

HAT meeting 17th June 2010

West of Waterlooville Major Development Area – Update and Integration briefing

Purpose of report

Following recent HAT meetings where the West of Waterlooville Major Development Area (MDA) has been discussed, this report provides an update on house building within the site and gives an overview of the current situation with respect to integration between the site and the surrounding urban area. A review of previous integration studies is provided, together with a proposed approach to achieving high-quality integration between the MDA and the town centre.

Background and update on house building

Planning permission was granted in 2007 for a development of 2,000 dwellings on land to the west of Waterlooville. The allocation was split between two developers, with 450 dwellings on Wimpey-owned land to the north, and 1,550 dwellings on Grainger land to the south. The proposals include a primary school and employment uses.

The Wimpey site is now being developed with approximately 41 properties sold dwellings and 17 now occupied. Grainger are re-applying for planning permission to incorporate an additional 1,000 dwellings in their application. Their proposed development would then total 2,550 dwellings including a further primary school. This application is expected in the Summer of this year.

When complete, the total West of Waterlooville development will comprise 3,000 dwellings, two primary schools and 30 hectares of employment uses which will form the western edge of Waterlooville town centre.

A site master plan is included at Figure 1 which shows the Wimpey owned land to the north which is under construction, the Grainger owned land in the south and to the far west the area of land for which Grainger are re-applying for planning permission to incorporate an additional 1,000 dwellings in their proposals, this land is to the west of the large green wedge through the centre of the site.

Figure 1 The west of Waterlooville MDA Master Plan



Integration

The MDA site has a lengthy eastern boundary which runs from Sunnymead Drive in the north down to Ladybridge Road in Purbrook to the south. Although the site boundary does not abut the highway along its entire length, large parts of the site boundary do abut Hambledon Road, Maurepas Way and London Road.

The planning permission granted in 2007 secured a package of highway improvements that include two new signal controlled crossings of Hambledon Road, a new signal controlled crossing of Maurepas Way and two new signal controlled crossings of London Road. The proposed crossings are in addition

to numerous controlled and uncontrolled crossings that currently exist along these roads. It is therefore considered that an acceptable level of integration between the permitted MDA site and the adjacent urban areas has already been achieved under the 2007 planning permission.

Notwithstanding the satisfactory level of integration already achieved it is accepted that a key area point of integration between the MDA and Waterlooville will be at Maurepas Way near the main vehicular access to the MDA site.

Maurepas Way

Maurepas Way is a busy 40mph speed limit dual carriageway which limits accessibility to the town centre from the west. The size and function of this road, together with the roundabout junctions to the north and south, limit opportunities to gain access to the rest of the town centre, particularly by foot or bicycle. A staggered crossing-point does provide a controlled crossing, but this is located close to the southern end of Maurepas Way and would not be on the main desire line between the MDA and town centre.

ASDA site

On the eastern side of Maurepas Way, an ASDA supermarket store and large surface car park with access slip roads directly on and off Maurepas Way creates a further barrier to walking and cycling between the MDA and town centre. This site, together with Maurepas Way, represent the greatest challenge to achieving high quality linkages between the MDA and town centre in this location. The level difference across the site also presents a further barrier to accessibility. Figure 2 is an aerial photograph of this area with some key features being annotated.

Figure 2 Aerial photograph of the Maurepas Way / ASDA store area



Maurepas Way Integration – review of options

Options for achieving enhanced integration between the MDA and Waterlooville town centre have been explored for several years. A number of studies have been carried out and these are summarised below.

Maurepas Way (South) Accessibility Report (Mayer Brown, 2003)

This report was requested by Hampshire County Council, Winchester City Council and Havant Borough Council. It considered four potential options for improving accessibility from the MDA to the town centre. These were:

- 1) Upgrade existing Pelican Crossing on Maurepas Way to a Toucan Crossing (est. cost: £100,000 – 2003 prices)
- 2) Reduce Maurepas Way to single carriageway for part of its length, with an additional Toucan Crossing just north of the ASDA access (est. cost £240,000)
- 3) Provide relief road through MDA to allow at least part-pedestrianisation of Maurepas Way; full pedestrianisation if ASDA is relocated to the western side of Maurepas Way. (est. cost: £1.6m)
- 4) Relocate ASDA to the west of Maurepas Way, and deck over Maurepas Way with commercial development (est. cost: £2.9m)

Waterlooville Town Centre: Maurepas Way Integration (Atkins, 2004)

This report considered in more detail the feasibility and preference for a decked crossing across Maurepas Way to the north of the ASDA access. A workshop was held with HCC, WCC and HBC officers to inform the report. The report considered three options:

- 1) Maurepas Way to pass under new crossing in cutting. Cutting would lower the road by up to 6.7 metres. The crossing would be at-level, and 25 metres wide (est. cost £3.5 - £5.1m)
- 2) Similar to option 1, but with a shallower cutting, and an arch crossing (est. cost: £3.5 - £5.2m)
- 3) Raised pedestrian crossing/bridge, 4.5 metres above Maurepas Way. Ideally would tie in with relocated ASDA on the western side of Maurepas Way (est. cost: £2.5m - £3.6m)

Option 3 was identified as the preferred option as it would integrate well and not have such an urbanisation effect as the two underpass options.

