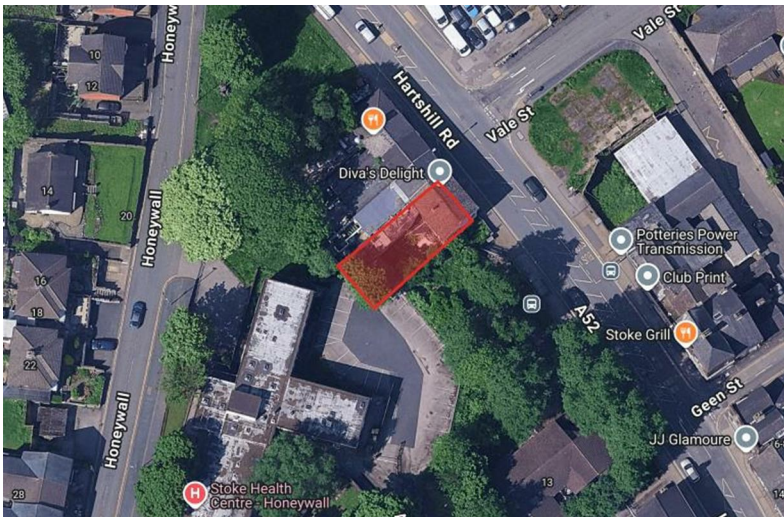
31 Hartshill Road, Stoke-on-Trent, ST4 7QT

Guide Price £100,000

2 existing apartments & former retail / commercial premises
Planning consent granted in 2021 for 2 additional apartments
For Sale By Auction at 6.30 pm on Monday 26th October 2026
at the Double Tree By Hilton Hotel, Festival Park, Stoke-on-Trent, ST1 5BQ
Contact the Auction Team to Register
0800 090 2200 or auction@bjbmail.com

RICS Regulated by RICS





31 Hartshill Road

Stoke-on-Trent, ST4 7QT

Guide Price £100,000







Description
The property comprises 2 existing apartments & a former commercial / retail premises located on the periphery of Stoke town centre.

Planning consent was granted for 2 additional apartments in 2021, for which work has commenced.

The property may have potential for alternative uses subject to obtaining the necessary planning consents.

Location
The property occupies a central position between the commercial centre of Newcastle-under-Lyme and Stoke-on-Trent, providing exceptional proximity to major employment hubs, notably the Royal Stoke University Hospital campus situated less than a mile away. It is well-positioned for higher education, located roughly one mile from Staffordshire University and within direct commuting distance of Keele University. For rail travel, Stoke-on-Trent Railway Station is accessible within approximately 1.2 miles, offering direct connections to national destinations like Manchester, Birmingham, and London. Road connectivity is equally strong, with the nearby A500 "D-Road" providing immediate access to the local area, the A50, and junctions 15 and 16 of the M6 motorway.

Planning & Supporting Information.
Planning consent was granted for 'Change of use of ground and first floors to dwellinghouses (Use class C3) (prior approval)' dated 05 May 2021 (Ref; 66277/PRA). A full info pack is available on request which includes the following:

- Decision Notice
- Proposed / Existing Plans
- Elevations
- Photos

NB: Whilst BJB will try and supply as much information as we can about the planning status of the land / property, please be mindful that we are not planning consultants and accordingly it is important that prospective purchasers ensure they have inspected the land / property and rely upon their own enquiries, assessments and due diligence with regards to the planning status and current or potential uses. All information is supplied in good faith and BJB cannot be held liable for any errors or omissions.

Rental Values
Comparable evidence suggests that for the proposed 4 apartments, a rental value of £650 pcm per unit is potentially achievable depending on specification.

Please see property pack for comparable evidence (Available upon request).

Local Council
The site is located in the Council district of Stoke-on-Trent - https://www.stoke.gov.uk/.

Business Rates
The current rateable value for 31 Hartshill Road, Stoke-On-Trent (ST4 7QT) is £3,850.

Tenure.
Freehold with vacant possession upon completion.

VAT
All prices quoted by Butters John Bee are exclusive of VAT unless otherwise stated. All interested parties should make their own enquiries to satisfy themselves with the VAT position.

Pre-Auction Offers.
Any pre-Auction offers should be submitted via e-mail to residential-land@bjbmail.com. All offers will be forwarded to the client for consideration, but please be aware that the majority of clients prefer to let the marketing run for a period, prior to giving serious consideration to accepting any pre-Auction offer.

Common Auction Conditions.
This property is sold subject to our Common Auction Conditions (a copy is available on request).

