

LAND SOUTH OF  
WINCHESTER ROAD  
ROAD

# FOUR MARKS

LARGE  
DEVELOPMENT SITE

INFORMATION PACK



SEPTEMBER 2019



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# INTRODUCTION

## The Site and the Promotion Team

Hallam Land Management and Winchester College are working together to promote a large mixed use sustainable development to the west of Four Marks.

The land, which is in the single ownership of Winchester College, is an extensive tract contiguous with the built up area and adjoining the A31. It readily has the capacity to provide between 600 and 700 new homes, an area of employment fronting and accessible from the A31, community infrastructure include a new primary school and local centre, and Gypsy and Traveller pitches Travelling Show People plots for which there is an identified need.

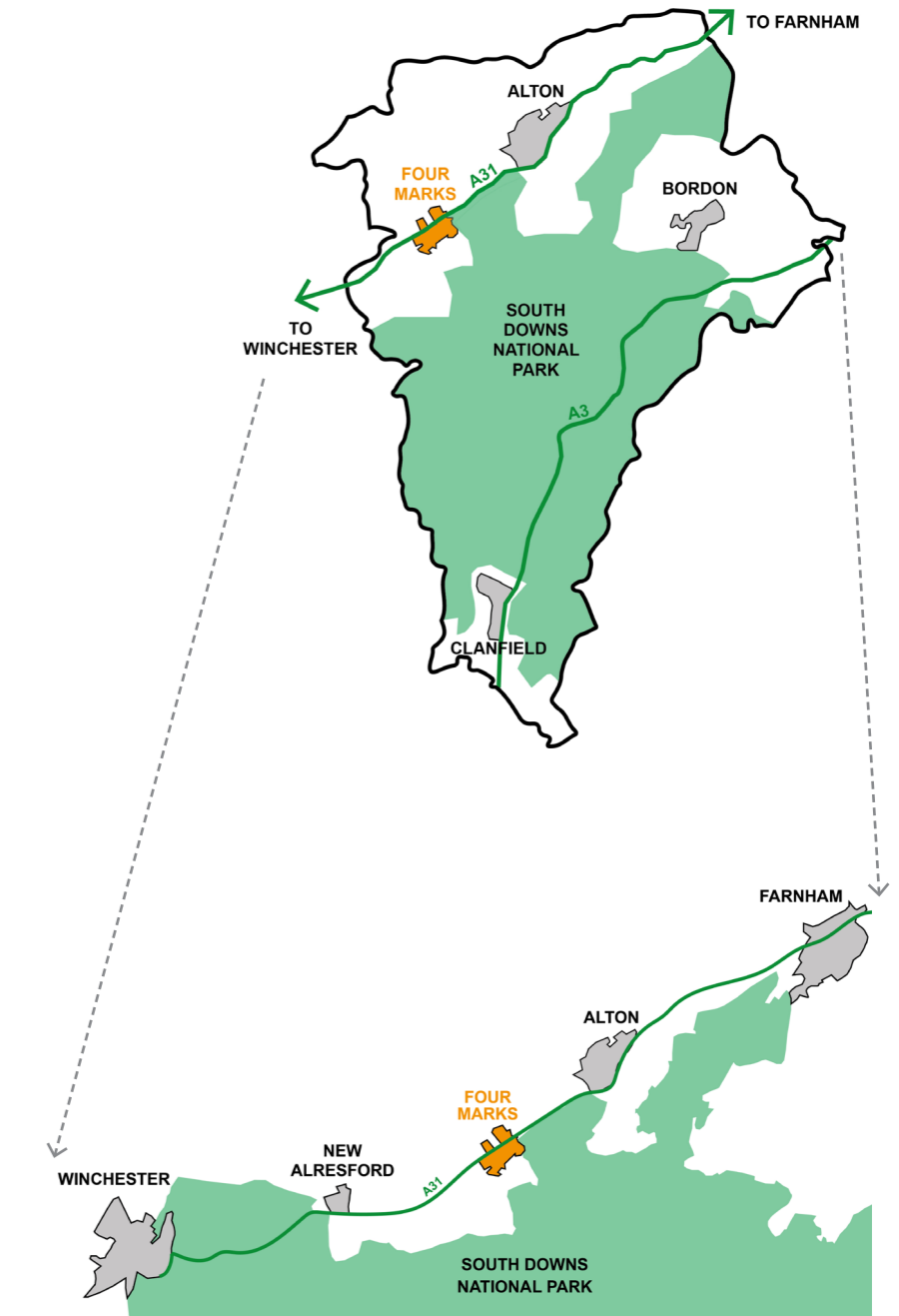
New and enhanced Green Infrastructure will provide a landscape framework that allows development to be integrated into this edge of settlement location whilst providing recreational opportunities for the whole community. This will act to rebalance facilities across Four Marks from their current focus towards the east.

Significantly, the A31 is a strategic corridor in the north of the District; increasing the scale of development directed to this strategic corridor would take advantage of existing and potential improvements in connectivity and sustainable travel between these settlements whilst strengthening their functional linkages.

Hallam are assisted in this promotion by a team of experienced and specialist land development professionals; including Urban Wilderness as masterplanners and landscape architects, FPCR as ecologists, Brookbanks as engineers and LRM as town planners. Together, these consultancies have an enviable track record in the promotion of new communities through the planning process from inception to delivery and each is committed to creating places people are proud of.



