

Welcome...

The Scott Estate (landowner), in conjunction with Prime, (a specialist health care developer), hope that the following display boards will explain the vision for the development of the site (Site B).

We are seeking to maintain the Council's continued support for this site's mixed-use development and to encourage your comments on the scheme's preliminary design and layout ideas, in order to help to further shape the design process. The following details and proposal drawings are at a very early stage. However, they highlight the site's potential uses, sustainability qualities and community benefits.

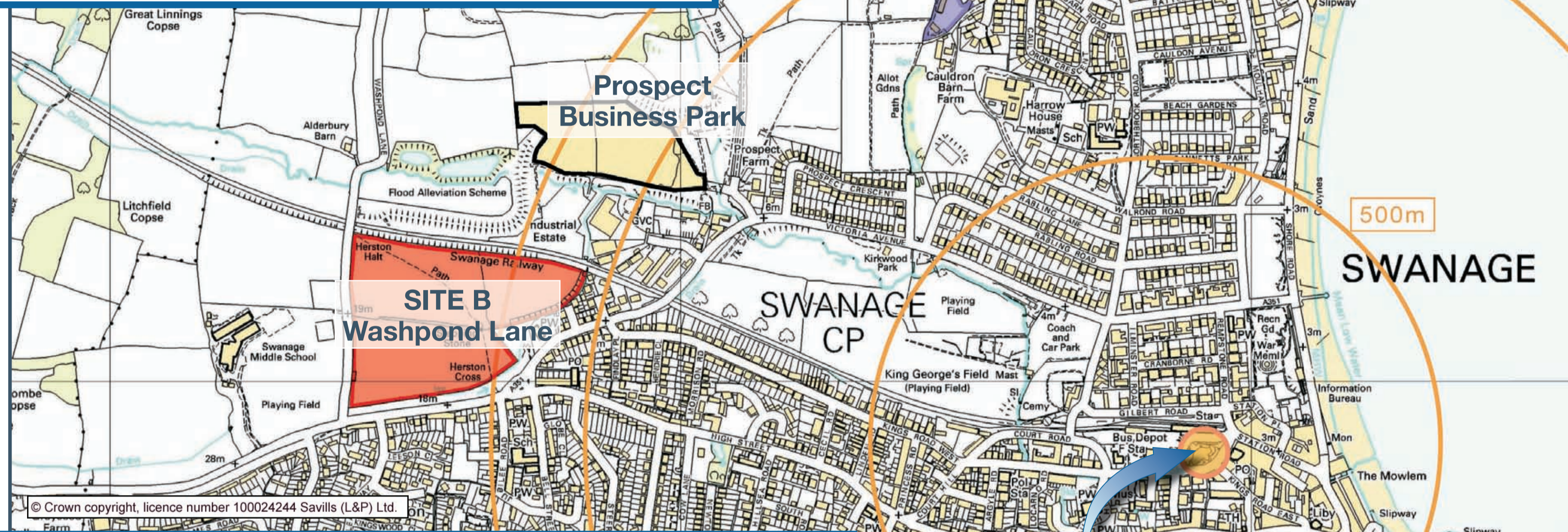


Figure 1 – Location of Washpond Lane site and alternative sites

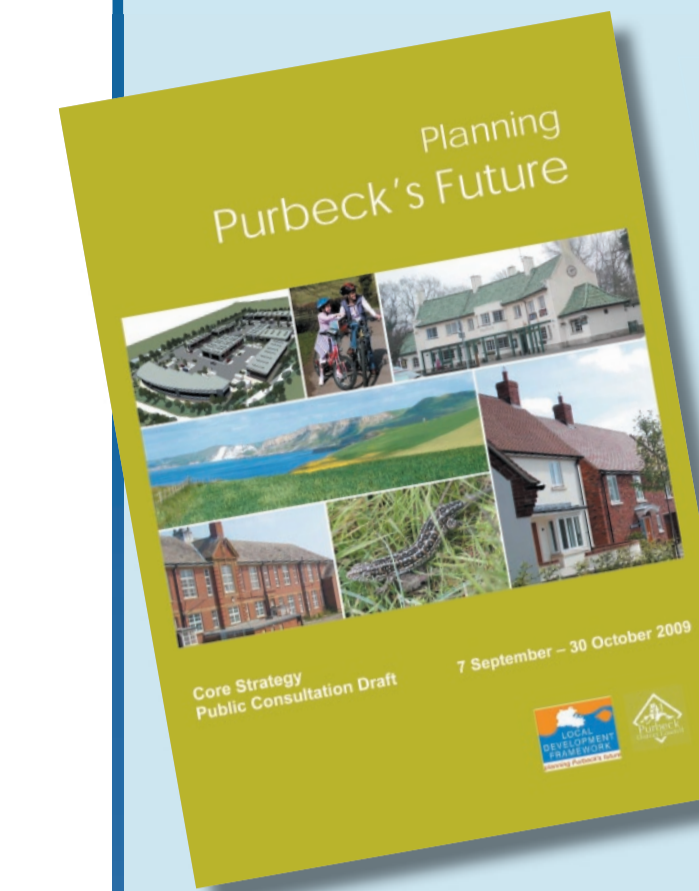
Health services and infrastructure improvements

