

NEW HOMES FOR EVERSLEY

JUNE 2017



Red line shows CEMEX land ownership. The development area is at the northern end of the site

The proposed development area for new homes covers around 17 acres (seven hectares) of this land to the north of the electricity pylons that run across the site. The development concept plan can be seen inside.

We are bringing this housing development forward in response to Hart District Council's emerging Local Plan. The Draft Local Plan does identify this part of Eversley as an area for future development to help meet the current shortfall in the provision of new homes across the District by 2032.

Public exhibition – have your say

We are holding a public exhibition where you can meet the design team, learn more about the proposals and let us know your views. Feedback forms will be available at the exhibition and online.

The exhibition is being held in the Eversley Village Hall on Saturday 17th June, 11:15am - 3:15pm.

We have also set up a website, www.cemexcommunities.co.uk/eversley.aspx, which will be updated with full details about the proposals at the time of the exhibition.

NEW HOMES AND COMMUNITY FACILITIES

CEMEX UK is developing proposals for up to 180 new homes, on the land south of Reading Road and to the west of Hollybush Lane at Eversley Centre.

The emerging proposals will help meet Hart District Council's current shortfall in the provision of new housing and provide new homes for the village.

The site could also incorporate provision for a retirement community with around 90 wardened accommodation units.

We are now at the master planning stage and would like to present our emerging plans to the local community before submitting a planning application.

THE SITE

CEMEX's land ownership includes Hollybush Farm, which is currently used for horse grazing and the Ancient woodland of Lower Eversley Copse.



CEMEX is an international building material company operating from over 50 countries in the world. Our range of products includes cement, ready mixed concrete and aggregates.

CEMEX (formerly RMC) has a long history in Eversley and has connections with the village that continue to last. This includes the long-term rental on a peppercorn rent of land used for sports pitches by the Eversley Sports Association. CEMEX has other land around the village which is being restored for community use as open space and nature conservation.



DEVELOPMENT CONCEPT PLAN



NEW HOMES

Our development would complement the local character and create a unique environment at the heart of Eversley. The development of the site will be designed around the natural features of the site, including the line of poplar trees and other mature trees, all of which will be enhanced with new tree planting and new hedgerows.

We will be proposing a range of house-types including detached, semi-detached and terraced properties offering a choice from small starter homes to larger detached executive houses. The retirement accommodation of flats and town houses would be located in one place, close to the facilities on Reading Road.

The development will provide around 180 new homes, of which 40% would be affordable homes of a variety of size and tenure for rent or shared ownership.

The development concept plan layout shown here shows how the new homes sit within the context of the village. More detailed drawings will be available at the public exhibition on 17th June at Eversley Village Hall.



COMMUNITY OPEN SPACE

One unique feature of the development will be the opening up of further green open space for community use to the south of the new housing, more specifically the land to the east of Lower Eversley Copse and including the land west of Chequers Lane and south of Hollybush Lane.

This land will be designated and maintained as a 'Suitable Alternative Natural Greenspace' (SANG), which is a planning designation for protected open space that will be set aside for the enjoyment of the local community. It will also relieve pressure on ecological habitats in the local area used for general recreation.

The open space will link with the existing network of footpaths and bridleways. A small area off Chequers Lane will be investigated as parking for the users of the community open space.



- 1 Possible access from Reading Road
- 2 Potential extension to the existing woodland play area on Reading Road
- 3 Allotments or community orchard
- 4 Retained Poplar trees
- 5 Sustainable drainage feature
- 6 Proposed land for Suitable Alternative Natural Green Space (SANG)
- 7 Possible Hollybush Lane access
- 8 Possible new children's play area
- 9 New tree planting
- 10 New planting for habitat improvements

-  Retained public footpaths
-  Proposed new footpath links



LANDSCAPING AND ENVIRONMENT

The landscaping around the new homes is important not only for the natural features of the site, such as the line of mature poplar trees which will be retained, but also to create an attractive setting for the new homes.

There is also the opportunity for allotments or a community orchard to be created.

Hedges and soft landscaping around the new housing will help create a variety of characteristic streetscapes. The roads within the development that will be shared by cars, cyclists and pedestrians, will be raised and coloured in places to encourage mindful driving.

As part of the development, there are opportunities for new community facilities. There is scope for a potential extension to the existing woodland play area on Reading Road and to provide an additional children's play area.

It is planned that the development will achieve low CO₂ emissions through energy efficiency measures in the design and construction



of the new homes. Measures would include water conservation, recycling areas and sustainable urban drainage systems to help manage the release of surface water from the new development.

Eversley Lower Copse is designated as a 'Site of Importance for Nature Conservation' (SINC). This woodland area will remain unchanged but incorporated into the SANG green open space for public use and community recreation with trails and paths linked to the existing network of footpaths around the village.

Opportunities to improve the diversity in wildlife and plants exist across the site. This would complement the retained and protected woodland around the site.

To find out more, please come to our exhibition (details below) to discuss the plans and give us your feedback.



ACCESS, TRAFFIC AND PARKING

There are two vehicle access points to the new development that can be used. One is from Reading Road (between the Golden Pot Pub and the Kingsley at Eversley pub) and the other is off Hollybush Lane opposite the junction with Sherlock Lea.

We will be discussing these accesses with the County Council Highways Authority but we'd also like to hear the opinions of local residents. Please come along to the public exhibition on the 17th June and give us your views.

Initial studies show that both accesses would be acceptable in terms of accommodating predicted traffic volumes in and out of the new development onto the highways network with minor junction improvements on Reading Road.



Preliminary plans of the proposed junction on Hollybush Lane show access is likely to require localised widening to the north of the proposed access on Hollybush Lane to safely accommodate two-way traffic.

We also propose to introduce pedestrian and cycle links into the village including a pedestrian-only access off Holly Close, to encourage alternative uses to the private car for short journeys.

Many of the new homes will have garages and other properties will have off-street car parking spaces, which will be in line with the Hart Council parking policy guidelines

NEXT STEPS

To find out more about the proposals, please come along to the public consultation exhibition being held at the Eversley Village Hall on the 17th June or visit the website www.cemexcommunities.co.uk/eversley.aspx.

Feedback forms will be available at the exhibition or online to tell us what you think.

All feedback will be reviewed and analysed and will be used to further evolve our plans before we submit them to Hart District Council as a planning application.

GET IN TOUCH

Email

on planninggb@cemex.com

Write to

CEMEX, Eversley Consultation,
Local Engagement,
Instinctif Partners,
65 Gresham Street,
London EC2V 7NQ