

4.0 SCHEME DEVELOPMENT AND ALTERNATIVES CONSIDERED

4.1 INTRODUCTION

- 4.1.1 Under the EIA Regulations (2017) there is a requirement to outline the reasonable alternatives relevant to the Proposed Development and its specific characteristics which were examined by the developer, the design and technical teams to provide an indication of the primary reasons for selecting the chosen option.
- 4.1.2 This Chapter of the ES outlines the feasibility of the Site for development and its planning context and describes the alternatives considered and provides an overview of how the scheme has evolved, and the factors which have influenced the proposals described in Chapter 3.
- 4.1.3 A number of alternative scenarios were investigated as part of the design process at the initial stage and consulted upon with technical consultants. These are discussed further under Section 4.3 below. The Site then progressed to a more detailed feasibility study that included a Site visit, technical assessments and planning policy review, outlined within the relevant technical and planning documents as well as within this ES

4.2 SITE FEASIBILITY AND PLANNING HISTORY

- 4.2.1 The site has been both the subject of a previous planning application for residential development, as well as a proposed housing allocation in Havant Borough Local Plan.
- 4.2.2 The site is under the jurisdiction of Havant Borough Council and the relevant Development Plan at the time of submission of the planning application in this case consists of the Havant Borough Local Plan (Core Strategy) (2011), the Havant Borough Local Plan (Allocations) (2014) and the Hampshire Minerals and Waste Plan (2013).
- 4.2.3 The Council had also submitted their new Local Plan for Examination in February 2021, however at a Full Council meeting on the 22nd March 2022, the Local Plan was formally withdrawn under Section 22 of the Planning and Compulsory Purchase Act 2004.
- 4.2.4 The withdrawn Local Plan allocated the application site (Policy H40) for “*mixed-use development of about 650 dwellings, open space and community centre with sporting facilities*”. The policy allocation included a number of criteria that any subsequent application had to take into account.
- 4.2.5 A hybrid application was submitted by Persimmon Homes (Council reference APP/19/01101), seeking full planning for the erection of 130 dwellings with the creation of new access onto College Road; and outline planning application for up to 650 dwellings. To date the application remains undetermined.
- 4.2.6 Figure 4.1 shows the submitted Persimmon Homes application, for 650 homes, which has received a series of design comments both in terms of its extent of development and how it integrates with the onsite and wider area heritage assets.

Figure 4.1 The submitted Persimmon Homes application development masterplan



4.3 APPROACH TO CONSULTATION

- 4.3.1 Persimmon Homes and their consultants have undertaken extensive discussions with statutory and non-statutory consultees, the local community and landowners, with the accumulated findings all having an influence over the evolution of the design and the scope of the EIA. Consultation began at the earliest stage of the development to establish feasibility and has progressed through to the submission of the planning application. A full and comprehensive pre-application exercise with HBC has commenced as part of the previous planning application carried out for this site. The details of these are included below in a chronological order.

2017 / 2018 consultation

- 4.3.2 The response provided from HBC included comments from numerous statutory and non-statutory consultees. These included
- Natural England;
 - Hampshire County Council (HCC) Ecology;
 - Hampshire and Isle of Wight Wildlife Trust;
 - Portsmouth Water;
 - Southern Water;

