

## Architecture and Urban Design policy

### Policy: Architecture and Urban Design

1. New development should adopt an evidence-based landscape/context-led approach, and contribute to the creation of high-quality places through sensitive design that makes a positive contribution to New Alresford's sense of place.
2. Development proposals must demonstrate:
  - a. Compliance with the emerging New Alresford Design Code.
  - b. Where a design code is not applicable, that design is informed by the New Alresford Design Statement 2008.
3. Development proposals must demonstrate how they have met the following criteria:
  - a. The orientation of buildings is locally characteristic and positively relates to contours, solar gain and collection, microclimate, views within the town and higher ground, and natural surveillance.
  - b. Density maximises the efficient use of land in a contextual manner, where innovative building typologies contribute towards conserving the established settlement pattern.
  - c. There is a clear street hierarchy that responds to existing patterns, being legible and maximising opportunities for new vistas, sequential views and revealing landmarks.
  - d. All public realm spaces are addressed by active elevations.
  - e. Normally be of one or two storeys in height, with two and half storeys (i.e., an additional storey in the roof) only appropriate where this does not appear prominent in the street scene and openings do not dominate the roof.
  - f. Respect locally characteristic building lines, setbacks, separation between buildings, and the pattern of rooflines, front gardens, and boundary treatments.
  - g. Use traditional building materials, which normally includes prevalent pastel coloured render in the Town Centre and multi-red bricks in the residential areas, unless a compelling design case for an innovative, highly energy efficient scheme that respects the local context, justifies an exception.
  - h. Sufficient garden, bin and cycle storage is provided and this is integrated in the architecture of buildings and conveniently located.
  - i. The character of rural roads should be retained and these should be kept as narrow as possible and minimise visibility splays. Enclosing built form and planting should be used to slow traffic.
  - j. Design minimises light spillage to prevent impacts on dark skies and landscape.

**Objective on Design** set out in the NDP:

New development will be high quality, innovative and its sustainable design will reflect the best of New Alresford's building vernacular whilst delivering biodiversity net gain and resiliency to climate change. Design Codes will be prepared through co-

design with the Town Council and the local community to ensure new developments deliver the needs of local people, are functional and beautiful and the design reflects a local sense of place.

New Alresford is a small market town embedded in the Alresford marshlands and Upper Itchen Valley. The town has two distinct areas, the mostly Georgian style Town Centre in the north-east of the settlement and post-war residential growth areas spreading to the west and south.

The Town Centre of New Alresford falls within the Conservation Area. It mainly consists of the intersection between West Street, Broad Street and East Street as well as the Station area. The Town Centre is characterised by rows of well-preserved Georgian buildings with pastel-coloured render facades and welcoming shop fronts. Architectural details include wooden small pane windows, dormer windows and gabled roofs. Many of these buildings within the Town Centre are statutory listed.

The residential developments in the south and west date back to the second half of the 20th century. They are characterised by wide long plots with mostly detached or semi-detached homes. The building materials vary depending on the epoch that the neighbourhood was built in. However, most common materials include varying shades of red brick, render and some weatherboarding.

Strategic policy D1 (High Quality, Well Designed and Inclusive Places) of the emerging Winchester Local Plan sets out clear requirements for new development proposals with regards to design. The emerging Local Plan requires new development to explain how it responds to an analysis of opportunities and constraints as well as to the ten characteristics of the National Design Guide and local evidence on context. This NDP identifies the relevant evidence on local context that should be used when designing new development in New Alresford and this includes the 2008 New Alresford Design Statement, which encapsulates the parish's essential characteristics and historical features. The NDP also refers the design codes that may be prepared in the future.

Policy D1 also specifies that high quality materials are required for new development, also requiring a high quality public realm, green and blue infrastructure, good permeability, respecting neighbours' amenity, etc. Therefore, this NDP does not cover these matters that have been included in Local Plan Policy.

The emerging Winchester Local Plan also sets out a series of design principles for market towns, including New Alresford, in policy D4, as follows:

- a. Any aspects, characteristics and specific design requirements that have been identified in the relevant site allocations policies including where appropriate the development of a masterplan which will set the design parameters, framework and placemaking principles for developing the whole site in order to deliver high quality places;
- b. Any relevant aspects, identified characteristics and principles set out in, Village Design Statements, Conservation Area Appraisals and Management Plans, Local Area Design Codes, Planning Frameworks and Design Codes that have been prepared and consulted on with the involved local community;

- c. For proposals within the setting of the South Down National Park, the need to avoid or minimise any adverse impacts on the national park;
- d. Relevant local evidence set out in the 10 Characteristics of well-designed places, in the National Design Guide including any updates as necessary;
- e. How community engagement has been used to inform and been used to influence the outcome of the design process; and
- f. The key priorities identified in the Design workshop report on Market Towns and Rural Areas - preserving history and heritage; relating positively to the immediate and wider setting of the site; responsive to local character and identity; enhancing green/blue infrastructure; providing homes for all including young and old; and supporting and encouraging the use of sustainable modes of transport.

The NDP design policy aims to secure design quality that is contextual to New Alresford and highlights a series of requirements for new development that will contribute towards this aim. Furthermore, it further expands the required design process for new design proposals in New Alresford, which is required to be based on local contextual evidence, adopting a landscape/context-led approach. The overall aspiration of all new development should be to contribute to New Alresford's sense of place.

## Community Facilities Policy

### **Policy: Community Facilities**

1. Proposals for new, expanded and improved community facilities will be supported and these should:
  - a. include provision of flexible space, where appropriate, that can be used for a variety of community uses;
  - b. be provided in locations within the Settlement Boundary of New Alresford, that maximise opportunities to promote walking, cycling and use of public transport;
  - c. be easily accessible to all;
  - d. respond to local character, design policies and guidance set out in the Neighbourhood Plan;
  - e. Where possible, complement other community facilities or local green spaces.
2. Existing community facilities should be retained and their integrity and accessibility protected. Any alternative uses to community facilities should be managed under policy E8 of the emerging Winchester Local Plan.
3. Proposals for provision of community facilities as part of mixed-use development will be supported where uses are complementary and where there is no conflict with neighbouring uses and amenities.

Policy E8 of the emerging Winchester Local Plan acknowledges the important role of community facilities in the vitality and viability of settlements and their communities. They act as meeting places for social interaction as well as they provide key social services to the community.

The loss of local facilities is not normally supported in the Local Plan area, including New Alresford, and policy E8 sets out a planning framework to prevent this from happening. The loss of community facilities would only be allowed, according to policy E8, in the exceptional cases when the facility is no longer required or this is relocated, it is no longer viable or practical, and where there is no prospect of alternative facilities that would benefit the local community. This process should be supported by a viability assessments and evidence of marketing for alternative services/facilities. In light of policy E8, the NDP does not need to include the possibility of the loss of existing community facilities in New Alresford, as it is well regulated in the emerging Local Plan. There is also support to mix use developments that include community facilities as part of the mix, as this would contribute towards the viability of facilities and the 20-minutes neighbourhood concept.

The NDP aspires to attract new services and facilities to New Alresford and to improve existing ones. The NDP Community Facilities policy supports new, expanded and improved facilities and incorporates a series of requirements that aim to increase the flexible use of space while complementing other services in town, improve their accessibility and be designed to positively contribute to local distinctiveness.

Importantly, whilst the Local Plan policies would prevent the loss of local facilities, the NDP stresses the importance of accessibility to these services and facilities, especially in the context of the movement policies and in the context of an ageing population. The NDP expects the level of accessibility to community facilities to be retained (or improved) through new development.

## **Delivery, Monitoring and Review Policy**

### **Policy: Delivery, Monitoring and Review**

The Town Council will support development proposals that provide or adequately contribute towards the infrastructure and services needed to support them, which will be delivered using the following approach:

On site infrastructure:

1. infrastructure provision or improvements should be provided on-site as an integral part of a development wherever possible and appropriate; and
2. where off-site measures are needed, or on-site provision is not possible, planning obligations will be needed to secure the necessary provision or a financial contribution towards provision; and
3. where a contribution towards other infrastructure improvements or provision is needed and viable, this will be achieved through planning obligations, planning conditions and/ or Community Infrastructure Levy.

Any on-site provision or financial contribution should:

1. meet the reasonable costs of provision to support the development or offset its impact; and
2. be related to the size and type of each development and the nature of the improvements required.

### **NCIL Prioritisation and Spending**

The Town Council will prepare an Infrastructure Priority Statement that will inform the prioritisation of infrastructure projects and the use of NCIL funds. This Statement will be updated annually.

### **Monitoring**

A Neighbourhood Plan Monitoring Report will be prepared annually by the Town Council to assess progress of the Neighbourhood Plan's policies and Objectives against a monitoring framework with a range of technical indicators.

### **Review**

In order to ensure the Neighbourhood Plan remains up to date, an assessment will be undertaken at least once every 5 years to determine whether a review and subsequent update is required and the extent of updates necessary.

The delivery of the Neighbourhood Plan will be overseen by the Town Council in collaboration with WCC, HCC and other key stakeholders including infrastructure providers. Any planning applications are determined by the local planning authorities and the Town Council will be involved in pre-application discussions where relevant and will respond to planning application consultations particularly in relation to their compliance with the Neighbourhood Plan as well as other material considerations.

### **Infrastructure Funding**

Much of the infrastructure required to support the Neighbourhood Plan proposals will be funded and delivered by a range of sources and organisations including WCC,

HCC and developers. For planning applications, this infrastructure and funding is typically secured through Section 106 agreements and planning conditions.

In addition, WCC charges a Community Infrastructure Levy (CIL) on certain types of qualifying development.

CIL is a charge levied on development which is payable to the local authority and is intended to be spent on infrastructure projects in the District that help address the demands placed on an area resulting from growth. This might include, for example, spending on new transport infrastructure, health and educational facilities, open spaces and sports facilities.

