Nathaniel Lichfield and Partners

Planning Design Economics

JOINT RETAIL ASSESSMENT

Christchurch Borough Council
East Dorset District
North Dorset District Council
Purbeck District Council

VOLUME 2: PURBECK

August 2008

Nathaniel Lichfield & Partners Ltd
14 Regent's Wharf
All Saints Street
London N1 9RL

T 020 7837 4477
F 020 7837 2277
london@nlpplanning.com
www.nlpplanning.com

Offices also in:
Cardiff
Manchester
Newcastle upon Tyne

CONTENTS

Appendices

Appendix A	-	Evaluation of Potential Development Sites
Appendix B	-	Summary of feedback from Stakeholder Workshops
Appendix C	-	Recommended PSA boundaries and retail frontages

GLOSSARY OF TERMS

Class A1	Commercial units classed as retail or shop uses within the Use Classes Order**.**
Class A1 Services	Non-retail uses classed as A1 within the Use Classes Order, such as hairdressers, travel agents and dry cleaners.
Class A2	Commercial units classed as financial or professional services, for example banks and building societies, within the Use Classes Order.
Class A3/A4/A5	Commercial units classed as food or drink outlets, for example pubs, restaurants and takeaways, within the Use Classes Order.
Convenience Goods	Consumer goods purchased on a regular basis, including food and groceries and cleaning materials.
Comparison Goods	Durable goods such as clothing, household goods, furniture, DIY and electrical goods.
Experian	A data consultancy who are widely used for retail planning information.
EGI	Estates Gazette Interactive is a published source of information providing known retail and leisure operators' space requirements in towns across the country.
Goad Plans	Town centre plans prepared by Experian, which is based on occupier surveys of over 1,200 town centres across the country.
Gross floorspace	Total external floorspace including exterior walls**.**
Higher order comparison goods	Durable goods which tend to be high value, bought on an occasional basis and/or where customers are most likely to shop around and compare products in different shops e.g. adult fashion items, high value electrical goods, jewellery, furniture etc. Customers are usually prepared to tend to travel further to purchase these items.
Lower order comparison goods	Durable goods which tend to be lower value, bought on a regular basis and/or where customers are less likely to shop around e.g. small household goods, books, pharmaceutical and toiletries. Customers are less likely to travel long distances to purchase these items.
Market share Penetration rate	The proportion of total consumer expenditure within a given area taken by a particular town centre or shopping facility.
Multiple traders	National or regional *'chain store'* retailers.
Net floorspace	Retail floorspace devoted to the sale of goods, excluding storage space.
Zone A Rent	The annual rental charge per square foot for the first 20 foot depth of a shop unit, which is the most suitable measure for standardising and comparing rental levels

1.0 INTRODUCTION

The Study

1.1 Nathaniel Lichfield & Partners (NLP) was commissioned by Christchurch, East Dorset, North Dorset and Purbeck Councils to prepare a joint town centre and retail study, including an assessment of the main town and district centres within the four local authority areas. This Volume 2 report relates to Purbeck District.

Content of the Report

1.2 The Study has been split into two volumes. This volume 2 report should be read along side the Volume 1 report, which includes the macro analysis covering all four authority areas. Volume 2 is split into four separate for each of authority.

1.3 Section 2.0 of Volume 1 provides an overview of the local planning policy context. Section 3.0 describes existing shopping facilities within Purbeck. Sections 4.0, 5.0 and 6.0 set out centre health checks for the Swanage, Wareham and Upton. Section 7.0 provides an audit of the local centres and other shopping areas. Section 8.0 examines potential development sites in the main centres. Section 9.0 sets out our recommendations and conclusions.

1.4 As part of the Study process a series of workshops were held across the study area where the key findings were presented and discussed with key stakeholders. The summaries of these discussions are contained in Appendix B.

2.0 LOCAL PLANNING POLICY CONTEXT

Introduction

2.1 The national and regional policy context is set out in Volume 1.

2.2 The Planning and Compulsory Purchase Act 2004 introduced legislation to replace local plans with local development frameworks (LDFs). Work on LDFs has started for all the Councils within the study area and are at various stages of progression. In September 2007, the Councils were required to seek agreement from the Government Office for the South West to 'save' individual policies within the Local Plan until such a time when they are replaced by each relevant LDF.

2.3 Policies within this local policy context section only include those which have been 'saved' since September 2007.

Purbeck District Local Plan Final Edition (2004)

2.4 Whilst the Purbeck District Local Plan Review was not formally adopted following deposit, this plan is currently being used to determine development within the District. Accordingly, all policies within the plan are, to all intents and purposes, 'saved'.

2.5 Policy MN9 advises that to ensure the vitality and viability within the town centres of Wareham and Swanage development will be permitted providing that:

- *the ground floor use is either Class A1 (shops), Class A2 (financial and professional services), Class A3 (food and drink) or Class B1 (business) as defined in the 1987 Use Classes Order (as amended); or*
- *the ground floor use is another use which will not harm the liveliness, character or amenity of the streets; and*
- *in either case, development does not, individually or cumulatively with other proposals, threaten the vitality and viability of the centre through traffic or parking problems, or significant loss of retail uses.*

2.6 Retail development which would potentially attract large numbers of people will be permitted within the town centre where designed at the appropriate scale. Such developments outside Wareham and Swanage will not be permitted where they could be accommodated within the town centre, edge of centre or suitable local centre unless allocated within the Plan (Policy MN10).

2.7 Local community facilities, including neighbourhood shops, may be permitted where they are proposed within settlements or where they are reusing rural buildings (Policy MN11). Classes A1 (Shops), A2 (Financial and Professional Services), food and drink classes or B1 (Business) will only be accommodated within the local centres identified within the Plan (Policy MN12) to ensure that the vitality and viability of these centres is not compromised.

3.0 EXISTING SHOPPING FACILITIES

Convenience Shopping Provision

3.1 Table 3.1 sets out the main food stores within Purbeck and other convenience sales floorspace within small convenience shops. Purbeck has no large food stores (over 1,000 sq m net). The small supermarkets (over 500 sq m net) are concentrated in Wareham and Swanage.

Table 3.1: Existing Convenience Good Shopping Provision in Purbeck

Town/Store	Net Sales Floorspace Sq M
Somerfield, Wareham Co-op Stop & Shop, North Street, Wareham Wareham Other	514 365 785
Co-op, Kings Road West, Swanage Somerfield, Swanage Other town centre convenience, Swanage	945 553 1,000
Co-op Upton Wool Lychet Matravers Bovington Sandford Beres Regis Corfe Castle	1,770 250 200 300 250 100 100
Total	**7,132**

Sources: Institute of Grocery Distribution, Goad and NLP Site Survey

Comparison Shopping Provision

3.2 Table 3.2 sets out the distribution of comparison floorspace within Purbeck. Swanage is the largest centre in size in terms of comparison floorspace, and Wareham is about half the size of Swanage.

Table 3.2: Existing Comparison Good Shopping Provision in Purbeck

Location	Floorspace Gross Sq M	Floorspace Net Sq M
Wareham comparison shops Comparison in food stores, Wareham	3,905 n/a	2,538 155
Swanage comparison shops Comparison in food stores, Swanage	7,690 n/a	4,999 292
Other comparison in food stores, Purbeck Other local shops Purbeck	n/a n/a	290 800
Sub-Total	**n/a**	**9,073**

Sources: Goad and NLP Site Survey

4.0 SWANAGE TOWN CENTRE

Introduction

4.1 Swanage is a seaside town on the Dorset coast located approximately 10km south of Poole and is the largest of the District's three main town centres. Due to its isolated location the town predominantly serves the immediate local population and the many tourists visiting the town. The key issues emerging from the household surveys and NLP's health check of the town is outlined below.

Structure

4.2 The shopping area of Swanage is concentrated along several roads with the main shopping streets including: Station Road, Institute Road, The Square, High Street, Kings Road East and Commercial Road. However, there are shops located on additional side streets.

4.3 There does not appear to be one area of the town centre that forms the 'prime retail pitch' although Station Road and High Street are the locations of the majority of multiples.

Mix of Uses and Occupier Representation

4.4 The table below illustrates that Swanage has 162 non-residential ground floor units. The table also demonstrates that the proportion of units in terms of use largely follows the GB average with Swanage falling just shy of the figure for both comparison and convenience retailers. There is however, a slightly high proportion of service/ miscellaneous. In addition, the vacancy rate in the town centre is very good as it sits 5.1% below the national average.

Mix of Uses

Type of Unit	**Number of Units**	**Proportion of Total Number of Units (%)**	
		Swanage (%)	**GB Average (%)**
Comparison Retail	76	46.9	48.3
Convenience Retail	13	8	9.4
Services/Misc	64	39.5	31.6
Vacant/Under Construction	9	5.6	10.7
Total	**162**	**100**	**100**

4.5 As stated above, the centre has a high number of service and miscellaneous uses for its size in particular banks and other financial services and estate agents. There are also a high proportion of restaurant, pub, cafe and takeaway units throughout the town although the concentration is highest towards the southern end of the High Street.

Breakdown of Comparison Shops

Type of Unit	Swanage		GB
	Number of Units	%	Average (%)
Clothing and Footwear	14	18.5	26
Furniture, carpets and Textiles	7	9.2	10
Booksellers, arts, craft and stationers	12	15.8	9
Electrical, games, music, photography	4	5.3	11
DIY, hardware and homewares	3	3.9	6
China, glass, gifts and fancy goods	14	18.5	4
Cars, motorcycles and motor accessories	1	1.3	3
Chemist, drugstore, opticians	3	3.9	8
Variety, Department and catalogue	1	1.3	2
Florists, nurserymen and seedsmen	1	1.3	2
Toys, hobby, cycle, sport	8	10.5	6
Jewellers	3	3.9	5
Other Comparison retailers	5	6.6	8
TOTAL	**76**	**100**	**100**

4.6 The above table highlights that while Swanage sells a wide range of comparison goods there are large differences in terms of the proportion for many categories against the GB average. In brief Swanage has a significantly high proportion of booksellers, arts, crafts, and stationers; china, glass, gifts and fancy goods, toys, hobby, cycle and sport. Conversely it is under providing in terms of clothing and footwear; electrical, games and music; and chemist, drugstore and opticians.

Town Centre Audit

4.7 As part of the study each of the towns were audited based on 35 factors and awarded a score from 1 (being very poor) and 5 (being very good).

Trade Mix

4.8 As part of the study the primary shopping area was rated in terms of the proportion and quality of national multiple operators, specialist independent traders and uses associated with the evening economy (public houses, bars, restaurants and entertainment uses). The following table represents the scores awarded to Swanage:

Performance Factor	Primary Shopping Area Score
Proportion of special independent traders	5
Quality of special independent traders	4
Proportion of national multiple outlets	2
Quality of national multiple outlets	2
Presence of evening economy	4

4.9 The quality and proportion of specialist independent traders within Swanage was considered to be very good. However, the same cannot be said for national multiple retailers given that the only such comparison retailers were low order such as New Look, Shoe Fayre and Woolworths.

4.10 The presence of an evening economy was seen to be quite good with several pubs, restaurants and takeaways. The majority of these units were located towards the end of the High Street where there is nightclub.

