Where next for

infrastructure  housing  commerce & town centres  the environment

in Havant borough?

Proposals for commerce & town centre development in the borough up to 2036

January 2018
There is an objectively assessed need to provide additional sustainable housing in the borough.

The borough has a lot to offer its residents. Nestled between the South Downs and the Solent, the borough is blessed with a diverse and beautiful landscape: both built and natural.

Development in the borough does not have to be to the detriment of this rich resource. By positively planning for the future, the council seeks to provide for sustainable development that will not harm our natural resources.

This document will highlight the council’s bold approach to the regeneration of the borough’s town centres, and how industrial and commercial development will support businesses and the creation of new jobs.

The council is committed to open and transparent communication about such important and evocative issues.

The council now seeks resident’s feedback through this consultation process, to enable derivation of a Local Plan that best reflects and provides for the housing and employment needs of both current residents and those who follow us to enjoy the special place in which we live.

Cllr David Guest
Cabinet Lead for Planning and Place-Making
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Havant Borough Council is responsible for developing a Local Plan – a strategy that will inform and guide the development of housing, commerce, infrastructure and community facilities in the borough while protecting our built and natural heritage. The Local Plan has to meet key requirements that the Government has set out in the National Planning Policy Framework.

The council has published a draft Local Plan and would like feedback from residents, community groups and developers on the proposals. This consultation is from the 8th January 2018 to the 16th February 2018.

The draft Local Plan can be viewed online at www.havant.gov.uk/localplan. Being a substantial and complex document, the council has produced the ‘Where next’ series of booklets, which provide a simplified summary of the following key areas of the draft Local Plan:

- Housing
- Commerce and Town Centres
- Infrastructure
- The Environment

This volume is Where Next for Commerce & Town Centres and will summarise how the changing face of industry, commerce and shopping choices in the borough will be recognised in its future development.
To keep the borough’s economy moving forward, the council is committed to proactively driving and supporting sustainable growth in the borough.

The draft Local Plan proposes a renewed focus on the regeneration of brownfield land, including the town centres as the most sustainable locations for new housing in the borough. This will include active involvement by the council to achieve the delivery of these sites, including the use of compulsory purchase powers where necessary.

Hayling Island seafront is also in need of regeneration. The council will use its own landholdings and work with other landowners to fund and enable investment in the public realm, and leisure and visitor attractions.

The council will also continue to work with Portsmouth City Council, the landowner of Dunsbury Park, to bring forward the development already planned, which will deliver substantial new employment floorspace alongside other supporting uses, including a hotel.

There is also a need to maintain a sufficient and flexible supply of employment land within the borough’s established employment areas. This will help the borough’s long established manufacturing base, whilst delivering modern business and industrial accommodation fit for the 21st Century.
Facts and figures

Unemployment rates between April 2016-March 2017 rose to 4.3% - higher than the South East average (3.8%) but less than the UK average (4.7%).

In 2015, there were a total of 3,915 businesses registered in the borough. Of these, almost 90% employed 10 people or less.

Dunsbury Park has planning permission to develop 61,779 sq.m warehouse, manufacturing and office space which will provide about 3,500 new jobs.

There are 330,000 people of working age living within 10 miles of Dunsbury Park.

The FatFace distribution centre at Dunsbury Park will employ around 165 staff, of which 140 will work within the warehouse environment, together with approximately 25 office and support jobs.

Employment floorspace need: 82,780sqm

Other 25%
Intensification opportunities 3%
Solent Road North 7%
Dunsbury Park 65%
Dunsbury Park is already enjoying tremendous success as a business park of choice for many firms in the Solent area.

The site already has planning permission for a new business park, including substantial new employment development floorspace comprising some 61,779 square metres and other supporting uses including a hotel. The construction of the FatFace distribution centre was recently completed and contains 14,361 square metres of floorspace. The permission also includes an option to extend a further 3,676 square metres in the future. The council will continue to work successfully with Portsmouth City Council, the site’s landowner to market the site and bring forward the development already planned.

There is the opportunity to deliver more business and industrial accommodation, including on land to the north of Park Lane. The council will continue to work with Portsmouth City Council to explore the potential for additional employment development.

The infographic on the opposite page shows Dunsbury Park is able to provide a significant proportion of the borough’s employment needs. The remainder can be delivered at the Solent Road North site allocations and through the redevelopment and regeneration of the borough’s already established employment areas.
Allocated employment sites

Langstone Technology Park

Langstone Technology Park has also been identified as a key location for new industry and companies specialising in future technologies. The council is working with the landowner to produce a detailed masterplan which will be subject to consultation in late spring 2018.

Solent Road North

The site is located to the south of the existing headquarters for the Portsmouth Water Company in Havant. The site is allocated for the delivery of 5,440 square metres of office floorspace to accommodate the relocation of Portsmouth Water’s headquarters. Portsmouth Water’s current headquarters site would then be used for housing development.

