

Development Management  
Southampton City Council  
Ground Floor  
Civic Centre  
Southampton  
SO14 7LS

18 Ethelburt Avenue  
Swaythling  
Southampton  
SO16 3DD  
Tel 023 8062 8665 (day)  
023 8055 8245 (eve)  
dan.hopgood@virgin.net

9<sup>th</sup> March 2011

Dear Sir,

**Planning Application Number 11/00204/FUL  
Area Housing Office, Youth Centre and Car Park Site, Parkville Road, Swaythling,  
Southampton  
Consultation**

I object to the above planning application on the grounds that the Public Consultation undertaken for the above Application has been inadequate and inappropriate for such a development.

**Notice and Location of Exhibition**

A public exhibition of the proposal took place on 8<sup>th</sup> December 2010 at Jury's Inn. As I had commented on previous applications I was sent written notification of this exhibition. Notification of this exhibition was not widely known however and many of my neighbours were unaware of it, despite living less than 300m from the site. I consider for adequate consultation, all residents within 300m of the site should have been letter dropped to make them aware of the exhibition.

I only received the notification of the exhibition two days in advance and I had to change my plans to attend. More notice should have been provided.

The date chosen for the exhibition was on the run-up to Christmas and many people would not have been able to attend due to other commitments. The timing of the exhibition should have been chosen to avoid this problem.

The venue chosen for the meeting was unsuitable, since it was too far - over 3 miles -

from the site for local people to have reasonable access to the exhibition. A closer venue should have been chosen.

The timing of the meeting – late afternoon and early evening – meant that most people affected would have to travel into the centre of Southampton at the evening peak. The timing should have made it easy to attend.

The above issues are evidenced as issues by the very low turnout for the exhibition – only 14 people. I consider that this number is insufficient for the opinions expressed to have any validity as a general representation for those affected by the development.

The Minutes of the meeting held between SCC and the developer on 4<sup>th</sup> November 2010, which record on page 2 : *“It was advised by the LA that public consultation was handled badly during the previous application. As the change of use could raise concern for locals a robust public consultation should take place”*. Southampton University was suggested as the venue for the exhibition, but this was not adopted. This supports the view that the consultation did not allow convenient access to the exhibition for comments.

## **Exhibition**

The exhibition panels contained statements which differ from the submitted planning application as follows:

- 1 The exhibition stated a 14 storey development was proposed – the submitted application is fifteen storeys
- 2 Student accommodation in the application (Transport Assessment) is for 384 student equivalents\*, not 350 as stated in the exhibition.
- \* Student flats pro rated based on assumed occupancy
- 3 The application states 24 car parking spaces in total – the exhibition stated 25 plus a car club space.
- 4 There is no mention of a car parking club in the planning application.
- 5 Site history. Planning permission was granted for an earlier development in 2008, not 2009 as stated.

The report on exhibition states the site area is 0.45 acres. The planning application states the site areas is 0.36 Ha, which is 0.89 acres.

The opportunity to send back a feedback card was provided only to those addresses that were letter dropped – which totalled 230 properties. This is a very low number

given the likely impact of the development on the surrounding area.

The invitation to the exhibition was not issued to the Herbert Collins Estates Resident's Association, despite the closest point of the Ethelburt Avenue Conservation being only 220m from the site.

The notification of the exhibition in the Southern Echo was made on 6<sup>th</sup> December 2010, only two days before the exhibition. This was too late to allow people to attend.

Posters advertising the event in local businesses were only erected the day before the exhibition – much too late to be of use.

### **Report on Exhibition**

My comments on the analysis by Bouyges in the report on exhibition:

#### **Siting of the tower in the local area**

*"The principle of a tower on this site has already been established, with planning consent granted for a 14 storey residential tower previously. This proposal aims to deliver a similar scale building in line with Southampton City Council's tall buildings policy."*

The scale and massing of the development have been increased considerably from earlier developments – in particular the height of the wings. This will considerably increase the impact on the surrounding area and reduce the visual impact of the "Gateway" feature desired by SCC.

My comments on parking are contained in a separate letter of objection.

In conclusion, I believe the exhibition to have been far from the "robust" public consultation requested by SCC Planning as part of the planning submission and as such further consultation should be undertaken to properly inform those affected of the proposals, in order to them to be able to properly assess and comment on them.

Yours faithfully,

**D.W.J Hopgood**