

ALTON AREA MASTERPLAN



The Case for Change

The Alton area is in need of positive change and upgrades to avoid an overall decline in the building stock, public spaces and community facilities. The intervention areas that have been identified require a comprehensive approach to achieve genuine and long term benefits for residents and to ensure that Alton can play a stronger role in meeting the needs of the wider Roehampton community. This will also set the stage for other long term investments by the private and public sectors around the area.

Masterplan Focus

With new investment the Alton area could offer more attractive and welcoming local centres, with a wider range of shops and services. It could be home to higher quality leisure and retail uses to meet residents' needs and bring more visitors to Roehampton to support the local economy. There is the opportunity to create new homes and a better place to live on a day to day basis. The masterplan focuses on four key areas:

1. Revitalising Danebury Avenue and the Town Centre
2. Revitalising Portswood Place to create a new Park Centre
3. Providing higher quality homes that are linked to Roehampton Lane
4. A new park for Alton, creating new connections to Richmond Park and Roehampton Lane



A REVITALISED TOWN CENTRE

THE OPTIONS – A REMINDER

1: Focused Intervention



Option 1 proposed that all buildings were retained and refurbished to better suit the needs of the residents who live here and those who use the Town Centre shops and services. Streets and public spaces would be decluttered and upgraded, with a re-landscaped village green as a focus for social life and activity.

2: Targeted Redevelopment



Option 2 proposed that the retail parade and the Co-op building were demolished and the sites redeveloped to accommodate new homes with retail and community services at ground level. Allbrook House would be retained and refurbished to a higher standard internally and externally. Spaces for new shops and community uses would be constructed where the library and the car park are today. Streets would be decluttered and upgraded, and the green would be re-landscaped with active uses fronting onto it.

3: Comprehensive Redevelopment



Option 3 proposed that all buildings in the Town Centre would be demolished to make way for residential buildings with active retail and community uses at ground level. A new venue for communal and cultural activity would sit at the centre where Allbrook House is today. The overall public realm would be decluttered and upgraded to create a safer and more welcoming Town Centre.

THIS IS WHAT YOU SAID



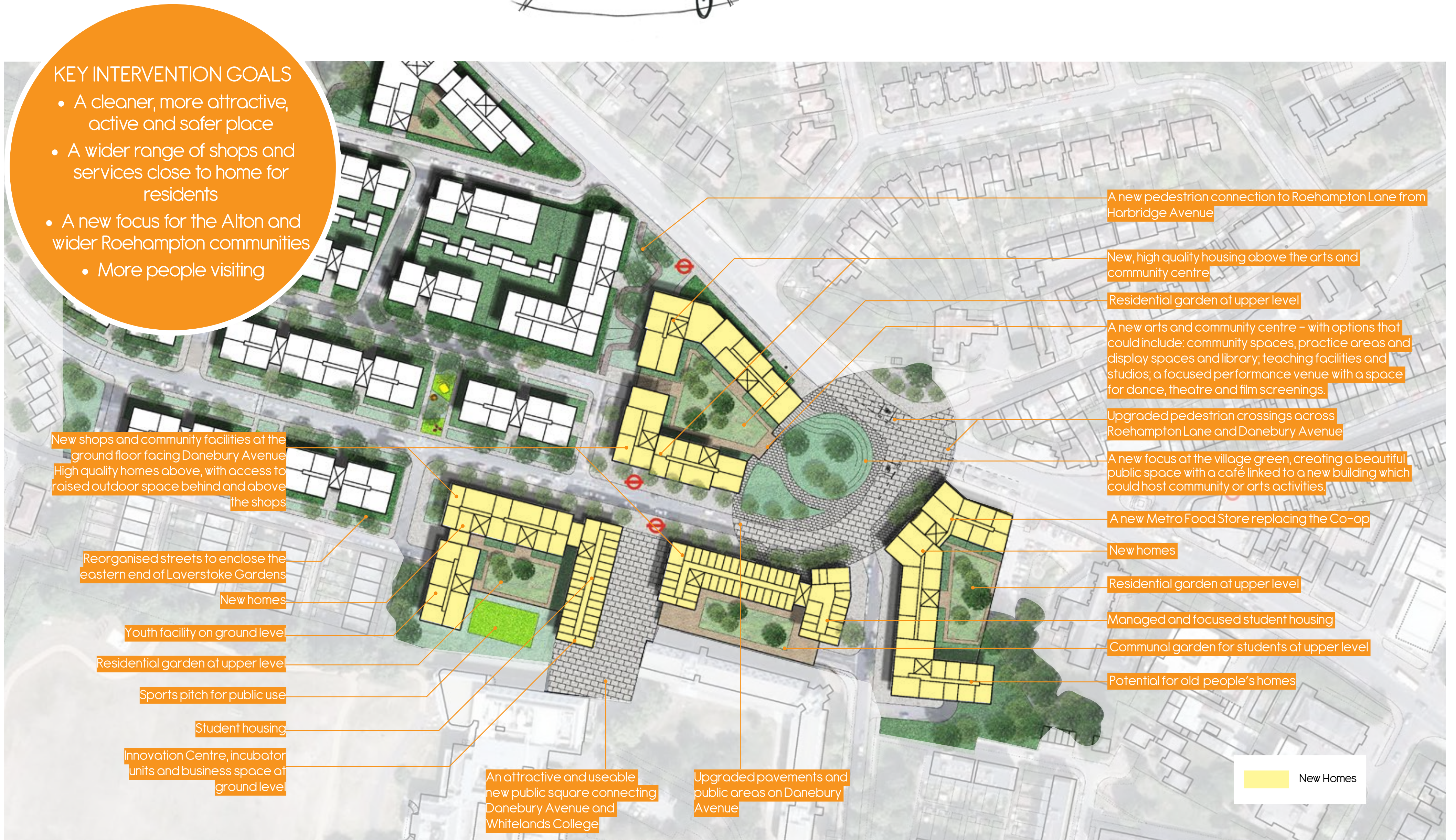
A REVITALISED TOWN CENTRE

THIS IS THE PREFERRED OPTION

The Town Centre at Danebury Avenue will be transformed, benefiting the residents of the Alton Estate and the wider Roehampton community. New shops, new homes, business spaces and a new place for arts or community activities will be matched by transformation of public spaces, pavements and streets.

