



NEATHAM
— D O W N —



NEATHAM DOWN

Large Development Site

INFORMATION PACK

Produced by Troy Planning + Design

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Introduction & Site Promotion Team

Neatham Down

Neatham Down is a proposed new community. It takes its name from the nearby Roman-British settlement and medieval manor of Neatham and the field known as Neatham Down. Forming part of the market town of Alton, the new community would be enclosed by the ridgeline which provides a natural boundary for the site to the north, east and south.

Our proposal is to realise the unique opportunity to create a genuinely quality place, which brings together the best built environment traditions of rural Hampshire with the sustainability of living in Alton. As a compact, walkable market town with a full range of services, mainline train connection and existing local public transportation network, Alton is ideally situated for an integrated community at Neatham Down.

What makes a great place?

The answer to this question depends on who is asked but we think there are key ingredients such as: plenty of green space; access to good schools; well-designed and affordable homes; a village green; diverse wildlife; nearby employment opportunities; and a range of sustainable travel options including attractive and safe walking and cycling routes. Whilst all of these things are incredibly important, a place is ultimately about community and the people who live there.

We believe that a new approach to designing and delivering development can realise a place that truly meets local needs in East Hampshire and is resilient to our changing climate. The new approach involves a landscape-led and co-design process which puts the sustainability of Alton and East Hampshire first.

We are grateful for the opportunity to share with you, through this Information Pack, key facts and opportunities, the benefits of Neatham Down and our working Vision. We envision some 600 new homes, new and improved walking, cycling and public transportation and junction access to Alton and the surrounding areas. A new primary school, village green, village shop/pub, village hall, open space and pub should be at the heart of the new development to build a thriving community.

Genuine Community Engagement

We have a working Vision of the key elements that we think will make Neatham Down a great place to live. However, we want to develop a shared Vision with the community through a process of genuine community engagement with residents and stakeholders, so that they can help to shape and influence the new development at each stage. This co-design approach to masterplanning will result in a development grounded in an inclusive process.

Site Promotion Team

Our site is held in a single land ownership, by a local landowner who is committed to a high quality and environmentally sustainable development. The site promotion team is led by Troy Planning + Design, an independent planning and design firm based in Petersfield.

We look forward to working with the Council, Town and Parish Councils and other key stakeholders as part of this consultation and the wider Local Plan process.

Map of Neatham Down Large Development Site



Site Considerations

Neatham Down is located within the parish of Binsted, east of Alton, the A31 and Lynch Hill. The site is south of Holybourne village and west of Wyck, situated within a prominent ridgeline which runs to the north, east and south. This ridgeline provides natural enclosure and a development boundary which contains the proposed development.

There are no major constraints to the development of Neatham Down. This is confirmed by an initial analysis of the site and surroundings.

Flood Risk

The site is located outside flood zones 2 and 3.

Nature Conservation Designations

Distances from the centre of the site to the closest nature conservation designations are listed below:

- **Special Protection Area (SPA)** – Wealden Heaths Phase II (approximately 5.5km east).
- **Special Area of Conservation (SAC)** – East Hampshire Hangers (over 2.3km south-east).
- **Site of Special Scientific Interests (SSSI)** – Wick Wood and Worldham Hangers (2.5km south-east).
- **Site of Important Nature Conservation (SINC)** – Monk Wood (over 0.5km east).

- **Ancient Woodland** – the closest is Monk Wood (over 0.5km south-east).
- **Registered Parks & Gardens** – Chawton House (3.2km south).

Heritage

Distances from the centre of the site are detailed below:

- **Conservation Area (CA)** – Holybourne CA (over 0.9km north), Anstey CA (approximately 0.9km west), Alton CA (approximately 1.5km south-west).
- **Listed Buildings** – no listed buildings on site. Nearest listed building (Anstey Mill, Grade II) is over 0.7km west of the centre of the site.
- **Scheduled Monuments** - the closest is Cuckoo's Corner Roman settlement, located over 1.2km north of the centre of the site.

Neighbouring Land Uses

The site is located east of the proposed Lynch Hill employment site. Agricultural land lies to the north, east and south.

District Boundaries

The South Downs National Park boundary is approximately 2km to the east.

