

Land north east of Blandford Forum

Wyatt Homes is preparing a planning application for a sustainable urban extension on land north east of Blandford Forum. The proposals will deliver a new school, community facilities, homes, job opportunities and open space for the town.

This consultation presents our proposals for the site and provides the opportunity for your feedback ahead of the application being submitted to Dorset Council.



Exemplar homes and facilities delivered by Wyatt Homes.



Sketch view of Wyatt Homes proposed 'Arrival Green' for land north east of Blandford.

“Wyatt Homes is a regional house builder with a reputation for quality developments and strong presence in Dorset, where the business was established. Wyatt Homes developments are designed to stand the test of time, create a strong sense of place and support thriving communities”.

Site Location

The site comprises 37.25 hectares of land located to the north east of Blandford Forum, adjoining the A354 and A350.

The site forms two parcels of land either side of the Salisbury Road, which is an historic main access route into Blandford town centre.

The majority of the site lies within the area covered by Blandford Forum Town Council. The remainder lies within the parish of Pimperne.

The proposed development will support the aims of the draft Blandford + Neighbourhood Plan, including the provision for a much-needed new primary school for north Blandford.

The application will seek outline planning permission for the whole site, alongside detailed planning permission for a first phase of 167 homes, parkland and access from the A354.

Key local benefits

- Three form entry primary school
- Community health & well-being centre
- 600 new homes, with 180 as affordable
- Local shop and café
- New allotments
- Sports pitch, parks and play areas



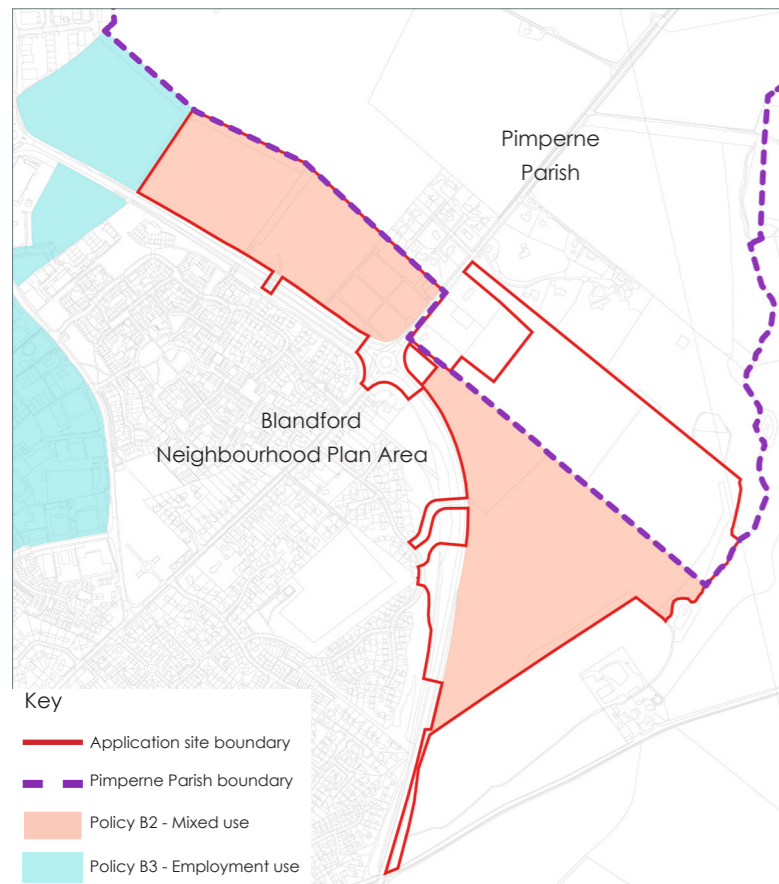
“The opportunity to create a new town gateway which reinforces this historic pattern and the importance of the Salisbury Road for both new and existing communities”

Blandford+ Neighbourhood Plan

The emerging Blandford+ Neighbourhood Plan takes an infrastructure led approach to meeting the needs of the town. Policy B2 allocates land to the north east of Blandford Forum for a mix of residential, education and community uses.

