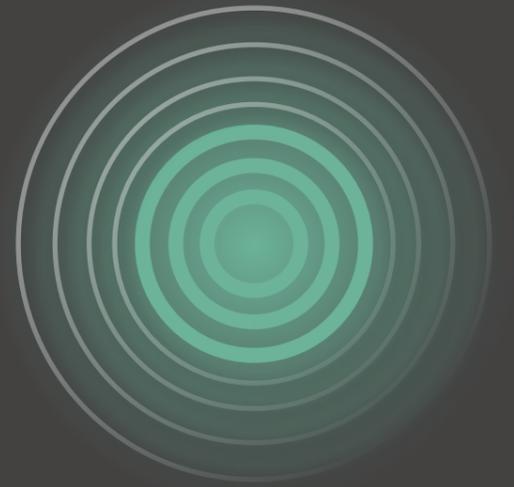


new neighbourhoods  
masterplan report  
final report  
january 2012

# east dorset



**BroadwayMalyan<sup>BM</sup>**  
Architecture Urbanism Design



# contents

01. Introduction
02. Evolution of the settlements
03. Masterplanning issues
04. Design process
  - Wimborne Minster concept masterplans
  - Corfe Mullen concept masterplans
  - West Parley & Ferndown concept masterplans
  - Verwood concept masterplans
05. Development capacity
06. Design guidelines
07. Summary

# 01

## introduction

### The commission

East Dorset District Council (EDDC) appointed a consultant team, led by planning and design practice Broadway Malyan, to prepare masterplans for residential led new neighbourhoods to four settlements within the District. The masterplans, for sites in and around the settlements of Wimborne Minster, Corfe Mullen, West Parley / Ferndown and Verwood will help support the Council's emerging planning policy (being prepared jointly by East Dorset District Council and Christchurch Borough Council) and could subsequently become Supplementary Planning Documents (SPDs) that will guide development control decisions and form the basis for negotiations with prospective developers in each location.

Planning for the new housing will:

- Provide housing to support the local economy and prevent unsustainable in-commuting in the future
- Provide more affordable housing (which has historically been under provided in the District)
- Prevent large numbers of future homes being developed in the urban area, thus having a detrimental impact on the existing high quality urban environment

In order to explore potential new neighbourhood locations in the District, Broadway Malyan produced two detailed Stage 1 reports, the first covering the settlements of Wimborne Minster, Corfe Mullen and West Parley and the second covering Verwood. The Stage 1 reports examined areas of search around the four settlements (which were based on work undertaken by both the Strategic Planning Authority - which comprised Dorset County Council, Bournemouth Borough Council and the Borough of Poole - and East Dorset District Council). The reports assessed each area of search in relation to a number of factors including: local context; planning policy; and constraints and opportunities. From this analysis 16 specific sites were identified around the four settlements which were considered to be suitable for new residential neighbourhoods.

The 16 sites identified in the Stage 1 reports formed the basis for the "Options for Consideration" consultation stage of the Core Strategy, which was consulted on for a 15 week period between 4th October 2010 and 15th January 2011. The results of the feedback were analysed by East Dorset District Council, who subsequently made the decision to take 15 sites forward

for more detailed masterplanning. Only one site (in Verwood) was not taken forward. As part of the consultation exercise, it became apparent that two further sites should be considered for masterplanning. These sites comprised land off Ringwood Road in Verwood and the Bluebird Social Club at Longham. A background review paper for both additional sites was produced in order to understand their constraints and opportunities. The review paper concluded that the site at Ringwood Road in Verwood should be considered further. However, the site at Longham was discounted on the grounds of it creating an issue of coalescence between Longham and Ferndown and has not been taken forward for masterplanning in this Stage 2 report.

### The new neighbourhood locations

The locations of all the sites are shown opposite.

### This Report

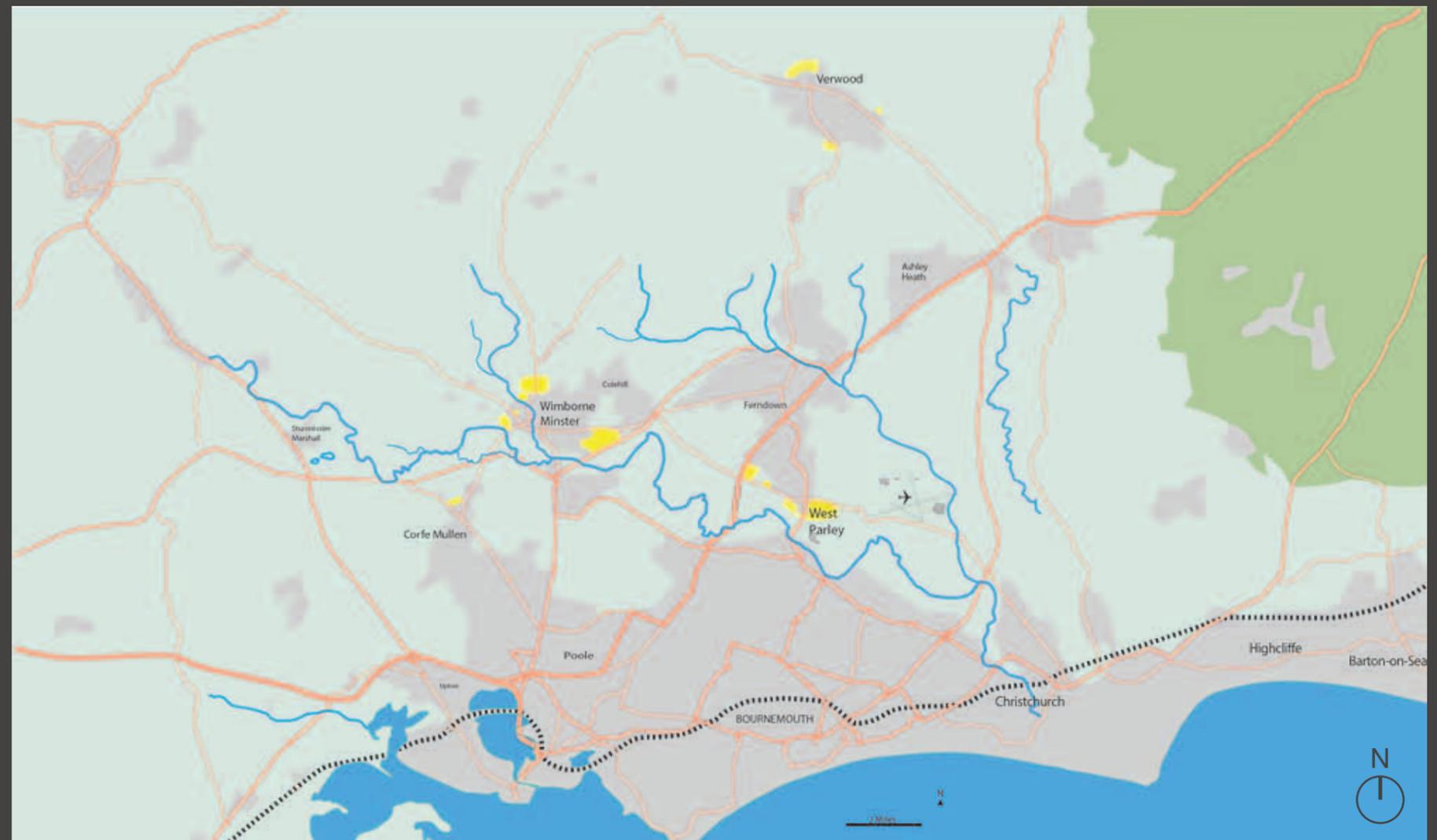
This report comprises the Stage 2 Masterplanning Report and builds on the findings of the Stage 1 work. It takes the sites previously identified and prepares masterplans for them to help demonstrate the type of developments that the Council should be seeking.

