



FURZELEY VILLAGE,
DENMEAD
VISION DOCUMENT
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1.0 INTRODUCTION

This document provides information about and sets out the vision for the allocation of a new garden village on land south of Forest Road in Denmead. Britain has a long history of smaller planned communities which may be associated with the term 'garden village'. These developments were all small, self-contained new communities that were linked to, but separate from, a larger town or city.

In the 1990s, the Urban Villages Forum promoted the idea of 'urban villages', highlighted earlier in the 1980s by Leon Krier, as a mean to renew Britain's existing towns and cities. This movement drew on the village characteristics of '*security, sociability and economic purpose*', to promote the renewal of towns and cities through the creation of thriving and attractive urban districts. More recently, terms such as 'sustainable urban neighbourhoods' have been used to describe new communities. These terms describe smaller new communities, which are usually within or extensions to existing settlements. They are different from larger-scale new communities such as new towns, eco-towns and garden cities, which have a parallel but distinctive history of their own.

The Town & Country Planning Association defines a garden village as a new community that is designed, delivered and managed in accordance with garden city principles, but tailored for a smaller scale than new Garden Cities (which are likely to be more than 10,000 homes in size). It may be developed within existing settlements (as an urban village or suburb) or as a sustainable urban extension.



SITE LOCATION

- SITE
- EXISTING SETTLEMENT
- SOUTH DOWNS NATIONAL PARK
- MOTORWAY
- RAILWAY LINE
- RAILWAY STATION



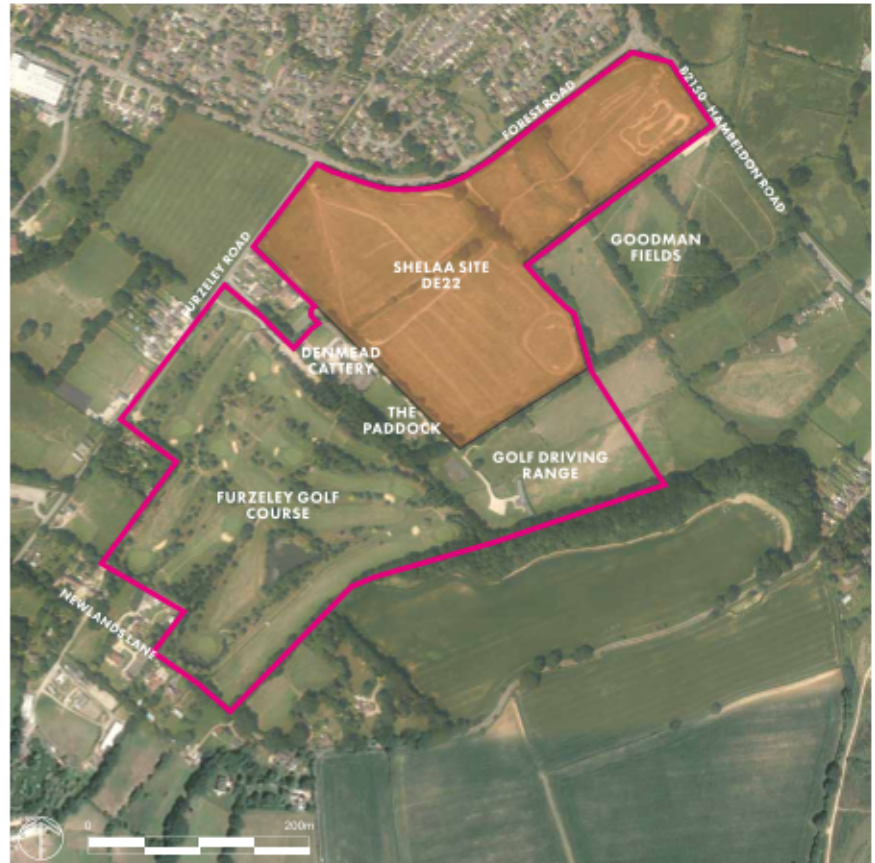
2.0 THE SITE

The land south of Forest Road comprises a number of parcels of both brownfield and greenfield land to the east of Furzeley Road, comprising:

- Undeveloped fields to the south of Forest Road (SHELAA site ref DE22)
- Denmead Cattery and Golf Driving Range
- A dwelling called The Paddock
- The first nine holes of Furzeley Golf Course including the clubhouse and car park.