- HBC Engineering Services;
 - HBC Environmental Health;
 - Historic England;
 - HCC Archaeologist;
 - HCC Minerals and Waste;
 - Sports England;
 - Forestry Commission, South East and London Area; and,
 - Forestry Commission.
- 4.3.3 A number of meetings have been held with Planning Officers from HBC and HCC. The proposals have been discussed in detail and revisions made to the scheme where appropriate, along with the supplementary details that have also been discussed and agreed prior to this submission. A developer consultation forum gave the client an opportunity to present the scheme proposals to the Council, other interested parties and some members of the public. This event was held on the 28th of February 2018.
- 4.3.4 The Proposed Development was also subject to public consultation held at the Phoenix Centre on the 22nd of May 2018.
- 4.3.5 Approximately 10,000 leaflets were distributed to dwellings and local business surrounding the Site. Attendees had the opportunity to comment on the application to Persimmon at the event or send any representations to Persimmon Homes.
- 4.3.6 The event was well attended. The main queries raised by the attendees comprised:
- Traffic generation during the operational phase of the development;
 - Traffic concerns in the local area and its surroundings;
 - Potential pressure on the educational facilities in the local area; and,
 - Potential pressure on the existing GP surgeries.
- 2022 / 2023 Consultation**
- 4.3.7 Prior to design being finalised and submitted, a series of pre-application engagement activities were undertaken with site neighbours and other relevant stakeholders, in line with the HBC Statement of Community Involvement (2022).
- 4.3.8 A two week period was provided for local stakeholders to input their feedback remained open between 11th and 25th of July 2022. During this period the following actions were implemented:
- Distribution of leaflets to 466 neighbouring addresses around the site to promote consultation.
 - A bespoke project consultation was hosted on the website at www.campdownconsultation.co.uk, detailing the proposals using text, images and video, and displaying various contact methods, including a freephone telephone number, direct email address and a digital feedback form.
- A virtual webinar was hosted, where the project team presented the proposals to the public and answered any questions. A recording of the webinar was uploaded and posted on the consultation website for viewing after the event.
 - Direct feedback channels were opened, including a dedicated email inbox contact@campdownconsultation.co.uk and a free call-back telephone number on 0808 1688 296.
 - Press release issued to Portsmouth News.
 - Option for residents to request hard copy consultation materials.
 - Wrote to local political representatives to invite them to a briefing and to promote the consultation through their own channels.
- 4.3.9 During consultation, 25 feedback forms were received, including online forms and direct feedback via email and phone calls. Webinar had 7 attendees and watched 86 times after the live event. In addition, the website received 622 visits during the consultation period.
- 4.3.10 Feedback helped to arise the following themes:
- Support for new homes in the Havant area.
 - Support for a new community centre.
 - Questions arise in regard to how the existing wildlife and landscape would be affected if the site was developed, but support for the mitigation and, where possible, retention, that is to be provided.
 - Questions arise in regards to how local infrastructure and services would be affected if the site was developed, but support for the upgrades that development would bring, particularly the safety improvements on the local highways network and contributions to schools, the NHS and affordable housing.
 - Finally, questions arise in regards to the size of the development but understanding that the current proposals are a reduction from the previous plans and are more according with the local plan.
- 4.3.11 A Statement of Community Involvement (SCI) has been submitted in support of the Planning Application for the Proposed Development, which includes full details of consultation undertaken and issues raised by respondents, those issues pertinent to the EIA process are set out in the sections below.
- Technical Consultation**
- 4.3.12 Technical consultation directly related to the production of this ES has included:
- Baseline data collection; and,
 - Details of consultation through EIA scoping.
- 4.3.13 Further details of technical consultations are provided in each technical chapter and within Table 2.1 in Chapter 2.

4.4 SCHEME DEVELOPMENT

4.4.1 In accordance with Schedule 4, Paragraph 2 of the EIA Regulations (HMSO, 2017) the ES is required to include an outline of the main alternatives considered in developing the proposal and the reasons for the choice to be taken forward. In this, consideration is given below to the potential firstly for an alternative site and secondly for alternative development proposals.

Alternative Sites

4.4.2 As identified above, the site has previously been allocated for a mixed-use residential development under Policy H40 ‘Campdown’ of the Pre-Submission Havant Borough Local Plan 2036. Policy H40 allocates the site for a mixed-use development of about 560 dwellings, a convenience store, open space and community centre with sporting facilities. For development consideration in support of the withdrawn Local Plan, Havant Borough produced a Strategic Housing Land Availability Assessment (SHLAA) in 2016 which was then further updated in January 2019 in order to include appropriate sites that were promoted to the authority during the Regulation 18 Local Plan consultation at the beginning 2018 as well as through the 2016 call for sites. As part of this assessment the Proposed Development is identified as a Developable Housing Site as Campdown (WV6) with the potential site yield from 21/03/18. The potential constraints, impacts and considerations outlined within the SHLAA are the following:

- Variations in site levels; Noise from A3(M);
- Potential for archaeological remains in northern part of the Site;
- Gas pipeline and associated buffer along western boundary of the Site;
- Most of the Site is identified as a Primary Support Area for Solent Waders and Brent Geese; and,
- Part of Site within MSA.