Existing homes will be replaced and re-provided and new homes added. Residents will be able to stay in this location or move to other areas on the Alton Estate where new homes will be constructed. Student housing could be focused here, allowing other areas to have year round and permanent residents. There will be more residents in the area overall.

The village green will be transformed, and a new public square will connect Danebury Avenue to Whitelands College. More and improved connections will make the centre easier to walk to. These incentives will encourage more people to visit, including residents who have moved to Roehampton in recent years, which will help support better shops and services.



A REVITALISED PARK CENTRE

THE OPTIONS – A REMINDER

1: Focused Intervention



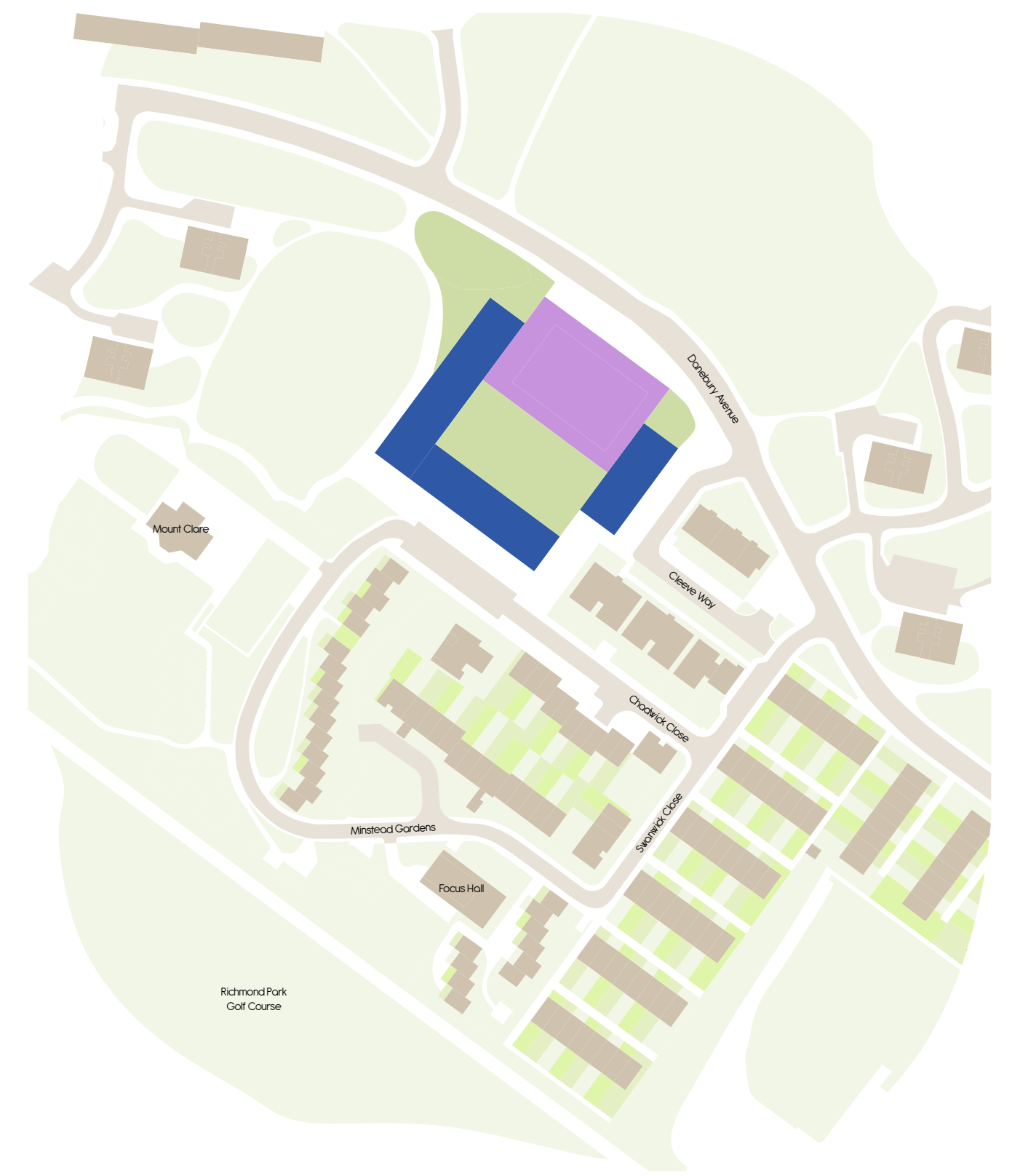
Option 1 proposed to demolish the Portswood Place local shops and the Methodist Church to release space for a new multi-purpose community hall and new homes along Minstead Gardens.

2: Targeted Redevelopment



Option 2 proposed to demolish the Portswood Place local shops, the Methodist Church, 13 bungalows and the Sheltered Clubroom to accommodate a combined multi-purpose community hall and health/sports centre. The Mount Clare students housing would be relocated to the Town Centre, and new homes provided along Minstead Gardens.