A further Stage 3 Report will comprise an Implementation Plan that focuses on some of the key viability and implementation issues in relation to some of the more complex sites.

### Report structure

This report contains the following sections:

- Introduction
- Evolution of the settlements
- Masterplanning Issues
- Design Process
- Wimborne Minster Concept Masterplans
- Corfe Mullen Concept Masterplans
- West Parley / Ferndown Concept Masterplans
- Verwood Concept Masterplans
- Summary of Development Capacity
- Design guidelines
- Conclusions



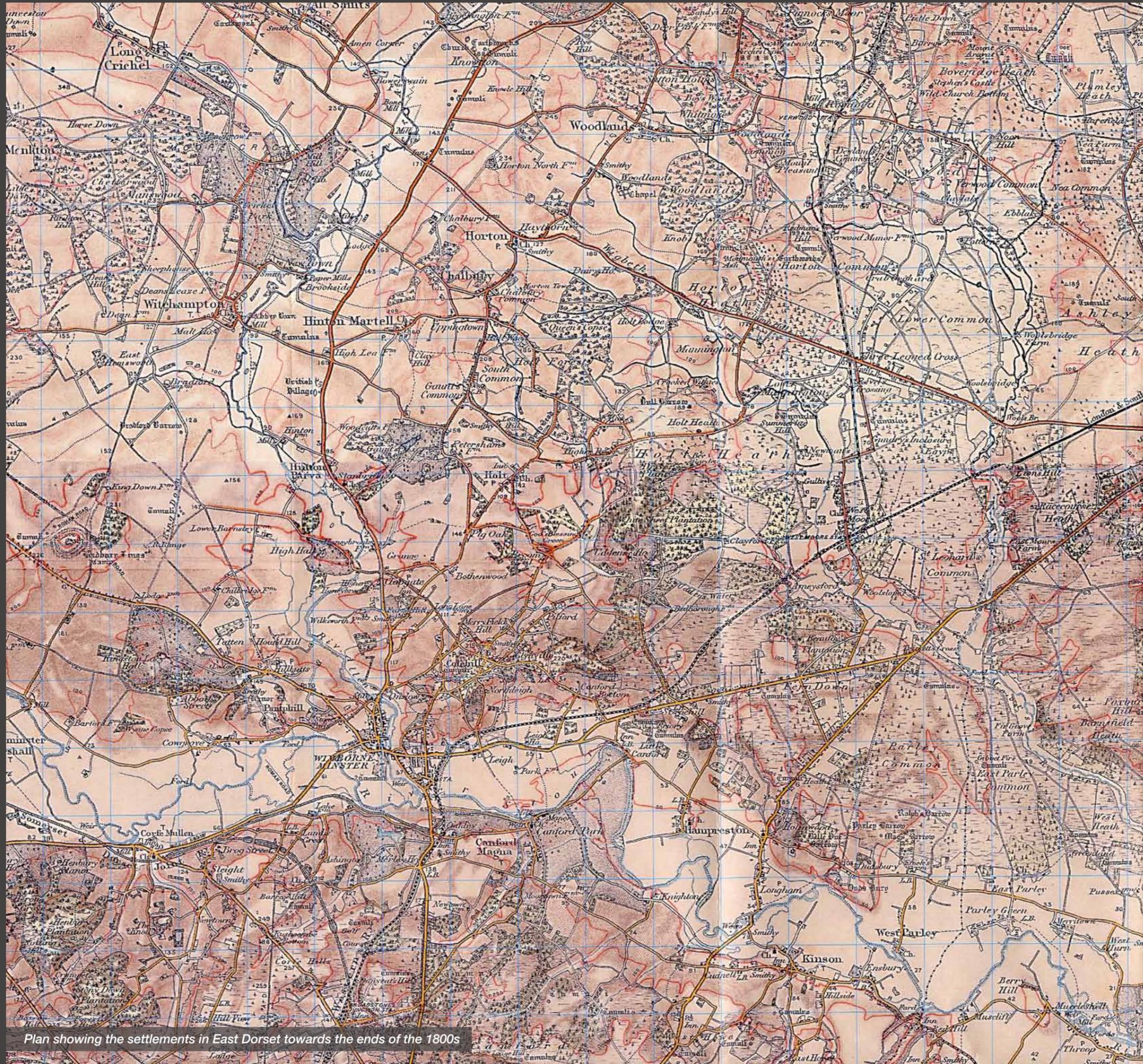
# 02

## evolution of the settlements

---

Before any masterplanning exercise can be undertaken, it is important to understand the historic evolution of the settlements, through time, to see how they have grown and the main influences on their development pattern.

