



DESIGN & ACCESS STATEMENT

PROPOSED MIXED USE EMPLOYMENT, LEISURE & RETAIL DEVELOPMENT

AT FORMER BAE SYSTEMS SITE, ELETTRA AVENUE

WATERLOOVILLE

OUTLINE PLANNING APPLICATION - SEPTEMBER 2013

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DESIGN & ACCESS STATEMENT IN SUPPORT OF OUTLINE PLANNING APPLICATION FOR PROPOSED MIXED USE EMPLOYMENT, LEISURE & RETAIL DEVELOPMENT AT FORMER BAE SYSTEMS SITE ELETTRA AVENUE, WATERLOOVILLE



Indicative visual of proposed development

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1.0 INTRODUCTION

This Design & Access Statement document has been produced by Davis Weatherill Partnership in support of the Outline Planning Application by Bridghouse (Bradford IoM) Limited for proposed mixed use mixed use employment, leisure and retail development at former BAE Systems site at Elettra Avenue, Waterlooville, Hampshire.

The purpose of the statement is to describe the outline application scheme and to consider how it responds to site conditions, its setting in the surrounding area, and to national and local planning policy guidance on good design.

The purpose of this Design & Access Statement is to further explain our assessment of the site parameters, how the brief for the project has evolved and how the scheme design has developed, to promote and enhance the local area and provide a new development for Waterlooville.

This statement has been produced in accordance with CABE's "Design and Access Statement" document and the statement sets out the constraints of the site and outlines the principles of the design which have been informed by criteria contained within national and local Government planning and design publications.

This Design & Access Statement should be read in conjunction with all other material submitted with the Application including the following drawings:

- 13484 / PA 01 Site Location Plan
- 13484 / PA 02 Existing Site Plan
- 13484 / PA 03 Proposed Masterplan
- 13484 / PA 04 Indicative Site Sections.



Proposed masterplan

2.0 SITE LOCATION

The proposed development site is approximately 5.7hectares in size and is bounded by Hambledon Road (B2150) to the east, Elettra Avenue to the north and west, and Silverthorne Way to the south. The site sits within the Brambles Farm Industrial Estate, to the north-west of Waterloooville Town Centre and adjacent to the ‘West of Waterloooville’ major development site.



Aerial photograph of Waterloooville with location of proposed development site highlighted

ELETTRA AVENUE - WATERLOOVILLE



Diagram indicating relationship of the site to Waterloooville Town Centre including approximate distances



3.0 PROPOSAL SITE

The Former BAE Systems Elettra Avenue site currently comprises the following buildings:

- Main Building - 3-storey office building approx 19,498m²
- Restaurant - Former staff restaurant, single storey, approx 973m²
- E-Block - Warehouse type building approx 6,726m²
- Beam Block - Remaining BAE Systems operational building.

There is also a extensive staff and visitor car park of approximately 860 spaces located to south-west side of the site, accessed off Elettra Avenue.

The site has a main access from the north via Elettra Avenue roundabout, with a dedicated highway arm into the site. There is a secondary access from the south off Silverthorne Way.

The main building within the site is 3-storeys in height and approximately 160metres in length running parallel with Hambledon Road (B2150). Other buildings on site are a mix of single and 2-storey, with single storey shelters dotted within the car park to the west of the site.

The site itself is relatively flat, sitting approximately three metres lower than Hambledon Road, with heavily tree planted grass embankments forming much of the north, east and southern perimeter area. The existing dense tree planting assists in visually screening the development site.

The surrounding site context is made up of further industrial style units to the south and west, with offices and industry to the north. To the east, on the opposite side of Hambledon Road is a mix of residential and industrial properties.



Aerial photograph of proposed development site

3.0 PROPOSAL SITE

SURROUNDING DEVELOPMENT

Neighbouring buildings to the proposed development site include:

To the North - is Elettra Avenue with the Brambles Farm Industrial Estate and The Briars office buildings and business units



To the South - is Silverthorne Way and Wellington Gate business units



ELETTRA AVENUE - WATERLOOVILLE

To the East - is the dual carriageway Hambledon Road (B2150) and parallel residential access



To the West - is Pipers Wood Industrial Estate and Stratfield Park



Aerial photograph of proposed development site

3.0 PROPOSAL SITE



ELETTRA AVENUE - WATERLOOVILLE

3.0 PROPOSAL SITE

EXISTING USES

As the Existing building use plan highlights the proposed site is mainly surrounded by industrial style units to the north, east and west and by residential properties to the east



