

4 The Key Strategy

Introduction

4.1 The Key Strategy sets out broad locations where residential and commercial development, services and facilities will be located across Christchurch and East Dorset over the plan period to 2028. This strategy is central to shaping the future role and function of our settlements.

4.2 The high quality natural and built environment of Christchurch and East Dorset is what makes the area an attractive place to live and work in. It is important that the strategy maintains and enhances these assets while meeting local needs and supporting sustainable economic growth. Opportunities for new development are constrained, in particular, by the importance of the natural environment and floodplains. Additionally, the Green Belt limits growth opportunities.

4.3 It is important that we plan carefully to reduce the impact we have on climate change. It is vital also that the future effects of climate change are taken into account. Increases in seasonal rainfall and sea level rise means that significant parts of the existing urban area are affected by high flood risk.

4.4 The Strategy is also dependant on improvements to the local transport network in the form of enhancements for pedestrians, cyclists and motor vehicles in relation to highways, junctions and public transport. Future development will need to be located primarily in accessible areas which reduce the need to travel and avoid harmful emissions that contribute to climate change.

4.5 Despite the natural and infrastructure constraints there are important local needs for new housing, employment, leisure, shopping, community facilities and services that have to be accommodated. The Key Strategy sets out how the needs of the community can best be balanced to ensure that appropriate infrastructure is provided and that the environment is protected and enhanced.

The Settlement Hierarchy

4.6 There are a wide range of settlement types including places that form part of the wider Bournemouth and Poole conurbation through to rural hamlets. A settlement hierarchy focuses the distribution of development across the area and sets out the general roles of individual settlements. Those settlements which provide the best access to services, facilities and employment are to provide the key focus for development, subject to constraints, such as floodplains, nature conservation etc.

4.7 Relevant Evidence

4.8 Evidence to support the settlement hierarchy policy is contained partly in a regional report by Roger Tym and Partners which considers the function of settlements. Additionally, Town Factsheets and Profiles produced by Dorset County Council have informed the policy along with Area Profiles produced by Christchurch and East Dorset Councils.

Policy KS1

Settlement Hierarchy

The location, scale and distribution of development should conform with the settlement hierarchy, which will also help to inform service providers about the provision of infrastructure, services and facilities.

| Settlement Type | Function |
|-----------------------|--|
| Main Settlements | The settlements which will provide the major focus for community, cultural, leisure, retail, utility, employment and residential development. This will include infill development as well as options for some greenfield development. |
| | Christchurch, Wimborne Minster, Ferndown and West Parley, Verwood, Corfe Mullen |
| District Centres | Settlements which will provide for smaller scale community, cultural, leisure, retail, employment and residential development within the existing urban areas. |
| | West Moors, Highcliffe |
| Suburban Centres | Settlements with no existing centres that will provide for some residential development along with community, leisure and retail facilities to meet day to day needs within the existing urban areas. |
| | Colehill, St Leonards and St Ives |
| Rural Service Centres | Main providers for the rural areas where residential development will be allowed of a scale that reinforces their role as providers of community, leisure and retail facilities to support the village and adjacent communities. |
| | Alderholt, Cranborne, Sixpenny Handley, Sturminster Marshall, Three Legged Cross |
| Villages | Settlements where only very limited development will be allowed that supports the role of the settlement as a provider of services to its home community. |
| | Burton, Hurn, Edmondsham, Furzehill, Gaunts Common, Gussage All Saints, Gussage St Michael, Hinton Martell, Holt, Horton, Longham, Shapwick, Wimborne St Giles, Witchampton, Woodlands/Whitmore |
| Hamlets | Settlements where development would not be allowed unless it was functionally required to be in the rural area. |
| | All other settlements |

Delivery and Monitoring

4.9 This policy will be delivered by:

- The development management process.
- Service provider plans.

4.10 The policy will be monitored by:

- Annual Strategic Housing Land Availability Assessments
- Town Centre Surveys every two years
- Services and facilities survey every two years
- Annual employment land completion surveys
- Employment Land Review surveys every three years

Green Belt Policy

Key Facts

- **The Green Belt boundaries have not changed significantly since they were first drawn in 1982.**
- **The SE Dorset Green Belt covers about 33,000 hectares**
 - **Christchurch has 3,477 hectares (70% of Borough)**
 - **East Dorset has 16,840 hectares (47% of District)**
- **Between 1994 and 2009 about 2,100 homes were built on greenfield sites in the two districts, amounting to 32% of all housing development. This did not include Green Belt land as it had been deliberately left out when the boundaries were drawn to allow for this development.**

4.11 Green Belt policy is an important tool in controlling the location of growth throughout the area. Over its 30 year history it has proved to be very successful in preventing the joining of settlements and has controlled the spread of development into the countryside. The Green Belt policy is therefore to be kept in place, subject to limited alterations of boundaries to allow for some housing and employment growth to help meet the needs of the local communities. Additionally, a number of areas are to be added to the Green Belt, which having previously been allocated for development are no longer capable of being delivered.

4.12 Relevant Evidence

4.13 As part of work on the Regional Spatial Strategy a Green Belt review was undertaken. This identified the effectiveness of the Green Belt and which areas were most sensitive to change. This has been used to help guide choices for the locations of strategic housing and employment allocations.

Policy KS2

Green Belt

Development in East Dorset District and Christchurch Borough will be contained by the South East Dorset Green Belt. The most important purposes of the Green Belt in the area are to:

- Protect the separate physical identity of individual settlements in the area by maintaining wedges and corridors of open land between them.
- To maintain an area of open land around the conurbation.

Limited changes to the existing boundaries are proposed to enable some new housing and employment to meet local needs and also to include areas in the Green Belt that are no longer capable of providing for these needs.

Delivery and Monitoring

4.14 This policy will be delivered through Development Management.

4.15 The policy will be monitored on an annual basis to assess the impact of development on the Green Belt.

The Broad Location and Scale of Housing

4.16 Christchurch and East Dorset face major pressure to provide more housing. There is a high level of local housing need that cannot be met in the private market. Additionally, it is predicted that there will continue to be changes in the size and nature of households which will increase the need for new homes. The local economy also requires new homes to provide for the workforce. The Bournemouth and Poole Strategic Housing Market Assessment (2012) has considered these factors within the following context:

- Christchurch and East Dorset are amongst the least affordable areas in the South West.
- The size of households in the area is shrinking which increases housing demands.
- Young people find it particularly hard to afford a home in the area.
- There is a need to provide suitable housing to reduce health inequalities and improve educational attainment.
- The population of Christchurch and East Dorset is ageing and a lack of housing delivery will contribute to local economic decline. There is a need to provide an appropriate mix of housing to meet the needs of families and young people who are vital to the economy of the area.