WCC charges CIL on the following types of development in New Alresford:

- Residential (£80/sqm)
  - New residential development over 100 square metres.
  - The creation of 1 or more dwellings (even if it is less than 100 square metres)
- Hotel (£70/sqm)
- Convenience stores, supermarkets and retail warehouses (£120/sqm)

Neighbourhood CIL (NCIL) is intended to help address the demands of a new development on the local area. It is therefore distributed and spent at a local level to help smaller scale projects. It is for communities to access funding to support local projects and initiatives in their area. More significant infrastructure projects are funded through the Strategic CIL Fund. 25% of all CIL receipts in New Alresford will be set aside in the NCIL fund once the area is covered by an adopted neighbourhood plan. Prior to the Neighbourhood Plan being adopted 15% of receipts will be set aside in the NCIL fund.

The Town Council will prepare a 'Infrastructure Priority Statement' which will prioritise the infrastructure projects in the Parish, their costs, funding sources and the organisation(s) responsible for their delivery. This will include the Town Council's priorities for using NCIL funds for local infrastructure projects.

## **Monitoring**

It is important the Neighbourhood Plan policies and any projects identified are monitored at least annually by the Town Council. The key aim of the monitoring strategy will be to provide a regular test of whether the Neighbourhood Plan objectives are being met. This will be achieved through the use of a 'monitoring framework' with indicators that together provide a full understanding of the outcomes of the Plan, relative to each of the objectives. This will include for example, monitoring of number of dwellings delivered (and types of dwellings), employment delivered, green infrastructure delivered, town centre health checks etc. The monitoring report will report any updates to WCC, HCC and national government policy changes that are relevant to the Neighbourhood Plan.

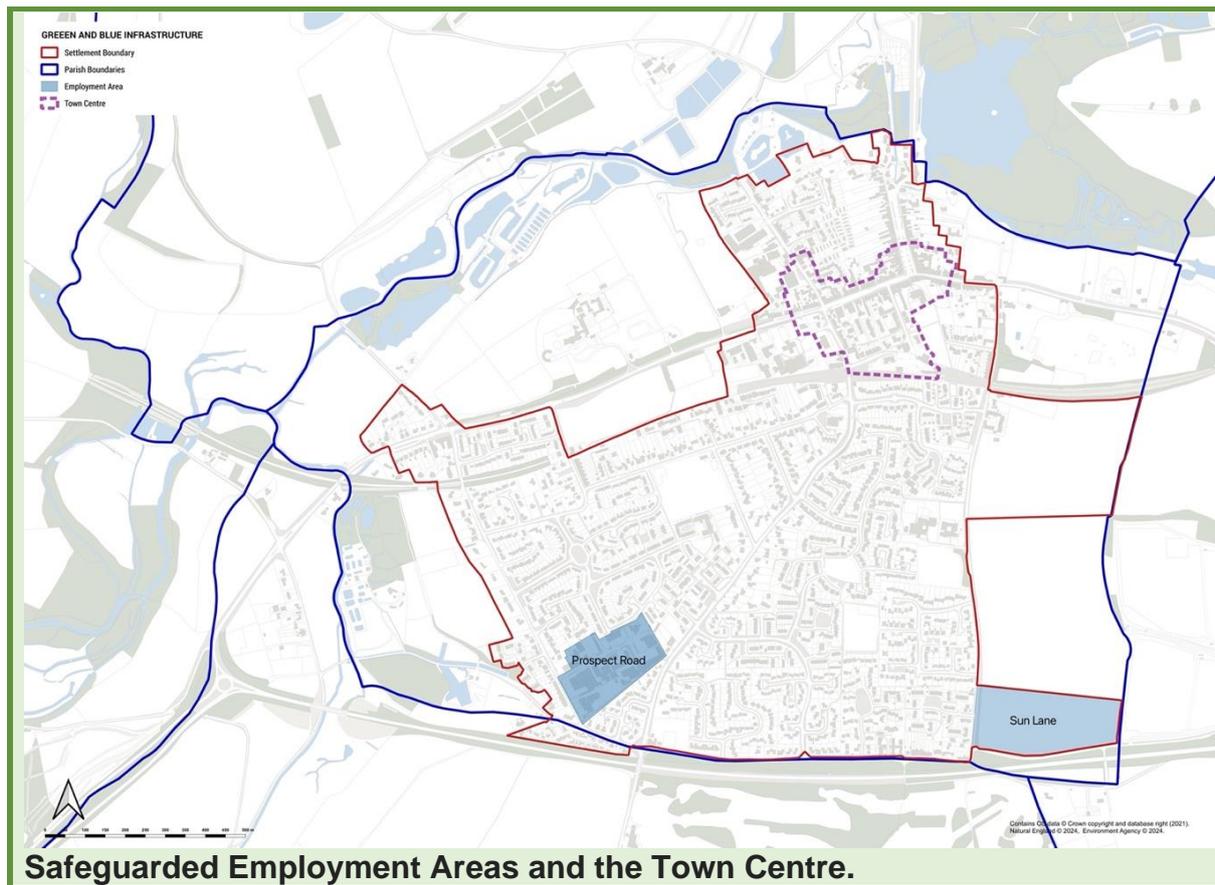
## **Review**

Whilst there is no requirement to review or update a neighbourhood plan, policies in a neighbourhood plan may become out of date over time whereby newer Local Plan policies are adopted, new national policies or regulations come into force or local evidence base becomes out of date. To reduce the likelihood of a neighbourhood plan becoming out of date, the Town Council will undertake a 'Health Check' of the Neighbourhood Plan and its policies at least every 5 years to determine whether a review and subsequent update is required and the extent of updates necessary.

## Employment Policy

### Policy: Employment

1. The following sites are safeguarded for employment (use classes B2, B8, E g) ii-iii), as identified in map below:
  - a. Prospect Road Employment Area
  - b. Sun Lane Employment Area
2. The Safeguarded Employment Areas are the main business hubs in New Alresford. Development proposals for new businesses (as per use classes above) and the expansion, diversification and intensification of existing employment uses within the Safeguarded Employment Areas will be supported subject to compliance with the Development Plan and:
  - a. Maintaining the integrity of the employment area;
  - b. Incorporating the necessary infrastructure to facilitate active travel and the use of public transport. Shared cycle parking, changing rooms, showers and other active travel infrastructure will be supported.
  - c. They facilitate the establishment of smaller businesses, start-ups and promote smart economic growth.
  - d. Are provided with superfast broadband, where possible.
3. The Town Centre is an important mixed residential and employment area and development within should comply with NDP Town Centre Policy.
4. Flexible and innovative working spaces for coworking and live and work units will be supported, including ancillary home working spaces in residential areas, where it can be demonstrated that they are compatible with nearby uses and amenities. These uses are not supported in Safeguarded Employment Areas.
5. Community-led and shared making and working spaces will be supported in New Alresford subject to not causing detrimental effects on amenity and the environment.



**NDP Employment objective** (including tourism):

Independent local businesses in New Alresford’s will continue to be at the heart of the local economy. New and modernised employment spaces will be delivered at Sun Lane and the Prospect Road employment area. Coworking space within the Town Centre will be created for start-ups and those wanting to work from home. Tourism will help support the local economy through a service-led economy in the Town Centre and improved active travel access to the countryside and the South Downs National Park. Opportunities for working from home will be maximised through appropriate co-working spaces, community making spaces, home extensions, conversions, and temporary offices in residential gardens. Economic opportunities for younger residents will be enhanced by a more diverse workspace provision.

**Key Objectives of employment-related policies:**

- Attract new employers and help create local jobs
- Encourage a mix of businesses within the Town make up covering several key sectors such as Retail, Agricultural, Hospitality, IT Services and Professional Services
- Strong and effective Fibre Broadband must be in place across the town to ensure start up business sometime working from home can flourish.
- Town Council and Local Government levels must continue to be aware of what is happening “on the ground” so that any decision making that will affect the Employment make up of Alresford can be carefully and correctly decided.

- Ensure that the ground floor of all retail businesses remain as commercial units and are not granted change of usage to residential for the viability of the Town centre
- Encourage shop frontages to be clean and maintained to a smart appearance
- Paved areas that are not the property of the council authority are to be maintained/repared by the owner
- Encourage Sunday opening (Close Monday or close from Sunday lunch time to Monday lunch time)
- Improve railings and pavements on West Street.
- Improve pavements where necessary
- Ensure that Prospect Road is retained as a business park, encouraging smaller, startup businesses and smartening the area.
- Maintaining affordable bus routes to enable employees an affordable commute.
- Encourage local businesses to support each other where possible
- Encourage pride in the community, by introducing competitions such as tidiest shop front, most polite shop or a gastro competition between the local restaurants, pubs and hotels
- Attract public & private sector investment
- Encourage independent businesses, it's easy to focus on the mass-produced product however Alresford has a higher-than-average number of independent businesses. It is for this reason that there is a certain attractive feel to shops in Alresford that is key to its character and popularity

The emerging Winchester Local Plan establishes the policy framework in support of new and improved employment sites and uses. Particularly to New Alresford, policy E5 refers to the necessary aiming of employment uses that attract significant amounts of visitors to areas outside industrial areas, and should be located preferably in town centres. The NDP accords with this as the Town Centre policy follows this approach and this employment policy strengthen the existing employment sites, given them the relevant planning tools to grow, intensify and diversify sustainably.

Policy E6 of the merging Local Plan relates to the retention of employment opportunities and its sets out a protection of employment uses and requirements for any change of use that would lead to loss of employment spaces.

The aim of this NDP policy is to help promote business growth and diversification in New Alresford, whilst ensuring that community needs, aspirations and traditional values are protected within this beautiful medieval market town, so that everyone can enjoy a sustainable way of life.

# Green and Blue Infrastructure Policy

## Policy: Green and Blue Infrastructure

New Alresford's network of Green and Blue Infrastructure is shown on the Green and Blue Infrastructure Map. The network should be protected and enhanced. Opportunities for improving green infrastructure within the town will be encouraged. These measures could include small-scale interventions along linear routes. Development will be supported provided that:

1. It retains and protects the existing Green and Blue Infrastructure network avoiding any loss, fragmentation or significant impact on the function of the network;
2. It maximises opportunities for the enhancement of the existing Green and Blue Infrastructure network, including better linking of Green and Blue Infrastructure where there are gaps in the local network;
3. It maximises opportunities to integrate the Green and Blue Infrastructure network with existing and future sustainable transport routes;
4. It incorporates nature-based and locally distinctive on-surface Sustainable Drainage Systems as an integral part of the Green and Blue Infrastructure provision.





