

New Alresford

Conservation Area Enhancement Options

Final Report

March 2025

Quality information



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Revision History

Issue no.	Issue date	Details	Issued by	Position
7	10.04.2025	Final report approved by Locality	Locality	-
6	25.03.2025	Final report for Locality Review	Ben Lancaster	Graduate Urban Designer
5	21.03.2025	Review	Stephen Hughes	Consultant Planner
4	19.03.2025	Research, review and address comments	Hoorieh Morshedi	Senior Urban Designer
3	12.03.2025	Review and comments	Sarah Johnson	New Alresford Town Council Deputy Clerk
2	01.02.2025	Review	Ben Castell	Director
1	01.02.2025	Site visit, research and writing	Simon Hargreaves	Urban Design & Landscape Architect

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A photograph of a street scene with a blue circular overlay. The overlay contains the text 'Introduction' and '01'. The background shows a street with buildings, parked cars, and a sidewalk.

Introduction

01

1. Introduction

This report aims to empower the local community to influence the design and character of their neighbourhood and deliver attractive, sustainable development that meets the needs of local people.

1.1 Purpose and scope

This report sets out Conservation Area Enhancement Options for New Alresford to help lead and stimulate its protection, conservation, enhancement, regeneration and sustained vitality.

The focused high-level masterplan framework presented in this report recognises key trends that town centres must respond to in order to meet the above aims.

Through the Ministry for Housing, Communities and Local Government (MHCLG) Neighbourhood Planning Programme led by Locality, AECOM was

commissioned to provide masterplanning support to New Alresford Town Council.

The steering group provided guidance and local knowledge that has greatly informed this Conservation Area Enhancement Framework.

This report has been informed by existing options work developed by New Alresford Town Council and Hampshire County Council, the (District) Winchester Local Cycling and Walking Infrastructure Plan, Winchester City Council Open Space Assessment (2022), the New Alresford Conservation Area Assessment (2001), the New Alresford Design Statement (2008), Key Views Assessment Report (2024), and emerging Neighbourhood Plan Document (NPD).



Figure 01: Thriving New Alresford weekly market.

1.2 Town centre quality

Design can raise the quality of new development or town centres by managing complex interests and creating healthy, safe, green, sustainable and distinctive places that can thrive.

The National Planning Policy Framework (NPPF) emphasises the vital role town centres play and underscores their significance as hubs for local communities and by encouraging local authorities to support growth, adaptability, and effective management through Local Plans which reflect their economic, social and environmental stance.

The Levelling Up and Regeneration Act grants councils new powers to tackle long-term vacancies in commercial properties and is part of a broader effort to revitalise unused spaces and enhance the vibrancy of town centres.

Programmes such as the Future High Streets Fund and the Town Centres Fund have assisted and bolstered high street renewal, but longer-term holistic strategies and mechanisms are essential for future town centre stability and to support continued economic sustainability.

Net Zero aims must be integrated within strategic aims and decision making. Supporting active travel and encouraging modal shift in town centres is essential for reducing congestion and improving air quality. Initiatives such as enhanced cycle lanes, pedestrianised zones and improved public transport networks not only promote sustainability but also boost local economies by increasing footfall and accessibility*. These measures align with Hampshire's Climate Change Strategy, aiming to cut carbon emissions and create healthier, more liveable communities.

[*https://www.sustrans.org.uk/media/13416/sustrans-2023-walking-and-cycling-index-uk-aggregated-report.pdf](https://www.sustrans.org.uk/media/13416/sustrans-2023-walking-and-cycling-index-uk-aggregated-report.pdf)



Figure 02: Sustrans Walking and Cycling Index 2023.

1.3 Process

This document has resulted from a collaborative effort between the New Alresford Neighbourhood Plan Group and AECOM, reflecting the priorities of local residents. The process includes the following steps (see Figure 03 adjacent).

Scope

The masterplanning study is focused on the Conservation Area and is high-level and illustrative, prepared to demonstrate how Conservation Area enhancement could support and improve town centre function for residents and business.

This report and the Conservation Area Enhancement Options form part of the evidence base and should be read in conjunction with the Design Statement, which covers the town centre area.



Figure 03: A brief chronological breakdown of the key elements and milestones used throughout the duration of the production of this document.

1.4 Study area

This report focuses on the part of New Alresford Conservation Area that is within the Neighbourhood Plan Area. It was initially designated in August 1969 and extended in 1998 and is centred along the historic street axis of West Street, East Street, and Broad Street, which form the core of the town's medieval layout. This medieval character is maintained by the presence of burgage plots, which define the town centre's layout. These long narrow strips of land were designed to provide space for both domestic and commercial use. Within the Conservation Area there are roughly 250 buildings, most of which are Grade II listed.

New Alresford is located approximately six miles east of Winchester, lying south of the River Alre and east of the River Itchen. Both rivers, along with the nearby Alresford Pond, are protected by Site of Special Scientific Interest (SSSI) designations, which ensure the conservation of their rich biodiversity. Additionally, the area includes Special Areas of Conservation (SACs), highlighting its ecological importance.

Within the Conservation Area, there is a Priority Habitat deciduous woodlands surround the neighbourhood boundary. The neighbourhood boundary also intersects with the southwest border of the South Downs National Park.

New Alresford is famous for its watercress, a speciality crop that has become integral to its identity and heritage. The town is also served by a heritage railway line, known as the 'Watercress Line', which operates for visitor purposes, offering a unique historical and touristic experience.

Connectivity to New Alresford is also well-supported by road links, with the A31 providing direct access to Winchester and Alton, and a Public Rights of Way network offers excellent opportunities for walking and running, complemented by National Cycle Network Route 23 (NCN 23), which connects Reading to the Isle of Wight via Southampton. The area is also served by a local bus service.



Figure 05: Heritage property Mill Hill.

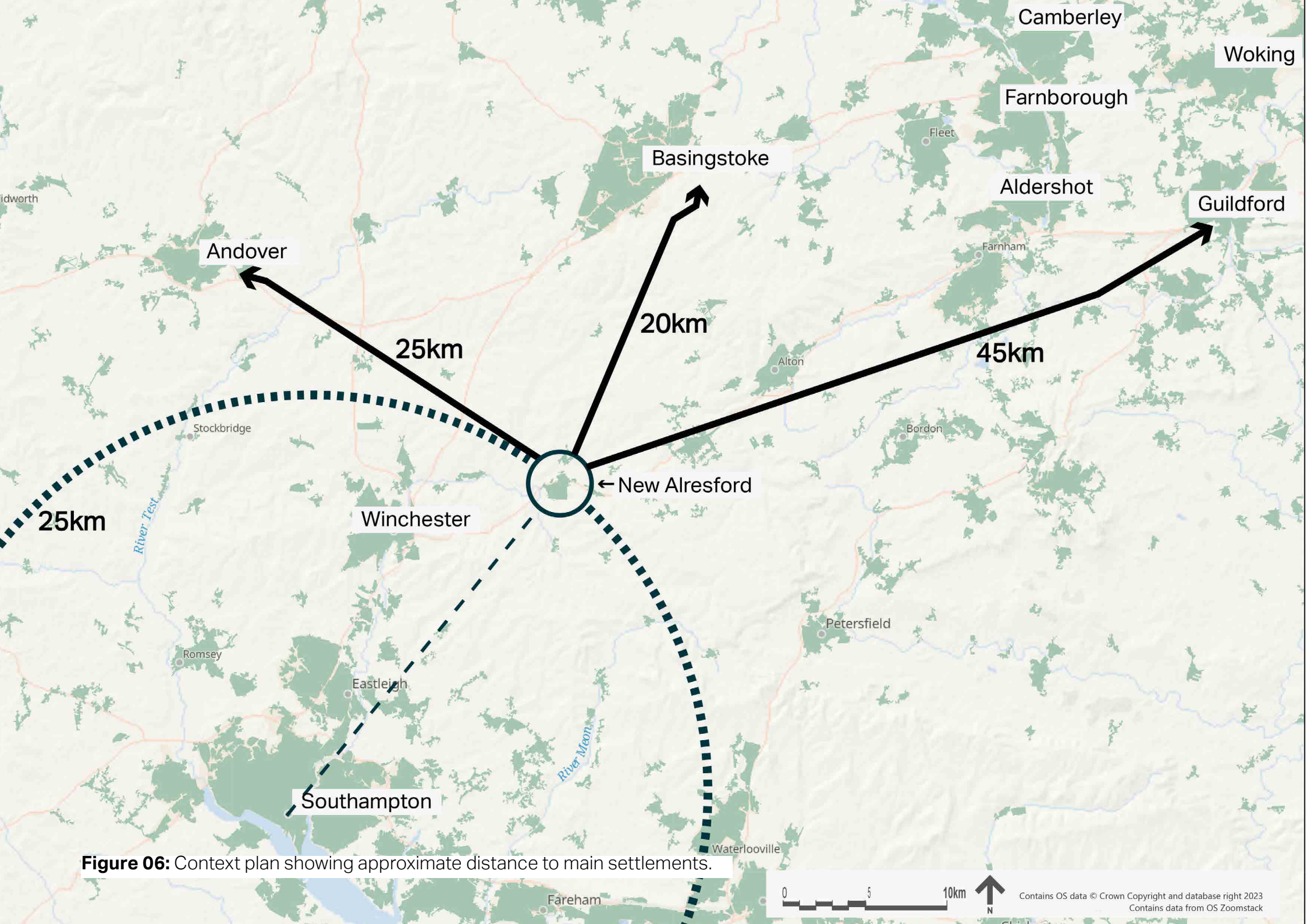


Figure 06: Context plan showing approximate distance to main settlements.

