

Town Centres: Retail, Leisure and Office Study

Plans

Gosport Borough Council

September 2007

PLANS

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Plan 2: Household Telephone Survey Area

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PLAN 1:

GOSPORT BOROUGH COUNCIL: STUDY CONTEXT AREA

GOSPORT RETAIL STUDY

Study Context Plan

KEY

 Gosport Borough Boundary

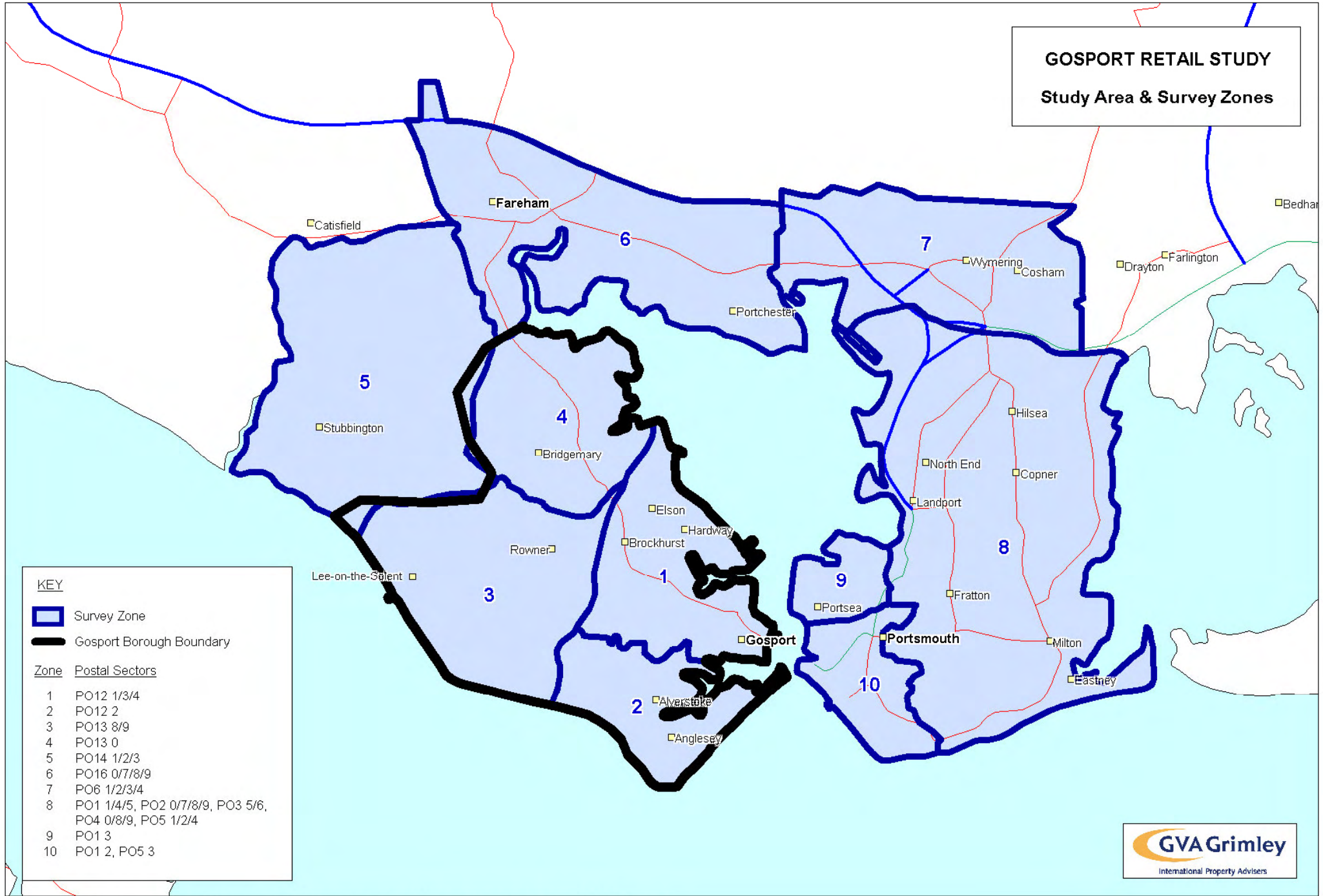


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PLAN 2:

HOUSEHOLD TELEPHONE SURVEY AREA

GOSPORT RETAIL STUDY
Study Area & Survey Zones



KEY

- Survey Zone
- Gosport Borough Boundary

Zone	Postal Sectors
1	PO12 1/3/4
2	PO12 2
3	PO13 8/9
4	PO13 0
5	PO14 1/2/3
6	PO16 0/7/8/9
7	PO6 1/2/3/4
8	PO1 1/4/5, PO2 0/7/8/9, PO3 5/6, PO4 0/8/9, PO5 1/2/4
9	PO1 3
10	PO1 2, PO5 3

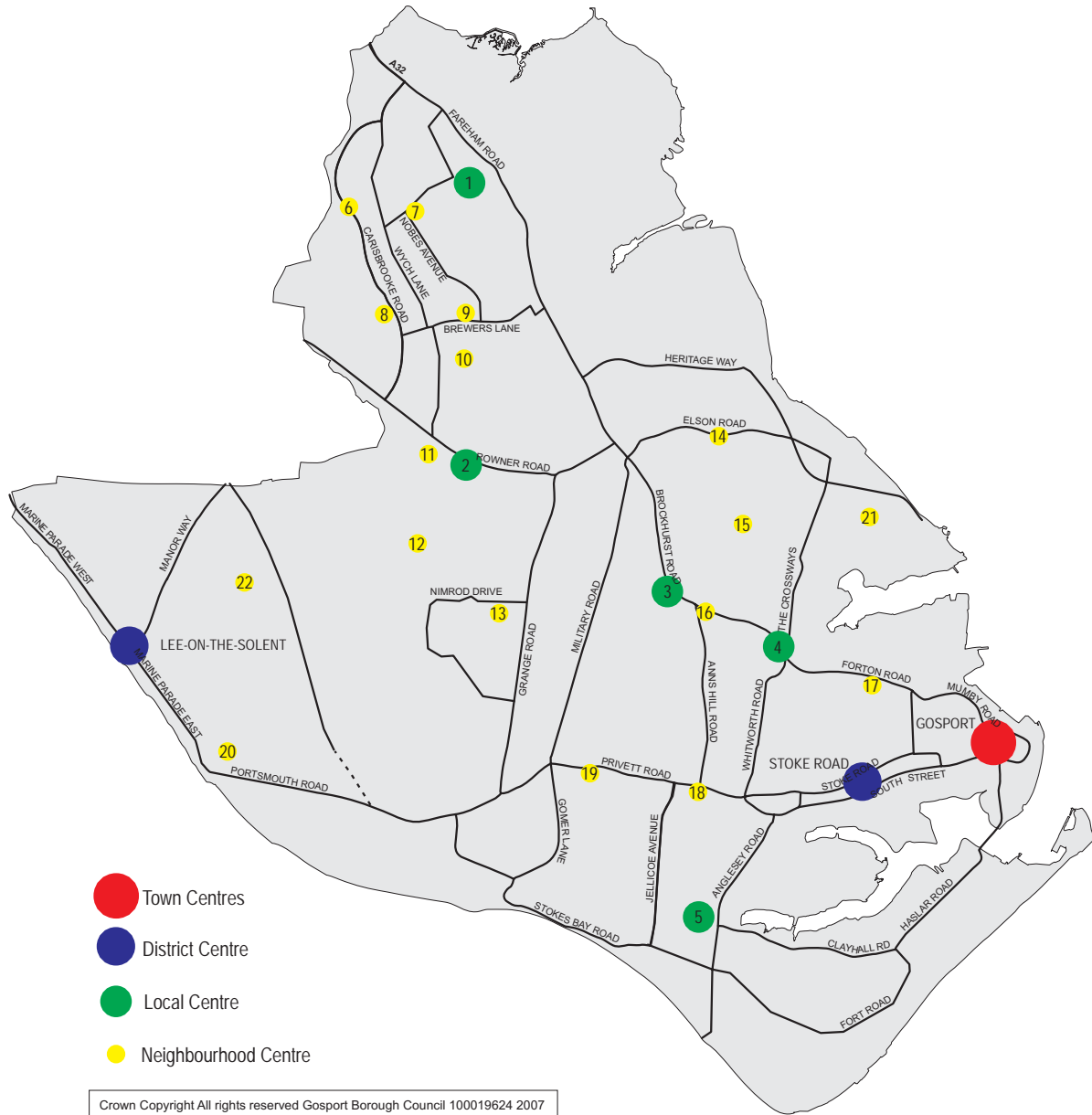


PLAN 3:

EXISTING RETAIL HIERARCHY

GOSPORT RETAIL STUDY

Existing Retail Hierarchy (Plan 3)



Local & Neighbourhood Shopping Centres

- 1 Gregson Avenue
- 2 Rowner Road
- 3 Brockhurst Road (29-75)
- 4 Forton Road/The Crossways
- 5 Alverstoke Village
- 6 Tukes Avenue
- 7 Nobes Avenue
- 8 Carisbrooke Road
- 9 Brewers Lane
- 10 Beauchamp Avenue
- 11 Rowner Lane

- 12 St Nicholas Avenue
- 13 Nimrod Drive
- 14 Elson Road
- 15 Palmyra Road
- 16 Forton Road (335-359, 262-278)
- 17 Forton Road (45-95)
- 18 Bury Cross
- 19 Queens Parade
- 20 Portsmouth Road
- 21 Dartmouth Close
- 22 Twyford Drive

PLAN 4:

EXISTING FOODSTORE PROVISION

GOSPORT RETAIL STUDY

Existing Foodstore Provision (Plan 4)

Store location

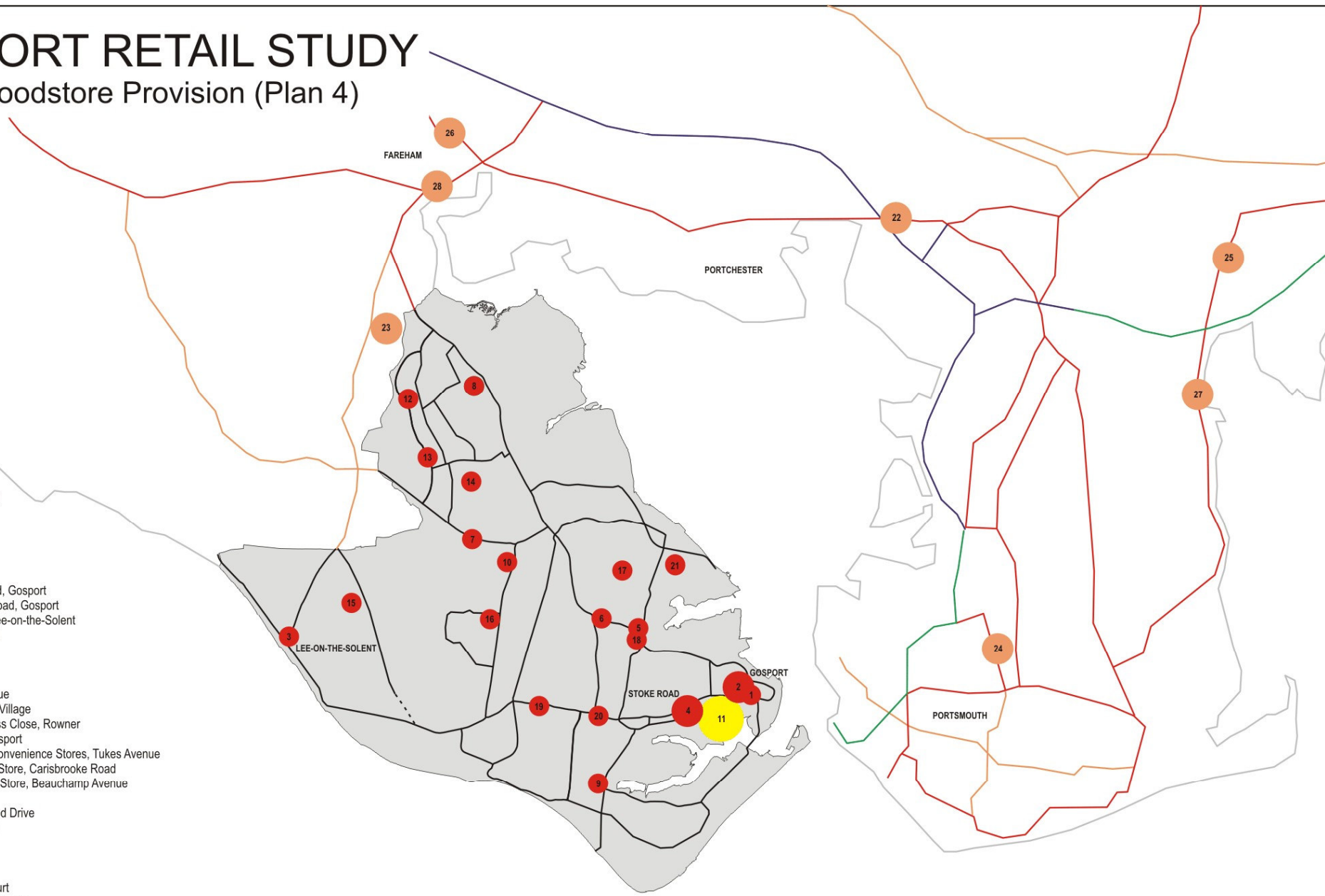
- Town Centre
- Out-of-Centre
- Outside District

Store size

- >2,500 sqm
- 1,000-2,500 sqm
- <1,000 sqm

Stores

- 1 Iceland, Walpole Road, Gosport
- 2 Morrisons, Walpole Road, Gosport
- 3 Co-op, High Street, Lee-on-the-Solent
- 4 Waitrose, Stoke Road
- 5 Lidl, Forton Road
- 6 Co-op, Forton Road
- 7 Co-op, Rowner Road
- 8 Co-op, Gregson Avenue
- 9 One-Stop, Alverstoke Village
- 10 Tesco Express, Carless Close, Rowner
- 11 Asda, Dock Road, Gosport
- 12 Kev Jones & Co-op Convenience Stores, Tukes Avenue
- 13 Alldays Convenience Store, Carisbrooke Road
- 14 One Stop Community Store, Beauchamp Avenue
- 15 Co-op, Twyford Drive
- 16 Premier Stores, Nimrod Drive
- 17 Co-op, Palmyra Road
- 18 Co-op, Forton Road
- 19 Co-op, Privett Road
- 20 Co-op, Bury Cross
- 21 Co-op, Dartmouth Court
- 22 Tesco Extra, North Harbour
- 23 Asda, Fareham
- 24 Asda, Fratton, Portsmouth
- 25 Sainsburys, Farlington, Portsmouth
- 26 Sainsburys, Fareham
- 27 Morrisons, Portsmouth
- 28 Tesco, Fareham (PROPOSED)



PLAN 5:

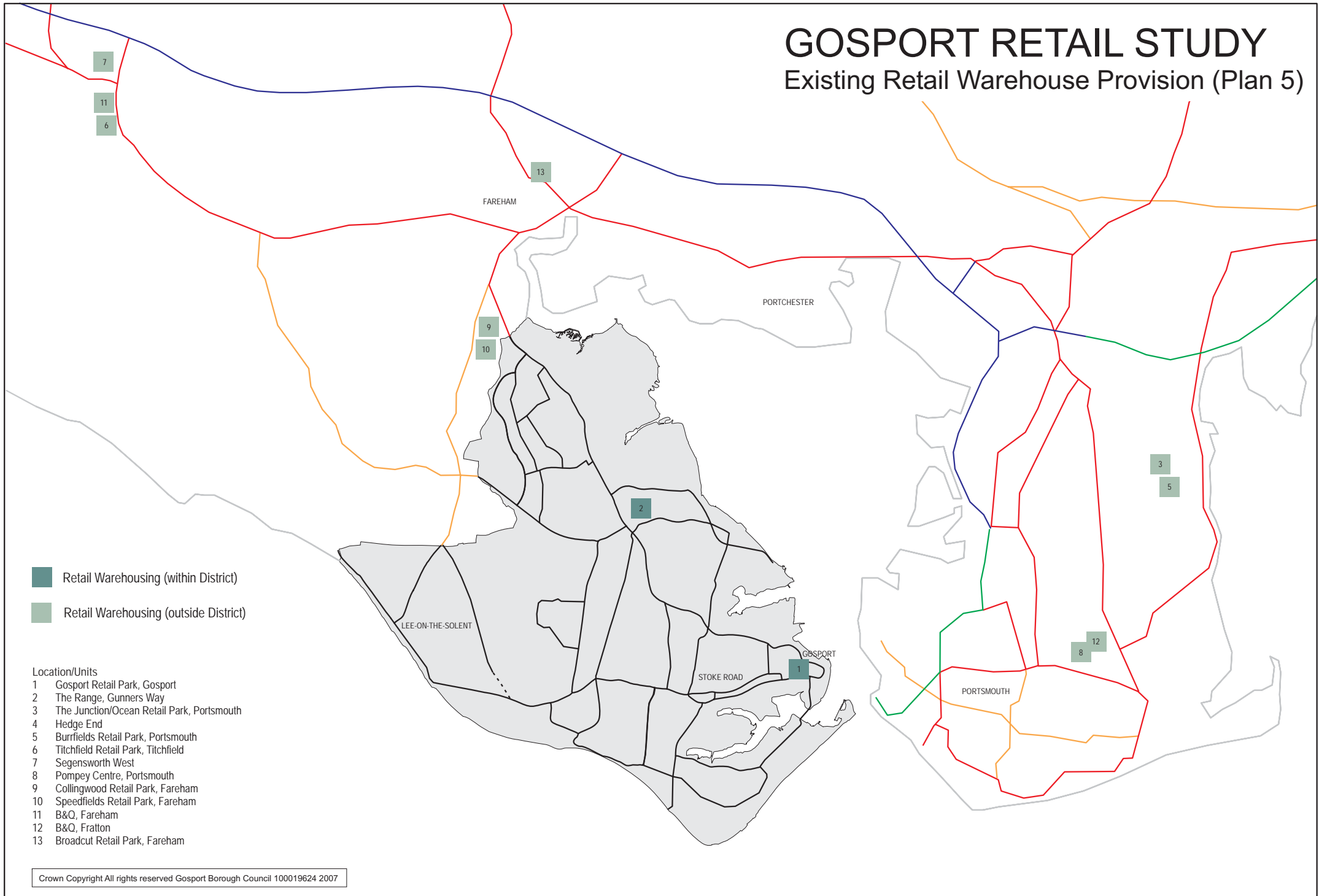
EXISTING RETAIL WAREHOUSE PROVISION

GOSPORT RETAIL STUDY

Existing Retail Warehouse Provision (Plan 5)

- Retail Warehousing (within District)
- Retail Warehousing (outside District)

- Location/Units
- 1 Gosport Retail Park, Gosport
 - 2 The Range, Gunners Way
 - 3 The Junction/Ocean Retail Park, Portsmouth
 - 4 Hedge End
 - 5 Burrfields Retail Park, Portsmouth
 - 6 Titchfield Retail Park, Titchfield
 - 7 Segensworth West
 - 8 Pompey Centre, Portsmouth
 - 9 Collingwood Retail Park, Fareham
 - 10 Speedfields Retail Park, Fareham
 - 11 B&Q, Fareham
 - 12 B&Q, Fratton
 - 13 Broadcut Retail Park, Fareham

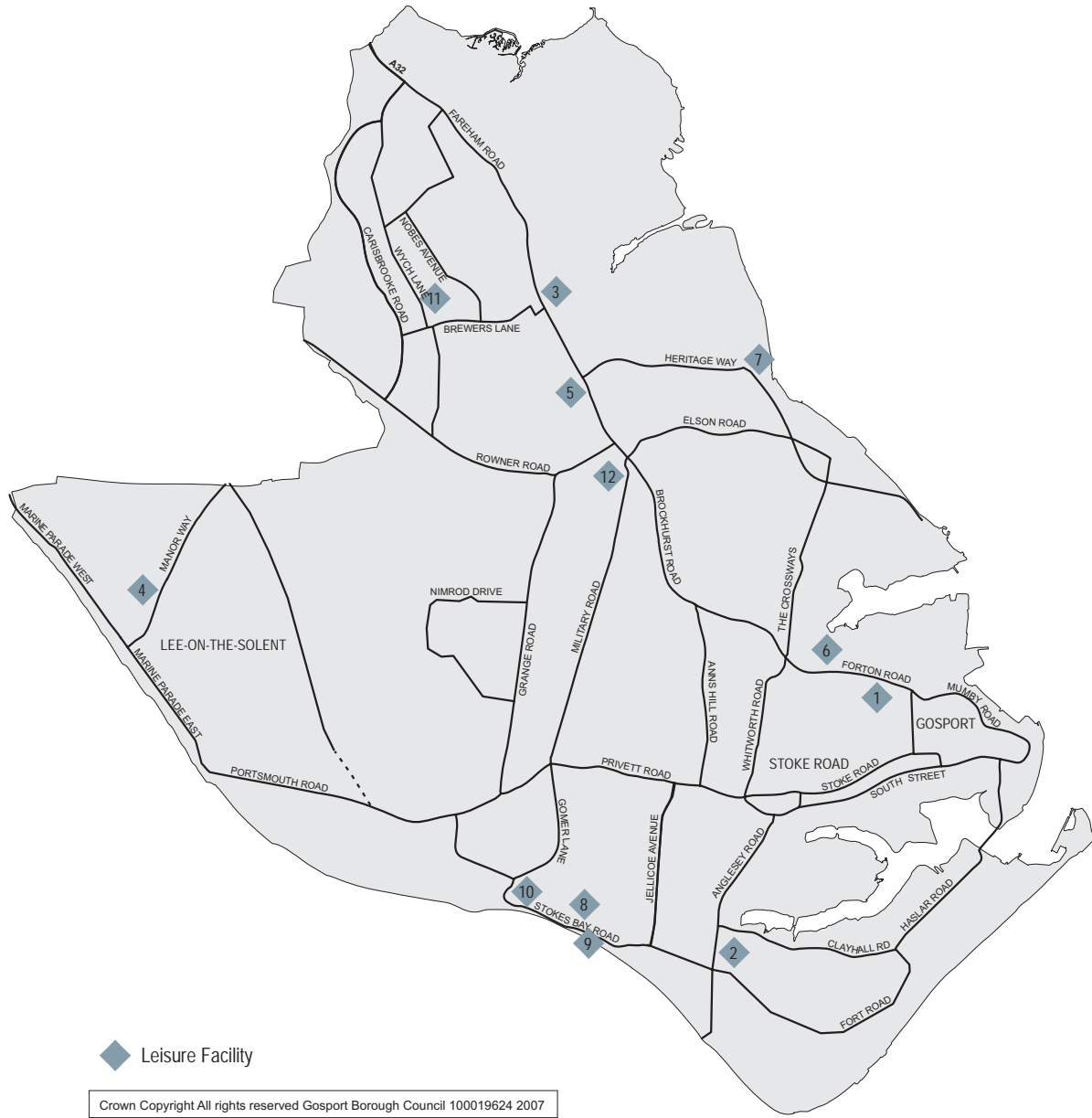


PLAN 6:

EXISTING LEISURE PROVISION

GOSPORT RETAIL STUDY

Existing Leisure Provision (Plan 6)



Facility

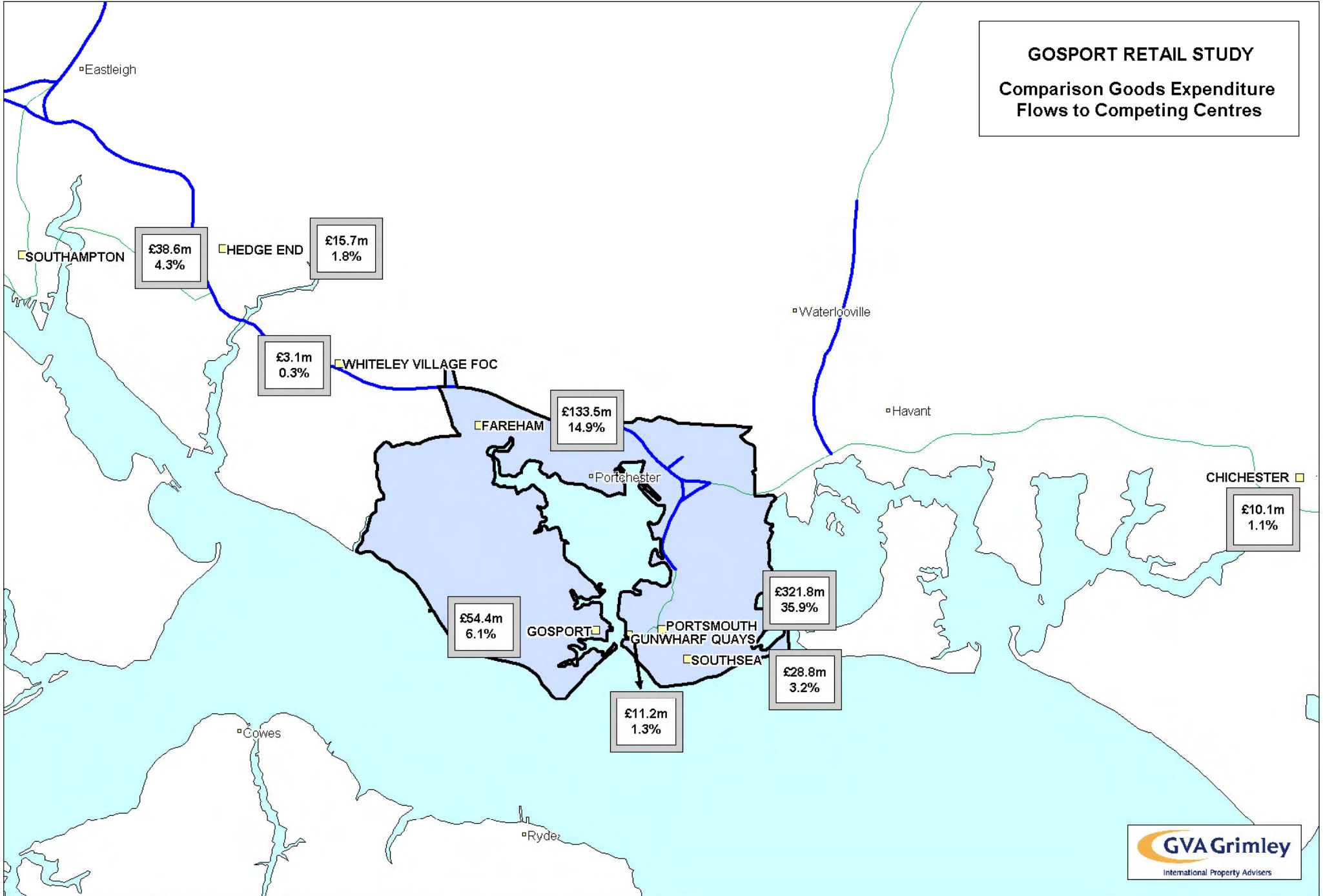
- 1 Lloyd Vine Leisure, Gosport
- 2 Miracles, Gosport
- 3 Bodyvisions, Gosport
- 4 Lee-on-the-Solent Tennis & Squash Club
- 5 Holbrook Recreation Centre & Ice Rink
- 6 St Vincent Sixth Form College Leisure Centre
- 7 Don Styler Physical Training Centre
- 8 Solent Springs Adventure Golf & Tennis Courts
- 9 Stokes Bay Paddling Pool
- 10 Bay House School Sports Hall & Gym
- 11 Bridgemary Centre
- 12 Brune Park

PLAN 7:

COMPARISON GOODS EXPENDITURE LEAKAGE TO COMPETING
CENTRES

GOSPORT RETAIL STUDY

Comparison Goods Expenditure Flows to Competing Centres



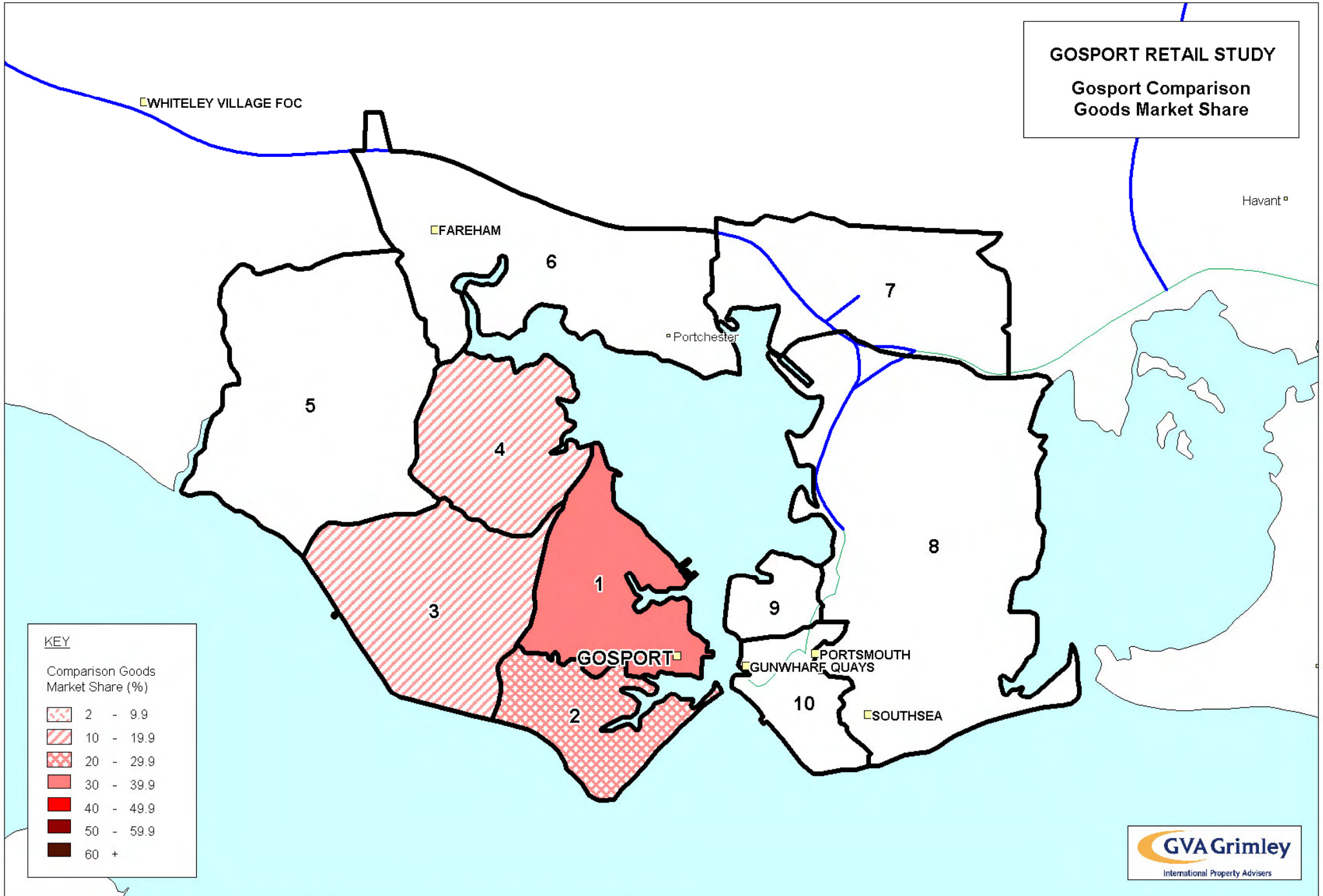
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PLAN 8:

GOSPORT COMPARISON GOODS MARKET SHARE

GOSPORT RETAIL STUDY

Gosport Comparison Goods Market Share



KEY

Comparison Goods Market Share (%)

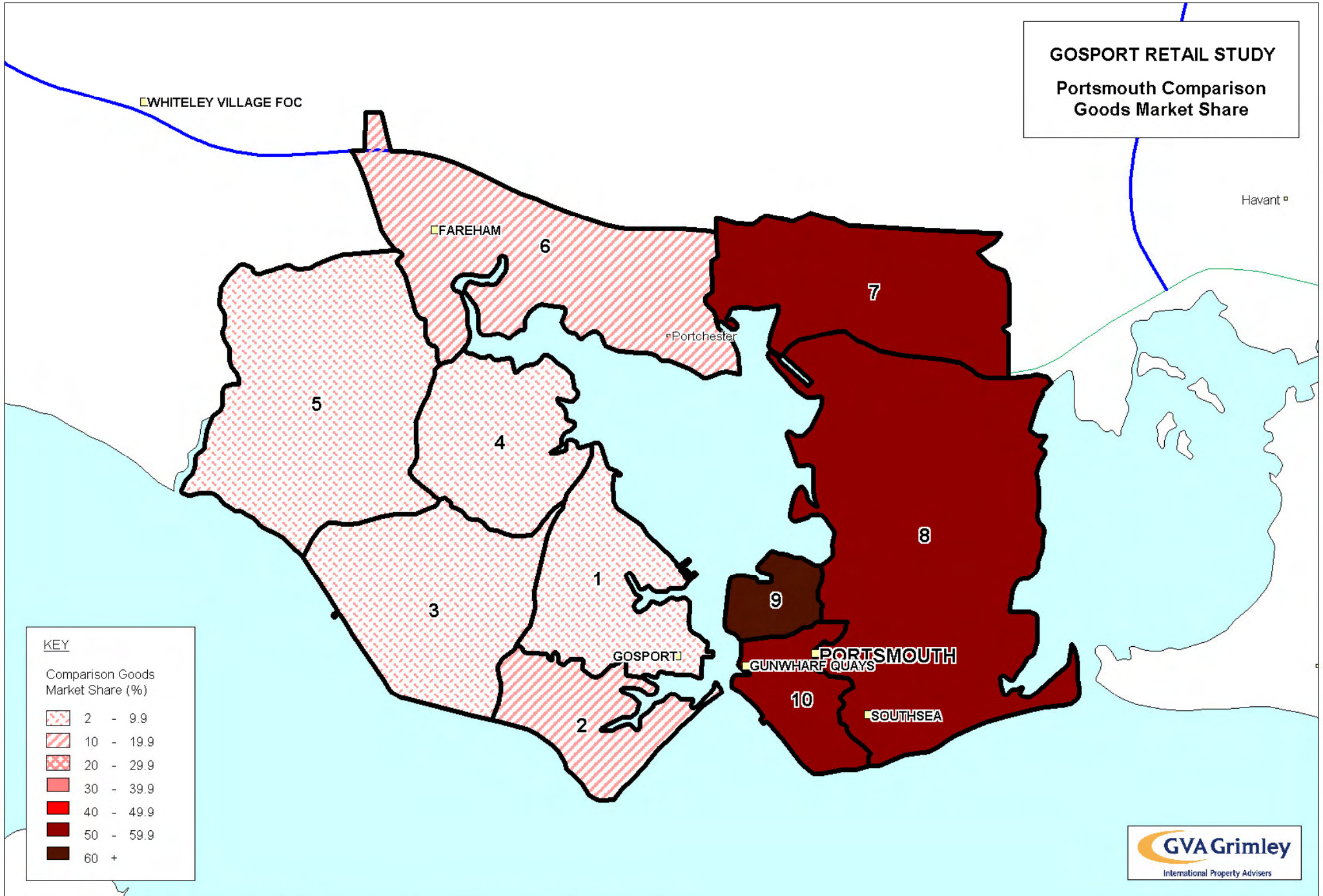
- 2 - 9.9
- 10 - 19.9
- 20 - 29.9
- 30 - 39.9
- 40 - 49.9
- 50 - 59.9
- 60 +



PLAN 9:

PORTSMOUTH COMPARISON GOODS MARKET SHARE

GOSPORT RETAIL STUDY
Portsmouth Comparison
Goods Market Share



KEY

Comparison Goods Market Share (%)

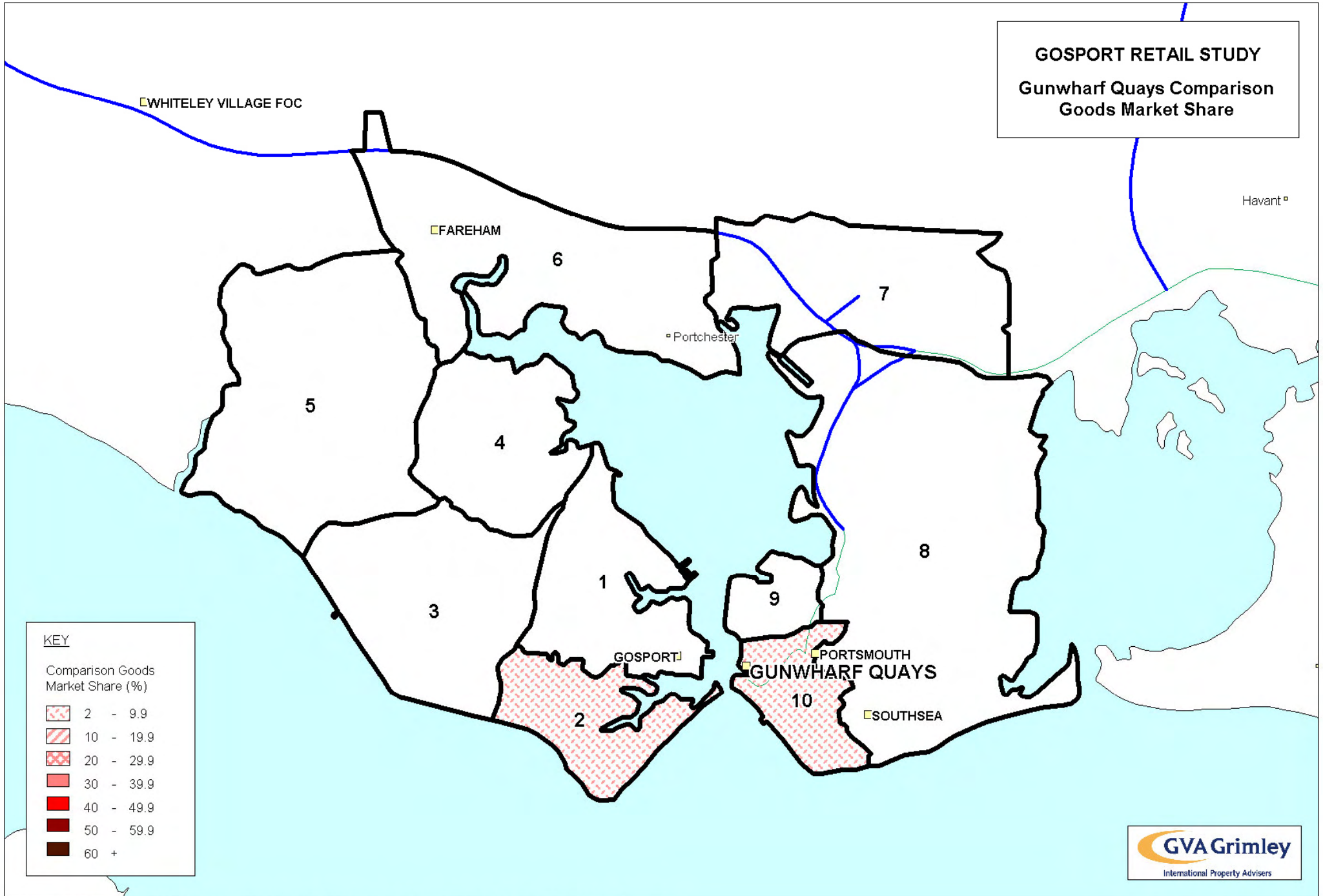
	2 - 9.9
	10 - 19.9
	20 - 29.9
	30 - 39.9
	40 - 49.9
	50 - 59.9
	60 +



