



# **WATERLOOVILLE**

## **TOWN CENTRE MASTERPLAN**

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17 DECEMBER 2025

# CONTENTS

## FOREWORD..... 03

## 01. INTRODUCTION..... 04

### 1.1 Purpose..... 05

## 02. THE VISION ..... 06

### 2.1 The WaterlooVille Town Centre Vision ..... 07

## 03. CONTEXT ANALYSIS..... 08

### 3.1 Introduction to WaterlooVille and the Town Centre ..... 09

### 3.2 The Policy Context of WaterlooVille Town Centre..... 11

### 3.3 Climate Change and Energy..... 16

### 3.4 Health and Wellbeing ..... 17

### 3.5 Landscape and Townscape..... 19

### 3.6 Movement and Access ..... 20

### 3.7 Economy..... 26

### 3.8 Recent Development, Current Pressure and Need ..... 29

## 04. THEMATIC GUIDANCE ..... 31

### 4.1 Introduction..... 32

### 4.2 Climate Change and Energy..... 33

### 4.3 Health and Wellbeing ..... 36

### 4.4 Public Realm..... 38

### 4.5 Movement and Access ..... 41

### 4.6 Economy..... 45

## 05. AREA GUIDANCE ..... 48

### 5.1 Introduction..... 49

### 5.2 Maurepas Way..... 51

### 5.3 Stakes Hill ..... 52

### 5.4 London Road South..... 53

### 5.5 St George's Walk..... 54

### 5.6 London Road North..... 55

### 5.7 Overarching Proposed Retail and Residential Uses ..... 57

### 5.8 Proposed Building Heights ..... 59

### 5.9 Overall Development Opportunities..... 60

## 06. IMPLEMENTATION ..... 62

### 6.1 Delivery ..... 63

### 6.2 Maintenance ..... 64

## 07. APPENDICIES..... 65

### Appendix 1: Public Consultation – Statement of Community Engagement . 66

### Appendix 2: Consultant Team..... 72

### Appendix 3: Capacity Study..... 73



# FOREWORD

Although with a long and rich history and developing from its turnpike road origins, Waterloooville town centre to many is defined by its post-war, 20th century shopfront-heavy townscape. It is a product of its time, and it shows – the world we live in has moved far, far away from the decisions that led to its current form. Thankfully, Waterloooville – for many reasons – has considerable potential to not only break free of the shackles of its past, but to diversify its offer and future-proof itself for the long-term.

Havant Borough Council has a clear commitment to help Waterloooville define its strengths and opportunities, and we are most grateful to residents who have taken part in a variety of activities - from consultations and the recent Festival of Ideas, to attending the public shows and activities taking place in the town centre. Residents want the best for their town, and it shows.

This Masterplan represents a clear and measured vision for the future of Waterloooville, and once adopted will meaningfully help inform development and investment decisions going forward. From all of us, please accept our thanks for showing interest in the future of Waterloooville, and we hope this document helps you appreciate the considerable potential and opportunities that await our cherished town.

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# INTRODUCTION



# I. I PURPOSE

This Waterlooville Town Centre Masterplan has been developed by Havant Borough Council in consultation with residents, businesses and stakeholders.

This masterplan is a Supplementary Planning Document (SPD) that, as an adopted document of the Council, is a material consideration for the determination of planning applications and decision making.

This Waterlooville Town Centre Masterplan has been commissioned by Havant Borough Council and prepared by a consultant team headed by Feria Urbanism. This masterplan will be key factor in the determination of planning applications in the defined Town Centre area as a material consideration. The defined Town Centre area is shown in Image 1.

The role of the masterplan is to promote and attract regeneration, development and investment in the Town Centre and will act as a framework to achieve this goal. This framework requires input and investment from key stakeholders and landowners to achieve the proposed outcomes and realise the full potential of the Town Centre.

This masterplan is a result of an extensive consultation process with local residents which included walking tours, a three-day event known as the “Festival of Ideas” and public exhibitions. This not only involved the collection of data, but rightly the collection of thoughts and feelings of those who live and work in Waterlooville. Information relating to the walking tours, the “Festival of Ideas” event and public exhibitions can be found within Appendix 1 of this document.

In this vein, both the professional opinions and guidance of the appointed consultant team (see [Appendix 2](#)) and the thoughts and ideas of members of the public have formed the basis of the masterplan. The outcome is therefore a consensus view and a reflection of a collaborative process.

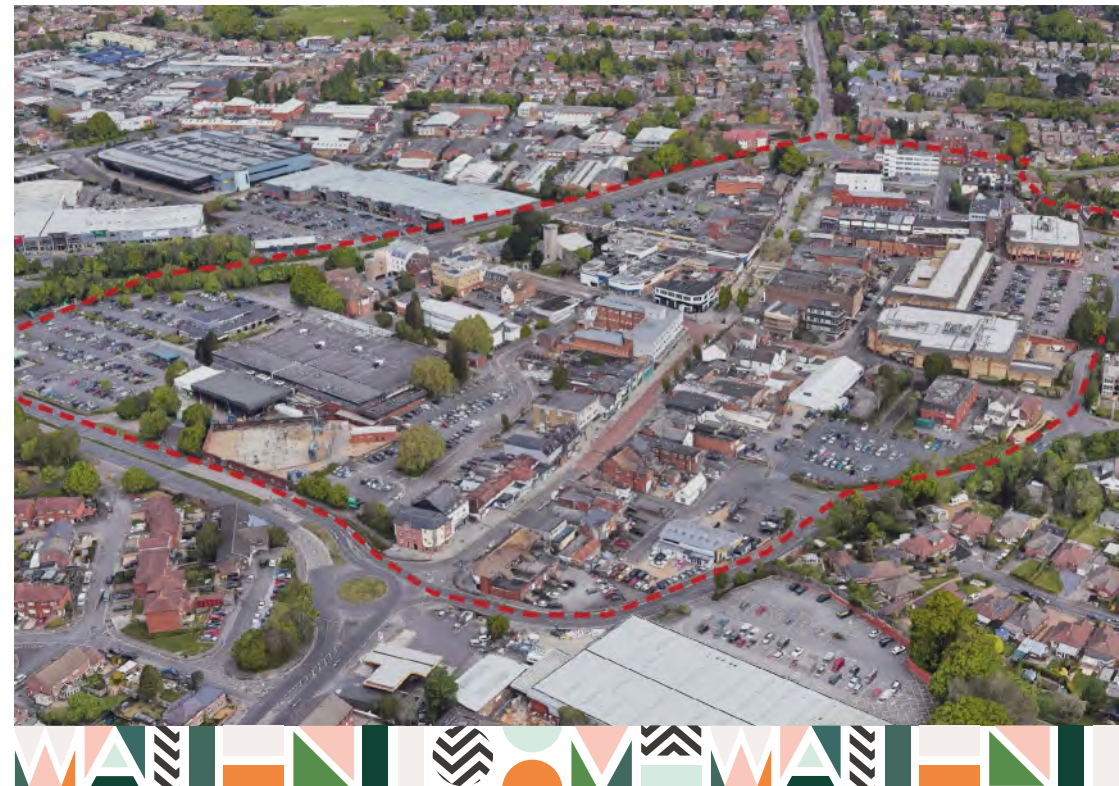


Image 1: Defined Waterlooville Town Centre Masterplan Area



**O2**

# THE VISION



## 2.1

# THE WATERLOOVILLE TOWN CENTRE VISION

The vision for Waterlooville Town Centre has been prepared with and for the people of Waterlooville at the public exhibition.

## PROSPERITY FOR ALL

To encourage sustainable growth and regeneration that promotes multiple uses of the Town Centre to ensure users return and increase the confidence of future investors.

## ENCOURAGE 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 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.

## DESIGN

To integrate high-quality design that is sustainable, attractive, and maintainable considering whole life cycle costs.

## GREEN AND 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 proposals.

## ECONOMY

To develop a thriving Town Centre which generates improvements in economic activity to further encourage action in the Town Centre in a positive feedback loop.

## CONVENIENT ACCESS AND MOVEMENT

To ensure that access and movement in and out of the Town Centre creates a welcoming experience with a particular focus encouraging pedestrian, cycle and public transport routes, whilst consolidating parking for ease of use.





**03**

# CONTEXT ANALYSIS





## 3.1

INTRODUCTION TO WATERLOOVILLE  
AND THE TOWN CENTRE

Waterlooville is located near to the South Coast of England and lies within the jurisdiction of Havant Borough Council and has a population of approximately 31,099<sup>1</sup>. Waterlooville lies on the west of the borough, near to the A3(M), a major road connecting London to Portsmouth. The origins of Waterlooville date back to 1815 as a village, which by the mid to late 20th Century had expanded greatly into a town as a large number of people migrated from other areas.

Between 1958 and 1973, the town grew faster than any in Britain<sup>2</sup>.

There are a number of residential areas that lies outside of the Town Centre, including residential Waterlooville, Cowplain, Lovedean, Purbrook and Widley, and most recently Berewood and Newlands further west. As a whole, Waterlooville contains a wide variety of house types, employment opportunities and Waterlooville Town Centre.

As documented and also described by many residents during the public consultation events, Waterlooville was once perceived as a thriving town full of sole traders offering a variety of unique goods as well as popular retailers. In 1985, the Town Centre was pedestrianised. Since then, the way we shop has significantly changed, with the increasing popularity of

online sales, which has altered the expectations of user experience when visiting Town Centres. The development of the Wellington Retail Park to the north of Waterlooville Town Centre has been perceived to further dilute footfall and resulting in a number of vacant shops – it is relevant that the retail park does not form part of the red line boundary for the purposes of this document, in contrast to the policy map. The retail park has evolved separately to the Town Centre and this document seeks to emphasise how the latter can become a destination in its own right, thus has been excluded.

However, the current appearance and feel of the Town Centre does not, according to those engaged with, represent the community spirit of the people of Waterlooville and their willingness to see change in Waterlooville.



<sup>1</sup> Office For National Statistics, Census 2021

<sup>2</sup> Local Histories, the beginning of Waterlooville: <https://localhistories.org/waterlooville-history/>



Image 2: Existing Building Uses



Retail - Existing



Retail - Vacant  
at time of writing



Food / Drink



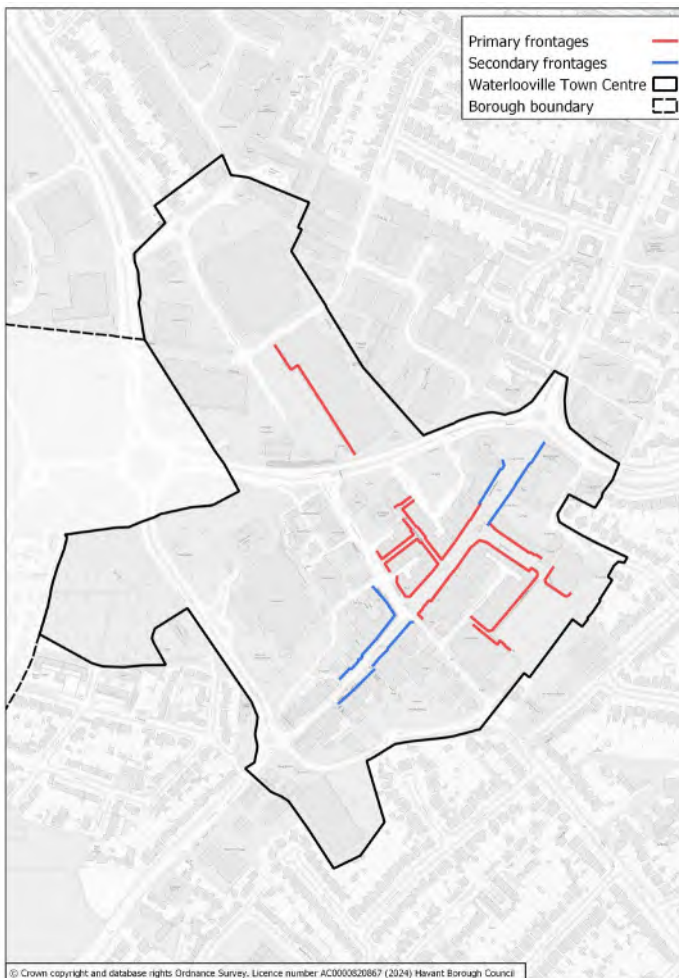
Public Buildings



Residential

## 3.2

# THE POLICY CONTEXT OF WATERLOOVILLE TOWN CENTRE



The Waterloooville Town Centre Masterplan SPD supplements the Havant Local Plan, providing more detailed policy guidance for Waterloooville Town Centre.

## ADOPTED LOCAL PLANNING POLICY

Havant Borough Council's current development plan includes the Local Plan which is made up of the Core Strategy (2011) and the Site Allocations Plan (2014). The key policies from the Local Plan Core Strategy (2011) that relate to Waterloooville Town Centre are reproduced in full below.

## POLICY CS6: REGENERATION OF THE BOROUGH

This policy states that "planning permission will be granted for development which positively contribute by type of use and design and by its comprehensive approach to the social economic and/or physical regeneration of the whole borough; particularly when it is focused in Havant Town Centre, Waterloooville Town Centre, Leigh Park, South Hayling Island and Wecock Farm. The Waterloooville Town Centre boundary is included in image 3 to the left.

Image 3 – Waterloooville Town Centre Boundary (Policy CS6)

The particular focus for Waterloooville Town Centre includes:

**A**

London road public realm.

**B**

Integration of major development area.

**C**

Connectivity with Wellington Park.

**D**

Improved car and cycle parking, public realm and a sustainable mix of uses.

All development proposals made under this policy must ensure that they benefit the borough socially, environmentally and economically."

## POLICY CS4: TOWN, DISTRICT AND LOCAL CENTRES

The Council will seek to “accommodate approximately 13,000 square metres (net) of new comparison goods retail floorspace within town and district centres up to 2016. Planning permission will be granted for appropriate town centre development proposals that:

1

Promote and enhance the following hierarchy of identified centres as shown on the Proposals Map including WaterlooVille Town Centre.

2

Enhance the evening economy of the town and district centres.

3

Retain and enhance local markets.

4

Support small and independent businesses.

5

Encourage high quality, mixed-use development in designated centres that retain active ground floor frontages.”

## POLICY CS17: CONCENTRATION AND DISTRIBUTION OF DEVELOPMENT WITHIN THE URBAN AREAS

“Development will be permitted that makes the most effective use of land in the borough by granting planning permission that:

1

Concentrates new housing, employment, retail, leisure and other development within the five urban areas, including WaterlooVille.

2

Prioritises development on previously developed land, including redundant, derelict or underused land and buildings within the urban area.

3

Broadly distributes the new housing and employment development in the five areas of the borough.

Development in the non-urban areas will only be permitted if it is consistent with the policies for the countryside set out in national policy.”



## HAMPSHIRE COUNTY COUNCIL

Hampshire County Council covers the whole county and are responsible for public services in the area such as education, transport, emergency planning and social care.

## HAMPSHIRE LOCAL TRANSPORT PLAN 4 (2024)

The Hampshire Local Transport Plan 4 (LPT4) was adopted in February 2024 and sets out Hampshire County Council's transport vision for 2050, key transport outcomes, guiding principles and transport policies which cover all aspects of transport, planning, delivery, and operation.