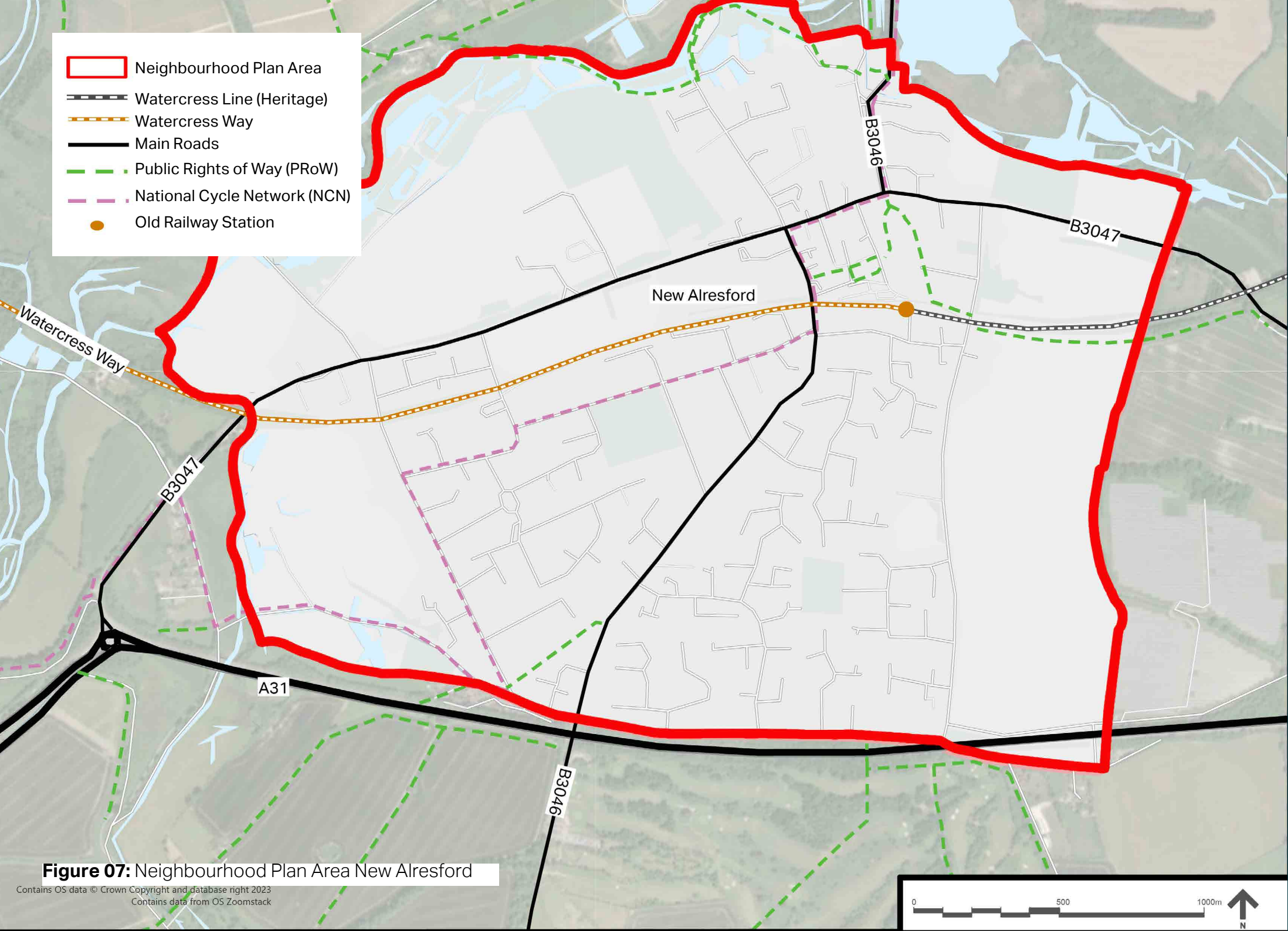


Figure 07: Neighbourhood Plan Area New Alresford

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1.5 Ecological/ landscape designations

The River Alre and River Itchen, along with the nearby Alresford Pond, are protected by SSSI designations. Additionally, the rivers are designated SACs, highlighting the importance of the areas blue infrastructure intrinsic to watercress, grown in New Alresford, which requires exceptional water quality. Watercress thrives in clean, alkaline, and nutrient-rich spring water, found in the chalk streams in the Hampshire region.

Within the Conservation Area, there is a Priority Habitat orchard. Priority Habitat deciduous woodlands surround the neighbourhood boundary. Just north of the Neighbourhood Plan Area is the Old Alresford Registered Park and Garden and, to the south, the Neighbourhood Plan Area also abuts the South Downs National Park.



Figure 08: Watercress beds, near New Alresford © Copyright Stephen McKay.

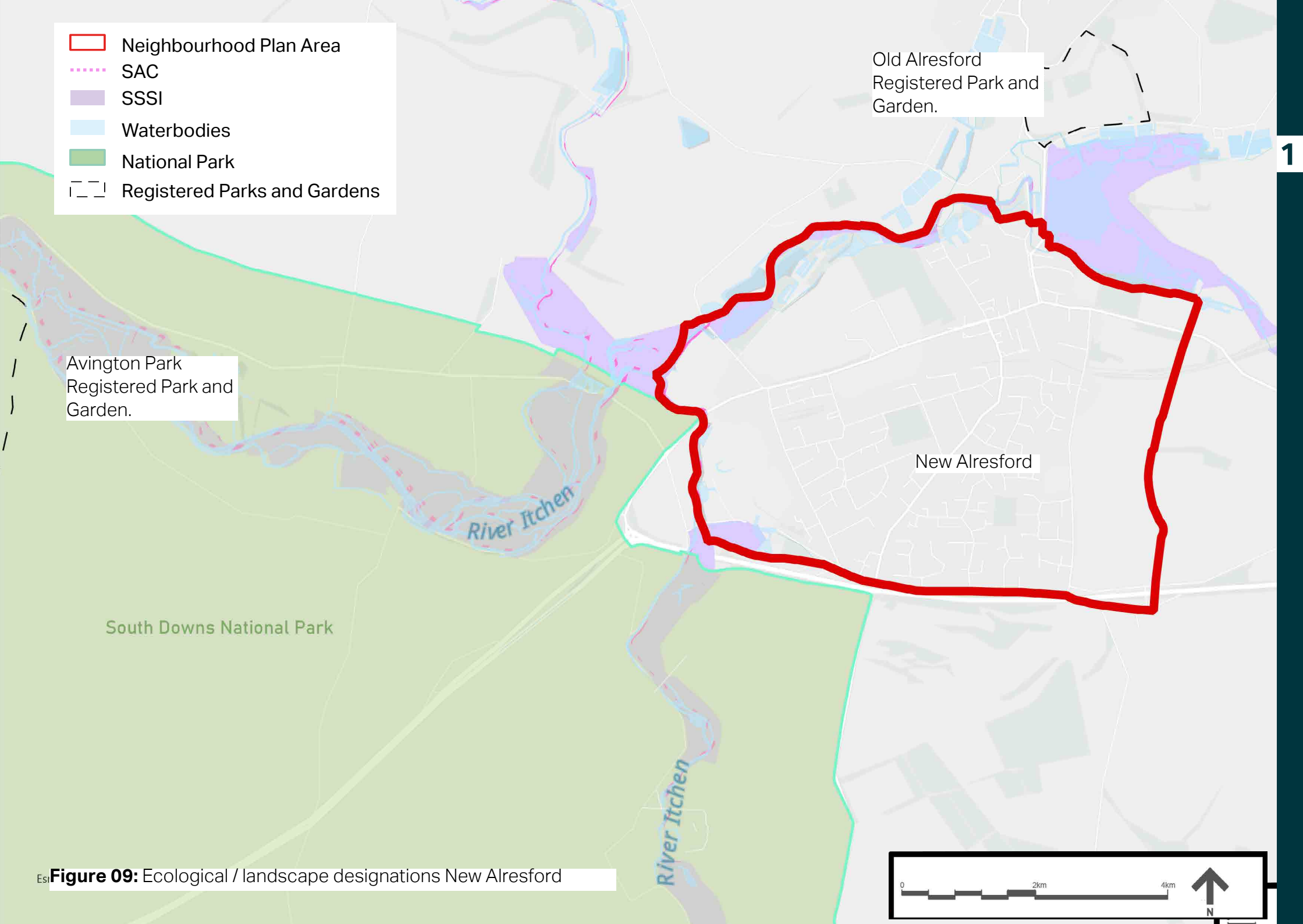


Figure 09: Ecological / landscape designations New Alresford

1.6 Site visits and engagement

An inception call on 9th September 2024 first provided an opportunity for New Alresford Town Council and Neighbourhood Plan Group representatives and AECOM to meet and for AECOM to describe the technical support package and the way in which AECOM can provide assistance.

A one-day site visit followed on the 9th October 2024, commencing with an in-person meeting between representatives. The meeting allowed an opportunity to exchange in more detail, to explore the group's key aims and objectives and to address any initial concerns or queries. This was followed by a tour of the Conservation Area and chance to engage with more group members.

This activity allowed consultants to appraise the existing local character, features of the Conservation Area and its sense of place, such as architectural heritage, materials, the setting and green infrastructure. Observing residents/visitors usage of the town centre, including movement characteristics, parking, street crossings and levels of active and public transport provided additional information. Elements of commerce, including the retail mix and spacing, shop closures, external space, signage, deliveries and customer habits also provided insights.

The exercise also provided valuable insight into the area's design issues and opportunities. This process helped to create the evidence-base for this report and enabled the development and refinement of the scope to suit the needs of the group.



Figure 10: The weekly market and nucleus of the town centre: Broad Street.



Figure 11: Observing pedestrian movement.

1.7 Project scope

The project scope is informed by issues seen and discussed during the site visit/ meetings and following the review of related previous work.

The assessment focuses on the Conservation Area, only that which falls within the Neighbourhood Plan Area, recognising the area to the north outside of the Neighbourhood Plan Area.

The following specific areas have been identified based on the issues and strategic opportunities where enhancements could benefit the New Alresford Conservation Area and town centre:

- *Western Town Gateway – Pound Hill area;*
- *Broad Street (south); and*
- *Watercress Arrival, arrival sequence from Station.*

SWOT Analysis:

Informed by baseline activities and group engagement, the SWOT analysis will review the current situation at each of the identified focus areas to inform later responses, concluding with recommendations for general improvement and potential future projects.

Opportunity Areas:

Develop a set of high-level plans which consider the current issues/deficiencies and provide Conservation Area Enhancement Options targeted at meeting the complex and competing needs of the area.

The ideas in this report are indicative and need to be subject to further technical assessment.



Figure 12: Town interpretation map depicts the historic legacy of the settlement.

RIVERSIDE WALK
FULLING MILL
EEL HOUSE

Historic context

02

2. Historic context

New Alresford is situated on historic routes from Winchester, running both north and south of the River Itchen. The northern route, once the main road from Winchester to London, crossed a ford at Old Alresford, likely the origin of the town's name,

The Domesday Survey of 1086 makes no mention of New Alresford, and there is no evidence of any buildings there before 1200.

Archaeological finds near Alresford date from the Neolithic, Bronze, and Iron Ages. While the area is surrounded by fertile farmland, the settlement itself is on chalk downland, ideal for habitation.

Henri de Blois is credited with planning the weir and the T-shaped layout of New Alresford. Godfrey de Lucy, his successor, implemented the vision.

The construction of the weir dried the marshy floodplain to the west, enabling access to the main Winchester-to-London road via Little Weir and Mill Hill. It also allowed crossing the Itchen and provided direct access to Southampton via Twyford Down, bypassing Winchester.

These projects helped to strategically establish New Alresford as a prosperous market town.

New Alresford's T-shaped town centre, is still based upon the original burgage plots, many of which still exist - notably in Broad Street and West Street.

The Broad Street market has historic origins, with King John's charter allowing a weekly market and two fairs. Broad Street was designed as a wide space for the market, with a market house and shambles.

The market tax, or 'pavage,' is still collected as market dues by the Town Trustees. Historically, these fees funded street paving, schools, tree planting in The Avenue, and care for the elderly and infirm.

Fires didn't alter the street layout, as confirmed by Norman-era cellars, but the town was rebuilt in the 18th century with brick and clay or slate roofs, giving it the Georgian style seen today.

The town suffered major fires in the 15th and 17th centuries, with the 1689 fire destroying 117 houses, the Church, and the Market House. It was rebuilt by the century's end.

