

Fifth Version of VDS 29<sup>th</sup> April 2019, with Appendices 1 and 2

**Fifth Version of VDS, including Appendix 1, amended following the response from TVBC Officers April 1<sup>st</sup> 2019 and revised boundaries**  
**This version has been endorsed by APC on 8<sup>th</sup> April 2019**

**Our Vision for Ampfield**

Each household in the parish was asked to complete and return a questionnaire, with the purpose of seeking to identify and describe those characteristics that, in the eyes of the local community, make Ampfield a special place to live. The Ampfield Village Design Statement Team has taken the information derived from the responses to this questionnaire to develop a vision statement for Ampfield.

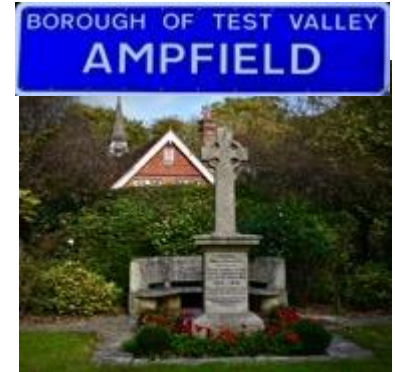
Our vision is of a community that will strive to:

- preserve the semi-rural ambience created by Ampfield's setting within extensive and beautiful countryside;
- protect the local countryside and woodland from encroachment by seeking to prevent inappropriate and unjustified new development outside of the settlement boundaries;
- safeguard the character of its settlements. New development within the settlement boundaries should respect, complement and enhance the existing character of the neighbourhood in which it takes place;
- promote and encourage good design in all new development, recognising the important role design plays in creating and sustaining harmony and character in local neighbourhoods;
- safeguard its conservation area and historic buildings from intrusive development and unsympathetic alteration;
- recognise and encourage the importance of wildlife to the parish and the role that Ampfield's trees and hedges plays in that connection;
- attract younger people to the village and to enable older residents to stay by encouraging the provision of smaller, more affordable dwellings, where such development is appropriate
- encourage and support local businesses provided they do not adversely affect the appearance, character or facilities of the Parish;
- seek opportunities to improve road safety conditions across the parish for pedestrians, cyclists and drivers alike.

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### **What is the purpose of this Design Statement?**

Change is a constant feature in our lives and it applies equally to villages and the countryside that surrounds them. Over the centuries, external influences have changed the shape and character of Ampfield and they will continue to do so in the future. We cannot stop this process, nor indeed is the Village Design Statement intended to fulfil such a role by prohibiting all new development. In the long run, that is neither healthy nor sustainable. Rather, the purpose of the VDS is to channel the change to ensure that the natural demand for development within our community can be guided along the lines that best suit the community's needs, is harmonious with its surroundings and can complement and enhance the community and its environment for a future period.



This Village Design Statement (VDS) will bring up to date the original VDS adopted by Test Valley Borough Council in 2003. Regarded as a very professional piece of work, the original VDS has served the parish well over many years but, more recently, it is apparent that its effectiveness is gradually being diminished. It is simply being overtaken by events. There have been a number of developments within the parish that have come forward since the time of the original VDS and, in January 2016, TVBC adopted a new borough local plan.

The purpose of this VDS will remain the same as its predecessor and that is to influence the operations and outcomes of the statutory planning process by providing a local context against which new development proposals within the parish can be assessed. This Village Design Statement records what is special about Ampfield in the view of its residents. It portrays the existing appearance and quality of its landscape, settlements and buildings by describing their features and defining the characteristics that make them what they are. It sets out guidelines that are intended to ensure that the distinctive character of the parish is retained, complemented and enhanced.

Other factors that contribute to the appearance and character of the parish, such as roads, traffic, businesses and employment, have also been considered, along with the views of the parishioners received during the questionnaire survey and public consultation events.

This VDS is addressed to all who live and/or work within the parish and are proposing to make changes in the parish that might affect its character and appearance. Such changes include planning applications for new buildings, extensions to buildings and proposals for more extensive developments affecting parish settlements and landscape. It should therefore act as a reference document for:

- Residents, householders and businesses
- Designers, architects and highway and utility engineers
- Planners, developers and builders
- Statutory bodies, public authorities and utilities.



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### **Its place in the planning process:**

Having been endorsed by Ampfield Parish Council, the revised VDS has been submitted to the local planning authority, Test Valley Borough Council, for formal adoption. Upon adoption, the VDS will assume the status of a Supplementary Planning Document. This means it has legal standing and must be taken into consideration by the Local Planning Authority when considering future planning applications within the parish. It is also intended that the VDS will assist the Parish Council to formulate plans for safeguarding the appearance of the parish and improving its amenities.



### **How was it prepared?**

This VDS is the result of the combined efforts of many residents of the parish. Following discussions at the 2016 Annual Parish Assembly, a working group, comprising volunteers from across the parish, was formed. Its first job was to establish what needed to be done, together with a process and timetable of procedures to ensure it was done.



The initial step was to undertake a survey of the landscape characteristics of the parish that would record and describe its physical characteristics and character. To assist in this process, the parish was divided into five geographic areas, each of which had its own survey team. During the spring of 2017 these teams explored the relationship between the countryside and the settlements and, within those settlements, the design of the built environment. They pulled together the effects of history, geography, landscape and settlement with a view to identifying and describing the key local characteristics; the unique characteristics that make Ampfield what it is.

At the same time in 2017, each household in the parish received a questionnaire, seeking their views on a wide range of subjects, pertinent to how residents would like to see Ampfield evolve over the next 10/15 years. The answers to each question were analysed. These, plus additional anecdotal evidence gathered in the questionnaire, were used in conjunction with the results of the Landscape Characteristic Survey to prepare a first draft of the revised VDS.

The first draft of the revised VDS document was introduced to the parishioners of Ampfield in November 2017 at public exhibitions during a period of six weeks formal public consultation. Any amendments so arising were included into the VDS, thus ensuring the revised final draft of the new VDS is an accurate consensus of the current views of the parishioners.



Throughout the process the draft documents have been submitted to the officers of TVBC on a regular basis for their scrutiny. The final draft has been presented to the Ampfield Parish Council for its endorsement, before being sent to the local planning authority for a second formal period of public consultation and subsequent adoption.

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**The Views of the Residents of Ampfield**  
**What they think about where they live:**

The residents of Ampfield, in particular those residents that responded to the questionnaire, are very aware of the importance of their surroundings:

**99%** like the fact that living in Ampfield provides good access to the countryside, woodlands and wildlife

**98%** believe that woodland and countryside open spaces and views are key characteristics of the parish and materially influence the appearance and ambience of the parish. They like the fact it is a relatively peaceful place to live

**94%** like the fact that the parish offers attractive scenery and views. They believe that planting associated with new buildings should be sympathetic to the local neighbourhood and designed to encourage wildlife and biodiversity.

**92%** believe that new buildings should not have a detrimental impact on areas of designated ecological importance or protected species.

**90%** believe that new buildings should have minimal impact on wildlife; wildlife corridors must be maintained. Extensive tree cover should be preserved and encouraged

**90%** like the fact that it is a safe environment in which to live. They believe that safe pedestrian passage beside the parish's highways should be maintained.

**89%** believe that local separation gaps between existing settlement boundaries should be retained. They say that the public footpath and cycleway networks are important to them.

**86%** say that Chapel Wood and Ampfield Wood are important to them.

Residents appreciate the role that good and sympathetic building design can play in enhancing the characteristics of a neighbourhood and a community. Of those that responded to the questionnaire:

**96%** believe that the design of any new building should be sympathetic and sensitive to the key characteristics of the area in which it is built.

**96%** believe that the spaces between neighbouring buildings should be sympathetic and in keeping with the key characteristics of the neighbourhood.

**95%** believe that buildings should be in proportion to the size of their plot and in keeping with the key characteristics of their neighbourhood.

**94%** believe that the buildings created by the subdivision of existing plots must be sympathetic and in





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keeping with the spatial characteristics of the surrounding area.

**94%** believe that new buildings should have off-street parking.

**93%** believe that wherever possible, new buildings should be set back from the road and sympathetic to the existing building line.

**90%** believe that, wherever possible, front boundary hedges, walls and fencing of traditional local types should be preserved.

**89%** believe that new buildings should be particularly sympathetic and sensitive to any listed buildings or other heritage assets nearby.

**89%** believe that street signs and street furniture should be kept to a minimum.

**88%** believe that the design of any new building should be particularly sympathetic to the buildings nearby.

**87%** believe that sympathetic design in affordable housing is particularly important.

**84%** believe that innovative designs and materials should not be excluded, provided they are sympathetic and sensitive to the key characteristics of their neighbourhood.

**80%** believe domestic installations (e.g. oil tanks and satellite dishes) should be out of view of the road.

**80%** believe that, if more houses are to be built, it is not appropriate that they should be built in countryside outside the local plan settlement boundaries

(Source: All the information provided above is taken from the answers to questions set out in the Ampfield VDS 2017, Parish Questionnaire)

### **Ampfield as it is today**

Ampfield consists of a number of communities, living in separated settlements of diverse character. 95% of the land is countryside, giving the parish an essentially rural character; gently rolling countryside and mature woodland surround each settlement, separating it from the next, thus providing each one with a sense of space and tranquillity.

### **Pressures for change to the character of our parish:**

Population growth in South Hampshire over the last 50 years has created relentless demand for development land. Over that period, Ampfield's proximity to the urban centres of Southampton, Eastleigh, Chandlers Ford and Romsey has put it under constant pressure. Development in these larger built-up areas creeps ever closer, extending up to the parish boundaries to the south, east and west. As a result, there is a continuous risk that the charming natural character of the parish, with its semi-rural and wooded influences, is under constant potential threat.

