

Petersfield Town Design Statement

PLANNING THE FUTURE, TO ENHANCE AND SUSTAIN OUR TOWN



design statement

Detailed design guidance for Petersfield, developed through
independent local community involvement

October 2010

Summary

The Government encourages all communities to prepare design statements for their area.

The need for this guidance was identified as part of the Market Town Health Check, prepared by Petersfield Tomorrow with the participation of the wider community, and published in May 2006.

This statement has been prepared by the Town Character Group (a group of volunteers linked to the Petersfield Tomorrow Town Partnership), in collaboration with East Hampshire District Council (EHDC) and with the extensive participation of the local community.

This Town Design Statement (TDS) provides design guidance and recommendations for the town including the village of Sheet. The Statement identifies what makes Petersfield distinctive, the unique traits of its different areas, and the aesthetic issues which affect them, making recommendations to help to maintain and enrich the setting of our buildings, and shape environmental improvements, new spaces and facilities.

It is designed to support and amplify existing and emerging planning policies and has been adopted by East Hampshire District Council as non-statutory planning

guidance, July 2010. It is intended to assist the operation of development control policies and it sets out recommendations for changes and improvements that are considered to be advantageous to the town.

The Statement comprises two parts:

- 1) Design Guidance and Recommendations - this document
- 2) Technical Appendices (a separate document) - featuring an analysis of distinctive areas of the town.

The Statement recognises that development in the area is both necessary and inevitable. It sets out to achieve development which is appropriate and beneficial to Petersfield preserving its best features, rectifying past mistakes and ensuring the town continues to be a desirable place in which to live, work and visit.

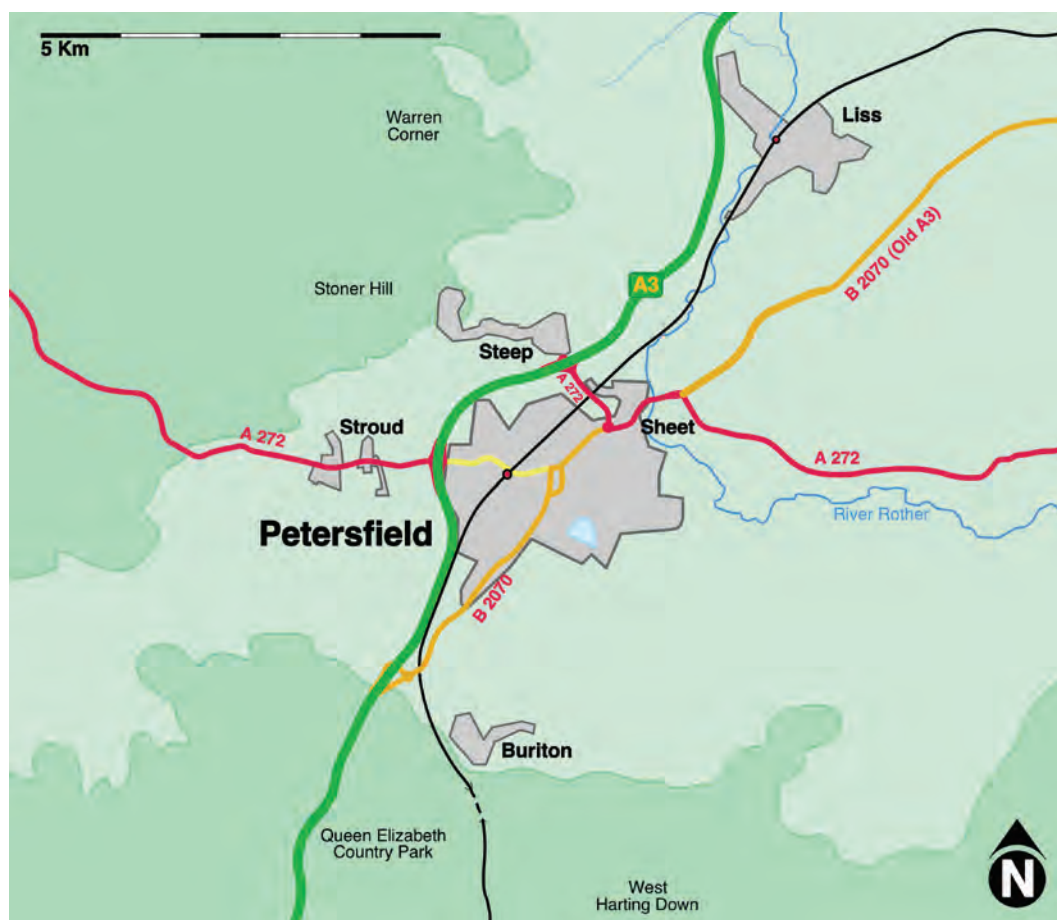
If you are proposing to undertake development in Petersfield, we hope that you find this document to be informative and useful.

We extend thanks to all those who have contributed to its production.

Map 1 – The location of Petersfield

“There is an art of relationship. Its purpose is to take the elements that go to create the environment, buildings, trees, nature, water, traffic, advertisements and so on, and to weave them together in such a way that drama is released.”

Gordon Cullen – Townscape



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Note: a Technical Appendices, Part 2 of the TDS document, is separately available.

Note the document contains two types of guidance and recommendations as follows -

Design Guidance is as shown

This TDS document is now adopted by EHDC as the Planning Authority.

Recommendations to the statutory authorities are as shown

It is intended that these are investigated and followed up by the appropriate authorities such as HCC (Hampshire County Council), EHDC (East Hampshire District Council), PTC (Petersfield Town Council). They relate to aspirations of the community and in the current economic climate may prove difficult to deliver. However, it is important to set these recommendations out to guide future possible work.

1.0 Introduction

1.1 What is the Town Design Statement?

This Town Design Statement is a guide to the general character of the town of Petersfield, including Sheet village, and its setting today (see the location on Map 1, page 1) and how this character can be maintained and enriched as the town develops.

It highlights those qualities of the town and its immediate surroundings which are valued by all those who live in, work in or visit it.

It sets out design objectives for residents, private businesses, and public organisations when they plan new development. Design recommendations are given for Petersfield as a whole and for defined areas within it, together with recommendations for action to the local authorities.

It encourages developers to consider the importance of design and materials in all of the elements which make up the local distinctiveness of the area. These include:

- The character of buildings - both individually and as groups
- The setting of the town within its landscape
- Views and vistas resulting from topography
- The layout of roads and buildings
- Open spaces
- Green fingers
- Gaps between buildings
- Sustainable construction
- Nature conservation including water features
- Landscaping – including trees and planting
- Street design – including street furniture, pavements, and roads
- Transport – including highways and traffic, car parking, bus and rail facilities
- Recreation – cycle ways, footpaths, play spaces, allotments.

It seeks continuous improvement in the quality and sustainability of development and to raise local awareness and interest in the design of buildings and spaces which contribute so much to our environment.

This Statement will inform future planning policy, including the location and implementation of allocated sites to meet these development needs, by contributing valuable local evidence to the preparation of other elements of the East Hampshire (or South Downs National Park) Local Development Framework.

1.2 Who should use the Town Design Statement?

The Statement should be used by:

- Those considering development which will alter the appearance of some part of Petersfield, no matter how large or small (developers, property owners, householders and businesses);
- Architects, urban designers, landscape architects, and other professionals acting on behalf of clients commissioning such work;
- Staff and Councillors of the local planning and highway authorities responsible for development decisions in Petersfield including the South Downs National Park Authority.
- Those consulted on proposed development (such as the Town Council, the Petersfield Society, local community groups, residents and businesses); and
- anyone with an interest in the past, present and future of our town.

Not all developments require planning permission or building control approval. All those considering works for which no express permission or consent is required from the local planning authority are strongly encouraged to take into account the guidance set out in this design statement. For example, householders undertaking 'permitted development'.

1.3 How to use the Design Statement

This document has been written so that it can be used at various levels of detail. An overview and vision is presented in **Chapter 2 - What makes Petersfield Special? Chapters 3 and 4 describe its geography and history.** They are followed by design guidance to protect its **setting and character** in **Chapter 5.**

Some general design guidelines are set out in **Chapter 6 Design and Architecture** that are intended to apply to Petersfield and Sheet as a whole. It contains design guidance on the East Hampshire vernacular style of architecture and suggestions for the use of materials. These are to ensure that the essential character of the area is maintained and enhanced.

Chapter 7 then applies the guidance at a **neighbourhood level** and identifies additional features which should be taken into account. The **Technical Appendices** in **Part 2**

set out the supporting analysis and more detailed advice for the 25 individual areas that were used as a basis for the preparation of the neighbourhood guidance of the main Design Statement document. The two documents should be read together by anyone seeking guidance on a particular part of the town.

Chapters 8 Natural Environment, 9 Movement and 10 Street Design develop general guidance and recommendations on these topics and **Chapter 11 Major Opportunities** identifies the key sites in the town which require substantial improvements and enhancements.

The Government's design champions, the Commission for Architecture and the Built Environment (CABE), and the Home Builders Federation (HBF) have published 'Building for Life', advice that suggests 20 important questions for those designing new homes to think about to achieve the highest design standard every time. More can be read here: <http://www.buildingforlife.org/> or see the 20 questions set out in **Part 2 Technical Appendices** of this Design Statement.

Together with the design guidance given in this Statement (summarised in Annex A of this document), it is recommended that these 20 questions be used as a 'checklist', to ensure good design in all future developments.

This will help with the design process and also with writing the Design and Access Statement, if one is needed to accompany your planning application to East Hampshire District Council.

1.4 Status and Planning Context

1.4.1 Status

This Town Design Statement has been adopted by East Hampshire District Council (EHDC) as non statutory planning guidance.

This means the guidance here is a 'material consideration' when proposals for new development in Petersfield and Sheet are being considered by the planning and highway authorities. This approach is supported by the Government's national planning guidance on LDFs, called Planning Policy Statement 12.

It is hoped that this document will also help to inform the overall strategy proposals of the Council's LDF and will add local detail and support to the policies of the LDF.

1.4.2 Planning Context

This TDS does not stand alone. Reference should be made to the other official documents, such as the:

- East Hampshire District Local Plan (Second Review, 2006);
- emerging East Hampshire Local Development Framework;
- other supplementary planning guidance (SPD & Supplementary Planning Guidance - SPG);
- and the latest national policy.

The TDS supports and expands local planning policies and proposals for Petersfield and Sheet. In particular it adds detail to and complements:

- Policies HE1 Design and GS1 Sustainable Development, of the adopted East Hampshire District Local Plan (Second Review)
- any equivalent policies which may emerge through the East Hampshire District - or South Downs National Park - Local Development Framework, Core Strategy and subsequent other Local Development Documents.

1.5 Community Involvement

The Town Design Statement has been produced by the community and for the benefit of the community. Extensive public awareness, consultation and participation have been a priority throughout.

This has involved a wide variety of different approaches including:

- drawing on valuable research undertaken by Petersfield Tomorrow 2004-2006
- continued information-sharing with Petersfield Tomorrow, EHDC, Petersfield Town Council, The Petersfield Society, Local Strategic Partnership, the public and other key stakeholders through shared membership and dialogue
- proactive involvement and promotion of the TDS through local events including the annual Festivities, the Food Festival and Community Fair
- our own public events – exhibitions, consultation stands in the market and detailed area surveys using local volunteers
- the project's website <http://petersfield.pbwiki.com/>
- media information and coverage, posters, flyers and postcards
- a formal public consultation on the draft TDS, by the project group and EHDC, took place January-February 2010.

Full details of the many ways in which the community was involved in the drafting of this guidance can be found in Annex C. More information is also available on the project's website at <http://petersfield.pbwiki.com/>. Full regard was given to the requirements of the current East Hampshire District Statement of Community Involvement (SCI).

1.6 Sustainability Appraisal

Sustainability Appraisal (SA) incorporating Strategic Environmental Assessment (SEA), or equivalent earlier processes, has been or is being undertaken for the relevant parent policies during preparation of the RSS and LDF, as such a separate SA/SEA assessment is not required for the TDS.

1.7 Copies

This document can be viewed and printed from the Petersfield Town Design Statement and Petersfield Tomorrow websites:

<http://petersfield.pbwiki.com/> and
<http://www.petersfieldtomorrow.co.uk/>

Printed copies can be obtained from:

East Hampshire District Council, Penns Place, Petersfield, Hampshire, GU31 4EX
(01730 266551, Monday to Friday 9:00am - 5:00pm,
<http://www.easthants.gov.uk>)

Petersfield Town Council, Town Hall, Heath Road, Petersfield, GU31 4EA (01730 264182,
<http://www.petersfield-tc.gov.uk/>)

Petersfield Town Design Statement

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Petersfieldtomorrow
Making Petersfield a better place

Petersfield - where is it?
Petersfield is a town of 14,000, uniquely located entirely within an Area of Outstanding Natural Beauty, in Hampshire, UK, soon to be at the heart of the proposed new South Downs National Park. If you're not a resident, and would like to visit please click [here](#) to learn more.

2009 events

Saturday August 29 - Monday August 31 - Petersfield Festivities
You can learn more about both at www.petersfieldevents.co.uk

Passionate about Petersfield? Help develop the Town Design Statement.
The main aims of a Town Design Statement, which reflects the views of the local community, are to:

The project's website homepage

2.0 What Makes Petersfield Special?

Its setting in the South Downs National Park, in the valley of the Western Rother, amid the chalk scarps and downs and the Wealden greensand ridges gives Petersfield its special character. A market town of great charm, with green fingers and streams that weave into and around its historic core of old and individual buildings, many of which are listed and which together form the Conservation Area, Petersfield has the medieval Market Square at its heart and the Heath as one of its green lungs. These areas contain evidence of their medieval and prehistoric origins and are important elements of the cultural depth of the town. The country is never far from the town and the well-used footpaths (some very old indeed and some of national standing) that radiate into and out of it are complemented by frequent long views to the heights of the surrounding landscape.

Part of the East Hampshire Area of Outstanding Beauty since 1962, Petersfield has grown from 8,500 to 15,000 population but has been built almost entirely within its existing footprint and thus with little impact on the surrounding landscape. Judicious planning has combined with topography to limit its visual impact to occasional views from the south. The significant wooded areas and trees in and around the town contribute to a sense of rural tranquillity despite the presence of the A3 and the mainline railway. These characteristics have been noted by two recent planning Inspectors.

They led the Inspector in the South Downs National Park Inquiry to recommend the inclusion of the town in the National Park. He stated that “Petersfield has significant cultural heritage qualities and enjoys strong visual links with the nearby escarpments. By and large the town is well integrated with the surrounding countryside which actually penetrates the built-up area in places” (paragraph 7.50 Inspector’s report: South Downs National Park).

The Local Plan Inspector, in his Report on the East Hampshire District Local Plan: Second Review, stated that he attached “a good deal of importance to the natural beauty of the countryside around Petersfield and to the attractive rural setting for this historic market town” (paragraph 5.3.285). He noted that “the way in which (.....) countryside of great beauty surrounds Petersfield and (.....) sweeps almost to its centre is a fundamental part of the character and appearance of this historic market town” (paragraph 5.8.8 Inspector’s Report: Local Plan Second Review).

The survey of residents undertaken for Petersfield Tomorrow in 2006 asked the community for their views on the town and its surroundings. They were overwhelmingly in favour of retaining its special character and conserving the surrounding countryside –

90% of respondents to the survey strongly agreed or agreed with the statement “We should preserve the special character and attraction of Petersfield by developing a town design statement to guide future development”

97% of respondents to the survey were in favour of preserving the natural environment of Petersfield, with a local conservation plan to protect sites such as the Heath.

The series of consultation surveys and events that have been undertaken as part of the work for Petersfield Tomorrow and preparation of this Design Statement have reiterated the views listed –

“Keep the town as a Market Town with character”

“Please leave the town as it is”

“Protect it from over-development”

“A nice town - let’s keep it that way”

“Keeping Petersfield’s character is paramount”

“Retain green links to the countryside”

This Statement has been prepared taking account of these views and similar comments which have been consistent throughout our work on the project. Petersfield and Sheet are much appreciated by their residents, visitors and those working in the town. This design guidance seeks to show this and to ensure that future developments respect its character and distinctiveness.

The Town Design Statement is intended to ensure that the town is kept in balance and that all future developments are appropriate to its scale, character and ambience in keeping with its setting in the South Downs National Park. In preparing this guidance and in consultation with the community through various surveys and events, we have developed a vision for the town that will assist the implementation of policies and projects.

2.1 Vision



The town's unique setting

The Community's Vision for the Future

Petersfield will be a safe, prosperous, attractive and well-designed town, enhanced by the quality of its built and natural environment.

The heritage of the town will be respected and all future developments will be sympathetic to its character and its setting within the South Downs National Park.

Sustainable solutions will be developed and encouraged and new measures sought to save energy, reduce carbon emissions and respect the existing character of the town.

The whole community will be involved in the town's future through debate, discussion and consultation on development policies and proposals



The library in the Square



View east down the High Street

3.0 Geography of Area

Map 2 - The setting of Petersfield: the area covered by this Design Statement is the town and parish of Petersfield and Sheet.



The red line denotes the Parish boundary



4.0 Historic Development

4.1 Origins

Petersfield stands near the junction of two natural types of subsoil – the chalk, which forms the ridge of the South Downs to the south, and the Greensand and similar soils, which form a long strip that stretches eastwards into Sussex. To the north rise the Hangers, also of chalk, but with a capping of clay and flint, which support the beech woods of Froxfield and Hawkley.

The town grew up on the slightly elevated land between two streams and at the point of intersection of trade and pilgrimage routes passing from Winchester to Chichester and from London to Portsmouth.

Under the Tudors, Petersfield grew in importance, its cattle market supplying the cloth and tanning industries. Although these trades declined in the 17th century, the town regained some of its former prosperity during the 18th century with the numerous coaching services bringing many visitors and new trade together with assisting with the movement of troops and arms to Portsmouth. The growth of coaching inns on the London-Portsmouth road and the frequent coaches on the turnpike routes passing through the town reached their peak around 1830.

It was the arrival of the railway in 1859 which transformed the town, making the coaching trade obsolete, but bringing new commerce, new housing and an increased population. A milk distribution centre was set up beside the new Petersfield station to serve local dairy farmers, who began transporting their milk directly to London; a corn exchange was built in the Square in 1866.

With its weekly cattle markets and horse sales, the town retained its central position and importance in the agricultural life of the community until the mid-20th century, the last cattle market taking place in 1962. The extensive 90-acre Petersfield Heath, incorporating a 22-acre Pond, was held in trust by the Lords of the Manor, but was acquired by the Urban District Council in 1913 for the use of the inhabitants of the town.

The population has more than doubled since the Second World War, the largest housing development taking place on the Herne Farm estate, which has been built over a period of 30 years and houses some 2,500 residents. The 1950s saw the closure of the branch railway line to Midhurst. The 1960s brought the demolition, regrettably, of several historic buildings in the High Street. However, the Area of Outstanding Natural Beauty (AONB) status accorded to the area in 1962 afforded constraints on development and, with the reorganisation of local councils in 1974, Petersfield was able to carry out its previously published plans to separate housing and commercial development, restructure its transport and amenities, and consolidate gains in “infilling” housing in order not to encroach on the countryside. The result has been the development of the Bedford Road industrial estate, an extension of sports facilities in Penns Place, and the recent increase in housing density within the town’s limits.

A great improvement in the town’s residential, social and commercial facilities occurred in the early 1990s, when the A3 by-pass was completed, a new hospital replaced the old cottage hospital, and the Rams Walk shopping mall was built in a prominent position in the town centre.



A view of the Square in the 1940s and a local milestone in Dragon Street

4.0 Historic Development

Petersfield retains the “feel” of a historic market town by virtue of its medieval layout stretching from the Market Square along the High Street with its ancient burgage plots, its traditional twice-weekly market and the monthly Farmers markets. The town’s historic core has the dual focus of The Square and The Spain with the High Street, Chapel Street and Sheep Street radiating from them.

The designation of AONB and Conservation Area status for Petersfield town centre and Sheet village has accorded an excellent degree of protection from unsuitable development. The Heath and Pond offer residents the possibility of walking to the country within minutes from the centre of town.

The attractions of the town are numerous: proximity of the countryside, architectural heritage, retail outlets, a wide range of cafes and restaurants, a local culture of music,

theatre, clubs and societies of many kinds and a general friendliness have brought many newcomers to live here in recent years, including London-bound commuters (55% of Petersfield’s working residents commute out of the town).

The village of Sheet developed near the natural crossing point of the River Rother used by the cattle drovers. Abundant fresh water from the river and the Ashford Stream enhanced the economy of the village for fulling, associated with the wool trade and iron working. Originating in Village Street and its two outlying mills, the built-up area of the village spread in the 19th and 20th century along the surrounding roads towards Petersfield.

The growth of the town over the last 40 years has maintained a delicate balance between housing, new industry and town centre uses that has made it an attractive and pleasant place to visit, live and work in.

5.0 Setting, Character and Landscape

5.1 General Description

Petersfield lies within the Western Weald, in the Upper Rother Valley. It is located at the key point where the east-west axis of the escarpment of the Chalk ridge of the South Downs pivots to a north-south axis to form the Hangers. These escarpments form the southern and western sides of the shallow vale that is the Rother Valley. The northern and eastern sides of the vale are formed of steep Greensand ridges.

