

10 Ferndown and West Parley Housing and Town Centre Options

10.1 This chapter considers a number of important issues for the town. These include:

- Whether there should be new housing, and if so where and how?
- How can we improve the provision of open space to encourage residents away from heathlands and increase access to the countryside?

10.2 Overview of the Town

10.3 Ferndown and West Parley are in the east of the District, with West Parley on the boundary with Christchurch Borough Council area. Ferndown is the largest town in the District, with West Parley being a much smaller settlement on its south eastern boundary. Both settlements have grown significantly since the early part of the last century. Ferndown has the largest employment area in the District, Ferndown Industrial Estate, where there are over 400 businesses employing approximately 5,000 people.

10.4 Both are relatively new settlements, where the majority of the housing was built in the 20th Century. There are some smaller areas of older development within the settlements, such as Longham, Hampreston and parts of West Parley adjacent to the River Stour.

10.5 As the population has expanded new facilities have been provided, mainly in Ferndown, so that the settlements now have a range of services available. Nevertheless, residents still need to travel to nearby towns for some services, such as comparison shopping for clothes and books.

10.6 Where are we now?

Key Facts

- Ferndown had a population of 17,370 in 2008 having grown significantly from about 6,500 in 1961 and 1,860 in 1921.
- The population of West Parley grew rapidly from 2,000 in 1961 to 3,550 in 2008.
- Parts of Parley are within the 1% least deprived areas in the Country.
- Heatherlands is recognised as one of the most deprived areas in the County and is one of the 30% most deprived areas in the Country.
- In 2001 the proportion of residents of retirement age in West Parley was about 33% which is significantly above the national average of about 19%.
- Residents of retirement age in Ferndown in 2001 made up 38% of the population.
- Existing house prices are higher than the District average, which is significantly higher than the national average.
- Ferndown Town Centre has about 120 commercial and retail units.
- Only 14% of households had no car in Ferndown when measured in the last Census, compared with 27% nationally. Rates of car ownership are very high in West Parley with only 8.4% of households having no car.

10.7 Ferndown and West Parley are set within the South East Dorset Green Belt. One of the key purposes of the Green Belt is to prevent the merging of settlements. The gap between Longham and Ferndown is narrow, as is the gap between parts of West Parley and Bournemouth. It is important that these settlements should remain separate.

10.8 The Natural Environment

10.9 Ferndown and West Parley lie adjacent to significant areas of protected heathland. The sites that are protected under European legislation, due to their fragility and nature conservation importance, are very sensitive to the impacts of nearby additional residential development. Therefore, housing development is not permitted within 400m of these areas. This has an implication on the

areas suitable for residential development, especially within the existing built up area, and the need to provide Suitable Alternative Natural Greenspaces to reduce the pressure of existing and proposed residential development on these sensitive areas.

10.10 Existing Retail, Community Facilities Provision and Future Requirements.

10.11 Ferndown town centre has a wide range of shopping facilities and services that are easily accessed by foot and public transport as well as by car. Tesco, built in Penny's Walk as part of a shopping precinct, acts as a key destination supporting the individual retailers in the precinct as well as in the other streets. The town centre is partly pedestrianised but the precinct is somewhat dated now.

10.12 There is an area of out of town stores at Trickett's Cross. This area is not easily accessible by pedestrians or cyclists. The stores include Sainsbury's, Lidl, Halfords and a furnishing store. There are some small parades at Ameysford Road, Glenmoor Road and Turbary Road but these do not always cater for local needs although Glenmoor Road has a Tesco express.

10.13 There is a small parade of shops at Parley Cross which is to the south of the main residential area of West Parley. Over the years there has been a change to some of the units from a variety of shops providing for day to day needs to a range of DIY shops. The post office has moved into the pharmacy. Tesco has recently reopening one of the larger units as a Tesco Express.

10.14 Sports and Recreation

10.15 In 2007 the council commissioned a Planning Policy Guidance Note 17 Survey of Open Space, Sport and Recreation. The study noted that there were three main centres of provision within the settlements: the Leisure Centre/Upper School/ King George V Playing Fields in Ferndown, Ford Lane Recreation Ground on the northern edge of Ferndown, and West Parley Recreation Ground and Parley Sports Club. It concluded that substantial parts of the built up area lie outside the accessible distances to these facilities and many of the residential areas don't even have the most basic of open space provision. The study concluded that there was a need for more sports facilities, especially for young people, including a flood lit all weather pitch. There is also a need for allotments across the settlements.

10.16 Education

10.17 Additional residential development in Ferndown and West Parley would have implications for school provision. Ferndown schools currently have surplus places, and have had their intake numbers reduced, although Parley First School remains stable. There is capacity at both the Middle School and Upper Schools in Ferndown for additional intake, although significant additional development in West Parley will put pressure on the First School and may result in the need to re-distribute First School pupils.

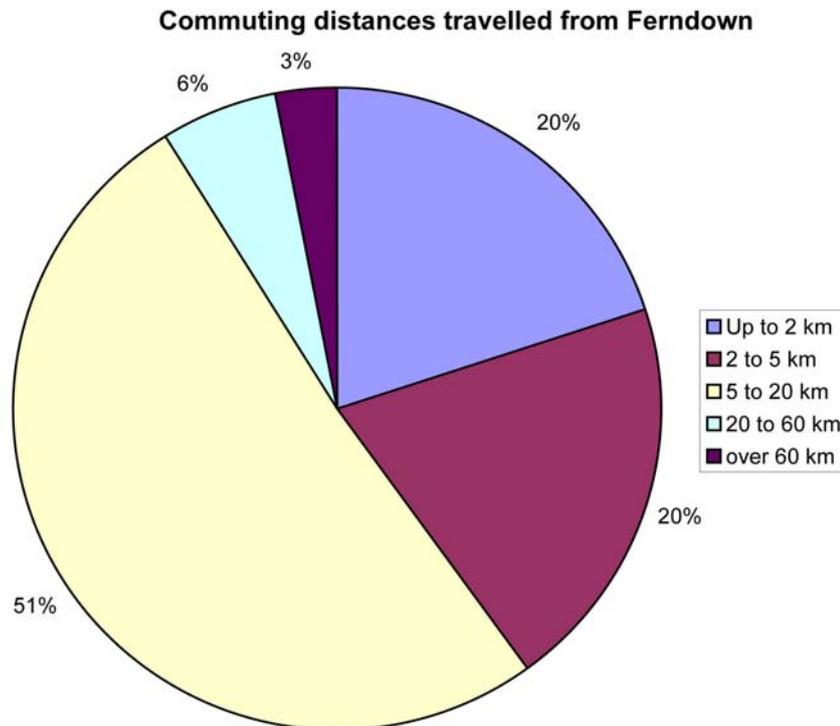
10.18 Transport

10.19 Ferndown and West Parley do have good regular bus services within the area and linking to Wimborne and the conurbation. It is also well placed in terms of the strategic road network. However, it does suffer from high levels of congestion associated with the A31(T), Ringwood Road, New Road and the B3073. The 2001 Census identified that 85% of commuters were car drivers or passengers.

