

## Marketing Statement

5-7 Station Road, Hayling Island



## Introduction

- 1.1 This document is provided in relation to the requirement for marketing requirements for the current proposal

## Marketing assessment

- 1.2 Over the last 15 years the business premises have been rented to a number of different companies with the turnover of different parties renting these premises increasing in recent years. The information below outlines each of the business units and the number of business that have rented the units since 2004. The site plan and information has been colour coded to enable easy identification of the individual unit information.
- 1.3 There are currently 8 business units on the site and over the last 15 years they have all had 3 or more users, with the majority of the businesses having more than 4 users during this period. Currently 2 of the units are vacant with existing occupied units soon to become vacant in the next couple of months indicating that there is no demand for this type of unit in this location. Many of the units require major renovation and repair making it hard to rent the spaces to prospective businesses. In addition, the lack of security together with open nature of the site has resulted in vandalism and break-ins.



| Unit 5 Station Road (Year) | Business                                     |
|----------------------------|----------------------------------------------|
| 2004                       | Island Tyres                                 |
| 2011                       | Hayling Tyres and Batteries                  |
| 2015 - Present             | Station Road tyres                           |
| 2019                       | Station Tyres moving premises to Furniss Way |

| Unit 5A Station Road (Year) | Business                          |
|-----------------------------|-----------------------------------|
| 2009                        | Separate Office Created           |
| 2011                        | Use Unknown                       |
| 2015                        | Herons Autos Until September 2017 |
| 2018 (6 Month Lease)        | Cash for Clothes                  |
| 2019                        | Vacant                            |

| Unit 5B Station Road (Year) | Business                                       |
|-----------------------------|------------------------------------------------|
| 2004                        | Meridian Motorhomes                            |
| 2011                        | Used Car Sales                                 |
| 2015                        | Steven Thatcher Car Sales                      |
| 2016                        | Vacant                                         |
| 2017                        | Vacant until July then Steve Chalton Car Sales |
| 2018 - Present              | Steve Chalton Car Sales                        |
| 2019                        | Steve Chalton to retire this year              |

| Unit 5C&D Station Road (Year) | Business                                                                                                             |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 2004                          | Herons Autos                                                                                                         |
| 2017                          | Herons Auto until September 2017                                                                                     |
| 2017                          | Vacant for 2 Months                                                                                                  |
| 2017                          | Cash for Cars                                                                                                        |
| 2018                          | Cash for Cars until October*                                                                                         |
| 2019                          | Currently only 1 person occupying this unit, however, they will be moving with Jack Taylor Car Repairs to Mill Rythe |

\*Cash for cars were told to cease trading due to environmental health reasons

| <b>Unit 5E Station Road (Year)</b> | <b>Business</b>                                   |
|------------------------------------|---------------------------------------------------|
| 2004                               | West End Body Shop                                |
| 2015                               | Global Insulations                                |
| 2016                               | Vacant                                            |
| 2017                               | Vacant until July then Station Road Tyres Storage |
| 2018 - Present                     | Station Road Tyres Storage                        |
| 2019                               | Station Tyres moving premises to Furniss Way      |

| <b>Unit 5F (Front) Station Road (Year)</b> | <b>Business</b>                                                          |
|--------------------------------------------|--------------------------------------------------------------------------|
| 2004                                       | West End Body Shop                                                       |
| 2015                                       | Car Valeting                                                             |
| 2016                                       | Car Valeting (New Company)                                               |
| 2017                                       | Car Valeting (New Company) until September 2017                          |
| 2017 - Present                             | Paintfix                                                                 |
| 2019                                       | Paintfix to retire this year or wind down operations to a mobile service |

| <b>Unit 5F (Rear) Station Road (Year)</b> | <b>Business</b>                                  |
|-------------------------------------------|--------------------------------------------------|
| 2004                                      | West End Body Shop                               |
| 2015                                      | David Hower Restorations                         |
| 2016                                      | Vacant                                           |
| 2017                                      | Vacant until July, then Jack Taylor Car Repairs  |
| 2018 - Present                            | Jack Taylor Car Repairs                          |
| 2019                                      | Jack Taylor Car Repairs relocating to Mill Rythe |

1.4 In terms of uses there is a mix of sui generis and B2 uses. As part of the pre-application feedback concerns were raised over the displacement of the small and independent business currently on site. However, as the table above details:

- The businesses located within Unit 5, 5C&D, 5E & 5F (Rear) will be relocating their premises this year to sites on Hayling Island, namely Furniss Way and Mill Rythe respectively
- the owners of the site have been informed that it is likely that the businesses located in unit 5F (Front) and 5B will be looking to wind down their operations for retirement this year, or in the case of unit 5F (Front) will be looking to alter their operations to not require the overheads of a renting premises.
- 5a is vacant
- Therefore, by the end of 2019 the site could be completely empty.