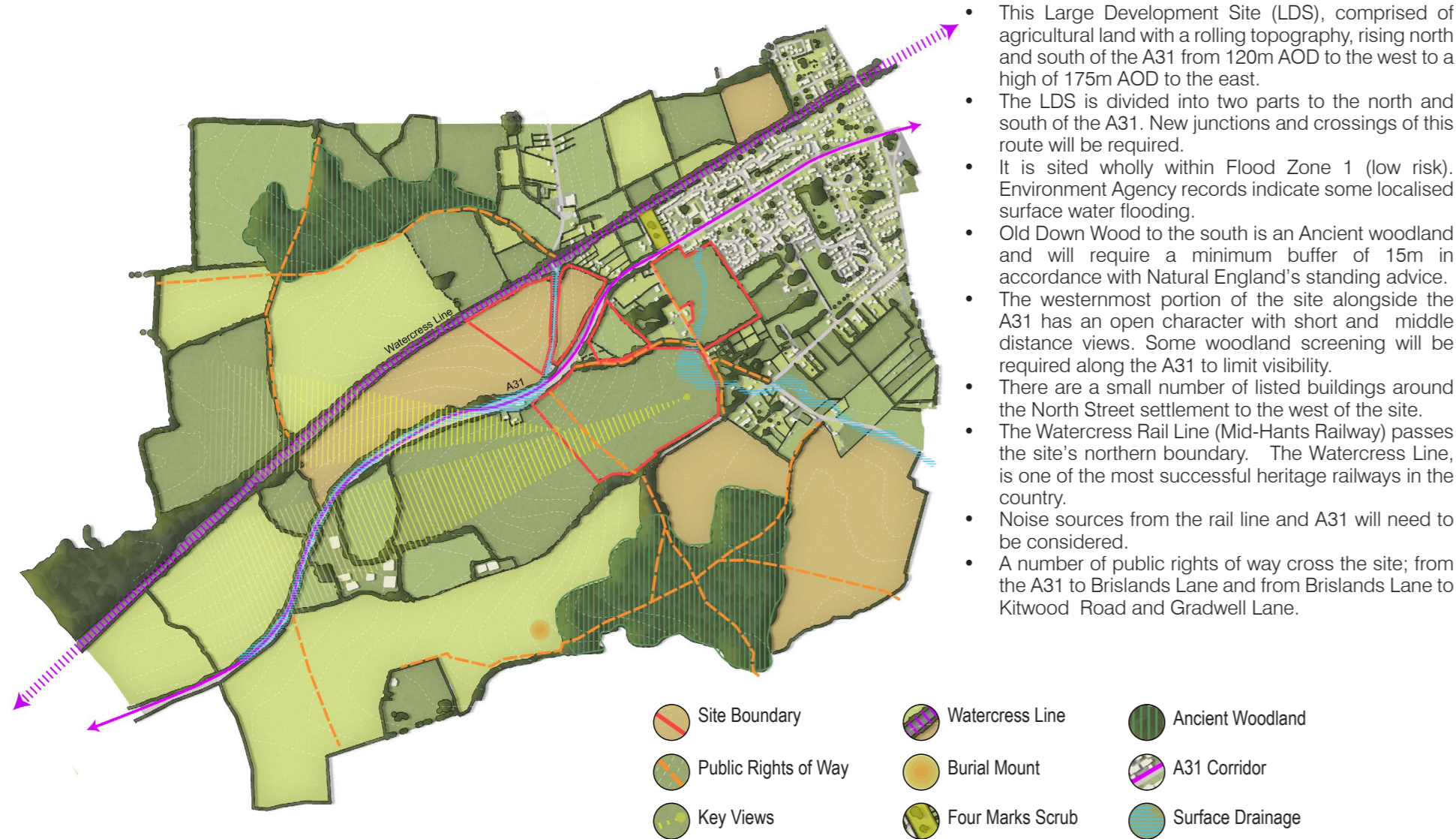
Figure 1 - Strategic Location within Four Marks - A31 Corridor





# SITE CONSIDERATIONS

Figure 2 - Site Considerations

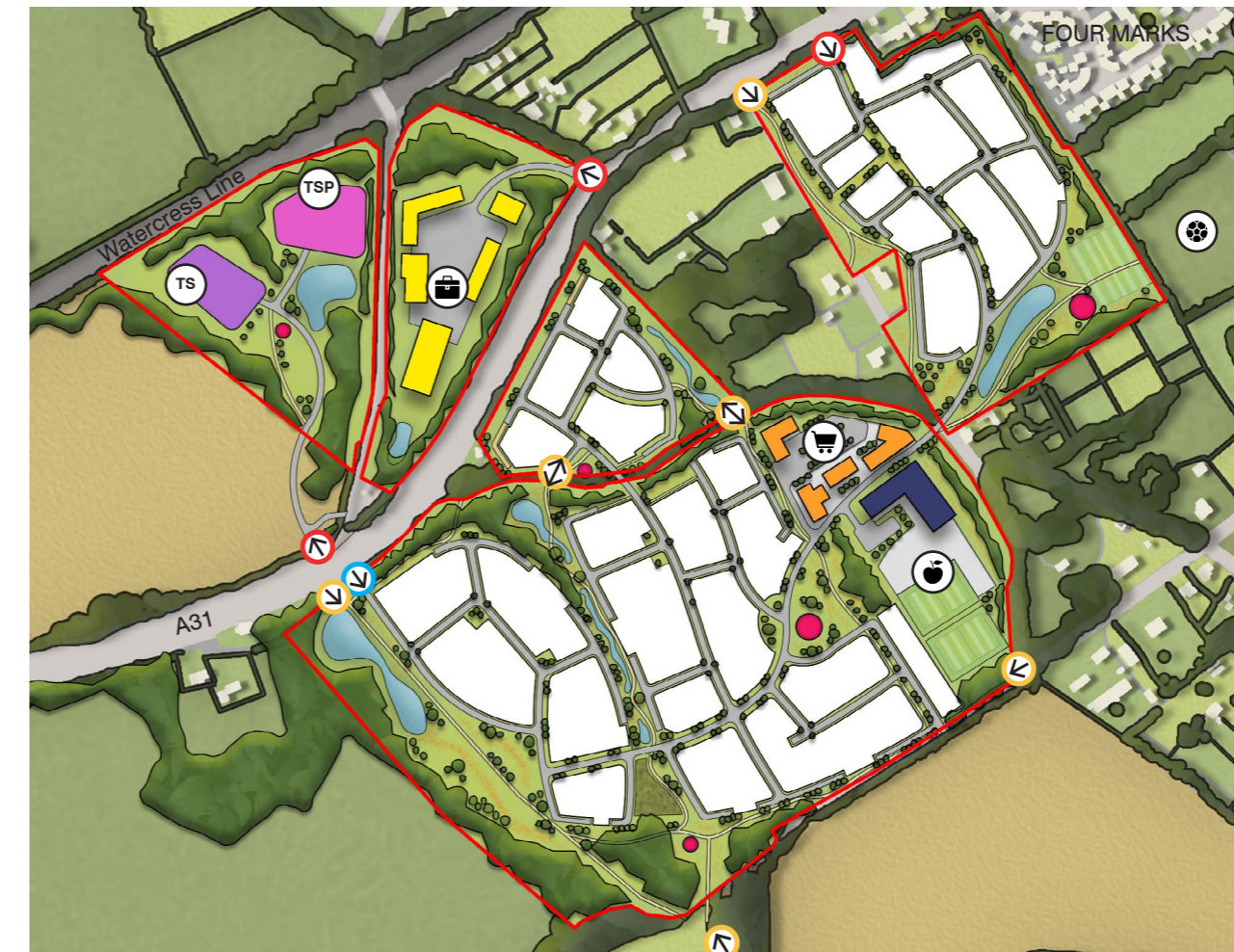


- This Large Development Site (LDS), comprised of agricultural land with a rolling topography, rising north and south of the A31 from 120m AOD to the west to a high of 175m AOD to the east.
- The LDS is divided into two parts to the north and south of the A31. New junctions and crossings of this route will be required.
- It is sited wholly within Flood Zone 1 (low risk). Environment Agency records indicate some localised surface water flooding.
- Old Down Wood to the south is an Ancient woodland and will require a minimum buffer of 15m in accordance with Natural England's standing advice.
- The westernmost portion of the site alongside the A31 has an open character with short and middle distance views. Some woodland screening will be required along the A31 to limit visibility.
- There are a small number of listed buildings around the North Street settlement to the west of the site.
- The Watercress Rail Line (Mid-Hants Railway) passes the site's northern boundary. The Watercress Line, is one of the most successful heritage railways in the country.
- Noise sources from the rail line and A31 will need to be considered.
- A number of public rights of way cross the site; from the A31 to Brislands Lane and from Brislands Lane to Kitwood Road and Gradwell Lane.



