

01 INTRODUCTION





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The Brief

Proposals for new housing in East Dorset District up to 2027 are to be delivered through a Core Strategy, which is being prepared jointly by East Dorset District Council and Christchurch Borough Council. Despite the revocation of the South West Regional Spatial Strategy (RSS) by the Secretary of State (SoS) in July 2010, East Dorset District Council are committed to progressing the Core Strategy and planning for much needed new housing in the District that will support the local economy and provide new affordable accommodation for local people. Whilst much of the new housing could be located within the urban area, there is a need to consider housing in a number of areas of search around some of the key towns in the District, thus preventing “town cramming” particularly in historic towns and villages such as Wimborne Minster.

To do this, East Dorset District Council have appointed a consultant team, led by planning and design practice Broadway Malyan, to prepare masterplans for a number of residential led new neighbourhoods to three settlements within the District. The masterplans, for sites in and around the settlements of Wimborne Minster, Corfe Mullen and Ferndown and West Parley will help support and provide an evidence base for the emerging Core Strategy and will guide development control decisions and form the basis for negotiations with prospective developers in each location. In addition, the masterplans for each location will be supported by an Implementation Plan,

which will address issues including the timing and phasing of the development, the potential costs, sources of funding and likely delivery partners.

This Stage 1 report provides an evidence base for the “Options for Considerations” consultation stage of the Core Strategy, which will be consulted on in the autumn of 2010.

It should be noted that a separate study, also produced by Broadway Malyan, has also been prepared covering residential new neighbourhood areas of search around the town of Verwood.

The Study Areas

East Dorset District Council has identified a number of areas of search and potential locations for development around three of the districts main settlements. Some of these areas of search locations were originally identified in background work that was undertaken at a local level to support the now revoked RSS. Others are new locations identified by the Council for further examination.

The areas of search comprise:

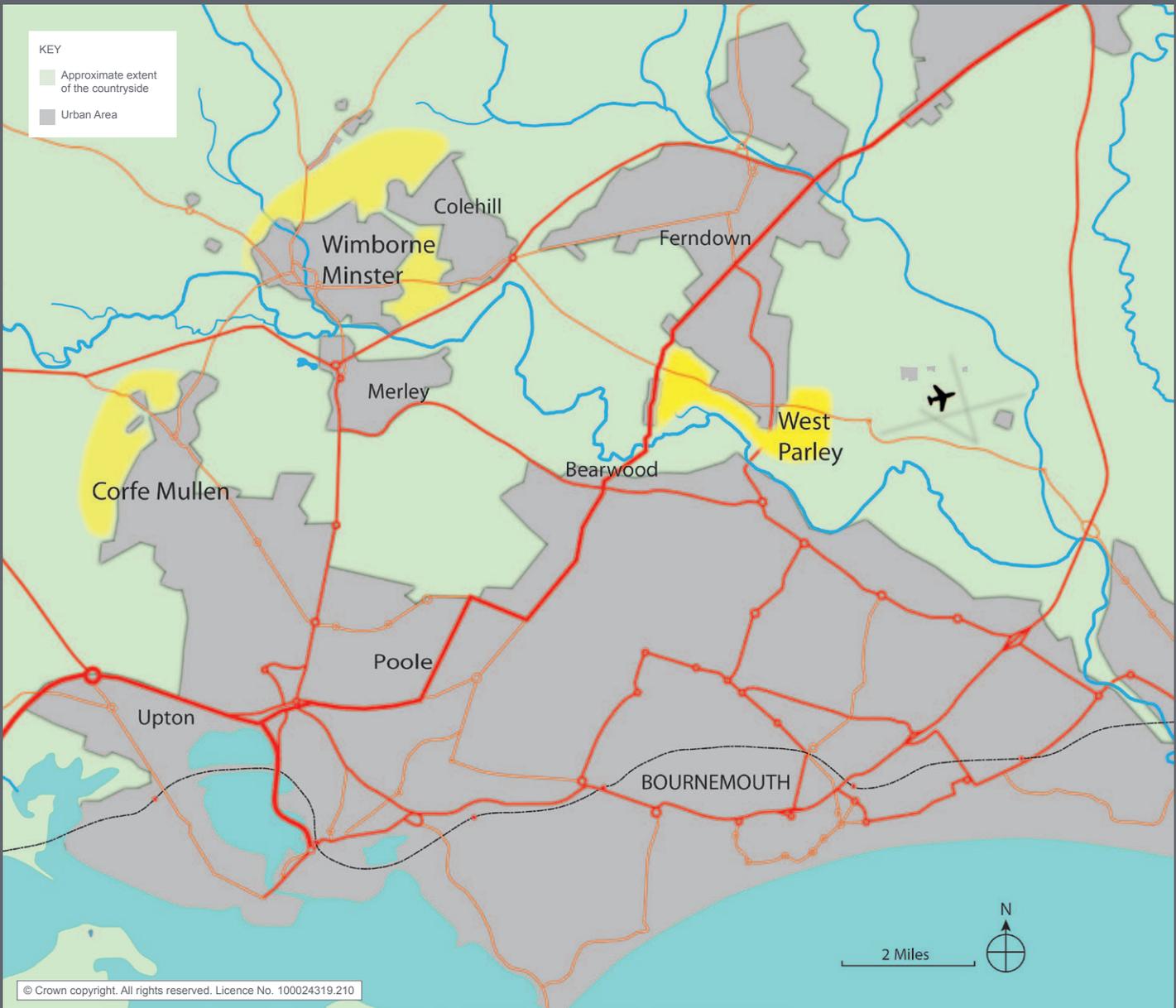
- Land to the north and west of Wimborne Minster
- Land to the east of Wimborne Minster
- Land to the north and west of Corfe Mullen
- Land to the south and south west of Ferndown and West Parley

