

**smithprice** RRG  
RETAIL & LEISURE



**REISS**



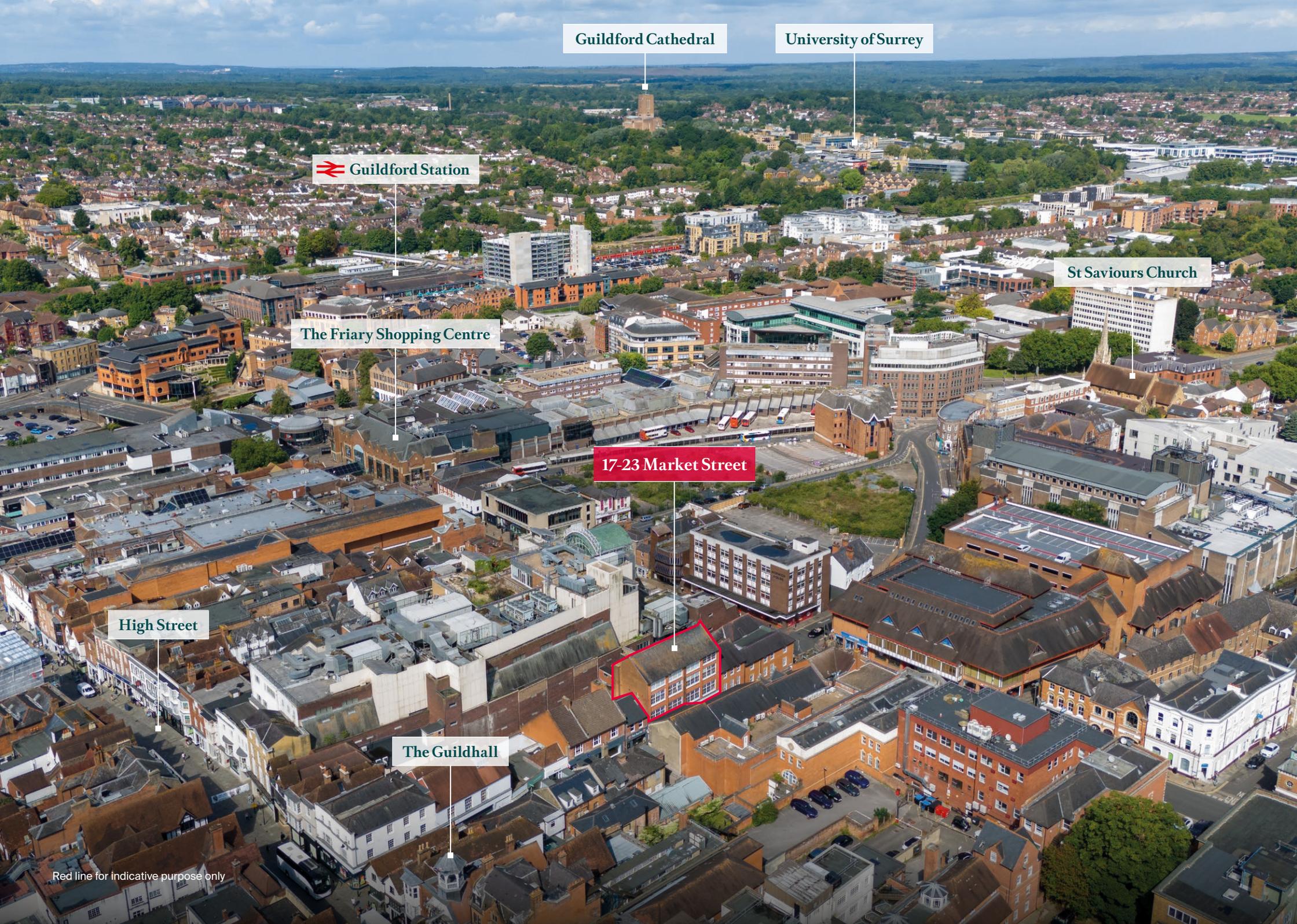
**REISS**

WE HAVE RELOCATED. OUR NEW STORE IS  
OPEN FROM SATURDAY THE 8TH OF JUNE AT  
80-82 HIGH STREET, GUILDFORD.



