
Concept Masterplan

on behalf of



in respect of the site at:

Waterlooville – former BAE Site,
Elettra Avenue

First Iteration

22 APRIL 2015



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1 INTRODUCTION

- 1.1 This first iteration of the Concept Masterplan has been prepared by Rapleys LLP on behalf of Hargreaves Properties Ltd (the “Developer”) in support of the Developer’s aspirations to redevelop the former BAE Systems Technology Park on Electra Avenue, Waterloooville (the “Site”). The Site is illustrated on the plan attached at **Appendix 1**.
- 1.2 As the local authority is aware through a number of meetings and correspondence with officers, one of the Developer’s associated companies has recently acquired the freehold of the Site, and is committed to delivering beneficial economic re-use of it. Given the size of the Site and the nature of commercial demand for it, it is not feasible for it be brought forward by a single occupier, and instead the Site will be occupied by a number of different businesses in a mix of complementary uses. To this end, the Developer and its marketing agents are liaising with a number of leisure and other commercial occupiers in order to identify occupiers.
- 1.3 This Concept Masterplan has been prepared with the agreement of the Local Authority, to accompany full planning applications for individual plots, as occupiers come forward. The Masterplan is an indicative document only, intended to provide the Local Authority, and other stakeholders, with an overarching context and vision for the Site, and provide confirmation that the evolution of the Site is in accord with the Development Plan (particularly its policy allocation) and other material considerations in terms of land use. In this respect, the Concept Masterplan is designed to be an iterative and flexible document, which will evolve over time as occupier interest manifests itself, and as individual plots come forward for development.
- 1.4 To illustrate the Developer’s vision, this Concept Masterplan is divided up into the following sections.
- The Site and its surroundings;
 - The planning history of the Site;
 - Relevant planning policy;
 - The vision for the Site, and how it is envisaged that this will be delivered;
 - Planning considerations;
 - Other matters, at the request of the local authority, and
 - Conclusions.
- 1.5 The Concept Masterplan concludes that the Developer’s vision of the Site is entirely appropriate to bring the Site back into beneficial use, not least as it accords with the Development Plan, National Policy and Guidance, and on this basis it should be supported by the Local Authority.

2 SITE AND SURROUNDINGS

THE SITE

- 2.1 The Site formerly operated as the BAE Systems Technology Park and comprises 5.15ha of previously developed land. The Site is located 0.6 miles to the north-west of Waterlooville 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.
- 2.2 The existing main access to the Site from the north is via Elettra Avenue roundabout, with a dedicated highway arm into the Site. There is a secondary access from the south off Silverthorne Way.
- 2.3 The Site accommodates one structure, the building known as E Block. The rest of the Site is cleared, but in addition to the aforementioned extant buildings, it formerly accommodated the following:
- The main building – A three storey-complex accommodating 19,498sq.m of Class B1(c) research and development use, and
 - An ancillary restaurant – 973sqm.
- 2.4 These two buildings were demolished in 2013. There is also an extensive parking area comprising 863 parking spaces largely located to the south western side of the Site, accessed off Elettra Avenue.

SURROUNDINGS

- 2.5 Immediately to the south of E Block is Beam Block, a single storey building that is not in the ownership of Hargreaves, and does not form part of its future aspirations for the site.
- 2.6 More widely, the site is surrounded by a mix of uses. To the immediate north and east, there are commercial premises (including WKB car showroom and garage), offices, warehousing and residential development. Further to the north there are substantial areas of residential development and open land. To the south and west respectively, is open land beyond the commercial development immediately neighbouring the Site.

