

12. Policies and Proposals for Wimborne, Colehill and Hayes

Introduction

- 12.1. The purpose of this Chapter of the Plan is to set out the particular policies and proposals which will apply to Wimborne, Colehill and the part of Ferndown parish around Canford Bottom and Hayes during the period covered by the Local Plan up to 2011. General land-use policies towards all development in East Dorset are contained in Chapter 6, and general transport proposals in Chapter 7. These apply to the area covered in this Chapter as they do to the rest of the District.
- 12.2. The policies and proposals will be used as a basis for development briefs where these are required and for development control.

The Character of the Area

- 12.3. Wimborne Minster is a historic market town and centre for east Dorset, although its relative importance has declined during this century with the growth of other settlements in the area. The historic core of the town is situated in a gap cut between the Pamphill and Colehill ridges by the River Allen where it enters the valley of the Stour from the north.
- 12.4. The open land of the Stour floodplain and its valley surrounds the town to the south and west and has helped to limit its expansion and to maintain its sharply defined boundaries with the open country. The town has expanded up the eastern side of the gap onto the Colehill ridge. The settlement of Colehill extends further eastwards along this ridge, although the extensive tree cover screens much of the housing from view from the surrounding countryside. The undeveloped northern and southern slopes of the Colehill ridge are prominent and important in local landscape terms in maintaining the rural character of the area. At the eastern end of Colehill there is a wider area of housing development on the southern slopes of the ridge and at its foot; these areas, around Hayes and Canford Bottom, are part of Stapehill and fall within Ferndown civil parish. The crest of the ridge above this area is covered by the Cannon Hill forestry plantation, which is well-used as an area of informal recreation.
- 12.5. The northern slopes of Colehill are broken into small fields with mature hedgerow trees, and small woodlands. Westwards of Pamphill the land extends into the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty. Pamphill and the downland to the west form part of the Kingston Lacy Estate, owned and managed by the National Trust and its tenants.
- 12.6. There are two Conservation Areas in this part of the Plan area. The first is based on the mediæval and Georgian centre of Wimborne and includes Deans Court and open land on the south side of the town. The second Conservation Area covers the Victorian Rowlands Hill and St. Johns Hill area to the east and extends down Avenue Road in the heart of the nineteenth century "railway town". Conservation Area statements describing the particular character of these areas, and giving guidance on the features which will be of concern when new development is proposed, are available separately from the Council and form Supplementary Planning Guidance for these areas.
- 12.7. The countryside around Wimborne and Colehill is further protected by the South East Dorset Green Belt, which closely surrounds the settlements and whose boundaries in

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this area were defined in the Wimborne and Colehill Local Plan adopted in 1983. Within the Green Belt the policies set out in Chapter 6 of the Plan will apply.

- 12.8. Wimborne Minster forms the focus of a number of traffic routes, including the B3073 from Canford Bottom, the B3082 from Blandford and the B3078 from Cranborne. The rest of the built up area of Wimborne and Colehill is serviced by a system of locally important 'C' class roads. The route from Canford Bottom along Middlehill Road over the Colehill ridge to Furzehill is used as a short cut by traffic to the Cranborne Road.
- 12.9. The congestion and environmental damage caused by the heavy flows of traffic through the centre of Wimborne were partially relieved by the Wimborne Bypass in the early 1980s. The provision of a Distributor route around the town centre in 1991 catered for a large proportion of other traffic movements. However, problems of heavy flows of traffic remain in West Borough and other streets outside the town centre, together with problems of on-street parking.

