An aerial photograph of the Milford-on-Sea coastline. The image shows a sandy beach curving along the sea, with waves breaking on the shore. To the left of the beach is a residential area with houses and green spaces. Further inland, there are fields and a large body of water, possibly a lagoon or estuary. The sky is clear and blue.

MILFORD-ON-SEA

including Keyhaven, Downton and Lymore

Village Design Statement

Adopted by New Forest District Council - 16th December 2002 as
Supplementary Planning Guidance

Contents	Page
1. Summary of Major Points	1
2. Introduction: The Village Design Statement: what does it aim to do?	2
3. The Character of Milford-on-Sea and its Parish	3-4
4. Residents' likes and dislikes of the local environment	5-6
5. Policies affecting the Parish	7-8
6. Current projects to improve the Parish environment	9-10
7. Maps of Milford-on-Sea and Keyhaven	11-12
8. Design Guidance: General principles and their application in areas of the Parish	13-14
9. Areas within the Parish	
Conservation Areas	15
Western Area	15-16
South Central Area	17-18
North Central Area	18
Eastern Area	19
Keyhaven & Lymore Area	20
10. The implications for the local community: Partnership in decision and monitoring	21
11. Appendix 1 - Relevant objectives and policies from the New Forest District Local Plan	22-24
12. Appendix 2 - Village Design Statement - Consultation	24

Acknowledgments

1. Mr V. Payne Jenkins for photograph of the coast on page 4
2. The Ordnance Survey Office for the maps of Milford-on-Sea and Keyhaven
3. Milford Environment Group for aerial front & back cover photograph (1999)

Summary of Major Points

Our Village Design Statement seeks to achieve:

- New building in keeping with neighbourhood in terms of scale, form, detailing, materials, landscape and density (Pages 13 & 14)
- Clifftop development, whether houses or flats, which blends with existing houses in terms of size and style (Page 16)
- Resistance to over development of sites, and excessive heights of buildings where these adversely affect the local environment (Pages 8, 13, 18 & 24)
- No new large developments of flats (Page 6)
- Restrictions on inappropriate flat roof extensions (Page 13)
- Better traffic management in Milford and Keyhaven (Pages 9, 17 & 20)
- Resolution of the Manor Road school parking situation (Page 18)
- Preservation of village atmosphere, shops and natural clifftop (Pages 5, 6, 16 & 17)
- Maintenance of traditional shop front style (Page 17)
- Improvement in appearance of Sea Front Car Parks under the Seafront Improvement Scheme (Page 9)
- Development of a new Community Centre and Youth Facilities (Page 10)
- Improvement to launching facilities at Keyhaven (Page 9)
- Reduction and improvement of street furniture (Page 9)
- Overhead service cables underground when possible (Pages 19 & 20)
- Retention of Greenbelts between Milford and Keyhaven, New Lane and Hurst Spit, Milford and Everton, Milford and Downton, and Downton and Barton-on-Sea (Pages 3 & 19)
- Ongoing maintenance of open spaces such as Pleasure Grounds, Studland Common and Sharvells Copse (Page 9)
- Landscape design of new development or altered development taken into account, especially protection of trees and hedges (Pages 14 & 18)
- Preservation/replanting of any important trees, including the pine trees characteristic of Milford (Pages 6, 15, 16, 17 & 18)
- Designate Sturt Pond a 'Local Nature Reserve' and improve retention of water area and reedbeds, and management of reedbeds near Keyhaven (Pages 9 & 20)

Introduction

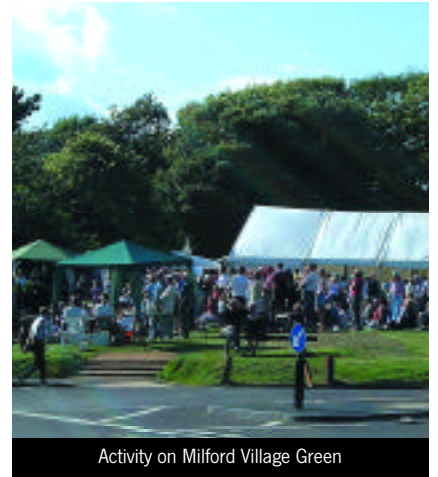
The Village Design Statement: what does it aim to do?

Milford-on-Sea (colloquially known as Milford) is a most attractive place, one of only a few villages still recognisable as such on the busy south coast of England. The Parish as a whole, including the hamlets of Keyhaven, Lymore and Downton, enjoys a superb coastal setting and easy access to the New Forest, to which there are historic links. It is a very popular retirement area, but is also within commuting range of conurbations such as Bournemouth and Southampton, and has a thriving and expanding primary school. It is under much pressure for development and past experience suggests that the character of the Parish could be drastically changed unless detailed guidance is given for its protection and enhancement. Broad principles for this are contained in New Forest District Council's Local Plan, (The Local Plan) the Residential Design Guide for Rural Areas of the District, the Milford and Keyhaven Conservation Area Appraisals and the Coastal Management Plan.

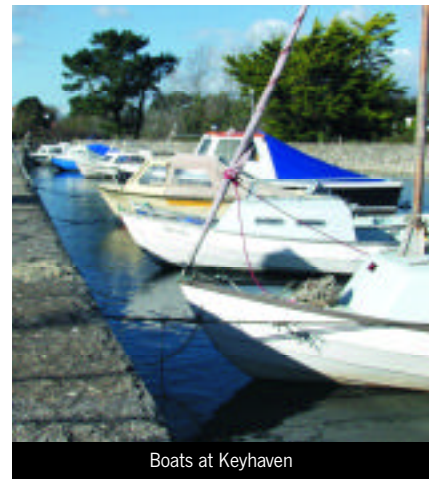
It is both unrealistic and against the interest of the local community to expect that Milford should remain unchanged. Unsatisfactory old buildings need to be replaced, and new dwellings here and there within the built-up area do not necessarily harm the environment. The village centre needs to be made more attractive to shoppers, parts of the sea front and some open areas need improvement, traffic should be made less dominant and the area's many visitors need better facilities. Above all, the local community itself must continue to thrive, its structure adapting from time to time to reflect local needs, including those of young people.

This Village Design Statement, in line with advice published by the Countryside Agency, is intended to assist the management of such change and develop the guidance set out in the The Local Plan. In particular it is to ensure that new development is in harmony with its setting and can benefit the local environment. Prepared on behalf of Milford-on-Sea Parish Council by a working group of local societies and individual residents, taking account of the views expressed by local people in response to questionnaires, an exhibition and with advice from New Forest District Council planning staff, it aims to set out briefly:

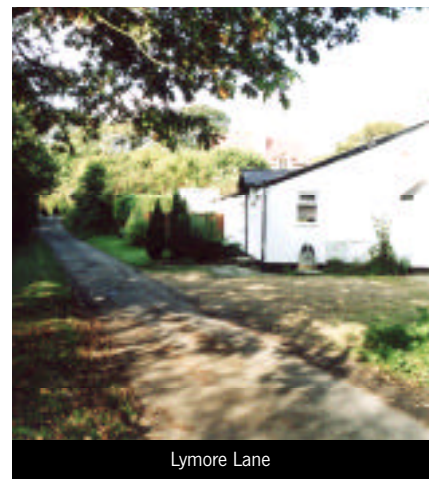
- The distinctive character of the Parish as a whole.
- What people appreciate or would like to see improved in the local environment to meet community needs.
- The existing planning and conservation policies affecting the Parish.
- Current projects to improve the local environment.
- A statement of design principles based on the protection of local character, in general and area by area throughout the Parish, including the need for further improvement projects.
- The implications for the local community.
- How the Village Design Statement will be of use to the Parish Council, working in partnership with residents, developers and New Forest District Council.



Activity on Milford Village Green



Boats at Keyhaven



Lymore Lane

The Character of Milford and its Parish



All Saints Church and Lychgate

Milford itself, originating in Saxon times on gently sloping land north of the Danes Stream, was recorded as an established settlement in the Domesday Book. It is one of the few remaining coastal villages on the Hampshire Coast and retains its identity due mainly to the very important Green Belts between Milford and Barton-on-Sea to the West and Everton to the North. The Green Belt between Milford and Keyhaven to the East secures the hamlets of Keyhaven and Lymore.

Its historic church, dating from the 12th Century, replaced the first church of wood or stone built between 1079 -1086. Its spacious village green was part of a larger area of ancient common land and as a mediaeval village it had a manor, vicarage and mill buildings, still identifiable today.