10.20 Employment

10.21 As of the 2001 Census there was a working population of about 8,300 people. The Ferndown and Uddens Industrial Estates are a large source of employment in the town providing opportunities for about 5,000 employees, which will increase once land to the east of Cobham Road is brought forward for development. Small offices and other commercial uses in the town centre also provide employment opportunities. As of 2001 41% of the workforce worked and lived in the town and 32%

travelled to Bournemouth and Poole. For details of proposed policies and sites for additional employment opportunities within the parish please see Chapter 15 - Creating Prosperous Communities.



10.22 The Housing Debate

10.23 The Key Strategy Chapter of this document sets out the over-arching issues relating to the provision of additional residential development within the Plan area by way of the need for new neighbourhoods to existing settlements and the justification for amending the Green Belt boundary. 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.

Key Issue

- Can sites for new neighbourhoods on the edge of the town be provided in a sustainable form so as to add to the vitality and viability of the town and if so, where and how?

10.24 Options set out in this section have been established following responses received to the Core Strategy Issues and Options Consultation (March 2008) and informed by the evidence base. For further detail concerning development options contained in this chapter please refer to the following documents:

- Ferndown and West Parley Area Profile
- East Dorset Housing Options Master Plan Report (2010)
- East Dorset Strategic Housing Land Availability Assessment (2008 and 2009)
- Dorset Survey of Housing Need and Demand (2008)

10.25 For supporting information regarding the need for, and provision of, open spaces to support these options please refer to the following documents:

- Protecting the Natural Environment Key Issue Paper.
- Improving Sports and Leisure Facilities Key Issue Paper.

10.26 Rules, Regulations and Advice

10.27 National

10.28 The Government's key housing policy goal is to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live. (PPS3)

10.29 The specific outcomes that the planning system should deliver are:

- High quality housing that is well-designed and built to a high standard.
- A mix of housing, both market and affordable, particularly in terms of tenure and price, to support a wide variety of households in all areas, both urban and rural.
- Housing developments in suitable locations, which offer a good range of community facilities and with good access to jobs, key services and infrastructure.

10.30 Bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for housing, taking into account issues such as accessibility and sustainable transport needs, the provision of essential infrastructure, including for sustainable waste management, and the need to avoid flood risk and other natural hazards. (PPS1)

10.31 Local

10.32 *Dorset Community Strategy*

10.33 The main issue facing the south-east part of the County is how to reconcile the pressures to improve prosperity and meet demands for housing with the need to conserve and enhance the internationally and nationally recognised environmental quality of the area.

10.34 Dorset's economy is affected by the housing market. Locally the shortage of affordable homes can lead to recruitment and retention problems.

10.35 With a growing number of older people there will be an increased demand for accessible and supported housing.

10.36 *East Dorset Sustainable Community Strategy*

10.37 Ensure that any new homes address in particular the need for affordable housing and are developed and built with adequate community facilities and associated infrastructure so that there is minimal impact on the environment and quality of life of existing communities.

10.38 Support the provision of increased affordable housing opportunities for young people in order that they can have the same opportunities to live and work within their own local communities.

10.39 Support initiatives which seek to ensure families are appropriately housed near to services they require.

10.40 What you said at Issues and Options

10.41 The Issues and Options consultation asked specific questions relating to the development of an urban extension within an area of search to the south and east of Ferndown and West Parley, set out within the Draft Regional Spatial Strategy. This has now been abandoned. However, the responses are still relevant to the consideration of how we provide homes to meet the local needs of the District.

10.42 Where should the development go?

- A number of respondents objected to the principle of urban extensions and development in the Green Belt.
- Some support was given to developing on the southern edge of West Parley and also to the north of Longham.

10.43 Issues and Options Consultation – Ferndown and West Parley Focus Group (2008)

- Very important to integrate green infrastructure into the development, creating links into the countryside.
- A country park should be provided along the Stour Valley.
- Development should be kept away from Dudsbury Camp.
- The housing should be broken into small groups and mix affordable and market housing.
- There was a consensus that development should not be high density, and that it should allow for good size gardens.
- Development should incorporate good pedestrian and cycle access.
- Development should not take place until there is a long term solution to congestion at Parley Crossroads.
- Improvements to Parley Crossroads should provide a better environment for the shopping area and residents.
- Shopping facilities could be improved at West Parley to make a better centre.
- Development to the south of Ferndown should involve a solution to congestion at Longham.

10.44 The Strategic Housing Land Availability Assessment

10.45 This was carried out in 2008 and 2009, and considered how many homes could be built within the existing built area of Ferndown and West Parley. It identified that about 420 new homes could be provided over a 15 year period in Ferndown and about 60 in West Parley, although this assessment will have to be revisited in the light of the Coalition Governments recent announcements on 'garden grabbing' and densities.

10.46 Consideration of Options

10.47 The following considers further options for new housing which includes land within the existing South East Dorset Green Belt.

10.48 The Council, before the Regional Spatial Strategy was revoked, engaged a firm of consultants to prepare master plans for the three urban extensions proposed in East Dorset as part of its evidence base to inform the Core Strategy. This work has been amended to reflect the abandonment of the Regional Spatial Strategy. The consultants have now been asked to identify reasonable options for the provision of new homes at the Main Settlements in the District, taking into account:

- The environmental impact.
- The impact on the purposes of the Green Belt.
- Infrastructure capacity, including access.
- The opportunity to support and improve services and facilities.
- The effect on local communities.

10.49 This has involved an assessment of areas promoted by landowners for development as part of the Strategic Housing Land Availability Assessment. The fact that the land has been promoted means that if options are taken forward they are likely to be deliverable. However, this must be balanced with the need to create sustainable communities and not all of the locations being promoted will meet sustainability objectives.

10.50 The options put forward include a range of sizes, including some that are too small to normally be considered within a Core Strategy. However, they are included at 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.

10.51 The Areas of Search set out below are confined to the south of Ferndown and the south and west of the existing settlement of West Parley. These are the only substantial parcels of land adjacent to the existing built up area that are not constrained by proximity to protected heathlands.

10.52 For more detail on the assessment of options please refer to:

- East Dorset Housing Options Master Plan Report(2010)

10.53 Area of Search

10.54 The area of search wraps around the southern boundaries of Ferndown and West Parley extending from Longham in the west to the boundary of Bournemouth Airport in the east. There is a marked contrast across the area of search. The western extent covers the village of Longham which comprises a couple of shops and a church. It also includes the grounds of Holmwood Park and an established golf course.

10.55 The central parts of the area of search are characterised by a Scheduled Ancient Monument (SAM) and dense woodland, whilst the eastern extent is generally flat and undeveloped agricultural land with a row of pylons running in a north-south direction alongside Church Road.

