



Haslemere Design Statement

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



Ensuring new development takes account of local character



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 design 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 was presented to WBC for adoption, it was accompanied by a second document which set out an 'audit' of the informal and statutory consultations which had 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.

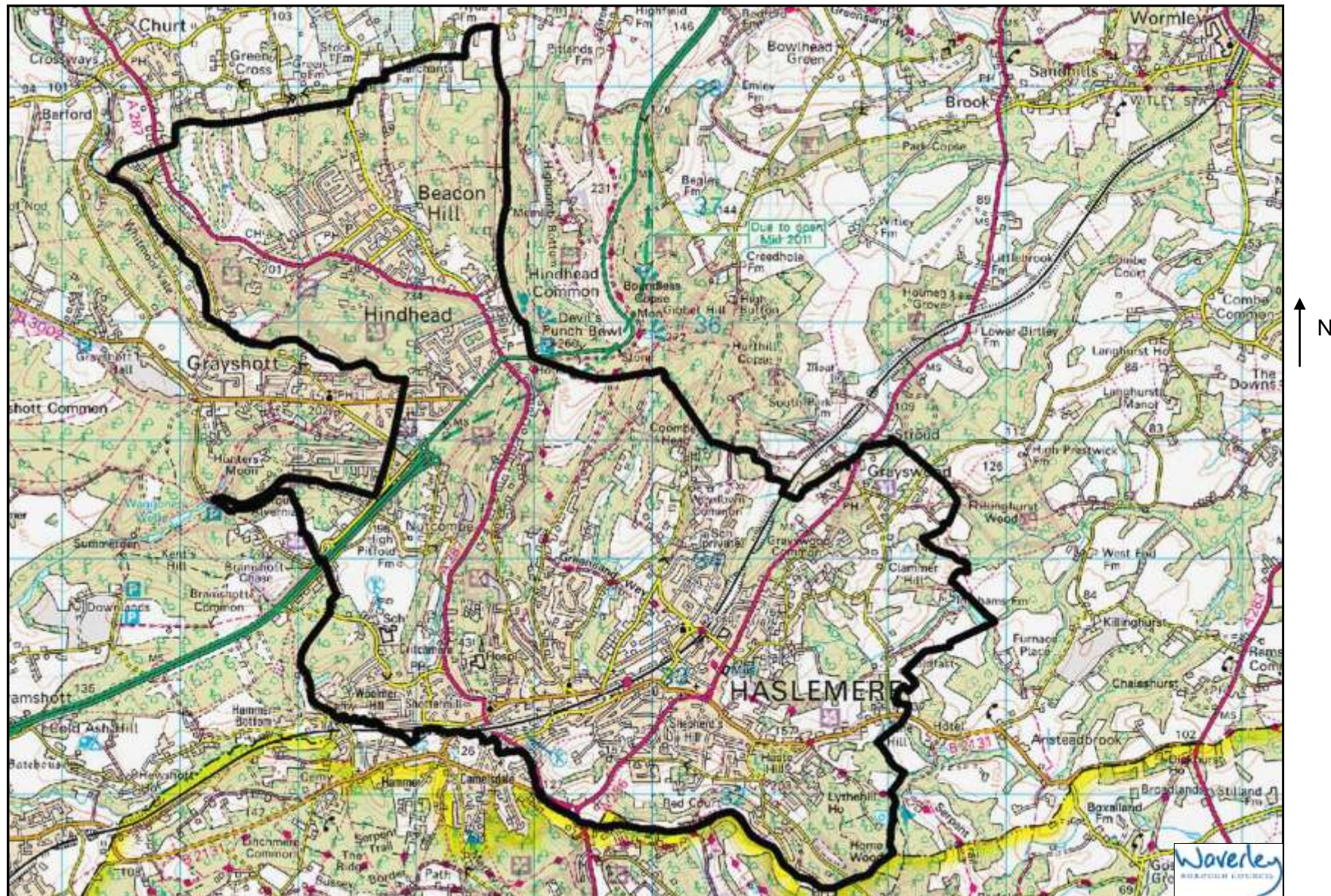


Haslemere Town Hall



Haslemere High Street

1. Introduction



The administrative boundaries of Haslemere Town Council as covered by this document

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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 Town (including Shottermill and Critchmere) and the surrounding villages (Grayswood, 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.



Haslemere High Street, looking north

What does the Haslemere Design Statement do?

- Identifies the key design elements that should be taken forward to influence all new developments including affordable housing
- Helps developers to achieve quality designs which are appropriate to the location in which they are proposed
- Reflects the separate characters of the different neighbourhoods as they relate 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

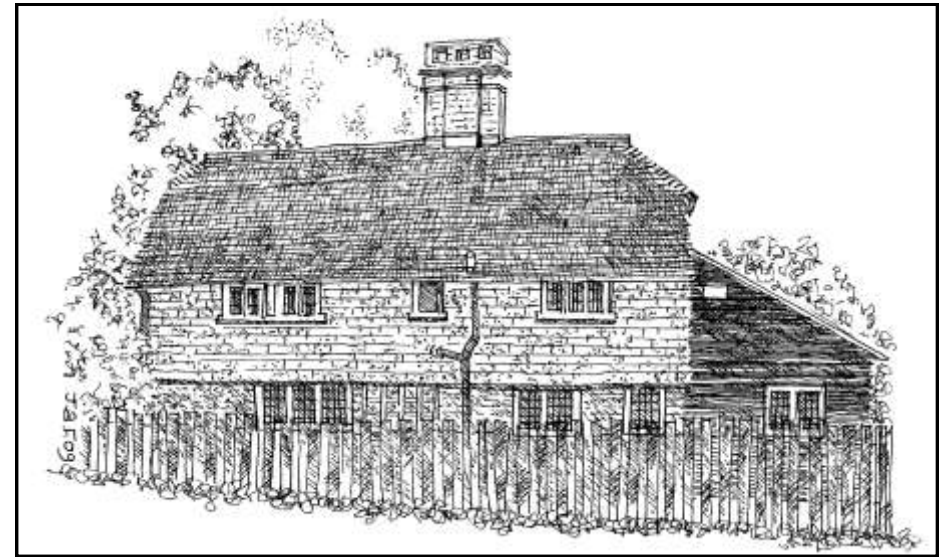
What does the Haslemere Design Statement look at?

- 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) has been 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. The HDS also accords with the National Planning Policy Framework (NPPF - March 2012) by describing the local character of the town and setting out a number of design guidelines which will support good design for Haslemere.

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.

Any policy document demands regular review and it is recommended that the statement be the subject of a thorough review at least every five years.



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 which took place between 16th January and 29th February 2012. This included three open exhibitions, website 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 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

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.

2. What Makes Haslemere Special and Distinctive?

Haslemere's High Street provides the most enduring image of the town, for the casual visitor and resident alike: the sweep of the road as it falls to the centre of the old town, the quaint and perfectly proportioned modest town hall in the mid distance, the grandeur of the ancient horse chestnut in front of the town's Georgian House Hotel. It is a quintessentially English scene and, when bathed in warm sunlight, is surely one of the most lovely and distinctive places in Surrey.



View south along the High Street

The town is set in the Surrey Hills Area of Great Landscape Value (AGLV) and has the countryside on its doorstep, quite literally. On one side of the High Street is the Greensand Way long distance footpath, whilst on the other a short path runs down to the Town Well and the boundary with National Trust land and Swan Barn Farm. Beyond lie beautiful meadows

and woodland paths which lead on to Grayswood and a host of small hamlets.

The character of the town is firmly established by its individual small family-run shops, intermingled with branches of some large national chains. This is a friendly town with much of its housing within walking distance of the centre.

It has a medieval core which has been adapted and extended to provide a blend of architectural styles which sit comfortably with each other. There are shops and former coaching inns dating from the 17th century which have evolved to meet modern needs but continue to remind us of the town's ancient origins.

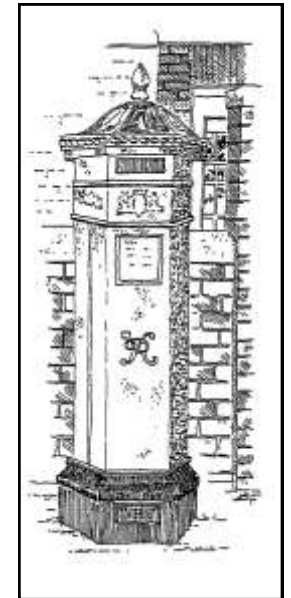
The steep wooded hillsides provide a backdrop to this still quite rustic idyll and give the town protection from the elements. It was probably this position in a sheltered valley which attracted its ancestors to the place, as well as the plentiful supply of spring-water.



Sandrock - old drovers' lane into the town



Town Crest — stained glass in Town Hall



Penfold Post box

..... and a snapshot of Haslemere today

Haslemere, which is twinned with Bernay, (in Normandy, France), and Horb-am-Neckar (Germany), has a population of about 15,600 residents. It is divided into five distinct areas which extend from Grayswood through the centre of Haslemere towards Wey Hill and Shottermill and on to Critchmere. The steep A287 road leads up to Hindhead and then on to Beacon Hill.

The outskirts of the town are semi-rural, including the village of Grayswood. Focal points of development, of a more leafy suburban character, are Critchmere and Shottermill. These were originally separated from the town centre by farmland and woodland but have now, to a greater or lesser extent, become part of Haslemere whilst retaining aspects of their individuality and relics of their natural or semi-natural setting.

The geographic location of Haslemere means that it is a 'Border Town' (on the fringes of East Hampshire and West Sussex) as well as a 'Rural Market Town' and its facilities are used by people from a wide catchment area. It is also now a northern "gateway" to the newly formed South Downs National Park. Anyone accessing this part of the national park by train would travel to Haslemere.

Since the early 20th century the population has greatly increased, and a considerable housing density is largely concealed by the relief and wooded character of the land. Despite continued pressure for development, the sizeable gardens, hedges, mature trees and small open spaces give the central parts of the town their distinctive atmosphere which is greatly valued. These areas, however small, form a green matrix both visual and valuable for biodiversity.

Those who live in the nearby villages (Camelsdale, Chiddingfold, Hammer,



Christmas Market

Lynchmere and Fernhurst) regularly come across the county border to make use of the town's many services and facilities, such as the hospital, health centre (which also has a branch in Fernhurst), leisure facilities, sports clubs, children's playgrounds, community centre, museum, shops and notably the railway station. Haslemere Hall also acts as a cultural centre providing top class films, opera, plays, musicals, lectures, etc for the whole area. There is a well-used Visitor and Local Information Centre, within the Haslemere Educational Museum, an award-winning foundation with collections of local, national and international significance.

There are many active groups and societies in and around Haslemere which cater for a wide range of interests including education, sport, art and entertainment. A variety of walking groups enjoy the many local footpaths which take advantage of the countryside on our doorstep.

Haslemere has built up an excellent reputation for the many interesting and attractive town events: a monthly Farmers' Market, an annual Food Festival, Christmas Market and Carol Concert. The Charter Fair alternates with the Haslemere Festival each May. All these events are well supported by the local businesses and visitors attend from far and wide.

Whilst there are three supermarkets in the area, Waitrose in the High Street, and Tesco and the Co-Op in Wey Hill, many long-established, independent and specialist businesses in the town provide necessary services and goods for the community.



High Street, just before the Food Festival



Georgian Hotel on the High Street

Recently there has been an encouraging arrival of new shops and boutiques - ladies wear, sports equipment, a fishmonger and delicatessen / wine shop. In addition the town is served by a variety of hairdressers, banks, estate agents, chemists, and charity shops.

There are three hotels, the Lythe Hill, Devil's Punchbowl and the Georgian House, which also provide health and fitness facilities to supplement the sports facilities at The Edge and Herons leisure centres.

A choice of cuisine is available from the many restaurants in the High Street and at Wey Hill and coffee shops abound in the town centre.

There are several churches covering various denominations and the many state and private schools set high standards and enjoy good reputations. Haslemere Hospital is a much valued institution with 30 beds and minor injuries and outpatients facilities.



Lion Green



Three Limes pavement



Playground at Town Meadow



Former Police Station



The Edge



High Street



Lower Street



Railway Station



Hasleway Community Centre



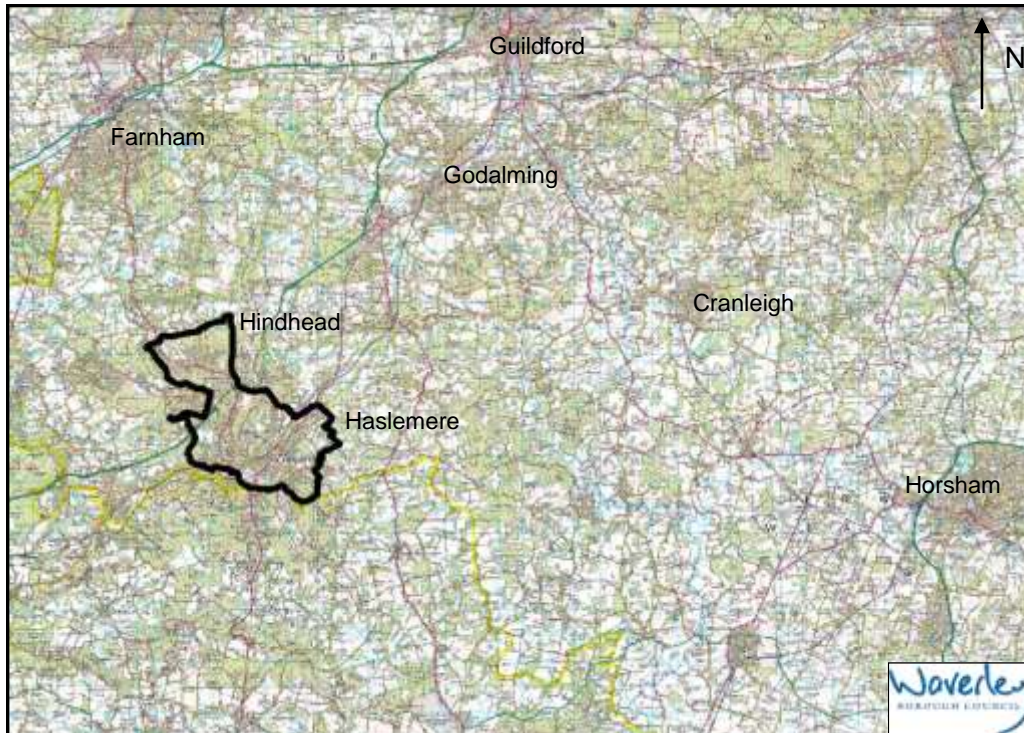
View across towards Haslemere

3. Geography of the Area

Haslemere and Hindhead are situated in the extreme south-west corner of Surrey, adjacent to the borders of both Hampshire and West Sussex. The town is situated 15 miles (24 km) south-west of Guildford and is the most southerly town in Surrey.

