

OUR EXHIBITION

Welcome and thank you for taking the time to visit our virtual exhibition to view proposals for new homes at Swallowfield Park, on land north of Manor Road.

This exhibition has been arranged to give an opportunity to comment on Pennyfarthing Homes' emerging proposals ahead of the submission of a planning application to New Forest District Council.

Once you have had a chance to view our plans, we would be grateful if you could fill out one of our online feedback forms. Alternatively, you can email any comments to feedback@consultation-online.co.uk

We hope you will find this virtual exhibition informative and helpful. We look forward to receiving your comments.



AT OUR EXHIBITION

- Planning policy and site context
- Our proposals
- Delivering new housing
- Parking, access, and greener travel
- Landscaping, biodiversity, and drainage
- Key benefits of the scheme
- Have your say and next steps

ABOUT PENNYFARTHING HOMES

Launched in 1977, Pennyfarthing Homes is a family business based in the New Forest. It builds homes in Hampshire and Dorset of the highest standards with innovative style and quality, and outstanding craftsmanship.

Pennyfarthing Homes has won multiple awards and achieved 'Investor in People' status every year since 2006, reflecting the company's efforts in maintaining exemplary standards and reinforcing the commitment to its team whilst remaining streamlined and efficient.

The company also supports many community projects and good causes, such as New Forest Basics Bank and Oakhaven Hospice, underlining its ongoing commitment to the local area.

PLANNING POLICY AND SITE CONTEXT



Land north of Manor Road in Milford-on-Sea has been allocated in New Forest District Council's 2020 Local Plan for residential development.

This circa 12-hectare (30-acre) site currently comprises agricultural buildings including significant glasshouses, alongside neighbouring fields.

The Local Plan identifies the site as 'Strategic Site 7' and the council expects it to make a valuable contribution towards meeting the district's housing needs.

Pennyfarthing Homes is shaping its emerging proposals around the local authority's expectations for the site, which has led to draft proposals for around 191 new homes, alongside public open space and pedestrian and cycle routes.

The development, to be known as Swallowfield Park, would also aim to deliver a significant number of affordable homes, with the target of 50% of homes on the site to be affordable.

LOCAL PLAN

The following policy in the New Forest District Local Plan applies to the site:

Strategic Site 7: Land north of Manor Road, Milford on Sea

- i. Land to the north of Manor Road, Milford-on-Sea as shown on the Policies Map is allocated for residential development of at least 110 new homes and public open space, dependent on the form, size and mix of housing provided.
- ii. The master-planning objectives for the site as illustrated in the Concept Master Plan are to create a well-designed extension to the village that:
 - a. Respects and reinforces the strong rural character of Manor Road and Barnes Lane, protecting road margins and creating frontages of similar character along these lanes.
 - b. Retains boundary tree, hedge and embankment lines and integrates them into a walkable network of recreational greenspace connected to existing footpaths and to the countryside.
 - c. Creates a compact pattern of perimeter blocks, well-designed buildings and intimate streets with enough garden space internally and along frontages to create a sylvan setting characteristic of the local area.
 - d. Creates a strong and permanent Green Belt boundary to the north of the current glasshouses, with new development facing onto a main area of accessible natural recreational greenspace to be provided on Green Belt land within the site boundary.
- iii. Site-specific Considerations to be addressed include:
 - a. Retention of service access to the telecommunications mast unless the mast is relocated.
 - b. Vehicular access to the site is to be provided from Manor Road. Barnes Lane is only suitable for emergency access

OUR PROPOSALS



OUR VISION FOR THE SITE

Pennyfarthing Homes' emerging draft proposals illustrate the delivery of 191 dwellings at Swallowfield Park.

The proposed layout for the site includes significant amounts of greenspace which would be publicly accessible. It includes a large section of Alternative Natural Recreational Greenspace (ANRG), together with a well-connected series of other landscaped open spaces. Existing hedgerows and trees will be retained as part of the proposals.

