

DESIGN & ACCESS STATEMENT
179 LONDON ROAD, WATERLOOVILLE, PO77RJ
PROPOSED A1 FOOD RETAIL UNIT



Fig 1: View from London Rd

1.0 Introduction

This Design Statement has been prepared in support of proposals to redevelop 179 London Road, Waterlooville following demolition of the existing car sales/showroom.

The replacement will include a 4,090sqft (A1) Food Retail unit with associated 11 No. parking spaces.

This Statement should be read in conjunction with the following accompanying drawings / documents:

PLC Drawings - 10.1753.101P5, 102P4 & 103P3

Transport Report prepared by PDT Hampshire

Sequential Assessment prepared by WYG Environmental Planning Transport Ltd.

Planning Statement prepared by WYG Environmental Planning Transport Ltd.

Ecological Survey prepared by Ecosupport Ltd

The proposals have been considered with particular regard to National Planning Policy PPS 4: Planning for Sustainable Economic Growth (EC14 & EC15), Policies CS4, CS10, CS11, CS 14, CS16, CS20 & DM8 & DM13 of the Havant Core Strategy are also relevant.

2.0 Site Analysis



Fig 2: Site Location Plan



Fig 3.: Existing Site Photos

The site is located within the Waterlooville Settlement boundary. It is within close proximity to the centre of Waterlooville; a designated centre. It is located on the corner junction of Rowlands Avenue and London Road, Waterlooville and has a total site area of approximately 693 sqm. The London Road frontage measures 15.2m whilst the Rowlands Avenue frontage measures 44.5m.

The single storey flat roofed premises (in two separate blocks) are currently used as a car showroom (Sui Generis use) and the associated site is comprehensively occupied by irregular placement of sales vehicles which are contributing to poor streetscape value. The existing buildings are located in close proximity to the southern boundary adjacent to No.177 London Rd

3.0 Surrounding Context

The Woodpecker Public House is situated directly opposite and is set back towards the rear of site, with extensive parking which occupies the frontages facing both London Road and Rowlands Avenue.

Rowlands Avenue predominately comprises 1930's semi detached houses with frontage parking. The western side of London Road comprises two storey

residential and commercial premises. The eastern side has a different character, with properties set back from the road frontage behind mature trees.



Fig 4: Existing site photos.

Further to the north, south and west, there are mature trees which dominate the streetscene, giving the road its special character. The Rowlands Avenue corner however does not reflect this, with the frontages of the properties being generally open with low level brick walls.

4.0 Public Consultation

Planning Officers have been consulted through Havant Borough Council's pre-application advice function and the resulting scheme has been designed in response to comments received. (Refer to Appendix A; Havant Pre App response dated 19/01/11)

5.0 Planning History

There is no relevant history.

6.0 Use & Amount

The existing single storey car showroom (Sui generis use) has an area of approximately 2,300sqft within two separate buildings.

The application proposes a 4,090sqft A1 Food Retail use over two storeys, with the ground floor being 2,691sq ft. The upper floor would include ancillary storage and plant.

Policy CS4 of the draft Core Strategy applies.

The site is in an Out-of-Centre location. PPS4 requires a Sequential Assessment for Planning applications outside of an existing Centre. Please refer to accompanying Sequential Assessment prepared by WYG for further details.

7.0 Scale

The surrounding context is predominately two storey residential, the existing showroom and public house on the opposite side of the road being the exception to this.

The application proposes a part 1, part 2 storey building with a traditional pitched roof fronting London Road, stepping down in scale along Rowlands Avenue, behind which would be a single storey flat roofed element located to the rear.

The proposed building would be designed with similar proportions, eaves heights and ridge heights as the neighbouring residential property in order to ensure that it is appropriate to the character and scale of the area and is neither prominent or dominant in the street scene.

8.0 Design & Appearance

The configuration of the proposed development seeks to enhance the streetscape setting whilst ensuring that the amenity of the neighbouring properties is not compromised.

In this respect it is proposed that the relationship with the neighbouring residential use to the south is improved by means of a single storey element being located adjacent to the boundary, with the building thereafter stepping up

in scale towards the junction of London Road and Rowlands Avenue. This will ensure that daylight and privacy to No 177 are not compromised.



Fig 5: Proposed London Rd elevation



Fig 6: Proposed Rowlands Avenue elevation

The building is located towards the front (London Road) of the site, allowing the rear of the site to be used for parking. This will help to positively reinforce the existing building line along the primary frontage of London Road. It is intended that the frontage will be in alignment with the general building line, reinforcing the visible skyline. The height relationship to No.177 has been carefully considered ensuring that the building is not overbearing in its context.

