



Swanmore

Village Design Statement 2018



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Acknowledgements

This Village Design Statement has been produced for and on behalf of Winchester City Council and will be used as part of the planning process.

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What is the VDS?

The Swanmore Village Design Statement (VDS) is intended to provide guidance for development proposals and to influence the way the planning system impacts the local community. It provides a means of ensuring that any new developments are designed and situated in a way that reflects local characteristics and the qualities that residents value in Swanmore and its surroundings.

This VDS has been produced by the local community for use by residents, developers, Parish, District and County Councils. The VDS describes the character of Swanmore by identifying those architectural and landscape characteristics most valued by its residents. It encourages designs that will reflect the best of the building traditions, form, proportions, materials and details as they exist at present in Swanmore, preserving the much cherished feel of the village.

As matters stand, local residents may only hear about proposals for developments when projects are at an advanced stage. The Parish Council is always asked to comment on all planning applications, and while it is not in a position to make any decisions it uses the VDS

to protect the feel of Swanmore in support of the residents. Planning guidance notes are included within each section of the VDS. These are cross-referenced and listed in full in the “Guidelines for developers” section and are linked to policies within LPP1 and LPP2 in Appendix A: Parent policies.

Rural nature of the village

Swanmore prides itself on its rural character with cattle and sheep often seen grazing in fields close to the village centre, with estates within the parish actively involved in traditional country sports, a significant network of footpaths that quickly lead from the settlement into open countryside, and with some two-thirds of the parish within the South Downs National Park.

As can be seen from the aerial views on the front cover and opposite, the village of Swanmore is surrounded by agricultural land with highly valued gaps between the settlement area and the neighbouring villages of Bishop's Waltham, Waltham Chase, Droxford and Soberton.

Within Swanmore, the older properties in Upper Swanmore (the original mediaeval settlement) date back to the seventeenth century when Swanmore was a rural hamlet in the parish of Droxford, and this area of the village has changed little in appearance since those times. Both here, and among the later Victorian areas of the village, many houses have traditional cottage gardens – often of significant size and dating from the days when householders would have prided themselves on their near self-sufficient plots.

However, the most recent developments have a distinctly urban feel with close packed houses and tiny gardens, much to the disappointment of many long-term residents.

•This version of the VDS updates the earlier Swanmore Village Design Statement produced in 2001.



All about Swanmore

Historic background

The village of Swanmore dates back to the Domesday Book where it appears as Pondhampton – notable for its pond, which still survives. In those days it was a hamlet in the parish of Droxford in the middle of the Forest of Bere which stretched from the borders of Sussex to Winchester. The name “Swanmere” or “Swanmire” – swan pond – was established by the 13th century and suggests that this may have been an area for rearing swans, a mediaeval delicacy, for the Bishops of Winchester. The original hamlet, still grouped around the pond and earlier village green, is now known as Upper Swanmore where timber-framed houses, some dating from the 16th or early 17th centuries, are all that remain of the original village.

The original settlement was on a drove road between the lowland fattening pastures and Winchester: ancient grazing meadow, a “drovers pond” and deeply cut lanes, typical of old drove roads, survive.

The central areas of today’s Swanmore developed in the late 18th century on the edge of the Chase, the hunting ground of the Bishops of Winchester. The land was partly cleared for farming, and several hamlets joined together in the mid-1800s to form Swanmore. On early maps it is distinguished by the title “Swanmore Gate”, the north entrance to the Chase.



By the mid-19th century, following the Enclosure Acts, a thriving brickmaking industry was started in the village using local valley clay deposits. New houses were built for the growing workforce and brick-built Victorian properties still dominate much of the village, while this once-vital industry is commemorated in the name of one of the village’s pubs: “The Brickmaker’s” – formerly known as “The Bricklayer’s Arms”.

In 1833 a National School opened in Swanmore and the church of St Barnabas – of brick and flint construction – was built in 1845. Swanmore became a parish in 1876-77 when a tower was added to the church; the Methodist Church was built in 1863. Administration by Droxford finally ended in 1894. A War Memorial was erected in 1921 at the centre of the village by the T-junction next to the church.

Swanmore today

Today’s village has extended well south of the original hamlet on the chalk downland. Significant development had occurred since the 1970s, although the village still retains its rural ambience. The population has increased steadily from 749 in 1851 to more than 3,000 today: the bulk of this growth has occurred in the last 50 years. As well as the earlier 17th century and brick-built Victorian houses, significant development took place in the 1970s and 1980s with areas of social housing as well as modern privately-built estates.

There are now around 1,300 dwellings in the village. Changes to Government Development Policy, which are reflected in the latest WCC Local Plan, have resulted in a requirement for a total of 250 houses to be built before 2031. Of this allocation, some 200 houses have already been built or are under construction.

Left: Timber-framed house in Upper Swanmore.



Top left – Swanmore’s much extended Victorian primary school; Left – the Methodist church and hall – extended in 2010; above – the flint built church of St Barnabas dating from the 1840s.

These new developments will necessitate changes to the Settlement Policy Boundary and will result in a total population increase of about 600.

The last of Swanmore’s brickyards closed in the 1930s and the village is now primarily a dormitory village for employment centres including Southampton, Winchester and Portsmouth. Local employment is limited to farms, orchards, the village shops and the business parks in Brickyard Road and Lower Chase Road each with a mixture of small companies. Village facilities are limited: there is a butcher, convenience store with Post Office, and hairdresser as well as three pubs and a café which opened in 2015 attached to the Anglican church. There is little commercial or industrial development in the parish: Watson’s Dairy in Bishop’s Wood Road, which supplies milk to major supermarkets, is the most significant, while in Droxford Road there is a large vegetable

wholesale operation as well as a specialist apple juice producer. There are also a number of small businesses and professional practices operating from residential areas.

Planning guidance: Industry and Commerce

1.1 The scale and appearance of commercial & industrial properties should be in keeping with the rural character of Swanmore.

1.2. Soft and hard screening should be given a higher importance in commercial development.

1.3 The effects of commercial development on neighbouring residential properties should be given prime consideration.

1.4 Creeping urbanisation and alienation of country roads to traditional users should be avoided.

1.5. Preservation of existing banks hedges and landscaping should be fundamental in alterations to land for commercial and agricultural development.

1.6 Impact on lanes, roads, junctions and existing traffic calming of any development should be minimised. This should take into account the future development of commercial ventures.

1.7 Preservation of existing structures in industrial and commercial development need not be essential where sympathetic design is preferable.

The nearest doctors and dentists are in Bishop's Waltham, Droxford or Wickham. Community centres include the Village Hall, built in 1980, Paterson Centre (attached to the Anglican church and brick built), and the Methodist Church Hall.

The 19th century churches survive, the original school room has been incorporated into the community centre attached to the Anglican church while the Victorian school is now a much expanded Church of England (Aided) Primary School with 420 pupils. Swanmore College (for 11- to 16-year olds) was established in 1961. It currently has 1,250 pupils and serves not only Swanmore but feeder schools in the neighbouring areas of Bishop's Waltham, Meonstoke, Droxford, Soberton, Curdridge, Waltham Chase and Wickham.

Public transport is restricted to bus services that run to Fareham, Hedge End, Eastleigh, Portsmouth, Winchester, Petersfield and Southampton. With a frequency of fewer than a dozen services a day on each route most journeys for work, school, shopping or leisure are therefore undertaken by car. Inevitably, given the wide catchment area for the schools, traffic

Views to the Solent and Isle of Wight from above the village.

congestion in the village is severe at peak school times.

Geographical setting

Swanmore is roughly equidistant from Winchester, Southampton and Portsmouth within the Forest of Bere and just south of the South Downs. Adjoining parishes are Droxford to the north, Shedfield to the south, Soberton to the east and Bishop's Waltham to the west. Key characteristics of the surrounding areas are:

- Shedfield Heathlands: a low-lying, gently undulating area of poor drainage with minor streams on the underlying clay.
- South Winchester Downs: tranquil, undulating chalk downs which run along the eastern edge of the village, within the South Downs National Park (SDNP), and gives a strong rural character.
- Durley Claylands: low-lying, gently undulating landscape of arable and pasture agriculture.

The high water table between Waltham Chase and Bishop's Waltham is part of the drainage system for The Moors wetland (source of the Hamble). Within this area, the lower-lying areas of the village – as the old name suggests – are built on valley clay and much of the land has a tendency to become boggy in wet weather.