**17-23 Market Street, Guildford GU1**

An excellent mixed-use investment and development opportunity,  
located in the heart of Guildford.



Guildford Cathedral

University of Surrey

 Guildford Station

The Friary Shopping Centre

St Saviours Church

17-23 Market Street

High Street

The Guildhall

Red line for indicative purpose only

# The opportunity.

## 17-23 Market Street, Guildford, GU1 4LB

**An attractive mid terrace Victorian building located just off the main high street in Guildford, arranged as a triple fronted ground floor shop and basement with three floors above that benefit from planning permission for a 9 x 1 bedroom apartment scheme**

- The existing accommodation comprises a GIA of 9,321 sq ft and a NIA of 6,784 sq ft
- Planning permission (21/P/01924) has been approved for the conversion of 9 x one bedroom apartments on the upper floors
- Situated close by to a range of amenities and excellent transport links to central London and the southeast of England
- Guildford is rapidly transforming into a key economic centre in Surrey, driven by significant investment in infrastructure, commercial development, and education. New residential projects and public realm improvements further enhance its growth and appeal
- Guildford boasts an affluent catchment and has an established provision of upper quality fashion retailers and an impressive café and restaurant offering
- Unconditional offers sought



## Local market demographics



Properties in **Guildford** had an overall average price of

# £602,726

over the last year



The largest demographic group within **10km** of the property with an average income of

# £114,122

is **Prestige Positions**, described as 'Established families in large detached homes living upmarket lifestyles' they account for **13%** of local households



Detached properties sold for an average of

# £1,012,976



House prices in the South East increased by **0.7%** in the past **12 months**

Source: Mosaic, Land Registry price paid data, 10km radius

## Investment drivers



**Gaining regional competitiveness**



**High calibre businesses**



**Extensive natural capital**



**Attracting significant inward investment**

## Retail Offering

- The estimated consumer retail base of Guildford is around 430,000
- Ranks 54 in terms of the volume of total retail spend available within the Primary Retail Market Area
- The Guildford Primary Retail Market Area is one of the most affluent catchments, ranking 1 of the PROMIS centres on the PMA Affluence indicator
- Guildford has exceptional provision of upper middle/quality fashion retailers such as Hobbs, Mint Velvet, Whistles and The White Company and the recent arrivals of Anthropology and Massimo Duty have furthered the towns already impressive offer
- Ranking 15th in terms of café/restaurant provision, with a wide variety of cafés and restaurants from national chains to independents



# Travel

**Road** – The Property is well connected to surrounding areas, conveniently situated in the heart of Guildford's town centre. Guildford itself benefits from a network of major roads, with the A3 bypassing the town to the west, that provides a direct route from Guildford to London in the north and Portsmouth on the Southcoast. The M25 is accessible via the A3, offering access to London Orbital Motorway, connecting to various parts of Greater London and beyond. The A31 runs westward towards Farnham, Alton and Winchester and the A25 runs east-west and

connects Guildford to Dorking and Reigate to the east and to Godalming and other towns to the west. Guildford's network of major roads ensures good connectivity for residents, businesses and visitors making it a strategic hub in the region.

**Trains** – Guildford Railway Station is a major transport hub in Surrey, operated by South Western Railway. The station provides direct frequent trains to London Waterloo, Portsmouth, Reading, Gatwick Airport, Woking, Farnham and Ascot all within 35-40 minutes.

**Air** – The location of the property offers convenient access to various airports. The UK's busiest airport, London Heathrow airport is situated 24 miles north of the property and London Gatwick airport is located 33 miles to the southeast. The closed proximity to the UK's two busiest airports make the property well located for internal travel.

