

# PLANNING, DESIGN & ACCESS STATEMENT

NOVEMBER 2025

270 LONDON ROAD  
WATERLOOVILLE  
PO7 7HG

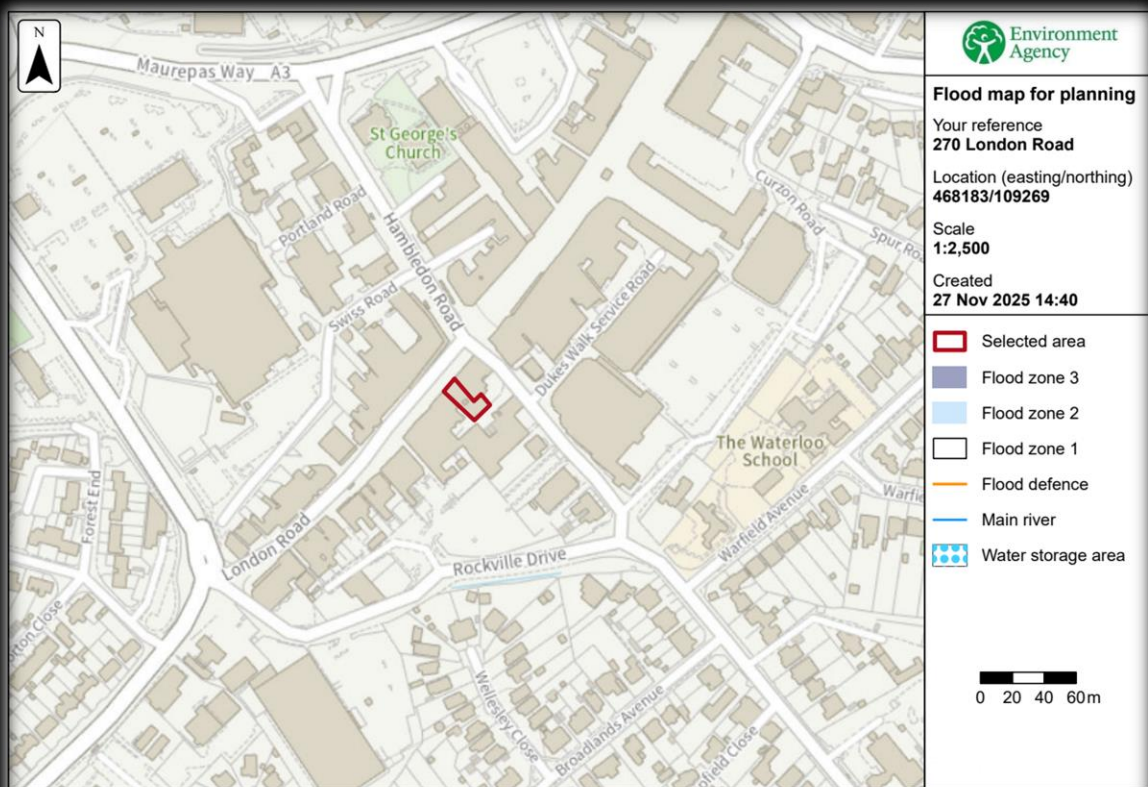
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## 1. INTRODUCTION

