



Client: Hampshire and Regional Ltd.

Project name: Market Parade, Havant

Details: Statement of Community Involvement

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Executive Summary

This report details the format of the pre-application consultation undertaken by Hampshire and Regional Ltd. as part of their commitment to early engagement and consultation with the local community in relation to their proposal to regenerate Market Parade, Havant with 120 new, high quality apartments. It also provides an overview of the comments made in response to the proposals displayed during the consultation process.

Hampshire & Regional Ltd. has undertaken public consultation in September 2014 to enable the local community to view and comment on its proposals to redevelop the Market Parade, Havant. 31 local residents and Councillors attended the exhibition and 11 comment forms were received.

89% of respondents indicated full or qualified support for the proposals.

Respondents were pleased with how the scheme had evolved although some concerns were raised about the height and appearance of the scheme. Nevertheless respondents acknowledged the need to regenerate Market Parade.

Hampshire & Regional has carefully considered all of the feedback received from the public consultation programme before progressing with the planning application.

Background

The site comprises 35-51 Market Parade and the former Star Public House in Havant, Hampshire, a brownfield site in the town centre. Hampshire & Regional proposes to redevelop the site with 120 high quality apartments over ground floor commercial units and coupled with public realm improvement works.

Statement of Community Involvement

Hampshire & Regional has conducted their pre-application consultation in line with Havant Borough Council's Statement of Community Involvement (SCI) guidelines, together with embracing the aspirations of the Localism Act 2011 and the National Planning Policy Framework (the Framework).

The Framework continues to place emphasis on pre-application engagement with local authorities, other parties and the local community. The Framework states that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better co-ordination between public and private resources and improved outcomes for the community (paragraph 188).

Hampshire & Regional appointed community consultation specialists Vuepoint Consulting to assist them in pro-active pre-application consultation.

Methodology

Prior to the submission of a planning application and as part of Hampshire & Regional's commitment to informing and consulting with the local community, a public exhibition was held

in the United Reform Church, Elm Lane, Havant on Wednesday 17 September 2014 between 3:00 pm and 7:00 pm. The exhibition venue was located nearby to the development site, accessible to the disabled and clearly signposted.

Local Councillors were provided with the option of previewing the public exhibition between 2:30 pm and 3:00 pm so that these important stakeholders had the opportunity to meet with the development team on a one-to-one or small group basis to discuss in detail their thoughts on the scheme.

Local residents and Havant Borough Councillors were written to a week prior to the event inviting them to attend (Appendices A and B).

The exhibition showcased Hampshire & Regional's proposed scheme for the redevelopment of Market Parade and provided the local community with a valuable opportunity to view and comment on the proposals. Attendees at the exhibition were able to meet with representatives of the development team who were available to explain the proposals and answer any questions that attendees raised.

To further facilitate consultation with the local community and for those people that were unable to attend the exhibitions, a Freephone information line was established to allow members of the local community to request information and leave their feedback with the development team.

Invitees

Neighbouring Properties

207 properties in the local area were invited to attend the public exhibition. A map of the neighbouring properties can be found in Appendix C.

Local Politicians

Havant Borough Council St Faiths Ward Members
Havant Borough Council Cabinet Member for Planning and Built Environment
Havant Borough Council Development Management Committee Members
The Member of Parliament for Havant

A full list of the invited Councillors can be found in Appendix D.

Feedback Mechanisms

Comment forms were provided at the exhibition for respondents to complete and return at the event in the comment box provided.

The comment form asked respondents if they supported the regeneration of Market Parade and also provided space for more general feedback. A copy of the comment form can be found in Appendix E.

For those unable to attend the exhibitions, the exhibition materials (Appendix F) could be requested through the Freephone information line included on all correspondence. This allowed respondents to make further comments, leave additional feedback and to ask questions of the development team.

Feedback and Analysis

The exhibition was attended by 31 local residents and Councillors who took the opportunity to view the proposals. 18 comment forms were received either at the exhibition, or via the freepost service.

Question 1:

Do you support the regeneration of Market Parade, Havant?