Proposed Development Opportunities



Indicative Development Framework

| Uses | Amount |
|--|---|
| Residential | 600 new homes (18 hectares) |
| Employment (B Use Class) | 1 hectare of B use class employment (office, industrial, distribution) |
| Other (including open space, shop/pub, school and streets) | 9 hectares |
| Gypsy Traveller accommodation (pitches) | The site could in principle accommodate a number of gypsy and traveller pitches and travelling showpeople plots, but further investigation is required to determine a suitable location for the pitches and plots within the site boundaries; and discussions with East Hampshire District Council are required to determine the scale of the need for each type of accommodation in this area. |
| Travelling Show People accommodation (plots) | |

Understanding constraints and considerations to identify proposed development opportunities

Our land use budgeting estimates have been led by the site's existing landscape, landform and green infrastructure (a landscape-led approach) to help determine the most suitable locations for housing, open space, employment and community infrastructure. The approach has also determined alignment of routes for walking, cycling, car and public infrastructure throughout the site. The design utilises and improves on the connectivity the site has with Alton, Holybourne and the wider, surrounding countryside.

This landscape-led approach to designing Neatham Down respects the site's landscape character and unique qualities. Key considerations include:

- Respecting natural contour lines to inform the road layout and orientation of housing to mitigate against potential landscape visual impact.
- Retaining historic field boundaries to define the extent of the development and to conserve and enhance existing hedgerow as wildlife corridors.
- Transforming agricultural land to landscape features that mitigate against climate change, nitrate pollution and soil erosion.
- Enhancing existing green areas of hedgerows and trees to increase woodland buffers along the A31 and in the south east corner of the site.
- Locating communal open and green spaces throughout the scheme to promote the health and well-being.
- Locating the primary school, village green, village shop and pub in the centre of the site to promote an inclusive environment and social interaction.
- Retaining an open area to the south east as a reserve for the introduction of semi-rich grassland, to lessen nitrates, produce a net biodiversity gain and create natural capital.
- Including rainwater gardens and other functional landscape features within the street scene to enable soil retention, absorb rainwater run-off and

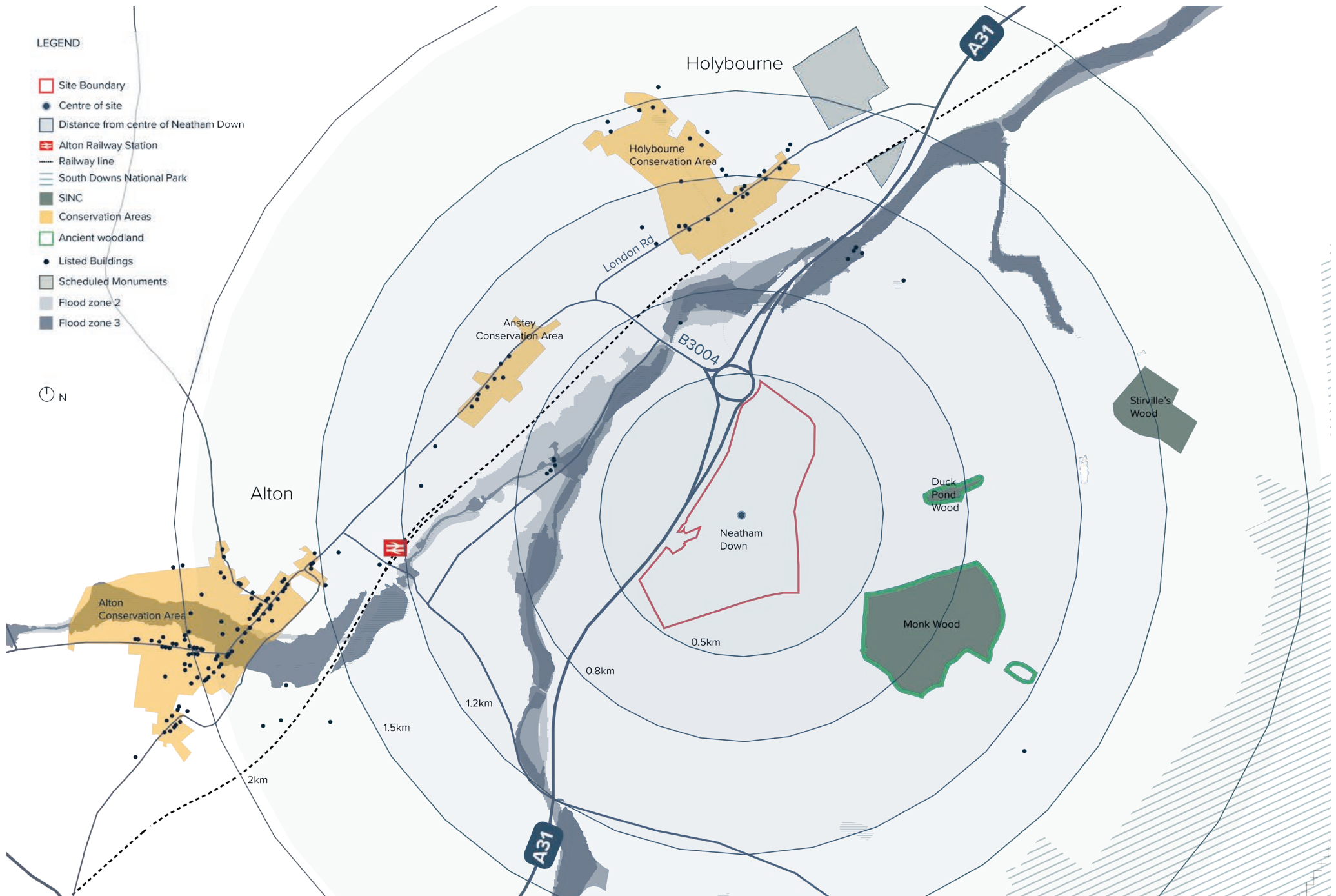
create an attractive public realm.

