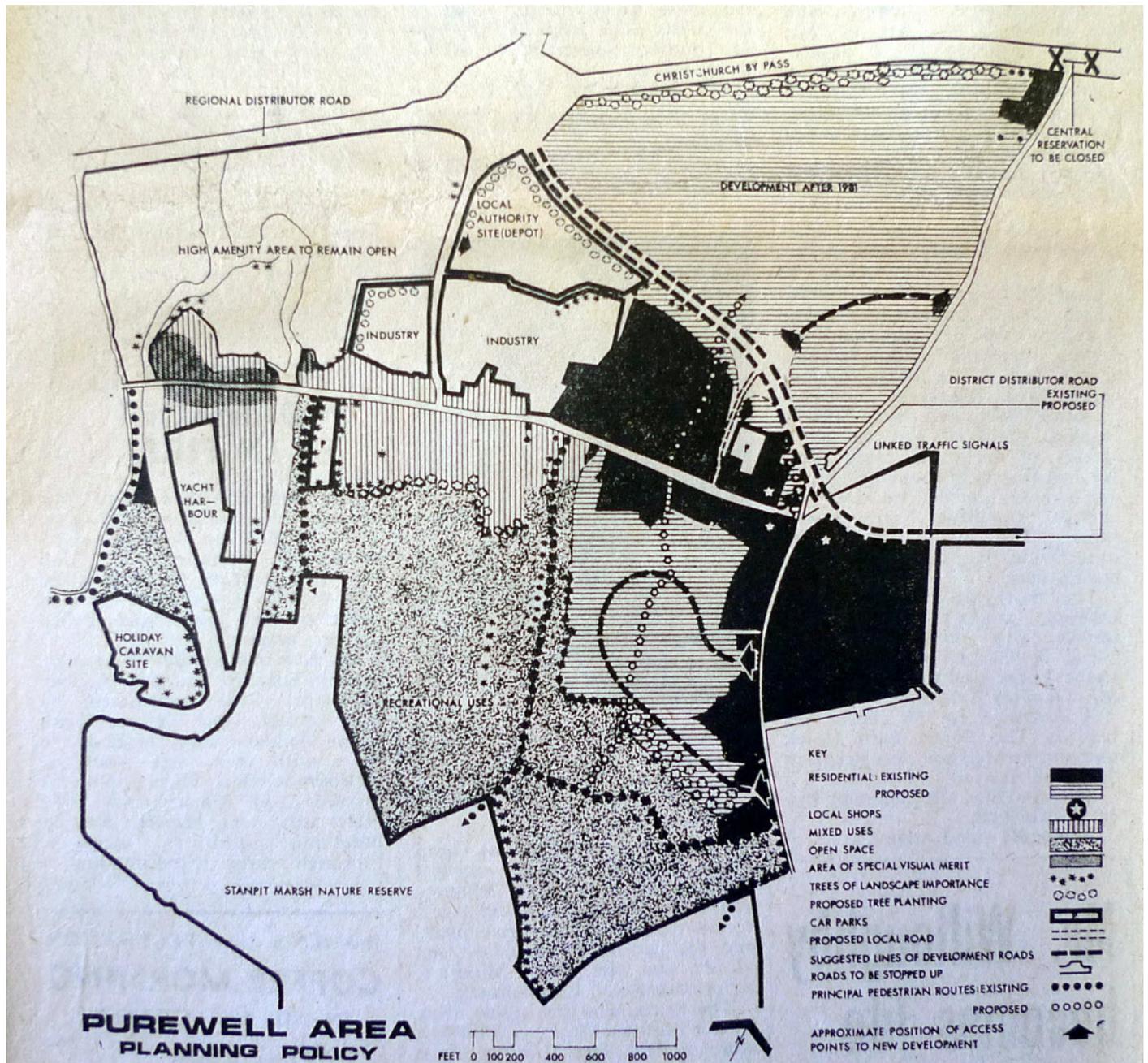


# Planners want two new estates and a major road for Purewell

C.T. 1968



**HOMES FOR 2,700 people on two estates, and a new major road linking Purewell Cross with the Stony Lane roundabout, are the main proposals of a policy map for the Purewell area published by the county planning authority this week.**

Other proposals include an extra three acres for industry in Stony Lane—and a refusal to permit any further industrial development in the residential area; making Purewell and Burton Road cul-de-sacs, and widening Stony Lane; the provision of space for a borough council maintenance depot next to the Stony Lane roundabout.

The policy map is not a statutory document—it doesn't go to the Ministry of Housing for approval. The county council will receive representations itself from the public.

## PUBLIC MEETING

A public meeting has been arranged for October 29 at 7.30 pm at the town hall, when county planning officers will explain details of the policy. Representations must reach the county clerk by the end of November.