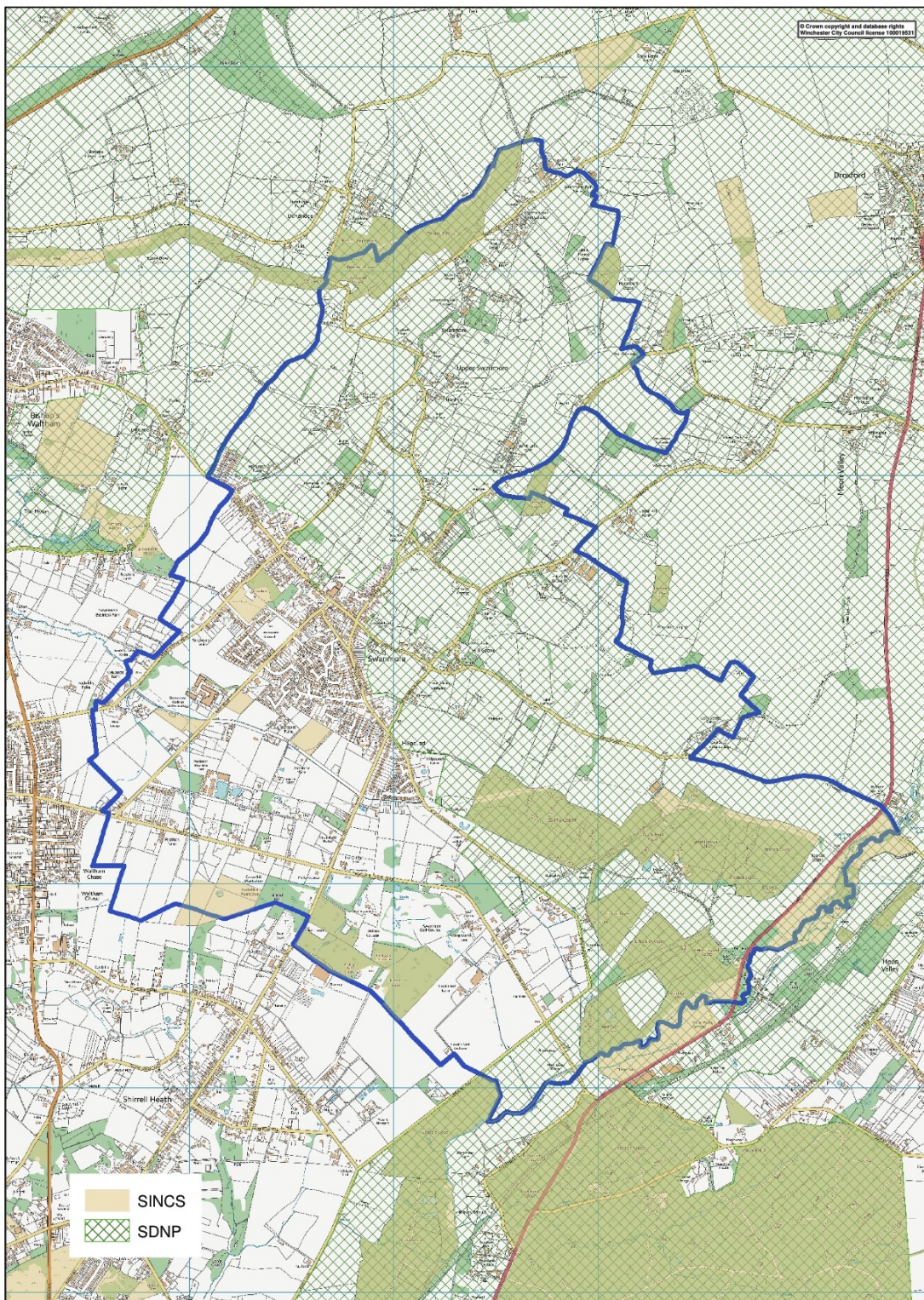


There are a large number of sites designated for their nature conservation interest around Swanmore. The Moors SSSIs and Waltham Chase Meadows SSSI are located within 2km of Swanmore. To the south-east lies Dirty Copse – 22.63ha of ancient woodland designated as a SINC – as well as the Gravel Hill Grasslands SINC (6.74ha of mixed semi-improved grassland and wetland). The two Marsh's Meadow SINC

lie within the settlement boundary as is Brook Meadow (SINC); Belmont Meadow (SINC) lies on the periphery of the settlement adjacent to The Lakes – which includes land allocated for development (SW1) where building work is underway and which will thus be incorporated within the settlement. Brook Meadow is classified as an area of “agriculturally unimproved grassland” while the other three SINC

are defined as “grasslands which have become impoverished through poor management but which retain sufficient elements of relic unimproved grassland to enable recovery”. Green's Wood, adjacent to Marsh's Meadows, provides an additional green space within the village. To the north and east

The Parish of Swanmore, showing the South Downs National Park and Sites of Important Nature Conservation
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of Swanmore are the parkland and orchards of Swanmore Park, Hill Place and Holywell House. The Meon Valley Trail (a disused railway line) borders the village to the south-east.

Significant development considerations

More than half the parish, to the north and east lies within the South Downs National Park (see map on the previous page). The SDNP is the statutory planning authority for the park area and thereby controls and influences the development of land and buildings. This has to be balanced with safeguarding the natural environment and the existing built heritage so, in reality, it is unlikely that the park will allow any significant development in this area of Swanmore. The latest version of the South Downs Local Plan (Pre-Submissions September 2017) specifically excludes Swanmore from its list of villages for further development. This will put more development pressure on the areas of the parish without this protection in the future.

Swanmore also lies in the upper reaches of the River Hamble. The area of Flood Zone 3 follows the tributary of the Hamble running along “The Lakes” to Gravel Hill; drainage in this area can be an issue.

Retaining the gaps between neighbouring settlements is also an important consideration: under the current Winchester District Local Plan Part 2 Policy CP18, the defined settlement gaps between Swanmore and Bishop’s Waltham, Waltham Chase, Shirrell Heath and Shedfield will be retained. There is currently no local gap between Swanmore and Droxford although there are significant amounts of farmland between these settlements. There is no recognised local gap between Upper Swanmore and Dundridge, both within the SDNP.

Traffic congestion is also an issue, potentially causing significant problems in areas of likely future development.

Planning guidance: General considerations

2.1 When considering any future development, the housing density and plot size are factors to be taken into account and should be relevant for a rural village environment, in particular any applications for development in areas previously used as garden.

2.2 Observe the policy framework to protect conservation areas and listed buildings, and – in the case of development adjacent to a conservation area – ensure that it would not detract from the character, appearance and setting of the conservation area.

2.3 Noise should be minimised to acceptable levels in order to maintain the tranquillity of the village. Public Transport services are critical to the sustainability of the village and should be maintained as far as is practicable. Street lighting should not be increased from the present level and home security lighting should be discreet.

2.4 Incremental developments, where continued extensions to a building are sought should take account of the cumulative impact of the increase in size from that of the original building. Construction of substantially larger buildings to replace existing buildings which are demolished should be avoided where it would be more visually intrusive or out of scale and character with its setting and surroundings.

2.5. Sympathetically designed new construction may be preferable to the retention of poor-quality existing structures.

Narrow footways – or their absence – are found in many parts of the village.



Character & landscape setting

Surrounding countryside

To the north-east lies the chalk downland of the South Downs National Park, including Owlesbury and Corhampton Downs. This area is largely open fields, predominantly arable and pasture, mixed with some wooded areas (e.g. Phrympton Wood). There is a network of winding lanes connecting farmsteads. Areas of upper chalk land are well-drained with occasional areas of clay and flints.

The landscape between Swanmore and Waltham Chase features the straight boundaries, hedges and roads formed by formal enclosure in Victorian times. Predominantly there is pasture and arable land with paddocks and, some associated smallholdings. Generally there is little woodland except assorted semi-natural ancient woodland such as Dirty Copse, and a good hedgerow network contributing to the abundance of wildlife.