Examples of such threats include:

- encroachment of new development into the countryside,
- unsympathetic infill-development within existing settlements,



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- ribbon development along roads,
- sub-division of plots, which does not have regard to the size or proximity of the adjoining property or the character of the surrounding settlement,
- new houses or extensions that are too large for their plots,
- central government planning policies, such as those to increase the level of house building and to provide additional employment land to support economic growth.

The planning policies laid out in the Borough's Adopted Local Plan 2011-2029, together with the proposals provided by this document, once it has been adopted as a Supplementary Planning Document, provide a considerable degree of protection against inappropriate and unjustified development. However, they should be consistently and robustly applied and enforced. Without them, the distinctive character of our countryside and its settlements would quickly be eroded, which is something the parish wants to prevent.



### **Opportunities to enhance our parish**

Parishioners believe that, by encouraging high standards of architectural design in new building and in new development, opportunities can be created that will enhance the appearance of the parish in the future. Thus, by contributing to its contents, Ampfield residents, in conjunction with the Parish Council, have sought to influence the local planning authority to adopt this VDS as a Supplementary Planning Document.



Provisions exist within the planning system to enhance the protection of valued areas of open landscape, woodland or historic settlements. In places where proposals for new development are likely to arise in the future, the VDS can place on record, in advance, residents' views about the character and value of that location.

Opportunities also exist to improve the appearance of the parish by better care and maintenance of public and private land and by encouraging high standards of architecture, design, new building and development.

Although traffic is not strictly a matter for the VDS, residents perceive that the increase in the noise and pollution from the rising number of traffic movements is a major threat to the character of the area. It has grown significantly over the last ten years, intruding more and more into the lives of residents. In addition, residents believe that improved road safety measures would be beneficial, as will the regular maintenance of footpaths and open spaces.



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## The Geography and History of Ampfield

### The Geography of Ampfield

Ampfield is located three miles to the east of Romsey and six miles southwest of Winchester; its old village centre straddles the A3090, which connects the two. The Parish of Ampfield covers an area that extends three miles by two miles. At the eastern end of the parish lie the suburbs of Chandlers Ford, in the Borough of Eastleigh. Elsewhere, the parish is surrounded by countryside, abutting the parishes of Braishfield to the north, Hursley to the east, North Baddesley to the south and Romsey Extra to the west.



The parish lies on land that slopes gently southwards. It is drained by tributaries of the Tadburn Lake stream to the south-west, and Monks Brook to the south-east. In agricultural terms, the soils in the parish are generally poor. There are large areas of acidic sand and gravel forming a ridge in the north, which was originally heathland but is now Ampfield Wood. In the lower stream valleys to the south, the soils are heavier clays and, in places such as at Crampmoor and Ratlake, poorly drained,



### The History of Ampfield

#### Saxon Times

There is evidence that Saxons inhabited Ampfield and that they came under the influence of the new church at Winchester founded in A.D. 636. Ampfield consisted of scattered hamlets belonging to the Manor of Merdon.

#### Medieval Times

Ampfield was part of the Parish of Hursley. Many small farms supported the isolated communities and gradually the woodland was cleared to make way for grazing land and crops.

#### 16th century

The 1588 Hursley Map shows that the lanes now known as Pound Lane, Green Lane and Lower Farm Lane were already in existence by that date, as were the field systems that we see today. Only a few buildings have survived from 1588, such as the farmhouse at Hawstead. However, the sites occupied by many of the older village properties can be seen on the 1588 map. Now, these





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might incorporate part of the original building or use materials from it, for instance at Yew Tree Cottage.

## 17<sup>th</sup> century

Many of the traditional village buildings were built or rebuilt in the early seventeenth century e.g. The White Horse Pub, Green Lane Farm and some of the houses in Knapp Lane and Lower Farm Lane.

## 18th century

In the early 18th century, Benjamin White built Ampfield House and the Ampfield Estate was established. The turnpike road was built through Ampfield, bringing the village within reach of the rest of Hampshire. New houses were built along the turnpike and the community grew.

## 19th century

In 1809, the Enclosure Act for Hursley was passed and approximately 2850 acres of common land in Ampfield were enclosed. The railway was opened in 1847; today it forms the southern boundary of the parish. In 1841, the ecclesiastical Parish of Ampfield was established and St. Mark's Church was consecrated. Ampfield became a civil parish in 1894, when the link with Hursley was broken. In 1856, the first Ampfield School was opened in Knapp Lane, where it remained until replaced in 1896 by the current purpose-built school.

## 20th century - the years before the Second World War

In 1932, the Ampfield Estate was sold and its farms became independently owned. Over the next few years, housing development quickly gained momentum. Some of the agricultural land was sold for the development of new settlements, such as Woodlea Way and Potters Heron Close. Simultaneously, parts of the eastern end of the parish were laid out. Bungalows were built along the eastern end of Hook Road and the Beechwood Estate development began. The Potters Heron Hotel was built in 1937 and electricity reached Ampfield in 1938.

## The Second World War

After being bombed out of their Southampton premises during the War, Vickers Supermarine moved to Hursley Park and re-housed their workers in a group of temporary buildings known as the Hutments at the corner of Hook Road and Hursley Road. Prior to the D-Day landings, Ampfield Wood and the Straight Mile became a holding area for invasion troops, notably from Canada.





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### 20th century- post war years

In 1948, the Council built the houses on Green Pond Lane and a number of bungalows were added along the south side of Ampfield Hill. During the 1950s and 1960s, new houses, built along the newly constructed Hocombe Wood Road and Hookwater Road, replaced the Hutments. The development along the Straight Mile was built after a subscription was made to save the trees and the houses themselves were located along service roads set well back from the main road. Again, in the 1950's, the first of three mobile home parks was established at North Hill Copse, (now called St James) and, in 1973, permission was granted to build Flexford Close.



### 21<sup>st</sup> Century

Further development occurred as Ampfield moved into the 21<sup>st</sup> century. Throughout the parish, the demand for increasingly large extensions to existing buildings continued unabated. There have also been new houses built either through the subdivision of plots or by demolishing and replacing existing, smaller houses. Supplementing this incremental development, permissions have also been given allowing settlement boundaries within the parish to be extended.



The construction of Morleys Green, an estate of 39 houses, has provided the parish with much-needed smaller houses that are suitable for younger families and for those wishing to downsize. This development, together with the establishment of a designated village green area, has transformed the appearance of the village centre.



At Broadgate Farm, a previous brownfield site was developed, providing a mixed settlement of large, detached houses together with a number of smaller homes, whilst along the A3090 westwards there has been an extension to the ribbon development along the south side of Ampfield Hill



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One further development of note took place on the A3090 at the eastern approach to the parish, opposite the Potters Heron Hotel. Permission was given by the Planning Inspectorate to accommodate one family within in the existing countryside under policy COM 13 of the Adopted Local Plan 2011-2029, covering the obligations towards gypsies and travellers

### **Design Principles - Landscape Setting**



#### **1) Countryside**

Ampfield's countryside is a large and well-preserved example of a landscape once common in the county. It is characterised by a rich mosaic of ancient semi-natural woodland, unimproved meadow, hedgerows and heathland that has largely survived agricultural change and suburban pressures.



The low areas of land to the south of the A3090 have been farmed for many centuries and are made up of small fields that are enclosed by well-established hedgerows, interspersed with copses and individual specimens of native trees. Around Ratlake, a typical example of English parkland can be seen. Ampfield 's countryside is dotted with small hamlets, which have grown up around farms, such as those at Lower Ratlake, Lower Farm, Gosport, Green Lane and Crampmoor.



On the ridge to the north of the A3090 lies Ampfield Wood. Originally, for many centuries, this area would have been a combination of barren heath and deciduous woodland but more





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recently has been planted with conifers or given over to horticulture. Beyond this ridge, there is farmland, which extends northwards to the boundary with Braishfield. On the western boundary of the parish lies the world-famous Sir Harold Hillier Gardens.

The Hampshire Biodiversity Information Centre (HBIC) records that approximately 30% of the countryside within the parish boundary is classified as 'priority' habitats. There are two Sites of Special Scientific Interest (SSSI). Trodds Copse, between Hook Road and Flexford, is a very fine example of ancient semi-natural woodland whereas Ratlake Meadow, north of the A3090, is described as one of the most species-rich unimproved meadows in the Hampshire Basin.

In addition to the two SSSI's, there are 19 areas designated as Sites of Importance to Nature Conservation (SINC). The largest include Ampfield Wood, Nevils Copse, South Holmes Copse and Hocombe Upper Plantation. The remainder are spread geographically across the parish. There are also two areas designated as Road Verges of Ecological Importance (RVEI) – both sides of the A3090, east of the Potters Heron, and parts of Pound Lane. The residents of Ampfield are justifiably proud of their rich natural heritage.

One of the most important open areas in the parish is the extensive tract of countryside south of the A3090 that stretches from the settlement areas of upper Hook and Hocombe westwards towards Pound Lane. The eastern portion of this, which includes Trodds Copse (SSSI), is designated the Ampfield – Valley Park Local Gap by TVBC in its Adopted Local plan 2011-2029 (Policy E3) as it separates Ampfield from Chandlers Ford and Valley Park. This principle is very strongly supported by residents.

The remainder of this tract, west of Trodds Copse, is made up of small fields, hedgerows, several copses, and some wetland. Much of the land has historical importance. The evidence of assarted fields suggests the land has been farmed for centuries and, when combined with local areas of ancient woodland, has possible pre-historic associations (Test Valley





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Community Landscape Project). The entire area is highly prized locally for its natural beauty and its panoramic landscape.

There are other areas of open countryside that create important landscape gaps between settlements within the parish. These are at Tadburn Meadows, at the bottom of Ampfield Hill and designated a SINC, Crampmoor, Green Lane, Gosport and Ratlake. They are made up of small fields, hedgerows and woodland that are typical of the area. They create attractive space around the settlements, providing pleasant views into and out of them.