It remained a small mainly agricultural settlement of some 50 or so people until the last decades of the 19th Century, when Colonel Cornwallis-West of Newlands Manor aimed to make Milford a fashionable resort (called Milford-on-Sea) complete with pier, railway station, public baths, hydropathic establishment and a golf links. The plans failed primarily due to lack of capital and of market interest.

Their legacy, however, includes the very popular Pleasure Grounds, running along the Danes Stream Valley into the heart of the village, an example of ancient semi-natural woodland with a huge variety of trees and rich in wildlife; the present cliff top road layout; the generous open space there with dramatic views to the Isle of Wight and memories of large buildings such as the Rookcliff Hotel, now the site of one of the blocks of flats overlooking the sea. The core of the village, around the Green and the road junction leading to Keyhaven, still contains characteristic small properties dating from the 17th and 18th Centuries, interspersed with a few good examples of late Victorian and early 20th Century development.

With a Parish population of about 4600 at present, mostly in Milford, a figure that is doubled in summer by people staying in the peripheral caravan parks and in hotels and lodgings, the village is now a busy local centre and a popular destination for tourists and day trippers. Development in its western parts along the high ground on each side of the Danes Stream Valley consists of individual houses originally in a spacious, leafy setting. Fronting the clifftop there are large blocks of flats built in the 1960s, with terraced houses inland of them. Housing estates were built in the 1960s and 70s to the north of the village centre and earlier, to the east on either side of the road to Keyhaven. This road also serves a small industrial area and a holiday caravan park.



The Pleasure Grounds



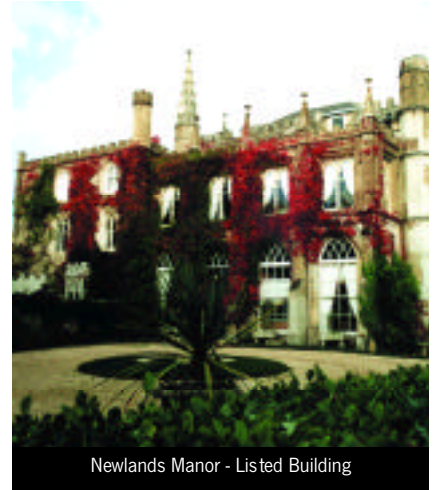
Cottages in Keyhaven Road

The agricultural environment of the Parish consists of mixed and dairy farming, some of which is on top quality land. It tends to have large fields and few hedges but there is some woodland and newly planted shelter-belts and the area is well provided with footpaths. Farmland surrounds the small linear hamlets of Lymore and Downton and the early 19th Century Gothic style mansion Newlands Manor, now converted into flats. It also surrounds the two large caravan parks to the northwest and one to the southeast of the village and the former Hordle House school, built around a Victorian core.

The most attractive features of the Parish's landscape setting, however, lie on the coastal side. To the south-west of the village the clifftop is a very popular open space with natural vegetation and a much used footpath that gives access to the beach and groups of beach huts, and also leads to Hurst Spit and Keyhaven. The views from this footpath over Christchurch Bay and the Needles are dramatic. At the start of the Solent Way, this footpath overlooks Sturt Pond at the sea outlet of the Danes Stream. It continues eastwards towards Lymington, past the reedbeds of the small estuary of Avon Water and the wild coastal saltings at Keyhaven, giving wonderful views and opportunities for bird watching.

Hurst Castle, on the southern end of Hurst Spit is one of the chain of coastal castles built by Henry VIII, now framed by two Victorian defensive wings. It can also be reached by ferry from Keyhaven and has become an important tourist attraction. Sturt Pond, the Spit, the saltings and reedbeds are of national, even international, wildlife value, as is the Keyhaven River itself, which is a busy yachting centre in summer.

The hamlet of Keyhaven, sheltered by Hurst Spit, was a small port by the 13th Century, a centre for making salt, fishing and wildfowling. The salt industry lasted until overtaken by competition from Cheshire salt mines in the early years of the 19th Century. Keyhaven, connected by road to Milford-on-Sea, has an open area of importance in its small Green and adjoining low lying field known as 'Baskets', a number of fine vernacular buildings, and some of more recent design that are also of interest facing the waterside. Despite its growing attraction to yachtsmen, fishermen, tourists, walkers and bird-watchers, Keyhaven is a peaceful place in a beautiful but exposed setting, with a community identity of its own.



Newlands Manor - Listed Building



Coastal View Looking East



Keyhaven Yacht Club

Residents' likes and dislikes of the local environment

What do residents like and dislike about the local environment, and what improvements would they like to see?

One of the essentials for a Village Design Statement is to know how people regard their local neighbourhood, its strengths and weaknesses. As a starting point, therefore, a questionnaire was included in the Parish Newsletter for Spring 1999, sent to every household. This sought information on what is liked best and least about the village environment, the scale and appearance of its buildings (including recent developments), on new features that might be welcome, and on preferences e.g. whether new building should be in keeping with the character of the village, or more modern. Information was also sought on the number of residents in each household, by age groups, and how long people had lived in the Parish.

From the 2500 questionnaires sent round with the Newsletter, replies were received representing 112 people. Of these, five were aged under 18, five between 18 and 30, twenty-seven between 31 and 60, and seventy-five were over 60. In addition to the return of individual questionnaires mentioned above, a meeting of the village groups was arranged from which 134 questionnaires were returned. The responses from both of these sources gave an interesting snapshot of local opinion, the highlights of which are:

(Note: Column 1 shows results from individual questionnaires and column 2 those from Village Group questionnaires).



Milford Village Green



Cliff Top Flats



Danestream Court

Liked best about the village	(1)	(2)
Village Green	94%	75%*
Shops around the Green	44%	-
Victorian and Edwardian houses	39%	-
All Saints' Church	23%	52%
Westover Hall	-	28%
Myrtle Cottage	-	26%
Village as it is	-	22%

* includes Village Green and shops

Recent Developments	(1)	(2)
Danestream Court	22%	33%
White House conversion	21%	54%
Church Meadows	10.5%	-

Liked least	(1)	(2)
Cliff-top flats	44%	60%
Flat roofed and modern buildings	28%	-
Dilapidated shops	21%	-
Church Meadows	9.5%	-
Traffic problems	-	22%

Further needs

Better traffic management	49%	-
Conversion of the former youth club to a Community Centre	24%	25%
More buses	-	23%
More policing	-	22%
Artificial bowling green	-	18%

Preferences for design of new buildings

Keep the village as it is, with 'older-type' and 'village style' properties in keeping with the neighbourhood	40%	-
Scale and appearance of new buildings should match the neighbourhood	-	100%
No more modern style buildings	-	93%
Keep to 'older type of style'	-	87%
Retain original windows on older houses	-	22%
Allow more modern buildings but only if they are not 'boxes', are in scale and of quality, and have the right 'feel' about them	9%	-

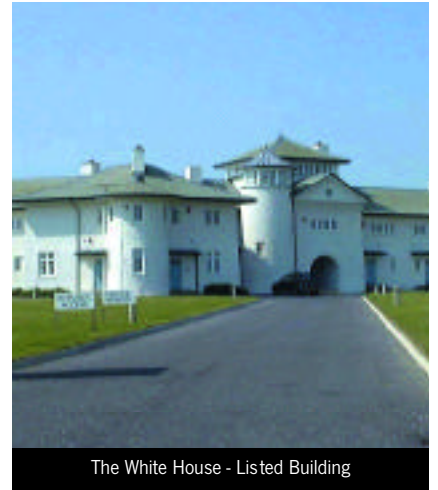
In addition to the earlier questionnaires an exhibition was held in January 2002 at which the draft VDS was presented. 850 copies of this draft were purchased by villagers. A further questionnaire was completed by 119 people out of the 250 attendees, with an additional 45 responses submitted shortly after the event. The results largely confirmed the earlier findings, for example:

Almost 80% placed high priority on reducing traffic congestion, and 54.9% were in favour of pedestrianising the High Street between the George & Mary lamppost and the Red Lion.

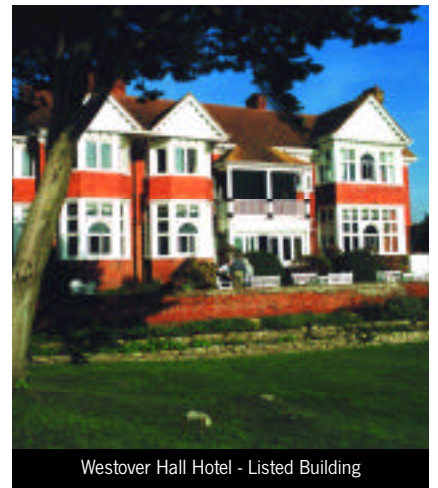
Almost 92% wanted no further increase in the density of building within the Parish, 93% wanted to restrict any further large new developments of flats and almost 90% wanted to see restrictions placed on the use of flat roofs being used on extensions. Over 88% preferred to see present restrictions on building above two storeys along the seafront extended to other areas and over 74% preferred to see older properties converted into flats/apartments rather than any further new building.