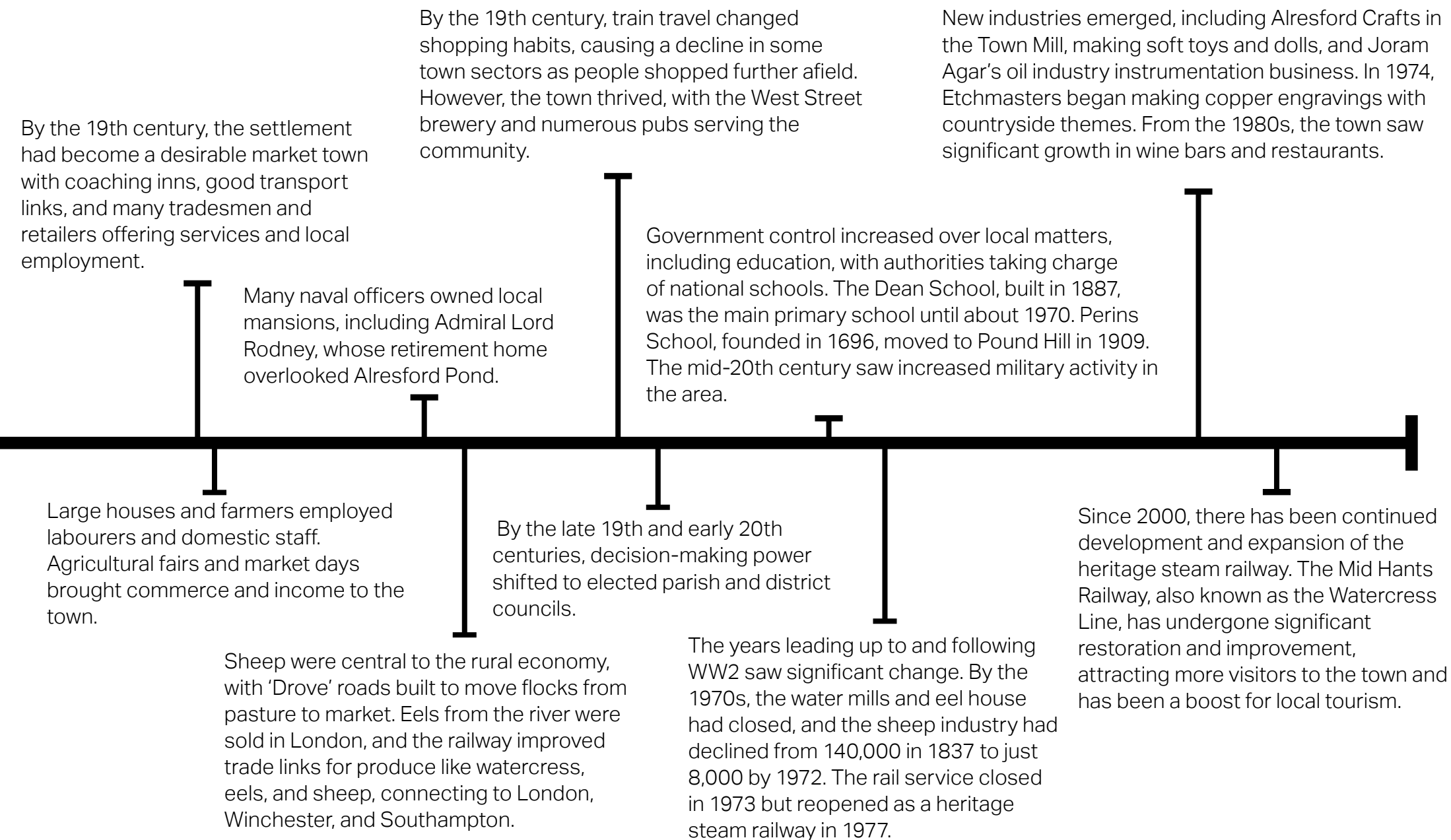


Figure 13: Timeline of historic events in New Alresford.

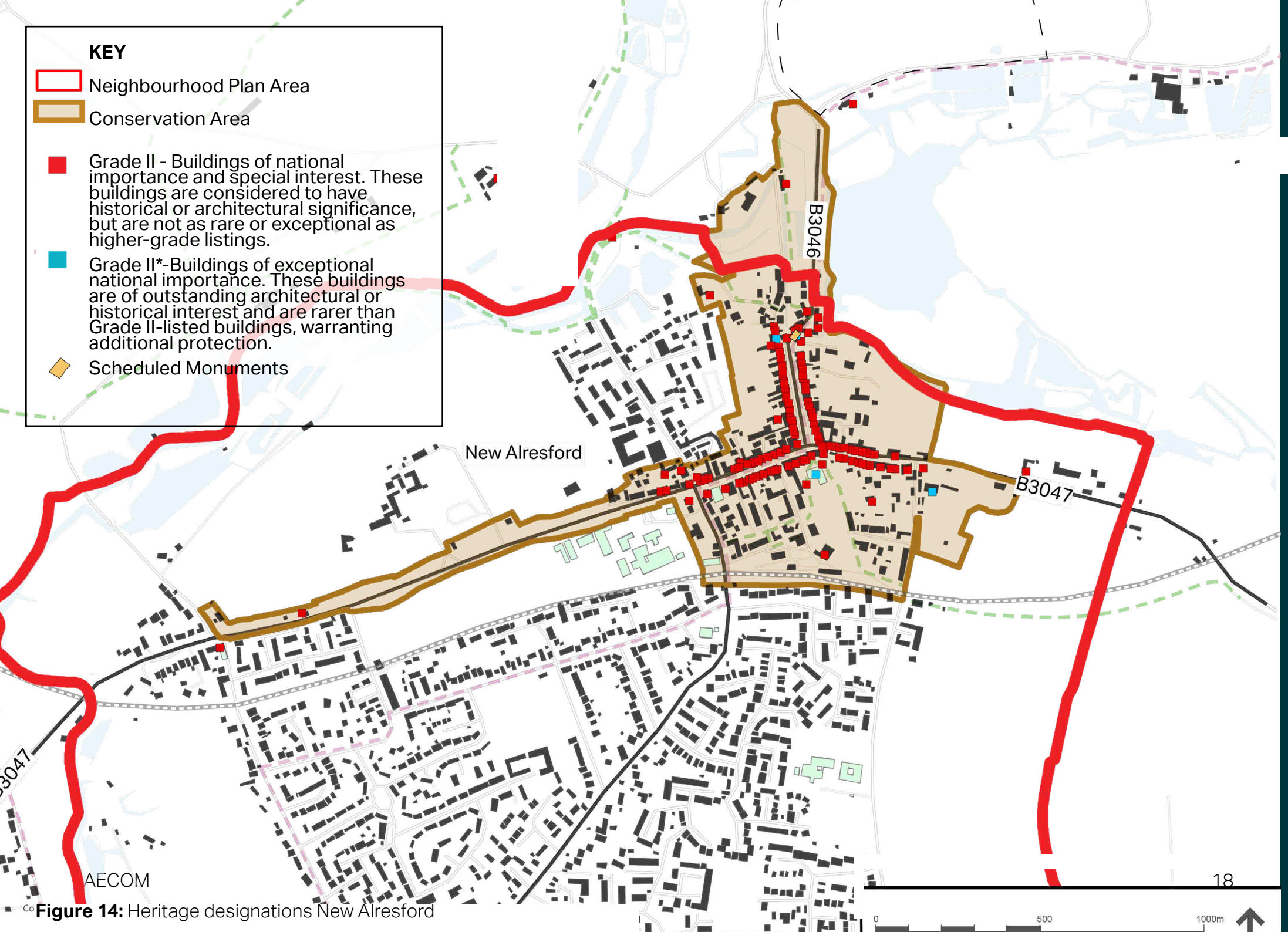


Figure 14: Heritage designations New Alresford



**Strategic
regeneration
context**

03

3. Strategic regeneration context

3.1 The changing nature of town centres

Town centres were established to provide a central place for regular meeting, markets and fairs, thus creating a hub of commerce, entertainment, and face-to-face interaction.

Changes to living practices and transport, plus the evolution of commerce, means the traditional town centre function is in decline. The impact of political decisions around trade, employment and the pandemic leave many town centres struggling nationally, in need of urgent reconfiguration to remain relevant. Retail and the town centre as a place is suffering rapid change in the way consumers behave and engage with their physical surroundings. Digital commerce and home working have implications, seeing a rise in big box units, a reduction in the requirement of high street space and a shift in the location of everyday interactions.

Retail is not, however, the only element of a thriving town centre. Research by the Greater London Authority found that 45% of high street use was for social reasons. The majority of those surveyed (75%) identified

something other than retail as the best thing about their high street. This illustrates the opportunities for sustainable use to emerge, and for town centres to support evolving lifestyle needs.

The pandemic placed the UK under great strain but also reminded us of the value and importance of town centres, local supply chains and amenity assets close to the places we live: green spaces, parks, access to local walks and appreciation of nature which surrounds us. All these elements allow us to interact with our family, friends and local community, which is essential for our overall wellbeing. Related to this, one of the key elements for a thriving town centre is accessibility, the way we access town resources, the pleasure in the journey and the opportunities for multifunctional journeys. Town centres also provide social spaces; places for face-to-face interaction where the experience isn't simply a monetary transaction, but an exchange.

New Alresford is in a fortunate position in that the offer is still very relevant. A combination of strategic location, assets, seized opportunities and setting, which

created the settlement originally, and still provide a strong historical legacy which is visible today, are what retains the relevance.

The town centre has a good mix of shops, popular schools and is popular as a hub for active tourism. It has a compact walkable size, served by connections to walks, a bus service and the heritage rail station. The town centre is leafy and the proximity to the river and surrounding water courses provide further opportunities to explore.

There is an opportunity to improve some of the core functions of the town, including access upgrades and improvement to public realm to bring it in-line with the Conservation Area setting. The creation of revenue streams to support town centre maintenance including green infrastructure and surfaces and to support Net Zero ambitions via improvements to cycle and pedestrian safety in the town centre are some of the main objectives. Another key strategic objective for New Alresford town centre will be to maintain its existing, well used, retail offering, while adapting and re-ordering less successful elements of the town centre.

3.2 Future town centre trends*

- 1 Landlords will welcome emerging brands that are experience-driven and connected with the local community. Lease contracts may become shorter and more flexible and demand for local concepts may require changes to credit risk models.
- 2 Town centres will focus on active travel and will reduce the presence and dominance of private vehicles. Personal ownership of cars will be dramatically reduced. Car fleets will own and operate driverless vehicles.
- 3 The sharing economy will be commonplace, extending beyond accommodation, transport and workspace.
- 4 An ageing population will bring with it various land use demands, such as new models of extra care facilities.
- 5 An acute shift to living and working locally; more people are shopping, working and exercising in their local community - flexible space is key.
- 6 Flexible lease structures will be more common and some will be automated – with renewals and negotiations carried out via tech. Blockchain registry of leases, land registry, previous tenants etc. will also be in place.
- 7 Independent stores, and food and beverage operators will become more prevalent. Retail destinations will feature unique offerings curated towards the local catchment. Chains will develop “local” concepts and brand names giving the appearance of independents.
- 8 Retail will be leisure; the divide will become increasingly blurred with brands addressing the need for experience in their stores. Stores will become as much showrooms as a place to make a purchase with in-store leisure elements integrated.
- 9 Wellness establishments will grow in number. Fitness centres will become commonplace, and lifestyle stores will become more popular as people look to buy clothes and products to support their healthy-living aspirations.