The plan has been through an independent examination and Dorset Council now recommends the plan proceeds to a local referendum vote before it becomes adopted policy (Draft Decision Statement for Consultation, Dorset Council, May 2020). Dorset Council also confirm the draft Neighbourhood Plan is in general conformity with the adopted Local Plan for the area, and that the proposed development will provide a significant contribution to the Council's unmet housing land supply and education requirements.

The site being proposed for development by Wyatt Homes extends beyond the boundary of the Neighbourhood Plan allocation area. This additional land lies within the parish of Pimperne and has previously been identified by North Dorset District Council as having development potential. The proposals have included this area in order to provide a comprehensive masterplanning approach for the overall site.



Blandford+ Neighbourhood Plan proposed site and land use allocations for north east Blandford

Key Neighbourhood Plan objectives	Proposed response
Residential scheme comprising approximately 400 new homes, primarily located on land north east of Blandford within the Neighbourhood Plan area	✓ A balanced mix of homes to meet local needs, with sizes ranging from 1 to 5 bed, including retirement age homes. 600 homes are proposed over the application site, of which 180 will be affordable. This includes approximately 400 homes on land within the Blandford+ Neighbourhood Plan area.
New two form entry primary school to meet critical educational needs identified by the Local Education Authority, with space for future expansion	✓ 3 hectare plot provided for a new school, positioned adjacent to the A350 pedestrian bridge and allowing space for future growth to a three form entry school.
A community hub to provide a range of facilities for new and existing residents	✓ A local centre accessed from Salisbury Road with provision for a local shop, café and community health and well-being centre
Relocation of the Lamperd's Field Allotments to a new single location	✓ Larger plot area for the relocation of Lamperd's Field Allotments and facilities, to be provided as freehold ownership to the Town Council (currently leased)
Safe and convenient cycle and pedestrian connections	✓ Extensive pedestrian and cycle routes proposed, including a route to the south to connect with Black Lane and into the town centre
Allows for improvements to the existing bus services to provide connections to the town, employment areas and existing facilities	✓ Proposed streets designed to facilitate buses and potential new bus routes to provide improved public transport connections
Public open space, including space for play and recreation	✓ A range of green spaces with dedicated areas for play, including potential for a formal sports pitch, or enhancement of existing facilities in Blandford
Protection and enhancement of existing environmental assets	✓ Natural areas of open space to protect and provide new habitats, incorporating new tree and hedgerow planting and Sustainable Drainage Systems to manage water.

The application proposals will deliver the key objectives of Policy B2 of the Neighbourhood Plan.

“Dorset Council considers that the area of land proposed for the new school (to the north of the bypass and in vicinity of the A350 pedestrian bridge) is the most appropriate location for a new primary school at Blandford”

Dorset Council Draft Decision Statement for Consultation, May 2020

Sustainable Urban Extension

Blandford has a distinctive Georgian town centre with a range of shops, services, community facilities and businesses, as well as the Hall & Woodhouse Brewery. It has a secondary school, leisure centre, football, rugby and cricket grounds as well as informal recreation areas and trails. There is a wide range of jobs at the Blandford Heights Industrial area and Sunrise Business Park on the northern edge of Blandford. The proposals will create strong links to all these facilities as well as providing a range of new facilities for the local community.



Milldown Recreation Area



Georgian Town Centre



Crown Hotel (Hall & Woodhouse)



