

Land to the north of London Road, Holybourne

Vision paper

November 2023



CONTENTS

Introduction	3
The site	4
Vision	6
Masterplan	12
Delivery	19
Summary	25

Appendix A: Land at Holybourne,
Historic Environment Desk-Based
Assessment, October 2021

Appendix B: Holybourne Ground
Investigation Review, June 2022

INTRODUCTION

Redbrown Limited has prepared this Vision Statement to promote the allocation of land forming part of the Froyle Estate in Holybourne in the forthcoming East Hampshire District Council (EHDC) draft Local Plan. The site, an approximately 13-hectare area of land to the northeast of Holybourne, is promoted for allocation as a high-quality sustainable extension to the existing settlement to include residential development and other supporting community uses.

This site was acquired in December 2020 when Belport purchased on behalf of Redbrown Limited the agricultural holdings of Froyle Estate, which extends to approximately 1,200 hectares between Alton and Farnham. It is acknowledged that the previous owners of the site made representations at an earlier stage of the draft Local Plan through its promotion partner at that time, Croudace Homes. This promotion was described as 'Land to the north of Holybourne' and was for a larger scale residential development in the order of 1,000 units.

Since acquisition, Redbrown Limited has sought to look afresh at this development opportunity. This Vision Statement sets out a new approach which seeks to adopt a 'landowner legacy' vision for the development comprising high quality design and long-term stewardship, resulting in a smaller proposal more suited to the capacity of the site and the village of Holybourne.

Redbrown Limited has put together an experienced team to help realise its vision for the site. Turnberry Consulting has been appointed as development strategy advisor and ADAM Urbanism appointed as masterplanning architect.

Turnberry is well experienced in the planning and delivery of exemplary new settlements and residential projects including at Chapelton in Aberdeenshire and Tornagrain in Inverness, Arm and Sword Lane in Old Hatfield, and planned new garden settlements for landowners in Kent, North Yorkshire and West Sussex. ADAM Urbanism is a leading practice with expertise in traditional urban planning including at Poundbury in Dorset, Nansledan in Cornwall and traditional urban extensions in Lincolnshire and Oxfordshire.

Noting the presence of the important Scheduled Ancient Monument (SAM) close by, Redbrown Limited has appointed Landgate Heritage, an archaeology and heritage consultancy, to develop an understanding of the heritage assets associated with the site and advise on a strategy to preserve and enhance the SAM and other assets of heritage value in the local area.

Redbrown Limited has also undertaken a groundwater monitoring exercise to establish the likely impact of groundwater on the potential to develop the site. It has commissioned Paddock Geo Engineering to carry out a ground investigation across the site, and appointed Fairhurst to review the results of this investigation. The results of this exercise suggest that groundwater will not be a constraint on the development of the site.

Through a well-designed scheme suited to its wider context with heritage and flood risk constraints carefully addressed, an exemplary new neighbourhood can be built in Holybourne which can be delivered promptly to provide a significant number of houses early in the plan period.

THE SITE

Located to the northeast of Holybourne, on land to the north of London Road and east of Howards Lane, the site is an approximately 13-hectare area comprising several arable fields, with a playground and a sports field in its southernmost part.

The site abuts the north-eastern edge of Holybourne, a village that forms part of the Town of Alton (as outlined in East Hampshire District Council's Settlement Boundary Review, December 2018). To the south of the site are residential properties and recreational fields, with further residential development located along Church Lane to the west. To the north and east of the site are agricultural fields. The wider setting of Holybourne is characterised by residential properties with gardens, and an increase in density in residential properties reaching south towards Alton.

The site is entirely within the ownership of Redbourn Limited, and forms part of a larger contiguous rural estate of approximately 1,200 hectares.

The topography of the site is varied. It contains a small hill at the northern end, with a maximum height above ordnance datum (aOD) of 136m. The topography then falls to 102m aOD at the southern boundary, and 111m aOD at the eastern boundary.

Holybourne is a highly sustainable location for development. There are two mainstream schools in the settlement: Andrew's Endowed School (Primary) and Eggar's School (Secondary). There is also a specialist school, Treloar School. The settlement has two pubs, a shop and regular bus services along London Road.