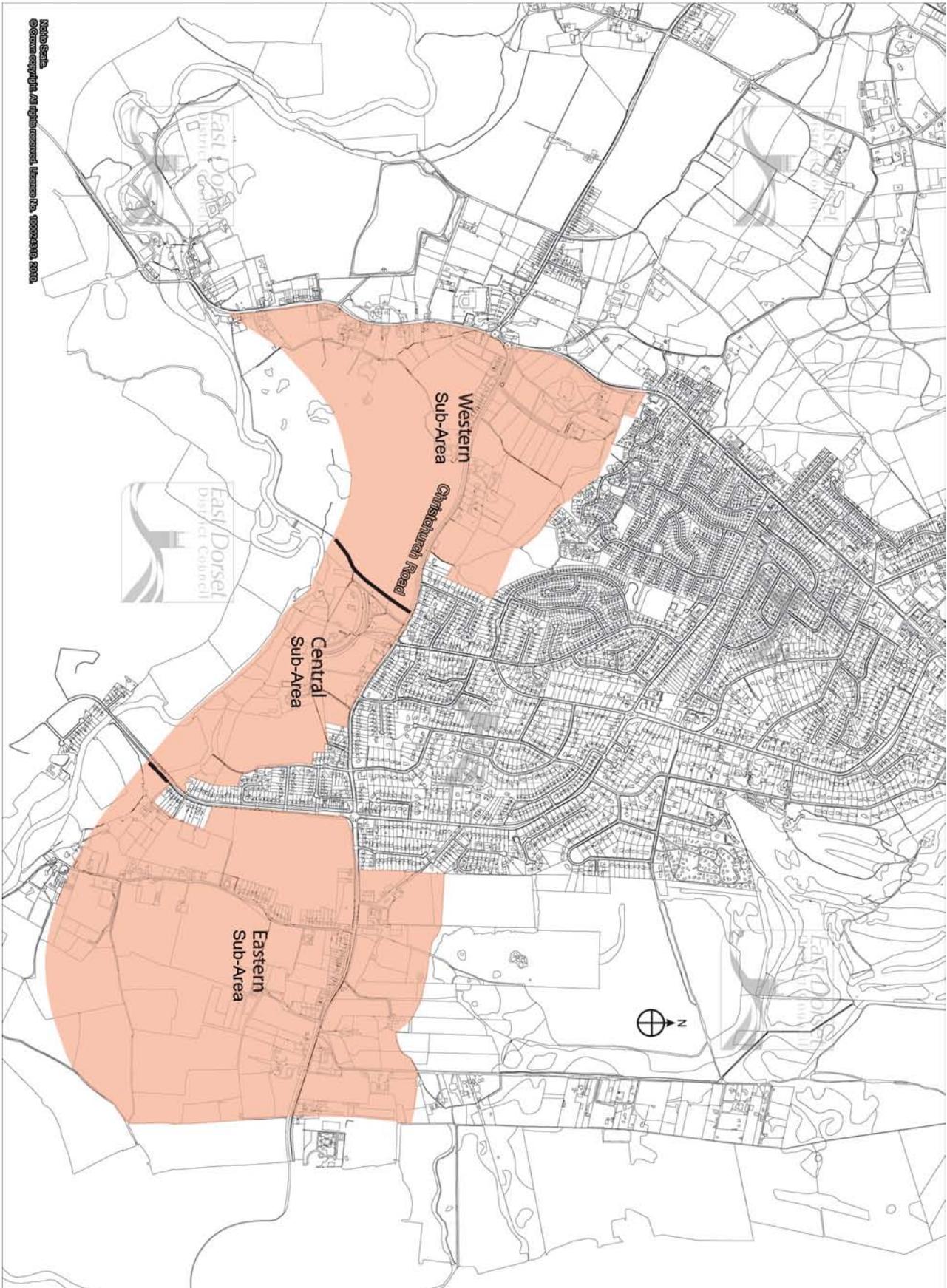
10.56 The presence of Parley Common (heathland) to the north ensures that there is a 400m housing development limit at the north eastern end of the area of search. In addition, Bournemouth Airport which is located to the east could constrain development of parts of the site due to noise and safety zones.

10.57 The area of search is shown on the Ferndown and West Parley plans.

10.58 Refined Areas of Search

10.59 The area of search has been broken down into three sub-areas (western, central and eastern). These are illustrated on the attached plans for Ferndown and West Parley. They are appraised briefly below:

West Parley



10.60 Western sub-area

10.61 The area is the closest to Ferndown town centre, but distant from West Parley local centre. The area has a 400m heathland buffer close to its western boundary and also contains a SAM and an Site of Nature Conservation Interest. Development should avoid the coalescence of Longham with the urban area of Ferndown. *Certain parts in the north of the site could be considered for development.*

10.62 *Central sub-area*

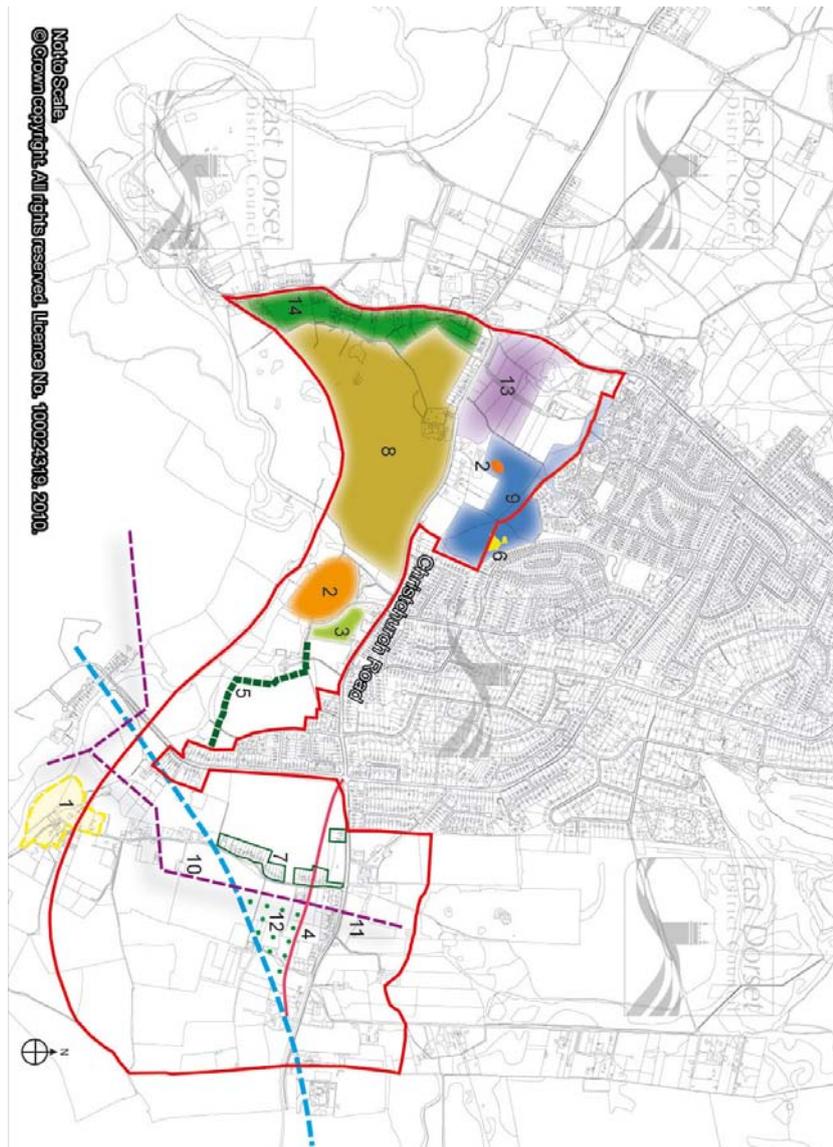
10.63 This area is remote from Ferndown town centre, but close to the local centre at West Parley. Despite it having a Scheduled Ancient Monument, it does not have any major environmental designations or coalescence issues. *This area should be considered for development.*