Buyers Admin Fee.
A buyers administration fee of £1,800 including VAT is applicable to this lot. The purchaser will pay the fee whether the property is bought before, at or following the auction date.

Legal Pack.
Purchasing a property at auction is a firm commitment that carries the same legal implications as a signed contract by private treaty. It is important that you consult with your legal adviser before bidding and also your accountant regarding the impact of VAT, if applicable, on the sale price. The legal pack can be viewed online via our website www.buttersjohnbee.com. Legal packs can also be viewed at the selling office. These documents should be passed to your legal adviser as they will help you make an informed decision about the lot. If you need further legal information please contact the vendor's solicitor whose details will be in the auction catalogue. Remember that you buy subject to all documentation and terms of contract whether or not you have read them.

Addendum.
Check the latest addendum at buttersjohnbee.com for any alterations or changes to the catalogue.

Internet, Telephone and Proxy Bidding
We are pleased to announce that we are now back in the Auction room at the Double Tree Hilton Hotel (Moat House). However, we also have the other bidding options available: On-Line / Telephone / By-Proxy. You will need to register in advance and provide two forms of ID. Register at www.buttersjohnbee.com/auction or contact the Auction Team on 0800 090 2200 or auction@bjbmail.com.

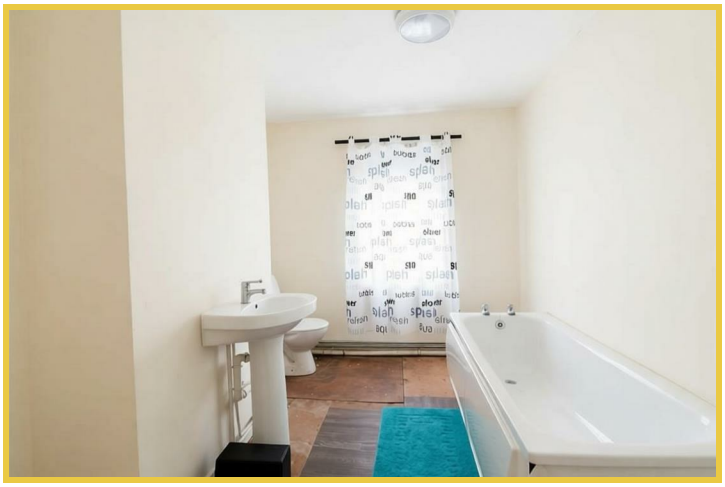
Legal Costs
Please refer to the auction pack in respect of any legal fees or search fees which may be due upon exchange or completion.

Deposit
Please note that a deposit of 10% of the purchase price (Min £3,000) will be due on Exchange of Contracts, whether the land / property is sold prior to Auction, in the Auction room or after the Auction.

Viewings
Strictly By Appointment with the BJB Land & New Homes Team.

All Enquiries
Alex Djukic BSc MSc
Regional Land Manager
Land & New Homes Team
residential-land@bjbmail.com
01782 211147

Looking for Land & Development Opportunities?
Please note that not all land & development opportunities will appear on our website. To ensure that you do not miss out on these opportunities please e-mail: residential-land@bjbmail.com or call the Land & New Homes team to discuss your requirements.

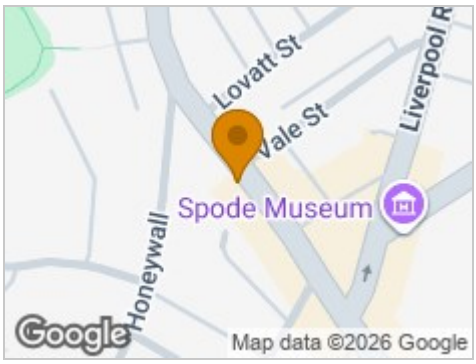








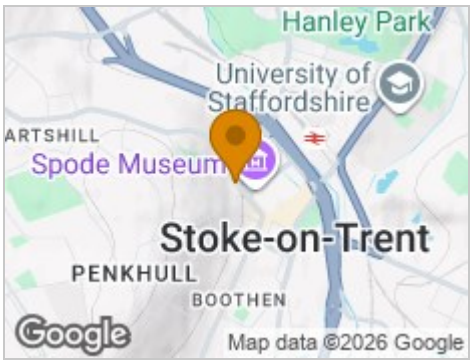
Road Map



Hybrid Map



Terrain Map





These particulars, whilst believed to be accurate are set out as a general outline only for guidance and do not constitute any part of an offer or contract. Intending purchasers should not rely on them as statements of representation of fact, but must satisfy themselves by inspection or otherwise as to their accuracy. No person in this firms employment has the authority to make or give any representation or warranty in respect of the property.

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