

GALES BREWERY, HORNDEAN

Development Principles

Introduction

The Gales Brewery closed in March 2006. It occupies a high profile central position in the village of Horndean. The closure raises issues for the village and presents opportunities. The site is a sensitive one as it lies mostly within the Horndean Conservation Area and a number of the buildings, including the iconic Brewery Tower, are worthy of retention. It is expected that the Brewery site will be put up for sale early in 2007.

Objective

To inform local residents, businesses and all other stakeholders in the village of Horndean as to the development potential of the Brewery property and to establish development principles that will influence both the sale of the site and its future development.

The Property

The property comprises three parcels of land - see plan attached as Appendix 1.

- Site 1 The largest site is on the west side of London Road and is known as the Admin and Sales site. This site has an area of one hectare.
- Site 2 To the east of London Road and north of the main Brewery Building, is the site known as the Distribution Centre, having an area of half a hectare.
- Site 3 The Brewery site itself, which is opposite the Admin and Sales site on the east side of London Road, north of the Ship & Bell Public House, comprises 0.23 hectares. This area excludes the Ship & Bell P.H and its car park and letting rooms as the pub is not included in the land to be offered for sale.

There is a wide variety of buildings on the property. The main Brewery building and tower were re-built in 1869 and there followed many later additions. The houses and cottages fronting the west side of London Road date from the same period. There are also a number of the other buildings on the site that are of more modern vintage and of varying architectural quality. Whilst no building is specifically listed (listed building are designated by the Secretary of State for Culture Media and Sport with advice from English Heritage and enjoy statutory protection because of their special architectural or historic interest) all the buildings on Sites 1 and 3 and part of Site 2 are protected by their Conservation Area status. This means that no building within the conservation area can be demolished without the Council's consent.

The main Brewery site is broadly level, but the other two sites slope down towards the London Road.

Planning Policy

The main planning policy documents are the Hampshire County Structure Plan Review (1996-2011) and the East Hampshire District Local Plan: Second Review. Both plans are up to date and adopted and have been through extensive public consultation processes. The South East Plan is also being prepared and in time will replace the Hampshire County Structure Plan. These plans have been drawn within the policy framework provided by National Planning Guidance and set the local and regional context for considering any proposals for re-development.

Horndean is defined as a “major settlement” wherein there is a general presumption in favour of redevelopment/regeneration because the area is served by a range of local facilities including some local public transport. The thrust of planning policy therefore, is to create mixed and inclusive communities and provide a range of employment, services, and new homes for the local community.

The planning policies therefore, recognise the importance of a healthy economy and aim to provide for a balance of employment and housing land. Whilst there is a general presumption in favour of retaining existing employment land, in employment use, when judging re-development proposals consideration will be given to the character and amenity of the local area, as well as viability and demand issues, and the benefits that may be provided through re-development for alternative uses.

Any redevelopment that includes residential accommodation must provide a housing mix that reflects the needs of Horndean and 35% of it must be affordable housing in accordance with Policy H11 of the East Hampshire Local Plan: Second Review.

Whilst the preference will always be for on-site provision, any residential development will otherwise need to make a financial contribution towards the off-site provision of public open space and a contribution towards necessary community facilities in accordance with a scheme to be agreed with the Council. All forms of development will be required to make a contribution to alternative means of transport other than by car. This can be in the form of physical improvements either near the site or through a financial contribution, the appropriateness of which will be determined through by traffic assessments submitted with any planning applications for the redevelopment of the site.

Conservation Area Status

The Admin and Sales site (Site 1) and the Brewery sites (Site 3) are both wholly within the Horndean Conservation Area. Conservation areas are areas of special architectural or historic interest and are designated by the Council. In making decisions on planning applications, the Council must pay special attention to preserving or enhancing the character or appearance of the area.

Conservation area status does not mean however, that all existing buildings should be preserved – it is the character of the area that matters. Any new development, including buildings and extensions or other alterations, should be carried out in a way that does not harm the area's special character. This means that it should respect

the character, appearance, scale and massing, and density of buildings in the area. It should respect any predominant style of buildings, but where there is not a uniform style, contemporary designs of high quality may be acceptable.