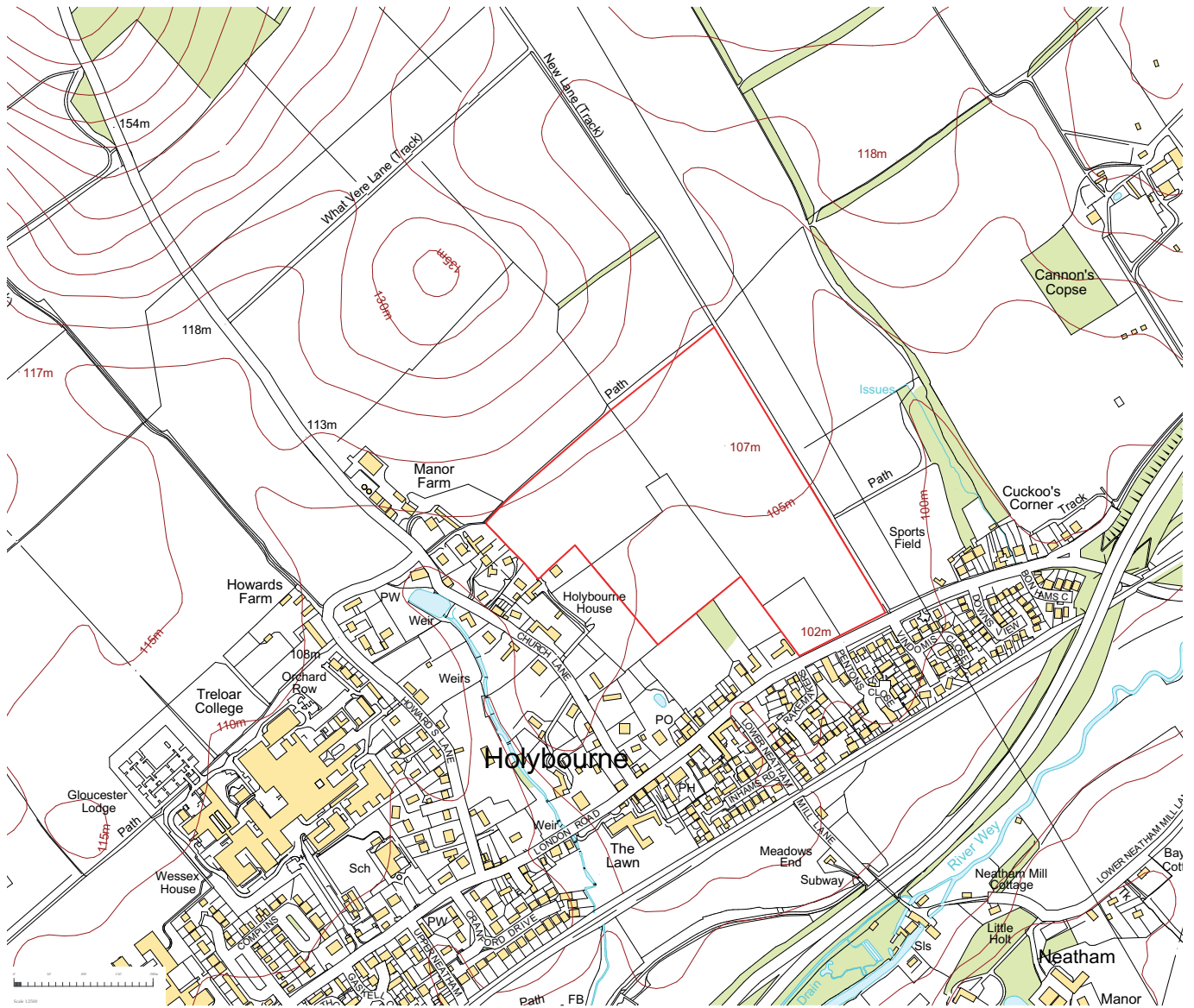
The site is close to the town of Alton. Alton railway station is a 20-minute walk away, offering departures every 30 minutes to London Waterloo Station (the station can also be accessed in seven minutes via the existing 206 bus route from Bonhams Close or five minutes by car). Within Alton town centre (a 30-minute walk, a nine-minute bus journey using the 206 service or a five-minute car journey from the site), there are a number of good services and facilities including schools (primary, secondary and college), GPs, a large business park, gyms, supermarkets, restaurants and shops. The site is also near the A31 which offers strategic transport links to the M3.

Notably, the site is closer to Alton Train Station and town centre than some of the potential sites to the south of the settlement boundary.

The site is located within Flood Zone 1, and as such has a low probability of flooding.

The site abuts the Holybourne Conservation Area in its south west corner and includes an Area of High Archaeological Importance (AHAI) to the south east boundary of the site. The site is located in the proximity of a number of designated heritage assets including Cuckoo's Corner, a Scheduled Ancient Monument (SAM) in its south western corner, where the cricket pitch is also located. There are several listed buildings in close proximity to the site.

The community and heritage assets would not be developed and would be preserved and enhanced by a sensitive development which would seek to protect important existing views of the nearby Listed Buildings and the Holybourne Conservation Area. The Scheduled Ancient Monument would not be developed and its setting would also be protected within any form of development.



Holybourne site location plan

VISION

The vision is to create a new neighbourhood built to a high standard that is faithful to traditional urbanism, sustainable in design and construction, and an attractive place to live. The new neighbourhood will be a carefully planned addition to the settlement at Holybourne, providing a full range of house types, sizes and tenures, integrated to achieve a socially inclusive, mixed-income development. In addition to homes, there will be public green space, improved sports facilities, and a new village hall. Cycling and walking will be encouraged with links established to adjacent paths, rights of way and cycle routes, such as St Swithun's Way, a footpath between Winchester and Farnham, to its north.

Redbrown Limited is committed to realising this vision and the masterplan concept for the site details how the proposed plans can achievably be put into practice. Redbrown Limited will oversee the design and delivery of the site to ensure the new neighbourhood meets its aspirations.

Redbrown Limited has been inspired by the resurgence of good settlement planning in the UK whilst being informed by the principles for a 'Garden Community' set out in the Homes England Garden Communities Toolkit, the work of The Prince's Foundation, the Building Better, Building Beautiful Commission and the growing influence these organisations and projects are having on planning policy.



