

Hindhead Together

Regeneration of London Road

CONCEPT STATEMENT Spring 2008

ASSETS

Mid point between London and the south coast at Portsmouth with good road access and public transport services centred on Haslemere nearby

Exceptional countryside - in the Surrey Hills AONB, including the Wealden Heath Special Protection Area and SSSI - scale, quality, biodiversity and access, famed for healthy air and local microclimate. Scope to expand the range of activities and the number of visitors to the Punchbowl

Good local shops and facilities in Grayshott and Beacon Hill with more limited local services in Royal Parade

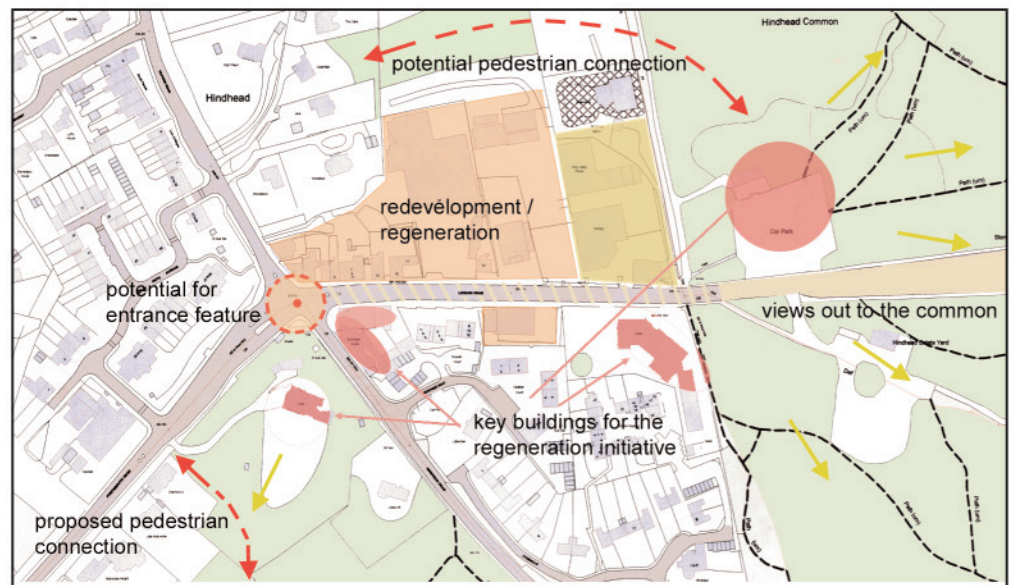
Closure of the A3 removes traffic, noise and pollution and the clutter of signs allowing space and peace to be re-introduced to the area and improving the visitor experience

Buildings of architectural and functional value, one listed, with well-treed attractive settings: other areas of outworn buildings offer scope for redevelopment and new uses

Scope to develop the network of pedestrian routes linking the village to the newly reunited and traffic-free Common

