

New Alresford

Design Guidance and Codes

Draft report

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Quality information

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Revision History

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3	19.03.2025	Final draft for Locality review	Ben Lancaster	Graduate Urban Designer

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A wide-angle photograph of a tree-lined street in autumn. Large, mature trees with thick trunks line both sides of a paved road. The ground is covered in a thick layer of fallen brown and orange leaves. A dark car is visible in the distance on the left side of the road. The sky is overcast, and the overall atmosphere is peaceful and scenic.

1

INTRODUCTION

1. Introduction

The aim of a Neighbourhood Plan Design Guide is to empower the local community to influence the design and character of potential development sites to deliver suitable, sustainable development that meets the needs of local people.

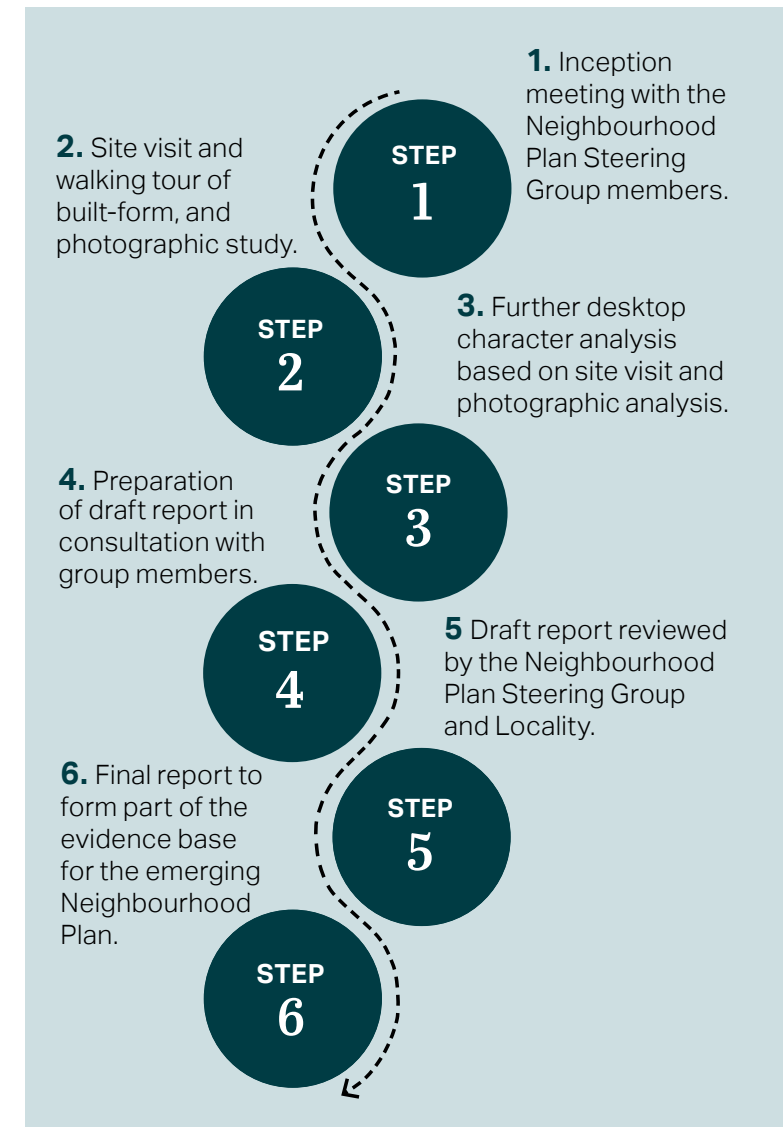
1.1 Background & Purpose

Through the Ministry for Housing, Communities and Local Government (MHCLG) Neighbourhood Planning Programme, led by Locality, AECOM has been appointed to provide design support to the New Alresford Neighbourhood Plan Steering Group. This has been done by preparing Design Guidance and Codes for 6 sites being considered for allocation within the Neighbourhood Plan. The aim of this information is intended to:

- Positively influence the character and design of possible new development on the sites;

- Set out clear analysis of local constraints and for each of the sites through guidance and codes focusing on topics where improvement is most needed; and
- Benchmark how these opportunities should be delivered, such that they are factored into any downstream design response.

Consultants from AECOM have prepared this report between October 2024 and March 2025, in conjunction with key members of the Neighbourhood Plan Group. The following process (outlined in **F.1**) was taken in producing this report:



F.1 Work flow and process.

1.2 Area of Study

New Alresford is a small yet densely populated market town located approximately 11km to the east of Winchester. The Neighbourhood Plan Area consists exclusively of the parish of New Alresford which straddles the northeastern boundary of the South Downs National Park. However, New Alresford is located outside of the national park.

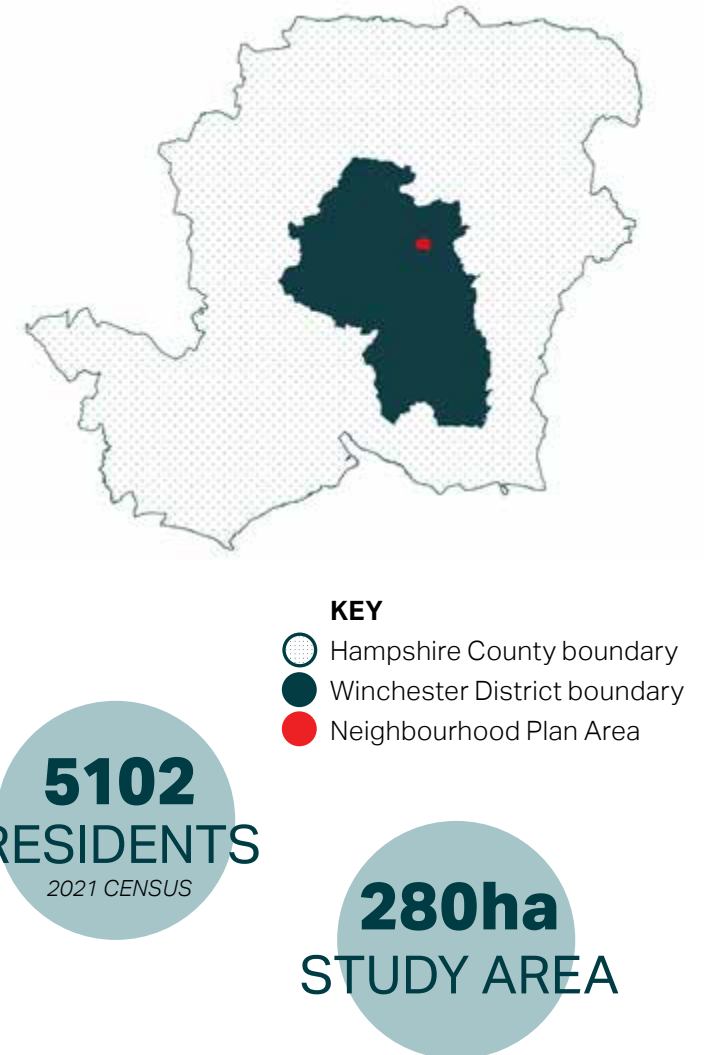
The town is known for its Broad Street Market which has a long history dating as far back as the 13th Century. The town centre also features a wide range of retail and leisure facilities, including numerous independent shops, cafes, hotels and restaurants. Given the size and population of New Alresford, there are some other key local services that serve New Alresford and other surrounding settlements. These include a secondary school, a primary school, a nursery, a retirement home, a doctor's surgery, a vets and three convenience stores. There is also a sizable light industry estate.

Within the Neighbourhood Plan Area are multiple parks and open green spaces, as

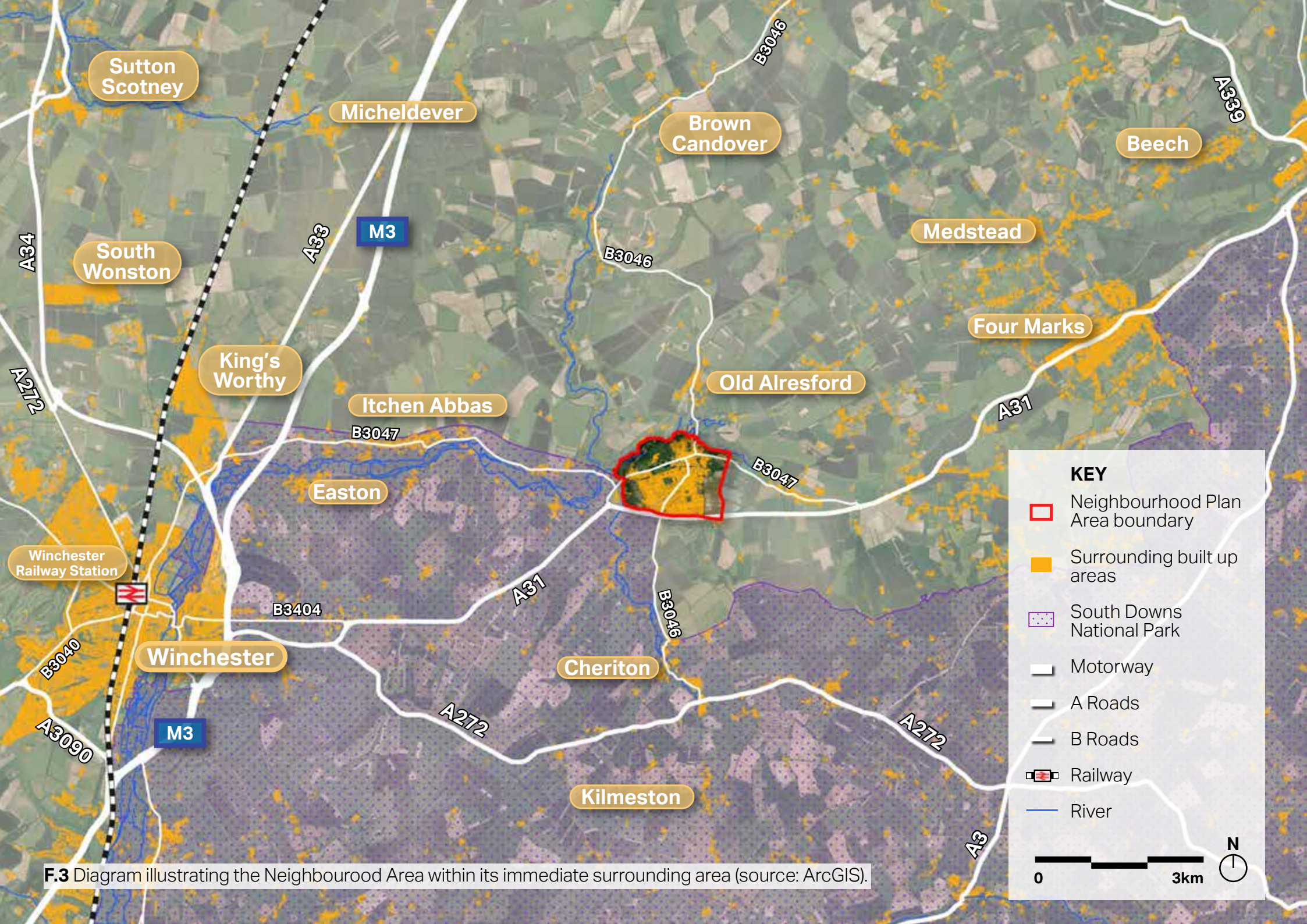
well as recreation grounds, playgrounds and sports facilities. These sustain a range of local sports clubs including a tennis club, a bowling club and Alresford Town Youth Football Club, in addition to valuable access to green space.

There are multiple opportunities for sustainable travel within the Neighbourhood Plan Area. National Cycle Route 23 runs through New Alresford and provides links with Basingstoke, Alton, Winchester and Southampton. There are three bus services accessed along key routes within the town. These include the 240, 67 and 64 services that provide links to Winchester, Alton and Petersfield. Railway services are accessible via Winchester and Alton Railway Stations, where there are regular services to Southampton, Bournemouth, Portsmouth, Poole, Weymouth and London, in addition to a daily service to Manchester.

However, vehicular travel makes up most of the journeys beyond the Neighbourhood Plan Area. The A31 provides east-west connectivity, enabling onward links to the M3, A3 and other road routes.



F.2 Neighbourhood Plan Area in context (source: ArcGIS).



F.3 Diagram illustrating the Neighbourhood Area within its immediate surrounding area (source: ArcGIS).

1.3 Neighbourhood Plan Sites

Nine sites are being considered for allocation in the New Alresford Neighbourhood Plan. These sites have been brought forward by the local community for consideration by the New Alresford Neighbourhood Plan Steering Group.

The inclusion of these sites is intended to support housing growth, which is set out in local policy. The adopted Winchester Local Plan designates New Alresford as a District Centre within the settlement hierarchy, with capacity for 500 new homes over the course of the Local Plan. Sites allocated within the Local Plan have capacity for 400 new dwellings, with the rest allocated within the emerging New Alresford Neighbourhood Plan.

At the time of writing, the Emerging Winchester Local Plan looks to retain the proposed scale of new development within New Alresford and has carried forward the existing sites included within the previous Local Plan. Of the 9 sites being considered for allocation within the Neighbourhood Plan, **it was agreed with the Neighbourhood Plan Steering Group to focus on 6 sites for design guidance**

and codes, with specific constraints and development parameters set out for each site in the AECOM Site Options Assessment report¹. These are:

Site NA01: Thody's, New Farm Road

Site that has a large area of approximately 3.8ha made up of Grade 3 agricultural land. It is located to the southwest of New Alresford behind dwellings set along New Farm Road.

Site NA02: Land at Perins School, Pound Hill

Greenfield site with an approximate area of 0.4ha. It is located on land immediately to the west of Perin's School sports field and adjacent to the built-up area and settlement boundary.

Site NA06: Land adjacent Arlebury Park

Greenfield site outside of the built-up area and settlement boundary that forms the parkland area around Arlebury Park House and is bounded by the Avenue to the south. The site's area is approximately 2.6ha.

¹ Details sourced from AECOM's Site Options and Assessment Report for the New Alresford Neighbourhood Plan, August 2023.

