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GRAHAM ASH ARCHITECTS

CHARTERED ARCHITECTS TOWN PLANNING CONSULTANTS PROJECT MANAGERS

HAVANT BOROUGH COUNCIL
PLANNING DEPARTMENT
CIVIC CENTRE ROAD
HAVANT PO9 2AX

APP/10/00619

FAO: Mrs S Smith Your Ref: APP/10/00619

13 October 2010 Our Ref: 05:025

Dear Sir/Madam

RE: 4 DWELLINGS @ SITE OF FORMER KITTIWAKE PUBLIC HOUSE, 1 SANDY POINT ROAD, HAYLING ISLAND, PO11 9RP FOR MARBLESEA LTD

I refer to your letter dated 28 September 2010.

A revised application has now been submitted. The points raised in your letter have been addressed as follows:

1. The public house has been derelict for 8 years. However, we have amended our community facilities statement to identify those that exist around the Creek Road and Eastoke areas.
2. The marketing information is enclosed herewith.
3. The car parking has been reduced to 10 cars. The additional points raised have been integrated within the new scheme.
4. A car parking space for Plot 1 has been provided within the curtilage.
5. The design of the dwellings has altered to reflect the points made.
6. The height is marginally higher than the adjacent houses. This adds to the variety of roof forms.
7. The Western elevation has been modified.
8. We enclose coloured plans (4 copies of drawing no: 05:025:100)
9. We have informed our client.
10. Storage for bins and bicycles is provided on site. Bins will be taken to the roadside on bin collection days.

Yours faithfully

[redacted]

GRAHAM ASH Dip Arch RIBA MAPM

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Encs

cc: Marblesea Ltd

Directors
Graham Ash Cert Arch Dip Arch RIBA MAPM

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5.0 ATTEMPTS MADE TO MARKET BUILDING FOR SALE AS A PUBLIC HOUSE

The applicant has carried out a detailed study of the public house market on Hayling Island.

This has proved conclusively that public house accommodation in the form approved on this site was likely to fail due to lack of demand.

6.0 DETAILS OF MARKETING OF THE SITE BETWEEN 4TH APRIL 2005 AND 31ST OCTOBER 2007. LETTERS FROM, YOUNG AND BUTT / LAMBERT SMITH HAMPTON.

Following the study defined in 7.0, the site was marketed for sale with the above agents. The site is still on the books of Lambert, Smith Hampton, the successor to Young and Butt.

The site was marketed vigorously between the dates of 20th June 2006 up to the appointment of a new agent (Young + Butt Ltd. (Y+B)).

The marketing by Y+B included placing 2 'for sale' sign boards at the site. Additionally, there was initial advertising in the commercial property section of the 'Portsmouth News' on a monthly basis. Details were displayed on the company's website.

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The costs of advertising in the Local newspapers incurred the applicant a bill of £1,420.

Despite these efforts, no viable responses were forthcoming.

Despite additional publicity within the Portsmouth News and on the internet there were no offers.

With the benefit and enhancement of the new planning consent, the new agents marketed the site for sale for the sum of £350,000.

Initially the marketing by Y+B included placing 1 No 4ft x 3ft 'for sale' V shaped sign boards at the site. There was further advertising in the commercial property section of the 'Portsmouth News'. This was carried out on 20th and 27th July 2007. A full press release was issued to the 'Portsmouth News'.

A mailing exercise was instigated and the details were issued to possible interested parties. Full details were displayed on the company's website.

Y+B have now been taken over or absorbed by national commercial estate agents Lambert Smith Hampton. They have continued to market the site.

We enclose a letter from their director dated 15th October 2007 detailing the steps taken to market the property.

These steps included regular inclusion within the Portsmouth News – properties for sale section and listing on the Estates Gazette Property Link website over the above period.

Despite all this activity since June 2006, there have been no offers for the site as it is.

7.00 CONCLUSION

We consider that the case has been made that this location is inappropriate and no longer suitable for a public house.

Consequently we request that Havant Borough Council grants permission for a new residential development on this site

8.00 NEW SCHEME

The site has an extant planning consent for a public house and 5 flats. The proposal is to provide a development of 4 family dwellings with front and rear gardens. Spaces for car parking and bicycle storage are provided at the rear of the site.
The dwellings are 2.5 storeys high and the ridge height does not exceed the height of the dwellings on the adjacent site. Bricks and roof tiles will match the adjoining dwellings. Details to add to the character of the dwellings, such as bay windows and cedar cladding are provided to south and west elevations.

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Lambert Smith Hampton

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15 October 2007

Mr P A Skeens
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Fax: 0845 8333102

Our Ref: GC/AS

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Dear Peter

RE: HAYLING ISLAND – THE KITTIWAKE PUBLIC HOUSE

I refer to our recent telephone conversation in respect of the above and are pleased to provide an overview of our involvement in the marketing of this property.

Instructions were initially received by Keith Boothroyd to market the freehold interest in respect of this site in June 2006. The site had effectively two planning consents. One part of the site had the benefit of planning consent for part demolition of existing building, erection of 3 no. bed houses, 1 no. two bed house, 1 no. two bed flat and 2 no. one bed flats with landscaping, access and parking (reference number 06/59346/005). Our involvement therefore in the marketing of this property covered a period of approximately 14 months. The other part of the site had planning consent for part demolition of existing building, including the pub extension and 48 Creek Road, extensions and alterations to create new public house and 4 additional flats with landscaping and parking (reference number 06/59346/004).

We carried out an extensive marketing campaign aimed primarily at residential developers and occupiers for the ground floor public house. The initial response was disappointing, particularly for the public house site, there seemed to be no real demand for a pub or even a bar/restaurant in this location and the interest in the residential element of the site was also poor as all of the developers that we spoke to in detail were concerned about the effect on value flats above a pub would have. The offers that we did receive were far removed from the quoted price.

The promotion of this site included in the following marketing initiatives:

a) Preparation of detailed marketing particulars which included copies of the relevant plans and planning consent.

b) Targeted marketing towards commercial developers.

c) Regular advertisements within the Portsmouth News – properties for sale section.

d) Listing on the EGI Property Link website.

e) Circulation of property particulars to local agents for consideration of their own retained clients.

Lambert Smith Hampton is the trading name of Lambert Smith Hampton Group Limited.
Registered office: United Kingdom House, 180 Oxford Street, London W1D 1NN
Registered in England Number 2521225. Regulated by RICS

Global Property Alliance

Lambert Smith Hampton
Property Solutions

Should you require any further information please do not hesitate to contact me.

Kind regards,

Yours sincerely

[redacted]

Director

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