---



Plan showing the settlements in East Dorset towards the ends of the 1800s

**Wimborne Minster** is an attractive market town in the district of East Dorset, located at the confluence of the River Stour and River Allen. It is located to the north of the town of Poole (approximately 5 miles) and to the north west of Bournemouth (6 miles).



Wimborne, High Street 1923

The town of Wimborne Minster grew up within the fork of the River Stour and the River Allen. It was once the site of a Roman base camp, but it was the Saxon era that had the greatest influence on the town. Indeed, it was in this period that St Cuthburga founded a double monastery (in 702 AD) and the timber abbey church which stood on the site of the now famous St Cuthburga Church, which itself was constructed between the 12th and 15th centuries.

Agriculture was also a major industry in Wimborne Minster and it has a long tradition of being a market town. The town developed further between the 15th and 17th centuries and it is today regarded as one of the foremost collections of architecture from this period.

The railway arrived in Wimborne Minster in the 1840s, with the station being located to the north of the River Stour and south east of the town centre. As a result of this, development started to take place between these two nodes. However, this, like other stations in the area, closed in the latter half of the 20th century. The 20th century also saw significant growth of the town, mainly comprising housing estates between the town and Leigh Common/ Colehill. Colehill is a further settlement located to the north east of Wimborne Minster which, again, largely grew up in the latter half of the 20th century.

- 01
- 02
- 03
- 04

- 01 Wimborne Minster, towards the end of the 1800s
- 02 Wimborne Minster, as it is today
- 03 West Borough, 1908
- 04 Wimborne, High Street, 1955





Corfe Mullen, Pardy's Hill, Circa 1955

There is evidence of people living in **Corfe Mullen** dating back to the Old and Middle Stone Ages and, during the Bronze Age, burial mounds were built, examples of which exist to the east of the village today.

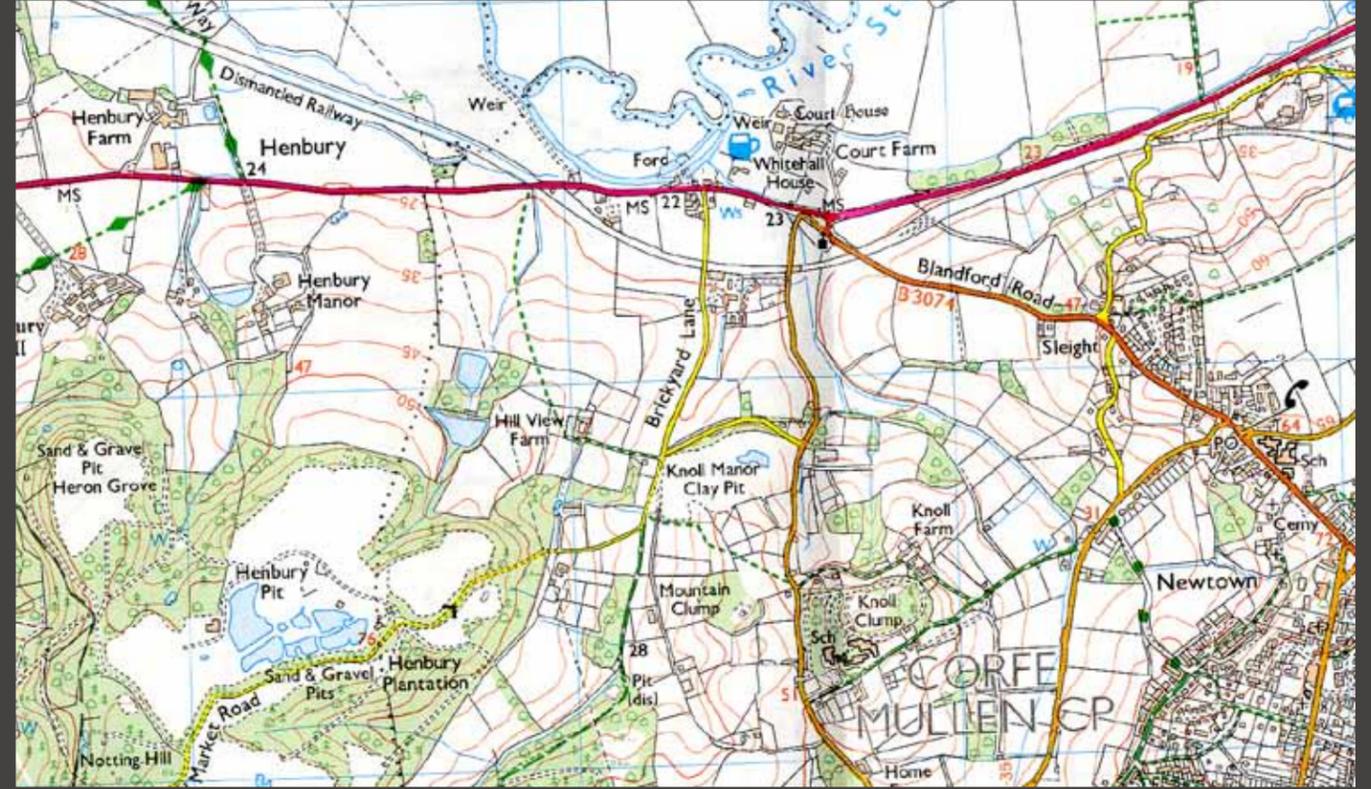
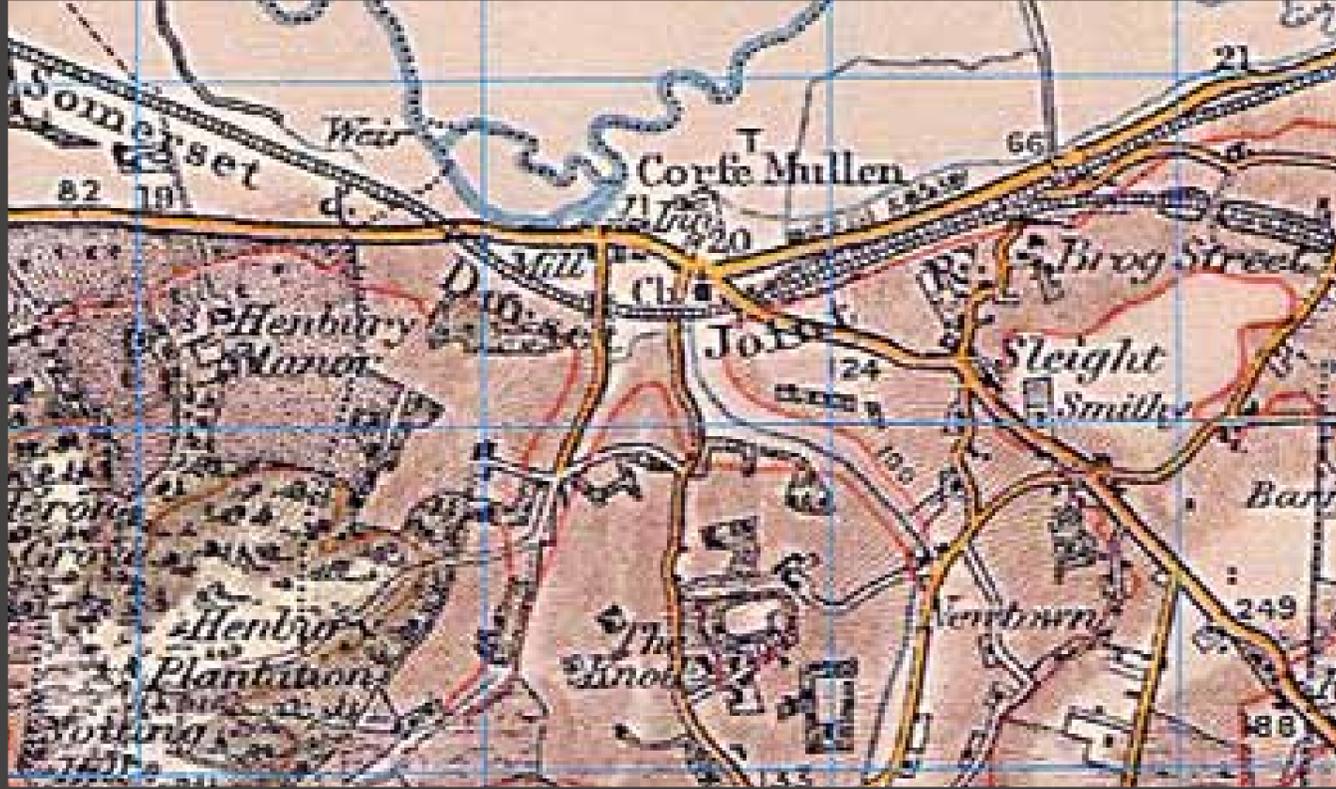
The area was also the scene of human activity through Roman and Saxon times. Indeed, the most notable of these is the road that forms the eastern boundary of the village today.

