

New Milton

Masterplan Options on Selected Sites

Interim Report

March 2025

1. Introduction

Through the Ministry of Housing, Communities and Local Government (MHCLG) Neighbourhood Planning Support Programme led by Locality, AECOM was commissioned to provide design support to New Milton Town Council.

1.1 Background & Purpose

The illustrative masterplans within this report demonstrate the feasibility of development for a selection of sites within New Milton Town Centre. The designs are intended to guide any future proposals that may come forward for each of these sites.

Although AECOM specialists have inputted into the development of the design, we have not undertaken technical studies such as a transport study, traffic assessment or drainage and ground conditions assessment. It is expected that further design and investigations are undertaken

by applicants on the site, especially in regards to transport and utilities present on site as well as landscape and ecological assessments. This report is an initial step in that direction, with the aim of enabling the stakeholders to progress from an informed position.

This report offers no comment on the suitability for development or otherwise of these or any other sites. Their inclusion is not an endorsement by AECOM and this study is separate from any site selection exercise.

Rather, this study will ensure that future development within these sites meets a consistent, high-quality design standards which positively contribute to the unique character of the New Milton Town Centre.

1.2 Neighbourhood Plan Sites

As part of the baseline analysis for the emerging New Milton Neighbourhood Plan, 28 sites have been considered for allocation. The sites within this report have been brought forward by the New Milton Neighbourhood Plan Steering Group for consideration owing to their central location and potential viability for development.

The vision for New Milton Town Centre is focused on creating a “*vibrant town centre that is a social and economic hub for shopping, living, working and leisure*”. This is supported by policy within the existing Neighbourhood Plan (2021). Policy NM5 showcases a desire for development within New Milton Town Centre that delivers “*at least 250 homes and retail, cultural, health, and business investment*”.

Such an approach is supported in local planning policy. Policy ECON5 promotes a strategy focused on renewal and investment in town centres within the New Forest District.

Furthermore, as is detailed within the existing New Milton Neighbourhood Plan, there is a desire to broaden the appeal of

New Milton in its overall attractiveness and appeal among younger residents. While multiple sites within the Town Centre have been considered, the sites listed below will form the focus of this report. These are considered to offer the strongest opportunity to deliver improvements to the town centre and deliver a gentle densification of the area.

Site 2: New Milton Railway Station - a long, narrow site that consists of the New Milton Railway Station car park and a small parcel of land to the east. Approximately 0.86ha, it is bounded to its north by the railway line and developments along Whitefield Road to the south.

Site 6: Water Tower and Osborne Road Car Park - a small parcel of land accessed from Osborne Road to the north of the Town Centre. Approximately 0.23ha It is located immediately to the west of the New Milton gas and water towers and currently consists of pay-and -display Town Centre parking.

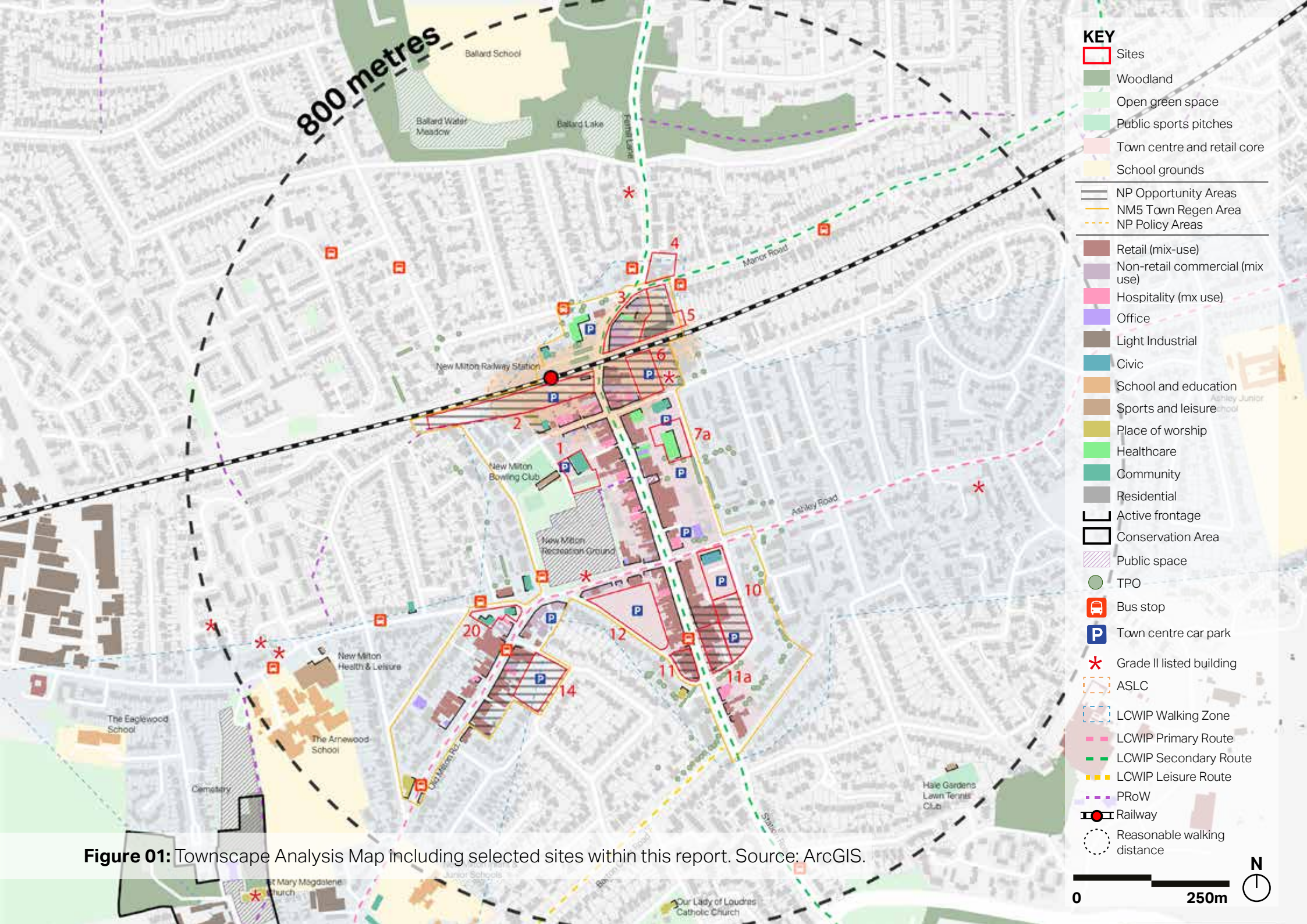
Site 7a: Health Centre & NFDC Spencer Road Car Park North - a small site of approximately 0.68ha located along Spencer Road. It is currently occupied by

the New Milton Health Centre. Options that both retain or factor in a relocation of the Health Centre will be considered in this report.

