

1. Introduction & Overview

The Lower Turk Street brewery, owned by Molson Coors, closed in May 2015.

Molson Coors Brewing Company (UK) Ltd, East Hampshire District Council (EHDC) and Alton Town Council (ATC) are working together on a development brief to guide future planning applications for the site.

The development brief will be used to understand how the site can be best used in future and will be used by the planners to help decide on future planning applications.

The development brief will be completed in May 2016, when it will be adopted by East Hampshire District Council to advise the Emerging Local Plan Part 3.

A first round of public consultation was held from 16th December 2015 to 8th January 2016. A public drop-in exhibition was held at The Assembly Rooms, Alton in the evening on 16th December. We asked local residents and other interested parties about their thoughts on the redevelopment of the brewery site.



Site Location Plan



First Public Consultation Event at Alton Assembly Room, 16th December 2015



2. Consultation Responses (1)

The first public consultation demonstrated the considerable interest in the redevelopment of the site among local residents. 167 people were recorded as having attended the event at the Assembly Rooms and a total of 143 questionnaires were completed.

Of these, 101 questionnaires were completed at the event and 42 were returned by email or post. 90% of respondents live in Alton, 25% live close to the brewery site (within 200m), 34% work in Alton and 92% visit Alton town centre regularly.

Key messages from the consultation are summarised on this and the next board.

Note: Consultees were able to identify more than one land use or topic, so percentages quoted do not sum to 100.

1. Appropriate land uses:

- 67% of people believed that new housing was the appropriate major use for the site, including affordable housing.
- 46% said shops should be provided, 41% would like to see a leisure complex;
- 38% want a community centre, 33% want new open spaces, 31% want a new sports centre, 27% would like to see employment / light industrial/ craft workshops



1. Response to consultation findings:

Based on the consultation responses, and informed by independent commercial property advice, the following land uses are considered appropriate and viable propositions for the site:

- Housing – the site could accommodate houses and flats, ranging from 1 bedroom flats to 4-5 bedroom houses, with a target of 40% affordable housing, subject to viability. The site would be particularly suitable for housing for young families and the elderly, and could be suitable for sheltered / care housing;

- Employment – flexible business space providing smaller units on around 1-2 acres, with potential to accommodate between 80 and 160 jobs;
- Community facility – opportunity to explore the potential for a community facility to meet the needs of Altonians;
- Hotel – the site could be appropriate for a 50-70 bedroom hotel scheme.

The following uses have been considered, but are not felt to be appropriate or viable for the site:

- Retail – new shops would compete with the High Street, which must be protected as the focus for shopping in the town;
- Commercial leisure (cinema, bowling etc) – there is insufficient market demand to deliver these types of uses and would also cause unacceptable local traffic;
- Sports Centre – this is being brought forward on the site at Chawton Park Road.

3. Consultation Responses (2)

2. Key opportunities that redevelopment could bring to the town:

- The majority of respondents believe enhancement of the River Wey (34%) is a key opportunity. Other suggestions were:
- Attracting more visitors, and spending, into the town (34%); providing housing, particularly for first time buyers, in order to prevent development in the green belt (29%);
- Providing a community focus (27%); additional employment (24%); integration of the site with the town centre (23%)

2. Response to consultation findings:

The proposed land uses identified above, and first thoughts on the possible layout of the redevelopment (see boards 5 and 6) seek to address these aspirations, while ensuring viability and deliverability.

3. Key challenges/issues to be addressed:

- The majority (27%) stated that traffic and congestion would be the biggest challenge/issue to address. The following were also suggested as key issues;
- Flooding (24%); decline of the High Street (17%); risk of overdevelopment (15%);
- Need to provide ancillary services e.g. school places, doctor/dentist facilities (13%); adequate car parking (13%)
- Risk that residents are not consulted adequately on the preparation of the development brief; ensuring that the redevelopment is in keeping with the character of Alton (10%)

3. Response to consultation findings:

Traffic assessment work is underway, together with discussions with County Highways, to ensure potential traffic impacts are addressed through local highway improvements, if required. Flood risk modelling work is underway to ensure the proposals minimise the risk of flooding and create a safe environment. The project partners are keen to ensure that local people have the opportunity to contribute to the preparation of the development brief, and there will be further consultation on the draft brief in the spring. Views are sought on how the brief can ensure that the form of the development on the site is in keeping with the character and culture of the town.