Yes	9	50%
Yes, with reservations	7	39%
No	1	5.5%
No comment	1	5.5%

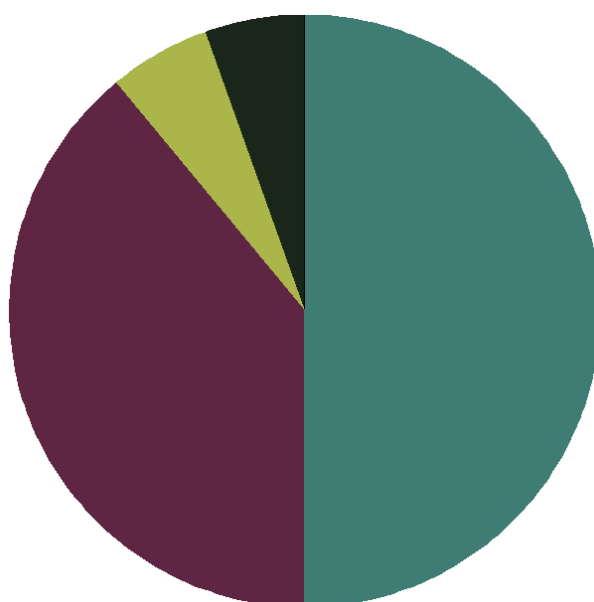


Fig 1: Percentage response to question 1

Question 2:

Additional comments:

Design	
Dialogue with HCS and residents has resulted in a great design improvement	8
The structure is too high	5
Design must be fairly traditional to fit in with local vernacular	3
It does not fit in with the rest of the town	2
Please leave plenty of space in the park for tennis, cricket etc	2
Find the gentle, rounded aspect pleasing	1
It will be a great improvement to Havant	1
The finished structure should be easily maintainable and not allowed to become tatty like the present building	1
Good heights and materials proposed	1
Looks good	1
It is fitting that the tallest building in the Borough is in the centre of Havant	1

As it is in such a prominent position, no expense should be spared in terms of materials design and no corners should be cut in its construction	1
The height of the building has already been dealt with by the Council	1
Flats will attract low cost public and private rental	1
The plans for improving the area must be followed through	1
The station area and access seems fanciful	1

Need	
Market Parade has long needed redevelopment	6
I do not think that the retail units will be taken up as there are many empty units already	2
Restaurants or retail uses on ground floor would add value	2
Concerned that take up of the retail units might affect Havant town centre	2
Public toilets should be included	1

Transport Infrastructure	
There is a lack of parking for visiting the shops	1

Site Location	
There are other derelict sites in West Street and East Street that need developing	1

Miscellaneous	
The people that abuse Havant now will carry on doing the same	1
Concerned that the area would be allowed to deteriorate	1
Dialogue is important for all sides for a successful outcome	1
The exhibition was quite low-key and was not advertised outside	1
Concerned with disruption to local businesses during construction	1
Concerned that this will set a precedent for redevelop where existing business currently operate on Market Parade	1
Concerned it may prove to be a 'white elephant'	1

Analysis of Key Responses:

Design

From the responses received it is clear that the design of the scheme is of chief concern to local residents. 44% of respondents commented that the scheme presented at the exhibition was a significant improvement over the previous iteration. 28% of respondents were concerned over the height of the proposed scheme.

17% of respondents felt that the scheme will fit in with the local vernacular and 11% of respondents did not feel that this had been achieved.

Need

33% of respondents acknowledged that the area was in need of regeneration although 11% of respondents were concerned that the proposed commercial units would not be filled and another 11% of respondents were concerned that the commercial units would impact on Havant town centre.

Transport

One respondent did not feel that the scheme had enough parking.

Site Location

One respondent highlighted that other areas in Havant are also in need of regeneration.

Amendments to the scheme

Following careful consideration of and in response to the feedback received from the exhibitions, Hampshire & Regional has taken the opportunity to amend the proposed scheme in the following areas:

Height

The feedback that was received on the scheme highlighted and confirmed the importance of the site and it was agreed that a taller building could be designed to create a sense of place and provide a landmark feature for the town. In addition it would provide a visual reference point for the arrival into the Town of the rail commuters.

