

AECOM

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ALTON

Design Guidance and Codes

Final report
October 2023

Delivering a better world

Nicholas Fisher

Quality information

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Introduction

01

Old Rose
Cottage

1. Introduction

1.1 Background

Through the Department for Levelling Up, Housing and Communities (DLUHC) Neighbourhood Planning Programme led by Locality, AECOM has been commissioned to provide design support to Alton Town Council to influence the design of any potential new development in the Neighbourhood Area.

The design guidelines and codes set out in this report will provide a detailed framework that should be followed by any future design proposals that come forward within the parish to ensure it meets a consistent, high-quality standard of design and positively contributes to the unique character of Alton.

The recommendations made in this report are based on observations on the entire Neighbourhood Area. Other elements that are more prescriptive or set out parameters are the design codes, and these form policy requirements for new development.

1.2 Purpose

This report's purpose is to develop design guidelines and codes for the Neighbourhood Plan to inform the design of future planning applications and developments in Alton Parish.

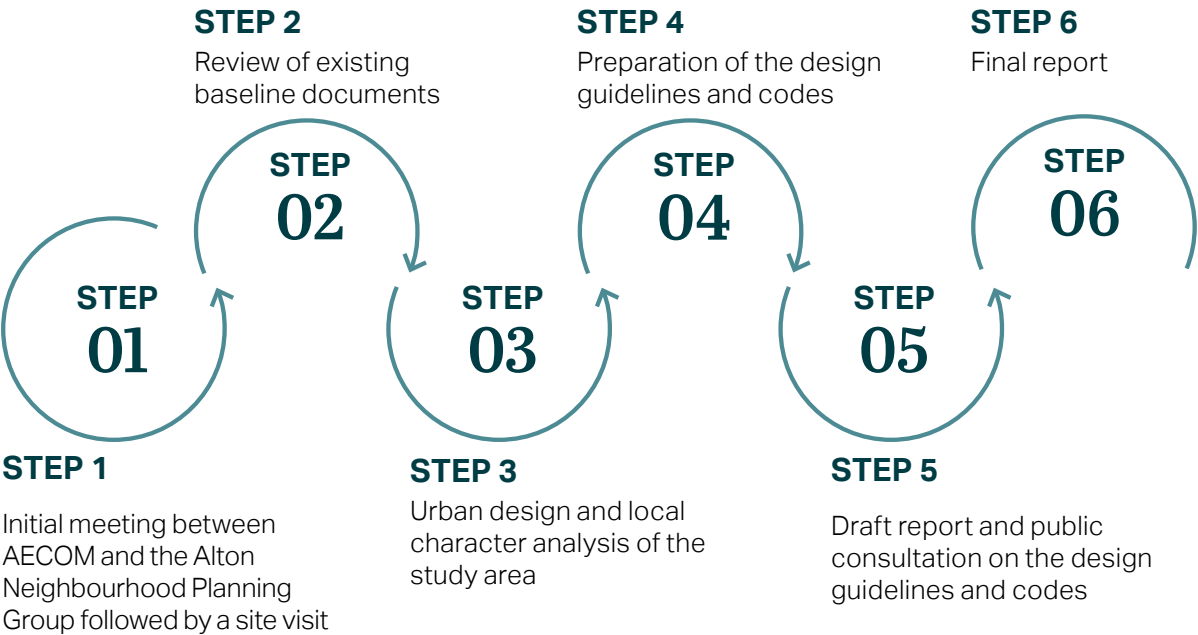
1.3 Objectives

This section outlines the objectives for the future of Alton, which will be the basis of the Neighbourhood Plan. The main objective is to ensure that future development in Alton is sympathetic to the prevailing character of that part of the Parish. It elaborates on key design elements that were agreed with the Neighbourhood Plan Steering Group, namely:

- Ensuring that new development and modifications respect the distinct and varied character of Alton;
- Providing guidance for the harmonious integration of infill housing;
- Preserving the unique landscape setting of Alton, which is constrained within a green valley;
- Supporting walking and pedestrian accessibility.

1.4 Process

The following steps were agreed with the Neighbourhood Plan Steering Group to produce this report, which draws upon policy development and engagement work undertaken by the Group:



1.5 How to use this guide

This design guide should be a valuable tool in securing locally distinctive, high quality development in Alton. It may be used differently by various stakeholders during the planning and development process. A valuable way the design guide can be used is as part of a process of co-design and involvement that seeks to understand and take account of local preferences and expectation for design quality. As such, the Design Guidelines and Codes (refer to Section 4) can help to facilitate conversations on the various topics to help align expectation and aid understanding on key local issues. The Design Guidelines and Codes support national and local policy in securing high quality design outcomes in Alton.

Stakeholders	How they may use this design guide
Applicants, developers and landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Design Guidance and Codes as planning consent is sought.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications. The Design Guidance and Codes should be discussed with applicants during any pre-application engagement.
Parish Council	As a guide when commenting on planning applications, ensuring that the Design Guidelines and Codes are complied with.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

Table 01: How stakeholders may use this design guide

1.6 Policy Context

This section outlines the national and local planning policy and guidance documents that have influenced, and should be read in conjunction with this design guide.

National Design Guidance

2021



National Planning Policy Framework - Department for Levelling Up, Housing and Communities (DLUHC)

Relevant national planning policy is contained within the National Planning Policy Framework (NPPF, July 2021). The NPPF was updated in July 2021 to include reference to the National Design Guide and National Model Design Code and the use of area, neighbourhood and site-specific design guides. Paragraph 126 states that: "the creation of high quality buildings and places is fundamental to what the planning and development process should achieve and outlines that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities."

2021



National Design Guide - DLUHC

The National Design Guide sets out the government's ten priorities for well designed places and illustrates how well-designed places can be achieved in practice. The ten characteristics identified includes: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources and lifespan. The Guide also reinforces the National Planning Policy Framework's objective in creating high quality buildings and places. The document forms part of the government planning practice guidance.

National Design Guidance

2021



National Model Design Code - DLUHC

The draft National Model Design Code provides guidance on the production of design codes, guides and policies to promote well-designed places. It sets out the key design parameters that need to be considered when producing design guides and recommends methodology for capturing and reflecting views of the local community.

2020



Building for a Healthy Life - Homes England

Building for a Healthy Life updates Homes England's key measure of design quality as the national housing accelerating body. The document sets out 12 considerations for creating integrated neighbourhoods distinctive places and streets for all. While it is not part of the national policy, it is recognised as best practice guidance and design tool in assessing the design quality of developments.

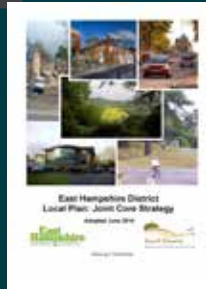
2007



Manual for Streets - Department for Transport

Development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes streets and wider development that avoid car dominated layouts but that do place the needs of pedestrians and cyclists first.

2014



East Hampshire District Local Plan: Joint Core Strategy (Part 1 Local Plan)-

East Hampshire District Council

The Joint Core Strategy (JCS) was adopted by EHDC in 2014. The document sets out spatial vision and objectives, followed by policies under the categories of the following: spatial strategy, sustainable economic development, sustainable communities, natural and built environment, transport and access, Whitehill & Bordon, infrastructure, implementation and monitoring.

In particular, CP29 Design (Built Environment) sets out policies on all new development's requirement to respect the character, identity and context of the district's towns, villages and countryside and must help to create places where people want to live, work and visit.

The Local Plan policies are in review and will be updated in accordance with EHDC's Local Development Scheme.

2016

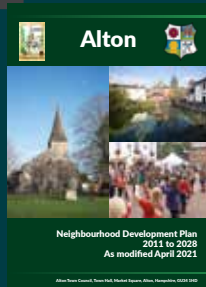


East Hampshire District Local Plan: Housing and Employment Allocations (Part 2 Local Plan)-

East Hampshire District Council

The Housing and Employment Allocations is the second part of the EHDC Local Plan and follows on from the JCS. The document identifies specific sites to meet the individual housing and employment targets and sets out guidance for the development of these sites.

2021



Neighbourhood Development Plan- Alton Town Council

The Neighbourhood Development Plan provides an overview of local planning context, a summary description of the Alton Neighbourhood Area, and a plan scope and objectives. It then sets out a range of non-strategic policies against the following five themes - Housing, Transport, Community, health & recreation facilities, Education, Economic sustainability & viability. The policies are to be used to guide planning decisions made by the local planning authority.

2008



Town Design Statement (TDS) - Alton Town Council

The TDS provides design guidelines to influence the planning and implementation of the town's future development. It sets out contextual analysis on the town's history, landscape setting, and settlement pattern. It offers general guidelines on the interface between the town and the surrounding countryside, natural environment, recreation, transport and focuses on describing and guidelines on the built environment.

2005



Alton 2020 - Alton Town Council

The document sets out a vision for the future of Alton. It offers a detailed study on the setting of Alton and key findings from consultation with local residents. It promotes the 'Town Plan' by sectors of Environment, Local economy, Health, community & recreation, Transport & travel.

Alton 1982, Anstey 1995, Holybourne 1977 & The Butts 1976



Conservation Area Appraisals - Alton Town Council

Alton Town Parish provides guidance on the four conservation areas within it's boundaries - Alton, Anstey, Holybourne, The Butts. The appraisals lays out an overview of each area's history, character, and sets out details on the types of buildings, materials and details used in the architecture. They also offer advice on new development in the conservation areas.

2013



Alton Study - Urban Initiatives Studio (on behalf of East Hampshire District Council)

The study paints a 'portrait' of Alton through analysing the existing context of heritage, landscape, transport and demographics. It then provides a vision for the future through the 'Vision statement' and a set of strategies for various parts of the town, including the town centre and potential growth areas.

1.7 Area of study

The Neighbourhood Area of Alton is a civil parish in the East Hampshire district of Hampshire, 13 miles south east of Basingstoke. The parish covers 1,129 hectares, serviced by the A31 road. The parish consists of two major settlements – Alton town, and Holybourne village.

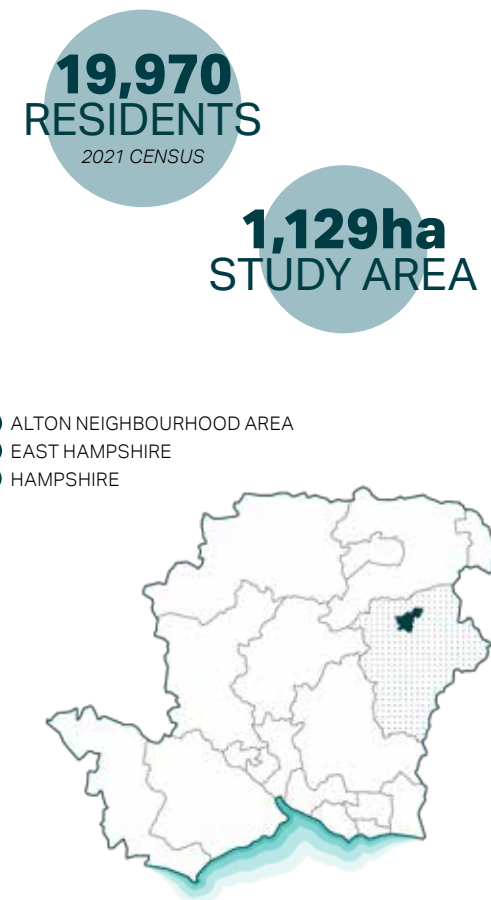
Alton is an historic market town, developed along the route of the *Pilgrims' Way*, forming part of the town's high street. Anglo-Saxon settlement in Alton began in around AD 500 and one of the notable structures from this era is the grade I listed Church of St Lawrence, founded 1070. The parish's heritage can also be explored at the local history museum Curtis Museum, which displays prehistoric tools, roman bowls, among various other artefact's. The parish is made up four conservation areas - Alton (historic centre), The Butts, Holybourne, and Anstey.

Geographically, Alton sits within the Wey Valley, in a chalk landscape setting, just outside the northern edge of the South

Downs National Park. Alton is the source of one of the branches of the River Wey which combines with the branch originating from Haslemere and extends all the way to Weybridge.

The built-up areas within the parish are mostly contained to the town centre, with the retail activity limited to the High Street and Normandy Street, Market Street and parts of Turk Street, and the majority of the town centre consists of residential areas. Alton Neighbourhood Area is an important social and commercial centre for the surrounding countryside. The parish is enriched by several green spaces including Anstey Park, King's Pond, Flood Meadows, the Holybourne Gap and the Butts. Alton has great rail connections into London via a South Western Railway twice-hourly direct train into London, from Alton to London Waterloo.

Today, Alton maintains its historic and vibrant character whilst retaining a thriving and active community of approximately 19,970 residents.



F.1 Figure 01: Neighbourhood Area within context of the East Hampshire district and Hampshire county

Alton | Design Guidance and Codes

KEY

- Alton Parish
- Built-up area
- Road network
- Waterbodies
- Railway
- Railway stations



F.2 Figure 02: Alton Wider Context. Source: magic.defra.gov.uk



**Neighbourhood
Area Context**

02

2. Neighbourhood Area Context

This section presents a snapshot of the Neighbourhood Area today to inform the design objectives of the Design Guidance and Codes. It provides an overview of Alton's heritage, landscape and movement network. More contextual analysis is set out within the 'Portrait of Alton' section in the Alton Study¹.

2.1 Heritage

2.1.1 Historic origins and pattern of settlement

Alton is a historic settlement with records dating back to the Roman and Anglo-Saxon period. The name "Alton" is said to have derived from the Anglo-Saxon term meaning "farmstead by the great spring". The historic Market Town's first recorded Saturday market was in 1288, sustaining the parish as an important centre for surrounding villages. Alton is recorded as having the most valuable market in

the Domesday Book. The original market square still exists, although smaller in size, in comparison to its predecessor. Building on its market town heritage, Alton established itself as a base for manufacturing, with breweries forming an important part of the economy since 1763.

The main urban areas within Alton developed as a linear settlement along the London to Winchester Road. Today, several developer built housing developments have merged to the linear pattern of the parish expanding its original boundaries.



F.3 Figure 03: Historic map timeline of Alton from 1895 to 2023.

¹ [Alton Study Final Report.pdf](#)



2.1.2 Conservation areas

The Alton neighbourhood area contains four designated Conservation Areas:

- Alton (Town Centre); originally designated 1970, revised 1982
- Anstey; designated 1995
- Holybourne, designated 1977
- The Butts, designated 1976

The conservation areas are statutorily protected by the East Hampshire District Council (EHDC) and are defined in law as 'an area of special architectural or historic interest the character of which it is desirable to preserve and enhance'.¹

Each of the conservation areas have unique defining features, including: building types, materials and details, plot layout, tree lined streets, hedgerows, and open spaces. Please refer to the Conservation Area Appraisals for more information.

¹ <https://www.easthants.gov.uk/planning-services/heritage-and-trees/conservation-areas/conservation-area-guidance>

2.1.3 Listed buildings, scheduled monuments

Alton is home to various heritage features, including 168 listed buildings and 2 scheduled monuments. Alton's List of Buildings of Local Importance (LBLI) outlines a number of non-designated heritage assets. Among the 168 listed buildings, 162 are Grade II, 5 Grade II*, and 1 grade I listed. Some notable buildings below²:

- Church of St Lawrence (Grade I); originally listed 1951
- Westbrooke House (Grade II*); originally listed 1951, amendment 1977
- Alton Quaker Meeting House (Grade II*); originally listed 1951, amendment 2019

The scheduled monuments are both situated at Holybourne village within close proximity of one another:

- Cuckoo's Corner Roman Site, Neatham
- Cuckoo's Corner Roman settlement, Neatham

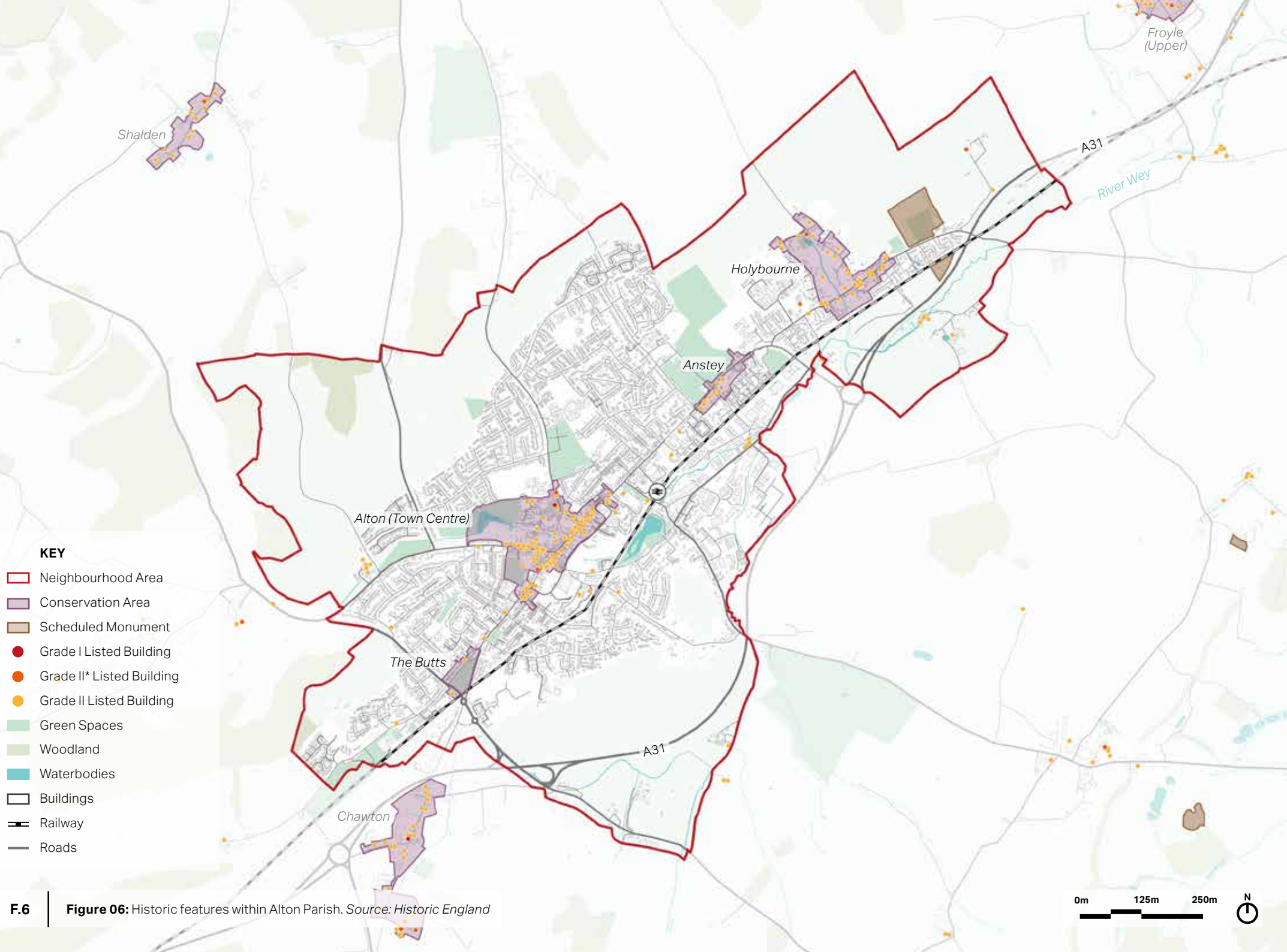
² historicengland.org.uk



Figure 04: Historic photograph of St Lawrence Church, Church Lane, Alton, c1900. Source: HugoFox Ltd.



Figure 05: Historic photograph of Alton High-street, 1950s. Source: HugoFox Ltd.



F.6 | **Figure 06:** Historic features within Alton Parish. Source: Historic England



Figure 07: The White Hart, London Road
Figure 08: Congregational Church, Alton
Figure 09: The White Horse, High Street (Grade II listed)
Figure 10: 40 Tudor Lodge, Ashdell Rd
Figure 11: HRH House, Mill Lane (Grade II listed)



Figure 12: 149-153, London Road (Grade II listed)
Figure 13: Wesley Chapel, London Road (built 1867)
Figure 14: The French Horn, Whitedown Lane (Grade II listed)
Figure 15: 124 and 126, London Road (Grade II listed)
Figure 16: All Saints Church, Butts Road, 1873 (Grade II listed)

2.2 Landscape and designations

2.2.1 Landscape character and statutory designations

The landscape of the Neighbourhood Area makes a significant contribution to its character and setting. Situated within the idyllic setting of the Hampshire Downs, the neighbourhood area is surrounded by the natural landscape of the Wey Valley. Landscape designations in the parish consists of Sites of Importance for Nature Conservation (SINCs) and areas of ancient woodland. The parish sits just outside the northern edge of the South Downs National Park.

The designated Sites of Special Scientific Interest (SSSI) and Special Areas of Conservation (SAC), 'Wick Wood and Worldham Hangers', is situated just outside the boundaries of the parish and is locally popular for its ancient semi-natural woods, gently sloping Gault Clay, and for its habitat diversity.

