

5.0 DESIGN

5.1 USE



Proposed masterplan uses

The development of the scheme masterplan has been based on a sound financial and strategic approach to deliver viable and appropriate uses for the site. The proposed mixed use leisure and retail development has been developed to cater for established operator demand and deliver a scheme that meets commercial requirements.

Therefore it is proposed to deliver a new mixed use, leisure and retail based development to serve Waterlooville and the wider area.

The proposed uses on the site include:

- Cinema - D2 Assembly & Leisure
- Bowling Alley - Sui Generis
- Gym - D2 Assembly & Leisure
- Hotel - C1 Hotel
- Eating & Drinking - A3, A4, A5 Use
- Foodstore - A1 Shop

5.0 DESIGN

5.2 LAYOUT

The layout of the development has been carefully considered to respect the building line established by the current development on site, and to provide continuity in the pattern of the urban grain by providing a 'perimeter' of built form development. Therefore car parking is mostly located within the 'centre' of the site, which maximises both legibility and future flexibility of the masterplan. The masterplan layout is based on a strong north / south and east / west axis, with built form concentrated to the edge of the site.

Currently the 3-storey Main Building runs parallel with Hambledon Road and forms the majority of the built form on the site. The proposed layout seeks to lessen the density along this avenue by still retaining built frontage in this position, but instead break it up into three separate buildings, namely the Hotel, Public House and Drive-thru restaurant. Please refer to layout diagram.

It is proposed that the existing building E-Block would be retained and stripped back to its original structural frame and then re-clad to modern standards and with an appearance that would suit its proposed new use, namely Bowling Alley, Gym and Restaurant

The foodstore is positioned in a way that completes the urban block of built frontage formed onto Elettra Avenue and is in a position which would be highly visible as one would approach the site from Hambledon Road. In comparison the cinema is located to the 'rear' of the site and is highly visible in terms of its location, as one enters the site, with three restaurants purposefully located adjacent to ensure commercial deliverability and viability of the cinema itself.

