

New Alresford Design Statement



April 2008

CONTENTS

Section 1	Introduction	3
1.1	What is a Design Statement	3
1.2	Summary of aims and objectives	3
Section 2	Historical Background	6
2.1	The Church	6
2.2	Economic and Social Background	6
2.3	Town Trustees	7
2.4	Summary	8
Section 3	Open Space and the Environment	9
3.1	Landscape	9
3.2	Land Use	10
3.3	Open Space	10
3.4	Environment	12
3.5	Guidelines	12
	L1 Views	12
	L2 Footpaths	12
	L3 Land alongside watercourses	12
	L4 Tree Management	13
	L5 Lorries	13
	L6 Air Quality	13
Section 4	The Conservation Area	14
4.1	The Built Environment	14
4.2	Building Guidelines & Design Recommendations	17
4.3	Guidance	17
	C1 Positioning and Design of Properties and Extensions	17
	C2 Building Materials – Walls	17
	C3 Building Materials – Roofs, Gutters and Pipes	18
	C4 Dormer Windows	18
	C5 Building Materials – Windows	18
	C6 Building Materials – Doors	18
	C7 Building Materials - Porches and Porticos	18
	C8 Extensions	19
	C9 Garages – Materials and Positioning	19
	C10 Wooden Sheds and Garden Buildings	19
	C11 Green Energy	19
	C12 Fencing and Hedges	19
4.4	Other Guidance in more Detail	19
	G.1 General	19
	G.2 Affordable Homes	19
	G.3 Footpaths	19
	G.4 Parking	20
4.5	Character Areas	20
Section 5	Developments Outside the Conservation Area	23
5.1	Summary of Character Descriptions	23
5.2	Building Guidelines & Design Recommendations	25
	NC.1 Plots	25
	NC.2 Building Materials Walls and Extensions	26
	NC.3 Building Materials Roofs	26
	NC.4 Building Materials Dormer Windows	26
	NC.5 Building Materials Windows	26
	NC.6 Building Materials Doors	26
	NC.7 Building Materials Porches and Porticos	26
	NC.8 Building Materials Extensions	26
	NC.9 Building Materials Garages and Parking and positioning	27

	NC.10	Building Materials Wooden Sheds	27
	NC.11	Building Materials Green Energy	27
	NC.12	Building Materials Fencing and Hedges	27
5.3		Other General Guidance	27
	GN.1	Affordable Homes	27
	GN.2	Disabled Access	27
	GN.3	Footpaths	28
5.4		Character Areas	28
Appendix A Public Consultation			34
Appendix B Sustainability Appraisal			36

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Section 1 Introduction

1.1 What is a Town Design Statement?

The purpose of a Town Design Statement (TDS) is to influence the planning process so that changes and developments in the town contribute to the sustainability of the town and its environment; to reflect local characteristics and thereby contribute to its current status as a popular tourist venue, whilst also preserving the qualities of the community values in its surroundings.

Produced by the community, a TDS once having the official status of 'Supplementary Planning Document' gives detailed practical guidance on the broad outline within the local development framework. In Alresford's case, the research undertaken for the New Alresford Town Plan and Action Plan was followed by a two-year research and consultative process for this document. The documents relating to this research is held at New Alresford Town Council (NATC).

It aims to assist developers and planners when assessing planning proposals to ensure their plans are sustainable, are based on an understanding of the common threads linking past and present, the continuing maintenance of land and buildings, and contribute positively to its future.



Broad Street

Why a TDS for Alresford?



The Weir

Alresford is a small market town, voted the most attractive in the south of England (and second in the whole of England) in the 2005 Country Life Market Towns competition. It is famed throughout the country for its colourful Georgian architecture, open airy streets and quaint passageways and is set on the edge of the Alresford marshlands in the beautiful Upper Itchen Valley countryside nine miles east of Winchester.

The area has a long history of settlement going back to the Iron Age due to its sheltered position and clear shallow source of water. It is bordered by the Upper Itchen Valley, for which it part sources natural irrigation, and is recognized in the Winchester District Landscape Character Assessment as an area of natural beauty. The town's economic and social history is so important to its current character; this is covered separately in Section 2.

By setting sustainable guidelines for development within the town and its surroundings this design statement will help safeguard the New Alresford conservation area, as well as the settlement and industrial areas that have built up around it since Victorian times by setting sustainable guidelines for development within the town and its surroundings.

What area does it cover?

This design statement covers the New Alresford ward of Winchester and District constituency as shown in Maps 1.1 and 1.2.

The River Alre and its tributaries runs from the Old Alresford Pond along much of the northern town boundary sweeps south towards Tichborne and to the west where it feeds the River Itchen. To the west beyond the water meadows is the Upper Itchen Valley. To the south-east and east of Tichborne Down are wooded and farmed down lands and a golf course all crossed by footpaths. These are integral and essential parts of the local environment.

The town's surroundings help shape its character and ambience, and give a magnificent landscape for the community and visitors to enjoy.

Consultative Process

The consultative process for this document was from October 2004 until April 2007. Details of this and the statement of public involvement are described in Appendix A.

1.2 Summary of Aims and Objectives

The aim of the New Alresford Town Design Statement is to be a positive and continuing influence helping to shape the future sustainable development of the town.

Its objectives are to help ensure the town develops in a way that retains its essential characteristics and historical features by providing:

- Supplementary planning guidance to Winchester City Council within the context of the South East Plan, and the Winchester District Local Plan Review.
- A framework against which developers and individuals can assess the visual impact of their proposals, and how these will affect the town's sustainability and infrastructure.
- A document that complements the New Alresford Town Plan and Action Plan.

- Ensuring that new developments conserve the character of the town and of each character area and at the same time meet the community's needs for sustainable development that:
 - Helps meet the town's need for affordable homes. (i.e. integrating affordable homes within developments in accordance with the Local Plan policies).
 - Meets the towns housing and business needs in an integrated, environmentally friendly way.
 - Assist with planning a safe environment for the community, especially with regard to air quality, road transport and walkways.

Subjects people highlighted as important, not relevant to this document, will be taken forward in the Town Plan Health Check.

This is the community's perception of New Alresford, as it is in 2006 and its ideas on how it can be shaped in the years ahead in a way that will protect it for future generations, together with summary Character Descriptions and Guidance based on those perceptions, to encourage quality in design of new properties.

We would like to thank all those who have participated in the research for this document, in particular, those people who have participated in the workshops and the subsequent consultation process; Planning Aid South, Alresford Town Councilors, the Town Plan Steering Group, The Alresford Society, and all those who have worked with them.

We would also like to thank the Swan and The Community Centre for providing venues without charge during the six-week public display in 2005.



Community Centre

Definitions

This document refers to:

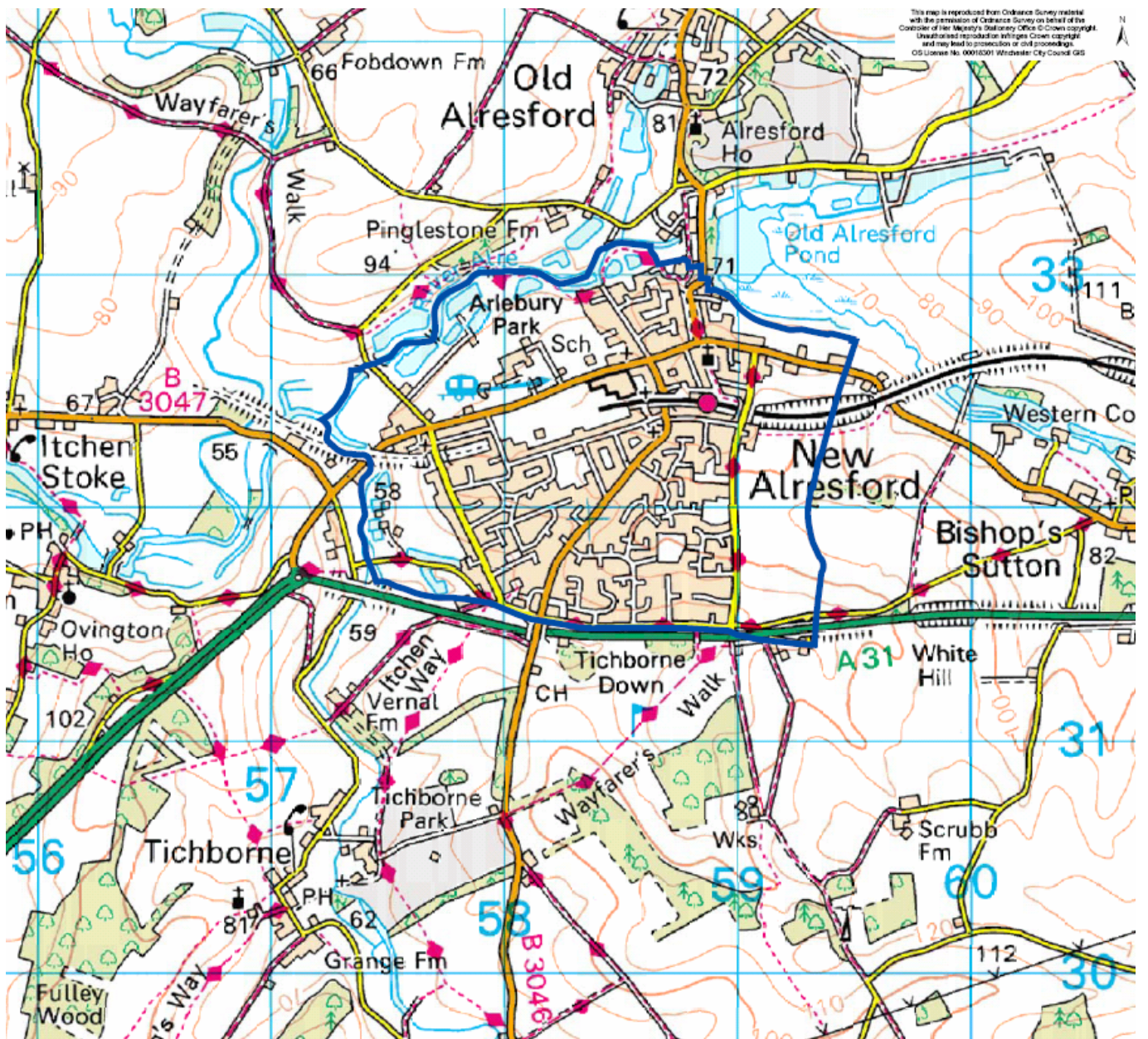
- The Conservation Area, the central core of the old town from the river Alre in the north and the railway boundary from Sun Lane to Jacklyns Lane in the south, and along the Avenue to Drove Lane.
- The Settlement Area is encompassed within the H3 boundary in the Winchester District Local Review. This is divided into five character areas:
 1. The Conservation Area.
 2. Jacklyns Lane area. (Lined by some properties surviving from the original Edwardian development and (further South) some mid-war and later houses.)
 3. West of Jacklyns Lane. (a leafy suburb full of Edwardian housing, some of which has been 'modernized' at various dates, with a wide variety of more modern housing as a result of infilling from the 1920s up to the present; includes a sub area of properties built as social housing from the 1940s onwards).
 4. East of Jacklyns Lane. (A variety of post 1950's developments/areas, bordered by some late nineteenth century properties).
 5. Areas used by industry.
- The Surrounding Environment is the area outside the H3 boundary, i.e. the River Alre and the Alresford Marsh (shaded blue) and agricultural and wooded land (shaded green) that surrounds New Alresford. (See Map 1.2)

Textual Format

The following format is adopted in the document:

- Planning guidance points, directly related and subordinate to the District Local Plan are highlighted. These sections form part of the Local Development Framework as Supplementary Planning Documents.

Map 1.1 New Alresford in the Winchester District



Section 2 Historical Background

The way New Alresford's Conservation Area has developed.

A Sense of Continuity

New Alresford was originally developed as a sustainable market town and its' economic history has determined the way it has developed. Each major period of development has left a visible mark on the townscape that people value and wish to protect.

2.1 The Church

The liberty of Alresford was granted by Cyneigils (King of Wessex) in the 7th century when baptised and the Parish boundaries agreed in those charters and later registered in the Domesday Book, have not changed.

The Church of St John the Baptist (New Alresford) was built on the high knoll south of the river Arle opposite St Mary's, Old Alresford. St. Johns has been rebuilt several times, most notably after the great fire of Alresford in 1689 and then in Victorian gothic style in the 1890's.



St John the Baptist Church

2.2 Economic and Social Background

A Pre 17th Century



12th Century De Lucy Bridge

In and around 1200 the Bishop of Winchester, who was the land-owner, sought to increase further the rents and capital wealth of his diocese by building a new market town. He provided standard plots for 40 burgesses to establish their homes and businesses. These burghage (or burgal) plots measured 11 by 110 yards, and the outlines of many of them are still extant. He built the Great Weir and a bridge across the marshland and ford, which also survive.

They conveyed a threefold benefit:

- Road improvements,
- A large fishpond,
- A good head of water to power the mills.

All these contributed to the towns success and the now well-placed market town with its' wool mills and the re-routed road from Winchester via Alresford crossing the weir and the De Lucy Bridge to Bighton, Farnham and London – and from Alresford to Basingstoke raised a large toll income for the diocese.

The road routes remain and one fulling mill dating from the 14th century can still be found along the riverside.

The town received grants of Privilege from King John in 1200 and 1202, and in 1294 became a Borough with two members of Parliament.

The broad market place ran north to south from the river Alre and is now known as Broad Street, with East and West Street forming a T-junction at the top which are still the commercial hub of the town.

The St Giles Faire in Winchester added New Alresford as a follow on venue in the 12th Century, and a fair still visits the town on the week closest to the 11th October. Permission was granted for a market three days a week for drovers when bringing sheep through the town.

By the fourteenth century New Alresford was one of the country's major wool markets and was still entered via Drove Lane and the toll road to the west, via Sun Lane from the east, and the De Lucy Bridge at the Soke from Basingstoke, Farnham and London.



