

NEW ALRESFORD KEY VIEWS ASSESSMENT

November 2025



Key Views Assessment

New Alresford

November 2025



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New Alresford Town Council
Recreation Centre
The Avenue
New Alresford
Alresford SO24 9EP

United Kingdom

www.newalresford-tc.gov.uk

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Introduction

- 2.1 Troy Planning + Design have been commissioned by New Alresford Town Council to undertake a Key Views Assessment in support of the Neighbourhood Development Plan and to inform Development Management policy decisions.
- 2.2 This report will begin by setting out the relevant planning and landscape context for New Alresford, including parish characteristics and local and national planning policies. Informed by an assessment of this background information and best practice guidance, it will then present view types within which the key views are identified.
- 2.3 The report concludes by recommending which identified key views across the Parish should be protected, and used to inform policies and guidance in the Neighbourhood Plan as appropriate.
- 2.4 The Methodology and supporting background evidence is included in the appendices.

Assessment Purpose and Approach

- 2.5 Commissioned by New Alresford Town Council to provide further information in support of the Neighbourhood Development Plan this assessment is designed to undertake two key processes that seek to:
 - Fill a gap in local evidence to support development management and policy decisions for the Parish.
 - Identify characteristic key views within the Parish and its immediate setting that relate to landscape evidence and reflect landscape character and views valued by the local community.
- 2.6 The assessment has gathered and appraised published evidence about local landscape and views. This has been used to identify important or characteristic 'key' views for the Parish.
- 2.7 This desktop review has been supported by a Zones of Theoretical Visibility (ZTV) analysis, fieldwork and consultation with the Parish. The views have been classified into types and each key view and its characteristics has then been described and shown on a plan. The review of key published evidence includes:

Landscape Background

- Winchester Landscape Character Assessment (2022)
- New Alresford Landscape Sensitivity Appraisal (2013)
- Hampshire Integrated Landscape Character Assessment (2010)
- Hampshire Historic Landscape Assessment (1999)
- South Downs Integrated Landscape Character Assessment (2020)

Planning Background

- NPPF (2023) para 174 (a) and 144
- Winchester Local Plan (adopted and emerging)
- Winchester Local Plan Part 1 – Joint Core Strategy (2013)
- Winchester Local Plan Part 2 - Development Management and Site Allocations (2017)
- New Alresford Conservation Area Technical Assessment (2001)
- Neighbourhood Plan Engagement Reports
- New Alresford Design Statement (2008)

Definitions of Terms and Best Practice

- 2.8 The Study has not sought to identify all views or even all important views. With reference to LCA guidance (FN) the Study has used published landscape character evidence to determine 'key' views as those that illustrate or highlight key positive characteristics or experiences of the Parish's landscapes.

Visual Amenity:

- 2.9 'The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through the area'. (GLVIA3)

Visual and Environmental Quality:

- 2.10 Maintaining the aesthetic beauty of the countryside by protecting it from intrusive developments and maintaining its natural character (Campaign to Protect Rural England (CPRE))

Tranquillity:

- 2.11 Refers to a state of peace, calm and serenity free from disturbance from noise or light pollution. CPRE recognises the importance of tranquil spaces for people's mental health and overall well-being, offering places for recreation, relaxation and escape from urban stress.

'Key' View:

- 2.12 A "key view" refers to a specific viewpoint from which the visual impacts of a proposed development are assessed. These views are selected because they are representative of important visual receptors, such as viewpoints from public rights of way, roads, residential areas, or iconic locations.

- The following best practice Best Practice has helped to determine the approach to this Study.
- Guidelines for Landscape and Visual Impact Assessment (IEMA/LI) 2013
- An Approach to Landscape Character Assessment (Natural England) 2014
- Landscape Institute Photography Guidelines (TGN 06/19)

Context

Landscape Context

2.13 This section provides an overview of the landscape and planning context for New Alresford.

Landscape and Parish Character

2.14 The Parish of New Alresford is situated in Hampshire. The landscape character context of the Parish is described below and shown in Figure 1.

2.15 The Parish lies mostly within the Upper Itchen Valley Character Area with a portion to the south east of Bramdean Woodlands. Designed, formal landscapes characterise this valley which has a long history of inspiring, writers, poets and artists.

2.16 Much of the area has retained its rural character, with tranquillity and nature even more valued. The agricultural landscape that surrounds the settlement is still evident and the surrounding watercourses of the valley that accommodate the historic water cress industry informs the local landscape character within the Parish and adds to its character.

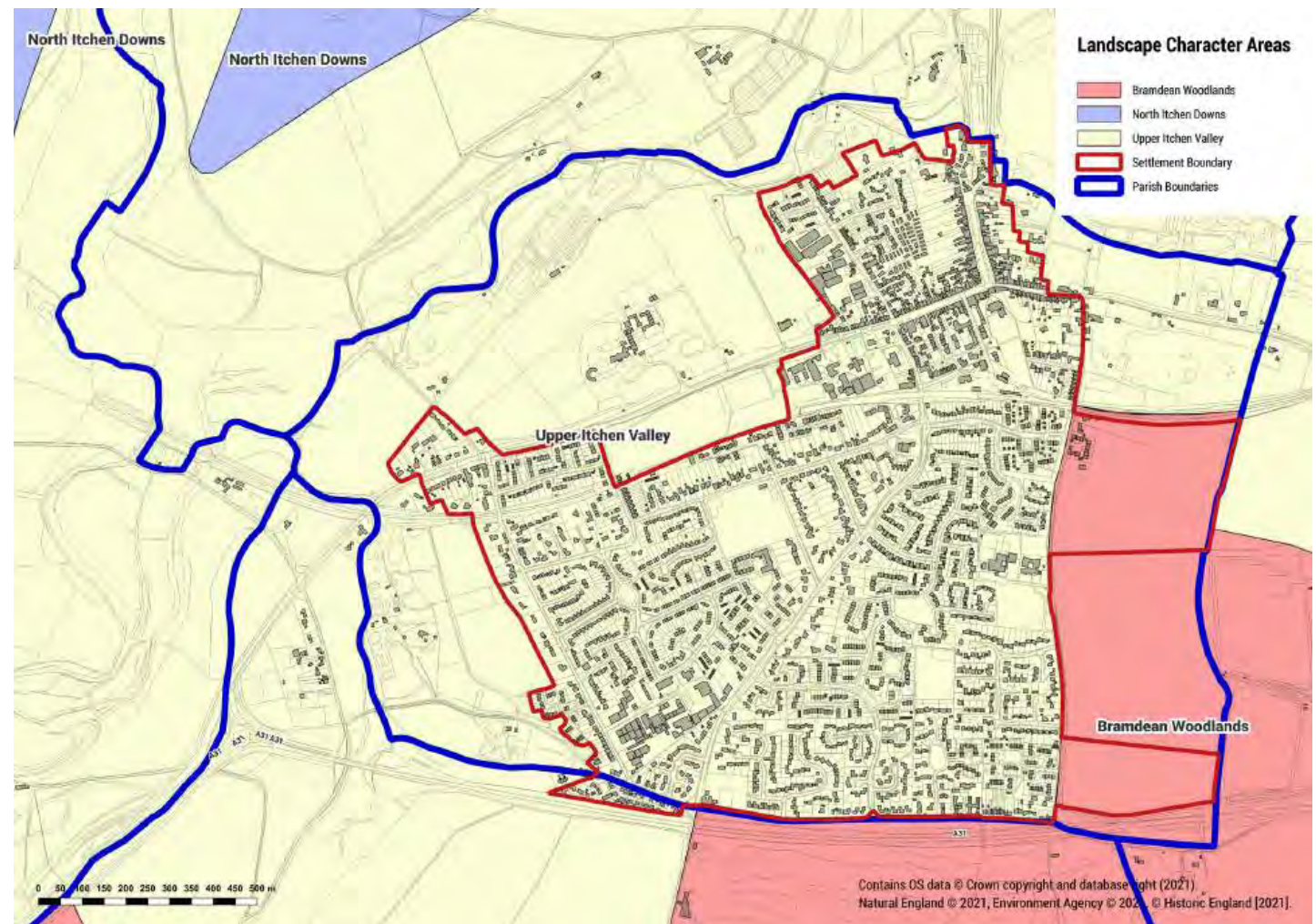


Figure 1: Local Landscape Character

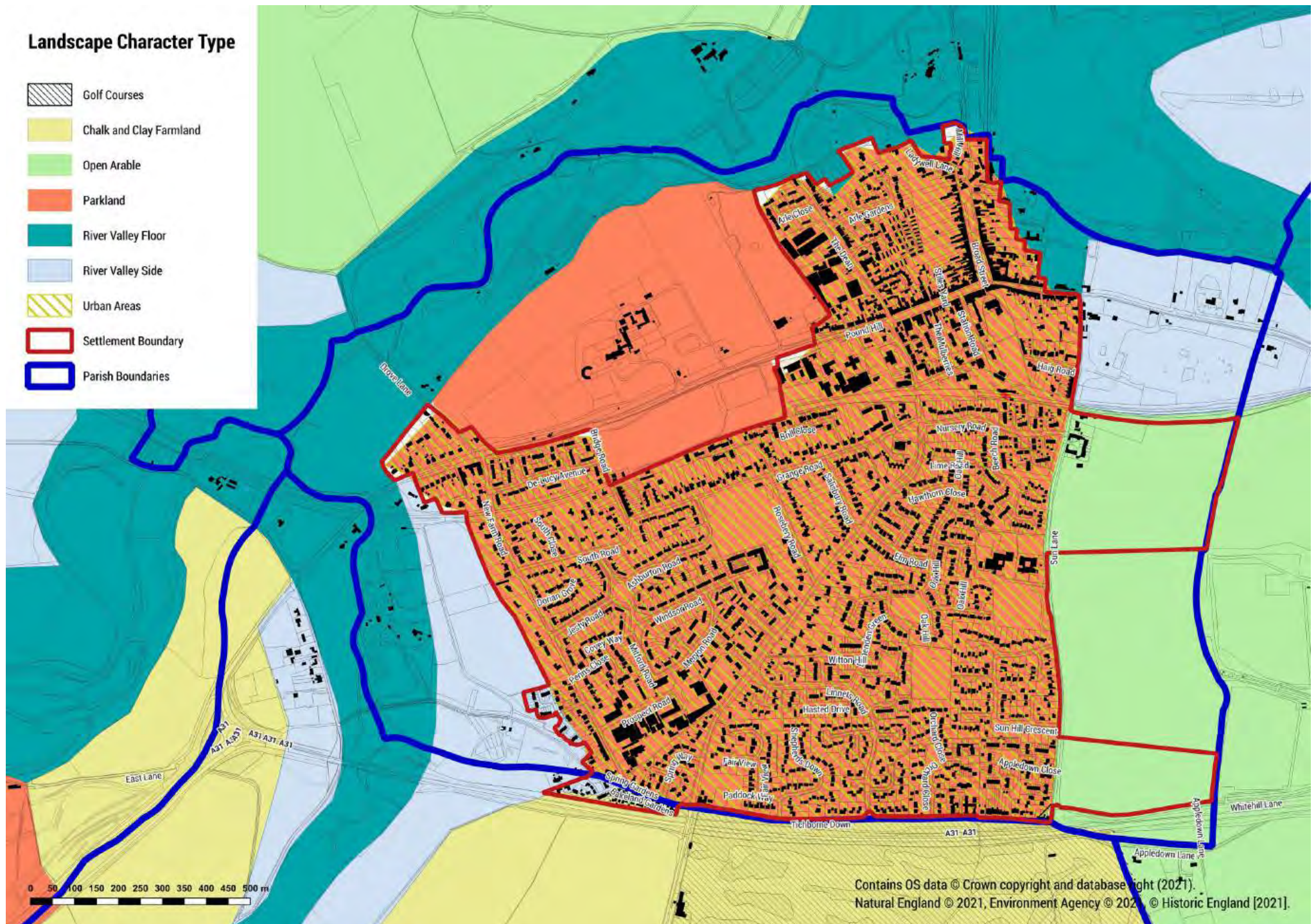


Figure 2: Landscape Character Type

Landform and Topography

- 2.17 Typical of the adjacent South Downs National Park, New Alresford benefits from undulating terrain featuring rolling hills and valleys. Figure 2 demonstrates how the settlement sits predominantly in the valley between Fobb Down and the higher ground towards Bishop's Sutton.
- 2.18 The River Arle, a tributary of the River Itchen contributes to the area's lush and fertile environment. The presence of water meadows around the town, especially along the rivers Arle and Itchen are a notable landform and have provided watercress production as part of the town's local economy and heritage. The river itself is largely inconspicuous in the wider landscape, but plays an important role contributing to sense of place within the village. Watercress meadows are associated with the river floodplain, particularly in the north and west of the parish and Old Alresford Pond in the north.
- 2.19 The underlying chalk geology is characteristic of the South Downs and supports a rich variety flora and fauna and of grassland species contributing to biodiversity.