# PROPOSED OPPORTUNITIES

Figure 3 - Illustrative Masterplan



Potential Development Boundary for Site: 45Ha	Local Centre	Travellers Site	Proposed Vehicular Access	Existing Public Rights of Way
Residential Development	Primary School	Sports Hub	Proposed Pedestrian Access	
Employment Area	Travelling Show People	Allotments	Emergency Access Only	

Proposed development on Land South of Winchester Road has the capacity to deliver the following:

Item	Quantum / Density
Housing (use classes C2, C3)	17.15Ha - at least 600 at an average density of 35 dph
Local Centre (use classes A1, A3, A4, A5, B1 and D1)	1Ha
Primary School	2.4Ha
Employment Area (use classes B1, B2 and B8)	Circa 1.8Ha
Green Infrastructure (including formal and informal open space, habitat creation, play space, Sustainable Drainage, allotments and structural planting)	Circa 18.6Ha
Travellers and Travelling Show People Pitches	Circa 2Ha or up to 15 pitches for each use as required.

# UNDERSTANDING CONSTRAINTS AND CONSIDERATIONS TO IDENTIFY PROPOSED DEVELOPMENT OPPORTUNITIES

This Large Development Site has no overriding constraints that would preclude development. Of note are the following:

- **Long distance views** to the west are available from certain points along the western edge of Four Marks and in particular from the existing Public Right of Way network passing between the A31 and Brislands Lane:
- **Public Rights of Way cross the site:** The design should ensure that viewing corridors are retained within Green Infrastructure where these continue to provide a visual connection to the site's wider landscape.
- Public Rights of Way (PRoWs) are to be retained along their original alignment and routed through open space to ensure that their connectivity is maintained and their visual amenity, whilst different, remains contextually related to open space. As with wider visual links, views along PRoWs should be retained.
- **Shorter distance views** from the A31, particularly from the west, into the site are typically open. Views take in rising land to the north and south: Views will be screened via new woodland planting along the A31 and set within the development. Planting along the A31 should be planted in advance to maximise screening to later phases of development and to create wildlife links at the earliest opportunity.
- **Existing tree and hedgerow planting define existing field parcels:** Existing planting will be retained and enhanced.
- **Existing residents adjoining the site:** Views taking in a development of this scale are unlikely to be wholly screened. Strategic planting is proposed to screen where practicable, and to soften and frame views where appropriate. Moreover the siting of new buildings should consider off-setting from existing properties and alongside the placement of open space to ensure that the outlook of existing residents towards open space is considered.
- **Rising topography:** Development is to be laid out to work with the site's existing topography, ensuring that opportunities for south facing plots are maximised for passive solar gain. The layout of open space should be considered on higher elevations where practicable.
- **The site includes localised areas of Surface Water flooding:** Development will incorporate mitigation measures to attenuate surface water with opportunities to provide on site compensation. A Sustainable Drainage System will be implemented to ensure that surface water is attenuated to greenfield runoff rates.
- **The South Downs National Park lies circa 500m at its closest point:** Inter-visibility with the South Downs National Park is limited. Where inter-visibility is possible suitable woodland screening will be provided.

## Delivery and Timescales

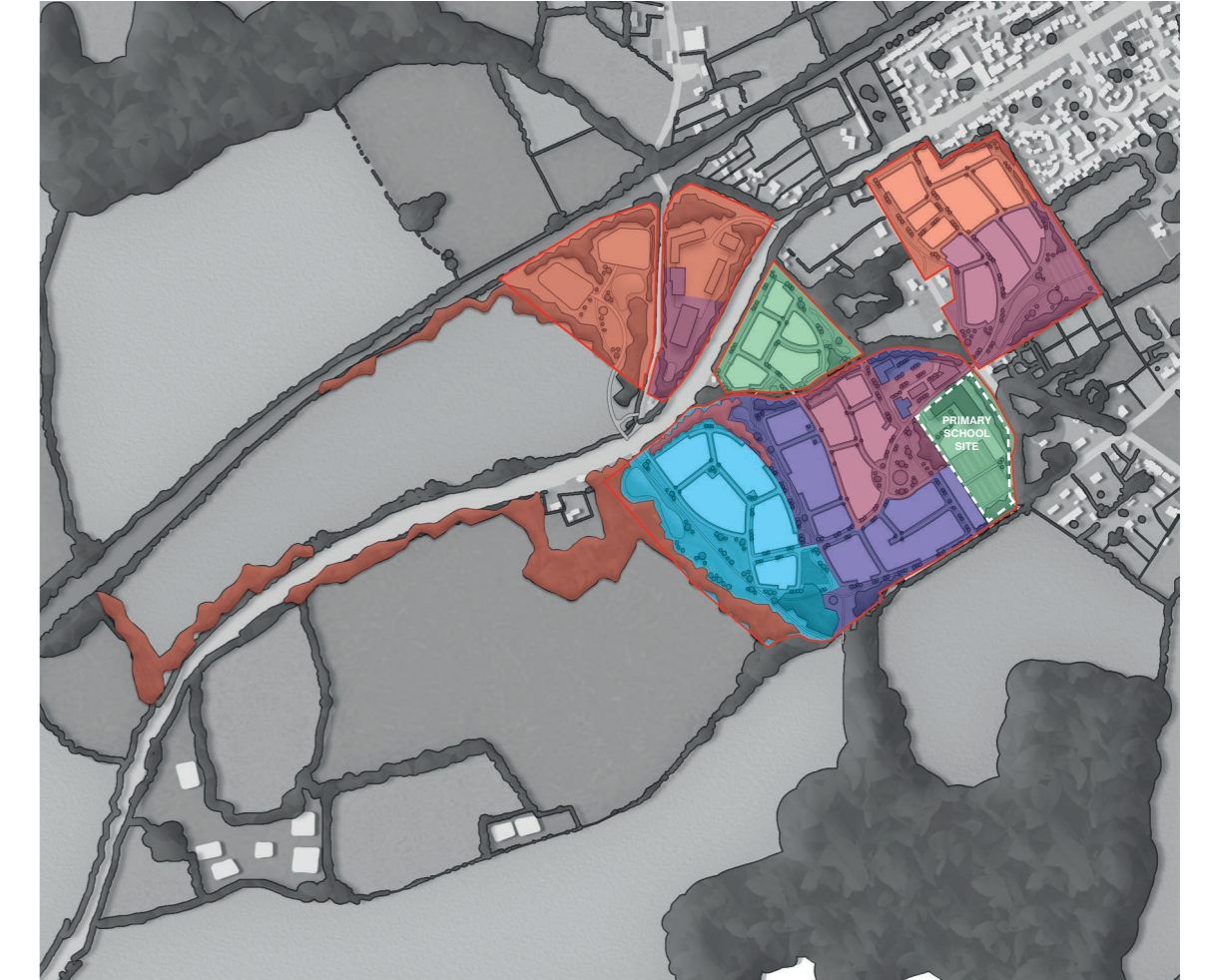
This Large Development Site is in single ownership. As such it is available now, it offers a suitable location for development with a reasonable prospect of housing being delivered on the site within 5 years. Moreover, with the option of several points of access there are opportunities for multiple sales outlets to operate on the site simultaneously thereby ensuring a steady flow of housing to the market.

