

From:Ellis, Jade
Sent:01 Feb 2019 11:29:01
To:Lewis.Oliver@havant.gov.uk,
Subject:APP/18/01072 - Waterloo Park, Elettra Avenue, Waterlooville
Attachments:

Hi Lewis

I have provided some comments on the updated retain and leisure statement and addendum, together with a note which summarises the potential trading effects particularly on Waterlooville Town Centre below. For completeness, the submitted information includes an assessment of potential capacity for additional leisure uses, but I do not consider this would materially affect the viability and vitality of the town centre.

Based on 4,000 sq. m gross (2,80 sq. m net) of comparison (non-food) retail space, the development proposals are predicted to achieve a total turnover of approximately £15m in 2021 based on 2007 prices. As set out in my previous comments dated 20th November 2018, condition 8 of planning permission reference APP/15/00770 limited Class A1 floorspace to 'bulky goods' as follows:

"8 Use Class A1 floorspace within this development shall only be used for the sale of DIY products (including materials and accessories), home improvement products, carpets and floor coverings, fabric, furniture, soft and hard furnishings, floor coverings, household goods, homewares, decorative products, glassware, cookware, kitchen utensils, white and electrical goods, automotive and cycle parts, pet food, garden tools, arts and crafts materials, variety retailing, tents, camping, caravanning, leisure and outdoor activity equipment, or related accessories for all of the aforementioned or the provision of ancillary café facilities, unless otherwise agreed with the Local Planning Authority."

The applicant's agent has also assessed the impact of the restricting the range of goods to predominantly bulky items, and concluded the turnover would be reduced to £8.4m which would obviously have a reduced impact on existing centres.

The retail impact assessment has also considered the impact on expenditure within the catchment area of the application site. Between 2016 and 2021 it is estimated that in excess of £580m is potentially lost from Waterlooville town centre to competing centres, many of which are located outside of the borough. It is estimated the scheme would help to retain an additional 10% expenditure in Waterlooville town centre, broadly equivalent to £11-£12 million.

In a worst case scenario, the report estimates that 44% of the scheme's turnover at £15m (with unrestricted goods) would be drawn from the town centre, which would equate to an impact of 2.9% on the town centre's turnover in 2021. This would be reduced to 1.6% with a condition restricting the range of goods. On this basis, and with a condition restricting the range of goods to bulky items, I am content that the impact on Waterlooville town centres would not be significantly adverse.

Please do let me know if you need anything further.

Thanks very much
Jade

Jade Ellis
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