Site 10: Town Hall & NFDC Spencer Road Car Park South - located along Spencer Road and approximately 0.7ha in size and containing Stannington Close. The site is currently occupied by the Police Station and Town Hall building, as well as Marks and Spencer car park to the south.

Site 11: Bradbeers Site; and Site 11a: Westcroft Parade - two small sites currently occupied by Bradbeers Department Store and other mixed ground floor retail buildings located at the junction of Station Road, Spencer Road and Elm Avenue. Proposals for this site will consider additional capacity for height at this gateway location.

Site 12: Elm Avenue Car Park - Approximately 0.6ha located along Elm Avenue, the site is currently occupied by a pay-and-display car park serving New Milton Town Centre.



- KEY**
- Sites
 - Woodland
 - Open green space
 - Public sports pitches
 - Town centre and retail core
 - School grounds
 - NP Opportunity Areas
 - NM5 Town Regen Area
 - NP Policy Areas
 - Retail (mix-use)
 - Non-retail commercial (mix use)
 - Hospitality (mx use)
 - Office
 - Light Industrial
 - Civic
 - School and education
 - Sports and leisure
 - Place of worship
 - Healthcare
 - Community
 - Residential
 - Active frontage
 - Conservation Area
 - Public space
 - TPO
 - Bus stop
 - P Town centre car park
 - * Grade II listed building
 - ASLC
 - LCWIP Walking Zone
 - LCWIP Primary Route
 - LCWIP Secondary Route
 - LCWIP Leisure Route
 - PRoW
 - Railway
 - Reasonable walking distance

Figure 01: Townscape Analysis Map including selected sites within this report. Source: ArcGIS.

0 250m

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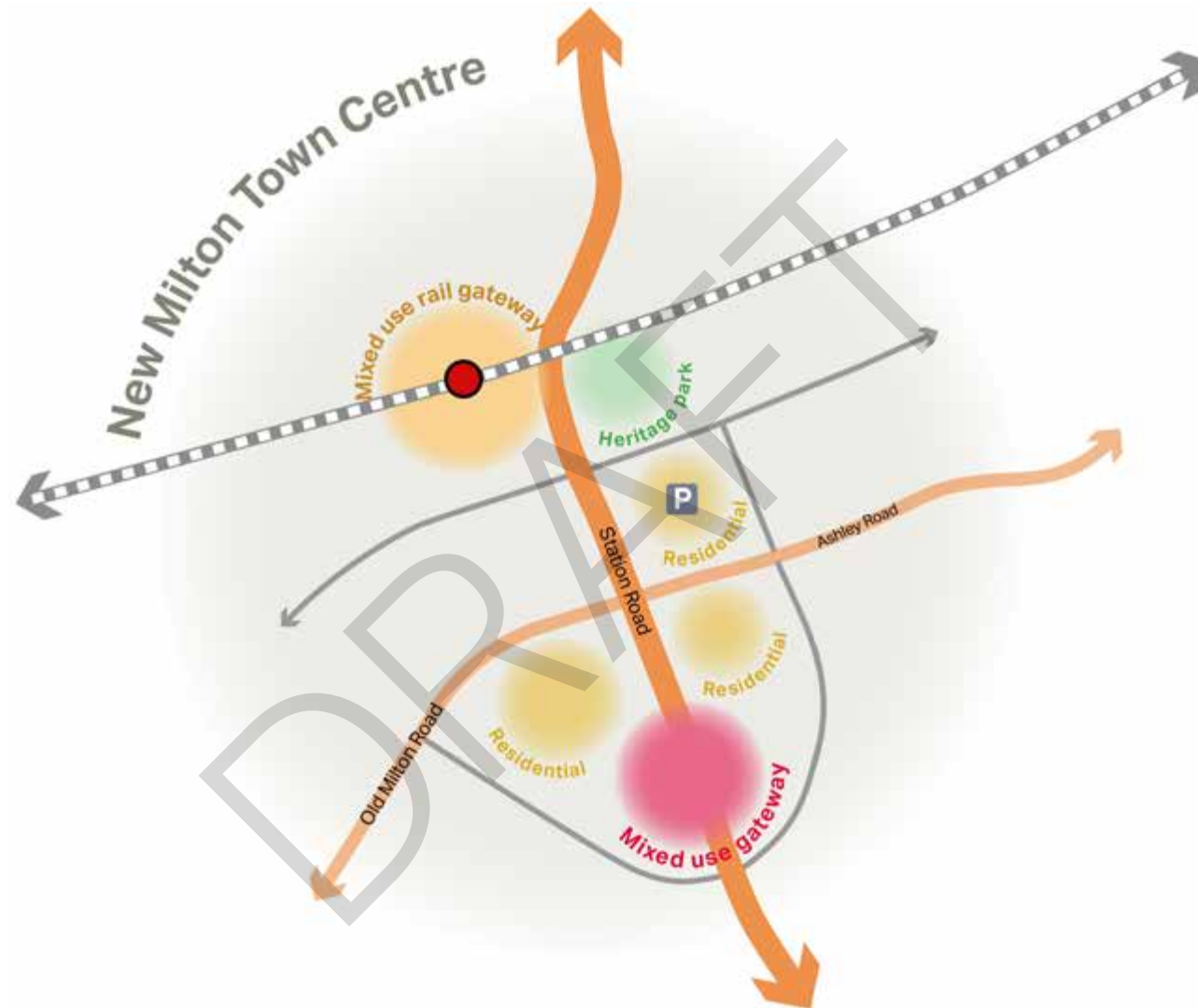


Figure 02: Site 2: Strategic masterplan map showcasing the cumulative scale of development on selected site within New Milton Town Centre.

1.3 Site 2: New Milton Railway Station

1.3.1 Constraints

Site 2's constraints are primarily linked to its location immediately adjacent to New Milton Railway Station. Additionally, the site's shape and dimensions provide additional complexity for any development proposal. The following constraints will need to be considered alongside any proposals for the site.

- The site's edge conditions are a major constraint. To the north is the railway line and required fencing blocking access to the tracks and platform. On other sides is a heavy cover of trees, while to the south is a sloped level change of approximately 2m.
- This elevation change is also apparent along the site's eastern boundary with station road where a bridge over the railway lines also creates a harsh edge condition.
- Site access only possible from the existing entry point along Station Road. Considering any future residential development on site, this access needs

to accommodate a potential increase in the number of cars and service vehicles.

- The railway station will need to remain. Any proposal will need to effectively integrate the station building, as well as adequate parking and drop off areas.
- Additionally, the railway station does create areas of noise pollution of between 35 to 65 Lden (all day average), along the station platform¹.
- Utilities on site are limited to the a series of overhead cables that run along the site's southern boundary.
- Also along the southern boundary is a Public Right of Way with access via a staircase into the site.
- Located to the north east of the site are existing commercial units, including a can rental company with a sizable forecourt.

¹. See <https://environment.data.gov.uk/explore/3fb3c2d7-292c-4e0a-bd5b-d8e4e1fe2947> for full details.