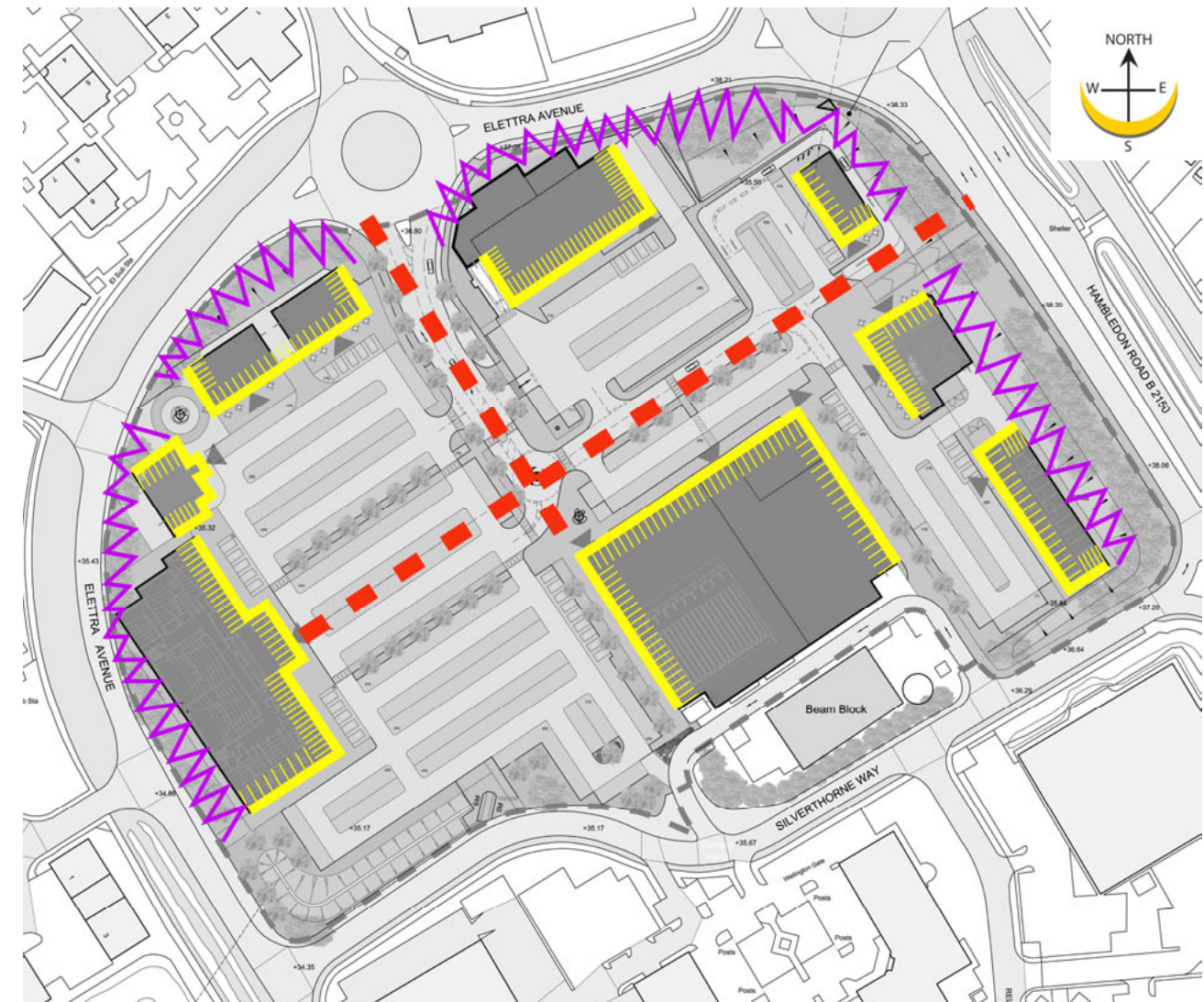
Following on from a detailed Pedestrian Movement analysis, it became apparent that the pedestrian linkages to the residential areas to the east and south towards Waterlooville Town Centre were key to developing a successful layout.

The layout has been specifically developed to provide the following key pedestrian connections:

- Access from the **north** from Elettra Avenue via existing site access and a new pedestrian route running from the north-west corner of the site, opposite Waterberry Drive
- Access from the **east** from Hambledon Road
- Access from the **south** from Silverthorne Way, which itself leads onto Hambledon Road and onto towards Waterlooville Town Centre
- Access from **west** via a new pedestrian route linking into Elettra Avenue, opposite Stratfield Park, then through to the major development land to the south

The proposed main pedestrian routes through the site run north/south and east/west linking the car parking areas with the key leisure and retail buildings.

