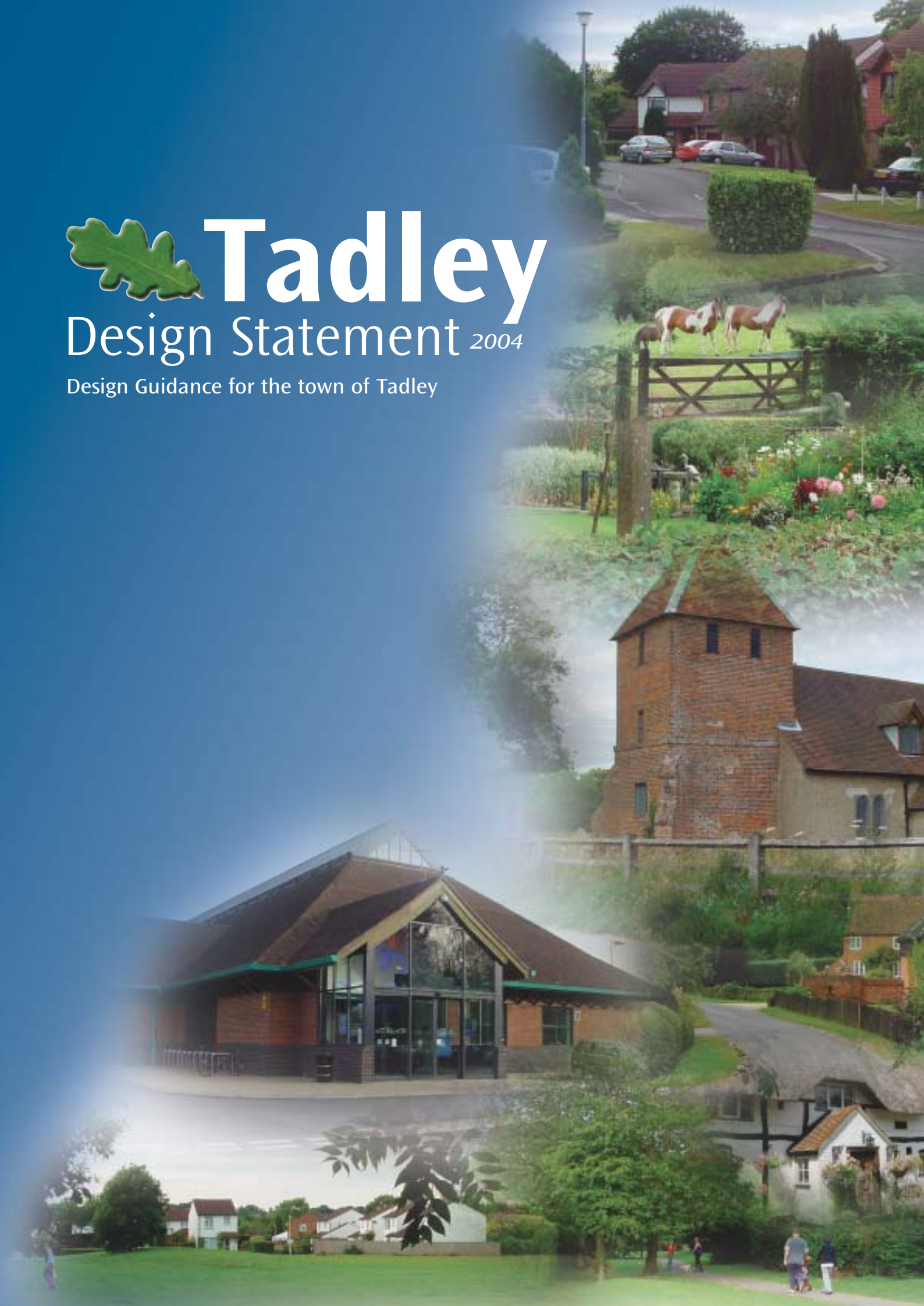


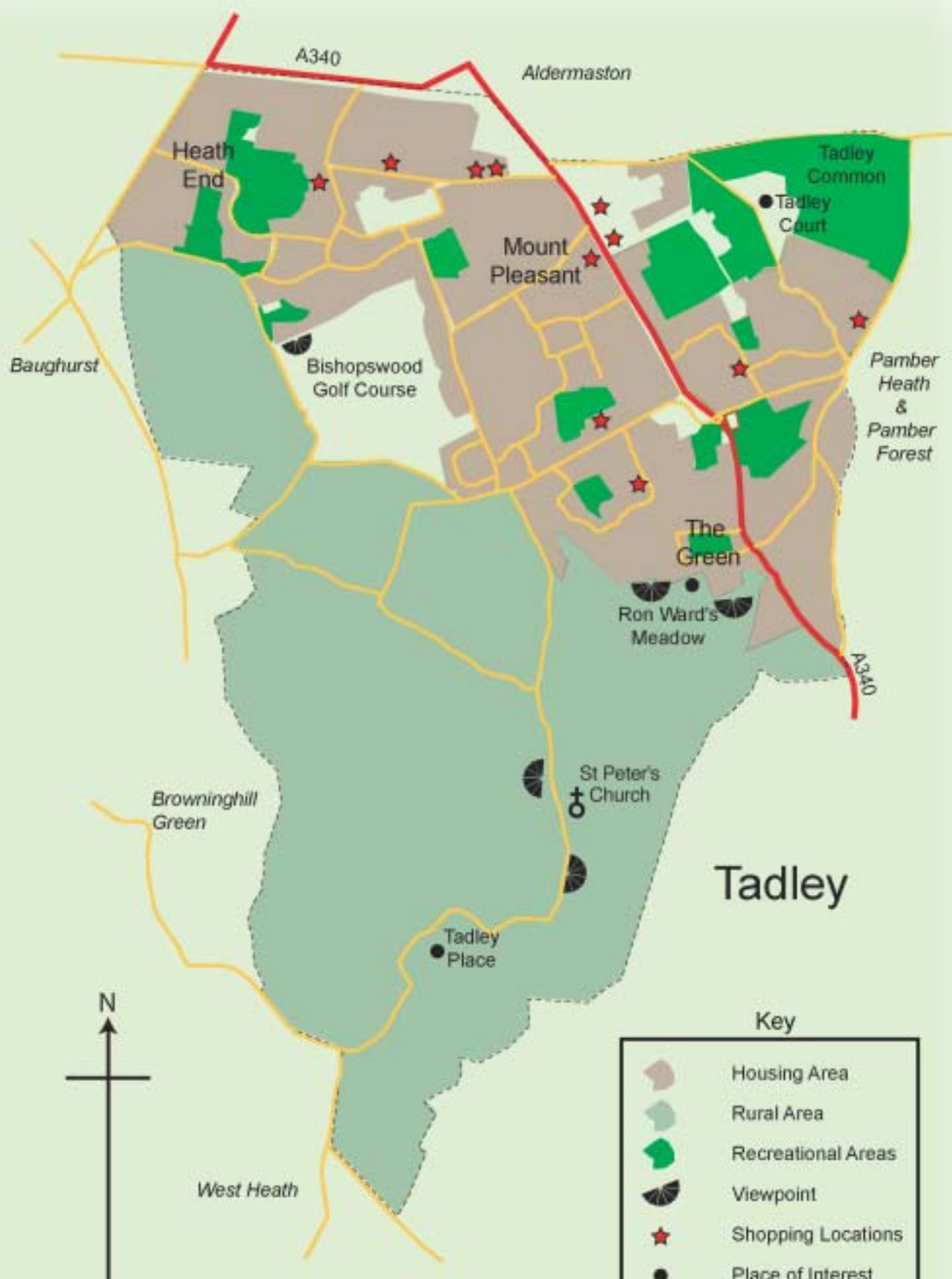


Tadley

Design Statement 2004

Design Guidance for the town of Tadley





Tadley

Key

	Housing Area
	Rural Area
	Recreational Areas
	Viewpoint
	Shopping Locations
	Place of Interest
	Town Boundary



