



INDICATIVE CGI

FORMER ST JOHNS HOUSE, SERPENTINE ROAD, POOLE, BH15 2DX  
**RESIDENTIAL LED DEVELOPMENT OPPORTUNITY**







## THE OPPORTUNITY

- ▶ Prominent development opportunity in **central Poole**
- ▶ Extant planning consent for **205 residential apartments**
- ▶ Comprises a cleared site measuring approximately **0.63 acres**
- ▶ Freehold for sale with **vacant possession**
- ▶ **Offers invited** on a conditional subject to planning or unconditional basis.



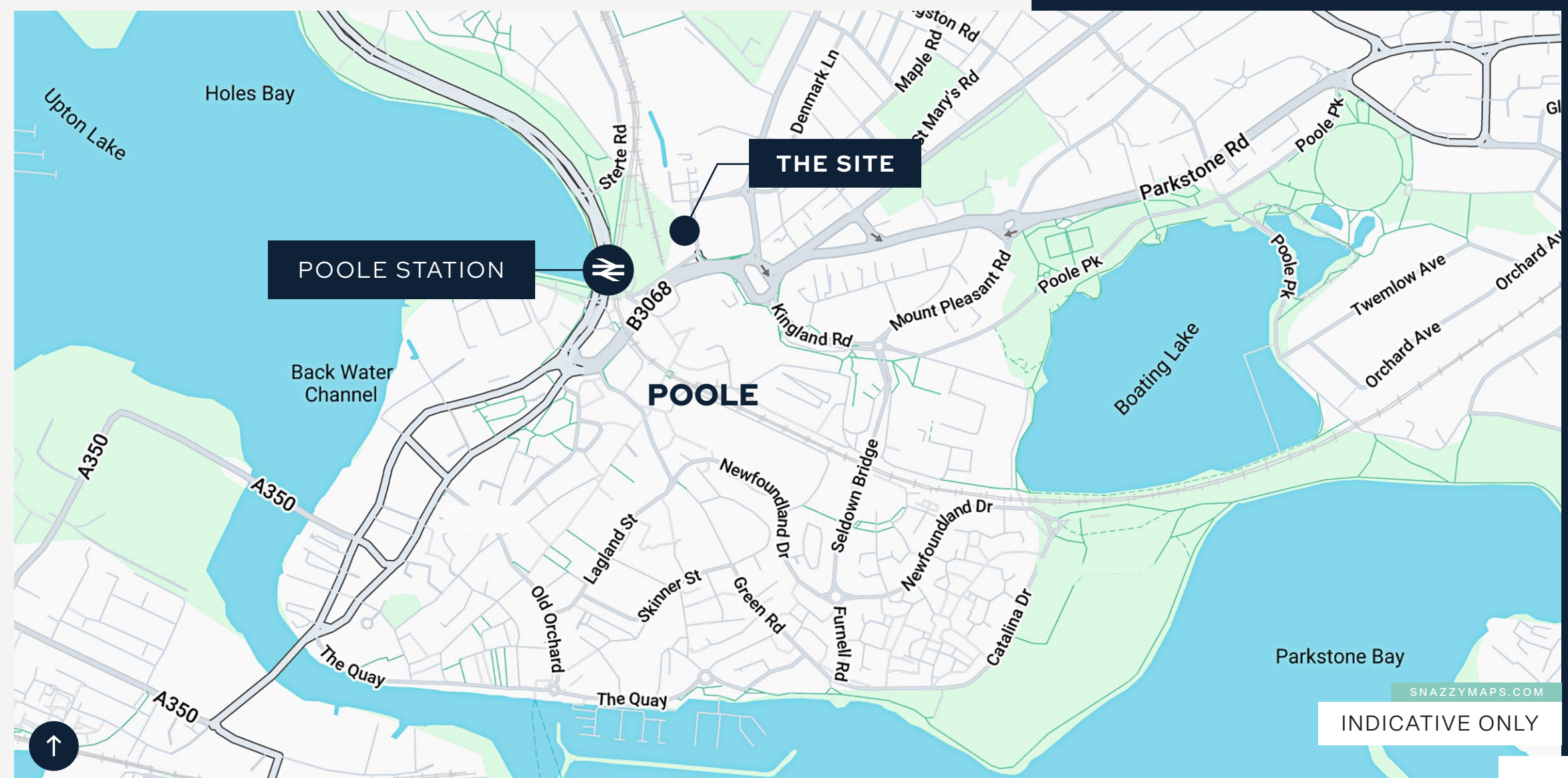
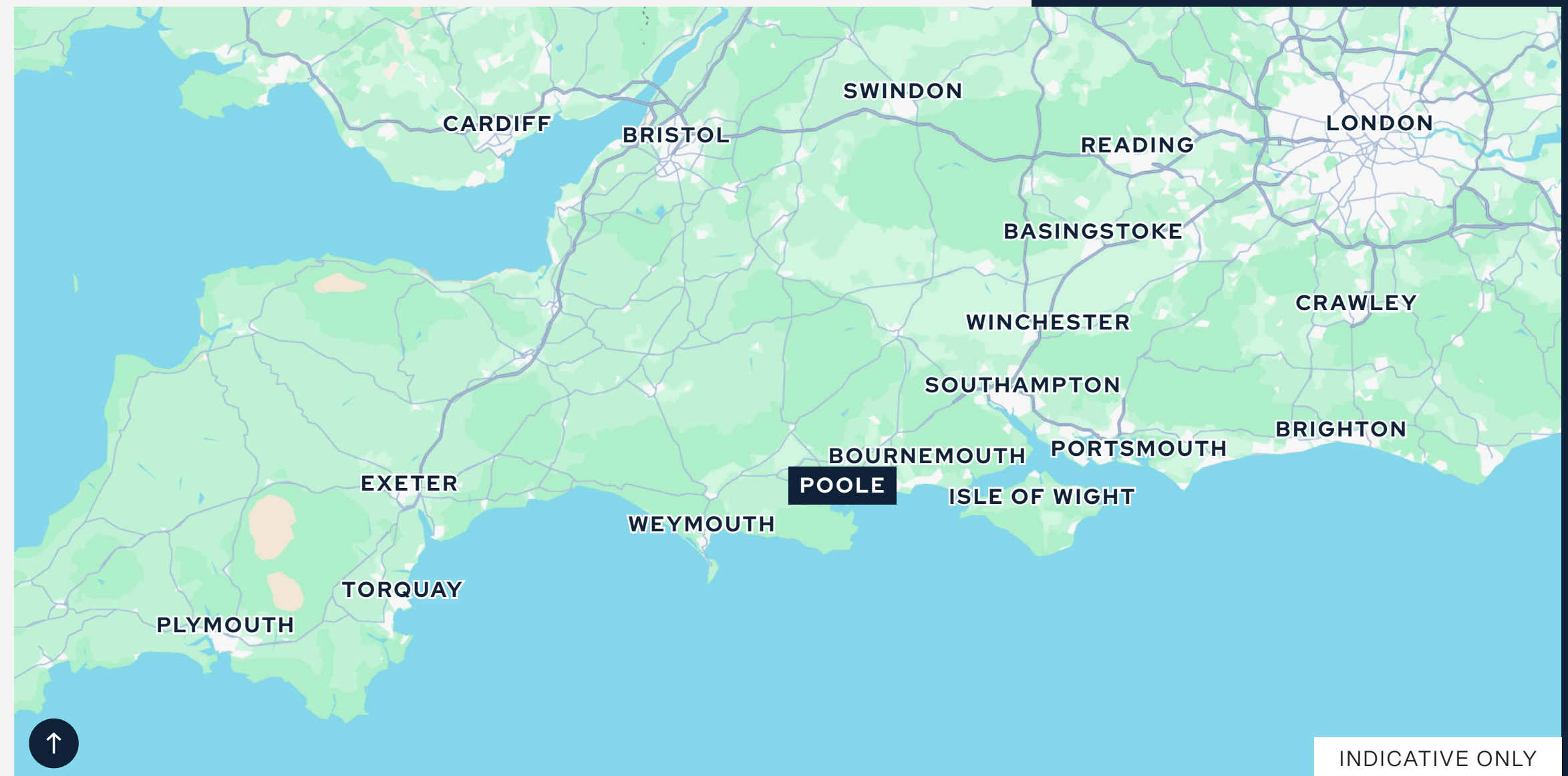
# LOCATION

The site is situated in the centre of Poole and benefits from **excellent connectivity** and immediate access to key local amenities. Poole **Railway Station** lies directly to the east, providing frequent services to Bournemouth, Southampton, and London Waterloo. To the south, across the main road, is the Dolphin Shopping Centre, the town's **principal retail destination**, which hosts a wide range of national and independent retailers, as well as **food and leisure offerings**. The former Barclays building and car park lie to the east.

