



WINCHFIELD
CONCEPT DOCUMENT



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1.0 Purpose of Document & Planning Context

The Winchfield Consortium are promoting the collective sites on behalf of the landowners to deliver the broad location for growth at Winchfield, which is currently being considered within the emerging Core Strategy.

The Preferred Strategy for Housing Growth report, option 4, focused Growth (NEW SETTLEMENT) seeks to bring certainty to the objective of identifying sufficient sites for delivery. It was recommended that the decision to test the preference for a new settlement: Option 4 – Focused Growth (New Settlement) was carried out.

It was considered that the decision on where to centre a new settlement could only be informed by the availability of land. Winchfield has been identified as the only viable option with the critical mass to accommodate a new settlement. It is estimated that the area could deliver between 1,800-2,400 dwellings within the Plan period, based upon a settlement of 4,000-5,000 dwellings in size.

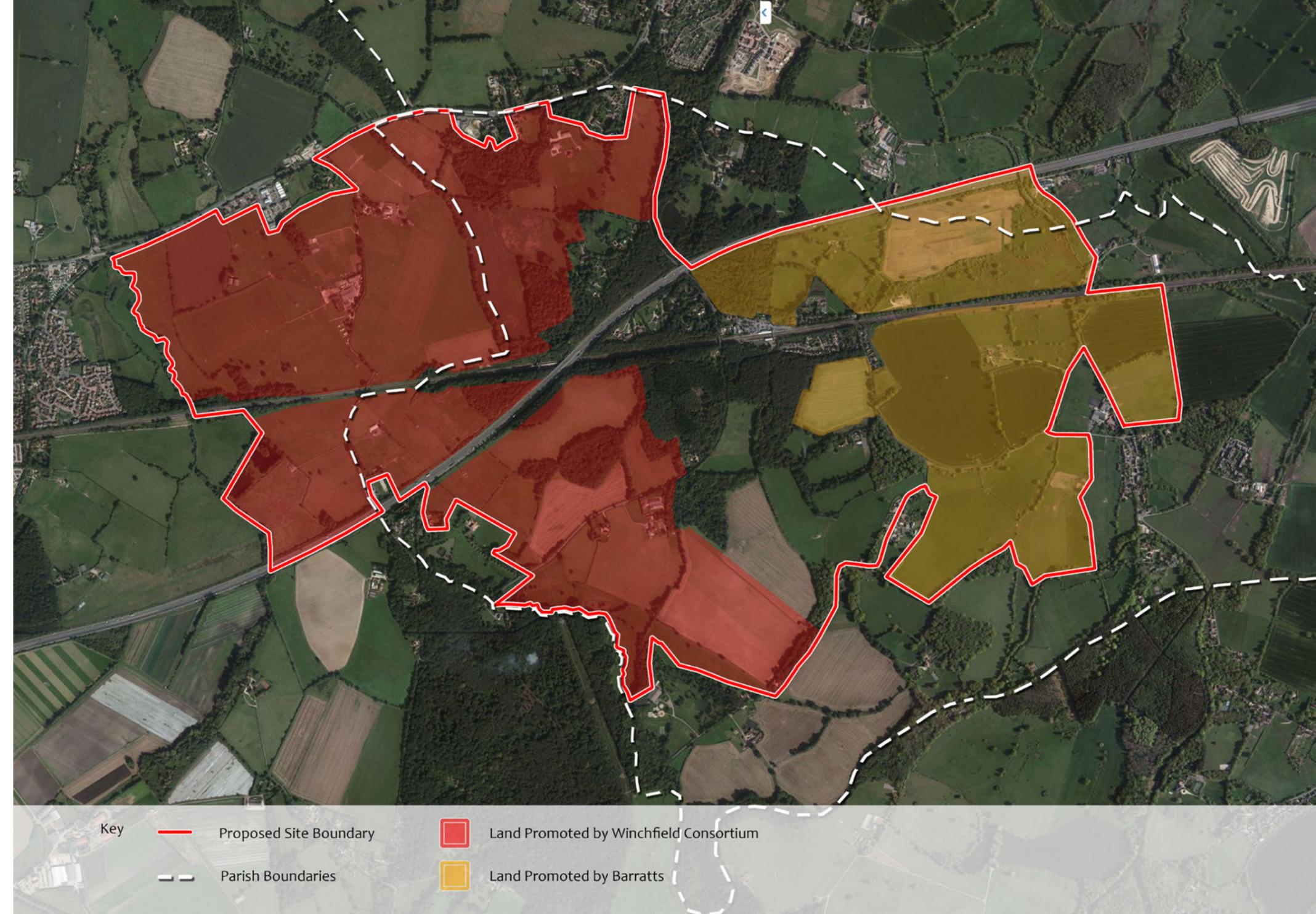
The document develops a Masterplan principle, which could co-ordinate the development and ensure it provides the necessary physical, social and green infrastructure required.

Likely facilities within the extension could include numerous new local centres; primary schools; community halls; doctor's surgery; affordable housing; employment; and improved bus, cycle and pedestrian facilities which have all been planned for within the developing masterplan.

The purpose of this document is to provide a high level Framework Plan, setting out the broad location for housing and associated physical, social and green infrastructure for the potential deliverability of the development.

The Framework Plan has been informed by initial surveys. The project team are carrying out high level transport, drainage, landscape, archaeology and ecological assessments of the site and the surrounding area.

It is intended the framework plan will be used by the Borough Council as a material consideration when assessing potential options for a Winchfield development.



