ADDITIONAL

From: Jonathan Rowlatt [mailto:jr@alliance-plan.co.uk]
Sent: 29 November 2010 17:18
To: David Eaves
Subject: RE: Central Retail Park, Park Way Havant - Ref: APP/10/00578

Hi David

Please see response from my director Steve Fidgett as follows:

This is covered within the planning statement of the application and was discussed with both development control and policy officers prior to submission of the application. It was agreed as a result of that discussion that no further physical works were required, since the issue was more related to the lack of linkage between the purpose of the shopping trips, with the focus of the Retail Park having historically been bulky goods and DIY. Central Retail Park was in fact accompanied by major junction improvement works to Park Road North and its junction with Park Way and Elm Lane. This included the provision of high quality traffic light controlled pedestrian crossings here with strong pedestrian movement routes within the Central Retail Park and towards Elm Lane and to the south at the junction with West Street. These provide good access to the Park, the Bus Station and the main shopping areas. The car parking is currently managed by the Council for medium stay visitors to promote linked trip shopping here and in the other town centre shops. The main reason for the past lack of pedestrian movement between the Central Retail Park and rest of the town centre is as a result of the combination of vacant units and the presence of Wickes Extra, which has both high floorspace and unviably low trade levels. It is also of a very different customer profile, with bulky goods purchases that do not promote linked trips. The remaining large unit has now been let (to Dreams) and the proposed higher levels of convenience retailing in place of Wickes Extra will encourage greater connectivity with the town centre, helping draw additional large footprint retail opportunities to the town centre and encouraging greater retained spend. This will help promote greater awareness and diversity within the town centre and encourage movement between the Retail Park and West Street

Kind Regards

Jon