In total the site has an area of approximately 31.24 ha.

In terms of planning designations, the site is currently located in an area designated as countryside in the adopted Winchester Local Plan. It is also located within the designated Local Gap between Denmead and Waterlooville.



SITE LOCATION

- SITE BOUNDARY
- PART OF THE SITE ALLOCATED AS DELIVERABLE/DEVELOPABLE SITE WITHIN THE WINCHESTER CITY COUNCIL SHELAA 2019



SITE PHOTOGRAPHS

1 VIEW FROM FURZELEY ROAD

2 POND FROM SOUTH EAST

3 DRAINAGE DITCH TO SOUTH WEST

4 ENTRANCE TO DENMEAD GOLF CLUB

5 VIEW TOWARDS FURZELEY ROAD

6 VIEW LOOKING NORTH WEST AT CLUB HOUSE

7 THE SITE BENEFITS FROM CLOSE PROXIMITY TO GOODMAN FIELDS

3.0 OPPORTUNITIES & CONSTRAINTS



OPPORTUNITIES AND CONSTRAINTS

SITE BOUNDARY	ANCIENT WOODLAND	SURFACE WATER FLOOD RISK	ROAD	GREEN LINK
DEVELOPABLE AREA	SITE OF IMPORTANCE FOR NATURE CONSERVATION	FLOOD ZONE 2	CONTOUR	LISTED BUILDINGS
DEVELOPABLE SITE (AS IDENTIFIED IN WINCHESTER CITY COUNCIL SHELAA 2019)	EXISTING TREE	FLOOD ZONE 3	PROW	BUS STOPS
POTENTIAL OPEN SPACE	PROPOSED SCREENING	SUDS	RECREATIONAL ROUTE	
EXISTING OPEN SPACE	SETTLEMENT GAP	POND	VEHICLE ACCESS	
PART OF THE SITE ALLOCATED AS DELIVERABLE/ DEVELOPABLE SITE WITHIN THE WINCHESTER CITY COUNCIL SHELAA 2019	SENSITIVE RESIDENTIAL EDGE	WATER COURSE	PEDESTRIAN ACCESS	