ELETTRA AVENUE - WATERLOOVILLE



Proposed site layout highlighting the perimeter of built form and key axis

5.0 DESIGN

5.3 SCALE



Diagram illustrating scale of existing development

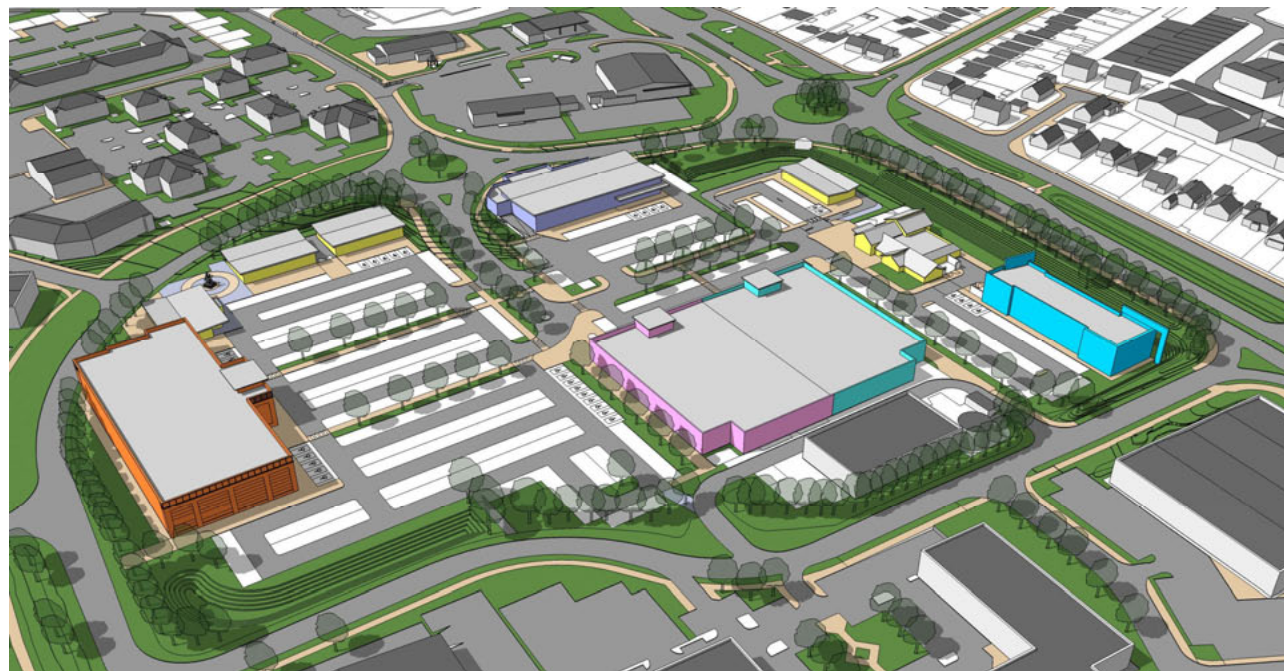


Diagram illustrating scale of proposed development

The existing Main Building within the site is 3-storeys in height and approximately 160metres in length running parallel with Hambledon Road. Other existing buildings on site are a mix of single and 2-storey in height. The site itself is relatively flat, but is set down approximately 3.0metres down from the adjacent Hambledon Road, with heavily tree planted grass embankments forming much of the north, east and southern perimeter area.

As part of these proposals it is intended to retain and refurbish E-Block which is equivalent to approximately 2-storeys in height. The existing 3-storey Main Building would be demolished and in its place with three separate buildings dropping in scale from the tallest 3-storey Hotel building (in the south-east corner of the site), 2-storey Public House and then single storey Restaurant (north-east corner). A single storey Foodstore replaces the existing single storey Staff Restaurant.

The Cinema sits to the far western part of the site, with single storey Restaurants adjacent.

Therefore to summarise the proposed scale of buildings:

- Restaurants - single storey
- Foodstore - single storey
- Public House - two-storeys
- Bowling Alley and Gym - within existing E-Block building which is equivalent to two-storeys
- Hotel - three-storeys
- Cinema - equivalent to approximately three storeys in height.

5.0 DESIGN

5.4 LANDSCAPING

Existing soft landscape is currently limited to the heavily tree planted grass embankments forming much of the north, east and southern perimeter area. The existing dense tree planting assist in visually screening development within the site.

As part of these proposals it is envisaged to retain the majority of existing trees to the perimeter of the site, but to also opportunity to 'thin out' some existing trees to permit views into development site this will assist in improving overall connectivity to the surrounding area.

New landscaping will form an integral part of the overall design of the scheme. At this 'Outline Application' stage indicative landscape areas are shown as part of the masterplan. The masterplan layout is based on a strong north / south and east / west axis, with built form concentrated to the edge of the site. To assist in accentuating these main axis, it is proposed to provide a boulevard of tree planting to either side of the axis lines which will add visual interest as well as help legibility of routes through the site.



5.5 SECURITY & SECURE BY DESIGN

It is clear, through proven studies, that although good design cannot eradicate crime, it can reduce undesirable behaviour by design led interventions. Physical security, tall fences, barbed wire and so on can often increase the fear of crime. The proposal masterplan has introduced passive barriers by restricting 'blank' facades, promoting activity and clearly defining public routes through and around the scheme.