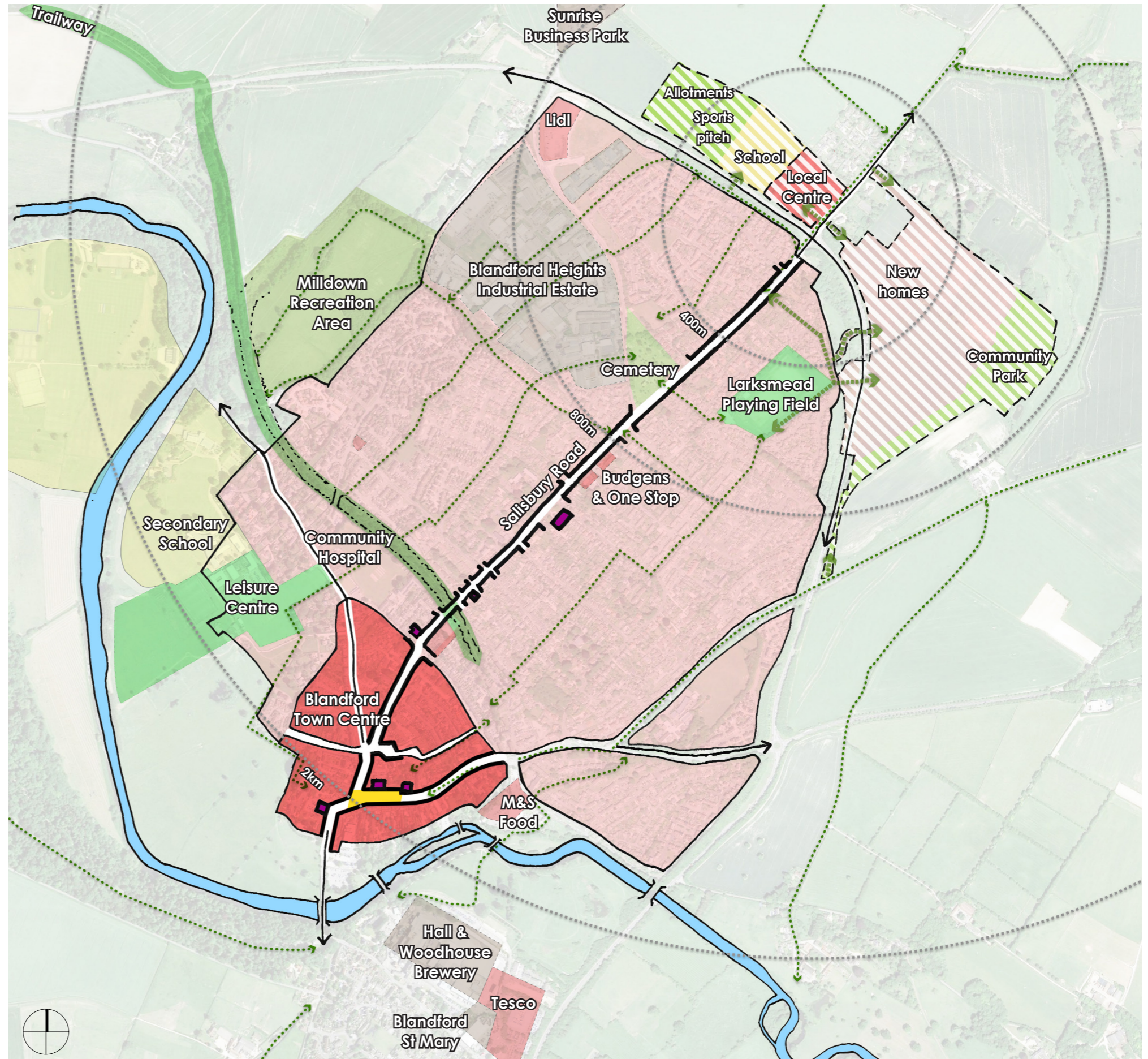
Blandford Community Hospital



Blandford Heights Industrial Estate



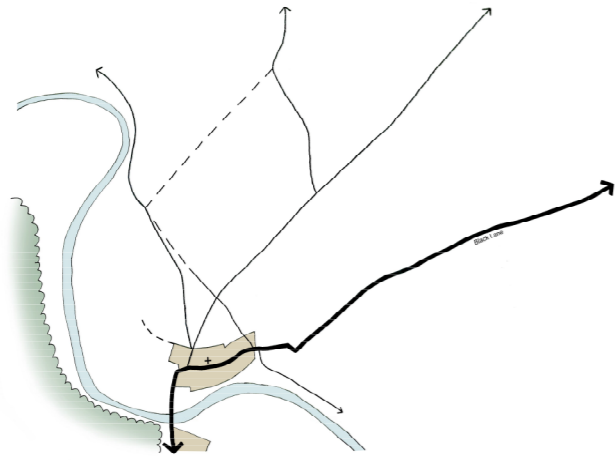
Lidl Food Store



Integrated Town

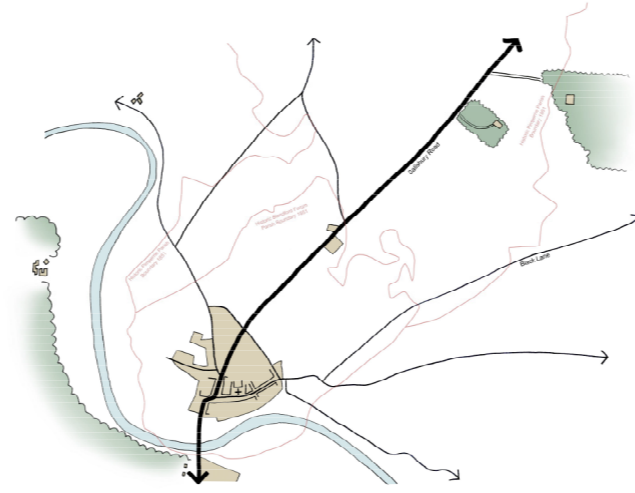
Natural Growth Pattern

The proposed extension north east of Blandford continues an historic growth pattern for the town.



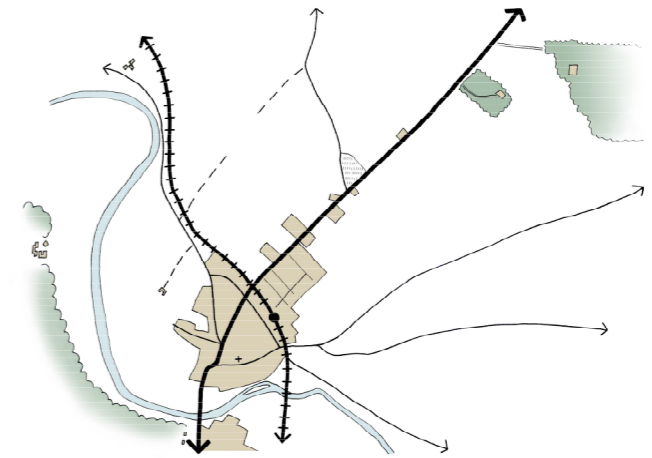
Medieval period to c1530's