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The Purpose of a Design Statement

A design statement describes a town as the residents see it and provides a guide to the style and quality of future changes, large and small. As a supplementary planning document adopted by the Planning Authority, it complements the Local Plan, and is a material consideration when decisions are made on planning applications.

Although the Statement cannot reverse any existing development that is considered to be inappropriate, it can influence the form and detail of future changes to buildings and spaces to avoid developments that harm the character of the town and its surrounding landscape. This design statement describes the essential character of Tadley that is valued by its residents and gives guidance for design of buildings and landscape as well as for the care and maintenance of important features.

This document has been adopted by Basingstoke and Deane Borough Council as supplementary planning guidance on 15th April 2004.

An Introduction and Brief History



Historically, Tadley was a rural agricultural village located where St Peter's 13th century church still stands and near the straggle of old houses in the Church Road Conservation Area. In the 18th century, the village moved northeast to the area between Main Road and Winston Avenue, now also a Conservation Area, and later joined up with the areas to the north known as Mount Pleasant and Newtown. Woodland crafts were the main employment.

In 1950, the Atomic Weapons Research Establishment was built on a wartime airfield to the north of the village across the county boundary in Berkshire. To accommodate some of its many workers, a large housing estate was built at the north west of Tadley. This roughly doubled the number of houses in the village, and added three churches, two schools and two parades of shops.

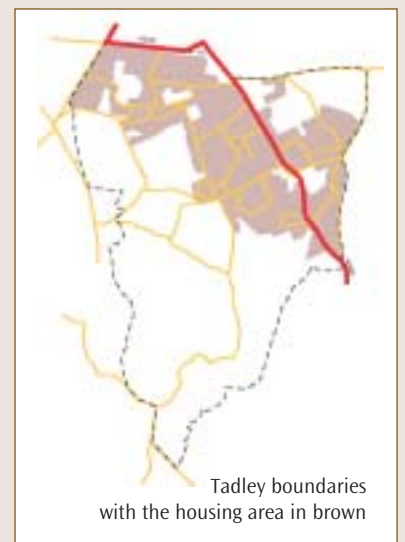
Very soon a steady progression of small housing estates and infill housing formed the village into a coherent whole. This aggregation of these areas resulted in a village lacking the high street and central shopping area that is a characteristic of the traditional English village. However, the development of an original village shop into ever-larger premises, and then to a substantial supermarket, has provided a focus of sorts. In 1985 the village, with a population of about 10,000, formally declared itself a town.

Tadley now constitutes an area of some 2,000 hectares, roughly triangular in shape with the northern spread constituting the residential area and the southern triangle still completely agricultural (see the sketch map on the left). Apart from the Atomic Weapons Establishment to the north, and some small businesses, both inside and outside its boundaries, no significant industry has impacted on the town. The townsfolk, for the most part, work at AWE or in the three large local towns of Reading (12 miles), Basingstoke (6 miles) and Newbury (8 miles).

Tadley is almost completely surrounded by countryside, and even though there has been development within the town, it has not expanded its boundaries, and it is still only a ten minute walk into the countryside from anywhere in the town.



St. Peter's 12th Century Church



Overview

The response from surveys of townfolk, showed that they overwhelmingly liked Tadley, and thought it a pleasant place to live. Whilst it is now a small town, it has sprung from a rural beginning, and the residents wish to retain that feel. A steady expansion of suburban housing might incline the area to take on the character of a dormitory area, and lose sight of its rural beginnings.

Tadley may be roughly divided into five areas, each of different character: the AWE estate to the north-west, the old rural roads to the east below the Common, the housing estates to the west of the A340, the rural area to the south and, of course, the Conservation Areas. Thus Tadley does not have a distinct overall style, and the residents are content with this diversity. However, the different character of each of the areas described above should be respected and preserved.

Two things however, can be thought of as characteristic of Tadley as a whole: the wealth of trees, with many large mature specimens, and in the residential areas, houses set well back from the road with wide verges and open grassy areas. Any future brownfield or infill developments should retain these characteristics.

The residents do not want the housing area to expand – and wish the rural area (which is the majority of Tadley) to remain distinct from the built up urban area. At present, all residents are only a ten minute walk from the countryside.

The Town is struggling with its infrastructure and resources. The services, water, sewage and drainage systems only just cope, and the road system has "rat-runs" on roads that are inappropriate in purpose, size or structure. The traffic destined for Basingstoke, Aldermaston, Pamber Heath and beyond, must be strongly encouraged to use the A340, and other suitable roads, rather than the residential side streets or rural lanes. Where street lighting is necessary, opportunities should be taken to use designs that complement the locality, minimise light pollution and are the minimum necessary to ensure safety and security.

Leisure and social facilities need to be improved. There are few sports facilities, and the success of the swimming pool shows that the Town can support investment in such facilities. More shops and restaurants would be welcomed.

Employment is not a great issue. The Town has small scale employment within its boundaries and larger employment opportunities locally at AWE, Calleva Park and Basingstoke itself. However, more small scale businesses are always welcome, so long as their design is suitable for their locale, and do not overload the roads and other services.

The residents and successive official Town Plans over the last 30 years have commented that Tadley lacked a social and shopping centre. Nothing has been done about this, and the parking area of the grocery superstore at the top of Mulfords Hill has become the centre by default. It is this, and the surrounding area, which creates the negative impression of Tadley that outsiders gather as they drive through on the A340. The area has never been the subject of formal development, but has evolved over time. It would help if schemes could be introduced to encourage and promote civic pride by improving the look of the area and enhancing the business and shop frontages. It is accepted that the use of CCTV to minimize vandalism may well prove necessary.

Any quality development that reinforces the use of this area would be welcomed, and suitable shops and social facilities encouraged. The use of more traditional and quality street furniture would also raise the profile of the area. The existing shops and businesses should be encouraged to make this part of town more welcoming because an attractive centre will encourage more custom to the area, thus increasing their business. It will also encourage other traders to come to Tadley, which will give it the diversity of shops and restaurants that the residents have highlighted as one of their requirements.