Landscape Character Types¹

The Hampshire Landscape character study sets out classification of landscape types on the basis of factors such as soils, landform, vegetation and settlement patterns. The landscape character types within and surrounding the parish are described as below.

- Downland mosaic large and small scale
- Greensand terrace and hangers
- Wooded downland plateau
- Lowland mosaic medium scale
- River valley floor

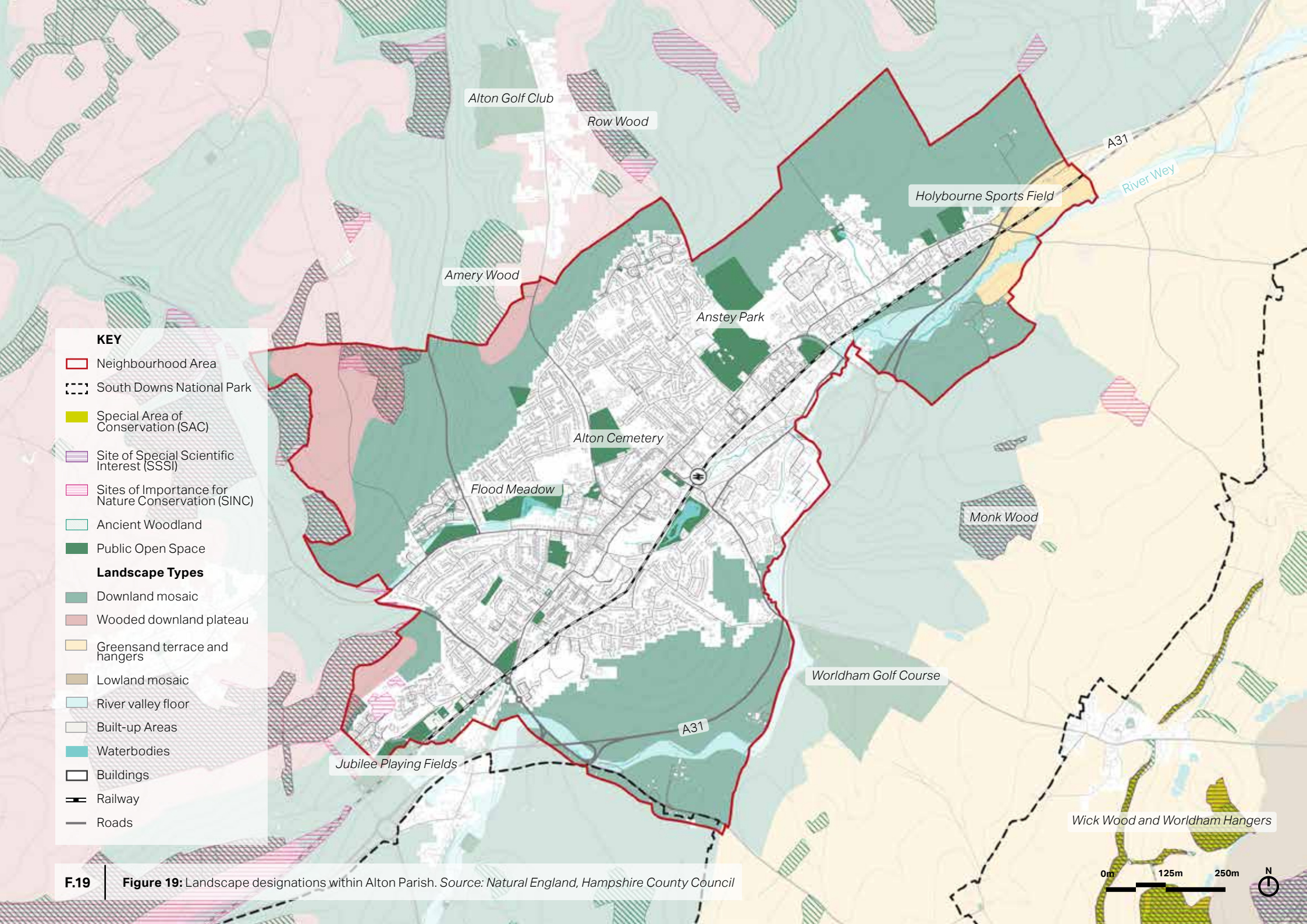
¹ <https://www.hants.gov.uk/landplanningandenvironment/environment/landscape/integratedcharacterassessment/landscapeypes>



Figure 17: Mature tree line at Windmill Hill



Figure 18: View from Chawton Park Road, looking towards ancient woodlands and Sites of Importance for Nature Conservation (SINC) / Local Wildlife Site.



F.19 | **Figure 19:** Landscape designations within Alton Parish. Source: Natural England, Hampshire County Council

2.2.2 Topography and flood risk

Alton is situated within a basin and is surrounded by undulating topography which comprises sloping chalk and clay, greensand and gault clay hills. The influence that the topography has on the setting of the parish is evident in the development patterns of the historic centre, nearby River Wey. The Alton built environment has developed within the constraints of valley so as not to break the skyline. The valley location of historic Alton has had a significant impact on almost all of the residential urban extensions to the historic core, with landform playing an important part of the character of the sub-areas. A number of urban extensions built on the sides of valleys are prominent in extended views from other parts of the town.¹

Please refer to the Alton Town Design Statement (3: Setting and Landscape), and HICA Townscape Type Assessment for more information.

¹ <https://documents.hants.gov.uk/landscape/HICATownscapeType-Alton-FinalAutumn2010.pdf>



Figure 20: Landscape of Alton near London Road



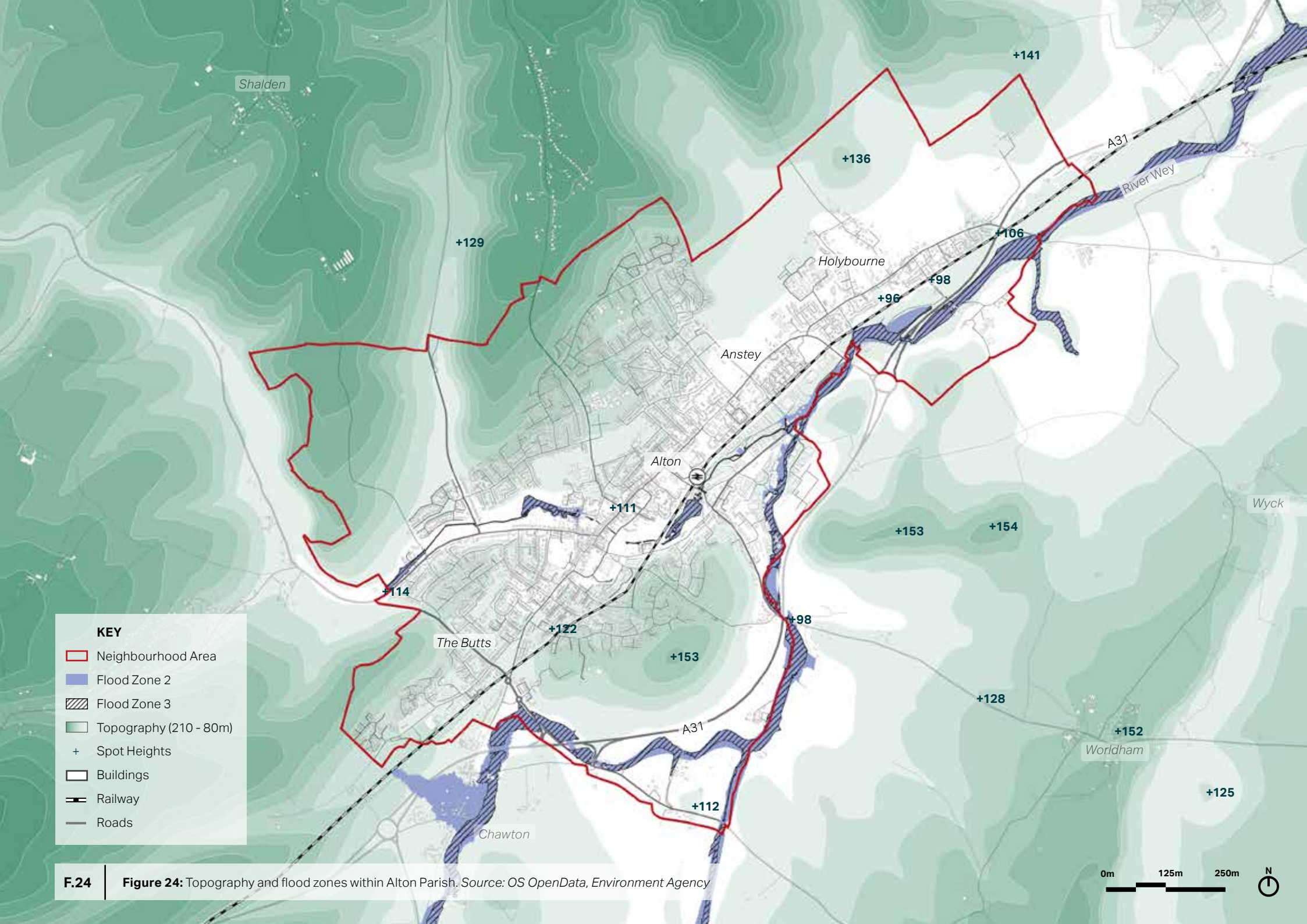
Figure 22: Pond at Church Lane, adjacent to Holy Rood Church



Figure 21: View from the major trunk road, A31



Figure 23: River Wey at Neatham (south of Cuckoo's corner), London Road



KEY

- Neighbourhood Area
- Flood Zone 2
- Flood Zone 3
- Topography (210 - 80m)
- + Spot Heights
- Buildings
- Railway
- Roads

F.24 | **Figure 24:** Topography and flood zones within Alton Parish. Source: OS OpenData, Environment Agency

2.2.3 Views and vistas

The scenic setting of Alton Parish offers a number of views and vistas looking onto the nearby South Downs National Park and other surrounding natural assets. Alton is not visible from some of the surrounding area, particularly from the A31 due to the surrounding undulating topography.

The key viewpoints within Alton are set out in the Alton Town Design Statement, with suggestions to maintaining Alton's unbuilt skyline in order to maximise on surrounding vistas. Some examples of the panoramic views available are illustrated to the right, looking south-west from Windmill Hill towards the South Downs National Park (1), and view from near Greenfields playground, overlooking Alton (2).

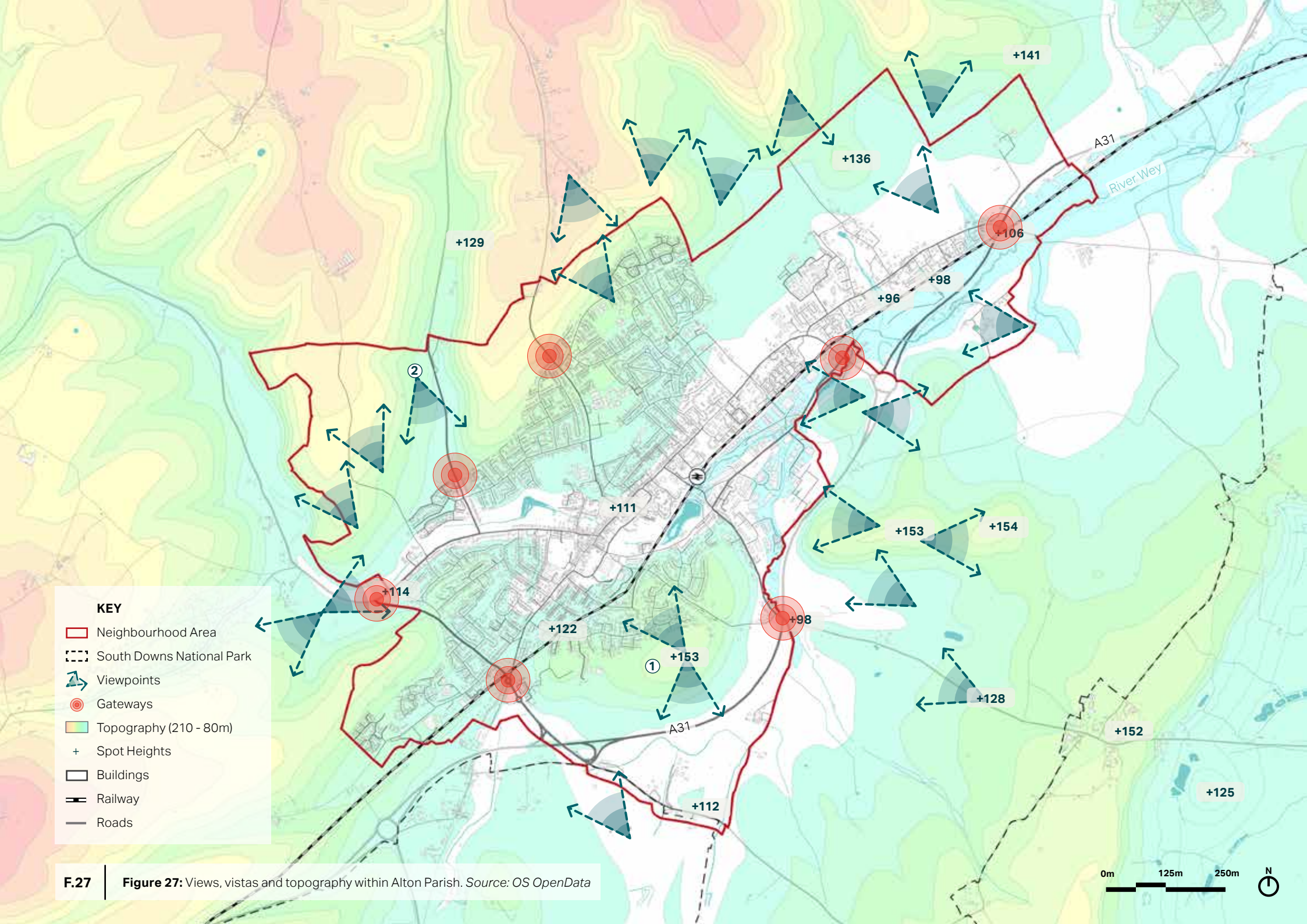
The viewpoints shown overleaf are set out as 'Important views into and out of town' within the NDP, 2021.



Figure 25: View from Windmill Hill, looking to Selborne Hanger, in the South Downs National Park



Figure 26: View from near Barley Fields Playground, looking towards Alton



F.27 | **Figure 27:** Views, vistas and topography within Alton Parish. Source: OS OpenData

2.2.4 Green Infrastructure

Green infrastructure includes green spaces but also allotments, playing fields, wildlife corridors, woodlands, and blue infrastructure. Much of the woodland to the north and west of the Alton is designated 'ancient woodland', protected in the National Planning Policy Framework (NPPF). Ancient woodlands are a valuable natural asset for wildlife, soils, carbon storage, and various other ecological benefits.

The parish is home to a number of public open spaces, and several recreational facilities (such as playing fields and other sports facilities), allotments, and a network of public rights of way that runs through the neighbourhood. The parish's close proximity to open countryside and footpaths in all directions helps create a sense of openness.

The Alton NDP, Community (CH5: Local Green Space and open space) lists locally identified Local Green Spaces and outlines total areas for each and their function.



F.28

Figure 28: Holybourne, London Road, looking towards the scheduled monument Roman site



F.30

Figure 30: Windmill Hill, view looking towards Alton

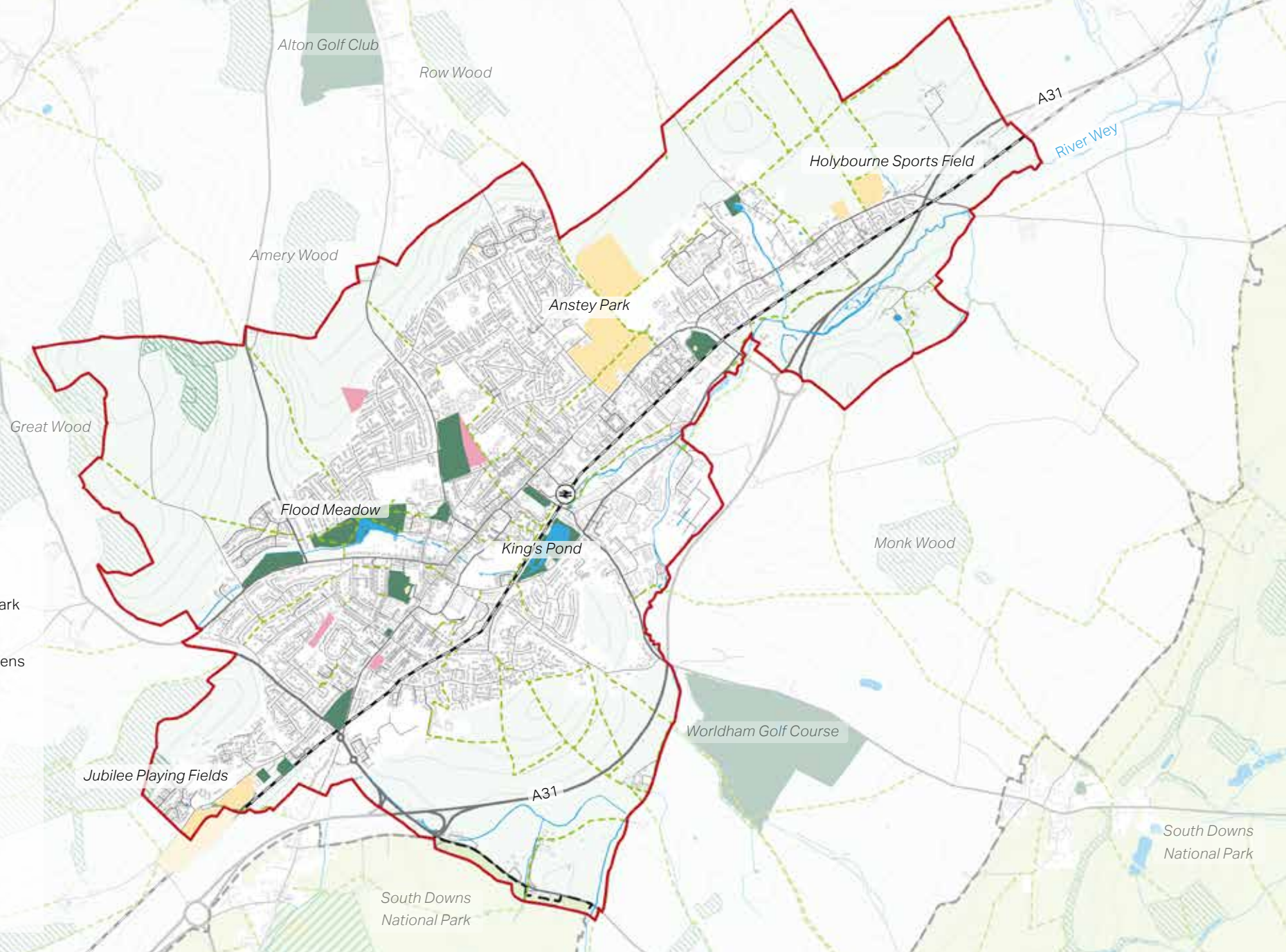


F.29

Figure 29: Greenfields Playground, close to new housing development

KEY

- ▬ Neighbourhood Area
- ▬ South Downs National Park
- ▬ Ancient Woodland
- ▬ Registered Parks & Gardens
- ▬ Public Open Space
- ▬ Playing Fields and Other Sports Facilities
- ▬ Allotments
- ▬ Public Rights of Way
- ▬ Waterbodies
- ▬ Buildings
- ▬ Railway
- ▬ Roads



2.3 Access and movement

2.3.1 Roads

Alton is a well-connected parish, with its historic origins of the road layout tracing back to the Roman period. The Roman Road, London Road, through the parish historically connected the City of London to Winchester. Today, the parish is mainly serviced by the A31, with connections to Winchester, Southampton, Farnham, Guildford and London. The A339 runs through Alton, with onward connections to Newbury and Berkshire. The main route through Alton goes west to east along Butts Road, High Street, Normandy Street, Anstey Road, and London Road, connecting the historic centre of Alton with the village of Holybourne, Anstey, The Butts and Newtown.

2.3.2 Walking and cycling

The parish benefits from a good network of Public Rights of Ways (PRoW), including footpaths and bridleways that connect the surrounding countryside to the parish. National cycle network number 224 runs into the heart of the historic parish ending at Alton railway station.

2.3.3 Public Transport

Alton railway station is situated at the heart of the parish, within a 10 minutes' walk from the town centre. The railway line at Alton was here preceding the heritage line which first began operation in 1985. The railway station continues to operate primarily as an integral part of the national rail network. Alton station provides direct lines of approximately 1 hour 15 minutes into London Waterloo.

While the parish is well-connected to the capital via rail, bus connectivity within the parish is limited. Bus services between Alton town centre and Holybourne run three times per day for three days a week, with residents having to rely on private transportation. The bus trip from Holybourne into Alton takes 6 minutes, but the return journey is a much lengthier rural route which takes about 34 minutes.



