

### 11. Ferndown and West Parley

#### 11.1. Introduction

- 11.1.1. Ferndown lies in the south-east of the council area separated from Bournemouth by the River Stour and its floodplain. The parish includes the historic villages of Longham and Hampreston and has a population of around 18,600 with a significant proportion of these (36.9%) being over the age of 65. West Parley has a population of about 3,500 with a similar age profile to Ferndown Parish.
- 11.1.2. Ferndown and West Parley Commons are the only remaining parts of heathland adjacent to Ferndown and hence a large proportion of the area lies within the 400m protected heathland buffer. The settlements are also constrained by the surrounding Green Belt.
- 11.1.3. There is a scattering of scheduled barrows adjacent to and within the built-up area of Ferndown and a large hillfort at Dudsbury Camp on higher ground overlooking the River Stour.
- 11.1.4. There is very little social housing in the area, with over 80% of housing in Ferndown, and over 90% in West Parley, being owner-occupied. There is a high proportion of detached properties including bungalows.
- 11.1.5. The Ferndown Industrial Estate (along with Uddens Trading Estate and East Dorset Trade Park) is the largest single employment site in Dorset. Adjacent to the boundary but within the BCP Council area are the business parks at Bournemouth Airport which offer further large-scale employment opportunities.
- 11.1.6. Ferndown town centre has a wide range of shopping facilities as well as less accessible out-of-town stores to the north-east of the town at Trickett's Cross. West Parley village centre is a large parade of shops at the crossroads.

#### 11.2. Vision

- 11.2.1. In 2038 Ferndown and West Parley will:
  - retain their own distinct identity from each other and from Bournemouth and Poole;
  - retain strong links with Bournemouth and Poole through improved cycle and pedestrian links and improved public transport links;
  - have improved links to the surrounding countryside and nearby towns through the provision of cycle and pedestrian routes and public transport; and
  - see an increase in housing and in particular family housing, to allow people to live in the area;

- West Parley will have enhanced retail and local service provision;
- Ferndown will be a place where people and businesses want to locate and grow.

### 11.3. Development strategy

- 11.3.1. Ferndown is one of the largest settlements in the east of Dorset and sits in the top tier of the retail hierarchy as a town centre. Proposed development at West Parley will expand the existing retail provision so that it becomes a district centre within the retail hierarchy.
- 11.3.2. There are several key employment sites at Ferndown which provide locations for businesses across the wider area. Other sites are also allocated but to date have not been fully implemented and these will continue to provide space for employment development. These sites are:
- Blunts Farm, Ferndown (approximately 30 ha); and
  - East of Cobham Road, Ferndown (approximately 8.5 ha).
- 11.3.3. A further new site is being proposed for smallscale employment uses between the A348 Ringwood Road and B3073 Christchurch Road at Longham.
- 11.3.4. A number of residential sites were allocated<sup>9</sup> prior to the formation of Dorset Council and as yet remain undeveloped. These are:
- Green Worlds, Ringwood Road, as a redevelopment opportunity on the northern edge of the town with the potential for around 70 new homes;
  - East of New Road, West Parley, which will deliver around 320 new homes and a link road between the B3073 and New Road; and
  - West of New Road, West Parley, which will deliver around 150 new homes and a link road between the B3073 and New Road.
- 11.3.5. Further housing sites are also being proposed to help meet the longer-term housing needs of the area. These are:
- Dudsbury Golf Course, Longham, which will deliver around 700 homes along with land for a new first school and community facilities; and
  - Angel Lane, Longham, which will deliver around 400 homes.
- 11.3.6. There are internationally protected heathlands in the wider surrounding area and it will be essential that any adverse impacts from additional recreational pressure are avoided. Sufficient attractive informal recreation land will need to be made available within easy walking distance of development through the provision of a strategic network of green spaces (SANGS). In order to maximise housing land and

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<sup>9</sup> Allocated through the Christchurch and East Dorset Local Plan Part 1 Core Strategy, 2014 or its predecessor

the community's access to green spaces, a coordinated approach is required between developers, Dorset Council and Natural England.