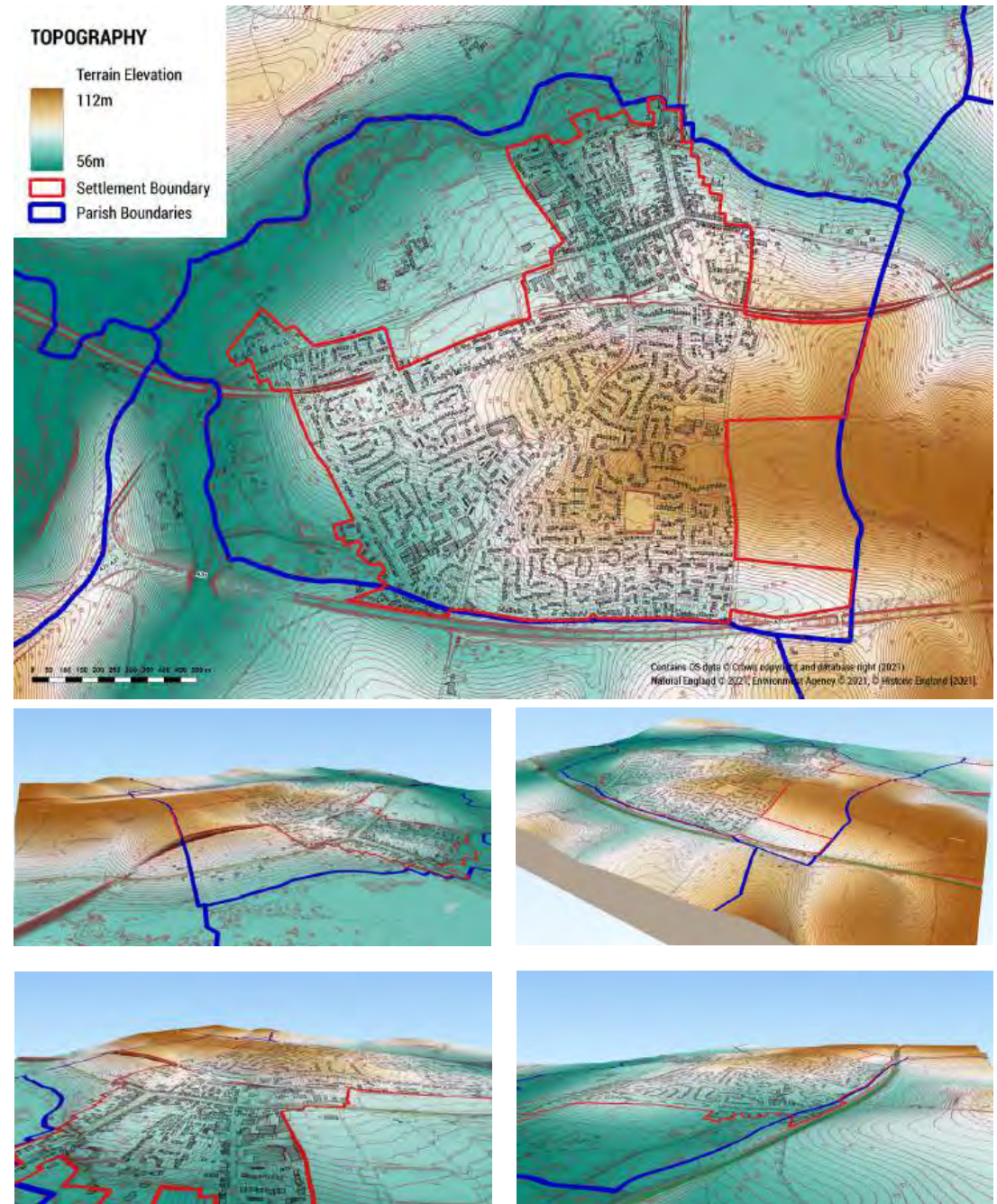


Figure 3: Topography

Historic Evolution of the Settlement

- 2.20 Although evidence has revealed a Romano-British site at Fobb Down at a higher elevation, the historic settlement of New Alresford in the valley was said to have been established south of the river Arle in the 12th century by Bishop Henry of Blois (Bishop of Winchester from 1129 to 1171). He planned and developed the town around 1200 as a market town to stimulate the local agricultural economy and manage land more effectively. New Alresford received its market charter around this period.
- 2.21 Figure 3 demonstrates how the town initially evolved around Broad, West and East Streets. The introduction of the railway in the 19th century brought with it further development around the station and along the primary routes (Broad, West and East Streets) reinforcing this pattern of development which contributes significantly to its character and sense of place. Growth of the town towards the south has been significant during the 20th century, but

limited by the A31 bypass.

- 2.22 The countryside that surrounds the town is predominantly of agricultural land use with fields both mixed in size and uses. A dispersed pattern of farmsteads outside of the settlement core, contributes to its rural character, particularly in the east of the parish.
- 2.23 Historic commons, formal designed landscapes and parklands surrounding nationally important historic buildings contribute to both the character and wildlife of the parish.



Figure 4: Evolution of the Settlement

Key Views

2.24 The following key views have been identified. Each is shown on a plan with an image and their characteristics described.

View Classification

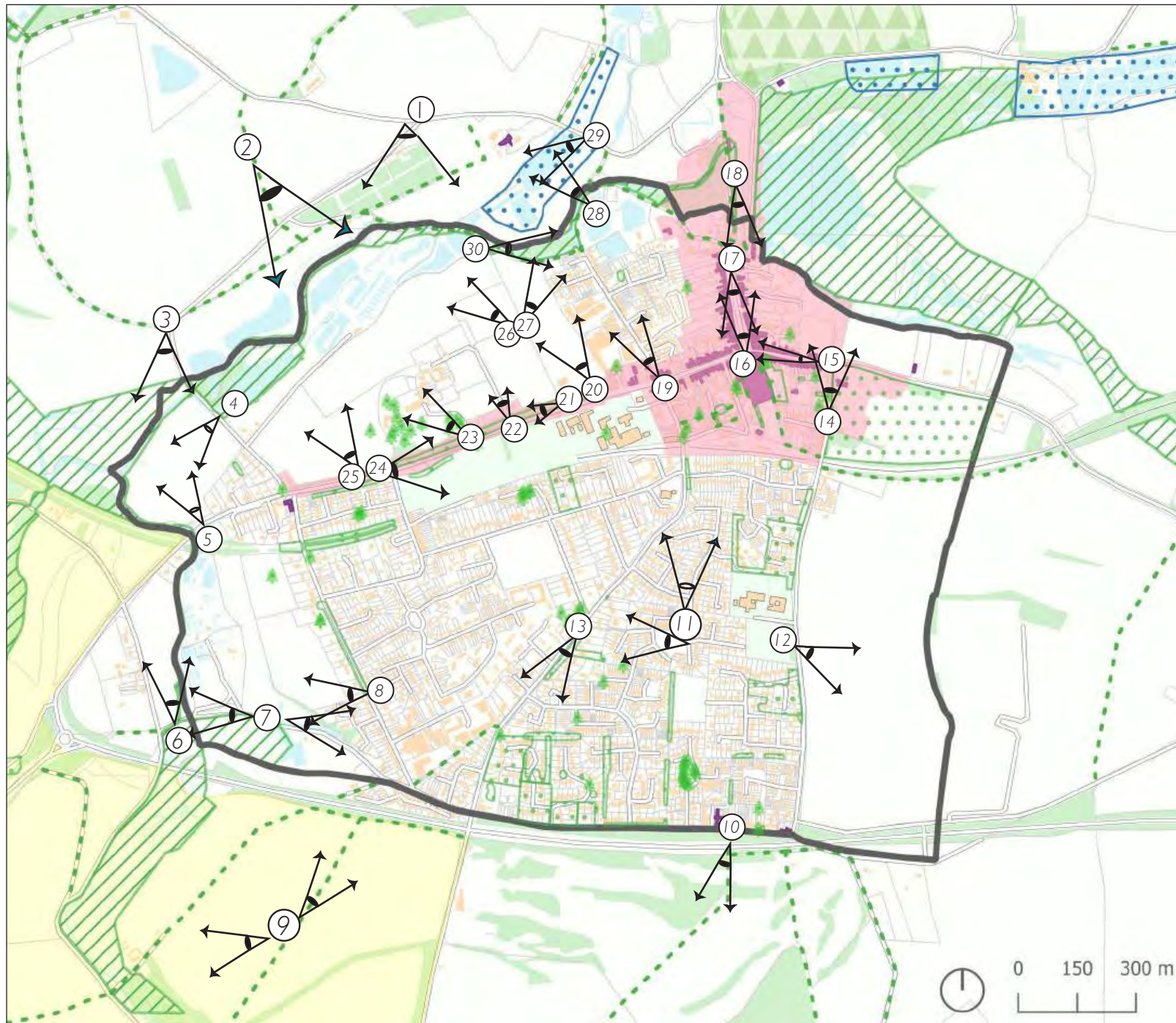
2.25 Based upon the evidence reviewed above the following classifications of views can be made. Views identified will fall into one or more of these view 'types'.

- Linear views along roads, river and valleys
- Wooded/undeveloped skylines or woodlands/trees 'full stops'
- South Downs National Park (setting)
- Long distance views across open landscapes
- Key landscape features and landmarks
- Historic/designed landscapes/cultural associations
- Town setting/settlement edge
- (View within or across) Tranquil landscapes
- Sense of place views within the town
- Valued views - identified from the community
- Gaps

Key Views Map

List of Key Views

- ① Drove Lane East
- ② Fobb Down
- ③ Drove Lane
- ④ Drove Lane West
- ⑤ Winchester Road
- ⑥ Water Cress Fields North
- ⑦ Water Cress Fields East and West
- ⑧ New Farm Road
- ⑨ Itchen Way SDNP
- ⑩ Golf Course
- ⑪ Oak Hill
- ⑫ Sun Hill Lane East
- ⑬ Jacklins Lane
- ⑭ Old Alresford Pond
- ⑮ East Street looking West
- ⑯ Broad Street North
- ⑰ Broad Street South
- ⑱ Town Mill
- ⑲ The Dean North West
- ⑳ Recreation Ground North West
- ㉑ The Avenue West
- ㉒ The Avenue North - Bailliff's House
- ㉓ Arlebury Park House
- ㉔ The Avenue-East
- ㉕ Avenue -North West
- ㉖ Recreation Ground North West
- ㉗ Recreation Ground Across Play Area
- ㉘ River Arle East
- ㉙ River Arle Over Watercress Beds
- ㉚ Pinglestone Watercress Beds



KEY VIEW TYPE TABLE

VIEW Number →	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
VIEW TYPE																														
Linear views along roads, river and valleys																					*			*				*		
Wooded/undeveloped skylines or woodlands/trees 'full stops'	*																				*									
South Downs National Park (setting)									*																					
Long distance views across open landscapes												*														*	*			
Key landscape features and landmarks							*									*														*
Historic/designed landscapes/cultural associations		*												*				*					*							
Town setting/settlement edge			*																			*								
(View within or across) Tranquil landscapes						*																							*	
Sense of place views within the town															*	*			*											
Valued views - identified from the community				*	*			*		*	*		*														*			

View Descriptions

VIEW 1 - DROVE LANE EAST

Location and Accessibility

- 2.26 Drove Lane is easily accessible by car or on foot via a Public Right of Way and is at an elevated terrain position above the town of 82m .

View Type

- 2.27 Wooded/undeveloped skylines or woodlands/trees ‘full stops’** this view looks south east across agricultural farm land towards the town. Watercress beds are in view in the foreground and characterise the local landscape. Long distance views of the settlement are in the middle distance and the horizon is wooded and tree lined.

View Values and Characteristics

- 2.28 Expansive view across open agricultural landscape toward New Alresford town. There is no hard edge to the settlement due to wooded enclosure and soft edges. The built form of the town is seen through the mature tree canopy.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

- 2.29 Any new development has the potential to be seen from multiple locations in the Town centre as well as from long distance views from Fobb Down and Drove Lane. New Alresford is nestled within the mature tree canopy any new development within the town settlement may not be perceived as significant change however; any new development on the north side of town could significantly impact this view. There is an existing soft edge to the settlement and new development could change the view by introduction of built form perceptually creeping out of the valley and towards the north changing the existing enclosed character of the town. If new development is proposed special attention must be given to how the landscape edge is approached, a robust landscape strategy must be produced to prevent a hard edge to the settlement. Appropriate tree planting and locally sourced materials of an appropriate colour and tone should be used to mitigate any negative impact on the wider landscape.

VIEW 2 - FOBB DOWN

Location and Accessibility

- 2.30 Fobb Down is accessible on foot from the town centre. The view from the Public Right of Way is on an elevated terrain position of 93m in contrast to the town centre which is broadly between 70m and 80m.

View Type

- 2.31 Historic/designed landscapes/cultural associations.** The view from Fobb Down looking south east across primarily, the designed garden landscape of Arlebury Park House. The immediate view from the Public Right of Way is of mixed native mature hedgerow and vines of the winery, interspersed with mature oaks and woodland clusters. In the far distance views of the SDNP include a tree lined horizon.

View Values and Characteristics

- 2.32 Arlebury Park House acts as a historic landmark within breathtaking view toward New Alresford. Pylons act as a detractor to the view.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

- 2.33 As described above in View 1, any new development has the potential to be seen from multiple locations in the Town centre as well as from long distance views from Fobb Down and Drove Lane. New Alresford is nestled within the mature tree canopy any new development within the town settlement may not be perceived as significant change however; any new development on the north side of town could significantly impact this view. There is an existing soft edge to the settlement and new development could change the view by introduction of built form perceptually creeping out of the valley and towards the north changing the existing enclosed character of the town. If new development is proposed special attention must be given to how the landscape edge is approached, to achieve an appropriately graded transition from the surrounding countryside (which is particularly rural in character) toward the residential, more urban areas of the town. a robust landscape strategy must be produced to prevent a hard edge to the settlement. Any planning

application for the site must submit a full Landscape and Visual Impact Assessment (LVIA) and identify how development can be designed to mitigate or minimise landscape impact without using ‘screening’. Appropriate tree planting and locally sourced materials of an appropriate colour and tone should be used to mitigate any negative impact on the wider landscape.

VIEW 3 - DROVE LANE

Location and Accessibility

2.34 View 3 is accessed either on foot from the north via Wayfarer’s Walk Public Right of Way or via Drove Lane by car or on foot. It is within the valley at around an elevation of 64-72m.

View Type

2.35 Town setting/settlement edge first glimpses of the settlement are seen from surrounding Public Rights of Way and provide a view of the settlement within its local landscape context.

View Values and Characteristics

2.36 The route to the view is tree / hedge lined and glimpses of the view are seen through the mature hedgerow. New Alresford’s character is informed by its position within the local landscape character, nestled within a mature tree canopy.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.37 Any new development has the potential to be seen (when looking south) from the Wayfarer’s Way PRow. As this view type is ‘edge of settlement’ it will be important for development to achieve an appropriately graded transition from the surrounding countryside (which is particularly rural in character) toward the residential, more urban areas of the town. Any planning application for the site must submit a full Landscape and Visual Impact Assessment (LVIA) and identify how development can be designed to mitigate or minimise landscape impact without using ‘screening’. Buildings should be designed to provide a soft (not hard edge) to the town by using appropriate construction materials, a layout that works with the natural contour-lines of the site (although it is relatively flat) and oriented in such a way as to not create a ‘wall’ of development by allowing filtered views with tree planting interspersed throughout the development. Biodiversity net gain should be provided on site as far as viably possible rather than through off set scheme. In addition the scheme should provide a vegetative SuDS scheme to support biodiversity and work effectively with the existing water in and around the site.

VIEW 4 - DROVE LANE WEST

Location and Accessibility

2.38 This view is accessed via Drove Lane, either by car or on foot.

View Type

2.39 Valued by the community, the view is expansive and glimpsed through an opening (field access point) and through the tree lined field boundary.

View Values and Characteristics

2.40 Close to the Arle it forms the setting of the water course. Flat and expansive in character it may provide a flood plane function in support of the river. The field in the view has been identified as in Flood Zone 3 with a high potential for flooding.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.41 Due to the potential risk of flooding any new development within this view will be effected by its requirement to work hard to overcome inevitable natural flooding hazards, and be able to work with the water. At odds with the river setting any development here would be perceived as competing with blue and green infrastructure and could look out of place within the landscape.

VIEW 5 - WINCHESTER ROAD

Location and Accessibility

2.42 This view is accessed via Winchester Road, either by car or on foot along the footpath.

View Type

2.43 Valued by the community, the view is long distant and expansive view is glimpsed through the tree lined field boundary.

