

Molson Coors Brewery, Alton Development Brief



Prepared for Molson Coors Brewing Company (UK) Ltd,
Alton Town Council and East Hampshire District Council

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Contents

01 Introduction.....	04
02 Site Location and Context.....	06
03 Evolution of the Draft Brief.....	18
04 Development Principles & Guidelines	24
05 Next Steps.....	40
Appendix 1 - Background Documents	
Appendix 2 - Public Consultation Summary	
Appendix 3 - Planning Application Requirements	
Appendix 4 - Highway Access Sketches	
Appendix 5 - East Hampshire District Council Energy Strategy Summary	

01 Introduction

1.1 Purpose of the Development Brief

1.1.1 The Molson Coors Brewery (also known as The Manor Park Brewery), closed in May 2015. The brewery is a key site in the centre of Alton, as shown in Figure 1.1. The site is a significant brownfield regeneration site in the centre of Alton. Its successful regeneration is important for the success and attractiveness of the town centre.

1.1.2 Molson Coors Brewing Company (UK) Ltd, East Hampshire District Council (EHDC) and Alton Town Council (ATC) are committed to ensuring that a high quality development is brought forward which enhances and contributes to the town centre, in a way which is commercially viable and deliverable. The project partners have worked together to produce this development brief which sets out clearly the requirements for the future regeneration of the site.

1.1.3 This draft development brief has been prepared following consultation with local residents, and other stakeholders, between December 2015 and May 2016, as summarised in section 3 and Appendix 02.

1.1.4 The development brief provides a framework to guide the future development of the site. It does not attempt to define a redevelopment 'scheme'. The development brief is not a planning application. The

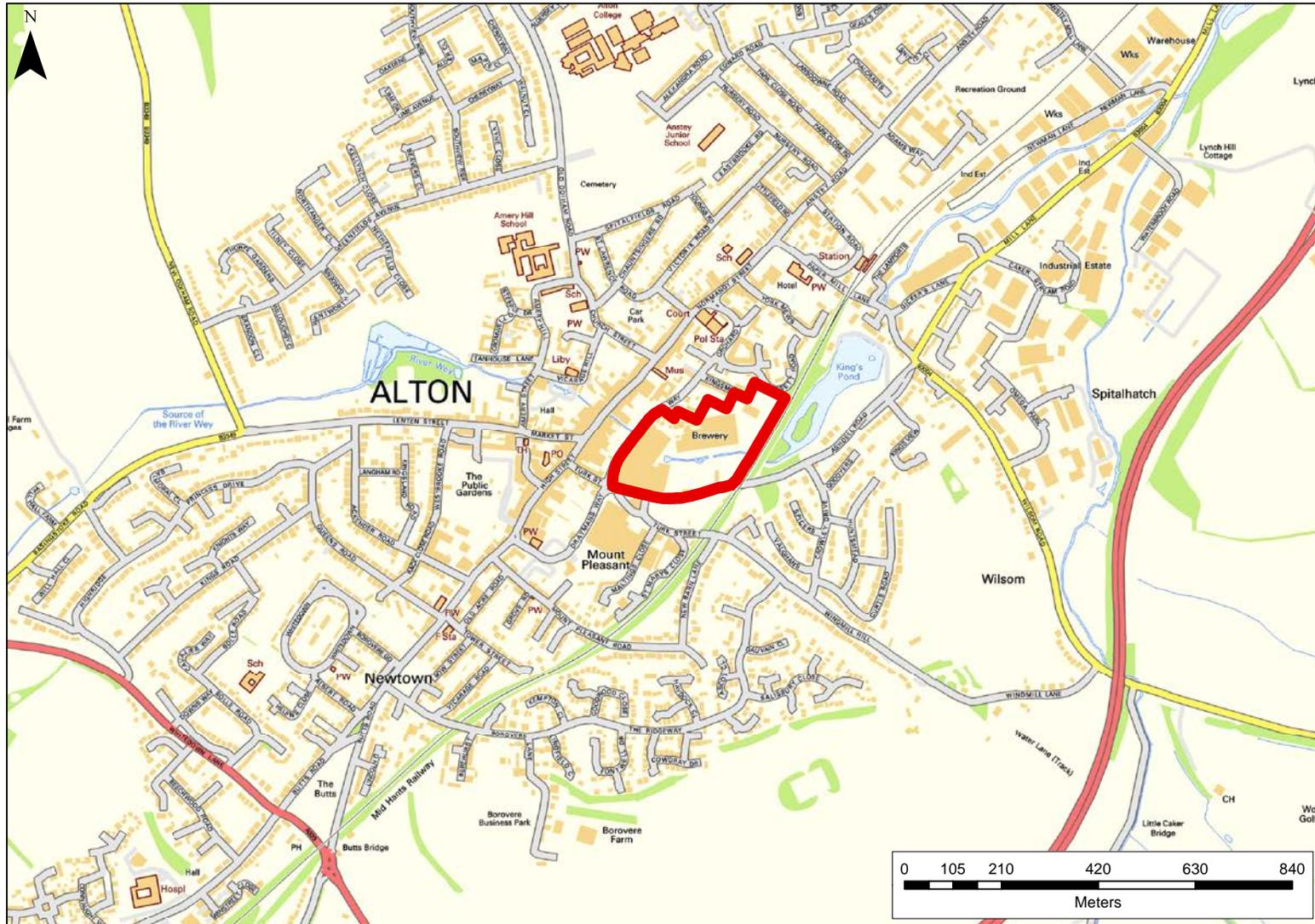
brief does not provide detailed design guidance: it is not intended as a design brief. The purpose of the brief is to provide the parameters in terms of land uses, amount of development, access arrangements and open space to inform scheme proposals to be brought forward at a later date through a planning application.

1.1.5 The Development Brief forms part of Part Three of the East Hampshire District Council Local Plan. Together with the rest of the Local Plan, and the Alton Neighbourhood Plan, it provides the policy framework against which any future planning application for the redevelopment of the site will be assessed.

1.2 Using the Development Brief

1.2.1 The Development Brief is structured as follows:

- Section 2 sets out the context for development and the site location. It summarises the planning policy context which has informed the preparation of the draft brief. It also outlines the existing site conditions and the key technical issues that need to be taken into account in any redevelopment of the site.
- Section 3 summarises the consultation and engagement undertaken during the preparation of the draft brief. It also identifies the key constraints and opportunities associated with the development of the site.
- Section 4 sets out the vision for the regeneration of the site and identifies the principles and guidelines which should inform the preparation of redevelopment proposals.
- Section 5 summarises the next steps and identifies how comments can be made on this draft development brief.



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Figure 1.1 Site Location

02 Site Location and Context

2.1 Site Location

2.1.1 The Molson Coors Brewery site is a key site in the centre of Alton. Located in the town centre to the east of the High Street, the site is bounded on the west by Draymans Way, Lower Turk Street to the south and the Watercress Line to the east with King's Pond beyond. The site boundary is shown on Figure 2.1.

2.1.2 The site is bounded to the north by residential properties in Kingsmead and Russett Road. Alton railway station is located 1km to the north of the site. Alton Conservation Area lies immediately to the east of Draymans Way. The Conservation Area includes a number of listed buildings, principally along the historic High Street.

2.1.3 The River Wey flows from west to east through the centre of the site, beneath the railway embankment and enters King's Pond, which is located approximately 50m to the north-east of the site.

2.2 Local Distinctiveness

2.2.1 Alton Town comprises a predominantly nucleated settlement, largely defined by its historic growth along the River Wey valley. The river is partly culverted through the town, including partly through the brewery site.

2.2.2 Historically, Alton is a medieval market town with special historic and architectural importance. The High Street has a mix of commercial uses, including shops, cafés, restaurants and public houses. There is a variation of building types and periods within the town centre. Many buildings date from the 17th and 18th centuries, which has created a strongly defined historic townscape. Many of the buildings in the historic core are statutory listed buildings within the Alton Conservation Area.

2.2.3 Beyond the historic core, the character setting of Alton is of mixed, fine-grain layout residential areas with a more commercial character, including industrial estates and business parks to the east and north-east.

2.2.4 The brewery site lies within the 'Newtown' Character Area (Area 1.2), as defined in the Alton Town Design Statement (2008). The Alton Town Design Statement, prepared by the Alton Town Partnership, identifies Newtown as a predominantly residential area north of the railway, between the historic centre and Queens Road, including Turk Street, the Mount Pleasant area and the brewery site.

2.3 Development Context

2.3.1 There have been a number of breweries in Alton since 1763. The present Coors brewery was built in 1963 to make Harp Lager, and the inaugural mash was started by Earl Mountbatten.

2.3.2 In 1979, Bass purchased the site from Harp Lager and Courage. The brewing division of Bass was acquired by Coors in 2002 and in 2005 Coors merged with Molson, changing the company name to Molson Coors.

2.3.3 For the seven years prior to closure, Molson Coors Alton Brewery had been reliant on brewing Heineken, which was around 75% of the total Alton brewery production. In 2014 Heineken announced that they would not be renewing the contract and as a result, Molson Coors embarked on a review of its UK brewery network.

2.3.4 The announcement of the closure of Molson Coors Brewery was widely communicated, with articles in industry publications. In addition, Molson Coors undertook proactive communications with Heineken, industry bodies such as the British Beer & Pub Association, existing customers with contract brewing arrangements, customer and suppliers.

2.3.5 At no point during the period following the closure announcement was Molson Coors approached regarding a possible sale of the site as a going brewery concern.

2.3.6 A number of options were considered by Molson Coors prior to announcing the closure of the site, including:

- Redistribution of Molson Coors' brands across UK facilities, which unfortunately was not cost effective / commercially viable.
- Reviewing how the site could be reshaped to accommodate lower volumes –the outcome was that this would not have been a cost effective solution and would leave the facility running inefficiently.
- Significant efforts to seek alternative contract brewing opportunities –unfortunately discussions with third parties concluded unsuccessfully, reflecting the excess brewing capacity within the UK.
- Investigating the feasibility of building a smaller new “craft” brewery at Alton. Despite investigating potential grants, the outcome was that this would not have been viable.



Figure 2.1 Boundary of the Molson Coors Brewery Site

2.4 Planning Policy Context

2.4.1 The development brief for the brewery site must take account of the national and local planning policy context. These policies provide the context within which the development brief has been prepared.

2.4.2 The Government's National Planning Policy Framework (NPPF), March 2012 promotes sustainable development, with the planning system helping to build a strong economy, vibrant and healthy communities while protecting and enhancing the natural, built and historic environments.

2.4.3 Alton is covered by an up-to-date Local Plan, which sets out strategic and detailed planning policies, which must be taken into account in planning decisions. The Local Plan: Joint Core Strategy was produced by East Hampshire District Council and the South Downs National Park Authority. It was formally adopted in May and June 2014. Local Plan Policy CP4, whilst trying to maintain employment opportunities, recognises that it is appropriate to allow for alternative uses on sites that are shown to be no longer suitable for employment use.

2.4.4 The brewery site lies within the area covered by the submitted Alton Neighbourhood Plan. A Referendum relating to the adoption of the Alton Neighbourhood Plan was held on 24th February 2016. Following the result of the referendum, the Alton Neighbourhood Plan was endorsed.

2.4.5 The Neighbourhood Plan encourages the redevelopment of the brewery site for a mix of different uses. Action Point ESAP9 states that Alton Town Council will work with East Hampshire District Council to achieve the appropriate mixed use development of the brewery site.

2.4.6 The development brief reflects this planning policy context and sets out a clear framework to guide the future redevelopment of the site.

2.5 Existing Site Conditions

Buildings and Site Layout

2.5.1 The site is approximately 5.1ha in extent, and comprises several large buildings, hardstanding, scattered trees and small amounts of amenity grassland.

2.5.2 The development site is largely urban in setting and is bounded to the west by residential and commercial properties, to the east by the Watercress Line railway embankment, to the north by residential properties, and to the south by Lower Turk Street with a supermarket and associated car park beyond. An assisted living/extra care scheme for the elderly may be developed on the site immediately to the south of Lower Turk Street.

2.5.3 Existing buildings on the site include a mixture of warehouses, brewing areas, offices, and storage tanks and outbuildings. Buildings are predominantly arranged along the western and northern boundaries. The largest structures on the site are the main Brewhouse and warehouses that range from two to ten storeys. Smaller structures are present across the site, with a matrix of large metal tanks and pipework located on the northern boundary of the site.

2.5.4 The buildings are predominantly of brick construction with a combination of flat, concrete roofs or corrugated-metal roofs.

2.5.5 Culverton House, located on the southern boundary of the site with Lower Turk Street, is a Grade II listed building that has been present on the site since the 18th Century. It is a two storey high former residential property. It was most recently used as temporary accommodation of brewery staff. There is an approximately 3m difference in level between Culverton House and the surrounding parts of the site, due to historic levelling of the site around the house.

2.5.6 The site is relatively flat, although with significant differences in level to surrounding areas. Elevations range from around 105m AOD (Above Ordnance Datum or sea level) in the southwest corner at street level. The remainder of the site falls to 100m AOD by the River Wey and 101.5m AOD in the northeast corner of the site. The most significant difference in levels between the site and adjoining land are found at the junction of Lower Turk Street and Draymans Way, in the south west corner of the site where the street level is approximately 105m AOD. There is also a significant level difference (approximately 4 metres) between the level of the site and the top of the Watercress Railway embankment, which is at a higher level.



The Brewhouse viewed from the south



View of the River Wey flowing through the centre of the site



Warehouse buildings to the northeast of the site



The Brewhouse viewed from the east

Heritage & Archaeology

2.5.7 The brewery site lies within Alton's town centre. The eastern boundary of Alton Conservation Area lies immediately to the west of the site, across Draymans Way. The Conservation Area includes numerous listed buildings, notably those along the High Street.

2.5.8 There are no designated archaeological heritage assets within, or in the immediate proximity of the study site. Due to several redevelopment phases of the site, the potential for significant archaeological remains from any period within the site is considered to be low.

2.5.9 Culverton House, located on the southern boundary of the development site on Lower Turk Street, is identified as a Grade II listed building. There are numerous other listed buildings within 1km of the site; these are predominantly located to the north-west of the site within the Alton Conservation Area.

2.5.10 Culverton House has potential for conversion for a viable re-use, and redevelopment of the site provides the opportunity for the setting of this important listed building to be enhanced.

2.5.11 The chalk wall on the northern boundary of the site to the rear of properties on Kingsmead should be protected as a feature of interest.

2.5.12 The major heritage asset, the Watercress Line, lies immediately to the east of the site at a raised elevation. Figure 2.3 identifies the key heritage assets within and close to the site.



Culverton House viewed from Lower Turk Street



Chalk wall adjacent to Kingsmead

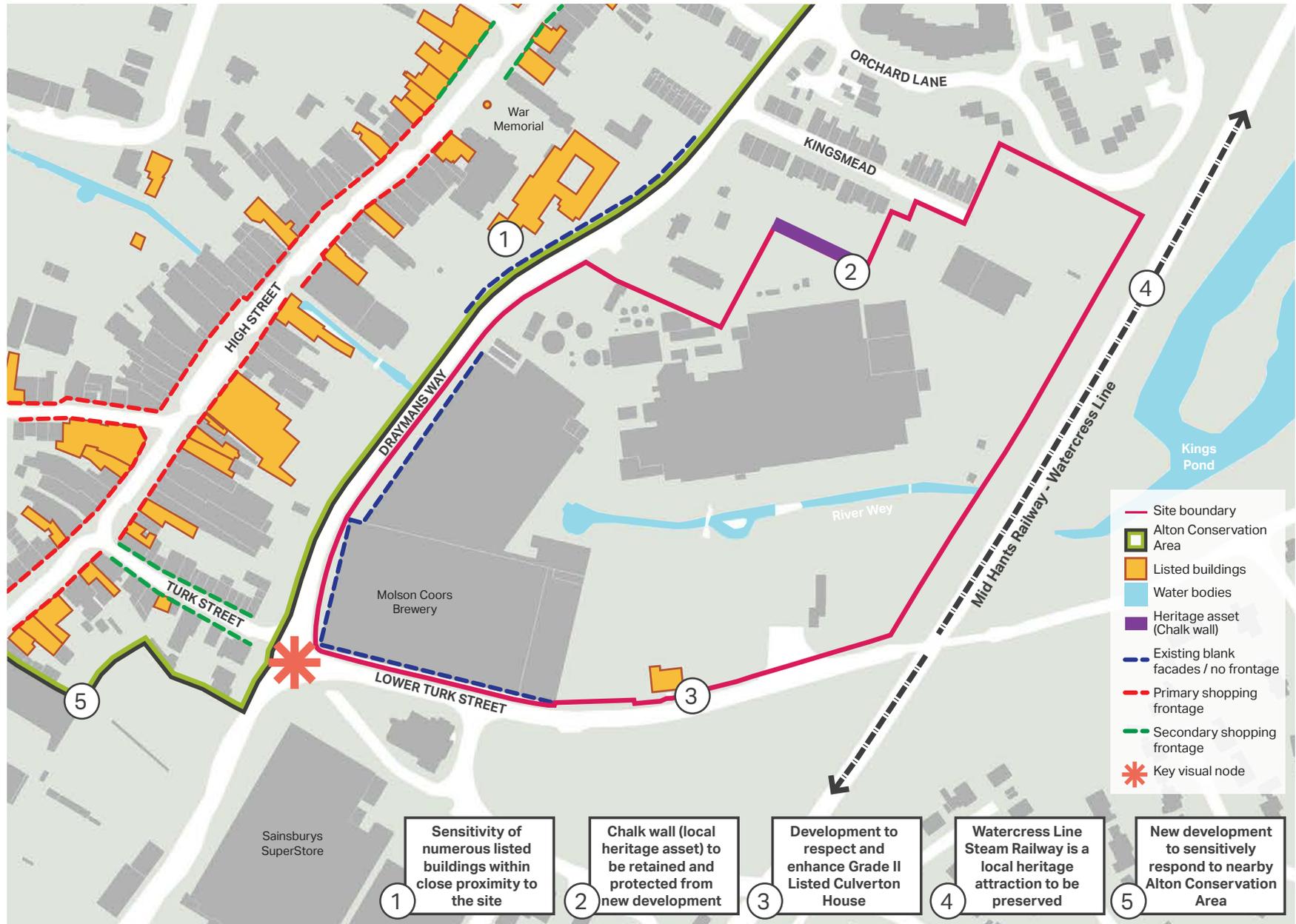


Figure 2.3 Key heritage features and issues

Transport and Access

2.5.13 The site is located centrally within the town with good pedestrian, cycle and public transport links to a number of nearby services and facilities. The site is located approximately 30m to the east of Alton High Street, which offers a number of retail facilities, and a large Sainsbury's Superstore is located immediately south of the site.

2.5.14 The connections for pedestrians in the vicinity of the site are considered to be relatively good. Pedestrian footways are currently provided along both sides of Lower Turk Street and Draymans Way and provides uninterrupted footway access to the High Street, bus stops and railway station. A public footpath along King's Pond can be accessed from Lower Turk Street to the east of the site. The cycle network in the vicinity of the site is deemed to be of good standard and is sign posted.

2.5.15 The existing site access is from Lower Turk Street. The access is designed for the purpose of serving a large employment site and therefore features a large corner radii and wide bell mouth. The northern part of the site is accessed via a vehicular bridge across the River Wey to the north of the site entrance.

2.5.16 At the south west corner of the site, Lower Turk Street forms a roundabout junction with Turk Street (an extension of Lower Turk Street) and Drayman's Way, which forms the western boundary of the site. The Alton Transport Strategy (Hampshire County Council, June 2015) notes that this junction is predicted to operate over practical capacity in the morning peak hour under future growth scenarios.

2.5.17 In terms of wider accessibility, the A31 Alton Bypass is a strategic principal route linking Southampton in the south with London in the north. Access to the A31 from the development site is via Draymans Way and Butts Road to the south of Mill Road. To the east of the site, Lower Turk Street becomes Ashdell Road that forms a T-junction with Wilsom Road, linking Alton to villages in the east.

2.5.18 The site is currently served by a number of public transport services. There are bus stops currently located along Lower Turk Street and Draymans Way. The nearest bus stop located on Lower Turk Street is within 175m of the existing point of access to the site. The existing services on these routes are: Bus 13 and 13X (Whitehill, Basingstoke, Lindford, Liphook and Alton); Bus 18X (Haslemere-Holybourne); Bus 23 (Alton-Holybourne); Bus 37X (Blendworth-Alton); Bus 38 and 38X (Petersfield-Greatham-Holybourne); Bus 64 (Winchester-Alton) and Bus 65 (Alton-Guildford).

