



ALFRED HOMES

“ALDERWOOD” INFORMATION PACK

Land between New Alresford’s Recreation Centre and Arlebury Park

NEW ALRESFORD NEIGHBOURHOOD PLAN CONSULTATION



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Artist's impression of homes overlooking the southern area of open space

WHY ALDERWOOD?

Our 'working name' is inspired by the Alder trees that traditionally grew along the River Itchen at the Ford at Old Alresford.



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INTRODUCTION

As a local company specialising in delivering bespoke residential developments, we are pleased to present our vision for 'Alderwood', being the land adjacent to the Town's Recreation Centre and Arlebury Park.



Our proposal provides for 60 residential dwellings, and in line with current Planning Policy, 40% will be an affordable housing tenure, spread throughout the development and indistinguishable from the openmarket properties.

With a reputation for delivering exceptional individuality and craftsmanship, we do not believe in building standard house types, therefore, we have the ability, and the passion, to design each new home specifically for its location.

In addition to the new homes, there is the opportunity to deliver non-residential benefits such as an extension to the existing public car park or new recreational facilities adjacent to the Recreation Centre.

In this document we share with you our commitment to the importance of placemaking and our vision for these new homes, which will be equipped with the new technologies to ensure their sustainability for generations to enjoy.

THE SITE PROMOTION TEAM

Based in Winchester, Alfred Homes was founded in 2009 and is owned and managed by the founder, who, together with a team of experienced property professionals, all live and work locally in the city and the surrounding villages; just one of the reasons why the quality and legacy of our new homes is so important to us.

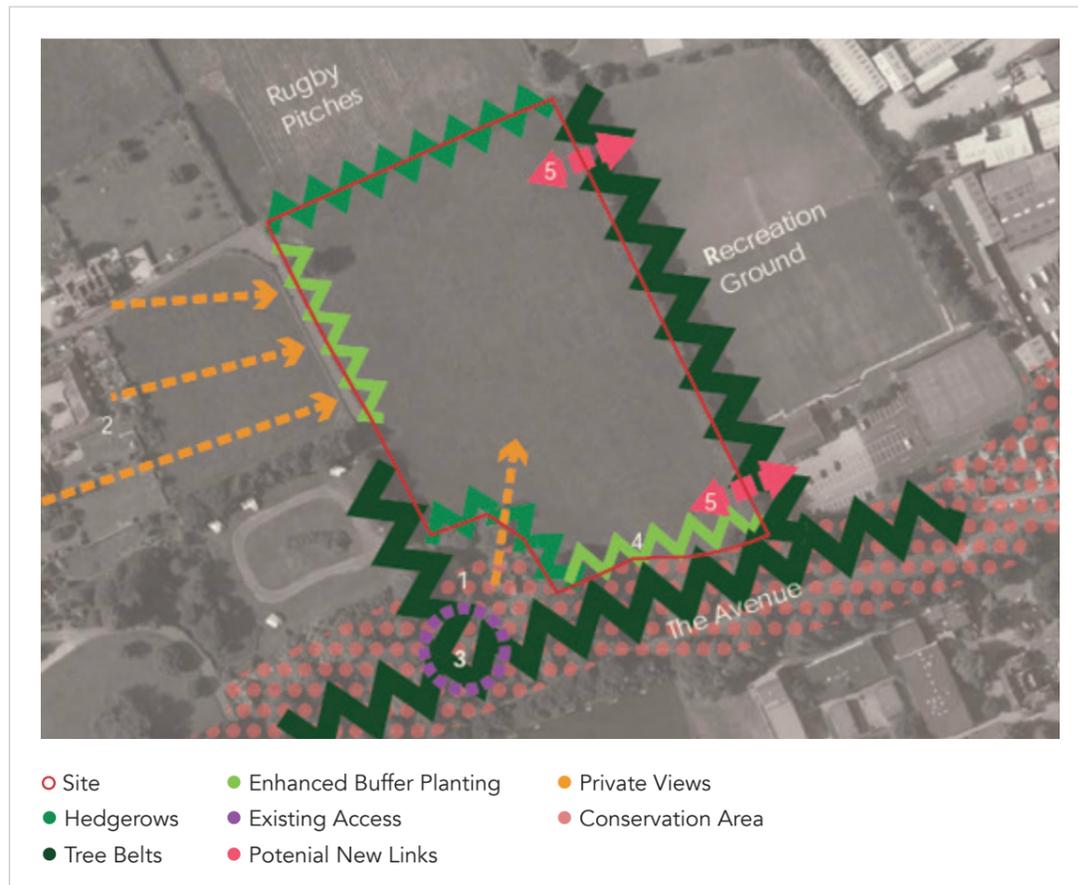
Perhaps best known for building smaller scale, high-quality developments (such as Blue Ball Hill, Silkstead Park and Langham Place in Winchester to name but a few), the company prides itself on maintaining the same ethos regarding quality and standards, be it for a development of six homes, or 60.