- 1.1.** Well Planned have been instructed to submit an application for planning permission to Havant Borough Council (the LPA), seeking approval for the redevelopment of 270 London Road, Waterlooville.
- 1.2.** The application proposes a comprehensive reconfiguration of the existing building to retain an active commercial frontage at ground floor level, together with the creation of four self-contained studio flats and a purpose-built 10-bedroom Co-Living scheme to the rear of the plot. The mixed-use approach would be consistent with Policy CS4 -Town, District and Local Centres.
- 1.3.** The proposed scheme seeks to optimise the site's sustainable town-centre location by rationalising the commercial element and introducing a mix of high-quality residential accommodation suited to modern housing needs.
- 1.4.** The application is supported by a full architectural package and supporting documents to demonstrate that the proposal is both policy-compliant and environmentally acceptable. The documentation comprises:
  - Application Form
  - Application Fee (£XX paid via Planning Portal (plus £85 administration fee)
  - Plans prepared by Lundi Architects
    - LA2408 02 REV a - Block and Location Plans (Existing)
    - LA2408 03 Rev A - Topo Survey (Existing)
    - LA2408 06 Rev A - Ground Floor (Existing)
    - LA2408 07 Rev A - First Floor (Existing)
    - LA2408 08 Rev A - Second Floor (Existing)
    - LA2408 09 Rev A - Roof Plan (Existing)
    - LA2408 010 Rev C - Ground Floor (Proposed)
    - LA2408 011 Rev C - First Floor (Proposed)
    - LA2408 012 Rev B - Second Floor (Proposed)
    - LA2408 013 Rev B - Roof Plan (Proposed)
    - LA2408 015 Rev A - Kitchen and Utility Layouts (Proposed)
    - LA2408 20 Rev B - North West Elevations (Existing and Proposed)
    - LA2408 21 Rev B - South East Elevations (Existing and Proposed)
    - LA2408 22 Rev B - South West Elevations (Existing and Proposed)
    - LA2408 23 Rev B - North East Elevations (Existing and Proposed)
    - LA2408 24 Rev B - Cross Sections X-X (Existing and Proposed)
    - LA2408 25 Rev B - Cross Sections Y-Y (Existing and Proposed)
    - LA2408 26 Rev A - Long Sections A-A (Existing and Proposed)
    - LA2408 30 Rev A – 3D Renders (Proposed)
  - Planning, Design, and Access Statement (*this document*)
  - Transport Technical Note by Bright Plan Ltd
  - Internal Noise Assessment by Vine Acoustics Ltd
  - Noise Impact Assessment by Vine Acoustics Ltd
  - Nutrient Assessment and Budget by Aqua Callidus
  - Solent Nutrient Calculator
  - HBC European Site avoidance and mitigation checklist
  - Surface and Foul Water Drainage Strategy by Hamill Davies Ltd
  - Existing Drainage Survey by Pureflow
  - Construction Environmental Management Plan by Bright Plan Ltd
  - CIL Form 1

## 2. SITE DESCRIPTION

- 2.1.** The application site is located within the pedestrianised section of London Road, in Waterlooville Town Centre. Vehicular access is restricted to busses and the loading and unloading of goods. The property sits within a continuous frontage of commercial ground-floor premises, with a mix of retail, leisure and residential uses in the upper floors.
- 2.2.** The existing premises comprises two connecting blocks, part two storey/part three storey, with a commercial gym ("Back to Fitness") occupying the ground and first floors, with a self-contained two-bedroom residential flat on the second floor.
- 2.3.** The existing building is a mid-20th century structure with a traditional frontage facing London Road. The north-west (front) elevation shows the established frontage serving the gym, which will be refurbished as part of the scheme. The existing gym is currently underutilised and has several empty and redundant areas which are in need of upgrading. The site falls within Waterlooville Town Centre, with a variety of facilities nearby, and is linked to a bus corridor which acts as a transport hub to the surrounding areas.
- 2.4.** The south-east (rear) elevation comprises a series of add-ons and differing roof forms that are in visibly poor condition and are proposed for demolition and replacement with a coherent new rear block
- 2.5.** The site is flanked by commercial and mixed-use properties on both sides. To the rear lies a service road providing access for refuse collection and deliveries. There is no on-site vehicle parking, which is consistent with the existing lawful use and the town-centre context.
- 2.6.** The site is located in a highly sustainable position with immediate access to shops, services, bus routes, and cycle links, as validated in the submitted Transport Statement
- 2.7.** There are no listed buildings on the plot, and the site does not lie within a Conservation Area. No heritage designations are affected.
- 2.8.** The Environment Agency 'Flood Map for Planning' confirms The site is within Flood Zone 1 and as such is not considered to be at risk of flooding now or in the future. There is existing drainage provision within the site.



