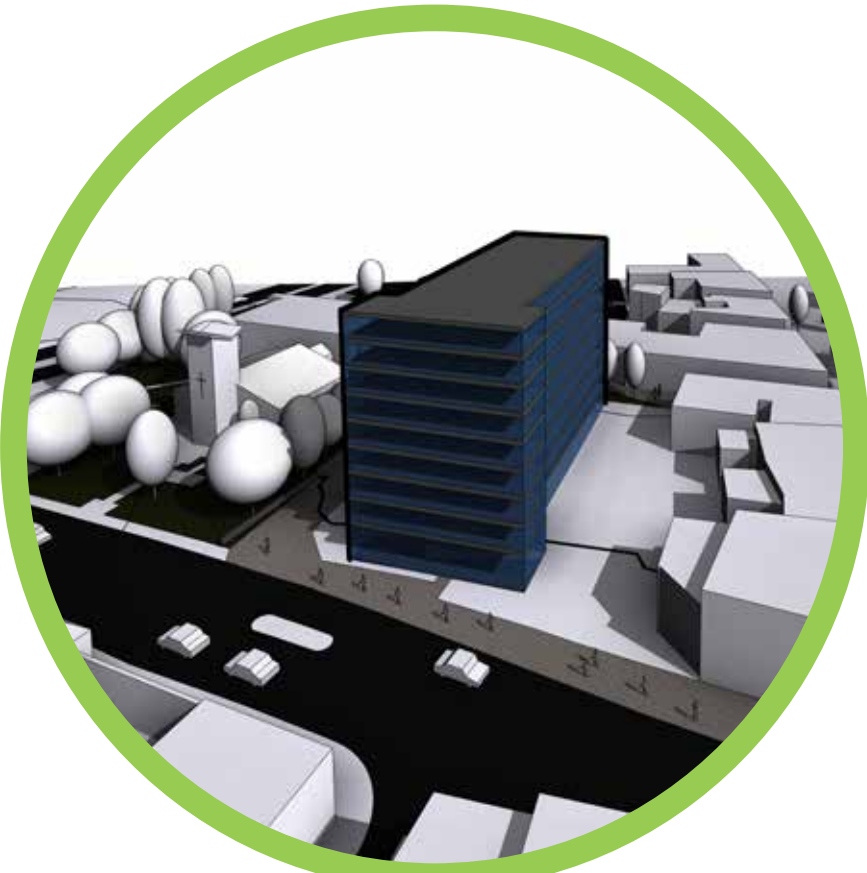
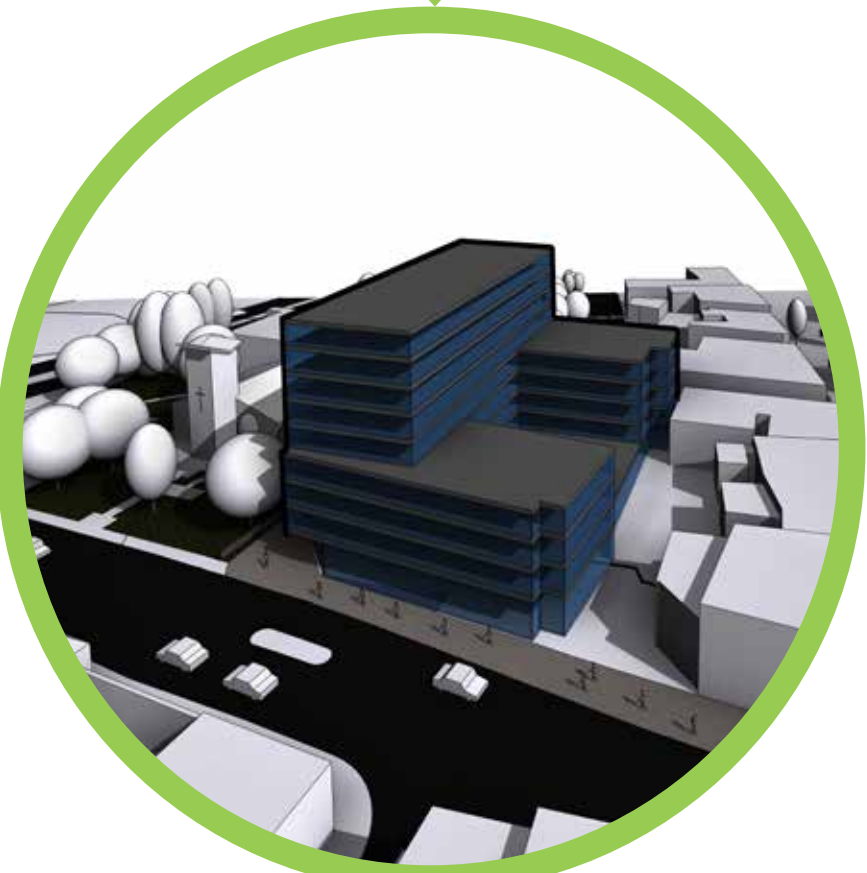