- Including Sustainable Drainage Systems (SuDs) and temporary rainwater retention areas as attractive landscape features.
- Ensuring the orientation of development helps control and capture solar gain and enables south-facing gardens.
- Making best use of 'gateway' opportunities to provide a new employment area accessed off the A31 roundabout - an attractive location with excellent visibility, easy accessibility to the labour market of Alton and direct access to the strategic highway network.
- Creating a linked movement network within the site to connect and integrate with the existing highway network, Public Rights of Way and wider walking routes.
- Establishing green links throughout the site to provide safe, attractive walking routes to and from the school and the employment area enabling sustainable, active travel choices.
- Creating a running/dog walking loop to promote active and healthy lifestyle options.

Delivery & Timescales

It is anticipated that Neatham Down could commence immediately, subject to planning permission, and be completed within 10 years.

We anticipate that approximately 200 dwellings, associated infrastructure and site access points could be delivered within the first 5 years, allowing for residents to begin shaping the community. The remaining 400 homes, employment area, primary school, village hall and the local shop/pub and would be delivered in the 6-10-year period.



Meeting identified needs in a sustainable way

Supporting a sustainable community, with sufficient access to services and employment opportunities

Neatham Down is perfectly located to take advantage of the existing and planned services and employment that currently exist in Alton, Holybourne and the wider area, that are accessible by walking, cycling, public transportation and the car.

Neatham Down will provide complementary services and employment including a village shop/pub and primary school located within a village green. It will also include one hectare of employment land. The development will provide a supporting role to Alton, breathing new life into the town centre and enhancing Alton's role and success within the County. The village of Holybourne and its services such as the shop/post office and pub are accessible by foot and bicycle from the development.

The Council's 'Settlement Hierarchy Background Paper' (2018) ranks Alton at the top of the settlement list in terms of the presence of and / or accessibility to services and facilities. These include: a mainline railway station with regular train connections to London Waterloo; a regular bus service; supermarkets; comparison and convenience stores; secondary/primary schools; a post office; leisure facilities; employment sites (plus smaller local facilities); a library; and restaurants.

It is critical that Alton is further supported by additional population to help ensure a healthy future for the town centre. According to the 'East Hampshire Retail and Main Town Centre Uses Study' (2018), the retail vacancy rate in Alton is 14.6% which is higher than the national average (11.8%), with vacancies increasing significantly since 2006. The same study explains that Alton is dominated by car-borne travel, referring to an earlier customer survey where over 60% of those surveyed travelled by car.



Alton Town Centre

Access to Schools and Services

The development will have a village green surrounded by a local shop/pub and village hall. The primary school will be at the heart of the scheme. The shop will be for day-to-day needs. Areas for community food growing will enable a sustainable and affordable food alternative for residents.