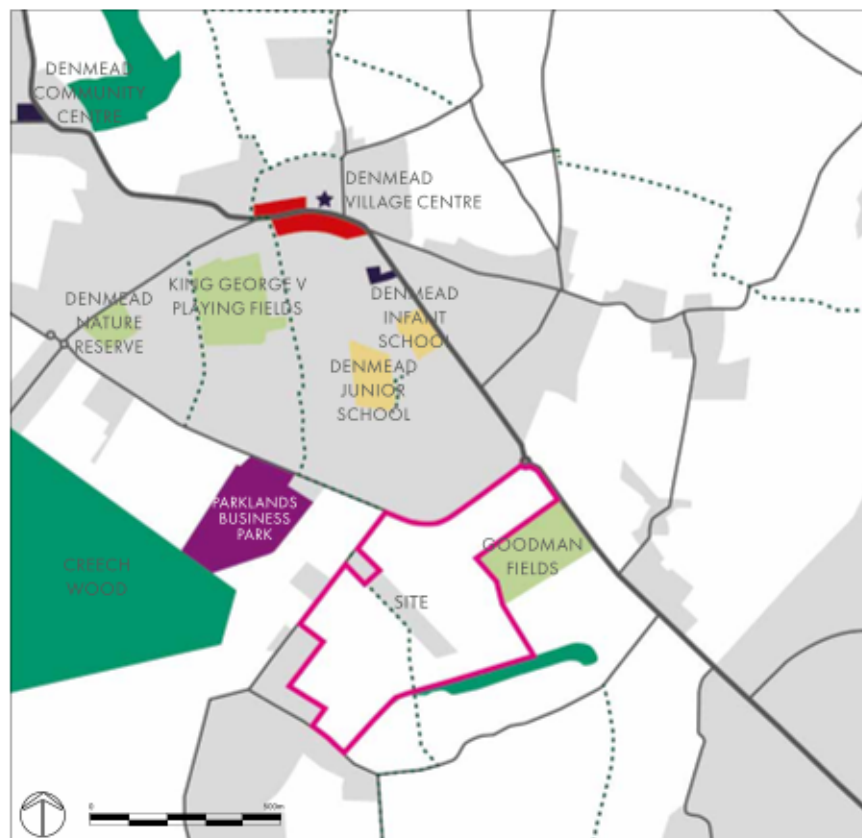
4.0 A SUSTAINABLE FUTURE FOR DENMEAD

The introduction of Furzeley Village, provides the opportunity for a highly sustainable extension to the existing settlement, which is based on garden village principles, and provides new footpath and cycleway connections, as well as significant amounts of new green infrastructure, principally in the form of a new linear country park.

The proposed country park would provide multiple benefits for both existing residents as well as future residents, in that it would provide a significant (approximately 14 ha) and attractive piece of GI on the edge of Denmead. The country park will contain a combined footpath and cycleway which would link the edge of Denmead with the lightly trafficked rural roads to the south of Denmead, i.e. Newlands Lane and Furzeley Road to create a circular route which would encourage walking and cycling and the associated health benefits that these activities can bring.

The development of Furzeley Village would form a new but integral part of the existing settlement, not a peripheral one, providing additional critical mass to support the existing facilities and services in Denmead. Furzeley Village is within viable walking and cycling distance of the local facilities in Denmead including Denmead Infant & Junior Schools.

The proposed access arrangements to the site include the provision of a 3m wide combined footpath and cycleway from the site to Forest Road, where a dedicated Toucan crossing would be provided to enable both pedestrians and cyclist to safely cross over to the existing footpath/ cycleway on the northern side of Forest Road, which leads to the local schools.

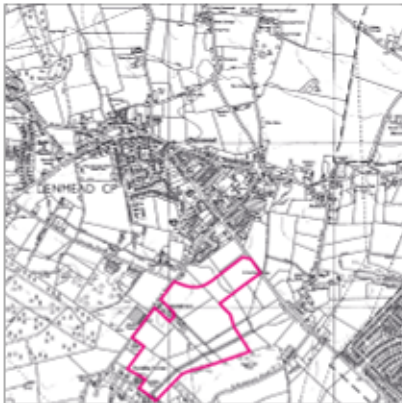


FACILITIES & SERVICES IN DENMEAD

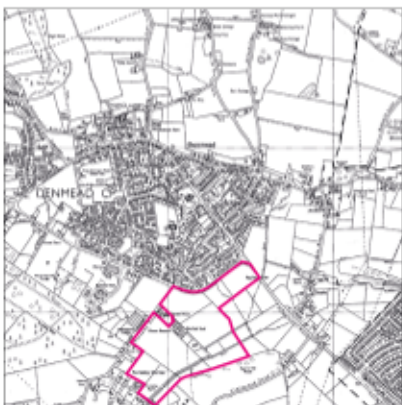
- | | |
|---|--|
| SITE LOCATION | WOODLAND |
| RETAIL & MIXED USE | PUBLIC OPEN SPACE |
| SCHOOL | EMPLOYMENT |
| COMMUNITY FACILITY | PLACE OF WORSHIP |

The development of land to the south of the Forest Road would reflect and accord with the pattern of development in Denmead that has occurred over the past 30 years as the historic map extracts next page clearly show.