Proposed partial re-development of Wellington Way Shopping Centre providing a new mixed-use development of commercial and private rent apartments

DESIGN DEVELOPMENT



Initial proposal
Presented at the Development Consultation Forum
24/05/17



Development of the form to allow splitting of the building into 3 smaller elements, so enabling the stepping of the height and mass to more appropriately relate to the adjoining buildings.
Presented to Council 30/08/17
Public consultation boards 21/09/2017



Current design takes into consideration feedback from consultation boards and meetings. Height located away from church and new private courtyard then facing onto the new shared surface creating an attractive public route.

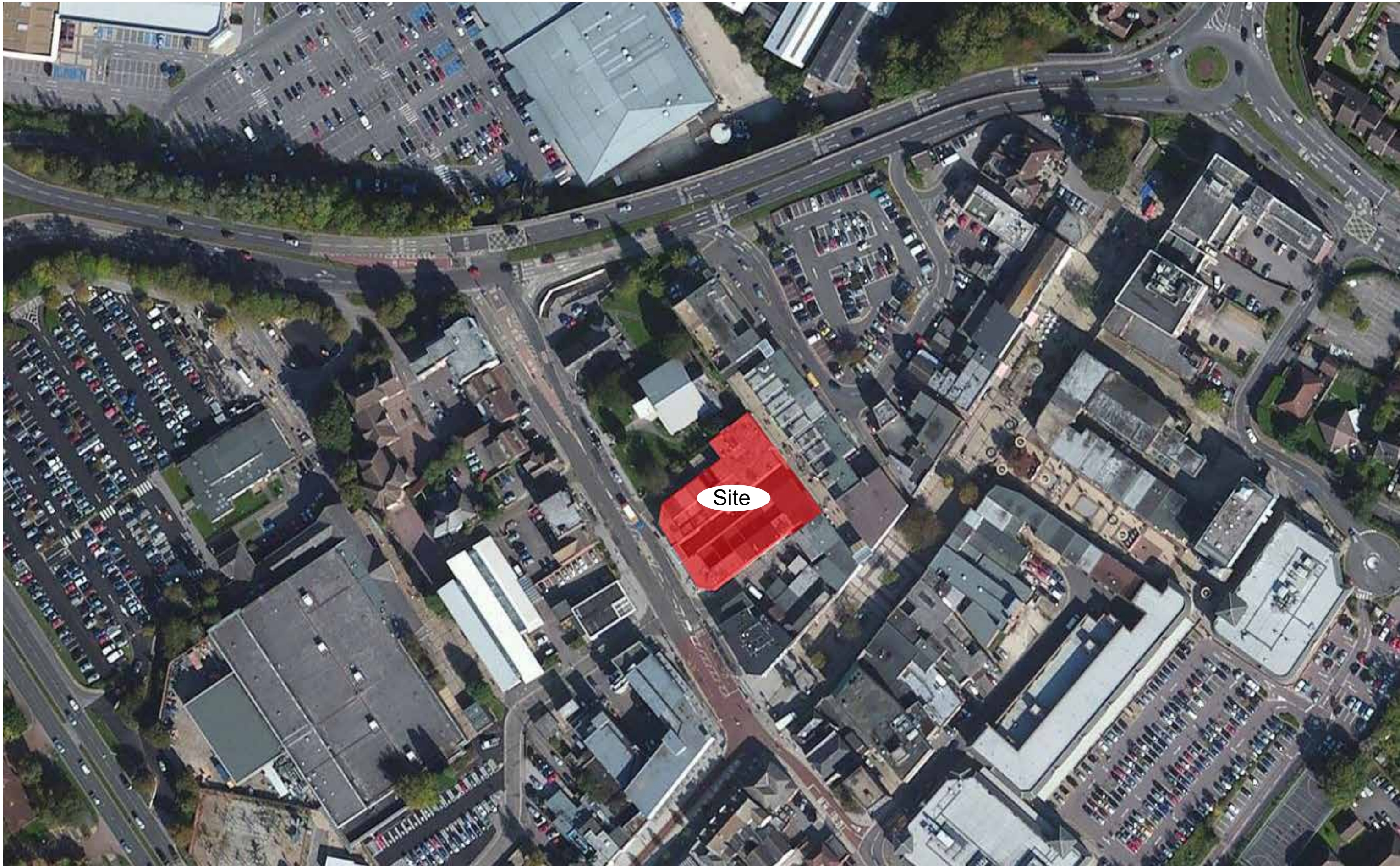
Enables increased amount of active and visually overlooked frontage to streets and the new public route