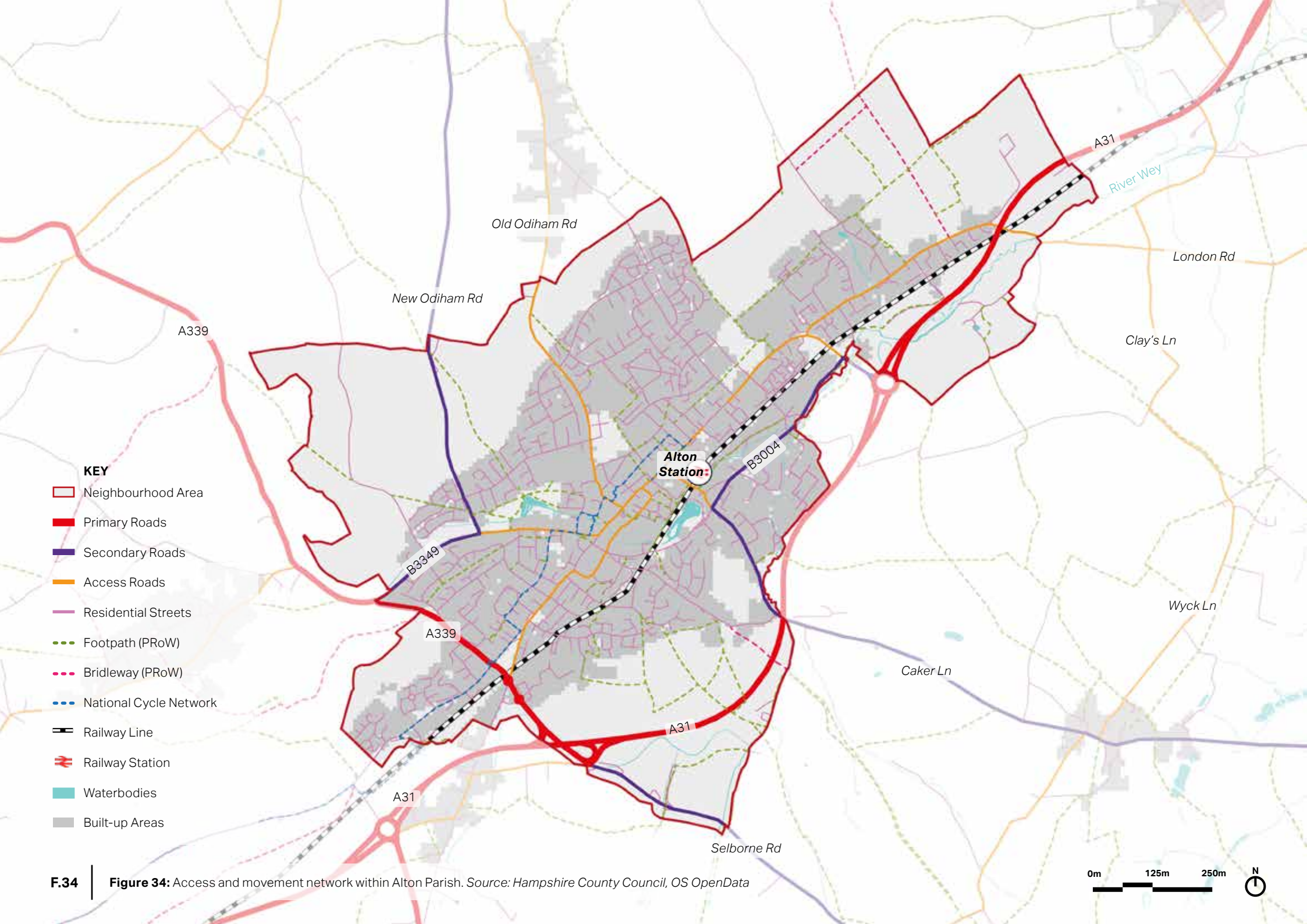
F.32

Figure 32: Alton Town Centre, High Street



F.33

Figure 33: Junction joining into Basingstoke Road (A339) from Pertuis Avenue



F.34 | **Figure 34:** Access and movement network within Alton Parish. Source: Hampshire County Council, OS OpenData

A photograph of a village street. On the right, a three-story stone house with red brick window frames and a white doorway. Two people are standing near the entrance. A flower bed with yellow and red flowers is in front of the house. The road is paved and has white dashed lines. In the distance, a church spire is visible against a cloudy sky. A large teal circle is overlaid on the center of the image, containing the text 'Character Study' and the number '03'.

Character Study

03

3. Character Study

This Character Study outlines the Character Areas of Alton, as defined by AECOM and the Alton Steering Group. The overarching Character Areas are set out on the following page.

Alongside this, it is worth noting that the Alton Town Design Statement report (TDS) defined a number of 'Architectural Character Areas', which are referred to, and incorporated into this Character Study, where relevant. The Architectural Character Areas are shown on the map, right.

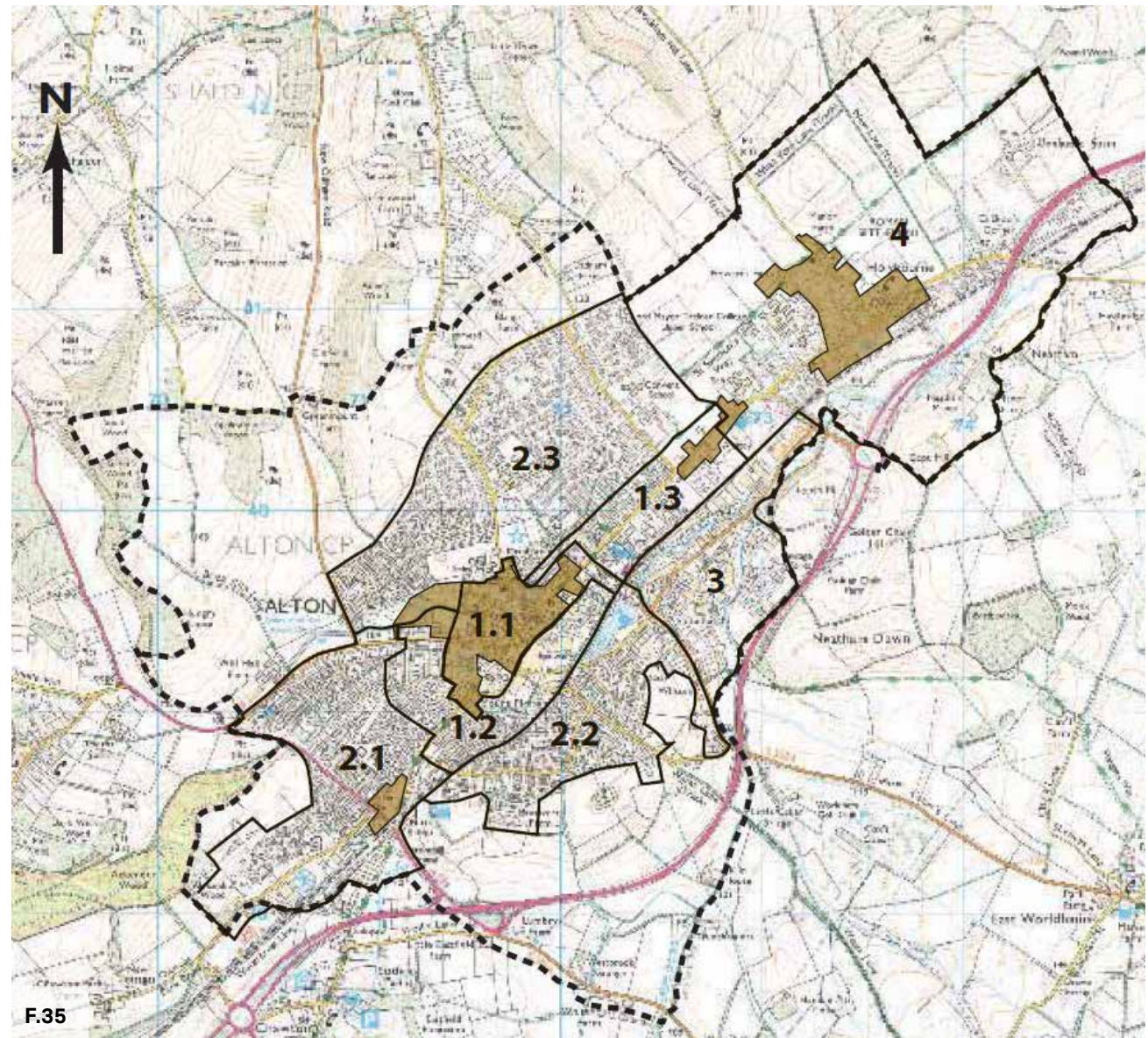


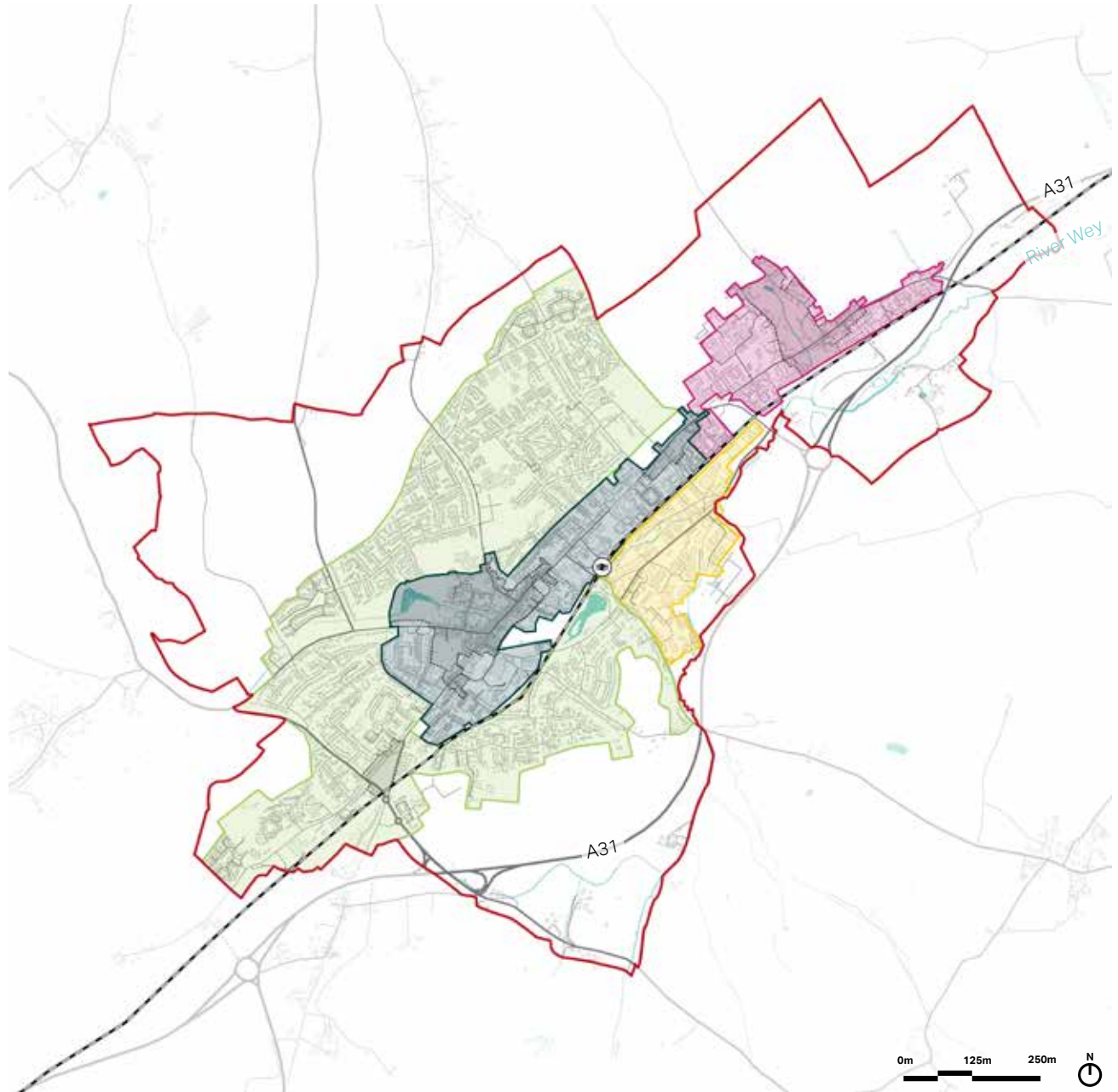
Figure 35: Inset map extract of 'Architectural Character Areas' from Alton Town Design Statement.

3.1 Defining the character areas

The proposed character areas are influenced by their location, setting and period of development. These character areas are high level for the purpose of this document. Therefore, the following section includes reference to the more detailed definition of individual areas, as defined by the TDS, which form 'sub character areas' within CA1 and CA3.

The character areas are shown on the plan opposite and are as follows:

- Neighbourhood Area
- CA1: Alton Historic Centre
- CA2: Holybourne Village
- CA3: Boundary Residential
- CA4: Industrial District
- Conservation Areas



F.36

Figure 36: Indicative character typologies within Alton Parish.

CA1
ALTON HISTORIC CENTRE



The Alton Historic Centre character area contains the historic settlement of Alton, defined by the Alton and Anstey conservation areas.

The settlement dates back to Saxon times during the seventh century, with traces back to the Roman era. The high street splits the historic core into a northern and southern half with active frontages on the ground floor on both sides. The architectural interest of the character area is highlighted by the concentration of listed buildings, including the Grade I listed St. Lawrence’s Church and Grade II* listed Quaker Meeting House and Westbrook House.

Land Use	Local town centre of Alton, with retail, hospitality, commercial, community and services, together with some outdoor recreation areas and residential uses.
Layout of streets, buildings and plots	The surviving medieval street pattern determines the character area, with the urban structure of the historic core set along the wide High Street and the narrower, meandering roads leading off it. The number of heritage structures are of different ages and local vernacular details. The plots have a narrow form and conform to the original medieval pattern of one rod wide.
Built Form, Scale, Height, Roofline	Building heights are primarily two or three storeys, with some very limited four storey examples. The roofline varies in terms of its height and form. The shopfronts on the ground level follow a consistent, traditional style with some shops featuring projections in the way of awnings or signage.
Architectural Vernacular	The building styles and materials used are mainly red/orange or painted brick, render or stucco and some local malmstone examples can also be seen. The roofing material is typically clay tiles or slate with symmetrical and well-balanced proportions. There are some out-of-place examples of end of war, 1960s development on the High Street with shop fronts on the ground level and residential on the floors above.
Public Realm	The High Street and connecting roads provide footpaths on either side of the carriageway. The historic street has minimal street furniture, with a consistent palette of brick paving, bollards, street lighting, bus shelters and signage. The original brick pavements still survive in parts on Church Street and Loes Alley. Car parking along the High Street and connecting roads distracts from the otherwise peaceful atmosphere of the Town Centre.

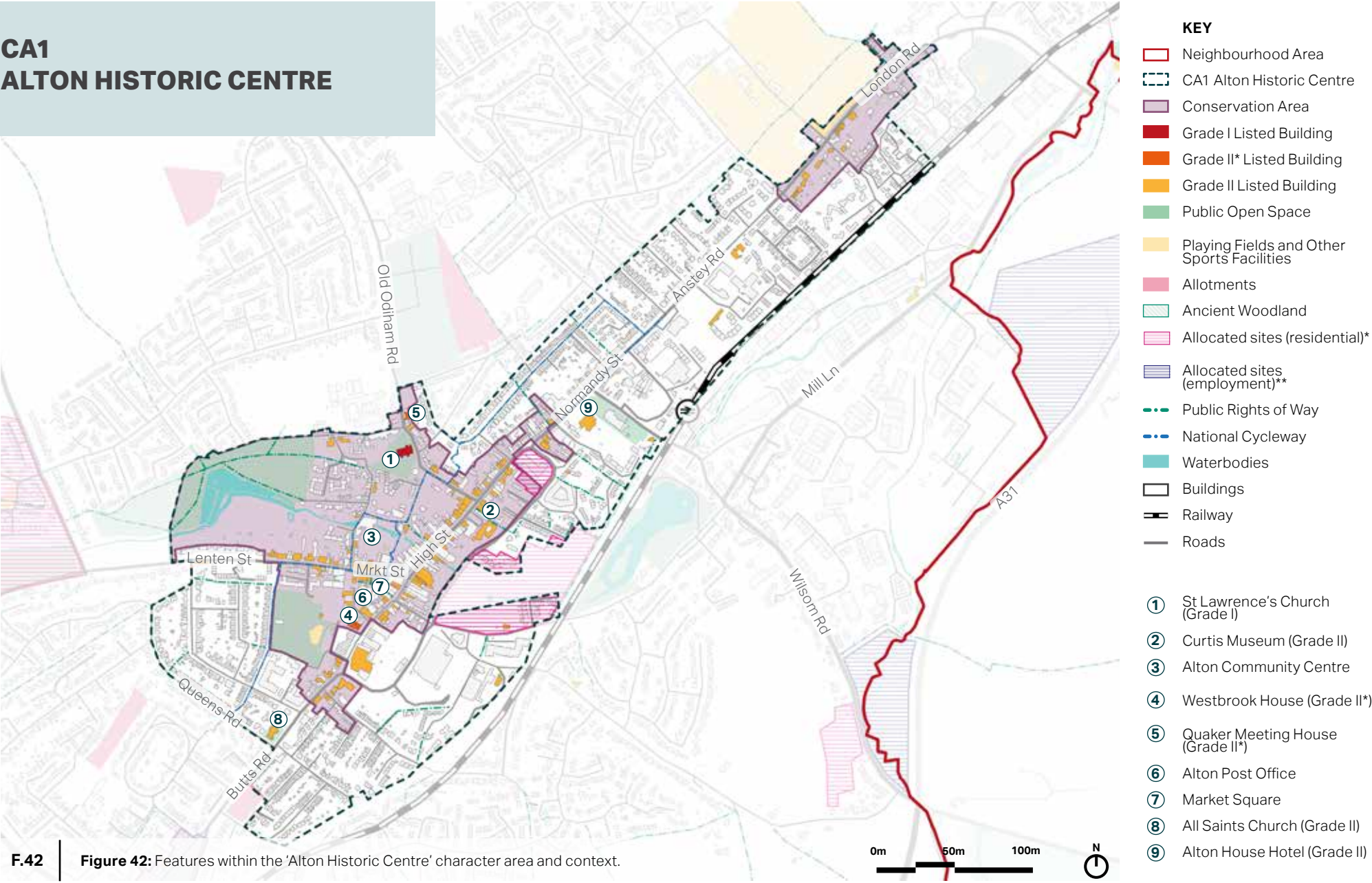
Please refer to the Alton, Anstey Conservation Area Appraisals for more information.

CA1
ALTON HISTORIC CENTRE



Figure 37: Ground floor retail, upper residential, High Street
Figure 38: Off-white stucco front, red clay tiled roof, High Street
Figure 39: Red brick residential with on-plot parking, Queens Rd
Figure 40: Local malmstone with brick detailing, High Street
Figure 41: Red brick facade terraced houses, Normandy Street

CA1
ALTON HISTORIC CENTRE



F.42 | **Figure 42:** Features within the 'Alton Historic Centre' character area and context.

* Overall LAA Sites within which housing is planned | ** Sites proposed by EHDC for Employment Use - Information from the NDP, 2021.

