

11. Policies and Proposals for West Moors

Introduction

- 11.1. This Chapter of the Deposit Plan sets out the particular policies and proposals which will apply to West Moors during the period covered by the Local Plan up to 2011. General land-use policies towards all development in East Dorset are contained in Chapter 6, and general transport proposals in Chapter 7. These apply to the West Moors area as they do to the rest of the District. The policies and proposals will be used as a basis for development briefs where these are required and for development control.
- 11.2. Chapter 7 also contains the preferred route for the West Moors Bypass. This major road scheme runs to the west of West Moors and is a part of the wider improvements to the B 3072 between Verwood and Ferndown. Previously the Consultative Document for the Local Plan described four options, all on the western side of West Moors together with a summary of their advantages and disadvantages.

The Character of the Area

- 11.3. West Moors lies on the north-western side of the shallow valley of the Uddens Water and its tributary, the Mannington Brook. South of Uddens Water the land rises again to the ridge on which Ferndown stands. The A31 Ferndown Bypass, following the open land of the Uddens valley, is a further feature separating West Moors from Ferndown. West of the Mannington Brook the land rises across the lower slopes of the Holt Heath National Nature Reserve.
- 11.4. Most of West Moors is modern, and it contains few houses built before the end of the last century. Largely because of this there are no parts of the settlement that have been considered sufficiently important, historically or architecturally, to warrant designation as a Conservation Area. However, there are a number of housing areas of particular character and quality. The settlement is surrounded by the South East Dorset Green Belt, whose boundaries were defined in the Local Plan for Ferndown, West Moors and West Parley in 1989.
- 11.5. The population contains a relatively high proportion of elderly people. However there is also a significant number of children among the remainder of the population. The needs of both groups are reflected in the local facilities.
- 11.6. The main shopping centre in the village, which consists solely of small shops with no large, modern supermarkets, lies in the north-western part of the village along the increasingly busy Station Road. There is a small off-street car park and some further off-street parking provided by the shops themselves. The environment on Station Road is poor, partly because of the heavy flows of traffic, and proposals have been made for a paving and environmental enhancement scheme. There is a second, smaller parade of shops in the south east at Pinehurst Road close to its junction with the A31 Ringwood Road.
- 11.7. Along Station Road are a number of community facilities, including St. Mary's Church, First School, library, village hall, bowls club and behind them the Fryer Playing Field, with a youth club building and pavilion. Oakhurst First School and the West Moors Middle School are some little distance away, in the south-eastern part of the built-up area. In general, West Moors is relatively well provided with facilities, although all are of modest size, and some may require modernisation during the period of the Plan.

Chapter 11: Policies and Proposals for West Moors

- 11.8. West Moors is lacking in public open space, including sports fields, although land has recently been purchased to extend the Fryer Playing Field.
- 11.9. To the north of West Moors is a small industrial area at Gundrymoor (Kingfisher Park) which provides some employment in the immediate locality. To the north east is a major defence facility, the West Moors Petroleum Depot, much of which lies among heathland designated as a Site of Special Scientific Interest. However, in general West Moors is a commuter settlement, with a daily outflow of workers to neighbouring settlements and to the coastal towns.
- 11.10. South of the Petroleum Depot and closely bordering the built-up area is the large woodland area of the 'West Moors Plantation'. This provides valuable access for informal countryside recreation.
- 11.11. West Moors relies solely on the B3072 for north-south movement through the settlement and to provide links with the remainder of the District. Even within the village, this is the only road that crosses the line of the former railway. The only significant east-west route is provided by Pinehurst Road which connects the southern part of Station Road with the A31 Ringwood Road. Only left-turning movements are possible at the junction with the A31. The Azalea roundabout on the A31 north-east of the Pinehurst Road junction has hitherto provided a means of returning towards Ferndown and Poole for traffic emerging from Pinehurst Road, but it is the intention of the Department of Transport to remove this roundabout, although this is opposed by the District Council. If this is carried out, the junction on the B3072 Station Road with the Ferndown Bypass would become the main junction for westbound or southbound traffic from West Moors onto the A31.
- 11.12. Station Road is also a main through route for traffic from Verwood and Three Legged Cross in the north. The proposed development at Verwood will add to the traffic growth experienced in recent years.

