

PLANNING, DESIGN & ACCESS STATEMENT

OCTOBER 2026

268 LONDON ROAD
WATERLOOVILLE
PO7 7EP

1	Introduction	3
2	Site Description	3
3	Planning History	4
4	Proposed Development	5
5	Design & Access	5
6	Planning Policy	6
7	Conclusion	8

1. INTRODUCTION

- 1.1. Applecore PDM have been instructed to submit an application for planning permission to Havant Borough Council, (the LPA), for the proposed redevelopment of 268 London Road.
- 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 five self-contained flats across the rear ground floor and upper floors.
- 1.3. This statement accompanies the submission of a full planning application, which comprises:
 - Application Form
 - Application fee (£3,050.00 + £149.00 Planning Portal 'service charge')
 - Nutrient Budget Calculator
 - HBC European site avoidance and mitigation checklist
 - Biodiversity Checklist
 - CIL Form 2: Assumption of Liability
 - Drawings:

DRAWING NUMBER	DRAWING TITLE	SCALE
PG.2105.26.01	EXISTING FLOOR PLANS AND ELEVATIONS	1:100/1:50
PG.2105.26.02	PROPOSED FLOOR PLANS	1:50
PG.2105.26.03	PROPOSED ELEVATIONS AND SECTION	1:100
PG.2105.26.04	EXISTING AND PROPOSED ROOF PLAN AND SECURITY MEASURES	1:50
PG.2105.26.05	PROPOSED MATERIAL SCHEDULE	N/A
PG.2105.26.06	BLOCK AND LOCATION PLAN	1:500/1:1250
PG.2105.26.07	PROPOSED AREA PLANS AND ROOM SCHEDULE	1:100

2. SITE DESCRIPTION

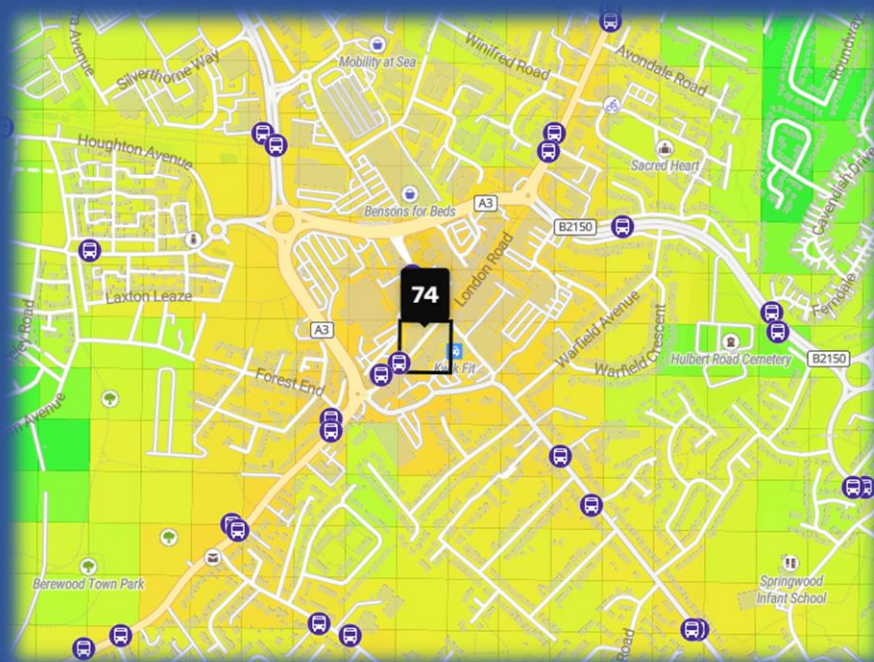
- 2.1. The application site is located within a pedestrianised section of Waterlooville Town Centre. The property sits within a continuous frontage of commercial premises, with a mixture of uses across ground and upper floors.
- 2.2. The property is architecturally consistent with the adjoining terrace, with ground floor shopfronts, first floor bays, and gabled dormer windows integrated into parapets at second floor.
- 2.3. The surrounding vicinity is a mix of residential and commercial development, with ground floor uses predominantly commercial.
- 2.4. According to the governments flood map for planning purposes, the site is contained in Flood Zone 1, a site with a low probability of flooding from rivers or seas. The same mapping service also confirms no risk from surface water, and the overall risk is not expected to increase due to climate change.



- 2.5. The property is not a listed building and is not within a Conservation Area, and there are no heritage assets within the local area that could be considered to be impacted by the proposed development.
- 2.6. The site is considered to be in a good, sustainable location with easy access to local shops, public transport, and other amenities.
- 2.7. In 2025, the government introduced the Connectivity Tool, to help understand the connectivity levels of a certain location, with a score that measures a person's ability to get where they want to go. All scores are expressed as a percentage of the most connected locations in the country. Because of this, scores cannot be compared against each other. For example, a location scoring 80 for shopping and 70 for workplaces, is not necessarily better connected to shopping destinations than it is to workplaces. Similarly, a site with a score of 70 for cycling, and 80 for walking is not necessarily a better place for walking than cycling. The table below reveals the scores produced for each destination type, by each method of transport:

	OVERALL SCORE	SHOPPING	WORKPLACES	RESIDENTIAL	HEALTH	LEISURE	EDUCATION
OVERALL (EXCEPT DRIVING)	74	91	59	69	75	68	70
CYCLING	72	91	63	74	74	68	79
PUBLIC TRANSPORT	75	91	61	65	79	70	81
WALKING	73	90	53	72	68	65	60

- 2.8. The 'heat map' below shows how the Tool demonstrated the proximity of the site to the most connected areas, with 'warmer' colours having a higher level of connectivity. Also revealed are the nearby public transport links.