Ampfield's countryside provides separation between the noise and intensity of the nearby towns and the peace and seclusion of its settlements. The unspoilt pastoral nature of the landscape, its attractiveness, its fine views and its seclusion are all very highly valued by the residents. The spread of suburbia from the southeast and the west has led to some urban encroachment into the landscape. Land, previously farmed, has been converted into storage compounds and other similar semi-industrial uses. This detracts from the character of the countryside and people's enjoyment of it. It also creates more traffic along the rural roads and lanes.

The maintenance of sustainable rural or semi-rural activities is important to protect the character of the countryside and to keep it ecologically viable. In 1991, Hampshire County Council created the Ampfield Countryside Heritage Area. Ninety five per cent of the parish land lies within in this historic designation, which also includes parts of North Baddesley, Hursley, Otterbourne and Romsey Extra. A report, prepared for Hampshire County Council at the time, concluded that: *"the main priorities will be to resist further sub-urbanisation of the area, to maintain its rich mosaic of habitats and landscape features, and to reduce the impact of urban and sub-urban influences on the landscape."*

## 2) Woodland

Approximately one-third of the parish is woodland, much of it recorded by Hampshire County Council as being of particular importance for nature conservation within Hampshire. The SINC's at Oxlease Copse (Crampmoor), South Holmes Copse, Grosvenor Farm, Gosport Wood,



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Purser's Great Copse and Nevils Copse are classified ancient, semi-natural woodland. In addition, there are large areas of deciduous woodland and many copses that lie on the adjacent farmland. They provide striking scenery against the back-cloth of gently undulating and open farmland. The presence of this woodland penetrates directly into the village centre and also surrounds other settlements in the parish, giving a pleasing degree of seclusion and a natural rural quality.

Of the more extensive woodland areas, Ampfield Wood (SINC) is crossed by a number of public bridleways and footpaths, including the Keble Way and the Monarch's Way. These are used extensively for walking/rambling in quiet recreation and total seclusion. Hocombe Upper Plantation, another SINC that includes ancient, semi-natural woodland and borders both Hook Road and Hursley Road, is an example of a mixed plantation combining fine mature deciduous trees with planted conifers. This area of woodland provides an attractive outlook and setting for the houses on Hook Road. The footpaths through this wood again form part of the Keble Way and are highly valued by the residents.



Chapel Wood, purchased by the parish in 1996, comprises five acres of mixed coniferous and deciduous woodland located next to St. Mark's Church. The woodland here is managed by volunteers as community woodland. It includes extensive open glades, a pond, a wet area and footpaths that connect to Knapp Lane and Chapel Hill, thus making it a pleasant amenity area for residents to enjoy.



Large areas of the local woodland are protected by Woodland/Area Tree Preservation Orders (TPOs). Most notable amongst these are those on either side of the Straight Mile and Jermyns Lane, much of the Hocombe area, part of Trodds Copse, Sandpit Copse (Hook Road), parts of Ampfield Wood, and South Holmes Copse. There are also a number of specific areas of woodland in the Conservation Area, which are recognised for their importance as local landscape features.



Unquestionably, one of the important and distinctive landscape characteristics of Ampfield are the large, mature trees that border many of the roads through the parish. The Straight Mile is a magnificent wide woodland avenue, arching almost completely over the A3090. Elsewhere, there are fine trees along the eastern end of the A3090, at the eastern end of Green Lane and the north end of Pound Lane. In addition, Ampfield Golf and Country Club and many local gardens possess fine trees that contribute to the variety and splendour of the woodland environment.





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### 3 Nature and wildlife

The heritage countryside of the parish, with its small fields, extensive hedgerows, woodland and wetlands has great ecological value. At Trodds Copse, sixty acres of mixed woodland and grass wetland bordering the south-western edge of the built-up Hocombe settlement has been designated a Site of Special Scientific Interest (SSSI). In its accompanying citation, Natural England records that this area of ancient semi-natural woodland contains ten separate woodland habitats, of which four are considered nationally rare. This diversity supports an extremely rich ground flora making it one of the most botanically rich woods in Hampshire.



The habitat diversity within the boundary of the SSSI is increased by the presence of grasslands and fen-type vegetation. Together with the wood, the wide range of habitats is reflected by a diverse range of fauna, characteristic of the ancient woodlands in central southern England.



The quality of the mosaic of the graded margins around Trodds Copse is rare, and this supports a number of species of protected flora and fauna. The area also provides habitat for many interesting and unusual birds, such as the woodcock, grey partridge, goldcrest, and tree creeper.

A smaller and secluded SSSI at Ratlake is a grassland open area bordered by wetland and woodland. A report for Hampshire County Council concluded that: *"it is a remarkable surviving historical landscape which includes ancient meadows and woodland, rich in plant and insect species and for which there is map evidence from 1588. This site includes substantial lengths of medieval deer park boundary banks and*





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*presents exceptional quality of evidence from the land enclosure history of the Hursley area"*

Where copses of native trees and shrubs have been allowed to grow into thickets, they provide excellent havens for wildlife and birds. Natural and planted hedgerows also provide wildlife corridors and habitats for flora as well as fauna, and, alongside roads and footpaths, they provide a wealth of visible colour. Similarly, the grass verges of the roads enhance the wildlife potential of the hedgerows. Many are remnants of ancient meadows and woodland and can often provide the sole remaining habitat in a landscape. The most ecologically important are designated Road Verges of Ecological Interest and/or Sites of Importance for Nature Conservation (SINC). Perhaps the best known of these locally is the stretch of verge that borders the northern carriageway of the A3090 from opposite the Potters Heron Hotel to Ratlake.

The open farmland provides fertile areas for small mammals and these, in turn, encourage owls, hawks and other wildlife predators. The stream wetlands and the more waterlogged soils in the western, southern and eastern edges of the Parish provide habitats for aquatic flora and fauna. In addition, the Parish includes a number of ponds that help to sustain wide biological diversity and make a significant contribution to the range of ecological habitats available within the parish. These are features that are highly valued by the residents of Ampfield



#### 4) Gateways to the village

To the west - the extensive area of open countryside either side of the A3090 at Ampfield Hill, known as Tadburn Meadows, separates the settlement areas in the

village centre from the western end of Ampfield Hill, Jermyns Lane and the Straight Mile. This is an important system of fields and hedgerows, which provides natural open space between and around the adjacent settlements and helps to determine the rural appearance and ambience of Ampfield. It is outside the settlement boundaries and acts as a western gateway to the original village.



To the east - the tracts of countryside either side of the A3090 at Ratlake, extending from the parish boundary to St Mark's church, should also be protected from development. The area acts as the eastern gateway to the parish and again plays an important role in creating and maintaining the character of Ampfield.

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To the south - the designated Local Gap, west of Hook Road and including Trodds Copse (SSSI), should continue to be given particular protection from development.

### **Design Principles - Important Views**



Although the public footpaths in the parish offer many much loved landscape views, it is perhaps from the settlements, the roads and the lanes that most people see and enjoy the best of the countryside views that define the landscape characteristics of Ampfield. The open countryside and woodland that creates such views very much reinforce the semi-rural nature of substantial areas of the parish. The existence of these important views serves to bring the real countryside into the everyday lives of its residents.

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### **VDS 1 Important Views**

The following important views are numbered and shown on the centrepiece map

- V1** - along The Straight Mile, in either direction
- V2** - along the A3090 around the White Horse pub
- V3** - along Ampfield Hill in either direction
- V4** - along the A3090 between Ratlake and St. Mark's Church
- V5** - along the upper end of Hursley Road
- V6** - along Hook Road
- V7** - from Knapp Hill, looking eastwards

The important views from footpaths in the north of the A3090 are those from:

- V8** - the bridleway at Red Gate in Ampfield Wood, looking north
- V9** - the bridleway from Bishop Cottage, looking north and west
- V10** - bridleway Wingham Lane looking west

**V11** - the footpath south of Bluebell Wood, looking north-east

**V12** - the Village Hall, looking south-west

South of the A3090, the important views from footpaths are those from:

- V13** - the lane and footpath at Crampmoor, looking south-east
- V14** - the lanes and footpath at Gosport Farm, looking east and south
- V15** - the footpath from the Straight Mile looking east and south

Whilst considering the value of the many fine views the parish has to offer, it is worth making the point that uncontrolled ribbon development, for instance at Green Lane and Ampfield Hill, tends to obstruct the prevailing views at these points and also erodes the gaps between settlements. Both the views and the gaps that create them are much valued by the parishioners and should be retained.

### **Planning Guidance**

Ampfield's countryside, woodlands, trees, hedges, open spaces and open views are the key defining design characteristics for much of the parish. In many areas, particularly in the village centre and surrounding hamlets, the open countryside and woodland penetrates visually directly into the centre of the settlements areas either through gaps between the settlement areas or between the individual buildings. As a result, Ampfield's semi-rural setting has a direct influence over the design, appearance and ambiance of the parish in a material way and provides substantial amenity and scenic value to the lives of both residents and visitors alike.



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(Where appropriate, the Planning Guidance notes and recommendations shown below have been cross-referenced to the planning policies set out in the TVBC Adopted Local Plan; see Appendix 1)

- 1) To protect the key landscape characteristics of Ampfield, development outside of the boundaries of existing settlement areas should not be permitted, unless there is clear evidence that it is appropriate or essential for that development to be in the countryside.
- 2) In order to preserve the local character of open undeveloped areas, it is important that ribbon development and in-filling, which extends the current settlement boundaries or joins up clusters of buildings and settlements along the roads and lanes of the parish, should be avoided, where this will damage the rural characteristics of many parts of the parish.
- 3) The existing Sites of Special Scientific Interest (SSSIs) at Trodds Copse and Ratlake should continue to be protected and properly maintained. The rules pertaining to the management of such ecologically important and sensitive areas should be recognised.
- 4) Special care and consideration should be afforded to Sites of Interest to Nature Conservation (SINCs); similar care should apply to roadside verges that have been designated either as SINCs or Road Verges of Ecological Importance (RVEI). The rules pertaining to the management of such ecologically important and sensitive areas should be recognised.
- 5) The woodland and large trees bordering the highways along the A3090 at Ratlake (both sides) and between the Potters Heron and St Mark's Church (north side), and at the eastern end of Green Lane should be retained. At Hocombe Upper Plantation, the trees along Hook Road and Hursley Road and the beech wood at the road junction should be retained.

