

3 Central Area

follow up to



Where shall we build in Wareham 2012-2026?



Please respond by 30 July 2010



Purbeck District Council is consulting on sites for development around our towns and villages to be included within the Core Strategy, Purbeck's new plan to manage growth and development up to the year 2026

Last autumn, the Council consulted all Purbeck residents and businesses on where new development should be located. There were 1,936 responses, a response rate of about 8% across the District. We consider this to be a good response for a planning consultation so thank you for taking the time to reply. Two thirds (63%) supported the Council's Preferred Option of distributing development around Swanage, Upton, Wareham, Bere Regis, Lytchett Matravers and Wool.

In Wareham and surrounding area, there were 352 responses of which 70% supported the Council's Preferred Option that includes a settlement extension to Wareham of 200 dwellings, 1 hectare of employment land and a large supermarket.

This indicates a significant level of support for the Council's proposals in the area. We have now moved on to the next stage and are consulting on where this development should take place, as well as what supporting infrastructure such as open space, community facilities, etc. should be provided.

This development is essential to meet expected growth and the priorities of the Purbeck Community Plan and Wareham Community Plan to help deliver more affordable housing and community facilities. Of the 200 dwellings proposed, half would be 'affordable housing'. We have discussed the potential sites with Wareham Town Council, Arne Parish Council and Wareham St Martin's Parish Council to begin to ensure local views are taken into account.

We hope that you will once again make your views known to us by completing the attached questionnaire and/or visiting our roadshow on Monday 12th July (4-8pm) in the Corn Exchange at the Town Hall, Wareham.

Councillor David Budd – Leader of the Council



Where shall we build in Wareham?

We have carried out a preliminary assessment of the sites around Wareham. As shown on Map 1 overleaf, there are very few sites that are suitable for development and only two could be developed without having a major impact on the character of the town or the landscape. However, we have identified three options for growth in the town based around these two sites.

Option A

Develop along Worgret Road within the bypass

- 200 dwellings (100 affordable) could be built in small groups along Worgret Road
- Potential for new or improved: sixth form/adult education/community building; health centre/community hospital/ambulance station; youth centre; police station; public open space
- Potential for large supermarket (twice the size of Sainsbury's) with good parking and petrol filling station

Option B

Develop the western edge of North Wareham and central area around the railway station

Western edge of North Wareham (Carey/ Northmoor/ Northport)

- 200 dwellings (100 affordable)
- New employment land
- Potential new public open space

Central area around railway station (Johns Road Industrial Estate/The sward)

- Potential for new community building(s)/youth centre
- Potential for large supermarket (twice the size of Sainsbury's) with limited parking

Option C

A combination of Options A and B

100 dwellings (50 affordable) and potential for a large supermarket (twice the size of Sainsbury's) with good parking and a petrol filling station built somewhere along Worgret Road; 100 dwellings (50 affordable) on the western edge of North Wareham; and potential for all of the other benefits above.

Which Option does the Town Council support?

Wareham Town Council supports Option A because it has the potential to provide new or improved community facilities in a 'community hub' along Worgret Road, leading to more integrated provision of services including health care and education. In addition, although all the options would require an amendment to the Green Belt boundary, Option A is located within the bypass, which acts as a barrier and clear edge to the settlement protecting the countryside beyond.

Arne Parish Council and Wareham St Martin Parish Council have also been consulted and they support Option C. This is because it splits the number of dwellings between Worgret Road and the western edge of North Wareham, and has the potential to deliver all of the potential benefits for the town. New or improved community facilities would be provided in 'community hubs' along Worgret Road and near the railway station.

Arne Parish Council does not support any new development beyond the bypass.

For your information, Purbeck District Council and Wareham Town Council are working towards retaining a level crossing across the railway line in North Wareham.



View east along Worgret Road (Options A and C)

We would like to know what you think is the best option for growth in Wareham.

Please complete the attached questionnaire and post it back to us at the Freepost address provided by 30 July 2010 and/or visit our roadshow on 12th July (4-8pm) in the Corn Exchange at the Town Hall, Wareham where District Council Members and Officers will be available to answer your questions and landowners/developers are invited to display their proposals.