Key

— Proposed Site Boundary

Land Promoted by Winchfield Consortium

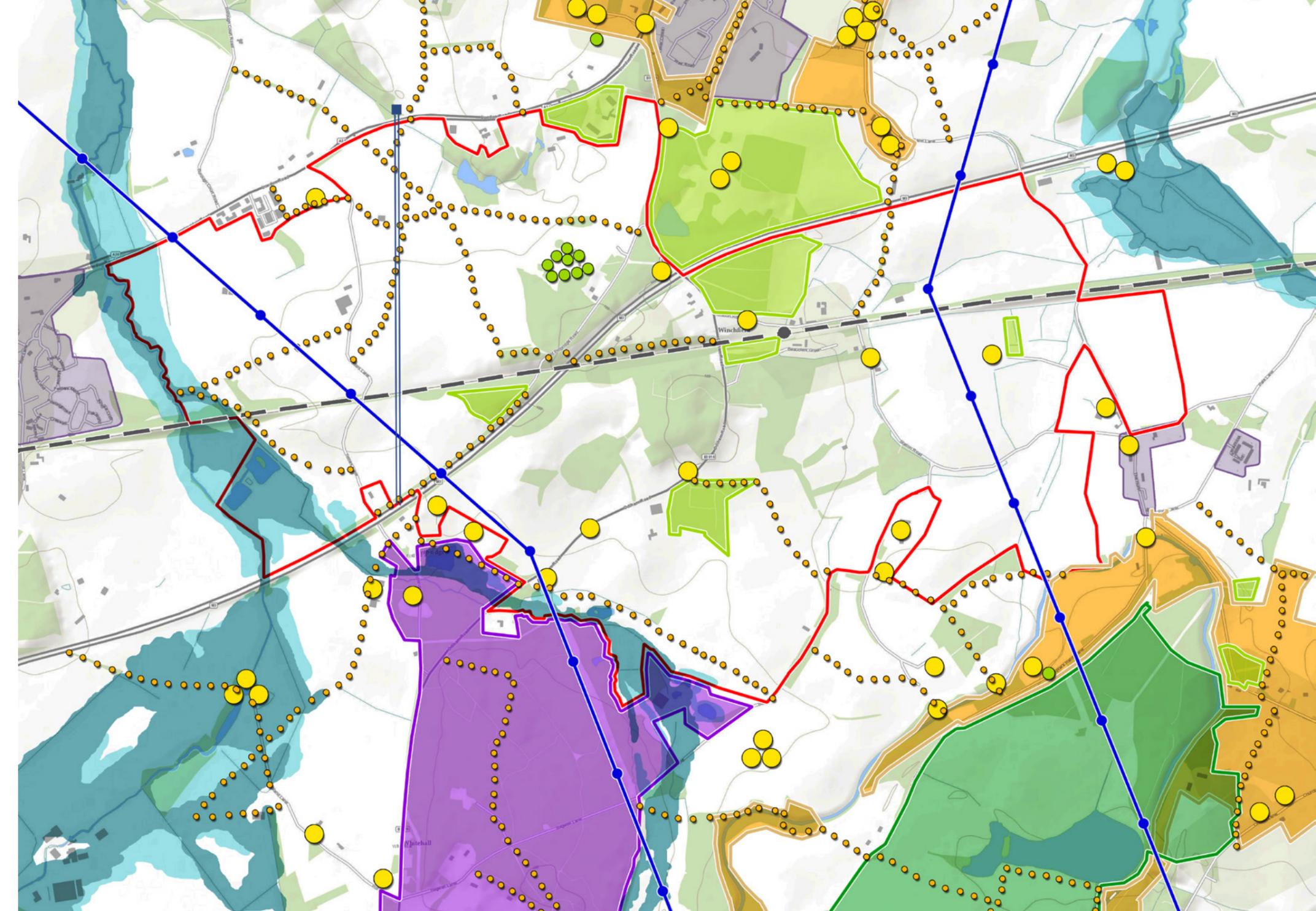
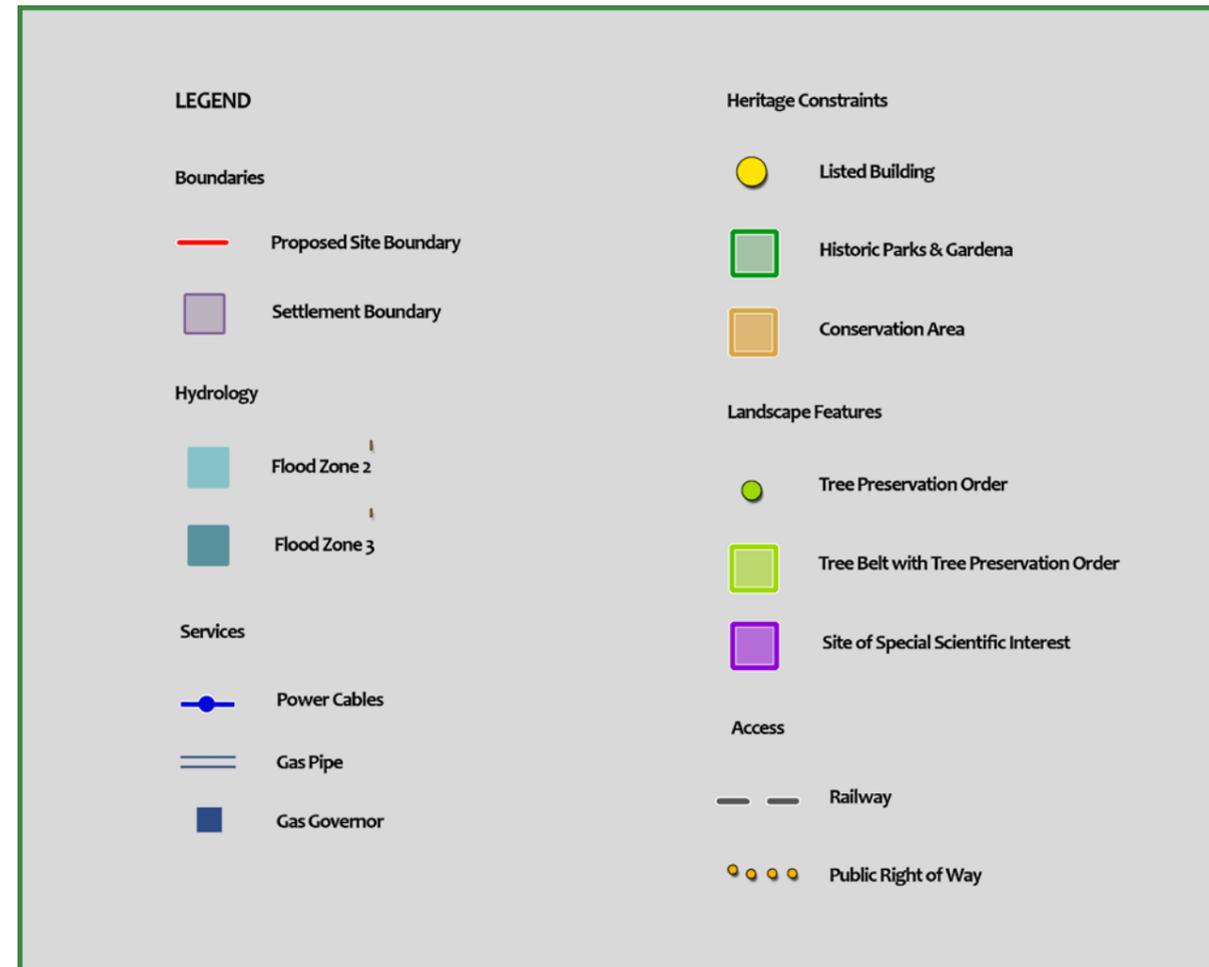
- - - Parish Boundaries

Land Promoted by Barratts

2.0 Constraints and Analysis Introduction

To identify the necessary infrastructure, the project team have started to look in detail at the existing and potential opportunities and constraints of the site.

A summary plan of the constraints is opposite. Detailed analysis of the constraints which have shaped the masterplan process plan follow.



3.0 Access and Movement

The overarching objective of the eventual scheme will be to develop a sustainable transport strategy providing for safe, efficient and convenient access for all major modes of transport.

This exercise has evaluated the travel conditions of the Winchfield Area, and considered other key junctions in detail to understand their future operation and the possible impacts of the proposed development. How and where access to the A30 is secured will be critical, with development favoured closer to the established road network, which will serve the future population.

The phasing of the development will be married with the appropriate level of transport infrastructure, both on and off-site. It is anticipated that early phases of the development would be accessed from the A30 and Odiham Lane. Measures will include the safeguarding of existing minor roads against increased traffic flows, which will form a significant part of the access strategy.

It is intended that within the development site a clear hierarchy of road space, influenced by the purpose and setting of the location, will allow safe movement for pedestrians and cyclists.

It is envisaged that bus services will operate through the development serving residents, employees and visitors. Provision will be made to incorporate a bus route along the spine road into the mixed use local centres. All parts of the development will be within a reasonable walking distance of the nearest bus stop (approx. 400m). It is inevitable that new and improved bus services will benefit the wider community as well as serving this development. Direct and safe access for pedestrians and cyclists from the development to nearby key destinations will be provided.

Summary

- Appropriate vehicular access
- Access to existing road network
- Early phase(s) from the A30 and Odiham Lane
- Safeguarding of Bagwell Lane
- New and improved bus service

3.1 Pedestrian and Cycle Access

Maximise permeability of the site for pedestrians and cyclists; Safe movement for pedestrians to/from and within the development through considerate design; Bolster, improve and provide new routes to key local amenities; Connection to public rights of way 'leisure routes'.

