

5. Design and Heritage



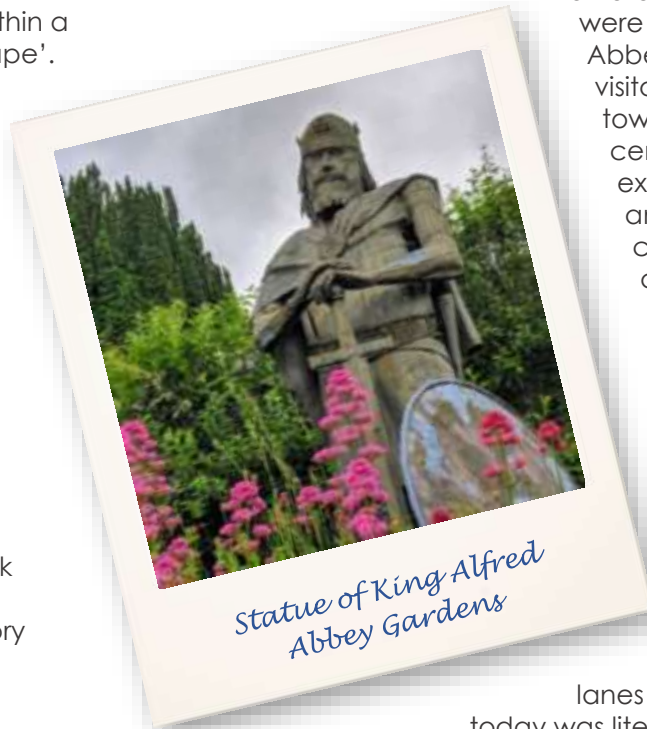
5.1 Design and Heritage: Key messages and aims

Context - A brief history of the town

Thomas Hardy was fascinated by Shaftesbury and, 'its three mints, its magnificent apsidal abbey, the chief glory of South Wessex, its twelve churches, its shrines, chantries, hospitals, its gabled freestone mansions' set within a 'limitless landscape'.

Almost a century after his death, Hardy would recognise a lot of the town he admired. To understand the present-day shape, design and style of Shaftesbury streets, open space and buildings, a quick reminder of the town's long history might be useful.

The history of Shaftesbury owes everything to its location on a promontory and can clearly be seen from (and enjoys views out towards) Glastonbury Tor and Hambledon Hill as well as other Neolithic and Iron Age sites. Alone amongst them, and as a rarity in England, it has persisted as a town in part thanks to King Alfred.



*Statue of King Alfred
Abbey Gardens*

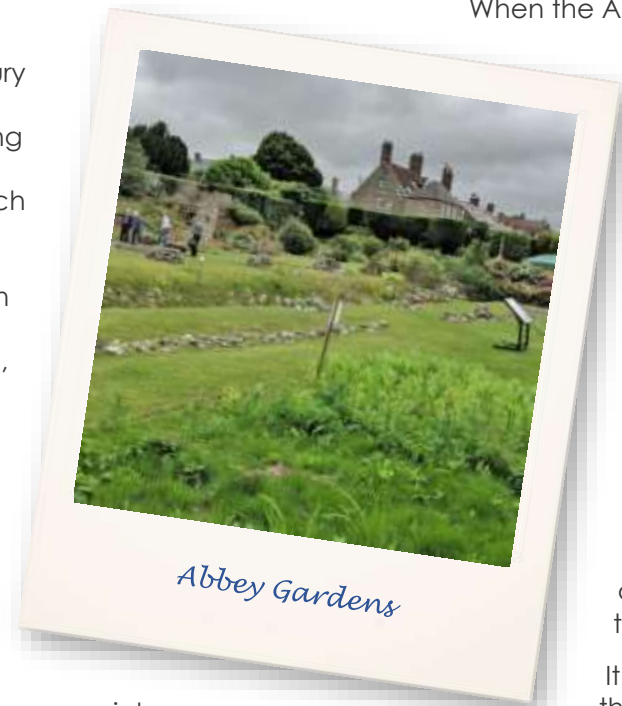
Alfred founded a Benedictine nunnery around 880 AD. A hundred years later, Shaftesbury had become a major religious destination with pilgrims coming to visit the remains of King

Edward the Martyr, which were kept at the Abbey. This influx of visitors saw the Saxon town, that was centred on Bimport, extend in the 10th and 11th centuries to an area to the east of the Abbey.

At this point Shaftesbury was so prosperous it had its own money mints and twelve parish churches.

The street pattern of an irregular grid of streets and lanes that we walk or drive around today was literally set in stone during the medieval period. By the 13th and 14th centuries, Shaftesbury's location on the Great West Road further added to its popularity and its influx of visitors.

The town had the largest population in Dorset - but this success was due almost entirely to the size and prestige of the Abbey.



Abbey Gardens

When the Abbey was destroyed during Henry VIII's Dissolution of the Monasteries, Shaftesbury's importance declined.

Park Walk in Shaftesbury (to the south of the Shaftesbury Abbey ruins) is a locally listed park. This was originally open pasture for the Abbey.

It is notable for both the terrace and mature sycamore tree

line, with exceptional views over the Blackmore Vale countryside and St James Park, with the winding path linking upper and lower town. The Jubilee steps were restored in 1937 to celebrate the 1935 Silver Jubilee.

Lord Stalbridge owned Shaftesbury and in 1918 he decided to sell his Dorset estates. Our town was bought by three prominent Shaftesbury residents in 1919. This is when the famous 'Sale of Shaftesbury' happened.

They sold over 300 individual buildings to the tenants and shopkeepers who occupied them, giving ordinary citizens control over their homes, their businesses and their futures. Importantly, these men donated Castle Hill to the town. We enjoy those special green spaces today because of their legacy and Robert Dyneley's gift.

The most recent notable event was the 1973 filming of a Hovis (bread) advert by the world-renowned film director Ridley Scott. It showed a boy in working Victorian dress pushing his bicycle up the steep cobbles of Gold Hill with the sweep of the green sandstone buttresses of the old Abbey on the right and the tiled and thatched roofs of the cottages on the hill to the left, all framed by the breath-taking views of the valleys and downs beyond. A recent national press report described the Hovis advert as 'the most noteworthy of all time'.

Today, the fame of Gold Hill and Shaftesbury's outstanding views continue to attract a considerable number of visitors. Together with a vibrant, independent High Street and many successful local businesses, Shaftesbury continues to thrive.

Our Neighbourhood Plan aims to address some of the challenges of life in an expanding market town without sacrificing the special qualities of a town that has evolved well over millennia.



Gold Hill



'Hovis' Bike on Gold Hill

Quick Read

Why is design and heritage important?

History has shaped the appearance of our town.

The neighbourhood plan team wants to make sure that planners understand how each different area of Shaftesbury looks and feels. That will help them make informed decisions when they decide whether to give planning permission to a new development.

That development could be a single house, a business conversion or a larger housing estate, but the style and shape of the building must be appropriate for Shaftesbury and it must not look odd in its setting. Development has to fit in.

Key feedback from consultation

Of 152 respondents to our Neighbourhood Plan survey in January and February 2019, 142 agreed that: *We need to set clear design guidelines to preserve and enhance the different character areas throughout our town*

- 98% of respondents agreed that they should include attractive open spaces and trees.
- 95% of respondents agreed that all new developments should be built using high quality materials in keeping with the historical context of the town.
- 92% of respondents agreed that the design of signage, benches, bins etc. should be consistent.
- 92% of respondents agreed that new developments should be accessible to people of all ages and abilities.
- 89% of respondents agreed that we should accommodate parking requirements.
- 88% of respondents agreed that new development should employ renewable and low carbon technology.

Key messages

The design of Shaftesbury's homes, shops, public buildings and landmarks give our town its character.

The combination of the height of buildings, the shape of roofs, the style of windows, the use of certain materials and even the road surfaces all play a part in creating our distinctive place to live or work.

This section of the Shaftesbury Neighbourhood Plan identifies the design elements in our buildings and the spaces around them that make them special enough to save and conserve. We also set out design guidelines that we would like housebuilders to meet when planning future housing developments in our town. We want Shaftesbury to remain special and distinguished.

Up until now, Shaftesbury is the only town in North Dorset that does not have its own adopted design guidance. The 2004 Eastern Development Masterplan, including a design statement, was agreed. However, this document has not been followed and the plan is very different to the reality.

The Neighbourhood Plan seeks to give clear guidance to the Planning Department of Dorset Council when they receive a planning application in Shaftesbury.

Our intention is to ensure that anyone reading the Neighbourhood Plan understands what residents consider is important to conserve, so that new ideas and development works in harmony with our historical Town Centre and our important conservation areas.

A French architect once said, 'Architecture is a very dangerous job; if a writer makes a bad book, people don't read it. But if you make bad architecture, you impose ugliness on a place for 100 years'.

This plan offers clear and concise guidance, including reference nationally accepted standards, to ensure undesirable architectural design and materials do not blight our beautiful town.