The whole site will become more publicly accessible than at present and as a result will become a vital part of Milford-on-Sea.

DELIVERING NEW HOUSING



Indicative views of previous Pennyfarthing Homes' projects

Our proposals include:

- 191 homes, of which half (96) would be affordable
- A mix of 1, 2, 3, 4 and 5-bedroom homes, as shown in the box below
- Creation of new publicly accessible open spaces
- Landscaping and biodiversity improvements
- Retention of existing trees and hedgerows to protect the environment
- Highways upgrades on and off site, promoting greener travel
- Attractive layout which aims to complement the neighbouring area
- Providing a Central Green as an attractive new focal point

INDICATIVE MIX OF HOMES IN THE CURRENT DRAFT PROPOSALS

Number of Bedrooms	Private	Affordable
1 Bed		18
2 Bed	19	49
3 Bed	39	29
4 Bed	32	
5 Bed	5	



Detailed thought has gone into the proposed design of the new homes at Swallowfield Park

WHAT IS AN "AFFORDABLE HOME"?

Affordable homes are those delivered below market value and comprise those for both rent and ownership.

"Affordable rented" properties are offered at 80% of open market rent by a registered housing provider (e.g a housing association).

"Shared ownership" properties allow buyers to purchase a share of a home (usually with a mortgage), and then pay a subsidised rent on the percentage they don't own. Over time, they can then seek to buy the rest of the property.

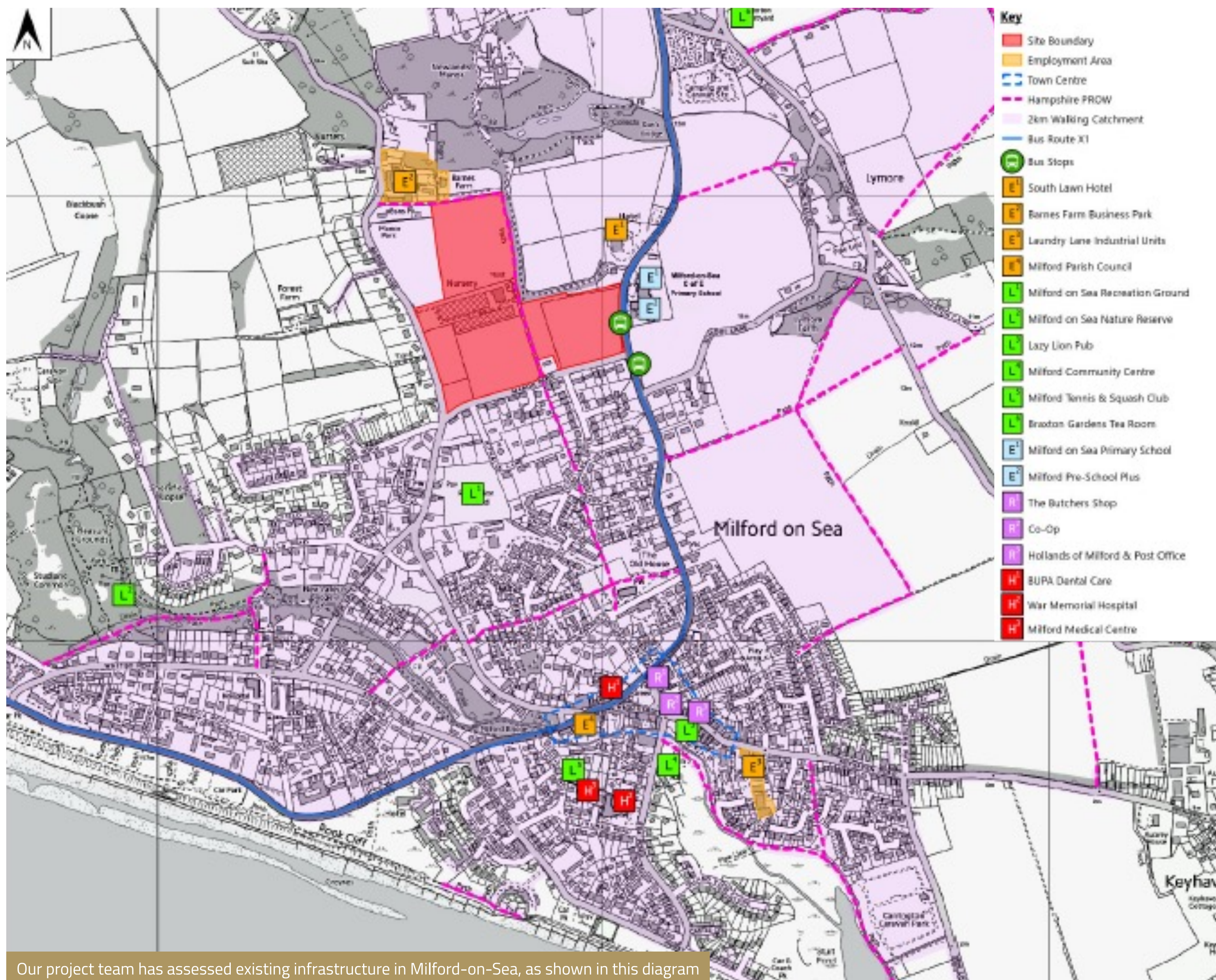
At Swallowfield Park, Pennyfarthing Homes is proposing to deliver 25% of the affordable homes as "First Homes". These are a new affordable route to home ownership which provides a discount of 30% of