Importantly Phase 1 can be serviced from existing infrastructure with additional community infrastructure being provided alongside new housing.

On a development of this scale it is likely that at least two house builders would have sales outlets which would result in at least 100 completions per annum in addition to which would be affordable houses. The following represents a realistic built rate the development:

Phase / Year	Quantum / Density	Infrastructure
One	<ul style="list-style-type: none"> <li>• Circa 75 units</li> <li>• 1Ha Employment Space,</li> <li>• Play space</li> <li>• Travellers and Travelling Show People Site</li> </ul>	<ul style="list-style-type: none"> <li>• 10.5Ha GI - including offsite planting along the Watercress Line and A31</li> <li>• Circa 630lm of new footpaths</li> </ul>
Two	<ul style="list-style-type: none"> <li>• Circa 150 units</li> <li>• 1Ha Employment Space,</li> <li>• Local Shop</li> <li>• Community Building</li> <li>• Play space</li> </ul>	<ul style="list-style-type: none"> <li>• 3.3Ha GI</li> <li>• Circa 647lm of new footpaths</li> <li>• Additional land and enhanced facilities for the existing recreation ground to the east of the site.</li> </ul>
Three	<ul style="list-style-type: none"> <li>• Circa 150 units</li> <li>• Remainder of Local Centre</li> <li>• Play Space</li> </ul>	<ul style="list-style-type: none"> <li>• 1.5Ha</li> <li>• Circa 766lm of new footpaths</li> <li>• Highway improvements – A31 corridor</li> </ul>
Four	<ul style="list-style-type: none"> <li>• Circa 150 units</li> <li>• Play Space</li> <li>• Allotments</li> </ul>	<ul style="list-style-type: none"> <li>• 2.3Ha GI</li> <li>• Circa 540lm of new footpaths</li> </ul>
Five	<ul style="list-style-type: none"> <li>• Circa 75 units</li> <li>• Primary School (requirement to be agreed with the Local Education Authority)</li> </ul>	<ul style="list-style-type: none"> <li>• 1.5Ha GI</li> <li>• Circa 216lm of new footpaths</li> </ul>

Figure 4 - Indicative Phasing



- Phase 1 / Year 1
- Phase 2 / Year 2
- Phase 3 / Year 3
- Phase 4 / Year 4
- Phase 5 / Year 5



# MEETING IDENTIFIED NEEDS IN A SUSTAINABLE WAY

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

This potential Large Development Site (LDS) can provide a mixed use and sustainable development for between 600 and 700 new homes along with associated community infrastructure, employment, Green Infrastructure, Gypsy / Traveller pitches and Travelling Show people Plots, to meet identified needs for new development identified through the Local Plan process.

The NPPF recognises that the supply of a large number of new homes can often be best achieved through planning for larger scale development such as significant extensions to existing villages and towns, provided they are well located and designed, and supported by the necessary infrastructure and facilities.

The East Hampshire Local Plan's Spatial Strategy is based on three spatial areas, one of which is the North/ A31 corridor. Four Marks is located within the A31 corridor and accessible to the major settlements of Winchester and Farnham and Guildford. Increasing the scale of development directed to this strategic corridor would take advantage of existing and potential improvements in connectivity and sustainable travel between these settlements.

Four Marks benefits from bus based public transport, local retail, primary school and local employment. Local facilities include community hall, youth/social club, place of worship, creche/ day nursery, café, outdoor sports pitch, GP surgery, pharmacy. Additional new development will contribute to the vitality and viability of these existing facilities whilst providing additional and complementary provision which would have a wider benefit for the existing community.

