

***Hartley Wintney Parish  
Building Design Guidelines***

***November 2018***



***This document has been produced as an Appendix to the Hartley Wintney Neighbourhood Plan by members of the Neighbourhood Plan Steering Group and Hartley Wintney Preservation Society***

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## **Section 1 – Hartley Wintney Parish and Village**

Much of this document is taken from documents developed by Hart District Council - the Conservation Area Character Appraisal and Proposal (November 2008), the Hartley Wintney Settlement Area defined as part of the Hart Urban Characterisation and Density Study (October 2010), both of which are available from the HDC website and HDC Shop Fronts and Signs Design Guide pamphlet originally printed in 1992. The guidance included is not intended to stifle creative and innovative design but to ensure that relevant aspects are given consideration at each stage of the development process.

Throughout this document pictures are used as examples to either illustrate an example of good design or to enforce the characteristic of the area being described. Design guidelines have been defined to ensure that the village of Hartley Wintney continues to reflect it's historical character by the use of sympathetic designs, materials and standards to all future new developments or changes to existing buildings.

### **Hartley Wintney Parish**

#### **Overview**

Hartley Wintney lies just to the north of the M3 motorway in undulating Hampshire countryside. The A30, which lies on the historic route from London to Exeter, runs through the centre of the settlement on a course from north east to south west, and includes a small High Street area. This is crossed by a route running from north west to south east which forms a locally important route between Fleet and Reading. The overall character of the settlement is a quiet village with large areas of public open spaces which include a significant woodland element including the regimented lines of oak trees at the Common. The A30 is often busy with traffic although most of the town's residential areas are set away from this route. The M3 passes just to the south of Hartley Wintney, with access via a junction at Hook to the south west.

Within the wider landscape Hartley Wintney lies at the intersection of several Landscape Character Areas on a ridge of land between the Valleys of the Rivers Hart and Whitewater. The woodlands of Hazeley Heath lie to the north, areas of mixed woodland and small fields lie to the west around West Green, and to the south around Winchfield, and areas of more open arable landscape and parkland in the Whitewater Valley and at Elvetham are located to the south west and south east respectively.

There are six Conservation Areas in the Parish of Hartley Wintney

- Hartley Wintney Village – is the largest and most densely populated area and includes Phoenix Green
- Church House Farm



- Diple
- Elvetham and Elvetham Farm
- Hartfordbridge
- West Green

The Conservation areas include large areas of woodland, open commons, managed village greens, and groups of varied buildings, most of them historic. While the economy of the area was originally based on agriculture, the historic route from London to the West Country lead to the development of a new settlement beyond the medieval manor centred on St Mary's Church and its farmstead. This was the centre of the old mediaeval village of Hurtle Molialum which stood on land belonging to Wintney Priory (now under the M3) below. This was from the 18th century onwards along the line of the modern A30 (The High Street, London Road), and today many of the historic buildings in the Conservation areas are from this period. The nearby vast Elvetham Estate was another major influence on how the settlement developed.

### ***Hartley Wintney Parish Conservation Areas***

The main positive characteristics of the Hartley Wintney Conservation Areas are:

- Post-1700 development mainly concentrated along the old main road from London to the West Country (the A30).
- The dispersed pattern of small hamlets
- The rural nature of the village
- Large areas of woodland, some of impressive lines of oaks planted in the early 1800's for ship building.
- A village centre in the High Street with a variety of mainly local shops between offices and other buildings
- A well detailed Arts and Crafts Village Hall (The Victoria Hall), an important community centre.
- The area around Causeway Farm and the pond, a well-known image of the village.
- The historic buildings of the Conservation areas that vary from prestigious detached houses and farm buildings to rows of modest terraced cottages.



## **Section 2 – Design Area 1 – Hartley Wintney Village Centre and Shops**



### ***Village Conservation Area***

Most of the Victorian/Edwardian buildings in the village are in the Conservation Area. Today, the Conservation area covers a significant part of the village and its five greens (Hunts Common, Causeway Green, Cricket Green, the (Oaks) Common and Phoenix Green), but excludes large areas of 20th century post-war housing to the north-west and south-east.

### ***Building styles, materials and colours***

Most of the historic buildings in Hartley Wintney were built as houses or cottages in the 18th or 19th centuries. The village is therefore primarily a brick-built settlement, using the orangey-red bricks which were made locally. These blend well with the handmade clay tiles, of a similar colour, which were the preferred roofing material until grey Welsh slate started to be brought in on the railway after the 1850s. This means that many of the unlisted (though locally listed or 'positive') buildings have shallower pitched roofs covered in slate rather than the handmade clays tiles, which provides a more 'textured' appearance due to the curve of each tile. The roofscape in Hartley Wintney is very varied, with varying eave heights and details, but the survival of the many brick chimney stacks, and the use of either handmade clay tiles or natural slate, give a sense of cohesion. One of the barns at Hare's Farm is



covered in handmade 'Roman' clay tiles, providing an interesting variation on the more usual plain tile. Much of the brick has been painted over the years, or rendered and then painted, so the buildings are often white or a light pastel colour, which blends well with the brick. While timber-framing would have been the material of choice until the 18th century, the examples which still remain are now largely encased in brick and are not easily visible. The Old Manor House, however, retains two bays of the original timber-framed structure with a jettied first floor, clearly visible from the front. Elevational treatments vary according to status. For the more prestigious houses, Georgian details such as tall sash windows, string courses, doorcases or porches, and panelled doors predominate. The survival of much original detailing on the unlisted cottages in the Conservation areas is of particular note and has been assisted by the Article 4 Direction which protects these features from unsympathetic alteration.



### ***Boundaries***

Locally made brick is commonly used for all types of walling, including boundary walls, although (and far less appropriately) modern timber fences, of every type, can also be seen. Low timber palisade fencing, often left a natural colour, can be seen and suits the rural cottages around which they are located. Traditional wrought iron 'park' fencing can be seen along the boundary between the Golf Course and the adjoining field, presumably marking the edge of Elvetham Park. More attractively, many of the boundaries, especially to front gardens, are defined by hedging, using varied species such as beech, holly or privet. Around the pond at the southern end of the High Street a traditional white post and rail fence defines the grass verge.



### ***Public realm***

For most of the streets and lanes in Hartley Wintney, the public realm is simple and very low key with pavements covered in tarmac and concrete or granite kerbs. In places, there are no pavements at all, which suits the rural character of the Conservation area. Street lighting is by modern steel standards, usually light grey in colour.



The edge of Causeway Green is defined by low timber bollards and there is public seating with traditional timber park benches, stained a dark brown. Similar seating can be seen in many locations throughout the Conservation area. Telegraph poles are an unwelcome addition to the street scene in places but are overall not particularly obtrusive.



### **Street furniture (seating, signage)**

There is a variety of mainly traditional public seats in various locations, usually made from non-painted wood, such as the seating on Hunts Common. Litter bins are varied, including simple square bins faced in timber, suitable for the rural location.

Street names are provided by simple aluminium plates, with black letters on white plates, usually set on short black poles. Highways signage is most dominant in The St. John's Common area, due to the multiplicity of the various road junctions.



### **Village Shopping Centre**

Hartley Wintney is the shopping centre for the Parish. The centre has a distinctive quality very important to its character; the design of the shop fronts has a significant impact. This design document aims to provide developers and retailers with design guidance and good practice examples for the alteration or installation of shop fronts and shop signage utilising Hart District Council's "Shop Fronts & Signs Design Guide" as well as the Neighbourhood Plan process.

The aim is that any development involving a shop frontage should be compatible with its surroundings, its host building and make a positive contribution.

When deciding to improve or replace an existing shop front, three key issues should be considered:

- the existing shop front
- the rest of the building
- the street scene and local context

#### **Existing shop front**

Before deciding on the next steps for designing, altering or replacing a shop front consider

- the character of the existing shop front.
- whether the building is listed, locally listed or in the Conservation Area.
- whether existing architectural features such as corbels or pilasters can be repaired or retained.
- whether the proposed design is appropriate.

#### **The rest of the building**

- identify the architectural qualities and proportions of the rest of the building to ensure an appropriate design and use of materials
- ensure that the proposed shop front fits in with the rest of the building - pay particular attention to lining up the shop front mullions and doorways with features in the upper storeys.



