

Hello and welcome to our second public exhibition for Hartland Village.

Earlier this year, St Edward Homes acquired the former Pyestock / Hartland Park site and is proposing to redevelop it into a sustainable new community. As a brownfield site, Hartland Village is an ideal location for the delivery of new homes and we are proposing to create a development with a distinctive character of its own, including shops and community facilities.

In July 2016, we held our first round of public consultation, where we discussed the opportunities and constraints of the site and you told us your thoughts and ideas on the early framework plans for the site. We were very pleased with both the amount of interest and the feedback we received.

At this second round of consultation, we are showing the next stage in the design process and look forward to discussing it with you and hearing your thoughts on how we can ensure the development makes a positive contribution to the area.

Please take your time to read through all of the information on display and feel free to put any questions you might have to a member of the project team.

## Hartland Village



St Edward  
Homes

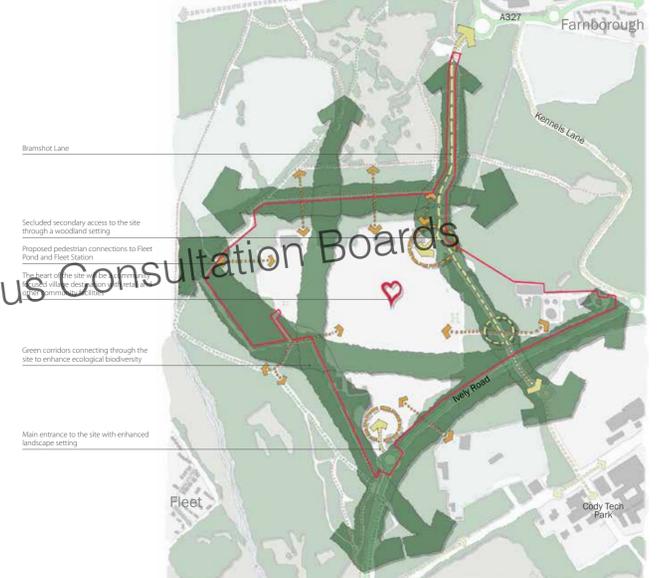
www.hartlandvillage.co.uk

## Hartland Village

## Site Opportunities

### Key opportunities:

- Redevelopment of brownfield land
- Seclusion of the site allows the potential to deliver new homes with limited visual impact on neighbours or existing communities nearby
- Potential to improve site drainage and create a sustainable system that reduces flood risk to surrounding waterways
- The development layout can be designed to be as efficient as possible and allow for easy access by private vehicles and public transport routes
- Integrate the site into its wider setting through the re-instatement of substantial landscaped areas to create ecological habitats
- Improve cycle and pedestrian links to surrounding communities



St Edward  
Homes

www.hartlandvillage.co.uk

## Hartland Village

## Creating Successful Places

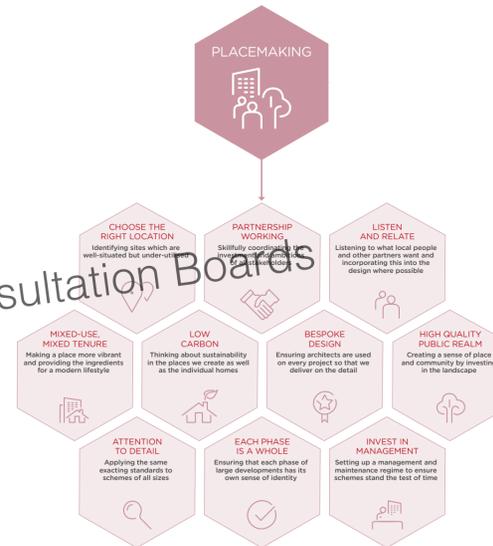
At St Edward we look to create well-designed, high quality, safe and sustainable new developments which will endure as settled, vibrant communities long into the future. These are places where people choose to live, work and spend their time, that directly encourage people's wellbeing and quality of life, and offer them a space and a base from which to lead safe and fulfilling lives.

Our approach to placemaking is set around the principles which are based on many years of experience and expertise. Although each site is different, our principles ensure that our approach to development remains the same.

In 2011 we began working with experts in the field of social sustainability to create a framework that can be used to measure people's quality of life and wellbeing in new housing developments.

The framework ensures that we are thinking about placemaking and place-keeping as two elements of the same process; both must be delivered to create a strong new community.

Please view the boards at the end of this exhibition to learn more about this framework and how you can get involved.



