

New Road, West Parley

Proposals for a new neighbourhood



Welcome



Wyatt Homes is bringing forward plans for the new neighbourhood allocated by Christchurch & East Dorset Councils east of New Road, West Parley.

We are in the early stages of designing our proposals and are keen to hear your views on our emerging plans. Our team is on hand to discuss the plans with you so please feel free to ask them any questions you may have. We have provided feedback forms and would welcome your comments on our proposals.

About Wyatt Homes

Wyatt Homes is a long established traditional building company, whose main focus is to design and build properties and places of superior quality. Wyatt Homes apartments and houses are built in a range of styles and designs, with attention to detail and materials.

Over the years this has successfully been achieved and we have won a number of awards for our developments and a reputation for creating a unique product.

We have a comprehensive in-house team of experts from land acquisition to planning and design, to construction and interior design, who work together with our sales and marketing department to deliver successful developments and new communities.

Our commitment is to continue to build a unique product which reflects our passion for perfection, combining the very best in architecture and high specification interiors.



The project team here today

Wyatt Homes - The Applicant

Tyler Grange - Landscape & Trees

Turley - Planning, Heritage & Engagement

Thrive - Architect & Urban Designers

PFA - Highways & Drainage

Hankinson Duckett Associates - Ecology

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The Site

The development site comprises land removed from the Green Belt and allocated for development by Christchurch & East Dorset Councils in 2014.

Policy FWP6 of the adopted Christchurch & East Dorset Core Strategy Development Plan Document (April 2014) sets out the Council's policy objectives for this new neighbourhood. The Council supplemented this with an illustrative masterplan (Map 10.9) designed to articulate the broad land use vision for the site.



Core Strategy Map 10.9 East of New Road New Neighbourhood, West Parley

Through Policy FWP6, the Councils seek to deliver:

- About 320 homes;
- Additions to the local centre, which could include a convenience store of about 800-900sqm;
- A Suitable Alternative Natural Green Space (SANG), providing significant parkland open spaces around the developable areas and to the east of Church Lane.
- A park adjacent to the village centre;
- A new link road between Christchurch Road and New Road, diverting traffic from the Parley Crossroads (to be operational before opening the convenience store or occupying 50% of the new homes).
- Dedicated pedestrian and cycling links to integrate the new neighbourhood with the surrounding area.
- Improvements to public transport.
- Community uses.

Wyatt Homes has been working with the Local Planning Authority over the last 18 months to bring forward more detailed proposals for this allocated site. This has been informed by the work undertaken by the Councils in support of the site allocation, alongside more detailed assessments by Wyatt Homes of the site and surrounding area. These include assessments of the character of the surrounding area, onsite ground conditions, assessments of highways impacts/mitigations, drainage (foul and surface water), utilities, noise/air quality, landscape, ecology, heritage and archaeology.



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Site Considerations

Before preparing our outline planning application, we have assessed the existing conditions of the site and surrounding area.

Environment and Landscape

Landscape and ecology assessments of the site confirm the site is relatively well contained and of low ecological interest, with significant opportunities for landscape and biodiversity enhancement. We take into consideration important features to retain and enhance on the site, opportunities for new public open spaces, and also views into and from the site that may influence the design, landscaping and screening of new development.

Flood Risk & Sustainable Drainage

Detailed flood information has been modelled through a Flood Risk Assessment in consultation with the Environment Agency and local drainage authority. This along with assessments of surface water, sewers and groundwater have all been factored into the design process to ensure all new homes would not be at risk of flooding.

The proposals include mitigation measures to ensure that there would be no increase in flood risk to the surrounding local area. This includes a Sustainable Urban Drainage System (SUDS) that will store and allow water to drain at a flow rate similar to the existing scenario.



Some examples of the features to be deployed include:

- Basins or ponds to create open areas for storage of surface water during wet weather. These can also be used as amenity open space and/or biodiversity enhancement areas. These are being designed in collaboration with Bournemouth Airport to ensure they are not attractive to large birds.
- Swales would create linear green features enhancing the visual amenity of the development, whilst providing important surface water storage areas and water quality benefits.
- Permeable paving and / or bio retention areas to provide a visually attractive way of collecting, treating and storing surface water runoff instead of the use of maintenance heavy gully pots that are prone to blockage.



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Site Considerations

Sustainable Access and Movement

A comprehensive assessment of the local transport network has been undertaken to develop an access strategy for the site. This has been developed in consultation with Dorset County Council and Christchurch and East Dorset Councils.

A key design focus has been the delivery of a new 30mph link road through the site from Christchurch Road to New Road, reducing pressure on the Parley Crossroads. This is to be designed as a landscaped boulevard for cars and buses, with segregated pedestrian / cycleways alongside.