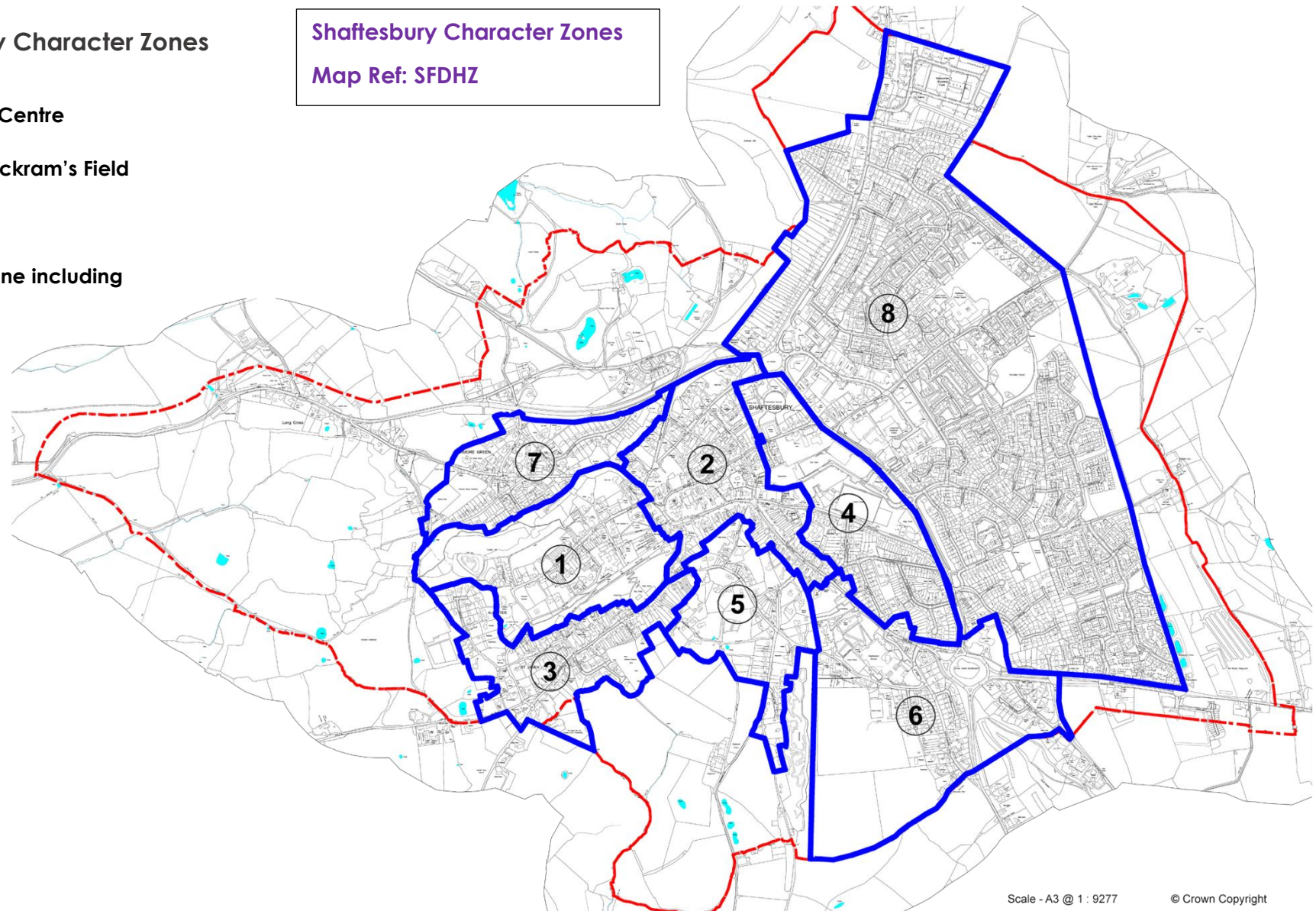
5.2 Shaftesbury Character Zones

Map of Shaftesbury Character Zones

1. Bimport
2. Shaftesbury Town Centre
3. St James
4. Barton Hill and Cockram's Field
5. Layton Lane
6. Cann
7. Enmore Green
8. East of Christy's Lane including Grosvenor Road

Based on the Dorset
Historic Towns Survey
2011

Shaftesbury Character Zones
Map Ref: SFDHZ



5.2 Shaftesbury Character Zones (continued)

1. Bimport

Description

Bimport contains the jewels of Shaftesbury's hilltop heritage - the ruins of England's first dedicated nunnery, the beauty of Pine Walk, the 15th century Edwardstowe, Shaftesbury's oldest house, and the incomparable views south and west from Park Walk and north from Castle Green.

This character area also includes Castle Hill at the western end of the spur and the common beneath it to the north, together with St James Park to the south, the distinctive tower of Trinity Church, the Westminster Memorial Hospital and Shaftesbury's most famous landmark, the stunning cobbled Gold Hill.

This area includes the site of Shaftesbury's first known Saxon burgh, or settlement. The plots still form the shape of the hilltop's residential layout, with all the charm of ancient lanes.

Key characteristics

- Distinctive hilltop location on green sandstone spur. The location of properties and public space located on high points in the landscape afford panoramic views of the extensive low-lying countryside of the Blackmore Vale.
- A historic area representing the initial settlement of the town. Includes former Saxon burgh and late Saxon and Medieval abbey and precinct. The

architectural detailing on the surviving historic buildings is of high quality. The irregular street pattern and historic buildings provide intrigue and diversity.

- Relatively open settlement pattern including large building plots.
- Holy Trinity Church tower - a town landmark.
- Park Walk and The Park with wooded slopes provide a sense of openness and draw the rural landscape into the townscape.
- 12th century 'castle' earthworks at Castle Hill surrounded by public open space.
- Large gardens and mature trees strongly contribute to the leafy character of this area - the ancient yew tree is of pre-Christian time.
- St John's churchyard.
- Stone boundary walls.

Issues to be addressed

- Large areas of tarmacadam and a lack of consistency and quality of street furniture reduces the quality of the area of open space on Park Walk.
- Modern streetlights are not in keeping with historical aspect of this area.
- Poor quality materials, hard surfaces and edging. Sunken and sinking areas of tarmacadam on Park Walk.
- In places the road edge is poorly defined.



5.2 Shaftesbury Character Zones (continued)

2. Shaftesbury Town Centre

Description

One of England's highest market towns, Shaftesbury's Town Centre boasts an array of architecture through the ages, with 124 listed buildings, all set in the distinctive horseshoe layout of the original Medieval setting.

At the centre of the town is The Commons, the top of the horseshoe. The buildings in The Commons are mainly Georgian. It turns into the High Street as it skirts the top of Gold Hill going east. Here there is a mix of mainly Victorian architecture, apart from St Peter's, the only remaining example of Shaftesbury's twelve Medieval churches.

When you look back along the High Street to the west you see the highly distinctive roof tops of King Alfred's Kitchen silhouetted against the sunset. This is an iconic view.

The top of The Commons going east becomes Bell Street, where the individual shops soon merge into residential cottages of 17th and 18th century origins.

The horseshoe becomes a circular route at its eastern end as Angel Lane joins the High Street and Bell Street. All roads meet outside the highly distinctive building that has housed Shaftesbury's Post Office for over 70 years.

Key characteristics

- Historic commercial centre of Shaftesbury, possibly from late Saxon period onwards. Tightly developed street frontage is an important characteristic of this historic market town environment.
- Historic street grid of near parallel roads, with lanes linking them. The labyrinth of passageways, open public spaces and connections to larger open spaces provide permeability and interest through the area.
- Medieval and post-Medieval market areas at the High Street and The Commons. The marketplace is a focal area of the High Street.
- Land plots from the High Street to the south east have a unique characteristic, with gardens featuring burgage plots. A burgage was a town rental property owned by a King or a Lord, usually and distinctly consisting of a house on a long and narrow plot of land.
- Large number of surviving historic buildings and intact street frontages. The Post Office is an example of a high-quality historic building and a reminder of the importance of Shaftesbury on the A30 Great West Road. This is the old post route however one of the best post war buildings in the town; it was built in the 1940s.



5. Design and Heritage

Key characteristics (continued)

- Range of houses and cottages in the local style with varied building lines along some streets and lanes.
- Cottages and houses of 17th to 19th century in the local style are located along Gold Hill and Bell Street and contribute to the historic character of the townscape.
- Georgian and Victorian buildings are widespread, but particularly evident along the High Street.
- Quality signage and detailing on shop fronts contribute to the character of the area.

Issues to be addressed

- Twentieth century houses and commercial properties that lack local distinctiveness are scattered throughout the area.
- Traffic and on-street parking reduce the quality of the area.
- The car park behind Bell Street is a large area of open tarmac which contradicts the tight spacing of buildings and quality of the rest of the area. There is an opportunity to introduce trees within the car park to soften the landscape in this area and create other environmental benefits.
- Shop frontages with modern additions and materials such as plastic signage reduce the quality of the area.

- Mixture of stone, concrete block and tarmac. Therefore, an uncoordinated mixture of surfacing.
- Poor quality of hard surfaces and utility apparatus covers e.g. Swan's Yard.
- Modern streetlights are not in keeping with historical aspect of this area.
- Problem of two-way flow of larger vehicles along the narrower sections of the High Street causing congestion and fumes.



5.2 Shaftesbury Character Zones (continued)

3. St James

Description

Arguably, St James Street defines Shaftesbury's best-preserved conservation area. It features 17th & 18th century cottages, many of them thatched. The cottages line each side of the narrow road.

To the west is St James Church and the narrow roads and lanes leading to the area known as Alcester, which looks west over the Blackmore Vale. The South side of St James Street offers wonderful views of the lower Shaftesbury slopes with the North Dorset downs behind them.

Running from halfway down Kingsman's Lane, towards open fields and the back of St James' last remaining pub, is the original Tudor wall of a former Elizabethan estate, the stones from which have been used to clad the four cottages that sit on the site. The Tudor coat of arms can still be seen to this day.

Key characteristics

- Distinctive position along the base of the southern side of the green sandstone spur.
- The linear route of the Medieval (or late Saxon) St James street sinuously follows the grain of the topography of the spur towards a triangular green and the church at its western end. The street is

largely built up with small attached 18th and 19th century houses set directly on the street frontage. Occasionally the street frontage opens out into small courtyards or several houses set back from the street.

- High proportion of historic buildings, mainly 18th and 19th houses and cottages, built in the local style featuring cast iron casements. A small number of earlier houses dating from the 16th and 17th centuries are also present and there are relatively few modern houses.
- The consistency and quality in the scale of buildings and the use of local building materials provide a high-quality urban environment.
- The widespread use of local materials and a range of different building heights and slight variations in architectural details give coherence.
- The grassed and wooded slopes of the spur, together with the mature trees and gardens at the west end of the area, and the St James allotments, provide a significant green element to the character of the area. There are also small but significant green spaces in front of the church and at the Rolt Millennium Green.
- The underlying geology of the southern slopes below St James are formed of running green sandstone, which has always constrained development.

- A number of surviving stone boundary walls of 18th or 19th century date and cast-iron railings make a positive contribution to this area.

Issues to be addressed

- The inter-war and modern houses generally do not respect the earlier building lines. The small modern housing estates have a cul-de-sac arrangement running off the historic roads.
- St James is a rare English example of a 'sub-urb'. Its integrity has already been breached in a few places with culs-de-sac. It is very important to hold the development line to the south and west or the Continental feel of the high town and its 'underburg' will be lost.
- These houses are typical of their period and lack local distinctiveness.
- Loss of period windows in non-listed buildings erodes the character of the conservation area.



5.2 Shaftesbury Character Zones (continued)

4. Barton Hill and Cockram's Field

Description

Originally the ancient manor of Barton belonged to Shaftesbury's medieval abbey, but the modern Barton Hill boasts few architectural landmarks, having been extensively redeveloped over the years.

Situated due east of the town centre extending to Christy's Lane, this area nonetheless provides many key facilities for the town, having a small open air swimming pool for summer use, the boarding house for Shaftesbury School and a large recreational space with skate boarding and exercise areas, as well as the town's bowling club and only large supermarket.

Key characteristics

- The large recreational areas provide significant green open spaces within this area.
- The mature trees in the grounds of Barton Hill House and Christy's Lane contribute to the leafy character of the area.
- Inter-war and early post-war houses that predominate this area are mainly a mixture of semi-detached and short terrace suburban house types, typical of their time.
- The houses and layout have a welcome coherence. Houses are built in Gillingham bricks, produced in Dorset.

- The avenue of beech trees along Christy's Lane were planted for the Queen Mothers 80th birthday.