The LTP4 Vision states:

"A carbon neutral, resilient and inclusive transport system designed around - and with – people, which: supports health, wellbeing and quality of life for all; supports a connected economy and creates successful and prosperous places; and respects and seeks to enhance Hampshire's unique natural and built environment"

In summary, the LTP4 proposes the following changes:

- Shift away from planning for vehicles, towards planning for people and places.
- Meet national priorities to decarbonise the transport system.
- Reduce reliance on private car travel.
- Gives people a choice of high quality travel options.
- Support sustainable economic development and regeneration; and promote active lifestyle.



# LTP4 PRINCIPLES AND POLICIES

**Drivers for change:** Changing Climate | Changing Environment | Changing Economy | Changing Society | Changing Technology | COVID-19

**“Our changing climate is the biggest long-term issue facing Hampshire” (Hampshire 2050)**

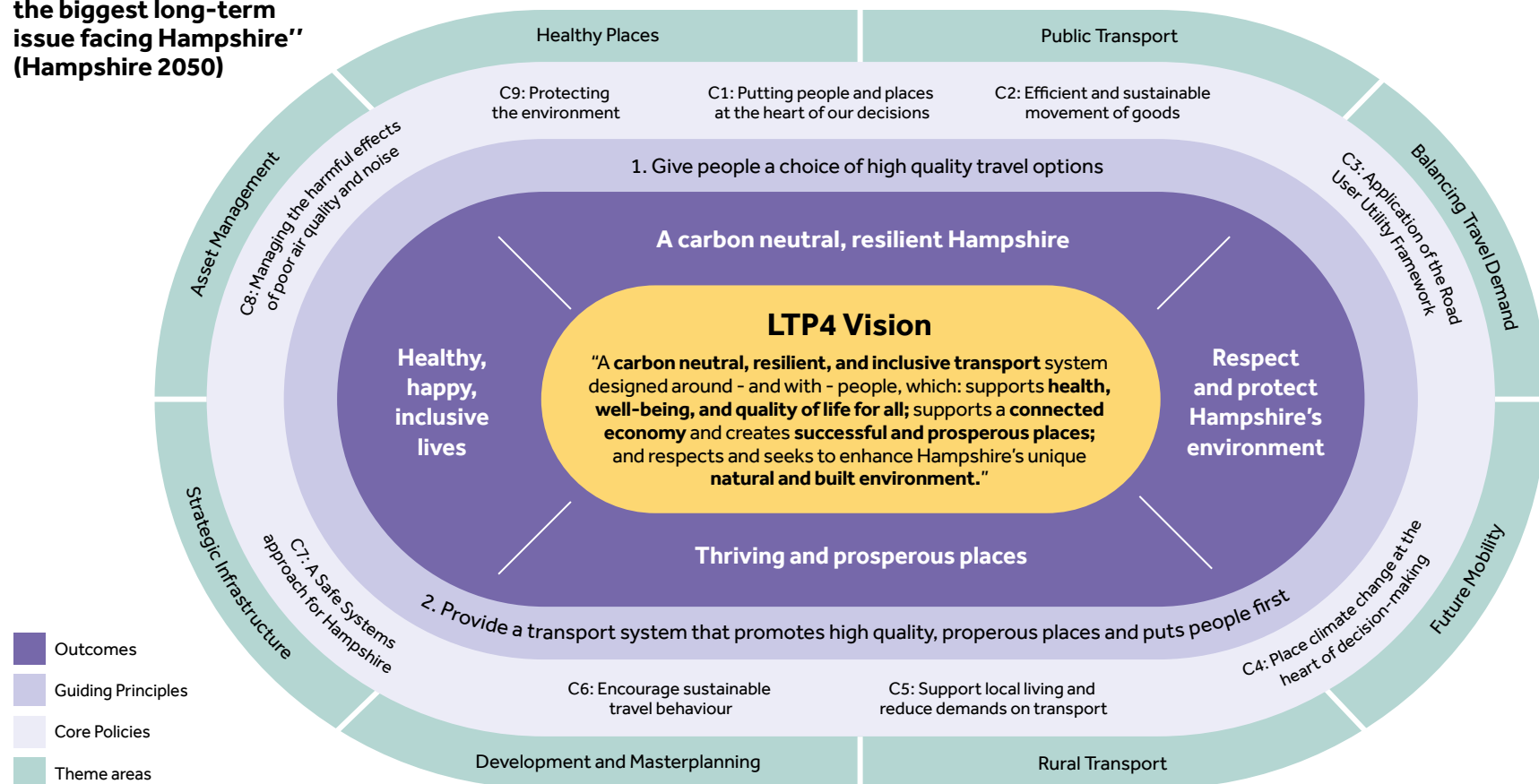


Image 4: Hampshire County Council LTP4 Principles and Policies

## 3.3 CLIMATE CHANGE + ENERGY

"The planning system should support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. It should help to: shape places in ways that contribute to radical reductions in greenhouse gas emissions, minimise vulnerability and improve resilience; encourage the reuse of existing resources, including the conversion of existing buildings; and support renewable and low carbon energy and associated infrastructure."<sup>3</sup>

Climate change is expected to have a range of impacts on the UK in the future with the south of England expected to experience hotter, drier summers bringing higher incidences of heatwaves; milder, more wet winters with higher incidences of flooding; increased storminess; and sea level rise associated with a higher risk of tidal inundation.

Climate change needs to be tackled both through mitigating climate change and adapting to its effects.

### MITIGATION

Mitigating climate change is primarily accomplished through reductions of greenhouse gas emissions such as carbon dioxide. There are a number of ways in which this can be achieved, and the Waterloooville Town Centre Masterplan, along with the Havant Local Plan and LTP4, seeks to promote and achieve appropriate reductions through a number of interventions including "placing climate change at the heart of decision-making".<sup>4</sup>

### ADAPTION

Adapting to climate change means making Town Centres and future development more resilient to the effects of climate change. Anticipated effects, such as more extreme weather events, higher temperatures and declining quality of habitats, all need to be taken into consideration. The Waterloooville Town Centre Masterplan identifies adaptation measures that could be implemented to address some of these challenges.

<sup>3</sup> National Planning Policy Framework (December 2023) Paragraph 157.

<sup>4</sup> Hampshire County Council Local Transport Plan 4, Policy C4.



## 3.4 HEALTH AND WELLBEING

"Planning policies and decisions should aim to achieve healthy, inclusive and safe places and beautiful buildings which enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling."<sup>5</sup>

### HEALTH IN WATERLOOVILLE

Havant's Healthy Borough Assessment expands on five key themes to improve public health set out by local and national guidance:

1	Healthy homes
2	Healthy neighbourhoods
3	Food environment
4	Green, blue and recreation spaces
5	Sustainability and transport

Homes are encouraged to be of high-quality with a range of provision and types, access to private open space, and sufficient cycle parking and storage.

Healthy neighbourhoods can be achieved by promoting active travel and connectivity, and co-location and compact neighbourhoods where facilities are concentrated within close proximity of each other.

Food takeaways and eating outside the home influences increased food consumption with higher intakes of fat, sugar and salt. Reducing the prevalence of these uses and increasing the provision of community food growing will benefit health and wellbeing.

Green, blue and recreation spaces are promoted considering how the natural environment can benefit health and wellbeing. This includes the protection and enhancement of existing open spaces and the provision of new open spaces, including pedestrian and cycle routes and play equipment.

Over-reliance of cars can lead to physical and mental health issues due to physical inactivity, air pollution, road traffic collisions, and poor accessibility. Therefore, new cycle and pedestrian routes are required, and transport networks are encouraged to prioritise pedestrians, cyclists, and users of public transport.

<sup>5</sup> National Planning Policy Framework (December 2023) Paragraph 96.

## AIR QUALITY IN WATERLOOVILLE

Poor air quality is the largest environmental risk to public health in the UK. England's Air Quality Strategy sets out a framework to meet air-quality targets. It highlights how air pollutants can impact human health and implementing interventions that benefit air quality can boost healthy life expectancy, increasing productivity and reducing costs of medical and social care.

## THE ROLE OF WATERLOOVILLE TOWN CENTRE FOR HEALTH AND WELLBEING

The Havant Active Wellbeing Strategy aims 'To build an integrated health and wellbeing offer that has a positive impact on local strategic priorities; particularly health, the environment, regeneration, economy and community safety. Town Centres can be designed in a way that supports this strategy and interacts with the public encouraging healthy actions. Green spaces encourage people to spend time outside, socialise, exercise, and play. Community spaces such as these, alongside community centres and other recreational facilities, encourage people to spend time in the Town Centre, allowing for a sense of community. The addition of pedestrian routes and cycle paths give people a space to exercise and be active to improve their physical and mental wellbeing.

## 3.5 LANDSCAPE AND TOWNSCAPE

"The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process."<sup>6</sup>

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.

There are, however, some key existing features that upon enhancement could be used to reinforce proposals as focal points. These include the St George's Church and Wellington Way canon.

### RELEVANT CONTEXT

Landscape and townscape should be influenced by the following factors:

<sup>6</sup> National Planning Policy Framework (December 2023), Paragraph 131

#### GREENING OF STREETS

Implementation of additional planting, beds or modular systems, to enhance the area.

#### SOCIAL SPACE

Creation of integrated space that promotes an interconnected, organic public realm instead of isolated space.

#### PLAYABLE SPACE

Areas for children that create imaginative solutions for play.

#### ACTIVE SPACE

Areas including static calisthenics or equipped street fitness promoting interaction with space.

#### WAYFINDING

Clear, legible and inspiring wayfinding system that activities the streets to encourage more people to travel sustainably and without reliance on private vehicles.

#### CONSTRAINTS + PARAMETERS

Limitations in relation to underground services, ownership and space.

## 3.6 MOVEMENT AND ACCESS

How people use modes of transport needs to be considered throughout WaterlooVille Town Centre.

In the 2021 census, 15,068 (8.3%) people living within Havant Borough reported that long-term disability reduced their day-to-day activities a lot and 17,791 (11.6%) a little (19.9% combined total).

Approximately 82% of households in Havant reported that they had access to a car or van (and therefore 18% of households did not have access to a car or van).

Those living with disabilities are more likely to reduce or exclude walking and cycling as a potential mode of transport, although adapted cycles represent a type of transport that is available to some people who have a physical disability.

Other groups such as children, parents, and the elderly also have specific needs, which need to be considered. For example, elderly people may need longer to cross roads, and spaces can be designed to incorporate play and interaction for children.

When designing places and spaces for people to use and move through, it is imperative that those living with disabilities are designed for so that spaces are safe to navigate and welcoming to use and move through.

This could include ensuring there is a kerb with sufficient surface treatment or level change, or some other physical separation such as a wall or barrier between pedestrian spaces and the carriageway. Areas with a high volume of pedestrian movement should ideally be free from vehicles.

## TRAVELLING INTO WATERLOOVILLE TOWN CENTRE

This section describes how getting to Waterloooville from nearby areas by various modes of travel is achieved.

Although this section addresses individually the various modes of travel that are mainly used, it is also acknowledged that there are inter-relationships between each mode, and that people may use more than one mode of travel in order to get around and access Waterloooville Town Centre.

Waterloooville covers a wide area to the west of the A3M. The recent (and ongoing) development at Berewood lies within Winchester City Council jurisdiction but for Berewood's residents, their closest town centre is Waterloooville



### WALKING

In regards to walking distances, the town centre is centrally located within the greater Waterloooville residential area, with Weacock, Berewood, Purbrook, Widley and Cowplain all within a 25 minute walking distance.



### CYCLING

By cycle, Cowplain, Lovedean and Widley are all located between 10 and 20 minutes away from the Town Centre. Those closer to the Town Centre, residential Waterloooville, Purbrook and Berewood would approximately take under 10 minutes by cycle.



### BUS

Bus services in Waterloooville consist of the 8, 37, 39, D1, and D2, which collectively provide access to and from many areas including Portsmouth, Clanfield, Horndean, Cowplain, Havant, Purbrook, Petersfield, Weacock, and Widley. Additionally, they provide routes to Cosham Health Centre, Portsmouth's Queen Alexandra Hospital, and shopping areas. The 8 and 39 buses arrive roughly every 15 minutes, whereas the 37 bus arrives every hour and the D1 and D2 buses every 2 hours.



## RAIL

Waterlooville is not serviced by any railway stations. The nearest station is Bedhampton, 3.5 miles from the Town Centre, approximately a 9-minute drive away. Bedhampton station has connections to Littlehampton, Portsmouth Harbour, Portsmouth & Southsea, London Waterloo, and Fratton. Havant railway station is 4 miles from Waterlooville, approximately an 11-minute drive away. Havant station has connections to Portsmouth, London Waterloo, London Victoria via Gatwick Airport, Brighton and Southampton.



## CARS / VEHICLES

Waterlooville is well connected to other areas in the southeast of England by the A3, which connects London to Portsmouth, passing by Kingston upon Thames, Guildford, Halsemere, and Petersfield. Access to Waterlooville is therefore predominantly by car or private vehicle use. The car parks within the Town Centre include Wellington Way, Asda, Chapel Lane, Waterlooville Central, Rockville Drive, and Dukes Walk.



## DISABLED PARKING

Within Waterlooville Town Centre disabled car parking provision can be found at various locations including Wellington Way Car Park, Waterlooville Central Car Park, Dukes Walk, and Rockville Drive, and the Asda car park.

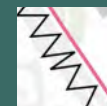


Image 5: Existing parking and movement



### Barriers

Vehicle movements are prioritised over pedestrian and cycle routes at key entry points to the town.



### Noise and air pollution

The dual carriageway around the north and west of the town creates noise and air pollution and is unsafe for non-car users.



### Car parking

The existing car parks and the capacity of each is noted on the plan. No recent parking surveys exist to establish whether any of the car parks operate at capacity.

## TRAVELLING AROUND WATERLOOVILLE TOWN CENTRE



### BY FOOT

The main high street is pedestrianised and can be accessed from the car parks, particularly Wellington Way, the level crossing, and the bus stops, one of which sits just off the bottom of the high street. Although London Road is not pedestrianised, the pavements are large. There are foot connections from the neighbouring retail park to the Town Centre, however, as highlighted through the public consultation events, one option includes the walk to the level crossing which is a longer route and its accessibility is hindered by steep ramps. Alternatively the other option is via an underpass which was reported by many participants as unwelcoming and its accessibility is hindered by steep steps on the Town Centre side.

Throughout the whole Town Centre, the pavements are currently uneven and mismatched which is not accessible or safe for wheelchair users and pedestrians.

Access from the neighbouring Berewood area is currently not sufficient or safe due to the characteristics of the road; two-lane and forty miles per hour, with a fairly narrow un-fenced pavement. There is however, a level crossing from the Berewood area to the Asda car park. However, as highlight in the consultation, the majority of those living in the Berewood area are choosing to travel into Waterloooville via car.