There needs to be greater consultation with the public and Town Council on all matters concerned with planning in the town.



The Rural Area



Rural Tadley



The settlement of Tadley is, for the most part, heavily populated, yet immediately beyond its urban boundaries, it is surrounded by open countryside. The rural landscape is predominantly undulating farmland; a patchwork of small and medium-sized fields interspersed with copses, larger woods and managed plantations. There are also areas of gorse-covered heath. Birch and hazel are plentiful and the historic rural industry of besom broom making, which traditionally depends upon these species, continues to this day.



The countryside around Tadley benefits from several Sites of Special Scientific Interest (SSSIs), including Silchester Common, Pamber Forest and Ashford Hill Meadows. There are two SSSIs within Tadley's boundaries: Tadley Common and 'Ron Ward's Meadow'. The latter lies between The Green and Church Road Conservation Area. After 35 years of retaining the meadow in its natural state without the use of any chemical pesticides or fertilisers, Mr Ward bequeathed this ancient south-facing hay meadow to the Hampshire and Isle of Wight Wildlife Trust. It contains at least 180 species of flowering plants, including five types of orchid.

Most of the larger areas of woodland are to the north and east of Tadley, notably Pamber Forest which, whilst outside the Tadley boundary, forms an important local recreational amenity. The fields, which lie largely to the south and west, are hedged and dotted with trees (predominantly oak) and most are used as pasture for grazing, hay and silage. There is a relatively small area of arable land to the south that is used primarily for maize production for cattle feed, although pastureland predominates and is grazed mostly by sheep and cattle.

There is a significant population of horses and ponies spread throughout rural Tadley, where scattered areas of pastureland and paddocks are used both for grazing and exercising. The local landscape, with its many lanes, tracks, bridleways and open fields makes ideal riding country. Many Tadley residents keep horses and ponies, either for hacking or competing, and there is a well-established riding club whose members take part in dressage competitions, show jumping and horse trials.



Ron Ward's Meadow

The rural area is not immediately under threat, but there is always pressure to increase housing stock so any form of building or road development in the rural area needs to be carefully assessed for its potential detrimental effect on the flora and fauna and the abundance of bird species.



About two thirds of Tadley is rural, including agricultural and Common land. Excluding Church Road Conservation Area, there are very few houses in these areas of Tadley. Any dwellings outside the Conservation area, including farm buildings, are scattered very sparsely along the lanes chiefly to the south and west and number only about a dozen in total. Although not part of the Conservation area, the buildings do contribute to Tadley's character and reflect its rural origins.

There are a few large older houses in the area including Bishopswood Grange and St Johns - each set in large grounds with outbuildings. The other properties are a variety of old houses and cottages. Number 3 Church Brook, currently undergoing renovation, is a derelict Grade II listed 17th century red brick cottage under plain clay-tiled roof, with the remains of a timber-framed barn and outbuildings.



View South over Rural Tadley

Church Brook Farm is a large plain cream-painted brick two storey house with tiled roof and adjacent outbuildings. Opposite this is a small farm cottage, cream rendered under a plain clay-tiled roof with dormer windows and a collection of barns and cattle sheds. In Rimes lane a single storey timber-boarded house nestles in an orchard setting, and Shaw Lane House, at the junction of Shaw and Rimes Lane is a large modern red brick house, partially hidden from view by trees and shrubs.



Tadley Place

At the end of Church Road (beyond the Conservation area) is a small brick bungalow under a tiled roof, and in Church Lane stands Tadley Place, a 16th century Grade II listed Tudor manor house of red brick with stone-mullioned windows, tiled roof and a massive four-flued chimney stack. A Grade II listed thatched, timber-framed and weather-boarded 18th century tithe barn belonging to Tadley Place and a single storey timber-built gardener's cottage are nearby.



Tadley Common Road

Also in Church Lane is The King's Peace, a new three storey timber-framed house built on the site of an existing bungalow, and Coombe House Farm, a square red brick farmhouse situated at the junction with 'Bonny's Hill', as it is known locally. Almost at rural Tadley's southernmost tip is The Old Place, a collection of vernacular buildings nestling together in a slight hollow. This group includes two large Grade II listed early 18th century weather-boarded timber-framed barns with plain clay-tiled roofs, an 18th century red brick, part timber-framed cottage and a large new but traditionally proportioned red brick farmhouse with sash windows and tiled roof.



18th Century Tithe Barn



Design Guidance for the Rural Landscape

The level of commercial viability of traditional farming may lead to proposals for diversification schemes. It is important that such proposals have long-term sustainability and do not have an adverse effect on the character of the rural landscape and its narrow access lanes.

Established hedgerows are a significant feature characterising the rural landscape of Tadley. It is noted that the Government is currently considering measures to protect such hedgerows on the basis of historic, archaeological, wildlife, landscape or amenity value and to permit local authorities to prevent their removal in certain cases.

Biodiversity is an important factor in maintaining the character of rural environments. Several local conservation organisations, such as the Hampshire Wildlife Trust, offer assistance and advice on improving the wildlife value of farmland.

Most of the edge of the urban areas of Tadley is sharply delineated from the rural areas. This is an important feature in conserving the character of the surrounding countryside.

- Farm diversification schemes should be encouraged where they support small scale local employment, but should maintain traditional farm buildings.
- Farmers and landowners are encouraged to maintain their hedgerows, and enhance biodiversity and the landscape in general, and to enlist the support of local conservation organisations to this end.
- Any new hedgerows should be of species appropriate to the area.

“The Old Place” - a modern development in sympathy with its rural setting.

Housing and Architecture in the Urban Areas

Housing and Architecture in the Urban Area

Tadley can be conveniently considered in five areas, each of a different character:

- the north west being the 1950s development due to the arrival of AWE
- the north east dominated by the 40 hectare Tadley Common and the old roads below it
- the central area to the west of the A340 developed principally from 1960 onwards
- the housing located in the rural area to the west and south
- the two Conservation Areas

North West Tadley

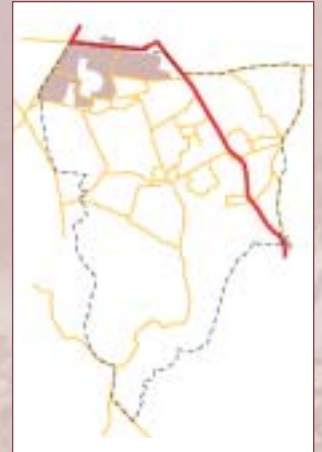
The majority of the area is made up of housing estates built during the period 1953-1956 for the then UKAEA (AWRE and later AWE) work force. It was designed as a self-contained residential area, with shops and amenities. The community atmosphere of this area is enhanced by Bishopswood Court, a complex of apartments for the elderly. Minter Court and Halstead House provide further apartments run by Housing Associations. There is also a development of social housing at O'Bee Gardens.



