

HERITAGE & DESIGN POLICIES

INTRODUCTION

TOPIC DESCRIPTION:

The Heritage and Design Working Party will identify positive relationships and appearances between the built elements, hard & soft landscaping within the Parish environment thus enhancing the overall visual experience for incorporation into design policies for the Neighbourhood Development Plan.

IMPLICATION AT LOCAL LEVEL:

Appearance of the Parish to be improved/maintained as a result and not further deteriorated by unsympathetic design, inappropriately located buildings and hard and soft landscaping, retaining beauty and heritage in the public domain, and encouraging enhancement of existing heritage features.

POLICY AIMS & OBJECTIONS = VISION:

'To rediscover the heritage of the Parish and address issues of aesthetics, in geographical areas such as the village centre and with regards to design details such as the appearance of shop fronts and shop signs.'



HERITAGE & DESIGN RECOMMENDATIONS SIGNIFICANT 'LOCAL' ISSUES: Identifying problems, assets and opportunities

THE HAMLETS

BRAMSHOTT

Dominance of 'old' character by new-build
Effect of development on sunken lanes
'Traffic Rat-running' a problem
No sense of 'arrival' (Church Road)

Assets:

*Historic buildings
St Mary's Church
Historic sunken lanes
Bramshott common: wildlife and landscape*

BRAMSHOTT CHASE

Establishing 'sense of place' for A3 community (including Surrey part)
A3 tree planting

Assets:

*Bramshott common: wildlife and landscape
Canadian army commemorative tree planting*

CONFORD

Maintain 'backwater' character
Progressive erosion of 'hamlet' feel due to (nature of) development
More 'sense of place' for centre
Loss of facilities

Assets:

*Passfield Common and Conford Moor: wildlife and landscape
National Trust land
Conford Village Hall*

PASSFIELD & PASSFIELD COMMON

Maintain character of 'old' Passfield
High traffic speeds on B3004; unsafe junction(s)
Cherish Passfield Stores
Underachieving village green frontage
Passfield Mill/Auriol 'enhancement'

Assets:

*Passfield common: wildlife and landscape
River Wey water meadows: archaeology, wildlife and landscape; accessibility
Passfield Stores
Passfield Club*

HAMMER VALE

Maintain 'backwater' character
Progressive erosion of 'hamlet' feel due to (nature of) development
'Traffic Rat-running' a problem
Prince of Wales/Loss of other facilities

Assets:

*Prince of Wales public house
Bramshott common: wildlife and landscape
Character of lanes*

GRIGGS GREEN

Needs more physical sense of community - opportunity especially on rump of old Longmoor Road
Protect/enhance Griggs Green (The Deers Hut etc.) setting
Traffic speed on Longmoor Rd; further extend speed limits
A3 traffic noise
Light pollution from A3 services area
Scrap yard + skip business
Argolin - potential neighbour problems
Old Thorns 'uncontrolled' expansion

Assets:

*Deers Hut pub
Weavers Down (wildlife, landscape and viewpoint)
Old Thorns golf course and facilities
Argolin Ltd - employment potential
Holm Hills - pasture woodland: landscape and wildlife
Hollywater stream: wet woodlands - landscape and wildlife
Scrapyard if properly managed + landscaped*

HEWSHOTT

Effect of development on sunken lanes
Rat-running
No sense of 'arrival' or place
Enhance Hewshott Grove junctions

Assets:

*Bramshott common: wildlife and landscape
Touring caravan site*



LIPHOOK

LONDON ROAD [Excluding central Liphook]

No sense of 'arrival'
Messy frontage (mixture of fences, bits of wide verge left over from A3, loss of old hedge/bank frontages): needs enhancement guidelines [Use Planning Conditions for leverage]
Traffic speed
Reasonable sense of arrival into The Square
Needs footpath link from Tunbridge Crescent, etc.