Issues

1. The Conservation Area status and historic nature of some of the redundant buildings mean that a contextual analysis, building audit, and Design Statement are required to guide proposals for their re-use, refurbishment, extension and/or demolition and replacement;
2. The Brewery tower and adjoining original Brewery building (rather than the later additions) and the cottages and houses fronting the west side of London Road add to the character of the Conservation Area and are worthy of retention and improvement. What new uses could they most appropriately be put to?
3. To what extent are differing land uses (employment, residential, retail, leisure, care home etc.) viable in terms of the existing buildings and/or proposed new buildings? How will the requirement for the retention of a number of the existing buildings impact on the mix of uses likely to be viable/achievable?
4. The closure of the Brewery has resulted in a loss of around 100 jobs –To what extent is it realistic or appropriate to expect any employment loss to be mitigated through re-development?
5. The highly sustainable location of the property, the neighbouring residential uses, and design considerations suggest that a comprehensive mixed used development would be appropriate. All development proposals must demonstrate that the amenity of the existing residents is not harmed and wherever possible is enhanced;
6. The accesses to and from London Road would benefit from rationalisation. As part of any comprehensive re-development proposals, improvements in safety for pedestrians and other road users must be achieved, together with environmental traffic improvements;
7. How does the availability of the Brewery site affect the future of immediately adjoining land and premises e.g. the Horndean Precinct?
8. How should the development address the perception of traffic volumes and congestion through the village and in particular the potential for a new access onto the A3M; and
9. Address the need for adequate parking.

Opportunities

Clearly, the Brewery closure and proposed sale of the site present a unique and exciting opportunity to improve the Village centre of Horndean.

With care and sensitivity to the local context, re-development proposals should create the opportunity to:-

1. Re-generate and revitalise Horndean village centre;
2. Conserve and enhance what is best in the Conservation Area and the Village centre through good design and an appropriate mix of land uses;

3. Provide quality employment opportunities for local residents appropriate to the location;
4. Rationalise access to the sites and improve highway safety and the quality of the local residential environment, including measures to make cycling and walking easier and more attractive;
5. Respect and improve the amenity of existing residents and visitors to the Village centre;
6. Provide a mix of uses sustainable in the long term and appropriate to its Village centre setting; and
7. Assist in improving the range and balance of residential accommodation in the Village, for the benefit of local people.

Principle of Development

1 Comprehensive Redevelopment

- (a) The three Brewery sites (Sites 1, 2, and 3) must be planned and developed in a comprehensive manner as a single development package to avoid any potential for inefficient or piecemeal use of land.
- (b) The redevelopment should look beyond simple redevelopment of the three Brewery sites alone and should take account of the potential redevelopment of adjoining land, such as the Horndean Precinct. This does not necessarily mean that the adjoining land must be brought forward at the same time but its development potential must be recognised and addressed, again to avoid lost development potential. Any development proposal for the redevelopment of the land will therefore need to demonstrate its comprehensive nature and how it could integrate with the potential future development of adjoining land.

2 Planning Gain

An element of community/planning gain will be expected as part of the redevelopment of the brewery land and must be taken into consideration at the outset. This will be the subject of negotiation at the time of individual planning applications. Examples of this will include landscape improvements, affordable housing, and financial contributions towards community facilities, open space provision and business initiatives and priorities as identified as part of a recent Horndean community planning exercise.

3 Land Uses

(a) The Precinct and Site 1 (Admin and Sales Centre)

The development in this area should have a commercial focus that balances appropriate land use to ensure the vitality of Horndean Village Centre with residential and community uses. A wide range of commercial and community uses would be acceptable and these include for example, retail, leisure, hotel, community uses, and employment. Suitable employment uses could include office and high technology type uses but not significant heavy industrial or warehousing type uses. Any retail development should seek to complement

rather than compete with the retail opportunities offered in surrounding local centres.

The potential wider development including The Precinct makes this part of the site more suitable for commercial and community development particularly having regard to the potential for more open frontage to Portsmouth Road. Any residential element should be sited away from this frontage, unless it is above commercial premises.

Any residential development on Site 1 will need to be justified and should not be at the expense of the overall commercial focus for redevelopment of the wider site. However, the more northern parts of Site 1 may be suited for higher density residential development if that is what is necessary to secure the viability and vitality of any redevelopment proposal. 35% of any residential accommodation must be affordable in accordance with Policy H11 of the East Hampshire Local Plan: Second Review. The quality of the proposed development will be a major factor in judging its acceptability. The site is however, subject to noise disturbance from the A3 (M) and any development proposal involving residential use will need to assess the implications for noise and demonstrate that a satisfactory living environment can be created.

An element of community use within any redevelopment is encouraged. This could take the form of either new physical buildings (such as new parish accommodation), or the re-use of a building worthy of retention. The alternative could be for a financial contribution toward the off-site provision or enhancement of existing community facilities within the local area, subject to the usual test of relevance and viability.