### Street scene and local context

- assess the materials and colours used in other buildings in the locality to ensure that they blend in and are compatible
- ensure that the proposed shop front fits in with the street scene
- where the premises are listed, locally listed or in the Conservation Area, an architect who has knowledge of the requirements of working in this context would be preferred.
- To avoid doubt, permission from Hart District Council is required for any works or alterations which materially affect the external appearance of a shop front.
- The types of permission or consent are:



### Advertisement Consent

- Virtually all posters
- Virtually all illuminated signs. In a Conservation area all illuminated signs need consent
- All advance and directional signs
- Fascia signs on the shop front of business premises where the top edge of the sign is above the bottom of the first-floor windows in the wall (or 4.6m if there are no windows)
- Virtually all advertisements on gable ends
- Sandwich boards on forecourts

**Planning Permission** is needed for the erection of a new shop front or the material alteration of an existing shop front.

**Listed Building Consent** is required for practically all work to listed buildings including painting or re-painting to a new colour scheme.

**Conservation Area Consent** may be needed for whole or partial demolition of a non-listed building. Straight replacement and repairs do not normally require listed building consent.



### Shopfronts

Alterations to a shop front should respect the character of the area and follow the existing architecture, especially in the Conservation Area.

Buildings that have traditional, classical or historic fronts should wherever possible be repaired rather than replaced as they add variety and interest to the shopping centres. Frames or frontages





being repaired, especially when this involves the painting of timber should match materials and colours as closely as possible to the existing building or compliment the buildings surrounding the shop front.

New frontages should be compatible with their surroundings. They should avoid excessive design such as expansive, unbroken levels of glazing or unsuitable contemporary materials that clash with their surroundings. Where corporate images are being used, they should remain in keeping with the street scene by being flexible and responsive.

Shop fronts should not try to dominate the architecture of the main building. When two buildings have been linked internally to provide a single shop unit, their frontages should not appear to be a single unit.

They should use features that break up the frontage as well as complementing the architectural merits of the individual buildings. Elements such as stall-risers and pilasters can add interest and create visual breaks to a shop front, these should, however, reflect and respect the surrounding street scene, and use appropriate materials.



### **Design Guidance**

- Materials and Colours
- Windows and Entrances
- Facias and signs
- Canopies and Blinds
- Security
- Signage above Ground Floor Level
- The Street Scene

### ***Materials and Colours***

Materials and colours are a very important consideration and should be selected with care.

In the Conservation Area softwood and hardwood shop fronts will generally be more suitable than aluminium. Sympathetic selection of materials and colours should enhance the character of the shopping environment.



## **Windows and Entrances**

- Shops that combine two or more units should still respect the rhythm of the buildings. Any changes to the shop fronts should preserve any vertical sub-divisions. Continuity can be kept by colours, lettering and even windows.
- Tall risers, where possible, should be kept on traditional shop fronts
- Recessed entrances add interest to the street scene as well as having porches and more window display. These should be retained where possible. Legislation related to disabled access to all shops must be followed.
- Window stickers should be kept to a minimum to allow for attractive display of goods. Too much advertising both defeats its purpose and creates an eyesore.



## **Fascias and signs**

- Fascia and signs should, where possible, be proportioned to the shop and building. Avoid large fascias, particularly where these cover up interesting features such as cornices, blind boxes, string courses etc.
- The top of the fascia should relate to the ground floor and not extend into the first floor
- The fascia should not mask pilasters or destroy individuality by being taken across multiple frontages
- Colours should not be garish or clash with adjacent fascias. The use of acrylic or other shiny materials should be avoided on these traditional shop fronts, particularly where they are to be internally illuminated.
- Where the illumination of signs is appropriate, consideration should be given to 'halo' lighting of individual letters or rear illumination through a mask to illuminate the letters
- Internally illuminated projecting boxed signs at fascia level should be kept to a minimum to convey specific information such as Pharmacy. Traditional hanging signs with well designed brackets can add interest to the street scene as well as 'signing' a shop but need to be used in moderation
- Lettering should be well proportioned within the fascia area
- Sometimes the local planning authority may support the use of soft floodlighting which may enhance certain premises after dark and also provide an illuminated sign
- In the Conservation Area traditional painted signs are the most appropriate and other options are not



generally thought to be suitable. Lettering should be simple, traditional, in proper proportion to the fascia and be kept in keeping with those already in use so that one does not dominate the other. Hanging signs can enhance the character of the High Street but used in moderation to avoid producing a cluttered appearance.

### **Canopies and Blinds**

Canopies and blinds can add interest to the street scene but should be between pilasters and capitals. Fixed plastic canopies below fascias can add to excessive advertising as well as being discordant by their colour and materials. These should be avoided.

In the Conservation Area and listed buildings only traditional blinds should be used. Plastic canopies are not appropriate.

### **Security**

For insurance purposes or security and safety business property owners (including shops) may want to install security products. The need to protect business properties however should not jeopardise the character and appearance of the surrounding street scene and there are very few times when roller shutters covering the whole shop front are appropriate, in that when closed they contribute nothing to the street scene.

**Security grilles**, where required, and where possible, should be fitted internally. These come in a variety of designs and can be an effective way to secure a shop while preserving the character and appearance of the street scene.

**Removable Shutters**. These are shutters that can temporarily be locked into position and then removed when no longer necessary. It is important that any temporary shutters that are not removed and therefore become a permanent feature on a building may require planning permission.

### **External Shutters**

Shutters which are permanently fixed to a building will require planning permission and careful thought should be given to colour and finishing materials of such shutters to ensure that they blend into the street scene.

Externally fitted solid shutters are not acceptable as they lead to an unwelcoming street scene and cause harm to the character of an area.



## Signage above Ground Floor Level

Wall signs at first floor level can sometimes be appropriate, although this should be restricted to special cases. Examples where this works are where there is a tradition on signage – for example public houses and former public buildings. Careful selection of the type of sign is essential.

More commonly the first floor has a second business which requires some form of signage. This is normally best done with relatively modest lettering on the glass of the windows and discreet nameplates at entrances.

## The Street Scene

Consideration should also be given to the building in relation to its neighbours and surroundings.

Often shops are in groups: matching pairs, terraces or parades. Each shop needs to be designed in its context. For example, there will often be a definite zone for fascia signs, stall risers and the sub-division of shops by pilasters. This framework should be respected and where it has been disrupted in the past, reinstatement should be encouraged.

All these matters from detail design to the context of the shop front in the street scene, work together to improve the overall shopping area by emphasising the rural and village character of Hartley Wintney and providing a pleasant and relaxed shopping environment.

- The centre of the village along the High Street, has had enhancements:
- Most of the area has been repaved using a variety of Tegula concrete blocks.
- Sections of the pavement have been widened for pedestrians with café tables and chairs as well as making space for the street stalls on Hartley Wintney market day.
- A pedestrian crossing, controlled by lights, in the middle of the High Street.
- Put in low timber 'tub' planters, low brick planters, street lights and tall black 'reproduction' street lights.
- Bicycle parking bays.
- Simple black bollards with small yellow stripes to define the top.
- Planting new trees.



**Design Principles Village Centre Conservation Area and Shops – see Section 5 for detailed explanations of the principles summarised below**

- Development and changes should make a positive contribution towards the distinctive character and form of the village as a whole and relate to the site and surroundings
- Building style should be appropriate in context
- Developers should demonstrate how any proposed development complements and enhances the character, form and qualities of this area of Hartley Wintney. The design and accompanying drawings should provide sufficient detail for proposals to be properly understood
- Materials used should complement the architectural character and village quality of historic Hartley Wintney and be the same as originally used for any repairs or alterations. The use of synthetic materials for non wooden joinery and windows and fibreglass for the use of chimneys, pots and faux stone detailing should be avoided
- Use continuous frontages as far as possible, by keeping to a common building line
- Avoid creation of cluttered street signage and reinforce the use of hedgerows as property boundaries
- Boundaries of gardens should be maintained as originally made
- Design in the 'forgotten' elements from the start of the design process

## **Section 3 – Design Area 2 – Hartley Wintney Village North and South Neighbourhood Areas**



### **Overview**

There are a number of different types and styles in Hartley Wintney ranging from Victorian/Edwardian cottages and houses, courtyard or terrace developments and large detached houses. More recently newer large-scale developments have occurred together with increased numbers of apartments and flats. The majority of development has been post-war - some of which has been near the high street occupying infill or previously developed sites, some has been smaller sites scattered throughout the parish comprising either single infill / replacement dwellings or single figure groups but the majority has been the larger developments with some located on formally developed sites but mainly replacing former farmland around the edges of the pre-war village.