*Source: CBRE (2021) Future Gazing Trends

3.3 Town centre objectives

At a local level, the Neighbourhood Plan sets out a vision and strategic objectives that will be guided by Neighbourhood Plan policy. The following pages sets out this vision and the objective themes which relate to the town centre:

Vision:

- *Future development will reinforce the town's existing locally distinctive settlement pattern and will be accessible by walking and cycling.*
- *New Alresford's rich heritage as a designed medieval market town celebrated and enhanced for future generations.*
- *Rich biodiversity and designated sites, water neutrality.*
- *Thriving Town Centre with improved public realm and vibrant weekly market.*
- *Tranquil landscape, and access to the South Downs National Park.*
- *Diverse local economy and attractive destination for visitors, with a focus on sustainable tourism.*
- *Sustainably designed and beautiful housing and workplaces to meet the needs of young, key workers and an ageing population.*

Town Centre focused themes from the Neighbourhood Plan objectives:



Strong & Thriving Economy

- *Sustainable Market Town: Future development in New Alresford will reinforce the local distinctiveness of the town through high quality and context-driven design, and will facilitate an inclusive, walkable and safe town ensuring residents can easily access day-to-day services.*
- *Local Economy (incl tourism): Independent local businesses in New Alresford 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. Co-working 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.*



Vibrant Community

- *New Alresford's rich heritage as a historic market town will be protected, enhanced, and celebrated including its statutorily listed buildings and locally listed assets, including the historic Watercress Line and Alresford Station. The Town Centre's public realm will be upgraded using materials that are in-keeping with the significance of the Conservation Area.*
- *New Alresford Town Centre: The Town Centre with its market will continue to be the heart of the town, easily accessed on foot, bicycle and public transport. An improved public realm will give more priority to pedestrians and increased traffic calming measures.*
- *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.*



Connected & Active Community

- *Creating a better balance between competing users will make conditions safer for pedestrians and cyclists. An improved public realm will support a greater diversity of businesses, local restaurants, pubs, cafes, workspaces and community activities, which will ensure a thriving centre during the day and evening throughout the week. An implemented parking strategy will have created solutions for car parking in the town.*
- *Movement: 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.*

Town centre context

04



4. Town centre context

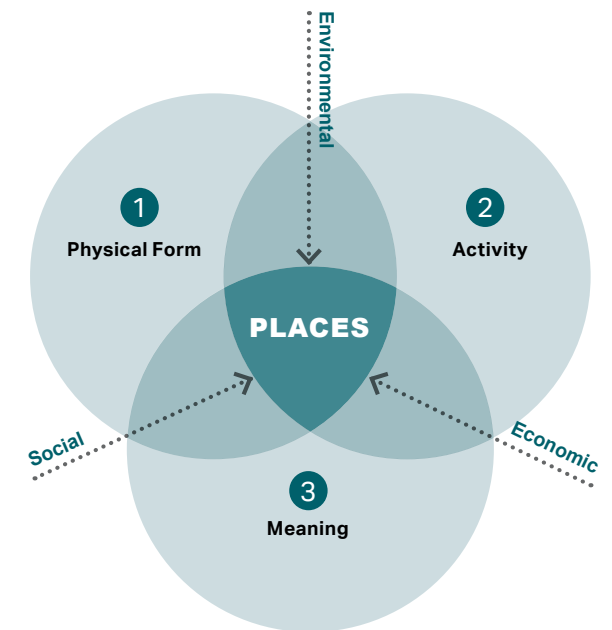
This chapter presents a strategic place analysis and concludes with a SWOT analysis of the New Alresford Conservation Area.

Achieving quality starts with a comprehensive understanding of place. Places have a clear and strong identity and character. They are a combination of their physical form, their activities and their meaning to people.

New Alresford's heritage, from its Georgian streetscape to its history as an agricultural market town and the influence of the river, reflects its cultural evolution.

Preserving identity while ensuring quality, innovation and adaptation is fundamental to successful places. Recognising the interplay of history, culture, and functionality enables thoughtful development that enhances the town's unique character and supports a thriving, sustainable future.

The adjacent diagram shows how these factors come together to create a successful place.



- 1 Physical conditions of existing settlement, appearance, landscape character and natural elements.
- 2 Use, vitality and diversity, including community facilities and local services.
- 3 How a place is perceived, including local heritage, views inwards and outwards and social histories.

Figure 15: A diagram showing how different factors come together to form a sense of place.



Figure 16: Broad Street - image credit: New Alresford Town Trust

4

26

4.1.2 Land uses

The Conservation Area encompasses a mix of residential, commercial, light industry and civic uses, whilst maintaining its medieval street plan and Georgian architecture. The central zones predominantly house small retail units, cafes, and services that cater to both locals and tourists, with residential flats above, thus preserving historic façades. The mix of uses means access is often separate, and there is additional requirement for bins/recycling and car parking.

Broad Street and West Street form the commercial heart of the town, with Broad Street's geometry suitable for markets and community events, including the town's Christmas tree. Surrounding the core zone and behind the active frontages, residential areas are more frequent, characterised by a tight grain mix of traditional terraced houses and intermittent larger detached homes.

There are also key transport-related buildings that are central to the Conservation Area, most notably Alresford Station, which maintains its traditional appearance and offers a heritage rail experience 'Watercress Line', popular with tourists and marking an important node within the town's strategic offer. The main

town centre car park is also located at the station. Additionally, the Arlebury Park car park offers 2 hours of free parking.

Civic buildings, such as St. John's Church and The Old Fire Station, further enhance the historic character of the Conservation Area, acting as important community spaces. Educational institutions, such as Perins School, are just outside the central Conservation Area, but their proximity ensures they remain part of the town's functional landscape. An additional public car park is located at the school. Throughout the main areas of the town, on-street parking is offered.

There is a strong mix of shops within the town, but there are continued struggles within the retail sector which are impacting businesses and leading to some closures. The implication of closures in a town centre means the shopping nucleus can become disparate which affects shopability, easing footfall/passing trade, and lead to further reduced custom. Ideally a town centre is compact and land uses and shop types create multifunctional cross pollination. This is the challenge the town centre must try to orchestrate to prevent vacant shops having a detrimental and fragmented impact on the town centre's commercial core.



Figure 19: Retail, residential above and side access.



Figure 20: Two hours free parking on Broad Street is popular and convenient.



Figure 21: A majority of first floor use is residential, but some are retained for storage / commercial use.

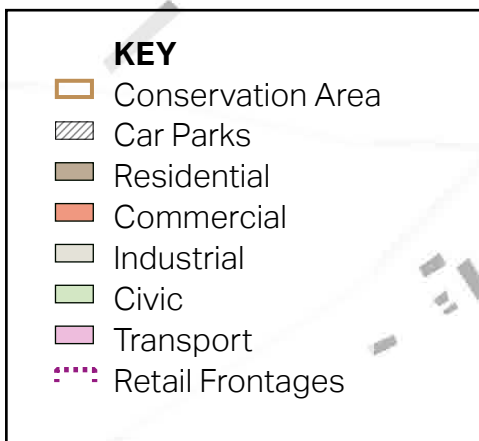


Figure 22: Land use mix Conservation Area.



4.1.3 Accessibility

The Conservation Area has a simple street axis comprising West, East and Broad Street, extending to the west to include The Avenue. The Avenue is an attractive tree-lined, street-lit section of the B3047, with a 40mph speed limit. Pedestrian access is within a large verge on both sides of the road, with a varying offset from footway to kerb edge between 2m – 0m. Few frontages face this section of the B3047, and the area has a scenic rural quality, marking the western gateway into New Alresford settlement and Conservation Area. Road speed reduces to 30mph at Arlebury Park, albeit speed often exceeds the limit descending Pound Hill.

Entering the town at Pound Hill, narrow pavement widths on the northern side correspond with a service lane. Pedestrians regularly spill into the service lane area. Perins School access (south) is managed, with a small number of pupils using it in the morning from areas nearby, with gates closed before the end of the school day and all students leave via Jacklyns Lane.

The Dean and Jacklyns Lane junction is situated in a low spot, susceptible to surface

water flooding. Jacklyns Lane has a raised table-controlled crossing and over-run area for large vehicles, which may have some limited traffic calming impact due to the tightened radius. Students use the pavement on the west side of Jacklyns Lane (Signal House). A large percentage of students arrive by bus and are dropped off in the school. Once they are on site in the morning, they are not permitted to leave site. However, in the afternoon they are permitted to leave site before they catch their bus home. The key times are between 8.15 – 8.45am and 3.15pm – 3.45pm. Jacklyns Lane is one of only two town centre roads which provide southern settlement access past the railway. A vehicle access loop via Station Approach is managed via cul-de-sac signage, but access is possible.

West Street ascends from the lower junction, with parking bays on either side and some crossing build outs. The main one is outside 19 West Street and is traffic light controlled. Road camber on the northern side is quite acute, and surface water management is insufficient.



Figure 23: There is a general lack of cycle provision.



Figure 24: Observing car behaviour and conflict.

The southern side footway raises above the road level at the Post Office (Co-op) levelling off at 19 West Street, creating some accessibility challenges.

Vehicle/pedestrian access to the heritage station via Station Road is constrained by car parking bays. Pavement widths are narrow, and pavements terminate before reaching the station car park, leading to some car/pedestrian conflict. Permitted pedestrian access via the car park to connect with the Public Rights of Way (PRoW) to Sun Lane has been rescinded, meaning users must now circumvent the church grounds which is less direct.

Broad Street's geometry is wide in the south, comprising two separate parking areas, the carriage way and separate service lane. At the junction with East Street, there is a material change with an integral traffic island and vehicles can exit from both the main street and service lane in both directions despite minimal offset. The weekly market occupies the south-eastern end of the street, with market stalls and trader vehicles using the parking bays.

Parking areas are punctuated by small islands with street trees, some with Sheffield stands. The northern end is configured differently with parallel bays, wider verge and a service lane on both sides. The western end of East Street is notably narrow, reflecting its historic character as part of a Conservation Area. Despite the limited width, there is a 50-metre section with marked traffic lanes, and pavements are provided on both sides of the street.

The northern extent of the Conservation Area has better access to external PRoW than southern areas. The NCN 23 passes through the Conservation Area via The Soke, Broad Street, West Street, Jacklyns Lane and beyond.



Figure 25: Example Sheffield stand.



Figure 26: Two hours free parking in the town centre, with charges for parking in outlying car parks.