Proposals

- 12.10. The Plan seeks to conserve the heritage and environment of Wimborne, retaining the characteristic mix of uses, including housing, in the town centre. On several sites in the town, the form and quality of the development will be as important as the use to which it is put, and various uses, or a mixture of uses such as housing, offices and shops, would be equally acceptable.
- 12.11. The town centre plays an important role as one of the main local shopping and service centres, and a focus for public transport routes. It maintains much of the character of a country town, although it is close to the outer suburbs of the conurbation. It is the intention of the Plan to support and develop the role of the town centre.
- 12.12. The conservation of the historic town centre also depends upon maintaining its commercial prosperity. An important key to this objective is to provide a good environment for shoppers and tourists. This requires careful control of traffic noise and real or perceived danger, with low traffic speeds, widened footways and ease of movement for pedestrians, as well as attractive parking, a high standard of cleanliness, interesting and varied shops, a general sense of security and liveliness, and a well-kept appearance for streets and buildings.
- 12.13. The new traffic system introduced in 1991 has provided opportunities for further widening of footways, traffic calming and the creation of an improved environment for pedestrians and cyclists in the town centre. These proposals will ensure that the relief which the new traffic system has provided is not used simply to provide extra capacity to allow renewed traffic growth.
- 12.14. The protection of the character of Colehill and the restriction of any outward expansion onto the slopes of the ridge where urban development would be prominent are important elements of the strategy of the Local Plan. Within Colehill particular areas are given additional protection under Policy BUCON6 (para 6.136) and Policy DES7 (para 6.296) will also be of importance, to help maintain their well-wooded character. The inner Green Belt boundary has been established closely around the edge of the built-up area.
- 12.15. Housing proposals in Wimborne are for a number of small sites within the town, in some cases closely associated with commercial development. Development on these sites is primarily intended to complete or to restore the built pattern of the urban area. In Colehill and the Hayes and Canford Bottom areas, housing development is expected to continue on small scale urban infill and redevelopment sites within the built-up area. Developments for flats and retirement homes in particular are likely to be important elements of the 'windfall' development in Wimborne and Colehill. In order to encourage a sustainable pattern of urban development, these preferably should be located close to the town or neighbourhood centres, or within easy walking distance

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(200m) of main public transport routes. The design and location policies of sections three and four of Chapter 6 will be particularly relevant in considering applications for these forms of development.

- 12.16. As noted in Chapter 3, Wimborne is already an important employment centre, with a high ratio of jobs to local workers. No new industrial development sites are proposed, although some further development in Brook Road may be possible. Further office development within the town centre may also provide some additional local employment in small firms. Colehill has little employment within its own boundaries, but is well placed in relation to both Wimborne and the growing industrial area at Ferndown. It also acts as an attractive commuter suburb for workers from further afield. While transport costs remain low, it is expected that many workers will continue to choose to travel to the main centres of the conurbation or to the large new industrial areas proposed at Hurn (Bournemouth International) Airport and within the conurbation. Both Wimborne and to a lesser extent the Colehill and Hayes and Canford Bottom areas are served by public transport routes linking to these employment centres.
- 12.17. The policies and proposals which follow will be used as a basis for development briefs where these are required and for development control. There are no general infrastructure prerequisites for development in the Wimborne and Colehill areas for which contributions will be sought from developers. However, developers will be expected to provide for particular prerequisites for the development of their individual sites, including public open space, highways, footpaths and cycleways, street lighting, drainage, boundary treatment, landscaping within or on the borders of their sites and for adequate connections to the highway network.

Housing and Mixed Development

New Sites

Old Road and Victoria Road

- 12.18. The eastern end of Old Road contains a small public car park, a milk distribution depot and an adjoining small industrial building. North of this, in Victoria Road, is the attractive listed building of 'The Green Man' public house, and a transport depot used by a coach and bus company. The car park is little used by the public and recently it has been made available to local residents for off-street parking, following the extension of on-street parking restrictions in the area.
- 12.19. It would be desirable to improve the appearance of this part of the Conservation Area. Redevelopment would provide an opportunity to achieve this and at the same time improve the environment of the existing housing in the neighbourhood. There would be two essential elements of any acceptable redevelopment scheme: firstly that the new buildings should front onto the street and enclose the public space which it forms; and secondly, that the new buildings should be 'good neighbours' to the adjoining housing.
- 12.20. This would imply that the uses should be residential or 'A2' (financial and professional services) or 'B1' (business). While it is important that the car parking should be retained to serve the local residential and business needs, as well as visitors to this part of the town centre, 'repairing' the form and appearance of the town in this area would require the development of the present site to restore the developed frontage on the northern side of Old Road with two-storey buildings. Redevelopment in the area should therefore provide for the relocation of the car park, which has a limited and largely local role, away from the street frontage.

12.21. Policy WIMCO1

Land comprising the vehicle depot on Victoria Road, the milk depot and the adjoining car park in Old Road may be redeveloped. The Victoria Road and Old Road frontages may be developed for housing, offices (Use Class A2 of the 1987 Use Classes Order), or business (Use Class B1), and the land to the rear for car parking with access from Old Road (Policy WIMCO23 para 12.95). The Green Man public house, which is a listed building, would be retained.