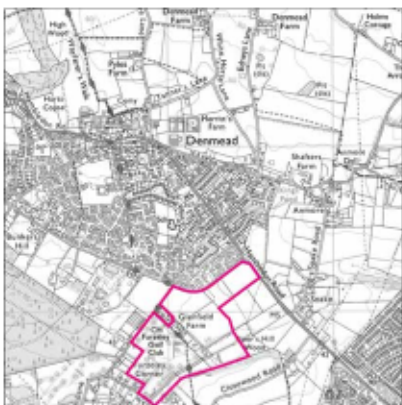
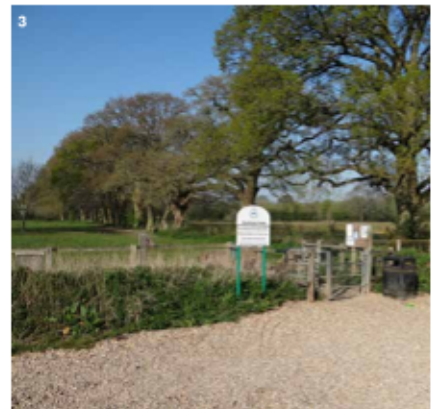
This pattern of development took place long before the South Downs National Park, which borders the northern boundary of Denmead, was designated. The need to protect the National Park provides a further strong reason for the continuing the expansion of Denmead to the south.



1980



1992



2020



- 1 VIEW OF THE NORTHERN EDGE OF DENMEAD FROM HAMBLEDON ROAD
- 2 THE WESTERN EDGE OF DENMEAD
- 3 GOODMAN FIELDS
- 4 DENMEAD VILLAGE CENTRE



ARTIST'S IMPRESSION OF THE GREEN CORRIDOR IN THE NORTHERN QUARTER

5.0 VISION

The vision for Furzeley Village is to create a vibrant new neighbourhood based on garden village principles, which integrates with the existing settlement. To achieve this vision, the new neighbourhood will provide new foot, cycle and green infrastructure connections to the existing settlement to seamlessly integrate it with the existing settlement as well as providing new recreational opportunities for both existing and future residents of the village.

Furzeley Village will be physically, socially and environmentally sustainable. The proposed country park and new footpath and cyclepath connections will promote healthy living and encourage the use of non car modes of transport to access local facilities and services. Low carbon development and sustainable energy principles will also be promoted throughout the scheme.

The new neighbourhood will have a clear identity and character and create a place which people will aspire to live in. The design will provide robust and adaptable buildings and spaces and will provide a positive response to the characteristics of the site and area.

There will be an appropriate and sustainable mix of uses, including a range of tenures and types of housing, and an appropriate breadth of facilities, amenities and social infrastructure, as required.



NOTE: IMAGES FROM 'UNDERSTANDING GARDEN VILLAGES' AN INTRODUCTORY GUIDE. TCPA, 2017.

6.0 ASPIRATIONS

Furzeley Village provides an opportunity to deliver a comprehensive sustainable urban extension to Denmead, which creates a thriving and attractive new neighbourhood that provides for and encourages healthy living and makes a positive contribution to the further development of the existing settlement.

The masterplan is landscape-led, and seeks to establish a green framework which enhances and complements the existing local landscape character. The aims and objectives are:

- To work in partnership with Winchester City Council, Demead Parish Council, the

Neighbourhood Plan Group, the local community and other key stakeholders

- To create a place that will stand the test of time
 - To create a place that generates value and benefits the local community
 - To create a contextually sensitive scheme which creates a new residential community within a robust landscape framework
 - To bring a renewed sense of identity to the surrounding area
 - To deliver enduring value for all and create a place of character and quality
- To create a range of homes for first time buyers through to executive homes
 - To achieve the most efficient use of the site whilst minimising traffic impacts on the local road network and environmental impacts on the surrounding area.



NOTE: IMAGES FROM 'UNDERSTANDING GARDEN VILLAGES' AN INTRODUCTORY GUIDE, TCPA, 2017



EXAMPLE HOUSE TYPES FOR FUTURE DEVELOPMENT AT FURZELEY VILLAGE

7.0 DESIGN PRINCIPLES

Although each garden village is unique, there are common characteristics that made historic garden villages successful, namely:

- They were holistically planned
- They were small in scale
- They were planned for healthy living
- They provided for a vibrant social life
- They were designed with high-quality materials and attention to detail
- They were designed to provide affordable homes close to employment
- They provided services for day-to-day needs within walking distance of homes.