St Edward  
Homes

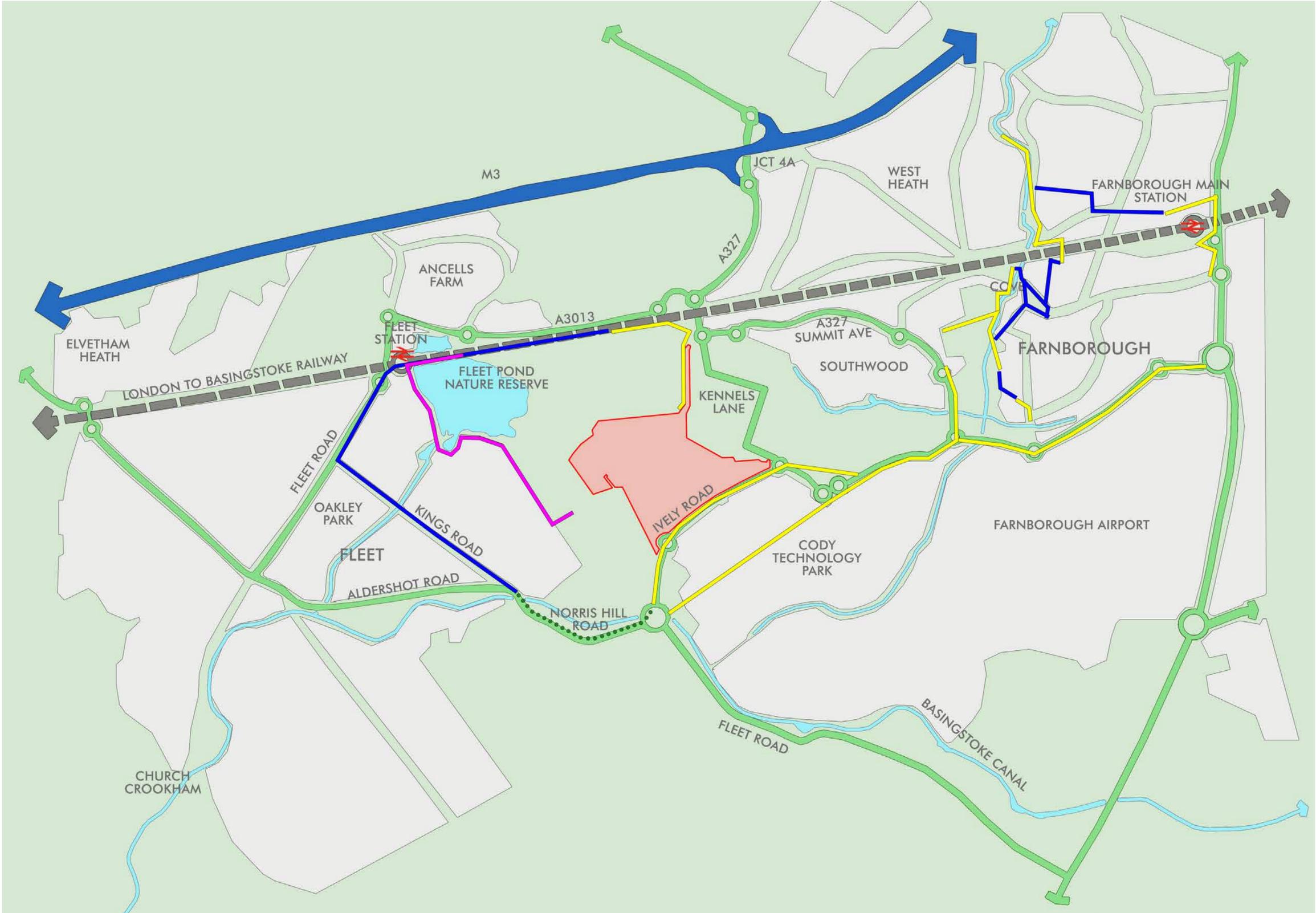
www.hartlandvillage.co.uk

July Public Exhibition



# Hartland Village

# Location



**KEY**

**EXISTING CYCLING AND PEDESTRIAN FACILITIES**

- OFF ROAD CYCLEWAYS
- ON ROAD CYCLEWAYS
- FOOTPATHS
- Potential Links

**Other Features:**

- Built Form
- Open Space
- Water ways
- Motorway
- Railway
- Vehicular routes

Site Location

# Hartland Village

# Social Infrastructure

At the last consultation you told us that the provision of social infrastructure is very important. We have been continuing to explore these issues and discuss with the relevant authorities

## Education

- The new community will include a primary school
- We anticipate that early years provision will also be accommodated within the community space or primary school

We are in discussions with Hampshire County Council to understand the capacity of local secondary schools.

## Health

Discussions are ongoing with the North East Hampshire & Farnham CCG on improve health provision locally for the area which is currently under review. We will be working with the CCG on the most appropriate form of contributing to their estates strategy

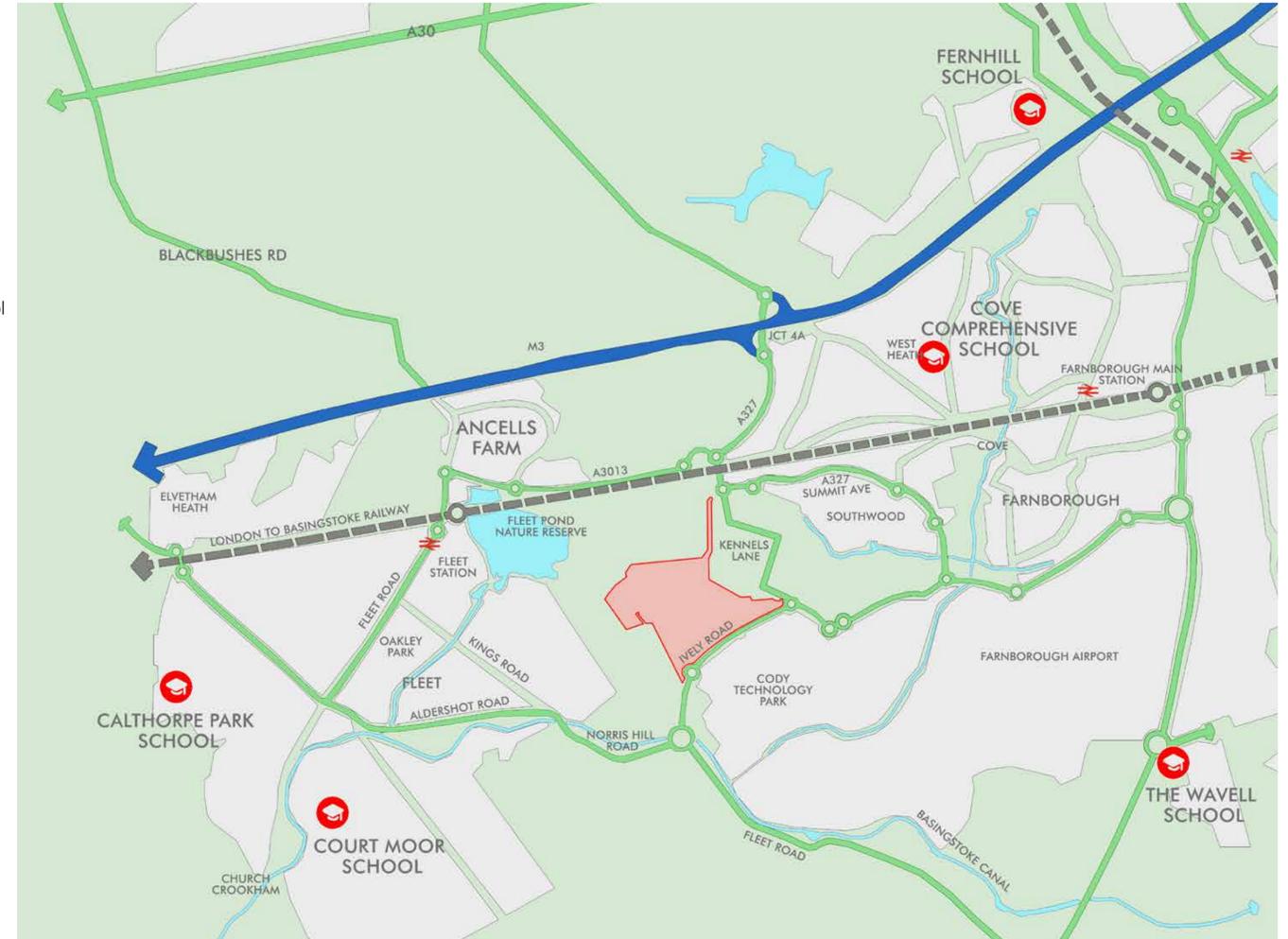
## Village Centre

'The village centre will also include:

- A landmark community building
- Small shop/s to serve the new residents

Key

- Built Form
- Open Space
- Water ways
- Motorway
- Railway
- Vehicular routes
- Secondary school



Local Secondary School Plan

## Examples of social infrastructure delivered elsewhere



Bersted Park Community Centre



Skippers Academy, Woodberry Down



The Wells Free School, Royal Wells



Kensington Primary Academy



Kensington Primary Academy



Woodberry Down

# Hartland Village

# Social Sustainability

Social sustainability is about people's quality of life and the strength of a community, now and in the future. St Edward believes that our role as a developer extends beyond the creation of fantastic homes. At the same time as doing this, we must also create successful places.

In order to achieve this, we created a toolkit which identifies thirteen criteria which fall into three separate groups, as set out on the toolkit wheel.

At our first public consultation, we asked you to decide which four criteria you felt are the most important, and most appropriate, for us to focus on at Hartland Village.

## You said:

It was clear from your response at the event that you felt the following were most important:

- Local facilities (such as health facilities)
- Transport links
- Community space
- Street layout

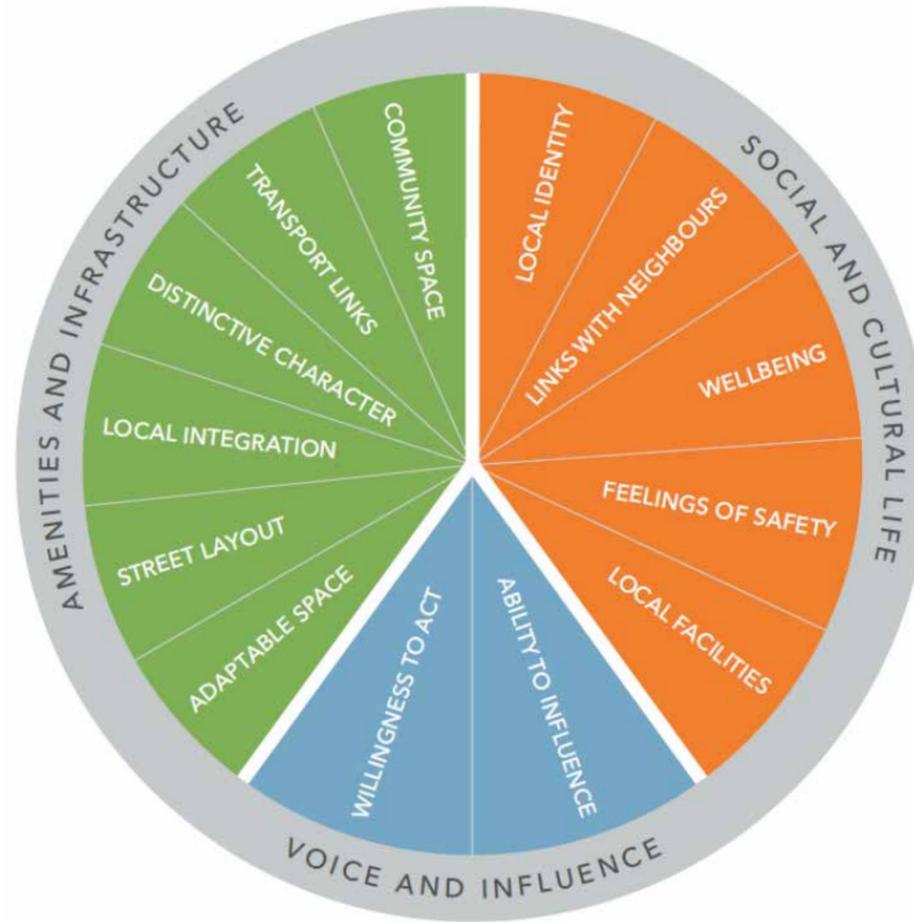
## We did:

In light of the findings, the masterplan has responded to include :

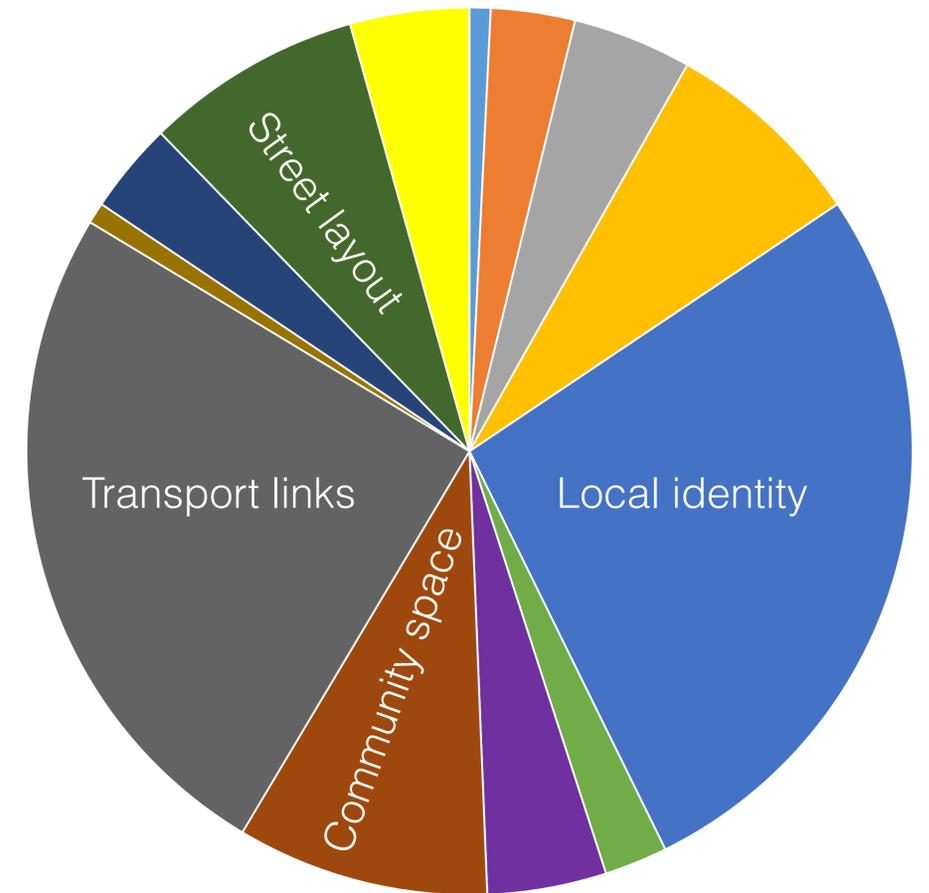
- A primary school on site
- Community space
- High quality public realm

