

## Village Centre and Neighbourhood shopping Parades in Wool Village – Supporting Document to the Wool Parish Neighbourhood Plan

1. The Adopted Purbeck Local Plan 2012 designated a Neighbourhood Centre including all property fronting the south side of Dorchester Road from the car sales site to the Butcher Shop, including currently residential property. Importantly, the area behind this centre provides important community, education and health services focussed on Meadow Lane, Colliers Lane and the Recreation Ground. This is maintained in the Purbeck Local Plan 2018-2034.
2. Vehicular and Cycle access between the two is either through Linclieth Road and Folly Lane (residential streets) or via Colliers Lane at the Braytown Triangle. Pedestrian access is more direct via a cut-through footpath from the edge of the car sales site on Dorchester Road to The Square and Meadow Lane.
3. If planned developments come forward the Braytown Neighbourhood Centre and Community facilities behind it would form the effective centre of a larger Wool.

### Wool Village Centre

4. Wool Village centre consists of a short parade near to which is a pub, a bakery and a hair salon. Other properties are residential. The parade consists of a Spar and a collectables and antiques shop. There are four informal car parking spaces in front of the Spar. There are about 8 informal spaces next to the bakery, serving it and adjacent properties. Additionally, on-street parking is undertaken. The collectables shop has no dedicated spaces. There are no cycle stands.
5. Wool village centre is the heart of the medieval village and is not built for the car. The presence of cars parked throughout the village centre certainly impacts on it aesthetically, and the volume of traffic does cause issues, particularly during the tourist season.
6. The informal nature of the parking, of signs located on the street and the position of lighting columns, bollards, telephone/electricity poles and the post box create a cluttered and poorly laid out feel. Some of the infrastructure looks tired and street surfacing is a basic tarmac with multiple patching. Planting and landscaping is provided through verges, the frontages and rear of private properties. Some of this contributes to an 'overgrown' appearance in parts.
7. An open area known as The Cross is located between Spring Street and High Street. This is the traditional location of Spring Street Fayre. Following the foundation of Bindon Abbey in 1172, under a charter from King John and a further charter from Edward II, it became the right for Wool to "hold a market and fair at Wool, Lulworth, Bindon and Hethfelton". A transaction must be performed annually on this site to maintain the charter.

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## Braytown

8. There are a greater number of shops in Braytown. These are located in two main parades separated by a bungalow and garden with main road frontage and a separate butcher shop. Additionally, further east along the Dorchester Road is located a petrol filling station, repair garage and car showroom. At the western end, a small triangular area of green has been improved with seating and planting, and a redundant red phone box utilised for this purpose.
9. There is a signalled pedestrian crossing outside the shopping parade close to the junction of the Dorchester Road with Colliers Lane. This junction has two exits, leaving the 'Braytown Triangle' in the middle. The shopping parade at this junction as an entry/exit from Dorchester Road to a rear car park with around 14 spaces. There is also an entry/exit on Colliers Lane which feeds traffic back to the junction with Dorchester Road.
10. Overall, the combination of the general traffic levels on the Dorchester Road, general traffic entering and emerging from Colliers Lane, the traffic lights causing traffic to bunch and stop, and car park entry and exit related to the local shops, creates a busy trafficked environment at certain times of the day.

### *Shopping Parade #1*

11. Coming from the Station, the first shopping parade in Braytown contains five units. The building contains modern shopfronts with flats above (access from the side of the building). Car parking spaces are provided, laid out informally but with cars parked at an angle so that they enter from Linclieth Road and exit directly on to the Dorchester Road. There are no cycle stands.
12. There is no barrier or separation between the buildings, the car parking and the pavement. The whole of the area is tarmacked. There are no bollards, planting, bins, or seating provided. Ramp accesses are provided to the pharmacy and the charity shop. The development relies on lighting from streetlight columns located at each end of the parade. Shops are not lit when closed at

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night. The shopfronts are set back and behind the cars, so are less likely to be viewed by passers-by.