Site NA07: Land off Drove Lane

Site with an area of approximately 6.2ha located to the northwest of New Alresford, outside the built-up area and settlement boundary. The site is of a high sensitivity to potential new development owing to abundant natural constraints linked to the site's location along the River Itchen and River Alre.

Site NA08: Land on the east side of Bridge Road

Small infill site of previously developed land east of Bridge Road. The site is approximately 0.2ha in size and is located immediately to the east of Bridge Road.

Site NA09: The Spinney Caravan site

Greenfield site located outside the built-up area and settlement boundary. It also forms part of the parkland associated with Arlebury Park House and is currently in use as a caravan park. The site is bounded to the south by the Avenue and is approximately 0.7ha in size.



F.4 Diagram illustrating the sites for consideration within the Neighbourhood Plan Area (source: ArcGIS).

1.4 Community Engagement

Community engagement was undertaken by New Alresford Town Council as part of the process for preparing the Neighbourhood Plan. This consisted of an in-person event on 21st November 2024, alongside an online survey which ran between 21st November 2024 and 17th December 2024.

The purpose of this exercise was to ensure that any future development considers the views and requirements of local residents. Consultees were shown opportunities and constraints for each site and asked to share their views regarding any potential development. There were 854 responses received during the consultation period regarding the sites in consideration for this report.

From the responses in the community consultation, some key themes emerged for developments on site. These include but aren't limited to:

- Protecting the heritage value and historic feel of New Alresford, ensuring that new developments are sensitive

to the town's notable Georgian architecture;

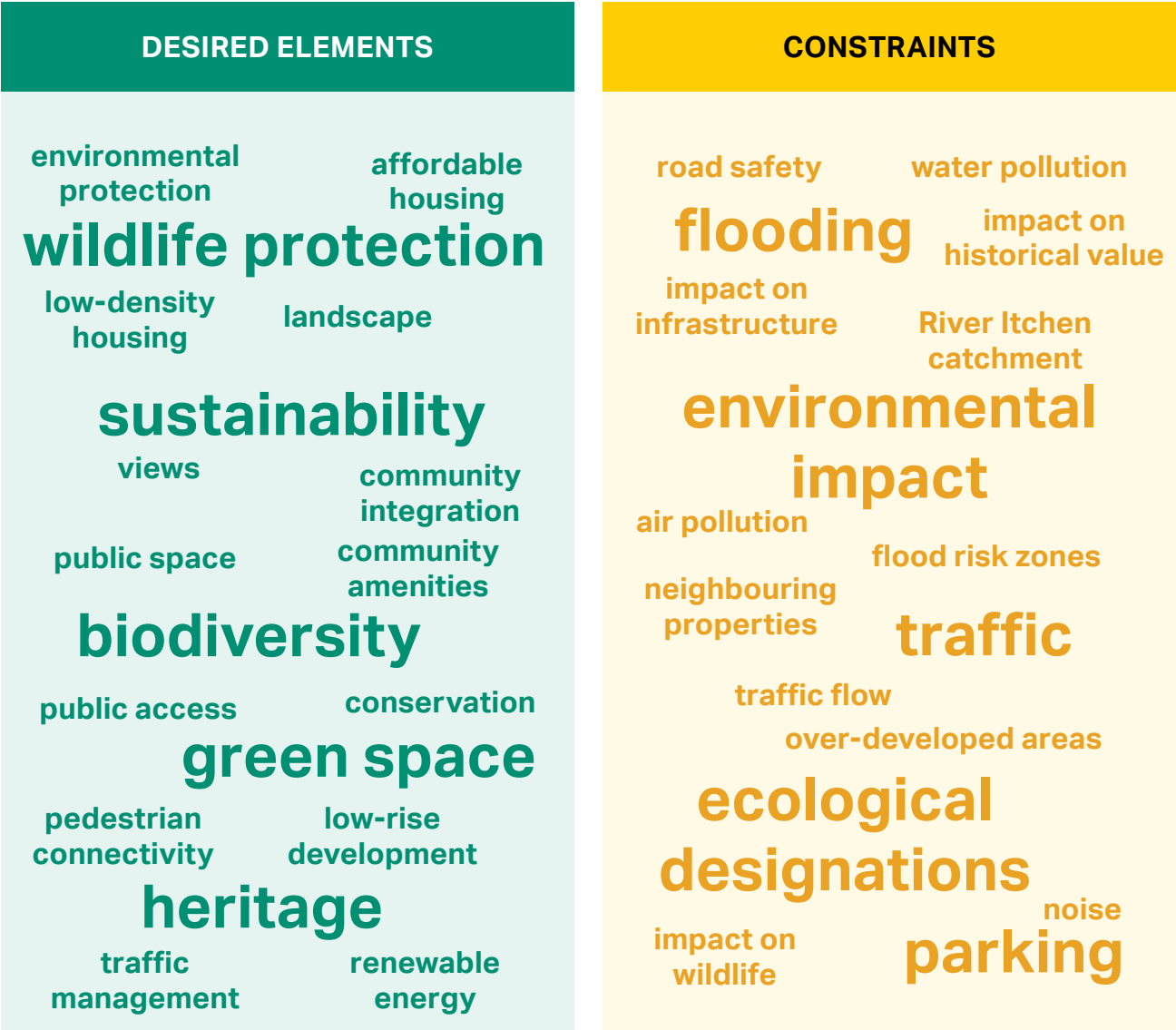
- Ensuring that new developments are appropriate to New Alresford's landscape sensitivity, notably the Site of Special Scientific Interest (SSSI) around the River Alre, as well as the town's rural location and close proximity to the South Downs National Park;
- A desire to see prominent walking routes, such as the Watercress Way, enhanced and to ensure that all new developments are accessible to the general public;
- Preserving mature trees and other landscape features where possible, regardless of their designation status; and Avoiding development in areas prone to flooding.



F.5 Example of consultation boards.



F.6 Example of consultation boards.



F.7 Word clouds created from common responses to the public consultation questions regarding sites within this report.



2

POLICY CONTEXT

2. Policy Context & Further Considerations

2.1 Planning Context

The National Planning Policy Framework (NPPF; 2024) promotes design guidance and codes as a way of managing design quality within local planning frameworks.

What is design coding?

Design coding involves setting out clear and specific requirements for the determination of planning applications. These codes are intended to ensure that developments contribute positively to their surroundings in terms of aesthetics, functionality and sustainability.

They can provide greater assurance for communities and clarity for developers about the design of new development.

Nested approach to design control

Local authority-wide design coding for planning authorities is still very much 'in development' and there are only a handful of Local Planning Authorities (LPAs) undertaking these so far. However, current advice for LPAs suggests a nested approach, with clear links between relevant existing policies, guidance and codes. This

approach has informed the development of the design guidance and codes within this report in order to ensure that the design qualities expressed provide the following:

- **Targeted Information** that enhances the level of detail without duplicating what is already covered in existing planning policy and guidance, such as Winchester City Council's High Quality Places Supplementary Planning Document (2015). Design guidance and codes within this report are intended to address specific local characteristics, community preferences and site-specific considerations.
- **Consistency and Integration** to ensure that the standards set in this document align with and support the broader goals of the existing national and local policy, as well as any emerging Authority-wide design guides. This helps maintain coherence in design quality across different scales of planning.

As such, policies, guidance and codes within the documents presented overleaf relating to the Neighbourhood Plan Area's unique development pressures and opportunities have been considered.



F.8 Top of Broad Street looking down West Street.

2.2 Reference to Policy Documents

National and local policy documents provide valuable guidance on how to bring about good design and the benefits accompanying it. Certain documents are for the purpose of ensuring adequate planning regulations are in place to check that development is both fit for purpose and able to build sustainable, thriving communities. Other documents are more technical and offer specific design guidance which can inform the design codes in this report.

The following documents have informed the design guidance and codes within this report to ensure they are best aligned with the needs and opportunities identified for the Neighbourhood Plan Area:

NATIONAL

2024 - National Planning Policy Framework

MHCLG

2021 National Model Design Code

MHCLG

2020 - Building for a Healthy Life

Homes England

2019 - National Design Guide

MHCLG

2007 - Manual for Streets

Department for Transport

LOCAL LEVEL

2024 - Emerging Local Plan

Winchester District Council

2024 - Winchester Strategic Housing Market Assessment Update

Winchester District Council

2024 - Winchester Local Cycling and Walking Infrastructure Plan

Winchester District Council

2022 - Open Space Assessment

Winchester District Council

2022 - Landscape Character Assessment

Winchester City Council

2017 - Local Plan Part 2

Winchester District Council

2015 - High Quality Places SPD

Winchester District Council

2013 - Local Plan Part 1

Winchester District Council

2013- Landscape Sensitivity Appraisal

Winchester District Council

2009 - Car Parking Standards SPD

Winchester District Council

2006 - Local Plan (Saved Policies)

Winchester District Council

NEIGHBOURHOOD LEVEL

Emerging - New Alresford NDP

New Alresford Town Council

2025 - New Alresford Key Views Assessment

New Alresford Town Council

2022 - New Alresford NDP Housing Needs Assessment

New Alresford Town Council

2008 - New Alresford Design Statement

New Alresford Town Council

2001 - Conservation Area Appraisal

Winchester City Council

2.3 Planning Policies for Consideration

The nature of development for sites included in this report would primarily be for residential use. This will subsequently be guided by key local policies to meet Winchester District Council's requirements for development.

New Alresford is considered a District Centre given its size and wide range of services and facilities that sustain the wider community, as well as communities in the surrounding area. Within the Local Plan Part 1 - Joint Core Strategy¹ **Policy MRTA1** outlines that the spatial planning vision for New Alresford will be achieved through:

- Identifying and providing for the needs of each settlement, to fulfill its needs relative to its role and function;
- Provision of new homes to meet the local housing needs of the settlements in this spatial area. A range of housing types, sizes and tenures, including affordable housing, should be provided to meet a range of requirements,

¹ Available at: Available at: <https://www.winchester.gov.uk/planning-policy/winchester-district-local-plan-2011-2036-adopted>

including those of older persons and people with disabilities and support needs to ensure social inclusion;

- Development proposals which maintain and enhance important local character and built or natural features and retain settlement identity; and
- Development of an appropriate scale so as not to exceed the capacity of existing services and infrastructure unless otherwise accompanied by any required improvements.

Additional development requirements outlined in local policy provide additional detail, and have helped provide further clarity for the design guidance and codes in this report as part of a nested approach. In particular, these relate to:

- Affordable housing;
- Housing mix and type;
- Parking requirements; and
- Provision of open space and green infrastructure.

The emerging New Alresford NDP allocates land for around 100 dwellings to be developed between 2030 and 2040. The final number and timing will depend on design, infrastructure, and landscape suitability. The housing mix will cater to local needs, including affordable homes, self-build, and custom-build options, which aligns with the Winchester Local Plan.

2.3.1 Affordable Housing

National standards, as set out in the NPPF², make clear that for major developments, planning policies and decisions should expect at least 10% of the total number of homes to be available for affordable home ownership. However, local standards as set out within both the existing Local Plan for Winchester and the Winchester Emerging Local Plan exceed this figure.

The Local Plan - Joint Core Strategy Part 1 **Policy CP3 - Affordable Housing Provision on Market Led Housing Sites** sets out that "all development which

² Available at: https://assets.publishing.service.gov.uk/media/669a25e9a3c2a28abb50d2b4/NPPF_December_2024.pdf

increases the supply of housing will be expected to provide 40% of the gross number of dwellings as affordable housing”. Affordable housing should be provided on-site, unless off-site provision “would better meet priority housing needs and support the creation of mixed, inclusive communities”.

However, exceptions to the provision of affordable housing would apply should this figure render proposals economically inviable. Furthermore, the policy also requires that these developments be “indiscernible from and well integrated with market housing”.

Within the Emerging Winchester Local Plan¹, the 40% affordable housing provision is broadly reflected in **Policy H6**. The policy applies this standard to developments which increase the supply of housing by either 10 dwellings or more, or if a development site is over 0.5ha in area. However, this standard is reduced for sites where development “is required to mitigate

¹ Available at: <https://www.winchester.gov.uk/planning-policy/winchester-district-local-plan-2018-2038-emerging>

the impact of additional phosphates on the River Itchen SAC”. Additionally, for “market led housing schemes, the affordable housing should be provided in accordance with the following proportions”:

- 25% as ‘First Homes’;
- At least 65% as Social Rent or Affordable Rent; and
- The remainder of other affordable home ownership housing should be provided on-site.

2.3.2 Housing Type and Mix

Policy NA9 of the New Alresford NDP requires residential developments to provide a mix of housing sizes, types, and tenures that meet local needs as identified in the 2022 Housing Needs Assessment. It supports housing for older residents, such as bungalows and independent living options, located near essential amenities. The policy also encourages innovative housing types, including live-work units and modular homes, to increase affordability.

	Market	Affordable home ownership	Affordable housing (rented)	
			General needs	Older persons
1 bedroom	30%	20%	20%	55%
2 bedroom		45%	40%	45%
3 bedroom	45%	35%	30%	
4+ bedroom	25%		10%	

F.9 Appropriate mix of housing mix and type for market and affordable homes. Source: Winchester Strategic Housing Market Assessment Update, 2024.

All developments, regardless of size, must contribute to addressing local housing needs and comply with Nationally Described Space Standards.

Within the Local Plan Part 1 - Joint Core Strategy, **Policy CP2 - Housing Provision and Mix** outlines that development “should provide a range of dwelling types, tenures and sizes and, as appropriate to the site size, location and characteristics, this should include a mix of market homes for sale, affordable homes and homes attractive to the private rented sector, particularly on larger sites”. Of these homes, the majority should be in the form of 2 and 3 bedroom houses “unless local circumstances indicate an alternative approach should be taken, including where there is an imbalance of housing types and sizes in particular parts of the District”.

Additional clarity is provided within the emerging Winchester Local Plan regarding specific breakdown of housing mix and type provided on site. **Strategic policy H5 - Meeting Housing Needs** provides

- a breakdown of the housing mix for developments of 10 dwellings or more. These include the following standards:
- At least 30 % of affordable dwellings for rent should be 3 bedrooms or more;
 - At least 65% of affordable home ownership dwellings should be 2 or 3 bedroomed houses, subject to Government requirements for the provision of ‘First Homes’; and
 - At least 30% of market housing should be 1 or 2 bedrooms.

