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# Weymouth Town Centre Masterplan

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## *Supplementary Planning Document*



This document sets out the long term regeneration strategy for Weymouth town centre. The focus is on achieving improvements to the public realm and traffic flows together with the redevelopment of five key sites. The redevelopment proposals look to regenerate 58 hectares of brownfield land, delivering significant new jobs and homes for the town. An overall vision has been developed from extensive public consultation that Weymouth will

*'be a place of unique character and distinctiveness, which builds on its maritime heritage and family friendly offer, to provide a vibrant mix of shopping, cultural and leisure activities, supported by thriving businesses, tourism, commercial and cultural sectors.'*

Each of the key development sites has different development opportunities based upon their individual locations and constraints. However, flooding and land contamination are key issues to be overcome in differing degrees across each of the sites.

Future development at Lodmoor will focus on built visitor and leisure facilities, including an extension to the existing country park. This will be a key car and coach parking facility. There is a long term opportunity for a small residential element.

Harbourside is an exciting future residential site, overlooking the inner harbour with the potential to enhance the attractiveness of the whole harbour area and provide for a range of uses including a hotel/conference centre, community uses, cafes, offices, leisure and small retail units. Improved facilities for users of the harbour need to be provided as part of the site's redevelopment. Improvements to the public realm are an important aspect of this site.

Commercial Road is identified as a key section of a new harbour circuit pedestrian walk. This may be developed for mixed uses including

restaurant and café uses, car parking, public space and an operational harbour and marina. There is potential for residential development above ground floor level.

The Ferry Peninsula is an important part of the setting for Weymouth Bay and the listed frontage of the Esplanade. Improvements to the public realm will be required, including a public square. Development may be for mixed uses including residential, cafes, restaurant and leisure.

Station Gateway will include a mix of uses to include offices, small scale retail, with a new transport hub and a business centre providing start up and grow on space. There is potential for the development of a new rail station as part of the redevelopment of this site. There is also an opportunity for significant residential development on this site. Improvements to the public realm and traffic flows are an important aspect to the redevelopment of this site.

Further work will be needed to refine the proposals in association with other development partners. This will include a transport and parking strategy for the town centre and a detailed development brief for each of the sites.

## 1.0 Introduction

- 1.1 The West Dorset, Weymouth & Portland Local Plan, adopted in 2015, identifies Weymouth town centre as an area with significant development opportunities to assist in its regeneration. It identifies the Council's intention to develop a masterplan for the area in association with the local community and businesses and adopt it as a Supplementary Planning Document (SPD).
- 1.2 This SPD sets out a vision and objectives for Weymouth town centre and provides guidance on five key development sites and the expected mix of new uses, together with a high level strategy for public realm improvements, transport and movement. This framework for future development in the town centre has been contributed to by many stakeholders, including local residents, businesses interest groups and developers who have taken part in the extensive public consultation events leading up to this SPD.

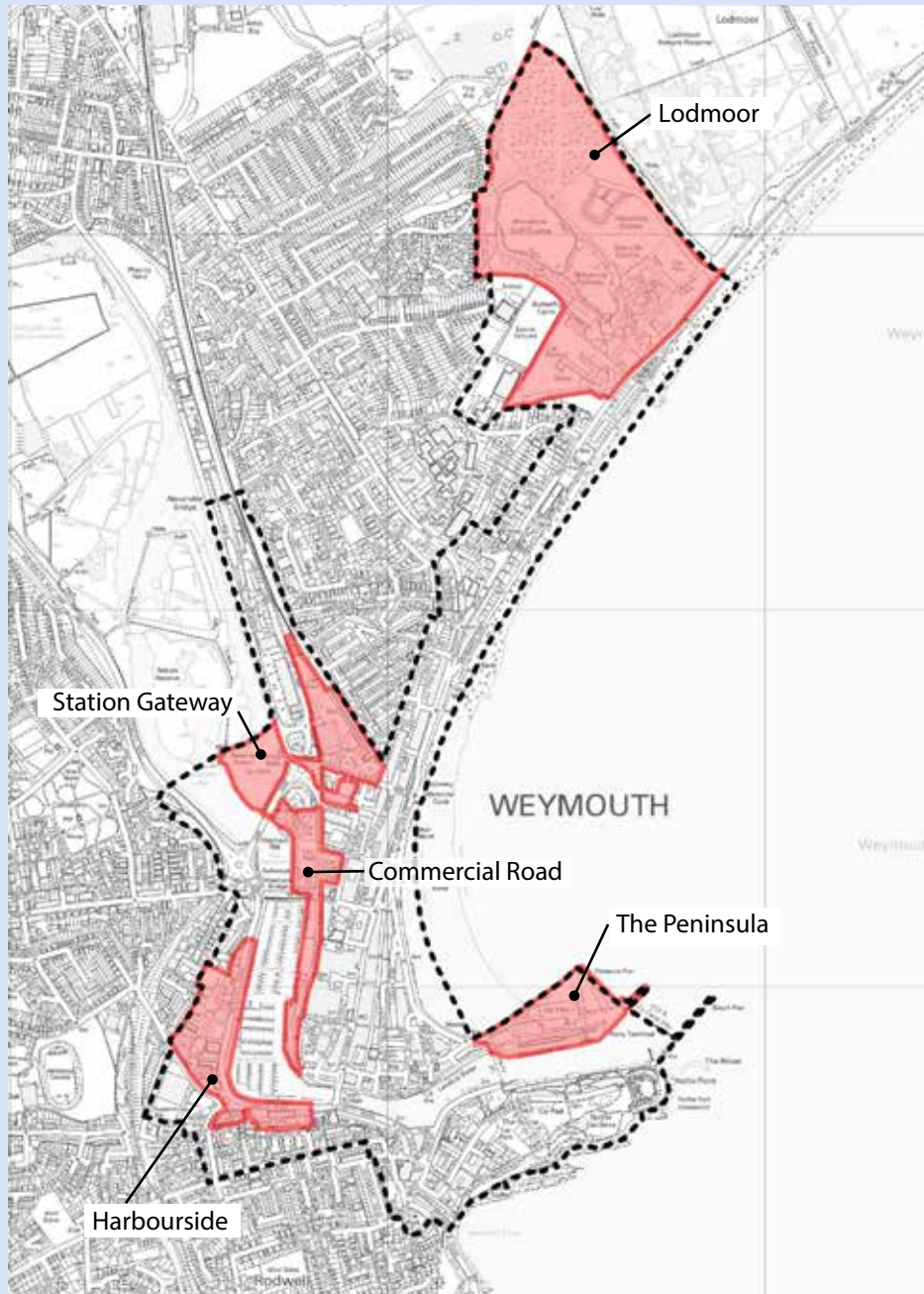
### Status and background

- 1.3 This SPD has been subject to public consultation which commenced on 10th March for a period of 4 weeks. Comments submitted have been considered and the document has been reviewed. Once adopted, it will be used to develop detailed site proposals and to assess planning applications which come forward in the Weymouth Town centre area.
- 1.4 This SPD has undergone an extensive public consultation to inform the proposals set out within it. A separate WTCM Public Consultation report sits alongside this document and outlines the findings from the events held. The key consultation events include;-
- i) Stage 1 – a series of nine public pop up exhibitions held at different venues across Weymouth town centre between 14th August and 21st September 2014.
  - ii) Stages 2 and 3 – two public workshops involving those who took part in stage 1 events, plus key local organisations with an interest in the town centre.

- 1.5 Alongside these events, discussions have taken place with landowners of the key sites, statutory agencies, Dorset Local Enterprise Partnership and a wide range of business/community groups.
- 1.6 Technical work has been undertaken to assess potential development options arising from the public consultation events. Other relevant technical work includes the After Dark strategy for managing Weymouth town centre in the evenings and at night time, the Strategic Flood Risk Assessment and the Weymouth Flood Risk Management Strategy.
- 1.7 The area covered by the WTCM SPD is shown overleaf. The five development sites covered by this SPD are also shown. These sites are known as:-

- 1. Commercial Road**
- 2. Harbourside**
- 3. Lodmoor Gateway**
- 4. The Peninsula**
- 5. Station Gateway**

## Weymouth Town Centre area and Key sites



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### Locality

- 2.1 Weymouth is located on the English Channel coast, at the mouth of the River Wey, 7 miles south of Dorchester and 5 miles north of Portland. It is the third largest settlement in Dorset after Bournemouth and Poole, having a population of around 52,000.
- 2.2 Weymouth is an important tourist and recreation destination, with a beautiful seascape and built heritage, surrounded by attractive landscape within the Dorset Area of Outstanding Natural Beauty. The Jurassic coast, on which the town is located, is a World Heritage Site, important and well known for its geology. Weymouth town centre is the largest shopping area in the West Dorset and Weymouth and Portland council areas and attracted 405,000 staying visitor trips and 1.7 million day visits in the 2013 summer season. 5,000 jobs are supported by the visitor related spending.



Weymouth Harbour





## Ecology and Landscape

- 2.3 Weymouth occupies a unique landscape setting. It is bound to the north by the South Dorset Ridgeway, a high ridge of land dominating the skyline between Weymouth and Dorchester. This location has been an important place for people for the last 6,000 years, with over 1000 ancient monuments, some dating back to the Neolithic (4,000 - 2,000 BC). An escarpment slopes steeply down towards Weymouth, with ridge and vale and valley landscapes reaching right into the town centre area. These features form an important backdrop and setting for the town, as well as providing important green space within the built up area. Lying on the edge of the town centre area, Radipole Lake is an RSPB Nature Reserve and the mouth of the River Wey is an important habitat for birds and fish.
- 2.4 The Lorton Valley Nature Park lies on the north east boundary of Weymouth, close to a key development site at Lodmoor. It is a mixed landscape that includes unimproved grassland, flower rich meadows, deciduous woodland, agricultural land and on the lower land reed beds, wet grassland, saltmarsh and areas of open water. It incorporates Lorton Meadows, the Lodmoor Nature Reserve and Two Mile Coppice Nature Reserve. All three of these sites include land designated as Sites of Special Scientific Interest.

## Flooding and Drainage

- 2.5 Weymouth town centre is situated in a low lying area at the mouth of the River Wey. Historically, the town was a port and the river frontages through the town are a mix of modern marina and historic quay. The town centre lies between the harbour area, the River Wey and the sea. This location generally has a high level of flood risk. Two particular sources of flood risk to Weymouth town centre are water tide levels in the harbour and waves overtopping the Esplanade. Easterly waves in particular are thought to cause flooding in the town centre and percolation through the underlying gravel is an additional factor. It is predicted that expected rises in sea level will exacerbate flooding issues in the town centre area if no action is taken to alleviate the issue. High tidal levels also exacerbate flooding upstream of Westham Bridge. Significant parts of the town centre area lie within flood zones 2 and 3 which indicate the severity of flood risk. As part of the Flood Risk Management Strategy, undertaken in conjunction with the Environment

Agency, development within the town centre is only able to take place if appropriate contributions from development are made towards providing strategic flood defences. Weymouth Bay Coastal Processes Study is considering long-term flood risk management options to further develop flood alleviation measures for Weymouth.

## Archaeology and historic buildings

- 2.6 Designated as a conservation area in 1974, Weymouth town centre contains over 600 listed buildings. The outstanding quality of the built environment is widely recognised and has justified significant investment by English Heritage over many years. The unique character of the town centre derives from the close relationship of Weymouth Harbour, Melcombe Regis, the Esplanade, Greenhill and Park Street. The high architectural quality of the buildings and groups of buildings, many of which have statutory listing of historic or architectural importance contribute to this overall character. The outer harbour and its associated buildings are a major tourist attraction in their own right. Here, there are numerous buildings from the 17th century or earlier, though 18th and 19th century replacements, conversions and re-facing have occurred in many instances. The unique character of the area is made up from the tight groups of buildings and network of confined streets. The Esplanade is a fine example of 18th and 19th century architecture which follows the sweep of the Weymouth Bay. It is mainly Georgian in character and is of national historical and architectural importance.
- 2.7 At the entrance to Weymouth harbour is Nothe Fort, a Scheduled Ancient Monument. The fort played an important role in World War II and is one of the best preserved forts of its kind in the country.

## Transport and Movement

- 2.8 Weymouth lies on the A354 which has undergone recent improvements to aid traffic flows during the 2012 Olympics. This connects to the A35 at Dorchester. The rail and bus stations lie within the town centre area and there are direct rail links to both London and Bristol. The Condor ferry service to the Channel Islands from Weymouth was suspended in April 2015,

moving to Poole. Any future options for ferry services from Weymouth will need to be decided.

- 2.9 There is concern about over congestion on the A354 to Dorchester and in and around Weymouth town centre and its major junctions. The public consultation undertaken indicates a general dissatisfaction with recent junction improvements as well as congestion around the town itself. Particular areas identified were King Street and the new traffic junction at Boot Hill, close to the ASDA store. There was also criticism of the pedestrian linkages between the rail station and the town centre and Esplanade. Car parking has also been identified as a particular issue for the town centre, both in terms of providing sufficient convenient parking to support the vitality of the town centre and the need to discourage traffic to circulate looking for spaces to park. Further work needs to be undertaken as part of a transport and movement study to explore where any issues exist and potential solutions. The long distance cycle route, the Petit Tour de Manche passes through Weymouth enhancing Weymouth's role as a sustainable tourism destination.

## Economy and Retail

- 2.10 The core retail area in Weymouth encompasses St Thomas Street, St Mary Street, New Bond Street, Bond Street and part of St Alban Street. Most of the town centre buildings are older terraced properties, some of which are listed, meaning that retail operators have had to be flexible and compromise their accommodation requirements over the years. A more modern shopping and leisure complex is located in New Bond Street and contains retailers Debenhams and TK Maxx and a cinema. The area fronting the town bridge is a focus for hotels, restaurants, cafes and bars.
- 2.11 Employment levels in Weymouth are similar to Dorchester, even though the town is significantly larger. Unemployment stands at 7.2% of the borough's population that are eligible to work. This is higher than for the south west region at 5.6% and the national rate of 6.8%. The town has low business start up rates. Overall, this has led to significant out commuting, particularly to Dorchester, with consequential impacts for traffic levels on

the A354. Weymouth's economy is largely reliant on retailing and the hotel and catering sectors, leading to an economy dominated by relatively low earnings and skill levels. The wider Dorset economy balances this to an extent with a number of different defence related industries. Weymouth has pockets of deprivation which lie within the 20% most deprived in England.

- 2.12 Given the marina facility at Weymouth harbour, historic links with the naval site at Osprey Quay, development at Portland Port, together with the Weymouth and Portland Sailing Academy and the hosting of the 2012 Olympic sailing events, there is an important growing marine sector. With a highly attractive marina area with scope for further expansion, there is an opportunity to build upon on the marine and marine leisure business.

## Contaminated Land

- 2.13 Historically, industrial uses have been located within the town centre area. Many of these have now disappeared from view but leave potential contamination issues which need to be addressed before development can take place. There has also been a degree of infilling of low lying areas close to the river and harbour. All five of the key development sites have historically been infilled. A number contained former industrial uses and other potentially contaminative land uses. These are summarised below:

### Commercial Road

This site contains former industrial uses including a timber works, builders' yard, garage, a mill, depot, joinery works and railway uses. There is also an electricity substation.

### Harbourside

The site contains former industrial uses with potential contaminative land uses including a gas works, electricity sub station and vehicle parts store.

### Lodmoor Gateway

A large part of this site was historically a landfill site. This received waste between 1950 and 1990 comprising inert fill, industrial, commercial, household and liquids/sludge waste. A former use on the site includes a fuel service station. There are a number of current uses which are potentially

contaminative. These include a composting facility and waste transfer station, fuel storage facility and an electricity sub station.

### The Peninsula

The Peninsula is a man made filled structure. Historically, the railway line existed on the site.

### Station Gateway

Former industrial uses on the site include railway sidings, goods and engine sheds and a saw mill. The Swannery car park is a former household waste landfill site. Current potentially contaminative land uses include a petrol garage, station, bus depot and vehicle repair workshop.



Railway station car park

## Policy Background - West Dorset, Weymouth and Portland Local Plan

2.14 The Local Plan establishes the principle of development in Weymouth town centre. Policy WEY1 seeks to diversify and improve the town centre environment, taking account of its attractive setting and historic character. It identifies a need to improve the first impressions of the town to visitors by making improvements to key arrival points (Station Gateway, Lodmoor Gateway and the Swannery car park). The Plan highlights the importance of improving the links into key destinations in the town centre and the need to manage flood risk. It identifies five key sites to revitalise and regenerate the town centre:-

- i. **The town centre and Commercial Road**
- ii. **Weymouth Station**
- iii. **The Ferry Peninsula (referred to in this document as The Peninsula)**
- iv. **Westway and North Quay area (referred to in this document as Harbourside)**
- v. **Lodmoor**

2.15 Local Plan policies WEY2, WEY3, WEY6, WEY7 and WEY8 set out guiding principles for the redevelopment of these sites. WEY 2 (Town Centre and Commercial Road), WEY3 (Station Area and Swannery Car park), WEY6 (Ferry Peninsula), WEY7 (Westway Road and North Quay Area) and WEY8 (Lodmoor Gateway). The town centre is identified for a significant level of development including a minimum of 600 dwellings and for employment and retail provision. Whilst much of Weymouth town centre is at risk of flooding, both from ground, coastal fluvial flooding and surface water run-off, a flood risk management strategy has been agreed with the Environment Agency. This means that proposals within the town centre area are not required to demonstrate the sequential test provided they contribute to the provision of flood defences as appropriate.