13. Large plate glass windows are by and large avoided which is positive. Two units have panelled shop windows with transoms to break up the expanse of glass and add interest and doors have fanlights above. The shops have stall risers, but mostly plain and not panelled. Pilasters are lacking which would define each shop.
14. Only one of the units currently occupied would facilitate window shopping – a charity shop with an active window display (the others are a hairdresser, a chip shop and a pharmacy which has screened the adjacent unit windows because this is in use for back office, preparation or storage). All of the units avoid external metal security shutters which is positive.
15. The building design creates a defined area for fascias above the shop windows in the form of brickwork of a different design and colour. Shops signs should stay within the boundaries provided by the brickwork frame. Some shops have adhered to this, others haven't. Future shopfront redevelopment should restore fascia to respect the building design. The signs are not internally illuminated which is positive. A bus stop is located outside the shopping parade. Waiting facilities (shelter with seats) are provided on the opposite side of the road.
16. The Bungalow plot lies in-between Shopping Parades #1 and #2



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### *Shopping Parade #2*

17. The second shopping parade is located further west on the Dorchester Road at the Braytown Triangle. This consists of four single storey shop units, including a mini market (the largest of the units), a takeaway, a small delicatessen and a hardware shop on the corner with Colliers Lane). A butcher is situated on the other side of Colliers Lane.
18. The four units were not developed together as they look different to each other in design, construction and age. They are different heights and have different roof design. The shopfronts lack panelled windows, transoms, stall risers, fanlights, pilasters etc. The shops signs are all different styles and sizes.
19. Nevertheless, as redevelopment of these shopfronts takes place over time, the opportunity should be taken to improve shopfront design features to include more consistent windows, signs and doors which are considered to be good practice in design terms.
20. In terms of active window displays, two of the shops provide this, one is not relevant to this and the mini market provides an obscured frontage which is not recommended. One shop has appropriately angled down lights onto its sign, but the other shops are not lit externally. The parade relies on internal light emanating from the shops and a single streetlight column situated outside the hardware store and a further column placed beyond the car park entrance.
21. The shops are located directly on the Dorchester Road with a narrow pavement in places. A-board signs are placed on the pavement. Other goods are placed in front of the mini market. Railings, pedestrian crossing infrastructure and other signs are also on the pavement.

22. Car park access is provided to the east of the mini market, with 14 spaces behind. The car park is not lit – if it was, this would need to be carefully designed to avoid amenity impacts on adjacent houses.
23. The Braytown Triangle grass area and tree provides a positive feature and links the Parade to the butcher shop on Colliers Lane. This space and the link it provides across Colliers Lane should be strengthened where possible.
24. There is a level access into the mini market providing access for people in wheelchairs. There are no cycle stands. There is a seat on the grass area, but none elsewhere. A bin is provided by the mini market on its premises.
25. Overall, the Braytown shopping parade is not attractive in design terms. There are vibrant good quality shops there, but the built premises lack quality and the external environment for visitors is poor, especially at night. Overtime, as redevelopment takes place, opportunities to improve the quality of the buildings and the shopfronts should be taken where needed.

## Design Objectives for Braytown Shopping Parades

26. The shops occupying shopping parades on the Dorchester Road and in Wool Village are lively enterprises providing vital local services. Ensuring the buildings and environs in which they are located are welcoming, accessible, and attractive will help them to prosper further.
27. Neighbourhood plan policies can influence planning applications for development to shops and shopfronts and, over time, improve them where needed. They can also identify the infrastructure required to improve the functionality and usability of shopping areas within Wool and either secure this through new development or provide directly in partnership with the Parish Council and Dorset Council. The Parish Council, using the neighbourhood plan, can encourage land and property owners to take positive steps to address matters which would be of benefit to them and the wider community.
28. The following are identified as priorities for shopping, commercial and other public facilities.
  - Both shopping parades form part of a designated Neighbourhood Centre. Support will be given to proposals to link the two parades with further town centre development should the opportunity arise.
  - Car parking provision to serve the neighbourhood centre needs to be improved in terms of amount, access and position to support the neighbourhood centre. Some EV charging points are provided at the garage, but more are needed which would support longer visits to the neighbourhood centre.
  - Non-traditional town centre uses, such as small active leisure gyms, cafés/restaurants and community uses will be supported alongside retail uses.