

Marketing and Policy Statement

For

Alterations and
Changes of Use
10A and 12 East Street,
Havant, Hampshire,
PO9 1AQ

For

R. Sandilands Ltd.

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November 2015

**Marketing and
Policy Statement**

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Havant
PO9 1AQ

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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 the ground floor units at 10A and 12 East Street Havant PO9 1AQ from shops (A1) to three residential units (C3).
- 1.2 No other purpose is anticipated or accepted. Copyright of this report remains with Martin Critchley Chartered Architect and Hughes Ellard Limited.
- 1.3 Reference should be made to the planning submission drawings for details of the proposals, ref:

1554- 101A Site Plans
201A Existing Plans
301B Existing Elevations
401B Proposed Plans
501A Proposed Elevations

2.0 Physical Context

- 2.1 East Street is within the town centre of Havant. Previously, East Street was one of the principal retail streets in the town. This has declined dramatically in recent years, with the development of new retail facilities in West Street, and further west beyond Park Road. East Street has since become run down, with a large number of vacant properties.
- 2.2 The site is on the south side of the street, such that the principal elevation faces north.
- 2.3 The north side of the street has been heavily developed with 2 and 3 storey buildings. Immediately opposite is The Bear Hotel.
- 2.4 The south side of the street contains Cubitt and West (estate agents), Barclays Bank and several dwelling houses. Further west on the corner with South Street is St Faiths Church. The Church was rebuilt in the 19th Century, on the site of an earlier 12th Century church.
- 2.5 The rear boundary of the site is a walled yard that backs on to a private business centre. The business centre has vehicle access via South Street only.

- 2.6 The site is currently split into 2 units. 10A East Street is about to cease trading as a sandwich shop, whilst 12 East Street is a vacant premises, formerly occupied by a recruitment firm. The upper floor, which is not included in this application, was converted to residential flats some years ago.
- 2.7 The rear garden is currently shared between all occupiers.
- 2.8 The site is flat and even. There are no trees on the development site. The frontage is on the 'back of pavement' line.
- 2.9 The general character of East Street from its confluence with West, North and South Street is of a mix of commercial use, ending more or less at the subject property. Beyond this point the use reverts more and more to residential.
- 2.10 There is only on-street loading.
- 2.11 The site is within the St. Faith's Conservation Area.

3.0 Social / Economic Context

- 3.1 Havant is a busy little town, of the type often referred to as a 'Market Town', although it never had a cattle market. Current economic forces are driven by the railway station with good connections to London Waterloo, the location of the Borough administration, and by social and tourist activities related to the adjacent coast and harbours. Outside the town are industrial estates with high technology manufacturing in computing, aerospace and pharmaceutical industries.
- 3.2 The basic street pattern of the town centre was laid down by the Romans – north, south, east and west streets - and there has been a commercial element on the street ever since.
- 3.3 The town centre serves the immediate hinterland, and the adjacent communities of Hayling Island, Leigh Park, Rowlands Castle and Emsworth.
- 3.4 The site has been in commercial use for a large number of years.
- 3.5 East Street has suffered in commercial terms for a large number of years, primarily as the focus of the town centre retail offer became concentrated on the pedestrianised West Street, and also the retail parks immediately to the west of the town centre. East Street has therefore seen a number of closures and conversions out of commercial use over the years.

3.6 The subject building is clearly of post-war construction, and of no architectural interest or merit. It was likely constructed for commercial purposes during the 1960's and the ground floor appears to have undergone little alteration since. The first floor was converted to flats some years ago with very little change to the external appearance.

3.7 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. Residential use in the town centre is desirable to stimulate a balanced community and to prevent a 'ghost town' after hours. The Change of Use to residential is consistent with current Government policies to make 'best use' of brownfield sites.

3.8 Within 1000 metres of the site there are:-

- * Public Houses
- * Health Centre
- * Library
- * Town Park - Recreation Ground
- * Havant Railway Station
- * Bus Station
- * Primary and Secondary Schools
- * Churches
- * Super 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.

3.9 Public Car Parking is available at The Bear Hotel and East Pallant car parks, and also at Town End House further along East Street. 30 minutes free parking is available in the adjacent streets during working hours, and free overnight.

3.10 The site is considered highly sustainable for residential use, in that the services and facilities for modern life are all available within walking distance. The local streets are all paved, with footpaths and with effective street lighting.

3.11 There is a proven and actual demand for rented, residential accommodation in Havant, based on the variety of local facilities, as 3.8 above, and on the good local employment opportunities, as 3.1 above. All of the local Estate Agents (5 within 100 metres of the site) have strong and active letting departments. **Policy CS.9** of the Havant Borough Core Strategy (March 2011) is applicable : Particularly sub-sections of the policy 4) and 5), See 5.11 below.

- 3.12 As above, by re-using the existing building with minimum alteration, the proposals are inherently sustainable, by minimising demolition disposals and reducing new construction supply and delivery requirements.