3: Comprehensive Redevelopment



Option 3 proposed to demolish the Portswood Place local shops, the Methodist Church, 15 bungalows and the Sheltered Clubroom and relocate Alton Primary School to this central location. A new combined multi-purpose community hall and health/sports centre would be located towards Danebury Avenue. The Mount Clare students housing would be relocated to the Town Centre.

THIS IS WHAT YOU SAID



A REVITALISED PARK CENTRE

THIS IS THE PREFERRED OPTION



Portswood Place will be transformed with a focus on a range of new community facilities, services and shopping. This area will become the heart of Alton, and act as a bridge between the Alton Park and Richmond Park. The scheme proposes a high quality approach towards signature buildings, landscaping, the park, public spaces and pavements. There are also opportunities for new homes.

KEY INTERVENTION GOALS

- Revitalise this key location within Alton
- Create a new generation of community services meeting the best needs of residents through the highest standards of facilities
- Upgrade landscape, public spaces, streets and pedestrian connections in all directions



HIGHER QUALITY HOMES

THE OPTIONS – A REMINDER

1: Focused Intervention

2: Targeted Redevelopment

3: Comprehensive Redevelopment

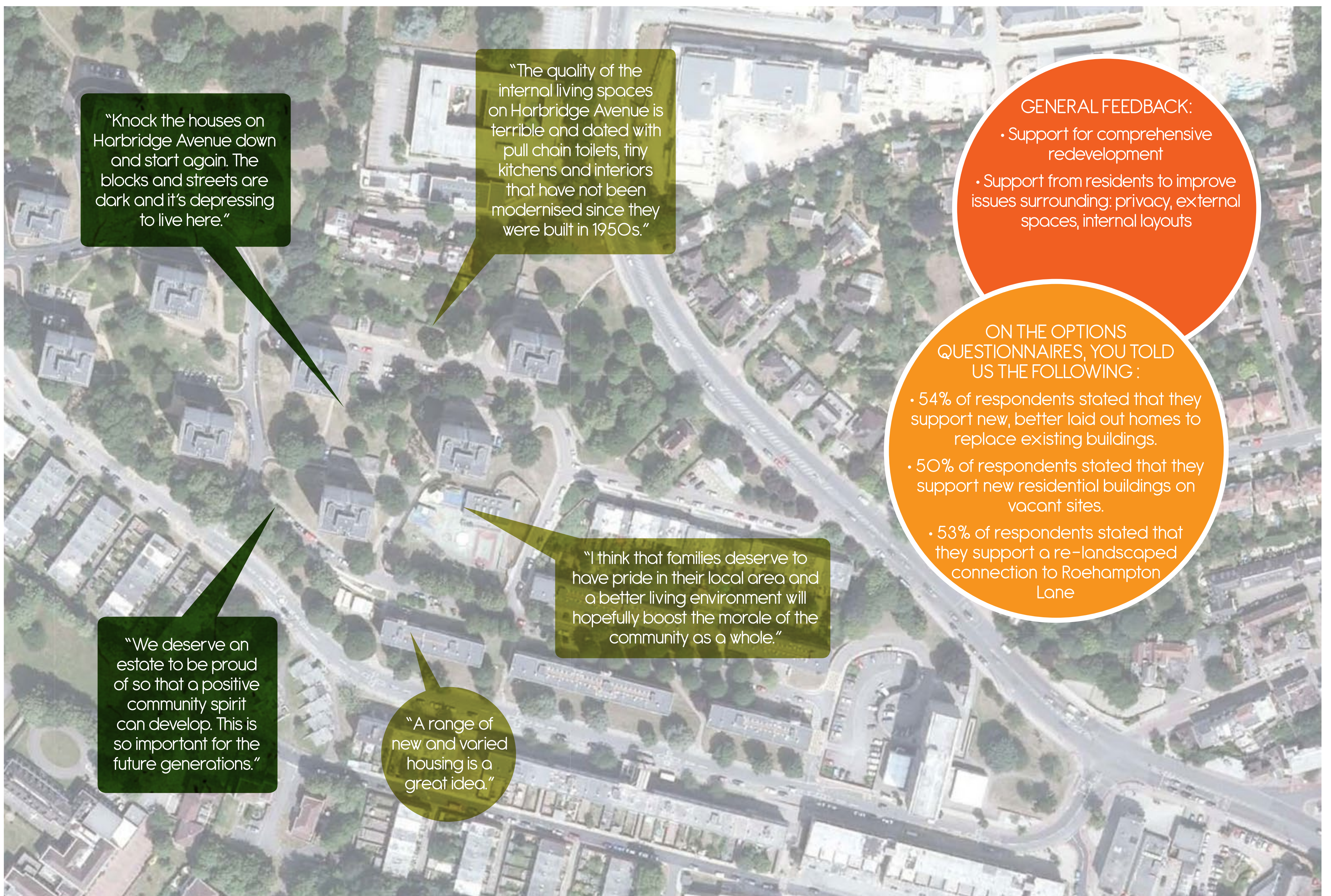


Option 1 proposed a new high quality residential building between Roehampton Lane and Kingsclere Close, demolishing one house and 8 garages that are there today.

Option 2 also proposed a new residential building between Roehampton Lane and Kingsclere Close, as well as new higher quality homes between Danebury Avenue and Lovestoke Gardens. New pedestrian connections would be provided between Roehampton Lane and Ellisfield Drive. A residential building with ground level retail and community uses replaced the Roehampton Sports and Fitness Centre, which would be relocated to Portswood Place.