### **Recommendations for Consideration**

- R1) Consideration should be given to extending the designated Local Gap westward towards Pound Lane.
- R2) Consideration should be given to recognising the gateways to the village, both western and eastern, in any future review of the Important Landscape Features and Local Gaps. These areas may thus be afforded protection against encroachment by development in view of their considerable importance to the maintenance of the semi-rural character of Ampfield, (ALP Policy: E2, E3, E5)

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### **Design Principles – Settlements**

The Parish of Ampfield is made up of a number of small historic hamlets but also includes a few larger settlements, mostly of recent origin. The two largest settlements, the village centre and Hocombe are about a mile apart. The Straight Mile, Ampfield Hill (west) and Jermyns Lane form a separate settlement area towards the western end of the A3090. The remainder of the parish comprises small hamlets; often formed around old farms.



To consider their character, the settlements have been grouped as follows:

1) Ampfield Village (centre): commencing with the original hamlet of Knapp, north of the A3090, the village settlement extends westward, both sides of the A3090, past the recent central development of Morley's Green, as far as Ampfield Hill (east) and includes Lower Farm Lane (the old main road), and Wingham Lane.



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2) Ampfield Village (outer settlements): to the east these include Potters Heron Close, Potters Heron Lane, Hook Road (lower), Broadgate, Hookwood Lane and Woodlea Way; to the west lie the Straight Mile, Jermyns Lane and Ampfield Hill (west).

3) Upper Hocombe 'A': Hook Road (upper), Hook Crescent, Hocombe Wood Road, Hookwater Road, Hookwater Close and Hursley Road as far as Beechwood Crescent.

4) Upper Hocombe 'B': Hursley Road to Baddesley Road, Baddesley Road, including the mobile home parks, Flexford Close, Beechwood Crescent and Beechwood Close.

5) The Hamlets: Ratlake, Hawstead, Gosport, Pound Lane, Green Lane and Crampmoor.



## 1) Ampfield Village (centre) – design principles

Whilst the village has medieval origins, in the main the current dwellings range in date from the early 17<sup>th</sup> century to the 21<sup>st</sup> century. The village has served as the focal point of the surrounding area since at least the 17<sup>th</sup> century. It expanded in the 18<sup>th</sup> and 19<sup>th</sup> centuries to provide housing for workers on the Hursley estate. During this time the church, the school and the village hall were built.



Much of its appearance and character are of that period although some of the older 16<sup>th</sup> century timber frames remain in the core of a number of the cottages and non-residential buildings. The majority of the village was designated a Conservation Area in 1989.

With the possible exception of the recent development, known as Morley's Green, and Green Pond Lane, the





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settlement pattern is of small groups of houses spread loosely and informally along the roads. Nearly all the houses front the roadside offering a diverse pattern of housing distribution, with little uniformity of layout. These distinct settlement areas are separated from each other by substantial landscape gaps of important amenity and scenic value, offering views to the countryside beyond.

These gaps allow the open countryside and woodland that surrounds the village to penetrate scenically into its centre and give the impression of a semi-rural environment throughout the village. Nowhere is this more evident than in the area of Hook Road between Potters Heron Close and Broadgate Farm, where the fields extend down to Hook Road offering countryside views into the distance. Other good examples of this can be seen at the bottom of Ampfield Hill, between Pound Lane and the White Horse Public House, and along Knapp Lane.

In the past, ribbon development along the roads in the parish (such as that which began on Ampfield Hill in the 1940's) began to erode the historic landscape gaps that are an important and attractive feature of Ampfield's settlement pattern characteristics. In these areas, where there would be an unacceptable impact on the character and nature of the settlement and a loss of important local landscape features, such as intimate views of open countryside or woodland, further sub-division of roadside plots should be avoided.



### The Conservation Area

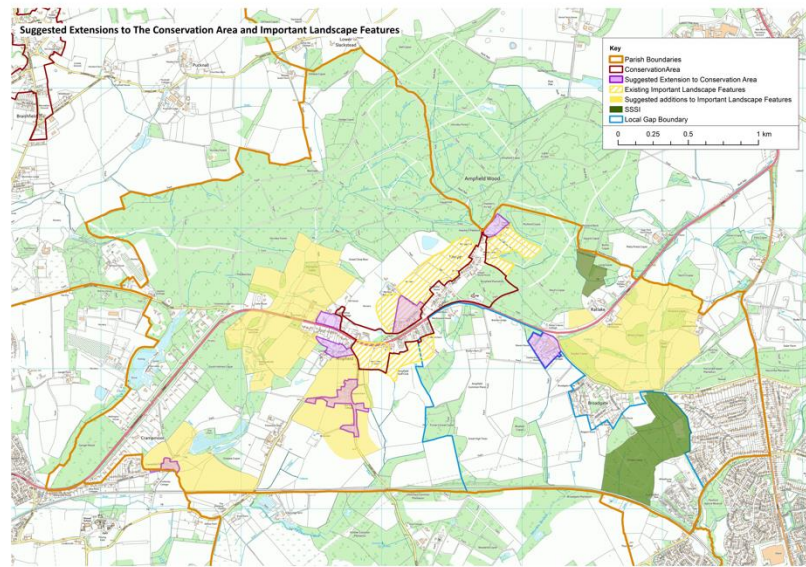
The Conservation Area comprises Knapp, St. Mark's Church, Chapel Wood and extends westward along the A3090 as far as Pound Lane on the southern side and Wingham Lane on the northern side. The Conservation Area includes 60% of the listed buildings in the parish. Outside of the formal Conservation Area lay a number of other important heritage areas: Lower Farm Lane (the old road to Romsey), Pound Lane and Green Lane. These areas include further informal groups of buildings, which are again separated by important open areas comprising ancient fields, small copses of trees and hedgerows. The lanes, fields and houses within these areas are clearly depicted on the 1588 Hursley map. Several of the historic buildings are listed and there are sites of archaeological interest.

Consideration should be given to extending the conservation area to include upper Knapp, Pound Lane as far as Rose



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Cottage and Byways, Lower Farm Lane as far as Lower Farm and along the north side of the A3090 to the Old Farmhouse (Sleepy Hollow). The enlarged area would include Gosport hamlet and a number of historic buildings. This landscape is made up of woodland and ancient field systems and lanes that appear on the 1588 map. It has great natural beauty and provides a very attractive rural setting for the settlement and its old buildings. (ALP Policy: E9)



#### Ampfield Village (Outer Settlements) – design principles

- Hookwood Lane, Woodlea Way and the adjacent lower part of Hook Road.

This area is a small self-contained settlement, where building commenced in the 1930's. The settlement comprises a development of attractive, widely spaced detached dwellings of individual design set in large well-wooded and screened plots. The overall feel and appearance is that of a mature, spacious settlement, with a high degree of seclusion. The unmade, tree-lined roads, grass verges, gravel drives and wooded plots provide an attractive sylvan setting for the houses. Woodland is an important feature of the settlement and should be retained.



The character of the settlement has been maintained over the years. A few more recently built dwellings on infill plots in both Woodlea Way and Hook Road have been successfully assimilated, due to their harmonious design and the type of materials used and because they sit well alongside other properties of the settlement. To the west lies Broadgate Farm, a previous brownfield site, now redeveloped with a number of large detached houses