Waterlooville Town Centre Urban Design Framework (David Lock Associates, 2004)

The Havant Borough Council Waterlooville Town Centre Urban Design Framework identified a number of sites with potential for mixed-use re-development in the town centre. The report identified the current ASDA site and Maurepas Way as a potential area for redevelopment and proposed that ASDA should relocate to the west of Maurepas Way, within the MDA environs. Figure 3 illustrates these proposals with a new diagonal street proposed through the existing ASDA site from Maurepas Way to the centre of Waterlooville. Maurepas Way would be pedestrianised or traffic limited.

Figure 3 The Waterlooville Town Centre Urban Design Framework proposals.



Waterlooville: Integration of Major Development Area and Town Centre
(Roger Evans, 2009)

The most recent study into improving connections between the MDA and town centre identifies the ‘humanising’ of Maurepas Way as a principal objective in achieving greater connectivity. The report, funded by Havant Borough Council and Grainger, suggests an approach where traffic speeds are reduced, the pedestrian environment is improved and active frontages are encouraged onto Maurepas Way.

The report suggests a ‘Manual for Streets’ approach to Maurepas Way, with carriageway space apportioned to provide single carriageway running in both directions, with space for on-street parking either side and a central overrun area. The report also proposes two working options for the ASDA site, with the store either remaining in its existing position, or relocating to the north of the site where the main surface car park is currently located. Figure 4 illustrates this scheme.

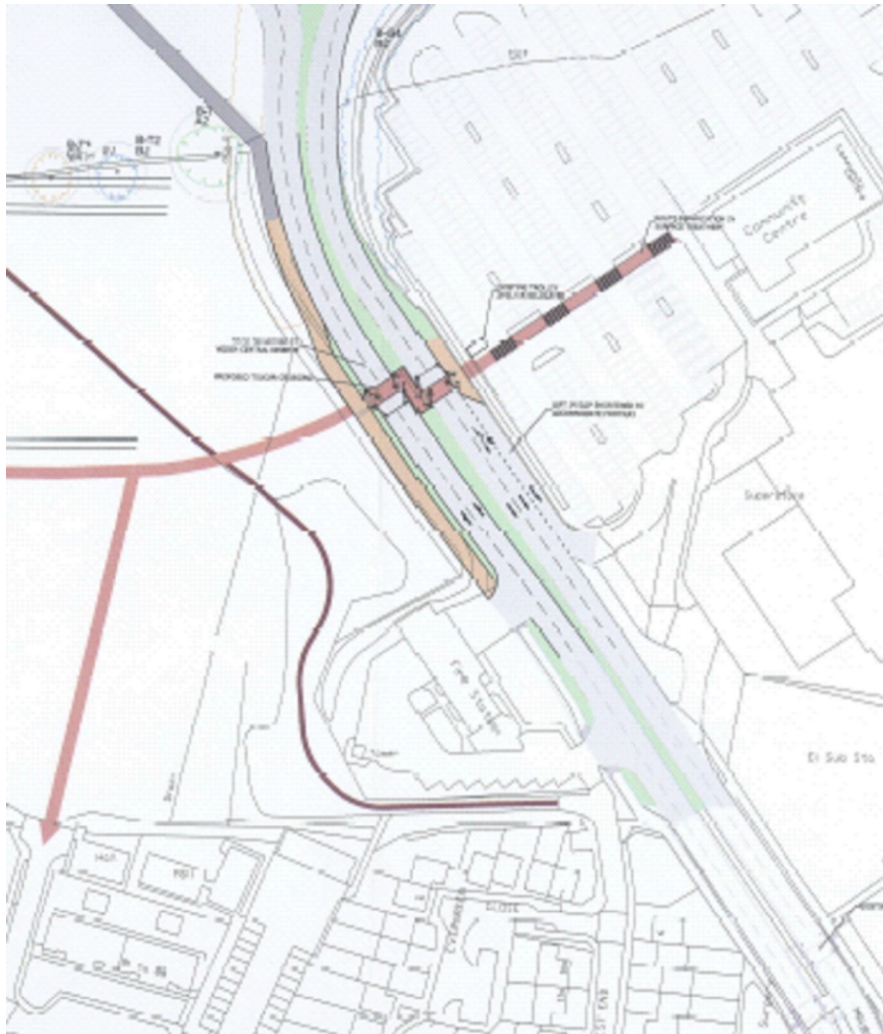
Figure 4 The Roger Evans proposals



Section 106 agreement for existing MDA application (2007)

A Section 106 agreement was signed with Grainger for the development of 1,550 dwellings on land west of Waterloo. A specific agreement was reached for the developer to provide a series of crossings and linkages between the MDA and local services. In the vicinity of Maurepas Way, the agreement requires the developer to construct a Toucan Crossing across Maurepas Way. Figure 5 shows the proposed crossing and its proximity to the existing Maurepas Way crossing and the existing ASDA store.