We also have all the necessary expertise in-house, from planning, architectural design and technical specification to sales and aftercare to ensure the smooth management of all projects from conception to completion.

Finally, we are a team who share the same values; we all strive to build houses for communities we would be proud to call home.



MAP OF ALDERWOOD & SITE CONSIDERATIONS



KEY CONSIDERATIONS

This constraints and opportunities plan shows the site in relation to The Avenue, the Recreation Centre, public car park, and Arlebury Park.

To the south of the site the Town's Conservation Area extends along The Avenue, with the listed flint wall in the foreground. Mature trees screen the southerly and easterly boundaries towards The Avenue and Recreation Centre respectively.

There is limited intervisibility between the land at the existing properties at Arlebury Park, with opportunities for new planting along the western boundary as shown in light green to further this screening.

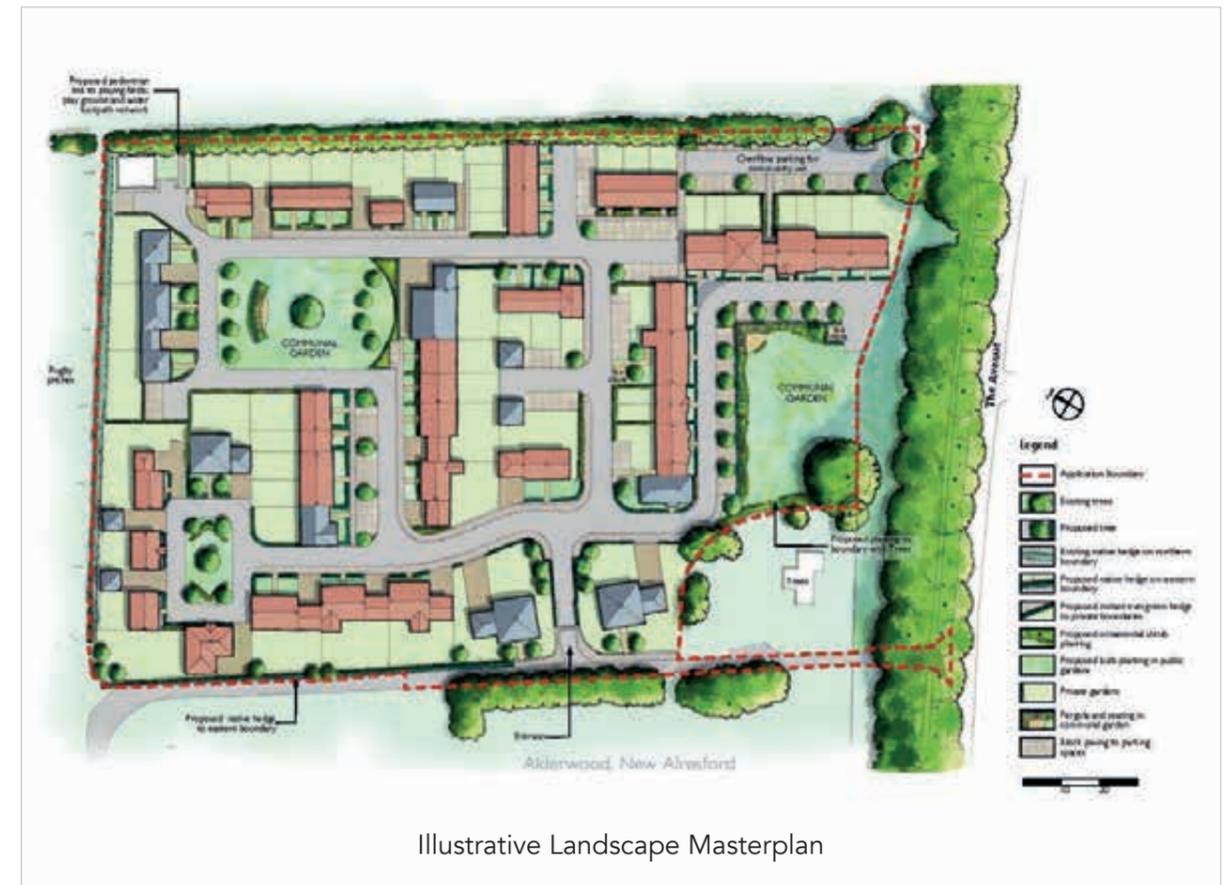
The land is broadly flat, falling gently from south to north towards the rugby pitches to the north of the site.