The scheme was therefore revised to move the feature tower away from the Market Parade plaza corner to a new position adjacent to the Railway forecourt. The tower would then act as a gateway to the rest of the town and strengthen the visual link between the railway and bus terminal.

As a result the remaining bulk of the building was lowered in sympathy to its neighboring surroundings.

Basement Level

Concerns were raised over the amount of residential parking within the scheme therefore a basement level was introduced to include approximately 58 spaces. The access point for which was introduced on the less active edge along North Street where an existing access point was already located.

Materials

Concerns were raised regarding the materials, colour and feel for the scheme which was said to be too out of character and potentially only a fashion statement.

Site analysis was taken at an early concept stage and it could be demonstrated there was no real general Architectural style or form for high-rise buildings such as this within the area. The only trend was found to be Victorian and Georgian dwellings consisting of typically brick and tile. This however may not suit the Councils idea of a “Landmark contemporary Scheme” and of its age.

Therefore the materials were altered to reflect a more domestic character while taking on a contemporary feel. The use of brick and small amount of timber and one other colour rationalized the building and provided a softer more traditional feel more in keeping with Havant.

Form

As a result of the building being reduced in size, the form and architectural elements were revised to reflect a simple, elegant architectural style that was sympathetic to its surroundings and took on the proportions of its architectural neighbors.

Window position and styles were developed based on proportions found on the majority of other buildings within the town centre. The architectural style was carried around the building using simple easily readable elements.

Additional curved elements were included with active edges providing a sense of visual interest and visual termination to street scenes.

Approach

The feedback was very positive however Hampshire and Regional were very keen to work with the local stakeholders and Civic Societies to move the project forward and answer some of the concerns they had.

Conclusion

In line with the Framework, Havant Borough Council's SCI and Hampshire & Regional's commitment to informing and consulting with the local community an engagement programme was undertaken which enabled the development team to explain the context of the proposals to participants, encouraging questions and answering queries. The public exhibition was attended by 31 local residents and Councillors, who took the opportunity to view and comment on the plans before the submission of a planning application and to have the scheme explained to them on a one to one basis.

18 comments were received from the exhibition with **89% of respondents expressing full or qualified support for the proposals**. Respondents' generally approved of how the scheme had evolved through consultation and acknowledged that Market Parade was in need of regeneration.

A minority of respondents were concerned by the height and the appearance of the proposed scheme.

Hampshire & Regional has carefully considered all feedback from the consultation programme before progressing with the planning application.

Appendices

Appendix A – Resident Invitation

Appendix B – Councillor Invitation

Appendix C – Resident Map

Appendix D – Councillor List

Appendix E – Exhibition Comment Form

Appendix F – Exhibition Materials

Appendix A – Resident Invitation

Freephone Information Line: 0800 112 3540

Title
Address

«County»

9 September 2014

Dear Sir or Madam

Invitation to a public exhibition for residential and commercial proposals at Market Parade, Havant, PO9 1PY

I write to you on behalf of my client, Hampshire & Regional Property Group, in regard to proposals for the above site. A site location plan can be found on the reverse outlining the potential development area. This proposal is for a mixed-use development consisting of approximately 120 residential apartments over ground floor commercial units, coupled with public realm improvement works.

As a local resident Hampshire & Regional Property Group are pleased to invite you to a public exhibition to view, discuss and hear your thoughts on the proposed scheme.

The exhibition will take place on:

Date:	Wednesday 17th September 2014
Time:	3:00 pm – 7:00 pm
Location:	United Reform Church, Elm Lane, Havant, PO9 1PP

The exhibition will provide a valuable opportunity for local residents to view and comment on the proposals. These views will provide useful feedback which will be used to inform the preparation of a planning application. The development team are looking forward to welcoming you and talking through any questions you may have. Comment forms will be available for attendees to provide a written response on the day or send back to us later via a Freepost service.

