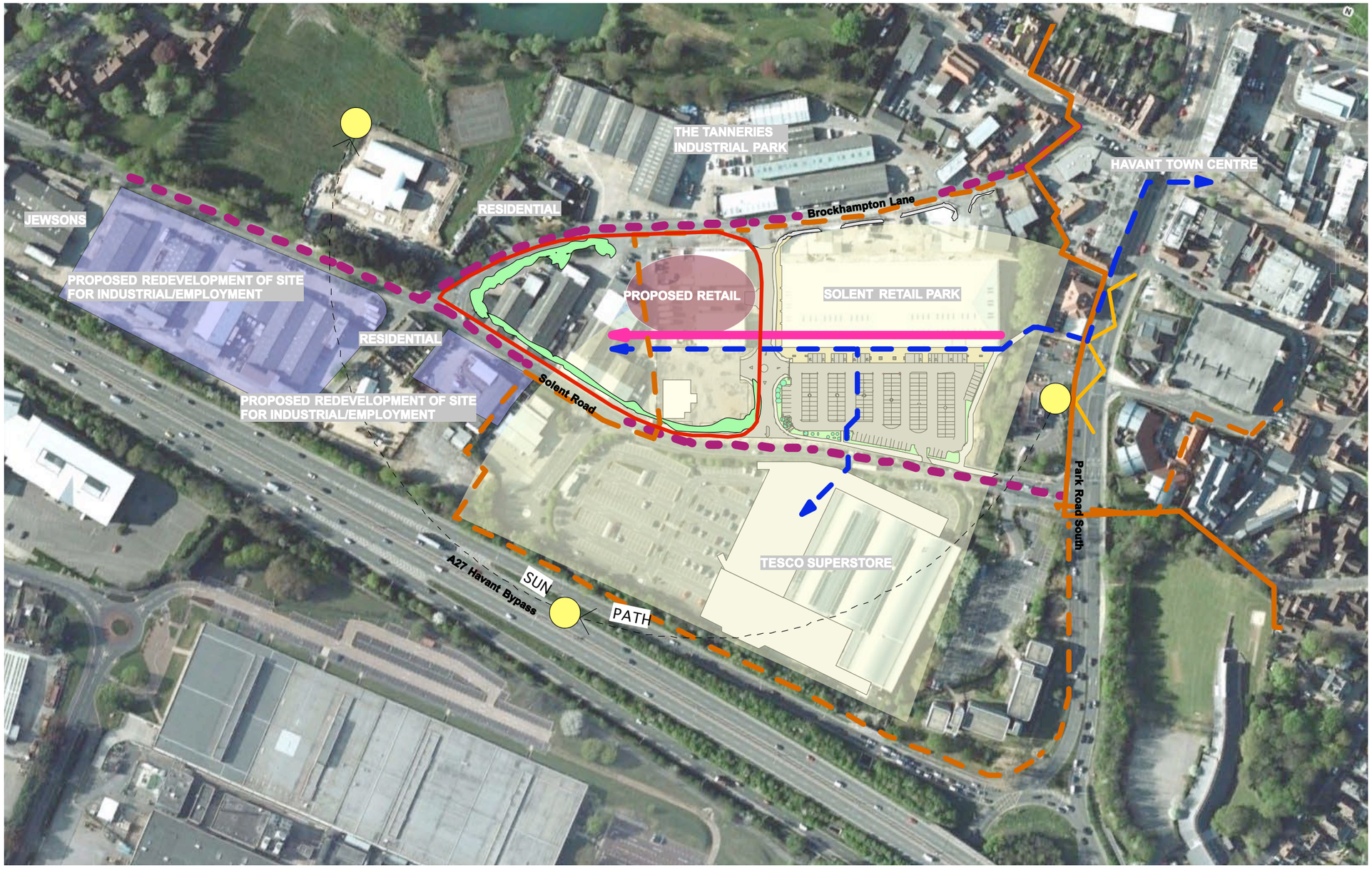
PROPOSED RETAIL DEVELOPMENT

SOLENT RETAIL PARK, HAVANT, HAMPSHIRE

8



Opportunities:

1. To comprehensively redevelop the site to provide an extension to Havant's existing retail offering, that is within walking distance of the town centre, by encouraging established pedestrian linkage between the town centre and Solent Retail Park .
2. To remove unsightly/outdated premises by the introduction of a more modern building orientated to face south.
3. To 'green' the site by introducing planting both within the site and to the site boundary - reinforcing the limited existing planting of grass verges and isolated maples opposite the nearby residential.
4. To extend the 'active frontage' of the Solent Retail Park.
5. Creation of a retail 'quadrant' to compliment the town's existing offering thereby increasing choice for residents and visitors and reducing out of town journeys. To realise in part the Council's policy to create additional floorspace for comparison goods and to provide floor-space of the size required by retailers for this purpose.
6. Improvement to the visual amenity of both Brockhampton Lane and Solent Road by improving the frontages leading to the Town Centre and in particular the outlook for residential properties.
7. Development of the site as a whole to be seen as part of a masterplan to regenerate both the Trade Park and ICTS and Havant generally and to reflect emerging policy proposals to extend the Town Centre boundary to include part of the Solent Retail Park (shown dotted).
8. Reducing the perceived barrier afforded by Park Road South by increasing pedestrian footfall between Havant Town Centre and the Retail Park

New retail unit within site boundary. (shown red)

N

OPPORTUNITIES PLAN

Scale : NTS

3.9 Solent Road benefits from a regular bus service serving Havant, Hayling Island, Portsmouth and Chichester, with bus stops serving both east and west directions located between 80-100m from the site.

3.10 The quantum of parking should meet market demands, as well as the requirements of the Council and Hampshire Highway Authority. This includes provision of disabled spaces.

3.11 In these terms, the site's accessibility will not be compromised by the development proposal.

Landscaping

3.12 The existing site supports very limited soft landscaping, which is generally confined to grass verges at the perimeter of the site (within Highway Authority land). It is proposed that the landscaping for the retail proposal will replicate the approach adopted at Solent Retail Park adjacent to ensure consistency of approach and offer a coherent appearance. This will enhance the appearance of the site through new planting on the boundary and in other locations, as appropriate. The enhanced landscaped buffer zone opposite the residential properties on Brockhampton Lane will be supplemented by fencing to shield the car park from view.

Constraints

3.13 There are some challenges that have been identified (and fully addressed) in advancing the proposals for the site. In summary, the principal constraints – as highlighted on Diagram 7 – Constraints Plan– have been assessed to comprise:

(i) The incursion of the identified flood risk area into the site, which may potentially dictate building siting and levels;
(ii) The proximity of residential properties on Brockhampton Lane and the need to respect their amenity;
(iii) The potential impact on the adjoining Brockhampton Lane Conservation Area;
(iv) The need to avoid any conflict with existing access arrangements along Solent Road;
(v) The proposals to control traffic on Brockhampton Lane and the limits this may impose on vehicles accessing/exiting the site; and
(vi) The need for any new development to have a positive relationship with the building on the existing Solent Retail Park.