This Report

Without a “top-down” RSS generated figure, East Dorset District Council are keen to explore what the potential capacity of these locations is and how they can help create high quality, sustainable developments that are fully integrated into the local character and townscape pattern without having a detrimental impact on the surrounding countryside. This report, therefore, provides the following:

- Contextual analysis of the settlements, the areas of search and their surrounding context (section 03)
- Analysis of relevant spatial policy and research (section 04)
- Evaluation of relevant site proposals/promotions in the areas of search (section 05)
- Assessment of the various constraints and opportunities (section 06)
- Transportation analysis (section 07)
- An analysis of the urban character in the three settlements (section 08)
- The identification of suitable land for development consideration (Section 09)
- Site capacity and infrastructure requirements (section 10)
- The masterplans illustrated (section 11)
- A summary of deliverability issues (section 12)

The areas of search for the new neighbourhoods, as defined by East Dorset District Council, are shown on the plan opposite.



New neighbourhood Locations

Lead consultant, planners, masterplanners
and landscape architects

BroadwayMalyan^{BM}
Architecture Urbanism Design

Transport, infrastructure and environment



Market valuation and implementation



The Team

The study team comprised the following:

- Broadway Malyan: Lead consultant, planners, masterplanners and landscape architects
- WSP: Transport, infrastructure and environment
- Whiteleaf Consulting: Market valuation and implementation

The Study Document Structure

This report comprises the first of a three stage process. Stage 2 will comprise a Masterplanning Report and Stage 3 will comprise an Implementation Plan.

Navigation of the Document

As this document covers three different locations, we have colour coded it in order to help the reader navigate through it - (see diagrams opposite).

38 EAST DORSET URBAN EXTENSIONS

SPATIAL POLICY AND RESEARCH ANALYSIS

KEY NATIONAL PLANNING POLICIES AND GUIDANCE

PPS1 - Delivering Sustainable Growth

- To promote affordability across the housing market, including by increasing the supply of housing...
- To make the most of the opportunities for growth in the East Dorset Urban Extensions...
- To support the delivery of high quality housing in the East Dorset Urban Extensions...
- To support the delivery of high quality housing in the East Dorset Urban Extensions...

PPS2 - Housing

- To support the delivery of high quality housing in the East Dorset Urban Extensions...
- To support the delivery of high quality housing in the East Dorset Urban Extensions...

PPS3 - Planning for Growth

- To support the delivery of high quality housing in the East Dorset Urban Extensions...
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PPS10 - Planning for Growth

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General spread discussing issues relating to all three sites is introduced in **brown** text

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SITE 1: CONSERVATION AREA

Conservation Area

The site is a conservation area of Grade II* listed buildings, including the 17th century Corfe Mullen House and the 18th century Corfe Mullen Farmhouse. The site is a conservation area of Grade II* listed buildings, including the 17th century Corfe Mullen House and the 18th century Corfe Mullen Farmhouse.

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| Block Number | Block Area (sq m) | No of Units | Residential Units | Non-Residential Units | Residential Units (sq m) | Non-Residential Units (sq m) | Density (units/ha) |
|-------------------|-------------------|-------------|-------------------|-----------------------|--------------------------|------------------------------|--------------------|
| B1 | 1,147 | 1 | 1 | 0 | 1,147 | 0 | 0.87 |
| B2 | 8,071 | 1 | 1 | 0 | 8,071 | 0 | 0.12 |
| B3 | 1,468 | 1 | 1 | 0 | 1,468 | 0 | 0.68 |
| B4 | 4,473 | 1 | 1 | 0 | 4,473 | 0 | 0.22 |
| Total Area | 15,159 | 4 | 4 | 0 | 15,159 | 0 | 0.47 |

Corfe Mullen specific pages are highlighted by the heading in the top left corner and the use of **purple** text

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TRANSPORTATION

Key National Planning Policies and Guidance

PPS1 - Delivering Sustainable Growth

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Wimborne Minster specific pages are highlighted by the heading in the top left corner and the use of **'mint' green** text

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WEST PARLEY URBAN CHARACTER STUDY

West Parley Urban Character Study

The site is a conservation area of Grade II* listed buildings, including the 17th century West Parley House and the 18th century West Parley Farmhouse. The site is a conservation area of Grade II* listed buildings, including the 17th century West Parley House and the 18th century West Parley Farmhouse.

West Parley Urban Character Study

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Ferndown and West Parley specific pages are highlighted by the heading in the top left corner and the use of **'lime' green** text