### 3. PLANNING HISTORY

- 3.1.** A review of the LPA's online planning register identifies no recent planning applications relating directly to major redevelopment of the building. The Ground floor premises have been established as a gym since 2021. The change of use from Class E retail to Class E gym was regularised by way of a certificate of lawfulness application in 2021 APP/21/00877.
- 3.2.** The proposal therefore represents a logical and beneficial evolution of the site's mixed-use nature, maintaining commercial activity at street level while introducing high-quality residential accommodation in place of aging, inefficient floorspace.

### 4. PROPOSED DEVELOPMENT

- 4.1.** The proposed development comprises the following key components:

#### 4.1.1. COMMERCIAL (GROUND FLOOR)

- Retention of the existing gym use ("Back to Fitness"), albeit in a reconfigured footprint
- A new main entrance will remain via the London Road frontage.
- New internal layout with improved fire safety and acoustic treatment.
- Dedicated commercial refuse area at the rear.

#### 4.1.2. STUDIO FLATS (FIRST & SECOND FLOORS)

- Four high-quality studio flats are proposed (37–38 sqm each), replacing the existing single two-bedroom flat of the second floor and the existing commercial use of the first floor.
  - Enhanced internal stair core.
  - Improved internal natural light following layout refinements.
  - Dedicated 4 cycle storage to the rear.
  - Studio flats annotated explicitly as single-occupancy.
  - Shared residential refuse store

#### 4.1.3. CO-LIVING BUILDING (REAR BLOCK)

- An additional storey will be erected on the footprint of existing rear part of the building to provide:
  - 10 large single-occupancy rooms (19.5–23.5 sqm).
  - Large shared living/kitchen/dining area on the Ground floor
  - Additional laundry and secondary kitchen facilities on the first and second floors
  - Internal bike store for 10 cycles
  - Shared residential refuse store.
  - A redesigned internal courtyard offering outlook and amenity.

- 4.2.** The new rear structure presents a coherent contemporary form with acoustically-upgraded cladding and double-glazed windows with restricted openings, as demonstrated in both the elevational drawings and 3D renders.
- 4.3.** A net increase of 109 sqm is created through more efficient structural utilisation and the redevelopment of outdated rear structures.
- 4.4.** The studio flats all meet the standards for 1 bed / 1 person independent living options, whilst the 10 bed Co-Living element offers an alternative type of accommodation for those tenants who prefer the more social aspect of living within a shared living environment.

### 5. DESIGN & ACCESS

#### DESIGN, IMPACT & AMENITY

- 5.1.** The development improves the architectural coherence of the site and enhances overall amenity, without causing issues of overlooking, overshadowing or overbearing.
- 5.2.** The design approach is underpinned by the need to:

- Improve the architectural appearance of the building;
- Remove deteriorating structures at the rear;
- Deliver high-quality accommodation within a constrained urban plot;
- Ensure acoustic protection between the gym and new residential areas;
- Maximise daylight within the accommodation.
- Provide high quality spacious layout for future residents
- Provide an outdoor amenity area for the residents of the Co living unit.

**5.3.** The rear additions have been carefully designed to provide visual interest from the limited viewpoint at Stakes Hill Road. The rear additions cannot be seen from London Road and has no impact on the existing street scene. The design, appearance, and proposed use are appropriate in relation to the main building and the surrounding area. The proposal is therefore considered acceptable and complies with Policy CS16 of the HBLP (Core Strategy) as well as the Council's Borough Design Guide SPD. It is also concluded that the scheme would not have a harmful effect on the visual amenity of the locality.

#### **FRONT ELEVATION**

**5.4.** Minor modifications to the existing shopfront and upper-floor fenestration will modernise the appearance while respecting the rhythm of the town-centre frontage. All windows will be double-glazed and upgraded for acoustic standards.

#### **REAR ELEVATION**

**5.5.** The existing fragmented rear elevation will be replaced with a unified, well-proportioned façade with proposed cladding in neutral tones. Dark brickwork forms a robust base, improving visual coherence and durability .

#### **SIDE ELEVATIONS**

**5.6.** Side elevations incorporate feature cladding, improved detailing, and installation of ecological enhancements ( such as bird and bat boxes) .