Anti-Social Behaviour & Security

4.11 Swanage town centre was also rated in terms of the perception of safety using indicators such as CCTV coverage and police presence. The results were as follows:

Performance Factor	Primary Shopping Area Score
Evidence of begging/on –street drinking	5
CCTV coverage/police presence	3
Frequency of street lighting	3

4.12 During NLP’s visits to the centre there was no evidence of either on-street drinking or begging and therefore this was given the highest rating of 5. However, CCTV coverage and police presence only scored a rating of 3 which is ‘neither good nor bad’ and therefore offers some scope for improvement. However, overall the perception of safety was quite strong within Swanage.

Accessibility & Movement

4.13 Factors influencing accessibility and movement around the centre were considered i.e. pedestrian/vehicular conflict, frequency of pedestrian crossings etc. The results are shown in the table below.

4.14 Movement in and around the centre of Swanage varies between areas given the number of streets the shops are focussed along. However, overall it was considered that pedestrian/vehicular conflict is quite high although this is slightly alleviated with the presence of pedestrian crossings. Traffic congestion, quality and frequency of bus stops and the location and convenience of car parks were all given a rating of 3 and therefore these are areas which could be improved upon.

Performance Factor	Primary Shopping Area Score
Location and convenience of car parks	3
Pedestrian/vehicular conflict	2
Traffic congestion	3
Frequency of pedestrian crossings	4
Frequency of bus stops	3
Quality of bus stops/shelters	3

Cleaning & Maintenance

4.15 NLP's analysis of the cleanliness and maintenance of Swanage was based around 12 separate factors with the results as follows.

Performance Factor	Primary Shopping Area Score
Litter and street cleaning	4
Gum on paving	4
Evidence of fly-posting	5
Evidence of graffiti	5
Maintenance of paving/street materials	4
Quality of shop frontages/fascia	3

4.16 During NLP's visit there was little evidence of either fly-posting or graffiti and this was therefore awarded the maximum mark of 5. Gum on paving and litter was also minimal and was therefore rated as quite good along with the maintenance of the paving and street materials. The quality of the shop fronts and fascias were only awarded a score of 3 and therefore offers scope for improvement.

Quality of Streetscape & Environment

4.17 The quality of the streetscape and general shopping environment of Swanage was assessed based on 12 separate factors as shown in the table below.

4.18 Generally the streetscape is rated average to quite good although the quality of public art was rated as very poor and the quantity and quality of public open space was considered to be very good (although this was largely due to the presence of the beach). The town was also very lively with a number of visitors and therefore this was awarded a score of 4.

Performance Factor	Primary Shopping Area Score
Quality of paving/street materials	3
Quality of street furniture (bins and chairs)	3
Quantity of street furniture (bins and chairs)	4
Quality of Public Art	2
Quality of street signage/maps	3
Quantity of street signage/maps	2
Quality of design of street lighting	3
Quality/attractiveness of commercial properties (inc. upper floors)	4
Quality of planting/trees	3
Quantity of planting/trees	3
Quantity/Quality of town centre parks/public open space	5
Street entertainment/events/ liveliness	4

4.19 Overall there is considered to be room for improvement to the streetscape particularly in terms of the quality of the street furniture and planting within the centre.

Property Vacancies

4.20 Within the centre there were nine units which were vacant or under construction which when converted into a percentage is relatively low. No part of the centre had a particularly large concentration of vacant units apart from a small area in Commercial Street (although work is commencing on these buildings), this was therefore awarded a score of 4.

4.21 With regards to derelict and long term vacant units there is a large building on the seafront located adjacent to High Street and Seymer Road which is derelict and obviously been vacant for a long time. This building is in a very poor state of repair and therefore this has been awarded a score of 2.

Performance Factor	Primary Shopping Area Score
Number of vacant units	4
Concentrations of vacant units	4
Derelict/long term vacant units	2

Summary

4.22 Overall the town centre of Swanage is considered reasonable with the average score for the 35 factors totalling 3.4 (i.e.' between neither good nor bad and quite good). No factors were given a rating of 1 (very poor) although six were considered quite poor with a rating of 2. A total of five factors were awarded the top rating of 5.

4.23 The poorest factors were perceived to be the number and quality of multiples, lack of public art, derelict unit, quantity of street signage and vehicular/pedestrian conflicts. Therefore, it is these areas which offer the most scope to improve the town.

Business Occupiers Survey

4.24 The business occupier surveys are discussed in detail under Chapter 4. However, the key findings for Swanage town centre (for which there was a 37% response rate) were as follows:

- The majority of businesses have been trading in the town for over 10 years (60%) and between 6-10yrs (17%). 2% of businesses had been trading for under one year;
- In contrast to the majority of centres within the study area the predominant business tenure within Swanage is owner-occupation at 53%. A further 43% of the units are leased.
- In terms of plans to change the business, 72% of respondents stated that they had no plans. However, 15 proposed to refit/extend/improve and 4% stated their intentions to relocate either within or out of the town centre;
- The current trading performance of Swanage's businesses varied with 21% stating it was very good, 28% good, 34% satisfactory and 8% poor;
- When asked whether trading performance had improved over the past 2 years there was disagreement with 15% saying it had declined, 40% saying it had stayed the same and 38% stating it had improved;
- The expected 12 month future trading performance was generally positive with 38% expecting improvement and 38% expecting it to stay the same;
- The main factors which Swanage businesses believe constrain their performance is the general economy (43%), the availability and location of car parking (34%) and high overheads (26%);
- The average score awarded to Swanage town centre by businesses was 2.88 which is between neutral and poor with the lowest scoring factors being the availability of parking and parking charges and traffic congestion.

- 55% of businesses within Swanage stated that the town centre's market position was fine as it is although 38% of businesses cited it as being too down market;

- 62% of business respondents stated that in terms of the shopping/services mix Swanage was about right although 17% felt that there are not enough small independent shops and conversely 15% stated that there were too many small independent shops and not enough large chain stores;

- The factors seen as the most important future planning issues by businesses were to: increase the range of local/speciality retailers (30%), make the centre safer (38%), remove/reduce traffic congestion (40%) and improve car parking availability and reduce the charges (66%).

SWOT Analysis of Swanage

4.25 The strategic recommendations for Swanage are set out in Section 9 and a review of development opportunities in the centre is summarised in Section 8. The SWOT Analysis of Swanage below is based on NLP's audit of the centre, the household shopper survey results and discussions with Council officers and stakeholders.

Strengths	**Weaknesses**
• Good transport links • Two town centre food stores • Seaside location	• Lack of proportion and quality of national multiple retailers • Lack of car parking • Tired seaside image in parts • Lack of major supermarket • Geographic isolation
Opportunities	**Threats**
• Tourist visitors • Key development sites • Environmental enhancements • Interest from national retailers	• Some reliance on tourist visitors • Increased traffic and congestion

5.0 WAREHAM TOWN CENTRE

Introduction

5.1 Wareham is a relatively compact town located between Swanage and Upton and has good transport links to both as well as to Dorchester and Poole.

5.2 The centre serves the local community and the surrounding rural locations. In addition, residents from Swanage are also attracted into the centre despite competition from centres such as Poole and Dorchester. The key issues emerging from the household survey results and NLP's health check of the town centre is outlined below.

Structure

5.3 The shopping area of Wareham is predominantly located along the linear routes of South Street and North Street although there are additional units located along West Street, the Quay, St John's Hill and within the Rempstone centre. No Principal or Secondary Retail Frontage is identified on the proposals map of the Local Plan and there is no obvious 'prime retail pitch'.

5.4 With regards to the topography of the town centre it is relatively flat. The majority of shopping units are traditional conversions although there are purpose built units at the Rempstone Centre and at St John's Hill/Seymour Place. The units within the town centre vary significantly in size with the largest units occupied by Co-op and Somerfield.

5.5 The centre is not pedestrianised and the main shopping areas of South and North Street are heavily trafficked. The centre is accessed via strong road links from the A351 and A352.

Mix of Uses and Occupier Representation

5.6 As is evident from the table below Wareham has 114 ground floor non-residential units in total. With regards to the proportion of uses, the town centre has a low proportion of comparison retailers (39.5%) compared to the GB average of 48.3% and a high proportion of service/miscellaneous uses at 13.1% above the GB average.

Convenience goods provision is largely in line with the GB average and in terms of vacant units this figure is well below at only 5.3%.

Mix of Uses

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Wareham (%)	**GB Average (%)**
Comparison Retail	45	39.5	48.3
Convenience Retail	12	10.5	9.4
Services/Misc	51	44.7	31.6
Vacant/Under Construction	6	5.3	10.7
Total	**114**	**100**	**100**

5.7 As stated above, the centre has a high proportion of service and miscellaneous uses for its size in particular estate agents and hairdressers. There were also quite a high proportion of pubs, restaurants and takeaways.

Breakdown of Comparison Shops

Type of Unit	Wareham		GB
	Number of Units	**%**	**Average (%)**
Clothing and Footwear	4	8.9	26
Furniture, carpets and Textiles	3	6.7	10
Booksellers, arts, craft and stationers	4	8.9	9
Electrical, games, music, photography	6	13.3	11
DIY, hardware and homewares	4	8.9	6
China, glass, gifts and fancy goods	8	17.8	4
Cars, motorcycles and motor accessories	1	2.2	3
Chemist, drugstore, opticians	4	8.9	8
Variety, Department and catalogue	0	0	2
Florists, nurserymen and seedsmen	2	4.4	2
Toys, hobby, cycle, sport	3	6.7	6
Jewellers	1	2.2	5
Other Comparison retailers	5	11.1	8
TOTAL	**45**	**100**	**100**

5.8 The above table shows that Wareham has a relatively wide selection of comparison good retailers although generally it is significantly under-providing in terms of clothes and shoes, furniture, variety/department and jewellers. Conversely there is a high proportion of shops selling china, glass, gifts and fancy goods.

Town Centre Audit

5.9 As part of the study each of the town centres were audited based on 35 factors and awarded a score from 1 (being very poor) and 5 (being very good).

Trade Mix

5.10 As part of the study the primary shopping area was rated in terms of the proportion and quality of national multiple operators, specialist independent traders and uses associated with the evening economy (public houses, bars, restaurants and entertainment uses). The following table represents the scores awarded to Wareham:

Performance Factor	Primary Shopping Area Score
Proportion of special independent traders	4
Quality of special independent traders	4
Proportion of national multiple outlets	2
Quality of national multiple outlets	2
Presence of evening economy	4

5.11 The quality and proportion of special independent traders within the shopping area is quite good. However, in terms of national multiple retailers this was considered quite poor and only given a rating of 2.

5.12 In terms of an evening economy there are several pubs, restaurants, takeaways and a small cinema within the town centre and therefore this was awarded a score of 4 which is ‘quite good’.

Anti-Social Behaviour & Security

Performance Factor	Primary Shopping Area Score
Evidence of begging/on –street drinking	5
CCTV coverage/police presence	3
Frequency of street lighting	2

5.13 The town centre was also rated in relation to CCTV coverage, police presence, anti-social behaviour and street lighting during the NLP visit as shown below.

