

Marketing Statement

For

**Ground Floor Change of Use
From A1 to C3 and
Alterations to Fenestration**

At

**70-72 West Street,
Havant,
Hampshire,
PO9 1LN**

For

Mr L. Kane

Martin Critchley,
Chartered Architect,
15E South Street,
Havant, Hampshire,
PO9 1BU

June 2017

1.0 Generally

1.1 This Marketing Statement is in support of a Planning Application to the Havant Borough for Ground Floor Change of Use and Alterations to Fenestration at 70-72 West Street, Havant, PO9 1LN.

1.2 No other purpose is anticipated or accepted. Copyright of this report remains with Martin Critchley Chartered Architect.

1.3 Reference should be made to the planning submission drawings for details of the proposals, re:

16103 -	121	Location and Block Plan
	221	Existing Ground Floor Plan
	222	Existing Upper Floor Plans
	321	Existing Elevations
	322	Existing Elevations
	421	Proposed Ground Floor Plan
	422	Proposed Upper Floor Plans
	521	Proposal Elevations
	522	Proposal Elevations

2.0 Physical and Economic Context

2.1 West Street is within the town centre of Havant. It is an extension one of the principal shopping streets, running east-west. The site is on the north side of the street, such that the principal elevation faces south.

2.2 The north side of the street retains much of the late Georgian and Victorian development plan, with domestic sized plots and an almost rural charm.

2.3 The south side of the street is a 1960's (typical style) two storey shop and office over block. Immediately opposite the is the former 'Black Dog' public house, now converted and extended into a small housing development in a vernacular style.

2.4 The rear boundary of the site extends through to the Havant Stream, which separates it from a retail park to the North. There is vehicular access from the south.

2.5 The ground floor of No.72 is currently a vacant shop. There is a flat at first floor level accessed from the rear of the site. No.70 is a 3 bedroom house.

- 2.6 The site is generally flat and level. There are no trees on the development site. The frontage is on the 'back of pavement' line.
- 2.7 No.74-76 is a former Public House converted into flats. No.68 is in use as a tea room.
- 2.8 The general character of West Street to the west of Park Road is residential, although a number of commercial premises remain. There are recently opened retail parks 50 M to the north and 100 M to the south. The pedestrianised shopping precinct of West Street (East of Park Road) is 100 M to the east.
- 2.9 At the site, West Street is a single carriageway urban street with footpaths both sides. There is full street lighting. There is a 30 mph speed limit. There are parking restrictions. The junction with Brockhampton Lane is opposite the site.
- 2.10 The site is within the 'Black Dog' Conservation Area.
- 2.11 West Street, west of Park Road, is in transition. The small Georgian and Victorian shops are closing, and gradually reverting to residential use, or remain vacant pending an uncertain future. The combinations of the new retail parks nearby, and the prevalence of 'on line' shopping, have removed the need for, and the viability of, small local shops. The commercial and trading activity in West Street is therefore much reduced.
- 2.12 There is a proven and actual demand for rented, residential accommodation in Havant, based on the variety of local facilities and on the good local employment opportunities. All of the local Estate agents have strong and active letting departments.

3.0 Marketing History

- 3.1 The current owners of No.72 have been attempting to rent the existing shop for six months prior to this application. Advertisements were placed in both the Friday Ads and Gumtree for five consecutive months, but met with no success, see Appendix A for a copy of the receipt for five adverts placed in the Friday Ads and the advert placed.
- 3.2 At the time of sale the previous owners of No.72 have stated that they were also unable to rent the shop out over a two year period. Mr. David Brixey commented in an email when the current owners first offered the shop for rent:

“Lesley has confirmed that she would not want to rent the shop after sale. It has been sitting empty for a long time, we have tried to rent it for 2 years now and have been unsuccessful... that is one of the reasons we are selling it.”



- 3.3 The above photograph, taken by Mr. Martin Critchley at 11:45am on 19th August 2010 when work first began on converting the neighbouring Richard Cobden Public House, clearly shows that at this time the shop at No. 72 was not open to the public. The goods have been piled haphazardly in the window and the entrance door is blocked. To the best of our knowledge, the shop was left in this condition until attempts to rent it began in 2014.