Development continued slowly throughout the following centuries. However, today there are a number of historic architectural legacies that still remain from key periods including the Georgian period. Indeed, the former Lockyer's Charity School building which forms part of the current Lockyer's Middle School today is from this era.

By the Victorian period, improved roads and the introduction of the railway (which eventually reached a halt at Corfe Mullen) helped to connect the village. At this time, development was to the north of what we now consider Corfe Mullen to be. Indeed, it was largely located around Mill Street (now the A31). However, by the 20th century, development really started to accelerate. Prior to the Second World War, the settlement had started to grow up the hill from the River Stour, but by the 1950s and 1960s major housing estates around Phellips Road were constructed and by the end of the 20th century most of the area between Broadstone and the eastern part of the village had been developed and today there is no clear gap between the village of Corfe Mullen and the town of Poole. Interestingly, the village today has a larger population than the town of Wimborne Minster.

- 01
- 02
- 03
- 04

- 01 Corfe Mullen, towards the end of the 1800s
- 02 Corfe Mullen, as it is today
- 03 Corfe Mullen, Wareham Road, Circa 1960
- 04 Corfe Mullen, Blandford Road, Circa 1960

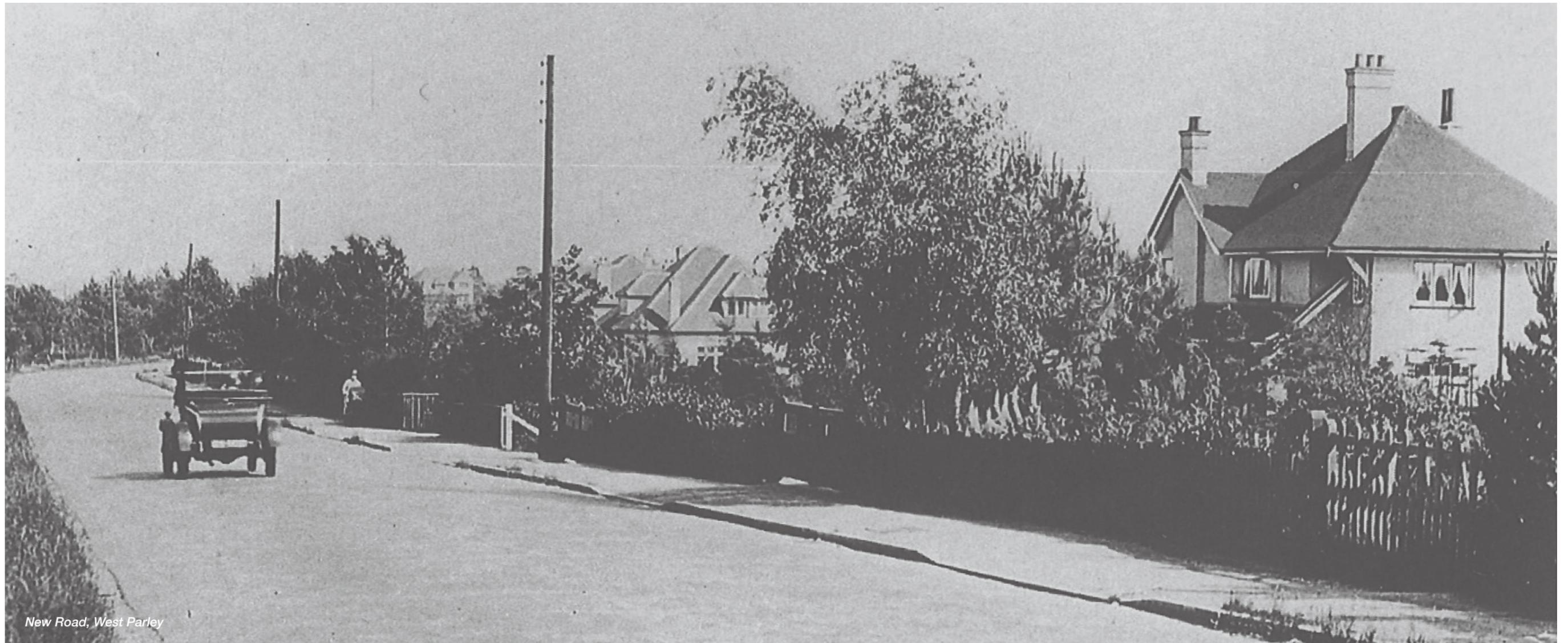


**West Parley** has roots linking it back to the Iron Age. Indeed, Dudsbury Rings, comprises the remains of an Iron Age hill fort. It also features in the Domesday Book of 1086, by which time the settlement had a population of around 60 people.

The focus of the settlement was a Saxon Church, which was replaced by the current church in the 12th century. A number of properties were built around the church and many still exist today. Indeed, the area is now designated a Conservation Area. By medieval times, the village was largely linked to the agricultural trade and the area to the north (Parley Common) produced turf for fuel.

By the 1800s a number of principal roads had been constructed including Christchurch Road. A further road linking West Parley to Christchurch Road was also built, forming what we now know as Parley Cross. A bridge over the River Stour was constructed in 1910, linking West Parley to the expanding Bournemouth conurbation for the first time. The completion of this bridge link coincided with the major growth of the West Parley area which increased dramatically after the Second World War.