4.4.3 Following this process and in considering the soundness of the Havant Borough Local Plan following the completion of the Stage 1 of the Local Plan Examination, the Inspector assessed the deliverability of the proposed allocation at Campdown. Based on the evidence presented, the Inspector was not convinced that constraints relating to ecology (wintering bird mitigation) and heritage had been satisfactorily addressed to the extent that the allocation could be considered deliverable. The evidence provided reflected that submitted in support of a hybrid application on the site made by Persimmon Homes (Council reference APP/19/01101) for a total of 780 dwellings.

4.4.4 The formal consultation responses have raised several detailed issues and matters associated with the development of the Site which has enabled a deeper understanding of the constraints and opportunities set out within the former policy allocation criteria, and particularly in relation to wintering bird mitigation and heritage. This also enables a clearer understanding of the extent of the site that should be safeguarded to address these issues to allow for a development at the site previously selected for allocation.

4.4.5 Policy CS17 of the adopted Core Strategy establishes the principle of concentrating development within the five urban areas of the Borough, including Waterlooville and Havant, to which the site closely relates. Notwithstanding this, the adopted Local Plan (Allocations) allocates a number of sites within Waterlooville and Havant for residential development suggesting the Council acknowledge that the this is a suitable location for new residential development.

4.4.6 The application site is well located in relation to sustainable transport options, with the nearest bus stops to the site are located on College Road circa 450m north of the site or 500m to the north. The nearest railway station is Bedhampton which is located approximately 3.1km east of the site. The application site is also well-situated to link into existing pedestrian and cycling infrastructure and within walking and cycling distance to a number of local facilities. Albeit the proposed development not being currently allocated within the adopted Local Plan, having regard to the significance of the site’s strategic context and relevant national and local planning policies, it should be noted that the proposals comprise the development of residential development in accordance with the previous allocation principles considered on site. In addition, there is strong geographical context and a compelling sustainability argument for this location to accommodate the Proposed Development at the selected Site.

4.4.7 On the basis that the Site’s location and geographical extent was considered suitable for development of such nature by the Applicant, no further alternative sites were considered.

4.4.8 In accordance with the EIA Regulations, the assessment of alternative sites also requires the consideration of a ‘do nothing’ scenario. Whilst the ‘do nothing’ scenario would not result in potential effects identified within the ES, it will also fail to meet the identified needs of the local area in terms of provision of housing in sustainable locations and associated regional and local economic growth. Accordingly, it is considered that a robust procedure of considering alternative and reasonable sites has been undertaken.

Alternative Development Scenarios / Design Iterations

4.4.9 Whilst the Development Site is identified by the clients as being the preferred location to accommodate development of this nature, during preparation of the proposal, a series of development scenarios have evolved for the Site that seek to accommodate both the aspirations of the client, HBC, consultees and the general public. The initial concept was tested and reassessed in light of current National and Local Planning Policy, as well as the Persimmon Homes application comments and stakeholder feedback. Significant changes such as no development by the Roman Villa and view to the Bevis’s Grave Long Barrow and Early Medieval Cemetery.

Constraints and Opportunities

4.4.10 The overall layout of the Proposed Development has followed a process of design development which was predominantly engineering led by way of the set access point, topography and historical assets. An appraisal of the surrounding land uses, and site characteristics have identified a number of constraints and opportunities which have shaped the Proposed Development.

4.4.11 The physical site constraints and opportunities (as illustrated on Figure 4.3) along with the responses from the consultation undertaken have provided the framework within which the layout design has

evolved. The constraints and opportunities identified comprise the following and are further summarised below:

Constraints

- Defined access point
- Significant and protected trees on the boundaries and in some places in the site - this also includes hedgerows
- Scheduled Monument (SM)
- Topography
- Drainage, requirements of balancing pond
- Requirement of pedestrian connections
- Adjacent development (College allocation)
- Motorway noise
- Public rights of way
- Service easement

Opportunities

- Enhancement and provision of Public Open Space
- Provide connections through the site
- Contribution to the housing needs of the district though the provision of both open market and affordable housing.
- Enhanced landscaping at site boundaries
- Emerging plan compliance
- Emerging Local Plan Policy H40

Topography

- 4.4.12 Both from the on-site walk over and adjacent constraints and opportunities plan, the terrain in the north and western area is significant. Much of the technical focus has been here in terms of genuine design and integration of development with the wider landscape context.