- Town formed within a loop of the River Stour
- River Stour forms a natural boundary on south and west sides
- Evidence of historic north-east route (Salisbury Road)



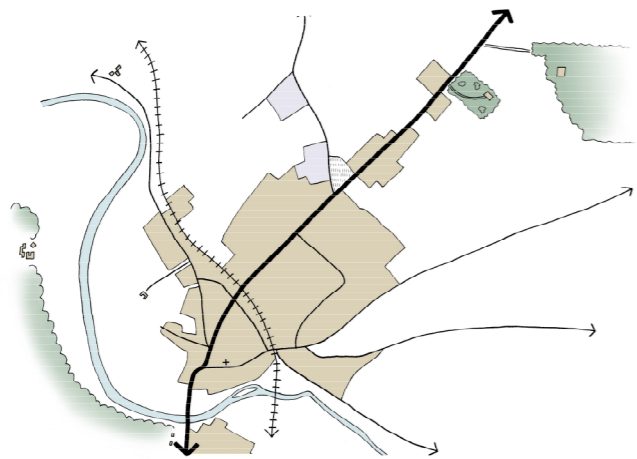
Post Medieval period c1530's - 1850's

- Transformation period into a 'Georgian' town
- Great Western Turnpike (Salisbury Road), marking a change to become the principal route to London



