ABOUT THIS EXHIBITION

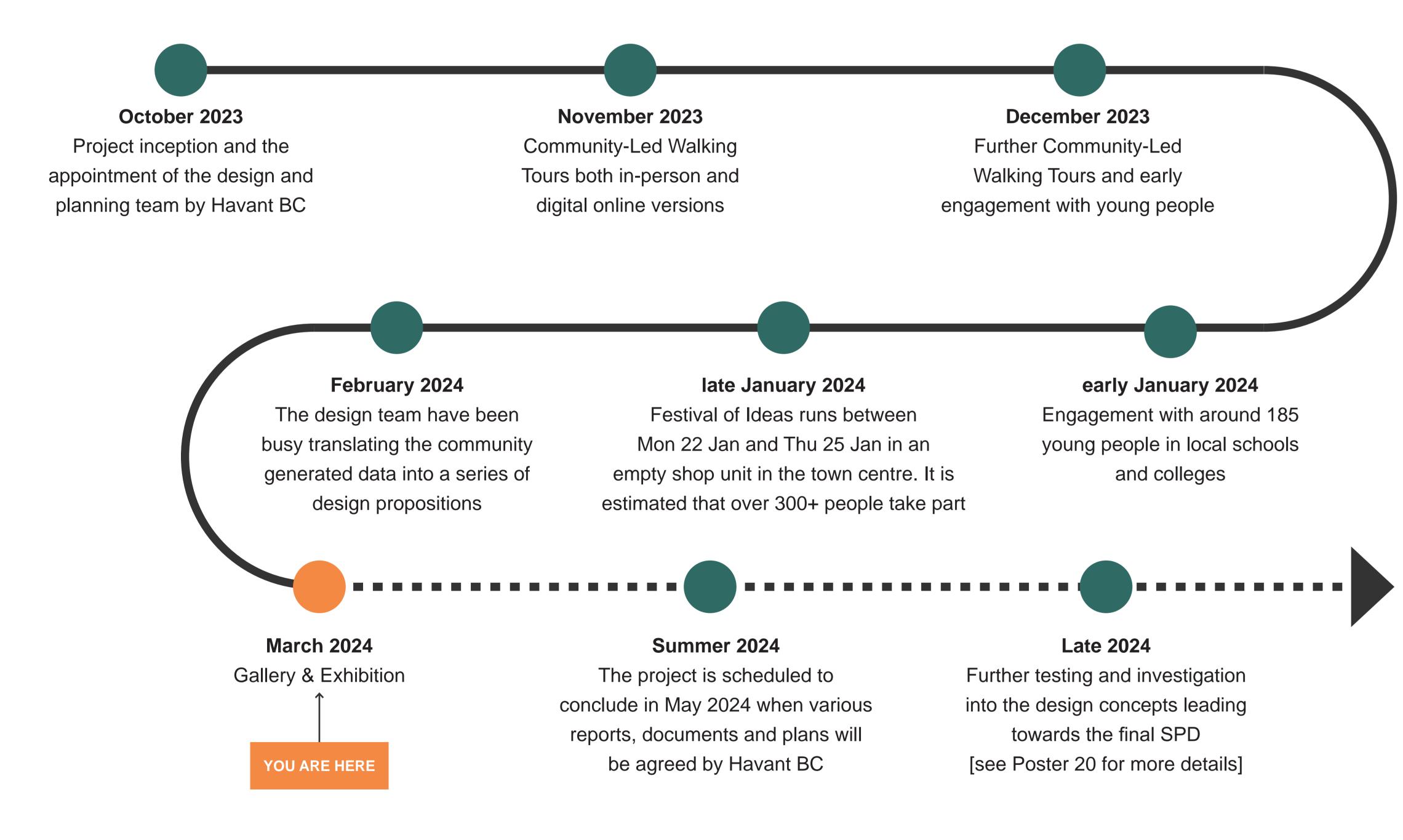
The Waterlooville Town Centre Master Plan project is an initiative of Havant Borough Council. This exhibition is an opportunity for the council and its project team to share with local people, residents and businesses a set of emerging urban design scenarios.

The co-creative community engagement process has generated a wealth of valuable data and we wish to thank everybody who took the time to contribute to the early stages of this project. The professional design and planning team has now translated all the data into a series of different design scenarios that we now want to test with you.

It is important to note that the drawings on these posters are <u>not</u> firm development proposals but a series of concepts and scenarios that will make Waterlooville town centre a better place to live, work and visit. All the scenarios respond directly to cocreative process.

Please look out for the questions and prompts on the posters. Feedback forms are available here in the venue and online too. Thank you for taking the time get involved in this project.

PROJECT TIMELINE



PROJECT TEAM

The Waterlooville Town Centre Master Plan project is led by Feria Urbanism in collaboration with Støriie, Architecture PLB, Deacon Design, Gillings Planning, Propernomics, Medhursts Chartered Surveyors, Beyond Carbon, and The Collaborative VA on behalf of Havant Borough Council





Look out for the orange spots on these posters hat ask questions.. your answers will help us improve this work





COMMUNITY-LED RESEARCH WALKING TOURS & YOUNG PEOPLE

The project began with a Community-Led Research phase during November and December 2023. Local people – who know the town best – showed the project time teaching staff, the team was able to work with team the places that matter to them through a series of the children and students at three primary schools, a twenty seven walking tours around the town centre. We secondary school and a sixth form college. The young tracked their chosen routes using GPS to create a map people ranged in age from eight through to 18 years of the walks (below) and this map now forms part of the old. In total, we engaged with around 185 young people evidence base to support future designs interventions. over the first two weeks over January 2024.



IDEAS BOX SURVEY RESULTS

During the week of the Festival of Ideas, we ran a survey asking three questions about the past, the future and what issues will most affect life in Waterlooville. Over the week, we received 95 returns and the results are shown below.

The urban design scenarios shown in this exhibition respond directly to the results of this survey and to the wider co-creative process undertaken.

Q: What three things about Waterlooville town centre would you like to leave in the past?

36% ABANDONMENT & DERELICTION e.g. the empty shops and

dilapidated buildings

34% FAILING INFRASTRUCTURE e.g. graffiti, litter, lack of social areas, poor pavement surfaces, and lack of greenery

23% WELLINGTON WAY – it claimed third place all on its own

15% THE DULL TOWN AESTHETIC e.g. the grey and the concrete, and the lack of colour

We were privileged to work with many young people in Waterlooville. With the kind support of the full-

To find out more about young people's attitudes to the town centre, we used a used a variety of different techniques including "what if ...?" questions, written surveys, model-making, video, mapping exercises, and an invitation to draw ideas for a better town centre. We also used OpenAI and Microsoft artificial intelligence programmes to generate images that can help visualise the ideas of young people.

The results of all this work were carefully analysed and processed and this revealed that the top three outcomes young people want to see are a greener town centre (44%), a cleaner town centre (37%) and a town centre with more leisure attractions (32%).



Q: What three things about Waterlooville town centre would you like to take into the future?

38% CIVIC & PUBLIC BUILDINGS e.g. library, banks, church, and good public toilets

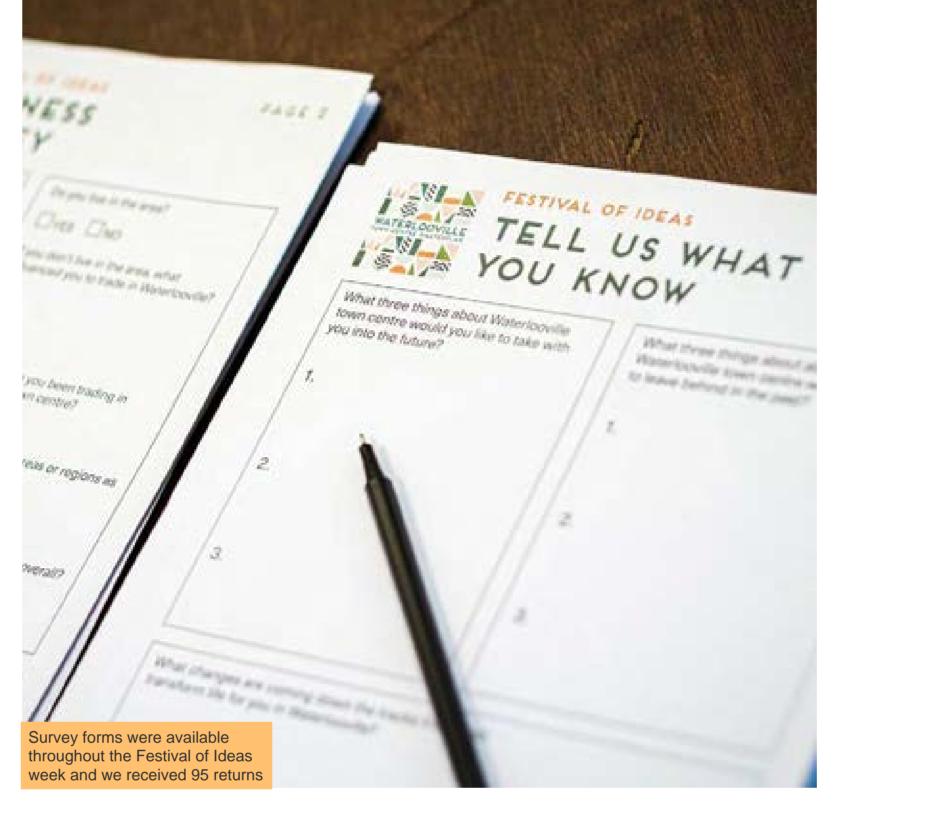
27% THE SMALL-TOWN VIBE e.g. festivals, independent shops, the markets, and charity events

17% ACCESS & PARKING e.g. well-located disabled and general access parking spaces

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Q: What are the changes that could transform life for you in Waterlooville?

29% AN ATTRACTIVE COMMUNITY FOR LOCALS e.g. youth clubs, markets, safe play area for children

28% GREEN SPACES

e.g. outdoor sheltered spaces near cafés, benches, trees, and parks

23% BETTER CONNECTIONS & ACCESS

e.g. walking trails, footpaths, good car parking, surfaces for wheelchairs and mobility scooters

> What do you make of these results? Do you agree?

COMMUNITY-LED RESEARCH THE FESTIVAL OF IDEAS

A large part of the content of this exhibition has its origins in the Festival of Ideas. The schedule of activity during the festival week comprised a progressive series of tasks. the results from which were used to help build an integrated design response to the challenges faced by Waterlooville town centre. Havant Borough Council and the wider team were always keen to take this project into the heart of the town centre by transforming an unused space into a thriving hub of creative activity. There is something symbolic about this type of takeover a civic gesture signalling change and optimism. We installed a new shop front design on No. 95 London Road, the old GAME shop unit, to create a dedicated project hub. It became a classroom, a design studio, a debating chamber, and café ... a place where ideas were shared, and new worlds created.



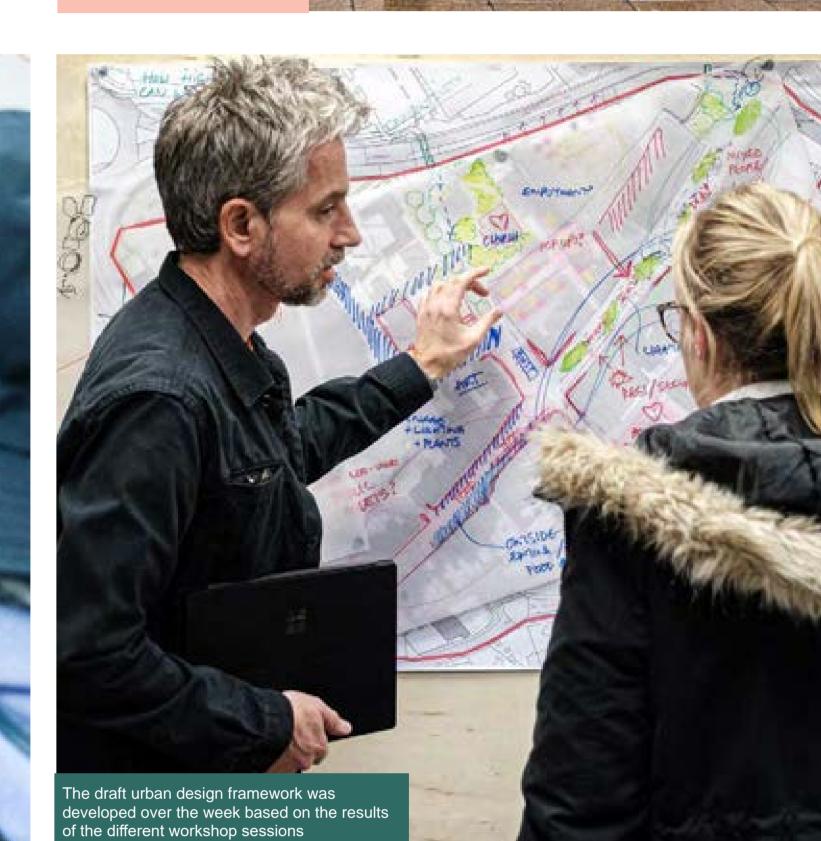
DAY TWO

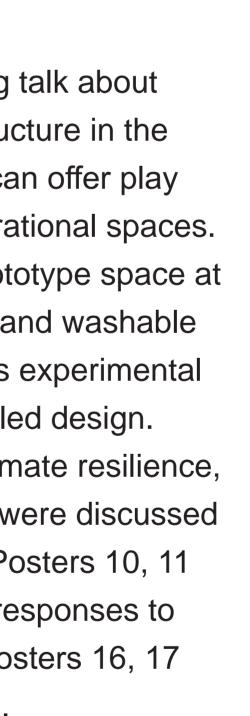
The second day started with an inspiring talk about how more landscape and green infrastructure in the town centre can benefit mental health, can offer play opportunities, and can create intergenerational spaces. We then headed outside to design a prototype space at 1:1 scale using foam blocks, real trees, and washable paints. Posters 7, 8 and 9 show how this experimental work has now evolved into a more detailed design. Also on the second day, the topics of climate resilience, energy demand and energy generation were discussed and more information can be found on Posters 10, 11 and 12. We also explored architectural responses to five different town centre districts and Posters 16, 17 and 18 show how this topic has evolved.



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DAY ONE

The first day began with a presentation on what we know so far, based on the results of the Walking Tours with residents and the workshops with local schools. Next up, was a thought-provoking series of talks and discussions on the topics of demographics, socioeconomics, and land ownership.

The afternoon included model-making from local children and mapping out a series of architectural interventions that could unlock various development sites. By the evening, the strategic town-wide plan had started to take shape. The refined version of this urban design plan and related drawings can be found on Posters 22 and 23 in this exhibition.



DAY THREE

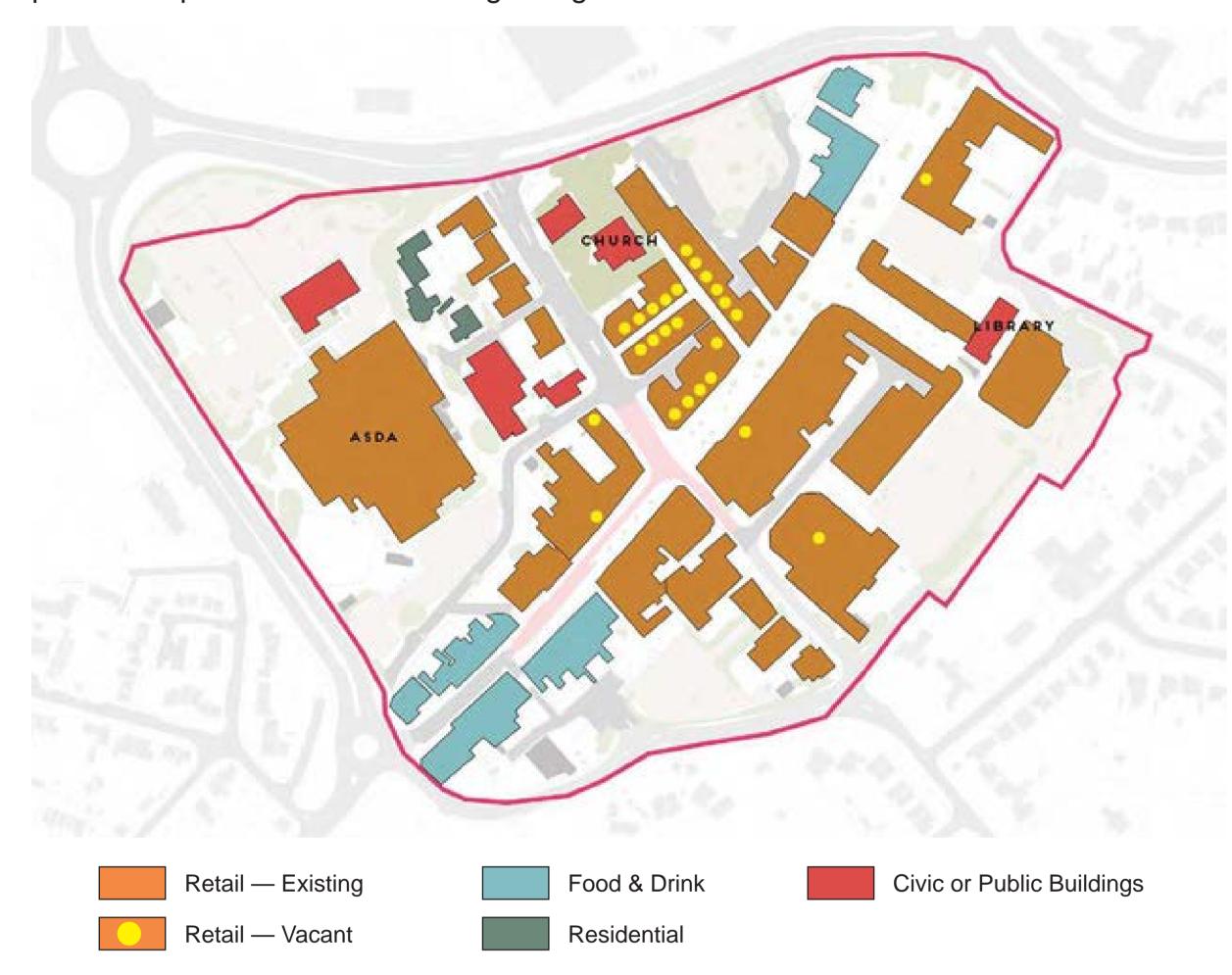
The third and final day began with an exploration of access and movement issues, inviting those taking part to develop a car parking strategy. The results of this can be found on Posters 13, 14 and 15. We then developed the main headings of the Supplementary Planning Document (SPD) the statutory planning document that can help the deliver changes people want. Posters 19 and 20 contain the latest information on this aspect.

By late afternoon of the final day, we had sketched out a revised urban design framework drawing that captures all the ideas and aspirations we heard over the festival week. On the final evening, approx. 80 people gathered to listen to the closing presentation.

CURRENT SITUATION LAND USE MIX

BUILDING USES

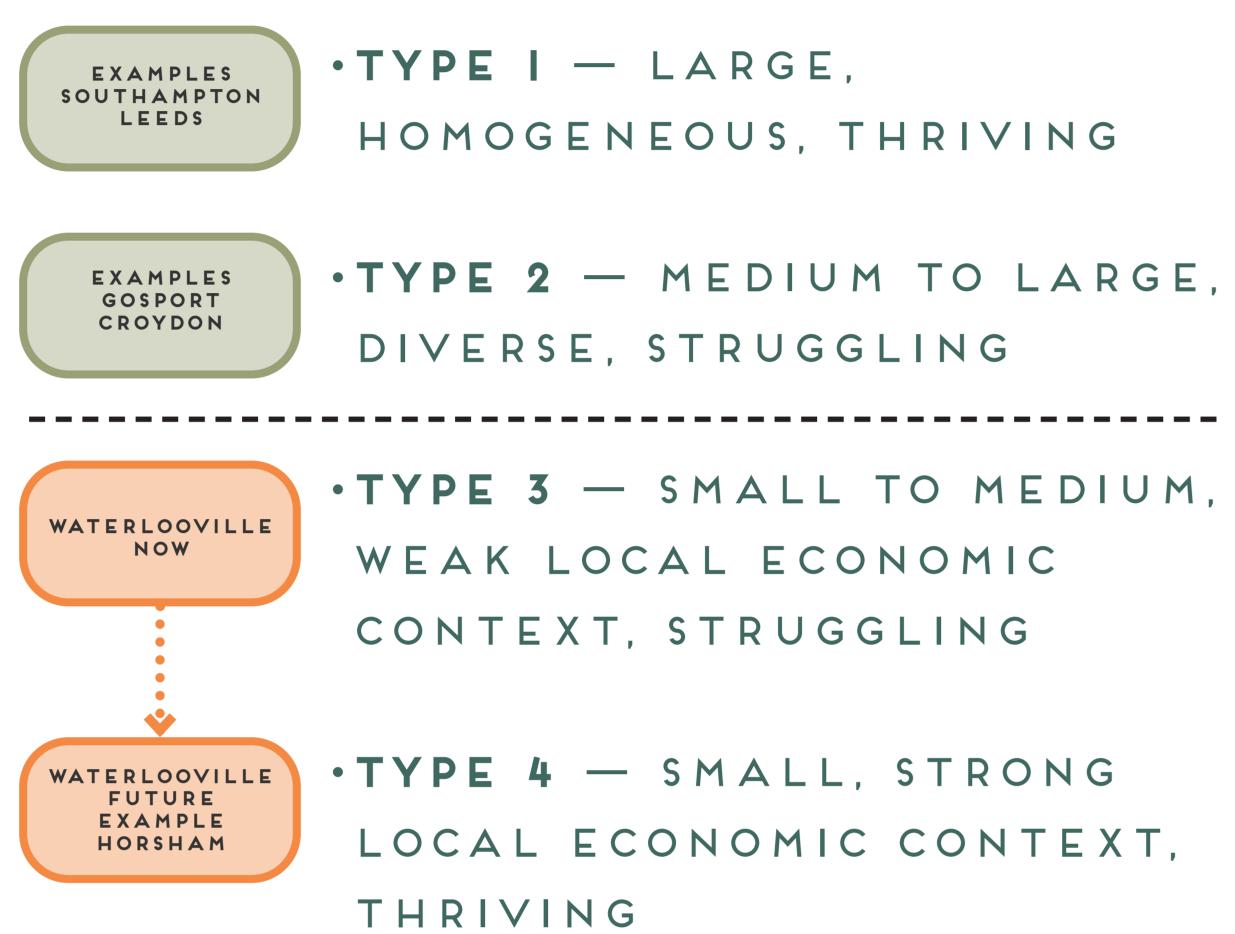
The plan below shows the current ground floor land use mix. It shows how large areas of empty shop space is damaging the look and feel of the town centre. Those shops that are still active and trading are not clustered together, reinforcing this negative impression of emptiness. Meanwhile, food and drink uses that are so vital to a modern town centre are also spread out without the positive impression that clustering can give.