4.17 A housing strategy for Christchurch and East Dorset has been established for the plan period (2013 - 2028) informed by local evidence including the Bournemouth and Poole Strategic Housing Market Assessment (2012), Strategic Housing Land Availability Assessments (2011) and master planning work undertaken for new greenfield sites.

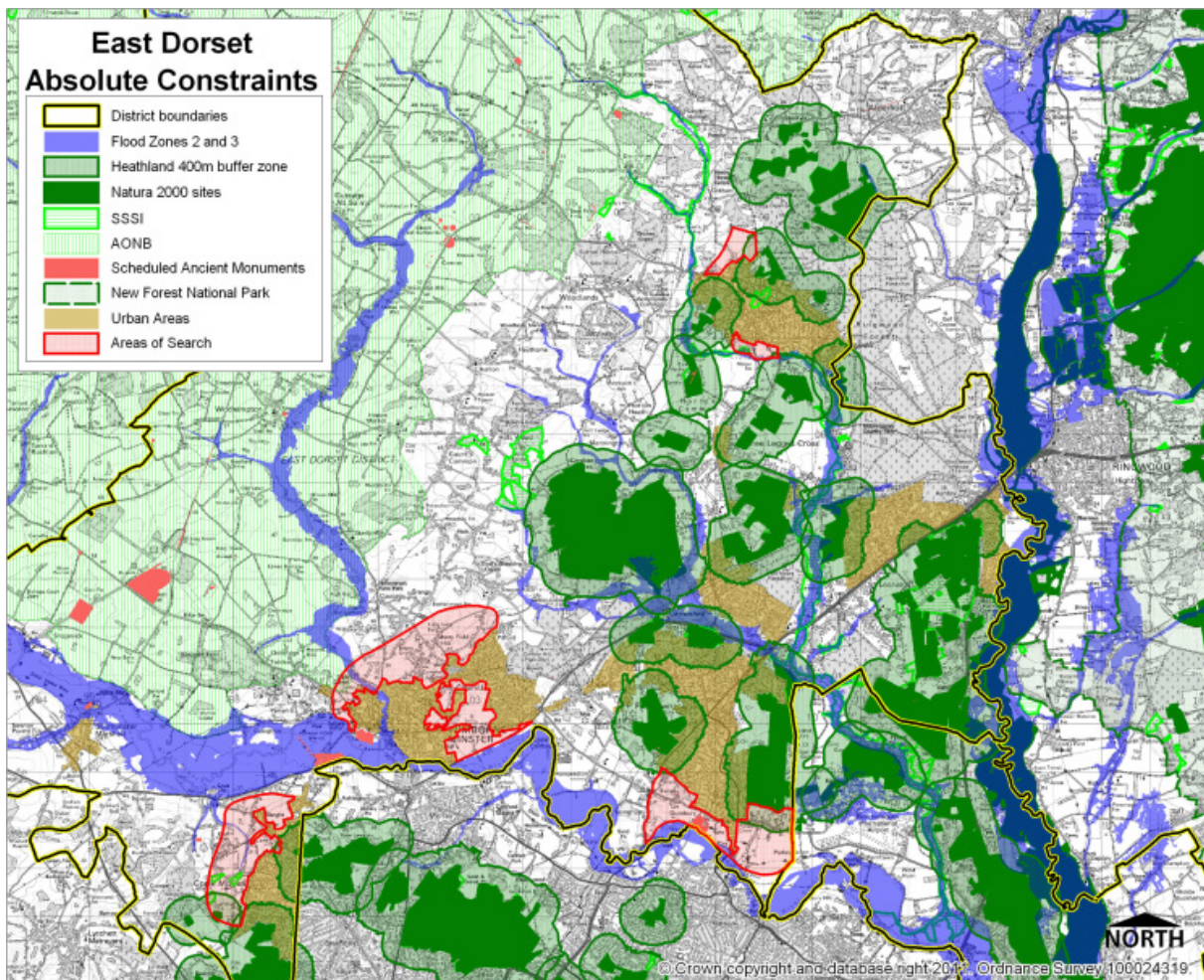
4.18 The Bournemouth and Poole Strategic Housing Market Assessment (2012) provides an assessment of need for market and affordable housing. In Christchurch there is a need for 3,375 new market and affordable homes and for 5,250 in East Dorset between 2013 and 2028. In establishing housing targets for Christchurch and East Dorset the assessment of housing need must be balanced against the level of housing that can be delivered sustainably. In this respect, the Strategic Housing Land Availability Assessments (2011) undertaken for Christchurch and East Dorset provide a detailed assessment of the capacity for housing development.

4.19 In Christchurch there is capacity to build approximately 2,140 new homes in the urban areas and 2,800 in East Dorset over a 15 year period. This does not meet the needs identified in the Housing Market Assessment, so it has been necessary to identify sites in the Green Belt. Even so, within Christchurch there is insufficient suitable land available to deliver the identified need set out in the Housing Market Assessment, due to the particular constraints of flood risk and proximity to heathland, which affect significant areas of the Borough.