The Council is keen to ensure that housing growth is linked with the provision of community facilities to help to deliver liveable communities for both existing and future residents. Nothing is decided yet but the community facilities might include an integrated community hospital / health centre, elderly care home and ambulance station.

NHS Dorset and the Purbeck Locality Commissioning group are seeking to provide more community based services and have been considering with Prime the possibility of integrating the existing medical centre and community hospital into one modern purpose built facility.



Figure 2 – Swanage's existing medical facilities off Station Approach



Background – Planning Purbeck's residential growth

Purbeck District Council's draft "Core Strategy" sets out the long-term vision for the District for the period 2006 – 2026, including a housing strategy. This recommends a settlement extension for Swanage of 200 dwellings.

Alternative sites

The Council's assessment of a number of competing sites has identified that our site (Site B) is part of their preferred settlement extension option (Figure 1).

The Council considers that the site could accommodate 100 dwellings, together with community facilities, including an integrated community hospital.

The Washpond Lane site - Site B

- Significant sized site, 8.89 ha, in single ownership;
- Can deliver on-site objectives, including significant numbers of market and affordable houses, a concentrated range of community facilities, and undeveloped areas as public open space; and
- Site frontage with A351 ensures ease of access to public transport reducing reliance on car travel.



2: Site assessment

Figure 3 – Site analysis

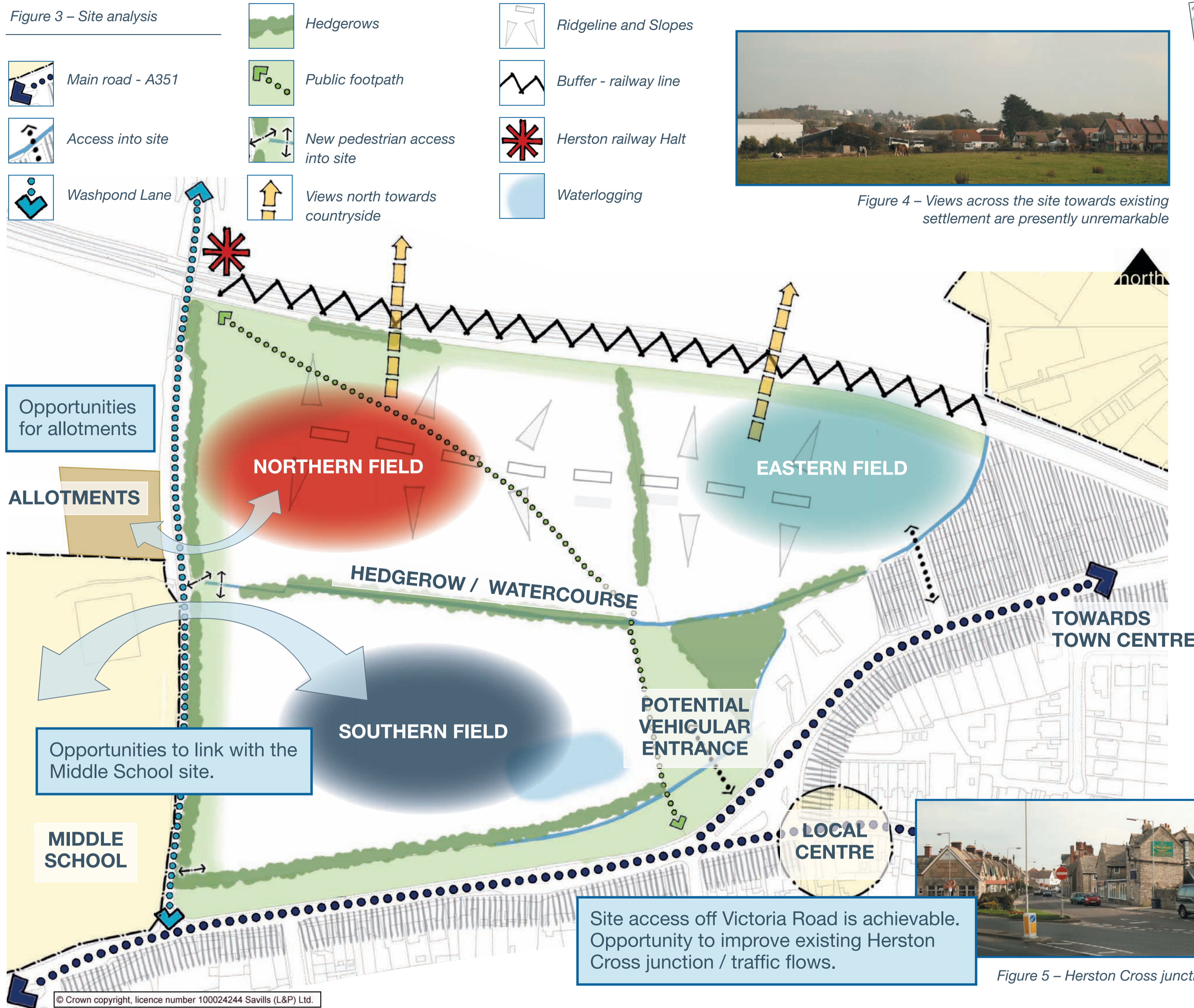


Figure 4 – Views across the site towards existing settlement are presently unremarkable



Where shall we build in Swanage 2012 - 2026? This leaflet confirms the Council's view that the Washpond Lane site (Site B) is considered suitable for a residential development with community facilities. The leaflet also explains the Council's site selection methodology. In response to the issues raised by the council we reply:-