Below is a summary list of crime prevention measures and issues that have been considered and integrated into the design, as promoted by the Government Home Office, Police and 'Secure by Design':

5.5.1 Urban Structure

How an area is laid out has an important bearing on crime. Buildings are more vulnerable if they have several sides exposed to the public realm. The proposal provides active frontages – with a clear distinction between public front facing and private rear facing spaces. Where possible 'blank' facades have been designed out. For example the buildings will positively address, with glazed elevations the car park areas in front of the buildings. In comparison, the service and delivery areas are private and 'secure' spaces, thus promoting built frontages with activity being positioned to face onto the development.

5.5.2 Overlooking / Natural Surveillance

Natural surveillance is the key to safer places. The proposal provides easily identifiable routes and spaces that allow views from one place to another. 'Hidden' corners have been deliberately designed-out and the buildings are orientated to face and overlook key spaces.

5.5.3 Sense of Ownership / Maintenance

A place is safer if potential offenders feel it is under supervision and ownership. Therefore all spaces within the proposal site are clearly defined being either 'public' or 'private'. Management and maintenance embrace how a place looks and functions over time. The new mixed use development will promote a sustained attractive environment – not least to attract customers. Therefore it is a commercial reality that the scheme will be well managed and maintained.

5.5.4 Lighting

As part of the proposals the site will be well lit covering the car park and in particular pedestrian routes. External illumination levels will achieve high quality standards, whilst being mindful of mitigating excessive 'light pollution'.

6.0 ACCESS

6.1 VEHICLE ACCESS

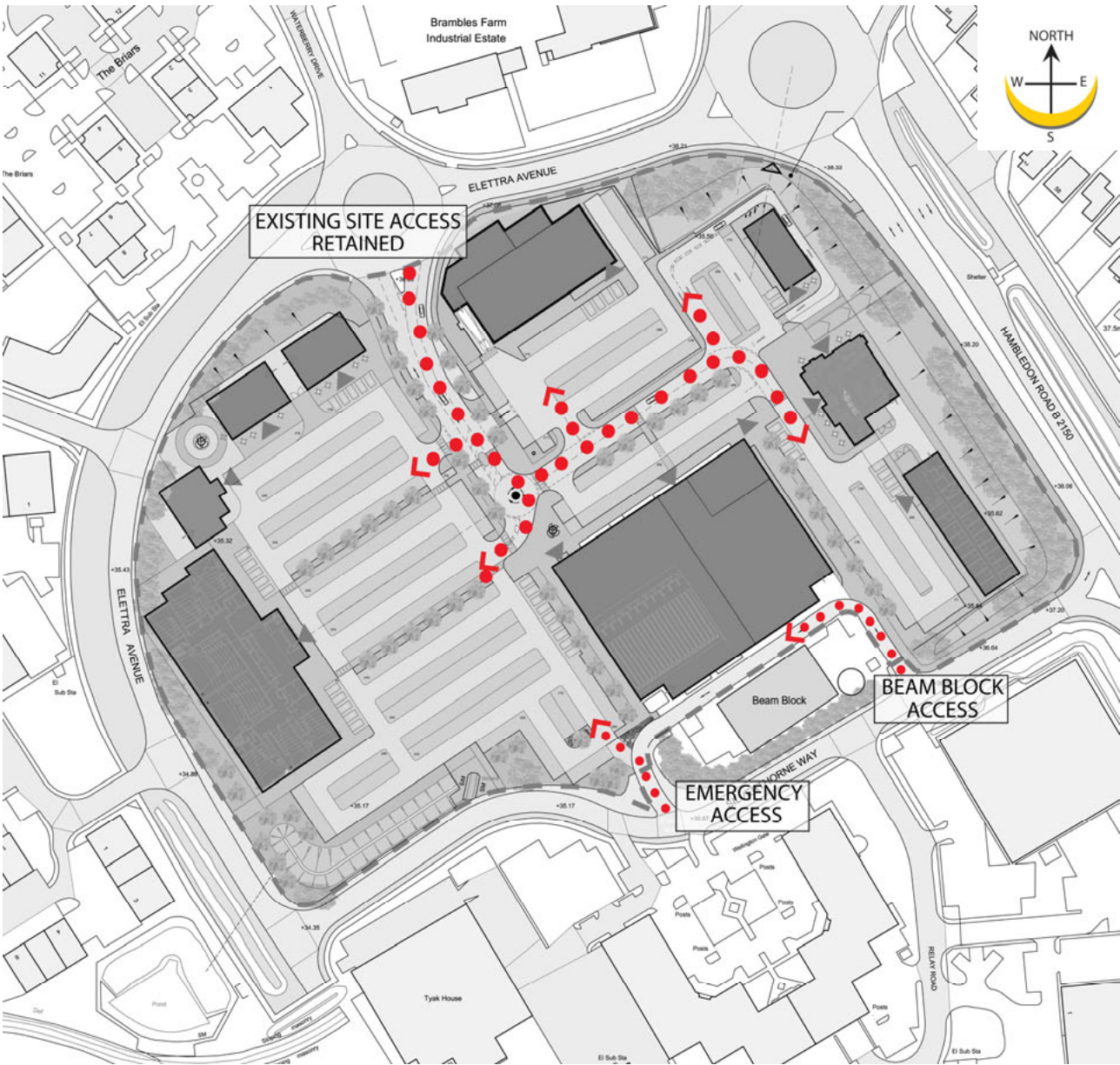
The proposal retains the existing main access into the site from Elettra Avenue to the north. A proposed spine road then leads vehicles into the site, with tributary roads serving individual areas .