CA1 ALTON HISTORIC CENTRE - SUB AREAS

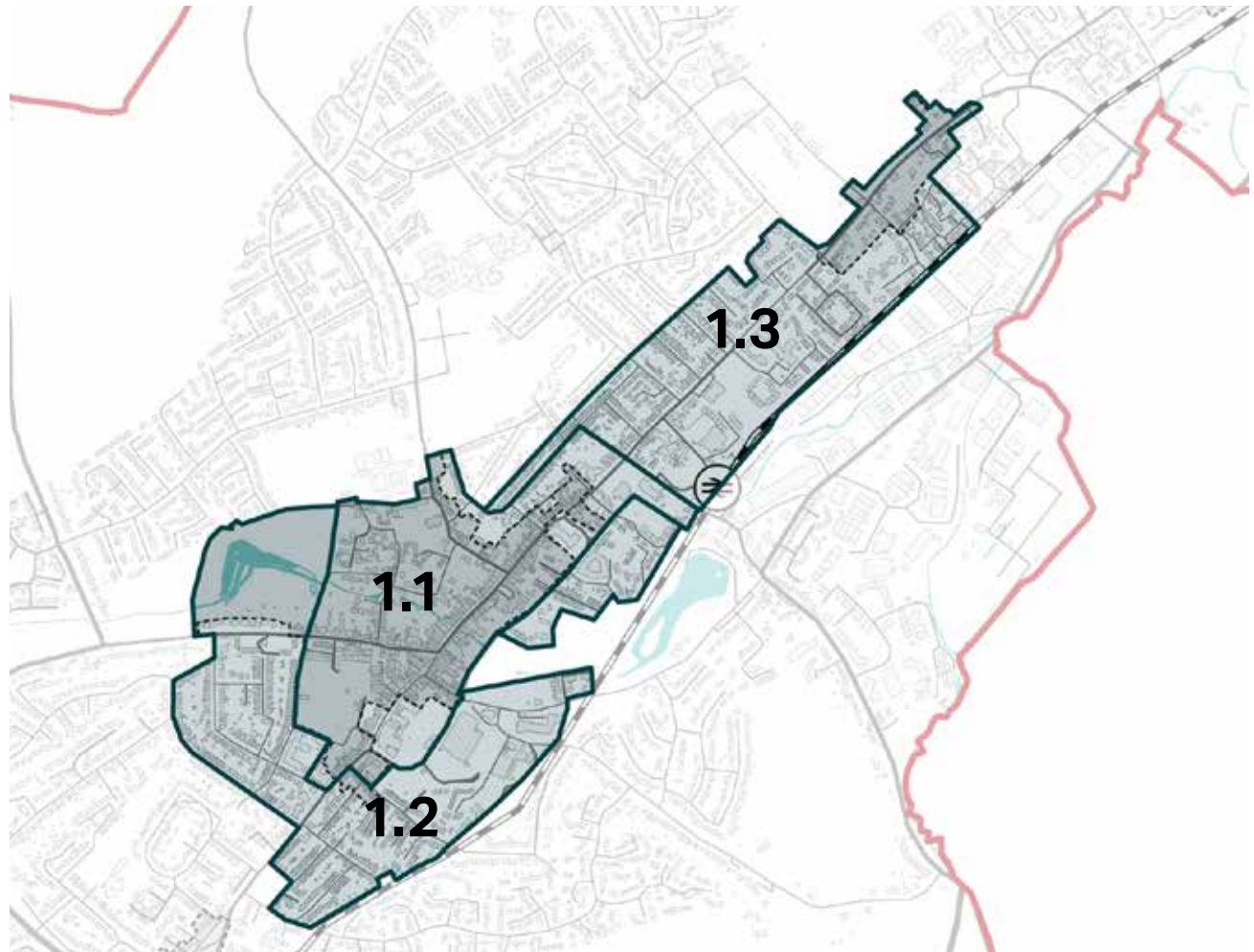
The Alton Town Design Statement, 2008 (TDS) breaks the Historic Centre up into three sub character areas, as follows:

1.1 Historic Centre

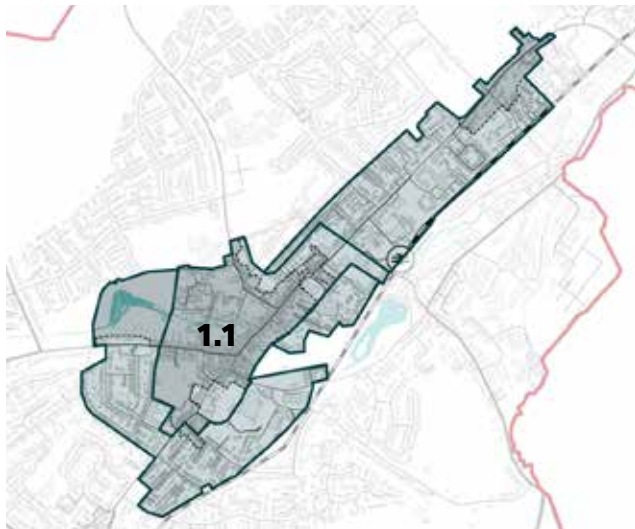
1.2 New Town

1.3 Normandy Street / Anstey Road

These are described in more detail over the following few pages, as taken from the Alton TDS. Please refer to this document for more information.



CA1 ALTON HISTORIC CENTRE - SUB AREAS



This sub area of the historic centre of Alton broadly matches the boundaries of the Conservation Area and of the medieval town. Thus its principal elements are the High Street, Normandy Street, Market Street/Lenten Street, Turk Street, and Church Street.

1.1 The Historic Centre

As a whole, the centre looks Georgian but this is misleading. The street pattern is medieval and has changed little from the 17th-century map (reproduced by the Curtis Museum). Some of the buildings still show 15th (one even 14th) or 16th-century origins and, behind later 18th-century facades, earlier timber-frame buildings often survive. Alton was not a new foundation like New Alresford, c. 1200; nor did it suffer a major fire triggering wholesale rebuilding and street widening, like some other typical Hampshire towns with their wide Georgian streets; rather it grew organically.

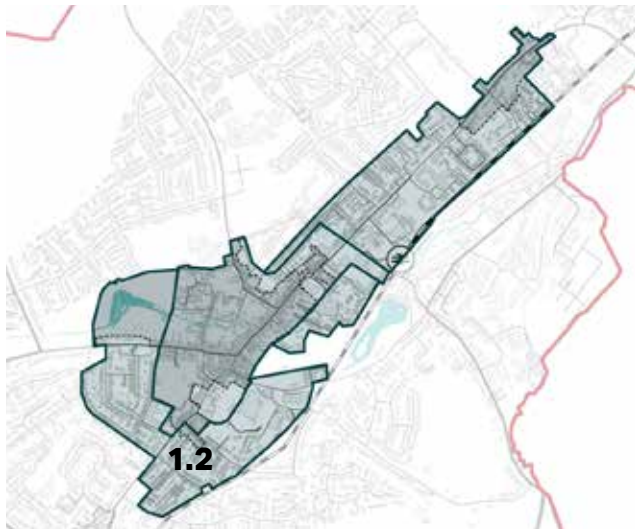
The five key characteristics of the Conservation Area are:

- the surviving medieval street pattern;
- the many historic buildings of different ages and local vernacular details, generally in their original narrow plots;
- the Market Square and buildings forming the streets and alleys leading to it;

- the focal point of St Lawrence Church in the townscape (the church is mostly early-15th-century and incorporates work of three centuries before that, while the buildings around the churchyard are small-scale);
- the surviving brick pavements.

The centre includes a surprisingly large number of listed buildings (more than ninety), all Grade II except St Lawrence Church which is Grade I. Modern buildings of quality have appeared in the postwar period. These include, for example, the new Public Library (2004) and Cross and Pillory House (1983). Outside the Conservation Area there are the supermarket on the corner of the High Street and Drayman's Way (1979), the nearby Methodist Church (1980) and St Mary's Roman Catholic Church on the corner of Normandy Street and Paper Mill Lane (1966).

CA1 ALTON HISTORIC CENTRE - SUB AREAS



This sub area comprises residential development to the north of the railway, between the historic centre and Queens Road, also including the Turk Street and the Mount Pleasant area, and the brewery site.

1.2 Newtown

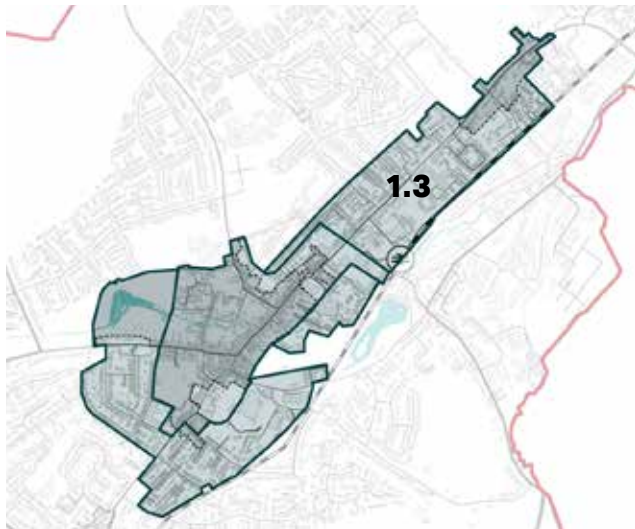
Except for the brewery site alongside Turk Street and Sainsbury's supermarket, this is a largely residential area of late-Victorian and Edwardian buildings. Its southern and western parts comprise houses built between the 1870s and the First World War, during Alton's expansion into Newtown.

Key characteristics of the area are:

- the predominant building materials, which are red brick (occasionally rendered and painted) with wooden sash windows and slate roofs.
- the terraces or rows of semi-detached houses of a uniform design, which give a specific appearance and character to its streets.
- the houses south of Butts Road, which usually abut right onto the pavement; their front gardens, if present, are very small and not capable of being turned into car parks.
- the front gardens to all houses north of Butts Road. From the point of view of appearance, it is to be regretted that many of these have been flattened for car parking, sometimes with the removal of the front boundary hedge or wall.

Most of the houses are small-scale, although a few larger detached houses in the same vernacular can be found in Ackender, Mount Pleasant and Queens Roads and Tower Street. So far, only two larger developments have been built: Willow Court in Ackender Road which uses brick walls and a slate roof with only a few elements of three storeys, and Barton End in Lenten Street where the old house has been surrounded by small brick terraces with concrete tiled roofs in the gardens and with no direct street frontage. Another larger development has recently been built on the site of the old Warrens Warehouse in Ackender Road.

CA1 ALTON HISTORIC CENTRE - SUB AREAS



This sub area is located to the east of the historic centre, up to the Holybourne junction of London Road (including the Anstey Conservation Area)

1.3 Anstey Road

The western end of Anstey Road is densely built up as it leaves Normandy Street and the Historic Centre (Area 1.1) As it continues to the east, the buildings gradually become more spaced out, cottage front gardens appear, with Anstey Park on the other side of the road, and it opens up to become the Anstey Conservation Area.

This runs along Anstey Road, mostly on the south side, from Anstey Lane to the Queens Head Inn and the edge of Holybourne. This pleasing eastern entrance to the town includes some fifteen listed buildings, dating from the late-17th to the early-19th centuries and ranging from colour-washed terraces of small cottages to quite large detached houses with their own gardens and to the late-18th century former Workhouse and to the former Eggar's Grammar School, parts of which date back to the 17th-century. Many of these retain original materials and details, especially in windows, doorcases, chimneys, and roofing. Various species of mature trees

not only frame individual structures in their own setting but also enhance the overall background to groups of buildings.

Key characteristics of this area include:

- Anstey Road, which is almost entirely residential with large individual gardens, large plot sizes and fine specimen trees, and is complemented by Anstey Park, a wide expanse of grassed sports ground.
- buildings which date mostly from the turn of the 19th and 20th centuries, though some of the larger examples towards Holybourne are early-19th or late-18th century.
- the predominant building materials which are red brick (occasionally rendered and painted) with wooden sash windows and slate roofs.
- front gardens, very few of which have been converted to car parking and nearly all of which preserve their boundary walls, hedges or fences.

CA2
HOLYBOURNE VILLAGE



Developed as a separate village settlement, Holybourne is a discrete and quiet village, around one mile north east to the centre of Alton. Holybourne village is also specifically mentioned in the Domesday Book as 'Halybourn'. The village architecture's roots can be traced back to the 16th century. However, a large number of buildings in the village are from the 17th and 18th century.

The architectural interest of the character area can be seen in the conservation area and the listed buildings which sit within, including the Grade II* listed Holy Rood Church, Grade II* listed Andrews Endowed School.

Land Use	Residential, with large detached dwellings and some examples of semi-detached dwellings. Other land uses include educational and some commercial, community, retail and hospitality.
Layout of streets, buildings and plots	The winding linear London Road is the main street in the village with cottages and housing of traditional local materials. The narrow lanes leading off London Road are distinguished by flint brick and stone walls tight against the lane edge and mature trees which provide a setting to 'frame' the historic buildings.
Built Form, Scale, Height, Roofline	The building typologies within Holybourne varies in its age, built form and scale. Some of the architecture dates back to the 16th century, and the majority of the residential housing are 17th and 18th century structures. Residential building heights are primarily two storeys, with some one storey examples. While the educational buildings (eg. Andrews Endowed School, Treloar's special education school and Eggar's School) are three storeys.
Architectural Vernacular	A variety of building styles and materials are present throughout the village and conservation area. Some typical building materials used are coursed cobble or ashlar blocks of malmstone, painted smooth render or stucco, painted white bricks, knapped or cobble flint. In terms of the roof, steep clay-tiled pitch roofs with full hips and plain gables, or slate roofs with wide verges and decorative bargeboards are used. There are also examples of housing with long straw and combed wheat reed thatch, painted wooden windows, red brick chimney stacks and tall clay pots.
Public Realm	There is limited embellishment but plenty of footpaths along all major and minor residential streets and mews. However, there are some overhead cables and busy on-street parking which detracts from the peaceful atmosphere and attractive vistas. Views downstream from the pond adjacent to the church are also important.

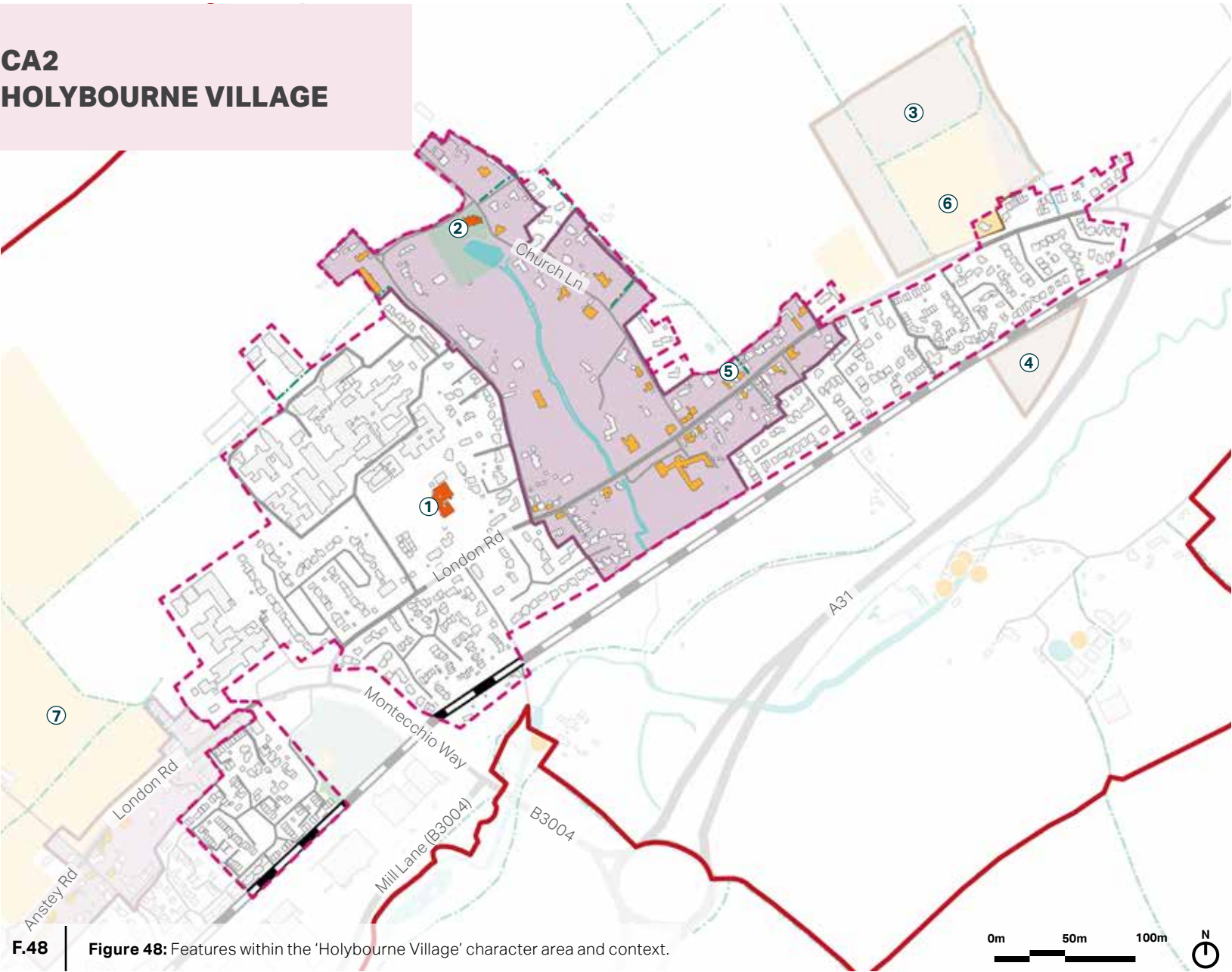
Please refer to the Holybourne Conservation Area Appraisal for more information.

CA2
HOLYBOURNE VILLAGE



Figure 43: Painted white bricks with exposed timber framework
Figure 44: Brick facade tile hanging, local malmstone boundary
Figure 45: Painted white bricks with some tile hanging features
Figure 46: Traditional red brick front with bow window detailing
Figure 47: Streetscape showcasing the variety of materials

CA2
HOLYBOURNE VILLAGE



KEY

- Neighbourhood Area
- CA2 Holybourne Village
- Conservation Area
- Scheduled Monument
- Grade II* Listed Building
- Grade II Listed Building
- Public Open Space
- Playing Fields and Other Sports Facilities
- Allotments
- Public Rights of Way
- Waterbodies
- Buildings
- Railway
- Roads

- 1 Andrews Endowed C of E Primary School (Grade II*)
- 2 Holy Rood Church (Grade II*)
- 3 Cuckoo's Corner Roman site (Scheduled Monument)
- 4 Cuckoo's Corner Roman settlement (Scheduled Monument)
- 5 Post Office
- 6 Holybourne CC
- 7 Anstey Park

F.48 | Figure 48: Features within the 'Holybourne Village' character area and context.

CA2 HOLYBOURNE VILLAGE



Holybourne is a discrete and quiet village lying to the East of Alton in the direction of London.

Holybourne Village

Holybourne village contains the conservation area and some thirty listed buildings dating from the 16th to the 19th centuries. These are all Grade II, except for three cases ranked as Grade II*: the 17th-century Bonham's Farm House and the 18th-century Andrews' Endowed School (both lying beyond the Conservation Area), together with the Church of the Holy Rood which is partly Norman. There are a number of other significant buildings, which are not listed but which add to the village's distinctive character.

The Conservation Area itself covers the heart of the village, between Howard's Lane and Church Lane, and from south of London Road to Howard's and Manor Farms to the north. The EHDC's relevant pamphlet highlights its three main characteristics as follows:

- the winding linear main street, London Road, with cottages and houses of traditional local materials;

- the narrow lanes leading off London Road, with flint, brick and stone walls right against the lane edge;
- the mature trees providing a setting to frame the historic buildings.

The Conservation Area is also notable for the particularly wide range of vernacular details incorporated into its buildings. For example, many of the larger ones feature small dormer windows and pairs of narrow light casements, either with hipped roofs or gables. The majority of houses have simple unaltered roof lines with a variety of pitch and traditional design, and this generally unaltered roofscape is emphasized in the EHDC's brochure as a salient feature of the village skyline.

Other areas of Holybourne are largely residential, with buildings dating mostly from the mid-20th century. These are generally sympathetic and, being set back, do not detract from the vistas along London Road.

Please refer to the Alton TDS for more information.

CA3
BOUNDARY RESIDENTIAL



Development surrounding Alton’s historic core, mostly covered by residential areas from the 18th century to newly built development plots. The character area includes The Butts conservation area, and is served by a number of major roads including A339, B3349, Basingstoke Road and New Odiham Road.

Some notable buildings include the Grade II listed French Horn Pub, Grade II listed ‘Butts House’, and a set of Grade II listed farmhouses at the end of Will Hall Farm Road.

Land Use	Residential, with various dwellings including detached, semi-detached and some terraced examples. There are also a few commercial, community, retail and hospitality land uses.
Layout of streets, buildings and plots	The settlement has developed along Alton’s periphery. With the first set of housing developing around the area surrounding The Butts (green space) in the 19th century. The Boundary Residential area has organic street layouts, with curved through-roads splitting off into smaller cul-de-sacs. The buildings are fairly set back within the plots, allowing for space for small to medium sized front gardens, and decently-proportioned back gardens. The newest development plots can be seen situated on the outer most fringe of the Boundary Residential area (eg. development on either side of Rawlings Lane).
Built Form, Scale, Height, Roofline	Housing varies in its age, built form and scale. The age of the architecture dating back from 19th century Victorian to new-build development sites. Building heights are primarily two or three storeys, with a varied roofline in terms of its height and form.
Architectural Vernacular	There are some contrasts in materiality between the centre of the Boundary Residential area and its edge. With a lot of the older building styles using painted brick or render fronts and slate roofs, with the newer developments seeming to opt for a red brick with red or even black clay tiles. Some examples of housing with slate roofs and painted elevations in pastel colours can be seen within the conservation area. Examples of modern extensions and infills can be seen sparsely throughout, some using natural colour wooden and metal siding.
Public Realm	The streets range from narrow roads with some green verges with footways on either side and more recent developments which have little to none open or green spaces. The area has a good number of publicly accessible open spaces.