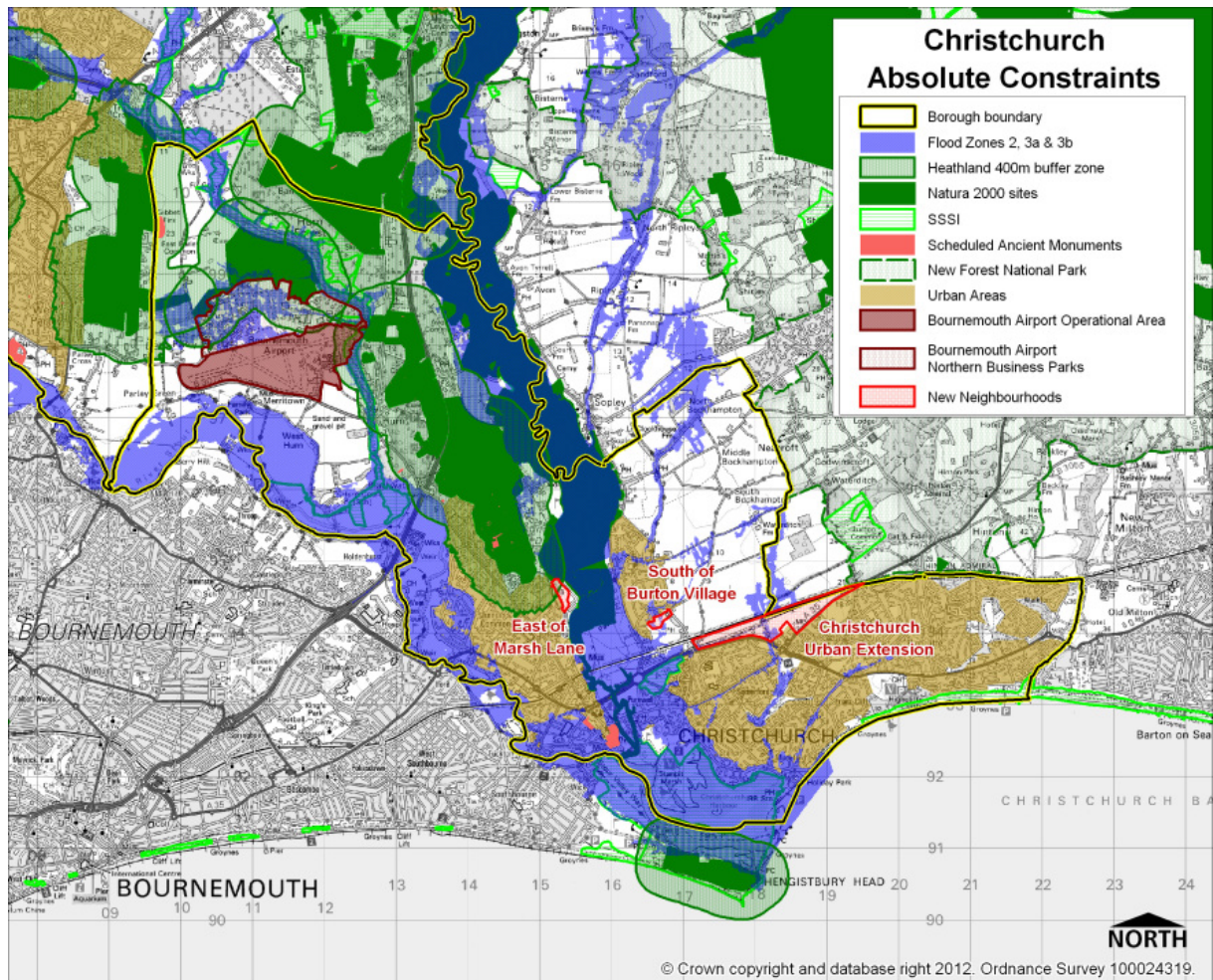
4.20 The Strategic Housing Land Availability Assessment reports do and will continue to take into account a discounting rate for the non-implementation of planning permissions in the existing urban area.

4.21 The difficulty in meeting housing needs provides the exceptional circumstances required to amend Green Belt boundaries, where appropriate. The greenfield areas allocated in the Core Strategy have been identified through a rigorous process, as set out within the Key Strategy Background Paper and Masterplan Reports. An assessment of the function of settlements has been undertaken to identify those where housing would be best located in terms of proximity to services, facilities and employment. This identifies Christchurch, Wimborne and Colehill, Verwood, Corfe Mullen, Ferndown and West Parley as suitable settlements for growth. A limited amount of housing is also proposed for Burton based on the specific need for new housing to serve the needs of the village. A sieve map exercise has been undertaken to identify which areas on the edge of these settlements are not subject to the absolute constraints of proximity to protected heathlands and floodplains. This identifies six areas of search where these absolute constraints do not exist, which have been subject to the detailed master planning exercises. These have analysed the suitability of the areas to deliver new homes.

4.22 The need to provide affordable housing is a key objective of the Core Strategy and a target that 35% of all housing should be affordable is set. This is below the percentage requirements for affordable housing set in Policy LN3 as an acknowledgement that not all sites will be able to meet these requirements due to financial viability.



Map 4.1 East Dorset Absolute Constraints



Map 4.2 Christchurch Absolute Constraints

4.23 The detailed strategy for these areas is set out in Chapters 6, 8, 9, 10 and 11 and master planning work prepared for these areas is available on www.dorsetforyou.com.

Christchurch

Policy KS3

Housing provision in Christchurch

About 3,020 new homes will be provided in Christchurch between the years 2013 and 2028. This will comprise up to 2,035 homes within the existing urban area and a further 850 homes to be provided as an urban extension at Roeshot Hill, 90 homes to the east of Marsh Lane and 45 homes to the south of Burton. The Council aims for a total of 35% of these new homes to be affordable, as defined in Appendix 2.

East Dorset

Policy KS4

Housing provision in East Dorset

About 5,250 new homes will be provided in East Dorset between the years 2013 and 2028. This will comprise about 2,800 homes within the existing urban areas and about a further 2,500 homes to be provided as new neighbourhoods. The Council aims for a total of 35% of these new homes to be affordable, as defined in Appendix 2.

Delivery and Monitoring

4.24 The delivery of new housing in Christchurch and East Dorset will involve working closely with landowners, developers, Dorset County Council and local service providers so that new development is accommodated with necessary improvements to key infrastructure and community facilities. Strategic transport infrastructure improvements required to support new development over the plan period are set out in the Local Transport Plan 3 and in the Core Strategy (Policies KS9 & 10)

4.25 The annual housing completions survey will continue to monitor the delivery of new housing against the targets set in the policies.

The Broad Location and Scale of Employment Development

4.26 The Bournemouth, Dorset and Poole Workspace Study (2012) forms the evidence base that informs the level of future employment land provision in the Bournemouth and Poole Strategic Housing Market Area. The study identifies a requirement for 248ha of employment land for B1, B2 and B8 use classes to be delivered across the Bournemouth and Poole housing market area between 2011 - 2031. Within the housing market area there is a supply of 235ha of employment land that is capable of coming forward for development over this period.

4.27 The level of employment land provision identified in Policy KS5 is necessary to address projected requirements across the housing market area and reflects the availability of employment land across the area and shortages of supply in Bournemouth. Strategic sites of importance to the sub-regional economy are located in Christchurch and East Dorset such as Bournemouth Airport Northern Business Park and Ferndown Industrial Estate. In this respect it is important for the economies of the districts and the wider sub region for sufficient employment land to come forward in Christchurch and East Dorset. On the basis of available supply across the housing market area it is necessary for in the region of 80ha to come forward in Christchurch and East Dorset over the plan period to address future requirements identified in the Workspace Study.

