

Options for Ferndown and West Parley Housing



East Dorset District Council is working jointly with Christchurch Borough Council to consider potential development options around our towns and larger villages to be included within the Core Strategy, our new plan to manage growth and development up to the year 2027.

In 2008, the Councils held an Issues and Options Consultation, inviting all residents and businesses to consider where new development should be located. Your comments have been taken into consideration, and following the revocation of the Regional Spatial Strategy in June this year, we are considering the following significant issues in Ferndown and West Parley:

- Do you wonder where your children are going to live and work?
- How and where can we provide open space for people to play sports, children to play and everyone to walk and relax?
- How can we make Ferndown and West Parley prosperous and lively?

It has been recognised for many years that there is a significant need to provide affordable housing in East Dorset. This is because house prices are high compared to wages, the number of public sector homes is very low, and there are consequently a large number of residents who cannot afford to live in the private sector and cannot access appropriate affordable housing. The Council recognises this problem and therefore considers it necessary to put forward new neighbourhood options for communities to comment upon. These options focus on the main towns where we have good access to shops, services, transport and employment opportunities, rather than small villages and remote rural locations.

We hope that you will once again make your views known to us by completing the attached questionnaire and/or visiting the exhibition on:

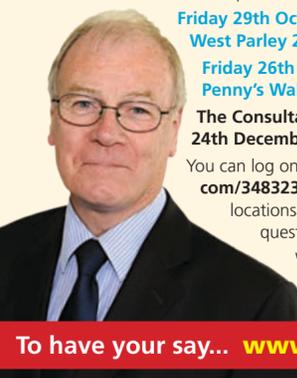
Friday 29th October at West Parley Memorial Hall, West Parley 2 - 8pm

Friday 26th November at The Barrington Centre, Penny's Walk, Ferndown 2 - 8pm

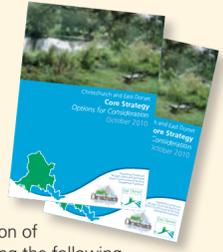
The Consultation runs from 4th October until noon on the 24th December.

You can log on to our website at: www.dorsetforyou.com/348323 to read the full document, or to view alternative locations for the exhibition. You can contact us with any questions at policy.planning@eastdorset.gov.uk

We look forward to hearing your views.
Councillor Spencer Flower
Leader of East Dorset District Council



To have your say... www.dorsetforyou.com/348323



FWP 1
Holmwood House, Ferndown
(off the A348)

No. of possible homes (approx)
85 homes
34-43 affordable homes

Key Features and Benefits
Could provide valuable green infrastructure that would benefit residents and divert pressures away from the heaths

Previously expressed community concerns
How to achieve a suitable access into this site
The impact this site could have on Holmwood House itself
The impact of development at this location on the Green Belt gap between Longham and Ferndown

FWP 2
North of Christchurch Road (Coppins Nursery), West Parley

No. of possible homes (approx)
45 homes
18-23 affordable homes

Key Features and Benefits
Good access exists from the existing nursery
The site is enclosed with good boundaries and visual containment
Could provide valuable green infrastructure that would benefit residents and divert pressures away from the heaths

Previously expressed community concerns
How to ensure the development does not impact on the landscape
How we relate the new homes to the existing housing in the area.
Concern about closing the narrow Green Belt gap between Ferndown and Longham

FWP 3
Land West of Ridgeway, West Parley

No. of possible homes (approx)
210 homes
84-105 affordable homes

Key Features and Benefits
Could provide valuable green infrastructure that would benefit local residents and divert pressures away from the heaths
Vehicular access should be taken from the north off Christchurch Road
Development should respect the higher ridgeline running within the site and seek to have lower densities, and a linear park

Previously expressed community concerns
How we relate the new homes to the existing housing in the area
Key routes should be provided to ensure it has good links into the local centre at Parley Cross
Increased traffic on Christchurch Road