Proposals

- 11.13. West Moors is closely bordered by major areas of land designated as Sites of Special Scientific Interest, as proposed Special Protection Areas under the Birds Directive, as candidate Special Area of Conservation under the Habitats Directive and as sites proposed to be designated under the Ramsar Convention on wetlands. These lie to the north, east and west of the settlement. The western and southern edges of the built-up area are constrained by the important landscape features of the valleys of the Mannington Brook and Uddens Water and areas of land prone to flooding. These areas, together with the adjoining countryside surrounding the settlement, fall within the South East Dorset Green Belt, the inner boundary of which was defined in the Ferndown, West Moors and West Parley Local Plan, adopted in 1989. It is not considered that there are any exceptional circumstances which would warrant modifications to the Green Belt boundaries around the urban area.
- 11.14. The proposals permit modest housing growth from windfall sites within the built-up area. This redevelopment and infilling, including any development in the commercial centre, is expected to take place without substantial changes to the overall form and character of the settlement.
- 11.15. The major transportation proposal that effects this part of the plan area is the construction of the West Moors Bypass, which will link to the A31 in the south and the proposed new road at Three Legged Cross in the north. The preferred option for this road is set out in Chapter 7. This proposal will affect the Fryer Playing Field, and this option is therefore accompanied by proposals for alternative land for the playing field extension.
- 11.16. Listed below, not in any order of significance, are the other key proposals:

Chapter 11: Policies and Proposals for West Moors

- the maintenance and improvement of the centre of West Moors as local shopping centre serving the village
 - encouragement for the maintenance of a high quality environment for residential areas, and a high standard of layout and design in all new developments
 - provision of extensive areas of open space and the protection of existing open spaces
 - designation of areas of special protection to safeguard the particular quality of certain urban areas
 - provision for traffic management, road improvements and facilities for cyclists and pedestrians.
- 11.17. There are no general prerequisites for development in the West Moors area. Developers will be expected to provide for particular prerequisites for the development of their individual sites, including public open space, highways, footpaths and cycleways, street lighting, drainage, boundary treatment, landscaping within their sites, for adequate connections to the highway network and for local improvements to the highway network where these are necessary.

Housing

'Windfall' Sites

- 11.18. Development on 'windfall' sites within the built-up areas of West Moors is expected to continue during the Plan period. In the past, this type of site has provided a wide variety of housing including flats, retirement homes and individual houses. From their nature, the number of dwellings on these sites cannot be predicted accurately for individual areas, depending as they do on the varied decisions of private landowners. Development on windfall sites will be permitted subject to the policies set out in Chapter 6 of this Deposit Plan.

Affordable Housing

- 11.19. In common with the rest of East Dorset, West Moors is an area of relatively high house prices. It is likely that this will lead to a continuing need for 'affordable housing' for local people throughout the Plan period. Under Policy HODEV5 (para 6.188), the Planning Authority will seek to negotiate that a suitable proportion of housing on all larger sites, including 'windfall' sites, should be provided to meet this need, taking into account the housing situation at the time, and the character of the site. It is expected that a proportion of affordable housing will be provided on the larger windfall sites which come forward during the plan period.
- 11.20. The proportion of this type of housing will be determined in the light of the need for affordable housing at the time of development and negotiation with the intending developers. It will be a requirement that secure arrangements are made to ensure that the benefit of the affordable housing is enjoyed by successive as well as by initial occupiers, unless the affordable housing is controlled by a registered social landlord. However, because of the low density character of the settlement area as defined on the Proposals Map, it is likely that the number of sites of a suitable character will be very limited and those in need of affordable housing may have to expect to be housed in nearby settlements.

Industry

Level of Growth and the Location of New Industry

- 11.21. No proposals are made for additional industrial development at West Moors. However there is an existing established area of industry, excluded from the Green Belt, at

Chapter 11: Policies and Proposals for West Moors

Gundrymoor on the road to Three Legged Cross where it is envisaged that further development or redevelopment would be considered on its merits subject to the general development criteria contained in Chapter 6 and provided that it did not involve expansion into the Green Belt. Part of the Woolsbridge Industrial Estate falls within West Moors parish: this area, although developed, was shown as part of the Green Belt in the adopted Local Plan for Ferndown, West Moors and West Parley, while the remainder of the industrial estate in Verwood parish was excluded from the Green Belt. For consistency the built-up area in West Moors parish is now also excluded from the Green Belt in this Plan (see para. 6.94 and Policy GB1).

Shopping

- 11.22. In West Moors, where new housing will be limited, the need to provide for additional shopping floorspace is also likely to be small, particularly in view of the settlement's closeness to Ferndown town centre and to the recently opened superstore at Trickett's Cross. Good quality housing areas extend up to the borders of the present centre and further limit the scope for its outward extension.
- 11.23. Redevelopment and extensions within the existing centre, on the other hand, would be desirable to strengthen its role and would provide accommodation for small, local businesses. Development proposals would be subject to the policies set out in Chapter 6. In particular the proximity of good quality residential areas should be taken into account. It will also be important to ensure that, wherever practicable when redevelopment takes place, rear service access is provided.

11.24. Policy WM1

Development and redevelopment in the commercial centre of West Moors as defined on the proposals map will be encouraged under Policy SHDEV1 (para 6.236). Any such developments must be designed and sited so as to safeguard the environment of residential properties in adjoining areas.