Significant views

Looking out at the landscape from the village centre, just opposite the Paterson Centre in Church Road, there is an uninterrupted view of

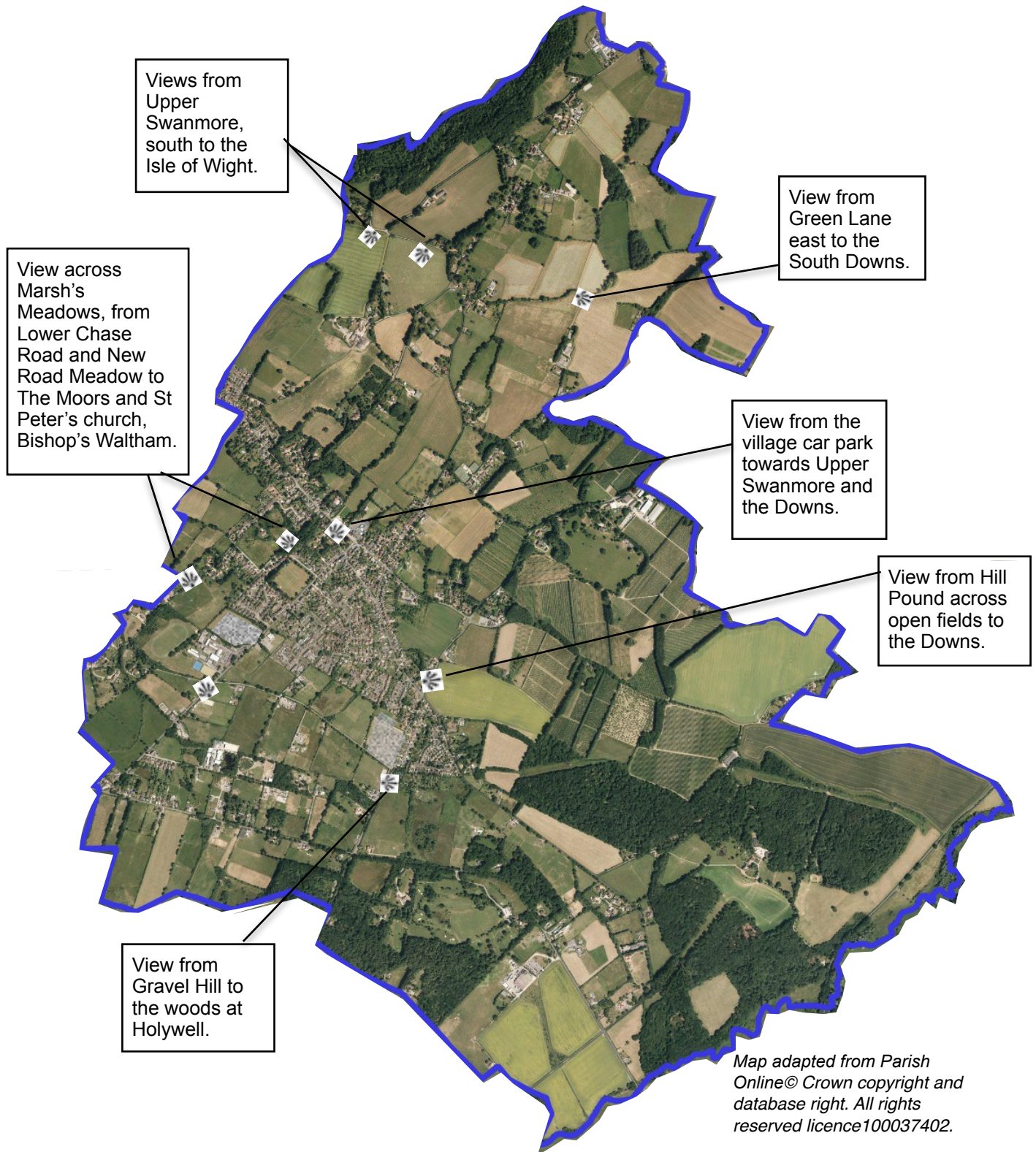
fields stretching into the distance which enhances the rural atmosphere of the settlement. Many residents see this as a vital link between the village centre and open countryside. From Gravel Hill, Droxford Road, and parts of New Road there are clear views to open countryside and the feeling of being in the centre of the Meon Valley is reinforced, with views of fields and woods that are clearly visible for many miles.

Spectacular views from the downland of Upper Swanmore show farmland and woodland spreading out right across the Meon Valley countryside to the Isle of Wight. The views from Marsh's Meadows over The Moors Nature Reserve are memorable, reaching as far as the church spire at Bishop's Waltham (see map overleaf).

The village itself cannot be seen in its entirety from any external viewpoint. There are views of it from several locations in Upper Swanmore and across open adjoining farmland. It is not possible to see Swanmore from the neighbouring

Swanmore still retains much of its rural ambience with both arable and livestock farming carried out within the parish.





village of Bishop's Waltham. Many of the entrances to Swanmore – such as New Road, Lower Chase Road and Droxford Road – give no hint as to the layout of the village, being long routes bounded by a mixture of scattered housing and farmland.

Historic features

To the north of the village is Swanmore Park. This was rebuilt in 1878 by the renowned architect Alfred Waterhouse (who later designed Manchester Town Hall) for the Myers family. It is now divided into a number of separate apartments. To the south lies Holywell House – near to Mislingford Road – which was built in the

late 18th century by Admiral Lord Anson. The estate extends to 800 acres of farmland, ancient semi-natural woodland, river meadows and historic parkland and is home to many deer; the estate is also used for stalking and clay shoots.

Nearby, on the Droxford Road is Hill Place, originally the family home of the Goodlads family, and built in the 1780s. It lies in 20 acres of parkland and its model farm houses Hill Farm Orchards, which is a major local producer of apple juices. Both Holywell and Hill Place are still privately owned while all three estates lie within the South Downs National Park.

Within the settlement area are the two Marsh's Meadows SINCs, areas of ancient unimproved agricultural land which recalls the village's droving heritage with a "drover's pond" and land once used for herds heading to market.

Within the settlement there are three listed buildings (Grade II): the Church of St Barnabas, *The Rising Sun* pub and Thatched Cottage (the last two both in Hill Pound). Details of all listed buildings within the parish are included at Appendix B with a map showing their location: many are in the Upper Swanmore.

Holy Well – an old sacred spring – lies on the edge of the Holywell estate close to the A32. It is a brick and stone lined well with water near to the surface and the remains of an access path,

now little used, nearby.

The remnants of the wooded mediaeval hunting ground, a designated ancient woodland called Bishop's Enclosure, is south of Swanmore.

Significant landscape features

To the north of Swanmore the land is still farmed, but to the south, fields are more often used as paddocks for horses. The countryside reaches right into the heart of the village, and arable land borders the Primary School.

To the north just outside the parish, is Peak Down – a chalk hill now used for motorbike scrambling. The small stream running alongside The Lakes continues to the wetlands of The Moors. This drainage system, together with the springs near Hoe Road Pumping station and The Moors, form the source of the River Hamble. Any reduction to this flow would not only compromise the wetland flora and fauna, but also the Hamble itself.

The woods to the south west and south east, which separate Swanmore from Shirrell Heath and the A32 respectively, link to the remaining mass of the Forest of Bere and are rich in natural species of trees and shrubs, which support an abundance of wildlife.

Below: Swanmore Park House, designed by Alfred Waterhouse and now divided into separate dwellings.



Nature conservation

Several SINCs lie both within and around the settlement while the South Downs are to the north. Marsh's Meadows (SINC), Brook Meadow (SINC) lie within the settlement area; Belmont Meadow is adjacent to The Lakes. A map showing the location of the SINC within the parish can be found on page 5. Opposite the Paterson Centre, the village car park is bordered by open fields, while within the settlement natural drainage flows to the south-west.

There are three highly valued green corridors (see pp.12–13) linking surrounding habitats and running through the heart of Swanmore. All of these habitats support a diversity of plants – including wild orchids – and wildlife including foxes, badgers, deer, pheasants, slow worms, adders, shrews, voles, grass snakes, bats, grasshoppers, crickets, spiders, butterflies, dragonflies, damselflies and moths plus more than 50 bird species. Thanks to the green corridors, all of these are to be found within the existing built up boundary of the village.

Planning guidance; Landscape and setting

3.1 The rural landscape of the parish should be maintained.

3.2 Developments should be encouraged to plant or maintain native trees, shrubs and hedges on plot frontages. Removal of hedgerows and banks should be kept to an absolute minimum.

3.3 The rural character of the lanes should be respected particularly in retaining the hedgerows that define them.

3.4 Important public vistas within the parish should not be obstructed by new development.

3.5 New developments should be landscaped to blend into the rural character of the village. This may involve adding new landscape features or retaining existing ones.

3.6 New designated open spaces are considered to be of vital importance and should be developed as part of any medium to large scale development.

3.7 Utilities equipment should be routed out of sight wherever possible.

3.8 Opportunities to develop facilities for cyclists and pedestrians should be encouraged.

3.9 New developments should respect the character of the locality, with buildings in keeping with reasonable public expectations.

Below: Marsh's Meadows – two of Swanmore's SINC's once used for drovers' cattle.



Patterns of settlement

The parish layout

The parish boundaries are illustrated on the map on page 5 which shows that Swanmore's settlement is to the south and west of the parish, and that a significant proportion of the parish is within the South Downs National Park. Upper Swanmore is connected to the central settlement by Hampton Hill and Vicarage Lane. There is a pattern of ribbon development along the two main routes through to the centre of Swanmore that meet at the T-junction by the parish church. The settlement boundary is shown in the map on page 13 and the parish divides into three main areas:

The village centre: The core of the village is the T-junction close to the parish church, primary school, and village shops. Around these buildings are houses of various types and ages, in a typical cluster development. On the approaches to the village centre – Swanmore Road, Dodds Lane, Vicarage Lane, Lower Chase Road and Hampton Hill – development has been linear.