KEY














-  Site boundary
-  Site access
-  Site access (pedestrian only)
-  Railway line
-  Noise pollution
-  TPO
-  Existing trees/foilage
-  Level change
-  Public Right of Way
-  Station building
-  Railway station
-  Car park
-  Existing commercial use
-  Overhead cables
-  Low-pressure gas pipe



Figure 03: Site 2: Constraints Map.

1.3.2 Option 1 Masterplan Principles - Enhance Density

1. Access will be limited to the existing entry point onto the site via Station Road. This should be able to sustain an increase in vehicles and any necessary ambulatory and refuse vehicles.
2. Improvements in surfacing and landscape overcome the open urban void that currently occupies the site with its current use as a car park.
3. Such landscaping interventions are also focused around the entrance to the railway station. This enhances the sense of arrival at this key transport hub.
4. The dedicated vehicle access route is limited in scope, allowing drivers to turn around and rejoin the main station forecourt. Any necessary emergency or refuse vehicles will be able to access residential buildings by driving along the shared space around these buildings.
5. Landscaped areas including rain gardens and additional tree planting will support sustainable drainage and provide additional greenery.
6. Parking for the railway station is replaced with a multi storey car park (MSCP). At four storeys, this will replace the spaces lost to development while providing parking provision for new residential development.
7. Additionally, the proposals for the MSCP also feature space for a cafe close to the railway station entrance. This cafe will be serviced from the front.
8. Apartment buildings will be single aspect with primary frontages focused to the public realm to the south of the site. This is to mitigate any noise related disturbance from the railway. The configuration in this option is designed to maximise the density and potential number of units that could be accommodated on site.
9. This option also retains the existing commercial units located to the north east of the site.
10. Green space located to the west of the site.



Figure 04: Site 2: Masterplan Option 1.

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable	
1 bedroom	30	12	6	6	
2 bedroom	70	30	15	15	
Totals	100	42	21	21	

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	100	42	Developable area	3,129	35
Terraced/maisonette	0	0	Public/green space	3,860	44
Semi-detached	0	0	Road infrastructure	1,674	21
Detached	0	0		8,663	100
Commercial & other non residential	0	3			
Totals	100	45			

Table 01: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total communal parking	Average per dwelling type	Visitor parking spaces	Total parking
1 bedroom	0	17	1.4	75 total MSCP spaces	137
2 bedroom	NA	45	1.5		
3-4 bedroom	NA	NA	NA		
Totals	0	62			

Table 02: Parking allocation.

Building Heights

Given its location, this site could accommodate buildings of a greater height and density. In this option, 4 storey buildings height are located immediately to the east of the railway station to provide enclosure and enhanced sense of arrival. The westernmost building reduce to 3 storeys, graduating the overall scale of development to harmonise with the surrounding townscape context. Existing buildings would remain at one storey.



Figure 05: Site 2 Option 1: Building Heights Plan

Frontage & Access

Access off Station Road serves as the sole entry point onto the site and is sufficiently proportioned to accommodate traffic serving residential buildings and the railway station. The access route off station road will sit flush with surrounding hardstanding, though with differing surface materials, allowing for refuse and ambulatory access to residential buildings. It will provide rational access to the MSCP and the forecourt for the van rental business to the east of the site. This layout also allows for pedestrian movement throughout the site.



Figure 06: Site 2 Option 1: Access and Movement Plan

1.3.3 Option 2 Masterplan Principles - Enhance Greenery

The proposals included within Option 2 share many of the same features and design principles. However, the deviation in this approach is to consider how proposals could maximise and retain greenery and public space, particularly around residential buildings. The design principles for this site include:

1. Access will be limited to the existing entry point onto the site via Station Road. This should be able to sustain an increase in vehicles and any necessary ambulatory and refuse vehicles.
2. Improvements in surfacing and landscape overcome the open urban void that currently occupies the site with its current use as a car park.
3. Such landscaping interventions are also focused around the entrance to the railway station. This enhances the sense of arrival at this key transport hub.
4. The dedicated vehicle access route is limited in scope, allowing drivers to turn around and rejoin the main station forecourt. Any necessary emergency or refuse vehicles will be able to access residential buildings by driving along the shared space around these buildings.
5. Landscaped areas including rain gardens and additional tree planting will support sustainable drainage and provide additional greenery.
6. Parking for the railway station is replaced with a multi storey car park (MSCP). At four storeys, this will replace the spaces lost to development while providing parking provision for new residential development.
7. Additionally, the proposals for the MSCP also feature space for a cafe close to the railway station entrance. This cafe will be serviced from the front.
8. A configuration of linear, single aspect apartment buildings fronting onto the public space to the south of the site. Buildings will also have appropriate set back away from the railway to mitigate any noise related disturbance.
9. The option also retains the trees along the southern boundary of the site while still allowing for ambulatory and refuse vehicle access along the shared space within this area of public realm.
10. This option also retains the existing commercial units located to the north east of the site.
11. Green space located to the west of the site.



Figure 07: Site 2: Masterplan Option 2.

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable
1 bedroom	30	10	5	5
2 bedroom	70	23	12	11
Totals	100	33	17	16

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	100	33	Developable area	3,031	36
Terraced/maisonette	0	0	Public/green space	3,850	44
Semi-detached	0	0	Road infrastructure	1,782	20
Detached	0	0		8,663	100
Commercial & other non residential	0	3			
Totals	100	36			

Table 03: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total communal parking	Average per dwelling type	Visitor parking spaces	Total parking
1 bedroom	NA	14	1.5	88 total MSCP spaces	137
2 bedroom	NA	35	1.9		
3-4 bedroom	NA	0	2.1		
Totals	0	49			

Table 04: Parking allocation.



KEY

- Site boundary
- 4 storeys
- 3 storeys
- 2 storeys
- 1 storey



Figure 08: Site 2 Option 2: Building Heights Plan



KEY

- Site boundary
- Station arrival
- Primary frontage
- Primary access
- Service/secondary access
- Pedestrian only route

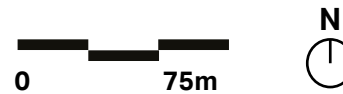


Figure 09: Site 2 Site 2 Option 2: Access and Movement Plan

1.4 Site 6: Water Tower and Osborne Road Car Park

1.4.1 Constraints

Site 6 is located in an area of increased heritage sensitivity, close to the Area of Special Local Character and immediately adjacent to the Grade II listed water tower. This heritage value is a key consideration for development on site, alongside the other following constraints.

- Access for all modes onto the site is only possible along Osborne Road. There is a footpath that cuts between buildings to the west of the site providing pedestrian access to Station Road.
- While not a designated view, surrounding vistas of the Water Tower, particularly from the north are a key constraint. This is a distinctive landmark and townscape feature and new development should not negatively impact this view.
- Also located here is a gas tower. This is a large structure that somewhat undermines the overall street scene. However, should the tower be removed or reconfigured, retaining its internal structure, this area could be integrated into any proposals on site.
- The site is currently a public car park. Development on site will lead to a loss of parking spaces for the town centre, which may need to be accommodated at an alternative site nearby.
- The site is bounded on its northern and eastern edges by a dense cluster of mature trees. While not on site, there are four TPO trees located near the site's eastern boundary.
- Utilities on site include a telegraph pole and a overhead cables beginning at the site's southeastern corner, continuing east along Osborne Road. Additionally, there is a low pressure gas pipe along Osborne Road, however, the easement will not impact development on site.