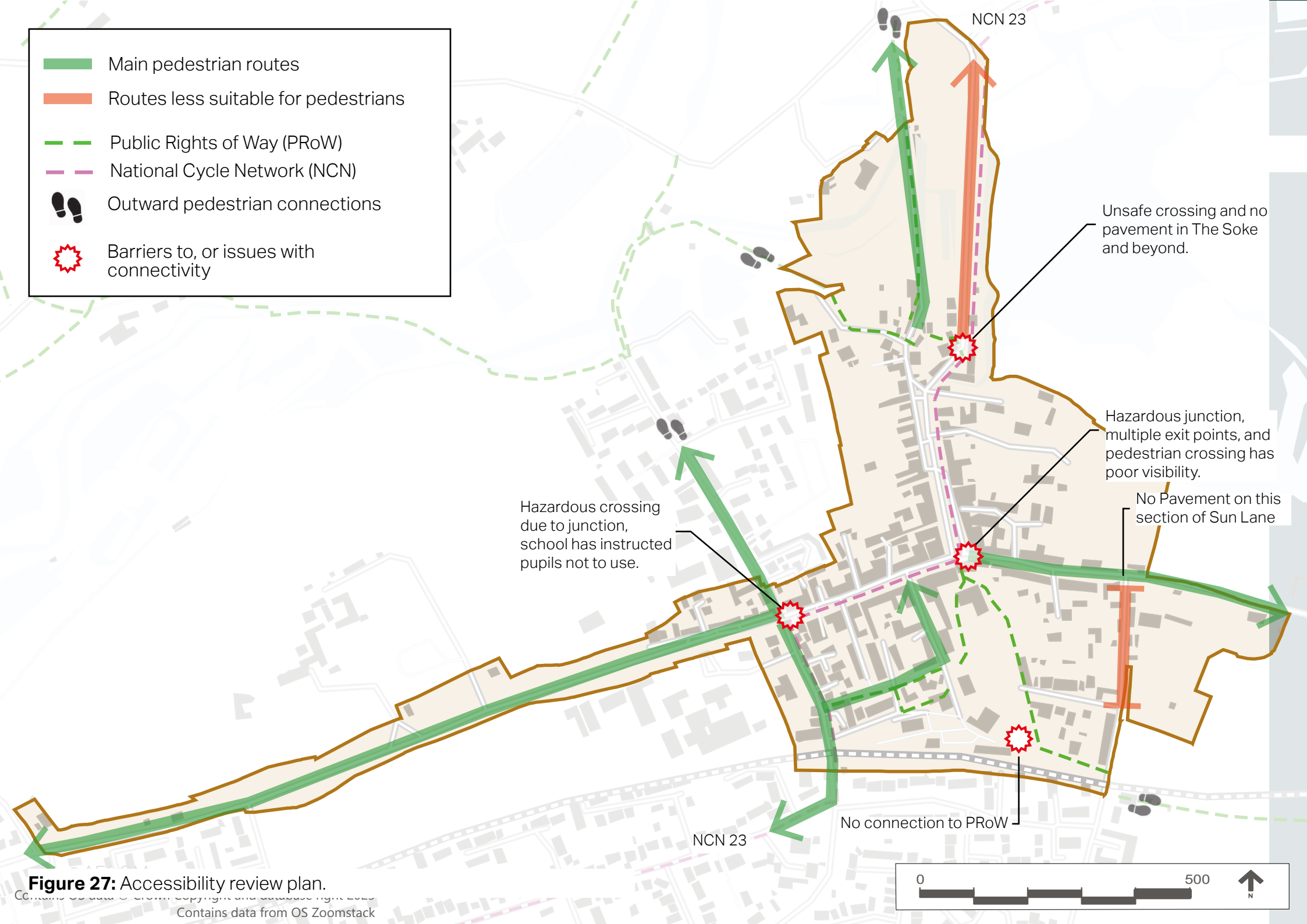


Figure 27: Accessibility review plan.

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Figure 28: Narrow pavement widths means pedestrians use the service lane also.



Figure 29: Level changes require the use of ramps.



Figure 30: Broad Street service lane exit onto East Street.



Figure 31: Busy junction and build out at Jacklyns Lane.



Figure 32: Level change from pavement to street.



Figure 33: Dated bus shelter.

4.1.4 Streetscape quality

Pavements

Macadam with some notable patching has occurred on Pound Hill. West Street has yellow paving with some areas where the curtilage line is demarcated. Demarcation varies from cobble stones ranging in colour from blue/grey to reds, to simple concrete edging. There are also some areas of surviving personalised curtilage, including red/black chequered tiles. Broad Street has some areas of high quality stone paving. Kerbs are standardised concrete or stone kerbs.

Road Surfaces

Generally, macadam, with some gateway points using block paving. It is likely some of the old road surfaces of better vernacular quality have been covered by macadam. One flying freehold access on Broad Street has a form of block paving beside patched areas of macadam.

Parking

The town has a vibrant offer of shops, a growing population and is located strategically on the road network, which means the town has a constant flow of inward traffic. The town has two metered car parks, one at Perins School and the other at the Watercress Line station. Interestingly,

town centre on-street parking and parking bays offer free no return parking ranging from 1-2hrs.

The quantity of both on-street parking bays and dedicated car park, the complete lack of cycle infrastructure despite the NCN running through the centre, issues with some areas of pavement access, severance by the railway, and challenges connecting to PRoW, suggests the town has a car bias and does not support all modes of transport equally.

Street lighting

Central Conservation Areas have conservation traditional down light columns. Elsewhere green light columns are specified.

Materials

Boundary wall of red brick, sometimes with blackened headers, facing flint and metal decorative railings. Pavements specification includes Purbeck stone slabs, granite kerbs, stone cobble banding, macadam and block paving.

Street furniture

At Jacklyns Lane, there is a rest area with a large quality bench. Elsewhere there are timber benches, black bins, Sheffield stands and notable low quality scaffold pole handrails.



Figure 34: Red brick and facing flint wall.



Figure 35: Purbeck stone paving.



Figure 36: A tired looking bus shelter and associated flag pole and ramp.



Figure 37: Image emphasises the camber and level change, with huge implications on surface water management.

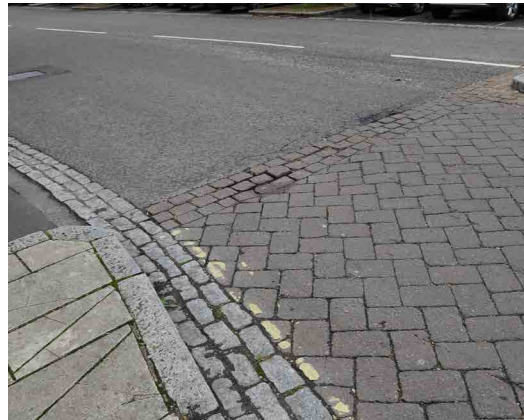


Figure 38: Block paving and banding on road with stone kerbs.



Figure 39: Broad Street service lane exit onto East Street.



Figure 40: Light column, bench and bin on cobble curtilage. Bench looks tired and there is a lack of maintenance to surrounding public realm.



Figure 41: Paving damage

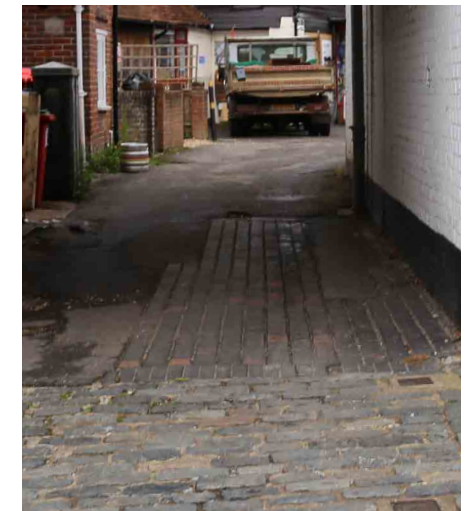


Figure 42: Potentially an original surface before macadam replacement.

4.1.5 Green/blue infrastructure (street trees maintenance/water)

The New Alresford Conservation Area has diverse green infrastructure of differing scales which provide ecological and public realm enhancement. A notable feature is The Avenue, lined with lime trees (*Tilia* spp.) funded by the historic market tax “pavage,” forming a verdant western gateway to the town. Broad Street also has street trees, including common lime (*Tilia × europaea*) and London plane (*Platanus × acerifolia*).

At Jacklyns Lane, a prominent old yew tree (*Taxus baccata*) serves as a significant landmark. The area also includes grass verges, utility planting, residential gardens, and tall tree backdrops. Some maintenance issues were noted during the site visit, such as leaf and debris build-up near walls and benches, overgrown planting (Station car park), untended pavement verges, and tired planters.



Figure 43: Planting and small bench enhances shop facade.



Figure 44: High quality seating area beneath historic yew tree deserves regular maintenance.



Figure 45: Street trees on Broad Street are a valued asset.



Figure 46: Weed growth around street furniture.

4.2 SWOT analysis

STRENGTHS

- The New Alresford Conservation Area has intact heritage;
- Cultural/heritage offer including the towns history, the towns planned arrangement, watercress industry, heritage rail, the landscape setting, rivers, access to the countryside, NCN, and the proximity to the national park;
- A strong retail offer, regular markets and larger events;
- Conservation Area has a compact walkable form, with good internal access provision/permeability;
- Good quantities of street trees, including mature trees. Notable areas including The Avenue and Broad Street;
- Key settlement views identified within the Neighbourhood Plan;
- The potential of the Watercress Line arrival space and recent businesses in this area;
- The quality and potential of Broad Street; and
- Arrival sequence from the east and west is very strong. East Street, with its painted facades and large grass verge, and The Avenue's boulevard of lime trees.



Figure 47: Painted façades and verge East Street.



Figure 48: The mix of materials and vernacular quality



Figure 49: The mix of residential and retail within the town's core.



Figure 50: Independent business.



Figure 51: Heritage train as part of the local tourism offer.

WEAKNESSES

- The severance caused by the railway line and Perins School restricts access/ permeability for southern areas (largest settlement area) to gain town centre access, creating car dependency;
- The parking bias within the town centre. Free on-street parking, with pay and display charges at main car parks does not promote the use of wider car parks. Implications means the town centre has some car dominant zones, leading to user conflict;
- The rainwater management on West Street is problematic. Levels and road camber exacerbate a known localised flood issue within the town;
- Issues such as uneven paving, some poor surfaces, and overgrown vegetation obstructing pathways;
- Unmaintained green infrastructure.
- Speeding vehicles, particularly in areas like Jacklyns Lane & Pound Hill, affect pedestrian safety and town tranquillity; and
- Lack of supporting active travel provision and cycle infrastructure.



Figure 52: Too much space designated to vehicles and conflicting car usage habits.



Figure 53: Inadequate drainage strategy on West Street.



Figure 54: A parking strategy to incentivise short trips and cluttered streets. Broad Street resembles a car park.



Figure 55: Poor footway/arrival sequence linking Watercress Railway space to town centre.

OPPORTUNITIES

- The multi-dimensional offer of the town;
- Intact heritage and public realm enhancement opportunities;
- Possibilities with train connectivity;
- The wide geometry of Broad Street and possibilities for the space to be re-imagined;
- Parking management strategy to redistribute more space for the public realm to reduce pedestrian/car conflict;
- Surface water management enhancement with integrated green infrastructure;
- National Cycle Network 23 and associated potential; and
- Proximity of the national park.

1. Local Cycling and Walking Infrastructure Plan.



Figure 56: Integrate LCWIP¹ recommendations, capture support cycle opportunities.



Figure 59: Fostering greater functional use of railway links: Alresford, Ropley, Medstead & Alton.



Figure 57: Supporting independent business and attracting more.



Figure 58: Watercress Festival, New Alresford.

THREATS

- Restricted accessibility between the town centre and southern settlement areas, the largest developed area, and the growth direction towards the A31, could lead to out-of-town shopping;
- A restricted town centre employment offer will lead to outward commuting and a reduction of town centre custom;
- The significance of retail/business types and their spatial arrangement/proximity on the high street and the management of this, and the negative effects of vacant shops and gaps on high street perception;
- An imbalance between promoting ease of vehicular parking to support town centre trade, and streets/areas becoming car dominant;
- Failure to recognise gateway locations and recommendations within the LCWIP;
- Continued lack of funding for key town centre maintenance and projects; and
- A lack of adaption to lifestyle/economic trends.



Figure 60: There is a clear requirement to reduce vehicular usage in some areas and support improved public realm.



Figure 61: Lack of a meaningful desire to support modal shift and not support tourism opportunities.



Figure 62: Junction capacity issues due to lack of route options/severance created by the railway and settlement growth imbalance (south).



Figure 63: A conversion of employment spaces to residential could reduce daytime trade elsewhere in the town centre and lead to more outward commuting.

Town centre
guidance

05

5. Town centre guidance

5.1 Recommendations

The following recommendations follow the AECOM assessment and are presented as general guidance to support the town centre vision.

This guidance is formed in response to the assessment topics and SWOT analysis including strategic observations and engagement with group members.