## Road:



## Train:



## Airports:



# Description

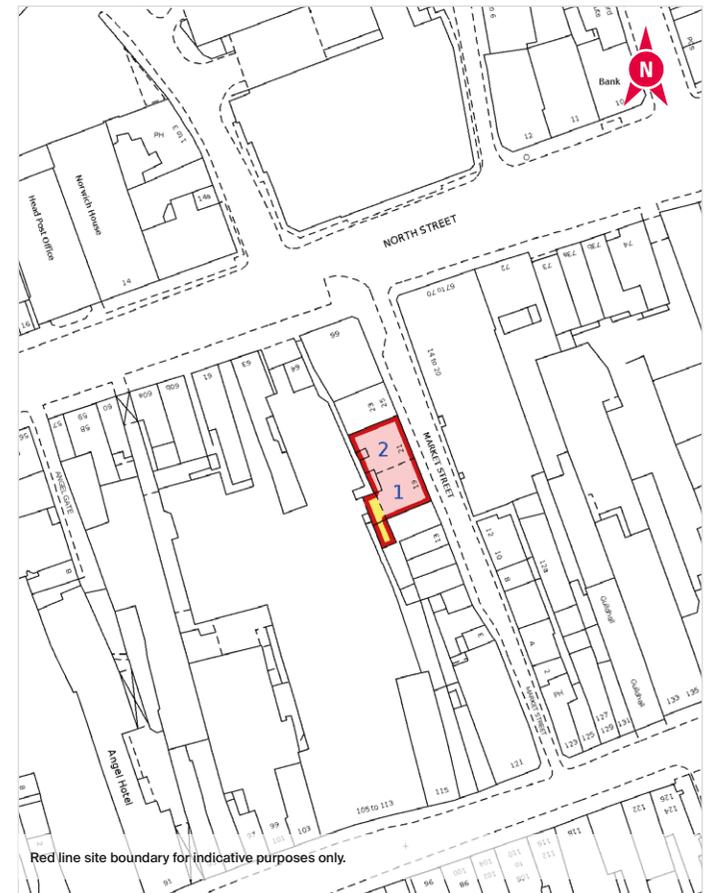
The Property is situated in the town centre of Guildford, situated on Market Street, just off the main high street of Guildford. It has a GIA of 9,321 sq ft and a NIA of 6,784 sq ft. Further afield the property is surrounded by the Royal Grammar School, Waitrose, tennis courts and a range of amenities, with Stoke park being located towards the south of the property.

# Investment into Guildford

Investment in Guildford has been robust, driven by its strategic location, thriving economy, and high quality of life. The town has attracted significant funding into infrastructure, commercial development, and education.

A key project includes the proposed North Street development, a joint venture between M&G Real Estate and Berkeley Group together with Guildford Borough Council, located adjacent to the Friary Shopping Centre. The scheme is set to start this year which proposes to develop 471 new homes as well as new commercial space and improved public realm.

The University of Surrey has also seen substantial investment, fostering innovation and research, particularly in science and technology sectors. Improvements to transport infrastructure, such as the Guildford Gyratory and enhancements to Guildford Train Station, have improved connectivity, making the town more accessible and attractive for businesses. This influx of investment is transforming Guildford into a dynamic hub for business, education, and culture, strengthening its position as a key economic centre in Surrey.