KEY














-  Site boundary
-  Site access
-  Site access (pedestrian only)
-  Railway line
-  TPO
-  Existing trees/foliage
-  Car park
-  Overhead cables
-  Low-pressure gas pipe
-  Water tower
-  Gas tower (in use)
-  Listed building
-  Important view corridor



Figure 10: Site 6: Constraints Map.

1.4.2 Masterplan Principles

1. Access onto the site retains the existing. This allows for an access route through the centre of the site bounding residential development.
2. Proposals provide a mix of on-plot and communal parking. The latter is provided with on street parking along the access route, and through a parking area to the north of the site. Communal parking is also provided for dwellings where on-plot is not possible.
3. Dwellings are arranged into a longer terrace along the site's western boundary. Terraces maximise the density of the development on site without increasing bulk and height of development.
4. The arrangement and placement of dwellings also ensure that proposals do not interfere with the existing vistas of the Water Tower.
5. End of terrace dwellings allow for larger dwellings and also provide a distinct architectural feature at the corner of Osborne Road and the new access route.
6. Dwellings feature outdoor amenity space on their roof and include permeable surfacing within the curtilage of dwellings.
7. A new public space is proposed to the east of the site. This also provides additional green space for residents while enhancing the wider setting of the grade II listed Water Tower. This could be extended into the area currently occupied by the gas tower should the opportunity become available, creating a heritage park.
8. Where possible, existing mature trees are preserved and integrated into designs.

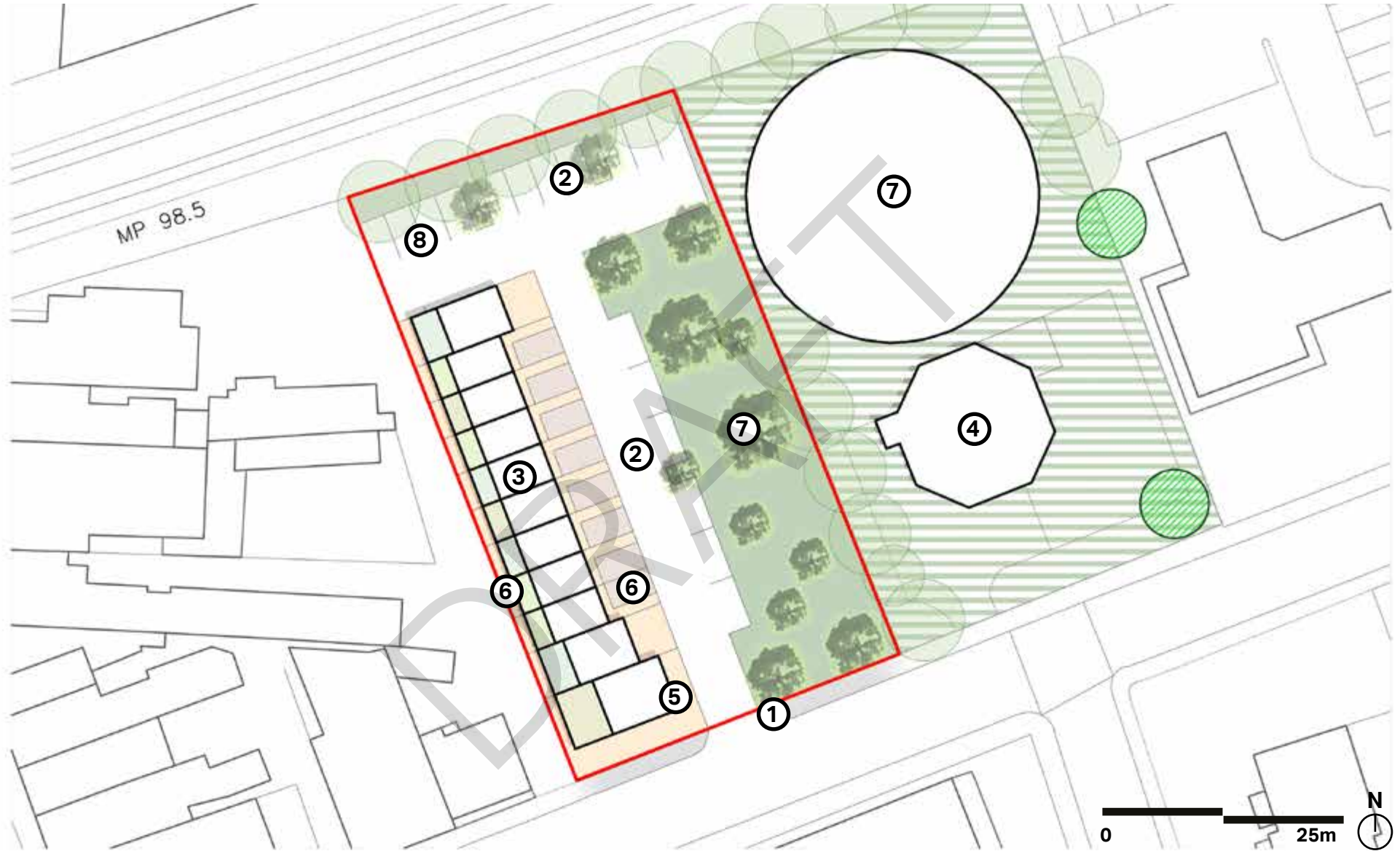


Figure 11: Site 6: Option 1.

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable
1-2 bedroom	72	8	4	4
3 bedroom	18	2	1	1
4 bedroom	10	1	1	0
Totals	100	11	6	5

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	0	0	Developable area	763	34
Terraced/maisonette	100	11	Public/green space	810	35
Semi-detached	0	0	Road infrastructure	727	31
Detached	0	0		2,300	100
Commercial & other non residential	0	0			
Totals	100	11			

Table 05: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total communal parking	Average per dwelling type	Visitor parking spaces	Total parking
1-2 bedroom	8	8	2	3	23
3 bedroom	0	4	2		
4 bedroom	0	2	2		
Totals	8	14			

Table 06: Parking allocation.



Figure 12: Site 6: Building Heights Plan



Figure 13: Site 6: Access and Movement Plan

1.5 Site 7a: Health Centre & NFDC Spencer Road Car Park North

1.5.1 Constraints

Site 7a is currently occupied by new Milton Health Centre. As a key facility within the town centre, the site's development is contingent on the relocation of the health centre. Should this happen, proposals should consider the following constraints.