The following existing services are within 1km and 2km walking or cycling distance from the site:

Within 1km:

Alton Retail Park including Aldi Supermarket
Mill Lane

Holybourne Shop and Post Office
London Road, Holybourne

The White Hart
London Road, Holybourne

Holybourne Village Preschool
London Road, Holybourne

Within 2km:

Alton Train Station

Waitrose Supermarket
Station Road, Alton

Alton Health Centre and Pharmacy
Anstey Road, Alton

Alton Rugby and Football Club
Anstey Road

Queens Head Pub
London Road, Alton

Andrews' Endowed C of E Primary School
London Road, Holybourne



Access to existing and proposed employment areas in Alton

Access to Employment Opportunities

With a population of around 1,400 residents, the development would provide a significant increase in labour supply which Alton could draw on in terms of existing businesses and boosting future economic development.

The economic potential of the site itself is set out in a later section in this document, entitled ‘Economic Opportunities’.

There will be walking, cycling, public transport and car access from the site into Alton via the B3004 (Montecchio Way / London Road / Anstey Road).

The whole of Alton, particularly its town centre and employment areas, are all within easy reach of the site on foot, by cycling and using public transportation. There is easy access to the Strategic Employment Allocation of existing businesses, including the Mill Lane Industrial Estate west of the A31. The existing and proposed employment allocations at Lynch Hill are a short distance from Neatham Down via the bridge connecting the site to Lynch Hill which then links to Waterbrook Road and the existing business park(s) and Alton town centre.

This access would be for pedestrians and cyclists.

Nearby Alton railway station and bus services provide clear connections to employment opportunities further afield in Guildford, Farnham, Winchester, Petersfield, Basingstoke and London.



Employment space with active ground floor uses.

Opportunities to improve and invest in infrastructure

Neatham Down will result in significant improvements to, and investment in, local infrastructure, with wider benefits to the surrounding area.

Our investment in a new community will help deliver the sustainable network of physical, green and social infrastructure described below.

Physical Infrastructure

Highways: Investment in a new arm to the A31 / B3004 roundabout, to provide car, bicycle and pedestrian access to the site. This investment will include improvements to the roundabout, to create a safe walking and cycling crossing and public transport access to and from the site.

Public Transportation: A new bus service will be provided from the centre of Neatham Down into Alton using electric-powered buses. There are a number of potential routes that this service could link with (or be combined with), including the 65 bus route between Guildford and Alton. Discussions with the bus company (Stagecoach) will further clarify these opportunities.

Walking and Cycling: The walking and cycling route along the B3004 / London Road / Anstey Road linking into Alton town centre will be upgraded to provide a safe and uninterrupted route.

Water: A Water Cycle Strategy will be developed at an early stage. The development would access its water supply from South East Water. Wastewater infrastructure will be accessed by the Alton Sewage Treatment Works.

Communication and Technology: The development will invest in future-proof broadband for residents and businesses.

Electric and Gas: An Energy Strategy will be developed at an early stage. The development will be designed to reduce reliance on non-renewable sources. National Grid, Scottish & Southern Electricity Networks and Southern Gas Networks are the service providers. Electric car-charging points will be provided throughout the development.



Proposed A31 junction surface crossing and improvements



Existing cycle and walking network along B3004



Proposed uninterrupted cycle and walking network from Neatham Down to Alton Town Centre



Utilising existing A31 bridge crossing to link Neatham Down to Alton



Examples of the setting of public open space and primary school

Green infrastructure

Investment in new green infrastructure and the enhancement of existing features will be central to the design and delivery of Neatham Down.

The development will invest in open space in line with the most recent East Hampshire evidence base, currently the Open Space Assessment for East Hampshire District Council (December 2018). The proposals and land budget have assumed the following space standards as a minimum, based on a population of 1,400. The open space calculations for Neatham Down are provided here:

| Type of Open Space | Hectares (ha) / 1,000 population | Calculation for Neatham Down (hectares) |
|--------------------------------------|----------------------------------|---|
| Parks and Gardens | 1.03 | 1.48 |
| Natural and semi natural green space | 1.80 | 2.60 |
| Amenity Green Space | 0.31 | 0.45 |
| Allotments | 0.10 | 0.14 |
| Total | 3.24 | 4.67 |



- Green routes
- Village shop/pub
- Informal parking
- Natural play area
- Rain water retention
- Village hall
- Walking, cycling route
- Primary school

Social Infrastructure

Village Green and Primary School: A village green at the heart of the development will include a local shop, pub, primary school, village hall and open space.

