



Beach Road Car Park

Development Brief

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Contents

1. Introduction

1.1 Beach Road	01
1.2 Document purpose	01

2. Summary of development potential

3. The site and surrounding area

3.1 Poole	03
3.2 The site	04
3.3 Ownership	04
3.4 Surrounding land uses	05
3.5 Site history	06

4. Planning Policy Context

4.1 Local Policy	07
4.2 National Policy	08
4.3 Site planning history	08

5. Context and analysis

5.1 Uses and pattern of development	09
5.2 Heritage	10
5.3 Archaeology	10
5.4 Topography	11
5.5 Transportation and access	12
5.6 Trees	13

5.7 Ecology and biodiversity	14
5.8 Ground conditions	14
5.9 Drainage and flood risk	14
5.10 Other information	14

6. Summary of planning issues

7. Development principles

7.1 Land uses	16
7.2 Trees and landscaping	16
7.3 Layout	16
7.4 Access and movement	17
7.5 Height	17
7.6 Design quality	17
7.7 Quantum	17
7.8 Parking	17
7.9 Ancillary structures	18
7.10 Indicative layout	19

8. Next steps



Figure 1. Beach Road car park site location

1 Introduction

1.1 Beach Road

The Beach Road site is located in the south eastern part of Poole, less than 150 metres from the seafront. The site is located approximately 3 miles from Poole Town Centre to the west and is less than 2 miles from Bournemouth Town Centre to the east.

The site currently forms part of a public car park. Following a review of the car park use it was considered possible to provide a sufficient amount of public car parking across the northern part of



The southern part of Beach Road car park

the site, enabling the southern section of the site to be redeveloped. The southern part of the site was therefore put forward as a potential redevelopment site and was formally allocated for residential development in the Poole Local Plan (2018).

1.2 Document purpose

The purpose of this Development Brief is to set out the planning and design requirements necessary to achieve a high standard and quality of residential development on the site. It expands upon the residential allocation within the Poole Local Plan, giving prospective developers and other interested parties certainty about the type of development that will be acceptable on the site.

The Brief provides guidance on a number of factors that will influence development such as, the layout and scale of development appropriate on the site. The Brief is not, however, intended to provide a prescriptive architectural solution. There will be a degree of flexibility in how the principles set out in the Brief can be applied.

This Brief deals with the potential planning issues of bringing forward development on the site. The Brief explains land title issues in section 3 and any legal requirements in respect of covenants will be resolved as part of a separate independent process.

It should also be highlighted that the principle of development on part of the site has already been established through the Local Plan process. The Brief provides further guidance as to how that development can be delivered successfully.

2 Summary of development potential

Having assessed the surrounding context and pattern of development, the site lends itself to residential development, and this reflects the allocation within the Poole Local Plan.

Depending on the mix of units, it is anticipated that the site could accommodate between 50 and 70 flats, with associated parking and servicing areas.

Proposals for a different number of flats may be acceptable provided the proposal meets the various planning policy requirements, and follows the guidance set out within this Brief.



Figure 2. A potential layout for the redevelopment of the site

3 The site and surrounding area

3.1 Poole

Together Bournemouth, Christchurch and Poole has a population approaching 500,000. The area has strong links to both the South West and South East of England, and benefits from having direct train to London Waterloo (2 hour journey).

Poole benefits greatly from its coastal location and setting on the shores of one of the world's largest natural harbours. The beaches are one of Poole's main attractions for both residents and tourists, and includes Sandbanks Beach amongst its 3½ miles of Blue Flag beaches, coastline and cliffs. The surrounding environment too is a key asset, with the Jurassic Coast World Heritage Site, the New Forest, and the Purbeck Hills all within half an hour's travel from Poole.

Poole Town Centre has a rich history and culture, which is reinforced in the mix of listed 18th Century, Edwardian and Victorian Mansions and modern buildings, the historic Old Town and Quay, Museum's, Galleries and Arts Centre (the Lighthouse) and Harbour. The town centre also provides a wide range of shopping and services,

restaurants and cafés, as well as, leisure and community facilities. The town centre, is home to many national well known retail brands and independent traders.

