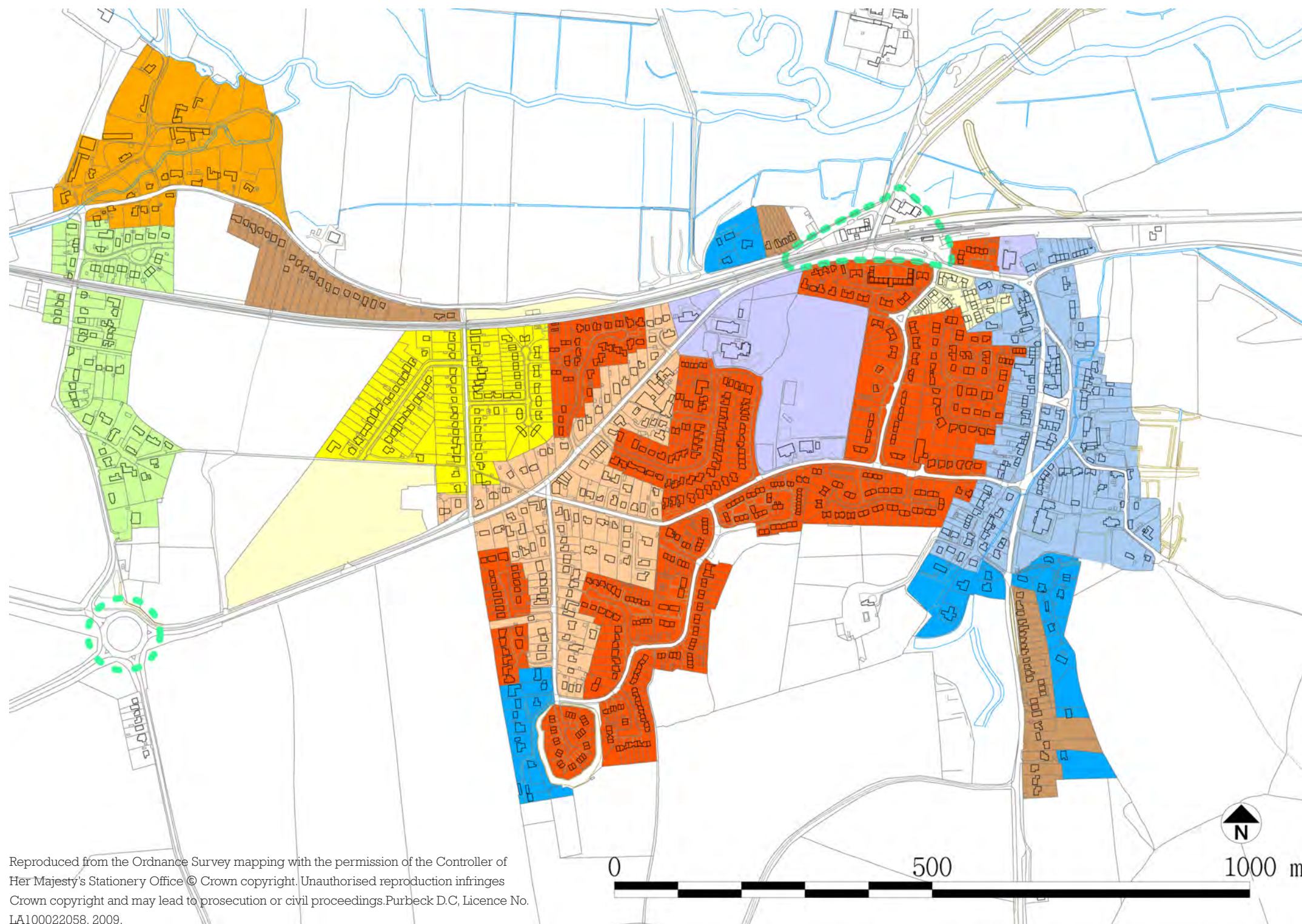


Wool

Character types

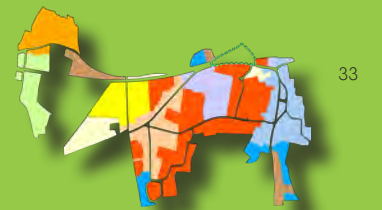
04.1

Character types



-  Wool village
-  East Burton village
-  Ribbon development
-  Low density housing
-  Modern estate development
-  Mixed residential
-  Community character
-  Neo-Vernacular style housing
(including some under construction)
-  Giddy Green
-  Early mixed estate
-  Village gateway

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4.1.1 This section of the report identifies the different 'types' of development that together combine to make up the settlement as a whole. These are described as 'character types' and have been identified as a result of the preceding town analysis. The map opposite indicates the locations of each character type within the settlement.