View Values and Characteristics

2.44 Looking towards the river Arle, the view forms the setting of the water course. Flat and expansive in character it may provide a flood plane function in support of the river. The field in the view has been identified as in Flood Zone 3 with a high potential for flooding.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development

2.45 Similarly to view 4 above, due to the potential risk of flooding any new development within this view will be effected by its requirement to work hard to overcome inevitable natural flooding hazards, and be able to work with the water. At odds with the river setting any development here would be perceived as competing with blue and green infrastructure and by creating a hard edge to the settlement, has the potential to look out of place within the landscape.

VIEW 6 - WATER CRESS FIELDS NORTH

Location and Accessibility

2.46 View is accessible on foot via St.Swithun's Way which runs along a rural lane, looking north from the Public Right of Way across historic water meadows. Although the lane is accessible by car, there is a water ford crossing the lane to the east of the viewpoint and therefore access is limited access when the water table is high.

View Type

2.47 (View within or across) Tranquil landscapes. The view provides a significant tranquil gap between the properties along the B3047 and the A31 and Alresford Rd junctions and the south west of the town.

View Values and Characteristics

2.48 The view is characterised by water courses of the fish farm, watercress beds and tributaries of the river Arle. The low lying and wetlands provide habitat to birds and variety of wildlife species giving a perceptual quality of tranquillity.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development

2.49 New development in this location will decrease wildlife habitat and feeding grounds. Due to the topography of the land any development will be significantly exposed and coalesce with the existing built form decreasing the visual gap. Development will negatively impact the character of the public rights of way and create an urban setting in contrast to the existing rural perceptual qualities. A substantial drainage strategy would be required for any new development here and must provide a vegetative SuDS approach to support biodiversity and work effectively with the existing water in and around the site.

VIEW 7 - WATER CRESS FIELDS EAST

Location and Accessibility

2.50 View is accessible on foot via St. Swithun's Way which runs along a rural lane, looking east and west from the Public Right of Way across operational water meadows. Although the lane is accessible by car, there is a water ford crossing the lane to the west of the viewpoint and therefore access is limited access when the water table is high.

View Type

2.51 Key landscape features and landmarks view from Public Right of Way St Swithun's Way looking east/west. Distinctive view of the water cress beds and chalk streams. Teaming with wildlife. Linear view (road, river, valley).

View Values and Characteristics

2.52 The view is characterised by water and watercress beds for watercress production. The low lying and wetlands provide locally important industry, supporting the local economy. The view is valued for its biodiversity and wildlife habitat for birds and variety of wildlife species.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from the development.

2.53 Any new development has the potential to be seen (when looking north) from the PRoW. As this view type is 'edge of settlement' it will be important for development to achieve an appropriately graded transition from the surrounding countryside (which is particularly rural in character) toward the residential, more urban areas of the town. Any planning application for the site must submit a full Landscape and Visual Impact Assessment (LVIA) and identify how development can be designed to mitigate or minimise landscape impact without using 'screening'. Buildings should be designed to provide a soft (not hard edge) to the town by using appropriate construction materials, a layout that works with the natural contour-lines of the site (although it is relatively flat) and oriented in such a way as to not create a 'wall' of development by allowing filtered views with tree planting interspersed throughout the development. Biodiversity net gain should be provided on site as far as viably possible rather than through off set scheme. In addition the scheme should provide a vegetative SuDS scheme to support biodiversity and work effectively with the existing water in and around the site.

VIEW 8 - NEW FARM ROAD

Location and Accessibility

2.54 View 8 is accessible from the corner of New Farm Road and Perins Close by car and the footpath. A farm track creates a gap in the tree lined field boundary where the view is most visible.

View Type

2.55 Valued by the community, this view creates a sense of place and a visual gap which breaks up the residential frontages along the road.

View Values and Characteristics

2.56 The view of the field is glimpsed beyond the farm gate along the farm track and is rural in character in contrast to the surrounding development.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.57 Any new development here would either create an access road to backland development beyond, or will continue the frontage along New Farm Road deleting the historically rural character of the area.

VIEW 9 - ITCHEN WAY SDNP

Location and Accessibility

2.58 The viewpoint is accessed on foot via the Itchen Way named Public Right of Way either from the South Downs National Park from the south or from the town from the north. It is not accessible by car.

View Type

2.59 South Downs National Park (setting) the view is in the setting of a protected landscape and as such is significantly sensitive to any potential change.

View Values and Characteristics

2.60 The view is within agricultural land and surrounded by tree lined horizons. There is a perceptual feeling of openness and is long distance view of the town to the north. In the winter months when trees are not in leaf the residential areas to the south of the town are in view through the field boundary trees. Roof tops lighter coloured materials glisten in the sunshine and detract from rural landscape context. There is no hard edge due to the A31 cutting which is at a lower level than the field and by nature acts as a barrier distancing the settlement from the fields to the south of the town.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.61 Due to landscape constraints feasibility of any significant development here is unlikely in this context. However it should be noted that the view is highly sensitive and as such, any new development within this view (within the existing settlement) should be avoided. To protect the setting of the South Downs National Park, special attention should be given

to the roof-scape within the view and any replacement development in New Alresford town should aim to use darker tones and materials that sit comfortably in the landscape context avoiding materials that reflect the sun in the daylight and also avoid overuse of roof-lights to mitigate upward light spill to protect the dark night skies in the dark hours.

VIEW 10 - GOLF COURSE

Location and Accessibility

2.62 View 7 is accessed via the named pathways Wayfarer's Walk and St Swithun's Way and where they intersect and enter Tichborne Down and Alresford Golf Club.

View Type

2.63 This view is a **Valued view - identified from the community** and acts as an important transition between the more suburban residential areas of the town and the countryside.

View Values and Characteristics

2.64 Its character is recreational and well used, by a network of footpaths and activity on the golf course. A strip of tall woodland trees and undergrowth act as a buffer between the golf course and the A31 cutting. The green manicured grass of the golf course is seen between the woodland trees and indicates a more expansive vista beyond.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.65 Development would impact this view by breaching the A31 and introducing built form into the open countryside and cause significant negative change. It would significantly impact views from Wayfarer's Walk and St Swithun's Way and permanently change the character of the view due to its relationship looking out of rather than into the town, there is no backdrop of existing built form within this view.

VIEW 11 - OAK HILL

Location and Accessibility

2.66 This view is easily accessed by either car or on foot along Oak Hill (road).

View Type

2.67 **Valued by the community** this view includes far reaching views of the South Downs National Park and long distance views of the surrounding countryside.

View Values and Characteristics

2.68 The viewpoint is at around 105m and at one of the highest points in the settlement. The context while suburban in character gives a feeling of openness and how the settlement sits in its landscape context.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.69 Any new development should be aware of building and roof heights in the surrounding context. The existing building typologies in this distinctive character area are single storey bungalows. To retain the feeling of openness and conserve uninterrupted views of the landscape a bungalow typology should be retained.

VIEW 12 - SUN HILL LANE EAST

Location and Accessibility

2.70 This view can be accessed by car and on foot via the Wayfarer's Walk PRow along Sun Lane.

View Type

2.71 **Long distance views across open landscapes**, within the view are extensive arable fields in undulating farmland enclosed by native hedgerows interspersed with mature oak trees. The view sits at 100m and a higher point of 110m can be seen on the wooded horizon.

View Values and Characteristics

2.72 The view's characteristics and value is that it gives a sense of being close to the open countryside and it provides uninterrupted far reaching views of the wider landscape without obstruction from pylons or other landscape detractors.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.73 The relationship of this view to the town is similar to View 7 as it is looking out of, rather than into the town and provides an uninterrupted view free from obstruction. Therefore, new development that introduces built form into the open countryside should be mindful that it will cause significant change and impact views from Wayfarer's Walk to the east out into the landscape. New development must ensure a visual gap is maintained to retain a connection between the town and the countryside. Note: When walking west along St Swithun's Way looking back at the town new development there will be a change within this view. While existing built form is currently part of the view at this point, new development will be perceived as a town expansion, moving beyond the existing boundary of the town.

VIEW 13 - JACKLYNS LANE

Location and Accessibility

2.74 Accessible by car and on foot, this view is within the residential area to the south of the Conservation Area.

View Type

2.75 Valued by the community, this view offers long distance views toward the South Downs National Park

View Values and Characteristics

2.76 While the majority of the view is of residential homes, there are distant views of the surrounding landscape and a perception of openness.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.77 Any new development within this view should be mindful of retaining and enabling long distant views toward the National Park landscape.

VIEW 14 - OLD ALRESFORD POND

Location and Accessibility

2.78 Accessible by car and on foot, this view is close to the historic core of New Alresford.

View Type

2.79 Valued by the community, this view offers a sense of place and direct views to the historic natural landmark of Old Alresford Pond.

View Values and Characteristics

2.80 A rare glimpse of one New Alresford's distinctive landscape features, this breathtaking view unfolds as the viewer approaches the East Street intersection with Sun Hill Lane.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.81 Any new development must retain this view and not block visual access to the pond from this viewpoint.

VIEW 15 - EAST STREET - WEST

Location and Accessibility

2.82 This view is within a key gateway of New Alresford. It is part of an approach into the centre of the town if entering from Bishop's Sutton and the east and the last part of town experienced if travelling east when leaving the town. It is easily accessible on foot along East Street and by car.

View Type

2.83 The view provides a strong **Sense of place view within the town** and is within the Conservation Area.

View Values and Characteristics

2.84 The view is framed by historic buildings on either side, smaller two storey residential houses on the south side and larger three storey Georgian houses on the north side. Historic landmarks such as an established Yew tree within a walled garden on the north side and a landmark corner building terminates the view at the junction. The view offers a sense of place and time- depth.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.85 East Street is highly distinctive of New Alresford and new development must retain the sense of place and conserve where possible the existing buildings. If new development is introduced it will have to respond sensitively to its immediate context and be subject to specific design principles which include the use of locally specific materials and architectural style.

VIEW 16 - BROAD STREET NORTH

Location and Accessibility

2.86 Accessible by car and on foot, this view is within the heart of New Alresford. It is in the centre of the town in the Conservation Area.

View Type

2.87 Sense of place view within the town.

View Values and Characteristics

2.88 The view is framed by an avenue of trees and historic buildings on either side, of varying scales and some higher status properties with stable courtyards face what would have been the 'market square' trading area. Cars and parking areas are visually prominent and white road-markings on the carriageway give the perception of priority to vehicular movement. A two storey residence terminates the view and a tree lined horizon can be seen elevated above the town.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.89 Broad Street is highly distinctive of New Alresford and new development must retain the sense of place and conserve where possible the existing buildings. If new development is introduced it will have to respond sensitively to its immediate context and be subject to specific design principles which include the use of locally specific materials and architectural style. The town would benefit from public realm enhancements that allow for safer and easier pedestrian flow and shift the priority of users to pedestrians first, then cycles, then cars through the removal of white lines, parking reduction and more accessible crossing areas.

VIEW 17 - BROAD STREET SOUTH

Location and Accessibility

2.90 Accessible by car and on foot, this view is within the heart of New Alresford. It is in the centre of the town in the Conservation Area.

View Type

2.91 Key Landscape Features and Landmarks: Probably the most iconic view in New Alresford on the approach into town on the B3046 from the east. Looking up towards St John the Baptist Church clock tower and distinctive weathervane in the setting of the heart of the Conservation Area offers a 'Sense of Place'.

View Values and Characteristics

2.92 The view is framed by an avenue of trees and historic buildings on either side, of varying scales and some higher status properties with stable courtyards face what would have been the 'market square' trading area. Cars and parking areas are visually prominent and white road-markings on the carriageway give the perception of priority to vehicular movement.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.93 Broad Street is highly distinctive of New Alresford and new development must retain the sense of place and conserve where possible the existing buildings. If new development is introduced it will have to respond sensitively to its immediate context and be subject to specific design principles which include the use of locally specific materials and architectural style.

VIEW 18 - TOWN MILL

Location and Accessibility

This view is most typically accessed on foot via PRoW Wayfarer's Walk, Mill Hill lane provides access to a few properties.

View Type

Historic/Designed Landscapes/Cultural Associations, considered a local landmark, Town Mill is driven by the channelled flow of water from Alresford Pond. The flow originally drove a watermill that ground corn and was converted in the 21st century to generate hydro-power.

View Values and Characteristics

2.94 As a local landmark, the mill is valued for its local heritage and identity as New Alresford's industry associated with the surrounding water courses.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.95 Town Mill has relatively recently been redeveloped and further development in the near future is unlikely. However to retain character any new development must be sensitive to its context and conserve the Mill's distinctive feature of water flow, solid to void proportions and materiality.

VIEW 19 - THE DEAN / NORTH WEST

Location and Accessibility

2.96 Accessible by car and on foot, this view is just to the west of the historic core of New Alresford and within the Conservation Area at the Pound Hill / West Street intersection.

View Type

2.97 Sense of place view within the town

View Values and Characteristics

2.98 The view provides a sense of orientation within a rich undulating landscape. When looking north, north west a glimpsed long distance view provides context and wooded skyline. During the summer months contrasting colours can be seen as in this image where 'rapeseed' flowering yellow contrasts with the distinctive red brick of the town's urban area.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.99 In order to retain the New Alresford's sense of place within the landscape, representative views such as these are important to conserve. Therefore any new development should not block or disrupt this view.

VIEW 20 - RECREATION GROUND NORTH WEST

Location and Accessibility

2.100 Accessible by car and on foot, this view is just to the west of the historic core of New Alresford and within the Conservation Area. It is accessed directly from the car park of Arlebury Park Town F.C. and New Alresford Town Council Offices.

View Type

2.101 Wooded/ undeveloped skylines or woodlands/ trees 'full stops' due to the local topography, wooded hilltops can be seen from the centre of the town.

View Values and Characteristics

2.102 This view provides a rich sense of place within an undulating landscape. When looking north an expansive view across agricultural land provides context and character. The wooded skyline on the horizon in the middle distance allows the viewer to understand the potential accessibility and connection to the countryside.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.103 Views within the Town centre should aim to retain the visual connection to the surrounding landscape and specifically to wooded skylines so that a sense of place is conserved and the context understood. Careful consideration of frontages onto the B3047 are key to ensure appropriate enclosure and set backs so as not to create a suburban typology. Careful consideration should be given to 'developable areas' and how new

development relates to the adjacent community uses. Appropriate routes through development and access onto the B3047 must prioritise pedestrian comfort and accessibility to and from the site. It will be critical to provide a consistent settlement pattern to reinforce the character of West Street, Pound Street and The Avenue. The Bailiff's House setting will be effected by a change in the backdrop of the property and a loss of direct views toward the wider landscape.