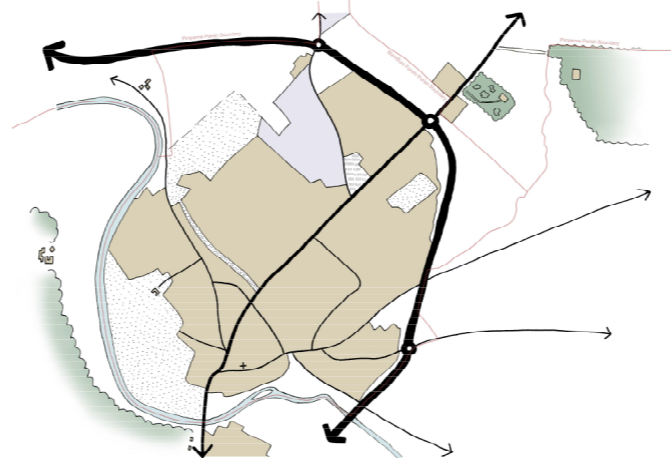
Victorian & Edwardian period c1850's - 1913

- Arrival of the railway with housing and industry growth
- Ribbon development along major radial routes, including Salisbury Road



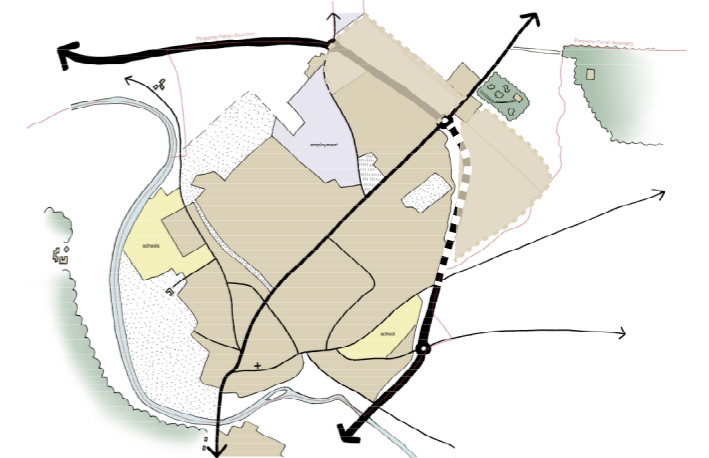
Inter-war period c1914 -1945 & post war 1946-1980

- Closure of railway
- Gradual town expansion
- Growth continues along Salisbury Road



Modern period c1980-today

- Population doubles to 8,000 between 1981 and 1991
- Bypass opened in 1992
- Bypass encloses the town and changes the growth pattern



Potential town expansion: breaking down the bypass barrier

- Continue the historic growth pattern along key routes
- Breakdown the barrier of the bypass
- Reinforce Salisbury Road as a community focus

Site Features

The design process responds positively to the features and opportunities presented by the application site.