The proposed building configuration along Rowlands Avenue acknowledges the general residential alignment further to the west whilst also recognising the strategic corner location. It includes a stepped set back along the northern elevation, away from the boundary. The car park area provides a visual break between the two uses and incorporates a landscaping buffer to the frontage, helping to minimize the impact.

The scheme recognises the Road of Special Character designation and, by following the prominent building line of London Road, there is the opportunity to introduce semi-mature trees and planting areas, which will contribute towards reinforcing the distinctive tree lined character of London Road. Appropriate native and drought tolerant planting will be proposed set within specific raised planters.

The existing southern and western boundaries of the adjacent residential properties currently include extensive high hedging which will act as a positive visual buffer to the proposed car parking area. It is proposed to further reinforce the boundary with 2.1m high acoustic fencing to ensure that the outdoor amenity enjoyed by the residents is not compromised.

Policy CS 16 and PPS1 requires that schemes refer to the characteristics of the locality to inform the design including height, mass and building lines where appropriate.

Whilst a proportion of the ground floor front and side elevations will have full height glazing, they are designed to ensure compatibility with the residential scale and appearance of the area. In this respect facing brickwork and plain grey roof tiles are proposed.

The first floor windows are to be more traditional in both size and appearance in keeping with the surrounding area.

The potential impact / disturbance to the neighbouring residential uses has been given careful consideration and in this respect, all extraction, ventilation, air conditioning and refrigeration plant have been located within the upper floor and roof area of the single storey element of the building, away from the residential environment. This plant equipment will be acoustically attenuated as necessary, in order to ensure that resultant noise shall not exceed a level of 5d(B)A below the existing background level or 10d(B)A below if there is a particular tonal quality according to BS4142-1997.

9.0 Transport / Access

The application proposes a 4,090 ft² A1 Food Retail unit with 11 car spaces, one of which will be designated as wheelchair accessible. Appropriate levels of short and long stay secure Sheffield style cycle hoops are to be provided adjacent to the entrance area.

The proposed servicing / deliveries rationale is covered separately under the accompanying Transport Statement prepared by Pdt (Hampshire). It is intended that deliveries will be made via the northern elevation where access is most convenient and impact upon residential properties is minimized.

10.0 Refuse

An integral bin store is provided within the footprint of the building, this is located adjacent to Rowlands Avenue for easy collection.

11.0 Plant

Noise resulting from any/all plant machinery or equipment shall not exceed a level of 5db (A) below the existing ground level.

12.0 Conclusion

The scheme is designed in accordance with National, Regional and Local Plan Policies. In overall terms the layout and elevations successfully achieve the balance of securing best use of this brownfield site whilst contributing positively to the area.

Importantly the proposals seek to enhance the landscaped setting to the 'Road of Special character'; something which the current use fails to do.

The development would not materially harm the character and appearance of the area or the living conditions of neighbouring occupiers. It will not impact upon the local drainage infrastructure.

Appendix A
Pre-response Letter dated 19th January 2011



PLC ARCHITECTS

21 JAN 2011 PP

JB RECEIVED

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19th January 2011

Dear Mr. Bonner

Site Location: 179 London Road, Waterloooville, PO7 7RJ
Re: Proposed retail unit.

I am writing to you further to your request for pre-application advice, received on 26/11/2010 regarding the above address. I apologise for the delay in this response.

The proposal is for the demolition of the existing buildings and the construction of a 2 storey retail units comprising approx 400 sq m. with the upper floor providing ancillary storage.

The site lies at the junction of Rowlands Ave and London Road. According to the current Havant Borough District Wide Local Plan it is located within the urban area and the London Road frontage, which is defined as a road of special character. It is also outside the defined town centre of Waterloooville. Please note that in the following advice I will refer to both the saved polices of the Local Plan, and the policies of the draft Core Strategy for the Borough, which are likely to be adopted and in force from 1st March, alongside those saved Local Plan policies. Please also note that I have referred to the Core Strategy draft policies by name and in italics below, as their numbering may change before adoption.

Employment and Retail Policies

I understand that the existing premises is used for car sales. Whilst I have been unable to find planning history to confirm whether this is the lawful use in planning terms, assuming this to be the case, I note that it constitutes a '*suis generis*' use. This means that it does not fall within a particular use class in planning terms, for example the 'A' Use Class, which applies to retail and town centre type uses, and the 'B' Use Class, which applies to Industrial, office and warehousing type uses.

The significance of this is that polices which safeguard Class B uses (policy EMP6 of the Local Plan and draft policy DM3 - *Protection of Existing Employment and Tourism Sites* - of the Core Strategy) do not appear to apply here. However, the thrust of national planning policies in PPS4 - Planning for Sustainable Economic Growth - and potentially the Core Strategy draft policy CS2 - *Employment*, is to maintain and strengthen local job opportunities. This would be a material consideration in the determination of any planning application. Whilst I cannot offer further advice on this point here, if you were to make a planning application the submission of information about existing/previous and proposed job opportunities, the type and numbers of, would be important.