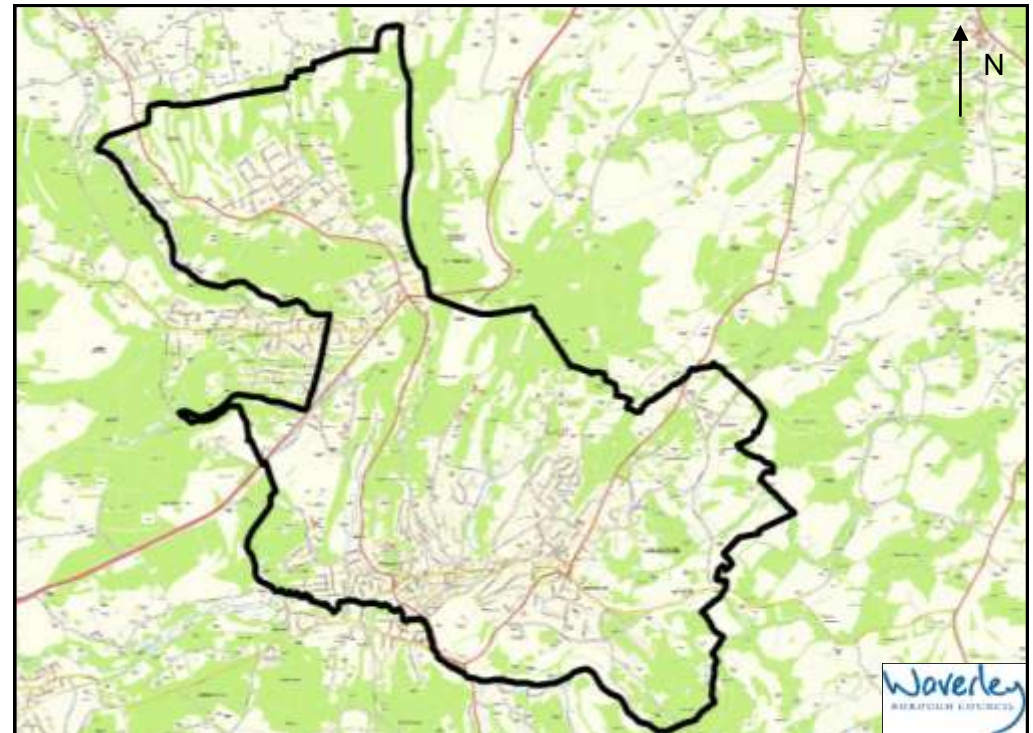
It is surrounded by natural beauty which is mostly owned by the National Trust, and covers over 1,600 acres (650 hectares).

Woodland and heathland with steep hills and valleys encircle the district, consequently there is an abundance of wildlife. It is just over the northern boundary of the recently-formed South Downs National Park and is one of the “gateway” towns.



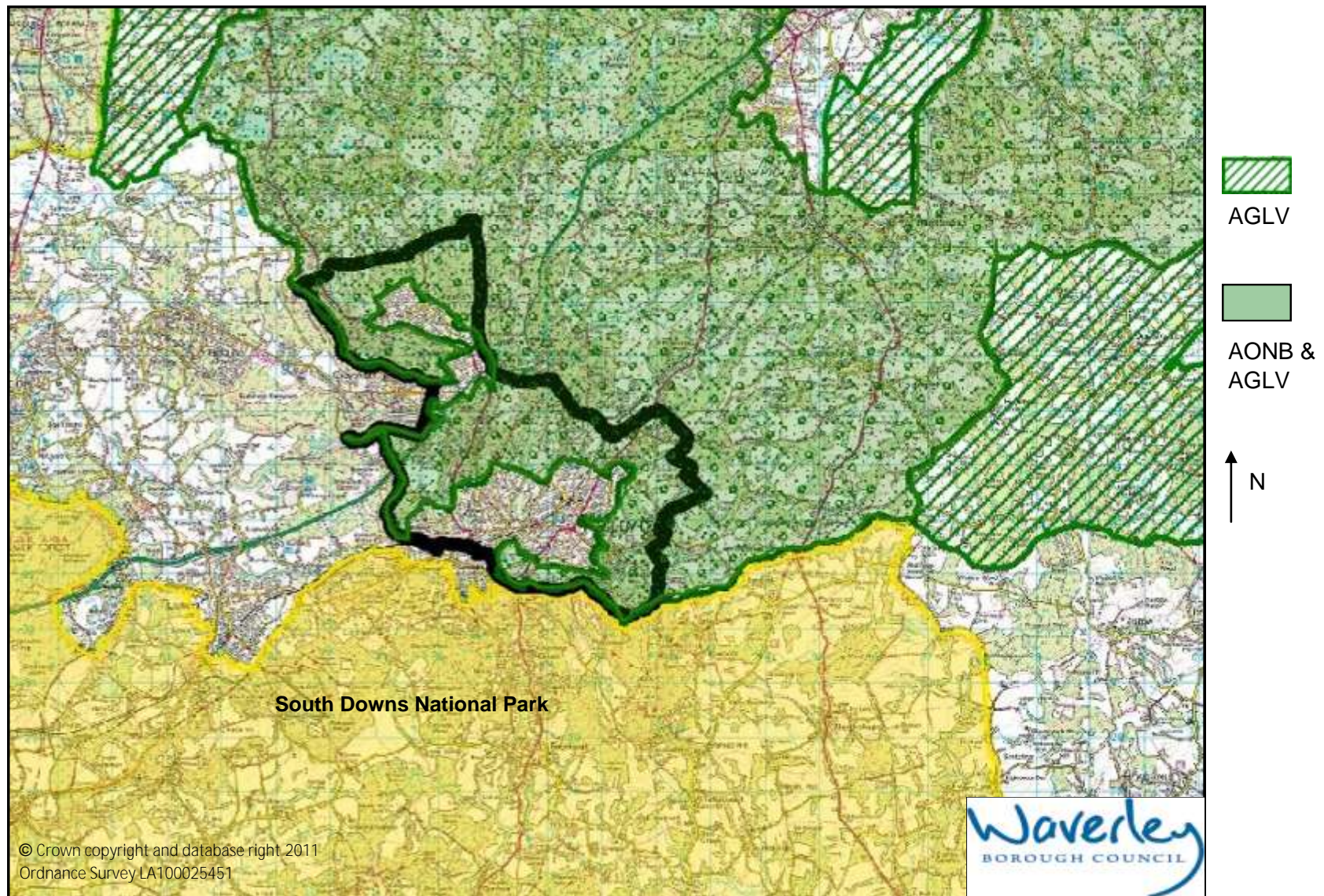
Haslemere (black boundary) in the context of surrounding towns and Guildford

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Haslemere's landscape is heavily wooded

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Haslemere is sandwiched between protected areas of the South Downs National Park and an area which is designated both as an 'Area of Outstanding Natural Beauty' and an 'Area of Great Landscape Value'

4. Landscape and Natural Environment

Haslemere lies in the south-west corner of Surrey, on the borders of Hampshire and West Sussex, partly in the Surrey Hills AONB. The characteristic landscape of the region extends over parts of the three counties. The town is surrounded by hills, with Black Down at 920 feet (280 m) to the south and Gibbet Hill at 894 feet (272 m) to the north. The southern branch of the River Wey originates beneath Black Down and tributaries of the rivers Rother and Arun also rise locally. Areas of woodland and heathland surround the town, many in the care of the National Trust. They are valuable for wildlife and informal recreation. As well as this mix of semi-natural habitats, there are small pockets of grazing land with hedges and belts of trees, and the older residential areas are characterised by gardens with large shrubs and exotic trees.

The historic centre of the town (a Conservation Area) and Wey Hill shopping area both provide facilities for people living in Haslemere and the wider area, and have experienced recent intensification of development and improved decorative planting. Other villages and hamlets cluster within a short distance of the main centre.

The town has a distinctive character with many unique features, much valued by the inhabitants. It is desirable to preserve this in the face of continuing population pressure. Haslemere should not be fossilised, but can look forward to a vibrant future if quality and sensitivity is ensured for new development.

Boundaries and Approaches

Haslemere approach roads (Midhurst Road, Petworth Road, Grayswood Road, Hindhead Road and Liphook Road) do so through 'tunnels' of woodland, with outlying houses concealed by trees. These roads are mainly hilly. The nearby hamlets and villages of Hammer, Camelsdale, Hindhead, Critchmere and Grayswood are only tenuously separated from the main town, yet the outskirts are semi-rural overall with woodland, broken with the occasional garden.

Haslemere is unusual in that completely undeveloped open land penetrates closely into the town, due in part to historic patterns of land ownership, especially that of the National Trust. These 'green fingers' of damp woodland and small fields with adjacent hedgerows (such as along Bunch Lane and at Swan Barn) are immensely valuable and characteristic, and protecting them is to be strongly encouraged.



View over the town from Shepherds' Hill



Petworth Road, entry from the south east



Belted Galloway cattle grazing at Swan Barn



Summer mist over Black Down



Approach to the town from north along Grayswood Road



Approach to the town from south along Shepherds' Hill

Planting and Open Spaces

In the more formal areas well maintained planters and decorative beds are appropriate to add colour to the scene.

Lion Green, St Christopher's Green, Town Meadow and other visually significant areas of green space contribute to the quality of the urban environment.

Where natural vegetation survives, sensitive management can preserve its value to wildlife as refuges as well as provide food plants for insects and birds. Rather than being regarded as unkempt, these areas can be seen as contributing to biodiversity, and arresting the decline of wild habitats.



Clement's Corner—a community project



Town Meadow



Flower beds at Wey Hill



Lion Green at Wey Hill

Open Spaces Design Guidelines:

- Provide a range of public open spaces, including both wild areas and small open grassed spaces, to promote vibrant streets.
- Maintain low-key public open spaces appropriately to conserve wild flowers and biodiversity.
- More formal tree or decorative planting is appropriate to shopping streets.
- Introduce tree planting to break up large areas of car parking
- Preserve the existing lines for High Street frontages and encourage the use of the wide pavements for café or similar social activities
- Green spaces within Haslemere are part of the character and charm of the town and these should be retained

Relief and Visual Landscape

Haslemere has grown up around a series of ridges and valleys, with wooded slopes too steep for development. The appearance of the town has benefited from the screening of this relief and vegetation. Viewpoints entering and within the town are often framed by trees and garden plantings. There are many points in the surrounding countryside from which wide vistas of woodland and extensively grazed fields can be seen, and it is readily appreciated that this part of Surrey is one of the most densely treed.

Some of the valued landmarks and viewpoints nominated by residents are Black Down, Marley Heights, Swan Barn, Grayswood Common, and from the Devil's Punchbowl and Hindhead Commons down to Polecat Valley. It will be important to consider shorter distance local views in reviewing proposals for new development.

Natural Environment and Wildlife

The more elevated areas of land in and around Haslemere (Thursley, Hankley and Frensham Commons, Devil's Punchbowl etc.) are characterised by dry heathland vegetation, and comprise the Wealden Special Protection Area. While these and other locations are readily accessible, public access may need to be carefully managed to avoid damage to sensitive habitats.



View from Black Down, looking west

At points, where the Greensand overlies impermeable clays, springs emerge creating the contrasting but equally characteristic damp ground conditions. These small streams form tributaries of the rivers Wey, Arun and Rother.



Heather on Hindhead Common

Surrounding the town there are large areas of both damp and dry woodland and heathland. Between developed areas, trees and scrub of mainly indigenous species form wildlife corridors. It is desirable to limit intrusion of development into remaining areas of natural habitat, especially that of noise and light pollution which can disrupt wildlife.

Mature trees and ancient woodland are particularly valuable, supporting large numbers of species, some rare or threatened. Established hedges of native species form corridors where wildlife can shelter and travel. Once fragmented this network would not be regenerated within a lifetime.

Haslemere may be unique in Surrey in having such a range of wildlife

surviving in close proximity to the town centre, albeit in small numbers. It is hoped that this privilege, resulting from the retention of woodland surroundings, will continue to be a feature.

Further guidance on local natural environment policies can be found in the Local Character Assessment on Surrey County Council's website.