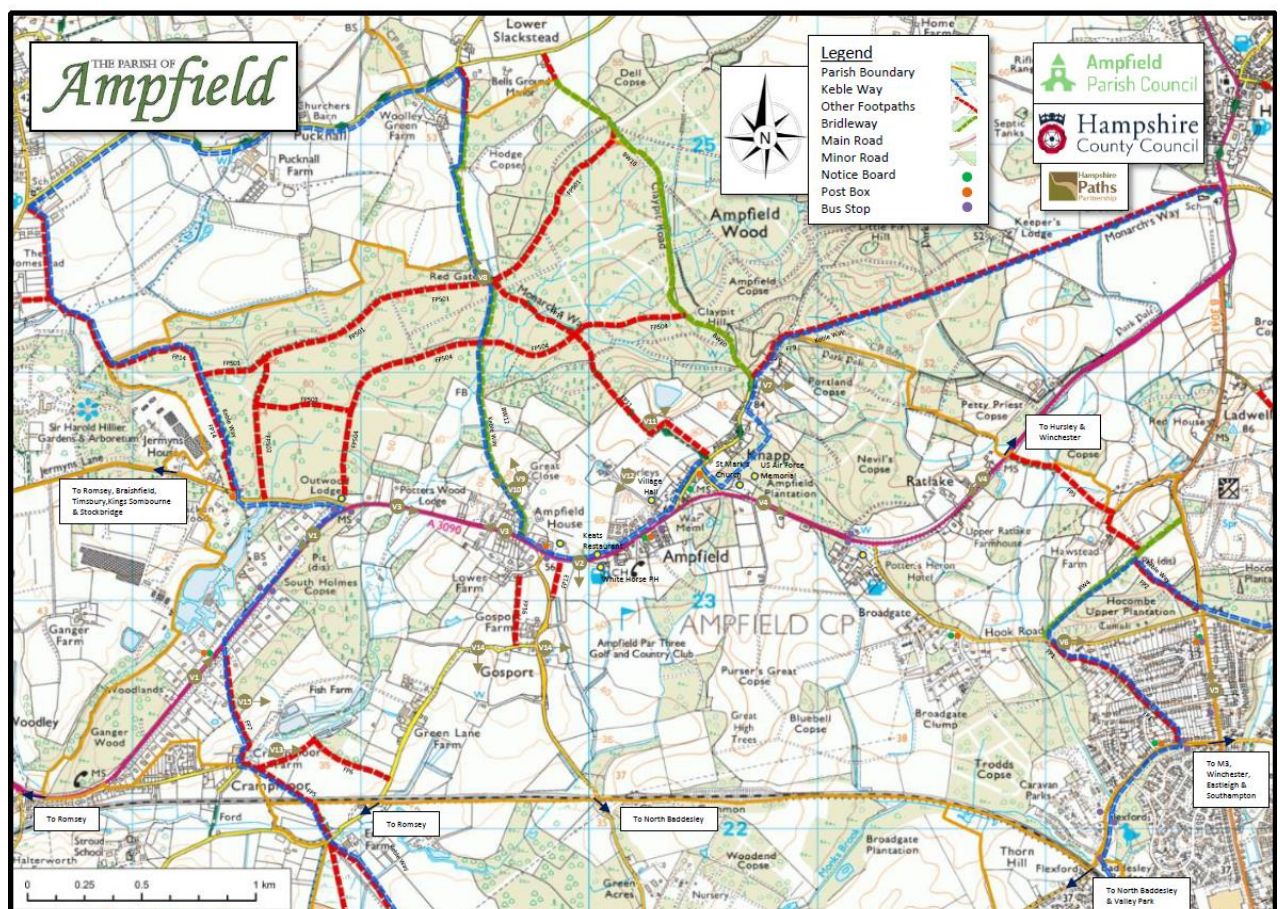


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together with a number of smaller, lower cost homes that have been provided in accordance with local planning policies.



## CENTREPIECE



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Potters Heron, Potters Heron Lane and Close – design principles

Potters Heron Cottage was the original settlement with Broadgate Cottages a much later 19th century addition on the other side of the main road. The Potters Heron Hotel, a thatched motel dating from 1937, provides the main focus at this junction of the A3090 and the increasingly busy Hook Road. Potters Heron Lane and Potters Heron Close lie either side of the hotel and comprise a small number of widely spaced detached houses of individual design, set on large-scale, well-wooded and screened plots, built along unmade roads at the same time as the original hotel. The tree screening between the hotel and the houses is particularly effective and provides a relatively secluded and private location for the residents.



Ampfield Hill (West), Straight Mile and Jermyns Lane – design principles

The settlement pattern here is of large houses of individual design, built on very large plots, mostly over an acre in size, with some covering several acres. Those on the A3090, here named The Straight Mile, are located on separate service roads, either side of the road. The houses are very widely spaced, well set back from the service road, on plots that are in woodland, often quite dense. Each is well screened from the adjacent property.

On the A3090 at the western end of Ampfield Hill and on Jermyns Lane joining it from the west, there are a number of similar sized properties. These are also very widely spaced, set well back from the road on large plots and screened by extensive woodland. Some of these are much older properties that have been extended. Outwood Lodge (which originally marked the western end of the Hursley Estate) and Keepers Cottage date from the 19th century and several others (such as Little House) were originally bungalows built in the 1950's. The styles of the houses vary a great deal. The Planning Authority has resisted sub-division of plots, thus helping the area to retain a homogeneous appearance,.





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Apart from the nature of the settlement pattern, the key characteristic is the extensive woodland, which covers the whole area. The settlement is separated from the village by an attractive and striking landscape gap running north south along Tadburn Valley, which affords fine views in all directions from the settlements and the road.

#### Upper Hocombe 'A' and 'B – design principles

Hocombe is the only 'built-up' area in the parish and contains about 65% of its houses. The developments at the eastern end of Hook Road, in Hook Crescent, in the lower west side of Hursley Road, in Baddesley Road, in Beechwood Crescent and in Beechwood Close commenced in the late 1930's and the architectural style of that period is still evident in many properties. Much of the original development consisted of bungalows built on a common alignment and at a similar distance from the roads, on plots with uniform frontages.



In recent years, mainly in the areas Hook Road, Beechwood Crescent and Close, lower Hursley Road, and Baddesley Road, many of these original buildings have been modernised and extended. Most of the alterations and extensions have been well executed, enhancing the variety and style of the properties. However, a few of these developments may be thought to be less successful in maintaining the building style and characteristics of the area. Due to the preservation of the many medium and large trees that have been planted, the area has maintained its attractive woodland setting.



Hook Crescent was developed in the late 1930's. It comprises a development of attractive, detached dwellings of individual designs set in a variety of sizes of gardens, some with a good number of trees. There has been some back-land development but this has largely been well laid out in plots set in amongst the wooded surroundings. The overall appearance and feel is that of a mature and spacious settlement, the woodland providing an attractive backdrop for the dwellings.



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The upper west side of Hursley Road, Hookwater Road and Close, and Hocombe Wood Road were built in the 1960s. The houses are detached and laid out in a varied pattern on small plots, which provide limited scope for change. The architectural style is typical of the period and only a limited number of house design types were built. However, there is a considerable amount of green space where mature and semi-mature tree and shrubs abound, thus giving the area a pleasant and peaceful appearance.

Flexford Close, situated off Baddesley Road, is an established small cul-de-sac of modern housing built in the mid 1970's to a family of standard designs using similar materials and with open-plan front gardens. Some have been extended and flat roofing been replaced with tiled pitched roofing, which has created some individuality and enhanced their appearance. The area is edged with mature trees and bounded by the Monks Brook, Beechwood Close and Trodds Copse.

At the western end of Baddesley Road there are three mobile home sites comprising approximately 100 mobile homes in total. These are attractively laid out in small well-kept plots, many of which contain shrubs and small mature trees, giving the sites a pleasant appearance and a good degree of seclusion.



#### Hamlets- Ratlake, Hawstead, Gosport, Green Lane, Crampmoor – design principles

These are the smallest settlements mostly dating from the 16th century or earlier and were formed around the farms at that time. Most appear on the 1588 map of the Hursley Estate. All are unique and individual settlements. They still exist as separate hamlets, their farmhouses and cottages surrounded by open countryside although few now carry out any farming activity. Many have become private residences and the farm buildings converted to other uses. Crampmoor is still a working farm and the nearby cottages here appear little altered, although the original farmhouse itself has been replaced by a modern dwelling.



Near Green Lane Farm the design of several modern buildings that were built along the lane in the 1980s does not reflect the vernacular of the adjacent historic farmhouse. These dwellings form a small ribbon development along the lane, which has encroached onto the surrounding landscape.



The various Ratlake properties, either side of the A3090, date from the 17<sup>th</sup> and 19<sup>th</sup> centuries, although some are rebuilds of much older dwellings. They are now private residences,

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most having been successfully converted from smaller cottages to form larger dwellings for modern living. The farm buildings have been sympathetically converted into offices (see section on Businesses)

The Hamlets remain largely unaltered in terms of their settings and period feeling

### **Planning Guidance**

(Where appropriate, the Planning Guidance notes shown below have been cross-referenced to the planning policies set out in the TVBC Adopted Local Plan; see Appendix 1)

- 1) To protect the key landscape characteristics of Ampfield, development outside of the boundaries of existing settlement areas should not be permitted, unless there is clear evidence that it is appropriate or essential for that development to be in the countryside.
- 2) In-fill or back-land development may be acceptable within settlement areas only where it does not adversely affect the existing overall appearance of the settlement area; having regard to important scenic gaps, views, woodland, trees, hedges, etc. The building design, layout, and landscaping of any such development should be in harmony with the characteristics of its surroundings.
- 3) To protect the landscape characteristics of Ampfield, it is important to avoid ribbon development that extends the settlement boundaries or joins up clusters of buildings and settlements along the roads and lanes of the parish. Development outside the boundaries of existing settlements should not be permitted, unless there is clear evidence of overriding need for that development to be in the countryside.
- 4) The most important open spaces within the village centre should be specifically protected, e.g. the village green at Morleys, the recreation ground and Chapel Wood.
- 5) The subdivision of plots may be acceptable if the design and layout of the resultant dwellings fit harmoniously into the settlement area and is in keeping with the local neighbourhood street scene.
- 6) Where new development occurs, the spaces between buildings should be in keeping with the key characteristics of the neighbourhood and the existing street scene. Existing woodland, trees, hedges and verges should be maintained and protected.
- 7) New development should respect, preserve or enhance the character and appearance of the conservation area by reflecting traditional building forms in terms of density, height, mass and scale.
- 8) Many of the settlement areas close to the old village centre and the A3090 contain highly valued heritage buildings. Where a development adjacent to a heritage building, either designated or non-designated, is proposed, the design, size and form of the proposed development must complement, respect and enhance the environment in which the heritage building stands.



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- 9) Where planning permission has been granted subject to planning conditions, adherence to these conditions should be monitored and enforced.

### Design Principles - Buildings

Spanning the centuries, the four most prominent buildings in Ampfield are the White Horse Public House, (early 17<sup>th</sup> century), Ampfield House (18<sup>th</sup> century), St. Mark's Church (19<sup>th</sup> century) and the Potter's Heron Hotel (20<sup>th</sup> century).

The White Horse dates from the early 1600's and is a timber framed building with brick infill panels, which has been extended sympathetically twice.

Ampfield House dates from 1750 with later additions and was the centre of the Ampfield estate until most of the estate was sold in 1932. The estate at that time included Crampmoor Farm, Green Lane Farm, Lower Farm, Old (Philpotts) Farm, Broadgate Farm and Home Farm (Knapp). It also included the Beechwood estate and the old brickworks at Flexford.

St. Mark's Church, one of the earliest churches built in the neo-gothic style, was designed by the well-known Winchester architect, Owen Browne Carter, and consecrated in 1841. St. Mark's remains very much as it was designed and is instantly recognisable from the original sketches of the period.