10.64 *Eastern sub-area*

10.65 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 coalescence with West Parley village and the Bournemouth conurbation. *This area should be considered for development.*

10.66 Site Specific Constraints

10.67 All three sub-areas were considered suitable for further consideration. The bullet points (number referenced to the attached plan) identify land areas within these locations that we consider are unsuitable for development.



10.68 *Environmental and conservation designations*

1. West Parley Conservation Area should be protected from any further development (and to prevent coalescence). This area should be discounted.
2. Scheduled Ancient Monuments in the central area and western sub-areas should be protected from development.
3. The adjacent field to the north east of the Dudsbury Camp Scheduled Ancient Monument should also be protected from development in order to act as a buffer to the Monument.
4. Land within the 400m buffer zone of the heathland area should be protected from residential development.
5. The strong tree belt around the public house and its gardens should be retained and development only considered to the east and north of this tree belt.
6. The Site of Nature Conservation Interest should be discounted from development

10.69 *Land use*

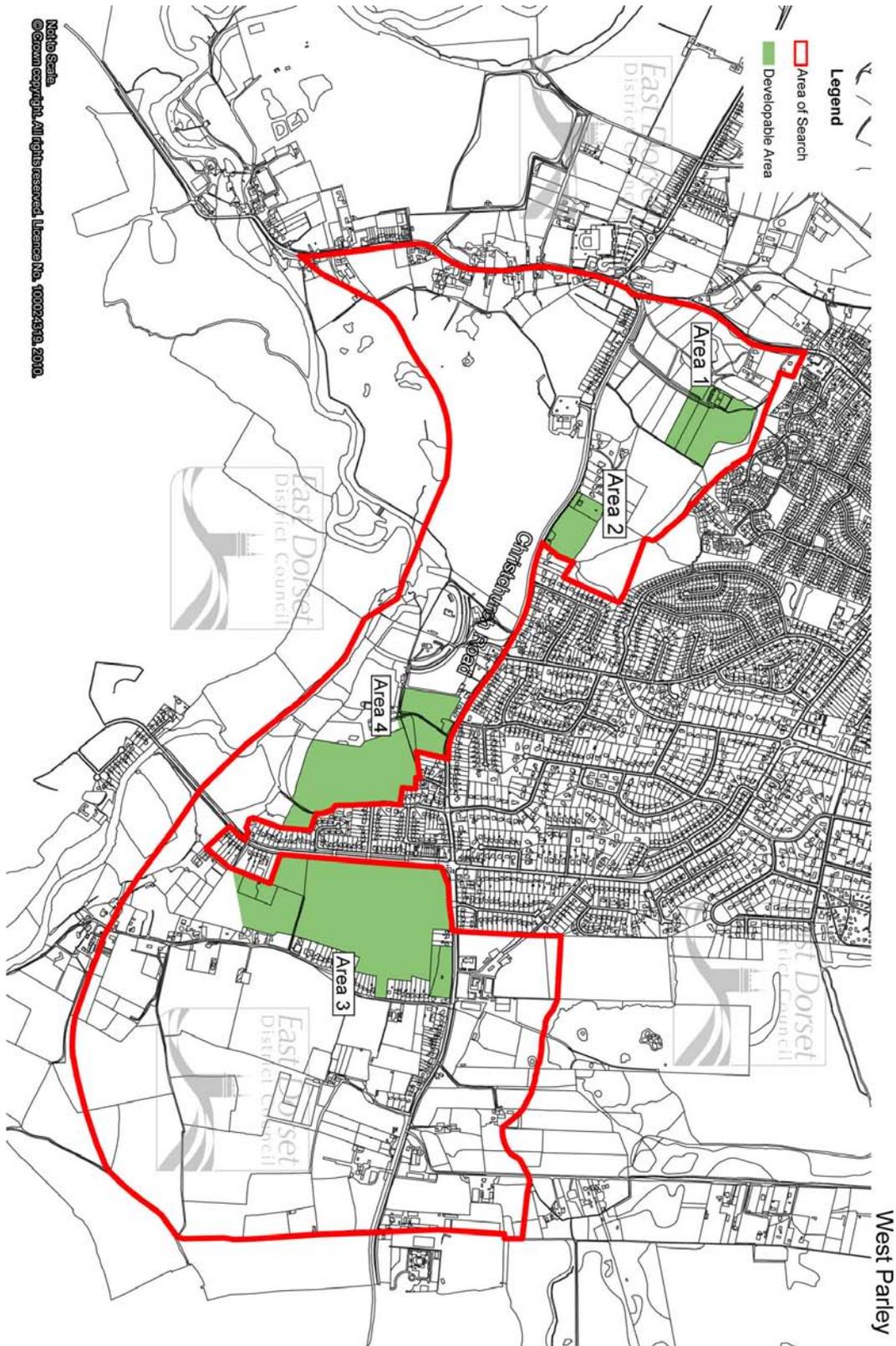
7. The houses/buildings on Church Lane should be retained and discounted from development.
8. The golf course provides a local facility and key open space and should not be developed
9. The open space (wooded area) is a high quality and key community resource and should be protected from development

10.70 *Other*

10. Land within the aircraft noise zone should be protected from development.
11. No development should take place within the easement areas of the power lines that run adjacent to Church Lane.
12. Land to the east of the power lines will be disconnected from the rest of the development and restricted by the 400m buffer zone applying to residential uses. This land is only deemed suitable for open space.
13. Land between Holmwood House and the existing settlement of Longham should remain open and free of development to prevent coalescence.
14. Large scale linear development along Ringwood Road should be discouraged in favour of more compact forms of development, closer to the main urban area of Ferndown/ West Parley.