The valley itself is a mosaic of farmland and woodland, much of it of great time depth, which creates an enclosed landscape with numerous sunken lanes and ancient tracks. The enclosed nature of the landscape, coupled with the complex topography of the Upper Rother Valley, ensures that the town nestles discreetly within its landscape, barely visible from the surrounding hills and almost hidden from its approach roads. From the town, views out to the north of the Hangers and to the south of the Downs mean that its built-up areas are well related to the adjoining countryside and the feel of a market town is enhanced.

Map 3 – Petersfield's landscape setting



Map of Petersfield and surrounding areas with arrows showing from which viewpoints and direction the following 7 pictures have been photographed.

5.0 Setting, Character and Landscape

View 1 - From the Hangers above Petersfield



View 2 - From the Lythe Farm



View 3 - From Ridge Common Lane near Aldersnapp



5.0 Setting, Character and Landscape

View 4 - From near Ramsdean



View 5 - From Butser Hill



View 6 - From the South Downs Way above the railway tunnel near Buriton



View 7 - From Harting Hill

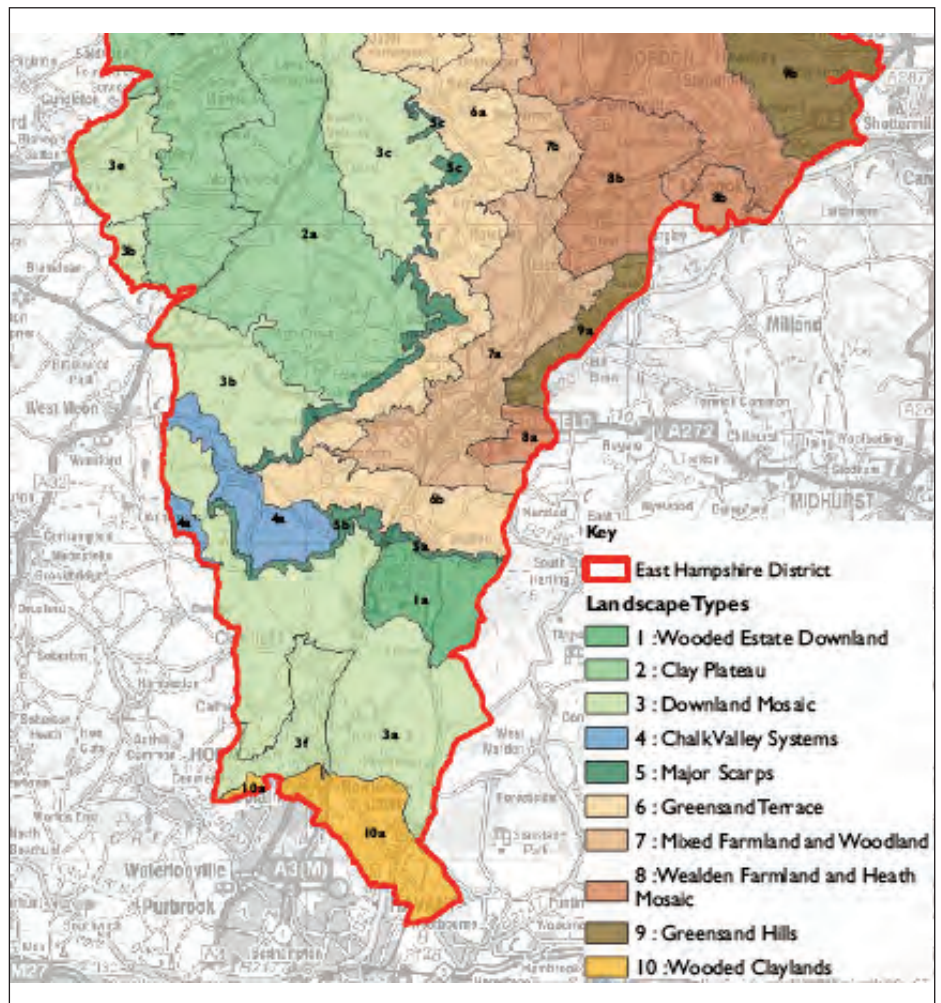


Petersfield's inclusion within the South Downs National Park, which was strongly supported by residents and their elected representatives alike, demands that future development should enhance the National Park. The design and location of any new development will therefore need to meet the future objectives of the National Park and in particular safeguard the special characteristics of the town and its surrounding countryside, as described in Section 2.0.

5.1.1 The East Hampshire Landscape Characterisation - Petersfield and district

As Map 4 illustrates, the town sits within the landscape of mixed Farmland and Woodland (7) and Wealden Farmland and Heath Mosaic (8) along the Rother Valley to the east. It is surrounded to the north and west by the Greensand Terrace (6) which is backed by the Major Scarps (5) of the Hangers to the north and the South Downs to the south.

Map 4 – The East Hampshire Land Classification for Petersfield



source: Land Use Consultants (2006) – East Hampshire District Landscape Character Assessment

5.0 Setting, Character and Landscape

5.1.2 Design Guidance – Setting, character and landscape

Any development or erection or alteration of buildings and structures will need to protect views and vistas into and out of town

Ensure that the heights of new buildings or structures are appropriate to the setting, distinctiveness and character of the town

Protect and preserve the green fingers that reach into the centre from the surrounding countryside, to ensure that these essential green spaces are maintained and enhanced.

5.2 Recent history - residential and industrial areas

Within the historic core is a mix of residential, retail and small-scale commercial developments. Some key buildings and the enclosure effect of the High Street, The Square and adjacent streets give Petersfield the characteristics of a market town and a link to its history as the focus of the surrounding agricultural community and a staging post on the road to Portsmouth.

Victorian and Edwardian residential development focussed around the railway station and along the main London/Portsmouth Road. Later developments at Bell Hill, Pulens Lane and the Causeway were built between the wars.

The Durford Road area was developed in the immediate post-war years, but until the late 1950s there was little pressure to build elsewhere in Petersfield. This changed in 1959 when planning applications to develop within the town were received “to develop 80 acres of land between Love Lane and Heath Road”. At this time, within the scope of the Hampshire County Development Plan of 1958, the County Planning Officer began preparing a Draft Town Map for Petersfield. By December 1960, the 79-acre tract of land now known as Herne Farm was advertised for sale in a national newspaper as “of interest to developers.” When, in 1962, the National Parks Commission proposed to designate the land as part of the future AONB, its new owner objected (in vain) to have the area deleted from the proposals.

The delays in finalising a planning policy for the town and in clarifying the allocations of land for development led to

considerable controversy over the next few years as developers attempted to redevelop the town, particularly the town centre. In 1968 the “Petersfield Planning Policy” was prepared by Hampshire County Council as a response to the development pressures on the town. It was officially adopted as a non-statutory document by the County Council in 1969 and, with the approved Development Plan and the adopted Country Conservation Policy, set out the local planning authority’s policy for the area.

It allocated five principal new areas for residential development:

- Between Love Lane and Heath Road - Herne Farm estate
- South of Cranford Road - Forest View or Kennet Road
- Between the railway and the road to Sheet - Ramshill (only partly developed)
- West of Tilmore Road to Kimbers (part)
- South of Durford Road to Rival Moor

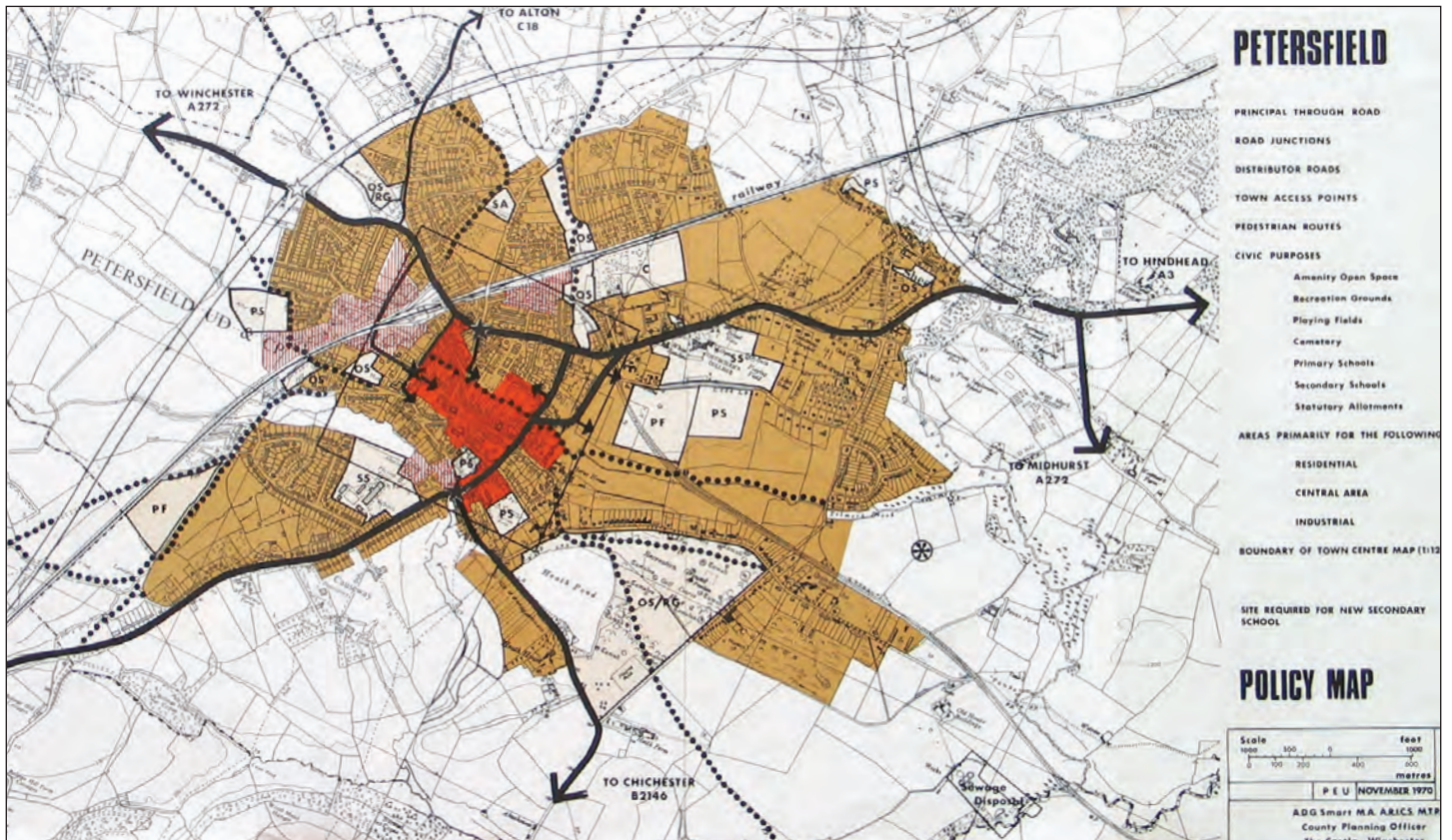
These areas were developed from the 1970s onwards.

The Plan also allocated “7.5 acres in addition to the land occupied by existing industries” for further industrial development, whilst recognising that “it is uncertain whether more land will be needed but the situation will be kept under review”. Petersfield’s largest employer at the time, ITS Rubber, left the town, as did UK Plastics and South Eastern Farmers. As a result, some additional land at Bedford Road was designated and the industrial base of the town developed in this area. Instead of extending into the countryside, Petersfield simply relocated its industry, into the limited space between the railway line and what became the Petersfield by-pass (the route of this road had been partly anticipated in the HCC’s Petersfield Policy Plan), while housing replaced the industrial units previously occupying town centre sites.

The HCC Mid Hampshire Structure Plan (adopted 1980) incorporated the Policy Statement and embodied restraint policies consistent with the AONB designation. The Petersfield Area Local Plan (October 1982) set out in detail how these would be applied in the central part of the East Hampshire District and emphasised the dominant aim of the plan as conservation. These policies were subsequently incorporated by the East Hampshire District Local Plan of 1993 and the subsequent reviews (1998 and 2006). The adopted plan, the East Hampshire District Local Plan, Second Review (2006) has been used as the basis of this Town Design Statement. The town of Petersfield, including Sheet village within its boundary, has remained almost completely within its original allocations of built development as proposed in 1969 and has hardly expanded further into the countryside since AONB designation.

5.0 Setting, Character and Landscape

Map 5 - Petersfield Policy Plan 1969



Source: Hampshire County Council, 1969

6.0 Design and Architecture Guidance

6.1 Design Overview

We have developed some general design principles that should apply to Petersfield and Sheet as a whole to ensure that their essential character is maintained and enhanced.

6.1.2 Design Guidance – Design and Architecture

Encourage a mix of housing, retail and small-scale commercial development in the town centre, respecting the character of existing buildings and layouts and ensuring a high quality of design and of public and private open spaces

Design new developments in existing residential areas to minimise adverse effects on surrounding properties and their neighbourhood, ensuring that densities are compatible with local character and scale

Demonstrate how proposals for new buildings will relate satisfactorily to the site and its surroundings and incorporate a landscape scheme and open space as appropriate

Permit backland development and infilling only if the character and scale of the proposal is compatible with the neighbourhood and there is satisfactory supporting infrastructure and safe access

Provide a variety of house types and sizes such as terraced, semi-detached or single - plot family housing appropriate to the setting and character of the local area.



6.2 Architectural Overview

When new developments are considered, the design of individual buildings needs to relate to their surroundings and locality. There is no specific “Petersfield Design” but there is a local vernacular, and the relationship to adjoining buildings and their characteristics is critical to a harmonious and welcoming neighbourhood. The need for sustainable design is considered separately below (Section 6.4), but should be central to all developments.

6.3 Traditional Local Design / Vernacular

There is difficulty in defining a unique Petersfield building design pattern or vernacular but hints can be derived from the historical availability of local materials and skills.



Architectural history is generally focused on the wealthy and the manifestation of their wealth in built structures. The buildings of the lower orders such as farm labourers and craftsmen are not well understood, partly because they have been poorly documented, and partly due to the lack of such buildings still standing. By their very nature, houses built of chalk or clay cob have been more difficult to preserve and they were replaced by more substantial building methods as prosperity grew.

Timber framing dominated up until the mid 17th century before brick and stone became more available. Most early rural houses were built under a single ridge finished with true gable or hipped ends. Increasing prosperity brought cat slide roofs over a larger ground floor followed by cross wing extensions and then court yard structures for the gentry. Early jettied houses were often introduced to express the fact that the owner could afford a first floor. It is interesting to note suggestions that Hampshire was a county of plain carpentry that produced timber-framed housing almost entirely lacking in ornament. Timber was for a long time a natural and available building material for inhabitants in Petersfield until harvesting of oak for ship building devastated stocks simultaneously as brick building technology was developed.

Hampshire has not been blessed with resources of fine building stone. The houses of the wealthy used imported stone from other counties to display the design, taste and wealth of their owners. Local softer sandstone and malmstone, both at times with traces of iron, was used in the houses of ordinary people as a cheap building material, often being quarried locally. Flintstone could also be found in abundance in ploughed fields and was used in rubble wall construction. Clay burning techniques and brick construction gradually developed as natural resources were used from brickworks along The Causeway and in Stroud. Local clay produced a warm red or brown terracotta colour, depending on the temperature of the kiln and the position of the bricks within it. The same applied to roof tiles of which the early plain tiles always were peg tiles. Timber-framing dominated in agricultural buildings until the 19th century, when they were superseded by brick and flint in Victorian buildings. The 20th century saw the arrival of steel framing.



Traditional style flint wall

6.0 Design and Architecture Guidance

Note the softer more attractive mortar joints in this flint wall compared to clumsy mortar ridges now often seen.

Petersfield is a market town that partly developed because of the cross roads leading east west and north south. This is expressed as a natural transition in style from the surrounding open countryside into the centre of the Market Square: the simple straight forward country cottage to the more ornate buildings in town.

Roofscape is very important in Petersfield with the town sitting beautifully concealed in the landscape with mainly roofs and chimneys forming part of the visual pallet when seen from surrounding hills and higher view points. The 40 to 45 degree plain clay tiled roof has dominated for a long time and blends in well in both shape and colour. At times the shallower imported slate and 30 degree pitch was used for a more classical style or for common lean-to construction. The importance of variety of the roof line can be seen in Princes Road and Rushes Road with the former presenting a dull uniform line on the east side. Rushes Road displays a mixture of eaves lines and gable ends with some variety to ridge lines.



6.3.1 Design considerations

- Petersfield enjoys the unique opportunity to rediscover, strengthen and develop a local vernacular or building style. The town is the largest settlement in the country washed over by an AONB and is the second largest town in the South Downs National Park. Sustainability and a close relationship to this near natural resource should encourage the use of local and natural materials following traditional patterns as well as evolving new.
- Try to use simple rectangular shapes as starting points for any design. Look at traditional countryside Hampshire

buildings where the timeless simplicity of design and proportion is obvious to the eye.

- Consider that texture of materials is more important than ornament for the majority of buildings. Natural materials usually bring the surfaces alive in an effective simple way.



6.0 Design and Architecture Guidance

- Sensitive choice of colour is essential to a building that is to live in harmony with the Hampshire countryside. It is unfortunately very easy to pick out the white of the Danish Bacon factory or the angry red of the Taro centre swimming pool from the top of Butser Hill.
- When designing roofs avoid the temptation to disguise an upper floor as a roof unless of a traditional roof construction. Top floors of buildings that are pretending to be roofs and without the eaves overhang seldom work, for example Castle Gardens in Swan Street or Dolphin Court, High Street. The same applies to cut off roof pitches with 'flat hats' for the gain of space. These seldom fool the eye to believe a fully pitched roof is present.
- The Petersfield colour palette was originally derived from local clay products and locally collected stone. Warm red multi brick, lime mortar, malmstone sometimes with galletting, flint stone knapped or whole. Render and whitewash was gradually introduced to become commonplace and then partly to improve external wall weathering and at times fashion.
- Consider a vertical emphasis to gable ends and to openings in walls as traditionally seen around Petersfield.



- Design shapes of roofs, select materials and colours with the setting of Petersfield in the landscape in mind.
- Views out to the countryside and surrounding hills are very important and should be preserved and or enhanced whenever possible. This is part of the Petersfield identity.



6.0 Design and Architecture Guidance

- Encourage small scale well designed contemporary buildings that reflect the time we are living in. This will add character and interest in a unique and organic way. Note that experiments to the scale of Dolphin Court are much too large and should be avoided as a small section of that building would have been sufficient as representation of the 1960s. Barclays Bank is a good example of a building that has grown into being a part of the fabric around the Square.



- Timber frame technology as a sustainable building method combined with locally sourced timber offers the opportunity to develop and add to a local and evolving vernacular. An example is the Arts & Crafts design, which has had a strong local influence particularly in nearby Steep.
- Be sensitive to the rhythm of scale in the existing street scene. As in music, monotony is dull while the introduction of accents, height - texture - length etc will add to the composition as long as the intervals of the bars on the whole are respected.
- The National Westminster Bank is an example whereby this imposing three storey building in an Italianate style

and alien yellow brick breaks the rhythm of the High Street in an exciting fashion. This impression would be completely destroyed if the entire length of the street was developed in the same way.

The National Westminster building



6.0 Design and Architecture Guidance

Part 2 Technical Appendices contain additional material illustrating the East Hampshire vernacular.

*Rowans Delicatessen, Lavant Street and
1 Rushes Road*

6.3.2 Design Guidance - Traditional local design / vernacular

New developments together with changes and extensions to existing buildings should respect the architectural surroundings, style, scale, materials and special features of surrounding neighbourhoods

Innovative and contemporary designs should be to the highest standards and be complementary to their context and buildings in their vicinity

Building heights should be relative to the scale of the locality and street scene and should respect the views and vistas of the local area, including the roofscape

New developments should make provision for the safe movement of people and vehicles, encouraging pedestrians and cyclists and the use of public transport, and have adequate off-street parking

Vehicles, refuse and recycling bins should not dominate the streetscape and there should be sufficient storage space for recycling and refuse bins

High quality materials for all paved areas should be used wherever possible; vehicular access arrangements should enhance the street scene; traditional walls, hedging and railings should define plot boundaries.

Two excellent examples of small extensions to existing buildings that respect traditional local design are to a house at 1 Rushes Road and to a commercial property - Rowans Delicatessen, at 4 Lavant Street. Both have been commended in their annual awards by The Petersfield Society, as projects that have a positive and beneficial impact on the design and environment of the town.



6.4 Sustainable Building Design

The Government believes that “climate change is the greatest long-term challenge facing the world today. Addressing climate change is therefore the Government’s principal concern for sustainable development” (Planning Policy Statement: Planning and Climate Change, Supplement to PPS 1). Sustainable building design helps to reduce greenhouse gas emissions and enable adaptation to climate change. Sustainable development is the core principle underpinning planning (PPS1) and is expected to underpin all planning proposals for new buildings, refurbishments and extensions. Sustainable building design principles should be considered at the beginning of the design process. Knowledge of this topic is constantly being reassessed and both requirements and guidance are being updated regularly by central and local government.