The courtyard or terrace developments are generally all individually designed to suit their location and immediate neighbours and are mostly simple cottage in style. Some reflect the buildings they replaced or previous structures on the site. Some have parking between dwellings whilst others have communal green or open spaces. Most are red brick with slate or clay tile roof echoing the historic building materials.

The single infill or smaller number developments are scattered



throughout the parish and are more mixed in style. A few are designed to echo the neighbouring style but most follow the fashionable style prevailing in whichever decade they were built with the majority using red brick with a mixture of slate, clay tile and concrete tile roofs. Generally parking well catered for via off road parking included with each development.

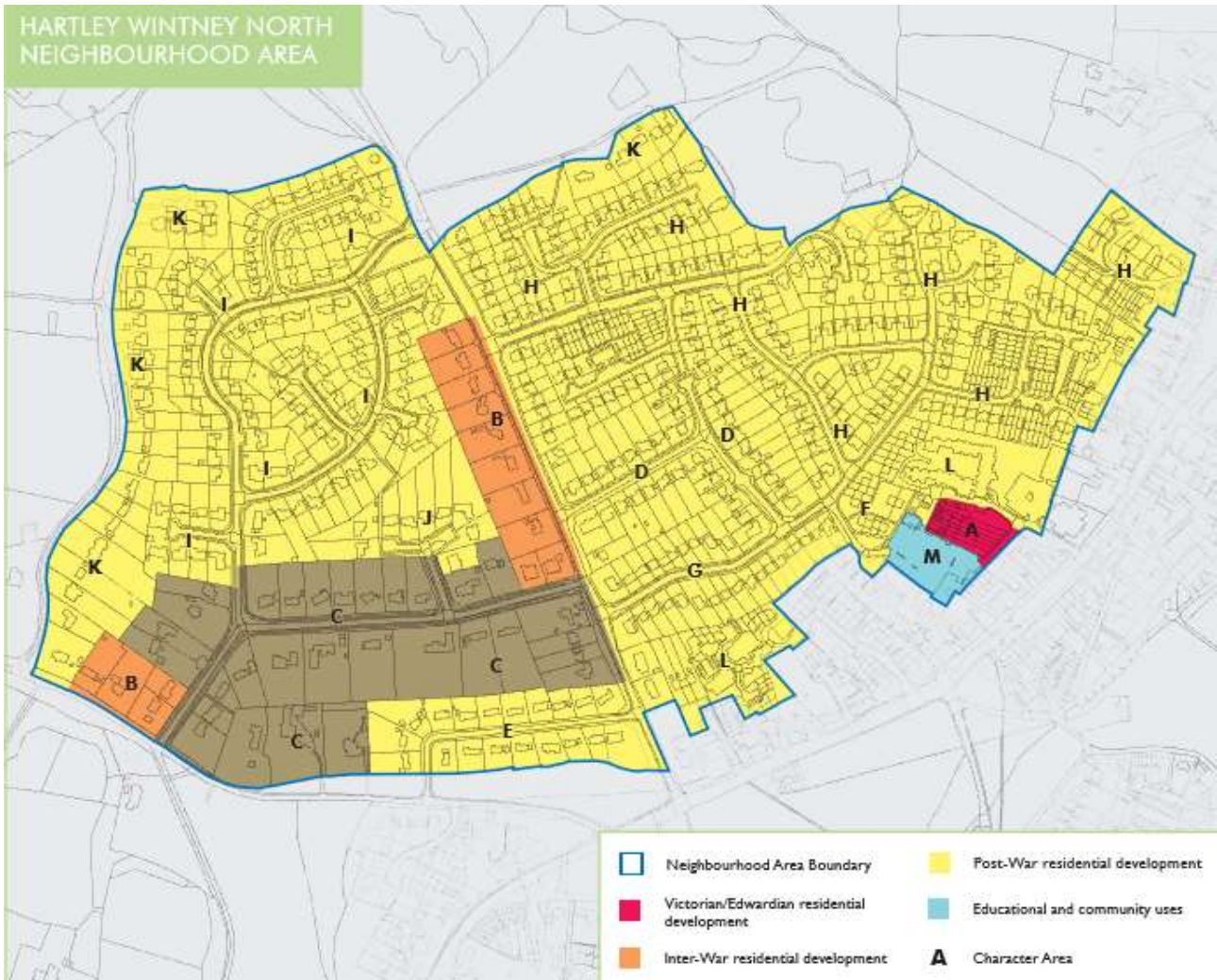
The larger developments vary hugely in layout and style. Once again be they local authority or open market, the design follows generic or fashionable styles of whichever era they were constructed. Most are still of red brick / concrete or clay tile roof construction however there is some use of weatherboarding, pebbledash and concrete. Some have a unique feel due to a uniformity of building and landscape design for example Hazeley Close with its concrete road surface, uniform boundary treatment and single storey front elevations. Notable are some developments that have central open communal greens whilst others have wide roads with grass verges then pavements which, if combined with open plan front gardens, give a very spacious airy feel.

Because much of Hartley Wintney is a Conservation area, there are logically only two specific Neighbourhood Areas - Hartley Wintney North and Hartley Wintney South and the composition of these 2 areas is shown in the following diagrams.

