

**Selborne  
Village Design Statement  
(SVDS)**

**Appendix 3**

**Hamilton-Baillie Associates  
Report**

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# SELBORNE, OAKHANGER & BLACKMOOR

Protecting rural quality and safety from growing traffic volumes



For Selborne Parish Council

August 2014. Revision 06

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## **Hamilton-Baillie Associates Ltd**

**August 2014. Version 06**

**For Selborne Parish Council and the residents of Blackmoor,  
Oakhanger and Selborne**



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## Introduction

The impact of traffic on smaller rural communities, especially close to the edge of major areas of population, is the main source of concern for many parish councils across the country. The erosion of village space, and the consequent reduction in pedestrian and informal activity and movement within and between villages has serious implications for the economic and social viability of small communities. Without informal connections and gathering places, village life can retreat indoors and turn away from streets and public spaces. This in turn erodes the distinctive qualities of place and sense of community on which long term investment and confidence in rural communities depends.

This is especially significant for the villages of Blackmoor, Oakhanger and Selborne in Hampshire. The imminent redevelopment of the former military camp at Bordon, and potential significant housing extensions at Alton and Liss, are likely to add to the existing traffic volumes on rural roads and lanes between the A31 and the A3. For some of the village streets, such as the B3006 through Selborne, traffic volumes and speeds are already damaging. The transport assessment for the proposed Bordon Green Town, and related transport policies for the area, do not provide confidence that such traffic increases can be accommodated within existing highway measures. Recent widening of the A3 junction at Ham Barn is likely to exacerbate the problems.

In this context Selborne Parish Council has taken the initiative to commission this report and explore fresh means to ameliorate the impact of vehicles, and to retain and enhance the coherence and quality of the three key historic villages in the parish. The report seeks to examine and illustrate a range of small scale measures, capable of implementation over time as resources permit. Together these would discourage traffic (and especially freight vehicles) from using inappropriate routes, slow speeds and change driver expectations, improve safety, minimise noise and physical damage, and maintain the distinctive qualities and coherence that underpins the attractive character of the settlements. The study serves as a starting point for a long-term traffic strategy for the area.

These proposals are not a basis for “solving” the problem of traffic growth in Selborne and its surroundings. Cars, motorcycles and delivery lorries will continue to remain an inescapable element of rural life. The economic prosperity and associated patterns of transport will continue to add significant pressure to the historic fabric of this north-east corner of Hampshire. Selborne lies on the western perimeter of the new South Downs National Park, bringing greater urgency to reconcile traffic movement and highway design with the essential qualities that attract people to the area. Cars and trucks will continue to compete for space and priority with the civic spaces and pedestrian environment of historic villages such as Blackmoor, Oakhanger and Selborne. This report seeks to identify the means to retain that balance and resist further intrusions of “the highway” into the public space and rural tranquillity of their environment.

Recent traffic engineering measures, such as signage, road markings, entry chicanes and speed limits have had limited effect in addressing the impact of growing traffic. Few practical alternatives are contained within the *Whitehall & Bordon Eco-town Masterplan* (2012), in the Transport Assessment for the development, or in Hampshire’s draft freight strategy for the area. A more locally responsive strategy, drawing on the distinctive characteristics of each community, is therefore a logical step for the Parish Council.

In seeking fresh approaches, the Parish is not alone. Across the UK, as well as in other parts of Europe, new ideas and principles are being explored and tested. These draw on a growing understanding of safety and driver psychology, as well as on practical experience gained in other rural areas. This study builds on recent best practice and policy advice in this field, tempered by the reality of increasingly limited budgets available to highway authorities. It is an approach that is intended to be consistent with the policies and guidance being developed by the National Park Authority and its local government partners. But above all, it is intended to foster greater involvement and participation by local residents and businesses in the design and management of the roads and streets of their communities.



## Selborne Parish and surroundings

Selborne, Blackmoor and Oakhanger lie in rolling, partly wooded landscape in the triangle formed by the converging A31 and the A3. The towns of Alton, Bordon and Petersfield surround the area. The A325 provides the principal north-south route through Bordon and Whitehill to the east, a route due to be diverted closer to the area as part of the Bordon Green Town development. The B3004 (Green Street) links Alton and East Worldham with the A325 at Sleaford to the north, and the B3006 links Alton with the A3 and Liss through Selborne. With the main A roads converging on London, the B3004 and B3006 are vulnerable to increasing traffic between the south coast and the Midlands. Selborne already sees daily traffic flows close to 10,000, with around 1,000 larger vehicles.

Blackmoor and Oakhanger lie on the western fringes of Bordon and Whitehill. Both villages are scattered along the network of minor rural roads, lanes that come under increasing pressure as the major routes become congested. The growth in local deliveries and small freight traffic resulting from internet retailing adds to such pressure. St. Matthew's Primary School adds daily traffic to Drift Road in Blackmoor, and the Victorian model estate legacy renders Blackmoor particularly vulnerable to intrusive highway engineering. To the north-east of Oakhanger, the proposed changes in the management of Shortheath Common offer opportunities to strengthen the connections of the village with its rural context.

The lanes linking the villages run broadly east-west, and include Hartley Mauditt, Oakhanger Road, Honey Lane and Sotherington Lane (linking Selborne and Blackmoor) and Bradshott Lane. All of these are generally narrow lanes with occasional passing spaces. Agriculture and orchards continue to define much of the landscape. A fine mesh of footpaths and bridleways criss-crosses the western half of the area.

Apart from the major recent investment in the A3 trunk road, there are no highway improvements currently planned, despite Selborne being a vital part of the SDNP as a tourist destination with over 20,000 visitors per year. The predominately rural nature of the area, and the historic linear form of the settlements, mean that they are especially vulnerable to heavy traffic loads, and less suitable for conventional traffic engineering methods.



