
DESIGN AND ACCESS STATEMENT

FOR
HARGREAVES



WATERLOOVILLE - FORMER BAE SITE,
ELETTRA AVENUE

Plot A

08 JULY 2015



51 Great Marlborough Street
LONDON
W1F 7JT

0870 777 6292

www.rapleys.co.uk

Regulated by RICS

Our Ref: HTD/286/36/1

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1 INTRODUCTION

- 1.1 This Design and Access Statement (DAS) has been prepared by Rapleys LLP on behalf of Hargreaves, the applicants for the proposed foodstore (proposed to be occupied by Lidl (UK) on plot A on the site of the former BAE Systems Park, Elettra Avenue, Waterloooville. This DAS should be read in conjunction with the other documents submitted as part of the application, in particular the Planning Statement and the Retail Assessment.
- 1.2 It is a statutory requirement to submit a Design and Access Statement with planning applications for major development, as set out in the Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013.
- 1.3 The applicant seek planning permission for the erection of a single storey retail unit (Use Class A1), measuring 1,834sqm (Gross Internal Area) with a net sales area of 1,286sqm for use as a foodstore with 102 customer car parking spaces. The new unit is proposed to be occupied by Lidl.
- 1.4 The Lidl proposal is part of the wider redevelopment of the former BAE Systems site, as allocated in Policy WA2 of the Local Plan (Allocations) Document, for uses defined as economic development in the NPPF, including leisure uses and a hotel subject to viability.
- 1.5 This Design and Access Statement explains the design principles and concepts that have been applied to the development, demonstrating how the context of the development has been appraised and how the design of the development takes that context into account. It explains the approach taken to access to the development.

2 ASSESSMENT OF THE SITE AND ITS SURROUNDINGS

2.1 This section explains the physical context of the application site and its surroundings.

APPLICATION SITE

2.2 The site measures approximately 0.75ha and is located in the south-west corner of the former BAE Systems site. The site is located 0.6 miles to the north-west of Waterloooville town centre, it is bounded by Elettra Avenue to the north and west, Hambledon Road (B2150) to the east and Silverthorne Way to the south. The site is accessed from a roundabout on Elletra Avenue.

2.3 The application site has no buildings, structures and is cleared and relatively flat. A small number of trees are present along the western boundary of the site. Photographs of the site are included below:



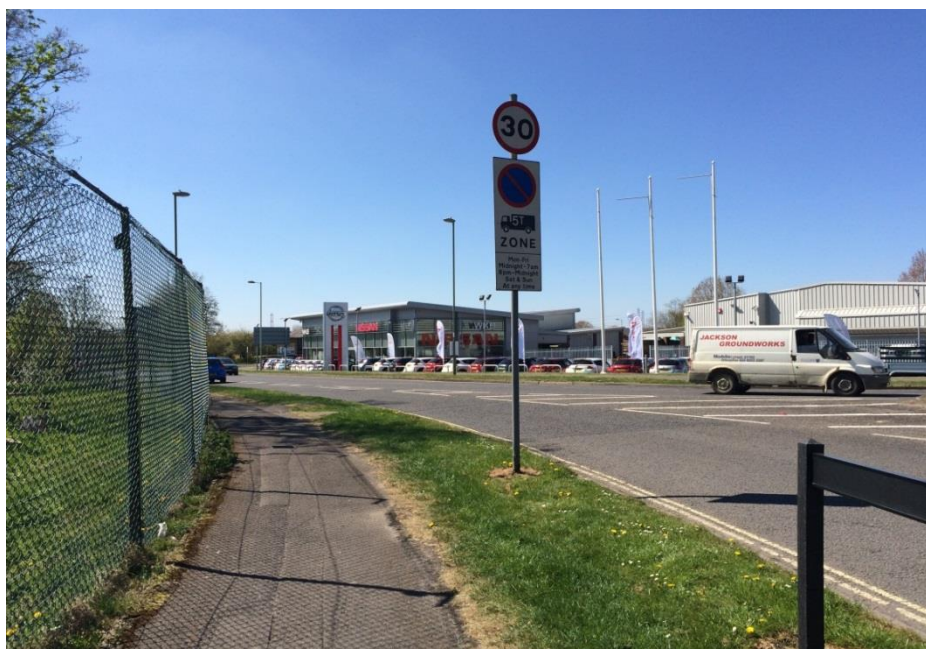
View into site from Elettra Avenue



Site from Elettra Avenue.