5.1.1 Land use

- Maintain high levels of town centre residential accommodation including flats above shops;
- Strategic mechanisms should be implemented to ensure the town is attractive to the services sector;
- The diligent management of change of use is required to ensure the towns employment spaces are not fully eroded;
- Explore/Integrate planning mechanisms for maintaining building façades and visible plot spaces within the Conservation Area;
- Due to the mix of residential and commercial uses within the Conservation Area, the management of access, car parking and bin/recycling should be monitored to ensure no detriment to the area;
- Besides the more permanent residential and commercial entities of the town centre, the space also supports temporary/pop-up commerce and activities. These cultural markets and events should continue to be respected and prioritised equally within the town's strategic planning. Both permanent and temporary elements should not cause detriment to one another and their appearance and management should present the best for the towns strategic vision;
- Ensure the provision of dedicated infrastructure to support focused NCN users, including secure bike parking, repair stations, and clearly marked routes. Encourage supporting retail, such as cycle-friendly cafés, shops, and service points, to enhance the experience of passing cyclists and promote local economic growth; and
- Careful consideration should be given to retail/business types and their spatial arrangement/proximity on the high street. Creating the right mix of independent shops to co-support and serve the community is key to the town's vibrancy. Chain clone towns should be avoided.

5.1.2 Accessibility

- The planning and strategic thinking of future development areas within the Neighbourhood Plan Area must carefully consider mechanisms to facilitate improved connectivity to the town centre, making journeys intuitive and with supported infrastructure to help the town thrive;
- Reconsider the B3047 arrival sequence in terms of town signage, road speed markers and road speed;
- At Pound Hill and other 'central' areas of the Conservation Area, consider reducing the speed limit to 20mph, as per neighbouring Winchester. Specifically, reduce the speed limit to 20mph from Pound Hill to the top of East Street, Broad Street to The Globe, Jacklyns Lane to Elm Road, and The Dean. The speed limit should be 30mph from Winchester Road to Pound Hill;
- Recommendations within the LCWIP should be consistently integrated into planned projects, including the setting

aside of funds to address the impacts of new developments;

- Opportunities to support modal shift and Net Zero aspirations must be integrated with the town's strategic thinking;
- Encourage the use of active travel and public transport by providing adequate facilities and infrastructure;
- Broad Street is approximately 35m in width from façade to façade, with approximately 25m designated to car access and parking. This provides a relevant opportunity to redistribute space in the right areas to support different uses;
- A fresh parking strategy is required to match the environmental, economic and social requirements and strategic ambition of the town;
- Known localised street drainage issues should be dealt with appropriately through a prioritised and management approach;

- Areas of known pedestrian movement constraints should be addressed through a prioritised and management approach – See Figure 25 above; and
- Opportunities to reduce the severance caused by the railway should be addressed.

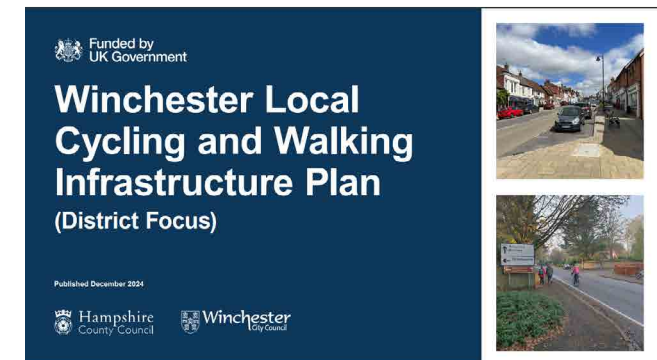


Figure 64: Front cover of the Winchester Local Cycling and Walking Infrastructure Plan.

5.1.3 Public realm

- Financial mechanisms and opportunities should be developed and put in place to provide support for town centre maintenance, in the style of the historic pavage tax which planted the trees on The Avenue. A modern example would be a Business Improvement District, where businesses vote to set up a body that they would contribute to;
- There are areas with poor/damaged pavement and road surfacing which need to be improved or replaced. Some will require a rethink to prevent recurrable damage. A review and prioritisation plan of works should be planned, with opportunities to relocated donor in-keeping materials from minor to more prominent areas considered;
- Consider, as part of surfacing upgrades, replacing areas of (non-heritage) impermeable surfaces with permeable surfaces which allows rainwater to infiltrate the ground, reducing runoff and mitigating flood risks;
- There is historical precedent for modified curtilages comprising unique surface covering and designs and opportunities to encourage businesses to spruce up and modify shop curtilages and this should be sought once again;
- A review of the town's street furniture including benches, street lighting, planters, bus stops, handrails, signage and cycle parking should be undertaken to consider the quality, age and appearance of the items and prepare a schedule/priority replacement listing; and
- Perform a comprehensive review of all signage in the town centre and replace or update it where necessary. Where appropriate, introduce heritage-style signage to enhance the character of the area, while maintaining clear and consistent wayfinding to assist navigation, highlight historical sites, and promote local businesses.



Figure 65: Consider mechanisms to support a town-wide curtilage enhancement programme, encouraging shops owners and creatives to modify and enhance these street elements.

5.1.4 Green / Blue infrastructure

- Preserve and maintain the town's diverse green infrastructure. Support biodiversity initiatives like reduced mowing, wild flower planting, and meadow creation to improve ecological value. Ensure roadside verge edges are cut regularly to ensure visibility splays are maintained and ensure an annual complete cut is scheduled to maintain plant health and support regrowth;
- Implement regular maintenance schedules to address issues such as leaf and debris build-up, overgrown planting, and untended verges. Prioritise aesthetic upkeep of public spaces, including planters and other associated street furniture;
- Protect key tree features, such as lime trees on The Avenue, Broad Street trees, and the Jacklyns Lane yew. Ensure long-term health through sustainable management practices, recognising their role in defining the town's character and gateways;
- Consider implementing SuDS measures which provide multifunctional green infrastructure and water management benefits, contributing to flood risk reduction and environmental enhancement;
- Establish rain gardens in key streets with known surface water and flood issues such as West Street and the Pound Hill area. These systems can capture and absorb stormwater, whilst providing space for green infrastructure; and
- Encourage the installation of green roofs on new or appropriate non-heritage buildings within the Conservation Area to slow rainwater runoff during rain events.

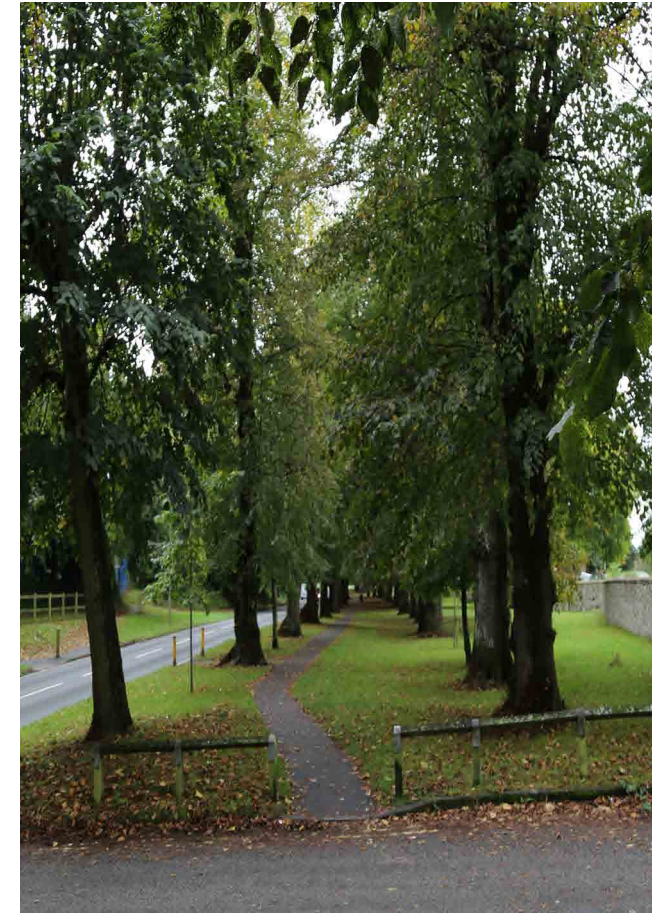


Figure 66: Understand the value, protect and create more strategic town green / blue infrastructure elements in a meaningful way.

5.1.5 Considerations for a new approach to town parking

- On-street parking near retail areas offers significant convenience, particularly for short trips or errands. Shoppers typically favour proximity for this reason, which often results in shorter stays due to time restrictions or the specific purpose of their visit.
- A uniform parking duration, such as 2 hours, would improve clarity and reduce confusion for users of on-street parking.
- Car parks, in contrast, generally provide longer or unlimited parking durations compared to centrally located on-street parking, which is typically subject to time restrictions.
- Promoting 2 hours of free parking at Arlebury Park could encourage visitors to utilise parking further from the town centre. With less pressure to move their vehicle after a limited time, visitors may be more inclined to spend additional time shopping or enjoying the town's amenities.

5.1.6 Reconciling the two points:

- Both observations are valid depending on the local context and shopper behaviour. Visitors that prioritise longer shopping or leisure trips may benefit from a dedicated car park because of fewer time constraints.
- Shoppers who value convenience for quick errands or prefer to park close to their destination are likely to choose central on-street parking.
- It is essential to define park-and-run errands from 1 hour+ shoppers, implementing parking strategies that balance the needs of local businesses, residents, visitor behaviour and trends which is crucial for towns like New Alresford. The strategy must not cause detriment to other town users, and consideration should be given to the duration of short-stay parking, pricing and the quantity of spaces available.
- Reducing on-street parking durations below one hour can influence parking behaviour and traffic flow. Shorter

parking durations can increase turnover, potentially benefiting businesses that rely on quick customer visits. However, it's essential to consider the nature of local businesses and visitor needs to avoid deterring longer-stay customers.

5.1.7 Innovative strategies to encourage the use of dedicated/out-of-town car parks:

- Whilst the current arrangement of parking in New Alresford does not fit with a park-and-ride option, convenient and affordable park-and-ride options can attract visitors to wider out-of-town car parks.
- Incentive programs, such as discounted parking rates, loyalty programs, or partnerships with local businesses offering discounts to those who park in dedicated car parks, can motivate drivers to choose these facilities.
- Ensuring dedicated car parks are well-lit, secure, and equipped with easy and accessible payment facilities with additional amenities like electric

charging points can improve user experience and satisfaction.

- Implementing these strategies requires a comprehensive understanding of local context, including traffic patterns, visitor behaviour, and the specific needs of the community. Engaging with stakeholders and conducting pilot schemes can help tailor approaches to achieve desired outcomes effectively.

5.1.8 Benefits of cycling

- Integrating National Cycle Network (NCN) routes has yielded some significant economic benefits for UK towns.
- The Coast-to-Coast (C2C) North East England cycle route has generated approximately £12 million in economic benefits along its path, fostering job creation and supporting local businesses.
- The development of mountain biking trails and cycling infrastructure within the Scottish Borders Region has

contributed between £241 million and £362 million annually to the Scottish economy, with the Borders region experiencing a significant share of this growth.

- Leisure and tourism cycling on the National Cycle Network contributes £650 million annually to the UK economy, supporting over 15,000 jobs, particularly in the food and drink sector.



Figure 67: Front cover of the walking and cycling economic benefits report by TFL.

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Opportunity areas

06



Opportunity areas

06

6. Opportunity areas

6.1 Identification

This assessment has identified specific areas within the New Alresford Conservation Area and town centre that present both challenges and strategic opportunities for enhancement. These areas have been prioritised for their potential to address existing issues while delivering significant benefits to the town's functionality, appearance, and visitor experience.

- **Western Town Gateway – Pound Hill area:** A critical entry point that sets the tone for the town's character and accessibility;
- **Broad Street (south):** The town's central hub, offering opportunities to enhance public space, economic activity, and connectivity; *and*
- **Watercress Arrival:** A primary gateway for visitors, where improvements can elevate the arrival experience and promote sustainable travel from the station.