Heavy, constant traffic in Selborne



Intrusion of highway measures - Oakhanger



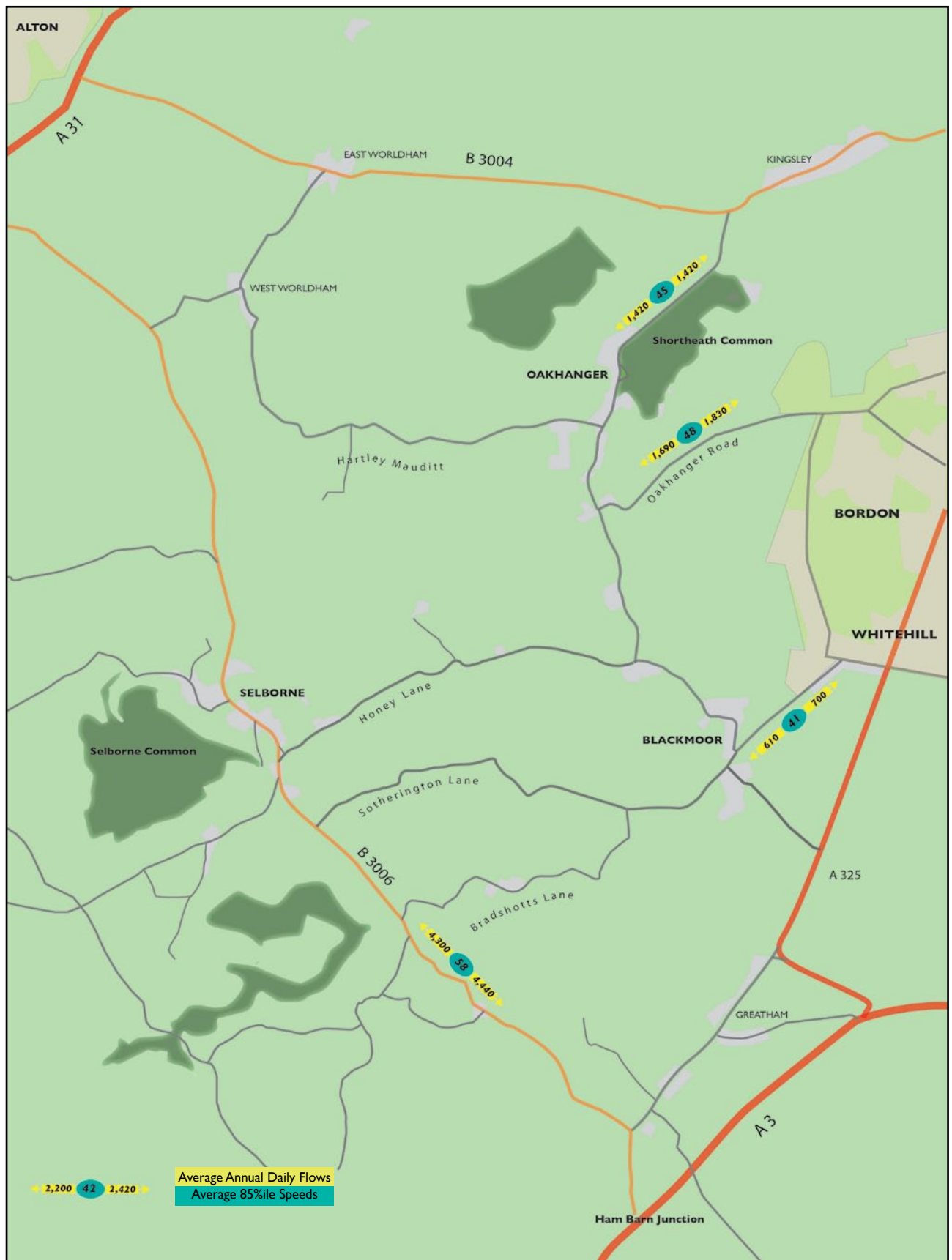
Rural lanes between Selborne & Blackmoor



Ineffective and intrusive traffic engineering - Blackmoor



Major highways run close to the rural villages



## The problem

The economic foundation of rural villages is changing. Farming, forestry and land management based on large estates no longer determines village settlement patterns. Increasing transport, employment and communications places new strains on both the fabric and the community structure of historic villages. Greater choice in business, retail and housing location means that villages depend ever more on the intrinsic qualities of their environment and the coherence of small communities.

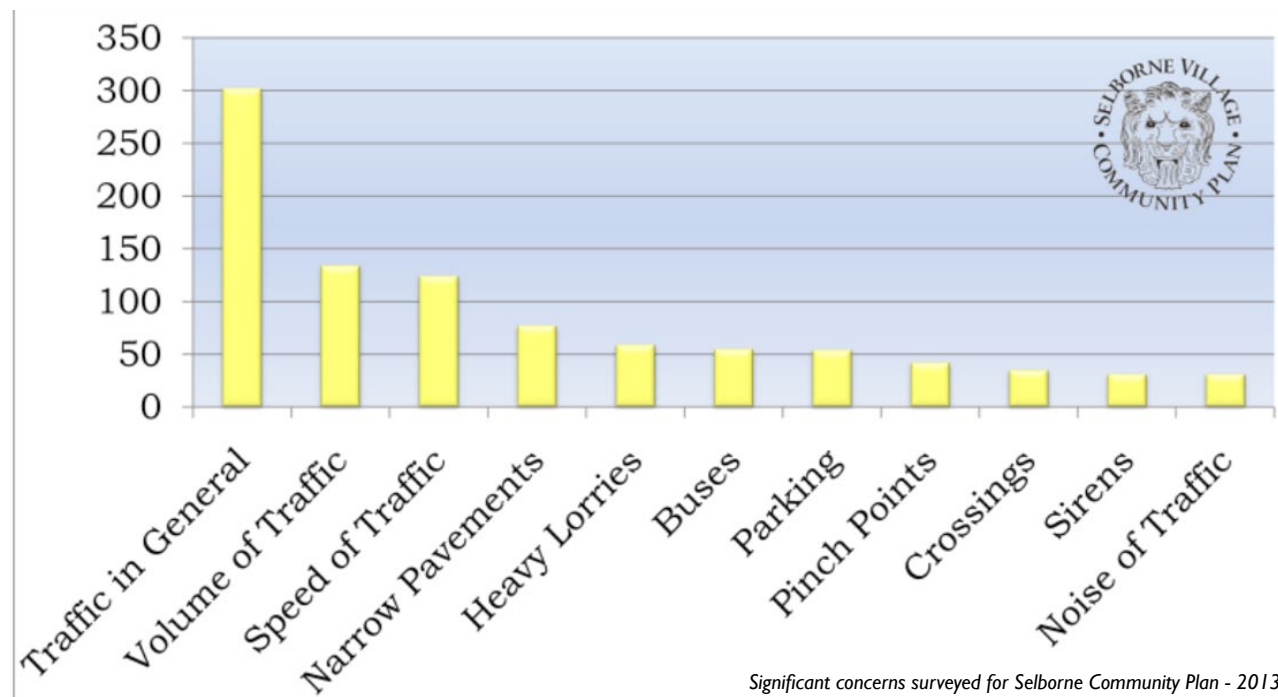
Both these qualities come under threat from increasing traffic pressure. Streets within villages, village greens and spaces, provide the informal public realm and connectivity essential to any community. These links and public spaces are particularly vulnerable to the speed and volume of traffic, and its relationship to village life.

The chart below from the 2013 Selborne Community Plan highlights the extent to which traffic issues dominate local concerns. Discomfort and safety concerns discourage pedestrian and bicycle activity. This in turn increases car dependency. Loss of pedestrian presence increases isolation as pavements and crossings become unpleasant and threatening. Noise, poor air quality, and the constant damage and abrasion from collisions add to the erosion of quality of life.

The loss of pedestrian comfort and confidence brings wider social consequences. Parents feel less confident allowing children to walk or bicycle to school or to visit friends; the consequent loss of freedom and independence and its effects on child health and development has been well documented. The loss of country lanes as places for recreation, walking, horse-riding or blackberry picking has similar effects. If traffic comes to dominate the physical environment of villages, a vicious cycle sets in whereby cars become the only option for movement.

The loss of street life and pedestrian movement has important economic as well as social consequences. Village shops, rural pubs and other small businesses rely on ease of access. If traffic is too dominant, parking and pedestrian movement becomes more difficult, and opportunities for external displays and activities are limited. Anything that discourages walking to the local shop, the pub or the village green can undermine the fragile economic viability of rural businesses when so many more distant options are available.

Traffic is already a serious problem in the area. The proposed development in nearby Bordon, together with growth in Alton and Liss, is likely to increasingly threaten the identity, viability and quality of life in the rural area.



Significant concerns surveyed for Selborne Community Plan - 2013





*The Street, Selborne before traffic*



*Circa 1960*



*Boys playing.  
1980*

*The Street, Selborne, today*





## Community participation

This report builds on a sequence of public events combined with meetings with members of Selborne Parish Council. The suggestion that the Parish Council commission its own study dates back to 2010, and has expanded from an initial focus on the specific concerns about traffic speeds and vehicles in Selborne itself, to cover issues related to traffic across the parish as a whole, including the villages of Blackmoor and Oakhanger. Although the three villages are very different in form and context, they are all three likely to be impacted by future developments.