Upper Swanmore: On the chalk downs hilltop to the north, most of Upper Swanmore's scattered houses are set in large gardens with mature trees and hedges bordering the narrow lanes. Until 1935 much of this area was part of the Swanmore Park Estate. It is still predominantly

farmland and very little development has taken place; it lies within the South Downs National Park.

Outlying areas: Forest Road, Hill Pound and Mislingford were all hamlets in the past, but are now part of Swanmore. They lie within the farmland that encircles the core village settlement. Expansion in these areas over the past 40 years has generally been of dwellings edging the fields along lanes.

A new development of 91 houses, adjacent to Hill Pound, is currently under construction (SW1) and is expected to be completed by 2019. Five houses are also planned for a new development in Lower Chase Road (SW2) which will incorporate open space, which it is hoped can be used for allotments. SW1 includes a further allocation site, between New Road and The Lakes which is currently in multiple ownership.

Streets and through routes

There are no A or B classification roads in the parish. The two main routes through the centre of Swanmore meet at the T-junction by the parish church: one road running from west to east (Bishop's Waltham to Droxford and the A32) and

Below left: Harmonious development – new properties matched to a 1960s council development in New Road. Below: Affordable housing on the edge of the village.



the other joining it from the south (Waltham Chase). Much of the village is served by winding, undulating lanes, many without pavements and lined by mature trees and hedges dating from the period of Enclosure in 1855. There is some street lighting in the centre of the settlement but none in Upper Swanmore or the outlying areas.

Open spaces and rural links

Within the village, the main open spaces are the Swanmore Recreation Ground, with facilities for cricket and football and a children's play area, and New Road Playing Field which provides further football pitches, skate park and activity equipment for older children. A running track, new skate park and additional facilities are due for completion in 2018.

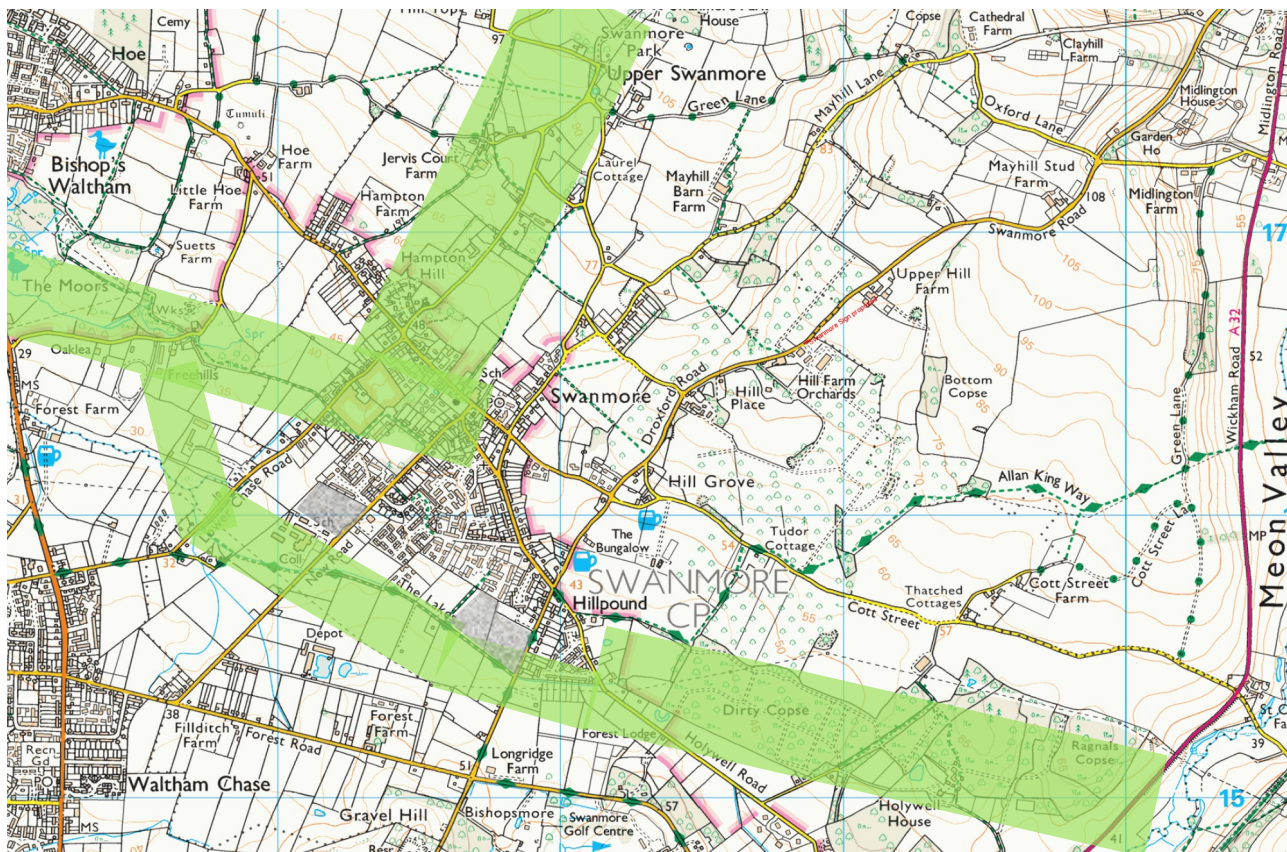
Adjacent to the New Road Playing Field is Brook Meadow (SINC), sometimes known as the "pylon field" (and also referred to as New Road Meadow) which is popular with dog walkers. There are additional public open spaces at

Green corridors in the parish – map adapted from Parish Online© Crown copyright and database right. All rights reserved licence 100037402.

Marsh's Meadows, Green's Wood and Medlicott Way. At Upper Swanmore there is a further open space crossed by a public right of way in the area of Phrympt Woods. Marsh's Meadows in Lower Chase Road form part of the Swanmore-Waltham Chase Gap while additional agricultural land in Lower Chase Road provides an important view towards Bishop's Waltham.

There are also three "green corridors" running through the village:

- The first begins at the churchyard which links with Green's Wood and the wet clay area of Marsh's Meadows then goes west across Lower Chase Road and via a wooded copse to "The Moors" (SSSI) near Bishop's Waltham crossed by a three-mile footpath.
- The second runs from Ragnals Copse in the east, through Great Holywell Copse and Dirty Copse, skirts along the southern edge of Orchardlea, to "The Lakes", across Brook Meadow and up the lightly wooded stream to the hedge-line of Lower Chase Road where it joins the first corridor. The tree-line along The Lakes and bordering Orchardlea is essential for the movement of wild life.



- The third corridor begins in Phrympt Wood and runs down Hampton Hill to Lower Chase Road where it joins the first corridor. Above Church Road it also forks east, parallel to this road, towards the Primary School, and then turns south to join the first corridor again at St Barnabas' Church.

Phrympt Wood, to the extreme north of the parish, forms part of a green corridor running from Woodland Trust land near Bishop's Waltham to Droxford. This habitat is rich in wildlife and orchids, some semi-rare.

The Meon Valley Trail skirts the village on its eastern edge, as does the River Meon. The Trail is indicated in red in the map on page 5. The River Hamble, as noted above, rises from feeder springs in