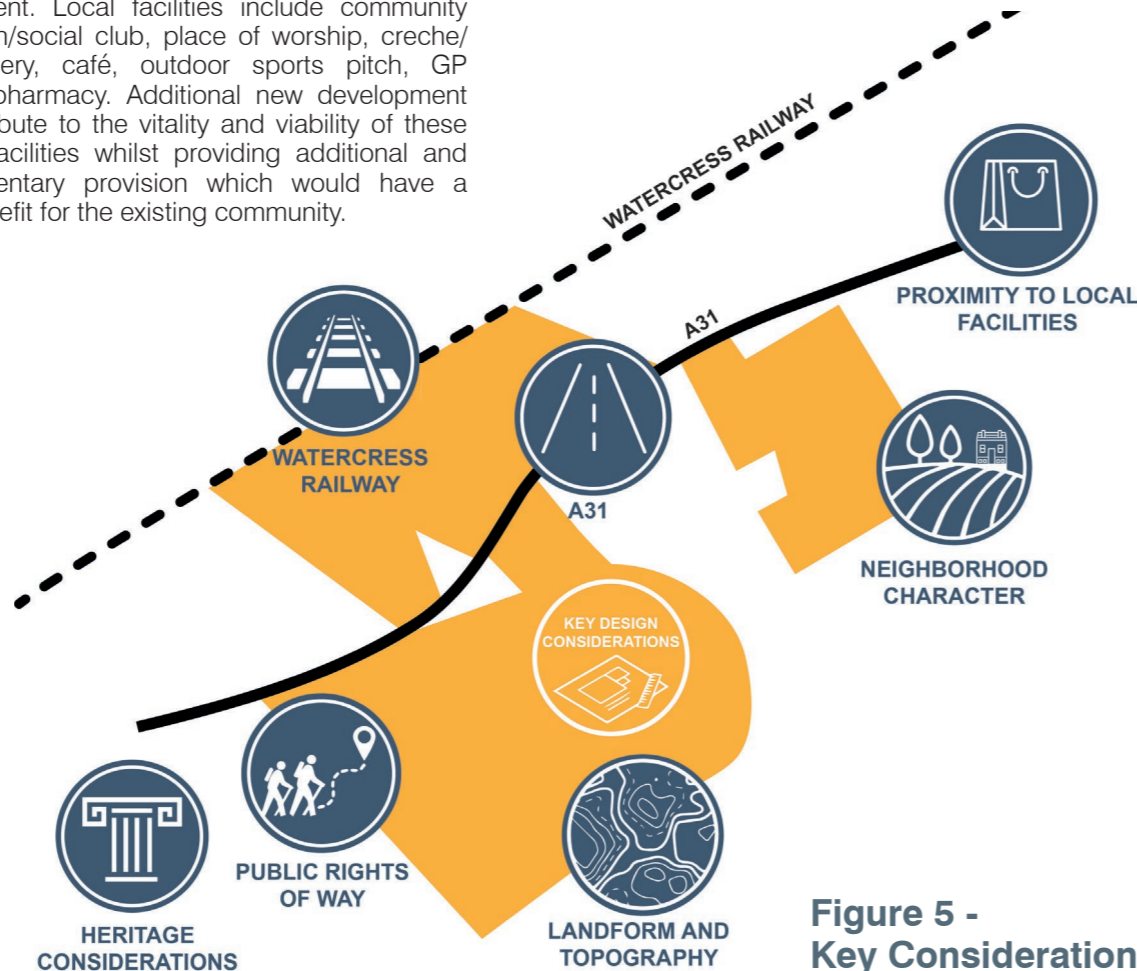


Figure 5 - Key Considerations

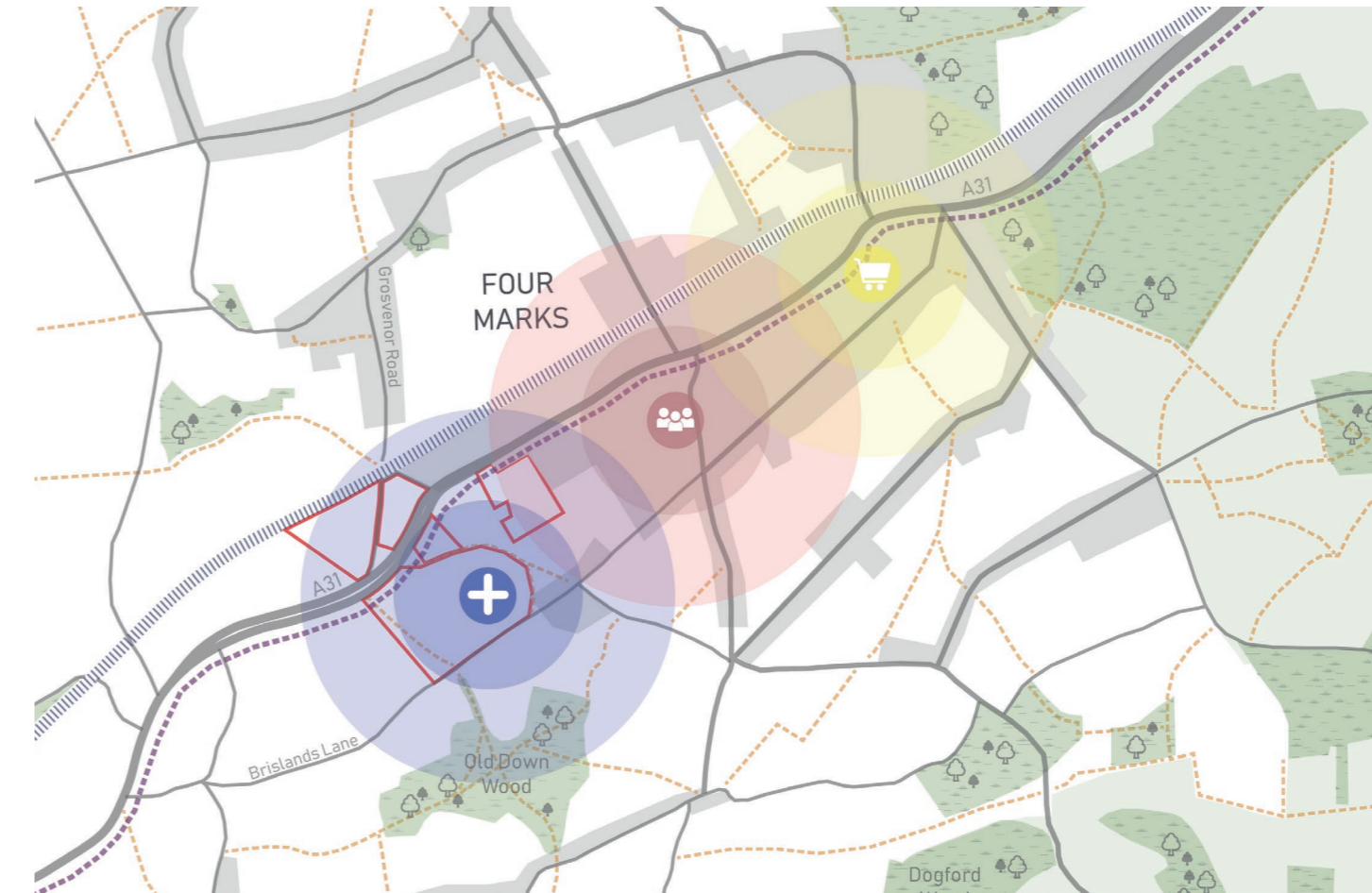


Figure 6 - Rebalancing Four Marks

- New Facilities proposed to the west of Four Marks in order to serve the development and existing residents to the west of the village.
- Community Facilities to the centre of Four Marks, centred around the existing allotments and Recreation Ground, to include additional land and enhanced facilities.
- Existing Facilities to the east of Four Marks to be supported with additional employment and retail to the west.



## Opportunities to improve and invest in infrastructure

The established Core Strategy identifies the need for the role of settlements within the A31 Corridor to be enhanced so as to better fulfil their function as sustainable communities providing commercial and community uses for the wider area. This remains a valid planning objective.

Previously, the scale of development proposed at Four Marks as a small local service centre was primarily to achieve sustainable communities.

However, in the context of the emerging Local Plan, the settlement is well suited to performing a greater and more strategic role, conveniently and sustainably located close to the major urban areas of Winchester, Farnham and Guildford. The opportunity afforded by a strategic scale of development within this Corridor is therefore highly significant.

A large scale development at Four Marks, which could be a focus over the longer terms, would, along with other development in this corridor, support investment in new public transport to improve connectivity between settlements and enhance the functional linkages between settlements.