View along Hambledon Road of existing 3-storey office building



View along Elettra Avenue of commercial units



View along Elettra Avenue of industrial units

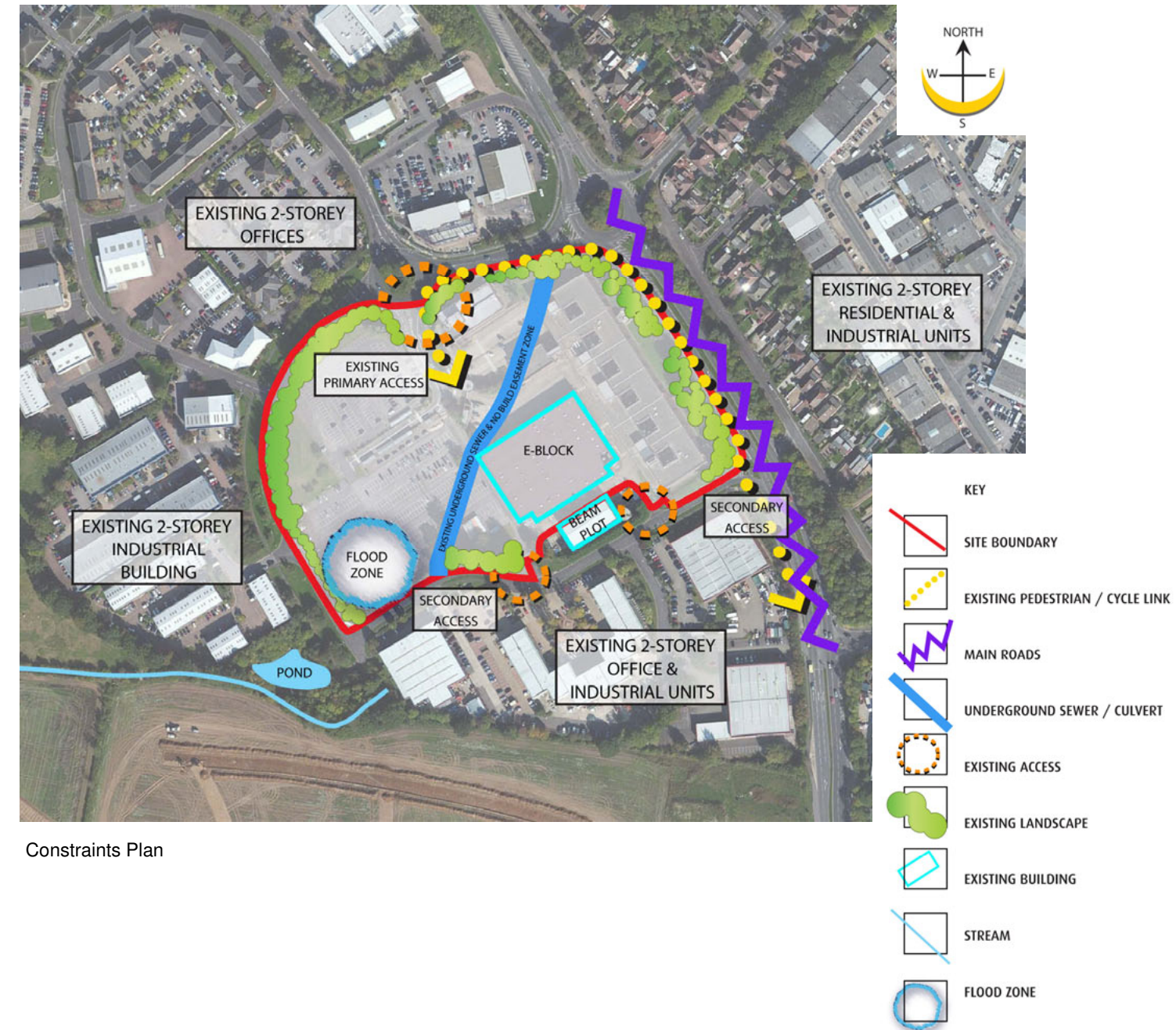


Existing Building Use / Typology Analysis Plan

4.0 SITE OPPORTUNITIES & CONSTRAINTS

POTENTIAL SITE ISSUES TO BE CONSIDERED IN SCHEME DESIGN

- Hambledon Road** - busy dual carriageway road
- opportunity to improve physical and visual connections / links into site
- Vehicle site access** - existing modern highway junction off Elettra Avenue offering good all movement vehicle access into site
- Pedestrian & cycle access** - currently only single point of access, due to security control
- opportunity to improve pedestrian access into and across the site
- opportunity to introduce additional pedestrian / cycle access points
- Contextual linkage** - due to security issues the site is currently heavily screened and physically 'cut off' and isolated from its surroundings
- opportunity to further and better integrate site into its wider context, improving connections and linkages to surrounding areas
- Underground culvert** - running approximately north / south across site the culvert restricts and limits potential development along easement zone
- Flood zone** - potential flooding issue to south-west corner of the site adjacent to culvert
- opportunity to introduce flood mitigation measures as part of development
- Existing trees** - existing trees to perimeter of site only and used to visually screen existing development to assist with overall site privacy and security
- opportunity to introduce new tree planting within site as part of comprehensive development
- opportunity to 'thin out' some existing trees to permit views into development site
- Existing Site Operations** - existing Beam Block building to be retained with vehicle access from Silverthorne Way
- West of Waterlooville** - opportunity to integrate pedestrian and cycle connections with the emerging West of Waterlooville major development area masterplan.