Swanmore settlement showing developments currently under construction or recently completed. The David Wilson Homes site will effectively extend the settlement boundary to the south.
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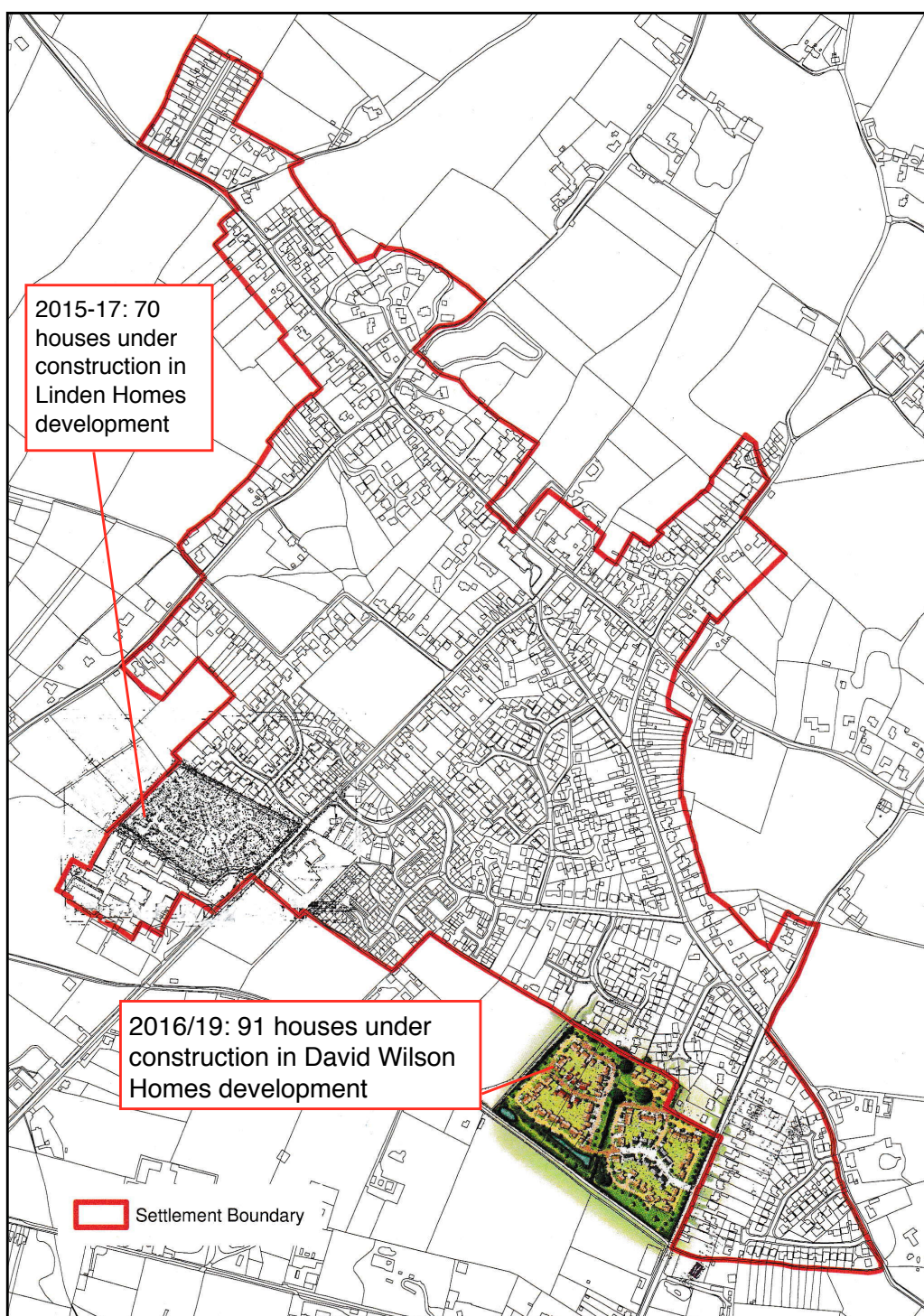
the area of The Lakes where new development is now underway.

Planning guidance: Sport and recreation

4.1 Where possible, developments should incorporate a variety of layouts including curves and cul-de-sacs.

4.2 Public open spaces are encouraged within new developments.

4.3 Development should always take account of mobile recreations such as cycling, horse riding and walking.



Buildings: traditional forms

Character and building types

The buildings of Swanmore reflect the history of the village, which centres around an 1845 flint parish church, a red brick primary school with later extensions, and the shops. As noted earlier (page 2), owing to its brickmaking history, the Victorian and Edwardian parts of Swanmore are largely of brick and local clay construction while the surviving 17th century houses in Upper Swanmore are timber framed with brick infill.

The older parts of the village are characterised by mainly detached houses, often hidden from the road by greenery, while the more recently developed areas have a suburban feel due to higher density, their proximity to the road, street lighting and generally less space for trees and hedges. In recent years developers have

Planning guideline: Buildings and materials – general

5.1 The ratio of any new building to its plot size should be in scale with the adjacent properties.

5.2 Its positioning should be chosen to enhance visual variety, respect the neighbours' privacy and avoid any undesirable intrusion into established views of existing open landscape.

5.3 In general, single or two storey development are encouraged provided new roof lines are not higher than those of the adjacent properties. If possible, flat roofs should be avoided. Three storey buildings are actively discouraged although roof conversions giving 2.5 storeys are acceptable.

5.4 The introduction at the front of properties of:

- i. sheds,*
- ii. static caravans,*
- iii. mobile homes,*
- iv. oversized trailers,*
- v. ISO containers, or*
- vi. mobile office and living accommodation,*

is discouraged.

5.5 New building works should reflect and respect the scale, sizes and proportions of adjacent existing buildings, as well as incorporating components, such as doors, windows, dormers and porches which have regard to those already present in the vicinity.

5.6 Existing mature trees and hedges are a valued feature of the village and should only be removed in extreme circumstances. Any new planting should be in indigenous species.

been encouraged to use brick and/or flint construction and the newest houses in the village mainly follow this style.

While the original hamlet is characterised by timber-frame buildings and the central area of the modern village is largely Victorian, there has been steady development since the 1940s. Buildings, and indeed certain roads, reflect the era in which they were built: for example, Donigers Close (1940s), Spring Vale (built in phases from 1940s), Orchardlea and Crofton Way (1970s), Donigers Dell (1980s) and Medicott Way (1990s). These later developments are typically cul-de-sacs or small developments, usually with houses of very similar design.

Density and mix of buildings

The oldest houses in the settlement are often scattered, set back from the road with substantial gardens and, occasionally associated paddocks, reflecting the rural nature of the village.

Due to the high cost of land, more recent houses tend to have smaller gardens. However, most houses have front and rear gardens, drives, garages or, generally, off-road parking. These houses are usually centrally located in their plots with the later housing being the most densely arranged. Small, less dense developments – such as Fullegar Cottages (see page 11), a rare example of recent affordable housing – have proved successful.

The oldest properties tend to be separate and scattered, whereas the newer ones form larger clusters or fill in between existing properties as gardens are sold.

Near the village centre “Meon Gardens”, purpose-built in 1985, is a two-storey block of 20 apartments for people of more than 55 years of age. Swanmore Park House is subdivided into smaller apartments with the outbuildings converted into various cottages.

Height of buildings

Most buildings in Swanmore are two-storey houses or bungalows. Some properties make use of roof space effectively giving a height of 2.5 storeys, which is also deemed acceptable, although 3-storey dwellings are discouraged. There are some semi-detached and terraced houses, but the majority are detached. Nearly all have three bedrooms or more; there are few one- or two-bedroom homes – although several are included in current development projects – and many of the smaller cottages have been enlarged over the years.

Building details and materials

A typical Victorian Swanmore house is built of local red brick with either dark- or light-coloured pointing. Its brickwork may include decoration – such as a diamond pattern with a change of colour, or protruding bricks, a brick arch above the windows or a rectangular or trapezoid

Ornate brickwork and dormers characteristics of some of the older houses in Swanmore



concrete lintel with engraving. The extent of the ornamentation depends on the status of the original occupant. Subsequent building work made use of other colours until a recent return to red bricks, sometimes combined with brick-bordered rendered



surfaces. Most houses have bare brickwork, though some are rendered, left plain or painted. There are about 25 timber-framed houses, two thatched cottages and some flint cottages.

Planning guidelines: Building and materials: specific

6.1 Walls – Whilst there are a profusion of materials in existence, extremes of colouration in brick, tile hanging and rendering should be avoided. The use of plastic cladding should be avoided where possible.

6.2 Roofs – Pitches should not vary markedly from those in the vicinity and should be made from clay tiles (or sustainable alternatives of similar appearance) with traditional decorations or occasional use of slate. Roof sizes should not appear to dominate the development or the surrounding buildings. The use of dormers should be encouraged where these can reduce the impact of a roofscape.

6.3 Windows and doors – New and replacement windows & doors should be chosen to harmonise with the house style.

6.4 Porches – Angle and pitch of any new porch roof should echo those of adjacent dormer or gable ends. Porches should be in proportion to the over-all building frontage and reflect the style

6.5 Garages and carports – Where a new garage or carport is required, it should wherever possible be sited so as not to dominate and/or intrude greatly on the main property. Where there is an obvious building line a new garage or carport should not be sited in front of the main property. Change of use of garages to residential use, where a new garage is subsequently proposed, should be discouraged.

6.6 Conservatories – These should be designed and sited with particular care. Consideration to the rural character should be given when locating conservatories so as to minimise the impact to plot frontages.

6.7 Solar panels – should be an integral part of the roofing material where possible.



Houses built in the 20th century reflect the features popular at the time, such as the simple, functional building of the 1960s. There is one 1980s cul-de-sac with mock-Tudor houses, but since then developments have echoed earlier local details such as a curved top to windows, “soldier” arch and sills to windows, projecting brickwork panels, or an ornate porch with wooden gallows brackets. Some of the earlier houses

have their date of construction on the front wall.

Roofs are mostly pitched – many quite steeply – with red clay roof tiles (some rounded), and often large chimneys with pots. Some houses have slate roofs and some have concrete tiles. Dormer windows often feature, breaking into the roof line and adding visual interest to the house. There are often patterned bargeboards beneath the roof line. Flat roofs are

The Paterson Centre attached to the village church – sympathetically designed to match the original Victorian school schoolroom at the far end of the building.



rare, generally only found on modern buildings or extensions.

Doors are mainly of timber as are window frames, although in later developments UPVC is often used. Windows, often sash, are usually subdivided into smaller panes. Some houses have rectangular or diamond leaded lights, and some have stained glass. Porches are a common feature, often making a relatively plain front more attractive.