### 11.4. Town centre strategy

#### Ferndown town centre

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- 11.4.1. Ferndown is allocated as a own centre within the top tier of the retail hierarchy. It provides an important shopping, service and employment function. Ferndown has a reasonable selection of retail and service uses and its key roles include the provision of convenience (food) retail, with a large Tesco store which is supported by smaller convenience units. There is also a large out-of-centre Sainsbury's and a Marks & Spencer Foodhall. The town has a relatively small range of comparison shops, primarily comprising small independent specialist traders and charity shops, and a range of service uses including a post office, betting shops, banks, estate agents, hairdressers, travel agents and a dry cleaner. There are some national multiples present, including Boots, Wilko and Holland and Barrett.
- 11.4.2. There is an estimated need for around 500 m<sup>2</sup> of convenience retail within the Ferndown area over the next 15 years and an estimated need for around 2,700 m<sup>2</sup> of additional comparison retail. The additional retail space planned as part of the existing allocations is likely to meet the needs of Ferndown over the coming years. The retail projections will however need to be refreshed to reflect the levels of population growth expected in each area, to respond to recent changes in shopping patterns and the impact of the Covid-19 pandemic.
- 11.4.3. There is potential to make improvements to the public realm and pedestrian environment to increase visitors to the centre. The large Tesco store is a key anchor to the centre that may help to attract more national multiple retailers to complement the existing retail offer. There is also potential to extend the retail/leisure offer on sites within the town centre.
- 11.4.4. The town centre and primary shopping area boundaries of Ferndown are centred on Victoria Road, Spinneys Lane and Ringwood Road. The primary shopping frontage runs along Penny's Walk, the Ferndown Centre and part of Victoria Road with the secondary shopping frontage running along the upper and lower parts of Victoria Road and along Ringwood Road. These boundaries are shown on the policies map.

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### FERN<sub>1</sub>: Ferndown town centre

- I. Ferndown will continue to act as a town centre serving the east of Dorset and will remain a focus for retail development.
- II. The town centre environment will be improved to provide a more pleasant and pedestrian friendly area including through residential development at higher densities with commercial space at ground floor level in order to provide for a balanced, mixed use environment. This development should look to:
  - enhance the town centre environment to achieve a safe, high quality and attractive environment that will give the centre a distinct character and enhance its sense of identity;
  - improve road safety and the public realm to reduce conflict between pedestrians and vehicles, improve opportunities for walking and cycling and improve air quality.

### Q: Ferndown town centre

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

### West Parley

- 11.4.5. The centre of West Parley and the Parley Cross junction currently suffer from congestion and a poor urban environment dominated by roads and hardstanding. Consequently, the centre of West Parley is not attractive, particularly for pedestrians and cyclists. There is a need to deliver environmental enhancement to the public realm and to provide a strategic solution to address congestion issues.
- 11.4.6. The existing West of New Road (Policy FERN<sub>5</sub>) and East of New Road (Policy FERN<sub>4</sub>) housing allocations include the provision of link roads either side of the Parley Cross junction. These form part of the overall strategic transport mitigation package to address congestion in the area. The link roads for these allocations

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will be delivered in step with these new developments which are anticipated to come forward in the short term. An improvement to the Parley Cross junction itself is also required.

- 11.4.7. The delivery of the link roads and other highway improvement will facilitate a much improved pedestrian environment with wider paved areas, landscaping and crossing points as well as an improved cycling environment.
- 11.4.8. The package of transport improvements for West Parley links into a wider Dorset Local Enterprise Partnership (DLEP) package of improvements along the A338/B3073 corridor. These improvements will address current congestion issues and also help facilitate housing growth in the area and employment development at the Bournemouth Airport.
- 11.4.9. In addition to the consideration of transport and environmental enhancements, the proposed improvements in the Parley Cross area have the opportunity to enhance the centre. An improved retail offer, located on the existing New Road retail frontage and through the provision of new retail units on the existing East of New Road housing allocation, will help to achieve this, potentially elevating the area from its current local centre status within the retail hierarchy to a district centre.

### **FERN2: West Parley enhancement scheme**

- I. Environmental enhancement of the West Parley local centre will be delivered to improve its vitality and viability. New public spaces, retail development, services and facilities will be provided as part of the improvements to the Parley Cross junction area. These improvements will also make provision for improved pedestrian and cycling infrastructure.

#### **Q: West Parley enhancement scheme**

- 1: Do you agree with the suggested approach and what it is trying to achieve?
- 2: Do you agree with the suggested wording?
- 3: How could the paragraph / policy / section / chapter be amended to reflect your concerns?

