

CONCEPT DESIGN OF POTENTIAL DEVELOPMENT FOR
CONSULTATION PURPOSES ONLY



LAND TO THE WEST OF NEW FARM ROAD, NEW ALRESFORD

DEVELOPMENT SITE INFORMATION PACK

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Promoter



Masterplanning



Landscape



Heritage



Part of the ES Group

Ecology



Arboriculture



Highways

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INTRODUCTION

This document identifies that Land to the west of New Farm Road, New Alresford is deliverable, is technically unconstrained and is a sustainable location for proposed housing. This document sets out our initial overall vision for the site and explores a masterplan framework for achieving this vision.

As well as much-needed new housing, the project team will explore the opportunity for a new pedestrian and cycle connection to the potential proposed allotments, create accessible green spaces for recreation and community well-being as well as enhance biodiversity in the area.

Wates is committed to meaningful community engagement in the areas in which it operates and we look forward to working with the Town Council and local community and in partnership with the emerging Neighbourhood Planning process.

SITE PROMOTION TEAM

Wates is one of the UK's leading family owned development, building and property maintenance companies. Founded over 125 years ago, we know about the built environment. We partner with a wide range of public and private sector customers and partners to create the places, communities and businesses of tomorrow. We are committed to working with communities in bringing forward sustainable developments.

Wates is committed to delivering exceptional projects that meaningfully impacts the communities in which we operate. We have a track record of local delivery. Recently, this includes the delivery of Winchester City Council's Winnall social housing scheme – a development designed to meet Passivhaus Low Energy Building Standard.



Thriving places

Thriving places

Working with customers, partners and communities to create places that are more sustainable, inclusive, and full of opportunity



Thriving planet

Thriving planet

Protecting nature and taking action on climate change by collaborating and innovating with our partners.



Thriving people

Thriving people

Creating opportunities and relationships so that everyone who works for and with us feels included, invested in and treated with care.

The site itself is relatively enclosed in character and is bound in its entirety by woodland belts and hedgerows, with the A31 and River Itchen beyond, and a modern housing area of New Alresford.

Given the enclosure of the site and good access to facilities, we feel the development of the site would therefore provide a sustainable and logical extension to New Alresford.

A logical and seamless expansion in the natural evolution of New Alresford.



SITE CONSIDERATIONS

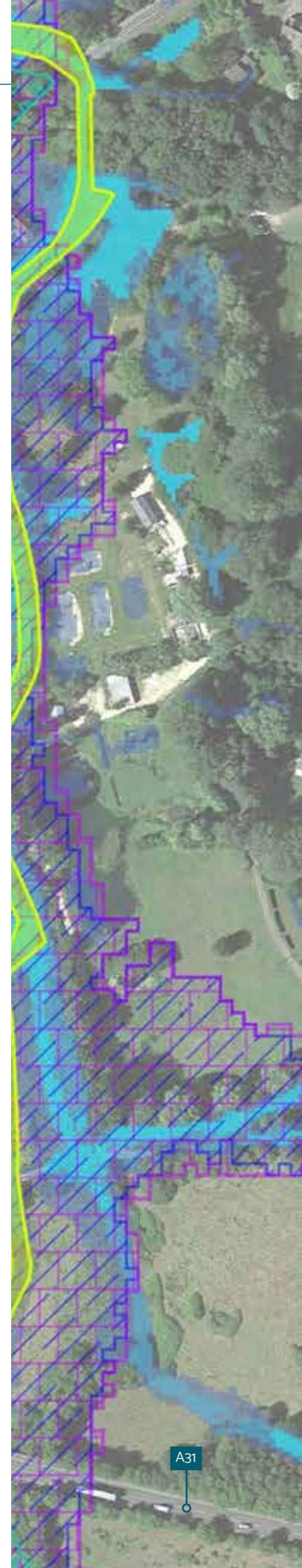
The emerging technical review of Land west of New Farm Road concludes that there is relatively little to constrain development.

As is customary for a project of this scale, the site presents various technical considerations and opportunities. These are summarised below:

- **Highways:** Vehicular access onto New Farm Road. Pedestrian and cycle connectivity to the southeast, and potential allotments to the south west.
- **Trees:** Group and individual Tree Preservation Orders.
- **Landscape:** Well related to the existing settlements. Views from long-distance footpaths.
- **Heritage:** Thodys to be nominated for the 'local' heritage list.
- **Ecology:** Surveys completed, revealing a low population of reptiles.
- **Flooding:** The site is not at risk.

The design approach involves responding to these considerations in an informed and considered manner in order to contribute positively to the local area and help create a unique and distinctive addition to New Alresford.