New Alresford is embedded in the characteristic valley landscape of the River Alre and Itchen and historic parkland to the north and west and arable open fields to the south-east. The town is also adjacent to the South Downs National Park with its distinct chalk hills, undulating landscape and ancient woodlands. A unique landscape feature are the historic Watercress beds along the river Alre and the disused railway line nowadays called Watercress Way as a tourist attraction and green corridor. The Watercress Way is to be protected as a non-motorised travel route according to Policy NE4 (Green and Blue Infrastructure) of the emerging Winchester Local Plan and the NDP safeguards the old dismantled railway route as an active travel route from New Alresford Station to the boundary with the South Downs National Park. This route is protected not only for movement but also an important part of the Green Infrastructure network.

The different water courses of the River Alre, River Itchen and the Watercress beds form the main blue infrastructure network in New Alresford. They are characterised

by a sloping topography, small pasture fields and water meadows. Both the rivers Itchen and Arle are recognised as highly valued chalk streams in terms of amenity and biodiversity at European level and designated as Special Areas of Conservation (SACs). In addition, the river Itchen is designated as a Site of Special Scientific Interest (SSSI). The river valleys fall within the medium or high flood risk area from Rivers and Sea. Apart from that, the Old Alresford Pond to the north-east of the town, also designated as a SSSI, stands out as an important piece of Blue Infrastructure.

The Green Infrastructure network is mainly formed by woodland areas outside of the settlement boundary and playing or activity fields within the settlement. Many of the identified green infrastructure elements especially the woodlands around the town are non-accessible but there are groups of trees and linear features (railway and streets) that feature significant vegetation and form part of the Green Infrastructure network. There is a linear Public Rights of Way along the river Alre in the north of the town. A positive addition to the Green Infrastructure network and amenity value is the large number of trees with a Tree Preservation Order within the town. There are other linear features that contribute to the Green Infrastructure network, mainly long hedgerows with sporadic trees.

Policies NE16 and NE17 of the emerging Winchester Local Plan provide a policy framework for the protection of the River Itchen and other designated areas (including nutrient neutrality), therefore the NDP does not cover this issue any further and it is expected for any development to comply with the requirements in the Development Plan.

The NDP seeks to secure adequate Green and Blue Infrastructure that responds to the local character, therefore contributing to a sense of place.

## Heritage Policies

### **Policy: Historic environment**

1. Proposals relating to designated and non-designated heritage assets will be supported where they:
  - a. Take account of the most up-to-date assessment of the significance of the heritage asset and the impact of the development upon that significance;
  - b. Take account of the need to sustain and enhance the significance of heritage assets; and
  - c. Avoid the total loss of significance and avoid or minimise harm to heritage assets through alterations or new developments (including in their setting) except where this accords with National and Local Plan requirements.
2. Proposals for new development should demonstrate how they respond to the local character and built form. This means:
  - a. within the Conservation Area, any development should respect the character of the surrounding built form, in terms of design, scale, massing, material and height;
  - b. within the Conservation Area, any development must create areas of positive character by retaining as much historic fabric as possible and responding to prevailing characteristics in terms of street patterns, density and layout, built form, materials and details; and
  - c. where developments would affect a heritage asset, either directly or via its setting, the choice of materials and architectural styles should be respectful of its significance.
3. If a non-designated archaeological site is to be considered during a planning application, the approach set out in Policy HE7 (Non-designated Archaeological Assets) of the emerging Local Plan should be applied.

### **Policy: Locally Designated Heritage Assets**

1. The following are locally designated heritage assets:
  1. Town Mill
  2. Arlebury estate
  3. Cogswell Memorial
  4. Railway (disused) Alresford to Winchester (Watercress Way)
  5. Eel House
  6. Memorial Garden
  7. Swards Bridge
  8. Stanley Cottages & The Dean
  9. 'Thodys' (Arts & Crafts residence. Already under consideration by Historic England for listing Grade II)
  10. Town Clock
2. These heritage assets will be monitored and updated over time working with Winchester City Council.

3. Development proposals affecting non-designated heritage assets and their settings within the Plan Area shall be permitted only if, having regard to the significance of the heritage asset, the balanced judgement is that they would conserve and enhance the asset's evidential, historical, aesthetic and communal interest.



Map of proposed locally designated assets

The Neighbourhood Plan objective for Heritage states:

*Heritage: New Alresford's rich heritage as a historic market town will be protected, enhanced, and celebrated including its statutorily listed buildings and locally listed buildings including the Watercress Line – Heritage Steam Railway and Alresford Station. The Town Centre's public realm will be upgraded using materials that are in-keeping with the Conservation Area.*

New Alresford, a historic market town, first developed around its T-shaped Town Centre in the 1200s following the construction of the Great Weir. What followed were centuries of ups and downs. The town fell victim to several severe fires which led to over 100 buildings, the Church and Market House having to be rebuilt in the 18th century. The railway was first introduced in 1865. Around the same time the production of watercress at the nearby watercress beds by the river Alre in the north of the town was established. Thus, the town provides an interesting historic environment with many assets which should be protected.

The NPPF stipulates that the historic environment should be conserved and enjoyed. In accordance with paragraph 206 of the NPPF, “any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification”. Designated, or statutory, heritage assets, including Conservation Areas and Listed Buildings, are subject to guidance in the NPPF.

‘Non-designated heritage assets’ are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions, but which do not meet the criteria for designated heritage assets.

According to [Planning Practice Guidance](#), there are a number of processes through which non-designated heritage assets may be identified, including the local and neighbourhood plan-making processes and conservation area appraisals and reviews. It explains that irrespective of how they are identified, it is important that the decisions to identify them as non-designated heritage assets are based on sound evidence. The selection criteria and location of these assets should be publicly accessible and kept up to date. Additionally, it should be ensured that the information is included in the local historic environment record. ‘Non-designated heritage assets’ can also be included as a factor in the decision-making process for planning applications.

[Historic England](#) notes that there are several ways of documenting non-designated local heritage assets including a Local Heritage List. The Local Heritage List is comprised of non-designated heritage assets with a significance for the local distinctiveness and can include assets like buildings and monuments, archaeological sites, landscape and townscape settings, parks, gardens or other areas of special interest due to their local history, architectural or artistic features, amenities and recreational value. The identification process of these heritage assets is informed by local experts and residence and is based on publicly accessible and location-specific selection criteria.

The emerging Winchester District Local Plan sets out several policies for the protection of both designated and non-designated heritage assets. The Strategic Policy HE1 - Historic Environment states that:

*“The unique character, significance, quality and integrity of the district’s historic environment is an irreplaceable resource, which positively contributes to the district’s distinctive local ‘sense of place’ and cultural offer which needs to be conserved, enhanced and enjoyed in accordance with the National Planning Policy Framework.”* According to Policy HE2 - All Heritage Assets (both designated & non-designated), all heritage assets should be protected in a manner appropriate to their significance and that applications that could affect a heritage asset should be accompanied by a Heritage Statement. While harm to highly graded assets should only occur in exceptional cases (Policy HE3 - Designated Heritage Assets), a balanced judgement should be made regarding the significance and potential harm of non-designated heritage assets (Policy HE4 - Non-designated Heritage Assets).

Policy HE7 - Non-designated Archaeological Assets explains that in cases where a potential archaeological asset could be affected, proportioned evidence like desk-

based research or a field evaluation should be provided. Results and records in case of potential harm due to an approved application should be published and provided to the local authority for inclusion in the Winchester Historic Environment Record.

Policy HE10 - Development in Conservation Areas and Policy HE11 - Demolition in Conservation Areas set out how development and potential demolition within the Conservation Area should be handled.

The New Alresford Conservation Area was first designated in 1969 and extended in 1998. A Conservation Area Appraisal (CAA) was published for New Alresford in November 2001. The Conservation Area is focused on the town centre, and mainly includes the area around Broad Street and West Street as well as the station area. In the north the boundary of the Conservation Area extends beyond New Alresford's Parish Boundary.

The Conservation Area includes most of the listed buildings, both Grade II and Grade II\*, within the Neighbourhood Area as well as Alresford bridge as a scheduled monument. The CAA divides New Alresford into four distinct Character Areas.

Within the designated New Alresford Neighbourhood Area there are 130 listed buildings in total including important landmarks like the Church of St John the Baptist or the Fulling Mill. Most listed buildings are located in the Town Centre and form attractive rows of historic shopfronts.

In consultation with Winchester City Council, the NPAG also undertook a review of non-designated heritage assets suitable to be included in a Local Heritage List as part of the Neighbourhood Plan.

1. Town Mill (Google Screenshot)



2. Alrebury estate



3. Cogswell Memorial



4. Railway (disused) Alresford to Winchester (Watercress Way)



5. Eel House



6. Memorial Garden



7. Seward's Bridge



8. Stanley Cottages & The Dean



9. 'Thodys'



10. Town Clock



## Housing Policies

### Housing Strategy Policy

#### **Policy: Housing Strategy**

1. The Neighbourhood Development Plan allocates land for the provision of approximately 100 dwellings to be delivered between 20XX- and 20XX.
2. The sites are allocated for residential development in the New Alresford Neighbourhood Plan Area.
3. The overall quantum and timing of development of the allocated sites will be subject to the design and masterplanning process for each site, the availability and capacity of infrastructure and landscape to support development.

Objective on housing set out in the NDP:

**Housing:** Housing will be delivered in sustainable locations to meet the local needs of New Alresford. A diverse mix of housing types and tenures will be delivered that reflects an ageing population, the need for affordable rent first time home buyers and key workers. Community-led, self-build and custom-build housing may form part of the mix of future housing mix.

