

Market Parade – Tall Buildings:

We have already established that this application is a departure from the Council's framework document however this is a key building to act as a starting point for future development and would also act as a catalyst for the wider development planned for the immediate area (Ref: *Guidance on Tall Buildings (2007) English Heritage/CABE*).

Topography:

Typically the topography of the site is relatively flat. The principle gradient and increase in height by approximately 1.5m, is at the top end of North Street and around in front of the railway station forecourt. The ground then falls away at the approach to Havant Park adjacent to the existing bridge link across to the Northern platform.

Character:

Havant town centre contains rather a mix of low-medium rise buildings of various age and quality from 2 storey domestic scale dwellings to tall blocks of apartments. In addition there are car parks, retail / food stores and spires that rise above the domestic level adding to the character of the place. The railway line adjacent to the site does split the area and provides a physical divide to its location. There is no single architectural style for the town as many buildings differ in height, scale, proportion and physical appearance.

The old centre of the town is on a classic crossroad configuration, with the four streets being named North Street, East Street, South Street and West Street, and St Faith's Church at the crossing. There are several natural springs in the area including one a short distance south-west of the church on West Street at the end of Homewell.

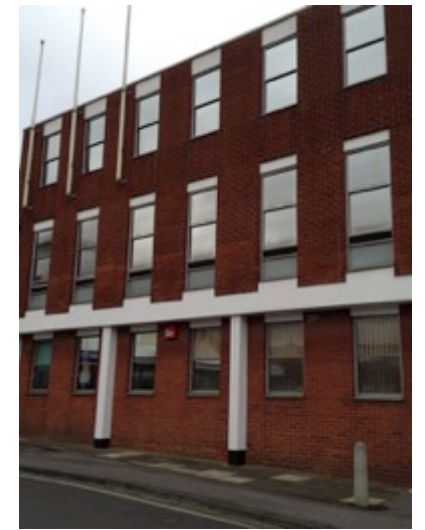
Heritage assets and their settings:

The site itself housed a listed Public House building on the edge of the conservation area. Recently the building has been demolished leaving a boarded up waste ground. The buildings of heritage or of asset to the community are typically found further South around the two churches and Springwell area. The Railways station adjacent to the site can be seen as outdated and of little Architectural asset as it is in need of modernisation and refurbishment. The buildings that surround the site are also in need of repair and were listed in the Havant Borough Council's redevelopment area. The more recent Meridian Centre to the South occupies a large part of the town between the site and the town centre. The building contains a multi storey car park and a shopping centre. The building also fronts onto the park and could easily become part of the wider regeneration of Havant. Additional buildings of any real asset are namely, St Faiths Church, Havant reform Church and the Old House at Home Public House further into the centre of town in the heart of the conservation area.

(Ref: *English Heritage Guidance on the Setting of Heritage Assets, NPPF – Good Quality Design (7), Conserving & Enhancing the historic environment (12).*)



Mix of architecture found around Havant



Heritage Assets – St Faith's Church and the Old House at Home (PH).

Market Parade – Tall Buildings:

Height and Scale:

The scale and massing have been carefully considered and are key to creating this architectural statement. The feature tower provides a clearly identifiable identify and point of entrance to the town and also a visual link from the bus terminal which is currently lacking. Large mature trees and planting can be found surrounding the Park and backing onto the existing plaza.

The features and architectural language of the rest of the development are of a domestic scale which grounds the building into its setting. The proposed building progressively steps down in height as it nears the railway station forecourt providing a sympathetic solution to that part of the site. The tallest part of the building can be found away from the existing dwellings fronting the park and railway entrance.

Early development proposals demonstrated it was uneconomic and not viable to design a development of 4-5 storey with a tower feature as described in the Havant Borough Council's development proposals.