Annual Faire

B The Fires of Alresford

The war torn 15th century, cramped conditions, hot summers and straw roofs caused many small fires in the core of the town and during the English Civil War parts of East Street and West Street were destroyed and re-built many years later.

In the seventeenth century there were very hot dry summers, resulting in serious fires. The worst was in 1689 when in three hours 117 houses, the church, and the Market House were burnt to the ground.

Only the Fulling Mill and a few 13th century houses survived near the 12th century Bridge at the bottom of Broad Street.

In the Survey responses people said looking up Broad Street towards the Church of St John was their favourite view, and their second favourite view was looking down towards the 13th century houses, 12th century Bridge and the Soke.



Broad Street properties

King George 3rd asked Parliament for a Royal Brief to re-build the town. This resulted in two thirds of the cost of re-building being donated by other cities in the country and provided new houses with more space to avoid over-crowding.

The buildings were Georgian in design with colour-washed brick and render finish and were constructed using vernacular materials and construction methods. Lime mortar and slate roofs predominate and some flint, wattle and daub was also used as described in the Section on the Conservation Area.

C Agriculture, The Railway –Victorian and early Edwardian Development of the Town

There was then a period of agricultural boom and property remained bright and well looked after. Transport became easier with the opening of the new turnpike road. In the late nineteenth century cheap agricultural imports had a devastating effect, resulting in an agricultural slump and this is reflected by very little new build until the coming of and effective running of the railways and gas industries.

The gas company for the town and the railway connecting Winchester with London were opened in 1853 and 1865 respectively. The export of watercress helped the economy a little but the main result of nineteenth century technology was the opportunity for light industry to develop.

This upturn led to some municipal improvements, new building, and refurbishment. A huge mill, the station and goods shed (still in fine condition), and characteristic rows of Victorian cottages were built. A similar mix of industrial building and cottages developed in the Dean and a brewery built on the north side of West Street.

D The Edwardian development

The Edwardian development of the town was mainly south of the railway bounded by Grange Road and Jacklyns Lane. Built by a successful entrepreneur (Mr. Baker of Broad Street) and mainly occupied by people moving out from the by then cramped conditions in the center of the town to more airy spacious housing. These houses define this period of construction in New Alresford and are now a major defining feature of the character of the Jacklyns Lane and Grange Road areas, described in Section 5. . Centrally placed is the Stratton Bates Recreation Ground. This affords walkers the long reaching views through the gardens and over the roofline of the Edwardian bungalows in Grange Road given in the survey responses as a favourite view.

Between the First and Second World Wars there was another farming depression and a series of worldwide depressions culminating in the world depression of 1932. There was very little new building during this time.

E Post WW2 Development.

In the post 1950's Alresford's prosperity grew as it had become an attractive place to live. People had better transport and sufficient retirement income to be able to support the development of a wide-ranging variety of bungalows and houses. These are described in the character area East of Jacklyns Lane in Section 5.

The railway closed in the 1970's as a result of the Beeching Report in the 1960's and is now manned by volunteers and contributes to the prosperity of the town as a tourist attraction.

F The Non Economic Contribution of the Population to the Look of the Town (Conservation Area)

New Alresford has always been a welcoming English market town and visited by people from continental Europe – some of which made their homes there.

More recently, French prisoners of war were housed in Alresford during the Napoleonic Wars, and during the Second World War the town housed Italian prisoners of war. Some of both groups remained contributing Mediterranean dimension to the towns homes and population.

2.3 Town Trustees

Until 1883 the local government authority was the ancient self-perpetuating body of burgesses, headed by a Bailiff. When they were replaced, by an elected Council, some of their duties relating to markets and communal lands, were taken over by Trustees. This arrangement continues.

The Town Trustees, own the roadside area on both sides of Pound Hill and The Avenue to the junction with Drove Lane. They are the only Hampshire Town Trustees to have retained their legal status to modern times.

The Trustees help keep the character of the town by maintaining the market area and trimming the trees and grassed areas along The Avenue and Broad Street. The Trustees have a bus and provide a door-to-door service with volunteer drivers for the benefit of the elderly and those with mobility problems, maintaining this aspect of the town's kindly, friendly and polite way of life.



The Avenue

2.4 Summary



New Alresford's sense of continuity is embedded in peoples' minds, and forms their vision of how the town should develop. They value its green and tranquil setting and historic role as a resting place for traders, and pilgrims alike. They also appreciate and like to keep alive the sense of permanency given by the town being in a broadly similar form as a small market town to that originally constructed, and the colourful appearance given to it when rebuilt after the 1689 fire due to its' popularity in Georgian times.

The town's history is a record of how the local community, town trustees, and local council have adapted to, or managed change over centuries and how Alresford developed as a balanced society.

The current challenge is to meet current accommodation needs and the needs of industry for 21st century employment, without destroying the way the town was developed to give people light healthy airy homes with glimpse of wildlife and trees between them.

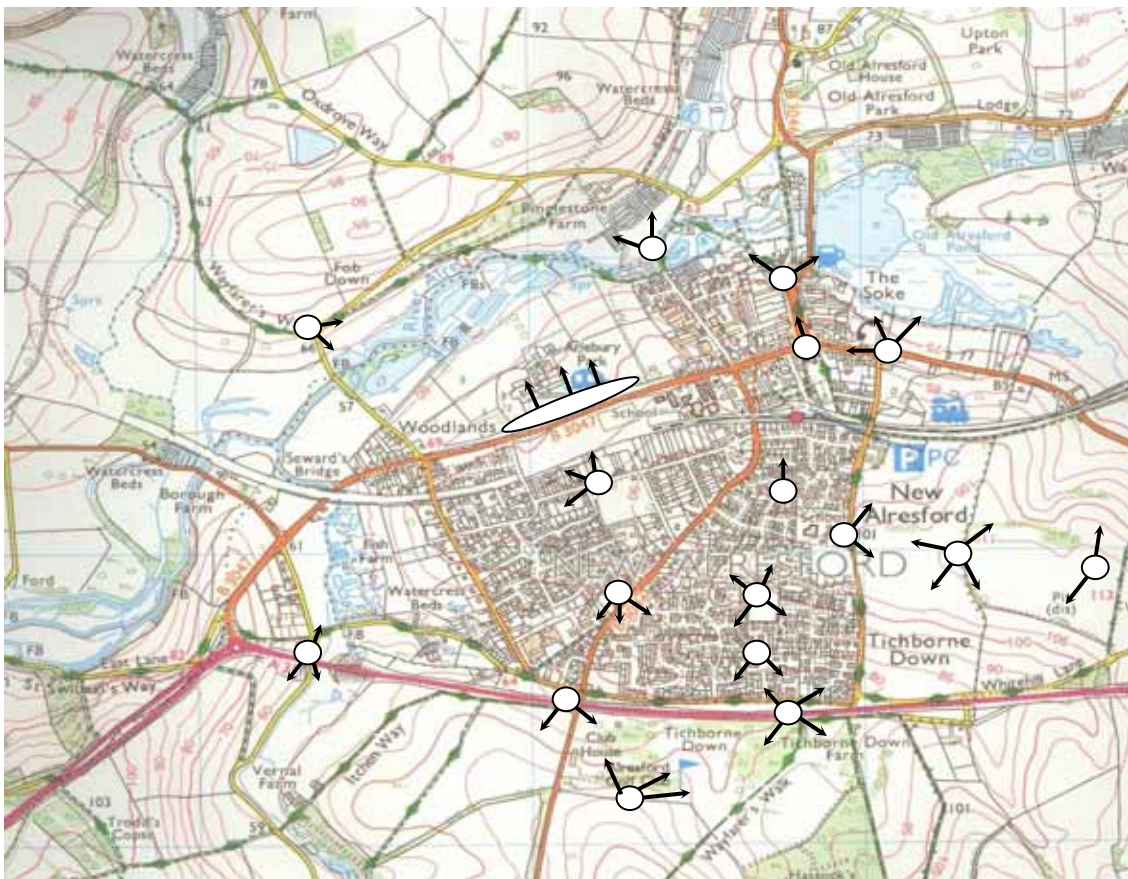
Section 3 Landscape, Land Use, Spaces, and the Environment

3.1 Landscape

Gentle chalk downs and woodland dotted on clay caps surround the Alresford Marsh area with clear chalk springs to the north and the planted trees in the town define the country market town character of the town and its landscape. The town is built to one side of the floodplain and boreholes that feed the watercress beds and provide some of the best watercress in the country as well as trout fishing. The Arle joins the River Itchen (which is designated a Site of Special Scientific Interest and a Special Area of Conservation and also lies within the town's outer boundary) has prolonged periods of low flow (May to October) in the Tichbourne Mill area, and the Cheriton Stream. This whole area is renowned for its clear chalk streams, and these host indigenous fresh water crayfish and eels and rely for their survival upon the clear clean chalk stream remaining healthy riverbeds.

The Arlebury Park area is a pre-nineteenth century park from which footpaths give access to the river Alre where people walk their dogs, watch the ducks at play and explore the riverbank.

Beyond, to the northwest is Drove Lane with down land planted with indigenous trees and shrubs to the east and arable land to the west. This linked with the drovers' route out of the town to the east through which travellers have passed since the 7th century. Further westwards is the St Swithun's Way to Avington and Winchester.



Map 3.1 Important Views in and across New Alresford

The Upper Itchen Valley where the river Alre and the Bourne meet to form the Itchen to the west and is described in the Winchester District Landscape Assessment.

Tichborne Down sweeps round to the South, beyond is the A31 by-pass, the Golf Club with its rolling hillside grassy slopes, the downs, copses and woodland areas. To the east are arable fields that rise over Sunhill (Map 3.1), with its' views of the town from the peak of the hill, and then stretch along the old drovers route eastwards to Cheriton Cross affording magnificent views of the town.

The golf club is just outside Alresford and is a major recreational amenity for people in the town. The nearby rambling open countryside where people walk with their families and dogs, and its parkland trees and footpaths, swings round to encompass the settlement area's eastern boundary at Sun Lane.

3.2 Land Use

3.2.1 Non Residential

The land to the north of the settlement comprises the spacious *Mid-Hampshire Downs used for agriculture, or forestry (Winchester District Landscape Character Assessment and The Hampshire Landscape – A Strategy for the Future, HCC 2000). As set out below:

- Farmland 84.5%
(10% grazed – not normally sheep. 74.5% Arable, Cereals and seeds).
- Woodland 14% (majority on wetland area)
- Wetlands 1%
- Recreation 0.5%

These woodlands, hedges, fences and pathways abound with a very wide range of wildlife. A variety of birds also enjoy the Alresford Pond and nearby river area as their home, for example, swans, ducks, herons, geese and many others.



Millennium Walk (Ladywell Lane)

New Alresford depends for its survival on its peaceful yet colourful and spaciouly displayed centre, its beautiful landscape, as well as its well-stocked riverside setting, to attract both tourists and people who will cherish it as a place to live and preserve.

3.3 Spaces

3.3.1 Allotments

Alresford has a popular fully subscribed allotment site to the south west of the town.

3.3.2 Recreation



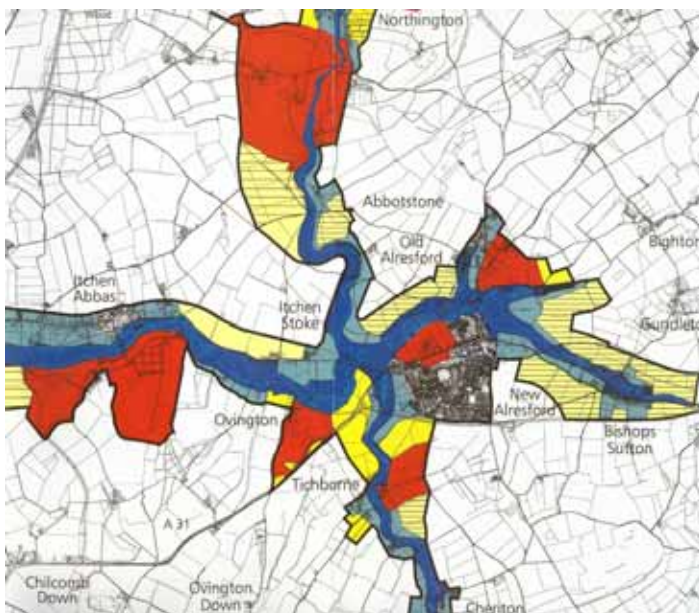
Stratton Bates Recreation Ground

People reported in the questionnaire their primary enjoyment is the peaceful setting, wildlife and woodlands, for example the scene of the downs from their gardens, a recreation ground, or when going to the shops, and then cycling and walking.

Most people were worried about the loss of open spaces, and that high-density homes will not have the garden size for free play.

The recreation grounds and many of the open space areas are in spots that afford good views of the surrounding countryside, for example, Sunhill Recreation Ground has wide sweeping views of the downs to the south and a fenced play area. People were worried about the loss of this landscape as a result of infill development taking away the views through to the downs surrounding the town. Arlebury Park and Stratton Bates Recreation Ground also have facilities for young children and football. Arlebury Park also has a skateboard park and a social club.

Rugby is played at a pitch in neighbouring Bighton.



MAP 3.2 Landscape Types



3.3.3 Informal Spaces

The Informal open spaces have hedgerows and copses hawthorn, longhorn, willow, birch, beech, chestnut and horse chestnut, elm and oak, many of these have preservation orders.. Details of these and their locations are below.

Town Trustees & Partnership: The Town Trustees have a pivotal role in ensuring the trees in The Avenue and the market area of the town are maintained for the benefit of the town. As one enters The Avenue from Winchester Road the character of the town is defined by the well kept limes and flint wall on the northern side of the Avenue, with the glimpses of the downs beyond.

Arlebury Park (pre 19th century) was developed in spacious grounds to the north of the Toll road, with beautiful views of the downs as a backdrop. This and the view down the Avenue were stated in Survey responses as people’s favourite views when out walking.



