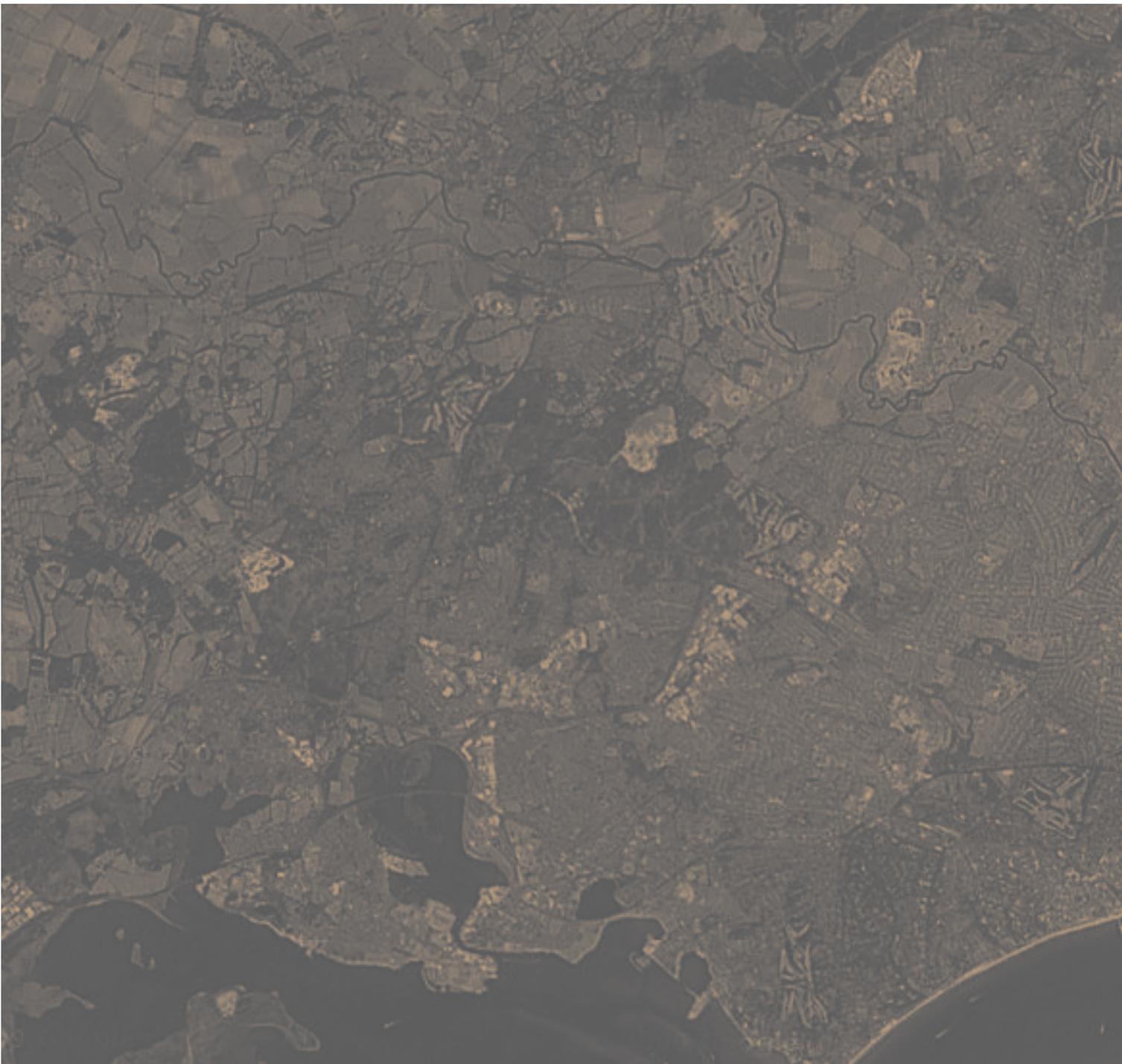


# 05 EXISTING DEVELOPMENT PROPOSALS AND PROMOTIONS





# 05 EXISTING DEVELOPMENT PROPOSALS AND PROMOTIONS

## Introduction

Within each area of search are a number of individual land ownerships and parcels of land that are being promoted for development. Many of these sites have been included within East Dorset District Council's Strategic Housing Land Availability Assessment (SHLAA) where landowners and developers have suggested their land as future suitable housing locations that they consider are deliverable and developable. This section does not seek to cover every single landownership within the area of search. Instead, it examines the key sites which could potentially deliver housing and that have been promoted in the SHLAA.

However, whilst this is a consideration, location for development must also be balanced alongside other considerations including constraints, transport, landscape etc. which are analysed in the following sections.

## Wimborne Minster – Key Sites

### Land to the North of Wimborne Minster (SHLAA Reference 3/03/0274 and 3/03/0006)

A large area of land immediately to the north of Wimborne Minster is being promoted for housing development by a private developer. The land, totalling around 40ha, is largely agricultural fields and is divided in two by Cranborne Road. According to the SHLAA, the western parcel of land could accommodate up to 436 dwellings, whilst the eastern parcel of land has the potential for 750 dwellings.

### Cuthbury Allotments (SHLAA Reference 3/25/0094)

The existing Cuthbury Allotments are being proposed as a housing site by a private developer. This site, comprising around 8ha, also comprises land to the north of the allotments, which encompasses a playing field. It is suggested that this site could accommodate between 200-250 dwellings. Discussions with the promoter of this site have shown that the site of Wimborne Town Football Club could also be included, as could the Housing Association land to the south, on Julian's Road. The developer has proposals to move the allotments to a location to the south of Julian's Road as well as a potential other location in the town. They are also considering potential new locations for the football club

## Stone Park

### (SHLAA Reference 3/16/0005)

The owners of Stone Park, in the north west of Wimborne, have promoted a small parcel of land to the west of St Margaret's Hill for potential housing. The SHLAA submission suggests around 70 homes could be accommodated on this site. However, this land falls within the curtilage of the listed Stone Park House.

