

Masterplan

The Dean

New Alresford
Hampshire | SO24
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Winchester
City Council

This Masterplan was developed by Winchester
City Council in consultation with landowners
and businesses of The Dean, Alresford.
Artwork & design by:

dga | architects

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This masterplan document has been prepared to guide the development of allocated land at The Dean, New Alresford. The area is in a number of ownerships which make it likely that it will be developed in phases rather than comprehensively developed in one go. The document seeks to demonstrate how the allocated land can be comprehensively masterplanned to deliver the land uses identified by Policy NA2 of the Winchester District Local Plan Part 2.

The masterplan has been prepared jointly by Winchester City Council and landowners / businesses in The Dean to show how the key policy requirements for the area can be delivered.



The vision for The Dean is to realise the potential of the site by redeveloping the commercial uses and accommodating an appropriate mix of land uses, creating a new place that links the town centre, the neighbouring residential sites and Arlebury Park Recreation Ground.

The Dean is a key site for change in New Alresford and it is important to unlock its potential to help provide new homes, including affordable housing and housing for the elderly, new pedestrian and transport links and high quality landscaped and open spaces. The Dean has the potential to become a high quality and sustainable mixed use area with new homes, appropriate commercial uses, a new public car park, improved transport connections and enhanced landscaped open spaces, all combining to create a better quality of life for existing and future residents.



The Dean is located in the north west part of New Alresford. The site totals 2.1 hectares and consists of a number of commercial properties in different ownerships and uses.

Surrounding the site to the north and east are residential developments, to the south is the town centre and to the west is Arlebury Park Recreation Ground.

Arle Close, a residential estate comprising 24 detached, semi-detached and terrace houses of 1970s construction, is located to the north of The Dean.

To the east, The Dean is lined by terraced houses which date from the late nineteenth century. Arle Gardens, to the north east of The Dean, and Mallard Close, to the south east, comprise residential developments of varied styles and late twentieth century construction. Orchard Dean, to the south east of The Dean, is a cul-de-sac which runs off The Dean. It is a recent housing development consisting of 2-3 storey buildings built at a high density.

The south of The Dean leads towards the town centre, joining Pound Hill and West Street. This area comprises a mix of residential, office and industrial uses with the land adjoining the southern edge of the site falling within the New Alresford Conservation Area.

The Dean's western boundary with Arlebury Park Recreation Ground is marked by hedges, trees and changes in levels.

The Dean has a history of agricultural use before a Gas Works was introduced to part of the site in the mid to late 19th Century. In the 1970s the Gas Works was demolished and replaced by industrial units. In addition, former agricultural land to the north and east were developed to provide new housing.



1870s

There are few signs of development on the site. The dominant land use to the north, east and west of The Dean appears to be agriculture. A single gasholder stands on the adjoining site to the east, while a number of schools are shown further south along The Dean.



1890s

This map, in which The Dean is labelled 'The Dene' (from the Old English name for a valley), shows new terraced houses opposite the site and expansion of the adjoining Gas Works, where a second gasholder has been built.



1900s

The site and its immediate neighbours appear to have remained largely agricultural at the beginning of the twentieth century. New terraced houses were built to the rear of the terrace opposite, while outbuildings have been erected between gasholders on the neighbouring site.



1940s

The Gas Works expanded westwards in the early twentieth century. A third gasholder, much larger than those which had been built previously, is shown inside the southern boundary of the site.



1970s

The Dean saw great change during the post-war years. Former agricultural lands to the north and east were developed to provide new housing. Upon ceasing operations the Gas Works was demolished and replaced by industrial units.