Heritage

- 4.4.13 There is an existing underground Roman Villa to the north. This historical feature will remain in situ and undisturbed by the proposals set out in this document. References for the historical asset will be woven into the architectural and landscape design.
- 4.4.14 Visual viewpoints to Bevis's Grave Long Barrow and Early Medieval Cemetery, south of the site have been provided in line with the pre-application consultation comments. The Roman Road has been

respected with no construction on or near to this feature as requested during the consultation process.

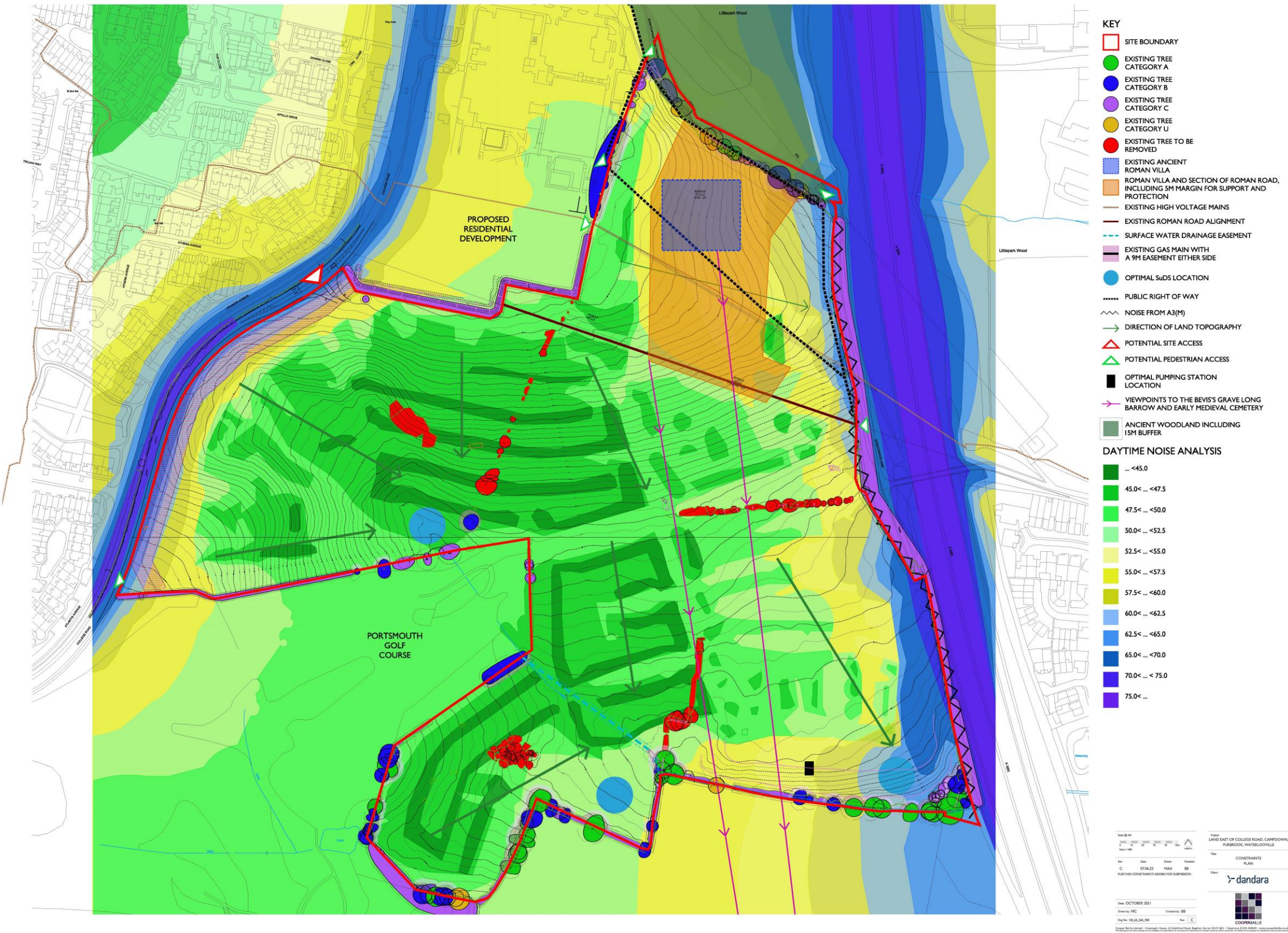
Noise

- 4.4.15 The Proposed Development is subject to road traffic noise from the A3(M) and College Road. An acoustic fence has been incorporated into the design along the eastern site boundary to minimise noise levels from the motorway. The site layout has been developed with noise in mind with apartment blocks along the eastern side of the site which will screen more westerly dwellings from road traffic noise and orientation of dwellings along College Road to allow rear gardens to be screened from road traffic noise by the dwellings themselves.
