



Manor Parks

SOUTH WINCHESTER | October 2024

Vision Document

BLOOR HOMES[®]

Citizen Space Response ID: ANON-AQTS-3BQA-Z



About Bloor Homes

Bloor Homes was formed in 1962 by John Bloor, and now has more than 60 years' experience in promoting and developing major housing schemes across the UK. Bloor Homes has an annual turnover of circa £1.3 billion and remains a financially independent and family owned business operating on the basis of very low financial gearing.

Bloor is the UK's largest privately owned housebuilder delivering 4,252 homes in the financial year to July 2023 and more than 70% of our homes built on strategic land that Bloor own or control.

This reflects Bloor's absolute commitment to the promotion of sites, dedicating and expending the necessary resources to achieve a successful outcome. Bloor plans to increase delivery to more than 4,500 homes based on a sustainable business model.

Office locations

The company currently operates from nine regional offices based in Newbury, Swindon, Tewkesbury, Tamworth, Bury St Edmunds, Hinckley, Exeter, Northampton and Holmes Chapel, with a Head Office in Measham, Derbyshire.

Bloor Homes Southern

The Southern office based in Newbury is responsible for the promotion of South Winchester Golf Club and benefits from excellent local knowledge and experience across Hampshire and the wider Southern region. Alongside Bloor Homes impressive national delivery, Bloor Homes Southern have an excellent record of delivery across the regional patch.

QUALITY



While other housebuilders talk about quality, we deliver on it. Not just with our homes, but across all our work, in every department and at every level.

HONESTY



We tell things like they are, and when we don't get it right, we're the first to hold our hands up - and fix it.

INTEGRITY



We have strong principles and work hard to do what's right for our people, customers and communities.

COMMITMENT



We are passionate about what we do and push ourselves to deliver the best possible outcome for all.

MODESTY



You don't need to shout to be heard. We get on with the job and let our actions and work speak for itself.

WE'RE GOOD PEOPLE

Working well together makes it easier to do business, is more productive, creates a pleasant working environment, and encourages customer loyalty.

BLOOR HOMES





About the Site

Bloor acquired the freehold of the golf course in 2021. Upon acquisition Bloor took on the commitment made by the previous owner, Crown Golf, that the golf course will remain operational until December 2025. The site although predominantly comprised of the golf course, however, also contains a small group of holiday chalets, and a building let to the PGA, which will not be subject to redevelopment and are excluded from the site red line plan.

The site comprises circa 70 hectares ('ha') (172.7 acres) of land located at South Winchester Golf Course (constructed in the early 1990's), circa 1.6 kilometres south-west of Winchester city centre. The site is located adjacent (to the east) of Oliver's Battery, a post-war suburb of Winchester. Millers Lane forms the south-

western boundary of the site, while the A3090 ('Romsey Road') forms the north-western boundary, which is one of the main thoroughfares into the centre of Winchester. The wider landscape to the north and west comprises agricultural land.





Much of the site is comprised of a golf course with semi-natural and amenity grassland and associated buildings, namely the modern club house. The site occupies an area of undulating land that incorporates a small valley running through its centre in a north-west to south-east direction. The two highest points of the site are at the western end of the A3090 and at the northern end of the Site adjacent to Oliver's Battery, both areas lying at approximately 117m Above Ordnance Datum (AOD). Visually, the site is well contained as

a result of wider local topography and the valley described above. There is some additional enclosure through pockets of woodland within the site and mature planting on the northern and western boundaries.

The site benefits from an established vehicular access via a standard form priority T-junction at the site's northern boundary onto the A3090-Romsey Road and is located some 1-kilometre west of the Pitt Roundabout, which connects with the M3 Motorway via Badger Farm Road.

Why here?

Manor Parks delivers on the Council's aspirations for 20-minute neighbourhoods within which the daily needs of residents can be delivered. Manor Parks is a highly sustainable location and is located where it would not only provide access to education, employment, convenience, health and recreation amenities, but the inclusion of key social infrastructure such as a potential primary school, neighbourhood shops and homeworking hub will increase accessibility for existing residential areas close to the site such that they then become 20-minute neighbourhoods.

Why the name?

Manor Farm is the historic name of the area which became the South Winchester Golf Course. Many of the features of the farm such as the distinctive topography, wetland areas, and tree groups were retained within the golf course design. We would like to maintain the memory of the farm in the name of the new neighbourhood.