ECOLOGY - Development would seek to protect and enhance the site's wildlife habitats, in particular, retaining hedgerows, water course, open spaces (Figure 3). Further studies to address bio-diversity / ecology will be undertaken.

FLOOD RISK - A small part of the site may be susceptible to surface water run-off (Figure 3). Further site investigations addressing site drainage and surface water are to be commissioned.

TOWNSCAPE - The development would provide a logical consolidation and 'rounding off' to the existing settlement pattern by providing a softer edge than that which presently exists (Figure 4). Our vision for the site is to create a new, mixed use welcoming 'gateway' entrance and arrival space for Swanage.

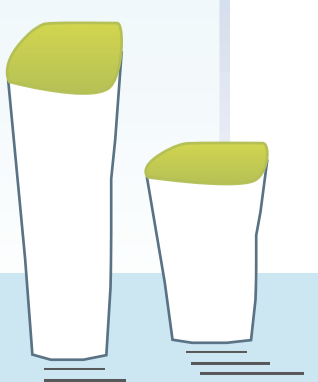
LANDSCAPE - A commissioned landscape and visual appraisal has influenced the emerging design process, highlighting existing features and open spaces that need to be left undeveloped.

ACCESSIBILITY - We agree with the Council's assessment that Site B would have least impact. The site is near to the centre of the settlement and benefits from ease of access to public transport facilities. It is also within walking distance to local facilities at Herston. New community facilities at one location would facilitate sustainable transport objectives, reducing the need to travel.

HIGHWAYS - Upton McGougan, Engineers have been commissioned to advise on site access. They confirm that a safe means of site access can be provided, without third party land being required. In addition, highway design options could present wider highway benefits to the surrounding road network (Figure 5).



Figure 5 – Herston Cross junction



3: The preliminary masterplan

Figure 6 – Preliminary masterplan

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Residential architectural aspirations



Figure 7 - Vernacular style architectural response? Example of high quality design proposed at Sherborne.