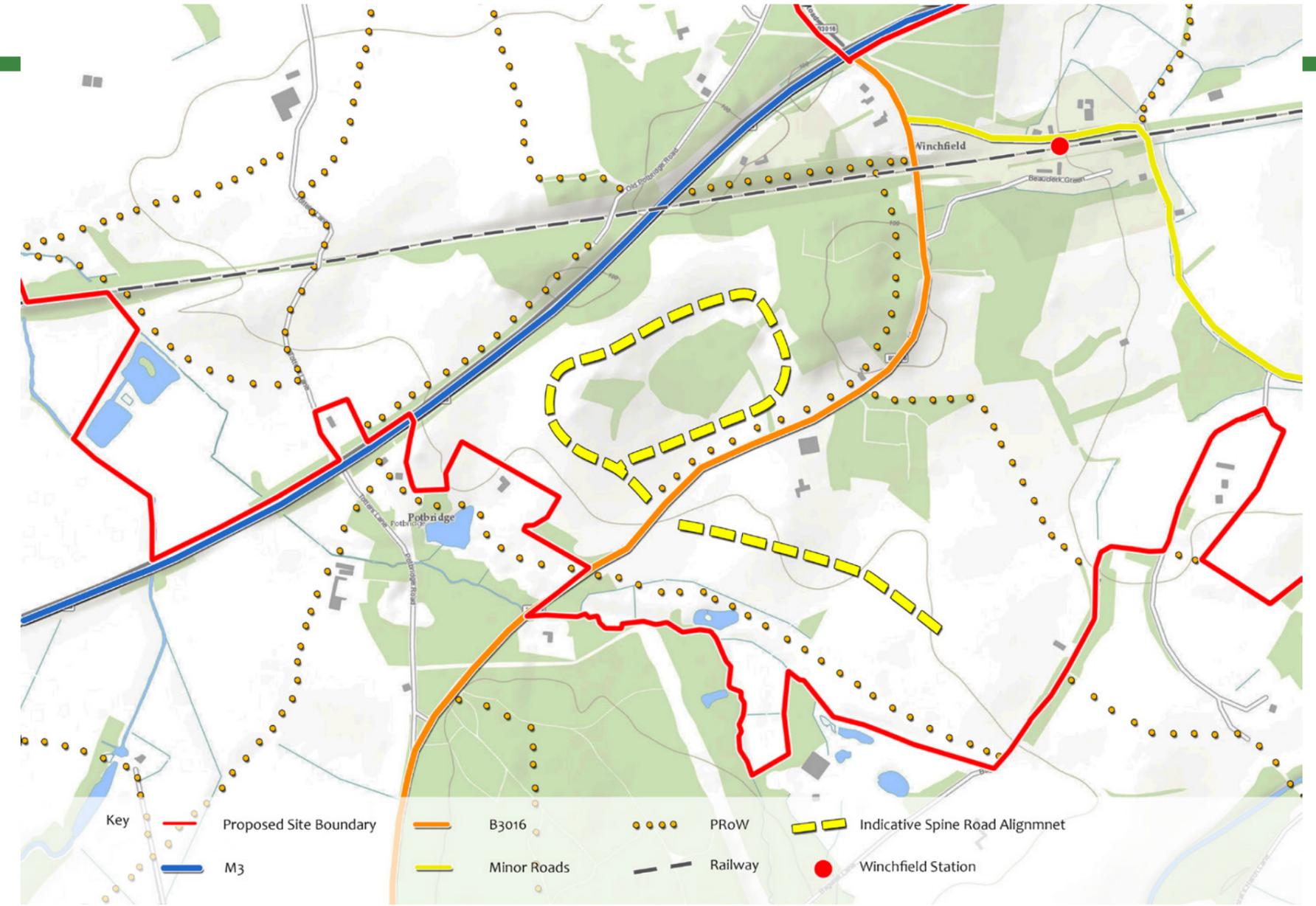
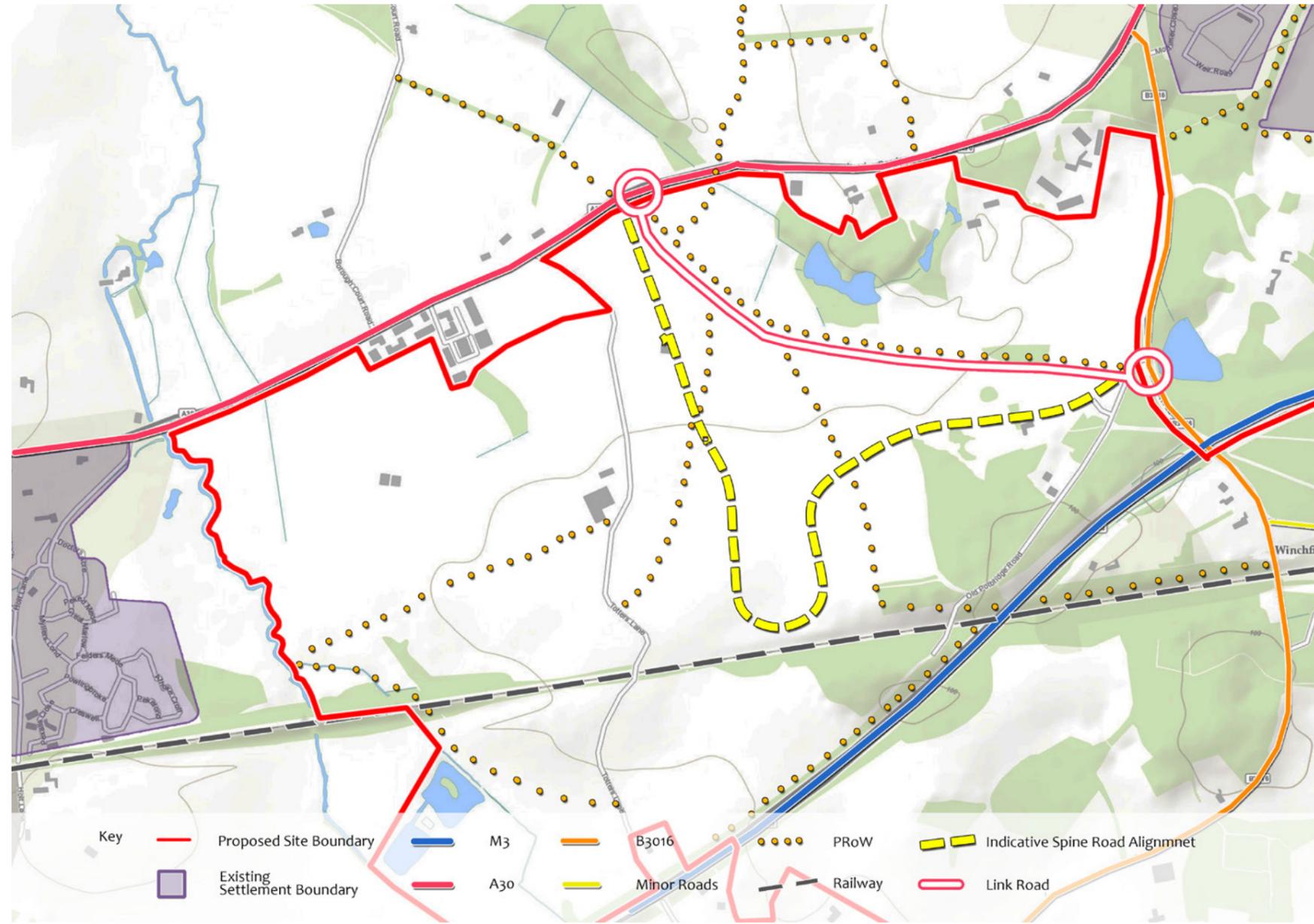
3.2 Public Transport Access

Provision for existing and new bus services running through the development; Increased level of bus services benefiting wider community.

3.3 Emergency Access

Where necessary additional dedicated emergency access points.





4.0 Landscape

A review of the local authority's evidence base provided a framework to assess the Landscape setting and characteristics of the area. Coupled with the detailed topographical modelling, the analysis shaped the form and location of the development parcels identified in each of the suggested options developed by the consortium. The authorities landscape evaluation identifies the variations in quality that exist across the landscape of the district, enabling appropriate strategies for landscape conservation, management and enhancement to be defined.

The analysis is based upon an assessment of the intrinsic quality of the different landscape types, rather than a relative assessment of one against another, since such comparisons are widely accepted as generally unhelpful and highly subjective; the evaluation is based upon the existing quality of the landscape.

The overall quality of the landscape of Hart District is high in comparison with many other parts of the region, however clear developable parcels can be identified in the least sensitive landscape areas, which have informed the masterplan options.

4.1 Winchfield Area Description

This character area is bounded to the north by the edge of Hartley Wintney and to the east and west by the valleys of the rivers Hart and Whitewater. To the south, the boundary marks an approximate change in vegetation and landscape character between the predominantly 'heathy' pasture and woodland of this area and the non-heathy farmland and woodland to the south around Dogmersfield.