Although the design of the new neighbourhood is at a very early stage, it is clear from our landscape appraisal work that Parkland will be a defining feature of the new place. Taken together, this is why we feel that Manor Parks is the right name for the new neighbourhood.



Creating a shared vision at Manor Parks

This Vision Document demonstrates and explains how land south-west of Winchester, south of Romsey Road, can be delivered, not just simply as a means to meet the growth requirements of Winchester City Council, but to create a sustainable, walkable place that will make a significant contribution to the Council's Local Plan Objectives.

The land identified south-west of Winchester has the potential to help deliver a new low carbon neighbourhood of up to circa 1,100 homes and assist in the delivery of local facilities including a primary school, a new 200 space Park and Ride and new green infrastructure, including public open space. The proposed development's public open space and new and extended woodland and ecological corridors will also provide a strong defensible boundary to the south west of Winchester.



Logical extension
a well defined
new edge





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**Integrated,
Sustainable
Transport
system**



**Formal Sports
& Recreational
Open Space**



**1100 low carbon
homes & a
community
heart**



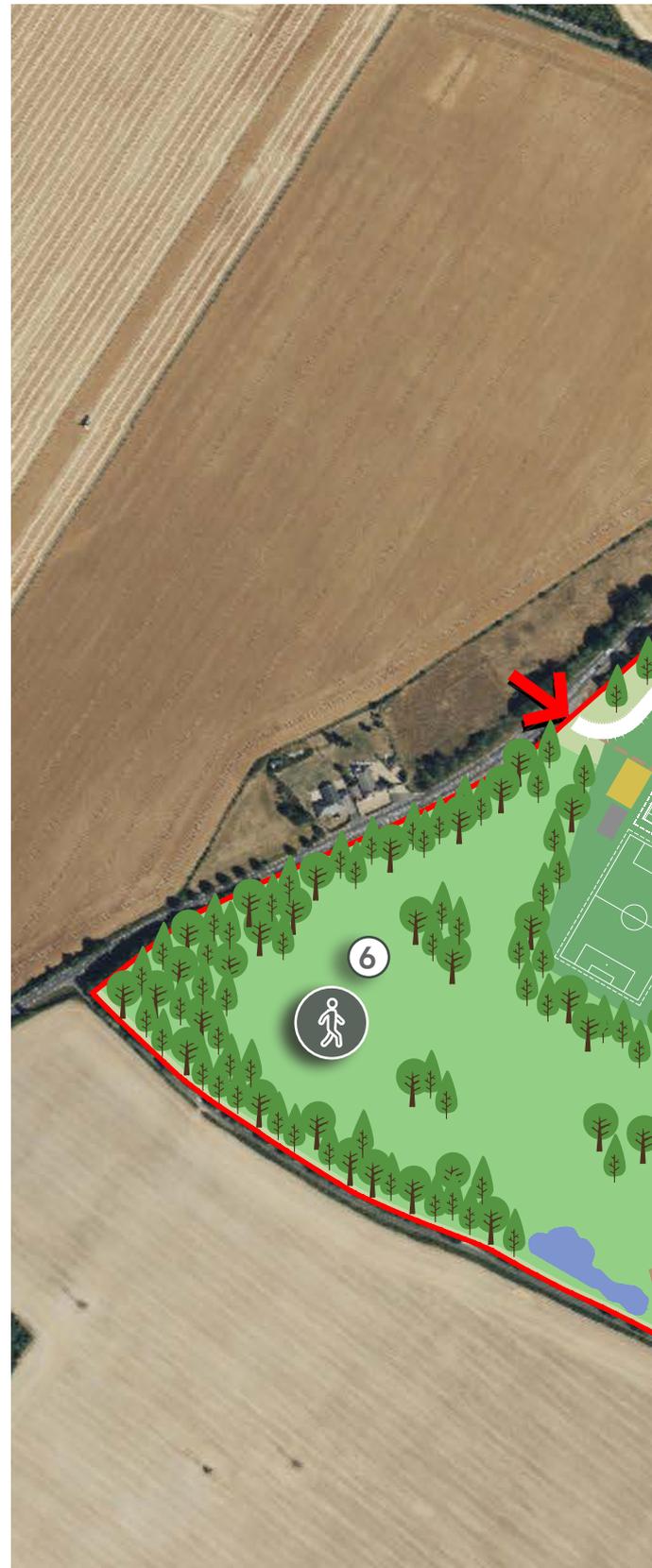
Artist impression of a green active travel corridor through a neighbourhood