Assets:

*Radford Park
Recreation ground
Library
Methodist Church
Radford Bridge Commemorative Plaque and flag poles
Ancient Monument: Radford aqueduct*

HASLEMERE ROAD

Some sense of arrival (top of Lakehouse Hill); further sense of arrival in centre - Chiltlee Manor and Queen Street
Traffic speeds
Distance into centre of village
Estates here mostly have feeling of community
Possible enhancements within estates
Wey Lodge estates generally have good ambience (despite some strange architecture)
Appearance - Manor Fields

Assets:

*Allianz and Chitley Manor Offices employment
Mature frontages on much of road
A variety of house types*

HEADLEY ROAD

More sense of arrival needed; replant trees adjacent to bypass bridge; keep a gap between Hertford Cottage and bypass
Mature frontages on much of road, being spoilt by out-of-scale infilling
Electric substation
Co-op store appearance and parking issues
Traffic speeds
Distance into centre of village
Estates here mostly have feeling of community
Possible enhancements within estates
Visually poor approach to The Square (back of Tweenways area; vets/Liphook Travel building)

Assets:

*Co-op store
Bramshott and Liphook Social Club
Village Hall
Vets
Shops*

HERITAGE & DESIGN POLICIES

HERITAGE & DESIGN RECOMMENDATIONS

SIGNIFICANT 'LOCAL' ISSUES:

Identifying problems, assets and opportunities

Continued...

LIPHOOK

LONGMOOR ROAD

Attractive arrival (Griggs Green Farm/ corner/Westlands Hill)

Poorly designed roundabout serving new housing estate under construction [2018]

Distance into centre of village

Mature frontages on much of road

Enhance entrance to Forest Lane Close

Most estates have feeling of community

Possible enhancements within estates

The Avenue: nice 1970's 'cottagey' development; some of quality being lost by changes [e.g. all sorts of plastic windows; roof-conversions]; parking problems on main estate road; possible partial solution if Junior School playing fields ever developed

Problems with school traffic

Assets:

Valuable open views over South Downs National Park to south/west

Bohunt Academy

Liphook Junior and Infant school access from layby

Employment sites, offices, workshops, & small warehouses

PORTSMOUTH ROAD

Attractive entry into village at The Links public house, etc. Long run into The Square relieved by valuable open views to west over the South Downs National Park; poor recognition of Station Road as 'asset' (junction appearance)

Mature frontages on much of road, + architecturally important buildings on approach to The Square

Traffic speeds

Parking problems

Assets:

Church Centre

Fletchers Field – mini-park

Bohunt Manor: grounds and wildlife

The Links Hotel public house

Views to west over the South Downs National Park

Public Rights of Way onto the South Downs National Park



STATION ROAD and NEWTOWN

Station Road busy - better centre than The Square - but could be more attractive: Concerns on anticipated life of 'parade' – There is little or no scope for piecemeal redevelopment on current assessment [2018]

Parking problems/use of carpark;

Junction with Portsmouth Road capable of improvements

Enhancements [2018]to ex-Countrywide store parking area/entry to Bleach's Yard

Newtown Road good sense of community; any enhancements?

Assets:

Range of shops, restaurants and takeaways

Doctors' Surgery

Vets

Dentist

Railway Station

Employment on Bleaches Yard Industrial Estate

Gateway to the South Downs National Park for rail travellers

LIPHOOK SOUTH OF THE RAILWAY

Attractive Midhurst Road entry from West Sussex

Visual improvements to entrances of Gunns Farm and Berg Estate

Mature setting of estates

Estates here mostly have feeling of community

Railway bridge approaches messy/ shabby

Near to railway station

Railway noise

Impact of development on Chiltley Lane

Assets:

Stanley and Linchmere Commons: wildlife and landscape

Churchers and Highfield Schools

'OLD' MIDHURST ROAD (north of railway)

'Old' Midhurst Road now quiet and pleasant to use, but still used as rat-run - make access only?

Note: Originally called Back Lane and Hungary Lane.

