



Planning Statement

Proposed Redevelopment of Site for Retail Use

179 London Road, Waterlooville

On behalf of
London Road Limited

September 2011



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1 INTRODUCTION

- 1.1 WYG Planning and Design has been instructed by London Road Limited to prepare a Planning Statement to accompany their full planning application to Havant Borough Council for the erection of a 380sq.m retail store (Use Class A1) with a ground floor area of around 250sq.m and an upper floor of around 130sq.m comprising ancillary storage, offices and staff amenities, following demolition of the existing buildings on site.
- 1.2 This report should be read in conjunction with the design and access statement, transport statement, sequential assessment and ecological assessment that are submitted as part of this application.



2 THE SITE AND SURROUNDINGS

- 2.1 The site is located within the defined urban area of Waterloooville, approximately 400m from the town centre, at the junction of London Road and Rowlands Avenue (site location plan attached at Appendix 1). The site is within an area that is predominately residential in character, with the Woodpecker public house located to the north on the opposite side of Rowlands Avenue, fronting London Road. Residential uses are located to the south, with no.177 fronting London Road and to the west no.1 fronting Rowlands Avenue. Further residential properties are located to the east, on the opposite side of London Road.
- 2.2 The site is currently used for the display and sale of motor vehicles with ancillary vehicle preparation, minor repairs and vehicle washing. The site is hard surfaced, accommodating land used for the display and sale of vehicles and single storey industrial style buildings that are of no architectural merit, with a corrugated sheet roof covering, these buildings are used for ancillary uses to the main vehicle sales business. The site is accessed from an existing vehicular access off Rowlands Avenue.



3 PLANNING HISTORY AND LAWFUL PLANNING USE

- 3.1 The site has no planning history identified on Havant Borough Council's website.
- 3.2 The lawful use of the site is taken to be car sales (sui generis).



4 THE PROPOSAL

- 4.1 The application proposes the erection of a retail store (Use Class A1) with a floor area of around 380sq.m, comprising 250sq.m of ground floor area and 130sq.m of ancillary storage, offices and staff amenities at first floor level, with associated access, parking and landscaping, following the demolition of the existing buildings and structures on site.
- 4.2 The proposed building is to be sited towards the London Road frontage, maintaining the existing building line with the adjacent property at 177 London Road. The building will be set behind an area of soft landscaping, including trees and shrubs, to create an improved site appearance making the development appropriate for the character of London Road. The proposed building will have similar proportions to the neighbouring properties, with a consistent ridge height to ensure that the proposal is not prominent or dominant in the street scene. Car parking will be provided to the rear, with 11 spaces provided for customers, including 1 space marked as disabled. Servicing for the retail unit will be provided from the roadside off Rowlands Avenue.



5 PLANNING POLICY

National Planning Policy

- 5.1 The Government's planning policy for economic development is set out in PPS4: Planning for Sustainable Economic Development (2009) and applies to development within the B Use Classes, public and community uses and main town centre uses.
- 5.2 The Government's principal objective is to achieve sustainable economic growth, which is strengthened by the recent Ministerial Statement on Planning for Growth. Policy EC10 of PPS4 states that *"local planning authorities should adopt a positive and constructive approach towards planning applications for economic development. Planning applications that secure sustainable economic growth should be treated favourably"*.
- 5.3 Policy EC14 of PPS4 relates to supporting evidence to planning applications for main town centre uses. Paragraph EC14.3 states that *"a sequential assessment (under EC15) is required for planning applications for main town centres uses that are not in an existing centre and are not in accordance with an up to date development plan. This requirement applies to extensions to retail or leisure uses only where the gross floor space of the proposed extension exceeds 200 square metres"*.
- 5.4 Policy EC14 also sets out that a retail assessment is required for retail and leisure development over 2,500 sq.m (gross) floorspace (or any local threshold) not in an existing centre and not in accordance with an up to date development plan.

Local Planning Policy

- 5.5 The site is located within the jurisdiction of Havant Borough Council, as such the appropriate development plan comprises of the Havant Borough Core Strategy adopted March 2011 and the saved policies the Havant Borough District-Wide Local Plan. The site is located within the urban area of Waterlooville, approximately 400m from the defined town centre boundary.