Tree Preservation Orders

3.4 Environment

3.4.1 Water, Drainage, Air Quality and Noise Pollution

Alresford draws its water locally from the clear naturally clean water, not from reservoirs.

The town has industrial areas near residential estates that previously used underground storage or drainage tanks. The Dean contains oil and grease drainage tanks - one near the old gas works. There have also been problems with the storm drains near the river and there are underground petrol storage tanks at the bottom of West Street.

The two industrial areas are currently active but the plant and equipment is at least fifty years old, and some are noisy and some use strong chemical processes. The latter of which have a detrimental effect on air quality.

The recent increase in the volume of heavy lorry traffic also affects air quality in the town. The town is built on the knoll of a hill and respondents to the survey reported the fumes gather towards the dips at the bottom of West Street and at the bottom of Broad Street and the Soke. Also mentioned in Survey responses were the rise in noise pollution as a result of the massive increase in large lorry traffic and the danger to pedestrians from the way and speed some of these lorries travel at.

3.4.2 Infrastructure

- **Traffic:**

The town's congested roads and approach roads are already very busy and dangerous with diesel lorries travelling at some speed in pedestrian areas in the town centre. A recent survey found a 25% increase in volume in two years.

Traffic calming measures in Jacklyns Lane, with pinch points to assist pedestrian crossing and slow traffic has been implemented. Other roads children cross when walking to school or visiting Stratton Bates Recreation Ground are still congested.

- **Parking**

In the town centre there is one major car park at the station and marked parking bays on some roads. There are no residents parking bays, and both residents and visitors have difficulty parking cars at peak times.



Traffic congestion

3.4.3 Public Transport to and from the Settlement Area

The settlement area has at best, two buses per hour to Winchester (one direct). There is no regular public transport link to a mainline railway station, to local hospitals, or to the places people work and this means every working member in a household needs a car. Similarly, because of the price and inappropriate size of property many commute into Alresford to work. The Cango bus link to the town from outlying areas goes on to Basingstoke Hospital and Alton.

3.5 Guidelines

L1. Views

(WDLPR Ref: DP4, C5 apply)

All the important views shown in Map 3.1 should be protected. These are: Views to the north, which are predominantly grass meadowland and grazed. To the east, arable farming. To the south woodland and copse. (Farmers and landowners are encouraged to continue this form of husbandry, and include the growth of energy crops when appropriate).

L2. Footpaths

(WDLPR Ref: DP4, RT9, T8 apply)

Footpaths and their relationship with boundaries and hedgerows should be kept clear and safe to walk. Views from footpaths should be protected and opportunities be taken to increase the network and provide a continuous walkway along the river safely

L3. Land alongside watercourses and watercourses

(WDLPR Ref: DP4, DP8 apply)

Maintaining and managing the land alongside watercourses protects and enhances the wildlife habitat, assists the groundwater regime and reduces the risk of flooding.

The clear chalk streams should be protected from any effluent that would endanger the life of the streams and the rivers they feed.



River Arle - Fulling Mill

L4. Tree Management

(WDLPR Ref: DP4 applies)

Tree management contributes to the wooded character of area. Some limes may need replacing and this should be planned. The character of the area would be damaged if there were wholesale replacement of the trees.

There is an opportunity for the community to take an active part in tree management through the Town Partnership and working with the Town Council and Town Trustees.

L5. Lorries

(WDLPR Ref: T2, T3 apply)

Signage should be clear and road-calming measures considered to ensure lorries are unable to travel at dangerous speeds within the town envelope.

L6. Air Quality

(WDLPR Ref: DP10 – 12, T2 apply)

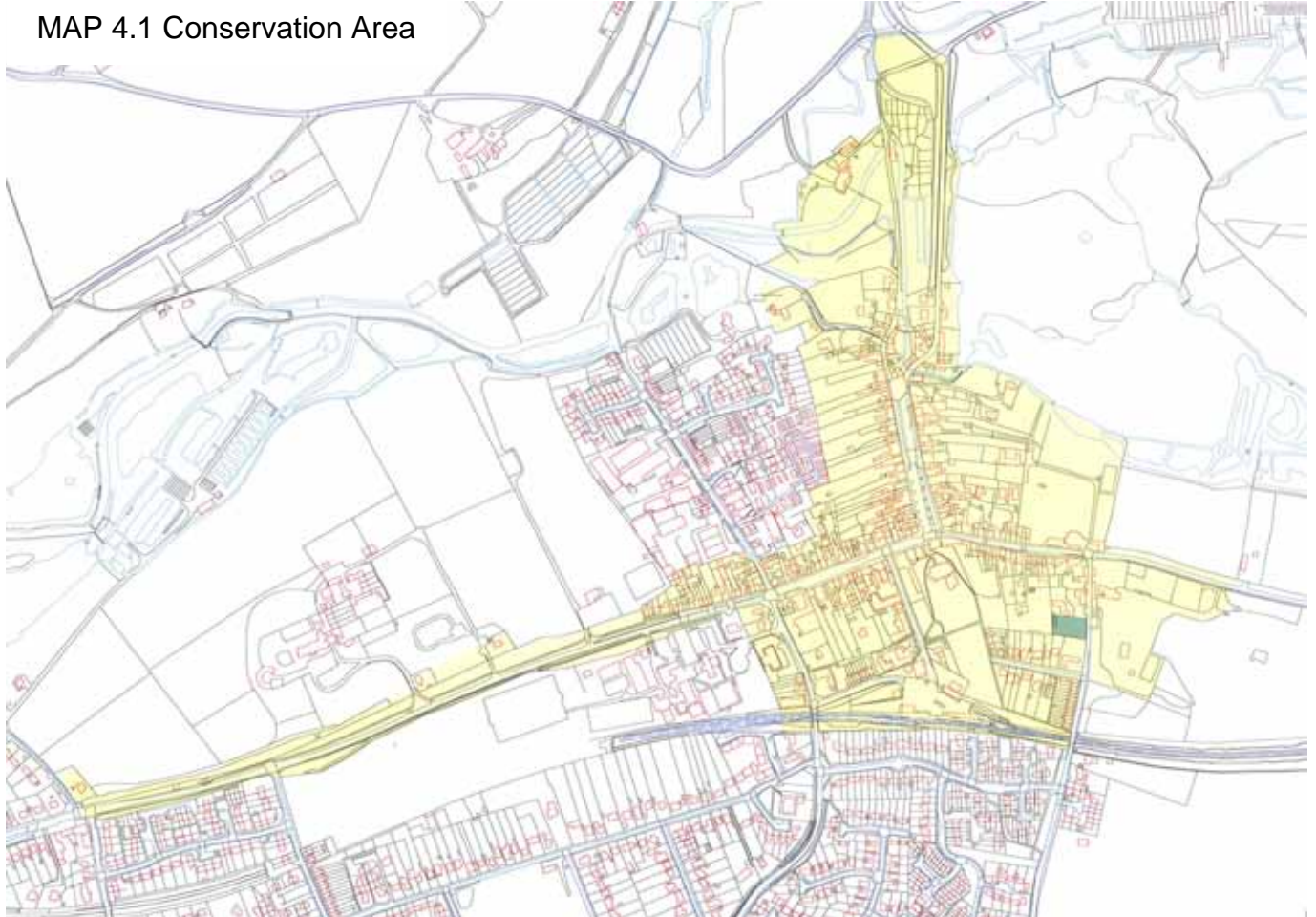
Developers of industrial premises and sites should take the delicate balance between the survival of historic buildings and air pollution into account when applying for increased capacity or the movement of sites, and any appropriate existing planning restrictions already in place should be applied to any new commercial development.

Section 4. The Conservation Area

4.1 The Built Environment - Introduction

The centre of New Alresford (shaded yellow on Map 4.1) was designated a Conservation Area to protect the special environment and historical character that is admired by residents and visitors. Especial enjoyment is gained from the main streets and glances into the lanes feeding them.

MAP 4.1 Conservation Area



The Conservation Area is characterised by the colourful façade of the commercial hub of the town, which people say makes them smile and in the survey responses ranked first amongst their favourite views, and the way the variety of buildings and colours blend.

Properties immediately front Broad Street, East and West Streets and the lanes and are built parallel to the road. Built of local bricks and materials with porch features and wooden small pane windows. Many have access to the rear of the property for the disposal of household waste and off street parking. A few properties have no way to dispose waste except taking the dustbin through the house, off street parking, or access to it. Contract parking is used as owners have voted not to have parking bays in front of the house because parked cars pose the risk of danger and loss of view for visitors. The survey of residents indicated an inadequate parking provision for both residential and commercial purposes, and is being followed up in the Town Plan Health Check.

The majority of the houses are Grade II listed buildings as contained in the 20th List of Buildings of Special Architectural Interest - held by the WCC Conservation Officer, and a document called New Alresford Conservation Area Technical Assessment (both lodged at New Alresford Town Council Office). This section builds on that document by showing what the people of Alresford themselves value about the Conservation Area.

Alresford relies upon tourism and is a popular tourist venue. People attending presentations at the Swan and the Community Centre of the Workshop and questionnaire findings said they found the brightly painted property fronts uplifting making them want to return.

Property Features Summary:

Foundations and cellars in local brick (some black & tan features) remain and lime mortar used for buildings and brickwork and rubbed flush joints.

Most walls built in Flemish Bond with blue brick headers forming a diaper pattern.

Attractive colour painted properties:

- Some with embedded flint-work.
- Wooden, normally white painted window frames.
- Cast iron gutters and pipes.
- Slate tiled roofs.
- Red rubbed brick flat arches above Georgian six-on-six pane sash window and classical porticos, some with neo-classical canopies (unless described differently in character area description).



Embedded Flint work

4.1.1 Access to the Conservation Area

Access is at the northern end of Jacklyns Lane through the narrow railway bridge for motorists or narrow footpath for pedestrians. The footpath has been a cause for concern for many residents, and the recent widening and traffic-calming scheme has provided a 'safer route to school'.

The alternative routes are still dangerous:

- The narrow access at East Street and Sun Lane with blind spots caused by parked cars between the railway bridge and East Street, and also drivers undertaking u-turns near Sunhill School.
- Access to The Avenue via Bridge Road, again with parked cars causing blind spots and traffic queues.

Children cross Jacklyns Lane when walking or cycling to school at the end of Nursery Road and the footpath through Lime Road.

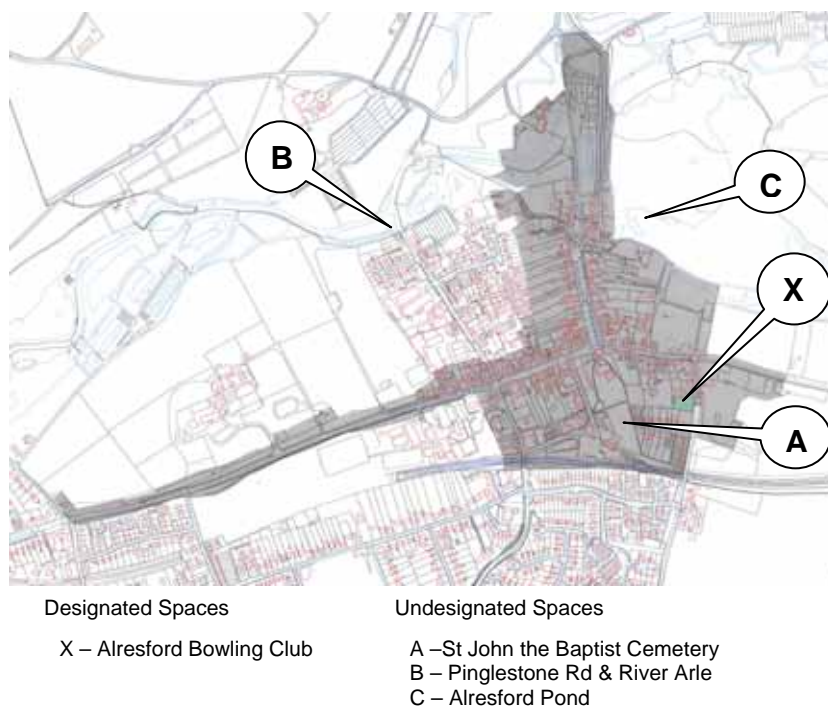
4.1.2 Open Spaces in or near the Conservation Area. (See Map 4.2)

The only designated public space in the Conservation (**Area X**) is the Bowling Green.

The cemetery behind East and West Street (**Area A**) is a valued open space as is the public footpath. It is the only green open space within the Conservation Area.

At the bottom of The Dean, Pinglestone Road runs along the bed of the River Arle (**Area B**). A footpath passes by the watercress beds at the boundary with Old Alresford in Mill Hill and joins with the pathway from The Dean.

MAP 4.2 Open Spaces in the Conservation Area



The Soke is at the southern end of Mill Hill. Turning left into The Soke The Globe public house can be seen directly ahead. Beyond this are the pond (**Area C**) and the river, (where people used to swim) abounding with entertaining wildlife.

4.1.3 Other Recreational Facilities

The Community Centre, the John Pearson Hall and the Methodist Church are within the conservation area. St Gregory's Church and Arlebury Park with its football ground and tennis courts border the conservation area. At the end of New Farm Road there is a chapel.

Despite Perins School being a Community School the Town Plan research group found that the general and sport after school facilities were not used to full capacity by the public.

4.1.4 Homes for the Elderly

In Station Approach, Bailey House, nestles behind the surgery, and is a small 1960's –70's squarely designed purpose built block of sheltered housing flats for the elderly. (**Map 4.3: Area A**).