The Potter's Heron Hotel, an attractive thatched roof building was opened in 1937 at the junction of Hook Road and the A3090. It was rebuilt after a major fire in 1966 and extended in 1982 to provide an additional wing for the current accommodation. In 2018, a further fire destroyed the thatch for a second time.

Altogether there are 26 listed buildings in Ampfield. These, plus a number of other buildings, have been identified as being of particular



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historical interest in the parish. Although most are to be found within the boundaries of the village Conservation Area, a number lie outside.

Amongst the most noteworthy buildings are:

- Old farm houses, such as Gosport Farmhouse, built around 1750, and Hawstead Farmhouse, which is older and has been sympathetically restored.
- Labourers' cottages, such as Bishop Cottage in Wingham Lane, Marstan in Green Lane and former Hursley estate cottages in Knapp.
- Lodges of the Hursley Estate, such as Hawkers lodge in Knapp and Outward Lodge on Jermyns Lane. The former has Tudor style central chimneystacks and the latter a superb example of unique Hursley chimneys.
- Yew Tree Cottage in Pound lane, part of which dates from the 16<sup>th</sup> Century.
- The Old Vicarage built in 1750 and later extended.



Many of these buildings date from the 16<sup>th</sup> and 17<sup>th</sup> centuries or earlier. Many other cottages in the village, especially in Knapp, Pound Lane, Green Lane and the outlying hamlets have timber cores dating from the 17<sup>th</sup> century, to which, in the 19<sup>th</sup> century, were added exterior tiling and other embellishments. Also built in the 19<sup>th</sup> Century were numbers 1 and 2 Broadgate Cottages in Potters Heron Close.

The present Village School was opened in 1896 and extended in the 1990's, carefully incorporating the original architectural style. Adjoining this, at the junction of Knapp Lane and the A3090, is the parish war memorial.



The remaining buildings, approximately 70% of the total, were built in the 20<sup>th</sup> and 21<sup>st</sup> centuries, the earliest were mainly in the Straight Mile, Potter's Heron Lane and Close, Hookwood Lane, Woodlea Way and the Hocombe and Beechwood areas. The most recent additions would be Morley's Green, Broadgate Farm and a small development on the south side of Ampfield Hill. Particularly in the case of the last three locations, sympathetic design and choice of building materials has been of great assistance to help them to blend into their village setting.



The key characteristic of the Parish of Ampfield, particularly in the village centre, is the intimate relationship between the settlement areas and the surrounding countryside. In a great many locations, the borders of the main thoroughfares through the parish comprise solely open fields and woodland, whilst in the settlement areas the views of the open countryside and neighbouring woodland are prominent behind and between



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areas of ribbon development. Even in those parts of the parish that are built up, such as Hocombe and Beechwood, there are a very significant number of fine, mature trees and areas of woodland, such as Hocombe Upper Plantation and the nearby Flexford Nature Reserve. It is, perhaps, this close liaison between the built environment and the natural environment that is the characteristic most prized by all the residents throughout Ampfield.

#### 1) Street scene – design principles

Within the parish, residents regard the street scene as being of prime importance. There is a strong preference for small-scale developments and buildings that complement the existing scenic setting and that preserve the character of the area. As a result, the design of developments and the individual buildings within them are given great importance. Much emphasis is placed on buildings that are designed and sited to blend sympathetically with their neighbours and the surrounding area. In addition, the overall appearance of a building and whether it complements or conflicts with the existing street scene is heavily influenced by the choice of the building materials.

#### **VDS 2: Street Scene**

The design principles that help create and retain a sympathetic semi-rural street scene include:

- a) Positioning the building within the plot so that it does not dominate either its neighbours or the surrounding areas in general.*
- b) Keeping the height of the building in proportion with, and complementary to, the neighbouring properties.*
- c) Keeping the size and shape of the building in proportion to its neighbours*
- d) Keeping the size of the building in proportion to its plot, avoiding large houses on small plots.*
- e) Respecting local architectural forms.*
- f) Respecting the original architectural style when extending.*
- g) Preserving characteristic spaces between buildings.*
- h) Preserving and providing trees and hedgerows to soften the impact of buildings.*
- i) There has been no significant street lighting within the parish, except in areas that abut neighbouring parishes.*



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## 2) Existing building in the settlements areas – design principles

The great majority of the buildings in the parish are dwellings and most of these are detached. With few exceptions, notably Green Pond Lane and Morley's Green, dwellings across the parish are of individual design on varying sized plots, with differing frontages and settings. This is particularly true of dwellings in the village centre, the hamlets, the Straight Mile, Jermyns Lane, Ampfield Hill, Potter's Heron Lane and Close, Hookwood Lane and Woodlea Way, Hook Road and Hook Crescent. Usually, they were constructed independently of each other over many decades and exhibit a wide range of designs and use of materials resulting in a great diversity of characteristics and styles. However, for all the diversity in building designs in these areas, there remain a significant number of predominant local features.



### **VDS 3: Local Features**

These include:

- a) low rooflines,*
- b) attractive use of roof hips,*
- c) decorative gables,*
- d) decorative clay tile hanging,*
- e) plain tile, slate or thatch roofing,*
- f) windows in proportion to the elevations*
- g) good use of dormer and cottage style windows*
- h) timber framed porches.*

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In Hook Close, lower Hursley Road, Beechwood Crescent, Beechwood Close and Baddesley Road the dwellings were laid out during the early part of the 20<sup>th</sup> century in a more uniform pattern. Within each road, the buildings were often built at about the same time and, as a consequence, they exhibit many similar features in terms of style and materials. However, over the years there have been a large number of extensions/alterations to the original construction pattern that has provided for the variations in design at local levels seen today.



More recently, e.g. Green Pond Lane (1948), upper Hursley Road, Hocombe Wood Road, Hookwater Road and Close (1960) and Flexford Close (1970), the housing developments tended to be laid out in a more uniform pattern, with similar sized plots, using a range of modern estate designs and materials.

As stated above, across the parish many of the original smaller dwellings have been greatly extended. This is part of a trend towards more versatile and extensive living accommodation that shows no sign of abating, and will inevitably result in a stock of larger, more expensive housing. As a consequence, the stock of smaller, less expensive properties that might be suitable for starter homes or for older residents wishing to downsize has been depleted.



This situation, to an extent, has been partially remedied by the development at Morley's Green where, whilst it is impossible to escape the estate influence entirely, skilful use of design and building materials has allowed the houses to blend with the existing buildings in the neighbourhood. Although different in scale, the same can be said of the developments in Broadgate Farm and to a lesser extent, at the top of Ampfield Hill. The former, in particular, retains fine views of the open countryside between the large detached dwellings.



### **Principles of building design in the settlements**

#### **1) The Village Centre**



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Much of the village centre is in the conservation area and many of the buildings are of the Victorian era or older. With some exceptions, dwellings are small or medium in size and complement the intimate scale of the settlement and its narrow lanes. There is a wide range of styles and shapes, including a small number of 'period' semi-detached houses. Ampfield House (1750) and a number of other dwellings lie in more extensive plots at intervals through the village.

The variety of scale, form and design of the buildings, together with the position on their individual plots, avoids any sense of crowding or domination within the intricate rural landscape setting, either visually or physically. The modest front boundaries of hedge and low brick walls, wooden fencing and natural gravel or paved driveways also suit the rural setting. Most have hedges along the front and side boundaries that afford privacy.

Local and natural building materials predominate. The roofs of thatch, clay tiles and slate complement the existing rural setting. Plain tiles are mid-red or light brown. Walls are generally clay brick, with some upper storey and gable walls being tile-hung or having timber boarding. Bricks were frequently sourced and produced from local brickworks; one of which, Michelmersh Brick Holdings Plc, remains popular and is often specified today. Windows tend to be painted white or stained to harmonise with the landscape and these forms are similarly reflected in the finishes to masonry and rendered panels.

#### **VDS 4: Village Centre**

The characteristic design features of the village centre include:

- a) A relatively modest scale of building and front elevations,*
- b) Low rooflines,*
- c) Attractive use of dormer windows,*
- d) Fully hipped roof ends,*
- e) Plain and decorative vertical clay tile hanging,*
- f) Timber cladding,*
- g) Modestly proportioned windows with shallow arched brick lintels,*
- h) Victorian and cottage style windows (twin pane casement and 'Hursley' respectively)*
- i) Timber frame porches.*

#### **2) The Straight Mile, Jermyns Lane and the west end of Ampfield**

Traditionally, the buildings here are mainly large detached two-storey residences sited on very large plots, most built independently in the 1950s and 1960s to individual designs. However, more recently a number of the original





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residences have been demolished and rebuilt on a larger footprint, with greater visual impact on the surrounding area.

The buildings continue to be spaced well apart and heavily screened from the adjacent main road and each other. In the heavy woodland setting, the most successful designs are those that have lower and steeper rooflines and more detailed and broken roof and wall elevations. It is the visual and spatial relationship of each design within the heavily wooded landscape of its plot that has determined the success of the design and the finishes employed, rather than any need to harmonise with neighbouring designs. In such well-screened and large plots, building design rarely impacts on neighbours or those passing by. Extensions have been built, many introducing large additions towards one boundary, some introducing first floor balconies or verandas. In most of these instances, the space and privacy of neighbours has not been significantly affected. A wide variety of materials, both traditional and modern, have been employed in colours and textures that in most cases complement the wooded landscape surrounding

3) Hookwood Lane, Woodlea Way, Potters Heron Close, Potters Heron Lane and Lower Hook Road

Buildings here are primarily medium and large detached dwellings sited on large plots, built independently from the 1900s to the present day, each to an individual design.