FWP 4
Land East of New Road and South of Christchurch Road, West Parley

No. of possible homes (approx)
100 homes
40-50 affordable homes

Key Features and Benefits
Major transport improvements at Parley Crossroads
Environmental improvements to the New Road Shopping Area
3,000sqm food store (approx), new shops and community facilities
Small offices
New formal park and informal open space
Could provide valuable green infrastructure that would benefit local residents and divert pressures away from the heaths

Previously expressed community concerns
Increased traffic movements
How we relate the new homes to the existing housing in the area

Option not preferred by the Council
FWP 5
Land East of New Road and South of Christchurch Road, West Parley

No. of possible homes (approx)
400 homes
160-200 affordable homes

Key Features and Benefits
New formal park and informal open space
3,000sqm foodstore (approx), new shops, community facilities
Small offices
Environmental improvements to the New Road Shopping Area

Previously expressed community concerns
Increased traffic at Parley Crossroads
How we relate the new homes to the existing housing in the area
Impact of development on Parley Common
This is not the preferred option for this site

*The development of this option would be dependent on significant improvements to the A347 (New Road) B3073 (Christchurch Road) Parley Cross Road
Developing this area would result in a large number of new homes. The consultants undertaking the Habitats Regulations Assessment have concerns over the impact of such a large population living so close to the Parley Common Special Protection Area, which could not be mitigated*



Transport Issues

We have the highest level of car ownership in the country with 88% of households having at least one car. Many journeys are carried out by car due to the employment destination or for shopping, for ease and comfort, or because public transport is not available. We need to begin to change behaviour and attitudes toward the use of public transport in order to relieve some of the local congestion.

We are acutely aware of the traffic problems along the A31 corridor, and are awaiting the outcome of the draft preferred South East Dorset Multi Modal Study (SEDMMTS) due to be published in November 2010. We hope this will offer an insight into how to address the traffic problems around our settlements, and what future projections of traffic flow are anticipated to be.

The possible development options listed earlier could increase traffic on our roads, and the developers will be expected to contribute to the provision of transport improvements, including bus routes and cycle lanes.

The option below relates to Transport:

TA 1 Developer Contributions (Tariff based approach)	
Benefits Developers will contribute to the provision of transport improvements This infrastructure will need to be in place prior to the first occupation of the new homes	Concerns Fear that this cost will be passed onto the home purchaser The development may become unviable

To have your say... http://twitter.com/core_strategy

The Housing Debate

Our area has seen a rapid growth in population; principally through the in-migration of people from other parts of the country. The area is popular with older people, leading to a significant imbalance in its age structure. Forecasts show that the proportion of older people is set to increase in the future and the proportion of workers to decrease. To try to maintain a younger workforce, we need to provide a range of homes for them, some of which will be provided through Housing Associations and will be affordable.

The towns of **Christchurch, Corfe Mullen, Ferndown and West Parley, Verwood and Colehill and Wimborne** all have sites which are considered suitable for potential housing development. The size of potential development varies between the sites, however, for most there would be the expectation there would be some gain for the existing local community in the form of new open space or enhanced community facilities.

The district faces many potential changes over the next few years, in order to provide homes for local people. In this leaflet we are asking whether we can provide sites for new neighbourhoods on the edge of Ferndown and West Parley which are sustainable, so as to add to their prosperity and liveliness and if so, where and how?

The following Options are for your Consideration, and we welcome your thoughts about them.

The options put forward include a range of sizes of sites, including some that would normally be too small to be included in a Core Strategy. However, they are included as this stage in order to provide information about whether comprehensive strategic planning scenarios are required for the area, involving, transport, green spaces, provision of facilities and any necessary changes to Green Belt boundaries.

Western sub-area - This area is the closest to Ferndown town centre, but distant from West Parley local centre. The area has 400m heathland buffer close to its western boundary and also contains a Scheduled Ancient Monument and a Site of Nature Conservation Interest. Development should avoid Longham merging with the urban area of Ferndown.

Central sub-area - This area is remote from Ferndown town centre, but close to the local centre at West Parley. Despite it having a Scheduled Ancient Monument, it does not have any major environmental designations or coalescence issues. This area should be considered for development.