Hume Square, Chapelton



Hume Square, Chapelton



The first phase at Chapelton comprises a range of market and affordable homes inspired by the local vernacular.

The new settlements taking shape at Tornagrain and Chapelton in Scotland demonstrate what can be achieved by a committed landowner and developer, alongside a skilled project team. Urban extensions designed by ADAM Urbanism at Stamford in Lincolnshire and Woodstock in Oxfordshire exemplify the high quality, context-led development planned at Holybourne.

Chapelton demonstrates how a detailed, ambitious vision for high quality development can be realised. This new settlement, which has around 300 homes completed, is presently centred on Hume Square, the first of several 'neighbourhood centres' distributed across the masterplan, which includes a café, shop, green lawn and public art. As the pair of images on the facing page show, the design concept for the new square was completed almost without deviation.

With planning permission for 4,045 new homes, Chapelton will grow into a sizeable new town over a period of decades. The development has been planned in response to the unique conditions of the site and the architectural traditions of Aberdeenshire, and throughout its delivery it will adhere to a set of defining principles which encapsulate traditional urbanism as a whole: it will contain a mix of uses, prioritise pedestrian movements, adopt time-tested urban forms, and will be born of a placemaking process that promotes public participation.



The first phase at Tornagrain, evidencing the urban grain, roofscape, landscape design and materials palette.

At Tornagrain, a new town of 4,960 units being built near Inverness, the first neighbourhood is now complete, comprising around 300 homes, shops, a café, allotments and sports facilities. It has been designed according to the architectural and planning traditions of the local area, resulting in a charming, varied neighbourhood comprising compact, walkable streets. An active stewardship programme has created and sustains a vibrant community amongst the town's first residents, who are invited to contribute to the ongoing running and management of the new settlement.





Arm and Sword Lane, Hatfield.



Other relevant projects include projects like Arm and Sword Lane in Old Hatfield, undertaken by Gascoyne Cecil Estate, which demonstrates how high-quality architecture in keeping with sensitive historic contexts can be economically viable at a smaller scale. Comprising 15 redbrick terraced homes and c.500m² of commercial office space in a Georgian style, Arm and Sword Lane also shows that it is possible to build traditional architecture whilst embracing modern sustainable technology. All houses and business premises within this development are heated and cooled using shared ground source heat pumps.



Cecil Square, using materials and architectural forms representative of Stamford in a new neighbourhood to the south of the town.

Cecil Square, a 45-home development by ADAM Urbanism for the Burghley House Preservation Trust in Stamford, offers a further clear example of the strength of contextual masterplanning informed by traditional urban design principles. Occupying a 1.5-hectare site at the southern edge of Stamford, the architecture and urbanism at Cecil Square has been informed by a detailed Pattern Book, which defines Stamford's character through analysis of local street patterns, the architectural character and detailing of buildings and choice of materials. This strategy will be used at Holybourne, to ensure the new neighbourhood accords with the unique patterns of the existing settlement.



ADAM Urbanism took the same approach at Park View, a 16.7-hectare site to the south-east of Woodstock, bordering the World Heritage Site at Blenheim Palace. The project, which started on site in 2018, is organised by a masterplan which provides for up to 300 new homes, commercial and retail units set around a neighbourhood square, public open spaces, and provides for early education. The development comprises a mix of house types and sizes, which are all designed according to a Design Code which draws on the characteristics of Woodstock and surrounding villages, and sets out the architectural form and the use of materials for the whole site.

Achievements such as those at Tornagrain, Chapelton, Old Hatfield, Stamford and Woodstock require careful preparation and controls to ensure that design standards are not eroded during the planning and construction process. At Holybourne, Redbrown Limited will oversee the project as the master developer, to ensure the consistent delivery of the new neighbourhood in keeping with the guiding principles set out in the masterplan. Using a Design Code to set design standards, the planning, design and construction throughout the project will be continuously monitored to ensure the code is followed. This will also give certainty to the local community and the local planning authority as to the quality, design and form of the new development.

Development at this site will also generate betterment for local residents in Holybourne and Alton. It is proposed to relocate and improve the existing playground facilities within the site boundary, and to build a new village hall that will be available to the local community.



Top: artist's visualisation of Park View

Middle: artist's visualisation of the neighbourhood square

Bottom: the first phase of Park View as built

MASTERPLAN

The masterplan will be the guiding document that determines the form and layout of the new neighbourhood at Holybourne. An initial concept plan comprising 223 units has been prepared to illustrate the proposed plans for the development, which sets out at a high level how the structure of the new neighbourhood will be organised with its key elements being: buildings and other built form, a legible and hierarchical street network, open spaces and sensitivity to the surrounding landscape. This is very much a working document and will continue to evolve as the process moves forward.

The plan is informed by an analysis of the site and its context, not least the Scheduled Ancient Monument (SAM) adjacent to the proposed development, and the nearby Holybourne Conservation Area and local listed buildings. The development will be surrounded by a generous green buffer, with new planting to complement existing mature trees and footpaths linking the new neighbourhood to the traditional village centre at the Church of the Holy Rood. Within the site, green space will follow the existing field pattern to provide a central village green, within close walking distance of all homes.