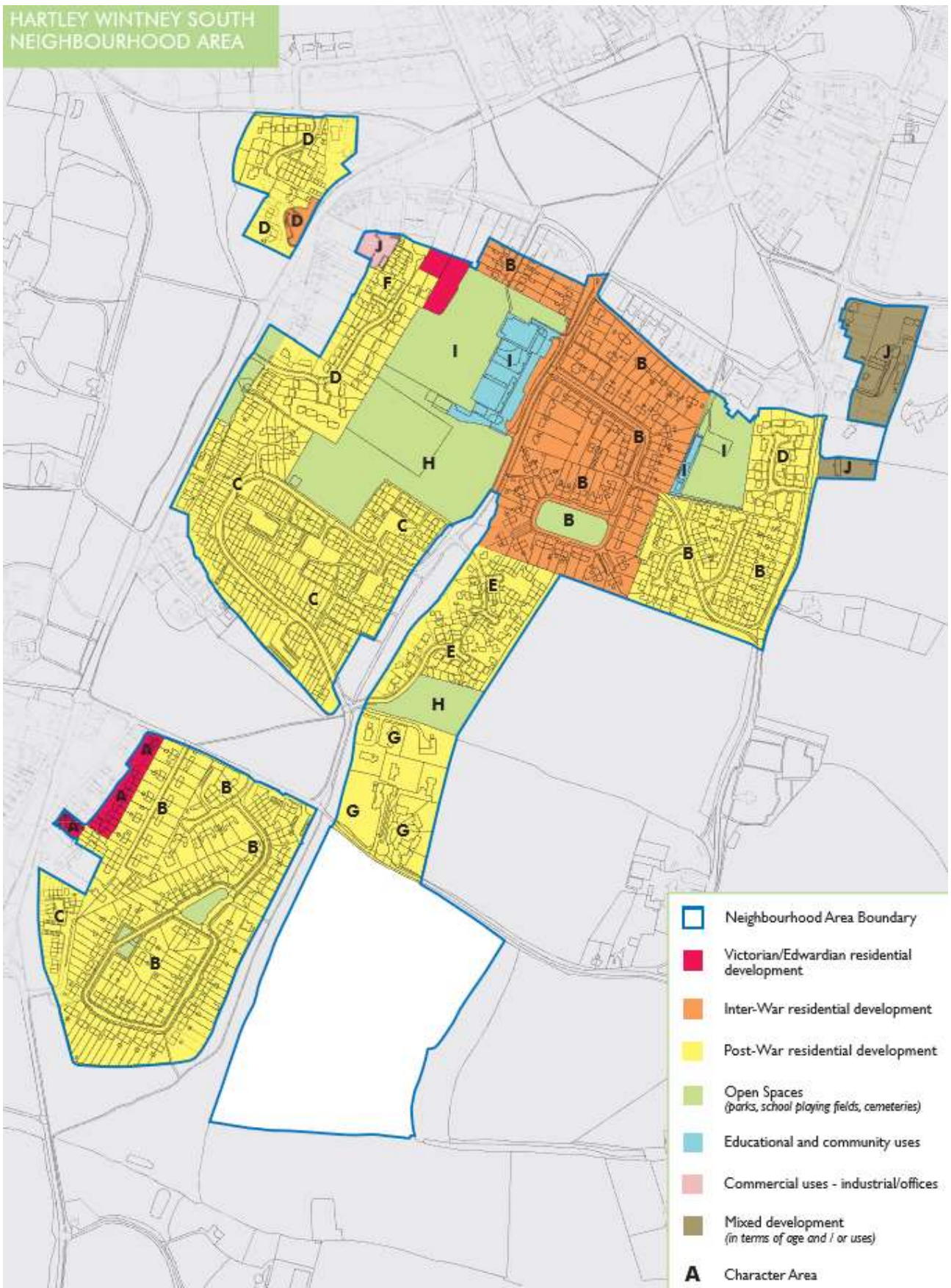




HARTLEY WINTNEY NORTH  
NEIGHBOURHOOD AREA



**HARTLEY WINTNEY SOUTH NEIGHBOURHOOD AREA**



## **North Neighbourhood Area**

### **Location**

This is a large area of housing in the north of the town which is located to either side of Bracknell Lane (the B3011). The settlement boundary forms the limit of the area in the north and west, whilst the Conservation area boundary forms the limit of the area to the south and east.

### **Historical Development**

In the late 19th century this area formed fields and parkland to the north west of Hartley Row (the modern High Street). One small group of cottages was located just behind the High Street frontage, which now form Nos. 1-6 Chapel Row. The later routes of Bracknell Lane and Arrow Lane (on the western edge of the area) were already marked by country lanes at this time. Between 1911 and 1931 housing developed as a ribbon of properties running up the west side of Bracknell Lane and the north side of West Green Road. Brackley Avenue was also set out during this period with land either side divided into plots for new development. By the early 1930s a number of these plots had been developed, although a significant proportion remained unused. During the 1950s bungalows were built along a new street running east from Bracknell Lane (modern Hazeley Close). During the 1960s and 1970s large estates of new housing built to uniform design were constructed on new road networks on either side of Bracknell Lane. Development during the 1990s and 2000s has been limited to infilling, particularly along Arrow Lane in the west and in large garden plots in the south east, where groups of retirement accommodation have been built near to the town centre. The large garden plots on Brackley Avenue have been particularly targeted for sub-division and infilling in recent years.

### **General Description**

The area naturally falls into two halves divided by Bracknell Lane. This is a busy traffic route which feeds traffic from the Reading area to the A30 and towards Fleet. Properties fronting this road have developed high hedges as boundaries to screen them from the road and the noise of passing traffic. The areas to either side are set away from through traffic and, therefore, have an air of tranquillity. Brackley Avenue is particularly notable for its avenue of lime trees which frame views along the street. Arrow Lane and West Green Road are both attractive rural lanes with housing set back from the road and partly screened by hedgerows and tree lines. Elsewhere the streetscape is dominated by the 1960s planning of curving streets, pavements verges and gardens open to the pavement.

### **THE PRINCIPAL CHARACTER AREAS ARE:**

#### **Area A: Victorian terrace at Chapel Row**

Typical housing density: 22 units per hectare



#### **Area B: Inter-War ribbon development**

Typical housing density: 7 units per hectare



**Area C: Mixed period detached houses at Brackley Avenue**

Typical housing density: 6 units per hectare



**Area D: 1950s bungalows at Hazeley Close**

Typical housing density: 12 units per hectare



**Area E: 1970s houses at Meadow Lane**

Typical housing density: 14 units per hectare



**Area F: 1960s bungalows**

Typical housing density: 34 units per hectare



**Area G: 1960s mixed housing**

Typical housing density: 19 units per hectare



**Area H: 1960s/1970s mixed housing estate**

Typical housing density: 16 units per hectare



**Area I: 1960s/1970s mixed housing estate**

Typical housing density: 16 units per hectare



**Area J: 1960s/1970s housing at Alanbrooke Close**

Typical housing density: 8 units per hectare



**Area K: 1990s/2000s ribbon and infill development**

Typical housing density: 14 units per hectare



**Area L: 1990s/2000s apartment blocks**

Typical housing density: 23 units per hectare



## ***South Neighbourhood Area***

### ***Location***

This Neighbourhood Area is made up of three detached portions which are divided by areas of roads and woodland which are included within the Hartley Wintney Conservation Area. They lie to either side of the busy A30 as it runs southwards from The Common. West Green Road and houses with frontages to The Common and Glebe Lane form the northern limits of the area. The southern limit and eastern limits are formed by the settlement boundary, whilst the Conservation area bounds the Neighbourhood Area to the west.

### ***Historical Development***

In the 1870s the majority of this area lay within seven fields divided from each other by substantial tree lines, areas of woodland and a number of historic lanes, which generally ran from north to south. The small settlement of Phoenix Green lay in the south west, focused around a triangular green just to the west of this area's limit. The lanes included the current course of the A30, Green Lane and Church Lane. A terrace of houses, set behind the frontage of properties on the green, was built at Phoenix Green in the first decade of the 20th century.

By the 1930s the construction of an attractive estate of municipal housing had commenced in the north of this area, following the present courses of Sandy Lane and Glebe Lane. This estate was later extended to the east as far as Church Lane. A second, similar area of housing was constructed in the south at Priory Lane and Weir Road just after the Second World War. A further large estate of housing built around a single loop of road running off Green Lane was constructed in the 1960s at Mitchell Avenue. Sports fields and a primary school formed part of this development. In the 1970s and 1980s, estates of detached and semi-detached housing arranged around cul-de-sacs were built, infilling large garden sites and small fields. Examples include Southern Haye and Cottage Green, or Peel Court and Kiln Garden.

A number of developments of larger houses in substantial gardens on private roads were built during the later 20th century specifically at The Hollies and Tarrant Gardens. Recently this has included the demolition of Green Lane House and its replacement with a number of large detached houses. Development in the 1990s or 2000s included a small area of high density housing in two cul-de-sacs at Church View and Oldfield View.

### ***General Description***

This is a very disparate area of predominantly residential development including a large area of public and semi-public open space. The division of the land within the area by historic routes and areas of older settlement, which now lie in the Hartley Wintney Conservation Area, serves to illustrate its development as a number of discrete and relatively inward-facing estates. These were based on newly established roads set apart from the more historic routes that ran through the wider settlement. As a result these areas are relatively tranquil and unaffected by traffic, although they are well served by the historic routes outside the area.

The thick tree cover of some adjacent areas makes an important contribution to the character of these developments, particularly at Mitchell Avenue, Weir Road and Peel Court, where woodland runs up to the rear boundaries of houses and provides a strong sense of enclosure. The inward facing nature of the estates and the construction of some of them around cul-de-sacs or looped roads with a single access point, does

create some problems for pedestrian and vehicular access. Southern Haye is a particularly poor example, with access to surrounding areas including the playing fields, school and village centre, served by relatively indirect routes. The more open farmland to the east and south provides attractive views outward from the settlement edges and rural lanes to the historic settlement around Church House Farm, with the tower of St Mary's Church acting as an important local landmark.