The decision to focus parish resources reflected concern that the Transport Assessment for the proposed Bordon Green Town, prepared by Amey, under-estimated the likely traffic impacts. Likewise the Traffic Management Study commissioned from WSP by Hampshire County Council in 2013 failed to provide practical or effective measures, merely suggesting vague “environmental improvement schemes” and “traffic calming”.

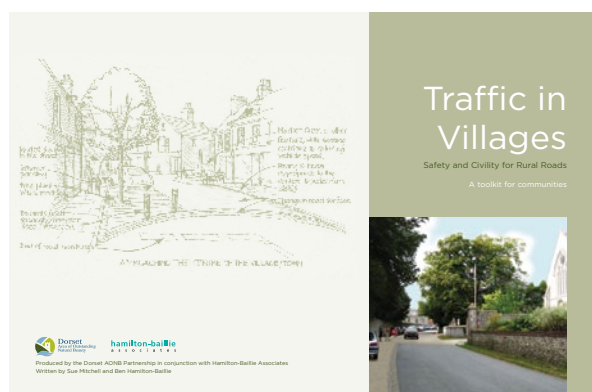
Preparation for the study included two local meetings with residents which also provided opportunities to engage with members and officers from Hampshire County Council.

The well-attended local events reflected the intensity of feelings and concerns about the growing impact of traffic, as well as widespread scepticism that much could be achieved through conventional transport planning or traffic engineering measures. The participation of officers from the new South Downs National

Park Authority added confidence in policy support for an innovative approach to highway design and rural conservation that could align with broader principles for greater community engagement in rural road design and management.

At local events, Ben Hamilton-Baillie outlined the shift in government policy and engineering practice taking place during recent years. The publication of *Manual for Streets 1 & 2*, and guidance such as *Traffic in Villages - A toolkit for Communities* by Dorset AONB have provided both an acceptance and appreciation for “places” as well as traffic routes, and given local communities a framework for a much stronger input into the configuration of their public space.

All of the local meetings, supported by individual responses and correspondence, broadly supported an approach to the issues based on addressing speed and driver expectations through careful street design in addition to other protective measures to minimise through traffic.

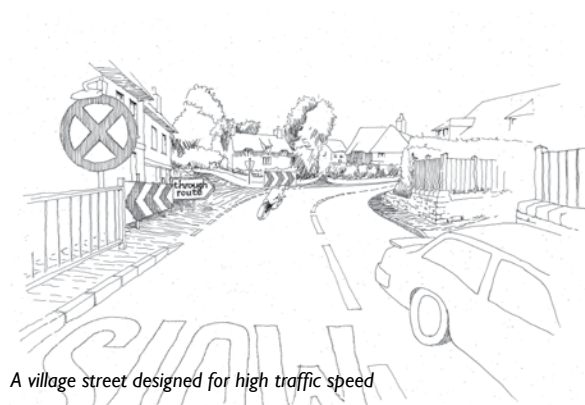


## Design principles

Our recommendations for Blackmoor, Oakhanger and Selborne draw on a combination of basic principles that have been employed elsewhere in the UK and in mainland Europe to closely align highway engineering with good urban and landscape design. Such principles combine to help create a low-speed environment that promotes safety, efficient movement and civility through maximising driver awareness of his or her surroundings.

Key to this approach is place-making. Selborne and its surrounding villages benefit from a varied and distinctive character. We aim to exploit these qualities to emphasize both a sequence of recognizable places and landmarks, and to accentuate the qualities and legibility of the villages overall.

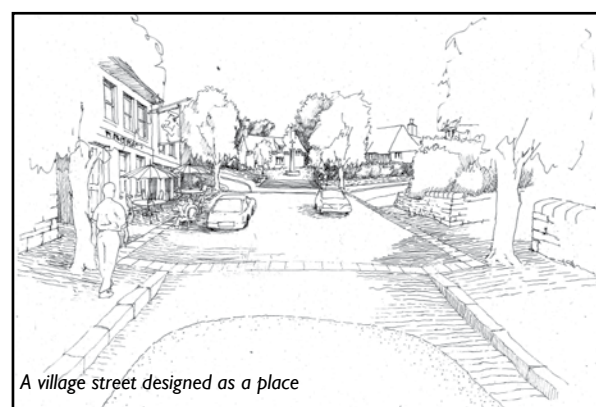
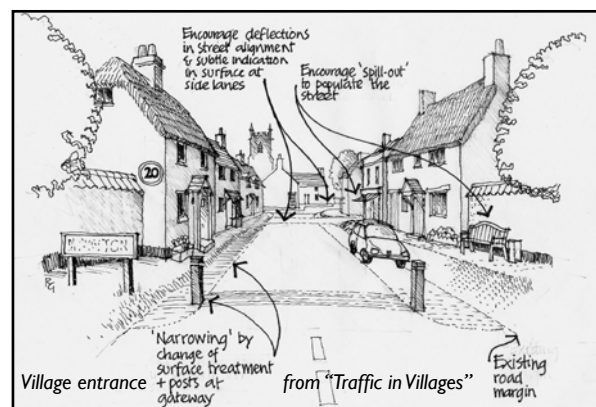
The ability by drivers to “read” and understand the village context is another related theme. Thus our suggestions seek to make the key buildings, such as church, school or village hall more visible. Integrating and making visible village life in a simple design language is central to our initial ideas and outline recommendations.



The principles of legibility and place-making also inform our approach to junction designs within the network. These are intended to discourage inappropriate through traffic, particularly by larger vehicles, by defining the nature and character of the route from the outset. Thus tight geometry, simple unobtrusive signing and paving will down-play entry points to the narrow lanes, and help define the lower speed character of the B roads.

At the boundaries of the settlements, we would seek to clearly establish and highlight the entry points to village centres. The transition point between the higher-speed links between villages and the low-speed context of village centres are critical. Signs and nameplates should be carefully located to align with the driver's perception of the start of the village.

Centre lines and stop lines should be consistently removed within villages to reduce the linearity of vehicle routes and thus reduce speeds. Highway signs should be minimised and combined with buildings and street furniture. Paving should be designed to reduce visual widths, clarify preferred parking positions, and highlight key spaces.





## The villages: Selborne

The largest and most varied village in the study area, Selborne also suffers from much the highest traffic volumes. A linear village stretched along the B3006 and the older route to Alton (Gracious Street), Selborne continues to serve as an important focal point for visitors to the area. The village is closely associated the 18th century naturalist, Gilbert White, and with his former house and museum at The Wakes is a popular tourist destination. The Primary School, the Village Hall, the Queen's Hotel and the Selborne Arms, together with the post office and village stores provide the main landmarks along The Street.

With the exception of intrusive chicanes and signage at the village entrances, the main route remains relatively free of road markings and clutter. Pavements are narrow and uncomfortable for pedestrians. An attempt to introduce some visual narrowing, with a painted strip parallel to the kerb, has now largely faded. The carriageway narrowings and courtesy crossings are located with little reference to pedestrian flows and "desire lines". Parking is haphazard along The Street, generating some congestion and blockages to both traffic and pedestrians.

Traffic speeds can be uncomfortably high, despite the 20 mph limit, especially on the northern approach to the village and by the entrance to the primary school. Frequent damage is reported to the bollards that surround the physical narrowings at the entrance and at various locations within the village. The accident pattern for the past ten years records many slight or serious accidents associated with excessive speeds, particularly clustered around the village entrances.

It is too early to assess the effects of the recent widening of the A3 Ham Barn roundabout, but the Highway Agency's works may encourage more HGVs to access the B3006 through Selborne (despite the 7.5 Tonne weight limit). The last traffic survey in 2009 recorded daily flows of around 8,800 vehicles, typically around 950 during peak hours. Amey's Transport Assessment for the Bordon development predicts around a 20% increase in overall two-way traffic, with higher increases for northbound flows.