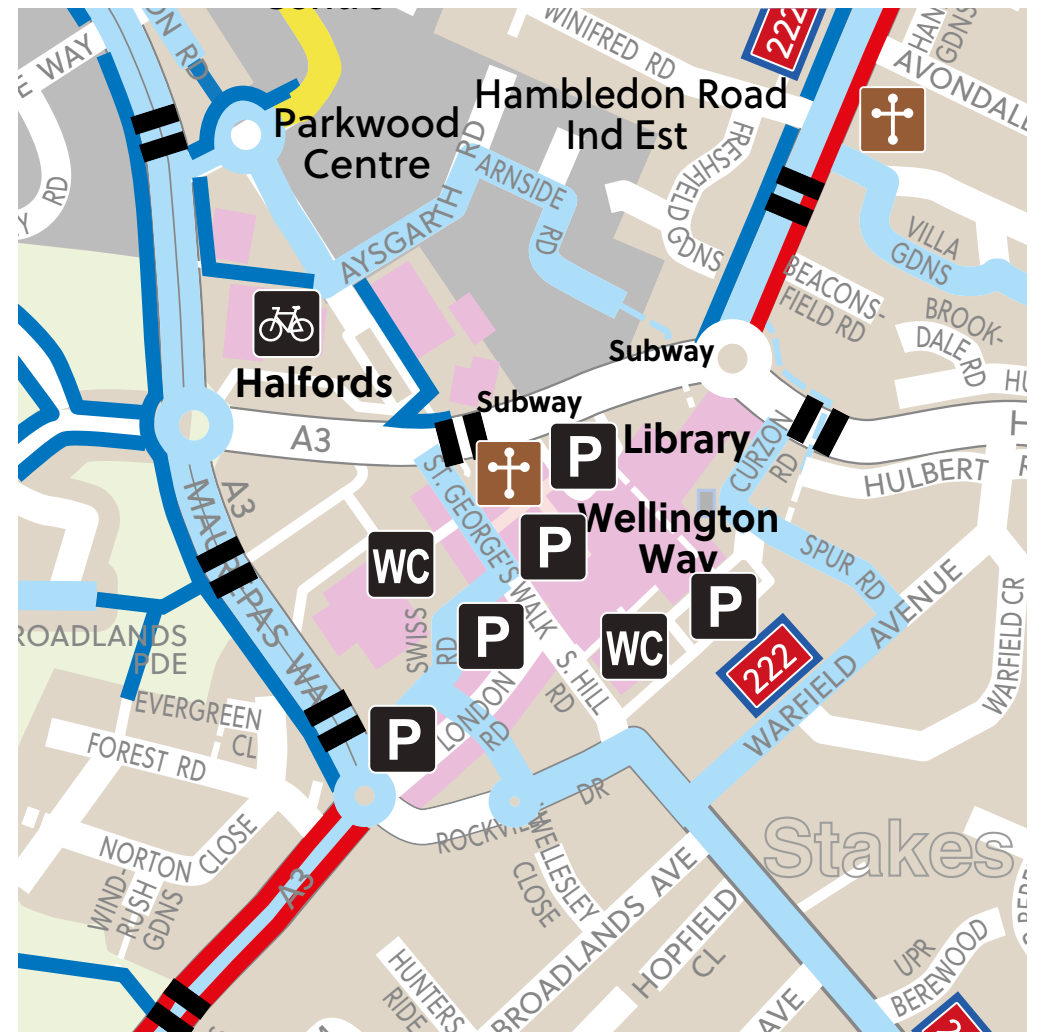


Image 6: Promoted cycle routes, credit: Cycle Havant (dark blue: off road cycle track hard surfaced, light blue: signposted route, red: bus and cycle lane)





## BY CYCLE

As the main high-street is pedestrianised, bicycles are unable to use it. However, cyclists can use St George's Walk, London Road, Swiss Road, and the roads surrounding the Town Centre. Image 6 shows the promoted cycle routes surrounding the Town Centre.



## BY PUBLIC TRANSPORT

Buses stop at the lower end of the main high street and outside the church, at London Road South, and by Dukes Walk car park.



## BY CARS / VEHICLES

The existing Waterlooville Town Centre movement network predominantly lends itself to serve road vehicles. Car parks are well distributed around the Town Centre, accessible by multiple roads and routes. High volumes of traffic from the A3, London Road, and Hambledon Road create a fairly unsafe environment for road users. The grid-locked roads were particularly noted by residents as a hindrance at the consultation event in January.

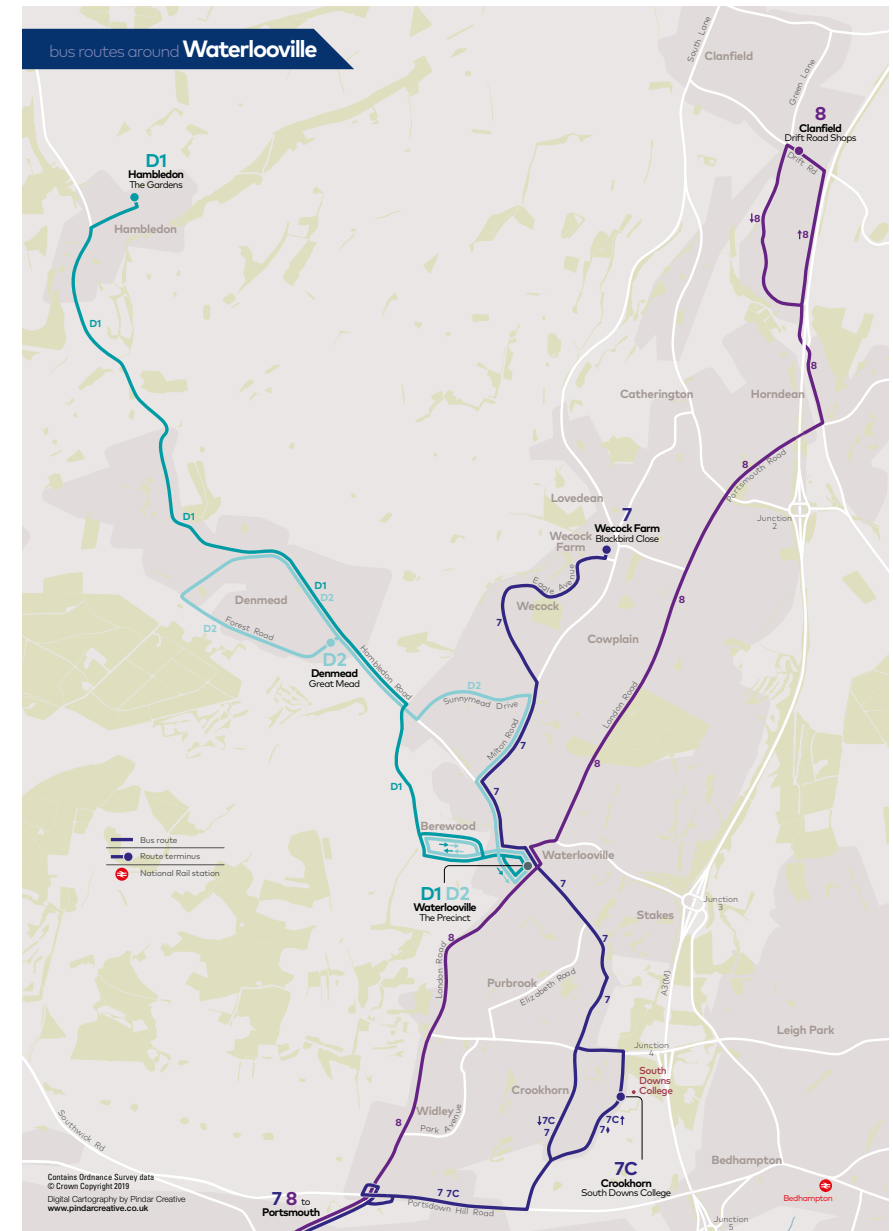


Image 7: Bus route map, credit: First Bus





## WHEELCHAIR, MOBILITY SCOOTER AND PUSHCHAIR USERS

The Town Centre is not currently adequate for users of wheelchairs, mobility scooters, and pushchairs; the pavements are uneven and pedestrian access in places is steep or with multiple steps.

Positively, there are dropped curbs around the Town Centre which helps wheelchair, mobility scooter and pushchair users move around and cross the roads safely. There are multiple car park entrances into the main high street and London Road with flat ground useable for wheelchair, mobility scooter and pushchair users. These include Wellington Way Car Park, Waterloo Central Car Park, Rockville Dr Parking, and the Asda Car Park. However, from Dukes Walk Car Park, access to the main high street consists of steep steps or a steep ramp which is not adequate for these users. In addition, access to and from Wellington Retail Park and the north of the Town Centre as a pedestrian is limited as it requires either crossing a busy road (A3) onto a steep ramp or accessing a subway via steep steps.

## CONCLUSION

The main issues with getting around Waterloooville Town Centre and its connectivity with the wider areas can be summarised as follows:

- The pavements are uneven and therefore unsuitable for wheelchair, mobility scooter, and pushchair users.
- Connection to the retail park as a pedestrian is either dangerous crossing a busy road or requiring the usage of steep steps.
- Pedestrian access to and from the Town Centre to the north and west is dangerous as it requires crossing and walking alongside the A3, a busy two-lane road. The centre is predominantly designed to serve road vehicles.

## 3.7 ECONOMY

### WIDER SOCIO-ECONOMIC CONTEXT

It is important to establish the context that has resulted in the current status of Waterlooville Town Centre. Much has been written about the difficulties of high streets up and down the country in the face of online retailing changing the way we shop and economic disruptions (e.g. adjustment of the UK's relationship with the EU, the Covid-19 pandemic and war in eastern Europe). However, these forces have affected all towns and are not particular to Waterlooville. Nonetheless, some towns have weathered these storms better than others; it is therefore instructive to examine how they compare and why some are better equipped to operate in current circumstances.

A useful set of benchmarks comparing different towns can be found in research commissioned by the Government's Department for Business Innovation and Skills. This establishes the following findings:

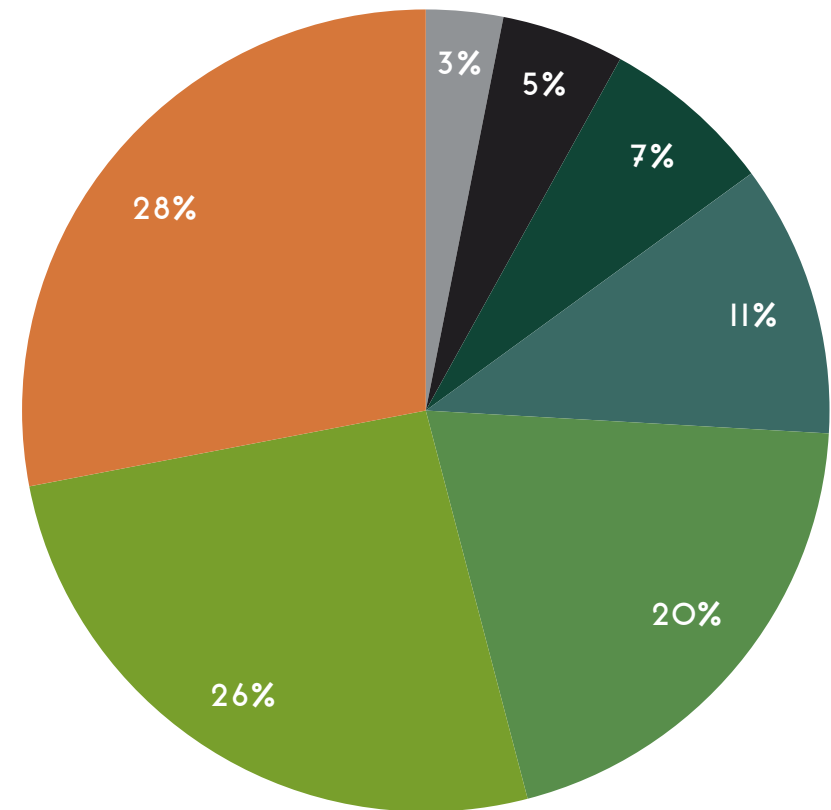
- The performance of towns is strongly influenced by their local economic context.
- A degree of critical mass is important. The research found that larger centres can "overcome their immediate circumstances and thrive despite being set in a weak local economy"; smaller centres are more sensitive to their local economic context.
- That "over-performing centres tend to be more homogeneous than under-performing centres". This is reflected by the tendency of multiple retailers to cluster together (creating homogeneity) in places with the strongest footfall and expenditure.
- Successful centres tend to have large catchments that attract visitors from a wide radius. This is especially important in rural areas where "island" towns (like Petersfield, Winchester, Chichester, Salisbury or Basingstoke) draw in shoppers from the surrounding hinterland.
- That vacancy rates and the presence of charity shops have increased in most locations over the last decade – Waterlooville is not alone in this.

<sup>7</sup> Department for Business Innovation and Skills Research Paper No.188: Policy Implications of Recent Trends in the High-Street/Retail Sector, December 2014

## LOCAL BUSINESS AND RETAIL CONTEXT

The addition of Wellington Retail Park, to the north of Waterloooville Town Centre, has proven a popular location for large brands, providing a strong retail hub and competition for units in the Town Centre. This, alongside the difficulties faced due to the changes in how we shop, with online sales platforms becoming much more popular, and the general presentation and upkeep of buildings making the Town Centre seen by many participants as unwelcoming and desolate at times, has resulted in Waterloooville Town Centre suffering and a number of premises remain vacant.

Currently, Waterloooville is served by a number of coffee outlets, nail bars, hair salons and estate agents alongside a small number of other types of businesses.<sup>8</sup> There is a distinct lack of larger brands and leisure facilities to draw attention and with competition for personal expenditure and public finances only increasing, change is required to allow for Waterloooville Town Centre's retail function to thrive again. A full breakdown of existing uses is demonstrated to the right.



- Convenience retail (e.g. newsagents, supermarkets)
- Professional uses (estate agents, opticians, lawyers)
- Takeaways (food sales without indoor dining)
- Leisure operators (pubs, restaurants, coffee)
- Vacant units (at time of survey)
- Comparison retail (fashion, gifts, homeware, etc.)
- Retail services (hair, beauty, key cutting, mobiles)

<sup>8</sup> Havant Borough Profile, January 2018

Image 8: Types of uses in Waterloooville Town Centre (credit: Havant BC: Heartflood report March 2021)



Image 9: Existing Retail

**The long high street**

The length of the precinct results in the limited retail uses be dispersed, adding to the lack of atmosphere and vitality.

**Retail**

Shop front uses (shown in orange) have been shown here as a single type to indicate the extent of the retail sprawl.

**Large voids (empty shop)**

Large spaces such as the old Waitrose building create barriers to circulation and add to an impression of neglect.

**Food and drink**

Restaurants, pubs and takeaways (shown here in red) have limited presence but do create clusters.

## POPULATION STATISTICS

From examination of socio-economic trends, local earnings and qualifications have been demonstrated to be “average” based upon ONS data. Residents appears to travel further away for access to higher value jobs. This may indicate that there is spending potential within the nearby area of the Town Centre.

However, based upon 2021 data, of the 31,099<sup>9</sup> residents in Waterloooville with a defined economic status, 12,003 are economically inactive (retired,

student or similar). This equates to around 38% of the population, compared to a UK average of 22%. This potentially demonstrates that there is less income to be shared with the Town Centre locally, providing an indication that it is important to draw users in from elsewhere, even from neighbourhoods in relatively close proximity such as Newlands and Berewood.

<sup>9</sup> Office for National Statistics, Census Data 2021

## 3.8

RECENT DEVELOPMENT,  
CURRENT PRESSURE AND NEED

As highlighted in section 2.7, it is well documented that Town Centre locations have suffered greatly for a variety of reasons. WaterlooVille in particular has experienced a rapid decline in the offerings of the Town Centre in terms of both its retail and leisure function.

## RESIDENTIAL

Recent developments indicate a trend towards increasing numbers of residential developments and conversions of retail units in the Town Centre, suggesting landowners currently do not see the value or demand in such units. Applications highlighting this trend from the last two years are identified below, showing a number of applications for residential (especially at Wellington Way) and only a couple of commercial related submissions.