We have since had discussions with North East Hampshire & Farnham CCG on their healthcare estate strategy, and how we can contribute.

The project team have also been working closely with Hampshire County Council to explore how we can best provide and improve transport links.



Social Sustainability Toolkit



Responses from July Consultation



There has been a range of proposals brought forward for redeveloping the site since 2003, recognising its importance as a secluded and well-screened brownfield site with good connections to local towns.

In 2009 the Prudential was granted planning permission at appeal by the then Secretary of State, to redevelop the site into a logistics park. The plans included:

- demolition of all but three buildings on site
- construction of 126,216m<sup>2</sup> of storage and distribution buildings
- improvements to local roads and junctions
- 800 heavy goods vehicle trips per 24 hour day

Some of the proposed works have already been implemented, such as the improvements to the junctions between the site and the M3.

However, these plans are no longer being considered or pursued by the Prudential or St Edward Homes.



Current Planning Approved Layout

**Legend**

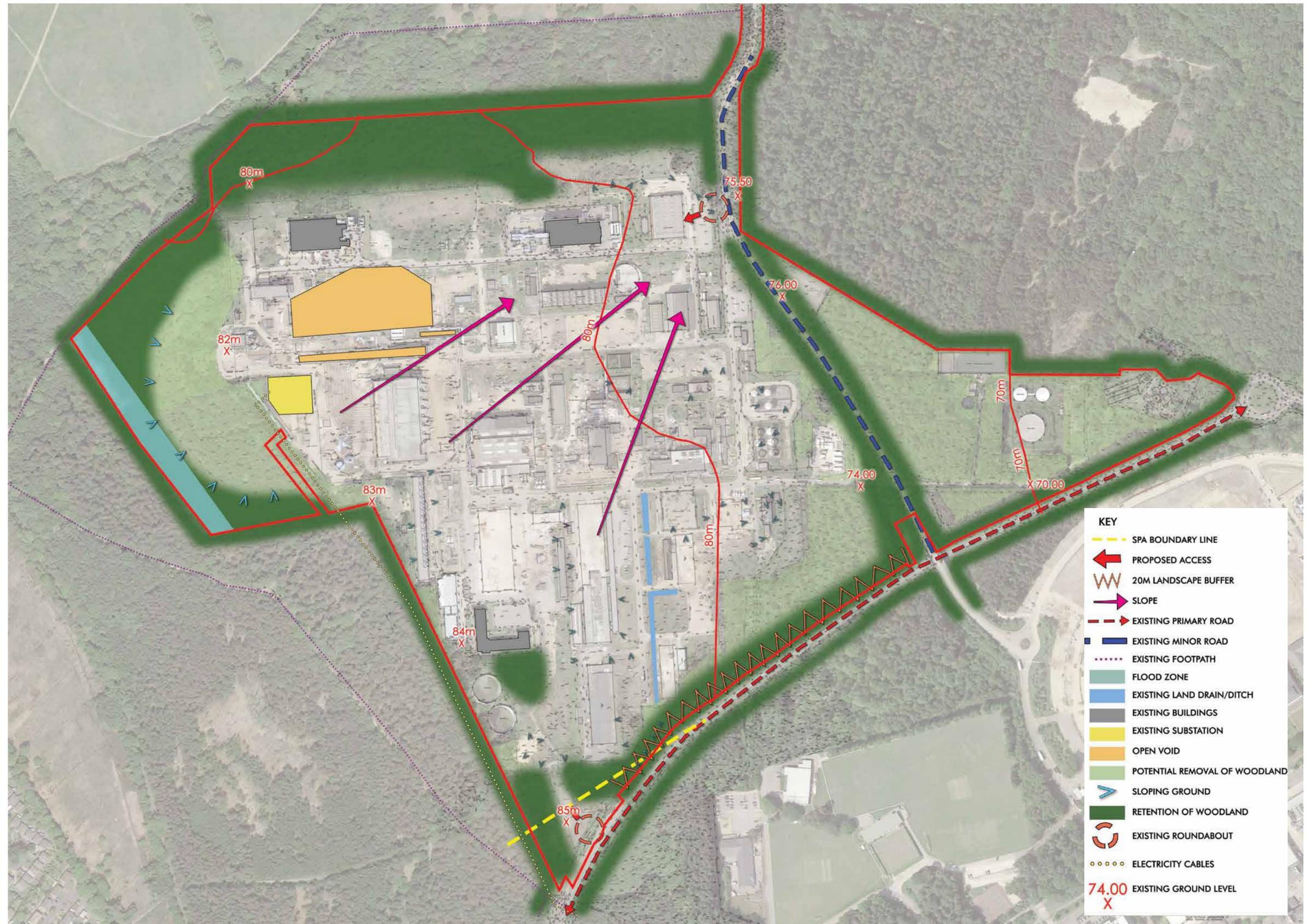
APPLICATION SITE BOUNDARY	EXTRA HEAVY STANDARD TREES	FEATHERED TREES	PROPOSED WOODLAND THICKET MIX PLANTING	PROPOSED LOW GROUNDCOVER PLANTING	PROPOSED ROUGH MOWN GRASS AREAS
EXISTING BUILDINGS RETAINED	PROPOSED CONIFEROUS TREES	APPROXIMATE EXTENT OF EXISTING WOODLAND	PROPOSED INDIGENOUS HEDGEROW	PROPOSED SPECIMEN SHRUBS	PROPOSED SWALE
PROPOSED BUILDINGS	PROPOSED MULTISTEM TREES	EXISTING WOODLAND TO BE RETAINED	PROPOSED ORNAMENTAL SHRUB PLANTING	PROPOSED AREA FOR TRANSLOCATED ACID GRASSLAND	