6.4.1 Design Guidance – Sustainable building design

New building designs should be fully sustainable, using quality materials (locally sourced if possible), compatible with local character and scale, meeting the highest standards of reduced carbon emissions and energy efficiency

The use of scarce resources, such as certain building materials, fossil fuels and water should be minimised

Buildings should be economic to run over their life cycles and fit the needs of the local community

Energy and carbon efficiency should be part of the design from the outset, so that energy consumption is minimised, with effective insulation, heating and cooling systems and appliances

Site character, topography, vegetation, watercourses and built features should be valued, sustained or improved

Travel by cycle or on foot should be encouraged in order to minimise the need for unsustainable transport use

Water and material recycling and garden composting should be encouraged

Sustainable drainage systems (SUDS) should be considered for all sites, as a drainage strategy

Suitable permeable surfacing material should be used for parking areas and pathways and water absorption encouraged.

6.4.2 Case study - Privett Green, Drum Housing

An example of a sustainable local development that has a high specification is the Privett Green Drum Housing Association Scheme. This has involved demolition of 58 prefabricated “REEMA” houses and their replacement with 148 new homes on this 4 hectare site. All homes are being built to a high specification of insulation to cut heating bills and reduce carbon emissions. They include a Structurally Insulated Panel System (SIPS) 140 mm thick; off-site manufacture for quality and speed of assembly; highly insulated and air tight construction; whole house ventilation with heat recovery; FSC (Forest Sustainable Council) timber windows and the installation of Solar Photo Voltaic and Thermal Panels to cut energy consumption and reduce carbon emissions.



Sustainable design, Privett Green development



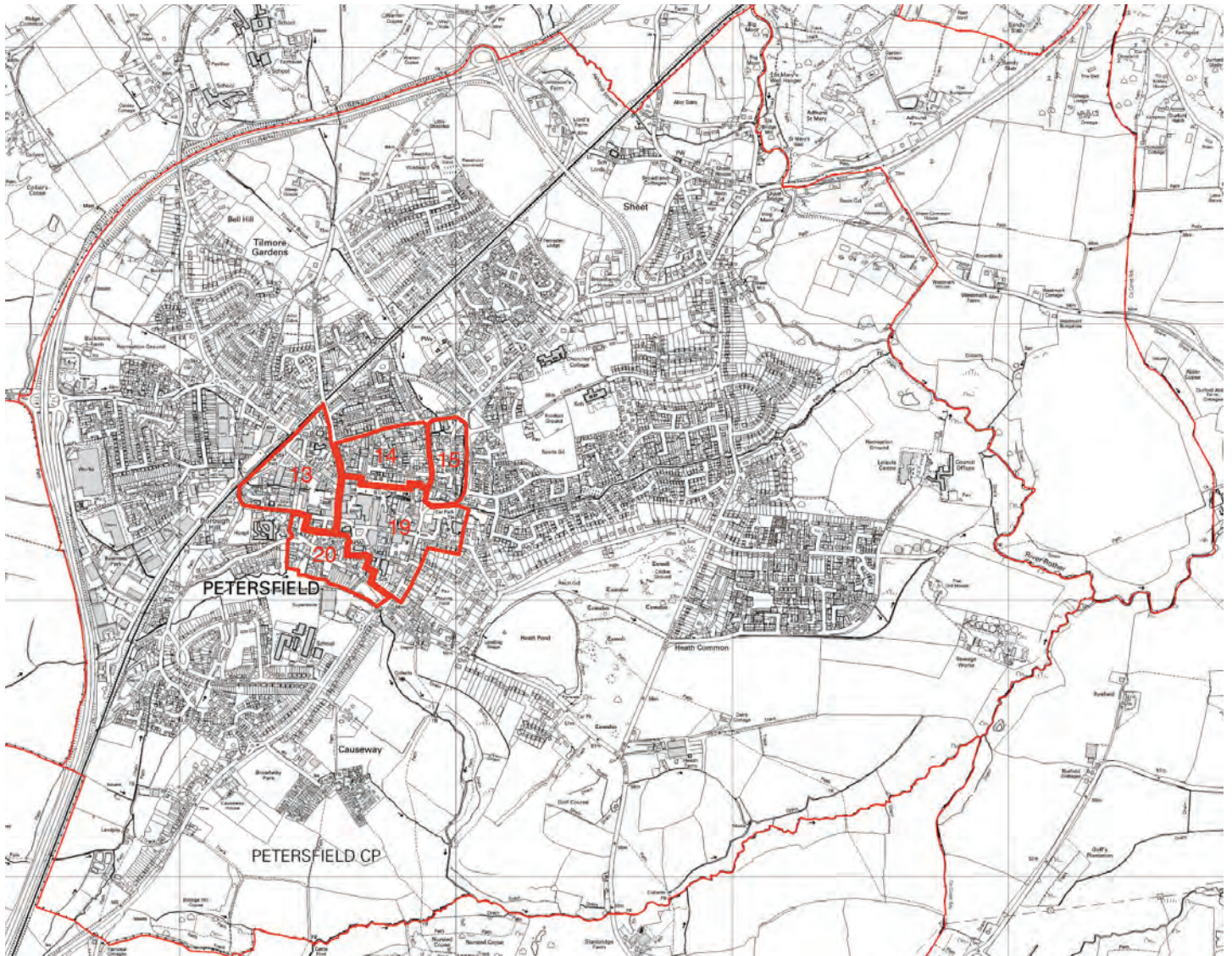
Drum Housing development, Privett Green

7.0 Designs for your Neighbourhood

7.1 Petersfield town centre - Areas 13, 14, 15, 19 and 20

7.1.1 Background

Map 6 - Petersfield town centre and Conservation Area



For the purposes of this guidance the town centre is defined as Areas 13, 14, 15, 19 and 20. This is a slightly larger area to that defined in the East Hampshire Local Plan, Second Review (2006).

The town centre is characterised by -

- its early medieval planned layout
- The Square with its emerging roads, alleyways and characteristic burgage plots
- trees and gardens providing a green aspect

- many historic buildings of varying ages and local architectural details
- prominent listed buildings and landmarks defining spaces and views throughout the town.

The Conservation Area generally matches its boundaries, but in addition the town centre also includes King George Avenue, Barham Road and Winton Road; Central Car Park; Grenehurst Way; Town Hall and Festival Hall and Car Park; parts of Hylton Road, Swan Street, Charles Street and the Swan Street and Castle Yard Car Parks.

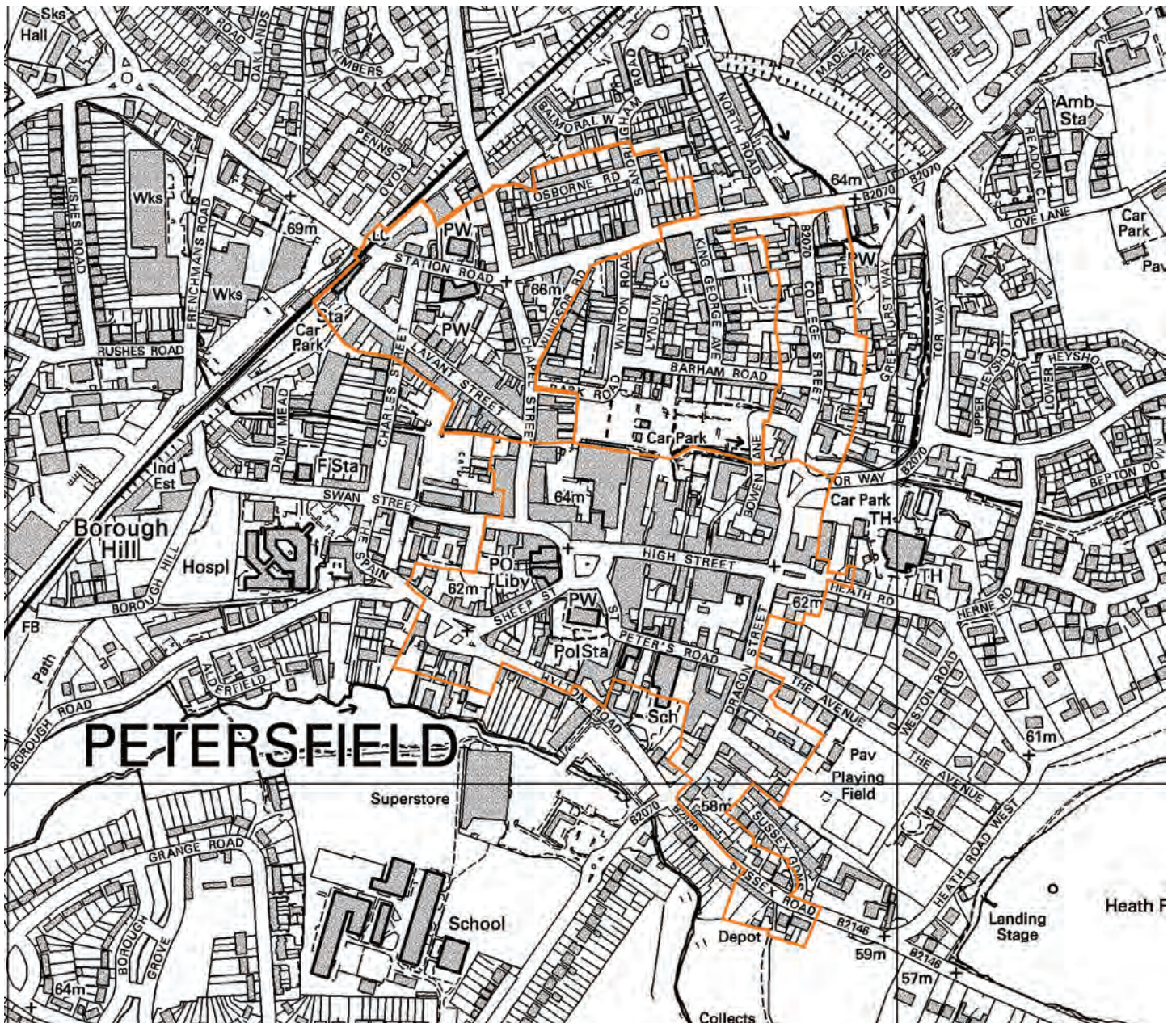
7.0 Designs for your Neighbourhood

7.1.2 Petersfield town centre Conservation Area

The Conservation Area has The Square at its heart, the focal point of the town and the location for many community events. Its charm and character are derived from gradual growth, the urban form of The Square and emerging streets, as well as the varied architecture and maturity of the two and three storey buildings. The

buildings surrounding The Square date from the 16th to the 20th century with a mix of later buildings and although they are varied in style and quality they provide a pleasant enclosure to the centre of the town. The Library is a significant late 20th century building that occupies an imposing corner position but it successfully integrates sympathetic modern design with the much older buildings around the Square.

Map 7 – Petersfield Conservation Area



7.0 Designs for your Neighbourhood

Two prominent historic and unique landmarks complete The Square -

- The Grade I Listed Church of St. Peter
- The Grade II Listed Statue of William III – a centrally positioned, fine lead equestrian statue.



Square frontage including St Peter's Church and the Library

At the side of St. Peter's Church is the Flora Twort Gallery, formerly the artist's home and studio, now part of Petersfield Museum. This comprises an ensemble of historic and attractive buildings overlooking the churchyard.

Four main routes established in the Medieval period emerge and link this central core to distinct areas in Petersfield -

Sheep Street, to the southwest connects to The Spain

High Street and St. Peter's Road both connect to Dragon Street. This main route running north-south links these roads with Sussex Road and College Street.

Chapel Street, to the west, links The Square to Lavant Street and Station Road.

Sheep Street is lined on the south side by small-scale two storey 16th and 18th century terraced houses some displaying their original timber frame construction. It leads to The Spain which is an informal domestic urban square with a small green, consisting of a range of two and three storey town houses of the 17th century. These are clustered in distinct groups, stuccoed in pastel shades.



Sheep Street from the Spain and from The Square

The High Street owes its atmosphere as much to its tapering shape and general scale as to its architecture, and despite redevelopment of part of the south side in 1960s, it preserves a market town atmosphere. At the junction with Dragon Street are the centrally positioned War Memorial and a new clock opposite at 36 High Street. A number of alleyways run north and south linking the main street with gardens and groups of buildings, such as around the Folly Market. Much of the architecture, particularly on the north side, consists of a range of tightly grouped two and three storey buildings, many refaced in the 18th century with Georgian frontages, concealing their earlier 16th century construction. Many have been improved in recent years. These properties have mostly kept their original boundary walls, which define the 12th century elongated burgage plots.

7.0 Designs for your Neighbourhood

The Physic Garden, which was given to the Hampshire Gardens Trust in 1988, lies to the rear of 16 High Street. Part of it is laid out with a formal geometric pattern, typical of 17th century physic gardens. It is set in an ancient walled burgage plot and is characteristic of such plots and demonstrates the importance of open space within the area.

The High Street and The Square have been considerably improved, with widened footways, new paving, dropped kerbs and parking bays. A 20 mph zone and traffic calming have also been introduced.



St. Peter's Road runs parallel to the High Street and includes the original Victorian Methodist Chapel, the police station, Museum and Petersfield Infants' School. New courtyard developments have been inserted between St. Peter's Road and the High Street, providing additional housing and retail space.



A quieter lower High Street



View along the bustling High Street in spring and winter



St. Peter's Road police station

7.0 Designs for your Neighbourhood

Dragon Street is the main north-south distributor road, as it has been since the 16th century. A wide linear street, it has many buildings and groups from this period defining its shape. It has been successfully enhanced as part of an improvement Demonstration Project in 1993 to show the environmental benefits resulting from the by-pass construction. Pavements were widened with traditional paving flags, block paving was introduced for vehicular areas and appropriate lighting was installed, together with street furniture parking bays, bus shelters, planters and trees.



Dragon Street looking north

Sussex Road leads off Dragon Street and links the town to the Heath. Two-storey cottages and terraces of a local vernacular line Sussex Road, although the street scene is marred by unsightly electricity lines.



Sussex Road with overhead cables

College Street is to the north of Dragon Street and contains some of the town's oldest buildings dating back to the early 15th century. It was enhanced as a second phase of the Demonstration Project in 1995.



College Street

Chapel Street runs from the north-west corner of the Square and with Lavant Street and Station Road forms the link to the mid 19th century Railway Station. The railway influenced the arrival of building of the range of late Victorian and early Edwardian two and three storey shops, businesses and Victorian villas that characterise this part of the town (see paragraph 11.1. 2 below)

Lavant Street links the Railway Station to the town, along a road much altered from the original Victorian terraces that lined it. The 1960s series of shops on the north side, mostly flat-roofed and undistinguished - offer the opportunity for an improvement scheme and better signage that would encourage shoppers and visitors. The improvement scheme by Rowans Delicatessen at 4 Lavant Street shows what can be achieved by sensitive infilling and development (see paragraph 11.1.1 below)

7.1.3 Key Buildings

Two prominent churches (see photographs overleaf) provide a visual focus on the edge of the town centre and add to the roofscape. The Roman Catholic Church of St. Laurence in Station Road is Grade II listed, a cruciform church with a copper octagonal dome. The unlisted Methodist Church opposite St. Laurence, has a tall spire visible from many parts of the town. Other prominent buildings are St. Peter's Church in The Square and the Town Hall, just outside the conservation area, which dates from 1935 and is built in an art deco style. The Railway Station at the top of Lavant Street provides a focus to close views to the west.

7.0 Designs for your Neighbourhood



The Methodist and Roman Catholic Churches, Station Road

7.1.4 Issues

- Pressures for redevelopment that could affect the character of the town centre and Conservation Area
- The retention of key buildings so that future developments do not detract or lessen the overall distinctiveness of the centre
- Enhancement of pedestrian links to encourage better access for all
- The retention of the remaining burgage plots and preservation of green spaces, trees and hedges which typify the open nature of the town centre
- Reinstatement of damaged pavements which were used for the improvements to pedestrian access in the High Street and Dragon Street and which have contributed to major enhancements to the town centre
- Improved maintenance of Sheep Street pavements to enhance and improve its appearance and safety
- Ensuring shop frontages properly reflect the town centre's conservation status and historic character
- Inappropriate or insensitive advertising on Listed Buildings and within the Conservation Area. See photograph below.

7.0 Designs for your Neighbourhood

- Pressures on the residential areas on the edge of the conservation area around Barham Road, King George Avenue and Winton Road
- The impact of traffic and parking on these residential areas
- Grenehurst Way - the Village - a high density, well - designed modern housing estate, adjacent to the town centre, needs to retain its integrity
- Review parking around the Square to reduce its impact on pedestrians
- Traffic and parking issues in Charles Street, which is dominated by the Telephone Exchange
- Intrusive electricity lines in Sussex Road.



Example of inappropriate advertising on listed building in the conservation area



The Village

7.1.5 Design Guidance – Petersfield town centre (Areas 13, 14, 15, 19 and 20)

Preserve and enhance the character of the town centre Conservation Area by ensuring that the scale, design and proportions of new buildings are sympathetic to and consistent with the existing historic features of its layout and compatible with adjacent buildings and spaces

Respect the fabric of the buildings and their surroundings when new uses are developed for existing buildings and extensions and alterations are undertaken

Retain the pedestrian passageways and links between streets and car parks throughout the town centre and create further links when the opportunity arises

Retain burgage plots and gardens wherever possible to ensure that their unique character, coupled with green trees and open spaces, provides an openness and rural quality in the town centre

Protect existing trees throughout the town centre and ensure all diseased trees are replaced

Give preference to proposals for restoration, conversion or enhancement of older buildings of character rather than demolition or replacement

Ensure the use of appropriate materials and finishes and retain traditional features such as shop fronts, walls, surfaces and street furniture

Encourage new and existing retailers to implement the Council's Shopfront Design Guide.

7.1.6 Recommendations

The pressures on the Conservation Area from inappropriate signage and street furniture such as lighting need appraisal and audit, so that its integrity can be maintained.

Although the Village (Grenehurst Way) is not in the Conservation Area, it would benefit from a detailed Design Guide, so that its quality and character are preserved and future developments and changes are appropriate.

7.0 Designs for your Neighbourhood

7.1.6 Recommendations - to East Hampshire District Council (EHDC) or the relevant authority and Petersfield Town Council (PTC)

Undertake a Conservation Area Appraisal and street audit to ensure that the conservation policies are up to date and appropriate

Encourage the local residents to prepare a detailed Design Guide for the Village (Grenehurst Way) in consultation, to guide future changes, additions and house extensions, so that the quality and overall integrity of the estate is retained.



Poor pavement maintenance

Traffic and parking were investigated as part of the Petersfield Area Transport Study (published in 2000). Most of the recommendations for improvements to the historic core of the town centre have been implemented. However, measures to reduce the dominance of Tor Way and better signs to existing car parks which were proposed in the report have not yet been put into effect. In addition, the paving flags have not been replaced in the High Street and Chapel Street, where pavement improvements have been implemented and there has been damage from utilities, lorries etc. This is having a detrimental effect on the appearance of the scheme in the Conservation Area.

7.1.6 Recommendations – to Hampshire County Council (HCC)

Undertake a review of the Petersfield Area Transport Study, to review its effectiveness and those proposals still to be implemented

Ensure that where the streetscape has been improved with new paving flags, that these are reinstated and replaced when damaged, so that the appearance of the town centre is maintained

Undertake improvements to pavements and street furniture, as part of a continuous maintenance programme to enhance the Conservation Area.