Martin Critchley,
Chartered Architect

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

8th June 2017

APPENDIX A

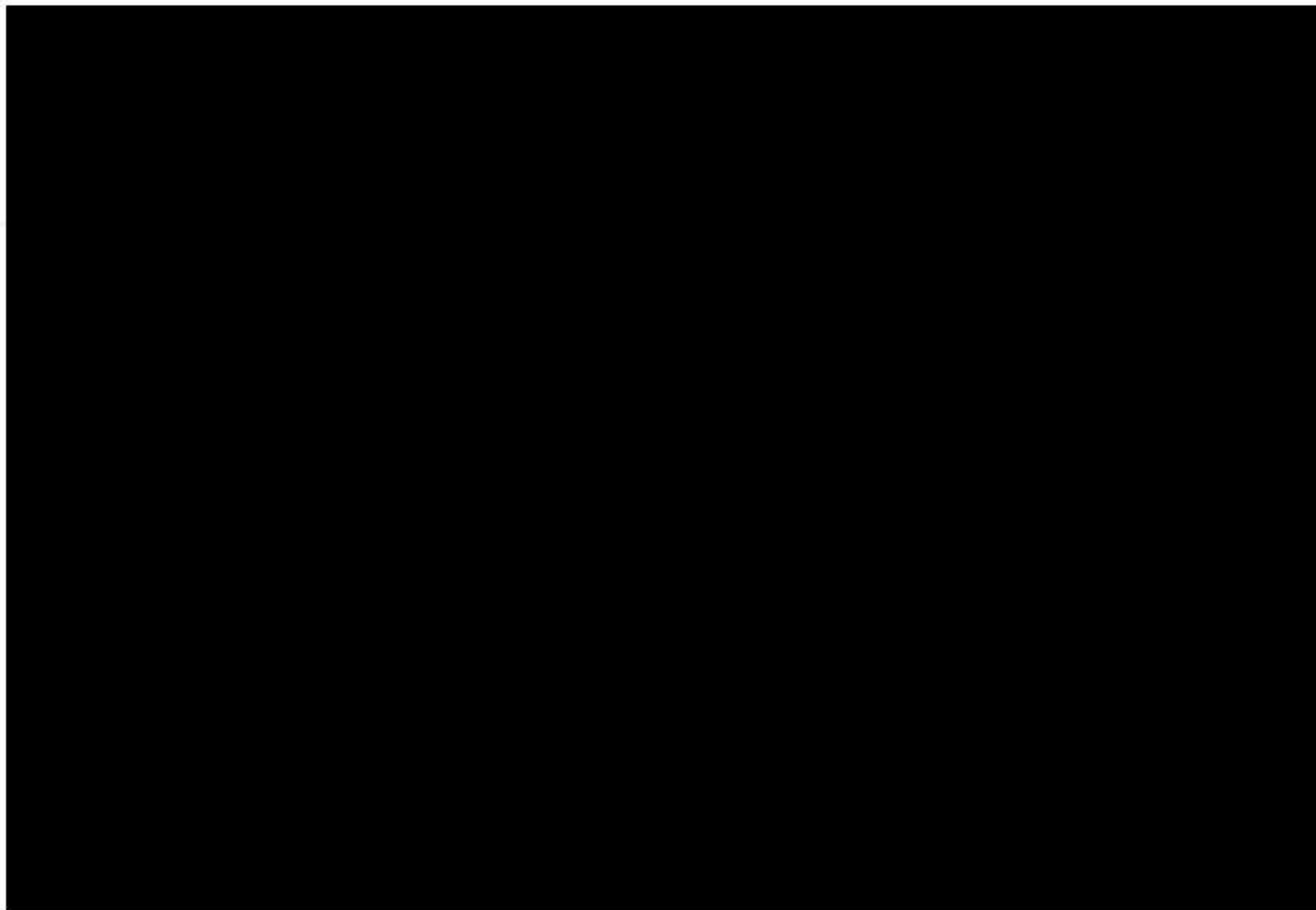
[My dashboard >](#)

Hey Leon,

Just to let you know, we have received your payment of **£236** for the **5 Editions (Business)** ad. Payment has now been taken from .

Here is your receipt:

Leon Kane
Advertiser



If there's anything else you need, please get in touch.

The Friday-Ad Team

70-72 West Street, Havant, Hampshire, PO9 1LN

Ad-Line

Friday Ad Ltd | 01273 837921



£125.00pw

Havant

Shop for rent £500 per month internal bathroom 55m2
available from the 17/1/17

07733305014

friday media group