Garages tend to be built to match the houses, and drives can be tarmac, gravel, paved or brick.

In terms of future developments, it is important that pointing or re-pointing is sympathetic with existing brickwork and matches the original colour and style of pointing. Pitched roofs with a central ridge are encouraged, and flat roofs should be avoided.

Local features, such as porches and dormer windows, should preferably be part of house design, including extensions. Timber windows and doors are preferred. The balance between doors, windows and wall area is aesthetically important, with not too much glass for the size of house.



Highways

Local roads and streets

The two primary types of road in Swanmore are the established ones dating from the 19th century or earlier, and those built within the last 30 years or so.

The first are mostly through-routes, generally from the south and west forming link roads to nearby villages and the A32, and in some instances have long straight sections – such as Forest Road and New Road. These roads can be narrow in parts and may lack kerbs or footways; they can have a low level of street lighting.

The second category, generally within the settlement, includes more modern roads with pavements and higher levels of street lighting. This is the result of planned development over a period, and creates an urban rather than a rural ambience.

The parish also includes some very minor lanes that meander down to the village centre, typically from the north and east: winding rural

tracks from farmland, mostly single-track and without pavements. Road surface tends to be poor.

The more heavily used approaches include Swanmore Road, connecting to Bishop's Waltham; New Road and Lower Chase Road (a narrow winding road) linking to Waltham Chase; Hampton Hill and Vicarage Lane (both narrow) leading to Upper Swanmore; Mislingford Road and Cott Street (a very narrow single-track lane) leading to the A32; and Gravel Hill running towards Shedfield. Some of these lanes become very congested at peak times and are local “rat runs” for commuter traffic.

On-street parking in Swanmore causes significant problems at the start and end of each school day when parents, ferrying children to and from the schools, create chaotic traffic conditions in the village centre during term time. A “Park and Stride” scheme has been introduced but take-up has been limited. There is small village car park in the central area, opposite the parish church, and this will be expanded during the 2018/19 financial year.

Planning guidelines: Traffic and roads

7.1 The layout and design of new developments should consider the implications on existing traffic movements.

7.2 All vehicles should be able to enter and leave new developments in a forward gear.

7.3 All new developments should ensure adequate off road parking.

7.4 Developments that require road changes that will increase speed or contribute to traffic congestion should be avoided.

7.5. Road improvements should take into account non-motorised road users. Opportunities to develop facilities for cyclists and pedestrians should be encouraged.

7.6 In considering new developments, the volumes of traffic, particularly HGV traffic, should be taken into account.

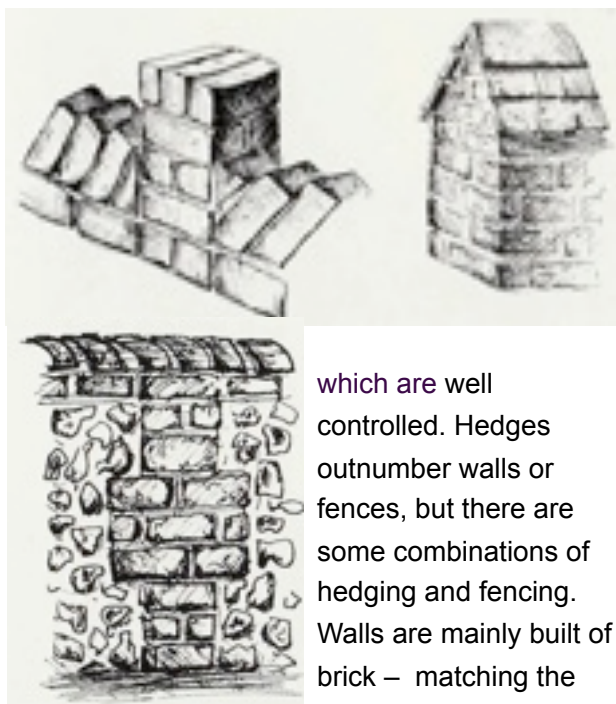
7.7 New developments should meet parking standards and additional on-street parking discouraged.

7.8 Repair or development of highways should protect the rural nature of Swanmore and avoid unnecessary kerbs and street lighting.

Hedges, walls and fences

There is a variety of hedges ranging in height from about 45cm to 5m, the latter being field boundaries with the majority about a metre high. Many are mixed and species include hawthorn, ash, oak, ivy, hazel, birch and bramble. Holly hedges surround the churchyard and other hedge types include privet, laurel and *Lonicera nitida*; some are made up of decorative shrubs. There are some *Leylandii* hedges, most of

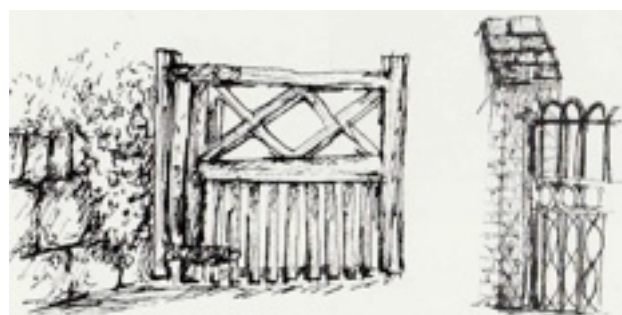




which are well controlled. Hedges outnumber walls or fences, but there are some combinations of hedging and fencing. Walls are mainly built of brick – matching the houses they surround – but unfortunately some

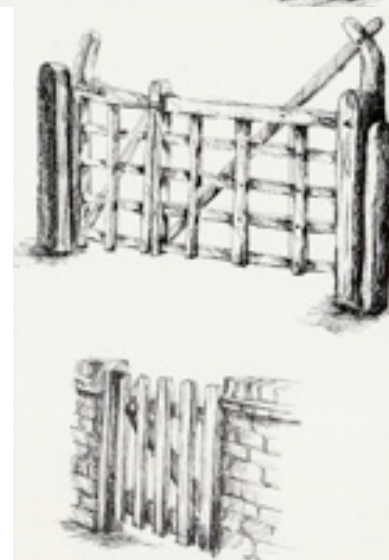
have used bricks which weather badly; some walls have patterns within the brick surround and some have knapped flints. A few old walls are totally flint or traditional Hampshire construction: one unusual one has green glass among the flints. Like the houses, some walls reflect the fashions of the era in which they were built, such as those with pre-formed decorative concrete panels. Some feature coping bricks on top and some walls are double with planting between. Undoubtedly bricks were favoured

Below: Sympathetic extension to a traditional flint wall in the heart of the village.



during the period in Swanmore's past when brick production was the local industry.

Most fencing is made of timber with designs including larch lap, vertical rail, feather boarding and timber paling.



Driveways within the settlement are generally left open although there are some timber gates in various designs, including five-bar gates which reflect Swanmore's rural heritage; there are a few iron gates.

The modern developments are open plan, with either dwarf hedging (such as Crofton Way) or no marked boundaries (such as Glendale), both giving a more suburban feel.

Walls should be built of local materials such as flint or red brick, but bricks must be of a type that weather well. Pre-formed concrete panels and chain-link fences are discouraged.

Footpaths and links

There is an extensive network of footpaths and “green lanes” within the parish. Some, in Upper Swanmore, are the remains of old “church paths” surviving from the time when the hamlet was within the parish of Droxford.

The 1983 Swanmore Appraisal identified 19 footpaths in the village, two of which are long-

Planning guidelines: Footpaths, ditches and hedgerows

8.1 Footpaths and cycle-ways should link to the village centre, the schools, community facilities, open spaces and to the existing networks.

8.2 The design and erection of signs for footpaths and bridleways should be sympathetic with the rural nature of the village.

8.3 There should be sufficient provision of soakaways in new developments to stop discharge of surface water onto the highway. Ditches should be maintained to prevent flooding.

8.4 All developments should avoid unnecessary external light pollution.

8.5 All new developments should be designed to maintain current hedges and banks.

distance pathways. One is the well-established Wayfarers Walk, which connects Inkpen Beacon in Berkshire with Emsworth on the Sussex border; the other is part of a medieval Pilgrims' Trail from Winchester to Portsmouth, en route to Mont St Michel in France. In addition, the newly opened Meon Valley Trail – running from Wickham to West Meon along a disused railway track – is directly accessible close to the Holywell Estate.

Within the village footpaths provide valuable short cuts and form an important recreational resource. There are no dedicated cycleways in

Swanmore, and, given the width of roads and on-street parking, creation of cycleways would be a major challenge.

Street furniture, utilities and services

There is currently little in the way of “street furniture” within the settlement area beyond some benches and a rather attractive old-fashioned lamppost near the shops and primary school. New village name boards are currently being introduced and permanent floral displays will feature beside the signs and elsewhere in the village. An information board highlighting Swanmore's footpaths has been installed in the village centre. In general the lack of pavements and the narrowness of the roads make additional furniture awkward. Most of the outlying areas of the village are served by overhead power cables with a plethora of posts in many lanes.