Opportunities

3.14 There are significant opportunities afforded by the potential redevelopment of the site. These are relevant material considerations in the preparation and evaluation of the proposals, and can be summarised as follows as shown on Diagram 8 – Opportunities Plan:

(i) To re-develop the site to form a natural extension to Havant's existing retail offering in line with emerging policy proposals to extend the Town Centre boundary to include Solent Retail Park and the application site and reduce the perceived barrier afforded by Park Road South;
(ii) To realise, in part, the Council's policy to create additional retail floorspace. By definition, such floorspace requires bigger floorplates to those found in more traditional high street retail environments;
(iii) The foregoing to enhance Havant Town Centre's retail offering thereby reducing the need for residents to go elsewhere whilst encouraging non-residents to visit Havant;
(iv) To remove unsightly and outdated premises and replace with a more modern, contemporary structure allied to a comprehensive landscaping scheme to significantly improve the visual amenity of the area generally, including the enhancement of the setting of the adjoining Brockhampton Lane Conservation Area and outlook for residential properties located opposite the site;
(v) To consolidate and improve upon the existing access/egress arrangements to the site; and
(vi) Together with the proposals for the redevelopment of the redundant/derelict industrial sites (at the former ICTS and Trade Park sites) to the south of the site, to provide for the regeneration of a significant part of Havant, bringing social, economic and environmental benefits.

Conclusions

3.15 Various options for the site's redevelopment were considered, as shown on Diagram 9 – Design Evolution, and subsequently rejected for the reasons noted on the drawing. Evidently, the response to the above matters has directed and guided the layout, footprint and envelope of the redevelopment proposals.

PROPOSED RETAIL DEVELOPMENT

SOLENT RETAIL PARK, HAVANT, HAMPSHIRE

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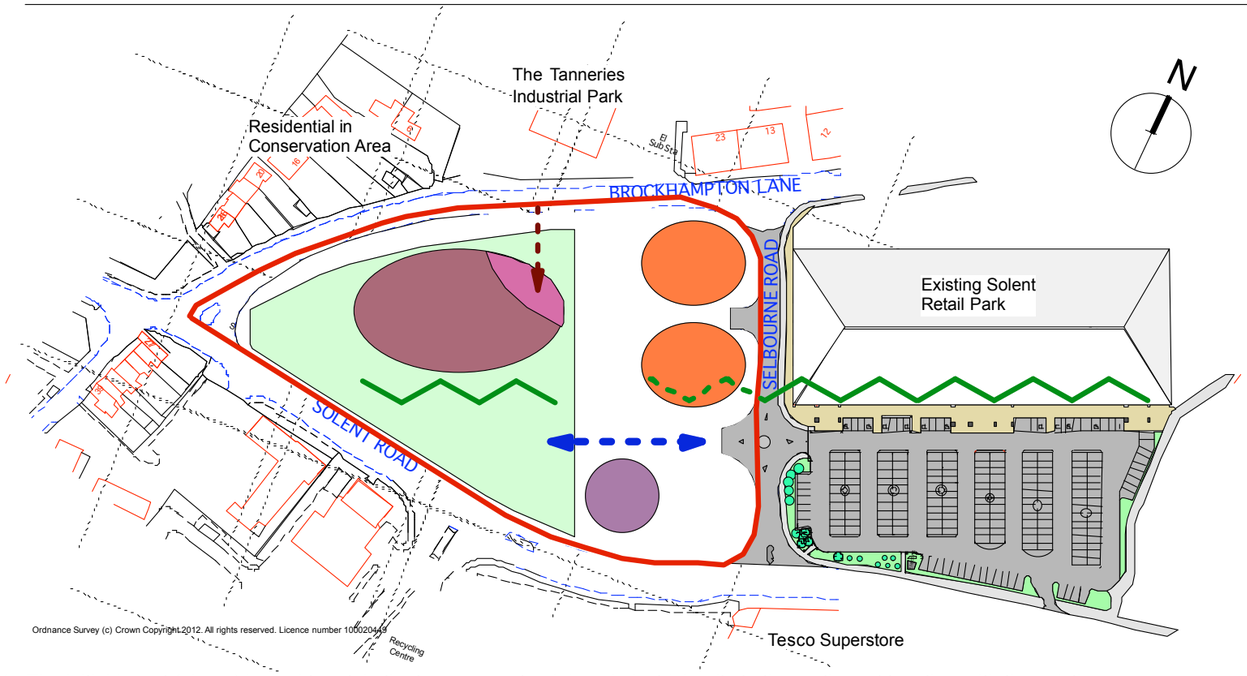
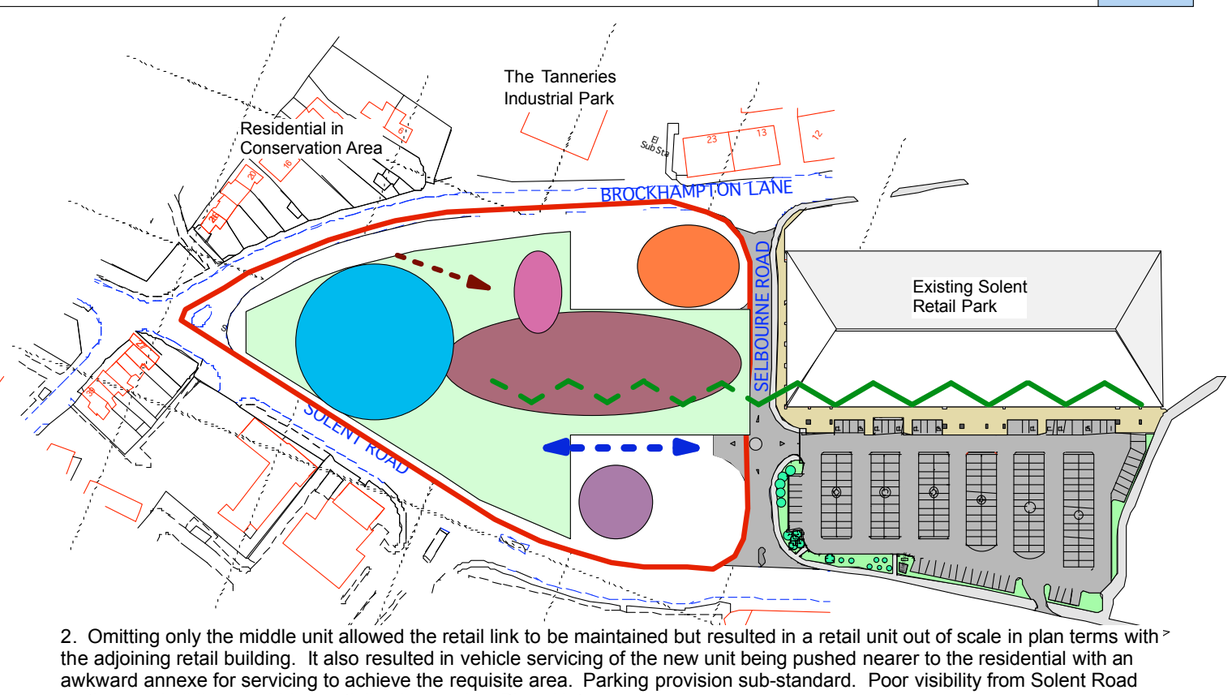