Poole has a thriving and diverse local economy with an active sea port and a diverse economic base made up of manufacturing, engineering and service industries.

BCP Council has a vision for the future of the area. We want the BCP area to be one of the

best coastal places in the world in which to live, work, invest and play. The Council has identified a number of key projects that will deliver regeneration across the area and support the creation of new homes and jobs across all sectors of our economy, creating wealth for our businesses and livelihoods for our families. One of those projects is rejuvenating Poole town centre creating new residential neighbourhoods, office space, leisure and other community facilities, and tourist attractions.



as covenants and easements, if any, that might impede development. This converts the rights of beneficiaries into a right to receive financial compensation.

Vodafone have a lease on part of the site for telecommunications equipment. A mast is currently located near the entrance into the site. It is anticipated that the mast will be repositioned by the operator to reduce its potential visual impact from the development.

3.4 Surrounding land uses

The site is currently a surface car park. It is surrounded by predominantly residential land uses. A number of other land uses exist near the site including Canford Cliffs Library, and a restaurant/cafe and newsagents in Branksome Chine. In the wider area other commercial development exists including tourist accommodation, and a range of shops and services in Canford Cliffs village.



Figure 4. Distance from the site to local facilities

3.5 Site history

The site has an unremarkable history. Early maps show it formed part of the general heathland and wooded environment of Branksome Park. The maps show how over time the area was gradually developed with large houses in spacious plots, however the site itself has never been developed.



1870 - 1900



1921 - 1930



1931 - 1940



1951 - 1960

Figure 5. Historic maps

4 Planning Policy Context

4.1 Local Policy

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, determination of any future planning application on the site will be made in accordance with the development plan, 'unless material considerations indicate otherwise'. The key Development Plan document for this site is currently the Poole Local Plan, adopted 2018. Key policies from the Local Plan relevant to future development on the site are set out below.

The Council are in the process of preparing a new Local Plan for the BCP area. It is anticipated that a draft will be submitted for examination during 2024. Depending on the examination process and the time frame for a future planning application the BCP Local Plan may become the key Development Plan document against which a future planning application on this site is determined. The allocation at Beach Road will be rolled forward into the BCP Local Plan. The general principles relating to other policies areas are likely to remain similar to those contained within the Poole Local Plan but applicants should familiarise themselves with the draft of the BCP Local Plan once it is published.

Poole Local Plan Policy PP9

Poole Local Plan Policy PP9 *Urban allocations outside the town centre* sets out that site U8 Beach Road Car Park is allocated to provide approximately 60 homes. The policy also sets out that building heights should not encroach above the existing tree canopy.

Other relevant Local Plan policies

In addition other policies within the plan will also be relevant, including;

- PP2 - Amount and broad location of development. Sets out the broad location of housing development.
- PP8 - Type and mix of housing. Seeks to achieve a mixture of housing that reflects identified needs.
- PP11 - Affordable housing. Requires 40% of new dwellings to be secured as affordable housing.
- PP26 - Design. Requires new development to

be of a good standard of design that reflects or enhances local distinctiveness.

- PP27 - Flats and plot severance. Aims to ensure new flatted development reflects the established pattern of development.
- PP31 Poole's nationally and internationally protected sites. Sets out how any potential impacts on internationally and internationally protected sites must be avoided or mitigated.
- PP32 Biodiversity. Seeks opportunities to enhance biodiversity and achieve a net gain in biodiversity on the site.
- PP34 A safe, connected and accessible transport network. Sets out how new development should maximise sustainable forms of travel and mitigate any adverse transport impacts.
- PP36 Building sustainable homes and businesses. Seeks to achieve sustainable forms of development, maximising the use of energy from renewable sources.

- PP38 Delivering Poole's infrastructure. Sets out how development contributions will be secured to deliver Poole infrastructure needs.

A full copy of the policies can be viewed at www.bcpccouncil.gov.uk/planningpolicy

There are also a number of Supplementary Planning Documents that provide further guidance on policy in the Local Plan, including:

- BCP Parking Standards SPD (2021)
- The Dorset Heathlands Planning Framework 2020-2025 (2020)
- Poole Harbour Recreation 2019-2024 SPD (2020)
- Nitrogen Reduction in Poole Harbour (2015)
- Sustaining Poole's Seafront SPD(2015)
- Affordable Housing (2011)

Contributions / Obligations

Residential development will be subject to the Community Infrastructure Levy (CIL). This site is in Zone A where the charging rate applies for residential development. The latest rates are published on the council's website.