The concept design for Furzeley Village follows and takes account of these characteristics and embraces them by adopting the following design principles:

- Local people will play a meaningful role in shaping development and managing the new neighbourhood, contributing to a sense of community
 - The form and characteristics of the development will help to meet identified housing needs of Denmead and should integrate with the existing community. The development will benefit from a strong sense of place and distinctive character, with high standards of urban design and architecture
 - Existing vegetation will be retained wherever possible. A landscape scheme for the site will offer benefits both to residents and wildlife. This will include expanses of accessible green space and recreation areas, along with wildlife corridors linking ecological features
 - For much of the two intervening topography and vegetation precludes any prospect of coalescence of Denmead with Waterloooville. To further alley concerns, a linear country park will be provided along the eastern edge of the site to provide a permanent, long-term landscape buffer
- Access will be provided from Forest Road, with the northern section of Furzeley Road connected to the proposed new access road and the existing northern section of Furzeley Road downgraded to a combined footpath/cycle route. The scheme will encourage non-car travel into Denmead centre through the provision of a safe pedestrian and cycle crossing on Forest Road that links with existing footpaths/cyclepaths
 - Higher density housing will be located adjacent to the existing residential built edge of Denmead, graduating to medium density housing towards the south of the site. Lower density housing will be located around the southern fringe of the developable area to reflect the character of development along Newlands Lane.