Two timber bus shelters have been erected by the Parish Council in response to local demand, but generally there are no additional facilities at bus stops. Some half-dozen traditional “finger post” direction signs survive within the village. These are maintained and repaired as required and contribute to the rural character of the village: most other directional signs are of modern construction.

There is no uniformity in the style of road name signs and an opportunity has thus been missed to achieve a distinctiveness and identity within the village. During the summer vegetation regularly obscures both directional signs and road name boards.

Bus shelters have been installed where pavements are wide enough.



Planning guidance: Street furniture

9.1 Any street furniture should be in keeping with the rural nature of the village.

9.2 Where there is a lack of footways, or where they are narrow, all street furniture should be kept to a minimum.

9.3 Road signs and street furniture should be erected in consultation with the Parish Council and be of a consistent style and in a design sympathetic with the rural character of the village.

Guidelines for developers

Industry and commerce

- 1.1 The scale and appearance of commercial & industrial properties should be in keeping with the rural character of Swanmore.
- 1.2. Soft and hard screening should be given a higher importance in commercial development.
- 1.3 The effects of commercial development on neighbouring residential properties should be given prime consideration.
- 1.4 Creeping urbanisation and alienation of country roads to traditional users should be avoided.
- 1.5. Preservation of existing banks hedges and landscaping should be fundamental in alterations to land for commercial and agricultural development.
- 1.6 Impact on lanes, roads, junctions and existing traffic calming of any development should be minimised. This should take into account the future development of commercial ventures.
- 1.7 Preservation of existing structures in industrial and commercial development need not be essential where sympathetic design is preferable.

General considerations

- 2.1 When considering any future development, housing density and plot size are factors to be taken into account and should be relevant for a rural village environment, in particular any applications for development in areas previously used as garden.
- 2.2 Observe the policy framework to protect conservation areas and listed buildings, and – in the case of development adjacent to a conservation area – ensure that it would not detract from the character, appearance and setting of the conservation area.
- 2.3 Noise should be minimised to acceptable

levels in order to maintain the tranquillity of the village. Public Transport services are critical to the sustainability of the village and should be maintained as far as is practicable. Street lighting should not be increased from the present level and home security lighting should be discreet.

2.4 Incremental developments, where continued extensions to a building are sought should take account of the cumulative impact of the increase in size from that of the original building.

Construction of substantially larger buildings to replace existing buildings which are demolished should be avoided where it would be more visually intrusive or out of scale and character with its setting and surroundings.

2.5. Sympathetically designed new construction may be preferable to the retention of poor-quality existing structures.

2.6 Buildings should not dominate distant views nor their immediate surroundings.

Landscape and setting

3.1 The rural landscape of the parish should be maintained.

3.2 Developments should be encouraged to plant or maintain native trees, shrubs and hedges on plot frontages. Removal of hedgerows and banks should be kept to an absolute minimum.

3.3 The rural character of the lanes should be respected particularly in retaining the hedgerows that define them.

3.4 Important public vistas within the parish should not be obstructed by new development.

3.5 New developments should be landscaped to blend into the rural character of the village. This may involve adding new landscape features or retaining existing ones.

3.6 New designated open spaces are considered to be of vital importance and should be

developed as part of any medium to large scale development.

3.7 Utilities equipment should be routed out of sight wherever possible.

3.8 Opportunities to develop facilities for cyclists and pedestrians should be encouraged.

3.9 New developments should respect the character of the locality, with buildings in keeping with reasonable public expectations.

Sport and recreation

4.1 Where possible, developments should incorporate a variety of layouts including curves and cul-de-sacs.

4.2 Public open spaces are encouraged within new developments.

4.3 Development should always take account of mobile recreations such as cycling, horse riding and walking.

Building & materials: General

5.1 The ratio of any new building to its plot size should be in scale with the adjacent properties.

5.2 Its positioning should be chosen to enhance visual variety, respect the neighbours' privacy and avoid any undesirable intrusion into established views of existing open landscape.

5.3 In general, single or two storey development are encouraged provided new roof lines are not higher than those of the adjacent properties. If possible, flat roofs should be avoided. Three storey buildings are actively discouraged although roof conversions giving 2.5 storeys are acceptable.

5.4 The introduction at the front of properties of:

- i. sheds,
- ii. static caravans,
- iii. mobile homes,
- iv. oversized trailers,
- v. ISO containers, or
- vi. mobile office and living accommodation,

is discouraged.

5.5 New building works should reflect and respect the scale, sizes and proportions of adjacent existing buildings, as well as incorporating components, such as doors, windows, dormers and porches which have regard to those already present in the vicinity.

5.6 Existing mature trees and hedges are a valued feature of the village and should only be removed in extreme circumstances. Any new planting should be in indigenous species.

Building & materials: Specific

6.1 Walls – Whilst there are a profusion of materials in existence, extremes of colouration in brick, tile hanging and rendering should be avoided. The use of plastic cladding should be avoided where possible.

6.2 Roofs – Pitches should not vary markedly from those in the vicinity and should be made from clay tiles (or sustainable alternatives of similar appearance) with traditional decorations or occasional use of slate. Roof sizes should not appear to dominate the development or the surrounding buildings. The use of dormers should be encouraged where these can reduce the impact of a roofscape.

6.3 Windows and doors – New and replacement windows & doors should be chosen to harmonise with the house style.

6.4 Porches – Angle and pitch of any new porch roof should echo those of adjacent dormer or gable ends. Porches should be in proportion to the over-all building frontage and reflect the style of the property.

6.5 Garages and carports – Where a new garage or carport is required, it should wherever possible be sited so as not to dominate and/or intrude greatly on the main property. Where there is an obvious building line a new garage or carport should not be sited in front of the main property. Change of use of garages to residential use, where a new garage is subsequently proposed, should be discouraged.

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Below: Medicott Way, a 1990s development, with its open green space and views to the south.

Appendices

Appendix A: Parent Policies

Swanmore VDS reference	Reference to WCC LPP1	Reference to WCC LPP2
Industry and commerce 1.1 to 1.7	DP3 – General Design Criteria, DP4 – Landscape and the Built Environment, CP6 – Local Services and Facilities	DM9 – Essential Facilities & Services in the Countryside, DM15 – Local Distinctiveness, DM16 – Site Design Criteria, DM17 – Site Development Principles, DM18 – Access and Parking, DM33 – Shopfronts, DM34 – Signage.
General considerations 2.1 to 2.6	DP3 – General Design Criteria, DP4 – Landscape and the Built Environment, MTRA 2 – Market Towns and Larger Villages, MTRA 4 – Development in the Countryside, CP2 – Housing Provision and Mix, CP10 – Open Space, Sport and Recreation, CP19 – South Downs National Park, CP20 – Heritage and Landscape Character	SW1 & SW2 – Swanmore Development Sites, DM1 – Location of New Development, DM3 – Small Dwellings in the Countryside, DM6 – Open Space Provision for New Developments, DM15 – Local Distinctiveness, DM16 – Site Design Criteria, DM17 – Site Development Principles, DM18 – Access and Parking, DM20 – Development and Noise.
Landscape and setting 3.1 to 3.8	DP3 – General Design Criteria, DP4 – Landscape and the Built Environment, MTRA 2 – Market Towns and Larger Villages, CP14 – Effective Use of Land CP19 – South Downs National Park, CP20 – Heritage and Landscape Character	DM15 – Local Distinctiveness, DM16 – Site Design Criteria, DM17 – Site Development Principles, DM20 – Development and Noise DM23 – Rural Character
Sport and recreation 4.1 to 4.3	DP5 – Design of Amenity Open Space, T3 – Development Layout CP7 – Open Space, Sport and Recreation CP20 – Heritage and Landscape Character	DM5 – Protecting Open Areas, DM6 – Open Space Provision for New Developments, DM17 – Site Development Principles,
Building and materials: general 5.1 to 5.5	DP3 – General Design Criteria, CP13 – High Quality Design	DM15 – Local Distinctiveness, DM16 – Site Design Criteria, DM17 – Site Development Principles, DM23 – Rural Character

Swanmore VDS reference	Reference to WCC LPP1	Reference to WCC LPP2
Buildings and materials: specific 6.1 to 6.7	DP3 – General Design Criteria, CP13 – High Quality Design	DM15 – Local Distinctiveness, DM16 – Site Design Criteria, DM17 – Site Development Principles, DM23 – Rural Character
Traffic and roads 7.1 to 7.8	MTRA 2 – Market Towns and Larger Villages, MTRA 4 – Development in the Countryside, T2 – Development Access, T3 – Development Layout, T4 – Parking Standards, CP10 - Transport.	DM15 – Local Distinctiveness, DM16 – Site Design Criteria, DM17 – Site Development Principles, DM18 - Access and Parking.
Footpaths, ditches and hedgerows 8.1 to 8.5	MTRA 2 – Market Towns and Larger Villages, MTRA 4 – Development in the Countryside, T2 – Development Access, T3 – Development Layout, CP10 – Transport.	DM15 – Local Distinctiveness, DM16 – Site Design Criteria, DM17 – Site Development Principles, DM23 – Rural Character. DM24 – Special Trees, Important Hedgerows and Ancient Woodlands.
Street furniture 9.1 to 9.3	DP3 – General Design Criteria, DP4 – Landscape and the Built Environment, CP13 – High Quality Design	DM16 – Site Design Criteria, DM20 – Development and Noise, DM22 – Telecommunications, Services and Utilities.