TYPES OF TOWNS & CITIES

The project team has looked at town centre research from the rest of the UK. This identifies four categories* of town and city as set out below. Waterlooville is currently a Type 3 town but this project seeks to move it back to where it was not so long ago which is a Type 4 town.

* BIS Research Paper no. 188 - "Policy Implications of Recent Trends in the High Street/Retail Sector"



TRENDS & SOCIO-ECONOMIC SUMMARY

What are the trends affecting Waterlooville? As part of the research phase, the project team have examined the trends and consider the following to be most relevant to regeneration efforts over the next 18 months:

- Competition for personal expenditure and public finances
- The shift to online sales and retail parks is a structural change
- The town centre needs a more distinct, leisure-focused role to complement, rather than compete with, the nearby retail parks
- Local earnings and qualifications are "average" meaning residents travel to earn more so more higher value jobs are required locally
- The surrounding neighbourhoods, especially the Newlands and Berewood neighbourhoods, could be a source of extra custom but only if the town centre becomes a more attractive and desirable place to be
- Make the walking and cycling links to and from the town centre more direct, convenient, and attractive
- Waterlooville needs active and intensive town centre management and marketing initiatives





PROPERTY MARKET CONSTRAINTS

How does landownership and the property market influence regeneration efforts? Set out below are the issues most relevant to Waterlooville:

- Land in the town centre is in multiple ownership making coordination of new development more challenging than if there was a single landowner to negotiate with
- There is also a mix of freehold (land) and leasehold (building) interests complicating this negotiation further
- Decisions about when and what to invest in are inevitably staggered over time as different owners act independently of one another
- Very little property is controlled by Havant BC leaving only a few options for public sector intervention

There is therefore a need to facilitate change through the collaboration of different stakeholders. This includes:

- The need for a shared vision for everybody to get behind this is what this project is about!
- Pragmatic planning policies to encourage new development, including more valuable uses like new town centre homes, the profits from which can be used to fund other non-residential uses
- Active and intensive town centre management and marketing initiatives will help raise awareness that positive change is happening
- A need to prioritise business support and economic development Property investment and the financial viability of new development is challenging and depends in large part upon grassroots demand... we know from this project that there is a strong, underlying love for Waterlooville from the local community and developers that give people what they want should be supported

nages of Waterlooville today – this obvious visual impact of decay, neglect and dereliction is negatively affecting attitudes owards the town. All efforts are needed to turn this around.

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HOMOGENEOUS, THRIVING

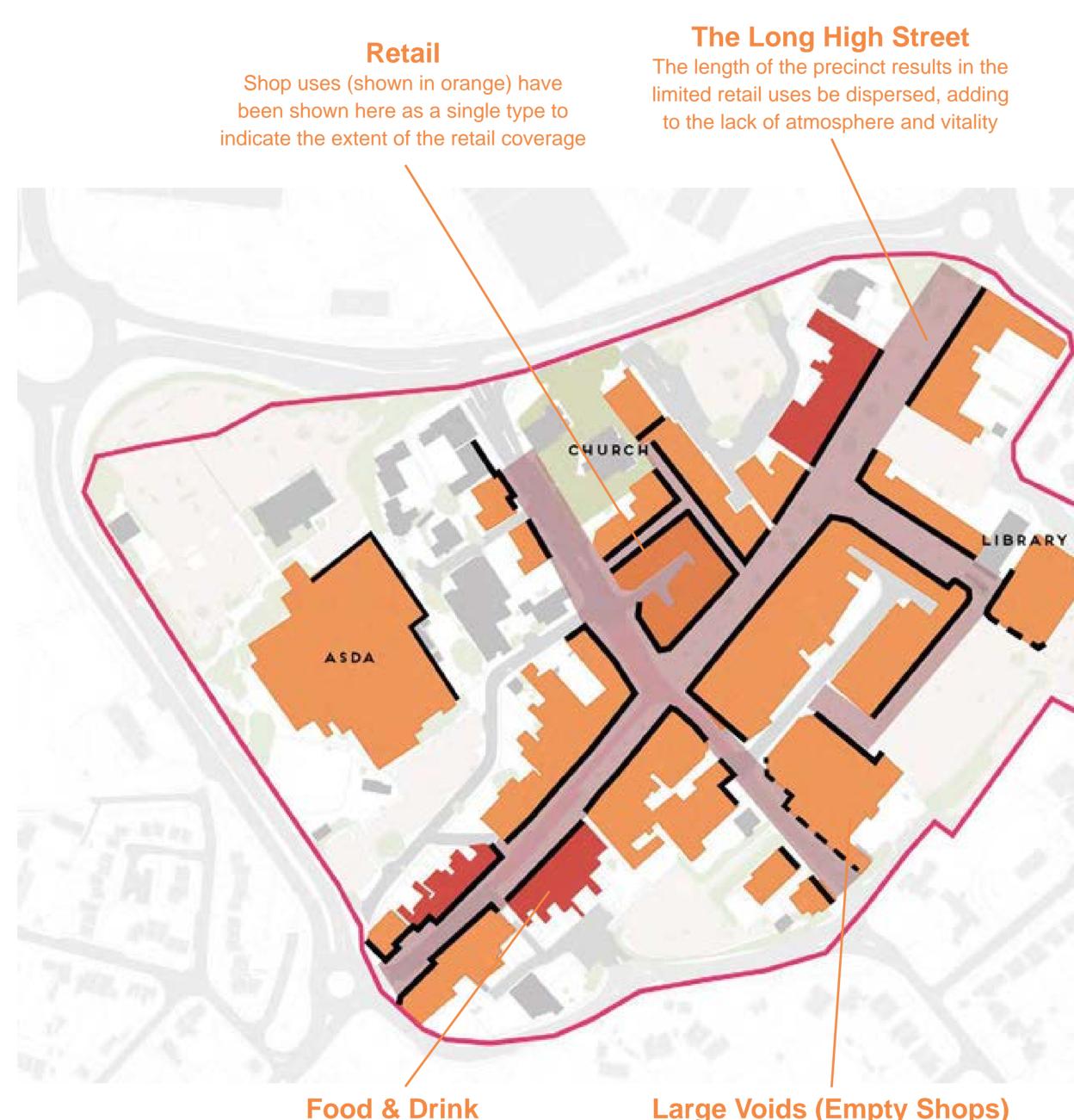
• TYPE 2 - MEDIUM TO LARGE, DIVERSE, STRUGGLING

WEAK LOCAL ECONOMIC CONTEXT, STRUGGLING

• TYPE 4 - SMALL, STRONG LOCAL ECONOMIC CONTEXT.



This sequence of four diagrams — on Posters 5 and 6 — sets out a framework for the evolution of Waterlooville town centre. What is proposed is not a "clean slate" where we start over again but a sequence of potential changes that work with the existing positive assets. Collectively, these change have the potential to transform the town for the better. All suggested changes respond directly to the messages we heard through the engagement phase.



presence but do create positive clusters

and add to an impression of neglect

B. CONSOLIDATED RETAIL

If Waterlooville town centre is to thrive in an era when large out-oftown retail parks are not just a reality but are operating at scale and very close by – see the Wellington Way Retail Park, with its large Sainsbury's and other big brand stores – and the convenience of the internet allows purchases to be made on the click of a mouse or the touch of a small screen, it needs to respond by playing to its strengths.

This does not mean giving up on retail altogether but instead to consolidate what it has and bring new retailers into a core area that will deliver the desired vibrancy from higher footfalls in a smaller area. The project team heard from local people that they miss the buzz that existed in the town during its retail prime and this a way to rediscover this. This plan shows a consolidated, more intensive retail area that will deliver this buzz.

The added advantages are that the process of consolidation frees up land in the town centre for other complementary uses, such as muchneeded new homes, and the food, drink and leisure uses that help provide that much needed differentiations with the mono-cultural retail parks nearby.

As new development moves in to deliver these complementary uses, it can also start to repair the urban fabric. This means establishing the missing "loops and circuits" that can make walking and exploring Waterlooville a more rewarding experience.



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A. EXISTING RETAIL

This diagram (left) shows in orange all the floorspace that was designed for retailing. This does not mean all that space is occupied, far from it. We saw in the diagram on Poster 4 that much of it lies empty.

However, back in the 1960s and 1970s when the town centre was expanded to meet the needs of a growing population all this floorspace was needed. This was a time when the internet had still to be invented. There was no Amazon, eBay, or online shopping of any sort.

Meanwhile, the supermarket chains were still to have the impact upon town centres that they subsequently did in the 1980s and 1990s. There was no large retail park just on the edge of the town centre, sucking up all the household spending on food, groceries, and household goods.

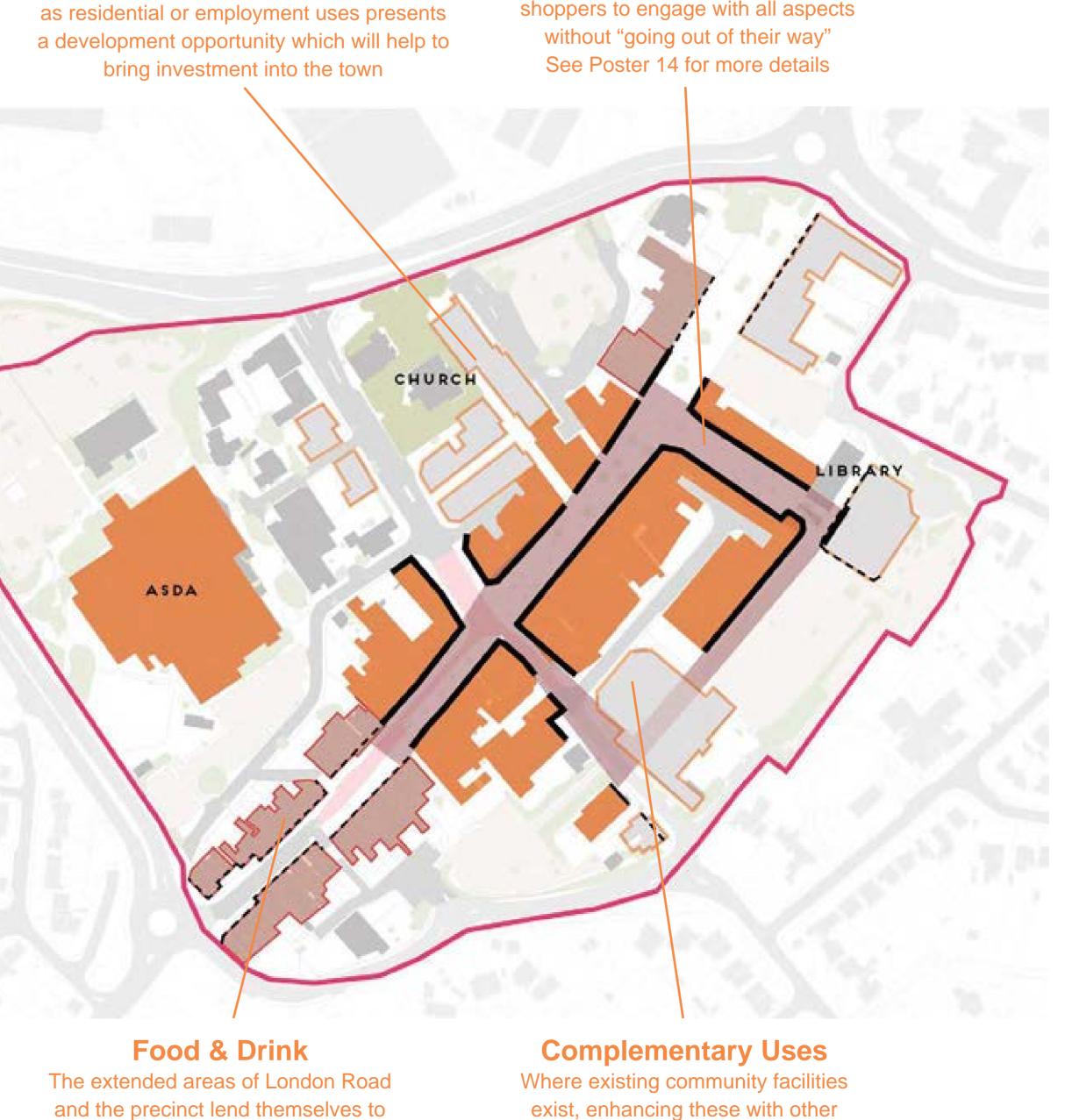
The result of these twin commercial and technological influences means that here and now in the 2020s there is an oversupply of retail floorspace in the town centre that is unlikely ever to be refilled with new retail businesses. So, what do we do?

There is also a challenge with the urban form. The current situation comprises a series of long streets that are either disconnected from one another or linked by poor quality, hostile areas such as the Duke's Walk Service Road, Swiss Road, and Chapel Lane. The Walking Tours revealed again and again how unpleasant the walking routes can be and "loops and circuits" – an important and enjoyable way to explore a town centre – are often avoided because of these poor quality areas.

Town Centre Living & Working Re-purposing areas for non-retail uses suc s residential or employment uses pres a development opportunity which will help t

New Retail Loop Consolidating retail uses around a compact, walkable town centre

based on a circular route will allow

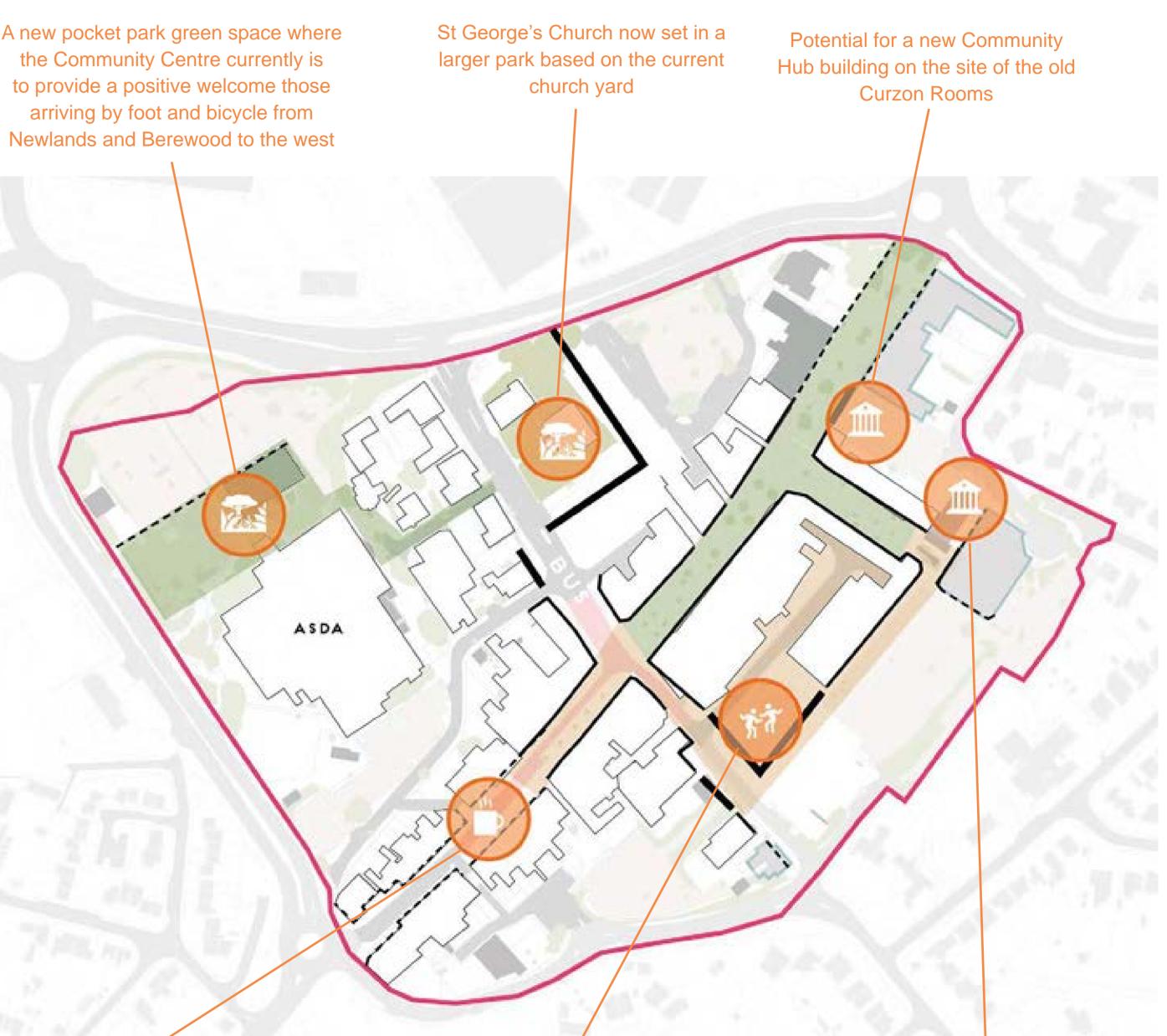


a greater presence of food and drink outlets enhancing the evening and night-time economy

exist, enhancing these with other leisure or entertainment uses will create destination sites that will further strengthen the retail spaces

C. DEVELOPING ANCHOR POINTS

A new pocket park green space where the Community Centre currently is provide a positive welcome those arriving by foot and bicycle from



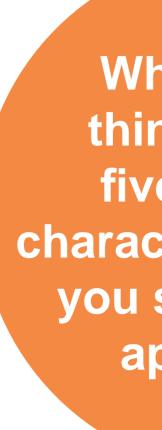
existing traders as the starting poir

D. CHARACTER AREAS

A key outcome of developing new anchors and landmarks is that Waterlooville town centre can start to be read as a series of distinct districts and character areas.

It is not a particularly large town centre at just over 14 hectares (35 acres) but creating distinctive areas of character will help create a town with a stronger and more positive identity give the place back its personality.

There has been some unkind talk in the national media recently about Waterlooville being a "zombie town" so this approach of creating character areas by giving each area a landmark anchor and a purpose can be treated as a direct response. Each area has a role to play in the bigger picture and no area is overlooked. This approach can also help direct inward investment, ensuring the right type of uses are located in the right places. For example, new food and drink business can be directed to locations in and around London Road South, while new retailers will be directed to London Road North. The new St George's Walk area has the ability to accommodate new town centre living.



www.havant.gov.uk/waterlooville

EVOLUTION OF USES TOWARDS A NEW WATERLOOVILLE

v culture, leisure, or other nonattraction on the site of what was Waitrose, to anchor this south west corner of the town and provide a more attractive welcome to those arriving from Stakes Hill Road

naintained and celebrated i its current location

At present, there are only three landmarks or notable anchors points in Waterlooville town centre. These are the St George's Church, with its modernist clock tower and the church bells that ring on the hour, a lovely sound that many people are very fond of. There is also Waterlooville Library and the Community Centre, located in the Asda car park. These three civic buildings provide reference points and anchors but the town needs more than this if it is to become a welcoming and exciting place to explore and spend time.