The emerging Winchester Local Plan states that New Alresford is expected to deliver approximately 610 dwellings in the plan period, which will be achieved through a mix of completions between 2020 and 2023, outstanding planning permissions and allocations (The Dean – policy NA1 and Sun Lane – policy NA2), windfall sites and new sites to be allocated in the Neighbourhood Development Plan. The figures in the emerging Local Plan are as follows:

New Alresford Housing Sources	No. of dwellings
Net Completions in or adjoining settlement (2020 - 2023)	78
Outstanding permissions (at 2023) including Local Plan allocations carried forward (Policies NA1 (part), NA2)	330
Remaining Local Plan allocations (at 2023) carried forward (Policy NA1 (part))	10
Windfall allowance	90
New Sites to be allocated in Neighbourhood Plan (Policy NA3)	100
<b>Total Provision 2020 – 2040</b>	<b>608</b>

New Alresford Housing Sources, emerging Winchester Local Plan.

Therefore, the NDP should allocate land for approximately 100 dwellings and should include any amendment to the settlement boundary, which is accounted for in the proposed NDP Settlement Boundary Policy.

Policy NA3 of the emerging Local Plan, which relates to the New Alresford Neighbourhood Plan designated Area also states that development will be expected to:

- a) Show how it contributes towards the Vision and Objectives of the Plan in Policy SP1 and is in general conformity with its strategic approach;
- b) Have regard to information on local needs for new homes, jobs and facilities, for the Neighbourhood Plan area; and
- c) Be phased for the latter part of the Local Plan period and permission for housing development will not be granted before 2030.

In that regard, the timings for the making of the NDP and any subsequent design work, pre-application and planning application would likely lead to a planning permission granted at the latter part of the plan period. Furthermore, the NDP is consistent with the emerging Local Plan vision and objectives and the housing mix, employment and community facilities policies are informed by evidence on local need.

The NDP, given the approximate figure designated to New Alresford in the emerging Local Plan, has included a clause to ensure that the final quantum of development, whilst broadly in accordance with the 100 new dwellings figure, may very slightly depend on local context. In that regard, the policy makes clear that the final figure will be informed not only by the broad allocation sites' numbers, but also by a site-specific assessment of capacity and the design process.

## Housing Size, Type and Mix Policy

### **Policy: Housing Size, Type and Mix**

1. Proposed residential development should provide a balanced mix of housing size, types and tenures that meets the identified need in the New Alresford Neighbourhood Plan Housing Needs Assessment (2022) or any updated evidence of local need.
2. Development proposals which include the provision of housing suitable for older residents, including bungalows, sheltered housing, and independent living will be supported in principle, subject to compliance with the Development Plan. Housing designed for an ageing population should be:
  - a. Located within easy access of shops, public open spaces, facilities and public transport services.
  - b. Well-integrated within the wider neighbourhood and be designed in accordance with the HAPPI principles.
3. Proposals for innovative and flexible housing types that meet local needs and affordability, including live and work units, modular and prefabricated homes, will be supported.

According to the New Alresford Neighbourhood Plan Housing Needs Assessment (2022), New Alresford has a large number of detached homes or bungalows as they make up around 50% of the overall housing stock. This is underlined by the fact that roughly two thirds of the homes have 3 or more bedrooms. With 73.6%, a majority of households in New Alresford are home owners. The amount of home ownership is thus higher than in the rest of Winchester District or England as a whole.

On the flipside, the housing stock in New Alresford only allows for limited opportunities for first time home buyers like younger households or families. In order to be able to afford a property a household would need an average income of around £86,800. However, the average income for a household in New Alresford is estimated at £51,900. Thus, to ensure affordable home ownership, first homes would need to be discounted by 50%.

The social and private rent sector in New Alresford is also relatively small with 12.9% households living in social rent and 9.4% living in private rent. In addition, lettings for affordable rented homes are often smaller units with only 1 - 2 bedrooms. Thus, these options do not cater to the needs for all types of households within the lower income groups that are dependent on affordable rent options. Especially, options for young families are limited.

The outlook for the Neighbourhood Plan period until 2039 is that the population of New Alresford will continue to get older. It is estimated that the number of 75+ year olds will rise from 936 in 2020 to up to 1,373 in 2039. While many of these people currently still live in mainstream housing it can be assumed that their need to move to smaller units, assisted living schemes or care homes will increase over the course of the plan period. In addition, around 1 quarter of New Alresford's households are made up of families with children. The Neighbourhood Planning Group has expressed concern that the number of younger households and families with children will decline in the coming years and thus it is important to provide a housing stock that matches their needs and is affordable.

In summary, New Alresford is in need of all sizes and types of housing to cater to the needs of the population during the Neighbourhood Plan period. However, the focus should be on smaller and flexible housing units, affordable first homes and affordable rent options.

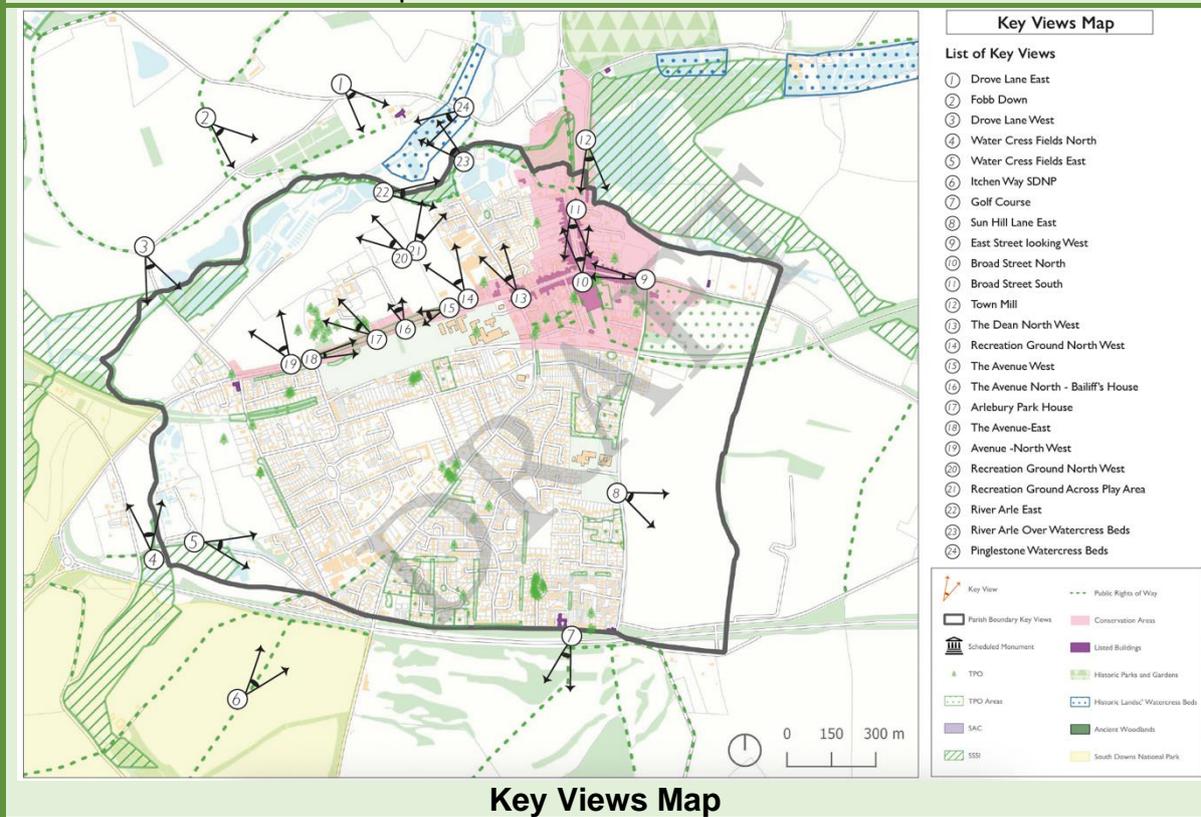
Policy H5 of the emerging Winchester Local Plan requires all dwellings to meet Nationally Described Space Standards and to deliver a mix of tenure, size and type of homes that meet local need. In the absence of local need evidence, the Local Plan establishes certain requirements for development proposals above 10 dwellings. Unfortunately, the emerging Local Plan does not include any specific requirement or guidance on housing mix for development proposals below 10 dwellings and whilst this is reasonable from a Local Plan perspective, given the size of New Alresford, local need evidence and the potential availability of small sites that could deliver less than 10 homes, it would be adequate to include this scenario in the NDP policy.

Consequently, the NDP indicates that all residential development proposals should contribute towards addressing the local housing need, as identified in the New Alresford Neighbourhood Plan Housing Needs Assessment (2022). Furthermore, in order to facilitate innovation, flexibility and affordability, the NDP supports proposals for live and work spaces, modular home construction and other innovative typologies that would contribute to increasing affordability and the attractiveness of living in New Alresford.

# Key Views Policy

## Policy: Key Views Policy

1. The Key Views identified in Key Views Map are valued by the local community and their visual integrity, identity and accessibility are protected.
2. Development proposals that adversely affect Key Views will not be supported.
3. Proposals should demonstrate that they have been informed by a proportionate and adequate views assessment from the outset of the design process and that Key Views conserve their value.
4. Views in and out of the town, including the South Downs National Park, should be conserved and opportunities for new views and vistas should be maximised in new development.
5. The creation of new views and vistas through development proposals will be supported, especially where they contribute to better revealing local historic and landscape assets.



This Key Views Policy has been informed by the New Alresford Key Views Assessment 2024 and both should be used together. Following an assessment of the planning and landscape context of New Alresford, the Key Views Assessment recommends identified Key Views across the parish that should be protected.

This policy aims to protect the existing Key views that illustrate or highlight key positive characteristics or experiences of the local landscape within and around New Alresford.

Whilst Policy NE8 of the emerging Winchester Local Plan relates to developments and their impact on the South Downs National Park and its setting, there are Key Views from and to the National Park that this NDP specifically protects. Policy NE8 mainly relates to avoiding and mitigating impacts to the National Park. This NDP aims to also provide new views and vistas from New Alresford out to the countryside as well as supporting new views within the town for a better appreciation of local character.