In addition to the proposals contained in Option 2, this option proposes to demolish the existing housing between Kingsclere Close and Danebury Avenue and replace it with homes that respond better to the level changes, the streets, and the needs of residents. Option 3 also proposes to demolish 166 Roehampton Lane and relocate the services to Portswood Place. A new residential building and an improved pedestrian/cycle link was proposed in its place.

THIS IS WHAT YOU SAID



"Knock the houses on Harbridge Avenue down and start again. The blocks and streets are dark and it's depressing to live here."

"The quality of the internal living spaces on Harbridge Avenue is terrible and dated with pull chain toilets, tiny kitchens and interiors that have not been modernised since they were built in 1950s."

"We deserve an estate to be proud of so that a positive community spirit can develop. This is so important for the future generations."

"A range of new and varied housing is a great idea."

"I think that families deserve to have pride in their local area and a better living environment will hopefully boost the morale of the community as a whole."

GENERAL FEEDBACK:

- Support for comprehensive redevelopment
- Support from residents to improve issues surrounding: privacy, external spaces, internal layouts

ON THE OPTIONS QUESTIONNAIRES, YOU TOLD US THE FOLLOWING:

- 54% of respondents stated that they support new, better laid out homes to replace existing buildings.
- 50% of respondents stated that they support new residential buildings on vacant sites.
- 53% of respondents stated that they support a re-landscaped connection to Roehampton Lane

HIGHER QUALITY HOMES

THIS IS THE PREFERRED OPTION



The residential neighbourhood between Roehampton Lane, Laverstoke Gardens, the Town Centre and the Tangleby neighbourhood will be transformed. This is an opportunity to provide new housing that reflects today's standards, internally and externally. All outside spaces will be upgraded and useable open spaces provided for residents.

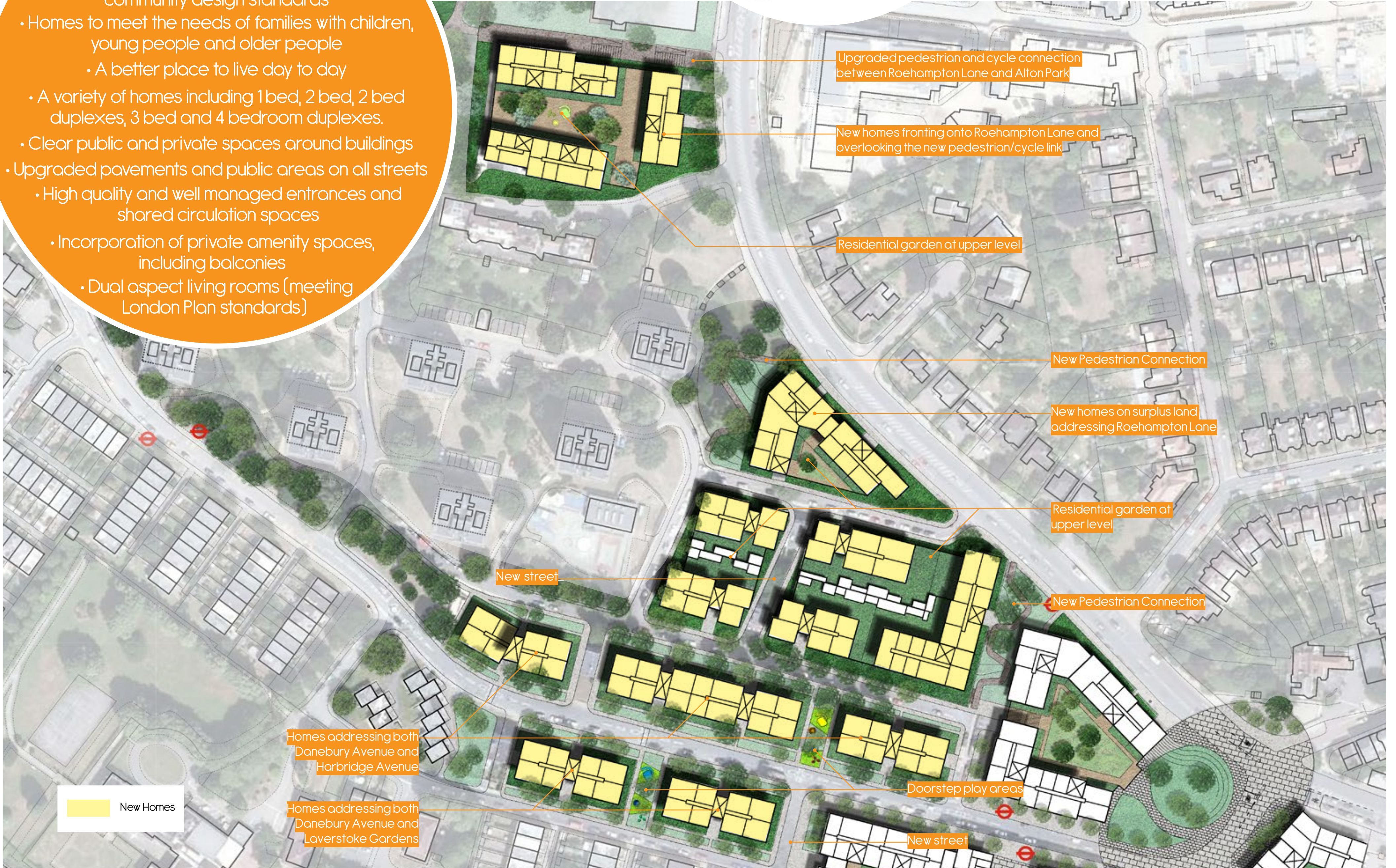
Existing homes will be replaced and re-provided. Residents will be able to stay in this location or move to other areas in Alton where new homes will be constructed. New rules will aim to contain and organise private rented housing to provide a focus on homes for long term residents.