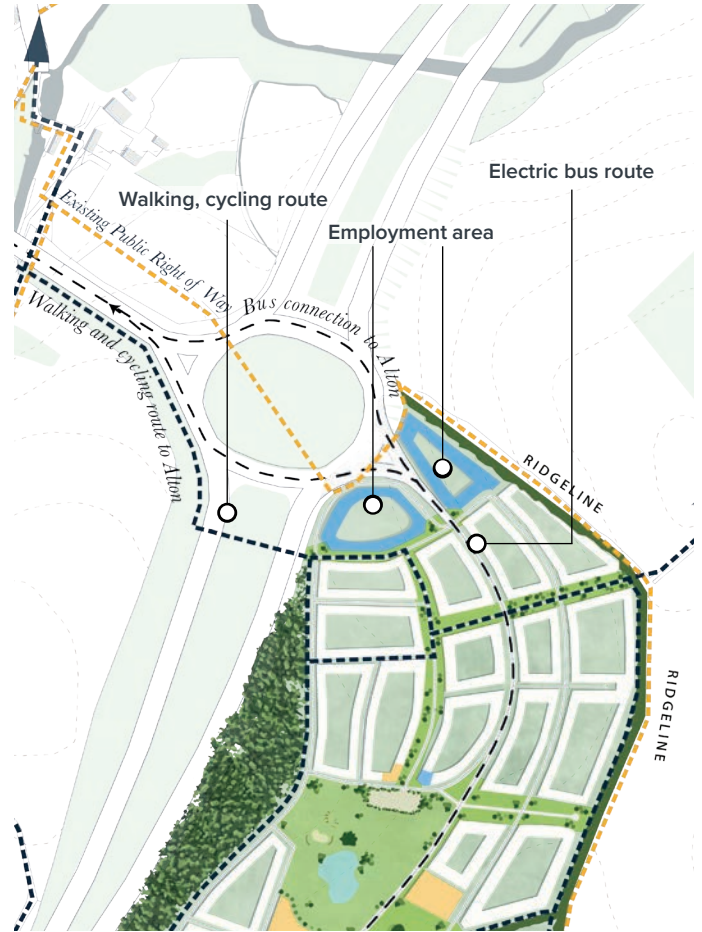
Healthcare: Alton Community Hospital and Health Centre (including a pharmacy) are easily accessed from the site.

Emergency Services: Emergency services can gain access to the site via the A31 roundabout. A potential secondary access route can be utilised if necessary.

Social activity centred around the village green



Example of employment area



Proposed employment area

Economic Opportunities

Whilst the new development would enhance the economic potential and viability of Alton town, economic resiliency will be achieved through Neatham Down's complementary offer to Alton and the surrounding rural economy in providing spaces for local start-up businesses, entrepreneurship and agile working by designing homes and digital connectivity for 21st Century working from home.

The inclusion of 1 hectare of employment land, a village shop and pub will ensure local residents are provided with convenient access to local services and job opportunities within the development itself, complementing the existing and future offer of Alton.

The East Hampshire Employment Land Review (2013) found that the District's business base is dominated by small and medium-sized enterprises (SMEs) with a high level of business start-ups and self-employment. It also found that Alton and Petersfield are the principal areas for existing employment. It concluded that East Hampshire is expected to see a reasonably

strong office job growth over the next fifteen-year period. The Review recommended allocating new sites in Alton to provide choice and flexibility for occupiers and sites of the scale and size to enable East Hampshire to retain indigenous firms and attract larger office occupiers.

Neatham Down provides a unique opportunity to help diversify the office portfolio for the local market in Alton and the wider District. The Council's Employment Background Paper (2018) supports the conclusion that there is a shortage of good quality, modern and high-specification office premises for local SMEs.

It is envisaged that the employment site will be comprised of a dynamic mix of B use class types for local SMEs. However, this is currently flexible and the mix will be developed as part of the masterplanning process, based on market demand.

Opportunities for environmental improvements

The site presents a rare opportunity for the delivery of meaningful, enduring environmental enhancements, to be implemented and managed both in the medium and long term through a Strategic Landscape and Ecological Management Plan (LEMP), to include a Core Habitat Creation Scheme.

Environmental enhancements and land management will be facilitated through early engagement and collaboration with local stakeholders, the Council, members of the local community, and wildlife and environmental groups.