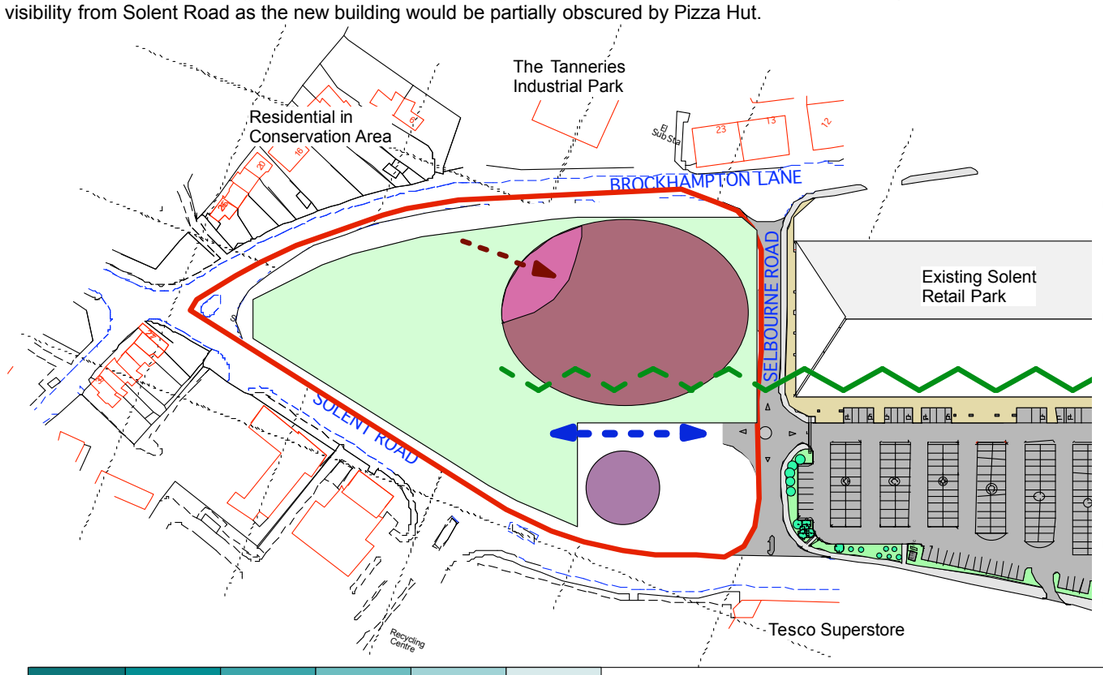
1. The initial layout (above) looked to retain the two newer standalone industrial units to the north-east together with the existing Pizza Hut to the south-east. This left an awkwardly shaped residual site unsuitable for any meaningful scale of retail development whilst retention of the existing units broke any retail or visual link with the existing retail park. It would also have pushed the non-public side, including the associated service area, of the new retail nearer to the residential in Brockhampton Lane. Residual site area difficult to plan for car parking.



2. Omitting only the middle unit allowed the retail link to be maintained but resulted in a retail unit out of scale in plan terms with the adjoining retail building. It also resulted in vehicle servicing of the new unit being pushed nearer to the residential with an awkward annexe for servicing to achieve the requisite area. Parking provision sub-standard. Poor visibility from Solent Road as the new building would be partially obscured by Pizza Hut.

3. The shortfall in parking resulted in the option of decked parking being explored and quickly discounted on the grounds of viability and adverse impact on the amenity of the nearby residential. Due to its scale the decked parking would have had an unfortunate visual relationship with both the new retail, site as a whole and the Conservation Area.

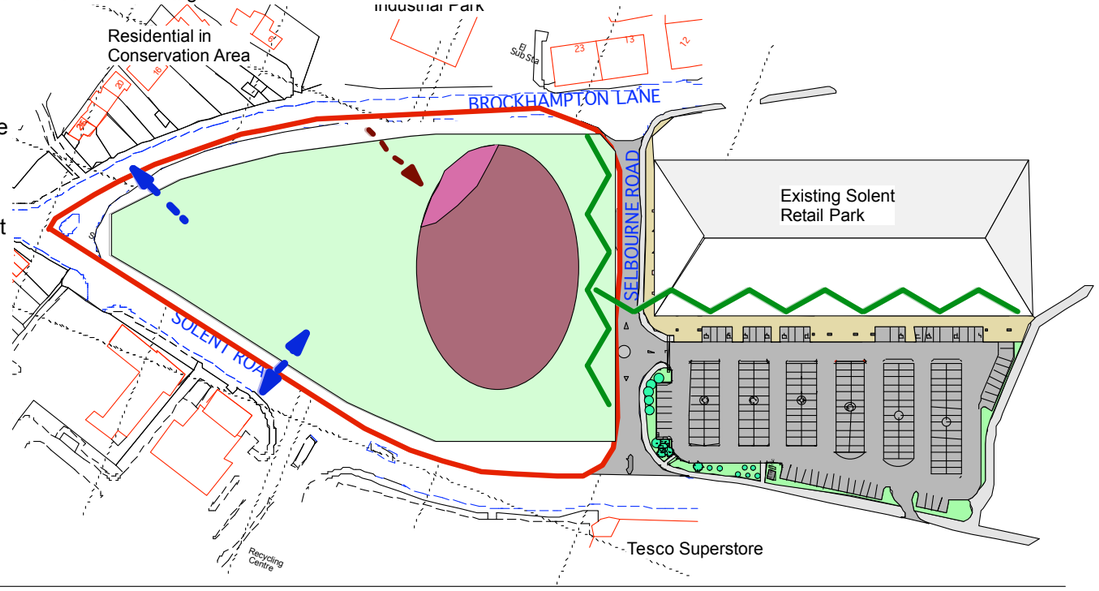
4. Omitting the second industrial unit provided the requisite retail area and parking numbers for project viability but resulted in the service yard again facing the residential and conflicting with traffic restricting measures in Brockhampton Lane. Poor visibility from Solent Road as the new building would be partially obscured by Pizza Hut.



Key:

- Existing standalone industrial units
- Existing Pizza Hut
- Proposed retail unit with service area
- Retail frontage
- Car access
- Service access
- Development site
- Decked carpark

5. The option of placing the building perpendicular to the existing retail was considered but dismissed on the grounds that that the rear service yard/elevation would be presented to the residential, a poor aspect would be presented to Solent Road, car access could not be via the existing Selbourne roundabout but would have to be off Solent Road thereby conflicting with Tesco's access, the service access would conflict with the existing road closure on Brockhampton Lane and car parking would relate poorly to the new retail frontage.