This diagram shows a future scenario in which the town now plays host to six landmarks or anchors. Please note, that these are only suggestions at this stage and <u>not</u> firm proposals but these ideas respond to the key messages that were heard from the research phase: that the town today lacks green spaces, and that the first impressions as people arrive from the west (e.g. the Asda car park) and south east (e.g. the Dukes Walk Service Road) can be poor.

A Possible New Community Hub in the Town Centre?

The current Community Centre in the Asda car park has a full programme of activities and is a great asset to the town but all that energy and activity – especially in the evenings – could be on the high street, helping to support adjacent uses and businesses. Furthermore, we heard from local people how the site of the old Curzon Rooms is loaded with positive memories from years past so a community use here is not so much a new idea, more a rediscovery of a much-missed previous use.

Please note, at no point would the current Community Centre be closed until such time a new facility (that meets the needs of local groups) is up and running in the heart of the town centre. Further investigations into funding, operations and landownership are needed but as a concept, this is an effective response to the messages we have heard from local people during the early phases of this project.

What do you think of these five different character areas? Do you support this approach?



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LANDSCAPE TOWN CENTRE STRATEGY

ASDA

NUMBER 73

One of the strongest recurring messages we heard in the first phase of community engagement especially the Walking Tours, was a criticism that the town is not green enough. School children and young people also told us this was a top priority for them. This landscape strategy plan is a direct response to this issue. It shows how the town could have a much greener future but please note this is <u>not</u> a proposal at this stage but a scenario that needs further testing.

The landscape design team, working with the architects, urban planners, and urban designers, have assessed the capacity of Waterlooville town centre to accommodate more trees, more green spaces and small parkland interventions and believe that with the right support and right funding in place, it can become a verdant place, a "green jewel" that will make its new identity and personality shine.

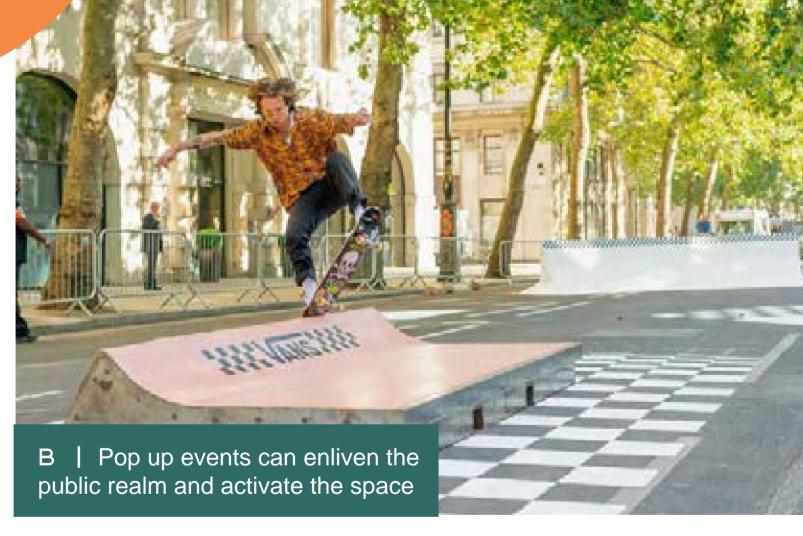
This will further enhance its reputation as a place to visit and spend time. It will also be a more positive experience than that offered by the nearby retail parks that cannot provide such green opportunities.

This town-wide landscape strategy will also help to reinforce and strengthen the five different character areas as described on Poster 6.

Is this the right landscape strategy for Waterlooville town centre?

Character Areas	
	St. George's Walk
	London Road North
	London Road South
	Stakes Hill
	Maurepas Way





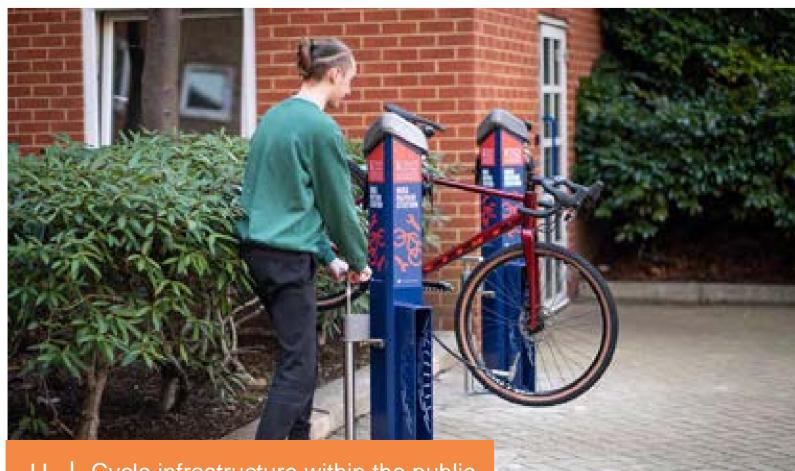




elements can be moved and relocated as the space requirements change



Bold geometric paving patterns divide space and create



Cycle infrastructure within the p elps to encourage active trave

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Street greening and clear crossing points creates a welcoming environment for pedestrians







The distinctive modernist church and its church yard provide the starting point for a new landscaped public space, with the landmark clock tower at its heart. New planting will make this a more attractive and more welcoming public space. This new space can be framed by new architecture that would replace the current Wellington Way shopping precinct. Perhaps more traditional in form, unlike the current flat-roofed buildings, this new scheme could include residential apartments above and some small-scale commercial uses on the ground floor in limited areas. This new, attractive architectural backdrop to the new churchyard green space will be a positive addition to the town centre.



east along Stakes Hill Road. It presents an unwelcoming blank wall to visitors because the front door faces onto the car park. The unsightly Dukes Walk Service Road only adds to the sense of decay here. The potential to "keep and convert" the Waitrose building is still being explored — suggestions at the Festival of Ideas including conversion to bowling alley, indoor market, or cinema — but it is likely to prove very difficult due to the way it has been constructed, such as the use of internal columns. If it were to be demolished, it opens up the opportunity for a new, more positive piece of architecture, smaller than the current Waitrose. This could be home to a new culture, leisure, or other non-retail attraction with a new landscaped space in the foreground (see image above) that could accommodate extra car parking but could also be used for markets, events, and other outdoor community activity. At this stage, this is a concept that will be subject to further testing, especially with landowners.

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empty, and desolate at times. That was certainly the experience of Walking Tours. The width of the street traffic though the middle of town, but this traffic is now rerouted around the edge on Maurepas Way. The pedestrianisation scheme was of huge benefit shop, before the impacts of out-of-town retail and the internet started to be felt. Now, the street feels too big, but this scale offers a wonderful opportunity

While the restricted access along this street, limited to buses only, was considered frustrating to some on the Walking Tours, there was a consensus that the lack of car traffic creates ideal conditions for more "spill out activity" such as outdoor eating, linked to the concept of a food and drink cluster. The more traditional architecture found in this part of town gives it a more established feel. There is already some good quality tree-planting along here and increasing the number of trees will help create a true avenue, providing shade over new outdoor seating.

Should the existing Community Centre relocate to the Curzon Rooms site, then a welcoming green space can be created on the vacated site. The curve shown sweeping through this space is a strong connection to the Newlands and Berewood development to the west, where several thousand new homes will be built over the coming years. Providing a more direct, more convenient, and more attractive route into town for these new residents will be a key way to revive the economic fortunes of the town centre. Offering a new arrival space for those as they cross the bypass will form one of the stepping stones along this route.





Existing street trees retained
Excavated beds if feasible
Excavated areas for new grassed areas where constraints allow
Raised beds
Proposed tree planting where feasible
New hard surface paving scheme
Seating – may be integral element raised planters
Commissioned bright red play sculpture based on community desi
Play features can be off-the-shelf or bespoke
Play safety surfaces as required to accompany play features and t climbable red play sculpture
Street workout equipment that can be off-the-shelf or bespoke plus appropriate new surface
Wayfinding elements including links to off-site open spaces
Multi-functional play features to combine opportunites for movement and activity with relaxing and socialising To be accessible to all abilties and ages, and have visual appeal as a feature in their own right
Seating integral to raised planter beds and seating aligned with planting areas



Purpose

The purpose of the London Road Pocket Park provide a focal point within the street. It is used directly upon the ideas co-crated with the munity during the Festival of Ideas. A desire a new playable, fun, flexible, functional, and coming space is the thinking behind the ncept. We have tried to reflect as many of the citing ideas from the festival week as possible, compact, robust, and deliverable form.

oncept

A key part of the local identity is the connection ith the tramlines that are commemorated within he street scene. This concept underpins the linea ision of space within the elements of the Londo Id Pocket Park as well as providing the concept **INTERCHANGE** to inform the public realm rategy as a whole, reflecting ideas around socia

... an exchange, especially of ideas o information, between different people or different groups" This also links to the concept of improved transpo

and travel choices, linking to active travel and nproved wayfinding to other parts of Waterloc

Concept Design Elements At this stage, the concept is high-level to allow more details to be added later. The purpose of th testing now in the Gallery & Exhibition is to gather that extra data to inform the more detailed design stages. Continuing the process of community codesign into the detailed stages will help to ensure ne popularity and success of the final delivered Pocket Park scheme and will help ensure that the



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inal design comes in on budget.







THE CONCEPT IS BASED ON THE FOLLOWING FUNCTIONAL ASPECTS

Greening the Streets

All existing trees will be retained. Subject investigation, and if underground services (such as pipes and cables) allow, then areas of paving u the existing trees could be lifted and opened up provide new planting beds.

Additional planting can be provided by raised beds. These can be designed in a range of ways to suit budgets. Modular planter systems can be installed to create raised lawns and earthworks as well as planting beds and seating walls. Using the community co-design process could involve community groups or a local youth project constructing timber planters and carrying out the planting, alongside seeking sponsorship and donations in kind from local tim suppliers and plant nurseries.

Social Space

The spatial design creates curved, organics social spaces contained within a more dynamic rectilinea structure. The diagonal paths crossing the park link both sides of the street and ensure the park is knitted into the Public Realm instead of an isolated island that is walked around. The organic spaces face inwards to create a sense of sheltered space aside from the main thoroughfare, creating a 'space within a space' without creating isolated or hidden pockets.

Playable Space

The space will be playable and there are a variety o possibilities in this concept for how that is achieved. The example images show how these playable ideas could be carried forward in different ways. Some of the examples show how the pieces (or a single piece) could be delivered as bespoke commissioned pieces

in collaboration with an artist or designer working with the community. Or the playable element coul be delivered in collaboration with an existing supplier. using an "off-the-shelf" product or system to achieve a approved by the emergency services. similar outcome. A combination of these approaches could be used, or as part of a phased delivery.

Active Space

As an extension of the playable space concept the proposal includes possible space for a stat callisthenics or street fitness area, another idea generated from community engagement. This equipment could be commissioned as a bespoke sculptural piece, or otherwise as and off-the-shelf design and install package in collaboration with a supplier. Further co-creation with the community will allow an understanding of whether this is the right location for this equipment, therefore the concept design allows for the possibility of this part of the design to be developed in a different direction.

A clear, legible and inspiring wayfinding system will elp activate the streets encouraging more people change mode from car to bus, foot, bicycle, scooter (skateboard. Visibly linking offside green spaces and key destinations ties into the idea of the town centre as an interchange, a meeting space, which is clearly mapped to other parts of town, making the whole mo spatially legible and functional.

Constraints & Parameters

The concept plan acknowledges the following constraints and proposed that these are addressed in more detail at each delivery stage as outlined.

Access

The existing fire lane is mapped on to the plan above but we know that this will need to be assessed and

- **Underground Services** Constraints such as pipes and cables to be analysed in more detail and designed solutions devised according to provider and budget constraints
- **Access** The existing fire lane is mapped on to the plan and we know that this can be flexible but will need assessed and approved by emergency services
- **Maintenance** It is understood that the future maintenance budget is constrained and therefore planning for maintenance is to be considered from the outset. To this end, all commissioned work should be audited prior to sign-off at each stage to ensure that the end results will be robust, need minimal ongoing maintenance and that all spares and repairs, when needed are standard, off-the shelf and cost effective rather than bespoke fixtures and fittings, even when the design itself is bespoke.
- **Planting** This will need to be drought tolerant and require minimal maintenance. All planting should be perennial and hardy.
- **Budgets** All designs will be developed strictly in accordance with the budgets available at any given stage, with a retained sum for the first five years maintenance ring-fenced as part of the delivery budget.



Modes of Delivery

The park could be delivered in phases by subdividing the whole into sections, or alternatively by delivering by component. For example, this could comprise delivering the Green Streets elements alongside part of the Playable Space. The method of delivery of each of the subelements could be tailored further to fit the budget, i.e. off-the-shelf vs. bespoke; design and build from a supplier vs. community co-design and the build of planter.

Delivery Method for each Component

ne following components could be delivered as separate packages over time as funding becomes available. These broadly align with the components indicated in the concept plan, so these provide a mode for delivery in phases.

ach component requires concept development and detailed design to be carried out in accordance with detailed site constraints including access and underground services. Design and procurement can be carried out in the mode providing the overall best value for money for each element.

Procurement methods may include

- Design Competition for bespoke commission e.g. playable sculptural features/seating or bespoke sculptural active space
- Design and Build to a brief e.g. raised planter systems, off-the-shelf play equipment and safety surfacing
- Detailed design by landscape architect followed by traditional construction contract
- Community Design & Build e.g. Timber planters and seating made as a collaboration between the local authority and community groups, such as the Men's Shed or a local school or college

The procurement modes above can be combined to provide the most appropriate and efficient delivery process.

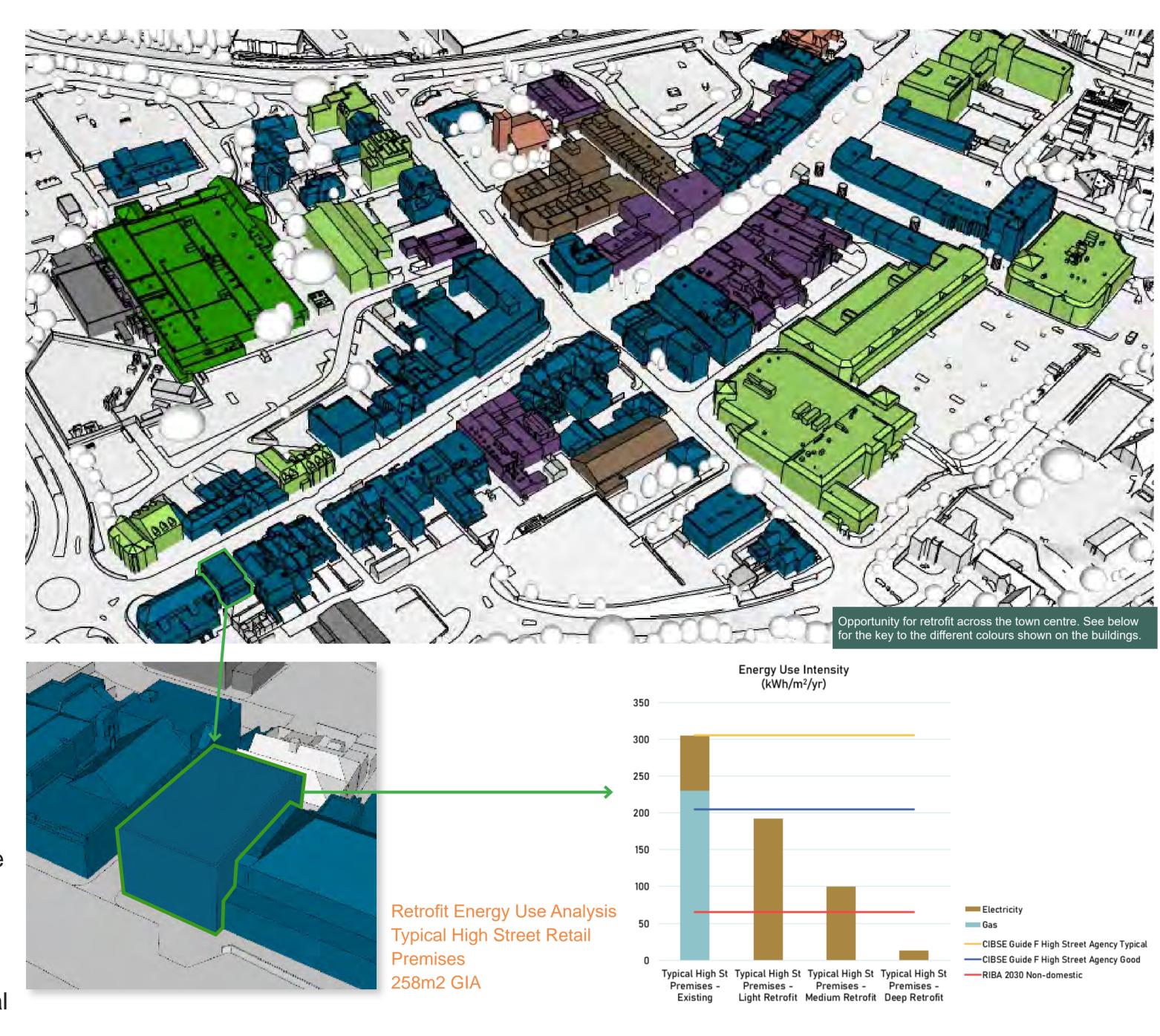
SUSTAINABILITY EXISTING POTENTIAL

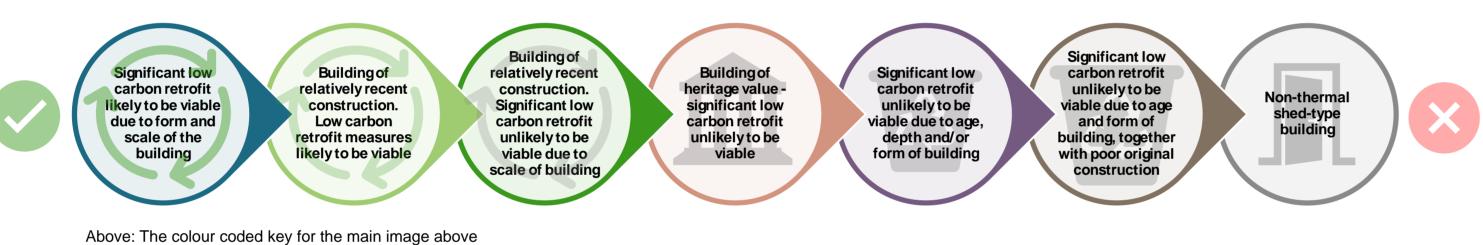
The project team includes experts in carbon reduction and renewable energy. As part of the research phase, they have assessed the potential of Waterlooville to accommodate a range of initiatives that can have a positive impact on people's lives and businesses across the town. These concepts were first tested at the Festival of Ideas and were met with a positive reception. On Posters 10, 11 and 12 more detail is added to demonstrate the feasibility and the expected benefits.

These benefits include warmer and more efficient homes and properties, reduced energy bills, resistance to surface water flooding from heavy rainfall, protection against excessive summer heat and making the town and more pleasant place to spend time. All these initiatives link closely to the landscape strategy, support the development of different character areas, and continue to differentiate the town centre from nearby competitors such as the retail parks.

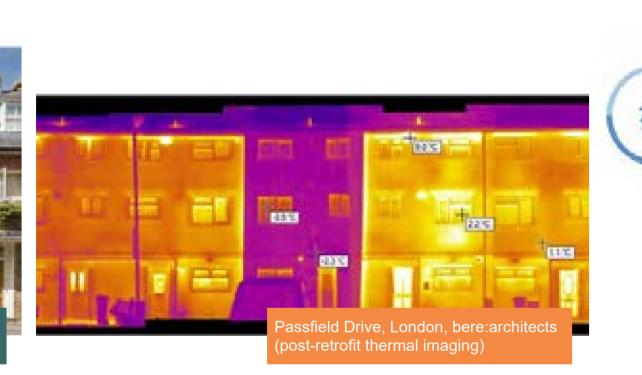
As part of an ultra-low energy future for Waterlooville town centre, looking to retain buildings where practical and viable is a key consideration. Where retrofitting existing buildings is considered, the extent of the improvement measures is critical. Careful consideration is required of what can be achieved and whether a phased approach is needed to ensure that worthwhile end results are affordable and practical.

Retaining and enhancing existing buildings not only improves existing energy performance and retains aspects of the historical townscape, but also significantly reduces the embodied carbon footprint of an equivalent new building.