1990s

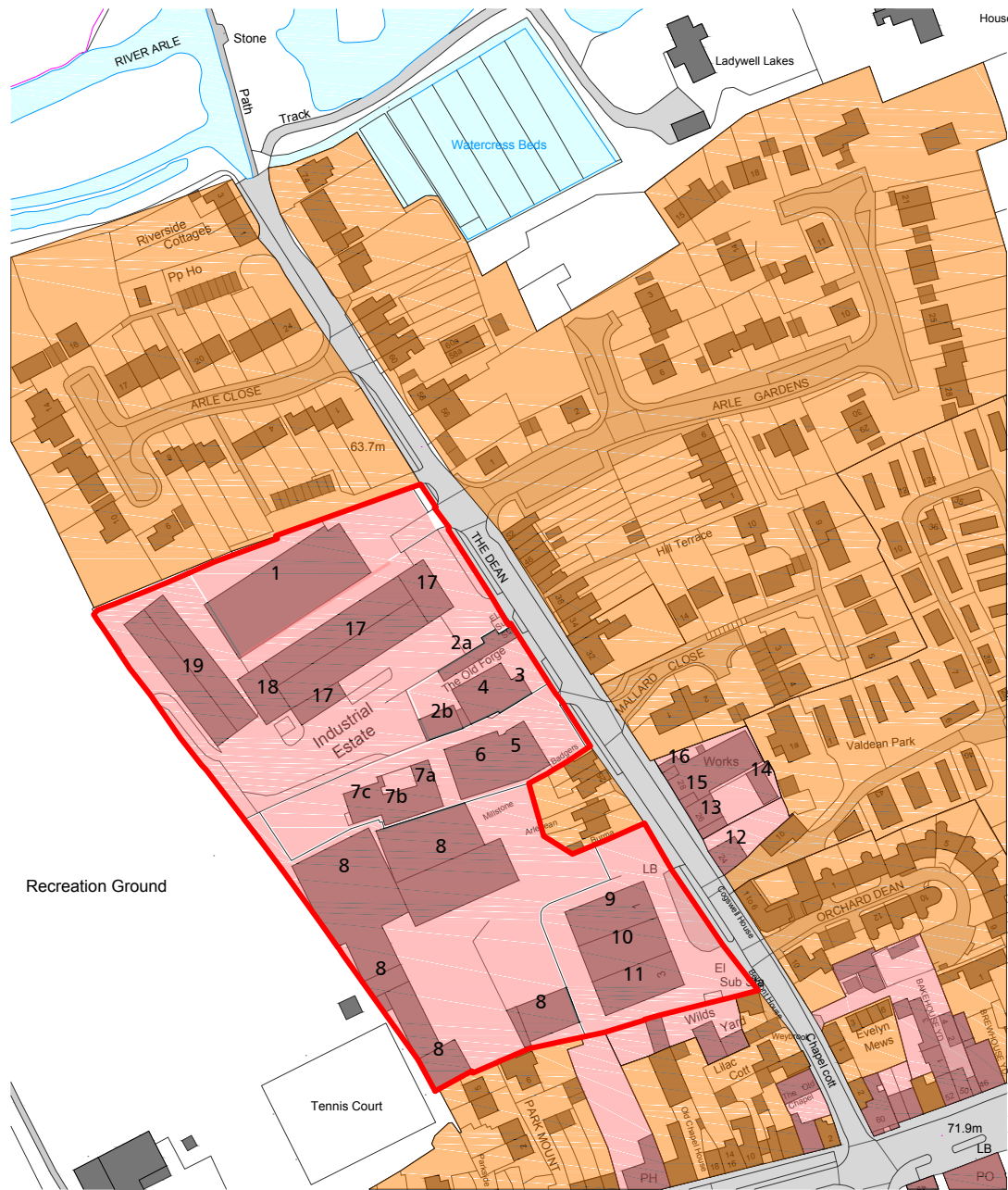
The pace of new development has slowed considerably. A small number of new industrial units have appeared alongside those which were built during the post-war period.

Analysis

Land Ownership

3.3

The Dean comprises buildings within a number of different ownerships as shown on the following plan:



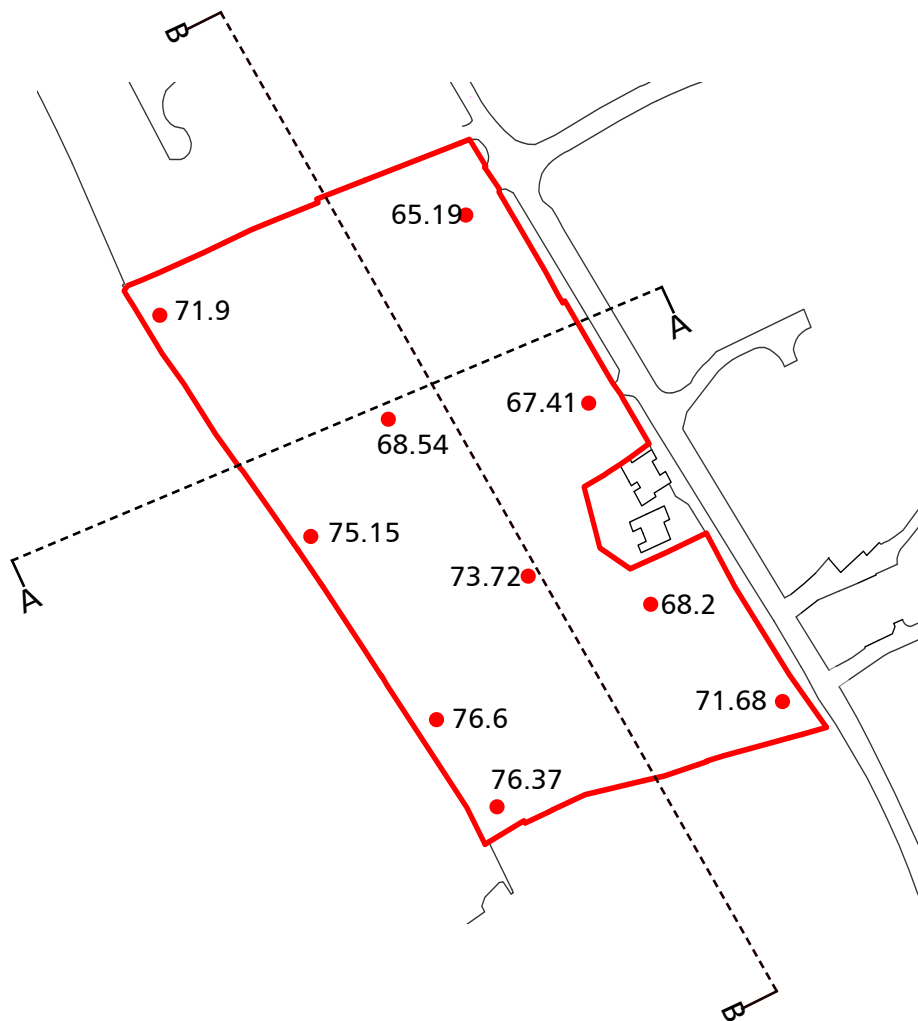
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- 1 VACANT CLC WHOLESALE
- 2a THE OLD FORGE - CLEVERTOUCH MARKETING (OFFICES)
- 2b CHALUKE HOUSE
- 3 ROBIN SHARP
- 4 GM VEHICLE SERVICES (ROBIN SHARP TENANT)
- 5 BENNETT HOUSE - BUTLER & CO
- 6 INFLUX MEASUREMENTS
- 7a INFLUX MEASUREMENTS
- 7b CLEVERTOUCH MARKETING (OFFICES)
- 7c VACANT B1 UNIT
- 8 CEEBAY SYSTEMS/WARWICK BROS

- 9 PART VACANT B1
- 10 GORST (CRS SERVICES TENANT)
- 11 E.WILLIAMS PLATING LTD
- 12 THE THE HEALTHWAY CENTRE
- 13 BARNES & LIDDIARD ELECTRICAL CONTRACTORS
- 14 STUDIO 49
- 15 TAFTS INTERIORS
- 16 THE CURTAIN WORKROOM
- 17 HUXLEY GOLF
- 18 VACANT B1/B8
- 19 VACANT B1/B8

- HOUSING
- EMPLOYMENT

There is a significant change of land levels across The Dean from east to west and from north to south. In places, this manifests itself in substantial changes of levels at site ownership boundaries. It is important that these are taken into account in designing and developing sites as they will need careful design and may constrain development or linkages in some cases.