- The site features an abundance of mature trees that positively contribute to the overall street scene along Spencer Road.
- Three trees along the site's southern boundary are also protected by TPOs. Development proposals must not lead to their loss or negatively impact their setting.
- The site's eastern boundary features positive edge conditions. There is a pleasant street scene with a good level of enclosure and an abundance of street trees.
- Contrastingly, edge conditions to the west of the site include a sizable car park and service yard to the rear of retail units along Station Road. This boundary also features a tall brick walls, alongside a slight level change between the adjacent car park and the rear of the health centre.
- There is a footpath providing direct access to the high street along Station Road. This is a key link and desire path that connects surrounding residential areas with the main concentration of retail facilities within the town centre.

- KEY**
- Site boundary
 - Site access
 - TPO
 - Existing trees/foilage
 - Car park
 - Low-pressure gas pipe
 - Health Centre



Figure 14: Site 7a: Constraints Map.

1.5.2 Design Principles

Proposals for site 7a assume the relocation of the New Milton Health Centre. Each option considers different approaches to development on site. Option 1 is a best practice proposal for residential led development, while Option 2 focuses on how the site might accommodate an MSCP should further development in the town centre require additional parking spaces. The key design principles for both options are set out below

1.5.3 Option 1 Masterplan Principles - Residential Development

1. Access is retained along Spencer Road, though the southern most entry point onto the site is no longer required.
2. Of the two access points, one to the north provides access to a communal parking area, reduced in size from its current state. The remaining access points also provides access to a communal parking area, though this is now set behind buildings and is no longer a feature within the street scene.

3. Pedestrian access through the site towards Station Road is retained and improved with a dedicated pathway and improved landscaping.
4. Owing to the number of car parking spaces required, landscaping is introduced to buffer clusters of spaces to avoid creating an expansive area of hardstanding.
5. Proposed apartment buildings enable active frontage along Spencer Road providing enhanced natural surveillance and an improved street scene.
6. The proposed typologies also harmonise with the surrounding context, with buildings conforming with the prevailing scale and bulk of buildings along Spencer Road.
7. Furthermore, a continuous building line and retention of existing street trees enhances the sense of enclosure and improves the overall street scene along Spencer Road.

1.5.4 Option 2 Masterplan Principles - Multi Storey Car Park

1. The proposed MSCP allows delivers approximately 225 parking spaces while its scale and bulk remains in keeping with residential buildings along Spencer Road.
2. Access into the MSCP will only require one entry point, allowing for a continuous pavement along Spencer Road, improving movement for pedestrians along this route.
3. Pedestrian access through the site towards Station Road is also retained and enhanced alongside quality landscaping interventions.
4. Mature trees along Spencer Road are retained and integrated into a new landscaped area featuring sustainable drainage.
5. The proposed MSCP will feature green walls and an open/transparent exterior finish to ensure that the building features high quality aesthetics.



Figure 15: Site 7a Option 1: Masterplan.

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable
1 bedroom	30	8	4	4
2 bedroom	70	18	9	9
Totals	100	26	13	13

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	0	26	Developable area	727	25
Terraced/maisonette	0	0	Public/green space	1,047	36
Semi-detached	0	0	Road infrastructure	1,147	39
Detached	0	0		2,921	100
Commercial & other non residential	0	0			
Totals	100	26			

Table 07: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total communal parking	Average per dwelling type	Visitor/town centre parking spaces	Total parking
1 bedroom	NA	11	1.4	0	38
2 bedroom	NA	27	1.5		
3-4 bedroom	NA	NA	NA		
Totals	0	38			

Table 08: Parking allocation.



Figure 16: Site 7a Option 1: Building Heights Plan



Figure 17: Site 7a Option 1: Access and Movement Plan



Figure 18: Site 7a Option 2: Masterplan.



Figure 20: Site 7a Option 2: Access and Movement Plan



Figure 19: Site 7a Option 2: Access and Movement Plan

MSCP Parking Spaces	
	225

Table 09: Site 7a Option 2 MSCP spaces.

1.6 Site 10: Town Hall & NFDC Spencer Road Car Park South

1.6.1 Constraints

Site 10 is located between Ashley Road and the southernmost extent of Spencer Road. It features a sizable portion of the Mark's & Spencer building, as well as its car park and service area to the rear. Subsequently, development south of Stannington Close will not be possible.

To the north of the site is the existing Town Hall and associated car park. The building is currently occupied by the New Milton Town Council, the Police, and Housing Association flats on upper floors. The following constraints have been considered and inform plans detailed below.

- Utilities on site include overhead cables along the site's eastern boundary. Similarly, a low pressure gas pipe runs along Spencer Road, and within the site connecting to the Town Hall. The easement for the pipe is up to 3m plus the pipe diameter.
- Furthermore, there is also an electrical transfer box located close to the southern western corner of the Town Hall.
- Access onto the site is possible from Spencer Road either onto Stannington Close, or directly into the Town Hall car park close to the north of the site.
- Throughout the site are clusters of trees and hedges. Some trees are mature and are a prominent feature on the overall street scene along Spencer Road. Additionally, many trees provide screening and a buffer between cars within car parks on site.

KEY

Site boundary

Site access

Site access (pedestrian only)

TPO

Existing trees/foilage

Car park

Supermarket car park

Servicing area

Supermarket car park access

Overhead cables

Low-pressure gas pipe

Town Hall

Electrical transfer box



Figure 21: Site 10: Constraints Map.

1.6.2 Option 1 Masterplan Principles - Retain the Town Hall

1. Option 1 retains the existing Town Hall building, allowing for renovations accommodating its existing use. Alternatively, should the current occupants vacate the building, there would be an opportunity to convert the building for residential use or retain it as a commercial office building.
2. Development here is also contained to the northern portion of the site, retaining the new car park and servicing area for the Marks & Spencer supermarket.
3. Access points are also retained, enabling vehicular access to car parks from Spencer Road.
4. Pedestrian access around the Town Hall is also retained, alongside a new pedestrian access point to the south of a newly proposed apartment building.
5. A new apartment occupies a significant portion of the site's area, reducing the space taken up by surface level car parks.
6. Additionally, the apartment building established a more continuous building line, with its primary frontage facing Spencer Road. This enhances the positive sense of enclosure along the route while also sustaining natural surveillance.
7. What's more, the configuration of the new apartment building allows for continuous overlooking of parking spaces, enhancing overall security and safety.
8. New landscaping interventions throughout provide sustainable drainage while mitigating the negative visual impacts of hardstanding. Car parking surfacing should also consider permeable materials.
9. What's more, new street trees along Spencer Road provide environmental and visual improvements along this route.



Figure 22: Site 10 Option 1: Masterplan.