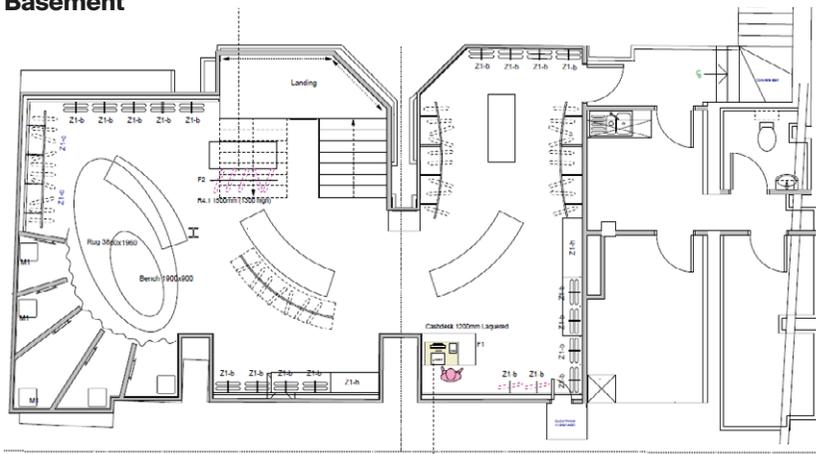


# Planning history

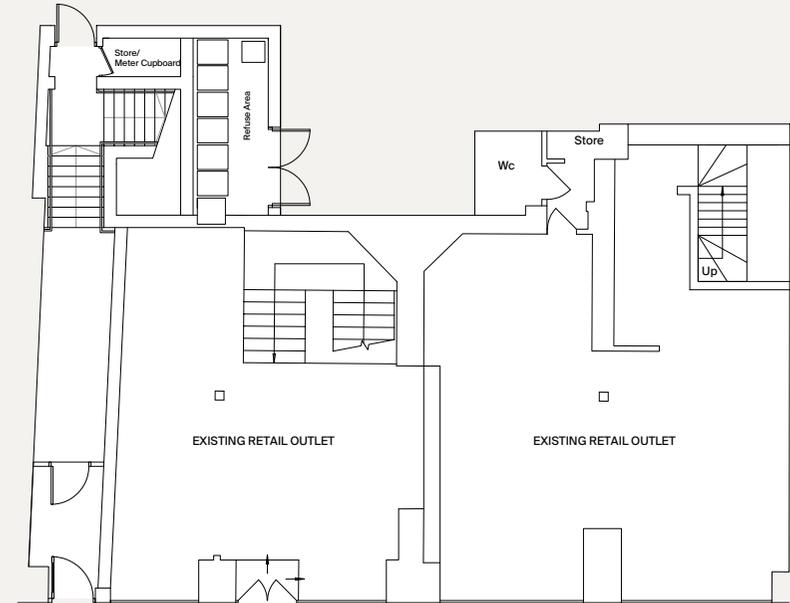
There is planning consent for the conversion of the upper floors to 9 self-contained flats, replacement double glazed timber framed windows to match style of existing, construction of a three-storey rear extension, 1 new roof light, new stairs and storage roof **(21/P/01924)**.



