

Location: Clarence Road			Site Reference: F6			
Settlement: Fleet			Area (ha): 0.25			
Opportunity presented Jewson builders yard and house (currently used as offices for Jewson). No buildings on the site are of architectural or historic interest. Site surrounded by residential development and just outside 'peripheral town centre area'. This facility does not rely on a town centre location for trade, unlike the Travis Perkins showroom facility on Fleet Road. Site has road frontage.			Market appraisal / economic viability 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.			
			Sustainability appraisal Site very well located in the centre of Fleet with access to employment, schools, facilities and services available in the town and well located for access to the train station for services and employment beyond the town.			
Policy issues / Constraints Opportunity depends on Jewsons relocating. Jewson have resisted disposal of sites elsewhere. 2 TPOs on the site.						
Conclusions prospects/ justification		Profligate use of urban land - 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	12 dwellings This site is suitable for high density development due to proximity to town centre and surrounding housing density and character.
12	10	8	0	0	12	
Requirements to move to higher yield Council to accept very high density adjacent to medium density development			Requirements to move to earlier period Uncertainty over site availability within 5 years but normal market forces usually influence landowners over time. Therefore, 10-15 years is a realistic timescale			



F6 - Clarence Road, Fleet



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