## POOLE

Poole is a coastal town in Dorset on the south coast of England. It forms part of the South East Dorset urban area and is known for its working **port, beaches**, and **established local economy**. The town has good **transport links**, a range of **local services**, and convenient access to nearby regional centres.

Poole has a **diverse and robust local economy**, with particular strengths in **maritime and engineering**, **financial and business services**, **tourism and leisure**, and **public sector** employment. With its natural harbour, beaches, and proximity to the Jurassic Coast, tourism is a major economic contributor. The area's employment prospects are further bolstered by its **integration with the Bournemouth-Poole conurbation**, offering wide-ranging job opportunities across various sectors.





# DESCRIPTION

The property extends to approximately **0.63 acres** and comprises a **cleared, level development site**, previously occupied by a two storey office buildings. It offers a **prime opportunity** for redevelopment, with an implemented planning consent in a **highly accessible** and central location.



# RESIDENTIAL MARKET

Poole remains one of the South Coast's most **desirable residential locations**, renowned for its award-winning beaches, scenic harbour, and strong local economy. Demand for apartments is strong, particularly among young professionals attracted by its lifestyle, transport links, and **proximity to Bournemouth's business hubs**. The area offers excellent access to employment, leisure, and **waterfront amenities**, making it ideal for modern, low-maintenance living. Well-designed apartments in central or well-connected locations are **consistently in demand**, offering **strong sales and rental potential**. This site represents a prime opportunity to deliver a contemporary apartment scheme tailored to a dynamic and upwardly mobile demographic.

# PLANNING

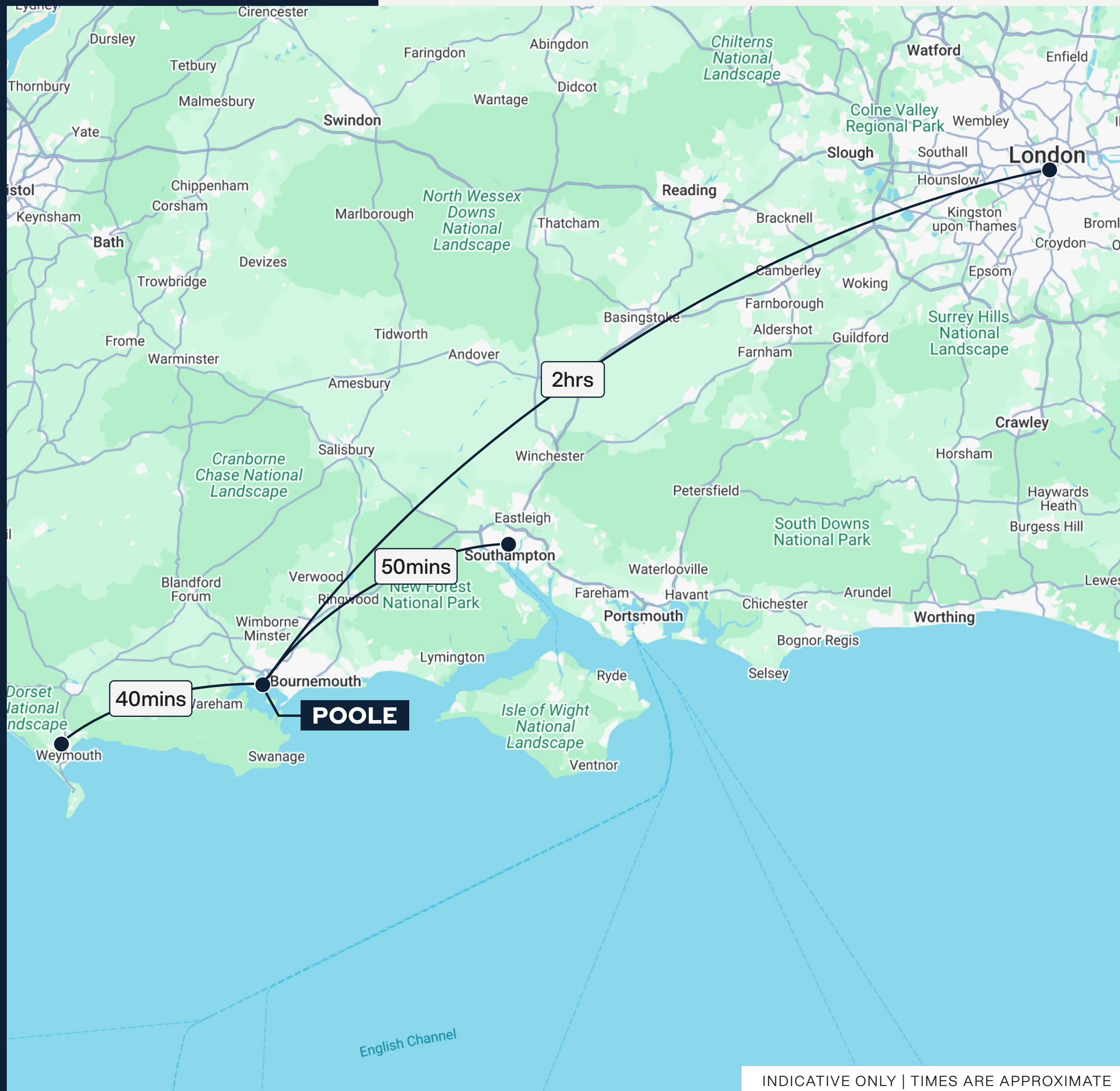
The original planning permission (APP/15/01699/F) was for **203 residential apartments**. This planning permission was subsequently implemented and varied by succeeding NMA and Section 73 applications. Unit numbers were successfully **increased to 205** units from the originally proposed 203.