Facilitates re-definition of private/semi-private and public space, including an enclosed residential courtyard garden that provides amenity and outlook to residents' living spaces

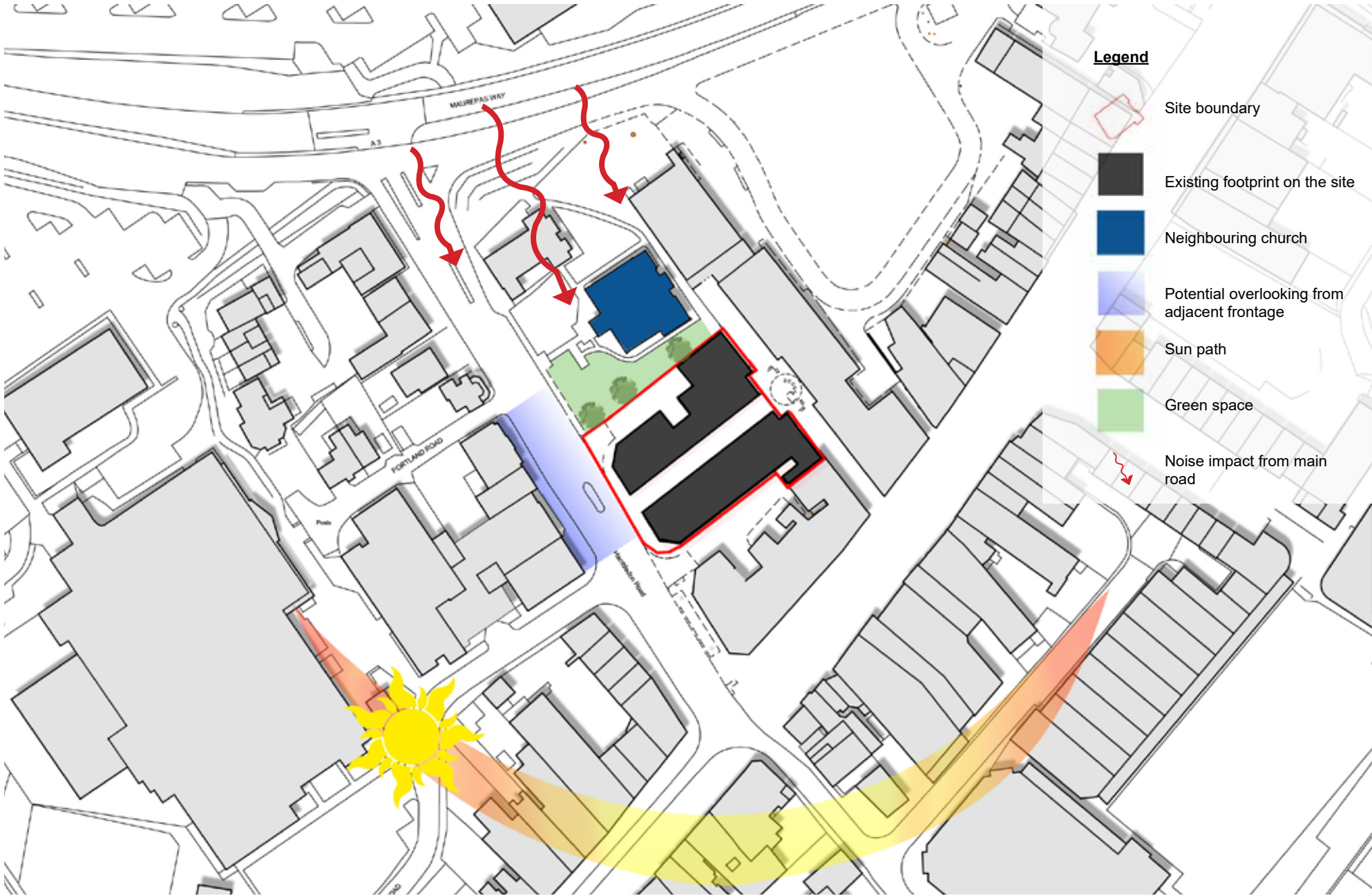
Reduction in hard surfacing, and creation of a high quality public route that fronts the churchyard, between Hambledon Road and Wellington Way Car Park