Appendix B: Swanmore's listed buildings

The locations of listed buildings in Swanmore are indicated on the map of the parish opposite. As can be seen the majority are outside the central settlement area.

Listed buildings within the settlement area:

- St Barnabas Church in Church Road
- The Rising Sun and Thatched Cottage in Hill Pound.

Listed buildings outside the settlement but within the parish:

- Cruckwell House and barn; Swanmore Park House; Swanmore Park Farmhouse – all in Park Lane;
- Highfield Farmhouse and Rose Cottage in Green Lane;
- Hill Cross, Hill Farmhouse and Hill Place in Droxford Road;

- Holywell House and granary;
- Hill Grove Farmhouse;
- Jervis Lodge and stables in Jervis Court Lane;
- Longwood in Hampton Hill; and
- Tudor Cottage in Cott Street.



The sites of listed buildings in the parish are indicated by green circles. Map adapted from Parish Online©
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Appendix C: Swanmore's Sites of Importance for Nature Conservation

Within the Settlement

- Ludwell Meadow 1.42ha
- Brook (aka New Road) Meadow 0.86ha
- Marsh's Meadows 2 – 1.74ha
- Marsh's Meadows 1 – 1.54ha
- Belmont Meadow – 1.90ha

SINC ref:

WC0324
WC0333
WC0335
WC0337
WC0343

Central grid ref:

SU57001580
SU57251589
SU57301640
SU57401650
SU57601570

SINC criteria

2A
2D
2D
2D
2B

Adjacent to the settlement

- Gravel Hill Grasslands 6.74ha
- Beechen Wood/Phrympt Copse – 22.25ha
- Dirty Copse – 22.63ha
- Holywood Estate:
- Little Holywell Copse – 5.17ha
- Coach Road Copse – 4.53ha
- Nore Copse – 1.01ha
- Crooked Copse – 480ha
- Great Holywell Copse – 9.93ha
- Holywell Pylon Wayleave – 2.45ha
- Ragnalls Copse – 5.84ha

WC0328

SU57102179

2B/5B

WC0363

SU58301830

1B

WC0381

SU58701689

1A/6A

WC0401

SU59301460

1A

WC0403

SU59301520

1A

WC0409

SU59401540

1A

WC0418

SU59701510

1A

WC0414

SU59501530

1A

WC0419

SU59701530

1A/2A

WC0424

SU59901520

1A

Key: SINC Criteria

Woodland

- 1A** Ancient semi-natural woodlands.
- 1B** Other woodland where there is a significant element of ancient semi-natural woodland surviving.

Neutral/acid/calcareous grassland

- 2A** Agriculturally unimproved grasslands
- 2B** Semi-improved grasslands which retain a significant element of unimproved grassland.
- 2D** Grasslands which have become impoverished through inappropriate management but which retain sufficient elements of relic unimproved grassland to enable recovery.

Wetlands

- 5B** Fens, flushes, seepages, springs, inundation grasslands etc. that support a flora and fauna characteristic of unimproved and waterlogged (seasonal or permanent) conditions.

The information board at Brook Meadow one of the village settlement SINC's.



Appendix D: Consultation process

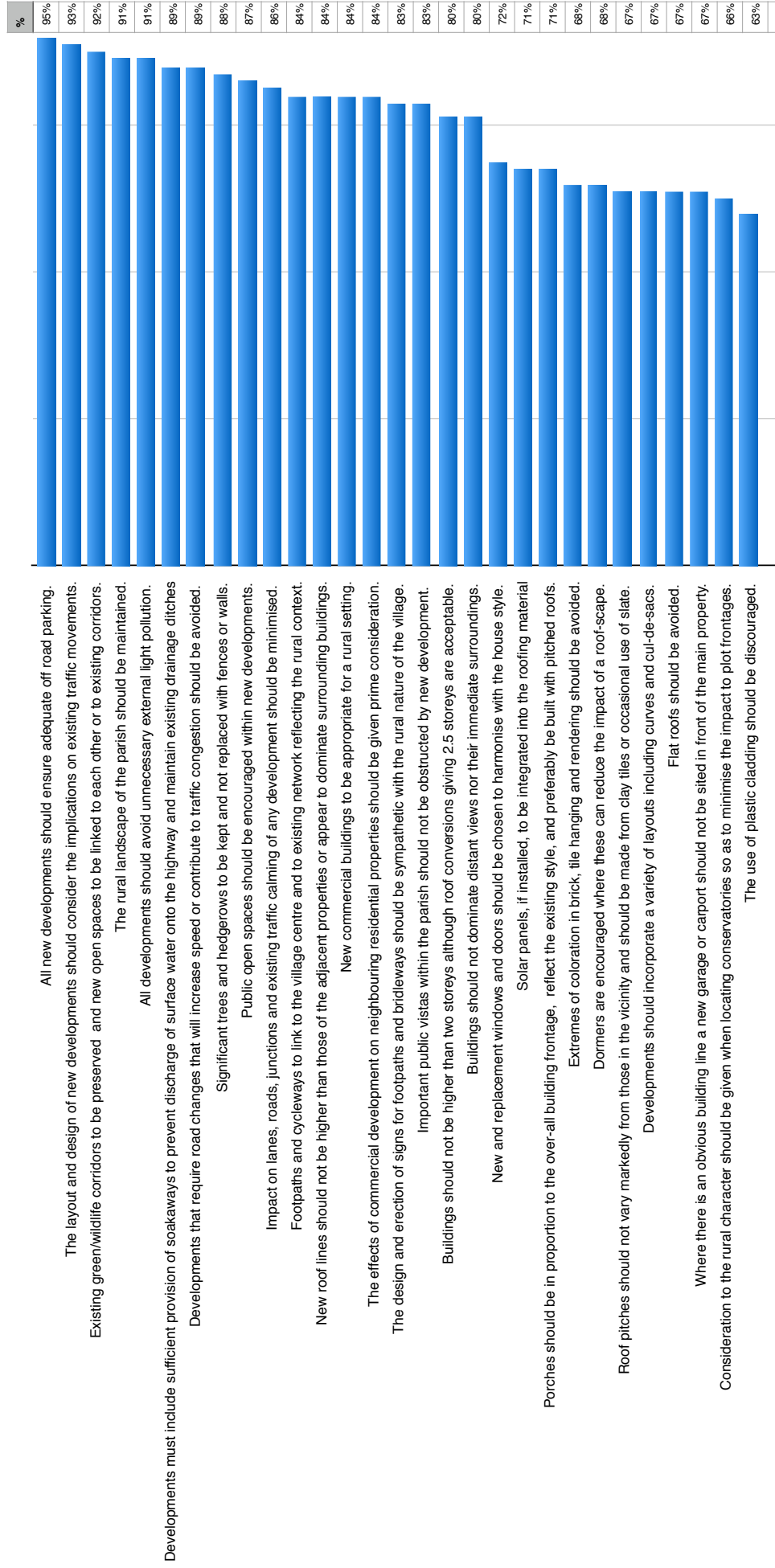
This VDS is a revision of the existing Swanmore Village Design Statement which was based on extensive consultation within the community completed for the VDS in 2000. Additional input was sought from the community at the start of the current revision process with an invitation to residents to make additional suggestions and provide examples of the building design and street furniture that they would like to see in the village.

A survey, asking residents to prioritise key design aspects included in the “Guidelines to Developers” section of this version of the VDS was initially held in March 2017 in association with the Annual Parish Assembly and the survey was later also distributed to every household in the parish using the parish magazine (approx. 1400 households). There was a 7% response rate. Information about the VDS was included on the parish website and further views sought via social media.

The graphic opposite summarises the results of the survey and shows overwhelming support for the majority of the key planning guidelines suggested in this document. Some minor amendments have been made to these based on the results of the survey.

Residents were also asked to provide additional comments on the VDS and planning process with many criticising the visual appearance of some of the large scale developments currently taking place in the village which they deemed inappropriate for a village setting.

%age of survey respondents agreeing with each key statement.



Notes

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01489 890651
www.swanmorepc.org.uk