Please note that PPS4 can be found at the DCLG webpage:

(<http://www.communities.gov.uk/planningandbuilding/planningsystem/planningpolicy/planningpolicystatements/>). The Havant Borough Core Strategy and Havant Borough District Wide Local Plan can be found at the Havant Borough policy webpage: (<http://www.havant.gov.uk/havant-4299>)

In terms of retail planning policies, the construction of a new retail unit, outside the main town centre is subject to: policies in PPS4 (above), Local Plan policy TC1 and draft Core Strategy policy CS4 *Town, District and Local Centres*.

Under policy EC14 of PPS4 a sequential assessment would be required and further details are set out in the subsequent policy EC15. As the development falls below the threshold of 2,500 m² a full impact assessment is not required. As the proposed use is a form of economic development it will be necessary to address the more limited impact considerations set out in policy EC10.

In summary, planning consideration of the principle of development would depend on further information on jobs and a sequential retail assessment.

Impact on Surroundings

The site is located in London Road which is identified as a 'Road of Special Character' under Local Plan policy HE15. This policy will be replaced by draft policies of the Core Strategy: CS10.1 - *Protecting and Enhancing the Special Environment and Heritage of Havant Borough* and DM8 - *Conservation, Protection and Enhancement of Existing Natural Features*. The distinctiveness of the road is defined in part by the scale, siting and aspect of buildings, the presence of space and vegetation, including its tree-lined character, visible skyline and the presence of buildings of architectural / visual merit, albeit this varies.

In consideration of the visual impact of the proposed building, London Road is the primary street and therefore any new building should address this as its primary frontage. In my opinion the building is set back too far from this frontage in comparison with other development. I recommend that any new development should be in alignment with the neighbouring property no. 177 London Road. Furthermore the increased amount of parking indicated at the frontage would reduce the enclosure and continuity of London Road. In combination with the increased mass of the building and reduced visible skyline to London Road, the predominance of hard-surfacing and car parking would have a negative effect on the character of London Road.

In respect to the Rowlands Avenue frontage the proposed building would be sited well forward of neighbouring buildings in that street and would appear cramped at the street corner. I suggest that the building should be set back closer to the building line of Rowlands Avenue.

In consideration of neighbouring amenities, my impression is that the mass and height of the building when seen from no.177 London Road would appear overbearing from the rear of that property, reducing daylight to the rear, and potentially privacy. I am also concerned that the position of the parking/loading/service area to the west would expose no.1 Rowlands Avenue to potential noise from vehicles, manoeuvring and related activity, which would differ from the current situation in which the single storey building in this corner of the site provides some buffer to the side of no. 1 and its rear garden. Whilst further information is required regarding deliveries and opening hours, given the close proximity to no.1 I have reservations regarding noise and disturbance.

In general, once the building is repositioned, I recommend that the height should be the same or lower than neighbouring buildings. Though there may be an argument to marginally increase the height of the corner part of the building to denote a landmark on the junction, although this must still take into account the impact on no. 177.

Other impacts

It is unclear as to the intended occupier, however, this could have implications for potential impact on the adjacent properties from any extraction, ventilation air conditioning or refrigeration equipment and further details are required in respect to this matter. If equipment that was likely to result in noise or smell nuisance was required I anticipate that this could result in objection.

Current parking standards are 1 space per 20 sq m, for non food retail and per 14 sq m for food retail. In addition short and long term cycle parking would be required. The proposal indicates 13 parking spaces which falls short of the required standard, adjacent the south western boundary and I am concerned regarding the impact on the amenities of the adjoining property. In addition to the comments set out above any parking would need to be set off the boundary with landscaping providing a buffer. Whilst I understand that the proposal is at an early stage. The applicant should note that the council expects car parking space to be broken up by meaningful landscaping.

Regarding drainage you will need to contact Southern Water for consent to connect to foul and surface water drainage systems, and a capacity check on each will be required.

Summary

In conclusion regarding the principle of development further information is required in respect to the retail and employment policy as set out above. In respect to the illustrative layout the proposal is considered excessive in terms of the bulk of building and its forward siting on Rowlands Avenue and the large unbroken car parking fronting London Road. The proposal requires amending and reducing in size to provide an acceptable impact on the street scene and the amenities of adjoining properties, and satisfactory parking provision.

I trust that these comments will assist you. Please note that they are the opinion of an individual Planning Officer and are in no way binding upon the Council when determining an application for planning permission and nor will they prejudice the outcome of any application submitted.

Yours faithfully



Mr Steve Weaver
Interim Development Services Manager
Our Ref: GEN/10/00945