Site 1 may also be suitable for an element of healthcare provision where that would complement any redevelopment proposal. The nature of any healthcare facility will be dependant upon market forces. This provision should complement the healthcare provision already reserved at the nearby reserve housing site off Havant Road.

(b) Site 2 (if not needed as a distribution facility)

Provided that it is first demonstrate that the loss of employment/commercial land can be justified, Site 2 may be suited for residential development particularly having regard to its back land setting and the relationship with adjoining housing. It presents many development opportunities that could exploit its setting adjacent to the Conservation Area and the open countryside beyond. 35% of any residential accommodation must be affordable in accordance with Policy H11 of the East Hampshire Local Plan: Second Review and must have a mix that reflects the housing need of Horndean. Development on this site will also need to take into account the difference in levels on adjoining land and address issues about land stability and must also respect the privacy of adjoining properties in London Road.

(c) Site 3 (the Brewery)

The Brewery and its iconic tower represent a major development challenge. Whilst the tower must be retained, the Council will consider a flexible approach to the rest of the building. In land use terms, all relevant land uses are in principle acceptable subject to normal criteria such as parking provision, access, and design. However, preference will be given to any initiative that includes reference to the site's history and that could include a small brewery museum.

4 Conservation Area/Archaeology/Trees

Sites 1 and 3 lie within the Horndean Conservation Area wherein all development must preserve or enhance the character and appearance of the area. Conservation area status means that the demolition of any building within the conservation area requires permission. However, not all buildings are necessarily worthy of retention. The plan at Appendix 2 indicates those buildings that are initially considered worthy of keeping and re-use within any redevelopment. Any redevelopment proposals must therefore be accompanied by:

- (a) An assessment of the Conservation Area that identifies what is special to the character and appearance of the area;
- (b) A comprehensive design statement that justifies the design of any new development set within the context of the special character and appearance of the area; and
- (c) A structural appraisal and detailed justification why any building that is initially considered suitable for retention cannot be retained.

Whilst most of Site 2 lies outside the defined Conservation Area boundary any development will however, have a major impact upon the setting of the Conservation Area and this will need to be assessed in any redevelopment proposals.

Site 1 was the location of the original brewery and includes several buildings and features that may be of local interest, some of which outdate the most recent brewery. During the course of redevelopment proper archaeological records should be taken to record the history of the site but this is a matter that can be appropriately be dealt with by planning condition.

The site is steeped in brewing history. This should be recognised and reflected in the detail of any redevelopment proposal.

Any development will also need to ensure that it pays proper regard to relevant design issues as set out in the Horndean Village Design Statement.

There are a number of important trees either within or immediately adjacent to Sites 1 and 3 all of which are protected either by Conservation Area status or by a specific Tree Preservation Order. Any development proposal will need to take account of these trees and demonstrate that all trees worthy of retention are assessed and successfully incorporated into the development.

4. Highway and Traffic issues

In addition to the obligatory Access Statement, a comprehensive traffic impact assessment must accompany any redevelopment proposal. The assessment must address the following issues:

- (a) At a strategic level, the assessment should review the highway network around the site and links with the A3 (M). The need for further junctions on the A3(M) should be considered although it is recognised that this is unlikely to be a specific requirement attributed to the development of the site;
- (b) The traffic assessment will also need to take account of the planned urban extension to Waterlooville as well as recent major development that has commenced in Havant town centre.
- (c) At a local level, the assessment must cover junction capacity and routes to and from the site and should review the local highway capacity and congestion. It should put forward measures to address any issues raised and should consider the possibility for a link through the site that by-passes the current junction of London Road with Havant Road, Blendworth Lane, and Portsmouth Road. This could form the focus of a new improved junction onto Portsmouth Road in the event that the Precinct is redeveloped; and
- (d) A travel plan must also accompany the traffic assessment that should seek to maximise strong walking and cycling links to the site as well as integration with the recent A3 bus improvements.

Site 1 and the Precinct are physically separated from Site 2 and 3 by the London Road. This is a challenge that must be addressed in any redevelopment proposal with the intention of ensuring that the three sites are more integrated. This may be achieved through traffic calming and management and innovative use of surfacing material and pedestrian crossing points.

The number of access points into Site 1 from London Road must be rationalised and junctions provided that meet all highway specifications. Any necessary highway improvements must not however, be at the expense of the character and appearance of the Conservation Area or at the expense of buildings that are worthy of retention.