Over 76% encouraged the provision of more lower cost housing in the Parish, 53% the provision of more recreational space and sports facilities, 69.5% the provision for more access for the disabled and 67% wanted more facilities for young people.

On environmental issues over 75% would like to see rural footpaths improved, 44% more seating in the Pleasure Grounds, over 80% more native trees and hedges on open spaces and almost 69% were in favour of preserving and replanting Scots Pines.



The White House - Listed Building



Westover Hall Hotel - Listed Building



Myrtle Cottage - Listed Building

Policies affecting the Parish



Westover House - Listed Building

The present planning and conservation policies affecting the Parish

[Illustrated by Map on pages 11 & 12]

The New Forest District Local Plan (First Alteration Revised Deposit - February 2003) contains a number of policies to be applied District-wide, and for individual built-up areas such as Milford-on-Sea. (See Appendix 1)

At District-wide level these cover general matters such as the scale, appearance, siting and landscape requirements for new development; the protection of listed buildings, Conservation Areas, Areas of Special Character, the coast, landscape features, and sites of importance for wildlife or archaeology; the safeguarding of existing and proposed footpaths, cycleways and bridleways; the constraints applying in the Green Belt and Areas of Outstanding Natural Beauty; criteria to obtain a balanced distribution of recreation and tourism; the needs for less expensive housing, for local employment and for traffic management. Guidance on aspects of these policies is developed further in the District Council's booklet on Design for Community Safety (1999) and their Residential Design Guide for Rural Areas.

Most importantly the Local Plan stipulates that *"Milford-on-Sea has been ruled out for any significant expansion in view of the high quality agricultural land which surrounds it, and its sensitive position in the landscape and on the coast; it is closely surrounded by the Green Belt."* The Local Plan First Alteration Revised Deposit (Feb.2003) proposes to include a reference to its poor drainage system as a further reason for restraint. There are also increasing traffic and parking problems which need to be addressed.

Policy MS-1 of the adopted New Forest District Local Plan restricts the height of new buildings only on the defined seafront. Whilst this is important, it does not go far enough to protect the character of other parts of the village which are under pressure for new development. New Forest District Council has been requested in the review of their Local Plan to insert new policies limiting residential development to a maximum height of two storeys throughout the village. Other types of development should not be allowed to exceed the height of any buildings to be replaced except where there would be no harmful impact having regard to the character established by the heights of other buildings in the immediate locality.

These principles are very important in protecting and enhancing the character of the village and were supported by 88% of the people visiting the exhibition of the draft proposals. This Village Design Statement can only be based on policies which are contained in the adopted Local Plan. There is strong support in the village for the introduction of stricter policies through the Local Plan review process, and in the interim the District Council has been urged to use adopted Local Plan Policy DW-E1 (General Development Criteria) to restrict the scale and height of new building throughout the village.

*(See page 8).



Agricultural land - Vidle Van Farm, Keyhaven



New flats in Hurst Road showing height restrictions

*At its Council meeting of 16 December 2002 New Forest District Council adopted the Milford-on-Sea Village Design Statement as Supplementary Planning Guidance to the New Forest District Local Plan. The Council has also approved an amendment to the New Forest District Local Plan deleting Policy MS-1 and replacing it with the following new policy:

Policy MS-1A Height of new development in Milford-on-Sea

- a. Development resulting in buildings of more than two storeys in height where they are to be used for residential purposes (including flats) will not be permitted; and
- b. Development for purposes other than residential (which includes flats) shall be no higher than the building which is to be replaced, except where there would be no harmful impact having regard to the character established by the heights of buildings in the immediate locality.

Specific policies also apply to Areas of Special Character, of which 13 are south of the Danes Stream valley and 12 are to the north. These include the spacious residential areas with mature gardens and trees that are characteristic of Victorian and Edwardian Milford. Here, new building will only be permitted if it does not materially change the overall character and retains space between buildings, trees, woodland and other important features. In the north of the Parish, the grounds of Newlands Manor are protected as an Historic Landscape. The Plan also includes the safeguarding of land for a new cycleway from Shorefield Country Park towards the village, proposals for a cycleway from Keyhaven towards Lymington along the Ancient Highway, and for a footpath running parallel with the road linking Milford-on-Sea and Keyhaven.

The adopted Conservation Area Appraisal for Milford-on-Sea (2000), and the earlier conservation area leaflet covering Keyhaven, aim to set out more detailed design guidance than is possible in a Local Plan. They list key points for the design of new development; the need to make a positive contribution to the general character of the environment, including existing buildings, the spaces between them, and views within and out of the area. The leaflets also highlight the importance of scale, roof span and pitch, storey heights, building line and orientation, sensitive use of materials; the need for colour and texture to blend with older buildings; design of doors and windows; the potential for archaeological discovery; and the need to get expert professional design advice. The Conservation Area Appraisal sets out the implications for the two parts of the Area focussed respectively on the High Street and the Green; and on the Old Mill, Barnes Lane and Church Hill, the Old House, All Saints Church and Hall area.

Mention should also be made of the Keyhaven River Management Strategy, initiated by the District Council's Keyhaven River Consultative Committee, now the Keyhaven Focus Group, which sets a limit to the number of moorings on the river and the capacity of dinghy parks, in accordance with coastal conservation policies in the Hampshire Structure Plan and the Local Plan.

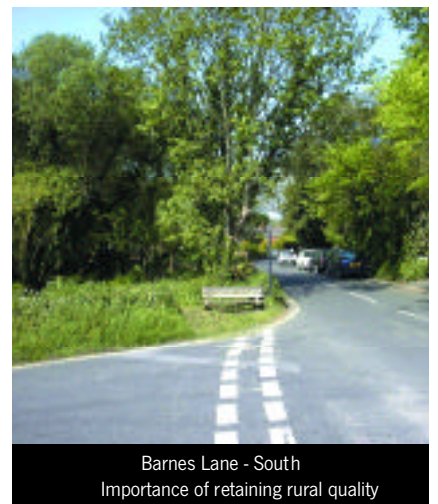
The New Forest District Coastal Management Plan has been instrumental in initiating work on the environmental improvements to the clifftop open spaces. Its proposals are reflected in current works (see Seafront Improvement Scheme on page 9).



The Old Mill Barn - Listed building in Conservation Area



The Old House - Listed building in Conservation Area



Barnes Lane - South
Importance of retaining rural quality

Current projects to improve the Parish environment



Studland Common

Projects to help solve various environmental problems in the Parish stem from the foregoing plans and also from initiatives by the Parish Council and the Milford Environment Group (MEG).

To tackle problems of landscape and wildlife conservation, a great deal of work has been done by the Parish Council (with its Woodland Management Company) and MEG working closely together to improve the appearance and ecological quality of the **Pleasure Grounds, Studland Common** and **Sharvells Copse**. This will be ongoing for several years under a Forestry Commission Woodland Grant Scheme, with a view to obtaining 'Local Nature Reserve' designation. A Management Plan has been prepared by English Nature in conjunction with the Environment Agency, New Forest District Council, the Hampshire Wildlife Trust, the Parish Council and Milford Environment Group for **Sturt Pond** and its reedbeds which should secure an island refuge and develop the existing wet vegetational marsh for this internationally important wildfowl area, and provide a basis for seeking designation as another 'Local Nature Reserve'.



Sturt Pond

Along the coast a **Seafront Improvement Scheme** is under way. The whole footway from the White House to the Marine Café will be improved, both from an aesthetic and a safety point of view, bearing in mind wheelchair users. The sea wall will be made more attractive with low-level concealed lighting therein. Thought could be given to establishing a separate cycleway along the clifftop. The clifftop, whilst retaining its natural appearance, will be improved by reducing the amount of street furniture and slightly raising the earth bunds on the southern boundaries of the car parks without impairing sea views from parked cars. In Keyhaven harbour various projects are initiated as necessary in accordance with the **Keyhaven River Management Strategy**, for example to improve the launching facilities in the river, especially for the disabled.