Issues to be addressed

- Commercial buildings with a lack of local identity on large plots are surrounded by large open car parks with extensively tarmac surfaces.
- The supermarket is set on a large footprint, made with brick and artificial stone and surrounded by large areas of tarmac car parking.
- The loss of the beech trees along Christy's Lane would impact on the streetscape. There is an opportunity to extend the tree line further.
- The Cattle Market site requires careful consideration and respects the setting of Barton Hill House.
- Trees in car parks as part of the Tesco development have not been maintained or replaced.



5.2 Shaftesbury Character Zones (continued)

5. Layton Lane

Description

Layton Lane itself is an extension of St James Street, running east from the bottom of Gold Hill, while the character area extends up Hawkesdene Lane to the east and down Frenchmill Lane to the south.

The layout is more open with a variety of architecture that spans Georgian, Victorian, 1920s and modern. A defining feature of the Layton Lane area is its proximity to the lower Shaftesbury slopes, with open fields and farmland.

There is one scheduled monument - the ancient fishponds of Shaftesbury Abbey. All that remains is a sea of briars, a perfect wildlife habitat which can be viewed from Snakey Lane.

Key characteristics

- Trees and hedges form a significant component in the semi-rural, leafy character of this area.
- Well preserved ancient lanes and boundaries - the street frontage is defined by a mixture of stone walls and hedges.
- Housing density is low with dispersed historic cottages and bungalows and large houses set on generally large plots along the road. The majority of buildings are set well back from the frontage.

- Distinctive position below the historic town.
- There are a number of open spaces within the area and good views of countryside to south.

Issues to be addressed

- Large scale properties out of proportion with historic properties in the area. Further intensification should not be encouraged.



5.2 Shaftesbury Character Zones (continued)

6. Cann

Description

Cann is a former medieval parish to the south-east of the main town, with 19 listed buildings, although Shaftesbury's main school and the Royal Chase Hotel are the most distinctive landmarks.

The Royal Chase roundabout dominates the area, with the character area extending out to include all the residential streets, lanes and farmsteads on the edge of town.

This area offers very mixed architecture, from modern infill to Victorian and Edwardian villas, old green sandstone houses, through to rural cottages, with beautiful views to the south, towards the Cranborne Chase AONB.

Key characteristics

- Formerly part of the medieval parish of Cann.
- Along the Salisbury Road are several large villas and country houses, including the former parish church of St Rumbold's.
- Strong 'building line' and good example of early ribbon development along streets such as Lower Blandford Road.
- The Shaftesbury School and playing fields form an extensive part of the western side of this area.

Issues to be addressed

- Small Incremental changes to the post-war houses over time has reduced the overall character of those of the original design.
- The area is dominated by modern road developments, including the Royal Chase roundabout.
- Many of the larger historic houses have been significantly altered or have been obscured by 20th century suburban housing.



5.2 Shaftesbury Character Zones (continued)

7. Enmore Green

Description

Enmore Green is situated on the lower Shaftesbury slopes immediately north of Castle Hill, with stunning views towards Motcombe and Gillingham and west towards the ancient Duncliffe Woods.

A charming jumble of ancient lanes, Enmore Green is famous locally for supplying Shaftesbury with its water, characterised by a procession called The Byzant Ceremony. The townsfolk would process down the very steep Tout Hill to meet the Enmore Green residents who would supply them with water from their individual wells.

From 17th century thatched cottages to small Victorian terraces, Enmore Green has its own very distinct charm.

Key characteristics

- Post-Medieval rural settlement site enclosed from former common. The settlement pattern is largely informal with low density, detached, rural cottages and short terraces mainly set back from the street, and a small triangular green in the centre of the village.
- Historically the site of Shaftesbury's town water supply.
- The 17th to 19th century historic cottages and houses in the village centre make a

major contribution to the local character.

- The consistency and quality in the scale of buildings and the use of local building material provides a high-quality urban environment.
- Slight variations in architectural details provide diversity and interest to the streetscape.
- The area has a semi-rural character as a result of its location as a backdrop to the wooded green slopes of the green sandstone plateau to the south, mature trees and hedges and network of ancient lanes.
- Views over the surrounding countryside.

Issues to be addressed

- Modern 20th century housing estates and infill development lack local distinctiveness and quality materials.
- Traffic and on-street parking on minor roads and rural lanes.
- Modern development is large in scale to small historic properties.
- Modern streetlights are not in keeping with historical aspect of this area.
- The underlying geology of the southern slopes below St James are formed of running green sandstone which has always constrained development.



5.2 Shaftesbury Character Zones (continued)

8. East of Christy's Lane including Grosvenor Road

Description

This part of Shaftesbury comprises modern, residential estates built over the last 70 years and is still the main focus for new development.

Together with the industrial estates of Wincombe and Longmead, this area provides the bulk of Shaftesbury's residential and commercial accommodation and is bordered to the east by rural fields and the border with Wiltshire.

Key characteristics

- Some modern residential developments show reference to the local vernacular and use high quality materials, making a positive contribution to the area.
- Some 19th century cottages at Little Down, together with a small amount of late Victorian and inter-war suburban housing, represent earlier development in this area.
- Areas of open green space, the cemetery, allotments and linear woodland strips provide relief to the built settlement.

Issues to be addressed

- Many of the 21st century housing estates are comparatively high-density and developed to a standard design,

providing little or no reference to the local character or vernacular.

- Poor quality detailing and management of residential developments, including low quality surfaces and edges, poor design of external spaces and limited pedestrian network.
- The loss of front gardens to hard surface has a negative impact on the streetscape.
- Inappropriate boundary treatments, particularly on front lawns of residential developments, restrict the appearance of open green spaces which surround key roads through the area.
- Most of the open space is typical featureless grassed areas within the modern estates - green infrastructure corridors have not been created or enhanced.
- Community facilities are sparsely spread through the residential estates and as a result there is no central community hub within this area.
- Modern industrial and commercial estates contain typical steel-framed units and warehouses.



5.3 Shaftesbury Conservation Area

Map of the Conservation Area

The Conservation Area is shaded in **light orange**.

Local Planning Authorities have the authority to designate as Conservation Areas, 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'.

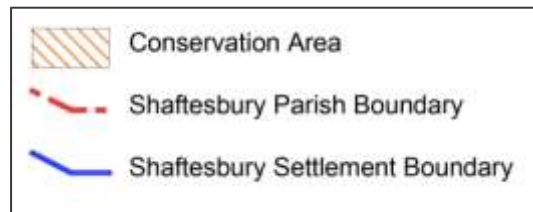
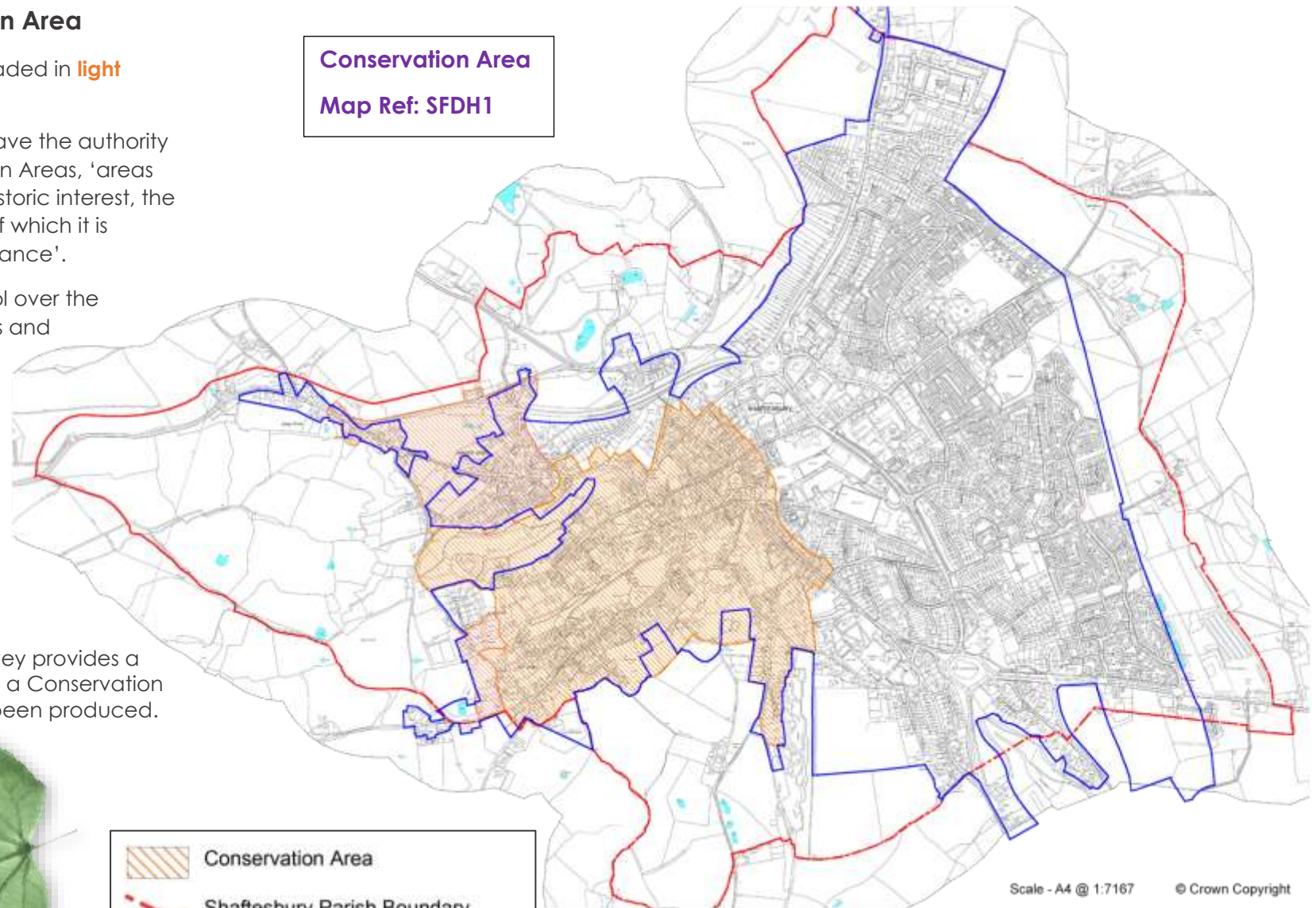
This designation gives control over the demolition of buildings, trees and other alterations.

Conservation Areas have additional protection under the law from the normal planning controls.

The Shaftesbury Conservation Area is located within the Neighbourhood Plan area.

Whilst the Historic Towns Survey provides a wealth of useful information, a Conservation Area appraisal has not yet been produced.

Conservation Area
Map Ref: SFDH1



Scale - A4 @ 1:7167 © Crown Copyright

5.4 Policies SFDH1 to SFDH7

What do Policies SFDH1 to SFDH7 set out to do?

To preserve and enhance the character and design of our historic town and the different character areas.

To encourage high quality design that ensures development complements and contributes positively to Shaffesbury's character and engenders a sense of civic pride and social inclusion.