The new homes themselves will be organised around a single primary street which accesses the site from London Road and loops around the development. Secondary and tertiary streets will run from this primary loop, many being shared surfaces to prioritise pedestrians and cyclists.

A new village hall is proposed near the centre of the site, which will be a valued public amenity for new residents and people living in the surrounding area. It will be joined by a new car park, a relocated playground and new playing pitches, in addition to the existing cricket pitch, providing for enhanced facilities over and above what is currently available. It may also be possible to provide some form of enhanced interpretation for the historic significance of the Scheduled Ancient Monument, perhaps as a display of material within the village hall which could be made available for local residents and villagers alike. This could work well alongside information on local walks that could radiate from the new development around the local area.

There is also potential for further local amenities to be situated close to the village hall, such as the possibility of a local convenience store, farm shop or café, which would form part of a local consultation exercise to identify local needs.



Masterplan concept - Land to the north of London Road, Holybourne

Legend

1. Green buffer
2. Village Green
3. Village Hall
4. Access from London Road



Above, right and facing page: a selection of images representative of the style and materials characteristic of Holybourne

Character and style

The new neighbourhood at Holybourne will be designed as a sympathetic extension to the village, drawing from local materials, architectural detailing, scale and massing. Holybourne is characterised by buildings built from red brick, with large hipped and gabled red-tiled roofs. Buildings are occasionally painted or rendered white, some with timber frames. The roofscape varies in height and pitch, and frequently features gable dormers, red brick chimney stacks and tall clay pots. Windows are commonly painted, with pairs of narrow plain casements or vertically sliding sashes. Porches, where featured, tend to be narrow and open.

In addition to its architecture, the proposal seeks to embody the urban pattern of the Holybourne Conservation Area. As in Holybourne, there is a single primary street which gives access to narrow lanes fronted by buildings tight set against the kerb. New trees will be planted to enliven the streetscape and frame important buildings and views, such as those to the Norman west tower of Holy Rood Church.







Looking north from London Road

The frontage to London Road will be an important public face for the new development, which will follow the example set by existing buildings on London Road to establish a polite and considered frontage that will complement the character of this route. Buildings will have two storeys, some with dormer windows, porches and large rectangular windows. Roofs will vary in pitch and height and will be punctuated by chimneys. Shallow front gardens will feature gates, hedges and shrubs, in the character of the existing houses in Holybourne. The primary road into the new neighbourhood will recede invitingly, curving gently into the site.



Looking west over the Village Green

The village green will be an intimate focus for the new neighbourhood, framed by a variety of housing frontages and gable ends, finished in red brick and white render. A central and tranquil green and pedestrian-focused area retaining some of the existing trees, the village green will be aligned with long distance views within the scheme.



Looking west from St Swithun's Way, from the northern edge of the development

The edge of the new neighbourhood has been planned to create a sympathetic relationship between the development and surrounding context: Holybourne and nearby arable fields. The green buffer at the settlement edge will be accessible as an informal amenity green space, with new and existing trees planted throughout to add variety and help to integrate the development within the surrounding landscape. Existing public footpaths including St Swithun's Way will be preserved in a wide green corridor and will benefit from connections to the new neighbourhood which will improve access to this popular right of way.

DELIVERY

The new neighbourhood at Holybourne will be delivered through a landowner-led delivery model, under the leadership of Redbrown Limited and completed by an experienced project team. Redbrown Limited is committed to managing the delivery of the project throughout its duration, to ensure that the completed development stays true to its vision and masterplan for the site. Redbrown Limited will be the master developer for the site, with control over the delivery of enabling infrastructure, the detailed design for the scheme, the appointment of housebuilders and setting in place long-term measures for the management of the site over the long term.

Conscious of the history of site promotion in this area, Redbrown Limited has reassessed the capacity of this 13-hectare site to establish what can sustainably be delivered. In doing so, it has sought to address the particular concerns highlighted by EHDC in its Sustainability Appraisal and other associated work – heritage and archaeology, and potential risk from groundwater flooding – alongside consideration of biodiversity, environmental stewardship and planning policy.

Heritage and archaeology

There exist sensitivities with respect to the Scheduled Ancient Monument adjacent to the proposed development and the nearby Holybourne Conservation Area. An Historic Environment Desk-Based Assessment has been undertaken by Landgage Heritage to establish the heritage context of the site, the possible impact of development on heritage assets, and potential for mitigation of any such impacts. The product of this work is summarised below and available in full at Appendix A.

For the avoidance of doubt, the proposed development would not include the area of the Scheduled Ancient Monument at Cuckoo's Corner. Whilst it is understood that the development site has known potential to contain buried remains associated with the scheduled Roman settlement in its southeast corner, the assessment has found that any archaeological remains likely to be present in the development site outwith the boundary of the Scheduled Ancient Monument are likely to be of no more than local interest.

Any impact on archaeological remains of local interest that may be found can be adequately mitigated by a programme of archaeological works. This would comprise an initial phase of archaeological evaluation, to confirm the nature and extent of the remains, followed by archaeological excavation and recording of any remains of interest. This would realise the research potential of the buried remains and would provide information on the past use of the study site. This work would also further the understanding of the context of the scheduled Roman settlement in the south-eastern corner of the study site. As such these works would provide a small public benefit that would otherwise not be realised.