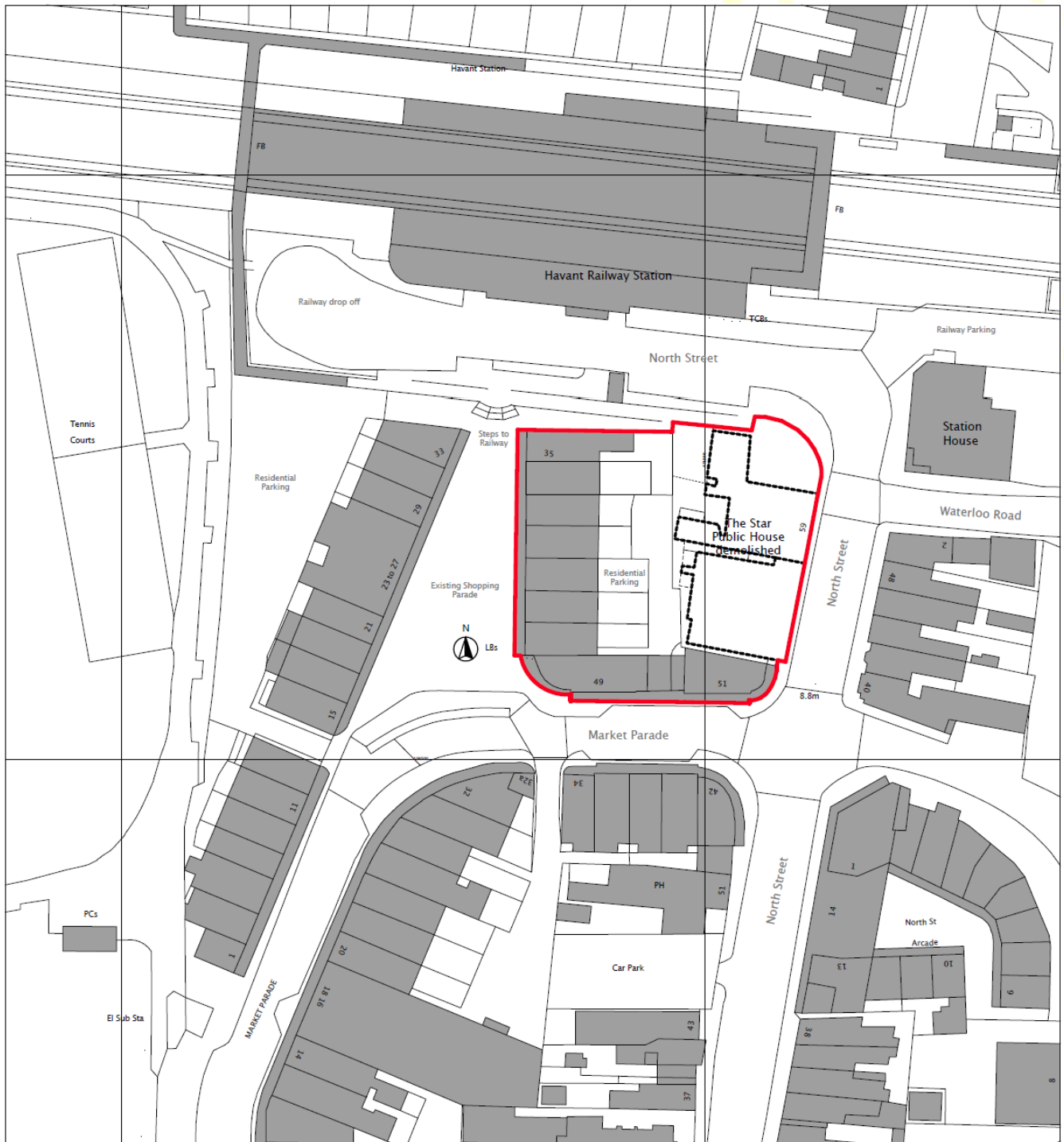
We hope to welcome you to our exhibition however, if you are unable to attend the event and would like to request further information please call us on the Freephone information line (0800 112 3540) and our team will be pleased to help.