Main distinguishing features;

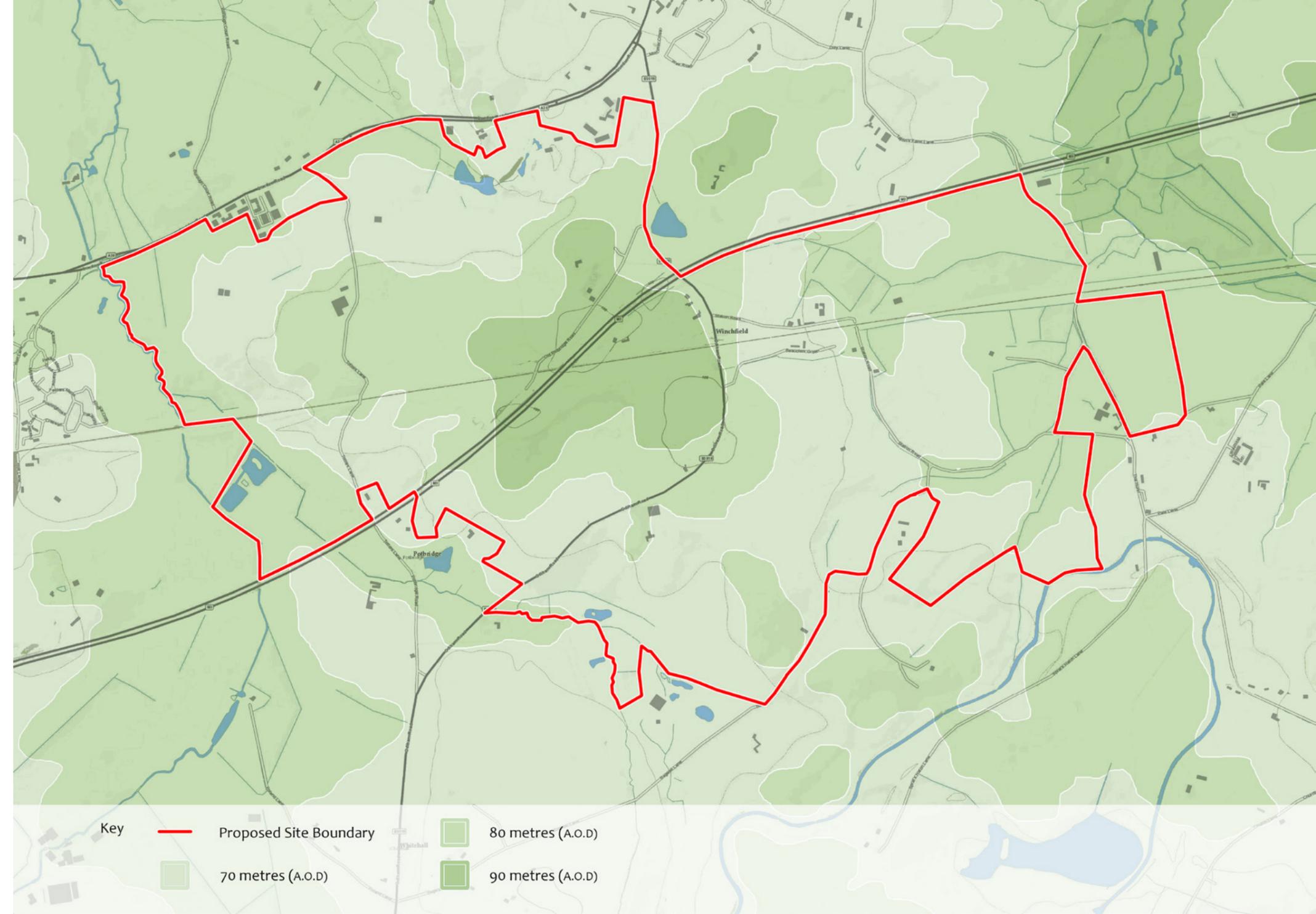
- A mosaic of farmland and woodland which contain strong heathy characteristics (e.g. with birch, pine, bracken and gorse evident in hedgerows and woods) to the south but which are absent from farmland to the north-east;
- A moderately enclosed landscape except for the area to the east of Winchfield which has a denuded and exposed character;
- An area fragmented and bounded by roads (including the M3 motorway, the A30, the A323 and the B3016) and the railway line, which intrude upon its essentially rural character.

Enhancement priorities;

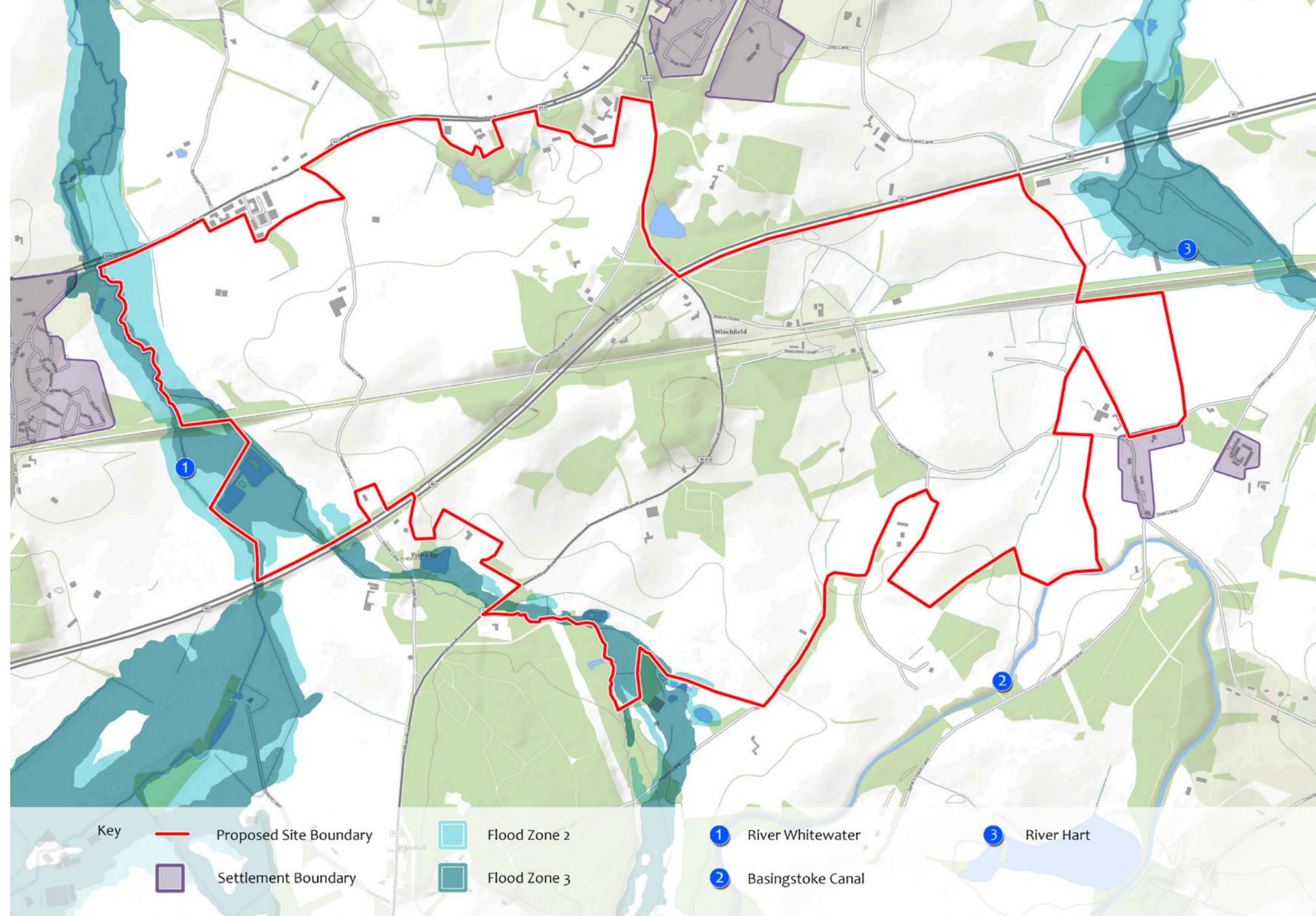
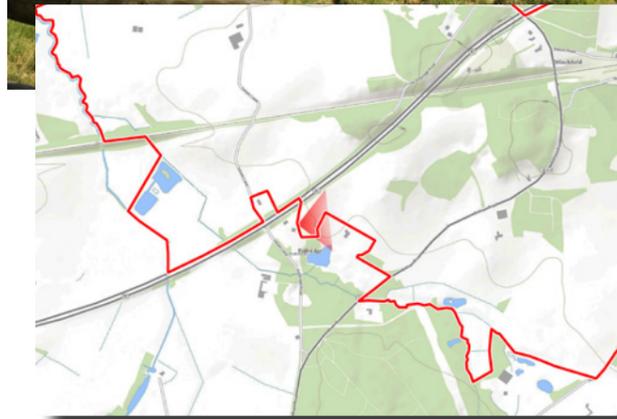
The quality of the mixed farmland and woodland of this area is generally good but is compromised in places by the visual intrusion and severance caused by roads and overhead power lines and by a loss of landscape features resulting from agricultural intensification. The priority for intervention therefore centres around reducing these impacts and replacing landscape structure in denuded areas.