The ability to provide new employment land with access to the A31 is an especially significant opportunity and will be attractive to the market.

The associated community infrastructure can be planned in a way that is complementary to existing facilities. Alternatively, if locally desirable, the opportunity exists to facilitate the relocation and enhancement of current facilities where this would provide a better community function. This could include investment in existing sports facilities whilst on-site routes would widen the recreational opportunities.

Reflecting local aspirations, new development at Four Marks, may also enable improvements to the highway network and existing pedestrian and cycle routes. Measures to either improve highway capacity or highway safety would be investigated with the local community and the highway authority.

In addition, under the current Community Infrastructure Levy monies would be available for investment in sustainable modes of travel, pedestrian and cycle facilities, education including early years and childcare provision; youth provision, and adult learning. A new community facility as part of the development could provide a focus for social infrastructure investment.

**Figure 7 - Key Benefits afforded to the South of Winchester Road, Four marks**



## Economic Opportunities

Our proposals at Four Marks offer a wide range of economic benefits and opportunities for local people and the area as a whole. Job creation will start from the construction process and carry through to site completion and beyond.

During construction the proposals will provide opportunities for skilled jobs and apprenticeships, providing prospects for local people over a 5 year term.

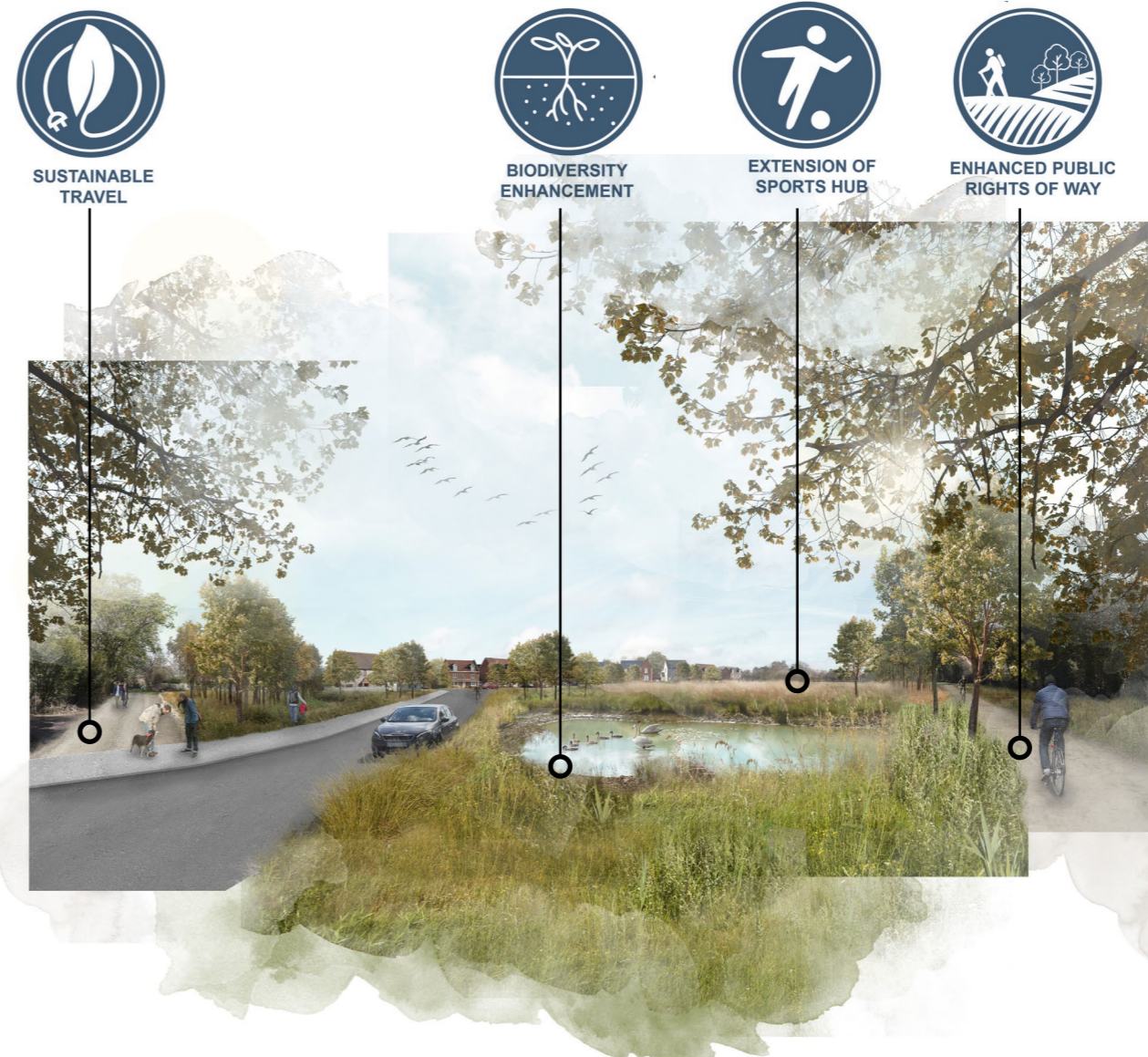
A new local centre will offer jobs in retail and healthcare, thereby increasing the overall job market availability and range in Four Marks. The building of a new primary school will also provide direct employment opportunities for teachers, support staff and administration employees.

Through the local centre and employment area, development to the west of Four Marks will be able to offer services for wider village itself and the surrounding settlements, creating a vibrant hub within western Four Marks that will bring associated economic benefits.

The employment area itself will provide a flexible area to facilitate jobs and services within close proximity to the A31 and strategic road network beyond.



**Figure 8 -  
Visual - Economic Opportunities**



**Figure 9 -  
Visual - Environmental Opportunities**

## Environmental Opportunities

Development to the west of Four Marks will be landscape led. Consequently the following opportunities can be delivered:

- An interconnected Green Infrastructure network that will deliver circa 18.6ha of open space, habitat creation, and structural woodland, community orchards and allotment gardens. Open space areas will comprise of informal 'Country Parkland', wide greenways to provide car free circulation and play space, and community growing areas.
- Development will deliver circa 2.8km of new footpaths and cycleways, linked to the existing Public Right of Way network. This will enable both new and existing residents alike to access open space for recreation, as well as links to the wider countryside.
- It will facilitate potential links to Pilgrims Way and St Swithun's Way between Winchester and Farnham.
- Additional land for the existing Recreation Ground off Uplands Land along with the enhancement of existing facilities.
- Wholesale biodiversity enhancement across the site, including new woodland, wetland and meadow creation.