2.5.19 Alton railway station is located approximately 1km walking distance from the existing site access on Lower Turk Street. Alton is located on a branch line off the Exeter St Davids Wessex line providing services northbound towards Farnham, Woking and London Waterloo. Journey times to London are 1 hour 10 minutes and services operate on a 30 minute frequency.

2.5.20 Key transport and access issues to be addressed in the redevelopment of the site are illustrated in Figure 2.4.



Existing site access off Lower Turk Street

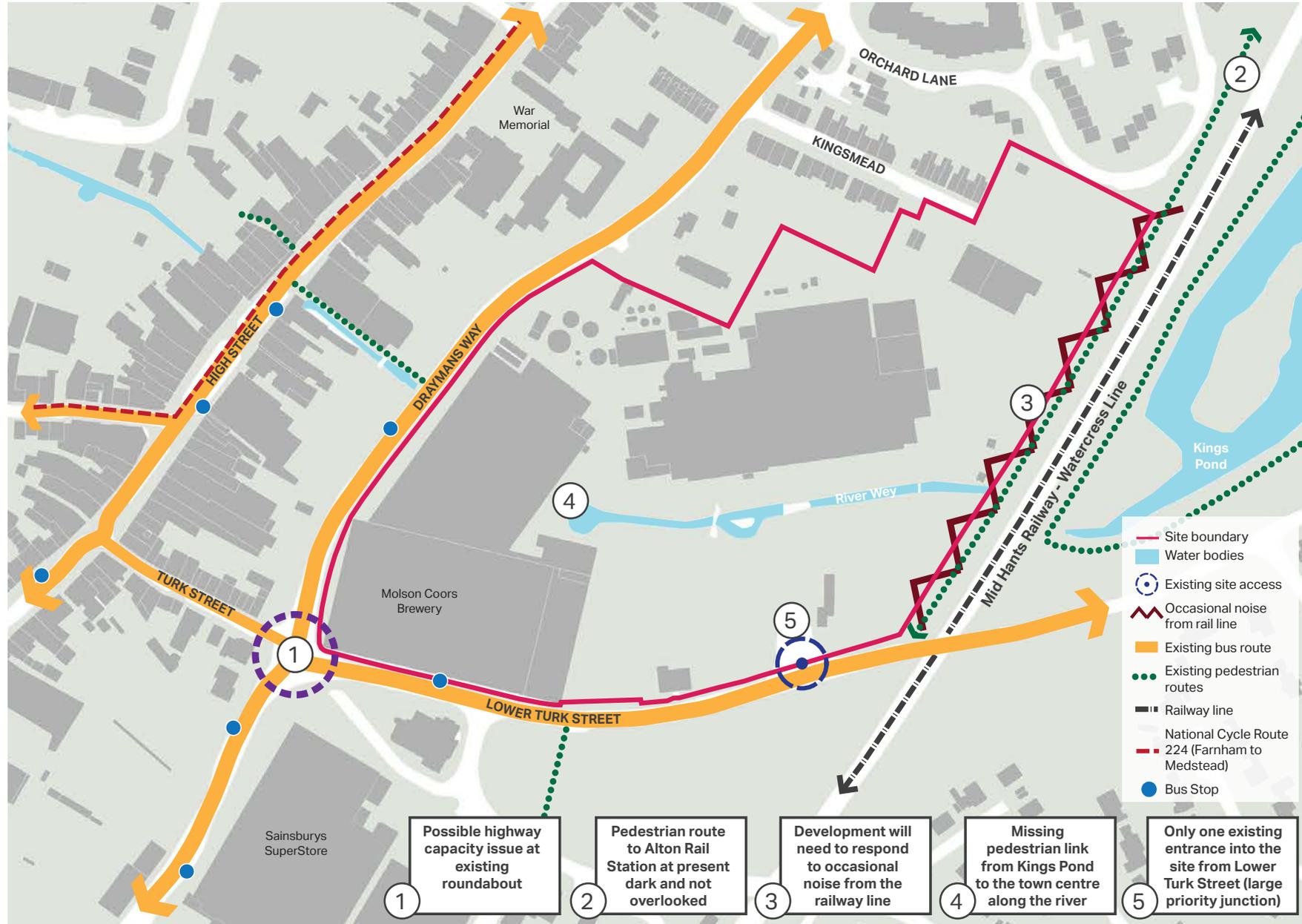


Figure 2.4 Access and Movement Issues

Flood Risk

2.5.21 The River Wey flows west to east through the Molson Coors Brewery site. The Environment Agency Flood Map for Planning (Rivers and Sea) available on its website and reproduced in Figure 3.1 (Key Constraints Diagram in Section 3) shows that much of the site is currently designated as Flood Zone 3, with a smaller proportion being Flood Zones 1 and 2. The NPPF flood zones are defined as:

- Flood Zone 3 - land assessed as having a 1 in 100 or greater annual probability of river flooding (>1%), or a 1 in 200 or greater annual probability of flooding from the sea (>0.5%) in any year
- Flood Zone 2 - land assessed as having between a 1 in 100 and 1 in 1,000 annual probability of river flooding (1% – 0.1%), or between a 1 in 200 and 1 in 1,000 annual probability of sea flooding (0.5% – 0.1%) in any year.
- Flood Zone 1 - land having less than less than 1 in 1000 annual probability of river or sea flooding (0.1%) in any year.

2.5.22 The Environment Agency mapping is based on hydraulic catchment modelling information for the River Wey. This is at catchment level and doesn't always reflect the most accurate representation at a site-specific level. To inform the development brief the River Wey hydraulic model for the site was updated using site specific topographic information

and more detail of features such as culverts, footbridges across the river and bank levels. The updated modelling provides an accurate site-specific hydraulic model to more accurately map the outlines of the extreme flood return periods for the River Wey on the site.

2.5.23 The site specific hydraulic model outputs for the site for the extreme events of 0.1% Annual Exceedence Probability or AEP (Flood Zone 2, 1 in 1000 year event) and the 1% AEP (Flood Zone 3, 1 in 100 year event) are shown in Figure 2.5. The diagram also maps other environmental assets and issues. The site specific model and outputs from Capita has yet to be agreed with the Environment Agency. Therefore the below guidance for flood risk mitigation is subject to confirmation with the Environment Agency.

2.5.24 The revised site specific flood modelling shows that the vast majority of the site would not flood during a 1% AEP event (Flood Zone 3, 1 in 100 year event) or a 0.1% AEP (Flood Zone 2, 1 in 1000 year event) and would therefore be considered Flood Zone 1 (less than 0.1% AEP or 1 in 1000 year event of flooding in any one year). A small pocket of low lying land in the existing car park close to the site access is identified as being at flood risk from both the 0.1% (1 in 1000 year, Flood Zone 2) and 1% AEP (1 in 100

year, Flood Zone 3) events. These would therefore be considered as Flood Zone 2 and 3 respectively on the site. The revised modelling therefore demonstrates that the risk of flooding to the site is very considerably less than that suggested by the Environment Agency's catchment level assessment.

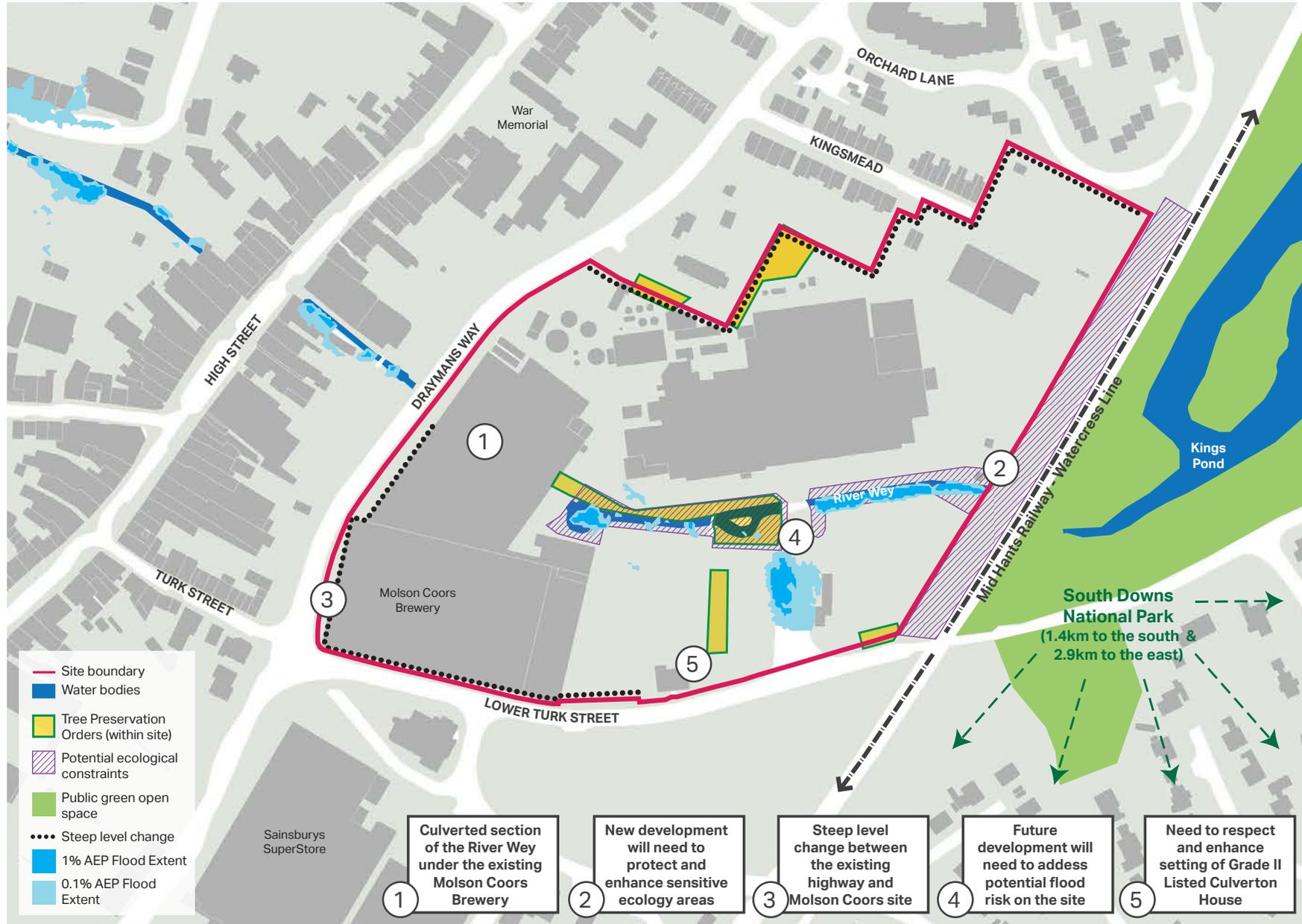


Figure 2.5 Key Environment Issues

Ground Contamination

2.5.25 Given the historic use of the site as a brewery, it is possible that contamination sources are present at and adjacent to the development site. Potential sources of contamination as a result of the historical use of the site include fuel storage tanks, a small special waste building, a vehicle workshop and several storage tanks.

2.5.26 As a result of the age of the buildings on site, the potential exists for the presence of Asbestos Containing Materials (ACM). The treatment of these materials must be addressed as part of the demolition process.

2.5.27 A review of ground conditions, groundwater and surface water features concludes that there is high sensitivity of contamination to controlled waters due to the presence of the River Wey. The risks to the health of future site users and to controlled waters are considered to be of moderate to high sensitivity. The risk from ground gas was considered to be low to moderate.

Biodiversity

2.5.28 The site comprises a large number of buildings, trees and scrub that may offer suitable habitat for common species of nesting birds.

2.5.29 A total of three of the buildings on site and a number of Category 1 trees are considered to be of low to medium potential to support roosting bats. Category 1 trees are located within the river corridor at the eastern boundary of the site, within the surroundings of Culverton House, and along the northern fringe of the site.

2.5.30 Hedgerows on site are considered to be of limited ecological value due to their short length and isolated nature.

2.5.31 There are no statutory designated sites within 2km of the site, but there are eight non-statutory designated sites within a 2km radius, all of which are Sites of Importance for Nature Conservation (SINCs).

2.5.32 The River Wey is heavily culverted as it flows through the site. However the river corridor is of substantial ecological value as a green corridor at the wider landscape level, as well as at the site level.

Arboriculture

2.5.33 The existing trees on site consist of a mix of ornamental and native species which provide interest, amenity and screening. Existing trees are concentrated close to the River Wey in the centre of the site and along the northern boundary of the site.

2.5.34 A number of trees are covered by Tree Preservation Order (No. 453:1970). Trees covered by the Tree Preservation Order are located along the northern boundary of the site, along the central river corridor, within the setting of Culverton House, and in the southeast corner of the site. These are shown in Figure 2.5.



Mature Willow Tree next to the River Wey to the south of the Brewhouse

Utilities

2.5.35 The current utility suppliers to the site are Scottish and Southern Energy (electricity), British Telecommunications (telecoms), South East Water (water), and Southern Gas Networks (gas).

2.5.36 For telecoms, BT Openreach has infrastructure in Lower Turk Street and Drayman's Way.

2.5.37 With regard to potable water, South West Water does not currently supply potable water to the site. The site draws its water from an on-site borehole and a private water main.

2.5.38 The local gas infrastructure is maintained by Southern Gas Networks. The site benefits from two gas supplies; one on Lower Turk Street and the other under the adjacent railway line.

03 Evolution of the Development Brief

3.1 The Process

3.1.1 The preparation of the development brief has gone through a number of steps, including an initial site analysis, and a number of public consultations exercises to ensure that local residents and interest groups have had the opportunity to contribute to the preparation of the final Development Brief for the site.

3.1.2 An initial analysis of the site was completed in November 2015. This identified a number of opportunities, challenges and issues of the site to be addressed through the development brief.

3.2 Issues & Opportunities

3.2.1 The issues and opportunities identified were presented at a first round of public consultation held from 16th December 2015 to 8th January 2016. A public drop-in exhibition was held at The Assembly Rooms, Alton in the evening on 16th December.

3.2.2 At this stage local residents and other interested parties were asked for their thoughts on the redevelopment of the brewery site, and specifically to identify opportunities that redevelopment of the site could bring, and constraints/issues to be addressed. These are shown in Figures 3.1 and 3.2.

3.2.3 No options were presented at this stage, but the project team welcomed the early input of residents and interested parties into the process.

3.2.4 Further reference to the consultation material, including exhibition boards, and a summary of consultation findings can be found at Appendix 02.



First Public Consultation at the Assembly Rooms in Alton, 16th December 2015

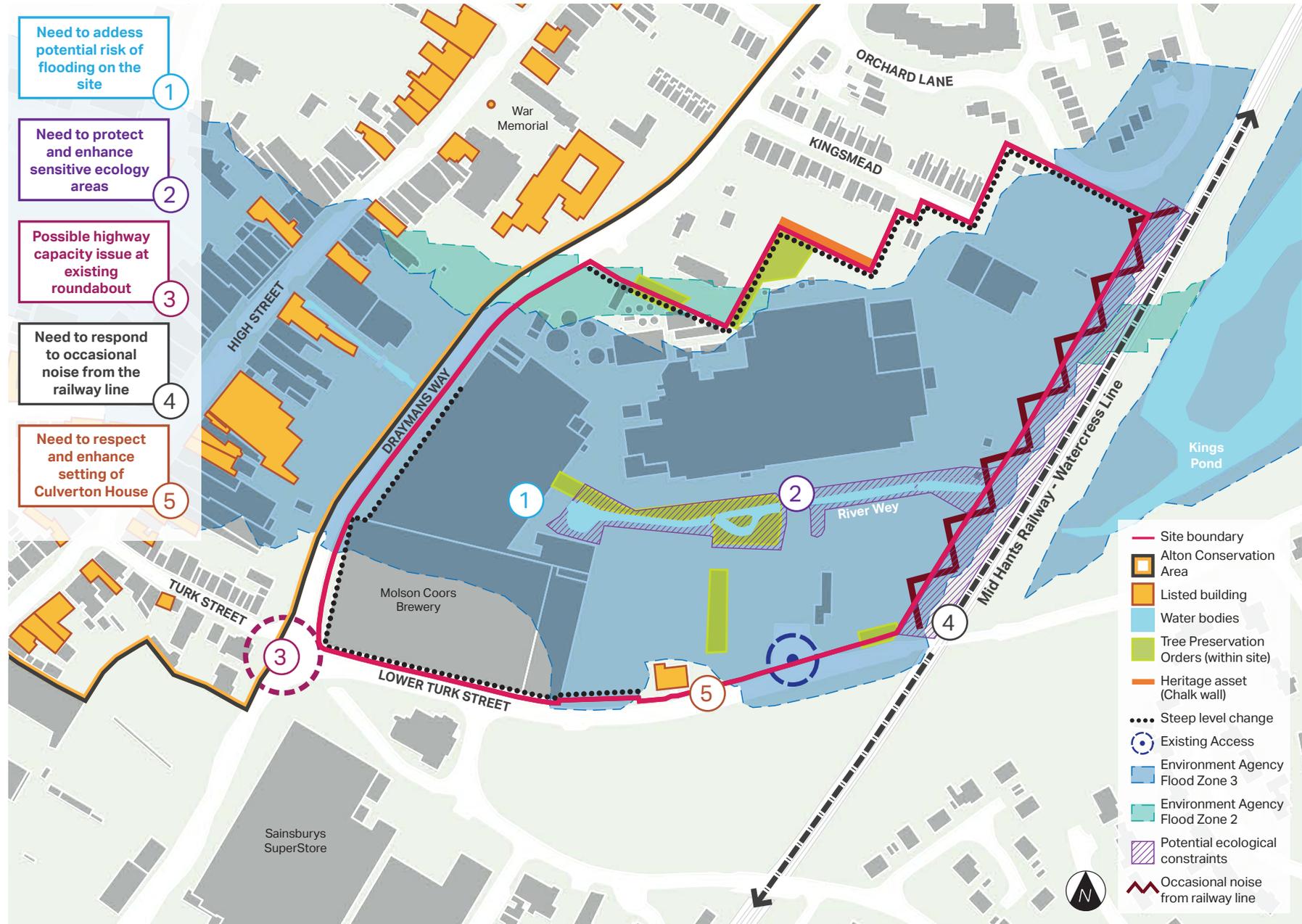


Figure 3.1 Key Site Constraints

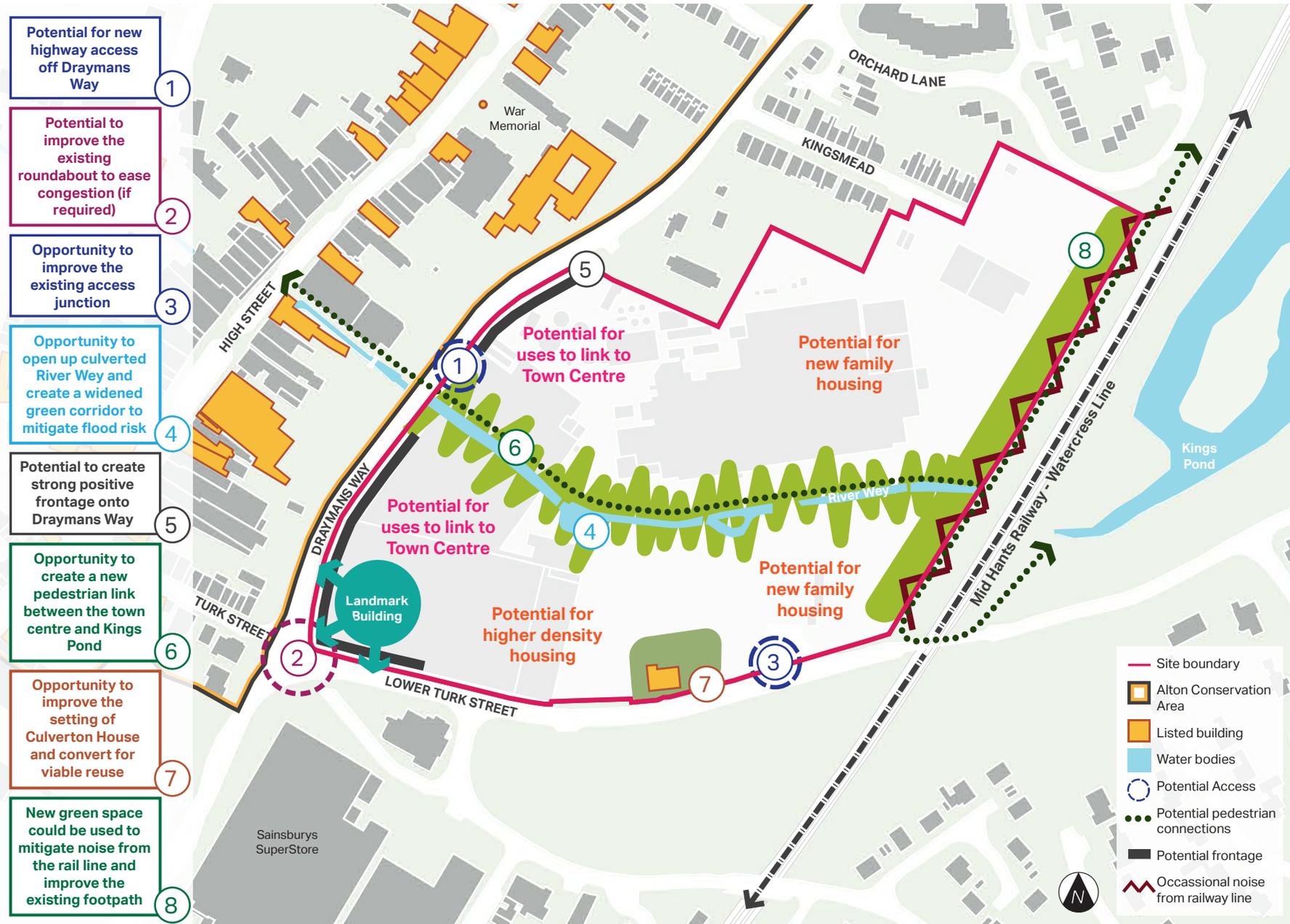


Figure 3.2 Key Site Opportunities

3.3 Vision & Preliminary Scenarios

3.3.1 Taking account of the feedback from the first consultation, the project partners (Molson Coors, East Hampshire District Council, Alton Town Council) drew up a Vision to guide the redevelopment of the site, together with two preliminary scenarios, shown in Figures 3.3 and 3.4.