3 PLANNING HISTORY AND CONTEXT

- 3.1 A summary of the Site's key planning history is attached at **Appendix 2**. The following applications are relevant.
- 3.2 On 31 July 2013, outline planning permission (Ref: AP/12/00652) was granted for "the demolition of the main office building and ancillary restaurant and the redevelopment to provide business units (Class B1, B2 and B8), car showroom drive thru restaurant, hotel and restaurant".
- 3.3 Since the approval of the above application, an outline application (Ref:APP/13/00893) for an alternative scheme was submitted by the previous owner of the Site in September 2013. The application sought outline planning permission for the following development:
- "Mixed-use employment, leisure and retail development to comprise demolition of Main Building and erection of Class C1 hotel, Class D2 cinema, 3No. Class A3 restaurants, Class A4 public house, Class A3/A5 drive-thru restaurant, Class A1 foodstore and retention of E Block for use as Class B1 offices or conversion to Sui Generis bowling complex, Class D2 health and fitness centre, and Class A3 restaurant".*
- 3.4 At a meeting in December 2013, the Planning Committee resolved to grant planning permission for the proposal, subject to the completion of a s.106 agreement. However, following extensive discussions relative to the s.106 agreement, the application was formally withdrawn by the Developer on the 28 January 2015.
- 3.5 The application was withdrawn as it was considered that to proceed with the development by way of a single overall consent was impractical because of the commercial and financial implications that would ensue. As a result of this, the Developer has proposed an amended application approach to bespoke submissions for individual plots, enabled by a full planning application for a vehicular route through the Site. The local authority has confirmed that this approach is acceptable in principle, and it is discussed in further detail in Section 5 of this document.
- 3.6 Notwithstanding the withdrawal of the second application, evidently the proposed range of uses within this proposal were considered acceptable, in planning terms, by the local authority, thereby establishing the principle of a wide range of employment generating uses, including retail and leisure uses, at the Site.

4 PLANNING POLICY

4.1 This section provides a summary of the relevant planning policy, as set out by the National Planning Policy Framework (2012), the Local Development Plan for Havant Borough Council.

NATIONAL POLICY

4.2 The National Planning Policy Framework ('NPPF') (2012) sets out national planning policy and guidance in terms of securing sustainable development.

4.3 The NPPF is underpinned by a presumption in favour of sustainable development which the document identified as a "golden thread" running through both plan-making and decision-taking.

4.4 In these terms, paragraph 14 advises that Local Planning Authorities should seek to approve development proposals that accord with the Development Plan without delay, whilst also granted permission for proposals in instances where the Development Plan is absent, silent or relevant policies are out of date unless the impacts of doing so would significantly outweigh the benefits.

4.5 The NPPF identifies core planning principles (paragraph 17) to underpin both plan-making and decision-taking and these principles are that planning should, inter alia:

- Be plan-led;
- Not simply be about scrutiny, but be a creative exercise to find ways to enhance and improve places in which people live their lives;
- Encourage the effective use of land by reusing land that has been previous development, and
- Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings.

4.6 In order to achieve the delivery of sustainable development, the NPPF sets out several underpinning aims, which provide the context of assessment of development proposals.

4.7 The different aims – in so far as they are relevant to the assessment of this application – are set out in turn below.

Building a Strong, Competitive Economy

4.8 The NPPF confirms that the Government is committed to ensuring that the planning system supports economic growth. To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business.

Requiring Good Design

4.9 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.

Promoting Healthy Communities

- 4.10 The NPPF advises that planning decisions should aim to achieve safe and accessible environments where crime and disorder (and the fear of crime) do not undermine the quality of life or community cohesion. Local authorities should encourage safe and accessible developments which contain clear and legible pedestrian routes and high quality public space that encourage the active and continual use of public areas.

THE HAVANT DEVELOPMENT PLAN

- 4.11 The Development Plan consists of the Havant Borough Local Plan – Core Strategy (adopted March 2011), the Havant Borough Local Plan – Allocations (adopted July 2014) and the Local Plan Policies Map.

Policies Map

- 4.12 The Site is not within or adjacent to a Conservation Area and is not subject to any other designations. There are no buildings or structures which are statutory or locally listed, and no tree preservation orders (TPOs) exist on the Site.
- 4.13 The Site is classified by the Environment Agency as being within Flood Zone 1.

Local Plan – Allocations

- 4.14 The Development Plan consists of the Havant Borough Local Plan – Core Strategy (adopted March 2011), the Havant Borough Local Plan – Allocations (adopted July 2014) and the Local Plan Policies Map. The Local Plan Allocations document, within Policy WA2, has allocated the Site as “land at BAE Systems Technology (Site Ref and Policy BD54)”, for mixed use development incorporating "economic development", hotel and leisure.
- 4.15 The explanatory bullet points to Policy BD54 confirm that the site should be redeveloped for uses defined as "economic development" within the NPPF, including leisure uses and a hotel subject to viability. The bullet points further indicate that the site has potential for large scale leisure uses such as a bowling alley or cinema that could not be accommodated within the town centre.