Eastern sub-area - This area is remote from the town centre, but adjacent to the local centre at West Parley. Although it is adjacent to a major environmental designation, this will not prohibit development per se. The southern extreme of the site will need to be limited to prevent West Parley village merging with the Bournemouth conurbation. This area should be considered for development.

All of the options will need transport improvements. Some options will require supporting infrastructure - such as open space, new shops or commercial development - or will only be able to proceed if suitable sites can be found for the relocation of existing uses.

Please complete the form to tell us your views

**Policy Planning
East Dorset District Council
Council Offices
Furzehill
WIMBORNE
Dorset
BH21 4BR**

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Licence No. BH621

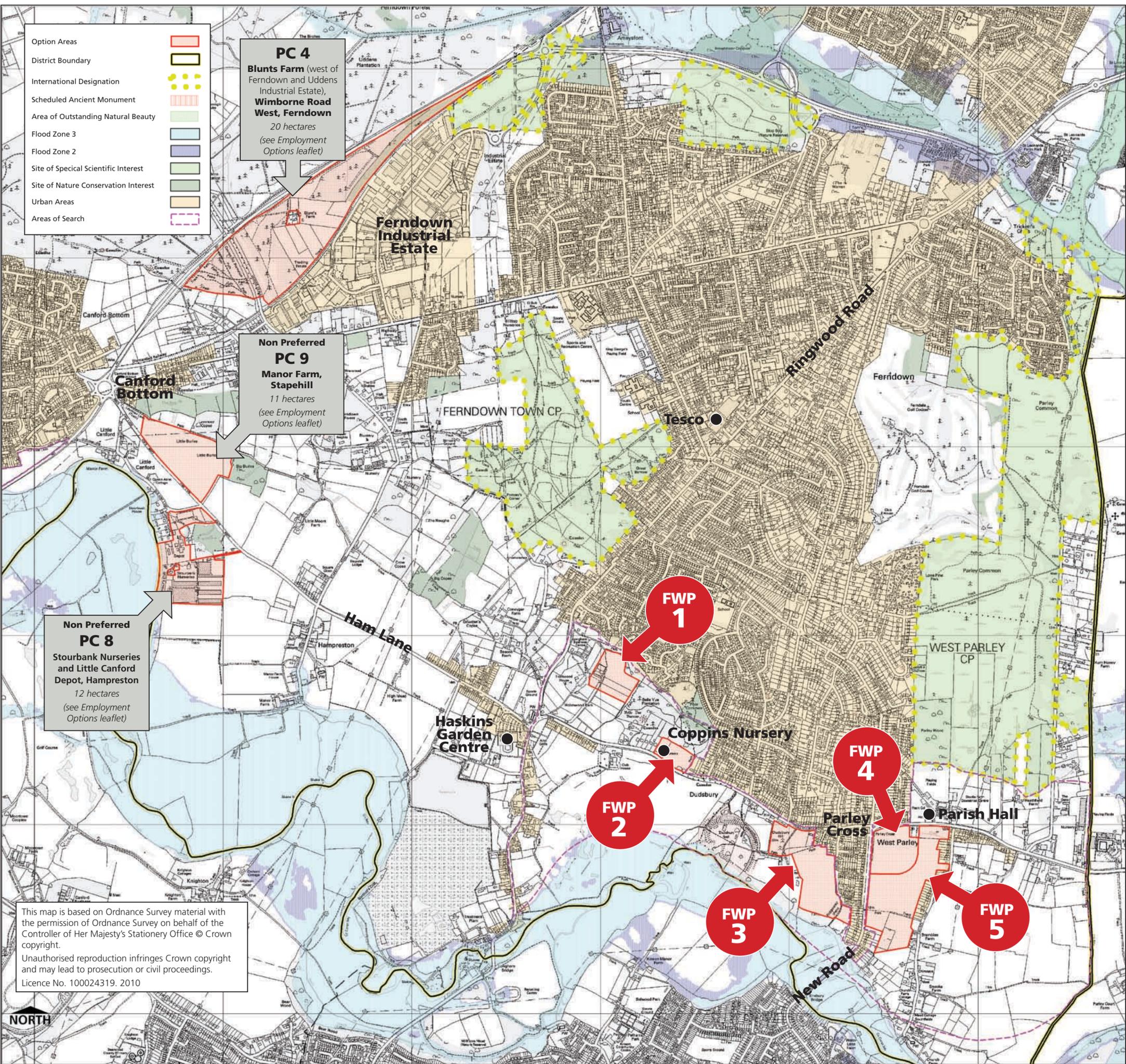
Other Areas

This Leaflet forms part of a series which focus on the individual settlements in the District which share similar challenges. If you are interested in what is happening in, Colehill and Wimborne Minster, Verwood and Corfe Mullen as well as proposals for employment areas, you can obtain copies of the leaflets at the local Libraries, Town, and District Council Offices.

You can also read them online along with the main Core Strategy Options document which provides a more detailed account of proposed options for the whole District.

- Corfe Mullen Housing and Centre Options
- Ferndown and West Parley Housing and Town Centre Options
- Verwood and West Moors Housing and Centre Options
- Wimborne and Colehill Housing and Town Centre Options
- Employment Land Options

To have your say... http://twitter.com/core_strategy



PC 4
 Blunts Farm (west of Ferndown and Uddens Industrial Estate), Wimborne Road West, Ferndown
 20 hectares
 (see Employment Options leaflet)

Non Preferred PC 9
 Manor Farm, Stapehill
 11 hectares
 (see Employment Options leaflet)

Non Preferred PC 8
 Stourbank Nurseries and Little Canford Depot, Hampreston
 12 hectares
 (see Employment Options leaflet)

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PLEASE HAVE YOUR SAY!

Please indicate your support or objections to the options discussed in this leaflet, **tear at the perforated fold, seal and send back to us via the FREEPOST address.**

Ferndown & West Parley Options *Do you support or object?*

Option Ref	Site Location	Support	Object	No opinion