Rename to distinguish from 'new' Midhurst Road

Mature frontages on much of road

Nice estates, good sense of community; any enhancements?

Assets:

Proximity to Fire Station

Shops, offices and restaurant

Beaver Industrial Estate

THE SQUARE and CENTRAL LIPHOOK

Traffic problems especially school times

Pedestrian use: safety/clarity/ encouragement

Commercially less good a centre than Station Road, but more attractive (with some exceptions)

Future of Anchor Hotel/garden - role as centre of community

See 'approaches' under radial road headings

Assets:

Historic environment

Flora Thompson's home

Doctors' Surgery

Lloyds Bank

Shops and offices

The Green Dragon and The Royal Anchor public houses

Dentist

Cafes

SAINSBURYS DEVELOPMENT AND THE 'NEW'

MIDHURST ROAD

New development beyond Sainsbury's/ Millennium Centre does not integrate with village; poor physical links to north - sense of 'exclusion' (underlined by gates)

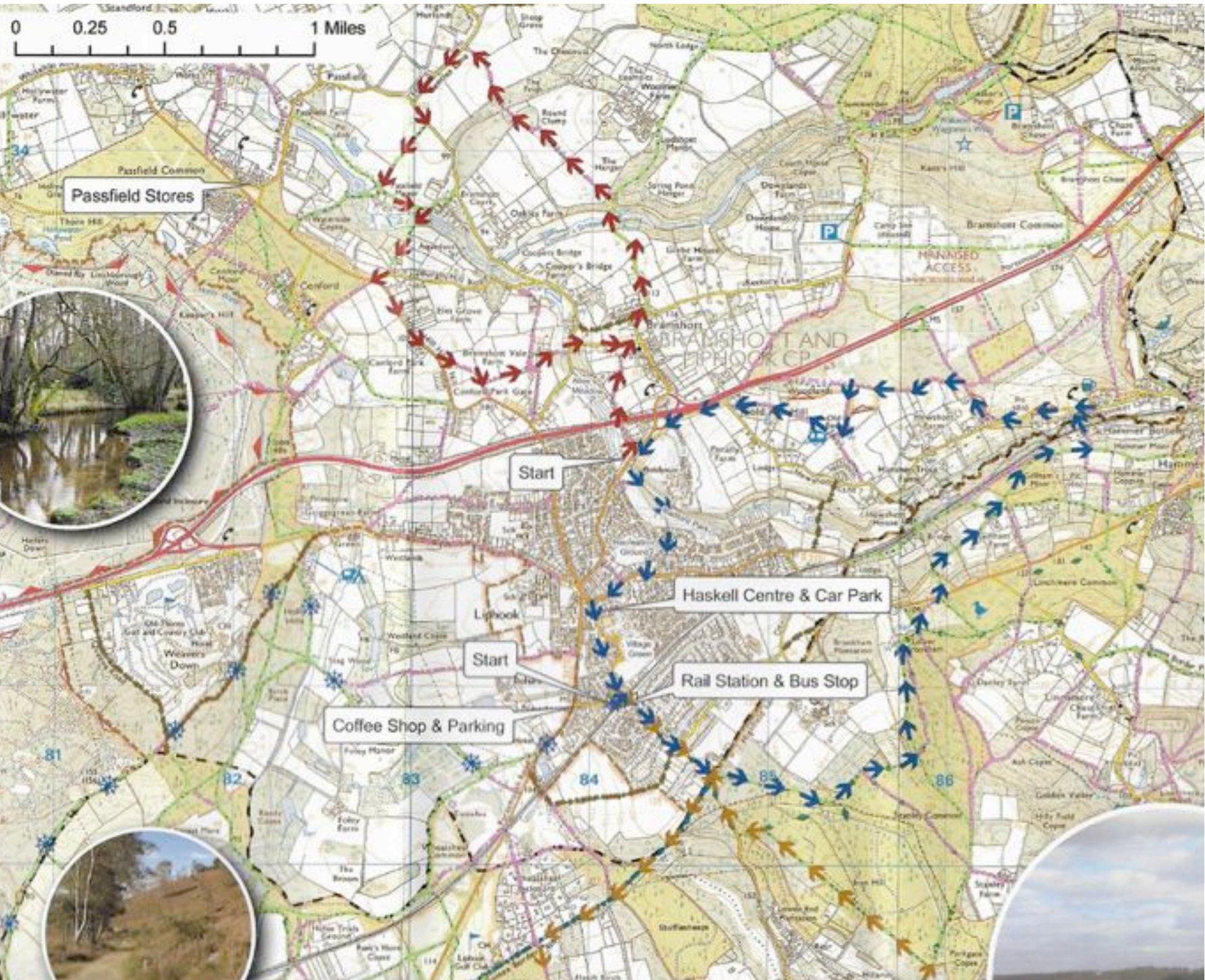
Access to Beaver Estate improved in 2018 when new offices constructed, but confusing to motorists Midhurst road entry to The Square not very attractive, but capable of enhancement