## **DESCRIPTION OF THE HARTLEY WINTNEY SOUTH CHARACTER AREAS**

### **THE PRINCIPAL CHARACTER AREAS ARE:**

#### **Area A: Victorian and Edwardian houses**

Typical housing density: 44 units per hectare



#### **Area B: Inter-War and early Post-War housing developments**

Typical housing density: 18 units per hectare



#### **Area C: 1960s terraced housing**

Typical housing density: 26 units per hectare



#### **Area D: 1970s/1980s detached housing cul-de-sacs**

Typical housing density: 15 units per hectare



#### **Area E: 1990s/2000s high density housing**

Typical housing density: 33 units per hectare



#### **Area F: 1990s/2000s character residential developments**

Typical housing density: 21 units per hectare



**Area G: 1990s/2000s cul-de-sac housing**

Typical housing density: 7 units per hectare



The Hartley Wintney North and South Neighbourhood Areas were specified by Hart District Council in 2010. Since then a significant number of new developments have taken place and these are described below. The Monachus House and Renaissance developments were conversion of existing commercial buildings within the Conservation area. St. Mary's Park and Hartley Row are new developments on former agricultural land.

St. Mary's Park – is a large development of approx 350 two, three, four and five bedroom homes including chalet bungalows in the Phoenix Green area of the village utilising a mix of gated and open access road layouts.



Hartley Row Park – is a development of 95 new one, two three, four and five-bedroom homes in a landscaped setting on the edge of the village bordering the A323 Fleet Road. Of these, Sentinel are providing 38 one, two and three-bedroom homes available on a shared ownership and affordable rent basis.



Monachus House – is a development of approximately 20 part conversion and new build terrace housing comprising two and three bed apartments. The site includes the original Grade II listed building formally used as Council offices plus the courtyard area of the former Lamb Public House. Only external features of the original Monachus House have been retained and all apartments are set within an area of landscaped gardens. Unfortunately, the former Lamb Public House remains undeveloped and slowly deteriorating in appearance and upkeep.



Renaissance Homes – is a new build retirement development of 23 one-bedroom apartments in the centre of the village and known as Fleur-de-Lis. They have been built on Dairy Walk just off the high street.





**Design Principles Village Residential Area – see Section 5 for detailed explanations of the principles summarised below**

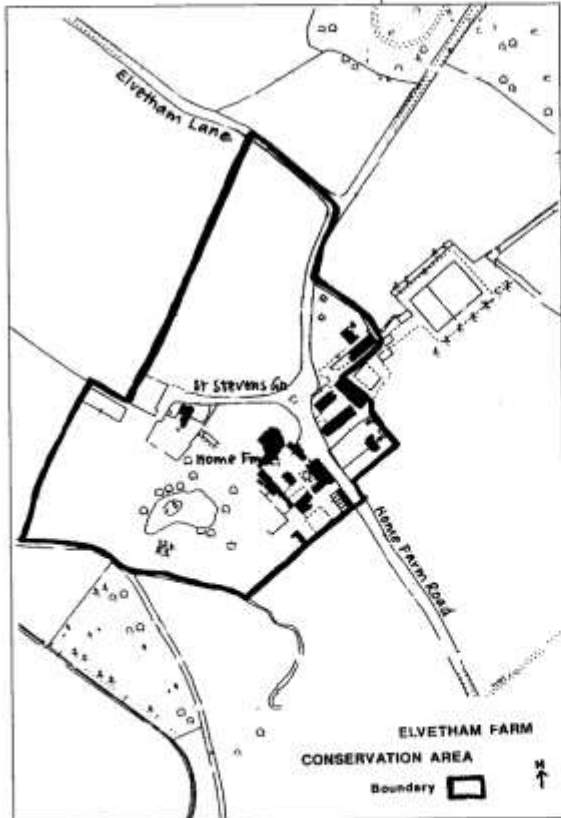
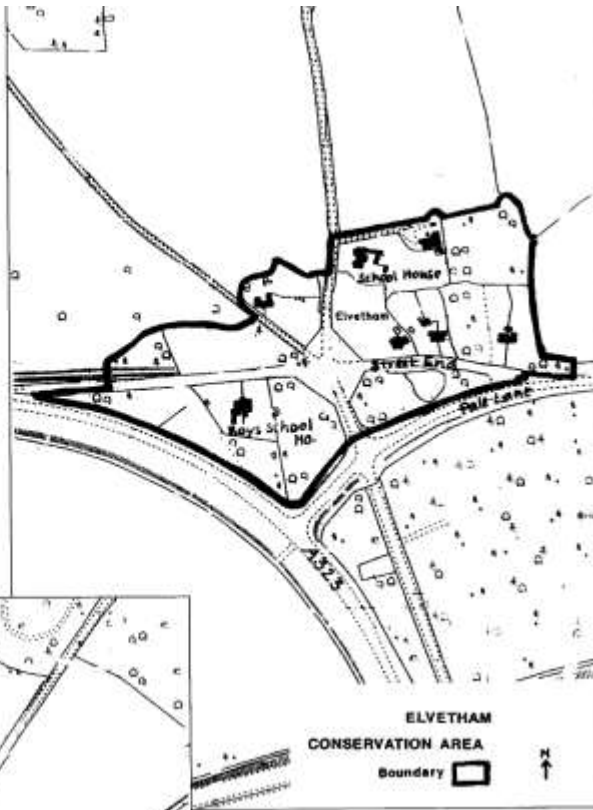
- Development should make a positive contribution towards the distinctive character and form of the village as a whole and relate to its site and its surroundings
- The form and structure of new development should ensure that a sense of place is created, demonstrating the highest standards of design which respect its context, setting, local village character and landscape character
- Building style should be appropriate and take account of the mix of form and style
- Materials used should complement and potentially improve the architectural character and village quality of Hartley Wintney
- Design of new buildings should, where possible, use roofing materials and patterns that complement Hartley Wintney history
- The scale and massing of all new buildings should be informed by and sensitive to local topography and landscape character, village character and the wider setting of the development within the village
- Design in the 'forgotten' elements from the start of the design process
- A private outdoor garden amenity space or a shared amenity area should be provided for all new dwellings
- Developers should demonstrate how any proposed development complements and enhances the character, form and qualities of this area of Hartley Wintney. The design and accompanying drawings should provide sufficient detail for proposals to be properly understood
- Design of new buildings should draw from and enhance the character, form and identity of Hartley Wintney through high quality bespoke responses which are specific to the site
- Development proposals, wherever sited should maintain visual connections with the surrounding countryside
- The visual impact of new development on the countryside, and on views from the surrounding countryside, should be enhancing
- Maintain communal green open spaces and pedestrian routes
- Protect the wooded character of the area by the use of TPOs to mitigate the removal of trees within any new developments and maintain a diverse stock of trees of varying age and size