- 4.4.16 Where required, noise mitigation measures have been incorporated for dwellings to ensure acceptable levels of noise are achieved both internally and externally.

Site Access

- 4.4.17 The access into the site will come from Campdown Road, the name of which is relevant to the Roman history of the area. Whilst this entrance will be the principal vehicular access into the development, an emergency link will be provided provide an alternative route out of the site should there be an issue with the spine road.
- 4.4.18 A series of pedestrian routes will also be provided to give a connection to the north, east and west of the development to tie in with existing Public Rights of Way.
- 4.4.19 Cycle connectivity has been designed to follow a desire line and also to work with the notable levels of the site.

Figure 4.3 Site constraints and opportunities



Design Evolution

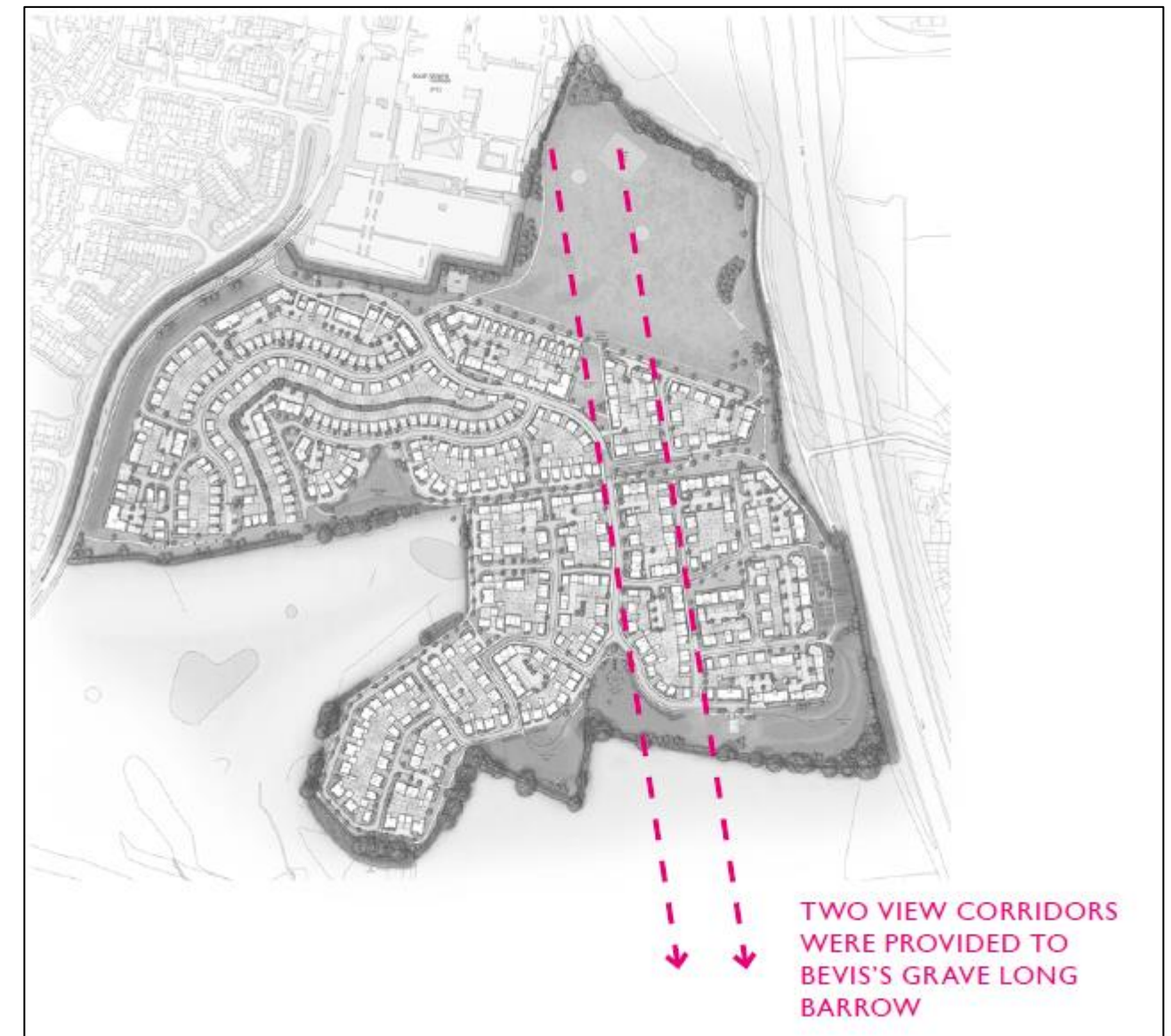
4.4.20 Before the designs were finalised and submitted for approval, a series of pre-application consultation activities with site neighbours and other relevant stakeholders in line with Havant Borough Council's Statement of Community Involvement (2022). These have guided the series of changes made to the design since final design proposed by the application submitted by Persimmon Homes in 2019.