Assets:

Millennium Centre

Village Green

Sainsbury's supermarket and fuel station



HERITAGE & DESIGN POLICIES



HD1 Rediscovery of The Square Conservation Area

POLICY

1. Make centre more interesting by encouraging visitors
2. Add additional seating in The Square in appropriate locations to complement The Square's heritage status
3. The relaying of the tarmac road surface on the straight section in front of The Royal Anchor between the two roundabouts with a conservation type surface such as block paving [not setts as originally laid on the first enhancement some years ago] will enhance the appearance.
4. Substitute the zebra crossing with a Pelican crossing and/or a shared surface environment to reduce delays. There is a particular problem with small groups of pedestrians crossing in one continuous stream during school terms. *Note: Also refer to the Access & Movement Policy*
5. Pedestrian traffic from Sainsbury's to Newtown and The Square to be improved with signage and across the Midhurst Road car park a delineated footpath to the alley opposite the Anchor Garage [2018]. Review pedestrian/cycle/vehicle interface.
6. Redirect traffic travelling northbound to Haslemere on the A3 to the Hindhead junction and not through Liphook via the Griggs Green junction
7. Owners of buildings in the Conservation areas are to be reminded of their obligations to maintain their property.
8. Re-introduce time limited parking on all roads to encourage pedestrian access to the shops
9. Encourage continuation of voluntary organisations concerned with the environment [e.g. Liphook In Bloom 2019] and seek grants from Developers' Contributions

VISIONS

1. More investment and 'vision' for the Royal Anchor pub - Hotel?
2. Encourage schools to be engaged with Heritage and Design and volunteering to help the community.
3. Integrate area in front of the Royal Anchor with the street scene.
4. New use of the Anchor Garage be encouraged, but ensuring the appearance of the main showroom structure is not altered significantly. *Note: Application to form a cinema, restaurant and two houses submitted September 2018*

Comments

1. The recent [2017/2018] establishment of two coffee shops in The Square seems a success and is encouraging customers to 'dwell' in the Square.



HD2 Enhancing Liphook Shop Frontages and Designs

POLICY

1. There should be a Local Design Panel to advise the Parish Council on the 'technical' aspects of planning applications of all types
2. Quality of design to enhance both listed buildings and new builds including alterations to existing buildings. Refer to the Local Characteristics and Use of Materials section of the Village Design Statement. Appendix 4
3. EHDC Officers' are to ensure that standards are met in both maintenance of existing listed buildings and new build within the conservation area and elsewhere

VISIONS

The established shop frontages to be reviewed and quality to be respected with encouragement to enhance. Encourage 14A The Square shop to have a second storey added.