4. Other comments on the regeneration site:

The majority of consultees supported redevelopment of the brewery site, provided sufficient and appropriate amenity is provided for the community and the development is respectful of the surrounding context and character of the town. This includes provision of new open spaces and pedestrian access, retention and re-use of Culverton House and form of development which celebrates the brewing history in Alton, and if possible the wider cultural heritage of the town.

4. Response to consultation findings:

The proposed land uses identified above, and first thoughts on the possible layout of the redevelopment (see boards 5 and 6) seek to address these aspirations, while ensuring viability and deliverability. Views are sought on appropriate viable uses for Culverton House, and how the development can best help to celebrate the cultural heritage of Alton.

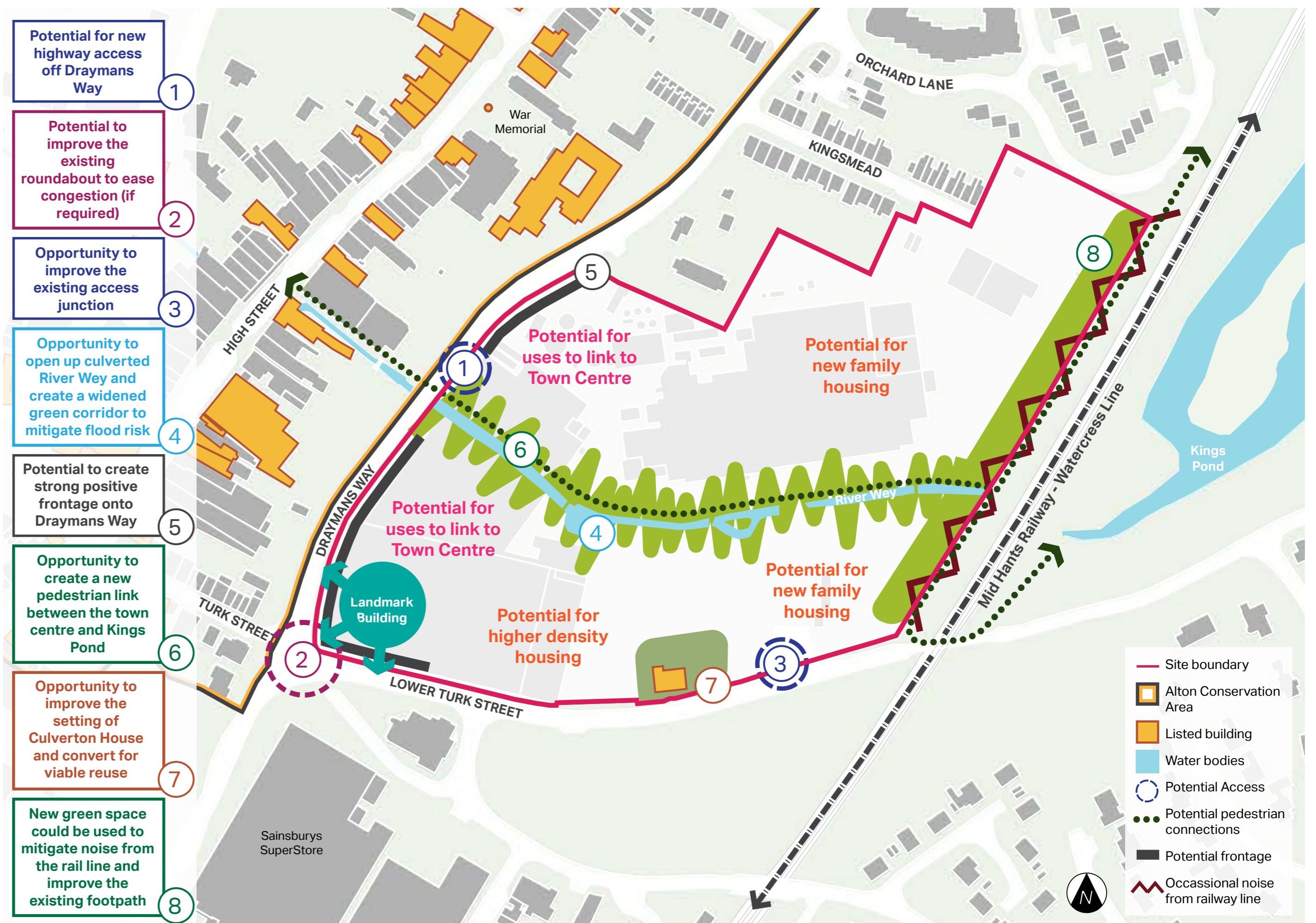
4. Opportunities & Constraints

Its central location, with good access to the town centre, makes the brewery site a highly sustainable development location, which can contribute positively to the future viability of the centre. Future development proposals must contribute positively to the town, but must also be commercially viable and attractive to the development market, to ensure they can be delivered. The proposals

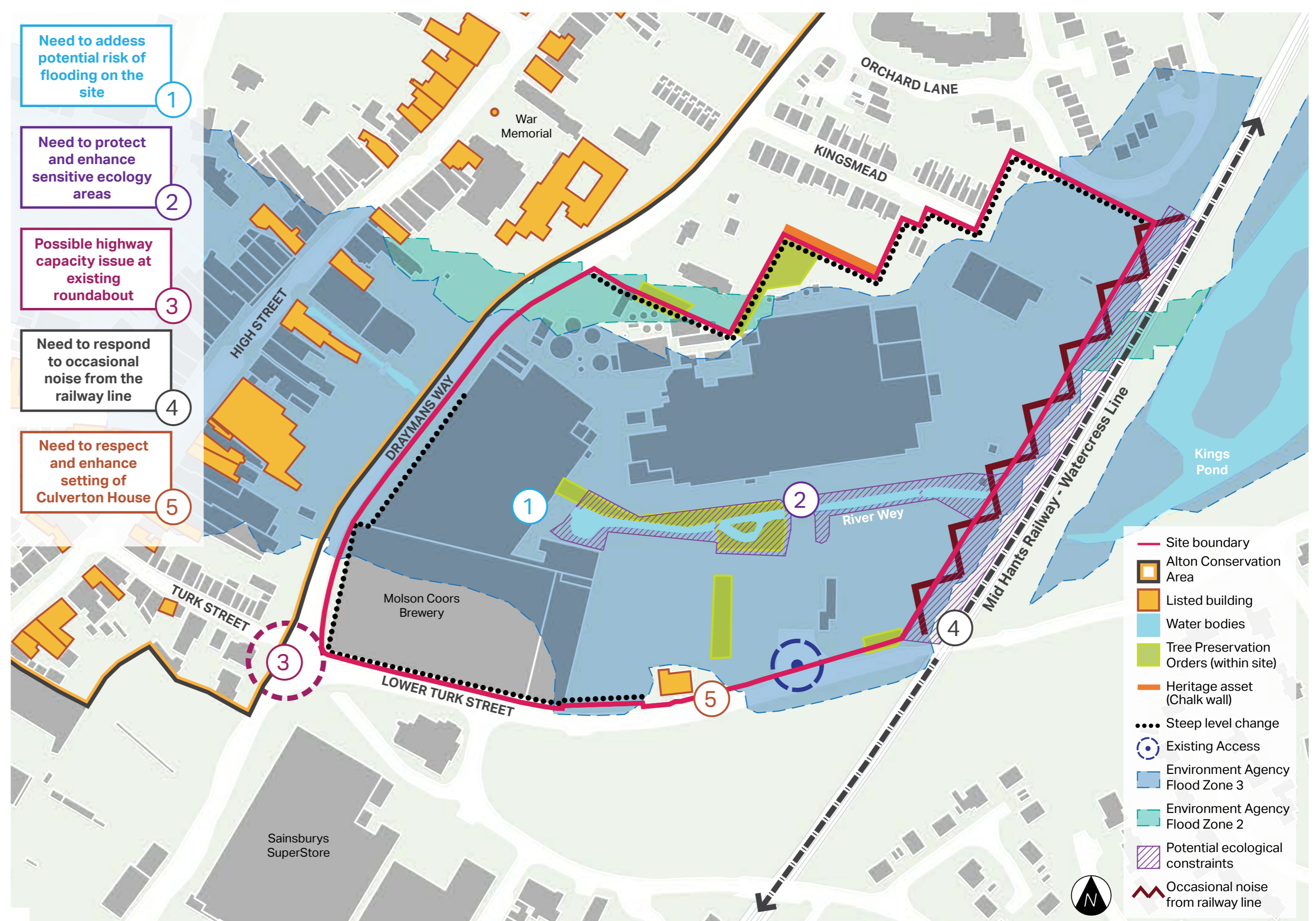
need to take account of high development costs, including costs of demolishing the major brewery buildings.