2.16 Policy WEY2 (Town Centre Core and Commercial Road) seeks to maintain



the primary shopping area and balance between meeting modern retail floorspace requirements and protecting the town heritage. It seeks the provision of supporting uses beyond the main retail area. It also refers to the opportunity of providing an active waterfront frontage with links from the town centre area.

- 2.17 The Station area and Swannery car park are covered by Policy WEY3. This identifies the station area for development as a transport hub, with a mix of development, together with improvements to the public realm. The Swannery car park is identified as the main car park to serve the town centre but could give a better first impression of the area, if there were more with attractive pedestrian routes with active frontages linking into the town centre.
- 2.18 Policy WEY6 (Ferry Peninsula) seeks the comprehensive redevelopment of the area to provide for leisure and tourism uses together with complementary town centre uses including housing. The policy highlights that any development needs to complement the historic terraces along the Esplanade and not detract from Nothe Fort, a Scheduled Ancient Monument. It is identified as a suitable site for a landmark building.
- 2.19 The Westwey Road and North Quay area (Policy WEY 7) is currently undergoing change. A planning application has been submitted by the Council to redevelop the Weymouth and Portland Borough Council offices for a mix of uses, including residential and the adjoining site which was the Fire Station is currently under construction to provide 43 retirement homes. This is consistent with Policy WEY7 which seeks residential, commercial, retail and hotel uses. Important policy considerations are to provide an attractive waterside frontage and to respect the historic buildings.
- 2.20 WEY 8 (Lodmoor Gateway) seeks to encourage the provision of tourism, recreation and ancillary uses appropriate to its gateway location. High quality development is sought.
- 2.21 Policy ENV2 Wildlife and Habitats seeks to protect and enhance areas of significant ecological interest. The development of major sites including the sites covered by this SPD will need to demonstrate that there is no net loss

in biodiversity, and show where it is possible to connect to wider ecological networks. Where there may be an adverse impact on internationally protected sites, mitigation measures are likely to be needed, and discussion with statutory bodies will be required.

## 3.0 Vision

The overall vision for Weymouth town centre is

*‘to be a place of unique character and distinctiveness, which builds on its maritime heritage and family friendly offer, to provide a vibrant mix of shopping, cultural and leisure activities, supported by thriving businesses, tourism, commercial and cultural sectors’*

- 3.1 The Masterplan’s vision has been drawn from extensive consultation on the future of Weymouth town centre with key stakeholders, local residents, businesses and visitors to the area. It reflects that the town centre is at the start of exciting changes aimed at ensuring that Weymouth can live up to local aspirations as an exciting, vibrant 21st century coastal town. The hosting of the sailing events for the London 2012 Olympic and Paralympic Games has transformed aspirations for Weymouth’s residents and its business community. The WTCM provides the planning and delivery framework to help achieve this ambition.
- 3.2 The WTCM seeks the regeneration of key areas within the town centre to bring major improvements in employment and housing provision, to the public realm and to transport movement. From this, it seeks to establish new opportunities for the enjoyment of residents and visitors in retail, tourism, culture, art and sports. It provides a strong point of reference to rejuvenate Weymouth as a contemporary, vibrant town for local people and visitors alike.
- 3.3 This is an ambitious plan to develop a minimum of 600 new homes and 2,700 jobs across five sites in the Weymouth Town centre, regenerating 58 hectares of brownfield land.

3.4 This aspiring project has widespread public support, with the population supporting significant changes to ensure a prosperous future for the town and surrounding area.

3.5 The five development sites identified in the Local Plan will provide homes, businesses, shops, open space, built leisure and community facilities, parking and infrastructure. These sites will play a vital role in regenerating the town centre and address major issues including flooding, contamination and a poor quality of outdoor environment. Within the overall redevelopment there will be opportunities for community led improvement to help transform the appearance and feel of the town centre.

## Objectives

3.6 The objectives for Weymouth town centre are set out below.

### ***Achieving a diverse, thriving town centre***

The town centre will be full of activity as a safe place to live, work, shop, spend leisure time and enjoy the scenic coastal location.

3.7 This could be delivered through:-

- Regenerating the town centre through enhancing the mix of uses particularly along Commercial Road, the Harbourside and around Weymouth station by diversifying the retail offer, providing office and living accommodation, new public space and places to eat and enjoy leisure time
- Seeking the provision of a hotel and conferencing facility close to the waterside
- Enhancing public space in the town centre by providing better and clearer linkages, introducing more landscaping and places to enjoy the views
- Reducing the dominance of traffic, reviewing car parking and providing

better linkages for pedestrians and cyclists to key destinations.

- Providing a 'Harbour Circuit' pedestrian route to attract visitors to the inner harbour, providing a facility for all users to enjoy
- Retaining and/or enhancing arts and cultural provision in the town
- To provide facilities to support the local fishing industry

### ***Providing high quality destination streets***

The town centre will be connected by streets that lead to a destination, that have a purpose and which are not dominated by traffic and provide a better quality environment for pedestrians.

3.8 This could be delivered by:-

- Promoting a better balance between pedestrians and road traffic in redevelopment schemes
- Enhancing pedestrian routes and signage to key destinations in the town centre
- Rationalising car parking provision, managing traffic congestion, enhancing the pedestrian environment and reducing severance caused by the A354'

### ***Create an attractive vibrant town centre around the clock***

The town centre will add to its mix of uses and attractions, particularly its family offer to ensure a range of activity, throughout the day, evening and night time.

3.9 This could be delivered by:-

- Building on the existing night time economy, providing a wider range of attractions, including family and fine dining and a new cultural attraction on the waterfront close to the station

- Introducing opportunities to live and work in the town centre, particularly through the regeneration of the key sites at Harbourside, Weymouth station, the Peninsula as part of mixed use development
- Developing the cultural offer for residents and visitors to Weymouth
- Providing space for outdoor events at Westham Bridge, the Peninsula and the Harbourside
- Providing community facilities within the Harbourside

### ***Provide an active waterfront***

The town centre will build upon its attractive waterside areas, providing a range of activities to enable everyone to enjoy Weymouth's unique coastal and waterside location.

3.10 This could be delivered through:-

- Creating mixed use development along all waterfront areas and provide space for cultural activities
- Investing in quality street and spaces, with street furniture to enable enjoyment of the attractive setting and better signage
- Providing facilities and car parking within the Harbourside for users of the harbour and marina area and retaining existing facilities
- Providing a high quality public space at Westham Bridge as part of the 'Harbour Circuit' pedestrian route

### ***Provide places for people***

New development in the town centre will create varied, accessible and attractive places for all users.

3.11 This could be delivered through:-

- Reducing the dominance of traffic and car parking in the town centre
- Providing better pedestrian routes and connections to key destinations throughout the town centre taking into account improved flood defences
- Providing high quality public space, for events, activities and to relax in integrating appropriate public art into development at an early stage
- Enhancing the hard and soft landscaping within the town centre, focussed in new public spaces, around the inner harbour and at the Peninsula
- Ensure provision is made for vehicle access for users with limited mobility

3.12 The vision and objectives will be achieved through the delivery of the Weymouth Town Centre Masterplan set out in the remainder of this document.



St. Alban Street, Weymouth

## 4.0 The Overall Strategy for Weymouth Town Centre

4.1 The Weymouth Town Centre Masterplan strategy has been developed based upon the framework provided by the Local Plan, the public consultation undertaken and the technical work undertaken on the town centre area. It comprises the following elements; a high level transport and movement strategy; a public realm strategy; an overall masterplan based on the redevelopment of five key sites which have been identified in the West Dorset and Weymouth and Portland Local Plan; and a delivery strategy.

### The Transport and Movement Strategy

4.2 Further detailed work is required to develop a detailed plan for transport and movement and the phasing of any changes alongside the redevelopment of the five key sites. A car parking study will also be needed as part of the transport strategy to ensure sufficient convenient parking provision is available for different users. Together this strategy will look to improve access to and movement around the town. The transport strategy will supplement the Weymouth Town Centre Masterplan document and inform the development requirements for each of the development sites. There are important linkages between the transport and movement and the public realm strategies as some key areas are currently dominated by heavy traffic. Conflicting movements and parking are also key areas to improving the pedestrian environment. The Transport and Movement Strategy will realise objectives 1, 2 and 5 specifically and seek to :-

- Balance the competing needs on the town centre road network
- Improve the quality of the town centre walking and cycling environment and their links to residential areas
- Provide good public transport access to key town centre destinations
- Reduce the dominance of heavy traffic and focus more car parking in a number of gateway car parks to capture demand outside of the core town centre area

4.3 The public consultation workshops have identified key transport issues in the

town centre. These are shown on the next page.

4.4 The work undertaken so far in the consultation and technical work on each of the development sites indicates that measures may be needed to address the following issues:-

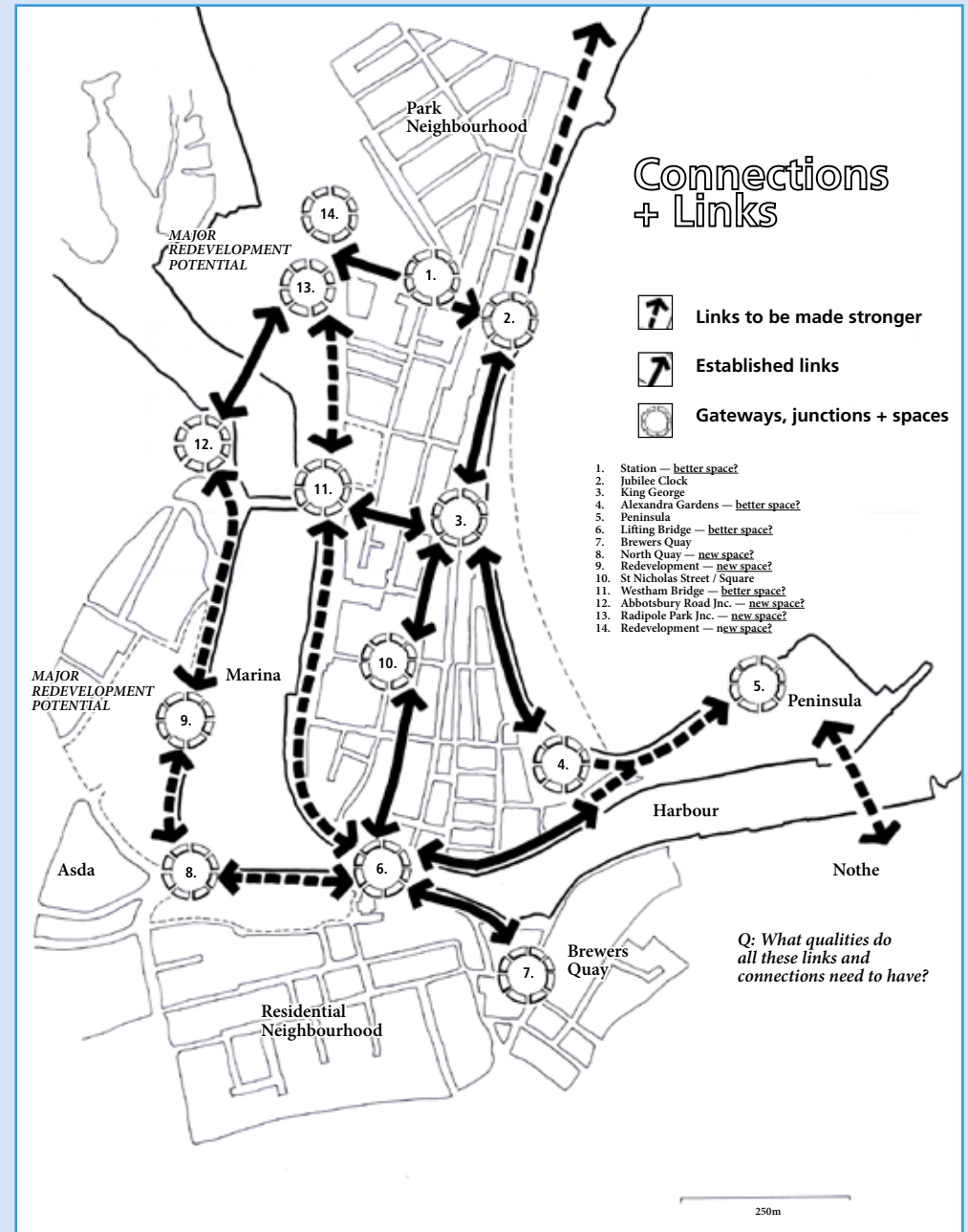
- Reduced traffic dominance along Kings Street and the inner harbour on Westwey Road to provide a better pedestrian environment
- Better pedestrian linkages and signage from Weymouth station and the Swannery car park to the beach, town centre, inner harbour and rest of the town
- Remove car parking from Westham Bridge to provide public space
- Provide dedicated car parking for users of the marina
- Provide a park and ride facility from the Swannery car park to key destinations in the town centre
- Provide a park and ride facility from the Lodmoor Beach car park to the Ferry Peninsula
- Provide dedicated coach parking in the Lodmoor Beach car park
- Reduce the dominance of car parking along Commercial Road and provide for bus drop off
- Provide a transport hub at the station and a drop off/pick up point
- Provide a car parking information system to help inform drivers of availability of car parking spaces and locations

4.5 The redevelopment of the key town centre sites will have an impact on traffic movement and volumes. Traffic modelling will help to inform on the detailed measures needed.

### The Public Realm Strategy

4.6 The public realm strategy seeks to realise objectives 1, 2, 4 and 5 specifically

# Key Transport Connections, Gateways and Scope for Improvements





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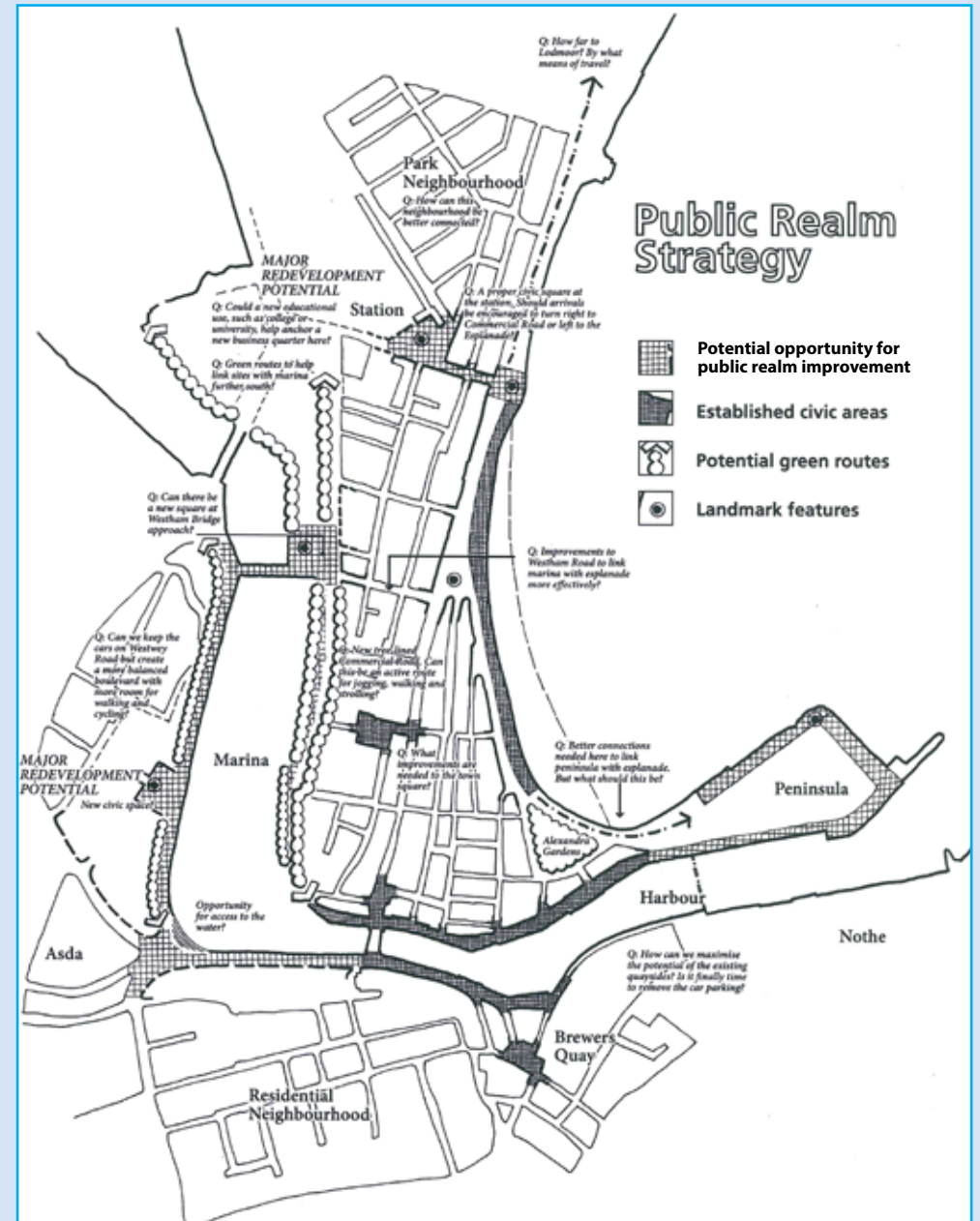
- Deliver a high quality public realm to improve the environment of the town centre involving the community in the development of proposals'
- Rebalance the priority given to pedestrians whilst providing for motor vehicles
- To deliver a harbour circuit pedestrian route to encourage visitors and residents to enjoy the scenic views and the facilities offered by the town centre.