4.0 Viability of the Proposals

- 4.1 The ability to attract commercial use to these two units are now at best very limited. The accommodation itself is in poor condition, suffering from poor quality tenants or having extended periods of vacancy. 10A East Street has only been occupied since January 2013 and they have elected to operate their break clause as a result of poor trade. Previously to their occupation, this unit remained empty for over 4 years. The landlord would have accepted a turnover or rates only occupation but even this was not forthcoming. Both units have been marketed since May 2015 and so far there has been no interest in either of them.
- 4.2 The property has not been updated for a long time and is now:
- a. Inappropriate for modern retail use.
 - b. Dilapidated.
 - c. Stylistically out of date.
 - d. Inefficient in layout.
- 4.3 There is poor passing footfall along East Street and, because the unit at 8 East Street sits in front of the subject premises, visibility to the frontage is restricted from the four road junction. 10A in particular has poor frontage for retail use, being only some 3.1m in total.
- 4.4 The shift in the focus of the commercial offer in the town centre in a westerly direction can be seen by the developments undertaken since the Meridian Centre opened in the early 1990's, to the west of the town centre and not to the east. East Street is therefore separated by a road juncture and also suffers by lack of commercial development in the last 20 plus years. The move away from East Street will become further evidenced when the proposals for additional development is completed in Market Parade and to the north, towards the railway station.
- 4.5 Since being informed that the tenants were both vacating their units during 2015, with actual occupation ending in January and May 2016 respectively, the units have been marketed with very limited interest. A board was placed on the building in May 2015.
- 4.6 What little interest there has been has not been taken further by the prospective occupier. The interest has waned upon inspection of the unit, with the location being cited as being of no interest, being distanced from

the town centre offer. It has not revolved around possible rental levels, those being quoted being very competitive for town centre location.

4.7 Whilst 12 East Street has been let for a number of years to the occupier now leaving (the landlord was informed of their intention to leave well over a year before their lease end date), 10A was vacant from 2009 to 2013. During this time, there have only been a handful of enquiries for the property, despite active marketing. The current tenant in 10A has opted to operate their break clause at the first opportunity citing poor trade and no passing traffic.

4.8 As a further note, when the flat at 12A above became vacant 3 years ago, a new tenant was found prior to the unit being vacated.

5.0 Policy considerations

5.1 The site is within the St. Faith's Conservation Area. **Policy CS.11/1 and CS.11/4** of the Havant Borough Core Strategy (March 2011) is applicable.

5.2 The site is within the 'Town Centre' of Havant, and the town centre policies apply. **Policy CS.4** of the Havant Borough Core Strategy (March 2011) is applicable

5.3 **Policy CS.9 Housing** of the Havant Borough Core Strategy (March 2011) is applicable:

"Planning permission will be granted for housing proposals that will:

1. Contribute to achieving a net total of 6,300 new dwellings between 2006 and 2026....

3. Ensure mixed communities are created through the planned distribution and avoidance of a concentration of affordable housing.

4. Achieve a suitable density of development for the location, taking into account accessibility to public transport and proximity to employment, shops and services in addition to respecting the surrounding landscape, character and built form.

5. Provide a mix of dwelling types, sizes and tenures which help meet identified local housing need and contribute to the development of mixed and sustainable communities."

5.4 From The Havant Borough District-Wide Local Plan, adopted September 2005:

"PPG 3: Housing, published in March 2000, has established a sequential approach by stating that there should be a presumption in favour of building on previously-developed sites (including development and conversions) before greenfield land. Local authorities are called upon to

manage the release of greenfield sites to control the expansion of urban areas, ensure that infrastructure is co-ordinated with housing development and to deliver the local authority's target for housing on previously-developed land. Monitoring housing completions on previously developed land is an essential feature of the plan, monitor and manage approach which has been introduced by the Government to guide strategic and local policies for housing development."

6.0 Summary

- 6.1 The proposals are a sustainable opportunity to redevelop the site for optimum re-use of the existing buildings and to contribute to the vitality of Havant Town Centre.
- 6.2 Residential use of the site is sustainable, commercially viable, and will make a positive contribution to Havant Town Centre.
- 6.3 The proposals are consistent with Government guidance on creating new housing using previously developed sites, as 5.4 above.

Martin Critchley. Chartered Architect

15E South Street, Havant,
Hampshire, PO9 1BU

16th December 2015



12 East Street
Havant
Hampshire
PO9 1AQ

- Town Centre Location
- Roadside Visibility
- Open Plan Configuration

Town Centre Lock-up Shop / Offices To Let – 1,034 sq ft (96.08 sq m)

Location

Havant is located on the South Coast between Portsmouth and Chichester. East Street is one of the main access routes into the Town Centre and the property is located on the south side of the street. The area has a mix of service orientated businesses, coffee shops and restaurants. Other businesses in the area include Waitrose, Wilkinsons, Jeffries Estate Agents and Poppins Coffee Shop.

Description

The property comprises predominantly open plan retail or office space. The property currently benefits from suspended ceiling and carpeted floors. At the rear there is a kitchenette and a separate office. The property has an external rear yard.



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Rent

£8,200 per annum exclusive of service charge, business rates and VAT (where applicable).

Terms

The property is available by way of an assignment of a lease expiring May 2016; alternatively, the property may be available on a new full repairing and insuring lease for a term to be agreed, subject to five yearly rent reviews.

Planning

Class A2 (Financial and Professional Services). The property could be suitable for a number of alternative uses, interested parties are advised to make their own enquiries with Havant Borough Council.

Rateable Value

We are advised by online enquiry via www.voa.gov.uk that the property has a Rateable Value of £8,400 with effect from 1 April 2010. Interested parties are advised to make their own enquiries.

Legal Costs

Both parties to pay their own legal costs.

EPC Rating – D77



Accommodation

The property has been measured in accordance with the RICS Code of Measuring Practice 6th Edition and has the following approximate net internal area:

Accommodation	sq m	sq ft
Ground Floor Sales/Office Area	65.63	706
Kitchen	9.49	102
Office	20.96	226
Total Approximate Net Internal Area	96.08	1,034

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