Comments

Appendix 5 details East Hampshire District Council's Shopfront and Design Guide.c



HD3 Rationalise and review all street furniture

POLICY

1. Street signs to be maintained and kept clean using a planned maintenance schedule
2. Incorporate reference to the South Downs National Park [SDNP] on relevant directional signs within the curtilage of Liphook and outlying communities. Also on the entrances to Liphook install SDNP signs emphasising the Gateway status of the Parish
3. Review existing signage to reduce clutter as examples shown below.



4. –



5. –

6. Appoint a Parish Council warden to control excessive temporary adverts within the centre of Liphook.
7. Erect a public notice board in each community which will be large enough to accommodate notices for organisations in the Parish. The Parish signboards should include the history of the Parish, location of points of interest and where applicable, shops, cafes, restaurants & pubs, the Millennium Centre, Village Hall, places of worship, schools, walks, public rights of ways/permissive paths, viewpoints, Gateways to the National Park and National Trust areas. Include a QR Code on each board. Existing [2018] notice boards that could be utilised are at Liphook Station on the forecourt and SDNP on the platform, Sainsbury's (2no) and Haskell Centre Parish Office.
8. Locations for electric vehicle recharging points to be visually acceptable

VISIONS

1. Street furniture design is subjective, but simple design will complement the historic nature of our Parish.

Comments

1. Consistency, Consolidation and Clarity are the guidelines for the future signage and street furniture within the Parish. Further guidance is available from Historic England's booklet Web link is [Streets for All: South East](#)

In summary:

- Retain historic signs and styles to reinforce local character ☐
- Remove superfluous and redundant signs ☐
- Where possible, locate signs and traffic signals on buildings.
- Avoid placing signs on new posts [this adds to clutter]
- Restrict signs to those which convey essential information
- Reduce signs to a minimum size and number
- No signs are to obstruct the footways in consideration of the needs of people who cannot see well ☐
- Use dark or receding colours for posts and the back of signs ☐
- Avoid large, and especially yellow, backing boards
- Review signage on annually☐

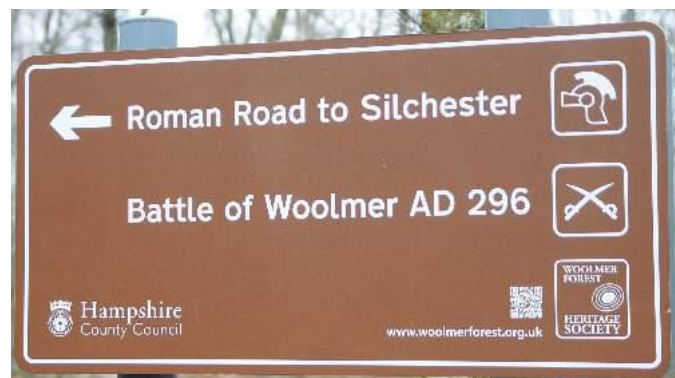
HERITAGE & DESIGN POLICIES



HD4 Rediscover the Heritage of the Parish

POLICY

1. Identify the locations for tree planting to enhance the road scenes throughout the Parish
2. Signposts to Canadian Memorial at Radford Bridge, St Mary's Church, Flora Thompson home, The Heritage Centre, etc. as part of a tourism initiative.{see example below}.



3. –
4. Erect information 'Discovery' boards in key positions such as Royal Anchor (Bus shelter), The Links Hotel (Car Park),The Deers Hut, St Mary's Church, Radford Park, showing the Gateway to the SDNP, heritage walks, country walks, viewpoints, etc. These boards to contain a history panel and index of places of historic interest with brief narrative accompaniment, Include a QR Code on each board
5. Parish Council to revive a Public Rights of Way, public areas, common land and permissive paths volunteer team to report on condition on a regular basis.
6. All planning applications for all buildings to complement the heritage of the parish and design. These standards to be rigorously enforced by the SDNP and EHDC planning authorities.
7. Ensure that Hampshire County Council and East Hampshire District Council support the volunteers to maintain the character of the important Bramshott Sunken Lanes
8. Encourage public awareness of The River Wey environment
9. Reclassify rural lanes as 'Quiet Lanes' where deemed appropriate, but without intrusive signage