Pre-application design 2022

4.4.21 The pre-application layout as illustrated on Figure 4.4 below included the following design concepts:

- The Roman Villa area, north of the Roman Road, was considered an area that cannot be developed and we have elected to not develop too close to the road either to maintain its integrity.
- Bevis's Grave Long Barrow, to the far south of the site, was also requested to be visually integrated into the development, which was achieved. Firstly, via a direct north-south connection and a second vantage point to the east.
- The existing gas main was avoided with no development located within the easement.
- SuDS features were located to the southern and lowest points of development. In order to meet the 650 dwelling allocation, these ponds were required to take up a considerable amount of area to reach the adoptable standards.
- A series of focal spaces were provided across the site to create variation in character and interest. This was further complimented with a range of play space and/ or activity areas.
- The community building was located within the centre of the site to be the community heart of the development connected by road, cycle and footpath links.
- Strong frontage to the A3(M) was created to overlook the green space and provide a defence against the noise generated from the passing cars.

Figure 4.4 Pre-application site layout



Post Pre-application design amendments

4.4.22 Following the comments received on the layout planned proposed as part of the pre-application request, the following amendments have been made:

- The most notable change to the layout from the pre-application process has been the reduction of units from 650 dwellings to 628 dwellings, which is due to a number of reasons. Firstly, the desire for Heritage England to push development further south away from the Roman Villa and Scheduled Ancient Monument (SAM) feature has resulted in a loss of development to mitigate the visual impact of development on Bevis's Grave Long Barrow and Early Medieval Cemetery. In addition, development no longer crosses or interacts directly with the alignment of the Roman Road. Instead, there is a new cycle link running parallel, supported by trees to create a legible design line from east to West.

- The emergency access has had to be relocated due to level constraints on the western boundary.
- A new cycle link has been delivered east to west and north to south to provide strong connectivity despite the challenging terrain.
- Acoustic fencing has been provided along the eastern boundary of the site to mitigate the noise impact on the proposed dwellings. This was in preference to a bund which would have lost a more significant amount of useable open space, and not been as effective.
- New drainage features have been added to the layout to ensure the overland flow of water can easily access the proposed SuDS features.
- Relocation of play and allotments to the north to ensure the integrity and setting of the Roman Villa is maintained in line with the Heritage England consultation which has impacted on the overall development area.

4.4.23 Further details on the consultation carried out are provided in section 4.4 below. The final layout plans taking into account the above changes are provided in Chapter 3.

4.5 SUMMARY

4.5.1 The Client and their consultant team have been keen throughout to ensure that the views of all interested parties have been taken into account in the design development of the scheme, where environmental and other constraints have been identified these have been built into the design to ensure that the solution presented in this planning application demonstrates an appropriate scheme that takes into account stakeholder views.