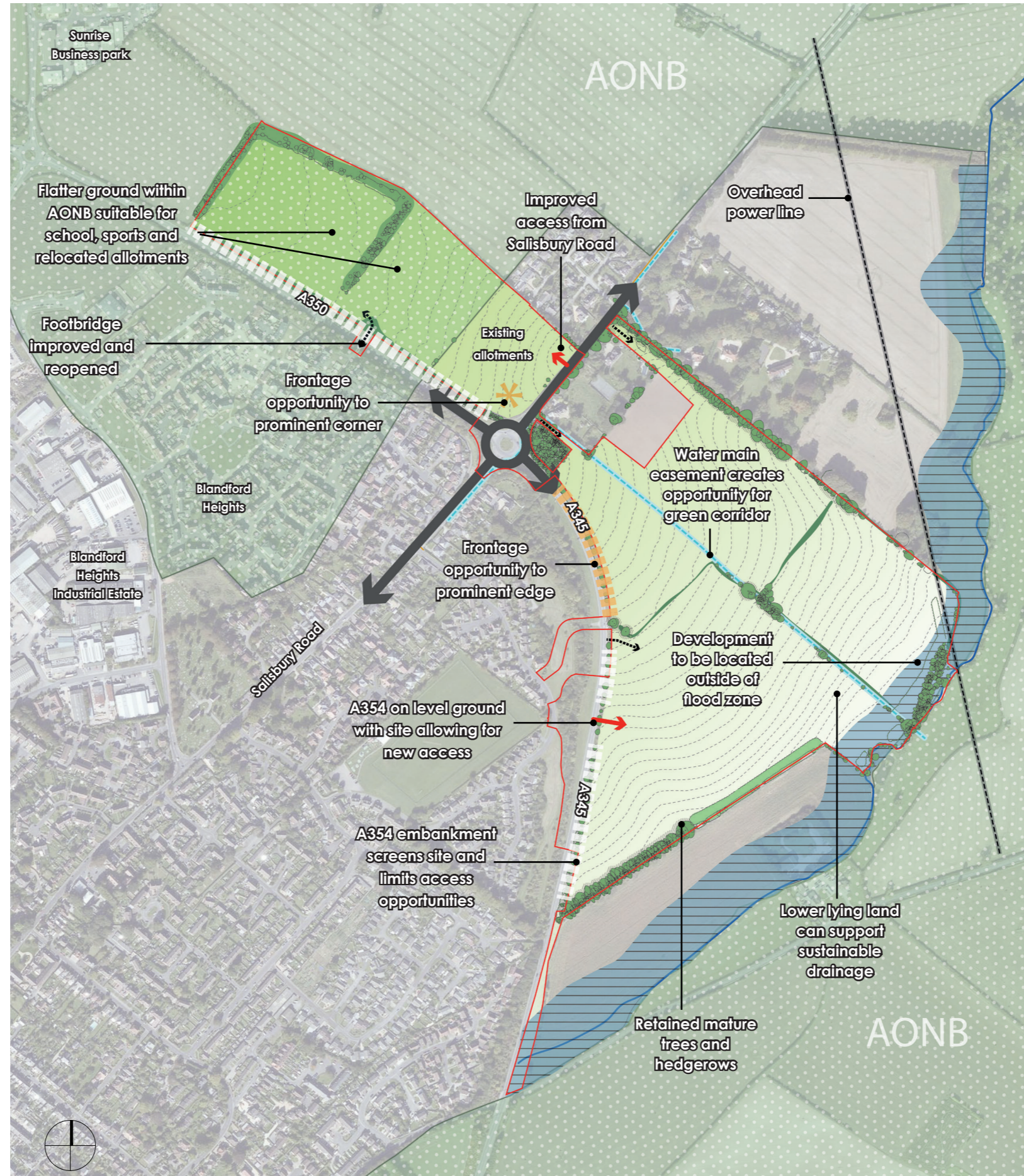
Improvements can be made to re-open the footbridge over the A350



New built frontages to the A354 can announce a town arrival and help contain road noise



Repositioning the allotments can enable new development to be located outside of the Area of Outstanding Natural Beauty (AONB)



Site Analysis



Existing access to Salisbury Road can be improved to serve the new school and proposed facilities



Retained trees and hedgerows can bring a green character to proposed streets and spaces



Gentle slopes and lower lying land can help to support sustainable drainage strategies

Design Concept

The proposals will deliver a sustainable extension to Blandford that promotes walking and cycling, supports town centre businesses and brings benefits to new and existing residents and creates a genuine community. It will include:

- Up to 600 new homes with a range of densities, mix of houses and apartments and 30% affordable homes.
- A mixed-use centre and range of community facilities to serve the day-to-day needs of residents.
- Locating the primary school and playing fields where they are accessible to existing residents of Blandford Heights.
- Strong pedestrian and cycle connections, giving access to the jobs, shops, services and leisure facilities of Blandford.
- Relocating the allotments and improving access, parking and amenities.
- Locating allotments and playing fields to minimise built development in the AONB.
- A variety of parks, playing fields and open spaces for all.
- Retaining trees and hedgerows as valuable wildlife and ecological corridors.
- A strong arrival into Blandford that acknowledges its Georgian heritage.
- Improving access from the Salisbury Road and upgrades to the Hill Top roundabout.
- A new roundabout from the bypass to access the site and maintain traffic flows.
- Strong landscape edges to create a natural transition to the countryside.