The wooded settings provide important local character, with the dwellings spaced well apart and screened from each other, giving an attractive and homogeneous overall appearance. In these informal wooded areas, the most successful designs are those that have lower, more detailed and broken rooflines and elevations and are modestly proportioned and centrally positioned in relation to their plot dimensions. More recently, there has been an element of infilling, although the new properties remain similar in scale and design.



**VDS 5: Hookwood Lane, Woodlea Way, Potters Heron Close, Potters Heron Lane and Lower Hook Road**

Examples of the design approaches include:

- a) buildings set back from the front boundary to retain a belt of trees,*
- b) generous spaces between dwellings,*
- c) groups of dwelling types e.g. single- or two storey;*
- d) individual designs that avoid modern estate type styles;*
- e) steep to moderate pitch roofs;*
- f) modestly detailed and proportioned front and side elevations;*
- g) use of broken front elevations;*
- h) low rooflines with limited use of dormer windows on front and rear elevations*
- i) rooflines lowered to first-storey level on side elevations;*

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- j) cropped hipped roof-ends where closer to neighbour or boundary;*
- k) tile hanging or differing finish on the upper storey;*
- l) the roofs are of thatch, clay or concrete plain or interlocking tiles;*
- m) walls are brick or rendered, with some tile-hung upper-storey and gable walls (some with timber boarding).*

4) Hook Crescent, Hook Close, Upper Hook Road, Hursley Road, Baddesley Road, Beechwood Crescent and Close

Buildings here are all detached, mainly medium sized with some larger dwellings. Most are sited on medium sized plots and most were built between the late 1930s and the 1950s, many to individual designs. Some of the buildings are surrounded by trees or woodland, which provides character and screening.



Many of the buildings are set out more formally along each road in similar positions relative to the boundary, on plots of similar width. There is a wide range of styles. Upper Hook Road, Hursley Road, Beechwood Crescent and Beechwood Close were originally laid out mainly with traditional bungalows of similar patterns. Many of these have been modified in recent years with expansion into the roofs, side or rear extensions or re-developed into two-storey dwellings, frequently in a more contemporary style. In those re-developed into two storeys, often the front elevations have been extended across the width of the plot. In so doing, a number have become oversized in relation to their plot and to adjacent buildings. As a consequence, the original homogeneous nature of the street scene and character has been significantly altered.



Whilst these changes in the appearance of the street scene have provided considerable variability in the design features of these areas, especially in the Beechwood neighbourhood, below are examples of some of the common design characteristics.

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**VDS 6: Hook Crescent, Hook Close, Upper Hook Road, Hursley Road, Baddesley Road, Beechwood Crescent and Close**

Examples of the design approaches include:

- a) single family dwellings, with a mix of single/two stories;*
- b) variations in rooflines;*
- c) moderate to steep pitch roofs;*
- d) use of broken front elevations;*
- e) use of dormer windows on front and rear elevations;*
- f) rooflines on side elevations lowered where appropriate;*
- g) hipped and cropped hip roof-ends where closer to neighbour or boundary;*
- h) tile hanging or differing finishes on the upper storey.*



5)

**Hursley Road, Hocombe Wood Road, Hookwater Road and Close**

Buildings here are all medium-sized detached two-storey dwellings, fairly densely sited on smaller plots; many with open-plan front gardens. All were built in the 1960's in small estate lay- outs, using families of related designs. The buildings are set out fairly formally on regular-width plots. There are some original mature trees in most plots and on the small but important green open spaces bordering the dwellings on the service road fronting Hursley Road. The overall landscape setting also owes much to new planting, which has now established and matured into effective landscaping.





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**VDS 7: Hursley Road, Hocombe Wood Road, Hookwater Road and Close**

Examples of the design approach for these developments include:

- a) variations in dwelling designs and elevations;*
- b) variable small spaces between buildings and staggered front elevation set-back distances, which give an open, spacious and attractive appearance;*
- c) variation of brick and concrete tile colours along streets*
- d) concrete or plain clay tiles on some elevations also provide variations in appearance.*

**6) Flexford Close**

This is a relatively high-density cul-de-sac estate built in the 1970s to a family of standard designs using similar materials. The great majority of buildings are set out fairly formally on regular plot-widths with open-plan front gardens. All houses were originally built with integral garages many of which have now been incorporated into the living space. Some have been extended and flat roofing been replaced with tiled pitched roofing which has created some individuality and enhanced their appearance.



Adjacent to Flexford Close at Flexford, on the former North Hill Sawmills site, outline planning permission has been granted for a new care village including a nursing home.



**7) Mobile Home Parks (Wheelhouse Park, St. James Park and King Edwards Park)**

The three residential mobile home parks comprise pre-fabricated forms of functional, non-permanent single-family dwellings. The plots are attractively laid out along tarmac service roads, and the plots and common areas are well maintained and cultivated.

**8) The Outlying Hamlets**

Most hamlets comprise several dwellings and some agricultural buildings of either traditional or modern construction. Some traditional farm outbuildings have been very successfully converted for alternative uses. Most buildings date from the 16th to 18th centuries and each design appears to be representative of its historical period. Although the buildings vary in size and style, overall they complement the intimate scale and informality of the hamlet and their surrounding rural landscape and lanes. In Green Lane, some post war buildings have been added but because they are dissimilar to the adjacent older buildings in design details, general proportions and materials, their integration has been of limited success.

**VDS 8: The outlying Hamlets**

Similar to the village centre, the predominant design characteristics include:

- a) steep and low rooflines;*
- b) decorative gables;*
- c) decorative clay tile hanging;*
- d) plain tile, slate and thatch roofing;*
- e) modest proportion window and elevations;*
- f) cottage-style windows;*
- g) timber framed porches.*

**Planning Guidance**

(Where appropriate, the Planning Guidance notes shown below have been cross-referenced to the planning policies set out in the TVBC Adopted Local Plan; see Appendix 1)

- 1) Development should respect, complement and integrate with the character of the area in which the development is located. Where a development fails to integrate with or respect the character of its neighbourhood, that development should not be permitted.
- 2) Where development is proposed within an existing settlement area, the design, style and features of the development should be in keeping with the neighbourhood with regards to its size in relation to its plot, its position within the plot and the gaps retained between that development and its neighbours.
- 3) Provided a proposed development is in keeping with its neighbours and integrates with the surrounding area, a measure of variety in the style, shape and size is important. New clusters of buildings should avoid sterile uniformity of building alignment, architectural style and elevations and use a variety of different materials and finishes.
- 4) Where an existing building is to be extended, the proposed design should complement and respect the style, detail and material of the original, together with the overall appearance of the dwelling in its neighbourhood. There should be no significant detrimental impact on the amenity of neighbouring properties.
- 5) The roof heights of any new development should respect those of nearby properties in order to provide a harmonious street scene. Hipped roofs or single-storey fully hipped pitch roof extensions should be used where the introduction of a two-storey gable end would detract from the light or amenity of an adjacent dwelling or is uncharacteristic of the neighbourhood.
- 6) Where there are established characteristic gaps between adjacent dwellings in a neighbourhood, these should be respected and maintained. Development should not impinge on the amenity value of neighbouring properties.
- 7) Domestic installations (oil tanks, satellite dishes, etc.) should be out of view of the road or appropriately screened to minimise the visual impact.
- 8) Off street parking should be provided whenever possible.
- 9) New buildings and extensions should seek to preserve existing wildlife corridors. Existing trees, hedges and woodland should be retained, where possible.
- 10) Conversions, extensions or new build of commercial/utility properties should be designed to fit sympathetically within their neighbourhood in terms of scale, form and materials.

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## **Businesses**

### **The business environment**

Ampfield is a good location for small businesses; south Hampshire is a large and rapidly growing local market place and there is a good supply of skilled labour in the area. Southampton, Eastleigh and Winchester are each within ten miles of the parish. The existing road system provides quick access to these towns, to their main-line railway stations and to Southampton Airport. Rents tend to be lower in the country than in the towns, and the working environment is attractive.



### **Existing Businesses**

The largest business in the parish is Hillier's, one of the leading horticultural and arboriculture businesses in the UK. Its nurseries, propagation units, distribution depot and offices are in or neighbour the parish. It owns a large amount of land around Knapp and its Head Offices are in Ampfield House. Other businesses in the parish include a children's nursery, an equestrian centre, stone-masonry, small-scale auto-engineering, furniture and joinery, architecture and several small technology or service-based businesses.



Farming has declined in recent years. Of the eight farms that were working in Ampfield in 1945, few productive units remain, notably Crampmoor Farm and Hawstead Farm. At the remaining farms, the land tends to be let out for grazing livestock or for keeping horses. Their buildings have been re-developed in various ways to provide accommodation for new businesses. At Ratlake Farm, the buildings have been sympathetically converted to high-quality offices, and are let to small businesses. This conversion could serve as a model for the re-development of disused rural buildings.



At Green Lane Farm, the farm buildings now accommodate several light industrial businesses. Leisure businesses in Ampfield include a pub (The White Horse), a hotel (The Potters Heron), a restaurant (Keats) and a par-three golf club. All are well patronised and appear to be thriving.



### **Future trends**



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Ampfield's attractive geographic location is expected to continue to attract small businesses into the parish. In general, business start-ups should be encouraged, provided that their activities are of a nature and on a scale that would be suited to the local semi-rural and residential environment. Few residents would support the construction of substantial new office or industrial buildings but the sympathetic conversion of existing buildings, such as disused farm buildings, may be an acceptable alternative to dilapidation.

The increasing popularity of home working, evident over the last two decades, has encouraged a number of residents to start up small business from their own homes. This is expected to continue.

However, it must be born in mind that the construction of new outbuildings to accommodate the expansion of businesses that started in the home, or the conversion of existing ones, may be detrimental to the privacy and amenity of neighbours in certain locations, in particular within the conservation area or in the proximity of Ampfield's heritage buildings. Also, an increase in the number of workers on a residential plot is also likely to cause parking problems, increase traffic in the locality and detract from the amenity of neighbouring homes.