Delivering the Vision

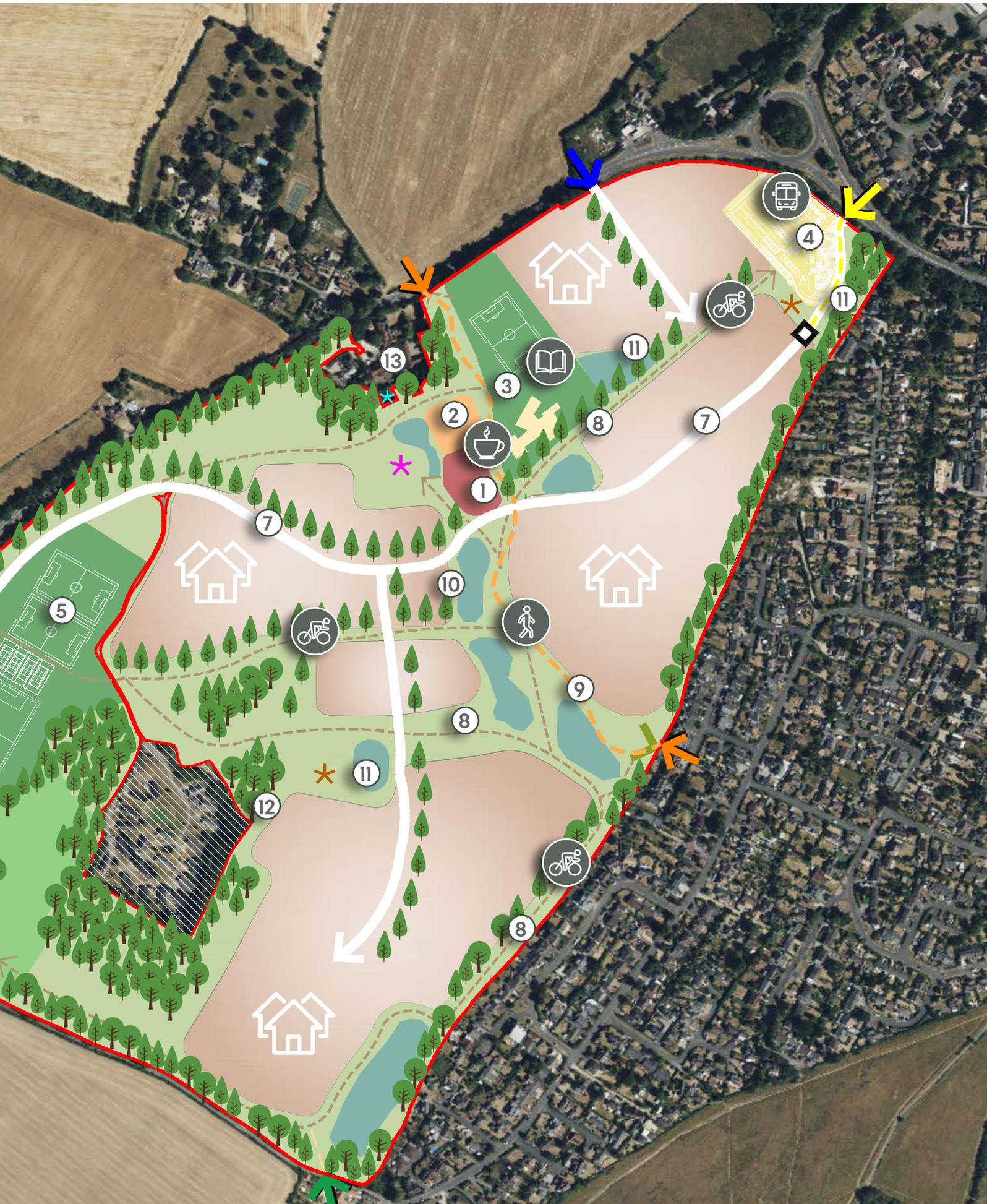
The design and technical team has worked to produce a comprehensive technical evidence base for the site. The site's location, landscape and history are strong drivers of character when creating proposals for a new neighbourhood. The preliminary designs incorporate best practice guidance at national and local level and a heightened emphasis on 'place' in creating high quality environments that are responsive to local context. We present a vision for up to circa 1100 new homes, which will be a significant contribution to the Council's Local Plan Objectives and deliver much needed housing growth.

