Public consultation

HARROW ESTATES

Land at Southwest Alton

Welcome

Welcome to Harrow Estates' public consultation event on our emerging plans for Land at Southwest Alton.

This event is your opportunity to see and comment on our plans, alongside our direct engagement with local community stakeholders and elected representatives. Today, you can view and comment on our early stage plans for the site.

What you can do today

In the room today are representatives from Harrow Estates and our technical specialists. You can ask us any questions you may have about the plans and discuss what you would like to see here if development goes ahead.

At the end, there will be feedback forms where you can give us your views.

We will consider all public comments and feedback we get from local stakeholders and community groups as the design work progresses. Later this year, we will then report back to the local community once our plans are at a more advanced stage. Then later this year we will likely submit an outline planning application to East Hampshire District Council.

Our Team

HARROW ESTATES
Master Developer -
Part of the Barratt Redrow Group

savills
Planning and
Masterplanning

fabrik
Landscape Architecture
– Planning and Design

calibro
Transport, flood risk
and drainage

Cratus group
Community
Engagement

PEGASUS GROUP
Heritage



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Land at Southwest Alton

Our Vision:

A Thriving Southern Extension to Alton

Harrow Estates' vision is for Land at Southwest Alton to be a place to live well. The plans will deliver a healthy, sustainable and sensitive new neighbourhood with plenty for both new and existing residents to enjoy.

Our vision is to:

Create a high quality, landscape-led design for Land at Southwest Alton

We will prioritise the retention of existing trees, hedgerows and woodland. These areas will also be enhanced to increase their biodiversity.

Reflect Alton's distinct, historic character

We will make use of traditional architectural styles and characteristics seen throughout Alton. Heritage buildings on site will be given a new lease of life with a central community role.

Retain and promote connections with nature

Around half of the site will be kept as new publicly accessible green space, with a new destination play space, walking trails and a linear country park planned.

Make best use of sustainable connections to Alton

Land at Southwest Alton is planned around community and everyday behaviour, with good walking routes, cycle paths and improved bus connections into Alton. At the heart of the neighbourhood will be a new mobility hub, offering high-quality and easy to access connections into Alton and beyond.

Provide real community infrastructure and services

New community infrastructure will serve new and existing residents. The new neighbourhood will provide a new nursery, allotments, a new multi-use local centre within easy reach of home, and a multi-use community centre.



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Land at Southwest Alton

About Harrow Estates

Harrow Estates, part of Barratt Redrow, is a master developer with a holistic approach to planning promotion, masterplanning and delivery of sites for sustainable and high-quality new communities. With a vision embraced by landscape and biodiversity net gain, we ensure that high quality design is at the heart of everything we do. Coupled with the inclusive consultations, we specialise in securing positive planning and technical outcomes which deliver high quality new homes in exceptional settings.

Harrow Estates considers Land at Southwest Alton to be an excellent opportunity to help contribute towards East Hampshire District Council's housing need while also delivering benefits for both new and existing residents in the local area.

Harrow Estates have significant experience in delivering large scale development projects, most recently at our sites in Woodford, Cheshire and Ebbsfleet, Kent.





New Homes delivered by Harrow Estates' sister brand Redrow at Bramley and Vale Croft Woods