Local Plan – Core Strategy

- 4.16 The Havant Borough Core Strategy (adopted March 2011), sets out the development framework for the Borough to 2026.
- 4.17 The relevant policies within the Core Strategy in respect of the proposal are outlined below:
- 4.18 **CS16 (High Quality Design)** – 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.

4.19 **DM6 (Coordination of Development)** – Proposals will only be permitted where they do not undermine the future development potential of adjacent sites.

SUMMARY

4.20 From the foregoing commentary, the following summary position is drawn in respect of policy matters:

- The Development Plan allocation for the Site confirms that “economic development”, as defined by the NPPF, should be promoted on the Site. Economic development is confirmed within the NPPF as being wide ranging, encompassing the majority of land uses, with the notable exception of residential development. As such, a broad range of occupiers and uses could be accommodated on the Site, in principle;
- The Development Plan includes a commitment to high quality design, and development that is in accord with its surroundings, and
- The Development Plan confirms that development should consider the potential of future development sites.

4.21 The relevant planning considerations relative to these matters are reviewed in the following chapter of this Statement, in the context of the Developer’s vision for the Site.

5 THE VISION AND ITS DELIVERY

5.1 As previously confirmed, the Developer's vision for the Site is for mixed use development. However, the quantum of development, and the land uses promoted, will depend on the outcome of on-going marketing. As a result, these matters cannot be definitely confirmed at this stage, and therefore a flexible approach needs to be taken.

5.2 Notwithstanding this, it is currently envisaged that the eastern part of the Site will be developed first, in the form of the indicative plan attached at **Appendix 3**. This plan envisages the following:-

- **Block A** – a food retail unit (Use Class A1), occupied by a discount foodstore, of approximately 1,894 sqm;
- **Block B** – a drive thru facility (Use Class A3/A5) of approximately 325 sqm;
- **Block C and D** – a hotel and/or unit(s) within Use Class A3, with floorspace of 517sqm and 328sqm respectively, and
- **Block E** – final use/uses still to be established, but a change of use application will be sought to allow the building to be occupied by land uses within Classes D2 (leisure), B (employment) or A1 (retail). Although allowance will be sought in the permission for occupation of the building within one of these uses, it is more likely that – given the size of the building – it will be occupied by a number of the uses sought. On this basis, flexibility will be sought within any permission to accommodate this.

5.3 In terms of the flexible/interchangeable use sought at Block E, this approach is sought due to the uncertainty relative to market demand. However, in the first instance, plots on the Site (including Block E) have already been marketed to leisure operators, albeit with no success to date. If, through future marketing, it is still not possible to attract a leisure operator to the Site, employment occupiers and non-food retailers will be approached in the interest of securing the building's beneficial future use.

5.4 Notwithstanding that there is no requirement in policy to bring leisure uses forward on the site, local aspirations for such development at the site is recognised by the developer. In these terms, and in order to provide comfort that the leisure market has been fully investigated in advance of promoting alternative uses, the developer has agreed to keep a record of site marketing. This record will be attached to future iterations of the Concept Masterplan.

5.5 Although it is intended that – if possible – the structure of E Block will be retained, future occupiers will have requirements which will result in the elevations of the building being renewed. As these requirements will be occupier specific, it is not possible to predict at this stage the extent of these works. Further, if it transpires that the building cannot be adapted in a manner which meets occupier demand, the building may need to be demolished and replaced.

5.6 The development on the western part of the Site will be considered following the eastern part, and if leisure occupiers are not forthcoming then it is probable that employment uses within Use Classes B1 (c), B2 and B8 will be sought, at a similar quantum to the floorspace permitted within the 2013 Planning Permission (i.e. approximately 8,500 sqm).