**Sites 1, 2, 3, 4**

**Location:** Wellington Way, Blocks A to D

**Residential units:** 47

**Approved:** December 2023

**Site 7**

**Location:** 83-91 London Road

**Residential units:** 2

**Pending**

**Site 8**

**Location:** 81C London Road

**Residential units:** 13

**Pending**

**Site 10**

**Location:** 61 London Road

**Use:** Hot food takeaway

**Approved:** October 2022



■ Approved residential applications

■ Pending residential applications

■ Commercial applications

**Site 9**

**Location:** 23 The Precinct

**Use:** Nail bar

**Pending**

**Site 5**

**Location:** 286-288 London Road

**Residential units:** 18

**Approved:** April and September 2023

**Site 6**

**Location:** 264 London Road

**Residential units:** 4

**Approved:** December 2022

Image 10: Recent planning applications in the Town Centre since December 2021

## COMMERCIAL

These residential applications all seek to utilise the existing structures to produce some value – which is not to be perceived as ineffective. However, there is greater potential in some instances to allow for the need to revitalise the Town Centre to be addressed. There are more effective ways to make use of some of the available land, for the betterment of both the public and landowners.

It is important, however, to note how market circumstances and financial viability play an important role in the outcome of planning applications. This has been demonstrated in the form of planning applications at Wellington Way (APP/18/00234) and Wellington Way Car Park (APP/19/00513) which sought approval for 264 homes alongside a three-storey car park, compared to the now approved 47 units with no car parking. Alongside outstanding consultation responses, viability reasons resulted in their withdrawal in 2023.

Regardless, there is a housing need to be met. HBC's Housing Needs Analysis (October 2023) identifies 516 dwellings are needed per year in the Borough. This is without referencing current total affordable housing need, 1,766 currently on the housing register and those existing tenants in need. Future need is expected to total 517 on an annual basis. Such applications could form a key part of enabling Havant to meet these needs.

On a national level, the NPPF<sup>10</sup> promotes residential development within Town Centres. It recognises how this can be imperative to long-term vitality where provided appropriately in the context of other uses in these centres. This should be aimed for in Waterlooville – host to a Town Centre that is suitable as a location for high numbers and density of residential development, being sustainably located in regards to access to services and public transport, whilst in a Borough that is generally speaking small and constrained.

There remain several commercial-related applications. Since 2019, this includes beauty salons, hot food takeaways and financial services. However, these reflect uses already present in the Town Centre which is contributing to a public perception of an oversaturation of these commercial types. This is largely due to changes in the Use Class Order and General Permitted Development Order, to allow for changes of use to occur without the requirement of planning permission as long as they meet certain criteria.

As a result of the above, there is a restriction on Local Authorities to implement a precise mix of commercial uses. However, the public consultation findings and discussions that took place highlighted the lack of differentiation that the Town Centre currently offers, and longing for alternatives, and a mix of uses – particularly for children or families and leisure opportunities.

## SUMMARY

The review of both residential and commercial planning applications is useful in demonstrating one of the roles of the SPD. This masterplan seeks to promote appropriate forms of development to address need, whilst considering the wider forces at play from the users, landowners and developers' perspectives.

<sup>10</sup> NPPF Section 7, Paragraph 90, December 2023





# 04 THEMATIC GUIDANCE



## 4.1 INTRODUCTION

This chapter provides guidance for development in relation to the themes of:

CLIMATE CHANGE AND ENERGY

MOVEMENT AND ACCESS

HEALTH AND WELLBEING

ECONOMY

PUBLIC REALM

DEVELOPMENT OPPORTUNITIES



## 4.2

CLIMATE CHANGE  
AND ENERGY

## CONTEXT

It is important that the SPD considers the way development and regeneration can meet climate and the environmental targets to reduce its impacts on Climate Change, mitigate against and adapt to the effects in compliance with The Climate Change Strategy and the national move to net zero.



## PRINCIPLES

To achieve this, in line with Section 7 of the Local Plan Core Strategy (2011) actions made to mitigate or adapt to Climate Change will be supported.

As part of an ultra-low energy future vision for Waterloooville Town Centre, looking to retain buildings where practical and viable is key. Where retrofitting existing buildings is considered, the extent of the improvement measures is critical. Retaining and enhancing existing buildings not only improves existing energy performance and retains aspects of the townscape, but also significantly reduces the embodied carbon footprint of an equivalent new building.

Where new development is required, the scale, shape and orientation of new buildings are recommended to make the best use of light to encourage new developments to require minimal energy to run. By designing with low energy in mind, new buildings can help keep running costs to a minimum and significantly improve health and wellbeing of building users throughout the year and the lifetime of a building.

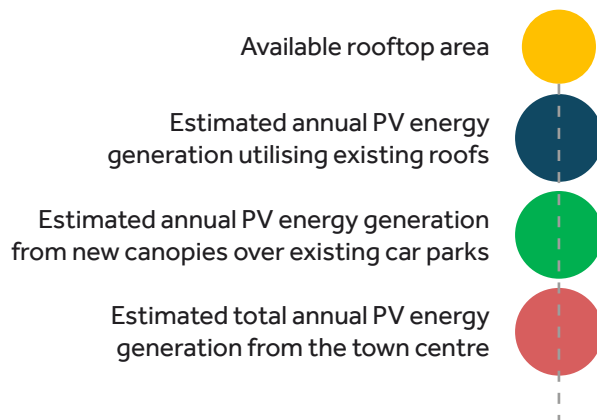
While it is recognised that the existing buildings have their problems, one opportunity presented by the large extent of flat roof is for the generation of electricity using solar or photovoltaic (PV) panels.

The diagram to the right estimates the energy generation from PV arrays on several of the large existing flat roofs across the Town Centre, together with energy use comparisons.

Image 11: Potential energy generation



### Key and Photovoltaic energy use diagram



### Direct use by host buildings

Photovoltaic electricity generation can make a significant contribution to the energy requirements of individual buildings, especially when they have been designed or retrofitted to minimise their energy demand.



### Public car park electric vehicle charging points

As the amount of electric vehicle use and ownership gradually increases, the demand for a well-distributed and reliable charging infrastructure will grow. As part of a low-energy future for Waterloo, there is opportunity for car parking provision and enhanced landscaping to contain a good coverage of accessible EV charging points.



### Centralised battery storage hubs

Energy storage refers to the ability of a physical system to consume, retain and release energy as required. This allows system flexibility in response to specific energy demands.

In association with PV, implementation of green roofs would help to mitigate the heat island effect. The urban planning of WaterlooVille has historically underplayed the need for a diverse environment – introducing green roofs where appropriate alongside PV (not instead of) has potential to not only improve the appearance of buildings, but also reduce surface temperature by ~17°C.

Excessive paving and tarmac areas have several detrimental effects on the town's population, buildings and the environment — most notably heat stress and surface water flooding.

New and enhanced landscape design offers the opportunity to provide green space coverage and significantly increase the number of street and park trees to help reduce surface temperatures during heatwaves, together with incorporating rain garden planting to attenuate rainwater.

Further alleviation of hard surfacing can be achieved by creating an environment where it is easier to walk and ride a bicycle, reducing the need for car journeys and increasing the use of public transport. By promoting diverse and sustainable travel options, over time the Town Centre can give over more area to green space and trees.



## 4.3 HEALTH AND WELLBEING

### CONTEXT

The National Planning Policy Framework (NPPF), Paragraph 96 states 'planning policies and decisions should aim to achieve healthy, inclusive and safe places and beautiful buildings' which 'promote social interaction', 'are safe and accessible', and 'enable and support healthy lifestyles.' Paragraph 102 states that access to a network of high-quality open spaces and activity opportunities is important for health and wellbeing.

Havant Borough Council's Local Plan Policy CS1 (Health and Wellbeing) seeks to promote open spaces, sports, leisure, cultural and leisure facilities, and education as aid to health and wellbeing. Local Plan Policy DM12 requires new developments to mitigate their travel impact, including health impacts.

### PRINCIPLES

Waterlooville Town Centre has limited opportunities for formal and informal exercise through open space, recreation space and sport and leisure facilities. However, spaces within Waterlooville Town Centre offer many opportunities to increase this much needed provision.

Development is encouraged to take all reasonable opportunities to incorporate design elements that encourage people to be active and which create environments which inspire people to move more, improving both mental and physical health. 'Active' should be interpreted in its wider

sense - it includes simple activities, such as walking and cycling, as well as much more vigorous activities like playing sport. In line with the Havant Active Wellbeing Strategy, communities should be involved from the earliest design stages, to enable them to be active in their neighbourhood in a way that works for them.

Opportunities for social interactions is encouraged, which includes simply being around other people to create opportunities for team games and socialising. An event space in the Town Centre would make a significant improvement to the community offer of the town centre and was suggested through the Festival of Ideas.

The health and stability of the climate is essential for the health and wellbeing of the people in Waterlooville. Green infrastructure acts to cool the urban environment through shade provision and evapotranspiration. Green spaces can also be used by people recreationally which may improve their physical and mental wellbeing.

In Hampshire, the people aged 65+ make up 21.7% of the total population, compared to 18.5% in England and Wales.<sup>11</sup> It is important that medical and health facilities can keep up with the size and demographic of the population. Therefore, medical and other health uses will be encouraged within the Town Centre to ensure everyone has adequate access to healthcare and support.

<sup>11</sup> Office for National Statistics, Census 2021

## COMMUNITY FACILITIES

The regeneration of the town centre provides an opportunity to re-think its community facilities and make sure that they are suitable in scale, provide the right mix of facilities and are at the heart of Waterloooville's community. There will already be a new community centre built as part of the Berewood development and an existing, well used community centre next to ASDA.

Whilst the existing facilities are successful, the Waterloooville Community Centre building is a timber-frame building that is poorly insulated and towards the end of its economic life. The Council's long-term, though currently unfunded ambition is for a replacement community facility within the London Road or Dukes Walk area.

This would place community facilities at the heart of Waterloooville Town Centre, maximising linked trips and community cohesion. The site of the former Curzon Rooms would represent an ideal site given its historic function as a community facility, nonetheless, there are many sites which could also be suitable.

Any new facility would need to represent a viable development (both in terms of construction and ongoing operation) in and of itself and would be run by a Community Trust (or similar). This would be likely to include enabling residential development and ongoing commercial uses within the building.

The nature of new community facilities has changed as a result of this commerciality with commercial elements such as food and drink now a core part of the offer and a necessity to be multifunctional with uses such as leisure and healthcare a functional necessity of such facilities now. The Horizon Wellbeing Hub in Havant Town Centre offers a useful model of such an initiative.

Any new facility should be designed and developed in close collaboration with the Waterloooville community. The following types of uses should be explored in any new community facility:

**PROVIDE A CO-LOCATION OF FACILITIES, DRAWING IN USE BY PARTNERS INCLUDING HEALTHCARE**

**PERFORMANCE SPACE**

**A MULTIFUNCTIONAL SPACE AS A COMMUNITY HUB**

**FOOD AND DRINK OFFER**

**LOCATED CLOSE TO EXISTING PUBLIC CAR PARKING OR SUFFICIENT ON-SITE CAR PARKING**

**DESIGNED TO BE AS LOW-CARBON AS FEASIBLE**

**CONNECTIONS WITH OTHER COMMUNITY FOCUSED FACILITIES IN THE TOWN CENTRE, SUCH AS THE LIBRARY**



## 4.4 PUBLIC REALM

### POLICY CONTEXT

Paragraph 105 of the National Planning Policy Framework encourages opportunities to include trees in developments where appropriate. Section 12 describes the importance of high-quality design that is attractive and visually appealing.

Havant Borough Council Local Plan Policy AL3 (Town, District and Local Centres) encourages development that 'provide[s] a shopfront within the primary shopping area with a well-designed and appropriate display window'. Similarly, Policy DM24 (Shopfronts, Signs, Security Shutters and Advertisements) expands on this, promoting safe, appropriate and visually appealing shopfronts.

Havant Borough Council Design Guide SPD describes good design as distinctive character, ease of movement good legibility, good continuity and enclosure, good quality public realm, diversity and detailing, and adaptability and sustainability. It states that the public realm should be functional and made from high quality robust materials.



## PRINCIPLES

The community consultation towards the end of January 2024 highlighted the view that there are currently no functional green spaces within the Town Centre.

It is important that the Public Realm is safe, attractive and busy throughout the day all year round as this dictates the overall function of the Town Centre and therefore whether it is used by the public. There should be something for everyone, so it is used to its full potential to secure the most benefits.

The Town Centre is recommended to be accessible to all, including pedestrians, cyclists, public transport, and private vehicles. A well-connected town will promote sustainable travel, particularly pedestrian, cycle, and public transport routes, which should be prioritised. Alongside easy navigation and accessibility, this is important to decrease the likelihood of accidents and ensure public safety.

Design and appearance help attract people to spend time in Waterlooville. Changes to the Public Realm is encouraged to take place so that it is attractive, accessible and distinctive. During the public consultation event at the end of January 2024, the public were in support of a focal feature to create a more interesting and interactive space, as well as green and functional multi-use spaces.

The inclusion of 'pocket parks' is encouraged as a result of the public desire for colour, playfulness, and something for ages. A pocket park on London Road North to invite people back into the town and provide a focal point within the street – an idea co-created with the community during the Festival of Ideas. Further proposals for pockets park in the Town Centre would be supported including those located within currently tarmacked areas including the Asda car park, Dukes Walk and Maurepas Way.



## THE PUBLIC REALM STRATEGY

The masterplan's approach to the public realm was developed with the public at the public consultation event in January 2024 and encourages:

- New green spaces and squares that can be used by all demographics year-round.
- Landscape design that carefully considers how it affects and enhances the environment, biodiversity, and society.
- Planting to create visual benefits and habitats for biodiversity to thrive.
- Sustainable modes of transport, with emphasis on public transport, cycling, walking and electric/low-zero carbon private modes of transport, that are accessible and environmentally friendly.
- Road and path enhancements will encourage sustainable travel in terms of public transport, cyclists, and pedestrians.
- A welcoming, appealing and vibrant Town Centre that attracts both locals and tourists to use throughout the year.
- The addition and maintenance of interactive, dynamic and activity spaces will encourage liveliness, movement and spending in the Town Centre.



Image 12: Public Realm Strategy



## 4.5 MOVEMENT AND ACCESS

### POLICY CONTEXT

The National Planning Policy Framework, paragraphs 108 to 117, seeks to promote sustainable transport. Paragraph 108 specifies that transport issues should be considered from the earliest stages of plan-making and proposals, so that impacts upon networks can be addressed and opportunities taken to promote sustainable movement methods, as well as patterns of streets and parking considered. Paragraph 109 calls upon the planning system to actively manage patterns of growth in supporting these objectives.

Havant Borough Council Local Plan Policy CS20 (Transport and Access Strategy) confirms that development will be permitted where it:

- 1 Is consistent with and contributes to the implementation of the 'Reduce, Manage and Invest' strategy.
- 2 Does not increase congestion and promotes better use of existing transport networks.
- 3 Improves accessibility to goods, services and employment and promotes equality in the transport system.
- 4 Provides transport management measures to ensure the safe and efficient operation of the strategic and local road network.

5

Ensures that highway design responds positively to the characteristics of the area and delivers a high-quality public realm for all users.

6

Maintains or improves the range of transport modes accessible to the users of the development site with specific emphasis on public transport, especially high quality/frequency buses and includes walking and cycling where appropriate.