the open market value. You own the whole property, just with a 30% discount. There are specific requirements for purchasers which include:

- A maximum household income threshold (currently £80,000)
- Mortgage for a minimum of 50% of the purchase price
- Having a local connection to the area

This will be a fantastic opportunity for local people to get on the housing ladder. The discount is retained, so when a property is resold, future residents can benefit from the 30% discount as well. There is a cap on the maximum purchase price of £250,000 after the discount.

PARKING, ACCESS, AND GREENER TRAVEL



Pennyfarthing Homes has given careful regard to pedestrian, cycle, and vehicular access to Swallowfield Park.

The main entrance for vehicles will be from the southern side of the site from Manor Road, which meets the planning guidance stipulated in New Forest District Council's Local Plan.

There will be two points of principal vehicular access from Manor Road. The existing public footpath north from Manor Road will be retained.

Opportunities to enhance cycle and pedestrian connections through the site will be delivered. This includes providing a footpath onto Lymington Road, opposite the school, giving convenient access from the site to the school. This will make it easier for parents to drop off children, easing parking pressures.

Off-site highways works will include traffic lights and improvement works at the Christchurch Road (A337) / Lymington Road junction at Everton, addressing existing issues at that location.

Parking will also be provided in line with local policies, including spaces for residents, and unallocated spaces for visitors to address potential overspill into neighbouring roads.

To promote greener travel, electric vehicle charging points will be provided and new cycle routes will be created through the site, encouraging more people to ride in the local area.

Infrastructure upgrades will also include new footpaths to improve access for pedestrians, linking to bus stops.

LANDSCAPING, BIODIVERSITY, AND DRAINAGE



The proposals seek to retain existing trees and hedgerows and feature a woodland copse to the west of the site, sustainable drainage systems (SuDS), and significant areas of Alternative Natural Recreational Greenspace (ANRG). The orange dotted line shows the Public Right of Way (PRoW)

The proposal site north of Manor Road currently has a mixture of trees, hedgerows, fields, access roads, and agricultural buildings including glasshouses.

In delivering Swallowfield Park, Pennyfarthing Homes is committed to delivering ecological improvements (biodiversity net gain) at the site. This will include planting more trees and creating new habitats.

The project team is also keen to preserve existing trees and hedgerows to protect the environment.

This will also help to provide a natural buffer between the new development and neighbouring properties.