FWP 1	Holmwood House, Ferndown (off the A348) (85 homes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FWP 2	North of Christchurch Road (Coppins Nursery), West Parley (45 homes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FWP 3	Land West of Ridgeway, West Parley (210 homes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FWP 4	Land East of New Road and South of Christchurch Road, West Parley (100 homes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FWP 5	Land East of New Road and South of Christchurch Road, West Parley (400 homes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Transport Issues *Do you support or object?*

Option Ref	Site Location	Support	Object	No opinion
TA 1	Developers will contribute to transport improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any further comments

Please supply your contact details so that we can register your comment and keep you informed of what happens next.

Name:

Address:

Postcode:

Email:

What happens next?

The Consultation forms part of our work in producing the Core Strategy for the area, the new plan that will set out how expected growth and change will be delivered and managed over the next few years up to 2027.
Your views will help define the plan, which will be published as a final Draft Submission in the autumn of 2011. There will be a further opportunity to comment on the Draft Submission before it is submitted to the Government for Examination in 2012. We hope it will be adopted in 2012.

Join the debate...

There are various ways to join the debate and make your views known. **Don't forget, the Consultation runs from 4th October until noon on the 24th December.**
 You can log on to www.dorsetforyou.com/348323 to read the full document and respond on line, visit the libraries, see alternative locations for the exhibition, or email us at policy.planning@eastdorset.gov.uk Response forms are available from the Council Offices, libraries, town council offices and on line.
 Contact us on 01202 886201 ext. 2422
 Find us on Facebook - **Christchurch and East Dorset Core Strategy**.
 And on Twitter - http://twitter.com/core_strategy

The following documents are also currently available for consultation as part of the Core Strategy:

- Core Strategy 'Options for Consideration'
- Sustainability Appraisal
- Health Impact Assessment
- Environment Impact Assessment
- Core Strategy Consultation Plan

These are available on the website www.dorsetforyou.com/348323 or from:
Policy Planning, East Dorset District Council, Council Offices, Furzehill, Wimborne, Dorset BH21 4HN

PLEASE DETACH HERE, MOISTEN EDGES, FOLD AND POST

MOISTEN EDGES, FOLD, SEAL AND POST