

9. Policies and Proposals for Ferndown and West Parley

Introduction

- 9.1. This Chapter of the East Dorset Local Plan sets out the particular policies and proposals which will apply to Ferndown and West Parley during the period covered by the District Plan up to 2011. General land-use policies towards development in the whole of East Dorset are set out in Chapter 6 and general transport proposals in Chapter 7. These Chapters apply to the Ferndown and West Parley area as they do to the rest of the District.
- 9.2. The policies and proposals will be used as a basis for development briefs where they are required and for development control.

The Character of the Area

- 9.3. Ferndown is the largest settlement in East Dorset and forms a single built-up area with West Parley, with a combined population of just over 18,000 at the 1991 Census (see Chapter 3). The two settlements stand on a low, sandy ridge that runs eastwards from Colehill to Dudsbury Heights, and are separated from West Moors in the north by the valley of the Uddens Water and from Bournemouth to the south by the valley of the Stour. Nowhere does the land rise much above 30 metres (100 feet). To the north, east and west there are important heathlands, designated as Sites of Special Scientific Interest, immediately adjoining the built-up area. These form part of the corridors of open land which separate Ferndown and West Parley from West Moors in the north, from Hurn ('Bournemouth International') airport and St. Leonards to the east and from Colehill and Stapehill to the west.
- 9.4. The countryside surrounding the built-up area is extensively used for recreation, with golf courses, riding establishments and sports fields, in addition to the well used network of footpaths and bridleways. Particular care is needed to prevent the landscape becoming degraded. The countryside forms part of the South East Dorset Green Belt whose boundaries in this area were defined in the Ferndown, West Moors and West Parley Local Plan in 1989.
- 9.5. Ferndown experienced substantial housing development throughout the 1970's and the 1980s. The original 1980 Structure Plan for South East Dorset saw Ferndown providing 1,500-2,000 dwellings in the period 1976-1996 and these proposals were carried forward into the Ferndown, West Moors and West Parley Local Plan. The 1990 Structure Plan First Alteration maintained this policy, proposing 1,800 dwellings between 1986 and 2001. The continuing growth led to the provision of a number of new facilities, including an upper school and sports centre in the 1970s, and new community centre, library, health centre and day care centre in the 1980s. The provision of open space, however, has not kept pace with the growth in housing and population, and part of the existing King George V Playing Fields was lost to the development of the upper school. The Structure Plan continues to see Ferndown being supported as a Local Service Centre by the development of employment, shopping, education, recreation and community facilities.
- 9.6. There are major employment areas at Bournemouth International (Hurn) Airport and in Bournemouth and Poole and both Ferndown and West Parley have heavy outflows of commuters. Ferndown also has its own large employment area on the north-western side of the town at the Ferndown and Uddens industrial estates, which are separated from the housing areas by a narrow belt of open land.

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- 9.7. Four main traffic routes pass through or close to the built up area. The A31 trunk road skirts the north of Ferndown following the Ferndown Bypass along the valley of the Uddens Water. To the south the B3073 follows the northern edge of the Stour Valley, running through Longham and West Parley, and continuing on to Hurn airport, linking Wimborne with Christchurch and providing an east-west route avoiding the congested roads in the conurbation south of the river.
- 9.8. Two main roads from the coastal towns cross the Stour and pass through the built-up area: the A348 in the west and the A347 in the east. The A348 from Poole crosses the narrow Longham Bridge and runs through Longham village, before climbing onto the Ferndown ridge and following the Ringwood Road to Penny's Hill in the centre of Ferndown. The A347 from north Bournemouth crosses the Stour on Ensburry Bridge and follows New Road through Parley Cross and the main built-up area to join the A348 at Penny's Hill. The combined routes continue north-eastwards along the Ringwood Road to join the A31 at Trickett's Cross roundabout.
- 9.9. Traffic flows on all these routes are heavy (see Chapter 3) and that on the A348 in particular contains a high proportion of goods vehicles. Both Parley Cross and the Penny's Hill junction are congested, and traffic avoids them by detours through minor residential streets. The effects of this traffic on the environment are severe. A new Trunk Road link was proposed from the A31 at Canford Bottom to Poole, with the dualling of the Ferndown Bypass between Canford Bottom and Ameysford, but this proposal has recently been deleted from the national Trunk Roads programme. As this took place after the base date of the Structure Plan, the proposal is still included there, and a safeguarding policy for the land remains in this Local Plan (see Chapter 7). The local highway authorities are reconsidering options to address the problems of movement between the A31 and Poole including the heavy traffic flows in Ferndown and West Parley and their impact on the environment of the two settlements. Any alternative proposals will be reflected in a future review of the Structure Plan and of this Local Plan.
- 9.10. The main shopping centre in Ferndown is at Penny's Hill and extends along Ringwood Road and Victoria Road. A superstore, car parking, pedestrian mall, secondary shops and community buildings have been built around Penny's Walk in the angle between the two roads. The total occupied ground floor retail floorspace in the town centre in 1993 was 15,411 sqm together with 4,148 sqm of services and 1,353 sqm of other uses, although the range of shops is limited in comparison to the much larger centres in the conurbation to the south, which are easily accessible to residents. The centre has extensive off-street car parking with 668 spaces in public car parks and substantial additional private parking for the customers of individual shops. The centre is served by frequent buses on the Ringwood Road and Victoria Road, but some parts of the town are beyond easy walking distance because of the size and low density of the housing areas. Movement within the centre for pedestrians is hampered and the environment on the Ringwood Road in particular is poor because of the heavy flows of traffic.
- 9.11. Some parts of the shopping area are in converted buildings rather than purpose built shops and there is some scope for further redevelopment within the existing limits of the centre. Because population growth in the area is likely to be small, there is likely to be little scope for major increases in floorspace. A superstore of just under 6,200 sqm has been built at Trickett's Cross on a site previously occupied by another retail use (a garden centre). There is also a substantial parade of shops in West Parley.
- 9.12. Ferndown and West Parley are relatively new settlements, containing few houses built before the end of the last century. Largely because of this, there are no parts of the main built-up area that are considered sufficiently important, historically or architecturally, to warrant designation as a Conservation Area. However, there are a number of areas that are of special character, largely due to the quality of their tree cover, which greatly enhance the quality of the environment.