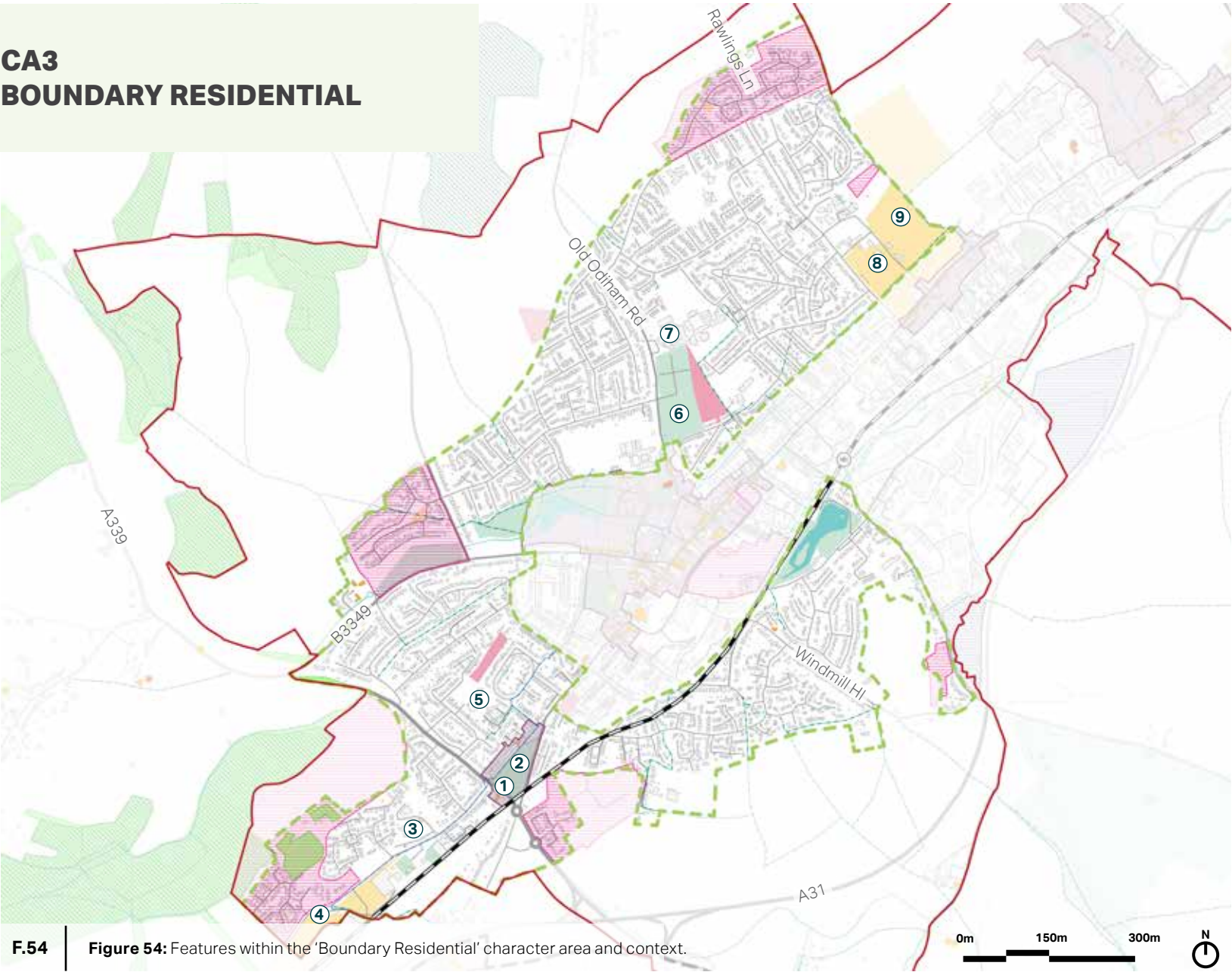
Please refer to *The Butts Conservation Area Appraisal* for more information.

CA3
BOUNDARY RESIDENTIAL



Figure 49: French Horn Cottages, red brick and tile hanging
Figure 50: Terraced houses, painted elevations in pastel colours
Figure 51: Red brick front with scalloped detailing on roof eaves
Figure 52: Red brick ground floor, white render upper floor
Figure 53: Red brick facade with front door canopy

CA3
BOUNDARY RESIDENTIAL



- KEY**
- Neighbourhood Area
 - CA3 Boundary Residential
 - Conservation Area
 - Grade II Listed Building
 - Public Open Space
 - Playing Fields and Other Sports Facilities
 - Allotments
 - South Downs National Park
 - Ancient Woodland
 - Sites of Importance for Nature Conservation (SINC)
 - Allocated sites (residential)*
 - Allocated sites (employment)**
 - Public Rights of Way
 - National Cycleway
 - Waterbodies
 - Buildings
 - Railway
 - Roads
- ① French Horn Pub (Grade II)
 - ② The Butts (green space)
 - ③ Alton Community Hospital
 - ④ Jubilee Playing Field
 - ⑤ The Butts Primary School
 - ⑥ Alton Cemetery
 - ⑦ HSCD Alton College
 - ⑧ Alton Football Club
 - ⑨ Anstey Park

F.54 | Figure 54: Features within the 'Boundary Residential' character area and context.

* Overall LAA Sites within which housing is planned | ** Sites proposed by EHDC for Employment Use - Information from the NDP, 2021.

CA3 BOUNDARY RESIDENTIAL - SUB AREAS

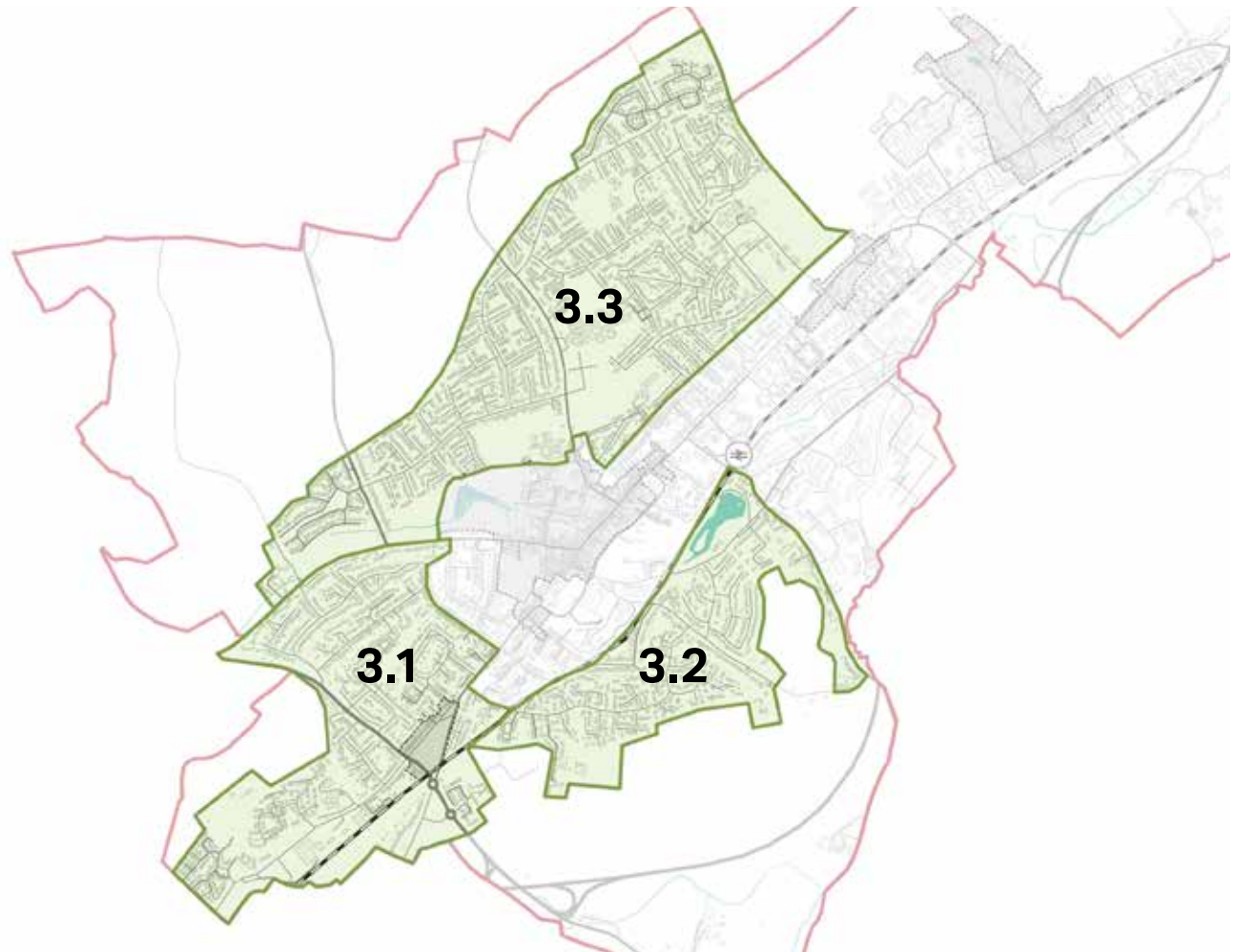
The Alton Town Design Statement (2008) breaks the Boundary Residential up into three distinct sub character areas, as follows:

3.1 Western Area

3.2 Southern Area

3.3 Northern Area

These are described in more detail over the following few pages. Please refer to the Alton TDS for more information.



CA3 BOUNDARY RESIDENTIAL - SUB AREAS



This area is almost entirely residential except for some public and leisure buildings along Chawton Park Road and includes The Butts Conservation Area.

3.1 The Western Residential Area

Butts Road, and particularly The Butts itself, is predominantly characterized by 19th-century buildings. The listed items include Miss Bell's fountain opposite Borovere Lane, as well as Butts House and the French Horn public house, both of which date from the 18th century. These two buildings on The Butts, together with the row of largely late-Victorian houses running along its northern side, help to frame the tree-lined triangular green that provides a most pleasing western entrance to Alton and constitutes the central feature of this Conservation Area. As custodian of the common land at The Butts, Alton Town Council sustains a programme of ongoing tree replacement that reflects due awareness of the importance of trees in enhancing a townscape.

The Whitedown Estate, dating from the mid-20th century and originally commissioned as council housing, is very well designed and worthy of consideration for designation as a further Conservation Area. There

is good detailing to the massing of the different groups and, in particular, to the entrance porches and balconies and, in Borovere Gardens, to the bay windows. The street frontages too generally benefit from their communal landscaping.

Basingstoke and Kings Roads both have large detached houses in their own gardens and some of them date back to the 19th or very early 20th centuries. Kings Road is vulnerable to backland infill development, and to associated access problems. In most of the remaining parts of the western residential area the housing, which generally dates from the latter half of the 20th century, is unremarkable. A vital exception is the group of buildings to the north of Basingstoke Road that comprise Will Hall Farm, including a listed medieval barn and a fine 18th-century farmhouse.

Please refer to the Alton TDS for more information.

CA3 BOUNDARY RESIDENTIAL - SUB AREAS



This is a mostly residential area apart from a small area of industry along Paper Mill Lane. Most of it is mid-late 20th century in date with detached houses in their own gardens.

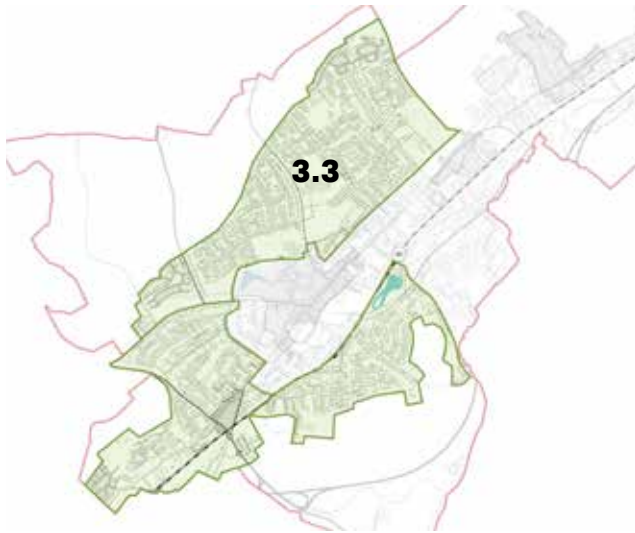
3.2 The Southern Residential Area

The Ridgeway is a large late-20th century development of detached and semi-detached houses, generally in cul-de-sacs and with generous landscaping and public space. The Ashdell Estate displays a consistency of design and spatial development together with landscaping and retention of fine trees that suggest its possible qualification as an H9 area of special housing character or H10 area of special housing under the Local Development Framework.

No 3, Stillions, on Windmill Hill, is a Grade II listed building. Other old and interesting buildings include the main house of Borovere, now a home for the elderly, and the mid-19th century Tudor Lodge (formerly the lodge of the Ashdell Estate) on the corner of Crowley Drive; both are worthy of consideration for listing. The Wellingtonia trees in the old Ashdell Estate impart a strong character to their locality.

Please refer to the Alton TDS for more information.

CA3 BOUNDARY RESIDENTIAL - SUB AREAS



This comprises four large mid-late 20th century residential developments of smaller detached, semi-detached, and terraced houses.

3.3 The Northern Residential Area

The four areas are Greenfields along the north side of Flood Meadows; Wooteys; Anstey; and then Manor Park on the east side of Anstey Lane. Planning policies have prevented this housing from reaching the summit of the hills, and should continue to do so.

Both the Old and New Odiham Roads, together with Anstey Lane, include detached mid-20th century houses in their own gardens. Old Odiham Road also includes the cemetery, with allotments beside it, and Amery School Playing Fields at its foot next to the town centre. Further up, Alton College features a significant group of buildings constructed over the period since the 1970s. Anstey Lane is bordered on its east side, before reaching the Manor Estate, by Anstey Park playing fields and by the Alton Convent School in its own secluded gardens.

Please refer to the Alton TDS for more information.

CA4
INDUSTRIAL DISTRICT



The parish’s main industrial area situated along Mill Lane, with mainly industrial buildings and warehouses. Located to the south of the Alton train station.

The industrial area is somewhat unusual, owing to its close proximity to housing with some properties on Spitalhatch and Wilsom Road backing onto industrial activity.

There are a very few listed buildings, all Grade II, namely the HRH House, Wey Cottage, 1-2 Anstey Mill Lane, and Anstey Mill with its iron waterwheel.

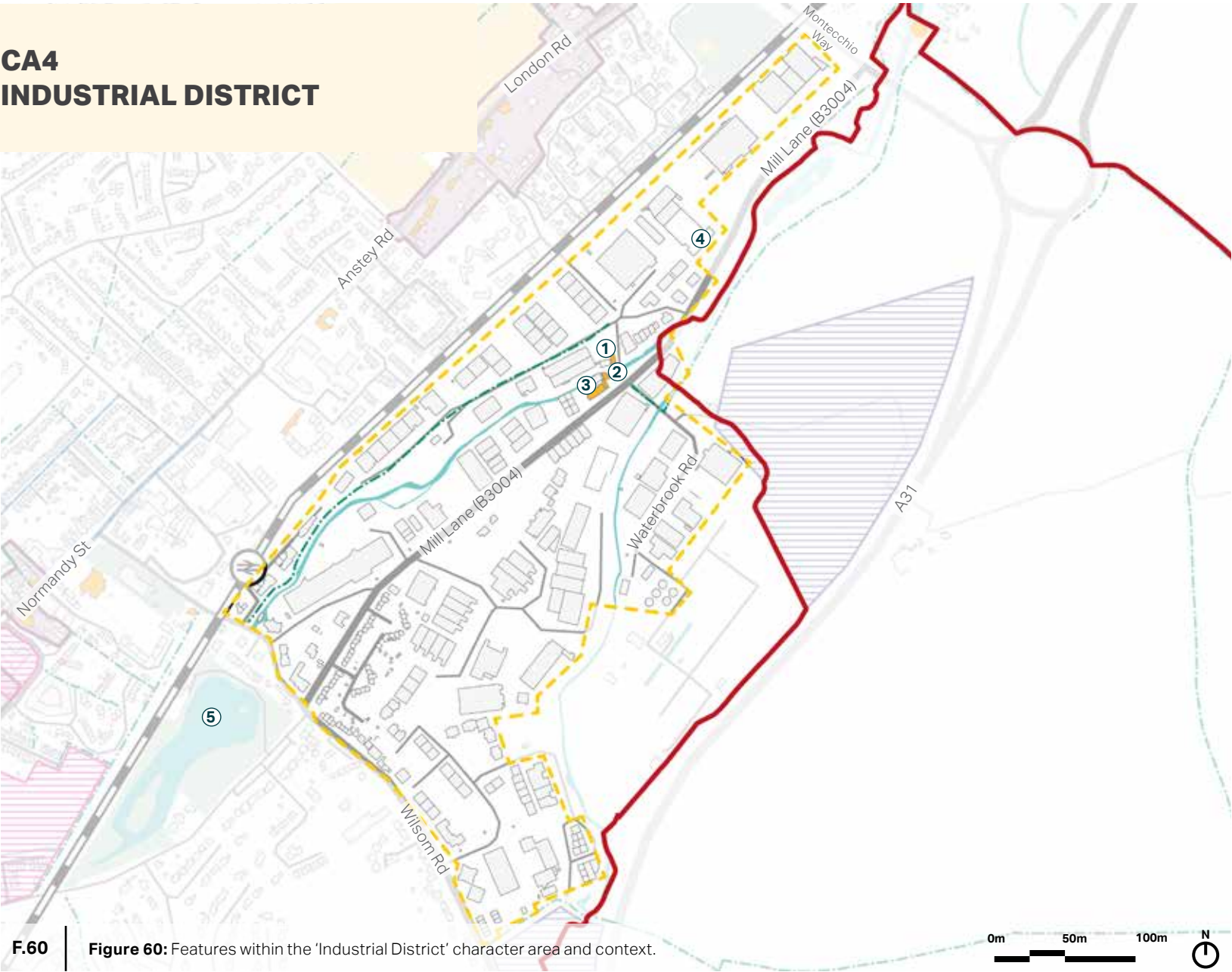
Land Use	The area includes largely industrial, office, retail and some residential uses can be found along Mill Lane.
Layout of streets, buildings and plots	The Industrial District is largely on Mill Lane with some leading from smaller access roads. It is a purpose built development with business units, dedicated parking, storage, with limited landscaping between the plots. Some recent development has taken place to the south of Montecchio Way which has resulted in new employment opportunities. There are also some council housing at the west end of Mill Lane.
Built Form, Scale, Height, Roofline	The complex consists of low rise industrial units of one to two storeys. Many of the buildings and warehouses have a large footprint with some heavy engineering structures in view from Mill Lane. Most of the structures have large footprints with generous spacing in-between.
Architectural Vernacular	The architectural style is mainly industrial with many older and sub-standard buildings. The complex to the east of Wilsom Road, consisting of Omega Park and Delta Park are late 20th century with modern office and light industrial buildings, with minimal landscaped planting. In stark contrast to the surrounding industry and commerce, stand the ruins of the old Anstey Mill and cottages around it, largely 19th century with some parts dating to the 16th century. With traditional typologies such as old tile roofs, gabled dormer windows, and brick or exposed timber framework fronts.
Public Realm	There are reasonably consistent footpaths with grass verges, although the verges are badly damaged by vehicles parking on them. Tall-non residential street lighting can be seen, with very limited embellishment otherwise.

CA4
INDUSTRIAL DISTRICT



Figure 55: Enterprise rent-a-car Alton branch, Mill Lane
Figure 56: Workshop service centre reception, Mill Lane
Figure 57: Elstead House, Mill Lane
Figure 58: Wallbrook office centre, Mill Lane
Figure 59: Anstey Mill, Mill Lane

CA4
INDUSTRIAL DISTRICT



- KEY**
- Neighbourhood Area
 - CA4 Industrial District
 - Conservation Area
 - Grade II Listed Building
 - Public Open Space
 - Playing Fields and Other Sports Facilities
 - Allocated sites (residential)*
 - Allocated sites (employment)**
 - Public Rights of Way
 - National Cycleway
 - Waterbodies
 - Buildings
 - Railway
 - Roads
- ① 1-2 Anstey Mill Lane (Grade II)
- ② Anstey Mill
- ③ HRH House (Grade II)
- ④ Elstead House
- ⑤ King's Pond

F.60 | **Figure 60:** Features within the 'Industrial District' character area and context.

* Overall LAA Sites within which housing is planned | ** Sites proposed by EHDC for Employment Use - Information from the NDP, 2021.

CA4 INDUSTRIAL DISTRICT



The Industrial Areas

Mill Lane is Alton's main industrial area, now generally rundown, with many older and sub-standard buildings. The grass verges, badly damaged by parked vehicles, are very unsightly. However, there are new retail developments being built at the east end, and Baker's Mill Pond has been re-excavated for fishing. It is hoped that these will be catalysts for improvement. A few former council houses stand at the west end, while half way down on the north side there are the Grade II listed HRH house and Wey Cottage, largely 19th century but with parts dating back to the 16th century. These buildings, together with the nearby ruins of the old Anstey Mill and the cottages attached to it, form an important and scenic historic group, contrasting with the surrounding industry and commerce.

The Omega Park and Delta Park estates on the eastern side of Wilsom Road adjoin the Mill Lane estate and are late 20th-century with modern office and light industrial buildings, in many cases with landscaped planting.

Please refer to the Alton TDS for more information.

3.2 Areas of Special Character

The following table lists specific 'Areas of Special Character' within the Alton Neighbourhood Area, as identified by the Steering Group. These sub clusters are uniquely identifiable, within and in addition to the four designated Conservation Areas.