This benefit is considered sufficient to compensate for the potential loss of archaeological remains of local interest, and would be an appropriate response for the anticipated prehistoric, medieval, Post-Medieval and peripheral Roman remains within the study site. Once this mitigation response is agreed, the development of the study site could be implemented without resulting in an unacceptable loss of archaeological interest.

The setting of the designated heritage assets in the surrounding area and their relationship to the study site have also been carefully considered. The assessment has found that the study site forms part of the setting of Holy Rood Church, Manor Farmhouse, Oak Cottage, the lychgate at Holy Rood Church and Howard's Farmhouse and nearby Barn, as well as of the Holybourne Conservation Area

Depending on the scale of the development proposed within the study site, the proposed development has the potential to change the setting of these assets, and could harm their significance. However, the assessment has found that the likely effects would not result in substantial harm to the significance of the assets concerned, as in all instances their core architectural, historic, and archaeological interest would be unaffected.

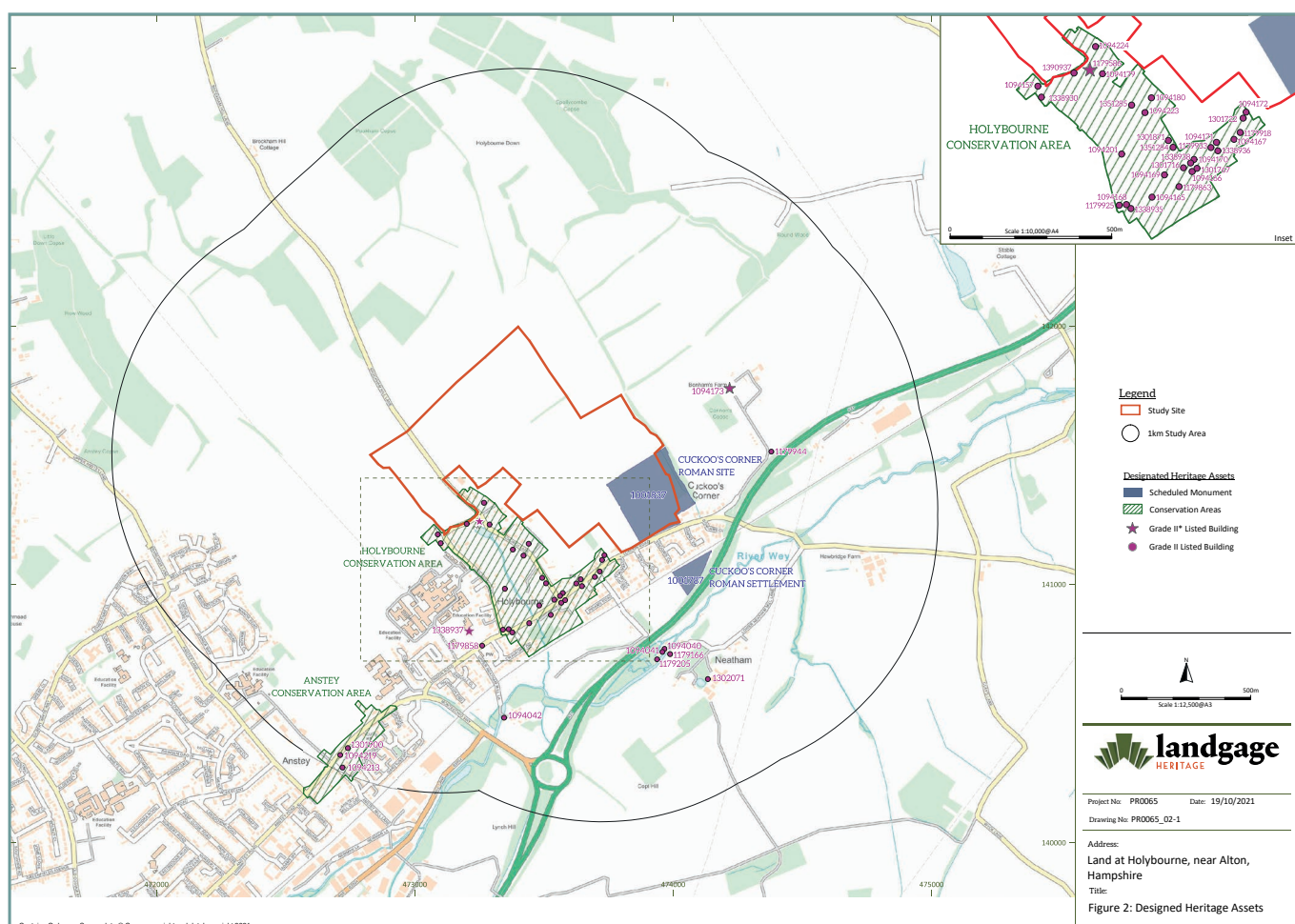
The historic environment assessment also found that any less than substantial harm which may result from the proposed development could be reduced by implementing the following measures:

- Retaining hedgerows that are aligned with the Roman road system, to retain the legibility of their influence in the landscape.
- Avoiding development in the westernmost field of the study site, which would preserve the immediate setting of the church, and that of Howard's Farmhouse and the nearby listed barn.