3.3.2 The aim of the two preliminary scenarios was to demonstrate two ways in which potential uses could be arranged on the site. The scenarios were presented at the second round of consultation to seek feedback from consultees. The scenarios were presented not as development 'options' to choose between, but as a mechanism to assess what the requirements and guidelines for the development of the site should be, ensuring some flexibility in the layout of uses in incorporated.

3.3.3 The second round of public consultation was held from 2nd March 2016 to 16th March 2016 and a second public drop-in exhibition was held at The Assembly Rooms in Alton on the 2nd March.

3.3.4 Local residents were asked for their opinions on the identified opportunities and constraints, the emerging vision for the site and for views on the preliminary redevelopment scenarios.

3.3.5 Feedback from the second round of consultation has informed the drafting of the development brief.

3.3.6 Further reference to the consultation material, including exhibition boards, and a summary of consultation findings can be found at Appendix 02.



Second Public Consultation at the Assembly Rooms in Alton, 2nd March 2016

3.4 Draft Development Brief

3.4.1 The draft development brief was the subject of a third round of consultation held between 4th May and 30th May 2016.

3.4.2 The brief itself, summary exhibition boards and a questionnaire were available on the East Hampshire District Council website between these dates. In addition, public consultation events were held at the Assembly Rooms in Alton on Wednesday 4th May, Saturday 7th May and Tuesday 24th May 2016.

3.4.3 Further reference to the consultation material, including exhibition boards, and a summary of consultation findings can be found at Appendix 02.

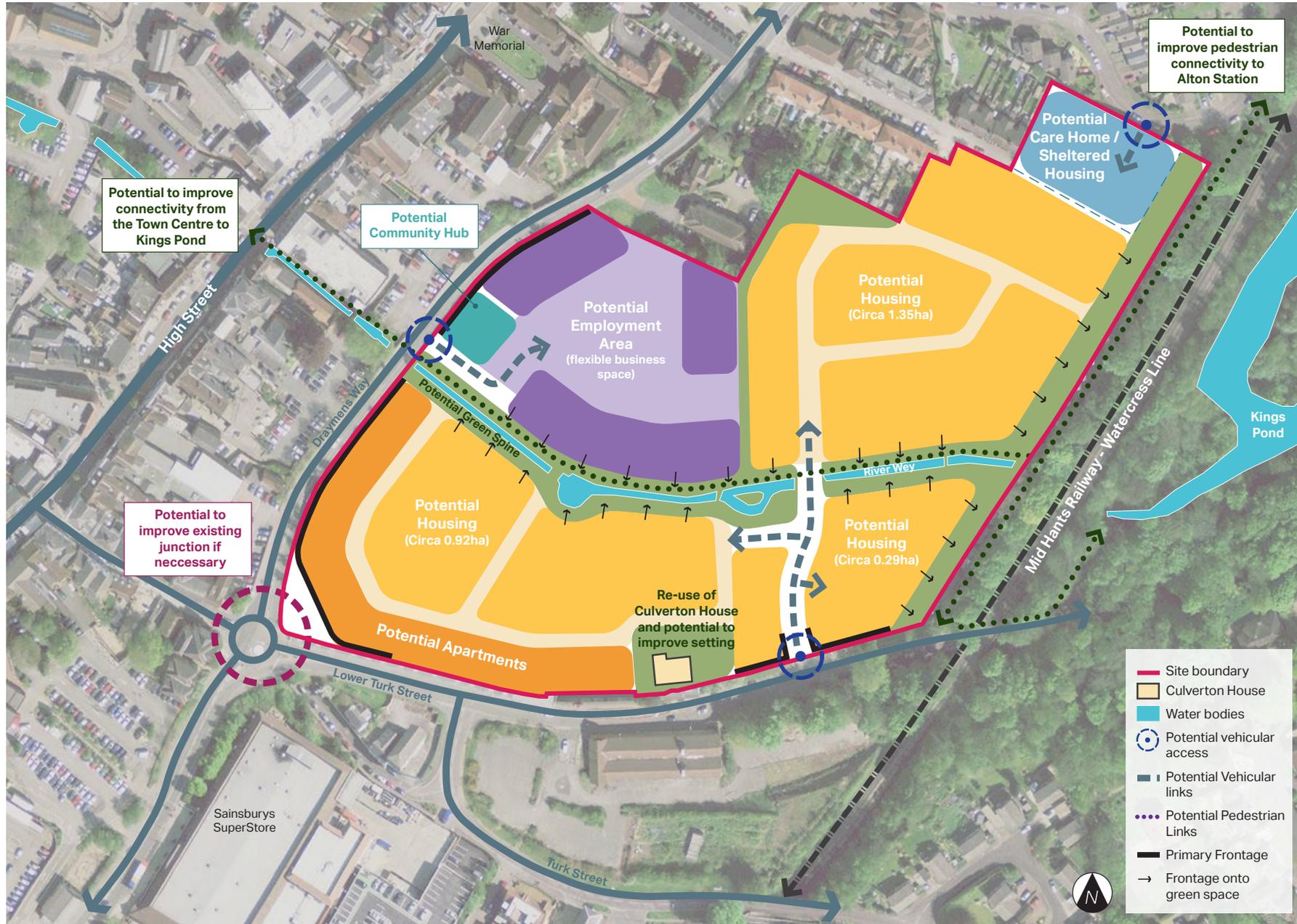


Figure 3.3 Preliminary Scenario 1

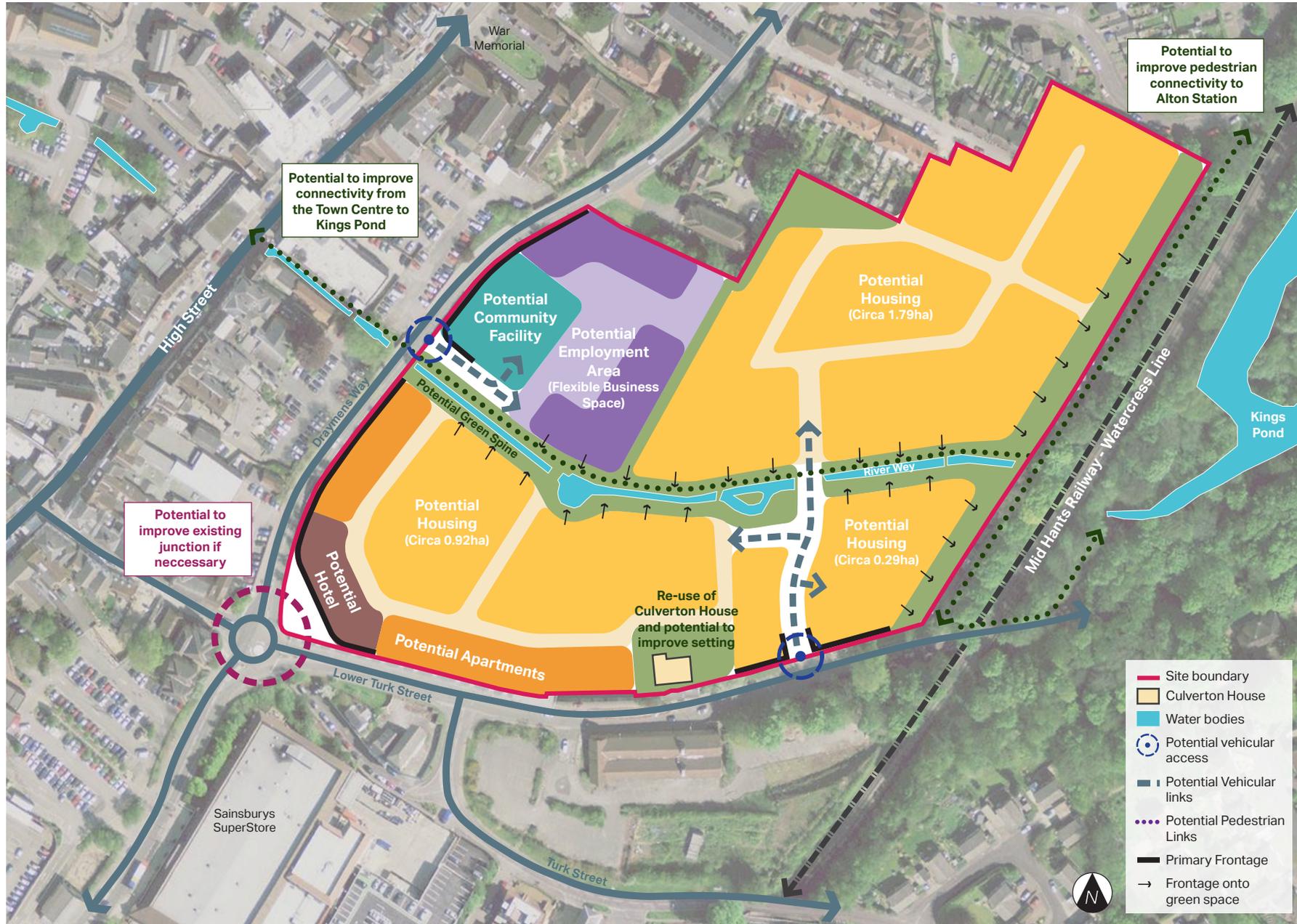


Figure 3.4 Preliminary Scenario 2

04 Development Principles & Guidelines

4.1 Introduction

4.1.1 Its central location, with good access to the town centre, makes the brewery site a highly sustainable development location, which can contribute positively to the future viability of the centre. Future development proposals must contribute positively to the town, but must also be commercially viable and attractive to developers, to ensure they can be delivered.

4.1.2 This section of the draft Development Brief sets out the proposed vision for the site, and the principles which must be reflected in the development proposals brought forward through any planning application.

4.1.3 The development brief does not set out a development proposal for the site, this process will take place later when a developer is selected to develop the site. The purpose of the development brief is to set out a framework against which scheme proposals will be considered when a scheme is submitted as a planning application by a potential developer.

4.1.4 The final Development Brief must be read alongside the Alton Neighbourhood Development Plan and the East Hampshire District Council Adopted Local Plan.

Vision

The project partners' vision is to create a high quality, distinctive place on the former brewery site which delivers lasting benefits for the town. The residential-led mixed use scheme will help to strengthen the town centre and attract people to the site by providing a range of new homes for local people, new employment and to explore options for new facilities for the local community.

New public open spaces along the River Wey will form the heart of the scheme, creating an attractive pedestrian route between the High Street and King's Pond. Development will celebrate the heritage of the site, with retention and conversion of Culverton House, improvements to its setting and new development which is sympathetic to the traditional building styles of Alton.

4.2 Development Principles

4.2.1 The following development principles should be reflected in proposals for the redevelopment of the site. Where development proposals deviate from these principles these would need to be robustly justified. The development principles have been derived through assessment of the site opportunities and constraints, feedback from consultation and analysis of commercial viability.

Land Uses

4.2.2 It is important that any redevelopment proposals for the site are commercially viable, and attractive to the development market. A key role of the development brief is to define a range of land uses appropriate to the site.

4.2.3 Redevelopment of the site must deliver a mixed use scheme, comprising a range of land uses. The land uses which are appropriate for the site are:

- Housing (Use Classes C3 and C2);
- Employment (Use Class B1);
- Community facility (Use Class D1);
- Social facilities such as doctor/dentist surgery (Use Class D1);
- Hotel, potentially with restaurant/bar (Use Class C1); and
- Limited small scale retail/food and drink premises (Use Class A1, A2, A3).

4.2.4 **Housing** - the site has the potential to provide between 140 and 200 new homes. In response to the town centre urban setting, there is potential to provide a combination of townhouses and apartments across the site with higher densities located to the western and south western edges of the site.

4.2.5 A proportion of the housing on the site should take the form of one-and two-bed properties suitable for first time buyers and older residents. Forty (40) percent of houses should be provided as affordable homes, in accordance with adopted Joint Core Strategy Policy, subject to viability. Where a lower proportion of affordable homes are proposed, this will need to be robustly justified through a Viability Statement submitted in support of any planning application.

4.2.6 Whilst a proportion of the housing is expected to take the form of apartments, particularly in parts of the site closer to Draymans Way and Lower Turk Street, the site is also highly suitable for development of townhouses. These would cater for a demand for properties suitable for families and could reflect the character of existing properties elsewhere in the Newtown area of Alton. For this reason, the development brief does not propose that the vast majority of homes on the site should take the form of apartments.

4.2.7 Residential densities should range from 45 to 120 dwellings per hectare. In addition, there is potential for a residential care home or sheltered

housing to be provided on the site. The residential densities proposed will ensure that efficient use is made of the land within this town centre location, while recognising that a significant demand exists for town houses as well as apartments/flats. The densities proposed will allow local housing demand to be met while also allowing the delivery of significant areas of open space to serve the development and to provide amenity to residents in the town.

4.2.8 **Employment** - As an important former employment site within the town, it is important that the site continues to provide opportunities for employment. However, it is also important that the employment provision is attractive to prospective occupiers. The preferred approach is the provision of flexible employment floorspace which could easily be divided to suit the requirements of a range

of businesses including professional services, IT companies, light manufacturing enterprises etc. The employment space should fall into the B1 Use Class, which applies to uses which are compatible with residential areas. If an operator can be attracted to the site, a micro-brewery would be a highly appropriate use for a portion of the employment space. Such a use would support relatively few jobs, but would help to celebrate the brewing history of the site, and of Alton more generally.

4.2.9 Redevelopment of the site must provide at least one acre (0.4 ha) of land for employment use, and could provide up to two acres (0.8ha). This may accommodate up to around 100 to 120 jobs.

4.2.10 **Community Facility** - there is an opportunity to deliver a new community facility for the town on the Molson Coors site. This could take several forms, and could range from a relatively small facility



Artist's impression of flexible workspaces

providing a community hub (small meeting spaces, safer neighbourhood team post etc), to a larger community centre to replace the current Alton Community Centre on Amery Street.

4.2.11 The community centre is expected to require a site area not greater than 0.18 hectares, including landscape/parking. It is proposed that this facility would be located in Zone A, as shown in Figure 4.1.

4.2.12 The scale and nature of any community facilities will need to be confirmed in collaboration with the local community to ensure it meets community requirements and to ensure commercial viability and deliverability. This will be confirmed to the landowner following the approval of this development brief. In the event that confirmation is not received within agreed timescales, the land will be redeveloped for either commercial or residential use.

4.2.13 **Hotel** - A hotel would be an appropriate use for the site, helping to bring visitors and activity into the town centre. It is recognised that delivery of a hotel would be dependent on ensuring interest from a hotel operator. Any hotel on the site could incorporate a restaurant and/or bar, contributing to the overall offer in the town centre, and as an employment generator in its own right. If a hotel is not brought forward on the site, as the demand is met by other operators within the town, additional employment floorspace should be provided.

4.2.14 In the event that 2 acres (0.8 hectares) of employment land is provided, and the hotel is not

delivered, the hotel component could be replaced by residential/care homes uses (Class C3/C2).

4.2.15 **Retail/Food & Drink** - Significant retail development on the Molson Coors site is not considered appropriate due to the potential impact on the main shopping areas along the High Street. However, some very small scale ancillary shops or food/drink premises could be appropriate to cater for users of the site and adjoining areas. These would be one or two ancillary units that would form part of a wider mixed-use scheme.

4.2.16 **Culverton House** - It is anticipated that all buildings on the site are to be demolished, with the exception of the Grade II listed Culverton House. Culverton House must be retained and its setting

enhanced as part of any redevelopment. The building has potential to be converted for a number of different uses including:

- Residential use;
- Business / office use; or
- Alternatively the building could be converted to provide a community facility (e.g. medical services).

4.2.17 The preferred option is to convert the building to its original purpose as a residential property, either a single dwelling house or a small number of flats. Any required parking for Culverton House should be at the lower site level, in line with development principles for car parking.

Location of Land Uses

4.2.18 The development brief sets out a zonal approach to the distribution of land uses on the site in order to provide some flexibility in the final configuration of uses. This is summarised in the table below and in Figure 4.1. These show the range of uses which are considered appropriate to be located in different parts of the site. However, where a scheme comes forward which meets the overall objectives of the development brief through a different distribution of uses, this should be considered on its merits.

Zone	Appropriate Land Uses
A	Community Facility (D1) Employment (B1) Hotel (C1) Residential (C3/C2)
B	Residential (C3/C2)
C	Residential (C3/C2) Employment (B1)
D	Conversion of Culverton House: Residential (C3/C2) Employment (B1) Community Facility (D1) Health Centre/Dentist (D1)
E	Residential (C3/C2)
F	Hotel (C1) Residential (C3/C2)

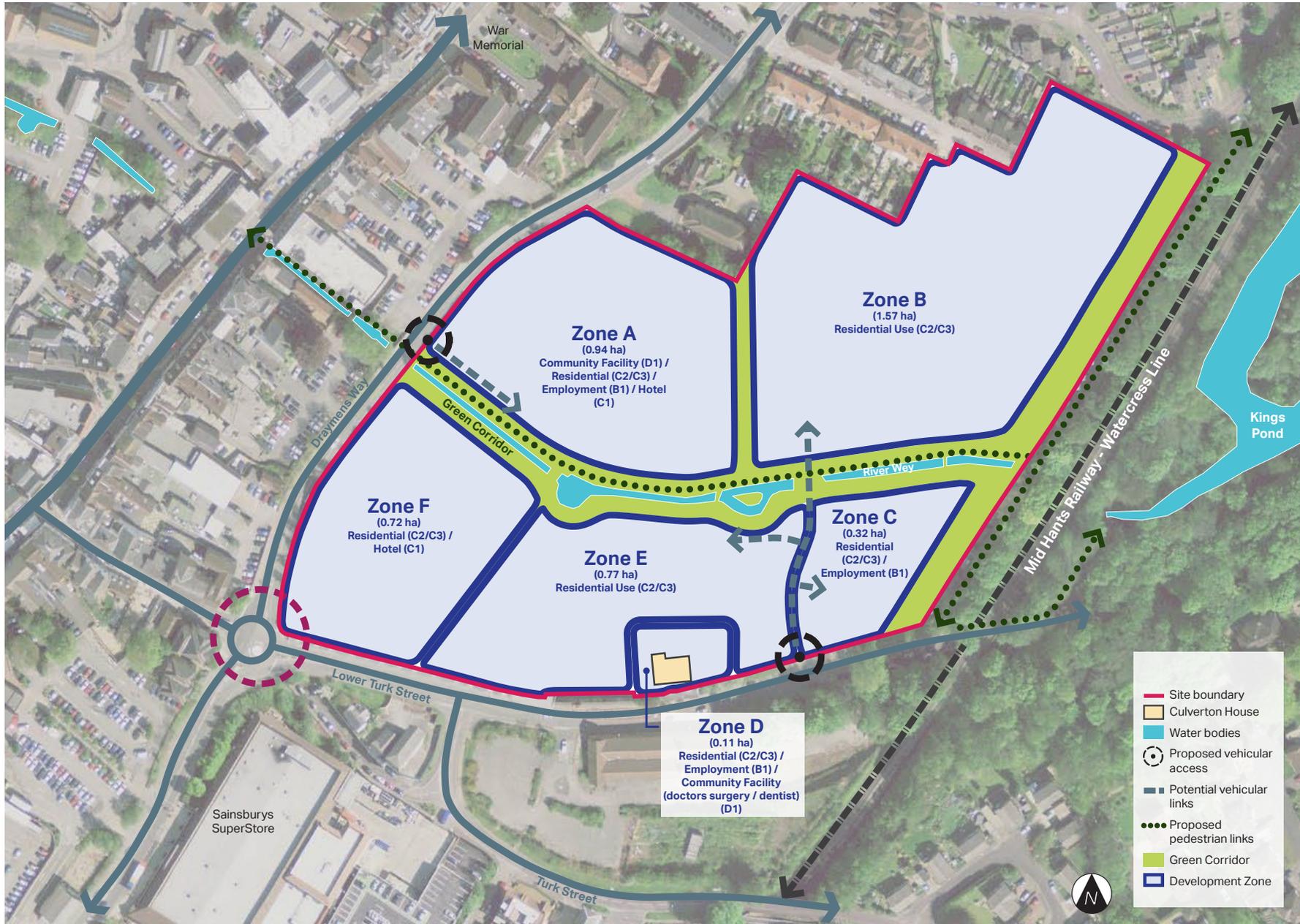


Figure 4.1 Land Use Zone Plan

4.2.19 In general, non-residential uses are considered to be most appropriate close to the Draymans Way frontage, where there is potential for closer linkage to the town centre. A proposed community facility, employment spaces and hotel would all be well sited close to the Draymans Way frontage. The employment space and community facility would be ideally sited just off Draymans Way, and accessed by a proposed new vehicular access. Any hotel could be located close to the river corridor, where any bar/restaurant could benefit from a riverside setting.