Sketch view of the proposed 'Georgian frontage' to the A354

Masterplan Concept

Masterplan

An illustrative masterplan has been prepared to support the planning application and demonstrate the delivery of a sustainable urban extension of Blandford Forum.

- 1 Relocated Lamperd's Allotments and facilities to larger and flatter site
- 2 Opportunity for community playing fields and Multi-Use Games Area adjacent to the proposed school
- 3 New primary school located adjacent to the footbridge over the A350, with space to expand to provide three forms of entry
- 4 Local centre at the town gateway with Salisbury Road, with buildings located outside of the AONB designation. Improved pedestrian and cycle connections will be provided at the Salisbury Road roundabout.
- 5 Prominent new built frontage reflecting the Georgian character qualities of Blandford to create a strong sense of arrival to the town
- 6 New roundabout access connection to the A354 and opportunities to improve pedestrian and cycle connections to Pretz Way
- 7 Tree-lined avenue streets providing safe and inviting connections for pedestrians, cyclists and vehicles
- 8 Linear parkland space with retained trees and hedgerows proving a central green corridor for pedestrians, cyclists and ecology
- 9 High quality homes for all that cater for 21st Century ways of flexible living and working
- 10 Community parkland space with attractive wetland areas supporting strategies for managing water and improving biodiversity
- 11 New pedestrian and cycle route extends southwards to connect with Black Lane



Illustrative Masterplan

Community Facilities

The proposals will deliver a range of facilities to support the sustainable extension of Blandford Forum and help to meet existing community needs for the northern part of the town.

Allotments

2.5 hectares is provided for the relocation of Lamperd's Fields Allotments and facilities. This is larger and flatter than the existing allotment site, offering the potential for additional allotment spaces.

Play facilities

A community recreation area adjacent to the school will be publicly accessible and have potential for a senior sized sports pitch.

Delivering the school

3 hectares of land is provided for a new primary school, with capacity for 3-forms of entry. The school would be delivered by Dorset Council.



Sketch view of the proposed local centre frontage to Salisbury Road



Local centre

A local shop, café, public space and a community health and well-being centre, alongside new homes and retirement living. These buildings will be located outside of the AONB and will provide a new prominent frontage to the Salisbury Road roundabout.

Connections

The existing footbridge across the A350 will be improved to give existing residents access to the new facilities. Improved pedestrian and cycle connections will be provided at the Hill Top roundabout. Upgrades will also be made to improve vehicle capacity.

Green Streets & Spaces

A network of green streets and spaces promotes biodiversity, sustainable drainage and food production. This creates safe routes for walking and cycling and encourages recreation.

Linear Park

Existing mature trees and hedgerows help create an informal linear park running through the heart of the proposals connecting residents to the wider countryside.

Avenues

New native tree planting set within grass verge edges will define a series of distinctive avenue streets, which reflect the character of the area and help to assimilate the proposals into its landscape setting.

Community Park

Informal parkland, open grassland and feature ponds support sustainable drainage, provide recreation areas and encourage new habitat. New native tree planting will reflect the woodland characteristics of the nearby countryside.

Pocket Parks

Existing trees provide a focus for small 'pocket parks' across the scheme with seating and opportunities for informal play.

Landscape Edges

Existing mature trees, new native planting and natural grassland corridors will provide ecology corridors, pedestrian and cycle routes and a landscaped transition to the wider countryside.



Indicative reference images for the character of the proposed network of green space

Detailed Application: Phase 1

A full (detailed) planning application will be submitted for Phase 1 with a new access from the A354 and new pedestrian and cycle routes.

Phase 1 will deliver 167 homes and over 5 hectares of new public parkland. A range of smaller and family sized homes for the local area will be provided, 50 of which will be available as affordable through rented or shared ownership arrangements.