- Using open space to avoid development on the more exposed areas in the northern fields of the study site. This would avoid competition for prominence with the church, and could also protect the rural setting of Manor Farmhouse.
- Framed views of the church spire should be incorporated into the design of the development to protect the prominence of the spire.
- Care should be taken along the western edge of any development in the southern part of the study site, to ensure that rural character to the edge of the conservation area is retained.

These measures would also reduce the potential impacts to the setting of the Holybourne Conservation Area. With the benefit of these measures, the setting of Manor Farmhouse, Howard's Farmhouse and the nearby listed barn would be preserved, as would the significance of the church. Any effects to the Holybourne Conservation Area would be reduced, and could be avoided with careful design.

On this basis it is clear that the study site could be developed without resulting in unacceptable effects on the historic environment. It would therefore accord with the requirements set out in the NPPF, policies in the adopted East Hampshire District Council Local Plan: Joint Core Strategy, as well as the policies in the emerging East Hampshire Local Plan to 2036.



Above: The site in the context of designated heritage assets, including the Scheduled Ancient Monument, Holybourne Conservation Area, and nearby Listed Buildings.

Left: Looking north east over the Scheduled Ancient Monument site.

Groundwater flood risk

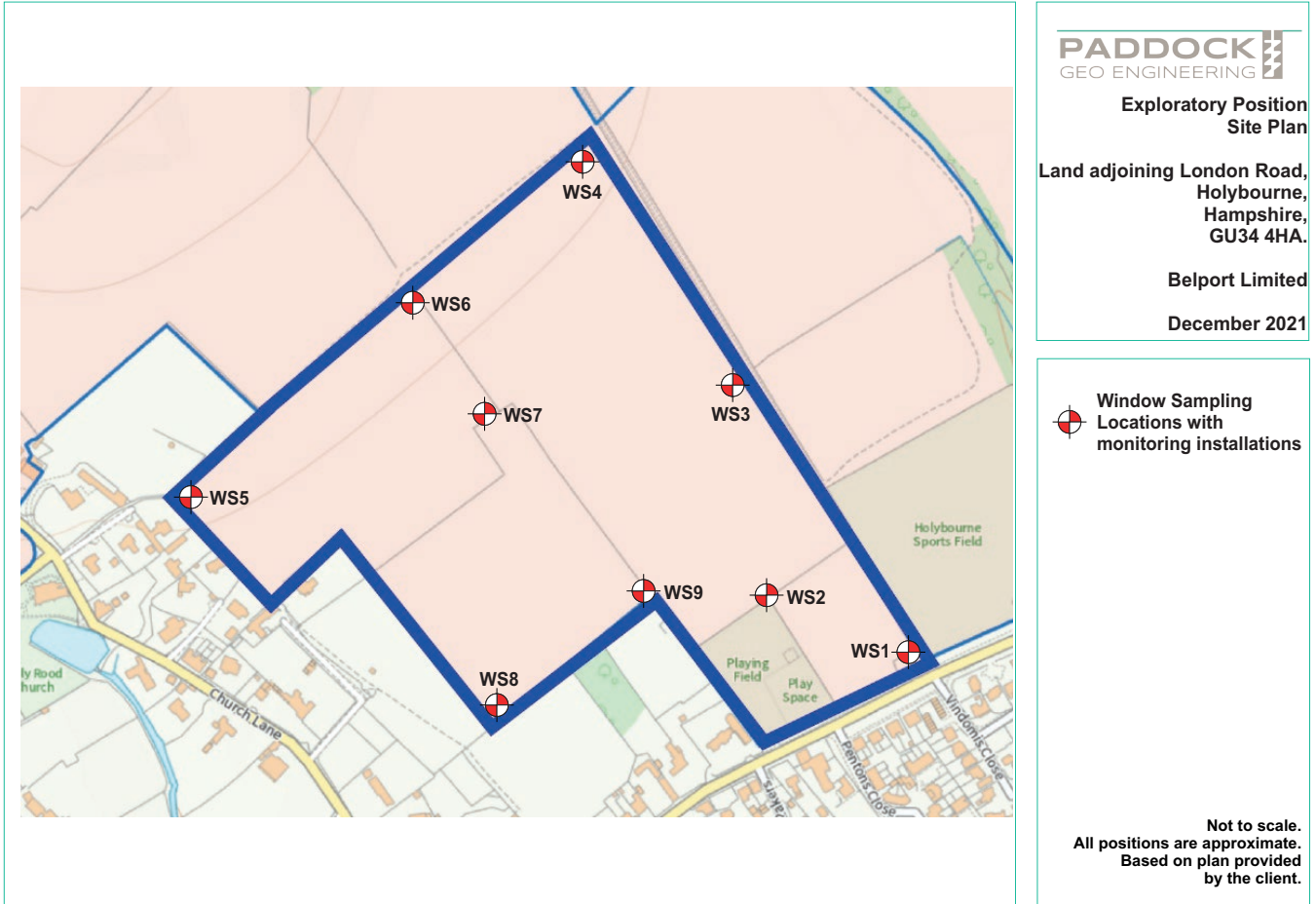
The site lies within an area identified by East Hampshire District Council as having 'potential for groundwater flooding to occur at the surface', according to the BGS Susceptibility to Groundwater Flooding drawing included in the Council's Level 1 Strategic Flood Risk Assessment published in October 2018. In order to develop a clearer understanding of groundwater flooding risk, Redbrown Limited commissioned Paddock Geo Engineering to carry out a ground investigation through a series of monitoring wells, in order for groundwater monitoring to be carried out over a six-month period between December 2021 and May 2022. The assessment was designed to monitor groundwater depths over a worst-case six-month winter period. Following the completion of this work, Redbrown Limited appointed Fairhurst to review the outcome of the ground investigation. The result of this work is enclosed at Appendix B.