Existing access along Silverthorne Way provides access to Beam Block and service access to the rear of E-Block for Gym and Bowling Alley.

Please refer to the Transport Assessment for vehicular tracking and further details.



Surrounding road network



Vehicle site access Plan

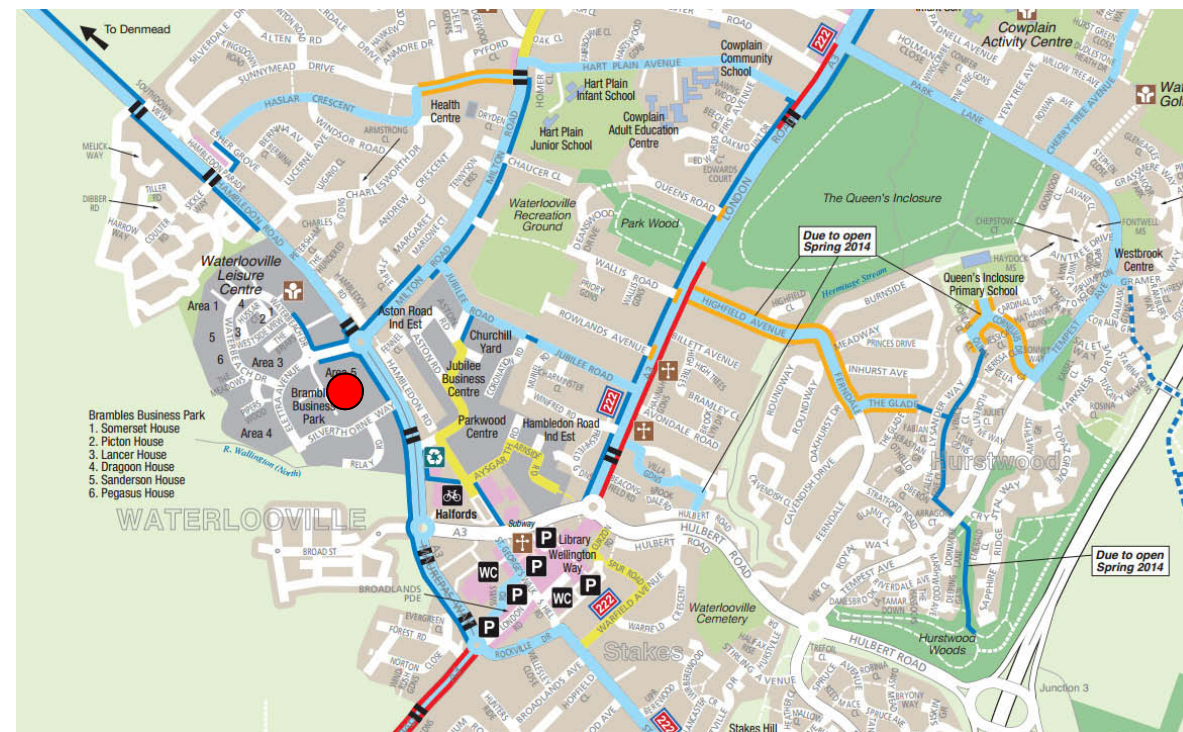
6.0 ACCESS

6.2 PEDESTRIAN & CYCLE ACCESS

The development site is ideally located to be accessed on foot and cycle, being part of the wider Brambles Farm area, to the north of the town centre. Please refer to walking diagram on Page 4. The proposals