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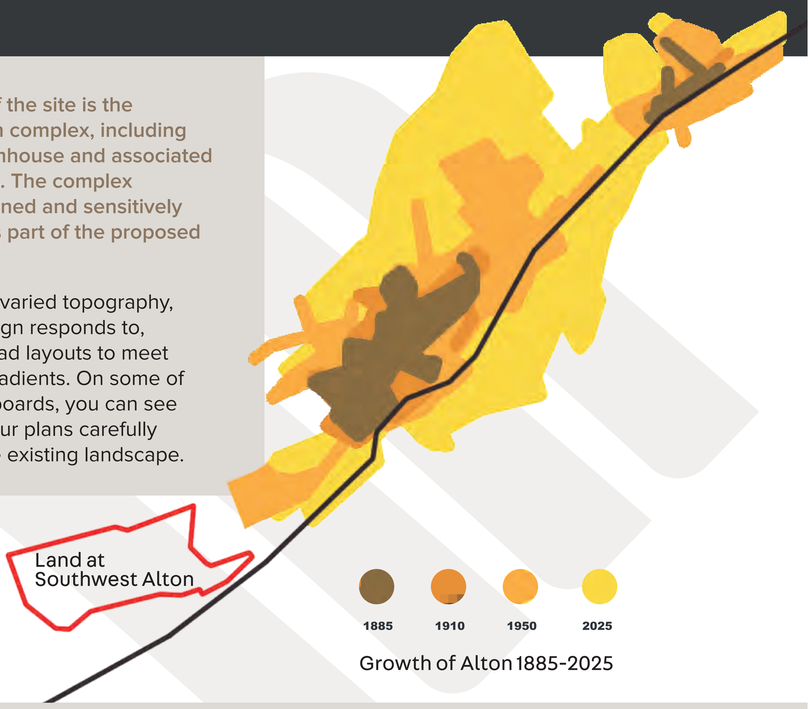
Land at Southwest Alton

The Site

The site is located at the end of Chawton Park Road, which continues through the site to Four Marks as National Cycle Network Route 224, which will be retained and enhanced. It is around 71 hectares of predominantly agricultural land, and it is not publicly accessible.

At the heart of the site is the Chawton Farm complex, including the Listed farmhouse and associated farm buildings. The complex would be retained and sensitively repurposed as part of the proposed local centre.

The site has a varied topography, which our design responds to, with careful road layouts to meet appropriate gradients. On some of the following boards, you can see more of how our plans carefully respond to the existing landscape.



Growth of Alton 1885-2025


Farmstead barns

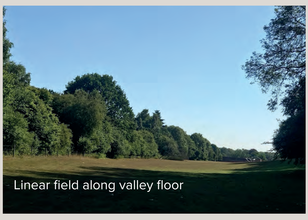

National Cycle Network Route 224

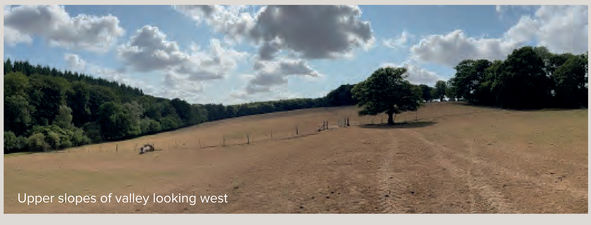

Listed farm house


Woodland edge along northern boundary


Southern woodland edge


Upper slopes of valley looking east


Linear field along valley floor


Upper slopes of valley looking west

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Land at Southwest Alton

Planning Context

Land at Southwest Alton offers a logical and sustainable location for future growth in East Hampshire's most accessible and well serviced settlement. After the 2019 Large Development Site Consultation and further assessments, EHDC Officers identified the site as the most sustainable large scale development option due to its strong transport links, access to services, and potential to deliver new social infrastructure.

The Council faces a major housing need, including almost 1,700 households on the waiting list. Harrow Estates believe the site can make a meaningful contribution to this, including by providing 40% of the new homes as affordable housing.

Why this site?

East Hampshire has significant housing and affordable housing needs. When assessed against Central Government's targets for both delivery and supply of housing in East Hampshire, there is a notable shortfall. Central Government has set East Hampshire District Council a housing target which it is currently significantly short of meeting, and almost 1,700 households are on the local authority waiting list for a home. Alton is the most sustainable settlement in the District, with good transport connections and public amenities.

Land at Southwest Alton is a sustainable location which would provide access to education, employment, convenience, health and recreation amenities.