- ① New Local centre with integrated Mobility Hub within heart of neighbourhood
- ② Planned retention and integration of existing heritage assets for community uses within the new local centre
- ③ New Primary School close to local centre and an opportunity to potentially provide places for local children
- ④ 200 space Park and Ride Lite with 4-5 minute frequency bus service to the city centre
- ⑤ Formal Sports and Play hub, including playing pitches, Multi-use Games Area and potentially a new LTA Community Tennis Facility
- ⑥ Open Parkland and Wildlife area on higher ground creating a well-defined city edge to the historic city
- ⑦ Tree-lined 'Bus Street' providing connectivity between neighbourhood centre and Park & Ride Lite, via new bus gate
- ⑧ New LTNI/20 compliant car-free active travel corridors connecting homes to key amenities and services
- ⑨ Retention & upgrade of Clarendon Way public right of way within a feature landscape corridor
- ⑩ Enhanced ponds for their visual amenity value as part of a new SuDS network
- ⑪ Series of local green spaces for natural play and to enhance legibility
- ⑫ Protection of existing woodland and important ecological habitats, whilst also creating new biodiversity through new planting and sustainable drainage systems
- ⑬ Existing land use and access retained



Illustrative Masterplan

- | | | |
|-------------------------|----------------|----------------------|
| Site Boundary | Local Centre | Green Infrastructure |
| Residential Development | Primary School | Existing Vegetation |
| Community Hub | Transport Hub | Country Park |





A Focus on Sustainability

The climate emergency is about maximising the opportunity for sustainable design and minimising unnecessary CO2 emissions from the outset. Building the right homes in the right location to support the Council's response to the climate emergency is important for meeting the Council's 2030 net zero target.

SUSTAINABLE TRANSPORT & ACTIVE TRAVEL

The Masterplan shows how, with input from the local bus operators, a vision-led approach to sustainable and active travel can be delivered to support the Plan objectives of walkable, connected places that promote health and well-being.

Community facilities that will generate frequent trips are located centrally, with clear and direct walking and cycling routes to access to them.

A central Mobility Hub connects the new community to key public transport services and amenities, whilst a new Park and Ride Lite promotes meaningful reduction in existing city-bound traffic in line with Winchester Movement Strategy.

All homes are close to public open space or smaller pocket parks and a sports & recreation hub would be created within the neighbourhood just a few minutes cycle from most homes.

Segregated active travel corridors designed in compliance with LTNI/20 permeate the site within green car-free corridors. These routes connect the new and existing surrounding Oliver's Battery community to key community facilities, and help to deliver strategic infrastructure envisaged in the LCWIP.

A bus gate provides direct, efficient non-car connectivity between the housing and the Park & Ride Lite facility, with additional LTNI/20 complaint crossings and cycleways included over Badger Farm Road to connect with existing communities.

CARBON NEUTRALITY

Delivery of low-carbon homes is embedded into the design principles from the outset.

Work undertaken by Calibro, as presented within the representations shows that development at Manor Parks in comparison to the 'next best location' from an annualized carbon dioxide emissions perspective equates to a carbon saving of 893 tonnes achieved from 387,000 fewer vehicle kilometres and 25,500 fewer car trips each year.

BIODIVERSITY & THE NATURAL ENVIRONMENT

Approximately half of the site will be retained as open space with a mix of uses; some areas dedicated both public recreation, some dedicated to nature, and many will be multi-functional including integration with the SuDS network bringing opportunities for both residential amenity value and biodiversity enhancement.

CREATING A VIBRANT ECONOMY

The proposals for a mixed use neighbourhood can deliver a long term thriving place, which contributes to the economic well-being of Winchester, through provision of new facilities and opportunities for new sustainable transport links and new local jobs.