DESIGN EVOLUTION

Scale : NTS

4 INVOLVEMENT

4.1 This statement has not been prepared in isolation. Rather, it benefits from the government-led approach of early and wide ranging consultation, undertaken in advance of the submission of a planning application.

4.2 The need for effective community consultation as part of the development process became a statutory requirement in 2004, as laid out within the Planning and Compulsory Purchase Act 2004 (Part 2, Schedule 8) which requires those involved in planning to move towards a more proactive, inclusive approach.

4.3 The National Planning Policy Framework (NPPF) outlines the importance of early engagement with the local community in association with the preparation of planning applications. Paragraphs 188-195 of the document are relevant confirming that consultation should be undertaken with stakeholders during the early stages of bringing forward a development proposal. This assists in identifying all fundamental issues relating to a particular development and allows for early consideration of those.

4.4 Paragraph 189 of the NPPF confirms that Local Planning Authorities should encourage developers to take up pre-application services, and also encourage applicants to engage with the local community before submitting their proposals for consideration. It is also noted that resolving issues at the pre-application stage has added benefit, in terms of assisting, ultimately, in the timely issues of decisions (paragraph 190).

4.5 A full summary of the consultation undertaken with the Local Authority and local residents, and the feedback received, is outlined in the accompanying Planning Statement and Statement of Community Involvement.

4.6 The development proposals have been informed by, and respond to, the consultation exercise. The principles of the proposed development have been supported.

5 DESIGN SOLUTION

5.1 The principal aim of the design approach is to create a sense of place for the proposed development whilst responding positively to the site's context, recognising its constraints and maximising its opportunities. The design options which have been considered by the applicant in this case are illustrated in diagrammatic form on Diagram 9 – Design Evolution prepared by LDA Architects.

5.2 Further details, relating to the preferred solution are set out below, and are illustrated in Diagrams 10 – Proposed Plan, 11 – Proposed Elevations & Section and 12 – Proposed 3D Views.

5.3 With reference to Diagram 9 the following key issues have influenced the eventual design solution:

(i) Retention of one or more of the more recently constructed buildings on the site is impractical as their uses are inconsistent with the development as a whole and they will prevent the successful integration of the site with the existing Solent Retail Park;

(ii) The whole 'island' site area is, therefore, required to produce a meaningful retail development with the requisite quantum of floorspace and associated car parking/servicing for the scheme to be commercially viable;

(iii) The need for a design solution that reflects the scale, building-line and general appearance of the existing adjoining retail building to produce a visually coherent development.

(iv) The need to respect residential amenity by ensuring building bulk and servicing areas are positioned away from the properties in Brockhampton Lane;

(v) Consideration to the impact of development on the adjoining Conservation Area;

(vi) To 'green' what is currently a very utilitarian industrial site and provide a retail site that has a visually attractive appearance on this principal route into Havant Town Centre, and

(vii) To ensure that the development can be accessed by all modes of transportation, in a convenient and safe manner and without detriment to the local highway network.

Amount of Development

5.4 The proposal is for 4,181 sqm/45,000sqft gross internal area of retail floorspace at ground floor and up to 3,257sqm/35,058sqft at mezzanine floor(7,438sqm/80,058sqft overall). The building has been designed for possible sub-division into as many as six retail units should prevailing market conditions dictate.

Use and Vitality

5.5 It is proposed that approximately 80% of total floorspace will be occupied by comparison retailer(s), with the remainder for convenience goods (with associated café element) targeted at the relatively discreet and 'high end' market.

5.6 The proposal will replace primarily outdated industrial building(s) that are generally underutilised and/or vacant. The redevelopment of the site for retail use, together with the associated proposals for the redevelopment of nearby redundant industrial sites, will significantly increase the vitality and viability of the area, through the regeneration of these sites that optimise their use. Specifically, the retail proposal will meet, in part, the identified requirement for additional retail floorpsace in Havant and will reinforce the role and function of the Town Centre.

Layout / Siting of Building

5.7 For reasons previously stated, a single building, capable of sub-division, is proposed with a footprint and volume reflecting its immediate neighbour which can meet the needs of modern retailers in terms of floor area and flexibility. The building aligns with its immediate neighbour to create a coherent development. Car park access is consistent with the existing retail Park arrangement, being off Selbourne Road, with separate servicing similarly off Brockhampton Lane (via Selbourne Road).

5.8 The benefits to the layout are:

i) A simplicity and consistency of approach with the existing Solent Retail Park, which is legible and immediately apparent to shoppers;

ii) The continuation of the building-line/frontage to Solent Road, achieving good visibility and an 'active' frontage, and

iii) Ensuring the building, and associated servicing, is separated from existing residential properties to maintain residential amenity.

5.9 Consequently, the layout/orientation of the building will positively contribute to the environmental quality and character of the area.