5.14 During the visit there was no evidence of either on-street drinking or begging and therefore this was awarded a score of 5 which is very good. However, the frequency of street lighting was considered to be quite poor and CCTV coverage and police presence was rated as ‘neither good nor bad’. Therefore, both these aspects could be improved.

Accessibility & Movement

5.15 Factors which influence accessibility and movement around the centre were also considered i.e. pedestrian/vehicular conflict, frequency of pedestrian crossings etc as shown in the table below.

Performance Factor	Primary Shopping Area Score
Location and convenience of car parks	4
Pedestrian/vehicular conflict	2
Traffic congestion	3
Frequency of pedestrian crossings	2
Frequency of bus stops	3
Quality of bus stops/shelters	2

5.16 The highest scoring factor in this section was the location and convenience of car parks within the centre which was very good. There is also on-street parking along North and South Street adding to the convenience.

5.17 However, as described earlier both North Street and South Street are heavily trafficked and therefore when combined with a low provision of pedestrian crossings this leads to a high pedestrian/vehicular conflict. These factors have therefore not scored very well. The frequency and quality of bus stops is also considered to be an area which can be improved upon.

Cleaning & Maintenance

5.18 NLP's analysis of cleanliness and maintenance of the town centre shopping area was rated against six separate factors with the results shown in the table below:

Performance Factor	Primary Shopping Area Score
Litter and street cleaning	5
Gum on paving	4
Evidence of fly-posting	5
Evidence of graffiti	4
Maintenance of paving/street materials	2
Quality of shop frontages/fascia	4

5.19 Overall, the cleanliness of Wareham was very good with little evidence of litter, gum, fly-posting or graffiti and the scores reflect this. The shop fronts and fascias were also considered to be quite good and therefore these were awarded a score of 4. However, the maintenance of the paving and street materials could have been much improved and therefore this was rated as being 'quite poor' with a score of 2.

Quality of Streetscape & Environment

5.20 The quality of the streetscape and general shopping environment were assessed within the town centre of Wareham against twelve separate factors as shown in the table below.

Performance Factor	Shopping Area Score
Quality of paving/street materials	2
Quality of street furniture (bins and chairs)	2
Quantity of street furniture (bins and chairs)	2
Quality of Public Art	2
Quality of street signage/maps	2
Quantity of street signage/maps	2
Quality of design of street lighting	3
Quality/attractiveness of commercial properties (inc. upper floors)	4
Quality of planting/trees	2
Quantity of planting/trees	2
Quantity/Quality of town centre parks/public open space	3
Street entertainment/events/ liveliness	2

5.21 As can be seen, nine of the twelve factors were awarded a score of 2 which is quite poor. Specifically signage, planting, street furniture and public art were all lacking in terms of quality and/or quantity. In addition the quality of the street lighting could also be improved. Although there is not a lot of public open space within the town centre the area by the Quay to the side of the river is considered aesthetically pleasing and is a nice feature of the town. This was therefore awarded a score of 3.

5.22 The quality and attractiveness of the commercial properties including the upper floors was considered to be quite good with a traditional feel and were well maintained. In terms of entertainment and liveliness the town centre was very quite and there were no specific events. Therefore this was awarded a score of 2.

Property Vacancies

5.23 Within the town centre there were six vacant units which is quite low given its size and therefore this was awarded a score of 4. With regards to the concentration of these units the majority were located along West Street although they do not dominate the street. No units appeared as if they had been vacant for a substantially long period of time and none were considered derelict.

Performance Factor	Primary Shopping Area Score
Number of vacant units	4
Concentrations of vacant units	4
Derelict/long term vacant units	4

Summary

5.24 Overall Wareham town centre is considered reasonable with the average score totalling 3 i.e. 'neither good nor bad'. No factors were given a rating of 1 (very poor) although 16 were given a rating of 'quite poor'. Three factors were given the highest rating of 5 which related to the cleanliness of the centre.

5.25 The poorest factors generally related to poor quality and provision of street furniture, signage and planting and pedestrian/vehicular conflict. These factors therefore represent the areas most in need of improvement within the town centre.

Business Occupiers Survey

5.26 The business occupier surveys are discussed in detail under Chapter 4. However, the key findings for Wareham town centre (for which there was a 36% response rate) were as follows:

- The majority of businesses have been trading in the town for over 10 years (60%) and between 3-5yrs (40%);
- The majority of businesses are leased (64%) with only 32% of units owner-occupied;
- In terms of plans to change the business, 78% of respondents stated that they had no plans. However, 10% proposed to refit/extend/improve and 4% stated their intentions to close or relocate out of the town centre;
- The current trading performance of Wareham's businesses varied with 14% stating it was very good, 28% good, 36% satisfactory and 18% poor;
- When asked whether trading performance had improved over the past 2 years there was a lot of variation with 30% saying it had declined, 40% saying it had stayed the same and 22% stating it had improved;

- The expected 12 month future trading performance was generally positive with 34% expecting improvement and 46% expecting it to stay the same although 12% were expecting a decline in trade;

- The main factors which Wareham businesses believe constrain their performance is high overheads (40%) and the economy in general (52%). The availability and location of car parking was also cited as a constraint by 32% of respondents and the charges for parking was cited by 22%;

- The average score awarded to Wareham town centre by businesses was 2.93 which is between neutral and poor with the lowest scoring factors being availability of car parking, traffic congestion and marketing/promotions/events;

- 48% of businesses within Wareham stated that the town centre's market position was fine as it is although 34% of businesses cited it as being too down market;

- 52% of business respondents stated that in terms of the shopping/services mix Wareham was about right although 24% felt that there are not enough small independent shops and 22% considered there to be too many small independents and not enough large chain stores;

- The factors seen as the most important future planning issues by businesses were to: increase the range of local/speciality retailers (44%), improve car parking availability and reduce parking charge (72%) and remove/reduce traffic congestion (30%).

Wareham SWOT Analysis

5.27 The strategic recommendations for Wareham are set out in Section 9, and a review of development opportunities in the centre is summarised in Section 8. The SWOT Analysis of Wareham below is based on NLP's audit of the centre, the household shopper survey results and discussions with Council officers and stakeholders.

Strengths	**Weaknesses**
• Two town centre food stores • Low vacancy rate • Accessible plentiful car parking • The Quay area	• Lack of clothes/shoe shops • Lack of national multiple retailers • Traffic and congestion • Lack of major supermarket
Opportunities	**Threats**
• Environmental enhancements	• Increased traffic problems

6.0 UPTON TOWN CENTRE

Introduction

6.1 Purbeck has three main settlements of which Upton is the smallest. Upton is a small centre located in the north east of the district off the A353 which provides excellent transport links to Poole, Dorchester and Blandford.

6.2 Due to the centres size it only has the ability to serve the local community to a very limited capacity. The key issues emerging from the household surveys and NLP's health check of the town is outlined below.

Structure

6.3 The shopping area of Upton is unusual due to the fact that there is no 'centre'. The shops are concentrated in two main areas namely the Triangle and Moorland Parade. The two areas are a short walk from each other located off Dorchester Road and neither is designated as either primary of secondary frontage. In addition to these areas there is a Co-op store and car sales unit also located along Dorchester Road (the other side of the 'double roundabout'). There are no national multiple retailers located within either of these areas.

Mix of Uses and Occupier Representation

6.4 The table below shows the mix of uses within Upton local centre. Upton has a total of 17 ground floor units in non-residential use. When compared to the national average there is significant low proportion of comparison retail units and high proportion of convenience uses and service uses. There were no vacant units within the local centre.

Mix of Uses

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Upton (%)	GB Average (%)
Comparison Retail	3	17.6	48.3
Convenience Retail	5	29.5	9.4
Services/Misc	9	52.9	31.6
Vacant/Under Construction	0	0	10.7
Total	**17**	**100**	**100**

6.5 The centre has a high proportion of convenience provision with two off licences, two newsagents and a small Co-op. There are also a number of service/miscellaneous uses such as estate agents, hairdressers, pub and takeaway.

Breakdown of Comparison Shops

Type of Unit	**Upton**		**GB**
	Number of Units	**%**	**Average (%)**
Clothing and Footwear	0	0	26
Furniture, carpets and Textiles	0	0	10
Booksellers, arts, craft and stationers	0	0	9
Electrical, games, music, photography	0	0	11
DIY, hardware and homewares	1	33.3	6
China, glass, gifts and fancy goods	0	0	4
Cars, motorcycles and motor accessories	1	33.3	3
Chemist, drugstore, opticians	1	33.3	8
Variety, Department and catalogue	0	0	2
Florists, nurserymen and seedsmen	0	0	2
Toys, hobby, cycle, sport	0	0	6
Jewellers	0	0	5
Other Comparison retailers	0	0	8
TOTAL	3	100	100

6.6 The above table shows that there are only 3 comparison units within Upton. These units were a hardware store, a pharmacy and a car sales unit. Therefore it is clear that Upton provides a very limited range of comparison goods to local residents.

Town Centre Audit

Trade Mix

6.7 As part of the study the shopping area was rated in terms of the proportion and quality of national multiple operators, specialist independent traders and uses associated with the evening economy (public houses, bars, restaurants and entertainment uses). The following table represents the scores awarded to Upton:

Performance Factor	**Shopping Area Score**
Proportion of special independent traders	2
Quality of special independent traders	1
Proportion of national multiple outlets	1
Quality of national multiple outlets	1
Presence of evening economy	2

6.8 As can be seen from the above results Upton scored poorly for each of the five factors. All but one of the traders within the town centre was independent although they were of a poor quality. The only multiple retailer was Co-op and therefore this was given a rating of very poor. In terms of an evening economy there was a pub and a takeaway and therefore this was also rated as being quite poor.

Anti-Social Behaviour & Security

6.9 The shopping areas of Upton were also rated in terms of their perceived safety using indicators such as police presence, anti-social behaviour and CCTV coverage. The results are displayed in the following table.

Performance Factor	**Shopping Area Score**
Evidence of begging/on–street drinking	3
CCTV coverage/police presence	2
Frequency of street lighting	2

6.10 During NLP's visit there was evidence of youths congregating, which may have an intimidating impact on shoppers. There was also some anecdotal evidence of on-street drinking. In terms of CCTV and the frequency of street lighting both these factors were also rated as being quite poor

Accessibility & Movement

6.11 The factors which influence accessibility and movement around the centre were considered during NLP's visit i.e. pedestrian/vehicular conflict, frequency of pedestrian crossings and car parking locations as shown in the below table.

Performance Factor	**Shopping Area Score**
Location and convenience of car parks	4
Pedestrian/vehicular conflict	1
Traffic congestion	2
Frequency of pedestrian crossings	2
Frequency of bus stops	3
Quality of bus stops/shelters	3

6.12 The location of the car parks within the centre was rated as being quite good with parking bay provided in front of both shopping parade areas although there was also evidence of illegal on-street car parking. The frequency and quality of bus shelters was rated as being 'neither good nor bad' although there is room for improvement.

6.13 The factors which need the most improvement within Upton are pedestrian/vehicular conflict, the frequency of pedestrian crossings and traffic congestion. During the visit there was a lot of queuing traffic at the ‘double roundabout’ at the crossing between Blandford Road North and Dorchester Road. In addition there are few pedestrian crossings particularly when trying to walk from the Triangle to the Co-op store. Therefore, vehicular/pedestrian conflict was quite high and an obvious constraint.