Today, West Parley remains a free-standing village. The rest of the housing (to the west and north of Parley Cross) is largely a residential suburb of the town of Ferndown. Much of this comprises relatively low density 20th century housing.



*New Road, West Parley*

- |           |           |   |
|-----------|-----------|---|
| <b>01</b> | <b>02</b> | <b>01</b> West Parley, towards the end of the 1800s |
|           |           | <b>02</b> West Parley, as it is today               |
| <b>03</b> | <b>04</b> | <b>03</b> New Road Bridge, West Parley              |
|           |           | <b>04</b> All Saints Church, West Parley            |



**Verwood** is a town in the north east of the District, located approximately 15 miles from Bournemouth and 19 miles from Poole.

The town's first written mention was in a charter in 1377 relating to William de Bello Bosco granting land to the Vicar of Cranborne. Fairwood was the accepted name for the area for many centuries and it was only relatively recently that the name changed to Verwood. Verwood was initially a scattering of hamlets along the River Crane and this remained the case even up until the early part of the last century. The development of the hamlets was largely due to the heathland on which they were built, which was not considered productive for agricultural purposes and was, therefore, considered prime for development – the heaths' ecological value was not understood at the time. The nature of the heaths did, however, influence its population expansion during the nineteenth century as people exploited its clay and timber.

By the end of the 19th century/ start of the 20th century, institutions such as churches and village schools were created and infrastructure such as railways, electricity and gas were introduced helping Verwood to modernise and create a tighter knit community. It remained this way until the 1960s and 1970s when a new spur road connected it directly into the strategic road network. As a result of this, the population rose rapidly with large residential developments being built. The population increased from around 2,000 to its current level of just under 15,000.

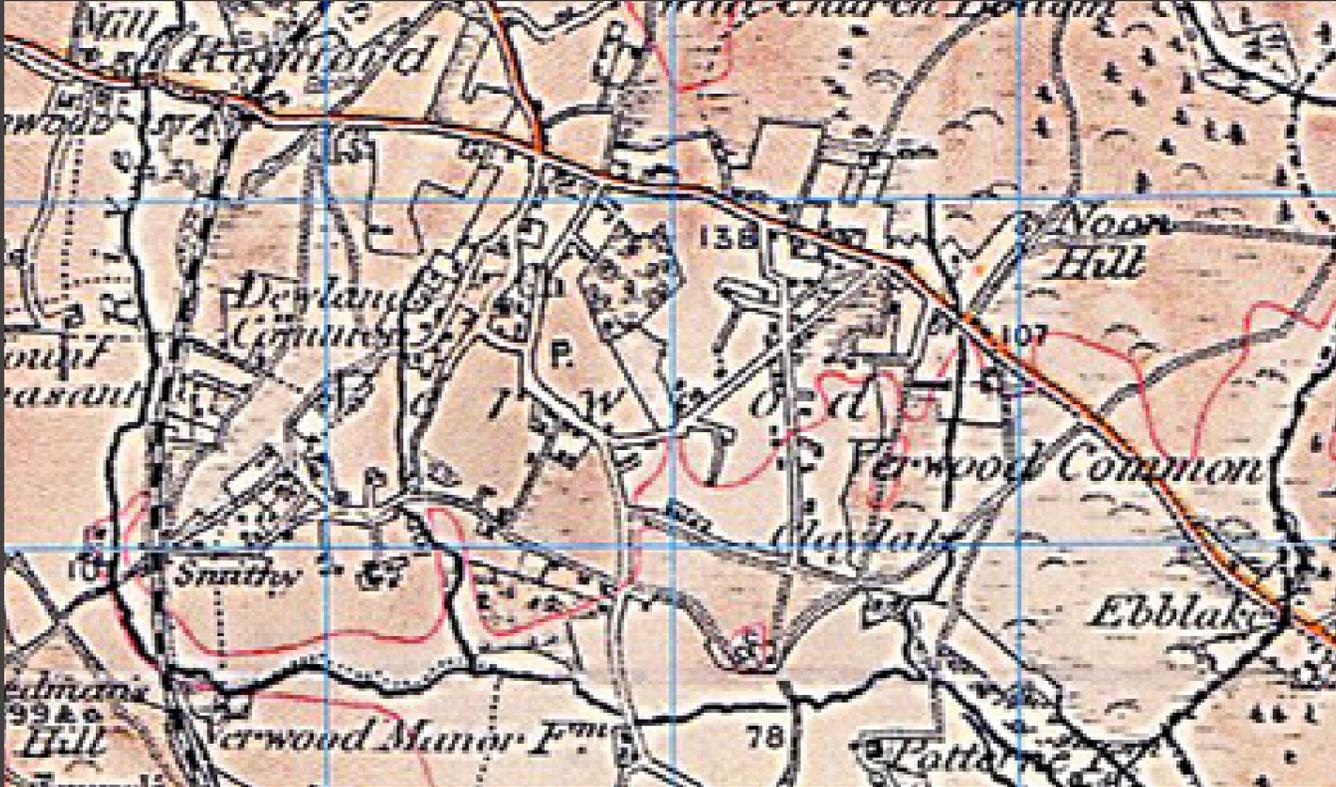
The town, like the other three settlements, lost its railway station in the 1960s due to the Beeching cuts.