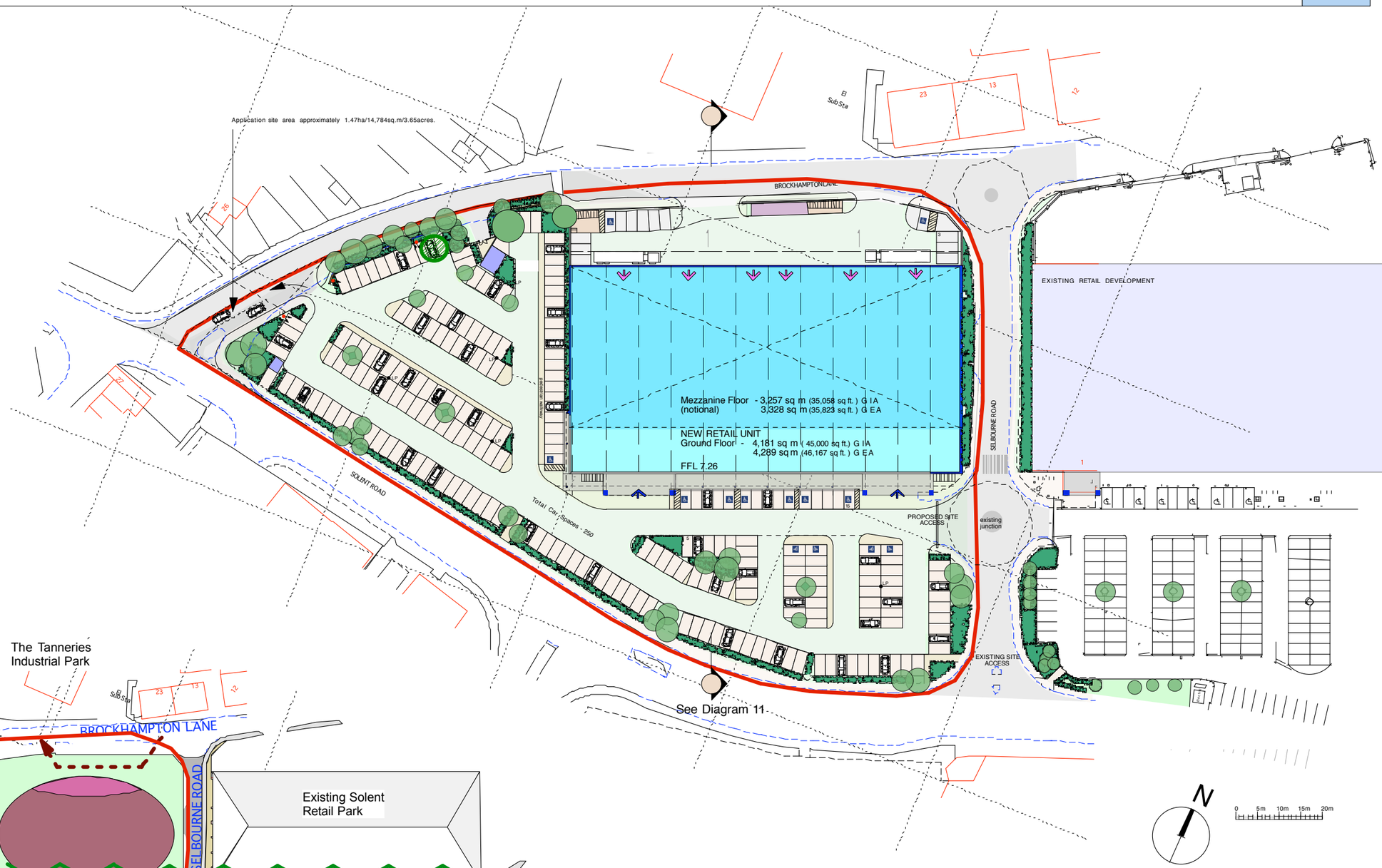
PROPOSED RETAIL DEVELOPMENT

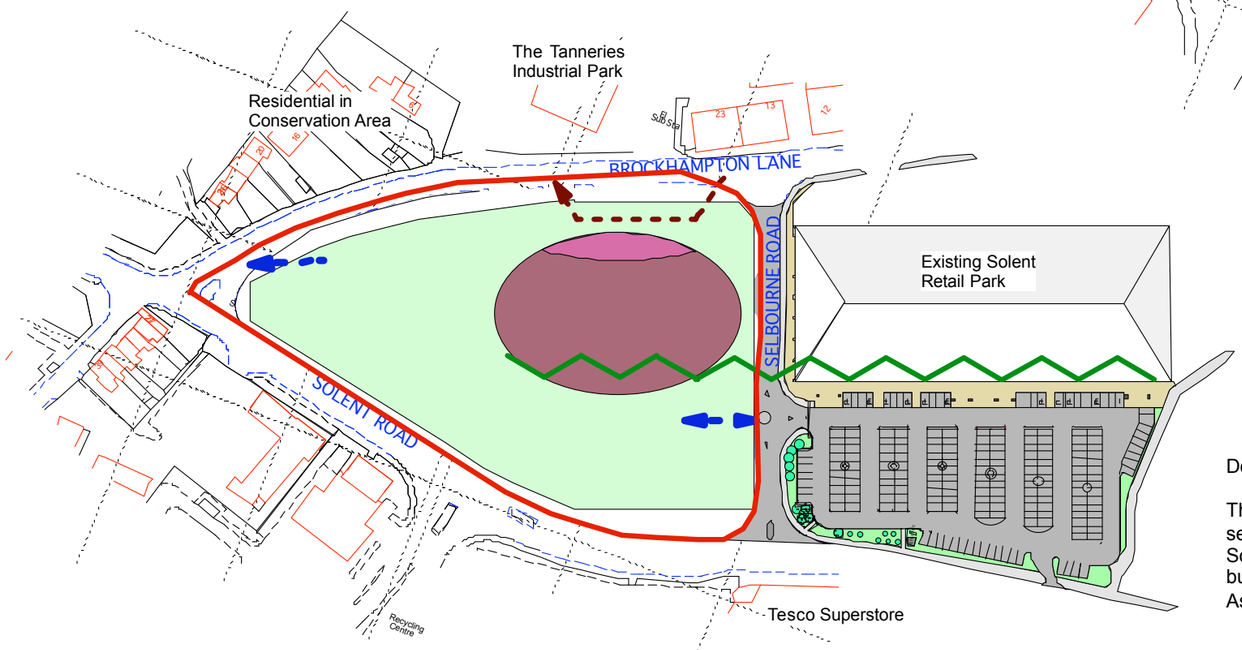
SOLENT RETAIL PARK, HAVANT, HAMPSHIRE

10

Key:

- Proposed retail unit with service area
- Retail frontage
- Car access
- Service access
- Development site





Design Evolution:6

The current proposal resolved the conflicts noted on Diagram 9 by omitting all existing buildings on the site and locating the new service area more appropriately to the north of any new unit opposite the existingTanneries service yard as per the existing Solent Park retail unit. The more rectangular building footprint which resulted relates well to the existing retail unit in terms of building line and design whilst being more flexible in terms of possible future sub-division to better suit market conditions. Associated car parking layouts logical with landscaping to reflect existing retail developments.