Cleaning & Maintenance

6.14 NLP’s analysis of cleanliness and maintenance of the primary shopping areas were rated based on six separate factors as shown in the table below.

Performance Factor	**Shopping Area Score**
Litter and street cleaning	4
Gum on paving	4
Evidence of fly-posting	4
Evidence of graffiti	4
Maintenance of paving/street materials	2
Quality of shop frontages/fascia	2

6.15 In terms if litter, gum, fly-posting and graffiti there was little evidence of any of these things and therefore these areas were awarded a rating of 4. However, the maintenance of the paving, particularly around the Triangle, was poor with plants growing through the concrete and general untidiness. In addition the quality of the shop fronts and fascias were poor and some looked scruffy. Therefore, these last two factors were given a rating of 2 which is quite poor and therefore there is scope to improve this by revamping the shopping areas.

Quality of Streetscape & Environment

6.16 The quality of the streetscape and general shopping environment was assessed against 12 separate factors as shown in the following table.

Performance Factor	**Shopping Area Score**
Quality of paving/street materials	2
Quality of street furniture (bins and chairs)	3
Quantity of street furniture (bins and chairs)	1
Quality of Public Art	1
Quality of street signage/maps	2
Quantity of street signage/maps	3
Quality of design of street lighting	3
Quality/attractiveness of commercial properties (inc. upper floors)	1
Quality of planting/trees	3
Quantity of planting/trees	3
Quantity/Quality of town centre parks/public open space	1
Street entertainment/events/ liveliness	1

6.17 Overall the quality of the streetscape was poor with no factor scoring over 3. Those rated as ‘neither good nor bad’ were the quantity of street signage, the quality of the street lighting and the quality and quantity of trees and planting. In addition the quality of street furniture was also rated as 3 although the quantity was only given a rating of 1 as very little was provided throughout the centre. The quality of paving materials was quite poor and falling into disrepair in certain areas. In addition the quality of the street signage was also poor.

6.18 There was no evidence of public art within the centre, the upper floors of the commercial properties were unattractive and there were no obvious areas of attractive public open space and therefore these were given a rating of 1. In terms of liveliness the majority of people appear to pass through Upton in their cars rather than visit the centre. In addition, the pub was closed and there were few pedestrians around the centre other than the groups of teenagers. Therefore, this was also given a rating of 1.

Property Vacancies

6.19 As can be seen from the table below there were no vacant units throughout the town centre and therefore these three factors were all given the top rating of 5 (very good).

Performance Factor	**Shopping Area Score**
Number of vacant units	5
Concentrations of vacant units	5
Derelict/long term vacant units	5

Summary

6.20 Overall the centre of Upton is considered to be quite poor with the average score for the 35 factors totalling 2.5 (i.e. between ‘quite poor’ and ‘neither good nor bad’). Most significantly 9 factors were rated as ‘very poor’ and a further 10 were rated as ‘quite poor’ therefore showing that there is a need for improvements to the centre.

6.21 The poorest factors tended to relate to the aesthetics of the centre and therefore can be easily improved upon. However, there are more fundamental problems evident such as a lack of a ‘centre’ which is leading to pedestrian/vehicular conflict and traffic congestion within the centre.

Upton SWOT Analysis

6.22 The strategic recommendations for Upton are set out in Section 9, and a review of development opportunities in the centre is summarised in Section 8. The SWOT Analysis of Upton below is based on NLP's audit of the centre, the household shopper survey results and discussions with Council officers and stakeholders.

Strengths	**Weaknesses**
• No vacant units • Low overheads	• Traffic and congestion • Proximity to Poole • Very limited retail offer • Limited food retailing offer & low retention rate • No defined 'centre' • No restaurant units • Poor pedestrian link between two parades
Opportunities	**Threats**
• Potential urban extension • Environmental enhancements • Improvements to security of centre • Greenridge Pub development potential	• Increased traffic problems from ferry traffic

7.0 OTHER LOCAL CENTRES

Bere Regis

7.1 Bere Regis is an attractive small settlement strategically located close to the A31 and A35 in the northwest of the district. In the centre of the village are two small convenience stores with a post office counter and a pub. In retail policy terms it does not meet the criteria of a local centre.

Bovington

7.2 Bovington is a settlement dominated by its military base. Housing is interspersed among military barracks. The nearest the settlement has to a retail centre is a small parade of shops comprising a bike shop, hairdresser, laundrette, army clothing store and two takeaways. Across the road is a small supermarket with car park.

Corfe Castle

7.3 Corfe Castle is a key tourist attraction in the south of the district. As such its retail centre offers little for the local residents and is poorly related to the main residential areas of the settlement. There is a small parking area in the centre which is adequate out-of-season, however, most other parking is tourist related and heavily used in peak season. The centre is attractive and well maintained.

Lychett Matravers

7.4 Lychett Matravers is a small attractive settlement in the north east of the district. The retail centre is anchored by a Tesco Express convenience store with a Post Office counter and a small parade of service uses including a hairdresser, estate agents and a pharmacy. An area of free parking is available a short distance from the parade. Other amenities include a cash machine and library.

Sandford

7.5 Sandford is a settlement only a short distance north of Wareham. It is a mainly residential area with two schools and a holiday camp just outside the town. There is no identifiable retail centre, with retailing being spread between a Somerfield petrol forecourt shop, a small post office and pharmacy and a general store dominated by gifs. In retail policy terms it does not constitute a local centre.

Wool

7.6 Wool is strategically located on the A352 between Dorchester and Wareham and benefit from a railway station. The settlement has two separate retail areas. On the eastern side of the settlement set amidst older properties is a Spa convenience store with post office counter, a bakers, hairdressers and pub. The area is attractive but with limited parking opportunities.

7.7 On the western side of the town is a wider selection of retailing with a butchers, hardware store, newsagent and pharmacy, along with a hairdresser, insurance brokers, and a takeaway. There are also two vacant units, these vacant units, and the surrounding premises at the far western end of the parade are of a poor quality. There is limited off street parking. There are two car showrooms in the same locality, which could be redeveloped to provide an enhanced retail offer.

8.0 SCOPE FOR ACCOMMODATING GROWTH

Floorspace Projections

8.1 The floorspace projections set out in the Volume 1 report assume that new shopping/leisure facilities within Purbeck can maintain most of their current market share of expenditure within the study area. There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- major retail developments in competing centres, such as Poole town centre;
- the re-occupation of vacant floorspace within centres;
- the reliability of long term expenditure projections, particularly after 2016;
- the effect of Internet/home shopping on the demand for retail property;
- the acceptability of higher than average trading levels;
- the level of operator demand for floorspace, bearing in mind the proximity of larger centres;
- the potential impact new development may have on existing centres.

8.2 The analysis identified only 15 vacant shop units within the main centres within Purbeck, a vacancy rate of 5.1% compared with the national vacancy rate of 10.7%. There appears to be limited scope for vacant shops units to accommodate growth in Purbeck. Even the most successful centres will have a certain level of vacant space at any given time, and this reflects the natural church of occupiers.

8.3 The floorspace projections include short term floorspace figures up to 2011. However, PPS6 suggests local authorities should seek to identify sites to meet the need for new floorspace for at least 5 years from adoption of the Development Plan (i.e. 2013/2014). The Council should identify sufficient sites within the LDF to accommodate identified capacity up to 2016.

8.4 The long term floorspace projections shown in the Volume 1 report (i.e. to 2021 and 2026) should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development control decisions. Long term forecasts may be subject to change due to unforeseen circumstances. Projected surplus expenditure is primarily attributable to projected growth in spending per capita. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under-review.

8.5 The expenditure projections in this study exclude non-retail business home shopping, because special forms of trading has been excluded from the expenditure per capita estimates. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping. However, the impact of Internet growth on the demand for retail floorspace is unclear. Some retailers' home delivery and Internet services utilise existing stores rather than warehouses, for example Tesco Direct. Therefore, Internet sales will not always significantly reduce the demand for shop floorspace. In addition, some of the growth in Internet sales may divert trade away from mail order companies rather than retail operators. Overall the impact of home shopping on expenditure projections is uncertain.

8.6 The quantitative and qualitative assessment of the potential capacity for new retail floorspace within the previous sections suggests that there is scope for new retail development within all authority areas by 2016. These figures have been quoted as net floorspace figures. In considering potential site allocation, it is necessary to convert the figures to gross external floorspace. This has been done below in Table 8.1 below which assumes a net to gross ratio of 75% and rounds figures where appropriate. It may also be reasonable to expect up to a further 15% floorspace to be devoted to other non-retail Class A uses (Classes A2 to A5) which is reflected in the Total column. The range in figures represents the two different population scenarios tested.

Table 8.1: Gross Retail Floorspace Requirements at 2016

	Convenience	Comparison	Total Class A Floorspace
Purbeck	2,000 – 2,500 sq m	1,400 – 2,100 sq m	3,900 – 5,300 sq m

8.7 In total between 3,900 to 5,300 sq m gross of retail floorspace could be required by 2016, which represents a 14% to 18% increase in existing floorspace.

8.8 The top end of the range could be supported if the higher house completion rates and the Upton urban extension are implemented as envisaged in the RSS Panel Report.

However, if the lower draft RSS completion rates are implemented then the lower floorspace projections may be more appropriate. If urban extensions are implemented in Purbeck then it is likely these new residential areas will require new local/neighbourhood centres, which will accommodate some of the floorspace projections shown above. An element of Purbeck's floorspace projections will be required within the Upton urban extension if this is implemented. The level of floorspace will need to be determined when the scale and phasing of development is known.

8.9 This section examines the opportunities for accommodating this projected growth and assesses potential opportunities to accommodate this floorspace.

Potential Development Opportunities

8.10 The need and capacity for additional retail and other main town centre uses within the local authority areas, particularly in the short to medium term (over the next 5 to 10 years), will need to be considered within the context of available development opportunities. The ability of the town centres to accommodate some or all of this potential needs to be addressed.

8.11 Having identified the scope for new development within Purbeck, potential sites and opportunities to accommodate this space within or adjacent to existing centres, have been considered. The options include edge-of-centre sites capable of accommodating larger format food and non-food retail developments (re. PPS6 para. 2.43). The identification of opportunities has involved the following strands of work:

- discussions with Council officers to review potential development sites, emerging proposals and their local knowledge of other sites that may emerge; and
- NLP's own surveys of the centres to identify possible areas suitable for redevelopment, expansion of the centre boundary, refurbishment or expansion i.e. centre or edge-of-centre sites.

8.12 This process has generated a short list of potential opportunities. Each option identified has been assessed in terms of its suitability for different forms of development, including retail, leisure and entertainment facilities. The analysis has considered a number of issues, including:

- the PPS6 sequential approach to site selection, including linkages with the primary retail area;

- the capacity of the site to accommodate new floorspace and the type of retail or other town centre use suitable on the site;
- the availability of sites for development within a 5 year period, or in the longer term;
- an initial view of commercial viability and development constraints;
- land ownership and land assembly difficulties;
- operator demand for space within the centre;
- accessibility (particularly by public transport);
- the regeneration benefits of development;
- other preferred uses for the site (such as housing); and
- service arrangements and potential traffic congestion problems.