Surplus land along Roehampton Lane will be used to provide new homes and create a new high quality façade to the street. Activities at 166 Roehampton Lane will be relocated to the Park Centre at Portswood Place or to the Town Centre, which will release space for new homes. New landscaping and trees will create an avenue character along Roehampton Lane and provide screening from traffic.

New pedestrian connections will be established between Roehampton Lane and Harbridge Avenue and the existing route along 166 Roehampton Lane will be widened and upgraded.

KEY INTERVENTION GOALS

- A cleaner, safer, better managed environment that meets current housing and community design standards
- Homes to meet the needs of families with children, young people and older people
- A better place to live day to day
- A variety of homes including 1 bed, 2 bed, 2 bed duplexes, 3 bed and 4 bedroom duplexes.
- Clear public and private spaces around buildings
- Upgraded pavements and public areas on all streets
- High quality and well managed entrances and shared circulation spaces
- Incorporation of private amenity spaces, including balconies
- Dual aspect living rooms (meeting London Plan standards)



Examples we can learn from:



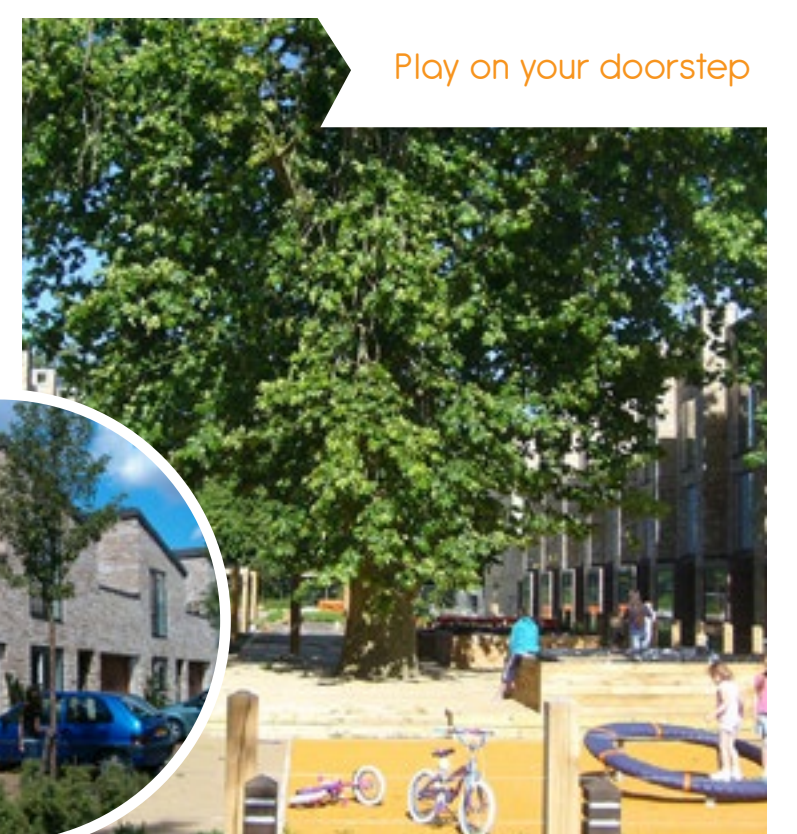
New homes addressing Roehampton Lane and the Alton area



Site specific buildings that relate to level changes



A clear definition of what is private and what is public space



Play on your doorstep

A NEW ALTON PARK

A REMINDER OF THE PREVIOUS PROPOSAL



Examples we can learn from:



A NEW ALTON PARK

THIS IS THE PREFERRED OPTION



A new bus stop conveniently located outside the Welbeing Centre



Growing gardens: a place for the community to grow fruit and vegetables



Woodland play: new play areas amongst the trees



An events field for sports, informal play and community activities



Shared surface for pedestrian priority



A meadow with areas of wildflower and tall grass



Connection to Richmond Park: open accessible and safe



Wellbeing and play: sheltered and secure play and flower gardens



Cafe in the park



A flowing ribbon path, wide enough for a cycle lane and generous footpath, with no-slip material



Mount Clare: a new public garden



Woodland garden beneath the existing trees



Stage and amphitheatre: outdoor performances and public seating area



The new paths will join together the new facilities and the residential areas

OPPORTUNITIES IN ALTON EAST

4 SITES WITH THE POTENTIAL TO DELIVER A NEW LOCAL CENTRE AND NEW FAMILY HOMES

In addition to the transformation of Alton West, there are opportunities for renewal in Alton East. The local centre at Petersfield Rise could be improved for residents, providing high quality shops and new homes in the form of a residential-led mixed-use development on the existing local centre site and car park.

The Alton Youth Club site and surplus land at Bessborough Road and Fontley Way are well suited for high quality single family homes.



Petersfield Rise



Alton Youth Club



Petersfield Rise



Fontley Way



Bessborough Road

GENERAL FEEDBACK:

- Petersfield Rise noted as a neighbourhood centre in need of renewal
- Broader retail offer needed for the residents on this side of the Alton
- Too many empty buildings including the Highwayman and Youth Club
- Improvements needed to retail and service buildings



Examples we can learn from:



Potential for improved spaces for shops and services

Potential for new homes with shops and services at ground level



Opportunity for new family homes

ACHIEVING CHANGE

A LINKED STRATEGY

The proposals included in the Preferred Option for the masterplan balance a need for change, an ambitious approach that will have a significant and visible impact and practical implementation.