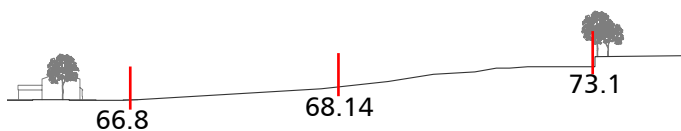


Site plan

Section B - B



Section A - A



Analysis

Existing Building Heights & Densities

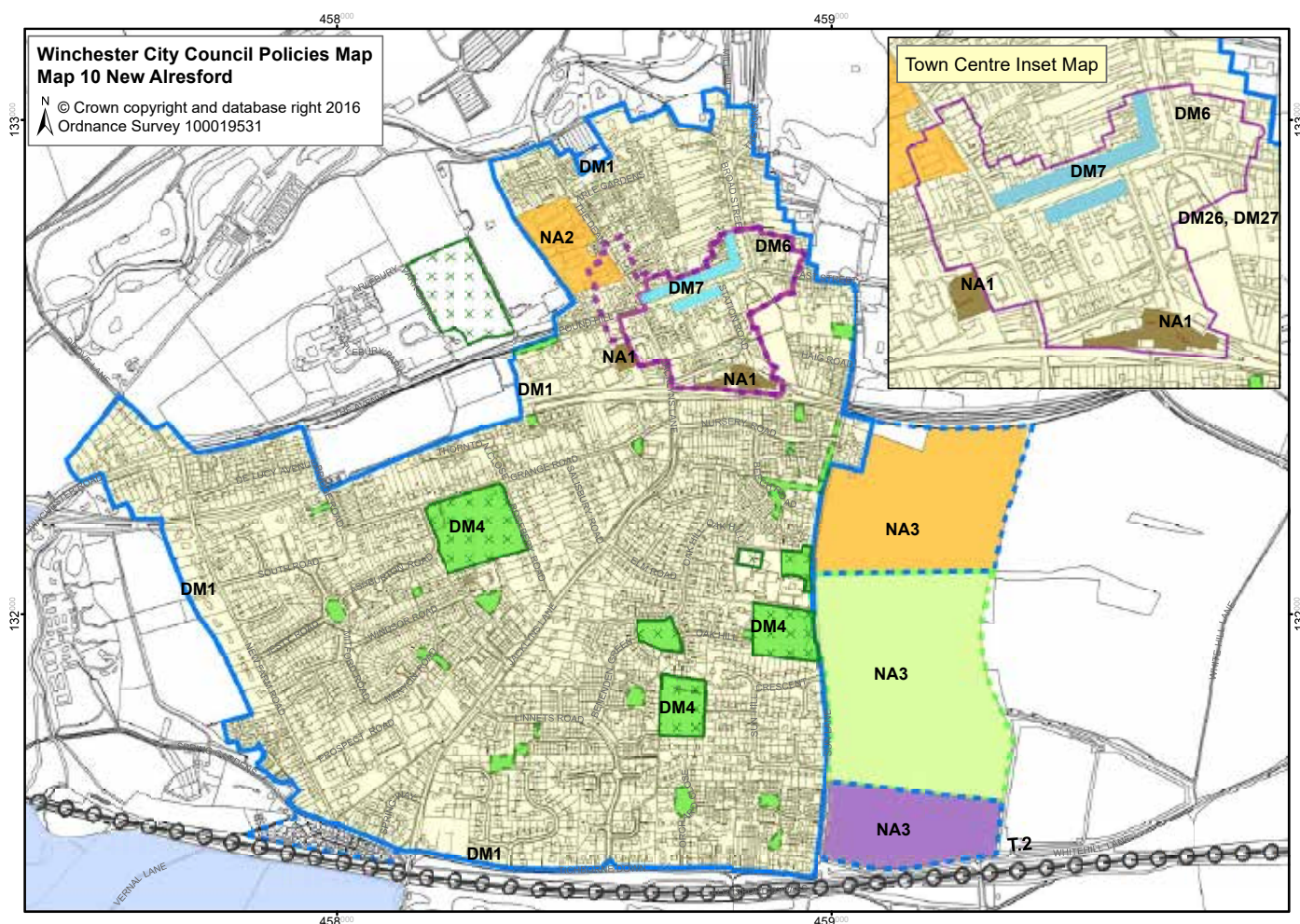
3.6

The existing buildings within The Dean are predominantly two / three storey brick buildings and large warehouses.

Recreation ground







Winchester City Council are currently preparing Part 2 of their Local Plan. The Submission Local Plan Part 2: Development Management and Site Allocations document was submitted to the Secretary of State for examination on the 23rd March 2016. Within the Submission document is a draft allocation 'Policy NA2', which concerns The Dean. The allocation has been supported by the Local Plan Inspector and the Local Plan Part 2 is expected to be adopted in early 2017.