4.7 The redevelopment of the town centre sites will create opportunities to provide better linkages between the main destinations and significantly improve the visitor impression and experience. The public workshops have highlighted key public realm issues to address. These are shown on the plan on the next page.



Existing public realm at Custom House Quay

## Public Realm Strategy map

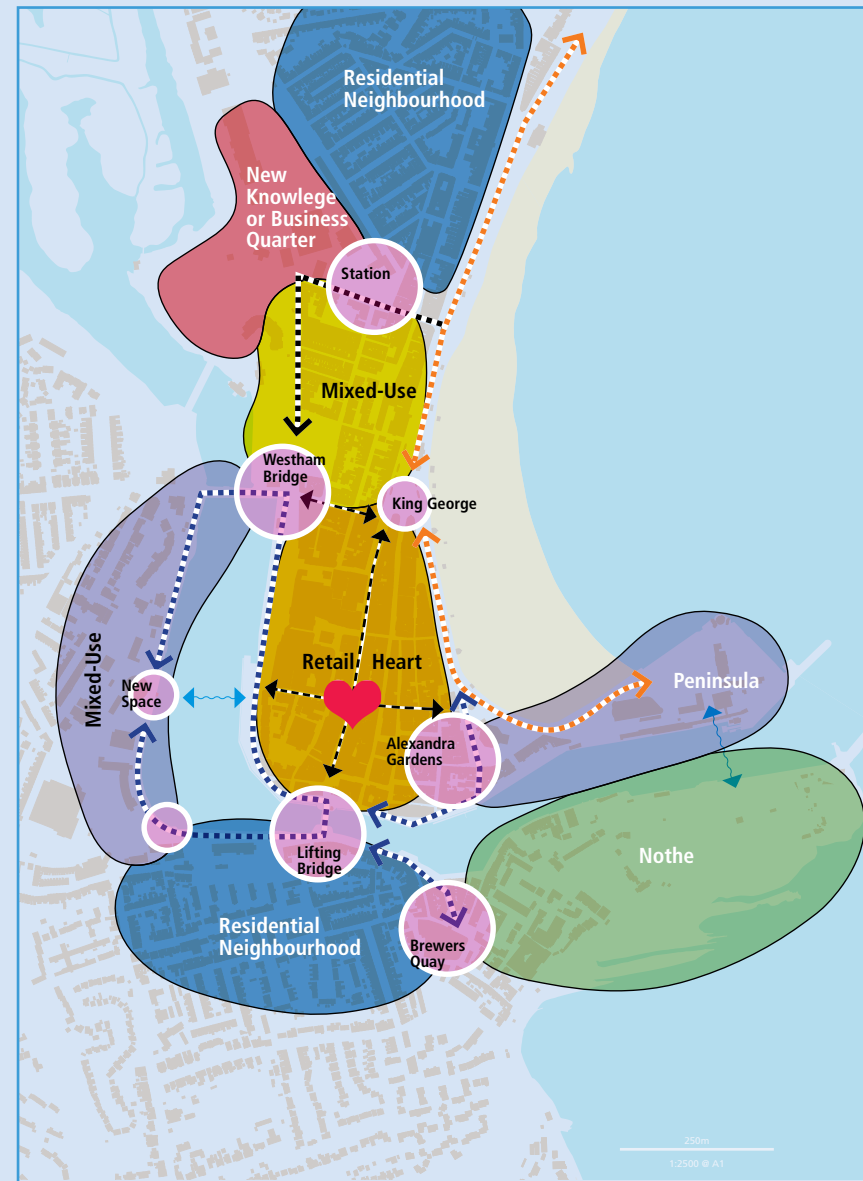


4.8 The consultation work along with the technical work undertaken on the development sites indicates that the key public realm improvements needed could include:-

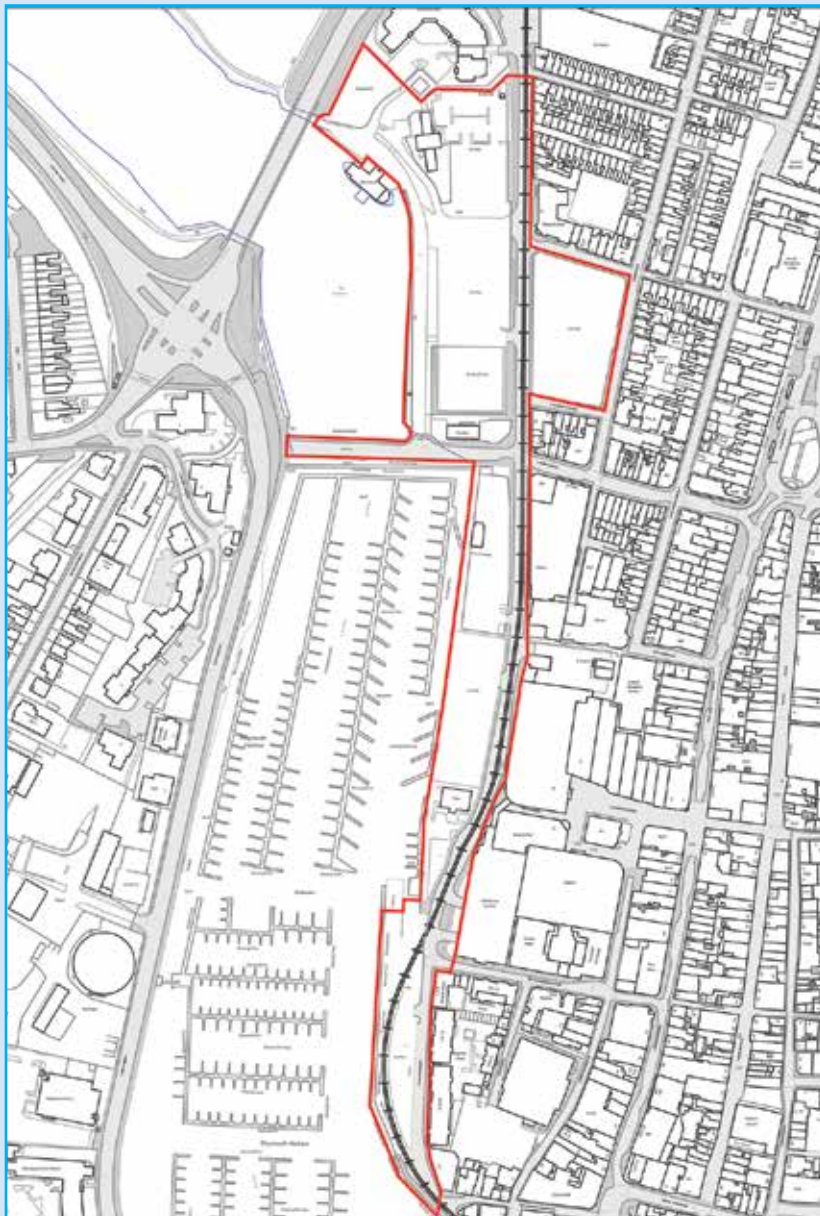
- Provision of public space on The Peninsula to allow residents and visitors to enjoy the inspiring location
- Provision of a high quality pedestrian connection from The Peninsula to and along Custom House Quay to the town bridge
- Improvement of the pedestrian circular route from Westham Bridge around the harbour area. Provision for cycling needs to be incorporated. An arts trail and fitness trail should be explored
- Creation of a town square facing the inner harbour as part of the redevelopment of the harbourside site and exploring the potential for a boulevard along the A354 along the harbour
- An upgrade to the public realm fronting the Lodmoor gateway site
- Provision of an attractive pedestrian route from the Swannery car park to Westham Bridge to join the inner harbour circular walk
- Provision of a quality pedestrian environment along Commercial Road to provide a good connection from the inner harbour to the town centre
- Provision of a good pedestrian connection from the rail station to the Swannery car park
- Provision of an enhanced pedestrian environment on the station frontage and along King Street to provide better connections to the beach and Esplanade area and into the town centre and the inner harbour area via Commercial Road
- Provision of high quality and consistent range of materials and clear signage to be used throughout the town centre

4.9 The public workshops identified a range of uses for different parts of the town centre area and this is reflected in the diagram opposite.

## Town Quarters identified from the Public Workshops



### Commercial Road Site boundary



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5.1.1 This development site is 3.8ha in size and is located immediately west of the town centre. It runs from Cozens Quay at the southern edge of the site, along the length of Commercial Road, across Westham Bridge to the south of the Swannery car park which forms the northern boundary. It overlooks the inner harbour and is within the town centre Conservation Area. The site area has good accessibility being within walking distance of the bus and rail stations, and being located on Commercial Road, the main road through the town centre.

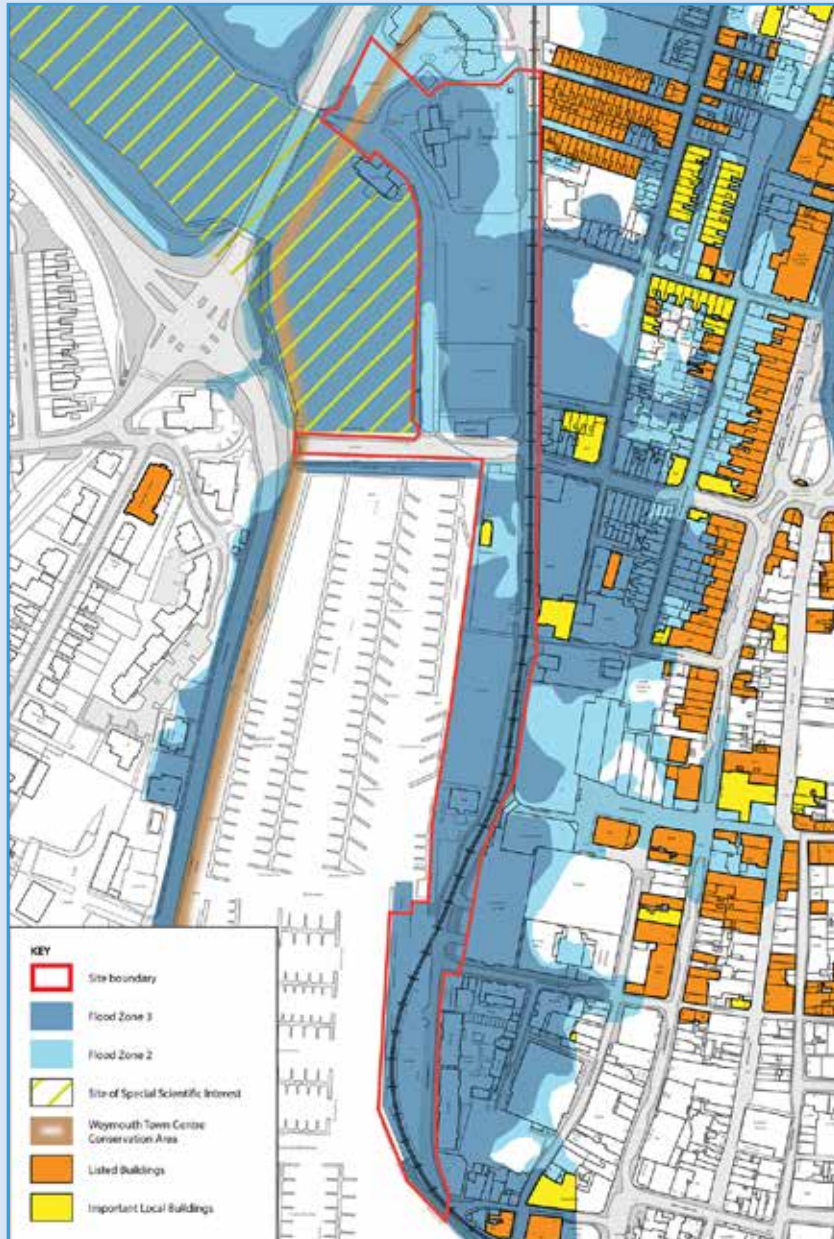
5.1.2 The key objectives in redeveloping this site are to:

- Contribute to a new harbour circuit pedestrian walk
- Contribute towards improving the environmental quality of the town centre
- Introduce mixed use development along the harbourside, focussed on restaurant and café uses on the ground floor, with short stay parking and a bus facility to serve shoppers
- Provide a new public space at Westham Bridge to enhance enjoyment of the inner harbour area and public space for outdoor events
- Introduce new residential units above ground level
- Consider the inclusion of cultural and/or community uses
- Retain the operational harbour area including dedicated parking and unloading area for the local fishing industry and charter boat
- Contribute to the provision of strategic flood defence works and implementing the Flood Risk Management Strategy

5.1.3 This area provides a significant opportunity to improve the existing uninviting frontage along Commercial Road, diversify the town centre and draw people to one of the town's most important and picturesque natural assets; its inner harbour.



## Commercial Road Site Constraints



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### Strengths

- Overlooks picturesque harbour*
- Good transport links*
- Central location adjoining the town centre*
- Strong public transport presence which can be enhanced*
- Operating fishing industry contributing to the economy and heritage of the town'*

### Weaknesses

- Dominated by parking close to the town centre*
- Narrow depth to the site*
- Leasehold interests*
- Significant flooding issues (Flood zone 3)*
- Within the conservation area and setting of listed buildings*
- Service provision on the site*
- Adjoins Radipole Lake SSSI*

### Opportunities

- Could provide for uses not currently represented in the town centre, enhancing the diversity of the town centre*
- Currently occupied by low density uses but these uses would need to be re-provided*
- New built form could better enhance the Conservation Area*

### Threats

- Rising sea levels*
- Regular significant tidal and groundwater flooding*
- Significant loss of car parking could impact on the viability of the town centre*
- Historic infilling means there is potential for land contamination on the site*

## Land in Council Ownership

- 5.1.5 Large parts of the site are within the Council's ownership, though there are a number of leasehold interests and other landowners. The Council's preferred solution for the development of this site is to retain the adjoining Swannery car park, and develop the remainder of the site for mixed uses. Around the waterfront, development would focus on mixed use residential, restaurant, and café uses, public car parking and a new public space on and around Westham Bridge. Any residential element must be located above ground floor level due to flood risk. A high quality pedestrian route would link the Swannery car park to Westham Bridge, along the eastern harbourside and across Commercial Road into the town centre. Proposals will need to incorporate a coach/bus drop off point and retain the operational harbour area and its dedicated car parking area at Cozens Quay.

## Listed Buildings and Conservation Area

- 5.1.6 There are no listed buildings on the development site, though the main marina offices are identified as an important local building. However, most of the site lies within the Conservation Area and there are Grade II listed buildings adjoining the site on Commercial Road and Park Street, together with a number of important local buildings. Development proposals should be sympathetic to the character and setting of the Conservation Area and listed buildings and development on the edges of the site should reflect the scale of development on adjoining areas.

## Other Existing Buildings and areas

- 5.1.7 The site plays an important role in providing a location for the mooring and departure of fishing boats. This adds to the diversity of the inner harbour area and requires the provision of adjoining parking for the loading and unloading of equipment. The marina offices provide administration, changing facilities and a secure parking area for users of the moorings within the northern part of the inner harbour. Weymouth Angling club is located south of Harbourside car park. These uses need to be retained but potentially could be relocated or incorporated into a new building. The

main building requires a location close to the access point to the marina and the Angling Club requires access to the main slipway into the marina. The Bowling Green provides an important local facility but occupies a sizeable waterside frontage site. The Council considers that this use could be relocated to an alternative leisure site in the town and further discussion is needed to identify another site in the town.

