Planning Statement

Proposed Development at 7 Waterberry Drive Waterlooville

For The West Group.

1. Introduction

This Planning Statement has been prepared in support of a planning application for development at 7 Waterberry Drive. The proposal seeks permission for a combination of first-floor and ground-floor extensions to support the proposed operation and planned growth of the The West Group on this site.

2. Site and Existing Development

The site is currently occupied by an established employment use, providing office, workspace, storage, and associated facilities. The existing gross internal floor area totals 3,233 square metres, with the West Group currently operating a workforce of approximately 110 employees.
The site benefits from 120 on-site parking spaces, cycle storage facilities, and access to local bus routes, providing a range of sustainable transport options for staff.

3. Proposed Development

The proposed development comprises:

- **First floor extension** to provide additional office accommodation, including:
    - Office space
    - Canteen facilities
    - Meeting rooms
    - Storage areas
    - Supporting windows and external stair access
- **Ground floor extensions** to provide:
    - Additional workspace
    - Storage and maintenance areas
    - Composite doors
    - Metal sheet roofing and external cladding

The proposal also includes additional external paving to support the use of the proposed external work units.

4. Scale and Floorspace

The development would increase the total floor area from 3,233 square metres to 5,720 square metres, representing a net increase of 2,487 square metres.
This increase in floorspace is required to support the operational needs of the business and its planned expansion.

5. Employment and Operational Need

The development is intended to support a planned increase in staffing levels from 110 employees to approximately 160 employees over the next five years. The additional office, workspace, and support facilities are necessary to accommodate this growth efficiently while maintaining safe and effective working conditions.

6. Access, Parking, and Sustainability

The site currently provides 120 parking spaces, which are considered sufficient to support both existing operations and anticipated staff growth. In addition, employees benefit from:

- Secure cycle storage on site
- Access to local bus routes, reducing reliance on private vehicles

These measures support sustainable travel choices and align with local and national planning objectives.

7. Design and Materials

The proposed extensions have been designed to integrate with the existing building. Materials will match the existing development, ensuring visual consistency and a cohesive appearance across the site. The use of metal sheet roofing, composite doors, and cladding is appropriate for the operational and industrial character of the premises.

8. Conclusion

The proposed development represents a logical and sustainable expansion of an established employment site. It will support business growth, job creation, and improved facilities for staff while maintaining appropriate levels of parking, access, and design quality.

The proposal is therefore considered acceptable in planning terms and accords with relevant planning policies that support economic growth and employment development.