 Site boundary	 Surface water flooding 1 in 1,000
 Public right of way	 Flood zone 2
 Vegetation (taken from aerial)	 Flood zone 3
 3 metre contour	 Tree Preservation Order
 General fall of land	 Potential locally listed building (ref. Draft New Alresford Neighbourhood Plan Community Engagement Day Presentation)
 Lowest part of the site	 Special Area of Conservation & Site of Specific Scientific Interest
 Highest part of the site	 South Downs National Park
 Surface water flooding 1 in 30	 Boundary of neighbouring property
 Surface water flooding 1 in 100	





South Road

Jesty Road

New Farm Road

Prospect Road

Alresford allotments

Spring Gardens



PROPOSED DEVELOPMENT OPPORTUNITIES

A new sustainable, vibrant, inclusive, and healthy neighbourhood that aligns with the Town Council's vision for sustainable growth within New Alresford.

The masterplan framework:

- is technically **deliverable and developable**, as confirmed in Winchester City Council's Strategic Housing Land Availability Assessment.
- provides **up to 75 new, high-quality, and sustainable homes** for all. A large variety of house types, including bungalows, and tenures will be delivered to suit a wide range of households looking to get on the housing ladder, buy a family home or downsize.
- creates a **comprehensive green infrastructure network** that celebrates biodiversity, nature and filters longer distance views. New green space will offer a range of opportunities to help to promote health and wellbeing, that includes a play spaces, walking and cycling routes, and edible landscapes.
- will create a **comprehensive nature recovery network and biodiversity net gain**.
- will meet the Future Homes Standard and feature sustainable technologies, including EV charging points, water efficiency measures, and the use of sustainable materials and construction methods. An assessment of embodied carbon will also be undertaken.

LAND BUDGET TABLE

	Net developable area (hectares)	% of total
Residential (C3)	2.25	62.15%
Green infrastructure	1.37	37.85%
Total	3.62	100.00%





ARTIST'S IMPRESSION

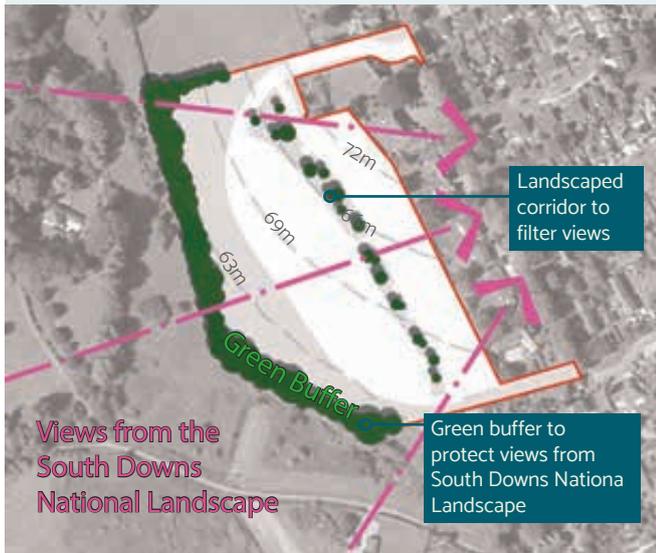


- | | | | |
|----|---|----|--|
| 01 | Vehicular, pedestrian, and cycle access point | 07 | Community orchard |
| 02 | Green tree planted corridor | 08 | Entrance green |
| 03 | Sustainable Drainage System | 09 | Thodys to be retained |
| 04 | Retained and enhanced tree planting | 10 | Potential to explore future connection point |
| 05 | New buffer tree planting | 11 | Pedestrian/cycle access |
| 06 | Footpaths | | |



UNDERSTANDING CONSTRAINTS AND CONSIDERATIONS TO IDENTIFY PROPOSED DEVELOPMENT OPPORTUNITIES

Consider views from the South Downs National Landscape: Introducing green, tree-planted landscape buffers and considering single-storey buildings at the higher elevations of the site.



Integrating into a sustainable travel link through New Alresford: Providing pedestrian and cycle connections.



Creating new publicly accessible open space and achieving a biodiversity net gain: Establishing green space designed for nature recovery, recreation, and community use, while enhancing health and wellbeing.



Meeting local housing needs: Delivering a range of high-quality homes that respect local character and fulfil the needs of the community.



DELIVERY AND TIMESCALES

Determined by the Neighbourhood Plan process, but development of this size is expected to be delivered within two years following site commencement.



2. Opportunities to improve and invest in infrastructure

- Proposals will include on-site public open space.
- Significant financial contributions will be made to District and County Councils.
- Contributions can fund improvements to, local highways, education and open space
- Ongoing consultation with the local community and Town Council will discuss potential infrastructure enhancements.