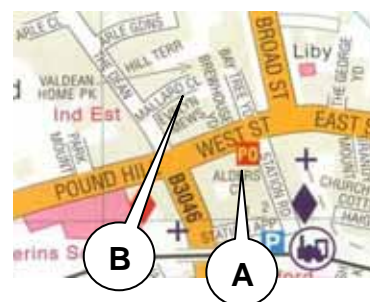


Private Provision

In Station Approach Alders Court is a development of apartments for the over 50's. Built in dark red brick with dark clay tiled roofs parallel to the road. There is access to the rear for residents parking. (**Map 4.3: Area A**)

In The Dean is Evelyn Mews and a new small development, Orchard Dean, just outside the conservation area, also in The Dean. (**Map 4.3: Area B**)

MAP 4.3 Homes for the Elderly



4.1.5 Bulk of Buildings

In the central core of the Conservation area two and a half storey properties predominate. In the Lanes, East Street and south of the A31, two storey properties pre-dominate.

Ground levels of properties are at a natural level.

4.1.6 Foot Paths

See Section 5

4.2 Building Guidelines & Design Recommendations

This section of the Design Statement contains guidance together with brief summaries of the design issues that the guidance is addressing. The full Character Descriptions these recommendations apply to can be found in Section 4.5, pages 16 –19. The guidelines relate to those in the Winchester District Local Plan Review WDLPR adopted in 2006 and W.C.C. Listed Building Policies where applicable.

What Does Designation Mean

The council's control is automatically increased when an area is designated a conservation area.

Full details of these additional powers can be found in the Town and Country Planning (General Permitted Development) Order 1995.

This means when making changes to a listed building planning permission is required for alterations, even for something as simple as a slight colour change to the exterior painting of the property. Many alterations and repairs also require permission from Winchester City Council.

4.3 Guidance

Please use this section for listed and unlisted buildings in the conservation area.

C1 Positioning and Design of Properties and Extensions

Guidance (WDLP R Ref: DP1 - DP 6, HE4 – HE8, HE13 - 16, H3, H5, H8, SF1 - 7 apply):

- Positioning of a new building or extension should reflect the characteristics of buildings, verges and footpaths and how buildings relate to each other and to public and private places.
- Any new development should respect the character of the setting in which it is to be built. It should maintain the quality of its natural features and not damage the visual landscape.
- Where redevelopment and extensions are proposed the footprint of the building should allow sufficient space for private open space and for the retention or enhancement of tree and shrub cover.
- In areas influenced by Georgian, Victorian and Edwardian houses a continuance of the design features found should be encouraged.



C.2 Building Materials - Walls

The appearance of the centre of Alresford is highly valued by tourists, visitors and residents.

Many of the properties built after the 1689 Fire of Alresford are built on the original structure of the building and the cellar, foundations and walls are built with lime mortar (more flexible than concrete). The cellars are aired through openings to the street or garden and the original floor is sand or gravel, which helps to protect the property from damp.

Guidance (WDLP R Ref: DP3, DP4, HE5 – HE9 apply):

- Proposals should take great care to ensure that new properties, garages and extensions are well built in materials that blend with the Conservation Area.).
- Close spacing of buildings with timber frames and fascias or thatched roofs should not be encouraged because of the risk of fire spread.
- Brickwork of extensions should match the host property, use similar materials, and be built to the same gauge and lime mortar used for pointing with rubbed flush joints, where already existing.
- Any materials used for repairs or alterations to the foundations should be the same as originally used.
- The repainting of walls should be the same colour as before, unless permission has been obtained for a change of colour or wall surface.
- New properties should use similar wall materials to those existing in the Conservation Area, especially those of neighbouring properties
- Traditional knapped flint, Hampshire decorative brickwork and hipped roofs are encouraged at the initial design stage.

Wrong Mortar used in repair



Lime Mortar Repointing



C.3 Building Materials – Roofs, Gutters and Pipes

Roofs are a mixture of red tile and slate. There are still some thatched properties in Mill Hill. Gabled roofs and dormer windows are common.

Guidance (WDLP R Ref: DP3, HE5 – HE8 apply):

Traditional materials should be used on historic buildings in the Conservation Area and sympathetic materials used on new build as the choice of materials will affect the character of the town.

- *Tiling for new build and repairs should be weathered where possible, and identical in colour to provide harmonisation.*
- *Flashing should be lead.*
- *Rainwater gutters and pipes should in cast-iron where previously exist.*
- *Rainwater gutters and pipes should always be in character with neighbouring properties.*
- *Flat roofs are unlikely to blend well, and may be unattractive to neighbouring houses.*
- *Roof size should not appear to dominate the building or surrounding buildings and pitch should blend with surrounding properties.*



Cast-iron Work

C.4 Dormer Windows

Guidance (WDPL R Ref: DP 3 applies):

- *Care should be taken with close spacing of dormer windows as the rhythm of frontages may be disturbed.*
- *Dormers have been used to reduce overall building height. If a new dormer over looks neighbouring rear gardens. Opaque glass should be considered.*

C.5 Building Materials - Windows

Windows are predominantly timber, often six by six pane, sometimes stained, but more frequently painted white.

Guidance (WDLP R Ref: DP3, HE5, HE8 – HE12 apply):

- *Large windowpanes should be avoided. Small panes are encouraged.*
- *There should be no change to the style and type of window frames if it upsets the street scene. Applications for a change in window frames should be carefully considered.*
- *Shop Windows: Should be designed to fit the street scene. Existing windows that have details and proportions that contribute to the character of the frontage should be retained.*



Dormer & Window Styles

C.6 Building Materials - Doors

Guidance (WDLP R Ref: DP3, HE5, HE8, HE9 apply):

- *Doors should reflect the design of the host building, and where possible repaired and retained as existing, including any stone steps.*
- *Replacement and repair materials should be the same as the original.*
- *Door colours should match those of existing doors of the property and complement the colours of windows and walls.*
- *Disabled access is necessary for businesses and public place and should be designed in character with the host building.*



Restored Barn

C.7 Building Materials - Porches and Porticos

Properties normally have a porch or portico that enhances the street scene.

Guidance (WDLP R Ref: DP3, HE5, HE8, HE9 apply):

- *Porticos should be repaired and retained as existing, including any stone steps.*
- *The angle and pitch of porches should echo that of a dormer or gable so as not to be obtrusive.*
- *The height line of a porch in a terrace of properties should be in line with the porch line of its neighbouring properties.*



Doors, Porches & Windows

- *The porch should be unenclosed and may be covered or uncovered but should be in proportion to and complement the scale, design and materials of the host property.*

C.8 Extensions

Guidance (WDLP R Ref: DP3, HE5 - HE8, apply):

- *Extensions to building usually require planning permission. Proposals should allow for important current tree and shrub cover to be retained between the host and neighbouring properties.*
- *No extension to a property should take light from a neighbouring property. or block access to the rear of properties.*

C.9 Garages - Materials and Positioning

Not all properties in the centre of New Alresford have private parking or residents parking permits. There are also no allocated parking permit places in the town's public car parks.

Guidance (WDLP Ref: DP3, HE5 - HE8, apply):

- *Garages should not take light from neighbouring properties or make access to the rear garden of neighbouring properties impossible.*
- *On all new and infill development, off road parking is encouraged to enhance the street scene and for security purposes.*

C.10 Wooden Sheds and Garden Buildings

Guidance (WDLP R Ref: DP3, HE5, HE6 apply):

- *Larger buildings require planning permission.*
- *The garden building should be an enhancement and important tree and shrub cover maintained.*

C.11 Green Energy

Guidance (WDLP R Ref: DP6 applies):

- *Future developments should address energy saving and water conservation.*
- *New buildings and changes should aim to achieve the highest standards of thermal insulation compatible with existing character and appearance.*
- *Rainwater capture for use by occupants is encouraged.*
- *Introduction of hard paved surfaced that discharge water to sewers should be avoided in favour of permeable surfaces that allow groundwater recharge.*

C.12 Fencing and Hedges

Guidance :

Generally hedges, deciduous or non deciduous, should not be over 1.83 metres in height.

4.4 Other Guidance in more detail.

G.1 General

The guidance that follows relates to Character Descriptions for the Conservation Area, (Section 4.5, pages 16 -19) and for other areas, including the land surrounding Alresford.

Guidance (WDLP R Ref: HE 4, HE5, apply):

- *New buildings of twenty first century design are encouraged, provided proposals demonstrate respect for the character of the locality.*
- *When proposing new developments the developer should take the opportunity to protect natural tree cover.*

G.2 Affordable Homes

Guidance on this issue is covered in the Local Plan (WDLP R Ref: H 5 apply).

G.3 Footpaths

Guidance (WDLP R Ref: DP1, T8 apply):

- *Footpaths linking new development with existing development, the centre of town, recreational areas, old walkways and droves with natural tree cover, should be included in all development proposals, where possible.*
- *The footpath network should be maintained and enhanced allowing safe use for all, ensuring there are even surfaces and access for the disabled.*



Modern Infill – Broad Street



Footpath – The Dean

G.4 Parking

Many homes have two or more cars and not all homes have garages/off street parking. The photographs in Section 3 show how this damages the landscape. There is resultant congestion and problems caused to residents trying to park near their own home.

Guidance (WDLP R Ref: T4 applies):

- Garages, undercroft and off street parking are encouraged. Where this is not possible, then residents parking bays could be considered.

4.5 Character Areas

There are eight differing types of building in the Conservation area, spanning the eight hundred years since the area was re-settled.

Character Area A - Broad Street



MAP 4.4
Character Areas

This is the most appreciated part of Alresford, and runs north to south from the River Alre (at the Soke and Mill Hill) to its southern junction with East and West Street, almost opposite the Community Centre and behind which is St John's Church.



A tranquil setting with people enjoying being involved in a richly coloured street scene defines the character of Broad Street. This is one hundred feet wide, and tree and grass verge lined, giving an air of tranquillity; bordered by two and a half storey mostly Georgian brightly painted, colour-washed properties in hues of pink, blue and yellow, mixed with properties with red or Flemish bond patterned brickwork.

The houses were rebuilt in the 17th century on the original 33x330 plot. Some are built around the original thirteenth century timber frame construction, and some on pre-existing foundations and internal walls. The majority have new cellar walls and internal walls dating from the 15th century; all are in local brick and lime mortar, and have lime mortar pointing with rubbed flush joints. They have red clay tiled ridge roof with dormers set parallel to the road, and square mainly white painted wooden Georgian small pane windows with matching square topped doorways and porches. Many porches have classical porticos, whilst a few have a non-classical canopy. Most houses have a passageway to the rear, a garage or parking space.

From Mill Hill, looking northwards towards and beyond the Alre there is a twelfth century house and the thirteenth century houses and bridge that survived the 'fire'. Looking southwards the nineteenth century Fire Station is a little way up the hill on the left.

The houses at the southern end of Broad Street, East Street and West Street now contain a wide variety of colourful shops - most architecturally broadly in keeping with the host property.

Landmarks & Key Features

General:

- The trees
- Street-lantern style lighting.

Individual:

- The wrought iron canopy over No 13 Broad Street.
- The Pink House in Broad Street a neo-Venetian façade. Other good façades in Broad Street are 27, 31, 33, 43 & 47 on the west side and 28 on the east.
- The Globe Inn and 3-7 Mill Lane are the few houses to escape the fire of 1689.
- The tower of St John's rising above the Town Hall with its clock.
- A small island at the junction with East & West Streets marking where the original town/market cross was.
- The Horse & Groom, the only black and white hostelry in the town centre.
- The Old Fire Station.
- The twelfth century Bridge at the Soke.
- Houses in the Soke and Mill Lane (east side) built alongside/over the river.
- The old mill & Mill Cottage.

Character Area B - East Street

East Street is characterised by terraces of vibrantly painted smaller houses, mainly built around the mid 18th century of brick or flint, spaced between larger properties. Tightly packing the properties together has resulted in some rear accesses being blocked and subsequent problems with waste disposal and rear emergency access in the event of a serious fire. The houses have varied black slate and red clay tiled roofs, smaller six on six windows than those in Broad Street. Some of the properties approaching Broad Street are used for commercial purposes.

Landmarks & Key Features

General:

Grass bank

Individual:

The Old Sun Inn,

Cardew House, (once a hotel)

6, 22, 24, 42,

Nat West Bank,

Brandy Mount with its large Georgian house and brick and flint cottages.



N° 6 East Street

Character Area C - West Street

The two hotels, both originally coaching inns define the character of West Street: the Bell, the original Market Inn, built after the Great Fire, and The Swan. The Swan is a colourful painted brick re-build of the original property and has a recently re-built Crypt, the origins of which go back beyond the time it was first re-built in the 19th century.

All but four properties provide a variety of commercial enterprises. The brightly painted premises have large Georgian and Victorian window frontages. There are flower and vegetable shop displays and colourful hanging baskets. Several properties have original under-crofts, often now used as cellars and initially constructed with sand floors and ventilation shafts. All used local materials and are pointed in lime mortar with rubbed flush joints.

At the top of West Street is the Victorian Community Centre with its roof apex facing the road.

The Alresford Gallery, in West Street, is an unusual design and is a good example of brickwork. Opposite on the south side, is a group of attractively designed older properties with original features.



West Street - North

Landmarks & Key Features

General:

Street front displays of produce and flowers

Individual:

The red square telephone box.

Two old coaching inns still run as hostelries (two as hotels):

The Swan, The Bell.

Lloyds TSB Bank, N^{os}. 33, 36, & 38.

Perins Schoolhouse.

Character Area D - The Lanes

Properties are two and two and a half storey, built at differing times, as small hostelries and terraced cottages, parallel to the road.

The Lanes

The older houses are predominantly brick and flint and the newer properties designed to blend with neighbouring ones. They have small frontages or face straight on to the lane and have rooflines parallel to the road. Their side passageways provide glimpses of their colourful gardens and trees beyond.

Character Area E - The Dean and Pound Hill

Mainly built in the 19th century in filled with a 1960's Fire Station and 1970's mews terrace.



Bakehouse Yard

The Dean

Evelyn Mews is a 1980's infill close of homes for people over the age of 55, built in red brick with timber window and door detail in a style to blend with the bottom of West Street, with allocated parking spaces. It is at the southern end of The Dean. From The Dean the Arle and the downs beyond can be seen. Opposite Evelyn Mews is a nineteenth century chapel and some smaller properties (mainly converted to commercial use).