7

Improves highway, cycling and pedestrian links between the western built-up area of the borough (Waterlooville) and the eastern area of the borough (centred on Havant) to create a strong east/west communication axis that passes through Dunsbury Park/Leigh Park.

Hampshire Transport Plan Core Policy 1 establishes that putting people and places should be at the heart of decision-making. This includes a 'Healthy Streets' approach, as well as prioritising needs of walking and cycling, public transport users and delivery vehicles.



## PRINCIPLES

Car parking was a key concern across the multiple public consultation events. As there are currently over 1,000 parking spaces distributed around the edges of the Town Centre in small pockets, the issue was not the current amount but future loss and inconsistent parking charges. It is encouraged that the car parks use a more consistent charging regime

that standardises the duration of stay and the changes across the Town Centre, acknowledging that some of the car parks are privately owned and able to set their own charging structure. A potential outcome is demonstrated in Image 13.



Image 13: Potential parking scheme

## PEDESTRIANS

The quality of the experience offered by a Town Centre for those walking or using a wheelchair should be well connected, convenient, welcoming and comfortable. Establishing high-quality walking circuits into (see Image 13) and around (see Image 14) the Town Centre is also important to increase foot traffic around shops and facilities, help people explore new areas of the town and therefore businesses, and create a sense of community by bringing people together in a shared public space. These all positively impact local businesses as customers may feel a stronger connection and loyalty to the area and its shops.



Image 14: Potential key walking access routes

The connection between the retail park to the north remains noted as a key connection – however, throughout the course of the consultation process and subsequent analysis, it was highlighted that this route is not as important as initially thought. The majority will not visit both the retail park and Town Centre. Whilst it is suggested this route could be improved in regards to its attractiveness, this is not priority in the context of this SPD and the focus should instead be on connections to new residential estates and interconnectivity within the Town Centre itself.

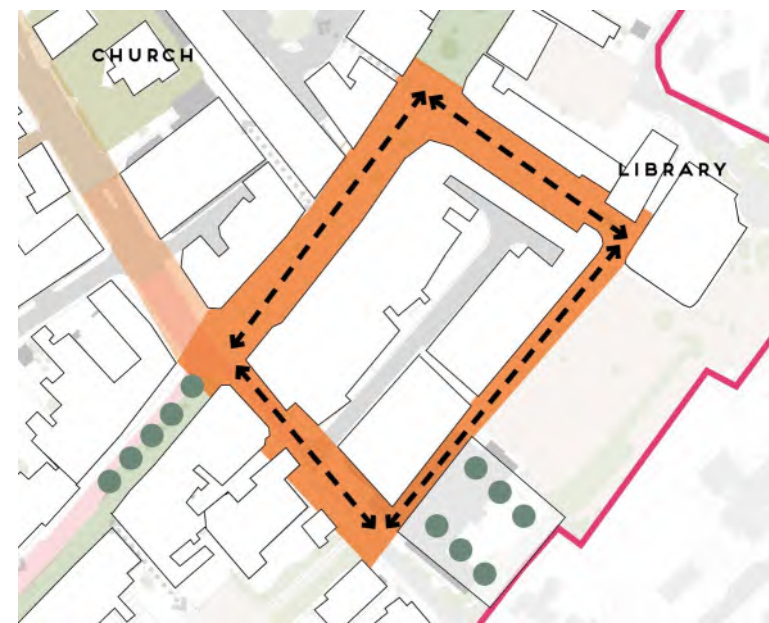


Image 15: Potential retail loop



### Shared route

A shared route brings cyclists into the heart of town.



### Pedestrian route

Pedestrian focused spaces create loops to ensure footfall is evenly distributed.



### Amended highway

Reducing the speed limit to this highway would have significant gains in safety, but also pollution and noise.



### Retail loop

Creation of a pedestrian loop around the main retail block.

When considering transport development, it is important to consider the Local Transport Plan 4 from Hampshire County Council. Image 16 below, outlines the approach of giving people a choice of high-quality travel options and reducing dependency on the private car.

Safe transport is important to minimise collisions, especially on the roads.

The importance of distinguishing specific lanes and ensuring that they are used only by their intended users, such as bus lanes and cycle lanes, is stressed to maintain a safe and healthy environment. Furthermore, networks that support and enable active travel and lifestyle, as outlined by Hampshire County Council's Local Transport Plan 4, will benefit health and wellbeing.



Image 16: The move to giving people a choice of high quality transport options. Credit: HCC

## 4.6 ECONOMY

### POLICY CONTEXT

National planning policy sets out that local policies should help create conditions in which businesses can invest, expand and adapt – significant weight should be placed on promoting economic growth. Such policies should set out clear visions and strategies, seek to address potential barriers to investment and set criteria for local and inward investment.

Havant Borough Council's Local Plan Policy CS4 and CS6, as set out in section 3.2, set out the Council's strategy towards Town Centres and regeneration respectively, in line with the requirements of the NPPF. This includes promoting and enhancing Town Centres, as well as their evening economy and local markets, whilst also encouraging small and independent businesses.





## PRINCIPLES

A longer-term objective for Waterlooville Town Centre should 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. More needs

to be done in the short term to consolidate and grow the business base of the town, however a BID or a CID could be a useful resource in order to have active management and implement marketing initiatives. An example of what a consolidated retail space in the Town Centre could look like is demonstrated below.

### Town centre living and working

Re-purposing areas for non-retail uses such as residential or employment uses presents a development opportunity which will help to bring investment into the town.

### New retail loop

Consolidating retail uses around a compact, walkable town centre based on a circular route will allow shoppers to engage with all aspects without 'going out of their way'.

### Complimentary uses

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

### Food and drink

The extended areas of London Road and the precinct lend themselves to a greater presence of food and drink outlets, enhancing the evening and night-time economy.

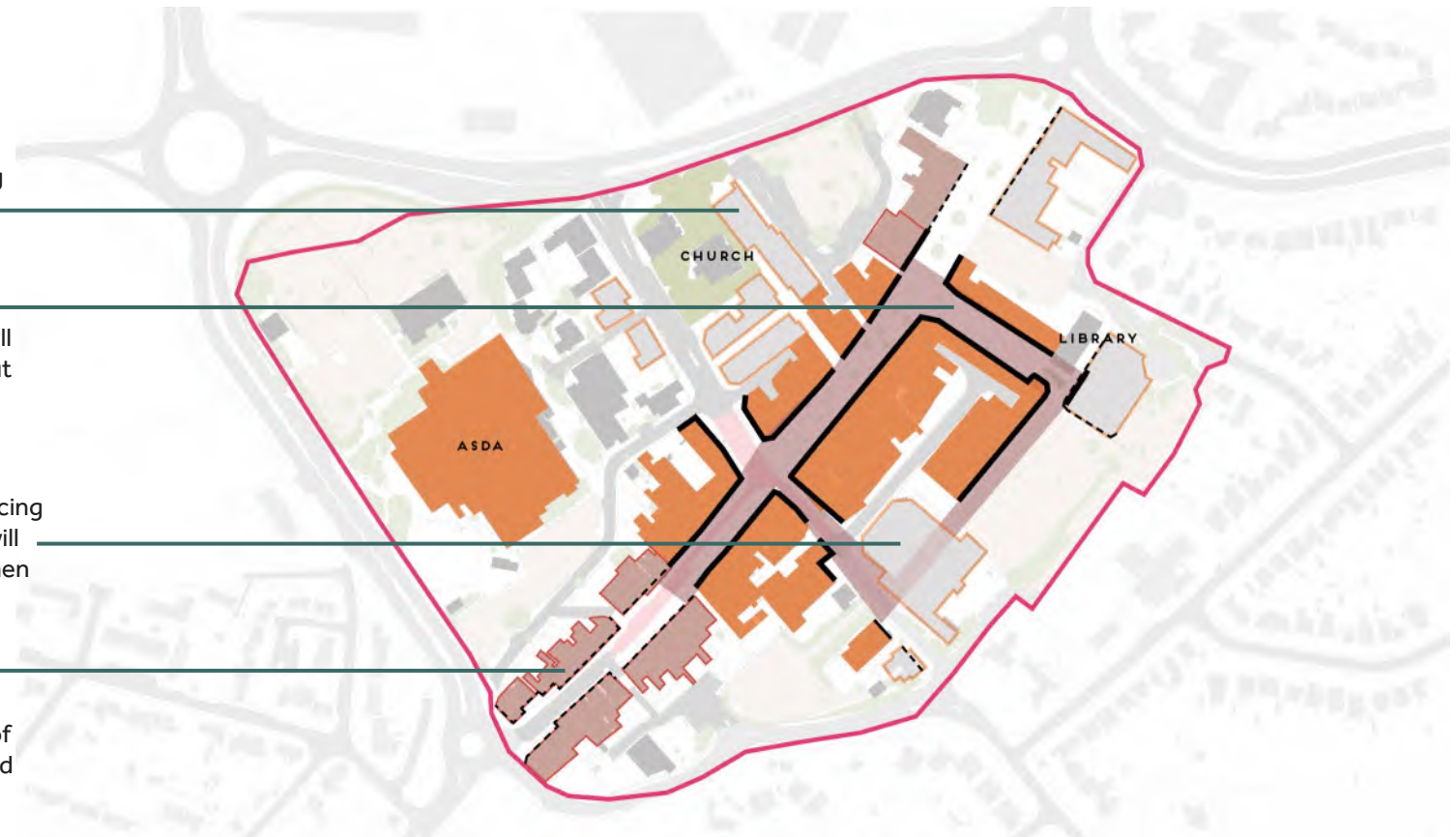


Image 17: Potential Consolidated Retail Uses

Business Improvement Districts allow business collaboration to effect change in an area in order to spur regeneration and boost business. The key difference with Community Improvement Districts is that they 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. The latter would, in this way, be preferable – continuing to ensure collaboration across business and community ventures.

Implementation of a BID or CID would allow for:

- A shared vision for all to be part of and push forward through property investment.
- Collaborative input into planning policy consultations 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, helping raise awareness that positive change is happening.
- Emphasis on the need to prioritise business support and economic development.





**O5**

# AREA GUIDANCE



## 5.1 INTRODUCTION

Through the consultation and feedback collected, it became apparent that Waterlooville Town Centre can be separated into five character areas, known as the key enhancement areas. This chapter provides further guidance for the following areas of the Town Centre:

### LONDON ROAD NORTH

The London Road North quadrant comprises the area between Stakes Hill Road and the A3, incorporating the precinct and down to the library towards the eastern side of town as well as the 'central' car park.

**Characteristics:** Currently most active retail area for the Town Centre. Wide area of pedestrianised high street, lined by mostly two-storey retail buildings throughout.

### LONDON ROAD SOUTH

London Road South is situated between Forest End Roundabout and Stakes Hill Road, also including the area between London Road and Rockville Drive.

**Characteristics:** A number of food establishments, largely takeaway, as well as property-related businesses. Some tree-lined streets with seating areas. Bus route only for the majority regarding access.

### ST GEORGE'S WALK

St George's includes the entire church grounds as well as the Wellington Way shopping centre and its associated car parking facility.

**Characteristics:** Enclosed courtyard area of the church separates its green surroundings from the retail area of Wellington Way. The latter is deteriorated in appearance many vacant shop units which feels derelict and unwelcoming to those walking through. Access to Wellington Way car park is further north.

### MAUREPAS WAY

The Maurepas Way quadrant comprises the area encapsulated by Swiss Road, St George's Walk and the A3, with the ASDA superstore currently just to the south below the community building. Some retail and residential areas on the north edge.

**Characteristics:** Well-used community building surrounded by ASDA car parking.

### STAKES HILL

The Stakes Hill quadrant includes the area east of Dukes Walk Service Road, incorporating the Dukes Walk shops, vacant large shops of Waitrose and Wilko and the associated car park.

**Characteristics:** Free car parking which is frequently used by residents. Library acts as another community facility. Comprises a mixture of known brands and local shops, as well as the larger vacant shops either side.

These areas will be influenced by the cohesive new uses intended for integration in each area, as well as the proposed landscape strategies for each.



Image 18: Key Enhancement Areas

## 5.2 MAUREPAS WAY

### LANDSCAPE DESIGN

Creating high quality links and public realm between the town centre and Berewood is critical to ensure that residents of the new estate are able to access the nearby town centre quickly, conveniently and safely by foot and cycle.

A welcoming green space would be encouraged in this area, taking advantage in any changes to the buildings in which may come forward, including the community centre, ASDA and its car park. This will need to be married with new commercial spaces in order to ensure scheme viability. The curve shown sweeping through this space emphasises the strong connection to both the Newlands and Berewood developments to the west, where several thousand new homes are planned to be built over the coming years. Precise routing would depend on land availability.

### DESIGN AND USE

Providing a more direct, welcoming and convenient route into town for residents will be key in reviving 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.

Also on this site, 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 park green space.



Image 19: Maurepas Way public realm potential proposal



Image 20: Maurepas Way potential proposal



## 5.3 STAKES HILL

### LANDSCAPE DESIGN

A major talking point during the Walking Tours was the sadness expressed by almost everybody at the closure of Waitrose. This building is prominent, especially to visitors arriving from the southwest along Stakes Hill Road. It presents an unwelcoming blank wall to visitors with the front door facing 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.

### DESIGN AND USE

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 (as yet unconfirmed) culture, leisure, or other non-retail attraction. At this stage, this is a concept that will be subject to further testing. Newer architecture would allow 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.



Image 21: Stakes Hill potential proposal



Image 22: Stakes Hill public realm potential proposal

## 5.4

## LONDON ROAD SOUTH

## LANDSCAPE DESIGN

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.

## DESIGN AND USE

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.

It is anticipated that interventions here will be small infill only with opportunities for plot owners to redevelop as cafes, bars and restaurants below residential apartments.



Image 23: London Road South public realm potential proposal



Image 24: London Road South potential proposal

## 5.5 ST GEORGE'S WALK

### LANDSCAPE DESIGN

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 would be a positive addition to the Town Centre.



Image 25: St George's Walk potential proposal



## 5.6 LONDON ROAD NORTH

### LANDSCAPE DESIGN

At present, the pedestrianised precinct can feel windswept, empty, and desolate at times. The width of the street today is a legacy of a time when the A3 carried traffic through the middle of town, but this traffic is now rerouted around the edge on Maurepas Way. The pedestrianisation scheme was of huge benefit to shoppers in the late 1980s, 1990s and early 2000s when Waterloooville was the only place to 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 for a dramatic greening scheme that brings life, colours, and biodiversity into the heart of town. Reimagining London Road North as a playful, community-focused linear pocket park is further way of strengthening the different character areas and the users experience.