These have been informed by the Winchester Strategic Housing Market Assessment Update¹. This document outlines the anticipated need for housing within the area and elaborates on the detail of Strategic Policy H5, providing the strategic conclusions on the mix of homes needed (see **F.9** for full details).

¹ Available at: <https://www.localplan.winchester.gov.uk/LibraryAssets/attach/187/Focused-SHMA-Update-July-2024.pdf>

2.3.3 Parking Requirements

Local parking standards are mainly set out within the **Parking Standards SPD**. This document notes that where parking is allocated to individual dwellings, there should be appropriate variance in the need for vehicles, including the assumption that “dwellings could attain higher numbers of car ownership. Additionally, for shared or communal parking, allowance can be made for the fact that a proportion of households

	Allocated Parking	Communal Parking
1 bedroom	1.5	1
2 bedroom	2	1.5
3 bedroom	2	2
4+ bedroom	3	2.5

F.10 Minimum parking standards for allocated on-plot parking and communal parking. Source: Winchester Car Parking Standards SPD.

will not have a car, therefore the overall provision of parking for a development can be reduced and the lower standards used". The minimum standards for both on plot and communal parking are set out in **F.10**.

Policy 4 states that a development will be expected to safely accommodate the parking needs of visitors to the site. Standards reference guidance within the **Manual for Streets** which recommends that these spaces be provided on-street or within dedicated allocated parking areas. For sites where there is more than 50% allocated parking, the standard for visitor parking spaces will be 0.2 spaces per dwelling.

Policy 5 states that "where garages are included within a development, due consideration will be made on a site-by-site basis whether they will count towards the overall parking requirement of the site". This is typically judged on the potential uses of garages. For example, "car ports are unlikely to be used for storage and will therefore count towards parking provision".

For commercial uses, which could apply to Site NA07, applications will be judged based on their "impact on neighbouring properties and uses" on a case-by-case basis, as is outlined within the Local Plan Part 2. This approach is also reflected within the Emerging Winchester District Local Plan.

Policy 8 requires that "new developments must provide appropriately designed and located cycle parking that meets the required standards" that are set out in **F.11**.

	Long-stay	Short-stay
1 bedroom	1	1
2 bedroom	2	2
3 bedroom	2	2
4+ bedroom	2	2

F.11 Minimum cycle parking standards for long-stay and short-stay needs. Source: Winchester Car Parking Standards SPD.

Standards include provision for both long- and short-stay cycle parking. The former should be in the form of "secure, weatherproof facilities" which for flats would require individual cycle stores that are integral to the building. For houses, this should be in the form of a suitably sized garage to accommodate cycle storage. Houses without garages should "provide a garden shed, which should be constructed so that a cycle hoop or security anchor can be secured to the wall".

Furthermore, within the Emerging Winchester Local Plan, **Policy T2 - Parking for New Developments** requires that proposals demonstrate how the needs of sustainable transport modes have been prioritised in the design process and provide justification for the level of car parking provided on the site. Within this policy, parking provision, including for visitor parking "shall take account of local circumstances including the layout of the development, the mix of dwellings, the character of the local area and the proximity of public transport".

Additionally, “secure parking for cycles, e-mobility, mobility scooters or any other form of non-car transport must be provided in a safe and convenient location and should be integral to the building where possible”. Should such an approach not be feasible, then parking for these modes “should be undercover, with charging points designed according to the relevant standard or locally specific demand and any health and safety requirements”.

Policy T3 - Enabling Sustainable Travel Modes of Transport and the Design and Layout of Parking for New Developments

also requires that “new development, will only be permitted where priority is given for active and e-mobility travel and car clubs”. Furthermore, where parking is provided on site, proposals “will have facilities for charging of plug in and other ultra-low emission vehicles in safe, accessible and convenient locations in accordance with the Building Regulations”.

Policy NA13: Movement and Access of New Alresford NDP aims to ensure well-designed parking that enhances the public

realm. Policy NA13 states that parking should:

- a. Not result in a poor public realm or street scene dominated by cars and car-related infrastructure.
- b. Prioritise parking spaces to be communal and provided off-road so as not to add to existing pressures.
- c. Be close to the dwellings, especially for people with less mobility, to avoid unexpected on-street/pavement parking.

2.3.4 Provision of Open Space and Green Infrastructure

Policy NA12 of the New Alresford NDP designates 37 Local Green Spaces (LGS), identified on the Local Green Spaces Map and assessed in the Local Green Space Assessment. These spaces are integral to the local community, offering recreational, heritage and environmental benefits while enhancing the town’s character. Most are publicly accessible, and their preservation is prioritised, with development only permitted if it supports the green space’s function and

Parks, sports and recreation grounds	Natural green spaces	Informal open space	Equipped Children’s and Young People’s Spaces	Allotments
1.5 ha./1000 population (0.75 ha./1000 for outdoor sport)	1.0 ha./1000 population	0.8 ha./1000 population	0.5ha./1000 population	0.2 ha./1000 population
Access: 700m	Access: 700m	Access: 400m	Access: 480m Toddler and Junior, 650m Youth	Access: 480m

F.12 Open space standards (quantity and access). Source: Winchester District Local Plan Part 1 - Joint Core Strategy

aligns with the Development Plan and NPPF. Proposals that enhance biodiversity and accessibility will be supported.

Within the Winchester Joint Local Plan Part 1 - Joint Core Strategy, **Policy CP7 - Open Space, Sport and Recreation** there is an aspiration for development to improve the open space network and built recreation facilities within the district. The policy states

that “new housing development should make provision for public open space and built facilities in accordance with the most up to date standards”.

The **Winchester City Council Open Space Assessment** provides an overview of the open space provision in comparison to the standards that are targeted in policy CP7. It highlights that there is currently a

shortfall of open space when addressed against the WCC Local Plan and states that it is intended that the proposed housing allocation to the east of Sun Lane will provide substantial areas of public open space to ensure that the open space deficiencies are not exasperated as the town grows.

Furthermore **Policy NE11 in the Emerging Local Plan** requires open space provision with residential development of 10 dwellings and above which is a lower threshold than the 15 dwellings in **DM6 of the current plan**. This further highlights the local ambition to provide high-quality public open spaces with any new development in the area across more developments.

Policy NE11 doesn’t specify the specific open space requirements for developments, rather it proposes that their “exact form and type should take into account the specific needs of the local area” as outlined in **F.12**. Open spaces should also be designed to a high standard and be appropriate to their context and character.

Adequacy (hectares)			
CP7 category	CP7 requirement	Existing provision	Adequacy
Allotments	1.1	0.69	-0.41
Informal Green Space	4.4	3.17	-1.23
Natural Green Space	5.5	0	-5.5
Play Space	2.75	0.76	-1.99
Park/Recreation Ground	4.13	4.88	0.75
Sports Ground	4.13	5.53	1.40
Total	22.01	15.03	-6.98

F.13 Open space provision within New Alresford. Source: Winchester Open Space Assessment, 2022.

2.4 Further Considerations

New Alresford features many natural and historic features that underpin the overall character of the town. It is abundant in landscape and heritage value and the wider context and sensitivity to development should be fully understood by any development proposal. This means that there is a wide range of landscape and heritage considerations that impact the Neighbourhood Area, and the subsequent development sites that are the focus of this report. These include:

2.4.1 Landscape Policy Considerations

South Downs National Park

The South Downs National Park is a breathtaking stretch of protected landscape, known for its rolling chalk hills, scenic trails and rich biodiversity, located to the west of New Alresford. This vast area covers over 1,600 square kilometers across Hampshire, West Sussex and East Sussex, providing an exceptional setting for outdoor activities such as walking, cycling and wildlife watching.

The South Downs Way, a popular national trail that runs through the park, is accessible from New Alresford and offers stunning views over the countryside, with iconic landmarks like the Seven Sisters cliffs further afield. Despite the area's steep topography, it remains popular among pedestrians, health enthusiasts, cyclists and dog walkers.

Open Green Spaces

New Alresford boasts a variety of open green spaces, making it a valued destination for leisure and outdoor activities. The **New Alresford Local Green Space Assessment** identifies these important spaces and details their characteristics. This has informed **Policy NA12** within the New Alresford Neighbourhood Development Plan which is aimed at retaining these spaces for their continued use and enjoyment. Examples include:

- Arlebury Park which offers vast open areas with sports facilities, a playground and views over the Alre Valley;



F.14 The Avenue leading to the town centre is contained within the Conservation Area.



F.15 Views towards South Downs and River Itchen from Drove Lane.

- The Watercress Line, a former railway line, that has surrounding greenery with paths and picnic spots;
- The Avenue, a historic route lined with an extensive grass verge with mature trees and a prominent canopy along a boulevard style route. This green space is one of the most distinctive features in the town and characterises the approach into New Alresford;

New Alresford is dotted with additional green spaces . While not listed within Policy NA12, they provide substantial greenery and are distinct feature within New Alresford's settlement pattern and landscape setting. Examples include:

- Old Alresford Pond, a picturesque local beauty spot with footpaths and wildlife-watching opportunities
- The South Downs Way, bordering New Alresford, offers extensive trails ideal for walks, cycling and access to the countryside; and
- The Perins School playing fields which also provide open green space accessible outside school hours.



F.16 The mature tree line along this section of New Farm Road is a designated Tree Protection Order (TPO) site.



F.17 Crossing of River Alre underneath Drove Lane, which is designated as Flood Risk area.

SSSI and SSSI Impact Zone

Old Alresford Pond and the River Itchen are designated Sites of Special Scientific Interest (SSSI). These areas are recognised for their biological importance, supporting a range of unique wetland habitats and diverse wildlife, including rare plant species and bird life. The SSSI designation protects the area's ecological value and ensures conservation efforts are in place to preserve its natural state.

Tree Protection Orders

New Alresford, like many historic towns, has several Tree Preservation Orders (TPOs) to protect its valuable and often mature trees, which contribute to the town's landscape and ecological health. TPOs in the area are typically designated to safeguard trees of significant amenity value, including those lining The Avenue and within Arlebury Park. These orders help preserve the character of New Alresford, ensuring trees that enhance public spaces, provide habitat for wildlife and contribute to air quality and visual appeal are maintained.

Flood Risk Zone

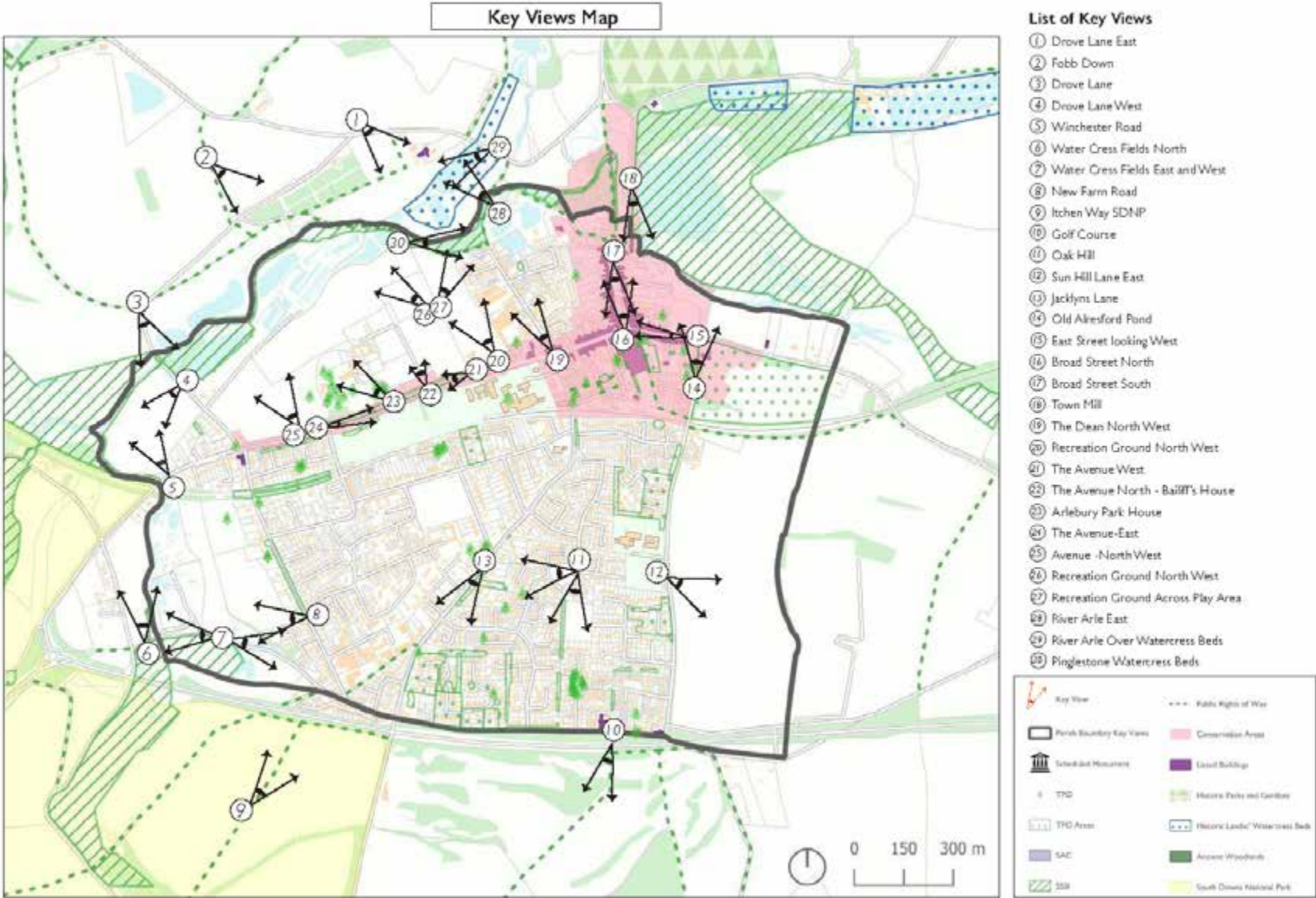
In New Alresford, areas near the River Alre and Old Alresford Pond are designated as flood risk zones, particularly along the lower-lying sections.