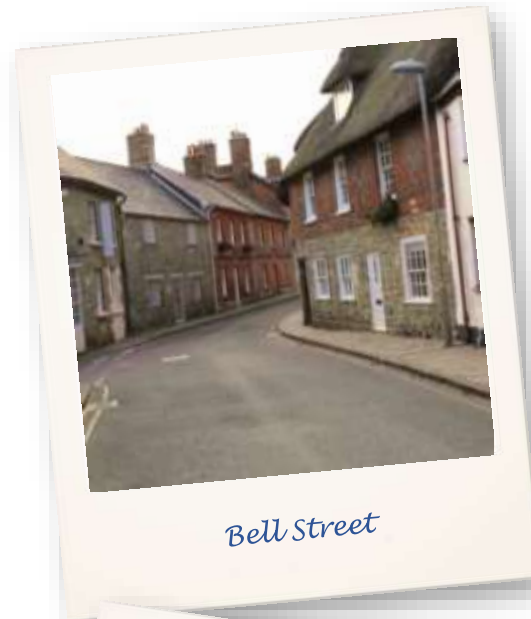
To make sure the natural environment is properly considered in the design process.

Respecting Local Character

The character of, and the issues associated with, each area of the town are described in the sections above, with more detail provided in the Historic Towns Survey and 2019 Shaffesbury Design Guidelines. By taking into account what aspects help underpin an area's character, and opportunities to remove or reduce those elements that weaken the character, we can be sure that Shaffesbury and its constituent parts will have a strong and positive identity.

Details:

POLICY SFDH1 - Development will respect and respond to the positive aspects of character associated with the specific area of Shaffesbury where the development is planned, and not repeat (and where possible reduce) the negative issues, as set out in section 5.2.



Bell Street



Rooflines

High quality designs

In October 2019 the Government consulted on further changes to Building Regulations. Their proposed changes would mean all homes completed after 2025 would be future-proofed with low carbon heating and world-leading levels of energy efficiency. An interim standard is also proposed as soon as 2020, that would require a 20 - 31% reduction on emissions in the short term. So, whilst it is not appropriate for this Neighbourhood Plan to set different standards, we clearly want to encourage developers to challenge themselves to deliver zero carbon designs sooner if at all possible.

i The Home Quality Mark is an industry standard that looks in detail at the design of new homes, including aspects such as air circulation, insulation and ventilation, energy and water resources, responsible sourcing of materials (including their wider environmental impacts and their durability), practical living arrangements (such as drying space and accessible and adaptable designs), quality assurance and aftercare.



5.4 Policies SFDH1 to SFDH7 (continued)

i Building for Life is another industry-recognised standard for well-designed homes and neighbourhoods. To be eligible for 'Built for Life™' accreditation, developments have to achieve nine of the twelve design requirements, which cover aspects such as:

- A locally inspired or otherwise distinctive character based either on contemporary architecture or local traditions in building materials and landscaping.
- Good connections (footways and paths) to the surrounding area.
- Welcoming, well managed and attractive streets and spaces, with low traffic speeds.
- Easy to find your way around.
- Uses the existing topography, landscape features (including water courses), wildlife habitats, existing buildings, site orientation and microclimates.
- Includes adequate external storage space for bins and recycling as well as vehicles and cycles.
- Personal space (such as private garden areas) are protected and respected.

A number of these principles have been incorporated into the following Neighbourhood Plan policies, so that in meeting these standards, developers may well be able to promote the quality of their developments during sales and marketing activity.

New dwellings are encouraged to exceed the target emission rates of the current Building Regulations in place at that time, and to achieve Building for Life accreditation and a Home Quality Mark rating to demonstrate their sustainability credentials. BREEAM assessments are encouraged for non-residential development.



POLICY SFDH2 -
Development should be sustainable, safe, inclusive, and accessible in design.



The scale, positioning and orientation of buildings

The height and positioning of new buildings can make a real difference to how a place feels to the person on the street. Important buildings or structures with cultural or historic importance should be integrated into the visual appearance of the town to reinforce a strong 'sense of place' or Shaftesbury's identity. Whilst new or replacement buildings may be taller than typical for that area (to make good use of the building land available), it is important that they don't overshadow or block views of local landmark buildings that help define the area.

Poorly defined corners, high walls and narrow alleyways can make pedestrian routes and links difficult to find, dank and miserable. There should be regular breaks in the built-up areas to enable views and connections to public rights of way.

Sometimes the character of the area is very much defined by a strong pattern of regular buildings – particularly some of the Victorian, Edwardian and early 20th century suburbs. Where this is the case, the way in which building layouts have been planned, either set back from the road or built against the pavement, should be respected. Development that deviates from this pattern can otherwise jar with, and diminish, that area's character.

5.4 Policies SFDH1 to SFDH7 (continued)

In new developments, there will be more opportunity to focus on how the layout and orientation of buildings can maximise the potential benefits from solar energy and insulation and create pleasant outdoor spaces (both private gardens and public areas).

Entrances will benefit from being on north or east sides, with gardens to south or west sides, roofs designed for solar panels, and windows with suitable shades to make the most of sunlight without overheating.

There are also likely to be more opportunities to include taller buildings in these areas, to make more efficient use of land, and this is particularly important in places where there is good access to local facilities and jobs.



However, bulky and unimaginative designs will not be supported.

Given Shaftesbury's hilltop location, the impact of wind on buildings and people also needs to be considered, in addition to the potential benefits in terms of orientation for sunlight and shade. In particular, the scale and orientation should avoid the creation of public areas that may act as wind tunnels. The resulting microclimates may also impact on the success or otherwise of any planting schemes.

POLICY SFDH3 - The scale, positioning and orientation of buildings will:

- **Respect the scale of adjoining development.**
- **Allow for views of buildings that are important in the street scene (due to their function or landmark characteristics).**
- **Create a safe and attractive public realm (taking into consideration the microclimates formed and the legibility and surveillance of the main pedestrian routes.)**
- **Maximise the potential benefits from sunlight and shading to reduce the consumption of energy in heating and cooling new buildings, unless this would significantly harm local character.**
- **In new areas, seek to create visual interest within a more cohesive character, and consider including some**

taller buildings in locations where there is very good access to local facilities, provided that this would reinforce and add interest to the area's character and legibility.

Creating an attractive public realm

Although the way we design buildings impacts on how public spaces feel, there are many other factors that also need to be considered, which we touch on here.

An important consideration is the need to avoid unintended clutter, whilst incorporating those features that make public areas safe, accessible and practical. For example, street lighting should be fixed to buildings to reduce the clutter of lamp posts. Litter bins should be provided adjacent to recreation spaces and at intervals so as to be convenient for use and waste collection. New developments should include Royal Post boxes and community noticeboards unless these exist nearby.

Surfacing materials are also important. Whilst in historic quarters traditional materials should be considered, the surfacing needs to be suitable for wheelchairs and pushchairs (and where allowed, bicycles and scooters). Consideration should also be given to the practicality of further works (for example accessing underground utilities or installing new street furniture).

5.4 Policies SFDH1 to SFDH7 (continued)

Boundary treatments facing the street and public areas should reflect the best examples in Shaftesbury - walls made of green sandstone, ironmongery (wrought iron railings are typical) or hedgerows in semi-rural areas, or a combination of these. Bin stores should be located to be convenient for the intended users, close to the refuse collection points yet screened from the street.

The inclusion of planting areas within the design should also be considered at an early stage, as some elements (such as street trees) will require space, and there may be opportunities to link a series of green corridors together for wildlife and sustainable drainage benefits.

Car parking areas should be landscaped with planting.

Standards of workmanship can have the greatest impact on the quality of public spaces. Therefore, it is vital that surface

treatments and street furniture are installed with care and attention to detail.

Before a planning application will be considered, Dorset Council will insist on a Biodiversity Appraisal and a Biodiversity Mitigation and Enhancement Plan, if the site is 0.1 ha or greater in size, where there are known protected species or important habitats/habitat features, or where the proposal involves changes to a rural barn.

Street furniture, surface and boundary treatments should be of high quality, designed to endure and easy to maintain. Designs and materials should respect the area's historic character, where possible reinforcing this through a consistency of approach. The installation of new street furniture should be located so as to avoid clutter, with measures put in place to ensure that superfluous or redundant items of street furniture are removed.

POLICY SFDH4 - A range of open areas and enclosed spaces, including areas designed to encourage play and social interaction, should be incorporated into the design of new places. Pedestrian routes

should be convenient, lit, safe and pleasant. They should be designed to cater for all users, including wheelchairs and mobility scooters.

Attention should be paid to the inclusion of sufficient planting to enhance biodiversity, provide opportunities for shade and promote clean air (particularly near trafficked areas). Outside of the town centre, soft landscaping should be of equal importance in the overall design.



Attractive Landscaping



Traditional Stone Wall

5.4 Policies SFDH1 to SFDH7 (continued)

Accommodating vehicles

While this plan places a lot of emphasis in improving opportunities to walk, cycling and for public transport to work, many residents and visitors will continue to rely on their cars for a lot of the trips they make. Electric cars and other low-energy fuels are likely to become more widespread, and with this the need for charging points. And even if the car is less used – many households will still have a car that needs to be parked somewhere.

Communal parking areas can make more efficient use of land, but large expanses of parking are not attractive. More thought will also need to be given as to how users might access vehicle charging points in such areas.

Car charging points installed on buildings will need to be close to the parking spaces.

As cars have become larger, parking spaces and garages need to be wider. As a guide, parking spaces need to be 2.8m in width, unless there is a 0.4m clearance immediately to the side of the space, when the width can be reduced to 2.4m (with slightly greater clearance in the case of parking spaces for disabled people) and garages 3m (internally). Cycle/mobility scooter storage should also be provided, and motorcycle parking also considered.

POLICY SFDH5 - Provision must be made for cars, motorcycles and bicycles in line with the adopted parking standards. Communal car parking areas, if proposed, should not result in extensive areas of uninterrupted parking, and will need to be landscaped with planting including provision for mature trees. Similarly, continuous areas of uninterrupted car parking in front of buildings should be avoided.

Parking spaces must be of adequate size for the range of vehicle types and users (including disabled drivers). Car charging points should also be clearly shown on the plans, to demonstrate sufficient provision will be available for both occupants and visitors.



Building styles and detailing

Building styles and detailing should reflect the intended use and status of the building within the street scene. Not every building can or should be a local 'landmark', but they all contribute to the overall character of an area and how it is perceived. Design ideas can be taken from local buildings that clearly contribute to that area's character.

Consideration should be given to key aspects, such as elevations, symmetrical layout, detailing, use of materials and proportions. However, although they may be designed within local traditions or with sustainable building credentials in mind. A complete imitation (pastiche) or a broad eclectic mix (from all styles and periods) is not what is needed.

