

Marketing and Policy Statement

For

Alterations and Change of Use

At

**92 Elm Grove,
Hayling Island,
PO11 9EH**

On Behalf Of

Tramar Developers Ltd.



Critchley Architecture And Design

The Old Brewery
15E South Street,
Havant, Hampshire,
PO9 1BU

8th May 2018

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1.0 Generally

- 1.1 This Marketing Statement is in support of a Planning Application to the Havant Borough Council to convert from ground floor offices (B1) to a residential unit (C3).
- 1.2 No other purpose is anticipated or accepted. Copyright of this report remains with Critchley Architecture and Design.
- 1.3 Reference should be made to the planning submission drawings for details of the proposals, ref:

17016 -	101	Site Plans
	201	Existing Plans
	301	Existing and Proposed Elevations
	401	Proposed Plans

2.0 Physical Context

- 2.1 The subject site is located on the junction of Elm Grove and Palmerston Road, within Local District Town Centre CS4 of Hayling Island. The site is designated as a Secondary Frontage, all the Primary Frontages being to the south where Elm Grove meets Mengham Road. It is not within an area at risk of flooding or a sensitive habitat.
- 2.2 As per The Havant Draft Local Plan 2036: Policy KS4, regeneration of tourism and retail on Hayling Island will focus on the seafront area. Elm Grove is not within an area that will benefit from regeneration.
- 2.3 The first floor and rear of No.92 are already in residential use and will remain as existing. The properties to the East are residential. Directly across Elm Grove to the West of the site is Mengham Infant School and Hayling Island Library. To the North, along the Secondary Shop Frontage, several commercial units have already been acquired By Churchill Retirement Living.
- 2.4 The site is flat and even with parking to the rear. Two of the existing five parking spaces are attached to the existing offices, with the existing flats assigned one space each. There are no trees on the development site.

3.0 Social / Economic Context

- 3.1 Hayling Island is separated from the mainland by a narrow channel, traditionally know as Sweare Deep. It is accessible from Havant, which is situated to the north via a bridge at Langstone. Hayling Island lies between Chichester Harbour to the east and Langstone Harbour to the west and can be accessed from Portsea Island by ferry.
- 3.2 The building was constructed in the late 1960's and originally provided office premises for a firm of solicitors. That firm eventually vacated to a more favourable trading location in Mengham. Part of the premises was then let to "I&IB Ltd", an insurance company, until the proprietor retired in 2006, whilst the rest of the building remained unoccupied. With little demand for commercial premises in the area, the building was granted planning permission in 2007 to reconfigure it to provide a small office for "Helping Hands Allcare" (approx. 25% of the building's capacity); and residential accommodation for the other 75% of the building. This provided 2No. 1 bed flats and 1No. 2 bed flat. Demand for the flats has remained strong as the location is close to schools and amenities. However, following the trend of previous commercial occupants, "Helping Hands Allcare" decided to relocate their business to Mengham in November 2016, and the office premises became vacant once again. Through active advertising, Millers Estate Agent secured a new tenant, "Metro Enforcements Ltd", in March 2017 and they took an initial two year lease. However, the business was not viable and the offices remained empty throughout this period. The Landlord was obliged to grant an early release from their lease agreement in March 2018, after one year. The offices have been actively advertised through Millers Estate Agent since February 2018; as stated by the Estate Agents in **Appendix A**, there has unfortunately been no interest.
- 3.3 Originally intended for A2 use (professional services), the offices have been treated as B1 use since 2007. Although technically unoccupied since October 2016, a new tenancy was immediately sought and a lease with Metro Enforcements Ltd was in place until March 2018, giving continuous B1 use for over ten years. Change of use from B1 to C3 is permitted under Notification of Prior Approval.
- 3.4 The subject building appears to have been built onto the end of an older terraced row. It is the only property in the row to have a flat roof and facing bricks at first floor level, and clearly has differing storey heights to No.94. The rear of the ground floor and first floor were converted to flats in 2007.
- 3.5 Elm Grove has suffered in commercial terms for a number of years, as the focus of retail and services has become concentrated along the seafront, in West Town, and Mengham.