New supermarket(s) update

Last autumn, we also consulted you on where a new supermarket should be located. Currently, many people around Wareham don't do their food shopping in the town and a need has been identified for a further 2,000 sqm of floor space for food shopping. A new supermarket would also mean that people would not have to travel to the larger supermarkets in Poole or Dorchester, helping to reduce congestion on the A351.



We asked for your views on the Preferred Option of a large supermarket at Wareham and the two alternatives of a large supermarket in Swanage or medium sized supermarkets in Wareham and Swanage. Of the 1,936 responses, half (50%) supported the Council's Preferred Option of a large supermarket at Wareham. This compares with 10% who supported the option of a large supermarket in Swanage and 21% who supported medium sized supermarkets in both towns.

Therefore, there is uncertainty within the District as to whether a new, large supermarket should be built in Wareham. To make a more informed decision, the Council instructed consultants to carry out a Retail Impact Assessment (RIA) of the option to build a new supermarket in Wareham at different locations to test the impact it would have on the town centre and to check to see if there is still a need.

The Draft RIA has now been published for consultation and can be viewed on the Council's website www.dorsetforyou.com/purbeck_consultation. It establishes that there is still a need for a new supermarket and recommends development of a large supermarket along Worgret Road, Wareham twice the size of Sainsbury's in Wareham but restricted from selling certain products that could have a negative impact on existing services in the town centre, such as the post office, opticians, dry cleaners or chemists. No decision has yet been made whether to build a new supermarket; however, it is included in each of the options for Wareham to show potential locations in case it is taken forward.

You can comment on the Draft RIA by visiting the Council's website or you can write to us at Planning Services, Westport House, Worgret Road, Wareham, Dorset BH20 4PP. In addition, there will be a feedback session to the public on the issue of a new supermarket during July. Further details will be posted on the Council's website.

Other Areas

This leaflet forms part of a series focusing on the five areas of the District that share similar characteristics and challenges. We have sent you the leaflet for the area in which you live, as it will be most relevant to you. However, if you are interested in what's happening in the other areas of the District and would like to comment on these areas, you can obtain copies of the other leaflets and/or a more detailed background report on the Council's website www.dorsetforyou.com/purbeck_consultation or from Wareham Library between 1st June and 30th July. Alternatively, copies can be obtained from the Council by contacting the Planning Policy Team on 01929 557273.



Next Steps

This consultation forms part of our work in producing the Core Strategy for the District, the new plan that will set out how expected growth will be met over the coming years and how development will be managed. Your views will help refine the plan, which will be published as a final Draft later this year. There will be a further opportunity to comment on the Draft Plan in November 2010 before it is submitted to the Government for Examination in 2011.

What do we mean by 'affordable housing'?

In Purbeck, 'affordable housing' refers mainly to housing rented from a Registered Social Landlord, not lower price housing sold on the open market.



There are various ways to join the debate:

Please complete the attached questionnaire and post it back to us at the Freepost address provided by 30 July 2010 or alternatively you can complete the questionnaire online at www.dorsetforyou.com/purbeck_consultation

and/or Drop into our roadshow on 12th July (4-8pm) in the Corn Exchange at the Town Hall, Wareham where District Council Members and Officers will be available to answer your questions and landowners/developers are invited to display their proposals.

and/or Write to us at: FREEPOST RSAX-LTRK-TRKE, Planning Services, Purbeck District Council, Westport House, Worgret Road, Wareham, BH20 4PP.

and/or Contact your local Town or Parish Council.

For further information, contact the Planning Policy Team on 01929 557273.

Business Reply Plus Licence Number RSAX-LTRK-TRKE

Planning Services
Purbeck District Council
Westport House
Worgret Road
Wareham
BH20 4PP

Key

Key

- Purbeck district boundary
- Settlement boundary
- Site of Special Scientific Interest, Special Area of Conservation, Special Protection Area, Ramsar or National Nature Reserve
- 400m Heathland buffer zone
- Flood zone 2 & 3
- Green belt
- Area of Outstanding Natural Beauty
- Scheduled Ancient Monument