*High traffic volumes and narrow footways*



*The awkward priority narrowings are not effective in reducing speeds*



*Courtesy crossings do not reflect pedestrian flows*



*Traffic south of Honey Lane on the B3006*





## The villages: Oakhanger

Oakhanger presents a striking contrast to Selborne. An ancient settlement adjoining the nearby Roman road, the village retains a much more informal, dispersed character, with a number of linked farms and buildings off the north-south road, which meanders through the heathland of Shortheath Common. The church and village hall face onto a triangular green. The pub and the bus stop are separated from the green by a narrow section of road lacking a footway.

Oakhanger lies close to the former Louisville Barracks in Bordon, and is likely to see increases in traffic as a result of development there. The 2012 survey of average daily traffic records around 3000 daily vehicle movements, of which 180 are HGV's. Coomers' Building Yard and the plant at Chapel Farm generate some local freight traffic, but there is concern that Hogmoor Lane will generate greater traffic through the village following the development.

Sign clutter and traffic engineering is more intrusive in Oakhanger, especially at the pair of priority narrowings north and south of the Village Green. These appear to be ineffective in reducing speeds and detract significantly from the quality of the village. Carriageway widths are generally 5 metres, and the absence of a footway in the 90 metre stretch south of the green combines with a relatively high speed environment (with centre line markings) to discourage pedestrian and bicycle movement. These "narrows" separate the Red Lion pub and bus stops by the Hartley Mauditt junction from the rest of the settlement. The 30 mph speed limit signs are located well outside the core village area.

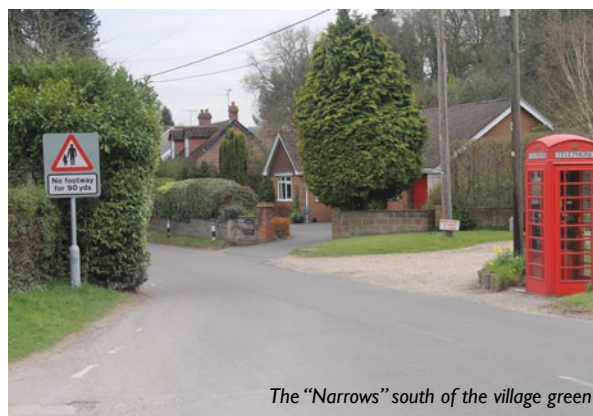
Oakhanger has an unusual, timeless quality, partly as a result of its close relationship to the nature reserve and distinctive landscape of Shortheath Common. Although flows of traffic are lower through Selborne, the village feels particularly threatened by surrounding development, increases in vehicular flows, and the highway engineering and creeping suburbanisation that often goes with it. Retaining its particular qualities, and ensuring that the roads convey the quiet, rural character of the village to drivers is of critical importance.



*The village green surrounded by timber bollards*



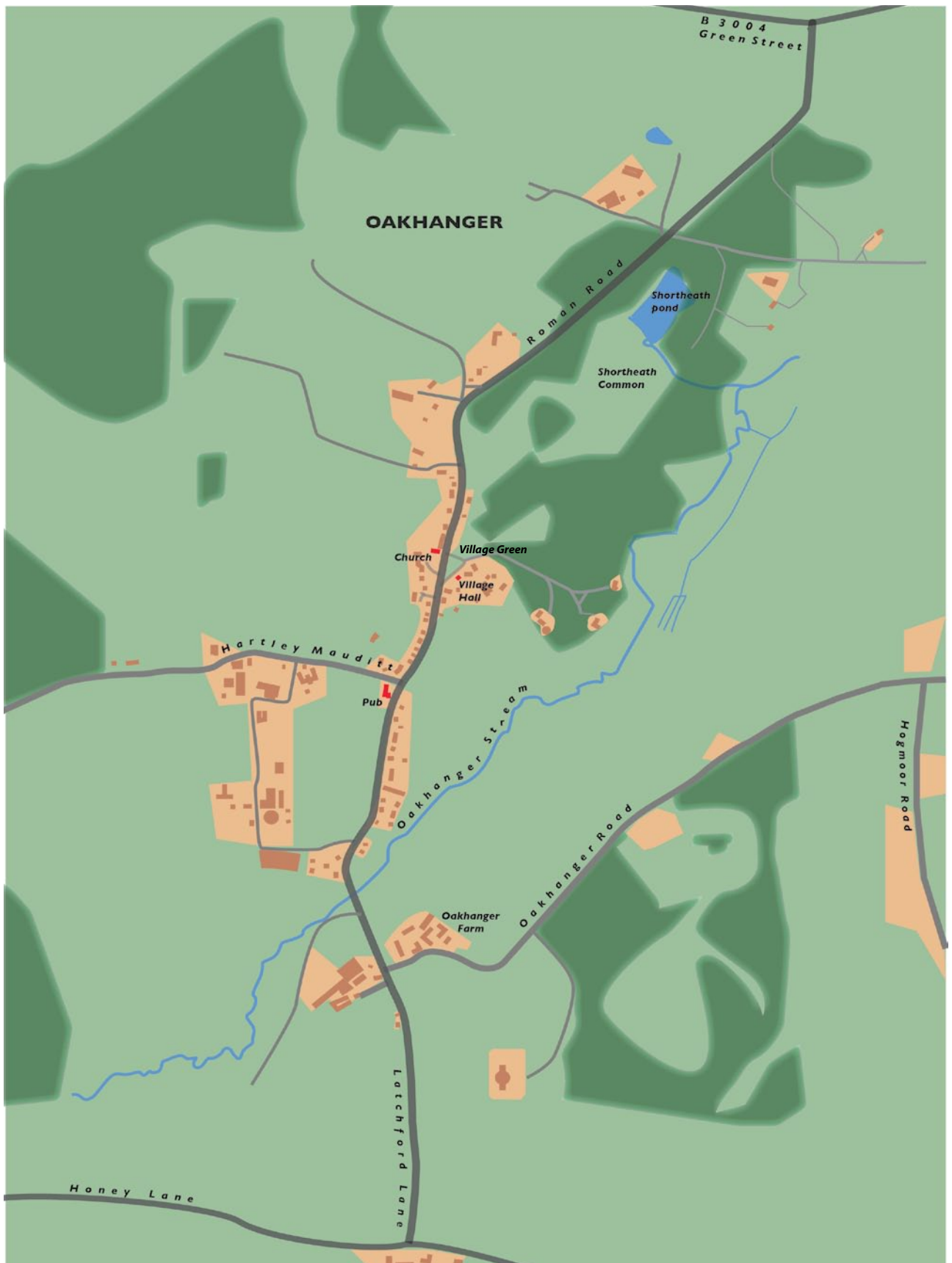
*Priority narrowings intrude into village centre*