- 5.6 Policy CS1 of the Core Strategy seeks to promote health and wellbeing and states that planning permission will be granted for proposals which *"protect and contribute to the availability of community facilities through refurbishment or new provision which can be justified by needs which are evident in the local district"*.
- 5.7 Policy CS4 states that planning permission will be granted for appropriate town centre development that respects the hierarchy of centres. The town centres of Havant and Waterlooville are identified as the highest ranking centres in the district.
- 5.8 Policy CS16 of the Core Strategy relates to 'High Quality of Design' requiring that developments are to a high standard, helping to create places where people want to live, work and relax. The policy requires that the development responds to, draws inspiration from and respects its local context.
- 5.9 Core Strategy Policy CS17 relates to the concentration of development within the urban areas' and states that development makes the most effective use of land in the borough, with the concentration of new development located in the defined urban areas and priority given to development on previously developed land. As such, the principle of this proposal accords with and is supported by planning policy.
- 5.10 Policy HE15 of the Local Plan (Roads with Special Character) identified London Road as being of 'Special Character'. This policy has been superseded by Core Strategy Policies CS11.1 relating to the protection and enhancement of the 'Special Environment and Heritage of Havant Borough' and DM8 relating to 'Conservation, Protection and Enhancement of Existing Natural Features'. Policy CS11.1 states that;

"Planning permission will be granted for development that:

- 1. Ensures the key landscape and built form principles set out in the Havant Borough Townscape, Landscape and Seascape Character Assessment are protected and where possible enhanced by partnership working with developers, groups and the wider*



community.”

5.11 Core Strategy Policy DM2 protects community and local facilities. Although this site does not currently accommodate an identified community or local facility the proposal will nevertheless provide an additional facility to meet the needs of the local community and maintain employment on site.

5.12 Core Strategy Policy DM8 states that:

"Development will only be permitted where it protects and enhances local habitats and landscape distinctiveness and which addresses all of the relevant criteria as set out below;

- 1. Protects natural features of nature conservation and/or amenity importance on the site, for example trees, woodlands, hedgerows, soils, streams, stream corridors, springs ditches or ponds from damage, destruction and deterioration in quality.*
- 2. Sympathetically incorporates existing features into the overall design of the scheme including measures taken to ensure their continued survival.*
- 3. Provides new landscape works that integrate successfully with the local environment and existing natural features, using local materials and plant species and making provision for future maintenance of new landscape works associated with new developments.*
- 4. Ensures sequences of greenspaces are maintained and protects the attractiveness and visual amenity of all green open spaces that contribute to the identity of the borough."*

5.13 Core Strategy Policy DM10 relates to pollution and states that any development that may cause pollution (including air, noise, fumes etc) will only be permitted where the health and safety of future occupiers or nearby occupiers and residents is not put at risk and that lighting will be suitably controlled.

5.14 Policy DM11 seeks to promote sustainable travel, including the provision of safe and secure parking and cycle parking.



- 5.15 Policy DM12 outlines that new developments are required to mitigate their travel impacts and the submission of a transport statement must accompany a planning application to outline changes in travel demand. A separate transport statement has been prepared to address this issue and is submitted as part of this planning application.
- 5.16 Policy DM14 relates to car and cycle parking within development and states that development will only be permitted where it provides an appropriate level of parking and cycle parking. A separate transport statement has been prepared to address this issue and is submitted as part of this planning application.
- 5.17 There are no relevant saved policies in the Havant Borough District-Wide Local Plan (2005).



6 CONSIDERATION OF THE PROPOSAL

Principle of development

- 6.1 As the site is located within the defined urban area of Waterloooville, where planning policy seeks to direct development, it is considered that the principle of the redevelopment of this site is acceptable. Furthermore, Policy CS20 supports development which improves accessibility to goods and services. Since the aim of the proposals is to meet the day-to-day shopping needs of a local catchment, it will reduce the need for local people to potentially drive to retail facilities further afield.
- 6.2 The site also meets the Council's overall objectives to promote health and wellbeing, with the proposal providing a new community facility to meet local needs for top-up shopping, as well as maintaining employment on site.
- 6.3 The proposal also respects the hierarchy of centres identified in Core Strategy policy CS4, by locating development in Waterloooville (a main town centre), providing smallscale development in a sequentially preferable site that is well related to the defined town centre (400m away)