The preferred option has been developed to have positive impacts for the entirety of the Alton Estate and the wider Roehampton community. New shops, community facilities, arts activities and workspaces and workshops will provide more and better amenities for residents across the area. A new approach to the Alton Park and new pedestrian and bicycle connections across the area and into Richmond Park will benefit all. More visitors will benefit businesses to the north of Roehampton Lane.

Upgraded pedestrian crossings, new routes for buses and controlled access at the east end of Danebury Avenue will provide more options for residents travelling to work, education, health care or town centres at Richmond, Barnes and Putney.

These proposals will raise the quality of life and quality of place for the wider Alton and Roehampton communities as a whole.

Many of the master plan steps are linked.

New housing opportunities at the Town Centre, Roehampton Lane and around Mount Clare can provide high quality housing options for senior citizens or residents with special mobility and health needs.

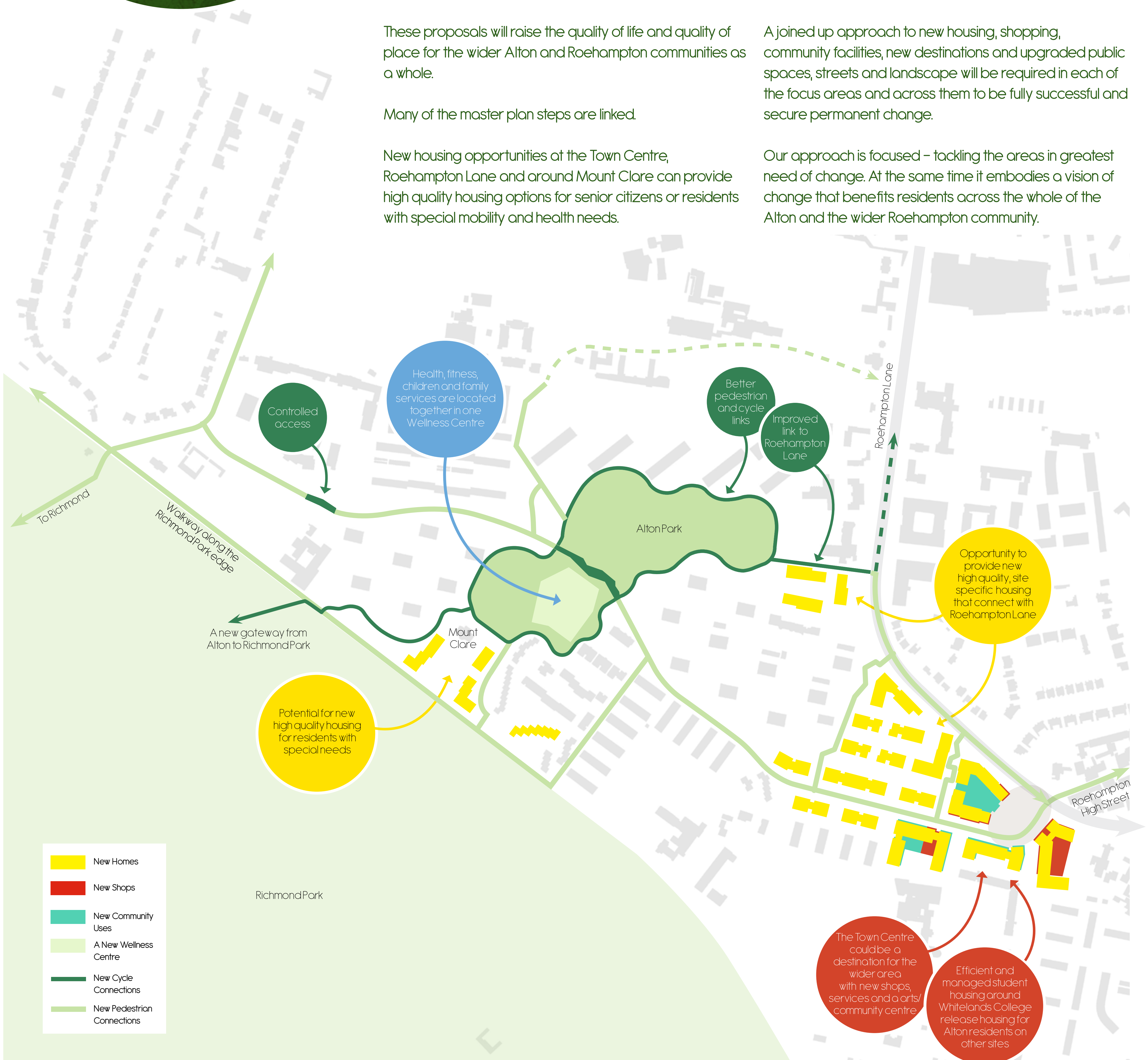
The relocation of children and family services from Roehampton Lane, and leisure activities from the Town Centre to Portswood Place releases new housing and public space opportunities at these locations.

New retail spaces and housing at the village green and along Roehampton Lane allow the relocation and continuous provision of shops, services and housing within the Town Centre.

Upgrading housing for existing residents, focusing and actively managing private rental activity and providing new homes for future residents will require some big steps, including purpose built and managed student housing to achieve real change.

A joined up approach to new housing, shopping, community facilities, new destinations and upgraded public spaces, streets and landscape will be required in each of the focus areas and across them to be fully successful and secure permanent change.

Our approach is focused - tackling the areas in greatest need of change. At the same time it embodies a vision of change that benefits residents across the whole of the Alton and the wider Roehampton community.



THE PREFERRED MASTERPLAN



The redevelopment programme includes new homes, replacement and additional retail, new community facilities and student housing.

Exact outputs are to be determined at each location.