Intensification opportunities

As well as allocating sites for new employment development, the draft Local Plan identifies a number of opportunities to intensify, and make the most efficient use of land within the borough’s established employment areas. The net loss of floorspace on such sites will only be acceptable where there is no overall loss of jobs.
Town centres

The rise of supermarkets, retail parks and online shopping means there is a reducing need for shops in our town centres. Instead, town centres should become a place to meet and socialise. This will involve more cafés, coffee shops and restaurants to replace shop units. It could also involve leisure development, community uses and other professional services such as nurseries, gyms and dentists.

The draft Local Plan sets out a bold new vision for the borough’s town centres. The main focus of the centres will continue to be for shopping. However, there is less need for retail floorspace than there was in the past which will free up brownfield land in our town centres.

In the UK since 2004, there has been a net reduction of 987 shops across 500 town centres.

About 40% of consumers in the UK continue to shop in-store at least once a week.

More than a third of consumers now use mobile phones and laptops on a weekly basis.

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More than 40% of retail units were vacant in Wellington Way at Waterlooville in April 2017.

The number of food and drink uses in Havant town centre decreased from 35 to 29 units between 2005 and 2015, with nearly half of these uses clustered at the top end of North Street and in Market Parade.

Since 2005, eight units at the eastern end of East Street previously used as shops or offices have been converted into residential use.

Havant and Waterlooville town centres and Leigh Park district centre will therefore be regenerated with significant new housing development, alongside supporting leisure uses such as cafés, restaurants and bars to encourage activity throughout the day and into the evening. A key priority for Havant and Waterlooville town centres in particular will be to encourage movement throughout the town centres by foot and by cycle.

The following pages set out how these areas will undergo significant change and regeneration in coming years.
# Plans for Waterlooville town centre

A masterplan will lead the regeneration of the town centre to deliver 600 new homes, with supporting food and drink uses, improvements to the public realm and a new public transport interchange.

## 1. St Georges Walk

St Georges Walk is an important link through to the London Road Precinct and Dukes Walk. Proposals that improve the public spaces and encourage movement through these areas will be encouraged.

## 2. Dukes Walk

Dukes Walk is a modern shopping precinct anchored around a Waitrose supermarket, surrounding a busy car park. It will be protected and enhanced as a shopping destination for large scale retail uses.

## 3. Wellington Retail Park

Wellington Retail Park is a successful modern retail park. It will be protected and enhanced as a shopping destination for large scale retail uses.

## 4. Wellington Way and North-East London Road

Recognising the need to contract the retail provision, shopping uses are no longer needed in this location. The regeneration of this area could contribute to the delivery of 600 homes across the town centre. The area could also accommodate a new transport interchange including improved bus facilities, a car club and improved parking facilities.

## 5. London Road Precinct

London Road is a pedestrianised traditional high street with independent shops and cafés, and a popular weekly market. Café, bar and restaurant uses, and further street events will be promoted to encourage activity throughout the day.

## 6. Asda / Waterlooville Community Centre

The focus will be to improve pedestrian connections with the community facilities, the town centre and the Berewood development. Proposals for a wider mix of uses including housing will be supported should the site come forward for development.
# Plans for Havant town centre

A masterplan will provide the framework for town centre regeneration to provide 450 new homes, alongside a mixture of uses including new leisure and healthcare provision to encourage activity throughout the day and into the evening.

<table>
<thead>
<tr>
<th>Retail Hub</th>
<th>Historic Core</th>
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<tbody>
<tr>
<td>The Solent and Central Retail Parks are located off the M27/A27 to the west of the town centre. The successful retail parks will be protected as a shopping destination. Proposals that add to the shopping offer in the retail parks will be supported.</td>
<td>Many of the retail units no longer meet today’s retailer requirements. As a result, a number of prominent units have remained vacant for some time. Gym, leisure and healthcare uses, alongside new housing will encourage activity throughout the day and evening.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Market Parade</th>
<th>The Civic Campus</th>
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<tbody>
<tr>
<td>The flatted development and surrounding environment is dated and unwelcoming which impacts on the attractiveness of the town centre. New residential development will be central to the regeneration of this area, along with shops, cafés, restaurants and bars to create a vibrant environment and improve the evening economy in this part of the town centre. A masterplan will be critical to achieving the changes that are needed in this area.</td>
<td>The majority of land and buildings within the Civic Campus are in public ownership. As public service organisations review their operational arrangements, including the co-location of services, a number of buildings will become surplus to requirements in coming years. This will free up brownfield land and enable 300 new homes to be delivered close to Havant railway station. Continuity of public services throughout building work will be vital.</td>
</tr>
</tbody>
</table>
Greywell Shopping Precinct

Greywell Shopping Precinct is a late 1960s pedestrianised precinct. Development that will attract new users and help to sustain shopping in this area will be supported.

Dunsbury Way community buildings

This is a group of community buildings adjacent to Dunsbury Way and Bishopstoke Road, including the community centre.