## Creating and maintaining a quality place

Development on the edge of settlements can be a sensitive issue. By taking a landscape led approach this LDS can be positively designed to balance the need for housing with a sensitive transition from urban to rural areas, the preservation of existing landscape features, the appropriate buffering of existing housing and the potential to maximise recreation and biodiversity benefits. To the west of Four Marks development could importantly act as a new gateway to the village.

The masterplanning of this Large Development Site will be based upon a thorough analysis and sensitive design response to the site's landscape and townscape context, in particular the relationship between Four Marks and North Street to the west, and Four Marks and Kitwood to the south.

Four Marks has developed over time either side of the A31 corridor, with this primary route forming an important spine to the settlement. The proposed Large Development Site seeks to reflect the village's historic pattern of development alongside its existing character to bring forward new development either side of the A31.

Proposed new access points will link directly to this primary route. As a consequence, access to the LDS will avoid the need to route traffic along smaller local roads. Moreover the viability of employment uses will be supported by their proximity to the A31. In addition access from the A31 can be provided directly to Gypsy / Traveller pitches, Travelling Show People Pitches and to a proposed new Primary School thereby ensuring that these uses can come forward early within the plan process if required to do so.

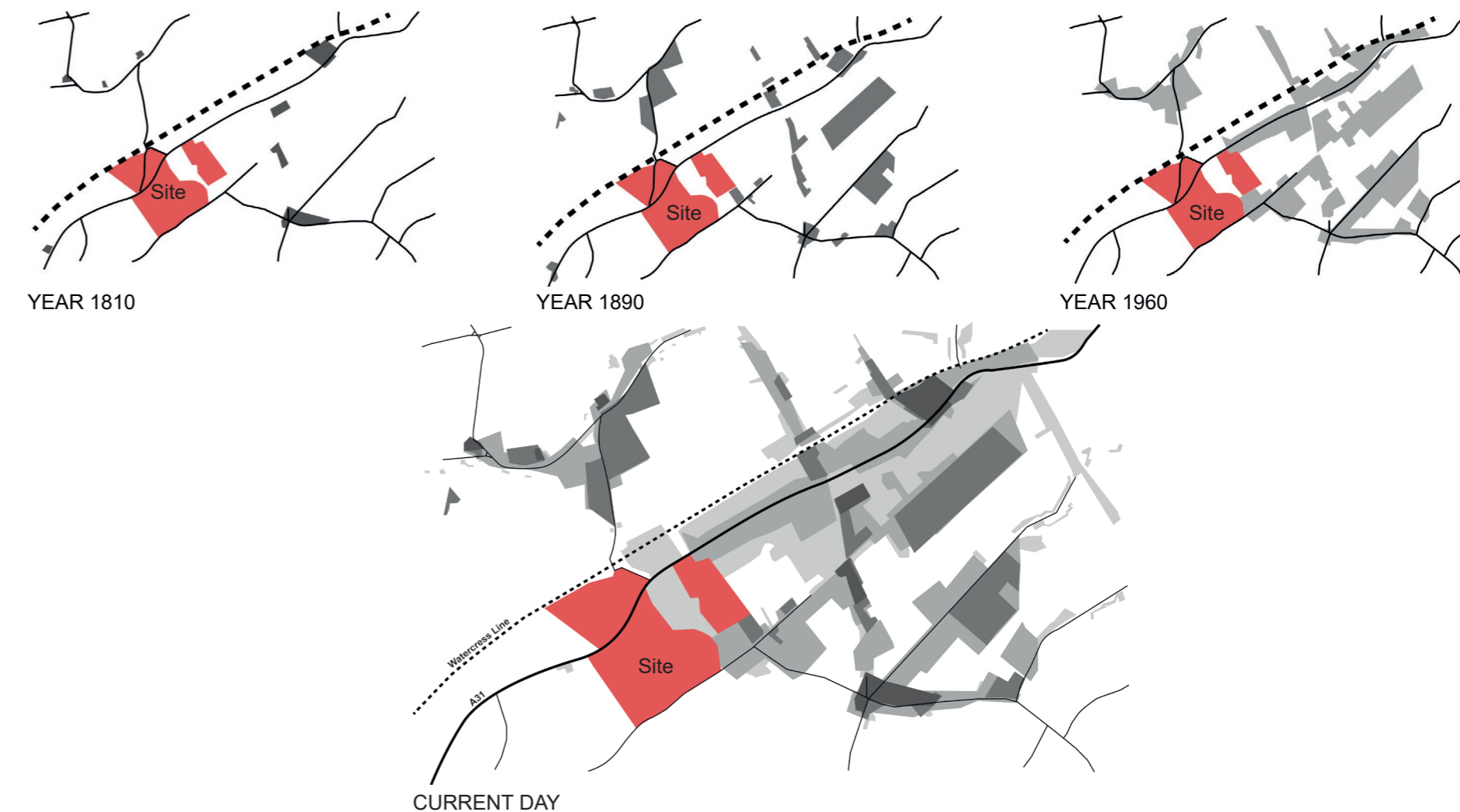
Development will comprise of distinct new walkable neighbourhoods of high-quality housing, clustered around a local centre, which in turn links the development with existing communities on the edge of Four Marks. The local centre will provide a real community heart and focus for the west of Four Marks, including a mix of employment, retail and community uses.

This Large Development Site will be designed to be safe, accessible, adequately drained and serviced, whilst ensuring that spaces and streets are distinctive, attractive and offer a platform for a mix of uses and activities. We envisage that the design will develop through extensive community and stakeholder engagement, and that the subsequent detailed design will be informed by a Design Code ensuring that a high standard of design is maintained.

The site's Green Infrastructure will ensure that this Large Development Site will deliver an open, accessible and engaging environment. Interlinked open spaces will bind each neighbourhood together, increasing opportunities for recreation, helping develop and strengthen wildlife corridors and allowing people to move freely.

With regards to ongoing management one potential solution for the delivery and ongoing management of various aspects of the proposed development would be the establishment of a Community Land Trust (CLT). A CLT approach allows for communities to deliver their own services, housing, pubs, community facilities and enterprises, and would enable local people to access truly affordable housing, and to manage their own homes and communities. A CLT would enable borrowing from Government for the delivery of additional infrastructure, if necessary. It would ensure the maintenance of a high-quality living environment in a way that is controlled by the Trust, and it would allow the community control and representation over key issues, such as the delivery of affordable housing. Other management mechanisms could include the Land Trust, the establishment of a private management company or adoption via the Parish Council.

Figure 10 - Historic Growth of Four Marks





## Meeting the housing needs of everyone

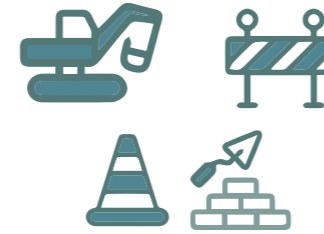
The land holding itself extends to over 600 acres and there is more than sufficient land to accommodate all of the uses specified within the landscape structure that enriches the local environment.