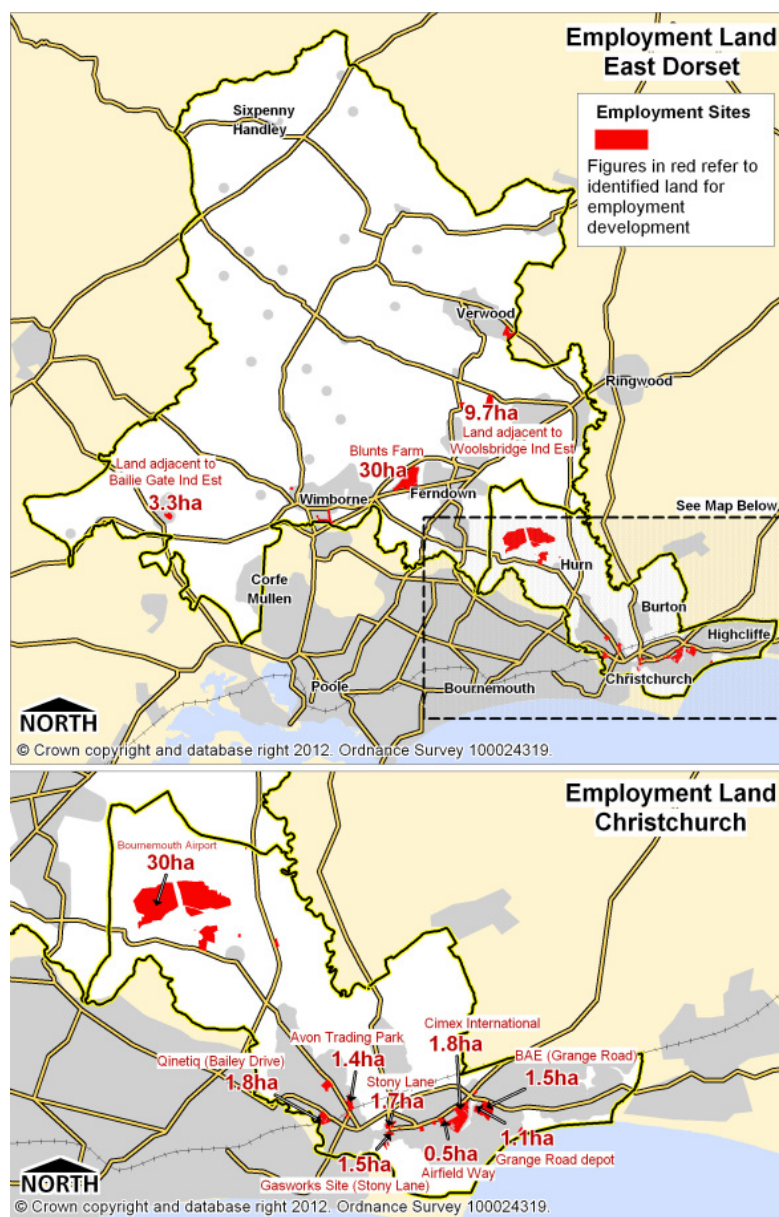
4.28 Projected employment land requirements identified in the Workspace Study cannot be met on brownfield sites alone. In meeting future needs new greenfield employment sites have been identified in East Dorset which are set out in Core Strategy chapters 10,11 and 12. The future economic requirements of Christchurch and East Dorset and the wider sub region provide exceptional circumstances for changes to Green Belt boundaries.

4.29 In order to bring forward significant further employment development at strategic sites, off site transport infrastructure improvements are required. The Core Strategy sets out strategic transport improvements that facilitate further development coming forward at these sites and in relation to development in the wider area in Policy KS10 of the Key Strategy.

Policy KS5

Provision of Employment Land

Employment land supply located in Christchurch and East Dorset will contribute in part to meeting the wider strategic requirement across the Bournemouth and Poole Housing Market Area as identified in the 2012 Bournemouth, Dorset and Poole Workspace Study. 80 hectares of land will be identified to meet the requirements of existing and new businesses. An appropriate mix of premises will be encouraged on employment sites within the portfolio to meet these business needs. Live/work units will be supported for business activity that is acceptable in environmental terms (noise, discharges or emissions to land, air or water) and that will not affect the health, safety or amenities of nearby land.



Map 4.3 Provision of Employment Land

Delivery and Monitoring

4.30 The Council will work closely with landowners and neighbouring authorities to ensure that sufficient employment land is brought forward across the Bournemouth and Poole Housing Market Area to meet projected requirements set out in the Bournemouth, Dorset and Poole Workspace Study (2012). This will require a cross border approach to the use of contributions through the Community Infrastructure Levy for key infrastructure required to enable strategic sites of sub regional importance to come forward.

The Future Role of Town Centres and the Scale and Broad Location of Retail Development

4.31 Most new retail development should be directed to the main town centres including Christchurch, Wimborne, Ferndown and Verwood which are most accessible and have the most development opportunities on previously developed land. This is consistent with the town centre first approach set out in national policy which is intended to enhance the vitality and viability of our key retail centres.

4.32 It is also important that smaller centres in the area receive an appropriate level of future growth to support their vitality and viability, ensuring the provision of essential services and facilities. The Core Strategy sets out options for the role of the centres in the form of a town centre 'hierarchy' which will help to determine the level of retail growth in these locations to 2028. The policy approach towards retail is set out in chapters 5, 8, 10 and 11.

4.33 A Joint Retail Assessment (2008) has been prepared which identifies the future requirements for retail provision in Christchurch and East Dorset and establishes the broad level of retail development that needs to come forward in the main retail centres to maintain and enhance their vitality and viability. This study has informed the requirements for retail floorspace provision set out in Policy KS8 for the period to 2028.

Key Facts

- **Christchurch Town Centre has over 200 shops, 81 of which are comparison retail including national and local comparison stores and national foodstores. Its catchment population for major food shopping is in the region of 40,000 people. (Dorset County Council)**
- **Highcliffe centre has 120 retail outlets, 48 of which are comparison retail. (Joint Retail Study, 2008)**
- **Ferndown Town Centre has about 90 shops of which the large proportion are local, anchored by a major Tesco foodstore. Its catchment population for major food shopping is in the region of 28,000 people.**
- **Verwood has about 40 shops in the main town centre, with additional shopping associated with a Morrison's foodstore. Its catchment population for major food shopping is in the region of 15,000 people.**
- **West Moors Town Centre has about 40 shops.**
- **Wimborne Town Centre has about 160 shops which are primarily local, supported by a new Waitrose. The catchment population for major food shopping is in the region of 18,000 people.**

Town and District Centres

4.34 The role and relationship between retail centres in Christchurch and East Dorset is established through the definition of a Town Centre Hierarchy in Policy KS6 and the broad distribution of retail development in Policy KS8. The purpose of the hierarchy is to define the level of growth that should

be accommodated sustainably within our retail centres according to their economic circumstances, potential for growth and accessibility by public transport, walking and cycling. The hierarchy has been defined in view of the sustainable level of growth which can be accommodated in each of the respective centres that does not lead to an over concentration of growth above and beyond the status of these centres within the hierarchy. The town centre hierarchy has been informed by the Joint Retail Assessment (2008) which was undertaken for Christchurch and East Dorset.

4.35 The hierarchy set out in Policy KS6 changes the status of some of the centres in Christchurch and East Dorset. In some instances where a retail centre can sustainably accommodate a higher level of growth, its position may be elevated in the town centre hierarchy. Christchurch town centre is the main retail centre in Christchurch Borough and will be the focus for future retail development. Highcliffe functions as a district centre and will accommodate a smaller proportion of the Borough's future requirement for retail growth. Barrack Road which was a local centre, is now defined as district centre as it contains a high proportion of commercial units and performs the role of a district centre. Purewell functions as a local centre and existing shopping parades will remain protected by Policy PC4 to serve local needs.