8.13 Sites in each centre have been evaluated, in terms of their implications on the scope and need for additional retail and leisure facilities, and have been assessed against the following factors:

- existing land uses and availability, categorised as follows:
  - short term – up to 2011;
  - medium term – 2011 to 2016
  - long term - likely to be completed after 2016;
- commercial potential for retail/leisure development and the most likely form of development, categorised as follows:
  - prime site - likely to attract a developer and occupiers;
  - secondary site – which may generate limited demand or only demand for a specific kind of use.
- potential scope to accommodate additional retail/leisure floorspace (net increase), categorised as follows:
  - small scale - up to 1,000 sq m gross floorspace;
  - medium scale – 1,000 to 2,500 sq m gross floorspace;
  - large scale - over 2,500 sq m gross floorspace;
- potential development constraints; and
- possible alternative uses.

8.14 The overall development prospects of each opportunity, taking on board all of the factors listed above, has been categorised as follows:

- *Good* - development sites that have good prospects for providing additional retail/leisure floorspace, and should be considered for implementation in the short to medium term;

- *Reasonable* - development sites which are well located and may provide potential for additional floorspace, although obstacles to development will need to be overcome, but implementation may only be achieved in the long term; and

- *Poor* - development sites that may be unattractive or unsuitable for retail or leisure development where their delivery is very uncertain.

8.15 This overall rating is based on an initial evaluation for each site. The level of analysis undertaken at this stage is limited, i.e. detailed appraisals of development constraints, land ownership and potential development costs have not been undertaken. More detailed examinations of each site will need to be undertaken before sites can be brought forward for development or ruled out as viable options. The evaluations undertaken for each opportunity are not detailed planning appraisals and they do not imply that planning permission should be granted or refused for retail/leisure development on any site. However, the evaluation is expected to identify potentially suitable development opportunities that may be worthy of further consideration by the respective Council. This evaluation provides a framework within which the Council can consider the implementation of a development strategy for the centres in the District.

Evaluation of Potential Development Sites in Purbeck

8.16 Each opportunity site identified has been evaluated based on the factors listed earlier in this section. An assessment of each site is provided in Appendix G, and is summarised in Table 8.2.

8.17 Within the main centres in Purbeck, 9 potential development opportunities have been identified, 5 in Swanage, 2 in Wareham and 2 in Upton. Of which 5 sites have reasonable to good potential to deliver additional retail/leisure floorspace in the short to medium term.

8.18 The priority should be to seek to accommodate the need for new development in the short to medium term (up to 2016). As indicated in Table 8.1, the projection for retail floorspace in Purbeck as a whole is up to 3,900 – 5,300 sq m gross up to 2016

Table 8.2: Purbeck Site Evaluation Summary

Site	Potential Scale Retail/Leisure Development	Potential Availability	Overall Development Potential
Wareham			
WARE 1 – National Grid site	Medium scale (1,000 sq m gross)	Short term	Good
WARE 2 – Land to the north-east of Wareham Station	Medium scale (2,000 sq m gross)	Short term	Good
Swanage			
SWAN 1 – Coach/Long Stay Car Park	Large scale (5,000 sq m gross)	Medium term	Good
SWAN 2 – Postal sorting office	Small scale (500 sq m gross)	Long term	Reasonable/Poor
SWAN 3 – Mowlem	Small scale (limited net increase)	Medium term	Reasonable/Poor
SWAN 4 – Former Pier Head Building	Medium scale (1,500sq m gross)	Short term	Reasonable/Good
SWAN 5 – Co-op, Medical Centre	Large scale (up to 4,000 sq m gross)	Medium to Long term	Reasonable/Poor
Upton			
UPT 1 - Greenridge Pub site	Medium scale (2,000 sq m)	Medium term	Reasonable
UPT 2 – British Legion	Small scale (up to 1,000 sq m)	Medium term	Reasonable/poor

8.19 Short to medium term opportunities in Purbeck are perhaps capable of accommodating over 11,000 sq m gross of Class A1 to A5 floorspace, and could accommodate all of the District wide projection (3,900 – 5,300 sq m gross by 2016).

8.20 The priority sites for which should be considered for allocation for town centre uses are:

- SWAN 1 – Coach/Long Stay Car Park site;
- SWAN 4 – Former Pier Head Building;
- WARE 1 – National Grid site;
- WARE 2 – Land to the north-east of Wareham Station and;
- UPT 1 - Greenridge Pub site.

8.21 The Council needs to investigate the potential availability of these sites with landowners, and determine whether they are likely to become available for redevelopment by 2016. The potential allocation of these sites will need to be considered in the emerging Site Allocations DPD. In the longer term after 2016, the redevelopment of site SWAN 5 could be investigated.

8.22 If an urban extension is implemented at Upton then some of the floorspace projection could be provided in new local/neighbourhood centres serving the residential development areas.

9.0 CONCLUSIONS AND POLICY RECOMMENDATIONS

Strategy for Accommodating Future Growth

9.1 The floorspace projections shown in Volume 1 provide broad guidance. Meeting the projections between 2007 and 2016 is the priority, and longer term projections need to be monitored. The floorspace projections should not be considered to be maximum or minimum limits or targets, particularly when translated into the development plan allocations or when used to guide development control decisions. Floorspace projections should not inhibit competition between retailers when located within centres, subject to the consideration of scale and impact. However, if an out-of-centre proposal exceeds the floorspace projections then the need for the proposal and impact will need to be carefully considered.

9.2 The sequential approach suggests that town and district centre sites should be the first choice for retail and commercial leisure development. The ability of the town and district centres as the preferred locations for retail and leisure development, needs to be considered, particularly for development which may have a relatively large catchment area.

9.3 Some forms of retail or leisure facilities which serve more localised catchment areas may be more appropriate within local centres, rather than the main town/district centres. However, all development should be appropriate in terms of scale and nature to the centre in which it is located.

9.4 The existing stock of premises may have a role to play in accommodating projected growth. However the low vacancy rates in Purbeck, which suggests there is limited potential to accommodate growth in vacant units.

9.5 The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. A growth rate of 1.5% per annum is assumed for comparison floorspace and 0.3% for convenience floorspace. The adoption of these growth rates represents a balanced approach. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

9.6 Based on existing market shares the quantitative need for new floorspace is evenly split between Swanage and Wareham for convenience floorspace. The current quantitative need, based on existing market shares, is for food stores of around 1,000 sq m gross in each town. However, stores of this size would do little to enhance the qualitative provision in terms of main and bulk food shopping trips.

9.7 One alternative would be to maintain the overall market share within the District but concentrate provision in a larger store in either centre. Section 8 identified both Swanage and Wareham as having opportunities for accommodating a large scale supermarket.

9.8 However, the overall retention rate of retail facilities in the district is low and there is scope for this to be improved. An increase in market share could support larger food stores in both towns. The impact of two large stores would need to be carefully considered, particularly if out-of-centre stores are proposed. The provision of in-centre or edge-of-centre stores should be the priority.

9.9 In Wareham, the only identified site that could accommodate a larger store is WARE2 – land to the north east of Wareham station. This is an out-of-centre site although well located to serve the residents of north Wareham. However, it is accessible to the whole of Wareham by car, and could therefore draw trade away from the town centre foodstores. As such, the Council will need to carefully consider whether the qualitative benefit to residents as a whole and the potential to reduce outflow of convenience expenditure would outweigh any potential for harm on the vitality and viability of the town centre.

9.10 The strategy for comparison goods retailing should be to accommodate growth on the basis of existing market shares. Enhancing market share will be difficult to achieve in the face of strong local competition from Dorchester and Poole. Furthermore, there are insufficient town centre development sites available to achieve a step change in comparison shopping patterns.

9.11 Development should normally be appropriate to the scale and function of existing centres unless the potential to enhance the role of a centre is identified i.e. development sites are available.

9.12 Upton currently has only limited retailing and on the basis of existing market shares only small scale development would be required to meet future growth. However, potential to improve and enhance the role of Upton should be considered given the large residential community it serves. The Greenridge pub offers the only main development site that would be commercially attractive in Upton.

9.13 Based on our analysis the priorities for the main centres are as follows:

- Wareham – a mix of unit sizes to attract both chain stores and small independent shops and services;
- Swanage – a mix of unit sizes to attract both chain stores and small independent shops and services and a new large food store;
- Upton- predominantly small to medium sized units (200 sq m gross or below) suitable for small independent shops and services.

The Role of Shopping Centres

9.14 PPS6 indicates that local planning authorities should adopt a positive and proactive approach to planning for the future of the centres within their areas, whether planning for growth, consolidation or decline. Local planning authorities are expected to set out a vision and strategy for the pattern and hierarchy of centres, including local centres, within their area. This strategy should set out how the role of different centres will contribute to the overall vision for their area.

9.15 Annex A (Table 1) of PPS6 provides guidance on the designation and role of centres. It suggests that city centres are the highest level of centre and will often be a regional centre and will serve a wide catchment. Town centres are usually the second level of centre after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns or other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the futures of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.

9.16 PPS6 suggests that district centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. PPS6 states that local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette.

9.17 PPS6 does not provide a definition of centres below local centres. However, the footnotes to Table 1 indicate that small parades of shops of purely neighbourhood significance are not regarded as centres for purposes of the policy statement. Based on the hierarchy of centres in PPS6, a summary of recommended definitions is set out in Table 9.1.

Table 9.1: Hierarchy of Centres

Centre Classification	Definition/Comment
Town Centres	Their attractiveness for retailing is derived from a mix of comparison and convenience shopping. Will include the principal centres within a local authority's area.
District Centres	As described in Annex A of PPS6. The primary role of these centres will be the provision of convenience shopping, services but with some comparison shopping serving a relatively localised catchment area or shopping of a specialist nature.
Local Centres	As described in Annex A of PPS6 reasonably large centres of more than purely neighbourhood significance should be designated local centres.
Local Parades	All other small local shopping parades should be designated as neighbourhood parades.

9.18 A key issue is whether any of the town, district and local centres within the local authority area should be reclassified from their current Local Plan designation.

9.19 The existing hierarchy of centres in the District are as follows:

Table 9.2: Summary of Centres in Purbeck

Centre	Current Designation	Number of Outlets	Number of Comparison Shops
Swanage	Town centre	162	76
Wareham	Town centre	114	45
Upton	Town centre	17	3
Bovington	Local centre	7	2
Wool	Local centre	13	1
Bere Regis	Local centre	4	0
Corfe Castle	Local centre	15	5
Lytchett Matravers	Local centre	5	1
Sandford	Local centre	6	2

9.20 Swanage and Wareham clearly perform the roles of town centres with over 100 outlets each, and a range of convenience comparison and service uses. The two centres each serve a fairly localised area, particularly for comparison goods, with the nearby larger centre of Poole exerting a strong influence over the catchment area shopping patterns.

9.21 Upton has only a limited number of commercial outlets and one supermarket. In terms of the PPS6 definitions it more closely performs the role of a District Centre and should be re-classified as such.