One of the AWE housing estates with wide verges and grassy areas

Although the AWE development has had a huge impact on the area, the layout and design of the estates are now seen by many townsfolk as an advantage because of the large areas of open space, grass verges, the retention of many trees and the well-spaced housing. Nearly all of the properties are now privately owned, many with extensions. As was characteristic of the period, only the larger houses were provided with garages, but communal hard standing areas were embedded within

the design. The houses are mostly semi-detached, others are terraced and of identical rectangular style with casement windows. The majority of properties are brick built. Some are part tile hung weatherboard at the front; some are white rendered. A few still have the pre-cast concrete exterior walls, usually pebble dashed or painted. All the houses have pitched roofs, the majority have concrete interlocking profile tiles (such as pantile design), the rest have plain concrete tiles. All the tiles are of various shades of brown.



At its eastern side, the AWE housing development has blended seamlessly with contemporary and later developments and infill. Franklin Avenue illustrates this well. This has a scattering of old properties mixed with a 1950s parade of shops with apartments above, and Town amenities buildings. There are also some modern residential cul-de-sacs of various styles.

The periphery of the AWE estate still has the old country lanes that retain the character of earlier times. At the northern end of the old established Heath End Road are some older properties. Worthy of mention are Exchange Cottage, The Lodge, and St Mary's Chapel, which are now private houses. Shyshack Lane retains many older hedgerows and a number of small cottages, built of local materials, and are interspersed with individual houses and bungalows of later design. Bishopswood Lane is a boundary of the town, with fields on one side, and a number of individual houses on the other.



Franklin Avenue with AWE housing blending into older properties



Housing and Architecture in the Urban Areas

North East Tadley



This part of Tadley is notable for the sweep of Tadley Common. The area has two distinct characteristics: the old roads which developed from rural tracks, and modern estate developments.

The largest of the modern developments is that built in 1960 to the north of Rowan Road. Its roads are spacious, and some open space was deliberately retained to break up the blocks of housing. The houses are of varying design and size, and whilst a variety of bricks and facings are used, they blend well together.



Tunworth Court and the New Inn

Included in this area are some blocks of flats. All apartments here have pitched tiled roofs with the exception of four storey Tunworth Court which has a flat roof and its overall design contrasts greatly with the 19th century New Inn next door. The flats in Giles Road are built above a minimarket. A number of the properties adjoining this area, in Stephens Road for example, have little or

no car parking space causing some road congestion. Rowan Road is only half developed because about half of the south side gives access to a large area of allotments. The majority of houses and bungalows here are semi-detached.

Another fairly large development is off Pamber Heath Road. This estate of five roads was built in the 1980s. It includes a number of bungalows and fairly large detached houses in a variety of designs, and every dwelling has a drive and garage.

One of the old roads, Broad Halfpenny Lane, is partly an unsurfaced track with a wide diversity of buildings thinly scattered along its length. These range from modern bungalows to old cottages, some of which were once small rural businesses. Adjoining this is West Street which although fully metalled, has no footpaths and is very narrow and winding. Again there is a wide diversification of property designs constructed over the years, a few set well back behind vegetation.

Notable is Albert West's single-roomed dwelling, brick built with a corrugated iron roof. Leading off West Street are some cul-de-sacs a few of which are currently being developed and expanded with modern houses.



Albert West's House

Apart from some small infill cul-de-sac developments, the rest of the area consists of old roads, sporadically developed over the years. The design of properties varies widely and styles include terraced houses, semi-detached and detached houses and bungalows.



Broad Halfpenny Lane - a partially developed rural lane

Most of the dwellings have garages or sufficient land to minimise parking on the road. A few properties were built in the early 1900s and are constructed with handmade reddish brick and pitched roofs of plain clay tile or slate.

Properties continued to be constructed through to the late 1960s. In this area the only exception was a small close of maisonettes built in the 1980s. The majority of other properties have been constructed mostly of mass produced bricks of varying tints of red, yellow, beige and brown. Some properties have dormer windows, hanging tiles, or wood/plastic cladding. The roofs are mainly constructed of interlocking concrete tiles, the majority being pantiles, rust or brown in colour. The windows and doors are in a wide variety of styles and materials. The whole area is notable for a considerable number of mature trees.



Pamber Heath Road - a tree lined road in North East Tadley



Housing and Architecture in the Urban Areas

Central Tadley

This area is built over the central valley to the west of the A340, and its main feature is its undulating terrain. With few exceptions it consists of housing estates developed at different periods from the 1950s to the 1990s. North of New Road are several estates developed at different periods with their respective and individual styles, the predominant housing being two-storey semi-detached and terraced houses built of various types and colours of brick under concrete tiled roofs. Building design also varies within the area, with white clad elevations in Reynards Close and tile hung elevations spread throughout but more noticeable in the newer properties on Barlows Road and adjoining Closes. These are interspersed with bungalows and small blocks of maisonettes of similar construction. Garage blocks in the area are clean and well maintained. The houses are well settled into the landscape, with the garden trees and shrubs giving the area an established character.



Christie Court - a modern apartment development.

The south side of New Road was substantially developed from 1979. The overall layout is a loop road with many cul-de-sacs. The roads are curved and the whole site has landscaped verges and open spaces. At the centre is a large green park that has a network of footpaths branching out to the various cul-de-sacs. The properties vary from flats, housing association maisonettes and starter homes to five bedroom detached houses. The construction of the majority of housing on the estate is brick in various colours with concrete tiled pitched roofs and casement and dormer windows. The exceptions are houses with white rendered walls; others have weatherboarding or Tudor style beamed exteriors. Christie Court is a modern apartment development in New Road nestling amongst established trees. It is brick built with wooden windows and doors and an arched lower storey car park. The top floor apartments have large balconies.



The Green is an old loop road at the highest point in Tadley and has some of the best views of the area. There are three side turnings giving access to private housing. The road that forms the boundary of the grassed area has a very wide mixture of architectural styles.



Pleasant Hill - with grass verges and well set back housing

Several undulating open grassy areas exist, used as play areas by local children. These generally follow the route of the stream running through the vicinity from west to east, which has been developed into a flood relief system.



At the west end of The Green there is a development of former council housing from the 1950s. In the main these houses are now privately owned. The housing on the other sides of The Green and adjoining close includes groups of terraced, semi-detached and detached houses

with some bungalows, all of which are brick built under pitched tiled roofs. Some of these have Georgian style windows. These latter properties are 20th century, apart from two much older cottages in a mix of commercial and hand made materials.

New Road is a significant road to the west. The housing along this road is again a mix of the old and the new, but all together, blending with each other. There are small early 1900s cottages and modern infill houses. Beyond the junction with Guttridge Lane, the road becomes predominantly rural in character.



Rectory Close (top) and Gravelly Close (below)



The Conservation Areas

There are two separate Conservation Areas designated 'Tadley Conservation Area' and 'Church Road Conservation Area', each with its own distinctive character. The former is more densely populated and encompasses the area known as "Old Tadley" which is adjacent to Pamber Forest. It is set within a network of narrow grass-verged lanes and mature trees and still retains its village atmosphere. The latter, the Church Road area, owes its development to the siting of St Peter's Church, of medieval origin with later alterations. The area is mostly rural and sparsely populated, with several historic dwellings. Grass verges, established hedgerows and mature trees, especially oak, border Church Road and the surrounding lanes and there are open views across the fields beyond.

