



Haslemere Design Statement

For Beacon Hill, Critchmere, Grayswood,
Haslemere, Hindhead and Shottermill





Haslemere War Memorial

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Overview

The overall aim of the Haslemere Design Statement (HDS) is to produce a set of Design Guidelines to be adopted by Waverley Borough Council (WBC) as a 'material consideration' when planning applications are considered for the Haslemere area.

The Introduction to the HDS outlines its context, subject matter, intended audience and community involvement. This is followed by a resumé of what makes the Haslemere area distinctive and a snapshot of Haslemere today. The next section, 3, provides a description of the geography of the area, whilst Section 4 continues with a general description of the area's landscape and natural environment, plus related Design Guidelines. Section 5 provides the context for Transport and Access in the area and associated Guidelines.

Section 6 sets out the generic Design Guidelines for all building developments, which should be applied to the whole of the Haslemere area and particularly emphasises those which relate to the local vernacular. The section concludes with some notes about sustainability and related Design Guidelines.

Section 7 has divided Haslemere into eight discrete areas (the headings are coloured to match the areas on the map on page 26) After providing a brief history the characteristics of each area are listed. Where appropriate, additional specific and relevant guidelines for each area are set out. However, it is essential that these are always used in conjunction with the generic guidelines set out in context in sections 4, 5 and 6. The complete set of guidelines are brought together in Appendix 8.

The HDS concludes with a number of Appendices which give added details relating to the preparation and drawing up of the document.

It should be noted that when the HDS is presented to WBC for adoption, it will be accompanied by a second document which sets out an 'audit' of the informal and statutory consultations which have taken place.

Finally, it is hoped that the HDS will be adhered to as a point of reference by all those who have an interest in undertaking any development in the area.