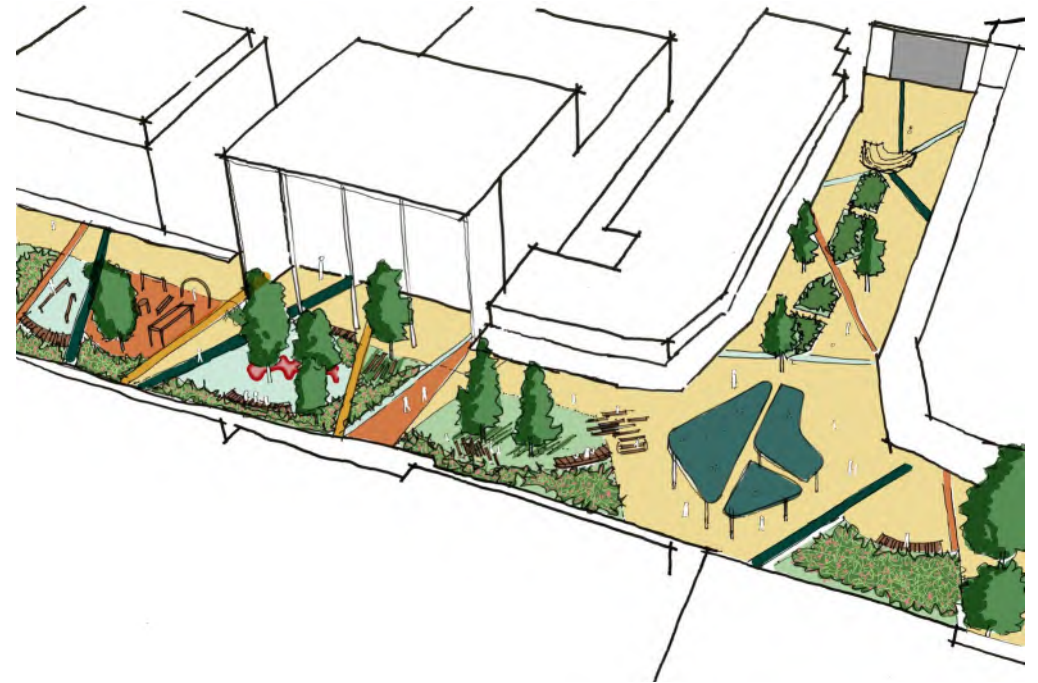


Image 26: Pocket Park potential proposal

## DESIGN AND USE

Community activity, especially in the evenings, has the potential to help support adjacent uses and businesses making it an ideal use for town centre or high street in an era of declining retail. Community focussed activity such as health provision, food and drink and cultural facilities can create the draw to the town centre which was once done by retail primarily.

The development could provide for potential meeting and activity spaces but also services such as a Health Hub (similar to the Horizon Service in the Havant Meridian Centre), performance space, food and drink offer, “friendly gym” and fitness classes such as yoga and Pilates, a function rooms and venue, and serviced office space. This venue could also have the ability to host health care drop-in, skills and employment sessions and other community-focussed activities, helping make the Town Centre busy once again, not through retailing but through people wanting to be part of their community. See section on Community Facilities for more information.

The former Curzon Rooms site was highlighted through the Festival of Ideas as the ideal site for such a use. This would represent a site with a clear historic role in serving the community and is ideally located in the heart of the town centre, with good servicing and could include public car parking. Nonetheless, other sites in the town centre could also be used, as long as they would be able to accommodate the scale of development required and be able to draw community activity into the town centre.



Image 27: London Road North potential proposal

## 5.7

OVERARCHING PROPOSED RETAIL  
AND RESIDENTIAL USES

In order for Waterlooville to regenerate back into a thriving Town Centre, it is evident that a more focussed, refined version of the types of uses that inhabits it and it maintains is required. Residents have seen the town be occupied by larger corporations as well as local businesses, to the current status of the town where only small to medium units are occupied and the economic context is weak. This, in part, has resulted through change in user culture but also in the excessive extent of retail buildings in the Town Centre.

In the context of understood current trends and the socio-economic status of Waterlooville, it is also important to understand the property market constraints. From the outset, it is key to note that the Town Centre is in multiple ownerships. Whilst Havant Borough Council do have some property ownership, it will be entirely necessary to co-ordinate with other stakeholders, including landowners and Hampshire County Council. This will very much be a collaborative project that is informed by this SPD, but then influenced by a mix of freehold and leasehold interest and investment.

In summary, the above context points towards a Town Centre that would be revitalised through a small, strong local economic context, achieved through a complementary, more distinct leisure related role with consolidated retail. Whilst the new housing and surrounding wards could be a source of extra custom, this kind of role allow the Town Centre to become an attractive and desirable place to be and to visit from an external perspective, as well as a differentiator from nearby economic competition. This is, in part also able to be assisted by proposed improved links to and from the Town Centre.



A potential use layout is demonstrated below with the key focuses relating to:

### TOWN CENTRE LIVING AND WORKING (LINED ORANGE)

In areas surrounding the church, re-purposing areas for non-retail uses such as residential or employment uses presents a development opportunity which will help to bring investment into the town.

### NEW RETAIL LOOP (SHADED BROWN)

Consolidating retail uses around a compact, walkable Town Centre based on a circular route will allow shoppers to engage with all aspects without 'going out of their way'.

### FOOD AND DRINK (DASHED BLACK LINE)

The extended areas of London Road and the precinct lend themselves to a greater presence of food and drink outlets, enhancing the evening and night-time economy.

### COMPLEMENTARY USES (NEW STRUCTURES)

Where existing community facilities exist, enhancing these with other leisure or entertainment uses will create destination sites that will further strengthen the retail spaces, including at the vacant Waitrose site.

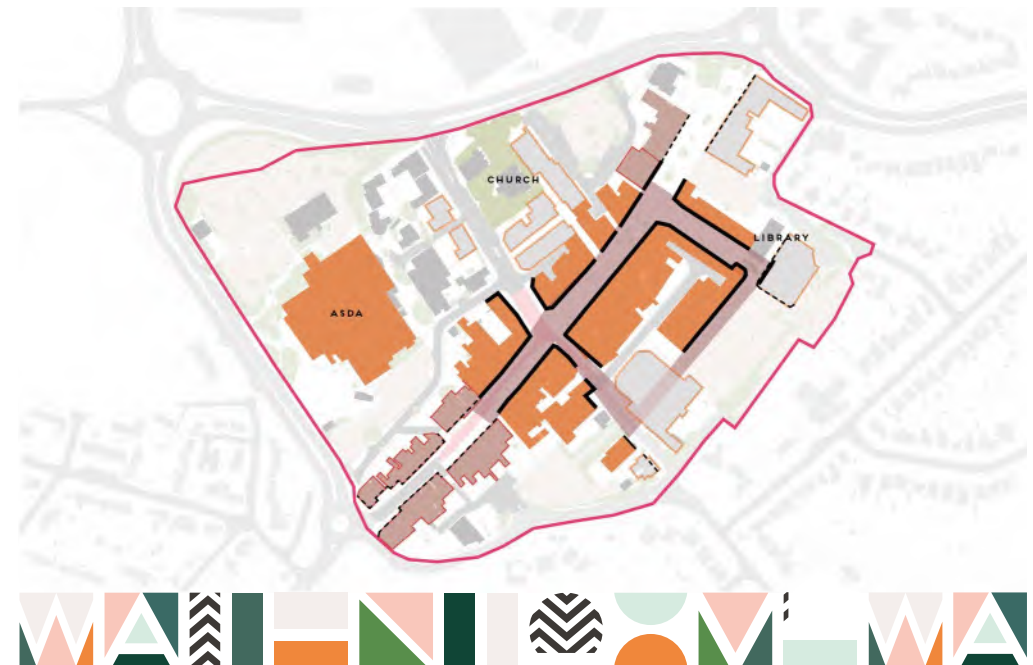


Image 28: Potential proposed uses



## 5.8

# PROPOSED BUILDING HEIGHTS

In order for investment to be brought into the Town Centre, the deliverability and financial viability has been a key factor in our discussions with landowners and proposed building heights were tested at the public consultation events.

The proposed building heights as shown in Image 24, highlights areas where developments up to seven storeys, five to six storeys and four

to five storeys could be achieved, whilst also remaining comparable to the existing character and appearance of the Town Centre. The encouragement of increasing building heights in Waterlooville Town Centre links to the aspirations of attracting and maintaining investment and businesses in the Town Centre thus attracting younger generations to decide to live and/or work in Waterlooville in the future.

Potential for wholesale redevelopment up to seven storeys with a varied roofline.

Potential for infill development up to 4-5 storeys subject to immediate context.



Prominent locations have potential for greater local height.

Potential for infill development up to 5-6 storeys.

Image 29: Potential proposed building heights

## 5.9

## OVERALL DEVELOPMENT OPPORTUNITIES

The overall development opportunities framework plan has been created through assessment of the 5 quadrants:

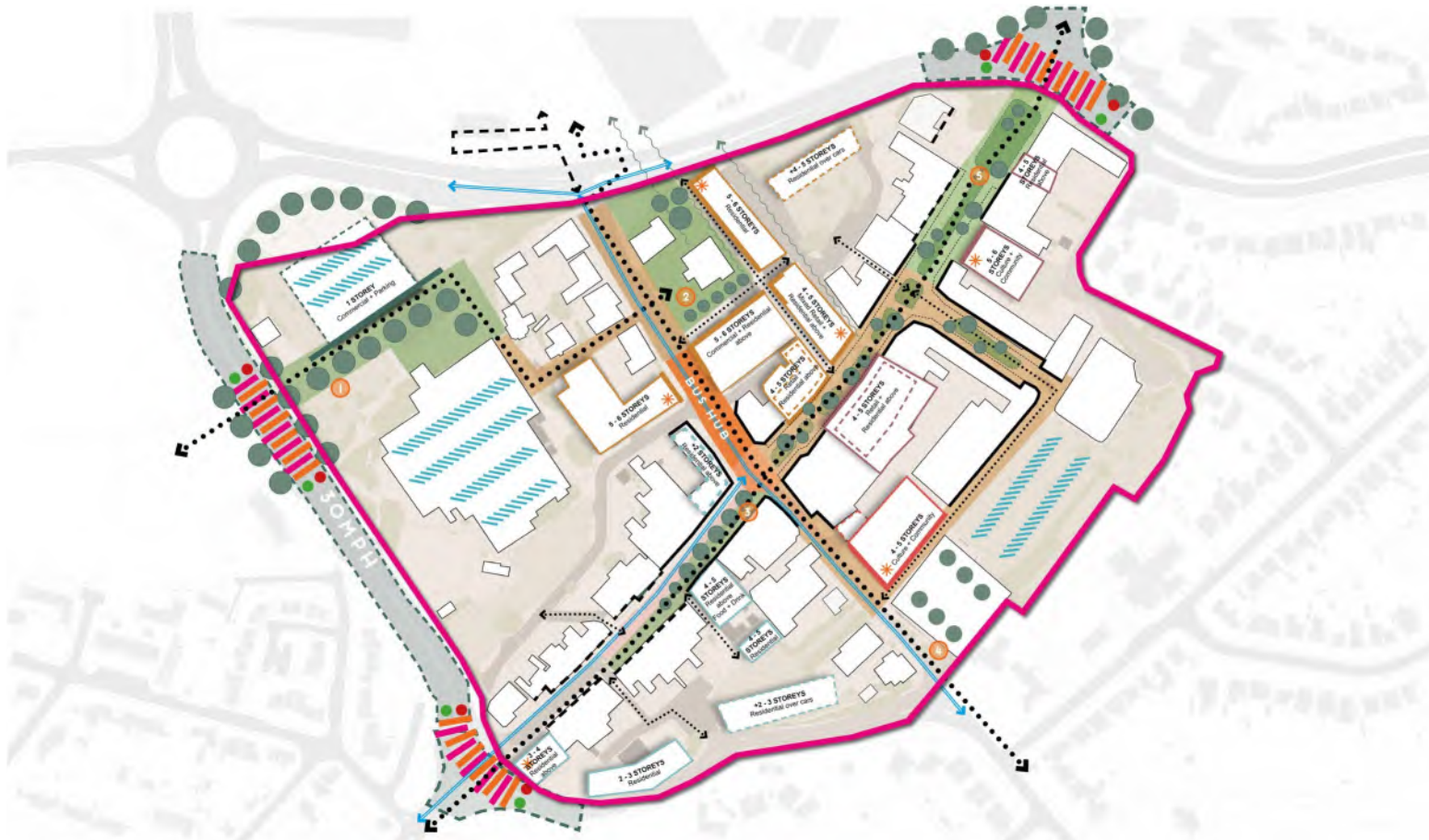


Image 30: Potential overall development opportunities

## URBAN DESIGN FRAMEWORK KEY

### EVOLUTION OF USES



Consolidated frontage, with retail uses condensed into a more compact town centre. A new canopy is proposed to provide consistency and to screen existing, unattractive buildings.



Infill Development to the High Street. Ground floor retail or community uses with residential or workspace above. Potential for a new community centre on the Curzon Road car park.



At key locations, additional height or a prominent elevation is proposed to emphasise key arrival points or central locations.



New multifunctional building to the ex-Waitrose site. Potential for leisure culture or food hall uses.



Residential accommodation proposed around St George's Church up to six storeys. Non-residential uses should be proposed to the ground floor closer to the high street.



London Road South, the smaller plots and more historic buildings lend themselves to smaller independent businesses, potential cafes, bars and restaurants.



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

### MOVEMENT



In due course, the highway network around the town can be amended to provide multiple easy surface crossing points into the town centre.



The existing precinct is wide and bare. Enlivening it with pocket parks and raingardens will help to bring it to life. This should be a shared space for all including pedestrians and cyclists.



Bus stops should be consolidated to a more compact bus hub to promote bus use but also releases London Road South from needing stops.



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



Pedestrian priority routes to create circuits and loops, avoiding dead-ends. This enhances footfall throughout the town, creating a lively place where businesses will want to invest.

### LANDSCAPE



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



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

### CHARACTER AREAS



**View 1**  
Maurepas Way with the pedestrian and cycle route celebrated, possible extra parking and landscaped spaces.



**View 2**  
St George's Walk offers living in the town centre, public green space and point en route across town.



**View 3**  
London Road South will be a great place to eat and drink, working with the character already established.



**View 4**  
Stakes Hill: Cultural and Community possibilities to complete to town block.



**View 5**  
Pocket Park: Inclusion of play and spaces for all ages to enjoy the High Street for free.

### SUSTAINABILITY



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



The integration of more green spaces in 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 to highest possible energy standards should be pursued.





**06**

# IMPLEMENTATION



## 6.1 DELIVERY

As a Supplementary Planning Document, the key role of the masterplan is to promote development and investment in Waterlooville Town Centre and act as a framework to achieve this goal. The vision and guidance set out within this document contribute towards enabling this.

This masterplan sets out an ambitious but realistic approach to the regeneration of Waterlooville Town Centre. The ideas and proposals in it would move the town centre into the 21st century and allow it to thrive. The proposals in the masterplan will be refined as they are designed up in detail and turned into specific projects. The Council would expect any scheme promoters to use the masterplan and for any detailed proposals to be in line with the masterplan's aims. Detailed designs will obviously evolve and vary from the masterplan to some degree. However any proposals which would prejudice the delivery of other masterplan projects would not be likely to be supported.

This framework requires input and investment from key stakeholders and landowners to achieve the proposed outcomes and realise the full potential of the Town Centre. Havant Borough Council will play a key role in coordinating the regeneration of Waterlooville Town Centre through bidding for funding to deliver development, undertake environmental improvements and bringing together landowners and other stakeholders. The Council will also play a role in assembling sites. Whilst the Council would always look to bring stakeholders together to deliver development,

if necessary, compulsory purchase powers will be used in order to deliver the regeneration which Waterlooville needs. The Council will also continue to implement the social regeneration and town centre management which is already well underway, working to reduce vacancies in the town centres, brining businesses together and hosting events.

A capacity study has been undertaken (see Appendix 3) identifying anticipated unit numbers across a number of sites. This study includes approximate densities based upon initial designs to guide developers, alongside the reasoning for the identified sites inclusion. It should be noted this study does not restrict development elsewhere – these sites have simply been identified as having high potential.