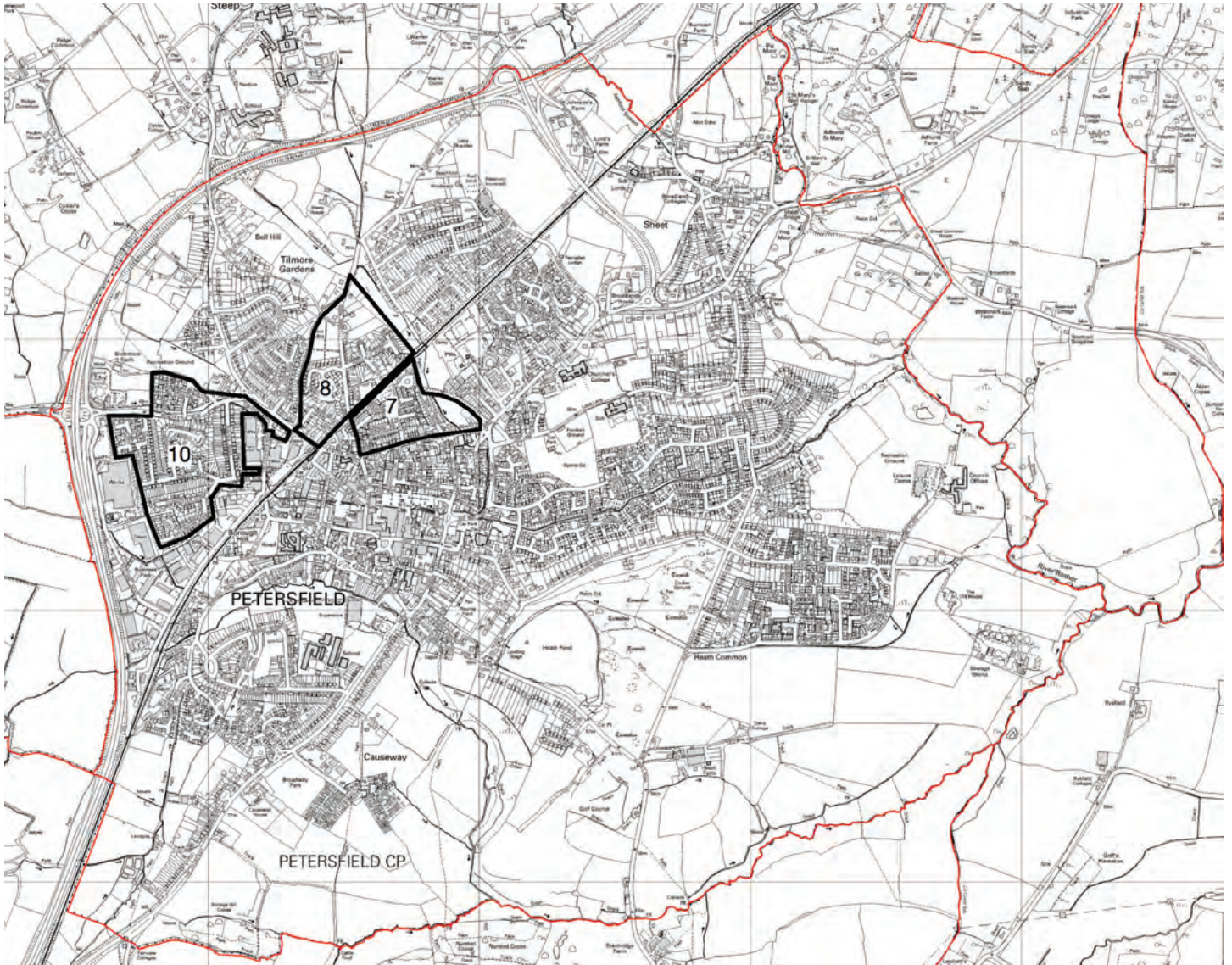


Parking and traffic in The Square

7.2 Older Housing Areas - Areas 7, 8 and 10

7.2.1 Background

Map 8 - Older Housing Estates - Station Road, Sandringham Road, Tilmore Road, Winchester Road, Rushes Road, Noreuil Road



7.2.2 Key characteristics

Close to the station and the town centre these residential areas are mostly late Victorian or Edwardian red brick semi-detached or terraced housing. There is some industry intermingled with housing in Frenchman's Road. Apart from the housing developments at Kimbers, Highfield Road, Belvedere Close and Balmoral Way, and the older detached houses at the top end of Tilmore Road (Area of Special Housing Character – refer to East

Hampshire District Local Plan, Second Review), these areas are characterised by –

- clearly defined building lines
- linear rows of housing
- mostly two storeys
- local red brick, with clay or clay-tiled pitched roofs
- prominent chimneys
- narrow plots
- little green landscaping
- mostly on-street parking.

7.0 Designs for your Neighbourhood

7.2.3 Issues

- The uniformity of design and use of local materials give the areas a sense of place, which needs to be recognised and enhanced
- New materials should reflect local building forms and details
- Parts of the area that are within the Conservation Area – Osborne, Sandringham and Station Roads – should be provided with a Conservation Management Plan to ensure their character and integrity are retained
- The scale and appearance of new developments, particularly extensions and dormer windows, should respect the street scene, building lines and adjacent housing
- The limited introduction, so far, of energy-saving measures such as solar panels, provides opportunities for new initiatives for sustainability which will need encouragement and guidance
- The visual and physical impact of traffic and congested on-street parking, particularly from station and town centre commuters, needs to be addressed and resolved
- The built-up nature of these areas mean that landscaping, trees and green features (such as the allotments in Tilmore Road) should be retained and enhanced, wherever possible, including water features such as Tilmore Brook.



Rushes Road

7.2.5 Recommendations – to EHDC and HCC

Prepare a Conservation Management Plan in consultation with residents of Osborne, Sandringham and Station Roads

Prepare and implement parking management schemes, as appropriate, to meet residents' needs and resolve parking issues.

7.2.4 Design Guidance – Older Housing (Areas 7, 8 and 10)

Ensure that the Housing Allocation H1 off North Road is fully integrated into the surrounding area, without prejudicing the green space of Tilmore Brook
(see Local Plan, Second Review)

Take account of Policy H9 Area of Special Housing Character at Tilmore Road to protect the special character of this group of houses
(see Local Plan, Second Review)

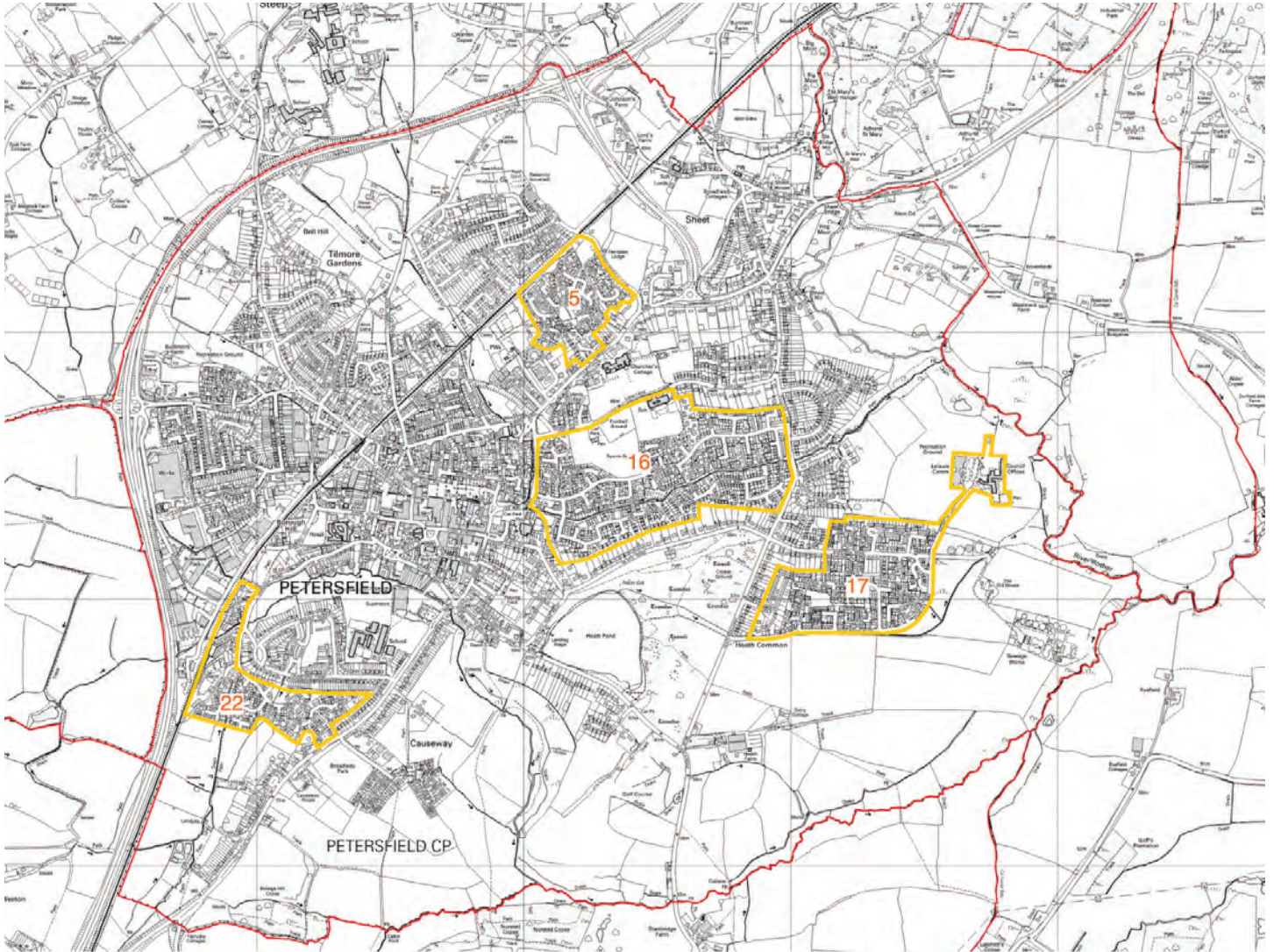
Protect and retain the allotments at Tilmore Road

Protect and enhance the biodiversity of the Tilmore Brook and its surrounding green space.

7.3 Newer Housing Estates - Areas 5, 16, 17 and 22

7.3.1 Background

Map 9 - New Housing Estates - Ramshill, Herne Farm, Rival Moor, Kennet Road



7.3.2 Key Characteristics

These estates were built after the adoption of the Petersfield Planning Policy in 1969 (see 5.2 above). They comprise a variety of new build housing - detached, semi-detached, terraced and apartments - mostly two storeys, with some bungalows with gardens, garages and extensive landscaping, such as green spaces, hedging and trees.

Road layouts consist primarily of a main spine through the estate and cul-de-sacs with linking paths for pedestrians. The areas are characterised by –

- open layouts with lower density in the earlier phases
- higher densities at Ramshill
- brick built conventional styles, reflecting national trends rather than local distinctiveness
- footpath links to the town centre and out to the countryside
- green landscaping, with trees, hedges and gardens
- community facilities at Herne Farm
- recreational opportunities at Herne Farm and Penns Place
- a river walkway at Herne Farm

7.0 Designs for your Neighbourhood

7.3.3 Issues

- The Ramshill Estate has been built to an overall design and layout that could face challenges to provide extensions and redevelopment
- Parking is limited on this estate
- The Love Lane Playing Fields provide recreational opportunities for Herne Farm
- Penns Place has a major traffic impact on the Rival Moor Estate
- Kennet Road has lost its pedestrian link to the countryside to the west of the bypass.



Barentin Way, Ramshill and Riverside walkway, Herne Farm

7.3.4 Design Guidance – Newer Housing Estates (Areas 5, 16, 17 and 22)

Any future developments of recreation and offices at Penns Place should properly reflect their location on the edge of the countryside and the impact of through traffic on the adjacent housing

Protect existing and develop further pedestrian and cycle links within the estates and to the town centre and countryside.

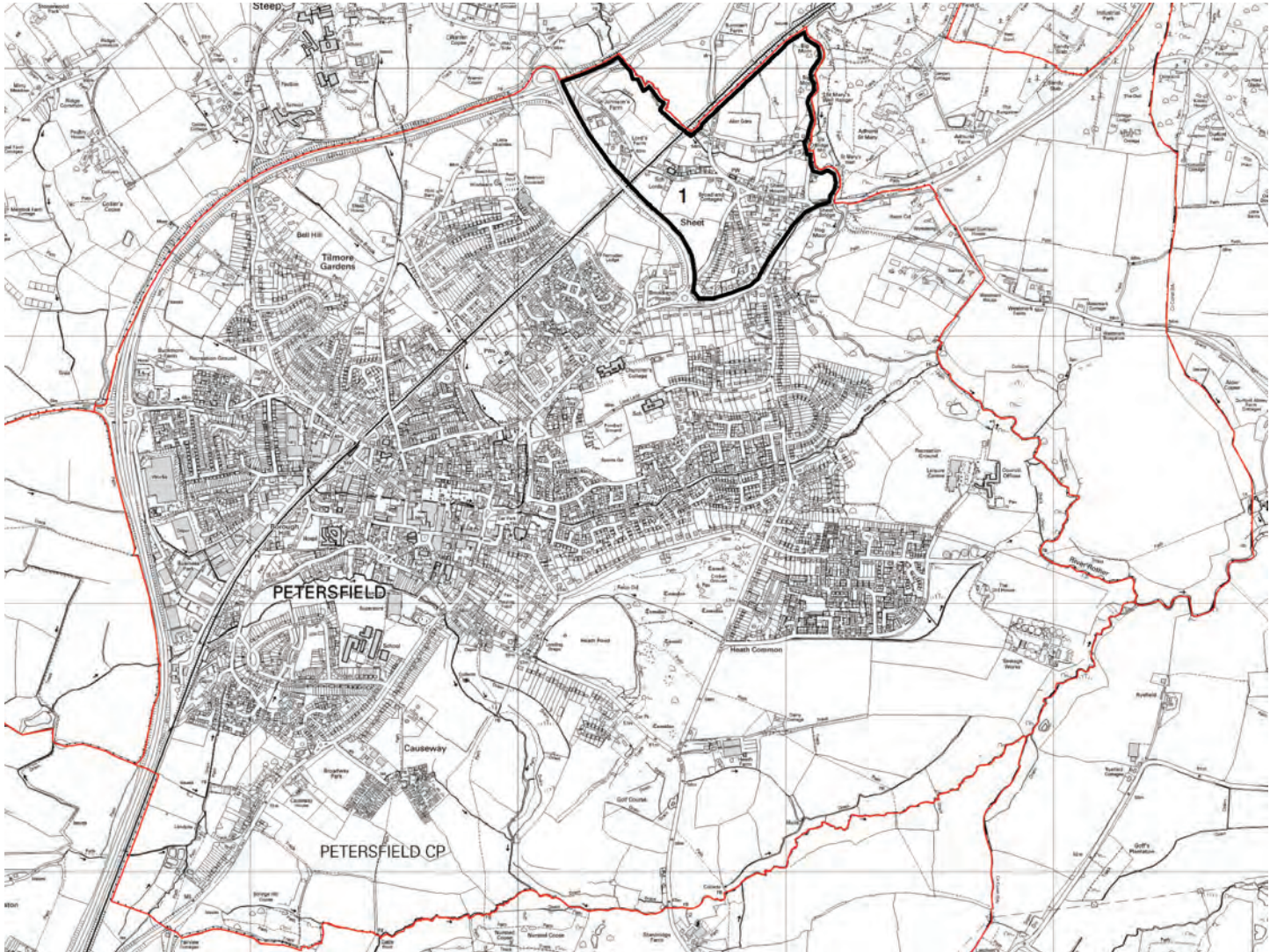
7.3.5 Recommendation – to EHDC, PTC

Encourage the residents to prepare and adopt a detailed Design Guide for Ramshill Estate in consultation, to guide future changes, additions and house extensions, so that the overall quality and integrity of the estate is retained.

7.4 Sheet Village - Area 1 (including Conservation Area)

7.4.1 Background

Map 10 - Sheet Conservation Area



7.4.2 History

The original village of Sheet began with two outlying mills beside the River Rother and its tributary the Ashford Stream. The natural crossing point of the River Rother was used by the cattle drovers, and the fresh water was used both for fulling and iron-working. During the second half of the 19th century the village grew to include School Lane, Inmans Lane and part of Farnham Road, with further development in the 20th century within the area bounded by Town Lane and the A3 as far as Village Street.

7.4.3 Key Characteristics

There are four distinct areas which together make up the character of the Sheet Conservation Area

Village Green, the horse chestnut tree and the Church of St. Mary Magdalen, constructed to the design of Sir Arthur Blomfield in 1869 during the height of “high” Victorian church building, are focal points of the Conservation Area with the church steeple providing a dominant and important viewpoint from Village Street, Town Lane and School Lane. The majority of buildings are small labourers’ cottages with one or two more substantial buildings such as Sheet House and the Queen’s Head Public House.

7.0 Designs for your Neighbourhood



Sheet village Green, St Mary Magdalen and cottages

Village Street is small in scale, comprising houses and small cottages from the 17th, 18th and 19th centuries. The terraced cottages are set almost on the edge of the road and, together with the tall sandstone and brick walls of Sheet House, create a narrow and intimate enclosure.



Cottages in Village Street

Farnham Road is dominated by the Church and slopes down to the Ashford Stream, with Bridge Cottage - formerly a tannery - and the terrace of Vale Cottages, which once housed the tannery workers and are white painted of uniform design some having original doors and windows.

Mill Lane is narrow and generally enclosed by high banks and buildings. At Sheet Bridge Mill, which dates from the early 16th century, the lane runs close to the River Rother

and there is a bridge and sluice for the Ashford Stream. Throughout the village, the building materials are mainly stone and red brick, with tile-hanging in places. Some of the cottages are rendered, stucco-painted or lime-washed with a varied roofscape of gables and hipped roofs, with dormer and gable windows in proportion to their roof lines.

Outside the Conservation Area, School Lane is mostly Victorian with cottages close to the road. The Primary School has a modern and attractive glazed extension at its rear. Town Lane leads from the Green towards the town and ends in a cul-de-sac; it is mostly Victorian but leads to more modern development. Similarly, Inmans Lane starts with Victorian housing becoming modern towards London Road. This mostly comprises typical 1930s suburban housing but also includes Old Sheet House from the early 17th century and The Half Moon. A milestone stands on the former A3 outside 6 London Road.

7.4.4 Issues

- The Conservation Area is characterised by mostly small-scale cottages and houses together with some significant buildings with a rural quality, which would be compromised by unsympathetic developments
- Any works need to ensure that the materials and scale blend with, and complement existing buildings and the character of the village
- Pressures to redevelop plots and existing houses on London Road could damage the character of the village, in terms of scale and the impact of traffic
- The separate identity of the village from the town would be lost by major redevelopment of plots on London Road
- The Primary School generates significant traffic in the rush hour and there is considerable congestion in School Lane.



Modern glass extension, Sheet Primary School

7.4.5 Design Guidance - Sheet Village (Area 1 including Conservation Area)

Preserve and enhance the character of the Sheet Village Conservation Area by ensuring that extensions and alterations to buildings respect the existing detail and built form of the village

Ensure that the design and character of new building development within the Conservation Area are consistent with the layout of the village and its buildings, streets and spaces

Ensure that the materials used blend with and complement existing buildings

Ensure that redevelopment of land outside or on the edge of the Conservation Area, particularly on London Road, respects the character and distinctiveness of the village, so that that it complements its unique form, rural quality and separate identity.

7.4.6 Recommendations – to Hampshire County Council (HCC) and East Hampshire District Council (EHDC) or the relevant authority.

Undertake a Conservation Area Appraisal and street audit to ensure that the conservation policies are up to date and appropriate

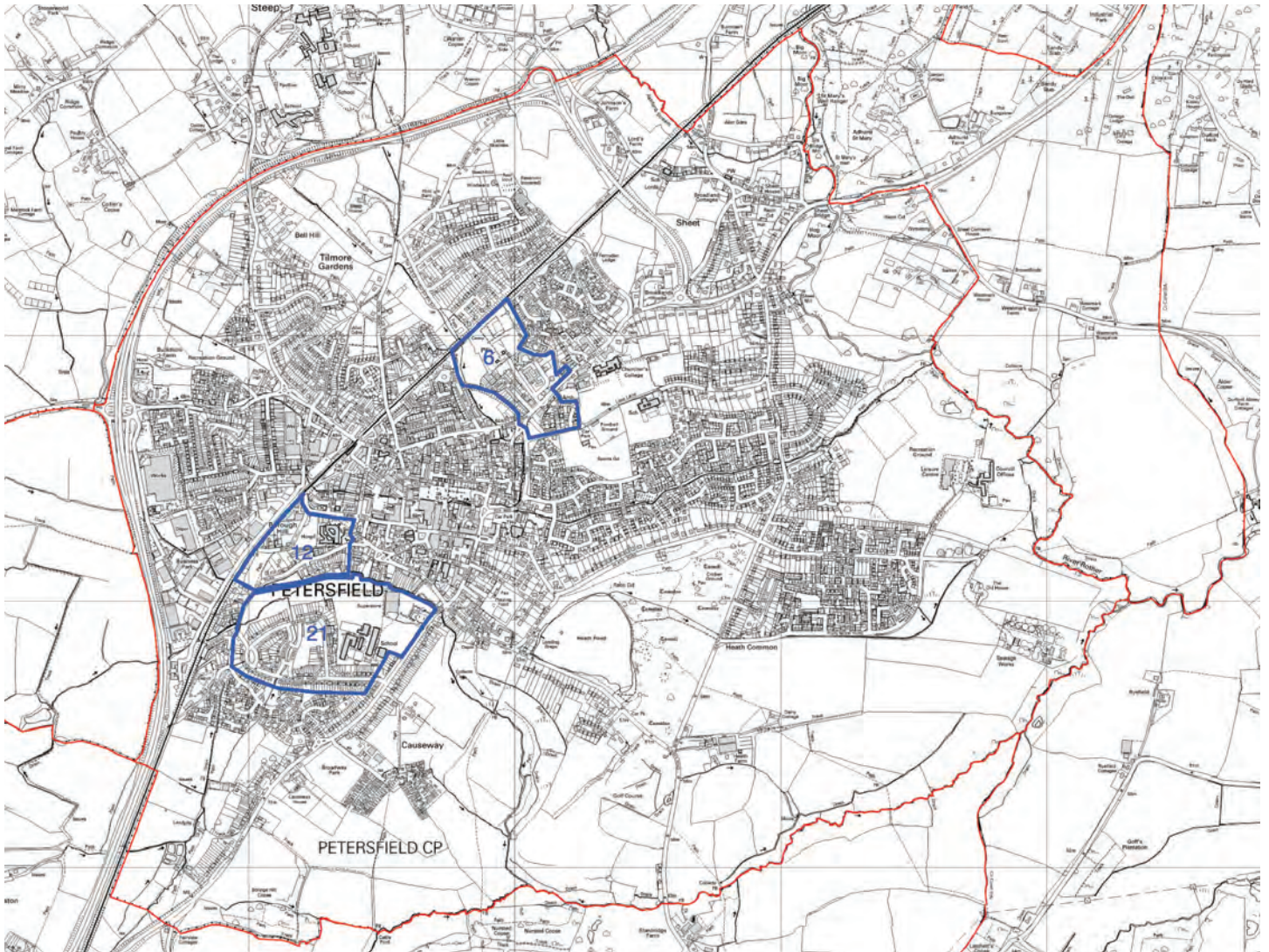
Undertake a traffic study of Sheet village to assess traffic speeds, sightlines and parking; carry out a pedestrian safety audit and implement solutions

Implement, revise and maintain School Travel Plans for the Primary and Nursery Schools.