Traffic Light System

5 x ● = overall (with 0 x ▲)
 3 x ● = overall (with 0 x ▲)
 1 x ▲ = overall

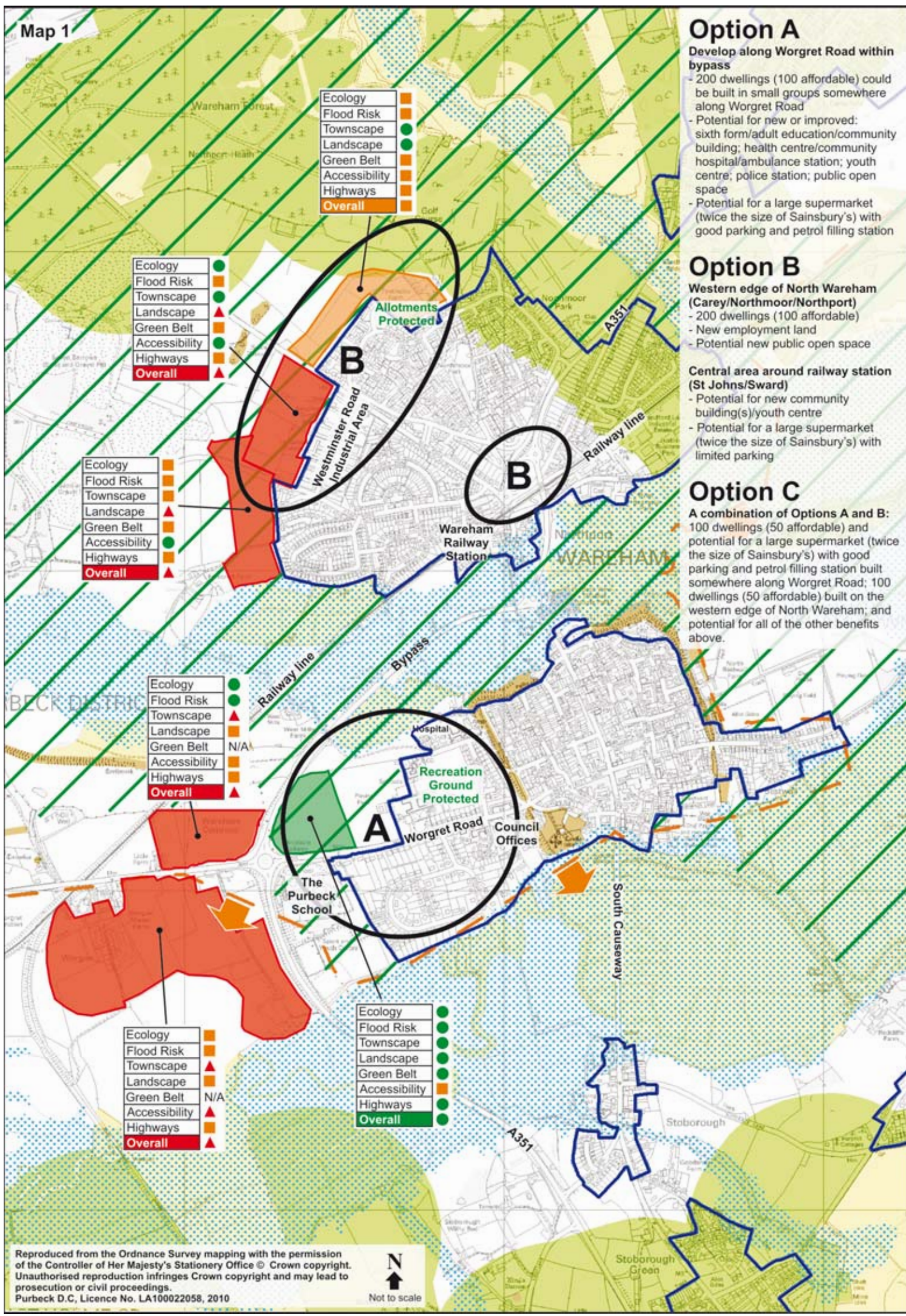
● Least impact
 ● Some impact
 ▲ Major impact

How were the sites assessed?

Taking the sites submitted to us by landowners, we carried out a preliminary assessment of all the sites on the edge of the town that could be used for a settlement extension and scored each one against specific criteria using a simple traffic light system, where green indicates least impact, amber indicates some impact and red indicates major impact. The criteria used and an explanation of what 'least impact', 'some impact' and 'major impact' refers to for each of the criteria are shown in the table in the panel below.