## The Role of the Site

- 5.1.8 The northern part of Commercial Road is an important point of arrival into the town centre, linking closely to the adjoining development site at the Station Gateway. The existing development along the whole of the site does little to welcome arrivals into the town centre, turning its back on Commercial Road and the harbour. There is an important pedestrian link from the car park to the town centre but it is currently of a poor quality, dominated by traffic, with poor connections from the harbourside across Commercial Road. The redevelopment of the site would better welcome visitors, and provide an inviting frontage, encouraging users to walk into the town centre.

## Car Parking

- 5.1.9 The site contains a number of public car parks: Melcombe Regis (245 spaces), Harbourside (86 spaces), Britannia multi storey car park (469 spaces) and Park Street car park (130 spaces). All the car parks, except the multi storey, are owned and operated by the Borough Council. There are private car parking facilities to serve users of the marina. The car parking is vitally important to maintain the vitality of the town centre as it enables customers to park close to the shops, in a range of locations. Though capacity can be reached at peak season and during special events, there appears to be an overprovision of parking across the town, and consolidation is needed. This would also enable the release of development sites to diversify the town centre offer. A parking study will be carried out to review the proposals to make sure there is adequate provision on this site to cater for short term shoppers needs.



## Current Retail Operators

5.1.10 Retailers within the town centre will continue to operate during the development and construction of the site. They will require access for servicing and parking and will wish to retain an attractive trading environment, which must be taken into account in any development proposals.

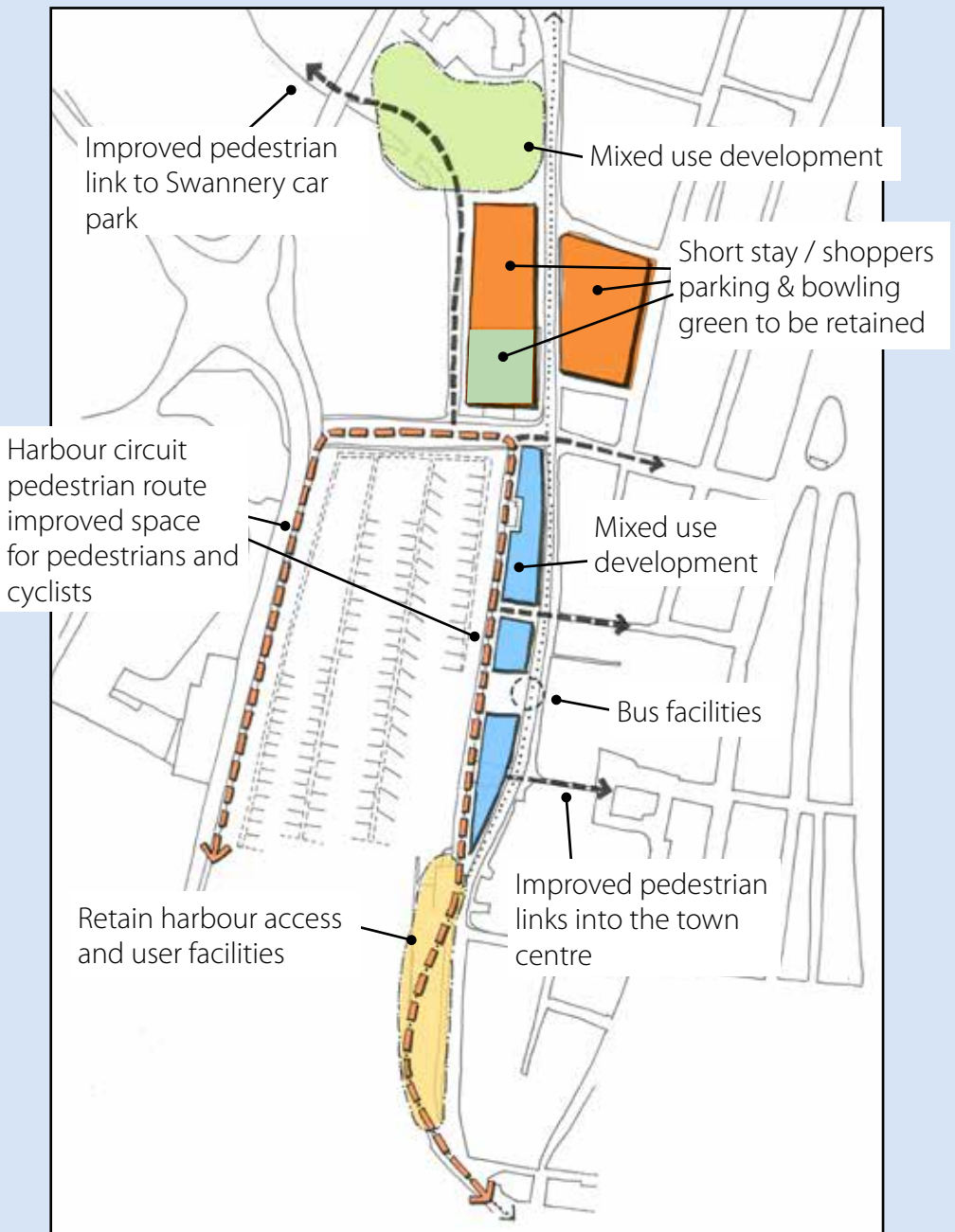
## Vehicle and Pedestrian Access

5.1.11 Vehicle access into all parts of the site will continue to be from Commercial Road. Access to the Swannery Car Park is from Radipole Park Drive. Commercial Road is a busy main road serving the town centre, the town centre car parks, a coach facility including a drop off point, the rail and bus stations, and the main pedestrian link into the town centre from the car parks. It is currently unattractive for pedestrian movements and proves difficult for customers to navigate, with many changes in ground levels and high levels of vehicle movements. Radipole Park Drive and Commercial Road sever the site from the adjoining town centre and the station area, and this would need to be addressed with public realm enhancements and improved pedestrian links. Restrictions on the timing of deliveries will be needed to enhance the pedestrian environment.

## Development Requirements

5.1.12 Development of the site represents an opportunity to greatly enhance the approach to the town centre area, and provide a diversification of uses to support and enhance the experience of visiting the town centre. The site overlooks the attractive inner harbour proving a unique opportunity to draw people visiting the town centre to linger at the harbourside and extend their time here. A quality architectural design is required to provide an enhanced pedestrian environment, open up the dead frontage and link the town centre to the water's edge. Achievement of high quality public realm will include high quality bus infrastructure provision. Development must respect the adjoining Conservation Area and clearly respond to the local townscape in terms of scale, massing building line, elevational design, roofscape, character, detailing, landscape and materials.

## Commercial Road Development Plan



5.1.13 To achieve a viable mixed use scheme, which fits within the site context, a detailed assessment of the site's capacity to accommodate the range of uses will be required. It is anticipated that the buildings will be a maximum of three storeys adjoining the harbourside and four storeys north of Westham Bridge. Mixed use restaurant, café, office and leisure development should be developed at ground floor level, with residential above. Small scale retail uses are possible but should not be the dominant use.

5.1.14 Residential use will be considered above ground level to the north and south of Westham Bridge. Consideration should be given to the following:-

- Providing a range of types and sizes of residential units
- An appropriate level of residents parking provision
- Storage of domestic refuse in a way that that does not adversely affect the amenity of the development or the visual quality of the area
- The provision of outdoor amenity space, to include balconies, roof terraces, and courtyard gardens where appropriate
- Convenient residents access into the buildings

5.1.15 A new high quality pedestrian/cyclists link should be created from the Swannery car park to the inner harbour area, across Westham Bridge, and connect with new pedestrian routes linking the inner harbour area with Weymouth rail station. This could be part of a new circular pedestrian route around the inner harbour, stretching from the town bridge to Westham Bridge. A new public space could be created at Westham Bridge as part of this route. Facilities for cyclists may need to be separated from the pedestrian route. The pedestrian route should:-

- Be for pedestrian use only if possible, be accessible and have active frontages
- Be landscaped to a high quality, and consistent with the overall theme around the harbour as part of the pedestrian circular route

- Be formed from high quality durable materials. Appropriate tree and landscape planting should be included with a mix of street furniture and public art
- Make provision for convenient access to the town centre via New Bond Street
- Make provision for outdoor dining and public events

## Car Parking Provision

5.1.16 Short stay public parking provision will be considered within this site, in line with the emerging parking strategy. This should be creatively accommodated so as not to undermine the pedestrian areas. This includes a need for blue badge holders spaces. Appropriate landscaping and tree planting will be required to soften the appearance of the hardstanding areas. Servicing needs should be positively accommodated.



Existing harbour facilities

### Harbourside Site Boundary



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5.2.1 This site is 5.5ha in size and located in a prominent position west of the town centre. The site runs from the North Quay council offices at the southern edge, along Westwey Road to where Corscombe Close abuts the A354. It is separated from the inner harbour by the A354, which is the main route through to Portland. The site contains a variety of occupiers including Job centre Plus, Weymouth Magistrates Court, a former gas holder site, an electrical substation, a probation hostel, a church, a squash club and St John Ambulance.

5.2.2 The key objectives for the redevelopment of this site are to:

- Contribute to a new harbour circuit pedestrian walk and cyclist link
- Provide a high quality public realm and better pedestrian linkages to the key town centre destinations
- Provide a range of high quality housing and employment opportunities stemming from mixed use development, including provision of community facilities
- Improve the harbour facilities for visitors arriving by boat
- Contribute to the provision of strategic flood defence works and the implementation of the Flood Risk Management Strategy developed in partnership with the Environment Agency
- Address potential contamination problems relating to former uses
- Reduce severance created by the A354

### Constraints and Opportunities

5.2.4 In addition to the physical constraints there are additional factors which add to the complexity of developing this site. The site is in multiple land ownership, with a number of leaseholds; the site is physically separated from the town centre, creating a challenge for linking leisure or retail uses to the town centre; and the site is severed from the waterside by the busy A354. There are land contamination issues stemming from previous uses and a number of buildings would need to be demolished or converted to allow for



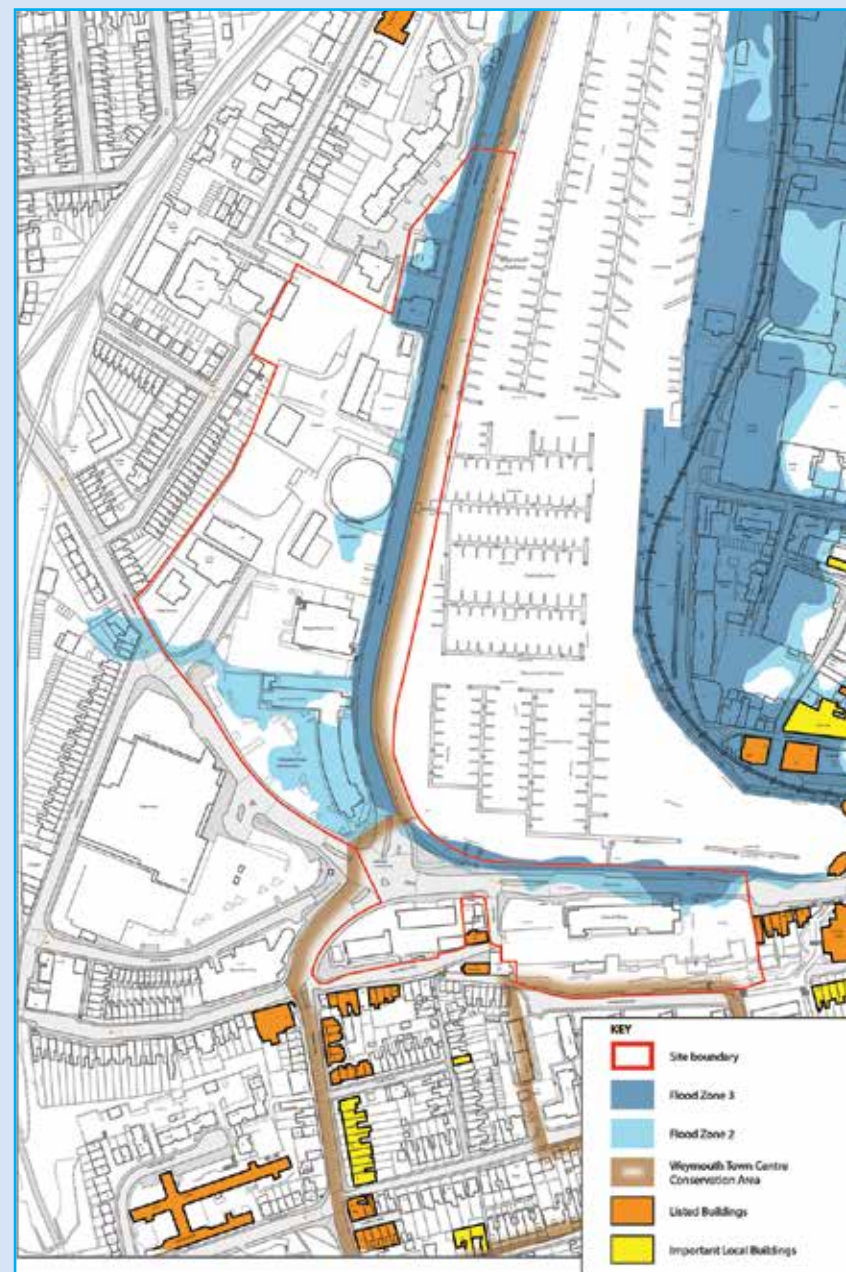
development. It is understood that the electric sub station has to remain on the site.

5.2.5 This site lies largely outside the Conservation Area, with the exception of the Council offices and the old Fire Station site, currently being developed for retirement housing by McCarthy and Stone. However, development here would still need to respect the setting of the Conservation Area. The southern portion of the site is also adjacent to a number of listed buildings.



View towards the southern Harbourside site across the inner harbour

## Harbourside Site Constraints



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<p><b>Strengths</b></p> <p><b>Attractive waterside location overlooking the marina</b></p> <p><b>Close to the town centre</b></p> <p><b>Depth of development site plot</b></p>	<p><b>Weaknesses</b></p> <p><b>Cannot move the electricity sub station</b></p> <p><b>Heavy traffic levels along Westwey Road and technical constraints to moving the road</b></p> <p><b>Separated from the waterside by Westwey Road</b></p> <p><b>Multiple landownership</b></p> <p><b>Partly within the Conservation Area and provides setting to a number of listed buildings</b></p> <p><b>Service provision on the site</b></p>
<p><b>Opportunities</b></p> <p><b>Potentially a desirable residential location</b></p> <p><b>Space to provide facilities for all marina users to improve the quality of Weymouth's offer</b></p> <p><b>Potential to improve pedestrian areas and quayside environment</b></p> <p><b>Potential to provide improved access to the water and more useable areas through decked areas on the existing harbour</b></p>	<p><b>Threats</b></p> <p><b>Poor condition of the sea wall</b></p> <p><b>Unknown contamination level from the gas works and other potentially contaminative uses</b></p> <p><b>Potential for piecemeal development due to multiple landownership</b></p>

## Land in Council Ownership

5.2.6 The site is in multiple land ownership, with public sector land holdings at the Weymouth and Portland Council offices and adjoining car park, plus the Magistrates Court. The remainder is under private ownership and there are a number of leasehold interests.

## The Role of the Site

5.2.7 Currently the site accommodates a variety of uses. Given its prime waterside frontage overlooking the marina and its location close to the town centre, there is an opportunity to make this area a destination in its own right as a vibrant living, working and leisure area. It has the ability to be able to offer a different dimension to Weymouth town centre, with the space to accommodate uses which are unable to operate comfortably due to constraints in the heart of the town centre. The existing development along the whole of the site frontage is unattractive, with a mix of dated buildings, including the redundant gas holder, doing little to generate an attractive image for Weymouth. The frontage of the site is an important pedestrian link to the town centre but is currently of a poor quality.

## Car Parking

5.2.8 A large car park adjoins the site serving the Asda store. There is currently an unmet requirement for dedicated parking to serve the users of the marina.

## Current Site Operators

5.2.9 Some of the current site occupiers are likely to continue to operate during the development of this site. They will require access for their visitors and customers and will wish to retain a reasonably attractive environment and access during this period.

## Vehicle and Pedestrian Access

5.2.10 Vehicle access into the site will continue to be from Newstead Road, and the current access onto the A354 is likely to be retained and improved.



Westwey Road is a busy main road linking Weymouth and Portland, limiting the opportunity to create direct additional access points. This site has an unattractive pedestrian environment, with narrow pavements, busy traffic and a wide junction to navigate at the Trinity Road/Rodwell Road and Newstead Road junction. There is little opportunity or provision for pedestrians to enjoy and take advantage of the waterside marina location.