However, the following is the broad range of development suggested.

- 800 homes, including apartments, maisonettes and houses
- Approximately 300 - 350 existing homes would be replaced
- 5,500 sqm of retail and potential business space
- 500 sqm of dedicated workspace
- 9,500 sqm of student housing
- 10,500 of community facilities

Alton Park

- A transformed Alton Park linked to Portswood Place, Mountclare and Richmond Park
- A new loop around the park and encompassing Portswood Place
- Transformation spaces around and under homes in the Highcliffe neighbourhood

Better Quality Homes

- A new generation of homes meeting today's needs and standards
- New outdoors spaces, gardens and outdoor amenity spaces on each block
- Upgraded pavements and public areas on all streets
- Upgrading the quality of public spaces connecting to the Danebury centre

Town Centre

- New shops and community facility spaces
- A new focus of the village green, creating a beautiful public space with a café linked to a new arts and community centre.
 - New, high quality housing
- Managed and focused student housing
- New pedestrian crossings across Roehampton Lane and Danebury Avenue
- An attractive new public square connecting Danebury Avenue and Whitelands College
- Upgraded pavements and public areas on all streets

Park Centre

- Signature new community facilities
- Spaces for local convenience shopping, a pharmacy and a small cafe
- Facilities for non-profit organisations and faith groups working with residents
- Workshop spaces for training, non-profit and small business activities
 - Spaces for residents clubs
 - New homes
- New streetscape on Danebury Avenue
- An new landscape integrated with the design of a transformed central park
 - Relocation of the bus turnaround to the west

Connections

- New pedestrian and bicycle connections across the area
- Upgraded pedestrian crossings
- New routes for buses
- Controlled access at the east end of Danebury Avenue

CONNECTING WITH THE WIDER COMMUNITY



TRANSPORT & MOVEMENT

THIS IS WHAT YOU SAID



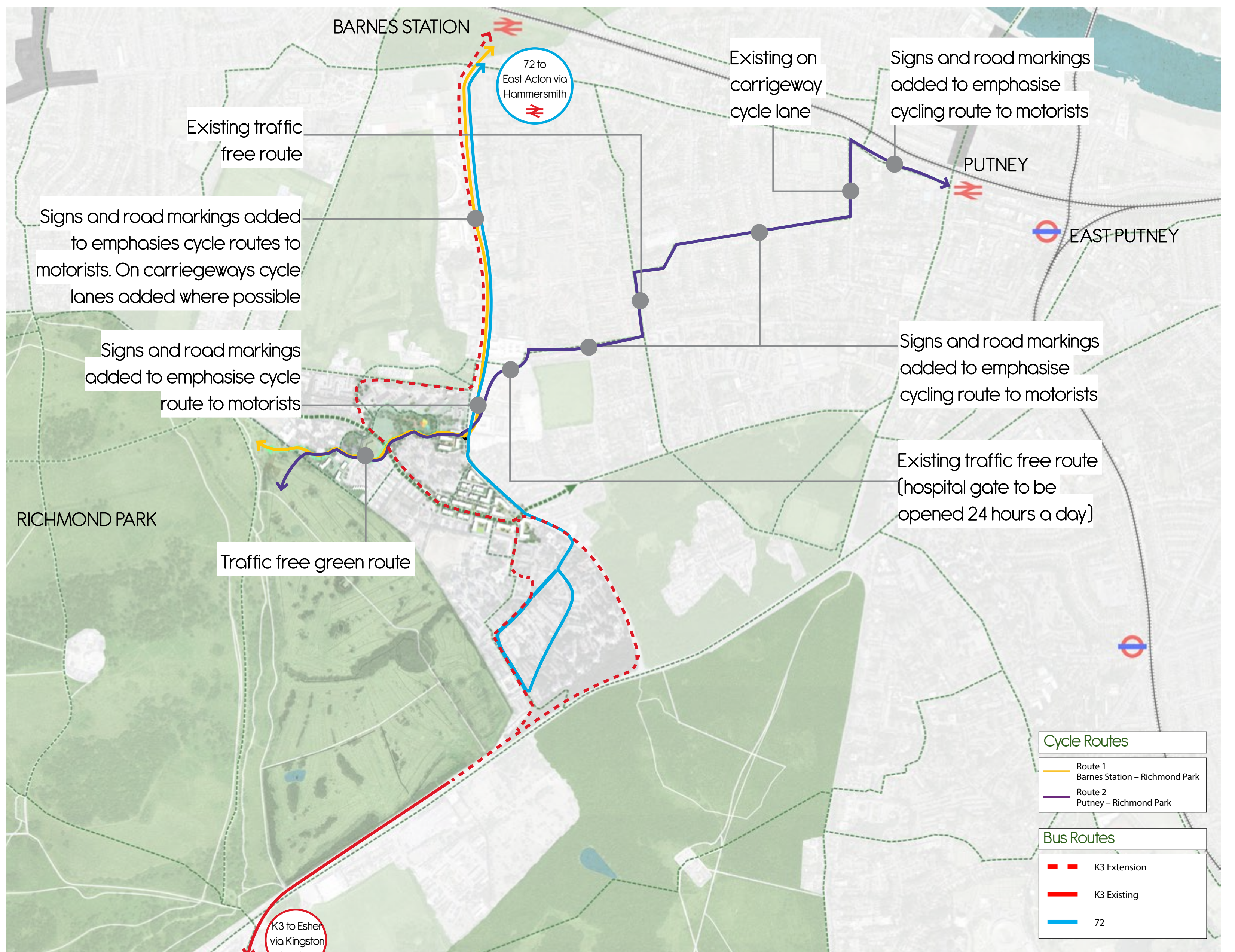
Buses – Wider Connections

The extension of the K3 is proposed to run through the middle of Alton West along Danebury Avenue and Highcliffe Drive from Alton Road (Northbound only) at Alton East. This route provides a north – south bus service to the residents of Alton West giving direct access to Queen Mary’s Hospital, the main campus of the University of Roehampton, and Barnes Station to the north and the Roehampton Asda to the south.