PLAN 10:

GUNWHARF QUAYS COMPARISON GOODS MARKET SHARE

GOSPORT RETAIL STUDY
Gunwharf Quays Comparison
Goods Market Share

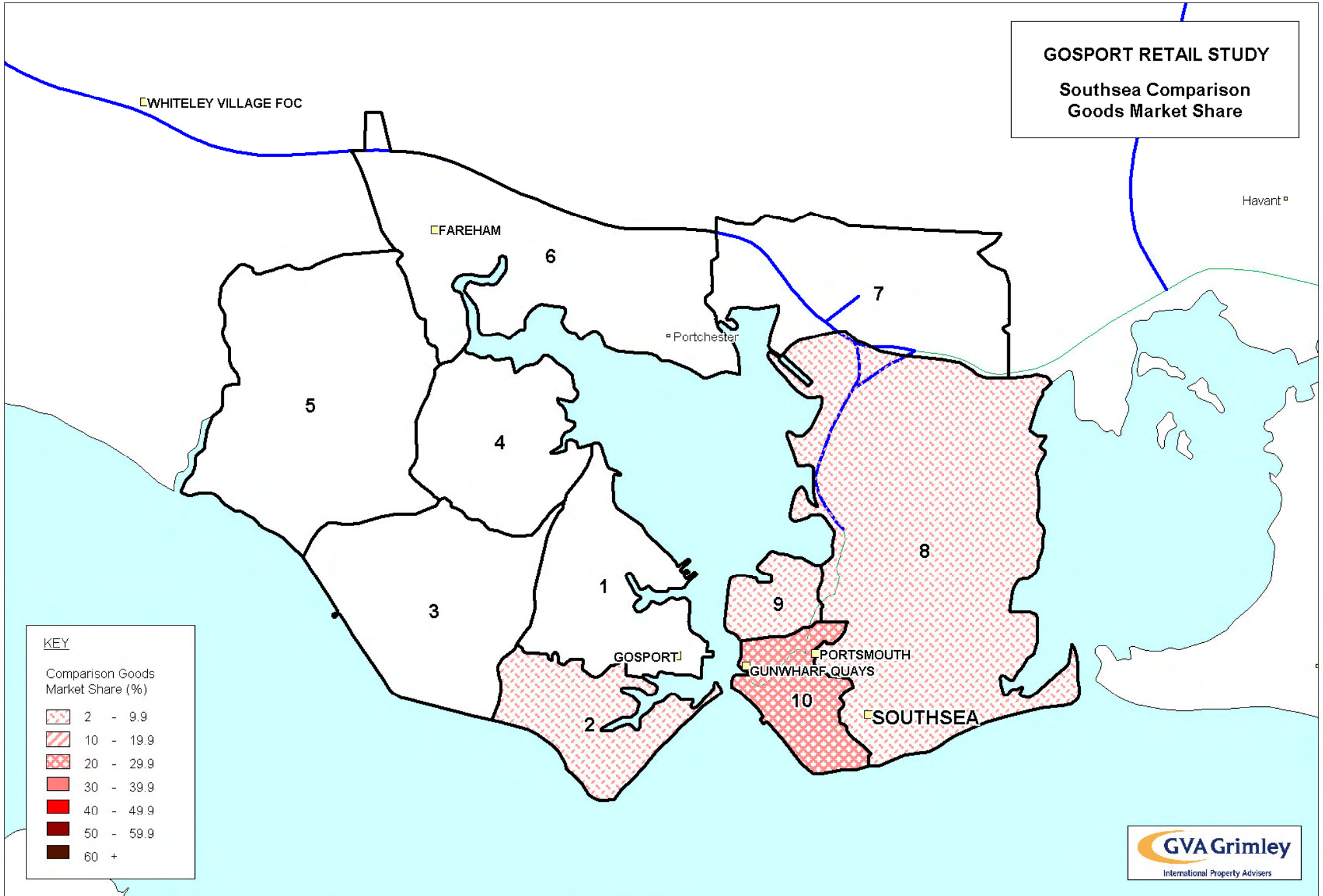


PLAN 11:

SOUTHSEA COMPARISON GOODS MARKET SHARE

GOSPORT RETAIL STUDY

Southsea Comparison Goods Market Share



KEY

Comparison Goods
Market Share (%)