## Development Requirements

- 5.2.11 The site represents a real opportunity to improve the setting of the marina, improve its attractiveness and contribute to Weymouth's image. Given its location largely outside of current flood zones, it presents one of the few opportunities within the town centre area for significant residential development. Its location adjoining the marina means that provision of facilities for all waterborne visitors can also be made as part of the development, enhancing the attractiveness of the marina and potentially drawing in more arrivals to the town by this mode of transport.
- 5.2.12 This site has potential for a different offer to the redevelopment along Commercial Road. It has a far deeper site width and together with its position overlooking the inner harbour, gives scope to provide for significant residential development, employment and commercial and retail uses, as well as community uses. The development should seek to draw people visiting the town centre to wander the harbourside area and extend their time in Weymouth, but not compete with the town centre. A quality architectural design is required to provide an enhanced pedestrian environment, reducing the dominance of the A354 road, and providing a harbour circuit pedestrian route. Redevelopment must respect the setting of the harbour and Conservation Area, and retain long distance views to the countryside beyond Weymouth.
- 5.2.13 To achieve a viable mixed use scheme, which fits within the site's context, a detailed assessment of the site's capacity to accommodate the range of uses will be required. It is anticipated that the buildings will be a maximum of four storeys adjoining the harbourside, though a higher landmark building at the current site of the Job Centre Plus building is possible. Residential

development will be the dominant use of this site, with a hotel/conference centre the preferred use at the location of the Job Centre Plus building. The existing community uses on the site will be retained and enhanced and the preferred location for these is adjoining the current Newstead Road access. Mixed use restaurants, cafés, offices and leisure development will be developed along the edge facing the marina, creating an attractive pedestrian environment to include a public square surrounded by active uses. Retail uses are possible on this site but should not be located along the waterfront except where they are small units serving the new residential/office uses or the marina and visitor users.

- 5.2.14 Residential development will be a significant land use on this key site, and consideration should be given to the following:-
- Providing a range of types and sizes of residential units
  - Making provision for an appropriate level of residents parking
  - Providing storage of domestic refuse in a way that that does not adversely affect the amenity of the development
  - The provision of outdoor amenity space, to include balconies and roof terraces and courtyard gardens where appropriate
  - Convenient residents access into the buildings
- 5.2.15 The site should provide a high quality pedestrian environment along its frontage and form part of the proposed circular pedestrian route around the inner harbour, linking to Westham Bridge and the main town bridge. It is envisaged that a pedestrian square will be provided as part of the waterfront of this site surrounded by small shops, cafes and restaurants. Key features of the pedestrian areas should reflect the following:-
- Be for pedestrian use only, be accessible and have an active frontage
  - Pavements should be widened to allow for easy pedestrian use and the character of the A354 changed to provide a less traffic dominated environment. Any proposals should explore the

opportunity to improve pedestrian access to the water and provision of decked areas on the existing harbour

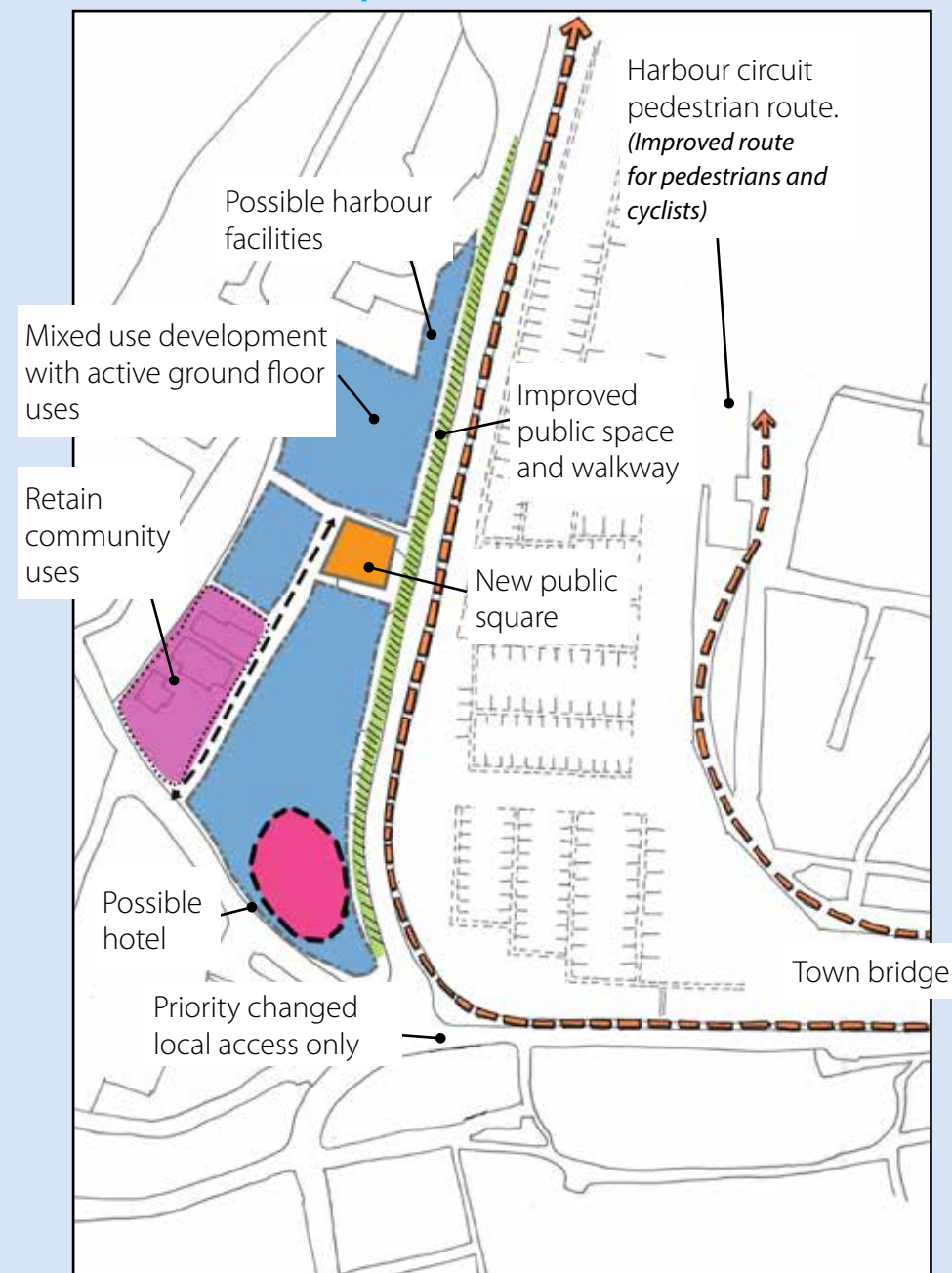
- The area should be landscaped to a high quality, and consistent with the overall theme around the harbour as part of the pedestrian circular route
- The pedestrian areas should be formed from high quality durable materials. Trees and landscaping should be included with a mix of street furniture
- Development should make provision for outdoor dining and public events

5.2.16 Parking provision must be made within the site for residents and employees. This must not adversely affect the pedestrian areas along the frontage of the site. Appropriate landscaping and tree planting will be required to soften the appearance of hardstanding areas, and servicing needs should be positively accommodated. A small area of parking should be included to provide for the needs of users of the marina area whose needs are not currently met by the Weymouth Marina car park. This should be located within reasonable proximity to the marina area, with suitable access to the waterside area.



View of the existing water frontage at the Harbourside site

## Harbourside Development Plan (illustrative)



### Lodmoor Site Boundary



5.3.1 This development site is approximately 32.4ha and is located on the eastern edge of Weymouth, overlooking the RSPB Nature Reserve, a designated Site of Special Scientific Interest (SSSI). It lies on the B3155 linking Weymouth to Preston and is a key entry point to the town. The area immediately adjoining it is largely residential but also includes Weymouth College. There is a mix of uses currently on the site including a Premier Inn, Brewers Fayre, the Sealife Centre, Lodmoor Country Park, a waste recycling centre, a waste transfer station and significant areas of car and coach parking.

- 5.3.2 The key objectives in redeveloping this site are to contribute to:
- Providing enhanced wet weather visitor facilities
  - Providing an extended country park and range of outdoor activities
  - Providing additional car parking for those visiting the town centre and coach parking facilities to help alleviate the traffic congestion currently experienced along the Esplanade
  - To improve the public realm, creating a high quality arrival point for Weymouth, with good connectivity to key facilities in Weymouth town centre
  - To consolidate the parking area surrounding the Premier Inn and potentially provide for limited residential development
  - To contribute to the provision of strategic flood defence works and implementation of the flood risk management strategy developed in partnership with the Environment Agency
  - The protection of protected species including water voles, otters, bats and birds

### Constraints and Opportunities

5.3.3 The existing physical constraints are shown below. There are significant constraints at Lodmoor Gateway, including:

- The site adjoins a SSSI and a wetland area which lies within Flood Zone 3



- Small parts of the site around Sealife and the Country Park are also within Flood Zone 3
- Significant parts of the site are either in active waste or recycling uses or are filled land
- There are important local buildings opposite the site lining the seafront.

### Strengths

**Key arrival point to the town**

**Seafront site with views to the Jurassic coast**

**Access to the beach**

**Popular established family venue**

### Weaknesses

**Needs refreshing and updating particularly to the pedestrian areas**

**Distance to the town centre**

**Presence of contaminated land**

### Opportunities

**Draw for family focussed leisure activity**

**Expansion of the country park to provide links to the adjoining SSSI wetland area**

**To improve the impression for visitors by creating a high quality landscaped car parking area and extension to the Country Park**

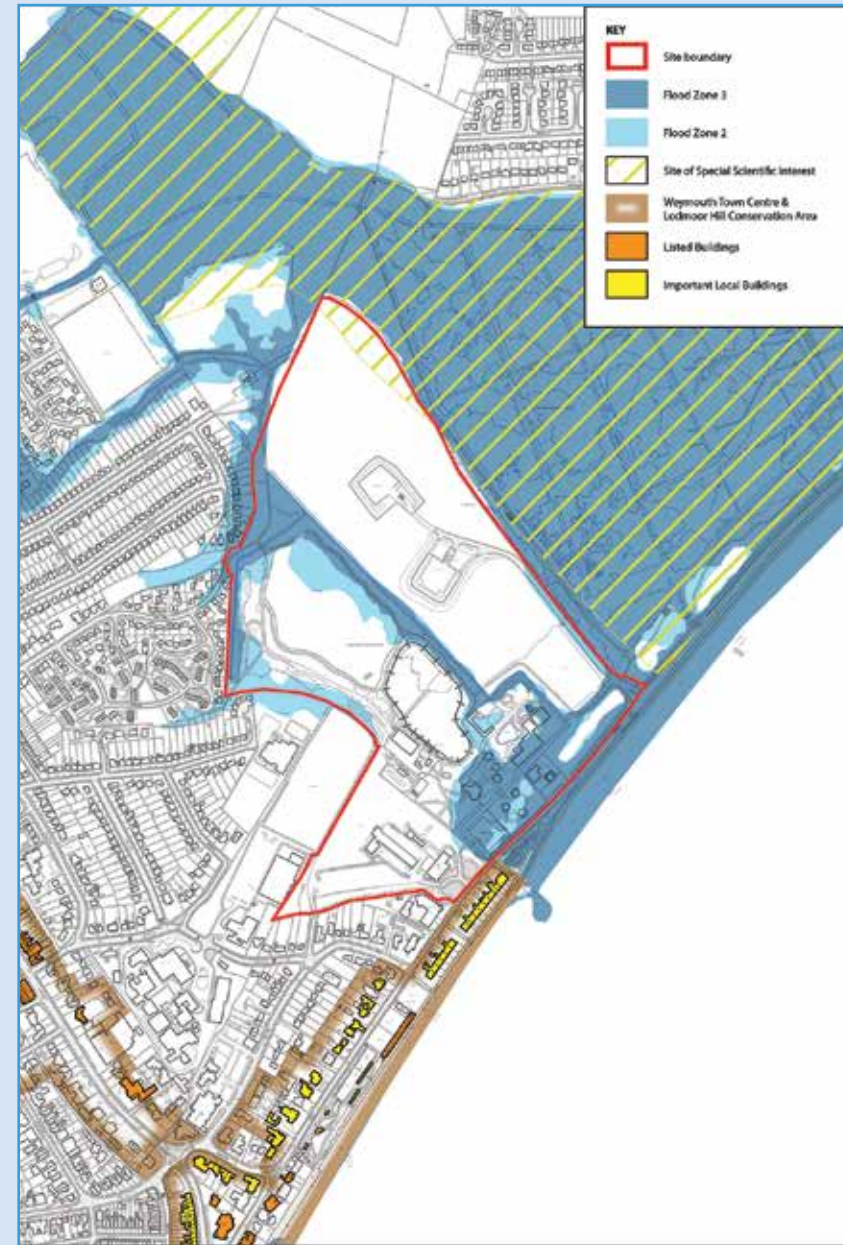
**Located on the South West Coastal Path, an important long distance walking route**

### Threats

**Significant flooding issues to parts of the site**

**Unknown long term impact of landfill issues and resulting development costs**

## Lodmoor Site Constraints



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## Land in Council Ownership

- 5.3.4 The Lodmoor Gateway site is within the freehold ownership of the Council, with a number of long leasehold interests.

## Listed Buildings and Conservation Area

- 5.3.5 There are no listed buildings on or close to the Lodmoor Gateway site, and it is not within the Conservation Area boundary. There are a number of locally important buildings located opposite the entry point to the site.

## The Role of the Site

- 5.3.6 There are a diverse variety of uses currently on the site, with parking, waste and recycling uses, mixed with holiday, visitor and outdoor attractions. The site requires a consolidation of uses and refreshment of the public realm to help update the image of the popular family facilities that are on offer in this location. This is currently a very popular site for visitors both to the built attractions and to the Country Park. However, given the flooding and waste operations, there are constraints to further built development. However, this site has a vital role in providing for the leisure requirements of both visitors and residents of Weymouth and provides a means of relieving traffic congestion in the central part of the town centre from both cars and coaches.
- 5.3.7 There is an opportunity in this location to enhance the wet weather visitor offer, consolidating the sites leisure role, building upon current facilities to develop a destination in its own right and offering diversity to the overall offer of the town. The existing waste and recycling facilities are unattractive, but further planting and screening could improve the quality of the area, with the filled area to the north of the current waste facility offering a means to extend the country park, creating new links to the adjoining wetland areas.
- 5.3.8 The Premier Inn is a well used and popular hotel facility. However, it is currently situated in an unattractive setting of car and coach parking. Part of this parking area could provide a long term opportunity for limited

residential development. Consolidating the parking provision for both cars and coaches into one area will improve the overall appearance of the area and provide the opportunity to develop additional car parking for those visiting the town centre.

## Car Parking

- 5.3.9 The Beach car park has 281 spaces currently, with a large overspill area. There are a further 560 car parking spaces in Lodmoor car park which surrounds the Premier Inn and Brewers Fayre. The current access to the Beach car park is very unattractive with a severe width restriction to vehicles which requires some improvement.

## Vehicle Access

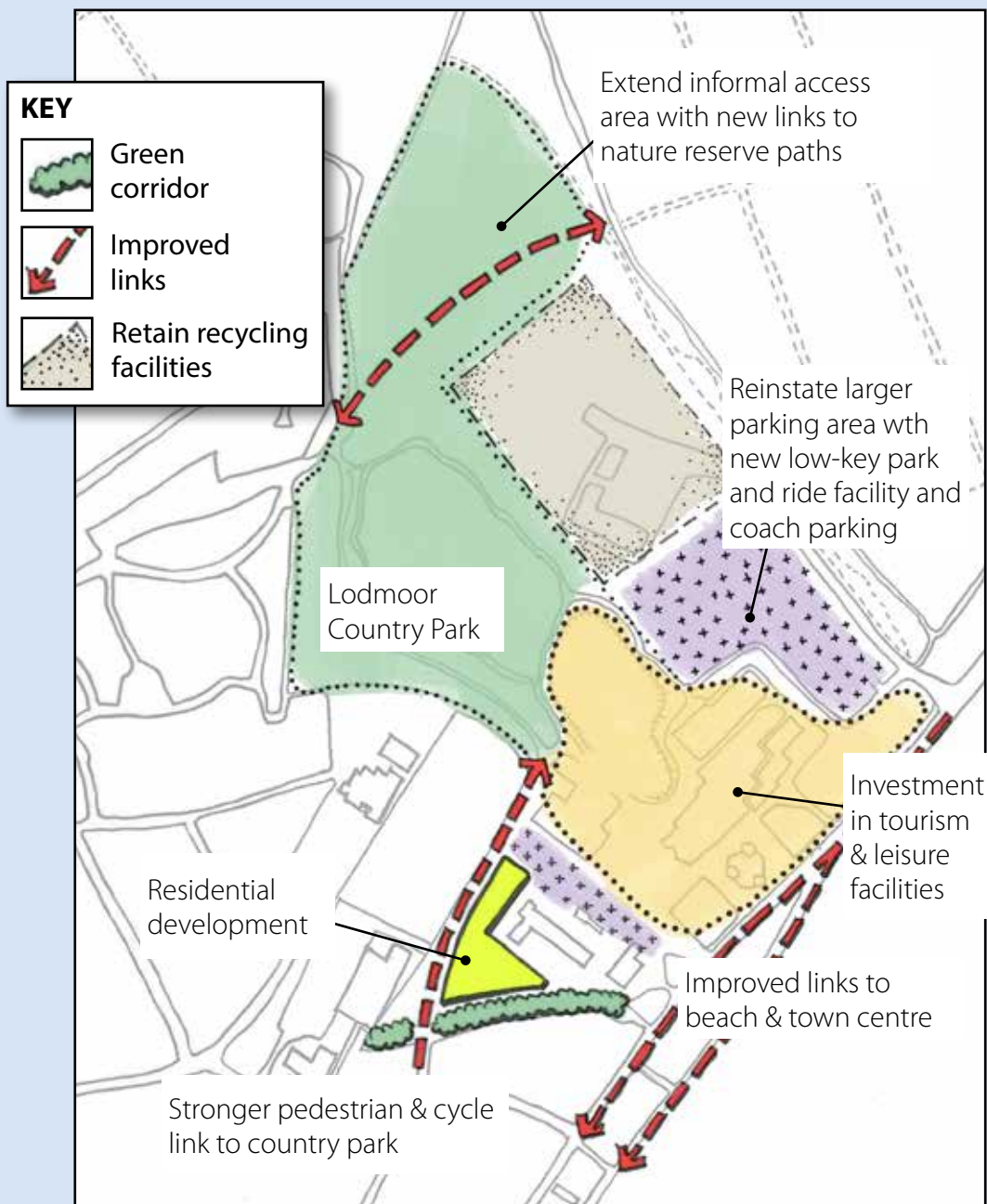
- 5.3.10 There are currently two access points to the site, one serving the Premier Inn and Lodmoor car park and the other serving the beach car park and waste and recycling facilities. It is expected that, with improvements, these will remain the access points serving this site and its facilities.

