

Access

UE 1 Land North of Merley Transport Strategy

Sustainable Travel

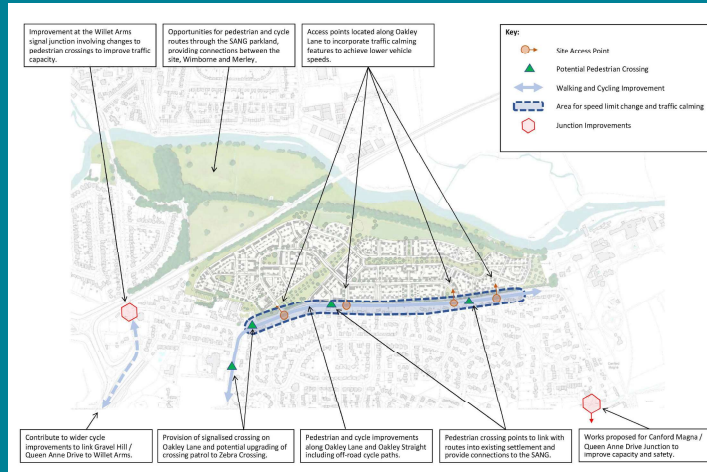
In line with the objectives of the emerging local plan policy, key to the success of the development will be to ensure that sustainable travel offers a realistic alternative to the private car.

Pedestrian / Cycle Access

A key element of the development will be ensuring that local journeys to and from the site can be undertaken on foot and by bicycle and also that accessibility of the SANG is improved for existing residents.

A package of pedestrian and cycle improvements are therefore proposed which include:

- Provision of a network of routes through the site which will connect the existing settlement to the SANG;
- Improvements to pedestrian and cycle provision on Oakley Lane including the provision for off-road cycling;
- Introduction of crossing points at key locations along Oakley Lane connecting to existing pedestrian routes;
- Contributions to wider cycle improvements linking the site to Wimborne and Poole.



Access Plan

Public Transport

A key element of the transport mitigation strategy for the Local Plan is the creation of a sustainable transport corridor between Wimborne and Poole and the proposed development will contribute to the implementation of this. We are working with the Borough Council and local bus operators to bring forward bus service enhancements to improve connectivity between Oakley and Poole town centre.

Travel Plan

A detailed sustainable Travel Plan will be prepared which, in addition to the pedestrian, cycle and public transport improvements, will include other measures to promote sustainable patterns of travel such as the provision of electric car charging points and introduction of car clubs.

Vehicle Movements

Site Access & Traffic Calming

Access into the site will be from Oakley Lane with four access points provided for vehicles.

The access points will form part of a traffic calming scheme that will reduce vehicle speeds on Oakley Lane and change the character of the road to that more suited for a residential area. In addition to the access points, measures currently being considered include the narrowing of the carriageway of Oakley Lane, the removal of white lining and introduction of contrasting surface treatments.

Development Traffic

Detailed traffic surveys and modelling are being undertaken in consultation with the Borough Council and Highways England to establish the impact on the surrounding road network. Proposals for improvements at the Willet Arms Signal Junction and the priority junction between Canford Magna and the A341 have been identified and will form part of the package of highways mitigation.

View looking north-west across the site



Next Steps...

Richborough Estates has engaged pro-actively with the Council through the plan making process, has sought guidance from an Independent Design Review process and now, importantly, is seeking the views of the local community.

The site is an emerging allocation in the Local Plan which has been subject to independent examination earlier this year. The Inspector has indicated that in his view, the plan is likely to be acceptable and is due to issue his report in October. The plan could then be adopted by the Council later this year.

We are in the process of seeking the Council's views regarding the environmental impacts that should be assessed as part of the planning application submission. A future planning application will be submitted with a supporting Environmental Statement covering the agreed matters."

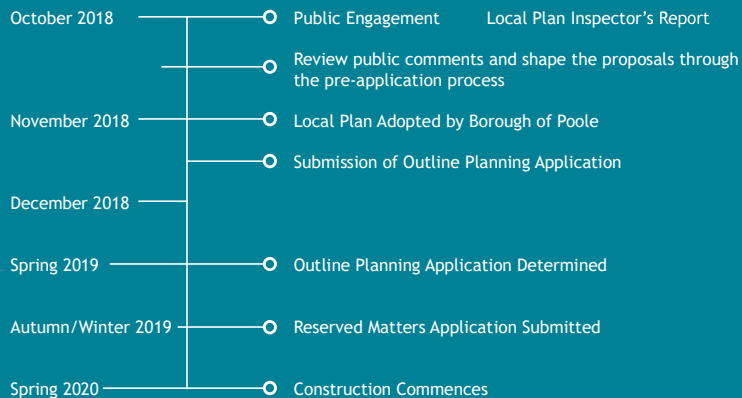
We are currently engaged in pre-application discussions with the Borough Council's Planning department. The feedback received from this public engagement event is important to us. It will help inform these discussions with the Council and shape how the proposals are developed in advance of submission of the outline planning application.

Following adoption of the Local Plan, expected later this year, it is our intention to submit an outline planning application informed by our public and pre-application engagement processes.



Views Over the River Stour

Key Milestones Timeline



View across the site from Cruxton Farm

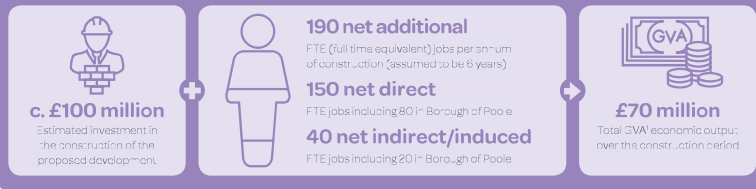


Benefits of Development

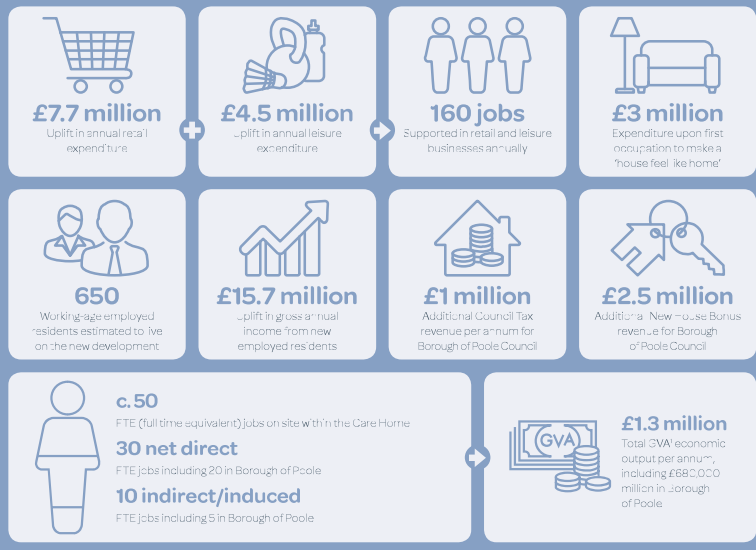
With the average age of the first time buyer now in the mid-30s, the social benefits of delivering much needed housing are clear and widely publicised. However new housing also delivers significant economic benefits including jobs, additional spend within a local economy and an increase to local authority revenue. It is only right that these are also properly considered as part of the public consultation.

Set out below is an 'info-graphic' which outlines what the social and economic benefits of new housing north of Oakley Lane are:

Construction Phase



Operational phase



1 GVA (Gross Value Added) measure the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). It provides a key measure of economic productivity. Put simply the GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes.

Turley
Economics

Examples of new developments in Dorset