The sites assessed for Wareham are shown on Map 1 to the right. One red criterion equals red overall; three ambers (with no red) equals amber overall; and five greens (with no red) equals green overall. A number of sites were automatically discounted because they were either too small or would have an unacceptable environmental impact, e.g. they were located mainly in an area at risk from flooding, they were within 400m of a protected heathland or they included a Scheduled Ancient Monument within the site boundary.

	Least Impact ●	Some Impact ■	Major Impact ▲
Ecology	Limited wildlife habitat on the site/evidence of flora and fauna	Some wildlife habitat on the site/evidence of flora and fauna	Rich wildlife habitat on the site/evidence of flora and fauna
Flood Risk	Flat site with limited possibility for surface flooding	Sloping site with possibility for surface water run off and surface flooding	Severely sloping site with possibility for extreme surface water run off and surface flooding
Townscape	Development on the site would relate well to the settlement pattern and would not harm local character	Development on the site would partly relate to the settlement pattern and may harm local character	Development on the site would not relate to the settlement pattern and would harm local character
Landscape	Development on the site would not be prominent in short and long distance views of the wider landscape	Development on the site would be prominent in some short and long distance views of the wider landscape	Development on the site would be very prominent in short and long distance views of the wider landscape
Green Belt (where applicable)	Development on the site would not lead to urban sprawl into the Green Belt and would be well contained	Development on the site would lead to a limited amount of urban sprawl into the Green Belt and/or could be contained	Development on the site would lead to significant urban sprawl into the Green Belt
Accessibility	The site is near to the centre of the settlement with good access to shops and local facilities and/or the site is close to an hourly bus route	The site is fairly near to the centre of the settlement with fair access to shops and local facilities and/or the site is fairly close to an hourly bus route	The site is not near to the centre of the settlement with poor access to shops and local facilities and the site is not close to an hourly bus route
Highways	The site could be accessed by vehicles without any major works to existing roads	The site could be accessed by vehicles but major works would be required to existing roads	The site is not accessible to vehicles
Overall	A site that would have limited overall impact if developed	A site that would have some overall impact if developed but that could be overcome	A site that would have a major overall impact if developed that is difficult to overcome



have your say

Please complete questionnaire, tear at perforation fold, seal and send it back to us via the FREEPOST address on the back.
 What is your postcode?

1. There are three options for growth in Wareham:

- Option A**
 Develop along Worgret Road within the bypass
- 200 dwellings (100 affordable) could be built in small groups along Worgret Road
 - Potential for new or improved: sixth form/adult education/community building; health centre/community hospital/ ambulance station; youth centre; police station; public open space
 - Potential for large supermarket (twice the size of Sainsbury's) with good parking and petrol filling station

- Option B**
 Develop the western edge of North Wareham and central area around the railway station
- Western edge of North Wareham (Carey/ Northmoor/ Northport)
- 200 dwellings (100 affordable)
 - New employment land
 - Potential new public open space

- Central area around railway station (Johns Road Industrial Estate/The sward)
- Potential for new community building(s)/youth centre
 - Potential for large supermarket (twice the size of Sainsbury's) with limited parking

- Option C**
 A combination of Options A and B
- 100 dwellings (50 affordable) and potential for a large supermarket (twice the size of Sainsbury's) with good parking and a petrol filling station built somewhere along Worgret Road; 100 dwellings (50 affordable) on the western edge of North Wareham; and potential for all of the other benefits above.

Wareham Town Council supports Option A.
 Arne Parish Council and Wareham St Martin Parish Council support Option C.

Which option do you prefer or is there a different option?
 (Please tick only one)

Option A
 Option B
 Option C
 Other (Please comment where below)

Comments

2. Are there any other new community facilities you think are needed in Wareham?

Yes No No Comment

(Please provide any comments below)

Comments

Thank you for taking you time to comment. Please add your details if you would like to be kept informed of the Core Strategy.

Name
 Address
 Email address

PLEASE DETACH HERE, MOISTEN EDGES, FOLD AND POST

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