APPROACH TO PLANNING APPLICATIONS

- 5.7 As previously intimated, an approach to planning applications has been agreed with the local authority. This approach will be initiated with a full planning application for an enabling vehicular route through the Site, from which the aforementioned individual plots/blocks can be accessed. Subsequent to this planning permission, individual full planning applications will be submitted on a plot-by-plot basis.
- 5.8 An indication of the timescales for the submission of these applications are as follows, but they will evidently be the subject of considerable ongoing review, as discussions with potential occupiers continue:
- Enabling vehicular route – April 2015
 - Change of use application for Block E – May 2015
 - Blocks A and B – May/June 2015
 - Blocks C and D – Summer/Autumn 2015
 - E Block Elevations – Autumn/Winter 2015
 - Western part of the Site – 2016
- 5.9 All of these planning applications will be accompanied by an iteration of this Concept Masterplan, as evidently it may need to be revisited and revised, as applications are submitted and as appropriate, to reflect changes in occupier interest. In this regard, this version of the Concept Masterplan is the first iteration, and accompanies (but is not part of) the planning application for the enabling vehicular route.

6 PLANNING CONSIDERATIONS

6.1 This section considers the Developer's vision for the Site against planning policy and other material considerations. In these terms, the section considers:-

- The principle of development, and the Developer's approach to delivering it, and
- The principles of the land uses that are likely to be sought.

6.2 It also sets out the principles of design and landscaping which will guide the individual planning applications. Beyond this, however, this section does not seek to address other development control considerations, such as transport, contamination, flood risk and sustainability. These matters will be dealt with on a plot by plot basis, as occupiers are identified for individual plots, and planning applications are prepared and submitted.

CONFORMITY WITH THE DEVELOPMENT PLAN

6.3 Section 70 (2) of the Town and Country Planning Act requires that a Local Planning Authority should have regard to the provisions of the Development Plan in determining a planning application.

6.4 Paragraph 14 of the NPPF (2012) states that the presumption in favour of sustainable development should be seen as the "golden thread" running through both plan-making and decision-taking. For decision-taking this means approving development proposals that accord with the Development Plan without delay. The commentary in the following section demonstrates that the Developer's vision conforms to the Development Plan. Thus, it should be acknowledged that the vision is acceptable in planning terms, in principle, and future planning applications submitted under the aegis of this Concept Masterplan should be supported by the local authority.

PRINCIPLE OF DEVELOPMENT

6.5 The Site is previously developed land, now largely vacant and cleared, and lies within the built up settlement of Waterloo. Furthermore the Site benefits from a policy allocation within the Development Plan for redevelopment. In these terms, the principle of development on the Site should be embraced by the Local Authority.

6.6 Although the specific allocation for the Site does not require development on the Site to be brought forward as a single proposal, it is noted that other policies within the Development Plan require development to be sensitive to the development potential of the surrounding land. In this regard, the Concept Masterplan confirms that individual planning applications will be brought forward as part of an overall vision for the Site, and therefore will assist in ensuring that the whole Site is developed to the best of its potential. In these terms, the approach taken by my client should be supported by the Local Authority.

PRINCIPLE OF THE USES SOUGHT

- 6.7 The aforementioned policy allocation for the Site envisages development for uses defined as “economic development” in the NPPF, including leisure uses and a hotel (subject to viability). The location also makes reference to the potential for large scale leisure uses such as a bowling alley or cinema.
- 6.8 As previously intimated, the definition of “economic development” within the NPPF covers a wide variety of uses, including the following:
- B Class uses (including offices);
 - Public and Community uses, and
 - Main town centre uses.
- 6.9 In turn, “main town centre uses” are defined within the NPPF, as comprising:-
- Retail development, including warehouses, clubs and factory outlet centres;
 - Leisure;
 - Entertainment facilities;
 - More intensive sport and recreation uses (including cinemas, restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls);
 - Offices, and
 - Arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotel and conference facilities).
- 6.10 In this regard, all of the uses envisaged by the Developer, and reviewed in the previous section, are embraced by the Site’s policy allocation, and are consistent with the Development Plan. Notwithstanding this, it is recognised that an appropriate level of additional study will be required to support planning applications for town centre uses, given the Site’s location relative to Waterlooville town centre.
- 6.11 It is noted that the local authority has aspirations, subject to occupier interest, for development on the site to include large scale leisure uses, specifically a bowling alley or cinema. The Developer and its agents have been very active within the leisure market to investigate potential occupiers. Marketing to date has primarily focussed on cinema operators, as they act as an anchor and catalyst for other leisure operators and – without a cinema – it is very difficult to attract other leisure orientated businesses. To date, however, the search for a suitable cinema occupier has been unsuccessful. Future iterations of this concept masterplan will include a report by the developer’s marketing agents confirming progress in finding leisure occupiers.