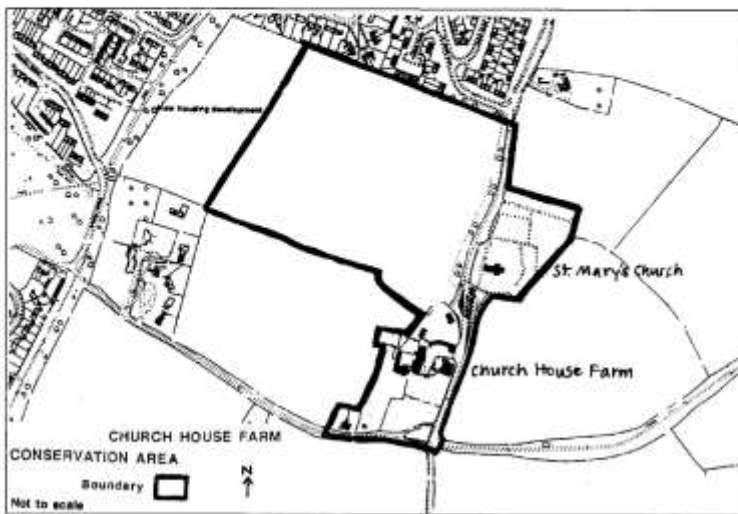
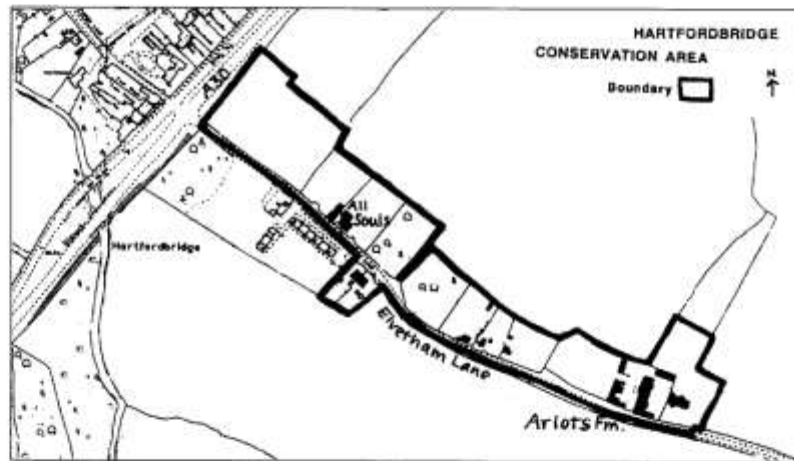
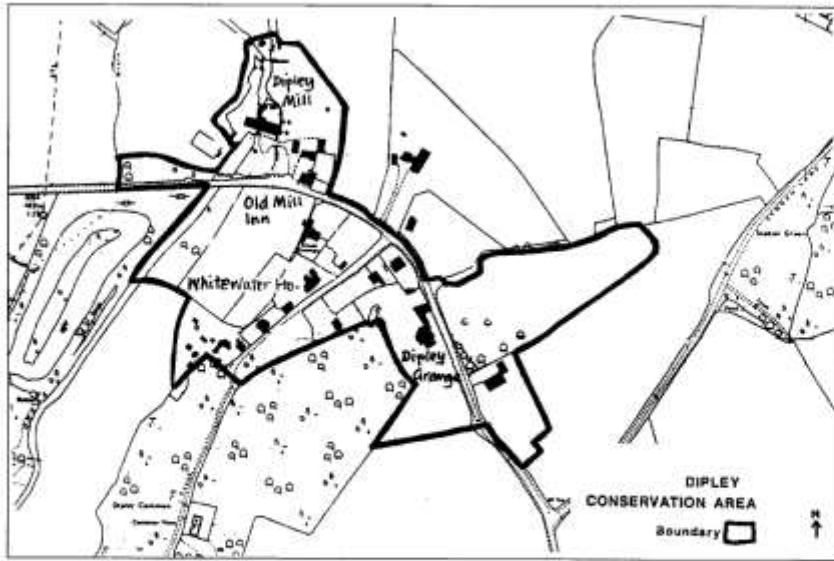
## Section 4 – Design Area 3 – Hartley Wintney Outlying Parish Hamlets

The Hamlets of Hartley Wintney Parish (Church House Farm, Dipley, Elvetham Farm and Estate, Hartfordbridge and West Green) are in individual Conservation Areas.

They are all set in very rural environments surrounded by woodland and country lanes without roadside footpaths or lighting. Each has a number of listed or priority buildings and residential cottages and houses as illustrated in the diagrams below







**Design Principles Hartley Wintney Parish Hamlets – see Section 5 for detailed explanations of the principles summarised below**

- Development should make a positive contribution towards the distinctive character and form of the village as a whole and relate to its site and its surroundings
- Building style should be appropriate to the context
- Materials used should complement the architectural character and village quality of historic Hartley Wintney and be the same as originally used for any repairs or alterations
- Design of new buildings, where possible, should use roofing materials and patterns that complement Hartley Wintney's history
- The scale and massing of all new buildings should be sensitive to local topography and landscape
- Design in the 'forgotten' elements from the start of the design process
- A private outdoor garden space or a shared amenity area should be provided for all new dwellings
- Developers should demonstrate how any proposed development complements and enhances the very rural character and form of the area. The design and accompanying drawings should provide sufficient detail for proposals to be properly understood
- Design of new buildings should draw from and enhance the character, form and identity of Hartley Wintney through sensitive responses which are specific to the locality of the site
- Development proposals, wherever sited should maintain visual connections with the surrounding countryside
- The visual impact of new development on the countryside, and on views from the surrounding countryside, should be enhancing

## ***Section 5 - Design Principles Definitions***

### **Justification of Design Policies:**

Hartley Wintney is a Victorian village with a distinct character. The design of new development should be in keeping with the village setting and sense of community. Any new development should be inspired by the village's unique assets:

- Its topography and surrounding countryside
- The patterns of development that have been influenced by the evolution of the village
- The historic buildings in the village's and public spaces
- The views of the historic village itself

It is vital that new development, particularly of new housing, should support the distinctive character of Hartley Wintney and be of a nature and scale appropriate to a historic village and its setting.

## **Design Principles explained:**

### ***Principle 1:***

#### **Development should make a positive contribution towards the distinctive character and form of the town as a whole and relate to its site and its surroundings**

Hartley Wintney has a distinctive character and identity, based on its unique assets and history. It is a village set in the rural countryside of Hampshire and these are important to local people. Development should contribute to the character and form of Hartley Wintney as a whole, including design principles that reflect the historic areas of the parish. This policy does not seek to impose a particular architectural style instead it aims to ensure that new development relates to the specific local context, character and form of Hartley Wintney. Different areas in the parish have different characteristics, each with their own local strengths and weaknesses, with the village centre and neighbouring residential areas being the most valued for their character and form of development. Development proposals, therefore, should respond to the unique character of the site and its surroundings, maintain or enhance its strengths, and seek to address its weaknesses.

### ***Principle 2:***

#### **Building style should be appropriate and take account of the mix of form and style**

Hartley Wintney's historic character is rich and varied, and particularly reflects the growing development of the area. The design of new buildings reflect the richness of character and form of the historic areas. The quality of design should, therefore, ensure that new buildings contribute positively to the historic character and form of the Parish. When a traditional design is followed it should be correctly proportioned and detailed. The design approach should use historically-correct materials so that it does not result in a debased version of a historic style, which would undermine the overall historic character and form of the village.

The proportions of buildings are also important. The older buildings in the village and surrounding hamlets which are important in the Conservation areas all 'fit' into their setting. They are tucked into the landscape. They do not dominate. Although some of the larger Victorian and Edwardian houses have three stories these buildings were originally set in grounds in proportion to the dwelling and so do not dominate the street scene. Details are of great importance too. The shape and design of windows and doorways need to reflect the styles used in the oldest buildings.

There are over 60 listed buildings or structures in the six Conservation areas, approximately fifty in the Hartley Wintney Conservation Area.. Any development proposal that may affect a listed building or its setting should follow the historic patterns of development embodied within the Hartley Wintney Conservation Areas.

### ***Principle 3:***

#### **Developers should demonstrate through a Design and Access Statement and accompanying documents how any proposed development complements and enhances the character, form and qualities of this area of Hartley Wintney. The Statement and accompanying drawings must provide sufficient detail for proposals to be properly understood**

The Design and Access Statement should include an appraisal of the site in its immediate surroundings and identify the opportunities and constraints for development and design. Applications should explain clearly and concisely how the proposals have been influenced by this appraisal.

Proposals for large scale developments should include the following information:

- Drawings showing the proposals in relation to their surroundings.
- Three-dimensional drawings from at least two viewpoints
- Rendered elevations, clearly indicating the proposed palette of materials
- Details of how window openings relate to the elevation (e.g. are they flush or set back?).

Common issues of design in historic environments that can be better understood through three dimensional drawings include:

- Where the deep plan of a building means that a pitched roof is very tall or intrusive in bulk
- Where the shape of the building along a street frontage creates awkward three dimensional forms that cannot be seen on elevations
- Where the balance between solid and transparent elements on the elevations can disrupt the composition of the street scene.

### ***Principle 4:***

#### **Materials used should complement and potentially improve the architectural character and quality of Hartley Wintney**

There is a preference for the design of new buildings to use natural and indigenous materials which have a natural harmony with the best buildings in Hartley Wintney. Use of materials should be selected with care to

ensure they improve with age and weathering. Hartley Wintney' much appreciated architectural tradition achieves a rich variation through a limited palette of materials. New development should incorporate the same approach. Within the Conservation areas the use of synthetic materials for non-wooden joinery and windows and fibreglass for the use of chimneys, pots and faux stone detailing should be avoided

**Principle 5:**

**Design of new buildings should use roofing materials and patterns that complement Hartley Wintney historic core area**

Where numbers of the older houses in the village are clustered together it can be seen that they are rarely identical, but vary in size, proportions and detail which reflects the way the village has grown over years and the changing fashions for style and materials. They have come together organically as the area has developed and needs have changed. They often have varying rooflines and may not all have the same building line for the facade, some being further back than others.

