

**212–218 London Road,
Waterlooville,
PO7 7AJ**

**Part retention of ground floor commercial unit (Class E);
conversion of remainder of ground floor and first floor to form 8 x 1
bed flats (Class C3); construction of 2nd floor with recessed 3rd
floor mansard roof to form 12 bed Shared Living Property (HMO -
Sui Generis); with associated parking, refuse and landscaping.**

Prepared by JB Architectural Design Studio

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1.0 Introduction

The proposal includes the part-retention of an existing ground-floor commercial unit (Class E), the conversion of the remainder of the ground and first floors to form eight self-contained residential flats (Class C3), and the construction of a new second floor with a recessed third-floor mansard roof extension to deliver a 12-bed Shared Living Property (Sui Generis).

The scheme redevelops an underutilised site in a sustainable urban location, delivering high-quality homes while maintaining an active commercial frontage. This DAS outlines the design rationale, responds to pre-application feedback, and demonstrates that the proposals accord with relevant planning policy.



Figure 1: Existing Streetscene

2.0 Site & Surroundings

The application site occupies a prominent position on the eastern side of London Road in Waterlooville. The site currently comprises a two-storey brick-built commercial building with ground-floor commercial activity and first-floor ancillary space. The surrounding area features:



Application Site

Mixed commercial uses along London Road



A petrol filling station immediately to the north



Residential neighbourhoods to the east and south



Frequent bus routes and pedestrian infrastructure along the frontage

The existing building is visually dated, with inconsistent shopfronts and limited architectural coherence. The site serves as a transitional edge between the town centre and residential areas, and lies within a location identified for intensification in the emerging Local Plan.

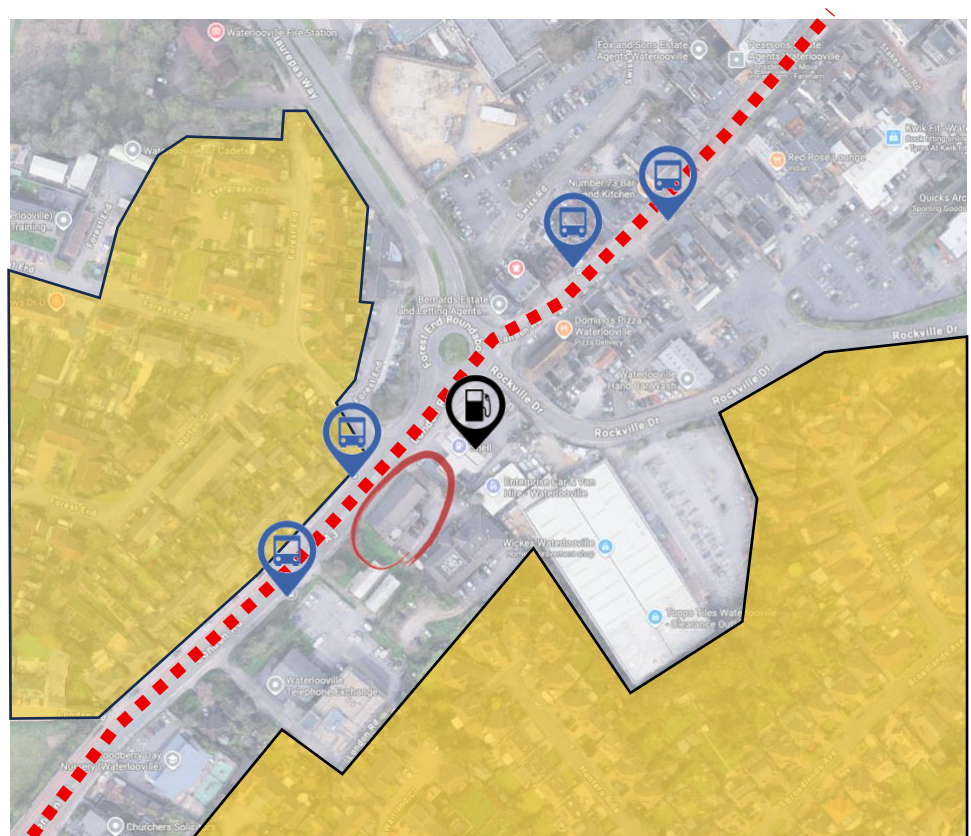


Figure 2: Site map - context

3.0 Planning Policy Context

The development is guided by the Havant Borough Local Plan (Core Strategy and Allocations Plan), the National Planning Policy Framework (NPPF 2024), and the emerging **Building a Better Future Plan**.

Draft Policy 13 – Housing Density (Opportunity Area)

A key material consideration is that the site lies within a **draft defined high-density Opportunity Area**, where developments of five or more dwellings should achieve densities of approximately **55 dwellings per hectare (dph)**. This designation actively promotes **intensification and redevelopment** within the London Road corridor.