- 11.25. An improvement scheme has been recently carried out in Station Road in the commercial centre of West Moors. When the West Moors Bypass is constructed, thereby relieving traffic flows through the centre of the village, there will also be an opportunity to reduce the speed of the remaining local traffic through calming measures, which will also be essential to ensure the full transfer of through traffic onto the Bypass.

Community Facilities

- 11.26. The library service to the Local Plan area is provided by the County Council. The West Moors library is located at the junction of Station Road and Moorlands Road and has sufficient space for an extension to be built on land immediately to the north.

11.27. Policy WM2

Land for an extension to the West Moors Library will be reserved on the adjacent land to the north of the present building.

Open Space and Recreation

Fryer Playing Field Extension and the West Moors Bypass

- 11.28. The proposed route for the West Moors Bypass will take part of the existing Fryer Playing Field, restricting the use of the remaining land, and will run through and largely sever from it a substantial additional area which was recently purchased to provide an

Chapter 11: Policies and Proposals for West Moors

extension to the playing field. While all this land - other than the strip to be taken for the road - will remain as public open space, its usefulness and extent will be diminished. A pedestrian bridge will be provided as part of the Bypass scheme to provide a safe route between the two open space areas, and to carry the footpath (West Moors footpath 5) that leads westwards to Newman's Lane and Holt Heath, and which here will also form part of the Castleman Trailway. High fencing is likely to be needed alongside the new Bypass road which will allow the land to continue in use for sport without danger to traffic.

- 11.29. However, despite these measures, additional land will be required to provide adequately for the extra playing fields long planned for this area. Land east of the Bypass, between Riverside Road and footpath 5, will be used for this. This will adjoin other land recently acquired for open space to the rear of Garden Court and together these will form an area usable for formal and informal recreation.
- 11.30. In the long term, it was expected that a new sports pavilion would have been provided to serve the extended Fryer Field. This new pavilion will still be required, but will need to be sited further south so that it can easily serve the whole of the Playing Field area including the new land north of Riverside Road.
- 11.31. It is also intended that Hatchard's Copse and the wet meadowland running north along the east bank of the Mannington Brook should become a Local Nature Reserve. A corner of Hatchard's Copse will be affected by the proposed Bypass route. The land required for the Bypass will be excluded from the Reserve.

11.32. Policy WM3

Land extending to 3.6ha (8.9 acres) between the existing Fryer Field and Riverside Road will be developed for public open space, including sports pitches. A new pavilion will be developed to serve the extended sports field area. Other than the land required for the Bypass, the existing public open space will remain in that use, with Hatchard's Copse and the meadowland on the east bank of the Mannington Brook being used as a Local Nature Reserve.

Other Open Spaces

- 11.33. Within the built-up area are a number of other small open spaces, used for amenity or recreation which have been provided as part of developments in the past. District wide Policy RCDEV1 (para 6.212) will apply to these areas which frequently lack the formal status of public open space.

Countryside Recreation

- 11.34. Part of the Forestry Commission's West Moors Plantation is already used informally as open space. It contains a clearing provided by the Commission. The area is adjacent to one of the most densely developed parts of West Moors, which has a high child population. The following proposal is included solely to secure the continued use of this existing facility and relieve the problem to adjacent properties of parking by users of the open space. It does not necessarily imply any change in the ownership or physical character of the existing area. This open space will be maintained and planted to an acceptable standard.

11.35. Policy WM4

Land north-east of Oakhurst Road, West Moors, extending to approximately 4 hectares (10 acres) will be used for public open space. Parking will be provided for a small number of cars within the site.

Conservation and Countryside

Nature Conservation

11.36. There are major areas of nature conservation importance close to West Moors. These include the Holt Heath National Nature Reserve (NNR) to the west of Newman's Lane, which is one of the largest remaining heathlands in Dorset, and the heathlands at the West Moors Petroleum Depot. Both are Sites of Special Scientific Interest (SSSIs), Special Protection Areas (SPAs) under the Birds Directive and candidate Special Areas of Conservation (SACs) under the Habitats Directive. Holt Heath is also proposed as a Ramsar site. The Moors River to the East of West Moors is also an SSSI and is of great nature conservation importance. These areas will be protected under the policies set out in Chapter 6 as well as by national policies and under relevant international obligations. The intention to conserve Hatchard's Copse and the streamside meadows on the east bank of the Mannington Brook has already been noted in connection with the public open space proposals set out earlier in this Chapter.

