

275 Christchurch Road  
West Parley  
Ferndown  
Dorset  
BH22 8SQ

19<sup>th</sup> December 2024

Dear Ms Shinkins,

**Application No: P/FUL/2024/06847**

Location: Site to the East of New Road, at the junction with Christchurch Road, West Parley

Proposal: Erect a mixed use development comprising of retirement living apartments, general market apartments, commercial units falling within class e (a), (c), (f) and (g subsection i), a café/drive through, EV charging station, public park and square.

The Parish Council very strongly objects to this proposal which offers a poor architectural design with the height, the flat roof and a poor street scene design which is out of keeping with the parish & is not even in keeping with the current new development architecture. The proposed 4 storey flat roof design is overbearing on this landmark site at the heart of the village.

There is concern that the main building is too close to the last remaining protected trees on the site.

The roads of West Parley are already congested and this proposal for additional dwellings on the site will bring additional vehicles, compared to the original allocation for offices and retail.

It must be acknowledged that all of this is proposed adjacent to the busiest junction in Dorset and we consider it to be complete overdevelopment.

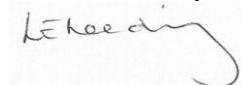
The presence of the drive through is definitely not welcomed by residents nor the parish council, as it will bring additional traffic to the area and is completely out of keeping with a village setting. There are no details of the hours of operation of the drive-through which is proposed to be in the middle of this residential site.

There is insufficient parking, no requirement for the charging spaces and is general further overdevelopment of this location.

Concern was also raised about what would happen to the 3 commercial units offered, if not taken up.

It is extremely disappointing that the developer has not taken on board any comments made by the Parish Council nor residents; and that this proposal bears no resemblance to the original Core Strategy Plan of 2014 for which residents lost this greenbelt site.

Yours sincerely,



Mrs Linda Leeding.  
CiLCA; BA (Hons) Financial Services

Clerk & Responsible Financial Officer to the Council