VIEW 21 - THE AVENUE NORTH WEST

Location and Accessibility

2.104 This view is of The Avenue looking west away from the town centre. Accessible on foot and experienced when driving along the road by car.

View Type

2.105 Linear views along roads, river and valleys

View Values and Characteristics

2.106 A variety of mature trees line The Avenue and provide a sense of grandeur associated with the flint wall of Arlebury Park. The trees are well maintained and are surrounded by lawn and grass verge. They provide shade in the summer months and act as a buffer from the B3407 carriageway where vehicles tend to move at speed.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.107 Any new development either along The Avenue or in the setting of this view, should conserve the flint wall extents and be mindful that built form does not protrude above it to retain the setting of Arlebury Park's character.

VIEW 22 - THE AVENUE NORTH - BAILIFF'S HOUSE

Location and Accessibility

2.108 This view from The Avenue looking north toward and beyond the late 19th century farm The Bailiff's House for Alebury Estate, called 'Trees' is accessible on foot and seen fleetingly when driving along the road by car.

View Type

2.109 Town setting / settlement edge

View Values and Characteristics

2.110 This view provides a sense of place and history and is unique to New Alresford. The undeveloped wooded horizon beyond the entrance to the Bailiff's House reminds the viewers of New Alresford's landscape context. While the Bailiff's House itself is protected by the Conservation Area designation it should be noted that the landscape beyond provides its setting and the visual connection between them must be retained.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.111 The Bailiff's House setting will be effected by a change in the backdrop of the property and a loss of direct views toward the wider landscape.

VIEW 23 - ARLEBURY PARK HOUSE

Location and Accessibility

2.112 The view of Arlebury Park House is best experienced on foot. The house is in private use and not publicly accessible beyond the wall and gate. Fleeting glimpses of the view can be experienced by car when driving along the B3407.

View Type

Historic/Designed Landscapes/Cultural Associations

View Values and Characteristics

2.113 Within the Conservation Area designation but unlisted, Arlebury Park house (and estate) is a landmark in The Avenue.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.114 Similarly to other key views along The Avenue, any new development will have an impact on the views and landscape beyond. Development must retain the visual connection to the surrounding landscape and specifically to wooded skylines so that a sense of place is conserved and the context understood. Careful consideration of frontages onto the B3047 are key to ensure appropriate enclosure and set backs so as not to create a suburban typology. Careful consideration should be given to 'developable areas' and how new development relates to existing built form. Access road should be limited in order to retain the estate flint wall and routes through development must prioritise pedestrian comfort and accessibility. It will be critical to provide a consistent settlement pattern to reinforce the character of New Alresford.

VIEW 24 - THE AVENUE EAST

Location and Accessibility

2.115 This view is accessible on foot along the B3407 via footpaths on either side of the carriageway. Fleeting glimpses of the view can be experienced by car when driving along the B3407.

View Type

2.116 Linear views along roads, river and valleys

View Values and Characteristics

2.117 The Avenue is a linear gateway for the town and provides a sense of arrival and distinctive character. Some mid-century and more recent residential development is experienced on the south side of the B3407 (The Avenue).

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.118 The potential development site of Perins School is currently relatively enclosed on all sides, and provides screening from the B3047 from existing trees. Therefore the retention of these trees, especially the mature species should be protected (TPO) to prevent a detrimental change in landscape character along The Avenue and any effect on the setting of this and Arlebury Park House. The corner of Bridge Road and the Avenue is sensitive and how this is addressed with built form is key to the success of new development so special consideration should be given to this area and buildings should be set back from the road at this point. It would be the most logical area for any landscape interventions/ enhancement or green open space.

2.119 Biodiversity net gain should be provided on site as far as viably possible rather than through off set scheme. In addition the scheme should provide a vegetative SuDS scheme to support biodiversity and work effectively with the existing water in and around the site.

VIEW 25- THE AVENUE NORTH WEST

Location and Accessibility

2.120 This view looking north to the North Hampshire Downs is accessible on foot along the B3407 via footpaths on either side of the carriageway. Fleeting glimpses of the view can be experienced by car when driving along the B3407.

View Type

2.121 Long distance views across open landscapes

View Values and Characteristics

2.122 The Avenue is a linear gateway for the town and provides a sense of arrival and distinctive character. This view provides a sense of place and history, unique to New Alresford and the landscape beyond the flint wall provides the setting for the Conservation Area designation.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.123 Any new development within this view will impact the setting of the Conservation Area. The undeveloped visual connection between the landscape and the Conservation Area must be retained.

VIEW 26 - RECREATION GROUND NORTH WEST

Location and Accessibility

2.124 Accessible by car to the car park of Arlebury Park Town F.C. and New Alresford Town Council Offices and then on foot to the viewpoint. part of the playing pitches for the town it is outside of the Conservation Area.

View Type

2.125 Long distance views across open landscapes

View Values and Characteristics

2.126 Dominated by a playing pitch in the foreground, this view provides openness and a sense of tranquillity when not in use. The visual connection to the higher wooded skyline of the North Hampshire Downs supports a sense of place and context.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.127 New development in this area would cause significant change, encroach on the openness of the view and visually disrupt the perception of a landscape gap between the river Arle and the settlement. Views along the river-walk may also be impacted if seen through the riverside trees.

VIEW 27 - RECREATION GROUND ACROSS PLAY AREA

Location and Accessibility

2.128 Accessible by car to the car park of Arlebury Park Town F.C. and New Alresford Town Council Offices and then on foot to the viewpoint. The children's recreational play area is outside of the Conservation Area.

View Type

2.129 Valued views - identified from the community

View Values and Characteristics

2.130 Dominated by play equipment and enclosure fencing in the foreground, this view provides openness and a sense of tranquillity when not in use. The visual connection to the higher wooded skyline of the North Hampshire Downs supports a sense of place and context.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.131 New development in this area would cause significant change, encroach on the openness of the view and visually disrupt the perception of a landscape gap between the river Arle and the settlement. Views along the river-walk may also be impacted if seen through the riverside trees.

VIEW 28 - RIVER ARLE OVER WATERCRESS BEDS

Location and Accessibility

2.132 The river Arle (or Alre) is accessed via a river walk footpath and the Wayfarer's Walk from either Mill Hill or Drove Lane. It is not accessible by car.

View Type

2.133 (View within or across) Tranquil landscapes

View Values and Characteristics

2.134 This view looking north across the river is serene and tranquil and looks north towards the Pinglestone water cress beds and high ground can be seen beyond the field boundary on the north bank. The view is highly sensitive in biodiversity and landscape terms. Despite its popularity by the community and visitors this flourishing wildlife haven provides a important habitat for birds, fish, bats, mammals, invertebrates and other important species.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.135 Any new development would severely impact this view if any built form could be identified within the view or if any green infrastructure was removed during the construction process.

VIEW 29 - PINGLESTONE WATERCRESS BEDS

Location and Accessibility

2.136 This view is accessed by car along Oxdrove Way, however there are no parking areas. It can also be accessed on foot.

View Type

2.137 Key Landscape Features and Landmarks.

View Values and Characteristics

2.138 The view is across the watercress beds at Pinglestone looking towards the chalk river Arle (or Alre). The town has many watercress beds, an important contributor to the local economy and to local distinctiveness.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

Any new development within this view would have a significant landscape impact and be incongruous in the landscape. Replacement development should be mindful of the context and existing architectural style and construction materials and form should reflect local materials and local vernacular including agricultural or barn redevelopment.

VIEW 30 - RIVER ARLE EAST

Location and Accessibility

2.139 The river Arle (or Alre) is accessed via a river walk footpath and the Wayfarer's Walk from either Mill Hill or Drove Lane. It is not accessible by car.

View Type

2.140 Linear views along roads, river and valleys

View Values and Characteristics

2.141 This view looking east along the river is serene and tranquil and highly sensitive in biodiversity and landscape terms. Despite its popularity by the community and visitors this flourishing wildlife haven provides a important habitat for birds, fish, bats, mammals, invertebrates and other important species.

Impact Prediction: Assessing the magnitude and significance of visual changes resulting from development.

2.142 Any new development would severely impact this view if any built form could be identified within the view or if any green infrastructure was removed during the construction process.



View 1

Description of View- Drove Lane E

Drove Lane is easily accessible by car or on foot via a Public Right of Way and is at an elevated terrain position above the town of 82m Long view from Drove Lane, looking south east across farm land towards the Town. Wooded/undeveloped skylines or woodlands/ trees 'full stops' this view looks south east across agricultural farm land towards the town. Watercress beds are in view in the foreground and characterise the local landscape. Long distance views of the settlement are in the middle distance and the horizon is wooded and tree lined. Expansive view across open agricultural landscape toward New Alresford town. There is no hard edge to the settlement due to wooded enclosure and soft edges. The built form of the town is seen through the mature tree canopy.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Wide Camera 26mm f1.5 12mp

Time taken: 12:12

Latitude 51.095852 Longitude -1.173152

Location and Direction of View





View 2

Description of View- Fobb Down

Fobb Down is accessible on foot from the town centre. The view from the Public Right of Way is on an elevated terrain position of 93m in contrast to the town centre which is broadly between 70m and 80m. The view from Fobb Down looking south east across primarily, the designed garden landscape of Arlebury Park House. The immediate view from the Public Right of Way is of mixed native mature hedgerow and vines of the winery, interspersed with mature oaks and woodland clusters. In the far distance views of the SDNP include a tree lined horizon. Arlebury Park House acts as a historic landmark within breathtaking view toward New Alresford. Pylons act as a detractor to the view.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Telephoto Camera 77mm f2.8 12mp

Location and Direction of View





View 3

Description of View- Drove Lane

View 3 is accessed either on foot from the north via Wayfarer's Walk PRoW or via Drove Lane by car or on foot. It is within the valley at around an elevation of 64-72m. As a town setting/settlement edge view, first glimpses of the settlement are seen from surrounding Public Right's of Way and provide a view of the settlement within its local landscape context. The route to the view is tree / hedge lined and glimpses of the view are seen through the mature hedgerow. New Alresford's character is informed by its position within the local landscape character; nestled within a mature tree canopy.

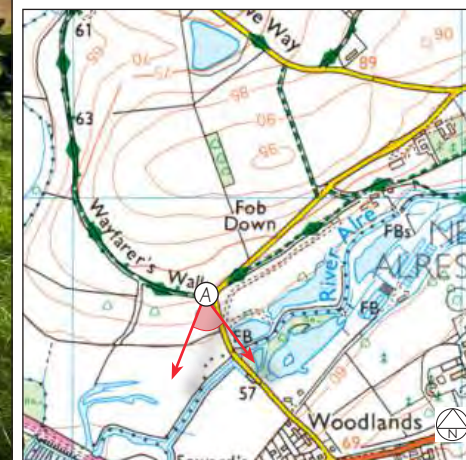
Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Telephoto Camera 77mm f2.8 12mp

Location and Direction of View





View 4

Description of View- Drove Lane W

This view is accessed via Drove Lane, either by car or on foot. Valued by the community, the view is expansive and glimpsed through an opening (field access point) and through the tree lined field boundary.

Close to the Arle it forms the setting of the water course. Flat and expansive in character it may provide a flood plane function in support of the river. The field in the view has been identified as in Flood Zone 3 with a high potential for flooding. Due to the potential risk of flooding any new development within this view will be effected by its requirement to work hard to overcome inevitable natural flooding hazards, and be able to work with the water. At odds with the river setting any development here would be perceived as competing with blue and green infrastructure and could look out of place within the landscape.

Location and Direction of View





View 5

Description of View- Winchester Rd

This view is accessed via Winchester Road, either by car or on foot along the footpath. Valued by the community, the view is long distant and expansive view is glimpsed through the tree lined field boundary. Looking towards the river Arle, the view forms the setting of the water course. Flat and expansive in character it may provide a flood plane function in support of the river. The field in the view has been identified as in Flood Zone 3 with a high potential for flooding. Similarly to view 4 above, due to the potential risk of flooding any new development within this view will be effected by its requirement to work hard to overcome inevitable natural flooding hazards, and be able to work with the water. At odds with the river setting any development here would be perceived as competing with blue and green infrastructure and by creating a hard edge to the settlement, has the potential to look out of place within the landscape.

Photograph Information

Model: iPhone 15 Pro

Image A Wide Camera 26mm f1.5 12mp

Location and Direction of View





A



B

View 6

Description of View- Water Cress N

View is accessible on foot via St.Swithun's Way which runs along a rural lane, looking north from the Public Right of Way across historic water meadows. Although the lane is accessible by car, there is a water ford crossing the lane to the east of the viewpoint and therefore access is limited when the water table is high. (View within or across) Tranquil landscapes. The view provides a significant tranquil gap between the properties along the B3047 and the A31 and Alresford Rd junctions and the south west of the town. The view is characterised by water courses of the fish farm, watercress beds and tributaries of the river Arle. The low lying and wetlands provide habitat to birds and variety of wildlife species giving a perceptual quality of tranquillity.

Photograph Information

Model: iPhone 13 Pro
Wide Camera 26mm f/1.5
Time taken: 17:40
Latitude 51.082126
Longitude -1.178903

Location and Direction of View





View 7

Description of View- Water Cress W

Distinctive view of the historic water cress beds and chalk streams. Teaming with wildlife this Linear view (road, river, valley) is accessible on foot via St. Swithun's Way which runs along a rural lane, looking east and west from the PRoW across operational water meadows. Although the lane is accessible by car, there is a water ford crossing the lane to the west of the viewpoint and therefore access is limited when the water table is high. Key landscape features and landmarks view from St Swithun's Way looking east/west. The view is characterised by water and watercress beds for watercress production. The low lying and wetlands provide locally important industry, supporting the local economy. The view is valued for its biodiversity and wildlife habitat for birds and variety of wildlife species.