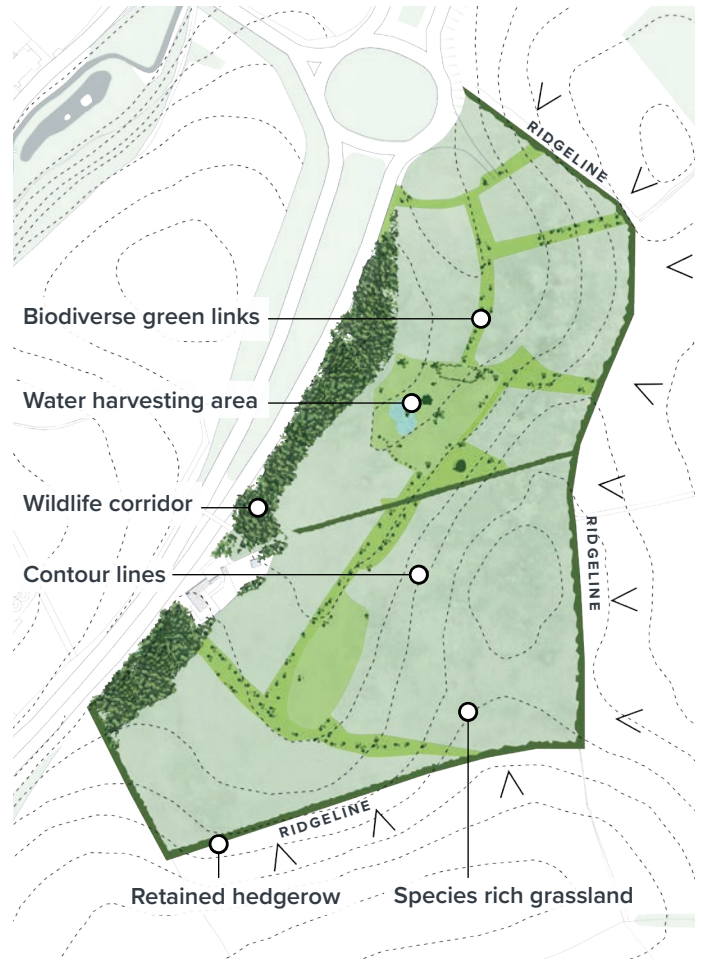
The integration of green spaces into the development will be achieved at a strategic level, with the use of SuDs to promote effective surface water management and optimal connectivity through green corridors along road verges, embankments, cycling routes and new Public Rights of Way.

Green infrastructure is key to increasing the attractiveness and distinctiveness of the local area. Green space will be established by the topography of the site and its potential for connectivity, recreation, wildlife habitat, tranquillity and scenic beauty.

The development will be adaptive and resilient to the likely effects of climate change, responding to urban heating through the planting of native trees and grassland to provide shade in open spaces, streets, the school and other built development. Landscape-sensitive planting will provide a high standard of visual amenity.

To effectively manage the interactions between the new development and the surrounding countryside, the development integrates both public open space and private gardens.

Environmental enhancements will be integral to the design and layout of buildings and infrastructure, incorporating living roofs and walls, bird and bat boxes and roost sites.



Examples of Sustainable Urban Drainage Systems (SuDs) such as bio swales and rain gardens.

Creating and maintaining a quality place

The scheme will be developed through an inclusive process of engagement to design Neatham Down as an integrated development. A Quality Place Charter will be sought with East Hampshire District Council, to commit to a process for delivery of a community which embodies quality design, resilience and inclusivity.



Quality Design

The aim is to design and deliver an exemplar new development that promotes a healthy and inclusive community. The landscape context and natural environment will inform its placemaking strategy with community engagement at the heart of preparing a design concept which genuinely incorporates local input. The design will prioritise walking, cycling and public transport whilst making provision for the use of the car. Residents will have unrivalled means of access to the market town of Alton and the surrounding countryside. It is envisaged that the design of the development will be charming with an old village feel reflecting local character and architectural vernacular combined with green building techniques and energy efficient buildings.



Resilience

Designing for environmental and economic resiliency will deliver a new development that is able to adapt to a changing climate and economy over time. The design will utilise the latest technology to mitigate the effects of climate change through a comprehensive package of innovative tools such as SuDS, rain gardens, permeable landscape treatments, on-site renewable energy generation, design for low energy use, water reduction measures and food security being ensured through providing opportunities for residents to grow their own food, including community gardens or allotments. Economic resiliency will be achieved through the settlement's complementary offer to Alton and the surrounding rural economy, providing spaces for local start-up businesses, entrepreneurship and agile working by designing homes for 21st Century working from home.



Inclusivity

The site will be planned and designed to meet the future housing needs of East Hampshire including genuinely affordable homes, affordable utilities and a variety of housing types and mix. Opportunities will be sought for long term stewardship of the land by local residents for the benefit of the community. The design of the village will integrate accessible, functional public open spaces, biodiverse green spaces and wildlife corridors throughout the development site. The homes will be built to be durable, accessible and adaptable for all stages of life.