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable
1 bedroom	30	9	5	4
2 bedroom	70	20	11	10
3-4 bedroom	NA	NA	NA	NA
Totals	100	30	16	14

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	0	30	Developable area	975	29
Terraced/maisonette	0	0	Public/green space	1,504	46
Semi-detached	0	0	Road infrastructure	813	25
Detached	0	0	Excluding area south of Stannington Close	3,292	100
Commercial & other non residential	0	0			
Totals	100	30			

Table 10: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total communal parking	Average per dwelling type	Visitor/town centre parking spaces	Total parking
1 bedroom	0	12	1.4	0	42
2 bedroom	0	30	1.5		
3-4 bedroom	NA	NA	NA		
Totals	0	42			

Table 11: Parking allocation.



Figure 23: Site 10 Option 1: Building Heights Plan

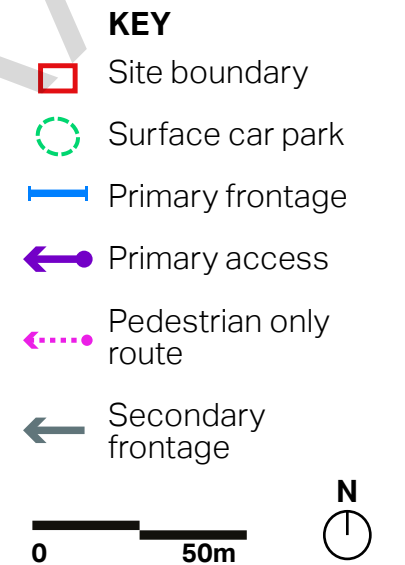


Figure 24: Site 10 Option 1: Access and Movement Plan

1.6.3 Option 2 Masterplan Principles - Multi Storey Car Park

Option 2 considers how site 10 could contribute to new parking spaces within New Milton. Development of other town centre sites may require new capacity for car parking. Option 2 provides high level details regarding how a new MSCP could be delivered on site 10.

1. This option assumes the relocation of the Town Council and Police, as well as the demolition of the Town Hall with delivery of the MSCP on the developable area to the north of the Marks & Spencer car park. The proposed MSCP delivers approximately 300 parking spaces.
2. Option 2 also provides, small retail units providing an active frontage along Spencer Road and its corner with Ashley Road.
3. These will be protruding features of the building, slightly reduced in height from the main MSCP. This will help break up the apparent bulk and scale of the building as a whole, ensuring that development harmonises with the residential dwellings within the surrounding context.
4. This is supported by a new spill out space along Spencer Road to accommodate stalls or a small seating area.
5. Permeable surfacing will provide sustainable drainage while new landscaping interventions will soften the prominence of hardstanding on site.
6. As with other proposed MSCPs within this report, the building will feature transparent or open facade materials combined with green walls.
7. Additional landscaping and trees will enhance the amount of greenery on site. This will further soften the visual impact of the MSCP and provide screening where possible.

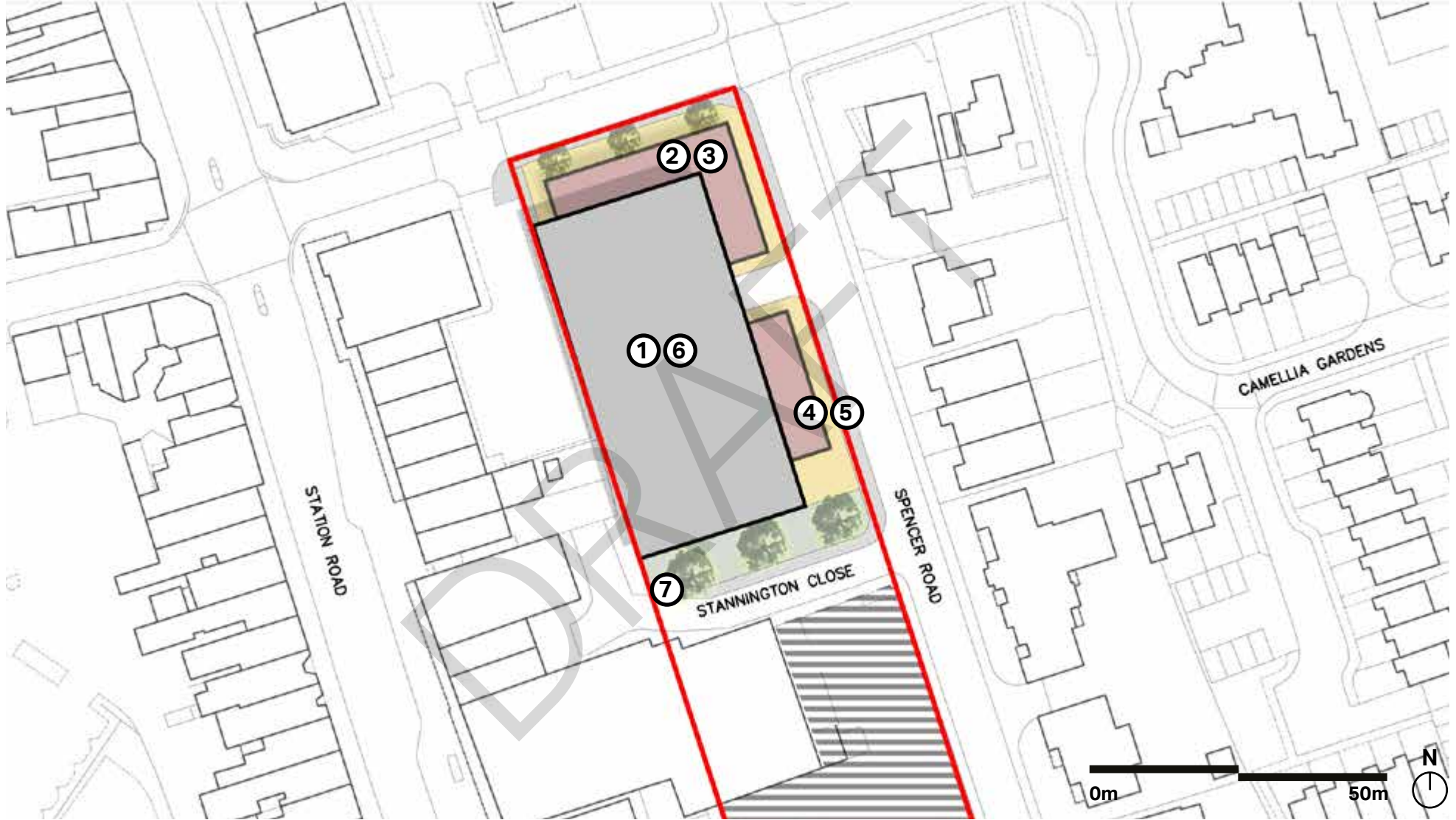


Figure 25: Site 10 Option 2: Masterplan.



Figure 26: Site 10 Option 2: Building Heights Plan



Figure 27: Site 10 Option 2: Access and Movement Plan

MSCP Parking Spaces	
	300

Table 12: Site 10 Option 2 MSCP spaces.

1.7 Sites 11: Bradbeers Site; and 11a: Westcroft Parade

1.7.1 Site 11 & 11a: Constraints

The Bradbeers and Westcroft Parade sites are occupied by the Bradbeers Department Store and the ground floor retail and residential units on the other side of Station Road. Previous plans to redevelop the Bradbeers site have been put forward, though they have never materialised. Proposals included redevelopment of the department store alongside dramatically increasing the number of storeys to accommodate flats.