### Planning Guidance

(Where appropriate, the Planning Guidance notes shown below have been cross-referenced to the planning policies set out in the TVBC Adopted Local Plan; see Appendix 1)

- 1) The sympathetic conversion of existing buildings, such as disused farm buildings, and their reuse as business premises is an acceptable alternative to dilapidation. Whenever existing brick, stone or timber buildings are converted to suitable business use; the scale, design and materials of the conversion and any extensions should be in keeping with the local surroundings.
- 2) Where planning policies permit the construction of new buildings or extensions to assist the expansion of existing businesses, the scale of the development and its design and layout should be appropriate to the surrounding landscape.
- 3) Consideration should be given to the need for landscaping and screening, such as hedges, fences, or walls, that is sympathetic with the surrounding area to minimise visual intrusion, this also includes temporary structures.
- 4) Provided that there is no significant adverse impact, visually or environmentally, on the amenity of neighbouring dwellings, conversion of existing outbuildings on residential plots, such as garages, to a business use may be acceptable.

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## **Roads, Traffic and Utilities**

### **Existing situation**

The Parish has experienced a significant increase in traffic on its roads over the last ten years. Although the increase in traffic has been greatest on the A3090, Hook Road, Hursley Road and Baddesley Road, even the narrow, winding country lanes such as Pound, Green and Knapp Lanes carry a rising volume of traffic, some of it heavy. As almost every home in the Parish is built beside a road, this increase in traffic has had an adverse impact on most residents.



The defining landscape characteristic prevalent in the central areas of Ampfield is that of a semi-rural environment. Rising volumes of traffic movements, when combined with relatively high speeds, have an adverse impact, partly from increased noise levels but also from a safety perspective. The most notable effects are as follows:



- a) Danger to road users and pedestrians from speeding traffic and higher volumes*
- b) Risk of accidents caused by the speed of traffic and risk of wild life (e.g. deer) on the road*
- c) Intrusive traffic noise affecting the tranquillity of many homes*

Throughout the parish, there are a variety of speed limits in operation, official changes to the required speeds are often in very close proximity and show little apparent consistency. There is anecdotal evidence to suggest that many residents would welcome action locally, which would improve road safety standards for all road users.



There would be similar support for improved safety measures that effect pedestrians and cyclists. Particularly at busy periods, crossing the A3090 in the village is potentially

dangerous for the more elderly residents, children going to and from school and people generally moving around the village.

Many of the roadside footpaths, verges, hedgerows and ditches are currently poorly maintained. This is



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particularly evident along the A3090 and Hook Road, where walking along the footpaths can be hazardous.

Many cyclists use the A3090 but the road is narrow, so the volume and speed of traffic makes cycling along it a hazardous and potentially unpleasant experience. A cycle lane is planned from Romsey to Hursley, which is partially complete. However, as it stands currently, the stretch through the centre of Ampfield has not been built.

There is only limited car parking available in the centre of the village, consequently, there



has been an increasing tendency to use the roadside verges for car parking. This is particularly prevalent by St. Mark's Church, Keats Restaurant, Ampfield School and the access areas to Ampfield Wood, both at Jermyns Lane and the end of Knapp Lane.

The trend to park on the roadside verges frequently forces pedestrians to walk close to or in a busy road, particularly the A3090, with all the inherent dangers that involves, especially to children and older residents. It has also led to the verges being damaged. In a number of places uncut grass, hedges and overhanging tree branches obstruct both the lines of sight for motorists and pedestrians alike. In addition, in these areas litter and rubbish will often accumulate leaving an unsightly appearance and environment.

Road noise through the centre of the village has risen significantly over recent years, aggravated by the increasing volume and speed of the traffic. It is at its worst on the faster stretches of the road, such as the Straight Mile, but even through speed-restricted areas there is a constant background noise.

In many of the older parts of the parish, utilities and services tend to be provided by overground cabling. This tends to be simultaneously unsightly and prone to disruption as a result of adverse weather or accident.

Bus services between Romsey and Winchester through the Village centre are currently regular and reliable. These are much valued by many of the local residents but elsewhere in the parish public transport facilities are very limited. A number of bus stops are not yet provided with bus shelters.



### **Recommendations for Consideration:**

- 1) The defining landscape characteristic prevalent in the central areas of Ampfield is that of a semi-rural environment. In addition, a significant proportion of the parish (approximately one third) is covered by woodland There has been an increasing



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incidence of wildlife, e.g. deer, becoming more prevalent on or in close proximity to the road network, particularly the busy A3090, the main artery between Romsey and Winchester. The combination of a rise in the volume of the traffic movements and relatively high speeds has an adverse impact on the environment, changing its character, particularly in the rural gateways to the village. Whilst there is little prospect of ameliorating the rise in traffic volume, there is a chance to influence the speed at which the traffic moves. This might be particularly beneficial in the gateways to the parish along the A3090 but also Pound Lane and Green Lane and the lower part of Hook Road. In addition, this might lead to greater consistency of imposed speed restrictions throughout these areas and an improvement in the experience of all users of the parish's highways, with road safety standards enhanced.

- 2) To enable residents, especially the elderly and schoolchildren, to move around the village in safety, additional measures should be considered to assist pedestrians wishing to cross the A3090 in the centre of the village.
- 3) Consideration should be given to avoiding the need for pedestrians to walk on the busy A3090 due to vehicles parking on the roadside verges. A practice that has inherent dangers to young and old alike. Opportunities to provide additional car parking facilities should be considered, including at Jermyns Lane, which would encourage visitors wishing to walk in Ampfield Wood.
- 4) To improve lines of sight, especially in the vicinity of road junctions, the roadside footpaths and adjacent hedgerows should be maintained regularly. With the exception of areas designated as a SINC or RVEI, the roadside verges should be cut more frequently and landowners could be encouraged to maintain their hedges and ditches on a regular basis.
- 5) The local footpath network is a highly prized amenity within the parish. Opportunities for extensions to the network should be considered in order to link all parts of the parish, thus enabling parishioners to walk around the parish safely and easily.
- 6) To encourage the use of bicycles in the village, the planned cycle lane between Romsey and Hursley should be completed, particularly the stretch along the A3090 from the Straight Mile to Ratlake. Consideration should be given to providing cycle lanes linking the remainder of the parish with Chandlers Ford and North Baddesley.
- 7) Fly tipping is a perennial problem. Given the high incidence of woodland and countryside verges in the parish, consideration should be given to the regular collection of the rubbish and the law on fly tipping enforced.
- 8) Wherever possible, new utility service cabling should be laid underground and, ideally, existing utility service cabling should be re-laid underground when opportunities to do so arise.
- 9) The 66 bus service along the A3090 provides an essential link between Romsey and Winchester and is much valued by the residents. Consideration should be given to the service being maintained, once the current contract with the bus company expires. Consideration should also be given to improving bus services available throughout the remainder of the parish.

## **Appendix 1**

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**Ampfield Village Design Statement Planning Guidance Notes;**  
**Cross referenced to the Test Valley Borough Council,**  
**Local Plan 2011-2029, Planning Policies**

<b><u>Ampfield Village Design Statement</u></b>	<b><u>Test Valley Borough Council</u></b>
<b><u>Planning Guidance Notes</u></b>	<b><u>Local plan 2011-2029, Planning Policies</u></b>
Landscape Setting – note 1 (Page 17)	Policy: COM2, COM8 – COM14, LE 10, LE16-LE18
Landscape Setting – note 2 (Page 17)	Policy: COM2, E1, E2
Landscape Setting – note 3 (Page 17)	Policy E3
Landscape Setting – note 4 (Page 17)	Policy: E2, E5
Landscape Setting – note 5 (Page 17)	Policy: E2, E5
Landscape Setting – note R1 (Page 17)	Policy: E3
Landscape Setting – note R2 (Page 17)	Policy: E2, E3, E5
Settlements – note 1 (Page 27)	Policy: COM2, COM8 – COM14, LE 10, LE16-LE18
Settlements – note 2 (Page 27)	Policy: SD1, COM2, E1, E2
Settlements – note 3 (Page 27)	Policy: SD1, COM2, E1, E2
Settlements – note 4 (Page 27)	
Settlements – note 5 (Page 27)	Policy: SD1, COM2, E1, E2
Settlements – note 6 (Page 27)	Policy: SD1, COM1, E1, E2
Settlements – note 7 (Page 27)	Policy: E9
Settlements – note 8 (Page 27)	Policy: E9
Settlements – note 9 (Page 27)	
Buildings – note 1 (Page 37)	Policy: SD1, E1, E2, LHW4
Buildings – note 2 (Page 37)	Policy: SD1, E1, E2, LHW4
Buildings – note 3 (Page 37)	Policy: E1, E2
Buildings – note 4 (Page 37)	Policy: E1, E2, LHW4
Buildings – note 5 (Page 37)	Policy: E1, E2, LHW4
Buildings – note 6 (Page 38)	Policy: E1, E2
Buildings – note 7 (Page 38)	Policy: E1, E2
Buildings – note 8 (Page 38)	Policy: E1, E2, E5
Buildings – note 9 (Page 38)	Policy: COM2, E1, E2, E5
Businesses – note 1 (Page 39)	Policy: COM2, LE16
Businesses – note 2 (Page 39)	Policy: COM2, LE17
Businesses – note 3 (Page 40)	Policy: E1, E2, E5
Businesses – note 4 (Page 40)	Policy: E1, E2

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## Appendix 2

- a) The fifth version of the Ampfield VDS was produced in a 'word' format. As a result, it is difficult to include all the photographs required.
- b) For record purposes, this appendix shows the additional photographs that will be included in the final printed version of the adopted VDS. It is intended that the final adopted version will be produced and printed professionally. A copy will then be distributed to each household in Ampfield





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## Appendix 2 (con't)