VISIONS

1. Encourage public awareness local history by publicising the Liphook Heritage Centre [which is open Mondays and Fridays between 10.00 am and Noon and Wednesdays 2.00 pm and 4.00 pm.] [as at 2018/2019]

Comments

1. Brief Parish Council Staff on the heritage of the Parish so that they can confidently inform visitors to the Parish Office

Heritage and Design Policy

Appendix no. 1

Grade II* Listed Buildings Bramshott

Bramshott Manor - Church Road

Grade II Listed Buildings

Liphook Area

10-12, The Square

3, 5 and 7, Haslemere Road

Royal Anchor Hotel – The Square

Tap House - The Square

K6 Telephone Kiosk near Tap House - The Square

The Green Dragon Public House - London Road

Ship House - Lloyds Bank

Greywalls Osbourne House -Portsmouth Road

The Rectory (now private dwelling), Portsmouth Road

Milestone on west side of Portsmouth Road by entrance to

Boarhunt Manor

Little Boarhunt - Portsmouth Road

The Gate House to Little Boarhunt -Portsmouth Road

Garden Walls and Pavilion of Little Boarhunt

Chiltlee/Chiltley Manor - Haslemere Road

Goldenfields West Lynchgate - Chiltley Lane

Bramshott Area

Tudor Gatehouse at Bramshott Place

Covers Farmhouse - Tunbridge Lane

Oast Houses at Quinces -Tunbridge Lane

Adams Cottage -Rectory Lane

Monk House Old School Salters Cottage (Limes Close)

Bramshott Meadows - Burgh Hill
Church of St Mary the Virgin

War Memorial in the Churchyard of St Mary's Church

Table Tomb 1 metre south of Chancel St Mary's Church

Table tomb 4 metres east of Chancel St Mary's Church

Table Tomb 7 metres south of Chancel St Mary's Church

Table Tomb 11 metres north of Nave, St Mary's Church

Appendix no. 1 Continued:

Bramshott Area continued:

Spring Pond Lodge about 600 metres south-southwest of Ludshott Manor

Ludshott Manor - Woolmer Lane

North Lodge about 650 metres north-east of Ludshott Manor

Downlands - Rectory Lane

Gateway 400 metres south of Downlands

Urn in forecourt of Downlands

Graces Cottage 20 metres north of Downlands

Barn 40 metres east of Downlands

Milestone on south side of the A3 - 1200 metres from Hants/Surrey border

Conford/Passfield Area

Conford House

The Old Cricketers Barn - Passfield Road

The Forge - Passfield Road

Passfield Farmhouse - Passfield Road

Quarry Cottages - Passfield Road/Headley Lane

Passfield House - Headley Lane

Oast Houses and Barn 30 metres north of Passfield House

Barn 20 metres west of Passfield House

Ancient Monument

Radford Bridge Aqueduct

HERITAGE & DESIGN WORKING PARTY SUGGESTIONS FOR LOCAL LIST

1. Outside conservation area:

Old Toll House, London Road

74 Headley Rd

Passfield Oak

Conford village Hall

Priors, Ludshott common

Summerden, Waggoner's Wells

Clerks, Rectory Lane

Glebe House, Rectory Lane

Chestnut Brow group, Church road

49/51 Church Road

Prince of Wales PH

Deers Hut/The Old forge

Quarry House + Quarry Cottages, Wheatsheaf

Hammer Vale to be assessed

2. River Wey Conservation Area

Old Mill house, Bramshott

Coopers Bridge, Bramshott

Bramshott Court

Passfield Mill and Mill House

Watermeadow sluice near Passfield Road

Watermeadow sluice at Lakehouse, Haslemere Road

3. Liphook Square Conservation Area

Tweenways

Queen Street cottages

Anchor Garage