*The "Narrows" south of the village green*



*Hartley Mauditt junction and the Red Lion, on the southerly approach*





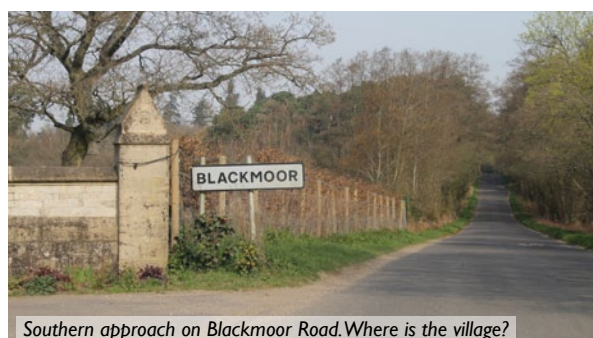
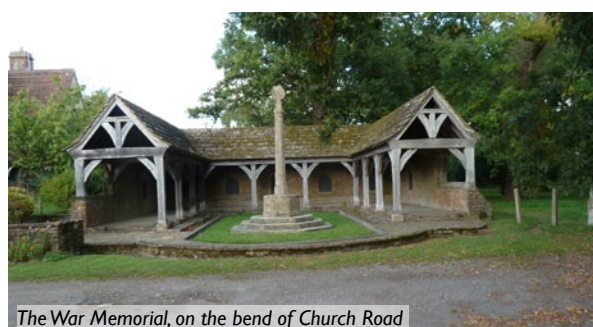
## The villages: Blackmoor

This area of North-East Hampshire is remarkably varied. Blackmoor is the smallest settlement in the parish, and once again a very different shape and structure from Oakhanger and Selborne. Consisting mainly of a 19th Century model estate of church, former school house and estate workers' cottages, the village is a scattered collection of housing based around the crossroads of Drift Road, Church Road, Blackmoor Road and Sotherington Lane, lying close to the edge of Whitehill. A small shop on the junction of Firgrove Road in Whitehill, and the primary school on the north side of Drift Road, draw the centre further east from the historic focus around the magnificent Waterhouse church and war memorial on the bend of Church Road on the lane towards Oakhanger and Selborne. As a village, Blackmoor lacks a clear identity or definite boundaries.

Its scattered form and its edge-of-town location generate particular problems of traffic speeds. The long straight alignment of Drift Road, combined with much linear informal parking creates an especially unsatisfactory entrance to the school. The space framing the church, war memorial and former schoolhouse is dominated by a sweeping bend in the road. Speeds of over 40 mph are the average on Drift Road, and the clumsy signage and flashing school warning lights seem to have little effect.

The lack of an identifiable shape to Blackmoor is exemplified by the location of the village nameplates. These are located with no reference to the surrounding built environment - the sign on Blackmoor Road is positioned close to the A325 Petersfield Road, about a kilometre outside the village. Drivers heading out of, or into, Bordon and Whitehill have few cues to remind them that they are in a village.

Drift Road carries around 1,350 vehicles per weekday. The TA suggests that the Eco-town development will add 12% to traffic volumes, but this may be an under-estimate given the proximity of the settlement to Whitehill and Bordon. The WSP proposals include setting a 20 mph limit for the village, supported by vague proposals for "pinch points with single lane working, passing points and informal footways."







## Area-wide proposals

North-East Hampshire, in common with all other areas of the country, needs both major strategic highways and a network of small scale access roads, lanes and village streets. More than most parts of the UK, Selborne and its surroundings will come under increasing pressure from traffic growth over the coming years. Opportunities for major capital projects to adapt the road infrastructure, such as village bypasses, are limited and likely to remain so for the foreseeable future.

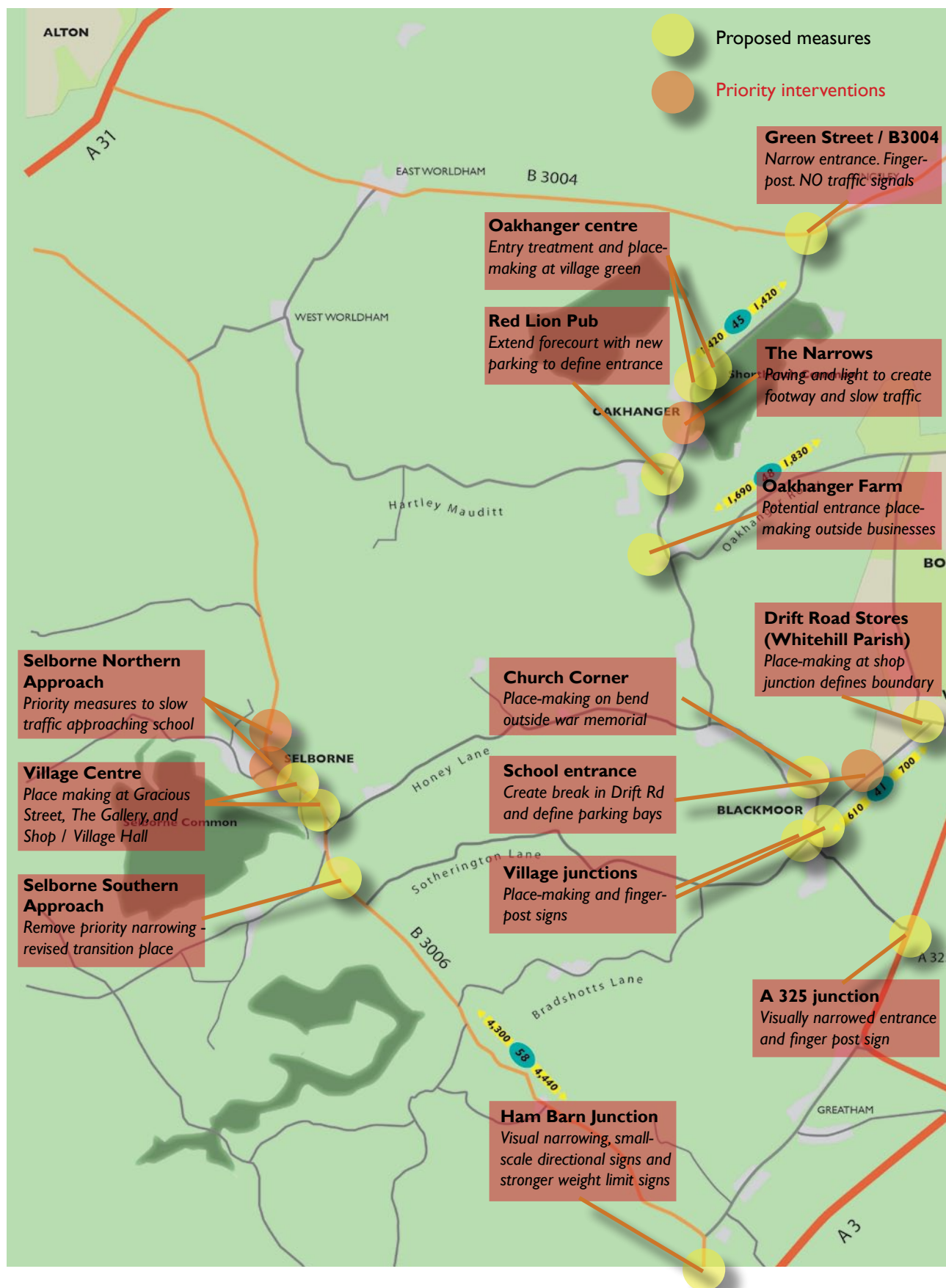
Our general recommendations for the area seek to contain and promote the use of the main strategic highways for through-traffic as much as possible. To this end, our proposals seek to maintain and reinforce the contrast between major roads, and the network of multi-purpose minor access roads and lanes. For this reason we advise against extensive hard engineering, road widening, intrusive traffic calming, road closures, one-way systems, traffic cameras and the like. All such measures have the effect of extending the “highway” world into the rural tranquillity of the area, eroding the unique and distinctive qualities that are most valued.

In contrast to the use of conventional traffic engineering, we recommend ameliorating the impact of existing and future traffic growth through influencing driver expectations and behaviour in order to reduce speeds and discourage use of the minor network for “rat-running”. This will be achieved over time by careful attention to key junctions, entry and transition points, road materials and the overall “lanescape” and surroundings of the minor roads. At the same time, the 7.5 Tonne weight limit should be reinforced, using community organised peer pressure and initiatives along the lines of “Speedwatch” neighbourhood partnerships.