Residential development in this location will be required to make a contribution for Strategic Access, Management and Monitoring for the Dorset Heathlands and Poole Harbour contribution. The contributions are set out at on the council's website.

A contribution will likely be sought to secure improvements to the remaining area of public car parking, including improvements to the access and egress to Beach Road. A safe pedestrian route from the remaining car park area to the beach will also be required, including the safe crossing of Pinecliff Road. It is also envisaged that the developer will be required to make an off site affordable housing contribution in line with policy requirements.

Other financial contributions may be sought depending on the nature and content of the proposal.

4.2 National Policy

The National Planning Policy Framework (NPPF) sets out the Government's planning policies and how they expect them to be applied.

The NPPF sets out the presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.

There are a number of specific sections of the NPPF which are particularly relevant to the development of the site including **Section 5 Delivering a sufficient supply of homes, Section 8 Promoting healthy and safe communities, Section 9 Promoting sustainable**

transport, Section 12 Achieving well-designed places and Section 16 Conserving and enhancing the historic environment. The policies included within these sections of the NPPF have shaped the content of this Brief.

4.3 Site planning history

Aug 2014 Permission granted to install an equipment cabinet within telecommunications compound at Beach Road Car Park. APP/14/01100/TE.

May 2014 Prior approval granted to remove x3 antennas, then add x3 antennas, x 1 300mm dish and x1 cabinet with ancillary equipment at existing base station. APP/14/00620/TE

2006 Permission granted to erect a 20 metre pole with 6 antennas, 2 dishes, 2 equipment cabinets and associated equipment (total height 22.3m).P/14/00620/TE

5 Contextual analysis

5.1 Uses and pattern of development

The existing pattern of development is one of large residential buildings in spacious plots, that are typically of at least 0.3 hectares. These substantial properties are well spaced and the plots heavily landscaped, with an abundance of mature trees creating a strong sylvan character. Buildings typically front the road, with parking to the rear or side of the building. Given the amount of landscaping in the area buildings are usually glimpsed through vegetation or along driveways. A wide range of architectural styles exist and no prevalent style dominates.

The majority of buildings in Beach Road and this section of Western Road are four storey's high, see figure 6. However, heights do vary between two and seven storeys. Branksome Court, immediately to the west of the site, is seven storeys. An important characteristic is derived from the building heights typically being lower than surrounding trees, allowing the landscaping to dominate over the buildings.



Figure 6 Building heights

5.2 Heritage

The site is within close proximity of a number of heritage assets, figure 7. The Pinecliff Walk woodland to the south of the site, and the Chine to the east, both fall within the Branksome Park and Chine Gardens Conservation Area. In addition, Canford Cliffs Library on Western Road and the restaurant/cafe building at Branksome Chine are Locally Listed.

Providing development respects the established pattern of development in the area then it is not anticipated that there would be any adverse impact on heritage assets or their settings.

5.3 Archaeology

There has been no known development on the site, other than the car park. There may however be some archaeology given the location of the site near to Branksome Chine, as the chine would have allowed movement to and from the coast from pre-historic times up until the enclosure of Branksome Park. However, no evidence of archaeology was encountered when site boreholes were dug as part of the ground conditions investigation and no further ground work studies are considered necessary.



Figure 7. Heritage assets

5.4 Topography

The area of the site currently laid out as parking is relatively flat with the land falling steeply away to the north, east and south-east, figure 8. Given the relatively flat nature of the site, it is not considered that the topography will place any constraints on development. The remaining car park to the north of the site consists of a series of terraces cut into the slope connected by vehicle ramps.



Figure 8. Heritage assets

5.5 Transportation and access

The site is in an accessible location, being 500 metres away (less than a 10 minute walk) from the local shops and services in Haven Road at Canford Cliffs Village. The Canford Cliffs library is only 75 metres away from the existing entrance to the site, on Western Road. The seafront is less than 150 metres away and the beach facilities at Branksome Chine are located 300m to the east.