These zones are classified by the Environment Agency primarily as Flood Zones 2 and 3, indicating a moderate to high risk of flooding, especially during periods of heavy rainfall.

Key Views

New Alresford's valued countryside and heritage setting are key contributors to the town's overall distinctiveness. Subsequently, the town's abundant landscape and townscape features contribute to a number of important views throughout the Neighbourhood Area. These are detailed within the (2025) New Alresford Key Views Assessment report.

Some of these views provide both opportunities and constraints to some of the development sites that are the focus of this report and have been considered in greater detail within [section 4](#).



F.18 Map of all Key Views within New Alresford (source: New Alresford Key View Assessment).

2.4.2 Heritage Policy Considerations

Conservation Area

The New Alresford Conservation Area is a designated area within the town that aims to protect its unique architectural and historical character. This area includes much of the town centre, where there is a mix of Georgian buildings, picturesque streets and historic structures that reflect New Alresford's heritage as an important market town dating back to the medieval period.

Established to preserve these key architectural elements, the Conservation Area guidelines regulate new developments, restorations and alterations to ensure they align with the town's historic charm and character. However, the Conservation Area is now considered to be heritage at risk according to the Map of Planning Data for England.

Within this Conservation Area, notable features include Broad Street, famed for its Georgian façades and the distinctive wide street layout that hosts markets and



F.19 Buildings along Pound Hill.



F.21 Buildings along Broad Street.



F.20 Buildings along East Street



F.22 View of the church tower on Broad Street.

community events. Conservation efforts in New Alresford ensure that while the town may evolve, its historic integrity and architectural beauty remains protected for future generations.

Listed Buildings

New Alresford is home to numerous listed buildings, each recognised for its architectural and historical significance, contributing to the town's distinctive character. Many of these buildings date back to the Georgian era, a period during which New Alresford was rebuilt following a devastating fire in the 17th Century. Some prominent listed buildings in New Alresford include:

- **St. John the Baptist Church** - This Grade II* listed church, dating from the 12th Century, is one of the oldest structures in New Alresford, with medieval architecture and a significant historical legacy;
- **The Old Sun Inn** - A historic inn with a charming half-timbered exterior, dating back to the 16th Century, now Grade II listed and a landmark on West Street;

- **Arlebury Park House** - A Grade II listed building. Originally an 18th Century country house, it has now been adapted for community use but retains its classical architecture and scenic surroundings;
- **Perins School** - Parts of the school building are listed, adding educational heritage to the town's architectural landscape; and
- **The Eel House** - Located on the River Alre, this Grade II listed building is an 18th Century structure originally used for trapping eels, showcasing the town's link to local waterways and traditional practices.

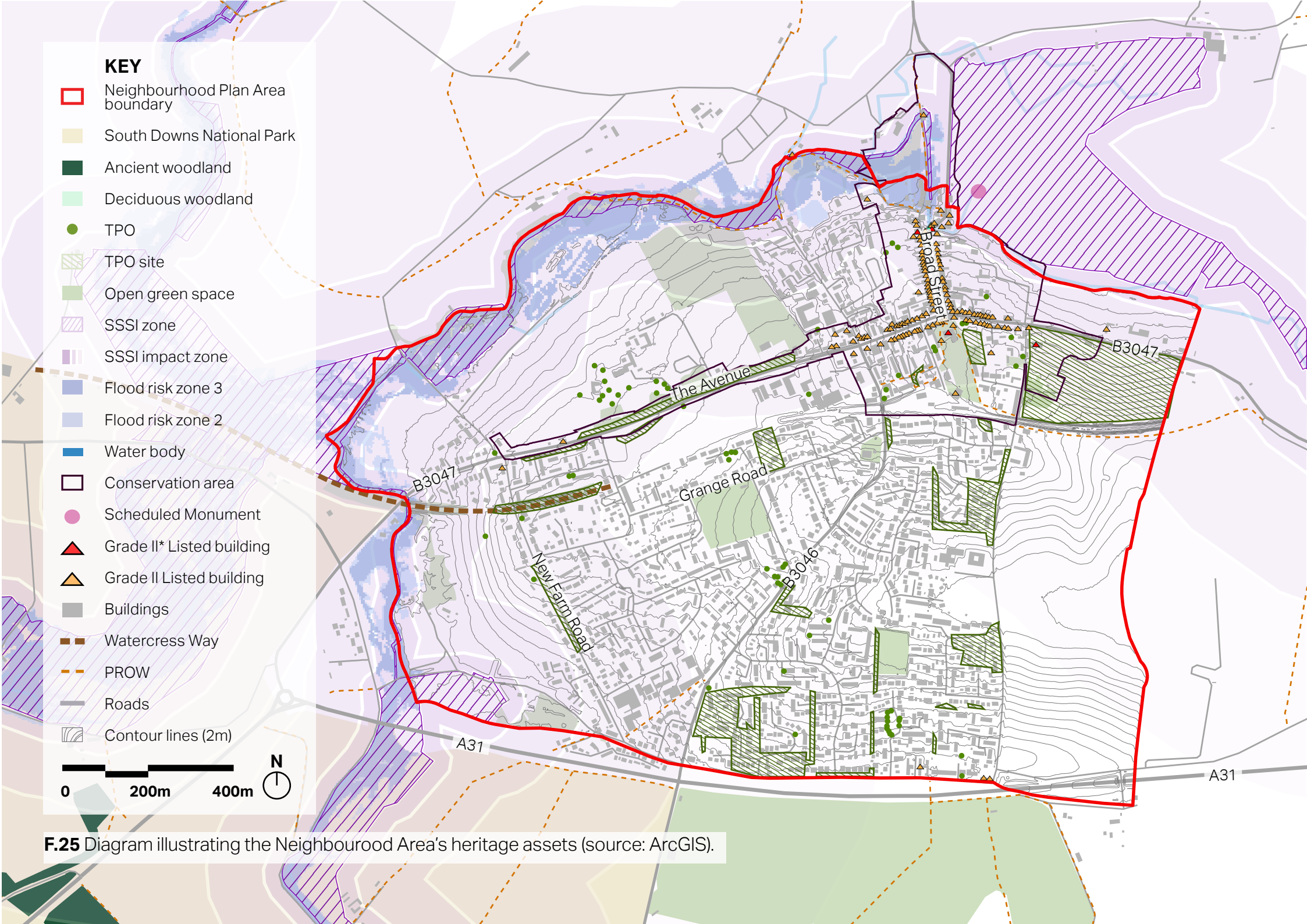
In total, New Alresford has over 100 listed buildings, primarily concentrated around Broad Street, West Street and East Street. These buildings are protected under listing guidelines that control changes to their structures and ensure that their historical details, such as sash windows, ironwork and original brickwork, are preserved.



F.23 Grade II* listed St. John the Baptist Church.



F.24 Alresford Bridge Scheduled Monument, The Soke.



KEY

- Neighbourhood Plan Area boundary
- South Downs National Park
- Ancient woodland
- Deciduous woodland
- TPO
- TPO site
- Open green space
- SSSI zone
- SSSI impact zone
- Flood risk zone 3
- Flood risk zone 2
- Water body
- Conservation area
- Scheduled Monument
- Grade II* Listed building
- Grade II Listed building
- Buildings
- Watercress Way
- PROW
- Roads
- Contour lines (2m)



F.25 Diagram illustrating the Neighbourhood Area's heritage assets (source: ArcGIS).



3

GENERAL PLACEMAKING PRINCIPLES

3. General Placemaking Principles

3.1 General Principles

The UK National Model Design Code highlights the importance of placemaking in shaping sustainable, attractive and functional environments. The following section provides a set of general placemaking principles that apply equally to each of the focus sites within this report. These are underpinned by Neighbourhood Development Plan and other local policies and guidance to ensure that development proposals for each site are particularly suited to the character and needs of New Alresford

Rural and Historic Character

- It is essential that any development proposal is based upon a full understanding of the New Alresford's wider landscape and heritage context. Proposals should therefore identify developable areas by positively responding to existing landscape features and characteristics, as well as a site's topography and edge conditions.
- These landscape conditions should subsequently influence all features

of quality placemaking including development arrangements, public realm design, and the layout of routes.

- Where possible, landscape design should retain existing natural features and introduce new elements of green infrastructure, like communal gardens, native landscaping and accessible footpaths that link to the countryside, allowing residents to better connect with nature. Such elements of public realm design can improve the attractiveness of the development, enhance the natural rural character, and contribute to exemplary placemaking;
- Development should prioritise the protection of species and habitats. Future developments should also incorporate environmentally conscious practices, such as wildlife-friendly landscaping and biodiversity-supportive features like hedgerows and wildflower meadows;
- New developments should integrate seamlessly with New Alresford's existing

historic architecture and built form.

This means respecting historic building forms, rooflines, materials, and detailing to maintain the area's distinct character; and

- While accommodating modern needs, future development proposals should carefully integrate contemporary elements that do not detract from the historic aesthetic. This can involve subtle modern designs that respects traditional forms, allowing for innovation



F.26 Route into Old Alresford off Broad Street.

while preserving the visual character of New Alresford. New developments should avoid pastiche imitations of historic designs that can often lead to the suburbanisation of historic environments.

Connectivity and Active Travel

- Development should ensure an interconnected street network that provides people with a choice of different routes, encouraging walking and direct access to public transport;
- Legibility should be reinforced with a clear and uncomplicated layout, promoting views of landmark buildings, the countryside and historic assets;
- The layout and arrangement of buildings should also positively address natural desire lines and balancing access requirements with a positive response to the prevailing street character;
- Development should prioritise road safety for pedestrians and cyclists. This

includes providing appropriate provision along routes for active travel and vehicular access;

- All developments should provide secure on-street visitor cycle parking such as Sheffield stands and cycle hangars that are placed in an accessible location with adequate overlooking to improve security.
- Pedestrian and cycle routes should be in plain sight of buildings in order to create natural surveillance and a sense of security. For this reason, active frontages to the main roads, pavements and footpaths are recommended;
- A 20-minute neighbourhood thrives on the proximity of essential services, therefore planning should emphasise mixed-use developments that integrate residential, commercial and recreational spaces. New developments should consider routes that are rationally connected to existing movement corridors and provide convenient access towards the town centre and other key services and facilities;



F.27 Lane branching off The Avenue.



F.28 Junction of the Bridge Road and The Avenue.

- Creating green corridors - networks of parks, community gardens and natural trails - encourages walking, jogging and cycling while supporting biodiversity. These corridors can link key destinations and create enjoyable, safe routes that connect residential areas with essential services; and
- Development should consider climate-responsive elements, like shaded walkways, rain shelters and green buffers. By designing with the local climate in mind, travel infrastructure remains inviting, even in adverse weather.

Local Vernacular

New Alresford is known for its valued historic feel, derived from its abundant Georgian architecture. The town's heritage value is underscored by its rural location close to the South Downs National Park. New buildings should therefore be sensitive to the towns historic and rural setting.

A comprehensive suite of guidance is provided by the New Alresford Design

Statement. It provides details regarding specific design features that are appropriate for the whole Neighbourhood Area covering architectural and design features, including:

- Wall and façade materials, p.26;
- Extensions, p.26;
- Roofs, p.26;
- Fenestration (including doors, porches, and windows), p.26; and
- Garages, p.27.

The Design Statement also provides a character study which should be considered ahead of any proposal on sites under consideration within this report.

Additional general design guidance that developments should follow are listed as follows:

- New development should avoid pastiche imitations of historic architecture. Instead, contemporary adaptations and designs should be considered;



F.29 Terraced Georgian town houses along Broad Street.



F.30 Recent development with mix of exterior finished appropriate to the historic and rural location of New Alresford.

- The selection of materials, textures, and hues should be based on an understanding of the locally characteristic built and natural environment;
- Development proposals should feature exterior finishes appropriate to the Neighbourhood Area. Synthetic or plastic materials should be avoided, with exterior finishes such as brick, stone and wood or metal cladding fixtures preferred. Recycled materials and those of low embodied carbon should also be considered;
- Continuous or monotonous exterior finishes for principal elevations should be avoided. Buildings should feature a range of materials and architectural details to add interest to the building façade and overall street scene;
- Any new development should reference and complement the existing detailing and fenestration within the surrounding context, considering the orientation, proportion, symmetry and rhythm; and



Door and window frame detail



Colour render



Red brick and render mix of exterior finish



Light brick and timber frame exterior finish



Timber weatherboarding



Bay windows



Brick bonding and mix of brick exterior finishes



Casement windows



Dormer windows and varied roof typologies

F.31 Best practice vernacular case studies showing a mix of positive architectural features and materials drawn from both historic and more recent developments within new Alresford.

- New developments could incorporate detailing, such as ornate brick patterns around windows, to provide visual interest and reduce the apparent scale and bulk of buildings. Such an approach is of particular importance for any higher density dwellings such as apartments.

Boundary Treatments

- Boundary treatments should be used at the plot edge to provide a sense of continuity and cohesion along streets and access routes, as well as to provide separation between plots;
- Boundary treatments should be sympathetic to those of surrounding properties in terms of height, materials, and landscaping;
- Natural boundary treatments, such as trees, open lawns and hedgerows should be prioritised. Tall impermeable walls to the front boundary must be avoided as this creates a negative visual boundary for the local community. This is especially important within

the developments at the edge of the settlement where development transitions into open countryside,

- Minimal hard boundary treatments such as low brick or stone walls and iron railings are also permissible and should be introduced alongside soft interventions such as planters. Furthermore, hard boundary treatments should reflect the best practice materiality and vernacular within the Neighbourhood Plan Area, and particularly the Conservation Area.



F.32 Historic brick and flint wall along the Avenue.



F.33 Low brick wall with iron railing within the Conservation Area, Pound Hill.



F.34 Residential area with little to none boundary treatments, Nicholson Place.