Figure 68: Neighbourhood Plan Area plan depicting 3 opportunity areas within the Conservation Area.

6.2 Engagement process

The New Alresford Neighbourhood Plan Group held a stakeholder engagement and consultation day on 21st November 2025, inviting residents and businesses to view and discuss proposals for the town. An online survey was conducted after the engagement day to allow those who couldn't attend in person to share their views.

As part of the masterplanning project, AECOM supported the event by presenting engagement boards that outlined early-stage ideas for the three identified opportunity areas within the town. The engagement process aimed to gather initial feedback and insights from attendees, in a collaborative approach to address the needs and aspirations of the community.

6.3 Feedback

The stakeholder engagement and consultation day was well attended by a diverse range of representatives from the New Alresford community. The event and online survey provided valuable platforms for open discussions and constructive feedback on the town's future development. AECOM

Below is a summary of stakeholder views that emerged from the community engagement. These have accordingly been reflected in the interventions proposed for each identified opportunity area.

6.3.1 Western Town Gateway (Pound Hill Area)

Pedestrian Safety:

- Improvement to pavement on Perins school side of the road.
- Safe crossing facilities from North to South side of the roads, especially around The Dean and Jacklyns Lane.
- Pedestrian crossings at key intersections, such as Pound Hill, West Street, Jacklyns Lane and The Dean.

Traffic Management:

- Introduction of a 20 mph speed limit, starting from Winchester Road at the junction for Tichborne and Itchen Stoke, and through the town.
- Traffic calming measures, including mini-roundabouts at Jacklyns Lane crossroads.

- Better traffic control measures, such as traffic lights and clearer speed limit signs.

Parking Improvements:

- More controls on parking on double yellow lines, especially during school pick-up times.
- Improved access and parking management around Arlebury Park.
- Creation of additional parking spaces and better signage for existing facilities.

Public Realm Enhancements:

- Planting trees and adding simple planters to improve the aesthetics of Pound Hill.
- Widening footways, appropriate street tree planting, and raised table/zebra crossings, similar to those across Jacklyns Lane.
- Enhancements to public spaces around Perins entrance to calm traffic entering or exiting.

Aesthetic and Cultural Improvements:

- Preservation of the town approach, such as the trees and bulbs around The Avenue.
- Maintaining the informal space and slowing vehicles to reduce pollution.
- Adding a couple of benches on the north side of The Avenue to enhance the amenity value.

General Feedback:

- Some respondents expressed satisfaction with the current state and opposed changes, emphasising the importance of retaining the town's character.
- A desire to stop further development until the effects of the Sun Hill project can be monitored.
- Balancing improvements with preservation to maintain the unique charm of the town.

6.3.2 Broad Street

Pedestrian Safety:

- Better signage and appropriate traffic control on the "S" bend by the Globe Public House at the bottom of Broad Street.
- Creation of safer crossing points, such as zebra crossings across West Street at the top of Broad Street and in the middle of Broad Street.
- Improved pedestrian access and definition, such as clearer indications that motorised traffic and cyclists need to drive slowly through The Soke.

Traffic Management:

- Introduction of lower speed limits and pedestrian priority, including a 20 mph speed limit on Broad Street and at the approach to the town via the Great Weir.
- Implementation of a no stopping rule on the main road to prevent disruption.

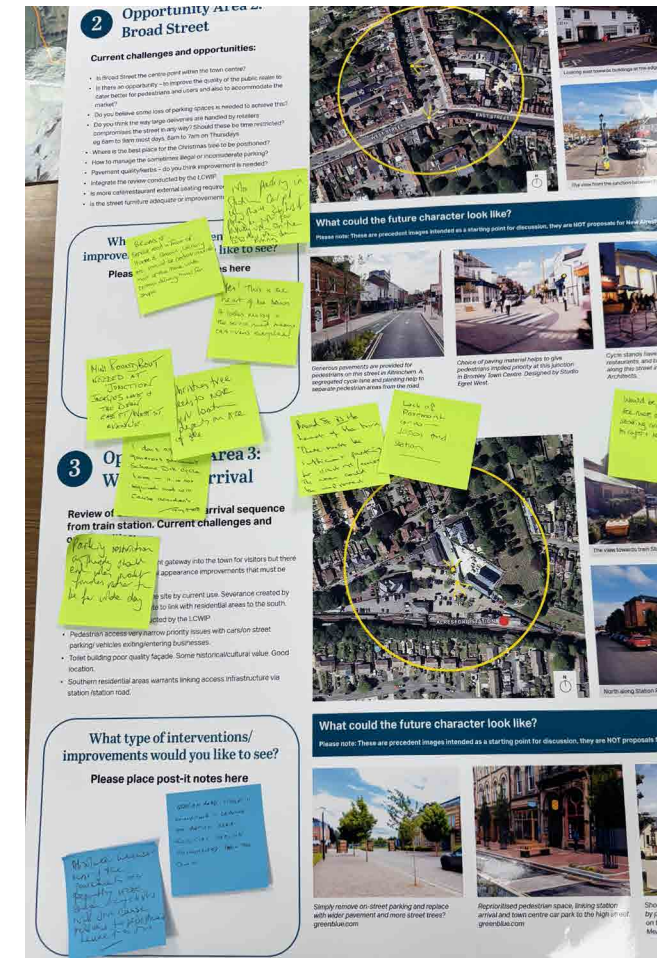


Figure 69: Stakeholder feedback from the event.

- Restriction of delivery times for large vehicles to reduce congestion, with support for early hours delivery slots for HGVs.

Parking Improvements:

- Repainting parking lines for better definition, including disabled bays.
- Improved parking management, especially during peak hours.
- Provision of free parking permits for retail workers and more parking spaces for shoppers.
- Ensuring unmetered parking remains to encourage local shopping.

Public Realm Enhancements:

- Permanent pedestrianisation of the access road and the service road outside of Tesco to encourage an enhanced café culture and enjoyment of Broad Street's vista.
- Addition of more benches for seating outside and spaces for the community to sit and chat.

- Improvement of pavement and road surfaces for better maintenance, including raised flower beds at the bottom of Broad Street.

Aesthetic and Cultural Improvements:

- A better-looking Christmas tree to enhance the festive atmosphere.
- Preservation of street trees and prevention of soil compaction by vans and lorries.
- Encouraging businesses with upper floors to keep windows looking attractive and installation of pavement slabs with previous uses of properties listed.
- Additional planting to green the street and create a more pleasant environment.

General Feedback:

- Some respondents expressed satisfaction with the current state and opposed changes.
- Attention to paving areas, litter, and a review of parking arrangements.

- Improved soft landscaping and creation of shared spaces, such as outdoor seating areas for businesses.

6.3.3 Watercress Arrival (Station Road Area)

Pedestrian Safety:

- Clear pedestrian routes and priority across the station car park.
- Improved signage and designated safe areas for pedestrians, particularly around the Mill and the surgery.
- Updated pavements for mobility access and better maintenance.
- Traffic Management:
 - Introduction of a clear one-way system around the Station car park and Station Approach.
 - Reduction of speed limits to 20 mph on Station Road and around the Mill.
 - Improved visibility and access at the car park entrances and exits, particularly at the junction with Station Road.

Parking Improvements:

- More parking spaces for cars, including designated spaces for disabled users near the GP surgery.
- Enforcement of parking regulations, especially on double yellow lines outside the surgery and on Station Road.
- Introduction of short-stay parking for the GP surgery and better parking arrangements.

Public Realm Enhancements:

- Planting trees and improving the aesthetic appeal of the area, especially around the station and public toilets.
- Public realm improvements to prioritise pedestrians, including safe drop-off zones for elderly and disabled visitors.
- Improved landscape and streetscape integration, such as additional planting along the streets outside the car park.

General Feedback:

- Some respondents expressed satisfaction with the current state and opposed changes.
- Consideration for the infrastructure to support local amenities, such as addressing the needs of the doctor's surgery.
- Enhancements to make the entrance into the town from the station more inviting and integrated.

New Alresford: Masterplanning

AECOM

AECOM are currently reviewing the New Alresford Conservation Area, aiming to make suggestions that improve the public realm to better service the needs of the town.

Please comment to help inform the AECOM project.

1 Opportunity Area 1: Western Town Gateway (Pound Hill area)

Current challenges and opportunities:

- Flood risk - protection needed of access and houses from flood damage.
- Pedestrian access priorities could be improved.
- Road speed: car speed too high and a lack of boom visual gateway.
- Improved pavement quality and pedestrian safety.
- Are there opportunities to increase road capacity safely?
- Integrate the railway conducted by the L202P - including routes from the Avenue.
- Support objectives of the area in the local area safe for school children?
- Is the Avenue perceived to be safe at night? - reimagining?

What type of interventions/improvements would you like to see?

Please place post-it notes here

What could the future character look like?

Please note: These are presented images intended as a starting point for discussion, they are NOT proposals for New Alresford.

Recent public realm and a change in surface material only offer pedestrian priority within the service road of Pound Hill entrance. The plan provides a more integrated public realm, access and surface water management opportunities. Exibition, Cambridge.

Back of town - new gateway into the town of L202P strategy, as well as improving connectivity and public realm improvements - do not have a part of the 'Tidy to Green' scheme in Chafford.

Works with in-situ drainage conditions to manage surface water runoff and reduce the risk of flooding.

Figure 70: Engagement board presented at the event 21/11/24.

6.4 Western Town Gateway – Pound Hill area:

Identified as perhaps the most important gateway into the town with wider connections possible to the A31, Winchester and the M3. Aside from its gateway function and first impression imparted to visitors, the area sees high traffic use at the B3047 junction at The Dean and is the location of both residential housing and Perins school. A targeted enhancement project therefore offers the potential of gateway enhancement and the mitigation of known issues, including pedestrian and road safety, access, improved traffic flows and surface water management.

Main issues:

- Narrow footways – high traffic volume, hazardous/lack of crossing point over West Street, inappropriate allocation of space in service lane (Pound Lane) pedestrian to vehicle.
- Traffic including large vehicles, street geometry does not support roundabout at B3046 junction which could improve traffic flow, traffic speeding downhill Pound Lane, inadequate road speed signage through The Avenue to town, lack of town arrival signage.
- The Avenue is perceived by some as dimly lit at night, B3046 is a known localised flood hotspot.



Figure 71: View down Pound Hill and of the junctions of the road with the B3046 and The Dean.



Figure 72: Shop fronts along West Street looking west towards Pound Hill.