Between them, the two Conservation Areas contain a Grade I listed church, a number of Grade II listed dwellings and many other notable buildings whose architecture and variety of building materials reinforce their historic character.

Tadley Conservation Area



Amongst the widely varying architecture, there are over 28 historic houses and cottages in this area, of which 6 are Grade II listed. Number 45 Main Road "Burrell's Farm" is reputed to be 15th century but is formally listed as 17th century. It has an oak-frame construction with brick infill panels painted white, although some original wattle & daub walls can still be seen. The roof is thatched and there is a tiled barn extension and outbuildings. Other cottages from the 17th and 18th century are of very similar construction, with hipped thatched or part-thatched roofs, or plain clay red-brown tiles and

features such as eyebrow dormers and irregular fenestration. Windows are small in size relative to later buildings in the area and are wooden casements; one has small leaded panes of glass. Doors on the cottages are principally of solid wood. Four of these listed cottages, Cons cottage, Crooked cottage and numbers 7 and 9 are situated in the picturesque Malthouse Lane with its gentle slope and twists. The remaining cottage is in Manse Lane.

A number of Victorian and early 1900s houses and bungalows are built of handmade red brick, mostly with plain clay tiled roofs, but two or three have slate roofs. Some have the original doors and wooden sash windows.

The majority of the remaining houses and bungalows are detached and were built between the mid 1940s and the late 1970s. All the more modern houses in the area have been constructed mostly of mass produced bricks of various colours. Some properties have dormer windows, hanging tiles, and one or two have cladding. The roofs are mainly constructed of profiled concrete tiles, the majority being of a pantile design, rust or brown in colour. The window design is mainly large-pane casement but some are Georgian style in plastic or wood; there is a variety of door styles.

Burrell's Farm - just off the A340



Of particular note are some of the historic unlisted properties such as the impressive Fairlawn House with its old coach house and walled garden, thought to date from about 1750. Others are the 18th century Vine Tree Farm with its wooden granary on staddle stones and the Old Malthouse dating from the 1800s, once a Public House. There is a number of other quaint cottages dotted around the area. Almost every property in this area has a garage.

Cottage in Malthouse Lane





Church Road Conservation Area

Property types and ages vary but most are mature detached houses set back from the lane in large established gardens, a feature which contrasts sharply with the urban areas of Tadley to the north. The most significant characteristic of this Conservation Area is that the area of developed land is vastly exceeded by that of open rural landscape.

At the southern end stands St. Peter's Church which is Grade I listed and of outstanding national importance. Small and simple, it dates mainly from the 17th and 18th century with a 13th century nave and Tudor door-frame.



St Peter's Church

There are five Grade II listed buildings. Hawley Farmhouse, early 19th century with a symmetrical facade and hipped roof, is set at the north end amid traditional farm buildings including a granary on staddle stones, also listed. Pound Farmhouse and Barn Close House are a short distance apart in the centre of the Conservation Area and both date from the 18th century. Pound Farmhouse has one large chimney stack, walls of red brick under a plain clay-tiled roof and small-paned casements. Barn Close House, set in a large garden with mature trees has white painted elevations, a tiled roof and attractive casements with pointed lights. Hatch Cottage, situated close to St Peter's Church, dates from the 16th century and is of timber cruck framed construction under a thatch of longstraw, with the cruck frame exposed on the north gable.



Hatch Cottage

Several unlisted 19th century buildings, generally of simple vernacular form, enhance the local character. Bishopswood Grange in Church Brook is a red brick 19th century house partially hidden in a large mature wooded plot. Foxley Barn is a large red brick weather-boarded and slate-roofed house converted from a 19th century barn, opposite which is Garden Cottage, of white painted brick with small-paned casements under longstraw thatch. Immediately behind Garden Cottage, partially obscured from the lane, is Coachman's Cottage, also thatched.



Church Road

Design Guidance for Housing Developments

The townsfolk cherish the diversity of design, and do not seek to have a definitive 'Tadley' style. However, developments should retain the characteristics of that particular part of the Town. Two things however, can be thought of as characteristic of Tadley as a whole: the wealth of trees, with many large mature specimens, and in the residential areas, houses set well back from the road with wide verges and open grassy areas.

- New developments, including shops, should be designed to enhance the environment by using quality materials.
- New housing developments should be served by roads designed for local access whilst discouraging through traffic.
- Any housing development that is within one of the areas of Tadley as described in this Statement, should be undertaken with the utmost care to preserve the predominant scale, style and density of the existing buildings and landscape of that area.
- Housing developments should be landscaped, where possible, to include broad grass verges and any existing mature trees. The provision of open spaces within housing developments is much appreciated, and should be a standard feature.
- New houses should harmonise with existing residential styles, whilst avoiding uniformity, and should generally be no more than two storeys.
- The introduction of energy saving and new construction methods, such as prefabricated sections, should be encouraged, provided that the exterior design of the buildings is in keeping with the character of the surrounding area.
- Design should generally follow the traditional pitched roof style with a central ridge, gables and tiling to match the surrounding area. Rooflights should preferably be placed at the rear of buildings, to preserve the aesthetic appearance of the roofs.
- The use of flat roofs on dormer windows should be discouraged.
- Houses should have suitable garages or hard-standing areas to avoid the need for dangerous kerb-side parking which also detracts from the appearance of the street. Garages should match the style and materials and respect the form of the main property and not dominate it.



Amenities

Public Buildings

Schooling has been voted by townfolk including school children as being one of the most important amenities. Spread throughout the community are two Infant, two Junior and one Primary school, the last dating from 1877, which is in contrast to the Burnham Copse Junior school with its modern circular design built in 1984. Local Secondary schooling is provided by the Hurst Community School, just outside the town's boundary.

Tadley School with its Victorian Facade



The oldest Tadley churches are the 13th century St Peter's Anglican Church, and the early 18th century Old Meeting House, now the United Reformed Church, each of which is in one of the two

Conservation Areas. There are a further seven churches from the more modern period covering Anglican, Methodist, Catholic, and Gospel, and the Salvation Army, which dates from 1907. The architecture of all these later buildings differs widely. Tadley has burial grounds associated with two of the old churches, and in recent years a local authority burial ground has been added alongside St Peter's Church.



The Library

Medical needs are catered for by two surgeries, one in the north and one in the central area of Tadley. There is also an NHS centre for psychological illnesses. There are three pharmacies, two dental practices and an optician. For those with pets, there are two veterinary surgeries.

The church and three community halls play a major role and the most modern is the multi-purpose building in Newchurch Road. In the central area of the town are housed the Police and Fire Stations, and the library, of a radical glass-walled style which received a mixed reception. The east end of Franklin Avenue is the site of the Town Council Office and Citizens Advice Bureau,

together with a large medical practice and the Ambrose Allen Centre – a facility for the elderly. These three buildings are on adjacent plots and built in a matching single-storey style.