Pound Hill

On the northern side there is a terrace of nineteenth century cottages, the first of which adjoins the last cottage in The Dean, all have cellars, behind here is a chapel (now converted for residential use), another nineteenth century public house, and mixed detached and semi-detached houses. These lead to the well kept Avenue of trees with the Arlebury Park flint wall and coach houses bounding its northern side.

On the southern side there is a cottage painted white with flint walls and a clay tile roof (now Ferndale House). This is pre-Victorian and was the Quaker meetinghouse. Further on there is the new fire station and then Perins School (both 1960's design).



Pound Hill

Landmarks & Key Features In and Bordering This Area

The old Quaker Meetinghouse.

Pinglestone Road going along the bed of the River Arle.

19th Century chapel. & Arlebury Park.

Character Area F - Jacklyns Lane and the Station Area (South of East/West Streets).

Victorian two storey cottages with patterned brickwork and the narrow nineteenth century railway bridge with its perilously narrow footpath underneath define the character of Jacklyns Lane's railway cottages at its' northern end. This is the main footpath and road link to Cheriton.

Station Approach to the east, contains Edwardian railway cottages built of brick with slate roofs and small well kept private frontages with a part Edwardian railing front wall and gate. Some are modernised keeping the bay windows and using traditional materials.

The Victorian railway station (pictured) is built in London stock brick with dark green painted windows. Next to this in Station Road is Station Mill built in London stock brick, awaiting conversion into apartments with allocated parking. The Edward Knight Building, a sympathetically restored railway goods shed, is at the western end of the car park.



Mid-Hants Railway

Landmarks & Key Features

The railway station, the old goods shed (Edward Knight Centre) & Station Mill – all late Victorian buildings.

Character Area G – 1960's – 70's Development

Station Road contains a 1960's doctors surgery, Alders Court (purpose built for the over 55's) and Bailey House (a sheltered housing unit), the police houses and Police Station and post war public toilets. The western end of Haig Road contains late 20th century single, one and a half and two storey individually designed properties,

Character Area H - Haig Road and Sun Lane

Sun Lane, at the eastern end of Haig Road, originally contained hostelries. In Edwardian times semi-detached cottages were built at the northern end of Haig Road and mixed small terraced properties with black slate roofs, and front and rear gardens with rear access were built backing onto these in Sun Lane. Turning north on the right hand side is the wall to Langtons Court. To the left are some small properties to the rear of The Old Sun and the entrance to Alresford Bowls Club. Facing Sun Lane is Cardew House whose grounds back onto the pond. This is a large early twentieth century red brick property with white painted windows and a rear exit into Broad Street.

Landmarks & Key Features

St John's Church and churchyard, Churchyard Cottages & Haig Terrace – an example of Edwardian terraced housing.



Church Yard Cottages

Section 5 Developments Outside the Conservation Area

5.1 – Summary of Character Descriptions (Map 5.1)

Introduction

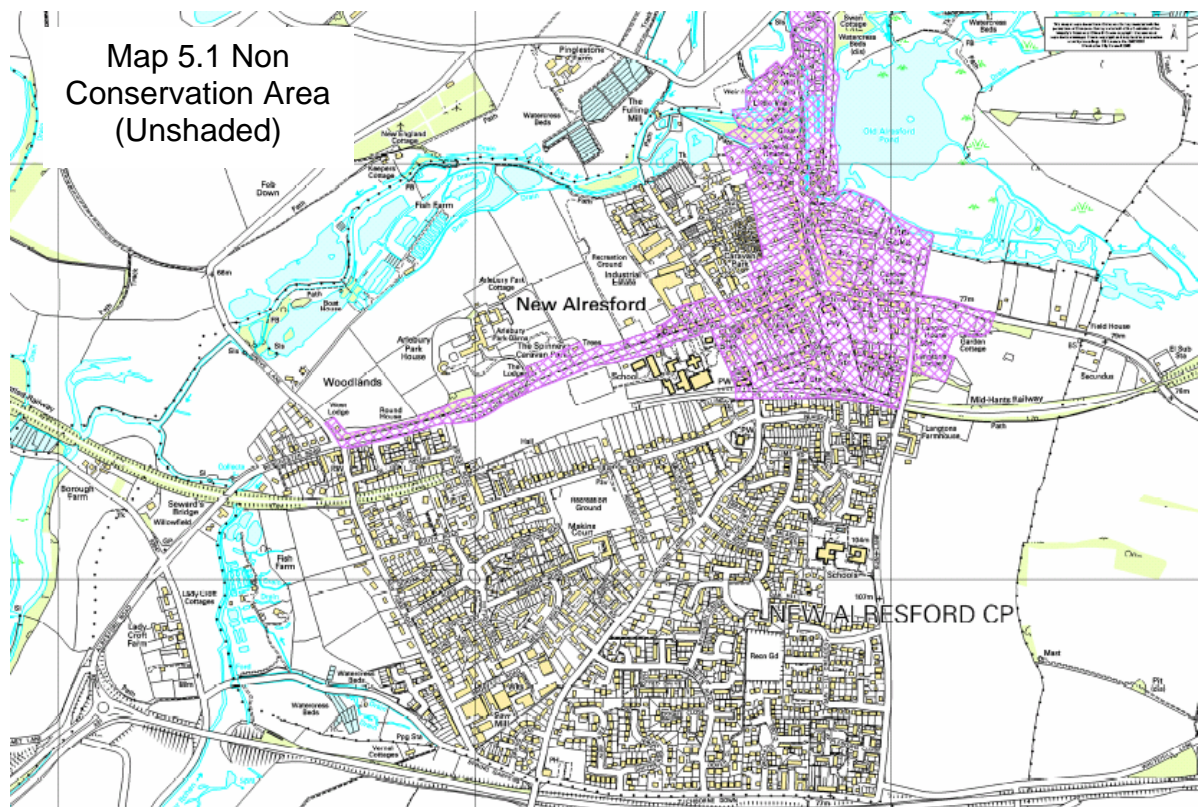
In this section there are three main sectors, Jacklyns Lane, West of Jacklyns Lane and East of Jacklyns Lane, within which there are a variety of character areas. Before the first World War the majority of the area was agricultural. Immediately after the war acre plots were sold to those returning from the war and townfolk wanting to move to a healthier environment.

The first, Jacklyns Lane, is the main route to Cheriton and was developed in Edwardian times as an airy environment for people to live in. The Stratton Bates recreation ground to the west was given to the town and the area envisioned as a garden suburb.

In the area to the west, the Grange Road and Jacklyns Lane neighbourhood gives the town the green leafy roads and walkways that are the key characteristics of the area, and are emulated throughout newer developments around Alresford.

The character of the area is defined by wide, long plots, some over an acre in size, containing some imposing detached period houses as well as semi-detached and single storey properties. The houses are set back from the road by various distances with ample space for off street parking and have gardens large enough to provide sunny lawns and flower beds, natural bluebell glades and a wide variety of trees and shrubs giving a friendly habitat for flora and fauna - resulting in interesting scenery, and views of the downs to the north beyond, which passers by enjoy. Within this setting there are also some developments, originally built as social housing, and two small 1960's developments, both of which retain the sense of space and tree cover that characterises the area.

Those present at the workshops highly valued these views and felt the period houses, hedged frontages, and planted trees and shrubs enhanced the view and provided a windbreak and attractive backdrop that softens the profile of the buildings and hides school buildings behind the houses. The most appreciated feature of the area looking across from Rosebery Road and the Stratton Bates Recreation Ground is that building height does not obscure the view of the downs. The least appreciated was parked cars and the danger they cause.



To the east are newer developments. They are open plan with predominantly grass verged footpaths, and small areas where more important original tree cover has been retained. They mirror the garden suburb approach, with planted trees, grass verges and green communal areas, one of which, Benenden Green and Sunhill Recreation Ground afford walkers beautiful views of the town and surrounding down lands. There is also a network of footpaths traversing the developments from which there are extensive views.

The developments tend to mirror the decades they were built in, for example, 1960's square design of Nursery Road with wide open plan frontages and silver birches, and the 1960's oblique roof design properties in Sunhill and just off Tichborne Down. The late 20th century mock Edwardian properties off Nursery Road and 1980's cottage style properties off Tichborne Down and at Langtons Court – the latter style of which was the most popular with people attending the seminars. The bulk of the properties in this area is very mixed.

The original character descriptions and the factors people valued most are held at the NATC Office. These are incorporated in the character descriptions in Section 5.4, and a summary of the questionnaire responses can be found in Appendix A.

5.1.1 The Open Plan Character of the Developments

All the private developments described are open plan and this gives clear views round corners to drivers and a feel of spaciousness. Builders re-enforced this by issuing restrictive covenants and these have been maintained by custom and practise.

5.1.2 Roads

Roads are adopted and have tarmac footpaths and curbs, many have grass verges and trees planted providing a leafy setting for walkers and wildlife alike.

The Grange Road to Nursery Road area, Bridge Road and The Avenue are tree lined.

In New Farm Road and South Road there are no trees in the road only in private gardens.

The school side of the Avenue is owned by the Town Trustees (see Section 2.3).

5.1.3 Open Spaces (Map 5.2)

There are well-used open space areas throughout the town as mentioned in the character descriptions.

These are:

To the west of Jacklyns Lane

- at Makins Court, around the bungalows and flats between Makins Court and Jacklyns Lane and in Jacklyns Lane.
- The copse behind Grange Road,
- the hill between St Gregory's and The Carpenters,
- the school playing field,
- Sunhill Recreation Ground
- the Windsor Road roundabout
- to the west of New Farm Road,
- to the north of the Winchester Road and The Avenue.
- Nicholson Place
- De Lucy Avenue

To the east of Jacklyns Lane

- Benenden Green,
- Linnets Road,
- Oak Hill, Beech Road and Nursery Road.
- Orchard Close
- The copses along Tichborne Down and the A31 by-pass

North of the Conservation Area

- The Millennium Trail
- The footpaths along the river

Where hedged, there is a mixture of hawthorn, elder, sloe and other indigenous shrubs and trees.

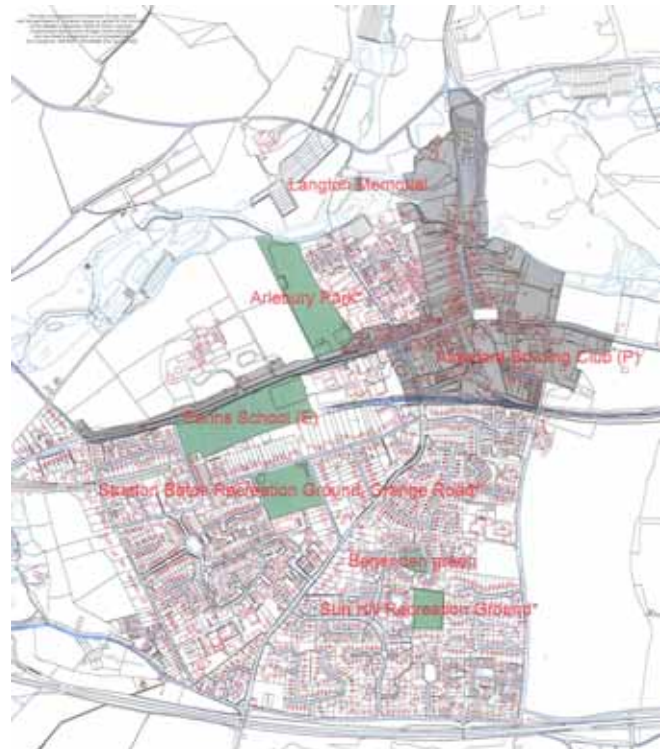
5.1.4 Footpath Network

Most developments are linked by a system of footpaths. Many of these traverse across the different developments and the Prospect Road industrial area giving a feel of integration rather than of separateness to those living there.

They provide a safe walkway from the south to the north of the town and some provide magnificent views of the surrounding area, however some are becoming overgrown and the system could be developed to provide even better access.

Beech Road -A footpath goes from here to Chiltern Court, which provides accommodation for the elderly and then to Benenden Green. This has its' own small grassed area leading to the footpath links where residents walk their dogs and play with

MAP 5.2 Open Spaces



Typical footpath network

their children. To the east is a footpath link eventually leading to Sunhill and to the south west the footpaths are a link from Whitton Hill to Russet Close and from Hasted Drive and Linnets Road to Fairview.

5.1.5 Bulk of Buildings

Single storey buildings pre-dominate large parts of the area (Character Areas J, K, M1, M3, O1, O2, P1, P2, T1 See Section 5.3).

Properties in other areas are predominantly two storey and some of the properties in Ellingham Close are three storey.

Ground levels of properties are at a natural level and the footprints are square or oblong.

The pattern of the majority of the older buildings is 1920's-1930's, Edwardian and art deco, with cottage style predominating for the newer properties.

5.1.6 Infrastructure

Although not a design issue brief mention has to be made of pressure upon the town's infrastructure new development will have. This has been a major concern to residents during the consultation process.

The town is served by:

- Two recreation grounds
- A Community Secondary School specialising in sports in The Avenue.
- Arlebury Park with tennis courts, football pitch, Skateboard Park, and social club.
- Four churches (two inside the -conservation area).
- The Community Centre (normally fully booked several months in advance).
- Sun Hill Infants and Junior Schools in Sun Lane. Both primary schools have in the past had problems accommodating large influxes as they do not have the permanent building capacity for this,
- The Medical Practice
- The Medical Practice, (housed in the purpose built Medical Centre in Station Road) also serves some surrounding villages. It often takes several days to get an appointment and is always busy.
- Four sheltered housing developments and bungalows built especially for the elderly.
- Two industrial parks:
 1. Prospect Road, 1950 – 70's build and set in-between Jacklyns' Lane and New Farm Road.
 2. The Dean – immediate post-war build near the old gas works site and within the tourist walk areas. Also surrounded by a complete mix of residential properties.