4.1.2 The Government's urban design guidance *By Design* (2000) identifies those aspects of our built environment, i.e. the buildings, structures and spaces, which are the physical expression of our townscape. These are what influence the pattern of uses, activity and movement in a place and the experiences of those who visit, live or work there.

4.1.3 The key 'aspects of development form' identified in *By Design* (set out in the boxes opposite) have been applied consistently to each character type to help identify the different characteristics and qualities of each distinct part of the town.

4.1.4 Each character type is accompanied by a series of photographs illustrating 'typical' scenes within those areas to provide a flavour of what each place is like.

4.1.5 Finally, a SWOT analysis identifying Strengths, Weaknesses, Opportunities and Threats, has been applied to each character type. This is to explore what potential may exist for future development opportunities and how the character of these areas could be threatened through inappropriate or insensitive changes.

Aspects of development form

Definition

Layout: urban structure

The framework of routes and spaces that connect locally and more widely, and the way developments, routes and open spaces relate to one another.

Explanation

The layout provides the basic plan on which all other aspects of the form and uses of a development depend.

Layout: urban grain

The pattern of the arrangement of street blocks, plots and their buildings in a settlement.

The degree to which an area's pattern of blocks and plot subdivisions is respectively small and frequent (fine grain), or large and infrequent (coarse grain).

Landscape

The character and appearance of land, including its shape, form, ecology, natural features, colours and elements, and the way these components combine.

This includes all open space, including its planting, boundaries and treatment.

Density and mix

The amount of development on a given piece of land and the range of uses. Density influences the intensity of development, and in combination with the mix of uses can affect a place's vitality and viability

The density of a development can be expressed in a number of ways. This could be in terms of plot ratio (particularly for commercial developments), or number of dwellings (for residential developments).

Scale: height

Scale is the size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to the size of a person. Height determines the impact of development on views, vistas and skylines.

Height can be expressed in terms of the number of floors; height of parapet or ridge; overall height; any of these in combination; a ratio of building height to street or space width.

Scale: massing

The combined effect of the arrangement, volume and shape of a building or group of buildings in relation to other buildings and spaces.

Massing is the three-dimensional expression of the amount of development on a given piece of land.

Appearance: details

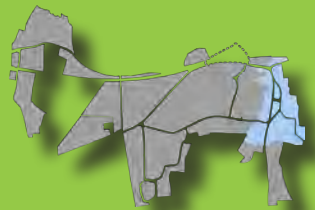
The craftsmanship, building techniques, decoration, styles and lighting of a building or structure.

This includes all building elements such as openings and bays; entrances and colonnades; balconies and roofscape; and the rhythm of the facade.

Appearance: materials

The texture, colour, pattern and durability of materials, and how they are used.

The richness of a building lies in its use of materials which contribute to the attractiveness of its appearance and the character of an area.



Wool

Character types

04.2

Wool Village

Wool Village

Urban Structure

- The original historic part of the village is structured around the picturesque High Street and Spring Street and connecting lanes of Bindon Lane and Church Lane;
- Spring Street forms a loop which connects at the top and bottom of the High Street creating two islands of development, with a short connection between the two streets in the centre via The Cross.

Urban Grain

- Many buildings of a relatively tight grain where terraced and semi-detached properties occur, located close the road behind short front gardens.
- Some detached and semi-detached properties are set further back from the road within large plots in areas with less tight grain and greater openness.

Landscape

- The presence of trees, hedgerows, wide verges and banks together with the brook on Spring Street, give this area a strong rural character.
- Large established plots east of Spring Street form a soft edge/gradual transition between the countryside and the village.

Density and Mix

- Moderate density;
- Mixed uses, form a local centre within the village, containing, a convenience shop, bakery, pub and a hairdressers;
- The majority of this area is in residential use.

Height

- Predominantly two-storey buildings.
- Black Bear public house is three stories in height and a local landmark.

Massing

- Vernacular buildings exhibit a low scale and massing.
- Closely grouped buildings combine to give the impression of more significant massing, although the scale is generally low.
- Black Bear Public House is a larger building of more significant mass.