4.36 In East Dorset, Ferndown and Wimborne are identified as town centres and will be the focus for future retail development in the district. Verwood is also defined as a town centre which reflects the needs of the population catchment for this centre. In fulfilling the status of a town centre Verwood will require enhancements in terms of accessibility and retail provision which will be established over the plan period. West Moors is defined as a district centre within the hierarchy as it has a small number of shops and services commensurate with a district centre.

Policy KS6

Town Centre Hierarchy

The town centre hierarchy should be as follows:

Town Centres: Christchurch, Ferndown, Verwood and Wimborne Minster.

District Centres: West Moors, Highcliffe and Barrack Road.

Local Centres: Purewell, Corfe Mullen and West Parley.

Parades: All other clusters of shops.

4.37 It is important that the Town and District Centres are supported to ensure that uses that will support their vitality and viability will be retained and new ones provided. It is equally important that development outside the centres does not harm the function of the centres.

Policy KS7

Role of Town and District Centres

The Town and District Centres are to be the focal point of commercial, leisure and community activity. Their vitality and viability will be strongly supported. Town and District centre boundaries are identified in the area chapters of the Core Strategy, and these will be the focus for town centre uses, including employment, retail, leisure and entertainment, arts, culture, religion, health, tourism, places of assembly, community facilities and higher density housing.

A sequential assessment will be required for planning applications for main town centre uses that are not in an existing centre to ensure that all in-centre options have been thoroughly assessed before less central sites are considered. Where it has been demonstrated that there are no town centre sites to accommodate the proposed development, preference is given to edge of centre locations which are well connected to a centre by means of easy pedestrian access. The sequential assessment will be required for extensions to retail and leisure schemes of more than 200 square metres of gross additional floorspace.

An impact assessment is required for planning applications for main town centre uses not in a centre to assess the impact on town centre vitality and viability, town centre investment plans, and impact on allocated sites outside town centres. Impact assessments are required for applications for retail and leisure developments over 2,500 square metres gross floorspace.

Primary Shopping Areas are identified where retail development is to be focused. Within these, Primary and Secondary Shopping Cores are defined.

1. At ground floor level, support will be given within the Primary Shopping Cores for retail stores (Use Class A1), financial and professional services (Use Class A2), food and drink premises (Use Class A3), non-residential institutions (Use Class D1) and leisure uses (Use Class D2). Non retail uses (other than class A1) will not cumulatively amount to more than 30% of all ground floor units within the Primary Shopping Cores. Additionally, the proposal should not result in more than three continuous frontages being non-retail or leisure uses and shop frontage appearances should be retained.

2. In Secondary Shopping Cores the same uses will be supported as for Primary Shopping Cores along with drinking establishments (Use Class A4), hot food take-aways (Use Class (A5) and hotels (Use Class C1).

Delivery and Monitoring

4.38 The Town Centre Hierarchy establishes the role and function of the retail centres in Christchurch and East Dorset and the level of growth that will be accommodated within the centres. Delivery of the retail strategies for these centres will involve the Councils working closely with landowners to bring forward key sites for development to meet the future needs of the local economy and to enhance the vitality and viability of our centres. Townscape and transport infrastructure improvements will also involve working with Dorset County Council, transport providers, retailers and local organisations such as the Chamber of Trade. During the plan period health checks will be undertaken to monitor the performance of centres and will inform changes in infrastructure requirements. The Councils' retail assessment will also be updated on a regular basis to reflect changes in economic circumstances and future retail requirements to maintain and enhance the vitality and viability of our retail centres.

The Scale and Location of Retail Growth

4.39 The scale and focus for retail growth in Christchurch and East Dorset is in accordance with the Town Centre Hierarchy defined in Policy KS6. The floorspace requirements for the area and individual centres have been informed by the floorspace projections identified in the Joint Retail Assessment (2008). The level of retail floorspace provision is defined in relation to projected housing and population growth over the plan period and the level of available expenditure this creates to support retail growth. The floorspace requirements set out in Policy KS8 are also based on Christchurch and East Dorset maintaining most of their market share of retail expenditure.

4.40 The focus for growth will be the town centres of Christchurch, Ferndown, Wimborne and Verwood which have opportunities for retail growth, are accessible by public transport, walking and cycling and have population catchment areas which require a good range of retail facilities. Highcliffe and West Moors function as district centres and will provide a smaller level of new retail growth in support of overall district level requirements.

4.41 The floorspace requirements set out in Policy KS8 provide a high level assessment of need and future requirements will be reviewed over the plan period to take account of any changes in economic circumstances and population through updates in the Councils' retail assessments.

Policy KS8

Future retail provision

In order for key retail centres in Christchurch and East Dorset to maintain and enhance their vitality and viability, it is important that provision is made for additional retail floorspace to meet the needs of a growing population with associated increasing levels of available retail expenditure. It is also important for our retail centres to maintain their market share of retail expenditure within the South East Dorset sub region and provide the opportunity to increase this market share. In Christchurch there is a projected requirement for in the region of 10,000sqm - 11,000sqm net additional comparison floorspace for the period to 2028 and no requirement for additional convenience floorspace. In East Dorset there is a projected requirement for in the region of 5,000sqm net convenience floorspace and 12,000 - 13,000 net comparison floorspace to 2028. The broad location and level of retail floorspace that could come forward in retail centres across Christchurch and East Dorset contributing towards overall projected requirements is set out below. The Site Specific Allocations Development Plan Document will determine specific sites within the centres where retail development can take place.

Christchurch:

Christchurch Town Centre:

- Comparison Retail Floorspace: 8,000sqm
- Convenience Floorspace: No additional requirement to 2028

Highcliffe Centre:

- Comparison Floorspace: 800sqm
- Convenience Floorspace: No additional requirement to 2028

East Dorset:

Ferndown

- Comparison Floorspace: 5,200 sqm
- Convenience Floorspace: 3,600 sqm

Verwood

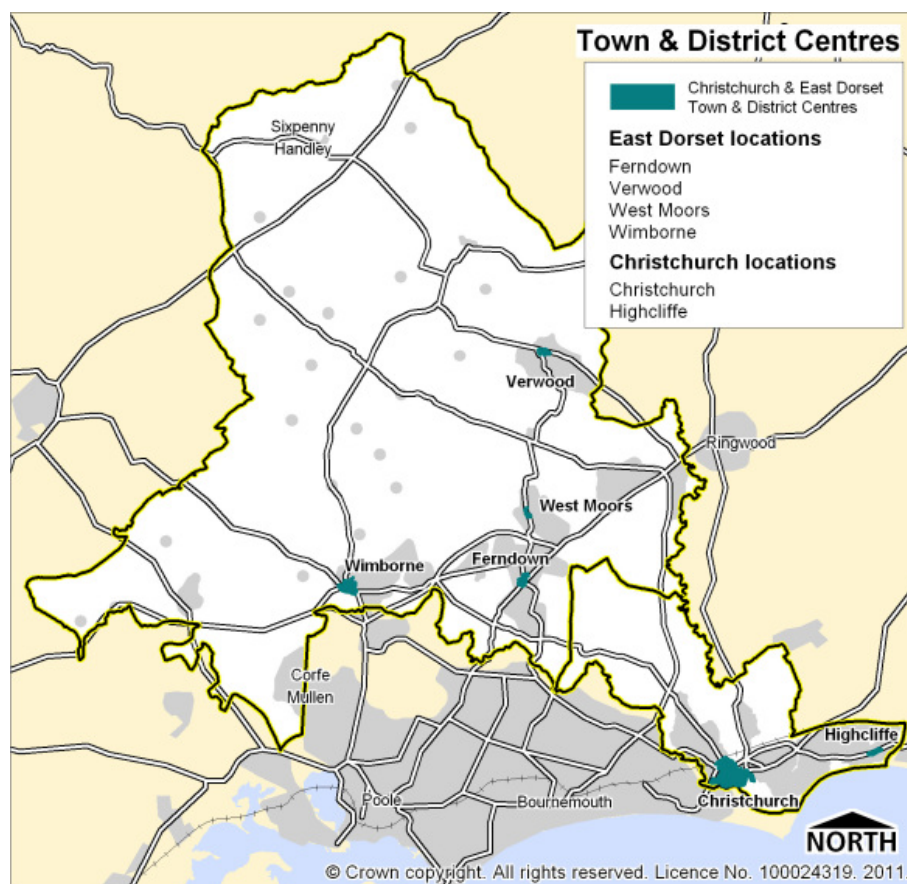
- Comparison Floorspace: 1,150 sqm
- Convenience Floorspace: 700 sqm

West Moors

- Comparison Floorspace: 550 sqm
- Convenience Floorspace: 110 sqm

Wimborne Minster:

- Comparison Floorspace: 6,650 sqm



Map 4.4 Future Retail Provision

Delivery and Monitoring

4.42 The projected floorspace requirements for Christchurch and East Dorset have been informed by the Joint Retail Study (2008). These projections are not intended as fixed targets but have informed the level of retail development required to maintain and enhance the vitality and viability of our retail centres. Retail floorspace requirements will be monitored and updated on a regular basis during the plan period.

Meeting Strategic Transport and Accessibility Needs

4.43 Minimising the impact of travel

4.44 Christchurch Borough and East Dorset District Councils fully support the principle of sustainable transport and are keen to promote proposals and strategies which reduce single occupancy car use and provide accessible services across Christchurch and East Dorset. A lack of suitable alternatives to the car creates congestion and pollution, and those people without a car face issues of social exclusion and isolation. Development will be located in the most sustainable locations, focused in the urban areas, the South East Dorset Conurbation, along and at the end of the Prime Transport Corridors. The priority should be to locate new residential development in close proximity to employment facilities and services, where good public transport exists, or where services and infrastructure can be improved.

4.45 Within the rural areas of East Dorset there is a high level of car dependency and the dispersed settlement pattern makes it difficult to provide realistic alternatives to the private car. It is necessary therefore to recognise the importance of the car in enabling the population of the more rural northern part of East Dorset to access employment, services and leisure whilst also attempting to reduce this dependency where possible.

4.46 In the more urban southern part of East Dorset and Christchurch there are different transport challenges. One of the main contributors to congestion and air pollution in the urban areas of Christchurch and East Dorset is peak hour commuter traffic on the prime transport corridors. Managing traffic on these routes is fundamental to the delivery of a sustainable transport network. This will be facilitated by offering a range of transport options to encourage alternatives to car usage.

4.47 Transport strategy

4.48 The Core Strategy is primarily guided by the South East Dorset Transport Strategy and the North East Dorset Transport Strategy and the Bournemouth, Poole and Dorset Local Transport Plan (LTP3) for the period 2011 - 2026. The Local Transport Plan sets out the local transport investment programme over the next 15 years. The policies developed in this Core Strategy directly reflect the recommendations from the Transport Strategy contained within the Local Transport Plan.

4.49 Proposed development will increase journeys in and around Christchurch and East Dorset as people commute and travel to a wide variety of destinations. However there is little surplus road capacity available on the main routes into and around the conurbation during peak periods and significant increases in capacity for general traffic are not feasible. Better use of existing transport infrastructure and the provision of new sustainable transport infrastructure will be required. Extra capacity can be achieved by the development of an improved public transport network in conjunction with a series of junction and online improvements. This will be supported by a package of improvements to footpaths, cycle routes, signing and the public realm.

4.50 The strategic transport improvements identified for the B3073 including Blackwater Junction in Policy KS10 and the proposals for new walking and cycle routes set out in Policy KS9 will not involve any loss of European designated habitats. Improvements to the Blackwater Junction should be designed to avoid encroaching onto Town Common SSSI and new walking and cycle paths should be routed to avoid any fragments of the heathland sites and the River Avon sites.

4.51 As the County Council is the authority responsible for the provision of transport in Christchurch and East Dorset, the Councils will continue to work closely together to deliver the required sustainable development alongside the transport improvements. In some cases transport improvements will need to be provided outside of the plan area, which will require joint working with Borough of Poole, Bournemouth Borough Council, Hampshire County Council and the Highways Agency as the relevant Transport Authorities. Other strategic decisions on transport issues are taken by external bodies, including the rail industry and bus operators.

4.52 Policy KS10 sets out key strategic schemes to be delivered during the plan period. The Local Transport Plan Implementation Plan and the Core Strategy Infrastructure Delivery Plan provide a comprehensive list of schemes which will be updated during the plan period.