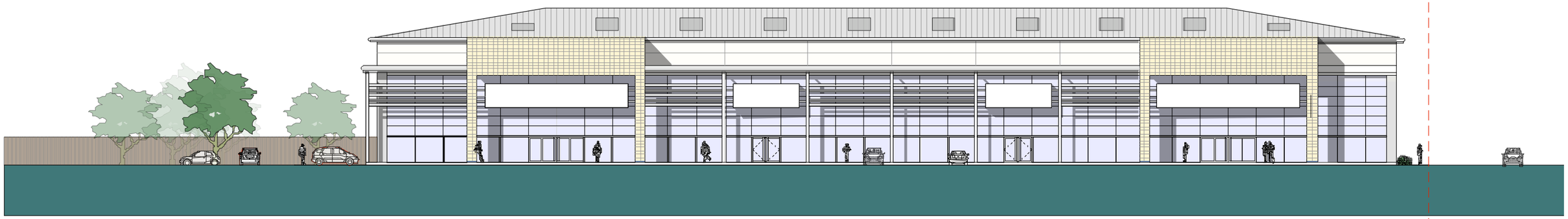
PROPOSED PLANS

Scale : As scale bar

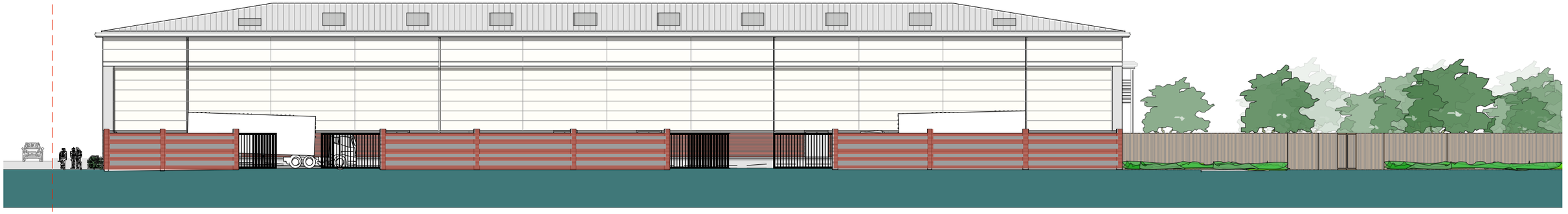
PROPOSED RETAIL DEVELOPMENT

SOLENT RETAIL PARK, HAVANT, HAMPSHIRE

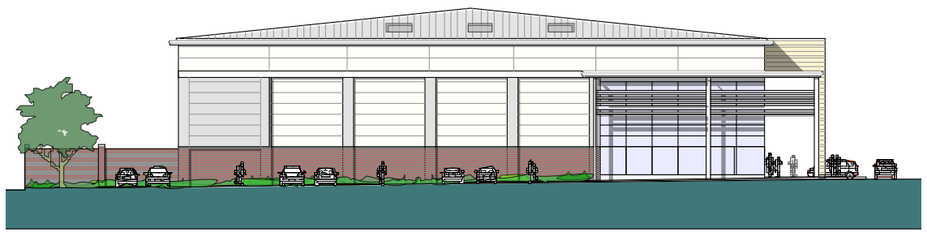
11



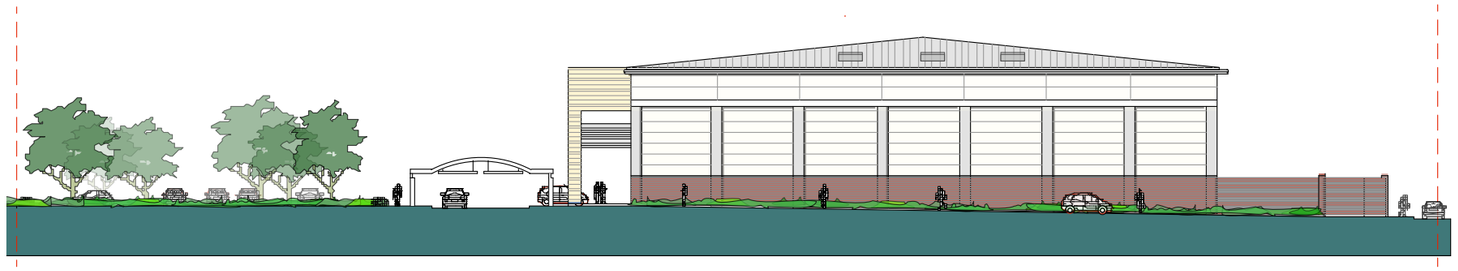
South Elevation to Solent Road



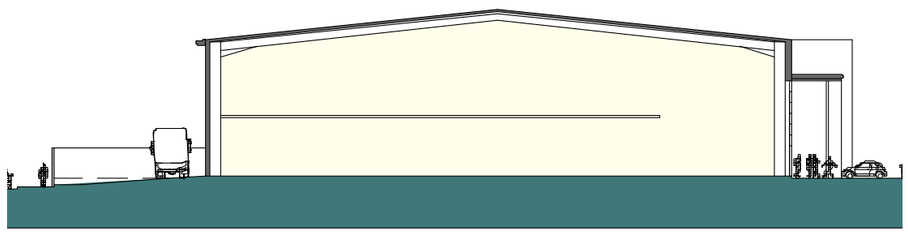
North Elevation to Brockhampton Lane



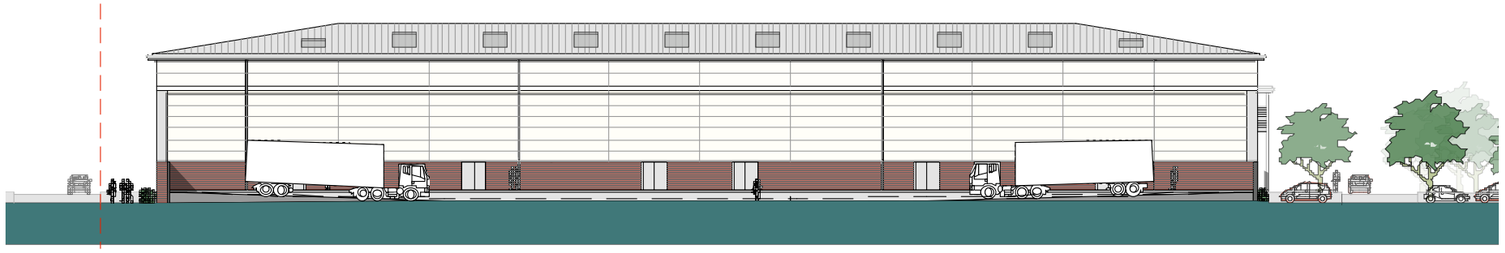
West Elevation to car park



East Elevation to Selbourne Road



Section



North service yard elevation

PROPOSED ELEVATIONS & SECTION

Scale : NTS

PROPOSED RETAIL DEVELOPMENT
SOLENT RETAIL PARK, HAVANT, HAMPSHIRE



View across Solent Road from Tesco's filling station. (Perimeter site landscaping shown feint)



Front elevation viewed from new car park with existing Solent Retail Park to the right.



View across Selbourne Road from the existing Solent Retail Park car park.







Top left:New car park exit onto Brockhampton Lane.
Above:Rear elevation and screen wall viewed from Brockhampton Lane/Selbourne Road junction.
Bottom left:Screening of car park viewed from Brockhampton Lane.

PROPOSED 3D VIEWS
Scale : NTS

Scale / Building Height

5.10 The footprint of the building is less than the adjoining retail building but the same in terms of depth. The overall scale/height of the building is broadly similar to its immediate neighbour and consistent with the scale and height of other nearby commercial development (for example at the Tanneries to the rear of the site).

5.11 The siting of the building ensures its scale/height is not overbearing on nearby residential properties in Brockhampton Lane. Rather, the removal of existing dilapidated industrial buildings immediately opposite these properties will represent a significant enhancement, both to residents' outlook and setting of the Conservation Area.

Appearance / Building Materials

5.12 The building reflects the neighbouring retail building in the extensive use of glass to the front elevation with similar projecting features to emphasise principal points of entry. Glazing returns are proposed for part of the west elevation to reflect the prominence of this corner to users of Solent Road. Remaining elevations reflect the design and materials of the adjacent building with projecting column casings to maintain a column free interior. The only variation is the adoption of a red brick throughout – as a continuation of the service yard enclosure – to differentiate the building from its neighbour where a buff brick was utilised.

5.13 The only other significant difference is the inclusion of a canopy following the glazing line, with freestanding columns supporting an array of high level horizontal louvres to afford some degree of solar shading to the south facing elevation and provide a degree of both shelter to shoppers and visual interest. Increased height will be accommodated in a clerestory type band of white cladding. A panel of blank cladding is proposed to one bay of the west elevation to accommodate signage.

5.14 Detailing and materials will be consistent with that employed on the adjoining property to ensure a consistent aesthetic approach to the Retail Park. This is illustrated on Diagram 13 – Building Materials.