7.5 Mixed Uses - Areas 6, 12 and 21

7.5.1 Background

Map 11 - Mixed Use Areas - Rams Hill, Love Lane (inc. Community Centre), Madeline Road (inc. Cemetery); Borough Road (including Hospital); Cranford Road (including The Petersfield School, Tesco)



7.5.2 Key characteristics

These areas comprise mostly housing adjacent to (or, in the case of Tesco, part of) the town centre. They have a mix of uses - the cemetery, community centre, offices, Hospital, Petersfield School - all providing variety and openness in contrast to the Victorian terraces of the older housing areas and the modern suburbia of the newer estates. They comprise -

- Varied housing in the older Ramshill, including an elevated footway, the Old Workhouse, the pre-cast concrete Community Centre, the Victorian chapels of the Cemetery and Workhouse
- An Area of Special Housing Character designated at Ramshill (refer to Local Plan, Second Review)
- The former railway embankment at the junction of Love Lane and Tor Way, now covered with semi-mature trees
- The low rise Hospital, Drum Housing Offices (replacing the old hospital), a mix of flats, detached houses and bungalows along Borough Road
- Important views to the surrounding hills from the green spaces of High Meadow and Borough Hill Playing Fields
- The idiosyncratic forge on the corner of Swan Street and Charles Street
- The replacement of the REEMA two-storey housing in Grange Road, trebling its density

7.0 Designs for your Neighbourhood

- New high-density Housing Association development of houses, bungalows and flats with innovative energy saving designs and a new road layout on Grange Road
- A small HCC depot/industrial estate
- Semi-detached small scale housing along Cranford Road
- The Petersfield School - a 1950s style glass and brick building
- The Tesco Store - a standard design for this company
- The open area of the Cemetery
- Water meadows, stream and play areas providing important green spaces in Borough, Grange and Cranford Roads.

7.5.3 Issues

- The future of the railway embankment opposite the Community Centre
- The poor design of extensions to properties on Borough Road
- Further energy saving measures for existing housing
- Peak hour traffic at The Petersfield School (see recommendations for Churcher's College, below 7.7.5)
- The impact of the development of the Tesco Store on its surroundings
- Protection, enhancement and maintenance of the green spaces and water meadows.



7.0 Designs for your Neighbourhood



7.5.4 Design Guidance – Mixed Uses (Areas 6, 12 and 21)

Take account of Policy H9 Area of Special Housing Character at Ramshill (Local Plan, Second Review)

Protect from development and enhance the urban green spaces and water meadows to encourage biodiversity

Special attention should be paid to the impact of the Tesco store on its surroundings in terms of traffic, noise and light and appropriate mitigation measures introduced as necessary.

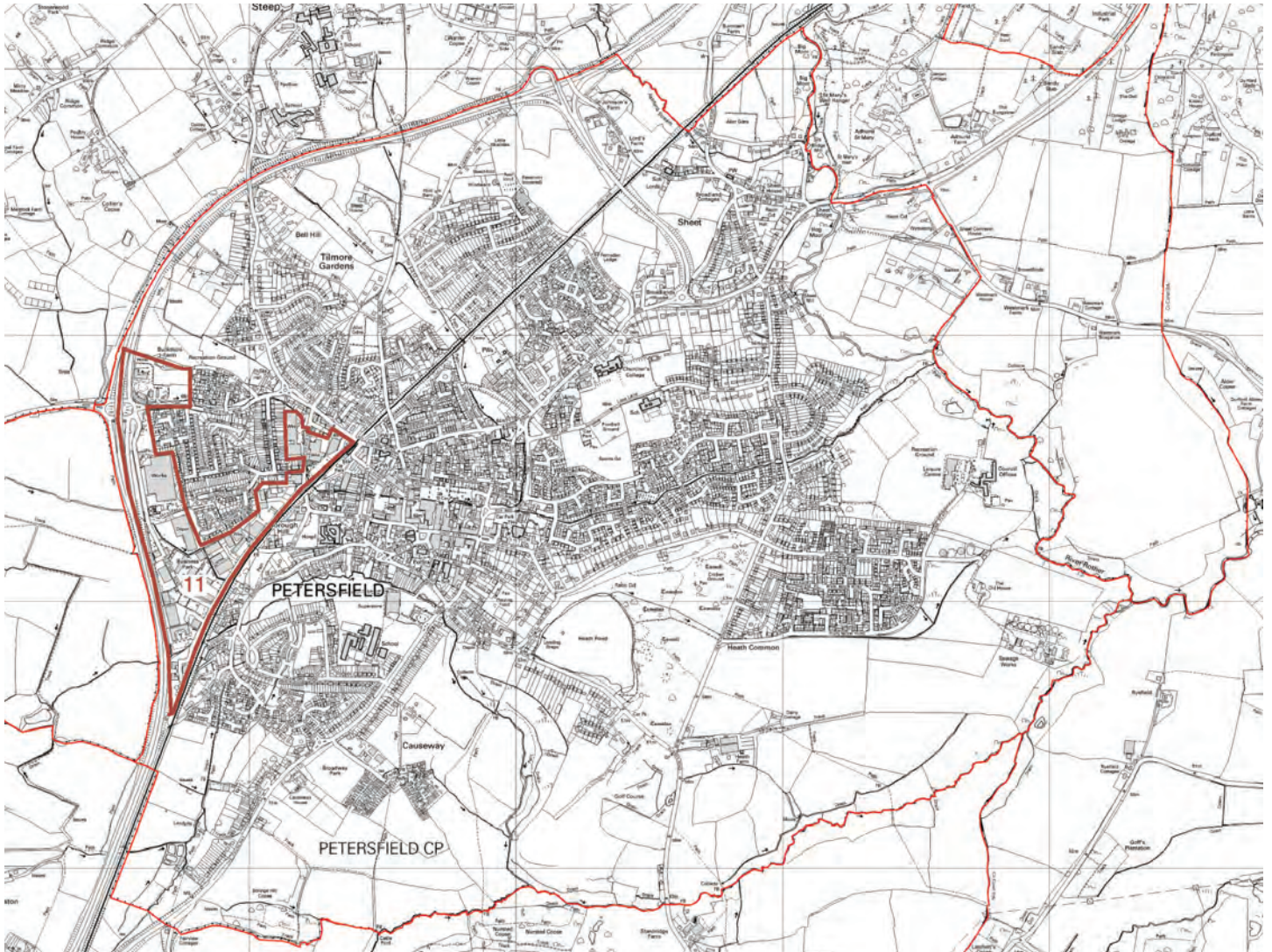
7.5.5 Recommendation – to EHDC

Prepare detailed design guidance for extensions and dormer windows to improve the overall appearance and coherence of the area.

7.6 Commercial and Industrial Area 11 (Bedford Road Estate)

7.6.1 Background

Map 12 - Industrial and Commercial Area



7.6.2 Key Characteristics

The main commercial and industrial area of the town lies to the west of the railway in an enclave between the railway and the A3 bypass. It is an appropriate location for commerce, with direct access via Bedford Road to the roundabout on the A3 and the main London to Portsmouth Road. The services area of Buckmore Farm comprising at present, a hotel, and a restaurant, service station with shop are also readily accessed from the A3 roundabout. The main estate is characterised by –

- Older steel-frame buildings of block or brick, with corrugated roofs
- Modern brick and tiled office developments
- Poor landscaping, with some open and neglected spaces and untidy compounds
- The early development of the estate, seemingly sporadic and haphazard without cohesion
- A major building for the Danish Bacon company that dominates its surroundings and is out of scale
- Parking difficulties in parts of the estate, causing access and egress problems for vehicles
- Poor signage and an absence of cycle lanes
- A HCC waste and recycling facility
- The oak tree at Buckmore Farm adjacent to the restaurant and hotel, which is an important landscape feature.



Vision Park



The Danish Bacon factory

7.6.3 Issues

- Overall design guidance for future redevelopment is required for the older parts of the estate, to ensure better cohesion and improve its appearance
- Future developments should be assessed in terms of scale and impact on their surroundings including views into the estate from outside
- There is a lack of small “starter” units for local businesses
- A signage, traffic, parking and cycling plan is needed to improve access and movement within the estate
- Landscaping and water features need to be enhanced and maintained
- Development of Buckmore Farm (Allocation IB 1) (see Local Plan, Second Review) will be in a prominent position at the entrance to the town, on its rural edge and adjacent to housing and the Bell Hill Recreation Ground. It is an important prestige site, in a key location that could attract new businesses and encourage local enterprises looking to relocate to new and modern premises.

7.0 Designs for your Neighbourhood



7.6.4 Design Guidance - Commercial and Industrial Area 11 (Bedford Road Estate)

When the redevelopment of older buildings and sites is proposed, take account of the need to ensure an overall standard and cohesion for the Estate, so that its appearance and quality is improved

Ensure that the scale and impact of new developments is minimised on the wider landscape taking account of the views into the Estate from the surrounding areas

Protect and enhance landscaping and water features together with the public realm to improve the amenity of the Estate

Development of the Buckmore Farm allocation should respect the character of adjacent rural, recreational and residential areas with an appropriate design for this prominent gateway site.



Parking near industrial units and Buckmore Farm

7.6.5 Recommendations – to HCC and EHDC

Prepare a management plan with suitable signage and facilities for traffic, parking and cycling

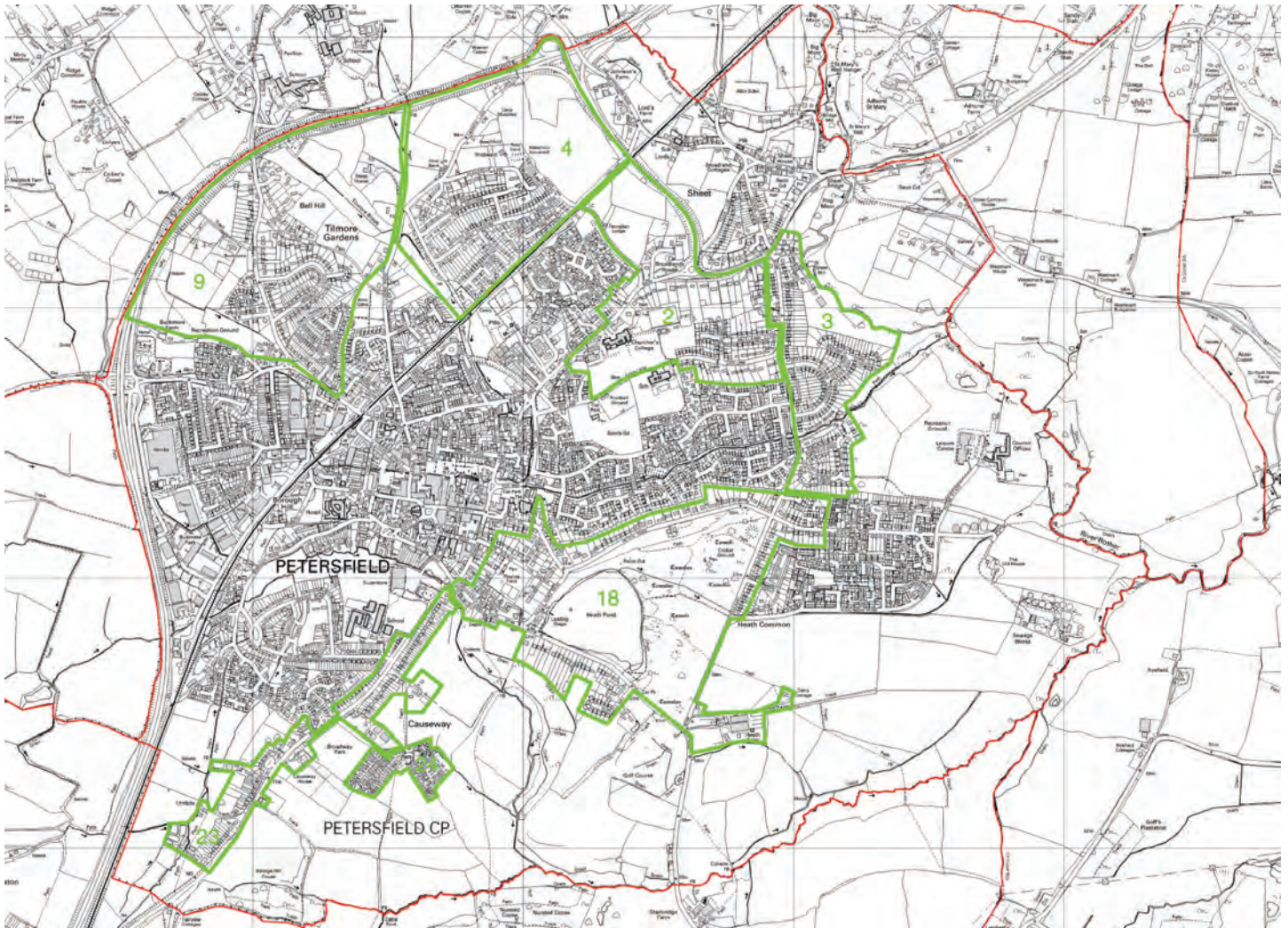
Investigate the provision of “starter” industrial units to encourage local small businesses

Prepare a brief for the infrastructure required for Buckmore Farm and seek appropriate funding to develop this key site.

7.7 Housing on Rural Margins - Areas 2, 3, 4, 9, 18, 23 and 24

7.7.1 Background

Map 13 - Housing on Rural Margins - Love Lane, Ramshill, and Shear Lane; Pulens Lane and Crescent; Tilmore Gardens and Reservoir Lane; Bell Hill and Woodbury Avenue; The Heath; The Causeway; Broadway Park



7.7.2 Key Characteristics

These are mostly 1930s, 1950s or 1960s housing areas that adjoin the edge of the countryside surrounding the town. Sussex Road has some earlier housing situated close to the Heath. The housing is mainly detached or semi-detached two storeys, with some larger properties at Bell Hill, Shear Hill, Love Lane and around the Heath, with a scattering of bungalows, particularly at Tilmore Gardens and around Pulens Lane. Broadway Park is quite different and comprises Park Homes - all single storey and mostly timber-framed. Churcher's College on (Rams Hill) and the Heath are significant features in the north and south-west. The areas are characterised by -

- Solidly brick - built traditional housing (except Broadway Park)
- Their semi-rural character
- Medium density developments
- Gardens, off-road parking
- Trees, hedges and landscaping
- Open spaces and recreation area at Bell Hill
- Churcher's College, with its traditional buildings and recreation areas
- The Heath, with its Pond, unique landscape and historic Bronze Age barrows
- Water features such as the River Rother, Tilmore Brook and Criddell Stream
- Views out to the surrounding countryside and hills.

7.0 Designs for your Neighbourhood

7.7.3 Issues

- Retention of areas of Special Housing Character (refer to Local Plan, Second Review)
- The impact of Churcher's College on its neighbours in terms of traffic and any future developments
- Protection of gardens from infilling development
- Protection of trees, hedges and natural features
- Promotion of bio-diversity in green spaces and water areas
- Retention of paths and links to the countryside
- Clutter and intrusion of electricity lines around the Causeway
- Flooding risk from the Criddell Stream.



Fields and housing



Playground

7.0 Designs for your Neighbourhood



Churcher's College entrance gate

7.7.4 Design Guidance – Housing on Rural Margins (Areas 2, 3, 4, 9, 18, 23 and 24)

Take account of Policy H9 Areas of Special Housing Character (Local Plan, Second Review) –

- Love Lane
- Shear Hill
- Bell Hill
- Heath Road West
- Heath Road East
- Sussex Road

Ensure that the open character of Churcher's College is retained and that any new or redeveloped buildings or facilities are constructed within an agreed Master Plan for the School

Protect and retain the views into and out of the Causeway gateway vistas.

Respect the flooding risk of the Criddell Stream and protect the land at risk from development

Retain and upgrade Broadway Park, limiting development to its existing boundaries.

7.7.5 Recommendations – to HCC and EHDC

Consider extension of Policy H9 to Bell Hill Ridge and Coxes Meadow

Review regularly and encourage up to date School Travel Plans to address parking, cycling and access issues.

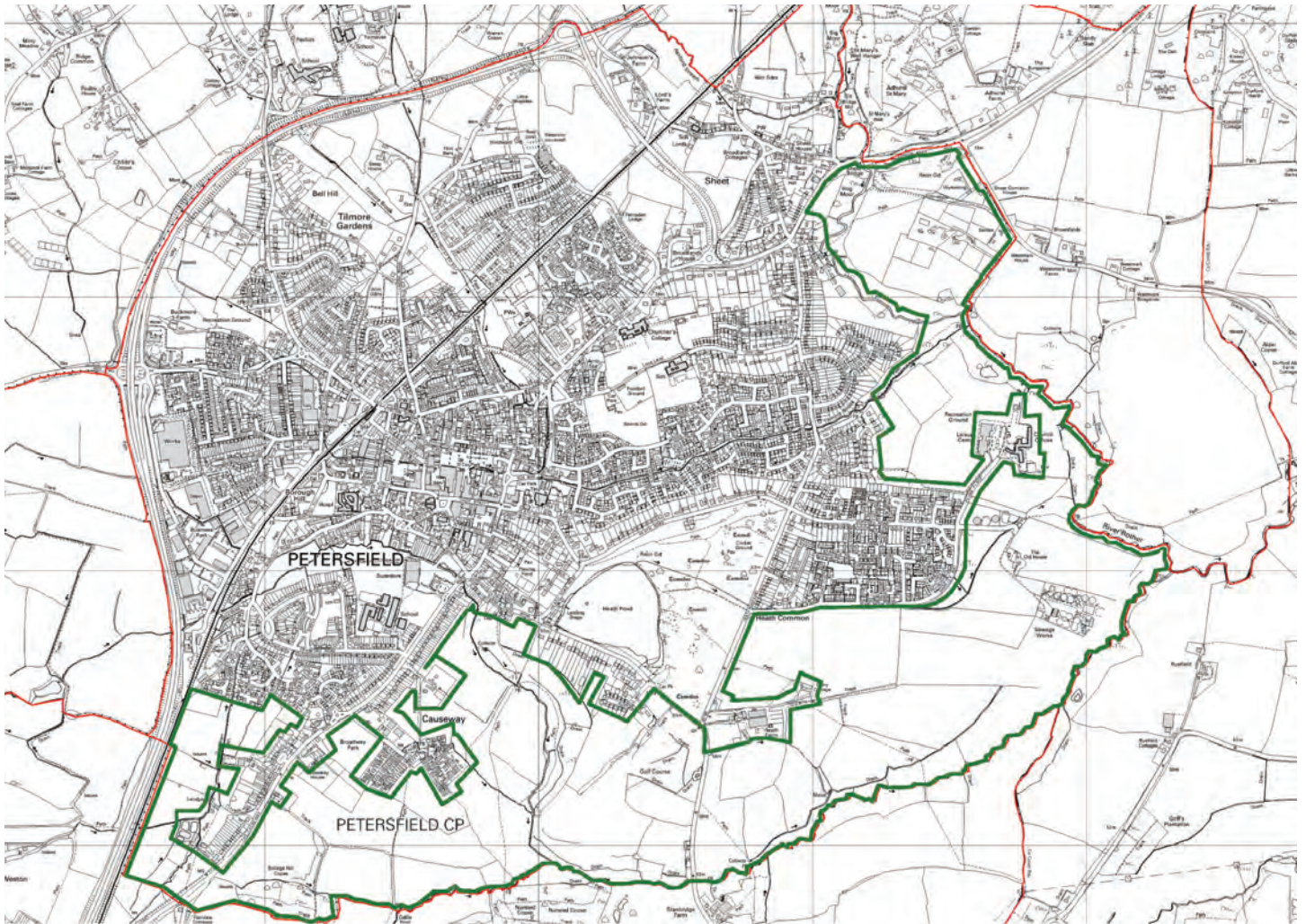
Undertake a traffic study and signs audit of Pulens Lane and its junction with London Road/Heath Road East and its junction with Sussex Road. Implement solutions to slow traffic speeds, encourage cycling and promote safe crossing routes to schools and Penns Place

Prepare and implement an enhancement and maintenance plan for Bell Hill Recreation Ground in consultation with local residents.

7.8 Countryside within the Petersfield Parish Boundary - Area 25

7.8.1 Background

Map 14 - Countryside within the Petersfield Parish Boundary



7.8.2 Key Characteristics

Petersfield lies in a shallow dish of land traversed by streams and tracks. Green fingers link the town to its surrounding countryside.

To the north and west of the town, the A3 (T) by-pass is a significant development boundary and by a local but significant green gap, the built-up areas of the town are separated from Steep and Sheet (Policy C12 Local Plan, Second Review).

Sheet is equally well defined by the A272 road link to the bypass and its local gap, the Ashford stream and the Adhurst St. Mary Estate.

To the east, flat farmland runs almost uninterrupted to the Heath. The River Rother skirts Penns Place and its recreation ground, which forms a natural edge to the town.