Sustainable Designs

Proposals for all dwellings, including affordable and social housing, should consider designs which support sustainable energy consumption and conservation in accordance with **Policies CN2, CN3, CN4, CN5, CN6, and CN7** within the Emerging Local Plan. To achieve this, proposals should refer to the following principles:

- Proposals should consider ground conditions in order to accommodate loops for ground source heat pumps, or if not possible, space for air source heat pump units;
- Bespoke covers and landscaping should be used to visually screen heat pumps, for example with wooden enclosures that are appropriate to a building's external elevation. However, it is important to ensure any covers are durable and weather-resistant and that neither the cover nor any planting nearby the pump obstructs ventilation;
- The introduction of new mechanical devices such as air and ground

source heat pumps should be done so in a manner that respects the quiet, tranquil nature of new Alresford and not exceed existing Permitted Development regulations;

- To be appropriate for the Neighbourhood Area, heat pumps should consider all efforts to limit their overall noise and vibration. Potential interventions could include mounting heat pumps on the wall with anti-vibration dampers, or place pumps on anti-vibration mounts on the ground;
- Heat pumps should be placed so that they are protected from heavy snowfall or flooding;
- Window placement should consider orientation, daylight, and sunlight. Windows should be appropriately sized and designed to balance heat loss and beneficial solar gain in a manner appropriate for the climatic context;



F.35 Example of on-plot EV charging point (elsewhere in the UK).



F.36 Example of green roof on an out-building (elsewhere in the UK).

- New developments must achieve net zero standards expressed in the Future Homes Standard and could achieve this via strategies illustrated in **F.37**;
- New developments should consider appropriate building orientation and location of window openings to maximise solar gain and passive cooling;
- Proposals for new developments should consider sustainable drainage within plots of individual dwellings, or through interventions such as green roofs which are integrated into the fabric of the building;
- Simple solutions such as water butts are more appropriate within private gardens. These should be concealed from view and ideally placed to the rear or side of a building where possible; and
- Gardens could use water-efficient plants, irrigation systems and landscaping techniques to minimise water usage.



Existing and new build homes

- A**  **High levels of airtightness**
- B**  **Triple glazed windows and external shading**
- C**  **Low-carbon heating**
and no new homes on the gas grid by 2025 at the latest
- D**  **More fresh air**
with mechanical ventilation and heat recovery, and passive cooling
- E**  **Water management and cooling**
more ambitious water efficiency standards, green roofs and reflective walls
- F**  **Flood resilience and resistance**
e.g. raised electrical, concrete floors and greening your garden
- G**  **Construction and site planning**
timber frames, sustainable transport options (such as cycling)
- H**  **Solar panels**
- I**  **EV charging point**

F.37 Diagram showing low-carbon and energy-efficient interventions for new homes.



4

SITE-SPECIFIC DESIGN GUIDANCE & CODES

4. Site-specific Design Guidance & Codes

This chapter provides bespoke, site specific design guidance and codes for the focus sites under consideration for inclusion within the New Alresford Neighbourhood Plan.

4.1 Understanding guidance & codes

The following section details the key design parameters for each of the sites. The aim of this section is to ensure that development will support the delivery of New Alresford's housing requirements in a manner that is contextual and appropriate for its location. Provided below is an analysis of each site's development constraints and opportunities. This is followed by presenting indicative, high-level layouts that sit alongside design guidance and codes that embody best practice design principles for each site.

It should be noted that the indicative layouts are illustrative and should be used as a starting point for any proposal that

comes forward for each of these sites. Their primary purpose is to accompany the subsequent design guidance and codes while outlining the overall feasibility of development. **Any development proposal should be accompanied by further detailed analysis of the site's constraints and opportunities, while adhering to each site's design guidance and codes.**

Furthermore, proposals for each of the sites should be considered alongside the design principles outlined in **Section 3**, as well as all relevant guidance within the New Alresford Design Statement and local policy. The design guidance and codes in this report should provide more certainty to developers, as they will be able to design a scheme that is reflective of community aspirations.

Please note:

The difference between guidance and codes is summarised below:

- **Guidance:** Design guidelines set out aspirations for design that is expected to be delivered and are expressed with one of two words:
 - **SHOULD** reflects design principles that are strongly encouraged.
 - **COULD** reflects design principles that are suggestions.
- **Codes:** Design codes are mandatory requirements for design issues and are expressed with the word **MUST**.

4.2 Site NA01: Thody's, New Farm Road

4.2.1 Site Opportunities and Constraints

- Thody's, an unlisted, yet locally important Arts and Crafts cottage is located to the northeast of the site. The building and its surrounding plot should be retained and excluded from any development proposals;
- The site has a single access point, requiring careful consideration of road connectivity, visibility splays and potential improvements to meet highway standards;
- Existing road infrastructure may need upgrades to accommodate increased traffic flow and ensure pedestrian and cyclist safety;
- The site is partially visible from two Neighbourhood Plan key view points located to the southwest and west respectively (see F.18). As such proposals will require a sensitive design to minimise visual impact and preserve landscape character and settlement edge conditions;
- Views from the surrounding green space and from the adjacent properties should guide building heights and layouts;
- Views from the site extend towards open green space to the west, which includes multiple trees and vegetation forming the site's boundary edge. This presents an opportunity to integrate and enhance existing views through careful consideration of road and building layouts, as well as the inclusion of viewpoints along a potential green space on the western site boundary;
- The site is adjacent to a TPO site to the east, which runs along New Farm Road;
- The site is partially covered by SSSI Impact Zone (50-100m). This proximity indicates a need for heightened scrutiny for any proposed development or activity; and
- The topography of the site indicates slight incline, which may impose constraints on street and building layout.



F.38 View of the site from Watercress Meadows to the south of the site.



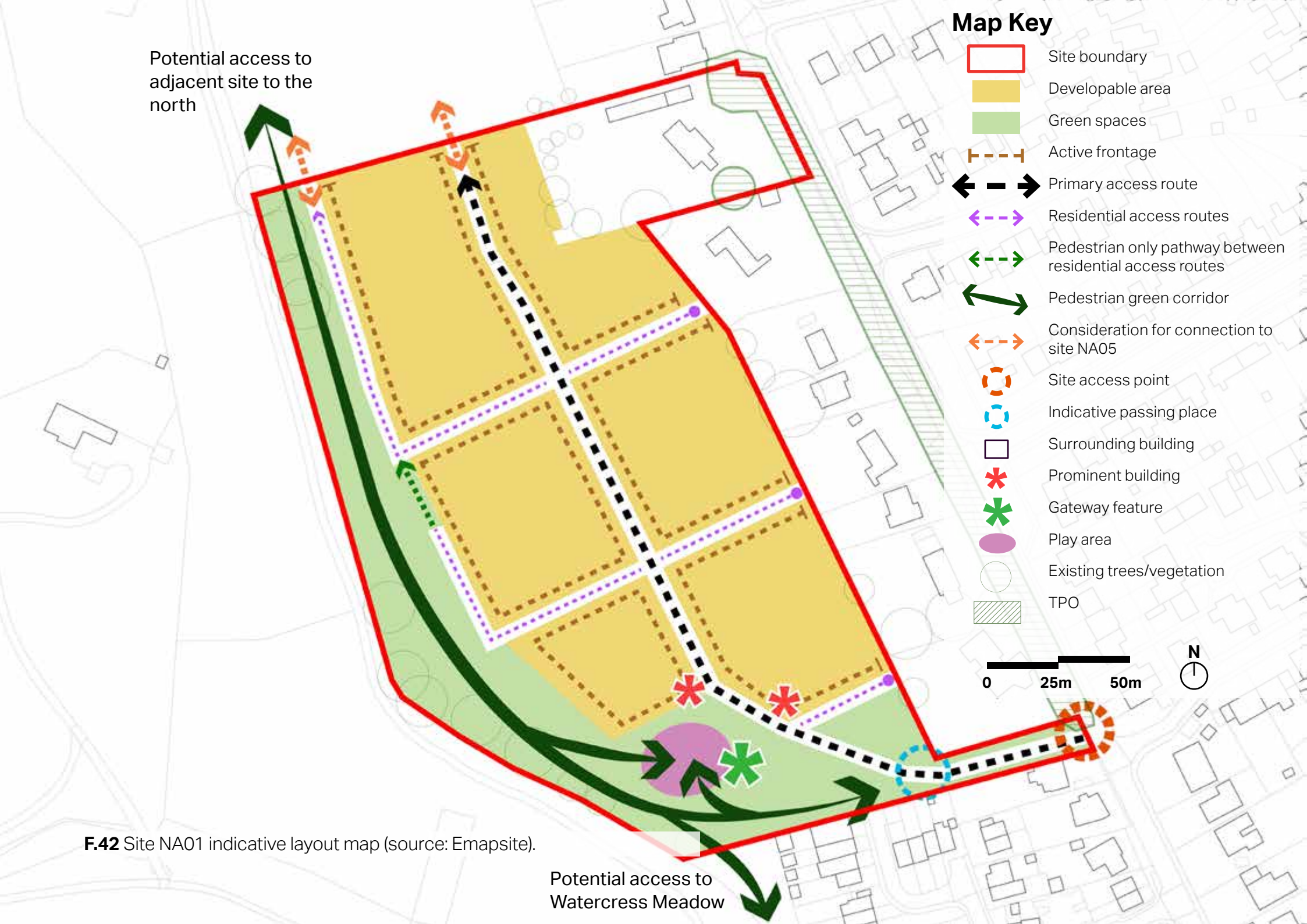
F.39 View of the site from Watercress Meadows (southwest of the site).



F.40 Site NA01 constraints map (source: Emapsite).



F.41 Site NA01 opportunities map (source: Emapsite).



4.2.2 Site NA01: Design Guidance and Codes

Built Form & Settlement Pattern

- Proposals should set dwellings within rational development blocks allowing for gaps between building frontages that enable long distance views through to surrounding landscape, ensuring they are visible from streets and existing properties;
 - A substantial open green space located to the west of the site could be introduced. This space should have the tandem impact of providing a new public space and a green buffer that preserves settlement edge conditions.
 - Proposals for development could also consider the introduction of larger and more prominent buildings closer to the access point to create a positive visual feature;
 - Setbacks should appropriately respond to their context, adjacent routes, and their proximity to public realm interventions. Along the main access route and close to the open green to the west of the site, dwelling arrangements should feature deeper set backs of
- approximately 4m. However, dwellings that front onto residential access routes could feature shallower setbacks.

 - Building typologies could include a mix of detached, semi-detached and terraced homes to maximise the development potential of the site;
 - A green 'gateway' feature could be located between the site entrance and the dwellings to the south. This green 'gateway' could incorporate play and recreation areas and continue along the western edge of the site, adjoining existing footpaths and creating a green
- buffer between the development and the open green landscape to the west; and

 - Landscaping should include sustainable drainage to mitigate flood risk and enhance the site's edge conditions. SuDS should also be integrated within designs for green spaces and public realm (including the planting of trees along the main access route) in order to better harmonise development within the surrounding landscape.

Proposed Use	Area (Ha)	Percentage
Residential	1.99	57
Open space	1.04	30
Play area	0.015 approx.	1.4
Informal space (landscaping and SuDS)	1.025	98.6
Road and access infrastructure	0.4	13
Approximate yield	75 dwellings at 19 dph	

F.43 Land use and approximate yield for indicative layout.

Access & Movement

- The primary access route should be designed to sustain multi-directional vehicular movement through the central spine of the site and be sufficiently scaled to accommodate refuse and ambulatory access and segregated pavements. Proposals should also introduce a passing place close to the site's narrow access point along New Farm Road;
- Stemming from the primary access route should be a series of shared spaces that sustain pedestrian and vehicular access. These should be minimally designed to accommodate vehicular movement up to any on-plot driveway. Pathways should then link these routes to provide pedestrian links and avoid the creation of cul-de-sacs.
- Proposals should consider introducing pedestrian links with the neighbouring site to the north, allowing for connectivity between developments;
-



F.44 View of the well-vegetated site entrance and open view behind.



F.45 View of New Farm Road lined with mature trees.



F.46 View of the southwest corner of the site looking towards dwellings along New Farm Road.

- On-plot parking should be provided for individual dwellings and placed to the side of properties. Parking for terraced buildings could be provided to the rear of the building or integrated with any on-street parking. Dedicated visitor parking provision should be provided along the central access route; and
- Within any open green space along the site's western edge, proposals should consider the introduction of a pedestrian green corridor integrated among landscaping. The route should also be designed to link the green space with the Watercress Meadow to the south and any future development within site NA05 to the north.

4.2.3 Design Codes

- The arrangement of buildings must take the opportunity to repair the settlement edge ensuring that developments don't back onto the countryside, as is currently the case for dwellings along New Farm Road.
- This must be achieved by ensuring that development layouts introduce a positive relationship between dwellings and the surrounding landscape.
- Any shared public realm must be designed in a manner that appropriately considers the use, form and setbacks of adjacent buildings.
- New development must not lead to a loss of any mature trees or TPOs that are located around the edge of the site;
- Existing trees and vegetation must be incorporated into the landscaping or back gardens;
- SuDS must be locally distinctive, designed in consideration of landform and integrated within open space and public realm design. Standardised interventions such as basins and piped solutions are to be avoided.
- Green spaces must therefore include amenity such as rain gardens and bio-swales to support sustainable drainage on site; and
- Permeable surfacing that retains movement for all users and is in-keeping with the rural character must be used for all surfaces.

4.3 Site NA02: Land at Perins School, Pound Hill

4.3.1 Site Opportunities and Constraints

- The location and visibility of possible access to the site is reduced owing to the abundant trees along Bridge Road. Furthermore, access onto the site should be spaced appropriately away from the entry point onto De-Lucy Avenue;
- Existing road infrastructure may need upgrades to accommodate increased traffic flow and ensure pedestrian and cyclist safety, especially for children, as the site is adjoining a school and is surrounded by residential properties;
- The site is partially covered by the Conservation Area, which imposes constraints to the building layout, design and materials, alternations to the existing vegetation and other restrictions;
- The eastern edge is lined with trees and dense vegetation creating a natural buffering with Perins School. This imposes additional constraints on the layout of properties;
- There is an opportunity to introduce back gardens and a communal car park to the eastern edge of the site that would not threaten the existing trees and adjoining school grounds;
- There is an opportunity to enhance pedestrian connectivity along the site boundary and Bridge Road, integrating recreation, rest areas, and SuDS while preserving tree roots and landforms;
- The site's northern boundary falls within the Conservation Area and features dense trees and vegetation that bounds the route along The Avenue. This vegetation should be retained to support an appropriate relationship between the Conservation Area and the development; and
- The northern edge of the site is also in close proximity to a medium pressure gas pipe easement. While this does not fall within the site boundary, use of green space should also be considered in response to this constraint.