10.71 Sites Considered Suitable for Development

10.72 It is considered that the following sites should be considered for development.



1. Land at Holmwood House
2. Land north of Christchurch Road
3. Land east of New Road
4. Land west of Ridgeway

10.73 Infrastructure Requirements/ Thresholds

10.74 The following social and community infrastructure could be required as part of the development of this area:

- Local shops (including 3,000 sqm convenience store – as set out in retail report)
- No new school requirement is envisaged, though pressure on Parley First School could result in the need to redistribute pupils between this school and Ferndown First School (which is generally below capacity).
- New health centre
- Open space (between 6.61ha and 13.22ha)
- SANGs (between 14.10ha and 56.40ha)
- Possible Combined Heat and Power plant

10.75 **Common Requirements**

10.76 All of the of the options will require:

10.77 **Suitable Alternative Natural Greenspaces will need to be provided in perpetuity to mitigate the impact of people on nearby heathlands, with provision phased in advance of the occupation of dwellings on the site.**

10.78 **If new neighbourhoods are provided it will be expected that at least 40% of the new homes will be affordable, i.e social rented or shared equity.**

10.79 **Improvements to Parley Crossroads.**

10.80 **The Green Belt boundary to be revised to incorporate necessary land into the urban area of Ferndown/West Parley required for development.**

10.81 Progress of any option will need to take into account, amongst many factors:

- Mix of house types and densities
- Open space and play space provision
- Design
- Access and movement

Reasonable Options for Consideration

10.82 *Land at Holmwood House*

- This site could be considered for housing.
- However, there is a general concern regarding the impact that this could have on the Green Belt gap between Ferndown and Longham and the potential coalescence of the two areas. It is noted, however, that this is not recognised as a “key gap” or “key edge” in the Dorset Green Belt Review.
- There are also concerns on the impact of development on the grounds of Holmwood House.
- The preferred point of access (from a highways point of view) would be off of the A348 and to the south of Holmwood House. However, this could have the effect of urbanising the site and open up access to the land to the south, thus creating pressure for the future development of this land and possible future coalescence issues.
- An alternative access is off of the A348 further north and by the existing lay-by. However, the bus stop function here would need to be considered. Furthermore, any access from this point would need to pass north of the business centre and through a thick belt of trees. The existing bridleway link through the trees is not considered to be wide enough.

Option FWP 1

Development could take place on land on the southern edge of the existing town involving land adjacent to Holmwood House, Ringwood Road, Ferndown.

This could involve:

- The provision of about 85 homes.



Why is this an Option?

The option provides an opportunity to meet some of the local housing needs.

This is a good location in terms of accessibility to important services, facilities and work opportunities.

The development could provide valuable green infrastructure that would benefit residents and divert pressures away from heathlands.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

East Dorset Housing Options Master Plan Report (2010)

10.83 Land north of Christchurch Road

- This site could be considered for housing.
- The site is enclosed with good boundaries and visual containment.
- It is considered that there is suitable scope for a good access point where the nursery access is currently located.

Option FWP 2

Development could take place on land on the southern edge of the existing town involving land off Christchurch Road, including Coppins Nursey, West Parley.

This could involve:

- The provision of about 45 homes.



Why is this an Option?

The option provides an opportunity to meet some of the local housing needs.

This is a good location in terms of accessibility to important services, facilities and work opportunities.

The development could provide valuable green infrastructure that would benefit residents and divert pressures away from heathlands.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
Is it informed by evidence?			Yes

- The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)
- The East Dorset and Christchurch Housing Market Assessment (2008)
- The East Dorset Strategic Housing Land Availability Assessment (2009)
- East Dorset Housing Options Master Plan Report (2010)

10.84 Land west of Ridgeway

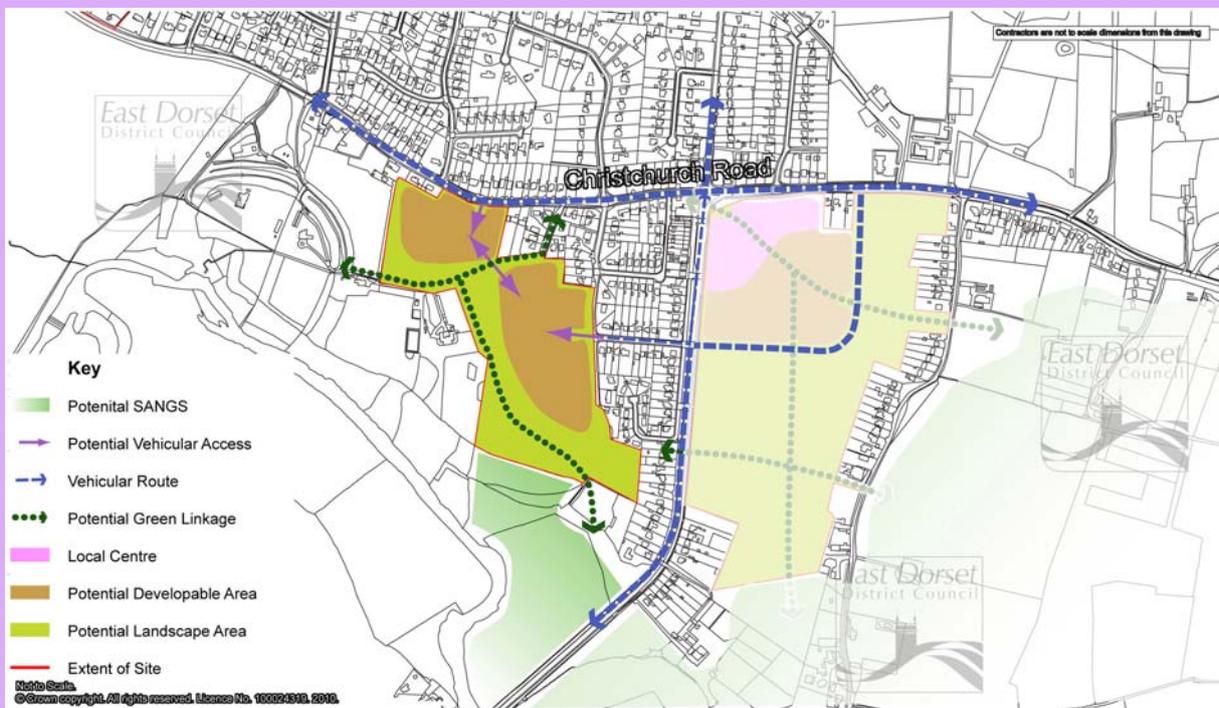
- This site could be considered for housing and open space.
- Key routes should be provided to ensure that it has good links to the local centre at Parley Cross.
- Vehicular access should be taken from the north, off Christchurch Road.
- Development should respect the higher ridge line running within the site and seek to have lower densities here and a linear park.
- The surrounding tree belts should be retained.

Option FWP 3

Development could take place on land on the southern edge of the existing town involving land to the south of Christchurch Road and land west of Ridgeway, West Parley.

This could involve:

- The provision of about 210 homes.



Why is this an Option?