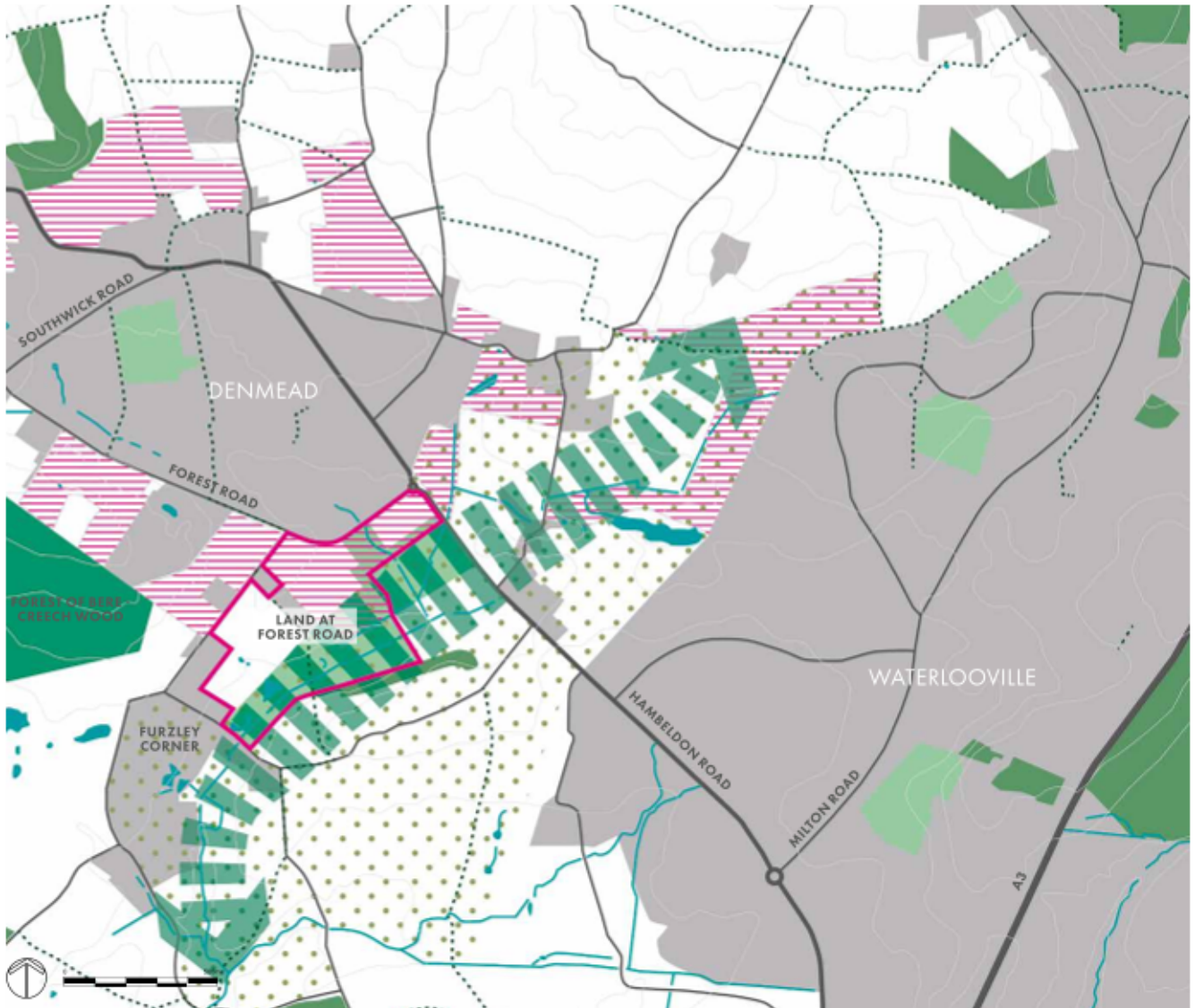


DESIGN PRINCIPLES

- | | | |
|---|--|--|
| SITE BOUNDARY | SPINE STREET | BUFFER PLANTING |
| OPEN SPACE | SECONDARY STREET | ➔ GREEN CORRIDOR |
| COUNTRY PARK | ● EXISTING PROW | |
| RESIDENTIAL BLOCK - 35 DPH | ➤ INDICATIVE FOOTPATH | |
| RESIDENTIAL BLOCK - 30 DPH | INDICATIVE SUDS | |

8.0 LANDSCAPE PRINCIPLES

WIDER LANDSCAPE STRATEGY



WIDER LANDSCAPE STRATEGY

- SITE BOUNDARY
- PART OF THE SITE ALLOCATED AS DELIVERABLE/ DEVELOPABLE SITE WITHIN THE WINCHESTER CITY COUNCIL SHELA 2019
- EXISTING SETTLEMENT
- FOREST OF BERE
- WOODLAND
- OPEN SPACE
- AMENDED SETTLEMENT GAP
- GREEN CORRIDOR
- MAIN ROAD
- PUBLIC RIGHT OF WAY
- WATERBODY

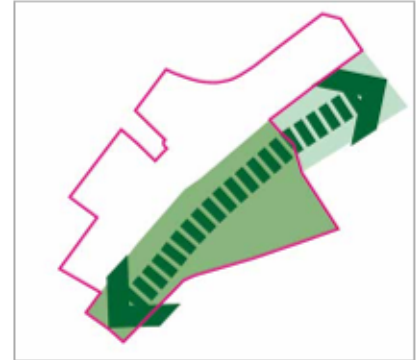
LANDSCAPE DESIGN PRINCIPLES



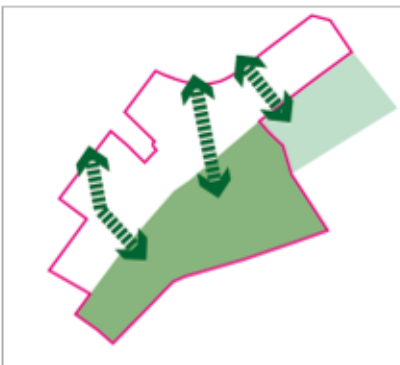
1. RETAIN AND ENHANCE EXISTING LANDSCAPE FEATURES, WHERE POSSIBLE



2. LOCATE DEVELOPMENT AWAY FROM AREAS OF FLUVIAL AND PLUVIAL FLOOD RISK



3. PROVISION OF AN EXTENSIVE COUNTRY PARK, LINKING TO GOODMAN FIELDS TO THE EAST



4. CREATION OF GREEN CORRIDORS LINKING TO THE COUNTRY PARK AND GOODMAN FIELDS



5. LOCATE SUSTAINABLE DRAINAGE FEATURES WITHIN THE COUNTRY PARK, OUTSIDE OF AREAS OF FLOOD RISK



6. PROVISION OF A COMPREHENSIVE PEDESTRIAN AND CYCLE MOVEMENT NETWORK

9.0 THE MASTERPLAN

A concept masterplan of how Furzeley Village could be developed has been prepared to show how the vision can be achieved. The concept masterplan shows how up to 351 new open market and affordable homes could be accommodated on the site, as well as the proposed country park and other areas of green space. The proposed new homes would be spread across the site in a number of blocks of development which would be separated by significant areas of open space or existing tree belts and hedgerows.