Natural Environment Design Guidelines:

- Seek to maintain and enhance tree and hedgerow cover on boundary lines of development sites to screen new schemes and reflect the local landscape character within and around the town
- Preserve the tree and hill skyline views across the whole of Haslemere
- Encourage developers of large volume buildings to provide extensive tree screening
- Reflect the distinctive nature of different landscape character areas within the town appropriately in new development
- Protect important vistas into, within and out of the town, particularly the local characteristic of undulating tree-covered hillocks. These conceal much of the developed area of the town, and create the tunnel-like tree and hedge-lined roads and lanes
- Preserve, enhance and manage existing hedgerows, green lanes and unmade lanes e.g. Farnham Lane and Bunch Lane
- New trees and hedges should be native species or appropriate local or traditional fruiting varieties, more valuable to wildlife
- Maintain, enhance and extend wildlife corridors.
- Footpaths should be surfaced to reflect the local natural environment

5. Transport and Access

Rail: The railway station is a transport hub providing a regular commuter service to London Waterloo, with a journey time of less than an hour. Its importance as a point of arrival for visitors and a more sustainable mode of transport needs to be recognised. Haslemere should be promoted as a gateway to the new South Downs National Park. Haslemere has little in the way of industry and its success rests largely on it being a popular place to live for those who commute to jobs elsewhere. The railway is, therefore, vitally important and will become increasingly crucial in future, particularly with access to the station improved by the removal of bottlenecks at Hindhead. The infrastructure supporting the station is thus paramount, especially in the context of the approved 330 home development at Easebourne (King Edward VII Hospital), the proposed eco-town of Whitehill / Bordon and the substantial development proposal 5 miles away in Fernhurst (Syngenta site).



Railway line approaching Haslemere

Roads: The A287 runs southwards from Hindhead, joins the A286 from Milford, and continues southwards to Midhurst. The B2131, the main road through town, links Haslemere to Chiddingfold and Petworth to the east and Liphook to the west. Wey Hill connects the two main areas of the town, partly paralleled by the railway. The A286 carries the bulk of the north / south traffic and has many tortuous bends. The east / west B2131 is fundamentally unsuited to large articulated vehicles and buses due to the bends of Petworth Road, the width constraints of Lower Street and the railway bridge by Weydown Road. However it is used by these to service the local population needs.

Traffic projections by the Highways Agency suggest large lorries will tend to use the newly opened A3 tunnel rather than negotiate Haslemere High Street, but the town continues to attract both commuter and domestic traffic.

Many parts of Surrey retain clear evidence of its rustic and rural past and Haslemere is, because of its hilly topography, a place where the narrow roads and steep banks have provided powerful restraints on greater development. The roads are, in the main, simply asphalted versions of medieval tracks.

Many small lanes and newer access roads criss-cross between these main arteries, providing access to housing areas. Some smaller lanes can be considerably compromised by traffic, which has been a longstanding detractor from the quality of the environment throughout the town.



Alleyway beside 10 High Street

Paths: The Greensand Way and Serpent Trail (long distance footpaths) and a further extensive footpath network allow pedestrian access through the town and out to open areas.

Transport and Access Design Guidelines:

- Road, footpath, parking and landscape design should relate to the existing surrounding features in terms of layout, features and surface finishes
- Road widths, layouts and surfaces should be designed to limit drivers' speeds and reduce visual impact
- A variety of carriageway widths, shared space, passing places, surface treatment, speed reduction features, road edge and footpath design should be encouraged within new developments
- Parking spaces and garages should be integrated with the building design
- Small lanes and alleys are characteristic of the town centre and should be maintained and incorporated into new development
- The green corridor entry points into the town should be safeguarded.

6. Design and Architectural Guidance

The following Design Guidelines are proposed to apply to all areas of Haslemere. They are intended to enhance and maintain the character and scale of the area. Principles applying to specific parts of Haslemere are identified in the section 7.

6.1 Design Guidance – Design and Architecture

Design and Architecture Design Guidelines

- Development of retail and business premises, including car parks, should be appropriate to the existing character of the town in terms of scale
- Proposals for new buildings should relate to their sites and surroundings, and should be sympathetic to the protection of the rural environment; within this context variety in scale and texture is encouraged to add interest to the street scenes
- Heights of buildings should relate to the scale of the adjoining properties and the street scene, and should be designed to respect existing vistas
- Contemporary designs should be of high standards and complement their context and, where possible, enhance adjoining properties. These add interest and character to the street scene
- Garden land and infilling developments should only be permitted when
 - there is garden area appropriate to new and existing dwellings
 - there is adequate off-street parking
 - they do not have a detrimental impact on the existing character of the area or local biodiversity
- Significant buildings of architectural interest may warrant inclusion as buildings of local merit

Design and Architecture Design Guidelines (continued)

- Where new development is proposed, imaginative solutions should be found, to achieve higher density without undermining the character of the existing area
- Care must be taken to ensure that any new development sits well in the street-scene and the form of any new development must be appropriate for the site in which it sits
- The impact of new development should be carefully considered, to avoid undue pressure on the existing infrastructure, given the constraints of the topography.
- New development should consider carefully the traffic implications associated with additional vehicle movements
- New development should provide for safe movements of vehicles and pedestrians
- New development should encourage the use of public transport and, bearing in mind the contours of the district, encourage the use of bicycles
- All new development should provide adequate off-street parking appropriate to a small market town
- Vehicular access to individual properties should be designed to enhance the street scene
- Extensions should be carefully considered, to reflect the style of the original dwelling and to avoid having an adverse effect on the street-scene
- Encourage irregular-shaped car parking areas interspersed with features, structures and planting and with innovative surface treatments.
- Large monolithic regular car parking areas devoid of planting and features of interest should be avoided.

Continued

Design and Architecture Design Guidelines (continued)

- Where front gardens are used for car parking, solid paving should be kept to an absolute minimum and permeable materials should be used
- Residents should be encouraged to incorporate some landscaping into parking provision on front garden space, to maintain a green aspect in the street scene
- Paved areas should be appropriate to the site. In general plot boundaries should be defined with traditional walls, fences or hedges appropriate to the character of the area
- New development should consider appropriate siting, screening and storage of residents' refuse and recycling bins
- Trees, hedges and wide verges are an essential feature of the area and residents should work with planners, in order to maintain their number and variety
- Tree-lined avenues should be retained and enhanced
- New development should make provision for street loading bays for deliveries where possible
- TV receiver dishes, solar panels, solar thermal panels etc should be sited to minimise their visual impact
- Ensure the use of good quality materials and finishes to shop fronts (see Appendix 2)
- The colour palette of shop fronts should reflect the context of the area. Where shop fronts and signs are within a historic street, a traditional colour palette and finish should be used. Rich, dark colours with a matt finish often look very good leaving window displays and lettering to provide accents. Whatever the context, colour schemes adopted should be subtle and blend harmoniously with the environment

Examples of buildings exhibiting good design principles for the time when they were built



Lion Lane



Trout Road



Collards Gate



Lythe Hill Park

6.2 Traditional local design / vernacular

The oldest buildings in Haslemere were built of Bargate stone and later, brick. Few eighteenth century buildings can be found but the Town House (circa 1725), the Georgian House Hotel, the White Horse Hotel and, close to the parish church, Church Hill House (early 18th century) are good examples. Another is the Town Hall in the centre of the High Street, built in 1814 and altered in 1870 but looking a hundred years older.



Bargate stone wall with ironstone galletting in St Christopher's Church



Wooden window frame, Courts Mount Road



Tile hanging, the High Street



Dormer window, the High Street

Local Vernacular Design Guidelines

- Any new building or extension in the area should complement the local vernacular style
- Match, where possible, local materials
- Replacement windows should appear much the same as their predecessors, be it in metal or timber
- UPVC windows may be acceptable if they blend in with the prevailing style of neighbouring properties
- Doors and porches should be similar to those of their neighbourhood
- Haslemere traditionally uses tile-hanging as a wall cladding to the upper storeys of properties and this practice should be continued in appropriate locations
- Where appropriate and in keeping with the street scene, pitched roofs should preferably be pitched at not less than 45 degrees, providing they tie in with the existing building
- Dormer windows should, where appropriate, be of traditional construction, with pitched roofs and tile-clad flank walls
- Where new buildings are intended to maintain a particular stylistic tradition it is important that this is consistent and the design shows a proper understanding of the tradition. Details such as eaves, chimneys, window openings, external joinery and porches all play a large part in that tradition
- New buildings should respect and respond to the context of the site. They need not imitate the buildings in the vicinity but if they do then care should be taken to fully understand and replicate detailing especially at roof eaves, verges, ridge, hips and valleys.

6.3 Sustainable building design

Haslemere is an attractive, well-preserved town set in a particularly beautiful part of the country, and has a thriving community and local economy. However, the town faces a number of challenges in the future with climate change and global and local competition for natural resources, such as oil, water and land. As pleasant and prosperous as the town currently is, it will not be immune to the effects of these issues in the years to come. Therefore, it is important for the town to bear in mind its contribution to factors such as climate change, and to ensure that development and design decisions in the future promote the long term sustainability and resilience of Haslemere. This means giving a high priority to energy efficiency, the use of sustainable materials and consideration of the natural environment and biodiversity in new developments, as well as encouraging the local economy and a greater degree of self-sufficiency.

National guidelines are set out in Appendix 1.

Energy efficiency

Houses produce 27% of Britain's carbon emissions. Energy-efficient homes cost less to heat, an important factor with escalating fuel prices. Improving the energy efficiency of houses and other buildings is one of quickest, cheapest and most effective ways of reducing the community's carbon emissions, while at the same time improving the comfort, value and cost of running buildings. Therefore, measures should be taken to upgrade existing buildings to higher energy efficiency standards, including incentives and assistance.

Measures could also include the provision of thermal imaging surveys (to identify energy-



Examples of integrated solar photovoltaic panels

inefficient buildings and parts of buildings) along with energy performance audits and advice on the most cost-effective actions appropriate to particular properties.

Local renewable energy production should be encouraged and supported, both for homes and for larger premises. Given the woodland nature of Haslemere's environment, wood biomass heat production is a natural option. Solar thermal panels for providing hot water are relatively cost-effective, particularly when fitted as part of new builds and extensions.

New buildings should be designed to allow solar panels and any other alternative technology to integrate with the overall form rather than appear as a retrofit. If retrofitting alternative technologies to buildings in conservation areas these should be placed in the most inconspicuous places or perhaps on ancillary buildings such as glasshouses, sheds or garages.



Solar photovoltaic panels on a glasshouse

The protection of the historic environment can help in reducing energy waste. The retention and reuse of historic buildings is more sustainable in terms of material and energy costs when compared to demolition and new development. The close physical relationship of buildings with residential, commercial and leisure uses is a key feature of historic areas and provides a sustainable form of living. This can be used to inform the layout and mix of new development.

Energy-efficiency considerations should include the whole-life energy consumption of the building or extension. This includes the embodied energy of the materials used, as well as the ongoing energy consumption of the property. This argues for the use of locally-sourced, renewable and sustainable materials wherever possible. It also implies an awareness and perhaps a monitoring of the performance of buildings over time to ensure the energy-efficiency potential is not subverted by wasteful behaviour.

In this context, the development of the Speckled Wood Volunteer Centre by the National Trust at Swan Barn provides both a local and national

model of sustainable design and development. It is being built almost completely with locally-sourced, sustainable materials, including oak, coppiced chestnut, clay and hay (for hay bale walls). The Centre has high levels of insulation and is heated by a biomass burner fed by wood from National Trust properties. It also has solar thermal panels for water heating. In addition, the Centre will produce some of its own food, with the help of a chicken run, a vegetable garden and a beehive.



NT's Speckled Wood eco-building at Swan Barn



Pair of eco-houses behind Wey Hill

Biodiversity

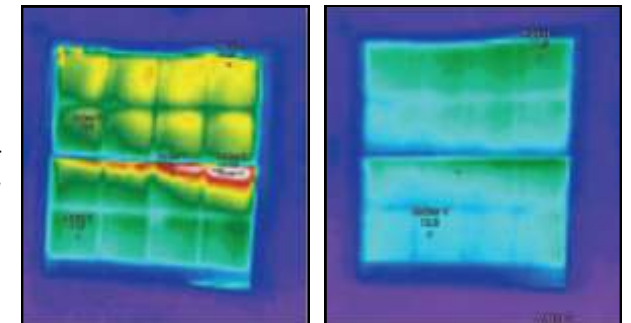
The impact on the natural environment and local biodiversity should be taken seriously in the consideration of planning applications. Haslemere has a rich and diverse natural environment and is the home to a wide variety of flora and fauna, including a number of endangered species such as great crested newts and various bat and plant species. To maintain this biodiversity, wildlife corridors, as well as areas of meadow, woodland and other informal spaces, should be preserved.