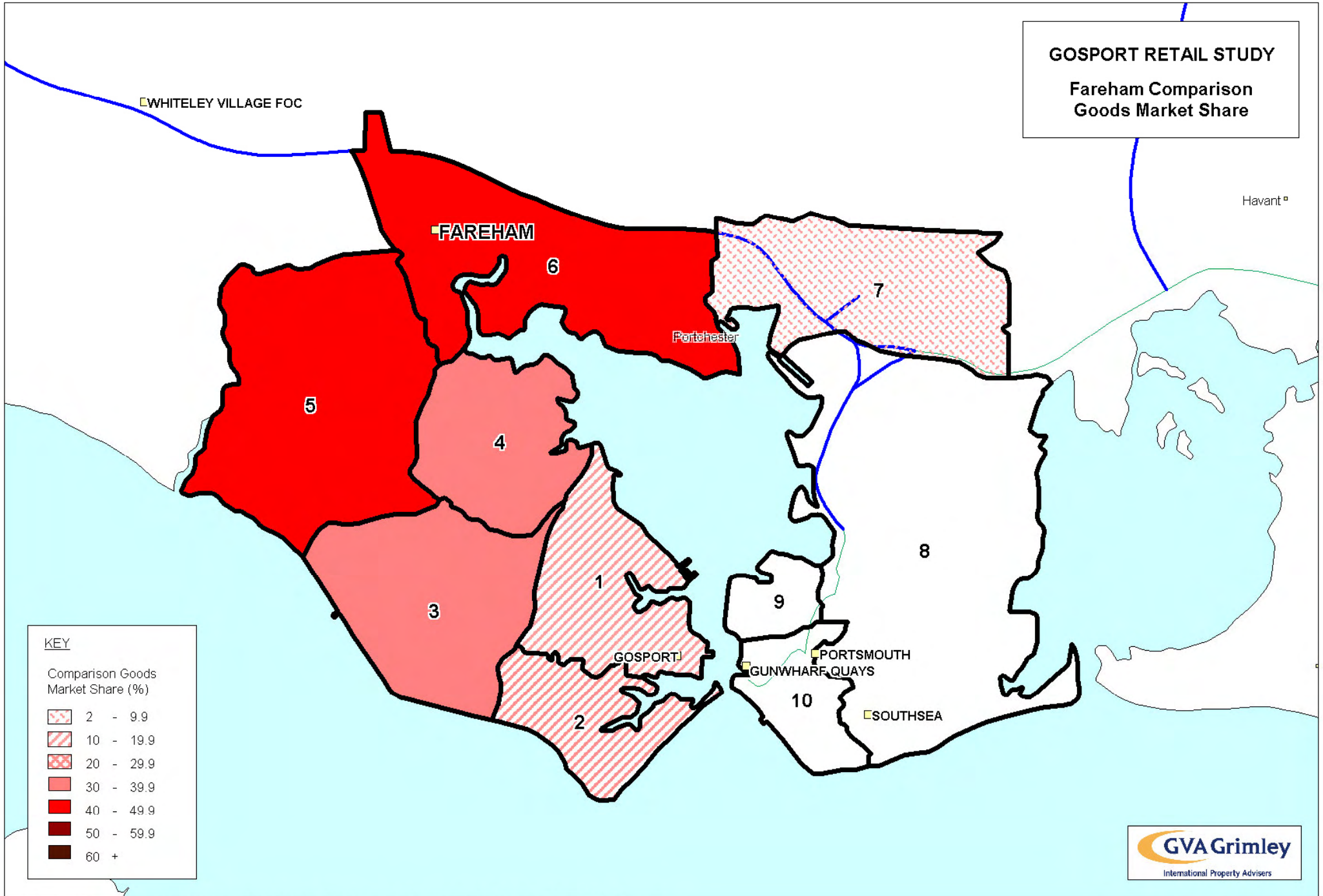
- 2 - 9.9
- 10 - 19.9
- 20 - 29.9
- 30 - 39.9
- 40 - 49.9
- 50 - 59.9
- 60 +



PLAN 12:

FAREHAM COMPARISON GOODS MARKET SHARE

GOSPORT RETAIL STUDY
Fareham Comparison
Goods Market Share



KEY

Comparison Goods Market Share (%)

- 2 - 9.9
- 10 - 19.9
- 20 - 29.9
- 30 - 39.9
- 40 - 49.9
- 50 - 59.9
- 60 +

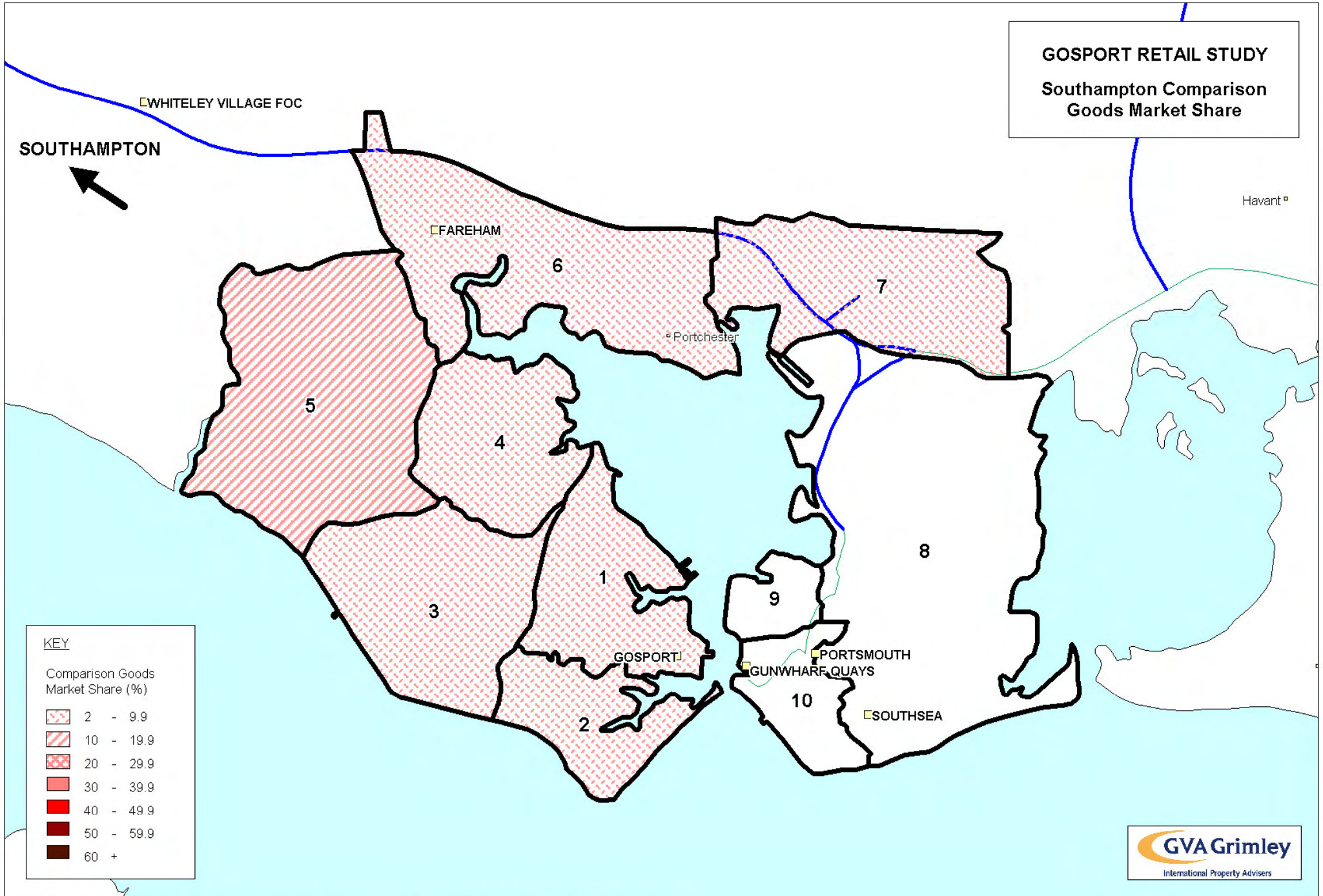


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PLAN 13:

SOUTHAMPTON COMPARISON GOODS MARKET SHARE

GOSPORT RETAIL STUDY
Southampton Comparison
Goods Market Share



KEY

Comparison Goods Market Share (%)

[Diagonal lines /]	2 - 9.9
[Diagonal lines \]	10 - 19.9
[Cross-hatch]	20 - 29.9
[Light red]	30 - 39.9
[Red]	40 - 49.9
[Dark red]	50 - 59.9
[Dark brown]	60 +