Main enhancement priorities;

- Management of existing woodlands, hedgerows and trees to secure their long-term presence within the landscape and maximise their landscape and ecological value
- New planting of woods, hedgerows and trees around the fringes of settlements and along road corridors, to provide better integration within the landscape
- Replacement of woods, hedgerows and trees within denuded areas of open countryside







4.2 Landscape Classification

The authority identifies three principle categories of Landscape as follows:

Category A: Landscapes which have a high scenic quality, a strong sense of place, are generally unspoilt and have a highly distinctive character, and often contain areas or features of ecological or cultural significance. They may also include 'intact' examples of rare landscape types, e.g. heathland, or representative examples of valued landscapes, e.g. chalk scenery.

In these landscapes, conservation is an overwhelming priority in order to maintain landscape quality. The need for intervention in the management sense will be comparatively modest but, nevertheless, these landscapes could still benefit from enhancement and management, such as the restoration of broadleaved woodland and heathland in areas dominated by coniferous plantations. Development is not necessarily precluded but the level of intervention in the planning sense will need to be high, in order to prevent adverse change and loss or damage to particularly valuable landscape resources.

Category B: Landscapes which have attractive qualities and where character and sense of place are still strong but which are not 'special' or distinctive to the same

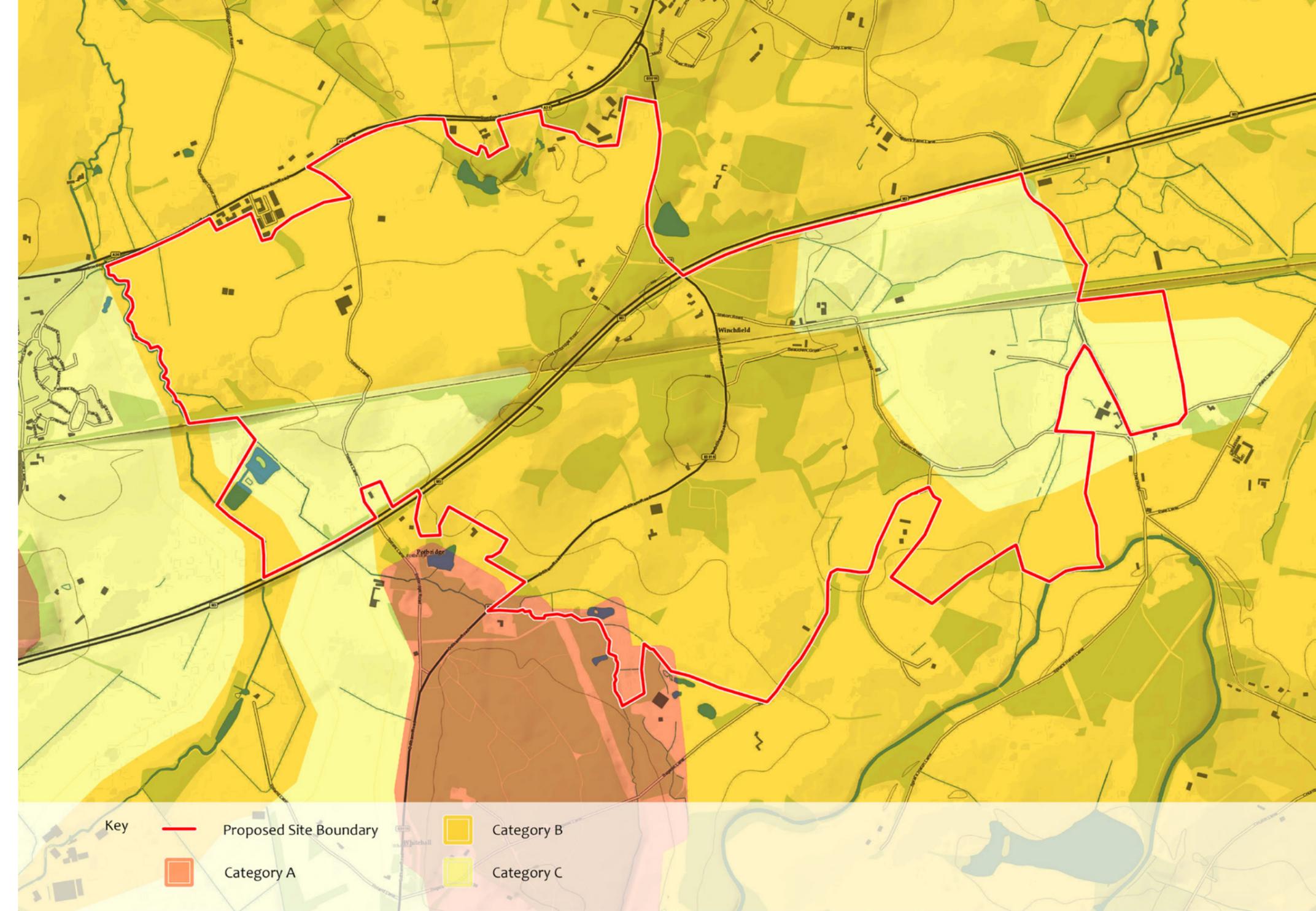
degree as those in Category A. The landscape generally has a positive, rural character but there may be intrusive influences or signs of neglect or decline in landscape condition which compromise its quality.

These landscapes form the major part of the District's landscape resource and are important to conserve. They would, however, also benefit from enhancement, to improve landscape quality, strengthen local distinctiveness and reduce the influence of negative features. Development and land use change will need to be controlled to ensure that there is no further deterioration in landscape quality or loss of local character.

Category C: Landscapes which are further along the scale of decline and where landscape structure is substantially weakened and landscape quality and sense of place are significantly compromised by inappropriate development, poor land management or other intrusive influences, e.g. built development, airfields, pylons etc.

These landscapes require a substantial degree of management intervention to raise their quality and mitigate the influence of detracting land uses or features and could be the target for landscape enhancement priorities. In terms of planning intervention, the emphasis is on the encouragement of landscape

improvements and restoration of a positive character as part of any future land use proposals.



5.0 Ecology & Biodiversity

Preliminary reviews of ecological constraints and opportunities has been undertaken to inform the developing masterplan options. There are a number of existing ecological designations within the surrounds of Winchfield including;

- Ancient Woodland
- Special Protection Areas
- Water Courses
- Grassland & Ponds

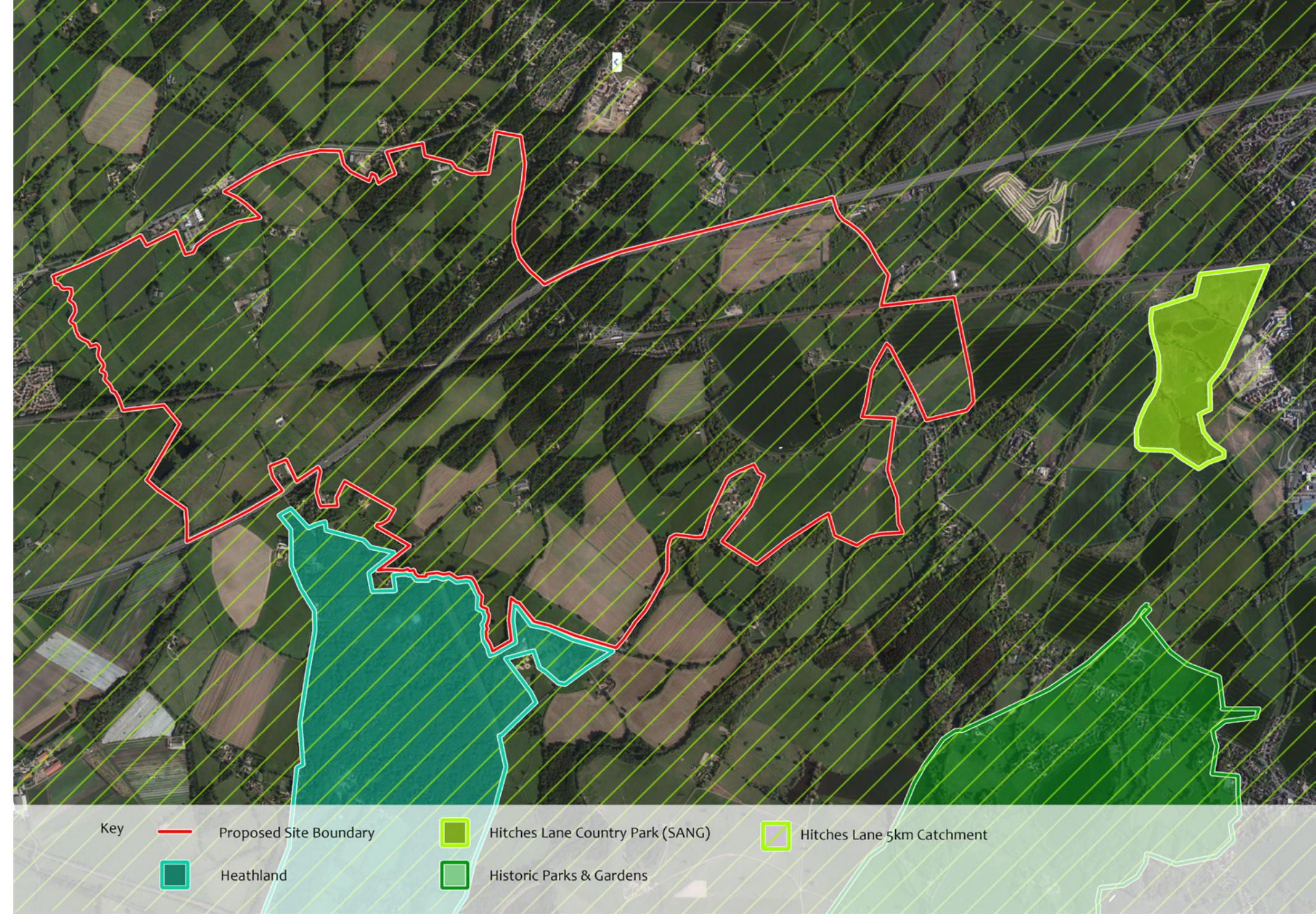
The protection and enhancement of the Thames Basin Heaths Special Protection Area (SPA) is essential to developing masterplan principles. Suitable Alternative Natural Greenspace (SANG) will be established as part of the proposals, offsetting recreational pressures arising from the development.