Lighting

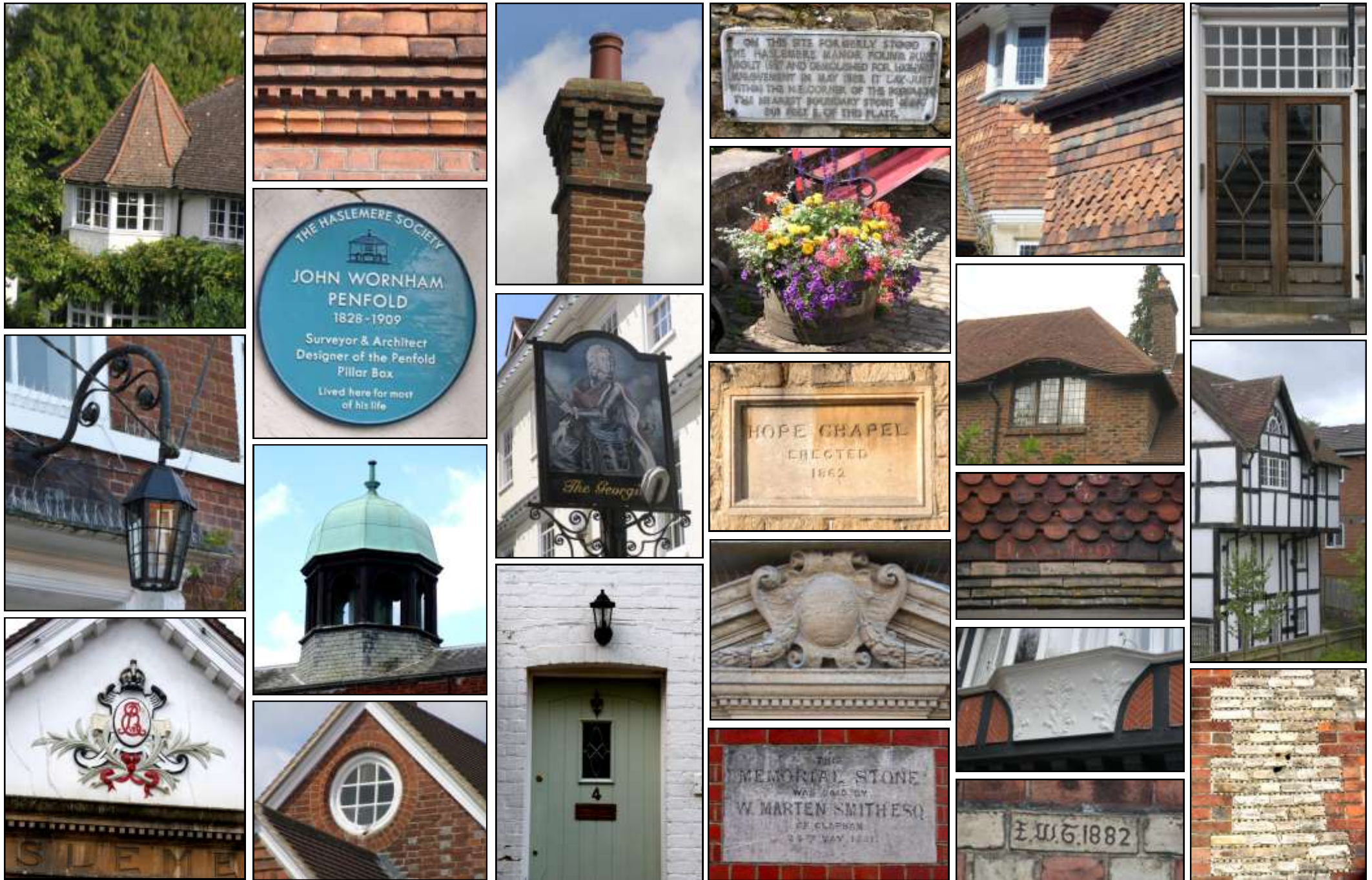
Excessive lighting and light pollution should be avoided to preserve and enhance local flora and fauna, as well as the semi-rural nature of the town and the night sky and so maintain the distinction between the countryside and the town.



Examples of solar thermal panels for water heating: integrated (left) and retro-fitted (right)



Thermal image of a window, the brighter areas being places of greatest heat loss. The left hand image is with secondary glazing and the right hand image shows the same window after double glazing was fitted



7. Designs for your neighbourhood

Generic design guidelines, which apply throughout the town, are set out in the preceding sections. They should be used together with the specific guidelines of this section.

History of Haslemere

There is evidence of human occupation of the area around Haslemere from pre-historic times. The Norman church of St Bartholomew is the oldest surviving building, dating back to 1180.

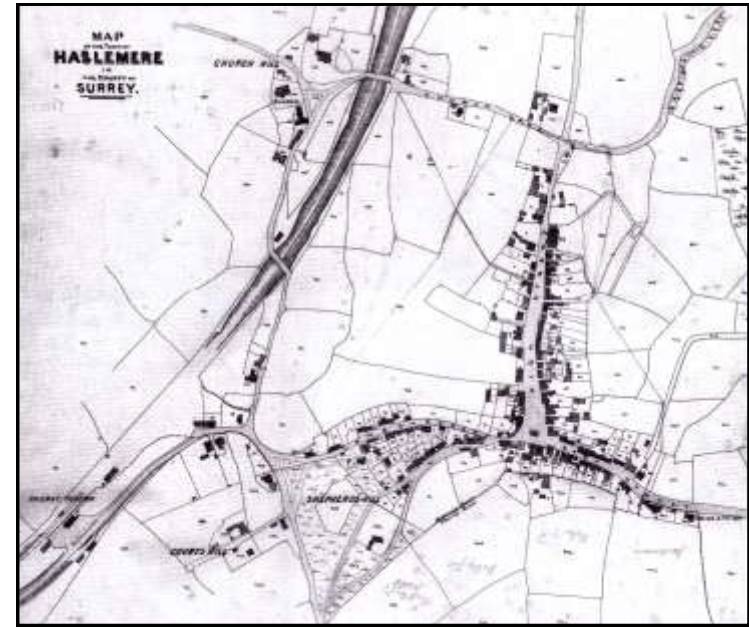
In the twelfth century there was a Chiddingfold family named Heysulle and it has been suggested that the name Haslemere refers to the boundary or mere of the Heysulle family land. At that time Haslemere was part of the borough of Godalming and had originally been given by Henry II to the then Bishop of Salisbury in 1185.

The first mention of Hindhead or 'Hyndehed' came in 1571 with the explanation that it was "a hill frequented by hinds or does".

Haslemere's importance continued to grow and a Charter was granted by King Richard II in 1394, permitting the holding of a weekly market. Following this, industries were set up and the town became known for glassmaking, iron ore smelting and leather curing, as well as farming. This brought wealth and prosperity to Haslemere which then received Borough status and the right to elect two Members of Parliament from Queen Elizabeth I. In 1596 she visited the town and granted it a new Charter which sanctioned the market and two annual fairs. To this day Haslemere still holds a Charter Fair in the High Street on alternate (even-numbered) years.



*View of Haslemere High Street early 20th C.
Copyright Francis Frith collection*



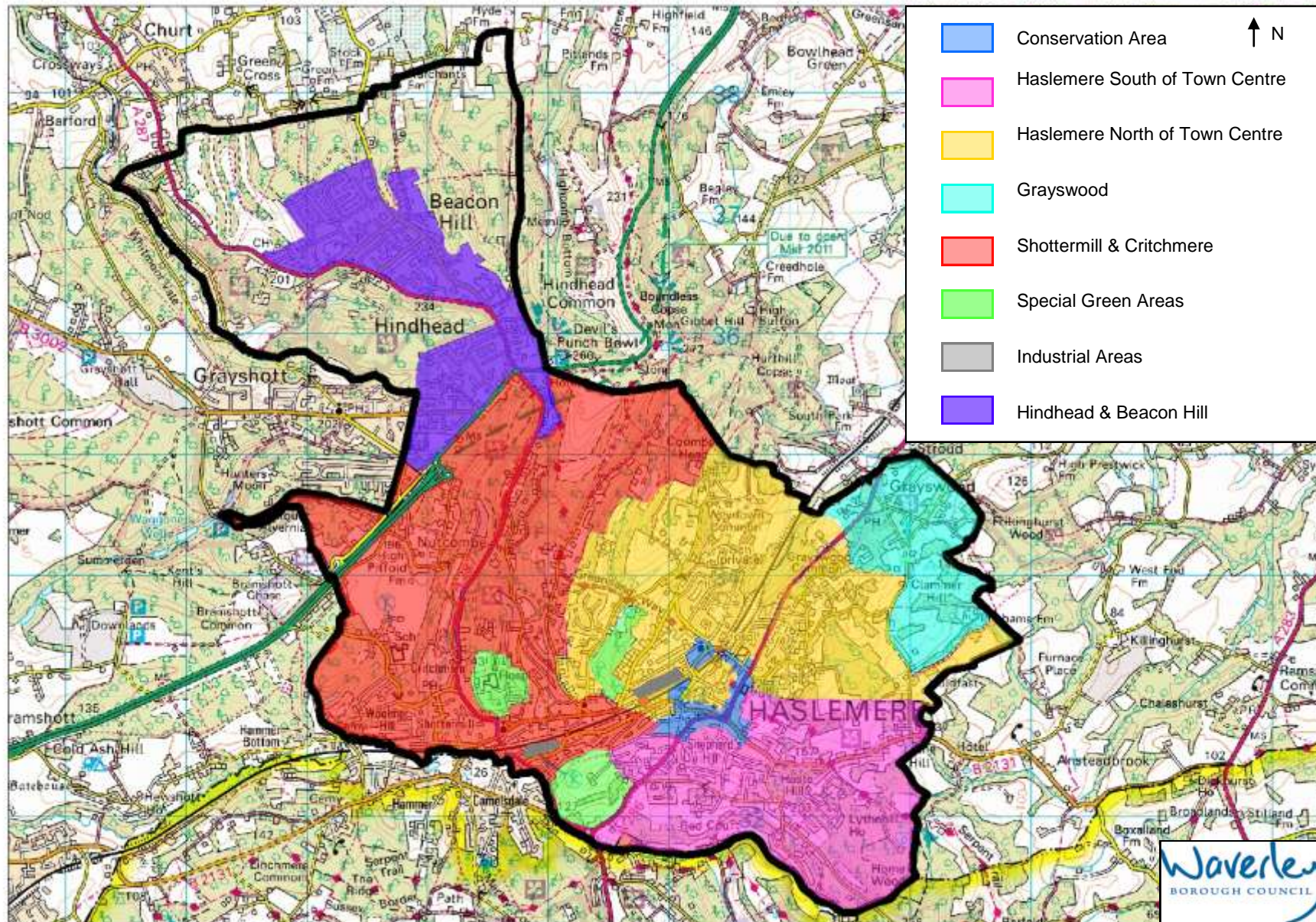
1867 Tithe map of central Haslemere showing railway and town centre

During the 16thC to 18thC Haslemere became an industrial centre for small scale iron-working and craft industries, but fundamentally it remained a rural town until the mid 19th century.

The opening of the London to Portsmouth railway in 1859 changed Haslemere forever. From being a remote little town, accessible to the outside world only on horseback or by gig, it could now be reached from London in under an hour and a half. Change at first was quite slow but the increasing number of visitors gradually built up a demand to live in this attractive area.

In the years between 1895 and 1910, Haslemere came into its own architecturally: Lutyens at Amesbury School, Voysey at New Place, Farnham Lane, and E J May at both Branksome Hilders on the Hindhead Road and Ballindune in Weydown Road. Other houses of merit are Kemnal on the Grayswood Road and Hill Court in Courts Hill Road, both by Norman Shaw, and, possibly one of the finest houses in the district, Broad Dene, Hill Road, by W F Unsworth and Inigo Triggs.

Areas of Haslemere



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Sir Jonathan Hutchinson's great contribution to the town was the founding of its Educational Museum in 1888. Now sited in the High Street, it is one of the most highly-regarded museums in the country.

Other benefactors to the town include Stewart Hodgson, who, among his many philanthropic works, gave generously to St Bartholomew's Church, built the Comrades Club and modernised the Town Hall. Barclay Day made his name locally by building the Haslemere Hall, the 350-seat theatre in constant use today.



Kemnal, Grayswood Road



Art deco decoration at the bottom of Shepherds' Hill



Decoration on front of Haslemere Comrades Club

At the turn of the century Haslemere was in the forefront of the revival of the Peasants Arts and Crafts movement with spinning, weaving, woodworking and pottery taking place around the town. Haslemere was then truly on the map and, with London within easy reach, more and more people wished to live here. House building therefore increased rapidly and the population grew year on year.