The 205 unit scheme comprises **58no. studio apartments; 100no. 1 bedroom apartments; 43no 2 bedroom apartments; 4no. 3 bedroom apartments**; two integral decks of associated parking providing **90 parking spaces** and **bicycle storage**; residents **roof garden**; **three A3 units** and **one A1 unit extending to 9,483 sq ft**. There is no affordable housing requirement for the site under this application.

There is a detailed planning note in the data pack and Knight Frank would be pleased to assist any purchasers in understanding the planning history for the site.







INDICATIVE ONLY | TIMES ARE APPROXIMATE

# CONNECTIVITY

**Poole is exceptionally well-connected, making it an ideal base for commuters and those seeking convenient travel options.**

## ROAD



The town has easy access to the A31, which connects to the M27 and M3 motorways, offering direct routes to Southampton, Winchester, and London. The nearby A35 provides links to Dorchester and the South West.

## RAIL



Poole Railway Station offers frequent direct services to London Waterloo ( $\approx$  2 hours), as well as to Bournemouth, Southampton, and Weymouth.

## BUS & COACH



Local bus services are operated by morebus and others, providing comprehensive coverage of the Poole-Bournemouth-Christchurch area. National coach services also operate from Poole to major UK cities.

## AIR



Bournemouth Airport ( $\approx$  20 minutes by car) provides domestic and European flights. Southampton Airport is also within an hour's drive, offering broader connectivity.

## SEA



Poole Harbour is one of the UK's largest natural harbours, with ferry services to the Channel Islands and France via Brittany Ferries.



## TENURE

The property is held freehold.

## VAT

TBC

## LEGAL FEES

Each party to be responsible for their own legal costs.

## DATA ROOM

Further information including planning, architectural and title information can be found in the data room. Access will be provided upon request.

## VIEWINGS

The site can be viewed from the road. Access into the site is to be arranged via the sole agents Knight Frank LLP. Prospective bidders should be aware that inspections are made entirely at their own risk and neither the Vendor nor their Agent accept any liability.

## PROPOSAL

The Freehold interest of the site is offered for sale by informal tender. We are instructed to seek offers on either an unconditional or conditional subject to planning basis.

## CONTACTS

### NICK MORE

✉ [nicholas.more@knightfrank.com](mailto:nicholas.more@knightfrank.com)

☎ +44 (0) 7811 848 994

### ED BIRD

✉ [edward.bird@knightfrank.com](mailto:edward.bird@knightfrank.com)

☎ +44 (0) 7890 989 788

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