F.47 View of the site with substantial greenery along its eastern edge.



F.48 View of the site's edge conditions along Bridge Road.



F.49 Site NA02 constraints map (source: Emapsite).



F.50 Site NA02 opportunities map (source: Emapsite).



F.51 Site NA02 indicative layout map (source: Emapsite).

4.3.2 Site NA02: Design Guidance and Codes

Built Form & Settlement Pattern

- Proposals should include dwelling arrangements that conform with the prevailing linear settlement pattern and regular building lines within the immediate context;
- Buildings should be located away from the eastern and northern edges, which are constrained by dense tree cover along these edges. Back gardens could be oriented towards these edges with buildings placed away from the existing trees, which tend to be aligned with the site boundary;
- Building setbacks should harmonise with the immediate context of approximately 4m metres from the proposed access route;
- Proposals for development could consider the introduction of a taller and more prominent building facing the access point to create a positive visual feature for pedestrians walking by;

- Higher density building typologies such as apartments and terraced houses could be appropriate in order to maximise development potential on the site. However, these should be appropriately scaled, inferring from the dimensions of similar typologies within the immediate context;
- Considering landform and the location of existing tree cover around the site, a green space could be created along the site’s western edge. This could provide environmental improvements along Bridge Road, soften the presence of larger buildings, better integrate existing vegetation, and provide sustainable drainage.



F.52 Street trees, which should be retained where possible, along Bridge Road.

Proposed Use	Area (Ha)	Percentage
Residential	0.18	53
Open space:	0.25	37
Informal space (landscaping and SuDS)	0.25	100
Road and access infrastructure	0.04	10
Approximate yield	12 dwellings at 30 dph	

F.53 Land use and approximate yield for indicative layout.

Access & Movement

- The singular access route should be discreetly designed as a shared space. It should enable access for cars and emergency vehicles while prioritising the needs of pedestrians;
- A pedestrian green link could be provided within the a green space along Bridge Road. This would contribute to improved active travel along this key route linking with The Avenue.
- Permeable surfacing that retains movement for all users and is in-keeping with the rural character should be used for any surface materials; and
- On-plot parking should be provided to the side of the dwellings where possible. Parking for terraced and apartment buildings should be provided to the rear of the buildings or provided through dedicated on street parking that is set away from the main carriageway. The visual impact of on-street parking should be softened with appropriate landscaping and planting.

4.3.3 Design Codes

- New development must not have a negative impact on the Conservation Area. The design, form and layout of the buildings should be complementary, with appropriately scaled buildings and materials that complement the wider setting;
- Pedestrian safety along the site must be a priority, therefore buildings must overlook the public realm. Footpaths must be well-defined and continuous, with clearly marked crossings, good visibility and appropriate street lighting;
- New development must not lead to a loss or damage of existing trees along the site's northern and eastern boundaries.



F.54 Local example of appropriate on-street parking with permeable surfacing.



F.55 Local example of terraced houses demonstrating appropriate scale and massing for this typology.

4.4 Site NA06: Land adjacent to Arlebury Park

4.4.1 Site Opportunities and Constraints

- Site access is a key constraint to development. Entry into the site is solely provided by a narrow lane linked to The Avenue. Further access into the development area within the field is possible at its southwesterly-most corner;
- The width of the access route is approximately 3.3m, which is insufficient to accommodate the multi-directional vehicular movement necessary for a site of this size. This constraint is further compounded when considering the potential development of the adjacent site NA09;
- While not designated, the land lies in close proximity to Alrebury Park which carries significant local heritage value;
- The original boundary of Arlebury Park is demarcated by a historic flint stone wall which also marks the southernmost boundary of the site. This wall must be preserved and integrated into the designs of any development proposals;
- The site shares its southern boundary with the Conservation Area; therefore, any development must be sensitive to the site's immediate heritage context;
- In its current form, the site offers expansive countryside to its northwest. As such, three key views are located within the immediate vicinity of the site. To protect these views, development should be limited to 1-1.5 ha, located to the east of the site¹;
- Tall and mature trees define the eastern and southwestern boundaries of the site, contributing to its natural edge conditions. These present an opportunity to be expanded to screen the site, however trees alone should not serve as development buffering;
- A TPO site along The Avenue is located to the site's southern boundary; and
- A medium-pressure gas pipe runs along the site access route with an easement encroaching onto its western boundary.

¹ See AECOM's New Alresford Site Options and Assessment Report. P.30)



F.56 View of Alrebury Park Cottage close to NA06.



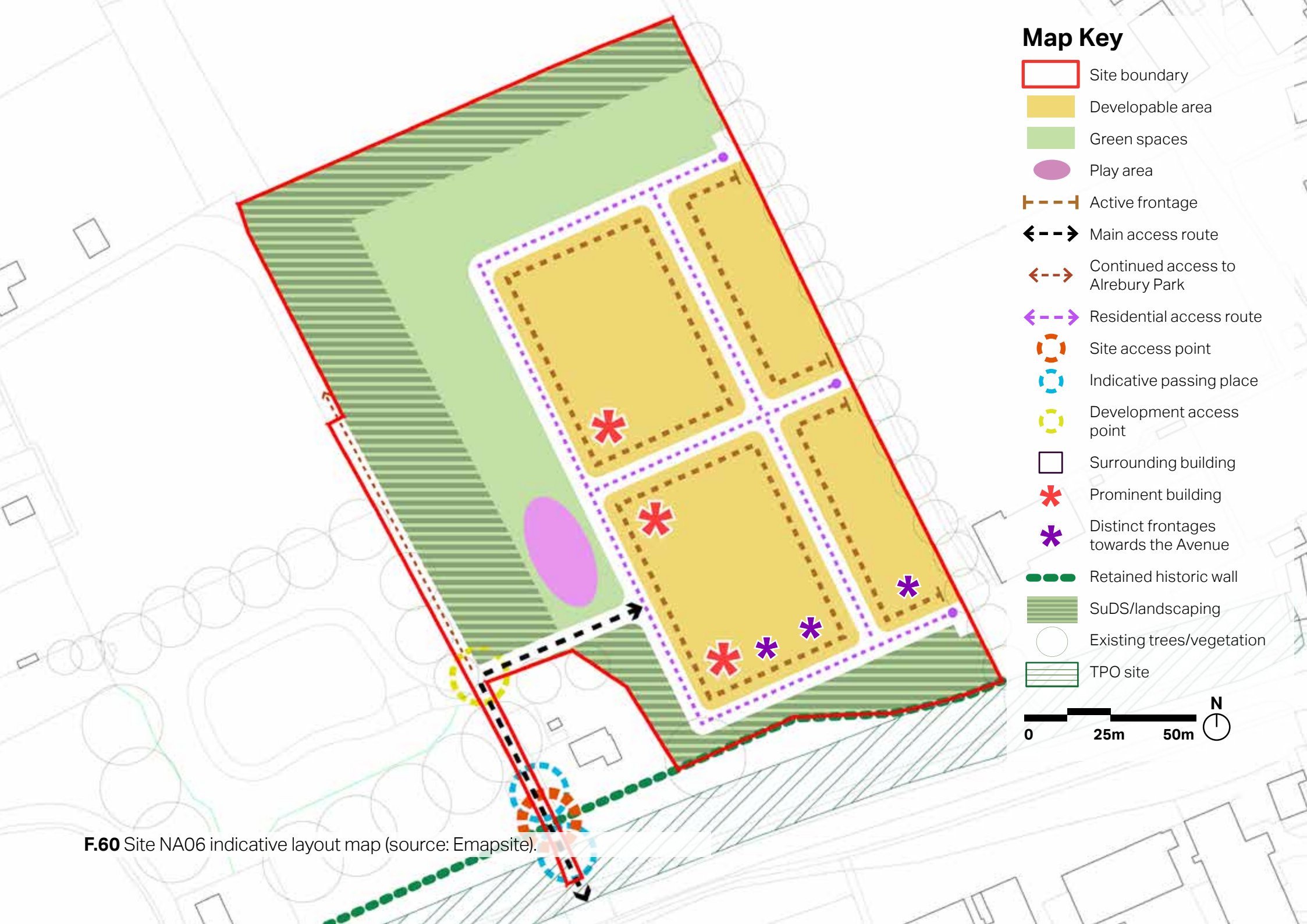
F.57 Site access from the The Avenue.



F.58 Site NA06 constraints map (source: Emapsite).



F.59 Site NA06 opportunities map (source: Emapsite).



F.60 Site NA06 indicative layout map (source: Emapsite).

4.4.2 Site NA06: Design Guidance & Codes

Built Form & Settlement Pattern

- Proposals should consider a range of residential typologies, including detached houses, townhouses, semi-detached houses and terraces;
- There is greater scope for variation in building heights on site. However, these should be limited to 2.5 storeys;
- Taller dwellings, such as townhouses, should be positioned along the southern edge of the site, facing The Avenue and adjacent pathways, with building lines and orientation aligned with existing dwellings for a cohesive streetscape;
- Developments should consider a rational and permeable layout with building setbacks of at least 4m to preserve long distance views of surrounding countryside from The Avenue in between dwellings;
- Development blocks should be designed to provide active frontage and natural surveillance of the public realm, including streets, green spaces and play parks;

- Developments should consider the design of dwellings located at the corner of development blocks. Designs should include more prominent buildings with two principal elevations and distinct architectural features to enhance the visual interest at street corners;
- Layouts should retain a significant area of green space along the site’s western boundary in order to retain views of surrounding landscape and of Arlebury Park.
- Substantial green spaces should therefore be provided for along the western and northern edge of the site.



F.61 Local example of appropriately scaled town houses that could be appropriate for this site.

Proposed Use	Area (Ha)	Percentage
Residential	1	38
Open space	1.2	49
Play area	0.02 approx.	1.55
Informal space, landscaping, and SuDS	1.18	98.45
Road and Access Infrastructure	0.35	13
Approximate yield	39 dwellings at 39 dph	

F.62 Land use and approximate yield for indicative layout. Dph calculated by only considering a developable are of 1-1.5ha that to retain existing landscape views.

This would help accommodate the gas pipe easement and transition developed areas within the open landscape;

- These areas should also include sufficient landscaping made up of low lying planting, as well as sustainable drainage interventions to account for landform and elevation changes;
- Similar landscaping should be included in the green space buffer that is necessary between the flint wall and the dwellings fronting the Avenue.

Access & Movement

- Street designs should consider shared spaces with surfacing materials appropriate for the site's more rural location;
- Additional pedestrian-only routes should be included to allow movement through any proposed green spaces and play parks; and
- On-plot parking should be provided for all dwellings. However, any necessary visitor parking could be provided on-street, provided that spaces are located in clear view of surrounding dwellings.

4.4.3 Design Codes

- Proposals must preserve the flint stone wall marking Arlebury Park's original boundary, with a sufficient green space buffer between the wall and dwellings;
- All existing trees and greenery must be preserved, including the dense vegetation along the site's eastern edge. Development should be designed to complement this vegetation, either by facing it with an adequate landscaped buffer or integrating it through back gardens;
- Any play park must be located within green space, where overlooked by properties, avoiding the gas pipe easement; and
- Proposals must include passing places along the access route from The Avenue. These must be located either side of the existing flint stone wall as has been accepted previously by the local highways authority.



F.63 Example of dwelling positively addressing the Arlebury Park wall.



F.64 View of TPO designated trees along The Avenue and the Arlebury Park wall.

4.5 Site NA07: Land off Drove Lane

4.5.1 Site Opportunities and Constraints

- The site constraints suggest a single access point from B3047, which would require careful consideration of road connectivity, visibility splays and potential improvements to existing road infrastructure to ensure traffic safety and accommodation for cyclists and pedestrians;
- The site adjoins an SSSI zone which follows the watercourse of Rivers Itchen and Alre. The site is covered by the SSSI impact zones (50m and 50-100m), which impose additional constraints. Development within 50m of an SSSI is typically highly restricted or prohibited, while development in the 50m–100m is usually subject to strict conditions;
- Rivers Itchen and Alre are surrounded by low and medium flood risk zones, which cover a substantial part of the site. Construction is prohibited in flood risk zones, whereas construction near these zones should be carefully regulated and planned to minimise potential risks;
- There are existing long views from the site extending westwards which look onto the SSSI and the South Downs;
- There are existing properties adjoining the site with their back gardens, which currently benefit from the long distance views onto the green open space;
- The site is adjoining a strip of large trees and surrounded by hedgerows and other vegetation. There is a high level of protection over the existing vegetation contained within the boundary of the South Downs;
- The site is adjoining Drove Lane to the northeast. Drove Lane is a rural lane under the national speed limit. This lane leads to a very popular walking pathway for the residents that leads to New Alresford's town centre; and
- The site is bounded by the Watercress Way to the south. Proposals should consider the relationship between development and connectivity to this popular countryside walking route.



F.65 View at the southern part of the site from Drove Lane.