Landscaping / Public Realm

5.15 The landscaping strategy is shown on Diagram 14 – Landscaping Materials and is similar to that adopted on the adjoining site. It can be summarised as follows:

(i) Provision of a dense planted margin of both ornamental and native trees and shrubs, with islands of similar planting to break-up parking areas. An enhanced landscaped buffer margin facing residential properties is proposed.

(ii) The perimeter of the building will be paved with high quality stainless steel furniture such as bollards and cycle racks.

(iii) Parking areas will be (SUDS) block paved with contrasting colours to provide demarcation.

(iv) A 1.8m high boundary treatment will be introduced opposite the residential properties on Brockhampton Lane to visually shield residents from the parking area and mitigate any noise intrusion.

(v) The servicing area will be screened with a full height red brick wall incorporating knapped flint panels for interest.

(vi) Parking areas will be surfaced with tarmac with associated areas of resin bound gravel paving to define pedestrian walkways radiating from the building.

Regeneration / Social and Economic Considerations

5.16 The existing site contains a number of businesses. There are, however, an increasing number of units which are vacant and are no longer attractive to occupants. Together with an air of dilapidation the site presents a generally run-down appearance, which detracts from the environs.

5.17 The new development will maintain employment on the site whilst it is envisaged that a number of existing businesses will transfer to more modern premises that are proposed opposite, on Solent Road, or elsewhere. The loss of the site, for employment use (class B1-B8) will not therefore undermine the employment supply, rather, will maintain or potentially enhance the existing level of employment in the area.

5.18 Overall, the proposal, together with the redevelopment of the nearby employment sites, as promoted under separate applications by Hargreaves Properties Ltd, will provide for the regeneration of this part of Havant, bringing significant social, economic and environmental benefits.

PROPOSED RETAIL DEVELOPMENT

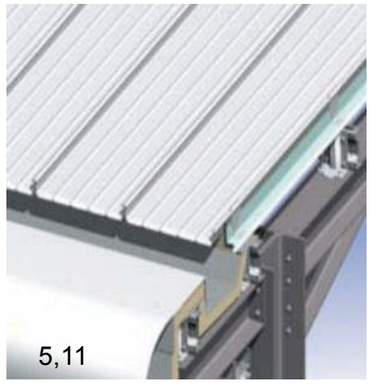
SOLENT RETAIL PARK, HAVANT, HAMPSHIRE

13



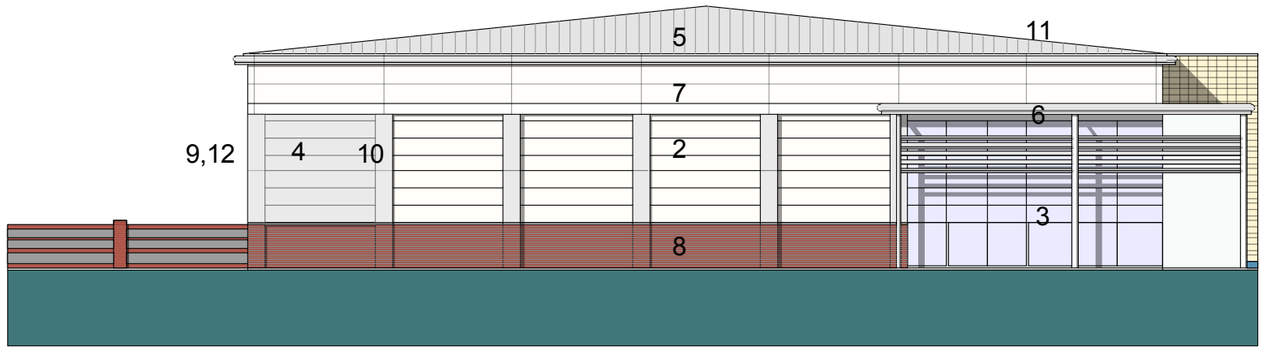










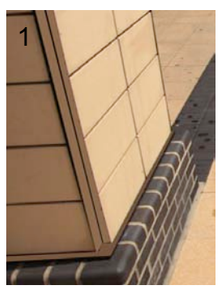


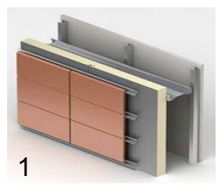
West Elevation

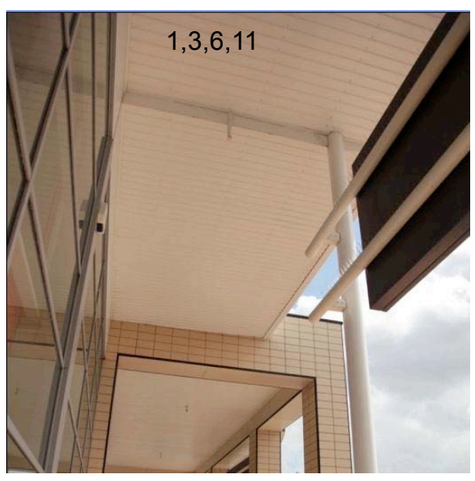














Materials Strategy

To largely match the existing Solent Retail Park to produce a unified development.
Brick plinth colour changed to red to differentiate the new building from the adjacent.

External Materials:

1. Terracotta stackbonded rainscreen tile cladding - colour, format and type to match the existing retail development. Colour matched ppc trims. Flush Ibstock Staffordshire Brindle Blue engineering brick plinth with dark grey flush pointing.

2. Microrib composite panels. Colourcoat HPS200 Ultra finish. Colour Honesty - RAL to be confirmed (Corus BS 10C31 reference). Feature flashing to brickwork below Merlin Grey RAL 180 40 05.

3. Curtain walling to match existing retail development. Ppc matt White RAL 9010 externally / matt White RAL 9010 internally. Grey Antisun double glazing. Matching doors.

4 . Location for retail signage / logo as item 10.

5. Profiled metal standing seam roofing with HPS200 Ultra finish. Colour Goosewing Grey RAL 080 70 05.

6. Feature columns, canopy and aerofoil louvres matt White RAL 9010.

7. Horizontal band microrib composite panels. Colourcoat HPS200 Ultra finish. Colour White RAL 9010. Matching pre-formed corners.

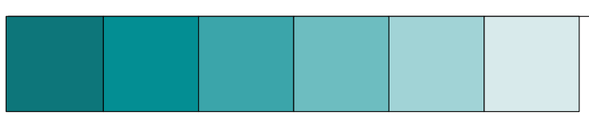
8. Facing bricks Hanson Chelsea Smooth Red or similar to match existing service yard walls. Natural flush pointed mortar. Inset knapped flint panels to screen walls to service yard.

9. Loading / escape doors on north elevation Merlin Grey RAL 180 40 05.

10. Column casings and end panel (item 4) Kingspan Optimo or similar smooth faced composite panel. Spectrum Silver metallic finish RAL 9006. Matching pre-formed corners.