Proposals

- 9.13. One of the major constraints to development in this area is the existence of significant areas of land designated as Sites of Special Scientific Interest and which are Special Protection Areas, candidate Special Areas of Conservation and several of which are also proposed as sites under the Ramsar Convention. These lie to the north, east and west of the settlement. The southern perimeter of the settlement is constrained by the important landscape feature of the Stour Valley and to the north by the corridors of open land along the Uddens Water and between the housing and the industrial estates. These areas, together with the adjoining countryside surrounding the settlement, fall within the South East Dorset Green Belt, and it is not considered that there are any exceptional circumstances which would warrant modifications to the Green Belt boundaries around the urban area.
- 9.14. The Local Plan has reviewed those sites from the former Ferndown, West Moors and West Parley Local Plan which have not been developed or committed for development through the grant of planning consent. It has taken into account the designation of a Site of Special Scientific Interest at Trickett's Cross, which falls on the majority of a housing site shown in the former Local Plan as providing some 140 dwellings.
- 9.15. Listed below, not in any order of significance, are the key proposals:
- retention of the housing proposals at Green Worlds
 - deletion of the proposals for additional housing at Trickett's Cross and at Woodland Walk
 - provision of some 8.5 hectares (21 acres) of industrial and warehousing land at Ferndown Industrial Estate and Uddens Trading Estate. This development is expected to demonstrate a high quality of environment and design and to minimise its impact on the environment
 - the maintenance and improvement of the centre of Ferndown as one of the two main shopping, social and commercial centres in the District serving the town itself and its neighbourhood
 - modification of the Green Belt boundary to allow continued development at Ferndown Upper School (see para 6.94 and Policy GB1)
 - encouragement for the maintenance of a high quality environment for residential areas, and a high standard of layout and design in all new developments
 - the protection of existing open spaces
 - designation of areas of special protection to safeguard the particular quality of certain residential neighbourhoods
 - provision for traffic management, road improvements and facilities for cyclists and pedestrians.
- 9.16. There are no general infrastructure prerequisites for development in the Ferndown and West Parley area. Developers will be expected to provide for the particular prerequisites for the development of their individual sites, including public open space, highways, footways and cyclepaths, street lighting, drainage, boundary treatment and landscaping within their sites, for adequate connections to the highway network and for local improvements to the highway network where these are necessary.

Housing

- 9.17. The Local Plan deliberately avoids proposing any large new estates, but instead the dispersal of development into a number of smaller sites of varying character which are, nevertheless, of sufficient size to support and provide the directly related improvements in infrastructure and services. The sites which are proposed are either already contained within the present built-up area, or immediately adjoin it and extend

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it to a clear, physical boundary, or represent the completion and rounding-off of a hitherto unfinished pattern of roads and housing.

'Windfall' Sites

- 9.18. Development on 'windfall' sites within the built-up areas of Ferndown and West Parley is expected to continue during the Plan period. In the past, this type of site has provided a wide variety of housing including flats, retirement homes and individual houses. From their nature, the number of dwellings on these sites cannot be predicted accurately for individual areas, depending as they do on the varied decisions of private landowners. Development on windfall sites will be permitted subject to the policies set out in Chapter 6 of this Document. Developments for flats and retirement homes in particular are likely to be important elements of the 'windfall' development. 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 (200m) of main public transport routes. The design and location policies of section three of Chapter 6 will be particularly relevant in considering applications for these forms of development.