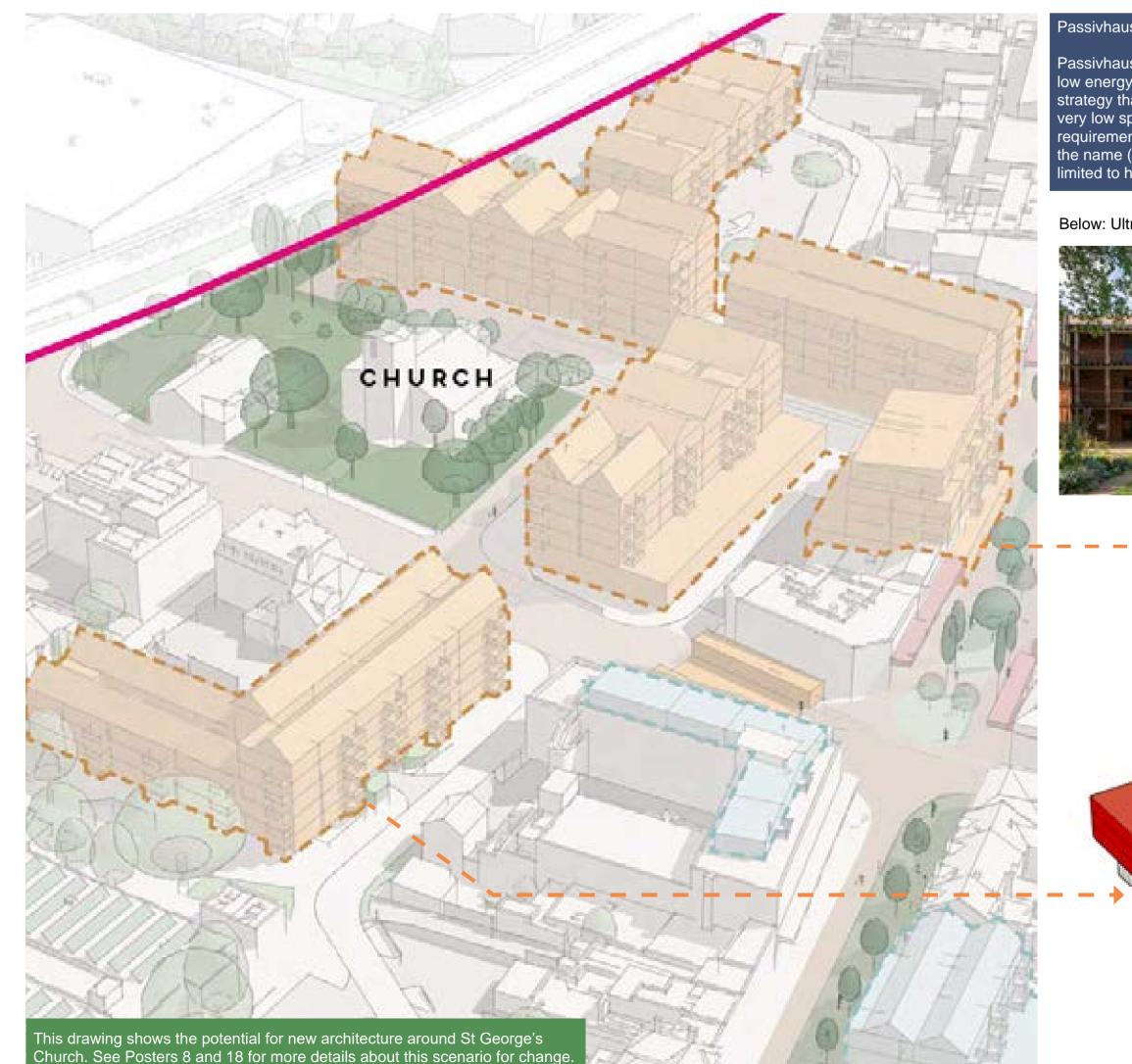
()Electric heating urce Heat Pum Improved insulation Below: Ultra-low energy retrofit examples ood insula 4 New double glazing _____ Improved airtightness

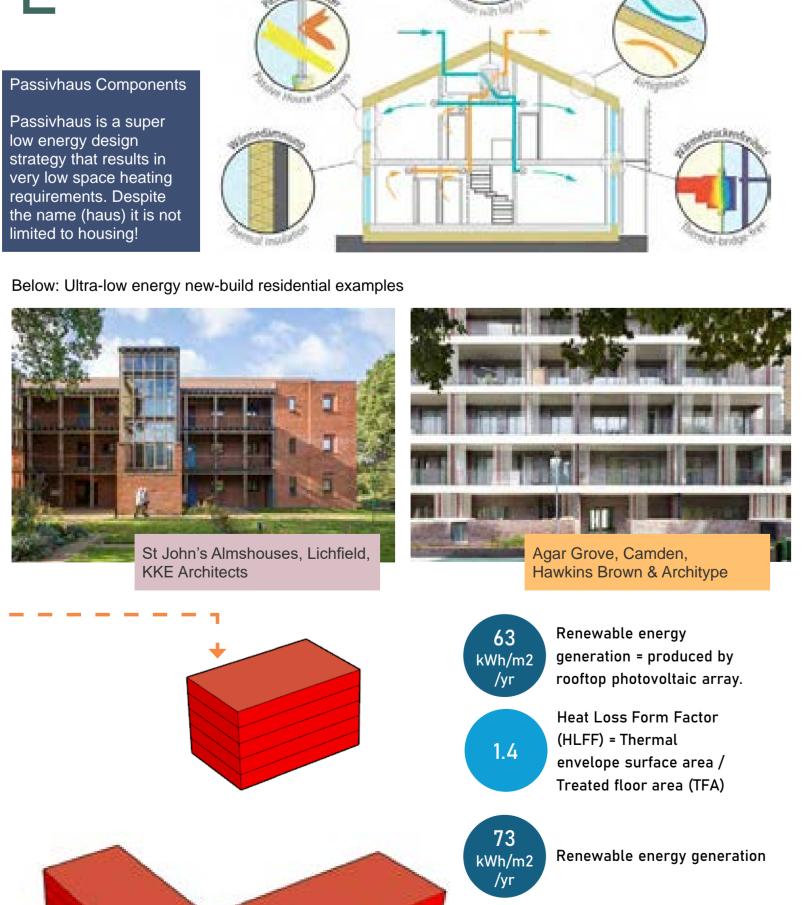


"vace heating demand reduction Reduced carbon emissions Reduced renewable energy deman/ Reduced peak load

Less grid storage required Significantly lower energy bill Improved health & comfort Effective heat pumps

NEW BUILDING ENERGY PERFORMANCE





Heat Loss Form Factor

4+ Very Poo Heat Loss Form Factor



Poor insulation

Poor airtightness





Shallow retrofit Space heating demand reduction 30% Reduced carbon emissions Large renewable energy demand Large peak demand More grid storage required Little change in energy bills

Sub-optimal heat pump performance

Limited health benefits

Where new construction is required as part of the town centre regeneration, the scale, shape and orientation of new buildings must be well planned to ensure that they require minimal energy to run and make best use of natural light.

By designing with low-energy in mind, and continuing this through to construction and completion, new ouildings — whether residential, commercial or public services — can help keep running costs to a minimum and also significantly improve health and wellbeing of building users throughout the year and the lifetime of a building.

By keeping the difference between the amount of external envelope and the amount of usable floor space to a minimum, the building envelope itself can be kept cost efficient without need for costly insulation measures.

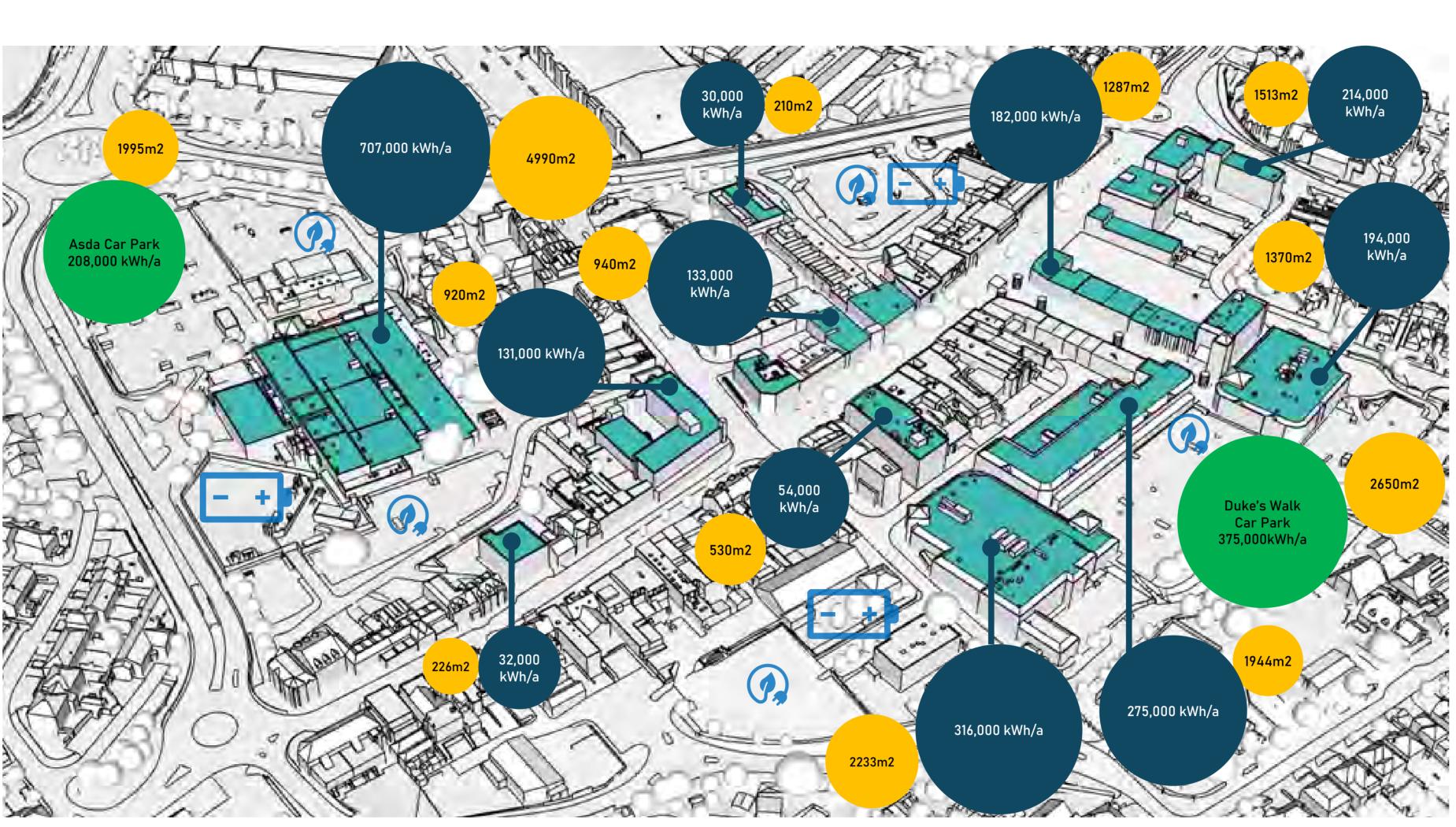
As this table demonstrates, a HLFF of 1 - 1.5 is "excellent" and would therefore offer opportunity for a low-energy building with minimal cost uplift

SUSTAINABILITY ENERGY GENERATION & STORAGE

While it is recognised that the existing buildings have their problems, one opportunity presented by the large extent of flat roof is the generation of electricity using solar or photovoltaic (PV) panels.

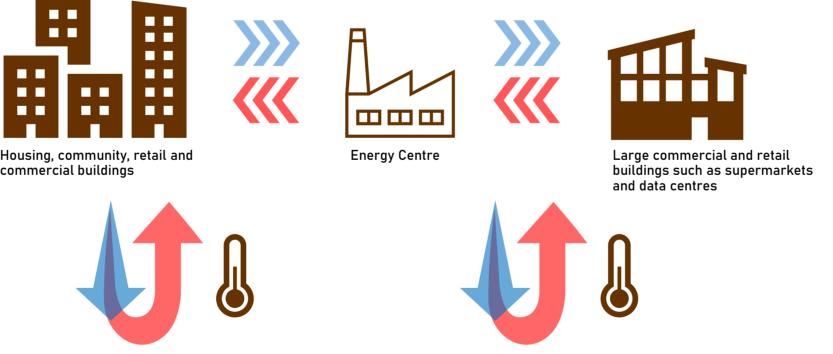
This diagram estimates the energy generation from PV arrays on a number of the large existing flat roofs across the town centre, together with energy use comparisons.

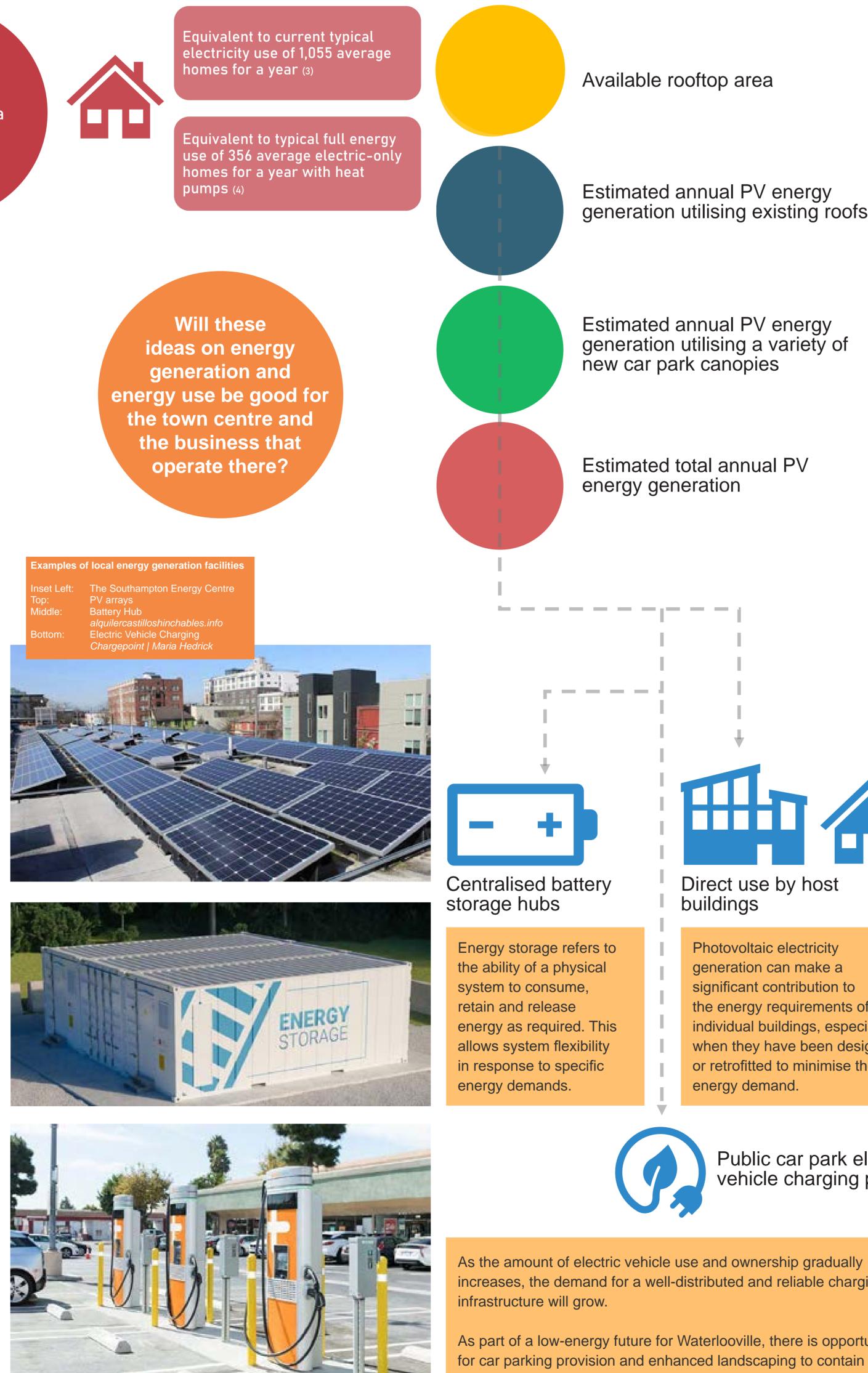
Any roof considered for accommodating a PV array would require a suitability assessment. However between the existing roof provision and potential new buildings, the town centre offers a significant opportunity to produce a large amount of sustainable energy as part of a ultra-low energy future.