Integrated Park & Ride Lite with Bus Gate



Community facilities centrally located



Attractive Sustainable Drainage Systems



Segregated active travel corridors



Mobility Hub within heart of neighbourhood



A Focus On Placemaking

Our Vision is to deliver a beautiful, thriving community with sustainable living at its heart, as well as a distinctive gateway to the historic city of Winchester. It will include a range of practical facilities and amenities for daily living, ensuring real opportunities for both social interaction and independence.

The proposal positively responds to the physical attributes of the site, including topography, deciduous woodland, central landscape corridor and the adjacent built environment context. As such it can become a seamless, sensitive and sustainable extension to the City of Winchester.

WELL DESIGNED PLACES & LIVING WELL

Clear design principles underpin the proposals. These involve consolidation of new development on the eastern and lower parts of the site in response to the landscape context, whilst retaining a broad green & blue swathe through the centre. This will secure a distinctive setting for a new local centre, mobility hub, the retained heritage buildings. A school is co-located with the local centre to reinforce the potential for social interaction and vibrancy within the heart of the site.

A tree-lined spine road with segregated cycle paths sweeps through the site and passed the local centre and school, creating an optimum route for buses dualled.

From this boulevard a hierarchy of quiet streets provide access to homes, with permeability of pedestrian and cycle movement prioritised over vehicles.

Additional active travel routes are positioned in green corridors which break up the massing of the built form and link important green spaces. Development parcels are designed to provide natural surveillance and attractive, green streetscenes that help to manage extreme rainfall events through integrated SuDS.

There will be unique opportunities for recreation and formal play on the higher western land, securing this open space as a buffer with the countryside.

THE HISTORIC ENVIRONMENT

Visually, the site is well contained as a result on the local topography and valley in which it is located. The proposals retain and conserve the on site heritage assets to provide a sense of place and to create a development which reflects and respects local character.

The design includes a careful response to the historic hamlet of Pitt, preserving its wider setting and seeking to avoid or minimise impacts. As such, a key benefit of the site, in heritage terms, is that it can deliver significant housing growth for the city of Winchester, but with a limited impact on the historic environment.

HOMES FOR ALL

Up to 1,100 new homes in a mix of sizes and tenures including a policy compliant provision of 40% affordable housing.

The strong landscape amenity, walkability to local facilities and bus connections will make living here desirable and sustainable for a broad and diverse group of people, helping to establish a vibrant community.

The design seeks to ensure legibility and wayfinding which will encourage active travel choices within all user groups. This can help addressing public health challenges such as health, wellbeing and dementia.



Strong placemaking principles to create a high quality public realm



Padel courts as part of a new sports hub



Safe paths to school and play areas



Distinctive housing that responds to local character



Bloor as Placemakers

Bloor Homes have been committed to creating great places for many years. The Government have also identified support for this approach through the National Design Guide, National Model Design Code and the National Planning Policy Framework latest update in 2023. We believe great placemaking at Manor Parks will lead to a strong legacy, add genuine value and reinforce the character of the locality.

The National Design Guide (NDG) was published on 1 October 2019. The NDG addresses the question of how we recognise well-designed places, by outlining and illustrating the Government’s priorities in the form of ten characteristics. These characteristics work together in a mutually supporting way, interacting to create an overall character of place.

Context – understanding of the features of the site and the surrounding context.

Identity – having a positive and coherent identity that everyone can identify with.

Built form – compact forms of development that are walkable, contributing positively to well-being and placemaking.

Movement – limiting the impacts of car use by prioritising and encouraging walking, cycling and public transport.

Nature – integrate existing, as well as new natural features into a multifunctional network that supports quality of place.

Public spaces – well-located public spaces that support a wide variety of activities and encourage social interaction.

Uses – a mix of uses including local services and facilities to support daily life.

Homes and buildings – provision of good quality internal and external environments for their users, promoting health and well-being.

Resources – have a layout, form and mix of uses that reduces resource requirements, including for land, energy and water.

Lifespan – designed and planned for long-term stewardship by landowners, communities and local authorities from the earliest stages.



Summary

Technical assessments indicate that the proposed development at Manor Parks has the potential to deliver up to 1,100 low carbon new homes, adjacent to the most sustainable and largest settlement in the district.

Development at Manor Parks would form a natural extension to the existing settlement pattern and a green defensible boundary to help protect the setting of the city.

As next steps we will be continuing to undertake further environmental and technical work, to ensure that the development of Manor Parks will make a significant contribution to the Council's Local Plan Objectives.





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