Details

- Vernacular cottages and details, although some areas of later infill development;
- Brick chimneys of variable design and size, with red and yellow clay pots;
- Simple porch canopies (some now enclosed);
- Variable roofscape;
- Winding lanes with verges, banks and hedges;
- The brook on Spring Street is an important feature of this location;
- Irregular street widths and building patterns form interesting streetscapes with varying degrees of enclosure and openness;
- Boundary walls of stone or brick and sometimes used in combination.

Materials

- **Walls:** Cottages of cob, local stone and brick, with some houses now rendered with painted walls.
- **Roofs:** A high proportion of thatch, some slate roofs and plain clay tiles. A few replacement roofs with modern concrete tiles (not characteristic); Some modern developments with uncharacteristic concrete roof tiles. Flat roof to rear of bakery building;



Strengths

- Attractive village streets and of picturesque rural character.
- Distinctive stream and setting of Spring Street.
- Historic village core provides local distinctiveness.
- Shops and facilities create a functional as well as historic centre for the village.
- High quality built environment.

Weaknesses

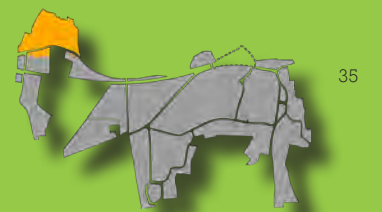
- Some indifferent modern architecture is insensitive in this setting.
- Parts of this area are liable to flooding.
- Lulworth Road can be busy at times.
- Poor street furniture and advertisement clutter.
- Traffic noise.
- Lack of public facilities.
- The Cross development.

Opportunities

- Potential replacement of indifferent modern buildings with more appropriate contextual designs.
- Possible realignment of conservation area boundary.
- Possible Article 4 directions in conservation area.
- Possible additional listed buildings.

Threats

- Additional infill development within plots with large gardens would change the character of this area.
- On-street parking leading to the erosion of verges and banks.
- Replacement of hedges with modern fencing.
- Highway 'improvements' such as the introduction of kerbs or formal pavements would erode the rural qualities associated with this area.
- Insensitive alteration or the over-extension of modest vernacular buildings.
- Loss of local shops would reduce the vitality of this area as a local centre.
- Urbanising affects of electrical equipment on houses (photovoltaics, burglar alarms, satellite dishes).
- Poor maintenance of some cob and thatch structures.
- Means of enclosure, erected under Permitted Development, unsympathetic to local character.



Wool

Character types

04.3

East Burton Village

East Burton Village

Urban Structure

- This area is structured along the East Burton Road and Water Meadow Lane which meanders and branches informally.
- Both lanes have a very rural character and appearance.
- Small village green situated at the entrance to this area on the East Burton Road.

Urban Grain

- Loose knit pattern of development comprising historic houses, cottages and farm buildings with significant gaps between properties.

Landscape

- Banks, verges, and mature trees and hedges, along road sides and within gardens.
- Boundaries marked by walls of brick and flint or simple rustic timber fences or hedges.

Density and Mix

- Very low density, small or modest dwellings situated in often large plots.
- Mostly residential properties, but also some agriculturally related buildings.

Height

- Predominantly two stories, some bungalows.

Massing

- Most buildings of a low scale and massing.
- Agricultural buildings display greater mass.

Details

- Vernacular details and materials. Prominent chimneys, timber windows, doors and lintels, intermittent boundary walls and hedges form continuous enclosure of the lanes.
- Mature trees significant features in the streetscene.

Materials

- **Walls:** Red brick, local stone, cob and painted render.
- **Roofs:** Clay tiles, predominately plain tile, thatch and slate.



Strengths

- Picturesque lanes of rural character and appearance.
- Historic settlement provides local distinctiveness.
- Spacious arrangement with gaps between plots.
- High quality built environment.
- Sense of remoteness and isolation.

Weaknesses

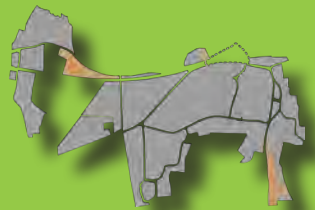
- Some indifferent modern architecture is insensitive in this setting.
- A large part of this area is within the floodplain.

Opportunities

- Potential replacement of indifferent modern buildings with more appropriate contextual designs.
- Potential conversion of historic agricultural buildings to ensure their long term retention and maintenance.