Service areas screened by Integration of refuse and cycle stores within the building envelope for security and safety.

Revised Current Proposal



CONSTRAINTS AND OPPORTUNITIES

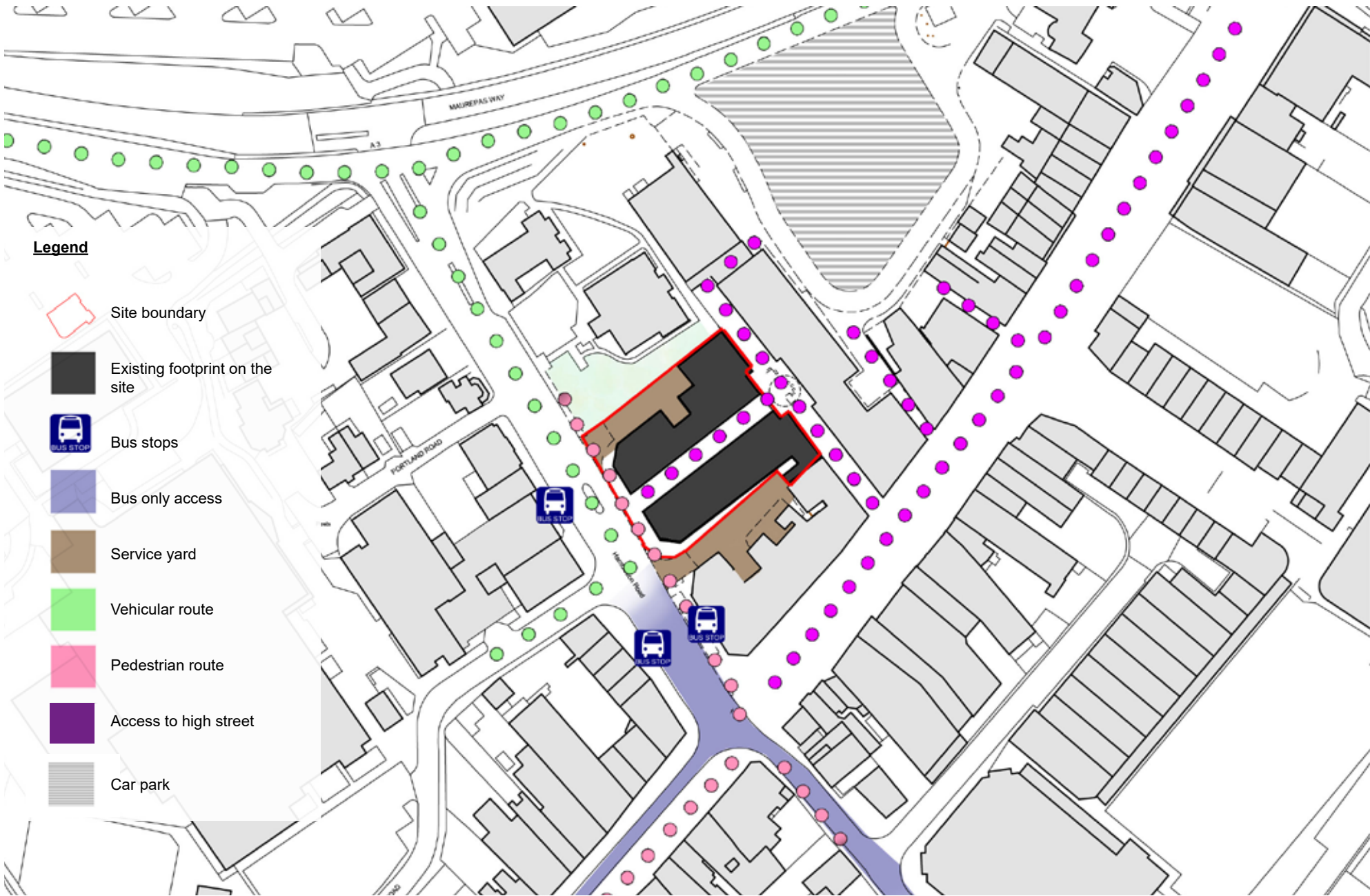


Next to the site is St Georges Church and hall (built in the 1970s), a local landmark.

The surrounding townscape is predominantly 2 - 3 storey with exception of adjoining St Georges Church, Police Station and Library.

There are aspirations and initiatives to achieve rejuvenation of the town centre. This site is situated on the edge of Waterloooville's proposed Major Development Area (fronting Hambledon Road). There is a desire to create attractive urban environments that encourage pedestrian movement.

ACCESS AND MOVEMENT



Adjacent to the site, on Hambledon Road, is the bus interchange for the town centre providing strong public transport links. The town centre location provides excellent facilities within a short walk, including the library and food stores.