Address	Description	Historical Association	Architectural Association	Photo
Ackender Road	Ackender Road is a fairly homogeneous street of late C19th (all post 1870) and early C20th semi and larger detached houses; the three larger industrial premises that had crept in have all been replaced by large residential blocks. Creeping change includes replacement of slate roofs by tiles, some roof lights, unsympathetic pvc window glazing and some loss of front gardens to car parking. However much of the road is worthy of significant streetscape status.	N/A	N/A	
Albert Road	Albert Road is a fairly consistent street of late C19, early C20 buildings, many with front gardens intact. Worthy to be regarded as a 'Significant Streetscape'.	N/A	N/A	

Address	Description	Historical Association	Architectural	Photo
Amery Hill	A steeply sloping lane climbing from the River Wey to the west end of St Lawrence churchyard and Amery Farm, then joining the Old Odiham Road / Church Street.	N/A	N/A	
Amery Street	Steeply sloping street from Market Square to River Wey.	N/A	N/A	
Community Centre	C19th building part single and part double storey industrial building rounding the corner along the street. Painted brick with slate roof. Three circular wall plates between ground and first floors marked "Hetherington & Co, Alton, Hants". Road elevations only for Local List.	Partly on the site of Fielder's Brewery. Has also been iron foundry (see 27 & 29 Amery St), fruit & vegetable warehouse, and 'French Foundations' a ladies underwear factory, before conversion in 1970s to Community Centre.	Amery Street frontages only.	

Address	Description	Historical Association	Architectural	Photo
Anstey Road	Anstey Road is the main access to Alton from the east. Part of it is in a conservation area, bordered by a public park and playing fields on the north side and C19 housing to the south. Further west it is bordered by more recent housing and merges into Normandy Street.	N/A	N/A	
Telephone Exchange	Detached 1936 brick building with unusual royal monogram of Edward VIII.	Few public buildings decorated with EVIII's royal monogram, unusual because of short and uncrowned reign.	By Office of Works, 1936. A good example of post-Arts & Crafts brickwork.	
Basingstoke Road	This is the continuation of Lenten Street towards Beech and then Basingstoke. It has occasional historic buildings but mostly 1930s style detached houses of no special architectural interest. For the most part they retain their own private gardens, often steeply high above the road.	N/A	N/A	

Address	Description	Historical Association	Architectural	Photo
Butts Road	The main exit to the south west, continuing from the High Street towards Winchester. It starts with some older Listed buildings and then a small number of garages and 'industrial' buildings before becoming residential, mostly with C19 cottages. It leads into the Butts Conservation Area. Parts of it are worthy of significant streetscape status.	N/A	N/A	
Chawton Park Road	On the line of the old main road to Winchester via the edge of Chawton Park, Bighton, over the dam and up Broad Street at Alresford. Now developed on both sides with small houses as far as the old Basingstoke railway line; then community buildings, sports facilities and playing fields on south side but redeveloped site of old Lord Mayor Treloar hospital on north side, including Community Hospital, doctor's surgery / health centre and large residential estate. * At the far end, in Parish of Chawton, further residential and light industrial development is planned, and Chawton Park Farm is on the western extension of the road towards Chawton Park Wood.	N/A	* Indicates in the Parish of Chawton (not Alton).	

Address	Description	Historical Association	Architectural	Photo
Water Tower (LMT)	Brick built; four tall arches, metal casement windows at high level, the tank being concealed within; pyramidal tiled roof. Presumed to be contemporary with the re-built hospital c.1930.	To serve Trustees' Cottage and senior staff accommodation.	The building has an Arts & Crafts flavour, now the only reminder of the notable hospital that was demolished c. 1995.	
Water Tower	Built in early C 20th (c 1903) on edge of Ackender Wood as water tower to LMT site. Metal tanks above tall brick piers and arches.	The first water tower on the site to serve the old military hospital.	An unusual design based on interlinked polygons, the tanks forming part of the composition.	
Church Street	One of Alton's old streets linking the High Street to St Lawrence's Church and then continuing to Odiham. Past the church, it was known as Holy Lane (eg on 1666 map).	N/A	N/A	

Address	Description	Historical Association	Architectural	Photo
Cross & Pillory Lane	One of Alton's medieval streets linking the High St to the Market Square	N/A	N/A	
Crowley Drive	Part of the C19th Ashdell Estate, providing access from Ashdell Road and Windmill Hill to Curtis Road, Goodyers, Huntsmead, Spicers and Vaughans. Crowley Drive is enhanced by the fine mature Wellingtonia trees growing along it. Because of its consistency of design, the whole of Ashdell Park is worthy of qualification as an H9 area of special housing character or an H10 area of special housing under the Local Development Framework.	Ashdell, planned by Nov 1869, was built in 1870-72 by the Dyers for Frederick Crowley, a member of one of Alton's brewing families. On his death in 1910, it was acquired by Guy Ferrand, who renamed it Morland Hall. In 1925, it became a clinic run by Sir Henry Gauvain and, after his death in 1945, was renamed the Gauvain Clinic and then the Gauvain Hospital. In 1963 it was surplus to needs and demolished six years later for the present housing.		
Drayman's Way	Inner ring road constructed late C20th to relieve High Street of through traffic. On south east side, bold high brick boundary walls to brewery. On northwest side, rear of High Street premises. Towards north east end, some small developments of flats. Along most of route, new boundary and retaining walls with landscaping. At north east end, at Russet Road, becomes Orchard Lane.	N/A	Boundary walls and landscaping winner of John Ambrose Award, 1994.	

Address	Description	Historical Association	Architectural	Photo
High Street	Alton's original High Street. Generally it presents a Georgian appearance but this often hides much older buildings behind the façade. The hill at the east end is Crown Hill which, on its northern side, has a raised pavement.	N/A	N/A	
Lenten Street	Continuing Market Street beyond Market Square until it becomes Basingstoke Road. There are a few shops close to the Market Square; otherwise largely residential, with some larger houses converted to offices.	N/A	N/A	
London Road, Holybourne	The main road from Alton, through Holybourne, towards Farnham. Central portion in the Conservation Area.	Originally part of the A31 before the bypass was built in the 1960s.	N/A	

Address	Description	Historical Association	Architectural	Photo
Maltings Close	The older buildings at the beginning of the Close are early C19th houses/offices and old maltings. At the far end, a modern cul-de-sac residential development had been built.	N/A	N/A	
Alton Maltings Centre	Large C19th (between 1856 & 67) brick maltings building but heavily restored and modernised (2005), mostly for church use. Original mono-pitch wooden shingle clad roof replaced by ridged slate roof, with new maltings inspired tower.	N/A	A notable conversion and refurbishment by Format Milton, architects.	
Market Square	Small civic square around Town Hall. Market Street along north side. It is all within the Conservation Area.	N/A	N/A	

Address	Description	Historical Association	Architectural	Photo
Mount Pleasant Road	Lower end a homogeneous looking street of late C 19th terraced and semi-detached cottages and detached houses rising up the hill. Near the railway line on south west side, newer generally C20th and detached properties in larger gardens and set back from road take over.	N/A	N/A	
Normandy Street	Continuation of the High St towards London. It is still densely developed mostly, as in the C19, largely residential and retail both sides, mostly two storey, running from the High Street / Crown Hill at the town centre to Anstey Road. It is virtually all in the Town Centre Conservation Area.	N/A	N/A	
Omega Park Units 1-3, 4-6 Omega Park	Several light industrial and office buildings in a variety of styles, mostly late C20. Two storey buildings clad in horizontal profiled metal sheeting.	N/A	A good representative example of 'High-Tech style ; by John Graham, c.1989	

Address	Description	Historical Association	Architectural	Photo
Paper Mill Lane	The start of Wilsom Road, the access to Alton from Bordon. Between Normandy street and the railway, it is bordered by a small row of cottages, the station and its car park on the east side and, on the west, the side of mid C20th St Mary's Roman Catholic Church and the C19th listed Rock Cottage.	N/A	N/A	
Park Close Road	Road north-west-wards from Normandy Street into Anstey housing estate, up to Edward Road. Lower section late C19th / early C 20th housing and upper becomes part of mid C 20th Anstey Estate. Lower areas worthy of consideration as Area of Significant Streetscape.	N/A	N/A	
Queens Road (originally known as All Saints' Road)	Queens Road is a fairly homogeneous street of late 19th (all post 1870) and early 20th C semi and larger detached houses. They are mostly brick, some polychrome and with moulded brick decorative panels. Creeping change includes replacement of slate roofs by tiles, some roof lights, unsympathetic pvc window glazing and loss of front gardens to car parking. However much of the road is worthy of significant streetscape status (west side Nos 17-75 and on east side start to 70, 86-98, 102, 110).	N/A	N/A	

Address	Description	Historical Association	Architectural	Photo
Registry Office	19th C Selborne stone with brick dressings.	N/A	Built 1876 as All Saints' Parish rooms; currently candidate for Grade II listing. Also by FC Dyer of London.	
Rack Close Road (leads into Westbrooke Rd at N end)	This road is of small terrace houses, some rendered and some brick (some rat-trap bond). Some slate roofs have been tiled, and much glazing has been unsympathetically replaced. Attractive front gardens survive. All post 1870.	N/A	N/A	
Tower Street	A homogeneous looking street of late C 19th terraced and semi-detached cottages and detached houses rising up the hill. A modern close at the top is hidden away behind the street frontage. Lower levels worthy of consideration as Area of Significant Streetscape.	N/A	N/A	

Address	Description	Historical Association	Architectural	Photo
Vicarage Hill	Street sloping down from Church Street to the River Wey. (part from bottom of Vicarage Hill to corner with Tanhouse Lane originally had no name. not clear now whether it counts as Amery St or Vicarage Hill).	Originally known as St Lawrence Lane, which turned at bottom towards the High Street along what is now Bakers Alley.	N/A	
Library	Early C21st brick three storey library building (opened 2004) with high pitched tiled roof. Photo-voltaic cell panels were added to the west side of the roof in 2013.	Runner-up to the John Ambrose Award 2005 and winner of a number of local and national architectural awards.	By Hampshire County Architects (project Architect - Martin Hallum).	
Westbrooke Road, (continues from Rack Close Road to Lenten Street)	This road is of small terrace houses, mostly brick but some at east end with 1st floor pebble dashed in half timber framing (some rat-trap bond). Some slate roofs have been tiled, and some glazing has been unsympathetically replaced. Attractive front gardens survive. SE side is Public Gardens.	N/A	N/A	

Address	Description	Historical Association	Architectural	Photo
Within Town Gardens	Fountain, circular polished marble, 19th C.	Given by Miss E Bell, 1877. Originally in Crown Close and designed by Sir Charles Barry. Its pair is in Butts Road opposite to Borovere Lane and is listed Grade II.	N/A	
Whitedown (Estate)	Mid C 20th (1950-63) former council house scheme of mostly semi det blocks. Brick with nice varied porch and balcony details. Tiled roofs. Some bungalow units incorporated in same style. Two ranges on north side of ring and another two on south side of centre oval where the semi-detached blocks have had another unit attached at each end in a projecting wing, making four units overall. Similar to outpost blocks in Butts Road (34-44), Borovere Close(1-26) and Borovere Gardens (2a&b and 4a&b). all have front gardens and landscaped grass verges in front. Worthy of unofficial conservation area status.	N/A	N/A	



**Design Guidelines and
Codes**

04

4. Design guidelines and codes

This section sets out the Design Codes that support the Neighbourhood Plan. This design guide is in addition to, and should be read in conjunction with, national and local policy and guidance on design. In particular, the Alton Town Design Statement sets out specific Design Guidelines for the character areas, and should be referred to in conjunction with this report.

Development in the Neighbourhood Area should demonstrate how best practice design guidance contained in national and local policy and guidance documents, including this design guide, has been considered and incorporated into the design proposals.

4.1 Introduction

Design codes are specific instructions which give clear directions for the development of design proposals. Additional suggestive information including diagrams should be understood as best-practice guidance only.

The design codes apply to the whole NA and exist to ensure that new development in the NA is place specific and responds to the built and landscape setting of Alton. New proposals will be expected to apply the codes to reflect the vernacular style of the NA. The codes are divided into three sections by theme, as shown on this page, each one with a different number of subsections as follows:

- **LS:** Landscape setting
- **LB:** Layout and buildings
- **SF:** Sustainable futures

The design codes are influenced by site visit observations, desktop research, and have been developed in conjunction with the Neighbourhood Plan Steering Group.

Some codes include additional specification which is character sensitive and provide bespoke design guidance relevant to the existing built form and the character of the area.

As previously outlined, the Neighbourhood Area has been spatially divided into four Character Areas, as follows:

Alton Historic Centre

Holybourne Village

Boundary Residential

Industrial District

The four Character Areas fall within the existing built up area and will be covered in the following guidance, in some cases via specific design codes.

In cases where no Character Area specification is provided, the design codes should be applied generically to all development in any Character Area.

4.2 Key Design Guidance

Theme	Prefix	Code	When to use the code
Landscape setting (LS)	LS01	Landscape setting	Code to be applied to development in the Neighbourhood Area to ensure locally distinctive and wildlife friendly landscape design.
	LS02	Boundary treatments	Code to be applied to development in the Neighbourhood Area to ensure locally distinctive boundary treatments.
	LS03	Views and landmarks	Code to be applied to ensure important views and landmarks won't be negatively affected by development.
	LS04	Wildlife and biodiversity	Code to be applied in relation to proposals affecting wildlife corridors and biodiversity in the Neighbourhood Area
Layout and buildings (LB)	LB01	Patterns of growth	Code to be applied to ensure sustainable locations for new development in the Neighbourhood Area.
	LB02	Plot and building layout	Code to be applied to development that proposes new plots, new buildings or extensions in the Neighbourhood Area.
	LB03	Extensions, conversions and infill	Code to be applied when determining extensions and modifications for existing buildings in the Neighbourhood Area.
	LB04	Building height, scale and roofscape	Code to be applied when determining the height and roofscape of development in the Neighbourhood Area.
	LB05	Fenestration and detailing	Code to be applied when determining the fenestration and architectural details of development in the Neighbourhood Area.
	LB06	Materials and colour palette	Code to be applied when determining the architectural materials and colour palette of development in the Neighbourhood Area.
Sustainable futures (SF)	SF01	Net zero housing	Code to be applied to ensure sustainability of new development in the Neighbourhood Area.
	SF02	Water storage and servicing	Code to be applied in relation to waste and servicing of new development in the Neighbourhood Area.
	SF03	Safe and friendly neighbourhoods	Code to be applied to ensure safe and friendly environments within any new development in the Neighbourhood Area

LANDSCAPE SETTING (LS)

Development should conserve the character of the Neighbourhood Area and its setting within the Hampshire Downs. The following codes should be read alongside the guidance and recommendations on Setting and Landscape in the Alton Town Design Statement (TDS).

LS01 Landscape Setting

The landscape of Alton within the Hampshire downs and its setting within the Wey Valley is one of the parish's greatest assets. The setting provides environmental and wellbeing benefits, while also characterising the open spaces.

There are several landscape designations which should be protected, such as the Sites of Importance for Nature Conservation (SINCs) and the areas of ancient woodland. The parish's position close to the South Downs National Park should also be taken into consideration.

There are also various green spaces which need to be protected, including but not limited to: Anstey Park, Flood Meadow, King's Pond, and the various sports and playing fields. A list of community green spaces to be protected and enhanced are set out in the Alton NDP (CH5-7).

The following codes focuses on the design aspects and landscape setting which should be considered by development in all parts of the NA. More specific guidance is set out overleaf.

- *Create 'pockets for nature' through trees, shrubs, wildflower meadows, and small ponds;*
- *Preserve existing vegetation, native mature trees, and hedgerows by incorporating them into the new landscape design and using them as landmarks, where appropriate;*
- *Consider how the layout can create wildlife corridors. For example, the layout of roads, front and back gardens, and green spaces;*
- *Incorporate wildlife friendly features that support movement and habitat. Bird or bat boxes, bee bricks and bug hotels can be installed to enhance biodiversity and wildlife;*
- *New street trees should be provided wherever possible;*
- *Development in the geology that impacts drainage, and run-off affecting the River Wey (such as the lower permeability of the Grey Chalk) should be carefully interrogated.*



F.61

Figure 61: Diagram showing access to high-quality spaces for social interaction and interaction with nature

The following coes are specific to development in the **Boundary Residential** Character Area:

- *Any new development proposed on the edge of the town should consider the landscape setting of Alton within the valley bowl, specifically in relation to preserving views of existing landmarks and screening the impact of development within the wider landscape;*
- *Development in this part of Alton should be low-medium density, to provide an unobtrusive presence and to reduce over urbanisation; and*
- *Development should retain a sense of transition between the built area and the surrounding countryside through generous green infrastructure and planting.*



F.62

Figure 62: Alton's landscape setting is strategically located within the Wey Valley bowl in a low-lying position. The neighbourhood area is enclosed and surrounded by undulating valley sides.



F.63

Figure 63: Example of rural landscape views with unobtrusive new development.

LS02 Boundary treatments

Quality boundary treatments are a key design element in new development, particularly when they are facing onto green open spaces, and the perimeter of properties are visible to others.

Boundary treatments should be used at the plot edge to provide a sense of continuity and cohesion along the street as well as providing separation between the public and private domain.

Stone walls are a common boundary treatment throughout Alton and are typically taller at the edges of the settlement, and lower in the centre. Historic streetscape typically includes flint, brick, and stone garden walls and hedges.

Other boundary treatments include hedgerows and red bricks. The rural landscapes along the development edges incorporate tall hedgerows alongside woodland and generous landscape buffers.

The codes, right apply to all CA's within Alton. More specific guidance is set out, overleaf.

- *Boundary treatments for new development should be designed to frame the building and improve the overall streetscape;*
- *Existing boundary trees and hedgerows should be retained and reinforced with native species;*
- *Boundary treatments should offer privacy and screen parked vehicles and ground floor windows facing the street;*
- *If placed on the property boundary, waste storage should be integrated as part of the overall design of the property. Landscaping could also be used to minimise the visual impact of bins and recycling containers; and*
- *Wildlife networks should be considered when selecting boundary treatments (boundary treatments with gaps are preferable).*

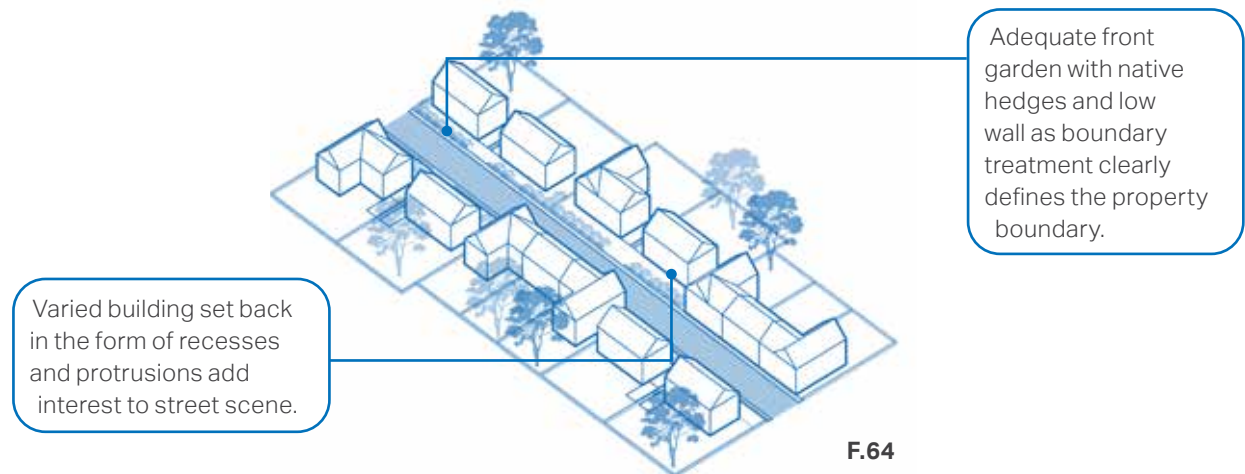


Figure 64:
Illustrative diagram showing boundary treatments

The following codes apply to development in the **Alton Historic Centre** and **Holybourne Village** Character Areas:

- *Natural and solid boundary treatments will be acceptable in this area.*
- *Natural boundary treatments should consist of hedges, trees or shrubs.*
- *Solid boundary treatments should make use of local flint or red brick.*



Figure 65: Examples of boundary treatments within the Character Areas.