To the south, open farmland along Rival Moor Road and the Heath are the boundaries. The Causeway extends the town in a ribbon into the countryside, bounded to the east and west by green fingers, which, with their footpaths, run almost to the heart of the town.

Further to the south, Buriton is separated from the town by a significant farmland gap.

7.8.3 Issues

- The designation of the South Downs National Park and its boundary will have a major influence on planning policies for this area
- Green fingers and significant gaps are subject to development pressures
- It is important to preserve the separate identities and boundaries of Steep, Sheet and Buriton
- Views into and out of the town are important and should be protected.

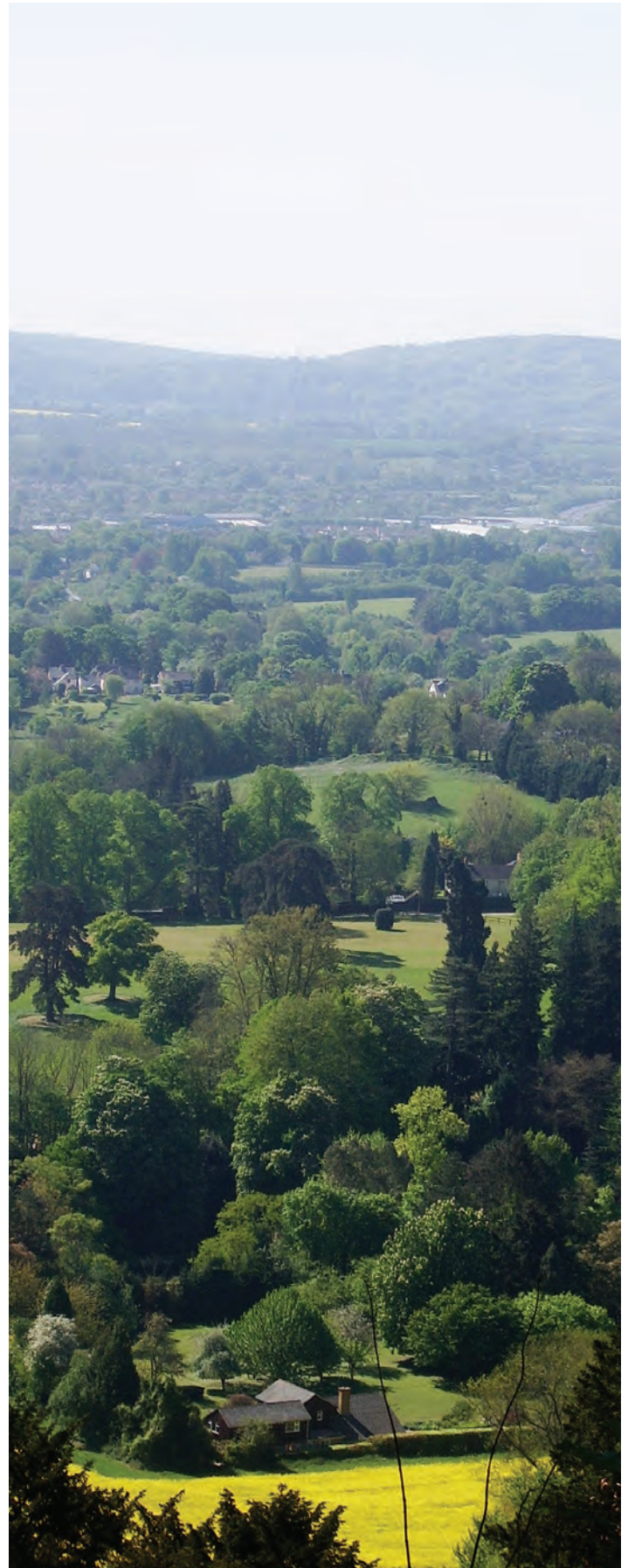
7.8.4 Design Guidance – Countryside within the Petersfield Parish Boundary (Area 25)

Retain the green fingers and links to the countryside to ensure that the town's unique setting in the South Downs National Park is protected

Ensure that the special market town character that relates it to the surrounding countryside is preserved and enhanced

Protect the open setting of the town and its surroundings and the separate identities of the surrounding villages

Respect current settlement boundaries and ensure that any new development on the edge of the boundary is related to its landscape and views into and out of the surrounding countryside.

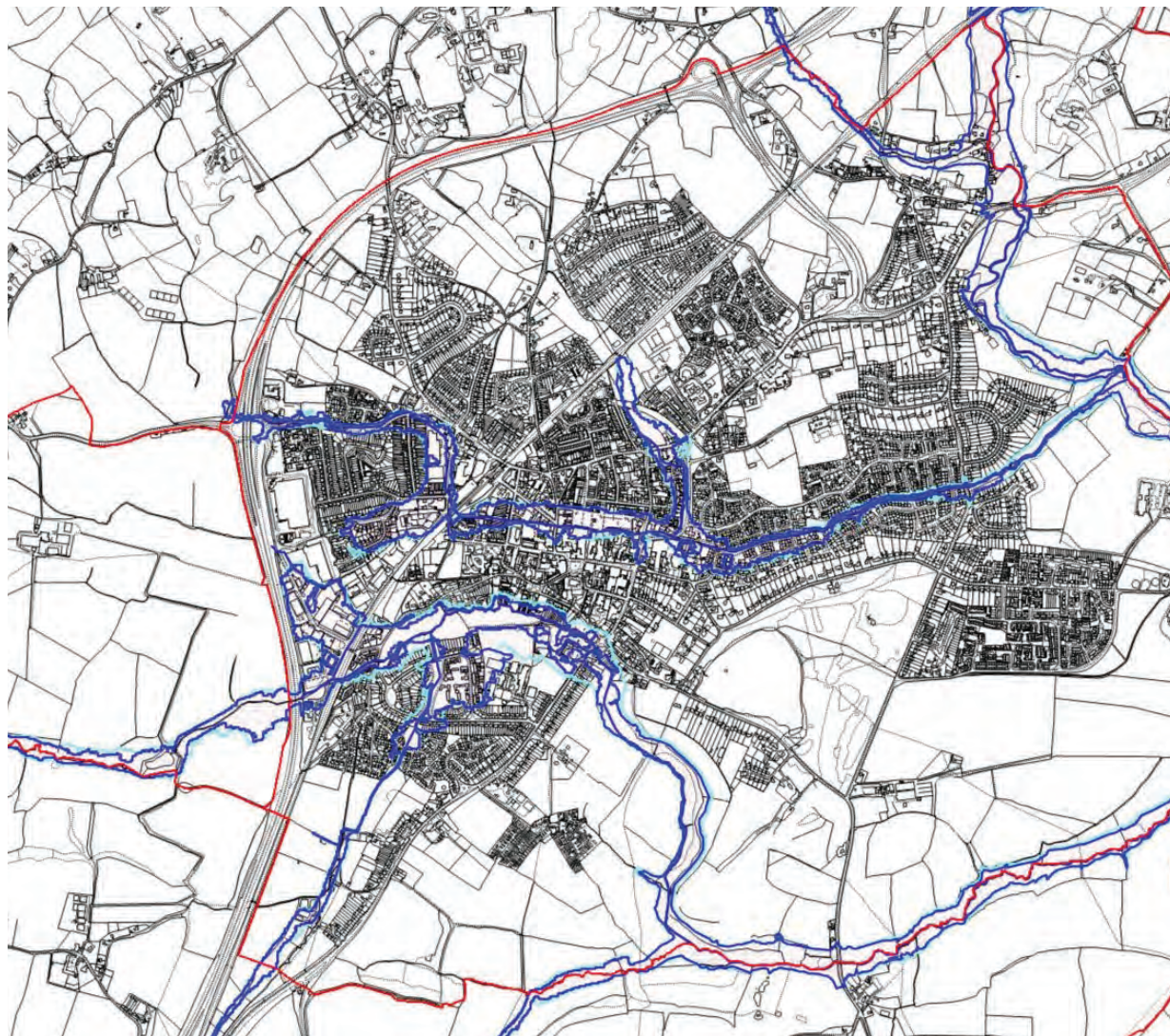


View from Hangers towards Steep and Petersfield

8.0 Natural Environment

8.1 Water and flooding

Map 15 – Map showing flood zones provided by the Environment Agency



The River Rother and its tributaries provided water for industries and gave the town an unusual network of streams; brooks and streams flow through the centre of the town and the two central car parks where they are culverted. In parts of the town centre, the streams are hidden and unkempt, however, the Tilmore Brook, which flows through the Herne Farm estate, has been well landscaped and a footpath which leads to the River Rother. Criddell Stream passes through meadows between Borough Road, Grange Road, The Petersfield School and the Tesco store. Both have been subject to flooding in recent years.

In 2007, EHDC commissioned Halcrow to produce a Strategic Flood Risk Assessment (SFRA) in accordance with government guidance, Planning Policy Statement 25. The SFRA provides an overview of the methodology,

assumptions, uncertainties, tasks undertaken and links to the wider sustainability appraisal process. It provides policy recommendations and guidance for the application of the 'Sequential Test', the preparation of Flood Risk Assessments and the use of sustainable drainage systems within the District.

Its main message is that the floodplain is one of the most important measures against flood risk and should be protected and, where possible, increased. Flood risk needs to be taken into account at all stages in the planning process, to avoid inappropriate development in areas of risk from flooding and to direct development away from areas of higher risk.

This Design Statement endorses the Halcrow report and accepts its proposals and recommendations.



Stream and landscaping, Herne Farm



Poor state of stream through town centre

8.1.1 Design Guidance – Water and flooding

Take account of flood risk and ensure that the flood plain and river corridors throughout the town are protected from inappropriate development

Where acceptable in terms of flood risk, enhance landscaping, recreational access and biodiversity, particularly in the town centre.

8.2 Open spaces and trees

Petersfield has a significant area of open space - The Heath provides character and ambience, with nature conservation, archaeological and recreational features.

Green corridors and spaces link the town to the countryside from all directions: Tilmore Farm to the north-west, Lords Farm to the north, Sheet Common to the north-east, the River Rother and its nature reserve to the east; the Heath in the south-east, to the Causeway to the south and Bell Hill to the north-west. These green fingers help retain the rural character of the town and link Petersfield to and help conceal it from the surrounding countryside.

An example is the land along the River Rother and Tilmore Brook, which is of considerable local ecological interest and is part of the more extensive green corridor along the River Rother Valley. This valley is of regional importance and designated a Site of Importance for Nature Conservation (SINC). Following a Nature Conservation Management Plan, the Rotherlands Conservation Group has worked to transform the area into a wildlife haven and riverside walk and the site was designated a Local Nature Reserve in 2004.

The town has been uniquely placed within the Area of Outstanding Natural Beauty (AONB) and its inclusion within the South Downs National Park, means that development will be expected to meet the high design standards expected within a National Park.



One of the town's 'green fingers', Tilmore

8.2.1 Design Guidance – Open space and trees

New development should take account of the needs of wildlife and encourage biodiversity throughout the town, including green corridors, open spaces and recreational areas, ensuring that these are reflected in maintenance and conservation programmes

Protect the green fingers that link the town to its countryside, improve footpath and cycle access and implement measures to enhance and encourage biodiversity.

Maintain individual specimens or groups of trees covered by tree preservation orders. Replace species when needed and ensure that for all new developments, landscaping including new and appropriate planting is always required.

Throughout the town there is substantial tree cover, with many prominent trees in key locations. They are in gardens, parks, and the Heath, as well as contained within landscaping schemes for car parks, the town centre and new residential areas such as Herne Farm and Ramshill.



Magnificent horse chestnut, Sheet Green

8.2.2 Biodiversity

The Biodiversity Action Plan (BAP) for East Hampshire highlights the contribution that local community based action can make towards protecting and conserving the natural environment. Priority habitat types identified as being relevant to Petersfield include Woodlands, Heathlands, Wetlands and Wildlife Corridors such as hedgerows, road verges, sunken lanes and arable field margins. In addition, it recognises the contributions made by allotments, parks, open spaces and grounds, previously developed land and notable trees.

The BAP proposes an assessment of the extent and composition of urban habitats such as gardens and hedges and anticipates that such an audit would reveal a rich diversity of plants and species. It suggests that the potential for increasing the biodiversity within the urban environment is very high and encourages the local community to get involved. An example is the creation of “dead hedges” on the Heath by the Friends of Petersfield Heath, which comprise brushwood and brashings (small branches, gorse etc) placed between chestnut stakes, set about 1 metre apart and varying about half a metre in width. This increases bio-diversity and avoids the need for bonfires.

Both the Petersfield Society and the 1st Petersfield Scout Group have been active in undertaking planting and improvement schemes on Tor Way (see paragraph 11.1.4 below) and Petersfield in Bloom continue to support and undertake planting and improvement schemes at the main entrances to the town.

8.2.3 Recommendation – to HCC, EHDC and PTC

Encourage the community, local groups, schools and employers to conserve and protect the natural environment. This should be undertaken by the planting of native species of trees, together with hedges, the development of allotments and the improvement of neglected areas.

8.2.4 The Heath

The Heath is located at the edge of the town, east of the town centre. It includes the Pond, an extensive but shallow groundwater spring-fed pond (or small lake), dug in the 18th century. It is 8.9 hectares in size but on average only 1 metre deep. The Heath comprises some 36 hectares and is a mosaic of dry and wet acid grassland, improved grassland, heath, woodland and scrub.

8.0 Natural Environment

It is a Site of Importance for Nature Conservation (SINC) for its heath land and notable plant species and it is also an important archaeological site. Worked flints from the Mesolithic Age have been found and it has a high concentration of 21 Bronze Age barrows or burial mounds forming part of a Bronze Age cemetery. These are a Scheduled Ancient Monument.

Since Victorian times there have been a number of sports played here including golf, football, cricket, hockey, ice hockey (formerly on the pond in winter) and tennis. Since the 1820's, the Taro Fair has been held annually in October - formerly for livestock but now a fun-fair.

The Heath is crossed by two rights of way, it contains a children's play area, boating on the pond and a refreshment kiosk. The Pond has been fished for nearly 200 years.

The Friends of Petersfield Heath is an independent group formed in 1999 whose aims are to promote interest in the Heath; to preserve it as a natural heath land, grassland, woodland and water for the enjoyment of all who use it. They work closely with Petersfield Town Council in helping to manage the Heath and to undertake voluntary work where appropriate.

8.2.5 Recommendation – to PTC and Friends of Petersfield Heath

Implement the Heath Management Plan, so that the Heath continues to support the needs of wildlife conservation, informal recreation and sport whilst minimising their impact upon its archaeological assets.



9.0 Movement

9.1 Roads, railways, traffic, parking and cycling

The building of the railways and the development of the A3 as an important traffic route serving Portsmouth in both World Wars meant that the town retained its key position as a transport crossroads, linking to London to the north, Winchester to the west along the A272, and east to Midhurst.

The London to Portsmouth railway remains an important passenger route. The station is a transport hub and is very busy at peak times with trains, buses, taxis, cars and pedestrians. Bus services link the town with Winchester and Bishops Waltham to the west, Chichester, Havant and Waterlooville to the south, Midhurst to the east and Liss and Alton to the north. More local routes link the town centre and the villages of Buriton, Steep and Froxfield. More detailed recommendations relating to the Railway Station and traffic movements in the town are below and in paragraph 11.2.1.

The railway severs the town at Petersfield Station, with the level crossing closing to traffic between seven and eight times an hour at the peak, although less at other times of day.

The A3(T) bypass was completed in 1992, following many years of debate and two public inquiries in 1985 and 1988. A key issue in community consultations is the level of noise and its impact on local residents. Although at the time of construction and after a sustained campaign a tarmac surface was used rather than concrete, noise is still a major intrusion. A quiet road surface, using the latest materials would be a considerable improvement.

9.1.1 Recommendation – to the Highways Agency

The road surfacing of the A3 (T) should be improved, to minimise traffic noise.

The Petersfield Area Transport Strategy - published in October 2000 - set out a series of proposals for the town. Many of these have since been implemented, including those for the town centre. Additional issues have since arisen, including –

- the possible pedestrianisation of the High Street, either when the monthly Farmers' Market is held, or on a permanent basis;
- the cost and provision of car parking in the town centre;

- the impact of commuter parking on residential streets.

Commuter parking adjacent to the Railway Station and on roads close to the town centre can have a seriously detrimental effect on residential areas in terms of environmental quality and access to dwellings. Schemes to protect residents' parking should be pursued.

In addition, the speed and intensity of traffic in some residential areas is of concern to local residents, for example in Pulens Lane in Sheet.

Many residents are in favour of some form of pedestrianisation, although some businesses remain strongly opposed. Successful community events have been held between 2007 and 2010, using the Square and High Street which have demonstrated that the opportunity to introduce additional pedestrianisation should be explored and events, markets etc be encouraged in the High Street and The Square.

The proper provision of a public transport interchange at Petersfield Station and better bus services throughout the town that meet the needs of local people, particularly the elderly and disabled, have still to be implemented.

Insufficient car parking at the station has become a serious problem, leading to on-street commuter parking. The station is poorly lit and at night can be unpleasant for pedestrians. In addition, better up-to-date route information and clearly signed and marked bus-stops are needed together with the integration of bus and rail timetables, such as those for the rail-bus link to Waterlooville. This might encourage more use of buses around the town, thus lessening the use and impact of private cars.



Local bus transport



Local cycling facilities

Cycling has become very popular and can benefit personal health and fitness as well as the environment. However, the speed and volume of traffic discourages cycle use and there is a need to provide more, safer, attractive and well sign-posted routes. In addition, the ‘Safe Routes to School’ Programme needs to incorporate these and encourage more use by schoolchildren and parents.

The proposed Cycle Strategy in the Petersfield Area Transport Strategy has been only partially implemented and EHDC’s Cycle Plan acknowledges that although “there is great scope for cycling in all parts of East Hampshire... a lot needs to be done to make the general road environment safer and more accessible for cyclists of all ability levels” (Cycle Plan Section 6, page 20).

The Cycle Plan identifies six Major Routes between Petersfield and the surrounding towns, villages and countryside, together with a range of additional links within and around the town. It sets out a series of priorities for the District and for Petersfield; these are: to improve links to Sheet, Queen Elizabeth Park, Stroud, Steep, Nyewood and Havant. All would make a substantial contribution to increasing cycle use and improving conditions and safety for cyclists. The National Cycle Network promoted by Sustrans (the UK’s leading sustainable transport charity) is proposed to link Petersfield with Farnham and Havant, together with the South Downs Way. It has still to be completed and would be an important component of a cycling strategy for the area.

Both walking and cycling are important for schoolchildren getting to and from their homes and schools. These links need to be developed within the town and between the town and villages such as Steep and Buriton. There are opportunities to use and improve existing footpaths for this purpose such as the Hangers Way.

9.1.2 Recommendations – to HCC and EHDC

Update and review the Petersfield Area Transport Study

Investigate and resolve the case for reducing the volume and speed of traffic in the town

Examine the impact of commuter parking and the need for changes to street parking and town centre car parks regulations

Investigate further the case for pedestrianisation within the town centre and develop a strategy for the increased community use of The Square

Improve and implement an overall movement strategy for Petersfield Station and its immediate environs to include its car parks, lighting, pedestrian access, vacant land and its function as a transport interchange

Complete and implement the East Hampshire Cycle Plan priority cycle routes both within Petersfield and between the town and surrounding towns, villages and countryside

Develop and improve cycling and walking routes to link the villages such as Buriton and Steep with the town

Encourage the completion of the National Cycle Network linking Petersfield to Farnham, Havant and the South Downs Way.

9.2 Walking

Walking provides both exercise and the possibility of exploring the immediate environment of the town and countryside. Petersfield is linked via the Hangers Way to Alton in the north and to Queen Elizabeth Country Park in the south, where it joins the South Downs Way. This is a National Trail and a 100 mile long-distance bridleway running from Eastbourne in East Sussex, through West Sussex and finishing at Winchester. The Hangers Way crosses through the town at the Station and uses the town’s footpaths to give access to the countryside. Other major footpaths are the Sussex Border Path to the east which is linked to the town by the Serpent Trail, and Staunton Way which runs from the Queen Elizabeth Country Park to Langstone Harbour.

Within the town, footpaths and shopping lanes provide pedestrian access to all parts of the town and are an important attractive resource for residents and visitors. There are two published town trails – A Petersfield Perambulation, produced by the Petersfield Area Historical Society in 1996 and the Petersfield Blue Plaque Trail, produced by Petersfield Heritage in 2008, both of which provide information about historic buildings in the town.



Blue plaque and cycleway signage



9.2.1 Design Guidance - Walking

Encourage new developments to provide paths, linking with the existing network of interconnecting footpaths, roads, streets and lanes

9.2.2 Recommendations – EHDC, HCC and relevant authority

Ensure the retention and improvement of the Hangers Way, by protecting its alignment and route. improve its signage so that it is recognised as the key footpath providing access to the South Downs and the Hangers

Protect and retain the footpath network as shown on the Definitive Map, including alleys within the town centre and ensure access is maintained and enhanced.

10.0 Street Design

10.1 Lighting, signs, street furniture and fly posting

The style of street lighting is inconsistent. For example, Dragon Street was improved as part of the Bypass Demonstration Project (1993-95) with lighting appropriate to a Conservation Area, but Chapel Street, despite also being within the area, has sub-standard and inefficient lighting on wall brackets. These are disfiguring and detract from its character.