A bus route runs along Pinecliff Road / Western Road, the nearest bus stop being some 300 metres to the east of the site. Currently bus

services run past the site along Pinecliff Road from Bournemouth station to Swanage via Canford Cliffs Village. The service runs daily on an hourly basis during school term time and half-hourly during school holidays (including weekends and bank holidays). In addition, further services connecting to Poole stop in Canford Cliffs Village.

The site forms part of a public car park which is currently operated on a one way system with access from Western Road on the west of the site and egress from the eastern side of the site onto Beach Road. Neither vehicular route currently has a foot way for pedestrians and a separate

dedicated pedestrian route provides access southwards onto Pinecliff Road. Historically access and egress has been achieved from the existing egress on Beach Road, however access into the car park was removed, making it exit only, due to safety reasons.



View of existing access off Western Road



Existing car park entrance off Western Road



View of existing exit from Beach Road

5.6 Trees

A large number of trees exist around the edge of the site and there are some isolated trees within the parking area. The majority of the trees on the site are Category B Trees of moderate quality. These trees contribute to wider environmental and visual amenity objectives, as well as increasing the attractiveness of the site.

5.7 Ecology and biodiversity

A biodiversity assessment report has been undertaken. The report notes that the site is close to the Poole and Bay Cliffs SSSI; and the Luscombe Valley SSSI and concludes that the site is used by nesting birds and roosting, feeding and commuting bats. It is therefore recommended that the majority of the woodland should be retained, both the tree canopy and the shrub layer, as far as possible. The report specifically notes that trees with holes and splits should be retained for roosting bats.

Overall provided that future proposals retain the wooded slope area, the ecology of the site need not pose a constraint to development.



Figure 9. Aerial photograph of the site illustrating level of soft landscaping

5.8 Ground conditions

A ground investigation report has previously been prepared. The report found that the solid geology beneath the site comprises River Terrace Deposits overlaying Branksome Sand Formation. The report notes that ground stability will not restrict development and that traditional foundations could be suitable if taken through any made ground into or onto the River Terrace Deposits or Branksome Foundation. This will however be dependent on the proposed structure and loading. The report highlights that a piled solution is likely to be more appropriate where higher column loads are anticipated.

Of significance was the presence PAHs (Polycyclic Aromatic Hydrocarbons) in the near surface soils. The concentrations of PAHs exceed the assessment criteria for residential land use with plant uptake, therefore some form of remedial measures such as a cover system is likely to be required. When a planning application is submitted details of the contamination and proposed mitigation will need to be provided.

The site overlies a Secondary A aquifer, but is outside of any Source Protection Zone (SPZ).

5.9 Drainage and flood risk

The site is situated outside of either Flood Risk Zone 2 or 3 and therefore has a low risk of flooding as a result of fluvial or coastal inundation. However, the open areas of hard surfaced car parking have the potential to give rise to surface water run-off. Currently the surface water appears to discharge into the woodland that surrounds the car parking areas and a surface water management plan will be required to accompany any future planning application. However, overall it is not considered that flooding and drainage related issues act as a constraint to future development.

5.10 Other site information

A utilities search has taken place that shows that all main services are in the roads which bound the site.

There is a Vodafone telecommunications mast currently located on the site, to the north of the access. It is anticipated that the mast will be repositioned by the operator to reduce its visibility and visual impact from the development. Continued ad-hoc access to maintain the mast will be required.

6 Summary of planning issues

Strengths

- Site allocated for development within the Local Plan
- The site is well screened in most directions and has a limited visual relationship with the adjacent properties
- Close proximity to services/facilities: library, cafe, seafront and bus services
- Close proximity to Bournemouth and Poole town centres
- Few ecological constraints on site
- No flood risk issue

Opportunities

- Attractive, desirable location
- Potential to make for effective use of existing areas of hard standing
- Potential for ecological and recreational enhancements
- Potential to enhance footpath connections between the site and surrounding areas
- Potential to improve remaining car parking area

Issues

- Providing suitable vehicle arrangements for the site and remaining car park
- Telecommunications mast present on the site which would benefit from being relocated
- Restrictive covenants exist which can be removed as part of a legal process to appropriate the land for planning purposes
- Mature trees and woodland surround the site



7 Development principles

7.1 Land uses

The site is within a residential area and lends itself to the development of a residential scheme. This is reflected within the site allocation within the Local Plan for approximately 60 homes. This could include market and/or affordable, retirement, assisted living or care units. It is recognised that the 60 homes is an approximate figure and the number of flats could vary.