## Development Requirements

- 5.3.11 The development objectives for this site are to achieve a scheme which can deliver a high quality public realm improvement, reshape the provision of car parking and extend the country park. The Council's preferred solution is to incorporate a small residential development within the scheme for the site in the long term. A detailed assessment of the site's capacity to accommodate residential use will be required.
- 5.3.12 It is proposed to extend the area for built visitor and leisure facilities, and allow for any refurbishment of the existing facilities and provision of further wet weather facilities where appropriate. The expansion of the country park is also sought, incorporating the area north of the recycling centre. Significant new planting will be required, together with new footpaths to integrate this area with the rest of the country park. Footpaths will be expected to connect, where appropriate, to provide a link across to the adjoining Nature Reserve and potentially to Lorton Valley Nature Park.



## Lodmoor Development Plan



5.3.13 Residential use in the long term could be considered within the car parking area to the west of the Premier Inn across to the western edge of the site. Consideration should be given to the following in any potential development proposals:-

- Provide a range of types and sizes of residential units
- Be consistent in height with adjoining housing
- Achieve an appropriate level of residents' parking provision
- Storage of domestic refuse in a way that that does not adversely affect the amenity of the development
- The provision of outdoor amenity space, to include a buffer with the existing housing on Melcombe Avenue
- Include a landscaped edge

5.3.14 The prominent position of this site on the eastern side of Weymouth means that this is the first sight that many visitors have of Weymouth. It is therefore important for any built form and the public areas to be welcoming and of a high standard. The site represents a real opportunity to improve both the appearance of the gateway to Weymouth and enhance the environment of a key visitor attraction, the Sea Life Centre, in the town. Any proposals for development should explain how the setting has informed the design of the development.

5.3.15 A new high quality frontage to the site will be developed and achieve the following:-

- A wide area for pedestrian use only, with a clear entrance and signage to the built visitor attraction area, the country park, the Premier Inn hotel and Brewers Fayre restaurant
- High quality tree and landscape planting, and a consistent overall theme on this part of the seafront area
- Be formed from high quality durable materials

- Clear and safe links into the town centre

5.3.16 The site has a role in providing car parking both for visitors to the adjoining attractions, and for accessing other sites within the town centre. Provision should be considered for a Park and Ride facility at the Beach car park travelling to the Esplanade. Parking provision should also accommodate visitor coaches, cyclists and car parking for the built visitor facilities and the country park. Clear routes and signage will be required from the parking areas to the different parts of the site. Given the location on the edge of the town adjoining the Nature Reserve and the size of the parking area, it is expected that sensitive surface materials will be used, and that landscaping will be used to break up the area and reduce the dominance of the hard surfacing. Any servicing needs for the visitor attraction should be positively accommodated.



Existing attractions and open space at Lodmoor

### The Peninsula Site Boundary



5.4.1 The Peninsula is located to the south east of the Weymouth Bay beach and Esplanade area and east of the historic harbour. The site area is approximately 5 hectares, is a man-made structure of approximately 400m in length and is a highly visible landmark from the seafront Esplanade area. The Peninsula contains a number of unattractive structures associated with the ferry port. The ferry buildings and Pavilion Theatre are dated in appearance and a large car parking area dominates much of the peninsula, and it generally has a neglected feel. The current mix of uses includes the Pavilion Theatre, a ferry docking area, terminal and related buildings, the Jurassic Skyline viewing tower and a disused restaurant and toilet block.

5.4.2 The key objectives in redeveloping this site are:

- To provide high quality attractive pedestrian public areas with quality fittings, public art and sculpture and hard landscaping and good pedestrian linkage into the town centre
- To contribute to management of the traffic flows along the Esplanade to the Peninsula through management of the parking provision.
- To provide a high quality, unique housing opportunity
- To improve the harbour facilities for visitors arriving by boat
- To contribute to the provision of strategic flood defence works and implementation of the Flood Risk Management Strategy developed in partnership with the Environment Agency
- To develop mixed use activities focussed on café and restaurant commercial and retail uses to provide an attractive waterfront environment
- To provide harbourside facilities for the local fishing industry

### Constraints and Opportunities

5.4.3 The site is a manmade peninsula reaching some 400m in length. There are known costs in repairs to the retaining wall and given the exposed location of the site, there will be on-going maintenance issues to address. The central



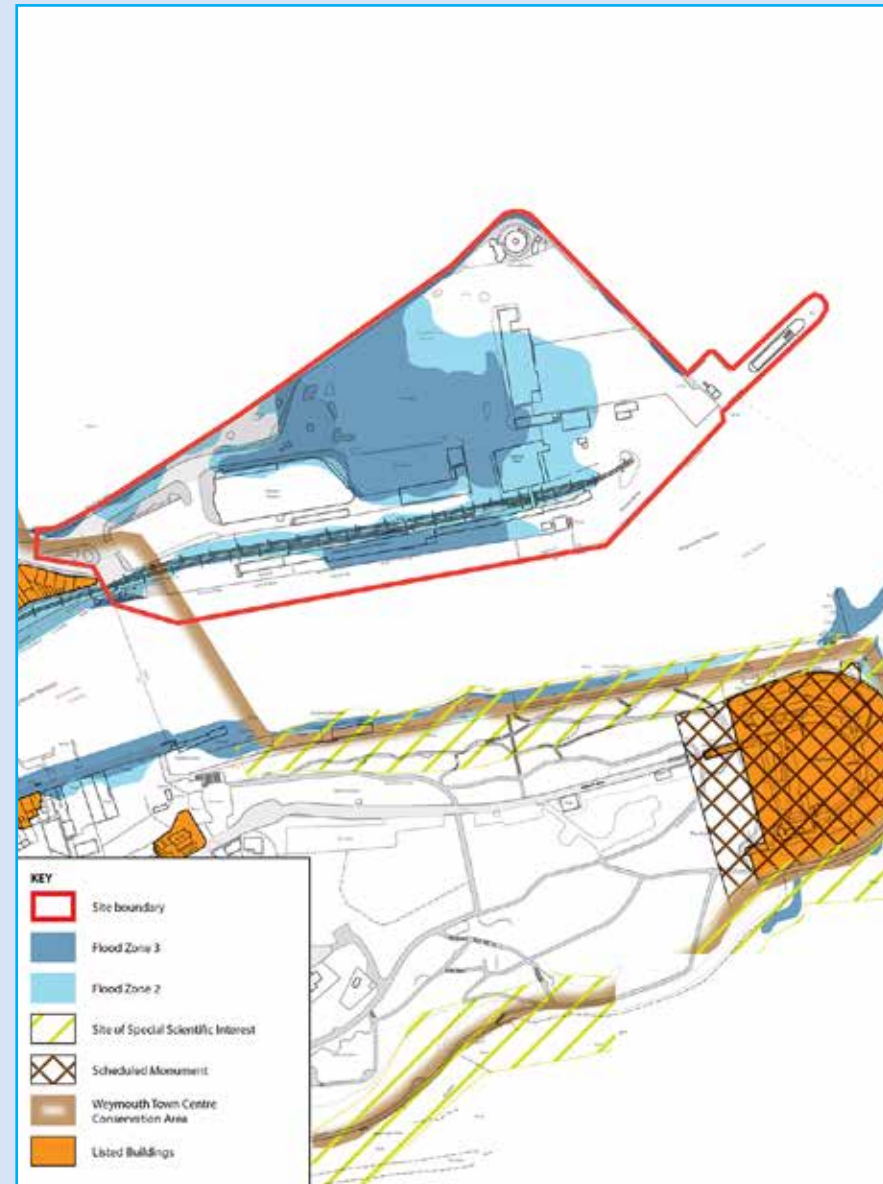
## The Peninsula Site Constraints

portion of the Peninsula is subject to flooding, being partly within Flood Zones 2 and 3. The Peninsula site provides the foreground to the Nothe Fort, a Scheduled Ancient Monument. It adjoins the Conservation Area and Grade II\* listed buildings on Custom House Quay.

- 5.4.4 There are buildings on the site serving the ferry operation that ended in 2015. This is currently a restricted area and forms part of the UK border. It is understood that the need for this secure area will cease if ferry services are no longer run. If this is the case then these buildings would need to be decommissioned and demolished before any comprehensive development of the site could commence. Decisions about the future of ferry services from Weymouth have yet to be made.
- 5.4.5 Adjoining the ferry terminal building are former railway tracks which are the remnants of the former Weymouth Quay station. The line from Weymouth station still forms part of the national rail network. It is likely that these tracks will need to be removed or buried underground as part of any redevelopment proposals.
- 5.4.6 The existing physical constraints and opportunities are shown opposite.



The Peninsula site viewed from the southern Esplanade



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<p><b>Strengths</b></p> <p><i>High profile location setting the context for Weymouth</i></p> <p><i>Location close to the town centre</i></p> <p><i>Good views of the historic Esplanade</i></p> <p><i>Solely within Council ownership</i></p>	<p><b>Weaknesses</b></p> <p><i>Exposed location open to the elements</i></p> <p><i>Flooding and potential contaminated land issues</i></p> <p><i>Costs to decommission ferry buildings and demolish existing structures</i></p> <p><i>Located within the setting of a number of important heritage assets</i></p> <p><i>Development will require a town wide parking study</i></p> <p><i>Close to Portland Harbour Shore SSSI</i></p>
<p><b>Opportunities</b></p> <p><i>Could provide Weymouth with a unique selling point</i></p> <p><i>Potential for a ferry service operation in the future</i></p>	<p><b>Threats</b></p> <p><i>Poor condition of the sea wall/ structures</i></p> <p><i>Tidal flooding on the peninsula</i></p> <p><i>Uncertain subterranean construction of peninsula structure requiring further detailed investigation</i></p> <p><i>It is unclear how long the Pavilion Theatre will remain</i></p> <p><i>It is unclear the potential for finding an alternative ferry operator</i></p>

## Land in Council Ownership

5.4.7 This site is owned by the Council which is aiming to work with a development partner to deliver the development. As a prominent feature within the town centre area with a unique view overlooking Weymouth Bay, this is a one off development to enhance the setting of Weymouth and to provide a quality facility to benefit the town's residents and visitors alike.

## Listed Buildings and Conservation Area

5.4.8 There are no listed buildings on the Peninsula site. However adjoining the site there are listed buildings along Custom House Quay. Nothe Fort is a Scheduled Ancient Monument which lies close to the site.

## The Role of the Site

5.4.9 Currently, the site is dominated by public car parking which serves visitors to the beach, the town centre, the Pavilion Theatre and the ferry terminal. The only modern building on the site is the Jurassic Skyline Tower which has temporary planning permission until late 2017. The others are a mixture of utilitarian and disused buildings and structures. The current role of this site centres around the ferry terminal and Pavilion Theatre Complex public car parking. Given its prime seafront location, close to the centre of Weymouth and its key facilities and destinations, there is an opportunity to make this area a unique destination as a vibrant living, working and leisure area with stunning sea views. There is currently a very poor pedestrian environment and likewise a poor, traffic dominated route into the town centre and across to Custom House Quay.

## Car Parking

5.4.10 This council owned facility contains 223 parking spaces, and a coach parking facility. There is also a small forecourt parking area for short stay / drop-off visits to the Pavilion Theatre Box Office. The parking area draws high levels of visitor traffic along Kings Street, the Esplanade and into the town centre. Careful consideration will be given to the car parking needs of this important destination site, as part of the overall parking strategy for the town.

## Current Site Operators

- 5.4.11 Although the site has previously been dominated by Condor Ferries' operations, this has changed since Easter 2015 when Condor moved their ferry operations along the coast to Poole. Decisions have still to be made about the future of ferry operations on the site. Any proposals coming forward to provide a new ferry service will affect the development proposals for the peninsula. Any changes will need to be considered as development proposals are progressed
- 5.4.12 The Pavilion Theatre Complex is another substantial building located on the Peninsula site. This building dates from the 1960's and since June 2013 has been operated by an independent social enterprise, Weymouth Pavilion CIC. The theatre is a sizeable facility with a capacity of just under 1,000 seats and provides a variety of popular entertainment events. The building includes a large sprung floor ballroom and other function rooms which host a wide variety of events and functions.

## Vehicle Access

- 5.4.13 Vehicle access into the site for all the occupiers of the Ferry Terminal site, parking and service vehicles is from the Esplanade. The high visibility of the large surface level car park and its position at the end of the Esplanade draws a large number of vehicles across the town along the sea front. This together with the bus drop off points and the large number of pedestrians on the seafront causes congestion and creates conflicts between different users.

## Development Requirements

- 5.4.14 The highly prominent position of this site requires a high quality development that respects its high level of visibility, and its historically important location adjacent to Nothe Fort and the unsurpassed seafront vista of Georgian buildings. Visually, this location is an extension to the Esplanade, and creating a seamless transition from the beach environment to a more mixed use leisure focussed development with good public space is an important consideration.