# Hartland Village

# Constraints & Opportunities Plan

As presented at our first consultation, the site has a number of constraints that need to be considered when developing a masterplan:

- Strong woodland edge providing good screening
- Some woodland removal within the site to facilitate development discussed with the Local Authority
- Slight fall of ground level across site from the South/West to North/East - low point at eastern end
- Three existing large buildings to be demolished
- Some areas of excavated land or basements under former buildings, many filled
- Significant remaining foundation and slab structures from previous buildings
- Surrounding areas of ecological importance - SSSI, SPA, SINC
- Existing primary sub-station in western corner of site - access to be maintained to this
- Some elements of surface water drainage on site at present - seek to incorporate within emerging scheme
- Flood zone just crosses western edge of site



1. Existing roundabout on Ively Road
2. Tree-lined avenue
3. Arrival space with focal building
4. Linear park
5. Central square with a Community building, small shop(s) and primary school
6. Primary route through scheme
7. School drop off with secondary access onto Bramshott Lane
8. 20m buffer of retained trees
9. Green avenues providing links across site
10. Northern access into site
11. Eastern area set around central park
12. Potential new location for electricity sub-station
13. Garden squares for public use
14. Houses facing woodland

Key

-  Building footprint
-  Private amenity & parking
-  Primary School
-  Open Space
-  Main Route
-  Secondary Route



Emerging Framework Plan

# Hartland Village

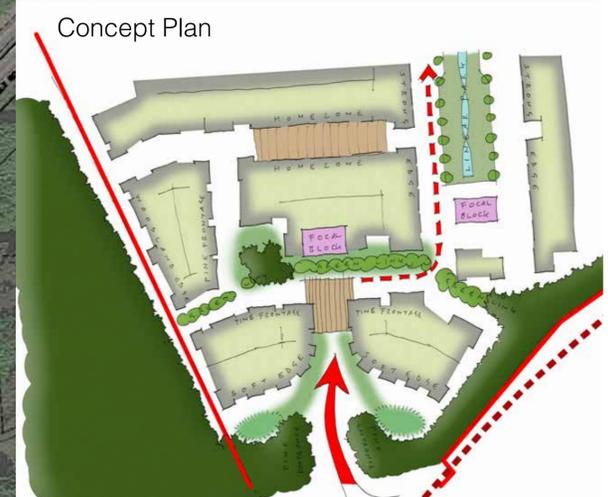
# Phase 1 Indicative Concept Layout

1. Existing roundabout on Ively Road
2. Entrance road across water feature
3. Existing pine trees
4. 20m buffer of retained pine woodland
5. Detached houses
6. Tree-lined avenue
7. Arrival space with focal building (3-4 storeys)
8. Retained group of pine trees
9. Landscaped avenue aligning principal route
10. Focal building at southern end of linear park
11. Detached or semi-detached townhouses
12. Parking court serving apartment blocks
13. Homezone style street with terraced housing
14. Building frontage towards woodland edge



Indicative layout for Phase 1

- |                       |                        |
|-----------------------|------------------------|
| <b>Key</b>            | <b>Key</b>             |
| Building footprint    | Proposed Building      |
| Focal Point           | Open space / Landscape |
| Open Space            | Retained Trees         |
| Retention of Woodland | Proposed Trees         |
| Main Access           | Private rear gardens   |
| Square                | Parking                |



## Access & Vehicle Movements

- The site will be accessed from the existing Ively Road and Bramshot Lane junctions.
- Circa 77% of traffic is expected to egress from the north and 23% of traffic to the south of the site via Ively Road (plan attached).

## Pedestrian/ Cycle Links with Existing Pedestrains Links

Cycle facilities on Ively Road and Bramshot Lane. Further options to improve local facilities and linkages are being explored with Hampshire County Council. These would connect the site to Fleet and Farnborough.

## Parking

The proposals are to meet HDC standards across the site, through a mix of on-plot parking, courtyard and inset, on-street parking.

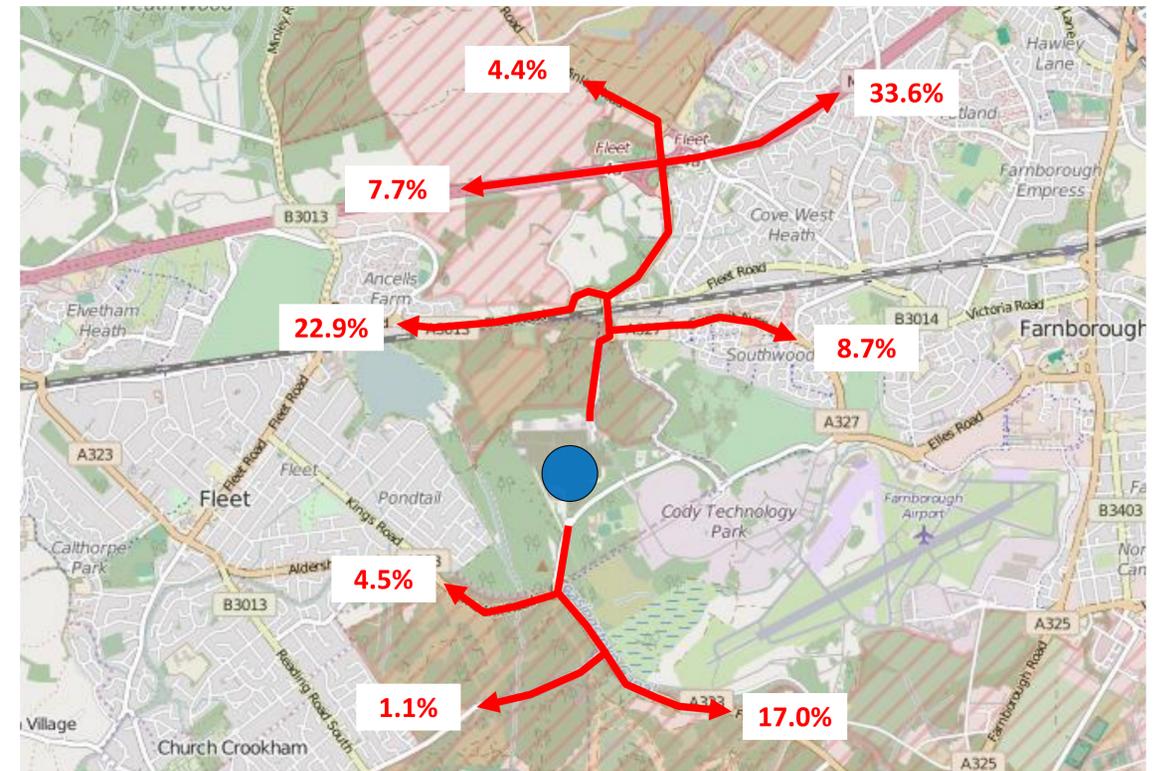
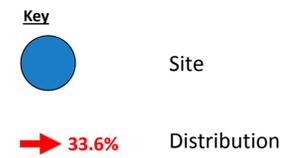
Unit Type	Zone 1	Zone 2	Zone 3	Cycle Standard
General Residential				
1 Bedroom Units	1.1 Space per Unit	1.5 Space per Unit	1.75 Space per Unit	1 Space per Unit <sup>2</sup>
2 Bedroom Units	2.25 Space per Unit	2.5 Space per Unit	2.75 Space per Unit	2 Space per Unit <sup>2</sup>
3 Bedroom Units	2.75 Space per Unit	3.25 Space per Unit	3.50 Space per Unit	2 Space per Unit <sup>2</sup>
4 or more Bedroom Units	3.25 Space per Unit	3.50 Space per Unit	4.00 Space per Unit	2 Space per Unit <sup>2</sup>