SURROUNDING AREA

- 2.4 The site is situated opposite a number of car showrooms on Elettra Avenue. These sites are occupied by contemporary commercial buildings with large areas of car parking.



View of units on the opposite side of Elettra Avenue.

- 2.5 Silverthorne Avenue is dominated by 20th Century employment development, including offices and light industrial units.

- 2.6 To the east of the site, further along Hambledon Road, is the Wellington Retail Park, which accommodates a number of large retail premises, including occupiers such as Sainsburys, TK Maxx and M&S Simply Food.



View east along Hambledon Road towards Wellington Retail Park.

SOCIAL AND ECONOMIC CONTEXT

- 2.7 The site currently provides limited social and economic function as it has been vacant for some time. The application site is within Waterloo ward, the regeneration of the site and new job opportunities will contribute to improving the area.

3 PLANNING POLICY SUMMARY

3.1 A summary of the planning policy for the borough is set out in this section. A fuller analysis of the relevant policies and the proposal's accordance with them can be found in the accompanying Planning Statement. The Development Plan for the site consists of the following documents:

- Havant Borough Council Local Plan, Core Strategy (2011)
- Havant Borough Council Local Plan, Site Allocations (2014)

3.2 The site is allocated for a mixed-use redevelopment in the Local Plan (Allocations) Document (2014), under Policy WA2 to provide economic development as defined by the NPPF, main town centre uses including leisure and hotel uses.

3.3 The National Planning Policy Framework (2011) is a material consideration in the consideration of the application.

3.4 The NPPF confirms that design is a key aspect of sustainable development and should contribute positively to making places that are for people. In these terms it is important to plan positively for the achievement of high quality and inclusive design for all development including individual buildings, public and private spaces and wider area development schemes.

CORE STRATEGY (2011)

3.5 Policy CS16 states that planning permission will be granted for development that is designed to a high standard which helps to create places where people want to live, work and relax. All development should demonstrate that its design, inter alia:

- Responds to, draws inspiration from and respects local context;
- Produces a positive relationship between buildings, street and spaces both existing and proposed;
- Is inclusive by considering the needs of those with disabilities, ensuring safe and convenient access for all;
- Maximises opportunities for mixed use development;
- Mitigates negative environmental impacts; and
- Adapts to the changes needs of its users

3.6 Policy CS20 states that development will be permitted which:

- Is consistent with and contributes to the implementation of the 'Reduce, Manage and Invest' strategy;
- Does not increase congestion and promotes better use of existing transport networks;

- Improves accessibility of goods, services and employment and promotes equality in the transport systems;
- Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network;
- Ensures that highway design responses positively to the characteristics of the area and delivers a high quality public realm for all users;
- Maintains or improves the range of transport modes accessible to the users of the development site with specific emphasis on public transport, especially high quality/frequency buses and includes walking and cycling where appropriate, and
- Improves highway, cycling and pedestrian links between the western built up area of the borough (centred on Waterloooville) and the eastern area of the borough (centred on Havant) to create a strong east/west communication axis that passes through Dunsbury Hill Farm/Leigh Park.

4 DESIGN PROPOSALS

- 4.1 This section analyses the information set out in Sections 2 and 3 in order to identify the key design principles relating to the proposal. Additionally, the approach taken in terms of the proposal's use, amount, layout, scale, appearance and landscaping are set out in this section.
- 4.2 The primary influences on the design proposals are the shape and size of the site and the company's current corporate store design style. The nature and scale of the proposal reflects that of other existing commercial properties in the surrounding area.
- 4.3 The development has been designed to meet the aims of 'Secured by Design' and 'Designing out Crime'. The store's entrance is located off Elettra Avenue and faces the car park, offering good legibility between the vehicle parking spaces and the store entrance. The vehicular and pedestrian accesses are visually open, direct and will be well-used. The car park will be well-lit after dark whilst the store is open. Telescopic bollards are also included within the design to protect the car park when the store is closed.