Overhead electricity lines are intrusive in several areas of the town, including parts of the Conservation Areas in Petersfield town centre and Sheet. It is a particularly serious problem on the Causeway and at its junction with Dragon Street and Hylton and Sussex Roads.

The provision of street furniture is often haphazard and there appears to be an overlap of responsibilities between the statutory authorities. Traffic signage is considered by many to be inconsistent and producing clutter, particularly at the entrances to the town. Within the town centre, better and consistent signs would assist visitors to find car parks and shops that are hidden or out of the way.

The town has a rash of indiscriminate ad hoc fly posting and advertising on street lamps, street furniture and roundabouts. This is similar to graffiti and detracts from a town that prides itself on its appearance. On highways it is distracting to motorists and potentially dangerous. Legislation requires permission for advertising on buildings or hoardings and limits that allowed on the highways to approved signs, some on a temporary basis for events or housing schemes.



Poor lighting design, Chapel Street



Overhead wires, Sussex Road



lamp posts, Dragon Street

10.1.1 Recommendation – to Electricity Operator

Encourage the Distribution Network Operator (currently Scottish & Southern) to replace overhead lines with underground cables, particularly in conservation and local transport corridors

Recommendations – to HCC (Highway Authority) and EHDC (Planning Authority)

Review traffic and street signs to avoid clutter and improve clarity and understanding for visitors

Ensure that lighting throughout the town centre respects the character of the Conservation Area, is low energy and is progressively improved

Enforce advertising guidelines and control on buildings, street furniture and the highways to eliminate fly posting and unlawful advertising.



Examples of fly posting around town

10.2 Public art

The term 'public art' refers to works of art in any media that have been planned and shown with the specific intention of being sited in the public domain. It can take the form of monuments, memorials, sculpture, murals, mosaic, decorations or even architectural details. It can be used to illustrate or highlight a historic person or feature or a link with the past or it can be used to make a statement about the future. In addition it can use street furniture such as seats, lighting, fountains or paving stones. Petersfield has some excellent examples in the town centre and elsewhere, but there is scope for more art to brighten up and decorate the town.

Public art in Petersfield: sculpture in Rams Walk; twin town stone, Barentin Way, Ramshill; and in the Physic Garden



10.2.1 Design Guidance – Street design

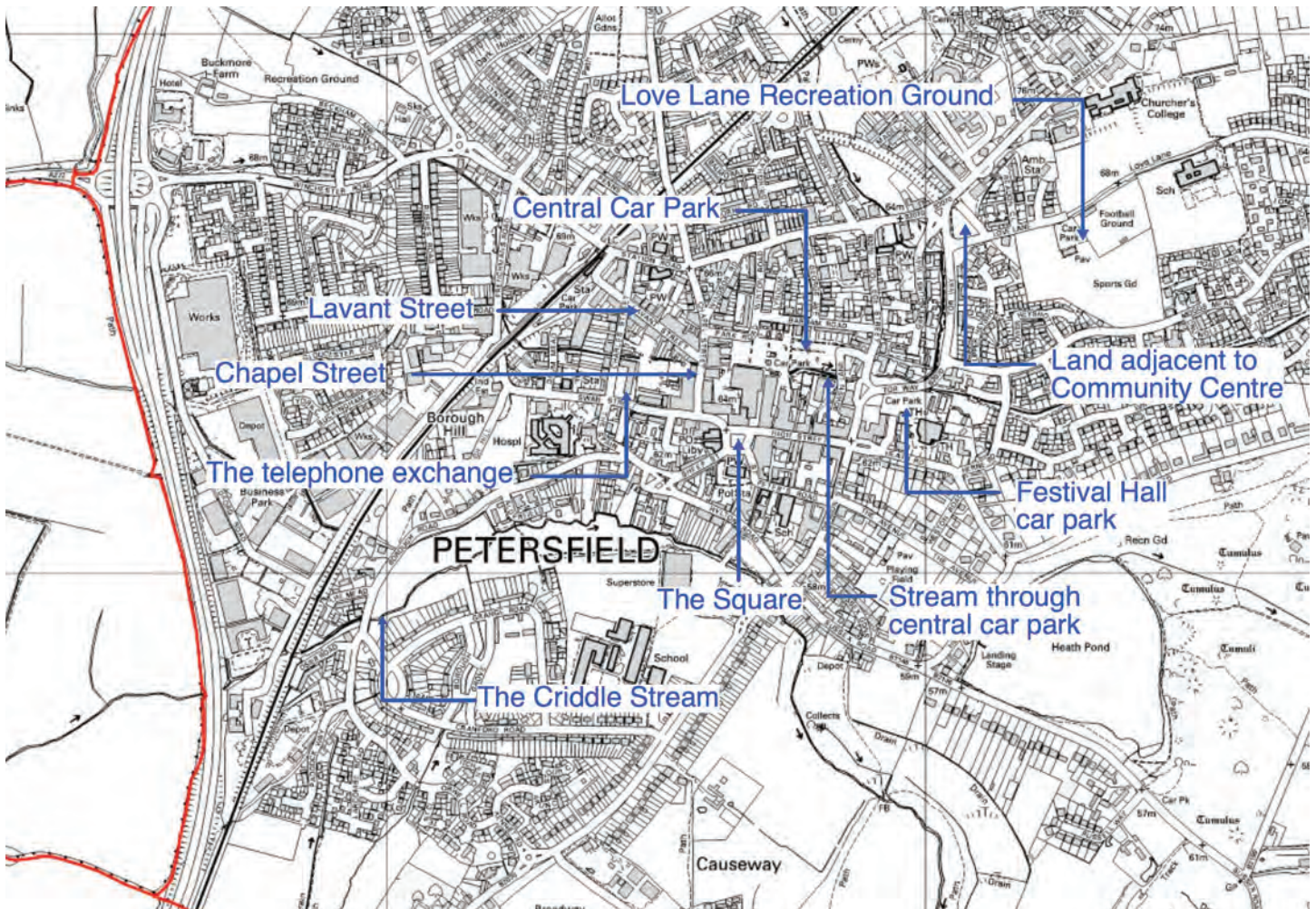
Encourage the installation of public art as part of future developments, at key points in the town centre and elsewhere, as appropriate.



11.0 Major Opportunities

11.1 Opportunity Sites

Map 16 – Locations of Opportunity Sites



The consultation process for this Statement has identified a number of major opportunities for substantial improvements and enhancements to key sites. These will require the commitment and involvement of the local authorities, public agencies and the private sector, together with the full involvement of the local community.

11.1.1 Lavant Street

Lavant Street is an important route within the Conservation Area, linking the railway station and the town centre. Although comprising a mix of late Victorian and Edwardian villas, these have now all been converted into commercial uses and, on the north side, many have unsightly flat roofs. Architecturally, the street is not successful. The western half is “Secondary Shopping Frontage” and the eastern half of the street is identified as “Primary Shopping Frontage” in the Local Plan, Second Review.

Although the street contains a range of local shops and businesses, it is poorly signed from the central car park and the High Street and retailers complain that it lacks the footfall of the other parts of the town centre. Traffic is two-way with on-street parking on the south side. Other streets have been improved with pavement widening, traffic calming, landscaping and lighting, very little such work has been undertaken in Lavant Street.

Recommendation – to PTC, EHDC and HCC

Undertake a study and appraisal of Lavant Street, in partnership with local retailers and businesses. Develop proposals to improve signage, car parking, landscaping and shopfronts, to encourage visitors, make it pedestrian friendly and develop retail activity.

11.0 Major opportunities



View of Lavant Street towards Petersfield Station



Chapel Street

11.1.2 Chapel Street

Chapel Street from its junction with Park Road is a 'Primary Shopping Frontage'. It has a variety of two and three storey late Victorian and early Edwardian shops - mostly local and independent - and includes the Drum public house, where it crosses the Drum Stream. Despite being part of the Conservation Area, the shop fronts in Chapel Street lack consistency and in some instances obscure the interesting and unique features of some buildings. Lighting is haphazard with the use of unsightly wall brackets, and is seemingly lit continuously. Two lanes link with the central car park - these are beginning to open up the town centre.

Recommendations – to PTC, EHDC and HCC

Review the implementation and application of the Council's Shopfront Design Guide in Chapel Street in partnership with the retailers

Investigate improvements to the lighting of Chapel Street to save energy and improve its appearance

Improve signage between the central car park and Chapel Street in both directions.



The Square during the Festivities

11.1.3 The Square

The Square is at the heart of the town, with roads and alleys leading from it to the surrounding town centre. Although originally used as the Market Place, the last cattle were sold there in 1962. It was then used as a car park, before vehicles were banned and it was refurbished as a pedestrian area, with limited parking around the periphery, in 1986. Additional works were undertaken as part of the High Street enhancement in 2005. There are now twice-weekly markets on Wednesdays and Saturdays and a Farmers' Market on the first Sunday of each month.

As a contribution to the debate on future uses for the Square, Petersfield Tomorrow and the Town Design Statement Group have promoted community use of Square, through events in 2007, 2008 and 2009, encouraging activities such as music, food, drink and crafts. These have been highly successful, with many thousands of people of all ages participating. It has involved the closure of The Square and High Street to parking and through traffic.

Recommendation – to PTC, EHDC and HCC

Develop a scheme to use The Square for regular community events, reviewing parking arrangements and partial street closures to assist with special events and Farmers Markets.

11.1.4 Lanes and streams

There are opportunities for enhancing the urban landscape of the town, through the development of its lanes and streams. Recent improvements in Stable Lane and Bakery Lane (off the High Street and Chapel Street respectively) and the subsequent commercial success of the businesses located along them, indicate that other similar areas could be successfully developed and even multiplied, elsewhere in future. This could bring extra business and prosperity to the town.

11.0 Major opportunities

The ancient streams which formed the framework to the historic origins of the town have hardly changed for generations; they could be revitalised both for their visual attraction and for their potential to raise environmental awareness. For example, the Drum Stream passing through the town (via the rear of Lavant Street and the Central Car Park) is virtually invisible; at its potentially most attractive point between the north end of Rams Walk and where it emerges into College Street, it is a poor advertisement for the town. Good quality fencing, planting along its banks and the removal of nondescript hedges could open up the area to create a pleasant walkway for pedestrians to move through the town while avoiding main roads.

The voluntary sector could play a significant role here: The Petersfield Society has for many years overseen the cost and planting of hundreds of daffodils along Tor Way; Petersfield in Bloom has enhanced the entrances to the town with planting; and more recently the Petersfield Scouts have cleared and replanted the Tor Way / College Street corner verge to great effect. A combination of the efforts of such groups, coupled with some modest funding from the statutory sector, could enhance many aspects of the town and bring pleasure to its residents and prosperity to its businesses through additional visitors.

Recommendations – to HCC, EHDC, PTC and the Environment Agency

Identify new opportunities for commercial and retail businesses through the development of lanes and walkways within the historic town centre, in conjunction with the private sector

Work with the voluntary sector to enhance the streams and green spaces in the town centre, through improvements to the streams and their banks with appropriate landscaping schemes.

11.1.5 Central Car Park

The central car park is generally well laid out and landscaped; but traffic circulation is confusing and, at peak times, it is at capacity. Signs to and from the car park to other parts of the town centre need to be improved and clarified. To its west, at the back of Chapel Street, some new shops have been added, but this aspect of the car park is not satisfactory. The scale of the building additions and their relationship to the car park needs to be resolved. Pedestrian access is haphazard and should be emphasised, so that crossings to and from the car park are not dangerous.

The previous vacant site on the corner of Park Road is being improved with a new building, at this prominent entrance. The tall brick boundary wall on the north side is overbearing and featureless and could be improved with a suitable scheme.

On its south-east boundary, the fencing along the stream is of poor quality and the drinking fountain, which formerly stood in The Square, is hidden by cars in its position by the pedestrian bridge.



The stream through the central car park



Bakery Lane

11.0 Major opportunities

Recommendations – to PTC, EHDC and HCC

Review traffic circulation, signage and traffic regulations

Improve the relationship of Chapel Street's shops to the car park

Enhance pedestrian access to the Lanes through to Chapel Street and to the shops that front the car park

Investigate the possibilities of enhancing the north side boundary wall

Improve the fencing and planting along the stream making improvements to the area around the drinking fountain.

King's Arms youth club. This is an unsightly townscape in the centre of the town, but provides important facilities for young people.

There are opportunities to undertake private and community developments that would exploit this site. This might include refurbishment of buildings such as the Red Lion and its adjacent former stables, and redevelopment of derelict or poor quality buildings, or even new buildings fronting Tor Way. It will be important to retain adequate car parking and youth facilities at this or alternative locations. It requires imaginative schemes to make the most of this key location. The majority of the land is publicly owned, but split between authorities.

An overall planning brief, a joint private/public partnership approach, together with a community interest company might be a way forward to ensure that this major opportunity is maximised to the benefit of the town's community.

11.1.6 Festival Hall Car Park

The Festival Hall car park is bounded to the north by Tor Way, to the east by the open-air swimming pool, at its south-east corner by the Festival Hall and Town Hall and in its middle a former doctors' surgery now used by the Citizens' Advice Bureau. To the west is College Street with the old coaching inn, the Red Lion, and, at its rear partly derelict buildings and the thriving and very successful

Recommendation – to PTC, EHDC and HCC

Develop an overall planning brief for a joint private/public partnership scheme to provide new and refurbished buildings for community and commercial use, including adequate car parking and landscaping improvements.



The Festival Hall car park area



Love Lane recreation ground

11.1.7 Love Lane Recreation Ground

Love Lane Recreation Ground is an important facility comprising Petersfield Town Football Club Stadium and its training and playing areas, the home ground for the Petersfield Town Juniors football club, with a pavilion, car park and a proposal for a replacement skate park. Much of the area, including buildings and fencing, is in need of investment and improvement, so that it meets the future needs of the local community and the standards of the Football Association.

Recommendation – to PTC, EHDC and key partners

Develop a major improvement scheme to meet the needs of football and the community, with suitable access, parking and landscaping arrangements.

11.0 Major opportunities

11.1.8 Land adjacent to the Community Centre

Land at Tor Way, adjacent to the Community Centre at the junction of Love Lane, has been identified for further community use. It is former railway land that has become regenerated with trees and bushes. This site could prove controversial and will need careful consideration. The loss of green tree cover at such a prominent site and its impact on the locality in terms of design, access and parking will have to be assessed.

In addition, there is a general need within the town for additional community and meeting places for all ages, and the site ought to be considered in conjunction with the potential redevelopment of the Festival Hall Car Park.

Recommendation – to PTC, EHDC, HCC and key partners

Prepare a brief for the use of this land to take account of landscaping, access and parking, ensuring that the design is appropriate for this prominent site and that it meets community needs.



Land adjacent the Community Centre

11.1.9 Telephone Exchange and Swan Street Car Park

The Telephone Exchange in Charles Street is an uncompromising building with concrete shuttering and a panoply of masts. It is poorly landscaped and surrounded by unfriendly fencing. Yet it is located in an important position, adjacent to Swan Street car park and the Victorian terrace of Charles Street. It is recognised that, in the short term, it is most unlikely that the exchange will be relocated.

If there is any chance of an improvement or enhancement scheme, BT should be encouraged to undertake appropriate work to mitigate the worst of the impact of this building on its surroundings, or undertake a mixed-use redevelopment scheme with active frontages to the car park and Charles Street.



The Telephone Exchange building in Charles Street

Recommendations – to BT

Either develop an enhancement scheme for the building to improve its appearance and its impact on its surroundings, or

Undertake an alternative redevelopment scheme for mixed uses of offices and residential.

All Opportunity Sites

These proposals will require investigation and appraisal before they can be taken forward. Each opportunity will require the preparation of a brief and its development in consultation with land owners, local businesses, the planning and highway authorities, and the local community. This will enable proposals to be identified and costed so that, if accepted, they can be included in the appropriate enhancement programmes.

11.2 Approaches

11.2.1 Gateways to the town

There are several key gateways and entrances:

- North-East Adhurst St. Mart at junction with the A272
- North-East – A272/ Sheet Link/B2070 roundabout
- South - The Causeway and Sussex Road/Dragon Street
- West - A272/A3 (T) roundabout, and
- Winchester Road/Bell Hill roundabout and Petersfield Railway Station.

The roundabouts are now well-landscaped and maintained and signs have been improved. The Sussex Road/Dragon Street crossroads and the Railway Station need improvements and maintenance.

Recommendations – to HCC and EHDC

Prepare a Planning Brief and Design Statement for the Sussex Road/Dragon Street crossroads to ensure that future developments make the most of this key gateway

Prepare a Planning Brief and Design Statement for Petersfield Railway Station to guide and encourage improvements and enhancements as part of the overall development strategy for this transport interchange.



Sussex Road and Dragon Street junction signage & Petersfield Station

12.0 Conclusions



The Petersfield Town Square

The surveys undertaken as part of the Town Health Check for Petersfield Tomorrow, together with the wide range of consultations on the drafts and findings for this document, have all emphasised how much the town and its environment is appreciated by the local community.

This Town Design Statement seeks to provide the guidance and recommendations that will ensure that the town's character and distinctiveness is maintained, enriched and improved so that future generations can enjoy and value their town.

Annex A – Vision & Summary of Design Guidance

The Community's Vision for the Future

Petersfield will be a safe, prosperous, attractive and well-designed town, enhanced by the quality of its built and natural environment

The heritage of the town will be respected and all future developments will be sympathetic to its character and setting within the South Downs National Park

Sustainable solutions will be developed and encouraged and new measures sought to save energy, reduce carbon emissions and respect the existing character of the town

The whole community will be involved in its future through debate, discussion and consultation on development policies and proposals.

Summary of Design Guidance

5.0 Setting, Character and Landscape

5.1.1 East Hampshire Landscape Characterisation

- Any development or the erection of buildings and structures will need to protect the views and vistas into and out of the town
- Ensure that the heights of new buildings or structures are appropriate to the setting, distinctiveness and character of the town
- Protect and preserve the green fingers that reach into the centre from the surrounding countryside, to ensure that these essential green spaces are maintained and enhanced.

6.0 Design & Architecture Guidance

6.1 Design Overview

- Encourage a mix of housing, retail and small-scale commercial development in the town centre, respecting the character of existing buildings and layouts and ensuring a high quality of design and of public and private open spaces
- Design new developments in existing residential areas to minimise adverse effects on surrounding properties and their neighbourhood, ensuring that densities are compatible with local character and scale
- Demonstrate how proposals for new buildings will relate satisfactorily to the site and its surroundings and incorporate a landscape scheme and open space as appropriate
- Permit backland development and infilling only if the character and scale of the proposal is compatible with the neighbourhood and there is satisfactory supporting infrastructure and safe access

- Provide a variety of house types and sizes such as terraced, semi-detached or single - plot family housing appropriate to the setting and character of the local area.

6.3 Traditional Local Design / Vernacular

- New developments together with changes and extensions to existing buildings should respect the architectural surroundings, style, scale, materials and special features of surrounding neighbourhoods
- Innovative and contemporary designs should be to the highest standards and be complementary to their context and buildings in their vicinity
- Building heights should be relative to the scale of the locality and street scene and should respect the views and vistas of the local area, including the roofscape
- New developments should make provision for the safe movement of people and vehicles, encouraging pedestrians and cyclists and the use of public transport, and have adequate off-street parking
- Vehicles, refuse and recycling bins should not dominate the streetscape and there should be sufficient storage space for recycling and refuse bins
- High quality materials for all paved areas should be used wherever possible; vehicular access arrangements should enhance the street scene; traditional walls, hedging and railings should define plot boundaries.

6.4 Sustainable Building Design

- New building designs should be fully sustainable, using quality materials (locally sourced if possible), compatible with local character and scale, meeting the highest standards of reduced carbon emissions and energy efficiency
- The use of scarce resources, such as certain building materials, fossil fuels and water should be minimised
- Buildings should be economic to run over their life cycles and fit the needs of the local community

- Energy and carbon efficiency should be part of the design from the outset, so that energy consumption is minimised, with effective insulation, heating and cooling systems and appliances
- Site character, topography, vegetation, watercourses and built features should be valued, sustained or improved
- Travel by cycle or on foot should be encouraged in order to minimise the need for unsustainable transport use
- Water and material recycling and garden composting should be encouraged
- Sustainable drainage systems (SUDS) should be considered for all sites, as a drainage strategy
- Suitable permeable surfacing material should be used for parking areas and pathways and water absorption encouraged.

7.0 Designs for your Neighbourhood

7.1 Petersfield Town Centre - Areas 13, 14, 15, 19 and 20

- Preserve and enhance the character of the town centre Conservation Area by ensuring that the scale, design and proportions of new buildings are sympathetic to and consistent with the existing historic features of its layout and compatible with adjacent buildings and spaces
- Respect the fabric of the buildings and their surroundings when new uses are developed for existing buildings and extensions and alterations are undertaken
- Retain the pedestrian passageways and links between streets and car parks throughout the town centre and create further links when the opportunity arises
- Retain burgage plots and gardens wherever possible to ensure that their unique character, coupled with green trees and open spaces, provides an openness and rural quality in the town centre

- Protect existing trees throughout the town centre and ensure all diseased trees are replaced
- Give preference to proposals for restoration, conversion or enhancement of older buildings of character rather than demolition or replacement
- Ensure the use of appropriate materials and finishes and retain traditional features such as shop fronts, walls, surfaces and street furniture
- Encourage new and existing retailers to implement the Council's Shopfront Design Guide.