Policy NE9 of the emerging Winchester Local Plan relates to landscape character and requires development proposals to be accompanied with a Landscape Visual Appraisal (LVA) or a Landscape Visual Impact Assessment (LVIA) proportional to the proposed development in order to assess potential harm to the character of the area. This NDP would also aspire to not only assess potential harm to views, but to also identify opportunities enhancement and creation of new views and vistas.

The Key Views Map identifies the representative Key Views that the Policy is specifically retaining, protecting and improving, where possible, through new development. Visual assessments should be used at the start of any design process to ensure that Key Views inform the overall strategy for a site, from the initial design layout to the finer details such as planting and lighting.

## Landscape Policy

### Policy: Landscape

1. Development proposals will only be supported where they demonstrably conserve and enhance landscape and townscape character.
2. Proposals should demonstrate that they positively contribute to the character of New Alresford (as per the Winchester Landscape Character Assessment 2022, or subsequent document), adopting design principles that contribute to the integration of development in the town and wider area.
3. Where development proposals are located within local landscape assets such as the Rivers Itchen, the River Arle, Arlebury Park or its setting, they should be based on a demonstrable understanding of its character and design should be complementary to it.
4. New Alresford's connection with the water environment should not be undermined and layout, public realm and surface water drainage design should celebrate this connection by exposing water as a feature in a characteristic manner.
5. New development should contribute towards the town's character of being nestled within the tree canopy, through landscape-led layout design and tree planting.
6. Proposals on the settlement boundary should positively respond to the edge of the settlement and provide an adequate transition to the countryside, sensitively connecting the site, in terms of landscape character and function, with the surroundings.
7. Poorly designed proposals that significantly rely on tree screening will not be supported.

The Parish of New Alresford lies mostly within the Upper Itchen Valley Character Area with a portion to the south east of Bramdean Woodlands. The area is characterised by a well-retained rural character in general, with good values of tranquillity and nature, although the most immediate setting of the town is an agricultural landscape.

New Alresford is adjacent to the South Downs National Park to the south and west, and the surrounding area features undulating terrain with rolling hills and valleys, as well as excellent views.

The presence of water meadows around the town, especially along the rivers Arle and Itchen are a notable landform and have provided watercress production as part of the town's local economy and heritage. The river itself is largely inconspicuous in the wider landscape, but plays an important role contributing to sense of place within the village. Watercress meadows are associated with the river floodplain, particularly in the north and west of the parish and Old Alresford Pond in the north. These are highly valued elements of the landscape that relate to water management that speak of the history, landform and geology of New Alresford and therefore the NDP aims to conserve them and promote distinctive working-with-water features in the town.

The town initially evolved around Broad, West and East Streets and the introduction of the railway in the 19th century brought with it further development around the

station and along the primary routes, reinforcing this pattern of development which contributes significantly to its character and sense of place. Growth of the town towards the south has been significant but limited by the A31, the rivers and topography.

The NDP aspires to protect the local landscape character of New Alresford from harm and to improve it where opportunities arise. This is expected to take place in the form of new development that rather than focusing on mitigating harm, should be working to achieve gains in landscape terms. In this regard, the landscape policy expects development proposals to conserve and enhance character, both in the countryside and in urban areas, as both equally contribute to New Alresford's sense of place.

Importantly, the landscape policy includes specific considerations to especially sensitive matters or locations. For instance, the Arlebury Park is specifically covered, as the NDP expects that any development, regardless of scale, within the registered park and its setting, positively contributes towards its character, rather than detracts from it. Other important issues are the relationship of the settlement with its surrounding countryside, and therefore, the landscape policy specifically requires good transitions on the edge of the settlement, hopefully avoiding and repairing 20<sup>th</sup> century rear boundaries onto the countryside.

Screening development with trees is not acceptable. Whilst many areas of the town are nestled within trees, these provide an organic and structured benefit to the town and are locally characteristic. Whether they are linear features of trees (such as The Avenue or the railway) or organic areas of trees within the town, they positively contribute to local character. Screening trees on edges is not an acceptable solution to a poorly designed development. New development shall be well designed and integrated in the landscape/townscape and should not rely on screening for it being acceptable from a landscape point of view.

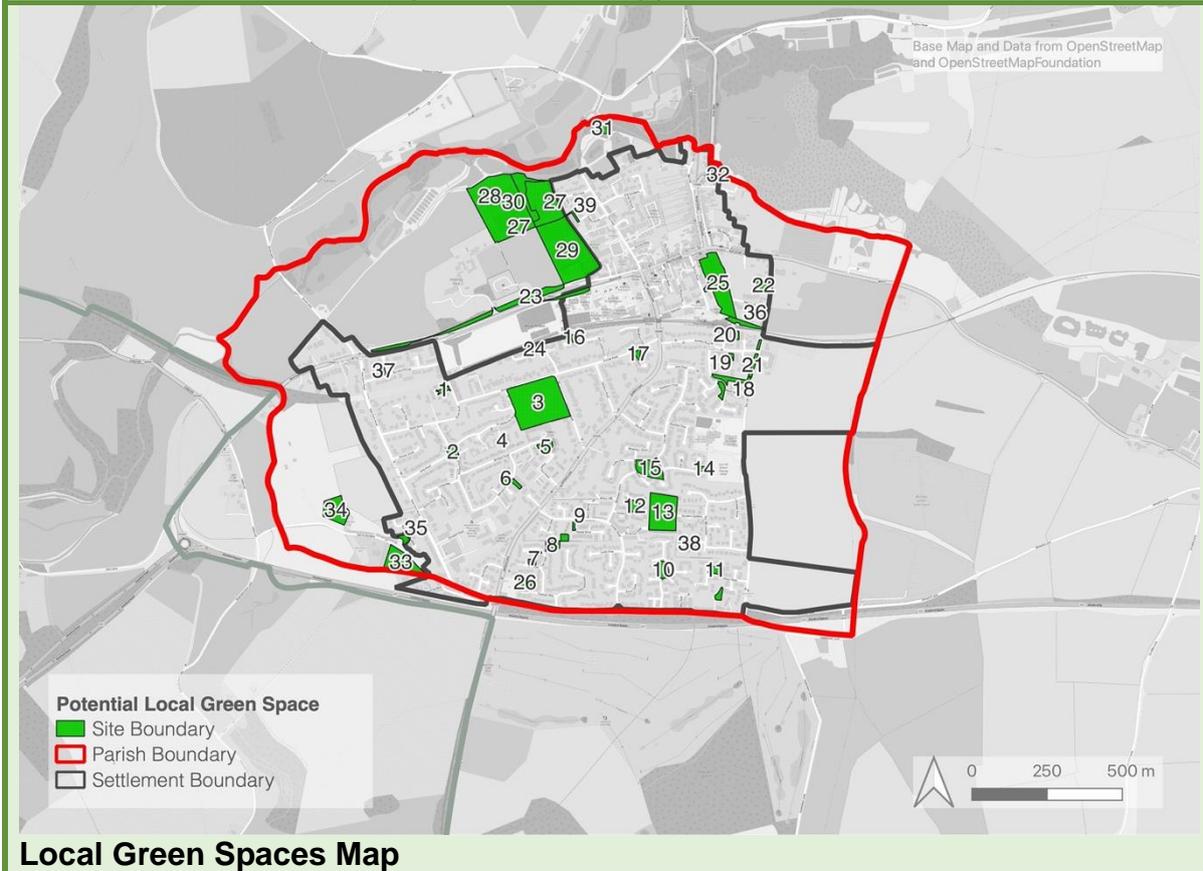
The landscape policy also aims to ensure that developments on the edge of the town (extensions to the settlement) are not only adequate in terms of character, but that they also deliver benefits in terms of the functions found in landscape: connectivity, biodiversity, climate regulation, provision of resources, etc.

## Local Green Spaces Policy

### Policy: Local Green Spaces

1. The following are designated as Local Green Spaces, as identified on the Local Green Spaces Map and in more detail in the Local Green Space Assessment in:
  1. Nicholson Place
  2. Mitford Road roundabout
  3. Stratton Bates Rec. Ground & Play Area
  4. Lovell's Walk
  5. Makins Court
  6. Meryon Road
  7. Fairview A
  8. Fairview B
  9. Off Hasted Drive
  10. Orchard Close
  11. Appledown Close
  12. Lindley Gardens
  13. Sun Hill Rec. Ground & Play Area
  14. Oak Hill open space
  15. Benenden Green
  16. Brill Close
  17. Carpenters
  18. Chestnut Walk
  19. Nursery Road
  20. Ash Walk
  21. Sun Lane
  22. Alresford Bowling Club
  23. The Avenue
  24. Thornton Close
  25. St. John the Baptist Church Yard
  26. Paddock Way
  27. Arlebury Park
  28. Arlebury Park – Rugby Grounds
  29. Arlebury Park – Sports Grounds
  30. Arlebury Park – Play Areas
  31. Memorial Gardens
  32. Capt. Robert Cogswell Memorial
  33. Spring Gardens Allotment
  34. New Allotments
  35. Watercress Meadows
  36. Watercress Line Picnic Area
  37. De Lucy Avenue
  38. Windermere Garden
  39. Huxley Drive
2. Planning applications for development on designated Local Green Spaces will not be supported unless they perform a supplementary and supporting function to the green space and the use of that space and comply with the wider policies set out in the Local Plan and in the National Planning Policy

Framework. Initiatives which seek to increase biodiversity and accessibility of the Local Green Spaces will be supported.



Through consultation events on the Neighbourhood Plan the importance of local green spaces was identified, both in terms of providing opportunities for leisure and recreation (the importance of which was further emphasised during the Covid-19 pandemic), but also in terms of the setting of New Alresford and their importance in retaining the identity of the town.