USE

- 4.4 The proposed new foodstore will comprise A1 retail floorspace. It will have a net sales area of 1,286 sqm and will include a full range of products. Within the store itself, there will be a sales area, along with warehouse and delivery facilities, a freezer room, bakery, manager's office and staff facilities. The majority of the wider site will comprise car parking areas, along with a servicing area, pedestrian and vehicular accesses and associated landscaping. There will be a free customer car park with 102 spaces.

AMOUNT OF DEVELOPMENT

- 4.5 The application site comprises 0.75 hectares, within which the proposed gross internal area of the foodstore is 1,834 sqm, with a net sales area of 1,286sqm.

LAYOUT

- 4.6 The proposed site layout plan (3374/11 Rev J) shows how the proposed buildings will be arranged on site. The access point is to the east of the site on to Elettra Avenue. The parking is located to the south and east with the proposed foodstore to the west.
- 4.7 There are proposed landscaping areas on the site boundaries to provide a soft interface between the site and its surroundings. There should be no impact on amenity as a result of the proposed foodstore as residential properties are a considerable distance from the site.

SCALE

- 4.8 As set out above, the sales area of the proposed foodstore will be 1,286 sqm which accounts for the majority of the new unit's floorspace, reflecting Lidl's efficiency based business model. The proposed foodstore is single storey which is appropriate for the surroundings. The car showrooms on Elettra Avenue extend to between 1 and 2 storeys. The commercial developments on

Silverthorne Avenue and Elettra Avenue extend to a maximum of around 3 storeys and are constructed in a contemporary style.

- 4.9 The scale of the proposed foodstore will also reflect the scale of the retail warehouse development at the Wellington Retail Park on Hambledon Road.
- 4.10 Elevational drawings have been submitted with this application which demonstrates the scale of the proposed building (3374/13 RevA).

APPEARANCE

- 4.11 The new Lidl foodstore will be a contemporary design and will be fresh and modern with crisp detailing. The proposed materials are as follows:
- The external walls will be rendered in white (RAL 9010) panels between grey columns and plinth (RAL 7038). Above this will be aluminium fascias and cladding (RAL 9006).
 - The proposed store entrance will comprise of curtain wall framing (RAL 7038) with false spandel glazing. Columns are to be painted RAL 7038. Above the entrance door will be aluminium fascias and cladding.
 - Roller shutter door (RAL 7038) and glazed door (RAL 7038).
- 4.12 Permission for the proposed illuminated sign will be sought through a separate application for Advertisement Consent. The signs will improve the visibility of the unit and enhance its legibility as a foodstore.

LANDSCAPING

- 4.13 The proposed development will areas of soft landscaping on the northern and eastern boundaries of the site. This landscaped area will incorporate existing trees and a pedestrian route for users of the foodstore and to provide access along Elettra Avenue. The proposals also include hard landscaping, in order to further enhance its appearance, and facilitate the integration of the store itself with the areas of car parking.

SUSTAINABILITY

- 4.14 The proposed Lidl foodstore can contribute to meeting sustainable development targets, helping to limit carbon dioxide emissions, and thereby providing resilience to climate change. Lidl has a corporate environmental policy which ensures that all new stores achieve high standards of energy efficiency. The environmental policy represents a conscious effort to reduce carbon emissions through responsible and considerate operating procedures.
- 4.15 Key features of the company's environmental policy, which will be implemented in respect of the proposed new store, are as follows:

- In heating the foodstore, Lidl will employ the use of a highly efficient condensing boiler, which will recover waste heat from the combustion process. The temperature levels within the store will be controlled by a Building Management System (BMS), and will vary throughout the store dependent on the use of each area:
- LED lighting both internally and externally for the store will be connected to the BMS. The lighting within the store's sales area will be controlled by timers set to the opening times of the store which means that lighting is not left on unnecessarily. The sales area uses full lighting during trading hours and cuts back to one third lighting before and after trading hours to allow for the stocking of the store;
- BMS and LUX sensors also power the external lighting. This means that lights are only on during dark hours and ensures that they do not remain on later than one hour after the store closes;
- Water consumption is carefully monitored and there are sensors on the taps in the toilets, in order to minimise usage and prevent wastage from them being left on;
- Lidl use '4 fan' chiller condenser units, which are externally mounted. These units are designed to omit very little noise and be as environmentally friendly as possible;
- Lidl undertake careful planning of store stock levels, stock availability and deliveries to the foodstore, to ensure unnecessary journeys are avoided and the maximum amount of products possible are delivered per litre of fuel used. In addition Lidl will optimise each delivery by returning all waste to the distribution depot on the lorry's return journey; and
- An Integrated Waste Management Policy which complies with relevant legislation and minimises the impact of the foodstore on the environment will be used, with high packaging recoverability, as a result of Lidl's efficient delivery and stocking system. Lidl will install waste handling equipment, such as a plastic/cardboard baler, into the store.