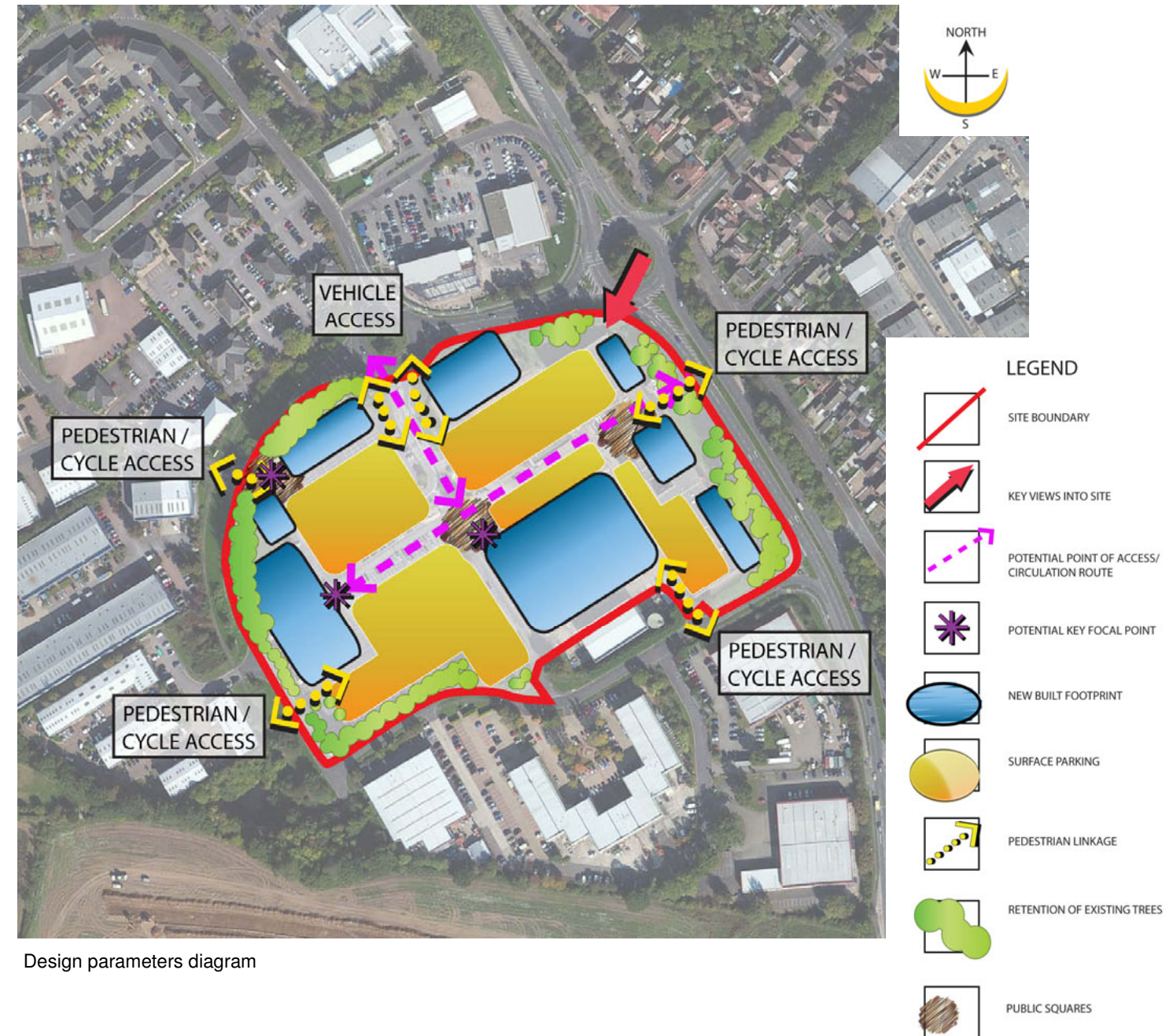
Constraints Plan

5.0 DESIGN

The proposed scheme design has been developed to provide a landmark development, integrated with the surrounding area by creating physical and visual linkages along Hambledon Road, Elettra Avenue, Silverthorne Way and the wider area.

The existing physical characteristics of the site and surrounding area have been considered and assessed to identify potential opportunities. Therefore In response to the sites location, social and economic context, and in line with Local and National Policy, the opportunities identified to inform the design proposals include:

- Opportunity for the site 'use' to further support the local area and the wider ambitions of the 'West of Waterlooville' major development site
- Create a new contemporary landmark for Waterlooville, accessed from Hambledon Road, an important gateway route into Waterlooville
- Design that reflects the sites location at a point of transition between residential to the east and the industrial nature of the area to the west
- Enhance pedestrian links and overall connectivity within the site and to Hambledon Road and the wider pedestrian / cycle network
- Retain existing and established trees and carefully incorporate them so they form an appropriate relationship with the new environment
- Provide a development that complements the industrial, commercial and residential nature of the surrounding area
- Redevelopment to a height and scale that is considerate to its surroundings
- Opportunity to reinforce landscaped 'buffer' to the periphery of the site
- To re-use an area of developed land, bringing new life and vitality to the local area
- Provide a high quality mixed use leisure and retail development
- Provide employment generating uses as part of the proposal
- Respond to the context, configuration and access arrangements to the site.



Design parameters diagram