Riverside Land - Canford Bridge

- 12.22. An area of vacant land lies on the north bank of the Stour, west of the former railway and riverside open space, near Canford Bridge. It is suitable for housing development with access from Station Road. The lower part of the site falls within the floodplain and Policies WENV2 (para 6.39) and WENV3 (para 6.40) will apply. The site is a prominent one and a high standard of design and landscaping will be required. In any development the opportunity should be taken to provide for public access to this section of the riverside, which will then enable a further extension to the riverside access to the east and make full public use of this important feature of the town.

12.23. Policy WIMCO2

Land on the north bank of the River Stour, west of the former railway, will be developed for housing. The quality of the design and landscaping must reflect the prominence of this riverside site and any development should include public access to this section of the riverbank.

Level of Development on Identified Sites

- 12.24. The total number of dwellings likely to be achieved by the proposals listed above is shown in the following table. These figures are indicative only and may change depending upon the layout and design finally approved for the site. *Italicised table entries* represent possible redevelopment sites. Included in italics in this Table is land at Brook Road which is proposed for industrial use, but could alternatively be used for housing (see Policy WIMCO4 para 12.30).

Table 12.1 Level of Development

Housing Site	Proposal	Area (Ha)	Area (acres)	Number of Dwgs (approx)
<i>Victoria Road/ Old Road</i>	<i>WIMCO1</i>	<i>0.2</i>	<i>0.5</i>	<i>15</i>
Canford Bridge	WIMCO2	0.7	1.7	25
<i>Brook Road</i>	<i>WIMCO4</i>	<i>2.0</i>	<i>4.9</i>	<i>60</i>
TOTAL				100

Affordable Housing

- 12.25. In common with the rest of East Dorset, Wimborne, Colehill and the Hayes and Canford Bottom areas of Ferndown parish are areas of relatively high house prices. It is likely that this will lead to a continuing need for 'affordable housing' for local people throughout the Plan period. Under Policy HODEV5 (para 6.188), the Planning Authority will seek to negotiate that a suitable proportion of housing on all larger sites, including 'windfall' sites, should be provided to meet this need, taking into account the housing situation at the time, and the character of the site. The proportion of this type of housing will be determined in the light of the need for affordable housing at the time of development, the level of any developer contributions to off-site infrastructure and

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through negotiation with the intending developers. It will be a requirement that secure arrangements are made to ensure that the benefit of the affordable housing is enjoyed by successive as well as by initial occupiers, unless the affordable housing is controlled by a registered social landlord.

Industry

Brook Road (south)

- 12.26. This land forms part of a more extensive site on the eastern side of Brook Road, part of which, under the proposals of the previous Wimborne and Colehill Local Plan, has already been developed. The remaining land is the subject of this proposal. It is partly in use as a car park serving the adjoining industrial areas. If the need for the car parking were to cease permanently, or an alternative site were to be found for it, this part of the land could also be developed for industrial use.
- 12.27. A major objective, as with the development already completed to the north, would be to provide a greatly improved appearance to Brook Road. Development would not be permitted except as part of a comprehensive scheme and to a high standard of design. Earth mounding and substantial planting would be required to the Brook Road frontage and screen planting of trees and shrubs on the eastern border of the site where it adjoins open countryside. Development of this site may be affected by offensive odours from the existing sewage treatment works. Prospective developers will therefore be required to demonstrate that the proposed uses can reasonably be expected to co-exist with the sewage treatment works.

12.28. Policy WIMCO3

Land at the southern end of Brook Road will be developed for industry, accessed from Brook Road. A high standard of design and landscaping will be required on this site, in accordance with Policy DES8 (para 6.300), together with screening from open country and residential areas. Any planning application to develop this site will need to be accompanied by an assessment of car parking provision within the area. Adequate alternative provision must be made for the car parking which takes place on this land at present unless it can be shown that the parking need has ceased.

Brook Road (north)

- 12.29. The land between Parmiter Road, Parmiter Way and Brook Road, is at present used by Cobham plc., but may have potential for redevelopment either for B1 uses or for housing. The limitation to B1 use is necessary to protect the environment of the housing in Parmiter Way and Parmiter Road. Any redevelopment should further contribute to the improvement of the appearance and environment of Brook Road, including earth mounding and screen planting on this frontage. If the development is for industry, similar protective measures will be necessary between the site and the housing to the north and east. A brief will, if necessary, be prepared by the Local Planning Authority.