9.22 There are a number of local centres currently identified in the Local Plan that could be considered to be small parades of shops of purely neighbourhood significance. These could be downgraded to local parades. Other small clusters of local shops should be protected by development plan policies, because they fulfil an important role.

Table 9.3: Possible Hierarchy of Centres in Purbeck

Status	Centre
Town Centres	Swanage Wareham
District centres	Upton
Local centres	Corfe Castle Wool
Parades/Village Shops	All other small clusters of shops

Defining Centre Boundaries and Retail Frontages

9.23 PPS6 indicates that local authorities should define the boundary of town and district centres. It states that for purposes of this policy statement, the “centre” for a retail development constitutes the primary shopping area. For all other main town centre uses the “centre” should be regarded as the area embraced by the town centre boundary. The extent of the town centre should be defined on the Proposals Map.

9.24 PPS6 states that the Primary Shopping Area should be the defined area where retail development is concentrated (generally comprising the primary frontages and those secondary frontages which are contiguous and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, and therefore the town centre may not extend beyond the primary shopping area. Primary frontages are likely to include a high proportion of retail uses. Secondary frontages provide greater opportunities for a diversity of uses.

9.25 The Purbeck Local Plan Final Edition (2004), although not formally adopted by the Council has been adopted for the purposes of development control. The plan aims to enhance the role of the two main town centres of Wareham and Swanage, through a flexible approach to new development, encouraging provided that they do not harm the vitality and viability of the centres.

9.26 Policy MN9: Development in Town Centres states that within the town centres of Wareham and Swanage, as defined on the Proposal Map, development will be permitted provided that:

> *(i) the ground floor use is either Class A1 (shops), Class A2 (financial and professional services), Class A3 (food and drink) or Class B1 (business) as defined in the 1987 Use Classes Order (as amended); or*
>
> *(ii) the ground floor use is another use which will not harm the liveliness, character or amenity of the streets; and*
>
> *(iii) in either case, development does not, individually or cumulatively with other proposals, threaten the vitality and viability of the centre through traffic or parking problems, or significant loss of retail uses.*

9.27 In terms of the development of significant retail, commercial, entertainment or leisure facilities outside Wareham and Swanage town centres Policy MN10 states that they *"will not be permitted if it could be accommodated within a town centre, edge of town centre, or suitably located local centre (in order of preference), unless specifically allocated in the Plan. Any development that would harm the vitality or viability of these existing centres will not be permitted".*

9.28 This policy is broadly in line with the sequential approach championed in PPS6, and does not require amendment.

9.29 The local plan does not contain a frontage policy and no designated primary or secondary frontages have been included onto the proposals maps for any of the town or local centres.

Swanage

9.30 As a strong tourist retail destination, food and drink uses A3 – A5 have an important role to play in Swanage unlike other town centres where the retail function is sought to be protected through the use of frontage policies. Nonetheless, the town could be said to suffer from an easily identifiable retail core, which is exacerbated by the fact that the commercial units are spread across a number of streets with no clear structure. It is therefore recommended that a frontage policy should be actioned for both Swanage in order to indicate where the prime and secondary retail pitches are and make the centre more legible for visitors.

9.31 This would also enable better control over the change of use of shop units to non A1 uses in order to establish a retail core. A more flexible approach would be taken regarding this for the secondary frontages.

9.32 The recommended PSA boundary follows the existing inset area boundary and is included at Appendix C.

Wareham Town Centre

9.33 The review of Wareham's town centre inset area boundary indicates there are no reasons to change the existing defined boundary. The centre is compact enough and legible that it is considered that the designation of frontages is not necessary.

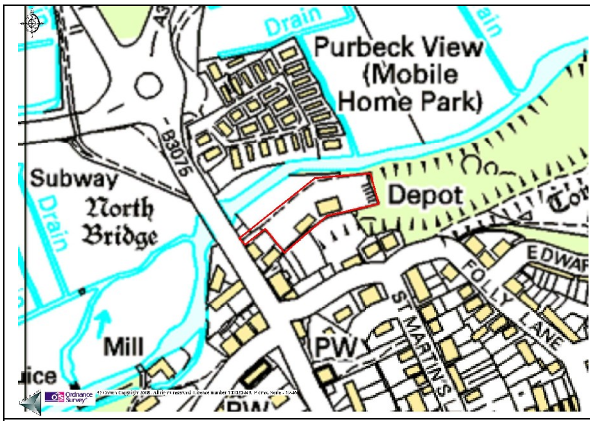
Upton

9.34 The review of Upton's inset area boundary indicates there are no reasons to change the existing defined boundary as the centre is tightly surrounded by residential uses. It is also not considered necessary to restrict the mix of uses within this area and it would not be appropriate to designate frontages.

Appendix A

Evaluation of Potential Development Sites

SITE WARE 1: National Grid Site, Wareham

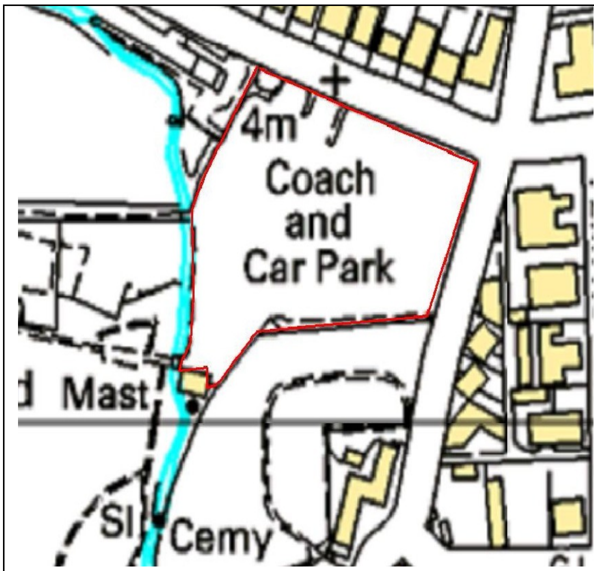


(map above)	This is an edge of centre site approximately 230 metre to the north of the retail centre. It extends to 0.2 ha.
Evaluation Criteria	*Comment*
Availability	Short term
Scale of Development (retail/leisure/community/cultural)	The site could accommodate a large format store of around 1,000 sq m plus car parking
Commercial Potential	Good visibility from main road. We understand Lidl may be interested in the site.
Likely type of development	Food store or other large format development
Development Constraints	Flood risk
Possible Alternative uses	Leisure or business use
Access	Access is gained from North Street although improvements may need to be made to the junction
Overall Development Prospects	Good

SITE WARE 2: Land to the North-East of Wareham Station, Wareham

	This is an out of centre site located within the middle of a busy road junction to the north of Wareham Town Centre. It is a Greenfield site with an existing open space designation, however, due to its busy roadside location it cannot be effectively utilised. The site extends to approximately 0.5 ha.
Evaluation Criteria	*Comment*
Availability	Short term
Scale of Development (retail/leisure/community/cultural)	The site could accommodate a medium format store of around 2,000 sq. m plus car parking. This would make it the largest store in Wareham and could potentially attract trade away from the town centre Somerfield.
Commercial Potential	The site is located at a busy junction and is visible along the main routes into Wareham. It is therefore considered to have very good commercial potential.
Likely type of development	Food store or other large format development
Development Constraints	The site is sandwiched between two roundabouts and a busy road network and therefore the impact of a store in this location would need to be assessed in terms of traffic generation, flow and congestion.
Possible Alternative uses	Leisure, office or business use
Access	There is no existing access into the site. However, the site offers several locations which could potentially serve as an access and therefore it is not considered that access would be an issue.
Overall Development Prospects	Good

SITE SWAN 1: Coach/Long stay Car Park, Swanage

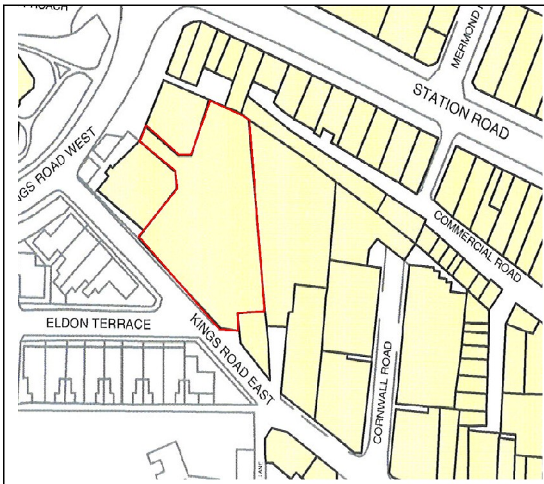


At its nearest point this 1 ha site could be considered edge of centre being 280m from the town centre boundary. It currently provides long stay and Coach parking which is important in the summer months but under used for the rest of the year. Alternative arrangements for this important provision would need to be made or more intensive use i.e. multi storey parking could be made of the site.

It should be noted that the site falls partly within a Zone 2 and partly within a Zone 3 flood risk area and the northern part of the zone is associated with a culvert forming part of the Swanage Flood Alleviation Scheme. As such flood mitigation measures will need to be implemented to make this site suitable for development. Any application on this site will need to be accompanied by an FRA.

Evaluation Criteria	*Comment*
Availability	Medium term
Scale of Development (retail/leisure/community/cultural)	Large scale (up to 5,000 sq m gross)
Commercial Potential	Separated from the main shopping area. The site is large enough to accommodate large format stores within a reasonably central area. However linkages with the town centre shopping area would need to be improved.
Likely type of development	Large format retail or leisure units.
Development Constraints	Edge of centre site it terms of the sequential approach, and linkages to the rest of the town centre would need to be improved. Availability of site for redevelopment is uncertain. Relocation of coach parking would be required. In an area of identified flood risk.
Possible Alternative uses	Residential/Offices/Mixed Use
Access	Access is gained from Victoria Avenue
Overall Development Prospects	Good

SITE SWAN 2: Post Office Sorting Office, Swanage



This 0.14 ha back land site is located in the town centre and comprise the postal sorting office located between Kings Road West and Kings Road East.