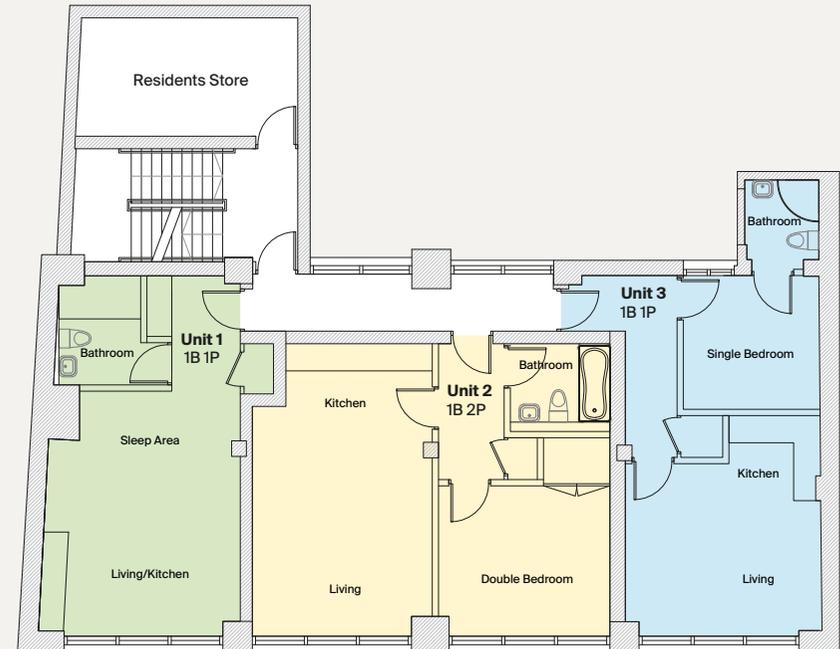
## Basement



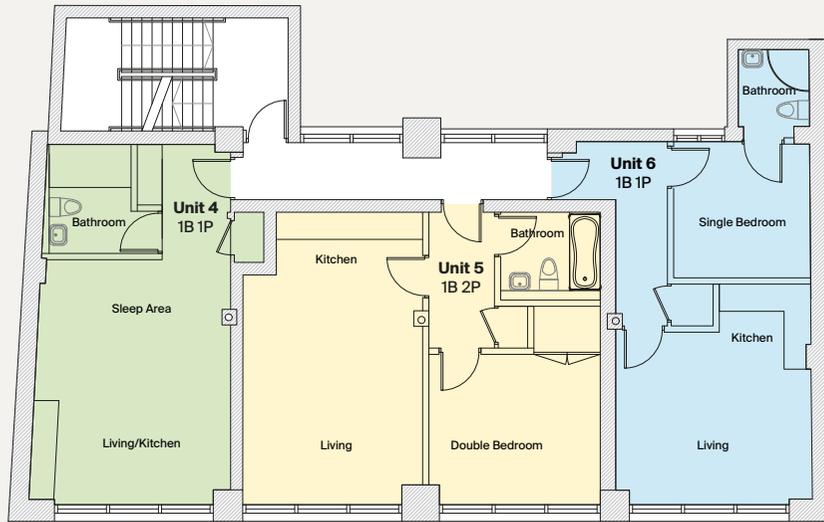
## Ground floor



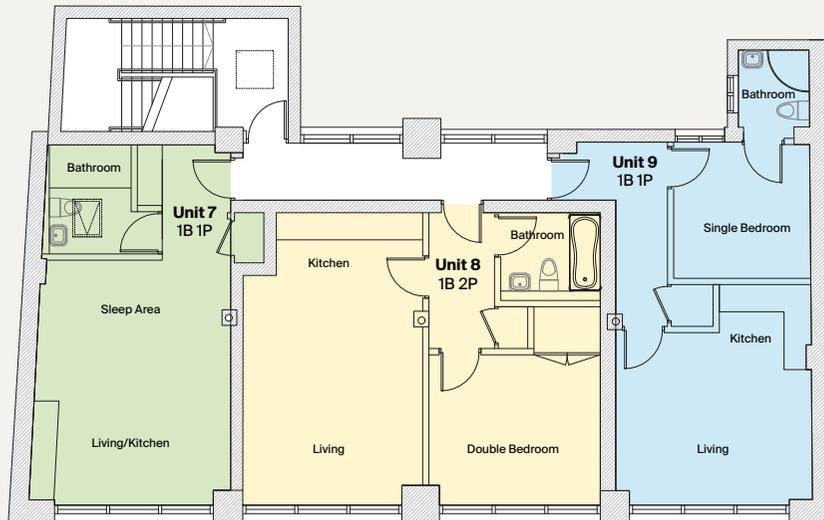
## First floor



## Second floor



## Third floor



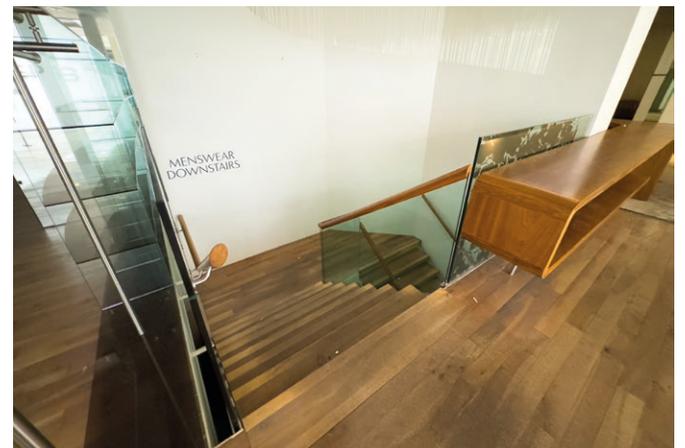
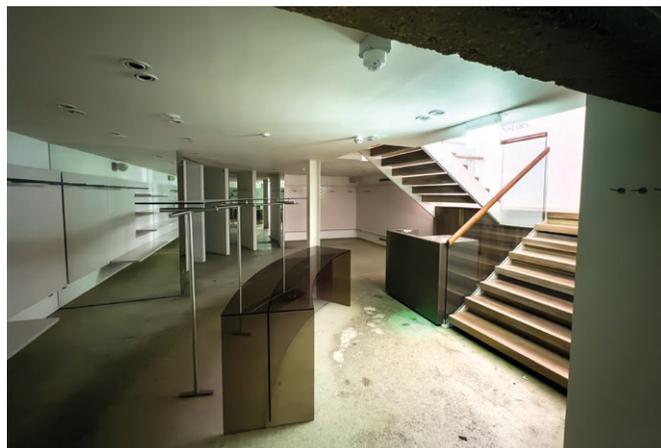
# Accommodation schedule

## Proposed scheme (NIA)

Plot	Floor	Type	Beds	sq ft
	Basement			861
	Ground Floor	Commercial		1,321
1	First	1B1P	1	420
2	First	1B2P	1	630
3	First	1B1P	1	484
4	Second	1B1P	1	420
5	Second	1B2P	1	630
6	Second	1B1P	1	484
7	Third	1B1P	1	420
8	Third	1B2P	1	630
9	Third	1B1P	1	484
<b>Total</b>			<b>9</b>	<b>6,784</b>

## Existing scheme (GIA)

Floor	Use	sq m	sq ft
Third	Storage	173.4	1,866
Second	Storage	173.4	1,866
First	Storage	190.2	2,047
Ground	Retail	194.4	2,093
Basement	Retail	134.6	1,449
<b>Total</b>		<b>866.0</b>	<b>9,321</b>



# Tenure

The property will be sold freehold.

# Method of disposal

For sale by informal tender on an unconditional basis.

# Bid date

Potential purchasers will be notified of the closing date for offers.

# Inspection

The property may only be inspected strictly by prior appointment through Knight Frank LLP and Smith Price RRG. A number of open days will be held to facilitate viewings. The dates of these will be communicated to potential purchasers on request. Prospective purchasers should be aware that inspections are made entirely at their own risk and no liability is accepted by the vendor or their agent.

# EPC

To be confirmed

# VAT

Please note the site is elected for VAT.