The site presents a number of opportunities, as well as constraints, which must inform the preparation of the development brief. These are summarized in the diagrams below.

Opportunities



Constraints



5. Redevelopment Scenarios (1)

Molson Coors Brewery Site, Alton
Development Brief

Taking account of the feedback from consultation, the project partners (Molson Coors, East Hampshire District Council, Alton Town Council) have drawn up the following Vision to guide the redevelopment of the site.

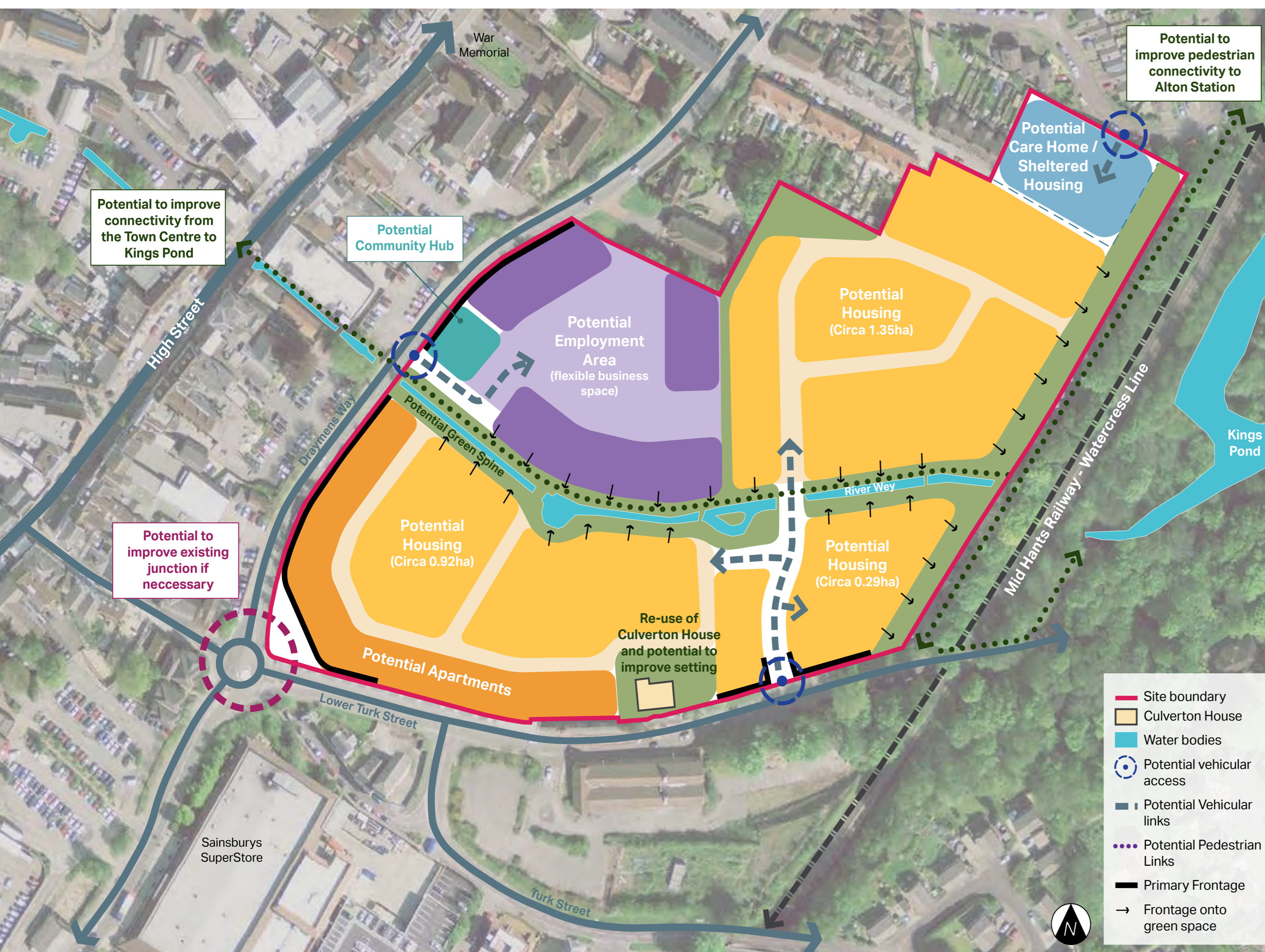
Vision for the Site

The Partners' vision is to create a high quality, distinctive place on the former brewery site which delivers lasting benefits for the town. The residential-led mixed use scheme will help to strengthen the town centre and attract people to the site by providing a range of new homes for local people, new employment and to explore options for new facilities for the local community.

New public open spaces along the River Wey will form the heart of the scheme, creating an attractive pedestrian route between the High Street and King's Pond. Development will celebrate the heritage of the site, with retention and conversion of Culverton House, improvements to its setting and new development which is sympathetic to the traditional building styles of Alton