Under the NPPF (see paragraphs 105 and 106) Neighbourhood Plans can designate Local Green Spaces which are of importance and value to the local community. The NPPF states that Local Green Spaces should only be designated where the green space is:

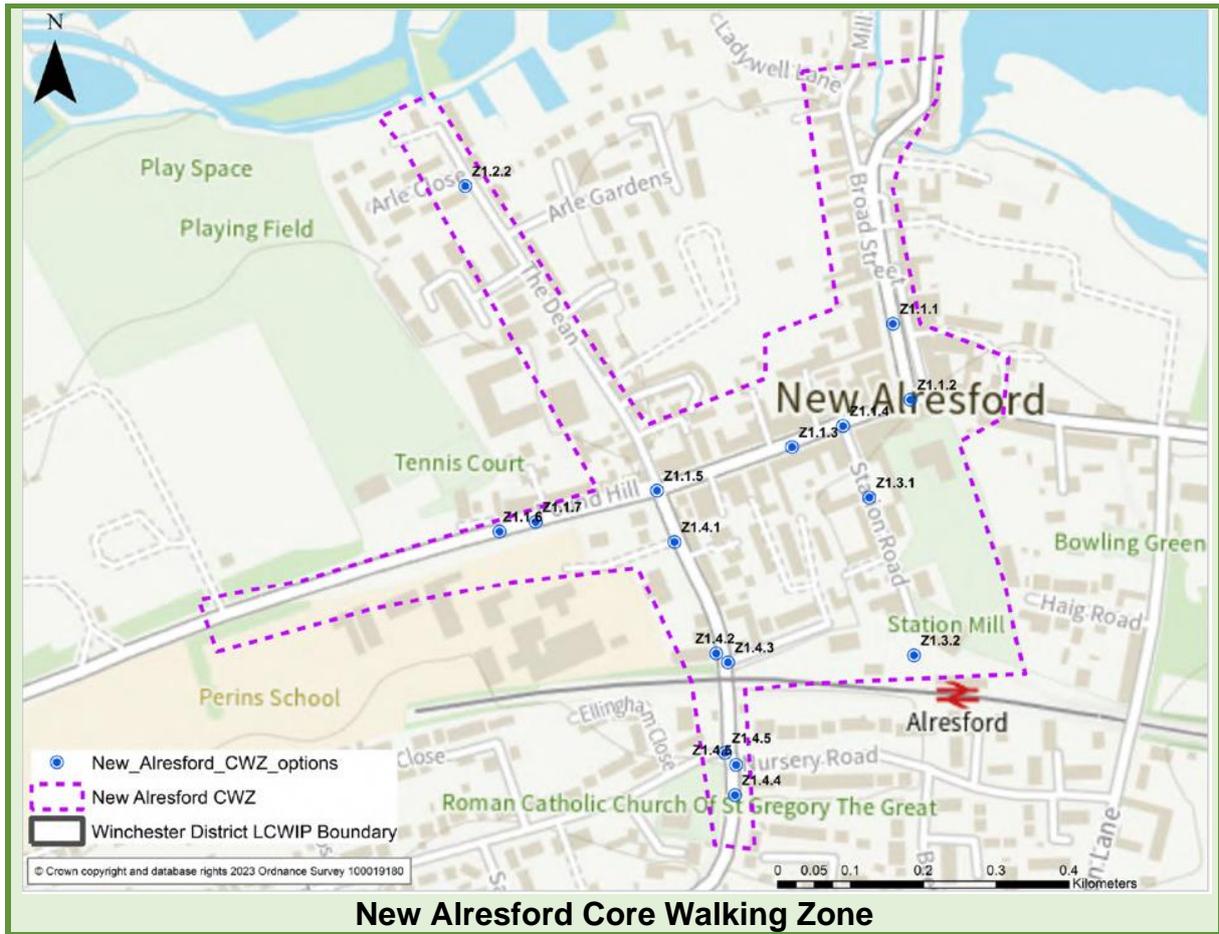
- a. in reasonably close proximity to the community it services;
- b. demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
- c. local in character and is not an extensive tract of land.

Through the Local Green Space Assessment that was conducted for the Neighbourhood Plan, 39 Local Green Spaces are designated and listed in the following policy. The Local Green Spaces designated in this Neighbourhood Plan are all considered to meet the criteria for designation outlined in the NPPF. They are in close proximity to the local community, never isolated or distant from the neighbourhoods in New Alresford. These play an important role in the lives of

residents in New Alresford, and some of these spaces also greatly contribute to recreation, tranquillity, heritage and the sense of place of the town. Most spaces are in existing public use or benefit from some public access. More information, including mapping of each designation, is presented in the Local Green Space Assessment document.

## **Policy: Movement and Access**

1. New Alresford has identified the following need for new or improved movement infrastructure, which the Council is supportive of exploring further in partnership with relevant stakeholders (developers, the Local Highway Authority, etc.):
  - a. Core Walking Zone walking and cycling infrastructure improvements.
  - b. Grange Road – improvements for pedestrians and cyclists.
  - c. Spring Road – improvement for pedestrians and cyclists.
  - d. Mobility hubs for the interchange between car, public transport, walking and cycling.
  - e. Safeguarded Watercress Way as an active travel route.
2. Development within the Town Centre will be required to minimise the impact of traffic generation and vehicle movements (including servicing arrangements) on the highway network and be both pedestrian and cycle friendly.
3. New development should, through their movement strategy and layout design, ensure that:
  - a. The access and movement through the site prioritise non-motorised users over vehicles.
  - b. Avoids cul-de-sac layouts and maximises all opportunities for a permeable site, connecting with the existing public right of way and public realm network.
  - c. Allows natural surveillance of routes and the public realm (including car parks).
4. Major development proposals should, where proportionate to the scale of the development:
  - a. Incorporate public transport provision within the development, including new bus routing and stops, or, where not feasible, to facilitate an accessible and convenient route to existing public transport infrastructure;
  - b. Support the provision of improved bus services between different neighbourhoods, the town centre and employment areas in New Alresford.
5. Parking in New Alresford should be carefully designed, adopting the landscape-led design process established in the Architecture and Urban Design Policy and it should:
  - a. Not result in a poor public realm or street scene dominated by cars and car-related infrastructure.
  - b. Prioritise parking spaces to be communal and provided off-road so as not to add to existing pressures.
  - c. Be close to the dwellings, especially for people with less mobility, to avoid unexpected on-street/pavement parking.
6. Development proposals for general improvement of wayfinding, safety, convenience and accessibility of the public realm and road network will be supported.
7. The provision of cycle routes separated from vehicular traffic will be welcomed. They should be designed for use by all people, regardless of age and ability.



- New\_Alresford\_CWZ\_options
- ▬ New Alresford CWZ
- ▬ Winchester District LCWIP Boundary

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0 0.05 0.1 0.2 0.3 0.4 Kilometers



New Alresford is a relatively compact town located 13 km to the east of Winchester. To the south the town is framed by the A31, the New Alresford bypass. Two regional roads, the B3047 and the B3046, run through the town and meet in the Town Centre in the north-east where the road continues as the A3047. The other roads within the town are mainly functioning as local roads to access the different neighbourhoods.

Due to the compact layout, walking and cycling distances within New Alresford are quite short. There is a part of the National Cycle Network Route 23 running from the south-west to the north-east of the town, along New Farm Road, Grange Road up to Broad Street. There are also a few dedicated footpaths across the town with the longest one being located on the northern edge following the River Alre. Generally, the Neighbourhood Planning Group points out, that many of the walking and cycling routes are lacking the appropriate infrastructure as roads and pavements are too narrow or contain obstacles which limits the accessibility for all users, do not have enough tree coverage to regulate the climate during warm periods, and are lacking in

lighting and signage. During the consultation process, residents pointed out that they see the pedestrian movement network as unsafe due to a lack of traffic lights and safe crossings.

Residents have also raised concerns with the limited public transport available, as the bus service does not operate for a long period of the day, starting late in the morning and ending early.

The Neighbourhood Plan Objective for Movement sets out the following: *Pedestrian and cycling routes will be enhanced linking the Town Centre with the surrounding town and to the countryside and neighbouring settlements. New wayfinding and signage will improve the experience of residents and visitors to the parish. Opportunities to improve the public bus network will be encouraged and supported.*

The emerging Winchester District Local Plan sets out the ambition to establish the 20-minute neighbourhood concept in its vision. The 20-minute neighbourhood concept aims to create communities where all daily uses, facilities and amenities are within a reach of 20 minutes by use of sustainable transportation like active travel or public transport. In the Strategic Policy T1 (Sustainable and Active Travel and Transport), the emerging Local Plan emphasises the importance of integrating and prioritising active travel modes and public transport during new developments.

As part of the Evidence Base of the emerging Winchester District Local Plan, a Local Cycling and Walking Infrastructure Plan (LCWIP) has been prepared. This document proposes a Cycling Network which categorises different routes into primary, secondary and local cycle routes. The current version of the LCWIP only specifies potential enhancements on the primary routes. The primary route 210 runs from Kings Worthy on the edge of Winchester to New Alresford and ends in the Town Centre. There are several proposed improvements within New Alresford, specifically at Pound Hill and along The Avenue. The LCWIP also defines Core Walking Zones within the district. In New Alresford an area that roughly matches the Town Centre is defined as such a Core Walking Zone. Several potential options for improvements at specific locations within this zone are provided. They include traffic calming, wayfinding and parking measures.

Apart from potential improvements provided in the LCWIP, local residents also wish for improvements for walking and cycling elsewhere in the town. For example, Grange Road and Spring Gardens are named as locations for improvement of the walking and cycling infrastructure. For Grange Road, the Neighbourhood Planning Group suggests traffic calming measures and establishing a 'shared space'. For Spring Gardens they suggest limiting vehicular access to enhance the route's recreational quality. Other measures may come forward in subsequent public consultations.

This NDP supports the community aspirations for improved walking and cycling environments and therefore the Movement and Access Policy supports proposals in that regard and requires proportionate contributions towards public realm improvements to those development proposals that are related to the areas of opportunity for better public realm.

## Safeguarded Watercress Way Policy

### Policy: The Safeguarded Watercress Way

1. The dismantled railway line from New Alresford station towards Kingsworthy, as shown on the map below is safeguarded for existing, and potential future use as an active travel route. Development proposals that facilitate such use will be permitted. Development proposals that adversely affect their future potential as an active travel route will be refused.
2. Development proposals of sites adjacent or closely related to the Watercress Way should proportionately contribute, where feasible, with connections to facilitate the inclusive and convenient public access to the Watercress Way and its future expansions.