Traffic is becoming a serious problem in Milford-on-Sea and Keyhaven, especially at peak times in the summer when some roads and car parks are nearing capacity. It is considered essential to proceed urgently with a **Traffic Management Plan** to the benefit of both pedestrians and motorists, in the interest of safety, ease of access and protection of the environment. For example, primarily as a result of concerns raised by the Parish Council, both New Forest District Council and the Hampshire Police Authority have been active in rationalising parking arrangements in the High Street, and establishing area-wide parking controls in Keyhaven. The George & Mary lamppost has been moved marginally northwards embracing a crossing therein for pedestrians from outside 'Muffins' to a small cut-out on the edge of the Village Green. At present access to the High Street is prohibited from the western end and consideration should be given to introducing a one-way system from the George & Mary lamppost to the Red Lion. More provision for disabled drivers in the Village might be made by increasing the number of reserved spaces at the foot of the Green, at the same time reducing the number in the Sea Road car park.



Church Hill parking and traffic problem

Additional improvements will probably have to be considered in the future as traffic continues to increase. There is a search for further parking sites near the centre of the village.

One particular project that is of great importance to community life in the village is the proposed replacement of the former **Youth Club** with a **Community Centre**.

The Youth Club has now been demolished and planning permission has been received for its replacement with a larger purpose-built, multi-purpose hall. The new hall will be dependent on a Lottery Grant, a loan from the Parish Council and public subscription.

Traditional youth facilities, for example youth clubs, have long since been replaced in some other towns and villages with 'mini activity centres' which often include BMX tracks, skateboard ramps and rollerblading. Whilst recognising the need for local 'activity centres' for our teenagers, making the provision has not proved easy. It is well documented that boredom in a minority of youngsters often leads to vandalism or other petty crime. It is, therefore, imperative that we address the need for teenage activity provision. Our under-fives and under-twelves are being catered for in two major projects, one at **Carrington Lane Play Park**, the other (for under-fives only) along our seafront on the old Putting Green. The latter will also serve as a facility for our many family holidaymakers. Youngsters are currently being invited to work more closely with independent youth workers to develop an understanding of their needs and aspirations.

Currently there are two recreation grounds in Milford-on-Sea. Carrington Lane, as mentioned above, and Barnes Lane which is currently used for football and cricket. However, the New Forest District Council Local Plan allocates an area close to the School for further recreational facilities and there is a possibility of re-allocating the football facility to this site.