4.2.20 Conversely, it may be appropriate for a proportion of the employment space to be located in Zone C, accessed directly off Lower Turk Street.

4.2.21 Residential use is generally considered to be appropriate across all of the zones, although the character and form should vary between zones.

4.2.22 Lower density, larger townhouses would be more appropriate in Zones B and C, with higher density townhouses and apartments being more appropriate in Zones A, E and F. This is particularly the case in Zone F where some height can be introduced due to the difference in levels between Lower Turk Street and the interior of the site, which would also allow car parking to be accommodated at a basement level.

Other Uses

4.2.23 During the preparation of the development brief, a number of potential uses were considered for the site. However some of these have been discarded as they are considered unviable for the following reasons.

- Significant Retail, as new shops would compete with the High Street, which must be protected as the focus for shopping in the town;
- Office Development (B1a), for which there is negligible commercial demand in the town;
- Commercial leisure (cinema, bowling etc), as there is insufficient market demand to deliver these types of uses and would also cause unacceptable local traffic; and
- Sports Centre, as this is being brought forward on the site at Chawton Park Road.

Access & Movement

4.2.24 Providing sustainable access to and from the site and minimising impact on the wider area is crucial to future development proposals. The creation of legible pedestrian and cyclist routes through the development sites, which link to key destinations, such as the town centre, rail station, schools and employment areas, has the potential to transform accessibility to the site for local residents. In particular, a new high quality pedestrian route must be provided between the town centre and Kings Pond to the east, along the River Wey corridor. This would pass under the existing railway bridge and would provide a valuable asset for local people wanting to access green spaces from the town centre.



Artist's impression of Draymans Way

4.2.25 A direct underpass between the site and King's Pond has been considered, but is not considered necessary, given the existing link via the railway bridge. Such an underpass would be costly to construct, would require third party land and would give rise to a significant maintenance liability. Instead, the development should contribute to improvements to the conditions for pedestrians/cyclists under the bridge, such as improved paving and/or lighting.

4.2.26 Redevelopment of the site should explore opportunities to improve existing linkages to Alton Railway Station through improved paving, planting, lighting and introducing appropriate overlooking from new properties alongside this route. It may be appropriate to secure contributions for improvements to this route between the site and the railway station.

4.2.27 Development proposals should consider the possibility of a pedestrian link between Kingsmead and the site. There is a significant change in levels which may require steps and/or ramps.

4.2.28 It is anticipated that the existing site access from Lower Turk Street will remain as the principal vehicular access to the site. It may be appropriate to consider reducing the junction size to improve pedestrian movement across the entrance. A secondary access could potentially be provided from Draymans Way to separately serve future employment and community facility and/or hotel uses in this area. The County Council Highways Authority have agreed in principle the proposed site

access arrangements.

4.2.29 In addition, it may be possible to provide vehicular access to some of the development in Zone F from Lower Turk Street. This could provide a ramped access directly into basement level parking. Any access would need to be at least 40m from the Lower Turk Street/Draymans Way junction and would need to be tested and agreed with the Highway Authority.

4.2.30 In order to accommodate additional vehicular movements arising from the redevelopment of the site, there may be a potential requirement to enlarge Lower Turk Street roundabout. Precise details of any improvements required would be confirmed at planning application stage through a detailed transport assessment.

4.2.31 Given the site layout and the importance of the ecological green corridor running through the centre of the site, no vehicular link should be provided through the site between Lower Turk Street and Draymans Way. The northern part of the site should be accessed from the existing bridge across the River Wey in the centre of the site, as shown in Figure 4.2. This route is expected to serve approximately 60 to 80 new dwellings to the north of the site, so would carry relatively little traffic. As it would not provide a through route and would only carry vehicles coming to/from residential properties. The route should be designed as a "shared surface", used by vehicles, pedestrians and cyclists. As such, its character and use would not compromise the amenity value of the green corridor which it crosses.

This route is required as it is not appropriate for this residential area to be accessed off Draymans Way, which would require the access road to pass through the area identified for community facility and employment uses.

4.2.32 No vehicular access should be provided from Russett Road to the north, except potentially for emergency vehicles.

4.2.33 Car parking should be provided in accordance with local plan policy: Joint Core Strategy Policy CP31 and the Hampshire Parking and Standards Strategy. At all levels the approach to car parking and servicing for the site must align with the wider design principles of place making. Car parking and servicing must not dominate public spaces or the streetscape. In some areas, due to existing level changes between Draymans Way and the site, there is potential to provide basement level car parking.

4.2.34 Any planning application would need to be accompanied by a Transport Assessment and Framework Travel Plan.

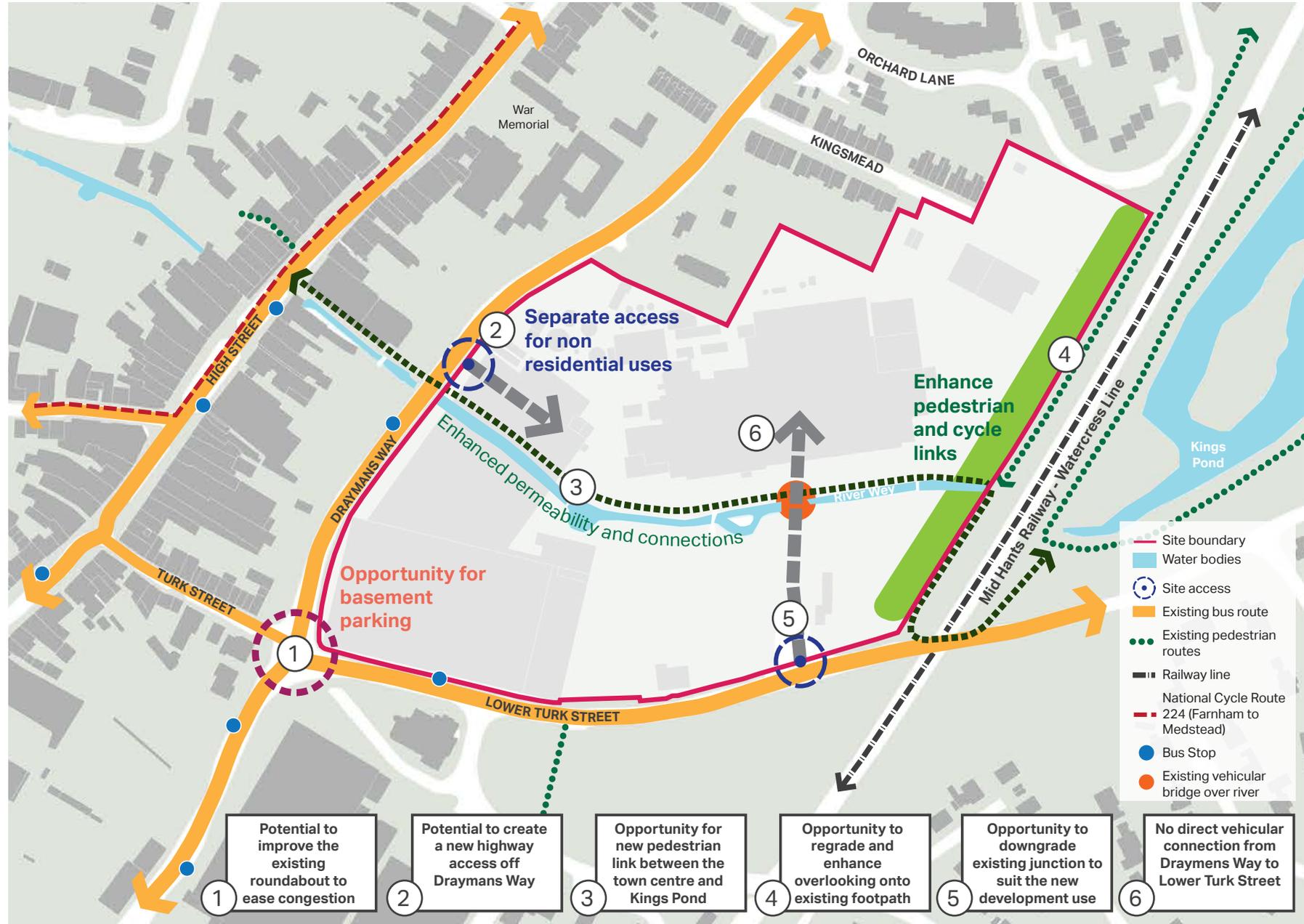


Figure 4.2 Access and Movement Framework

Environment

4.2.35 An important aspect of future redevelopment proposals is the need to enhance the environmental quality of the site. Redevelopment must provide a new green corridor along the River Wey, forming a strategic publicly accessible pedestrian and cycle route from the site to Alton town centre in the west and linking to King's Pond in the east. This would also involve the de-culverting of the River Wey, within the site.

4.2.36 This 'green spine', as shown in Figure 4.3, has the potential to deliver a wide range of environmental benefits; such as enhancing biodiversity, increasing flood storage capacity within the river corridor (thereby mitigating flood risk) and also promoting leisure and recreational pursuits.

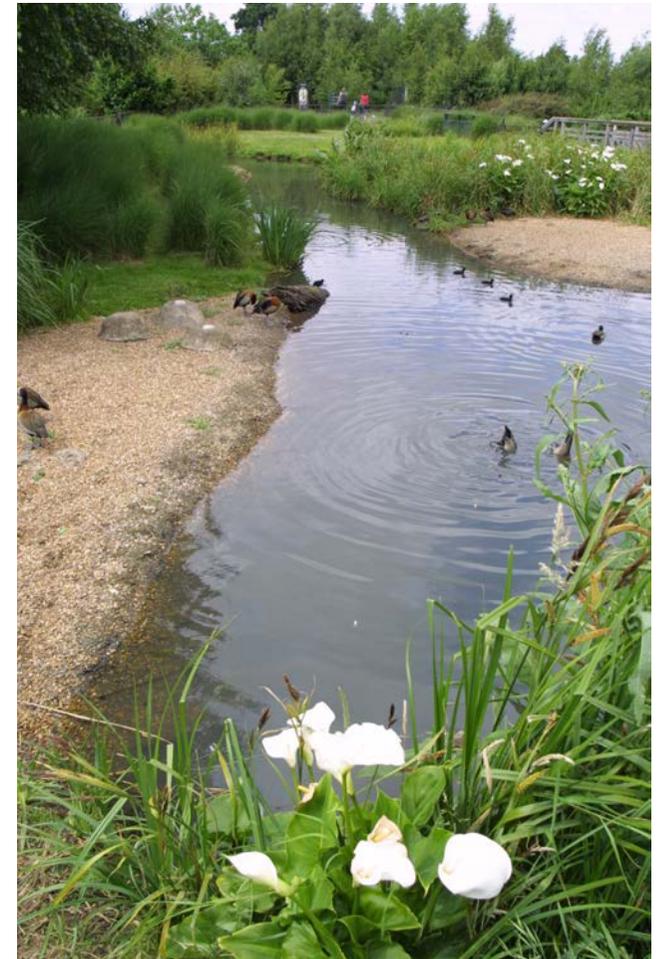
4.2.37 There are a number of existing mature trees within the site, some of which have Tree Preservation Orders. Existing trees should be retained wherever possible, particularly those on the northern boundary of the site and along the River Wey corridor. This will help to retain the existing mature environmental character and integrate the new development successfully into its context.

4.2.38 Due to the proximity of the Watercress Heritage Railway Line and the intermittent noise and vibration associated with the heritage train movements, a careful design response will be required for development close to the railway embankment. An appropriate design response to

the railway line would be to provide additional local green open space and improve the setting of the existing pedestrian route adjacent to the railway embankment, together with increased natural surveillance from new properties. This could be achieved by fronting built development onto the new open green space, which would allow private gardens to be provided at the rear, shielded from the intermittent noise from the railway by the dwelling itself. The wall that currently runs alongside the footpath should be removed to create a green link alongside the railway embankment, and include the pedestrian link.

4.2.39 The provision of public open space should be in accordance with Joint Core Strategy Policy CP18, with a minimum of 0.75 hectares of public open space along the river corridor and railway line buffer, which represents nearly 15% of the total site area. In accordance with Policy CP18, some of the open space provision required by policy could be provided off-site.

4.2.40 Development proposals and any planning application will need to be supported by Noise & Vibration Assessment and an Arboricultural Assessment. Discussions with the Council's Environmental Health Officers in relation to noise and vibration issues should inform the design of proposals prior to submission of any planning application.



Example of green river corridor and public space

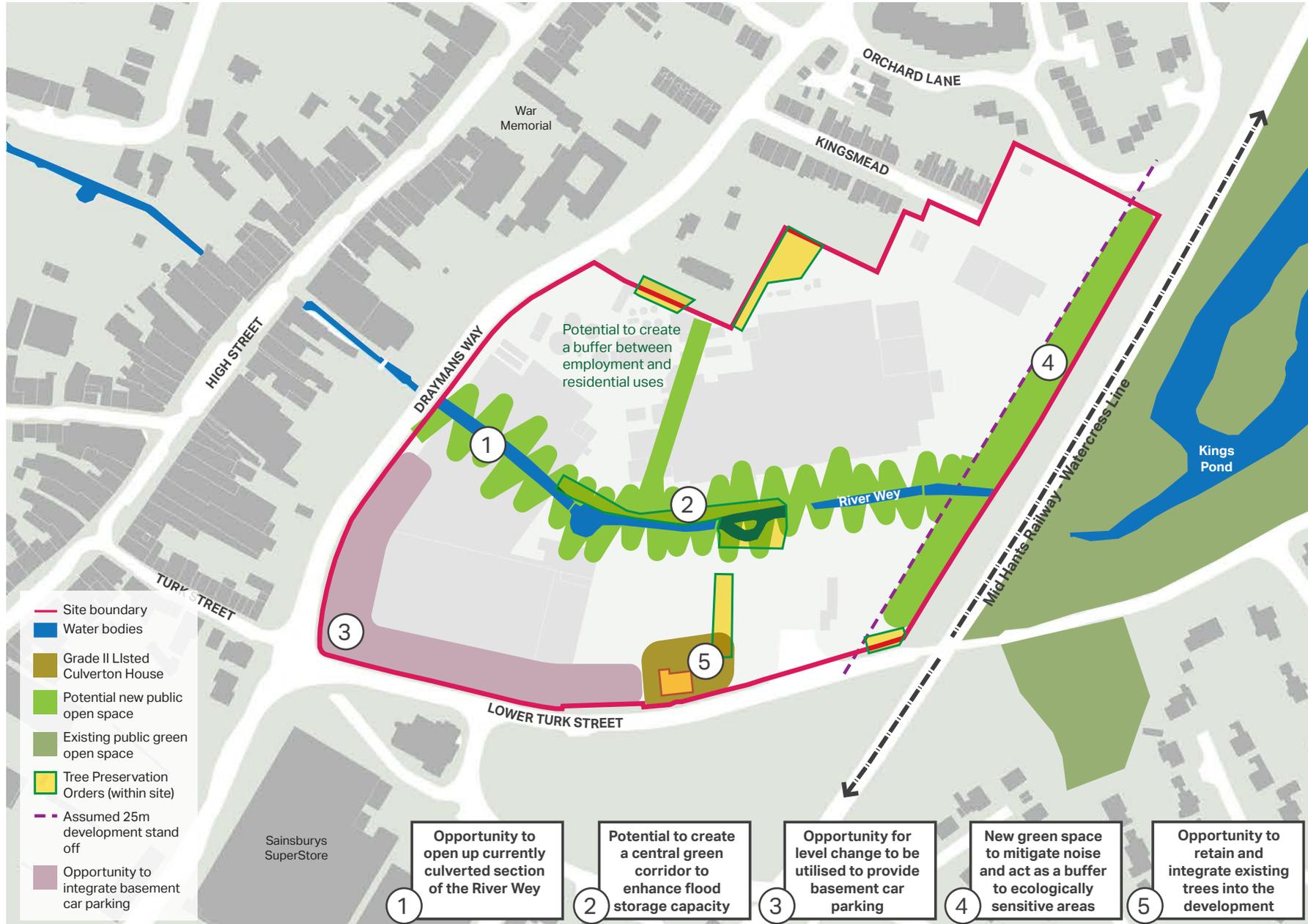


Figure 4.3 Environment and Flood Risk Framework

Flood Risk

4.2.41 The Molson Coors Brewery site is not protected from flooding by defences, therefore the flood risk summarised in section 2.5 is considered as actual flood risk. So any development within the Flood Zone 2 (0.1% AEP) and 3 (1% AEP) flood extent areas should be avoided in the future if possible. These areas could be developed, but in this case floodplain compensation storage would be needed on a level-for-level and volume-for-volume basis. Finished floor levels in this part of the site would need to be raised above the 1 in 100 year plus climate change level, plus 600mm freeboard.

4.2.42 A finished floor level of 300mm above ground level would be recommended for all of the Flood Zone 1 areas of the site. These comprise all of the areas outside Flood Zones 2 and 3 identified in Figure 2.5.

4.2.43 The remaining flood extents shown within the site boundary are largely within the existing River Wey channel that runs through the site. An 8m setback distance free from development (measured from the top of bank) is required by the Environment Agency either side of the river under Land Drainage Byelaws. Therefore this area of river channel and 'setback' could be used for landscaping. De-culverting of the River Wey that runs through the site under existing buildings would provide additional storage within the river channel, providing benefits to the wider catchment in relation to flood risk. De-culverting also provides increased amenity access,

improved biodiversity and facilities better access for maintenance and channel clearance as required.

4.2.44 Any works within 8m of the River Wey would require an Environmental Permitting Regulation from the Environment Agency (previously called a Flood Defence Consent) for works adjacent, above and below ground.

4.2.45 Surface water from the site should be attenuated using a sustainable urban drainage system (SUDS) in accordance with NPPF and East Hampshire District Council (as a Lead Local Flood Authority) requirements. Surface water should

be attenuated to as close to greenfield rates as possible, with no increase in surface water as a result of the proposed development. There is sufficient opportunity with the proposed de-culverting of the River Wey and 8m setback areas of the River Wey to incorporate adequate SUDS within the landscaping and public realm proposals. The site lies on a chalk catchment and therefore the ground conditions are likely to favour infiltration SUDS such as soakaways, which are at the top of the SUDS hierarchy. A surface water drainage strategy and flood risk assessment should be prepared to support any planning application for the redevelopment of the site.



Artist's impression of green river corridor

Heritage and Townscape

4.2.46 High quality urban design which reflects the unique setting and character of Alton will be vitally important to the successful regeneration of the site. The redevelopment of Molson Coors Brewery has the potential to create an important and exciting new area within the town centre, providing a variety of new uses, facilities and amenity for local residents.

4.2.47 The brewery site is located within the "Newtown" area of Alton, as defined in the Alton Town Design Statement (2008). The Design Statement notes that this is a predominantly residential area. Design Guidelines quoted relate to the use of generally slate roofing and the retention of heritage assets. The following presents a series of principles and guidelines which are intended to ensure that the redevelopment of the brewery site reflects the character of Alton.

4.2.48 The setting for new development will be a key part of defining its character and identity, and the design of the public realm and associated green spaces will be crucial in achieving a high quality development which fulfils its potential.