aim to encourage pedestrian movement from the nearby residential population, neighbouring residential areas and commercial development.

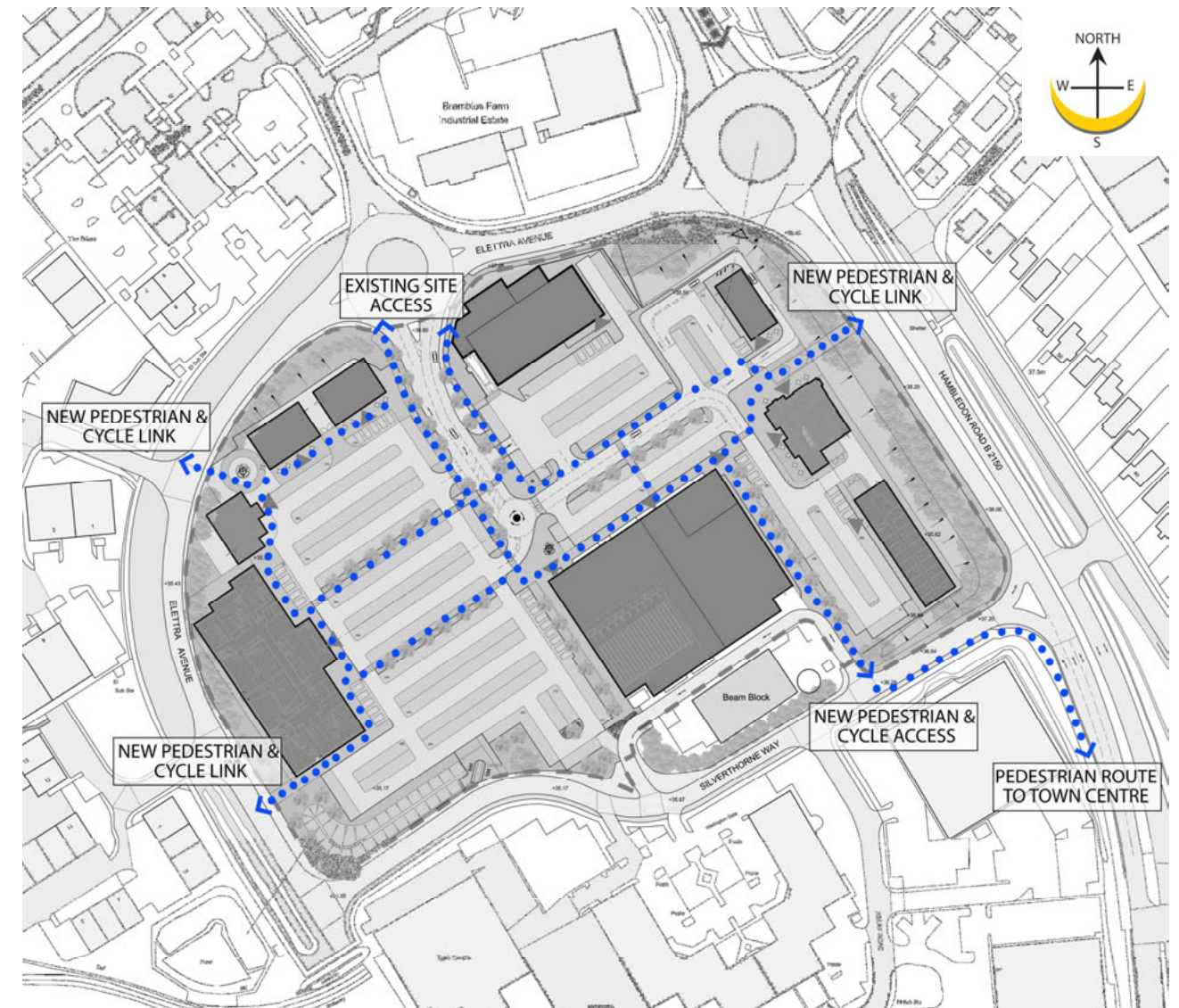
The permeability of the development was paramount in considering the initial concept for the scheme proposals. The development site is well located to be accessed on foot, within walking distance of the Town Centre and surrounding areas. The development seeks to take advantage of the sites sustainable location by enhancing the pedestrian and cycle links with direct access points from :