12.30. Policy WIMCO4

Any development or redevelopment on the land between Parmiter Road, Parmiter Way and Brook Road should:

- (a) **be for B1 type industrial uses as defined in the 1987 Use Classes Order or alternatively for housing; and**
- (b) **be accessed from Brook Road; and**

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- (c) **be designed and landscaped (including planting and earth modelling if the development is for industry) to protect the amenities of adjoining housing.**

Shopping

- 12.31. The main shopping provision of this part of the Plan area lies within Wimborne town centre. There are a number of small shops or groups of shops within Colehill, Hayes and Canford Bottom which meet local needs for convenience shopping, and a smaller number of other outlying shops, several of which are relatively specialised, within the urban area of Wimborne itself.
- 12.32. Wimborne is one of the two main shopping centres within East Dorset, and is the main local centre for most of the area covered in this Chapter. However, the eastern end of Colehill, and Hayes and Canford Bottom areas are almost equally close to Ferndown, which forms an alternative centre for these areas. The more modern superstores in Ferndown town centre, at the edge of the town at Trickett's Cross and other superstores south of the River Stour in the northern part of the conurbation, attract a significant share of the weekly shopping business of the whole area.
- 12.33. Wimborne retains much of the character of a country market town, and draws trade from villages and other settlements over a wide area, including Corfe Mullen and Merley to the south. It contains a high proportion of services to support this role, including banks, restaurants, solicitors, hotels, surveyors and architects, pubs, printers, craft workshops, doctors and churches, as well as a park and a cricket ground, museum, library, the Tivoli arts centre and the Allendale community centre.
- 12.34. The historic character of the town centre is one of its important strengths, making it attractive to tourists as well as to local shoppers, although this is also a constraint on new development.
- 12.35. A further important characteristic is that the town centre contains a substantial amount of housing, mixed in with the commercial uses, and taking the form of houses as well as flats over shops. This not only contributes to the character of the town but, together with the social facilities, maintains a high degree of liveliness and activity outside normal business hours. In recent years there has been continuing pressure for the conversion of this housing to shops, offices or storage.
- 12.36. It is the intention of this Plan that the present role of Wimborne as a shopping and service centre should continue. The quality of the historic environment will be protected and the environment of the streets improved. Adequate short stay parking will be maintained, although there may not be sufficient long stay parking to meet demand. It is also intended that the present, relatively good public transport access will also be maintained.
- 12.37. These features, combined with the vitality and variety of the centre, the town's role as a tourist destination, and the relative affluence of the local population overall, offers the opportunity for the town to develop its specialist, high quality shopping provision. The variety of small shop premises in the town will assist in this.
- 12.38. Because the local population is likely to be relatively static over the next few years, it is not expected that large new shopping developments or further major stores will be needed. However, it will be important that the range of shops in the centre, including the general food and other convenience stores, should be maintained to provide a firm basis on which the other, more specialist shopping may be developed. It is therefore not proposed that any new large out-of-centre stores should be developed in the area.
- 12.39. Policy SHDEV1 (para 6.236) supports continued development of shops and services within the historic commercial centre of Wimborne. It is essential, both because of the historic value of the town and because its character will be one of the main contributors to its future prosperity, that new developments do not damage its historic

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quality, its variety or vitality. For this reason the scale and traffic impact of any development are likely to be important and will require careful assessment. The acceptability of any particular development will depend on the quality of its design, its respect for the character of the town and the contribution which it will make to the functioning of the town centre as a whole.

- 12.40. It will be important for the long-established policy of retaining housing in the town centre to be continued, so as to maintain the vitality of the centre outside business hours, and its character as a residential community as well as a commercial centre. Development or redevelopment for housing will also be acceptable in the town centre, under Policy HODEV2 (para 6.163).

12.41. Policy WIMCO5

In the commercial centre of Wimborne, as defined on the proposals map, development for uses falling within Use Classes A1, A2, A3 and B1⁷⁵ under the Use Classes Order 1987, including changes of use and conversions, will be permitted in accordance with Policy SHDEV1 (para 6.236), where the development:

- (a) does not involve the loss of a dwelling (except where the dwelling is part of an existing commercial unit and is incapable of separate use or of being easily modified to permit separate use);**
- (b) is not detrimental to the amenities of neighbouring residential properties.**

- 12.42. The following policy is designed to counteract the danger of a cumulative decline in the traditional shopping centre of the Square and High Street, caused by the loss of continuity of retail frontages in this primary shopping area.