Modern developments in the town today comprise the Verwood Hub (containing a small cinema and theatre) and a redeveloped local shopping area. However, at the heart of the town is still the crossroads, which has been there since the early days of the town and where the north-south routes to Fordingbridge, Salisbury, Wimborne Minster and Poole meet with the east-west routes to Ringwood.



*Verwood Crossroads Circa 1900*

- 01** Verwood towards the end of the 1800s
- 02** Verwood as it is today
- 03** Verwood station, Circa 1960s
- 04** Verwood Margards Lane, Circa 1960s



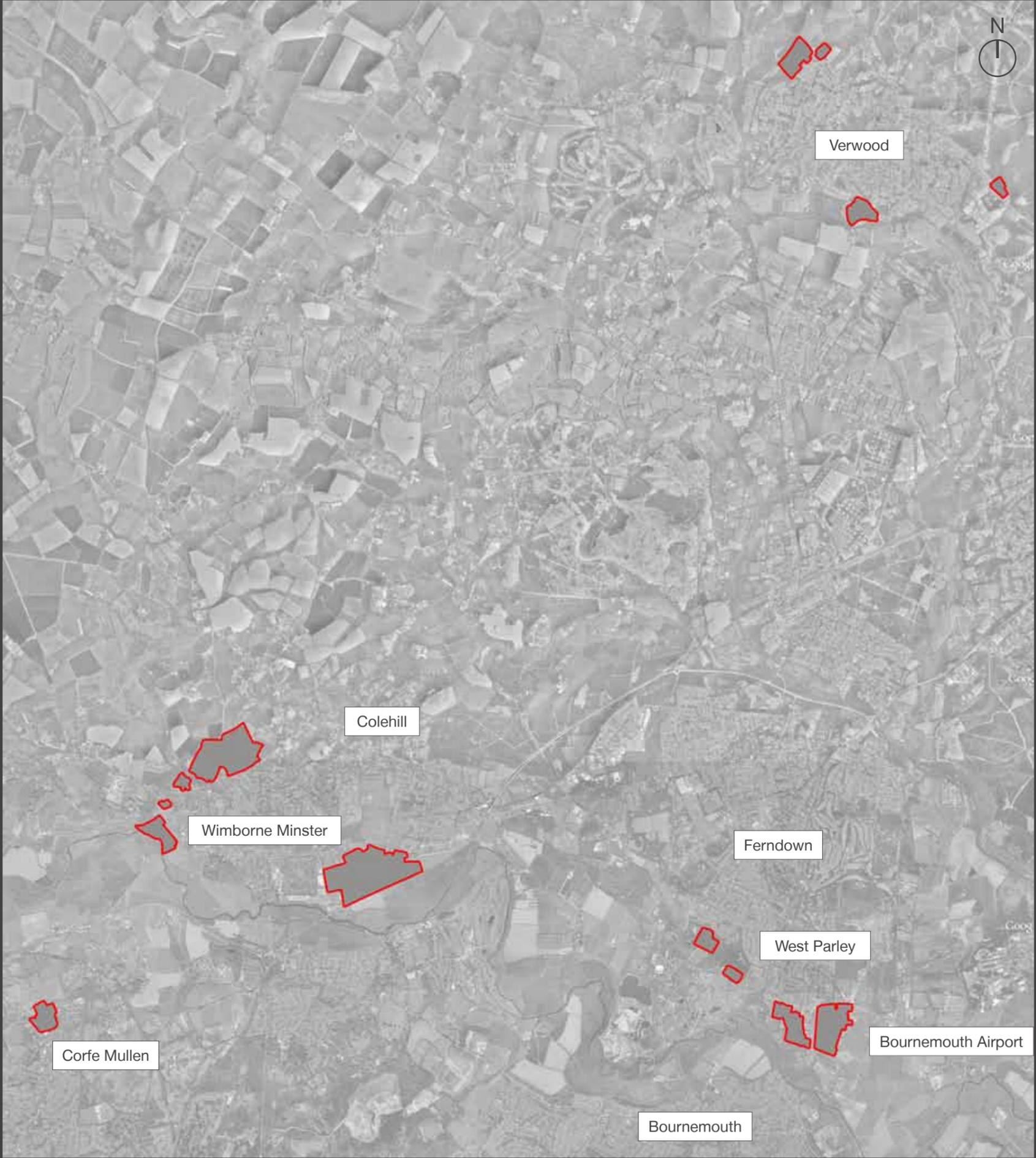
## Continuing evolution

All four locations have evolved significantly over time. They all contain a historic heart of sort, but have also been expanded greatly during the 20th century, often through waves of low density housing estates.

The new neighbourhoods, required in order to meet the area's future housing needs, will help protect the character of the existing urban areas from inappropriate intensification. They will also help to provide new and much needed affordable housing in the area. They are, in essence, the next stage in the constant evolution of the settlements in East Dorset.