Architectural detailing in new development should typically display elements that balance with those of existing traditional buildings in terms of interest, scale, texture and form. For example, Shaftesbury has a strong tradition of 450mm wide cast iron casements set into timber frames, which generates window widths a little narrower than the national standard sizes.

5.4 Policies SFDH1 to SFDH7 (continued)

Windows in new buildings should complement the vertical pattern, dimensions and scale of windows reflected in local architectural detailing. The style and proportions for any new or replacement dwellings and extensions should respect local styles and traditions. Wrought iron work to window box cradles is typical.

Consideration should also be given to supporting local wildlife and other opportunities to increase the environmental credentials of the buildings. For example, roof overhangs with exposed rafters offer the possibility of roosts for birds. Openings to roof spaces where bats can roost can be designed into the plans. Rainwater harvesting can reduce water consumption. It is important that these are shown in the plans rather than assuming that they can be added at a later stage.

All of these considerations need to work alongside improvements in energy efficiency and our ambition for a zero-carbon future.

i Traditional elements used in new and existing buildings include:

On formal buildings:

- Detailing around windows including lintels and sills
- Quoins and masonry detailing
- Door surrounds and porches
- Timber sash windows with small panes
- Symmetrical facades

- Windows and doors set back from brick face
- Stonework at entrances including classical pillars, pediments and porches
- Decorative iron railings
- Shallow pitched roofs and defined eaves
- Decorative mouldings

On informal buildings:

- Timber sash or casement windows with small panes
- Wide door frames with canopy porches
- Asymmetrical facades
- Windows set closer to the wall face
- Steeper pitched roofs, possibly with accommodation in the roof with modest dormer windows - casements 450mm wide, dormer roofs with minimal fascias detailed to avoid a heavy appearance.

POLICY SFDH6 - Development should be designed with attention to architectural quality and detailing, reflecting the level of detail typically found in traditional buildings of similar form and function.

As a general principle, proposed building façades should be designed to indicate the importance of each storey through a combination of composition of building elements. There may be increased height for the most prominent floor and the level of architectural detailing used. The scale and design of entrances should be appropriate to

the function - commercial properties will be grander in design than individual residential properties.

The design and access statement (if required) should clearly explain the design rationale and how local building traditions and sustainability benefits have influenced the design. Windows (including their positioning within their reveals), doors, eaves and ridgelines (including associated gutters and flashing), chimneys and flues should be clearly detailed in the submitted plans and elevations. Where alarm boxes, meter boxes, flues and other paraphernalia are intended to be installed, these should be shown clearly on the plans and care taken to ensure that these do not unduly detract from the building's appearance.



Window Details

5.4 Policies SFDH1 to SFDH7 (continued)

Building materials

Materials proposed for use in new development and building extensions should match or be guided by those used in the existing buildings, taking into account how these vary subtly by street.

i A typical materials palette in the Shaftesbury area includes:

- Green sandstone – 'prepared' before use either as ashlar, squared rubble, coursed rubble or random rubble. Mortar joints need to be kept under 10mm using a white sand and lime to provide a satisfactory appearance.
- Bricks matching those made by the Motcombe brick works (which are of a warmer multi-colour than the stark orange appearance of Gillingham bricks).
- Timber painted windows.
- Slate or plain tiles, or pantiles for single storey buildings.

It goes without saying that alterations to a listed building must respect its character and preserve its features of special architectural or historic interest. Extensions may match or contrast, depending on the character of the building being extended, its relationship (in form and function) to the extension, and how important it is to be able to distinguish the original building from more recent changes.

Even where developments may not be listed, the historic character of Victorian, Edwardian, or 1930s buildings have merits which should be respected. Care needs to be taken to ensure that the character of the original building is not needlessly harmed. For example, replacing slate roofs with modern concrete tiles tends to destroy the character and should be avoided. Low quality UPVC front doors with poor proportion and detailing should be avoided.

Care should be taken in the preparation and use of the materials, as details such as the preparation of the stones and the mortar joints can dramatically alter a building's appearance. In particular, consideration should be given to the prevailing wind direction (particularly on exposed sites) and associated weathering, as well as how materials may react to strong sunlight (when orientated in a southerly direction).

Timber sash windows that perhaps have lasted over 100 years may eventually be beyond economic repair, but their replacement with (for example) low maintenance UPVC windows can still be well designed so that the building retains the character created by the original sash windows.

POLICY SFDH7 - Development should use materials that respect the area's heritage, are high quality, are appropriate to the

building and its setting, and are durable and, where possible, local or recycled.

Quick Read

What do these policies mean and why are they important?

These policies encourage developers to adopt good design principles. They need to consider the needs of differently abled residents, the impact on the environment and the overall appearance of the properties when they work on their plans.

New buildings should be green, environmentally sustainable, use the latest technology and meet the expected environmental building standards.

What may appear to be minor aspects of a building project, such as gutters and flues, are just as important as windows and chimneys in adding to the overall appearance and positive impact of the development. Developers should pay attention to these elements.

Any item that does not have to be on the front of a building, such as a smart meter, should be hidden away from main view.


5.5 Policy SFDH8

What does Policy SFDH8 set out to do?

To ensure that thorough archaeological assessments are undertaken for developments taking place on any sites of potential historic interest and, where possible, we preserve Shaftesbury's unique and fascinating past that lies hidden beneath our houses, gardens, shops and streets.

History is important for our sense of local community as well as tourism. Shaftesbury has more Scheduled Monuments (6) than any other town in North Dorset, including the ruined Abbey, a nationally significant Royal nunnery founded in Saxon times by Alfred the Great.

But much still remains to be discovered, including where buildings stood, and where underground tunnels may lie. Every development proposal involving surface or subsurface works could put at risk archaeological assets, but, properly managed, this is an opportunity to find out more.

 Of 154 respondents, 145 agreed that archaeological assessments should be made for developments on sites of potential historic interest, so that we can preserve and learn more about Shaftesbury's history.

Details:

Shaftesbury is rich in historic sites. They form part of the town's distinctiveness. Our six

Scheduled Monuments are protected in law. They are:

- Castle Hill mound
- Site of St John's Church (Bury Litton)
- Shaftesbury Abbey ruins including Park Walk
- Fishponds south of Layton Lane
- Gold Hill – the Abbey precinct wall
- Castle Green

With over 1,000 years of settlement there may be archaeological riches that we do not know about under our town. That's why we believe it is important to highlight the need to preserve elements of our, as yet undiscovered, past.

The Historic Towns Survey concludes that there is much still to learn about the origins of Shaftesbury and how it developed. We still don't know how the town was planned and we don't understand the full impact of the Abbey and its later dissolution.

The Abbey's SAVED project has been trying to get answers to some of the questions that remain. They have been using equipment that sends radar pulses down into the ground to see whether they can identify buildings, structures or street patterns below the surface. This project continues.

Historians believe that there is further research to undertake into the influence of the market (and cattle market) and local industries in the medieval period and in the centuries that followed.

The survival of pits, buildings, boundaries and other features, particularly in back plot areas behind town centre buildings, has the potential to reveal more about the economy, diet, craft industry and other aspects of life in the centre of historic Shaftesbury, according to the Historic Towns Survey.

There are some well-established procedures that developers must follow when their works uncover items of potential historic interest. Not all planners and project managers may be aware of Shaftesbury's significant Saxon and Medieval heritage, including what is believed to be a network of underground tunnels.

This policy makes sure that there is an understanding of the potential for archaeological finds.

POLICY SFDH8 - Archaeological assessment shall be required for sites where historic remains may be present, prior to the determination of a planning application, if the development would disturb or prevent future access to such remains.

Appropriate procedures will be required to ensure preservation of the remains in place or the recording of the find prior to development. Proposals to sensitively manage archaeological finds for education (including as a visitor/ tourist attraction) will be supported.

5.6 Policy SFDH9

What does Policy SFDH9 set out to do?

To ensure locally important historic buildings are given proper consideration in how development is planned and how views are considered.

Details:

There are 275 listed buildings within the Neighbourhood Plan area.

A locally listed heritage asset is a building, structure or designed space that is deemed to be of local architectural or historic interest and is included on the local heritage list drawn up by Dorset Council.

There is no such list as yet for Shaftesbury. It is a local designation and completely separate from national listing (which is undertaken by Historic England on the government's behalf).

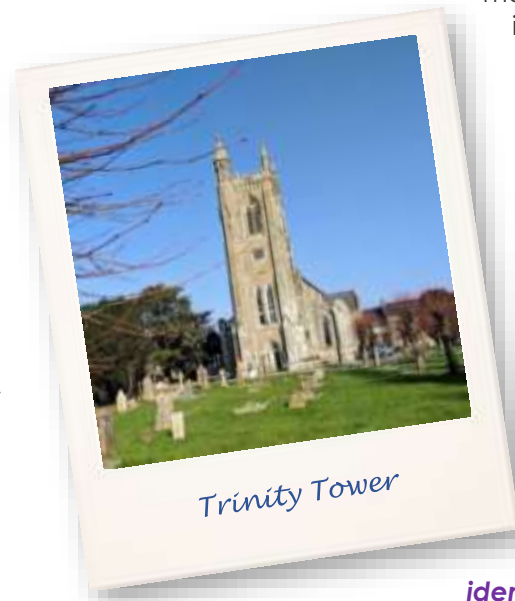
Local listing does not affect the requirements for planning permission. However, by identifying locally important historic buildings, it is more likely that any impacts on that building or its setting will be more carefully

considered because of their local importance.

It is also possible for communities preparing Neighbourhood Plans to identify buildings of local importance and these can be added to a 'local listing' held by Dorset Council. This doesn't offer the powerful protection of being on the National Heritage List but does mean that their local importance will be considered in planning decisions.

Having reviewed the Historic Towns Survey, which identifies many 'key buildings', and working with Shaftesbury Civic Society, we identified 116 buildings that would merit local listing. The list can be found in Appendix K.

**POLICY SFDH9 -
Locally important
historic buildings,
identified in this Plan, should be
conserved and enhanced.**



Quick Read

What does this policy mean and why is it important?

Historic England keeps a database of structures that are special because of their architecture or historic nature.

Special permission is required to undertake work on listed buildings, because they are considered so important. Most of the listed buildings in Shaftesbury are grade 2 listed. Park Walk and the Abbey remains are grade 1, meaning that they are of exceptional interest.

It is also possible to register buildings of local importance as 'locally listed'. This doesn't offer the powerful protection of grade 1 or grade 2 listing and Dorset Council looks after this local list.

We have identified 116 buildings that would merit local listing.