The junctions marking the entry points to the Selborne area should, wherever possible, be configured to downplay expectations amongst drivers concerning speed and access. This is in contrast to the recent measures by the Highway Agency at Ham Barn, but should nevertheless be systematically applied across the area as a means to implement the Transport Assessment recommendations for the proposed Green-Town, and for all subsequent planning applications.

The map opposite indicates the suggested locations for small-scale adaptations to the existing network. Priority should be given to key issues within, and on the boundaries of, villages, especially where safety is jeopardised by existing arrangements. These include measures outside the schools in Blackmoor and Selborne, and along the narrow section south of the village green in Oakhanger. Within the villages, as elsewhere in the network of lanes, every opportunity should be taken to create distinctive places, to highlight landmarks and notable buildings, and to reduce the linearity of through routes and bends in the road. In combination, and over time, such measures (some of which are illustrated in subsequent pages) provide a basis for a coherent strategy for the three villages, and represent the best use of limited resources to maintain and enhance village tranquillity and civility.







## Sketch proposals: Selborne

To ameliorate the impact of the inevitable high volumes of traffic on the B3006 through Selborne, it is essential that a very clear transition between the high speed highway and the village is established. Goslings Croft represents the northern most point of the village. Although the village sign and speed limit reflect this, the existing road markings and signage carry the higher speed context closer to the bend down towards the school. The arbitrarily positioned priority narrowing fails to announce arrival, and merely contributes to driver frustration.

We recommend removal of the chicane, and the introduction of a simple piece of placemaking - perhaps concentric rings of setts - to mark the entrance to the housing area. We would locate the village nameplates as part of this feature. The centre line road markings should end at this point, and a combination of planting and kerb edge visual narrowing emphasize the start of the village context. Highway signs, and all other conventional highway elements, should be minimised from this point.



## Northern entrance Goslings Croft



## Sketch proposals: Selborne

Selborne Primary School and its entrance is hard to spot at present - the approach lies at the bottom of a dip, and there are no clues to highlight the critical crossing point from the footway on the east side. Traffic speeds, especially of south-bound vehicles, are too high for the comfort and safety of children and parents. The railings on the narrow pavement have the effect of isolating drivers from the context. The road markings, signs and guardrail combine to create a hostile environment.

We propose giving very strong visual clues, both north and south, to announce the presence of the school, and the likelihood of children crossing at this point. Reduced carriageway widths and playful school paraphernalia could give strong emphasis to this important location. The installation of a discreet light on a nearby pole would help highlight this key location.

## The primary school entrance





## Sketch proposals: Selborne

The junction with Gracious Street is another important “punctuation mark” along the long High Street through Selborne. Gracious Street traces an older route to Alton and the north-west, and now serves a significant number of Selborne’s houses. As such, this junction provides the entry point for many outlying residents into the village centre.

The junction also has the potential to serve as a lobby to Plestor Square, and to mark the approach to the school entrance. It would be helpful to emphasize the junction as a place, rather than merely as a sweeping bend in the route through Selborne.

We would recommend the insertion of a simple geometrical shape, such as a circle, and the removal of the road markings. The materials of the setts for paving could reflect the colour of the adjoining walls.

## Gracious Street



## Sketch proposals: Selborne

Just south of the junction with Gracious Street, the buildings form an attractive informal square, bounded by The Gallery on The Plestor and the pavement-fronting houses on The Street. At present the road alignment emphasizes the sweep of the bend, rather than the square, leaving limited pedestrian space.

We would recommend repaving a short section of The Street at this point to give much stronger spatial definition to the square, and perhaps adding a specimen street tree to help mark the termination of the main part of The Street. Planters could help define the boundaries of the space, and slow traffic on entry.

Throughout the length of The Street, and through the village itself, we strongly recommend measures to reduce the apparent width of the carriageway to help slow speeds. This would be more robust and distinctive than the previous initiative, and might be demarcated with a single row of setts sunk into the paving. A low kerb with suitable tactile surfacing would continue to define the carriageway.

## Plestor Square





## Sketch proposals: Selborne

Selborne is fortunate in retaining a village store and post office, located opposite the well-used village hall. This is clearly the heart of the village, framed between the Queen's Hotel and the Selborne Arms pub. At present, the dominance of the space by traffic discourages pedestrian presence in the area, and crossing the street can be uncomfortable.

Our sketch reflects a possible approach to allow the key buildings to work together to frame a clearly identifiable village heart and gathering point. A notional kerb would narrow the apparent carriageway to provide increased pavement space and make diagonal crossings easier. As for The Plestor Square, the space could be further defined by the positioning of stout planters.

Delineating an occasional short-term parking or loading bay in the stretch either side of this space would help clarify driver expectations, although there is only limited scope for parking on street.

## The Village Centre





## Sketch proposals: Selborne

The Selborne Arms, together with the Plestor Square and the Queen's to the north, defines the historic core of the village. Pub forecourts provide useful opportunities to re-establish human presence in the streetscape, and thereby to influence driver expectations. It is remarkable what effect even small-scale efforts to “colonize” external space can bring to shifting the balance of a busy street away from exclusive traffic use.

Older photographs of the High Street illustrate the measures introduced some years ago to reduce visual widths. We would strongly recommend re-instating an edge strip parallel to the kerb, but with much more permanence and conviction than the earlier initiative. Most importantly, the colour and texture should be selected to reflect the pavement itself, so that pedestrians are given a degree of buffer between traffic and footway, and drivers associate the edge strip with pedestrian space. Again, the acquisition of some suitable robust planters could define the space and carry small-scale signage.