The following codes apply to development in the **Boundary Residential** Character Area:

- *Solid boundary treatments should use complementary material finishes to their respective property.*
- *Boundary treatments should be low in height.*
- *Hedges are preferred as a natural boundary treatment.*



Figure 66: Example of low rise boundary treatments within a new build development within the Neighbourhood Area

The following codes apply to development in the **Industrial District** Character Area:

- *Metal railings may be acceptable in this area if they positively contribute to the streetscape and these must be visually permeable.*
- *Natural boundary treatments, such as hedges and bushes should be used where possible.*



Figure 67: Example of boundary treatments within the Character Area

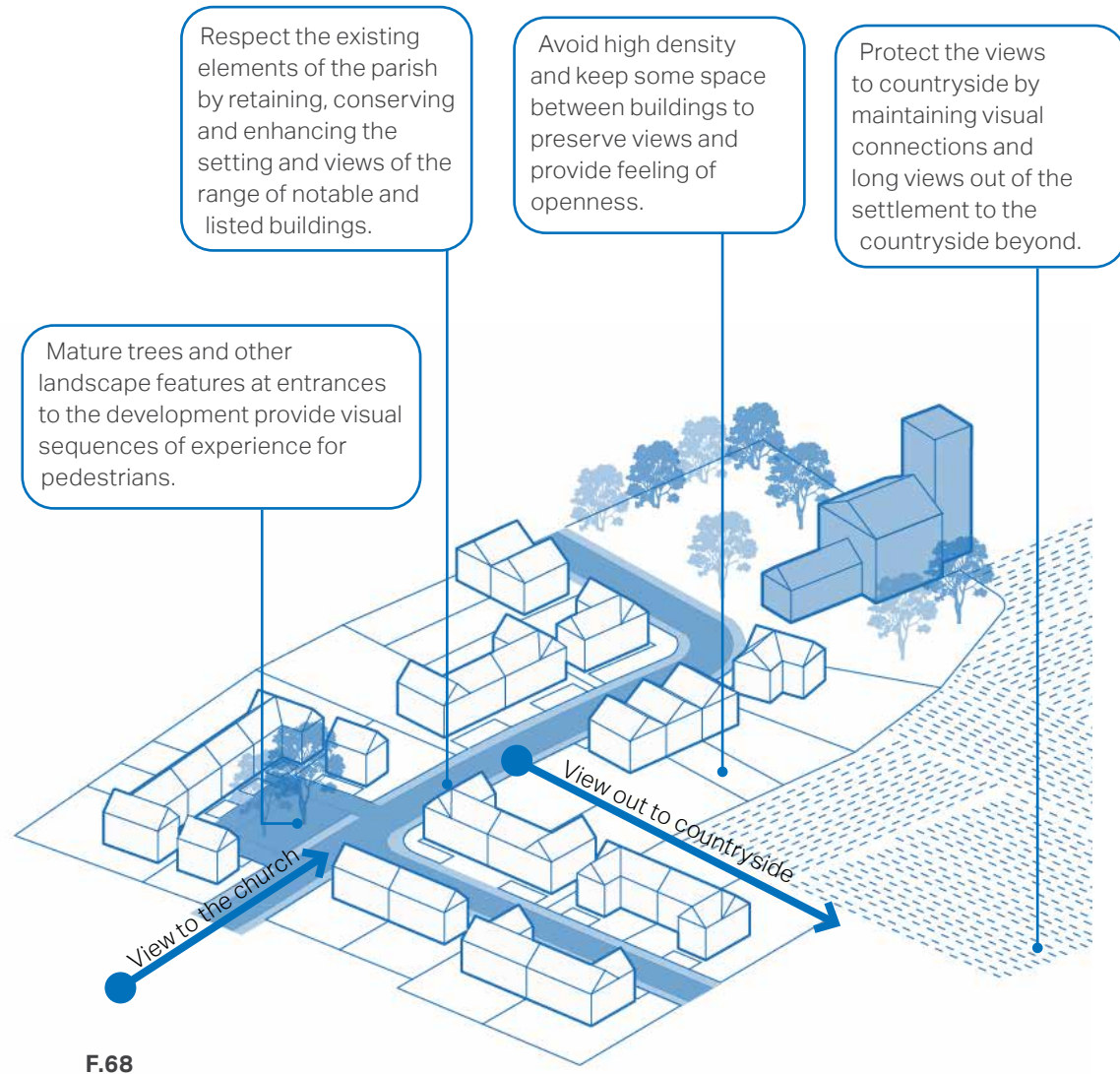


LS03 Views and landmarks

Landmarks, views, and focal points create mental images of places that are easy to read and memorise, thus helping users to easily orientate themselves.

As mentioned in the TDS, Alton's skyline is a highly valued asset to the local community and should be valued and appreciated. To maintain and where possible enhance key views and vistas, the following codes apply to all CA's within the NA:

- *Be aware of the position of new development within the local topography and ensure massing of units does not impose on views across the landscape;*
- *Position new development to maximise views towards green open spaces, such as the surrounding sloped landscape 'bowl', Kings Pond and the River Wey; and*
- *Any new development on the edges of Alton should be screened from long-distance views across the open landscape.*



F.68

Figure 68: Diagram showing landmarks and views

LS04 Wildlife and biodiversity

Alton Parish relies on the green spaces, trees and gardens to provide habitats for biodiversity within the parish. The surrounding countryside offers plentiful opportunity for wildlife and biodiversity to thrive. Future development throughout Alton should protect and enhance nature and biodiversity within the NA by incorporating the following guidance.

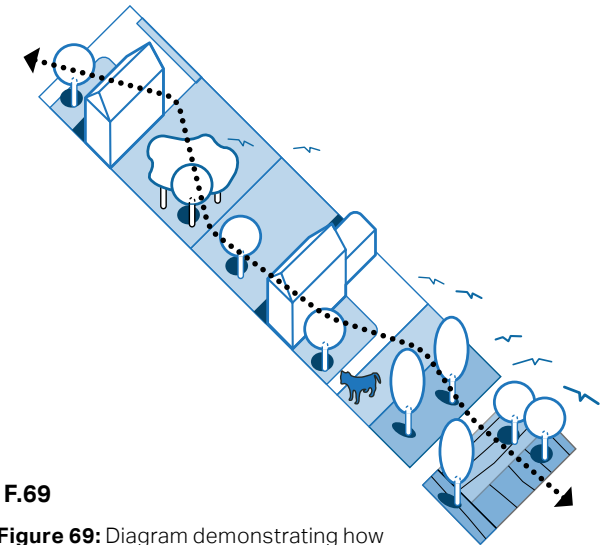
- *Natural assets such as ancient woodland and mature trees such as Amery Wood, and water features such as the River and Flood Meadows, must be protected and enhanced where possible;*
- *Development should ensure that interconnected ecological networks are considered and incorporated at the design stage, which encompasses everything from doorstep spaces and private gardens to the surrounding countryside;*

- *Any trees or woodland lost to new development must be replaced. There should be a non-negative impact on biodiversity from a new development and a biodiversity net gain of 10% should be aimed for;¹*
- *Priority habitats and priority species should also be considered within the design process;*
- *Trees and hedgerows should be incorporated into public realm and other open spaces as well as private development where appropriate; and*
- *It is important that dark skies in the rural parts of Alton are protected from inadequately positioned and unshielded street lighting.*

¹ <https://www.local.gov.uk/pas/topics/environment/biodiversity-net-gain-local-authorities>

Please refer to the National Habitat Network Maps¹ evidence base by Natural England for more information on the opportunity for National Habitat Network expansion, action, enhancement and restorable habitat zones.

¹ https://magic.defra.gov.uk/Metadata_for_magic/Habitat%20Network%20Mapping%20Guidance.pdf



F.69

Figure 69: Diagram demonstrating how connected front and back gardens can enhance ecological connectivity for wildlife. Accompanying layout considerations with wildlife friendly features supports wildlife movement and habitat creation

LAYOUT AND BUILDINGS (LB)

Development proposals should provide specification on the architectural design, including materials, fenestration and detailing. Proposals should also demonstrate how the character of the local context in relation to the CA in which it sits - as defined by this design guide - has been considered.

Please refer to the Secured by Design (SBD) website for more information on building and design to incorporate security into developments to comply with the Building Regulations in England, Scotland and Wales and meet the requirements of SBD.

<https://www.securedbydesign.com/guidance/design-guides>

LB01 Patterns of growth

Alton parish comprises a mix of linear development with more recent cul-de-sac patterns of growth on the edges of the town.

The housing density varies throughout Alton, with higher densities and taller buildings located in the Town Centre and lower densities toward the edges of the settlement.

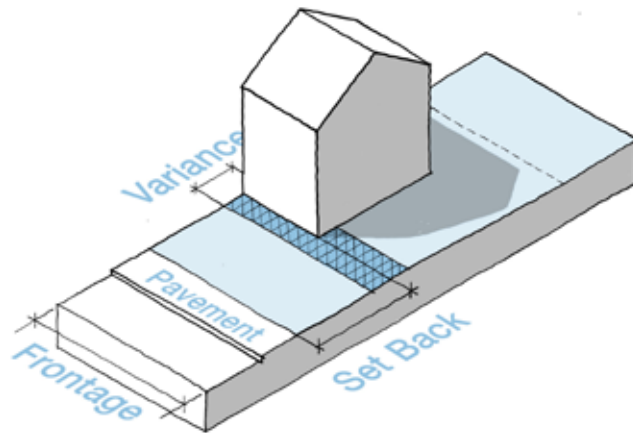
More information on the settlement pattern and guidelines can be found on the TDS, 4: Settlement Pattern (4.1-4.3).

Any new development in Alton should follow the following codes in relation to layout and buildings.

- *New development must demonstrate an understanding of the scale, building orientation, enclosure, and facade rhythm of the surrounding built environment;*
- *The rhythm of the proposed building line should respond to the surrounding streetscape (see Fig. 70);*
- *Proposals should not be repetitive, and should provide a variety of building types at relevant scale, massing and detailing. Roof types, pitches and architectural detailing should vary to create interest and echo the historic built setting of Alton; and*
- *New housing should respond to the surrounding densities.*

LB02 Plot and building layout

New development should respect the plot and building layout within the surrounding area, which varies greatly within Alton, and as such should reflect the following general codes. More specific codes are set out on the following page.



F.70

Figure 70: The building line can be established by a set-back. This is the distance from the back of pavement to the building. The size of set-back will vary with the nature of the street. Within the set-back zone low walls, fences and bin and bike stores can be built. *Source: National Model Design Code*

- *Vary plot widths to allow for a mix of housing types along the street. A mix of housing creates a diverse community and visual interest;*
- *Front gardens can be much deeper where the topography requires, (such as around the edge of Alton) or to respond to the existing character area. This helps to create a soft transition to the countryside edge or to areas of open space within the town;*
- *Development should adopt the enclosure characteristics in the CA (see next page). New development should knit in with the existing settlement morphology by adopting similar characteristics;*
- *Development should be considered strategically at the settlement level and should not be considered in isolation.*



Figure 71: Positive example of building frontages set back from the main road to allow for on-plot parking and front gardens. The generous soft landscaping helps to keep the street enclosure fairly tight.



Figure 72: Negative example of plot and building layout in relation to the surrounding built character, with no front gardens and a lack of soft landscaping.

Plot and building lines

Any new development within the **Alton Historic Centre** Character Area should respond to the prevailing pattern of development and building line, which is continuous and regular. See below.



- Building lines in the Historic Centre are continuous and regular, with few gaps and minimal set backs, creating an enclosed character.
- The street enclosure is tight, with narrow front to front distances on either side of the street.
- The street pattern is linear, which creates good legibility and a formal character.
- There are some examples of driveways and front gardens are compact.

Any new development within **Holybourne Village** Character Area should respond to the prevailing pattern of development and building line - see below.



- Building lines within the Holybourne Village Character Area are more organic than elsewhere in Alton, with regular changes.
- Building frontages are dispersed and there are scattered, irregular set backs.
- Front to front enclosure distances are mixed and irregular which creates a varied, sometimes unbalanced feel.
- Plot sizes are large, with deep front and back gardens.

Any new development within **Boundary Residential** Character Area should respond to the prevailing pattern of development and building line - see below.



- Building lines within the Boundary Residential Character Area are generally uniform and regular, with few variations.
- The street typically has a wide enclosure ratio, with medium - large front gardens and driveways, which creates a loose, open feel.

LB03 Extensions, conversions and infill

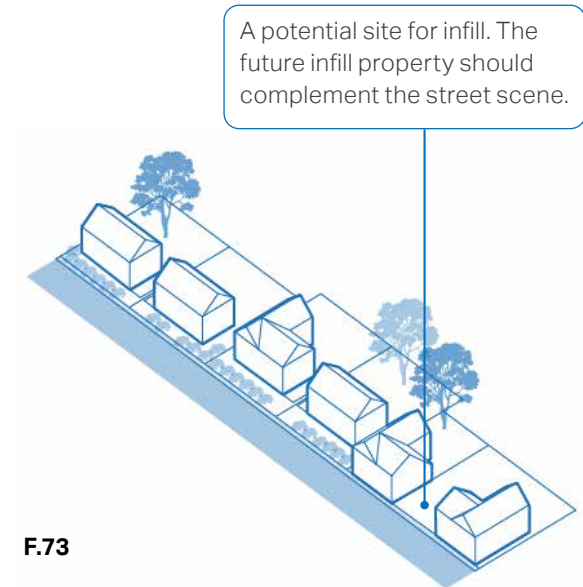
There are a number of principles that residential extensions and conversions should follow to maintain character. Many household extensions are covered by permitted development rights, and so do not need planning permission. These rights do not apply in certain areas such as Conservation Areas.

As previously described, Alton has a rich history and features countless historic buildings. Some of these buildings have successfully been converted into residential and form a positive example of conversion.

Infill sites will vary in scale, context and location within any given settlement. An infill can have significant impact on the character and appearance of the built environment. Infill sites are not common in Alton

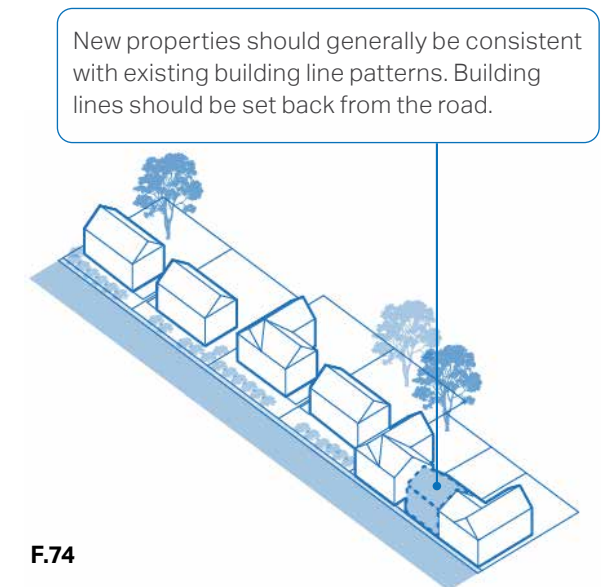
The following codes apply to any future infill site in Alton.

- *The original building should remain the dominant element of the property regardless of the scale or number of extensions. The newly built extension should not overwhelm the building from any given viewpoint;*
- *Consider the materials, architectural features, window sizes and proportions of the existing building and respect these elements to design an extension that matches and complements the existing building; and*
- *Complement the street scene into which it will be inserted. Points of continuity in the streetscape can be created by material / colour palette, roofscape features (such as chimneys and ridge/eave heights), scale and massing.*



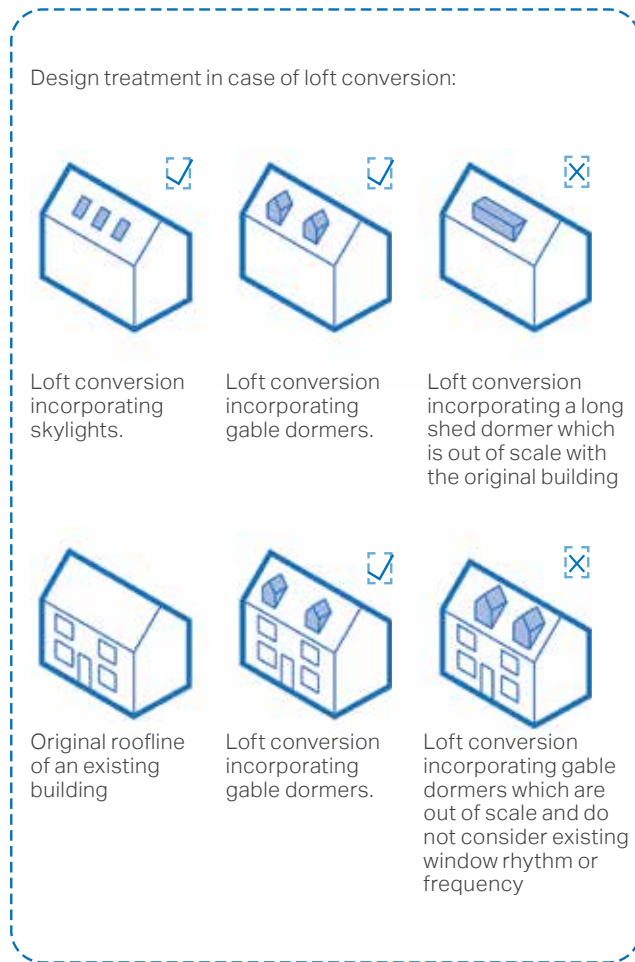
F.73

Figure 73: An indicative site before infill.



F.74

Figure 74: An indicative site after infill.



F.75

Figure 75: Some examples for different type of loft conversions

- *In the case of side extensions, the new part should be set back from the front of the main building and retain the proportions of the original building. This is in order to reduce any visual impact of the join between existing and new;*
- *Extensions should not result in a significant loss to the privacy, solar access and amenity of neighbouring properties or the streetscape;*
- *Features and general layout of the site setting that signify the historic working of the building/s should be retained. New openings should generally be avoided and kept to a minimum when necessary. Agricultural sites should remain open and not be divided by fences or walls;*



Figure 76: Positive example of side extension which matches and complements the original building.

LB04 Building height, scale and roofscape

Creating variety and interest in the roofscape is an important element in placemaking. Rooflines in the historic areas of Alton are varied, with staggered ridge heights and a mix of gable and hipped roofs. Consistent rooflines feature in some of the more recent development in the parish, but this is not consistent with the heritage of the parish.

Building heights in the historic core tend to be 2 storey, with some 3 for articulation and emphasis. Heights on the outer residential areas, more recently constructed, are up to 4 storeys.

Roof materials and detailing features are also varied, and include stone tiles, clay and concrete pantiles. Chimneys create a consistent feature of the skyline, but they are usually simple in form.

The varied building height and roof elements make an important contribution to defining the character of the parish. Development in Alton should respond to the following codes:

- *Ensure the height of development responds to the surrounding buildings, street width and sense of enclosure, topography and mature vegetation;*
- *Consider how the roof design integrates with the surrounding development or creates a new roofscape;*
- *Design the scale and pitch of the roof to be in proportion with the dimensions of the building, and avoid overly complex designs;*
- *Any dormers should be in proportion to the dimensions and roof of the building. Dormer windows should also reflect the window rhythm.*

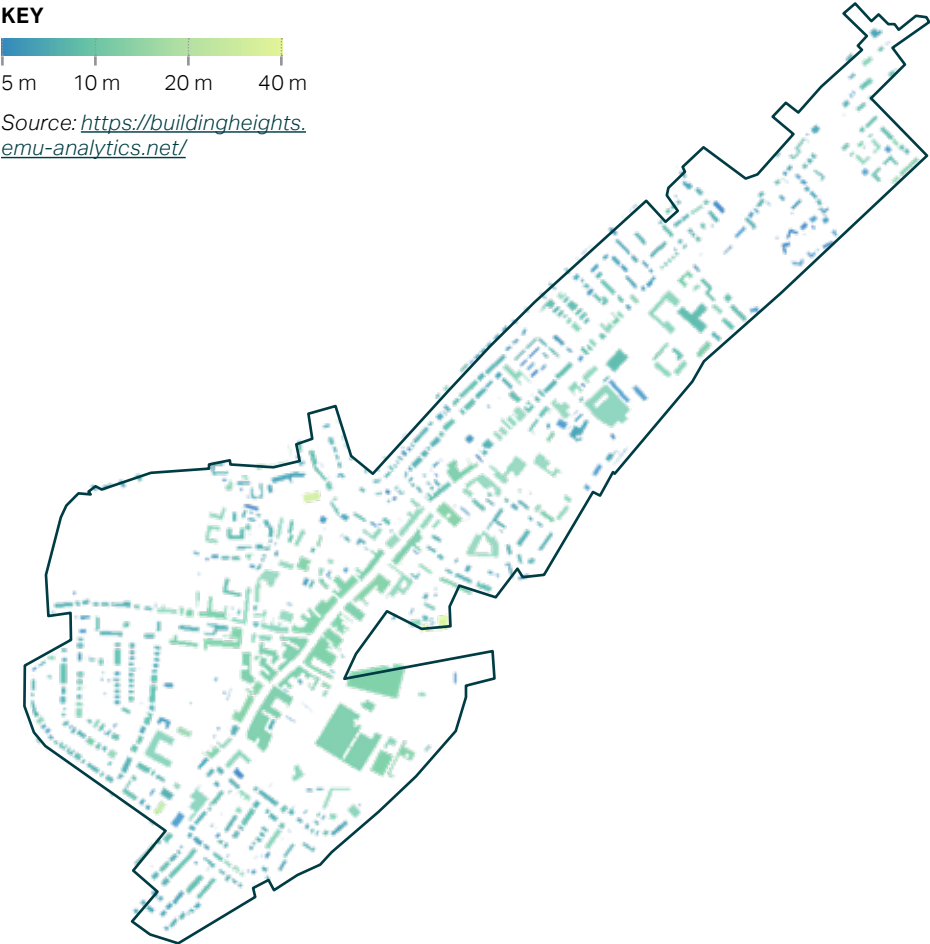
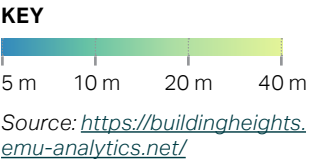


Figure 78: Varied roofline with multiple chimneys creating variety and rhythm

Figure 79: Negative example of out of proportion scale and pitch of roof, creating a bulky roofscape

Building height and scale

Any new development within each Character Area should match the surrounding context, in terms of building height and scale



Alton Historic Centre



Holybourne Village



LB06 Fenestration and detailing

The intricacies of the architectural features and detailing in Alton are locally distinctive and define the unique built character.