7.2 Trees and landscaping

The existing trees on site have a visual and ecological role making a positive contribution to the visual character of the site. Development proposals should, wherever possible, aim to retain the majority of the trees and vegetation on the site, particularly around the site boundaries. When considering the retention of trees, preference should be given to retaining trees in categories A and B as these are the trees that contribute most to the amenity of the site and the surroundings for the longest time. Future development proposals should consider the potential dominance and

shading from retained trees. The position of buildings should ensure structures are not located too close to trees. The root protection areas and crown spread will need to be taken into account along with future pressure to fell which could arise if the buildings are not positioned sensitively. A full arboricultural assessment will be required to support any future planning application.

The boundary around the edge of the site can be strengthened through the use of low stone walling and hedging. Close board fencing or railings will not be considered suitable.

7.3 Layout

The tree report highlighted that the majority of trees on the site are Category B trees which should ideally be retained. In addition, the Ecology report highlighted the importance of the trees and vegetation around the edge of the site for biodiversity.

The established pattern of development is one of substantial buildings in landscaped plots. Given

the character of the area along with the findings of the tree and ecological reports the mature trees and landscaping around the edge of the site should be retained, and the area suitable for development will be limited to that of the existing hard standing.

To accord with local plan policy the development will need to respect the established pattern of development of a large building, or buildings, within a landscaped setting. A proposal for one block or two individual blocks within the existing area of hard standing would therefore be supported, providing the overall scale and design quality are suitable.

Two illustrative layouts are shown in section 7.11. In the first example a single building is positioned to the front of the site with surface parking to the rear. Surface car parking will need to be designed to incorporate soft landscaping to break up large areas of hard standing. In the second example two buildings are positioned to the front of the site with basement parking provided. This results in a better landscaped setting to any future building. However,

basement parking will increase build costs and would need to be designed to prevent any adverse impact on surrounding trees.

7.4 Access and movement

Separate access/egress arrangements should be provided for the proposed development and for the remaining car park. Access/egress to the proposed development should be achieved from the existing access point on Western Road. Improvements will be needed to provide an adequate access/egress width, and to ensure suitable visibility. The improvements should also incorporate pedestrian foot ways.

A new access/egress will be needed for the remaining public car park area. This should be created from Beach Road in the position of the existing exit. A safe pedestrian route from the remaining public car park to the beach will need to be provided. This will include ensuring that pedestrians can safely and easily cross Pinecliff Road. A financial contribution will be sought to implement the new access/egress arrangements and to ensure a safe pedestrian route can be created to the beach.

7.5 Building heights

The existing buildings in the area range from two to seven storey and are typically subservient to the surrounding trees. Policy PP9 in the Policy Local Plan specifically sets out that buildings should not extend above the tree canopy. Applications should be supported by a full Land and Visual Impact Assessment that demonstrates the building does not encroach significantly above the tree canopy and is not dominant in views of the site from the surrounding roads and the seafront.

7.6 Design quality

The buildings will need to be of high quality and inclusive design. The design of buildings should respond positively to local character and history, and reflect the identity of the local surroundings and materials. This should not, however, prevent or discourage appropriate innovation. In this particular situation, buildings of good quality and attractive modern design could be appropriate. Development should take any opportunities available for improving the character and quality of the area and the way it functions.

The buildings should be well articulated with projections or recesses to break up the building mass. This could include the provision of balconies

and/or a recessed top floor. Entrances should be visible and emphasized in the architectural treatment of the elevation. Elevations should be well proportions and include large windows to break up the facards and provide natural light to the flats. The elevation fronting Pinecliff Road should be treated architecturally as a front elevation so that it appears attractive when glimpsed through the surrounding vegetation.