The Salvation Army on Mulford's Hill (notice the overhead cables)

Social activities are catered for by the Ambassador Club and local clubs covering a wide range of hobbies and sports, and the Scouts, Guides and Cadets have dedicated facilities. The social scene is completed by six public houses (including The Falcon and The Cricketers just outside or on the boundary) spread throughout the area, three of which were built in the 1824 to 1851 period. They are the Fighting Cocks, seen when entering Tadley from Basingstoke, the New Inn in Rowan Road, built of local handmade brick and clay tile, and the Fox & Hounds in the central area adjacent to the shops. The sixth is The Treacle Mine built in the early 1900s.

The disabled and the elderly are catered for by the Ambrose Allen Centre, Heather House, Bishopswood Court, Bethany Rest Home, Mothe's Houses and specialized provision for handicapped young people.

The Council Offices, Citizens Advice Bureau and Ambrose Allen Centre



Leisure Facilities

The provision for sport in the Town has been strongly influenced by two facilities just outside the boundaries. These are The AWE Recreational Society and the Hurst Leisure Centre. The former is officially for the use of the AWE employees, but the establishment has always allowed a percentage of membership to local residents. It has squash and badminton courts and extensive facilities for field sports. This has tended to discourage the provision of local facilities in the town. The Hurst Leisure Centre is associated with the Hurst Community School in Baughurst. It has a fitness centre, indoor sports facilities, a projectile hall and a small swimming pool that is available out of school hours. There is also an over 50s' Club. Membership of the centre is open to anyone by annual membership or hourly payment.

Sports Facilities - Tadley has a state-of-the-art swimming pool built in 2000, voted locally by townsfolk to have been an overwhelming success. It has a floating floor that makes it suitable for primary school children and disabled people. Built of brick with a tiled roof and glazed ridge, it has one full glass wall facing towards the road, and is provided with an adequate car park. It is situated in a wooded area just off the roundabout at the bottom of Tadley Hill. The local school children voted the pool as the best thing in Tadley. Its success shows there is potential for serious sporting investment in the town. The children's next request was for more football pitches.



The swimming pool in its woodland setting

Although there is only one full-sized football pitch, at The Green, many public grassed areas for outdoor games are available. On Tadley Common Road, there are four hard tennis courts, operated by the Calleva Tennis Club, which also uses the three hard courts in Pamber Heath, bordering Tadley. One court belongs to the Turbary Allotment Charity and is available for public use. The Tadley Rugby Club has good facilities a mile or two outside the town. On the North West of Tadley, there is a nine-hole golf course and driving range. These were built as a private enterprise, and are available for public use by club membership or direct payment.

Open Spaces - A large part of Tadley is rural, and thus might be considered as open space. However, this section is concerned with open space freely accessible to the public. The 40 hectare Tadley Common is the biggest public open space in Tadley. It is administered by the Turbary Allotment Charity, whose Trustees are the Tadley Council. The majority of it is wild furze and heather with walking tracks. Some parts of it have been adapted for sports use. Although not in Tadley, Pamber Forest, immediately to the east of the town, provides a leisure facility for the townsfolk. It is freely available to everyone, and is popular for walking and nature studies and there is an abundance of wildlife including Roe and Muntjak deer. There is a good number of public footpaths within the rural and urban areas, which are used for recreational walking as well as being functional.

There are many small formal play areas for the younger children. These are all provided with play equipment and approved child-friendly surfacing. They can be found on The Green, Wigmore Heath, Giles Road, Southdown Road, Broad Halfpenny Lane, West Street, and in the development to the south of New Road. The Turbary Allotment Charity has provided a skateboard park and an aerial runway on Tadley Common. These have been much appreciated by local children.



The Green

Some of the modern estate developments have small open spaces, sometimes with plantings of trees and shrubs. Bowmonts Road and the development south of New Road have these, and there are several in the AWE estate areas. They are not intended for formal ball games but provide breathing space and informal play areas amid the housing and allow an area for smaller children to play close to home.

Allotments - There are two sets of allotments within Tadley. Some areas not cultivated are used for grazing. They are on the south side of Rowan Road and some behind the houses on the north of Bowmonts Road and provide a pleasant open feeling within the area.



Shops and Restaurants

Prior to the major expansion in 1950, there were no restaurants and only a few village stores based around individual family houses. It was not until expansion started that purpose-built groups of shops - and later restaurants - were added. Many of the shops have apartments or offices above, and the architecture varies considerably, some having flat roofs and others having tiled pitched and some gabled roofs, whilst others have dormer windows. The facades are brick, brick & tile hung, or brick and weatherboarding.

The unstructured nature of the housing developments has resulted in the shopping facilities being clustered principally in four separate areas. The majority are centrally situated, adjacent to the large supermarket and are on both sides of the busy A340 at Mulfords Hill. Close by, along Franklin Avenue, are further groupings including a smaller supermarket. The third group is at Bishopswood Road, in the AWE housing estate, and the final group is in Heath End Road just outside the Tadley border. In all, there are at least 30 shops excluding estate agents, takeaways, restaurants, pharmacies and banks.



A Mulfords Hill parade of shops (notice the flat roof)

There is one general store just off Rowan Road, which incorporates a Post Office, serving the southern area of the town. There are further Post Office facilities available in the central and AWE shopping areas, and a further two within general stores just outside the northeast and Heath End borders of Tadley. There is one large store that sells a wide range of products including domestic appliances, electrical goods, furniture, beds and toys. Some of the other smaller shops cater for specialist needs including such things as bridal gowns, musical instruments, cycling, golf equipment and pet supplies.



The new supermarket

The supermarkets, the convenience stores, the range of local shops and the central petrol station cover the everyday needs of residents, but the townsfolk commented that Tadley lacks a major clothing store, a coffee/tea room and a family restaurant - the nearest of these latter facilities are only available in and around Basingstoke, seven miles away.



Franklin Avenue shops

There are two restaurants - a Chinese and an Indian. For ready-cooked food there is a range of takeaways, which feature fish & chips, chicken, pizza, deli, Chinese and Indian food. Snacks and larger meals are available at the six local public houses and the golf course clubhouse.



Bishopswood Road shops - recently refurbished



Businesses

Tadley is a thriving community with a good cross section of businesses in and around the area, which provide services and employment opportunities for the residents. Although outside the boundary of Tadley, AWE is still the major employer in the area. It was opened in April 1950. Today it is still the largest employer in the area employing about 3500 people.



Just outside the Tadley boundary, in West Berkshire, is Calleva Park, which is a purpose built development set amongst trees and offers both office and light industrial units of varying sizes. There have been about 50 businesses established on this site, with room for further growth. Travelling a little further away from Tadley around the perimeter of AWE is Young's Industrial Estate, which houses over 30 businesses, ranging from light engineering to a removal company and a cabinetmaker. Whilst all of the previously mentioned are in West Berkshire just outside the Tadley boundary, they represent a range of local services and employment opportunities for Tadley residents.