Adequate parking must be provided within any redevelopment proposals appropriate to the nature and scale of the development. The site is accessible and sustainable and the maximum parking provision should reflect this but this will also require an assessment of the availability of all alternative parking within the surrounding area. In addition, the development will need to make an appropriate financial contribution towards enhancements to sustainable transport measures.

Conclusion

The plan attached at Appendix 3 sets out the indicative form a future development of the Brewery site might take. It draws on the issues raised in the development principles and identifies the opportunities available that will ensure a proper, well-managed redevelopment of the site.

Further background information:-

Hampshire Country Structure Plan Review 2001

East Hampshire District Local Plan Second Review March 2006

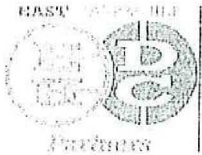
Horndean Parish Village Design Statement.

Horndean Conservation Area 1977

Directory for East Hampshire Conservation Areas and Historic Buildings.

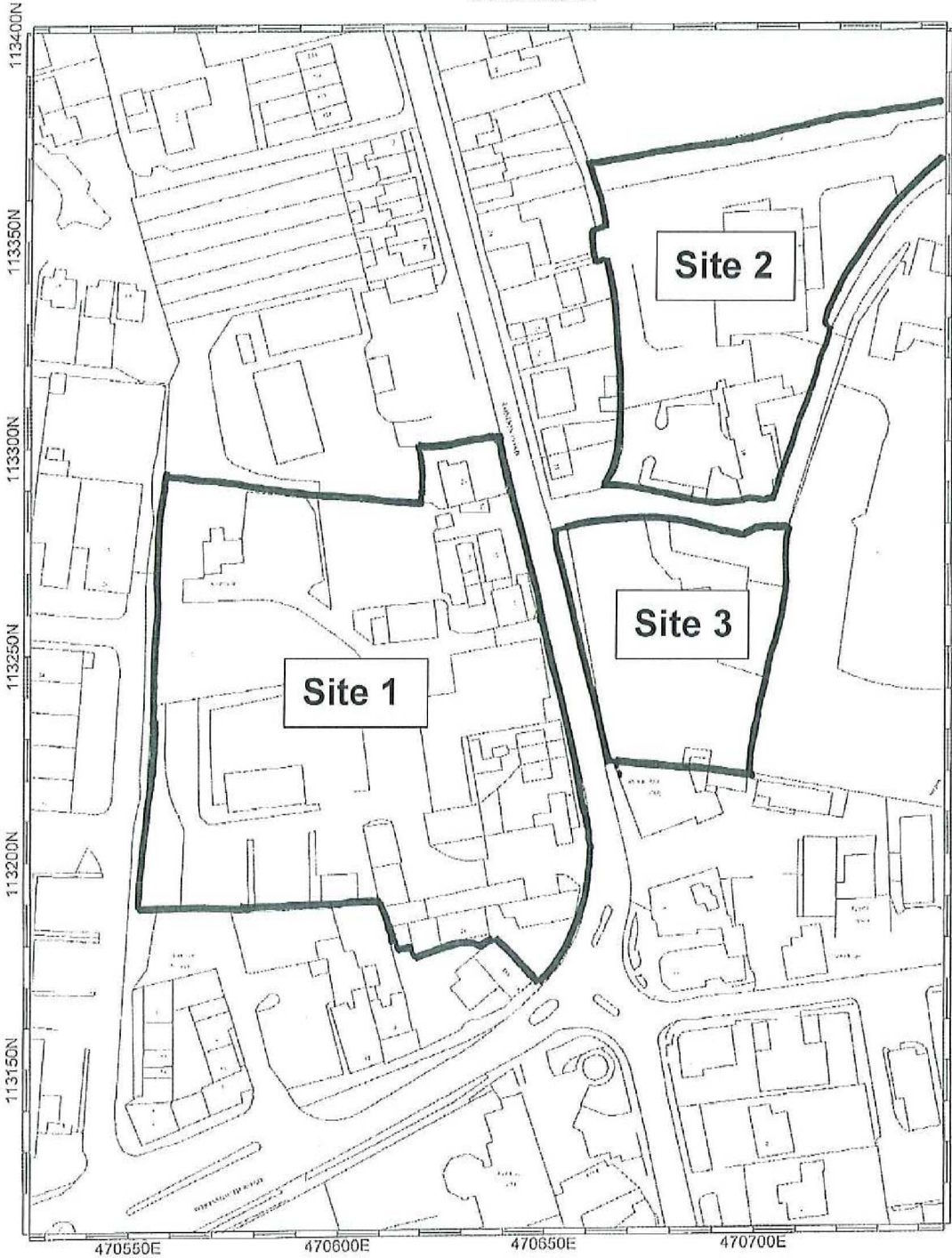
Horndean Regeneration Steering Group – various papers (see EHBC Website).