At this scale, the neighbourhood can also provide key social infrastructure such as a potential 1.5-form entry primary school, neighbourhood shops and a mobility hub.

Land at Southwest Alton is a natural evolution for the town, which has developed along the railway and on the northwestern side of the A31.



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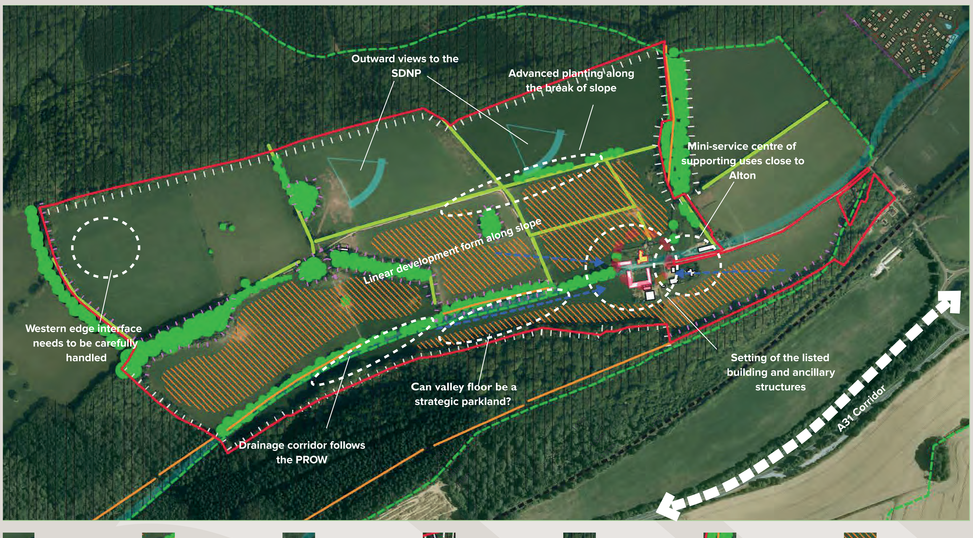
Land at Southwest Alton

Constraints and Opportunities

Land at Southwest Alton provides an opportunity to integrate with Alton, while delivering a sustainable, new community.

Our vision for South West Alton is one that:

- Responds positively to the setting of the South Downs National Park through carefully designed roof forms and enhanced mature tree planting
- Is well-connected to Alton with frequent bus services to the town centre, and improved walking and cycling routes
- Provides public access to the Chawton Farm complex by giving these buildings a new life as a multi-use local centre
- Puts green infrastructure at the heart of the neighbourhood, including tree and hedgerow retention wherever possible and plans to create a new linear country park
- Reduces reliance on fossil fuels and responds positively to the climate emergency with solar panels, rainwater harvesting and low carbon construction materials wherever possible
- Maintains the excellent drainage characteristics of the current site, with no increase in surface water run-off after development
- Respects Land at Southwest Alton's surrounding ancient woodland with a 15 metre buffer



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Land at Southwest Alton

A vision-led, evidence-driven approach to movement

South West Alton is being planned around everyday life — how people move, meet and connect.

Our vision is to create a strong sense of community and local identity, supported by a transport system that brings people together and encourages participation.