3. PLANNING HISTORY

- 3.1. The LPAs online planning register identifies no planning applications relating to the building. The ground floor has been established in commercial use for some time, most recently in use as an estate agent. The upper floors have remained ancillary to the ground floor use.
- 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 residential accommodation in place of unproductive floorspace.

4. PROPOSED DEVELOPMENT

4.1. The proposed development comprises the following key components:

4.1.1. COMMERCIAL UNIT (FRONT, GROUND FLOOR)

- Retention of appropriately sized commercial unit within use class E
- Associated shopfront
- Integrated store room and WC
- Dedicated refuse and recycling storage to rear

4.1.2. RESIDENTIAL

GROUND FLOOR

- 1no. self-contained studio flat, with private entry point
- Access for other flats via front or rear
- Dedicated refuse and recycling storage
- Secure and weatherproof bicycle storage
- Central circulation core for access to upper floors
- Security measures at access points

FIRST FLOOR

- 2no. self-contained studio flats.
- Roof terrace with associated privacy screening for the rear flat.

SECOND FLOOR

- A further 2no. self-contained studio flats.

All flats are designed to comply with the NDDS, all benefit from natural light, outlook, and ventilation, all comprise an open plan living and kitchen area, bedroom, shower room, and storage space.

4.2. EXTERNAL ALTERATIONS

4.2.1. Aside from a replacement shopfront, the frontage of the property will be largely unaltered, with the attractive architectural details retained.

4.2.2. 2no. Velux style windows will be introduced to the front roofslope to provide additional light and ventilation.

4.2.3. The rear of the property is currently staggered, with part single, part two storey projections. This will be rebuilt and extended to form a more cohesive part single, part three storey structure.

4.2.4. Doors and windows will be white uPVC to match the existing.

4.2.5. The ground floor element will be rendered, whilst the upper floors will feature vertical and horizontal cladding

5. DESIGN & ACCESS

5.1. The design approach is reinforced by the need to:

- Improve the architectural appearance of the rear of the building;
- Deliver high-quality accommodation within a constrained urban plot;
- Ensure acoustic protection between the commercial and new residential areas;
- Maximise daylight within the accommodation;
- Provide high quality spacious layout for future residents.

5.2. The rear additions have been carefully designed to provide visual interest from the limited viewpoints. The rear additions cannot be seen from London Road and have 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. It is concluded that the scheme would not have a harmful effect on the visual amenity of the locality.

FRONT ELEVATION

- 5.3.** Modifications to the existing shopfront 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

- 5.4.** The existing fragmented rear elevation will be replaced with a unified, well-proportioned façade with proposed cladding in neutral tones.

SIDE ELEVATIONS

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

AMENITY

- 5.6.** Residents benefit from:
- Secure, high quality accommodation
 - Internal circulation and access points
 - Immediate access to town-centre amenities
 - Compliant flat sizes
 - Improved acoustic and energy performance

ACCESS

- Main entrances remain off London Road for the commercial and residential accommodation.
- The commercial unit will benefit from direct access to the rear bin store
- Separate access route to the residential accommodation via a dedicated stair core.
- Access to the residential element will be from the front or 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 (2026) 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 residential unit tailored to 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.”

6.3.2. 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.

6.4. CIL CONTRIBUTIONS

6.4.1. 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.

6.5. TRANSPORT & PARKING

6.5.1. The scheme is car-free, in line with the LPA’s Parking SPD for town-centre locations.

6.5.2. 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.”*

6.5.3. The location is highly sustainable with the availability of long and short stay car parks in the vicinity. Secure cycle storage is proposed for 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.

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

6.6. NUTRIENT NEUTRALITY

6.6.1. The Nutrient Assessment identifies a net increase of +2.67 kg TN/yr

6.6.1.1. Off-site mitigation is appropriate and deliverable.

6.6.2. This has been calculated based on average occupancy of 1.4 persons per studio flat, as dictated by the LPAs occupancy calculator.

6.7. NOISE

6.7.1. Acoustic separation measures will mitigate unacceptable noise level impacts between the commercial and residential uses, consistent with national and local policy expectations.

6.7.2. All relevant internal walls & floor will be upgraded/constructed to meet building control attenuation standards & ensure noise conflict amongst tenants will be negligible.

6.7.3. Any potential noise impact to the frontage has been considered and the windows will be upgraded to minimise this.

6.8. SPACE STANDARDS

6.8.1. Consideration has been given to ensure all space standards are complied with, in accordance with the NDSS, as detailed in the table below:

FLAT	REQUIRED INTERNAL FLOOR SPACE	REQUIRED BUILT IN STORAGE	PROVIDED INTERNAL FLOOR SPACE	PROVIDED BUILT IN STORAGE
FLAT 1	37 m ²	1 m ²	37.31 m ²	1 m ²
FLAT 2	37 m ²	1 m ²	37.57 m ²	1 m ²
FLAT 3	37 m ²	1 m ²	37.09 m ²	1 m ²
FLAT 4	37 m ²	1 m ²	37.80 m ²	1 m ²
FLAT 5	37 m ²	1 m ²	37.16 m ²	1 m ²

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 high-quality residential units
- Enhanced design and improved building fabric
- Retention of the commercial facility
- Environmentally sound outcomes including nutrient mitigation and acoustic control
- No harmful impact on character, amenity, transport or neighbouring land uses.

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