

What is being proposed?



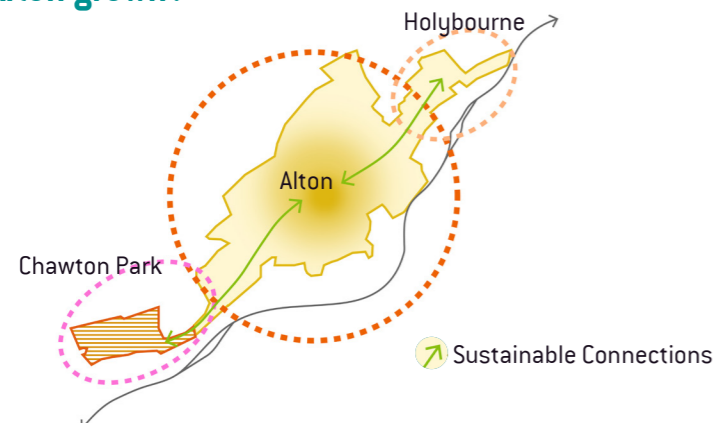
Site Location Plan

- 1200 homes including up to 480 affordable homes
- Homes at an average density of 37 dwellings per hectare
- Local centre of up to 1 Ha with pub, shop, community centre and employment space

Key design themes of proposed development:

- High Quality Design
- Local Distinctiveness
- Good connections to Nature
- Enhancement of Historic Context
- Green Infrastructure
- Sustainable Travel Choices
- Civic Pride
- Use of Technology
- Long-term Management

How has Alton grown?



Alton has grown in a linear manner along the valley. The development of Chawton Park would continue this historic growth pattern.

Enhancing Alton's vitality and viability

EHDC Retail Study

Destination	2018 Turnover	Benchmark Turnover	Surplus/Deficit
Alton	63.47	80.83	-17.36
Whitehill & Bordon	36.89	27.34	+9.55
Liphook	38.17	27.12	+11.05
Clanfield	3.41	1.57	+1.84
Four Marks	4.99	6.78	-1.79
Grayshott	5.89	5.94	-0.05
Horndean	25.99	31.25	-5.26
Other East Hampshire	4.11	4.11	n/a
Total	182.92	184.93	-2.01

Convenience goods actual/benchmark turnover in 2018 (£ millions) Source: EHDC 2018

The above table is taken from the East Hampshire Retail and Main Town Centre Uses Study Final Report (October 2018): Table 4.4. It shows that despite convenience goods retail sales floorspace in the District collectively trading just under the expected average (-£2.01 million) in 2018, the performance in Alton is significantly below the benchmark turnover by some £17.36million. Development at Chawton Park Farm would be sure to increase footfall, and therefore provide great benefit to the retail economy of the town.

Summary

- The land at Chawton Park is a suitable and appropriate site to create a flourishing new neighbourhood
- Existing woodland setting and farmhouse buildings can create sense of place and minimise the visual impact of development.
- Multiple opportunities for new and improved infrastructure for new and existing residents.
- Delivered by Redrow, a 5 star HBF rated builder and 'What House?' winner of the 2018 Housebuilder of the year award.



Chawton Park Large Development Site



Proposed Aerial View

Chawton Park is located less than two miles from the centre of Alton, which is ranked as the No.1 settlement in the East Hampshire District Council Settlement Hierarchy Background Paper, December 2018.

The site is approximately 87 Ha in area and lies just to the north of the A31. Alton Town Centre has local shops, schools, train station and amenities. In terms of location, the new neighbourhood will also benefit from close proximity to the historic village of Chawton, with easy links to Winchester and the south coast via the A31.

The site is a parcel of single land ownership. It is visually enclosed by parcels of woodland and ancient woodland.



Concept Plan

- Key**
- New Homes
 - 2FE Primary School
 - Local Centre
 - Sustainable Drainage
 - Footpath Links
 - Woodland
 - Built Up Area
 - Consented Development
 - Alton Sports Centre
 - Future Employment Zone

Schedule of Areas	
Site Area	- 86.6Ha
Local Centre	- 1 Ha
School	- 2 Ha
Playing Fields	- 2.6 Ha
Informal POS/Landscape	- 47 Ha
Main Roads	- 3 Ha

Recreation Routes Meadows/Natural Parks Community Hospital	Wetland Habitats Outdoor Sports Railway Line
Play Areas Wildlife and Ecology Allotments/Community Orchards	Employment Area Farmland National Cycle Network

Infrastructure

As well as residential development, Chawton Park has the potential for delivering the following infrastructure:

- **Primary school** (up to 420 pupils)
- **Local Centre** with **pub, shop, community centre and employment space**
- Informal and formal **open space** (approximately 50 Ha) of **landscaping, playing pitches and allotments**
- Access to extensive areas of **open access woodland**
- Enhanced connections to Alton by bus, cycling and walking via **new contiguous footway**
- Accessibility to adjacent proposed **employment allocation**
- Incorporate and where possible upgrade the **National Cycle Network Route 224** which runs through the site
- A wider **off-road cycle network**
- **Upgrade to Chawton Park Road** to address width restriction and geometry for efficiency and safety
- Diversion of bus nos. 64 and 38 into the site to promote **regular and direct buses** to Alton, Alresford, Petersfield and Winchester
- Circa **£15m of Community Infrastructure Levy (CIL)** to be generated by this development

Delivery

- Harrow Estates is an award-winning master development company specialising in land and property acquisition, masterplanning, regeneration and commercial development
- Focused on creating places with social and economic benefits for new and existing communities
- Seek to improve health, happiness and sense of belonging, as well as protection and enhancement of the built and natural environment
- High quality homes in beautiful streets
- Development interacts with surrounding employment opportunities, facilities and services
- Overall aim is to create a lasting legacy of robust and resilient communities that will remain healthy, happy places to live.

Delivery Rate Table

Year	1	2	3	4	5	6	7	8	9	10	11	Total
No. of Homes	40	120	120	120	120	120	120	120	120	80		1,200