Policy KS9

Transport Strategy and Prime Transport Corridors

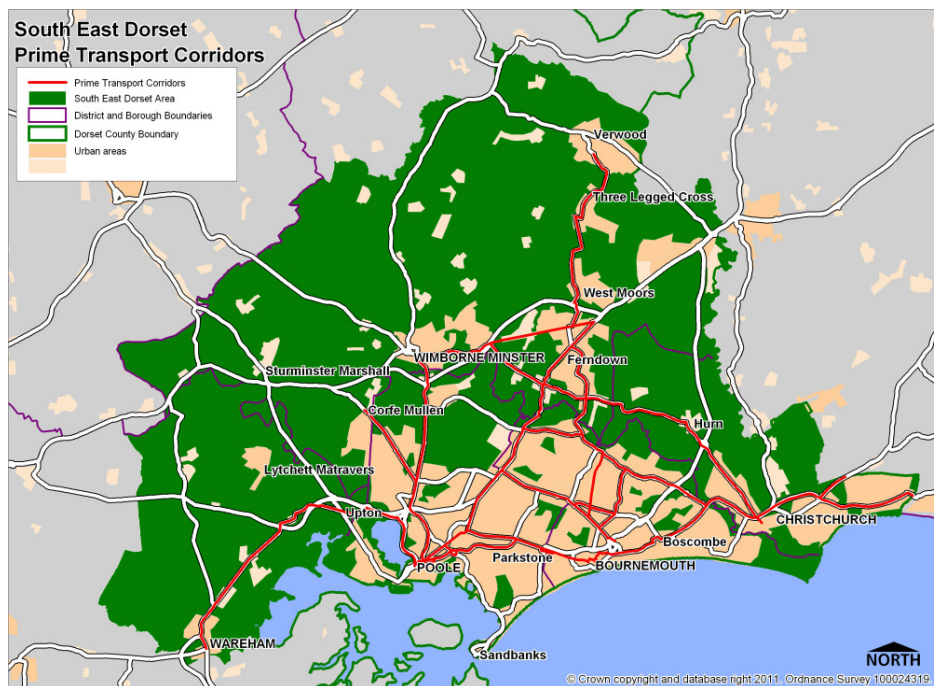
In accordance with the Local Transport Plan (LTP3) development will be located along and at the end of the Prime Transport Corridors in the most accessible locations and supported by transport improvements that will benefit existing and future communities. Higher density development will be located in an around town centres and Prime Transport Corridors in order to reduce the need to travel.

Improvements will be made to Prime Transport Corridors to include junction improvements, traffic management, enhanced public transport services and improvements to walking and cycling. The following corridors are proposed for improvement:

- **A35 Iford Bridge - Fountains roundabout - Stony Lane roundabout - Somerford roundabout - Roeshot Hill - Hampshire boundary.**
- **B3073 Christchurch town centre - Bargates - Fairmile - Blackwater Interchange. (A338 junction)**
- **B3073 Wimborne town centre - Longham mini roundabouts - Parley Cross - Chapel Gate - Hurn roundabout - Blackwater Interchange. (A338 junction)**
- **B3073 Wimborne town centre - Wimborne Road West and East – Ferndown.**
- **B3072 Ferndown - West Moors - Three Legged Cross – Verwood.**
- **A348 Bournemouth boundary - Longham mini roundabouts - Ferndown.**
- **A347 Bournemouth boundary - Parley Cross - A348 junction.**
- **A337 Somerford roundabout - Highcliffe - Hampshire boundary.**
- **B3074 Poole boundary through Corfe Mullen.**
- **A349 Poole through to Wimborne Minster.**

The Local Transport Plan (LTP3) includes the following proposals which will support the development proposed in this Core Strategy:

- Improve walking, cycling and bus access to Christchurch and Hinton Admiral railway stations to help encourage greater use of rail services. This will be supported by the improvement of the facilities provided at the stations such as cycle parking, co-ordinated bus and rail timetables and improved waiting facilities,
- Improvements to public transport (bus and rail) with more frequent services within the urban areas in particular, bus priority measures, an expansion of Real Time Information at bus stops and use of smartcard technology,
- Walking and cycling improvements within and between the urban areas,
- Travel Plans to encourage working from home and car sharing to work to help reduce congestion levels and the level of parking provision required at employment locations,
- In the rural area, community travel planning will be encouraged for example Community Travel Exchanges will provide opportunities for car sharing, community car clubs and access to other shared services,
- Enhancement and protection of the existing rights of way network and trailways to provide off road walking and cycling links between suburban and rural areas,
- Traffic management measures will be implemented to improve junctions, reduce vehicle speeds, improve road safety, enhance the environment for pedestrian and cyclists in urban and rural areas and reduce the diversion of traffic on to inappropriate routes, and
- Provide opportunities for sustainable freight movement where possible.



Map 4.5 Prime Transport Corridors

Improving Connectivity to Support Development

Policy KS10

Strategic transport improvements

The South East Dorset Transport Strategy recommends the following strategic transport improvements to support future development. Development will contribute towards their delivery through the payment of the Community Infrastructure Levy:

Medium Term (2014 – 2019)

In Christchurch the following improvements are required to accommodate borough wide development to 2028 including the Christchurch Urban Extension:

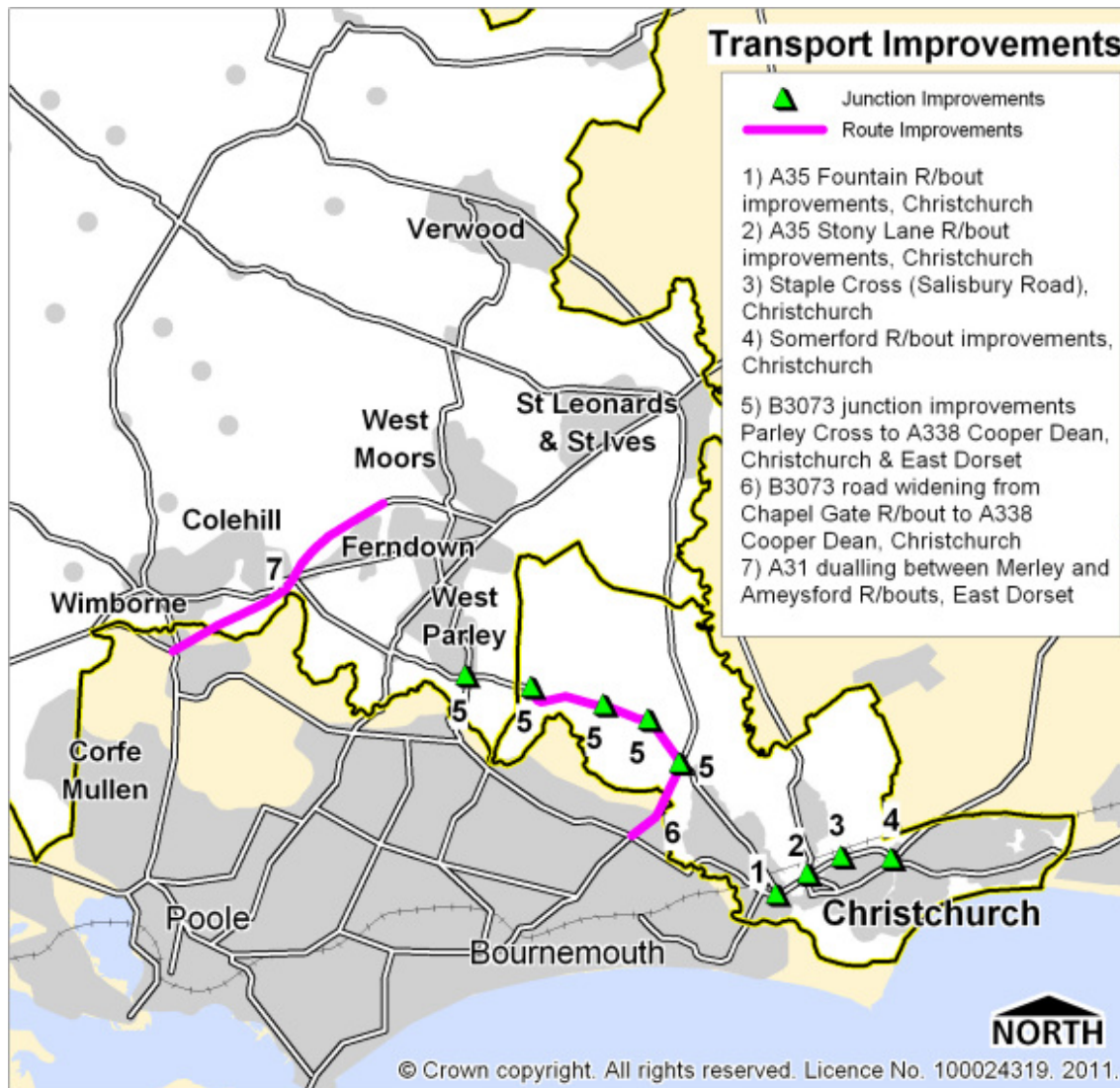
- A35 Fountains roundabout, Stony Lane roundabout, Staple Cross (Salisbury Road), Somerford roundabout junction improvements.

