

# Retail

...complete measurement solutions for *total* peace of mind...



**Plowman Craven**

# Retail

**Asked to cite the key to business success, Conrad Hilton once famously replied: "Location, location, location".**

**It is a lesson that has been well learned, especially in the highly competitive retail sector. However, space is very expensive these days – particularly for those highly sought after prime sites – so, having found the right location it is essential to make every square inch work for its keep.**

That's where Plowman Craven, Europe's leading geomatics company, comes into the picture. Working to the highest standards, space measurement is their business, the provision of effective and efficient space management solutions is their aim.

Alongside time-tested conventional surveying techniques, honed over 40 years of serving the retail sector, the company makes available **state-of-the-art technology**, including sophisticated 3D digital laser scanning.

Innovative shopping malls, retail parks, major stores and many of the biggest names in high street retailing have been measured up by Plowman Craven.

Well versed in handling large portfolios and working on buildings of all shapes and sizes often from the very earliest stages of planning, Plowman Craven supplies its services to developers, architects, landlords and the legal profession, precisely measuring gross and net internal areas and external areas and calculation of Zone A, producing full floor plans, including elevations and sections for valuation, refurbishment and re-design and for Land Registry documents.

Design-stage CAD analysis, 3D modelling and traditional surveys produced by Plowman Craven's experts help turn the visions of architects, design teams and their clients into reality, while as-built drawings for facilities and asset management and general arrangement plans to aid centre

management play a key role in creating successful projects.

The measuring of units before tenant occupation, where required, eradicates the later complication of having to measure around clients who have already fitted out and possibly commenced trading.

Measurement information provided at pre-occupation stage gives added value to centre manager and tenant alike by providing a general arrangement lay-out for drawing up a lease plan, designing fit-out or ongoing asset management.

It is vital that any downtime in trading is kept to a minimum – margins can be seriously affected by even a short delay in receiving revenue.

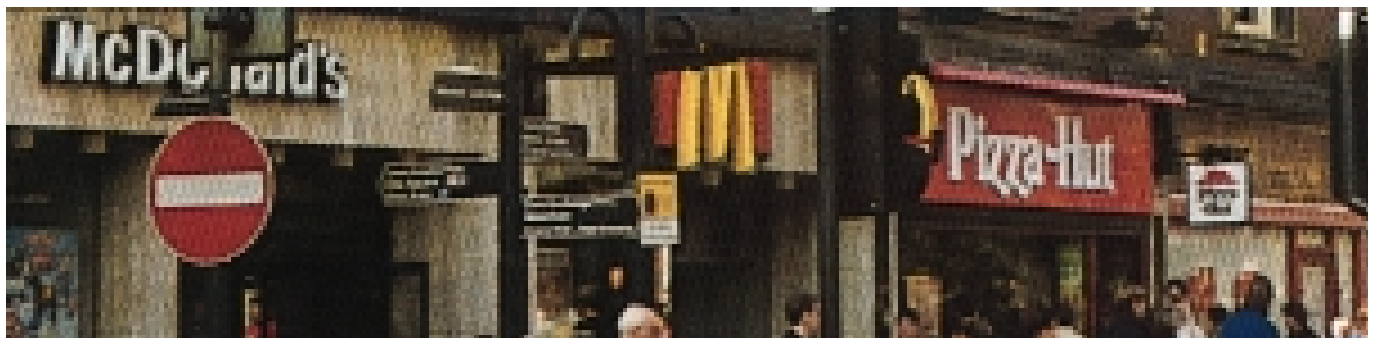
Vandalism and the terrorist threat now make security a major concern. The positioning of CCTV cameras and other deterrents and the planning of safe escape routes all call for accurate surveying.



**'Duty of care'** obligations for property agents mean that **accurate measurement** of often complex and unconventional shapes is **essential**. Unusual buildings such as those at Birmingham's massive Bullring development and sites with sloping walls and elliptical shape are no problem when utilising the skills of our measurement surveyors. Ultimate accuracy is also demanded in the settlement of boundary disputes.

High-spec GPS and hand-held laser digital measuring equipment enable Plowman Craven surveyors to walk off-site with a virtually completed highly accurate drawing in their laptop.

Plowman Craven, with its highly skilled staff of nearly 150, is heavily involved in shop roll-out programmes by a number of major chains, meeting the deadlines laid down over a number of stages – providing building plans for the design team and their shopfitters and furnishing



post fit-out drawings for accurate asset management.

Comments Peter Folwell, head of Plowman Craven's Property Services team: "Always important, accurate measurement to consistent specifications has become essential now that the **Land Registry** is insisting on standardisation so that plans lodged with them will in future relate properly to those of adjoining properties, to the area and the correct orientations. Plans will have to be to a uniform metric scale."

"The **Land Registration Act 2002** has had an important impact on shopping centre requirements. In the past, only leases with more than 21 years to run had to be registered but now any new lease or the transfer of a lease with more than seven years to run must be registered. A requirement of this legislation is the provision of accurate lease plans to a certain specification."

Peter emphasises the equal

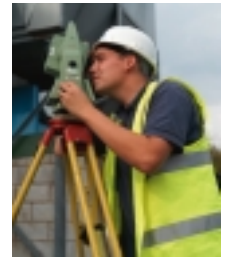
importance of highly accurate measured plans to help assess the correct value of rental space: "For instance, high-profile display space is of much higher value than is staff facility and storage space.

"Reliable measurement following the RICS code of measuring practice is all part of due diligence. Since we are totally independent, our plans fully meet duty of care requirements, which are transferable and can be used for the satisfactory settlement of any disputes or, better still, for preventing them from arising in the first place."

"Our data is digitised and held throughout the life of the building so, as tenants come and go, there is no need for continual re-measuring. Having accurate plans of a retail premises readily to hand provides other **costs savings** and can **provide solutions** to CDM regulation requirements and the design and refurbishment of mall, walkway and matt areas, shop fronts and signage."

**"Our commitment is to provide our clients with complete measurement solutions for total peace of mind.** The company is a member of the British Council of Shopping Centres and we attend such key events as MAPIC and the BCSC retail showcase."





Area Referencing  
Legal Services  
Asset Management  
Facilities Management  
Engineering Surveys  
Topographical Surveys  
View Verification  
GPS Consultancy  
Measured Building Surveys  
Forensic Geomatics  
Heritage Recording  
Rights of Light Surveys  
Laser Scanning  
Photogrammetric Measurement  
3D Modelling  
Photography



141 Lower Luton Road, Harpenden  
Hertfordshire AL5 5EQ England

**Telephone (01582) 765566**

Fax (01582) 765370

email [post@plowmancraven.co.uk](mailto:post@plowmancraven.co.uk)

**[www.plowmancraven.co.uk](http://www.plowmancraven.co.uk)**

**London Office**

Telephone 020 7490 7700 Fax 020 7490 7701



**Plowman Craven**