The option provides an opportunity to meet some of the local housing needs.

This is a good location in terms of accessibility to important services, facilities and work opportunities.

The development could provide valuable green infrastructure that would benefit residents and divert pressures away from heathlands.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

East Dorset Housing Options Master Plan Report (2010)

10.85 *Land adjacent to Parley Crossroads and to the east of New Road*

Option FWP 4

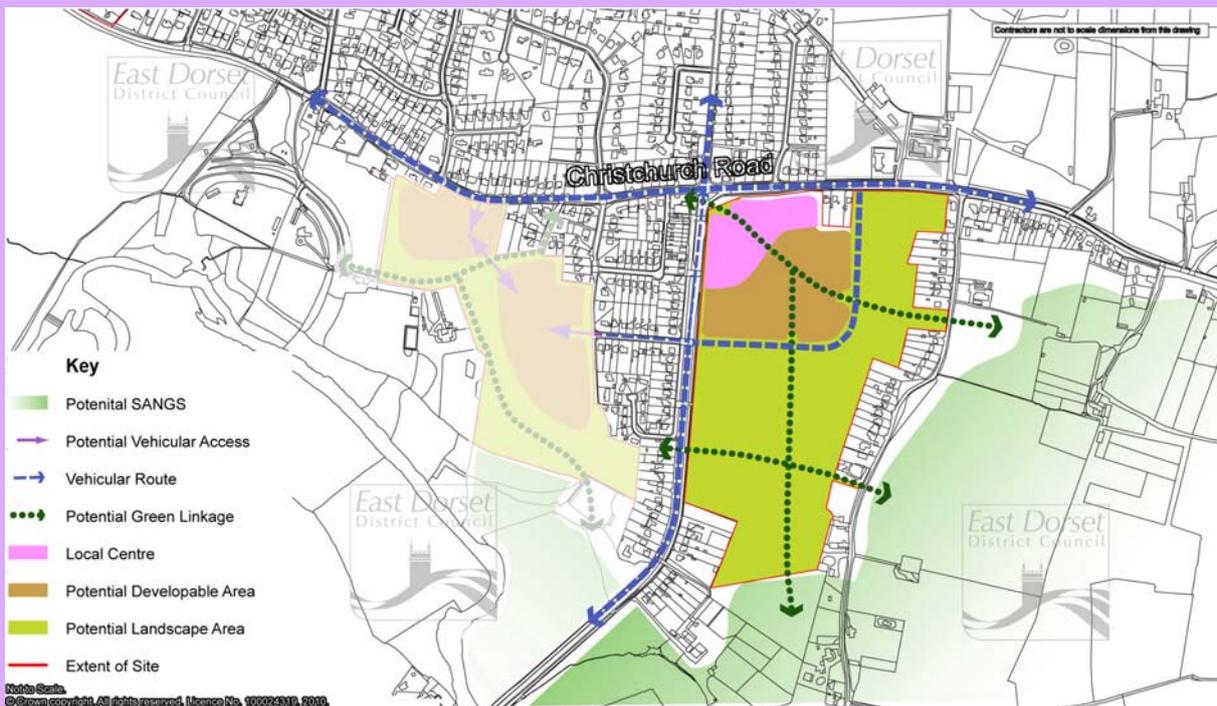
Development could take place on land to the east of New Road and to the south of Christchurch Road, West Parley.

This could involve:

- The provision of new retail, which could entail a convenience foodstore of about 3,000sqm gross, other small shops and community facilities.
- Small offices.
- An environmental improvement to the New Road Shopping Area.
- The provision of about 100 new homes.
- A formal park and informal open space.

The development of this option would be dependent on:

- Significant improvements to the A347 (New Road) B3073 (Christchurch Road) Parley Cross Roads.



Why is this an Option?

The option provides an opportunity to meet some of the local housing needs.

The area is good in terms of accessibility to important services, facilities and work opportunities.

The development could provide valuable green infrastructure that would benefit residents and divert pressures away from heathlands.

The option offers the opportunity to create a distinctive enhanced centre for West Parley.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

Is it informed by evidence?

Yes

The East Dorset and Christchurch Housing Needs and Demands Surveys (2008)

The East Dorset and Christchurch Housing Market Assessment (2008)

The East Dorset Strategic Housing Land Availability Assessment (2009)

East Dorset Housing Options Master Plan Report (2010)

Alternative Non- Preferred Option

10.86 *Land adjacent to Parley Crossroads and to the east of New Road*

10.87 This would be same as the previous option, but includes a larger area of land and a higher provision of new homes and open space.

Non Preferred Option FWP 5

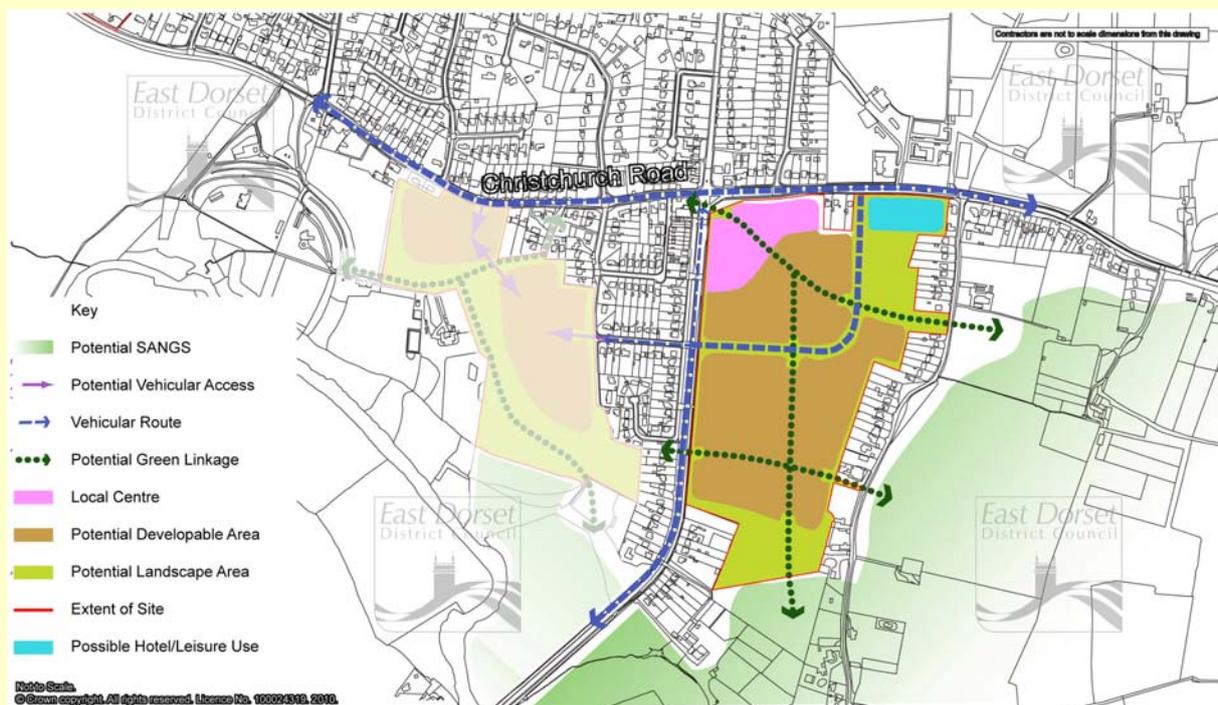
Development could take place on land to the east of New Road and to the south of Christchurch Road, West Parley.