The following improvements and road widening are required to accommodate wider growth across the South East Dorset sub region including further employment development at Bournemouth Airport, the Airport Business Park and any new neighbourhoods created in the West Parley area:

- B3073 junction improvements from Parley Cross to A338 Blackwater.
- B3073 road widening from Chapel Gate roundabout to Blackwater Junction and along the A338 to the Cooper Dean junction.

Long Term (2020 - 2026)

- A31(T) dualling between Merley - Ameysford (Highways Agency scheme).



Map 4.6 Strategic Transport Improvements

Delivery and Monitoring

4.53 These policies will be implemented in partnership with the other SE Dorset authorities and transport providers through the development management process, and as set out in the Local Transport Plan and the Core Strategy Implementation Plans.

4.54 The effectiveness of the policies will be monitored by Dorset County Council, being Transport Authority as part of the Local Transport Plan process.

Supporting access to development

4.55 Good accessibility to a range of facilities is an important element of planning sustainable communities. All future development will be planned to ensure excellent opportunities for walking, cycling and public transport. The councils will support the delivery of transport schemes that aim to reduce the need to travel by private car and improve accessibility within and around the South East Dorset conurbation by non-car modes.

4.56 Where necessary, development should be accompanied by improvements to public transport, including car sharing and for cycling and walking. Where appropriate, mixed use development will be encouraged so that people can work closer to where they live, or work from home in order to reduce congestion and widen travel choice.

4.57 All major development proposals that have significant transport implications (as defined in the national Guidance on Transport Assessment (2007) or any superseding national guidance or Local Development Document) will need to be accompanied by a transport assessment and comprehensive travel plan. The Councils will seek to ensure the transport impact of any new development is fully mitigated, principally through reducing and managing the need to travel, especially by single occupancy private car. Developers will be expected to work with the Borough, District and County Councils, and the Highways Agency where appropriate, to ensure the mitigation of residual trips (for example through contributing to those schemes identified in the Local Transport Plan: Implementation Plan).

4.58 A primary planning consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for pedestrians, cyclists and occupants of vehicles. Equally important is the need to ensure that development related trips do not create new or exacerbate existing highway safety issues. All new development is required to address the transport implications of that development.

4.59 The Government publications 'Manual for Streets' and 'Manual for Streets 2' contain guidance on the design of streets and roads and encourage a shift of priority away from motorists and towards pedestrians, cyclists and public transport. It makes a distinction between roads and streets in that streets should be inclusive for all and attractive places in their own right rather than just corridors for traffic. Developers should have regard to these principles and seek to create high quality environments that are well designed and that encourage travel by modes other than the car.

4.60 Development proposals that involve a new direct access on to the primary route network will generally not be permitted in order to maintain traffic flow and reduce safety concerns. Exceptions will be made where the type of development is such that it requires a primary route location, such as road side service stations and rest areas.

Policy KS 11

Transport and development

The Councils will use their planning powers to influence development so that it reduces the need to travel, provides improved access to key services and facilities and promotes alternative modes of travel. Development will be permitted where mitigation against the negative transport impacts which may arise from that development or cumulatively with other proposals is provided. This shall be achieved through the submission of a transport assessment or transport statement, and where appropriate:

- i. contributions towards local and strategic transport improvements in line with the authorities' contributions policy;
- ii. contributions to transport modelling work;
- iii. the provision of new and the improvement of existing public transport, pedestrian and cycle routes;
- iv. the provision of travel plans to promote sustainable travel patterns such as park and change, car sharing and car clubs; and
- v. the implementation of works to the highway.

Development should be in accessible locations that are well linked to existing communities by walking, cycling and public transport routes. Development must be designed to:

- provide safe, permeable layouts which provide access for all modes of transport, prioritising direct, attractive routes for walking, cycling and public transport;
- provide safe access onto the existing transport network;
- allow safe movement of development related trips on the immediate network; and
- minimise the number of new accesses on to the primary route network.

Parking for development

4.61 The availability of car parking can have a significant effect on people's choice of transport. Accordingly, past parking policy has sought to restrict levels of parking associated with new development in order to reduce the use of the car and promote more sustainable modes of transport. Car parking can also occupy a great deal of space and therefore impact upon the appearance of development and the efficient use of land. Given the rural nature of much of East Dorset and the limited availability of high frequency public transport, it is considered inappropriate to under-provide for parking. Insufficient parking associated with new development can lead to inappropriate parking on streets, footways and verges creating highway safety problems and unsightly environments. Flexibility is therefore required to reflect the availability of non-car alternatives which might impact on the requirement for parking spaces. Parking provision should be appropriate for the type and scale of development and its location. The Core Strategy will aim to ensure the provision of high quality cycle parking to encourage a modal shift away from the car. Parking provision guidance for residential and non-residential uses is set out in the Local Transport Plan supporting document and has been considered as part of the wider transport strategy.

Policy KS 12

Parking Provision

Adequate vehicle and cycle parking facilities will be provided by the developer to serve the needs of the proposed development. Cycle and vehicle parking for residential development should be of the highest quality design and use land efficiently. Development proposals should make provision for parking in accordance with the Local Transport Plan parking guidance, including provision for parking for people with disabilities.