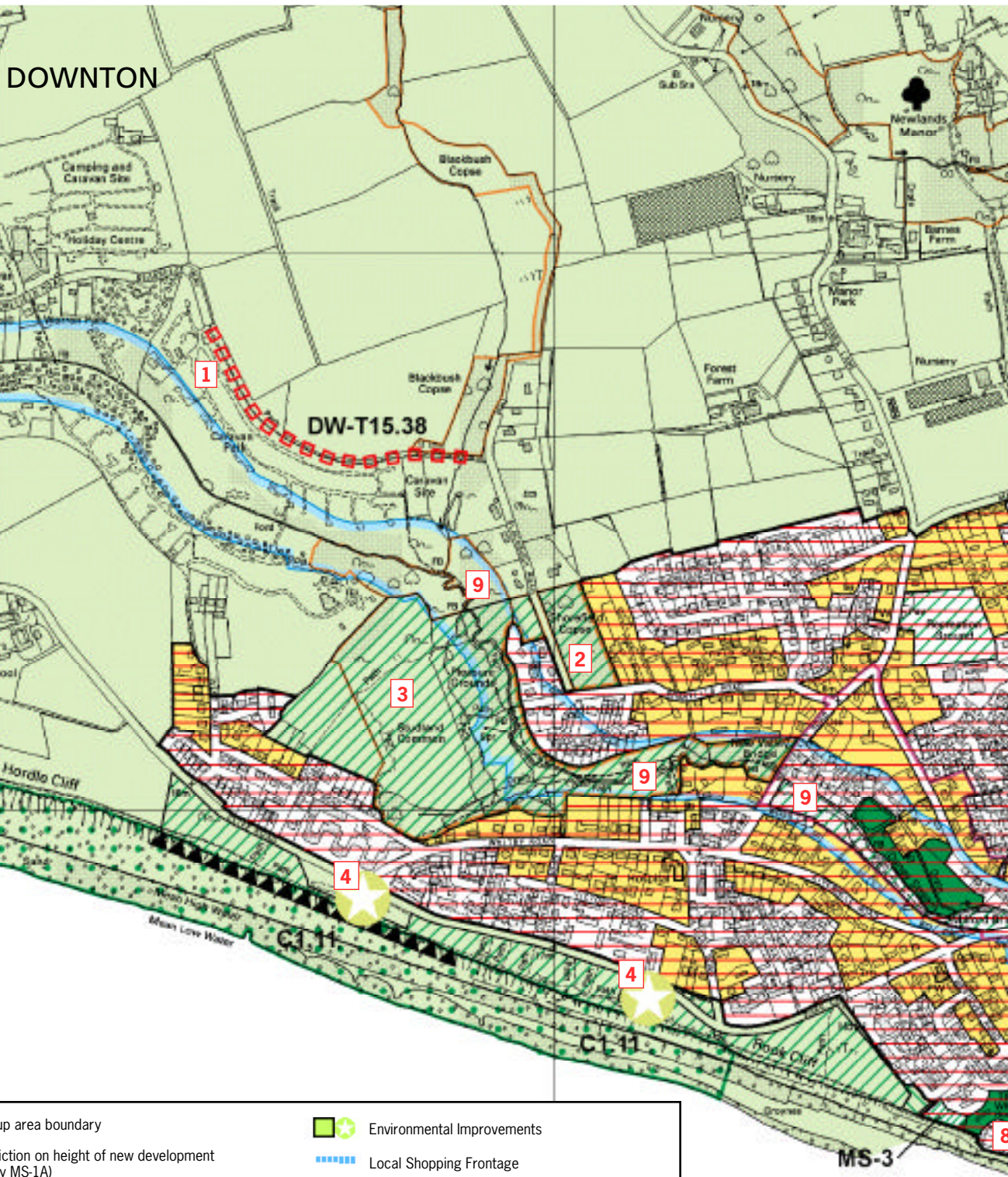
George & Mary Lamppost




















Carrington Lane Play Park

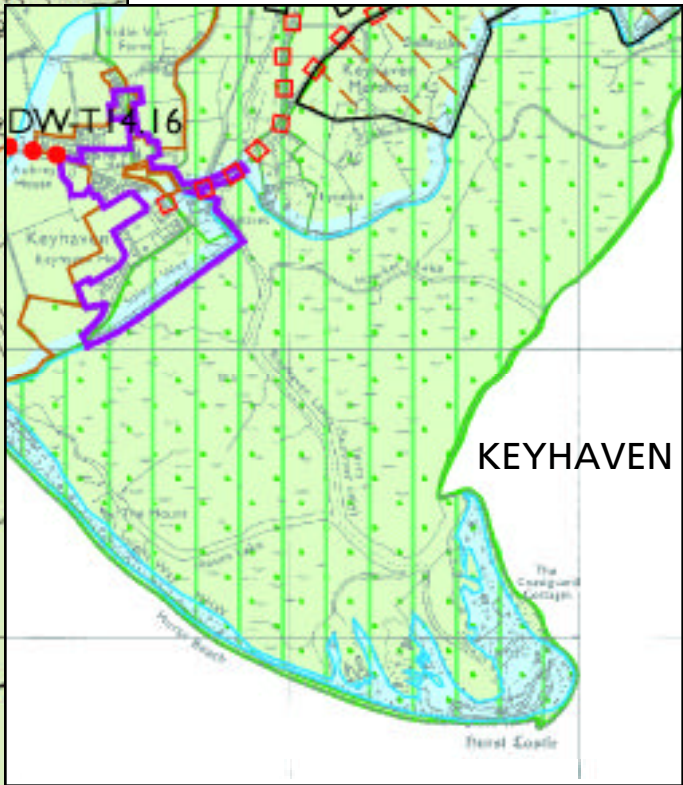
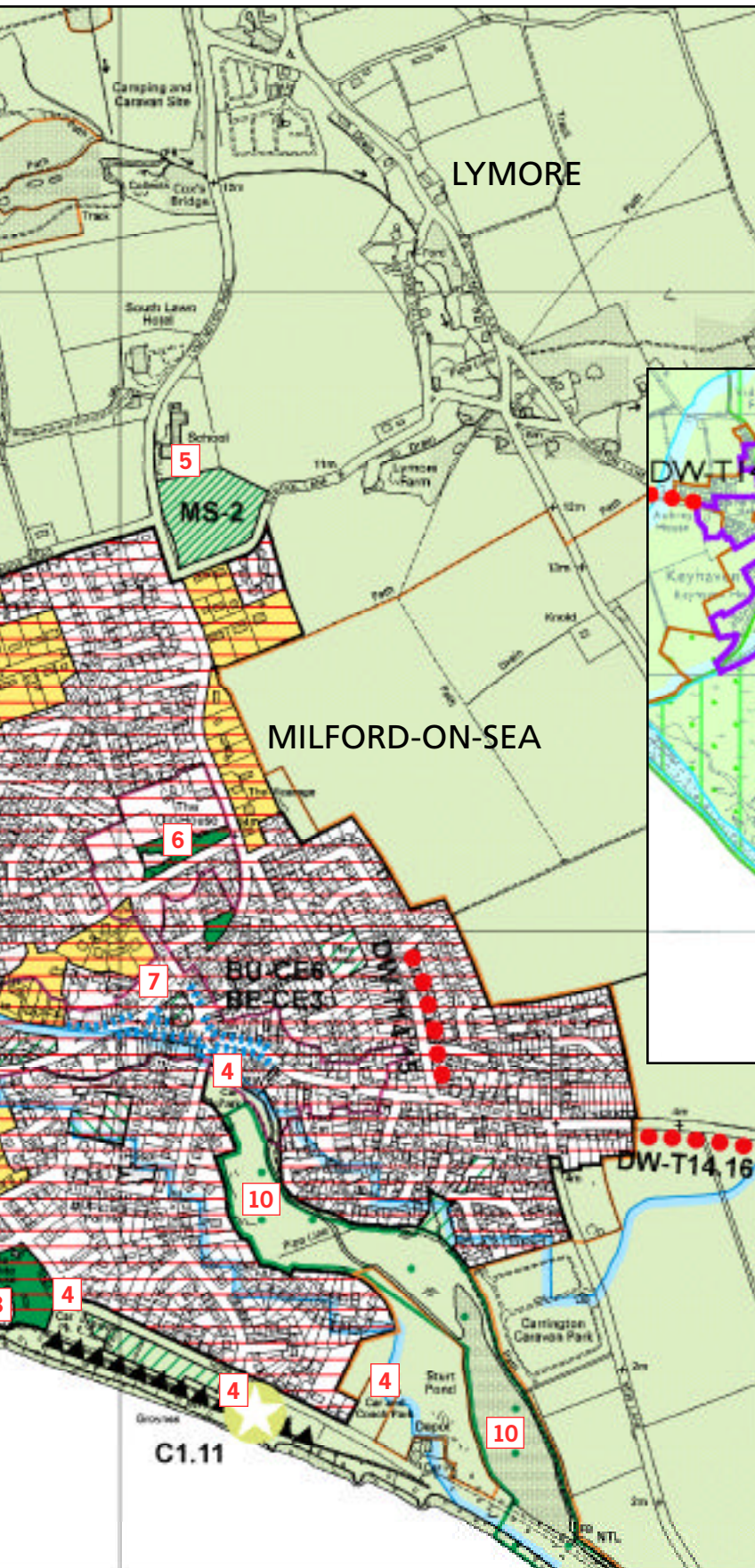


Proposed Community Centre



Key

	Built-up area boundary		Environmental Improvements
	Restriction on height of new development (Policy MS-1A)		Local Shopping Frontage
	Green belt (Policy DW-E26, Section C3)		Proposed Footpath (Policy DW-T14, Section C9)
	Site of Special Scientific Interest (Policy DW-E31, Section C4)		Safeguarded Cycleway (Policy DW-T15, Section C9)
	Site of Special Scientific Interest/Special Protection Area/Ramsar Site/Special Area of Conservation (Policy DW-E31, Section C4)		Public Open Space (existing) (Policy DW-R1 Section C10)
	Site of Importance for Nature Conservation (Policy DW-E32, Section C4)		Public Open Space (proposed) (Policy MS-2 & MS-3)
	Conservation Area (Policies DW-E19 to DW-E22, Section C2)		Beach Huts (Policy DW-C9, Section C13)
	Area of Special Character (Policy DW-E8, Section C1)		Indicative areas where Environment Agency to be consulted about risk from flooding (subject to revision by Environment Agency). (Policy DW-E40, Section C7)
	Landscape feature (Policy DW-E9, Section C1)		



Numerical Key	
Shorefield Country Park Holiday Centre	1
Sharvells (Shorefield) Copse	2
Studland Common	3
Car Parks	4
Primary School	5
Norman Church	6
Village Green	7
White House	8
Pleasure Grounds	9
Sturt Pond	10

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Design Guidance



New house at Lymore which suits its surroundings



Old and new Coastguard Cottages at Keyhaven

General principles and their application in areas of the Parish:

The foregoing commentary on the character of the Parish, the views of residents, the policy context set by planning documents, and the programme of projects, are an essential introduction to the design guidance and ideas on new projects in this Statement.

The guidance takes account of these and is built up from studies of individual parts of the Parish by the working group described on page 2. Before giving this, however, it is useful to set out some general principles relating to the scale, form, detailing, materials and colour which might help new buildings or modernised old ones to fit in satisfactorily throughout the area. Important advice on these matters is also given in New Forest District Council's Residential Design Guide for Rural Areas.

Scale

The first is the scale of a building. Scale is not just size. It is rather the relative dimensions and proportions of the elements of the building to each other, compared with other buildings nearby and with the surrounding environment. Milford has buildings of many sizes but it is important that the scale of any new building suits its surroundings. For instance, in an area of Edwardian houses new dwellings, whether houses or flats, should be of a similar size. Scale relates not only to a building, but also to the space between it and its neighbours, particularly so in this area where the setting in the landscape is so important. New buildings should have the same impression of space around them as surrounding ones.

Saltgrass Lane in Keyhaven also has large houses, but there the houses are from different periods, and although the design of each is very dissimilar, the size and space around them enables them to form a homogeneous whole. The same applies in the many parts of Milford-on-Sea where the buildings are smaller; often this is because they are older, for instance in Keyhaven Road and Lymore Lane. Scale is also particularly relevant to extensions to buildings. If, for instance, a house is extended so that the original building is dwarfed by the new, the result looks inappropriate. All these considerations are reflected in the Local Plan, for example in the Areas of Special Character and along the Seafront.

Form

The form of new building is essentially to do with its shape and it is closely related to its mass. Certain areas have buildings of similar form: narrow or wide frontages, flat fronts or bay windows, steep pitched or shallow pitched roofs, tall or ornamental chimneys. If a new building or extension echoes these forms, even if the design is modern, the building can be in harmony with its neighbours. This is particularly important where houses are close together or terraced; for instance a flat roofed extension in an area of pitched roofs will look out of place.

Detailing

Detailing is as important as form. The style and proportion of windows, the relationship of their height to width, and the size and shape of panes give scale to a building. Details are particularly important when modernising an old building. Nobody wants to



Sketch showing inappropriate flat roofed extension

live in a cold, draughty house with inadequate facilities but it is important to preserve, wherever possible, existing features of the building in order to retain its character. Inappropriate additions and alterations, especially to the front of a building, detract from its appearance. Original brickwork, decorative panels, porches, front doors and windows (including window glass) are part of the patina of age. This does not mean that windows and doors cannot be overhauled and proper draught stripping incorporated. If a window or door is beyond repair a matching one can be made. A draught lobby can often be made inside the hall of a house, or a porch enclosed with windows and door to match the existing.

Materials and colours

Materials and colours for a new building or an extension are important. If the form and colours harmonise with adjoining buildings, modern materials may be a good choice. For an extension it is usually best to choose materials matching the original building; bricks or rendering with the same colour or texture, slated roofs of the same profile or pitch, windows and doors of the same profile and sizes. When choosing a new colour or redecorating an existing building, look around at the colour of others in the area. Most of the external surfaces of buildings in Milford and Keyhaven, including painted surfaces, are low key and this is what suits the area best, along with an occasional splash of brighter hues on front doors. In many buildings replacement windows in PVCu with 'glazing bars' matching the original can be made to look acceptable. They have the advantage of minimal maintenance, but because of the flatness of their mouldings and of modern glass they often spoil the appearance of old buildings of more traditional appearance and construction. It may be better to repair and draught-proof the existing windows. This can be cost effective as well as retaining the visual character of the building.

Landscape

Sensitive landscape design and its maintenance is essential; the retention of natural features can give context to a site. A new development that is reasonably satisfactory in terms of the guidance set out above can all too easily be spoilt by suburban features such as unsuitable boundary fencing and gates, by too harsh alignment, levels and surface treatment of driveways, and by fussy garden layout. New buildings are often too close to trees, with consequent demands for felling.