Threats

- Infill or backland development in plots with large gardens would change the character of this area.
- On-street parking leading to the erosion of verges and banks.
- Replacement of hedges with modern fencing.
- Highway 'improvements' such as the introduction of kerbs or formal pavements would erode the rural qualities associated with this area.
- Insensitive alteration or the over-extension of modest vernacular buildings.



Wool

Character types

04.4

Ribbon Development

Ribbon Development

Urban Structure

- Two areas of development along East Burton Road and Lulworth Road on the outskirts of the village.
- Dwellings arranged on one side of the road only, and sited on deep narrow plots.
- Many are located in elevated positions above the road, although heights vary according to topography and location.
- Bungalows on Macville Avenue are accessed via a lane above and parallel to Lulworth Road.

Urban Grain

- Detached buildings but closely spaced creating a somewhat tight grain.

Landscape

- Mature hedges to front boundaries, grass verges and embankments of varying steepness according to the nature of the topography.
- Backdrop of mature trees and vegetation, particularly along the Lulworth Road ribbon.

Density and Mix

- Relatively low density, comprising modest or small dwellings on large plots, usually long narrow gardens.
- Residential.

Height

- Mostly bungalows, although some houses present.

Massing

- Low scale and massing.

Details

- Pyramidal hipped roof forms common.
- Interwar architecture prevalent.
- Some brick detailing such as quoins.
- Modified roofs and porches and chimneys notable.

Materials

- **Walls:** Brick, painted brick or painted render.
- **Roofs:** Mostly plain clay tiles and profile concrete tiles, some artificial slate.



Strengths

- Pleasant residential environments.
- Many individual buildings create visual interest.
- Garden vegetation contributes to appearance of the area and the skyline.

Weaknesses

- Unsightly garages located along site frontages on parts of Lulworth Road.

Opportunities

- Large plots may offer scope for limited infilling or redevelopment in some locations.

Threats

- New development or infilling could harm the pleasant low density character of these areas.
- Loss of boundary walls or widening of entrances to provide additional parking could weaken the definition of the streetscene.
- Conversion of front gardens to parking and garages located forward of the building line would impact on the character and appearance of these areas.
- Poorly designed extension or loft conversions could detract from the appearance of these areas.



Wool

Character types

04.5

Low Density Residential

Low Density Residential

Urban Structure

- Four discrete locations, three situated on the southern edges of Wool in marginal areas.
- Individual houses are accessed via informal tracks and lanes, such as Quarr Hill, effectively serve as private drives, along which the low-density housing is arranged.
- Buildings are generally set back within relatively large plots with fences or mature vegetation defining frontages and creating a soft edge to the streetscene.
- Detached houses and bungalows of varied architectural styles.
- The undulating topography, mature vegetation and informal roads create a sense of seclusion from the rest of the village.

Urban Grain

- Plots are generally relatively large with modest front and deep rear gardens, although considerable variation can be found throughout these areas.
- Generally detached properties with gaps between plots arranged in an irregular pattern.

Landscape

- Trees and garden shrubs make a significant contribution to the green character of these areas.
- Front boundaries often comprise a mixture of hedges, shrubs and trees within front gardens contributing significantly to the green appearance of these areas.
- Mature garden vegetation (both front and rear gardens) collectively creates a matrix of trees and shrubs within dwellings are seen to nestle, often appearing subservient to the landscape.

Density and Mix

- Development densities are relatively low.
- Modest dwellings, usually set within relatively large plots.
- Residential.

Height

- Predominantly 1 – 2 storey.

Massing

- Generally a mixture of houses and bungalows of variable sizes, although frequently compact with modest domestic scale massing, through use of traditional forms and pitched roofs.

Details

- This large area contains a broad mix of architecture from pre-war housing to the late 20th Century resulting in a varied mix of building details reflecting the period and style of the building.
- Chimneys are often present, including on later houses, but do not dominate the roofscape.
- Dwellings are set back into their sites.
- On-site parking with driveways to the front or side of dwellings.
- Mature garden vegetation is a notable feature.
- Informal lanes and private drives, with banks, verges and vegetation.

Materials

- A broad range of materials are found within this area, due to the varied architecture:
 - **Walls:** Brick, pebble dash render, painted render, often used in combination with brick, stone and stone cladding.
 - **Roofs:** Plain tile, some slate, profiled concrete tiles.