View from South



View from Hambledon Rd, North of the site

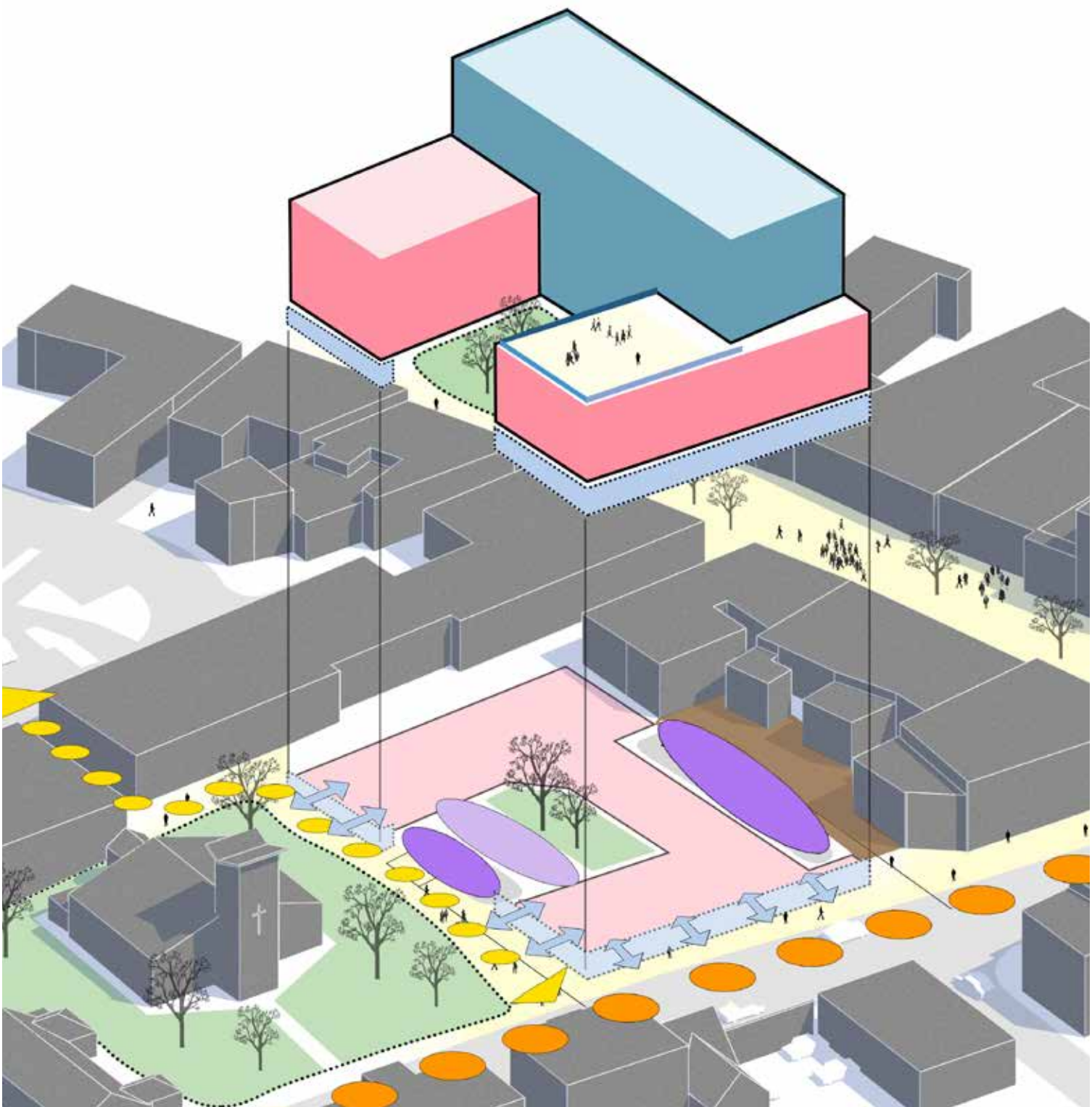


Entrance to the site



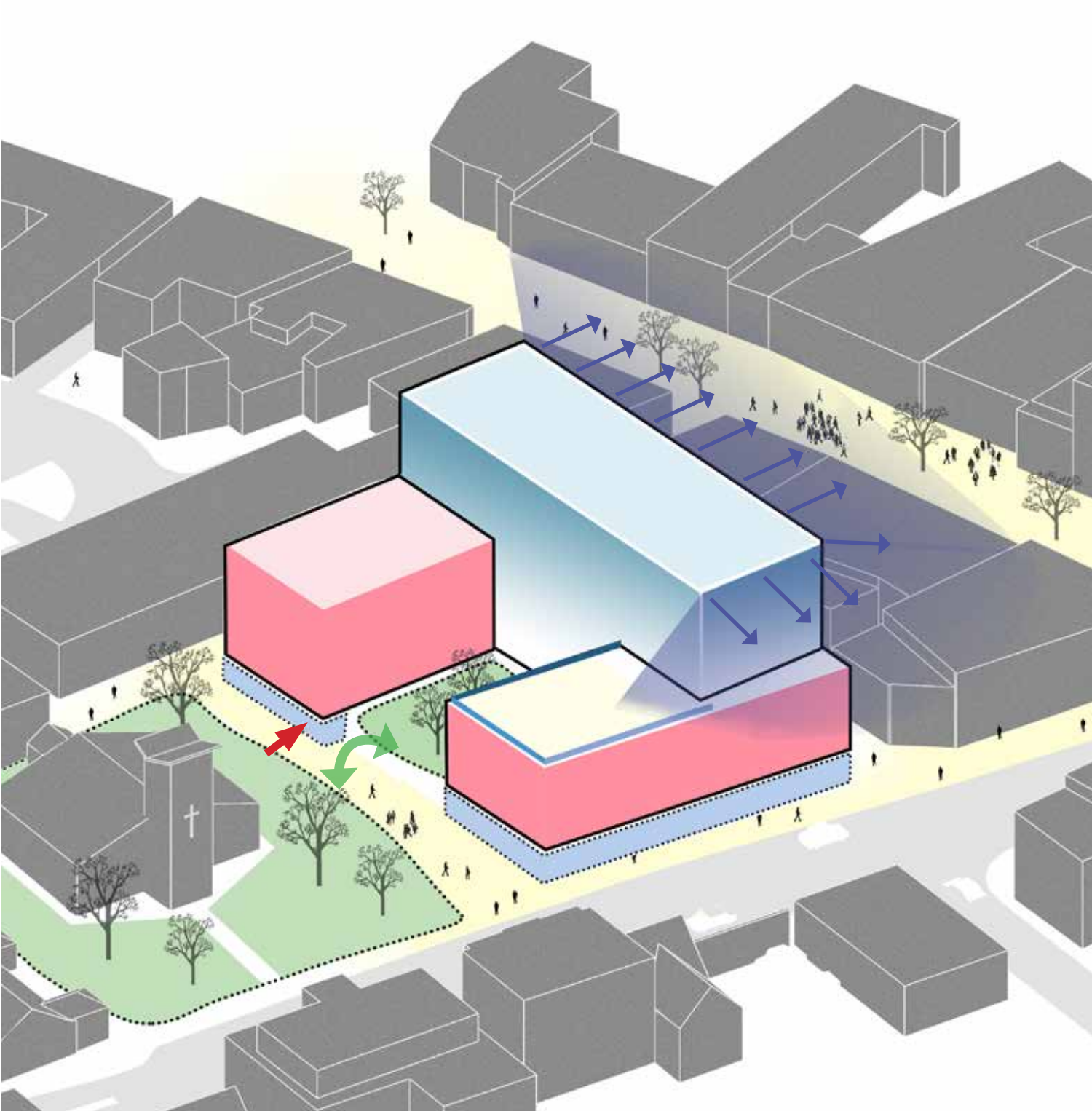
View from the high street

ACCESS, CAR PARKING AND MOVEMENT



- More direct and attractive route from Wellington Way Car Park to Hambledon Road fronting the churchyard
- 18 car spaces provided on site, inc. car club provision, plus at least 55 additional parking permits for residents within local public car parks
- Cycle parking space for each unit within the development inc. electric charge points
- Bus transport provision on Hambledon Road

SITE, ZONING AND USES



- Active frontage to Hambledon Road, inc. commercial space, residential entrance and communal facilities
- Residential units overlooking Hambledon Road, the churchyard and the shopping arcade improving security and safety
- Residential garden to the heart of the scheme
- Bin stores hidden from view

Legend

- Building footprint
- Building volumes
- Pedestrian access
- Vehicle route
- Active frontage
- Parking spaces
- Cycle store
- Service Yard
- Views out
- Pedestrian area
- Green space
- Main residents access to the building
- Connection between the green spaces