Policy NA2

Land at The Dean, as shown on the Policies Map, is allocated for the development of about 75 dwellings, commercial and parking uses. Planning permission will be granted provided that detailed proposals accord with the Development Plan and meet the following specific development requirements:

Nature & Phasing of Development

- A masterplan establishing principles for the disposition of housing, parking, commercial, open space, access points and linkages for the whole allocated area should be submitted with each application for development. Any subsequent applications for all or part of the site should also demonstrate how the proposal will accord with these principles and achieve the form of development intended by this allocation as a whole;

- Individual site proposals should be designed to enable future linkages to adjoining land and to avoid harm to the amenities or operation of adjacent land and businesses, unless there is comprehensive development of the existing employment land at The Dean;

- Development may include the provision of offices to meet local needs and should include additional public car parking close to the town centre, as well as housing suitable for the elderly to help meet local housing needs in a highly accessible location.

Access

Provide safe vehicle, pedestrian and cycle access from The Dean and contribute to any off-site junction or pedestrian improvements necessary.

Environmental

- Retain and reinforce landscaping on existing boundaries around the area, in conjunction with open space provision, and provide for improvements to the public realm on The Dean;

- Proposals should be accompanied by a comprehensive assessment, which sets out the nature and extent of any contamination present on the site, together with the programme of remedial works to ensure that any unacceptable risk from contamination is avoided;

- Provide on-site open space (Informal Open Space and Local Equipped Area for Play).

Other Infrastructure

- Include provision for a public car park of 50-100 spaces;

- Provide a connection to the nearest point of adequate capacity in the sewerage network, in collaboration with the service provider;

- Contribute to the expansion of Sun Hill Infants and Junior Schools and other infrastructure needed to make the development acceptable in planning terms.

Summary of Key Constraints

1. Multiple land ownership of the site;
2. Number of ill-defined vehicle access points which fragment the street frontage;
3. Lack of a coherent street frontage;
4. Site is unwelcoming to pedestrians and cyclists;
5. Lack of access to the recreation ground;
6. Change in land levels across the site; and
7. Given the current and previous land uses, there is a potential for contamination.
8. Existing electricity sub-station and access to adjoining property on south-east edge of the site.

Summary of Key opportunities

1. Redevelopment of a brownfield site;
2. Creation of new homes, new homes for the elderly and new commercial uses;
3. Creation of a new public car park to serve the town centre;
4. Potential to create an attractive street frontage;
5. Potential to make improvements to the public realm and to enhance the character or appearance of the adjoining Conservation Area;
6. Potential to introduce open space and landscaping;
7. Potential to improve pedestrian and cycle movement and permeability through the site.



1. Create a place with a distinct identity that is in keeping with the character of New Alresford;
2. Create a coherent and seamless place with internal links across the existing site's ownership boundaries;
3. Enable permeability by providing access and linkages to adjoining land.
4. Provide improvements to the public realm on The Dean; and
5. Retain and reinforce landscaping on existing boundaries.

1. Creating a distinct place in keeping with the character of New Alresford

The Dean is situated within a key location between the town centre, the residential estates and the recreation ground. Historically, the site has been used for employment which has not always been well suited to its context. A shift in land uses to predominantly residential uses presents an opportunity to connect The Dean with the surrounding residential neighbourhoods. Introducing commercial uses along the western street frontage and housing for the elderly at the south of the site will provide an appropriate mix of uses, which combined with public realm improvements and a public car park will create a new and distinct place appropriate to the character of New Alresford.

2. Creating a coherent and seamless place with internal links across the site's ownership boundaries

At present there are a number of ill-defined vehicle access routes into The Dean. There is an opportunity to reduce the number of vehicle access routes into the site to allow development to reinforce the street frontage and create vehicle, pedestrian and cycling routes to connect all sites within The Dean. Where site constraints do not enable physical connections, such as the significant level changes, visual connections should be maintained or created.

3. Enable permeability by providing access and linkages to adjoining land

Given the location of The Dean, adjacent to Arlebury Park Recreation Ground, there is a key opportunity to create new pedestrian and possible cycle links through the site to connect the site and surrounding neighbourhoods to the open green space. Currently The Dean is not welcoming to pedestrians and cyclists and so there is an opportunity to improve movement through the site. Permeability can be achieved by enhancing pedestrian and cyclist movement through the site, ensuring an attractive and safe environment for existing and future residents.

4. Provide improvements to the public realm on The Dean

The Dean presents a key opportunity to contribute to the distinctive character of Alresford and enhance the public realm along The Dean. This requires creating safe and attractive pedestrian and cycle routes through the site and enhancing access to the publicly accessible Arlebury Park Recreation Ground.