New public open greenspaces will also be provided, including circa 4.1 hectares (10.1 acres) of space known as Alternative Natural Recreational Greenspace (ANRG). This provides a large area to the north of the proposed homes for recreational facilities, such as dog walking and informal recreation, which will also benefit the wider community.

SUSTAINABLE DRAINAGE SYSTEMS

It is now compulsory that all significant developments must demonstrate they can safely deal with the issue of drainage without placing neighbouring properties or the wider area at risk.

Pennyfarthing Homes' proposals for Swallowfield Park will address all the current legislation in terms of providing Sustainable Drainage Systems.



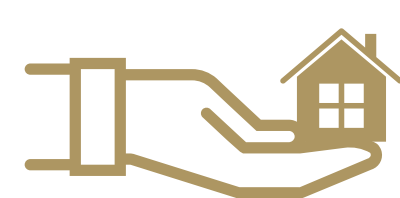
Our development will include Sustainable Drainage Systems (SuDS) to ensure local flood risk does not increase

KEY BENEFITS OF THE SCHEME

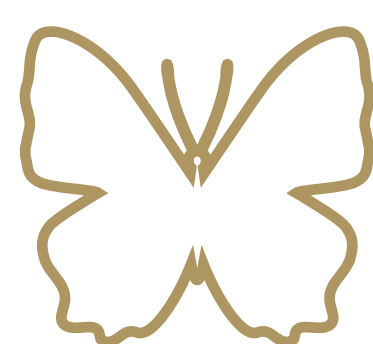


Pennyfarthing Homes' proposals at Swallowfield Park will deliver several key benefits and improvements to the local neighbourhood and its wider economy.

The key benefits are as follows:



Providing high-quality and much-needed housing, including a mix of sizes and types of homes



Delivering biodiversity gain



Creation of new public open green spaces for all to enjoy



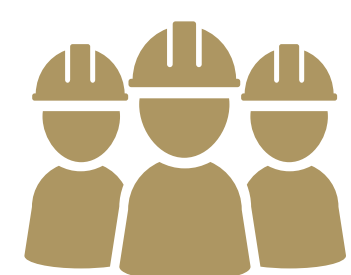
Helping the area to meet its current and future housing needs to support the local economy and communities



Providing much needed affordable housing for local families, including for rent, shared ownership and 'First Homes' as a direct route to home ownership for local people



On-site transport and access improvements including cycle paths and footpath connections



Creating local jobs during the construction phase



Delivering improvements to the Lymington Road / Christchurch Road junction with traffic lights



Making most effective use of this allocated site



Investing in the local economy, aiding the recovery from the pandemic



Contributing to local infrastructure, including the school and through the Community Infrastructure Levy and New Homes Bonus



Pennyfarthing Homes is seeking to deliver a high-quality scheme at Swallowfield Park – this shows the proposed development as viewed from Manor Road

HAVE YOUR SAY



Indicative views of previous Pennyfarthing Homes' projects

NEXT STEPS

Thank you for viewing our exhibition regarding the delivery of development at Swallowfield Park.

Once the consultation period has closed on **Monday 12 September 2022**, Pennyfarthing Homes and its project team will go through the valuable feedback received from residents and other important stakeholders. It will then be taken into consideration before a planning application is submitted to New Forest District Council later in 2022.

If you provide us with your details, you will be kept up to date on our progress as the plans for the site move forward.

Thank you for your time.

FEEDBACK

Please ensure that you leave feedback by midnight on Monday 12 September 2022. You can do this by:

- Submitting the virtual feedback form on our project website: swallowfieldpark.consultationonline.co.uk
- Emailing our project team via feedback@consultation-online.co.uk with any comments or questions
- Calling our freephone information line on **0800 298 7040** and leaving a message, and a member of our team will call you back

FOR THOSE WITHOUT INTERNET ACCESS

If you have requested to receive these consultation materials by post and you are viewing these exhibition boards in paper form, please return your comments on the feedback form provided and by using the enclosed freepost envelope.