Other relevant policies include:

- CS9 (Housing)
- CS16 (High Quality Design)
- CS21 (Developer Requirements)
- DM10 (Pollution)
- DM13 / DM14 (Parking and Transport)

NPPF requires councils to optimise development capacity on sustainable, brownfield land and supports high-density development in accessible locations.

4.0 Principle of Development

The site is within the defined urban area, where redevelopment is acceptable. The proposal:

- Provides eight high-quality C3 dwellings and a well-managed 12-bed HMO
- Retains commercial activity at ground floor

- Enhances a visually tired building
 - Optimises a sustainable brownfield site
 - Supports local housing delivery in a borough with a constrained supply
 - Aligns directly with the Opportunity Area's density aspirations
 - Accordingly, the principle of mixed-use redevelopment is strongly supported.
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5.0 Site Constraints

Several constraints have informed the design:

Southern Water sewer corridors (150mm foul and 900mm surface water) requiring 3m stand-off

Flood risk (surface water) in parts of the site

Noise from London Road and the adjacent petrol filling station

Shared vehicular access that must remain unimpeded

Source Protection Zone requiring careful foundation design

Medium pressure gas main in London Road

These considerations have shaped massing, roof design, drainage routing, acoustic treatments, and access protection.

6.0 Use

Existing uses:

- Ground-floor commercial (Class E)
- First-floor ancillary commercial space

- Roof void storage and office space

Proposed uses:

- Retained ground-floor commercial unit
- Eight C3 residential flats (three at ground floor; five at first floor)
- New second-storey mansard extension forming a 12-bed HMO (Sui Generis)

The mix responds to local demand for single-person accommodation, contributes to meeting housing needs, and provides a viable and sustainable redevelopment strategy.

7.0 Amount

The development delivers:

1 retained commercial unit

8 self-contained flats (1-bed, C3)

1 × 12-bed HMO (Sui Generis)

The building will comprise ground, first and second floors, with a recessed third-floor mansard roof set back from the principal elevations.

This represents an appropriate and policy-supported level of intensification within a designated Opportunity Area.

8.0 Layout

Ground Floor:

- Retained commercial unit with enhanced frontage

- Three self-contained flats accessed securely from the side/rear
- Maintained vehicular route to rear commercial unit
- Secure refuse – relocated closer to the site entrance
- cycle storage – secured internal lock up

First Floor:

- Five self-contained 1-bed flats
- Improved circulation, daylighting, and internal arrangements

Second Floor and Recessed Third-Floor Mansard:

- Twelve HMO rooms arranged across the second floor and recessed third-floor mansard level around efficient circulation.
- Mechanical ventilation strategy (where required)
- Acoustic detailing (refer to appendix C noise assessment with list of mitigating measures)
- The layout delivers safe access, good amenity, and compliance with internal space requirements.



Figure 3: PROPOSED 3D CGI

9.0 Scale & Massing

The proposal replaces the existing pitched roof with a new second floor and a recessed third-floor mansard roof above. Key massing principles:

- The mansard has been **relocated to the rear** of the building
- It is **deeply set back behind the parapet**, reducing visibility from London Road
- The form appears recessive, avoiding dominance
- Pre-application concerns about northern elevation prominence have been fully addressed

The resulting scale is proportionate and appropriate for a town-centre-fringe site within a designated intensification corridor.



Figure 4: Existing & Proposed Street scene

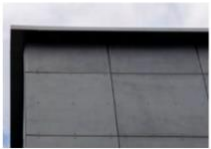
10.0 Appearance

The revised design modernises the building while integrating contextual cues.

Material Palette:

- Retained **red brick** at ground floor
- **James Hardie panel cladding** for new elements
- **Off-white K-Rend** to lighten the elevation and break up massing
- **Anthracite aluminium** windows, fascias, trims and cappings

MATERIAL 1:
CLADDING PANELS - JAMES HARDIE



MATERIAL 2:
BRICKWORK NEW AND OLD



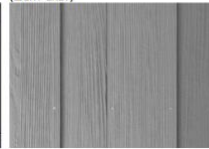
MATERIAL 3:
WHITE RENDER (KREND CHAMPAGNE OR
SIMILAR APPROVED)



MATERIAL 4:
ALUMINIUM POWDER COATED DOORS &
WINDOWS



MATERIAL 5:
CLADDING PLANKS - JAMES HARDIE
(LIGHT GREY)



MATERIAL 6:
CLADDING PLANKS (ANTHRACITE)



MATERIAL 7:
TIMBER PERGOLAS



Figure 5: Material Palette

Design Measures:

- No fenestration on the petrol-station-facing flank to mitigate noise
- Consistent and unified shopfront language
- Vertical alignment of windows to create rhythm
- Recessive upper storey to reduce visual impact
- The overall appearance is contemporary, coherent, and urban-appropriate.



Figure 6: CGI view looking south London Rd.

11.0 Transport & Highways

The development **retains the existing vehicular access** to London Road without alteration. No modifications are made to visibility splays, access geometry, or internal manoeuvring paths.