The major development proposals—for housing, an infants' school and a recreation ground to replace the Scotts Hill Lane one on a 55-acre triangle of land bounded by Burton Road, the bypass and the proposed new road—are not intended to be implemented until after 1981.

However, the 20 acres of residential development to the south of Purewell on the Riverslea Nurseries site could be developed before then—provided the planners are satisfied that to do so would not create serious traffic problems at Purewell Cross.

The building would have to be phased over a ten-year period, and be developed to a comprehensive plan. Says the policy statement: "The development of Riverslea Nurseries and the adjoining land to the south will not be permitted until the proposed new road system affecting Purewell Cross is in operation."

## PROGRAMME

A programme for the development of the whole area was necessary to avoid a major increase in traffic which would aggravate congestion in Purewell and other roads and junctions; to ensure an adequate supply of land to satisfy future demand for housing arising out of the present population of Christchurch; and in order that residential development should not outstrip the provision of essential public services. The area suffered at present from a mixture of incompatible land uses and large volumes of traffic.

Timing of the main proposals depends on the introduction of a traffic management scheme for Purewell Cross and the construction of the new road.

The planners suggest that the road proposals start with the installation of traffic lights at Purewell Cross. This would be followed by an improvement of the Somerford Road junction with Sandown Road—planned as the primary traffic route to the airfield area—and the installation of traffic lights there. Next would come the construction of the new road to the Stony Lane roundabout and the realignment of Somerford Road to meet it.

After this, "if proved necessary", the construction of a short link road between Purewell and the new road, and the stopping up of Purewell Cross. On this last point the local council differed, said planning officer, Mr. B. A. Furness, on Tuesday. Christchurch didn't think, it necessary to close Purewell at Purewell Cross.

## TRAFFIC FLOW

Present traffic flow through Purewell was 11,000 vehicles per day. This would increase to 28,000—like the by-pass on a quiet day—by 1981, and so the new link road was needed!

The Riverslea Nurseries development would have vehicle access to Stanpit only, and a pedestrian route to Purewell for shoppers.

At present there are 43 shops in the Purewell and Somerford area, and serve the daily needs of residents there. In view of the large number of existing shops and its proximity to the town centre there appears to be adequate local shopping provision already to serve the considerably increased population and any additional shops might lead to a declining standard of service, says the statement.

Messrs. Drivers Jonas and Co., the consultants commissioned by the county and local council to give valuation advice on town centre development, thought any extension of shopping in Purewell would detract from the town centre facilities, and should be discouraged.

Hence the policy: "No additional shops will be permitted in Bridge Street, Purewell or Stanpit."

Bridge Street between the bridges is listed as an area of "special visual merit" where the present mixed residential and commercial uses should remain. The south side of the road could be improved, however. Although not an area of visual merit, the rest of Bridge Street and the western part of Purewell gets the same treatment: mixed commercial and residential development. Industrial uses in these areas are considered inappropriate.

## GOOD CONDITION

Says the statement: "Although much of the housing in Purewell is more than 70 years old, the majority of buildings appear to be in good structural condition and there is little prospect of early comprehensive redevelopment. Some redevelopment for commercial purposes between Waterloo Bridge and Stony Lane could improve the appearance of this area.

"The rather dreary character of much of the Purewell area would be relieved by abundant tree planting, both in conjunction with new development and within the existing built-up area. Other improvements could be made by suitable screening of unsightly uses, attention to landscaping of footpaths and the removal of eyesores, unsuitable street signs and advertisements." Small expansion for industry is catered for at Stony Lane, to allow existing firms to extend and to provide car parking space.

## MOVE FIRMS

Industrial firms in Purewell requiring new sites will be encouraged to move to the land set aside for this purpose on the airfield — 10 acres are planned there — and where practicable, undesirable industrial use rights will be discontinued, says the statement.

It adds: "Several firms along Bridge Street and Purewell need new sites and could be relocated elsewhere." North of the Stony Lane industrial area, a maintenance depot for the borough council is proposed. This would replace the existing ones at Stanpit, Whitehall and the old fire station at Pit Site.

## RECREATION

As for recreational uses of land, the plan envisages that these will be largely in the area south of Bridge Street and Purewell as far as Stanpit Marsh, plus Stanpit recreation ground. They are suitable for recreational development which does not encroach on the open character of Stanpit Marsh; Any associated buildings must be kept to the north of the site and should be limited in height. Any associated buildings must be kept to the north of the site and should be limited in height.

On the Bridge Street Island formed by the Avon, a yacht basin is proposed, provided sufficient access can be provided from Bridge Street.