**The Safeguarded Watercress Way**

The purpose of this Policy is to safeguard, open as an active travel route and enhance the existing disused railway as it runs from New Alresford towards Winchester. A future complete active travel route would provide a safe and healthy

motor traffic-free opportunity to travel to nearby settlements to the west such as Itchen Stoke, Itchen Abbas, Kings Worthy and Winchester and it would also provide access to the countryside, the South Downs National Park and recreation opportunities.

The railway line running from Alton to Winchester closed in 1973 after a decline in use, and the section between Alton and New Alresford was later repurposed as a heritage railway service (known as the Watercress Line). It offers steam and some, early diesel electric train travel, usually on weekends and holidays. The remaining section of the railway line between New Alresford to Winchester remained closed and it was later dismantled.

A small section of the disused railway line extends between New Alresford Station to the B3047 crossing over the River Itchen to the west, where the old railway enters Tichborne Parish and the South Downs National Park. The route continues to Itchen Abbas, through Itchen Valley Parish and Kings Worthy Parish to join the London-Southampton railway, north of the city of Winchester.

The Winchester Local Cycling and Walking Infrastructure Plan (consultation draft, May 2024) identifies route 210 from Kings Worthy to New Alresford as an aspirational cycle route, but the plan also acknowledges that the main barrier to walking and cycling between these two settlements is the narrow width of the road throughout most of its entire length and significant vehicular traffic, travelling at up to 60mph in places.

Policy NE4 (Green and Blue Infrastructure) of the emerging Winchester Local Plan suggests that the Watercress Way should be protected as a non-motorised route, but it does not specifically protect the disused railway line from development and safeguards it as an active travel route. The Watercress Way in the emerging Local Plan is a combination of public rights of way (footpaths and bridleways) and routes on road. However, the disused railway offers a safer and more convenient additional route.

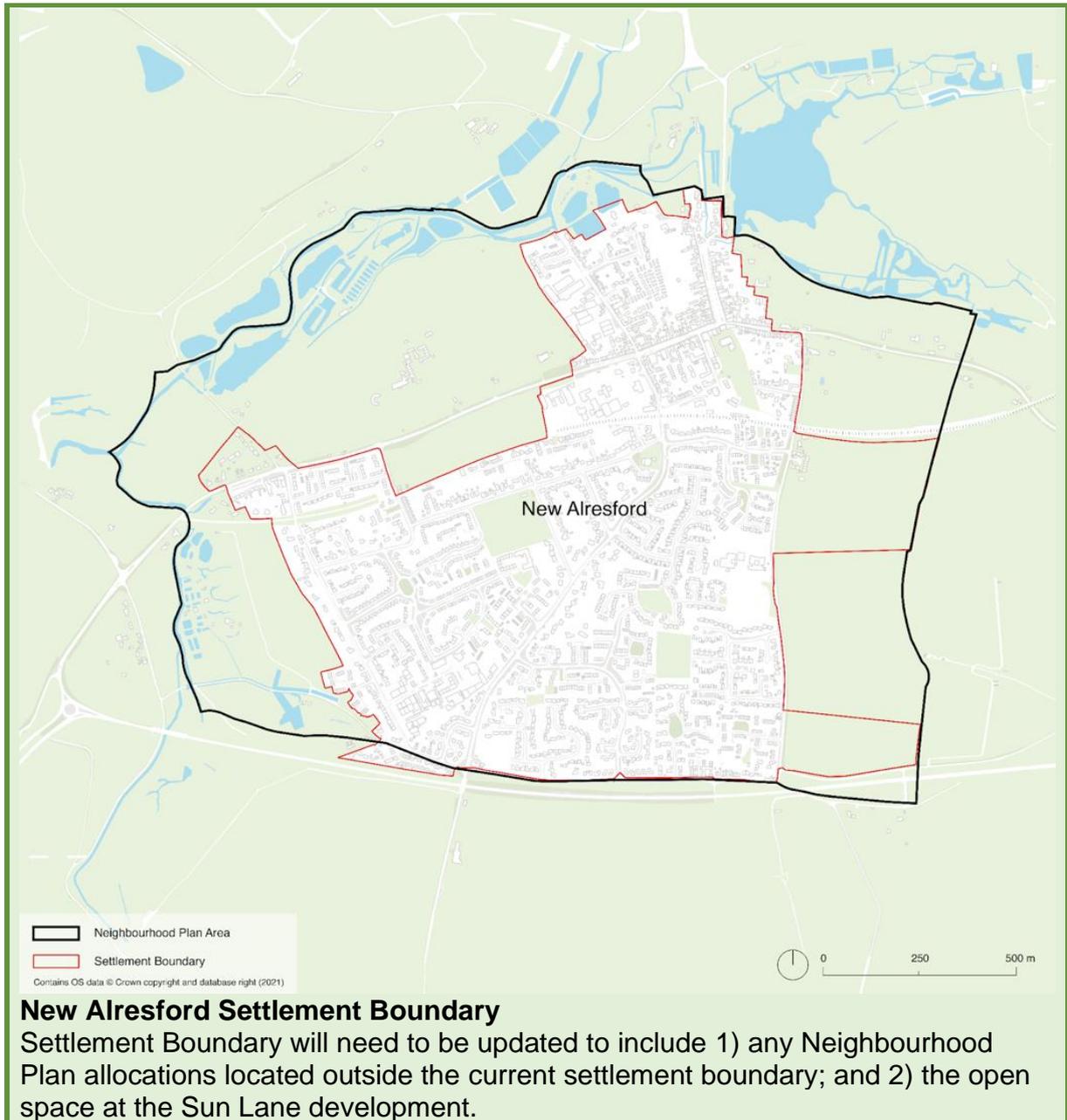
The neighbouring South Downs Local Plan safeguards since 2019 the stretch of disused railway (Watercress Way) that runs along the South Downs National Park (SDNP) boundary as a non-motorised route, from the boundary of the National Park at New Alresford to Kings Worthy. The South Downs National Park Authority's expectation is to enhance the route and open it as a public right of way for walkers and cyclists.

There is a small section of the Watercress Way of approximately 1.40km from the boundary of the SDNP and New Alresford Station that runs through the parish. The aspiration of this Neighbourhood Development Plan is to safeguard the stretch of disused railway through the parish and to contribute towards a complete active travel route, connecting New Alresford village centre to Winchester along the dismantled railway route, the Watercress Way.

## New Alresford Settlement Boundary Policy

### **Policy: New Alresford Settlement Boundary**

1. The New Alresford Settlement Boundary is defined in map below.
2. The principle of development within the New Alresford Settlement Boundary will be supported, subject to demonstrating that:
  - a. It makes the best and most effective use of land; and
  - b. It positively contributes to the character of the area and it integrates well into the settlement pattern and street hierarchy; and
  - c. Conserves the Green and Blue Infrastructure network and maximises opportunities for its improvement; and
  - d. It is located within acceptable walking and cycling distance to the town centre via safe routes fit for all users; and
  - e. It supports and delivers sustainable transport infrastructure maximising active travel opportunities.
3. Development outside the New Alresford Settlement Boundary will exceptionally be permitted where it complies with the relevant policies of the Development Plan, positively responds to local context, it is accessible by public transport and/or active travel, and:
  - a. It is development safeguarded or allocated in the Development Plan; or
  - b. It relates to a new or extended community infrastructure or facility that, having followed a sequential test for the search for sites, it demonstrates that no adequate land is available within the settlement boundary.



New Alresford’s settlement boundary is closely aligned with the built-up area for most parts of the town apart from the eastern edge. Here the settlement boundary extends into an open field at two locations. This is due to the Sun Lane development which was granted Outline Planning Permission in March 2020. To the south-western edge at Spring Gardens, the Settlement Boundary extends outside of the Parish Boundary.

Policy NA3 of the emerging Winchester Local Plan states that New Alresford NDP should allocate land for approximately 100 dwellings and include any amendments to the settlement boundary. Therefore, the defined Settlement Boundary for New Alresford is defined in the Settlement Boundary Policy, which includes the open green space at the Sun Lane development and the land allocated for development in the NDP.

Policy H4 of the emerging Winchester Local Plan states that development that accords with the Development Plan will be permitted within the defined settlement boundary of New Alresford. According to the Policies Map of the emerging Local Plan, the proposed new settlement boundary for New Alresford is adjusted to incorporate the proposed open green space in the middle of the Sun Lane development site.

The NDP includes a series of requirements that would apply to development within the settlement boundary. These are aimed to ensure that the limited available land within the town is used in the most efficient way, to facilitate a compact town, where people live and work with all necessary daily services available within a short walking or cycling distance. Furthermore, it reduces potential future impacts on the countryside and the loss of agricultural land around New Alresford.

Integrating well to the settlement pattern or grain, and the street hierarchy is an integral requirement to developing within the settlement, thus ensuring that New Alresford grows contextually to the structure that makes it distinctive.

New development in the settlement is also required to retain existing Green and Blue Infrastructure, so New Alresford does not lose any of its important corridors. Furthermore, where opportunities are available, these should be well integrated and extended to complete a robust network of Green and Blue Infrastructure travelling through the whole settlement. The aspiration of this requirement is to improve the biodiversity, recreation, water management, health and wellbeing and microclimate conditions (amongst other) of the built-up area of New Alresford.

Whilst New Alresford is relatively well contained by watercourses to the north and west, the A31 to the south and higher ground to the east, the NDP aspiration is that any development contributes towards more 'complete neighbourhoods' that are accessible by public transport or by foot or cycling. Therefore, the Settlement Boundary Policy emphasises the need for new development within the settlement to be located in accessible locations and to improve, as much as feasible, the opportunities for future residents, visitors and workers to travel sustainably.

Policy SP3 of the emerging Winchester Local Plan states that the following will be permitted outside settlement boundaries:

- Site allocations.
- Where there is an operational need for a countryside location (horticulture, forestry, etc.).
- Reuse of buildings for employment, community uses, etc.
- Expansion and replacement of existing businesses.
- Small scale tourism accommodation.
- Affordable housing rural exception sites, travellers' accommodation and agricultural dwellings.
- Infilling of settlements within a settlement boundary.

