

Lady Betty's Drive, Whiteley, Hampshire

Property Services

Public Consultation Briefing

February 2011

Hampshire County Council (HCC) is preparing to submit an outline planning application to Winchester District Council for its land at Lady Betty's Drive in Whiteley. The application is for residential development including provision of public open space.

HCC is holding a public consultation event on the dates and times below. The event will provide members of the public and local interest groups with an opportunity to view the proposals, discuss these with the County Council's project team and register comments before the application is submitted.

Public Consultation Dates/Times:

Friday, 11 March 2011 between 2pm-7pm

Saturday, 12 March 2011 between 11am – 1pm

Public Consultation Venue:

Meadowside Leisure Centre, Whiteley Way, Whiteley PO15 7LJ

Alternatively, details of the development proposals will be available on our website between 7-18 March 2011 at:

www3.hants.gov.uk/pbr-estates-ladybettysdrive.htm.

Comments can be registered by email or by returning the feedback form which will be available for downloading from the website.

All comments on the development proposal must be received by Hampshire County Council by **Friday, 18 March 2011**.



Site Location Plan

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Site Description

Hampshire County Council (HCC) owns an area open land of some 2.93 hectares (7.24 acres), located on Lady Betty's Drive within the residential area of Whiteley, Hampshire. It is currently used for grazing horses.

Background Information

The site originally formed part of a much larger area of Hampshire County Council's landholdings, which were allocated for residential development and incorporated within Winchester District Council's Area 2 Development Brief for Whiteley in the late 1980's. Much of the adjoining land was developed for housing in the 1990's, whilst the land at Lady Betty's Drive was retained for later development to include a large greenspace for use as a neighbourhood green.

In recent years, the site has remained allocated for housing development within the various editions of Winchester Council's Local Plan. Today, the land at Lady Betty's Drive is identified in the Local Plan proposals map, and is the subject of site-specific policy S12, which makes provision for:

- Residential development of a range of house types and densities, including provision of affordable housing.
- Appropriate landscaping and planting to enhance existing landscape features, protect the amenities of residents and create an attractive development setting.

- Creation of a neighbourhood green for the benefit of local residents in the area.
- Incorporating pedestrian footpaths and cycleways which integrate into existing facilities, providing access to public transport and contributing towards sustainable travel.
- Encouraging developers to contribute towards the cost of services, facilities and infrastructure required for the development of Whiteley.

Development Proposal

The aim is to create a development which contrasts in character with the surrounding area, whilst being sensitive to its context. New, long awaited public open space (neighbourhood green) is included as part of the proposals for the benefit of both residents of the new development and existing residents in the surrounding area.

Buildings will generally be two storeys in height with private rear gardens backing onto existing gardens next to the site boundary. Pedestrian and cycle links will connect the site to the wider area, so making the public open space accessible to everyone.

You are encouraged to attend the public consultation to view the County Council's proposal for the site in more detail. Alternatively, you can access this information online as previously mentioned. In the meantime, the following is a summary of the key elements of the proposal.

Residential Development:	Up to 90 dwellings.
Overall Development Density:	Approximately 31 dwellings per hectare.
Affordable Housing Provision:	30% of total number of dwellings.*
Dwelling Sizes:	A range of dwelling types and sizes from 2-bed to 5-bed properties.
	50% of the development to be made up of 1 or 2-bed properties *
Car/Cycle Parking:	Proposal accords with Winchester Council's adopted Residential Parking Standards. The aim is to provide a balance of safe and convenient vehicle access, whilst minimising the extent of on-street parking.
Ecology:	Natural landscape features (including trees and hedgerows) are intended to be retained and incorporated within the proposed development (where possible)
	Various ecological surveys have been undertaken to identify the presence of numerous species on site (e.g. bats, reptiles, dormice) and any necessary mitigation measures are to be incorporated.
Noise:	Noise surveys have identified the impact of motorway noise on the site. Development will not take place in the noisiest part of the site and mitigation measures are incorporated within the proposal to minimise any impact in sensitive areas.

* In accordance with local planning requirements.

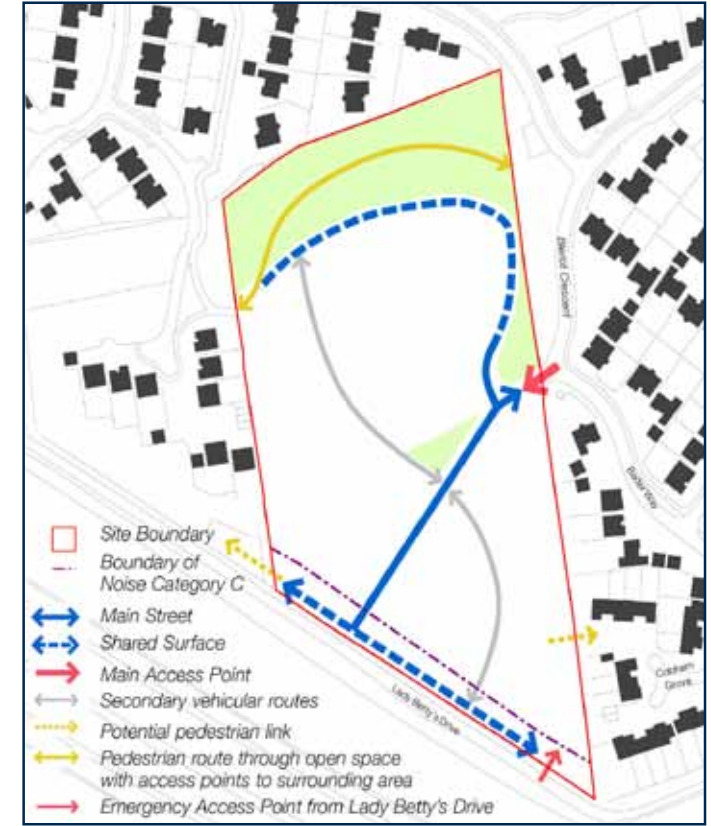
Illustrative Layouts



The Urban Design Principles



The Landscape Strategy



The Movement Strategy