5.2 Building Guidelines & Design Recommendations

In this section the Design Statement is looking at recommendations. These relate to DP3 in the Winchester District Local Plan. Where applicable Listed Building Policies also apply. Where suitable there is a brief summary of the problem the recommendation is addressing. The detailed Character Descriptions for developments can be found in Section 5.4.

General and New Developments:–

NC.1 Plots

These recommendations relate to Character Descriptions for the non Conservation Area. (this section after the guidance notes). The character of some areas depend upon properties being set back or set at an angle; the character of some of the existing properties is significant because of their relationship with the twentieth century history of the town, and that the space between properties give glimpses of wildlife and distant views for passers by.

Guidance:

(WDPL R Ref: DP1- DP6, HE4 – HE8, HE13 – 16, H3, H5, H8, SF1 – 7 apply)

- *The positioning of the footprint of new development, and extensions should respect how buildings relate to one another and to public spaces in the neighbourhood. Properties should be generally in line with the original property and be typical for the area.*
- *Proposals for any new property, garage or extension should be well built in quality materials that reflect the characteristics of buildings, verges and footpaths.*
- *As visitors to the centre of Alresford often enter via the residential areas care should be taken to ensure any new development maintains and enhances the character of the setting in which it is to be built.*
- *The area surrounding Alresford is very beautiful; modern design is not excluded but visually intrusive or environmentally damaging design should be avoided.*

- *All proposals should allow sufficient space for tree and shrub cover to maintain wildlife habitat and to provide wind protection.*
- *When proposing new developments the developer should take the opportunity to protect the visual landscape by ensuring significant arts and craft style, Edwardian and older properties stay in place and are converted, for example into flats, and new build is preferably located behind with green areas; thus protecting the green leafy character of the area, with natural tree cover and boundaries kept wherever possible, giving the public access to them, for example by adding to the public footpath network if feasible.*

NC.2 Building Materials Walls and Extensions

The character description summaries at the end of this section (Section 5) and fuller information held at NATC, available as an appendix to this document describe brickwork that has been used.

Guidance:

(WDPL R Ref: DP3, DP4, HE5 – HE9 apply)

- *The wall coating, the brickwork of extensions and the colour of mortar should match the host building.*
- *Materials should be chosen that blend in with the surrounding properties when new developments are considered.*
- *Extremes of colour with brick or paintwork should be avoided.*
- *Extensions at the end of terraces should be stepped back.*
- *Extensions should not be designed or be so large as to make semi detached houses look like a terrace. Or a terrace a monolithic block.*
- *Traditional knapped flint, Hampshire decorative brickwork and hipped roofs are encouraged at the initial design stage.*
- *In areas influenced by Edwardian houses a continuance of this design should be encouraged (Section 5.2 and 5.4 and Appendix A).*

NC.3 Building Materials Roofs

Developments tend to have different roof tiles per development and most extension roofs were found to match host properties.

Guidance:

(WDPL R Ref: DP3, HE5 – HE8 apply)

- *Tiling and guttering of extensions and repair work should match the original in colour and type.*
- *Roof size should not be a dominating feature.*
- *Tiled roof porches should reflect the form, pitch and tile covering of the host and neighbouring properties.*
- *Flat roofs are not to be encouraged.*

NC. 4 Building Materials Dormer Windows. *Guidance note C.4. (WDPL R Ref: DP3 applies)*

NC. 5 Building Materials Windows

Some houses still have wooden painted or stained windows whilst the majority now have UPVC Windows, some in mock wood and some white.

Guidance:

(WDPL R Ref: DP3, HE5, HE8 – HE12 apply)

At the front of a building the type of glass and frame should not be changed if it will result in the property looking out of place with the host or neighbouring properties. (Guidance note C5 may apply to older buildings).

NC. 6 Building Materials Doors

Doors are generally in keeping with the host and neighbouring properties.

Guidance:

(WDPL R Ref: DP3, HE5 – HE8, HE9 apply)

- *Doors should reflect the style the host building is constructed in, or blend with that style.*
- *Materials and colours should be in keeping with the materials used in the property or in surrounding properties.*

NC. 7 Building-Materials Porches and Porticos

There is a variety of porches built for differing purposes most of which match the host property. *Guidance note C7. (WDPL R Ref: DP3, HE5 – HE8, HE9 apply)*

NC.8 Building Materials Extensions

Owners of smaller homes sometimes find they need to increase the size of their home in order to accommodate their family. Guidance notes above relating to building materials, windows, doors, porches and space apply. (NC2-7 and C2-7 with older properties WDLPR References as above).

NC. 9 Building Materials Garages and Parking and Positioning

Most properties have garages. These are built in the same materials as the host property. Some garage blocks require re-building.

New Alresford is badly served by public transport for commuters and families with both partners commuting therefore require a minimum of two cars and for safety, security and aesthetic reasons off road parking for two cars. (See survey responses in Appendix).

The lack of parking provision leads to ruined views, congestion and their related social problems) and the inability for vehicles to turn is dangerous and damages property. Currently one development, and the Windsor/Meryon Road and Grange Road/Bridge Road areas have inadequate off street parking.

Guidance:

(WDPL R Ref: DP3, HE5 – HE8 apply)

- Garages and carports should compliment the building and should not be obtrusive,
- They should be within the host property curtilage and not take light or block access for neighbouring properties.
- New development proposals are encouraged to eliminate on road parking.
- Garages are more secure than parking areas. To save space integral garages should be provided and if this is not possible parking should be provided within the curtilage of the property.
- Parking bays, if provided should allow space for the retention of trees and shrubs.
- Garages in a dilapidated state should be repaired or re-built.
- Houses should overlook any off road external parking provision for security reasons.

NC.10 Building Materials Wooden Sheds

Guidance:

(WDPL R Ref: DP3, HE5, HE6 apply)

- Small wooden structures that enhance a rear garden, and do not take light from neighbouring properties may be encouraged.

NC.11 Building Materials Green Energy

Future developments and where possible extensions to houses need to address energy saving and water conservation. Please see recommendations in C11,. (WDPL R Ref: DP6 applies)

NC.12 Building Materials Fencing and Hedges

The majority of building sites in New Alresford are open plan design; this is important in terms of road safety and light and is covered by restrictive covenants on properties, custom and practise.

Guidance:

(WDPL R Ref: DP3, HE5, HE8 apply)

- Generally fences and hedges, deciduous or non-deciduous, should not be over 1.83 metres in height even when a combined wall and hedge.
- Hedges or shrubberies over 70cm height in the front garden in open plan character areas should not be encouraged.

5.3 Other General Guidance

GN.1 Affordable Homes

Alresford has some recent small developments with a proportion of small properties. Social housing has been allowed as an exception to policy. These houses have been found to be too small for their needs.

Guidance:

(WDLPR Ref: H5 applies)

- Developments containing affordable homes should, where appropriate, provide open areas, as appropriate.
- Social housing provision should, if possible, be considered for families requiring



Social Housing - Orchard Dean

GN.2 Disabled Access.

(WDLPR Ref: DP3 applies)

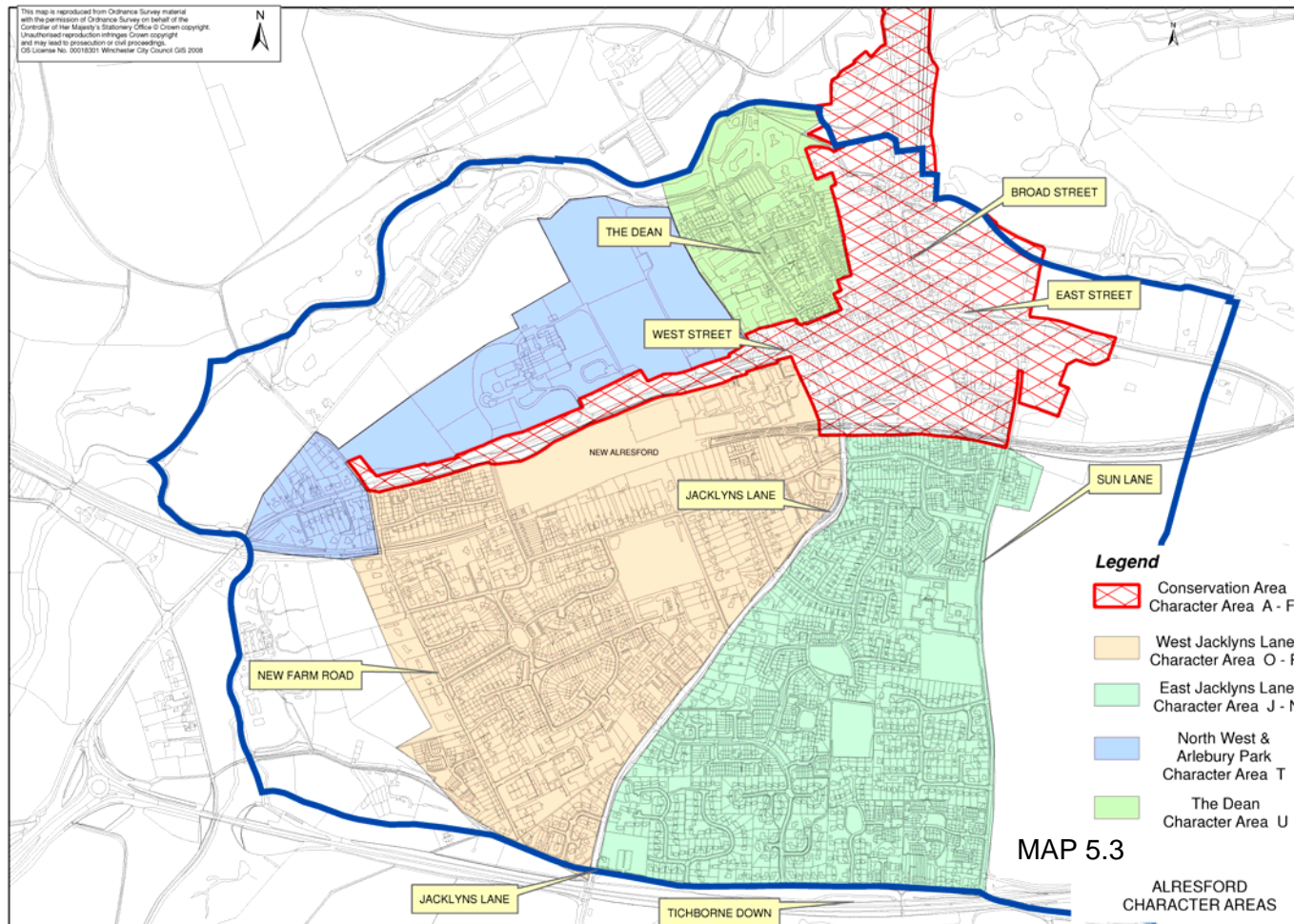
- All proposals for garages, extensions or new build should ensure the doorway, entrances and switch levels are suitable for wheelchair users.

GN.3 Footpaths

There is a good system of footpaths linking the outlying areas, but not all areas are yet linked.

- *Guidance Note Section 3. L2 and Section 4 G3. WDLPR Ref: DP1, T8 apply)*

5.4 Character Areas (Map 5.3)



5.4.1 Character Area I - Jacklyns Lane

Summary:

Edwardian houses and bungalows set at a variety of distances from the road with their tree cover define the character of Jacklyns Lane, Grange Road and Rosebery Road. Some have been renovated retaining the original Edwardian form and features, which when combined with the display of aged limes; helps maintain the area’s characteristic garden suburb appearance.

On the eastern side of Jacklyns Lane there are mainly single storey properties set at an angle to the road. Indigenous trees and shrubs have been replanted or retained, providing a home for wildlife and maintaining the character of the area. The older houses often have a rough finish coating over the brickwork with dark slate tiled roofs. There is no uniformity of roof design.

Replacement properties blend with the older properties and can be found on the south west side of Jacklyns Lane. They are set back from the road in a similar way to the original property mostly laid to grass with flower beds at the front maintaining the bright open nature of the area and ensuring views are not lost for walkers.

By the entrance to Robertson Road there is a small grassed area planted with trees, from which there are extensive views of the down land to the south and the golf course.

5.4.2 Character Areas J - N - East of Jacklyns Lane (Map 5.4)

Summary:

To the east of Jacklyns Lane are developments with predominantly single storey buildings set parallel to the highway. Most are characterised by 1960's design and are predominantly detached and well spaced giving an air of openness. Properties normally have attached or integral garages and private driveways with parking for one or two cars.

Both the Oak Hill and Sunhill area properties have larger plots with views over the old town or the downs and the 'Castles Estate', with three and four bedroom bungalows interspersed with detached houses, many with large gardens and extensive views over the golf club and the hills to the south.

MAP 5.4 South New Alresford – East of Jacklyns Lane



The majority of developments are set into the hillside, giving a link-detached, more individual appearance and feel to terraced properties. The majority of gardens are not overlooked and have superb views of the surrounding countryside. The indigenous planted and retained trees now provide an airy setting and wildlife habitat, and soften the profile of the houses.

indigenous planted and retained trees now provide an airy setting and wildlife habitat, and soften the profile of the houses.

A sense of continuity is given because original buildings remain intermingled with the 20th century expansion of New Alresford south of the railway. Tichborne Down is characterised by the older properties interspersed with the newer estates that lead off from it. There is an Edwardian house set back from the road, Bell House (an old Victorian hospital), several older houses, and a white rendered listed house. Langtons Court, a late nineteenth century property with extensive grounds is at the other end of Sun Lane.

Character Area J: 1960's and 70's Style developments.

Summary:

The character of the developments are 1960's single and two storey properties on a hillside setting overlooking the town or countryside, with open plan frontages, giving clear views of the roadway for safety, and a feeling of spaciousness. With exception to Nursery Road, most roof apexes facing the road. The bungalows and houses have garages and off-road parking for one or two cars, small grass frontages and rear gardens often planted with flowers. There are small communal areas of grassland enhancing the spatial aspects of the developments.