Fenestration is generally timber painted in white or black, with brick detailing around the opening. The range of features and detailing include sash and casements windows, wooden porches, tile hanging, and dormers. These elements provide visual interest and reduce the scale and bulk of the buildings.

Development, whether traditional or contemporary, should be rooted in Alton's historical architectural character. The use of architectural features and detailing is of particular importance given the generic architectural material palette and lack of details used in newer developments in some areas of Alton, and the wider Hampshire area.

The following codes should be referred to when designing fenestration and detailing in all parts of Alton:

- *Include locally distinctive fenestration and detailing in new development, drawing on examples from the nearest Conservation Area (Alton, Anstey, Holybourne, or the Butts Conservation Area) and listed buildings within other settlements. Avoid mixing historic styles;*
- *Development involving multiple houses should ensure a variety of detailing is utilised across the development to provide visual interest along the street and avoid homogeneous building designs;*
- *Include detailing on roofs and façades to minimise the bulk and scale of buildings, for example ornate brickwork around fenestration and across walls.*



Figure 80: Example of symmetrical windows, with gabled portico

Figure 81: Example of brickwork mix, with exposed timber framework detailing

LB07 Materials and colour palette

The historical character and palette of Alton is evident in the four conservation areas (Alton, Holybounre, Anstey, The Butts) and can be used as precedents for new development. Commonly used building materials include red brick, white render, and local malmstone, with fenestration details. More information on materials and vernacular in Alton's historic buildings can be found within the [Conservation Area Appraisals](#).

A positive example of modern development in the parish where detailing and material palette have been used to provide interest across the development is 'Cromwell Gardens' (Fig 82) which uses a range of materials and detailing such as red brick and white render, variety in building heights, roof styles, boundary treatments in keeping with the local material and colour palette. Less successful modern developments such as 'Ackender Hill' (Fig 83) repeat same materials across most of the estate, with no distinguishing detailing, and use of repetitive roof and fenestration styles, with no reference to the local architecture.

The following codes should be used to inform materiality in all parts of Alton. More detailed codes are shown overleaf.

- *The choice of colour and finish of materials is an important design factor in reducing the impact of the buildings on the surrounding landscape and in continuing to maintain the consistent built vernacular in the Parish;*
- *The use of traditional, natural and preferably locally sourced materials is generally more appropriate than man-made synthetic, pre-coloured materials, as they lack the variation on colour and texture found in natural materials;*
- *Use of materials on roofs that encourage moss growth is favoured and any chemical treatment to remove moss growth should be discouraged;*
- *Buildings should be finished with materials appropriate to the local context. Examples of materials found in Alton are shown on the following page.*



Figure 82: Positive example of materials and colour palette used in recently constructed development in the Parish.

Figure 83: Negative example of materials and colour palette used in recently constructed development in the Parish.

The following codes apply to development in the **Alton Historic Centre** and **Holybourne Village** Character Areas:

- *Façades in this area should take reference from the architectural details of the neighbouring buildings to enhance the sense of visual amenity;*
- *Proposals should utilise the existing range of material finishes which are evident in the historic buildings and listed buildings, as shown, right;*
- *Street addressing façades should be broken up by protruding relief elements, fenestration, or material details;*
- *Timber fenestration is preferred on period buildings in this area to improve the material quality of the streetscape; and*
- *Multi-unit development proposals should include a variety of styles and architectural features across individual dwellings.*

Wall and Fenestration



Red Brick and Tile Hanging



Local Malmstone



Off-White Render and Quoins Detailing



Gault Brick



Gable Overdoor Canopy



Dormer Window

Roof



Red Clay Tile



Black Slate



Photovoltaic Solar Panels

The following codes should be applied to development in the **Boundary Residential** Character Area.

- *Façades in this area should reflect the material finishes of neighbouring buildings. Please see examples;*
- *New development should make references to the historic material palette within the listed buildings of Alton.*



Figure 84: Example of new build development with the parish using sensitive and contextually relevant materials

The following codes should be applied to development in the **Industrial District** Character Area.

- *Blank façades should not be visible from the street, façades should be broken up with fenestration or with details;*
- *Development could be modern but should be sensitively designed. Please see example.*



Figure 85: Example of industrial development designed to 'disappear into the landscape', Magna Park, Milton Keynes. *Image credit: Adrian Toon*

Ground Surface



Gravel



Paving Blocks with Soft Edge



Paving Blocks

Boundary Treatment



Low Flint Stone Wall with Hedge



Low Brick Wall



Timber Post Rail Fence

SUSTAINABLE FUTURES (SF)

The design codes in the following section contain important policies that will help to reduce our collective impact on the planet while allowing the natural environment in and around Alton to flourish. They include general guidance that apply to both new and existing development as some of the policies can be used to modify existing dwelling to become more environmentally sustainable.

New development should exceed the requirements of current Building Regulation. Development should also incorporate the recommendations of Building for Healthy Life¹ and Design for Sustainability (TDS, Appendix E).

¹ https://www.udg.org.uk/sites/default/files/publications/files/14JULY20%20BFL%202020%20Brochure_3.pdf

SF01 Net zero housing

All new development must demonstrate that it is responding to climate change and reducing its carbon dependency. The government's forthcoming Future Homes Standard, including changes to Part L and Part F of the Building Regulations, will aim to cut carbon emissions by 80% in all new homes by 2025.

For new homes this likely means a 'fabric-first' approach with the highest standards of insulation and energy conservation - roof, wall and under floor insulation, efficient double or triple glazing and air-tightness. Ventilation with heat recovery, solar panels, ground and air source heat pumps must be considered alongside smart meters. New housing should demonstrate how rainwater will be stored and reused as grey water to reduce demand on mains supplies. All proposals must demonstrate sustainable surface drainage systems that will not unduly increase pressure on existing wastewater and natural drainage systems. There is a number of energy efficient technologies that could be incorporated in buildings. The use of such principles and design tools is strongly encouraged to future-proof buildings and avoid the necessity of retrofitting.

Energy efficient or eco design combines all around energy efficient appliances and lighting with commercially available renewable energy systems, such as solar electricity and/or solar/ water heating and electric charging points.

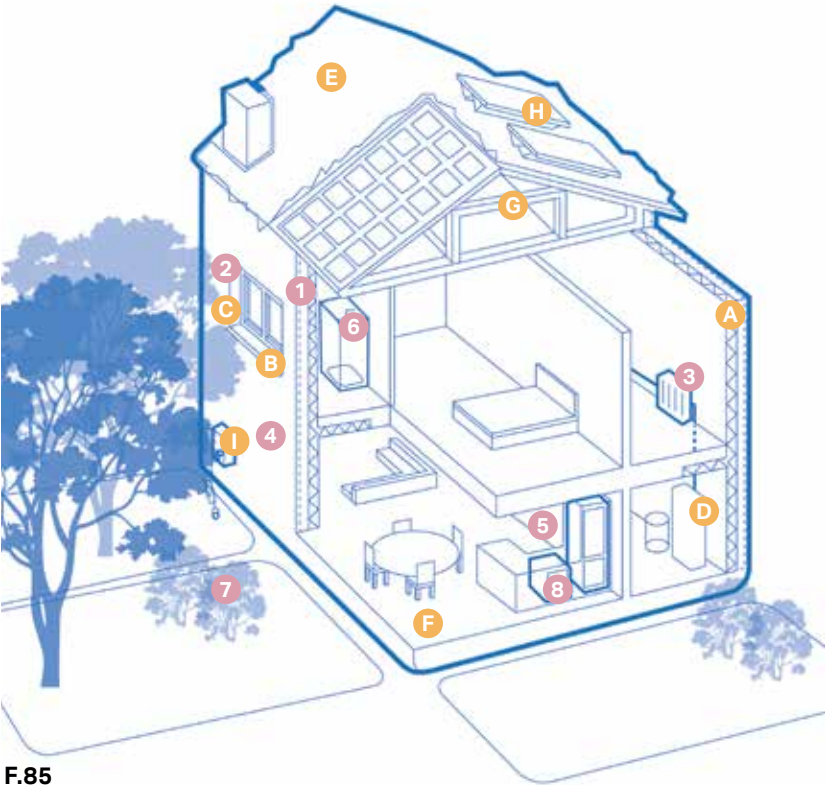
The illustration on the following page shows possible design measures and building fabric considerations. Those on the top show the features that should be strongly encouraged in existing homes, while those on the bottom show additional features that new build homes should be encouraged to incorporate from the onset. Please note that some measures, such as double/triple glazing, draught proofing and solar panels, may be problematic in the Conservation Area, or for buildings that are historic or used as second homes or holiday lets.

Please refer to the Clean Heat for Alton Homes¹ for guidance on retrofitting existing homes efficiently and the Alton NDP for guidance on creating energy efficient homes.

¹ <https://energyalton.org.uk/wp-content/uploads/sites/5/energy-alton-clean-heat-guide.pdf>

Implementing eco-design into homes

The following guidelines and suggestions focus on improving the energy efficiency of properties through the implementation of eco-design principles.



F.85

Figure 86: Sustainable design features

Existing homes

- 1



Insulation
in lofts and walls (cavity and solid)
- 2



Double or triple glazing with shading
(e.g. tinted window film, blinds, curtains and trees outside)
- 3



Low- carbon heating
with heat pumps or connections to district heat network
- 4



Draught proofing
of floors, windows and doors
- 5



Highly energy-efficient appliances
(e.g. A++ and A+++ rating)
- 6



Highly water-efficient devices
with low-flow showers and taps, insulated tanks and hot water thermostats
- 7



Green space (e.g. gardens and trees)
to help reduce the risks and impacts of flooding and overheating
- 8



Flood resilience and resistance
with removable air back covers, relocated appliances (e.g. installing washing machines upstairs), treated wooden floors

Additional features for new build homes

- A



High levels of airtightness
- B



Triple glazed windows and external shading
especially on south and west faces
- C



Low-carbon heating and no new homes on the gas grid by 2025 at the latest
- D



More fresh air
with mechanical ventilation and heat recovery, and passive cooling
- E



Water management and cooling
more ambitious water efficiency standards, green roofs, rainwater harvesting and reflective walls
- F



Flood resilience and resistance
e.g. raised electrical, concrete floors and greening your garden
- G



Construction and site planning
timber frames, sustainable transport options (such as cycling)
- H



Solar panel
- I



Electric car charging point

SF02 Waste storage and servicing

The following codes should be considered when designing for waste storage and servicing to improve the aesthetics of the streetscape in Alton:

- *Provide waste storage at the side or rear of housing, accessed by a side or rear gate. If exceptional, provide waste storage in a front with enclosure;*
- *Place bins close to the boundary and street, such as against wall, fence or hedge; and*
- *Refer to the local architectural materials palette to consider complementary material(s) for the waste storage enclosure.*

The following codes should be applied to development in the **Alton Historic Centre**, **Boundary Residential** and **Holybourne Village** Character Areas:

- *Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;*
- *Ensure that places are designed with management, maintenance and the upkeep of utilities in mind;*
- *Create a specific enclosure of sufficient size for all the necessary bins.*



Figure 87: Positive example of waste bin storage, all bins hidden behind the boundary wall on the driveway within the plot

Figure 88: Negative example of waste bin storage, all bins and other recycling containers at the forefront of the streetscape

SF03 Safe and friendly neighbourhoods

As set out by Homes England in the 'Building for a Healthy Life'¹ Manual, it is vital to create:

- Integrated Neighbourhoods
- Distinctive Places
- Streets for all

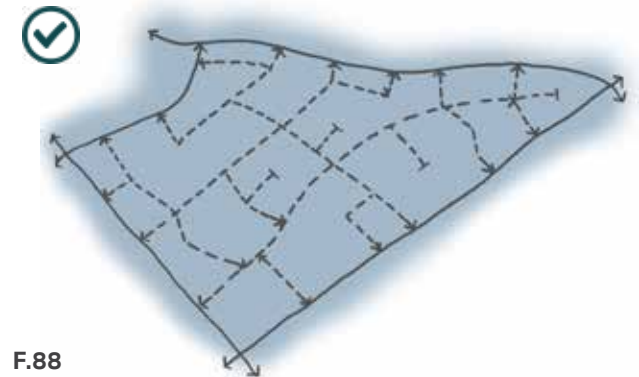
The following section provides guidance on the above categories in relation to Alton.

Integrated Neighbourhoods

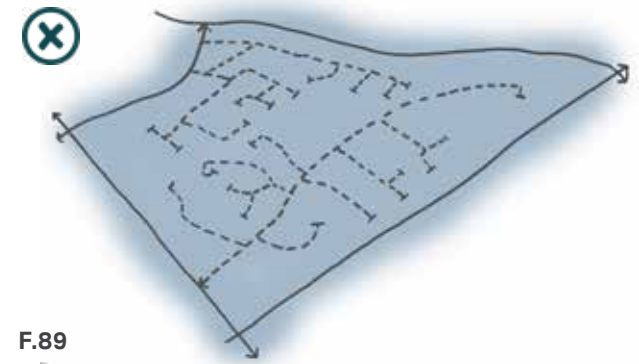
The unique settlement pattern of Alton has formed historic cores which the parish has developed around. It is vital that these separate but united settlement cores should be well-integrated and connected. Public transport and other sustainable transport methods such as walking and cycling are encouraged. The following guidelines should help create places that are easy to move through and around.

¹ https://www.udg.org.uk/sites/default/files/publications/files/14JULY20%20BFL%202020%20Brochure_3.pdf

- *New footpath links should be provided wherever possible, and these must connect up with the existing walking network, placing the priority on the pedestrian, thereby encouraging people to favour active travel over the car;*
- *The design of the street network should respond to the topography and natural desire lines;*
- *Streets and footpaths should be laid out in a permeable pattern, allowing for multiple connections and choice of routes, particularly on foot. Any cul-de-sac should be relatively short and provide onward pedestrian links;*
- *Development should design internal streets and paths that are well connected and direct, responding to any desire lines.*



F.88



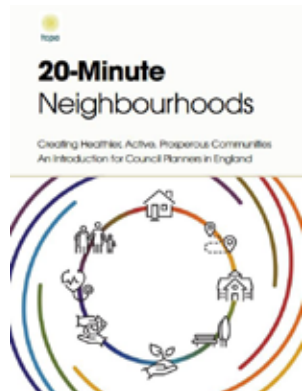
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Figure 89:
A connected layout, with some cul-de-sacs, balances sustainability and security aims in a walkable neighbourhood

Figure 90:
A layout dominated by cul-de-sacs encourages reliance on the car for even local journeys

Alton Parish aspires to adopt the concept of the 20-minute neighbourhood, which requires that day to day facilities must be accessible and close by to new housing and that land uses must be mixed to provide the widest variety of amenities nearby. This may be shops, services and open spaces. Please refer to the '20-minute neighbourhoods' document by TCPA for more information.¹

More guidance on encouraging active travel can be found on the NDP, Transport (TR1 Pedestrian networks, TR2 Cycle routes).



F.90

Figure 91: TCPA 20-minute neighbourhoods

¹ https://tcpa.org.uk/wp-content/uploads/2021/11/final_20mnguide-compressed.pdf

Distinctive Places

The historic and local landmarks within Alton should be protected and enhanced. Any new development should analyse the wider context of the site and identify assets to use as anchor features, such as a historic corner plot, large green spaces, mature trees or other existing features. The creation of public 'gateway' spaces could prove useful in creating a landmark for any development, this also creates connections and invites people into the site.



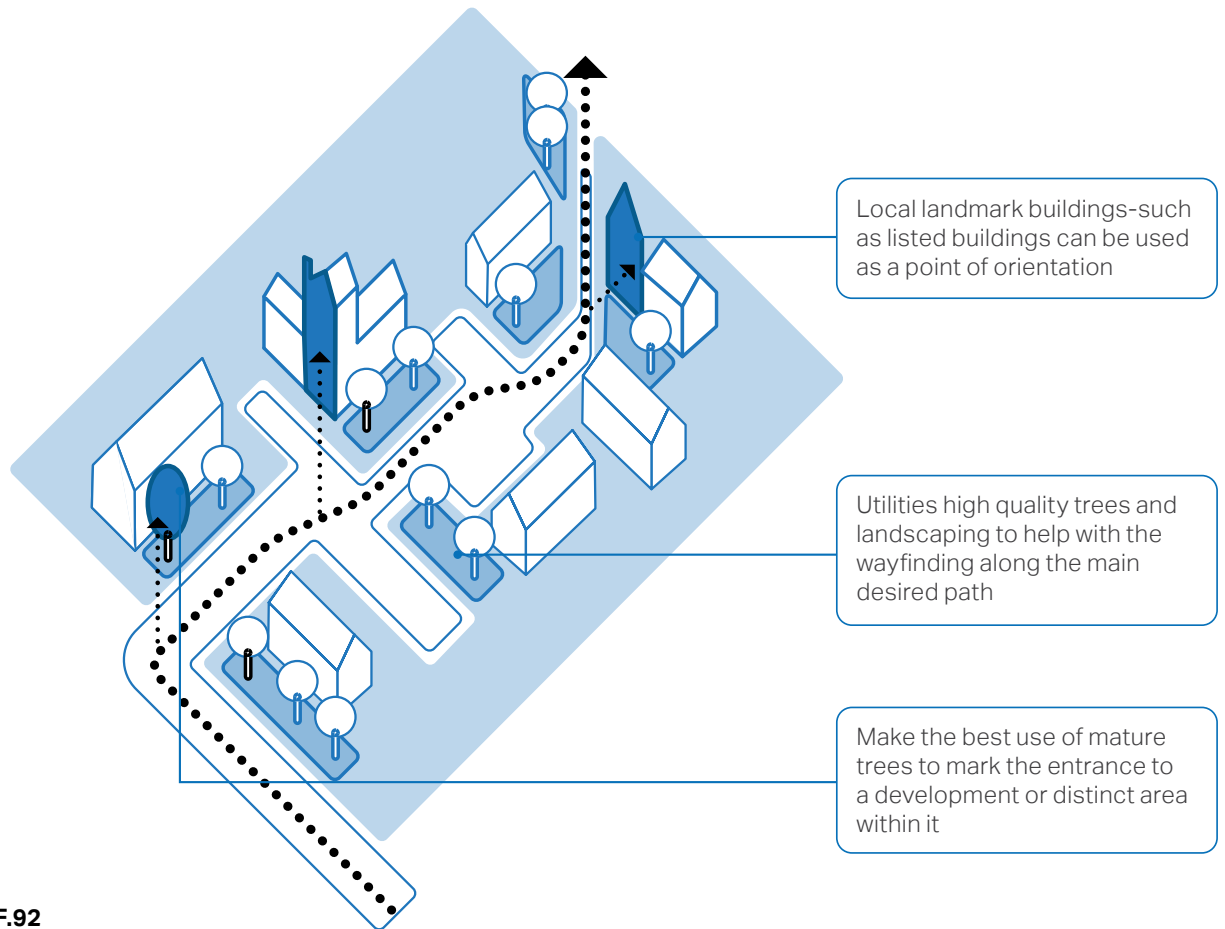
Figure 92: Positive example of use of green space as a 'gateway' into a new development

- *Characteristics such as street types, landscape character, urban grain, plot shapes and sizes, building forms and materials being used should reflect the local character, (refer to Layout and Building (LB) guidelines within this document;*
- *Avoid using a predetermined palette of materials or house types as this can come across generic and won't reflect on the character of Alton;*
- *Where possible, interlock back gardens of existing and new development to create new habitats;*
- *The existing views and vistas surrounding the River Wey valley should be allowed reasonable clearance and any potential views a development can offer is encouraged.*

Streets for All

Streets should be designed to not only accommodate vehicles but also as 'spaces' for people that live on and along them. An active streetscape is an essential part of a successful public realm design.

- *New streets must be designed as a 'space' to be used by all. Existing streets should be retrofitted for the same purpose and to discourage speeding;*
- *Create public-realm spaces which provides plenty of places for sit, chat or play in the street;*
- *Make use of landscape and planting layers which adds sensory richness;*
- *New development schemes should provide the appropriate amount of street lighting to ensure night-safe spaces.*



F.92

Figure 93: Diagram showing the use of streets as spaces through enhancements to the public realm



Delivery

05

5. Next steps

5.1 Delivery

The design guidelines and codes will be a valuable tool in securing context-driven, high-quality development within Alton. They will be used in different ways by different actors in the planning and development process, as summarised in the table.

Actors	How they will use the design guidelines
Applicants, developers, & landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines and Codes as planning consent is sought.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications. The Design Guidelines and Codes should be discussed with applicants during any pre-application discussions.
Town Council	As a guide when commenting on planning applications, ensuring that the Design Guidelines and Codes are complied with.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

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