- Access from the **north** from Elettra Avenue via existing site access and a new pedestrian route running from the north-west corner of the site, opposite Waterberry Drive
- Access from the **east** from Hambledon Road
- Access from the **south** from Silverthorne Way, which itself leads onto Hambledon Road and onto towards Waterlooville Town Centre
- Access from **west** via a new pedestrian route linking into Elettra Avenue, opposite Stratfield Park, then through to the major development land to the south



Waterlooville existing cycle route / network plan

ELETTRA AVENUE - WATERLOOVILLE



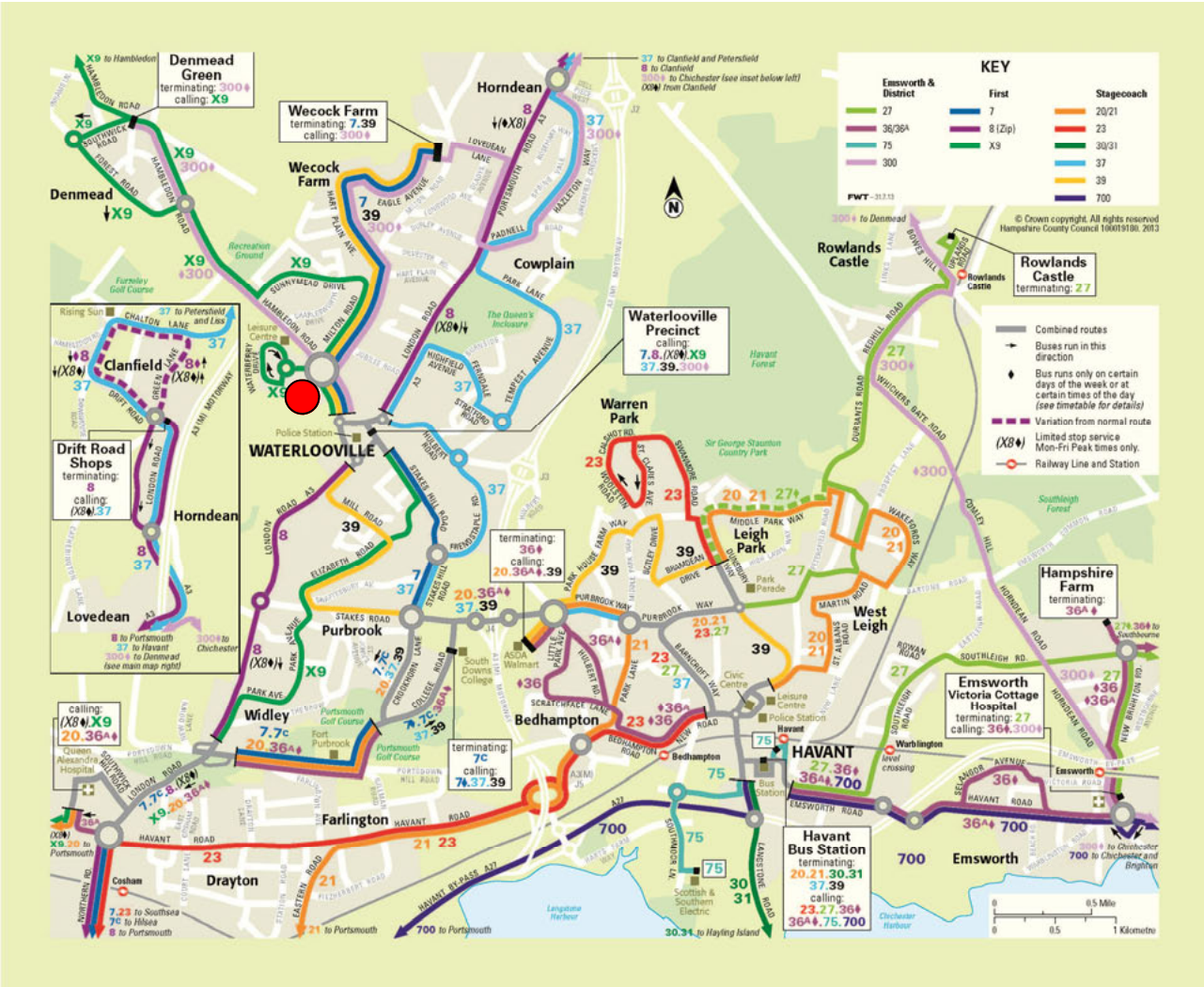
Pedestrian and cycle site access Plan

Further to the on-site proposals, additional land under control of the developer will be dedicated to the local highway authority to facilitate delivery of a new pedestrian and cycle link to the major development site (West of Waterlooville) at the south western corner of the Bramble Farm Industrial Estate. This development benefit will improve connectivity across the local area.

6.0 ACCESS

6.3 ACCESS BY PUBLIC TRANSPORT

As part of these proposals existing bus access is important with good bus linkage with the wider Waterlooville area. These proposals include clear pedestrian routes to existing bus stop locations, including a number of routes that serve Hambledon Road. Please refer to Transport Assessment for further details.



Surrounding bus network

6.4 INCLUSIVE ACCESS - ACCESS FOR ALL



The development will be fully accessible to both customers and staff. Dedicated disabled car parking spaces will be provided located close to the individual building entrances. Access from disabled car parking spaces to the entrances shall be level, with the entrances themselves having a flush threshold ensuring full accessibility compliance.

A number of compliant fully accessible features will be included to provide a ‘inclusive’ design:

- Dedicated disabled car parking spaces available and located close to entrances
- Flush / dropped kerb access throughout
- Flush thresholds throughout
- Main entrance automated opening doors
- Internal doors suitably sized with contrasting door furniture
- Dedicated disabled accessible facilities including compliant toilet
- Wide aisles and facilities throughout the buildings including seating areas and so on
- Walls / floors will have contrasting colour to aid visually impaired users
- Car park illumination.



Accommodation Schedule: (approximate GIA)

- Sub-Total = 350 car parking spaces

- Sub-Total = 267 car parking spaces

- Site Area:**

All information shown is approximate only and based on OS Promap data, therefore this sketch drawing is subject to full line and level topographical survey.

A horizontal number line with tick marks at 0, 10, 25, and 50.

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Rev.	Date	Description	Debit	Credit
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APPENDIX C - INDICATIVE SCHEME VISUALS