## Bus Services

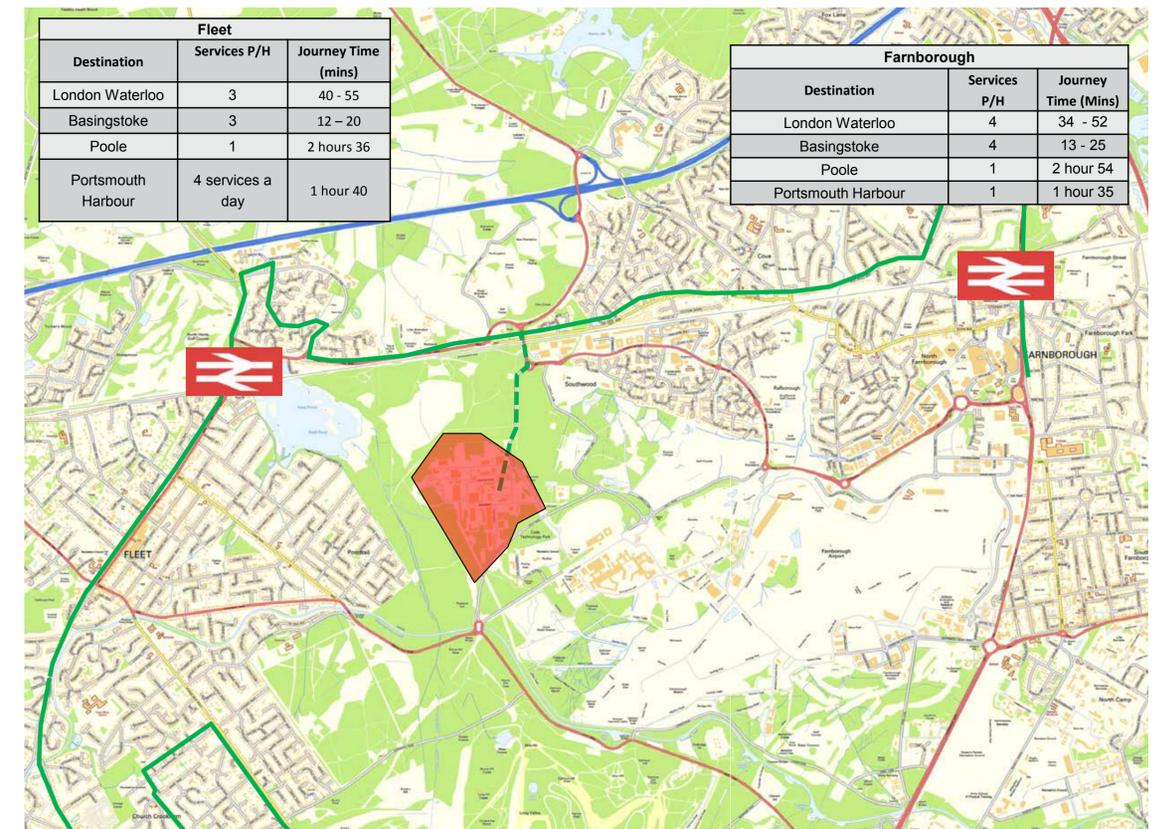
Discussions for route 10 being diverted are ongoing with Stagecoach and HCC Highways. This would provide links to Fleet and Farnborough train stations.

## Road Hierarchy

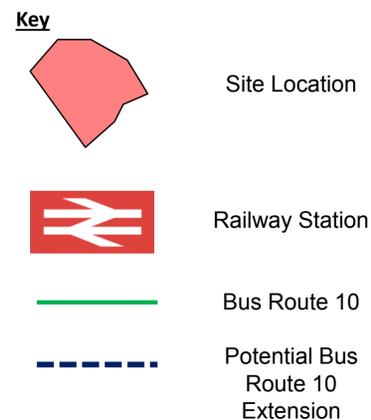
- 20mph speed limit to apply throughout the Site.
- Primary roads designed to accommodate a shared use footway / cycleway and potential bus access.
- Secondary roads to be reduced width, whilst allowing for service vehicles to pass cars.
- Traffic calming features to be provided to provide a safe, pedestrian and cycle friendly environment, with reduced vehicle speeds.



Vehicle Distribution



Public transport links



# Hartland Village

# Architectural

A character study has been conducted of the residential vernacular that exists in the settlements surrounding the Site. With the location of the site between Fleet and Farnborough, this study has focused on these towns, however the team has extended the search further afield to pick up more rural architectural characteristics found in some of the local villages, such as Church Crookham, Dogmersfield and Hartney Witney.