Two preliminary scenarios for the future development of the site are shown below and on the next board. These indicate two ways in which the proposed uses could be arranged on the site. They are presented to seek feedback from consultees.

They are not 'options' to choose between – the final development brief will set out requirements and guidelines for the development of the site, but this will include some flexibility in the final layout of uses.



Scenario 1: Key Features

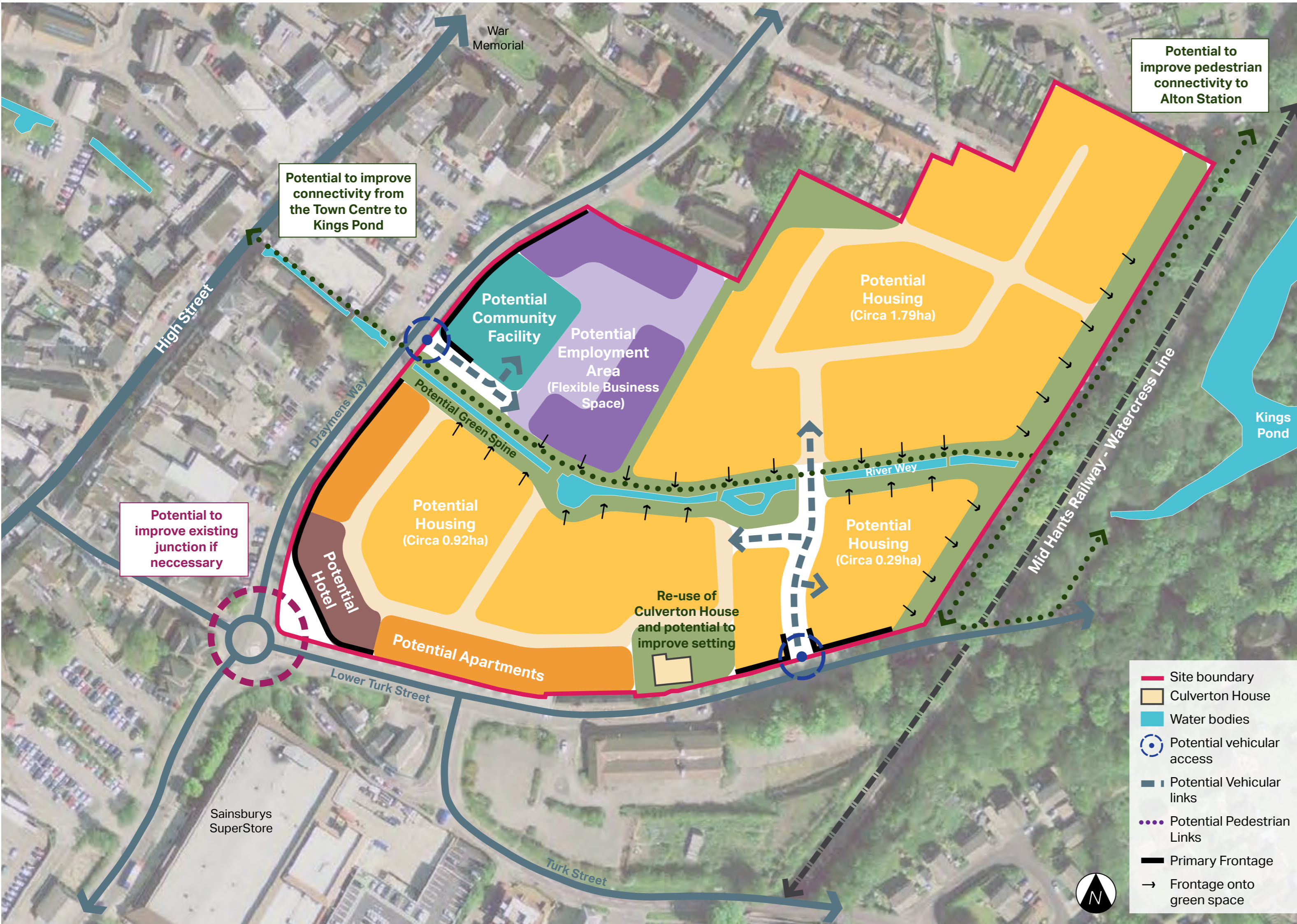
- Housing (houses and flats) to provide 160-200 new homes
- Flexible business space with potential to accommodate up to 160 jobs
- Potential opportunity for community hub (small meeting spaces, safer neighbourhood team post etc)
- Possible care home/sheltered housing accessed from Russett Road
- Re-use of Culverton House for housing, business space or doctor/dentist surgery
- New pedestrian link along the River Wey with green spaces
- New vehicle access off Draymans Way, with no through route to Lower Turk Street