## The Selborne Arms



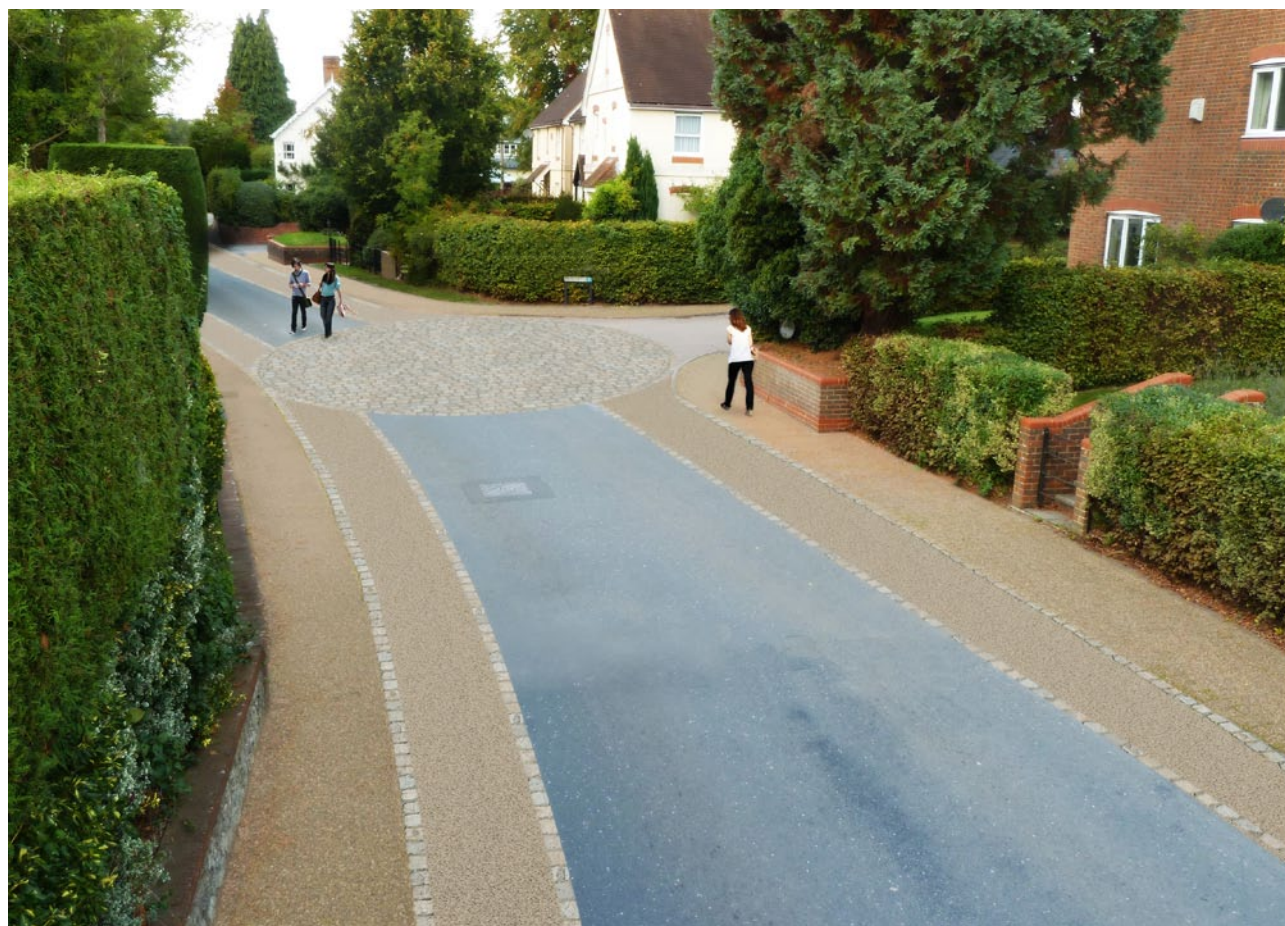


## Sketch proposals: Selborne

Driving speeds in villages are best controlled where drivers can sense progress through a sequence of identifiable spaces. To this end, we recommend identifying a number of junctions that can serve as simple places, with no clear definition given to the through route. This breaks down the linearity of the main route, and introduces a subtle element of uncertainty and ambiguity. Such uncertainty can help foster informal social negotiations between drivers, and between drivers and pedestrians.

A number of simple courtesy crossings have been introduced in recent years, marked by reflective bollards. However, these have been positioned with little relevance to natural crossing points or “desire lines” for pedestrians, and often lead straight into a tall hedge, fence or wall. With a reinforced edge strip achieving a significant reduction in the apparent width of the carriageway, we would recommend deleting these crossings, except at key points such as the school.

## Maltby's





## Sketch proposals: Selborne

A key element in the strategy for Selborne and its surroundings is to maximise the “legibility” of the streets and roads. To this end, every effort should be made to highlight and mark elements in the landscape, or places of significance. These might be streams or river crossings, historically significant places, or points where the road network intersects with other routes. The junction with Honey Lane is one possibility. The southern end of Selborne stretches for some distance south of Honey Lane, with little “edge friction” to slow traffic speeds.

Close to an intriguing roadside well, where the stream runs under the road, a footpath linking Newton Valence with Sotherington Farm crosses the B3006. At present the road makes no reference to this ancient route, nor to the Well Head.

We would propose introducing small-scale measures, such as an area of setts to highlight this point and to break down the linearity of Selborne Road (the B3006).

## The footpath and Well Head





## Sketch proposals: Selborne

The three miles of the B3006 between the Ham Barn roundabout and the southern edge of Selborne at Ketcher's Farm allows drivers to pick up significant speed on stretches of wide, fairly straight road. At present a clumsy artificial priority narrowing is the only element attempting to alert drivers to the change in speed environment. It is not particularly effective, and speeds pick up again north of this point.

We would recommend removing the narrowing island, removing centre line markings, and combining the village nameplate with a revised entry treatment that reflects the grass verges and defines the southern boundary of Selborne. Taken together with the other measures to redefine the main route of the B3006 through the village, the proposed arrangements combine to provide drivers with a consistent set of cues about the nature of the village and the contrast to the surrounding higher speed highway.

## Southern entrance





## Sketch proposals: Oakhanger

Oakhanger's layout and development pattern is unusual. The lack of a conventional structure of a main street with buildings clustered around a focal point, and the fragmented and piecemeal character of the village provides much of its charm. But this scattered development pattern adds to its vulnerability to traffic. The village does not impose itself on Oakhanger Road, its principal street, and it is difficult for drivers to gain a sense of the village's presence. Speeds thus tend to creep up, and there is a tendency for suburban highway elements to creep in.

The proposals for future grazing on Shortheath Common may provide opportunities, such as the introduction of cattle grids, to better define the northern approach from the B3004 (Green Street). In the meantime, a stronger transition point north of the village green should replace the ineffective priority narrowings. The B3004 junction should appear as a very minor turn, with a finger-post and tight entry radius. Traffic signals should not be installed if traffic increases are to be minimised.

## Northern approach



*Existing approach from the north*



*Junction of the B3004 and Oakhanger Road to the north*



*A simple roundel to mark the start of Oakhanger.  
This could be made more pronounced with a cattle grid*



## Sketch proposals: Oakhanger

The route into Oakhanger from the south creates similar difficulties for drivers to maintain awareness of the village context. The half mile between the Oakhanger Farm junction and the Red Lion includes some scattered housing at Lion's Field and elsewhere, but much of the village is concealed behind high hedges. Oakhanger Stream is barely visible, and there are few points of reference to reinforce the message of the village nameplate and speed limit sign.

For this reason we would recommend a similar, simple roundel treatment to provide a sense of place and to slow traffic at the junction to the west, just south of Lion's Field. This helps to break down the linearity of the approach, and reduce speeds. Such measures can be introduced whenever development opportunities arise, or when the existing road surface needs maintenance or renewal.

## Southern approach



*The southern approach bounded by tall hedges*



*The existing village sign at the Oakhanger Stream bridge*



*An informal roundel at the turning to T.C.S Oakhanger*



## Sketch proposals: Oakhanger

Scattered farms and commercial sites generate some local traffic south of Oakhanger, and the approach from the south, from Hartley Mauditt and from Oakhanger Road, feels wide, fast and featureless. The set of businesses at Oakhanger Farm, to the east, may provide an opportunity for place-making, and a change in the road characteristics, on the approach from Bordon to the east.

However we would recommend working up proposals with the owner and landlord of the Red Lion to agree a scheme to provide significantly enhanced outside space, together with some limited on-street parking opposite the pub. This might include repositioning the pub sign further forward, and allowing an ambiguous boundary between the forecourt and Oakhanger Road.

A simple roundel, and removal of road markings, together with a simple finger-post sign will help to establish the village context.

## The Red Lion and junction to Hartley Mauditt



*The southern approach at Hartley Mauditt junction*



*Oakhanger Farm - opportunity for place-making on the approach from the east*



*Place-making at the junction and outside the Red Lion to mark the village entrance*



## Sketch proposals: Oakhanger

A priority need in Oakhanger is to address the 90 metre gap in the pedestrian link between the village green, to the north, and the rest of the village to the south. This includes access to the bus stops and the Red Lion pub. A conventional scheme, using road markings and warning signs, has been put forward, but this would have the effect of emphasizing the highway context and linearity of The Narrows. The priority narrowing to the north already introduces much highway clutter to the village green context.