Figure 8 - On site provision for children's play area

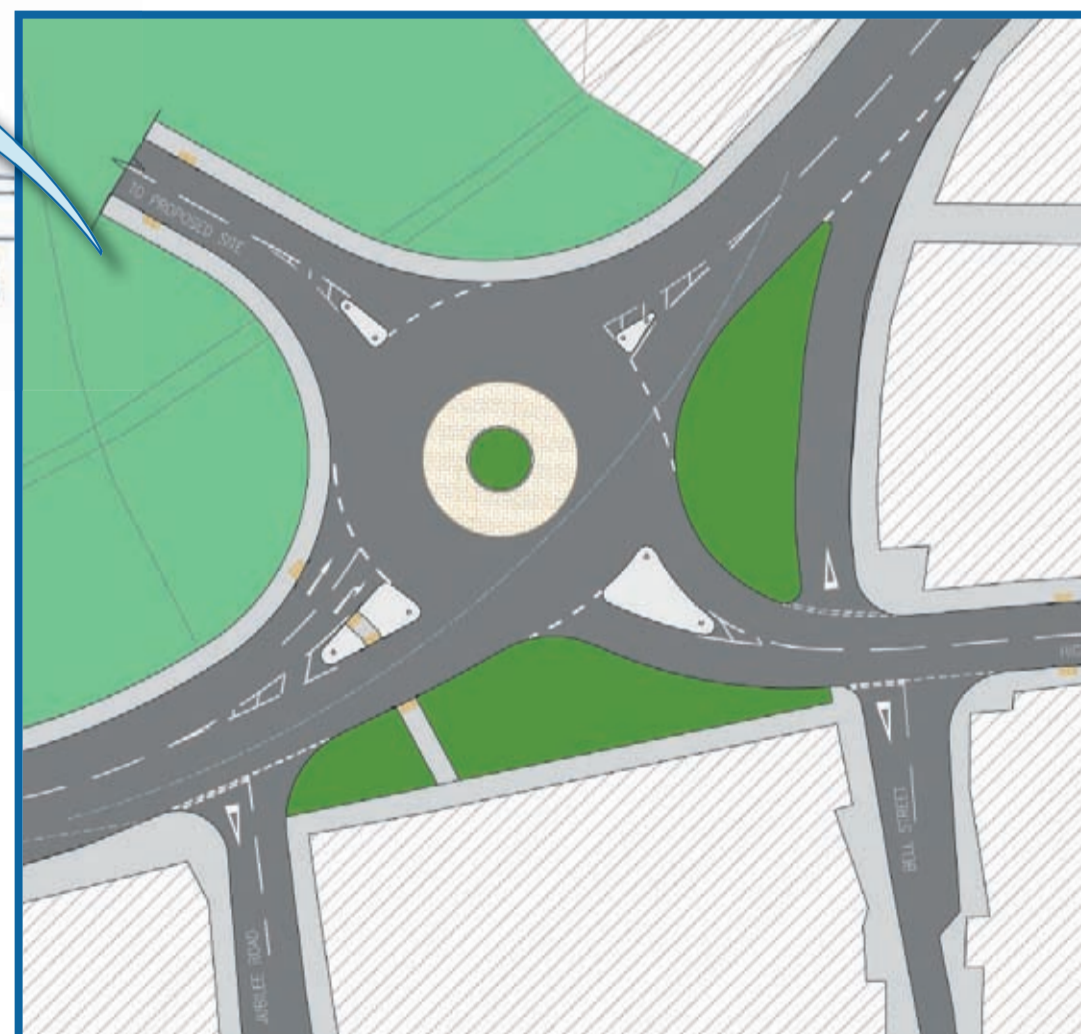


Figure 9 - Indicative site access and highway layout improvements



Taw Hill Medical Practice, Swindon



Cheviot Primary Care Centre, Wooler

The preliminary layout response shows a mix of housing, healthcare and community facilities.

A residential element that would be capable of:

- Delivering 100 – 150 dwellings including:-
 - more family homes which consider the needs of children;
 - an appropriate, on-site, affordable housing provision; and
 - sustainable design and building methods.
- Assimilating to its context and countryside backdrop;
- Retaining the site's key landscape qualities. In particular, providing on-site public open space;
- On-site children's play area (Figure 8);
- Retaining the attractive hedgerows along the site boundary and the watercourse; and
- Relating to the adjacent residential streets (Figure 7) and present a logical infill opportunity to 'round-off' the settlement boundary.