### 11.5. Main development opportunities

#### Green Worlds, Ringwood Road, Ferndown

- 11.5.1. This site at Green Worlds, as shown on the policies map, was previously allocated in the 2002 East Dorset Local Plan and remains capable of delivering residential development. The site is enclosed within the built-up area and part has been developed as 'Amberwood'. It is proposed that the remainder should also be developed for housing.
- 11.5.2. The site is well-treed (with those on the boundaries being protected) and forms an important local landmark on the main approach into Ferndown from the north-east. It is essential that development retains its wooded appearance within views from the nearby main roads and is screened from the housing to the west.
- 11.5.3. Development should be for a mixture of flats and houses, at a density appropriate to its location within the built-up area and close to nearby facilities. This would also allow a relatively large proportion of the land to be retained for necessary landscaping.
- 11.5.4. Access could be gained via the roundabout at the junction of Ringwood Road and Turbary Road or from Wimborne Road East and through Amberwood.
- 11.5.5. Because of the need to integrate the new housing with the important trees on the site, no development will be permitted except as part of a comprehensive scheme for the whole of the site embracing the siting and massing of buildings, the spaces between them, pedestrian and vehicular circulation and the protection of trees and landscaping.

#### **FERN<sub>3</sub>: Green Worlds**

- I. Land at Green Worlds, as shown on the policies map, is allocated for residential development. The development of the site should:
  - deliver high-density development appropriate to its location with a range of dwelling types and sizes;
  - retain the wooded nature of the site by including a tree-belt around its edges through the retention of the protected trees and additional tree planting where appropriate.

### Land to the East of New Road, West Parley

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- 11.5.6. The area to the east of New Road, West Parley was previously allocated<sup>10</sup> for residential development and to deliver transport improvements to the Parley Cross junction. The site has the capacity to deliver around 320 homes and additions to the local centre at West Parley including a convenience (food) store of around 900 m<sup>2</sup>. The greenfield areas allocated in the adopted core strategy, including this site, were identified through a rigorous process, as set out within the Key Strategy Background Paper and associated Masterplan Reports<sup>11</sup>.
- 11.5.7. The site offers the opportunity to provide much needed new housing, traffic alleviation, community, retail and commercial services and facilities, as well as significant areas of publicly accessible Suitable Alternative Natural Greenspace (SANG), alongside more formal open space. It creates a chance to provide a more welcoming village centre for West Parley with an attractive sense of place.
- 11.5.8. The development must provide traffic alleviation through provision of a new link road and pedestrian and cycle links through the development to the existing highway network. The development will include parkland to both the east and west of Church Lane as well as to the south of the new housing, extending to around 25 ha. Additionally, a more formal park is to be provided adjacent to an extension to the village centre, which can provide a village square and additional shops and services.

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<sup>10</sup> Allocated through the Christchurch and East Dorset Core Strategy, 2014

<sup>11</sup> Included in the Christchurch and East Dorset Core Strategy, 2014

### **FERN<sub>4</sub>: East of New Road, West Parley**

Land east of New Road, West Parley will be developed for a mix of uses including residential and expanded retail provision.

- I. Layout and design
  - The site will be set out according to the principles of the Masterplan Reports.
  - A design code will be agreed by the council, setting out the required standards.
- II. Green Infrastructure
  - A Suitable Alternative Natural Greenspace strategy is to be implemented, incorporating very significant areas of open space to the east of Church Lane, to the south of the allocated housing area and between the allocated development area and housing on Church Lane. The SANG will be part of the proposed Stour Valley Park.
  - A park is to be provided adjacent to the village centre.
- III. Transport and access
  - Vehicular access is to be provided via a new link road that will join Christchurch Road and New Road to the south of the existing urban area. This road is also to divert traffic from the Parley Crossroads.
  - Vehicular access to the village centre extension is to come from the link road.
  - Dedicated pedestrian and cycling links are to be provided throughout the housing area with connections into the existing networks to the north, east, west and south towards Bournemouth.
  - Improvements to public transport services will be required.
- IV. Phasing
  - The link road must be fully operational prior to the opening of a convenience foodstore, or the occupation of 50% of the new homes.
  - The SANG must be operational before first occupation of the housing.

### Land To The West Of New Road, West Parley

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- 11.5.9. Land to the West of New Road, West Parley was previously allocated<sup>12</sup> for residential development with capacity to deliver around 150 homes, Suitable Alternative Natural Greenspaces (SANG) and the delivery of a link road between Christchurch Road and New Road.
- 11.5.10. The area is more attractive in terms of landscape quality than land to the east of New Road. The site rises to the west towards the Dudsbury Hillfort and has a mature treed framework to the south and west which contains it from long-distance views in these directions. To the east and north the land adjoins the urban area. It is important that the nature of development in this location respects the form of the land and landscaping is used to break up the built area.
- 11.5.11. The Hillfort is a scheduled monument, so development must take into account the need to avoid or minimise harm to its setting.
- 11.5.12. In addition to the areas allocated around Parley Cross junction that are yet to be implemented, sites in the Longham area south of Ferndown town are proposed for development.