We would recommend a more contextually sensitive approach, and one that draws driver attention to the narrowness of this stretch, and establishes a notional space for pedestrians. A single row of setts or cobbles allows a visual and tactile boundary and guide to be established, which could be used to allow two larger vehicles to pass, but only at the sufferance of pedestrians. The addition of a vertical element, such as our suggested lamp column, adds a degree of protection to the pedestrian space. We would recommend that the local community and owners arrange to keep the hedge well trimmed.

## The Narrows



*The Narrows from the south*



*The Narrows from the north - an uncomfortable gap in the pedestrian links to the bus stop and pub*



*Pedestrian presence and space defined by notional footway protected by a*



## Sketch proposals: Oakhanger

The triangular green at the heart of Oakhanger is a special place. Celebrated as a Millennium Green in 2000, its central tree with surrounding seating provides a focus for children's play and social contact. The loosely paved roads and short wooden posts around the green, and the gravel tracks leading off, establish an easy relationship with the nearby SSSI and Special Area of Conservation of Shortheath Common.

By contrast, the traffic engineering has not been kind to Oakhanger. Even with faded centre lines, the road has a strongly linear feel, and speeds remain uncomfortably high. The priority narrowings have introduced signing and stop lines, which jar uncomfortably with the quiet backwoods feel of the village green.

We would recommend exploiting the gravel colour and texture, together with the soft kerbs of the surrounding tracks, to establish a place fronting Mary Magdalene Church, with planting and carefully positioned boulders or similar to define and control parking. Seating should address the road to maximise human presence.

## The Village Green



*The existing linear southern approach to the village green*



*Soft kerbs protected by boulders or posts,, combined with planting, seating and gravel paving to redefine the centre*



## Sketch proposals: Blackmoor

Like Oakhanger, the boundaries of Blackmoor are not easy to define. Although the fine church, hall and war memorial provide the historic focus, other developments to the south and east, towards Whitehill have pulled the centre towards Drift Road. The latter's wide and straight alignment makes it vulnerable to fast traffic heading out of, or into, Whitehill and Bordon.

There may be opportunities, just outside the parish boundary, to mark the eastern approach to Blackmoor at Firgrove Road in Whitehill, by creating a more distinctive place around the small shop set back from the junction. However, we would recommend initially focusing priority on the primary school entrance, and on the junctions of Drift Road with both Church Road and Blackmoor Road.

The sketch below suggests an approach to breaking down the linearity of Drift Road at the junction with Blackmoor Road. It gives emphasis to the fine mature trees, and the use of simple finger-posts to emphasize the place qualities is important.

## Blackmoor Road junction



*The shop forecourt and junction of Drift Road with Firgrove Road offers a further opportunity for place-making just north-east of the parish boundary at Bracken Lane*





## Sketch proposals: Blackmoor

The junction with Church Road forms one part of a pair, and is important in slowing traffic both on Drift Road, and on the entry into Church Road.

Again, we have proposed exploiting the qualities and presence of the notable pine tree, visually narrowing the turning into Church Road, and creating a visual break in the route along Drift Road. A double ring of inset setts helps define the area of applied surface treatment, which could be a variety of materials such as bound gravel or textured bonded dressing. Replacing the standard directional signs with a finger post helps establish the speed framework and reinforce the rural context.

## Church Road junction





## Sketch proposals: Blackmoor

By far the most immediate concern regarding traffic impact in Blackmoor is the current alignment and configuration of Drift Road, particularly where it passes the entrance to the primary school. Traffic leaving Whitehill, and approaching Whitehill from Church Road junction, is presented with a wide, straight and apparently featureless road. It carries around 1,400 vehicles a day, and average speeds are over 40 mph. During school delivery and collection times, kerbside parking dominates the school side.

We would recommend working with the school governors and PTA to develop a strong school entrance place, with measures to discourage immediate parking in the vicinity and with recognizable features associated with the school. The entrance is roughly half-way along Drift Road, and provides an opportunity for the alignment of the carriageway to be offset at this point, breaking the continuity. An additional transition at Bracken Road would likewise help. Defining the roadside spaces for parking would also help visually narrow Drift Road to help reduce the speed context to nearer 20 mph.

## Drift Road and primary school entrance



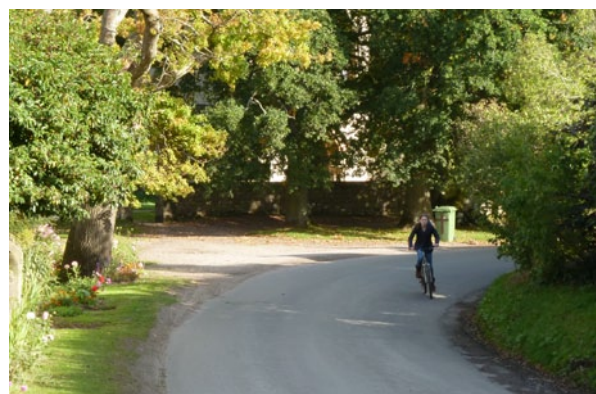


## Sketch proposals: Blackmoor

The final element recommended for Blackmoor focuses on the historic core of the village. The church, the village hall and the war memorial combine with the mature trees to create the potential for an informal square and gathering place. Such a square would be of value to visitors as well as residents, but would critically help reduce the speed environment on this steep bend in Church Road.

A simple geometrical form such as a circle, bounded by a row of inlaid setts would establish a clear sense of place at this important and memorable location, helping to maintain the distinctive identity of Blackmoor and its separation from the nearby busy highways. The geometry of the bend would still permit agricultural and large vehicles to manoeuvre safely, but would reduce speeds and increase driver awareness. A vertical element like a tree could help maintain the place qualities at night, and would also protect the extended inner corner from vehicle damage.

## The War Memorial





## Conclusions and next steps

This report builds on the key principles and overall approach discussed and widely endorsed at public meetings in 2013. It is not intended to provide a comprehensive set of fixed proposals, but to help illustrate the potential application of such principles and to identify the areas where interventions are likely to be most effective. Some of the key influences, such as Ham Barn, Bakers Corner and the A31/B3006 lie outside the parish boundaries, and require cooperation with others.

The cost of introducing measures such as those illustrated will depend on the quality of materials and finishes selected, and on the extent to which work can be carried out without road closures and traffic diversions. Funding is likely to be assembled from a variety of sources, including the SDNPA, regeneration money, highway maintenance and improvement budgets and developer contributions, particularly those related to Bordon Green Town. A set of initiatives such as those outlined is likely to demand consistent determination over many years, and will require careful phasing and planning over an extended time frame.

The small-scale interventions illustrated are entirely consistent with national and local policy, and could help establish Selborne as a model for reconciling village qualities with traffic movement.



Although requiring much additional work and detailed discussions, the sketches and recommendations are intended to help build a consensus around a strategy for responding to the rapidly changing economic circumstances facing small towns and villages. Selborne, Oakhanger and Blackmoor have the opportunity to ameliorate the impact of traffic by accentuating and highlighting the low-speed context of their distinctive village environments.

Cars, vans, lorries and buses will continue to play an integral part of day-to-day rural life. However, a shift in the priorities away from higher speed highways towards low-speed, shared spaces offers the opportunity to promote greater numbers of walkers and cyclists, to give children greater freedom of movement, and to encourage economic vitality and social connections. In doing so, the approach outlined here builds on exploiting the intrinsic qualities of Selborne, Oakhanger and Blackmoor to achieve greater safety, sociability and civility.

**“A safe street is one that tells a rich story  
its past, its current circumstances, and the  
future aspirations of its residents”**

Hans Monderman (1946-2008)  
Head of Road Safety, Friesland, NL