4.2.49 The central green spine and areas of public realm must be innovatively designed, using high quality and robust materials that enhance environmental quality, in addition to ensuring longevity and durability. The use of distinctive street furniture and formalised tree planting could be used to emphasise key areas of public realm, encouraging people to dwell in public spaces.

4.2.50 It is important that new areas of public realm and green spaces are responsive to their environment and surrounding building forms. Spaces can be used to highlight key gateways or nodes, or be used as a centrepiece providing a stand-out setting for key buildings, as shown on Figure 4.4. Designs should be simple and uncluttered providing flexibility to accommodate a variety of uses, which can adapt to changing needs.

4.2.51 The green spine, although linear in its form, should widen at key places to create larger open spaces. This in turn would be reinforced by surrounding building lines which should step back, responding to the type and scale of space that is envisioned.

4.2.52 Instilling a definitive character and image for the site will form an important part of achieving the aspiration to creating a distinctive and high quality environment. This will involve ensuring that new development places strong emphasis on it's greatest asset: the riverside location, through the creation of active frontages, and the orientation of new buildings overlooking the river. This relationship could be further emphasised through the positioning of strategic breaks in building blocks, which allow views and connections through to the river from areas set back to the north or south.

4.2.53 In order to improve legibility and create distinctive focal features, a new landmark building could be located at the Draymans Way / Turk Street roundabout. In addition, subtle variation in building

heights and façades should be used to add visual interest and articulation to the development along Draymans Way and Turk Street typical of the Alton character. In general, building heights should be between 2-4 storeys with the potential for discrete elements up to 6 storeys. It is envisaged that these higher elements would be located at key nodes or along important frontages such as Draymans Way and Lower Turk Street.



Example of the variation of building heights, roof lines and break in built form, together with variety of materials used in façades



Figure 4.4 Heritage and Townscape Framework

4.2.54 Due to the significant level difference between the existing site and Draymans Way / Turk Street Roundabout, there is potential to provide basement car parking for commercial and higher density developments in this location.

4.2.55 Development proposals should adopt a relatively high density scheme with tightly defined streets reflecting the character of Alton Town centre, with more generous open spaces along the River Wey corridor. Buildings should create a strong built frontage onto Draymans Way and Lower Turk Street without presenting a "wall" of development. A series of breaks in the frontage of at least 10m width should ensure visibility into the site at key points along these street frontages.

4.2.56 It would be appropriate for built form, particularly taller elements, to reflect the character of traditional brewery buildings, which once occupied the site. Similarly, at the appropriate time a street naming strategy should be developed, in consultation with local people, to reflect and celebrate the brewing history on the site.

4.2.57 With regards to the approach to materials, colour, design and detailing of architecture, new development should incorporate a contemporary

interpretation of Alton's existing vernacular. This will ensure that the site retains a strong relationship with the town centre whilst still possessing its own unique identity.

4.2.58 Key design characteristics that the redevelopment may incorporate are:

- The use of some patterned and red/orange brick;
- Painted render, mostly white and cream, but also other colours;
- Steep pitched roofs with slate or red /orange clay tiles;
- Buildings generally set to the back of pavement along key routes, providing a positive sense of enclosure;

- Accommodation within the roof space, lit by dormer windows (which form a feature of the skyline of the High Street);
- Variation of building storey heights and rooflines providing a stepped effect along the street; and
- Distinctive built frontages should be present along Draymans Way and Lower Turk Street, with all car parking to the rear.

4.2.59 Whilst housing development should seek to reflect the character of Alton, this does not preclude the delivery of high quality contemporary architectural designs.



Example of a linear green spine and open public realm with contemporary interpretation of Alton's existing vernacular



Example of contemporary apartment housing (reproduced courtesy of Hill)



Example of the stepped building heights typical of Alton



Example of the use of steep pitched roofs and dormer windows



Example illustrating variation in materials and roof lines



Example of the variety of materials and architectural detailing

Social Infrastructure

4.2.60 New development will be required to provide social amenity facilities in line with policy.

4.2.61 It is possible that the retained Culverton House could serve as a potential health centre or dental surgery. If this provision is not met on site, it is expected that contributions would be made to increase capacity at existing facilities within the town.

4.2.62 The precise requirement for school places will depend on the final number of homes and the proposed dwelling mix. It is expected that the scheme would contribute to educational provision in the town in accordance with local plan policy.

4.2.63 The primary schools located nearest to the site, and their current reported capacity, according to Department for Education figures, January 2015, are as follows:

- St Lawrence C of E Primary School (650m), which has capacity for an additional 18 pupils;
- Alton Infant School (800m), which is at capacity;
- and
- Anstey Junior School (1.1km), which has capacity for an additional 28 pupils.

4.2.64 The secondary schools located nearest to the site, and their current reported capacity (January 2015) are as follows:

- Amery Hill School (800m), which has capacity for an additional 145 pupils; and
- Eggar's School (2km), which has capacity for an additional 84 pupils.

Environmental Sustainability

4.2.65 Development will be required to meet sustainability targets as defined by Local Plan Policy CP24, which includes the following energy and sustainability principles:

- Adopt sustainable design and construction measures
- Minimise carbon emissions through consideration of decentralised combined cooling, heating and power systems and the use of energy efficient and renewable energy technologies.
- Minimise the need for and use of mechanical ventilation, heating and cooling systems
- Provide buildings to provide for adaptation and flexibility of use during their lifetime
- Provide buildings designed to mitigate the effects of the urban heat island and the expected increases in hot dry summers and mild wet winters
- Mitigate any adverse impact on the micro-climate of public realm in terms of wind and overshadowing

- Optimise opportunities for efficient water use, reuse and recycling through the use of sustainable urban drainage systems and minimising water use within new homes and non-residential buildings.
- Provide facilities for recycling within all housing, industrial, commercial and retail development

4.2.66 East Hampshire District Council adopted a Energy Strategy in November 2014 to direct activity across five objectives and provide leadership in tackling East Hampshire's over reliance on fossil fuels and imported energy. A key aspect of the strategy is the application of the energy hierarchy to avoid energy use, reduce energy demand and replace with more renewable fuel sources. New development sites provide an important opportunity to demonstrate that sustainable solutions are viable. This brownfield development site is no exception and the Council would wish to work collaboratively with development partners to design and deliver the most appropriate energy solutions, which can be tested against the principles of the Energy Strategy. More information on the Energy Strategy can be found at www.easthants.gov.uk/energy-strategy.



Example of roof-mounted photovoltaics and solar thermal (water heater) unit

05 Next Steps

5.1 Next Steps

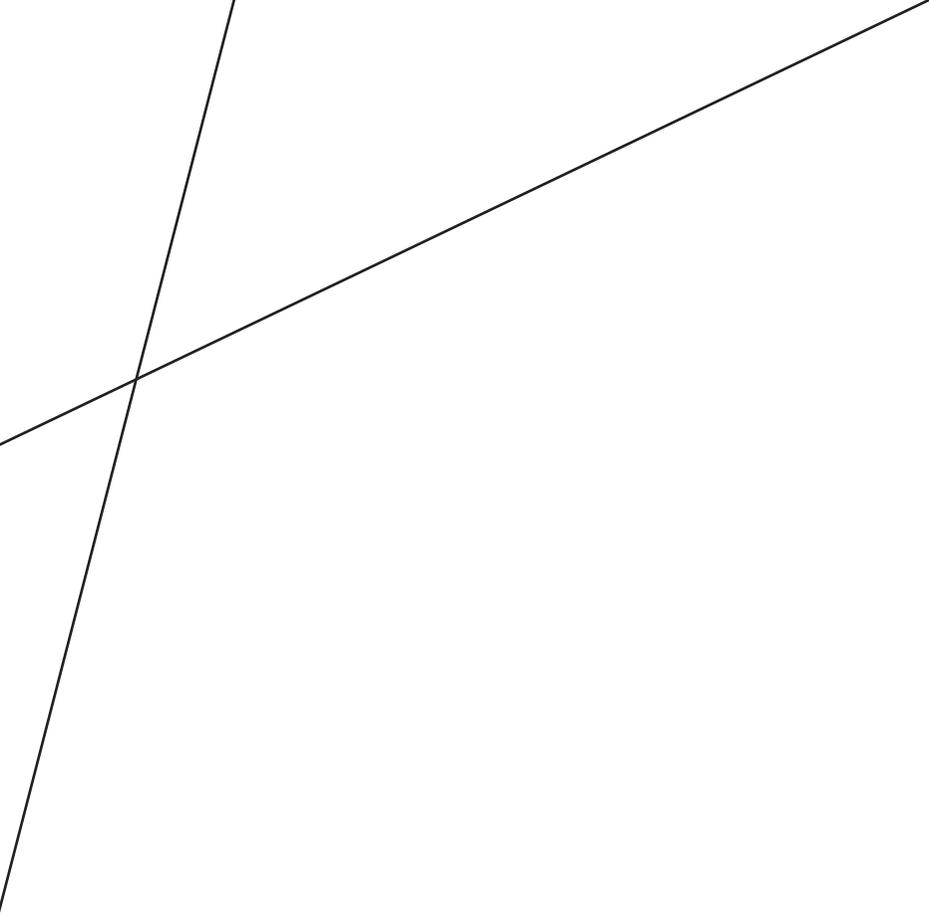
5.1.1 This development brief provides a framework to guide the development of the former Molson Coors Brewery. It will be used by East Hampshire District Council as an important part of the policy context against which to assess any future planning application, alongside the adopted Joint Core Strategy and the Alton Neighbourhood Plan.

5.1.2 The current indicative timetable for redevelopment of the site is:

- Submission of Environmental Impact Assessment screening request to local authority – June 2016
- Formal marketing of the site - commencement of bids process - June 2016
- Selection of preferred development partner - Autumn 2016
- Planning application submission - Early 2017
- Planning decision - Summer 2017
- Start on site - Late 2017



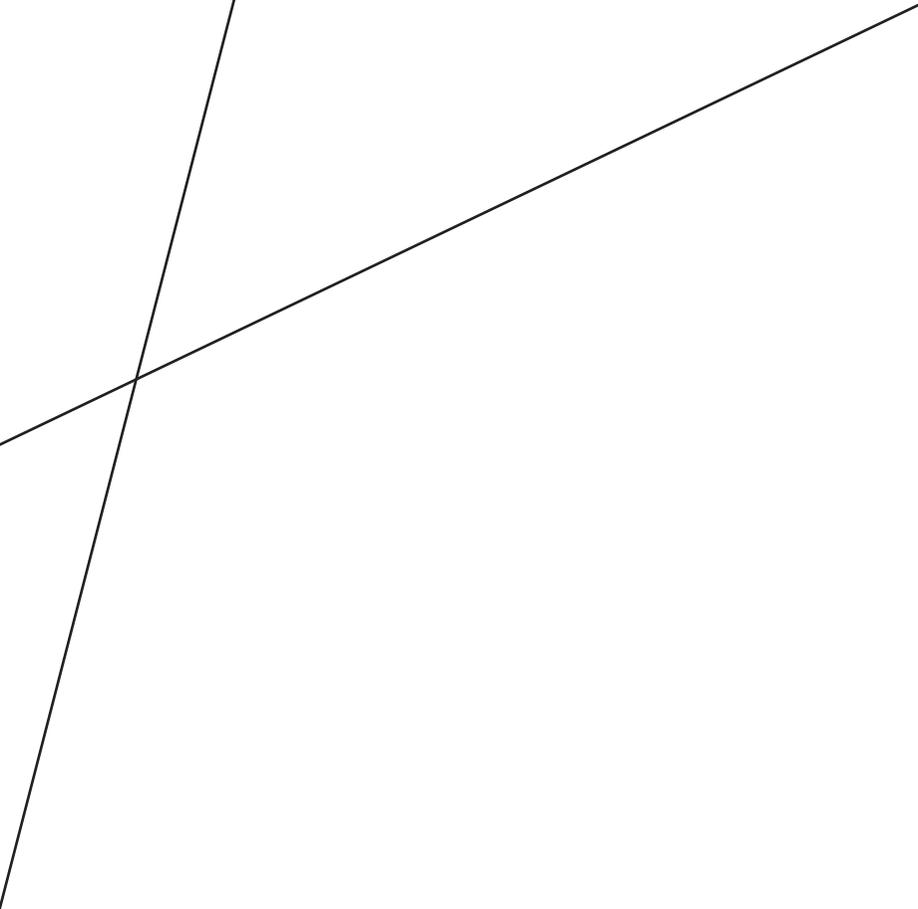
Illustrative Masterplan showing one way in which the site could be developed in accordance with the development principles.



Appendix 1 - Reference Documents

Reference Documents

1. Archaeological Desk-based Assessment (July 2015), Cgms Consulting
2. Ground Conditions Desk Top Study (August 2015), RPS on behalf of Vail Williams
3. Flood Risk Assessment - Hydraulic Modelling Technical Note (May 2016) AECOM Capita
4. Preliminary Ecological Appraisal (August 2015), RPS
5. Tree Survey Report (August 2015), RPS
6. Utilities Report (August 2015), RPS
7. Alton Transport Strategy (June 2015), Hampshire County Council
8. Alton Neighbourhood Development Plan (November 2015), Alton Town Council
9. Alton Town Design Statement (May 2008), Alton Town Partnership



**Appendix 2 - Public Consultation
Material and Summary of Responses**

Exhibition Boards: First Public Consultation -Issues and Objectives

1. Introduction & Overview

Molson Coors Brewery, Alton Development Brief

The Molson Coors Brewery (also known as The Manor Park Brewery), closed in May 2015.

The brewery is a key site in the centre of Alton. It is important to think carefully about how the land is developed in the future to contribute to the future success of the town.

Molson Coors, East Hampshire District Council and Alton Town Council are now working together on a development brief to guide future planning applications for the site.

The development brief will be used to understand how the site can be best used in future to deliver a commercially viable scheme which benefits the town. The brief will be used by the planners to help decide on future planning applications.

Both councils and Molson Coors have jointly commissioned specialist consultants to work on the development brief to ensure the resulting document is deliverable and viable. They will also monitor the project's progress and approve the various stages of its development.

The development brief will be completed in April 2016, when it will be adopted by East Hampshire District Council to advise the Emerging Local Plan Part 3, which will set out policies and guide development in the District.



View of the Brewhouse from site entrance

Your Thoughts

This public consultation marks the first step in the preparation of the development brief. At this stage we are asking local residents and other interested parties for their thoughts on the redevelopment of the brewery site. There are no proposals at this stage, but we welcome your early input into the process.

- What are your priorities for the redevelopment of the site?
- What are the main opportunities?
- What are the main challenges/issues to be addressed?

The public will have further opportunity to comment as the brief is developed. This will include a formal 6 week consultation period when the draft development brief is put out to consultation in the spring of 2016.



2. Policy Context

Molson Coors Brewery, Alton Development Brief

The development brief for the brewery site must take account of the national and local planning policy context.

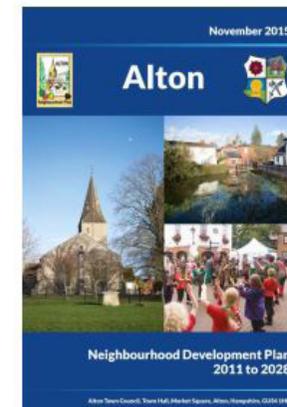
The Government's National Planning Policy Framework (NPPF), March 2012 promotes sustainable development, with the planning system helping to build a strong economy, vibrant and healthy communities while protecting and enhancing the natural, built and historic environments.

Alton is covered by an up-to-date Local Plan, which sets out strategic and detailed planning policies, which must be taken into account in planning decisions. The Local Plan: Joint Core Strategy was produced by East Hampshire District Council and the South Downs National Park Authority. It was formally adopted in May and June 2014. Local Plan Policy CP4 whilst trying to maintain employment opportunities recognises that it is appropriate to allow for alternative uses on sites that are shown to be no longer suitable for employment use.

The brewery site also lies within the area covered by the submitted Alton Neighbourhood Plan.

The Neighbourhood Plan encourages the redevelopment of the site for a mix of different uses. Action Point ESAP9 states that Alton Town Council will work with East Hampshire District Council to achieve the appropriate mixed use development of the brewery site.

The development brief will reflect this planning policy context and will set out a clear framework to guide the future redevelopment of the site.



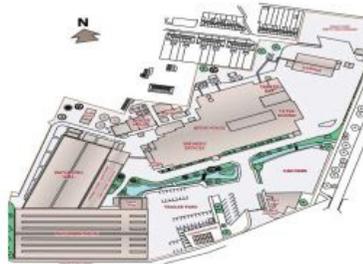
3. Molson Coors & the Brewery

Molson Coors Brewery, Alton Development Brief

There have been a number of breweries in Alton since 1763. The present Coors brewery was built in 1963 to make Harp Lager, and the inaugural mash was started by Earl Mountbatten.

In 1979, Bass purchased the site from Harp Lager and Courage. The brewing division of Bass was acquired by Coors in 2002 and in 2005 Coors merged with Molson, changing the company name to Molson Coors.

For the seven years prior to closure, Molson Coors Alton Brewery had been reliant on brewing Heineken, which was around 75% of the total Alton brewery production. In 2014 Heineken announced that they would not be renewing the contract and as a result, Molson Coors embarked on a review of its UK brewery network.



The announcement of the closure of Molson Coors Brewery was widely communicated, with articles in industry publications. In addition, Molson Coors undertook proactive communications with Heineken, industry bodies such as the British Beer & Pub Association, existing customers with contract brewing arrangements, customer and suppliers.

At no point during the period following the closure announcement was Molson Coors approached regarding a possible sale of the site as a going brewery concern.

- A number of options were considered by Molson Coors prior to announcing the closure of the site, including:
 - Redistribution of Molson Coors' brands across UK facilities, which unfortunately was not cost effective / commercially viable
 - Reviewing how the site could be reshaped to accommodate lower volumes – the outcome was that this would not have been a cost effective solution and would leave the facility running inefficiently
 - Significant efforts to seek alternative contract brewing opportunities – unfortunately discussions with third parties concluded unsuccessfully, reflecting the excess brewing capacity within the UK
 - Investigating the feasibility of building a smaller new "craft" brewery at Alton. Despite investigating potential grants, the outcome was that this would not have been viable

4. The Brewery Site

Molson Coors Brewery, Alton Development Brief



1. View from site entrance on Lower Turk Street



5. The Brewhouse viewed from the East.



2. The River Wey



3. View of Culbertson House from Lower Turk Street



4. View of the warehouses at the eastern side of the site



6. View from Drayman's Way Lower Turk Street junction

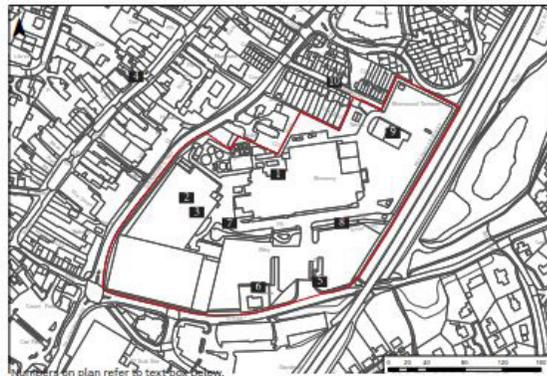


5. Issues & Opportunities

Molson Coors Brewery, Alton
Development Brief

The brewery site covers approximately 5.1 hectares, lying one block to the south east of Alton's High Street. It is situated between Drayman's Way and the railway embankment, with Lower Turk Street running along its southern boundary and housing along its northern boundary.

Its central location, with good access to the town centre, makes the brewery site a highly sustainable development location, which can contribute positively to the future viability of the centre. Future development proposals must contribute positively to the town, but must also be commercially viable and attractive to developers, to ensure they can be delivered.



The development brief will cover a range of issues, including:

1. **Employment:** providing an appropriate level and type of viable and sustainable employment-generating uses on the site
2. **Housing:** the amount and density of housing, type and tenure mix, and level of affordable housing
3. **Community:** assess the potential to accommodate some form of community asset
4. **Town centre access:** making the site permeable for pedestrians and cyclists, with good access routes towards the town centre and the rail station
5. **Highways:** site access for road traffic must be either onto Drayman's Way or Lower Turk Street, both relatively busy roads at peak times

6. **Heritage:** scale of development and design principles to reflect the site's location adjacent to Alton's Historic Centre Conservation Area and presence of Culverton House, a Grade II listed building within the site

7. **Access/open space:** explore opportunities to provide public spaces and public access, especially along the river corridor

8. **Flood risk:** the River Wey runs through in a culvert and an area of land either side is categorised as Flood Zone 3 (potentially high risk of flooding)

9. **Contaminated land:** as a former industrial site there may be some contaminated land which will require remediation as part of the redevelopment process

10. **Amenity:** the site lies within a largely residential neighbourhood and would not be suitable for uses which generate significant nuisance, noise or odours



6. Your Views & Next Steps

Molson Coors Brewery, Alton
Development Brief

Molson Coors, East Hampshire District Council and Alton Town Council are keen to hear your views on the redevelopment of the brewery site. Your views will inform the preparation of the development brief.