Illustration of the proposed Mobility Hub at the local centre

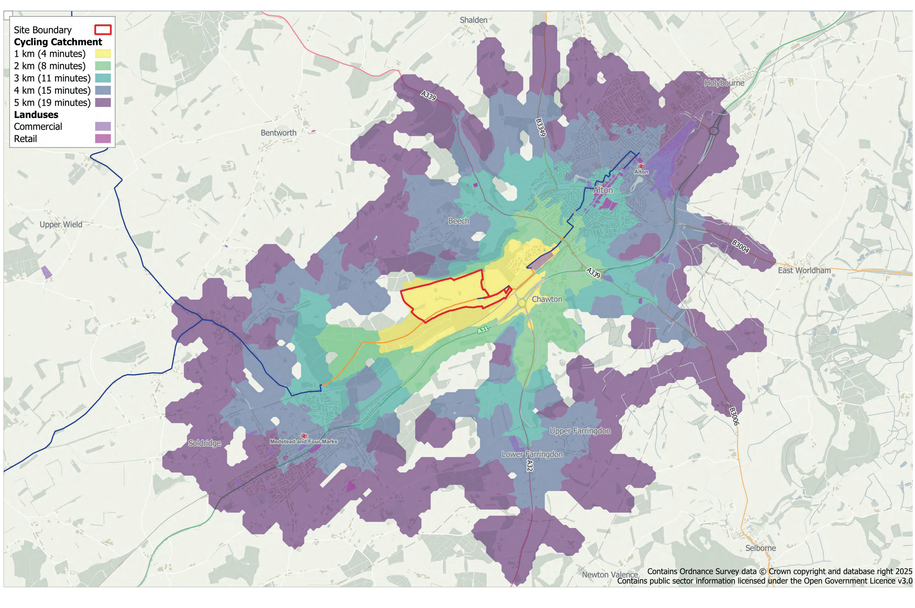
Rather than starting with infrastructure, we are starting with behaviour: understanding how people actually travel day to day, where trips can realistically be made on foot, by cycle or by public transport, and how the design of streets, spaces and services can make those choices feel natural.

This approach is both narrative driven and evidence led. It means:

- Designing routes and spaces that encourage incidental social interaction
- Placing key destinations so daily trips are short and intuitive
- Providing real alternatives to car ownership, not simply restricting use

We recognise that cars will still be needed for some journeys. However, by embedding walking, cycling, public transport and shared mobility into the structure of the neighbourhood, many everyday trips can be made without relying on the car — often without people consciously changing their habits.

Transport is therefore treated as part of the site's identity, not just a technical requirement.



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Land at Southwest Alton

A Well-Connected Southern Extension - Why Here?

Alton is identified as a **Tier 1 Settlement** in the district's Settlement Hierarchy — the **only Tier 1 settlement in East Hampshire** — reflecting its concentration of jobs, services and local amenities. Extending Alton therefore maximises the opportunity for everyday trips to be made by the most sustainable modes.

Land at Southwest Alton is particularly well placed to take advantage of this. From the centre of the site:

- **Alton High Street** is c. **2.5km** away (approximately **7 minutes by bus or under 15 minutes by bicycle**)
- **Alton railway station** is c. **3.5km away**, reachable in around **15 minutes by cycle**
- **Amery Hill Secondary School** can be reached in around 15 minutes by bicycle, or via a short bus journey

This is especially true given that **National Cycle Network Route 224** runs directly through the heart of the site and provides a unique opportunity — unmatched by other sites in the district — to anchor movement around a high quality, part traffic free cycling and walking route connecting directly to Alton town centre.

A Structured Approach to Public Transport

We have been working with local bus operators, including Stagecoach, for several years. They have consistently endorsed the site's potential to be served by frequent, viable bus services.

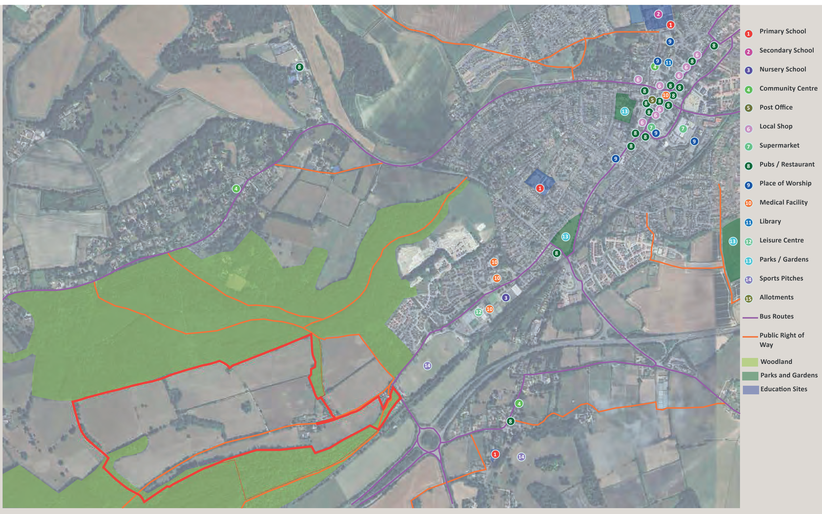
Taking a vision led approach, we are now re appraising:

- Which services should serve the site
- How routes might be adjusted to improve coverage
- Where stops should be located to support the local centre and school
- How good frequency can be achieved using existing, commercially viable services

Targeted Highway & Safety Improvements

Specific, localised highway improvements are being explored to improve safety and reliability for all users, including potential:

- **Signalisation of Northfield Lane Bridge,** replacing the existing informal 'give take' arrangement and improving conditions for buses and pedestrians;
- **Localised widening of Northfield Lane on the bridge approach**, achievable within the existing highway boundary;
- **Removal of a sub standard blind bend** between Northfield Lane and Chawton Park Road through a new short section of road, improving visibility and safety (especially for larger vehicles).



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Land at Southwest Alton

A home with nature and for the future

Harrow Estates is committed to a landscape-led masterplan for Land at Southwest Alton that will create genuine benefits for local wildlife and biodiversity.

Land at Southwest Alton will support local nature and access to green space, including:

- New green corridors to join up green spaces and create new links between the ancient woodlands to the north and south of the site
- Open around 50% of the site as green space, either for recreational use or to create new habitats and enhance existing ones

We believe access to green space is positive for both new and existing residents' physical and mental well-being, which is why every home at Land at Southwest Alton will be within easy reach of green space such as pocket parks, blue and green corridors and a significant new public country park that will run alongside National Cycle Network Route 224 to the south.



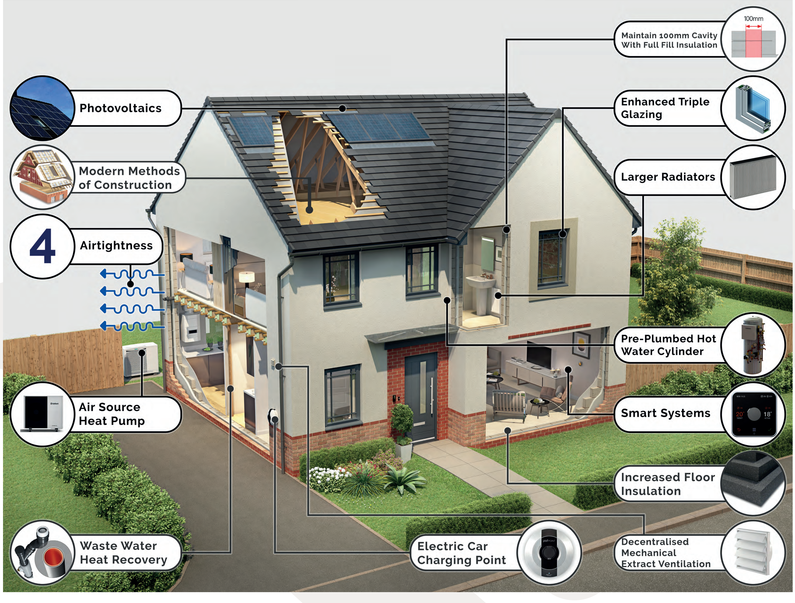
Illustration of the new country park "The Course"



Illustration of a new walking route

Homes for the Future

All homes at Land at Southwest Alton will be responsive to the climate emergency declared by East Hampshire District Council in July 2019.



