

VISION AND DEVELOPMENT OBJECTIVES

West of Waterlooville Major Development Area

[WORKING DRAFT SEPTEMBER 2005]

Introduction

The Vision and Development Objectives below set out the high aspirations that the local authorities and developers have for the new development to the west of Waterlooville. This framework will be used as a tool to help assess how far masterplan proposals provide a robust framework to deliver the kind of community to which it is aspired.

All development objectives will need to be thoroughly assessed and tested through the masterplanning process in response to the site's context and identified constraints and opportunities. Clear justification must be set out within Masterplan proposals to explain the rationale and approach taken in respect of each of the matters to ensure that a high quality, sustainable new community is delivered. The design solution should draw connections between the full range of objectives.

In considering outline planning applications, the local authorities will need to reach a view on whether sufficient detail has been included within masterplan proposals to be confident that an appropriate framework is in place to facilitate delivery of development objectives through subsequent reserve matter applications.

Winchester City Council and Havant Borough Council have initiated a Project Steering Group with a membership from local authorities and the development interests to take forward the masterplanning work for the West of Waterlooville Major Development Area. A comprehensive masterplan and management strategy for delivery underpinning planning applications is considered essential to achieve the Council's vision for a sustainable, high quality new community.

VISION FOR A NEW COMMUNITY

- *To create a sustainable urban extension to Waterlooville, integrated with Waterlooville town centre and forming the fourth quadrant of the town; delivering at least 2,000 dwellings, with employment provision, and associated physical and social infrastructure, and making provision for a further 1,000 dwellings and associated infrastructure to be held in reserve.*
- *To enhance the vitality and viability of the Waterlooville town centre and help secure and deliver the economic regeneration objectives of the wider area.*
- *To aspire to achieve the highest quality of urban design and create a new sustainable community with a strong sense of identity and belonging, which is safe and secure, is inclusive and which provides for the necessary social and economic needs of its residents to compliment the wider area.*
- *To facilitate active community engagement to create a place which is capable of adapting and changing to meet community needs over the next 15 years and beyond.*
- *To aim for best practice in all aspects of design and sustainability - in transport, construction, energy efficiency, environmental protection and enhancement and urban drainage*
- *To create an exemplar development from which others can learn for the future and which the local authorities are proud to have facilitated and promoted.*

DEVELOPMENT OBJECTIVES

1. Creating Communities

1. A balanced and viable community with its own sense of identity will be developed, supported by a Community Development Strategy.
2. A culture of acceptance, belonging and inclusion should exist between the new and existing communities with strong community leadership evident within the new community itself.
3. Implementation of development will be guided by an implementation strategy which seeks to deliver development and transport infrastructure in a co-ordinated and acceptable manner, bringing forward a balanced mix of employment, housing and community facilities.
4. A local centre should form the heart of the community, meeting identified local community needs, with new buildings providing a bold and innovative focal point in the townscape, designed as an integral part of the street frontage and with a balanced mix of uses to create a sense of vitality. A network of routes both to and within the centre will establish highly permeable place and be easily accessible by a choice of modes to the rest of the MDA and beyond. Traffic should not dominate the spaces and the layout should prioritise pedestrian access and safety.
5. A mix of housing types, sizes and tenures within each character area, a proportion catering for evolving lifetime needs will create balance and variety in the community. A concentration of particular types of properties or tenures in particular locations should generally be avoided.
6. A significant proportion of affordable housing, provided and managed so as to deliver a broad mix of property types and tenure to meet locally identified housing needs.

2. Provide for a Mix of Land Uses and Densities

7. Development will provide a balanced mix of land uses to create a sustainable new community, meeting local community needs for housing, education, health and retail facilities, recreation and open space, new employment opportunities and other identified requirements. A new urban park will be created, integrated with the broader landscape framework and informal network of space and routes.
8. Mixed uses will aid sustainability and reduce the need to travel. The mixture of uses and densities should contribute to the sense of vitality of an area, ensure the most effective use of land, provide stimulation and excitement within the public realm and reflect local economic needs. A complimentary mix of uses will be facilitated in proximity to each other.

