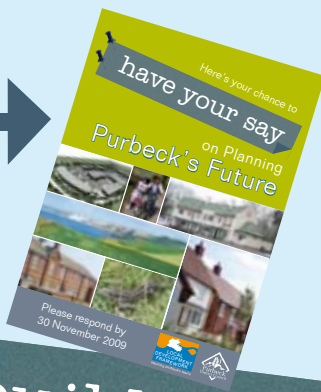
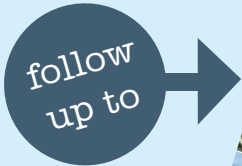


please
open

5 South East Area



Where shall we build in Swanage and Corfe Castle 2012-2026?



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 and around Swanage, there were 585 responses of which 61% supported the Council's Preferred Option that includes a settlement extension to Swanage of 200 dwellings and new employment land.

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 Swanage Community Strategic 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 Swanage Town 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 Thursday 8th July (5-8pm) in Mowlem Community Room, Swanage.



Councillor David Budd – Leader of the Council

Please respond by
30 July 2010



Where shall we build in Swanage?

We have carried out a preliminary assessment of the sites around Swanage. As shown on Map 1 overleaf, there are four sites that could be developed for new housing and supporting infrastructure, labelled A, B, C and D. None of these sites is large enough to develop the total number of 200 dwellings. Therefore, a combination of sites is sought to split the total number of dwellings between them.

Preferred Option

100 dwellings (50 affordable) on Site B with potential for new community facilities, better access to the countryside and new allotments. Nothing is decided yet but the community facilities might include: an integrated community hospital/health centre (with public meeting rooms), elderly care home and ambulance station.

And

100 dwellings (50 affordable) on site D with potential improvements to sports and recreation facilities, e.g. improvements to Swanage Town and Herston Football Club ground, all weather pitch etc., or provision of a new link road between Ulwell Road and Northbrook Road.

Alternative Option

200 dwellings (100 affordable) and community facilities on a different combination of Sites A, B, C and D

Shall we build in Corfe Castle?

Corfe Castle Parish Council has asked Purbeck District Council if some new housing can be built in the village and that this is included in the Core Strategy up to 2026. This was not part of the District Council's Preferred Option for the location of development in Purbeck that was consulted on last autumn. However, the District Council could support 30 dwellings (15 affordable) this providing a suitable site can be found.

We would like to know what you think is the best option for growth in Swanage. In addition, do you support the principle of building 30 dwellings (15 affordable) in Corfe Castle?

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 8th July (5-8pm) in Mowlem Community Room, Swanage where District Council Members and Officers will be available to answer your questions and landowners/developers are invited to display their proposals.



Why does the District Council prefer a combination of Sites B and D in Swanage?

The District Council's view is Sites A and C are unsuitable for development because Site A would begin filling the gap between Swanage and Langton Matravers, and Site C would sprawl unnecessarily into the countryside. Whilst Site B is not ideal for development, it is next to Swanage Middle School (an existing community facility) and the railway line to the north acts as a barrier to any further development in this direction. Together with Site D, it has been identified by local doctors as a preferred site to build a new health centre, as the current premises are inadequate. Subject to NHS Dorset, it could also provide a better location for integrated service provision, including a new community hospital, elderly care home and ambulance station.

The Grammar School site is 'brownfield' land available for suitable redevelopment, whilst land immediately to the west could also be developed. Community benefits that could be delivered with this site include improvements to sports and recreation facilities, such as: improvements to Swanage Town and Herston Football Club ground, an all weather pitch and/or a new sports hall. Alternatively, a new link road could be built between Ulwell Road and Northbrook Road.

What are the views of Swanage Town Council?

Swanage Town Council supports the principle of further growth in Swanage and the delivery of new or improved community facilities with some new housing. However, the Town Council is keenly awaiting the outcome of the public consultation prior to commenting on the options for development.



Grammar School site

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 Swanage 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.



**JOIN
THE
DEBATE**

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 8th July (5-8pm) in Mowlem Community Room, Swanage 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.









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 Swanage are shown on Map 1 to the right. One red criterion equals red overall; three ambers (with no red) equals amber overall; and four 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 water run off and 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
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