5. Retaining and reinforcing landscaping on existing boundaries

Given the site's historical use for commercial purposes, there is an opportunity to introduce soft landscaping within The Dean to create an attractive setting for the new housing. Redevelopment provides an opportunity to plant a number of native forest trees to soften views into and out of the new site. New trees and planting can also enhance the street frontage and soften vehicle access junctions.

The Dean is largely an employment area at present with a mix of light industrial, warehouses and office uses.

The masterplan shows a change from predominantly employment to a mix of residential and commercial uses. The north western part of The Dean, located to the south of Arle Close, will become an area for housing. The south western part will accommodate both housing and housing for the elderly. A mix of commercial and residential uses will be located along the western side of The Dean, reinforcing a traditional street frontage along the road. The south eastern part of the site is within close proximity of the town centre and so is the preferred location for a public car park.

Given the current and previous land uses, there is the potential for contamination which will need to be fully investigated and remedied before the site can be developed.

The masterplan aims to consider the potential development and functioning of the individual sites, and secure movement within the area, by ensuring access points are appropriately located. Two primary vehicular access routes are shown, to provide access into and through the site. The masterplan indicates secondary access points which should aid the independent development of the sites at an early stage. These should be replaced in due course by the primary access points, eventually leading to a stronger street frontage and a safer environment for pedestrians and cyclists using The Dean.

New pedestrian and cycle paths that are accessible to all should be provided to link to Arlebury Park Recreation Ground and enabling permeability.

While pedestrian, cycle and vehicle movement from north to south may be constrained in some locations due to the change in land levels, there are opportunities for pedestrian movement in both north-south and east-west directions.

A new public car park could be provided within the southern part of site, which is in close proximity to the town centre, linked by pedestrian routes to other parts of the site. The Outline Masterplan Diagram shows the general location for a car park of at least 50 spaces, which could be expanded to include more of the south-east part of the area should a larger car park be needed.

To create a coherent place for residents to live, the buildings and external spaces should create a legible and permeable place by providing connections through pedestrian paths and visual links. Achieving these links may be sufficient to meet the requirements for providing some categories of open space in relation to individual development proposals. There are opportunities to create pockets of space and shared surfaces to create a safe space and add amenity for the residents.

The Dean does not currently have any publicly accessible open space within the site, but it is located adjacent to the Arlebury Park Recreation Ground, which is a large area of publicly accessible open green space. In accordance with Local Plan Part 1 policy CP7, open space should be provided either on-site or by way of extensions/improvements/links to the adjoining Arlebury Park Recreation Ground. If connections to the recreation ground are not achievable, acceptable open space should be provided within the site, or collectively across the whole area.

Context, Character & Design

5.4

Proposals should be sensitive to the local context, which includes the adjoining New Alresford Conservation Area, and respond positively to the character, appearance and variety of the local environment, within and surrounding the site, in terms of design, scale and layout, and avoid adverse effects on adjacent sites. This will require individual proposals to provide a thorough analysis of the context in terms of urban grain, external spaces, streets, built form, heights, massing, elevations and materials, to inform the design and pattern of development. An environmental analysis, including sunlight and daylight studies, should accompany development proposals to ensure that external and internal spaces are not overshadowed and are pleasant places to use.

Opportunities to introduce soft landscaping within The Dean should be maximised to provide an attractive setting that will also enhance biodiversity. Existing trees and landscaping should be retained and enhanced along site boundaries where possible. New trees should be introduced adjacent to site entrances and within open areas to provide improvements to the public realm.

Sites should consider using the natural gradient of the land to conceal car parking within undercroft spaces in order to create an attractive and landscaped setting to The Dean.