It is also proposed to increase the number of buses using Route 72 to help relieve existing and future over-crowding along the route.

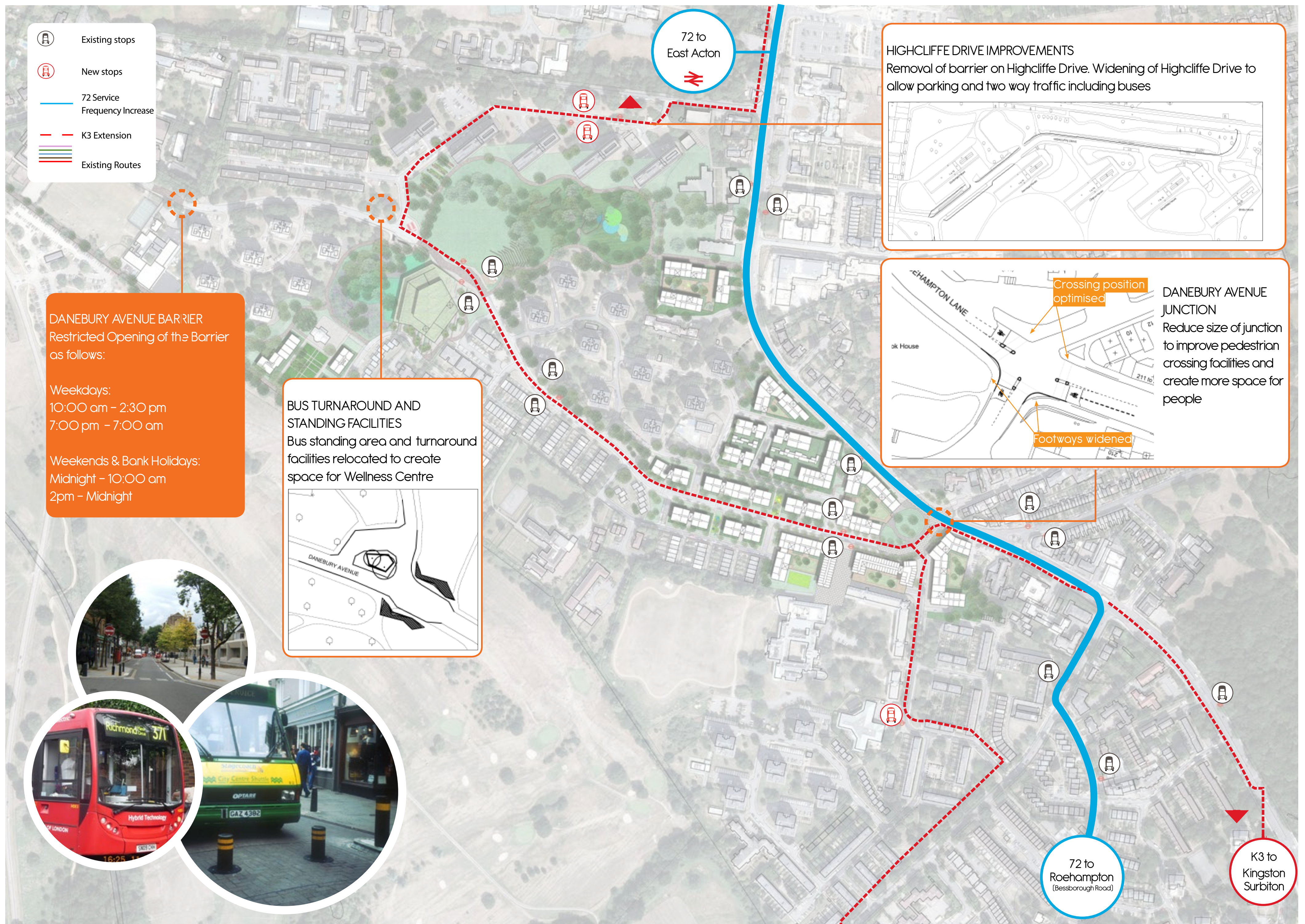
Cycling – Wider Connections

Strategic cycle routes providing connections to rail/underground stations, green spaces and town centres.



TRANSPORT & MOVEMENT

LOCAL TRANSPORT CONNECTIONS



LOCAL TRANSPORT CONNECTIONS: WALKING AND CYCLING

Alton was designed to be connected to its surroundings but over time these connections have been blocked. It is now a large cul-de-sac, a dead end. Successful places are connected to their surroundings and have people and vehicles moving through them. Improvements are proposed to re-connect Alton to wider Roehampton and Richmond Park, making it easier for residents to move around.

Walking and cycling are methods of travel that are key components of successful places. Next to Alton is Richmond Park, offering some of the best places to walk and cycle recreationally in London. Currently there is no direct route to the park from Alton.

A new path linking Roehampton Lane to Richmond Park is proposed, creating a high quality link for pedestrians and cyclists. Smaller walking and cycling improvements are proposed elsewhere. These improvements combined will help to increase the number of people moving through the area, creating opportunities for local businesses and a more vibrant environment.



GOOD PLACEMAKING

BETTER PEDESTRIAN ENVIRONMENT



IMPROVED STREETSAPES



Stay in touch

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