The development is being designed to achieve a safe, legible and attractive environment for pedestrians and cyclists, to encourage and provide opportunities for access by means other than the private car, and take full advantage of the site's sustainable location and access to wider footpath and cycle networks. Car and cycle parking is proposed in accordance with the standards set out by Dorset County Council.



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Our Proposals - Layout

The scheme illustrated is still in the early design stages. We are seeking an outline planning consent for land uses and access at this stage, so the layout, scale, landscaping and appearance of the development is not yet 'fixed'.

An outline planning application establishes the principle of development and provides an indication of how the development could be set out. Once outline consent has been secured, we will progress work on the detailed reserved matters applications for the site, which we will be consulting upon again at that time. The purpose of today is to gather your comments on the outline proposals, so that these can be taken into consideration as we develop our plans.



Wyatt Homes are preparing to submit an outline planning application. The proposals we are consulting on currently include:

- Up to 420 homes, including 'affordable housing';
- An extension to the local centre to provide a mix of retail, commercial and informal public open spaces, with associated parking and accesses;
- Public open spaces, play spaces and recreational walkways/cycleways;
- Allotments;
- A Suitable Alternative Natural Greenspace (over 16Ha) for informal recreational use;
- Enhanced landscaping and associated infrastructure;
- A new link road from Christchurch Road to New Road;
- A surface water attenuation scheme, incorporating enhanced biodiversity, attenuation ponds and SUDS;

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Architecture and Appearance

The proposals will draw their influence from West Parley, but will create a distinct high quality new neighbourhood designed around and integrated with high quality landscaping and public open spaces in mind.

An accessible layout that integrates well with its context, with high quality design and an attention to detail synonymous with Wyatt Homes evident throughout.

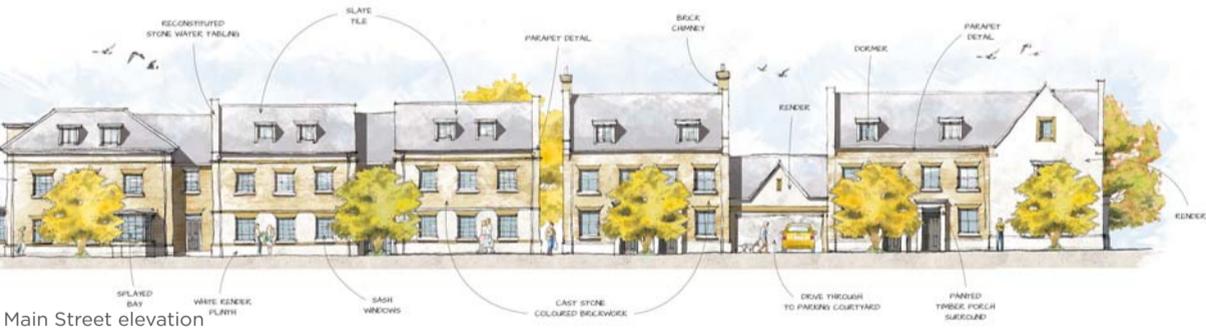


1. Local Centre

2. Parkland Edge

3. Main Street

4. Informal Green Street



Main Street elevation

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1. Parkland Edge



2. Park Gateway Lodges



3. Informal Green Street



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What will we bring to West Parley?

The proposals will make a significant contribution towards meeting the housing needs of the area, including affordable housing in line with the Council's policy and guidance. A new high quality neighbourhood will be delivered for West Parley that includes an

extension to the local centre, providing new retail, commercial and public open space opportunities at the heart of West Parley. It delivers a new link road to alleviate Parley Cross and significant new public open spaces, including SANG and allotments.



Delivering homes to meet housing needs in West Parley



A range of house types, including affordable homes



Contributions to education, highways and other local infrastructure



A substantial financial receipt to the Local Councils as a result of the New Homes Bonus and future Council Tax revenues



New construction jobs and commitments to working with local suppliers during the construction phase



Increased spending in the locality as a result of new residents



Public open space, play areas, SANG and allotments



New employment generating buildings helping to create job opportunities



An extension to the local centre, including retail, commercial and public open spaces



Connections to local cycle paths



A sustainable drainage scheme and potential to reduce run off



New link road and improvements to local transport infrastructure



Potential to utilise or enhance bus services

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Feedback & Next Steps

Thank you for taking the time to look at our proposals



If you have any questions, please ask a member of our team here today.

Your views on the project are important to us and will help us finalise our proposals for an outline planning application. We would be grateful if you could take the time to complete one of the feedback forms and place it in the comments box provided.

Alternatively you could complete the feedback form at home and send it to:



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London W1T 1QL



Email: parleygreen@turley.co.uk

Website: www.parleygreen.co.uk

We would be grateful for all comments by 5pm on 21 July 2017.

Next Steps

Once we have finalised our plans for the site we will submit an outline planning application to East Dorset District Council, who will undertake their own formal consultation on the application.

Estimated project timeline



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