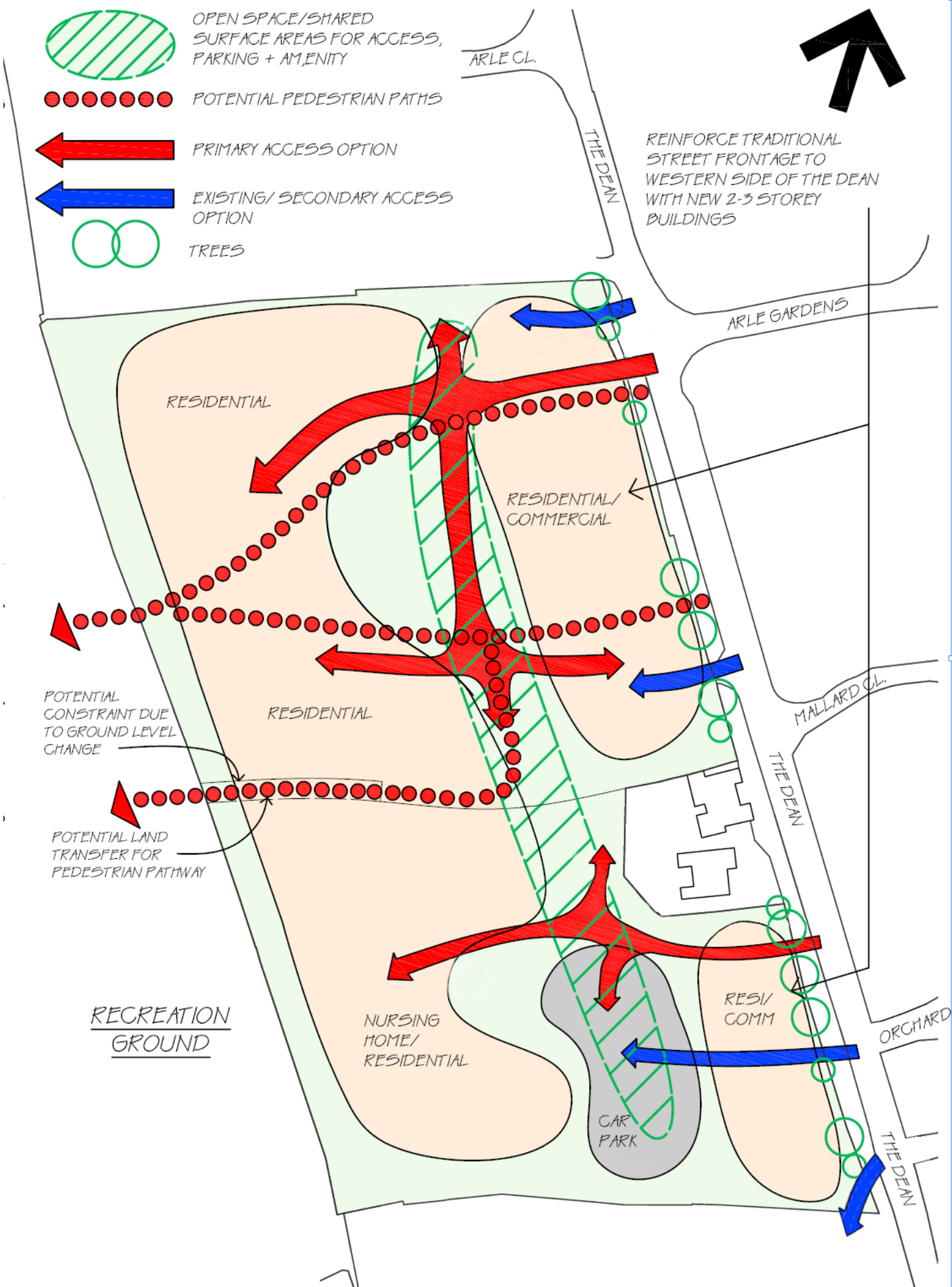
Sustainability Considerations

5.6

Any development within The Dean should integrate principles of sustainable development into its design and layout.

New developments should:

1. Achieve the lowest level of carbon emissions and water consumption which is practicable and viable; (Local Plan Part 1 policy CP11 expects the equivalent of Code for Sustainable Homes Level 4 and BREEAM 'Outstanding' where practicable and viable);
2. Be designed to maximise energy efficiency;
3. Provide permeable layouts, with high quality footpaths and cycle routes where feasible;
4. Help improve biodiversity; and
5. Use sustainable drainage.





Given the multiple land ownership of The Dean, development is likely to happen in phases. Each site should be capable of being developed independently, allowing remaining businesses to continue to operate, and allowing subsequent developments to come forward. Where sites are dependent on adjoining sites for access, the masterplan provides for secondary access points in the event that development on these sites comes forward at an early stage.

The Local Plan Part 2 policy for the site as a whole (NA2) includes several requirements which landowners will need to work in cooperation to achieve. These include the provision of linkages between sites, open areas and the public car park. Development of any part of the area should make an appropriate and viable contribution to delivering these requirements so that the cost and impact is spread across the area as fairly as possible.