Meeting the housing needs of everyone

To ensure that a diverse and inclusive community is created and that the housing needs of East Hampshire (and The North / A31 Corridor) are met, the development will provide a range of different house sizes across tenures.

The mix of homes will include affordable housing in line with the Council's policies. Starter homes, self-build / custom build and intermediate housing (such as shared equity) would be proposed in response to identified needs.

The community will be inter-generational, providing housing for first time buyers, families, one person households and older people.

Given the site's location, it will strive to provide housing that helps meet the wider area's future needs, focusing on housing typologies and tenures in short supply in Alton and the wider District.

The site could in principle accommodate a number of gypsy and traveller pitches and travelling showpeople plots.

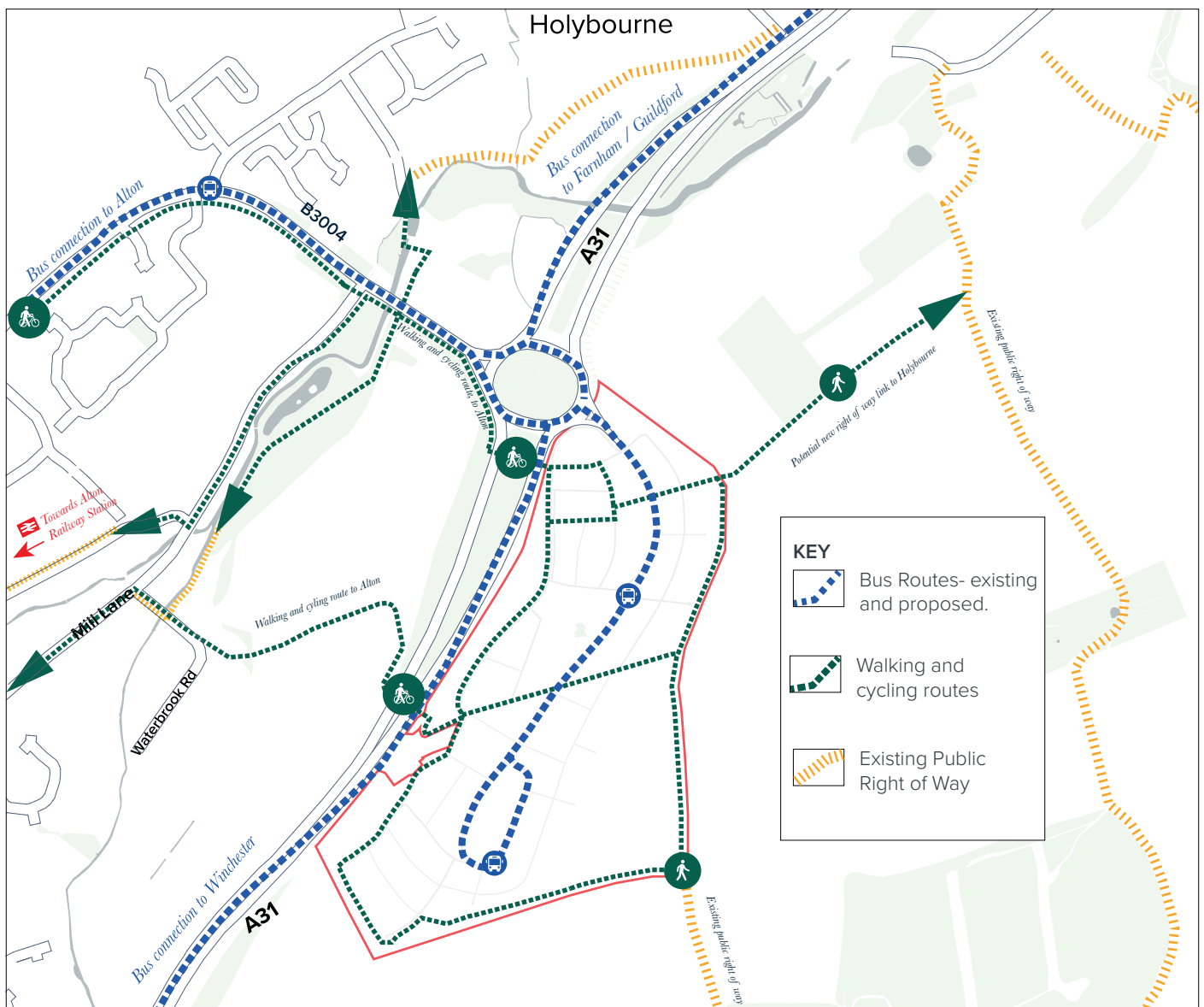


Ben Pentreath



Housing which caters for everyone in the community.