- *What new uses do you think are suitable for the brewery site?*
- *What do you think are the key opportunities that redevelopment could bring to the town?*
- *What are the key issues / challenges to be addressed?*
- *What do you think are the priorities to be secured through redevelopment?*
- *Do you have specific proposals to be considered in the development brief?*

Please give us your thoughts by **Friday 6th January**

Fill in a feedback form. These can be posted in the box provided or posted to:

Molson Coors Consultation Planning Policy
East Hampshire District Council
Pennis Place
Peterfield GU81 4EX

Email your thoughts to:
molsoncoorsconsultation@easthants.gov.uk

Complete a feedback form online at:
www.easthants.gov.uk/planning-policy/consultation

Talk to a member of staff at the exhibition

The exhibition material is available online at: www.easthants.gov.uk/planning-policy/consultation

Next steps

The findings of this public consultation will inform the early work on the development brief. The partners – Molson Coors, East Hampshire District Council, Alton Town Council – and their consultants will undertake technical work to inform the preparation of the development brief.

Further work will involve discussions with stakeholders to consider options/scenarios, which will include viability testing. There will be further public consultation on the development brief in spring 2016.

Contacts

If you want to discuss the development brief, or require further information, please contact:

Simon Jenkins, East Hampshire District Council
(molsoncoorsconsultation@easthants.gov.uk or 01730 234102)



Summary of Consultation Responses

First Public Consultation: Issues and Objectives 16th December 2015 to 8th January 2016

The first public consultation demonstrated the considerable interest in the redevelopment of the site among local residents. 167 people were recorded as having attended the event at the Assembly Rooms and a total of 143 questionnaires were completed.

Of these, 101 questionnaires were completed at the event and 42 were returned by email or post. 90% of respondents live in Alton, 25% live close to the brewery site (within 200m), 34% work in Alton and 92% visit Alton town centre regularly.

1. Respondents were asked whether they lived in Alton or work or visit the town. A total of 90% of respondents live in Alton, 25% live close to the brewery site (within 200m), 34% work in Alton and 92% visit Alton town centre regularly.
2. When respondents were asked about what uses they believe are suitable for the brewery site, the majority responded that residential (67%) would be the favoured dominant use. Other favourable uses are:
 - Retail (46%)
 - Leisure Complex (41%)
 - Community Centre (38%)
 - Open Space (33%)
 - Sports Centre (31%)
 - Affordable Housing (27%)
 - Light Industry/Craft Workshops (27%)

- Parking (19%)
- Offices (17%)
- Restaurants (13%)

3. Respondents were asked what they think the key opportunities that redevelopment of the brewery site could bring to the town. The majority of respondents believe enhancement of the River Wey (34%) is a key opportunity. Other suggestions were:
 - Attracting more visitors, and in turn capital, into the town (34%)
 - Providing housing, particularly for first time buyers, in order to prevent development in the green belt (29%)
 - Community focus and integration through recreation and leisure (27%)
 - Additional employment (24%)
 - Integration of the site with the town centre (23%)
 - Raising awareness of the cultural heritage (15%)
 - Regeneration of the town centre through a more attractive environment (9%)
4. The following question asked what the key issues/challenges are that need to be addressed. The majority (27%) stated that traffic and congestion would be the biggest challenge/issue to address. The following were also suggested as key issues:
 - Flooding (24%)
 - Demise of the High Street (17%)
 - Overdevelopment (15%)
 - Failure to provide ancillary services e.g. Schools, Doctors Surgeries etc. (13%)

- Parking (13%)
- Residents not being informed or are ignored during the process (10%)
- Ensuring the development is in keeping with the character of Alton (10%)
- Money (9%)
- Affordability of Housing (7%)

5. In the final question, respondents were given space to leave their thoughts on any specific proposals to be considered in the development brief, or any other comments. Consistent with the responses given to the preceding questions, proposals from residents indicate that a mixed use scheme would be preferable, comprising largely a community hub with flexible facilities (with minimal retail) and affordable housing, predominantly for young families and the elderly (including flats). It is also important to the residents of Alton that development reflects the legacy of both the site and the town and maximises open space and public realm. It is clear that many of the respondents support development at Coors Brewery however have concerns as to whether sufficient and appropriate amenity will be provided for the community and that development is respectful of the surrounding context and character of the town.

Specifically, when referring to legacy the majority view is that Culverton House is retained, either as a heritage museum or small, flexible community space. There are many suggestions for the potential to have a small micro-brewery on site with a visitor centre in order to communicate the

wider history of Alton, including Jane Austen, the town's history of music with the possibility of a concert hall on the site, and the Watercress Line. This is with the view that such development would attract tourists and increase employment opportunities.

Many respondents also suggest that the character of the town is retained through the use of open space and landscaping to avoid high density development. Proposals should also be sympathetic to height restrictions and materials to ensure an inspirational design that is complementary to the town's historical character and architecture.

Exhibition Boards: Second Public Consultation - Draft Vision and Scenarios

1. Introduction & Overview

The Lower Turk Street brewery, owned by Molson Coors, closed in May 2015.

Molson Coors Brewing Company (UK) Ltd, East Hampshire District Council (EHDC) and Alton Town Council (ATC) are working together on a development brief to guide future planning applications for the site.

The development brief will be used to understand how the site can be best used in future and will be used by the planners to help decide on future planning applications.

The development brief will be completed in May 2016, when it will be adopted by East Hampshire District Council to advise the Emerging Local Plan Part 3.

A first round of public consultation was held from 16th December 2015 to 8th January 2016. A public drop-in exhibition was held at The Assembly Rooms, Alton in the evening on 16th December. We asked local residents and other interested parties about their thoughts on the redevelopment of the brewery site.



First Public Consultation Event at Alton Assembly Room, 16th December 2015

Molson Coors Brewery Site, Alton Development Brief



Site Location Plan

2. Consultation Responses (1)

Molson Coors Brewery Site, Alton Development Brief

The first public consultation demonstrated the considerable interest in the redevelopment of the site among local residents. 167 people were recorded as having attended the event at the Assembly Rooms and a total of 143 questionnaires were completed.

Of these, 101 questionnaires were completed at the event and 42 were returned by email or post. 90% of respondents live in Alton, 25% live close to the brewery site (within 200m), 34% work in Alton and 92% visit Alton town centre regularly.

Key messages from the consultation are summarised on this and the next board.

Note: Consultees were able to identify more than one land use or topic, so percentages quoted do not sum to 100.

1. Appropriate land uses:

- 67% of people believed that new housing was the appropriate major use for the site, including affordable housing.
- 46% said shops should be provided, 41% would like to see a leisure complex.
- 38% want a community centre, 33% want new open spaces, 31% want a new sports centre, 27% would like to see employment / light industrial/ craft workshops



1. Response to consultation findings:

Based on the consultation responses, and informed by independent commercial property advice, the following land uses are considered appropriate and viable propositions for the site:

- Housing – the site could accommodate houses and flats, ranging from 1 bedroom flats to 4-5 bedroom houses, with a target of 40% affordable housing, subject to viability. The site would be particularly suitable for housing for young families and the elderly, and could be suitable for sheltered / care housing;

- Employment – flexible business space providing smaller units on around 1-2 acres, with potential to accommodate between 80 and 160 jobs;
- Community facility – opportunity to explore the potential for a community facility to meet the needs of Altonians;
- Hotel – the site could be appropriate for a 50-70 bedroom hotel scheme.

The following uses have been considered, but are not felt to be appropriate or viable for the site:

- Retail – new shops would compete with the High Street, which must be protected as the focus for shopping in the town;
- Commercial leisure (cinema, bowling etc) – there is insufficient market demand to deliver these types of uses and would also cause unacceptable local traffic;
- Sports Centre – this is being brought forward on the site at Chawton Park Road.



3. Consultation Responses (2)

Molson Coors Brewery Site, Alton Development Brief

<p>2. Key opportunities that redevelopment could bring to the town:</p> <ul style="list-style-type: none"> The majority of respondents believe enhancement of the River Wey (34%) is a key opportunity. Other suggestions were: Attracting more visitors, and spending, into the town (34%); providing housing, particularly for first time buyers, in order to prevent development in the green belt (29%); Providing a community focus (27%); additional employment (24%); integration of the site with the town centre (23%) 	<p>2. Response to consultation findings:</p> <p>The proposed land uses identified above, and first thoughts on the possible layout of the redevelopment (see boards 5 and 6) seek to address these aspirations, while ensuring viability and deliverability.</p>
<p>3. Key challenges/issues to be addressed:</p> <ul style="list-style-type: none"> The majority (27%) stated that traffic and congestion would be the biggest challenge/issue to address. The following were also suggested as key issues: Flooding (24%); decline of the High Street (17%); risk of overdevelopment (15%); Need to provide ancillary services e.g. school places, doctor/dentist facilities (13%); adequate car parking (13%) Risk that residents are not consulted adequately on the preparation of the development brief; ensuring that the redevelopment is in keeping with the character of Alton (10%) 	<p>3. Response to consultation findings:</p> <p>Traffic assessment work is underway, together with discussions with County Highways, to ensure potential traffic impacts are addressed through local highway improvements, if required. Flood risk modelling work is underway to ensure the proposals minimise the risk of flooding and create a safe environment. The project partners are keen to ensure that local people have the opportunity to contribute to the preparation of the development brief, and there will be further consultation on the draft brief in the spring. Views are sought on how the brief can ensure that the form of the development on the site is in keeping with the character and culture of the town.</p>
<p>4. Other comments on the regeneration site:</p> <p>The majority of consultees supported redevelopment of the brewery site, provided sufficient and appropriate amenity is provided for the community and the development is respectful of the surrounding context and character of the town. This includes provision of new open spaces and pedestrian access, retention and re-use of Culverton House and form of development which celebrates the brewing history in Alton, and if possible the wider cultural heritage of the town.</p>	<p>4. Response to consultation findings:</p> <p>The proposed land uses identified above, and first thoughts on the possible layout of the redevelopment (see boards 5 and 6) seek to address these aspirations, while ensuring viability and deliverability. Views are sought on appropriate viable uses for Culverton House, and how the development can best help to celebrate the cultural heritage of Alton.</p>

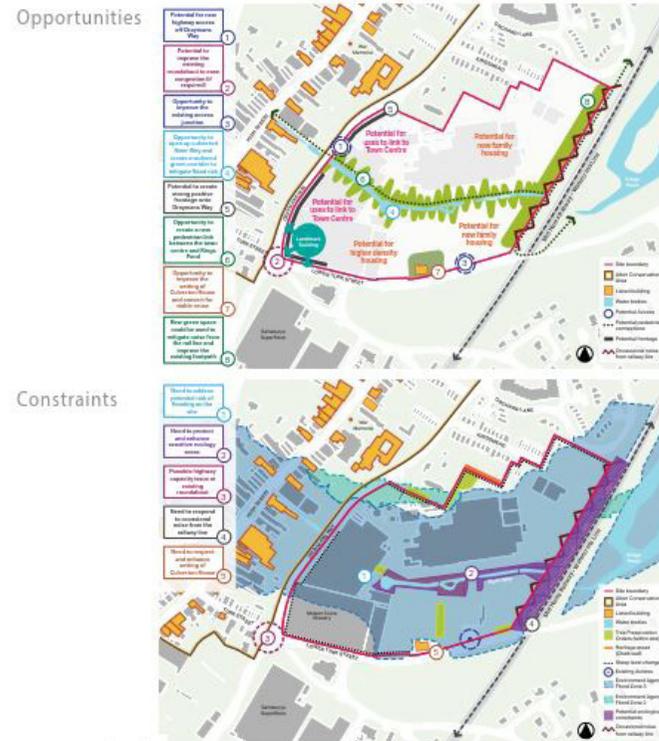
4. Opportunities & Constraints

Molson Coors Brewery Site, Alton Development Brief

Its central location, with good access to the town centre, makes the brewery site a highly sustainable development location, which can contribute positively to the future viability of the centre. Future development proposals must contribute positively to the town, but must also be commercially viable and attractive to the development market, to ensure they can be delivered. The proposals

need to take account of high development costs, including costs of demolishing the major brewery buildings.

The site presents a number of opportunities, as well as constraints, which must inform the preparation of the development brief. These are summarized in the diagrams below.



5. Redevelopment Scenarios (1)

Molson Coors Brewery Site, Alton Development Brief

Taking account of the feedback from consultation, the project partners (Molson Coors, East Hampshire District Council, Alton Town Council) have drawn up the following Vision to guide the redevelopment of the site.

Vision for the Site

The Partners' vision is to create a high quality, distinctive place on the former brewery site which delivers lasting benefits for the town. The residential-led mixed use scheme will help to strengthen the town centre and attract people to the site by providing a range of new homes for local people, new employment and to explore options for new facilities for the local community.

New public open spaces along the River Wey will form the heart of the scheme, creating an attractive pedestrian route between the High Street and King's Pond. Development will celebrate the heritage of the site, with retention and conversion of Culverton House, improvements to its setting and new development which is sympathetic to the traditional building styles of Alton.

Two preliminary scenarios for the future development of the site are shown below and on the next board. These indicate two ways in which the proposed uses could be arranged on the site. They are presented to seek feedback from consultees.

They are not 'options' to choose between – the final development brief will set out requirements and guidelines for the development of the site, but this will include some flexibility in the final layout of uses.



Scenario 1: Key Features

- Housing (houses and flats) to provide 160-200 new homes
- Flexible business space with potential to accommodate up to 160 jobs
- Potential opportunity for community hub (small meeting spaces, safer neighbourhood team post etc)
- Possible care home/sheltered housing accessed from Russett Road
- Re-use of Culverton House for housing, business space or doctor/dentist surgery
- New pedestrian link along the River Wey with green spaces
- New vehicle access off Draymans Way, with no through route to Lower Turk Street

Scenario 1: Housing-led mixed use with employment focus



6. Redevelopment Scenarios (2)

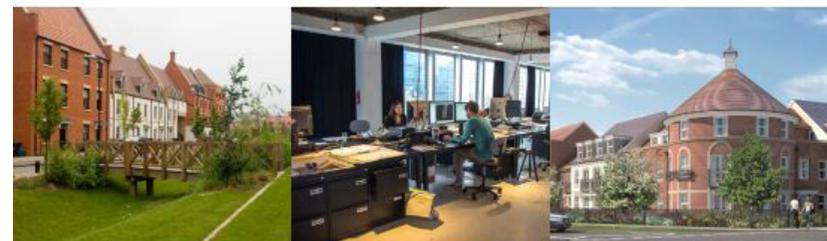
Molson Coors Brewery Site, Alton Development Brief



Scenario 2: Key Features

- Housing (houses and flats) to provide 160-200 new homes
- Flexible business space with potential to accommodate 100 jobs
- Potential opportunity for community facility
- 50-70 bedroom hotel scheme, which could provide between 20-30 jobs (full time equivalent)
- Re-use of Culverton House for housing, business space or doctor/dentist surgery
- New pedestrian link along the River Wey with green spaces
- New vehicle access off Draymans Way, with no through route to

Scenario 2: Housing-led mixed use with community focus and hotel



Modern housing, Upton, Northampton | Example of flexible workspace | Example of a landmark building - recent housing development in Farnham



7. Your Views & Next Steps

Molson Coors Brewery Site, Alton Development Brief

<p>Molson Coors Brewing Company (UK) Ltd, East Hampshire District Council and Alton Town Council are keen to hear your views on the redevelopment of the brewery site. Your views will continue to inform the preparation of the development brief.</p> <p>• Do you agree, or disagree, that the proposed uses would contribute to the regeneration of the town centre in a way which is viable and deliverable?</p>	<ul style="list-style-type: none"> • What features of the preliminary scenarios do you most like? • What features of the preliminary scenarios do you least like? • How do you think the redevelopment proposals could best reflect the character, culture and history of Alton? • Do you have specific proposals to be considered in the development brief?
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Please give us your thoughts by Wednesday 16th March

<p>Fill in a feedback form. These can be posted in the box provided or posted to:</p> <p>Molson Coors Consultation Planning Policy East Hampshire District Council Perris Place Petersfield GU31 4EX</p>	<p>Email your thoughts to:</p> <p>molsoncoorsconsultation@easthants.gov.uk</p>	<p>Complete a feedback form online at:</p> <p>www.easthants.gov.uk/planning-policy/consultation</p>	<p>Talk to a member of staff at the exhibition</p>
<p>The exhibition material is available online at: www.easthants.gov.uk/planning-policy/consultation</p>			

Next steps

The findings of this public consultation inform the ongoing work on the development brief. There will be further public consultation on the draft development brief in Spring 2016.

Contacts

If you want to discuss the development brief, or require further information, please contact:

Simon Jenkins, East Hampshire District Council
(molsoncoorsconsultation@easthants.gov.uk)



Second Public Consultation: Draft Vision and Scenarios

2nd March to 16th March 2016

A second round of public consultation was held from 2nd March 2016 to 16th March 2016. A second public drop-in exhibition was held at The Assembly Rooms in Alton on the 2nd March. Local residents were asked for their opinions on the identified opportunities and constraints, the emerging vision for the site and for views on the preliminary redevelopment scenarios.

The key findings from the second consultation were:

1. Emerging Vision:

- 53% of respondents were in agreement with the emerging vision for the site, with 47% in disagreement.
- 20% believed the vision showed too much development/density on site.
- 19% believe the vision has too much housing.
- 18% of respondents believe there to be a lack of vision and creativity shown in the proposals.

2. Main contributors to the regeneration of the town centre:

- The majority of respondents agreed (58%) the development would provide some regeneration to the town.
- 18% believe it is a good idea to open up the river corridor and provide landscaping.
- 19% think the provision of a community centre will benefit the town.

- 56% believe too much residential development will not provide regeneration; any housing would need to be affordable and appropriate to first time buyers and young families.
- 20% believe the proposals do not have sufficient leisure/retail provision.

3. Identified opportunities/constraints:

- 59% of respondents agreed with the opportunities and constraints identified.
- For the 41% of respondents that disagreed they stated the following as key issues:
 - Traffic impacts (17%)
 - Failure to provide ancillary services/ sufficient infrastructure e.g. Schools etc. (30%)
 - Lack of car parking (22%)
 - No regeneration catalyst identified for the development (7%)

4. Preferred features of the preliminary development scenarios:

- Retention and restoration of Culverton House (23%)
- Exposure of River Wey and the provision of a green corridor (44%)
- Provision of a community hub and facilities (35%)
- Provision of housing in the town centre (15%)
- Provision of a hotel (13%)
- Small-scale business/employment space (13%)

5. How proposals could best reflect the character, culture and history of Alton:

- Buildings and architecture will need to reflect the history and character of the town centre (36%).
- Provide a connection to the brewing history of the site (24%)
- Enhance landscaping proposals (9%)
- Provide more affordable homes (10%)
- Greater mix of activities than predominantly housing development (11%)

6. Other comments on any specific proposals to be considered: proposals from residents indicate that a sustainable mixed use scheme would be preferable. Residents highlight their requirements for a community hub with flexible facilities to use, including leisure and performance space.

There is a general consensus that housing is developed on the site, however that this provision is affordable and predominantly for young families and first time buyers. It is also important to the residents of Alton that development on the site maximises open space and public realm and uses landscaping and the river setting to create strong linkages to Kings Pond and the town centre, especially for pedestrians and cyclists.

It is clear that many of the respondents support development at Coors Brewery however have concerns regarding the amount of appropriate amenity provision that would be delivered to

support future development and population, in particular schools provision. Residents also highlight concerns with traffic impact on the town and existing infrastructure and car parking provision.

With regard to legacy the majority view is that Culverton House is retained. It is imperative for the residents of Alton that development at the brewery site is respectful of the surrounding context and character of the town. Proposals should be sympathetic to height restrictions and materials to ensure an inspirational design that is complementary to the town's historical character and architecture.

Exhibition Boards: Third Public Consultation - Draft Development Brief

1. Introduction & Overview

The Lower Turk Street brewery, owned by Molson Coors, closed in May 2015. Molson Coors Brewing Company (UK) Ltd, East Hampshire District Council (EHDC) and Alton Town Council (ATC) are working together on a Development Brief to guide future planning applications for the site.

This consultation seeks your feedback on the published draft Development Brief. The consultation runs from 3rd May to 31st May 2016. Following the public consultation, the Development Brief will be finalised and published in June 2016, when it will be adopted by East Hampshire District Council to advise the Emerging Local Plan Part 3.