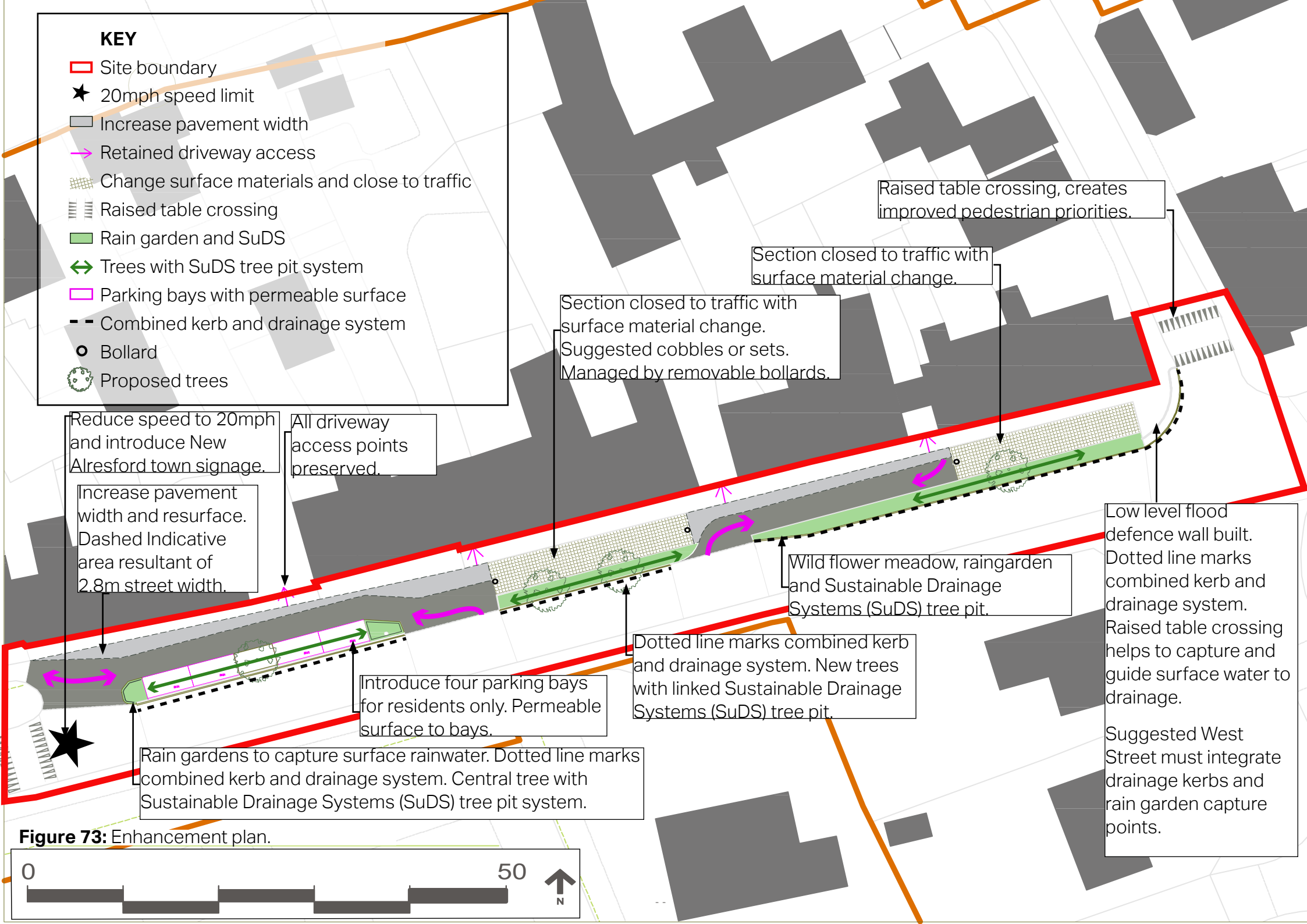




Figure 74: Rain gardens.



Figure 75: Linked Sustainable Drainage System. (SuDS) tree pit within the pavement. Tdag.



Figure 76: Combined kerb and drainage system. <https://www.externalworksindex.co.uk/>

Scheme benefits:

- Improved speed management and safety, 20mph zone and gateway function;
- New resident-only parking, with permeable surfaces;
- New tree planting, four new fastigate form trees – right tree, right place;
- Linked tree pits and rain garden SuDS elements;
- Rain gardens, wild flower and tree planting, verdant gateway and space for biodiversity habitat;
- Enhanced public realm, more space for non-vehicle flows and cycle hoops at eastern corner;
- Cohesive SuDS strategy. Low level flood wall provides defensible boundary complemented by SuDS;



Figure 77: Improve the public realm by planting trees.

6.5 Broad Street (south):

The southern end of Broad Street is the town's centre, with arrangement reminiscent of a wide tree-lined boulevard, with shops and businesses in the south, transitioning to a residential street in the north. The central function is complemented by a regular market and other scheduled events. Broad Street provides a gateway function for access from the north on the B3046 and forms part of the NCN route. Broad Street's southern area is approximately 2700m² from façade to façade.

Two rows of on-street perpendicular parking (no return 2hrs) covers approximately 1000m² of this space, and a further 1200m² is occupied by road and service lane. The remaining space is dedicated to pavement and a small island element with tree planting. It is suggested that, together with a review of the town's parking strategy, which is beyond the scope of this project, there could be a reallocation of space to better serve the need of all town users.

Main issues:

- A parking strategy to encourage town centre use has created a car dominant street and town gateway. Despite parking restrictions, the service lane is regularly misused causing conflict. The service lane used for shop deliveries and parking exiting is an excessive use of space.
- No cycle lane despite NCN route. Improvement required to enhance market functionality. Lack of kerb space for outdoor seating. Damaged pavement surfaces.



Figure 78: Buildings fronting onto pavement along Broad Street with cars parked on the opposite side of the road.



Figure 79: Car parking on Broad Street.

KEY

- Site boundary
- Upgrade pavement materials and configuration
- Cobbled area with street lighting column
- Raised table crossing
- Spill-out areas and outdoor seating
- Lighting column
- Parking bays with permeable surface
- Loading only parking bay
- One-way system
- Green verges
- Proposed trees



Figure 80: Enhancement plan





Figure 81: Redefined pavement and service road. Landezine.



Figure 82: More space for pedestrians and activation of space. Direct access.



Figure 83: New crossing point improves safety. Landezine.

Scheme benefits:

- Part reduction in car dominance. Parallel parking creates wider and improved pavement space with less direct exhaust fumes.
- Dedicated one-way delivery (only) service lane and carpet shop loading. Safety improvement to junction with West Street.
- Maintains driveway access.
- Gives New Alresford a town square. Increased pedestrian space and dedicated space for market and events.
- Pop up electric ports. Central space for Christmas tree.
- Supports notion to reduce parking in central space and encourage longer stays and use of dedicated Station Road car park.
- Consider reducing parking time to 1hr.
- Raised table cross enhances crossing safety.
- Resurfacing and improvement to public realm.



Figure 84: Parklets build-out could be used to extend pavement space in service lane. Landezine

6.6 Watercress Arrival:

The Watercress Line is a heritage railway primarily operating for visitor purposes. External areas operated by Winchester City Council are used for car parking and include the town's largest central car park, located just 180m from West Street.

Station Road features a good mix of businesses, and the station and car park serve as an important visitor asset and arrival point for the town. There is an opportunity to improve this area, direct more vehicles to this car park, free up parking space elsewhere, and enhance the arrival experience for visitors entering the town.

Main issues:

- A mix of uses on Station Road has led to the installation of on-street parking which constrains two-way vehicle movement.
- Despite some signage on West Street, it is easy to miss the cues to the station at the southern end. There is no pavement from the station car park. Surgery car parking is cluttered, some badge users abandon cars at the street edge also. Circulation could be better designed for vehicles entering and exiting.
- Potential to connect with Sun Lane PRoW.



Figure 85: Cars travelling along Station Road.



Figure 86: Area around the approach to the train station from Station Road with some signage and a cafe.

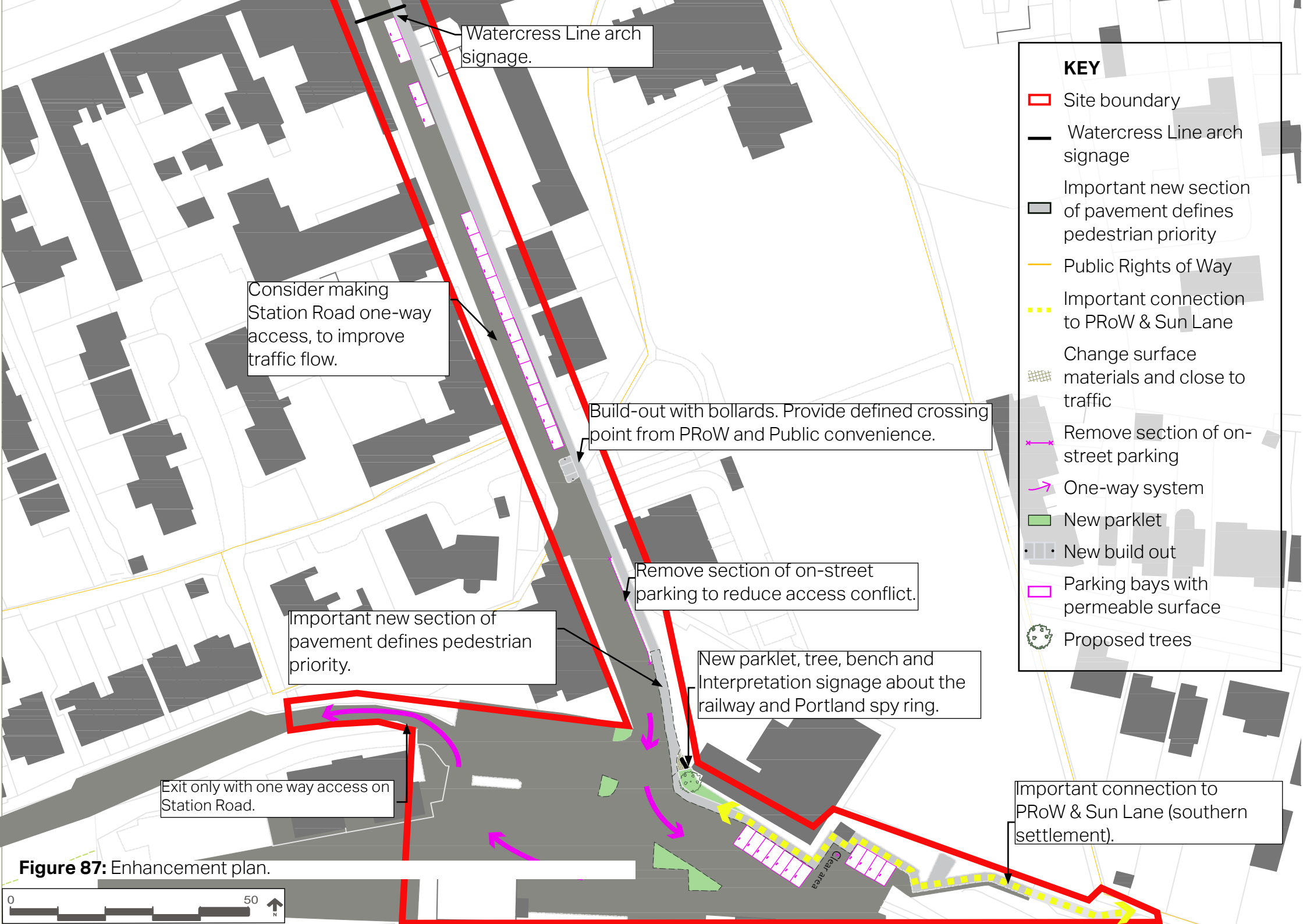




Figure 88: Watercress interpretation signage, and pocket park with bench seating. Naturesigndesign.



Figure 89: New build-out to provide crossing. Co-located with PRow and public convenience.



Figure 90: New link to PRow. Hampshire County Council.

Scheme benefits:

- Improved station visibility – gateway signage.
- Enhancement of vehicle circulation at Station Road.
- Removal or small section of on-street parking reduces car dominance around car park entrance and surgery.
- New pavement access linking car park to existing routes.
- New links through to Sun Lane PRow. Opportunities to encourage access for residents.
- Pocket Park and interpretation signage.
- Build-out improves crossing visibility. Located at intuitive nodal point.



Figure 91: Watercress Line arch signage. Encourage visitors and potential to run regular services with wider connections possible to Waterloo, London. Yahoo.

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