- 3.6 The subject proposals are an opportunity to expand the residential use on the site, and provide a new use for the redundant and under-used accommodation. The Change of Use to residential is consistent with current Government policies to make 'best use' of brownfield sites.

4.0 Viability of the Proposals

- 4.1 Within 1000 metres of the site there are:-

- * Public Houses
- * Health Centre
- * Library
- * Recreation Grounds
- * Bus Stops
- * Infant and Junior Schools
- * Churches
- * Local Stores

Noting all of the above the site is considered to be highly sustainable in that all of the facilities listed (and more not listed) are available within easy walking distance of the site.

- 4.2 There is a proven and actual demand for rented, residential accommodation in Hayling Island, based on the variety of local facilities, as 3.6 above, and on the good local employment opportunities within the wider Havant Borough. All of the local Estate Agents have strong and active letting departments.
- 4.3 As above, by re-using the existing building with minimal alteration, the proposals are inherently sustainable, by minimising demolition disposals and reducing new construction supply and delivery requirements.
- 4.4 There is limited passing footfall along Elm Grove, with little to attract potential clients. Companies requiring an on-street presence are looking elsewhere and those who do not require this have no need of such a large frontage.
- 4.5 The ability to attract commercial use to the unit is now at best very limited. The accommodation itself is now in poor condition, having been vacant for the last 18 months. It is the professional opinion of the Estate Agents in charge of marketing the property that no viable tenants will be forthcoming unless the area undergoes significant commercial regeneration.

5.0 Policy Considerations

The Havant Draft Local Plan 2036: Policy H1

- 5.1 **P. 153 – 6.2:** *The Government’s aim is to significantly boost the supply of new homes in order to address the country’s growing and ageing population. This is reflected in the presumption in favour of sustainable development in the National Planning Policy Framework (NPPF). To do this, Councils are expected to meet their objectively assessed need (OAN) for housing under Paragraph 14 of the NPPF.*
- 5.2 **P.161 - 6.35:** *Demand in the market sector for two bedroom properties can largely be attributed to newly forming households, as well as older households looking to downsize. Whilst welfare reforms have increased the need to provide smaller properties, one bedroom homes typically offer limited flexibility to accommodate changing requirements. The Specialist Housing Analysis shows that this need does not align with the Borough’s existing housing stock.*
- 5.3 The proposal is for a single two-bedroom self-contained ground floor flat with parking. Ground floor flats with parking, suitable for those with limited mobility, are highly sought after, particularly in the Hayling Island Area.

6.0 Summary

- 6.1 The proposals are a sustainable opportunity to redevelop the site for optimum re-use of the existing buildings.
- 6.2 Residential use of the site is sustainable, commercially viable, and will make a positive contribution.
- 6.3 The proposals are consistent with Government guidance on creating new housing using previously developed sites.

Martin Critchley

15E South Street,

Havant

HANTS

Po9 1BU

Dear Martin

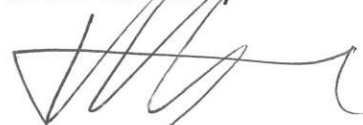
RE: 92 Elm Grove, Hayling Island HANTS> PO11 9EH

We have been asked to write to you to confirm the marketing and letting history of the above premises.

In 2005 a longstanding commercial tenant vacated and the premises became vacant, part of the ground floor and the whole of the first floor were converted to Residential use in 2007. A social care agency, Helping Hands, moved in, in 2007 and vacated in October 2016 to more central premises in Mengham.

We marketed the property, in The Hayling Islander, on Rightmove and at our office until securing a new tenant in March 2017, however, the new tenants business venture failed and they never actually took occupation, eventually being released from their lease in March 2018. Since when the premises have been back on the market with a board on site, internet and newspaper advertising but no tenants found. In view of the poor trading conditions in the area we see little prospect of a commercial tenant on the horizon.

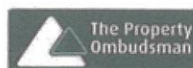
Yours Sincerely



Roy Pine

MILLERS

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