Photograph Information

Model: iPhone 13 Pro

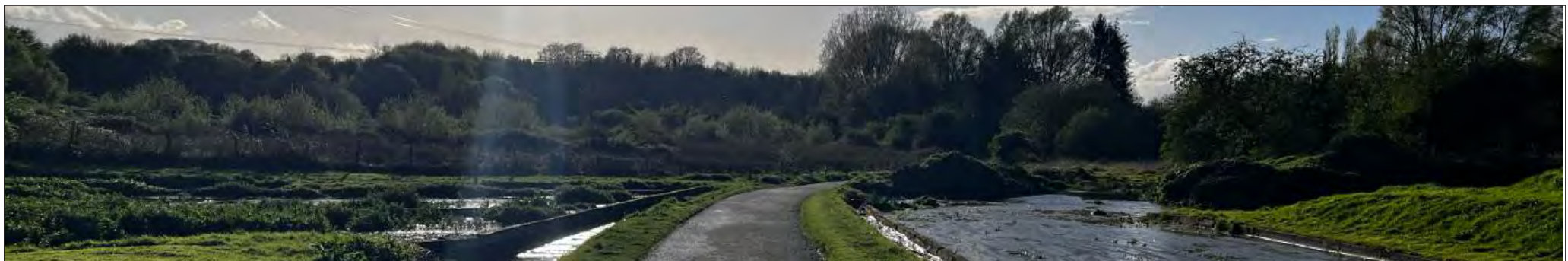
Image A Wide Camera 26mm f1.5 12mp

Image B Telephoto Camera 77mm f2.8 12mp

Time taken: 18:08

Latitude 51.082126 Longitude -1.178903

Location and Direction of View





View 7

Description of View- Water Cress E

Distinctive view of the historic water cress beds and chalk streams. Teaming with wildlife this Linear view (road, river, valley) is accessible on foot via St. Swithun's Way which runs along a rural lane, looking east and west from the PRoW across operational water meadows. Although the lane is accessible by car, there is a water ford crossing the lane to the west of the viewpoint and therefore access is limited when the water table is high. Key landscape features and landmarks view from St Swithun's Way looking east/west. The view is characterised by water and watercress beds for watercress production. The low lying and wetlands provide locally important industry, supporting the local economy. The view is valued for its biodiversity and wildlife habitat for birds and variety of wildlife species.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 8

Description of View- New Farm Rd

The viewpoint is accessed on foot via St Swithun's Way named PRow from the south west of the town or by car or foot from New Farm Road. The view looks towards and is in the setting of the South Downs National Park -a protected landscape and as such is significantly sensitive to any potential change. The view is within agricultural land and surrounded by tree lined horizons . Image A is a view to the west from this point where an undulating landscape gives context to this viewpoint. There is a perceptual feeling of connection to the rural context.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 9

Description of View- Itchen Way

The viewpoint is accessed on foot via the Itchen Way named PRoW either from the South Downs National Park from the south of from the town from the north. It is not accessible by car. The view is in the setting of the South Downs National Park -a protected landscape and as such is significantly sensitive to any potential change. The view is within agricultural land and surrounded by tree lined horizons . Image B is a view to the west from this point where an undulating landscape gives context to this viewpoint. There is a perceptual feeling of openness and is long distance view of the town to the north. In the winter months when trees are not in leaf the industrial areas and PV solar panels to the south of the town are in view through the field boundary trees. Roof tops lighter coloured materials glisten in the sunshine and detract from rural landscape context. There is no hard edge due to the A31 cutting which is at a lower level than the field and by nature acts as a barrier distancing the settlement from the fields to the south of the town.

Photograph Information

Model: iPhone 13 Pro

Image A Ultra Wide Camera 13mm f1.8 12mp

Image B Wide Camera 26mm f1.5 12mp

Time taken:14:20

Latitude 51.078729Longitude -1.176453

Location and Direction of View





View 10

Description of View- Golf Course

Accessed via the named pathways Wayfarer's Walk and St Swithun's Way where they intersect and enter Titchborne Down and Alresford Golf Club, this acts as an important transition between the suburban residential areas of the town and the countryside. Its character is recreational and well used, by a network of footpaths and activity on the golf course. A strip of tall woodland trees and undergrowth act as a buffer between the golf course and the A31 cutting. Manicured grass of the golf course between the woodland trees with a vista beyond.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.8 12mp

Image B Wide Camera 26mm f1.5 12mp

Time taken: 14:36

Latitude 51.078729 Longitude -1.176453

Location and Direction of View





View 11

Description of View- Oak Hill

This view is easily accessed by either car or on foot along Oak Hill (road). Valued by the community this view includes far reaching views of the South Downs National Park and long distance views of the surrounding countryside.

The viewpoint is at around 105m and at one of the highest points in the settlement. The context while suburban in character gives a feeling of openness and how the settlement sits in its landscape context. Any new development should be aware of building and roof heights in the surrounding context. The existing building typologies in this distinctive character area are single storey bungalows. To retain the feeling of openness and conserve uninterrupted views of the landscape a bungalow typology should be retained.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 11

Description of View- Oak Hill

This view is easily accessed by either car or on foot along Oak Hill (road). Valued by the community this view includes far reaching views of the South Downs National Park and long distance views of the surrounding countryside.

The viewpoint is at around 105m and at one of the highest points in the settlement. The context while suburban in character gives a feeling of openness and how the settlement sits in its landscape context. Any new development should be aware of building and roof heights in the surrounding context. The existing building typologies in this distinctive character area are single storey bungalows. To retain the feeling of openness and conserve uninterrupted views of the landscape a bungalow typology should be retained.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 12

Description of View-Sun Hill Lane

This view can be accessed by car and on foot via the Wayfarer's Walk PRow along Sun Lane. Long distance views across open landscapes, within the view are extensive arable fields in undulating farmland enclosed by native hedgerows interspersed with mature oak trees. The view sits at 100m and a higher point of 110m can be seen on the wooded horizon. The view's characteristics and value is that it gives a sense of being close to the open countryside and it provides uninterrupted far reaching views of the wider landscape without obstruction from pylons or other landscape detractors.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 15:54

Latitude 51.083165 Longitude -1.159267

Location and Direction of View





View 13

Description of View-Jacklyns Lane

Accessible by car and on foot, this view is within the residential area to the south of the Conservation Area. Valued by the community, this view offers long distance views toward the South Downs National Park. While the majority of the view is of residential homes, there are distant views of the surrounding landscape and a perception of openness. Any new development within this view should be mindful of retaining and enabling long distant views toward the National Park landscape.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 14

Description of View-Old Alresford Pond

Accessible by car and on foot, this view is close to the historic core of New Alresford. Valued by the community, this view offers a sense of place and direct views to the historic natural landmark of Old Alresford Pond. A rare glimpse of one New Alresford's distinctive landscape features, this breathtaking view unfolds as the viewer approaches the East Street intersection with Sun Hill Lane. Any new development must retain this view and not block visual access to the pond from this viewpoint.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 15:54

Location and Direction of View





View 15

Description of View-East St West

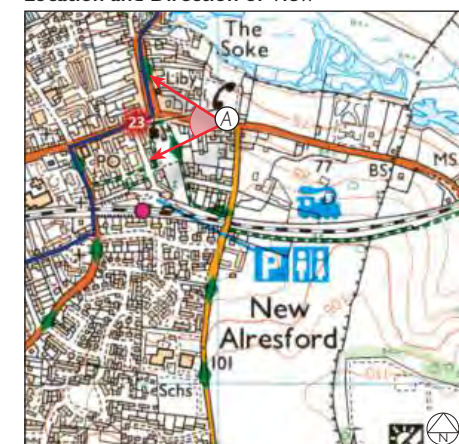
This view is within a key gateway of New Alresford. It is part of an approach into the centre of the town if entering from Bishop's Sutton and the east and the last part of town experienced if travelling east when leaving the town. It is easily accessible on foot along East Street and by car. The view provides a strong Sense of place view within the town and is within the Conservation Area.

The view is framed by historic buildings on either side, smaller two storey residential houses on the south side and larger three storey Georgian houses on the north side. Historic landmarks such as an established Yew tree within a walled garden on the north side and a landmark corner building terminates the view at the junction. The view offers a sense of place and time- depth.

Photograph Information

Model: iPhone 13 Pro
Image A Wide Camera 26mm f1.5 12mp
Time taken: 15:47
Latitude 51.090341 Longitude -1.158538

Location and Direction of View





View 16

Description of View-Broad St North

Accessible by car and on foot, this view is within the heart of New Alresford. It is in the centre of the town in the Conservation Area. **Sense of place view within the town.**

The view is framed by an avenue of trees and historic buildings on either side, of varying scales and some higher status properties with stable courtyards face what would have been the 'market square' trading area. Cars and parking areas are visually prominent and white road-markings on the carriageway give the perception of priority to vehicular movement. A two storey residence terminates the view and a tree lined horizon can be seen elevated above the town.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 15:55

Location and Direction of View





View 17

Description of View-Broad St South

Accessible by car and on foot, this view is within the heart of New Alresford. It is in the centre of the town in the Conservation Area. Probably the most iconic view in New Alresford on the approach into town on the B3046 from the east. Looking up towards St John the Baptist Church clock tower and distinctive weathervane in the setting of the heart of the Conservation Area offers a 'Sense of Place'.

The view is framed by an avenue of trees and historic buildings on either side, of varying scales and some higher status properties with stable courtyards face what would have been the 'market square' trading area. Cars and parking areas are visually prominent and white road-markings on the carriageway give the perception of priority to vehicular movement.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken:15:32

Location and Direction of View





View 18

Description of View-Town Mill

This view is most typically accessed on foot via PRoW Wayfarer's Walk, Mill Hill lane provides access to a few properties. Considered a local landmark with cultural associations, Town Mill is driven by the channelled flow of water from Alresford Pond. The flow originally drove a watermill that ground corn and was converted in the 21st century to generate hydro-power. As a local landmark, the mill is valued for its local heritage and identity as New Alresford's industry associated with the surrounding water courses.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 15:30

Location and Direction of View





View 19

Description of View- The Dean

Accessible by car and on foot, this view is just to the west of the historic core of New Alresford and within the Conservation Area at the Pound Hill / West Street intersection. The view provides a sense of orientation (place) within a rich undulating landscape. When looking north, north west a glimpsed long distance view provides context and wooded skyline. During the summer months contrasting colours can be seen as in this image where 'rapeseed' flowering yellow contrasts with the distinctive red brick of the town's urban area.

Photograph Information

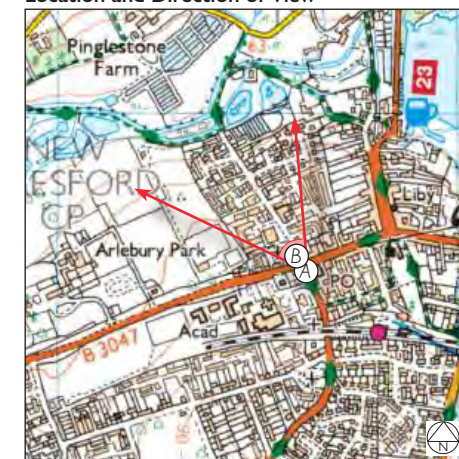
Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Telephoto Camera 77mm f2.8 12mp

Time taken: 16:04

Location and Direction of View





View 19

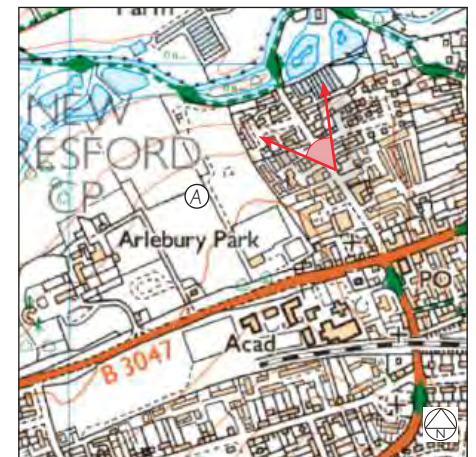
Description of View-The Dean

Accessible by car and on foot, this view is just to the west of the historic core of New Alresford and within the Conservation Area at the Pound Hill / West Street intersection. The view provides a sense of orientation (place) within a rich undulating landscape. When looking north, north west a glimpsed long distance view provides context and wooded skyline. During the summer months contrasting colours can be seen as in this image where 'rapeseed' flowering yellow contrasts with the distinctive red brick of the town's urban area.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 20

Description of View- Recreation Ground

Accessible by car and on foot, this view is west of the historic core of New Alresford and within the Conservation Area. It is accessed directly from the car park of Arlebury Park Town F.C. and New Alresford Town Council Offices. Due to the local topography, wooded, undeveloped hilltops can be seen from the centre of the town.

This view provides a rich sense of place within an undulating landscape. When looking north an expansive view across agricultural land provides context and character. The wooded skyline on the horizon in the middle distance allows the viewer to understand the potential accessibility and connection to the countryside.

Photograph Information

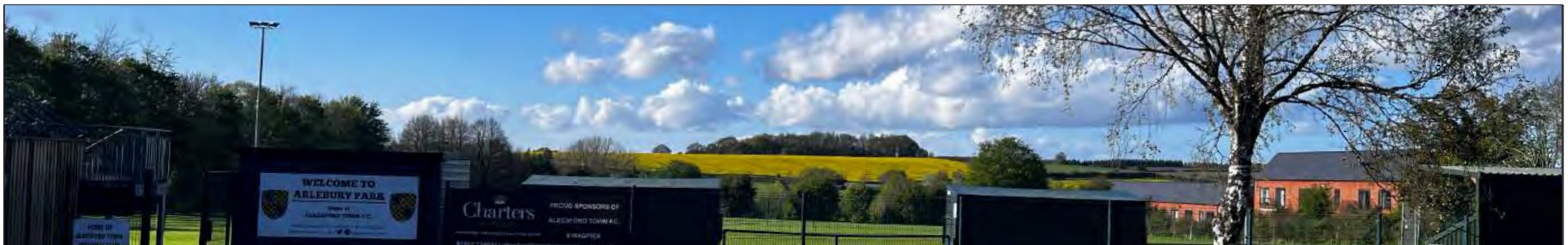
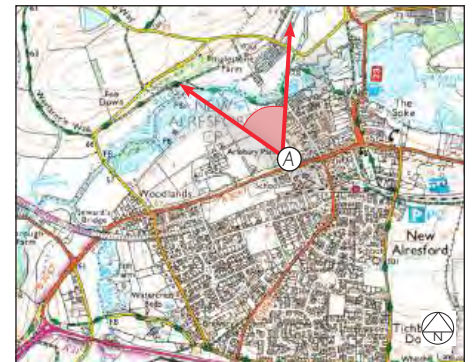
Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 17:22

Location and Direction of View





View 21

Description of View-The Avenue West

This view is of The Avenue looking west away from the town centre. Accessible on foot and experienced when driving along the road by car. A variety of mature trees line The Avenue and provide a sense of grandeur associated with the flint wall of Arlebury Park. The trees are well maintained and are surrounded by lawn and grass verge. They provide shade in the summer months and act as a buffer from the B3407 carriageway where vehicles tend to move at speed. Any new development either along The Avenue or in the setting of this view, should conserve the flint wall extents and be mindful that built form does not protrude above it to retain the setting of Arlebury Park's character.