11. Bullnosed gutter fascia and ribbed soffit ppc White RAL 9010.

12. Rainwater goods to service yard Merlin Grey RAL 180 40 05. Downpipes to front elevation run internally.



BUILDING MATERIALS

Scale : NTS

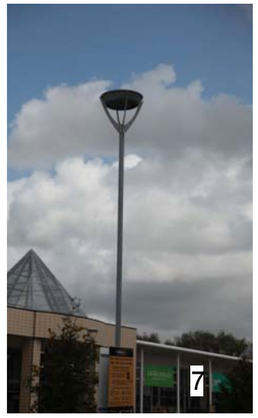
PROPOSED RETAIL DEVELOPMENT

SOLENT RETAIL PARK, HAVANT, HAMPSHIRE

14











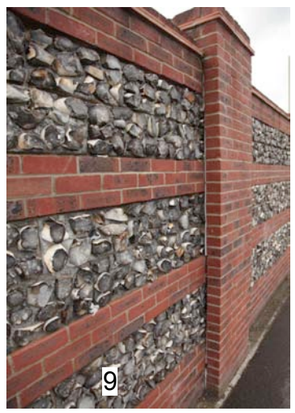
Materials Key:

- Tarmac + white lining.
- Brindle herringbone pattern block paving with plain margin and white marker block demarcation of bays.
- Marshall's Saxon or similar buff paving slabs laid in a chequerboard pattern with dark blue paver margin and inserts.
- Concrete service yard with tamped finish, plain margin and white lining.
- Resin bound aggregate paving flush with roadway to define walkways.
- Soft landscaping with timber knee rail.
- 2.6m red brick boundary wall to service area with inset flint panels.
- 1.8m Jackson's Chilham or similar vertically close boarded timber fence (viewed both sides) with matching gates.

Landscaping Strategy:

1. Landscaping, both hard and soft, to reflect existing Solent Retail Park to produce a unified development.
2. Area around the building to be hard chequer board pattern paved with dark blue pavers to visually define edges and street furniture surrounds. Parking bays to be block paved as part of SUDS strategy.
3. Bollards, cycle hoops, etc., to be stainless steel. PAS 68 anti-ram bollards to retail frontage.
4. Balance of vehicle circulation routes and parking areas to be tarmac with pre-cast concrete kerbs.
5. Site perimeter and landscape islands to be planted in a mixture of native and ornamental species to reflect existing planting regimes. Dense planted buffer opposite residential.
6. 1.8m close boarded fence included to Brockhampton Lane to visually shield parking from adjoining residential areas.
7. Lighting bollards to minimise night sky pollution.
8. Matching height restriction gantry located at vehicle entrance.
9. 2.6m boundary wall to service yard in red brick with piers and inset feature knapped flint panels to reflect earlier phase. Sliding painted steel gates.
10. Painted bollards to define pedestrian entry points.



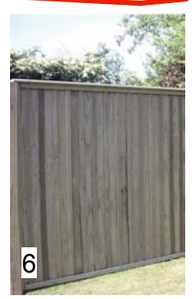


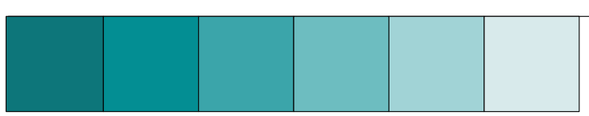












LANDSCAPING MATERIALS

Scale : NTS

6 ACCESS

6.1 This section of the statement considers access to the proposed retail development in terms of movement and traffic management, and in terms of accessibility for all users. The main aim has been to provide a development which is accessible and inclusive to all and which enhances linkages with the wider area.

Pedestrian and Cycle Access

6.2 Pedestrian access to the development will be via the existing footpath network along Solent Road and the existing established footpath/cycleway linking the Town Centre with the Solent Retail Park.

6.3 The shop entrances are located in the south elevation facing Solent Road and form an extension of the existing retail frontage with a defined link proposed across Selbourne Road.

6.4 All pedestrian areas will be level with drop kerbs and tactile paving as appropriate. Access generally will be in accordance with Building Regulations Part M and BS8300:2009.

6.5 Cycle storage is provided at both ends of the retail frontage with a link to the existing cycle network via the Solent Retail Park.

Public Transport Provision

6.6 The site's location is readily accessible to existing public transport.

6.7 The site is located approximately 500m from Havant bus station and approximately 1km from Havant train station.

6.8 There are also a number of local bus routes that serve the site, with bus stops in close proximity located on both Solent Road and Park Road South as Diagram 6 – Local Infrastructure Plan.

Vehicular Access

6.9 The vehicular access arrangements are summarised as follows:

(i) Servicing of the building, including commercial waste disposal, will be from Brockhampton Lane (via Selbourne Road), which is effectively a cul-de–sac with very few vehicle movements by virtue of existing bollards stopping-off the road from Solent Road.

(ii) Car access will be via the existing purpose-built junction on Selbourne Road, which already feeds the Solent Retail Park, with an additional egress only via a newly formed exit onto a re-modelled Brockhampton Lane.

(iii) Dedicated parking, which includes the provision of disabled parking bays immediately in front of the building is in accordance with local authority standards. The increase in parking numbers and differing use patterns will not adversely impact on the existing road network. (For a detailed appraisal of transport related matters reference should be made to the David Tucker Associates Transport Assessment which accompanies the application).

6.10 In summary, the scheme is designed as an inclusive environment, and the final scheme design is illustrated on Diagrams 10 – 12 inclusive contained in this document and the accompanying planning drawings.

7 SUMMARY AND CONCLUSIONS

7.1 The merits and benefits of the proposed development can be summarised as follows:

(i) The majority of existing buildings are in poor physical condition, being out-dated and unattractive in their appearance. In this regard the site is ripe for re-development.

(ii) Redevelopment of the site will thereby significantly enhance the visual amenity of the area, of both the immediately adjoining Conservation Area (and associated residential properties) and the Solent Road frontage which is a principal route towards Havant Town Centre.

(iii) The wider masterplan approach, which also provides for the redevelopment of the former ICTS and Trade Park sites (opposite the application site), will deliver substantial benefits in social, economic and environmental terms.

(iv) In this respect, any re-development will maintain, if not expand, existing employment opportunities in the area.

(v) The use of the application site for retail will be appropriate in view of the likely future extension of the defined town centre to incorporate the Solent Retail Park and the application site.

(vi) There is an identified need for additional retail floorspace with a shortage of suitably sized premises in Havant town centre. Retail development will reinforce the role of the existing town centre and enhance its appeal relative to other shopping facilities.

(vii) The development will be inherently sustainable due to the proximity of existing travel facilities and opportunities for linked trips with nearby facilities.

7.2 Overall, the proposal responds positively to the site's opportunities and constraints, and to the surrounding environment.

7.3 The scheme will provide an improved environment and an important retailing facility for the local area, with potential to reinforce the role and function of Havant Town Centre.

7.4 The development will be delivered in a manner that makes appropriate use of previously developed land and is accessible to all transport modes, therefore according with the principles of sustainable development.

7.5 The scheme accords with relevant national and local planning policy..