4.16 Lidl install manually operated 'dock levelling' plates within new stores, which are used in conjunction with a sloped loading ramp. These 'dock levelling' plates replace hydraulic scissor lifts, which were previously used by Lidl, and have significantly higher energy consumption levels.

4.17 The proposed foodstore is located close to the town centre and residential areas in Waterloo, close to public transport links, which will reduce the need of residents to travel longer distances to access convenience store provision and thereby reduce the need to travel by private car.

5 ACCESS

- 5.1 This section identifies the vehicular and transport links and describes why the new vehicular access has been chosen.

VEHICULAR AND TRANSPORT LINKS

- 5.2 A new vehicular access will be formed from Elettra Avenue at its junction with Waterberry Drive. The Park will also benefit from two additional access locations onto Silverthorne Way, in the south central, and south east parts of the Park.
- 5.3 Access into and out of the site will be via two points of access with one access for inbound movements only and one access for outbound movements only.

PEDESTRIAN ACCESS

- 5.4 The Transport Statement identifies the provision of nearby footpaths and local pedestrian routes. There is a pedestrian footpath on the south side of Hambledon Road, to the north of the application site.
- 5.5 There is a pedestrian refuge to enable safe pedestrian crossing of Hambledon Rd approximately 250m to the east of the site.

CYCLE ACCESS

- 5.6 A segregated cycle route is provided on the south side of Hambledon Road, which provides good connectivity to Waterloo Town Centre. Residents within Waterloo can reach the proposed development within an accessible cycle ride.
- 5.7 Cycle parking will be provided in accordance with Hampshire's Car Parking Standards, which for food retail are 1 space per 200sq.m GEA.

PUBLIC TRANSPORT ACCESS

- 5.8 Bus stops are located on the B2150 Hambledon Road which serves Brambles Business Park via Waterberry Drive. The Transport Statement provides a summary of the bus services and timetable.

INCLUSIVE ACCESS

- 5.9 As set out above 102 parking spaces are to be provided, this includes 6 bays for people with disabilities, and 2 bays for parents with children, close to the store entrance.
- 5.10 The store's sliding entrance doors will provide a clear opening which will allow access for all, including those with impaired mobility. The doorway lobby and window design clearly identify the store entrance enhancing its legibility to users.

- 5.11 The site is level and the proposal has been designed to be inclusive in its accessibility. Access to the building will be safe and comfortable for all potential users. Disabled people and those with visual impairments will not be segregated.

6 SUMMARY

- 6.1 This DAS has provided an assessment of the application site and its context, outlined the design principles that have been applied to the development and the approach taken to access. Lidl seeks to provide high quality materials within its built form which will contribute to the regeneration of this disused site. This proposal is considered to be a high quality design solution to provide retail floorspace and meet both consumer and market demand within Waterloooville.
- 6.2 The detailed design of the building focuses on low energy consumption and sustainability. The development will be constructed from sustainable material, where sustainable procurement will be an important contribution. The design incorporates measures to reduce the environmental impact, both through design and the commitment of Lidl to follow best practice to reduce pollution during the construction phase.
- 6.3 The building has a scale which is appropriate and will have a bright, modern appearance and will relate well to the surrounding area. The proposal will bring a previously developed site forward into a viable use and will contribute to promoting a high quality of design in this area of Waterloooville.
- 6.4 The redevelopment of the site will provide the following benefits:
- Redevelopment of a site which is currently vacant;
 - Provision of a new discount food store with 1,286sq.m sales area and 102 car parking spaces;
 - Improved local shopping amenity;
 - Additional consumer choice;
 - New employment opportunities (the provision of up to 40 new jobs);
 - Energy saving technologies reducing the carbon footprint of the development; and
 - High quality design and building fabrics.