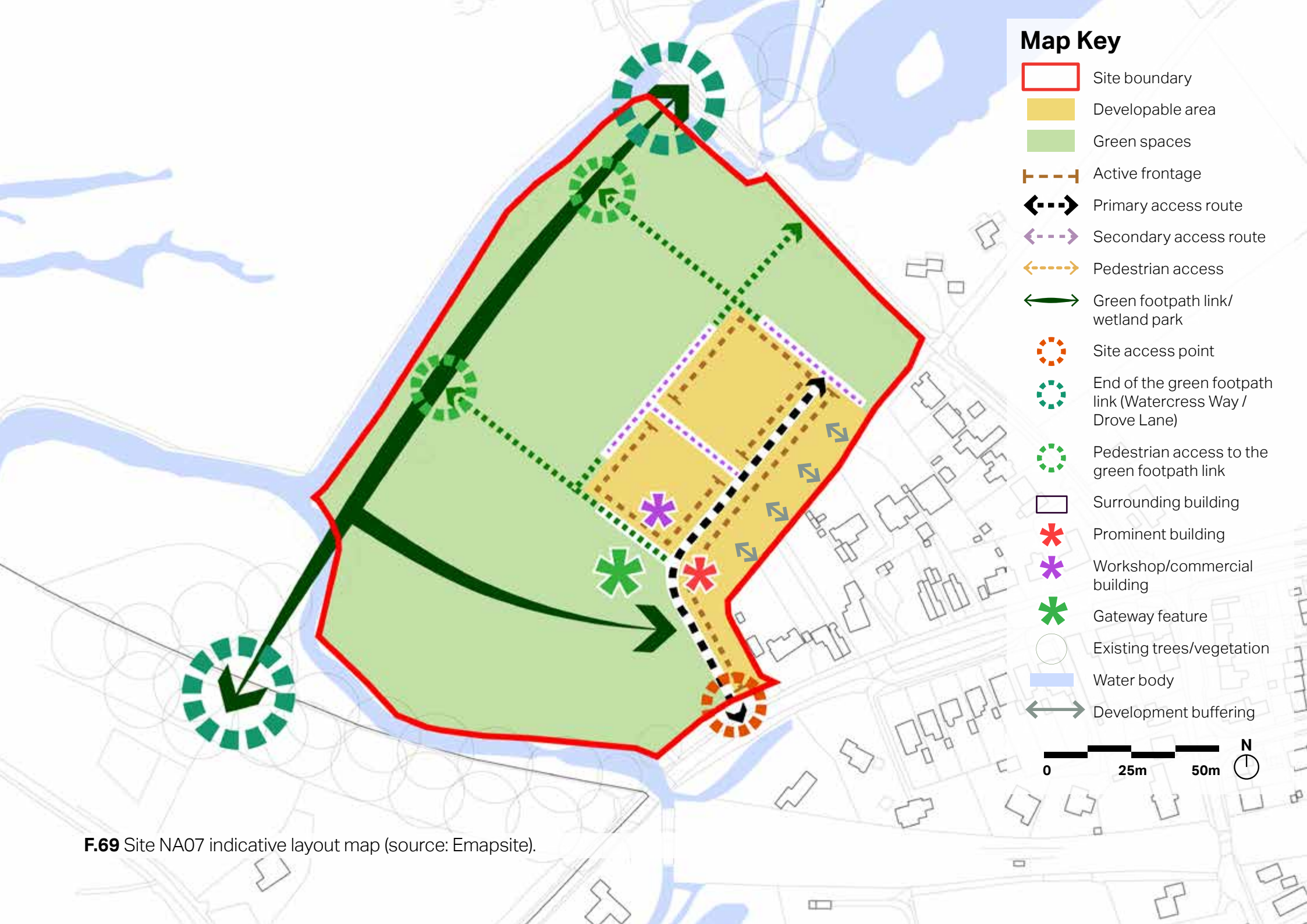
F.66 View at the western part of the site from Drove Lane.



F.67 Site NA07 constraints map (source: Emapsite).



F.68 Site NA07 opportunities map (source: Emapsite).



F.69 Site NA07 indicative layout map (source: Emapsite).

4.5.2 Site NA07: Design guidance & codes

Built Form & Settlement Pattern

- Dwelling and street layouts should make efficient use of land, while allowing gaps between buildings in order to retain long distance views onto the South Downs and the River Itchen;
- Buildings should be located away from the flood risk zone. Due to the seasonal flooding and the nature of the site, new development, including individual dwellings, should incorporate SuDS;
- The areas within the flood risk zone and adjoining the SSSI should be utilised as an open green space. Given the substantial flood risk, the space could act as a “sponge” with appropriately design sustainable drainage.
- Dwelling arrangements should include building frontages that positively address green spaces and open countryside. Furthermore, proposals could consider “repairing” the settlement edge to the site’s southeast which currently features the rear of dwellings along Meadows End. This could be

achieved by delivering building fronts along the proposed access route with a clear active frontage facing open countryside.

- Building typologies could include a mix of detached, semi-detached and terraced homes to maximise the development potential. Also, a building for office/workshops could be incorporated as a landmark feature and primary frontage for development.



F.70 Wetland park example with integrated pedestrian routes. Elsewhere in the UK. Source: <http://letstalk.enfield.gov.uk/blueandgreen/widgets/18576/photos/4338>

Proposed Use	Area (Ha)	Percentage
Residential	1.1	18
Open space	4.9	79
Wetland/nature trail	3.9	80
Informal space (landscaping and SuDS)	1	20
Road and Access Infrastructure	0.28	3
Approximate yield (residential)	27 dwellings at 25dph	
Approximate yield (Commercial)	250 square meters	

F.71 Land use and approximate yield for indicative layout. Dph calculated by only considering the developable area beyond the flood risk zone.

- Proposals for development could consider the introduction of a green “landscaped gateway” feature bounded by prominent building fronts along the proposed access route with a clear active frontage facing open countryside.
- Building typologies could include a mix of detached, semi-detached and terraced homes to maximise the development potential. Also, a building for office/workshops could be incorporated as a landmark feature and primary frontage for development.
- Proposals for development could consider the introduction of a green “landscaped gateway” feature bounded prominent building fronts.

Access & Movement

- The main access route should be designed to sustain multi-directional vehicular movement and connect to residential access routes. The latter should be minimally designed to enable movement for only a few vehicles and pedestrians;
- Proposals should consider a wetland park within the flood risk zone to the north. This should also include a pedestrian link between the Watercress Way and Drove Lane that is fully accessible to the public;
- Layouts should allow for pedestrian permeability with multiple routes between buildings that also provide onward access to Drove Lane.
- Proposals could include a mixture of separate pavements and access routes that act as shared spaces for pedestrians and cyclists;
- Permeable surfacing that retains movement for all users and is in-keeping with the rural character should be used for any surface materials; and
- On-plot parking should be provided for individual dwellings and placed to the side of properties. Parking for terraced buildings should be provided to the rear of the building or integrated with any on-street parking.

4.5.3 Design Codes

- Developers must ensure that no harm is caused to the protected site (SSSI) or its features. Mitigation measures must be taken to ensure that the construction does not indirectly affect the SSSI (e.g., through pollution, noise, or water);
- Due to the proximity of flood zones, green spaces must include SuDS such as rain gardens and bioswales that appropriately consider land form.
- New development must not lead to a loss of any mature trees that are located around the edge of the site. The vegetation contained within South Downs National Park must not be threatened by the development and its construction.



F.72 Office unit with appropriate materiality for a rural location. Elsewhere in the UK. Source: <https://find-an-architect.architecture.com>



F.73 View at the entrance to Drove Lane, framed by rich vegetation.

4.6 Site NA08: Land on east side of Bridge Road

4.6.1 Site Opportunities and Constraints

- The land east of Bridge Road is a small infill site which is limited to two small viable development areas either side of two newly constructed dwellings;
- These viable development areas are spatially constrained, with an approximate depth of between 13m-23m, which will limit the available garden space to the front and rear of any dwellings;
- The setback of existing properties ranges between 2 and 3.5 metres;
- Access is heavily reliant on a narrow track stemming from Bridge Road. This can only accommodate cars passing in one direction;
- There is an overhead cable and telegraph post that intersects with the access point along Bridge Road. This may require intervention to improve visibility and access for construction vehicles;
- Along the access route, there is a series of trees and hedgerows which delineate the boundary with the Perins School playing fields;
- There is a small area close to the access point for Bridge Road which is currently occupied by existing allocated parking for other nearby dwellings. These will not be available to new dwellings on site which will likely require on-plot parking; and
- Located to the east of the site is a now disused scout hut which will need to be removed in order to maximise the development potential on the site.



F.74 Access point and route into the site.



F.75 Scout hut located to the east of the site.

Map Key

-  Site boundary
-  Scout hut
-  Existing tree
-  Existing building
-  Contour lines (2m)
-  Preferred access
-  Overhead cable



F.76 Site NA08 constraints map (source: Emapsite).

Map Key

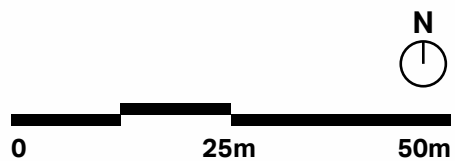
-  Site boundary
-  Scout hut
-  Existing tree
-  Existing building
-  Contour lines (2m)
-  New frontages
-  Preferred access
-  Opportunity for loose, permeable surfacing that supports drainage
-  Frontages that positively address access street



F.77 Site NA08 opportunities map (source: Emapsite).

Map Key

-  Site boundary
-  Developable area
-  Active frontage
-  Main access route
-  Site access point
-  Surrounding building
-  Existing trees/vegetation



F.78 Site NA08 indicative layout map (source: Emapsite).

4.6.2 Site NA08: Design Guidance & Codes

Built Form & Settlement Pattern

- Buildings should conform to the scale and mass of adjacent buildings. These should be seen as a maximum and any new dwellings should not exceed these overall building footprints and heights;
- New dwellings should form a consistent building line to maintain clear visibility along the access route while maximising development potential, particularly for dwellings located to the west of the site. Therefore, the minimum setback should be at least 2 metres from the edge of the street;
- Setbacks and defensible spaces should also be appropriately designed to maximise security and maintain privacy. Soft boundary treatments should be used to enhance security and the environmental qualities of the streetscape;
- Such an approach could also provide any proposed dwellings to the east of the site a greater setback and front garden space;

- The roofline of proposed developments should be consistent with existing adjacent dwellings. Proposals should include pitched roofs with gable dormers for an additional storey; and
- Proposals should include soft boundary treatments and sufficient levels of soft landscaping to avoid excessive levels of hardstanding throughout the site.

Access & Movement

- The access route into the site should be considered a shared space that allows for both vehicular and pedestrian movement;



F.79 Area of development viable land on-site.

Proposed Use	Area (Ha)	Percentage
Residential	0.13	71
Open space	0	0
Road and Access Infrastructure	0.06	29
Approximate yield (residential)	5 dwellings at 25dph	

F.80 Land use and approximate yield for indicative layout.

- Surfacing should reflect New Alresford's rural location, using porous materials that preserve the informal and rural feel of the site;
- The choice of porous surface materials should retain necessary accessibility for those with reduced mobility, including wheelchair users as well as people using buggies; and
- Proposals should seek to improve visibility at the junction with Bridge Road for vehicles. This could require the repositioning of the telegraph pole located here.

4.6.3 Design Codes

- Dwellings must be limited to 1.5 storeys, opting for chalet style, detached houses or bungalows;
- Proposals must make efficient use of the limited space available while still providing on-plot parking spaces. Therefore, driveways must be located to the side of dwellings; and
- Development must not lead to a loss of surrounding green infrastructure including mature trees bounding the site, as well as any hedgerows bounding the access route.

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F.81 Appropriate on-plot parking to the side of the dwelling.

4.7 Site NA09: The Spinney Caravan Site

4.7.1 Site Opportunities and Constraints

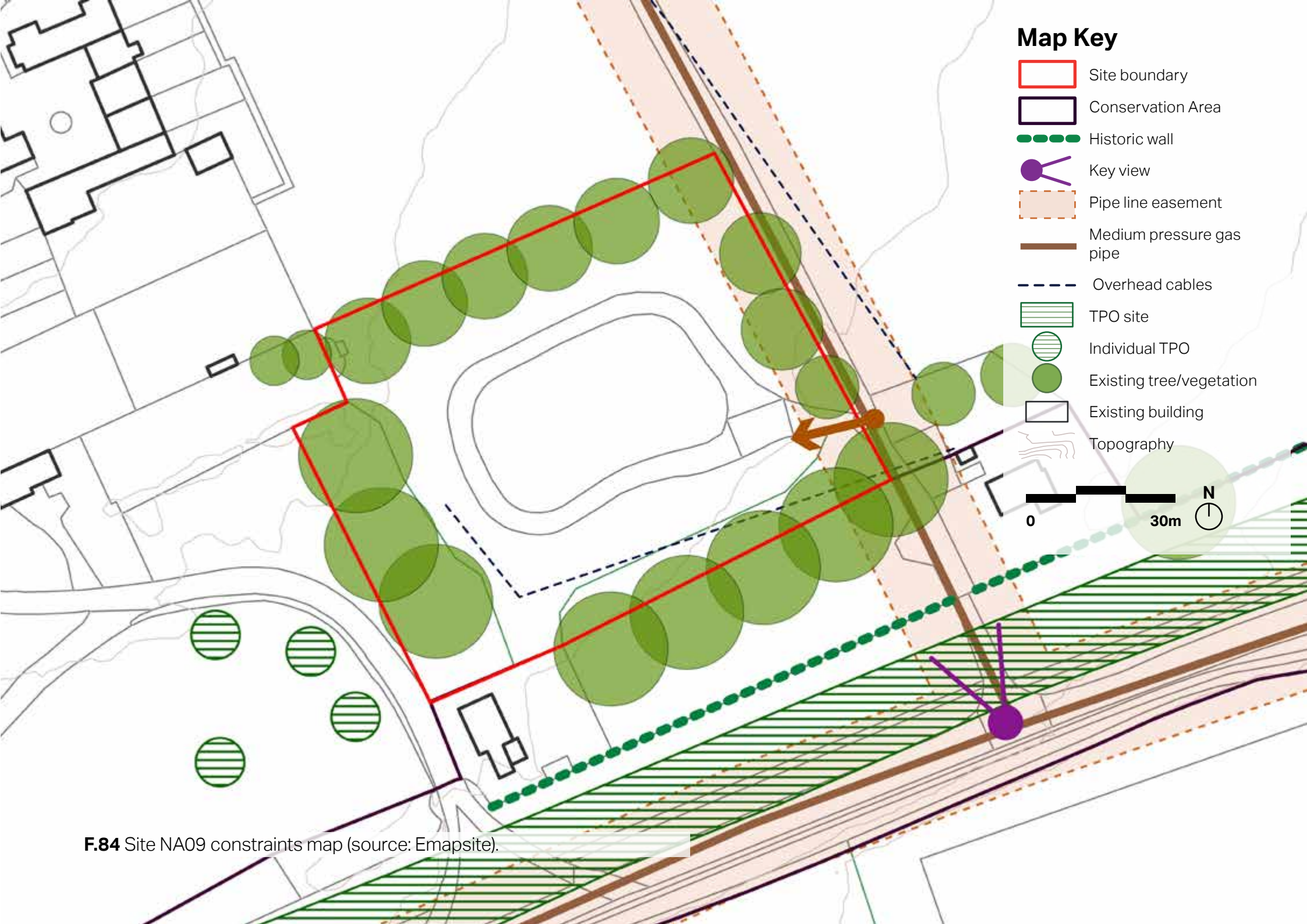
- Access onto site NA09 is a major constraint for vehicles. The existing access road linking the site with The Avenue lies beyond the site boundary and will require the introduction of passing places to enable two-way vehicular movement and access onto the site;
- The introduction of passing places will need to consider the historic wall delineating the boundary of Arlebury Park (which the site is located within);
- Presence of a medium pressure gas pipe with a potential easement of 12m (plus pipe diameter) that extends into the site boundary;
- Overhead cables run close to the southern and western boundary of the site;
- A Neighbourhood Plan designated viewpoint is located at the junction of the private access road and The Avenue. However, development is unlikely to interfere with this;
- The site is surrounded by dense vegetation, including multiple mature trees that make up the site boundary edge;
- The site is predominantly green open space, which remains undeveloped, presenting an opportunity for landscaping and SuDS incorporation. SuDS for public spaces should be designed to accommodate tree root protection areas and existing landforms, ensuring sustainable drainage without compromising natural features;
- Beyond the site boundary are multiple TPOs, four of which are located in the field immediately to the west of the site. Additionally, there is a TPO site capturing the long expanse of mature trees that line The Avenue; and
- The Conservation Area boundary is shared with the site's southern edge. While not within the Conservation Area, the site will need to consider the wider heritage impact of any proposed development.