New Housing Sites

Green Worlds

- 9.19. The site at Green Worlds is already enclosed within the built-up area and part has been developed as "Amberwood." It is proposed that the remainder should also be developed for housing. However, the site is well-treed and forms an important local landmark on the main approach into Ferndown from the north east. Therefore, it is essential to retain its wooded appearance when seen from the adjoining main roads and to screen the new development from the recent housing to the west.
- 9.20. Development for a mixture of flats and houses will permit the achievement of the densities appropriate to a site which lies well within the built-up area, while allowing a relatively large proportion of the land to be retained for necessary landscaping. A total of up to 60 dwellings could be accommodated subject to the preparation of a satisfactory scheme and depending on the proportion of the site which is developed for flats. Suitable points for safe vehicular access would be from the new roundabout proposed for the junction of Ringwood Road and Turbary Road or through Amberwood. In keeping with the character of the area, buildings will not exceed three storeys in height (including the ground floor) and will be predominantly of two storeys.
- 9.21. Because of the importance and position of the site within the town and the relatively high density of development, an especially high standard of design will be essential. The development of the site must accord with the principles of the Development Framework Plan which was included in the previous Local Plan and which forms Supplementary Planning Guidance for this site. The layout must incorporate two basic elements:
- (a) retention of existing trees within the perimeter belt and the two North/South linear belts together with supplementary planting; and
 - (b) new planting areas within the central area, the precise location of which shall be dependent upon the final form of the layout.
- 9.22. Because of the need to integrate the new housing with the important trees on the site, no development will be permitted except as part of a comprehensive design for the whole of the site embracing the siting and massing of buildings, the spaces between them, pedestrian and vehicular circulation and the protection of trees and landscaping. Buildings and their curtilages should be grouped to allow the retention or new-planting of groups of forest trees between them and, to ensure their long-term retention, these trees should be on land communally or publicly maintained.

9.23. Policy FWP1

Land at Green Worlds between Wimborne Road East and Ringwood Road is identified as a housing site. The following requirements must be met:

- a) a range of dwelling types should be provided, at a density in the order of 30 dwellings per hectare;
- b) the site should contribute an element of affordable housing;
- c) a treebelt of at least 20 metres in width must be retained or established around the edges of the site;
- d) the woodland character of the site must not be undermined. To that end any scheme should provide for the retention of a substantial proportion of the existing tree cover.

Level of Development on Identified Sites

Housing Site	Proposal No	Area (Ha)	Area (acres)	Number of Dwgs (approx)
Green Worlds	FWP1	2.8	6.9	60

9.24. The total number of dwellings likely to be achieved by the proposal is shown in the preceding table. These figures are indicative only and may change depending upon the layout and design finally approved for the sites.

Affordable Housing

9.25. In common with the rest of East Dorset, Ferndown and West Parley 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. It is expected that a proportion of affordable housing will be provided on the following sites:

- (a) Green Worlds;
- (b) Poor Common.

9.26. The proportion of this type of housing will be determined in the light of the need for affordable housing at the time of development and negotiation with the intending developers, taking into account the extent of any off-site infrastructure which the developers may provide. 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

Ferndown and Uddens Industrial Estates

9.27. The 1989 Local Plan for Ferndown, West Moors and West Parley proposed a number of sites for development at the Ferndown Industrial Estate and Uddens Industrial Estate in accordance with the proposals of the Structure Plan of the time. Substantial parts of these areas have now been developed, but one major site remains and is carried forward into this Local Plan.