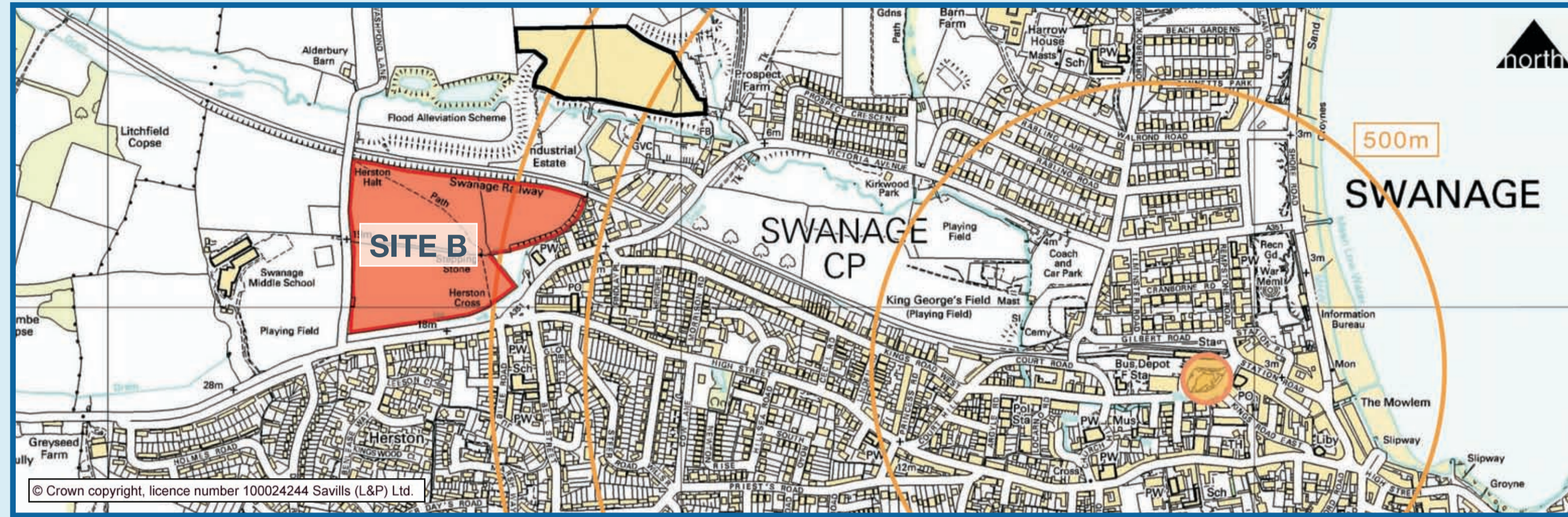
A healthcare element could provide:

- New integrated community hospital facility;
- Primary care centre, with potential to provide more services locally;
- Pharmacy linked into the primary care centre;
- Extra-care apartments;
- Elderly care facility; and
- Opportunity for a combined health and community facility.

Other uses:

- Opportunity may exist to incorporate other known community requirements e.g.
 - Allotments;
 - Ambulance station; and
 - Child care centre.





The site's planning, community and sustainability benefits – including:

- A new focus of activity and a concentrated development at one location;
- A complementary relationship with the neighbouring Swanage Middle School, adjacent residential properties and forthcoming Prospect Business Park;
- A logical consolidation to the urban settlement; and
- The best option to facilitate sustainable transport objectives and reduce the need to travel.



The development vision – a gateway to Swanage:

- A welcoming arrival 'gateway' entrance to Swanage, that would be designed to assimilate to its setting and surroundings;
- A diverse and sustainable housing mix, with more family homes which consider the needs of children;
- On-site affordable housing provision;
- Significant areas of public open space and play space; and
- An appropriate development that would protect and enhance the site's attractiveness, landscape qualities and existing wildlife habitats.



The development vision – the delivery of community facilities:

- A mixed use development that would provide a new focus of activity to benefit both local and future residents;
- A new centre for integrated community health and social care services;
- A new health facility, that could adopt a bold, striking architectural design or a traditional local vernacular response; and
- Other local services / community facilities.

Thank You... for attending today's event.
 We hope that the display boards have highlighted the key benefits associated with the development potential of the land east of Washpond Lane - Site B.