Continued collaboration between Havant Borough Council and Hampshire County Council will enable infrastructure and improvement work to London Road to be authorised. Discussions regarding works relating to the access to the Town Centre from surrounding areas, whilst outside the scope of this document, are promoted.

Applications by other parties for uses in the Town Centre will be assessed on their own merits and on a case-by-case basis against the masterplan and its relevant sections, including the relationship such uses could have with those surrounding. Section 106, CIL or similar funding methods can also contribute to funding.

## 6.2 MAINTENANCE

Whilst this masterplan performs a key function in helping to deliver regeneration of the Town Centre, the statutory planning system will help to maintain its implementation. All planning applications brought forward and located within the red line of this document will be assessed against the recommendations set out. This will ensure the goals of the community, businesses and the Council are met, and proposals falling outside of the recommendations appropriately able to be assessed and consulted upon.

The Planning Policy team will maintain contact with Development Management to monitor how and to what extent the recommendations are being delivered. Appropriate action will be considered to ensure the deliverability of these recommendations, following a review of progress. As referred to within Section 10 (Economy), the implementation of a BID or CID should be brought to fruition. Havant Borough Council will seek to take part in the decision-making process of businesses and the community, whilst ensuring that the vision this SPD presents remains a focal part of steps taken forward.





07

# APPENDICES



# APPENDIX I

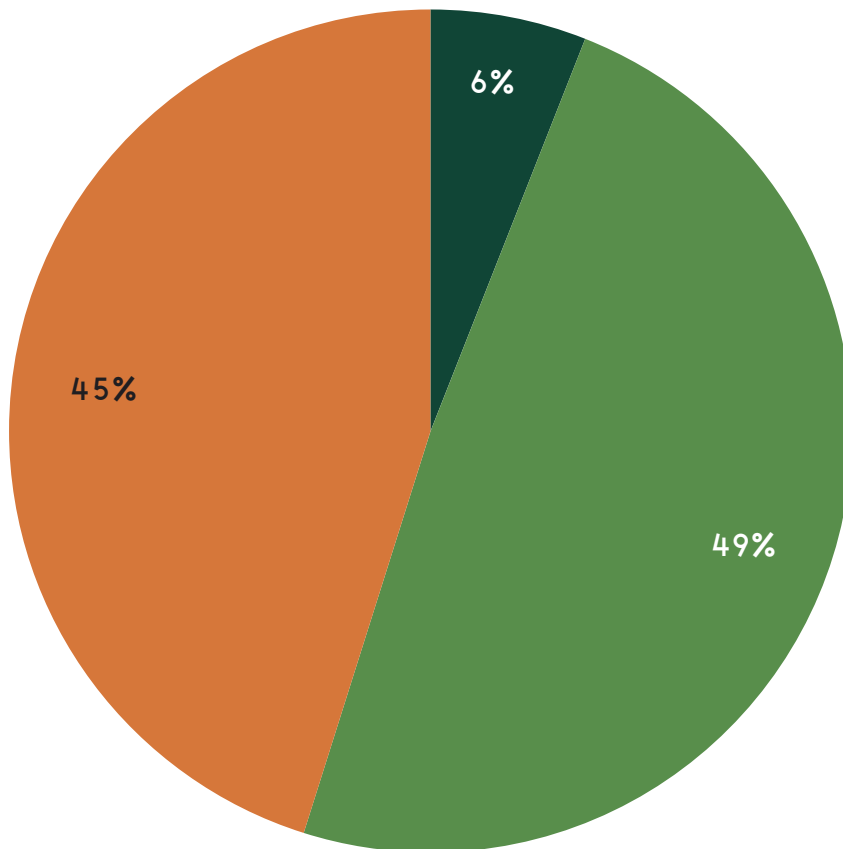
## PUBLIC CONSULTATION – COMMUNITY ENGAGEMENT REPORT



Community-led Walking Tours map (November – December 2023)

## GALLERY AND EXHIBITION PUBLIC FEEDBACK FORMS ANALYSIS

### CONSENSUS



### ANALYSIS

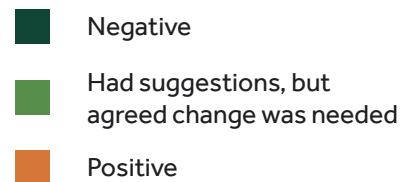
150 forms submitted:

- 3 - Illegible (children's drawings)
- 1 - blank

146 forms were evaluated

### SYNOPSIS

Overall, the feedback was positive, the majority identifying the need for change, albeit some sceptic that anything will happen.



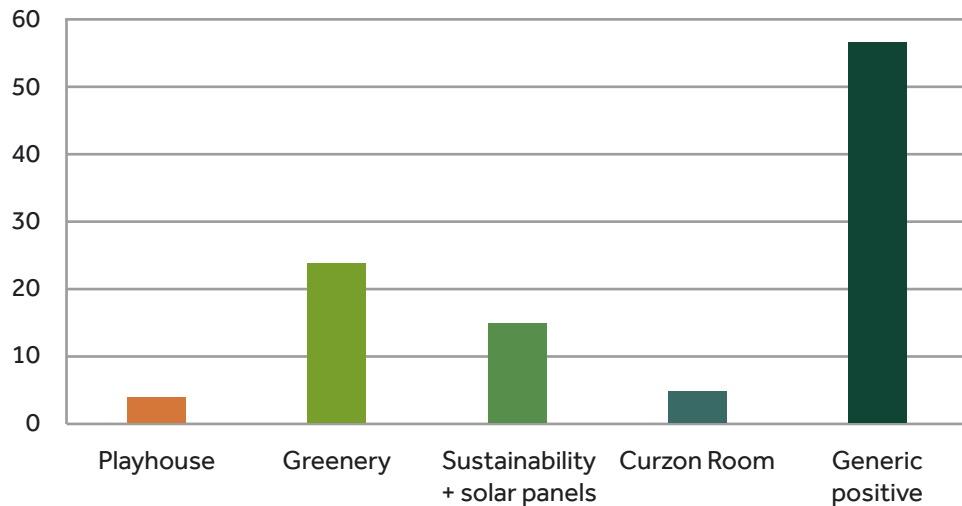
File ref: 277\_N\_240409\_Gallery-Exhibition-Public-Feedback



## POSTER ANALYSIS

Poster number	Positive times referenced	Negative times referenced	Comments
1			
2			
3			
4			
5	2		Consolidating retail as town centre, too spaced out, feels like a dying town.
6	1	1	St George's Walk area.
7	9	3	Creating more green spaces. Landscape area not easy to define.
8	5	2	Diverse character ideas for the five identified areas.
9	8	2	The landscape pocket park. Layout not easy to define.
10	3		Attention to sustainability. Raise a positive profile of Waterloooville.
11	4	1	Extensive use of solar panels.
12	3	1	More green spaces.
13			
14		3	More work needed to understand transport routes. Cyclists on market days to dismount.
15		3	How do we get into new Asda car park? Bus hub needed.
16	1	1	
17	10		30mph Maurepas Way. Playhouse area for live events and social activities.
18	6	1	Informative with mocked up photos, aspirational but achievable. New Curzon room is good. Re-siting on community centre, double storey, excellent. New Curzon rooms only for new houses not those lived here for a long time.
19		2	Too vague, great ideas, are they going to happen?
20	1	1	
21	5	2	I think the ideas are wonderful.
22	6	2	Environment and sustainability. Name the roads on posters so easier to identify.
23	9	1	Visuals are great, and better than all the words of 'promise'. Possible future. Like the church area, like the provision of housing / flats - we need more homes. Like all the green areas, especially in London Road North.
All	5		All the posters are informative.

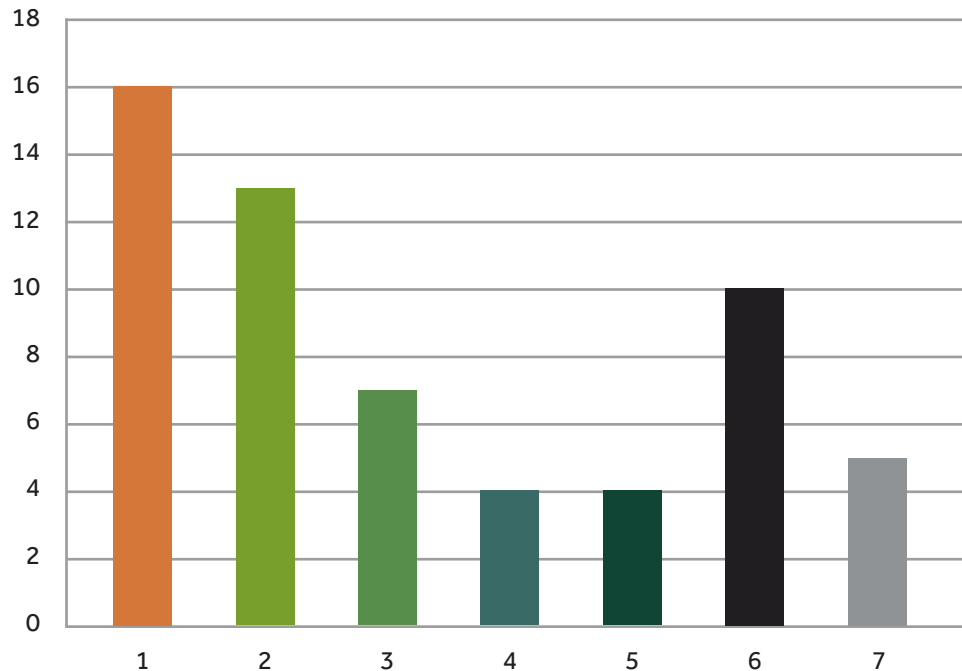
## POSITIVES



## SAMPLE GENERIC POSITIVE COMMENTS

- After years of struggle, we now see some good ideas, posters helpful and a determination to go forward. Lived here since 1960, would like to see this happen in my lifetime.
- Thank you for putting so much thought into improvements for our town centre. Huge congratulations for including the views of school children and young adults - who are the future of this town, alongside the memories of WLV, in its hay day, the town can be great again.
- Very heartened by the positive vibes and outlook. Moving community centre into the heart of community beneficial.
- Love the idea of more greenery, making buildings look edgy and modern, different to other places.
- It's exciting to see so many people wanting to improve WaterlooVille and to create a new, thriving hub of a town for the younger generations of the future! Well done, good luck and keep it up!
- I think the project alone has been excellent, well thought through and listening, well done!
- Hope it all comes together, want to see WLV return to a vibrant community hub and shopping centre.

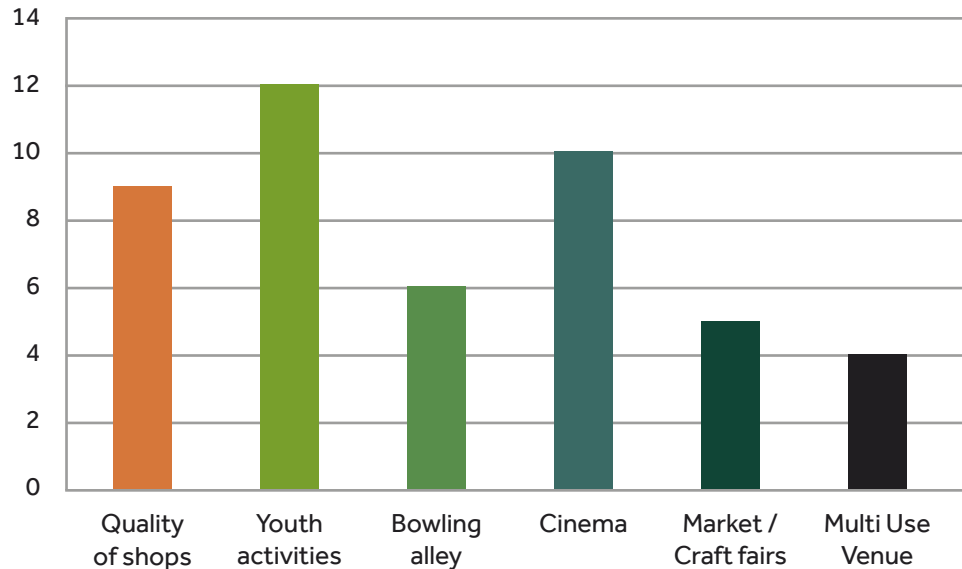
## MAIN CONCERNS



- 1** High rise flats, suggestions to limit the height to protect the view of the church and too much shade.
- 2** Concerns if there will be enough parking for new residents. Suggestions to keep the parking free for set amount of hours to entice visitors.
- 3** Suggestions for a bus hub to save the amount of bus stops. Concerns that public transport won't support these changes in its current format.
- 4** Suggestion of cycle routes to stop bikes using pedestrian routes.
- 5** Concerns the current road infrastructure won't support this development.
- 6** Concerns about the ongoing upkeep of the development, who will deal with gardening / maintenance / litter collection / vandalism and graffiti.
- 7** Concerns about pedestrian routes, especially around Asda.

File ref: 277\_N\_240409\_Gallery-Exhibition-Public-Feedback

## SUGGESTIONS



An overarching wish for activities for youngsters, suggestions of using the old Waitrose site as a Multi-Use Venue.

Quality of shops was mentioned, less nail bars and barbers, more local small businesses - could they be encouraged with more favourable rent terms.

## THE EXHIBITION

Overall, positive feedback, some suggestions that a guide or set route would have been helpful, a couple said there was too much information to take it in on one visit.

The positive comments:

- I have been very impressed with the whole exhibition and the enthusiasm of the people presenting it.
- Thank you for all the hard work for this presentation.
- Such proactive work going on, amazing ideas.
- Really good exhibition, summarising what we learned during the festival of ideas.
- Succeeded in conveying a large amount of work and detail well. I hope that your hard work is appreciated. It all conveys a bright and positive outlook.
- Great effort, especially rhetorical q's that make you think.
- Fantastic to see the serious effort being put into the future of Waterloooville.