12.43. Policy WIMCO6

Within the primary shopping frontages, consisting of The Square and The High Street, changes from shop uses (Use Class A1 under the Use Classes Order 1987) will not be allowed at ground floor level. Existing dwellings on upper floors should be retained and the development of new dwellings at upper floor levels will be encouraged.

- 12.44. It is considered unlikely that there will be viable commercial opportunities for significant new local shopping provision in the residential areas of Wimborne, Colehill and the Hayes and Canford Bottom areas. However, small local shops will be permitted under Policy SHDEV6 (para 6.250), should developers and retailers bring forward suitable proposals.
- 12.45. The Wimborne Market is an important facility for the town and the surrounding area and helps to define its character. It provides for competitive, low cost shopping from a wide variety of sellers, and is accessible to pedestrians and public transport users from a broad area as well as to car-borne users. However, the problems of traffic, parking and disturbance which the market has caused for the neighbouring residential areas mean that further extensions either within the site or in the number of days of operation would not be desirable. The following policy will therefore apply.

⁷⁵ A full description of these uses will be found within the Use Classes Order. Briefly summarised, Class A1 comprises shops, Class A2 financial and professional services provided to the public such as banks and building societies, Class A3 the sale of food and drink for consumption on the premises or for take-away, and Class B1 offices, research or industrial processes of a kind that can be carried out in any residential area without damage to amenity.

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12.46. Policy WIMCO7

The council supports the continuing operation of Wimborne Market on its existing site, as shown on the Proposals Map, and provided for by the 1993 Agreement, limiting the market to three days operation a week, plus a maximum of a further 6 days a calendar year. Extensions to the market or intensification in use leading to increased traffic generation and other damaging impacts on the surrounding area will not be permitted.

Tourist Facilities

- 12.47. The following policy, together with those for shopping and service uses, reflect the strong conviction of the Planning Authority that the further prosperity and conservation of the central area of Wimborne are most likely to be secured by its continued role as a shopping and tourist centre. The major part in the development of such facilities must necessarily be taken up by the private sector and it is an objective of these policies to enable this to occur. The Planning Authority will reinforce these developments through the firm policies for environmental protection and improvement outlined in this plan.
- 12.48. Particularly important considerations in the operation of this policy will be the provision of adequate off-street car parking, and the protection of the amenities of neighbouring residential properties. Among other policies which must be taken into account in considering tourism developments, Policy TODEV1 (para 6.269) will be particularly relevant.

12.49. Policy WIMCO8

Within the centre of Wimborne the provision of tourist facilities, accommodation and attractions will be permitted.

Open Space and Recreation

- 12.50. Both Wimborne and Colehill are served by a range of open spaces for both formal and informal recreation. Small informal open spaces exist within many of the more recent housing areas, but are lacking in older parts of the settlements. Formal provision includes the public pitches and courts at Redcotts Recreation Ground and Leigh Park, and private pitches at Hanham's Ground in central Wimborne, at Wimborne Football Club and at Colehill Cricket Ground. One of the two main sports centres in the District is at Queen Elizabeth's School at Pamphill, just outside the town.
- 12.51. Major informal open spaces exist at the Riverside and along the adjacent bank of the Stour in Wimborne; at Olivers Park in Colehill and in the woodlands on the Colehill Ridge including the land between the War Memorial and the Post Office.
- 12.52. Policy RCDEV1 (para 6.212) protects open spaces from development for other purposes. The Policy will be applied to a number of open spaces in the Wimborne, Colehill and Hayes area, including Redcotts Recreation Ground, Leigh Park, Hanham's Ground, the Riverside Open Space, the Cuthbury allotments and St. Catherine's allotments, the Colehill Cricket Ground, the 'Colehill Triangles' between the War Memorial and Smugglers' Lane/Middlehill Road, Stapehill Crescent, Olivers Park (Cutlers Place), Glynville, Pine Tree Close and Bridle Way/Harness Close.

Canford Bottom

- 12.53. Despite the existence of these open spaces, the area around the borders of Wimborne, Colehill and the Hayes and Canford Bottom part of Ferndown is relatively poorly provided with informal open space, and the area is also likely to require additional formal open space within the Plan period. The Planning Authority will

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consider opportunity purchases of land in this area for this purpose. In addition, there is a lack of space suitable for children's play in the Canford Bottom area. The following policy is therefore included.

12.54. Policy WIMCO9

An area of land to the east of the Canford Bottom area, extending to 2.5 hectare (6 acres) in size, will be developed as a Neighbourhood Equipped Area for Play.