The findings of the investigation, as summarised by Fairhurst, are set out below:

- The ground investigation comprises 9 exploratory holes that have been formed to depths of between 2.7 and 4.7m below ground level. All of the exploratory holes were installed with groundwater monitoring standpipes.
- The ground conditions vary. The upper elevations (WS4, 5, 6 and 7) all have weathered chalk directly below topsoil and the lower elevations (WS 1, 2, 3, 8 and 9) have varying thickness of head deposits below the topsoil overlying weathered chalk at depth.
- The head deposits comprise CLAY overlying GRAVEL.
- The chalk varies from a structureless matrix supported chalk (DM) which describes as a SILT, to structureless clast supported chalk (DC) which describes as a GRAVEL.
- The CLAY Head deposits and weathered chalk SILT will have low permeability and tend to act as an aquiclude / aquitard (prevent / limit movement or ingress of water) and the GRAVEL Head deposits and weathered chalk GRAVEL will have much higher permeability and tend to act as aquifers.
- All but one (WS 7) of the groundwater monitoring installations within the boreholes that had no Head deposits were dry throughout the monitoring period.
- All the boreholes with Head deposits encountered groundwater.

Fairhurst concluded that the findings of the ground investigation suggest that the groundwater that was encountered is not a true groundwater table and may be perched water within the more permeable GRAVEL Head and chalk deposits. As such, it will not present a major constraint on the development of the site. If the groundwater encountered in the boreholes were a true water table and this were being fed by the high ground catchment to the north and north west there would be the strong potential for artesian or sub-artesian conditions within the boreholes. This has not been observed with only modest, if any, rise in groundwater level when encountered during drilling.

The elevation of the groundwater is such that it is likely to be encountered in drainage and potentially foundation excavations during the construction of any future development on the site (dependent upon final design levels). Assuming that the groundwater is perched, as is considered likely, this impact will be limited and relatively easy to manage and will only impact on the lower elevation parts of the site. Fairhurst concluded that, even if the encountered groundwater were true groundwater, the constraint associated with this can be overcome by appropriate design and suitable construction methods. Redbrown Limited is therefore satisfied that groundwater will not prevent the development of this site as proposed.



Above: Exploratory position site plan detailing the location of window sampling carried out on site.

Biodiversity and environmental stewardship

Redbrown Limited operates with sustainability at the heart of all decisions and practices. At Holybourne it will undertake the necessary surveys and assessments to establish the ecological baseline for the site, which will inform a strategy to deliver at least 10% biodiversity net gain, to meet the requirements set in the Environment Act (2021), the existing and emerging Local Plans for East Hampshire, and other relevant local and national policy.

Redbrown Limited is well placed to deliver these benefits. The site at Holybourne is part of the larger Froyle Estate operated by Redbrown Limited which covers approximately 1,200 hectares between Alton and Farnham. The scale of this landholding brings opportunities for biodiversity net gain and ecological enhancement beyond the site boundaries, with potential for alignment with Redbrown Limited's existing countryside stewardship projects. Encompassing improvements to soil health, hedgerow management, woodland creation, and biodiversity enhancements, this work represents Redbrown Limited's commitment to environmental stewardship and its ongoing contribution towards the UK Government's landscape recovery agenda.

Planning policy

This new neighbourhood at Holybourne is promoted in the context of the emerging Local Plan for East Hampshire, the terms of which have been changed significantly since the Regulation 18 Draft Local Plan was published for consultation in February 2019. That draft, which covered the period 2017-2036, set out a minimum housing need for East Hampshire (outside the National Park) of 10,456 dwellings to be delivered between 2017 and 2036.

However, following changes to national planning policy the District Council took the decision to prepare a new hybrid Local Plan, which included the extension

of the plan period by two years to 2038. This was to ensure the plan period would extend to a period of at least 15 years from the date of adoption.

The Council's revised approach required additional site allocations to be added to the spatial strategy for the District, to ensure adequate housing supply until 2038. It also required the development and testing of an alternative spatial strategy to accommodate the delivery of significantly more housing than previously identified. This requirement is set by the NPPF, to ensure the emerging Local Plan has the flexibility to meet potential increases in housing need at short notice.

Several options were developed and presented to EHDC's Planning Policy Committee in July 2021 in a report which identified a preferred spatial strategy that would result in the delivery of approximately 3,800 additional new homes to 2038. This would provide the flexibility required by the NPPF and is known as 'Option 2'.