The plan (right) shows the locations of these proposed new neighbourhoods. These sites were chosen from within wider areas of search as the most suitable for the next stage of the settlement's evolution. It is clear that they actually only make up a small proportion of the existing urban area.

It is for the rest of this report to determine how these future development locations could be shaped in order to ensure that they are sustainable and highly integrated pieces of each individual settlement's urban structure and fabric.



# 03

## masterplanning issues

The Stage 1 Reports set out the technical baseline position for the new neighbourhoods in the four settlements. This section recaps on the key issues and provides a foundation for the masterplanning process. It covers the following:

- The areas considered suitable for development in each settlement
- The potential land use requirements
- Urban character influences of the surrounding built form

### Development areas

The new neighbourhood areas within each of the four settlements were shown on the previous page.

These areas were considered to be those most suitable for accommodating development after an examination of constraints and opportunities in the Stage 1 Reports.

**In Wimborne Minster**, there are five new neighbourhood areas that have been identified, these being land:

- To the north of Wimborne Minster – comprising land to the east and west of Cranborne Road
- At Stone Lane Industrial Estate
- Off St Margaret's Hill
- At Cuthbury allotments
- At Wimborne Minster East

**In Corfe Mullen**, two locations have been identified. These comprise land:

- To the north of Wimborne Road (allotments, open land)
- Lockyers School

**In West Parley**, four locations have been identified, comprising land:

- To the east of New Road
- To the west of Ridgeway
- To the north of Christchurch Road
- Adjacent to Holmwood House

**In Verwood**, the four locations that have been identified comprise land:

- West of Trinity School
- West of Eastworth Road
- South of Manor Road
- Off Ringwood Road

## Land uses

The Stage 1 Reports suggested that the land requirements for each of the four settlements comprised the following:

### Wimborne Minster North and East (including North Wimborne, Stone Lane, St Margarets, Cuthbury Allotments)

- Local retail centre (small scale shops, serving the north development site)
- First school
- Health centre
- Recreation and open space
- Flood attenuation
- Suitable Alternative Natural Greenspace (SANG)
- Relocated allotments
- Land for hospital extension
- New homes

### Wimborne Minster East

- Potential new first school
- Recreation and open space
- Suitable Alternative Natural Greenspace (SANG)
- Relocated football club
- Relocated rugby club
- Relocated allotments
- Additional playing fields
- New homes

### Corfe Mullen

- Recreation and open space
- Suitable Alternative Natural Greenspace (SANG)
- Local retail centre (small scale shops and medium sized convenience store)
- A potential site for a replacement school (Middle School)
- Relocation of allotments
- New homes

### West Parley

- Local retail centre (medium sized convenience store, plus small scale shops, serving development)
- Health centre
- Traffic alleviation measures
- Recreation and open space, including allotments
- Flood attenuation
- Suitable Alternative Natural Greenspace (SANG)
- New homes



### Verwood

- Recreation and open space, including allotments
- Suitable Alternative Natural Greenspace (SANG)
- New homes



## Wimborne Minster

### Urban character influences

In order to understand the character of the settlements today, and in particular, development close to the sites in question, an urban character study was undertaken in the Stage 1 Report.

The urban character study examined selected existing development blocks (within the settlements) in terms of the number of units, residential density, plot ratio and other features. In addition to understanding what exists today, the analysis helped to identify a number of character principles for the new developments.

At Wimborne Minster, a number of locations were selected and examined. The first location was the village of Holt, which lies just to the north of the Wimborne Minster northern new neighbourhood area. Holt has an average residential density of 5 dwellings per hectare (dph) and buildings set in large plots.

The second location was the current urban edge at Burts Hill. This achieved a higher density of 15 dph. The buildings here are largely detached properties. It was considered that this development provided an appropriate density for an edge of settlement area.

The third location was West Borough, where development averages 45 dph and sits along the main spine route through the town centre (which ultimately becomes Cranborne Road, and runs through the centre of the site). This area has strong frontage and provides a rather grand thoroughfare, comprising architecture of Georgian origin thus creating a strong image of the town.

The final location was an area bounded to the west by Poole Road and to the south of the town centre. This is considered an area of high quality and character in Wimborne Minster even though it comprises a development with a very high average density of 60 dph. Development here comprises a mixture of terrace, detached and semi-detached railway cottages, with a key open space (an allotment) breaking up the urban fabric and forming a strong heart to the community.

It is considered that these areas could help inform the density and character of the new neighbourhoods. For the northern site, it is considered that densities of between 45-60 dph could be appropriate in areas at the heart of the site, potentially on the main Cranborne Road and around any new local centre. The edge conditions found at Burt's Hill could be used to inform the edges of the site. However, the more sensitive edges of the site, in particular, those further up the ridgeline to the north should probably be treated even more sensitively, with very low density buildings set in landscape to help create a softer edge and one that forms a more gentle transition between town and country. Here, Holt could be a good precedent.

In the Cuthbury allotment site it is considered that higher density development, including typologies found in the high density area close to Poole Road, should be considered and development of up to three stories in height allowed. This will help create a strong edge to the settlement at a key gateway location when approaching the town from the west.

These can also help to inform the Wimborne East site which should contain a mix of medium and low densities towards its edges, given its proximity to the Green Belt gap between Wimborne Minster and Colehill.

01

02

03

04

05

06

**01** Site 1: Village**02** Site 2: Urban edge**03** Site 3: High street**04** Site 4: High density**05** Site 1: Village (photo)**06** Site 3: West Borough (photo)



Site 4: High Density

## Corfe Mullen

### Urban character influences

As with Wimborne Minster, a number of locations were selected and their development blocks analysed. The first location was the Brog Street / Sleight Lane Conservation Area, lying in the north west of the village.

This area, made up of small groups of dwellings, loosely scattered and contrasting in age, size and character, is extremely attractive. The residential density of this area is, however, only 8 dph.

The second area was located adjacent to the land being considered for development, lying immediately to the north of Wimborne Road. It comprises a housing estate from the 1960s/1970s (an era when much of Corfe Mullen was developed). Most of the buildings here are two storey detached properties and the overall residential density is 20 dph.