DESIGN AND LANDSCAPE

- 6.12 Evidently, at present, development on the site's individual plots has not yet been designed, and when they are they will be designed with specific occupiers, and their requirements, in mind. However, in general terms the scale and form of development will respect the predominantly commercial nature of the land to the west of Hambleton Road. The elevational treatment of the buildings will use high quality materials and selective colours to provide a friendly, clean, welcoming and visually appealing environment for visitors.
- 6.13 In terms of landscaping, the focus will be on providing high quality landscape buffer between the Site and Electra Avenue, Hambleton Road and Silverthorne Way. This landscaping strip will provide a soft interface between the highways surrounding the Site and the development within it. In addition, parking areas will be broken up and softened by landscaping to provide an attractive environment for visitors.
- 6.14 Such an approach to design and landscaping for commercial mixed-use development is entirely appropriate, and should be supported by the local authority.

7 CONSTRUCTION AND SITE MANAGEMENT

- 7.1 During discussions with the local authority relative to the Concept Masterplan, officers have requested that the document also provide details of construction and ongoing site management. A plan has been prepared by the developer, and is attached at **Appendix 4**.

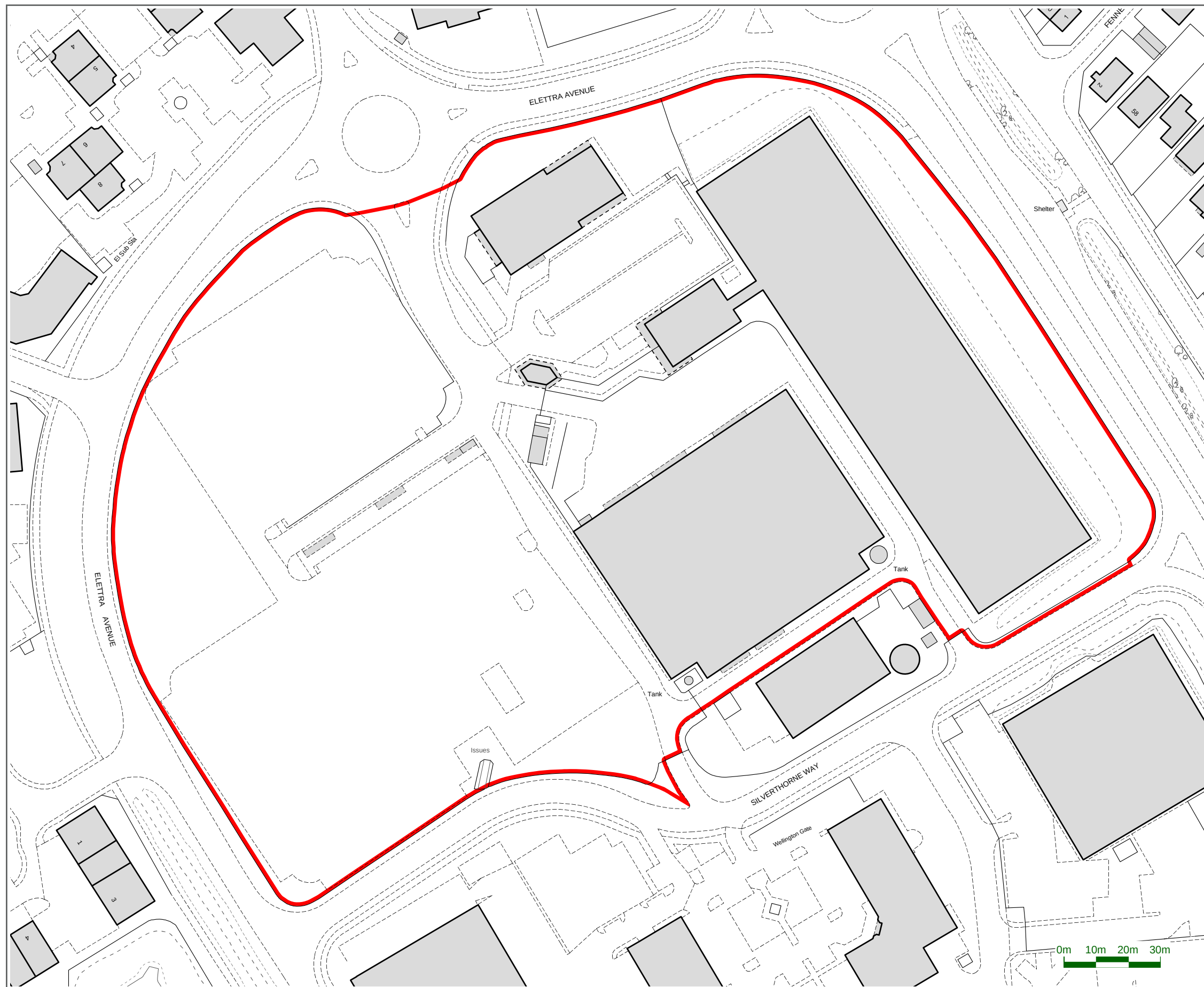
8 CONCLUSION

- 8.1 Notwithstanding the withdrawal of the previous planning application for mixed use development, the Developer is committed to bringing the Site back into beneficial use. The future occupiers of the development have not yet been identified, and as such a flexible approach to securing planning permission is key to the Site's delivery.
- 8.2 The Developer's approach, agreed by the local authority, is for an initial application for full planning permission for an enabling vehicular route through the site to serve future development on the eastern part of the site. This application will be followed by further applications for full planning permission relative to individual plots, as occupiers are confirmed. The exception to this will be Block E, for which a change of use application will be submitted to allow occupation by leisure/retail/employment uses (either alone or in combination).
- 8.3 The principle of development, and all of the uses envisaged by the Developer at this stage, are consistent with the Development Plan, and should be supported by the local authority. Further, the approach to design and landscaping proposed are entirely appropriate for commercial development such as that proposed.
- 8.4 On this basis, the Developer's vision for the site should be embraced by the local authority, and supported through the planning application process.



Appendix 1
Site Location Plan





SITE LOCATION PLAN
Elettra Avenue,
WATERLOOVILLE. PO7 7XS.