Haslemere Museum



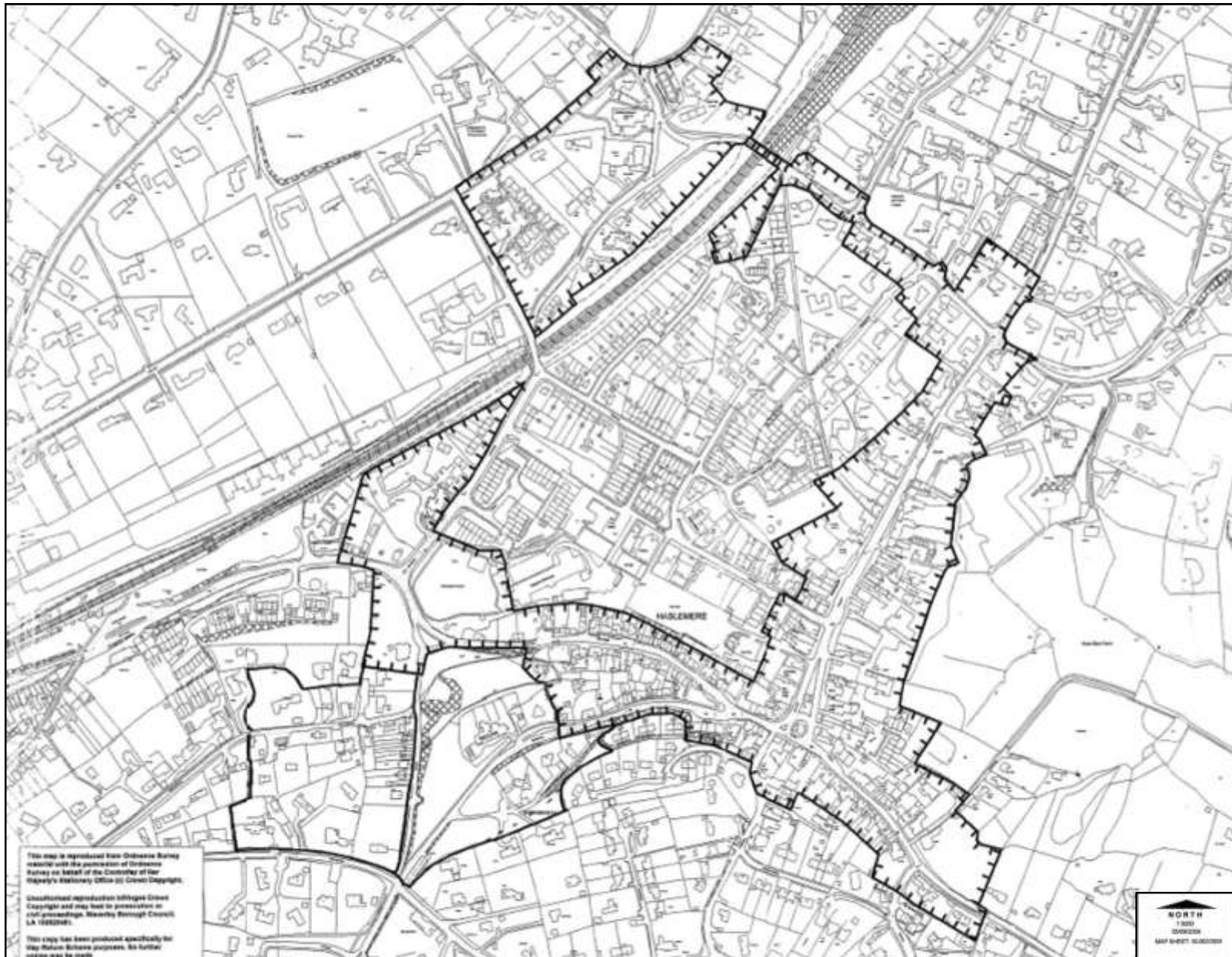
Amesbury School by Lutyens

The reorganisation of local government in 1974 resulted in Haslemere becoming part of the Borough of Waverley. The former Urban District Council became known as Haslemere Town Council, led by a Town Mayor.



Plaques on cottages in Lower Street

7.1 Area 1: Haslemere Conservation Area



Detailed map of Haslemere Town Conservation Area as of 2006

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The Conservation Area is characterised by:

- Medieval T-shaped pattern of the High Street, Lower Street and Petworth Road, with the Georgian Town Hall at their junction
- Historic and distinctive buildings, varying in age from the medieval to early 20thC, lining the High Street and the various ancient routes entering the town: Shepherds' Hill, Lower Street, Petworth Road and Sandrook
- Backcloth of densely wooded hillsides
- Proximity of National Trust meadows and woodland east of the High Street
- Town Meadow is an important recreational area on the edge of the old town centre
- Vibrancy of the High Street and West Street as the retail and social heart of the town with street cafés, pubs and high-quality independent shops
- Many historic buildings with a variety of local vernacular details surviving in their irregularly-shaped, and very often, small plots. Half Moon House is a typical example



Collards

Haslemere Town Centre Conservation Area description

The Conservation Area runs alongside the principal streets and routes leading to and from the historic Town Centre (High Street). It is along these routes that some of the oldest and most distinctive properties within the town are found. In 2005 the Conservation Area was extended to include the western side of Sandrook and part of Courts Hill Road and Courts Mount Road.

The Conservation Area is characterised by

- Buildings on the High Street which retain some of their original form:
 - The White Horse Inn and The Swan Inn, both early 1700s
 - Premises occupied by Lloyds Chemist, from about 1620



White Horse (left) and Swan Inn (above)



55 High Street



Inscriptions from inside Lloyds Chemist

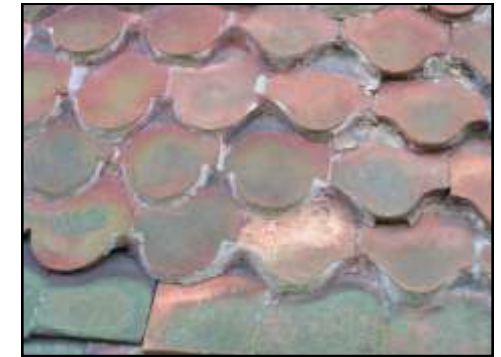
- Several other buildings dating from around the 16th-17thC further up the High Street but they have new frontages
- Arts and Crafts style buildings, for example Angel Buildings, a pastiche of the medieval building style.



Close up of Angel Buildings

- Lower Street is the busy old entry route into the town centre from Wey Hill. Architecturally mixed and reflects the organic growth of the town:

- South side has a row of 17thC and 18thC cottages with many interesting features including the local hand-made 'fish-scale' tile hanging and evidence of wooden glazing bars
- North side is predominantly Victorian terraced houses
- Yew Tree Cottage dates from the late 15thC or early 16thC



Typical fish-scale roof tiles



Half Moon House, next to Lloyds TSB bank, from 16th C



Haslemere Comrades Club



Town House, High Street



24 High Street



Mixed styles on Lower Street



The southern edge of the Conservation Area is defined by ancient routes i.e. Shepherds' Hill and Petworth Road:

- The oldest properties are the timber-framed buildings of the 15thC and 16thC.
- Terraced cottages of Shepherds' Hill are late 17th and 18thC, of brick and with roofs of locally-made clay tiles and natural slate. These are sited high above the A286 and the town.



View along Shepherds' Hill cottages

The Conservation Area extends to the north and north west to the vicinity of St Bartholomew's Church. Notable buildings in this area:

- Little Barn, Church Lane, a late 17thC Grade II listed building
- Parish Church of St Bartholomew, with a frontage on to Church Green, dating to 16thC. The bell tower is the only remaining part of the original building
- The church has memorials to many prominent residents including Alfred, Lord Tennyson
- Late 19thC walls and wooden lych-gate around the churchyard are Grade II listed
- Church Hill House, a Grade II listed Queen Anne house, with the earlier Church Hill Gate, dated 1589, attached to its left



Little Barn, Church Lane



St Bartholomew's Church



Church Hill House

The Conservation Area was extended in 2005 to include the northern edge of Courts Hill Road and Sandrock. The character of this area is defined by:

- A core of old buildings, all of which have been modernised. Where extensions have been added, the work has been carried out with great care and sensitivity
- The spine of the area is the narrow ancient drove road, Sandrock
- Little Sandrock Cottage, dating from late 17thC, standing on the corner of Courts Mount Road.
- After World War I the area known as Water Tower field (now the 'Recreation Ground') was acquired to create a lasting memorial in the form of playing fields for the people of Haslemere.



Penfolds on Sandrock

Design Guidelines for Haslemere Town and Conservation Area

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*
- Preserve and enhance the character of the Town Centre Conservation Area by ensuring that the scale, design and proportions of new buildings responds to and respects the existing historic features. Space around development is of as much significance as its architecture
- Modern design that compliments and responds to the historic character of the conservation area may be considered acceptable
- Protect the variation of frontages in High Street, West Street and Petworth Road; encourage use of wide pavements for café or similar social activities
- Respect the fabric of buildings and their surroundings when new uses are developed for existing buildings and alterations are undertaken
- Give preference to proposals for restoration and conservation of older buildings worthy of retention rather than demolition and re-development
- Any extensions or alterations to buildings should complement the existing detail, materials and built form of the houses

- Retailers should follow WBC's Shop-Front Design Guide, see Appendix 2
- Retailers should adhere to the present policy of resisting all projecting internally-illuminated signs and fascia signs within the Conservation Area
- Ensure the use of appropriate materials and finishes; retain existing character features such as shop-fronts and windows
- Take steps to avoid the proliferation of advertising hoardings, even if only of a temporary nature, where they impact adversely on the overall street scene
- Retain and enhance the pedestrian passageways / alleys and links between streets and car parks throughout the town centre and create new links when the opportunity arises
- Retain at least the façade of the Police Station as an important contributor to the local built environment
- Street furniture should be of a high quality and of a single heritage design and appropriate colour. All highway interventions should respect the character of the conservation area and where practicable enhance this character through sensitive traffic management and de-cluttering.
- Signage should be kept to a minimum and proven use to avoid confusion, clutter and damaging visual impact.

Area 2: Haslemere, South of Town Centre

This area is characterised by:

- A variety of housing in age, size and style ranging from large country houses in substantial acreages to smaller terraced properties and apartments
- Large Victorian houses in large plots
- Other Victorian and post-war houses in smaller plots
- Many houses are individually designed
- Half Moon Estate built about 1906. Houses, both detached and semi-detached, have strong architectural features such as turrets, pebbledash elevations, large chimneys and the discreet use of tile hanging. It should be considered for Conservation Area listing
- There has not been significant post-war housing developments except for the western end of Scotland Lane, Scotland Close, Lythe Hill Park and, most recently, Meadowlands Drive
- The roads where houses previously had larger gardens (e.g. Park Road, Hedgehog Lane) have seen more modern infilling
- There has been a marked increase in extensions so that many houses now fill their frontages
- Many older properties have been sensitively modernised and extended
- Several small private roads, each serving four to seven houses, mostly entirely hidden from the public roads. They are generally of Victorian to post-war age



Park Road

- Building material is predominantly brick, with a variety of elevation treatments, including rendering, and most having tiled roofs
- Traffic and parking are issues due to proximity of the heavily-used railway station, especially in Longdene Road, Courts Hill and Courts Mount Roads
- Steep hillsides - many houses have commanding views over the town and beyond
- High number of mature trees in gardens contribute to the impression of a rapid transition from town to country
- Surrounded by National Trust woodland and adjoining the South Down National Park which limit further developments.



Edwardian house on Hill Road



View down Museum Hill



Allotments at Collards Lane



Howberry Chase

Design guidelines for Haslemere: South of the Town Centre

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*
- In areas of family housing with proportionate gardens, the design of infill development should retain the local character. Space around development is of as much significance as its architecture
- Wide grassy verges are a key characteristic of this area and should be designed into new developments
- Extensions and annexes should be well-designed and screened for minimum impact on the visual amenity of the area



68-78 Petworth Road, Almhouses



Lythe Hill Park



House on Scotland Lane



Chase Lane, Chase Farm



Gabled houses on the Petworth Road



Petworth Road, Courts

Area 3: Haslemere North of Town Centre

This area is characterised by:

- A variety of housing in age, size and style ranging from large country houses in substantial acreages to smaller terraced properties and apartments
- Examples are:
 - 17thC Grade II listed Manor House, Three Gates Lane
 - Carvers an Elizabethan-style country house, lying in 11.5 acres (4.7 hectares) of land
- A number of larger country houses have been split into wings or apartments and the grounds subdivided to provide further housing. Some have been converted into residential care homes
- Infilling over the years with the new houses being individually and sensitively designed
- Several small private lanes mostly entirely hidden from the public roads. For example Kemnal Park, a turning off Three Gates Lane, comprises 22 properties all in largish plots and very popular family homes. Most were built around the 1950s and are in traditional Haslemere style
- On either side of the A286 Grayswood Road are further sizeable houses of mixed ages and all with good front gardens which contribute to the rural feel of this entry into the town
- Weydown Road and Derby Road contain some of the largest houses in the town. Most houses date from the early part of the 20thC



Three Gates Lane, Manor House

- The area is strictly controlled by two measures:
 - Lord Derby's Restrictive Covenant requiring each property to have at least 0.75 acre plot (0.3 hectare)
 - WBC's identification of Weydown Road and Derby Road as Low Density Residential Policy BE6
- Traffic issues at the eastern end of Derby Road and top of Church Road with school-related traffic for St Bartholomew's Primary School and commuter parking
- High Lane contains a mix of houses large and small, with Oak Garth and The Garth being Grade II listed buildings of red brick with tall chimneys, designed in the late 19th century by local architect, J W Penfold
- Pine View Close, a distinctive road with individual detached properties of the 1930s, many subsequently extended
- Behind these houses lies a long drive to Oak Hall, another grade II listed building. It became a school (Wispers) which finally closed in 2009. Currently it is being developed into a retirement village.
- High Lane Estate:
 - A local authority estate built in the 1950s, many of the houses now owned privately



View of Weydown Road



Weydown Road, Ballindune



High Lane Estate

- Far-reaching views and spacious layout. It is widely thought to be one of the best social housing estates in Surrey.

- Car parking is an issue

- Kiln Avenue built in 2005: many red-brick houses and flats with small gardens, all with eco-friendly features

- High Lane Community Centre, the design of which sits uncomfortably within its surroundings

- A few small roads of private housing

- Fieldway, high-density housing, some of which was previously owned by Waverley Borough Council

- Popesmead was built in 1905, with Bridge Road and Fieldway following. These are in local traditional style with brick and tile and some timbering.

- The Haslemere Hall, the hub of culture in the town, dating from 1913 and subsequently extended at the side

- The former St Bartholomew's primary school now houses a nursery school, with the back wing used by the Haslemere Players. Around both sides of the former school playground, a group of town



Kiln Avenue



High Lane Community Centre



Haslemere Hall

houses, St Bartholomew's Square, was built in the mid-1990s

- Further local authority housing, some of which is specifically for older residents, can be found in George Denyer Close and at the far end of Fieldway.