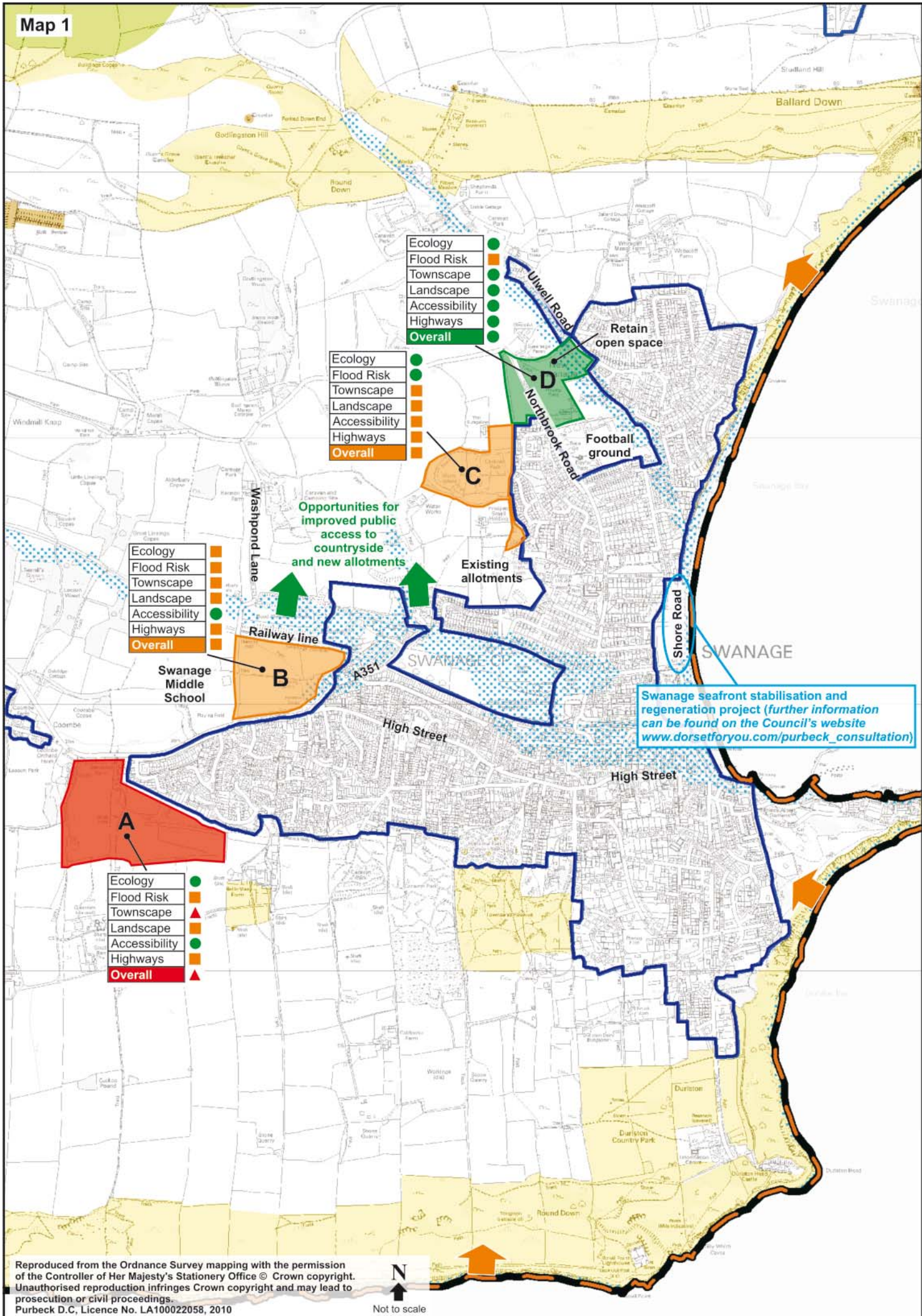
Key

-  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

-  Least impact
-  Some impact
-  Major impact
- 4 x  =  overall (with 0 x )
- 3 x  =  overall (with 0 x )
- 1 x  =  overall

Map 1



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N
Not to scale

have
your
say

Please complete questionnaire, tear at perforation fold, seal and send back to us via the FREEPOST address on the back.

What is your postcode?

1. The Preferred Option is:

100 dwellings (50 affordable) on Site B with potential for new community facilities, better access to the countryside and new allotments. Nothing is decided yet but the community facilities might include: an integrated community hospital/health centre (with public meeting rooms), elderly care home and ambulance station.

And

100 dwellings (50 affordable) on site D with potential improvements to sports and recreation facilities, e.g. improvements to Swanage Town and Herston Football Club ground, all weather pitch etc., or provision of a new link road between Ulwell Road and Northbrook Road.

or The Alternative Option is:

200 dwellings (100 affordable) and community facilities on a different combination of Sites A, B, C and D

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

Preferred Option

Alternative Option Please choose two or more from A, B, C and D

Other (Please comment where below)

Comments

2. The following have been identified as community benefits that could potentially be delivered with new housing. Which of these do you agree with or are there any others you would like in Swanage? (Please tick all that apply)

- Integrated community hospital/health centre
- Elderly care home
- New ambulance station
- Better access to the countryside to the west
- New allotments
- Improvements to Swanage Town and Herston Football Club ground
- All weather pitch
- New sports hall
- New link road between Ulwell Road and Northbrook Road
- Other (Please comment below)

Comments

3. Providing a suitable site can be found, should 30 dwellings (15 affordable) be built in Corfe Castle up to 2026, as requested by Corfe Castle Parish Council?

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