- 9 The main gateway to the site from the town centre should be higher density and mixed use including a vertical and horizontal mix, providing for residential, commercial and business floor space, leisure and community uses, where appropriate. The relocation of the Asda Superstore to this location to assist integration with the town centre will be investigated. Additional retail floor space, outside of the local centre, should be strictly limited to helping create active frontages along routes linking to the town centre.
- 10 Residential densities should average 30 - 50dph across the site. Residential development below 30dph will not prevail without specific justification.
- 11 Adaptability and flexibility in the planning and delivery of the new community should ensure that land uses are responsive to economic change and enable the possibility of further development, if required.

3. Creating Character and a Sense of Place

12. To provide the framework for the delivery of a high quality urban extension to Waterlooville based on the following key urban design principles;
 - A legible environment, based on a clear spatial, built form and landscape structure established by a variety of clearly defined streets and spaces, variations in density and distinctive character areas.
 - A mix of uses, dwellings and tenure.
 - A varied built form to reflect the function of the uses and the spaces that they define.
 - An accessible, safe and permeable environment fully integrated with its surroundings, providing a choice of safe and convenient routes for all users,
 - A clear distinction between public, private and semi public areas, and the provision of three dimensional features that provide landmarks, gateways, reference points and edges.
 - Convenient access to all necessary facilities, based on achieving integration between the existing and future community.
 - A stimulating unified townscape based on high quality detailing, decoration and public art.
13. Underpinned by the above unifying principles the development should provide the flexibility for a variety of contemporary and, where appropriate, more traditional design solutions, capable of responding to changing circumstances during the life of the project.
14. Distinctive character areas, appropriate to their location within the MDA and relationship with adjoining land uses, should have an identified range of design principles and densities and be defined by varying height, massing and bulk of buildings to create a distinct sense of place and identity, utilising local Hampshire building materials where desirable.

4. Create a Sustainable Economy

15. Employment opportunities will be provided to facilitate a prosperous local economy and support economic regeneration and renewal in the wider area.
16. Employment opportunities should reflect the local needs and skills available, be viable, accessible and promote economic diversity. The employment mix should be broad across use Classes B1, B2 and B8 and be located taking account of environmental and design implications.
17. Employment land should primarily be concentrated and should support and facilitate the continued prosperity of the existing Brambles Farm Business Park. A high quality, modern and well designed new employment area will encourage inward investment and swift take up of sites.
18. A Household Waste Recycling Centre will be accommodated in the new employment area. A Materials Resource Centre will also be accommodated within the new employment area where the feasibility has been demonstrated.

5. Creating a Legible Environment

19. The development should be formed by a clear structure to aid movement and legibility. Clear gateways that provide a sense of arrival, landmark spaces and buildings will help local distinction and direction.
20. A strong landscape structure will improve legibility in the area, help define character areas and ensure good enclosure of space, providing for a major green corridor running across the highest part of the site. A continuous network and hierarchy of green spaces throughout the site will protect and enhance landscape features and biodiversity, facilitate SUDs, create informal recreation routes and aid good permeability within the site for pedestrians and cyclists.
21. Visual and functional linkages should be present both within the site and to the environment beyond. Integration of the site with the existing built environment will help to create a successful development and support the longer term enhancement of the urban fabric of Waterlooville:
 - at Hambledon Road to support and enhance the vitality and viability of the existing Hambledon Road Parade, enhance the townscape at this key gateway to Waterlooville and facilitate any wider regeneration initiatives. Mixed use development should be at an appropriate scale to avoid competition with and to support the role of the new local centre.
 - at Waterlooville Town Centre, a new, bold and innovative gateway to the MDA from Waterlooville Town Centre will ensure physical and contiguous integration between the new quarter of the town and the existing urban fabric, engendering distinct character and sense of place. Excellent links and permeability between the new development and the town centre will be achieved.
 - at London Road (Purbrook) development will support the vitality and viability of Purbrook Local Centre, with safe, direct and convenient pedestrian/cycle access provided from nearby residential areas.