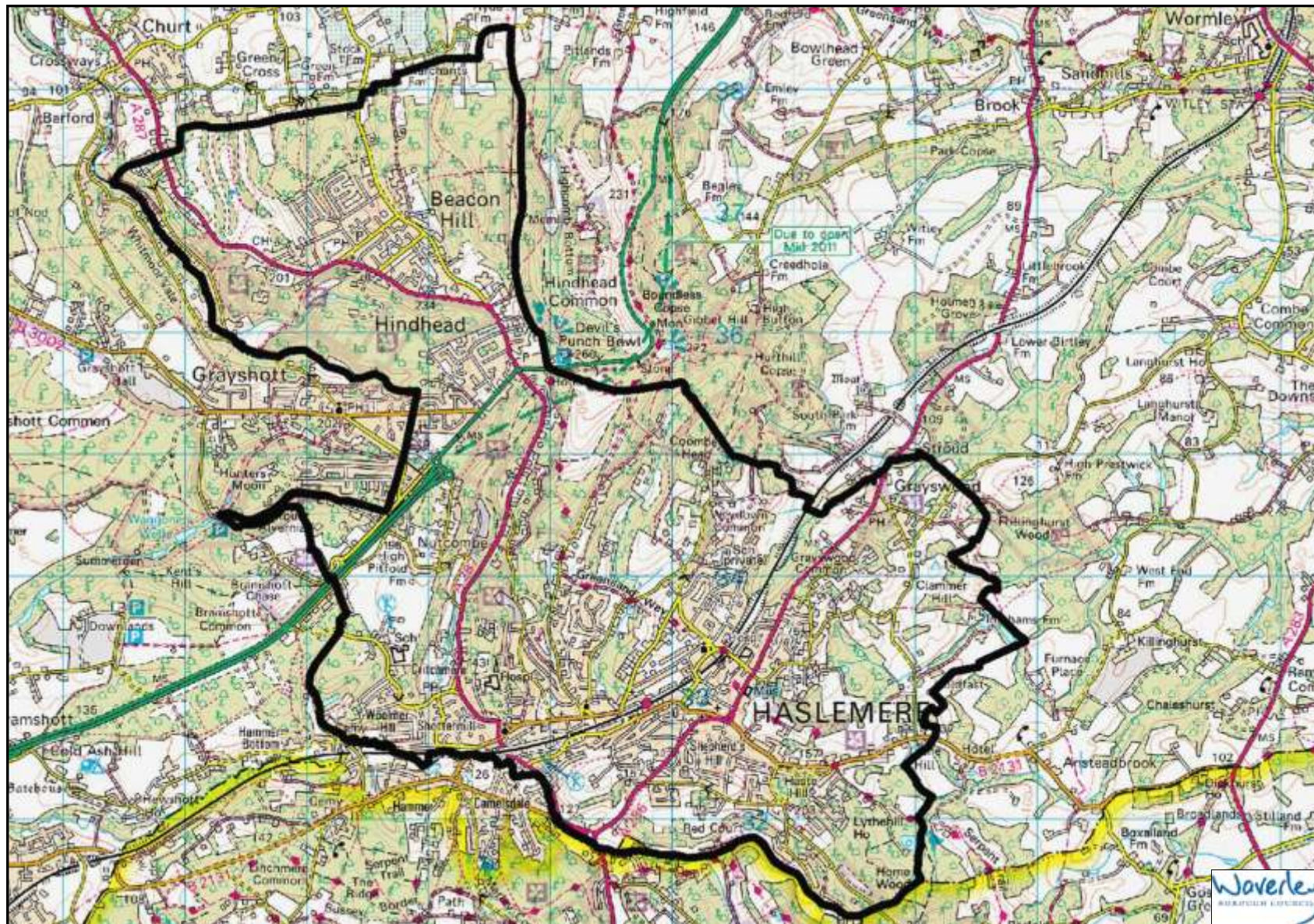


Haslemere Town Hall



Haslemere High Street

1. Introduction



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Background

In 2000 the former Countryside Agency (now Natural England) launched the Market Town Initiative. This was in response to growing public concern about the widespread deterioration of such towns due to altered lifestyles, new patterns of mass retailing and other social changes. It proposed that each town should carry out a 'health check' with the involvement of the community. This would identify strengths and weaknesses, threats and opportunities which would enable the town to achieve an overall vision for its improvement.

The Haslemere Initiative organised the town's first 'health check' in 2003 and in the following five years it achieved many of its targets.

It was subsequently decided that a second 'health check' to review 'where we are at' should be carried out in 2008. The main outcome of this was that a Design Statement should be drawn up for Haslemere and the surrounding villages (Grayswood, Shottermill and Critchmere and Hindhead and Beacon Hill).

The first meeting of the Haslemere Design Statement (HDS) team took place in mid-May 2010. The Project has been initiated and funded jointly by the Haslemere Town Council (HTC) and the Haslemere Initiative.

The overall aims of the Design Statement are to:

- develop guidelines which have a positive influence on development throughout Haslemere and the surrounding area, and
- ensure a sustainable and attractive environment for future generations.



What does the Haslemere Design Statement do?

- Identifies the key design elements that should be taken forward to influence new developments
- Helps developers to achieve quality designs which are appropriate to the location in which they are proposed
- Reflects the separate character of the different neighbourhoods as it relates to design matters
- Shows how this local character can be protected and enhanced in new developments
- Creates partnerships between different groups in the community, acting as a catalyst for new initiatives and speeding up the development process
- By being adopted by Waverley Borough Council (WBC) to supplement statutory planning policies, it becomes "a material consideration" in future planning decisions.



Haslemere from Swan Barn Community Orchard, just a short distance from the High Street, showing how wooded it is close to the town centre