SANGs will form an integral part of the masterplan, providing well connected semi-natural greenspace, for both residents and visitors. Consideration will need to be given to ecological designations and Ancient Woodland, and has been respected in the developing masterplan option, through incorporation of appropriate buffers and layout of roads and houses.

It is recognised that non-designated habitats of potential ecological interest including woodland, treelines, hedgerows, notable grassland areas, ponds and watercourses will be retained and enhanced where possible. Such habitats will be largely restricted to field boundaries or area associated with policy designations. These habitats will be incorporated as part of the proposed development, providing a much needed green lungs throughout the proposed masterplan areas.

The creation of the a green footprint, which will include water management, SUDs and grey water recycling, will be the driving force behind the development, ensuring the landscape is part of everyday life.

Each Masterplan option is set within an extensive green network, which will be fully explored and detailed as the development principles evolve.

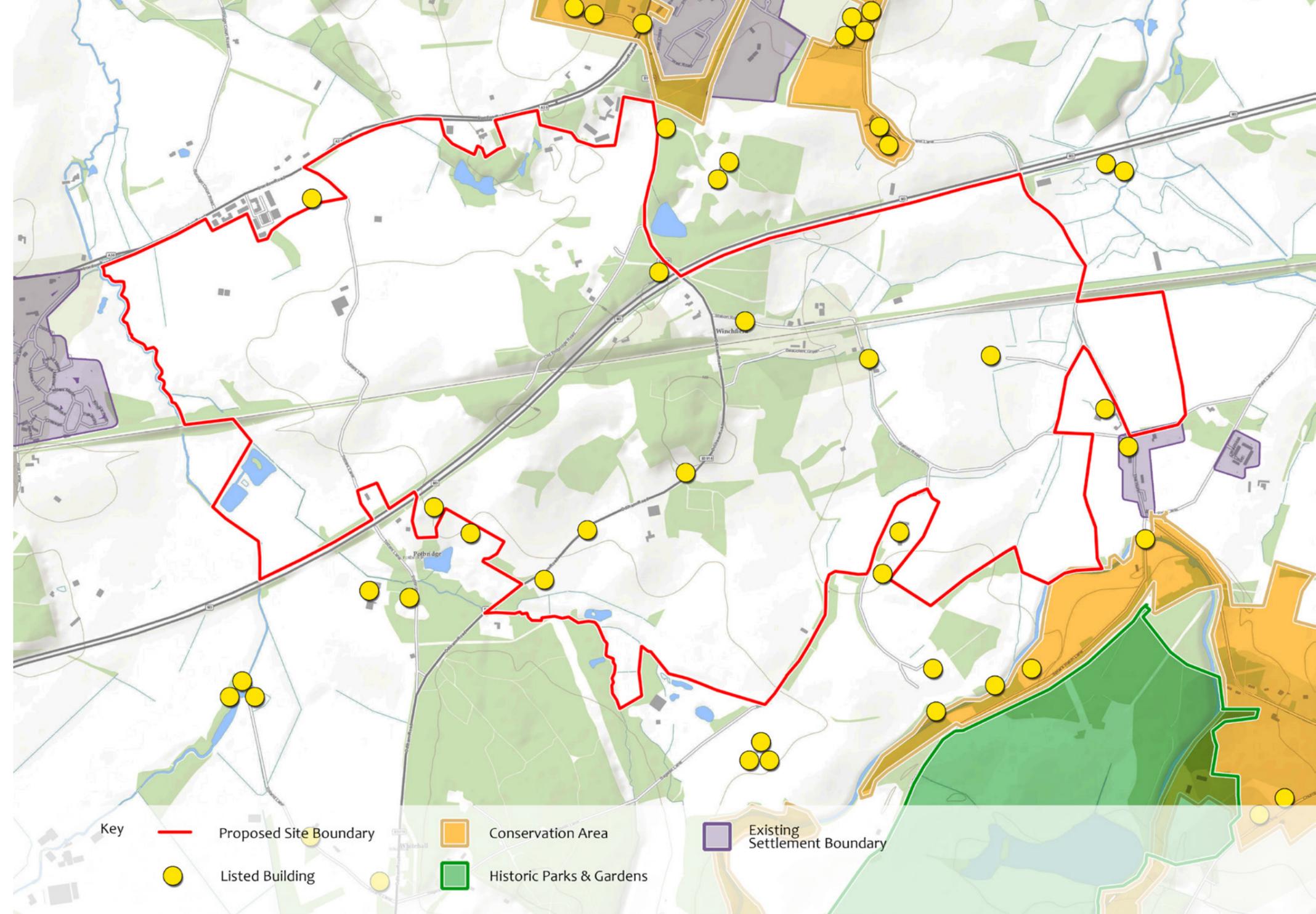


6.0 Heritage

There is considerable historic interest within the overall proposed masterplan area, with numerous designated heritage assets. The area contains Grade II listed buildings of special architectural or historic interest, and the Grade 1 listed St Mary's Church.

Careful consideration of the Heritage assets has been given to the proposed masterplan options, with regard to preserving the historic buildings, their settings and the special character of conservation areas where appropriate.

The listed buildings are identified on the following plan. Care has been given to sighting of the proposed development. As the masterplan principles develop, further assessments will be carried out to ensure the built heritage is appropriately conserved and development does not harm their setting.



7.0 Development Options

The Winchfield Consortium are promoting over 220 hectares of land. The analysis within the report identifies the land holding could accommodate up to 164 hectares of development. At an average density of 25 units per hectare, the developable footprint could accommodate up to 3750 units. It is understood the land controlled by the Barratt/ Gallagher consortium (from submissions) can also accommodate around the same figure, therefore a potential development of Winchfield of up to 7000 home with associated infrastructure is deliverable.

Given the existing infrastructure and physical constraints, any proposed development would see a series of inter-linked neighbourhood areas. The Preferred Option is considered to be the most appropriate to deliver the council's overarching vision of a highly functioning and desirable place to live.

The proposal has been informed through established planning principles, regardless of existing ownership or promotion. The Winchfield Consortium controls sufficient land to deliver a substantial development, which can help meet the housing needs of the District up to 2032 and beyond.