Any proposal for development on these sites will be of a similar approach. However, any dramatic increase in building heights will be resisted locally. Proposals should be limited in scale, while enhancing the opportunity to enhance the gateway features into the town centre from the south. Such an approach has been considered in plans below alongside the following site constraints.

- Located within the spill-out area by site 11a is a weekly street market. This is a major draw of footfall into the town. Proposals should where possible look to enhance the area and support opportunities to improve the market.
- Each site contains service areas located to the rear of retail units on each site. These are necessary for deliveries and must be retained by any proposal.
- Frontages along Station Road should be preserved. These are the primary access points for pedestrians and form the major interface between the high street and the site.
- Street trees along Station Road and Spencer Road make a positive contribution to the overall street scene and should be retained.
- The corners fronting onto Station Road for each site are key features that should be addressed. Elevations should be distinct and help signify this important gateway into the town centre from the south.
- Utilities include a low pressure gas pipe which shouldn't require any consideration for development, provided that proposals are limited to existing building footprints.

- KEY**
- Site boundary
 - Site access
 - TPO
 - Existing trees/foilage
 - Servicing area
 - Low-pressure gas pipe
 - Corner/gateway feature
 - Weekly market (road closure)



Figure 28: Site 11&11a: Constraints Map.

1.7.2 Site 11 - Bradbeers Site: Principles

Proposals for the site will enhance and improve the Bradbeers Department Store building and surrounding public realm. Interventions include the refurbishment of Bradbeers alongside new residential development on upper floors. Such an approach has been considered alongside the following design principles.

1. Proposals retain three floors for retail space, one for offices, and the two upper storeys for residential. The building will be kept at a maximum of 5.5 storeys in height to maximise the development opportunity here, while retaining a feeling of gentle density appropriate for the town centre location.
2. The enhanced height of these developments will serve as a key gateway into the town centre when arriving from the south of Station Road.
3. The heights of each building will be gently stepped down, eventually matching other buildings along Station Road. This will ensure that prevailing heights along the high street are maintained.
4. Proposals will include below ground car parking accessed from Elm Avenue. This will serve Bradbeers Department Store and residents living in upper storeys of the building.
5. New proposals should also feature substantial improvements to the surfacing and overall public realm around each site. This should also include upgrades to street furniture.
6. New public realm upgrades should feature new planting and street trees, providing environmental improvements including sustainable drainage.

1.7.3 Site 11a - Westcroft Parade: Principles

Proposals for the site will look to enhance and improve the retail area across from Bradbeers Department Store. Interventions include the refurbishment of the existing ground floor retail alongside new residential development on upper floors. Such an approach has been considered alongside the following design principles.

7. Proposed apartments above ground floor retail. These will be kept at a maximum of 5 storeys in height to maximise the development opportunity here while retaining a feeling of gentle density appropriate for the town centre location.
8. The enhanced height of these developments will serve as a key gateway into the town centre when arriving from the south of Station Road.
9. The heights of each building will be gently stepped down, eventually matching other buildings along Station Road. This will ensure that prevailing heights along the high street are maintained.
10. Proposals will include surface level parking to the rear of the mixed use building. Within this area will be provision to allow for retail servicing and deliveries.
11. New proposals should also feature substantial improvements to the surfacing and overall public realm around each site. This should also include upgrades to street furniture.
12. New public realm upgrades should feature new planting and street trees, providing environmental improvements including sustainable drainage.



Figure 29: Site 11 & 11a: Masterplan.



Figure 30: Site 11 and 11a sections. For illustration only.

Site 11: Bradbeers Site

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable	
1 bedroom	30	2	2	NA	
2 bedroom	70	4	3	NA	
3-4 bedroom	NA	NA	NA	NA	
Totals	100	6	6	0	

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	85	6	Developable area	1,012	81
Terraced/maisonette	0	0	Public/green space	203	16
Semi-detached	0	0	Road infrastructure	40	3
Detached	0	0		1,255	100
Commercial & other non residential	15	1			
Totals	100	7			

Table 13: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Underground residential parking	Average per dwelling type	Underground Visitor/retail parking	Total parking
1-2 bedroom	0	9	1.5	21	30
3 bedroom	NA	NA	NA		
4 bedroom	NA	NA	NA		
Totals	0	9			

Table 14: Parking allocation.

Site 11a: Westcroft Parade

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable
1 bedroom	30	7	4	3
2 bedroom	70	18	9	9
3-4 bedroom	NA	NA	NA	NA
Totals	100	25	13	12

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	78	25	Developable area	1,259	55
Terraced/maisonette	0	0	Public/green space	101	4
Semi-detached	0	0	Road infrastructure	968	41
Detached	0	0		2,328	100
Commercial & other non residential	22	12			
Totals	100	37			

Table 15: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total surface level parking	Average per dwelling type	Visitor/retail parking spaces	Total parking
1-2 bedroom	0	33	1.32	0	33
3 bedroom	NA	NA	NA		
4 bedroom	NA	NA	NA		
Totals	0	33			

Table 16: Parking allocation.

Visitor/retail to use existing public car parks.



Figure 31: Site 11 & 11a: Building Heights Plan



Figure 32: Site 11 & 11a: Access and Movement Plan

1.8 Site 12: Elm Avenue Car Park

Constraints

Site 12 is located within a car park to west of the town centre, set immediately behind a retail units along Station Road. It is currently a convenient car park for access to the town centre and any loss of parking spaces may need to be offset by additional parking elsewhere in the town centre. Furthermore, proposals on site should also consider the following site constraints.

- The site's location to the rear of retail units offers poor edge conditions along the northern and eastern edges of the site. There is also the potential for overlooking from upper floors of these buildings where there are residential units.
 - This is compounded by the need to retain existing servicing areas located to the rear of existing retail units. What's more, it is necessary to retain the existing parking area to the west of the site for offices located just beyond the site boundary along Old Milton Road.
 - Access to the site is possible both from Old Milton Road and Elm Avenue.
- However, access along Old Milton Road is limited as a result of the narrow route into the site between dwellings. Therefore, access along Elm Avenue should be prioritised.
- On site are multiple trees, some of which are mature and make a positive contribution to the street scene along Elm Avenue. Other trees and vegetation is used to screen and buffer parking spaces within the existing car park.
 - Utilities on site include a low pressure pipeline along Elm Avenue. However, the required easement of up to 3m plus the pipe diameter is unlikely to impact development on site.

KEY













-  Site boundary
-  Site access
-  Site access (pedestrian only)
-  TPO
-  Existing trees/foliage
-  Car park
-  External car park
-  Servicing area
-  External car park access
-  Overhead cables
-  Low-pressure gas pipe
-  Potential overlooking



Figure 33: Site 12: Constraints Map.