Urban Conservation

11.37. Hitherto, within West Moors, there has been no area considered to be of sufficient architectural or historic significance to be designated as a statutory Conservation Area. Nevertheless, there are some areas which have a unique quality, created by the low density of development, the presence of numerous mature trees and shrubs, or the attractiveness of groups of buildings. These are principally the areas around Moorside Road, Moorlands Road, Glenwood Road, The Avenue, Denewood Road, Woodside Road and Highfield Road and Riverside Road. It is intended that new development within these areas should respect and maintain this character. Policy BUCON6 (para 6.136) will apply to these areas, as shown on the Proposals Map.

Transport

11.38. The guiding policies on highways and transportation are found within the general policies contained in Chapter 6. These policies relate to cyclists, pedestrians, traffic management, heavy goods vehicles, environment and landscape, public transport, parking facilities and servicing.

11.39. Chapter 7 contains details of the 'Local Plan Road Improvement Programme' and details the major highway schemes, including trunk road schemes, which are proposed for the period up to 2011. This includes the proposal for the West Moors Bypass.

11.40. This Chapter (Chapter 11) contains more local highway and transportation schemes for West Moors and should be read in conjunction with Chapters 6 and 7.

Road Hierarchy

11.41. The 2011 hierarchy of roads for West Moors, as defined in Chapter 6 and described in Appendix A, is shown in Figure 11.1.

Pedestrians and Cyclists

11.42. The network of minor roads provides satisfactory local routes for cyclists and pedestrians through much of West Moors. However, problems can occur where pedestrians and cyclists are required to use or to cross busy roads. The problems and requirements of pedestrians and cyclists are being considered by the Highway and Planning Authorities with the aim of improving facilities for pedestrians and cyclists and identifying suitable pedestrian and cycle routes.

- 11.43. Measures to encourage cycling by making it safer and more attractive will be carried out. Such measures may include separation of cyclists from other road traffic, shared pedestrian and cycle routes, facilities to cross roads carrying a heavy traffic flow, restrictions on parking and speed control facilities to slow motorists where separation is impossible. While opportunities will be taken where they arise, and where finance permits, Chapter 7 lists the programme of schemes which the Highway Authority propose to carry out during the Plan period. These are included in this Chapter.

Figure 11.1 West Moors Road Hierarchy 2011

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Castleman Trailway

- 11.44. The former railway line passing through West Moors encouraged the creation of a trailway which will eventually form part of the long distance 'Castleman Trailway' between Poole and Ringwood. Parts of the railway have been lost to development. The opportunity has therefore been taken to avoid these local problems by routing the trailway through forestry land and along existing rights of way on the section between West Moors and Ferndown. To the east of West Moors, the trailway largely follows the former railway. The following proposal is for its completion. Long term protection of the trailway will be provided by Policy TRANS8 (para 6.352). When the West Moors Bypass is built, this will provide a second cycle link following the carriageway, from West Moors to the top of Ameysford Road. The Trailway will be carried over the West Moors Bypass on a bridge.

11.45. Policy WM5

A trailway will be created from Station Road, West Moors to the northern end of Ameysford Road at Ferndown using existing rights of way, and from Avenue Road eastwards to connect to the former railway to the east. A link will be provided to this route from Moorlands Road.

Other Recreational Routes

11.46. An integral part of the proposals to improve the B3072 from Ferndown to Three Legged Cross will be the provision of a separate cycle and pedestrian facility. It is intended to provide a shared cycleway and footway adjacent to the proposed West Moors Bypass (see Chapter 7). A cycle facility will also be provided along the B3072 between the West Moors Bypass and the Three Legged Cross Link Road (see Chapter 13) when the planned widening of this stretch of the B3072 is carried out. Together, these proposals will provide a cycle and pedestrian link from West Moors south to Ferndown and north to Three Legged Cross.

11.47. Policy WM6

A shared use cycleway/footway will be provided along the eastern edge of the proposed West Moors Bypass. This will be continued north from the West Moors Bypass to the Three Legged Cross Link Road.

Major Road Schemes

West Moors Bypass - see Chapter 7

Other Road Proposals

Junction of Station Road and The Avenue

11.48. The junction of The Avenue and Station Road has poor visibility and is on a bus route. An improvement by the provision of visibility splays and/or traffic signals is proposed.

11.49. Policy WM7

Visibility splays and/or traffic signals with a pedestrian phase will be provided at the junction of The Avenue and Station Road.

Junction of Station Road and Pinehurst Road

11.50. The junction of Station Road with Pinehurst Road is one of the busiest within West Moors, being the junction of the two main routes through the settlement. It will be improved to reduce vehicular conflict and to improve safety by the introduction of traffic signals. As this will not take any additional land outside the highway, it is not the subject of a formal policy proposal in this Plan.

Car Parking

11.51. The amount of off-street parking available in West Moors is considered likely to be adequate to cater for shoppers' needs for the foreseeable future. No proposals are made for further car parks, but the situation will be monitored and, if necessary, new proposals will be brought forward in the review of the Local Plan.