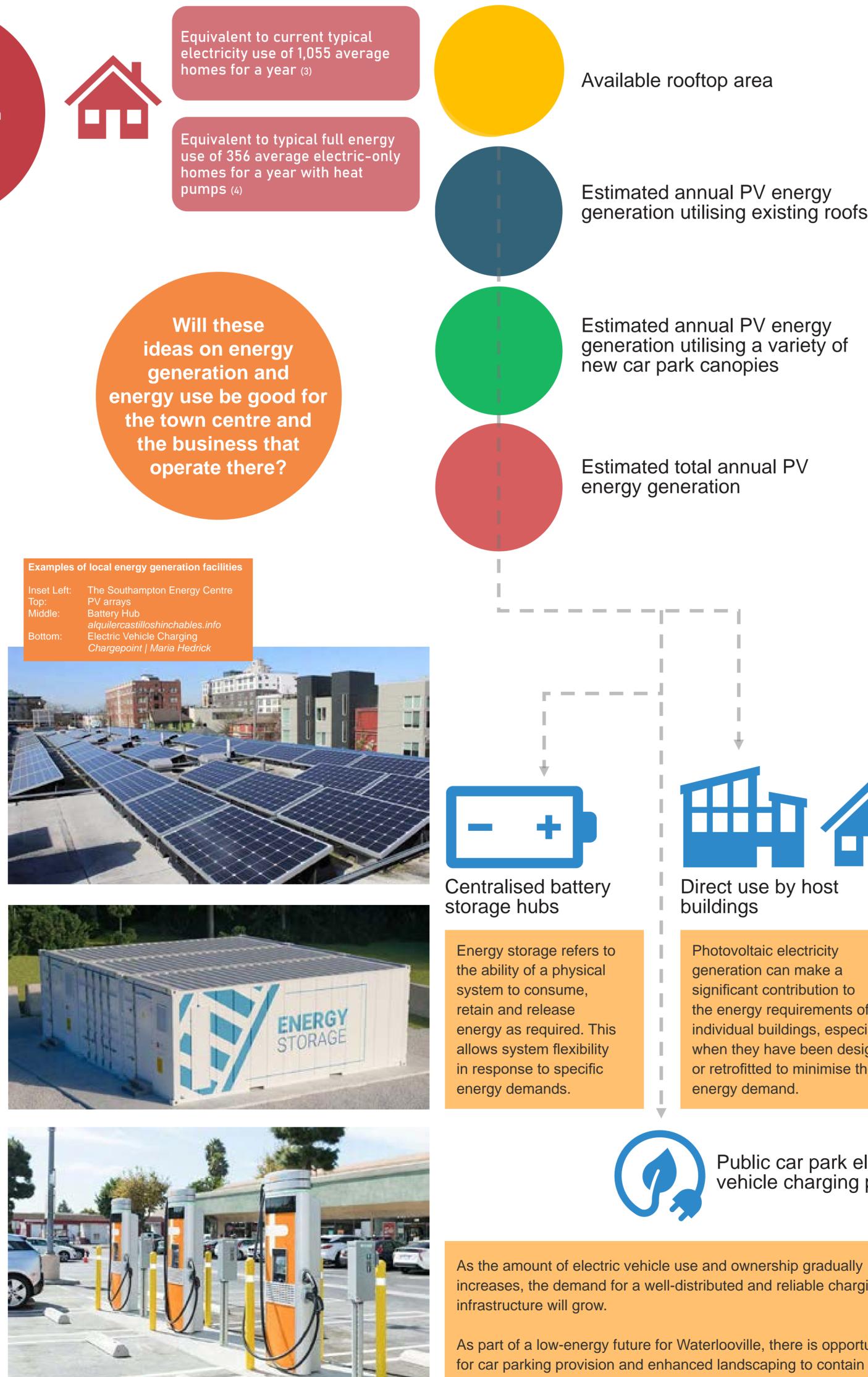


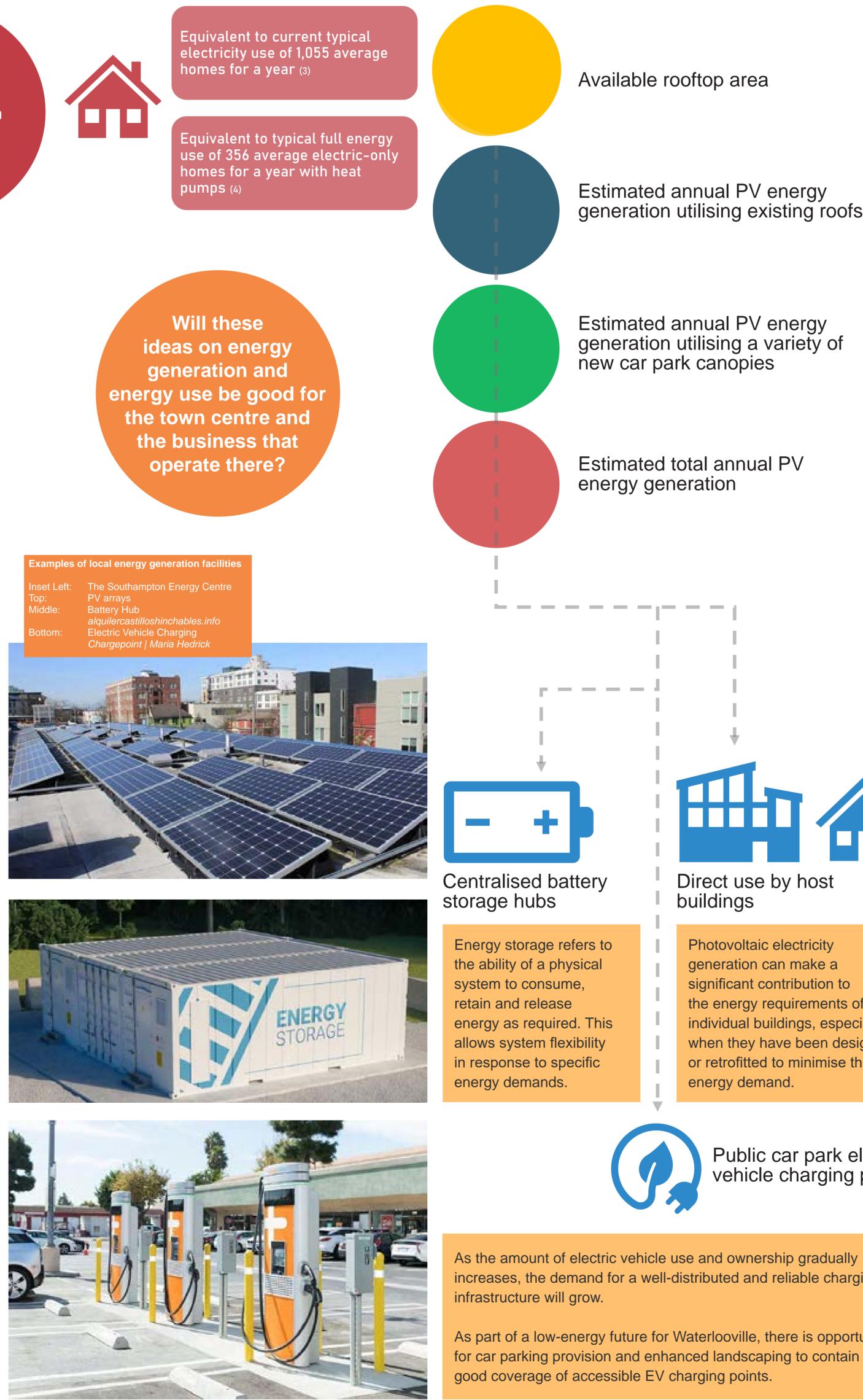








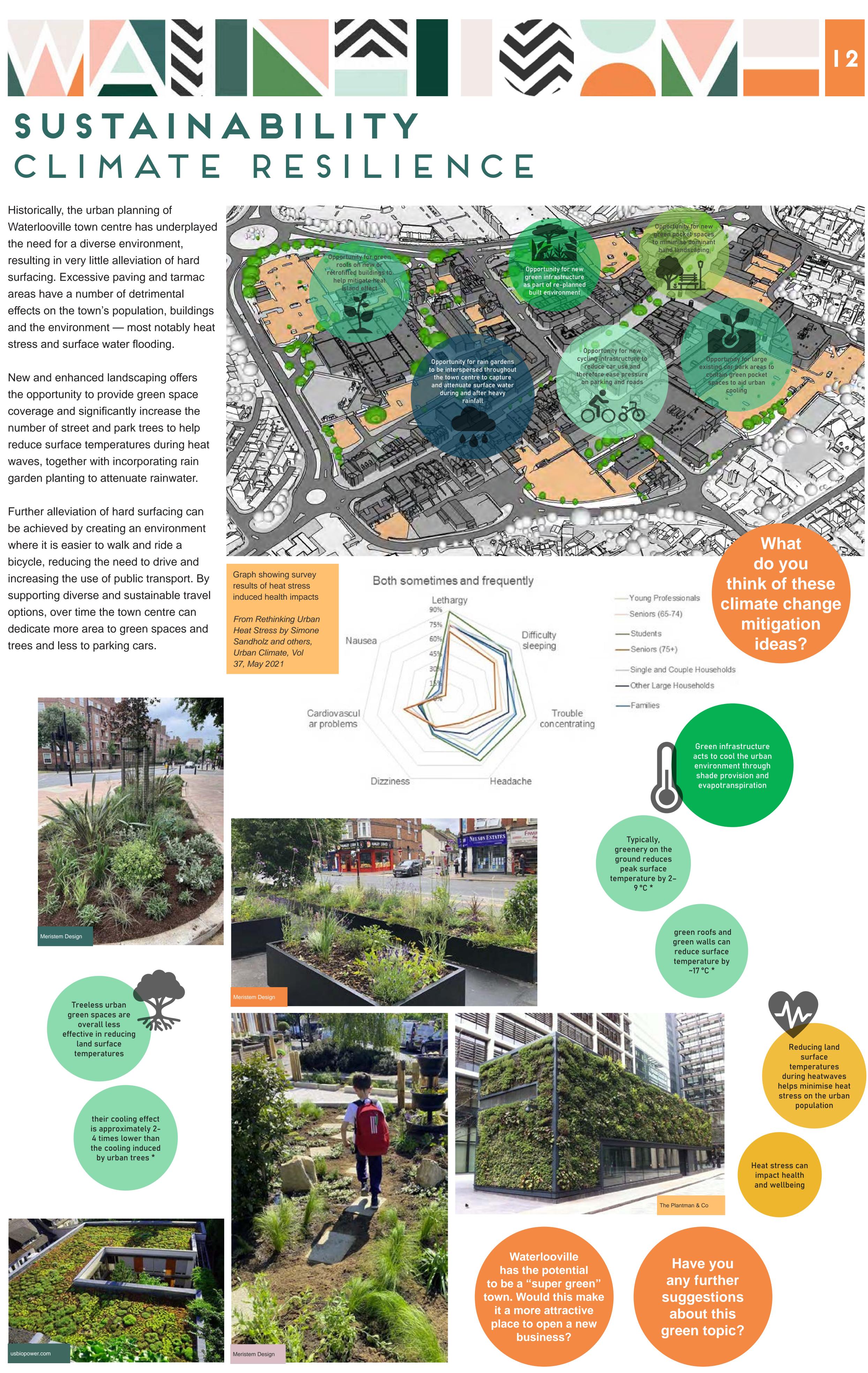




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New and enhanced landscaping offers the opportunity to provide green space coverage and significantly increase the number of street and park trees to help garden planting to attenuate rainwater.





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MOVEMENT CURRENT SITUATION

BARRIERS TO EASY MOVEMENT

The bypass that took traffic away from the centre of town in the mid-1980s has helped to create space for commercial, cultural, and social activities in the heart of town. The landscape and character areas strategies as described on the earlier posters seek to make the most of the opportunities established by the removal of traffic, creating a more economically prosperous place by being more pleasant and more people-focussed.

However, the infrastructure that was built to accommodate the diverted traffic is on a huge scale, with wide fast dual carriageway roads that are difficult to cross and create barriers to movement between the town centre and surrounding areas. One of the worst consequences of this is the deterrence effect to walking and cycling between the Newlands and Berewood neighbourhoods and the town centre. With thousands of new homes being built, that means thousands of

potential customers, diners, shoppers, visitors, and guests are not making the trip into town to support the local economy. Interventions are needed here to make access more direct, more convenient, and more attractive. Similar situations can be found at the "top of town" towards Horndean and Cowplain, where a subway and awkward, unpleasant connections deter easy and convenient walking and cycling between the town centre and residential neighbourhoods located to the north.

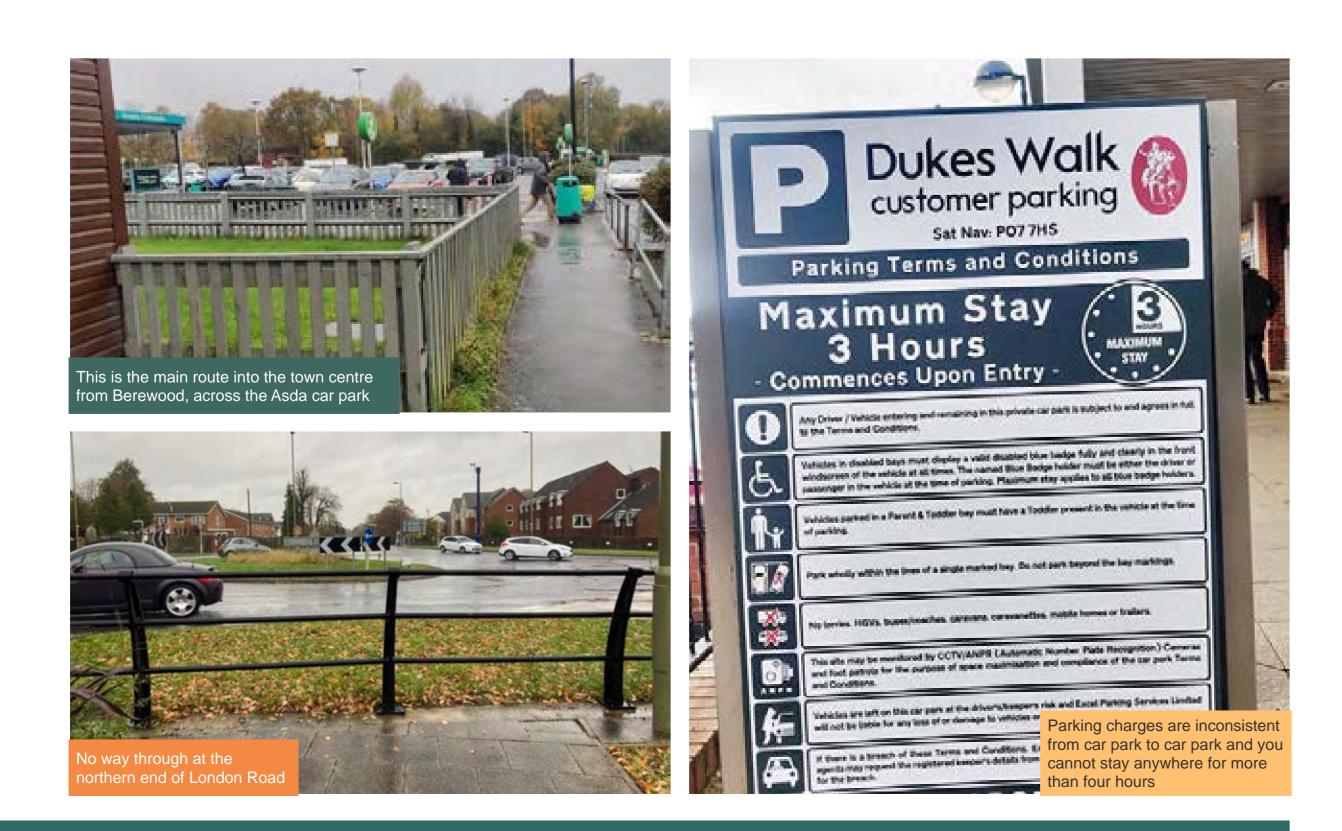
Meanwhile, a subway and an at-grade crossing link the town centre to the retail park. Through the engagement work, we understand that some people use the free car parking on offer at the retail park but then walk into town. However, the experience of moving between these two areas, using steep steps or a long, winding ramp, can be off-putting and makes some demographic groups – including teenagers, the elderly, and women – feel unsafe.



CAR PARKING

During the Walking Tours, the conversation would often turn to the topic of car parking and usually included a debate around the prices charged in different places and the lengths of time on offer in different locations. What seemed not to be in question was the quantity of car parking — very few people told us there was not enough — and the diagram above shows that significant areas of the town centre are dedicated to surface car parking. There are over 1000 car parking spaces at present.

These 1000+ spaces require around 3.5 hectares (9 acres) of land. That equates to 25% or around a quarter of all land in the town centre just for parking cars. What is to the advantage to the town is that these existing car parks are not all in one place, but fairly evenly distributed around the edges of the town centre in small pockets. This means all parts of the town centre are only a few minutes' walk from a car park.



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London Road North

of each is noted on the plan. No recent king surveys exist to establish whether

any of the car parks operate at capacity

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WELCOMING ROUTES

The quality of the experience offered by a town centre to those walking or using a wheelchair is often a key indicator about the values embodied by the place. The walking and mobility experience for those not driving should be connected, comfortable, convenient, convivial, and conspicuous. The plan below shows a future scenario that responds to concerns heard during the Walking Tours and the Festival of Ideas, such as surfaces that are cracked and uneven, creating trip hazards. Routes are often disconnected lack a positive sense of overlooking and natural surveillance. Smoother, consistent, and coordinated surfaces needs to be the medium to long term goal for the main "cross-roads" of the town — the historic formation of streets that comprise St George's Walk, Stakes Hill Road and London Road.

But in the short term, improvements are required to the link between the town centre and the Newlands and Berewood neighbourhood. As the route zig-zags its way through the Asda car park, temporary and colourful artwork or motifs on the ground can mark the route (in both time and distance) between the town centre and the new neighbourhood. A super-wide zebra crossing, that could be colourful and visually striking, could be installed over Maurepas Way, helping to better connect the town with its surroundings. A similar treatment could be applied to the "top of town".

ASDA

L---- 1 1 1

These proposal have been developed in collaboration with the teams at Havant BC and HCC Highways

Western section of Maurepas Way

Reducing the speed limit from 40mph to 30mph would have a positive transformationa impact on this edge

Crossing from Berewood A single stage crossing can be implemented with a raised table and welcoming graphics, an accessible route extending into the centre of town

Road Width The highway could be reduced to two lanes each direction and leave space for a new right turn into Asda plus some street trees

Swiss Road

Junction This junction could be reinstated, providing easy access for service vehicles and further enhancing the town centre

CREATING LOOPS & CIRCUITS

High quality walking circuits around a town centre can be important to retailers for several reasons:

Increased Foot Traffic — Walking circuits encourage people to explore various parts of a town centre by foot. This can lead to increased footfall around shops, exposing them to a broader audience. This positive experience can lead to repeat visits and customer loyalty.

Discoverability & Exploration — A well-designed walking circuit can help people discover new areas of town and therefore new businesses If the circuit guides people through different parts of the town, it creates opportunities for businesses who might otherwise be overlooked.

Do you think loops and circuits are a good idea?

Community Engagement — Walking circuits can foster a sense of community by bringing people together in a shared public space. This sense of community can positively impact local businesses, as customers may feel a stronger connection to the area and its shops.

In Waterlooville, the establishment of a walking circuit (as shown on the drawing above) that links Stakes Hill Road with the Library and London Road will play a crucial role in creating a dynamic and inviting town centre environment. At present, this loop is "broken" by the closed Waitrose and the unpleasant experience offered by the Dukes Walk Service Road. Restoration of a positive loop here can lead to increased visibility, foot traffic, and customer engagement, all contributing to the economic vitality of the town centre.

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clists and pedestrians mix legally ar

 $\mathbf{O}\mathbf{\Phi}$

ondon Road &

Hulbert Road

T-junction integrating

pedestrian and cycle

surface crossing

The precinct will be a

opening hours

Loops &

Connections

Outside the precinct,

pedestrian loops and

and enhanced

Cross Roads

movement and bus

connections

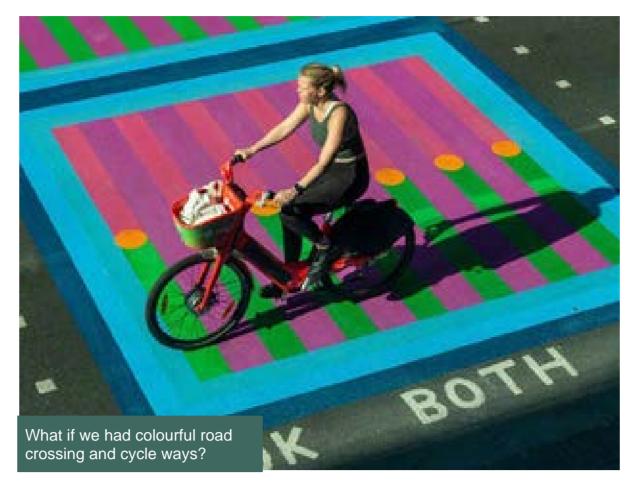
Wider Connections

Cycle routes to connect

to existing national cycl

network

sfully in Norwich town centre









www.havant.gov.uk/waterlooville

VEHICLE MOVEMENT BUS ROUTES & CAR PARKING

CHURCH

BUS PROVISION

Buses will continue to access the heart of town. We have often heard how the bus services can drop-off dramatically after 6pm on weekdays and the service can be patchy and infrequent at weekends.

Improvement to bus service provision is outside the scope of this project but the urban design framework plan can safeguard the streets and spaces inside the town centre boundary to accommodate more buses more often in future. A consolidated bus hub on St George's Walk would make bus stop identification easier while also removing stops from London Road. This in turn may make this space more appealing to cafe or restaurant owners as a place for alfresco dining, weather permitting.

What do you

think of this

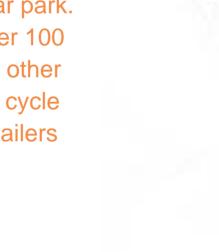
car parking

strategy?

ASDA

These proposal have been developed in collaboration with the teams at Havant BC and HCC Highways

Asda Car Park As an Havant BC owned site there is the potential for a deck to be constructed over the existing car park. This could add over 100 spaces as well as other functions such as cycle repair or kiosk retailers



.

Taxis

Reopening Swiss Road would allow the junction to St George's Walk to be pedestrian only. A taxi rank could be provided in the existing car park providing easy access without interrupting the flow of the bus hub.

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CAR PARKING

Working with the inherited situation, which is a fairly well-distributed series of surface car parks, a future short-term scenario would consolidate the car parking numbers but use a more consistent charging regime that standardises the duration of stay and the changes across the town centre.

This was the consensus developed at the Festival of Ideas, where participants said they were prepared to pay to park but wanted a consistent approach with extended times so they could spend longer in the town centre. If there is an economic upturn in the fortunes of Waterlooville, people will want to visit more often and for longer and the parking regimes needs to support this changing pattern of demand.

Over the medium to longer term, decked car parks in the north west corner of the Asda car park and Dukes Walk could make more efficient use of land. The decked car park at Asda could contain an active ground floor – comprising small units such as a bike shop, coffee shop or similar that can provide a positive edge to the new pocket park green space, that could replace the existing Community Centre.

LIBRARY

Curzon Road Car Park This site creates a gap in the high street but presents

an ideal development opportunity to kick-start the regeneration process. See Poster 18 that suggests new uses for this site.

Bus Routes

Bus routes and connections would remain as they currently are, however stops would be consolidated in a new bus hub on St George's Walk

Ex-Waitrose

could provide capacity for approximately an additional 100 parking spaces. The existing levels may facilitate a lower level with usable space in line with the existing car park



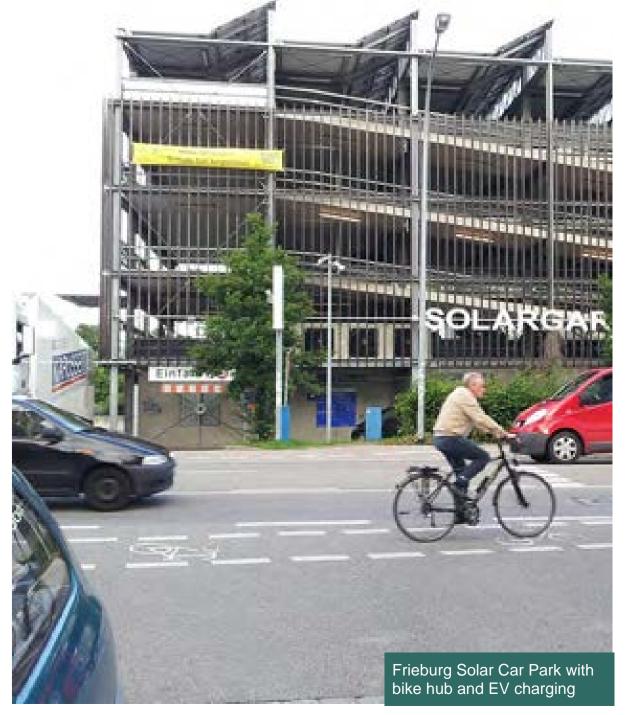
Bus routes remaining as they are with a new hub adjacent to the historic ross roads

Potential New Car Parking Subject to car parking surveys and other development in the town, it is possible to deliver extra car parking

> Service Access ting service access to shops and estaurants will be retained and where sible enhanced







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DESIGN FRAMEWORK CHARACTER AREAS

Considering Waterlooville a series of distinct districts and character areas has several advantages:

Visual Variety — Distinct character areas can introduce visual variety to the town centre. Different architectural styles, landscaping, and design elements for each area can create a diverse and visually appealing environment, capturing the interest of residents and visitors. A key message from the Walking Tours and the Festival of Ideas was that the town lacked visual variety and excitement.

Cultural Richness — Each area can reflect a unique cultural identity, showcasing elements of the town's history, traditions, and heritage. This richness can add depth and authenticity, making Waterlooville more interesting for those who appreciate diverse experiences.