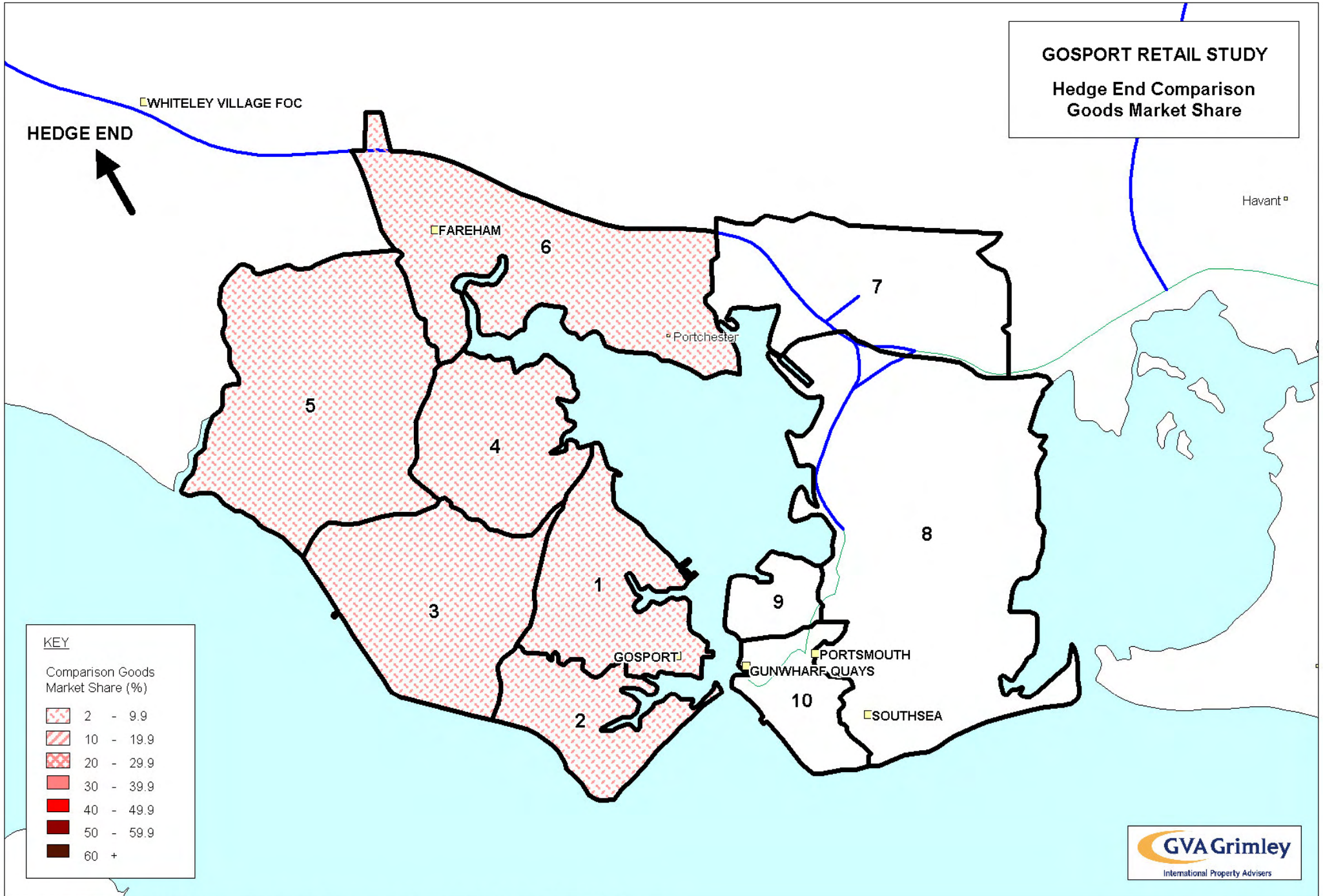


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PLAN 14:

HEDGE END COMPARISON GOODS MARKET SHARE

GOSPORT RETAIL STUDY
Hedge End Comparison
Goods Market Share



KEY

Comparison Goods Market Share (%)

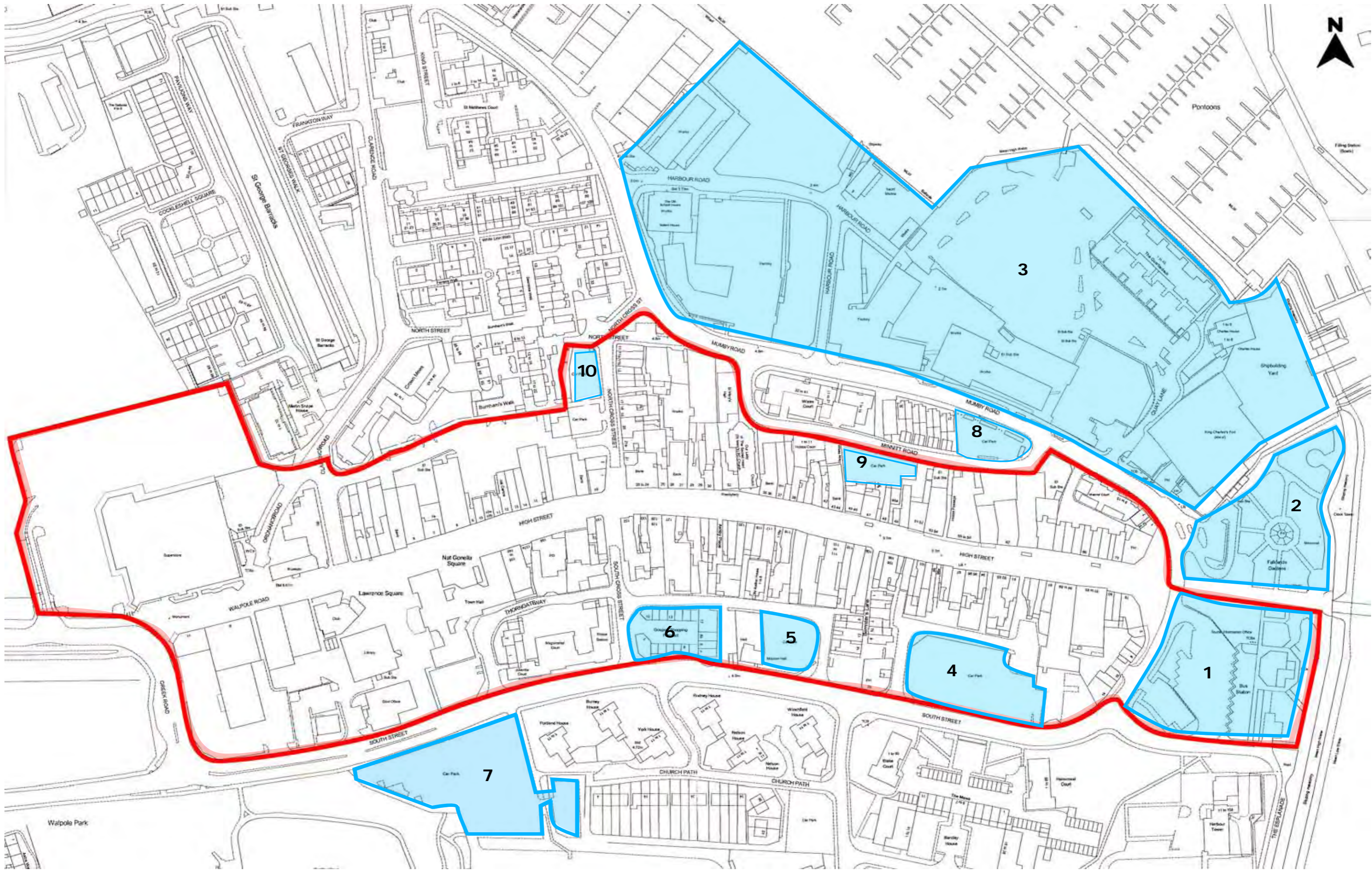
[Light red dotted pattern]	2 - 9.9
[Light red diagonal line pattern]	10 - 19.9
[Light red dotted pattern]	20 - 29.9
[Light red solid pattern]	30 - 39.9
[Red solid pattern]	40 - 49.9
[Dark red solid pattern]	50 - 59.9
[Dark red solid pattern]	60 +



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PLAN 15:

GOSPORT TOWN CENTRE OPPORTUNITY SITES



Gosport Town Centre Opportunity Sites

- Town centre boundary
- Opportunity sites

- | | | | |
|---------------------------------------|------------------------------|------------------------------------|---------------------------------|
| 1. Gosport bus station & ferry office | 4. South Street car park | 7. South Street long stay car park | 10. North Cross Street car park |
| 2. Falklands gardens | 5. Coates Road car park | 8. Mummy Road car park | |
| 3. Coldharbour industrial area | 6. Gosport Shopping Precinct | 9. Minnitt Road car park | |