Need for a Sequential Assessment and Retail Assessment

- 6.4 The proposal is located within the defined urban area of Waterloooville; however it is situated outside of the defined town centre boundary. Although the overall floor area of the proposed building does not exceed the 2,500sq.m threshold set out in PPS4 to require a retail assessment, it does exceed the 200sq.m threshold to require a sequential assessment. Consequently a sequential assessment has been undertaken and it has been concluded that there is no sequentially preferable available site that could accommodate this development. This approach accords with current adopted planning policies.
- 6.5 the proposal maintains the retail hierarchy set out in the Core Strategy, and in particular the primacy of Waterloooville, by reason of:
 - the scheme is small-scale and will not compete with or impact on Waterloooville



- the proposal serves a specific localised need

The Proposed Store Building

- 6.6 At present the application site accommodates a collection of poor quality single storey buildings that are of no architectural merit and the display of vehicles for sale which detracts from the existing character and appearance of this part of London Road. This application however proposes the erection of a new retail store that has been carefully and sensitively designed to appear as an appropriate feature on this corner location, whilst being in keeping with the character and appearance of the surrounding area, so that it does not appear as prominent or dominant in the street scene and improves the current appearance of the site.
- 6.7 Although the Core Strategy has deleted Policy HE15 of the Havant Borough Local Plan and replaced this with Policies CS11.1 and DM8 of the Core Strategy, the proposal has been very much designed and sited to ensure that it respects the townscape qualities of London Road. This is enhanced by the use of hedging materials to the north western boundary and along the Rowlands Avenue frontage.
- 6.8 The building has been designed to ensure that it respects the dominant building line along London Road and is consistent with the siting of the neighbouring property at 177 London Road. Furthermore, the proposed building is designed with a good quality landscaping scheme to the London Road frontage, incorporating trees and a low hedgerow, consistent with the appearance of this part of London Road and improving the current appearance of the site. The location of car parking to the rear will ensure that any associated movements will not detract from the appearance of the site.
- 6.9 The proposed retail unit is of a good quality design that is residential in scale and appearance and incorporates, good quality brick materials that are appropriate to the surrounding area. The proposed design also incorporates influences from the area, including projecting gable detailing, a ridgeline that is consistent with the neighbouring property, and sympathetic fenestration.



- 6.10 The overall design, good quality materials, siting of the buildings and its appearance will provide an attractive feature on this corner site on the entrance to Waterloo ville town centre, enhancing the current appearance of the site. The two storey element is in line with the neighbouring house to prevent over shadowing. Plant has been sited on the roof of the building so as not to detract from the appearance of the building, with the use of acoustic fencing along the south western boundary and the retention of the existing boundary wall and planting of landscaping on the north western boundary to ensure that the proposal does not unacceptably impact on the amenity of neighbouring occupiers, in accordance with Core Strategy policy DM10. Servicing will take place from the front of the shop, well away from adjoining houses. External lighting will be kept to the minimum required. It is considered that the proposal accords with the policies contained within the Core Strategy.

Travel/ transport

- 6.11 The site is located within an accessible location and is well related to the local resident population that will use the proposed retail store. The proposal includes 11 parking spaces, 1 of which is marked as disabled and 4 cycle hoops to meet the needs of customers. A separate transport statement has been submitted which considers these matters in more detail.



7 CONCLUSION

- 7.1 This application proposes the erection of a new retail store with associated access, parking and landscaping, following demolition of existing buildings on site at the junction of London Road and Rowlands Avenue, Waterloooville.
- 7.2 The proposal has been assessed in accordance with planning policies. The site is located within a defined urban area where the principle of the redevelopment of the site is accepted and accords with policies which seek to improve access to residents for day-to-day local needs. The proposal has been designed to enhance the current appearance of the site and its setting, with a building that seeks to reflect existing design principles and maintain the existing building line to ensure that it will not appear as prominent or dominant in the street scene. The proposal has been sited to ensure that it does not impact upon the amenity of neighbouring residents. Furthermore the proposed landscaping scheme will ensure that the proposal contributes to the dominant landscaped environment along London Road.
- 7.3 It is considered that the proposals are entirely appropriate, are supported by planning policy and will not impact upon any interests of acknowledged importance.



Appendix 1

Site Location Plan



179 London Road, Waterfooville

LOCATION PLAN

DWG N°: BC11006/X002

Drawn: LA
 Checked: RC
 Scale: 1:2500 @ A4
 Date: 26.07.2011

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