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<sup>12</sup> Allocated through the Christchurch and East Dorset Core Strategy, 2014

### **FERN5: West of New Road, West Parley**

Land west of New Road, West Parley is allocated for residential development and the delivery of a link road between Christchurch Road and New Road.

- V. Layout and design
  - The development will be set out according to the principles of the Masterplan Reports.
  - A design code will be agreed by the council, setting out the required standards.
  - A heritage strategy is to be agreed by the council, demonstrating that harm to the significance of the scheduled monument, taking into account any contribution made by its setting, has been avoided or minimised, and including an access strategy for the area. The land between the hillfort and the residential development is to be set out as parkland.
  - The design and setting of the road will need to comply with the requirements of the historic landscape quality assessment by means of bunding and planting or setting the road in a cutting with appropriate planting.
- VI. Green Infrastructure
  - A Suitable Alternative Natural Greenspace strategy is to be implemented as part of the provision of the new housing as required by Policy ENV2. This will significantly extend and enhance public access, providing green links along the southern fringe of the urban area.
  - The SANG will be part of the proposed Stour Valley Park.
- VII. Transport and access
  - Vehicular access is to be provided via a new link road that will join Christchurch Road and New Road to the south of the existing urban area. This road is to divert traffic from the Parley Crossroads, enabling environmental enhancement to the village centre.
- VIII. Phasing
  - The link road must be operational prior to the occupation of 50% of the new homes.
  - The SANG must be operational before first occupation of the housing.

### Land at Dudsbury Golf Course, Longham (proposed allocation)

- 11.5.13. Due to its location close to Ferndown town and within easy reach of Bournemouth, the land at Dudsbury Golf Course is proposed for a mixed-use development delivering around 700 homes with significant open space connecting to the Stour Valley Park.
- 11.5.14. Access to the site will be primarily off Christchurch Road with a connecting route through the development linking onto Ringwood Road. This primary access should also form the focus for community facilities including land for a new school. A secondary access off of Christchurch Road will provide for the majority of the development.
- 11.5.15. Associated with the development will be significant areas of formal and informal open space including SANG provision. The area should be laid out in a parkland setting and connected to the Stour Valley Park providing cycle and pedestrian links to the wider area for both recreation and for commuting. A dedicated 'greenway' will provide an alternative route for pedestrians and cyclists, creating connections between the suburbs of Bournemouth, the adjoining neighbourhoods of Ferndown and Longham and the river frontage.
- 11.5.16. Dudsbury Hillfort Scheduled Monument lies directly to the east of the site. The development will need to respond positively to this heritage asset and consider the relationship of the built form to its setting. The hillfort is heavily treed and views between it and the site are therefore restricted. The siting and form of development must however ensure an appropriate relationship to the hillfort to ensure that its significance is protected. Development in the eastern section of the site is therefore unlikely to be supported. The built form should be restricted to avoid occupying the raised area between the 'valleys' in this part of the site and therefore encroaching too far into the open hillside adjacent to the scheduled monument.
- 11.5.17. To the north-west of the site is the Grade II listed Longham United Reformed Church. To respect this heritage asset and minimise any potential harm to its setting, the layout of the roads on the north western part of the site should be aligned with the church, making it a visual focus within the new development.
- 11.5.18. In addition to Dudsbury Hillfort and Longham Church, there is a cluster of heritage assets at Longham Farm as well as others along Ringwood Road. The approach to development in relation to all nearby heritage assets will need to be informed through an objective and comprehensive assessment of their significance including the contribution made by their setting. The heritage assets around the site should not be seen as a constraint but should help to inform the character and layout of the development to give it a local connection.

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- 11.5.19. The development will also contribute to the multifunctional green infrastructure network through landscape and biodiversity mitigation measures and the inclusion of formal and informal open spaces. The development will provide opportunities for recreation and active travel, including pedestrian and cycle routes throughout the development connected to the wider area, and offer improved access to the wider Green Belt. The site will deliver community sports pitches, imaginative play areas and allotments.
- 11.5.20. Although Longham Reservoir sits close to the western boundary of the site, the risk of flooding from the reservoir is negligible due to the inspection regime that is in place. Areas close to the River Stour are at greater risk of flooding and should be avoided. Surface water flood risk should be managed through appropriate SuDS (sustainable urban drainage scheme) features.