New Alresford NDP also aspires to give opportunities to community facilities and uses to grow in the town, but where there is no land available within the settlement boundary, the NDP policy requires proposals to demonstrate that all opportunities within the settlement boundary have been exhausted. Therefore, a sequential test requirement is included in the policy for community facilities and infrastructure. This will contribute delivering an accessible and compact town and the most efficient use of land in New Alresford.

## Sustainable Tourism / Visitor Economy Policy

### **Policy: Sustainable Tourism / Visitor Economy**

1. Development proposals for the enhancement and diversification of existing or new visitor/tourism facilities, attractions, accommodation and infrastructure, including green infrastructure, will be supported. Sustainable visitor/tourism development proposals will be required to demonstrate that:
  - a. the proposals demonstrably minimise the need to travel by private car and promote sustainable travel options like walking, cycling and the use of public transport; and
  - b. the proposals do not have an adverse effect on the vitality and viability of the Town Centre, community facilities or assets of community value; and
  - c. The proposals would result in an adequate balance between the conservation and recreational opportunities of New Alresford's natural and heritage assets; and
  - d. the proposals are of a proportionate scale to the size of New Alresford.
2. The loss of visitor/tourism facilities to other uses will not be permitted unless:
  - a. it can be demonstrated that the visitor/tourism use is no longer viable, having been actively marketed with a robust marketing campaign for at least twelve months; or
  - b. the proposed alternative use would provide equal or greater benefits for the local economy and community.
3. Tourism development outside the settlement boundary should adopt long term measures to encourage sustainable travel, environmental stewardship and overall good site management, facilitating the compatibility of tourism with on-site and neighbouring land-based industries.
4. Development proposals that lead to a significant pressure on local facilities, infrastructure and public rights of way, will be required to mitigate these impacts.

New Alresford has many attractive features for visitors, including its town centre, a historic market town, the Watercress Line and watercress beds, and the surrounding landscape with recreational walks and wineries. In addition, New Alresford also profits from its proximity to the South Downs National Park, being accessible by foot and bicycle. Winchester is also an important destination for visitors in the region and it is accessible by bus or car in a few minutes. Despite the presence of these features and attractions the town is not fulfilling its potential, with the full economic benefits of the tourism industry and day-trippers not being captured.

The emerging Winchester Local Plan emphasises the potential of tourism and the appeal of historic market towns as an important factor for the future economy. It also identifies the attractiveness of its location near the South Downs National Park. WCC is also providing Green Economic Development Strategy (GEDS) as part of the supporting evidence of the emerging Local Plan. The current draft sets out a couple of actions in relation to sustainable tourism. It supports the development of a Sustainable Tourism Strategy and points out the need to co-ordinate rural tourism businesses to support a sustainable growth of the industry.

The NDP supports enhancing tourism in the town where it follows a sustainable approach and does not have a negative impact to residents, businesses and the

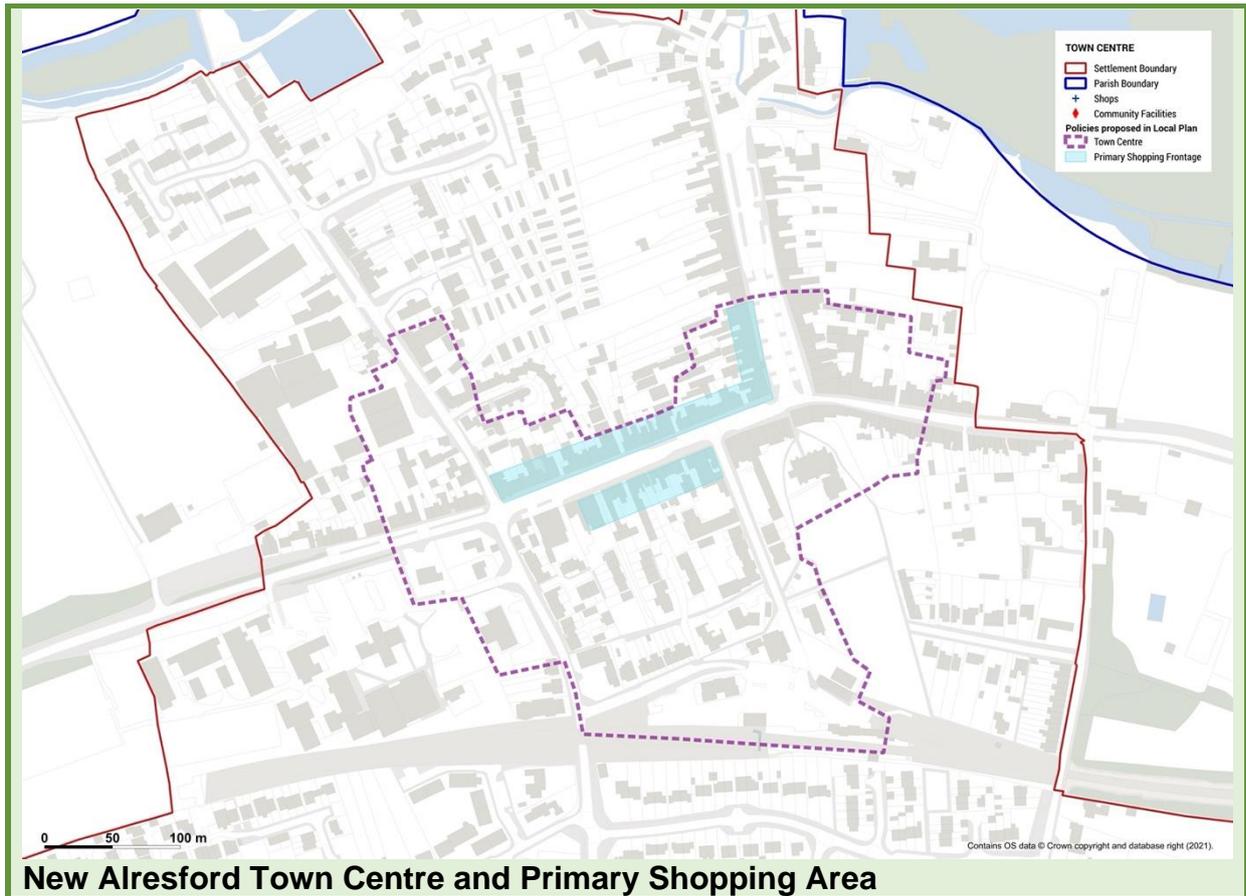
environment. Sustainable tourism should take full account of the current and future economic, social and environmental impacts and considering the needs of the industry, visitors and the community.

Applications for uses and interventions that seek to diversify New Alresford's economy and strengthen the role of the town as a hub for visitors are welcome. This includes promoting leisure and cultural uses within the town, strengthening the retail offer, and enhancing the quality of the public realm and visitor experience, and supporting sustainable and active travel options to and from and within New Alresford.

## Town Centre Policy

### Policy: The Town Centre

1. The New Alresford Town Centre and its Primary Shopping Area are defined in the map below
2. Any development proposal within the Town Centre should contribute to the vitality and viability of the centre and enhance its identity as a market town destination for shopping and as a community and visitor hub.
3. The use of upper floors within the Town Centre for residential and office (including co-working) uses will be supported subject to these being well-designed, accessed via safe locations and having integrated utilities, bin and cycle storage without detriment of the quality of the public realm and amenity.
4. Applications for Town Centre uses that contribute to the evening and night-time economy, including leisure, cultural and community facilities will be supported. These will be required to enhance and diversify the offer within the Town Centre, provided they are compatible with the size and historic significance of the town and do not adversely impact the amenity of residents and businesses.
5. Development proposals within the Town Centre should contribute proportionately to the delivery of an improved public realm including public spaces and a safe environment for pedestrians.
6. Proposals that contribute to an improved range and quality of business, making spaces and office workspace, including space for start-up businesses and co-working (Use Class E(g)(i)) are encouraged.
7. 'Meanwhile uses' that provide for temporary use of vacant buildings and spaces are encouraged. Such uses will only be considered acceptable where they comply with the Use Classes outlined above and are compatible with nearby uses and do not detract from neighbours' living conditions.
8. Development proposals should not adversely affect the regular operation of temporary street markets.



The NDP aspires for the town centre with its market to continue to be the heart of the town and for these to be easily accessed by bus, foot and cycle. A strong local economy based on retail and leisure is essential for the town and therefore the NDP protects it to support residents and visitors.

A greater diversity of businesses, local restaurants, pubs, cafes and community activities will ensure a thriving centre during the day and evening throughout the week. This NDP is also supporting the evening and night-time economy within the town centre, although NDP expects these only when compatible with residents and other users, so these do not cause harm to living conditions and other businesses which are at the core of the town centre policy.

According to the emerging Local Plan Strategic Policy E3 - Town Centres Strategy and Hierarchy, New Alresford's Town Centre is defined as a District Centre. New Alresford has a defined Primary Shopping Area within the wider Town Centre Area where new retail development should be focused. The policy aims to maintain and enhance Town Centres as thriving areas for community and economic activities as well as enhancing the quality of their environment. Supported uses within the Town Centre include retail, office, indoor leisure activities, entertainment, food and drink, cultural activities, as well as evening and nighttime activities. Appropriate to the setting, visitor and tourism activities are also supported.

Policy E7 Maintaining the Vitality and Viability of Town Centres states that development proposals within the defined Town Centres should demonstrate how

they contribute to the vitality and viability of the Town Centre by providing a Viability Assessment. Permissions for certain use classes might be restricted and the change away from retail or Class E uses is discouraged. Within Primary Shopping Areas, the loss of main Town Centre uses on the ground floor will not be accepted.

The NDP develops the emerging Winchester Local Plan further as it aspires to promote a diversity of businesses for all residents in New Alresford, with the provision of co-working and small-scale making spaces, which are encouraged in the town centre.

Furthermore, the NDP acknowledges the market town nature of New Alresford and requires for new development to avoid negatively affecting existing and future street markets, which are important to the town. Meanwhile uses are welcomed and they contribute towards a flexible and adaptable local economy.