Brick Kiln Yard on Silchester Road just inside the borders of Tadley, lies well back and can barely be seen from the road, and has units that accommodate several businesses. Within Tadley itself there are about 200 businesses ranging from the traditional besom broom makers, which was the original industry in Tadley, to the professionally set up Computer Support Services that is perfectly in keeping with the 21st century. The majority of businesses are very small, ranging in size from the self employed sole trader working from home, to a maximum of about 10 employees. The range however is very wide and provides almost any product or service that may be required in every day life - builders, plumbers, electricians,

specialist carpenters, glaziers, garden suppliers and landscapers, painters and decorators. Motorists are also well catered for with garages, spare parts suppliers, tyre fitters, and mechanics. The town has one petrol station, which is fairly central on the A340 but there is a second just outside the northern boundary.

Brick Kiln Yard



Tadley is also well provided with support services for both the residents and the businesses within the town with three banks, a firm of accountants a firm of solicitors, estate agents and a business training school in Tadley Court.

Small businesses



The layout, architectural design and construction materials of all the industrial and business facilities vary significantly. They range from converted housing, one-off or groups of purpose built units, to a larger landscaped estate. However, all are low-rise buildings of no more than two storeys and most blend well with the general architectural character of Tadley.



Design Guidance for Amenities

One of the characteristics of urban Tadley often remarked upon by visitors, is the wealth of mature trees and open spaces. This is a feature that the townsfolk would all wish to retain.

- Open spaces, which include recreation grounds, playing fields, common land, meadows, allotments and the adjoining Pamber Forest, should be protected so that the community can continue to enjoy such areas.
- Developers are encouraged to provide playgrounds to the high standard currently to be found in the town.
- Developments which increase the areas allocated to recreation and provision of outdoor activity areas should be encouraged.

There is an extension to the town burial ground on land adjacent to the Church Road Conservation Area and opposite St Peter's Church. It is important that the nature of this development does not adversely affect the character of its countryside setting.

- The burial ground:
 1. Should use landscaping and planting of indigenous tree and hedgerow species, so that it does not adversely affect the environment and setting of St Peter's Church.
 2. Should employ such natural screening along the northern boundary as is required to hide the car park on the crest of the hill, thereby protecting the rural view southwards.

The opinion of all the groups canvassed indicated a need for a wider range of shops to include clothing, toys, and also family restaurants. The local school children felt the town had too narrow a range of outlets. They specifically mentioned cafés, clothes shops, sweet shops & toy shops. In general the townsfolk hope that it will be possible to achieve a balanced variety.

- Applications to release brown field sites for the development of further shops and restaurants, should be treated sympathetically, so long as they are designed to be in keeping with the area, and in accordance with National and Local Plan policies.

- In common with nearly all towns, the problem of vandalism and graffiti needs to be addressed. Use should be made of graffiti-resistant materials or those that can be easily cleaned if they become defaced. In view of the limited policing services in the town, it will probably be desirable to have CCTV cameras installed. These should be of a design and appearance to blend with their surroundings.
- Initiatives should be introduced to encourage all businesses to maintain their premises and surroundings to a high standard. This would increase civic pride and ultimately improve the business potential.
- Some benches are already provided in public places about the town, and more would be welcome. These are particularly useful on the hills and between the three shopping areas. There is no necessity for uniformity, but consideration should be given to quality of design and construction.

The wealth and sustainability of the town relies on the employment opportunities that new businesses may bring. To this end they should be encouraged, provided they do not lead to unacceptable noise, traffic flows or pollution.

- Commercial design should be sensitive to environmental issues, including noise, traffic generation and pollution, and should be landscaped to enable them to blend in with the surroundings.
- New developments, including shops, should be designed to harmonise with the environment by using suitable building forms, styles, colours and textures, and quality materials.
- The Town has a number of unsightly dilapidated properties. The Authorities should persuade the owners of such properties to improve them to the standard of the surrounding environment.
- Communication masts and pylons do not enhance the environment, and are rarely specifically designed to blend with it. Much care must be taken in the positioning and design to minimise visual intrusion. Mast sharing should always be a consideration.

NOTE: It should be noted that most of the Design Guidance given earlier for housing development, is also applicable to this section.



Infrastructure

Tadley is divided in two by the A340 road that has a heavy volume of traffic, especially in rush-hour periods. The load is exacerbated by commercial and heavy vehicles. The traffic build-up through the town is compounded by three pedestrian crossings, a roundabout and a set of traffic lights; this is worsened at Tadley Hill during school opening and closing times. The congestion causes many vehicles to divert through the surrounding roads and lanes, in particular Pamber Heath Road, Fairlawn Road and Winston Avenue. In the last of these there is damage to banks and verges, and many others are showing similar signs of wear. In addition, speeding on the narrow lanes, which are sometimes hilly and winding, is a hazard to residents and walkers.

There are also other routes which are busy, even though they are residential. Some of these are bus routes. No formal cycle-ways or traffic-calming measures exist, apart from those newly introduced on Mulfords Hill. The whole length of the A340 contains a significant number of traffic signs.



The A340 up Main Road - the southern entrance into Tadley

The majority of roads built prior to the 1950s have overhead electric and telephone cabling via wooden poles. In the lanes these are somewhat disguised by the mature trees. Cabling was more commonly placed underground after that period. There is modern lighting on some major through roads, such as the A340, Rowan Road and Franklin Avenue, and also on most of the residential roads and large estates, unlike the older routes and lanes through the Conservation Areas, which retain their original appearance.

There are five bus services serving Basingstoke, Reading and Newbury, with access predominantly from the Mulfords Hill (A340) shopping area. Very few lay-bys for buses are available on the routes through Tadley. There are three school bus services and a number of voluntary bus services for older or disabled persons. Local taxi services are also available.

The Supermarket has a large car park that also serves the Public Library. There are a few purpose-built parking spaces alongside the other Tadley shopping areas, and most halls and churches have off-street parking. A number of residential roads are crowded with parked cars, for example, Stephens Road and Whitedown Road, where garaging or off-street parking is limited. Some central garage blocks on estates developed during the 1950s and 1960s are becoming less used and almost derelict.