The site is located in an area of identified flood risk (Zones 2 and 3)

Evaluation Criteria	*Comment*
Availability	Long term
Scale of Development (retail/leisure/community/cultural)	Small scale (less than 500 sq m gross at ground floor level)
Commercial Potential	The site is in a secondary location with limited frontage.
Likely type of development	If a link could be made through to Station Road then an arcade could be created
Development Constraints	Rights of light to rear of properties on Station Road. The site is located in an area of flood risk and as such any application should be accompanied by an FRA.
Possible Alternative uses	Residential/office
Access	Access is gained from Kings Road West
Overall Development Prospects	Reasonable/Poor

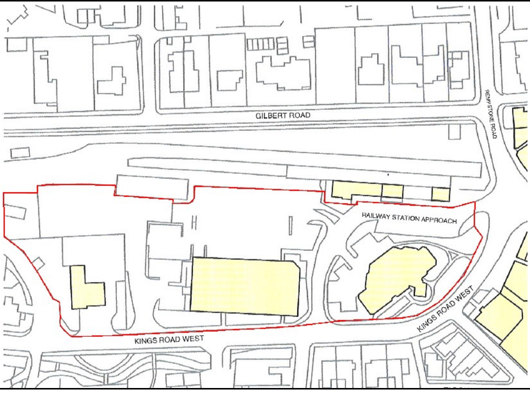
SITE SWAN 3: The Mowlem, Swanage

	The Mowlem contains a theatre, restaurant bars and four shops over 3 floors. The footprint of the building is approximately 600 sq m. The building is dated and suitable for refurbishment/redevelopment. The site is located in an area of identified flood risk (Zones 2 and 3)
Evaluation Criteria	*Comment*
Availability	The Mowlem currently offers an important theatre/cinema use in the area and while demand continues total redevelopment is unlikely in the short term
Scale of Development (retail/leisure/community/cultural)	There are four retail units already within the centre and any redevelopment is unlikely to significantly increase the commercial use of the site.
Commercial Potential	The site is in a prime location however the existing intensive use of the site will render the ability to generate additional income from The Mowlem difficult.
Likely type of development	Retail use could be for a single large occupier or parade of smaller units as existing
Development Constraints	Cost of redevelopment may be prohibitive. The site is located in an area of flood risk and as such any application should be accompanied by an FRA.
Possible Alternative uses	Leisure
Access	Access is gained from Shore Road
Overall Development Prospects	Reasonable/Poor

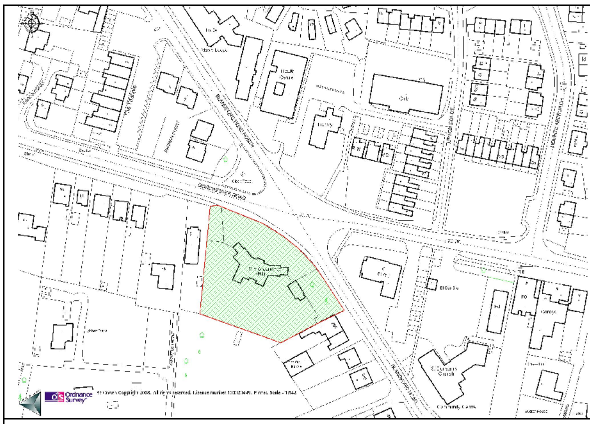
SITE SWAN 4: Former Pier Head Building, Seymer Road, Swanage

	This site is located to the south of the town, on the corner of the High Street and Seymer Road. The existing building is currently vacant and is rundown and should be available for redevelopment. The site was previously used as a café and has been vacant for a number of years. It has started to fall into disrepair. The short term availability is considered good.
Evaluation Criteria	*Comment*
Availability	Short term. The site is currently vacant. Several plans for residential schemes have previously been refused by the Council.
Scale of Development (retail/leisure/community/cultural)	Medium scale – up to 1,500 sq m at ground floor level. This is a relatively large site (0.2 ha) located on the seafront. It is outside the settlement boundary of Swanage.
Commercial Potential	The site is located to the south of the main town centre and is peripheral to the main shopping areas. However, there is potential to develop the site for leisure/cultural purposes.
Likely type of development	Given the potential difficulties in promoting this site for retail, restaurants, a leisure or arts and craft uses could be appropriate. A large space retail use could be promoted.
Development Constraints	The site's peripheral location away from the town centre and lack of potential to provide car parking, may make commercial redevelopment unattractive.
Possible Alternative uses	Residential development.
Access	Access to the site is strong via a number of means although a development which creates high trip numbers could cause congestion problems for the town.
Overall Development Prospects	Reasonable/Good

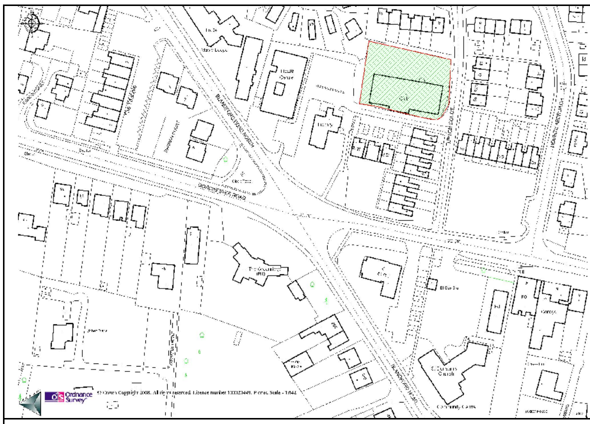
SITE SWAN 5: Co-op, Medical Centre and Bus Depot Site, Swanage

	This is a large site to the north of the town, adjacent to the railway station. The site benefits from excellent linkages with the town centre.
Evaluation Criteria	*Comment*
Availability	Medium to long term. The site is currently occupied by a Co-op supermarket, a medical centre and bus depot. Any plans to vacate or redevelop the site are unknown. The short term availability seems unlikely.
Scale of Development (retail/leisure/community/cultural)	Large scale – up to 4,000 sq m gross (additional). This is a large site (1.2 ha) in a good configuration which could accommodate higher density development.
Commercial Potential	The site benefits from excellent transport links and links into the town centre, There is significant commercial potential for retail or leisure uses.
Likely type of development	A high density shopping development perhaps linked to the station and Co-op store, or could include a replacement Co-op store. Alternatively there is potential for a large format uses, e.g. a new enlarged food store (for Co-op or another operator).
Development Constraints	The Co-op store is of a relatively modern design and their willingness to be involved in a redevelopment is uncertain. Additional car parking would be required on site.
Possible Alternative uses	Residential, community or retention of existing uses.
Access	Access to the site is good, via Kings Road West.
Overall Development Prospects	Short term – Poor Medium/Long term - Reasonable

SITE UPT 1: Greenridge Pub, Upton

	This 0.4 ha site is located in the centre of Upton at the double roundabout. Redevelopment could occur in tandem with an improvement/re-organisation of the roundabout if additional land were required to improve the highway.
Evaluation Criteria	*Comment*
Availability	Medium term - The site is currently in use as a pub and any plans to vacate or redevelop are unknown. Short term availability unknown.
Scale of Development (retail/leisure/community/cultural)	This site has a good configuration which could accommodate around 2,000 sq m gross plus car parking.
Commercial Potential	The site benefits from a strong prominence on two main roads, however the limited retailing role is likely to hinder speculative development for a number of small retail units.
Likely type of development	A parade of shops could be created although the commercial potential for a large format use, potentially a new food store is more likely.
Development Constraints	The site would require on site car parking
Possible Alternative uses	Residential, community
Access	Access to the site would need to be carefully designed given its location on a busy double roundabout
Overall Development Prospects	Reasonable

SITE UPT 2: Royal British Legion Club

	This 0.17 ha site contains the club building of the Royal British Legion in Upton along with an area of car parking. The building could be reoccupied by retail use or the whole site redeveloped if it became available.
Evaluation Criteria	*Comment*
Availability	Medium term. We are not aware of any plans to relocate or close the branch and short term availability is therefore unlikely.
Scale of Development (retail/leisure/community/cultural)	Small scale retail, leisure or community uses up to 1,000 sq m
Commercial Potential	Does not have a strong visible frontage and Upton is not a strong retailing location
Likely type of development	Single large format use.
Development Constraints	Secondary location, conversion costs.
Possible Alternative uses	Community use.
Access	Access is gained from Upton Court.
Overall Development Prospects	Reasonable/poor

Appendix B

Summary of Feedback from Stakeholder Workshops

Townscape Character & Retail Stakeholder Workshop
4 December 2007

Workshop Feedback

Upton

Retail

- Lack of investment, i.e. footpaths need improvements
- Localised parking problems – not enough parking for shops on Morland Way or the Triangle. The health centre/library car park is always full
- Deliveries cause chaos
- Traffic congestion – increase in lorry traffic due to change of ferries
- Locals would like a new parade of independent retailers and facilities, i.e. pub, café, restaurant.
- 29% of Upton are older people who would prefer to be able to walk to shops
- There is potential for shops where the Working Mens Club is (behind the library)
- Lack of cafes and meeting places.

SWOT:

- Strengths - Availability of car parking is not a strength
- Weaknesses – Lack of café
- Opportunities – Demand for independent retailers, working mens club occupies large, central underused site
- Threats – Increasing traffic congestion, Lack of investment
- Increase in HGVs from new lorry ferry docking in Poole

Townscape

- There are individual 'nice' houses in Western part between Dorchester Road and Sandy Lane
- The properties highlighted at the double roundabout are valued facilities but not 'attractive'
- Lacks a distinctive centre
- Double roundabout area need to become more of a centre for Upton (highlighted by black ring on map)
- Problem: too few public facilities to support new development

Swanage

Retail

- Demographics vary:
  - Older people have the spending power to buy greener products and want quality and good service
  - Younger people want value for money, choice and fashion – there is a demand for young orientated shops
- Choice
  - higher quality becoming noticeable
  - status quo
- Illegal parking – needs enforcement
- Older residents drive from periphery of town into centre

- All adds to congestion problems
- Need to improve shopping experience- shared space?

- Tourist traffic – the proposed improvements to Durlston will increase traffic
  - Can we intercept cars at King George car park with shuttle service/land train?
- Town centre focus remains
- Intercept tourists who bring own goods for day trip
- Extend the season (the trains close for the season when older people tend to holiday in Autumn)
- SWOT
  - Not good transport links
  - Mixed views on need for national retailers – retailers/residents/tourists all have opposing views
  - Mowlem – weakness
  - There is plenty of car parking
  - Lack of 'quality' supermarket – there is no need for a larger store or more of the same
  - Quality/Niche businesses utilising knowledge/skills or retired would increase attractiveness, pay and retaining the young
  - Extend season to attract older people to the town
  - Lack of young people to work in shops/provide care

Townscape

- High Street, Bell Street, Church Hill, the railway station, Peveril and remaining Edwardian hotels in New Swanage viewed as particularly distinctive
- Edwardian, 1920s and 1930s parts of the town viewed as important in providing local identity and character
- Mixed views on development in the vicinity of Rabling Road, Cauldron Barn and along Kings Road
- Most of the council housing, estates of bungalows and caravan sites between Herston and Priest's Road viewed as lacking contributing little to local character
- The early loop of brick built early council housing entering Herston along High Street viewed as an exception
- Some disagreement over the Ballard estate – some view as distinctive and special, others unremarkable
- Mowlem is distinctive but in a 'bad' way
- The Haven and pier head site are other eyesores
- Various sites for possible greenfield development identified
- Potential intensification along Atlantic Road?
- Intensification between Gilbert Road and Victoria Avenue is poor