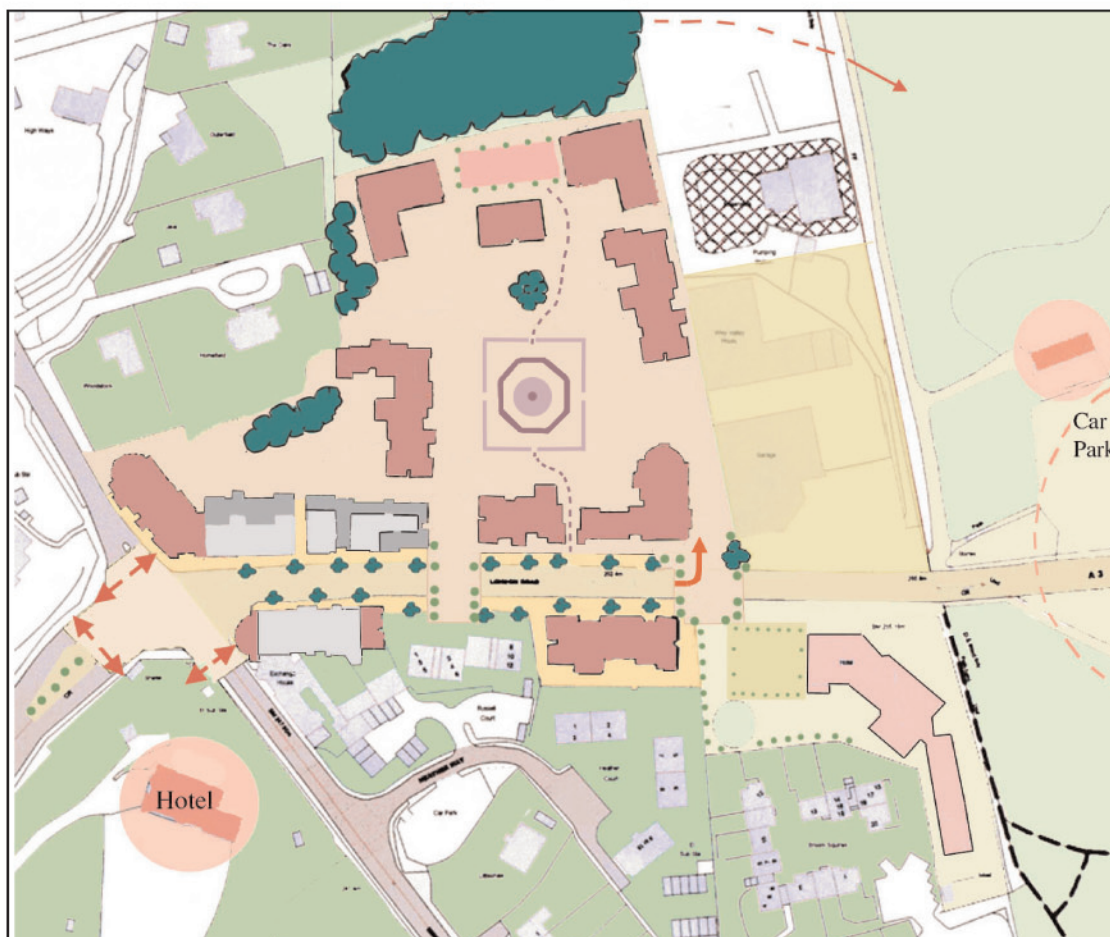


DIAGRAM OF SITE ASSETS



PRINCIPLES FOR THE REGENERATION OF THE LONDON ROAD AREA

- 1 Mixed use throughout the area with commercial uses in balance with new housing
- 2 An attractive development with a clear and coherent identity that avoids piecemeal development and creates a quality place reflecting the exceptional setting: very high design standards throughout, with new spaces / planting and minimal and distinctive signage
- 3 London Road re-shaped as a pleasant tree-lined boulevard linked into a busy open square to the north. Spacious and inviting with minimal clutter and with active frontage at ground floor it creates a village high street atmosphere that was previously lost to traffic
- 4 Pedestrian dominance throughout these areas with vehicles unobtrusive to restore a traditional rural character, making the most of the countryside setting. Framed outward views and attractive pedestrian access to encourage awareness and use of the surrounding countryside
- 5 Small scale commercial development focussed on specialist retail including local food, creative industries, high tech offices and services with cafe / restaurant / wine bar etc. Developed as a single, multi purpose permeable space providing a high quality public realm reflecting the closeness of the countryside and the opportunities it presents for outdoor activity, consistent with its landscape and biodiversity status
- 6 Improvements to public transport, cycle and pedestrian links together with appropriate additional parking to serve the needs of the proposed development
- 7 Protection and enhancement of the specially designated areas



Key to the development diagram

- London Road has wider pavements with native tree planting and two piazzas transforming it from a road into a high quality space with civic art and sculpture celebrating local heritage
- The junction is remodelled with distinctive surfacing, and possibly a new planted island in the road, and provision for pedestrian movements linked to the existing pedestrian access to and from The Undershaw
- Existing buildings are expanded to the rear behind restored facades. Mixed uses throughout the buildings with retail, cafe / restaurant and services at ground floor level and residential floors above. Rear access from Tilford Road.
- New buildings of varying heights up to three storeys, enclosing the space along London Road as a high quality public realm. Mixed use throughout, as above.
- New buildings north of London Road arranged to form a series of linked spaces with shared pedestrian and vehicular access to create a heart to the village. Potential uses include residential, specialist retail, local services and cafe / restaurant. Maximum flexibility to respond to demand
- High quality public realm between these buildings with seating, art / sculpture outdoor performance area for music / theatre together with interpretation material about the history of Hindhead and the adjacent Common
- The National Trust Punch Bowl visitor centre expanded as a commercial tourist / visitor destination with some additional car parking to cater for increased visitor numbers to the Common and the village
- The Punchbowl Hotel developed as a centre for conference / education as well as a hotel with the creation of an attractive outdoor eating space alongside the new London Road
- Undershaw restored to its former grandeur and developed as an hotel, restaurant, wedding and conference venue incorporating artifacts and exhibition material celebrating the close cultural association with the hill-top writers
- Barons remains a commercial draw in the short term. Minor rationalisation allows improvements to the facilities on-site and possibly the boundary with the Common. Potential redevelopment to complete the concept in the longer term

This diagram shows an illustrative arrangement of buildings and spaces intended to create a high quality heart to the village. It is not fixed, and the details will change as further work is undertaken. However, the principles that it follows will have to be met by any proposals that are brought forward.