3. Economic Opportunities

- Creation of new jobs through construction of new homes and financial contributions (e.g., Section 106 agreements and Community Infrastructure Levy)
- Financial contributions address development impacts on the local area.
- Additional Council tax revenue will benefit the local authority.
- Site will support existing town centre jobs by providing nearby residences accessible by walking, cycling, or bus.



4. Opportunities for environmental improvements

- Proposals will offer multiple opportunities for environmental improvements.
- Some improvements may be delivered off-site via financial contributions to schemes identified through stakeholder engagement.
- On-site environmental enhancements will include commitment to a minimum 10% Biodiversity Net Gain and sustainable urban drainage systems to manage surface water.
- Drainage systems will be designed to maintain high water quality standards, particularly for the River Itchen.



5. Meeting the housing needs of everyone

- Development offers diverse housing options, including affordable homes for first-time buyers and adaptable homes for older residents.
- Homes will be designed to be flexible and future-proof to meet evolving resident needs and changing lifestyles.
- Addresses housing affordability issues in the District and New Alresford, aligning with the New Alresford Neighbourhood Plan Housing Needs Assessment.
- Proposals include 40% affordable housing and a wide range of house sizes, potentially including bungalows.
- Affordable housing tenure to focus on social and affordable rent and



5. continued.

a proportion of shared ownership properties

- All affordable homes will be managed by a Housing Association in perpetuity.



6. Creating and maintaining a quality place

- Development will reflect New Alresford's unique local character, blending traditional architecture with modern, sustainable design.
- Thoughtfully designed community spaces will bring people together, celebrate diversity and foster a sense of belonging.
- A collaborative process with the Town Council and community will include hands-on design workshops and potentially the preparation of agreed design codes.
- Open to engaging with a design review panel to ensure high-quality outcomes.



7. Accessing the site by walking, cycling and public transport

- The site is well-located within Alresford, with key facilities accessible by walking or cycling.
- Town centre is less than a mile away, a 15-20 minute walk, offering various shopping and leisure options.
- Perins School is just half a mile from the site, around a 12-15 minute walk.
- Local amenities include recreation grounds, a convenience store, and a public house.
- Continuous footpaths lead to the town centre, with direct access to National Cycle Route 23.
- Public transport access is convenient, with the 64-bus route running up to every 30 minutes to Winchester and Alton, connecting to the national rail network.



LOCAL COMMUNITY BENEFITS

There are numerous community benefits to establishing this location for housing growth. Potential concerns, such as the impact of longer-distance views, can be mitigated through strategic landscaping and a sensitive approach to building heights.



Sustainable location

The site is within an inherently sustainable location, near the local services and facilities of New Alresford.



Meeting housing need

The site is deliverable and has no technical or viability constraints. It is capable of being delivered swiftly for around 75 new market and affordable homes to meet local needs.



Provision of potential pedestrian and cycle connections to potential allotments

The site offers a unique opportunity to strengthen the pedestrian and cycle connections to the potential allotments adjacent to the site. Green infrastructure through the site could also provide communal gardens, orchards and shared green spaces, allowing residents to actively participate in cultivating their own produce.



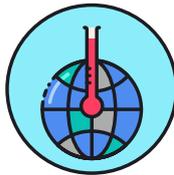
Accessible multi-functional green space

The site is currently inaccessible to the public. The proposal offers the opportunity to deliver a range of landscapes to promote health and well-being, including active landscapes such as formal and informal children's play, and naturalistic and growing landscapes to reconnect residents with nature.



Biodiversity enhancements

The proposals present an opportunity to deliver significant biodiversity enhancements. This will be achieved by retaining existing valuable green infrastructures, and proposing new high-quality habitats to create a more biodiverse ecosystem.



Carbon neutrality and sustainability

This site can help the Winchester City Council meet its target for carbon neutrality by locating homes sustainably and maximising opportunities around building efficiency. The site will meet the Future Homes Standard and feature sustainable technologies, including EV charging points, water efficiency measures, and the use of sustainable materials and construction methods.



Community contributions

Contribute financially to new infrastructure through s106/Community Infrastructure Levy payments.



CONCLUSION

Working together going forward in an inclusive way

Wates is committed to working inclusively with the community, and we have a strong track record of successful collaboration. For instance, at Ford Airfield in Arun District, we developed proposals for a 1,500-home scheme in partnership with the community. This project ultimately became one of the largest allocations in a Neighbourhood Plan and now has outline planning permission.

The proposals for this site are still at an early stage, and the concept plans presented here illustrate one approach to bringing the site forward, while remaining responsive to the aspirations of the local community.

We look forward to engaging meaningfully with both the Town Council and the local community as the emerging Neighbourhood Plan evolves.