Wareham

Retail

- The supermarket is adequate in size but poorly run, often running out of stock.
- Too much duplication, i.e. three florists
- The two existing supermarkets have potential for higher turnover
- Out of town supermarket would affect existing supermarkets
- Buying patterns changing – people moving into the area distrust supermarkets – prefer local shops/farm shops
- Parking and traffic management is very important
- Blandford's Tesco has 'finished off' Blandford's town centre
- Cherish what we have now and wish to keep it but improve it
- There a lot of empty shops
- Widen pavements, plant trees, make Wareham nice
- Recent economic forecasts may lead to reduction in spending
- USA is ahead of us planting trees in centres
- Need to ask why shoppers are going where they are going
- Need to break 'Tesco habit'
- Need to break habit of people wanting big supermarkets and being told what they want – marketing power
- Current opportunities now for later shopping
- Make Wareham a one-way system
- The proposed Lidl at the old gas works would be very visible and give a poor impression of the town, difficult access - it would be better for housing
- Wareham could be a French-style town, as it is next to river and has a warmer climate
- Waitrose please instead of Somerfield
- Dorchester has improved by pedestrianising South Street
- Wareham should be pedestrianised by planners, but planners will not listen to what we want.
- Shops with cafes/restaurants are booming and this should be done in Wareham
- People do not like paying car-parking charges
- Why is the Quay a car park? – it is too attractive to be a car park
- Somerfield should have put car park under the supermarket
- Focus on Wareham as small-scale place, a social place
- Planners should relax 'planning conditions' in Wareham
- Wareham needs niche shops, e.g. the Outdoor Shop (opposite Barclays)
- A few specialist shops, art galleries, 'Ponds' – these attract outsiders
- Markets are good – Saturday, Thursday, Home Producers and Farmers
- Town is poorly marketed
- Tourists and locals love 'Ponds'
- Customer should be asked what they want
- Customers do not always know what they want
- Wareham should concentrate on what it does best

Townscape

- Saxon walls very important – not enough made of them. Saxon re-enactment on Walls should be encouraged.
- All approaches to Wareham should be protected
- Issues with definitions:
  - Schools – locally distinctive (yellow dots) but not visually pleasing (green dot)
- Walls area is very distinctive (yellow line)
- Bells Orchard – fairly sensitive estate by the standards of the time
- Old Alms Houses – sense of history
- Stowell Crescent – huge gardens but not such attractive houses
- Opportunities for development:
  - East of bypass (playing field area)
  - Gas works
  - Northmoor
  - Between station and Carey (disputed) – relocate businesses
  - Golf course (disputed)
- Intensification
  - If playing field is developed should south-side of Worgret Road be intensified to 'match'?
  - Different opinions on intensification of Worgret Road – 2 or 3 garden plots do not work – needs to be holistic with more plots with comprehensive scheme
  - Frome Road? But there is only one access.
  - Piecemeal development of small plots would not work in any situation
- Wessex Oval – people living there love the place – greener, bungalows
- Smell of landfill a problem and the pylons on Bere Road
- Stowell Crescent area needs to be looked at as a whole – all the plots, not incremental adding of development
- View from bypass is important
- Development should not go to edge of bypass
- No Barretts or Wimpy – high quality design required
- Move Purbeck School (disputed)

Appendix C

Recommended PSA boundaries and retail frontages


KEY
Proposed PSA Boundary
Nathaniel Lichfield and Partners
Purbeck Retail Study
Upton 1
Purbeck Borough Council
March 2008
1:1250@A4
IL30423-08
DORCHESTER ROAD
Ordnance Survey

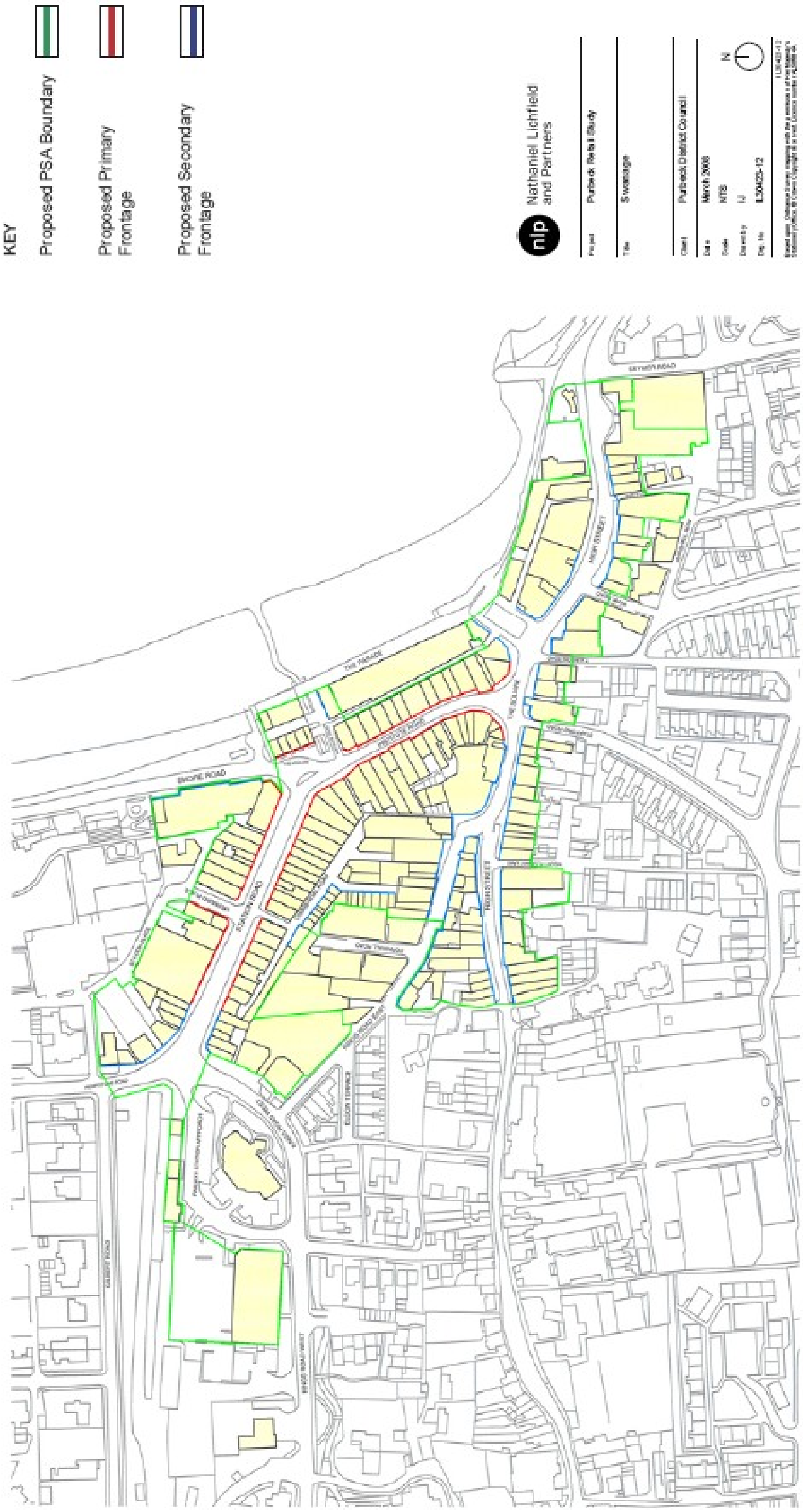
KEY

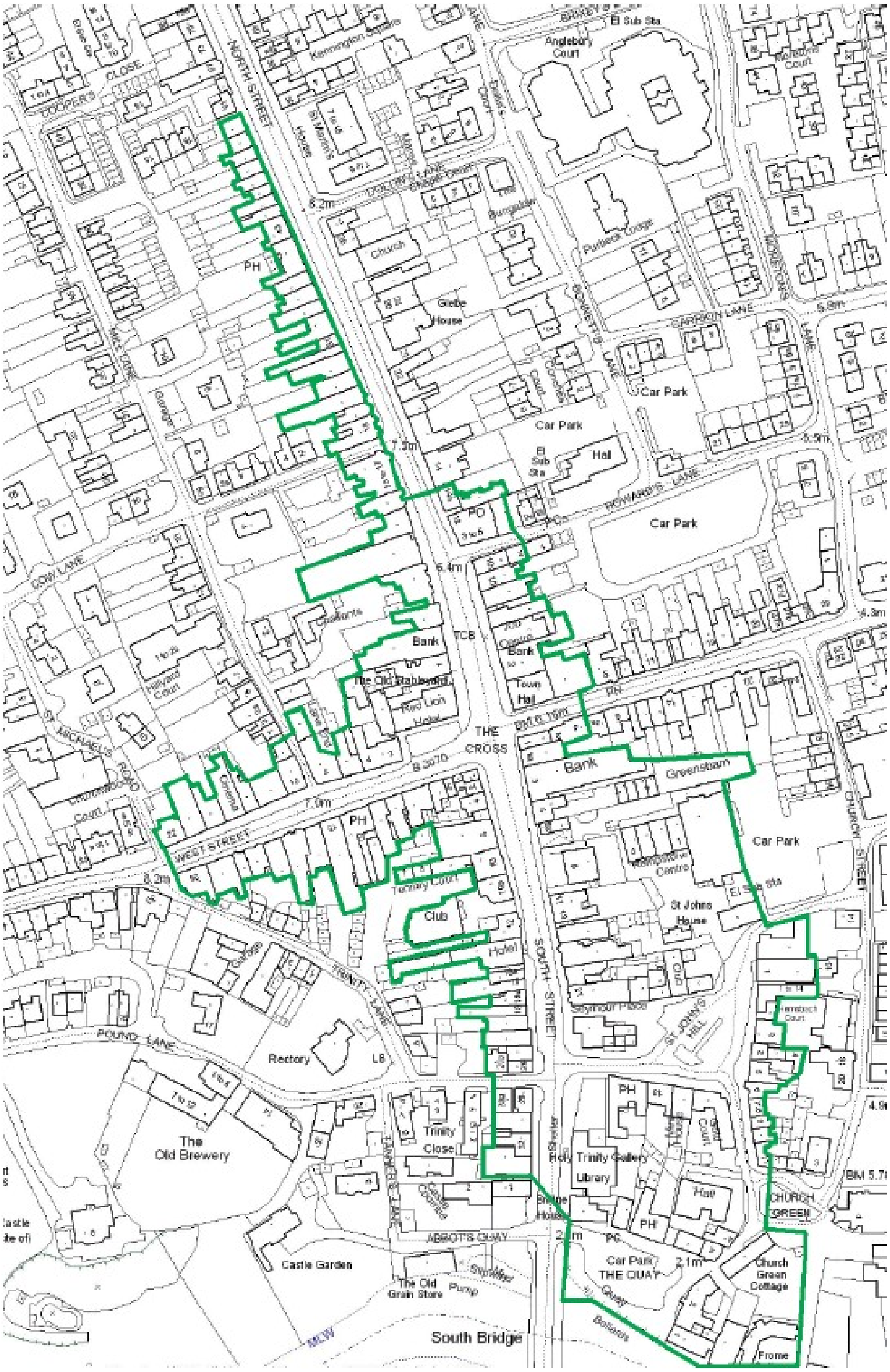
Proposed PSA Boundary

Nathaniel Lichfield and Partners

Project	Purbeck Retail Study
Site	Upton 2
Client	Purbeck Borough Council
Date	March 2008
Scale	NTS
Drawn by	IJ
Dwg. No	IL30423-09

N


KEY
Proposed PSA Boundary
Proposed Primary Frontage
Proposed Secondary Frontage
Nathaniel Lichfield and Partners
Purbeck Retail Study
Swanage
Purbeck District Council
March 2008
NTS
SHORE ROAD
STATION ROAD
HIGH STREET



Nathaniel Lichfield and Partners

Project	Joint Retail Study
Title	Wareham PSA
Client	Purbeck District Council
Date	July 2008
Scale	NTS
Drawn by	IJ
Drg. No	WE30423-13

WE30423