Map of locally-important and listed buildings

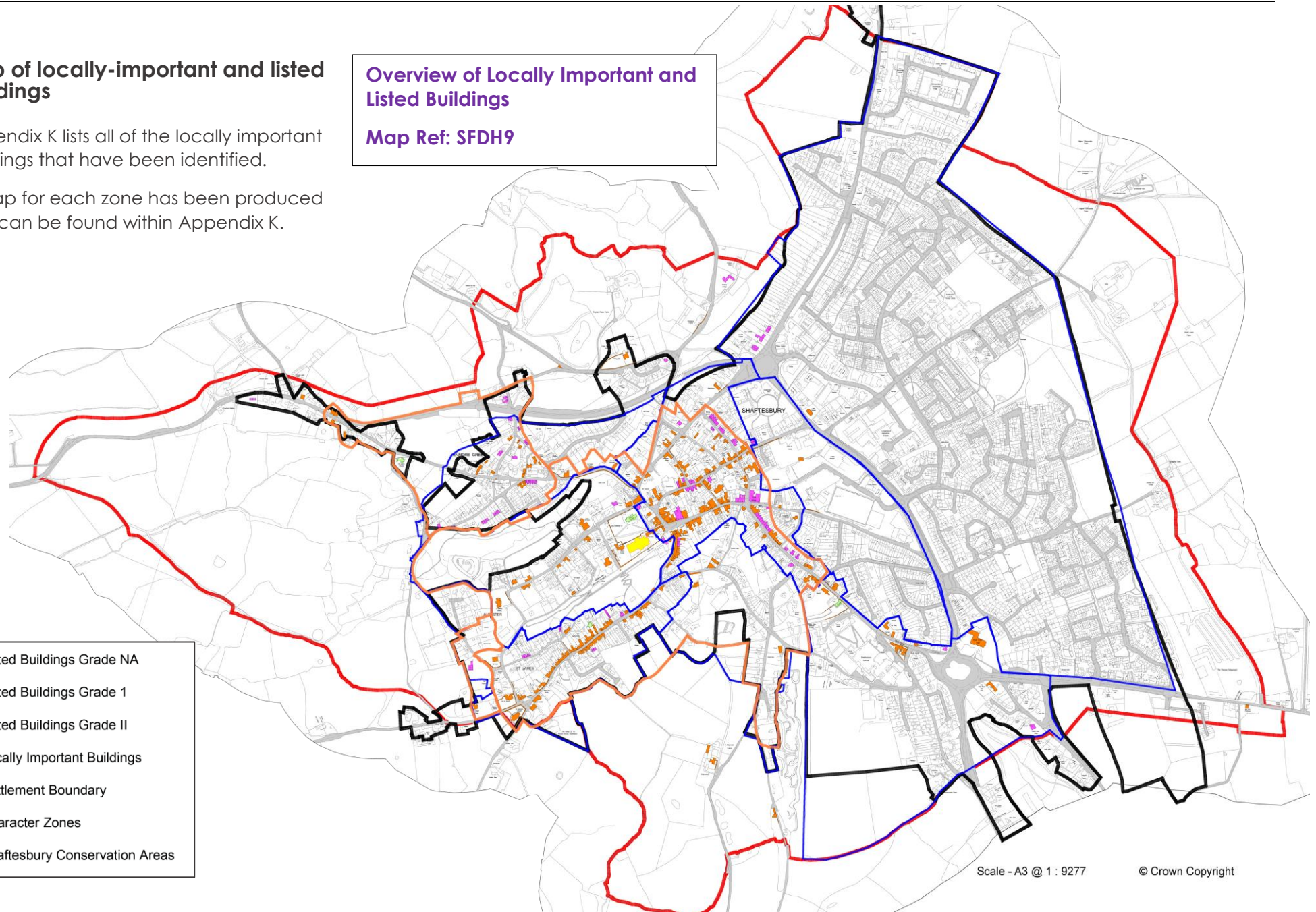
Appendix K lists all of the locally important buildings that have been identified.

A map for each zone has been produced and can be found within Appendix K.

Overview of Locally Important and Listed Buildings

Map Ref: SFDH9

- Listed Buildings Grade NA
- Listed Buildings Grade 1
- Listed Buildings Grade II
- Locally Important Buildings
- Settlement Boundary
- Character Zones
- Shaftesbury Conservation Areas



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6. Community and Leisure



6.1 Community and Leisure: Key messages and aims

Context

Previous community surveys have highlighted the desire to improve community and leisure facilities, including a leisure centre, swimming pool and more outdoor recreation space.

Our latest survey in June 2018 revealed that local people were concerned about healthcare and education provision.

We have spoken with the organisations that run the medical centre and schools. We are told that there is no immediate need to plan for a new school or surgery based on projected population growth. However, this is not to say that the service providers would turn down an opportunity for improved provision if this were to be offered in the future.

The existing community halls have plenty of availability for their current levels of usage. 118 groups operate from 18 different venues and cover a multitude of social and leisure activities. Venues include Shaftesbury Arts Centre, which is used by 21 separate groups, The Royal British Legion Hall,

which is used by 10 groups and Shaftesbury Youth Centre has 9 user groups.

These activities include adult and young people's education, health, sport and leisure, social well-being and musical activities, including Shaftesbury Silver Band and the Ukulele Group!

However, there is a clear demand for a community facility in the east of Shaftesbury and there is interest in an indoor fitness centre. If opportunities arise then these developments should be investigated, and further research undertaken to understand the feasibility and sustainability of each option.

We have compared the amount of outdoor recreation spaces to the suggested national standards, and we fall short. So it is important that we retain and add to these areas

Tourism and leisure are important to Shaftesbury's economy. Each year, our town receives 472,000-day visitors and 19,000 people stay overnight. Visitors spend £18.3 million locally each year and that supports 370 local jobs.

It is important that our policies help support the tourism economy. We also want to make sure that we have safe and attractive walking and

cycling routes around the town for both our residents and our visitors. This crosses over with our Town Centre and Green Infrastructure themes.

Key feedback from initial consultation in February 2019

81% of responses indicated broad agreement with our Community and Leisure policy intentions. 79% of people who replied said that the most important community facilities that need to be protected had been identified.

Please refer to Appendix I, where there is more information on venues, including the utilisation and names of groups who operate from each one.



The Byzant



Shaftesbury Fringe Festival

6. Community and Leisure

Key messages

Based on what local people have told us, we have the following aims for the town's community and leisure infrastructure:

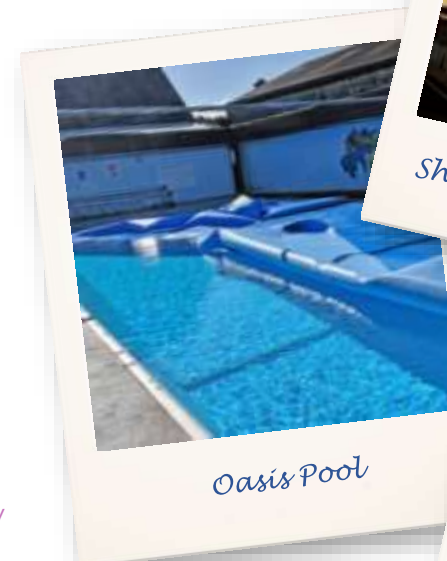
- To ensure that Shaftesbury becomes 'A historic market town with a range of high-quality sports, leisure, education and social facilities to meet the needs of the whole population, making best use of the town's qualities and the energy of the community, whilst ensuring that children can choose to walk safely to school'.
- To ensure that the required health, education, leisure and community infrastructure is in place to accommodate the needs of new residents.
- To maximise leisure opportunities for all ages, including new and improved facilities in the best locations to meet changing demand.
- To promote safe primary and secondary school walking and cycling routes and improving these routes where required.
- To ensure that the health needs of the whole population are met, and to plan for future levels of provision and service to accommodate our expanding and aging population.

i Summary findings of the Shaftesbury Sports and Leisure Facilities Needs Assessment show that, overall, Shaftesbury is a vital and viable centre.

Some of the Shaftesbury key strengths and weaknesses that have been identified include the following:

- Shaftesbury's leisure offer is below the national average.
- Environmental quality within the town is considered to be good. There may, however, be an opportunity to increase provision of recreational open spaces, and items such as benches and litter bins.
- The town centre's accessibility is poor - in particular an infrequent bus service, a lack of cycleways and narrow pavements that make it more difficult to move around the centre.
- Land to the east of the town centre is the focus for regeneration and has the potential to provide community facilities.

i Developers can be required to make financial contributions to key local services and infrastructure improvement projects after they gain planning permission. This levy can result in payments of hundreds of thousands of pounds, according to the scale of development.



6.2 Policy SFCL1

What does Policy SFCL1 set out to do?

To improve and increase the range and availability of community facilities, sports, and leisure opportunities where these bring benefits to the community.

Everyone should have easy access to such facilities – and although the number of places which are available is generally good, some facilities are lacking (the most notable being an indoor fitness centre), some could be better advertised and facilities in easy walking distance of the area to the east of Christy's Lane are extremely limited.

Details:

POLICY SFCL1 - Locally important community buildings and facilities for sports (as shown on map SFCL1) and the land associated with recreation should be retained and allowed to modernise and adapt to continue to meet the community's needs. This could be either in their current location or on a suitable alternative site in the Neighbourhood Plan area.

Their loss (in whole or part) will be resisted, unless it can be shown that the current site is no longer suitable or viable to retain and that any loss is offset by equal or better improvements elsewhere.

New community facilities, including recreation facilities, local shops, pubs and education and health services, will be strongly supported, particularly in the eastern area of the town, where they meet the identified needs of the community and are in line with the wider provisions of this Neighbourhood Plan.

New housing developments will be expected to have access to outdoor green space for sports, play and recreation, at least in line with the standards and recommended distances defined by the Local Plan / Fields-in-Trust, which means that these spaces should be within easy reach of homes. These should be provided either at the same time as the development is built or beforehand.

A sum of £335,024 from developer contributions (section 106) has been allocated to a Neighbourhood Hall facility and/or towards a central Community Hall which would serve the town as a whole. These funds are being held by Dorset Council for the benefit of Shaftesbury East residents. Consultation is planned as per project CL1.

There are also outdoor recreation areas yet to be provided, although some (such as the allotments) are anticipated for 2020

The Masterplan dates back to 2004. Further consultation will establish the current needs of the community and research will be undertaken to provide a realistic and sustainable solution to any proposed community facility.

Quick Read

What does this policy mean and why is it important?

The existing community facilities in Shaftesbury are valued by the majority of local people.

59% of the residents who responded to the first consultation felt that improving the existing community halls in Shaftesbury should be prioritised over providing a new venue.

The first part of our community consultation highlighted that there are more community facilities on the west of Christy's Lane than the eastern side. This needs looking at.

We suggest that a detailed assessment into the potential for a community facility in the east of the town is undertaken.

The outdoor sports and play spaces, social areas, natural green spaces and allotments space has been calculated. We have less space than we should expect when we compare what is here against government standards (known as the FiT standard).