The additional housing set out under Option 2 is predominantly delivered through a selection of 'core sites' that featured in the Draft Local Plan (February 2019) and are still considered suitable, available and achievable in terms of development, as well as a handful of other sites that were previously shared with members of Local Plan Working Group as part of early engagement workshops. In addition, Option 2 includes approximately 819 further dwellings associated with on-going regeneration at the Bordon Garrison and Louisburg sites in Whitehill & Bordon; as well as approximately 1,200 dwellings at an urban extension at Chawton Park Farm, Alton.

On 23 September 2021, EHDC's Full Council was invited to approve 'Option 2' as the spatial strategy to feature in the emerging Local Plan. Instead, the Council opted to 'approve the different spatial options for the EHDC Local Plan 2017-2038 for further consideration'. More work is evidently required before a spatial strategy is

adopted, and it is in this context that Redbrown Limited is promoting the site at Holybourne for allocation. This proposal would see the delivery of 223 residential units, which would make a significant contribution to the local area's housing need. Development at the site would not have a detrimental impact on the landscape and has been judged as having a limited contribution to the setting of a number of heritage assets including the SAM at Cuckoo's Corner. The site is in a sustainable location and well-connected to local and regional transport infrastructure and is suitable for development with respect to the existing settlements at Holybourne and Alton.

The Alton Neighbourhood Plan is currently being reviewed, with engagement on growth of the Alton area being the central focus. As part of this process, the Site is being assessed as an opportunity for residential growth within Holybourne.

Stakeholder consultation

During the planning process, a rigorous consultation process will be undertaken with the local community and other stakeholders to understand their priorities and concerns with respect to the proposed development. Redbrown Limited is a responsible developer and will meaningfully involve stakeholders as detail is added to the proposal for the site.

Design coding and architectural control

Redbrown Limited will develop a Design Code which will be used to ensure that every part of the proposed development is built to the required quality and consistency. Containing detailed information on scale and massing of development, design and materials, the Design Code will ensure that the new neighbourhood corresponds to the vision set out by Redbrown Limited. The Design Code will also give certainty to EHDC and the local community over the nature of the development. Providing a clear set of

design requirements that all housebuilders must adhere to, the design codes will control both how the new neighbourhood is built, and how any future alterations must be designed.

The Design Code will set out rules with respect to:

- The mix of house types and densities within the development;
- The design of the village green, the green buffer and other landscape assets including trees, verges and SUDs.
- A local architectural vernacular including:
 - Typical street design;
 - Treatment of public spaces;
 - Typical building design including boundary treatments, façade design, rooflines, street furniture, parking and planting;
 - Treatment of key views and non-residential buildings; and
 - A palette of materials drawn from the local area.

Quality control

Redbrown Limited will work with quality housebuilders to realise its vision for Holybourne. It is not proposing to work with national volume housebuilders unamenable to the landowner legacy model, and will only release land to those who are prepared to meet the detailed design requirements that will be set out for the site.

Redbrown Limited will structure the release of land to housebuilders such that it retains control over the quality of development. It will do this through the land transfer process and obligations to adhere to the relevant design codes. In the first instance, land will not be released unless Redbrown Limited is confident that housebuilders can achieve the standards and quality as set out in the design coding documentation. In the second, its Land Sale Strategy sets in place mechanisms that prevent housebuilders

from deviating from the overarching vision for the new neighbourhood. Redbrown Limited will seek to appoint suitably qualified and skilled housebuilders which are local to the project and small or medium-sized, rather than national housebuilders.

On the basis that the land will have the benefit of planning permission, serviced residential parcels will be brought forward for sale by one of the following routes:

1. Parcels are sold subject to reserved matters approval (Preferred approach as it requires housebuilders to submit design proposals alongside their financial offer).
2. Parcels are sold accompanied with reserved matters approval (Reserved matters applications will need to adhere to the Design Code and will not proceed unless approved by Redbrown Limited).
3. Parcels are sold with build licences or building leases, with land ownership not changing until the unit is completed (Compliance with the Design Codes would form part of the licences).

At the start of the procurement process, and before housebuilders are appointed, they will be given a suite of documents that sets out the approach to developing the site. The housebuilders would be obliged to adhere to any conditions set out therein. This suite will include:

- Development briefs prepared by Redbrown Limited
- A Design Code
- Marketing and Branding stipulations
- Affordable housing neighbourhood requirements

The development of non-residential components, such as the village green, will be subject to the same quality-control mechanisms.

SUMMARY

This proposal for a new neighbourhood on land to the north of London Road in Holybourne represents a revised approach to the proposed development on this site which is both deliverable and sustainable. Redbrown Limited is committed to creating a high quality, landowner-led development on this site and is driven by a vision for placemaking informed by the very best of contemporary and traditional urban planning practice.

Redbrown Limited is ambitious in its aspirations for quality and longevity, and believes the concept masterplan proposed in this document is a robust and measured development which will reflect existing local patterns of development and architectural design, respect and preserve the heritage and archaeology assets close to the site, and result in a contemporary settlement that embodies the character, existing style, details and materials found in Holybourne.

Redbrown Limited has put in place an experienced team to design and deliver a new neighbourhood in Holybourne which will meet its vision for a 'landowner-legacy' project comprising high quality design and long-term stewardship. Redbrown Limited is confident that the vision for the site can be realised. It will continue to develop its plans for the site and looks forward to discussing the proposals further with East Hampshire District Council.

