

March Town Centre Primary Retail Frontage Survey

13 February 2015

Table 1 – Existing Situation

Survey Ref. No.	Property Location		Business Name	Use Class Category	Frontage (Metres)	Comments
	Street Name	Number				
1	Nene Parade (north)		Ladbrookes	A2	14.0 7.0	Frontage also with Broad Street (7.0m)
2	Nene Parade (north)	1	Ship Inn	A4	9.0	
3	Nene Parade (north)	2a	Nail Studio	A1	7.0	
4	Nene Parade (north)	2b	Mamamia Italian Restaurant	A3	5.0	
5	Nene Parade (north)	3	The Cycle Shop	A1	7.0	
6	Nene Parade (north)	3b	Riverside Fisn & Chips Café	A3	5.0	
7	Nene Parade (north)	4	Riverside Barbers	A1	6.0	
8	Nene Parade (north)	5	Aspect Blinds	A1	6.0	
9	Nene Parade (north)	6	Private dwelling	C3	8.0	Recommend removal
10	Broad Street (east)	2	Clarks Shoes	A1	10.0	
11	Broad Street (east)	3-5	Specsaves	A1	7.0	
12	Broad Street (east)	6-7	WH Smiths	A1	11.0	
13	Broad Street (east)	11-12	Scope*	A1	6.0	
14	Broad Street (east)	13-15	M&Co	A1	13.0	
15	Broad Street (east)	17-19	Boots Chemist	A1	12.0	

Survey Ref. No.	Property Location		Business Name	Use Class Category	Frontage (Metres)	Comments
	Street Name	Number				
16	Broad Street (east)	20	Heron Foods	A1	10.0	
17	Broad Street (east)	21b	Holland & Barrett	A1	8.0	
18	Broad Street (east)	23	Break*	A1	4.0	
19	Broad Street (east)	25	Café Express	A3	6.0	
20	Broad Street (east)	25a	Europa	A1	5.0	
21	Fenland Walk (north)	2	Joanna's Café	A3	12.0	
22	Fenland Walk (north)	3-4	Cancer Research*	A1	12.0	
23	Fenland Walk (north)	5	Allsorts	A1	5.0	
24	Fenland Walk (north)	6	March Stationery & Print	A1	6.0	
25	Fenland Walk (north)	7	Reptile Pet shop	A1	5.0	
26	Broad Street (east)	27	Superdrug	A1	4.0	
27	Broad Street (east)	29-31	Tesco Express	A1	12.0	
28	Broad Street (east)	33-36	Greggs Bakers	A1	8.0	
29	Broad Street (east)	39	Harrison Murray	A2	7.0	
30	Broad Street (east)	41	Norwich & Peterborough Building Society	A2	12.0 8.0	Frontage also with Station Road (8.0m)
31	Station Road (south)	3	Spectacular Opticians	A1	7.0	
32	Station Road (south)	5	Beauty for All	A1	5.0	
33	Station Road (south)	7	Barn Restaurant	A3	4.0	
34	Station Road (south)	9	Fone Zone	A1	3.0	Vacant Unit
35	Station Road (south)	11	The Toy Box	A1	5.0	
36	Station Road (south)	13	The Coach Makers	A4	9.0	
37	Station Road (south)	15	Frozen Foods	A1	22.0	Vacant and derelict building
38	Station Road (north)	16	Boys	A1	55.0	
39	Station Road (north)	14	The Pet Shop	A1	8.0	

Survey Ref. No.	Property Location		Business Name	Use Class Category	Frontage (Metres)	Comments
	Street Name	Number				
40	Station Road (north)	13	The Family Fish Bar	A3	4.0	
41	Station Road (north)	12	Peking Chinese Takeaway	A5	4.0	
42	Station Road (north)	1-4	Offices	B1	17.0	
43	Station Road (north)	10a	March Kebab & Pizza	A5	4.0	
44	Station Road (north)	8b	Mirror Image	A1	5.0	
45	Station Road (north)	8a	Outer Rim	A1	5.0	
46	Station Road (north)	4	Istanbul Barbers	A1	4.0	
47	Station Road (north)	5	Lithuania Grocers	A1	5.0	
48	Station Road (north)	2	Coral Betting Office	A2	6.0	
49	Station Road (north)	12-19	Robert Hall Estate Agents	A2	4.0	
50	Station Road (north)	12-19	Muller Café	A3	8.0	
51	Station Road (north)	2	Wrights Hair & Beauty	A1	5.0 12.0	Frontage also with Robin Goodfellow's Lane (12.0m)
52	Robin Goodfellow's Lane	4	Ambers Aesthetics	A1	5.0	
53	Robin Goodfellow's Lane	6	Great Lengths	A1	5.0	
54	Robin Goodfellow's Lane	7	Flower Shop	A1	6.0	
55	Station Road (north)	1	Nates Barbers		4.0 5.0	Frontage also with Robin Goodfellow's Lane (5.0m)
56	Station Road (south)	34-36	Dack Pearson Solicitors	A2	15.0 5.0	Frontage also with Broad Street (5.0)
57	Station Road (south)	2	Shah Jahan Restaurant	A3	14.0	
58	Station Road (north)	9	Supreme Windows	A1	3.0	
59	Station Road (north)	7	Elegance	A1	6.0	
60	Station Road (north)	3-5	Celebrations	A1	10.0	
61	Station Road (south)	4	DK Therapy	A2	6.0	