The Development Brief does not set out a development proposal for the site, this process will take place later when a developer is selected to develop the site. The purpose of the Development Brief is to set out a framework against which scheme proposals will be considered when a scheme is submitted as a planning application by a potential developer.

The draft Development Brief has the following contents:

1. Introduction
2. Site Location and Context
3. Evolution of the Draft Brief
4. Development Principles and Guidelines
5. Next Steps

This exhibition focuses on the proposed draft development principles, which should guide future development proposals.

The final Development Brief must be read alongside the Alton Neighbourhood Development Plan and the East Hampshire District Council Adopted Local Plan.

Molson Coors Brewery Site, Alton Development Brief



Site Location Plan



Second Public Consultation Event at Alton Assembly Room, 2nd March 2016

2. Consultation Responses

Molson Coors Brewery Site, Alton Development Brief

Public consultation has informed the preparation of the draft Development Brief. A first issues and opportunities consultation was held from 16 December 2015 to 8 January 2016.

A second round of public consultation was held from 2nd March 2016 to 16th March 2016. A second public drop-in exhibition was held at The Assembly

Rooms in Alton on the 2nd March. Local residents were asked for their opinions on the identified opportunities and constraints, the emerging vision for the site and for views on the preliminary redevelopment scenarios.

Key messages from the consultation are summarised on this board.

Note: Consultees were able to identify more than one land use or topic, so percentages quoted do not sum to 100.

1. Emerging Vision:

- 53% of respondents were in agreement with the emerging vision for the site, with 47% in disagreement.
- 20% believed the vision showed too much development/density on site.
- 19% believe the vision has too much housing.
- 18% of respondents believe there to be a lack of vision and creativity shown in the proposals.

2. Main contributors to the regeneration of the town centre:

- The majority of respondents agreed (58%) the development would provide some regeneration to the town.
- 18% believe it is a good idea to open up the river corridor and provide landscaping.
- 19% think the provision of a community centre will benefit the town.
- 56% believe too much residential development will not provide regeneration; any housing would need to be affordable and appropriate to first time buyers and young families.

3. Identified opportunities/constraints:

- 59% of respondents agreed with the opportunities and constraints identified.
- For the 41% of respondents that disagreed they stated the following as key issues:
- Traffic impacts (17%)
- Failure to provide ancillary services/sufficient infrastructure e.g. Schools etc. (30%)
- Lack of car parking (22%)

4. Preferred features of the preliminary development scenarios:

- Retention and restoration of Culverton House (23%)
- Exposure of River Wey and the provision of a green corridor (44%)
- Provision of a community hub and facilities (35%)
- Provision of housing in the town centre (15%)
- Provision of a hotel (13%)
- Small-scale business/employment space (13%)

5. How proposals could best reflect the character, culture and history of Alton:

- Buildings and architecture will need to reflect the history and character of the town centre (36%)
- Provide a connection to the brewing history of the site (24%)
- Enhance landscaping proposals (9%)
- Provide more affordable homes (10%)
- Greater mix of activities than predominantly housing development (11%)

6. Other comments on any specific proposals to be considered:

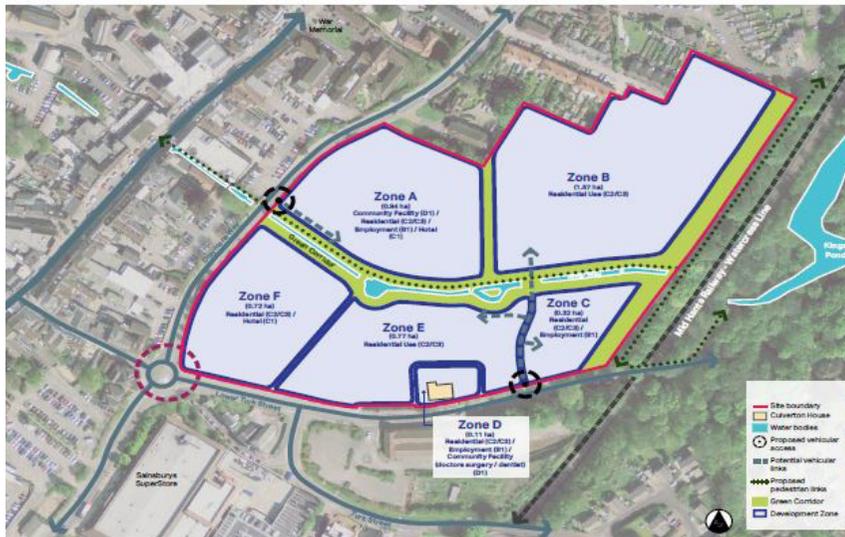
- Affordable housing provision
- Maximise open space and public realm
- Create strong pedestrian and cycle links to town centre and Kings Pond
- Appropriate provision of amenities and infrastructure
- Retain Culverton House
- Proposals to be sympathetic to height restrictions and materials to ensure an inspirational design that is complementary to the town's historical character.



3. Development Principles (1)

Molson Coors Brewery Site, Alton
Development Brief

Land Uses



1. Land Uses

It is important that any redevelopment proposals for the site are commercially viable, and attractive to the development market. A key role of the development brief is to define a range of land uses appropriate to the site.

The land uses which are considered appropriate for the site are:

- Housing comprising townhouses and apartments to provide around 200 new homes, and also potential for assisted living/extra care home for the elderly (Use Classes C3 and C2);
- Employment in the form of flexible business space

- (Use Class B1) on 1 to 2 acres;
- Community facility (Use Class D1) - nature of facility to be determined in consultation with residents;
- Social facilities such as doctor/dentist surgery (Use Class D1);
- Hotel, potentially with restaurant/bar (Use Class C1); and
- One or two ancillary small scale retail/food and drink premises (Use Class A1, A2, A3).

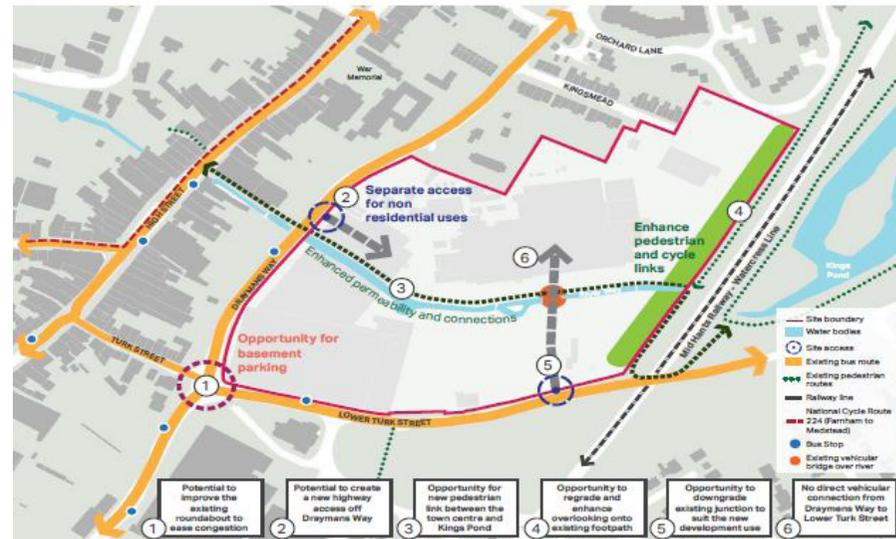
The development brief sets out a zonal approach to the distribution of land uses on the site in order to provide some flexibility in the final configuration of uses. This is summarised in the Figure above. These show the range of uses which are considered appropriate to be located in different parts of the site.



4. Development Principles (2)

Molson Coors Brewery Site, Alton
Development Brief

Access & Movement



2. Access & Movement

Providing sustainable access to and from the site and minimising impact on the wider area is crucial to future development proposals. The following principles should be reflected in proposals:

- Creation of legible cyclist and pedestrian routes which link to key destinations
- Improve the quality of the existing footpath linking to Alton railway station
- Retain Lower Turk Street as principal vehicular access
- Potential secondary access provided from Draymans Way

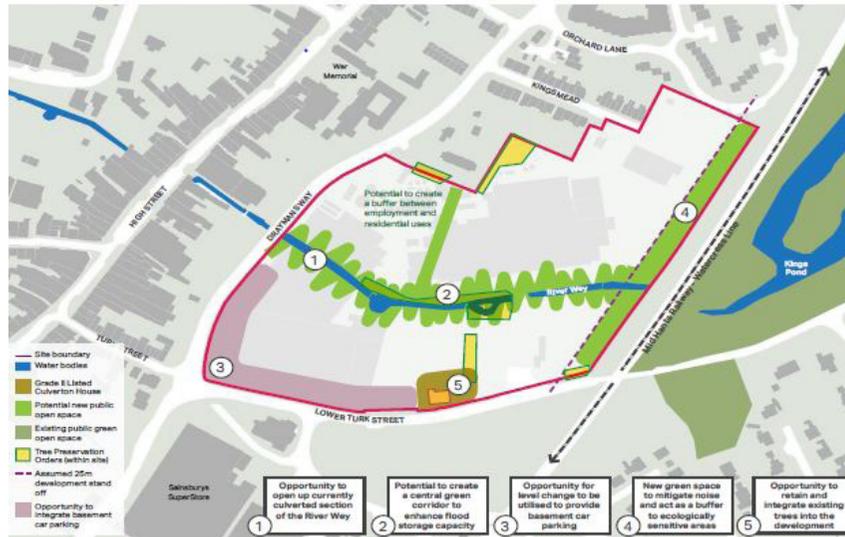
- Potential to improve Lower Turk Street roundabout to ease congestion
- No through vehicular link in order to preserve ecological green corridor
- At all levels the approach to car parking and servicing the site must align with the wider design principles of place making
- Potential to provide basement level car parking



5. Development Principles (3)

Molson Coors Brewery Site, Alton Development Brief

Environment & Flood Risk



3. Environment & Flood Risk

An important aspect of future redevelopment proposals is the need to enhance the environmental quality of the site. The following principles should be reflected in proposals:

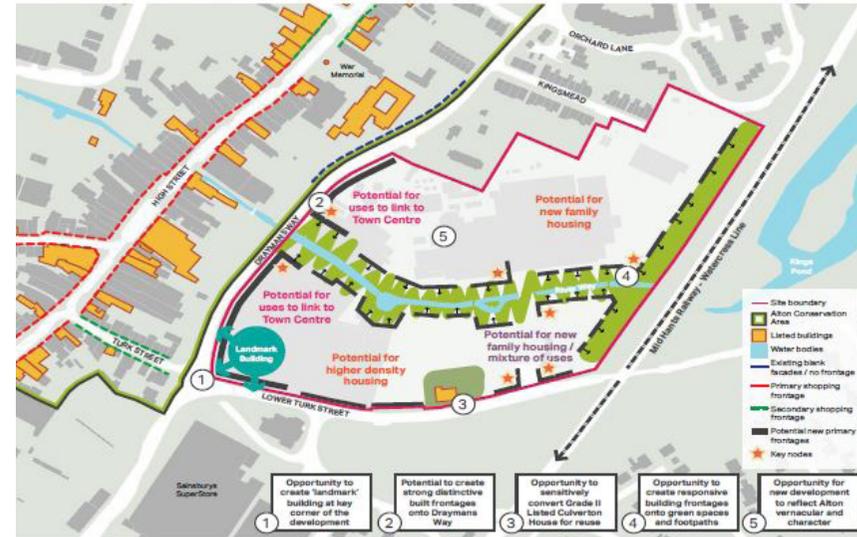
- Provision of a new public open space green corridor along the River Way
- De-culverting of the River Way, increasing amenity access, and providing opportunities for wildlife
- Biodiversity enhancement, mitigating flood risk

- Retain existing trees wherever possible
- New development to be set-back from the Watercress Heritage railway line to mitigate noise and vibration
- Provision of public open space in accordance with Joint Core Strategy Policy CP18
- Use of Sustainable Urban Drainage systems (SUDs)
- Opportunity to use level changes to provide basement car parking

6. Development Principles (4)

Molson Coors Brewery Site, Alton Development Brief

Heritage & Townscape



4. Heritage and Townscape

High quality urban design which reflects the unique setting and character of Alton will be vitally important to the successful regeneration of the site. The following principles should be reflected in proposals:

- Use of innovative design, using high quality and robust materials
- Use of distinctive street furniture and landscaping in key public spaces
- Linear green corridor with key open spaces

- Removal of existing brewery wall along Draymans Way and Lower Turk Street
- Creation of active frontages and orientation of new buildings overlooking the River Way
- Potential for a new landmark building located at Draymans Way/Turk Street roundabout
- Proposals should reflect the existing vernacular and character of Alton town centre
- Need to convert Grade II listed Culverton House for re-use and to improve its setting



7. Illustrative Layout & Sketches

Molson Coors Brewery Site, Alton Development Brief



Artist's impression of public open space along the River Wey corridor



Illustrative Masterplan showing one way in which the site could be developed in accordance with the development principles



Artist's impression of development fronting Draymans Way and part of the River Wey corridor



8. Your Views & Next Steps

Molson Coors Brewery Site, Alton Development Brief

Molson Coors Brewing Company (UK) Ltd, East Hampshire District Council and Alton Town Council are keen to hear your views on the draft Development Brief which has been prepared for public consultation.

The exhibition material and draft Development Brief can be found online and downloaded at:
www.easthants.gov.uk/planning-policy/consultation

- What elements of the development principles do you most like?
- What elements of the development principles do you least like?
- Do you have any specific proposals to be considered in the final development brief?

Please give us your thoughts by Tuesday 31st May

<p>Fill in a feedback form. These can be posted in the box provided or posted to:</p> <p>Molson Coors Consultation Planning Policy East Hampshire District Council Penna Place Petersfield GU31 4EX</p>	<p>Email your thoughts to:</p> <p>molsoncoorsconsultation@easthants.gov.uk</p>	<p>Complete a feedback form online at:</p> <p>www.easthants.gov.uk/planning-policy/consultation</p>	<p>Talk to a member of staff at the exhibition</p>
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Next steps

The findings of this public consultation inform the ongoing work on the development brief.

Following finalisation of the development brief, the site will be brought forward for redevelopment in accordance with the brief.

Indicative Timetable

The current indicative timetable for redevelopment is:

- Submission of Environmental Impact Assessment screening request to local authority - June 2016
- Formal marketing of the site - commencement of bids process - June 2016
- Selection of preferred development partner - Autumn 2016
- Planning application submission - Early 2017
- Planning decision - Summer 2017
- Start on site - Late 2017



Third Public Consultation: Draft Development Brief 4th May to 31st May 2016

A third round of public consultation was held between 4th and 31st May 2016 to seek views on the draft development brief. The draft brief and a questionnaire were available to view on the East Hampshire District Council's website during this period.

In addition, three public consultation events were held on 4th May (2-5pm and 6-8pm), 7th May (10am-4pm) and 24th May (5-8pm) 2016 at The Assembly Rooms, Alton.

The third public consultation took the form of a public drop-in exhibition. Exhibition boards updated consultees of progress to date on the development brief. The boards briefly summarised the consultation response from the second round of consultation, and informed consultees of the key development principles identified in the draft development brief. The boards also explained the next steps for the project and asked the local community to provide their views and feedback on the information presented. There were also a number of professional representatives from EHDC and the wider project team available to respond to any questions.

Questionnaires were provided to allow people to provide feedback. Questions sought the opinions and feedback of the local community about the draft development brief. Consultees were also given space to record any other comments they wanted to put forward to be considered in the production of the final development brief.

In total there were 260 attendees across the three consultation events: 91 on Wednesday 4th May, 95 on Saturday 7th May and 74 on Tuesday 24th May. A total of 127 consultation responses were received. Of these responses, 113 questionnaires were completed and 14 responses were provided by email.

For the open ended questions, many respondents gave more than one answer; therefore the percentages reflect the total number of responses to each question.

Consultee Profile

1. Respondents were asked whether they lived in Alton or work or visit the town. 96% of respondents live in Alton, 30% live close to the brewery site (within 200m), 33% work in Alton and 96% visit Alton town centre regularly. Respondents were also asked if they provided a response to the first and second rounds of consultation. 49% provided responses to the previous rounds of consultation.

Response to Draft Vision

2. Consultees were asked whether they agree or disagree with the vision for the brewery site. The majority responded that they were in agreement (56%). The main reasons why 44% of consultees disagree with the vision are:

- More residential proposed on the site than desired, with unsatisfactory amount of community use (30%)
- No reference or inclusion of social infrastructure provision (19%)
- A lack of vision and creativity shown with the development proposals (11%)

Response to Proposed Land Uses

3. Consultees were asked if they agree or disagree with the proposed land uses and approach to their distribution on the site. The majority of respondents disagreed (53%) with the proposed mix of land uses for the following range of reasons:

- More residential proposed across the whole site than desired (35%)
- The need for a hotel on the brewery site is questionable (32%)
- There is an unsatisfactory amount of community space provided (22%)
- Housing provided should be affordable, in particular for young families/first time buyers (18%)
- More open green space desirable (10%)

Response to Development Principles

4. Consultees were asked what elements of the development principles they most liked and disliked. Responses provided were:

Likes

- Exposure of the River Wey and the provision of a green corridor (66%)
- Provision of a community hub and ancillary facilities (24%)
- A well balanced mix of uses (21%)
- Preservation of existing trees on site and environmental and biodiversity protection (13%)
- Potential provision of a health centre and/or dentist surgery (13%)
- Provision of new homes on the site (11%)
- Retention and restoration of Culverton House (9%)
- Potential for basement/undercroft car parking (9%)

- A good understanding of building heights and town vernacular (9%)
- Absence of retail on the site in order to protect Alton High Street (6%)

Dislikes

- Insufficient landscaping and open green space; a wider green corridor would be preferable (24%)
- More housing development than anticipated (22%)
- Lack of car parking (16%)
- Inadequate space proposed for community use (14%)
- High rise and dense apartment development along Lower Turk Street frontage (8%)
- Proposed road layout and potential traffic on site (4%)

General Comments

5. Consultees were asked to give their thoughts on any specific issues to be considered in the final development brief.

The following provides a summary of the key comments raised by consultees to be considered in the final development brief:

- Construction of a tunnel under the Watercross Railway Line to create a pedestrian link to King's Pond (32%)
- Would like to see some leisure facilities on site, in particular a cinema and auditoria for performances (25%)
- Concern regarding potential negative impact on local road network, in particular around the railway bridge on Lower Turk Street (20%)

- Design and architecture should be innovative and high quality, which reflects Alton's history (14%)
- Improvements required for pedestrians, in particular crossings on Lower Turk Street and Draymans Way (12%)
- Apartments and small first-time buyer homes are preferable to large, executive family housing (11%)
- Restrict building heights to 2-3 storeys (11%)
- Ensure a sustainable development that is energy efficient, and use renewable energies where appropriate (11%)
- Provision of restaurants and small retail (4%)

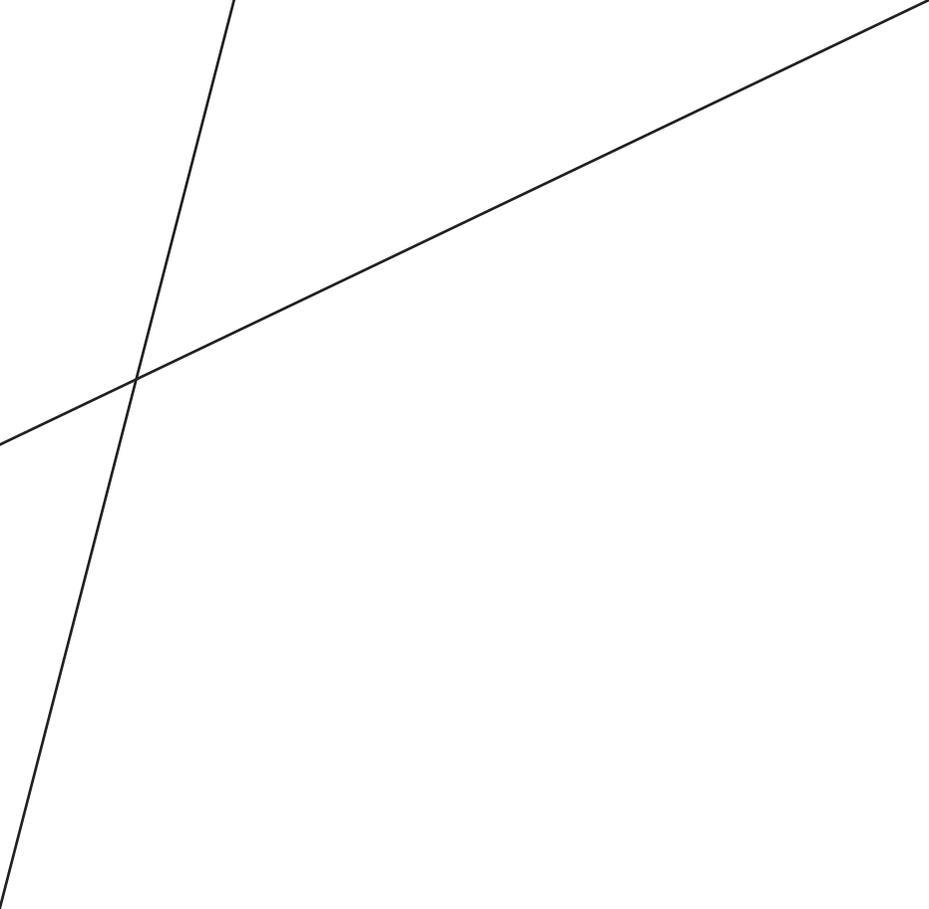
Responses from some consultees, although accepting of a sustainable mixed use scheme, consultees highlight an aspiration for a dedicated community hub with flexible facilities, including leisure and in particular performance space.