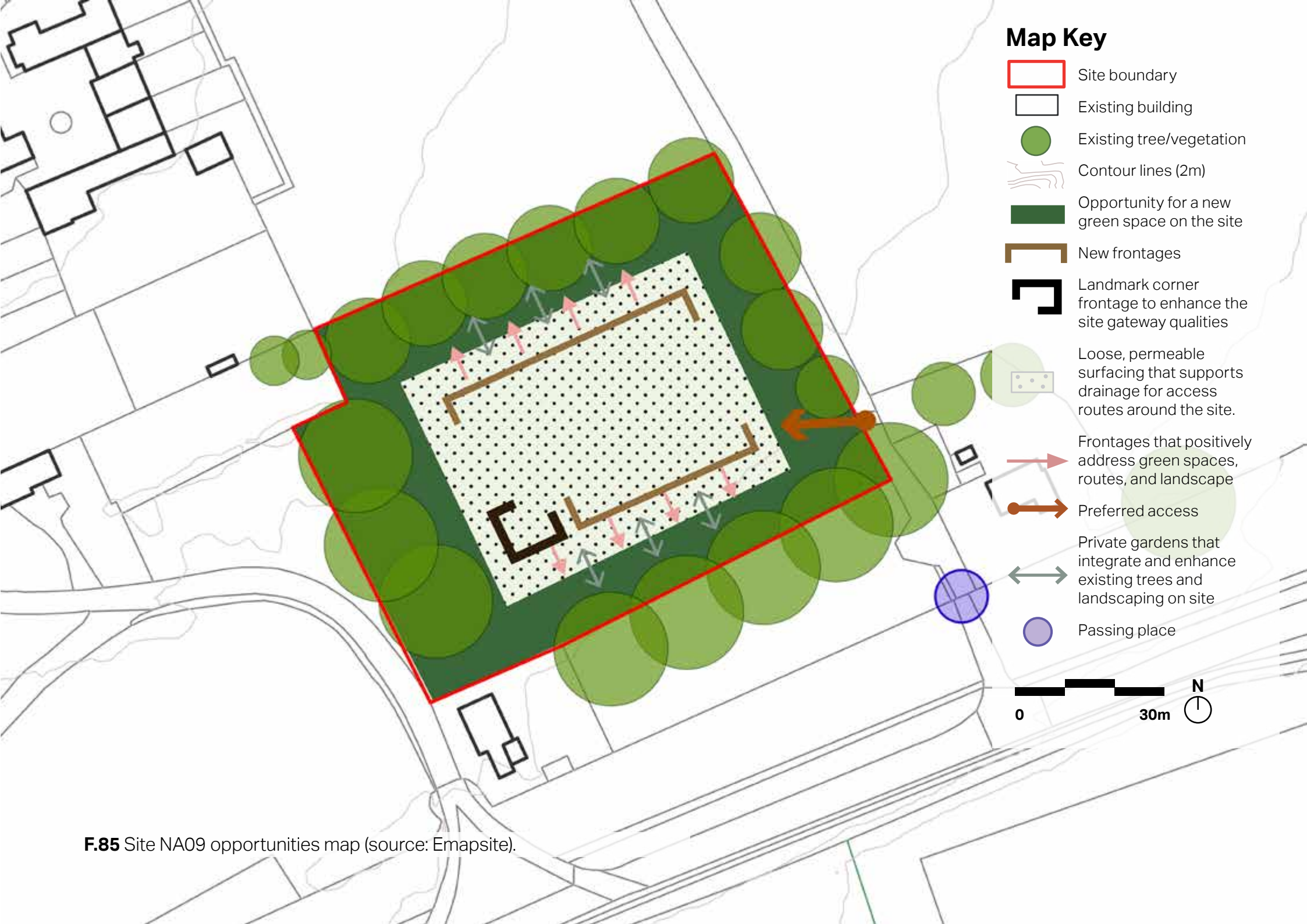
F.82 Trees and overhead cable along the site's southern edge.



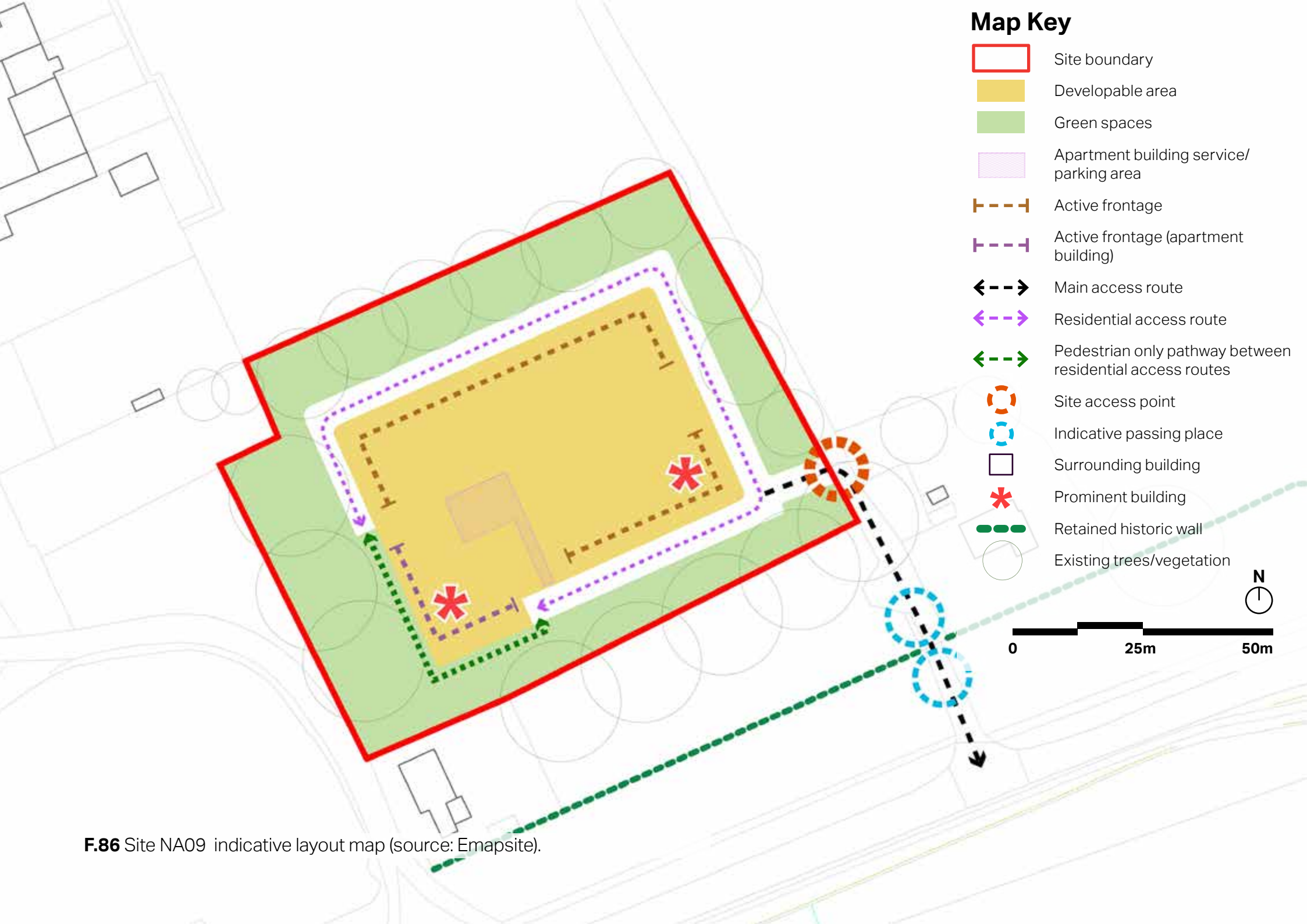
F.83 Site access point along the shared route with site NA06.



F.84 Site NA09 constraints map (source: Emapsite).



F.85 Site NA09 opportunities map (source: Emapsite).



F.86 Site NA09 indicative layout map (source: Emapsite).

4.7.2 Site NA09: Design guidance & codes

Built form & Settlement Pattern

- To make efficient use of land, developments could consider an arrangement of dwellings that front onto and positively addresses the Avenue and surrounding countryside;
- Within such an arrangement, an appropriate landscape buffer would be needed to buttress development from the existing mature trees and flint wall that make up the site’s edge conditions;
- This landscape buffer should include SuDS along northern and western edges, taking into account the site’s topography. These should be well integrated into the public realm design;
- Proposals for development could consider the introduction of larger and more prominent buildings (including an apartment building) in prominent locations such as the access point and the southwestern corner of the site;
- The scale and form of prominent buildings could allow for greater bulk and scale to reinforce the gateway features in these locations;

- Building typologies could include a mix of semi-detached and terraced housing, as well as apartments to maximise the development potential of the site; and
- Any proposed apartment building should include façade treatments and fenestration that reduces the visual perception of the bulkiness associated with this building typology.

Access & Movement

- Access routes should be minimally designed while allowing for appropriate vehicular access to necessary parking. Routes should also be designed to allow for ambulatory or other larger service vehicles to easily access the site;



F.87 Local example of a two storey apartment building with parking access to the rear.

Proposed Use	Area (Ha)	Percentage
Residential	0.30	39
Open space	0.37	47
Informal space (landscaping and SuDS)	0.23	100
Road and Access Infrastructure	0.11	14
Approximate yield	17 dwellings at 22dph	

F.88 Land use and approximate yield for indicative layout.

- Owing to the small number of dwellings the site is likely to accommodate, proposals could include access routes that act as shared spaces, forgoing the need for dedicated pavements;
- Access routes should reflect the rural location and feel of the site and avoid hardstanding. Permeable surfacing that retains movement for all users should be a primary consideration for any surface materials;
- On-plot parking should be provided for individual dwellings and placed to the side of properties. Parking for apartment buildings should be provided to the rear of the building or integrated with any on-street parking and be located close to the building; and
- Dedicated visitor parking provision should be provided along residential access routes. Parallel spaces should feature no more than two consecutive spaces broken up by vegetation such as low-lying planting or trees.

4.7.3 Design Codes

- New development must not lead to a loss of any mature trees that are located around the edge of the site;
- These trees must be incorporated into surrounding green spaces;
- Green spaces must include sustainable drainage solutions that include native species within interventions such as rain gardens, bio-swales and soak-aways;
- Proposals must include viable passing places along the private road that links the site with The Avenue. New passing places must not lead to the loss or alteration of the historic wall around Arlebury Park;
- Communal parking for any proposed apartment building must be well concealed and set behind the building in order to avoid visually degrading public spaces.



F.89 Existing site conditions and trees that should be retained to screen new developments.



F.90 View of the Arlebury Park wall to the south of the site.



5

DELIVERY

5. Delivery

5.1 How to Use This Report

This report sets out an evidence base for the new Alresford Neighbourhood Plan and it is recommended that the guidance and codes are embedded within the forthcoming plan as policy. As well as providing certainty to the local community, the design guidance and codes in this report should give more certainty to developers, as they will be able to design a scheme that is reflective of community aspirations.

Applicants should also note that housing developments of any size should strive to achieve carbon neutrality in line with the Government’s future homes and building standard. Further standards on residential developments should also be obtained from Building for a Healthy Life, a government-endorsed industry standard for well-designed homes and neighbourhoods.

What follows is a list of actors and how they will use the design guidelines:

Potential users	How they will use the design guidance and codes
Applicants, developers, & landowners	As a guide to the community’s and the local planning authority’s expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local planning authority	As a reference point, embedded in policy, against which to assess planning applications. The guidance and codes should be discussed with applicants during any pre application discussions.
Neighbourhood Forum	As a guide when commenting on planning applications, ensuring that the guidance and codes are complied with.
Local community organisations	As a tool to promote community-backed development and to inform comments on planning applications.

F.91 A list of potential users of this report and how they will apply the design guidance and codes.