Photograph Information

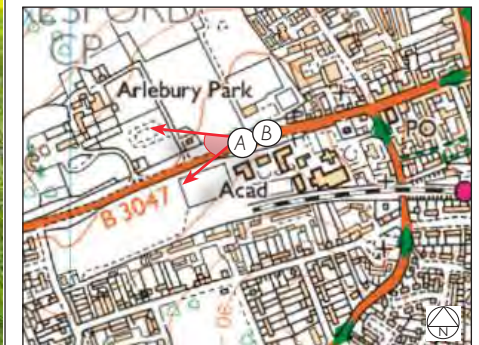
Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 1/2mp

Image B Ultra Wide Camera 13mm f1.8 1/2mp

Time taken: 17:22

Location and Direction of View





View 22

Description of View- Bailiff's House

This view from The Avenue looking north toward and beyond the late 19th century farm The Bailiff's House for Alebury Estate, called 'Trees' is accessible on foot and seen fleetingly when driving along the road by car. This view provides a sense of place and history and is unique to New Alresford. The undeveloped wooded horizon beyond the entrance to the Bailiff's House reminds the viewers of New Alresford's landscape context. While the Bailiff's House itself is protected by the Conservation Area designation it should be noted that the landscape beyond provides its setting and the visual connection between them must be retained.

Photograph Information

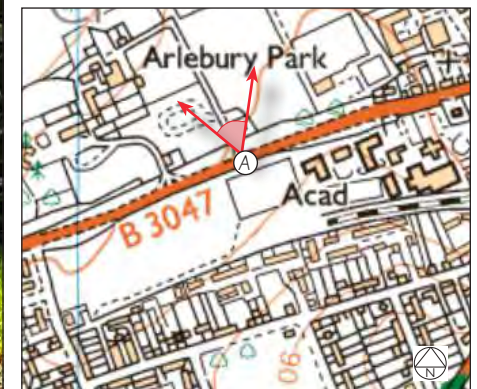
Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 17:22

Location and Direction of View





View 23

Description of View- Arlebury Park

The view of Arlebury Park House is best experienced on foot. The house is in private use and not publicly accessible beyond the wall and gate. Fleeting glimpses of the view can be experienced by car when driving along the B3407. Within the Conservation Area designation but unlisted, Arlebury Park house (and estate) is a landmark in The Avenue.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 17:22

Location and Direction of View





View 24

Description of View- The Ave East

This view is accessible on foot along the B3407 via footpaths on either side of the carriageway. Fleeting glimpses of the view can be experienced by car when driving along the B3407. The Avenue is a linear gateway for the town and provides a sense of arrival and distinctive character. Some mid-century and more recent residential development is experienced on the south side of the B3407 (The Avenue).

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f/1.5 1/2mp

Image B Ultra Wide Camera 13mm f/1.8 1/2mp

Time taken: 17:22

Location and Direction of View





View 25

Description of View- Avenue NW

This view looking north to the North Hampshire Downs is accessible on foot along the B3407 via footpaths on either side of the carriageway. Fleeting glimpses of the view can be experienced by car when driving along the B3407. The Avenue is a linear gateway for the town and provides a sense of arrival and distinctive character. This view provides a sense of place and history, unique to New Alresford and the landscape beyond the flint wall provides the setting for the Conservation Area designation. The undeveloped visual connection between the landscape and the Conservation Area must be retained.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Location and Direction of View





A



B

View 26

Description of View- Recreation Ground North West

A Valued View by the community this view is accessible by car as far as the Arlebury Park Town F.C. and New Alresford Town Council Offices car park and then on foot to the viewpoint. part of the playing pitches for the town it is outside of the Conservation Area. Dominated by a playing pitch in the foreground, this view provides openness and a sense of tranquillity when not in use. The visual connection to the higher wooded skyline of the North Hampshire Downs supports a sense of place and context.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken: 17:25

Location and Direction of View





View 27

Description of View-Recreation Ground, play ground.

Valued by the community this view is accessible by car to the car park of Arlebury Park Town F.C. and New Alresford Town Council Offices and then on foot to the viewpoint. The children's recreational play area is outside of the Conservation Area.

Dominated by play equipment and enclosure fencing in the foreground, this view provides openness and a sense of tranquillity when not in use. The visual connection to the higher wooded skyline of the North Hampshire Downs supports a sense of place and context.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 28

Description of View

The river Arle (or Alre) is accessed via a river walk footpath and the Wayfarer's Walk from either Mill Hill or Drove Lane. It is not accessible by car. This view looking north across the river is serene and tranquil and looks north towards the Pinglestone water cress beds and high ground can be seen beyond the field boundary on the north bank. The view is highly sensitive in biodiversity and landscape terms. Despite its popularity by the community and visitors this flourishing wildlife haven provides a important habitat for birds, fish, bats, mammals, invertebrates and other important species.

Photograph Information

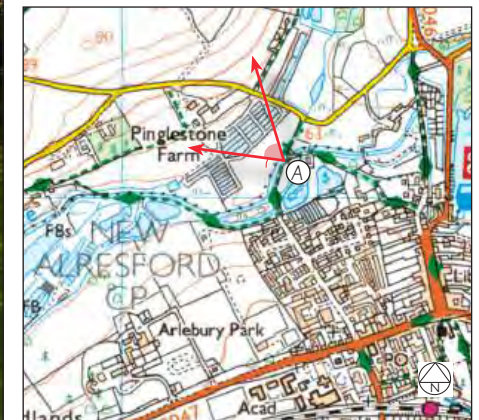
Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken:

Location and Direction of View





View 29

Description of View

This view is accessed by car along Oxdrove Way, however there are no parking areas. It can also be accessed on foot. The view is across the watercress beds at Pinglestone looking towards the chalk river Arle (or Alre). The town has many watercress beds, an important contributor to the local economy and to local distinctiveness.

Photograph Information

Model: iPhone 15 Pro

Location and Direction of View





View 30

Description of View

The river Arle (or Alre) is accessed via a river walk footpath and the Wayfarer's Walk from either Mill Hill or Drove Lane. It is not accessible by car.

This view looking east along the river is serene and tranquil and highly sensitive in biodiversity and landscape terms. Despite its popularity by the community and visitors this flourishing wildlife haven provides a important habitat for birds, fish, bats, mammals, invertebrates and other important species.

Photograph Information

Model: iPhone 13 Pro

Image A Wide Camera 26mm f1.5 12mp

Image B Ultra Wide Camera 13mm f1.8 12mp

Time taken:

Location and Direction of View



Appendix 1

Methodology



New Alresford Neighbourhood Plan – Key Views Assessment Methodology

November 2023

Set out below is a suggested method for the Key Views Assessment. It is important that the methodology is fit for purpose, so it should be flexible to account for specific circumstances of the Town Council.

Aim of the study

- To support development management and policy decisions
- To identify characteristic views which relate to landscape evidence and reflect views valued by the local community
- To inform policies and guidance in the Neighbourhood Plan as appropriate

Outputs of the study

- Zone of Theoretical Visibility (ZTV) (mapped)
- Viewpoints (mapped - colour coded by type)
- Visual 'Setting' to the Village
- Identified Areas of 'Openness'
- Valued landscapes for the views or visual amenity¹ they support

¹ *Visual Amenity*: 'The overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through the area'. (GLVIA3)



Part One

Background

Landscape Background

Review of key published landscape evidence to include:

- Winchester Landscape Character Assessment
- Winchester District Local Plan Part 2 Landscape Sensitivity Appraisal (New Alresford)
- Hampshire Integrated Landscape Character Assessment
- Hampshire Historic Landscape Assessment
- South Downs Integrated Landscape Character Assessment

Planning Background

- NPPF para 174 (a) and 144
- Local Plan (adopted and emerging)
- Neighbourhood Plan Engagement Reports
- New Alresford Design Statement (2008)

Best Practice

- Guidelines for Landscape and Visual Impact Assessment (IEMA/LI) 2013
- An Approach to Landscape Character Assessment (Natural England) 2014 Landscape Institute
- Photography Guidelines (TGN 06/19)

Part Two

Desktop Research

Undertake a review of existing evidence that may help in identifying key views, view types and the character of views. This should include, but not be limited to the following:

- 1) *Policy* - Identify specific policies that relate to views or visual experiences including relationship to South Downs National Park.
- 2) *Data* - ZTV (published or new one); Tranquility (CPRE)²; OS 1:25 maps (these show access land, contours, key viewpoints).
- 3) *Published Landscape Evidence* - existing Landscape Character Assessments (these should be mapped where they overlap as coverage is a bit complicated), Historic Mapping, HLC, GI Strategy (ensure views selected will not be lost through other interventions).
- 4) Long distance promoted routes:
 - 1) Wayfarer's Walk

² *Tranquility* (CPRE) - note the visual aspect of tranquility



- 2) St. Swithun's Way
 - 3) Itchen Way
 - 4) Oxdrove Way
- 5) Cultural, literary, or artistic associations with views, landmarks or landscapes, use heritage designations.

Part Three

- 1) Identify key viewpoints based on desktop research and view types for example;
 - Representative Views (examples of a type of view but not necessarily this view that needs protecting)
 - Specific Views (a specific view in need of protection)
- 2) Identify any key landmarks, for example church spires, views of/towards designed landscapes depending upon the number and variety of views found it may be possible to categorise views or characterise views, for example:
 - Long distance
 - Wooded Views
 - Horizons
 - Undeveloped
 - Skylines
 - Landmarks
 - Openness
 - Settlement
 - Gaps
 - Views from the village
- 3) Identify key viewpoints based upon community engagement
- 4) Finalise and verify views in the field - take photographs. Consider the season when selecting views and undertaking photography. (Camera specifications - see LI TGN19)

Appendix 2

Planning Policy

2.143 The following section reviews the existing policy context from national down to local level regarding the importance of views of visual character. The following policy documents were reviewed:

National Policy

- NPPF (2023)

Local Policy

- Winchester Local Plan Part 1 – Joint Core Strategy (2013)
- Winchester Local Plan Part 2 - Development Management and Site Allocations (2017)
- Winchester Landscape Character Assessment (2022)
- New Alresford Landscape Sensitivity Appraisal (2013)
- Hampshire Integrated Landscape Character Assessment (2010)
- Hampshire Historic Landscape Assessment (1999)
- South Downs Landscape Character Assessment (2020)
- New Alresford Design Statement (2008)
- New Alresford Conservation Area Technical Assessment (2001)

2.144 The following section sets out the relevant key views or visual character comments or policies in respect to New Alresford.

National Planning Policy Framework (NPPF)

2.145 The National Planning Policy Framework (December 2023) establishes planning policies for new development within England and how these are expected to be applied. The following NPPF paragraphs are most relevant for this Key Views Assessment.

Winchester Local Plan Part 1 – Joint Core Strategy (2013)

2.146 Adopted in March 2013, the Winchester Local Plan Part 1 outlines comprehensive development strategies for sustainable growth, infrastructure, and community enhancement across the Winchester District. The Local Plan Part 1 states that, regarding the South Downs National Park boundary adjacent to New Alresford, “development in these areas has the potential to impact on the landscape and amenity of the National Park and must be carefully managed and mitigated”. The Local Plan goes on to state that there are two statutory purposes of the South Downs National Park which are:

Section 15	Conserving and enhancing the natural environment	Paragraph 180 sets out the important role all planning policies and decisions have to conserve and enhance the natural and local environment. In particular, protecting and enhancing valued landscapes. One way in which landscapes are valued is through the key views and visual experiences it affords. This Study seeks to identify these ‘valued’ views through the evidence-led research and consultation with the local community.
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		Paragraph 182 refers to the weight that must be afforded to nationally protected landscapes including National Parks. This weight is in pursuit of protecting landscape and scenic beauty. This Study seeks to identify views with particular scenic qualities, including those in relation to the South Downs National Park. These views maybe within the National Park, from it into its setting or from the town towards the National Park.
--	--	--

- To conserve and enhance the natural beauty, wildlife and cultural heritage of the area;
- To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.

2.147 The Winchester Local Plan Part 1 contains the following policy regarding Heritage and Landscape Character

Winchester Local Plan Part 2 - Development Management and Site Allocations (2017)

2.148 The second part of the Winchester Local Plan (Development Management and Site Allocations) was adopted in April 2017. The Local Plan Part 2 outlines the framework for development management and site allocations in Winchester, providing guidance on land use and planning decisions to ensure sustainable growth and development within the area. It sets out specific sites for development, along with policies and criteria to govern their use. The Plan sets out the following policies regarding views:

Winchester Landscape Character Assessment (2022)

2.149 Published in April 2022, the Winchester Landscape Character Assessment provides an overview of the diverse landscapes within the District of Winchester, focusing on their unique features, qualities, and cultural significance. It evaluates factors such as topography, land use, biodiversity, historic landmarks, and visual character to understand the distinctiveness of each landscape type.

2.150 The Winchester Landscape Character Assessment identifies two different Landscape Character Areas in New Alresford including Upper Itchen Valley and Bramdean Woodlands.

<i>Policy CP20 - Heritage and Landscape Character</i>	The Local Planning Authority will continue to conserve and enhance the historic environment through the preparation of Conservation Area Appraisals and Management Plans and/or other strategies, and will support new development which recognises, protects and enhances the District's distinctive landscape and heritage assets and their settings. These may be designated or undesignated and include natural and man made assets associated with existing landscape and townscape character, conservation areas, scheduled ancient monuments, historic parks and gardens, listed buildings, historic battlefields and archaeology. Particular emphasis should be given to conserving: • Recognised built form and designed or natural landscapes that include features and elements of natural beauty, cultural or historic importance; • Local distinctiveness, especially in terms of characteristic materials, trees, built form and layout, tranquillity, sense of place and setting.
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New Alresford Landscape Sensitivity Appraisal (2013)

2.151 In November 2013, the Winchester District Landscape Sensitivity Appraisal was published as part of the Local Plan Part 2. The Landscape Sensitivity Appraisal assesses the environmental impact of development proposals in New Alresford, evaluating their compatibility with the surrounding landscape. The Appraisal also identifies key viewpoints in New Alresford (see Figure X).

<i>Policy DM15 – Local Distinctiveness</i>	• Developments should respect the qualities, features and characteristics that contribute to the distinctiveness of the local area. Proposals which accord with the Development Plan will be permitted where they conserve or enhance: • i. the landscape and townscape framework, including the ‘key characteristics’ identified in local Character Assessments and adopted Design Statements; • ii. open areas and green spaces that contribute to the special qualities of the townscape or the setting of buildings, including heritage assets; • iii. recognised public views, features or skylines; • iv. the special qualities of Conservation Areas and historic landscapes; • v. trees, hedgerows, water features and corridors which contribute to local distinctiveness. • Regard will be had to the cumulative effects of development on the character of an area.
<i>Policy DM23 – Rural Character</i>	• Outside defined settlement boundaries, development proposals which accord with the Development Plan will be permitted where they do not have an unacceptable effect on the rural character of the area, by means of visual intrusion, the introduction of incongruous features, the destruction of locally characteristic rural assets, or by impacts on the tranquillity of the environment. • The following factors will be taken into account when considering the effect on the rural character and sense of place: • Visual - intrusion should be minimised, including the effect on the setting of settlements, key features in the landscape, or heritage assets. The cumulative impact of developments will be considered, including any ancillary or minor development that may occur as a result of the main proposal. • Physical - developments will be encouraged to protect and enhance the key characteristics of the landscape and should avoid the loss of key features or the introduction of elements that detract from the special qualities of the place. Any re-modelling of the landscape will also be taken into account. • Tranquillity - developments should not have an unacceptable effect on the rural tranquillity of the area, including the introduction of lighting or noise occurring as a result of the development, taking account of the relative remoteness and tranquillity of the location. New lighting will generally not be permitted in unlit areas and the type, size, design and operation of any lighting may be controlled where necessary by the use of conditions. • Developments should not detract from the enjoyment of the countryside from the public realm or public rights of way.