- 5.4.15 The site represents a good opportunity to enhance the appearance of a high profile site and improve the public spaces for residents and visitors alike. A high quality design is required that reflects and respects the historic environment that surrounds it, and any proposals should explain the influence this context has had on the design. The Pavilion Theatre site could potentially be redeveloped in future if an alternative theatre location is decided. It is desirable to retain a theatre in the town and there is clear evidence of continuing demand. No decision has been made about whether the theatre will be relocated and a number of site options would need to be considered. If it were relocated to an alternative site, the original site would not be redeveloped until the new facility was constructed and functioning.
- 5.4.16 A full detailed assessment of the capacity of the site to accommodate a mix of uses will be required in order to demonstrate that a viable scheme can be delivered. It is anticipated that the height of any new buildings will reflect the scale of those surrounding it, reducing in height to maintain views across to the Nothe Fort.
- 5.4.17 The dominant use of the site should be a mix of uses, with a sizeable proportion of residential units. The mixed use element should include retail and office uses, but the main element should be cafes, restaurants and leisure. Provision should be made for facilities to support harbour users. Residential development should be accommodated above ground level and should:
- Provide a range of types and sizes including a proportion with direct estuary access
  - Provide an appropriate level of residents' parking provision
  - Storage of domestic refuse in a way that that does not adversely affect the amenity of the development or the visual quality of the area
  - Provide outdoor amenity space, to include balconies and roof terraces and courtyard gardens where appropriate

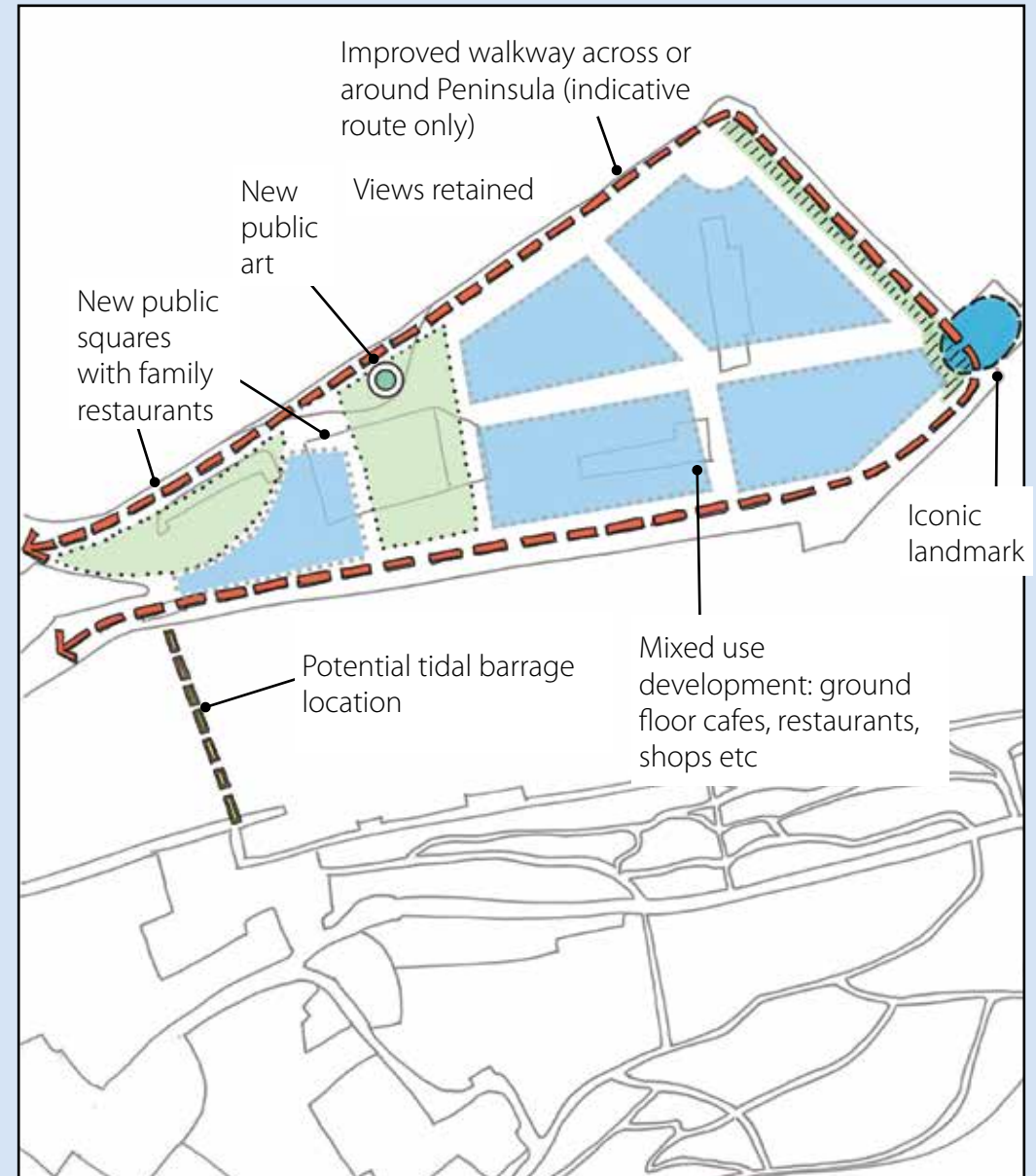
- Convenient residents access into the buildings
- Be constructed of high quality, durable materials
- Be unique in design to provide a modern desirable living environment

5.4.18 The Peninsula forms an important part of the setting for Weymouth Bay and for the Nothe Fort Scheduled Ancient Monument. Achieving safe accessible and attractive pedestrian access across the Peninsula to the end of the Pleasure Pier is an important objective to developing this site. Creating an attractive pedestrian space should be an integral part of mixed use development and this space should incorporate outdoor seating, hard landscaping and sculpture appropriate to a seaside resort. The pedestrian route should:-

- Be for pedestrian use only, be accessible and integrated with an active mixed use frontage incorporating cafes, restaurants and retail uses
- Should be landscaped to a high quality, and consistent with the pedestrian environment along the Esplanade
- Provide accessible seating areas and occasional arts sculptures appropriate to a seaside resort
- Be formed from high quality durable materials. Appropriate planting should be included with a mix of street furniture
- Make provision for access to Custom House Quay
- Make provision for outdoor dining

5.4.19 Parking is important to support the economic viability and vitality of the town centre. However, a consolidation of the car parking locations and space is needed subject to a detailed parking study. In order to reduce the pull, particularly for car traffic, through the town, the Council's preferred solution is for the site not to make provision for parking to serve the needs of shoppers in the town centre. However, there will be a need to provide

## The Peninsula Development Plan



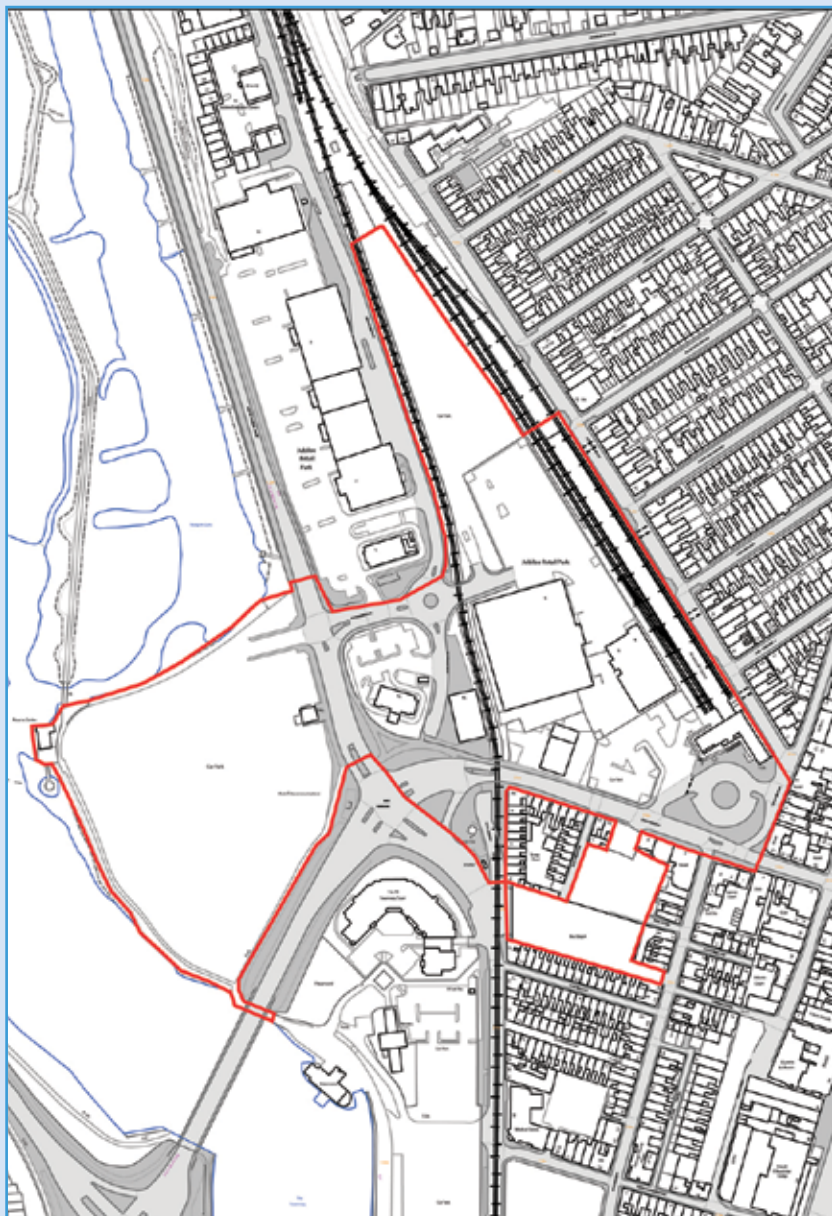
Note: concept drawing for illustration

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parking on the site to meet the needs of residential development, the theatre use and the servicing needs of the mixed development. It is expected that parking and servicing needs will be integrated into the overall design for the site and parking will be broken up so that it does not dominate the appearance of the development.



### Station Gateway Site Boundary



5.5.1 The Station Gateway forms an entrance point to Weymouth town centre. It is an area that has undergone piecemeal development over recent years and has poor pedestrian connections with the town centre and the waterfront area. It adjoins the Commercial Road site which lies immediately to the south. The station site is severed from the Swannery car park by Radipole Park Drive to the west. To the east there is pedestrian access to the Esplanade. An underpass provides safe passage across King Street at the King's Statue junction, but this connection is awkward and unappealing and does not provide a connection to the promenade and beach. This site abuts the Conservation Area and there are a number of listed buildings on King Street. Current uses on the site include a number of retail warehousing units, a bus depot, rail station, car parking and modern residential flats. It is a key arrival point for visitors to Weymouth and for those making their way onto the Esplanade and Weymouth Beach. Each of these uses is dissected from each other by major traffic routes and junctions, in particular the junction of Radipole Park Drive with the B3155. The Bus Depot site lies within the Conservation Area and opposite the station entrance are a small cluster of Grade II Listed Buildings and a number of locally important buildings.

5.5.2 The key objectives for the site are:

- To improve the bus and rail interchange to enhance travel choice and facilitate easy and convenient interchange
- To enhance connections particularly by foot and cyclists to key destinations within Weymouth including the town centre, the Esplanade, Radipole Lake Nature Reserve and beach area and the inner harbour to strengthen links to the rest of the town. Better access across Westham Junction will be required
- To improve signage to improve navigability around the area and make the place more welcoming to arrivals to the town
- To provide opportunities for mixed use development, including small scale retail units
- To provide a business enterprise centre offering start up and grow



on space possibly linking to a higher education facility

- To provide residential development to meet local housing needs
- To consider a Park and Ride at the Swannery car park to connect key destinations in the town centre and create improved appearance of the parking area through surfacing and planting

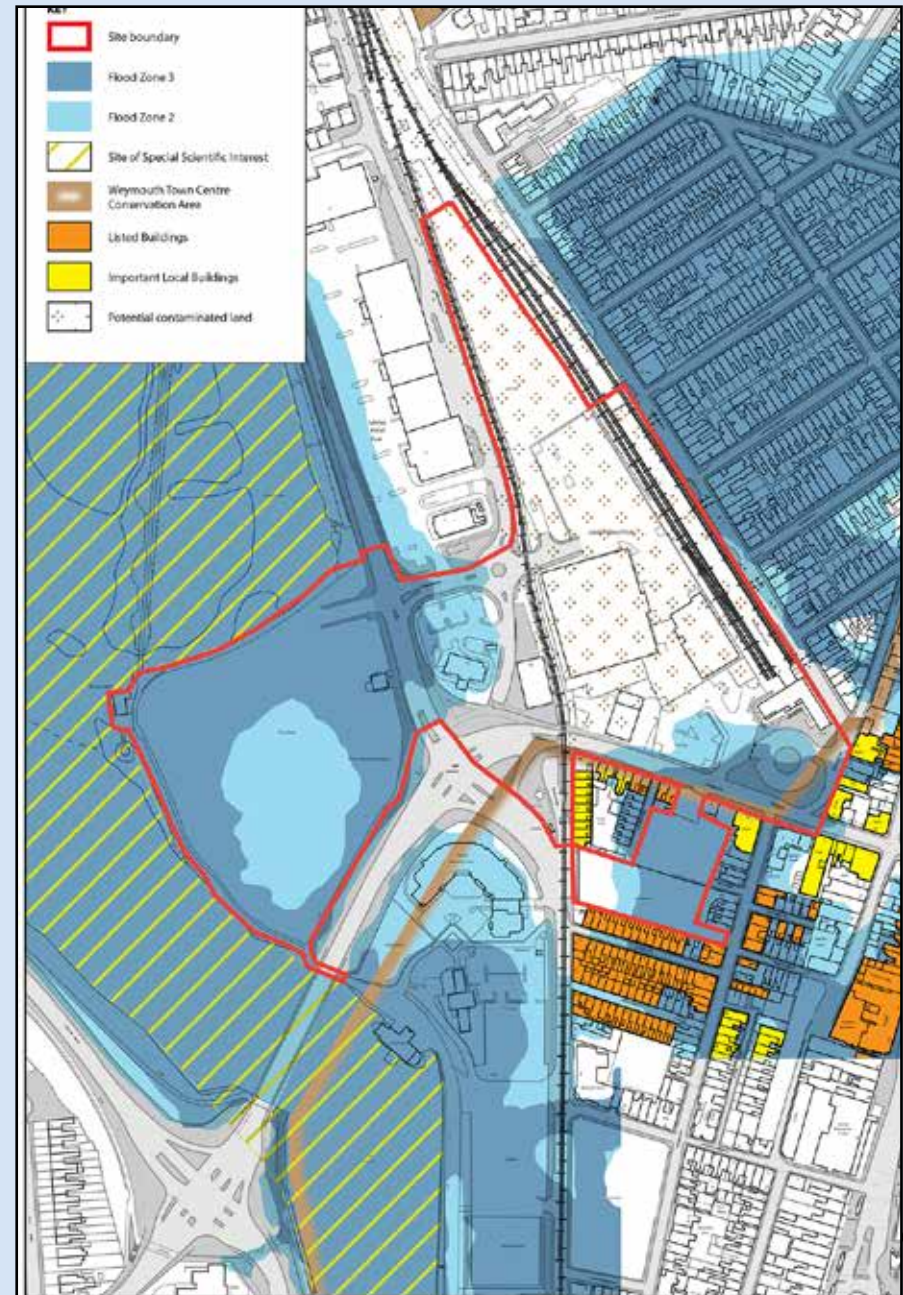
5.5.3 This site although close to both the town centre and seafront, is currently severed from both of these key destinations with poor pedestrian linkages, dominated by heavy traffic. However, through the process of redevelopment, there is an opportunity to provide a better relationship with the town centre and create a new hub of activity. Whilst there are challenges in improving the links with the town centre, its close relationship to the Commercial Road development site, offers a way of achieving comprehensive improvements both to the diversity of the town offer and the pedestrian and transport environment.

## Constraints and Opportunities

5.5.4 The physical constraints and opportunities of the Station Gateway sites are shown opposite.



The existing rail station forecourt



the rail depot

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<p><b>Strengths</b></p> <p><b>Key arrival point in the town centre</b></p> <p><b>Close to the town centre and beach</b></p>	<p><b>Weaknesses</b></p> <p><b>Subject to flooding along the station frontage</b></p> <p><b>Bus depot lies within the Conservation Area and the site lies within the setting of listed buildings</b></p> <p><b>Severed from the town centre and beach by major traffic routes</b></p> <p><b>Limited Council owned land</b></p> <p><b>Adjacent to SSSI</b></p> <p><b>Land contamination issues</b></p>
<p><b>Opportunities</b></p> <p><b>Site is a sufficient size to provide a transport interchange facility and a business enterprise centre</b></p> <p><b>Good site for low cost housing</b></p> <p><b>Opportunity to transform the public realm and provide an enhanced visitor arrival point</b></p> <p><b>Provides potential to integrate bus, rail, walking and cycling networks</b></p>	<p><b>Threats</b></p> <p><b>Comprehensive redevelopment of the site requires relocation of retail warehousing to an alternative site.</b></p>

and the heavily used traffic route along King Street to the Esplanade, have created an area of considerable conflict between traffic and pedestrians. The complexity of movements, linked with poor signage and piecemeal development has led to an area which is unwelcoming and has a run down feel. This area provides a first impression to Weymouth for many visitors and urgently needs improvement. The pedestrian environment is further frustrated by an underpass from King Street which doesn't provide access to the beach as expected.

## Land in Council Ownership

5.5.6 The Council owns the Swannery Car Park. It also owns the adjoining land on the Commercial Road development site to the south containing the glasshouse garden centre, children's play area and Melcombe Regis car park. This area of land offers the potential to rationalise car parking at the station, freeing land for development and contributing to the provision of an improved pedestrian link into the town centre.

## Built Development

5.5.7 The site currently contains buildings which limit the redevelopment of the site, the B&Q warehouse, Kwik Fit, an Esso petrol station and the existing bus depot. Redevelopment of this area is a long-term proposal. The established retail warehouse units perform an important retail function within Weymouth. The effective management of these units in the short to medium term is an important consideration and careful consideration will be given by the council to interim proposals to continue these uses in the short to medium term. Discussions will be undertaken to examine moving these uses. If so, the buildings would need to be demolished in a phased manner before delivery on the site starts.

## Current Site Functions

5.5.8 The existing station forecourt has a poor pedestrian environment and poor linkages to the places that people arriving in Weymouth want to

visit. The whole area surrounding the station is dominated by traffic and roads which sever linkages for pedestrians. This is coupled with poor signage which aggravates the issue. There are opportunities to improve the arrival experience for visitors to the town and to provide more attractive and inviting pedestrian routes to the Esplanade along King Street and to Commercial Road and the town centre.

- 5.5.9 The station building itself is not an attractive public building and the comprehensive redevelopment of this site provides an opportunity to provide better facilities for rail travellers and a building that relates to the surrounding historic buildings, whilst providing a range of activities.
- 5.5.10 The station forecourt provides an important drop off point for taxis and cars and this function needs to be retained. There is currently a large underused station car park along Jubilee sidings. Whilst car parking for the station will need to be retained as an important part of any redevelopment of the site, other locations exist for the retention of this use including the Swannery Car park and the potential for provision of multi storey parking on the site. It will be necessary to provide better pedestrian links to the Swannery car park if this provides the main parking area for the station.