1.5 The buildings are in a poor state of repair and require significant investment.

- 1.6 Policy CS2 relates to employment and caveat 5 aims to: -  
*Safeguard existing employment sites and allocations that are fit for purpose from development proposals for non-employment uses. This Policy is linked to policy DM3 which aims to protect B class business.*
- 1.7 The key part of the policy is what is fit for purpose? The normal method to prove this is marketing however in this the turnover of different types of uses is a clear indication that the site is not able to attract/retain users. The buildings are not suitable for employment uses in particular the layout, access, and the urgent need for upgrading/repair. This is together with the issues of noise and disturbance resulting in environmental health ceasing one of the uses. It is argued in this case that fit for purpose should be considered on economics rather than marketing.
- 1.8 In addition, if marketing were to be undertaken it is likely that tenants will leave. This has already happened as two of the users have relocated without any formal marketing.
- 1.9 I draw attention to an appeal decision for 38 London Road, Purbrook APP/X1735/W/16/3145929. This is a very similar situation to the current application. The application was for 42 retirement apartments and the provision of 2 business units following the demolition of the existing business units and within a local centre. With the application the applicant did not undertake any marketing and this point was addressed in the appeal decision as follows: -

*12 No marketing exercise has been undertaken and no other employment uses have been considered. The appellant accepts the site is a viable employment site and if CS2 and DM3 are found to be relevant then the appeal proposal is contrary to those policies and I consider this to be the case. Nevertheless, the appellant argues that there is plenty of vacant light industrial floor space available in the Borough. This month a search revealed 36,000 sqm, up from 32,000 in February. In the context of the 641,000 sqm of floor space in the Borough as a whole the appeal site (which is less than 4000sqm) is a tiny drop in this large ocean. The appellant argues that the existing uses should therefore have no difficulty in relocating and at the most there is only a technical conflict with the policies.*

1.10 Although the inspector did not fully accept this argument due to the difficulty of the existing users relocating however this is not the situation with Station Road, two of the main users (consisting of 5 of the 8 units) have already found alternative premises. Of the remaining units one is already vacant and two will soon become vacant. The other point raised by the objectors and considered by the inspector was that the businesses were long standing on the site and had good local relationships. However, with Station Road the turnover has been so great that it is unlikely that many of the businesses had good local relationships apart from those that are relocating to more suitable premises.

1.11 However more fundamental was the point argued on the appeal with regard to policy AL3 which encourages development for main town centre uses. The inspector stated: -

*15. The appellant argued that policy AL3 counted in their favour. As noted above this policy supports development in the area of the town centre, including the appeal site for "main town centre uses". While at least some of the businesses on the site may be popular locally, none can be described as "main town centre uses". This suggests to me that when AL3 was drawn up (which was as recently as 2014), the site was considered to house non-conforming uses that were better located away from the centre, otherwise I assume the site would have been excluded from the policy. Despite including two small shop units, the appeal proposal is not, as a whole, a "main town centre use", so it too would be contrary to AL3, but the point the appellant makes, which I consider to be sound, is that up until the application was lodged the Council clearly accepted the site could be redeveloped for a town centre use and so gave little weight to the loss of employment land.*

1.12 One other point to note from the appeal is that it was agreed that the council did not have a five year housing land supply and that policies CS2 and DM3 constrained housing supply. Information from the councils' web site indicates that the current supply figure is 4.9 years. Consequently, the inspector concluded that: -

*25. Although policies CS2 and DM3 are out of date in NPPF terms they still exist and are capable of attracting weight. The proposal is clearly contrary to*

*those policies. However, there would seem to be plenty of vacant commercial property in the Borough and land allocated for more so the loss of this relatively small site would not be significant. Despite the appellant's floorspace figures, there would seem to be little or no availability either locally or where the owners are willing to take on the particular uses that would be displaced. I have doubts therefore whether the three local motor trade businesses, at least, would be able to successfully relocate locally.*

*26. Although I have concluded there would be clear harm to the businesses currently operating from the site and some harm to policies CS2 and DM3, this does not significantly and demonstrably outweigh the benefits I have also identified. I therefore consider the proposal to be sustainable development as defined in the NPPF and should be granted planning permission, subject to the conditions discussed below.*

## Conclusion

It is argued therefore that there is no need to undertake a marketing exercise