Sense of Place — Character areas help establish a strong sense of place. When each area has its own personality and atmosphere, people can easily identify and connect with specific areas, fostering a sense of belonging and attachment.

Exploration & Discovery — A series of distinct areas encourage people to explore different parts of the town centre. This sense of exploration and discovery can add an element of excitement and intrigue, as individuals may come across unique shops, landmarks, or hidden gems within each area.

Tailored Experiences — Each character area can be designed to cater to specific needs and preferences. For example, St George's Walk may focus on homes and living, while London Road North, shopping. London Road South could be the entertainment hub. This allows residents and visitors to choose experiences that align with their interests.

Memorability — Another message from the Walking Tours was Waterlooville is not particularly memorable, and memorable experiences often arise from unique and distinctive environments. Character areas that stand out in terms of design, ambiance, or cultural significance create lasting impressions, making the town more memorable for those who visit or live there.

Community Engagement — There has already been extensive community engagement, through the Walking Tours and the Festival of Ideas to help establish these five areas. When local people actively participate in shaping the identity of their neighbourhood, they are more likely to feel a sense of pride and connection. This engagement can be a continuing project as further work is undertaken in the later phases leading towards delivery.

Cohesive Urban Planning — Well-planned character areas contribute to cohesive urban design. While each area may have its own character, overall planning ensures that the different areas complement each other, creating a harmonious and integrated Waterlooville town centre.

Economic Opportunities — Distinct character areas can attract a diverse range of businesses and services. This economic diversity not only meets the varied needs of the community but also creates a more dynamic economic environment, helping direct inward investment into the right locarions and places.

Dynamic Atmosphere — Distinct character areas contribute to a more dynamic and vibrant atmosphere. Whether it be a bustling retail district on London Road, a quiet residential courtyard on St George's Walk, or a lively cultural hub on Stakes Hill Road, the variety of atmospheres will enhance the overall appeal and liveliness of the town centre.

> Do you agree with the building heights strategy?

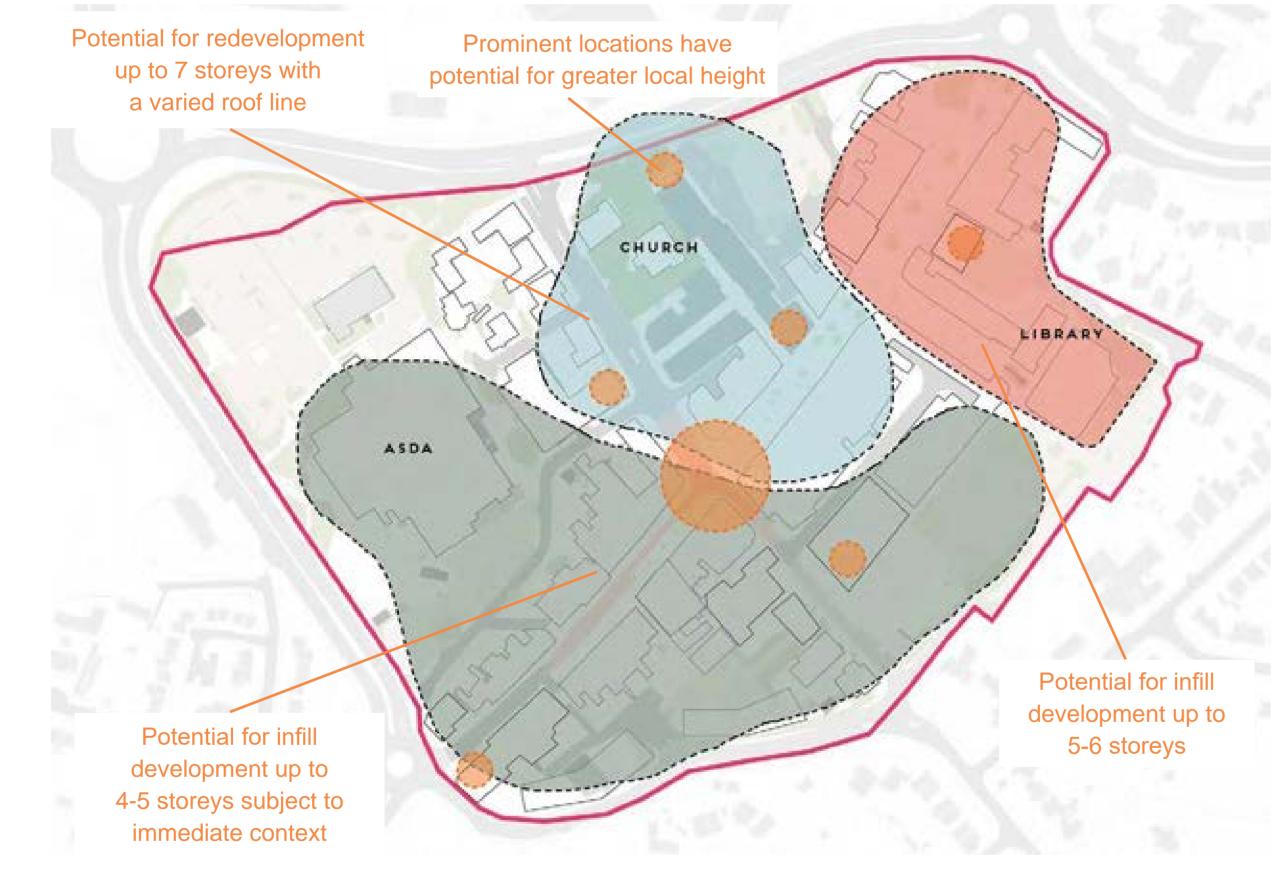
Is this land use mix the right one for this town?

FIVE AREAS

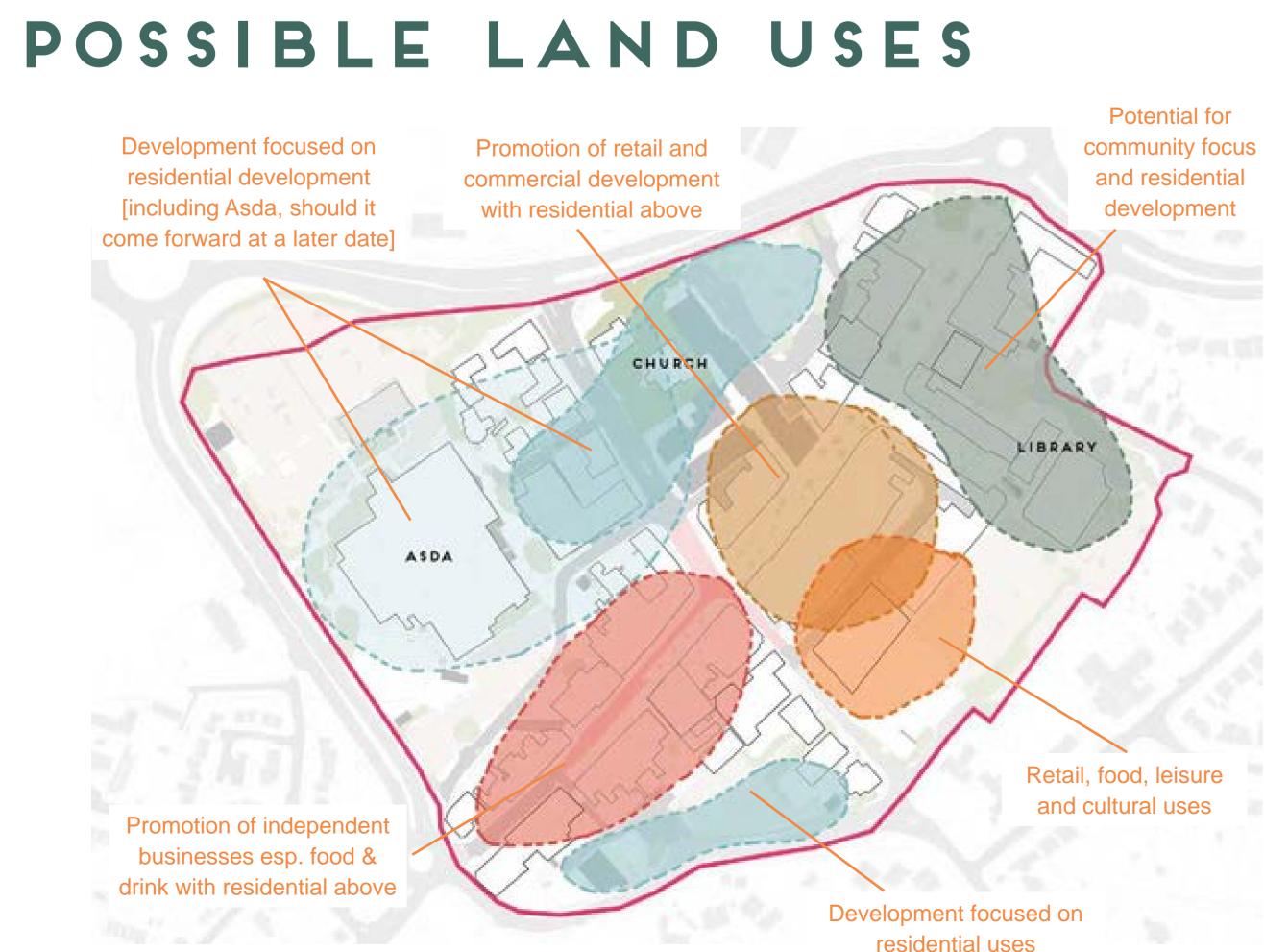


Taller buildings around St George's Walk and the centre of town can replace poor quality buildings, improve the visual appearance of Waterlooville, increase the environmental performance of the town centre, and create the financial value needed to support other aspects of investment.

NEW BUILDING HEIGHTS



Meanwhile, clustering land uses that align with the intended atmosphere and identity of each character area will help make Waterlooville more attractive to investors and entrepreneurs.





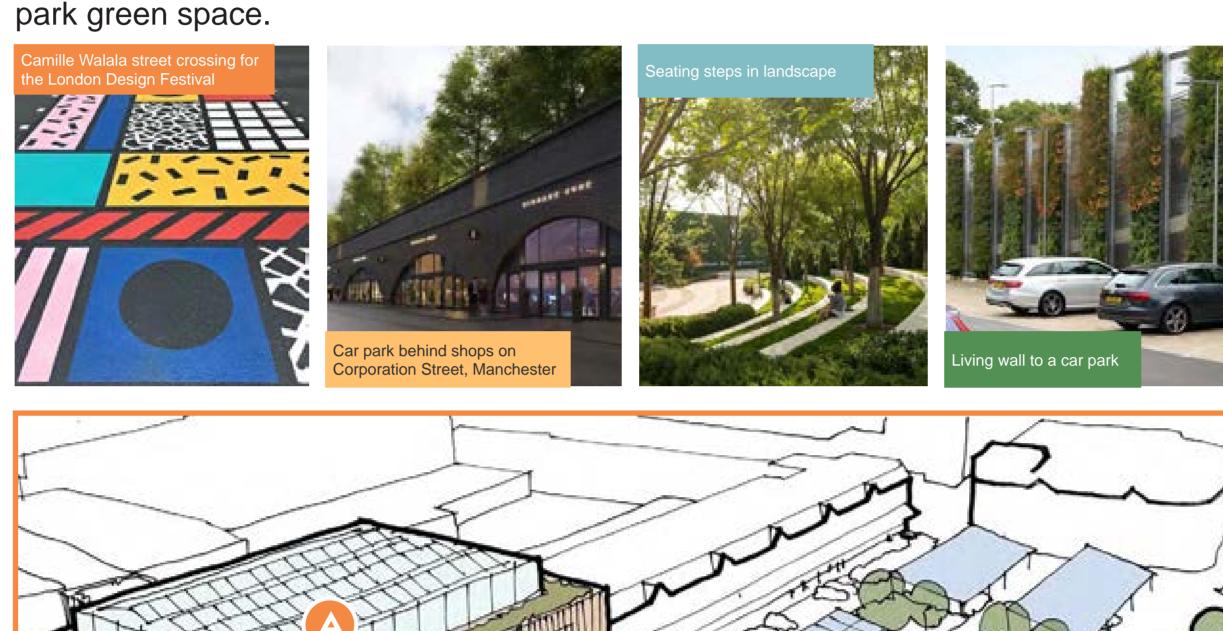
DESIGN FRAMEWORK CHARACTER AREAS

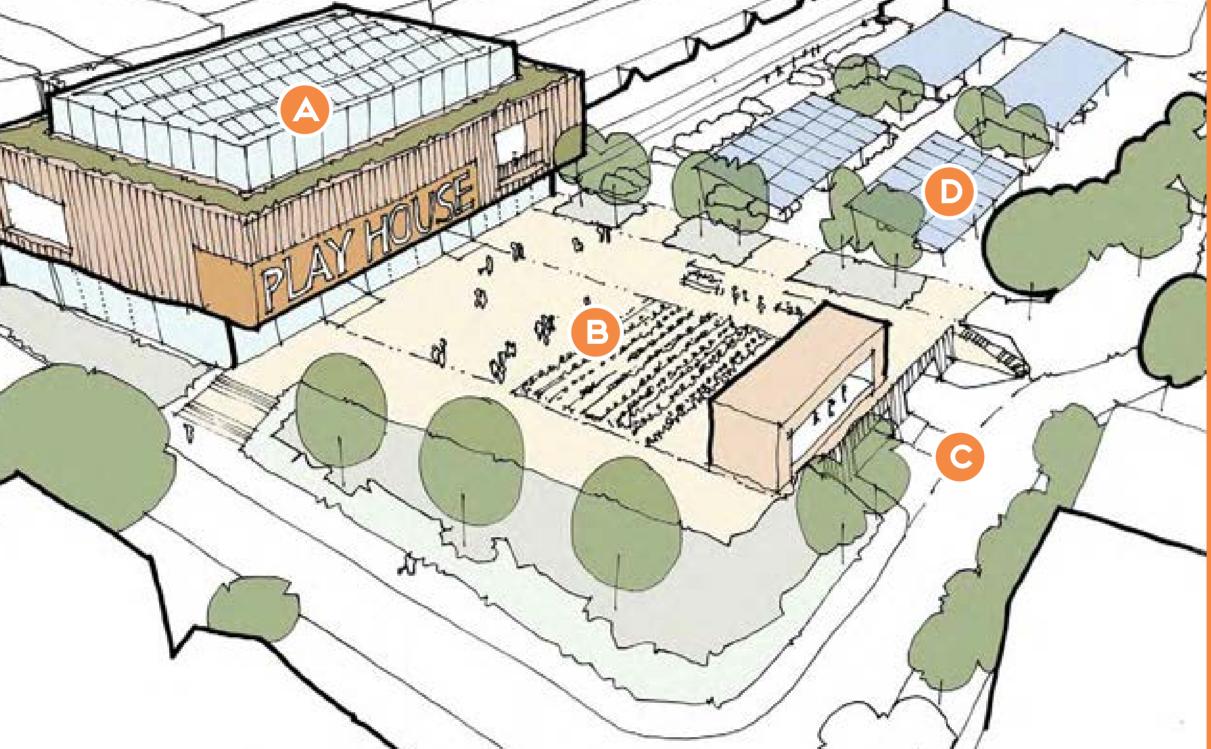
MAUREPAS WAY

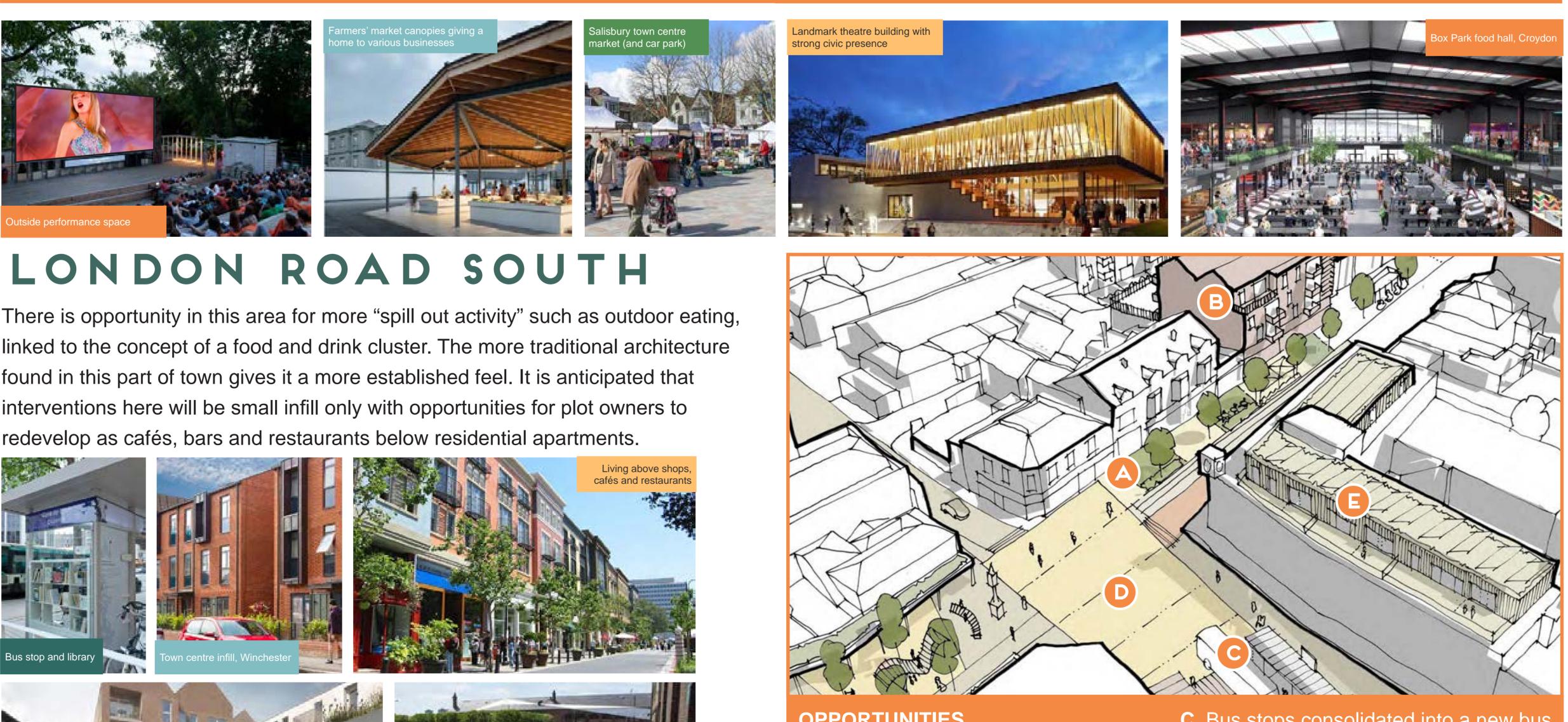
Should the existing Community Centre relocate to the Curzon Rooms site, then a welcoming green space can be created on the vacated site. The curve shown sweeping through this space is the strong connection to the Newlands and Berewood development. A new decked car park could contain an active ground floor – comprising small units such as a bike shop, coffee shop or similar that can provide a positive edge to the new pocket

OPPORTUNITIES

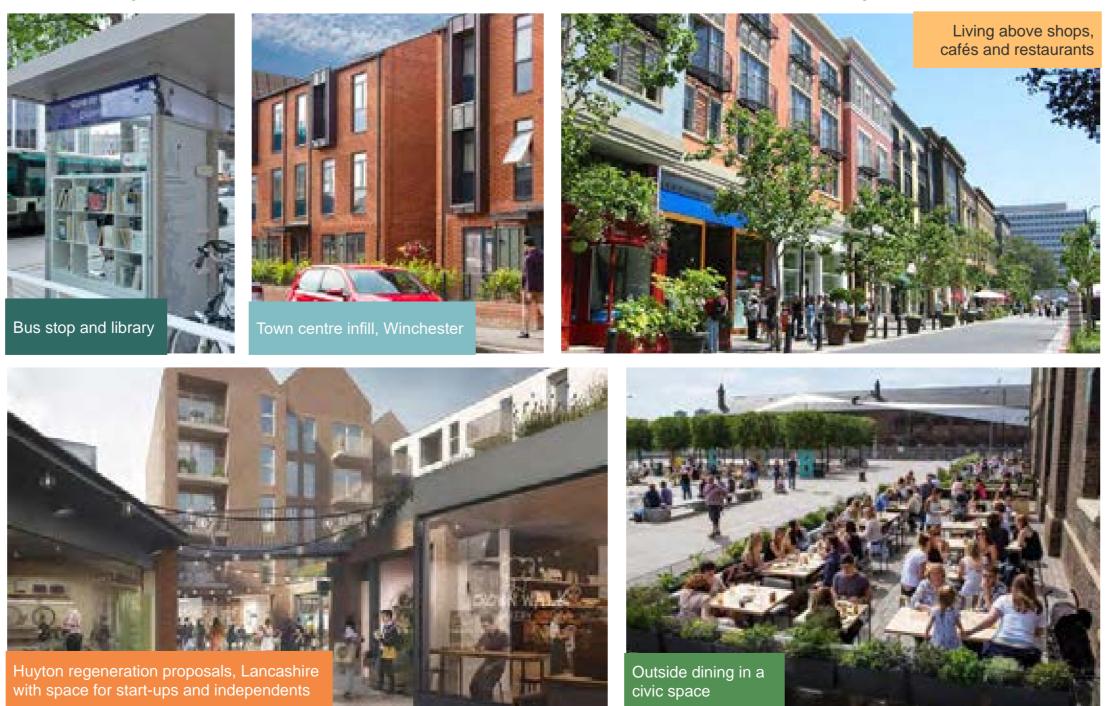
. Maurepas Way downgraded to 30m lane road with improved colourfu ing and new street trees. ew car park deck with kiosk outle op PV arrays and a green wall New park improves the welcome an e access into the town centre.