Scale @ A3 : 1:1250

Plan No. : 286/36/1 _SLP01

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Appendix 2
Planning History





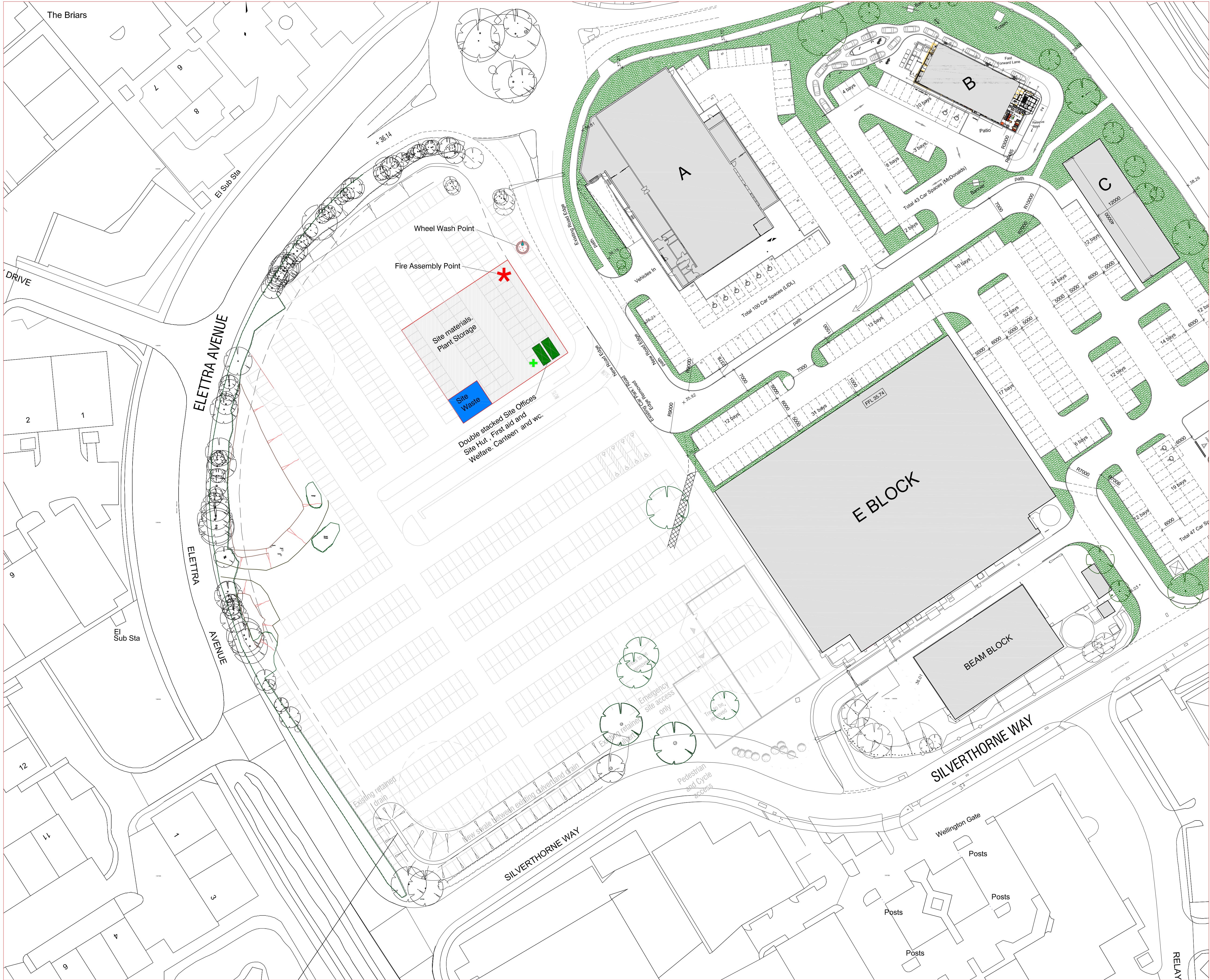
PLANNING HISTORY

SITE: FORMER BAE SITE ELETTRA AVENUE

Planning Ref	Description	Decision Date	Decision
APP/13/00893	Outline application for mixed-use employment, leisure and retail development to comprise demolition of Main Building and erection of Class C1 hotel, Class D2 cinema, 3No. Class A3 restaurants, Class A4 public house, Class A3/A5 drive-thru restaurant, Class A1 foodstore and retention of E Block for use as Class B1 offices or conversion to Sui Generis bowling complex, Class D2 health and fitness centre, and Class A3 restaurant.	27/01/2015	Application Withdrawn
APP/13/00940	Application to determine whether prior approval is required for the method of demolition of the buildings within the BAE Systems Technology Park (with the exception of E Block and Beam Plot buildings) and any proposed restoration of the site.	16/10/2013	Prior Approval Required Permit
APP/12/00652	Outline application for demolition of "main building" and ancillary restaurant and redevelopment to provide business units (Class B1, B2 and B8), car showroom, drive thru restaurant, hotel and restaurant and associated parking with access from Elettra Avenue.	31/07/2013	Grant perm/conse nt/certify lawfulness

Appendix 3
Indicative Layout

Appendix 4
Construction Management Plan



Do not scale from this drawing, work to figured dimensions only. All dimensions to be confirmed on site. This drawing is to be read in conjunction with other drawings in this series and all relevant consultants drawings and documentation where applicable. Please report any discrepancy on this drawing to Hargreaves Construction Co. Ltd. for clarification. © Copyright Hargreaves Construction Co. Ltd.

Scale Bar
0 5 10 15 20 25 30m

REV	DESCRIPTION	DATE
REVISION		

SYSTEMS TECHNOLOGY PARK
WATERLOOVILLE
HAMPSHIRE
CONSTRUCTION MANAGEMENT
PLAN

job no.	drawing no.	rev.
STP-WA-H	PL 05	-
scale	drawn	date
1:500	@ A1 SMM	23.04.15

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