Former St Bartholomew's primary school



Redwood Manor



George Denyer Close

Design guidelines for Haslemere: North of the Town Centre

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*
- Trees, hedges and wide verges are an essential feature of the area, these should be maintained and incorporated into the design of new developments

Area 4: Grayswood

History of Grayswood

The settlement of Grayswood had its own distinct identity as a village until the turnpike was created in 1756 when the road layout we know today came into existence. Prior to that, the cross roads formed where Haslemere High Street meets Three Gates Lane on one side and Church Lane on the other was simply a T-junction with those two lanes. With the Turnpike Act, the old forge which existed at the top of the High Street was demolished and the road to Grayswood came into being.

Grayswood village originally was a very modest place with a few scattered cottages forming part of the farming community and one or two more substantial dwellings owned by yeoman farmers in the village itself.

Grayswood now is a quintessential English village with a thriving pub, church, school, club, village green and a new village hall (one of the first public buildings to be provided by lottery funding).

There is a strong sense of community and residents are proud of their detachment from



Grayswood Church



Grayswood, White House

Haslemere. The feeling of identity shared by Grayswood people is probably engendered by a number of things: the village cricket club is one, but probably the scale of the village is a more significant factor. Surrounded by land owned by the National Trust and the Forestry Commission, which all forms a part of the Surrey Hills AONB, there are planning constraints upon further development.

Another property of interest is The White House, an architectural gem in the Modernist style, built in 1932.

The heart of the village probably lies between the Wheatsheaf Inn and the primary school where a line of late Victorian cottages along Lower Road provides much of the residential core. This nucleus is supplemented on The Mount, near the church, and a few large houses and farms in the hills nearby.

The largely post-war linear development along Clammer Hill tends to reflect more the national style than local distinctiveness.



Grayswood Village Hall



Grayswood, Grayswood Farm



Grayswood Wheatsheaf

Grayswood is characterised by:

- Cohesive rural village community, which values its separate identity
- Clustered nucleus of Victorian cottages along Lower Road
- Many enclosed front gardens have been opened up for parking
- Larger houses around the edge
- Some more recent developments along Clammer Hill and behind the Wheatsheaf Inn
- Ribbon development along the Grayswood Road and Holdfast Lane, some Victorian (Klondyke Villas of 1896/8) and more modern houses
- Only Swedish Gothic Church in Surrey (possibly England), designed by Axel Haig (1902)
- White House, a rare and outstanding example of Modern Movement architecture in this part of Surrey, dating from 1932 and grade II* listed.



Grayswood Cottages



Grayswood Club and its plaque



Grayswood, Lower Road



Grayswood Old Post Office

Design guidelines for Grayswood

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*
- Any new building should respect the character of the village, its topography and features while respecting the views and vistas of the locality
- Design and choice of materials should integrate with the existing uniformity of design of the Victorian terraces
- Any new development, together with alterations and extensions, should be of high standard, complementing the existing and adjacent buildings
- The scale and building height of new developments should be consistent with the character of the existing street scene

Area 5: Shottermill and Critchmere

History of Shottermill and Critchmere

For 700 years a small isolated community in the Wey Valley, now known as Shottermill and Critchmere, was a corner of industry; by the end of the 19thC six watermills existed, used for corn milling, fulling, iron-working and, in particular, sickle making, leather dressing, paper and braid making.

The coming of the railway to Haslemere in 1859 brought increased prosperity in the town, with many large houses and country estates being built in the hills approaching Hindhead. This brought a number of prominent Victorian and Edwardian people to the area, which in turn prompted development in Shottermill and particularly Lion Lane for the workers on the various estates.

With the geographical and land constraints on development within the Town Centre, the development of Shottermill and Critchmere continued right through the 20thC.

Although much of housing in Shottermill and Critchmere was constructed from the mid/late Victorian era, a number of properties pre-date that time, mostly clustered around the junction of the A287 / Liphook Road / Church Lane. Examples include Rose Cottage, Cherrimans, Lees Cottage, Blossom Cottage and Buffbeards. All these are Grade II listed. There is a Voysey-designed house called New Place on Farnham Lane and Branksome Hilders, now a Muslim training school, which are also listed.

One of the joys of Shottermill and Critchmere is the great variety of housing and landscape. They range from large country houses to housing of high density. The landscape changes from the

National Trust Greensand Hills of Hindhead to the clays at the lower levels adjoining a tributary of the River Wey, a diverse area indeed!



Hindhead Road, Buffbeards



St Christopher's Church



Rose Cottage



Branksome Hilders on the Hindhead Road



Lees Cottage



St Stephen's Church

Shottermill and Critchmere

This area is characterised by:

- Development northwards from its medieval craft industry origins, which used the natural resources of the locality, to the predominantly residential area of today
- A considerable amount of Haslemere's development over the last fifty years has been in this area
- The majority of housing development is high density when compared to Haslemere town yet has considerable green screening provided by the trees
- Most of the high density development undertaken is on lower-lying land where there are many underground water-courses and springs which have, in the past, caused flooding problems
- Low density housing towards the north of the area where it adjoins National Trust land
- Built around the turn of the last century through to the mid / late 20thC, as is evident from its mix of property styles. House types vary from large mainly late 19th/early 20thC country houses with substantial grounds to much smaller one and two bedroom flats and houses.
- The major building material is brick and tile with some distinctive gables. Some cottages have slate roofs, although these are in the minority
- The characteristics of Wey Hill and Junction Place are:

- The shopping areas of Wey Hill and Junction Place were predominantly developed in the early



Wey Hill showing Haslemere Library

20thC, mostly independent shops, restaurants and commercial properties

- Some modern infilling to provide retail units to meet current needs. This infill has, in effect, merged Wey Hill and Junction Place
- Two of the town's three supermarkets serving Haslemere
- Variety of elevations, two and three storeys in height. Gables are a dominant feature and these contribute to an attractive jumble of clay-tiled and slate roofs
- Recent refurbishments of some shops and commercial properties has restored some quality to the character of the area but more needs to be done
- More outdoor seating areas would encourage social interaction and invite shoppers to sit and linger
- A number of community and other organisations' buildings including the Library, Haslewey (the town's popular Community Centre), Shottermill Working Men's Club and several youth facilities
- Two of the main Haslemere car parks, both of which are heavily used for commuter parking and by shoppers



Bells, the butchers, on Wey Hill



The entrance to Tesco Supermarket showing Chestnut View care home, a modern development which contributes to linking the two areas

- Development has enhanced but sometimes clashed with the surrounding buildings. One successful conversion is the former Drill Hall. New flats have been built behind



Retail and Office space designed to reflect the Drill Hall which previously stood on the site

- Two important green spaces, Lion Green and St Christopher's Green. These two open spaces create a country feel to what otherwise would be an urban area.



Lion Green

- Kings Road is a part of Haslemere which has seen quite significant change in the last twenty to thirty years:

- Originally it consisted of a number of smaller brick and slate cottages and terraced and semi-detached houses



King's Road showing sleeping policemen

- Foundry Cottage (Grade II listed) in Foundry Lane, off Kings Road

- Further development in 1960s on the site of Haslemere Sewage Works

- In the last twenty years or so, the industrial sites such as the former coal yard, garage and

gasometer sites have been developed with modern housing, including Doyle Court and Canvas Court

- Severely affected by commuter parking and those using it as a shortcut. "Sleeping policemen" / platforms have been incorporated.

These have reduced the traffic speed but not the volume.

- Between Kings Road and Sturt Road is The Herons, the town's swimming pool and leisure centre, and adjacent to that, is Sickie Mill, a restored water mill with small houses created from adjoining buildings

- Development has progressed northwards from Wey Hill along the three spines of Vicarage Lane, Lion Lane and Farnham Lane

- The woodland between the west of Vicarage Lane and Buffbeards Lane is classified as being of High Visual Importance

- Lion Lane is a high density area with cottages originally constructed for people who worked in the major local country estates. The majority of the development was in the late 1800s / early 1900s.

- Lion Lane leads to further residential areas ranging from Edwardian detached villas and terraced houses to 1960s detached and semi-detached houses.



Canvas Court, King's Road



Lion Lane, terraced houses

- Farnham Lane is characterised by:
 - Rural lane ending on National Trust commons
 - Large houses with extensive gardens
 - Part of Farnham Lane lies within the Settlement Area of Haslemere. It has been subject to residential infilling
 - Many of the large country houses have been divided into wings / flats, cottages sold off and more modern homes constructed in the grounds, gradually changing the nature of the lane. Nevertheless the character of Haslemere has been maintained by the prudent use of hedging, trees and banking
 - New Place, Farnham Lane, is a grade II listed house designed by CFA Voysey with gardens by Gertrude Jekyll.

- To the south of Wey Hill lies the 1950s Local Authority housing development of Sunbrow, Dale View and Sickle Mill. It exhibits many of the characteristics of that time:



Sunbrow from footpath on Sturt Farm

- The building vernacular is brick with some tile hanging.
- Mixture of flats and houses in elevated position within easy reach of the town's amenities
- Sunbrow enjoys views across Sturt Farm, an area with AONB and AGLV status.
- To the west lie Hatchetts Drive, Lower Hanger and



Sunbrow

Rackfield. These are another Local Authority development. It consists of semi-detached homes and flats of brick, tile and concrete on a relatively spacious layout with ample parking.

- Further development in the second half of the 20thC including Dolphin Close and Deepdene. The latter was built in the mid-1980s, consisting of approximately 200 homes varying from five-bedroom detached houses to one-bedroom starter homes.



- To the north of the area *Deepdene* roads such as High Pitfold, Glenlea and Hazel Grove have a number of very substantial homes with associated grounds.
- Critchmere Hill leads from the A287 via Woolmer Hill to the newly improved A3 and, although sleeping policeman / platforms have been installed, the traffic flow here has undoubtedly increased with the opening of the A3 tunnel.
- Despite it being an area of more recent development there is still considerable green screening provided by trees and hedging.
- In the mid-1930s roads such as Fir Tree Avenue, Sunvale Avenue and Oak Tree Lane were created. They are predominantly detached three-bedroom family houses with reasonably-sized gardens.



Sunvale Avenue

Here elevations are predominantly of brick with some render under tiled roofs.

- Borders the River Wey Conservation Area. This protects land either side of the tributary of the River Wey.
- Contains large areas of open land including private fields and woodland and the Hindhead National Trust commons
- Critchmere has boundaries both with West Sussex and Hampshire.



Pitfold Avenue



Oak Tree Lane

Design guidelines for Shottermill and Critchmere

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*
- Retailers should follow WBC's Shop-Front Design Guide (see Appendix 2)
- More outdoor seating areas would encourage social interaction and invite shoppers to sit and linger
- Safeguard the green open spaces of Lion Green and St Christopher's Green
- The individual character of Shottermill should be retained. Any new development should be consistent with the prevailing character of the area.



Sickie Mill, restored

Area 6: Special Green Areas

One of the very important factors regarding the town and its ambience is created by the green areas that are within the townscape. Predominantly, these areas comprise Sturt Farm, woodlands at Holy Cross Hospital and woodland between Weydown Road and Bunch Lane.

Sturt Farm has a high visual impact on the approaches to Haslemere from the south or west. Its height is approximately 180m above sea level and it has an aquifer beneath. The land is designated as being 'Countryside beyond the Green Belt'. Some of the site is also within an Area of Great Landscape Value that is treated as an Area of Outstanding Natural Beauty. Historically, a number of planning applications have been made for development within the fields associated with Sturt Farm but these have been resisted.

The woodland on the southern slope of Holy Cross Hospital is designated as being of 'Special Visual Importance'. Part is designated as an 'Area of Strategic Visual Importance' whilst the whole is 'Countryside beyond the Green Belt' where development is strictly controlled.

In addition the woodland between Weydown Road and Bunch Lane is designated as 'Countryside beyond the Green Belt' and is an 'Area of Strategic Visual Importance'. Partly it is a site of nature conservation and it also falls within the 'Low Density Residential Area'.

These areas are an integral part of the character and intrinsic value of the Town and should be retained. They create green screens between residential developments and are particularly visual on numerous approaches to the town. Providing a safe haven for wildlife both fauna and flora, they are also effectively the green 'lungs' within the townscape of Haslemere. They are designated as 'Areas of Outstanding Natural Beauty' and 'Area of Great Landscape Value', part of which is also included within the Surrey Hill AONB Policy.



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Sturt Farm

Area 7: Industrial Areas

The industrial areas are characterised by:

- Small light industrial estates
- Kings Road:
 - 8 units, built late 1970s
 - Screened from road by belt of trees
- Jewson's Yard (junction of Weydown Road and Derby Road) and Unicorn Industrial Estate, on railway land behind the station
 - Bus park, which has expired planning permission for a station car park
 - Mix of industrial, commercial and retail units of all sizes
 - Modern blend of architectural styles, visible from the railway station

Design Guidelines: Industrial Areas

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*



Weydown Road Estate entrance



Kings Road Industrial Estate



Entrance to Kings Road Industrial Estate showing screening



Row of small Industrial Units in Jewson's (Stoneman's) Yard

Area 8: Hindhead and Beacon Hill

History of Hindhead and Beacon Hill

Although some three miles from the town centre, Beacon Hill and Hindhead are an important part of the Haslemere community.

