

**202 HIGH STREET  
GUILDFORD GU1 3HZ**

**jackson  
criss**



**HIGH STREET RESIDENTIAL  
DEVELOPMENT  
OPPORTUNITY FOR SALE  
WITH VACANT POSSESSION**

## INVESTMENT SUMMARY

- The highly affluent south east town of Guildford is one of the UK's premier retail destinations outside of Central London.
- Guildford is a strong market town and attracts some of the highest consumer spending in the South East.
- The subject property is located in a prominent trading position on Guildford High Street, a short distance from the junction of the pedestrianised section with North Street.
- Freehold.
- Development potential of the upper floors to provide 3 residential flats
- Our clients are seeking offers in excess of £700,000 (Seven hundred Thousand Pounds), subject to contract and exclusive of VAT.





## LOCATION

Guildford is the principal administrative and commercial centre for Surrey and is in one of the premier retailing locations in the South East of England. The town is located approximately 27 miles South West of London, adjacent to the Surrey Hills area of outstanding natural beauty.

The town has excellent communications with dual carriage way access via the A3 to the M25 (8 miles to north) and the south coast (32 miles to the south). There are 2 railway stations offering direct and frequent rail services to London Waterloo (37 minutes), London Victoria (47 minutes), Portsmouth, Reading and Gatwick. Heathrow and Gatwick airport are within a 25 minute drive time and offer both domestic and international flights.

## DEMOGRAPHIC PROFILE

Guildford boasts 250,000 persons within its primary retail catchment area and has an estimated shopping population of 212,000 persons. The catchment population is one of the most affluent in the UK, ranking 1st on the PMA Affluence Indicator. 70% of the population are categorised within the most affluent ABC 1 social groups and average house prices are twice the national average. In addition, unemployment in Guildford is just 2.4% compared to a national average of 4.2%.

The town has benefitted from 4.8 million tourist visits per annum generating £307.5m of additional spend. Furthermore, there is a significant student population with the University of Surrey accommodating over 17,000 students. Guildford is also a popular commuter town with over 7.494 million people using the principal station in Surrey.





## RETAILING IN GUILDFORD

Guildford is a strong market town and historically attracts some of the highest consumer spending in the South East.

The prime retail offer within Guildford is situated on the pedestrianised section of the High Street, extending into North Street and The Friary Centre Guildford. Key multiple retailers on the High Street include M&S, Boots, Next and Sainsbury's as well as aspirational retailers such as a Hugo Boss, Joules, Ted Baker, White Stuff and Cos.

The Friary Centre Guildford is the principal shopping centre within the town and is anchored by Primark, Zara, River Island, Superdry and Urban Outfitters. The recent development of the Tunsgate Quarter has resulted in a number of retailers re-siting or locating to the town. The schemes tenants include The Ivy, Oka, Cosy Club, Nespresso, Bobby Brown and White Company.

The more secondary retail/leisure offer is concentrated on North Street which connects to the High Street via multiple linking streets. The secondary retail offer further extends into the non-pedestrianised section of the High Street.

Retailers represented on North Street include M&S, House of Fraser, Entertainer, Harris & Hoole, HSBC and Barclays.

The key scheme in the development pipeline for Guildford, has been the proposed North Street redevelopment. We understand that M&G Real Estate and Guildford Borough Council intend to work together to implement a cohesive redevelopment for this part of the town centre.

Furthermore, Redevco have recently purchased White Lion Walk from Aviva and are looking at redevelopment proposals for the scheme.

## SITUATION

The subject property occupies a prominent trading location on Guildford High Street, a short distance from the junction of the pedestrianised section with North Street.

Nearby occupiers include **Whitewall Art Gallery, Starbucks, A Plan Insurance, Rohan and Crew Clothing.**

## DESCRIPTION

The property is of brick construction and is arranged over 5 floors from basement to a third floor. There is also a small yard area to the rear which can be accessed from the ground floor and also via the fire escape coming from the first floor.

The property is Grade II listed and located within a conservation area.

## ACCOMMODATION

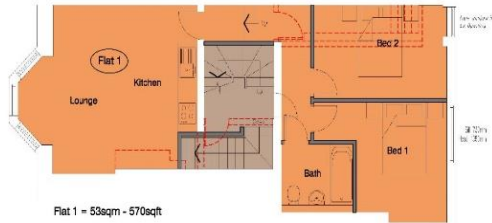
FLOOR	SQ FT	SQ M
Ground Floor Sales	930	86.4
Ground Floor ITZA	539	
First Floor Ancillary	483	44.87
Second Floor Ancillary	539	50.07
Third Floor Ancillary	126	11.71
Basement Ancillary	470	43.66
Total Area	2,548	236.71

## TENURE

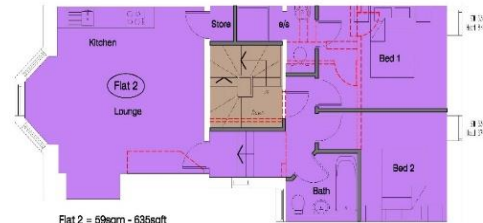
Freehold.



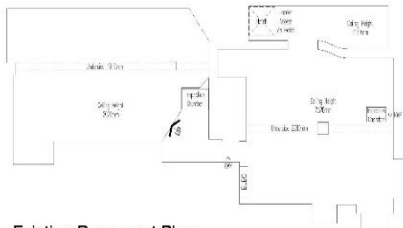
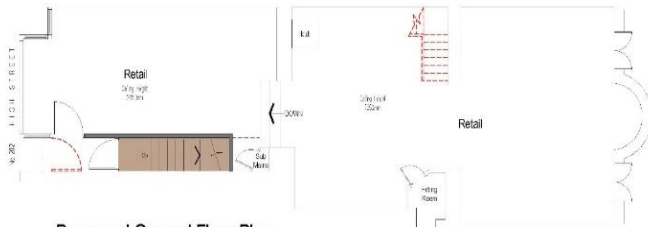
# RESIDENTIAL CONVERSION PLANS



Proposed First Floor Plan



Proposed Second Floor Plan



NB Drawing based on 3rd Party Information  
Building has not been surveyed

NB Drawing is illustrative only and subject to  
Town Planning Approval and Listed Building Consent



100% scale  
Gould Singleton Architects  
202 High Street, Guildford, Surrey GU1 3HZ  
1.50@A1  
Aug 2020  
Possibility Floor Plans

# DEVELOPMENT POTENTIAL

There is development potential of the upper floors to create 3 residential flats and retain a ground floor retail unit. The flats would be accessed via a High Street entrance.

Interested parties are advised to make their own enquiries with the Local Planning Authority.



## EPC

The property has an EPC rating of E. A copy of the EPC certificate and report is available from this office.

## VAT

We understand that the property is elected for VAT and therefore VAT will be payable on the purchase price. It is envisaged that the sale will be dealt with as a Transfer Of a Going Concern (TOGC).

## PROPOSAL

We are instructed to seek offers for the freehold interest in excess of **£700,000 (Seven Hundred Thousand Pounds)**, subject to contract and exclusive of VAT.

The sale price reflects a low capital value of **£275 per sq ft**.



**FOR FURTHER INFORMATION:**

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Surveyor

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