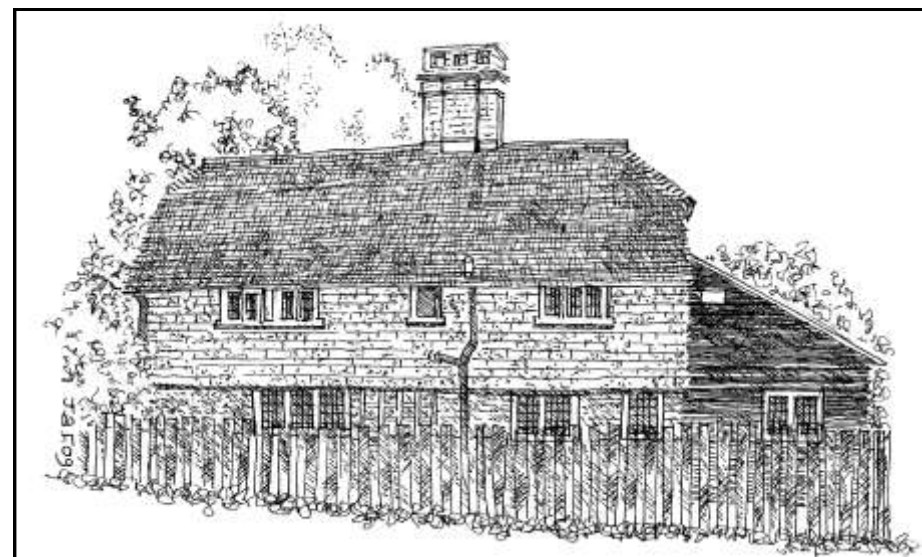
What does the Haslemere Design Statement look at?

- Character
- Diversity
- Local distinctiveness
- Harmony – of individual buildings, of groups of buildings, and their setting in the wider landscape
- Design and materials used in buildings
- Spaces between buildings
- Housing Density
- General sense of place throughout Haslemere and the surrounding villages.

Who is the Haslemere Design Statement meant for?

- People considering development which could change the appearance of some part of the Haslemere area, no matter what the size i.e. developers, property owners, householders and businesses
- Architects, urban designers, landscape architects and other professionals acting on behalf of clients commissioning such work
- Staff and Councillors of the local planning committee responsible for development decisions and investment in the public realm
- Those consulted on proposed developments e.g. Haslemere Town Council, Highway Authorities, The Haslemere Society, local community groups, residents and businesses.

The document seeks to ensure that when new development takes place it takes account of the local character of the area.



Verandah Cottage



Shepherds' Hill

Status and Planning Context

This Haslemere Design Statement (HDS) is to be adopted by WBC as non-statutory planning guidance. This means that the design guidelines stated here are a 'material consideration' when proposals for new development in the Haslemere area are being considered by the planning authorities. This approach is supported by the Government's national planning guidance on Local Development Frameworks (LDF), called Planning Policy Statement 12.

This HDS stands alone, however reference should be made to the other official documents, such as:

- WBC Haslemere Local Plan Supplementary Planning Guidance, 1995
- Saved policies of the WBC Local Plan 2002
- WBC Local Development Framework Consultation Draft Document 2011
- The latest National Policy.

The HDS supports and expands local planning policies and proposals for the Haslemere area. In particular it adds detail to, and complements, Policies D4 Design & Layout, D14 Planning Benefits, C3 Surrey Hills Area of Outstanding Natural Beauty (AONB) & Area of Great Landscape Value (AGLV), BE4 Haslemere Hillside, and BE6 Low Density Residential Areas in the saved policies of the WBC Local Plan 2002.



Community Involvement

The HDS has been written and produced by a Steering Group of committed and enthusiastic people for the benefit of the community who have been consulted and invited to express their views (reference the separate, supporting Consultation Document). Extensive public awareness, consultation and participation have been a priority throughout.

This has involved a wide variety of different approaches including:

- Drawing on valuable research carried out for the Haslemere Health Check 2002/3 and the follow-up document in 2008
- Continued information sharing with WBC, HTC, Haslemere Society, Transition Town Haslemere, Haslemere Initiative and the Haslemere Chamber of Trade and Commerce
- Proactive involvement and promotion of HDS through the Town Council's publication 'Haslemere Happenings'
- Informal consultations: three public, interactive work shops, Autumn 2010 culminating in over 4,400 comments
- Media information and coverage, posters, flyers, articles in the 'Haslemere Herald' and 'The Messenger'
- Formal public consultation on the draft HDS is taking place between 16th January and 29th February 2012. This includes three open exhibitions and media coverage
- National and local organisations were sent individual letters explaining the HDS and giving them the internet link to enable them to comment and to cascade the consultation to their members.



Full details of the many ways in which the community was involved in the drafting of this guidance can be found in the supporting Consultation Statement, which stands alongside the HDS.

Full regard was given to the requirements of the current WBC Statement of Community Involvement (SCI)



Haslemere Fringe Festival and Classic Car Show 2010, Lion Green