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- 9.28. The site consists of land fronting onto the main industrial estate spine road (Cobham Road), between existing industrial buildings, and land to the rear which is already adjoined by industrial buildings on the north and on the west, and which is bounded to the east by the open Green Belt corridor between the industrial area and the housing on Bracken Road. Because of its character it is considered that employment uses would be the most appropriate form of development.
- 9.29. The Plan has also taken into consideration the potential for warehousing on parts of this site where the advantages of these uses could be particularly great. The locality is well suited to this type of development because of its excellent position on the strategic road network.
- 9.30. Hitherto industrial sites in this area have been poorly landscaped. Proposals are included to ensure that a higher standard is achieved in the new development.
- 9.31. The main spine road of the Ferndown Industrial Estate (Cobham Road) connects at its northern end directly onto the Ferndown Bypass, providing a direct link to the strategic road system. The Plan therefore proposes that the new industrial area should be linked to this main spine road, where a new junction will be required. No other direct connections will be made to either the Bypass or the Wimborne Road.
- 9.32. No planning permissions will be granted for new development on the site until a route for the A31 to Poole Link Road has been approved and committed for implementation, or the transport situation has been reassessed through a corridor study, traffic impact analysis or other studies, unless it can be clearly demonstrated that the traffic generated by the development of that site can be accommodated without significant traffic problems. A traffic impact study for the development of the more westerly site between the Ferndown and Uddens Industrial Estates was undertaken, and demonstrated that development of that site was acceptable in advance of the construction of the A31 to Poole Link road provided certain localised highway improvement and traffic calming and cycling measures were undertaken.
- 9.33. An extensive and high quality landscape framework will be required. The tree belt on the southern side of the site has been chosen to ensure a permanent boundary to the development and to provide an adequate screen between it and the housing and traffic on Wimborne Road. Further reinforcement of this tree belt will be expected as part of any development proposal. The eastern tree belt will screen the industrial area from the housing and public open space to the east. The local authority will be prepared to undertake maintenance of the tree belt on behalf of the developers, subject to the payment of a suitable commuted sum. The proposed development of B1 and B8 uses on the southern edges of the sites will further limit the potential impact of the development on the adjoining housing.
- 9.34. If not dealt with on an overall basis in terms of compatible building design and proper access arrangements, this large site could suffer from sporadic and piecemeal development to the detriment of the final appearance and functionality of the whole development. Therefore the co-ordination of these aspects within a comprehensive scheme which would include details of parking areas, structural landscaping and materials is important to ensure a reasonable standard of environment. The policy will not be operated to enforce a rigid conformity of design, but to ensure that individual buildings are compatible with each other and can be adequately serviced.
- 9.35. Policy FWP2**
- Land east of Cobham Road and north of Wimborne Road West and extending to approximately 8.48 hectares (20.9 acres) will be developed for B1, B2 and B8**

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Uses as defined in the Schedule to the Town and Country Use Classes Order 1987⁷¹ subject to:

- a) access being provided from Cobham Road only;
- b) uses falling within Classes B1 and B8 being restricted to the southern border of this site, where no uses falling in Class B2 will be permitted;
- c) the provision and maintenance of a substantial tree belt 20 metres in width along the southern and eastern boundaries of the site. Along the southern boundary of the site this tree screen will incorporate a continuous earth mound 1.5 metres in height. The tree screen will be outside the curtilage of any individual property;
- d) no development being permitted except as part of a comprehensive design which must include the details of parking areas and structural landscaping within the site. In addition within the landscaping proposals will be a small area of landscaped open space along the banks of the stream. The materials, siting, landscaping and design of buildings must be co-ordinated and be compatible with each other;
- e) no development being permitted until new proposals for the A31 to Poole Link Road has been approved and committed for implementation or the transport situation has been reassessed through a corridor, traffic impact analysis or other studies, unless it were shown, by means of a traffic impact analysis, that the traffic generated by the development of the site could be accommodated in advance of the Link Road without significant traffic problems.

9.36. A particular problem with all industrial development is the danger of accidental pollution of watercourses through surface water drains, particularly by chemical and oil spills. The site at Ferndown is close to the Uddens Water which in turn flows into the Moors River Site of Special Scientific Interest. It is therefore necessary to ensure that any risk of pollution to this river is reduced. This can be achieved by intercepting surface water flows before they enter the river system, either by the construction of individual catchment reservoirs and pollution control equipment or filtering reed beds on a particular site, or by connecting onto the existing settlement pond south of the Bypass and north of Leeson Drive. This settlement pond is shown on the Proposals Map.

9.37. Policy FWP3

A surface water drainage system must be provided for the site, to include oil and grit interceptors and:

- a) either include an on-site settlement or pollution retention pond, or reed bed; or
- b) be connected to the existing settlement pond south of the Bypass and north of Leeson Drive.

⁷¹ A full description of these uses will be found within the Use Classes Order. Briefly summarised, Class B1 comprises offices, research or industrial processes of a kind that can be carried out in any residential area without damage to amenity, Class B2 general industrial uses (excluding a number of 'special' industries which are likely to be particularly unneighbourly), and Class B8 comprises use for storage or distribution.

Other Employment Development

9.38. The Ferndown Bypass has taken traffic through corridors of undeveloped countryside, away from existing service facilities. In recognition of this a single combined service area incorporating petrol station, restaurant, motel, tourist information office, picnic area and associated parking has been approved at the junction of the Bypass with the future West Moors Bypass. This proposal is part of a general strategy for service areas on primary routes in Dorset included in the Structure Plan which identifies the Ameysford area at Ferndown as being suitable for this type of facility. Heathland in Uddens Heath Site of Special Scientific Interest bordering the development will be protected and an area on the west side will be managed for nature conservation.

9.39. Policy FWP4

A service area for all types of vehicle, providing parking, toilets, refreshment facilities, fuel, picnic area, and motel facilities will be developed on land north of the Ferndown Bypass at Ameysford Road. Measures will be taken to protect adjoining land in Uddens Heath SSSI including management for nature conservation. No further service areas will be allowed on sites adjacent to the A31 or other Primary Roads in the Plan area.