Access is from the Forest Road via its existing junction with Furzeley Road, which would be remodelled. The existing northern section of Furzeley Road would become a combined pedestrian/cycle route to encourage future residents both to use sustainable modes of travel to access local facilities and services and to form part of a new circular route through the site that links to Newlands Lane and Furzeley Road.

DEVELOPMENT SCHEDULE

ELEMENT	AMOUNT
TOTAL SITE AREA	31.24 HA
SITE ACCESS	0.17 HA
RESIDENTIAL AREA	10.68 HA
DENSITY	30-35 DPH
NO DWELLINGS	351
POPULATION	843
OPEN SPACE REQUIREMENT	3.37 HA
OPEN SPACE PROVISION	18.42 HA
OF WHICH COUNTRY PARK	14.35 HA

- 1 THE FORM OF DEVELOPMENT SHOULD HELP MEET HOUSING NEED IN DENMEAD
- 2 THE SCHEME SHOULD ENCOURAGE THE USE OF ALTERNATIVE MODES OF TRANSPORT, INCLUDING WALKING AND CYCLING
- 3 THE SITE WILL PROVIDE AN EXTENSIVE COUNTRY PARK FOR THE BENEFIT OF BOTH NEW AND EXISTING RESIDENTS





CONCEPT MASTERPLAN



ARTIST'S IMPRESSIONS OF FURZELEY VILLAGE GREEN

10.0 BENEFITS FOR DENMEAD

Furzeley Village will provide the following benefits for Denmead:

- **New open market and affordable homes** - The provision of a balanced mix of market and affordable homes, which will meet the needs of Denmead, as well as other parts of Winchester District in a sustainable location adjoining the existing built-up area
- **Access to new high quality public open space** - A new network of open spaces, cycle and pedestrian routes and play facilities will benefit the existing local community, as well as new residents
- **Enhancement of the local environment** - Growth will be planned in a sustainable manner and have regard to the protection and enhancement of built and natural resources. Design will be locally distinctive and create an attractive, usable and adaptable development that meets high environmental standards, is resilient and optimises opportunities for sustainable transport choices
- **Improvements to encourage the use of sustainable modes of transport** – Furzeley Village has good access to a wide range of existing local facilities and services and the use of sustainable modes of transport to access these, such as walking and cycling, will be promoted as part of the design of the scheme as well as to the existing bus routes/stops located along Forest Road for longer journeys
- **Improvements to the local highway network** - Access to Furzeley Village will be provided via upgrading the northern section of Furzeley Road to include new combined footpath/cycleways, as well as alternations to the junction with Forest Road to upgrade the existing crossing point to a toucan traffic light-controlled crossing to enable both pedestrians and cyclist to safely cross Forest Road to access local facilities and services as well as the bus stops on Forest Road
- **Consideration of the natural environment** - Development will be sensitively designed and will retain existing tree belts and hedgerows to sensitively integrate them into the site. Existing woodland to the west of the site will help to minimise any landscape impacts, and new landscape planting will be introduced on the site's eastern edge to supplement the existing tree belts to provide additional screening, while promoting biodiversity net gain.
- **Retention of existing vegetation and new tree planting** - Existing mature trees, occasional hedgerows and young woodland will be retained and incorporated into areas of open space, providing a new green infrastructure setting to the development, attractive publicly accessible landscape and improved habitats for wildlife
- **Green corridors** - Proposed internal green corridors will provide new pedestrian and cycle routes, as well as ecological connectivity and physical links to networks in the wider area, beyond the site boundary
- **Employment opportunities** – Furzeley Village will provide diverse employment opportunities during the construction period and will support the retention and possible expansion of existing shops and services in Denmead through the generation of additional retail spend.

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