## Development Requirements

- 5.5.11 Redevelopment of this site should be consistent with the broad principles set out in the illustrative masterplan set out in this document. The following requirements will need to be accommodated:-
- A public realm strategy should be prepared identifying a clear strategy for providing a quality pedestrian environment whilst providing for ease of vehicle movement. This will need to include details of an improved layout along King Street and access to the Esplanade and Weymouth Beach. It should also set out an illustrative layout for pedestrian links to the Swannery car park and along the upper part of Commercial Road
  - Provision of a transport hub providing interchange between train, bus, walking and cycling travel. This should include a new station building

- High quality materials and planting
- Car parking
- Provision needs to be made for taxis, drop off points for rail connections, cycle parking, pedestrian crossings and waiting areas
- The frontage to King Street and Commercial Road will accommodate new buildings to house a new transport hub including a new rail station and other mixed use commercial development, including offices and small retail units
- Provision of a business hub to provide for business start ups and grow on space as part of the mixed use development

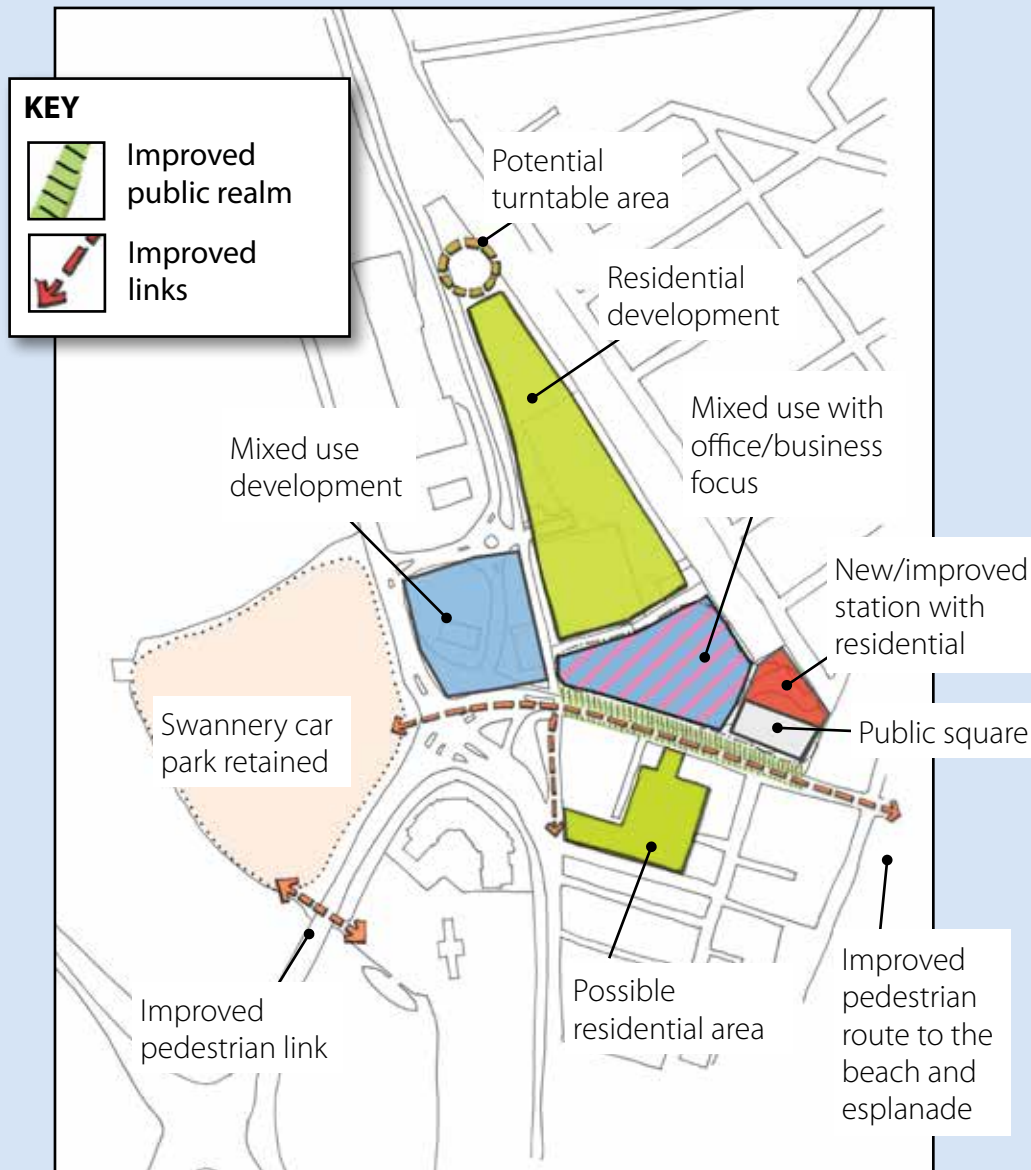
5.5.12 A full detailed assessment of the capacity of the site to accommodate a mix of uses will be required in order to show a viable scheme can be delivered. In particular, residential development is proposed at the Jubilee sidings car park. This part of the site lies outside the flood zone. Residential development should:-

- Provide a range of types and sizes including affordable housing
- Provide an appropriate level, conveniently located residents' parking
- Storage of domestic refuse in a way that that does not adversely affect the amenity of the development
- Provide outdoor amenity space, to include gardens and outside space
- Be constructed of high quality, durable materials
- Be unique in design to provide a modern living environment
- Contain appropriate landscaping within and on the outer edge of the development

5.5.13 The site should be developed for mixed uses, with a sizeable proportion of residential units. The mixed use element should include small retail, office uses and facilities for rail travellers as well as an enterprise centre and



## Station Gateway Development Plan



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transport hub. There is a lack of landscaping across the whole of this site, giving the site a hard urban feel. Opportunities exist to provide tree planting and to soften the edges of this area.

5.5.14 Car parking facilities for the station are important. Given the proposal to redevelop the Jubilee Sidings car park for residential development, long term parking for the train station is envisaged to be accommodated at the Swannery car park. Currently the pedestrian linkages to the Swannery car park are poor and achieving, safe and attractive pedestrian access across Commercial Road is an important objective for this site. Creating an attractive pedestrian space should be an integral part of mixed use development and incorporate outdoor seating, hard landscaping and sculpture appropriate to a seaside resort. The pedestrian routes towards the town centre, the Esplanade and to the Swannery car park should:-

- Be attractive to pedestrians and accessible by all users
- Should include landscaping features of a high quality
- Provide accessible seating areas for those waiting for pick up by cars and taxis
- Be formed from high quality durable materials
- Make provision for access along King Street to Weymouth beach and the Esplanade

## OVERALL MASTERPLAN

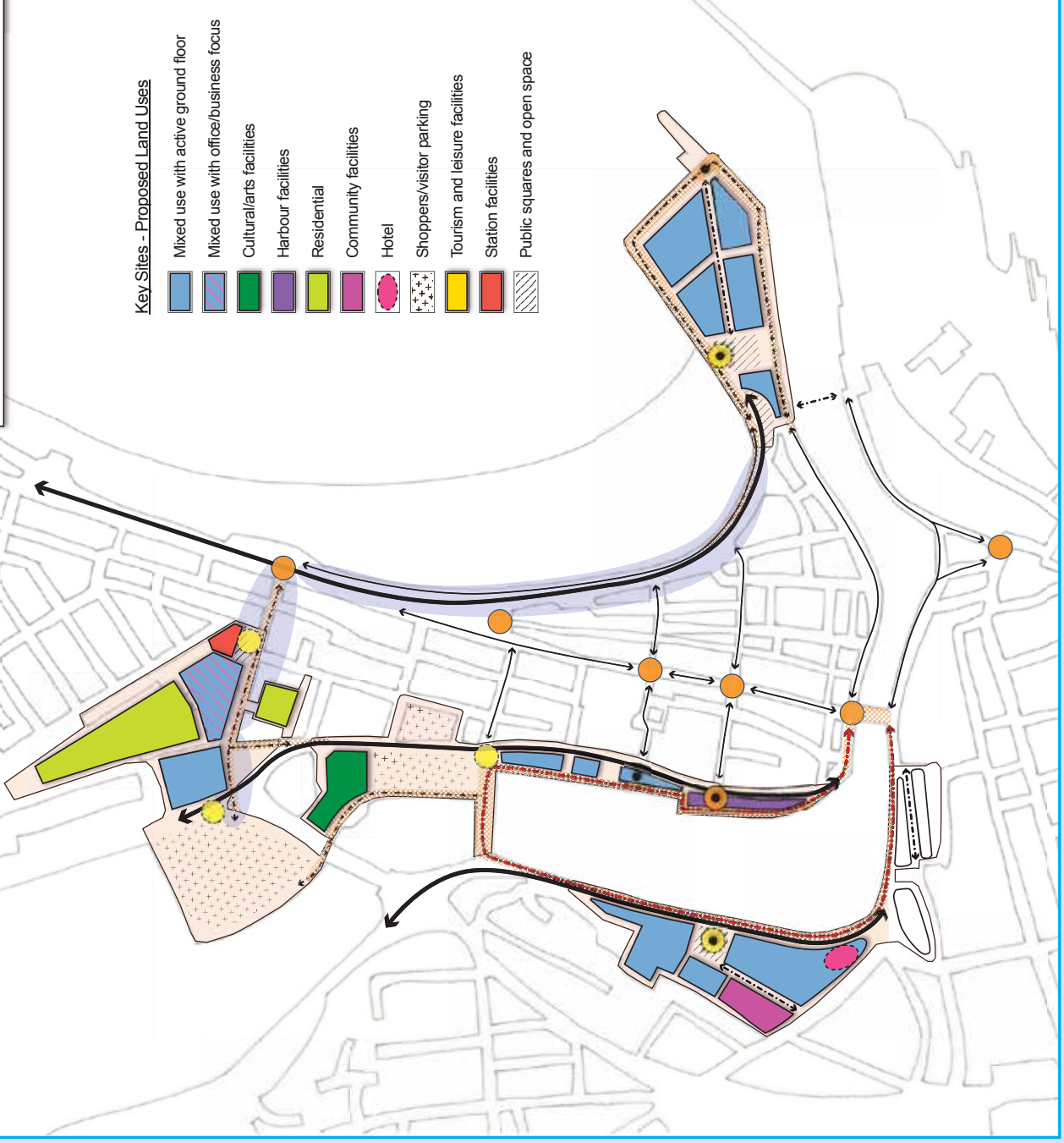
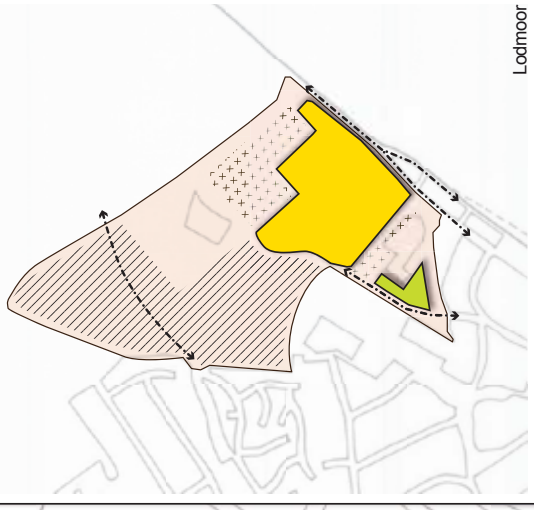
5.5.15 A masterplan has been prepared for Weymouth town centre overlaying the public realm and transport strategies with the preferred uses for each of the key development sites. More detailed work is required both for preparing a more detailed transport strategy and for detailed proposals and viability testing for each of the development sites. The masterplan is shown on the following page.

# MASTERPLAN PROPOSAL MAP












## Strategy

-  Key Sites
-  Public realm improvements and landscaping
-  Main transport routes
-  Key existing pedestrian routes
-  Key pedestrian routes to be improved
-  - new Harbour Circuit Pedestrian route
-  Key traffic improvement areas
-  Existing spaces
-  New spaces
-  New landmarks

Lodmoor



## Key Sites - Proposed Land Uses

-  Mixed use with active ground floor
-  Mixed use with office/business focus
-  Cultural/arts facilities
-  Harbour facilities
-  Residential
-  Community facilities
-  Hotel
-  Shoppers/visitor parking
-  Tourism and leisure facilities
-  Station facilities
-  Public squares and open space

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## 6 Delivery and Implementation

- 6.1 The Supplementary Planning Document represents the aspirations for the development of Weymouth town centre. Adoption of this document by the Council will provide a clear direction and a level of certainty for those parties looking to develop and invest and bring forward proposals in the town centre area. However, this document provides a first step in the process with further more detailed work to be undertaken to refine and work up detailed proposals in conjunction with other partners.
- 6.2 Each of the sites identified in this masterplan differ in nature and in ownership. Each site will therefore involve different delivery mechanisms and timescales. The table below sets out an overview of the delivery process and issues for each of the key development sites.
- 6.3 It is proposed to prepare an implementation plan to sit alongside this SPD setting out the key projects, their timing, costs, funding sources and partners. This will also set out a phasing plan for the proposals so that changes to the town centre environment can start to occur at the earliest opportunity.
- 6.4 Planning applications should take into account policies set out in the West Dorset and Weymouth and Portland Local Plan and the contents of this SPD. Planning applications will be expected to include further information as set out in the West Dorset and Weymouth and Portland Local plan including a planning statement setting out how the application has met the requirements of planning policies relating to the site; an Environmental Impact Assessment where required; a Transport Assessment; a landscape plan; a flood risk assessment where required and a land contamination statement.



<i>Site</i>	<i>Land use opportunity</i>	<i>Delivery partners</i>	<i>Delivery mechanism</i>	<i>Funding</i>	<i>Land Assembly</i>
<b><i>Commercial Road</i></b>	<p>Residential development</p> <p>Public realm improvements</p> <p>New harbourside pedestrian route</p> <p>Mixed use development with a focus on restaurant, café and commercial use, though a residential element will be considered above ground floor level.</p>	WPBC with a development partner and leisure operator.	<p>Production of a development brief</p> <p>Planning permission to be secured by WPBC or development partner</p>	To be delivered by the private sector without public subsidy	Large parts of the site are in council ownership but land assembly will be required by negotiation or CPO. There are leasehold interests.
<b><i>Harbourside</i></b>	<p>Residential development</p> <p>Hotel and conference facility</p> <p>Mixed use to include restaurants, cafes, office and small scale retail development</p> <p>Community facilities provision</p> <p>New harbour side pedestrian route and public square</p> <p>Facilities for users of the inner harbour</p> <p>Public realm improvements</p>	Landowners with WPBC	<p>Feasibility study to determine mix of uses and quantity of development.</p> <p>Production of a Development brief.</p> <p>Planning permission to be secured by the Council or development partner.</p>	Further work to be undertaken but to be delivered by the private sector without public subsidy	The site is in multiple ownership requiring assembly by negotiation or CPO

<i>Site</i>	<i>Land use opportunity</i>	<i>Delivery partners</i>	<i>Delivery mechanism</i>	<i>Funding</i>	<i>Land Assembly</i>
<i>Lodmoor Gateway</i>	<p>Expanded visitor and wet weather attraction</p> <p>Country park extension</p> <p>Enhanced car and coach parking and low key park and ride facility</p> <p>Residential development</p>	WPBC with a development partner/leisure operator.	<p>Development brief.</p> <p>Planning permission to be secured by the Council or development partner.</p>	To be delivered by the private sector without public subsidy	Land is in council ownership with no third party land acquisition envisaged. There are leasehold interests.
<i>Peninsula</i>	<p>Enhanced public realm and new water side pedestrian route and public square</p> <p>Residential development</p> <p>Mixed use development at ground level with a focus on commercial, restaurant and café use</p> <p>Outdoor leisure attraction.</p> <p>New tidal barrage</p>	WPBC with a development partner	<p>Feasibility study to determine potential and detailed mix of uses.</p> <p>Planning permission to be secured either by the Council or its development partner.</p>	To be determined following further work but likely to be a mix of public private funding.	Land is in council ownership with no third party land acquisition required.
<i>Station Gateway</i>	<p>Mixed use development to include new station, start up and grow on employment, commercial and small scale retail</p> <p>Car parking</p> <p>Residential development</p> <p>Public realm improvements, including landscaping and planting</p>	Landowners, WPBC, Network Rail, Dorset County Council	Feasibility study to determine detailed development mix Produce a Development Brief for the development site Landowners to bring forward sites through the planning process	Network Rail to deliver a new station with enabling development/S106 to be used to deliver public realm improvements.	The site is in multiple ownership requiring assembly by negotiation or CPO. There are leasehold interests.