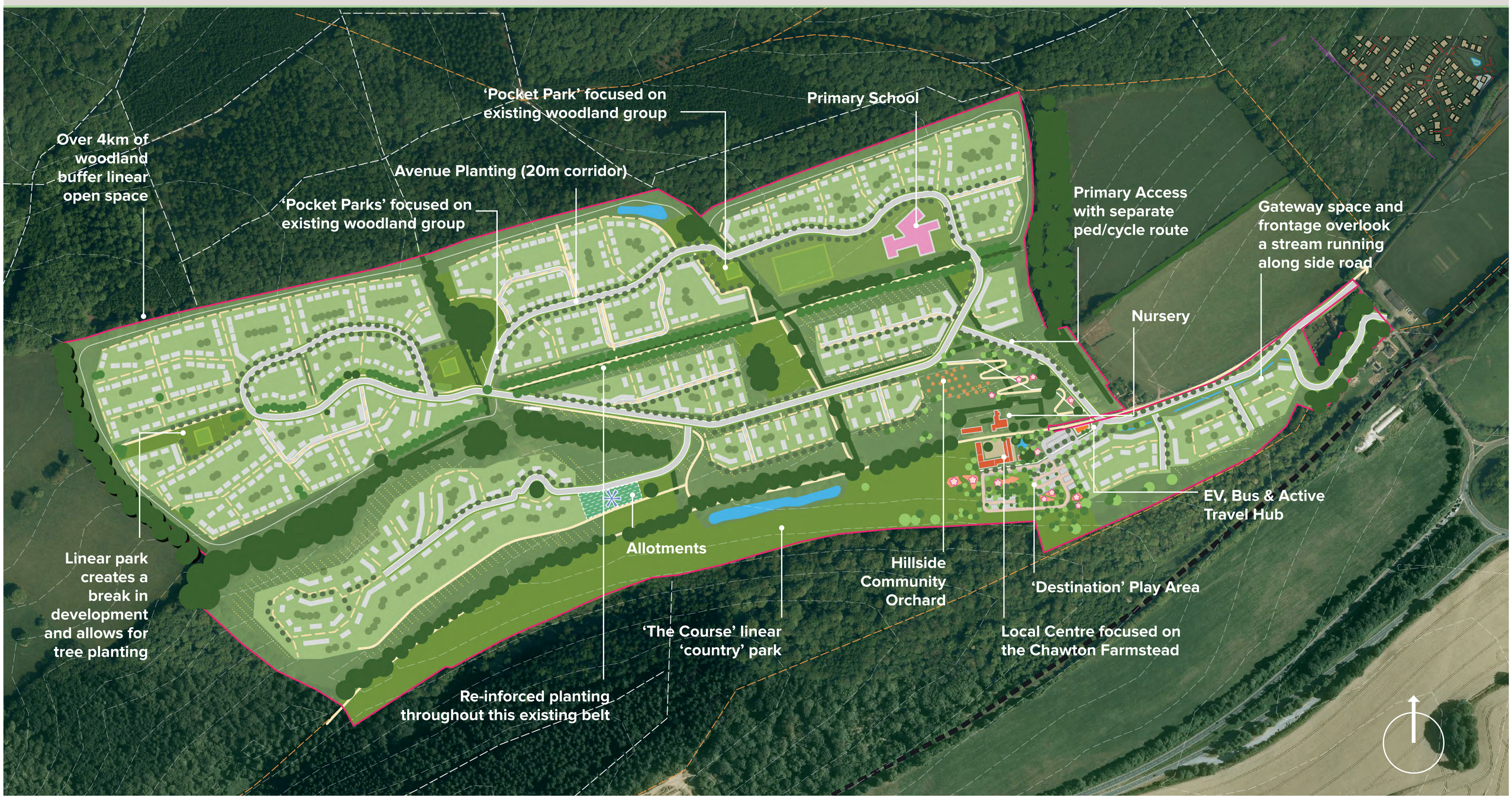
Features in a typical home under the new "Future Homes Standard"

