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| Location: Rose Farm Dairy, Church Road | | | Site Reference: F5 | | | |
| Settlement: Fleet | | | Area (ha): 0.37 | | | |
| Opportunity presented Large redundant dairy site in Fleet town centre. At present, Eisman Foods are operating out of part of the site, the remainder is used for parking for city centre offices. Site also includes old community hall used as an office by Eisman Foods. No buildings of particular architectural value. Road frontage on two sides. | | | Market appraisal / economic viability Agents, private housing developers and housing associations confirm a very strong local market for both private and affordable housing. Land values are higher than the national average and high enough to resolve situations of demolition, contamination or piled foundations or any other abnormal development costs. Good sales rates achieved from all house types, particularly flats for which there is a shortage. | | | |
| LDA study | | | Sustainability appraisal Site very well located in the centre of Fleet with access to employment, facilities and services available in the town and well located for access to the train station for services beyond the town. | | | |
| Policy issues / Constraints Half of the site falls within a secondary retail area and the other part of the site in a peripheral town centre comprising business, residential and civic uses. Development of this site would require the relocation of the current occupying business | | | | | | |
| Conclusions prospects/ justification | | Presents a good opportunity to maximise the use of land within central Fleet. | | | | |
| Yield – as suggested by PPG3 | | | Time frame | | | Recommendation Yield / Period for inclusion in Urban Capacity Study / Local Plan |
| High 50dph | Medium 40dph | Low 30dph | 0-5 years | 5-10 years | 10-15 years | |
| 19 | 15 | 11 | 0 | 25 | 0 | 25 dwellings |
| Requirements to move to higher yield N/A | | | Requirements to move to earlier period Site assembly, and relocation of the current occupying business, may prevent the site from coming forward within 5 years. | | | Based on LDA study. |



F5 - Church Road, Fleet