Figure 5 New Toucan crossing secured in the existing Section 106 Agreement



Summary of options

1. Provision of Toucan Crossing on Maurepas Way

This is deliverable, and has been agreed as part of the 2007 planning permission. However, whilst the MDA will provide a good quality walking/cycling route to the crossing, providing a route from the crossing through the ASDA site and in to the town centre will require careful planning and agreement from ASDA. Initial indications are that ASDA would be willing to accommodate a walking route through their car park.

Whilst a controlled crossing and walking route would provide a connection between the MDA and town centre, this should be regarded as the 'do minimum' scenario. Maurepas Way will still be a considerable visual barrier and the crossing will enable rather than encourage connectivity.

2. Reducing Maurepas Way to single carriageway

Two options have been put forward to achieve this. One involves reducing the entire length of Maurepas Way (south) from the junction with London Road to the south, to the junction with Hambledon Road to the north. The other option is to retain dual carriageway on approach to both these junctions on Maurepas Way, and reduce the central section to single carriageway.

Officers have required the transport assessment that will accompany the future planning application for the additional 1000 dwellings on the Grainger land to include traffic modelling to determine the feasibility of either of these options. The 2003 Mayer Brown study did assess the implications of reducing Maurepas Way to single carriageway working, and concluded that based on traffic flows at the time, Maurepas Way could operate as a single carriageway.

3. Decking across Maurepas Way

The options for providing a cutting on Maurepas Way and decking over with what would in effect be a commercial 'traffic free' street should be discounted as financially unachievable (certainly for the County Council to consider promoting), and undesirable in terms of the additional accessibility/environmental impact it would have.

The option for a standard footbridge crossing should also be discounted. This option is less favourable than an at-grade crossing as it is considerably more expensive and less attractive to use for pedestrians.

4. Wider urban design/redevelopment

The future relocation of the ASDA store potentially unlocks a number of wider urban design and public realm improvements that would improve accessibility, as identified in the Urban Design Framework and Roger Evans report. This could not only incorporate narrowing of Maurepas Way, but also allow a much more attractive route into the town centre. The proposals that have been considered effectively open up the western edge of the town centre and make it much more accessible from the MDA.

Closely associated with this is the parcel of land adjacent to the western edge of Maurepas Way to the north of the Fire Station. Development of this site (known as the Blue Star site) would enable public realm measures to be extended to the western side of Maurepas Way into the MDA, and provide a more comprehensive package of measures to improve the public realm and accessibility.

Way forward and recommendations

A number of options have been identified to improve integration between the MDA and the town centre. Some measures require the County Council to lead on, such as a Toucan Crossing on Maurepas Way, or narrowing it to single carriageway. Other options require partnership working with district authorities and private commercial stakeholders in order to progress the wider urban redevelopment and public realm goals to achieve enhanced integration.

A twin-track approach to delivering the accessibility solutions identified is recommended. This requires identification of options that are deliverable in the short-term, i.e. prior to completion of the MDA, alongside a process of partnership working to achieve the wider improvements that would help secure high-quality linkages between the MDA and the town centre over the longer term.

Short-term delivery (Maurepas Way options)

1. Toucan Crossing

Hampshire County Council, through its negotiations with the MDA developer, to take forward proposals for a Toucan Crossing across a dual carriageway Maurepas Way (existing situation). To be funded from developer contributions.

2. Narrowing Maurepas Way

Further investigations into the traffic capacity of reducing Maurepas Way from dual carriageway to single carriageway are being carried out by the MDA developer and it has been agreed that officers report back with the conclusions from this work to the Executive Member and if desired to the HAT. Any scheme coming forward will require funding from developer contributions.

Longer-term delivery (Urban redevelopment and Public Realm improvements)

Hampshire County Council has previously signed up to the objectives contained within the Waterlooville Town Centre Urban Design Framework, and it is recommended that these objectives are pursued through ongoing officer meetings and member forums between the County and District Councils. This includes discussions with interested parties such as ASDA and Grainger who are the landowner of the Blue Star parcel of land as well as the MDA land. Progress on this will be reported to the HAT if desired.