6. Define Streets and Spaces

22. The inter-relationships of buildings, building groups and frontages, and spaces will be carefully designed to create a successful urban environment. Streets designed as spaces (such as Homezones) will be created.
23. Passive and active spaces should be created with a clear definition between public, private and semi-public space. Hard/urban spaces and soft/green spaces and variations in between should be integrated in the over site layout. The public realm should be safe and accessible to all sectors of the community and its upkeep and evolution appropriately managed.
24. A parking strategy will balance the need for adequate parking with the desire to ensure that parking levels do not encourage high levels of car usage and will ensure that large areas of space are not dominated by parking at the expense of the coherence and integrity of the public realm.

7. Create Appropriate Movement/ Accessibility

25. There should be an established hierarchy of streets and routes each with a defined character which secure appropriate linkages and connections between areas and spaces. Routes and streets will be designed and created for people, not just cars. Necessary physical infrastructure should be properly integrated into the design of the spaces and routes through the site.
26. Permeability of the site and direct and coherent linkages between its component parts surrounding neighbourhoods and nearby settlements should be achieved by all modes of travel to facilitate attractive, direct and safe access to local and higher order community facilities and employment opportunities within the new community and beyond.
27. Access points to the development will be designed to meet the transport need of the site and the wider network and will reflect the needs of all road users, including those needing to cross the roads and junctions.
28. Bus services, in particular links to Portsmouth utilising the A3 bus priority corridor should be in place from the outset, be sustainable in the longer term and link with rail services, particularly at Havant rail station.
29. Commercial traffic should avoid using residential roads and be appropriately routed along the main strategic network. Vehicular and pedestrian links between the new employment area and the existing Brambles Business Park will be secured, where proved feasible.
30. Rat-running on unsuitable routes in the area, around and within the site including residential streets in Waterlooville and rural lanes, will be prevented and discouraged through the early implementation of traffic management measures

31. Enhanced informal recreation access to the countryside will be provided, to the west of the site and to the south at Purbrook Heath. A new long distance bridleway running north to south should be provided and managed as a multi-use route for walkers, cyclists and horse riders.

8. Promote Safety and Security

32. The development should be designed to ensure a safe environment which is accessible to all sectors of the community.
33. Building layout/ orientation should allow for adequate surveillance to create 'ownership' of public spaces. Safety of users of pedestrian footpaths and occupiers of adjoining property will be ensured in the design and linkages within and through the development.
34. Levels of lighting should help create a safer environment whilst contributing towards the aesthetic quality of the public realm.
35. Speed of traffic should be tightly controlled and appropriate to the mix of uses and character of the locality.
36. Secure car, motorcycle and cycle parking should be designed in from the outset for homes and businesses, be located so that parking areas do not dominate the street scene and provide casual observation.

9. Ensuring Sustainability and Protection of Natural Resources

- 37 A sustainability statement will have informed the standard of sustainable design that is achievable for the site.
- 38 The design and layout of development should make most efficient use of land, protect natural resources and enhance biodiversity.
- 39 Accessibility by non-car modes of travel should be promoted, supported by a sustainable transport plan to encourage walking, cycling and public transport. Complimentary investment to enable travel by modes other than the private car will help to achieve reduction in car trips.
- 40 Innovative housing design and sustainable construction techniques will be encouraged to deliver an exemplar development. Building design and orientation will seek to maximise the benefits of solar gain. Renewable energy technologies should be promoted and encouraged. Recognised sustainability initiatives should be pursued aiming for EcoHomes 'Very Good' standard achieved as a minimum.
- 41 Creative solutions to dispose of waste and encourage recycling should be incorporated, along with measures to reduce demand for water and use of local water resources.
- 42 A Sustainable Urban Drainage system should address the potential surface water flooding of the development area and adjoining land, and be integrated

into the landscape to enhance the biodiversity, informal recreation opportunities and provide a high quality environment for residential and employment areas.