Preferred Option: 342 hectares

Commercial: 6 ha

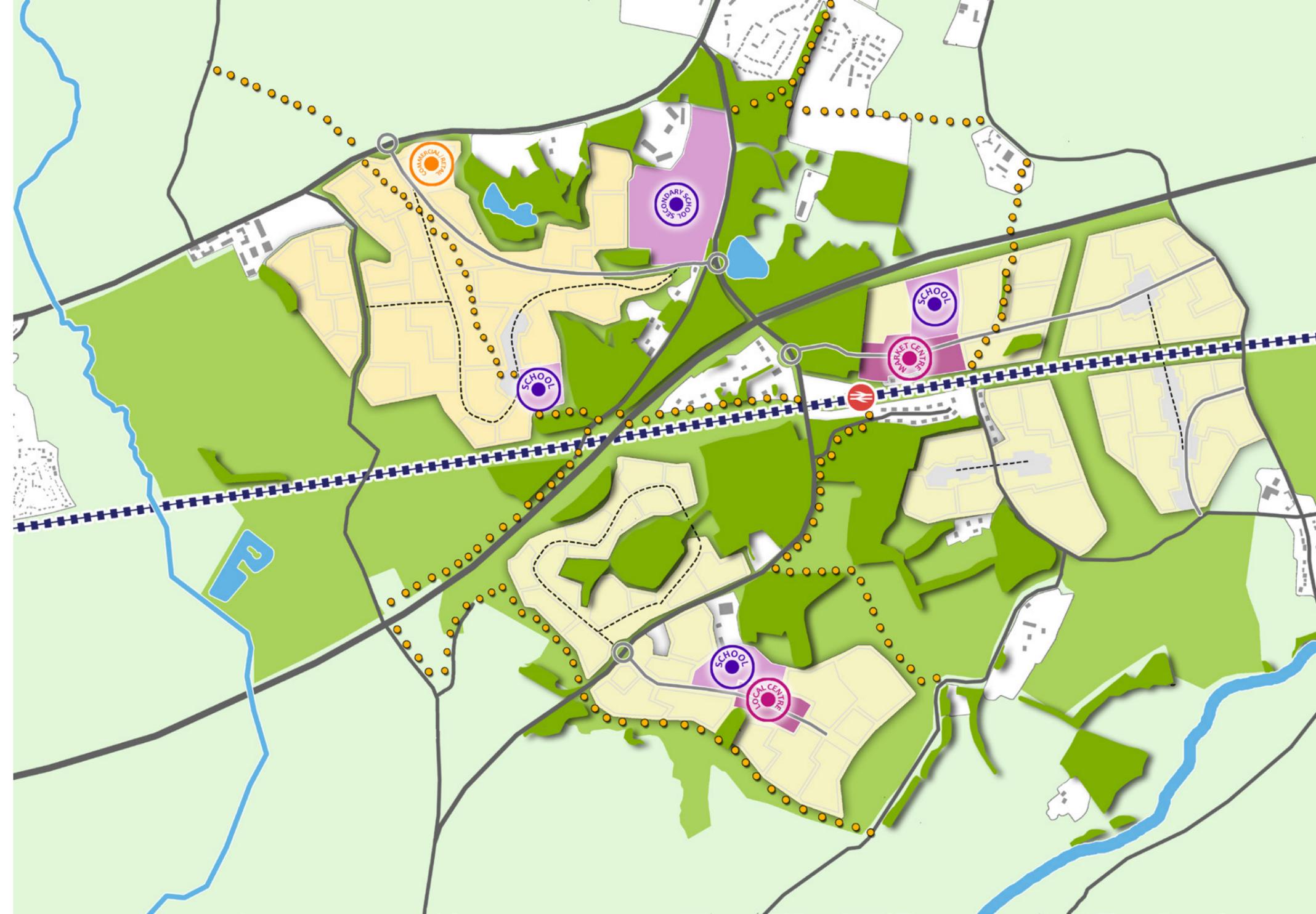
Potential Residential: 164 ha

Local Centres: 5 ha

Schools: 17 ha

SANGs: 91 ha

Open Space: 56 ha



8.0 Phasing

The plan delivery plan shows indicative and high level phasing of the development.

Phasing will ensure the timely delivery of identified infrastructure such as the Spine Road, the primary and secondary school and the local centres. The majority of the infrastructure will be funded through a S106 agreement. It is envisaged that residential development will be delivered in tranches in conjunction with the construction of the road.

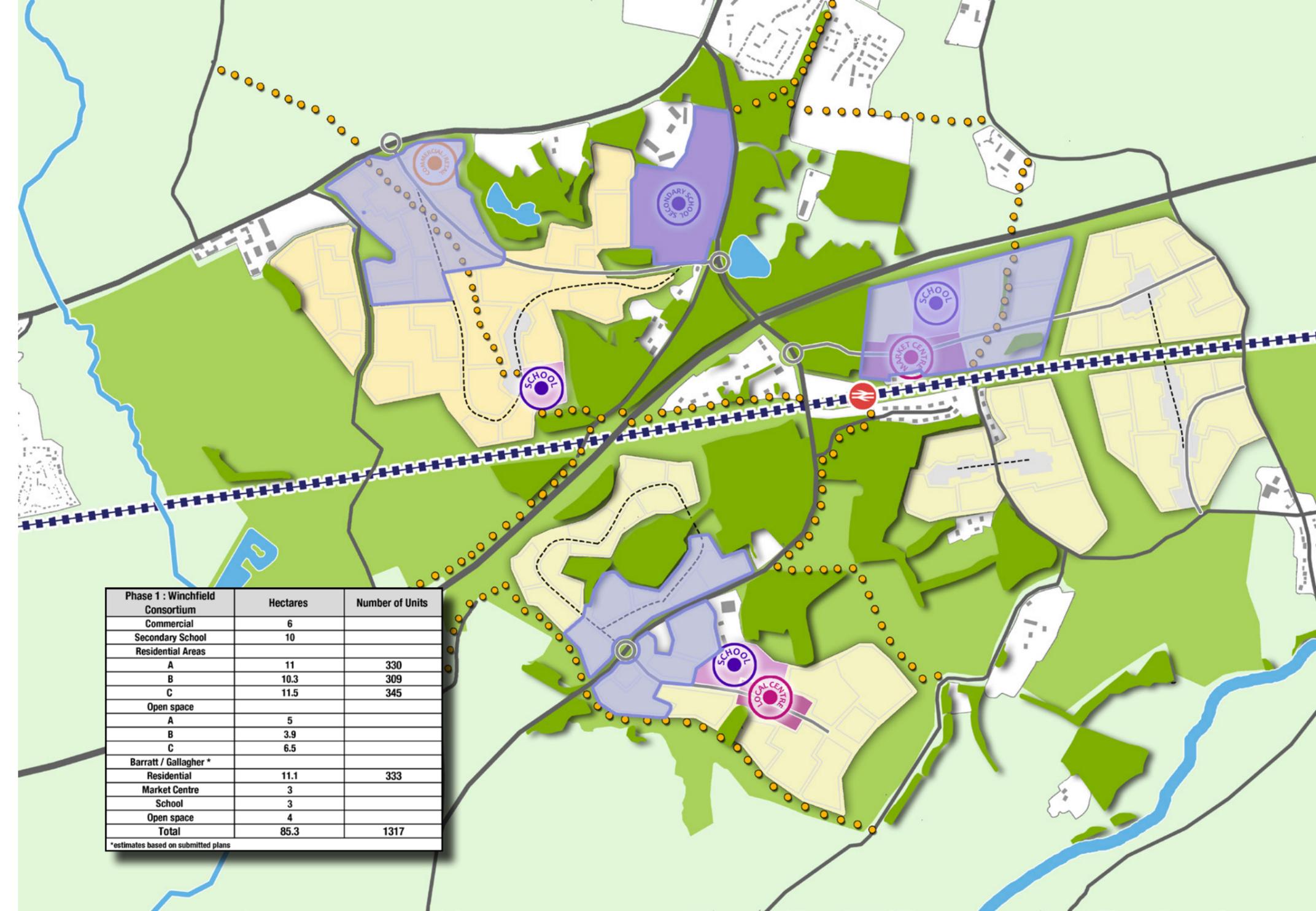
The Winchfield preferred option is detailed in the following plan, it can deliver;