Tiles or natural slate are typical of roofs in the village and contribute greatly to its character. There is a preference for natural slate or natural clay tiles to be incorporated in new developments.

An approach to roofing materials should be included and illustrated in any Design and Access Statement and should have a design review.

**Principle 6:**

**The form and structure of new development should ensure that a sense of place is created, demonstrating the highest standards of urban design that respect its context, setting, local townscape and landscape character**

A view from the consultation process is that some recent developments in Hartley Wintney have not been good enough in the layouts or streetscapes they present. Consensus opinion is that they detract from the character, form and quality of the village rather than enhance or complement it. Raising the design character, form and quality of any new development and ensuring it reflects the rich tradition and variety of the village was seen as very important.

Therefore, with any new development in Hartley Wintney village centre, consideration should be given to the composition of frontages, building types and sizes and landscaping to ensure the street frontage is harmonious, as opposed to a random collection of urban components that do not relate to each other.

The form of new development should consider the opportunity to have economic as well as residential advantage giving the opportunity for mixed development.

**Principle 7**

**Use continuous frontages as far as possible by keeping to a common building line**

Continuous building lines are more successful at providing a good sense of enclosure to a street, square or public space and generating active frontages with frequent doors and windows animating the public realm. Historically Hartley Wintney is almost exclusively characterised by continuous frontages.

Where a looser framework of buildings is required, these are best absorbed into a perimeter block structure, positioned near to the street with walls, gates, hedges, or other landscape features used to close the gaps. Railings should be discouraged as being too urban for Hartley Wintney's rural character.

**Principle 8**

**Design of new buildings should draw from and enhance the character, form and identity of Hartley Wintney through high quality bespoke responses that are specific to the site**

One of the village's defining characteristics and most loved features is the diversity of architecture across a range of sizes of buildings in the historic Conservation Areas. However, in this diversity there are common threads that ensure a natural harmony. Thus, there is scope for variation in architectural style as there is precedent for this within the village and individual architectural expression is expected and encouraged, given that the design of buildings and spaces is harmonious and contributes to a cohesive local identity.

The design can be innovative, a good example being the Victoria Hall's link building which takes elements from the Arts & Crafts design to recreate in a modern style.

The rhythm of the buildings and houses in the historic areas, the continuity of frontages and at a more detailed level, the ratio of solid (wall) to void (windows and door), the materials, the predominance of pitched roofs and the vertical emphasis to windows should influence the way that elevations are handled in new developments. This is not intended to invoke stylistic preferences, merely to ensure that the design of new buildings is consistent with the quality of form and character in the best of Hartley Wintney



#### **Principle 9**

##### **Design of new buildings should draw from the colour palette to ensure a natural harmony with the best buildings in Hartley Wintney**

The use of colours in new development should be selected with care to ensure that they keep to the approved colour palette for the village. The variety of colour adds to the visual appeal of Hartley Wintney and new development should incorporate the same approach. However, variation should not result in a proliferation of different, uncoordinated colours and should remain coherent. The aim is to reinforce local distinctiveness by keeping to the colours already used in the village's history.

The colour and tone of painted woodwork, especially window frames need to be carefully considered with the walling materials. The colour palette should be included and illustrated in any Design and Access Statement and should have a design review.

#### **Principle 10**

##### **The scale and massing of all new buildings should be informed by and sensitive to local topography and landscape character, village character and the wider setting of the development within the village**

The massing of the village, the views in and out rely on sensitively-scaled buildings. Proposed building heights should be guided by the scale and form of the village. The scale and massing of buildings should also relate to the development site they occupy. As a general rule new buildings should not exceed two storeys and should not rise above the adjacent buildings.

#### **Principle 11**

##### **Development proposals, particularly when sited on the edge of Hartley Wintney, should maintain visual connections with the surrounding countryside**

Where possible, open views towards the countryside, or across open spaces, should be maintained from key existing routes within the village and new development sites. For example, a view along an existing street can be maintained by continuing a new street along the same alignment. Views along streets and/or open spaces to the surrounding countryside should be created within new developments where there are opportunities to do so.

#### **Principle 12**

##### **The visual impact of new development on the village and countryside, and on views from the surrounding countryside, should be enhancing**

As elsewhere in Hartley Wintney, where village and countryside are intrinsically linked developers proposing to build in proximity to the surrounding countryside should recognise the unique character and setting the location provides and include appropriate landscaping treatments and respect for the local topography.

An assessment of views to and from the proposed development should be included in the Design and Access Statement. Visual impact should be enhanced through the design of the site layout, buildings and landscape. The approach to enhancing the visual impact should be fully explained in the Design and Access Statement.

Enhancing the visual impact may include the positioning of open space and soft landscape boundaries between development and the countryside.

#### **Principle 13**

##### **In new residential development proposals opportunities for creating public space should be identified**

Throughout Hartley Wintney, public spaces play a vital role in the social life of the village. The design of spaces between buildings should be given the same care as that given to the buildings. Public space should therefore be integral in the overall design concept, and explore the opportunity to create a well-defined space. In many of the village's public spaces, recreational areas provide a focal point and a similar approach should be taken to integrate such features in the design of any new public space especially in new developments.

#### **Principle 14**

##### **Design in the 'forgotten' elements from the start of the design process**

The following items should be considered early in the design process and integrated into the overall scheme:

- Bin stores and recycling facilities
- Cycle stores
- Meter boxes

- Lighting
- Flues and ventilation ducts
- Gutters and pipes
- Satellite dishes and telephone lines.
- Solar panels

These items are all too easily forgotten about until the end of the design process. By considering them early, it will be possible to meet the following requirements:

- Bin stores and recycling facilities should be designed to screen bins from public view, whilst being easily accessible for residents.
- Meter boxes need not be standard white units: consider a bespoke approach that fits in with the materials used for the remainder of the building. Position them to be unobtrusive, better still, incorporate 'smart meters'.
- Carefully position flues and ventilation ducts, ensuring they are as unobtrusive as possible. Use good quality grilles that fit in with the approach to materials for the building as a whole.
- Guttering and rainwater down pipes should be shown on application drawings (elevations) to ensure that they fit into the overall design approach to the building and minimise their visual impact.

### **Principle 15**

#### **Design car parking so that it fits in with the character of the proposed development**

Historically Hartley Wintney was designed before the car became the mode of private transport that it is today. Parking can be provided in a number of ways such as

- Courtyard
- On-street in discreet bays
- In-curtilage.

#### ***Courtyards***

Well-designed courtyard parking spaces can be attractive in their own right and are successful where:

- They are not just car parks, but places which have parking in them.
- They are overlooked by adjoining houses, or by buildings entered from the parking area such as flats and workspace over garages.
- Landscaping softens and reduces the visual impact of parking.

#### ***On-street***

On-street parking keeps the space active, helps with reducing traffic speeds and meets local aspirations to include shared surfaces in new residential developments.

At most times at least, some parking demand in residential and mixed-use areas is met with well-designed on-street parking, through an arrangement of discrete bays near the running lanes.

Visitor parking for cars, small vans and motorcycles should generally use shared public on-street parking.

#### ***In-curtilage***

For in-curtilage parking, the following principles should be incorporated.

- Garages should be designed to be consistent in architectural style and character with the house they serve.
- Garages should be set back from the street frontage.
- Parking, where possible, should be tucked discreetly between houses (rather than in front) so that it does not dominate the street scene.
- Where parking is located in front of houses, design the street and the landscaping to minimise the visual impact, e.g. incorporate planting between front gardens.

### **Principle 16**

#### **Boundaries of gardens should be maintained as originally made**

The boundaries as designed and made for gardens whether brick, hedge, fencing, open plan etc should not be allowed to be modified as otherwise this will destroy the natural flow of gardens between dwellings and the character of the area as originally implemented.