- These settlements are generally well treed, due to their long history of settlement and alluvial soils. Their valley side and valley floor location means that views out of the settlements are more limited but from valley side locations views across the valley can be had showing how well the valley buildings are integrated with the surrounding rural landscape. Views in valleys can be long and panoramic and it is important to ensure that these are protected, through the protection of existing trees and control over highly visible development on open slopes and ridgelines.



Image Location: <https://www.dropbox.com/scl/fi/f4hj6t6qsjiu62z2rh012/Screenshot-2024-03-11-at-13.19.31.png?rlkey=9vlfacd5uzp3v224ci3t4rtx&dl=0> Figure 6: Landscape Sensitivity Appraisal

Hampshire Integrated Landscape Character Assessment (2010)

- 2.152 Published in March 2010, the Hampshire Integrated Landscape Character Assessment provides an overview of the diverse landscapes within Hampshire, focusing on their unique features, qualities, and cultural significance. It evaluates factors such as topography, land use, biodiversity, historic landmarks, and visual character to understand the distinctiveness of each landscape type.
- 2.153 The Hampshire Integrated Landscape Character Assessment identifies two different Landscape Character Areas in New Alresford including Itchen Valley (3c) and Brighton and Bramdean Downs (7d).

Hampshire Historic Landscape Assessment (1999)

- 2.154 The Hampshire Historic Landscape Assessment conducted in 1999 provides a comprehensive overview of the historical development and cultural significance of landscapes within Hampshire. It identifies key features, periods of significance, and potential areas for preservation, aiding in the understanding and conservation of Hampshire's historical heritage.
- 2.155 According to the Hampshire Historic Landscape Assessment, New Alresford is located within the Avon Test, Itchen, and Meon River Valleys Character Area. The assessment further delineates the composition of

New Alresford's historic landscape, revealing, that it comprises 2% Parliamentary Fields, 10% Valley Floor, 8% parks, 10% Old Settlement, and 50% Urban areas.

Page 12	Paragraph 3.5: L1. Views (WDLPR Ref: DP4, C5 apply) All the important views shown in Map 3.1 should be protected. These are: Views to the north, which are predominantly grass meadowland and grazed. To the east, arable farming. To the south woodland and copse. (Farmers and landowners are encouraged to continue this form of husbandry, and include the growth of energy crops when appropriate).
	Paragraph 3.5: L2. Footpaths (WDLPR Ref: DP4, RT9, T8 apply) Footpaths and their relationship with boundaries and hedgerows should be kept clear and safe to walk. Views from footpaths should be protected and opportunities be taken to increase the network and provide a continuous walkway along the river safely.

South Downs Landscape Character Assessment (2020)

2.156 The South Downs Landscape Charter Assessment offers a comprehensive analysis of the landscape characteristics, cultural heritage, and environmental significance of the South Downs National Park. It outlines strategies for sustainable management and conservation efforts to protect of the area's natural and cultural assets.

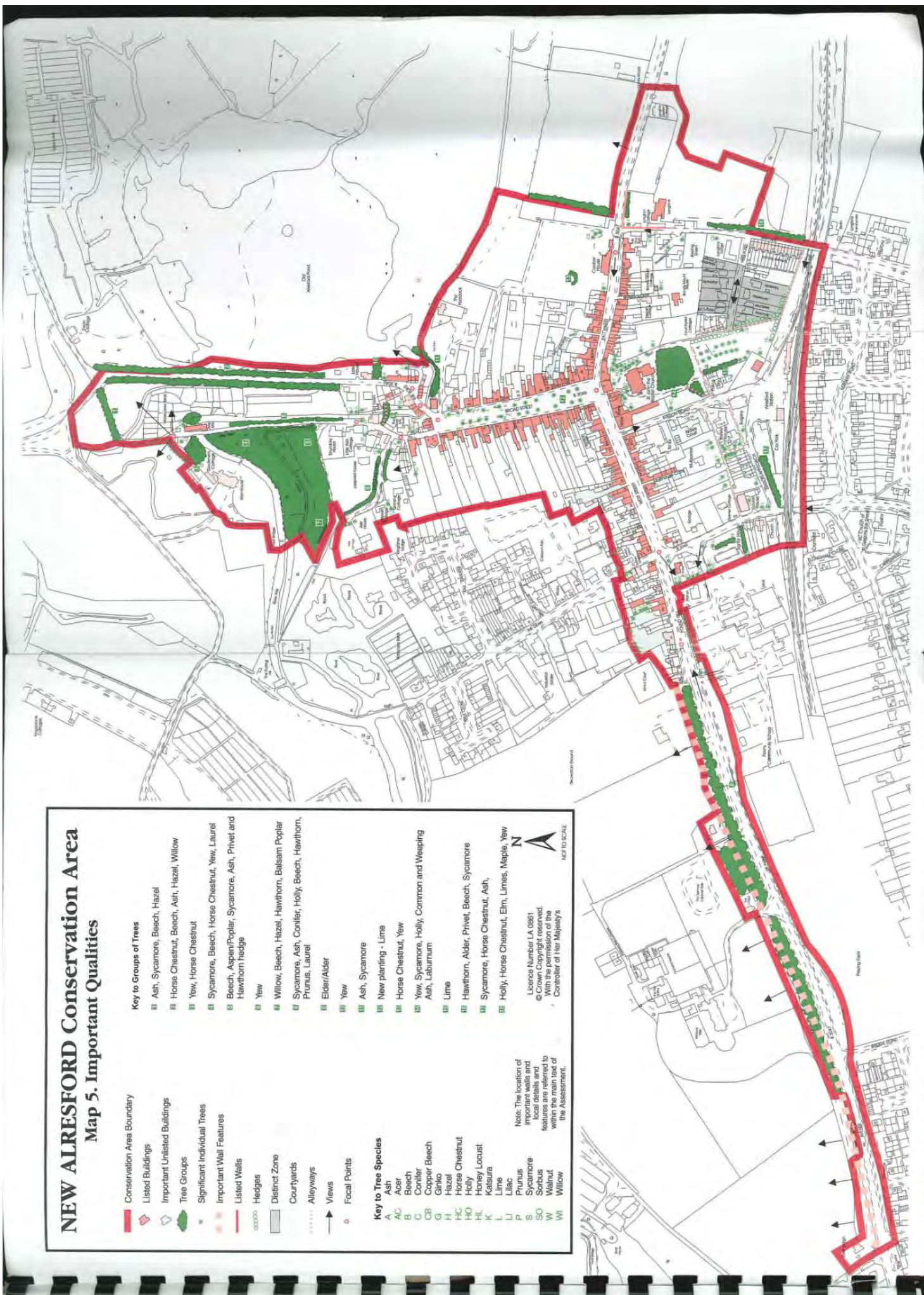
2.157 According to the South Downs Landscape Character Assessment, New Alresford borders the Itchen Valley (E4) and Bramdean and Cheriton Mosaic (D3a) landscape character areas.

South Downs National Park	The New Alresford Parish boundary and the South Down National Park boundary are located in close proximity, particularly the southwest of New Alresford.
Sites of Special Scientific Interest (SSSI)	The River Itchen SSSI is located to the west of New Alresford following the River Itchen and River Arle along the Parish Boundary from the A31 around to and including Old Alresford Pond. The SSSI continues west towards Ovington and north towards Fobdown.
Special Areas of Conservation (SAC)	The River Itchen SAC legally underpinned by the River Itchen SSSI and follows a similar but narrower course of the River Itchen SSSI.
New Alresford Conservation Area	The designated Conservation Area boundary incorporates three main medieval streets, namely West Street, East Street and Broad Street, as well as Pound Hill and The Soke. West Street, East Street and Broad Street represent the residential and commercial core of the Conservation Area.
Registered Parks and Gardens	Old Alresford House, located approximately 350 metre north of the Parish Boundary is nationally listed as Grade II in the register of Parks and Gardens.
Listed Buildings	New Alresford contains 127 listed buildings including 123 Grade II Listed Buildings and four Grade II* Listed Buildings.
Scheduled Monument	New Alresford contains one Scheduled Monument: Alresford Bridge, a late 12th century stone single arched bridge, spanning the overflow channel from Old Alresford Pond.
Ancient Woodlands	Although there are no Ancient Woodlands in New Alresford, there are several located outside the Parish Boundary.



Map 3.1 Important Views in and across New Alresford

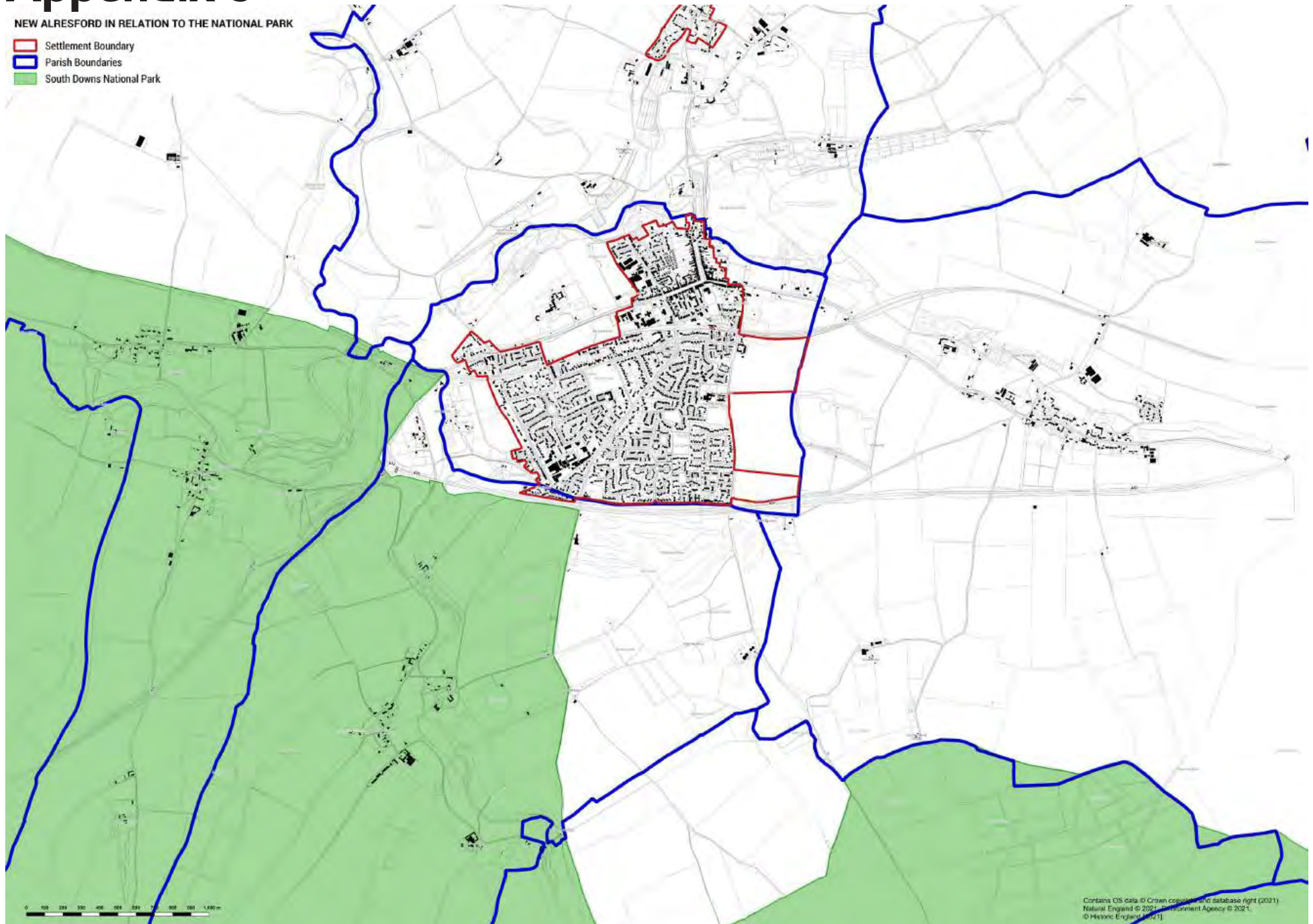
Figure 7: New Alresford Design Statement