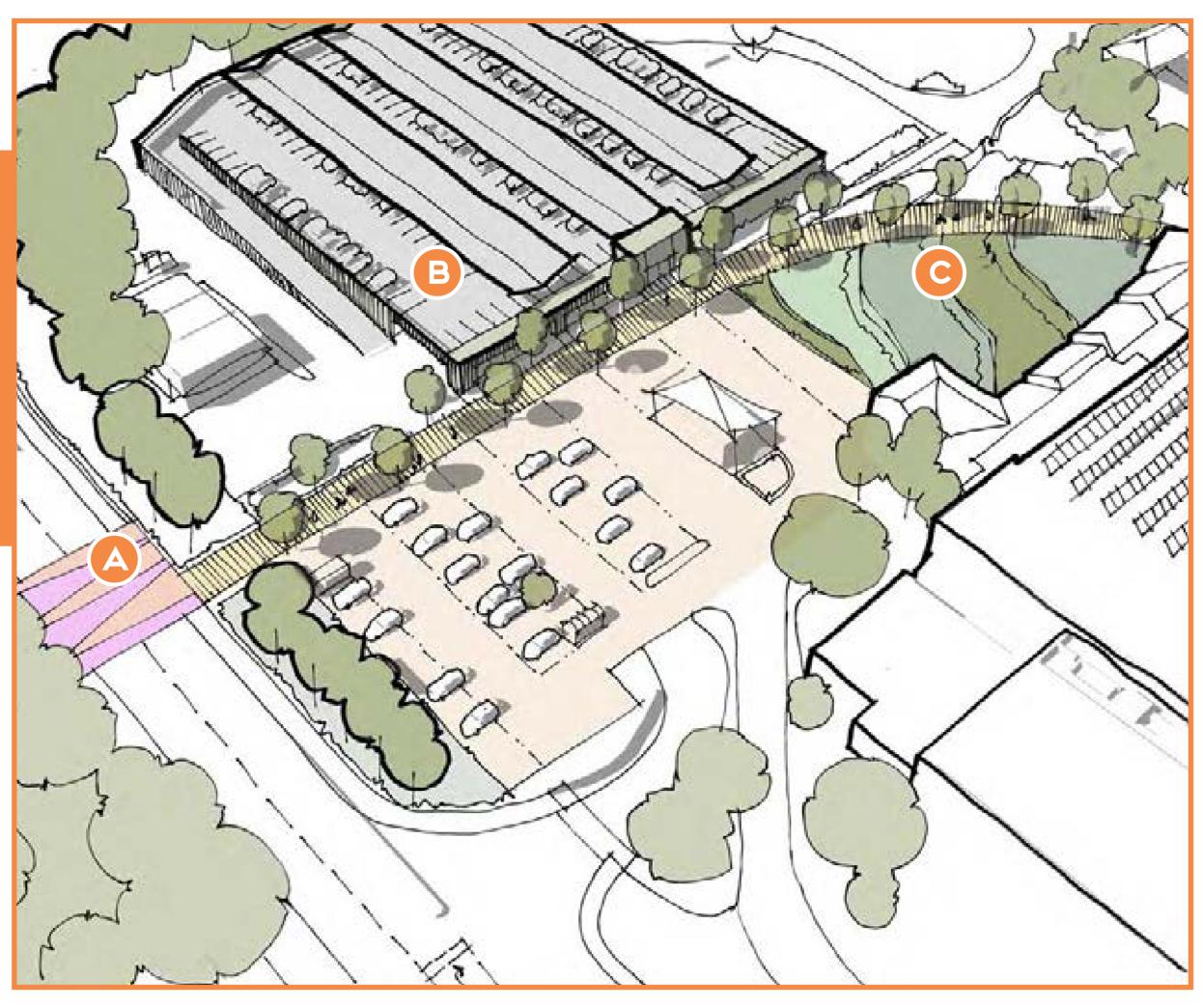


linked to the concept of a food and drink cluster. The more traditional architecture found in this part of town gives it a more established feel. It is anticipated that interventions here will be small infill only with opportunities for plot owners to redevelop as cafés, bars and restaurants below residential apartments.



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STAKES HILL

If Waitrose were to be demolished, it opens up the opportunity for a new, more positive piece of architecture, smaller than the current Waitrose. This could be home to a new (as yet unconfirmed) culture, leisure, or other non-retail attraction. At this stage, this is a concept that needs to be subject to more testing including further landowner negotiations. This new architecture also allows for new landscaped space in the foreground that could accommodate extra car parking (e.g. on certain days of the week) but could also be used for markets, events, and other community activity. See Poster 8 for a variation of this outdoor space but using the same principles.

PPORTUNITIES

Potential for a new multifunctiona d acts as a destination. Currently **C.** Potential access to a lower level for Illed the "Play House" this could include 75-100 parking spaces. a space similar to the Titchfield Festival **D.** Photovoltaic PV array on canopies

B. New public space outside to be associated with the new building. Has the potential for markets, outdoor cinema g of over 2,000sqm (21,500sqft). music or theatre. On quiet days, it could nark building that creates a buzz 👘 also provide extra car parking capacit over existing parking spaces.

OPPORTUNITIES

ential for infill development with historic importance. sidential above.

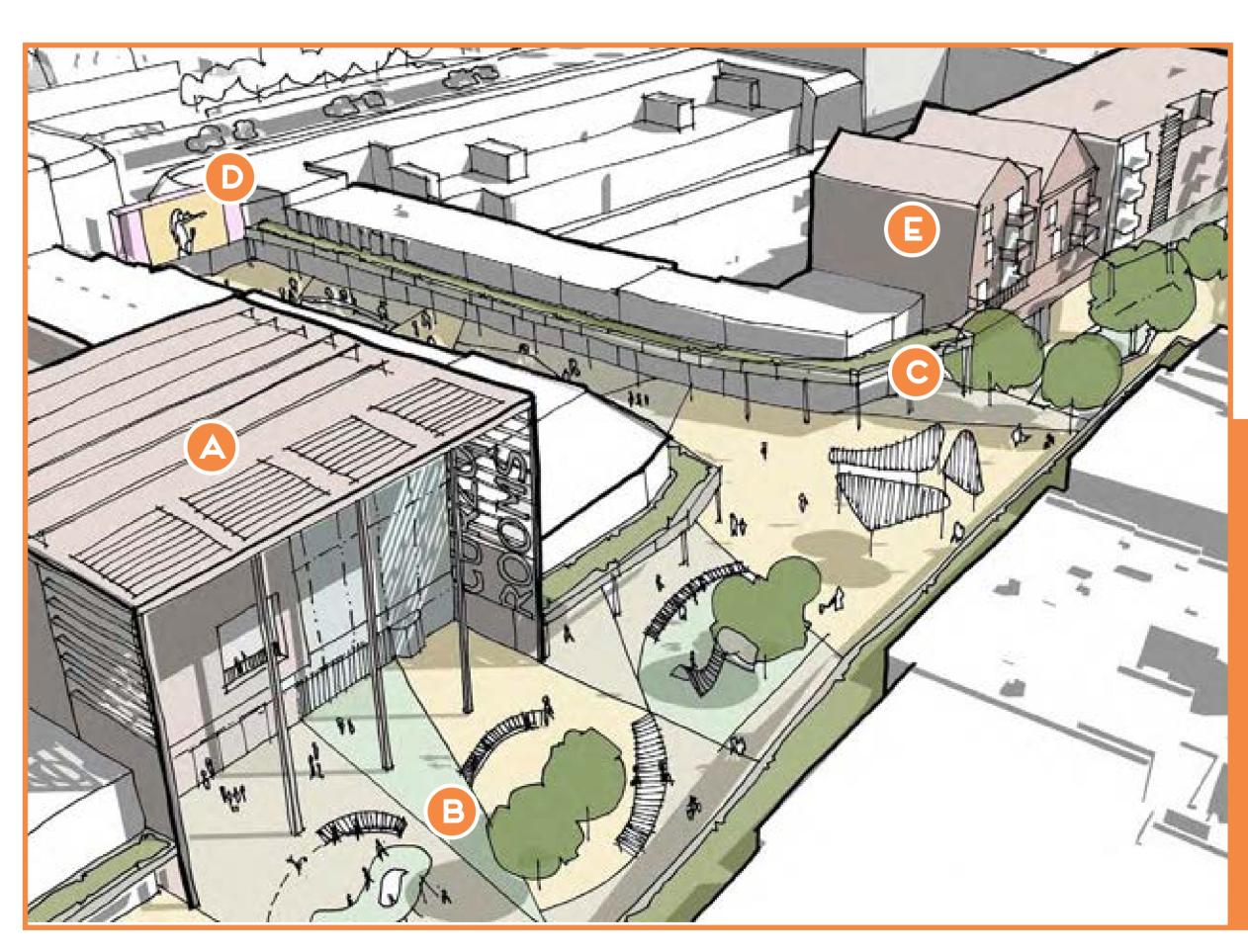
C. Bus stops consolidated into a new b hub on St George's Walk, taking awa **.** Existing public spaces retained but idling vehicles from London Road. anced to encourage outside dining. **D.** Raised table to cross-road, echoing it rcial, food and drink ground floor E. Potential for roof-top development where appropriate.



The distinctive modernist church and its church yard provide the starting point for a new landscape public space, with the landmark clock tower at its heart. This new space can be framed by new architecture that would replace the current Wellington Way shopping precinct. Perhaps more traditional in form, unlike the current flat-roofed buildings, this new scheme could include residential apartments above and some small-scale commercial uses on the ground floor in limited areas. Car parking for new residents could be a mix of permit schemes on nearby surface car parks and undercroft spaces to the rear of the buildings. The route from the Newlands and Berewood neighbourhood into the heart of the town centre will run along right hand side of this new green space before turning right along the existing lane that faces down towards the library. This will be a much improved experience over the current situation. The new, attractive architectural backdrop to the new churchyard green space will be a positive addition to the town centre.



Which of these new building concepts do you like most?



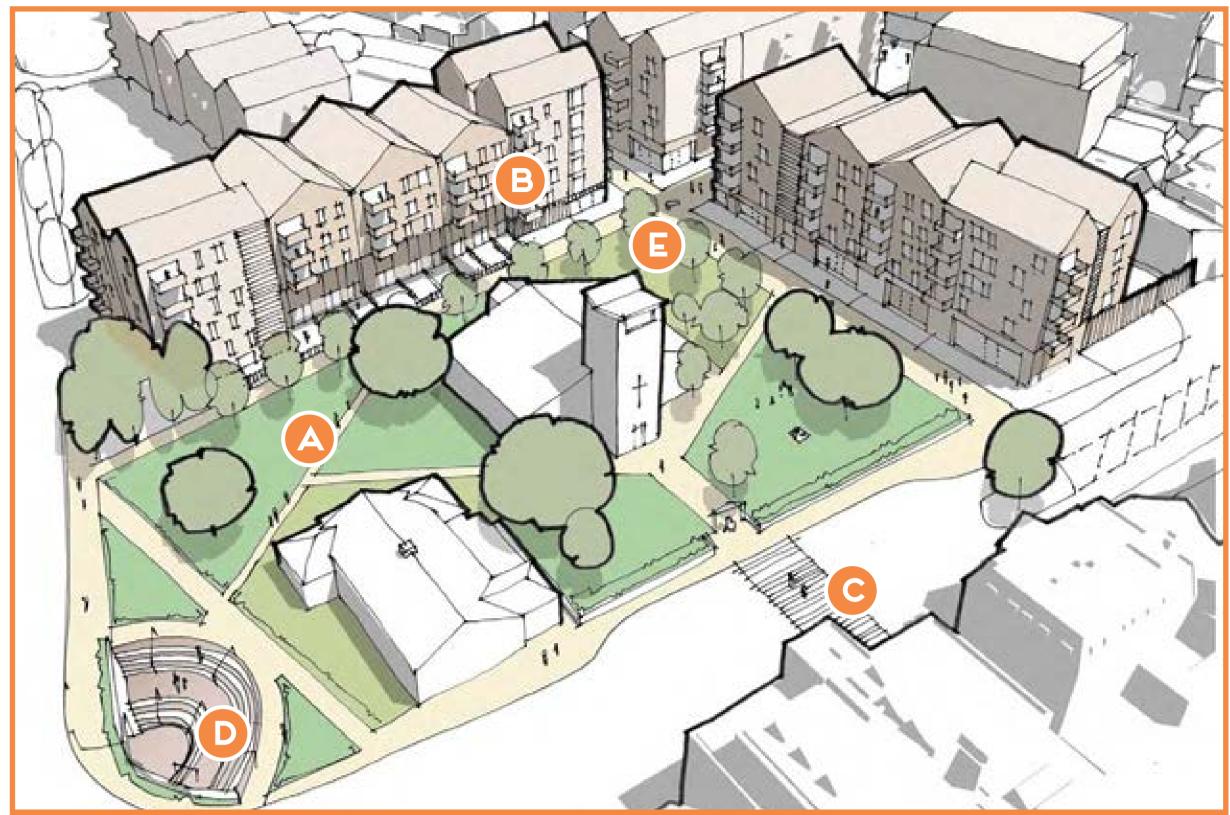


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DESIGN FRAMEWORK CHARACTER AREAS

ST GEORGE'S WALK

Is this the right approach to new architecture in the town?



PORTUNITIES

A. One of the greatest opportunities for the town centre. e town is for the creation of an open a make the most of this valuable

ind the new park there is the an enhanced entrance to the underp

to six storeys, all with excellent dayli external amenity space and access

C. This space could be the arrival point for the route from Berewood and up the existing church yard Newlands creating a clear "you have arrived in town" moment. **D.** In the future, there is the potential f

al for high-density medium-rise E. The cannon, such an important objection ntial development. The sketches full of memories, is of course retained ow a mix of duplex and apartments up but in a slightly different location.



Community activity, especially in the evenings, has the potential to help support adjacent uses and businesses making it an ideal use for a town centre or a high street in an era of declining retail. Furthermore, we heard many happy memories from local people about how the now demolished Curzon Rooms added to the life and vitality of Waterlooville in the past.

This image shows a four-storey multi-functional community building on the site of the Curzon Rooms. It could provide meeting and activity spaces, similar to the existing community centre, but also services such as a Health Hub (similar to the Horizon Service in the Havant Meridian Centre), a "friendly gym" and fitness classes such as yoga and Pilates, function rooms and a venue, and serviced office space

This building could also have the ability to host skills and employment drop-in sessions and other community-focused activities, helping make the town centre busy once again, not through retailing but through people wanting to play an active part in their local community.

OPPORTUNITIES

the site of the Curzon Road Car rk. The New Curzon Rooms could ide around 3,600sqm (38,750sqft) of Boulevard could be used for commu ck win Pocket Park, located se the impact of any new nitv facilities, see Poster 9. A canopy could be installed in front floor and up to four storeys of resider of the existing retail units. This would accommodation above.

provide shelter from the rain and the sun but more importantly could give the Potential for a new community centre precinct a new face without the need to regenerate every site.

D. A public screen at the end of the unity, leisure and/or work space. news or the screening of sporting or music events (currently showing Tay Swift — now live in Waterlooville!) E. Potential infill with retail to the grou



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PLANNING

CURRENT SITUATION

The new vision for Waterlooville (see Poster 18) and the emerging SPD will be supportive of existing intentions to regenerate the town centre. The redevelopment of the Wellington Way shopping centre and the principle of providing new homes above ground floor commercial uses across the town centre is already supported by existing planning policy produced by Havant Borough Council. However, to support the bolder concepts shown on these exhibition posters, the new vision needs to be supportive of more comprehensive redevelopment proposals.

This could include the demolition of the Wellington Way shopping centre and the creation of new homes as part of a considered reduction of retail floorspace to create a more focused heart to the town. If the bigger, bolder ideas for Waterlooville town centre are supported by the public, then all concepts will be tested vigorously through a series of formal processes later this year. This will involve further engagement with landowners and statutory consultees, such as the highways authority and public health partners.

WHAT IS AN SPD?

Supplementary Planning Documents (SPDs) build upon and provide more detailed advice or guidance on policies in an adopted Local Plan.

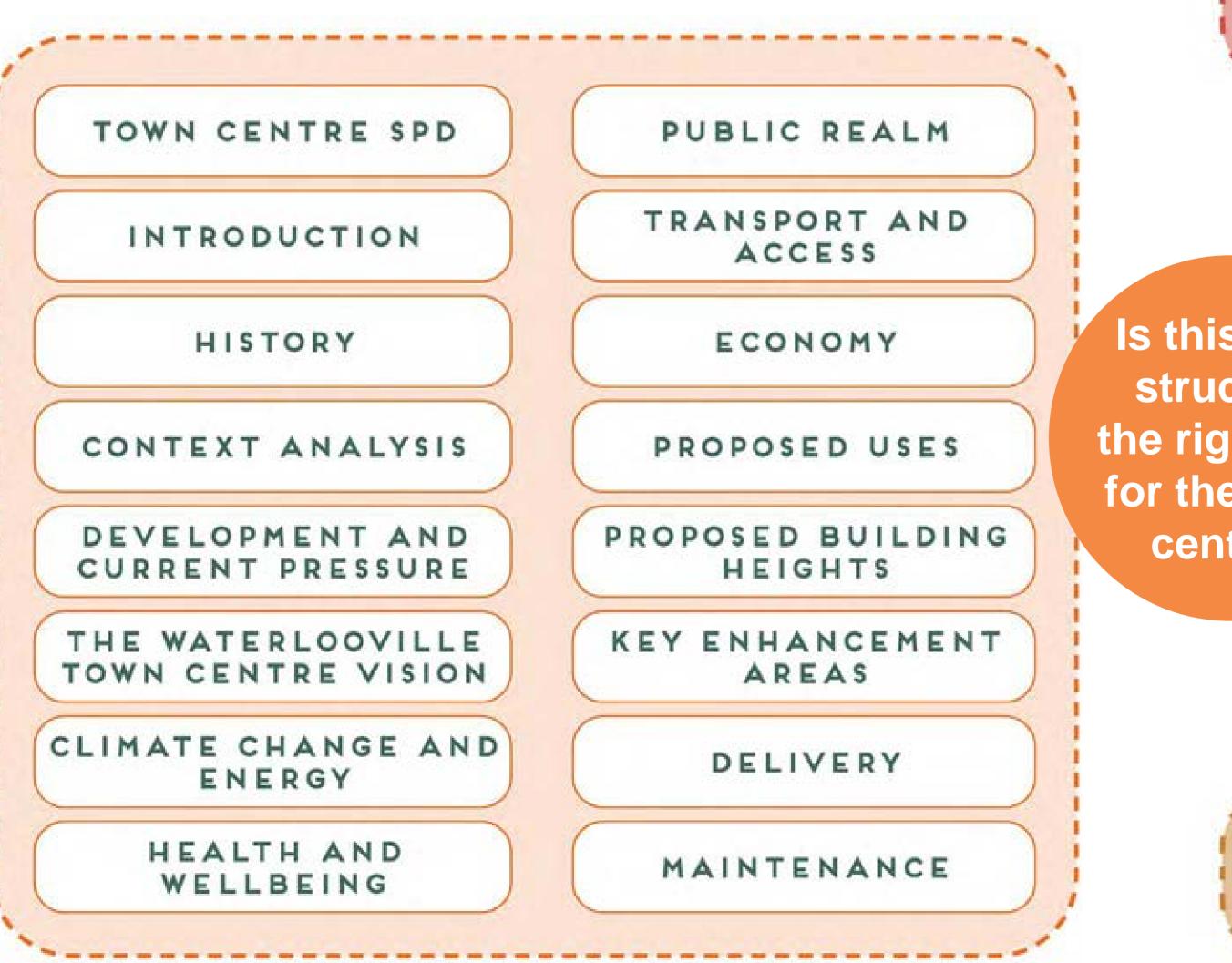
As they do not form part of the development plan, they cannot introduce new planning policies into the development plan. They are, however, a material consideration in decision-making.

The documents themselves are often broadly structured to define subject matters, including objectives, themes, individual area guidance and delivery. This is subject to change depending on the nature of the objectives or themes of the SPD, or the area which it relates to.