Leigh Road Sports Field

12.55. During the plan period there is likely to be a need for further formal sports pitches to serve local clubs. The most suitable area of level land lies in the Stour valley, within easy reach of the urban areas, and close to main local bus and traffic routes.

12.56. Policy WIMCO10

An area of land extending to about 16 ha (40 acres) to the north of Leigh Road will be developed for playing fields, ancillary facilities and car parking.

Countryside Recreation

Access Routes

12.57. While there are a number of footpaths from Wimborne and Colehill into the countryside to the north and west, there is no continuous route along the Stour Valley. Such a route would serve not only residents of Wimborne and Colehill but also those of Merley south of the river. The new footpaths proposed in the following policy, together with existing rights of way, will provide a continuous riverside route from the Canford School suspension bridge through to the National Trust owned land at Pamphill on the Kingston Lacy estate. In addition, the riverside walk between the footbridge at Elizabeth Road and Walford Bridge will be widened to provide a shared route for cyclists and pedestrians. This will be of particular use in providing a traffic-free link to local schools. The footpath from Old Road to Cowgrove will also be widened and surfaced for joint use by cyclists and pedestrians and will form part of the proposed link in the National Cycle Network from Poole to Frome.

12.58. Policy WIMCO11

Footpath routes from Wimborne town centre out into the countryside will be improved and waymarked. Particular routes to be maintained and improved under this policy will include the Riverside Walk along the River Allen and the footpath from Old Road to Cowgrove. Both of these will be widened and surfaced to carry cyclists and pedestrians. Two further footpath routes will be created: the first from the Riverside Open Space at Brook Road along the northern bank of the Stour to Canford School suspension bridge with a northern connection via the existing farm track beside the Bypass to Colehill Footpath 19; the second between Canford and Julian's Bridges along the northern bank of the River Stour. Development proposals for sites impinging on or abutting these routes will be expected to incorporate them. Schemes which fail to do this or which threaten their implementation will not be permitted.

Cannon Hill

12.59. Cannon Hill Plantation performs an essential role as an informal open space serving Colehill and Hayes, although there are few rights of way through this land. Continued public access is not currently under threat. However, there is no security that this will

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remain the case. The following proposal is therefore included. The proposal is not seen as conflicting with the use of the land for forestry, and this use is expected to continue, although it is not subject to planning control and cannot therefore be included in the proposal.

12.60. Policy WIMCO12

If the present levels of public access to the Cannon Hill Plantation are withdrawn, the Council would seek reinstatement by means of an Access Agreement. If forestry operations cease and uses are proposed for which planning permission is required, permission will be granted only if public access is safeguarded.

Conservation and Countryside

Nature Conservation

Leigh Common

- 12.61. Leigh Common forms an important wildlife site, although not designated a Site of Special Scientific Interest. It is privately owned and managed with the assistance of the District Council. It is not intended by the Plan that any change should be sought to the ownership of this land.

12.62. Policy WIMCO13

Land at Leigh Common will be designated a Local Nature Reserve and will be conserved for its wildlife importance and used for environmental education.

Urban Conservation

- 12.63. Within the Wimborne Minster Conservation Area the Local Planning Authority provides grants for the repair of historic buildings or those which, not themselves 'Listed', make an important contribution to the historic character of the area. The general policies for Conservation Areas set out in Chapter 6 will operate within the designated Conservation Areas.
- 12.64. Tree Preservation Orders have been made on individual trees, groups or woodland areas which are of importance to the character of Wimborne, Colehill, Hayes and the surrounding area, and where protection has been considered necessary. The Planning Authority will continue to apply Tree Preservation Orders where they are required.
- 12.65. Policy BUCON6 (para 6.136) applies to areas whose special character merits additional protection, but which are not of a quality to merit designation as Conservation Areas. These are identified on the Proposals Map. This policy applies predominantly to lower density areas where tree cover is important.

St. Catherine's

- 12.66. The 'St. Catherine's' area of Wimborne is unique within the District as the only extensive area of Victorian building. Avenue Road is already part of the Conservation Area. The remainder also has a distinct, homogeneous and attractive character, in which the key features are the predominance of terraces of small dwellings or semi-detached pairs of dwellings; the tight enclosure of the streets by buildings; the positioning of buildings on regular building lines close to the back of the footways or behind small, enclosed front gardens; and the use of face brickwork and slate roofing. The following Policy will apply within this area, as defined on the Proposals Map.