Shopping

Ferndown

9.40. Ferndown town centre provides a wide range of shopping facilities and services accessible by car, foot and by public transport. It is the intention of the Plan that the function of the centre as the main shopping and civic area of Ferndown should be fostered and developed. This accords with the general strategy of the plan which sees future development being focused on existing towns thus limiting the need to travel and providing effective and economical services. However, it is not expected that there will be a need for outward expansion of the commercial area. The population of the town is not expected to increase significantly in future, and additional convenience shopping provision has been made recently through a new edge of town superstore at Tricketts Cross. The growth in retailing is therefore likely to be limited. Scope for redevelopment, modernisation and conversion, however, exists within the present commercial area. The policy area boundaries for the centre have been drawn to include areas where there are gaps in retail frontages as well as older properties in which such development opportunities could be taken. Such developments will be appropriate and of benefit to the vitality and viability of the centre as a whole, and are encouraged by the policies proposed in the District Plan. As with retailing, the number of office sites available elsewhere in south-east Dorset and the attractions of the coastal towns are likely to limit the demand for new floorspace, except for businesses serving local needs.

9.41. The specific policies for Ferndown town centre which follow generally permit commercial and retail developments and changes of use within the town centre defined on the Proposals Map. However, within the primary shopping area of Penny's Walk and the central part of Victoria Road, uses other than retailing will not normally be permitted at ground floor level in order to maintain the vitality and attractiveness of the core area. Within the centre as a whole, retail and commercial developments will not be allowed to displace residential uses on upper floors, which are important to maintain a resident population within the town centre, and to prevent it becoming 'dead' outside business hours. Any redevelopment which would affect dwellings on upper floors should include proposals for their replacement. In order to maintain a suitable scale of buildings for the town centre, new developments will normally be expected to be either two or three storeys high along the main streets. However the centre of Ferndown is closely adjoined by residential development comprising mainly single storey bungalows and two storey houses. It would be inappropriate therefore for

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buildings to have a greater height where this would cause loss of amenities to these properties. A policy has therefore been included to ensure that development will take account of the proximity of these good quality residential areas to the commercial centre.

- 9.42. The environment in the shopping areas is crucial to the success of the centre. A repaving scheme has already been carried out in Victoria Road. A further scheme will be brought forward for the Ringwood Road, and will include repaving, street furniture and the removal of visual 'clutter' (see Policy FWP17 para 9.78). A high priority will be given by the Highway Authority to ease of movement for pedestrians in the town centre even though this may somewhat restrict the free flow of traffic.

9.43. Policy FWP5

Developments falling within Use Classes A1, A2, A3, B1⁷² and community uses will be permitted in accordance with Policy SHDEV1 (para 6.236), in the commercial centre of Ferndown defined on the Proposals Map. Within the primary shopping frontages, however, only shop uses (Use Class A1 shops as defined in the schedule to the Town and Country Use Classes Order 1987) will be allowed at ground floor level. Upper floors in the commercial centre may be used for Use Classes A2, A3, B1, C1, C3 and D2.⁷³ Redevelopment will not be allowed which would remove dwellings at first or upper floor levels, and such dwellings should be replaced where sites are redeveloped.

9.44. Policy FWP6

New buildings along the Ringwood Road and Victoria Road frontages of the commercial centre of Ferndown should not exceed three storeys (including the ground floor). Development should be of a height, scale and character appropriate to its town centre location.

9.45. Policy FWP7

No development in the commercial centre of Ferndown will be permitted unless it is designed and sited so as to safeguard the environment of residential properties in adjoining areas.

- 9.46. Because the shopping streets will continue to carry heavy flows of traffic, in any redevelopment or new development within the commercial centre of Ferndown, rear servicing will be expected to be provided in accordance with Policy TRANS13 (para 6.385), where this is practicable.

Parley Cross

- 9.47. The purpose-built shopping parade at Parley Cross has, at its rear, the gardens of residents living over the ground floor shops. These gardens, in turn, adjoin the quiet residential street of Elm Tree Walk. In order to protect the amenities of the residents on this street, and of the dwellings above the shops, the following policy will be operated.

⁷² 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.

⁷³ A full description of these uses will be found within the Use Classes Order. Briefly summarised, Class C1 comprises hotels, Class C3 dwellings, Class D2 assembly and leisure uses.

9.48. Policy FWP8

No new extensions to the commercial premises of the Parley Cross shopping parade, service yards, car parking, or storage areas will be permitted to the rear of buildings backing onto Elm Tree Walk where this would have an adverse effect on the residential properties.

Open Space and Recreation

Ford Lane

9.49. The existing public open spaces within the Heatherlands area are limited in extent, and frequently poorly sited, or too small or awkwardly shaped to permit their full use or to avoid annoyance to local residents. The Local Plan makes proposals for the main areas of new open space, which are generally of much larger dimensions than those provided in the past.