1.8.1 Option 1 Masterplan Principles - Enhance Density

Option 1 aims to maximise the number of dwellings on site 12, without deviating from the scale, bulk, and overall pattern of development of its town centre location. This achieved by considering the following design principles.

1. A mix of dwelling typologies is proposed, including apartments alongside terraced and detached dwellings.
2. Dwellings have been arranged in a small perimeter block. This provides a continuous building line along Elm Avenue and sense of enclosure that enhances the edge conditions of and overall placemaking along this route.
3. The placement of a apartment building to the north of the block serves to transition commercial developments along station road towards a lower density residential neighbourhood along Elm Avenue.
4. What's more, the apartment building and new trees along the eastern boundary of the site help screen buildings along Station Road from both new and existing residential developments along Elm Avenue.
5. A longer series of terraced houses maximises the density of development along Elm Avenue without deviating from the wider settlement pattern of the route. These dwellings feature rooftop outdoor space with a small area of hard standing to the front. Permeable surface materials and low-lying planting here provide sustainable drainage.
6. These units, alongside the proposed apartments rely on communal parking. This is provided where it already exists along to the west and north of the site, while providing two new small courtyard parking spots to the side and rear of the apartment building.
7. The westernmost access point along Elm Avenue is retained as the primary entry point onto the site. Access to the north serves as the preferred access point for ambulatory or refuse vehicles, as well as any other vehicles that may need to service commercial units along Station Road.
8. Small terraces and detached dwellings feature on plot parking, with space for front gardens. Here, landscaping interventions soften the impact of hardstanding on site, while new trees within the curtilage of proposed dwellings along Elm Avenue enhance the levels of greenery along the route.
9. A new green space is provided at the site's southernmost point along Elm Avenue. This intervention screens the service route running immediately beyond the site's eastern boundary and provides a gateway entry point onto Elm Avenue.



Figure 34: Site 12 Option 1: Masterplan

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Rent
1-2 bedroom	84	25	12	13
3 bedroom	13	4	2	2
4 bedroom	3	1	1	0
Totals		30	15	15

Dwelling typology	Percentage (of units)	Number of units	Land Use	Metres ²	Percent
Apartments	53	16	Developable area	2,958	56
Terraced	4	13	Public/green space	274	5
Semi-detached	0	0	Road infrastructure	2,041	39
Detached	3	1		5,273	100
Commercial & other non residential	0	0			
Totals	100	30			

Table 17: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total communal parking	Average per dwelling type	Visitor parking spaces	Total parking
1-2 bedroom	8	32	1.44	4	54
3 bedroom	4	4	2		
4 bedroom	2	NA	2		
Totals	14	36			

Table 18: Parking allocation.



Figure 35: Site 12 Option 1: Building Heights Plan



Figure 36: Site 12 Option 1: Access and Movement Plan

1.8.2 Option 2 Masterplan Principles - Enhance Greenery

Option 2 aims to retain and enhance the existing green infrastructure that currently exists on site 12. A lower density option for development proposes detached, semi-detached, and short terraces to allow for more greenery between buildings. Subsequently, such an approach impacts the number of dwellings that could be achieved on site.

1. Such an approach to density and building typology ensures that all dwellings can accommodate appropriate on-plot parking. As such, existing public parking to the north and west of the site is retained, able to continue service the town centre.
2. Furthermore, this option retains the small perimeter block configuration contained in Option 1. This ensures that a primary frontage along Elm Avenue is proposed, contributing positively to the overall streetscene and placemaking along this route.
3. What's more, this option provides more opportunities for landscaping and trees within the curtilage of dwellings along Elm Avenue, enhancing the greenery along this route.
4. As with Option 1, the residential typologies along Elm Avenue improve the site's edge conditions and harmonise with the residential feel of the immediately surrounding context.
5. The configuration of the site ensures that the existing access to the west of Elm Avenue is retained as the primary entry point into the site. So too is the entry point to the north, though this remains a one-way route into the site, requiring visiting vehicles to exit via Elm Avenue.
6. By providing on plot parking for all dwellings, as well as shared access on site with public parking, a small access and turning area is proposed to the north of the perimeter block.
7. Two green spaces are provided. As with Option 1, the first is located at the site's southernmost corner, creating a gateway entry point onto Elm Avenue.

An additional space green space is proposed on the site's eastern boundary and is fronted by a detached dwelling. Each space provides screening from the rear of commercial buildings along Station Road while also allowing for more of the site's existing trees to be retained as part of the proposal.



Figure 37: Site 12 Option 2: Masterplan.

Market/affordable housing distribution

Dwelling size mix	Percentage	Number of units	Market	Affordable	
1-2 bedroom	59	7	1	3	
3 bedroom	33	4	0	2	
4 bedroom	8	1	0	0	
Totals	100	12	1	5	

Dwelling typology	Percentage	Number of units	Land Use	Metres ²	Percent
Apartments	0	0	Developable area	2,734	52
Terraced	25	3	Public/green space	737	14
Semi-detached	67	8	Road infrastructure	1,802	34
Detached	8	1		5,273	100
Commercial & other non residential	0	0			
Totals	100	12			

Table 19: Unit distribution, size and typology mix.

Residential Parking

	Total on plot parking	Total communal parking	Average per dwelling type	Visitor/town centre parking spaces	Total parking
1-2 bedroom	14	0	2	27	51
3 bedroom	8	0	2		
4 bedroom	2	0	2		
Totals	24	0			

Table 20: Parking allocation.

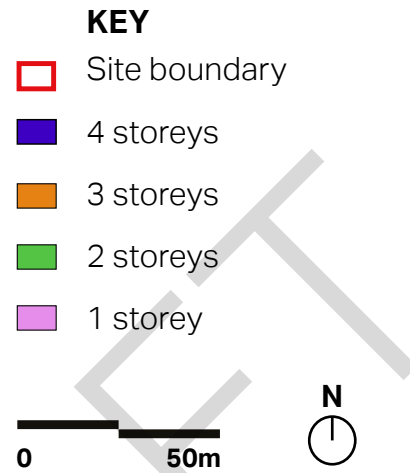


Figure 38: Site 12 Option 2: Building Heights Plan

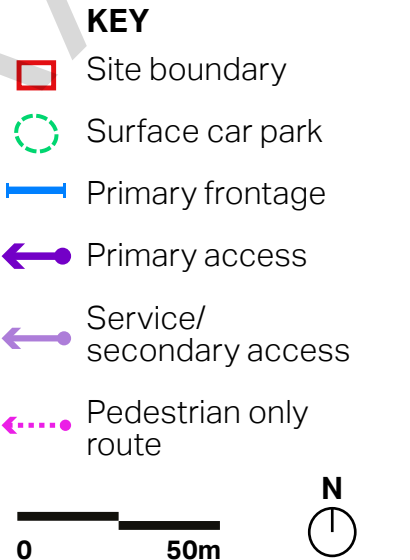


Figure 39: Site 12 Option 2: Access and Movement Plan