12.67. Policy WIMCO14

The St Catherine's area, as defined on the proposals map, is one to which Policy BUCON6 (para 6.136) will apply. The Council will encourage the retention of existing buildings and, where new development or redevelopment is permitted, will expect it to respect the character of the area with particular reference to the features described in paragraph 12.66.

Transport

- 12.68. The guiding policies on highways and transportation are found within the general policies contained in Chapter 6. These guiding policies relate to cyclists, pedestrians, traffic management, heavy goods vehicles, environment and landscape, public transport, parking facilities and servicing. Appendix A defines the road hierarchy for East Dorset.
- 12.69. Chapter 7 contains details of the 'Local Plan Road Improvement Programme' and details the major highway schemes, including trunk road schemes, which are proposed for the period up to 2011.
- 12.70. This Chapter contains specific highway and transportation schemes for Wimborne Minster, Colehill and Hayes and should be read in conjunction with Chapters 6 and 7.

Road Hierarchy

- 12.71. The 2011 hierarchy of roads for Wimborne, Colehill and Hayes, as defined in Chapter 6, and detailed in Appendix A, is shown in Figure 12.1.

Pedestrians and Cyclists

Pedestrians

- 12.72. In order to further improve the environment of the town centre, a number of paving schemes and traffic management measures are proposed. The paving schemes will generally involve widening footways, narrowing and re-aligning carriageways to reduce traffic speeds and the introduction of other speed control features, and the use of more attractive paving materials.

12.73. Policy WIMCO15

Paving schemes, including footway widening and measures to reduce traffic speeds will be carried out in the following streets:

- (a) the remaining length of East Street and King Street;**
- (b) The Square and High Street;**
- (c) West Street.**

- 12.74. Elsewhere in the area, away from the town centre, speed control measures will also be introduced. The following proposal will help to divert traffic away from Avenue Road and Hayes Lane, which are used as 'rat runs'.

12.75. Policy WIMCO16

Speed control measures will be introduced in:

- (a) Avenue Road;**
- (b) Hayes Lane.**

Figure 12.1 Wimborne, Colehill and Hayes Road Hierarchy 2011

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- 12.76. The opening of East Borough has enabled measures for pedestrianisation and pedestrian priority to be considered. Such measures will deter the use of High Street as a through route by traffic and will increase use by pedestrians and cyclists. Public transport links to the town centre will be retained. Any scheme will need to accommodate essential and operational service access to commercial properties in the area. A detailed scheme that meets the objectives of pedestrianisation or pedestrian priority and improvement to the shopping environment will be implemented through the traffic management regulations. Consultation on this scheme and the other environmental improvements in the town centre will take place with all interested parties including those commercial interests that may be affected.

12.77. Policy WIMCO17

Pedestrianisation or pedestrian priority and environmental enhancement measures will be implemented in the lower part of the High Street from Cook Row to East Street.

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- 12.78. The pedestrian route through the arch of the former mill from the Hanham Road car park, to Mill Lane, provides an important link to the centre of the town. Although relatively small, the car park has a high turnover and is well-used. The route is at present over private land. It is important that it should remain and should become a permanent public route. The flow of pedestrians also assists in drawing trade to this end of Mill Lane.

12.79. Policy WIMCO18

A new footpath will be formed linking Mill Lane to the Hanham Road Car Park.

Cyclists

- 12.80. The network of minor roads provides satisfactory local routes for cyclists through much of Wimborne, Colehill and the Canford Bottom area of Ferndown. However, problems can occur where pedestrians and cyclists are required to use or to cross busy roads. The problems and requirements of pedestrians and cyclists are being considered by the Highway and Planning Authorities with the aim of improving facilities for pedestrians and cyclists and identifying suitable pedestrian and cycle routes.
- 12.81. Measures to encourage cycling by making it safer and more attractive will be carried out. Such measures may include separation of cyclists from other road traffic, shared pedestrian and cycle routes, facilities to cross roads carrying a heavy traffic flow, restrictions on parking and speed control facilities to slow motorists where separation is impossible. While opportunities will be taken where they arise, and where finance permits, Chapter 7 sets out the programme of schemes which the Highway Authority propose to carry out during the Plan period. These are included in this section. Other proposals are included in the section on 'Countryside Recreation' (para 12.57 above).