### **FERN6: Land at Dudsbury Golf Course**

- I. Land at Dudsbury Golf Course, as shown on the policies map, is allocated as a residential development site incorporating land for a first school, other community facilities and significant green infrastructure.
- II. The site should be developed in accordance with a masterplan prepared by the developer/landowner in conjunction with the local community, and agreed by Dorset Council.
- III. Built development will generally be denser towards the north and west of the site away from the River Stour and away from Dudsbury Hillfort.
- IV. The primary vehicular access will be provided by a link road between Christchurch Road and Ringwood Road to ease traffic at the Longham roundabouts. A secondary point will be created further east on Christchurch Road towards Dudsbury Hillfort whilst avoiding any impact on the hillfort.
- V. Safe and convenient pedestrian and cycle routes to Ferndown, West Parley and to Bournemouth will be delivered as part of the development. Links will also be made to the Stour Valley Park.
- VI. Contributions will be sought to secure public transport links to the site and surrounding towns.
- VII. The development will provide for adequate community facilities including space a two-form entry primary school.
- VIII. The development will need to respond positively to the nearby heritage assets and demonstrate that harm to the significance of any designated heritage asset (including its setting) has been avoided or where unavoidable, minimised. This will include, but is not limited to:
  - setting development back from the eastern edge of the site near Dudsbury Hillfort;
  - establishing parkland between the built area and the hillfort;
  - providing materials to interpret and enhance understanding and appreciation of the hillfort; and
  - laying out the roads in the north-west of the site to provide clear views of Longham Church.
- IX. Development should relate positively to the surrounding area and not have an adverse impact on the surrounding landscape.
- X. The development will deliver a range of green infrastructure including:
  - A site of Suitable Alternative Natural Greenspace towards the south of the site connected to the Stour Valley Park;
  - parkland to preserve the setting of Dudsbury Hillfort;
  - formal sports and play facilities along with informal open space;

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- formal sports and play facilities along with informal open space;
- community allotments/orchard and
- greenways to provide through routes for pedestrians and cyclists and corridors for wildlife.

### Q: Land at Dudsbury Golf Course

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

### Land off Angel Lane/ north of Ham Lane (proposed allocation)

- 11.5.21. Land off Angel Lane/Land to the north of Ham Lane is considered a suitable site for the development of around 400 homes. The site is located to the west of Ringwood Road and extends along Ham Lane in Ferndown, to the south of the town centre and north-west of the Longham roundabouts.
- 11.5.22. The northern part of the site lies within 400 m of the Ferndown Common protected heathland and therefore is not suitable for development. The remaining part of the site lies within 5 km of protected heathlands, and therefore provision of a Suitable Alternative Natural Greenspace (SANG) will be necessary. Due to the proximity of the site to protected habitats and other complexities of the site including public rights of way, a detailed biodiversity assessment and mitigation strategy, including SANG layout will be required.
- 11.5.23. The hamlet of Hampreston, comprising a conservation area and listed buildings, is situated 700 m to the south-west of the site. However, due to the low-lying nature of the area south of Ham Lane, the site is not visible from this location and there are unlikely to be detrimental impacts on designated heritage assets. However, the Grade II listed Longham United Reformed Church and The Manse adjacent to the south-east of the site have the potential to be harmed as a result of development

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in close proximity to them. The design of the site should therefore be informed by a comprehensive heritage assessment which considers the significance of nearby heritage assets. Any harm to heritage assets should be avoided.

- 11.5.24. Accesses should be provided off Ham Lane and Ringwood Road with a link through the site being provided. Pedestrian and cycle routes will also be required, creating safe and convenient connections through the site and to the local network, as well as onto the Stour Valley Nature Park.

### **FERN7: Land off Angel Lane/ north of Ham Lane**

- I. Land off Angel Lane, as shown on the policies map, is allocated for residential development and public open space including SANG provision.
- II. The site will be accessed off Ham Lane and Ringwood Road providing a link through the site.
- III. Pedestrian and cycle routes should be included to link the site with Ferndown town and the existing network of pedestrian and cycle routes and on to the Stour Valley Park.
- IV. Due to the proximity of the site to Ferndown Common heathland site, the development must deliver an appropriately designed SANG that reduces recreational pressure on Ferndown Common.

### **Q: Land off Angel Lane/ north of Ham Lane**

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

### **Blunts Farm, Ferndown Industrial Estate**

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- 11.5.25. Blunts Farm is an existing 30 ha strategic employment allocation that performs a key role in meeting future employment land needs.