7.2 Older Housing Areas - Areas 7, 8 and 10

- Ensure that the Housing Allocation H1 off North Road is fully integrated into the surrounding area, without prejudicing the green space of Tilmore Brook
- Take account of Policy H9 Area of Special Housing Character at Tilmore Road to protect the special character of this group of houses
- Protect and retain the allotments at Tilmore Road
- Protect and enhance the biodiversity of the Tilmore Brook and its surrounding green space.

7.3 Newer Housing Estates - Areas 5, 16, 17 and 22

- Any future developments for recreation and offices at Penns Place should properly reflect their location on the edge of the countryside and the impact of through traffic on the adjacent housing
- Protect existing and develop further pedestrian and cycle links within the estates and to the town centre and countryside.

7.4 Sheet Village - Area 1 (including Conservation Area)

- Preserve and enhance the character of the Sheet Village Conservation Area by ensuring that extensions and alterations to buildings respect the existing detail and built form of the village
- Ensure that the design and character of new building development within the Conservation Area are consistent with the layout of the village and its buildings, streets and spaces
- Ensure that the materials used blend with and complement existing buildings

- Ensure that redevelopment of land outside or on the edge of the Conservation Area, particularly on London Road, respects the character and distinctiveness of the village, so that that it complements its unique form, rural quality and separate identity.

7.5 Mixed Uses - Areas 6, 12 and 21

- Take account of the Policy H9 Area of Special Housing Character at Ramshill (Local Plan, Second Review)
- Protect from development and enhance the urban green spaces and water meadows to encourage biodiversity
- Special attention should be paid to the impact of the Tesco store on its surroundings in terms of traffic, noise and light and appropriate mitigation measures introduced as necessary.

7.6 Commercial and Industrial Area 11 (Bedford Road Estate)

- When the redevelopment of older buildings and sites is proposed, take account of the need to ensure an overall standard and cohesion for the Estate, so that its appearance and quality is improved
- Ensure that the scale and impact of new developments is minimised on the wider landscape taking account of the views into the Estate from the surrounding areas
- Protect and enhance landscaping and water features together with the public realm to improve the amenity of the Estate
- Development of the Buckmore Farm allocation should respect the character of adjacent rural, recreational and residential areas with an appropriate design for this prominent gateway site.

7.7 Housing on Rural Margins - Areas 2, 3, 4, 9, 18, 23 and 24

- Take account of Policy H9 Areas of Special Housing Character (Local Plan, Second Review) -
- Love Lane
- Shear Hill
- Bell Hill

- Heath Road
- Heath Road West
- Heath Road East
- Sussex Road
- Ensure that the open character of Churcher's College is retained and that any new or redeveloped buildings or facilities are constructed within an agreed Master Plan for the School
- Protect and retain the views into and out of the Causeway gateway vistas
- Respect the flooding risk of the Criddell Stream and protect the land at risk from development
- Retain and upgrade Broadway Park, limiting development to its existing boundaries.

7.8 Countryside within the Petersfield Parish Boundary - Area 25

- Retain the green fingers and links to the countryside to ensure that the town's unique setting in the South Downs National Park is protected
- Ensure that the special market town character that relates it to the surrounding countryside is preserved and enhanced
- Protect the open setting of the town and its surroundings and the separate identities of the surrounding villages
- Respect current settlement boundaries and ensure that any new development on the edge of the boundary is related to its landscape and views into and out of the surrounding countryside.

8.0 Natural Environment

8.1 Water and flooding

- Take account of flood risk and ensure that the flood plain and river corridors throughout the town are protected from inappropriate development
- Where acceptable in terms of flood risk, enhance landscaping, recreational access and biodiversity, particularly in the town centre

8.2 Open spaces and trees

- New development should take account of the needs of wildlife and encourage biodiversity throughout the town, including green corridors, open spaces and recreational areas, ensuring that these are reflected in maintenance and conservation programmes
- Protect the green fingers that link the town to its countryside, improve footpath and cycle access and implement measures to enhance and encourage biodiversity
- Maintain individual specimens or groups of trees covered by tree preservation orders. Replace species when needed and ensure that for all new developments, landscaping including new and appropriate planting is always required.

9.0 Movement

9.2 Walking

- Encourage new developments to link with the existing network of interconnecting footpaths, roads, streets and lanes.

10.0 Street Design

10.1 Lighting, Signs, Street furniture and fly posting 10.2 Public Art

- Encourage the installation of public art as part of future developments, at key points in the town centre and elsewhere, as appropriate.

Annex B – Summary of Recommendations

Summary of Recommendations

7.0 Designs for your Neighbourhood

7.1 Petersfield town centre - Areas 13, 14, 15, 19 and 20

Recommendations - to EHDC or the relevant authority and PTC

- Undertake a Conservation Area Appraisal and street audit to ensure that the conservation policies are up to date and appropriate
- Encourage the local residents to prepare a detailed Design Guide for the Village (Grenehurst Way) in consultation, to guide future changes and additions and house extensions, so that the quality and overall integrity of the estate is retained.

Recommendations – to HCC

- Undertake a review of the Petersfield Area Transport Study, to review its effectiveness and those proposals still to be implemented
- Ensure that where the town centre streetscape has been improved with new paving flags, that these are reinstated and replaced when damaged, so that the appearance of the town centre is maintained
- Undertake improvements to pavements and street furniture, as part of a continuous maintenance programme to enhance the Conservation Area.

7.2 Older Housing Areas - Areas 7, 8 and 10

Recommendations – to EHDC and HCC

- Prepare a Conservation Management Plan in consultation with residents of Osborne, Sandringham and Station Roads
- Prepare and implement parking management schemes, as appropriate, to meet residents' needs and resolve parking issues.

7.3 Newer Housing Estates - Areas 5, 16, 17 and 22

Recommendation – to EHDC and PTC

- Encourage the residents to prepare and adopt a detailed Design Guide for Ramshill Estate in consultation to guide future changes, additions and house extensions, so that the overall quality and integrity of the estate is retained.

7.4 Sheet Village - Area 1 (including Conservation Area)

Recommendations – to HCC and EHDC or the relevant authority

- Undertake a Conservation Area Appraisal and street audit to ensure that the Conservation policies are up to date and appropriate
- Undertake a traffic study of Sheet village to assess traffic speeds, sightlines and parking; carry out a pedestrian safety audit and implement solutions
- Implement, revise and maintain School Travel Plans for the Primary and Nursery Schools.

7.5 Mixed Uses - Areas 6, 12 and 21

Recommendation – to EHDC

- Prepare detailed design guidance for extensions and dormer windows to improve the overall appearance and coherence of the area.

7.6 Commercial and Industrial Area 11 (Bedford Road Estate)

Recommendations – to HCC and EHDC

- Prepare a management plan with suitable signage and facilities for traffic, parking and cycling
- Investigate the provision of “starter” industrial units to encourage local small businesses
- Prepare a brief for the infrastructure required for Buckmore Farm and seek appropriate funding to develop this key site.

7.7 Housing on Rural Margins - Areas 2, 3, 4, 9, 18, 23 and 24

Recommendations – to HCC and EHDC

- Consider extension of Policy H9 to Bell Hill ridge and Coxes Meadow
- Review regularly and encourage up to date School Travel Plans to address parking, cycling and access issues
- Undertake a traffic study and signs audit of Pulens Lane and its junction with London Road and Heath Road East at its junction with Sussex Road. Implement solutions to slow traffic speeds, encourage cycling and promote safe crossing routes to schools and Penns Place
- Prepare and implement an enhancement and maintenance plan for Bell Hill Recreation Ground in consultation with local residents.

8.0 Natural Environment

8.2.2 Biodiversity

Recommendation – to HCC, EHDC and PTC

- Encourage the community, local groups, schools and employers to conserve and protect the natural environment. This should be undertaken by the planting of native species of trees, together with hedges, the development of allotments and the improvement of neglected areas.

8.2.4 The Heath

Recommendation – to PTC and Friends of Petersfield Heath

- Implement the Heath Management Plan, so that the Heath continues to support the needs of wildlife conservation, informal recreation and sport whilst minimising their impact upon its archaeological assets.

9.0 Movement

9.1 Roads, railways, traffic, parking and cycling

Recommendation – to Highways Agency

- The road surfacing of the A3 (T) should be improved, to minimise traffic noise.

Recommendations – to HCC and EHDC

- Update and review the Petersfield Area Transport Study
- Investigate and resolve the case for reducing the volume and speed of traffic in the town
- Examine the impact of commuter parking and the need for changes to street parking and town centre car parks regulations
- Investigate further the case for pedestrianisation within the town centre and develop a strategy for the increased community use of The Square
- Improve and implement an overall movement strategy for Petersfield Station and its immediate environs to include its car parks, lighting, pedestrian access, vacant land and its function as a transport interchange
- Complete and implement the East Hampshire's Cycle Plan priority cycle routes both within Petersfield and between the town and surrounding towns, villages and countryside
- Develop and improve cycling and walking routes to link the villages such as Buriton and Steep with the town
- Encourage the completion of the National Cycle Network linking Petersfield to Farnham, Havant and the South Downs Way.

10.0 Street Design

10.1 Lighting, Signs, Street furniture and fly posting

Recommendation – to Electricity Operator

- Encourage the Distribution Network Operator (currently Scottish & Southern) to replace overhead lines with underground cables, particularly in conservation and local transport corridors.

Recommendations – to HCC (Highway Authority) and EHDC (Planning Authority)

- Review traffic and street signs to avoid clutter and improve clarity and understanding for visitors
- Ensure the lighting throughout the town centre respects the character of the Conservation Area, is low energy and is progressively improved
- Enforce advertising guidelines and control on buildings, street furniture and the highways to eliminate fly posting and unlawful advertising.

11.0 Major Opportunities

11.1 Opportunity Sites

11.1.1 Lavant Street

Recommendation – to PTC, EHDC and HCC

- Undertake a study and appraisal of Lavant Street, in partnership with local retailers and businesses. Develop proposals to improve signage, car parking, landscaping and shopfronts, to encourage visitors, make it pedestrian friendly and develop retail activity.

11.1.2. Chapel Street

Recommendations – to PTC, EHDC and HCC

- Review the implementation and application of the Council's Shopfront Design Guide in Chapel Street in partnership with the retailers
- Investigate improvements to the lighting of Chapel Street to save energy and improve its appearance
- Improve signage between the central car park and Chapel Street in both directions.

11.1.3 The Square

Recommendation – to PTC, EHDC and HCC

- Develop a scheme to use The Square for regular community events, reviewing parking arrangements and partial street closures to assist with special events and Farmers Markets.

11.1.4 Lanes and streams

Recommendations – to HCC, EHDC, PTC and Environment Agency

- Identify new opportunities for commercial and retail businesses through the development of lanes and walkways within the historic town centre, in conjunction with the private sector
- Work with the voluntary sector to enhance the streams and green spaces in the town centre, through improvements to the streams and their banks with appropriate landscaping schemes.

11.1.5 Central Car Park

Recommendations – to PTC, EHDC and HCC

- Review traffic circulation, signage and traffic regulations
- Improve the relationship of Chapel Street's shops to the car park
- Enhance pedestrian access to the Lanes through to Chapel Street and to the shops that front the car park
- Investigate the possibilities of enhancing the north side boundary wall
- Improve the fencing and planting along the stream making improvements to the area around the drinking fountain.

11.1.6 Festival Hall Car Park

Recommendation – to PTC, EHDC and HCC

- Develop an overall planning brief for a joint private/public partnership scheme to provide new and refurbished buildings for community and commercial use, including adequate car parking and landscaping improvements.

11.1.7 Love Lane Recreation Ground

Recommendation – to PTC, EHDC and key partners

- Develop a major improvement scheme to meet the needs of football and the community, with suitable access, parking and landscaping arrangements.

11.1.8 Land adjacent to the Community Centre

Recommendation – to PTC, EHDC, HCC and key partners

- Prepare a brief for the use of this land to take account of landscaping, access and parking, ensuring that the design is appropriate for this prominent site and that it meets community needs.

11.1.9 Telephone Exchange & Swan Street Car Park

Recommendation – to BT

- Either develop an enhancement scheme for the building to improve its appearance and its impact on its surroundings or undertake an alternative redevelopment scheme for mixed uses of offices and residential.

11.2 Approaches

11.2.1 Gateways to the town

Recommendations – to HCC and EHDC

- Prepare a Planning Brief and Design Statement for the Sussex Road/Dragon Street crossroads to ensure that future developments make the most of this key gateway
- Prepare a Planning Brief and Design Statement for Petersfield Railway Station to guide and encourage improvements and enhancements as part of the overall development strategy for this transport interchange.

Annex C - Glossary

Architecture and Building Terms

Arts and Crafts - this was a movement that had its roots in late 19th Century Britain. Its leading theorists had trained as architects and worked towards unity in the arts, believing that all creative endeavour was of equal value. They wanted to give quality to the work process and to re-establish a harmony between architect, designer and craftsman.

Art Deco - the term derives from the International Exhibition of Decorative Art held in Paris in 1925. The style was prevalent in the 1920s and 1930s. Initially it featured symmetrical geometric designs, such as rectangles, squares, circles and triangles. Later, the emphasis was on sleek, curving forms and long horizontal lines
Gable - the triangular end section of a pitched roof
Galleting - the use of pebbles or chips of stone pushed into mortar joints, probably for decoration but possibly for strengthening.

Hipped roof - a type of roof where all sides slope downwards to the wall, usually with a fairly gentle slope. It is a roof with no gables or other vertical sides.
Jettied House - a house where the upper stories rest on projecting floor joists and so create the effect of an overhang.

Knapped - the breaking or shaping of flint.

Malmstone - a soft, grey to white coloured, sandstone formed during the Cretaceous period, whose sand grains are cemented together with lime.

Vernacular architecture - a term used to categorise methods of construction which use locally available materials or resources to address local needs.

Area of Outstanding Natural Beauty (AONB) - An area with statutory national landscape designation, the primary purpose of which is to conserve and enhance natural beauty. Together with National Parks, AONB represent the nation's finest landscapes. AONBs were previously designated by the Countryside Agency now Natural England.

Areas of Special Housing Character - Within the East Hampshire District there are certain residential streets and areas which have been developed at a low density and provide substantial homes set in large plots, often with mature trees around them. They are listed in Policy H9 of

the Local Plan Second Review and are considered to have a special character which should be protected from further intensification of development or change of use in order to retain the important contribution they make to the variety of housing stock and the street scene.

Burgage plots - These were formerly a tenure by which land in a town was held for a yearly rent or in return for services provided to a king or lord.

CABE - Commission for Architecture and the Built Environment - the government's advisor on architecture, urban design and public space.

Conservation Area - local authorities have the power to designate any area of "special architectural or historic interest" whose character or appearance is worth protecting or enhancing. Within a conservation area the local authority has extra controls over - demolition, minor developments and trees. Petersfield town centre and Sheet Village are designated as conservation areas.

Development Plan Documents (DPD) - Development Plan Documents are prepared by local planning authorities and outline the key development goals of the local development framework. Development Plan Documents include the core strategy, site-specific allocations of land and, where needed, area action plans. There will also be an adopted proposals map which illustrates the spatial extent of policies that must be prepared and maintained to accompany all DPDs.

All DPDs must be subject to rigorous procedures of community involvement, consultation and independent examination, and adopted after receipt of the inspector's binding report. Once adopted, development control decisions must be made in accordance with them unless material considerations indicate otherwise. DPDs form an essential part of the Local Development Framework.

Definitive Map - this is the map and statement which is the legal record of the public's rights of way in Hampshire for footpaths, bridleways, restricted byways and byways open to all traffic. The relevant date of the map and statement is 15 December 2007 and its official title is "The Hampshire Wildlife and Countryside Act 1981, Definitive Map of Public Rights of Way." Copies of the definitive map for the District Council area can be found at Alton and Petersfield Libraries.

East Hampshire District Council (EHDC) – The Local Planning Authority for most types of development (Hampshire County Council are the Waste and Minerals Planning Authority for East Hampshire district).
Evidence Base – The information and data gathered by local authorities to justify the "soundness" of the policy approach set out in Local Development Documents, including physical, economic, and social characteristics of an area.

Hampshire County Council (HCC) – Hampshire County Council are the Waste and Minerals Planning Authority for East Hampshire district (EHDC are the Local Planning Authority for most types of development).

HBF – Home Builders Federation.

Housing Stock – The total numbers of housing units of all tenures: home-owners and those rented either privately, or from a local authority or housing association.

Local Development Framework (LDF) – A folder of documents which East Hampshire District Council is producing to plan for future development in the district, up to 2026.

The LDF is a non-statutory term used to describe a folder of documents, which includes all the local planning authority's local development documents.

An LDF is comprised of:

- Development Plan Documents (which form part of the statutory development plan)
- Supplementary Planning Documents

The local development framework will also comprise of:

- the Statement of Community Involvement
- the Local Development Scheme
- the Annual Monitoring Report

Local Plan – The current adopted plan for future development in East Hampshire District. This is called the Local Plan Second Review and was adopted in March 2006.

An old-style development plan prepared by district and other local planning authorities. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions.

Local Planning Authority – The local authority or council that is empowered by law to exercise planning functions.

Often the local borough or district council (EHDC). National Parks and the Broads Authority are also designated as local planning authorities. County councils are the authority for waste and minerals matters.

Market Town Health Check – Market towns are defined as "towns in rural areas with roughly between 2,000 and 20,000 population that have the history or potential of supporting and servicing their surrounding rural area". A Health check is defined as "the audit of the economy, environment, social and community assets of a market town and its surrounding countryside". Market Towns.

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Permitted Development – What you can do before you need planning permission.

Permission to carry out certain limited forms of development without the need to make an application to a local planning authority, as granted under the terms of the Town and Country Planning (General Permitted Development) Order.

Petersfield Tomorrow (Town Partnership) – This is the Market Town Health check for Petersfield. Launched in 2004, it is now "The Petersfield Town Partnership" and has a Management Committee and a number of sub-groups. The Town Design Statement has been prepared by a sub-group. Further details:
[http:// www.petersfieldtomorrow.co.uk](http://www.petersfieldtomorrow.co.uk)

Planning Policy Statement (PPS) – National planning policy guidance, issued by central government, to replace the existing Planning Policy Guidance notes. The aim is to provide greater clarity and to remove from national policy advice on practical implementation, which is better expressed as guidance rather than policy.

PPS12 – Planning Policy Statement 12: Local Spatial Planning "sets out the Government's policy on local spatial planning, which plays a central role in the overall task of place shaping and in the delivery of land uses and associated activities".

Regional Spatial Strategy – It provides a broad development strategy for a region for a 15 to 20 year period. It informs the preparation of Local Development Documents, Local Transport Plans and regional and sub-regional strategies and programmes that have a bearing on land use activities.

Strategic Environmental Assessment (SEA) - An environmental assessment of certain plans and programmes, including those in the field of planning and land use, which complies with the EU Directive 2001/42/EC.

The environmental assessment involves the:

- preparation of an environmental report
- carrying out of consultations
- taking into account of the environmental report and the results of the consultations in decision making
- provision of information when the plan or programme is adopted
- showing that the results of the environment assessment have been taken into account.

South East Partnership Board - the organisation that came into effect in April 2009 to replace the South East Regional Assembly (SEERA). It consists of local authority leaders and together the South East Development Agency (SEEDA) is responsible for advising Government on future Regional Spatial Strategies.

Statement of Community Involvement (SCI) – Part of the LDF, which sets out standards for involving the community in the preparation, alteration and review of LDF documents & significant planning decisions.

Structure Plan - An old-style development plan, which formerly set out strategic planning policies and formed the basis for detailed policies in local plans.

Supplementary Planning Documents (SPD) – Non-statutory documents adopted as part of the LDF, which expand upon policies and proposals in the Local Plan or LDF Development Plan Documents.

A Supplementary Planning Document is a Local Development Document that may cover a range of issues, thematic or site-specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.

Supplementary Planning Guidance (SPG) – Supplementary Planning Guidance may cover a range of issues, both thematic and site-specific and provide further detail of policies and proposals in a development plan.

Sustainability Appraisal (SA)/ Strategic Environmental Assessment (SEA) – An assessment of the social, economic and environmental impacts of draft plans, in this case used to consider the draft TDS.
An appraisal of the economic, environmental and social

effects of a plan from the outset of the preparation process to allow decisions to be made that accord with sustainable development.

Town Design Statement (TDS) - A document that gives a detailed guide to the character of a town. It sets out the specific nature of the buildings and landscape which make the town distinctive, with recommendations on how to encourage new development that enhances and complements what already exists. It requires the involvement of the community in its production, in partnership with experts in a range of disciplines. It needs to be adopted to ensure that it will have real influence on new development.

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Annex E - Acknowledgements

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Profiles

Drafting note – the index will be compiled for the final documents

Part 2 - Technical Appendices – a technical appendices document is available separately, which contains the Area Profiles.

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Petersfieldtomorrow

Making Petersfield a Better Place



design statement

The Petersfield Town Design Statement has been adopted as non-statutory planning guidance by East Hampshire District Council, July 2010

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