

**PROPOSED REDEVELOPMENT AT:
WELLINGTON WAY, WATERLOOVILLE**



Design and Access Statement
Date: February 2018

UNDERSTAND

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EXPLORE

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RESOLVE

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DELIVER

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UNDERSTAND

Analyse

the brief, the site and project drivers

Listen

to the client, end users and stakeholders

Learn

from previous projects and team experience

1.0 Introduction

This document has been produced to accompany a detailed planning application for the redevelopment of a portion of Wellington Way Shopping Centre in Waterlooville.

The proposals describe the proposed BtR (Build to Rent) housing community; a development consisting of residential units, sized to be economical with access to high quality, centrally managed, facilities. The proposals are designed to satisfy the need for low cost high quality rented homes, boost the number of people living within the central area of the town and deliver a catalyst for regeneration.

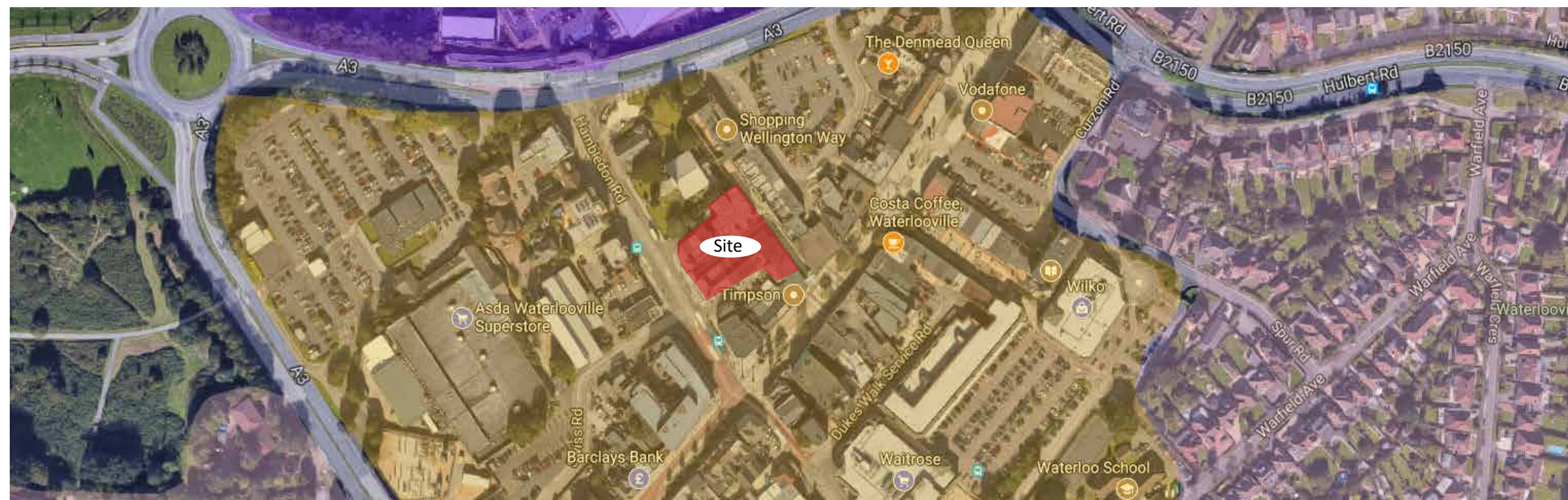
The intent is to complete a transformational development that will encourage economic, social and cultural improvements within the town centre.



Site in relation to Waterlooville town centre ▲



Aerial view of site showing the St George's Church and adjacent commercial units ▲



2.0 Site and Context

The site is located within Waterloooville town centre at the intersection of London Road and Hambledon Road.

The council has aspirations to rejuvenate the town centre, creating an attractive urban environment that encourages vitality and pedestrian movement. A MDA (Major Development Area) study was produced, this highlights Wellington Way Shopping Centre as a potential site for redevelopment.

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

Next to the site is St. George's Church and hall (built in the 1970s). This is a local landmark but the building currently lacks presence. Another building that can be identified as a local landmark is the Police Station, which is approximately four residential stories high.

The surrounding townscape is predominantly 2 - 3 storey across the area with exception of adjoining St George's Church (with the tower up to 5 stories), Police Station (4 stories) and Library (4 stories).

The urban environment and public realm is of low quality, and this site has the opportunity to enhance both. The quality of shops and services on the site does not support and encourage footfall.

In close proximity, to the east of the site, there is a large surface car park.

Within the MDA study there are also proposed improvements to public space around the Asda entrance including direct visual and pedestrian links to the site frontage, and an improved crossing to Hambledon Road.



2.1 Aerial Views of Site



Birds eye view looking North



Birds eye view looking East



Birds eye view looking South



Birds eye view looking West

2.2 Existing Buildings on Site

1



2



3



2.3 Key Views to Site

4



5



6



7



8



2.4 Townscape Built Height Study

The diagram adjacent is an analysis of building heights within the vicinity of the site and the town centre, the buildings are predominately two to three storeys.