Survey Ref. No.	Property Location		Business Name	Use Class Category	Frontage (Metres)	Comments
	Street Name	Number				
62	Station Road (south)	4a	WMS Music	A1	7.0	
63	Station Road (south)	4b	Café	A3	9.0	
64	Station Road (south)		Post Office	B1	17.0	No longer in use as a post office - processing operation
65	Broad Street (west)	34	Cooperative Travel	A1	6.0	
66	Broad Street (west)	32	HR Mallet & Co	A1	7.0	
67	Broad Street (west)	30	Coley Opticians	A1	5.0	
68	Broad Street (west)	28	Johnson Cleaners	A1	4.0	
69	Broad Street (west)	26	USA Chicken	A5	6.0	
70	Broad Street (west)	24	Open Chest*	A1	10.0	
71	Broad Street (west)	22	Nationwide	A2	6.0	
72	Broad Street (west)	20	Thing me Bobs	A1	9.0	
73	Broad Street (west)	18	Natwest Bank	A2	14.0	
74	Broad Street (west)	16	Domino's Pizza	A5	7.0	
75	Broad Street (west)	14	Marshalls Sports	A1	5.0	
76	Broad Street (west)	12	Santander Bank	A2	5.0	
77	Broad Street (west)	10	FDC Offices	A2	10.0	
78	Broad Street (west)	2-8	Barkley's Bank	A2	19.0	
79	High Street (west)	1	Holiday with us	A1	16.0	
80	High Street (west)	3	Greeting Cards	A1	15.0	Frontage also with River Nene
81	High Street (west)	7	Costa	A5	9.0	
82	High Street (west)	5	Angel Family Store	A1	9.0	
83	High Street (west)	3	Teak Hair Salon	A1	4.0	
84	High Street (west)	1	Coral Betting office	A2	5.0	
85	High Street (west)		Red Lion Pub	A4	7.0	

Survey Ref. No.	Property Location		Business Name	Use Class Category	Frontage (Metres)	Comments
	Street Name	Number				
86	High Street (west)	17	Flowers 4 Events	A1	4.0	
87	High Street (west)	19	Key Cutting	A1	4.0	
88	High Street (west)	21	Haart Estate Agents	A2	4.0	
89	High Street (west)	23	V&V Hair Salon	A1	3.0	
90	High Street (west)	25	Chips Hair Salon	A1	4.0	
91	High Street (west)	27-29	March Quality Butcher	A1	12.0	
92	High Street (west)	31	Optima Estate Agents	A2	9.0	
93	High Street (west)	33	Sue Rider*	A1	9.0	
94	High Street (west)	35	Robert Goddard	A1	5.0	
95	High Street (west)	37	RSPCA*	A1	5.0	
96	High Street (west)	39	Smart & Whacky	A1	4.0	
97	High Street (west)	41	Identity	A1	6.0	
98	High Street (west)	43	Tanz n That	A1	5.0	
99	High Street (west)	45	Jenny's Lunch Box Café	A3	4.0	
100	High Street (west)	45	RSPCA*	A1	19.0	Two frontages
101	High Street (west)	2	Solace	A1	8.0	
102	High Street (west)	47-49	March Podiatry	A2	11.0	
103	High Street (west)	51	Iceland	A1	18.0	

Table 2 - Profiling of units within the primary shopping frontages by Use Class based on Table 1 data

Use Classes Order Category	Number of Units	% of Total Units	Total Frontage by Use Order Category (Metres)	% of Total Units in Metres
A1	66	64	525	61.0
A2	16	16	167	19.4
A3	10	10	71	8.3
A4	3	3	25	3.0
A5	5	5	30	3.4
B1	2	1.5	34	3.9
C3	1	0.5	8	1.0
TOTAL	103	100	860	100

Table 3 - Existing designated primary shopping frontages to be removed

Survey Ref. No.	Property Location		Business Name	Use Class Category	Frontage (Metres)	Comments
	Street Name	Number				
9	Nene Parade (north)	6	N/A	C3	8.0	This is now a residential dwelling and forms no part of the primary shopping frontage.
37	Station Road (south)	15	Former Frozen Foods Shop	A1	22.0	This building is both vacant and derelict and unlikely to be brought back into use. The site forms one of two proposed town centre regeneration locations.
64	Station Road (south)		Former Post Office	B1	17.0	This building is no longer used as a post office. Its main function now is as a Royal mail sorting office.
TOTAL LOSS OF PRIMARY SHPPING FRONTAGE					47.0	

Table 4 - Proposed primary shopping frontages to be added

Survey Ref. No.	Property Location		Business Name	Use Class Category	Frontage (Metres)	Comments
	Street Name	Number				
A	Darthill Road (west)	11	Facet	A1	20.0 15.0	Also has a frontage with Station Road (15.0m)
B	Darthill Road (east)		Estate/Letting Agents	A2	13.0	
C	Darthill Road (east)		Vacant Shop	A1	5.0	
D	Robingoodfellow's Lane (east)		Curley Sue's	A1	14.0	
E	High Street (east)	2	Lloyds Bank	A2	11.0	Also has a 15.0m frontage with Elwyn Road. However, this is not included, as the frontage is not designed for shopping.
F	High Street (east)	6	Pawnbrokers	A1	8.0	
TOTAL GAIN OF PRIMARY SHOPPING FRONTAGE					86.0	

Table 5 - Adjusted profiling of units within the primary shopping frontages

Use Classes Order Category	Number of Units	Net Gain/Loss Of Units	Net Increase/Decrease in % of Total Units	Total Frontage by Use Order Category (Metres)	Net Gain/Loss of Frontage (Metres)	Net Increase/Decrease in % of Total Units in Metres
A1	69	+3	+1	565	+40	+1.8
A2	18	+2	+0.9	191	+24	+1.8
A3	10	0	0	71	71	0
A4	3	0	0	25	25	0
A5	5	0	0	30	30	0
B1	1	-1	-0.6	17	-17	-2.1
C3	0	-1	-0.5	0	-8	-1.0
TOTAL	106	+3		899	+39	