Precedents of affordable, contemporary and traditional housing typologies



Accessing the site by walking, cycling and public transport

The new development will create a fourth arm on the A31 roundabout, which will provide access for public transport as well as private vehicles. The roundabout will also be modified to support pedestrian and cycling routes. A new electric bus service will be provided linking Neatham Down to Alton town centre with wider opportunities to link to existing bus routes to destinations such as Winchester, Farnham, Guildford and Petersfield.

The submitted site boundary demonstrates no third party restrictions on achievability of access from the A31 and it could be incorporated as part of the next update to the Council’s Infrastructure Plan.

The existing Public Rights of Way on the northern and eastern boundaries of the site would be retained to provide further access around and into the site. There is the potential to add a new Public Right of Way link from the site to the existing Public

Rights of Way that connect the site to the village of Holybourne. The development would also utilise the existing crossing over the A31, providing pedestrian and cycling links to and from Alton town centre and the railway station.

These routes will be retained and improved where appropriate for recreational use, opening up the countryside for both existing and new residents. A range of sustainable mobility options to and from Neatham Down would be provided via existing and potential walking and cycling routes from the new settlement.

These will feature prominently in the design, ensuring children can walk or cycle safely to and from school, encouraging residents to take ownership of their community, and providing a focal point within Neatham Down where people can interact with one another.

Local Communities

Concerns, Opportunities & Benefits

Concerns

There will undoubtedly be concerns raised by the local community about strategic development taking place in a greenfield location. Our team looks forward to the opportunity to listen, and take this input on board through a full process of inclusive engagement and co-designing of a landscape-led masterplan of the site.

Opportunities and Benefits

The key opportunities and benefits for the local community that will be realised through the delivery of Neatham Down include:

- A sustainable location integrated with the compact market town of Alton.
- New and improved public transport, walking and cycling infrastructure to connect with Alton and the wider area.
- Improved walking and cycling links into the countryside from both Neatham Down and Alton.
- Making use of existing infrastructure in Alton, including access off the A31 roundabout.
- 600 new homes to help meet the future needs of East Hampshire.
- A diverse mix of housing types and tenures for an intergenerational and socio-economically mixed community.
- A new primary school located at the heart of the community.
- A village green which is designed to include:
 - the new primary school
 - multi-use village hall, local shop/pub
 - flexible green space
- Long term stewardship of the land by local residents for the benefit of the community.
- Employment land for local SMEs
- Environmental enhancements including green spaces and biodiversity corridors.
- No major physical constraints to development.
- Single land ownership.



Town and Parish Council boundaries in relation to Neatham Down



Inclusive engagement

Working together going forward, in an inclusive way

We will work collaboratively and inclusively with the local community, East Hampshire District Council, Hampshire County Council, South Downs National Park Authority, the town and parish councils and other key stakeholders throughout the planning and masterplanning process. We will work with East Hampshire District Council to ensure we meet the Council’s site allocation and planning requirements.

We will provide a programme of authentic engagement to ensure that residents and stakeholders are able to help shape and influence the new community at each stage.

We will use hands-on techniques such as community workshops and facilitate a series of design charrettes to develop the vision and masterplan for the village. Our community engagement will include techniques such as visual preference surveys and community walkabouts. Digital technology will be used throughout the process, as will ‘low tech’ engagement methods. This work will be informed by, and balanced with technical inputs at each stage from our consultant team, the local authorities, infrastructure providers and Government agencies.

We will ensure that our engagement programme and methods access hard-to-reach groups in Alton and the surrounding areas. Our communication materials and emerging proposals will be available in formats that can be accessed by everyone.



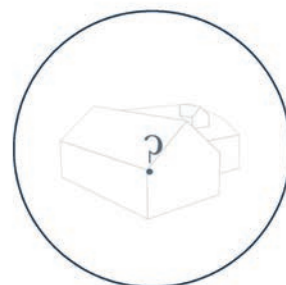
Traditional and contemporary local typologies



Community-led consultation



Inclusive engagement



A new development typology for Neatham Down responsive to its context



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