#### **AMENITY**

**5.7.** Co living Residents benefit from:

- A secure internal courtyard with raised planters and water butts to aid surface water runoff and provide ease of watering for planted areas
- Internal communal areas within the Co-Living building
- Immediate access to town-centre amenities
- Compliant room sizes, far in excess of normal Co-living requirements
- High acoustic performance, validated in the Noise Assessment
- Interior designed fully furnished rooms
- Fortnightly cleaner service
- All bills included living option

#### **ACCESS**

- Main entrances remain off London Road for the commercial and studio accommodation.
- Separate access route to the residential accommodation via a dedicated stair core.
- Access to the Co-Living element will be at the rear, this will be well lit for safety.
- Rear service access retained for refuse collections.
- Cycle stores provided in accordance with HBC standards

## **6. PLANNING POLICY**

**6.1.** The proposal aligns with the National Planning Policy Framework (2024) and supports:

- Efficient, sustainable re-use of previously developed land;
- Delivery of a variety of housing types;

- Enhanced design quality;
- Reduced reliance on private cars due to the sustainable location.

**6.2.** Key Havant Borough Council policies relevant to this scheme include:

#### **HAVANT BOROUGH LOCAL PLAN (CORE STRATEGY) MARCH 2011**

- CS1 (Health and Wellbeing)
- CS4 (Town, District and Local Centres)
- CS6 (Regeneration of the Borough)
- CS8 (Community Safety) CS9 (Housing)
- CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
- CS16 (High Quality Design)
- CS17 (Concentration and Distribution of Development within the Urban Areas)
- CS21 (Developer Requirements)
- DM8 (Conservation, Protection and Enhancement of Existing Natural Features)
- DM9(Housing)
- DM10 (Pollution)
- DM13 (Car and Cycle Parking on Residential Development)
- DM24 (Recreational Disturbance to Special Protected Areas (SPAs) from Residential Development)

#### **HAVANT BOROUGH LOCAL PLAN (ALLOCATIONS) JULY 2014**

- AL1 (Presumption in Favour of Sustainable Development)
- AL3 (Town, District and Local Centres) DM18 (Protecting New Development from Pollution)

Havant Borough Council Borough Design Guide SPD December 2011

Havant Borough Council Parking SPD July 2016

#### **6.3. HOUSING DELIVERY & MIX**

**6.3.1.** The proposal introduces a range of high-quality units (studios + co-living) tailored to smaller households and younger professionals—consistent with identified needs in a sustainable Town Centre location. Policy CS4 of the Havant Borough Core Strategy (2011) aims to “Encourage high quality, mixed-use development in designated centres that retain active ground floor frontages.” Policy CS9 aims to “Provide a mix of dwelling types, sizes and tenures which help meet identified local housing need and contribute to the development of mixed and sustainable communities.”

**6.4.** Overall, it is considered that the proposal would provide a satisfactory level of accommodation for future occupiers, in accordance with Policy CS16 of the Core Strategy. The development is thought to positively contribute to the economic and physical regeneration of Waterlooville Town Centre, with particular focus on London Road public realm in accordance with the aims of Policy CS6 – Regeneration of the Borough.

#### **6.5. CIL CONTRIBUTIONS**

**6.5.1.** The scheme would be Community Infrastructure Levy (CIL) liable for the net additional internal floor space and change of use to residential floorspace, and the appropriate forms have been submitted.

#### **6.6. TRANSPORT & PARKING**

**6.6.1.** The scheme is car-free, in line with the LPA’s Parking SPD for town-centre locations. The Transport Statement confirms the site’s strong accessibility credentials and negligible trip generation

**6.6.2.** There is no specific guidance given within the Havant Borough Council Parking SPD (2016) for developments of this type, however it is stated in section 3.05 on page 133 “Proposals within Havant and Waterlooville Town Centres, as defined in the Havant Borough Local Plan 2036, may be suitable for a lower level of car parking provision compared to the rest of the Borough..... The level of parking to be provided must be based on the nature and scale of development, access to shops and services together with public transport accessibility. A lower level of provision must not result in displacement of parking pressure into nearby residential areas. Utilising near-site parking in dedicated car parks (not on-street parking) should be considered together with demand-based measures to reduce parking pressure.”