These community services will be re-provided in a central, modern facility where a more efficient use of space can be made. This will free up significant brownfield land for new housing.

Continuity of community services throughout building work will be essential.

Somborne Drive

The area includes a number of uses including a Lidl supermarket, Portsmouth Housing Office, and a new artificial football pitch.

Proposals that promote activity throughout the day and evening in this area, and help to enhance the centre will be supported.

Park Parade

Park Parade is the original 1950s shopping parade which has high vacancy rates, but houses a gym and a number of takeaways.

Proposals to improve the appearance of the back of the Park Parade units/buildings and improve the viability and vitality of the centre will be encouraged.
Legend

- Town Centre boundary
- Somborne Drive
- Dunsbury Way community buildings
- Greywell Shopping Precinct
- Park Parade
As a traditional seaside resort, Hayling Island’s economy is largely dependent on summer visitors. To adapt to the needs and demands of 21st Century visitor economy, there is a need for significant investment and development of the seafront’s public spaces, leisure, attractions, and visitor accommodation. This will help to realise the potential of the island as the home of watersports and windsurfing.

The council is committed to the regeneration of Hayling Island seafront to grow and sustain a thriving local economy, whilst maintaining its character including its natural and quieter areas which add to its appeal for visitors.

The council will be a major player in the regeneration project, owning a large amount of land along the seafront.

This will involve the phased development of the seafront, including new housing to enable and fund each stage of the project, alongside investment in the public realm and visitor facilities, particularly at West Beach.

Pending the results of transport studies informing the draft plan, there remains some uncertainty as to whether sites on Hayling Island are suitable for development at this particular point in time. Strategic transport issues will be considered further in the Pre-Submission Local Plan.
Hayling Island is the birthplace of windsurfing - Peter Chilvers invented the first sailboard in 1958 on Hayling Island.

The 2016 National Watersports Festival is estimated to have attracted 365 participants and around 10,000 spectators, equivalent to an economic impact of £282,309.

In England, the number of tourist day visits for outdoor activities rose by 11% between 2011 and 2014.

Between 2012 and 2014, there was an average of 3.2 million leisure day visits to the borough, estimated to have generated an average of £66.4 million in expenditure.
Plans for Hayling Island seafront

The regeneration of the seafront provides an opportunity to build on its reputation as an excellent place to visit, particularly for watersports. New housing will be essential to gain the development value.

Phase 1: Creek Road
The area is largely housing, with areas of public car parking, open space and a community facility.

The regeneration of the area with high quality new homes will fund and reprovide the community centre, including an emergency equipment store and public toilets.

Phase 2: Eastoke Corner
Leisure and retail uses in this area, including a play area, performance space and recreational facilities mean it is popular with tourists.

The redevelopment of the public spaces and the roads in this location, will free up land for housing which will fund and enable improvements to the public realm.

Phase 3: Beachlands
The funfair, leisure and retail uses are outdated. Significant improvements are needed to provide a striking arrival point for seafront visitors. New housing will be essential to fund and enable significant investment and development of new leisure provision fit for the 21st Century. Development of this area will be informed by a comprehensive masterplan.

Phase 4: West Beach
This natural area is popular with day visitors who use this area for windsurfing, paddle boarding, kitesurfing, kayaking and swimming activities.

A watersports centre including public toilets, changing facilities and showers will greatly improve the facilities for water users, and help to make the area more attractive for tourists and residents alike.
The draft Local Plan is the key document for this consultation. However, the following publications can provide further background knowledge. Please be aware that these documents may be complex in their terminology or use of data.

The National Planning Policy Framework
[www.havant.gov.uk/NPPF](http://www.havant.gov.uk/NPPF)

Local Plan Housing Statement: [www.havant.gov.uk/housing-statement](http://www.havant.gov.uk/housing-statement)

Key documents supporting the draft Local Plan such as:

- Draft Infrastructure Delivery Plan
- Employment Land Review
- Havant and Waterlooville Town Centres Study


Leigh Park Regeneration Project 2017
[www.havant.gov.uk/leighpark](http://www.havant.gov.uk/leighpark)

Dunsbury Park
[www.dunsburypark.co.uk](http://www.dunsburypark.co.uk)
How can I provide feedback?

The draft Local Plan is available at www.havant.gov.uk. Copies of the plan are also available in the borough’s libraries and at the Public Service Plaza.

The council is also holding a series of exhibitions across the borough during the consultation period where you can discuss the proposals with council officers. Full details of the dates, times and venues are on the council’s website.

All feedback pertaining to the Local Plan is welcome. The consultation period lasts from the 8th January 2018 to the 16th February 2018.

The easiest way to respond to the consultation is by completing the form which is available at www.havant.gov.uk/localplan.

Alternatively you can email your comments to policy.design@havant.gov.uk or write to us at Local Plan Consultation, Planning Services, Havant Borough Council, Civic Centre Way, Havant, PO9 2AX.