Hindhead developed around the Royal Huts Tavern, which once stood in isolation on wild open moorland on the old London to Portsmouth coach road. In spite of this, the eminent Victorian scientist John Tyndall fell in love with the place, declaring the air to be as pure as that in the Alps. After building Hindhead



Original Royal Huts Tavern, Hindhead

House in 1883, he encouraged the great and good of London society to live here. Soon they began building large country houses amid the pines and heather, many of which can still be seen today. Families moved from London to take advantage of the countryside and the benefits of the heathland air. Indeed Hindhead became known as 'Little Switzerland' as the quality of this air was likened to the mountain climate.

George Bernard Shaw, Sir Arthur Conan Doyle and many others followed. Many of these, being of a progressive nature, did not build vast servants' quarters but rather housed their staff in specially-built homes, particularly in Shottermill and Beacon Hill. So gradually Hindhead began to take on the appearance of a village with shops, hotels and tearooms, as the area became a popular destination for tourists, keen to visit the beautiful countryside around the Devil's Punchbowl. It was made possible with the arrival of the railway in 1859.

The Moorlands Hotel, just south west of the Hindhead crossroads (later in altered form to become Expedier House and subsequently demolished to

provide a retirement complex in 2008/9) was an important springboard for many who came to access the scenery.

The man who saw the great potential afforded by these new arrivals was John Grover, a London builder who had retired to the area. He opened a clay pit at Clay Hill (now Wey Hill – the 'fairground' car-park) to provide the necessary bricks for the many new houses springing up in Hindhead and Beacon Hill.



St Alban's Church, Hindhead



Grover's Garden's today, restored by local volunteers



Heatherbank, home of Marie Stopes



Vine Cottage, the first cottage in Hindhead

Hindhead Centre

This area is characterised by:

- Central junction of the highest village in Surrey
- Properties along the spur road to the NT café
- Acres of NT wood and heathland surrounding the area, including Miss James's Walk
- Some large houses particularly along Hindhead Road and Portsmouth Road
- Several listed buildings including:
 - Amesbury School (designed by Sir Edwin Lutyens)
 - St Edmund's School (home of George Bernard Shaw),
 - Heather Bank (home of Dr Marie Stopes),
 - Hindhead House (home of Professor John Tyndall)
 - Undershaw (home of Sir Arthur Conan Doyle).
- The southern portal of the A3 tunnel
- The Royal Huts estate on the crossroads, which has a density higher than the surrounding area



Derelict garage site at on old A3 spur to the north



Hindhead House (now Tyndalls)

- Devil's Punchbowl Hotel along with several other businesses on London Road and a few more commercial premises in the Royal Parade on Tilford Road.



Devil's Punchbowl Hotel on old A3 spur



Flats on the site of the former Wilton Hotel



Northwood Cottages, Tilford Road



Royal Huts housing development at Hindhead

Residential areas of Hindhead / Beacon Hill

These areas are characterised by:

- Most of the houses on the local authority Tyndalls Estate are now privately owned; they were built in the grounds of Professor Tyndall's former home
- Recent developments at Hindhead:
 - Large number of two and three-storey terraced homes on the site of the former Royal Huts Hotel
 - Moorlands Lodge, a significant retirement complex on northern side of the Portsmouth Road on demolished site of old Expedier House
 - Moorlands Close, built on the former car park, less than 20 houses
 - More low-density dwellings in Rozeldene and The Moorings near the boundary with Grayshott, on the Headley Road
 - Cornerway Lodge, a development of 29 one and two-bedroom retirement apartments
 - Proposed redevelopment of the old Drummonds site with 36 homes, offices and shops, including a playground and affordable housing
- Several new areas of large family homes between Beacon Hill and Hindhead
- Two former hotels: the Wilton on Wood Road and the Beacon (later the



Newer housing development in Hindhead

Lloyds Bank Training Centre) on Tilford Road demolished and redeveloped as flats

- Moorhouse is now a care home, as are Springkell House and Stoneycrest Hotels
- Local authority housing and self-build properties tucked behind the shops, in Glen Road / Glen Close area.
- Beacon Hill has a small parade of local independent shops and restaurants serving the local community. Includes a pharmacy, small convenience store and post office. Shops around the Hindhead junction are minimal.

The completion of the tunnel brings significant pressure for change especially around the old A3 crossroads. The Hindhead Together Joint Advisory Committee has drawn up a Hindhead Concept Statement that has been adopted as material planning consideration for this area – see www.waverley.gov.uk.



Beacon Hill Primary School



British Legion Club, Beacon Hill

Design guidelines for Hindhead and Beacon Hill

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*
- Designs should respect and be sympathetic to the character and immediate architectural surroundings in terms of pattern, scale, materials and form.
- Any new development along the spur road of the old A3 should be of a high standard and be complementary to the Victorian commercial property on the north side of the spur.
- Larger developments should reflect the organic nature / evolution of the area by incorporating a variety of building types and materials.
- The topography of the area should be considered when proposing new developments.



Beacon Hill "The Hub"



Glen Close, Beacon Hill



Woodcock Green, Beacon Hill, maintained by volunteers



Appendix 1: Sustainable Design Guidelines

Sustainable Design: Design Guidelines

- New developments should be encouraged to be more energy-efficient and reduce impact on climate change
- For new homes, it is suggested that the Local Authority (LA) considers adopting the Code for Sustainable Homes (as other LAs have done) to promote sustainability in addition to building energy efficiency.
- New housing should incorporate private outdoor space such as gardens or balconies where possible
- Local renewable energy production should be encouraged and supported, both for homes and for larger premises including promoting solar hot water installations and ground and air source heat pumps and photovoltaic panels carefully sited
- Encourage the provision of biomass heating where there are local sustainable sources of wood / biomass available
- Design buildings to be economic in their operation over their full life-span. Energy efficiency considerations should include the whole-life energy consumption of the building or extension.
- Design new buildings to minimise the ongoing use of scarce materials such as fossil fuels and water
- Locate new housing in sustainable locations to encourage reduced car usage and mitigate traffic congestion
- Protect and enhance the character and topography of building sites, buildings and waterways
- Excessive lighting and light pollution should be avoided

Sustainable Design: Design Guidelines (cont)

- Measures should be taken to upgrade existing buildings and dwellings to higher energy efficiency standards, including the provision of incentives and assistance to reduce the impact of climate change and reduce energy costs.
- To maintain biodiversity, wildlife corridors, as well as areas of meadow, woodland and other informal spaces, should be preserved, and encouraged in the provision of gardens for new homes.
- Increase the provision of allotments for householders
- Recycling should be made as easy as possible for residents. Facilities for a wide range of recyclable materials should be provided in accessible areas. Provide more customer-focused recycling facilities in the town, including more locations, and facilities for cardboard, garden refuse etc
- Use permeable paving surfaces for paths and parking areas. Water absorption is preferred and sustainable drainage systems should be considered for all developments. Off-street parking surfaces should conform to RHS guidelines
- Development sites should seek to create or plant edible landscaping in appropriate locations e.g. fruit and nut trees and bushes
- Development sites to retain existing tree-lined boundaries, distinctive features of Haslemere landscapes and which provide shade and visual amenity, reduce CO₂ and increase biodiversity.
- New housing should meet current demands for sustainable development by encouraging designs of commensurate density in locations which reduce travel distance to shops, amenities, stations and travel hubs

Appendix 2 WBC's Shopfront Policy

Shopfronts have an important impact on the character of an area. Policy HE8 sets out specific guidance for shopfronts in Conservation Areas but the principles are equally applicable elsewhere. The Borough Council has published a conservation booklet *Shopfronts in Waverley - Design Guidelines*. The guidelines contained in the booklet are aimed mainly at shops and other non-retail premises such as banks, building societies and estate agents within the shopping areas of the four main settlements, but can be applied throughout the Borough.

8.32 A shopfront should be considered as an integral part of the whole building in which it is situated, and should also be in sympathy with neighbouring buildings. Particular attention should be paid to materials, style, proportion and size of windows, fascias and stallrisers. Colours, too, are important both for the shopfront itself and for any lettering. In certain situations, a corporate company style may have to be modified, especially if a brightly coloured and/or internally illuminated logo is proposed.

POLICY S7 - Shopfronts

When a new shopfront is proposed, a high standard of design will be required which:-

- a) relates well to the building in which it is situated, including upper floors, in terms of scale, proportion, vertical alignment, architectural style and materials;
- b) takes account of good architectural features of neighbouring shopfronts so that the development will fit in well with the street scene;
- c) uses appropriate materials which blend with the street scene; and
- d) makes suitable provision for access for those with disabilities in accordance with Policy D9.

Appendix 3 : Abbreviations

AONB	Area of Outstanding Natural Beauty
AGLV	Area of Great Landscape Value
CPRE	Campaign to Protect Rural England
HTC	Haslemere Town Council
LDF	Local Development Framework
LDP	Local Development Plan
NT	National Trust
PPG	Planning Policy Guidance
PPS	Planning Policy Statement
SCC	Surrey County Council
SDNP	South Downs National Park
SEEDA	South East England Development Agency
SEERA	South East England Regional Assembly
SPA	Special Protection Area
SPD	Supplementary Planning Document
SPG	Supplementary Planning Guidance
SSSI	Site of Special Scientific Interest
UPVC	Unplasticised Polyvinyl Chloride
TDS	Town Design Statement
WBC	Waverley Borough Council

Appendix 4 : Acknowledgements

This Design Statement is published jointly by the Haslemere Town Council and the Haslemere Initiative and their support is greatly appreciated.

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Appendix 5: Glossary of Terms

Aquifer - a layer of rock or soil able to transmit water

Arts and Crafts - This movement of artists and craftsmen was developed as a reaction to the mechanisation of production and the arts that had occurred during the 19th century. Architecture became involved with the desire to create simple unpretentious housing rather than the Gothic or Classic styles which had been in conflict with each other previously.

Art Deco - A decorative style of the 1920s and 1930s, marked by precise and boldly delineated geometric shapes and strong colours, used in household objects and architecture.

Bargate Stone - Local stone from quarries near Godalming. As a green-sand stone, it may also have been quarried in Haslemere.

Concept Statement - A simple clear expression of the kind of place that new development should create. It is a brief explanation of how development on that site should contribute to the local authority's vision. Concept Statements explain how the policies and objectives of the Local Development Document should apply to each specific site, in order to deliver the best possible economic, social and environmental benefits.

Conservation Area - The portion of a town or village designated by the Planning Authority as having "Special Architectural or Historic Interest". The local authority has additional controls on development within a Conservation Area, covering every kind of development, demolition and tree preservation orders.

Density - The floorspace of a building or buildings or some other unit measured in relation to a given area of land. Built density can be expressed in terms of a plot ratio (for commercial development); number of units or habitable rooms per hectare (for residential development); site coverage plus the number of floors or a maximum building height; or a combination of these.

Galletting - The local use of ironstone chips pressed into the wet mortar of stone walling.

Haslemere Health Check 2003 - “The audit of the economy, environment, social and community assets of a market town and the surrounding countryside” for Haslemere.

Haslemere Health Check 2008 - Update on the 2003 document.

Hindhead Concept Statement - A Statement of Intent prepared by Hindhead Together Joint Advisory Committee with WBC and the National Trust, see www.waverley.gov.uk/info/608/development_control/1124/hindhead_improvements/2

Hindhead Together Joint Advisory Committee - A group comprising the Highways Agency, SCC, WBC, HTC and the National Trust, Surrey Hills Partnership, Haslemere Chamber of Trade and Commerce, and Natural England, East Hampshire District Council to plan and implement the development of the Hindhead Crossroads Area after completion of the Hindhead tunnel.

Ironstone - A regional dark-coloured stone in earlier times smelted for the local iron industry, used for paving and galletting (see separate entry).

LDF - Local Development Framework, the document intended to replace the Local Plan prepared by WBC. It comprises: Development Plan Documents (forming part of the Statutory Development Plan); Supplementary Planning Documents; the Statement of Community Involvement; the Local Development Scheme; the Annual Monitoring Report.

Local Plan 2002 - The current adopted plan for development in the Waverley Area. This will, in due course, be replaced by the LDF above.

Local Planning Authority - The local authority which is designated to exercise planning functions. In the case of Haslemere and Hindhead this is Waverley Borough Council. Mineral extraction and waste are dealt with by Surrey County Council.

National Planning Policy Framework (published March 2012). This sets out national planning policies for England and how these are expected to be applied.

SPA - Special Protection Area specifically protected by the Conservation of Habitats and Species Regulation 2010.