The third area was an estate of 1990s executive homes located in the north east of the village. These, predominantly “mock-tudor” style homes, were mainly detached and built around a residential cul-de-sac. The properties are large and relatively low in terms of density, achieving a figure of just 16 dph.

The final area was located in the heart of the built up area of the village, to the east of Wareham Road. As with the second area, these properties typify much of Corfe Mullen in that they were developed in the 1960s. However, these are smaller properties (comprising semi-detached or terraced housing) and are the highest density of the four locations examined. The average density is 29 dph.

As before, it is considered that these areas can help influence the development in the new neighbourhood.

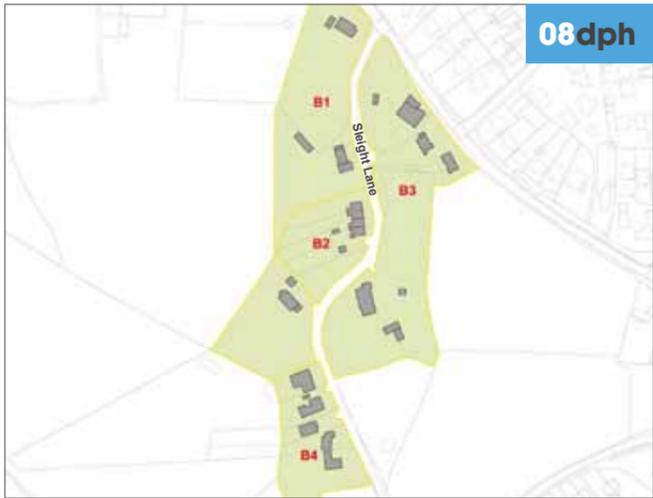
01 02 03 04

05

06

- 01 Site 1: Conservation area
- 02 Site 2: Suburban
- 03 Site 3: Executive homes
- 04 Site 4: Medium density
- 05 Site 3: Executive homes (photo)
- 06 Site 4: Medium density (photo)





## West Parley / Ferndown

### Urban character influences

Three locations were examined in West Parley / Ferndown. These can be used to inform the approach to the sites on the edge of the village and south of Ferndown. The first location was the village of West Parley itself. The village is the historic heart of West Parley and is now a Conservation Area. The buildings here range in age from the 12th century church to two 1960s cottages.

It also includes buildings from the Georgian period. The dwellings are scattered informally around the church and comprise cottages, farm houses and the old rectory. The area has a very low density of 9 dph.

The second location comprises the land to the west of New Road. The area forms a finger of built form stretching southwards. Although it is based around a robust perimeter block structure, the built form comprises low rise post-war suburban housing and is relatively low density at 15 dph.

The final location comprises a line of properties on Christchurch Road. This area comprises a number of early 20th century detached properties and a fairly modern block of flats. The block of flats helps to raise the density of this area to 21 dph.

Whilst some of the lower density areas examined could be appropriate to the land to the west of Ridgeway (which has a more sensitive landscape and an abundance of lower density units surrounding it) it is considered that land to the east of New Road could, and should, seek to accommodate much higher residential densities than those that exist today. The land here is flat and the site could include the local centre.

- |    |    |                       |
|----|----|-----------------------|
| 01 | 02 | 01 Site 1: Village    |
|    |    | 02 Site 3: Urban edge |
| 03 | 04 | 03 Site 2: Urban edge |
|    |    | 04 Site 3: Urban edge |
|    | 05 | 05 Site 2: Urban edge |





Site 1: Village

## VERWOOD

### Urban character influences

In Verwood, five character areas were studied. The first location was Church Hill, which is an area that has been developed around an historic core including a church (now known as St. Michaels and All Angels) dating from the 1800s and subsequently rebuilt and expanded. The houses here are predominantly modern, red brick detached bungalows, although there are houses of more individual character. The densities here are very low at 4 dwellings per hectare (dph).

The second area was Coronation Road and Edmondsham Road, located in the north of the town. This area consists of mixed quality, low rise housing, part of which comprises of semi-detached and detached housing set in generous plots, with the other areas more uniform and set in smaller plots. The average density in this area is 13 dph.

The next location was Purbeck Drive, located at the heart of the urban area. This area contains mostly one and two bed properties with front and rear gardens and laid out in 1970s/1980s style with large surface parking areas and separated footpaths. The density here is, however, much higher at 38dph.

Location four is Manor Road and Firs Glen Road, which comprises an interesting area comprising linear patterns of detached properties of mixed and varied styles, with part of this area accessed via an un-made road. Building heights vary here. The properties have generous front and rear gardens. Average densities here are 10 dph.

Finally, location 5 is Hazelwood Drive. This is one of Verwood's later housing developments comprising a mixture of 2, 3 and 4 bedroom units with ample parking available. Many of the properties have garages and most have brick facades. Densities here are quite high for Verwood and average around 27 dph.

01

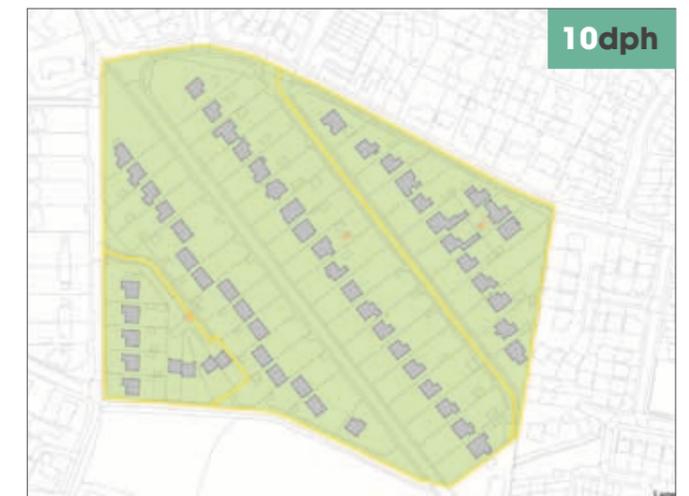
03

- 01 Church Hill
- 02 Coronation Road
- 03 Purbeck Drive
- 04 Manor Road
- 05 Hazelwood Road

02

04

05





Site 1: Village