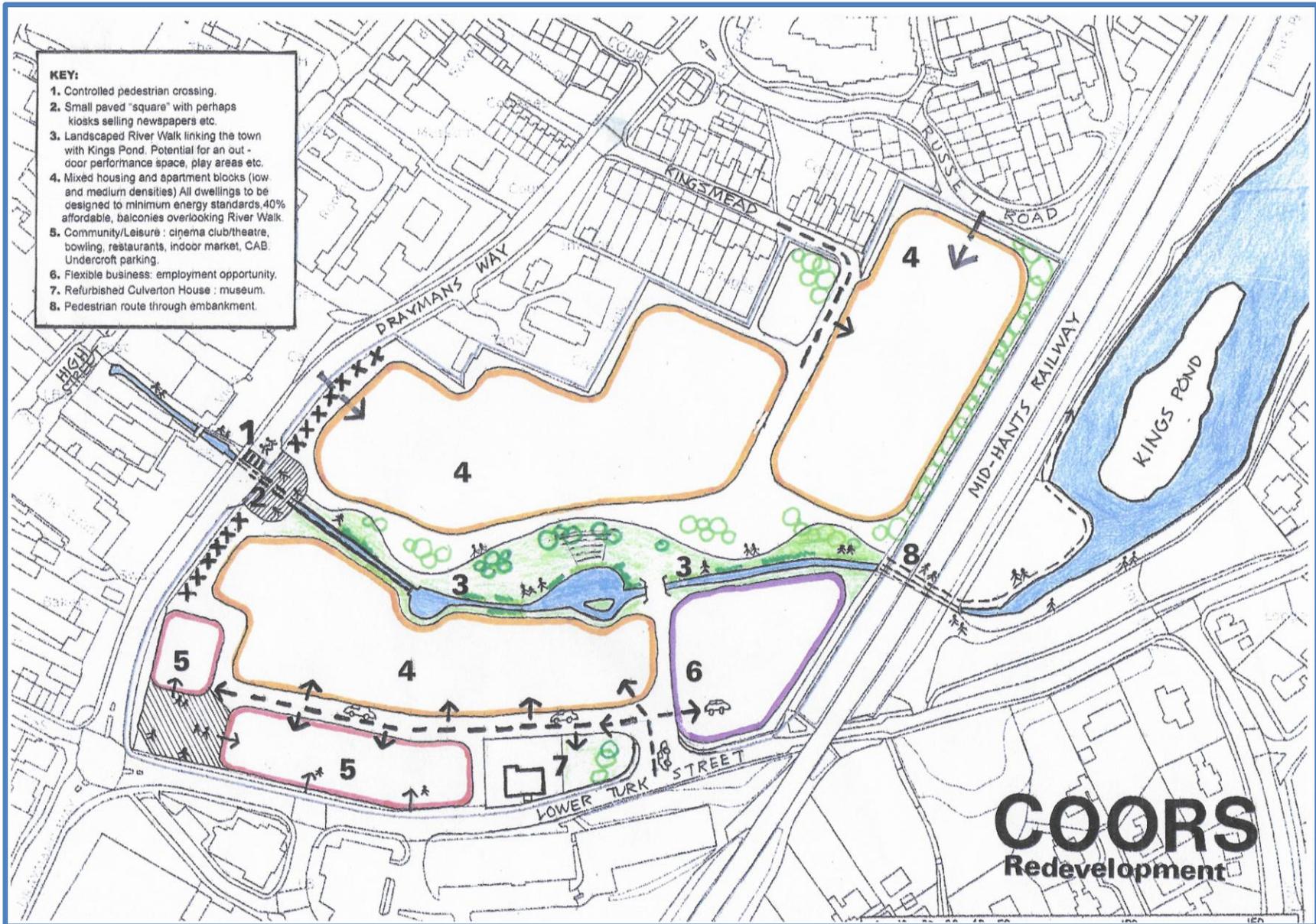


Alton Society Priorities for the Molson Coors Brewery Site

1. Maximise the green open space around the entire length of the River Wey, to provide a Riverside Park. (We suggest 0.8 ha). Potential for outdoor play area.
2. All residential properties to the north of the river to be accessed from a single road entrance from Drayman's Way. This would:
 - eliminate need for any active roadway through the centre of the park, and
 - reduce the risk of congestion around Ashdell Bridge.
3. An innovative mix of residential densities, to help facilitate 1) above, in terms of space and commercial viability. A strong element of 1 / 2 bed units, reflecting local demand, and avoiding the appearance of a suburban housing estate.
4. Affordable housing (40%) to be spread, avoiding the risk of "ghetto-ising".
5. Locate a Community Facility and Employment Units to the South of the river, adjacent to Culverton House. This would:
 - facilitate adequate shared parking space,
 - allow space for future expansion of any community facility, eg to include a performance space /cinema etc, and
 - give good access to the A31 (for the Employment units) and best resilience to possible flooding.
6. Use the entire NW corner (Zone A in the DB) for residential (to free up space for 3) above). Basement parking for medium-rise apartments.
7. Include terraced apartments along the north side of the river, providing an attractive frontage.
8. Strong pedestrian links with the High Street to the west (especially at the entrance from Draymans Way), and with Kings Pond to the east.
9. Higher density in SW corner, with shared open space, and dedicated access from Draymans Way and Turk Street.
10. Hotel (or apartment-hotel). If commercially viable, would be beneficial to Alton's tourist trade. Locate as a "landmark" building in the SW corner of the site:
 - well connected with town centre via Turk Street, and
 - topography better suited than on the north side (parking).
11. Ensure self-sufficiency in parking provision overall, exploiting the advantage of the bowl-like topography, with under-croft parking where appropriate.



- KEY:**
1. Controlled pedestrian crossing.
 2. Small paved "square" with perhaps kiosks selling newspapers etc.
 3. Landscaped River Walk linking the town with Kings Pond. Potential for an out-door performance space, play areas etc.
 4. Mixed housing and apartment blocks (low and medium densities) All dwellings to be designed to minimum energy standards, 40% affordable, balconies overlooking River Walk.
 5. Community/Leisure : cinema club/theatre, bowling, restaurants, indoor market, CAB. Undercroft parking.
 6. Flexible business: employment opportunity.
 7. Refurbished Culverton House : museum.
 8. Pedestrian route through embankment.

COORS
Redevelopment