Splay - Outward opening of a driveway on to a road

Appendix 6: Bibliography

Planning matters

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Design Statements

Town	Alton 2008
	Farnham 2010
	Great Dunmow 2008
	Petersfield 2011
Village	Churt 2008
	Dunsfold 2001
	Thursley 2008

Appendix 7: Index of road names in the Haslemere area

Area 1: Conservation area

Church Green
Church Hill
Church Lane
Cobden Lane
Collards Gate
Courts Hill Road (part to no. 14)
Courts Mount Road (part to no. 17)
Derby Road (south side)
Haslemere Town Centre
High Street
Lower Street (to Tudor House)
Penfold Manor
Petworth Road (to Collards)
Sandrock
Shepherds' Hill
Tanners Lane (north side)
West Street (to Post Office)

Area 2: South of Town Centre

Chase Lane
Chiltern Close
Collards Lane
College Hill
College Hill Terrace
Courts Hill Road (part from no. 16)
Courts Mount Road (part from no. 19)
Denbigh Road
Dene Close
Hales Field
Half Moon Hill
Hasle Drive
Haste Hill
Hedgehog Lane
Hill Road
Longdene Road
Lythe Hill Park
Museum Hill
Midhurst Road
Old Haslemere Road
Park Road
Petworth Road
Scotland Lane
Scotlands Close
Swan Barn Road
Tennyson's Lane
Tennyson's Ridge

Area 3: North of Town Centre

Bartholomew Close
Bartholomew Square
Beech Road
Bridge Road
Bunch Lane
Bunch Way
Cedar Court
Chatsworth Avenue
Chestnut Avenue
Church Road
Derby Road (north side)
Fieldway
George Denyer Close
Grays Close
Grayswood Road
Highbury Grove
Highercombe Road
Hill Court
Holdfast Lane
Inval
Kemnal Park
Kiln Avenue
Oaklands
Parsons Close
Parsons Green
Pathfields
Pathfields Close
Peperham Road
Pine View Close
Playing Field Close
Popesmead
Puckshott Way
Redwood Manor
Rosemary Court
Stoatley Hollow
Stoatley Rise
Tanners Lane (south side)

The Spinney
Three Gates Lane
Uplands Close
Weycombe Road
Weydown Road
Whitfield Close
Whitfield Road

Area 4: Grayswood

Ash Tree Close
Church Close
Clammer Hill Road
Grayswood Common
Grayswood Mews
Grayswood Road
Lower Road
Paddock Way
Park Close
Prestwick Lane
Sandy Lane
The Mount
Upper Mount
Williamson Close

Area 5: Shottermill and Critchmere

Azalea Drive
Bell Road
Border Road
Braeside Close
Buffbeards Lane
Cherrimans Orchard
Cherry Tree Avenue
Chilcroft Road
Church Road
Critchmere Hill
Critchmere Lane
Critchmere Vale
Dale View
Deepdene
Dell Close
Dolphin Close
Eliot Drive
Farnham Lane
Fir Tree Avenue
Foundry Lane
Fox Road
Glovers Field
Hammer Lane
Hatchetts Drive
Hazel Grove
Herondale
High Pitfold
Hindhead Road
Home Green House
Junction Place
Kings Road
Kingswood Lane
Lion Close
Lion Green
Lion Lane
Lion Mead
Liphook Road
Lower Hanger
Lucas Field

Mallard Close
Manor Close
Manor Crescent
Manor Lea
Meadow Vale
Meadway
Mill Close
Nutcombe Hill
Nutcombe Lane
Oak Cottages
Oak Tree Lane
Pitfold Avenue
Pitfold Close
Polecat Hill
Polecat Valley
Priors Wood
Rackfield
Rex Court
Roedeer Copse
Sickle Road
St Christopher's Close
St Christopher's Road
St Stephen's Close
Stile Gardens
Sturt Road
Sunbrow
Sunvale Avenue
Sunvale Close
The Avenue
The Meads
The Paddock
Timbermill Court
Trout Road
Underwood Road
Vicarage Lane
Wey Hill
Weysprings
Woodlands Lane
Woolmer Hill Road

Area 6: Special green areas

Holy Cross Hospital Drive
Old Mill Place
Shottermill Park
Sturt Farm

Area 7: Industrial areas

Kings Road
Unicorn Trading Estate
Weydown Road

Area 8: Hindhead & Beacon Hill

Beacon Crescent
Beacon Hill Park
Beacon Hill Road
Broom Squires
Churt Road
Churt Wynde
Clovelly Drive
Clovelly Park
Clovelly Road
Corry Road
Cricket Close
Downside
Downsview Close
Eight Acres
Fairways
Forestdale
Glen Close
Glen Road
Glenville Gardens
Golf Links Avenue
Grove Road
Headley Road
Heath Close
Heather Way
Heathside Lane
Highfield Crescent
Hill Road
Hillgarth

Huntingdon House Drive
Huntingford Close
Hyde Lane
Linkside East
Linkside North
Linkside South
Linkside West
London Road (old A3)
Mead Road
Moorlands Close
Moorlands Court
Parsons Lane
Pine Bank
Portsmouth Road
Ridgemoor Close
Royal Huts Avenue
Royal Parade
Rozeldene
Sandheath Road
Steepways
Stronsay Close
Tarn Road
The Moorings
Thirlestane Court
Tilford Road
Tower Road
Trimmers Wood
Tyndalls
Whitmore Vale Road
Wood Road
Willian Place
Writers Close

Appendix 8: Complete set of Design Guidelines

Open Spaces Design Guidelines:

- Provide a range of public open spaces, including both wild areas and small open grassed spaces, to promote vibrant streets.
- Maintain low-key public open spaces appropriately to conserve wild flowers and biodiversity.
- More formal tree or decorative planting is appropriate to shopping streets.
- Introduce tree planting to break up large areas of car parking
- Preserve the existing lines for High Street frontages and encourage the use of the wide pavements for café or similar social activities
- Green spaces within Haslemere are part of the character and charm of the town and these should be retained

Natural Environment Design Guidelines:

- Seek to maintain and enhance tree and hedgerow cover on boundary lines of development sites to screen new schemes and reflect the local landscape character within and around the town
- Preserve the tree and hill skyline views across the whole of Haslemere
- Encourage developers of large volume buildings to provide extensive tree screening
- Reflect the distinctive nature of different landscape character areas within the town appropriately in new development
- Protect important vistas into, within and out of the town, particularly the local characteristic of undulating tree-covered hillocks. These conceal much of the developed area of the town, and create the tunnel-like tree and hedge-lined roads and lanes
- Preserve, enhance and expand existing hedgerows, green lanes and unmade lanes e.g. Farnham Lane, top of Bunch Lane
- New trees and hedges should be native species or appropriate local or traditional fruiting varieties, more valuable to wildlife
- Enhance and extend wildlife corridors.
- Footpaths should be surfaced to reflect the local natural environment

Transport and Access Design Guidelines:

- Road, footpath, parking and landscape design should relate to the existing surrounding features in terms of layout, features and surface finishes
- Road widths, layouts and surfaces should be designed to limit drivers' speeds and reduce visual impact
- A variety of carriageway widths, shared space, passing places, surface treatment, speed reduction features, road edge and footpath design should be encouraged within new developments
- Parking spaces and garages should be integrated with the building design
- Small lanes and alleys are characteristic of the town centre and should be maintained and incorporated into new development
- The green corridor entry points into the town should be retained.

Design and Architecture Design Guidelines

- Development of retail and business premises, including car parks, should be appropriate to the existing character of the town in terms of scale
- Proposals for new buildings should relate to their sites and surroundings, and should be sympathetic to the protection of the rural environment; within this context variety in scale and texture is encouraged to add interest to the street scenes
- Heights of buildings should relate to the scale of the adjoining properties and the street scene, and should be designed to respect existing vistas
- Contemporary designs should be of high standards and complement their context and, where possible, enhance adjoining properties. These add interest and character to the street scene
- Garden land and infilling developments should only be permitted when
 - there is garden area appropriate to new and existing dwellings
 - there is adequate off-street parking
 - they do not have a detrimental impact on the existing character of the area or local biodiversity
- Significant buildings of architectural interest may warrant inclusion as a building of local merit

Continued...

Design and Architecture Design Guidelines (continued)

- Where new development is proposed, imaginative solutions should be found, to achieve higher density without undermining the character of the existing area
- Care must be taken to ensure that any new development sits well in the street-scene and the form of any new development must be appropriate for the site in which it sits
- The impact of new development should be carefully considered, to avoid undue pressure on the existing infrastructure, given the constraints of the topography.
- New development should consider carefully the traffic implications associated with additional vehicle movements
- New development should provide for safe movements of vehicles and pedestrians
- New development should encourage the use of public transport and, bearing in mind the contours of the district, encourage the use of bicycles
- All new development should provide adequate off-street parking appropriate to a small market town
- Vehicular access to individual properties should be designed to enhance the street scene
- Extensions should be carefully considered, to reflect the style of the original dwelling and to avoid having an adverse effect on the street-scene
- Encourage irregular-shaped car parking areas interspersed with features, structures and planting and with innovative surface treatments.
- Large monolithic regular car parking areas devoid of planting and features of interest should be avoided.

Continued

Design and Architecture Design Guidelines (continued)

- Where front gardens are used for car parking, solid paving should be kept to an absolute minimum and permeable materials should be used
- Residents should be encouraged to incorporate some landscaping into parking provision on front garden space, to maintain a green aspect in the street scene
- Paved areas should be appropriate to the site. In general plot boundaries should be defined with traditional walls, fences or hedges appropriate to the character of the area
- New development should consider appropriate siting, screening and storage of residents' refuse and recycling bins
- Trees, hedges and wide verges are an essential feature of the area and residents should work with planners, in order to maintain their number and variety
- Tree-lined avenues should be retained and enhanced
- New development should make provision for street loading bays for deliveries where possible
- TV receiver dishes, solar panels, solar thermal panels etc should be sited to minimise their visual impact
- Ensure the use of good quality materials and finishes to shop fronts (see Appendix 2)
- The colour palette of shop fronts should reflect the context of the area. Where shop fronts and signs are within a historic street, a traditional colour palette and finish should be used. Rich, dark colours with a matt finish often look very good leaving window displays and lettering to provide accents. Whatever the context, colour schemes adopted should be subtle and blend harmoniously with the environment

Local Vernacular Design Guidelines:

- Any new building or extension in the area should complement the local vernacular style
- Match, where possible, local materials
- Replacement windows should appear much the same as their predecessors, be it in metal or timber
- UPVC windows may be acceptable if they blend in with the prevailing style of neighbouring properties
- Doors and porches should be similar to those of their neighbourhood
- Haslemere traditionally uses tile-hanging as a wall cladding to the upper storeys of properties and this practice should be continued in appropriate locations
- Where appropriate and in keeping with the street scene, pitched roofs should preferably be pitched at not less than 45 degrees, providing they tie in with the existing building
- Dormer windows should, where appropriate, be of traditional construction, with pitched roofs and tile-clad flank walls
- Where new buildings are intended to maintain a particular stylistic tradition it is important that this is consistent and the design shows a proper understanding of the tradition. Details such as eaves, chimneys, window openings, external joinery and porches all play a large part in that tradition
- New buildings should respect and respond to the context of the site. They need not imitate the buildings in the vicinity but if they do then care should be taken to fully understand and replicate detailing especially at roof eaves, verges, ridge, hips and valleys.

Design Guidelines for Haslemere Town and Conservation Area

- Preserve and enhance the character of the Town Centre Conservation Area by ensuring that the scale, design and proportions of new buildings responds to and respects the existing historic features. Space around development is of as much significance as its architecture.
- Modern design that compliments and responds to the historic character of the conservation area may be considered acceptable
- Protect the variation of High Street frontages; encourage use of wide pavements for café or similar social activities
- Respect the fabric of buildings and their surroundings when new uses are developed for existing buildings and alterations are undertaken.
- Give preference to proposals for restoration and conservation of older buildings worthy of retention rather than demolition and re-development.
- Any extensions or alterations to buildings should complement the existing detail, materials and built form of the houses
- Retailers should follow WBC's Shop-Front Design Guide, see Appendix 2

- Retailers should adhere to the present policy of resisting all projecting internally-illuminated signs and fascia signs within the Conservation Area
- Ensure the use of appropriate materials and finishes; retain existing character features such as shop-fronts, windows etc
- Take steps to avoid the proliferation of advertising hoardings, even if only of a temporary nature, where they impact adversely on the overall street scene
- Retain and enhance the pedestrian passageways / alleys and links between streets and car parks throughout the town centre and create new links when the opportunity arises
- Retain at least the façade of the Police Station as an important contributor to the local built environment
- Street furniture should be of a high quality and of a single heritage design and appropriate colour. All highway interventions should respect the character of the conservation area and where practicable enhance this character through sensitive traffic management and decluttering.

Design guidelines for Haslemere: South of the Town Centre

- In areas of family housing with proportionate gardens, the design of infill development should retain the local character. Space around development is of as much significance as its architecture
- Wide grassy verges are a key characteristic of this area and should be designed into new developments
- Extensions and annexes should be well-designed and screened for minimum impact on the visual amenity of the area

Design guidelines for Haslemere: North of the Town Centre

- Trees, hedges and wide verges are an essential feature of the area, these should be maintained and incorporated into the design of new developments

Design guidelines for Grayswood

- Any new building should respect the character of the village, its topography and features while respecting the views and vistas of the locality
- Design and choice of materials should integrate with the existing uniformity of design of the Victorian terraces
- Any new development, together with alterations and extensions, should be of high standard, complementing the existing and adjacent buildings
- The scale and building height of new developments should be consistent with the character of the existing street scene

Design guidelines for Shottermill and Critchmere

- Retailers should follow WBC's Shop-Front Design Guide (see Appendix 2)
- More outdoor seating areas would encourage social interaction and invite shoppers to sit and linger
- Safeguard the green open spaces of Lion Green and St Christopher's Green
- The individual character of Shottermill should be retained. Any new development should be consistent with the prevailing character of the area.

Design guidelines for Hindhead and Beacon Hill

- Designs should respect and be sympathetic to the character and immediate architectural surroundings in terms of pattern, scale, materials and form
- Any new development along the spur road of the old A3 should be of a high standard and be complementary to the Victorian commercial property on the north side of the spur.
- Larger developments should reflect the organic nature / evolution of the area by incorporating a variety of building types and materials
- The topography of the area should be considered when proposing new developments



View of the National Trust farmland adjoining the eastern side of Haslemere High Street