9.50. The recreation ground at Ford Lane is already partially in existence and has been extended to the edge of the Moors River floodplain by past land filling and reclamation. Pedestrian and vehicular access is provided to the site from Ford Lane. The proposal confirms and ensures the continuation of the present use and extends the open space onto land at the west which is physically and visually part of the same area. The recreation ground provides a substantial formal playing space adjoining the Heatherlands Estate, where there is a high concentration of young people, and is capable of accommodating a range of outdoor sports pitches, together with children's playspace.

9.51. Policy FWP9

Land north of Ford Lane extending to approximately 4 hectares (10 acres), will be used for public open space.

9.52. Policy FWP10

Land to the east of the Ford Lane recreation ground, which forms part of the Parley Common Site of Special Scientific Interest, will be designated a Local Nature Reserve and used for nature conservation.

Bracken Road

9.53. This extensive area will provide recreation space for the housing area north of Wimborne Road, which is severed from the King George V Playing Fields to the south by the main road. The proposed area of open space is sufficiently large to accommodate both formal playing areas and informal "parkland" recreation uses. The more intensively used areas should be located in the southern part of the site away from the Uddens Heath SSSI. These will form a buffer between housing to the east and industry to the west. It will be important to retain existing trees and woods wherever possible and to accompany this with new planting. The existing trees and watercourse give considerable landscape potential to this site. Drainage will be required, and this, together with the watercourse will provide opportunity for a number of water features. However such drainage works should not damage the wet heathland interest of the Uddens Heath SSSI to the north. Consultation with nature conservation bodies will be required to ensure that this does not occur. The trees on the western edge of this area do not form part of this proposal, but are expected to be retained as part of the industrial development under Policy FWP2 (para 9.35).

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9.54. Policy FWP11

Land at Bracken Road extending to approximately 15 hectares (38 acres) will be used for public open space.

Other Open Spaces

- 9.55. There are only limited open spaces within the built up areas of Ferndown and West Parley although there are more extensive areas within the surrounding Green Belt. Policy RCDEV1 (para 6.212) will apply to a number of open spaces, used for amenity or recreation, which have been provided as part of developments in the past and will protect them from redevelopment for other purposes. Larger open spaces to which the Policy will apply include King George V Playing Fields, Redwood Drive, Curlew Close, Warren Walk, West Parley Recreation Ground, and open space at Fitzpain Road. Private open spaces to which the policy will apply include the Ferndown Golf Course, the Dudsbury Golf Course, and the Bluebird Sports and Social Club ground at Longham.

Conservation and Countryside

Nature Conservation

- 9.56. Parley Common in the East, Ferndown Common in the West, and Uddens Heath and Slop Bog in the North are all heathland areas of high nature conservation value, designated as Sites of Special Scientific Interest. They are also proposed Special Protection Areas and candidate Special Areas of Conservation under European directives and, apart from Ferndown Common, are also proposed Ramsar sites. They will be protected under Policy NCON1 (para 6.7), as will other areas of nature conservation value. A large area of Slop Bog is owned and managed by Dorset County Council. The conservation of the heath on the other sites will be the main priority and will be sought through management schemes agreed with their owners and interested organisations. The Moors River runs to the east of Ferndown, and its tributary, the Uddens Water, to the north. The protection of these rivers will also be of the highest priority. This may require that some stretches of the rivers should be kept from general public access, and that special measures be taken to protect the rivers from pollution (some specific proposals are included elsewhere in this Chapter for the drainage of the industrial and commercial sites). A proposal for a Local Nature Reserve at Ford Lane has been made above (Policy FWP10 para 9.52).
- 9.57. The Herpetological Conservation Trust manages the whole of Ferndown common as heathland nature reserves. To reflect heathland restoration targets in the Structure Plan, conservation will be sought through management and restoration, with their owners and interested organisations, of suitable sites in the Ferndown area. These may include:
- a) Uddens Heath
 - b) Parley Common – east of Barrack Road, at Stocks Farm and north of Ford Lane and to the south of the Heatherlands Community Centre
 - c) Ferndown Common – between Forest View Drive and the SSSI
 - d) Poor Common – to the south-east.

Urban Conservation

- 9.58. There are no areas in Ferndown and West Parley which are considered to be of sufficient architectural or historic significance to be designated as Conservation Areas. Nevertheless, there are some areas which have a high quality, created by the low density of development or the presence of numerous mature trees and shrubs, or the attractiveness of groups of buildings, and it is intended that new development within these areas should respect and maintain this character. Policy BUCON6 (para 6.136)

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will apply to these areas within Ferndown and West Parley, which are shown on the Proposals Map. These include areas around Woodland Walk, Golf Links Road, Carroll Avenue and Pringles Drive, Beaufoy's Avenue, Dudsbury Road, Wight Walk and Chine Walk. Policy DES7 (para 6.296) will also be of importance in several areas.