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Land Southwest of Alton

Our Emerging Masterplan



- Housing
- Primary Street
- Local Roads
- Parks (POS)
- Informal Open Space (IOS)/BNG
- Trees (Existing)
- Attenuation/Infiltration
- Primary School
- Local Centre
- Trees (Proposed)
- Community Orchard
- Play Area

This masterplan includes:

- Around 1,100 new homes
- A wider off-road cycle network
- Local centre, community centre and employment space
- 1.5 form entry (FE) primary school (with expansion space for 2FE)
- Enhanced connections to Alton by bus, cycling and walking
- Integrated Sustainable Drainage Solutions (SuDS) features

Delivers sustainable buildings, but also facilitates sustainable lifestyles

Incorporate and, where possible, upgrade the National Cycle Network Route 224 which runs through the site

Local centre, Informal and formal open space (approximately 40 Ha) of landscaping, play areas and allotments

Upgrade to Chawton Park Road to address width restriction and geometry for efficiency and safety

Easy and enhanced connections to Alton by bus, cycle and by foot, including improvements to existing, higher frequency bus services that get you to where you want to be.

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Land at Southwest Alton

A Local Centre for South Alton

The facilities at Land at Southwest Alton's multi-use local centre will be within an easy 15-minute walk for new and existing residents around South Alton, central to creating a neighbourhood where walking and cycling are an easy choice for everyday needs.

The local centre will be directly alongside National Cycle Network Route 224, and based around retained buildings that reflect the site's heritage as Chawton Park Farm, including the existing listed farmhouse and barn buildings which will host:

- A new early years nursery
- flexible workspaces
- neighbourhood shops
- a multi-use community centre
- informal social spaces such as a new café

The local centre will be an area where basic needs can be met close to home with both functional and social spaces. It will complement to Alton Town Centre, which will continue to offer wider options within easy reach by bike or public transport.

South West Alton will be focal point for basic needs in the south of the town, just as Holybourne is for the north of the town with its own local shop and community facilities.

A community hub

Alongside the local centre, a new community hub will act as a gateway to the neighbourhood, bringing together:

- The main bus stop and high quality waiting facilities
- Public bike hire and secure cycle parking

The local centre will be an area where basic needs can be met close to home with both functional and social spaces. It will complement Alton Town Centre, which will continue to offer wider options within easy reach by bike or public transport.

By concentrating these facilities in one place — alongside cafés, shops and community uses — sustainable travel becomes visible, convenient and socially reinforced as part of everyday life.





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Land South West of Alton

Key Benefits and Next Steps

Thank you for attending Harrow Estates' public exhibition on our emerging plans for new homes, publicly accessible green space and community facilities at Land at Southwest Alton. We hope that you have found this introduction to our plans informative, and that you will leave feedback about how you would like to see the plans evolve.

Together with our technical team, Harrow Estates will consider your feedback as our plans continue to evolve.

Once we have digested all of the feedback from the public and local stakeholders and our plans are at a more advanced stage, we will then report back to local residents and anyone who has left contact details with us via their feedback forms. We then expect submit an outline planning application to East Hampshire District Council later this year.

You can give us feedback using the feedback forms available at this exhibition or on our website, or you can email, phone or write to us using the details below.



Around 1,100 new homes, with 40% as Affordable Homes



An opportunity for a new 1.5 from entry Primary School



A local centre focused on bringing the retained farm buildings to life



Around 40ha of new public open space, including a country park, play areas, orchards and allotments



Improvements to Chawton Park Road to improve efficiency and safety



Easy and enhanced connections to Alton by bus, cycle and by foot, including improvements to existing, higher frequency bus services that get you to where you want to be.



Leveraging the presence of National Cycle Network Route 224 and making improvements where local opportunity exists.

CONTACT US

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FREEPOST:
Freepost – Cratus Communications
(write this on the front of an envelope, there is no need for a stamp or any further address)