This study will be used to inform the architectural language of the proposed buildings, with reference made to plot orientation and street frontage, building forms and roof scape. Common characteristics found locally are:

- Strong emphasis on gables providing outlook over frontage of plots
- Symmetrical design to front facades for both detached and semi-detached dwellings
- Red/orange brick used as main material with clay tile or slate roofs
- White render used as a feature material on upper floors
- Single or two storey high bay windows used on fronts and corners of houses
- Dormer windows with flat or pitched roofs
- Decorative brickwork to corners and window/door surrounds in a lighter colour

Character study- Fleet



AVONDALE ROAD



KINGS ROAD



Character study- Farnborough



CHESTNUT GROVE



OSBORNE ROAD



ALEXANDRA ROAD



CHURCH CIRCLE



CHURCH CIRCLE



# Hartland Village

# Illustrative Appearance

The illustrations on this board provide an idea of how the proposed buildings may look. These are at an early part of the design process and therefore indicative at this stage. It is felt that the development could form its own character, building on the analysis of the surrounding local vernacular, as the site is:

- separated from both Fleet and Farnborough;
- well contained by the surrounding woodland;
- not seen much from adjacent roads;
- of a large enough size to form its own identity.

Some themes have been included to take reference from the character study, such as use of a brick similar to the colour found locally, and use of gables to provide strong visual presence to the street and also articulation of the roofscape. Also buildings have been orientated and designed to provide good aspect and frontage over roads, public open spaces and the woodland edge, with the intention to hide rear garden fences and parking areas from these public areas.



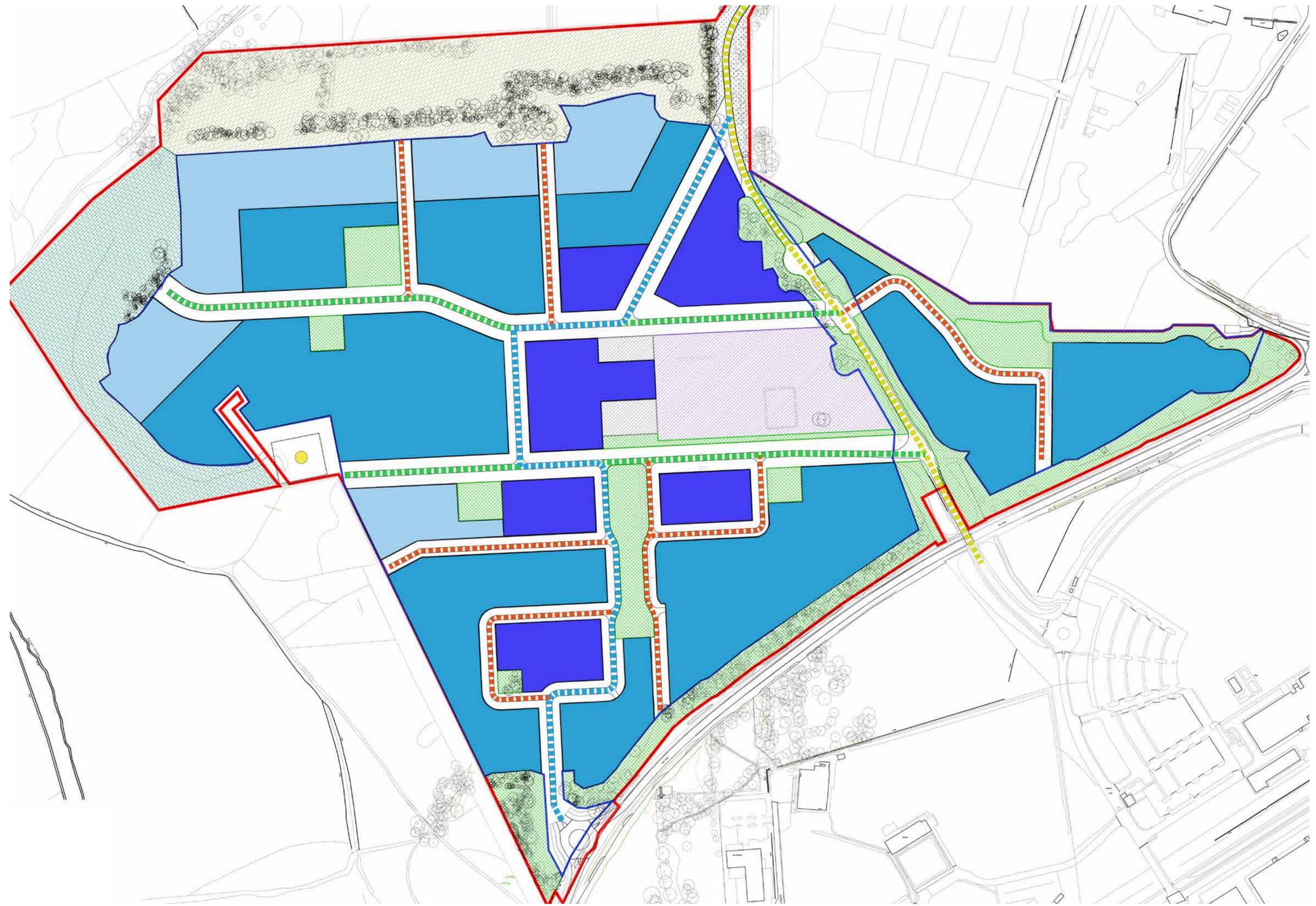
Indicative examples of Phase 1 buildings



Indicative examples of Woodland Edge



Indicative examples of Village Centre



Housing Mix Key

-  APARTMENT BUILDINGS WITH SOME TERRACED HOUSES
-  TERRACED AND SEMI-DETACHED HOUSES WITH SMALL APARTMENT BUILDINGS
-  DETACHED AND SEMI-DETACHED HOUSES

The landscape strategy for Hartland Village makes the most of its beautiful woodland setting to create a green and pleasant place to live and visit. Broad green avenues connect through the site to the existing natural landscape while also providing the opportunity for a sustainable surface water drainage system to be integrated into the streetscape. A network of garden squares is linked by these green avenues to ensure that nowhere in the development is ever too far from an area of high-quality open space.

The landscape around the southern entrance has been designed to create an attractive setting for the development. A large pond with softly planted edges is crossed by an elevated vehicle and pedestrian causeway, which leads to an impressive apartment block at the termination of the vista. Next to this building an impressive set of mature pine trees is being retained to create impact from day one.