### Land at Dogdean Farm, Smugglers Land (SHLAA Reference 3/03/0093)

Land at Dogdean Farm is being promoted for housing. This land is to the north of Dumpton School on Smugglers Lane. Unlike the three sites above, this site does not adjoin the urban area and is relatively remote.

### Land to the south of Leigh Road (SHLAA Reference 3/03/0025)

A large site to the south east of the town. The site covers 34.6 hectares and lies to the south of Leigh Road. It is considered that the land could be developed for up to 750 homes. The site is flat and currently in use as arable farm land.

## Corfe Mullen – Key Sites

### Land adjoining Pardy's Hill (SHLAA Reference 3/04/0109)

A parcel of land between Pardy's Hill and Blandford Road is being promoted by the landowner as a housing site. The land, covering an area of just under 5ha, is steeply sloping land (from north to south). The promoters of this land suggest that it could accommodate around 100 dwellings.

**Land at the northern end of the Waterloo Valley (SHLAA Reference 3/04/0269)**

Immediately to the south east of the above site is a further area of land that is being promoted for housing. The site, known as land between Broadmoor Lane and Haywards Lane covers an area of just over 21ha and is currently used as horse paddocks. The land is relatively flat but slopes upwards in the south east corner towards Orchard Lane. The SHLAA suggests that it could potentially accommodate around 630 dwellings.

**Land to the north of Wimborne Road (SHLAA Reference 3/04/0270)**

This land, between Wimborne Road and the recreation ground to the north is being promoted for housing. It covers an area of 3.8ha and the land promoters suggest that it could accommodate around 115 dwellings. It currently comprises allotments (non-statutory) and pony paddocks as well as cleared areas of vegetation.

**Other locations**

In addition to the above sites, there are a number of further sites being promoted in the SHLAA in Corfe Mullen. Most of these are in the Waterloo Valley, to the south of the sites previously discussed. However, most lie within areas protected by either local, national or international designations. Much of this land is included within an Area of Great Landscape Value. There are also several

Sites of Special Scientific Interest and areas of heathland identified as Special Protection Areas within which no residential development can take place.

**Ferndown and West Parley – Key Sites**

**Land to the south of Christchurch Road and east of New Road (SHLAA Reference 3/24/0104)**

This large parcel of land is being promoted for development by a private developer. It comprises large open fields close to Parley Cross between New Road in the west and Church Road in the east. According to the SHLAA, the site covers just under 20ha and has the potential to accommodate over 500 new homes.

**Land south of Christchurch Road, west of Ridgeway (SHLAA Reference 3/24/0103)**

As with the previous site, this location lies in close proximity to Parley Cross. It lies to the south of Christchurch Road and north east of Dudsbury Hill Scheduled Ancient Monument. It is controlled and being promoted by a private developer. The site covers 17ha and according to the SHLAA has the potential to accommodate just over 500 new homes. The land gently slopes down in a west – east direction.

**Holmwood Park (SHLAA Reference 3/07/0179)**

Unlike the previous two sites, Holmwood Park is located to the south of Ferndown on the edge of the village of Longham. The

site falls within the grounds of an old house and is currently divided into pony paddocks. The site covers an area of just under 14ha and the SHLAA suggests that it could accommodate around 400 dwellings.

**Longham Allotments (SHLAA Reference 3/07/0115)**

This site lies to the immediate south of the B3073 and to the south of Holmwood Park. It is just over 4ha in size and is on relatively flat land to the rear of properties fronting onto the main road. It is assumed that, at an average density of 30dph, this site could accommodate around 120 homes.

**Land adjacent to The Glissons and High Mead (SHLAA Reference 3/07/0116)**

As with the previous two sites, this land is located close to Longham. The site is around 16ha in size and is being promoted by the landowner. Again, at 30 dph it could accommodate over 400 homes.

**Other locations**

As with Corfe Mullen, there are a number of other sites being promoted around Longham. Most of these are south of the village, stretching along Ringwood Road in a southern direction. The development of these sites could create ribbon development which may not be considered to be sustainable.

**EAST DORSET**  
**HOUSING OPTIONS**



Cuthbury Allotments, Wimborne Minster



Land to the north of Wimborne Minster



Land west of Ridgeway, West Parley



Land adjoining Pardy's Hill, Corfe Mullen

**Summary**

It is clear that considerable amounts of land are being promoted for housing in all three locations. This is an important factor to consider when masterplanning the new neighbourhoods, particularly in light of the emphasis of delivery. Land that is being promoted for development has a higher likelihood of being developed for housing and associated uses in the timescales envisaged.

However, this must be balanced with the need to create sustainable communities and not all of the locations being promoted will prove to meet sustainability objectives. Furthermore, the quantum of development being put forward

on each site is based on high level density assumptions, which may not always be suitable for the particular location. An analysis of density will be undertaken later in this report.

Overall, an understanding of the land that is potentially coming forward for development is a useful starting point, but it must be tested against a number of criteria, including:

- Constraints, including:
  - Green Belt
  - Landscape
  - Ecology
  - Archaeology
  - Flooding

- Infrastructure
- Accessibility, including:
  - Roads
  - Public transport
  - Walking and cycling
- Townscape

The following sections examine the above in more detail, culminating in a section entitled “identified land for consideration” which defines the areas that we consider are suitable to accommodate the new neighbourhoods. This section will not only summarise the constraints identified above, but also advise on the need for place-making, which helps focus on the areas that are best suited to the creation of sustainable communities.



Land to the south of Christchurch Road and east of A347, West Parley