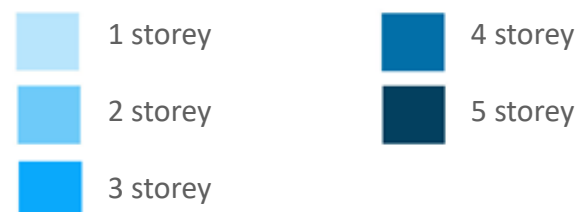
The town centre of Waterloooville has its own distinct character from the rest of town; which is a combination of the retention of some of its early buildings, with the introduction of mainly late post-war redevelopment. This has resulted in low rise buildings with a strong edge fronting the street and defining the pedestrianised shopping street. The gradual adhoc development of the town has created left over margins bounding the highway network (including A3) and service roads. There is currently a lack of focal buildings at the end of key streets.

The site is situated on a key approach to the high street. Hambledon Road has a diverse urban grain with the buildings to the south creating a strong edge, fronting the road. The church is set back from the street opening up views of the site when approaching from the north-west this is emphasised by the site being elevated when approaching from the north of Hambledon Road.

There is currently no sense of legibility or a wayfinder identifying the approach to the high street from Hambledon Road; A development of scale and visual presence would assist in defining this approach to the high street.

In developing the design key views of the site from the surrounding area have been studied, these have been highlighted on the previous page.

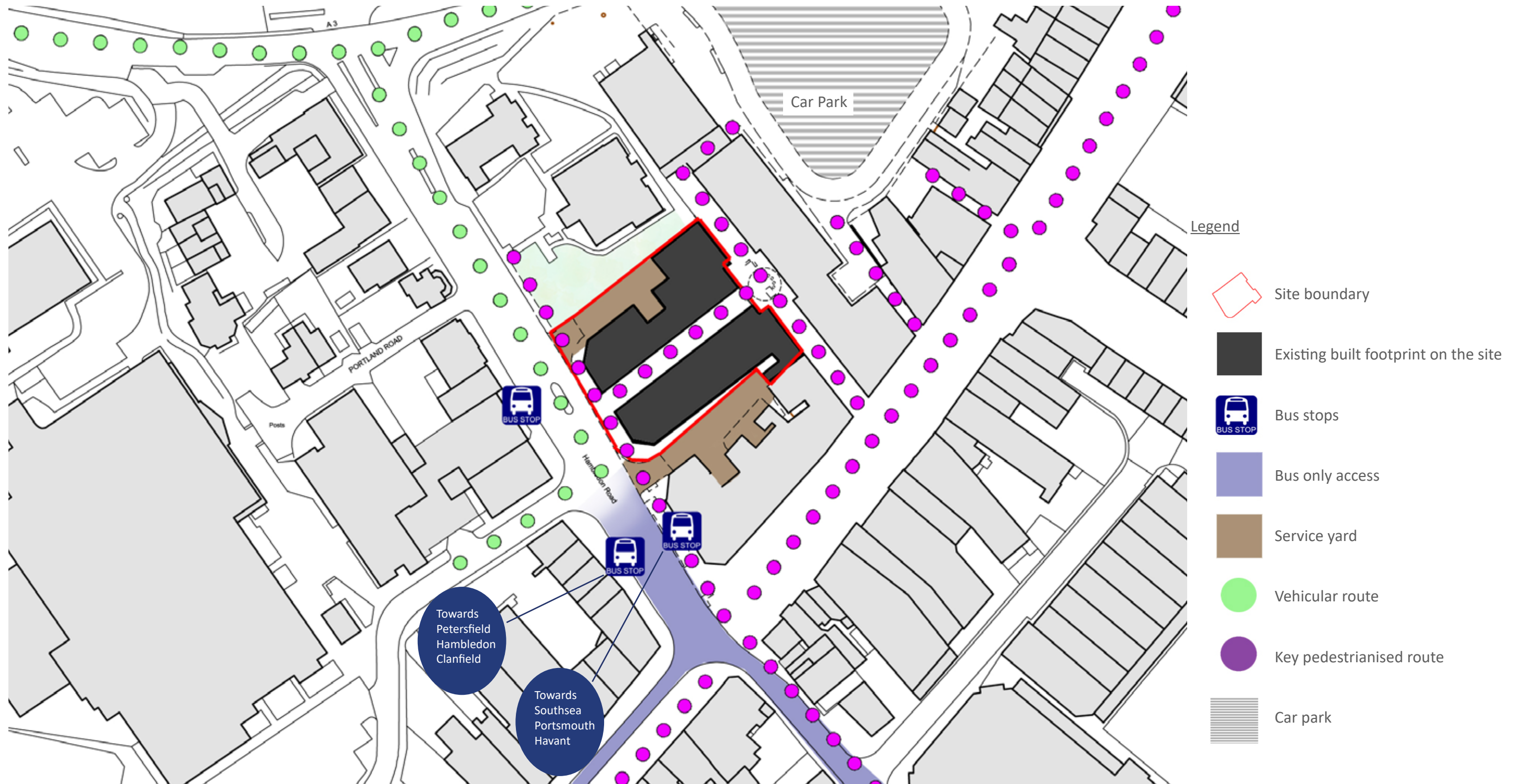
Legend



2.5 Site Constraints and Opportunities



2.6 Transport and Movement Analysis



EXPLORE

Create

ideas, concepts and options

Challenge

options, preconceptions and the brief

Test

potential solutions