Transport

- 9.59. 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.
- 9.60. 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.
- 9.61. This Chapter contains specific highway and transportation schemes for Ferndown town and West Parley and should be read in conjunction with Chapters 6 and 7.

Road Hierarchy

- 9.62. The 2011 hierarchy of roads for Ferndown town and West Parley, as defined in Chapter 7 and set out in Appendix A, is shown in Figure 9.1.

Urban Traffic Control

- 9.63. The heavy flows of traffic along Wimborne Road and the Ringwood Road south west of Penny's Hill, conflict with the movement of pedestrians and with vehicles making north-south journeys across the Plan area. A substantial degree of assistance is being given to pedestrians and motorists by various forms of traffic signal control. A vehicle-responsive Urban Traffic Control system of traffic signals has been installed along the Ringwood Road and Wimborne Road. The objectives of these installations is to improve flows by increasing the capacity of existing signal controlled junctions and thus reduce delays, noise and fuel consumption and exhaust pollution. The need for additional pedestrian crossings on these routes and elsewhere in Ferndown will be closely monitored and new crossings provided where the qualifying criteria are met.

Pedestrians and Cyclists

- 9.64. The network of minor roads provides satisfactory local routes for cyclists through much of Ferndown and West Parley. However, problems can occur where pedestrians and cyclists are required to use or to cross heavily trafficked 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.
- 9.65. 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 lists the programme of schemes which the Highway Authority propose to carry out during the Plan period. The proposals for these are included in this chapter.

Figure 9.1 Ferndown and West Parley Road Hierarchy 2011

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Castleman Trailway

- 9.66. The former railway line passing to the north of Ferndown encouraged the creation of a trailway which will eventually form part of the long distance 'Castleman Trailway' between Poole and Ringwood. Parts of the railway have been lost to development; others have become important for nature conservation, while the busy A31 trunk road

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cuts across it north of the Ferndown Industrial Estate. The opportunity has therefore been taken to avoid these local problems by routing the trailway through forestry land and along existing rights of way north of the A31. The following proposal is for its completion. Its long term protection will be provided under Policy TRANS8 (para 6.352). When the West Moors Bypass is built, this will provide a second cycle link, from West Moors to the top of Ameysford Road.

9.67. Policy FWP12

A trailway will be created north of Ferndown between West Moors and Stapehill using existing rights of way and permissive paths. This will be connected through the Ameysford Road underpass (under the Bypass) to the made-up part of Ameysford Road. Ameysford Road north of its junction with Leeson Drive will be surfaced to a suitable standard and width to provide a cycle and pedestrian route.

Other cycle and pedestrian routes

9.68. Policy FWP13

A linked system of cycleways and footpaths will be provided serving the Ferndown schools and sports facilities. This will comprise:

- (a) a shared cycleway and footway along the C50 Wimborne Road East and Wimborne Road West;**
- (b) a shared cycleway and footway along the A347/A348 Ringwood Road; and**
- (c) a signal controlled crossing at the junction of Glenmoor Road and Ringwood Road with facilities for cyclists and pedestrians.**

9.69. A cycleway and footpath link is proposed to provide a pedestrian and cycle access to the industrial estate from northern Ferndown. It is expected that the industrial development proposed on the Ferndown Industrial Estate will assist in providing this cycleway/footway link.

9.70. Policy FWP14

A cycleway and footpath will be provided between Leeson Drive and the northern end of Cobham Road.

9.71. The following proposal will provide a pedestrian and cycle link between Ferndown and West Moors and will provide a direct route into the industrial estate.

9.72. Policy FWP15

A cycleway and footway will be provided as part of the proposed West Moors Bypass. This will connect via a separate link to the road network of the industrial development proposed at the Ferndown Industrial Estate.

9.73. The Structure Plan proposes the development and redevelopment for employment uses of a large area of land at Bournemouth International (Hurn) Airport, in Christchurch Borough. This major employment site is directly accessible from Ferndown and West Parley, its nearest urban neighbour, along Parley Lane from Parley Crossroads. In order to provide a route for cyclists, it is proposed that a cycleway should be built along Parley Lane. The detailed design of this route will seek to provide for the needs of horse riders if possible. It is expected that the developers of the employment site will be asked to contribute towards the provision of this cycleway

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as part of the infrastructure necessary to serve their development. It will be necessary for this proposal to be continued in Christchurch Borough.

9.74. Policy FWP16

A route for pedestrians, cyclists and horseriders will be provided on Parley Lane from Parley Cross to the District border.

9.75. A direct route from the east into Victoria Road would be of value to bring shoppers from the housing areas to the east into the northern part of this shopping street.