The developments have grass verged footpaths planted with trees from which walkers enjoy views of the town. There is a system of well-kept tarmac footpaths linking these developments with Jacklyns Lane and Grange Road.



Area J1: The Nursery Road area has terraced, semi-detached and detached properties with low-pitched roofs parallel to the road, and is characterised by the wide road and long grassed frontages and private driveways. A special feature of this road is the space between the properties and the view eastwards with the open deep frontages to the houses and the tree cover and as one goes along the small communal grassed areas giving a feel of space. Arle Close and Arle Gardens (Area U) and Appledown Close have similarly designed houses and maisonettes (Area L2).

Area J2: In the Whitton Hill, Hasted Drive, Downgate and Linnetts Road Area the detached, semi-detached, terraced and maisonette properties have small frontages, garage and a driveway for off road parking in a hillside setting. Some properties in Downgate have wood fascia detail. Some properties have substantial rear fences and walls giving much appreciated security, and some of the terraced properties have garaging in a garage block and visitor parking bays.

Character Area K: The 'Sunhill' and 'Castles' developments

Summary:

The character of this area is defined by the oblique roof pattern of the properties, the way they are spaced and set on the south sloping hillside and the extensive views of the golf course and Tichborne Down residents enjoy from their gardens as do

passers by when walking. The backdrop of planted trees softens the harshness of 1960's design and shrubs and the grass verged pavement.

The properties are 1960's modern design, built in buff brick with toning roof tiles, and contain three and four bedroom-detached houses and bungalows with a variety of 'Sunley' design roof designs. Bungalows in the Castles estate normally have roof apexes parallel to the road, wood fascia detail above the porches and plain glass replacement UPVC windows. Many plots have quite deep frontages, a garage and driveway for off road parking.

Character Area QL - Flats and Maisonettes:

Area QL1: In Tichborne Down Bell House is a sympathetically converted Victorian hospital surrounded by new terraced properties that have been designed to blend - all with parking provision.

Area QL2: At the South of Sun Lane, Appledown Close contains 1960's terrace and maisonette properties, most with allocated parking or garages and a grass open space with mature trees that residents use for recreational purposes.

Character Area M: Predominantly Cottage Style Houses:

Summary:

These areas are characterised by the way the mainly two storey properties use brickwork and roof detail, and the way original mature trees extend the green leafy established feel to new build. The gardens on all three estates are often generous and planted with shrubs and flowers. All the developments have open plan frontages. In the Tichborne Down area there are four cottage style developments:

Area M1: The Fairview development, of three bedroom cottage style bungalows and houses built in heather brick with some painted brickwork, steeply pitched roofs and co-ordinating clay tile. The Shepherds Down development is built in good quality heather brick, with flush pointing. Both developments have good quality coloured clay tiled roofs at a 40-degree pitch, a porch and double garage (the majority with brown chevron garage doors). The windows are stained or painted wood.

Area M2: Orchard Close is built on gently rising ground and features similar houses with a double or single garage and private driveways. Some are rendered above the band course, and a variety of coloured tiles are used for the roofs and the matching tile hung porch. Half way up the incline is a large grassed area with shrubs where residents play with their dogs and children. On its western side there is a line of mature trees. Most have close-board fenced or brick rear walls giving much appreciated security, and gardens with have uninterrupted views of the golf course and woodland to the south.

Area M3: Benenden Green is an estate of mixed mainly Hampshire cottage style houses and bungalows, all with front gardens. The properties are built around and from the green and are stepped to make the most of the hillside setting. There is provision for parking for all properties.

A feature of the development is the Green with its far-reaching beautiful views over the town, which are highly valued as an area to walk across and enjoy.

Area M4: In Sun Lane, Langtons Court is an attractive development of stepped courtyard townhouses. The houses extended clay tile roofs to create a porch. They are red brick and have a dark grey diaper. There is a decorative brick windowsill course and a staggered roofline. The roofs have dormer windows. There are private parking spaces and small well-planted frontages.

Similarly designed properties can be found at the top of Beech Road (**Area M5**) and the Carpenters (**Area PM6**), where an interesting use of positioning and the use of steeply pitched roofs extending over the garages. have been used to give different heights and aspects to the properties.

Character Area N - Homes for the Elderly

Summary:

These developments, one in this section and one in Section 5.4 (Area P), have been built at various times during the twentieth century are modern in design and are characterised by the use of the green areas around the properties to provide a green and grassy setting for residents to enjoy.

Area SN1: Chiltern Court at the top of Searles Close is built in late 20th century design and is approached by two affordable housing schemes. It has a footpath link to Oak Hill and a small grass frontage with seats outside.



Bell House



Benenden Green

Character Areas O - R - West of Jacklyns Lane (Map 5.5)

Summary:

The area immediately to the west of Jacklyns Lane in Grange, Rosebery and South Roads then going northwards to Drove Lane and westwards along the B3047 is characterised by bungalows and houses with sizeable plots filled with lawns, flower beds, shrubs and trees giving glimpses of distant views of the downs to the north and wildlife habitat. The roads are tree lined and the whole area has the feel of a green leafy area, giving tree and shrub filled views of the leafy space beyond and is enjoyed by both residents and walkers. Behind these gardens are the school playing fields from which pupils can see the vegetation and wildlife.

Character Area O – Grange Rd, Salisbury Rd, Rosebery Rd and West New Farm Rd

Summary:

This area was built up in the early twentieth century when acre plots of land were sold to war veterans and others to people wanting to move from the over-crowded town centre, and is therefore of historical significance to the towns development. It is characterised by tree-lined roads with houses set some 10 to 20 metres back from the property fence. Intermingled with the Edwardian design properties on the larger plots are a variety of properties, some mid-war in design and appearance, and some re-built on the original property footprint. All have private parking and easy access from the rear of the property for refuse collection.

The land slopes downwards from south to north in Rosebery and Salisbury Roads towards Grange Road. This slope diminishes and the ground becomes level before and across the school playing fields and the whole area is publicly visible. The original housing density here is approximately one per acre although some of these plots have been divided to provide semi-detached residences or two separate properties for family members. The building two storey properties here of the densities encouraged in PPG3, without as a minimum, using established properties and trees as a screen might not only destroy popular views and the indigenous wildlife, but could also have a radical effect on the character of the area. There are currently two new developments on the north side of Grange Road through which there are still glimpses of the downlands beyond the town. They are different in character to established Grange Road properties.

Features about the Grange Road - Salisbury Road area highlighted by local residents in the workshops and in the questionnaires included the tree lined street scene, the imposing Edwardian houses with sizable attractive gardens, the glimpses of colourful gardens over hedges, the wildlife and views to the north seen over and between the houses - the skyline of which is defined by trees not houses.

Threats identified to the area were traffic, parking and unsympathetic development of land.

Area O1: In the centre of the west Jacklyns Lane area, is the Stratton Bates Recreation Ground with a new children's play area and football pitches.

To the east of the recreation ground there are some imposing Edwardian detached houses and semi-detached houses; to the west, on the northern side of South Road Edwardian and mid-war colonial bungalows in well-stocked sizeable plots on fairly level ground. Many are sympathetically restored and set in long large gardens planted with the trees and shrubs filled with wildlife, that provide a necessary barrier between the properties and the school playing fields.

Area O2: New Farm Road character is defined by its tree-lined footpaths and verges on its eastern side and the early and mid twentieth century properties in a variety of styles on very wide sizeable plots with beautiful views of the Itchen Valley. The chestnut trees in the gardens on its western side shield many of the houses from the road and are also a feature of the road.

Area O3: Winchester Road is the west gateway to Alresford as a whole and contains a variety of properties. On its northern side, coming from Winchester the first property is a two-storey flint farmhouse, followed by semi-detached two storey Victorian properties and twentieth century bungalows and chalet bungalows with large gardens. These define the character of the area and continue into Drove Lane. On the west side of Drove Lane there is a flint lodge and further down Drove Lane two modern two storey properties.

On the southern side of Winchester Road there are single storey properties, mid-war to modern in design and appearance fronted by a slip-road, and a chapel on

MAP 5.5 South New Alresford – West of Jacklyns Lane



Stratton Bates



Chapel (left of dwelling)

the corner, with business premises alongside and behind (map 5.5).

Character Area P - Properties with a Cottage Style Theme.

Summary:

The character of the late 20th century cottage style properties is defined by the way the design uses the hillside setting and the grass and tree cover provided to soften the outline of the buildings (Area P1).

A feature of the area is the large grassed roundabout and verged footpaths.

Area P1: At the eastern end of Grange Road area there are some properties with a higher density than is the norm with a similar design and use of hillside setting as at Langtons Court and the top of Beech Road. These are the Carpenters development, and the Grange Road frontage to Ellingham Court. This end of Grange Road contains several early 20th century properties, and a very considerable modern church, with parish hall, priest house and parking.

Area P2: In the north west of Ashburton Road and at the eastern end of Grange Road are some refurbished terraced and cottage style single and semi-detached two storey properties. These are higher density than the centre of Grange Road and a similar density to the Victorian cottages and Nicholson Place in Bridge Road. They have open plan style frontages and space for off road parking.

Area P3: This area is characterised by solidly built and generally well maintained terrace and semi-detached houses built as social housing in the 40s and 50s, with generous gardens and open spaces and reasonably wide roads. Lack of garaging, causing cars and vans to be parked in the front gardens or on the roads, spoils the visual aspect and presents hazards. To the south an industrial estate is well shielded from the residential area but can cause noise and nuisance. The Winchester City Council owned shop in Mitford Road was tenanted and re-opened in October 2006 and is currently trading.

Area P4: Nicholson Place in Bridge Road is a horseshoe of uniform houses and bungalows, with a plot of grass for recreational use in the centre and a parking area. Bridge Road also contains a Victorian terrace of artisan houses, which has maintained its integrity.

Area P5: Meryon Road is a 1950's development of bungalows for the over 55's which are renowned for their large colourful gardens. These gardens and the single storey properties define the character of this small area.

Character Area Q – Mid - Late 20th Century Build

Summary:

These areas are characterised by 1960's square designed properties as described below:

Area Q1: Behind the planted open space area in Jacklyns Lane and Robertson Road is an area where the character is defined as purpose built retirement bungalows with small gardens surrounded by a large grassed communal area. This leads to Area RL3 (flats and maisonettes) and SN2 (Makins Court).

Area Q2: The character of De Lucy Avenue and the majority of the western side of New Farm Road through to Covey Way) is defined by 1960's square design houses and bungalows. A few original cottages are interspersed between the open plan developments in New Farm Road and South Road. This area is fairly level and the tree lined roads and grass open spaces have been planted with silver birch and shrubs giving a clean open feel.

Area Q3: Watercress Meadows is an exception site development built in the late twentieth century. The properties are starter homes and have a small private frontage and garden. It has communal grassed areas and communal parking.

Character Area RL - Flats & Maisonettes

- a) **Area RL3** - The majority of these developments were originally social housing, and are characterised by 1960's design in buff brick with toning clay tiled roofs, and the use of grassed and planted areas to soften the effect of the buildings. They have garages or allocated parking, have footpaths to their entrances, and are open plan in nature. To the west of Stratton Bates Recreation Ground, Ashburton Close contains one and two bedroom flats, and Meryon and Robertson Roads have two storey flats.



Ellingham Court



Mitford Road



Watercress Meadows



Arlebury Park House

- b) **Area RL4** - There is one conversion of an older property, which has maintained the character of the host property. Arlebury Park House is a country house converted into flats with underground parking retained in its original setting. Behind the main building are more units in a converted barn setting.

Character Area S - Sheltered Housing and Homes for the Elderly

Area SN2: The character of this area is defined by turn of the millennium design, with access to a large grass area. Makins Court, a modern sheltered housing project, in Windsor Road attractively designed properties with balconies, flat-lets and communal parking.

Area SN3: The character of this development to the outsider is of the cottage style frontal aspect into Grange Road. A private development, Ellingham Court is to the East of Jacklyns Lane and close to the town.

Purpose designed for the elderly there is a communal grass area, and community room. The apartments facing northwards are square in design and have three floors. Upper floor flats have views of the surrounding area.



Makins Court

Character Areas T - Early Twentieth Century and earlier Build

Summary:

In New Farm Road, there are two detached Victorian houses on the eastern side, and Victorian chapel on the western side at the junction with Winchester Road.

Winchester Road contains Farm Cottage, a knapped flint cottage, and some semi-detached Victorian cottages, all with extensive grounds beyond which are views of the Itchen Valley.

There are several terraces of nineteenth/early twentieth century cottages, one in Bridge Road, one in Pound Hill and four in the Dean.

To the north, the well maintained knap flint boundary wall of Arlebury Park, in front of which there is the old Toll House and the roadside is planted with one hundred year old limes. Behind the wall are two gatehouses and a converted farm and Arlebury Park Barns.

At the end of the flint wall is Pound Hill.

Character Area U - North of the Conservation Area

The character of this area is defined by the view from the entry point at the crossroads of the Dean, Jacklyns Lane and West Street and the view from here to the River Alre. This view is destroyed part way down on the western side of the road by industrial plant.

Area U1: To the north of the conservation area off The Dean is Mallards Close, a small attractive close of bungalows with under-croft parking, and Orchard Dean, a new development of retirement of cottage style bungalows with parking and visitor parking bays. Between these two developments is a well-maintained unobtrusive caravan park containing about 40 dwellings.

Area U2: Arle Gardens and Arle Close are similar in character to Nursery Road, although with a mix of detached, semi-detached and terraced properties and a hillside setting. The detached properties have a garage and space for off road parking.

Area U3: In the Dean we find two sympathetically restored very different attached cottages at the northern end, one, with a bright painted finish set in grounds of over two acres. The partner property has knapped flint walls and a small garden. Arle Gardens was built behind this, and two bungalows have been built below the plot of land. Just beyond here are terraces of Victorian cottages with slate roofs and small enclosed frontages, with a riverside setting.



