

Wellington Way, Waterlooville GEN/17/00393



1. Wellington Way is at the heart of Waterlooville town centre and forms part of the main shopping precinct for the town and is part of the Waterlooville Town Centre Urban Design Framework Area. The site comprises the 1970s two storey precinct accessed from Hambledon Road at the western end and the pedestrian area of Wellington Way from the east. St George's Church is immediately to the north. The site is approximately 0.5 acres (0.2 hectares).
2. The Havant and Waterlooville Retail and Town Centre Study 2016 describes Wellington way as "poorly performing overall with a large proportion of the units vacant (30% as of October 2015)". The report recommends "targeted regeneration initiatives within the town centre" and that "a more attractive and successful town centre would also be able to effectively capitalise on future opportunities for increased trade from existing residents as well as from new residents"
3. The proposals look to provide high quality residential accommodation for people looking to rent rather than buy a property known as purpose built 'Build to Rent'. The proposed development provides the following:
 - Retail space of 160 sqm;
 - 130 build to rent apartments made up of 100 studios and 30 1 bed apartments;
 - Ancillary areas for the build to rent including reception, lounge, gym and café.
4. The Government welcomes Build to Rent as a desirable and enduring feature of the housing market and this is supported by the Housing White Paper 2017. The Government is currently consulting on planning measures intended to support Build to Rent through the planning system and make the benefits of Build to Rent more widespread. The main benefits of Build to Rent as set out in the Communities and Local Government consultation paper (2017) are:
 - **Boosting supply** – includes that Build to Rent developers will tend to favour town-centre sites that are less attractive for housebuilders and, where permitted, will be aiming for higher housing density than housebuilders, because they are usually aiming at a younger client base than traditional housebuilders;

- **Quality and Choice** - Build to Rent schemes are built and professionally managed on a scale that typically allows a higher level of services (e.g. on-site concierge) and amenities (e.g. communal space) to be offered to their customers;
- **Economic Growth** - By speeding up development on sites that might not otherwise come forward, Build to Rent schemes can contribute to town centre regeneration; and
- **Investment Appetite** - Once completed, Build to Rent schemes provide a relatively low-risk and predictable income stream, which is well suited to the needs of investors such as pension funds seeking to match their inflation-linked pension liabilities.

5. The site is owned by Westbrook properties and the scheme architect is Ayre Chamberlain Gaunt.

Attendees will include the landowner, the architect and the planning consultant. All contact details are shown below.

Landowner:

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Wellington Way, Waterloooville





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T. Caspary
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NOTES:
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**AYRE
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REV	DATE	NOTES

DRAWN BY T.C.	PROJECT Waterloo Way Waterlooville
CHECKED BY CW	DRAWING TITLE Site Plan Ground Floor
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	REV A