The new landscape setting is intended to create a memorable arrival experience while making residents and visitors feel that they have entered a high-quality development. Around the edges of the site, a generous zone of trees will be kept and enhanced to screen the road and ensure the natural character of the site is retained.

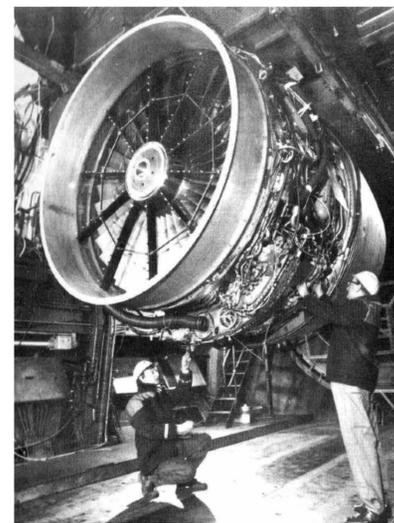
Materials traditionally found in the architecture around the site such as brick and knapped flint will be used in the landscape to make it feel grounded while references to the industrial heritage of the former Pyestock site will be embedded into the site.



Green Infrastructure



Landscape precedents and ideas



© Simon Cornwell



© Simon Cornwell

Heritage public art



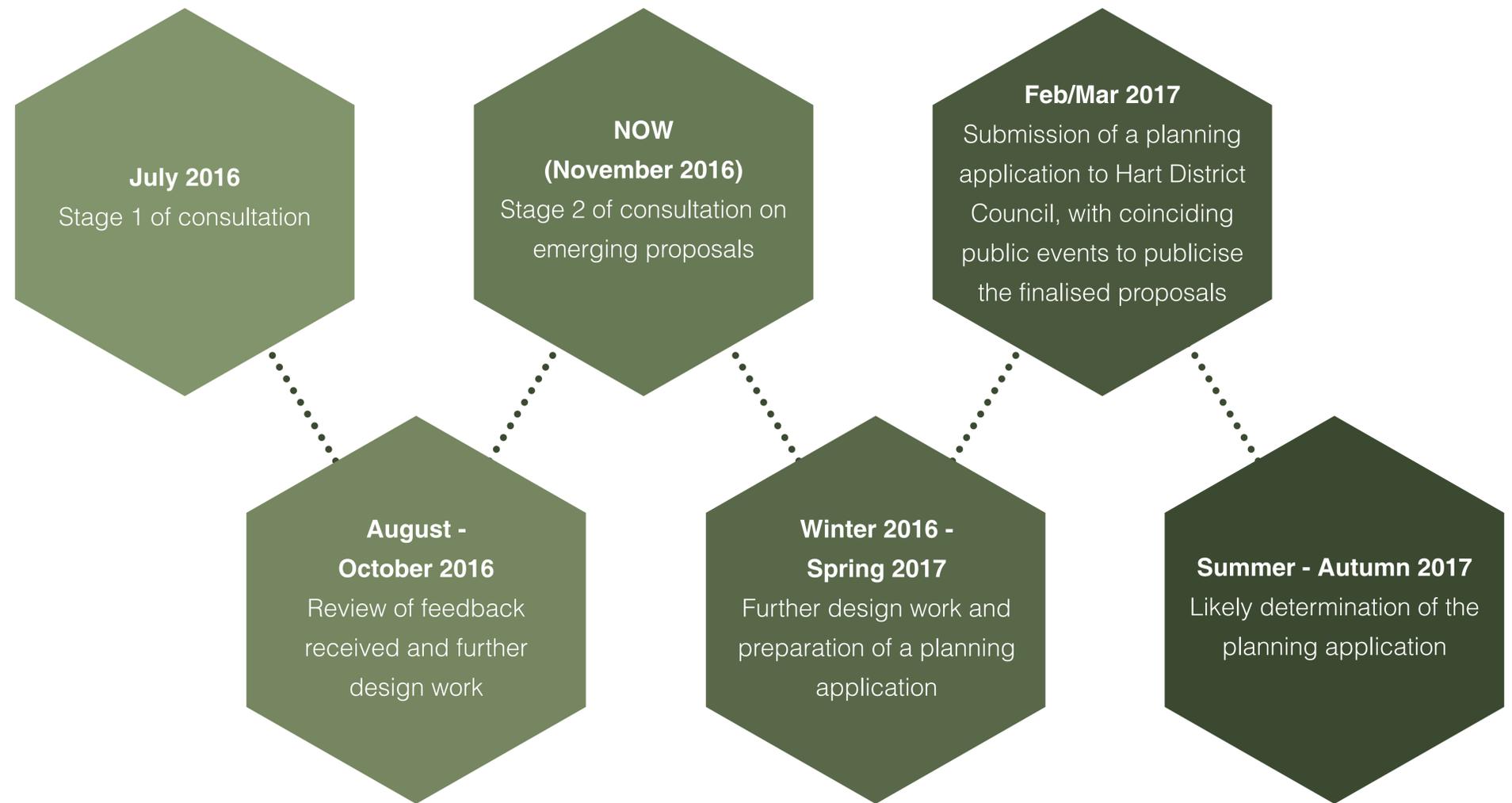
Illustrative artist impression of southern entrance

We are keen to hear your views on the scheme. You can provide your feedback by completing the questionnaire provided and handing it into a member of the team. Alternatively, the Questionnaires can be posted or e-mailed to the team using the details provided. Please submit your comments by Monday 28th November.

Subject to the outcome of this exhibition, and further technical work, it is anticipated that another public exhibition will be held in early 2017. This will provide greater details of the development proposals as well as feedback on the responses received as part of this current public exhibition.

It is then anticipated that a planning application will be submitted in February/March 2017. Hart District Council will then carry out a statutory public consultation period of 21 days, during which time you will be able to make further comments. A decision on the application is anticipated to be made during the latter half of 2017.

## Timeline



**You can always contact the project team via one of the following options:**

**Online:** [www.hartlandvillage.co.uk](http://www.hartlandvillage.co.uk)

**Email us:** [hartlandvillage@glhearn.com](mailto:hartlandvillage@glhearn.com)

**Call us:** 0344 225 0003

**Write to us:** Freepost RTHZ-AKZT-SABG, GL Hearn Limited, 280 High Holborn, London WC1V 7EE