This could involve:

- The provision of new retail, which could entail a convenience foodstore of about 3,000sqm gross, other small shops and community facilities.
- Small offices.
- An environmental improvement to the New Road Shopping Area.
- The provision of about 400 homes.
- A formal park and informal open space.

The development of this option would be dependent on:

- Significant improvements to the A347 (New Road) B3073 (Christchurch Road) Parley Cross Roads.



Why is this Option not Preferred ?

Developing the whole area would result in a large number of homes. The consultants undertaking the Habitats Regulations Assessment have concerns over the impact of such a large population living so close the Parley Common Special Protection Area (SPA) which could not be mitigated.

Parley Cross is a very busy, traffic dominated junction. Possible improvements to this junction could result in a pedestrian unfriendly environment and not one around which a new community should be based.

Does it conform to the rules, regulations and advice?			
National	Yes	Local	Yes
Is it informed by evidence?			Yes
East Dorset Housing Options Master Plan Report (2010)			

Ferndown Town Centre

10.88 This section considers the future of the shopping centre of Town. It should be considered in conjunction with chapter 3 which identifies the hierarchy of centres throughout the area. This puts forward the preferred option that Ferndown should be categorised as a Town Centre where new development is to be encouraged that will improve vitality and viability. For further information please refer to:

- Key Issues Paper: Town, Village and Neighbourhood Centres
- Ferndown and West Parley Area Profile

10.89 Where are we now?

Key Facts

- Ferndown has about 120 commercial and retail units in the town centre.
- 50% of the units are used for commercial or miscellaneous uses.
- The 2008 Retail Survey found that there were only three units vacant.

10.90 Rules, Regulations and Advice

10.91 National

10.92 Local authorities should:

- Assess the detailed need for land and floorspace for economic development, including for all main town centre uses over the plan period.
- Identify any deficiencies in the provision for local convenience shopping and other facilities to serve people's day to day needs.
- Define the extent of the centre and the primary shopping area, distinguishing between defined primary and secondary frontages in designated centres.

10.93 Local

10.94 The East Dorset Local Plan identified a town centre boundary. It also identified primary shopping frontages within this boundary.

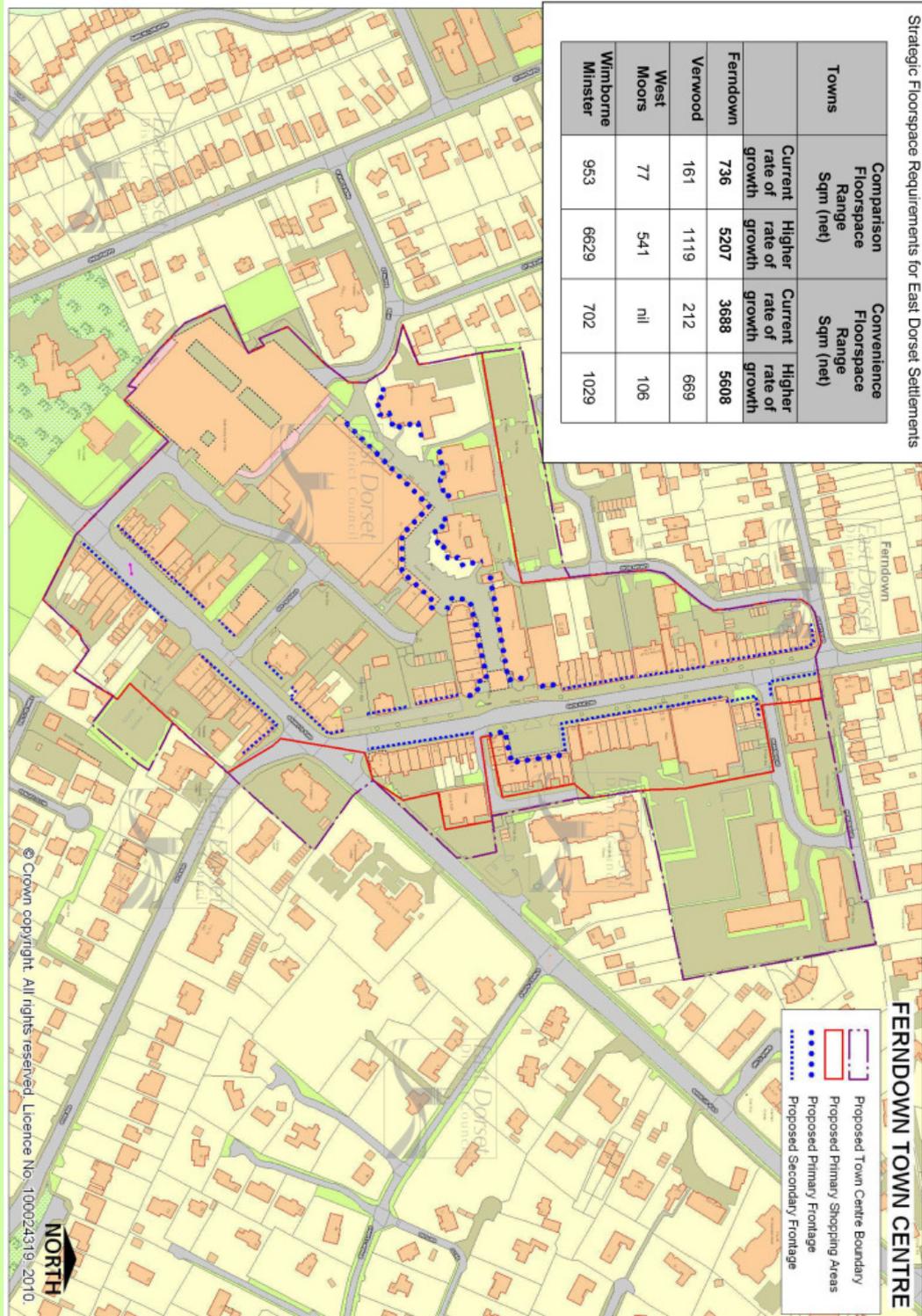
10.95 What you said at Issues and Options

10.96 Responses supported promotion of retailing, recreation/open space, employment, the evening economy, cafés and restaurants in the centre.

10.97 Issue: What should be the extent of the Ferndown Town Centre boundary?

Preferred Option FWP 6

The proposed Town Centre boundary for Ferndown is as follows:



Why is this a Preferred Option?