Density

Apart from its adverse effect on scale and setting, increased density can create traffic problems on existing roads and put pressure on existing services e.g. drainage. It should be avoided unless these points can be adequately addressed without spoiling the quality of the local environment. However, the District Council will sometimes find itself under pressure to concede to the advice of Central Government that densities should be allowed to increase in built-up areas.



Sketch showing inappropriate replacement upper windows



The Anchorage - an older house appropriately extended



Mill Meadow - a modern development with good landscaping

Areas within the Parish



Downton Lane



Ha'penny House



Oak Tree Court

Conservation Areas

- All these points are especially important in the Parish's two Conservation Areas, where a greater range of changes by householders to their homes requires planning permission, as does the lopping or felling of trees; for more details see the Conservation Area Appraisals mentioned earlier. Particular care is also needed in the case of Listed Buildings and in areas subject to the Parish's 29 Tree Preservation Orders. In all such cases advice should be obtained from the District Council Officers at the earliest opportunity.

Within this context, the following guidance is given for more general areas of the Parish, numbered on the map (Pages 11 & 12).

Western Area

- **Hordle House School Site.** Planning permission has been given to adapt these buildings into 24 housing units (including six affordable houses). The redevelopment will not appreciably change the view from the cliff top. Questions of density and impact on the local landscape also arise at **Shorefield Country Park**, where replacement of existing units should be at no more than the current density and redevelopment should be limited to areas that are not clearly visible during the winter months. Shorefield was also seen as the starting point of a 'park and ride' scheme suggested a few years ago by the Parish Council. This was to be a bus route to Keyhaven, via the cliff top and the village centre, linking with the Hurst Castle ferry service. Although well received, the idea was not thought to be viable at the time, but it should now be looked at again in the interest of traffic management. **Downton Lane**, though within the Green Belt, is lined with houses of mixed styles. As these are mostly behind hedges it has the appearance of a rural lane and care should be taken to maintain this character.
- **Whitby Road and New Valley Road** contain a mixture of old and new properties, where the larger houses are under pressure for redevelopment. In these roads, as in **Sharvells Road, Blackbush Road and Shorefield Crescent**, also with old and new properties and important hedges and trees, the guidelines given above on scale, form and landscaping are of great importance, especially where a site lies within the Local Plan's Areas of Special Character. **Shorefield Way and Studland Drive**, quiet and relatively free of traffic as they are, could benefit from more greenery. Some houses in **Whitby Road** are clearly visible from the Pleasure Grounds, and efforts should be made to screen them, preferably with deciduous hedges. Off Whitby Road is '**Oak Tree Court**', which is a good example of acceptable design and density, in contrast to some other housing in the area.

- **Barnes Lane**, stretching from the village centre to the A337 is a rural lane with large houses and many trees. The upper part of **Barnes Lane** includes a small rural industrial estate developed from redundant farm buildings. There should be no extension to this site. Any other such proposals for re-use of farm buildings should be monitored closely and previous comments about the Green Belt borne in mind. The lower part of **Barnes Lane** (within the Conservation Area) includes the Old Mill and Old Mill Cottage which are both listed. They are surrounded by eight acres of gardens and subject to frequent flooding. This area should be preserved from development.
- **George Road, Kivernell Road, De la Warr Road, Victoria Road (with its listed Victorian post box) and Park Lane** also contain Areas of Special Character, including St Francis of Assisi Catholic Church. In these areas the guidelines given above should be carefully applied to any new development. The tree cover in **Park Lane** itself creates a surprisingly green approach to the village. In **Kivernell Road** the mature pine trees, so characteristic of this part of Milford, are rapidly disappearing. A detailed study should be done to ascertain the extent to which they are a danger and where preservation /replanting is justified. However, it is noted that while some residents are opposed to more pines in **Kivernell Road** and other areas due to the cones and needles blocking drains and generally making areas untidy, over two thirds of the residents who completed the 2002 Exhibition questionnaire were in favour of pines being preserved or replanted. The redevelopment of **The Cedars** has been well designed, although spoilt to some extent by the garage blocks on the frontage. The two thatched cottages in **De La Warr Road** contribute to the character of the area and should be retained.
- **Kensington Park and Mill Meadow** are pleasant fairly traditional recent developments with good choice of materials and important landscape features. **Mill Meadow** has a wooded setting and interesting views of the 'balancing pond' with its border of reeds, and its bird life.
- In **Cliff Road**, Hordle Cliff House Residential Home is one of the last examples of an early Milford clifftop house, and should be retained, as should Windlesham House in **Cornwallis Road**.
- Along the **Clifftop** the car parks are adequate, but they should be better landscaped (e.g. with mounding and ground cover around the edges) and steps should be taken to make the kiosks less intrusive in the scene.



Barnes Lane Industrial Estate



Listed Victorian Postbox - Victoria Road



Hordle Cliff House Residential Home



Milford House - Listed Building



Church Meadows



High Street - where cobbling or paving could be considered

South Central Area

- **High Street and The Green, Church Hill, All Saints Church** and listed buildings nearby, including Milford House, are in the Conservation Area where preservation of the historic village core and its period buildings is of the utmost importance. The lamp at the North Gate entrance to the Church would benefit from being in the same style as that along the pathway through the churchyard. Great efforts were made to ensure that the new **Church Meadows** development was in keeping with the low-density character of this area, but, as will have been noted from the response to the questionnaires summarised on pages 5 & 6, the final effect does not meet with unanimous approval. Facing the Green, there have been some changes in tenancy of shops, resulting in the use of standard fascias and rather garish colours that do not fit in well. This tendency should be resisted wherever possible in accordance with New Forest District Council's Shopfront Design Guide. Furthermore, every effort should be made to retain retail shops and to maintain the essential nature of the village centre. On the western side of the Green, the very conspicuous gas regulator shed should be screened by planting. Although the new arrangements for parking in the **High Street** (see page 9) and the widening of the north side pavement have been widely welcomed, the opportunity should be taken to consider cobbling or paving right across the **High Street** from The Red Lion to **Church Hill** and in so doing, create a better setting for the George & Mary lamp post. Traffic need not be excluded, but cobbling or paving would act as a curb on speed, and the street could become uniquely attractive to shoppers in the face of increasing competition from out-of-town supermarkets and other centres. In due course, a wider traffic management scheme should investigate the possible advantages of making this part of the **High Street** a traffic-free area, with vehicular access only for emergency services and traders. Development has been approved for 69/81 **High Street** for flats, a house, shop and office suite. The accompanying traffic produced at this restrictive point may exacerbate the existing flow problem (and may be another example of 'cramming').

In **Park Road** overhead power and telephone cables are unsightly and should be put underground whenever the opportunity arises.

- **Westover Road and Hurst Road** need special attention. In **Westover Road**, the setting of the listed buildings Westover House and the recently refurbished **White House** should be carefully protected. In addition to the existing Local Plan height restriction, **Hurst Road** will benefit from the seafront environmental improvement project referred to on page 9. **Ravens Way** has an interesting variety of house design, unified to some extent by the landscape, but is in danger of losing its character if high housing densities continue to be permitted.

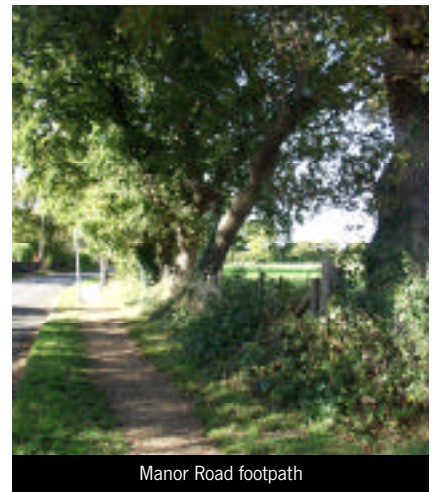
- **Sea Road, Gillingham Road and Lucerne Road.** A new Medical Centre has been developed adjoining the existing War Memorial Hospital. The prefabricated structures have been demolished and a replacement car park constructed. In **Sea Road** four bungalows have been built on a small single plot. Even though a greater density must at times be expected, over-development and ‘cramming’ should be resisted where it adversely affects the quality of the local environment.