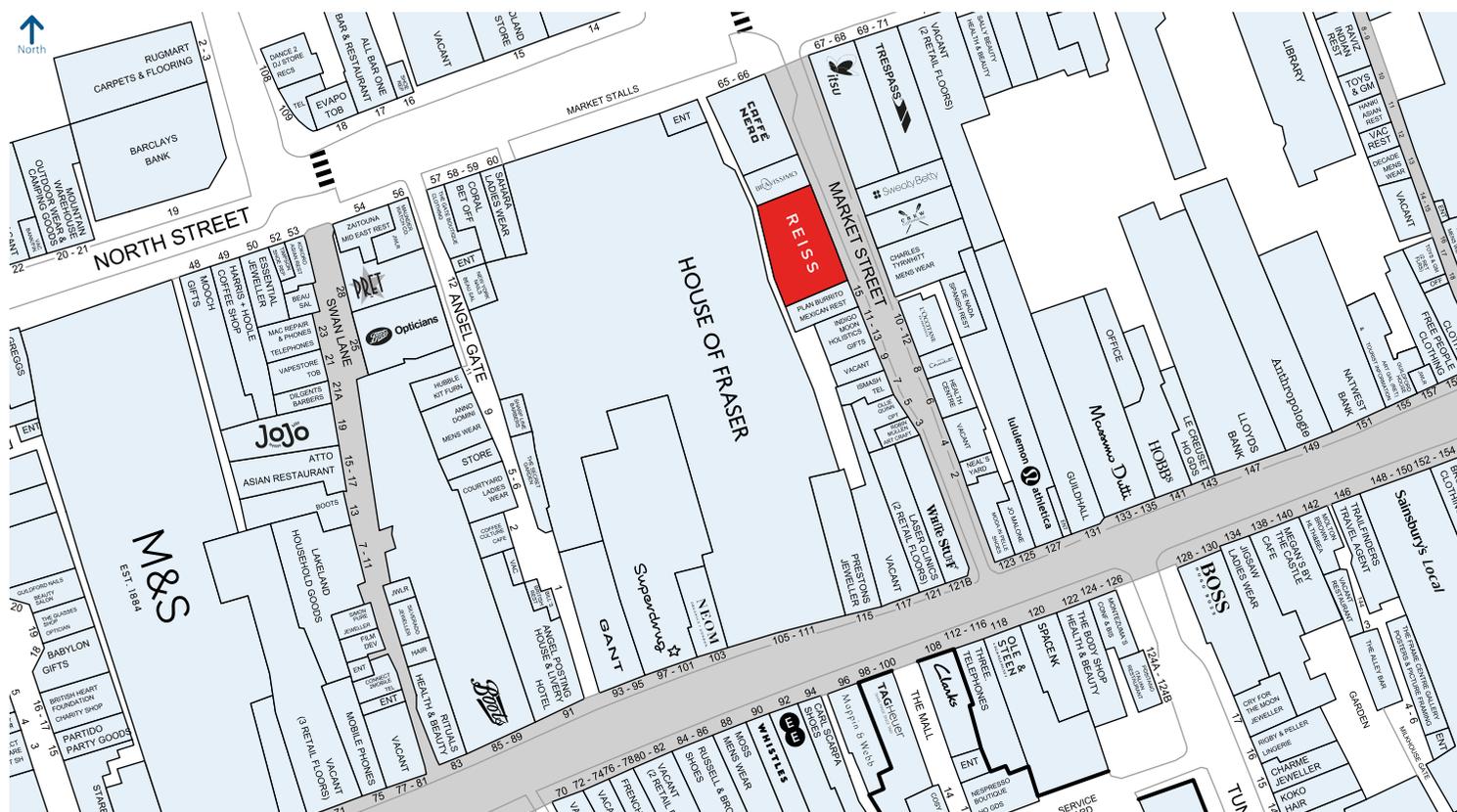
# Dataroom

Further information can be found on the dedicated information site:

<https://knightfrank.sharepoint.com/sites/17-23MarketStreetGuildford>

# Purchaser notice

The vendor, in its absolute discretion, does not undertake to accept the highest or any offer received. Offers must state a specific sum of money to be paid and shall not be for a sum calculable only by reference to another bid for the property.



# Contact us.

**smithprice** RRG  
RETAIL & LEISURE



James Ackerley  
Partner, Head of Town Department  
+44 7920 102 602  
[james.ackerley@knightfrank.com](mailto:james.ackerley@knightfrank.com)

John Mortimer  
Partner  
+44 7774 118 630  
[johnmortimer@sprrg.co.uk](mailto:johnmortimer@sprrg.co.uk)

Morten Boardman  
Partner, Guildford Residential  
+44 7971 067 986  
[morten.boardman@knightfrank.com](mailto:morten.boardman@knightfrank.com)

Simon Gregory  
Partner  
+44 7860 275 678  
[sgregory@sprrg.co.uk](mailto:sgregory@sprrg.co.uk)

Poppy Gaisford St Lawrence  
Graduate Surveyor, Residential  
Development Land  
+44 7976 668 378  
[poppy.gaisford@knightfrank.com](mailto:poppy.gaisford@knightfrank.com)

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Particulars dated September 2024.

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