This large development site will help to deliver a significant proportion of the district's future housing need and will comprise a range of choice of market homes and affordable housing. In addition specialist accommodation for the elderly in the form of a care home and / or extra care style assisted living can be provided to meet the needs of an increasingly ageing population (Use Class C2). This would be well located to the proposed community and retail facilities (Use Classes D1 and A1 to A5) as well as to accessible Green Infrastructure.

A new Large Development Site to the west of Four Marks can readily deliver employment uses 2Ha (Use Class B1) within a self contained land parcel close to retail and community facilities and a Primary School (2.4Ha) should there be a proven need for primary places.

The site could in principle accommodate a number of Gypsy and Traveller pitches and Travelling Show People plots, initial location has been identified within the site, but discussion with continue with the Council and relevant groups, including G&Ts themselves, as to where they would be best located. There will also be discussions with East Hampshire District Council to determine the scale of the need for each type of accommodation in this area.

Government Guidance suggests that the maximum size for development of this kind should be contained at 15 pitches. Development to the west of Four Marks can clearly meet this need in a logical, accessible and self contained manner. We propose to deliver space for Travelling Show People and Gypsy / Travellers within separate but adjoining sites, concurrently with Phase 1.



**THIS LARGE DEVELOPMENT SITE WILL HELP TO DELIVER A SIGNIFICANT PROPORTION OF THE DISTRICT'S FUTURE HOUSING NEED**



Figure 11 - Visual - Housing Opportunities





## Accessing the site by walking, cycling and public transport

A sustainable access strategy will be developed in line with the Hampshire Local Transport Plan (2011 - 31) and specifically Chapter 6: Transport Strategy for Central Hampshire and The New Forest. One of the objectives is to "Work with Parish Councils to support community-driven transport solutions." (p.61). In this way, it is proposed that the following measures could form part of the sustainable transport approach:

- Enhance the existing footpath network;
- Create new cycleways and pedestrian routes within the site and provide connections to existing routes and key destinations within the settlement area;
- Provide a bicycle for each new home;
- Provide electrical car charging points at both the Local Centre and at the Recreation Ground;
- Provide new Car Club facility, with pick-up and drop-off spaces; and
- Create a detailed travel plan and appoint a Travel Plan Coordinator.

### Footpath Connections

There are a number of public rights of way which run adjacent or near the land east of Barn Lane. There are also potential connections into the wider existing network of footpaths, Byways Open To All Traffic (BOAT) and St. Swithen's Way. This longer distance footpath connects Farnham and Winchester and was established in 2002, providing good quality walking amenity within the immediate environs of the proposed development area. Improved footpath connections may be considered for a Large Development Site of 600 units, as Winchester College control land within the wider area.

### Healthy by Design

There are a number of opportunities to promote active travel through enhanced pedestrian footpaths, new cycleways and the provision of safe walking routes to school. These all accord with Public Health England "Healthy High Streets" initiative 2018, which emphasises the importance of placemaking and accessibility through:

- easy to navigate streets;
- walkable routes to local facilities;
- places where people feel relaxed and safe; and
- places which are accessible to all.

### Vehicular Access and Public Transport

The primary site access will be circa 70m to the east of Barn Lane a short distance from the Barn Lane bus Stop, which lies on the Alton-Winchester bus route 64 operated by Stagecoach. There are opportunities to create new stops, with pull-ins, along the A31. This service provides good car free access to the A31 road corridor connecting Winchester to Guildford.

The site lies approximately 1.5km, or 20 minutes walk via the local road network to local facilities within the village centre and lies adjacent to the Four Marks Recreation Ground, off Uplands Lane.



SUSTAINABLE TRAVEL



ENHANCED PUBLIC RIGHTS OF WAY



Figure 12 - Visual - Footpath and Cycle Connections





# LOCAL COMMUNITIES

## Concerns, opportunities and benefits

As previously noted large development to the west of Four Marks would deliver housing benefits, social / community benefits and environmental benefits to the existing community within Four Marks and the surrounding villages, summarised as follows:

### Housing Benefits:

A Large Development Site of around 600 units within the plan period would deliver affordable housing, opportunities for self build / custom build housing, and specialist housing for the elderly. With affordable housing provided at 40% of the total development, a Large Development Site of 600 units would deliver circa 240 units. This would go some way to help meet local need and to enable residents to stay within the local area.

### Social / Community Benefits:

A Large Development Site would deliver a new Local Centre including both retail opportunities (A1 to A5) and community uses (D1). Given that current facilities within Four Marks are concentrated to the east of the village, we propose to locate a new Local Centre so as to ensure its accessibility to existing residents on the west of Four Marks is maximised. The Local Centre has the potential to include a new Health Centre with space for GP's, dental practitioners, and health professionals such as councillors and physios for example.

In tandem with a new Local Centre this Large Development Site has the scope to deliver a dedicated employment area with easy access of the A31, boosting employment opportunities for the local area. Should there be a proven need for pre-school and primary places a new Primary School and Pre-School can be delivered within this Large Development Site. The construction of these assets can be provided by Hallam in accordance with an agreed specification. With regards to secondary education financial contributions are proposed to enhance existing provision.

Development would enhance existing Public Rights of Way and diversify these routes, thereby providing greater access to the open space and the wider countryside.

Extensive areas of planned open space, including equipped play space would be provided within each phase of development. Open space could be designed to include for community allotment gardens, a community composting / green waste recycling area and orchard planting.

To the east the Site offers the potential for the existing recreation ground within Four Marks to be expanded and enhanced to create a community sports hub, including upgrades to the spectator barrier, to the main pitch, changing facilities, an outdoor gym, and skate park etc.

### Environmental Benefits:

A Large Development Site to the west of Four Marks has the scope to enhance biodiversity through the diversification of habitats and the creation of wildlife corridors. Planting will be specifically designed to help improve air quality, particularly along the A31 corridor, around the proposed new Primary School and Local Centre.

Existing fields lack biodiversity due to existing farming practices. Existing boundary features can be retained and reinforced and habitats within the development diversified to include meadow creation and wetland for example.



## Working, together going forward in an inclusive way

Hallam have considerable experience in delivering Large Development Sites and are strong advocates of community engagement.

As well as the traditional public exhibitions; we hold both independently and in partnership with Local Authorities design workshops and stakeholder consultations. We have previously sponsored facilitators and design co-ordinators and will engage across all mediums to capture a broad range of views, including the use of websites and social media where appropriate.

Hallam would seek to consult at stages from an initial options appraisal through to masterplan development and pre-application.



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No dimensions are to be scaled from this drawing.

All dimensions to be checked on site. Area measurements for indicative purposes only.