9.76. Any substantial redevelopment of numbers 1 and 3 Woodside Road, together with any development of the adjoining land between Woodside Road and Princes Road, should make provision for a cycleway and footpath connection between Woodside Road and Victoria Road. This proposal will not be implemented while numbers 1 and 3 Woodside Road and their surroundings remain as single private dwellings.

Traffic Management and Pedestrian Priority

9.77. The Ringwood Road contains shopping and commercial uses that straddle the busy A347. This road carries high volumes of traffic at present but this would be relieved by the construction of the A31 to Poole Link Road. It is proposed that improvements to the rather poor shopping environment of the Ringwood Road will take place.

9.78. Policy FWP17

Works will be carried out to improve the environment of the shopping areas of Ringwood Road in Ferndown. These will extend to private forecourts as well as to highway land and will include rationalisation of parking areas together with improvements to paving, street furniture and lighting.

Major Road Schemes

9.79. Two major new longer distance road schemes are proposed, parts of which will affect the area covered by this Chapter of the Plan in the period up to 2011. These are:

- (a) the A31 to Poole Link Road;
- (b) the West Moors Bypass and B3072 improvements.

Details of these two schemes are contained in Chapter 7.

9.80. The government no longer proposes to construct an A31 to Poole link as part of the national Trunk Road programme. The local highway authorities are considering options to address the problems of movement between the A31 and Poole. Until this issue is resolved it will be necessary to keep under review those proposals which are more sensitive to the traffic implications of a change in the primary network strategy.

Other Road Proposals

Glenmoor Road - Ringwood Rd Junction

9.81. Policy FWP18

The junction of Glenmoor Road with the Ringwood Road will be improved, with the provision of a right turning lane in Ringwood Road which will be locally widened. The junction will be controlled by traffic signals which will form part of

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the Urban Traffic Control system and which will provide for the safe crossing of Ringwood Road by pedestrians and cyclists (see Policy FWP13 para 9.68).

- 9.82. The junction in Policy FWP18 can be accommodated within existing highway land.

Long Term Reservations

- 9.83. The Structure Plan proposes a long term land reservation for a major road scheme, the A3060 Castle Lane West Relief Road, which is unlikely to be built for many years. The scheme lies largely outside East Dorset District in Bournemouth Borough and Christchurch Borough but affects the southernmost part of this area of the East Dorset Local Plan.
- 9.84. The A3060 Castle Lane and A347 Whitelegg Way between Iford roundabout and Wimborne Road in Bournemouth are busy County Distributor routes where there has been an increase in traffic in recent years of around 30% (1983 - 1995). For many years it has been apparent that traffic on Castle Lane West has been reaching an unacceptable level. New highway construction is not, however, the only response to increased traffic growth and major urban highway schemes are becoming increasingly unacceptable, particularly as it is government policy not to build or support roads which facilitate commuting to congested urban centres. Accordingly traffic management and enhancements to public transport also need to be considered and evaluated. Traffic management measures are likely, however, only to assist in containing the current situation, reducing delays and congestion in the short term and a certain level of highway provision may still be required. In the longer term, therefore, it may be necessary to provide a single carriageway relief road for Castle Lane to reduce the traffic pressure caused by further developments in north Bournemouth.
- 9.85. To relieve traffic on Castle Lane West, it is proposed to construct a new road between the A338 Spur Road and Northbourne roundabout. It is part of this road which falls within the East Dorset Local Plan area. The road is unlikely to be programmed until after 2011 and is identified in the Structure Plan accordingly. Thus there is no policy for the construction of the Castle Lane West Relief Road in this Local Plan, but land is reserved, in accordance with Structure Plan Transportation Policy Y⁷⁴, to ensure that development does not prejudice its future implementation. The road would be potentially damaging to the environment of the West Parley Conservation Area and extensive screen planting would be necessary between it and the village. If the intention to construct this road is confirmed later in the Plan period, this planting should be carried out well in advance of the road construction.

9.86. Policy FWP19

The Local Planning Authority will protect the line of the A3060 Castle Lane West Relief Road from development which might preclude its construction at some future date beyond the Plan period.

Car Parking

- 9.87. The main car parking serving the northern end of Victoria Road, Ferndown is privately owned. For this reason, its continued existence and operation as a shoppers' car park cannot be guaranteed. However its continued existence would be beneficial to the viability and vitality of the part of the Victoria Road shopping area. Consequently a specific proposal has been included in the Plan to ensure that it remains available. The District Council will avoid any involvement in its operation or ownership unless this becomes necessary to secure its future or to control its use.

⁷⁴ Bournemouth, Dorset and Poole Structure Plan, February 2001, page 93.

9.88. Policy FWP20

Land off Princes Road will be maintained as a shopper's car park.

- 9.89. No proposals are made for further car parks, but the situation will be closely monitored and, if necessary, new proposals brought forward in the review of this Plan.