With the Millenium Trail and Recreation Centre located immediately to the east of the site, opportunities for connections directly from the site and the new homes to the Centre and facilities will be explored with the Town Council.

Vehicular access to the land exists from The Avenue, with rights afforded to the land and the development via two documents, Ref: Deed of Grant & Transfer, dated 11/10/1994.



PROPOSED DEVELOPMENT OPPORTUNITIES



Illustrative Landscape Masterplan

In responding to these opportunities and constraints, the proposed masterplan provides for 60 residential dwellings accessed from the existing driveway and set around two principal open spaces within the site.

The first of these is proposed to the immediate north of the listed wall, which allows for the housing to be set back away from The Avenue, with additional tree and landscape planting to occur within the open space, around which the housing will front onto.

The housing is classical in its architectural approach, and while there is consistency in respect of the materials and design, the housing is individual in nature to reflect the prevailing character of New Alresford and avoid 'anywhere' housing, often seen on large scale developments.

The affordable and open market tenures will be indistinguishable from one another, with the same palette of materials used across all 60 properties, with Alfred Homes most recently partnering with Winchester City Council to deliver affordable housing as part of its developments.

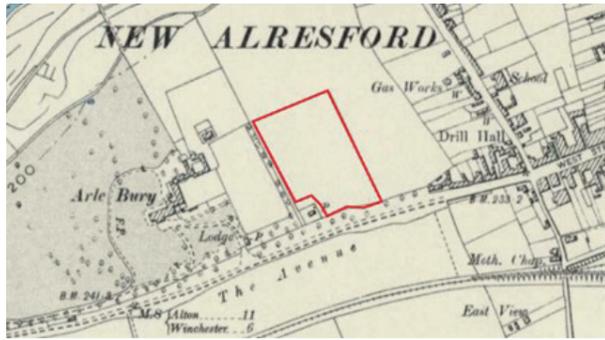
Parking will be provided largely on plot, or in dedicated parking areas with all properties/parking spaces served by EV charging points.



*Perspective drawing
of the proposed development*



CONSTRAINTS & CONSIDERATIONS



The land is free from physical and environmental constraints, with the land having been used continually for agricultural use since the mid-19th Century. This mirrors that of the land that the Recreation Centre and public car park was constructed on to the east, with the formal gardens associated with the House laid out to the south, west and north of Arlebury House (see image).

Map from 1897 showing historical land use

As previously noted, the trees and setting of The Avenue within the Conservation Area provide a key consideration for the site with landscaping proposals providing green spaces throughout the development, and a formal arrangement to the south, with the housing set back away from The Avenue.

These open spaces continue throughout the development, providing more formal areas of landscaping and opportunities for the new community to gather.

Given the proximity of the Recreation Centre and car park to the east, the land on the eastern fringe of the site would offer the opportunity for non-residential land uses, whether that be for additional public car parking or new sports and recreation facilities.



DELIVERY & TIMESCALES

As a local developer, Alfred Homes has the means to bring forward a planning application quickly to support the Town Council in its delivery of the Neighbourhood Plan.

There are no hard constraints to the delivery of the land and with our professional relationship with local stakeholders and the City Council, we are well placed to be able to support the Town Council in delivering both open market and affordable homes that the community can support, and which truly reflects the local character of Alresford.

From achieving an allocation within the Neighbourhood Plan, we would consult further with the community regarding the detail of the proposal and in advance of lodging a planning application with the City Council. Following a grant of planning permission work would commence on site approximately 9 months later, with the build programme taking approximately 2 years to completion.



MEETING IDENTIFIED NEEDS IN A SUSTAINABLE WAY

SUPPORTING A SUSTAINABLE COMMUNITY

One of the most sustainable aspects of this development is its location. Within walking distance of the services and facilities within West Street and Broad Street, and of course the recreational spaces adjacent to it, such a location offers an unparalleled opportunity for walking and cycling to use and support the facilities of the local community as the plan indicates.



- 1 Arlebury Park
- 3 Rugby Pitches
- 5 River Arle
- 7 Broad Street
- 2 Arlebury Park Barns and Cottages
- 4 Recreation Centre
- 6 Perins School

Our proposed development will use renewable and sustainable materials throughout the construction process, featuring energy-saving systems, and through the use of local materials, will be built with as minimal environmental impact as possible.