6. Community and Leisure

Map of community facilities

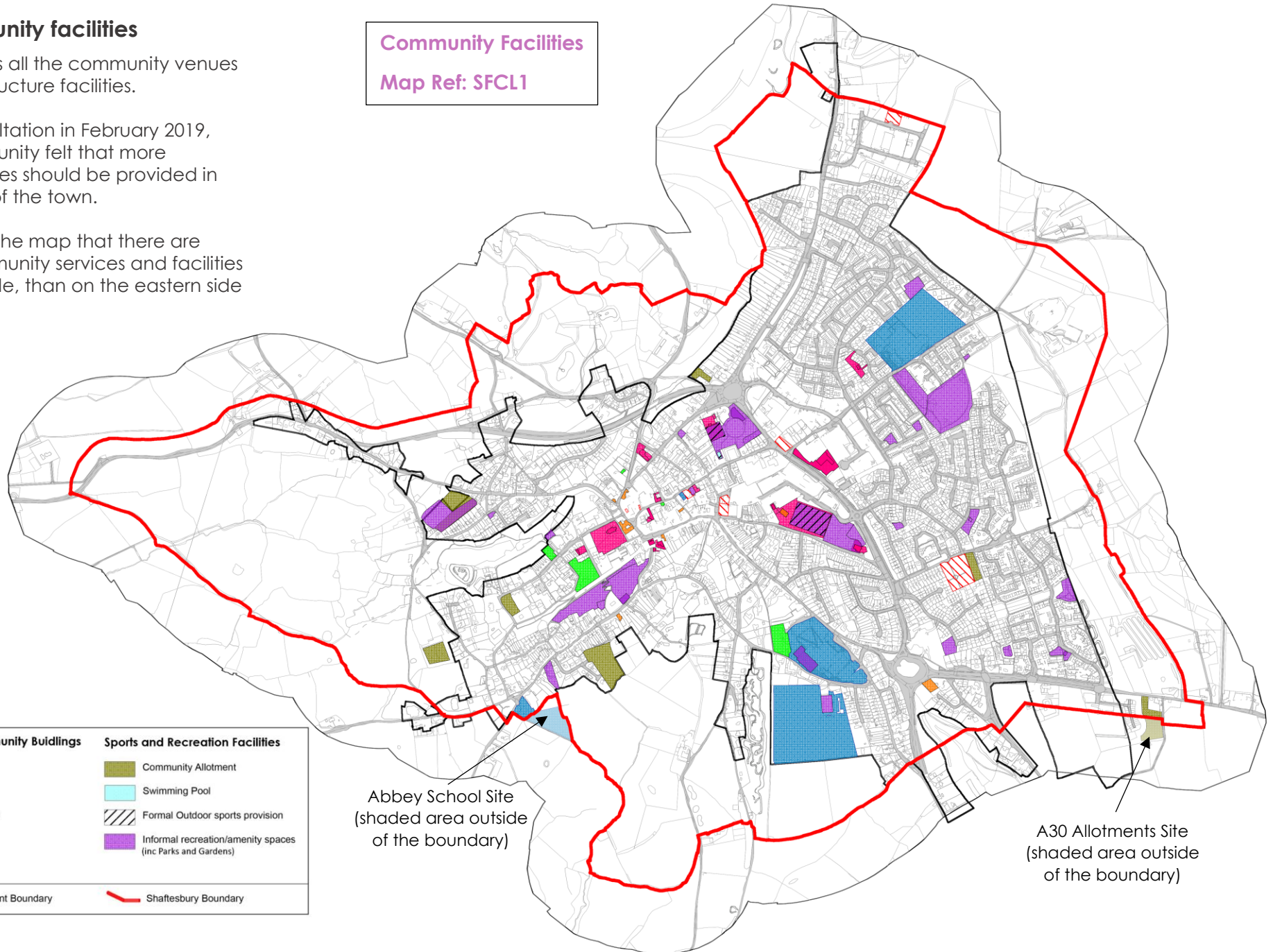
This map illustrates all the community venues and social infrastructure facilities.

In our initial consultation in February 2019, 78% of the community felt that more community facilities should be provided in the eastern part of the town.

You will see from the map that there are many more community services and facilities on the western side, than on the eastern side of Shaftesbury.

Community Facilities
Map Ref: SFCL1

Locally Important Community Buildings	Sports and Recreation Facilities
Pubs	Community Allotment
Schools	Swimming Pool
Community Hall Sites	Formal Outdoor sports provision
Services	Informal recreation/amenity spaces (inc Parks and Gardens)
Healthcare	
Shaftesbury Settlement Boundary	Shaftesbury Boundary



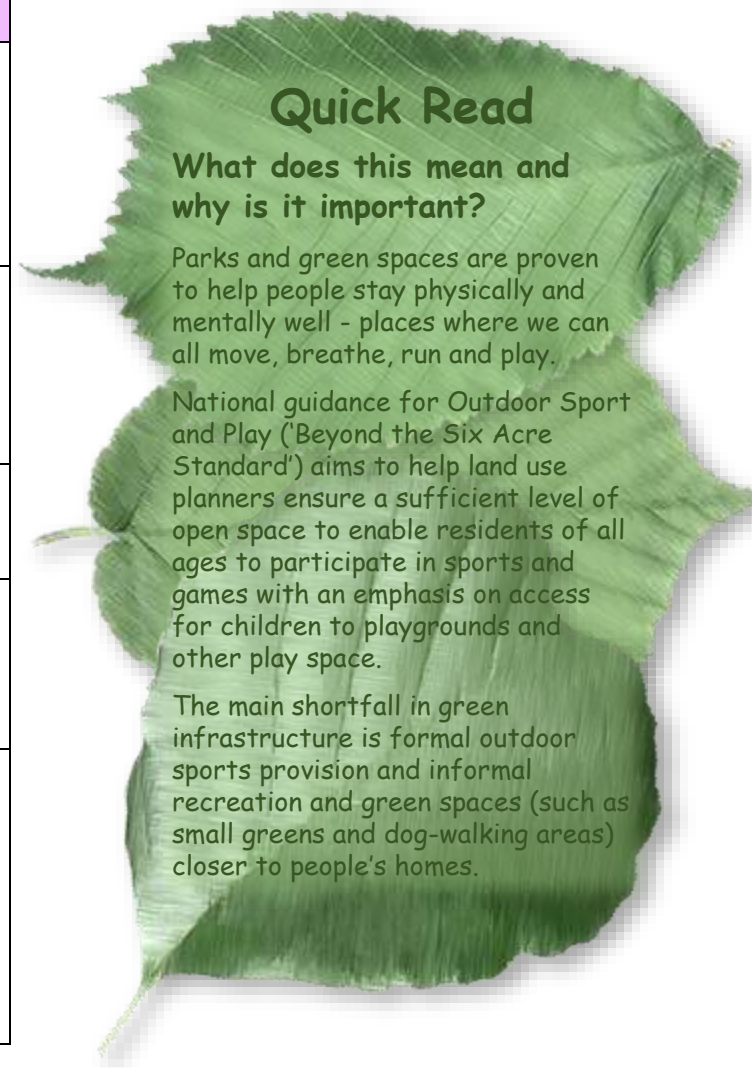
Abbey School Site
(shaded area outside
of the boundary)

A30 Allotments Site
(shaded area outside
of the boundary)

6.2 Policy SFCL1 (continued)

Shaftesbury Open Space Provision

	Recommended Standard (area and/or accessibility)	Shaftesbury Provision Based on 2018 population: 8,849, Projection for 2031: 10,091
Formal outdoor sports provision (playing pitches etc.)	1.60ha per 1,000 people, within 1,200m of people's homes	Current target: 14.2ha 2031 target: 16.1ha Current provision: 8.9ha The current provision covers only facilities within the town and includes the pool (0.02ha) and Shaftesbury School (5.49ha, currently restricted access). The shortage of flat land has led the Cricket Club to be based southwest of the town, more than 2,500m away.
Equipped play areas	For very young children: Small play area within 100m For children who can go out to play independently: Locally equipped area for play (LEAP) within 400m Other provision for young people (e.g. skateboard park, MUGA): within 700m	Current provision: 2.39ha Provision for very young children is patchy but most areas have adequate access to a LEAP. Other provision for young people is concentrated at Barton Hill and Wincombe Rec, which are more than 700m from housing south of Meles Mead or southwest of Stoney Path. The measured size of play areas that are within a larger amenity space has been subtracted from the amenity area given below.
Informal recreation/amenity spaces	1.4ha per 1,000 people of parks, gardens and amenity green space, within 700m of people's homes	Current target: 12.4ha 2031 target: 14.1ha Current provision: 7.39ha Accessibility is adequate
Allotments	At least 16 allotments (about 0.4ha) per 1,000 people	Current target: 3.5ha 2031 target: 4.0ha Current provision: 2.73ha Includes all current allotments plus the additional capacity for local food growing at the Community Farm (0.4ha). Excludes the proposed allotment site south of A30 (0.4ha).
Accessible natural green space	1.8ha per 1,000 people, within 700m of people's homes	Current target: 15.9ha 2031 target: 18.0ha Current provision: 14.50ha. This total provision excludes the two natural spaces in the GI audit that are not publicly accessible: The Cliff, Pensbury Plantation and Meles Mead wildlife corridor. Most of the accessible natural green space within the town is concentrated to the west. There is accessible open countryside beyond the town boundaries, particularly to the north and east, but this is more than 700m from dwellings and there are issues with some of the rights of way at certain times of year.



6.3 Policy SFCL2

What does Policy SFCL2 set out to do?

To support the growth of the tourist economy by encouraging development proposals that are likely to have a positive impact on tourism and that respect and reinforce the different character areas of the town.

Details:

The Abbey Museum, Gold Hill Museum, Tourist Information Centre and Shaftesbury Arts Centre are key tourist facilities, together with the main hotels, such as the Grosvenor Arms, Royal Chase and Fleur de Lys, as well as numerous bed and breakfast providers.

POLICY SFCL2 - Existing key tourist facilities (as shown on map SFCL2) should be protected. Proposals that would result in the loss of existing hotels, large guesthouses, pubs and tourist attractions will be resisted, unless it can be demonstrated that their continued use is no longer viable.

The development of new tourist attractions and serviced tourist accommodation (such as a hotel) is supported, provided that:

- **The development is in keeping with or enhances the area's character.**
- **Any new buildings are within the settlement boundary.**
- **The site is readily accessible by sustainable modes of transport (a travel plan is likely to be required in most cases).**

- **The proposed use would not adversely impact on the amenities of the occupants of nearby properties.**

Quick Read

What does this policy mean and why is it important?

Tourism brings employment and ensures that the High Street remains as vibrant as possible

We want to protect what we have and keep our tourists coming back, as it helps our town to be healthy and economically viable.

77% of responses from the initial consultation in February 2019 highlighted that our community feel that the Neighbourhood Plan needs to feature policies to encourage new tourist attractions that would respect Shaftesbury's character.