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- 11.5.26. The site is owned by the Forestry Commission and is well related to the existing Ferndown and Uddens Industrial Estates. Along with Ferndown and Uddens Industrial Estates, Blunts Farm will be designated as a key employment site under policy ECON<sub>1</sub>. The site is well connected due to its proximity to the A<sub>31</sub> (T). It is also close to regular bus services. A travel plan is however required to be agreed for development on the site.
- 11.5.27. A small part of the land is identified as a site of nature conservation interest which will need to be retained and enhanced as the site is developed.
- 11.5.28. Part of the allocation is being proposed as a site to accommodate Gypsies and Travellers under Policy HOUS<sub>11</sub>.

### FERN8: Blunts Farm employment allocation, Ferndown

- I. Land at Blunts Farm, as shown on the policies map, is allocated for employment development as a key employment site. Development of the site will include:
- the provision of regular bus services and cycle links towards Wimborne and Ferndown centres;
  - a strategy to be agreed with the council that ensures that there is no harm to the nearby Moors River System SSSI. Particular regard to the water environment will be needed, including the use of SuDS to minimise the risk of pollution to the surrounding area;
  - retention, protection and enhancement of the site of nature conservation interest on the site;
  - retention of significant landscape buffers within the northern and western parts of the site. This buffer should include heathland which will go towards protecting, enhancing and expanding the habitats of protected species which are known to be present nearby; and
  - retention of a buffer around the proposed Traveller site to protect the amenity of future occupants.

### East of Cobham Road, Ferndown Industrial Estate

- 11.5.29. This site forms part of the larger Ferndown Industrial Estate and is located off Cobham Road, via Vulcan Way. It is ideally located for access to the strategic road network as Cobham Lane links directly onto the Ferndown Bypass. The site is designated as a key employment site under policy ECON<sub>1</sub>.
- 11.5.30. The tree belt on the southern side of the site ensures a permanent boundary to the development and provides an adequate screen between it and the housing and traffic on Wimborne Road. Further reinforcement of this tree belt, particularly to the east, will be expected as part of any development proposal.

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- 11.5.31. Compatible building design and proper access arrangements need to be dealt with strategically to avoid sporadic and piecemeal development leading to the detriment of the final appearance and functionality of the whole development. Therefore the coordination of these aspects within a comprehensive scheme which would include details of parking areas, structural landscaping and materials is important to ensure a reasonable standard of environment. The intention is not to enforce a rigid conformity of design, but to ensure that individual buildings are compatible with each other and can be adequately serviced.

### **FERN9: East of Cobham Road, Ferndown Industrial Estate**

- I. Land east of Cobham Road, as shown on the policies map, is allocated as a key employment site. Development should:
- be accessed from Cobham Road only;
  - provide and make provision for the maintenance of a substantial tree belt along the southern and eastern boundaries of the site;
  - only be permitted as part of a comprehensive design which must include the details of parking areas and structural landscaping within the site.

### **Land west and south of Longham Roundabouts (proposed allocation)**

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- 11.5.32. Land to the west and south of Haskins Garden Centre at Longham is proposed for employment uses appropriate to a residential area without detriment to the amenity of residents. In addition light industrial uses (B2) in keeping with adjacent existing land uses would be appropriate.
- 11.5.33. A buffer around existing residential areas should be incorporated into any development of the site and conditions may be placed on the uses to restrict times of operation and the types of activity that can take place.
- 11.5.34. The western edge of the site would form the boundary to Longham on the south side of Ham Lane with the potential to be visually intrusive on the approach from Hampreston. In addition, the southern edge of the site would form a boundary with Longham Lakes, a much appreciated local recreational resource. For this reason, the boundaries of the site will require significant landscaping to screen the development in views from the surrounding area.

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### **FERN10: Land west and south of Longham Roundabouts**

- I. Land to the south and west of the Longham mini-roundabouts, as shown on the policies map, is allocated for employment uses which can be carried out in a residential area without detriment to its amenity, and B2 [light industrial] uses;
- II. The site's boundaries will require appropriate landscaping;
- III. the amenity of existing uses on the site should be safeguarded through the design and location of any development.

### **Q: Land west and south of Longham Roundabouts**

- 1: Do you agree with the allocation of this site?
- 2: Is there anything not covered within the policy that should be considered in relation to the site?
- 3: Are there any community infrastructure needs within the area that should be considered?

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Figure 11.1: Map of proposed development sites in Ferndown and West Parley