North Central Area

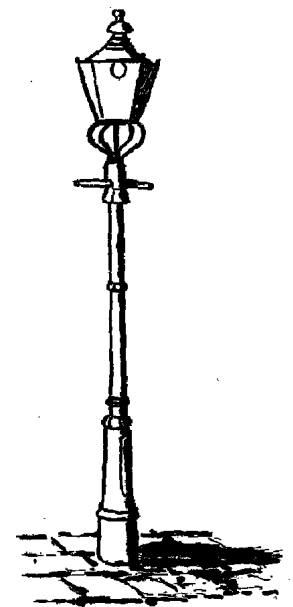
- **Deans Court, Canon’s Walk and Dacres Walk** are pleasantly grouped with open spaces. Some parts would benefit from more planting of ornamental trees, and special care should be taken of the street trees that have suffered from strimmer damage. Indeed, many such trees have been lost in **Knowland Drive**, and should be replaced. If any additional streetlights are required, especially in **Deans Court** and the Walks, they should be of the same design as those in Deans Court and the village centre.
- **Lymington Road**, on the eastern side from opposite the Old House to **School Lane**, is an Area of Special Character that should be maintained by the protection/replanting of any trees or hedges lost. **Manor Road** is an important ‘edge’ to Milford, facing the Green Belt. Its houses have individual character, being a mixture of older ones, the earliest being 1916, and recent bungalows. At least four of the houses at the western end are of architectural interest and though not listed as such, they should be preserved. The northern side of the road is tree lined and bordered by an informal footpath of gravel and grass verge that is in keeping with the rural quality of the area and should be retained. The boundary of the Green Belt is fenced with wire and would benefit from a traditional hedge being planted along the full length of the road. In the front gardens of the bungalows at the eastern end of the road are significant pine trees, in keeping with much of the original character of Milford, and these should be preserved. There is a considerable parking problem in **Manor Road** and **Knowland Drive** in school term time, at 9am and between 3 and 4 pm when parents are dropping off or meeting their children. This has been looked at in the past, one solution being to provide a landscaped car park in a field near the school, but it has not been possible to reach agreement with the several parties involved. The issue needs to be addressed again, urgently.
- **Kitwalls Lane** is a private road with grass verges and large detached houses of varying age and style and with substantial gardens. It is one of the Areas of Special Character shown in the Local Plan, and infilling would destroy its spacious feel. It is important to keep the hedges that separate the houses from the road, as this adds to the character, and all utility supply lines should be put underground when possible.



New Medical Centre



Manor Road footpath



Sketch of Deans Court Lamppost



Swallow Drive



Keyhaven Road overhead utility cables



Keyhaven Road - footpath proposed

Eastern Area

- **Swallow Drive, Grebe Close and Plover Drive** form a well thought-out estate, and the co-ordinated design and choice of materials give it an attractive character. This harmony might be spoilt, however, if the front gardens should lose their openness and replacement windows became too incongruous. More tree planting in open green areas either side of **Swallow Drive** is desirable.
- In **Eastern Way, Solent Way and Aubrey Close**, some planting of hedges and shrubs, and a general tidying up of boundaries to front gardens and redecoration of garage groups would be an improvement. The same comment is true of front garden boundaries in **Lawn Road**. In this whole area, including **Carrington Lane, Carrington Close** and **Northfield Road**, overhead power and telephone lines are unsightly, and should be put underground whenever the opportunity arises.
- The small industrial estate at **Laundry Lane** is an important provider of jobs in Milford. It is crowded, and if further development were needed it would be worth looking at the possibility of replacing single storey units with two storey ones, if necessary with separate access to the first floors. The area would be improved by general tidying up and rationalising the layout to avoid overcrowding at the front of the site and wasted space behind.
- **Keyhaven Road**, at the Milford end, contains a mixture of styles, with attractive older cottages within the Conservation Area which need to retain their original front elevations. Along this road to the east, cars tend to be parked in the road on a permanent basis, causing an occasional traffic hazard that should be looked at when wider traffic management measures are considered for the village. At the Keyhaven end of this road it is imperative that the open Green Belt countryside between Milford and Keyhaven is kept as a visual and physical break between the two places. This is only a quarter of a mile wide, and even new agricultural buildings or temporary caravan rally sites there would have a very unfortunate effect.
As with some roads in the Eastern and South Central Areas, parts of **Keyhaven Road** would benefit if unsightly overhead power cables and telephone lines were to be put underground.
- The open views from **New Lane** towards Sturt Pond, Hurst Spit and the Solent are an essential part of the coastal setting of the Parish, fringing the Area of Outstanding Natural Beauty. Again, no intrusion should be allowed into this Green Belt area, nor intensification of the existing caravan site.
- The seafront area between the Needles' Eye Café and Marine Café is bleak and unattractive. Grassing part of this area and re-siting some of the car parking to the west of the Marine Café would greatly improve this section of the seafront.

Keyhaven and Lymore Area

- **Keyhaven** itself has been briefly described earlier in this document. The hamlet is wholly within the Green Belt, partly in the Area of Outstanding Natural Beauty and coastal Site of Special Scientific Interest, and is largely covered by its Conservation Area. It is proposed by the Countryside Agency that it be included within the boundary of the New Forest National Park. Keyhaven is under considerable pressure, but it is not a suitable location for new development, even for uses associated with boating, apart from minor rebuilding or extensions of existing dwellings.
- Special attention should be given to traffic management here, including efforts to reduce the speed of traffic, to provide cycle racks and to regularise parking outside the official car park. This is particularly important on the approach road to the yacht clubs and the 'hard', and off the road known as the **Ancient Highway** where cars should also be prevented from parking on the grassed areas with seating facing the harbour. The field called **Baskets**, mentioned earlier, an essential part of the village scene and a Site of Importance for Nature Conservation in the Local Plan, is grazed by horses in summer and should continue in this use. There are, however, conspicuous eyesores in Keyhaven; the ugly public lavatory, and the clutter of overhead electricity and telephone lines. Both are in the Conservation Area and should be the subject of early attention, rebuilding the lavatory with a pitched roof, rationalising the traffic signs and putting all unsightly lines underground.
- The reedbeds east and north-east of Keyhaven, part of which is a site of Special Scientific Interest (SSSI) are also covered by European and International designations. The saltmarshes east and south-east of Keyhaven are within the Special Protection Area (SPA) and Ramsar site (signatory to the Convention on Wetlands of International Importance especially as Waterfowl Habitat). The marshes in the SSSI alongside Avon Water to the north of Keyhaven are in the Solent and Southampton Water SPA and Ramsar site and the fields north and west of Keyhaven are within a locally designated Site of Importance for Nature Conservation. All these areas are important for breeding and wintering birds, but reedbed areas in particular need active management if they are to keep their ecological quality. Tree cover is particularly important in the background to Keyhaven harbour in the vicinity of **Iley Point**, for which a Tree Preservation Order was made thirty years ago.
- **Lymore Lane, Lymore Valley, School Lane and Agarton Lane** are narrow lanes in the agricultural hinterland of the Parish within the Green Belt and are unsuitable for heavy traffic. There should be no new development here other than replacements or extensions of existing properties. Overhead lines detract from the setting of these places, and a clear policy for putting them underground is necessary. **Lymore Valley** has a ford that should be preserved and maintained. In **School Lane**, a rusty roofed shed and dilapidated corrugated iron fence are eyesores, and there is possibly a need for more passing places. At the lower end of **Lymore Lane** replanting of hedges should be carried out up to **Agarton Lane**.



Keyhaven Green



Approach to Keyhaven Harbour



Avon Water and reed beds

The implications for the local community: Partnership in decision and monitoring.



Beach below Hordle Cliff

The Village Design Statement Working Group, together with the Parish Council has a good working relationship with the District and County Councils, and with voluntary village groups such as The Milford Environment Group, and Historical Record Society (for historical content), all of whom have been a great help, along with individual residents, in producing the Design Statement. It is of the utmost importance that this co-operation continues in every matter affecting the environment of the Parish, to enable its local distinctiveness to thrive. Hopefully, the Statement will be influential amongst people involved in making decisions on buildings and on landscape management, especially the planning authorities, and will do much to encourage further money and action for environmental improvement, through projects by public agencies or by voluntary effort.

The preparation of the Statement has required time, energy and a degree of imagination. It is now important not only that it should be followed up with good decisions, but also that progress in its implementation should be monitored. To do so would show how it is being used, enable matters that may need further attention from time to time to be identified, and would help to maintain the enthusiasm that its preparation has engendered.



Milford Village Green and Centre

Appendix 1

Relevant objectives and policies from the New Forest District Local Plan First Alteration Revised Deposit

The contents of this Village Design Statement should be considered in conjunction with the New Forest District Local Plan First Alteration First Stage Deposit. The relevant objectives and policies of the local plan are listed below, with a summary of their contents.

Aims and objectives

There are three principal aims of the New Forest District Local Plan. Aim 3 is 'Conserving and Enhancing the Environment'. Objectives of the local plan that follow from this and that are relevant to Milford-on-Sea are:

Objective 2 Coast

To maintain and improve the environmental quality and character of the District's coast, recognising the need to undertake coast protection and flood defence works.