Scenario 1: Housing-led mixed use with employment focus



6. Redevelopment Scenarios (2)

Molson Coors Brewery Site, Alton
Development Brief



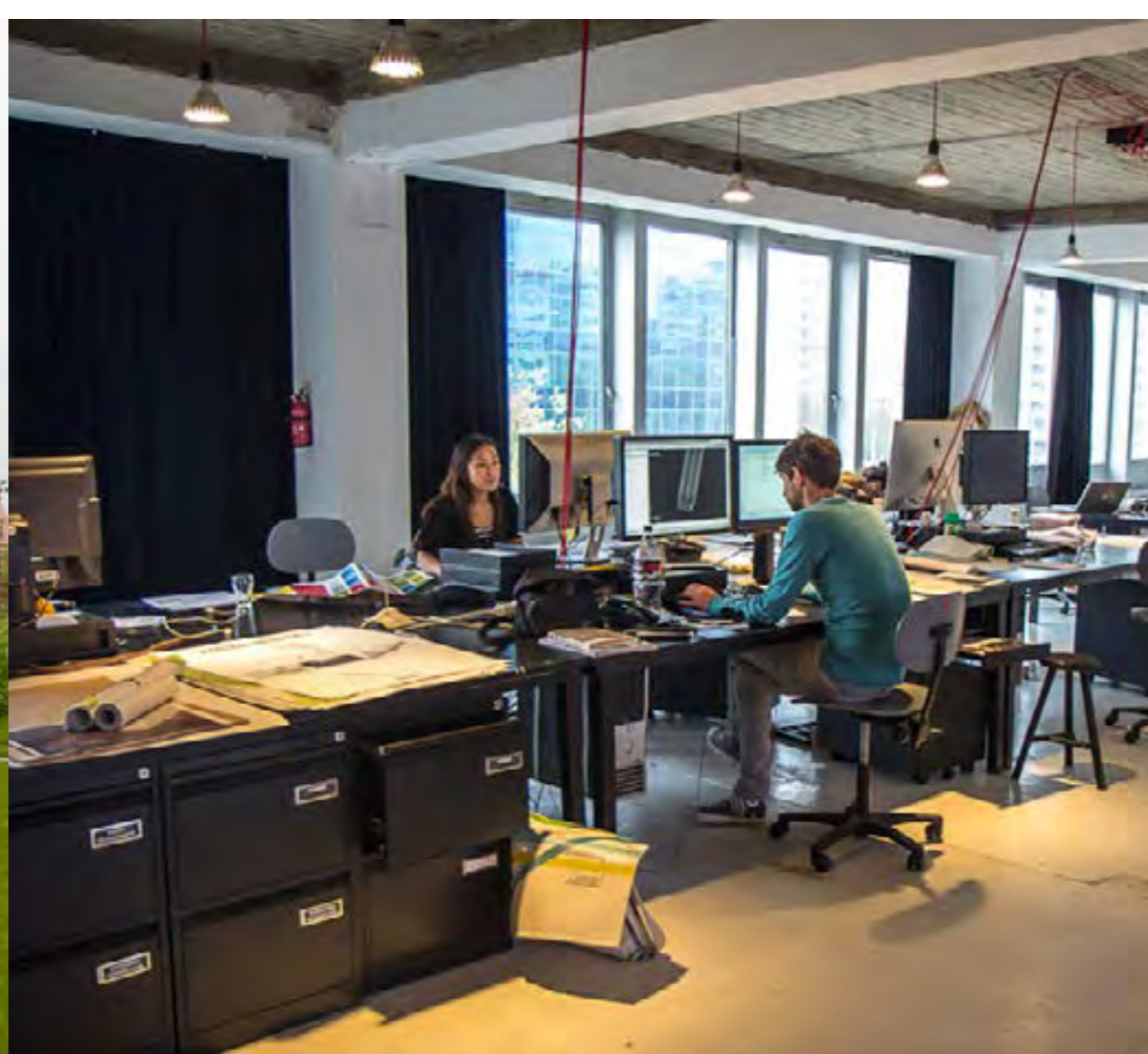
Scenario 2: Key Features

- Housing (houses and flats) to provide 160-200 new homes
- Flexible business space with potential to accommodate 100 jobs
- Potential opportunity for community facility
- 50-70 bedroom hotel scheme, which could provide between 20-30 jobs (full time equivalent)
- Re-use of Culverton House for housing, business space or doctor/dentist surgery
- New pedestrian link along the River Wey with green spaces
- New vehicle access off Drayman's Way, with no through route to

Scenario 2: Housing-led mixed use with community focus and hotel



Modern housing, Upton, Northampton



Example of flexible workspace



Example of a landmark building - recent housing development in Farnham



7. Your Views & Next Steps

Molson Coors Brewery Site, Alton
Development Brief

Molson Coors Brewing Company (UK) Ltd, East Hampshire District Council and Alton Town Council are keen to hear your views on the redevelopment of the brewery site. Your views will continue to inform the preparation of the development brief.

- Do you agree, or disagree, that the proposed uses would contribute to the regeneration of the town centre in a way which is viable and deliverable?
- What features of the preliminary scenarios do you most like?
- What features of the preliminary scenarios do you least like?
- How do you think the redevelopment proposals could best reflect the character, culture and history of Alton?
- Do you have specific proposals to be considered in the development brief?

Please give us your thoughts by Wednesday 16th March

Fill in a feedback form. These can be posted in the box provided or posted to:

Molson Coors
Consultation
Planning Policy
East Hampshire District
Council
Penns Place
Petersfield GU31 4EX

Email your thoughts to:

molsoncoorsconsultation@easthants.gov.uk

Complete a feedback form online at:

www.easthants.gov.uk/planning-policy/consultation

Talk to a member of staff at the exhibition

The exhibition material is available online at: www.easthants.gov.uk/planning-policy/consultation

Next steps

The findings of this public consultation inform the ongoing work on the development brief. There will be further public consultation on the draft development brief in Spring 2016.

Contacts

If you want to discuss the development brief, or require further information, please contact:

Simon Jenkins, East Hampshire District Council
(molsoncoorsconsultation@easthants.gov.uk)