Traffic Management

12.82. Policy WIMCO19

The movement of through traffic through the commercial centre of Wimborne Minster, as defined on the Proposals Map, will generally be discouraged.

- 12.83. Traffic management measures including direction signing, waiting restrictions and restrictions on vehicles other than for access will be adopted as necessary to implement this policy possibly after an interim experimental period. These measures will not prevent the legitimate needs for access to the town centre streets by its users.

Major Road Schemes

A31 to Poole Link

- 12.84. The Secretary of State announced the withdrawal of the A31 to Poole Link Road from the national trunk road programme after the base date of the Structure Plan. While the road remains in the Structure Plan pending review, and is therefore also shown in this Plan, the local highway authorities are reconsidering options to address the problems of movement between the A31 and Poole. Any alternative proposals will be reflected in a future review of the Structure Plan and of this Local Plan. In the meantime, the route of the A31 to Poole Link, which falls within this part of the Local Plan area will continue to be protected.
- 12.85. Further information on this major scheme is contained in Chapter 7.

Other Road Schemes

12.86. A shared cycleway/footway will be provided along the B3082 St. Margaret's Hill to aid pedestrian and cycle safety.

12.87. Policy WIMCO20

A shared footway/cycleway will be provided along the eastern side of the B3082 St. Margaret's Hill. This will involve the widening of the existing footway.

12.88. The introduction of signal controls at Julian's Bridge will permit the introduction of shuttle working of traffic. This will allow the carriageway to be narrowed and a footway to be provided, allowing safer crossing for pedestrians and cyclists and discouraging unnecessary through traffic. Alternatives, such as a separate pedestrian bridge, would be too expensive and, in the case of a footway cantilevered from the existing bridge, which is an ancient monument, too damaging. The signals may be set back from the bridge itself.

12.89. Policy WIMCO21

Traffic signals will be provided at Julian's Bridge. On the bridge the carriageway will be narrowed and a footway provided.

Environment and Landscape

12.90. Policy WIMCO22

Developments that are likely to generate traffic levels that would require highway improvements involving the loss of trees and other roadside planting along Beaucroft Road, Beaucroft Lane and North Leigh Lane will not be permitted.

Car Parking

12.91. Substantial new areas of car parking were provided in the early 1980's under the previous Wimborne and Colehill Local Plan, in the expectation that demand for parking spaces would continue to rise. The increase in parking capacity is likely to have contributed to the increase in traffic in the town. More recently demand has been checked by the introduction of parking charges. Only limited further areas of land are proposed in this plan for parking.

12.92. Additional parking would throw new pressures onto the capacity of the road network, especially if the spaces were used for long-stay parking and therefore attracted traffic at peak hours when the road system is most heavily loaded. It is the policy of this Plan that priority should be given to the needs of short stay users: the customers of the town centre rather than the traders or town centre workers. Nor could substantial new areas of parking be developed without serious damage to the fabric of the historic town. It is also considered unlikely that the resources to purchase and develop significant new areas could be found from the public-sector.

12.93. Two small new sites are proposed. Site (a) would comprise land to the rear of the present Old Road Car Park, and the milk depot site in Old Road, whose frontages could be developed for housing or offices under Policy WIMCO1 (para 12.21), and land at the rear of the transport depot site in Victoria Road, whose frontage would also be developed for housing.

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- 12.94. Part of site (b) is used as a car park with access from High Street. It remains desirable for the area of this car park to be extended, with the retention of the existing walls and boundaries where possible, and with a new access bridge from the Crown Mead car park which lies to the east. The approximate numbers of spaces that would be provided on these sites are:

WIMCO23 (a) 50

WIMCO23 (b) 65

12.95. Policy WIMCO23

The following sites will be used for car parking:

(a) Land north of Old Road, accessed from Old Road;

(b) Land south of Mill Lane, accessed from Hanham Road.

- 12.96. The following policy is designed to prevent the development of private car parks in locations which could counteract the traffic management measures and road schemes included elsewhere in this plan. The policy does not affect garaging or parking provided for residential properties, or for hotels and guest houses.

12.97. Policy WIMCO24

No new private car parks or extensions to existing car parks serving commercial premises will be permitted which are accessed from or through the Square, High Street, King Street, West Street, West Borough south of its junction with Prior's Walk, West Row, Cornmarket, Cook Row, Church Street, Mill Lane, Redcotts Lane, Deans Court Lane, Grammar School Lane or East Street west of its junction with Park Lane.