Grosvenor Arms Hotel



Gold Hill Museum

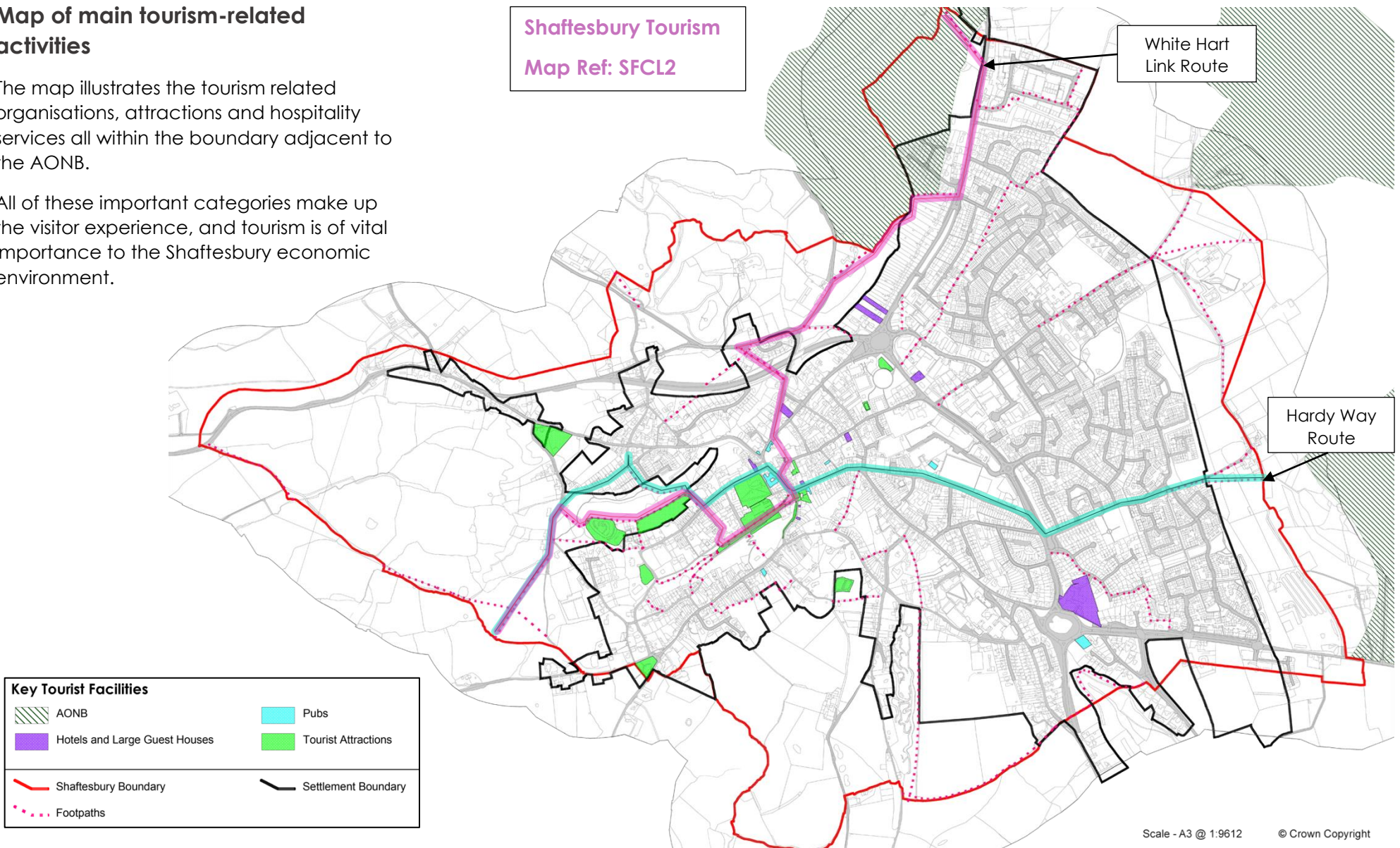
6.3 Policy SFCL2 (continued)

Map of main tourism-related activities

The map illustrates the tourism related organisations, attractions and hospitality services all within the boundary adjacent to the AONB.

All of these important categories make up the visitor experience, and tourism is of vital importance to the Shaftesbury economic environment.

Shaftesbury Tourism
Map Ref: SFCL2



Scale - A3 @ 1:9612 © Crown Copyright

6.4 Policy SFCL3

What does Policy SFCL3 set out to do?

To support safe walking and cycling routes that are well connected with the town centre and other key areas and that provide access to the countryside, and encourage improvements to this network, including where opportunities arise within developments to create new links or make existing routes more attractive.

In the initial consultation in February 2019, 75% of respondents felt the need for safer walking and cycling routes through the town.

71% of residents felt that there is a need to improve cycle and footpath networks which link to other towns and villages

Details:

POLICY SFCL3 - Support will be given to proposals that improve and extend the existing footpath and cycle path network (as indicated on Map SFCL3). This will allow better access between housing areas and to the town, recreation areas and the wider countryside on paths that are safe, attractive and easy to navigate. The loss or downgrading of existing footpaths and cycle paths that fulfil (or have the potential to fulfil) these requirements will be resisted.

New developments will be expected to link into the existing footpath and cycle path network and provide connections through the site. This would help to create a wider walking and cycling network. Contributions towards the

costs of maintaining and improving the network of footpaths and cycle paths will be sought from developers where reasonable and related to that development.



Quick Read

What does this mean and why is it important?

The current cycle network is limited to main roads. There is currently no safe route for children to cycle to school.

Proposals to add routes to the proposed network will be encouraged.

The Neighbourhood Plan group has worked with walking and cycling experts to help shape the proposed plan using a comprehensive audit of the existing footpaths and shaping the proposals based on local in-depth knowledge.

The proposals would use funding that developers are required to offer the community when their planned developments are approved.

6.4 Policy SFCL3

(continued)

Map of existing and proposed networks of footpaths and cycle routes

The **pink broken line** illustrates the existing footpath network.

The **yellow line** illustrates the on-road advisory cycle route. This route is essentially the A and B road network across the town.

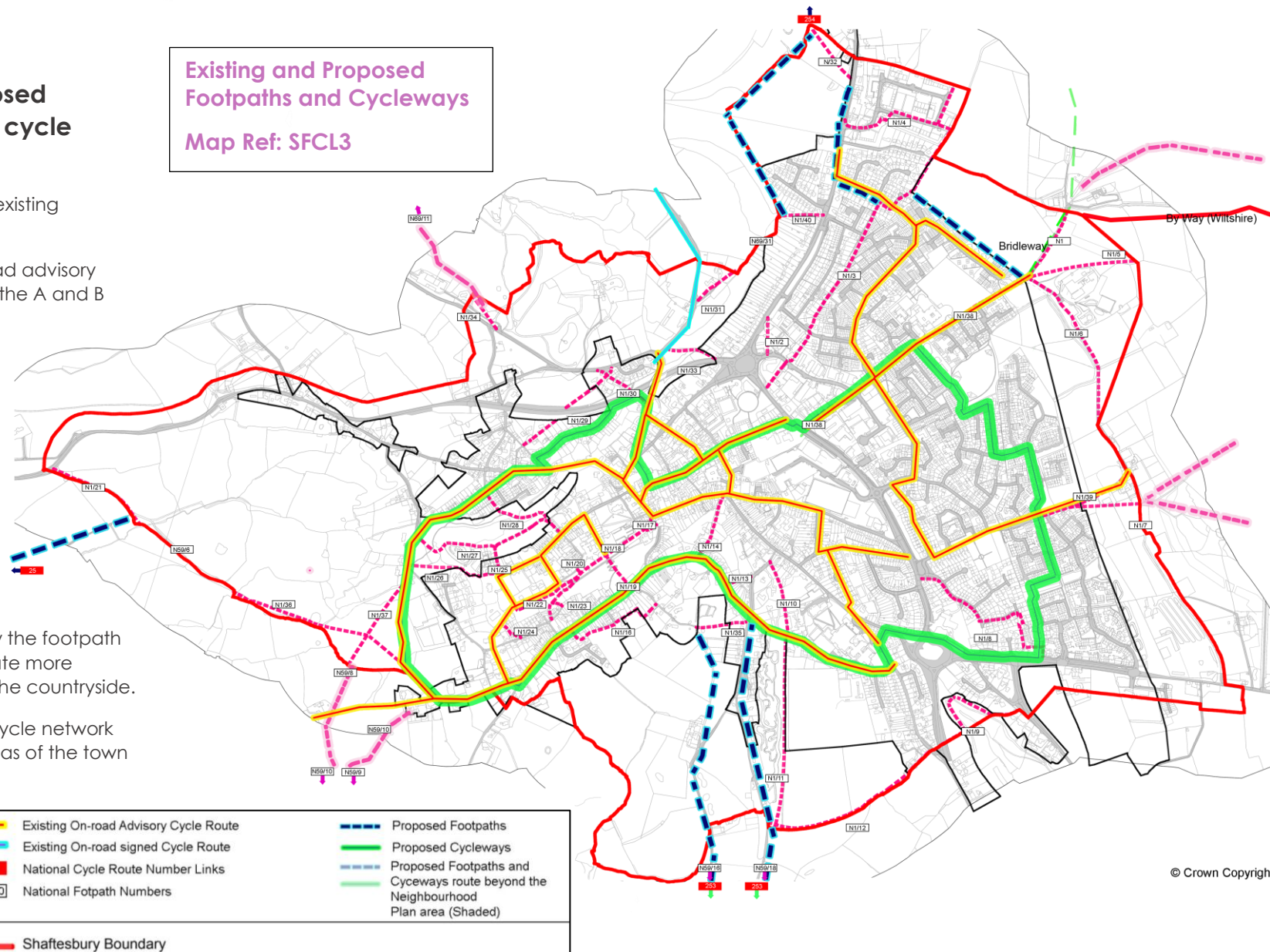
There is a small on-road agreed cycle route shown on the map as a **blue line** towards the northern end of the town.

The Neighbourhood Plan group has worked with Walking for Health, a Dorset Ranger and sustainable transport charity Sustrans to develop the proposed routes.

The **blue broken line** highlights how the footpath network can be enhanced to create more opportunities for walkers to reach the countryside.

The **green line** highlights how the cycle network can be enhanced to link up all areas of the town into a viable local route.

Existing and Proposed Footpaths and Cycleways
Map Ref: SFCL3



Monitoring and Review

Shaftesbury Town Council, as the body responsible for leading the Neighbourhood Plan process, will consider the need to monitor this plan on a yearly basis. As part of this process the Town Council will consider the progress made on the preparation of the Dorset Council Local Plan; whether there have been any significant changes to National Planning Policy; and the views of local residents and businesses.

Progress on the various projects identified in this Plan, together with the effectiveness of the policies, will also be assessed. It is likely that a review of this Plan in partnership with Dorset Council will commence when the new Dorset Council Local Plan has been adopted, as this will update the overarching strategy for how Shaftesbury will develop in the future.