# APPENDIX 2

## CONSULTANT TEAM

The consultant team instructed by Havant Borough Council is comprised of:



FERIA URBANISM



STORIIE



ARCHITECTURE  
PLB



DEACON DESIGN



GILLINGS  
PLANNING



PROPERNOMICS



MEDHURSTS



BEYOND CARBON



THE  
COLLABORATIVE



HAVANT BOROUGH  
COUNCIL


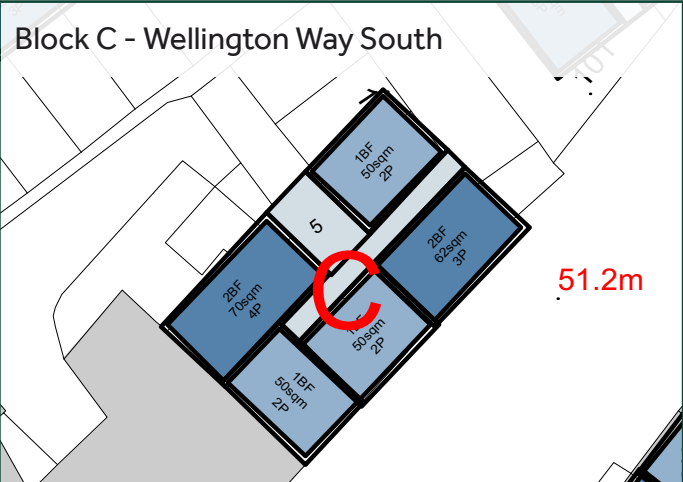
# APPENDIX 3

## CAPACITY STUDY



Waterlooville Police Station					
Location		Reason for selection		Commentary	
		<p>Ongoing discussions with an individual landowner.</p> <p>Key location on routes into the centre.</p> <p>Public corner of main crossroads.</p>		<p>The site is currently Waterloooville Police Station and car parking.</p> <p>This site has been assessed and could provide 69 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor eastern wing would provide units of 1 and 2 bed apartments.</p> <p>The ground floor western wing would remain a car park.</p>	
Capacity	69	Approximate area of development site (ha)	0.23	Approximate density (dph)	300

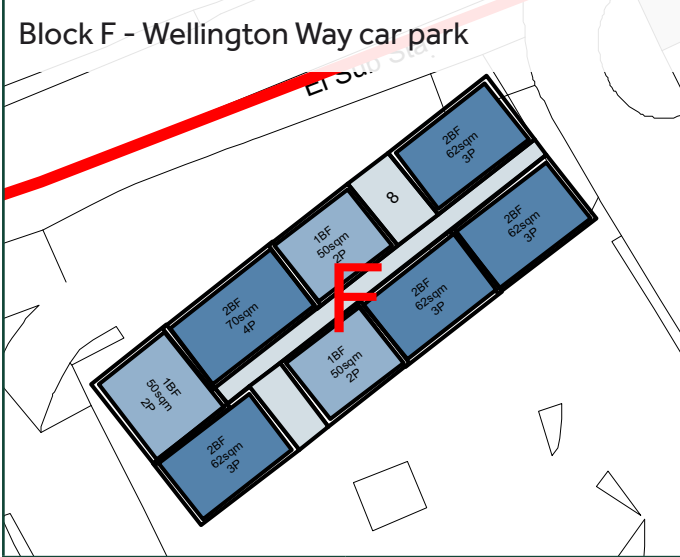


## Wellington Way

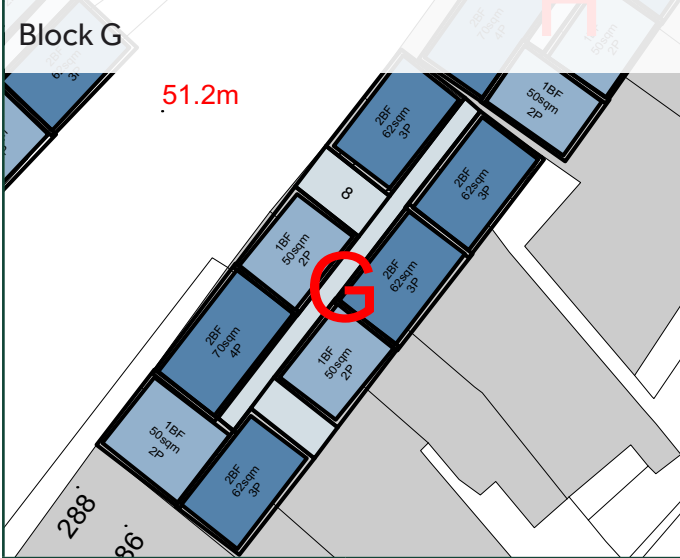
Location	Reason for selection	Commentary
<p>Block B - Wellington Way West</p> 	<p>Regen opportunity, with a high number of vacancies with an individual landowner.</p>	<p>The site is at Wellington Way.</p> <p>The site has been assessed and could provide a yield of 40 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would be Class E space and including remaining a car park.</p>
<p>Block C - Wellington Way South</p> 	<p>Regen opportunity, with a high number of vacancies with an individual landowner.</p>	<p>The site sits on the main high street.</p> <p>This site has been assessed and could provide a yield of 20 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would be Class E space.</p>

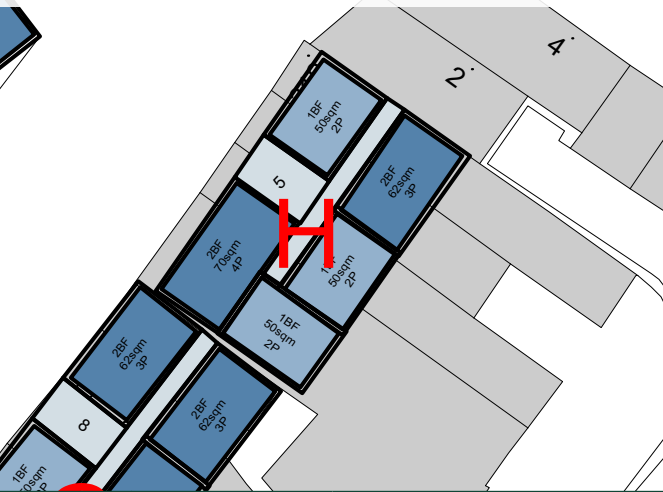
## Wellington Way

Location	Reason for selection	Commentary
<p>Block D - Wellington Way East</p> 	<p>Regen opportunity, with a high number of vacancies with an individual landowner.</p>	<p>The site is at Wellington Way.</p> <p>The site has been assessed and could provide a yield of 32 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would be Class E space.</p>
<p>Block E - Iceland</p> 	<p>Regen opportunity.</p> <p>Maintaining an existing and well-used shop with an individual landowner.</p> <p>Views of South Downs.</p> <p>Opportunities to frame a public space around the church.</p>	<p>The site is currently an Iceland and other smaller shops.</p> <p>This site has been assessed and could provide a yield of 50 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would comprise units of 2 and 3 bed apartments including some Class E space.</p>

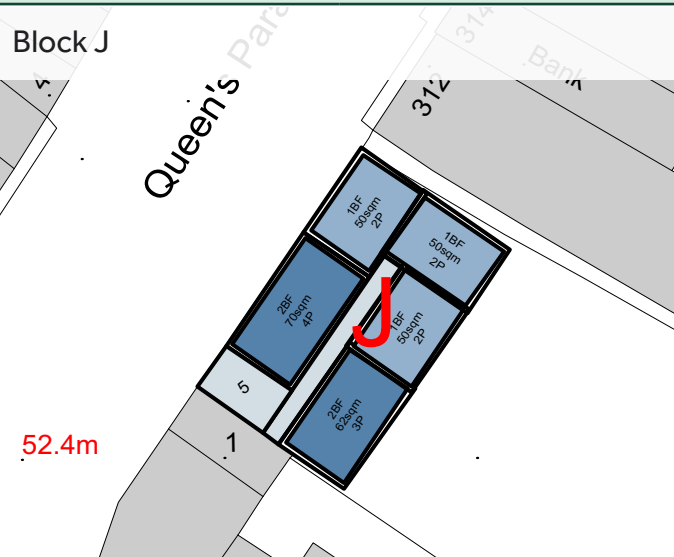
Wellington Way					
Location		Reason for selection		Commentary	
<p>Block F - Wellington Way car park</p> 		<p>Havant Borough Council ownership.</p> <p>View of the South Downs.</p>		<p>The site is currently a car park known as Wellington Way car park owned by Havant Borough Council.</p> <p>This site has been assessed and could provide a yield of 24 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would remain as a car park.</p>	
Capacity	166	Approximate area of development site (ha)	0.9	Approximate density (dph)	184

## Queen's Parade South

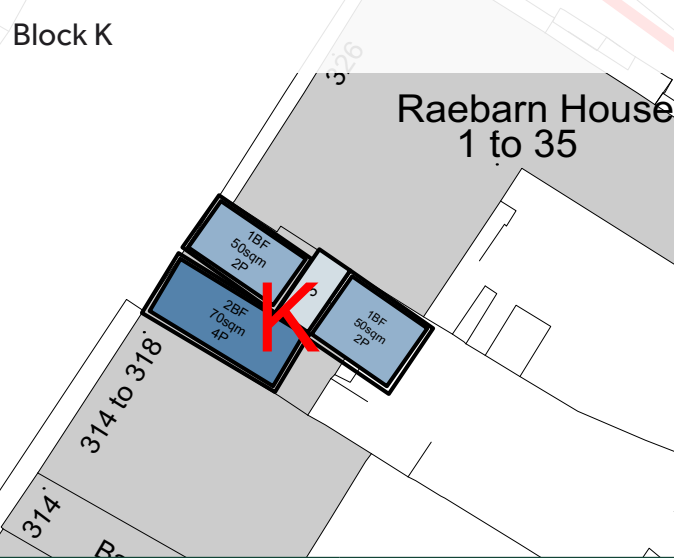
Location		Reason for selection		Commentary	
		<p>Opportunity to utilise space above existing commercial units.</p> <p>Low carbon refit possibilities due to age and quality of buildings.</p>		<p>The site sits towards the southern end of Queen's Parade.</p> <p>The site has been assessed and could provide a yield of 28 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would be Class E space.</p>	
Capacity	28	Approximate area of development site (ha)	0.16	Approximate density (dph)	175

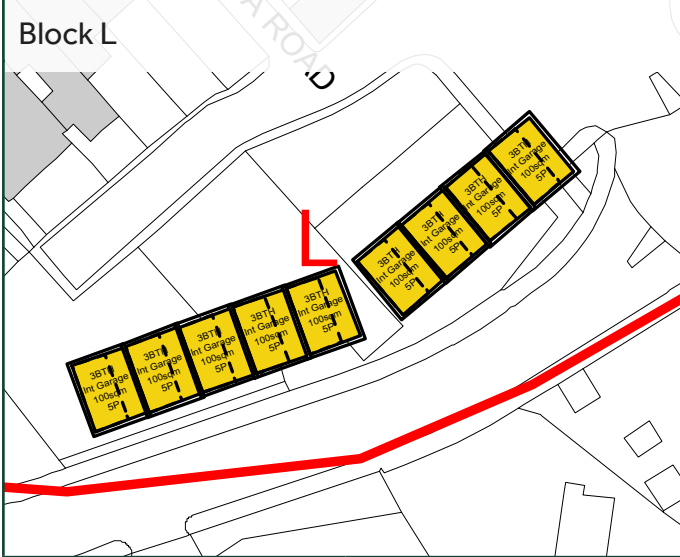
The Precinct					
Location		Reason for selection		Commentary	
<p>Block H</p> 		<p>Opportunity to utilise space above existing commercial units.</p> <p>Low carbon refit possibilities due to age and quality of buildings.</p>		<p>The site sits adjacent to the Precinct.</p> <p>This site has been assessed and could provide a yield of 15 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would be Class E space.</p>	
Capacity	15	Approximate area of development site (ha)	0.16	Approximate density (dph)	94

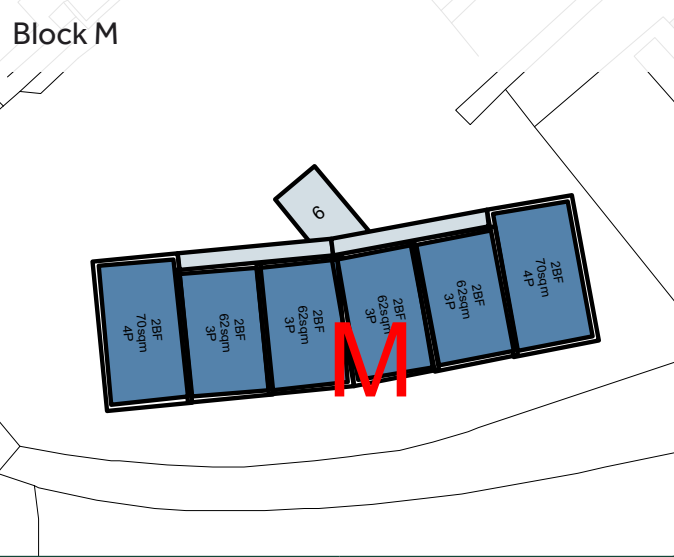


Curzon rooms					
Location		Reason for selection		Commentary	
<p>Block J</p>  <p>52.4m</p>		<p>Opportunity to utilise current car park space to be placed elsewhere, whilst integrating a community space into the town centre.</p> <p>Street frontage can be whole again.</p>		<p>The site sits on the previous Curzon Rooms and existing car park.</p> <p>This site has been assessed and could provide a yield of 20 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would be community space.</p>	
Capacity	20	Approximate area of development site (ha)	0.16	Approximate density (dph)	94

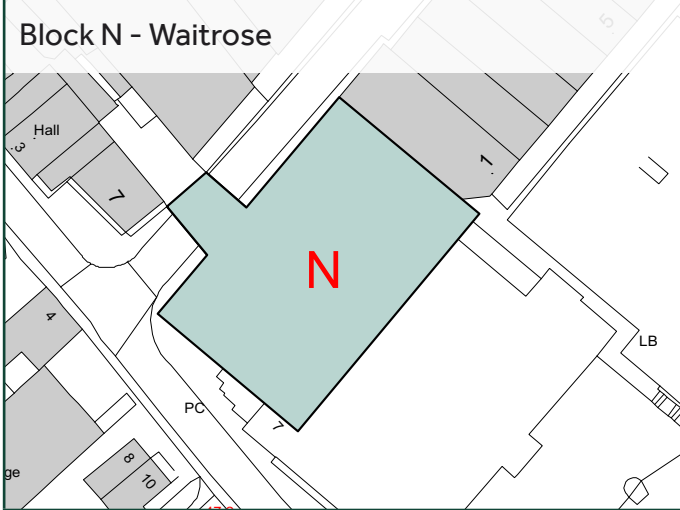
## Queen's Parade North

Location		Reason for selection		Commentary	
<p>Block K</p> 		<p>Opportunity to utilise space above existing commercial units where the height is already achieved adjacent to the site.</p>		<p>The site sits at the top of Queen's Parade.</p> <p>This site has been assessed and could provide a yield of 12 units on the upper floors comprising 1 and 2 bed apartments.</p> <p>The ground floor would be Class E space.</p>	
Capacity	12	Approximate area of development site (ha)	0.08	Approximate density (dph)	150

Victoria Road					
Location		Reason for selection		Commentary	
<p>Block L</p> 		<p>Site history indicates potential, alongside (up to only) 2 land ownerships.</p>		<p>The site is at Victoria Road.</p> <p>This site has been assessed and could provide a yield of 9 units as town houses.</p>	
Capacity	9	Approximate area of development site (ha)	0.17	Approximate density (dph)	52

Stakes Hill Road					
Location		Reason for selection		Commentary	
Block M 		Havant Borough Council ownership.		The site is at Stakes Hill Road.  This site has been assessed and could provide a yield of 6 units on the upper floor comprising 2 bed apartments.  The ground floor would continue to provide car parking spaces.	
Capacity	18	Approximate area of development site (ha)	0.14	Approximate density (dph)	43

## Waitrose

Location		Reason for selection		Commentary	
<p>Block N - Waitrose</p> 		<p>Vacant premises available for purchase.</p> <p>Opportunity to complete the centre block and create retail loop.</p>		<p>The site is currently comprised of the vacant Waitrose site.</p> <p>The site has been assessed and could provide Class E use across 1,395sqm and 1,415sqm of GIA floorspace on the ground and upper level respectively within the north-western area.</p> <p>Block N itself has an existing footprint of 2,824sqm (not taking into account the southern area of the Waitrose site).</p> <p>The south-eastern area of the building would be proposed to be demolished on this basis for public space or other uses.</p>	
Capacity	N/A	Approximate area of development site (ha)	N/A	Approximate density (dph)	N/A

## Overall

Capacity	<b>337</b>	Approximate area of development site (ha)	<b>2.01</b>	Approximate density (dph)	<b>167</b>
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# WATERLOOVILLE TOWN CENTRE MASTERPLAN

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17 DECEMBER 2025