SPDs can cover a variety of different topics. From environmentalbased documents on air quality, noise, ecology and sustainability, to other technical matters including transport, planning obligations, affordable housing and master planning, SPDs can be used to shape and push areas towards achieving better outcomes.

DRAFT SPD HEADINGS

During the Festival of Ideas, considerable time was dedicated to co-creating the structure of the Waterlooville Town Centre SPD. Members of the project team, working alongside planning policy officers from Havant BC and the public, began to write down the headings that best reflected the discussions and ideas that were held during the week. Set out below is the result of that writing exercise.



INFLUENCING DEVELOPMENT DECISIONS

How does an SPD influence the design and development process? Why are they important? The flow chart below shows the sequence of events, from when a plot of land is purchased up until the point of applying for planning permission.









This written vision statement (see green box, right) was co-created with the people and businesses of Waterlooville and is reflective of the discussions, desires and dreams raised during the Walking Tours and Festival of Ideas. What do you think of this?

Further work is required to make the vision a reality through its adoption as part of a final SPD. The vision can positively influence development proposals and planning applications and examples of how this has worked elsewhere are set out in the blue box, below.

EXAMPLES OF SUCCESSFUL SPDS

nese projects in Portsmouth and Eastleigh were granted planning permission and built as a direct esult of their SPDs. Without the information and lesign guidance in the related SPD this would not have happened and would not have included ommunity benefits of additional leisure and novement provision.

Portsmouth City Centre SPD

The document identifies development opportunities and encourages a mix of uses so the city is vibrant and can be used safely by veryone at all times. Site 4 was allocated for nixed-use development, involving restaurant and afés, commercial uses, or housing. Following s, one of the units was developed into the Baja staurant.



Eastleigh Town Centre SPD

The document promotes sustainable growth and regeneration with a focus on a mix of uses, reen connections and urban living. Canopies long the retail loop were installed early on eading to increased footfall in the town centre. More recently, the old police station site was redeveloped for an 80-bed care home.



DRAFT NEW WATERLOOVILLE TOWN CENTRE VISION

PROSPERITY FOR ALL

To sustainably encourage growth and regeneration that promotes multiple uses of the town centre to ensure visitors and locals return time and again to give confidence to investors

SUPPORT MIXED USES

To encourage an appropriate quantum of retail, leisure and residential development that is of a high standard and will contribute to an enhanced experience of the town centre

EXCELLENT PUBLIC REALM

To create civic spaces within the town centre that contribute to the health and wellbeing of its users and encourage interaction and exploration through a comprehensive design approach

CONVENIENT ACCESS & MOVEMENT

To improve pedestrian, cycling and public transport routes in and out of the town centre to create a positive experience for all, whilst consolidating car parking for ease of use

GREEN & PLEASANT ENVIRONMENT

To approach developments and schemes with a green-first, low carbon mindset to ensure renewable and sustainable energy systems are at the heart of all proposals

POSSIBLE TIMELINE FOR SPD IMPLEMENTATION



Do you agree with this vision statement?

There is much to celebrate in Waterlooville right now. Seven examples of local business, community and creative activations already happening in Waterlooville, that have been recorded by the project team and that can be nurtured further, include:

- Waterlooville town centre but cites high business rates as a barrier
- The Waterlooville Community Centre offers sponsored rates for startgroup sessions, and Lola's catering business
- activations, benefiting local businesses with increased footfall
- expanding involvement in Waterlooville
- creatives

TEN QUICK WINS

The following list of quick wins could be coordinated through a community-led working group, in partnership with Hampshire County Council, Havant Borough Council and other local agencies from both the public, private and third sectors:

- bins, and other amenities in vibrant colours or themed designs to add visual interest and personality to the town centre
- enhance the aesthetic character and identity of the town centre
- London Road (see Poster 9)
- organisations
- showcase local artisans, entrepreneurs, and culinary talents
- passers-by and ignite conversation
- the activation of meanwhile spaces, using ideas from local people to coordinate events and activities
- well as in the surrounding areas.

BUSINESS, COMMUNITY

1. Eco-friendly company Vintage Trainers expresses interest in relocating to est new products and services, acting as an incubation space. Examples nclude Jo Standen's yoga classes, David Harrop's tea dances, James Bone's

8. Rafferty Resourcing has launched the "We Love Waterlooville" campaign to promote local businesses through blogs and community engagement

Waterlooville Community Action Group organises free events and town centr

. Local muralist Mark E Lewis aims to revitalise the town centre through mural restoration and new creative signage, starting with his existing subway mural 6. The Spring Arts & Heritage Centre in Havant have expressed interest in

DragonFly Arts plans to open a shop unit in the town centre to showcase loo

. Organise a street art festival, inviting local and regional artists to create temporary murals and installations throughout Waterlooville town centre 2. Establish a street furniture refurbishment programme, repainting benches,

. Collaborate with local artists, designers, and architects to integrate art and creativity into business shop fronts and public spaces, incorporating elements such as murals, sculptures, and interactive installations that

. Establish a community garden or allotment scheme where residents can grow fresh produce, socialise with neighbours, and participate in gardening workshops – this could be an integral part of the new Pocket Park concept for

5. Create a digital platform or social media group to facilitate communication, networking, and collaboration among residents, businesses, and community

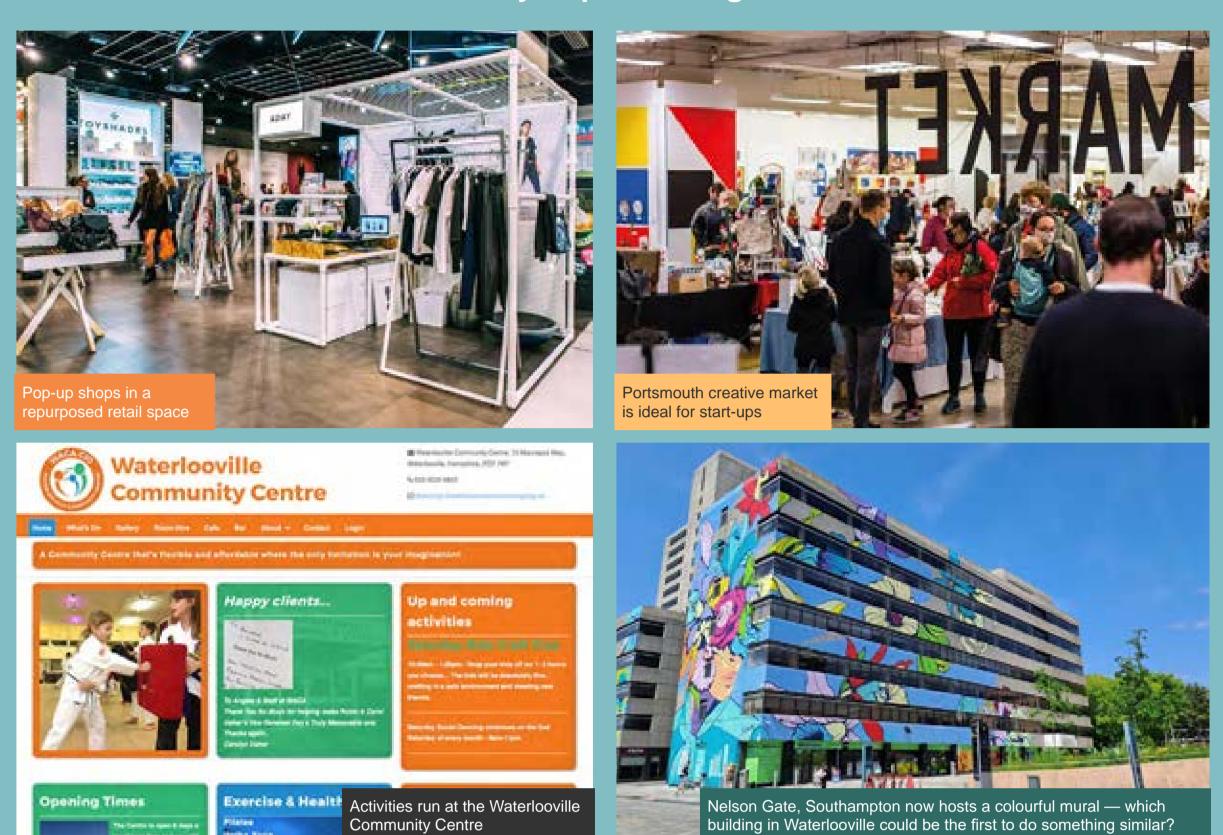
5. Launch a "meanwhile use" programme to temporarily activate vacant shop fronts and properties with engaging art installations, or community events . Organise pop-up markets, craft fairs, or food festivals in vacant spaces to

Collaborate with artists, designers, and volunteers to create temporary public art installations or interactive exhibits along London Road North that engage

. Establish a community-led placemaking committee or task force to oversee

10. In response to the regular comment that was heard about too many barbers and nail bars in town, create a pop-up retail programme or shared retail spaces where emerging brands and entrepreneurs can test their products, gain exposure, and access new markets without the long-term commitment of a traditional lease. It is vital that any activation such as a pop-up shop is carefully managed and strategically curated; the visual merchandising, the retail offer and the shop management must be managed effectively to ensure customer satisfaction and loyalty as well as an opportunity to raise a positive profile for Waterlooville within the local residents and business community as

All this is great news and offers a sound platform for further ideas and actions. Throughout this project, the team have been on the lookout for a series of 'quick wins" that can bridge the gap between the current situation and more comprehensive changes to land and buildings (e.g. property-led regeneration). We set out in the blue box below a schedule of what the research has revealed to be a suitable and appropriate set of actions to take forward over the next 6 to 18 months. Responsibility for the actions will not all be with Havant Borough Council but shared across a variety of partner organisations.



BUSINESS & COMMUNITY

A longer term objective for Waterlooville town centre could be the establishment of a Business Improvement District (BID) or Community Improvement District (CID) or similar collective initiative to pool resources, undertake joint marketing efforts, and implement strategic projects aimed at enhancing the local business environment. While not a quick win, as much more needs to be done in the short term to consolidate and grow the business base of the town, a BID or a CID could be a useful organisation to resource and manage actions in the future.

Business Improvement Districts (BIDs) are where just businesses collaborate to effect change in an area to spur regeneration and boost business. The key difference with Community Improvement Districts (CIDs) is that CIDs seek to provide local people, and community organisations, as well as businesses, a say over the strategic direction of local high streets which is vital to creating sustainable town centres for the future.

SKILLS & EDUCATION

y new community hub in the centre – see the concept for the New Curzon oms site on Poster 18 – could be a venue that can offer the following tivities linked to skills and employment:

- Partnerships with local employers to offer apprenticeship schemes, nternships, and entry-level positions targeted at young people and job
- Job fairs and career expos showcasing employment opportunities in sectors such as retail, hospitality, healthcare, and professional services
- Collaboration with local Waterlooville educational institutions and training providers to deliver vocational training programs and upskilling courses ilored to the needs of local industries
- CV assistance, interview coaching, and job search resources to support esidents in securing employment, especially young people
- An intergenerational skills exchange programme where tired residents and business owners can share heir expertise, hobbies, or trades with others in the community through workshops, classes, or nentorship initiatives

can you support these quick win and business ideas?

URBAN DESIGN FRAMEWORK

THE PRINCIPLES OF GOOD DEVELOPMENT

Response to the Engagement Process

This is <u>not</u> a proposal drawing. It is a drawing that captures the essential urban design principles that have emerged from the co-creative work with the community.

The scenario depicted in the drawing is a response to the engagement process and not a series of firm proposals. All the concepts shown in this drawing will be tested vigorously through a series of formal processes later this year. This will involve further engagement with landowners and statutory consultees (e.g. the highways authority, public health partners etc) to test which proposals can be carried forwards and to identify those that will need further work and investigation.

Influencing Future Development

This drawing, or a variation of it, is likely to be become a key illustration in the SPD document, setting out the development expectations across the town centre.

Once the SPD is adopted, all future planning applications and other development proposals will be measured and judged against the principles as represented by this plan and the text and other diagrams that support it. It will therefore become a powerful tool in helping steer the town centre towards a brighter future. If the changes represented by this drawing are to happen, they will be an evolution over time and will not all happen in one go. Several different landowners will be involved, a variety of funding streams will be required, and a series of individual planning permissions will be necessary.

What we do know by this stage in the project is that there is a lot of affection for Waterlooville town centre and local people want to see it not just improve but thrive well into the future. What do you think?

to Newlands & Berewood neighbourhood

> Are these the right design principles for the town?

What are the best parts of this drawing?

Have we missed anything?

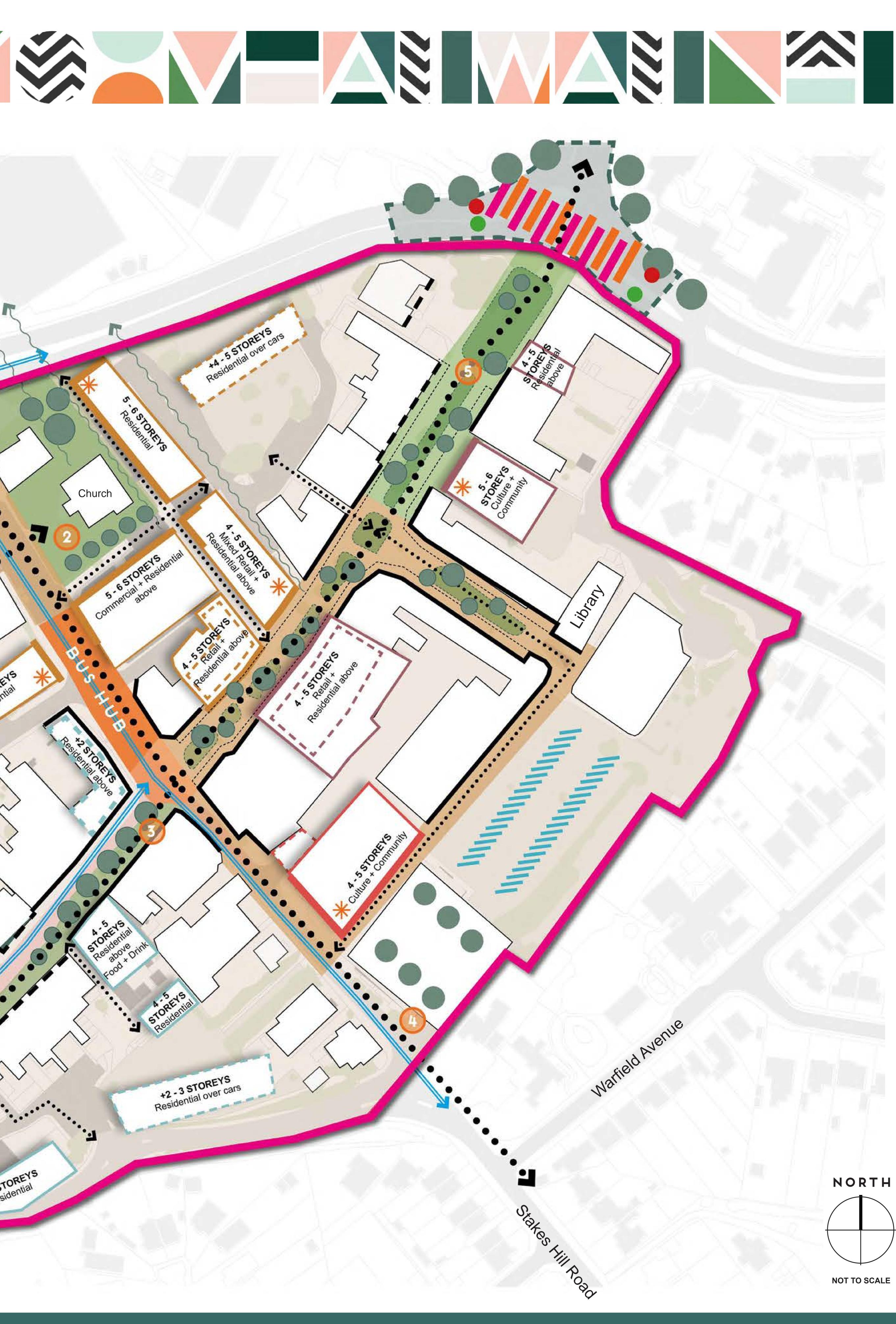
Which parts of this drawing need to be mproved

Wellington Retail Park

JV

6.....

Church



URBAN DESIGN FRAMEWORK KEY

EVOLUTION OF USES



into a more compact town centre. New shop front

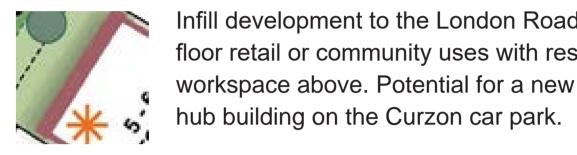
Infill development to the London Road. Ground

Taller buildings. At key locations, additional

height or a prominent elevation is proposed to

floor retail or community uses with residential or

workspace above. Potential for a new community



emphasise key arrival points or central locations.



New multi-functional building to the ex-Waitrose site. Potential for leisure, culture or food hall uses here but more testing required with landowners to demonstrate viability and deliverability.



Residential accommodation proposed around S George's Church up to six storeys. Non-residential uses to be included on the ground floor closer towards the London Road



On London Road South, the smaller plots and more historic buildings lend themselves to smaller independent businesses, potential cafés, bars and

New buildings are arranged to ensure that existing long view to the South Downs National Park and surrounding countryside are retained and enhanced.

CHARACTER AREAS

Please refer to the sketch views on Poster 23



Maurepas Way with the pedestrian and cycle route celebrated, possible extra parking and landscaped spaces.



St George's Walk offers living in the town centre, public green space and point en route across town.



London Road South will be a great place to eat and drink with new uses working with the positive character already established



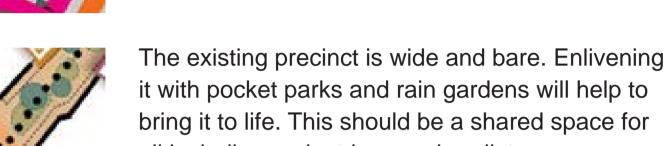
Stakes Hill has potential for a cultural and community building that can complete this block and create a positive walking loop.



The inclusion of play and welcoming spaces for all ages. Enjoy the town centre for free in Pocket Park designed with community inputs.

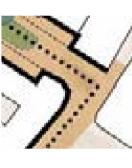
MOVEMENT







Historically, Waterlooville was built around the cross-roads therefore this should be reinforced as the natural centre of the town.



loops, avoiding dead-ends. This enhances ootfall throughout the town creating a lively place where businesses will want to invest.

The existing precinct is wide and bare. Enlivening

all including pedestrians and cyclists.

Bus stops should be consolidated to a more

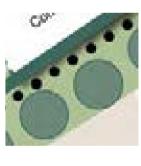
compact bus hub to promotes bus use but also

releases London Road South from needing stops.

LANDSCAPE

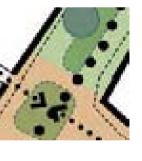


New usable green spaces is a key priority for the town. Enhancing the existing space around St George's Church gives the dual benefit of a bark with genuine civic presence.



centre will be enjoyable, accessible pedestrian and cycle friendly routes. These routes need to come into the heart of the town.

Key to bringing local residents into the town



The northern end of London Road, past the Boulevard has limited retail potential and so could be subject to additional greening. This could be a green anti-pollution buffer to the A3.

SUSTAINABILITY



The large car parks present an opportunity for electricity generation through the installation of PV arrays. These also help shade the cars and power could be used for EV charging.

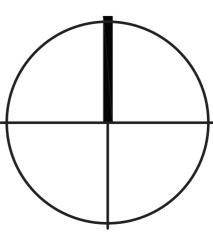


The integration of more green spaces into the town centre will relieve heat stress, reduce flood risk, increase biodiversity and enliven the currently drab spaces.



Some buildings can be retrofitted to enhance their performance, but where redevelopment of unviable buildings is necessary, highest possible energy standards should be pursued.

NORTH



IMPORTANT NOTE — THIS IS AN INDICATIVE DRAWING ONLY

Drawing shown is a preliminary design study only and is subject to information available at the time. It is not subject to measured survey, legal, structural, soil investigation, utilities survey, daylight/sunlight, topographical, mechanical and electrical, highways and access rights surveys, or planning permissions.

NOT TO SCALE

WHAT IF THIS WAS THE FUTURE?

This is not a proposal but a potential future scenario for Waterlooville town centre. It is a scenario born from close cocreative working with local people (both young people and adults), local residents and businesses. It is a possible future that we believe could happen with the appropriate levels of public support, the right amounts of public and private investment, and strong local authority guidance in the form of a robust SPD. It represents a possible shared vision leading to a brighter future for the town centre. What do you think?

VIEWI

MAUREPAS WAY

Is this the right future for Waterlooville?

Which of these five views do you like the best and why?

would you add to this drawing? Let us know on the feedback forms

Which parts of s drawing do you think need to be improved and why?

.... VIEW 3 LONDON ROAD SOUTH

14