The boundary will help focus appropriate uses within the town centre. The boundary has been drawn to include commercial and community facilities as well as areas with potential for future town centre related development, as identified by the Joint Retail Assessment.

Does it conform to the rules, regulations and advice?

National

Yes

Local

Yes

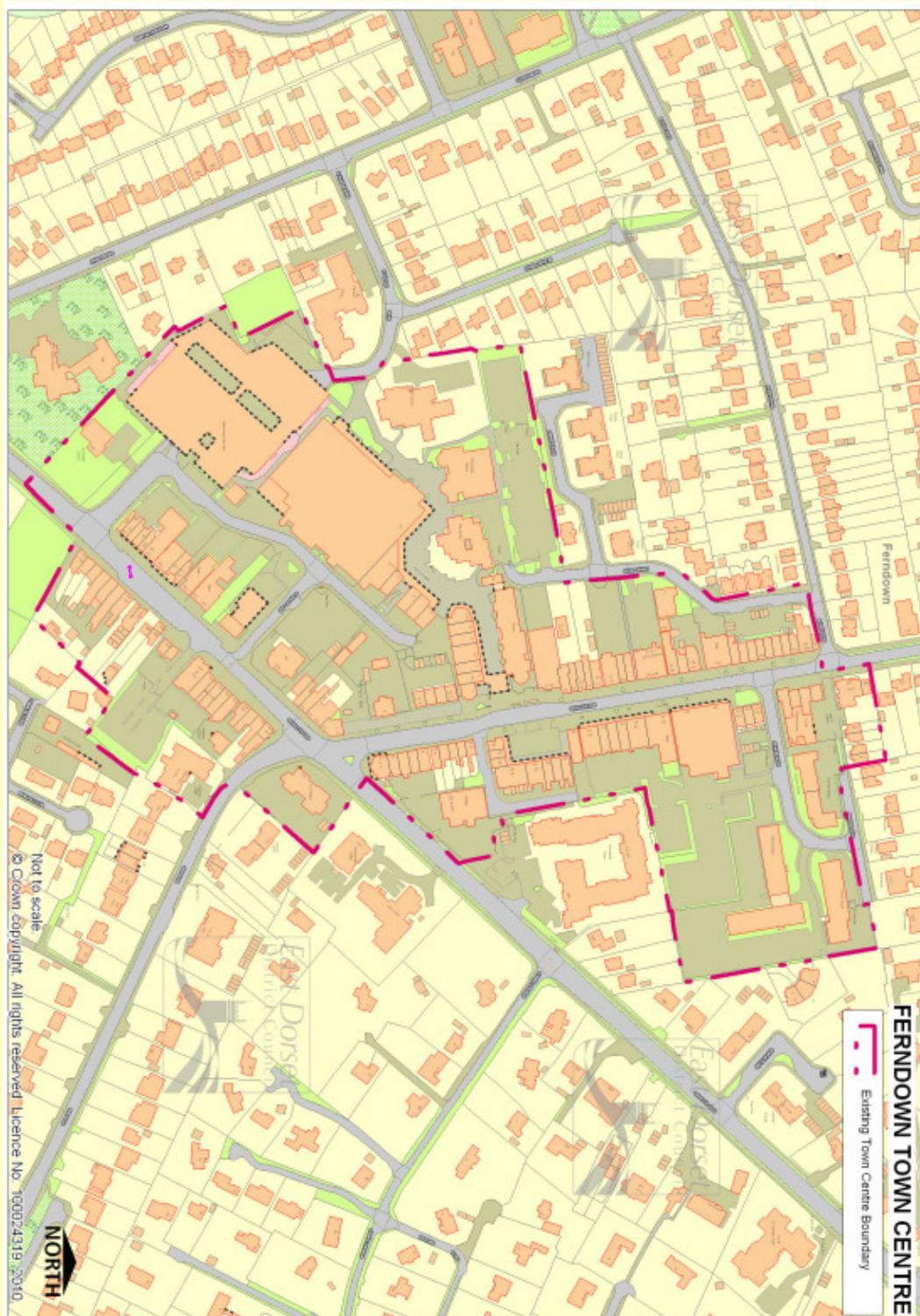
Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)

Non Preferred Option FWP 7

Retain the existing Town Centre boundary for Ferndown.



Why is this Option not Preferred ?

The boundary does not recognise changes in the town centre since the Local Plan was adopted in 2002.

Does it conform to the rules, regulations and advice?			
National	Yes	Local	Yes
Is it informed by evidence?			Yes
Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)			

10.98 What should the vision be for Ferndown Town Centre?

Preferred Option FWP 8

Our vision is that Ferndown will continue to act as a key town centre in the District and will remain a key focus for retail development. The comparison and convenience retail offer will be enhanced and the shopping environment improved to provide a more pleasant and pedestrian friendly townscape, public transport routes will be supported, and facilities and services will continue to be located in this central location for residents and visitors to the town.

To achieve this vision:

1. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre; convenience units up to 2,064 sq m and comparison units up to 4,239 sq m. The strategy will seek to enhance the niche retail offer and with a mix of unit sizes to improve the presence of national multiples, to provide for better choice in comparison shopping. An enhanced pedestrianised Penny's Walk will help to attract national multiple chains whilst niche retail shops will continue to thrive on Victoria Road.
2. Residents of the town will continue to have access to a variety of important community services and cultural facilities located in the town centre, such as the Barrington Theatre and the Library. These will be retained, supported and where possible enhanced.
3. The evening economy uses such as restaurants, cafés and pubs will be supported in the secondary shopping locations to enhance the vibrancy of the afternoon and evening economy of the town.
4. The townscape quality of the centre will be improved to achieve a safe, high quality and attractive environment that will give the centre a distinct character and enhance its sense of identity. This will benefit residents, visitors and businesses, improving ease of movement around the town for pedestrians and offer better legibility.
5. Higher density residential and commercial development will take place alongside the projected requirement for retail growth to provide for a balanced, mixed use environment.
6. In order to improve the vitality of the town centre and improved pedestrian safety around the town, traffic management and calming measures will be considered to reduce pedestrian/vehicular conflict in Victoria and Ringwood Roads. Public transport will be promoted as the primary means of travelling into the town centre.
7. To minimise congestion and air pollution, the use of sustainable modes of transport will be encouraged. Ferndown benefits from a comprehensive public transport network providing links both within the town and its surrounding areas via bus services. Public transport will be promoted as the primary means of travelling into town.
8. The Council will ensure that appropriate public parking levels and accessibility are maintained within the town to maintain the vitality and viability of the centre, with an appropriate signage strategy.

Why is this a Preferred Option?

This option provides a clear strategy for the future of the town centre, which aims to build on commercial, retail and community strengths, improving accessibility and the street environment.

Does it conform to the rules, regulations and advice?

National	Yes	Local	Yes
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Is it informed by evidence?

Yes

Joint Retail Assessment (Nathaniel Lichfield and Partners 2008)