Yours sincerely



Naomi Crassweller

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Appendix B – Councillor Invitation

Freephone Information Line: 0800 112 3540

Cllr Name
Address

9 September 2014

Dear Cllr Name

Invitation to preview a public exhibition for residential and commercial proposals at Market Parade, Havant, PO9 1PY

I write to you on behalf of my client, Hampshire & Regional Property Group, in regard to proposals for the above site. A site location plan can be found on the reverse outlining the potential development area. This proposal is for a mixed-use development consisting of approximately 120 residential apartments over ground floor commercial units, coupled with public realm improvement works.

As a Borough Councillor we appreciate that you will have specific questions regarding the proposals so Hampshire & Regional Property Group are pleased to invite you to a preview session of the public exhibition to view, discuss and hear your thoughts on the proposed scheme.

The preview will take place on:

Date:	Wednesday 17th September 2014
Time:	2:30 pm – 3:00 pm
Location:	United Reform Church, Elm Lane, Havant, PO9 1PP

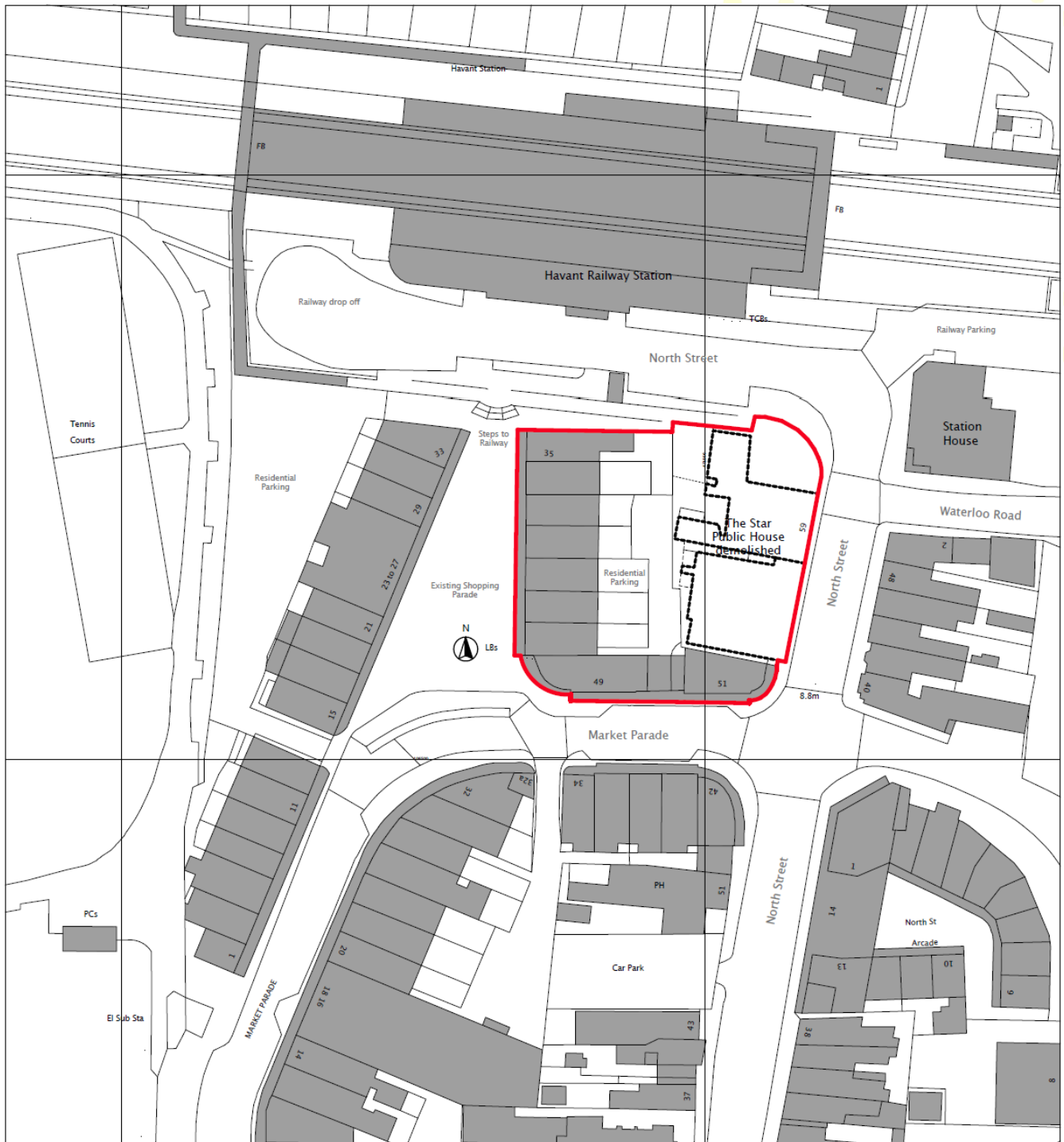
If you are unable to attend the preview session then please feel welcome to attend the main exhibition which is held on the same day from 3.00pm till 7.00pm. The exhibition will provide a valuable opportunity for local residents to view and comment on the proposals. These views will provide useful feedback which will be used to inform the preparation of a planning application. The development team are looking forward to welcoming you and talking through any questions you may have. Comment forms will be available for attendees to provide a written response on the day or send back to us later via a Freepost service.