PROPOSED SITE PLAN



Accommodation

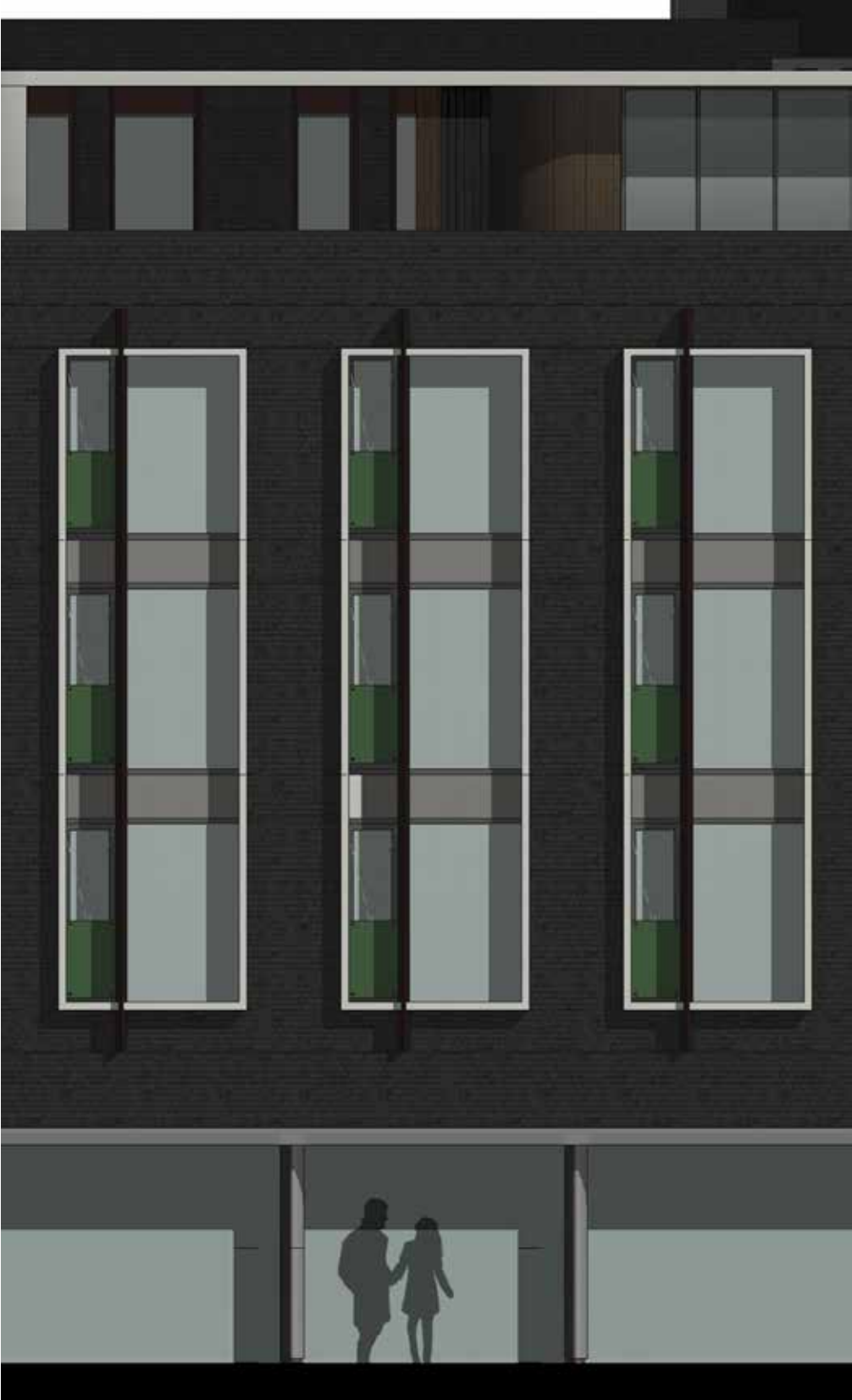
The ground floor consists of a gym, cafe and residents' cinema as well as a concierge, lounge and rented storage units. The remainder of the development consists of 264 studio units.

A cycle store on the ground floor provides secure storage for a minimum of one cycle space per flat.

The plant and bin store are situated on the ground floor accessed using the service yard from Hambledon road. The bin store provides 33 1100L Euro bins for both recycling and general refuse.

Communal Garden and Terrace

A tiered private residents garden is situated on the upper ground floor level providing both amenity space and an attractive outlook for the residents. This will also have ecological benefits by providing improved wildlife habitats. On the fourth floor the residents will also benefit from a communal dining area/ lounge that opens onto a covered terrace area, providing additional amenity space and views across WaterlooVille.



TYPICAL FACADE TREATMENT FACING HAMBLEDON RD

CONCEPTUAL IMAGES OF THE PROPOSAL



The proposals seek to deliver a transformational development of affordable purpose built homes for rent, supported by good transport and served by the amenities within the town centre.

Bringing more people to live in this location will help regenerate the area, increase footfall, bring increased trade both during the day and in the evening. It will help to improve visual surveillance of our streets, and enliven our community.

We are proposing a scheme that delivers the optimum balance of development size against increasing demand for small affordable units of accommodation.

View from the South



Aerial view of scheme

HAVE YOUR SAY

Your feedback will help us shape the content of a final planning application. We hope to submit this application after we have received and considered all comments and feedback.

Please use the comment sheets provided to leave your feedback on the proposal.

If you have any further questions please emails us at:

marketing@brightspacearchitects.com or leave your comments in the suggestion box provided



View from the North West