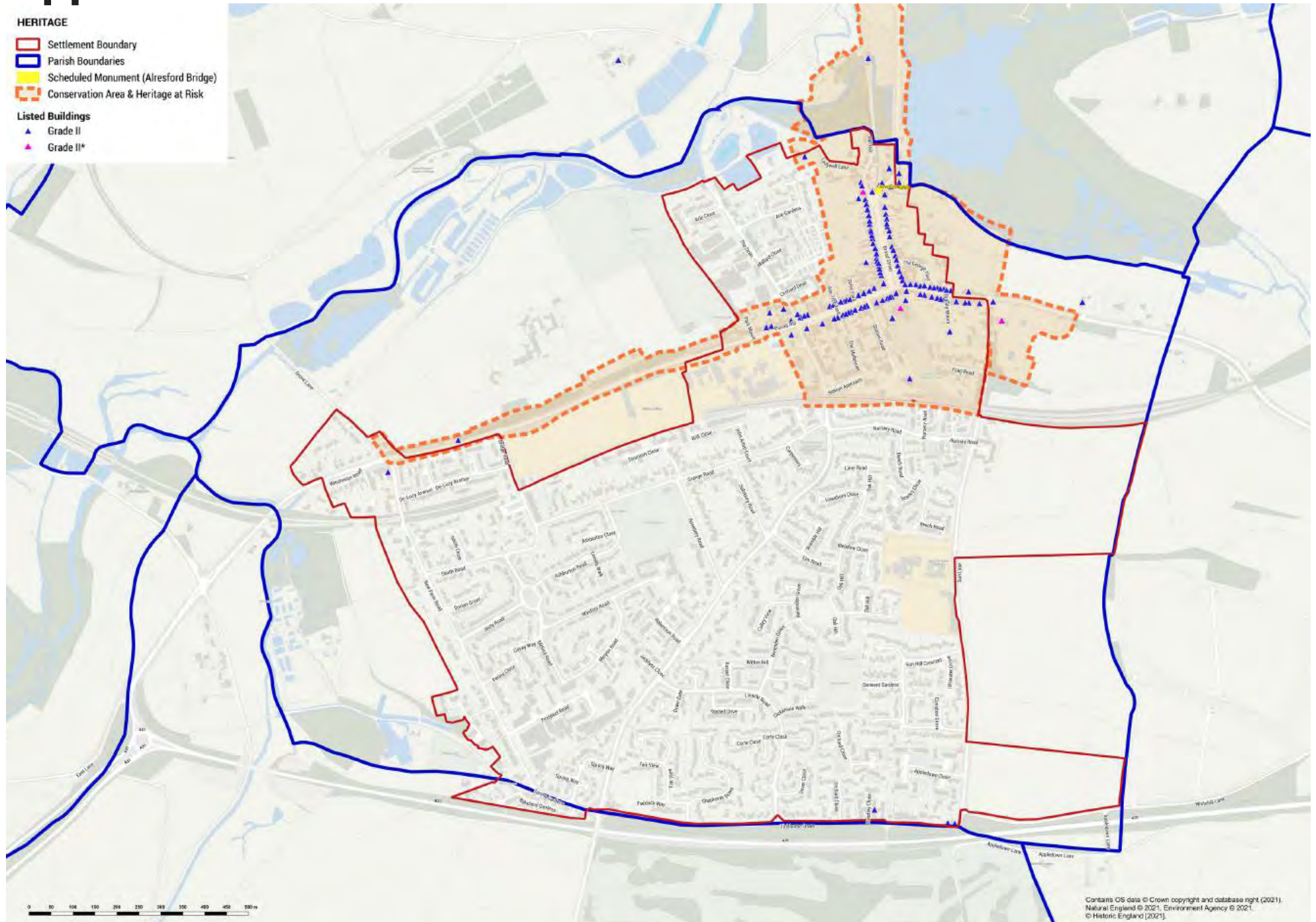
Appendix 3

NEW ALRESFORD IN RELATION TO THE NATIONAL PARK

- Settlement Boundary
- Parish Boundaries
- South Downs National Park



Appendix 4



Appendix 5

Visibility Index Map

New Alresford

 Parish Boundary

 South Downs National Park

Visibility Index



0.000006

0.789086

The visibility index (VI) estimates the size of the viewshed for each grid cell in a digital elevation model (DEM).

The DEM is built on data from the Environment Agency LIDAR Composite DTM (Digital Terrain Model)(2m spatial resolution).

The map shows the VI for 1.6m viewer height across a DEM which extends 3km radius of analysis.

The VI shows the relative visibility of the landscape. Areas with a higher VI score are more visually exposed. Areas with a lower VI score are less visually exposed.

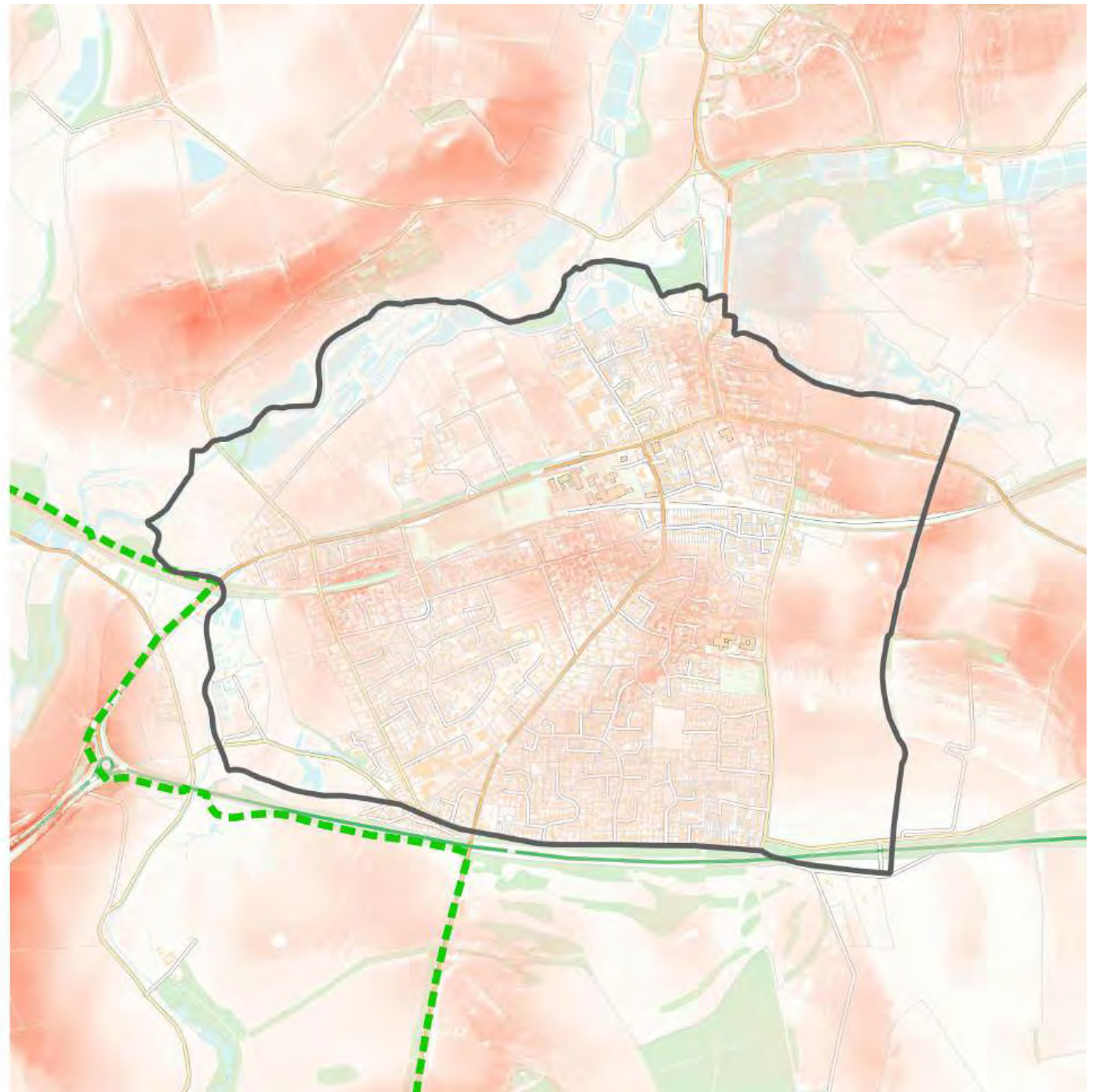
Note that this is a bareground DEM. Landscape features such as woodland and hedgerows influence relative visibility.

The VI was calculated using QGIS Visibility Analysis algorithms.

0 250 500 m



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Appendix 6

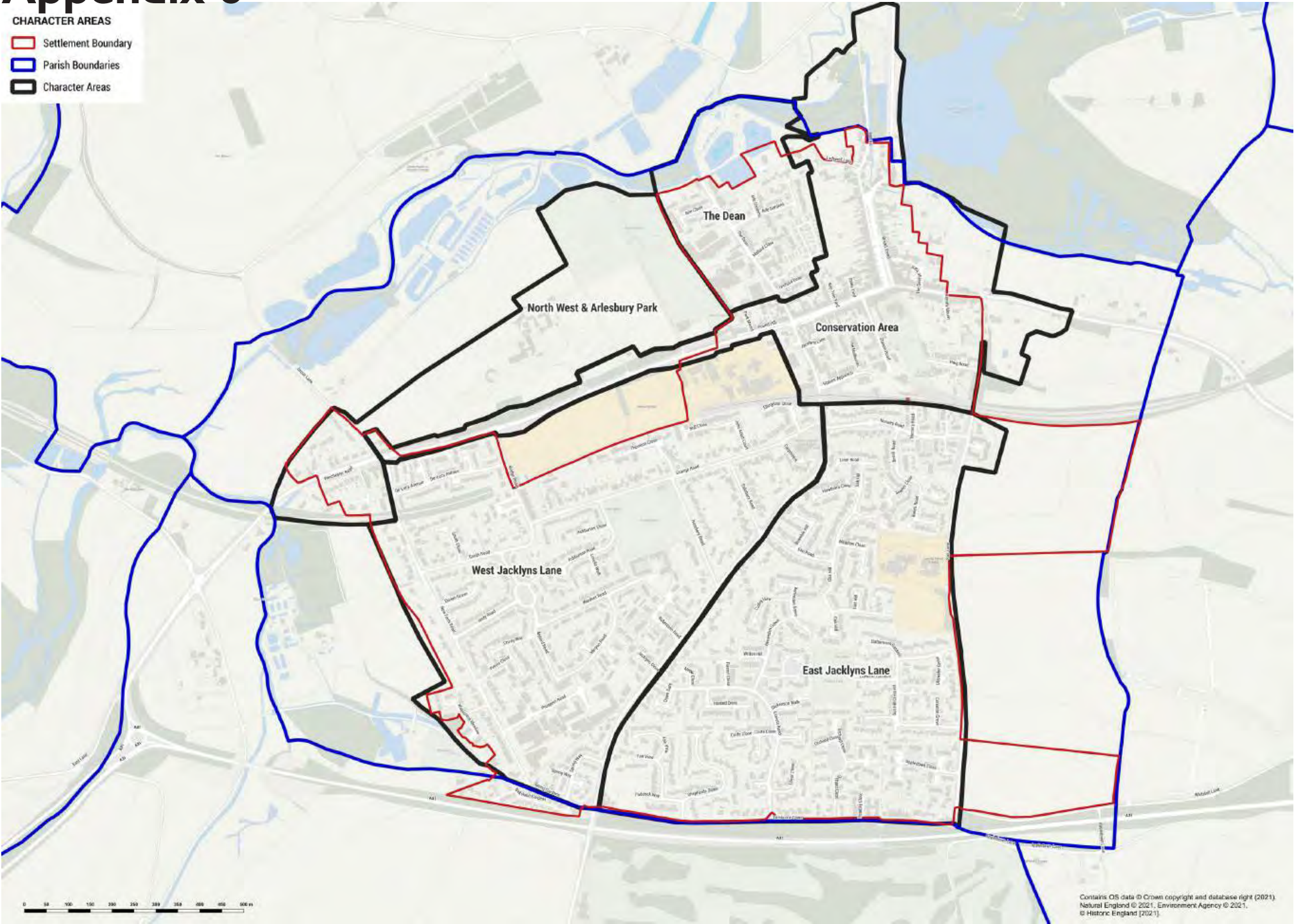


Figure 12: Character Areas

Appendix 7

LIDAR Map

New Alresford

 Parish Boundary

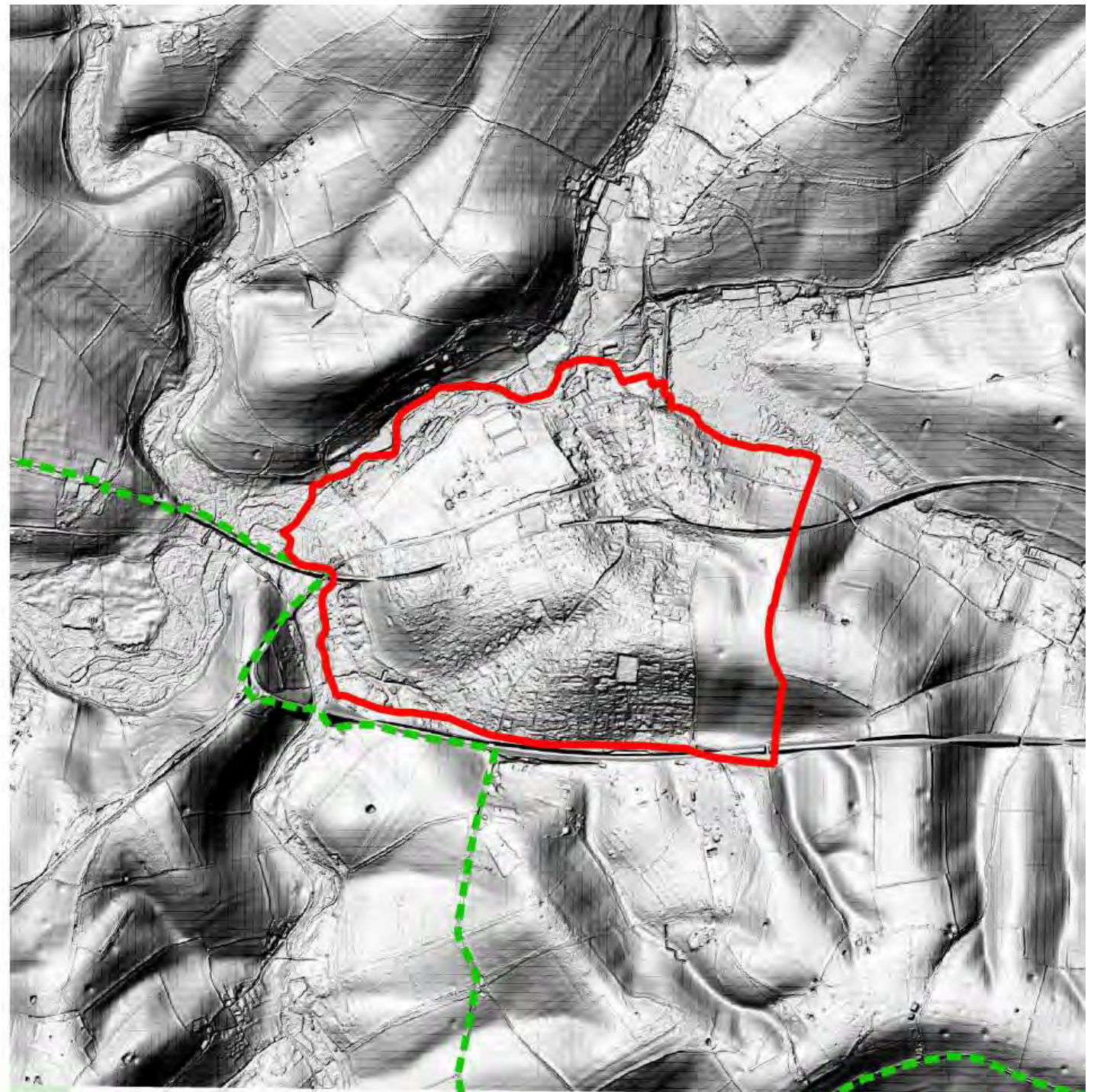
 South Downs National Park

0 500 1,000 m



This map is built on data from the Environment Agency LIDAR Composite DTM (Digital Terrain Model)(2m spatial resolution).

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Key Views Assessment New Alresford

November 2025

New Alresford Town Council
Recreation Centre
The Avenue
New Alresford
Alresford SO24 9EP

United Kingdom

www.newalresford-tc.gov.uk