**6.6.3.** The location is highly sustainable as covered in the transport assessment with the availability of long and short stay car parks in the vicinity. Secure cycle storage is proposed for all future occupiers. The proposals are therefore considered to meet the guidance specified in the Havant Borough Council Parking SPD (2016) and to be in accordance with Policy DM13.

**6.6.4.** No changes are proposed to the existing access arrangements at the rear for access for refuse collections and emergency access if required.

#### 6.7. NUTRIENT NEUTRALITY

**6.7.1.** The Nutrient Assessment identifies a net increase of +5.09 kg TN/yr and confirms that off-site mitigation is appropriate and deliverable.

**6.7.2.** A conditional agreement is being entered into with Butler Farms to secure the necessary credits.

#### 6.8. NOISE

**6.8.1.** Acoustic separation measures have been designed to mitigate unacceptable noise level impacts between the gym and residential uses, consistent with national and local policy expectations.

**6.8.2.** All relevant internal walls & floor to studios and Co-Living will be upgraded/constructed to meet building control attenuation standards & ensure noise conflict amongst tenants will be negligible.

**6.8.3.** Any potential noise impact to the frontage has been considered and the windows have been upgraded to minimise this.

#### 6.9. SPACE STANDARDS

**6.10.** Consideration has been given to ensure all space standards are complied with, according to the Nationally Described Space Standards for self-contained dwellings. For the purpose of the Co-Living unit, there are no comparable standards to refer to, so for the purpose of the application, the local space standards for HMOs have been used in the table below:

| RESIDENTIAL UNIT                                             | REQUIRED (m <sup>2</sup> ) | PROVIDED (m <sup>2</sup> ) |
|--------------------------------------------------------------|----------------------------|----------------------------|
| STUDIO 1                                                     | 37                         | 38                         |
| STUDIO 2                                                     | 37                         | 37                         |
| STUDIO 3                                                     | 37                         | 37                         |
| STUDIO 4                                                     | 37                         | 38                         |
| CO-LIVING BED 1                                              | 6.51                       | 19.6                       |
| CO-LIVING BED 2                                              | 6.51                       | 19.5                       |
| CO-LIVING BED 3                                              | 6.51                       | 19.5                       |
| CO-LIVING BED 4                                              | 6.51                       | 23.5                       |
| CO-LIVING BED 5                                              | 6.51                       | 21.0                       |
| CO-LIVING BED 6                                              | 6.51                       | 19.6                       |
| CO-LIVING BED 7                                              | 6.51                       | 19.5                       |
| CO-LIVING BED 8                                              | 6.51                       | 19.5                       |
| CO-LIVING BED 9                                              | 6.51                       | 23.5                       |
| CO-LIVING BED 10                                             | 6.51                       | 21.0                       |
| CO-LIVING LIVING ROOM                                        | 11                         | 13                         |
| CO-LIVING KITCHEN/DINING (INC. SECONDARY KITCHENS & UTILITY) | 24                         | 44.8                       |

## 7. CONCLUSION

The proposed redevelopment of 270 London Road represents a well-considered, sustainable and policy-compliant scheme that secures the long-term viability of the commercial unit while delivering high-quality residential accommodation suited to current housing demands.

The scheme results in:

- Optimised use of a highly accessible town-centre site
- Delivery of 4 self-contained independent unit
- Delivery of a high quality 10-bedroom co living unit
- Enhanced design and improved building fabric
- Retention of the gym/ boxing facility, which is underutilised in the current setup
- Environmentally sound outcomes including nutrient mitigation and acoustic control
- No harmful impact on character, amenity, transport or neighbouring land uses.

The target tenants would be professionals or key workers in need of high-quality accommodation. Tenants would be carefully considered and vetted as part of the letting process and the property will be managed by a specialist shared living management agency. This will ensure the tenants are well managed and respectful, whilst also ensuring any maintenance needs are quickly and fully addressed.

For these reasons, the proposal is considered acceptable, and planning permission should be granted.