



# Consultation Report Phase 3 Master Plan Concepts

Summary

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Produced by Groundwork Solent



On behalf of SEEDA



## Introduction

The third phase of this consultation process links directly to the findings of Phases 1 and 2, helping to inform the development of five master plan concepts that are its focus. The five plans show how a range of different land uses such as employment, mixed-use, education, open space and housing could feature within the development of Daedalus. The concepts were not developed to establish an outright winner, but as an opportunity for the team to test various development layouts, allowing people to comment on the pros and cons of each.

All three key audiences identified in the Daedalus Consultation Strategy Document - Community, Businesses and Strategic Stakeholders - were involved in this phase of the consultation.

## Methodology

After the completion of the five concept plans, the project team were keen to gather feedback from the local community, businesses and strategic stakeholders. The five concepts enabled people to visualise for the first time potential development opportunities and layouts for the site.

## Exhibition

A public exhibition displaying the concepts was organised for the 7th and 8th December at the Methodist Church Hall in Lee-on-Solent. Comment forms were available to feedback peoples impression of the concepts, with the project team available to answer questions and discuss the plans. Questionnaires were also available to capture people's views on particular issues regarding the development. There was also a 3D computer model of the site allowing people to view the land involved in the development, exploring buildings presently located on site and their relation to each other. The exhibition was well attended, with 819 people visiting over the two days.

For those members of the public unable to attend the exhibition, or for those wanting more time to consider the plans, the concepts were available to view on the Daedalus website. For those without access to the internet, display panels of the master plans were available to view at local libraries from December to the end of January. People were able to email, post, or use the freephone to provide their comments to the project team.

## 3D Computer Modelling System

Following the success of the interactive mapping system used in Phase 2, a 3D computer model of the site was developed. This was useful to help people translate the 2D map of the site into a 3D reality allowing people to understand the current geography and environment of the site. The map enabled people to navigate throughout the entire site.



*3D Model of Daedalus site*

## Conclusions

These conclusions are drawn from the comments forms and questionnaires completed at or following the public exhibition on 6th and 7th December 2007 and from discussions and further feedback from community groups and other stakeholders. They are a consensus and highlight the most common views expressed. As such they do not fully reflect or represent all the individual comments which may have been made.

**Concept A:** Respondents approved of the access routes in this concept and the focus on employment use. The comment forms showed that there was a positive response to the new access roads in this concept, with good support for the density of the employment area, its location and ease of access. In balance to this view people were concerned about the potential traffic implications, generated by employment use, on the surrounding area. There was some concern about the overall extent of development in this concept. In the questionnaire this was the most popular concept for employment, with comments supporting the location, access and size of the employment area. This was also the most popular concept for access and movement around the site. Concept A was considered the least popular for provision of housing, and green space and environment.

**Concept B:** Respondents approved of the potential employment opportunities for aviation and marine based industries. The comment forms showed there was strong support for aviation businesses in this concept with notable support for the potential of marine based businesses due to the location of employment and its potential link to the slipway. There were concerns about the overall scale of development for employment and potential increase in traffic. The questionnaire showed this concept was as popular as concept A with regard to employment opportunities on site. Many people commented positively on the similarity to present employment opportunities on site, as well as support for aviation businesses and potential for marine based ones. With regard to mixed use development concept B was the least popular.

**Concept C:** Respondents approved of the potential aviation business park and the use of the waterfront for mixed use development. In the comment forms there was broad support for employment opportunities and aviation business. Many were supportive of the mixed use development adjacent to the seafront. There was significant support for education and the potential benefits for wider economy of Lee on Solent. In contrast to this some people considered that the proposed location would be problematic. Many people commented favourably on the extent of green open space. In the questionnaire concept C was the most popular choice for location of an aviation business park, with the potential link to other employment opportunities. For mixed use development concept C and D shared the popular vote with concept E due to the location of this development on the waterfront.

**Concept D:** Respondents approved of the large open spaces and the use of the waterfront for mixed use development. In the comment forms there was strong support for mixed use development on the waterfront, and low levels of housing. There was a mixed response to the issue of education, and the greater area available to open space. Many people disliked the location and limited potential for employment, and the lack of specific aviation businesses park. In the questionnaire concept D was the least popular choice for employment opportunities, access and movement, and location of an education facility. As noted above it was well supported for its use of mixed use development on the waterfront. It was voted the best concept for green space and environment, and was also popular for the minimal amount of housing development.

**Concept E:** A mixed response for the development of a marina with strong support in favour, but also a significant number concerned with this proposal. The marina in this concept provoked the greatest response in the comment forms. Many people are keen to see a marina developed with potential to increase the economic sustainability of Lee on Solent, as well as improve the general atmosphere and vitality of the area. There was also a significant response against a proposed marina with many people concerned about the environmental impact it would have, and the loss of beach front in the area. In the questionnaire this concept was the second most popular choice for employment with people citing the integration of businesses with the marina and the general balance of employment opportunities. It was the most popular choice for education facility location due to its position away from Lee and perceived better access to Gosport and Fareham. It was also the most popular choice for mixed development use due to the location and connection with the marina.

**Summary:** The consultation on the 5 masterplan options indicates support for employment use some of which should have an aviation and marine focus, mixed use near the waterfront and open space in the northern most part of the site.

There is recognition and an acceptance that some element of housing and residential use may help enhance the sense of place and make use of some existing buildings but a majority of respondents do not want to see widescale residential development. It should be of an appropriate scale and density and only in specific locations on the site where it is required to support other forms of development. The main concern continues to be the apparent lack of investment and improvement in transport infrastructure in the surrounding areas to support the development and the negative impact of increased traffic particularly affecting routes to the M27

**Next Steps:** The Project Team will use their research work and the results of the first three phases of consultation with the community, businesses and strategic stakeholders to create a core master plan. The core plan will also be informed by the local authorities' planning policies for the site. There will be further opportunities to consider the core masterplan during the summer and through the local authority planning process during Autumn 2008 and beyond. In the meantime there will be opportunities for the community to contribute to more detailed elements of the scheme including an exciting history and heritage archive of the site and any proposed community and leisure facilities.



*Images from the Daedalus Exhibition*