***Principle 17***

**Avoid creation of cluttered street signage and reinforce the use of hedgerows as property boundaries**

Hartley Wintney is a rural environment and this should be maintained wherever possible by the use of street signage appropriate for a rural area together with the continued emphasis of hedgerows as property boundaries where they were originally installed.

***Principle 18***

**Communal green open spaces and pedestrian routes must be maintained**

There are many existing communal green open spaces and pedestrian routes established within the village which add to the rural character and are extensively used by residents and visitors alike. These should be preserved, maintained and extended by the introduction of similar areas in new areas of developments.

***Principle 19***

**Protect the woodland character of the area by protecting trees and maintain a diverse stock of trees of varying age and size**

By the use of Tree Preservation Orders and careful management/replacement of existing trees ensure that the woodland character of the area is protected and that new/replaced trees are in keeping with the indigenous species that have been in place since the village was established

***Principle 20***

**A private outdoor garden amenity space or a shared amenity area should be provided for all new dwellings, including Extra Care housing**

The amount of land used for garden or amenity space should be in proportion to the size and type of dwelling and the character of the area, and should be of appropriate quality with regard to topography, shadowing (from buildings and landscape features) and privacy.

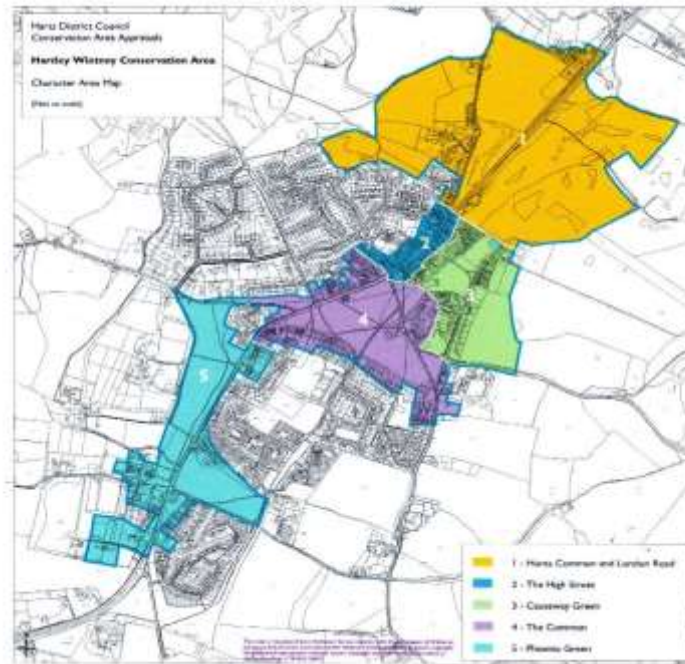


## Appendix A

### **THE BUILDINGS OF THE HARTLEY WINTNEY CONSERVATION AREA**

#### **Building types**

The Hartley Wintney Conservation Area is notable for its many historic buildings; statutory listed, locally listed, focal and 'positive'. Because of the way the settlement moved, the medieval former parish church (St Mary's – listed grade II\*) lies in the separate but nearby Church House Farm Conservation area. Hartley



Wintney is therefore served by a late Victorian church (St John's - locally listed) on The Common, and two 19th century non-conformist churches in the High Street (one listed), and a Catholic church in Mildmay Terrace off Mount Pleasant.

Otherwise, most of the remaining historic buildings in the Conservation areas were built as houses or cottages, Causeway Farm and Hare's Farm and their associated barns, the two inns The Waggon and Horses and The Cricketers. This means that the historic buildings are usually no more than two storeys high, usually with steeply pitched tiled roofs, and retain a mainly domestic character. Facing The Common is an unusual range of Edwardian red brick buildings which were built as shops which are clearly different from the other historic buildings in scale and design. A former brewery, now converted to offices, lies off Cricket Green and provides an unusual example of a more industrial-type of structure.

Near Phoenix Green, the Victoria Hall is a sensitively extended Arts and Crafts village hall (listed grade II).

#### **Listed buildings**

There are over sixty listed buildings or structures in the six Conservation areas, approximately fifty in the Hartley Wintney Conservation Area. All are listed grade II apart from The Barn in Phoenix Green (listed grade II\*), a Robert Weir Schultz conversion of a 17th century timber-framed building in 1903. These listed buildings vary from 16th century timber farm barns (Causeway Farm) to stone mileposts dating back to 1836 along the London Road and two K6 telephone kiosks (1935) in the High Street.

The only listed building in religious use is the Baptist Chapel in the High Street, dating to 1807, with a very plain symmetrical façade. There are several particularly good farm groups, containing some of the earliest buildings in the Conservation areas. Hare's Farmhouse in Hares Lane dates to the late 17th or early 18th century and presents a well-ordered brick façade to the street. A large timber-framed barn, dating to the 18th century is close by. Causeway Farm dates to the 18th century and is again built from brick, but nearby is a 16th century timber-framed barn, both listed.



Because of Hartley Wintney's location on the A30, there are also a number of purpose-built former coaching inns, the most substantial being The Whyte Lion on the London Road, Hartfordbridge, marking the bridge over the River Hart and the eastern entrance into the settlement from London. At the other end of the Conservation area, the Phoenix Inn is a much lower and more vernacular building, dating to the 17th century although it was heavily altered in c1900. Other listed buildings include a number of 18th or 19th century village houses, such as The White House on Cricket Green Lane or Monachus House in the High Street, now substantially given to housing.



Hart District Council has a short list of locally significant buildings in Hartley Wintney Parish many lying in the Conservation areas. These are largely former Grade II listed buildings which were not included in the revised list when the statutory listing was updated in the 1980's. Locally listed buildings are mainly 19th or early 20th century structures which provide well detailed facades. Of particular note are the terraces of locally listed cottages with very similar details, such as the group on the east side of Causeway Green, which were built as accommodation for the Elvetham Estate workers. Also locally listed is the Waggon and Horses in the High Street.



### ***Positive buildings***

As well as the listed and locally listed buildings, a further number of unlisted buildings have been identified on the village character Appraisal map as being *positive* buildings of village character merit. Buildings identified as being *positive* will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provide the streetscape with interest and variety. Most importantly, they make a *positive* contribution to the special interest of the Conservation area. Where a building has been heavily altered, and restoration impractical, they are excluded.

Examples include:

- Rows of cottages facing Causeway Green, Cricket Green and The Common
- A number of late 19th century buildings in the High Street, now in commercial use
- The Edwardian purpose-built shops facing The Common;
- The cottages off Mount Pleasant, in Mildmay Terrace.



### ***Focal buildings***

The majority of the buildings in the Conservation area were built as residential houses or cottages, so the scale is mainly domestic and relatively modest, creating a homogeneous whole. The focal buildings tend therefore to be the larger of these residential buildings or those which have been built for other uses, such as religious, commercial, agricultural or industrial. The most important focal buildings are as follows:

- The Whyte Lion at Hartfordbridge\* (in the Hartfordbridge Conservation Area)
- Hare's Farmhouse and associated barns
- The house on corner of London Road and Park Corner Road\*
- Causeway Farmhouse and associated barns, Causeway Green
- The former brewery, now an architect's office, off Causeway Green
- The Cricket Pavilion, Cricket Green\*

- The Cricketers Public House, Cricket Green\*
- Alton Lodge, Mount Pleasant\*
- The former Lamb Public House, High Street
- Monachus House, former District Council Offices, High Street\*
- Crown House, High Street
- St John's Church, The Common\*
- Victoria Hall, London Road
- St. Mary's Church, Church Lane\*
- The building on corner of Dilly Lane and London Road
- The Phoenix Inn, London Road.
- The Waggon & Horses Public House, London Road\*

Pictures of these buildings are shown on the following pages:





Whyte Lion



Hare's Farmhouse



Corner of London Road & Park  
Corner Road



Causeway Farmhouse & Barn



Former Nero Brewery



Cricket Pavilion, Cricket Green



Cricketers PH, Cricket Green



Alton Lodge, Mount Pleasant



Lamb PH, High Street



Monachus House, High Street



Crown House, High Street



St. John's Church, The Commons



Victoria Hall, London Road



St. Mary's Church, Church Lane



Building on corner of Dilly Lane and London Road



Phoenix Inn



Waggon & Horses PH, High Street