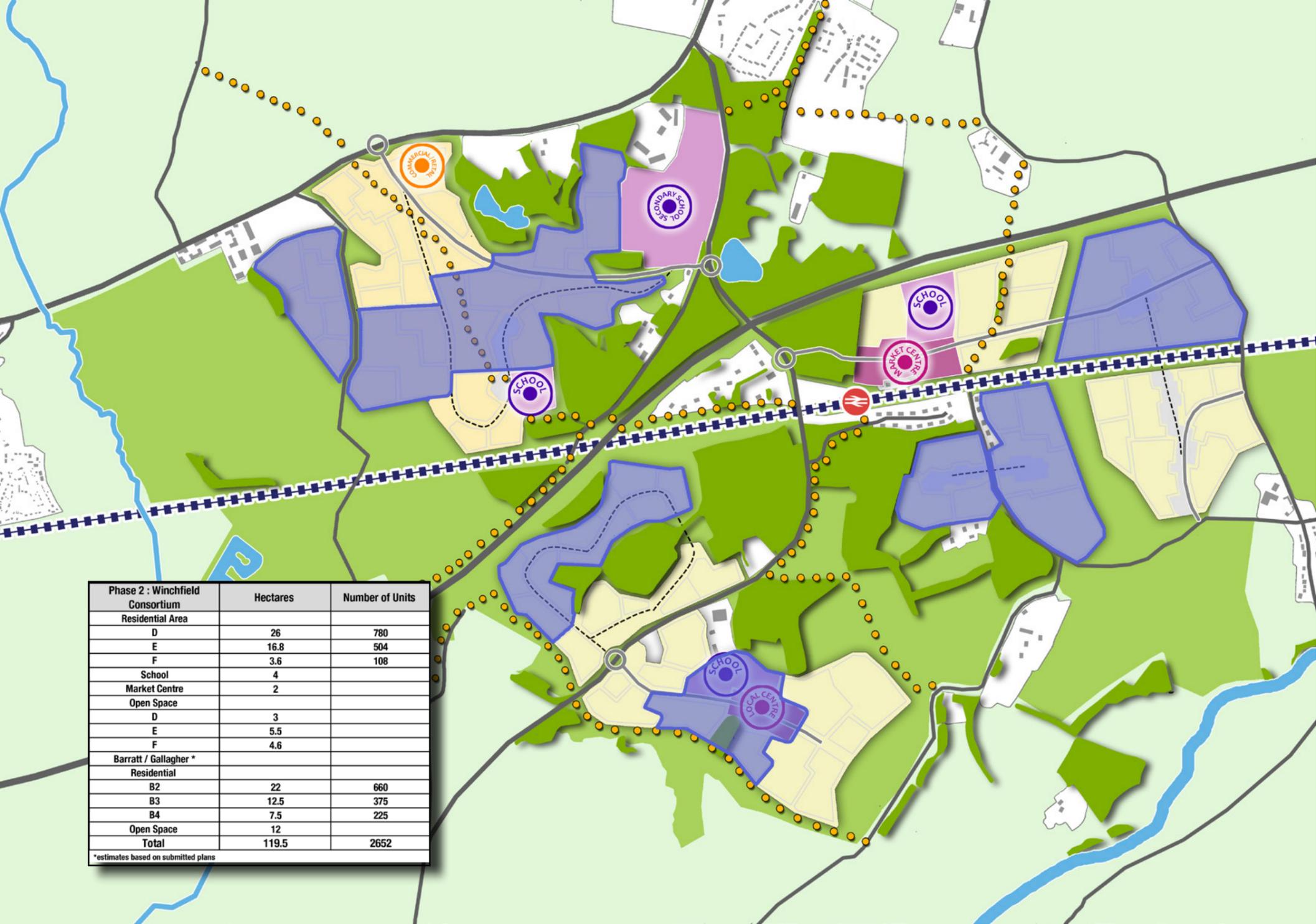
4883 Units, across three phases.

Phase 1 would include up to 1110 units, a market centre, commercial land, a primary and secondary school, SANGs and open space provision.

Phase 2 would include up to 2652 units, a school, market centre and associated SANGs and open space.

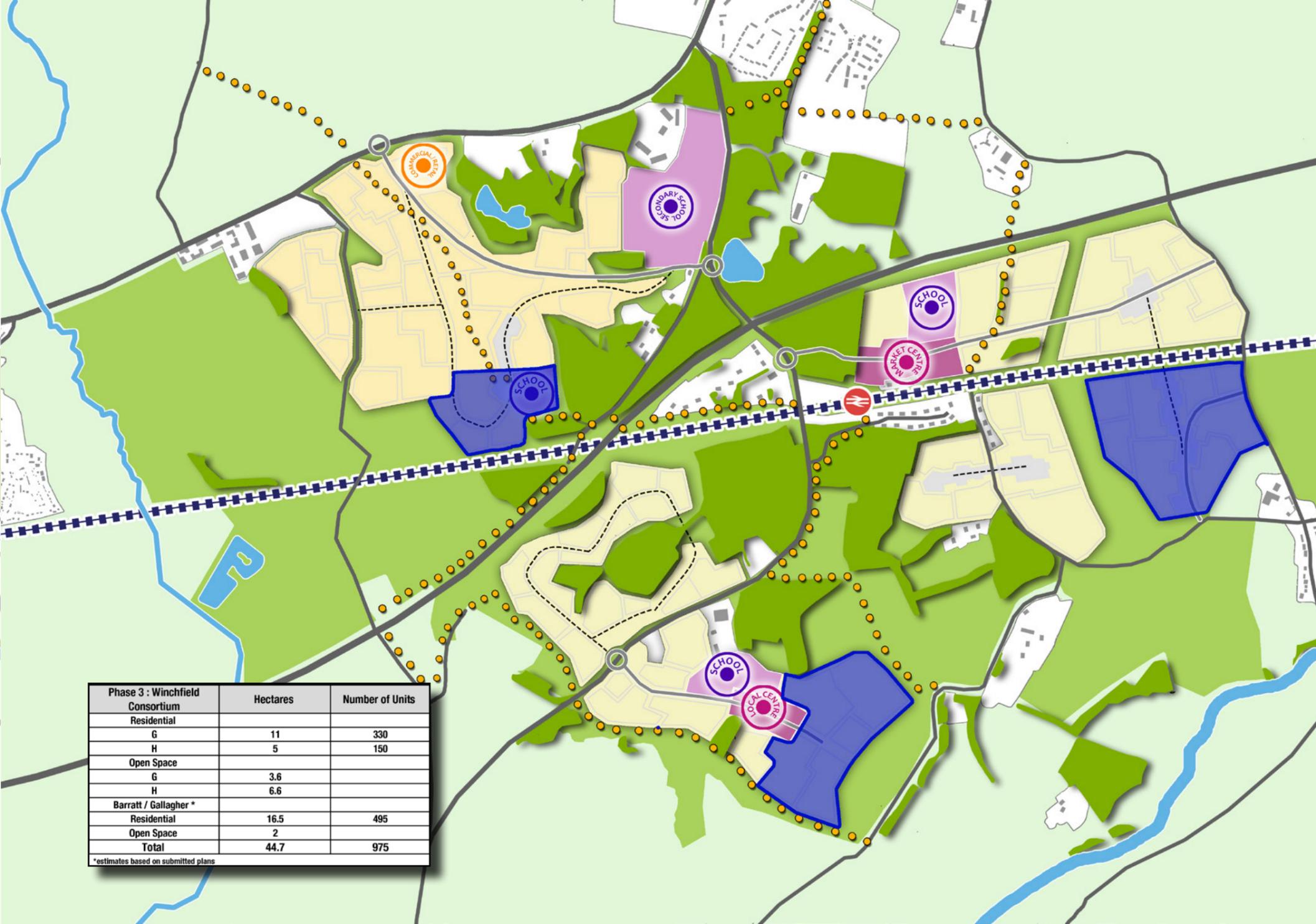
Phase 3 would include up to 1101 units and associated SANGs and open space.





Phase 2 : Winchfield Consortium		
	Hectares	Number of Units
Residential Area		
D	26	780
E	16.8	504
F	3.6	108
School	4	
Market Centre	2	
Open Space		
D	3	
E	5.5	
F	4.6	
Barratt / Gallagher *		
Residential		
B2	22	660
B3	12.5	375
B4	7.5	225
Open Space		
	12	
Total	119.5	2652

*estimates based on submitted plans



Phase 3 : Winchfield Consortium		
	Hectares	Number of Units
Residential		
G	11	330
H	5	150
Open Space		
G	3.6	
H	6.6	
Barratt / Gallagher *		
Residential		
	16.5	495
Open Space		
	2	
Total	44.7	975

*estimates based on submitted plans