We hope to welcome you to our exhibition however, if you are unable to attend the event and would like to request further information or a separate meeting please call us on the Freephone information line (0800 112 3540) and our team will be pleased to help.

Yours sincerely

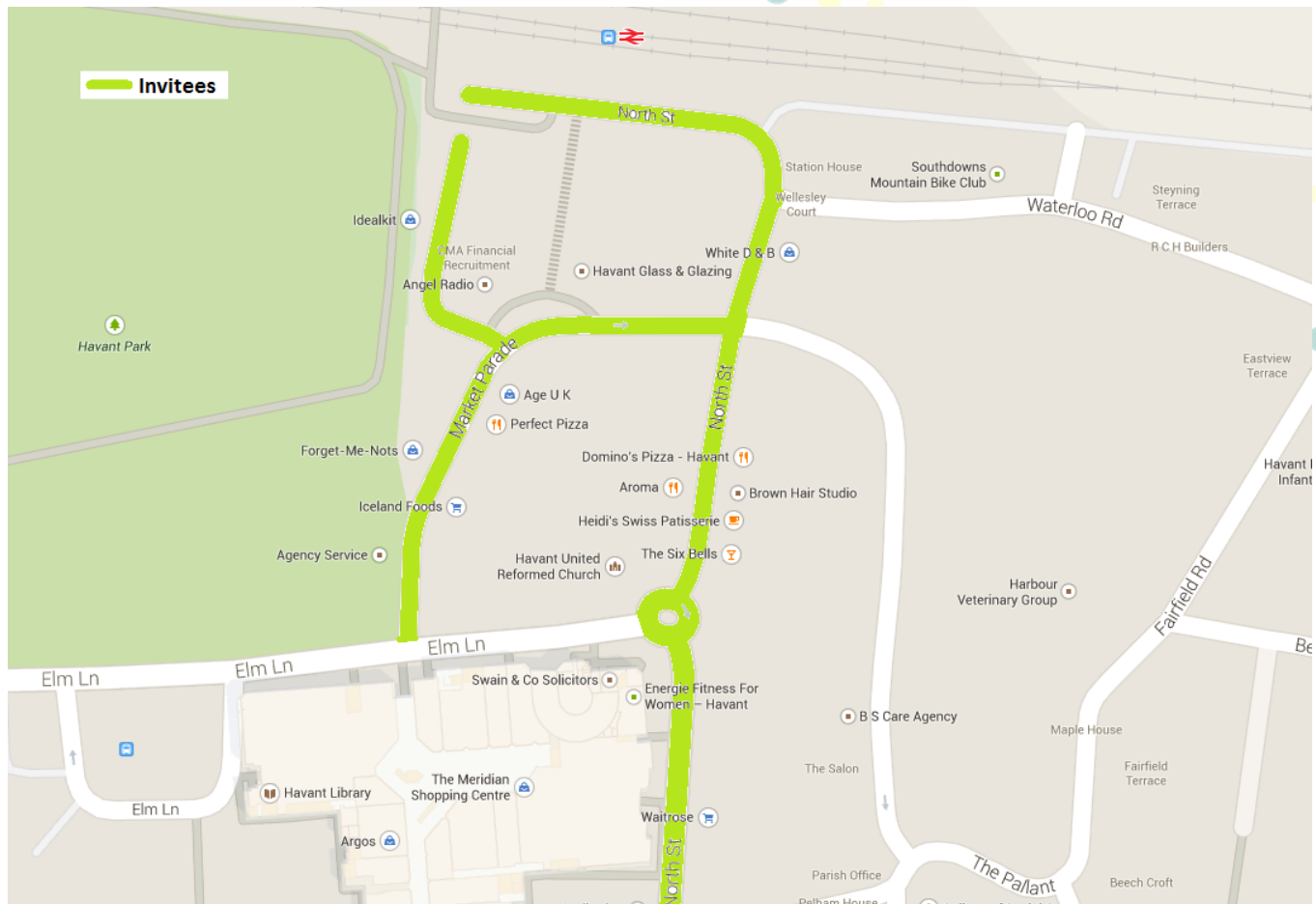


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Appendix C – Resident Map



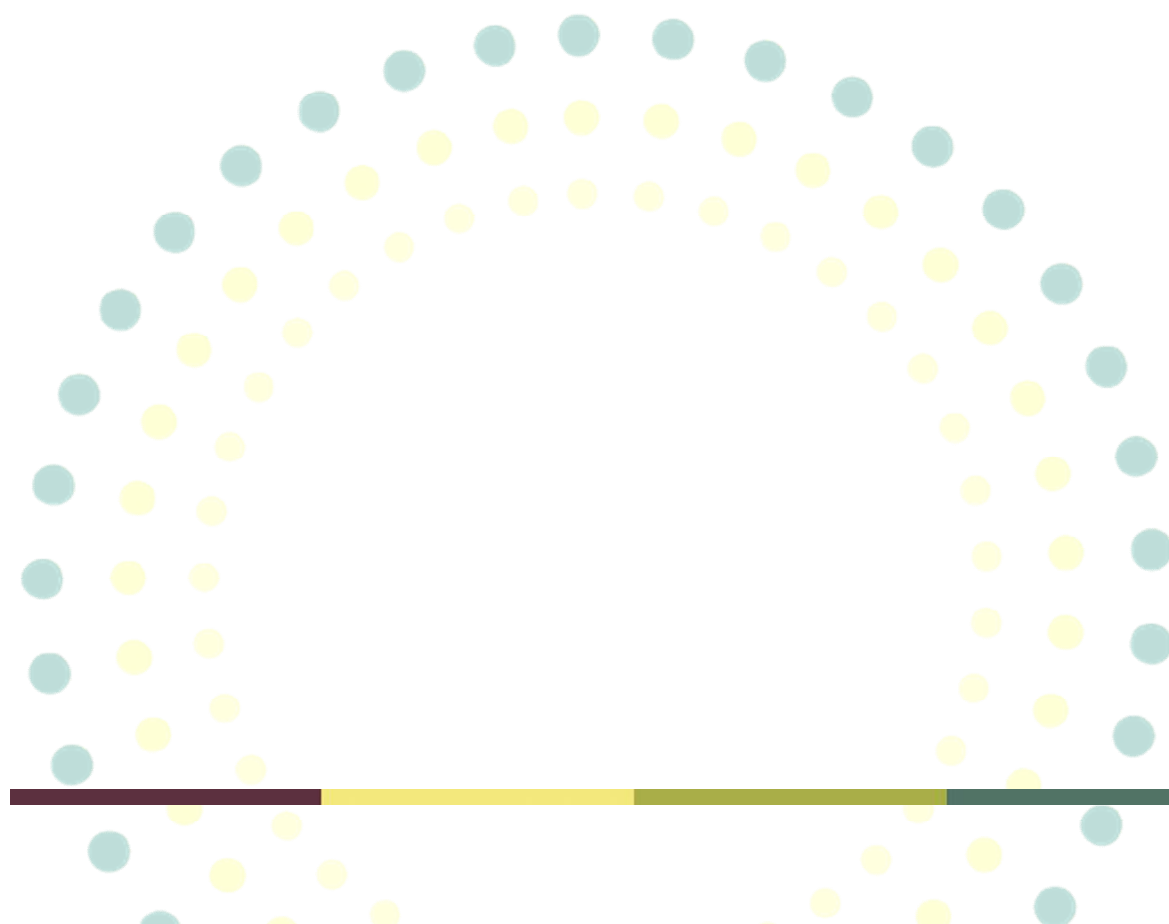
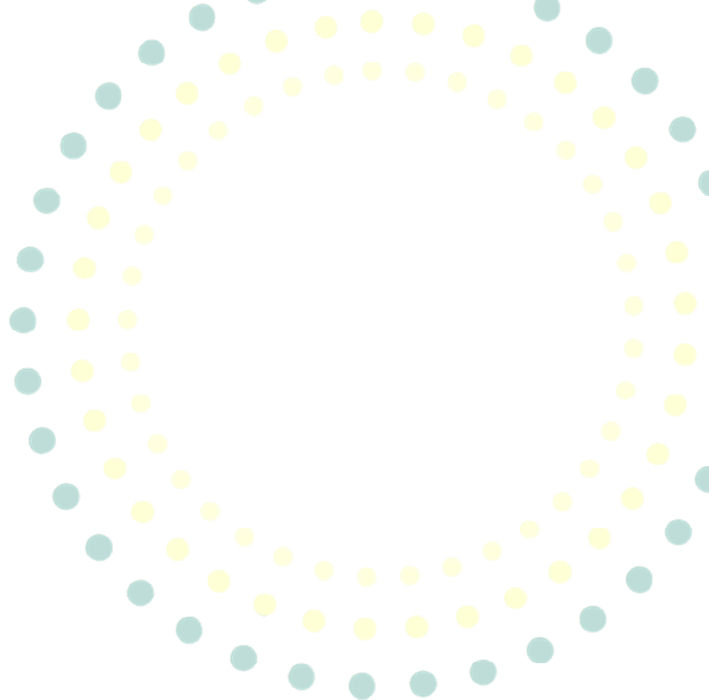
In addition the following groups were also invited to attend the exhibition:

- Emsworth Design Forum
- Manor Close Residents Association
- North Havant Residents Association
- Havant Sixth Form College
- Network Rail
- Havant Business Association
- Havant District Liaison Group
- Havant Civic Society

Appendix D – Councillor List

Councillor	Ray	Bolton	Conservative	Ward Member for St Faiths Ward & County Councillor
Councillor	Jackie	Branson	Conservative	Ward Member for St Faiths Ward
Councillor	David	Guest	Conservative	Ward Member for St Faiths Ward & Cabinet Lead for Planning & Built Environment
Councillor	Elaine	Shimbart	Conservative	Chairman of Development Management Committee
Councillor	Paul	Buckley	Conservative	Vice Chairman of Development Management Committee
Councillor	Richard	Brown	Labour	Member of Development Management Committee
Councillor	Rory	Heard	Conservative	Member of Development Management Committee
Councillor	Cyril	Hilton	Conservative	Member of Development Management Committee
Councillor	David	Keast	Conservative	Member of Development Management Committee
Councillor	Leah	Turner	Conservative	Member of Development Management Committee
Councillor	Richard	Galloway	Conservative	Substitute Member of Development Management Committee
Councillor	Terry	Hart	Labour	Substitute Member of Development Management Committee
Councillor	David	Smith	Conservative	Substitute Member of Development Management Committee
Mr	David	Willetts MP	Conservative	MP for Havant

Appendix E – Exhibition Comment Form



Appendix F – Exhibition Materials