There is a general acceptance that housing is an appropriate use on the site, however with the full provision of affordable housing, and predominantly a housing stock appropriate for young families and first time buyers. Some consultees suggested that apartments and small family housing is the preferable housing type for the site.

It is a priority for consultees that development maximises open space and public realm and uses landscaping and the river setting to create strong linkages to Kings Pond and the town centre, improving pedestrians and cycle routes.

Most consultees support development on the Coors Brewery site and see development as an opportunity for the town. However, concerns were raised regarding the amount of social amenity provision that would be delivered to support future development and an increased population, in particular schools provision. Some consultees also highlighted concerns with the potential impact on traffic in the town and the existing road infrastructure.

With regard to legacy, consultees welcome the retention of Culverton House and the chalk wall on the northern boundary of the site. It is imperative for consultees that development at the brewery is respectful of the surrounding context and character of the town. Proposals should be sympathetic to height restrictions and materials to ensure an inspirational design that is complementary to the town's historical character and architecture.



Appendix 3 - Planning Application Requirements

Planning Application Requirements

The scale of the former Molson Coors Brewery site means that a comprehensive approach is required to bring forward acceptable development proposals. Any planning application to be submitted for the site must be prepared in accordance with the extant validation requirements set out by East Hampshire District Council at the time the application is submitted.

Given the scale and sensitivity of the development, it is expected that any planning application will involve extensive pre-application discussions with the local planning authority, with other statutory stakeholders as necessary, as well as extensive pre-application consultation with local residents.

Early screening of proposals is required to determine whether Environmental Impact Assessment is required in accordance with the EIA Regulations (The Town and Country Planning (Environmental Impact Assessment) (Amendment) Regulations 2015).

In addition to the planning application forms, schedules, notices, application fee and application drawings, applicants will be expected to provide the following documents.

- Planning Statement - setting out in a clear and concise manner an introduction to the proposed scheme, the elements for which planning

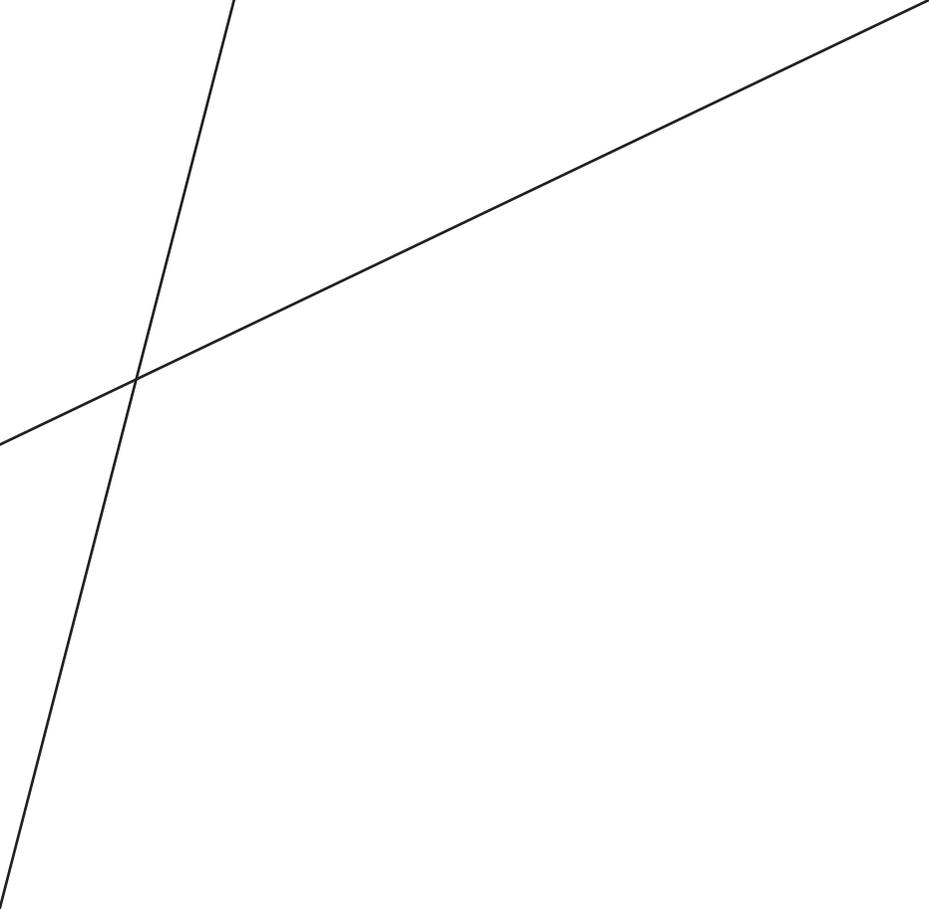
permission is sought and the approach taken within the application. Explanation of how the development proposals respond to the planning policy and regeneration policy context.

- Design and Access Statement - in accordance with Sections 62 and 327A of the Town and Country Planning Act, the DAS should explain the design and access proposals, how they respond to the context and how consultation has informed the design. The DAS should be prepared in accordance with the Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013, Statutory Instrument No.1238.
- Environmental Statement (depending on the outcome of the screening exercise).
- Arboricultural Assessment - identifying impact on any existing trees on site and measures to protect retained trees.
- Noise Assessment - assessment of proposals in relation to noise sources including the intermittent noise arising from the Mid Hampshire railway line.
- Transport Assessment – setting out the current transport and access issues relating to the proposed development site, covering all modes of travel. It should include a full appraisal of the transport effects of the proposed development, and outline mitigation measures to be implemented during construction and operational (occupation) phases of the development. It should be accompanied by an outline Travel Plan, setting out a package of site-specific initiatives aimed at managing car-based travel demand and improving the availability and choice of sustainable travel modes to and from the site.
- Flood Risk Assessment – prepared in accordance with the NPPF (March 2012) and technical Advice (March 2012). The FRA should be prepared in consultation with the local planning authority and the Environment Agency.
- Ground Contamination Assessment and Remediation Design Statement – to provide information on the proposals for the remediation of contaminated land. It should include information on ground conditions where known, site investigation work to date and findings, risk assessment, remediation methodology, and proposals for validation testing.
- Outline Code of Construction Practice / Method Statement - should set out the approaches to construction and the environmental standards to be adopted in respect of: maintaining satisfactory levels of environmental protection and limit disturbance from construction activities as far as reasonably possible by

using an Environmental Management System and providing a framework for Environmental Management Plans. This should include an outline Construction Transport Management Plan.

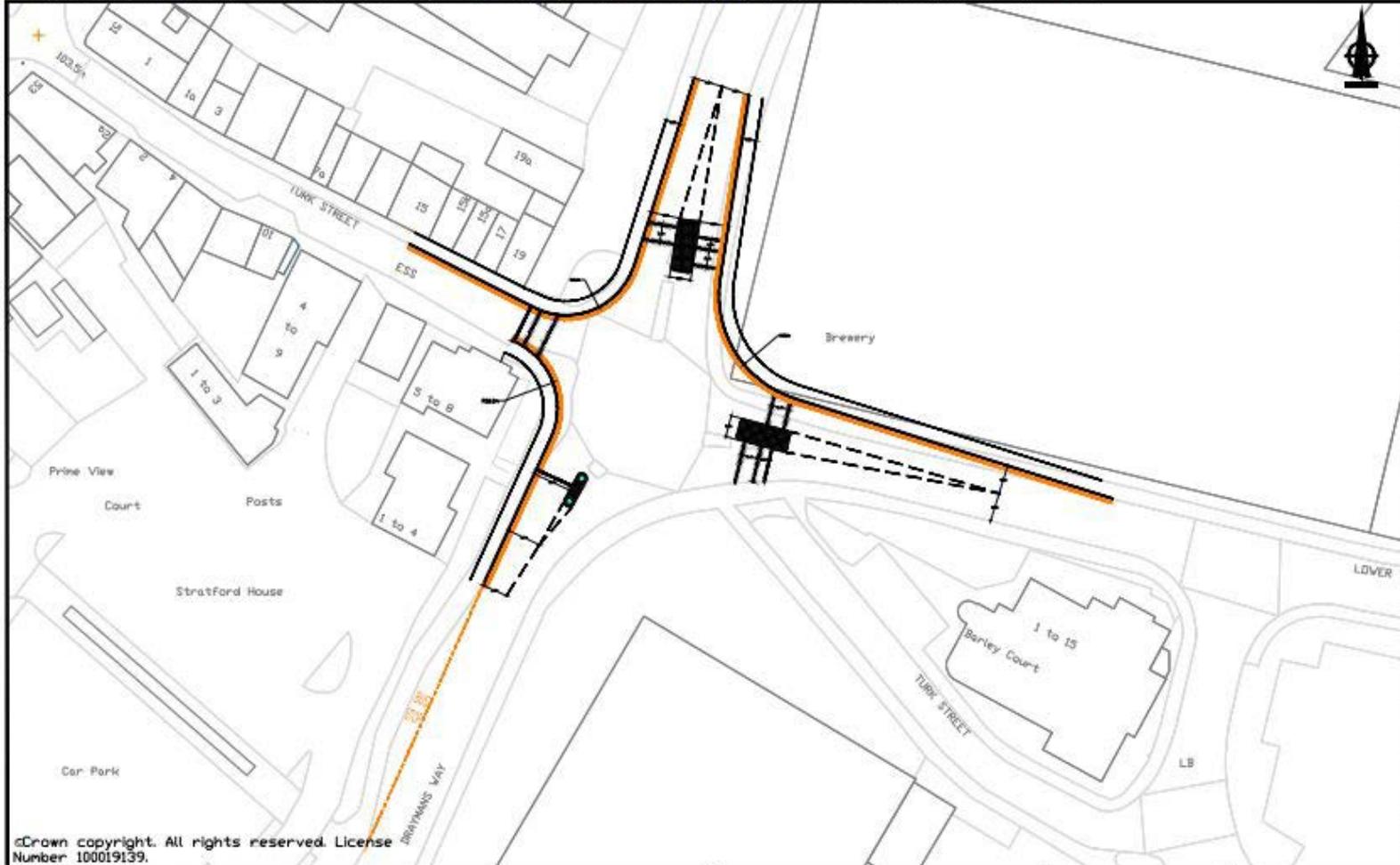
- Sustainability Statement - setting out how sustainability has been designed from the project commencement, through the consultative design process, and is embodied within the development proposals. It should identify targets, objectives, principles and the measures envisaged to achieve those targets across the range of topics:
- Viability Statement - to justify the level of affordable housing provision, if proposals fall below adopted planning policy requirements.
- Infrastructure Strategy – to explain the strategy for infrastructure / utilities to serve the development.
- Statement of Participation/Community Involvement – setting out measures undertaken to consult with organisations and individuals on the preparation of the proposals prior to submission of the planning application;

Any planning application for redevelopment of the site would need to be accompanied by a application for Listed Building Consent for any works to Culverton House associated with its future viable and beneficial re-use.



Appendix 4 - Highway Access Sketches

"This document has been prepared by AECOM Ltd ("AL") for the sole use of our Client (the "Client") and in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between AL and the Client. Any information provided by third parties and referred to herein has not been checked or verified by AL, unless otherwise expressly stated in the document. No third party may rely upon this document without the prior and express written agreement of AL"



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Client:	East Hampshire District Council
Project:	Molson Coors Brewery Site

Title:	Draymans Way / Lower Turk Street Junction Improvement Staggered Pedestrian Crossing
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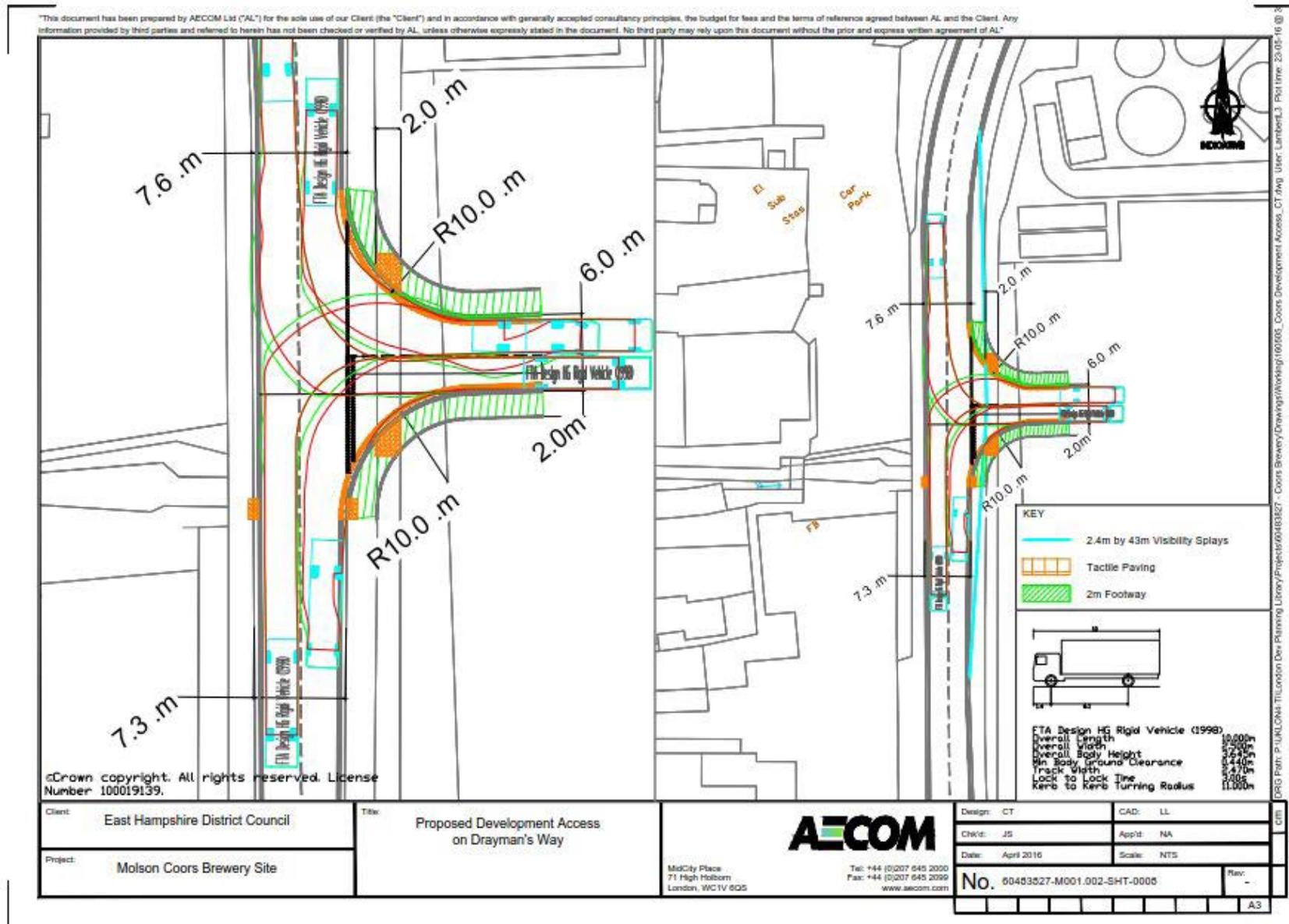
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London, WC1V 8GS

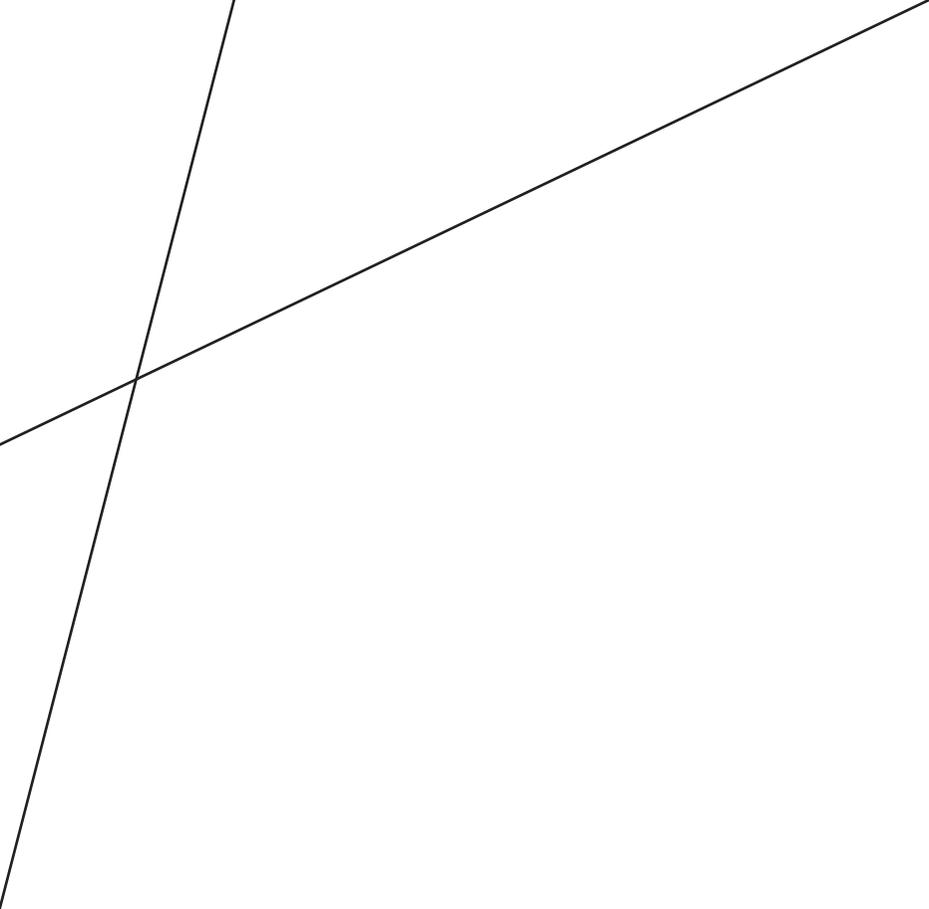


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CHK'd:	JS	App'd:	NA	
Date:	23 May 2016	Scale:	NTS	
No.	60453527-M001.002-SHT-0012		Rev:	-

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**Appendix 5 - East Hampshire
District Council Energy
Strategy Summary**

Energy Strategy

2014–2019

Delivering a low-carbon, energy efficient, economically vibrant community

The strategy has five key objectives:

Energy generation and supply

- 1 Increase the amount of renewable energy generation
- 2 Develop EHDC's commercial provision of energy and related services

Energy demand management

- 3 Reduce energy usage across East Hampshire
- 4 Reduce the heat requirement across East Hampshire

Economic development

- 5 Stimulate business opportunities and job creation arising from the green economy

How we'll do it

The council will create the **East Hampshire Energy Centre** to deliver renewable energy projects on behalf of East Hampshire District Council and be the principle driver of this strategy.

We plan to create **urban solar farms** bringing solar photo voltaics (PV) to many of the new homes planned for East Hampshire and support the retrofit of solar PV on existing buildings.

EHDC will **supply energy and other utilities to homes and businesses, promote the use of electric and hybrid vehicles** and strategies to reduce carbon emissions from transport.

We will **drive down carbon emissions from buildings and services** aiming to become carbon neutral.

We will continue to promote **energy saving improvement of existing homes and buildings** to homeowners, private and social landlords, and businesses.

This strategy will enable work to promote and support a **strong green economy** within the district, maximising the opportunities afforded by this growing sector.

East Hampshire will build a reputation for developing talent in this industry sector, supporting green industries to locate in East Hampshire and **access research, funding and new markets**.

We will work in partnership with other local authorities, communities, third sector organisations, academics, central Government and business, to ensure that our policies are built on sure foundations; benefit from the research and experience of others; and attract investment.

To find out more and view the full Energy Strategy, go to:
www.easthants.gov.uk/energystrategy