Sustainability will also be accomplished by installing systems that use smart technology to monitor energy consumption, allowing residents to make decisions about heating and cooling and the impact on their energy costs.

Furthermore, the sustainability of the development is enhanced by its good design, in a location that supports active travel, with the residents accessing all the Town's facilities on foot, including local education and health care providers and by the inclusion of good quality outdoor space.



OPPORTUNITIES TO IMPROVE AND INVEST IN INFRASTRUCTURE

As part of the proposals shown and following our previous engagement with the local community, part of the land has been shown as an extension to the existing public car park at the Recreation Centre, recognising that during busy times parking within the Town Centre is at a premium. Alternatively, given its location adjacent to the Recreation Centre, the community may wish for complementary recreational use instead, and we are fully open to discussing the options with the community.



Option to extend the recreational facilities nearby

ECONOMIC OPPORTUNITIES

The benefits the proposed development will bring to the local economy is, in the short term, a boost to local employment during its construction phase, as part of which we undertake an apprentice scheme to support young, local people wishing to enter the construction industry with Alfred Homes. Once complete, being within walking distance of the shops and services within the Town there will be a continued economic benefit through the spending capacity of the new residents. The non-residential land will also provide for specific economic benefits, whether that be improved parking facilities locally, or increased patronage to the Recreation Centre with new sports facilities such as Paddle Tennis.

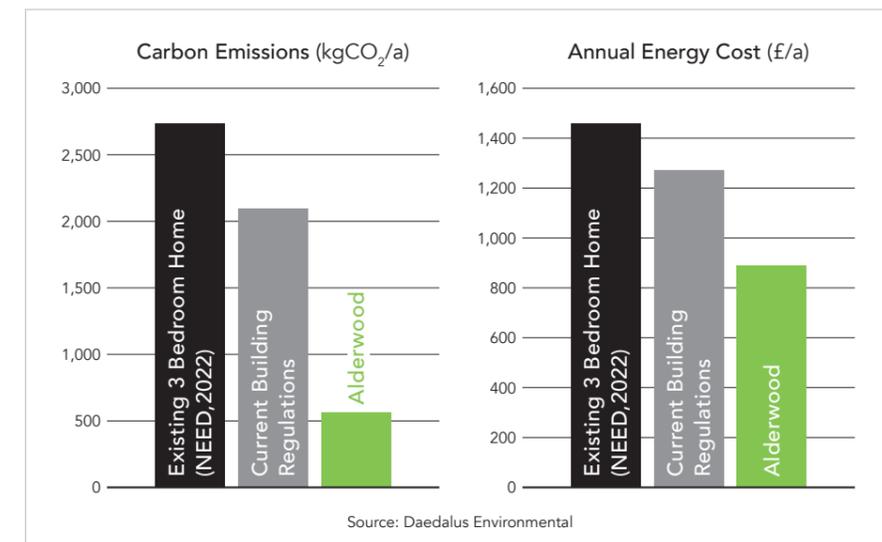


OPPORTUNITIES FOR ENVIRONMENTAL IMPROVEMENTS

The environmental credentials and impact of any new development that we undertake is a vital consideration, not just for the people who will eventually live in our new homes, but also for the communities in which they are located.

All of the homes will be built to a 'future homes' standard, with at least one third of each home's energy demands coming from on-site renewable technologies in the form of PV panels and air source heat pumps. To complement this technology, properties will have individual battery storage to maximise the efficiency of the renewable energy generated.

As shown in the graphs, implementing these combined technologies will result in a significant reduction in the CO2 emissions over current building regulations, which will equate to an impressive saving in annual energy costs.



Within the River Itchen catchment, there is a requirement to off set Nitrates and Phosphates generated by new housing to improve the water quality within the River and the Solent. Alfred Homes has established arrangements with Winchester City Council to secure the necessary credits required to achieve this via the upgrading of local Waste Water Treatment Works.

We also take a "fabric-first" approach to construction, which prioritises a building's fabric to achieve energy efficiency and airtightness. This includes the use of triple glazed windows from sustainable sources, high levels of insulation (we currently beat the industry standard by 19%) and the use of passive design techniques, optimising solar orientation and natural ventilation where possible.

We work closely with our partners, subcontractors and suppliers throughout the construction process to continually improve the efficiency and sustainability of our homes through the use of local trades and materials, reducing the carbon footprint within the supply chain.

EV chargers will also be provided for at each property to support the growth in the use of electric cars, with bicycle storage incorporated into the designs of all homes.