The Dean Cottages

APPENDIX A

PUBLIC CONSULTATION

A1. Introduction:

The initial consultation period started in October 2004 and lasted until January 2005. A document, based on the information gathered for the Draft Local Action Plan was prepared for circulation to the Chairmen of all the active organisations and charities in Alresford. It was subsequently revised and used as a base for Design Statement Workshops.

The next consultation process involved workshops and a questionnaire being sent to all households together with an invitation to attend these workshops. The Chairmen of the Chamber of Commerce and of all the groups who undertake local community work and local charity organisers were personally invited to the workshops, many of whom attended. The resulting document was put on public display for six weeks at the Community Centre and the Swan Hotel where it was viewed by over 500 visitors and people from the town. The document was then discussed and revised and at public meetings held at Arlebury Park with a further discussion at a public meeting in November 2005.

A1.2. Timetable:

Initial Consultation:	October – January 2004
1 st Workshop:	12 th March 2005
2 nd Workshop:	23 rd April 2005
Public Display of outcomes at Swan and Community Centre:	June/July 2005
Public Meetings at Arlebury Park:	August/September 2005
Public Meeting in the John Pearson Hall:	21 st November 2005
Public Meeting in the St Johns Church hall with the church group	26 th January 2007
Formal consultation period	February-April 2007
Final consultation at St Johns Church	July 2007
Final presentation of documents to the public at the Community Centre	July 2007



Over 250 households responded and a summary of their comments is in Section A2 below. These were combined with the workshop outcomes (discussed in A2 below) and the July/August and November public consultation sessions and comprise the full 'Character Descriptions.' These are held in CD format at NATC together with the questionnaire response forms.

A2. Outcomes of Workshops - Summary

A2.1. Features of The Conservation and Non-Conservation Areas Most Valued

All the groups highlighted the preservation of the vibrant street scene in East, West and Broad Street areas, as they are highly important for the sustainability of the town both as a place to live and its historic role as a venue for tourists and business people alike. The main threat they saw to this was the increase of traffic in the area, particularly lorries and the speed they travel (together with the lack of safe road island areas for pedestrians), and the lack of accessible parking within easy walking distance of the Conservation Area.

The character area of the town they felt was an eyesore was the industrial area in the Dean. They felt this because it was a part of the Millennium Walk and one of the first sub-areas of the town they visited if taking the east to west route. They also felt, as long as the older properties were protected, a renovation or re-development process could be used to improve the general level of architecture in this area.

The feature raised about the area outside the Conservation Area was the green spacious feel this had and the glimpses of beautiful views residents, walkers and people driving through the town also have when traversing the town. The second most important feature of these areas was the way they demonstrated the twentieth century history of the town as it extended towards Tichborne Down and the way each character area shows the design that each decade had to offer.

Great value was placed on this area as a garden suburb with superb views, its well planned footpaths with their views across the townscape, tree lined roads and Avenues, and the extensive green areas for communal enjoyment and the way it interweaves with modern design, including the award winning St Gregory's Church.

A2.2. Main Issues of Concern

A. The general tenure of those present was against any changes to the character of any area that detracted from those mentioned in A.2.1 above, as well as the possible damage to the fabric of the town by the increased traffic volumes, the speed lorries travel in the areas popular with tourists and that crossing these roads is now difficult and hazardous.

B. There was a strongly held view that traffic volumes were increasing and that this posed a danger not only to pedestrians, where it was felt there should be more specific crossing points in the town, but also to the fabric of the town.

C. Residents clearly valued their peace and tranquillity. The need for out of the town centre parking was mentioned by most people, together with the problem of lorries and cars mounting pavements and reversing into narrow passageways on a daily basis, and the consequent damage to pavements and danger to pedestrians,

Notable was the feeling the original planning permission for the Watercress Company safeguards on the numbers of lorries going through the town were being ignored, with its resultant increase in carbon emissions in the town and possible damage to historical properties and buildings.

D. Concerns were also raised over the ability of the infrastructure of the town to cope with an increase in the town's population and of further increases in traffic. Particular mention was also made of the type of water supply system for the town and the town's closeness to water meadows.

At that time the town's schools were sometimes unable to take all the children presented to them, and the doctors, primary medical provision, and dentists in the area were under pressure. The Community Centre and other recreational venues also tended to be booked for six months in advance at the weekend and on certain days.

A.3 The Outcomes of the Questionnaire

Introduction:

As mentioned in A1 above, a questionnaire was sent to all households in New Alresford. Over 250 households responded. There was some confusion as residents thought they had already fully participated in this process when visiting the display at the Community Centre for the Town Plan and this affected participation negatively.

The findings of the questionnaire are contained in Appendix B.

Summary

Views

People's most popular places and areas to walk are shown on Map 3.1 in Section 3. Notable views outside the town are from the Golf course and to the Golf course from Jacklyns Lane and the views northwards from Grange Road and the Avenue. People in the Benenden Green – Sunhill area commented on the far-reaching views from this and the surrounding areas, and some people also talked about the New Farm Road view over the water meadows.

Infrastructure

The town fully utilises the infrastructure it has. Recreational Halls and the Community Centre are fully booked, the schools sometimes have difficulty absorbing newcomers, there is inadequate public transport and the doctors' surgery is always busy. People were concerned about traffic from the south in Jacklyns Lane and New Farm Road, and east to west in Grange Road in particular. The school run was also a concern. Lorry traffic to Old Alresford and the watercress companies was felt to have increased enormously and pedestrians have difficulty crossing Broad Street as a result of the increased traffic. The town's car parks are full between Thursday and Saturday, and a shortage of parking for residents in the conservation area was also mentioned.

Recreation

The largest number of people said they enjoyed walking and this has resulted in a large number of views of the surrounding countryside being highlighted on Map 3.1 in Section 3.

Final consultation

The final six week consultation took place from February to April 2007. Notification was put in the press and the TDS was made available on the Alresford web-site. Returns were received from The Alresford Society, Hampshire County Council, Natural England, the Environment Agency and one member of the public Ken Yeldham. The many comments received related to improving the accuracy of the descriptive parts of the document and have been incorporated in this issue.

Appendix B Sustainability Appraisal

Introduction

Sustainable development means ensuring the needs of the present do not compromise the ability of future generations to meet their needs. Planning Guidance expects planning documents to address a wide range of social, economic and environmental issues as they are being drawn up, by undertaking a Sustainability Appraisal.

In this Appendix we appraise the policies that have resulted from the perceived needs of the community of New Alresford that have arisen as a result of the public consultation process. This appraisal covers each of the guidelines against the set criteria used by Winchester City Council Planning Department in the Local District Plan (based on the 13 Local Government Management Key Themes to a Sustainable Community (1994)).

WCC Criterion

The criterion used is as follows:

Land use Resource use Protection of resources	Reduction of resource use, efficient use of resources, recycling and minimisation of waste.
Pollution – including increases in traffic	Pollution is reduced to a level that natural systems can use without damage
Protection of diversity Access to wildlife/nature sites	The diversity of nature is protected and accessible to all
Local Needs Provision Local Needs Use	Local needs are/should be satisfied by local service, supply and production.
Housing Provision Access	Housing provision with equal access to facilities, service, and goods with minimal environmental cost and not determined by income.
Road Safety	General road safety. Traffic congestion and related dangers.
Self Development Involvement	Everyone has access to facilities that will enable them to develop to their full protection and play a full part within the community.
Leisure Provision Leisure Access	Recreational and leisure activities available to all.
Protection of Built Environment Urban Design Local Identity	Places, spaces, settlements, buildings, landscape use are designed to protect local diversity, uniqueness, identity and distinctiveness.

Appraisal Narrative:

Chapter 3 Spaces and Landscapes.

Guidelines L1 – L6. Normally score positively. The only item scoring no effect throughout this section is housing provision, which is not addressed in the Landscape Chapter. Spaces in new development have been covered in Chapter 5.

Chapter 4 The Conservation Area.

Guidelines C1 – C12 normally score positively. C4, C9, C10 have a mainly neutral score as they add use to the property but use new resources. Most other factors can use re-cycled materials or new more energy efficient materials.

Chapter 5 The Non-Conservation Area.

Guidelines NC1-NC12 have a neutral score because the community has addressed how they want these areas preserved. The negative effect on pollution, transport and road safety, the accessibility of local provisions, and damage natural water resources (see Maps 1.2 and 3.1) is counterbalanced by the need for renewable and energy efficient materials and equipment being used in any new build. Character properties are covered by guidelines C1-C12.

Key for Sustainability Appraisal Tables below:

- ✓ = Positive Effect
- ✓? = Positive Effect Expected
- 0 = Should obtain the status Quo or Positive
- 0? = Status Quo or Marginal Negative Effect

SUSTAINABILITY APPRAISAL TABLE

Sheet 1 of 2 – Landscape and Conservation Area

L1	L2	L3	L4	L5	L6	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	G1	Guidelines
✓	0	✓	✓	0	0	0?	0	0	0	✓?	0	0	✓?	0	0	0	0	✓?	Land use
✓	✓	✓	✓	✓?	✓	0?	✓	✓?	0	✓?	✓?	✓	✓	0	0	✓	✓	✓?	Resource use
✓	✓	✓	✓	✓	✓	✓	✓	✓?	0	0	✓?	✓	✓	✓?	0	✓	✓?	✓?	Protection of resources
0	✓	0	✓?	✓	✓	0	0	0	0	✓?	0	0	0	✓?	0	✓	0	✓?	Pollution
✓	✓	✓	✓	✓	✓	✓?	✓	✓	0	✓	✓	✓	✓?	✓	0	✓	✓	✓?	Protection of diversity
0	✓	✓	✓	0	0	0	0	0?	0?	0	0	0	0	0	0	✓	✓?	✓	Access to wildlife/nature sites
0	✓?	0	✓?	✓	✓	✓	0	✓?	✓?	✓	✓	✓	✓?	✓	✓	✓	✓	✓	Local needs provision
0	✓?	0	✓?	✓	✓	0	0	0	✓?	✓?	✓	✓?	✓?	✓	✓	✓	✓	✓	Local needs use
0	0	0	0	0	0	0	0	0	0	✓	✓?	0	0	0?	0	✓	0	✓	Housing provision
0	✓	✓?	✓?	✓	0	✓	0	0	0	0	✓	0	0	0	0	0	0	0	Access
0	✓	✓?	✓?	✓	0	✓?	0	0	0	0	✓	0	0	✓	0	0	✓	0	Road safety
✓	✓	✓	✓	✓	✓	✓?	✓	✓?	✓?	✓	✓?	✓?	✓?	✓	✓	✓	0	✓?	Self development
✓	✓	✓	✓	✓	✓	✓	✓	✓?	✓?	.	✓	0?	✓?	✓	✓	✓	✓	✓?	Involvement
✓	✓	✓	✓	0	✓	✓?	✓?	✓/	0	✓?	✓?	✓?	0	0	✓?	✓	0	✓?	Leisure provision
✓	✓	✓	✓	✓?	✓?	0	0	0	0	✓?	✓?	0	0	0	✓?	✓	0	0	Leisure access
✓?	✓?	0	✓?	✓	✓	✓	✓	✓	✓	✓	✓	.	✓	✓	0	✓	✓	✓	Protection of the built environment
✓?	0	0	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	0	✓	✓	✓	Urban design
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Local identity

SUSTAINABILITY APPRAISAL TABLE

Sheet 2 of 2. Non-Conservation Area

G2	G3	G4	NC1	NC2	NC3	NC5	NC6	NC9	NC10	NC12	GN1	GN2	GN3	Guidelines
✓?	✓	o	o	o	o	✓?	o	o	o	o	✓?	o	✓	Land use
✓	✓	✓	o	✓	o	✓?	✓?	o	o	✓	✓	✓	✓	Resource use
o?	✓	✓?	o	✓	o	o	✓?	o	o	✓	✓	✓	✓	Protection of resources
o?	✓	✓	o?	o	o	o	o	o	o	o	✓?	o	✓	Pollution
✓?	o	✓	✓	✓	✓	✓	✓	o	o	✓	✓	✓	✓	Protection of diversity
✓	✓	o	o	o?	o?	o	o	o	o	✓?	o	✓?	✓	Access to wildlife/nature sites
✓	✓	✓	✓	✓	✓?	✓	✓	✓	✓	✓	✓	✓	✓	Local needs provision
✓	✓	✓	✓	✓	o	✓?	✓	✓	✓	✓	✓	✓	✓	Local needs use
✓	✓	✓?	✓?	✓	o	✓	✓?	o	o	o	o	✓	o	Housing provision
✓	✓	✓	o?	o	o	o	✓	✓	o	o	✓	✓	✓	Access
✓	✓	✓	o?	o	o	o?	✓	✓	o	✓	✓?	o	✓	Road safety
✓	✓	✓	✓	✓?	✓?	✓	✓?	✓?	✓	✓	✓	✓?	✓	Self development
✓	✓	✓	✓?	✓	✓?	✓	✓	✓?	✓	✓	o	o	✓	Involvement
✓?	✓	✓?	✓?	✓?	o	o	✓?	o	✓?	o	o	✓?	✓	Leisure provision
✓?	✓	✓?	o?	o?	o	✓?	✓?	✓?	✓?	o	✓?	✓?	✓	Leisure access
✓	✓	✓	o	✓	✓	✓	✓	o	o	✓	✓	✓	✓	Protection of the built environment
✓	✓	✓	✓	✓	✓	✓	✓	o	o	✓	✓	✓	✓	Urban design
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Local identity

- Note:
1. The sustainability appraisal for NC8 is covered by the other appraisals in Guidance notes prefaced NC2-7 & C2-7.
 2. The sustainability appraisal for NC4 is covered by C4
 3. The sustainability appraisal for NC7 is covered by C7
 4. The sustainability appraisal for NC11 is covered by C11



Patricia Hall