Bishopswood Lane

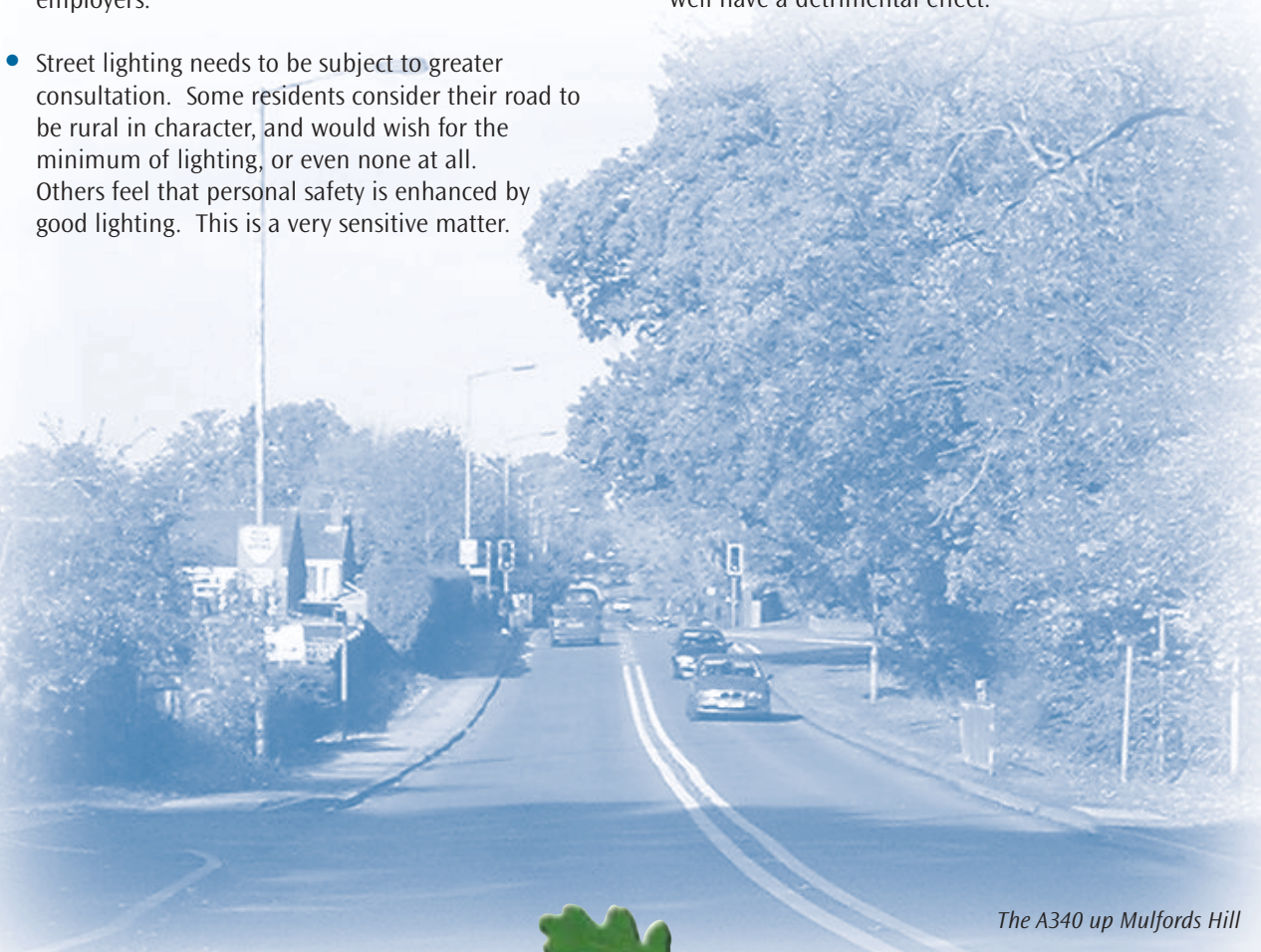
There are numerous pleasant country lanes and many footpaths between housing areas leading to allotments, meadows, farmland, Pamber Forest, Tadley Common and the surrounding countryside. The footpaths range from gravel and grass to asphalt. Hedgerows and numerous mature trees line the asphalted lanes and footpaths in the Conservation Areas. Many of the other roads still have their original hedgerows and trees, retaining the rural feeling, even though the majority of the roads have footpaths. A network of small roads and cul-de-sacs has been incorporated into the larger estates.



Design Guidance for Infrastructure

There have been many comments by the local residents about increasing traffic and excessive speeds particularly in the residential roads. The use of traffic calming may well be called for.

- The design of measures to deter the use of residential roads as 'rat runs' should be subject to careful consultation with the residents.
- Road signs should be restricted to the minimum appropriate for maintaining road safety. Where possible they should be clustered to minimize the number of poles needed.
- Pedestrian safety is a concern to residents and safe crossings of the A340 should be provided as appropriate, and carefully sited taking into account pedestrian needs rather than road traffic flows.
- Hedgerows and verges bordering road footpaths should be regularly maintained to ensure the safety of pedestrians and retain the appearance of the road.
- The opportunity should be taken on new developments to expand the network of footpaths and add cycle routes leading to the town and local employers.
- Street lighting needs to be subject to greater consultation. Some residents consider their road to be rural in character, and would wish for the minimum of lighting, or even none at all. Others feel that personal safety is enhanced by good lighting. This is a very sensitive matter.
- When replacing old street lighting or installing new, designs should be adopted that minimise light pollution, and are the minimum necessary to ensure safety and security. This should be subject to local consultation.
- Overhead cables, such as telephone or electrical lines, should be avoided for any development, however large or small, because of their detrimental effect on the skyline and views. Where possible existing overhead cables should be buried.
- Any new development, even brownfield or infill sites, should be strongly opposed if it places an unacceptable burden on the existing road infrastructure which would add to road congestion and parking difficulties.
- Some roads in the urban areas are not entirely flanked by housing; this may be due to the intervening space being Turbary Allotment Trust land in the north, or agricultural land in the south. It should be noted that these areas that have rural characteristics are unlikely to retain any character without the greatest care in development and even the provision of footpaths and street lighting might well have a detrimental effect.



The A340 up Mulfords Hill



Acknowledgements

This Statement was initiated by the Tadley Town Council, but carried out independently by a group of local volunteers. Survey teams roamed the area to capture the street data, publicity was arranged in order to gather opinions, editing and photo production teams were kept busy. The whole project has taken over two years and it would be difficult to identify everyone who contributed. However, the Management Team would like to thank them all for their various contributions to the project.

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Public Consultation

13 March 2002	Public meeting
22 March 2002	Letter to attendees of meeting held 13 March 2002
9 April 2002	Annual Town Meeting, guest speaker spoke about village design statements
17 April 2002	Public meeting
18 April 2002	Letter to attendees of meeting held 17 April 2002, local churches, businesses, schools, media.
8 May 2002	Public meeting
28 May 2002	Public meeting
June 2002	Progress on VDS reported via Town Council Newsletter
6 July 2002	First workshop
31 July 2002	Public meeting
August 2002	Progress on VDS reported via Town Council Newsletter and questionnaire sent to every household in the town
26 September 2002	Public meeting
17 October 2002	Questionnaire sent to schools
19 October 2002	Second workshop
November 2002	Progress on VDS reported via Town Council Newsletter
20 November 2002	Public meeting
February 2003	Progress on VDS reported via Town Council Newsletter
12 February 2003	Meeting with Basingstoke & Deane Borough Council
8 April 2003	Presentation at Annual Town Meeting
September 2003	Progress on VDS reported via Town Council Newsletter
13 September 2003	Third workshop

In addition there have been twelve publicity articles in the Tadley Gazette and three in the Newbury Weekly News. A permanent page has been on the Tadley Internet Roundabout website throughout the period.