Other tall buildings within the immediate area include the Meridian Centre, Havant Reform Church and more recently South Park Court (being 4-5 storey) along Park Road – B2149. (Ref: *Building in Context (English Heritage/CABE)*)

Urban grain and Streetscape:

The building itself mimics and follows the footprint of the existing structure currently found on the site. The building follows the curve of the street providing visual connection around the site. As the ground floor supports retail / commercial units, the aim would be to provide interest and movement at street level. It is the intention to allow some of the units to "spill out" onto the street or central shopping plaza. These are intended to be restaurants or cafes that promote an evening culture that promote a bright and interesting street scene. The building itself follows the urban grain of the town by continuing the built form currently found in this small site.

Open Spaces:

The proposals include private amenity spaces that are currently lacking in this part of the town. The site itself is in close proximity to Havant Park offering sport facilities and recreation for the local community. Additionally there are a number of sports clubs including tennis, hockey, football and cricket found locally. All have their own open space and provide green open spaces nearby. Additionally there are large playing fields associated with schools and Colleges within a short distance away. Further the the South supports the Coastal regions of Langstone and Portsmouth Harbor. (Ref: *Valuing Places (English Heritage) 2011*)



Site view down North Street towards the railway.



Meridian Centre and view of the Park.



Market Parade – Tall Buildings:

Important Views:

As a visitor to Havant an important view is from the railway line either coming from London from the North or Portsmouth Harbor to the West. Havant Station is used by over 1 million commuters per year as a mainline station linking the South to London City centre. The building will act as a gateway to the town and provide a point of reference and identity that is currently lacking in the town.

At present the existing view down North Street from the town centre is blocked by the staircase towers providing pedestrian access across the railways tracks. Set next to the towers can be found a large advertising board. The new scheme will provide a coherent building form that wraps around the site providing a quality and style that Havant desperately needs. Other views include the visual link between the bus terminal and the site, the view across the park from the main entrance road (Park Road) and the car park to the North of the railway line.

In addition the building itself will offer its residents long distant views over Havant park towards Portsmouth and also back across the town.

Effect on the skyline:

Obviously a building of this size will effect the skyline. This is made more apparent as there is less built form currently on site.

The principle of the scheme is to provide a building that raises the quality, style and enjoyment of the area reinforcing our vision for the new place. It is intended that the building acts as the first stage of redevelopment for this area and will help to start to create a special place for the visitor and local community.

The building will become an important part of the town and will offer the opportunity for regeneration to this run down area.

Any new development will effect the skyline, however this is the intention. To be a viable development that not only offers accommodation, retail and commercial usage has connections to the existing urban pattern and which takes the advantage of its current constrained Island location, will need to depart from the current height Havant suggested in its 2006 report.



View of bridge link over tracks.



Massing view and skyline impact from North of the Railway and across the Park from Park Road.



Appearance



Market Parade – Examples of Elevation Treatment:



Facing Brick with amenity balconies and inset openings



Stepped building leading to a feature tower



Hard and Soft landscape to Public Plaza

Market Parade – Examples of Elevation Treatment:



Feature building addressing street corners



Apartment Buildings addressing Public open space

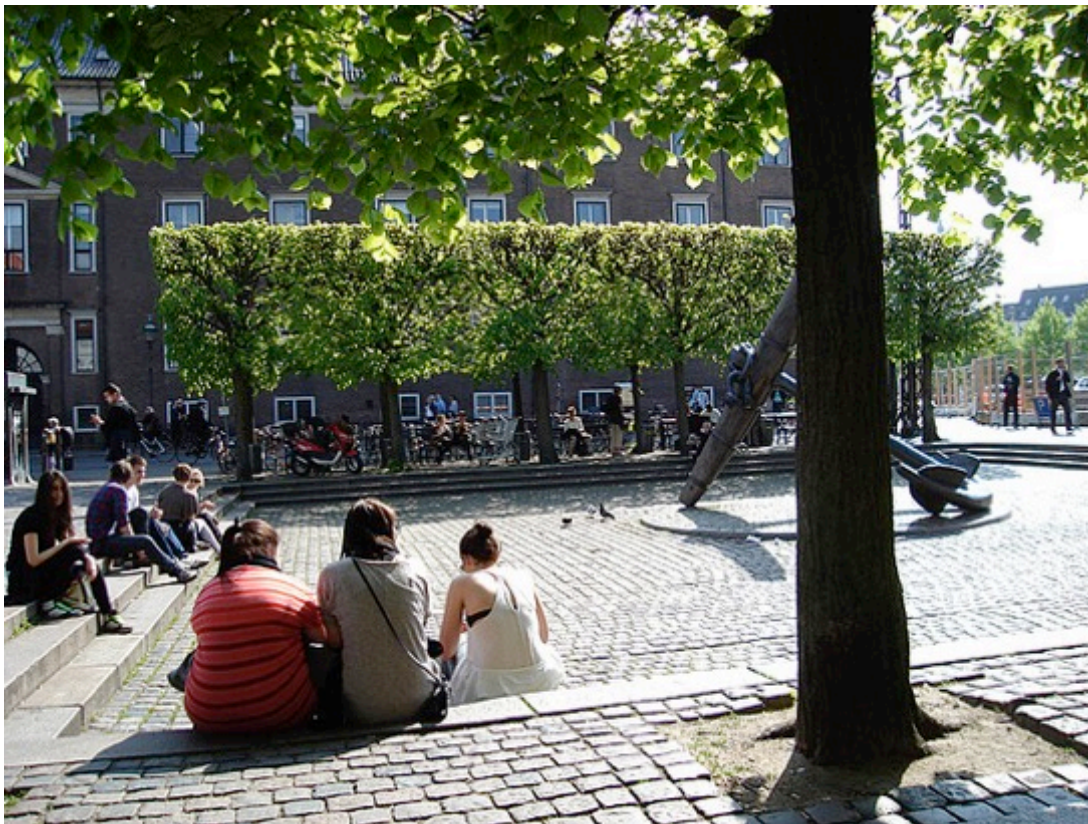
Market Parade – Examples of Elevation Treatment:



Potential for ramp to Railway Station forecourt



Potential for ramp from Railway Station forecourt into shopping plaza



Potential for Public Meeting place



Restaurants and cafes within shopping plaza



Feature Tower creating landmark for Railway Station and visual link to Bus Terminal

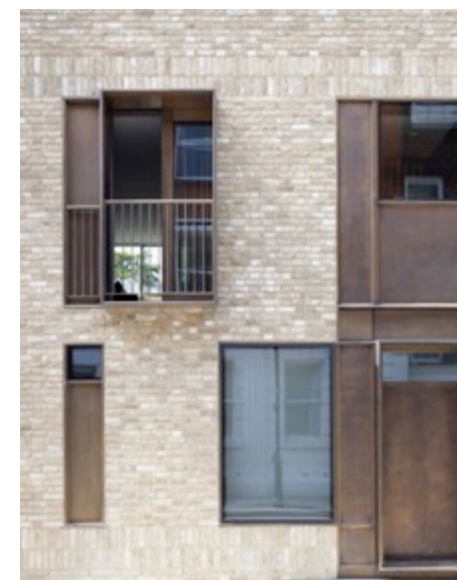
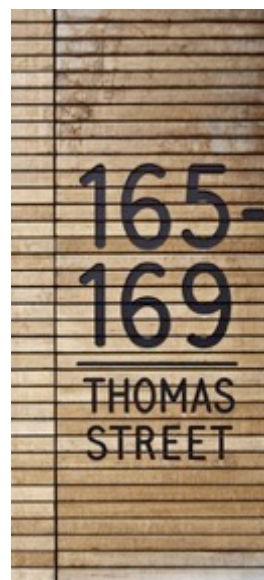


Retail units opening onto Shopping plaza looking towards the Railway Station

In Conclusion

From the Public and Stakeholders comments it can be seen that 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 and now feel that this planning application provides the best solution for the Town centre site.



Signage, louvres, bricks and windows surrounds