All of our developments embrace the natural world by installing insect habitats, bat boxes, swift boxes and hedgehog highways, along with areas of wildflowers (see image from Silkstead Park on following page) to encourage bees and the pollinators.



CREATING AND MAINTAINING A QUALITY PLACE

As a local house builder, we do not have standard house types: every new home built here will not have been built anywhere else, allowing the greatest opportunity to create something bespoke for New Alresford and avoid what we see far too often being 'anywhere housing', namely the same houses constructed regardless of the town and village they are built in.

As per the master plan, the homes have been set back away from The Avenue behind the listed wall, and around new areas of green, open space.

As indicated on the site plans, the proposed development includes two significant open spaces for community and recreational use and each dwelling will have access to good quality, private outdoor space.

Given its proximity to the Recreation Centre, the new residents will also have access to leisure and sports facilities within walking distance, with a new pedestrian access created as shown.

Our attention to detail doesn't finish with the houses. We pay as much attention to the outside space and landscaping and at the end of the project we will appoint a management company to maintain the communal spaces within the development.



New homes at Silkstead Park, within a non-designated Heritage Park and Garden



MEETING THE HOUSING NEEDS OF EVERYONE

Our vision for the development seeks to embrace the architectural detail of the Town through the use of houses of varying scale, set around a series of open green spaces.

In respect of the scale, form and type of housing to be delivered, the proposal will deliver new homes ranging from one to five bedrooms and of varying tenure to provide a choice to the local community.

As per current Planning Policy requirements, with 40% of the new homes being of an affordable housing tenure, this will provide opportunities for those seeking their first property in the Town, through to families and those looking to downsize, creating a true new community within New Alresford, and due to its location, one that will be fully part of the wider community as a whole.

In respect of the precise mix and form of housing, Alfred Homes would welcome discussing with the Town Council and the community the layout and approach towards the built form.



ACCESS BY WALKING, CYCLING AND PUBLIC TRANSPORT

One of the most important facts to consider about this proposed development is its location and proximity to the Town itself, being just 400 meters to the first of the shops on West Street.

Walking to and from the Town Centre is achieved via footpaths on both sides of The Avenue, which provides connections directly to West Street and beyond. At this point along The Avenue, the speed limit is 30mph and well lit, affording safe opportunities as well for cycle trips through to the Town Centre.



There are two bus stops within walking distance of the development, offering services between the larger town of Alton and to the city of Winchester.

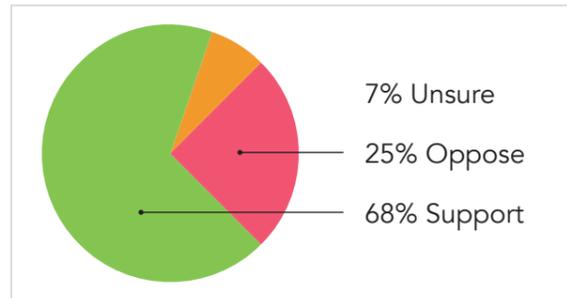
Bicycle stores will be a consideration throughout the development to enable residents to reach the Town, and indeed, the wider countryside at their leisure.



LOCAL COMMUNITIES

CONCERNS, OPPORTUNITIES AND BENEFITS

Having previously engaged with the community within New Alresford, there was a strong level of support for this development, recognising the opportunities and benefits it would bring, as indicated in the chart shown below. Of those that attended (170) and provided their feedback (93), two thirds supported the development in principal and the vision as set out in respect of the design approach.



This development will deliver quality, individual and sympathetically designed new housing within walking distance of the Town and facilities.

This will be a sustainable and energy-efficient development with a mix of housing available to a wide audience, including a selection of affordable housing tenures.

Clearly any development raises matters of concern and questions, but as a local company, we take great pride in what we build and we are always invested in the process from inception through to the sale of the last house – and beyond. We also pride ourselves on having a real, open door policy – we are always available to discuss any point of detail or areas of concern.

WORKING TOGETHER AND INCLUSIVITY

This is the very start of a consultation process and should Alfred Homes be successful in being included within the Neighbourhood Plan, we will host a series of events and workshops to ensure the views of the community are fed into the design process.



Blue Ball Hill, Winchester



Meadowlands, Winchester



Beadon Meadow, Barton Stacey



Buchanan's Place, Littleton



Meadowlands, Winchester



William Place, Winchester



Buchanan's Place, Littleton



Sparsholt



Silkstead Park, Winchester



Morningdale Field, Winchester



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