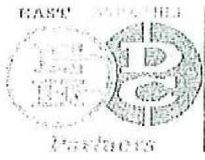
Hampshire Country Council Local Transport Plan 2006-2011.



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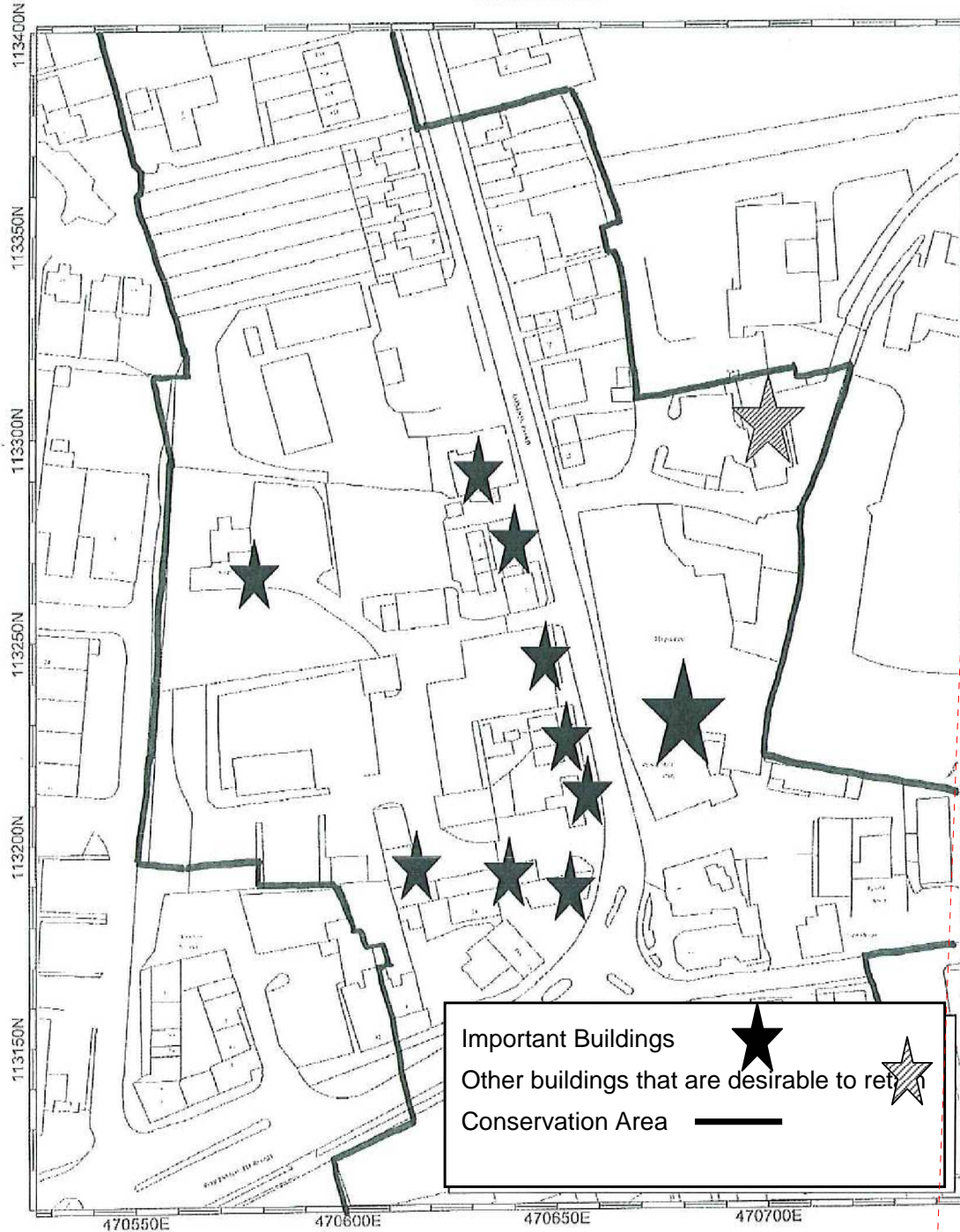


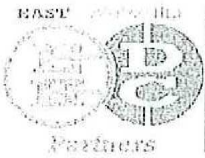
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