Roof profiles in the area are predominantly flat or hipped and these types of roof profiles would be appropriate on the proposed development. There may be scope for other roof profiles, curved or angled roof forms would reflect other modern developments in the wider area.

Room sizes should meet or exceed the standards set out in the Governments Nationally Described Space Standards.

A range of materials could be suitable, pale coloured renders, stone, timber and brick all feature in the surrounding area. The marine location and surrounding vegetation could cause render to discolour in this location and therefore other materials are likely to be more appropriate. If render is proposed suitable products will be required to prevent discolouration. Materials should be deployed to add interest to the elevations.

Given the orientation of the site there is also the opportunity to incorporate energy saving design principles and micro generation installations as part of the design. Such features would be supported.

7.7 Quantum

It will be up for any future developer to prepare a viable proposal that they consider will be deliverable in the market. The precise mix and size of units will therefore vary depending on which developer brings forward the site. However, proposals should as a minimum meet the unit sizes set out in the nationally described space standards and provide external amenity space for residents. Proposals should also reflect the housing needs of the area as set out in the latest housing need assessment. This can be viewed on our website and highlights the need for market schemes to bring forward two, three and four bed properties.

High level viable work indicates a scheme is likely to be between 50 and 70 units with a mix of two and three bed flats, which are typical in the Canfords Cliffs area.

7.8 Parking

Parking provision for the new development will need to be provided in accordance with the BCP Parking Standards Supplementary Planning Guidance Document. The site is situated within Zone D which sets out that residential flats that are studios, one or two bedroom should provide one parking space per flat and two parking spaces for flats with three or more bedrooms. A minimum of 1 secure covered cycle space should be provided per bed and 0.1 visitor spaces per flat.

The standards for nursing homes and specialist accommodation are different and future applicants should refer to the relevant sections of the Parking Standards SPD.

Further details surrounding the size and layout of parking spaces, the provision of electric charging points and other parking considerations are set out within the SPD.

Depending on the building layout and number of flats proposed it may be possible to accommodate all the parking at ground level. This is however likely to result in a relatively large amount of hard

standing around the building. An alternative option would be to provide underground or under-croft parking. Any basement parking would need to be sensitive to the tree protection areas but would result in a more attractive setting for the building. Any under-croft parking will need to be sensitively designed to ensure an attractive ground floor which avoid large blank areas of walling.

7.9 Ancillary structures

Bin, cycle or buggy storage that is to be provided will ideally be incorporated into one of the main buildings which forms part of the development. A proliferation of separate structures that are clearly visible from the road are unlikely to be considered acceptable. If separate structures are proposed these should be limited in number, set back into the site and screened with vegetation.

7.10 Indicative layouts

Two indicative layouts have been developed which implements Planning Policy PP9 and delivers the development principles established in this brief.

The first is shown opposite with one large building.

- Access and egress provided off Western Road and enhanced, including providing pedestrian facilities
- The trees around the edge and within the site are retained
- Single building positioned on the area of existing hard standard
- Surface parking provided for new development
- Public car parking retained to the north



Illustrative layout with one building and surface parking

An alternative layout which also implements Planning Policy PP9 and delivers the development principles established in this brief would be the provision of two separate blocks.

- Access and egress provided off Western Road and enhanced, providing pedestrian facilities
- The trees around the edge are retained
- Two separate buildings positioned on the area of existing hard standard
- Basement provided for new development
- Building articulated to provide a basis for attractive elevation design
- Public car parking retained to the north



Illustrative layout with two buildings and underground parking

8 Next steps

We are keen to positively engage with developers through the planning process. Therefore, before making a planning application developers/applicants are strongly encouraged to undertake pre application discussions.

When submitting an application our validation procedure will apply. This is available to view on the Council website **www.bcpCouncil.gov.uk/Planning-and-building-control/Apply-for-planning-permission/Apply-for-planning-permission.aspx** and lists the plans and additional information that will be required in order to assess a planning application.

A Design and Access Statement will be required to accompany any application. This should explain the design thinking behind the proposal and how the principles set out in this Brief have informed the development.