Key Points:

- Existing rear servicing route maintained with enhancements for refuse
- Existing “no parking” zones retained to ensure clear circulation
- Development generates **similar or lower peak-hour movements** compared with the fallback commercial use
- Residential trip rates are flatter and lower than typical Class E peak hour flows (08:00–09:00 and 17:00–18:00)
- Given the sustainable location and access retention, the proposal does not result in any adverse transport or highway safety impacts.

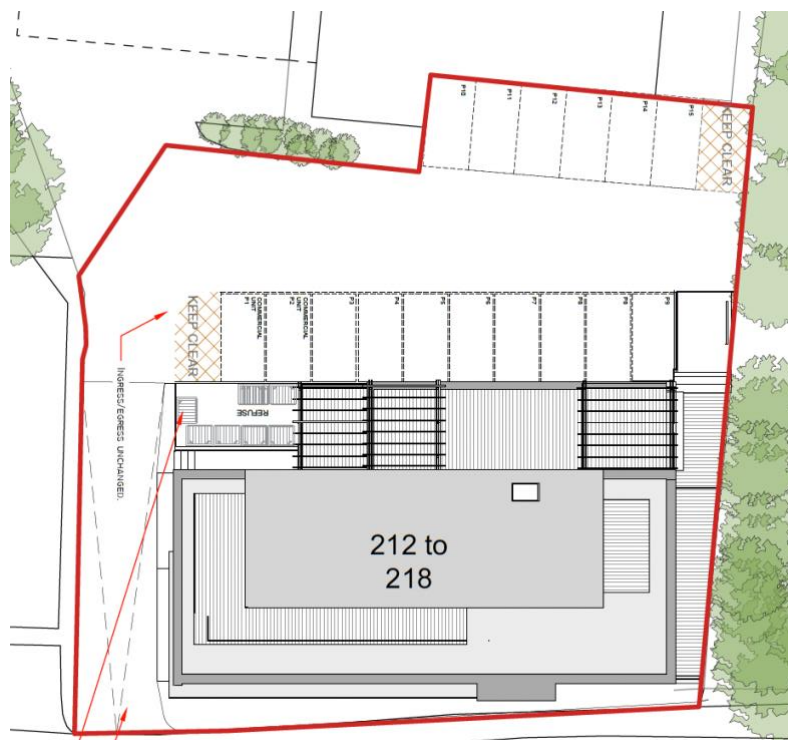


Figure 7: Proposed site plan. 15 car parking spaces – Existing Site ingress/egress unaffected

12.0 Flood Risk & Drainage

A Flood Risk Assessment supports the application. Mitigation includes:

- Careful placement of drainage infrastructure outside sewer stand-off zones
- Sustainable drainage solutions
- Foundation design not required – the proposal utilizes the existing footprint the only increase in area is added by increasing the height of the structure therefore not effecting the Source Protection Zone
- Surface water management to reduce flood risk (same amount of water run off as existing)
- No displacement of flood pathways
- The scheme can be safely delivered in accordance with national and local requirements.

13.0 Noise & Environmental Health

Given proximity to the petrol station and London Road:

- The mansard has **no north-facing windows**
- Acoustic glazing is specified throughout
- MVHR provides ventilation without relying on openable windows
- Detailed façade acoustic modelling undertaken
- Internal noise levels will comply with required thresholds

These measures respond directly to Environmental Health concerns raised during pre-application consultation and supported by the accompanying sound report appendix C

14.0 Ecology & Biodiversity Net Gain

Although the site has low ecological value, the scheme provides:

- Compliance with **mandatory 10% Biodiversity Net Gain**
- Opportunities for bat/bird-friendly enhancements
- Sensitive lighting design
- Adherence to Solent SPA mitigation requirements



Figure 8: Proposed roof terrace – proposed shrub planters – glass balustrading as buffer to London Rd



Figure 9: Proposed roof terrace – to rear

15.0 Sustainability

The proposal incorporates:

- Reuse of the existing building structure
- Significant thermal upgrades
- Low-energy lighting and mechanical ventilation
- Secure cycle storage
- Reduced car dependency due to town-centre location
- The scheme aligns with sustainable development principles under the NPPF.



Figure 10: street view – proposed context CGI

16.0 Conclusion

This proposal represents a sustainable, high-quality redevelopment of a brownfield site within an identified Opportunity Area. The scheme:

- Responds positively to pre-application advice
- Aligns with Draft Policy 13 supporting high-density development
- Delivers eight new homes and a well-managed 12-bed HMO
- Retains valuable commercial space
- Enhances the architectural quality of the London Road corridor
- Provides a safe, suitable access with no adverse highway impacts
- Addresses acoustic, drainage, ecological and design constraints
- Delivers a viable and attractive mixed-use regeneration project

JB Architectural Design Studio respectfully requests that planning permission be granted.



Figure11: Proposed render CGI fronting London Rd

Appendix A – PRE APP Response

Appendix B – PRE APP submission

Appendix C – Noise Assessment