Objective 4 Countryside

To protect the character and appearance of the countryside for its own sake.

Objective 5 Landscape

To achieve and maintain a high quality landscape in rural and urban areas; and to protect and maintain trees and woodland of high amenity and landscape value.

Objective 7 Built heritage

To protect and enhance the archaeological and historic built heritage of the District; ensure that the integrity of buildings and places is respected; and promote public education and understanding of the historic built environment.

Objective 8 Public access

To increase public access to, and enjoyment of, the countryside and coast within environmental constraints.

Objective 9 Environmental design

To encourage the highest possible standards of design in new development and in environmental improvements; and to provide attractive, stimulating and safe places in which to live, work and play.

Objective 10 Special needs

To ensure that the special needs of people with impaired or restricted mobility are met.

Policies

Section C1, Design, layout and landscape

Policy DW-E1 General development criteria. Achieving sympathetic and appropriate development.

Policy DW-E1A Density of Housing Development. Achieving higher densities with good design.

Policy DW-E2 Infrastructure. Unobtrusive siting of public utilities infrastructure.

Policy DW-E3 Energy conservation. New development to have regard to means of conserving energy.

Policy DW-E5 Requirement for landscape scheme. When a landscape scheme is required with new development.

Policy DW-E6 Content of landscape schemes. What a landscape scheme should contain.

Policy EW-E6A Trees. Retention and planting of trees.

Policy EW-E6B Hedgerows. Retention and planting of hedgerows.

Policy EW-E7 Private open space. Provision of on site amenity open space.

Policy DW-E8 Areas of Special Character. Protection of the character of older residential areas with a high proportion of large gardens.

Policy DW-E9 Protection of landscape features. Protection of open areas and other landscape features that contribute to the character of an area.

Policy DW-E10 Protection of historic street and footpath patterns. Redevelopment of schemes to respect historic routes.

Policy DW-E12 Access for impaired or restricted mobility. Making provision for disabled people.

Section C2, History and archaeology

Policy DW-E14 Alterations, extensions and repairs to listed buildings. Maintaining the historic character of the listed building.

Policy DW-E15 Demolition of listed buildings. Prevention of demolition

Policy DW-E16 Settings of listed buildings. Protecting the setting of listed buildings.

Policy DW-E17 Change of use of listed buildings or other important buildings. Ensuring that changes of use respect the historic character of the building.

Policy DW-E18 Exceptional development to retain listed buildings or other important buildings. Enabling exceptional development so that a listed building can be retained.

Policy DW-E19 New development in Conservation Areas. Ensuring that new development in conservation areas is sympathetic in character.

Policy DW-E20 Demolition in Conservation Areas. Preventing demolition of buildings important to the character of a conservation area.

Policy DW-E21 Shopfronts in Conservation Areas. Retaining traditional shopfronts contributing to the character of the conservation area.

Policy DW-E22 Advertisements in Conservation Areas. Ensuring that advertisements do not detract from the character of the conservation area.

Policy DW-E23 Development affecting archaeological sites. Development should not affect an archaeological site, and/or full records to be kept.

Policy DW-E24 Archaeological field assessment. Developers to arrange for archaeological assessment before a development is carried out.

Policy DW-E25 Historic Landscapes. Prevention of development which detracts from the character or historic or archaeological value of historic landscapes.

Section C3 Special rural designations

Policy DW-E26 Development in the Green Belt. Development in the Green Belt restricted to that which is normally permissible in the countryside.

Policy DW-E30 Development in AONBs. Development in Areas of Outstanding Natural Beauty only in accordance with countryside policies, and to be of a high standard of design.

Section C4, Nature conservation

Policy DW-E31A Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites. Development not to have an adverse impact on European sites, proposed European sites or Ramsar sites.

Policy DW-E31B Sites of Special Scientific Interest (SSSIs). Development not to have an adverse impact on Sites of Special Scientific Interest.

Policy DW-E32A Sites of Importance for Nature Conservation. Development not to have an adverse impact on SINCs.

Policy DW-E32B Nature Conservation Interest. Development not to have an adverse impact on other sites of nature conservation interest.

Section C7, Flooding and drainage

Policy DW-E40 River and coastal flooding. No development in areas at risk from flooding unless it meets certain criteria.

Section C9, Transport

Policy DW-T14 New and improved footpaths and cycleways

Milford-on-Sea. 15 East side Carrington Lane (footway).

16 Milford-on-Sea - Keyhaven (footway).

Policy DW-T15 Safeguarding proposed footpaths and cycleways

Milford-on-Sea 38 Shorefield Road - Blackbush Road (cycleway).

Proposals for new and improved footways and cycleways in and near Milford-on-Sea, and for long-term safeguarding of a route.

Section C10, Recreation

Policy DW-R1 Protection of public open space. Protection of existing open space from non-recreational uses.

Section C13, The Coast

Policy DW-C1 Coastal development. Development on the coast to be designed to a high standard.

Policy DW-C3 Coastal protection works. New coast protection works permitted subject to environmental criteria.

Policy DW-C5 Coastal erosion. No development in areas at risk of coastal erosion.

Policy DW-C7 Pedestrian and vehicular coastal access. Coastal development to make provision for public access.

Policy DW-C8 Coastal car parks. No new coastal car parks unless they meet defined criteria.

Policy DW-C9 Beach Huts. New beach huts only by replacement and infilling in existing lines of huts.

Policy DW-C10 Marinas and moorings. No new moorings or marinas unless they meet strict environmental criteria.

Section E1, Countryside outside the New Forest

Policy CO-E1 The countryside outside the New Forest. Development strictly controlled to safeguard the character and appearance of the countryside.

Section F4A Commercial and employment development in built-up areas outside town centres.

Policy BU-CE3 Office development in local centres. Small scale office developments and changes of use to permit offices within the defined shopping frontage.

Policy BU-CE6 Local shopping frontages. Changes of use of ground floor premises between retail, financial and professional services, and food and drink normally permitted within the defined shopping frontage.

Section F20, Milford-on-Sea

Policy MS-1A Height of new development in Milford-on-Sea

- a. Development resulting in buildings of more than two storeys in height where they are to be used for residential purposes (including flats) will not be permitted; and
- b. Development for purposes other than residential (which includes flats) shall be no higher than the building which is to be replaced, except where there would be no harmful impact having regard to the character established by the heights of buildings in the immediate locality.

Policy MS-2, Land at Lymington Road/School Lane. Land allocated as public playing fields for use by school and the community, with provision for parking.

Appendix 2

Village Design Statement Consultation 1999 - 2002

The consultation and preparation of the 'Milford-on-Sea Village Design Statement' has taken nearly three and a half years to produce. During that time, there has been extensive consultation with residents, shopkeepers, other traders and all groups and associations of the village. All were invited to participate in the production of the information and data.

QUESTIONNAIRES

In the spring of 1999 approximately 2,533 Questionnaires were sent to every household in the Parish. The information sought through this questionnaire was on what residents liked best and least about the village environment, the scale and appearance of its buildings, on new features that might be welcome, and on preferences as to whether new buildings should be in keeping with the character of the village, or more modern.

Information was also gathered on the number of residents in each household, by age groups, and how long people had lived in the Parish.

Responses, representing 112 people were received and analysed. Of the 112 people, five were under 18, five between 18 and 30, twenty-seven between 31 and 60, and seventy-five were over 60 years old.

A separate meeting was called for the village groups and from this meeting, a further 134 questionnaires were returned for analysis.

The combined responses provided a brief snapshot of village life, their likes and dislikes.

EXHIBITION

In January 2002, an Open Day and Exhibition was held in the village, where a presentation of the work completed to date was made. The Group's first draft was made available to residents of the village and some 850 copies were purchased through our local shopkeepers and Parish Council Office.

Of the 250 Exhibition attendees, 119 people completed a further questionnaire, with a subsequent 45 responses being submitted shortly thereafter. 200 written replies were also received covering many topics and items of interest. The results of the new questionnaire largely reflected the earlier findings.

ADDITIONAL PRESS AND PUBLICITY

A considerable amount of additional publicity was given to the project through the Church magazine (circulated to 900 local households), the local press, and through a block advertisement in the local newspapers. Additional publicity posters were posted throughout the village.

John Simmons

Milford-on-Sea Village Design Statement - Co-ordinator

Produced in 2002 by **Milford-on-Sea Village Design Statement Committee** and the villagers of Milford-on-Sea. Endorsed by New Forest District Council as Supplementary Planning Guidance. Approved by Milford-on-Sea Parish Council.