3 Artist impressions of the proposed tree lined avenue streets

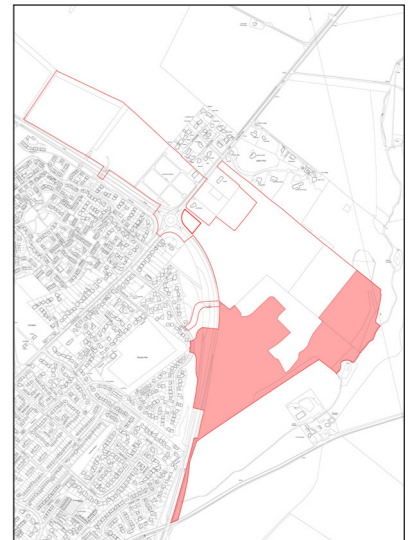


4 Artist impressions of the proposed landscape edge to the mature tree belt



Phase 1 layout

- 1 New roundabout to create an access connection to the A354
- 2 Entrance Avenue with sequenced tree planting and feature apartments
- 3 Tree lined residential avenues and focal spaces
- 4 Green corridor edges, incorporating retained mature tree belt
- 5 New cycle and footways connecting to Larksmead Playing Fields and the town centre via Black Lane
- 6 Community park and wetlands provide informal recreation space



Phase 1 location plan

Detailed Application: Entrance Avenue

A new access connection from the A354 will lead into the 'Entrance Avenue', a tree lined street defined by Georgian inspired buildings with their tall proportions framing the entrance route to the development.



Phase 1 street scene reference plan



Artist impression of the proposed 'Entrance Avenue' (street scene section below A:B)



A Street scene section along the 'Entrance Avenue' B



C Street scene section along the frontage to the A354 D

A Sustainable Approach

The proposals for north east Blandford aim to deliver well designed places and buildings that help to conserve natural resources.

The design seeks to retain existing trees and hedgerows where possible, alongside new measures to support quality of place, biodiversity, water management, sustainable travel, and energy efficiency to help address climate change mitigation and management.

An Environmental Impact Assessment has been undertaken to identify the environmental impacts of the proposed development and set out mitigation measures to address these.

An Environmental Statement detailing the findings of this work will be submitted with the planning application.

Based upon the three themes of sustainability 'Economic, Social and Environmental' the development at north east Blandford will deliver the following benefits:

Economic

- new local job opportunities and investment during site construction
- employment generated by new services and facilities (school, shop, etc)
- increased spend in the local economy by new residents

Social

- new primary school
- additional allotment plots
- open spaces with parkland, play areas and sports pitch
- local centre with shop, café, and health facility
- new homes with a range of house types and tenures including affordable homes provided at below market rent and as shared ownership
- layout designed to deliver a compact and walkable neighbourhood with good connectivity and accessibility to the facilities on-site and in the wider area

Environmental

- masterplan designed to encourage active travel with pedestrian and cycle routes within the site and crossings of the bypass to ensure access into Blandford
- green spaces designed to support biodiversity and health and well-being of residents
- substantial amount of new tree and hedgerow planting for ecology and landscape enhancement
- Sustainable Drainage System (SUDS) to reduce flood risk, improve water quality, and increase biodiversity
- bird, bat or bee brick in every Wyatt House
- electric car charging provision in each garage of a Wyatt house, and in shared courtyards
- fabric first approach with new homes built to stand the test of time using high quality materials and energy and water efficient design.



Greenspace and sustainable drainage at Wyatt Homes site at Brimsmore



Involving the community in the construction of a new school in Milborne St Andrew



Measures to protect ecology and provide new allotment gardens in Wimborne

Summary



Our proposals for land north east of Blandford Forum will deliver a sustainable urban extension to the town, providing essential new facilities and meeting local needs for affordable homes. Thank you for taking the time to look at our proposals. Your feedback is important to us. Please complete the online feedback form at: www.wyathomes.co.uk/northeastblandford