Strengths

- Low density plots and mature vegetation provide a consistent and well integrated established character.
- Mature landscape is often more dominant than the built form.
- Varied architectural styles provide visual interest.
- Generally well defined front boundaries.
- Areas with tracks or lanes and mature landscape retain an informal and secluded quality.

Weaknesses

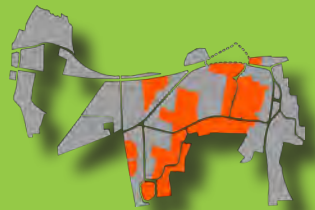
- Some buildings of indifferent architectural quality.

Opportunities

- Potential for limited infill development on gap sites or large plots.
- Replacement of lower quality buildings.

Threats

- Intensification of development through infilling or redevelopment of existing plots at greater densities could threaten the low density character and result in the loss of important vegetation.
- The improvement / surfacing or widening of unmade tracks / lanes would erode the informal qualities of some areas.
- Insensitive redevelopment where built forms become more dominant than the vegetation.
- Upgrading of streetscape including standard tarmac surfaces, pavements, kerbs and loss of verges where present.



Wool

Character types

04.6

Modern Estate Development

Modern Estate Development

Urban Structure

- Planned modern suburban estate development located mostly south of Dorchester Road.
- Estates are arranged around loop roads off which cul-de-sacs radiate.
- One or two points of access into these estates.
- Standard estate road alignment and width with pavements.
- Occasional incidental green spaces present.
- A range of detached, semi-detached or terraced houses depending on the age and location of the estate.

Urban Grain

- Urban grain varies according to the age and location of the estate. Early planned estates generally contain detached houses and have a relatively open appearance and grain.
- Houses on later estates have a closer relationship between buildings, demonstrating a somewhat tighter grain.

Landscape

- Incidental green spaces are mostly grassed.
- Front garden shrubs and hedges.
- Mixed treatment of front boundaries with low walls or fences, sometimes backed by hedges, some have been removed to accommodate parking.
- 'Open plan' areas have very low or no front boundaries present.

Density and Mix

- Low/moderate density with dwellings often situated on small or modest plots and occupying a large proportion of the site area.
- These areas often appear relatively spacious due to the standard highway design and often open layouts.
- Exclusively residential areas.

Height

- 2-storey houses.
- Chalet bungalows, bungalows and garages.

Massing

- Modest domestic scale and massing.

Details

- Ubiquitous 20th Century estate architecture, with repetitious house types resulting uniformity of scale, mass and appearance.
- Standard estate road layout.
- Small basic chimneys, or no chimneys at all.
- Vent stacks/flues project through many roofs.
- Original windows replaced with white uPVC windows.
- Side entrances to some house types.
- Porches are a common feature, although designs vary according to age and design of the estate.

Materials

- **Walls:** Brick, in various colours, but mostly pale browns, or red/orange tones, sometimes used in combination with painted render. Some examples of tile hanging.
- **Roofs:** Pitched roofs of flat or profiled concrete interlocking tiles, predominantly brown/grey in colour. Flat roofs covered with mineral felt.

(Exact materials and details tend to vary according to the age and design of each estate).



Strengths

- Pleasant, albeit ubiquitous, residential areas.
- Garden vegetation is limited but makes an important contribution to the appearance of the townscape.
- Consistent building lines define the streetscape.

Weaknesses

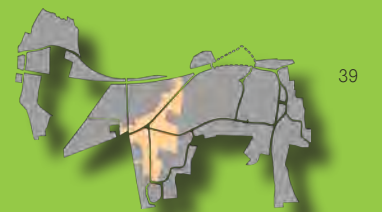
- Housing estates are ubiquitous 20th Century designs and lack both legibility and a sense of place.
- Standard road layout and cul-de-sacs result in a road dominated environment.
- Incidental green spaces or Space Left Over After Planning (SLOAP) occur within these areas and make little contribution to the estates in terms of play space or amenity value.

Opportunities

- New development in certain locations could aid legibility and provide enhanced points of entry;
- Limited potential to provide some new development on certain under used 'incidental' green spaces.
- Areas of lower density housing could provide opportunities for higher density development in certain locations, especially those areas close to the railway station

Threats

- Redevelopment of some locations at higher densities could harm the suburban character of these locations.
- Loss of boundary walls or widening of entrances to provide additional parking could weaken the definition of the street scene.
- Conversion of front gardens to parking could result in the loss of vegetation to the detriment of the appearance of the area.
- Poorly designed extensions or loft conversions could detract from the appearance of these areas.



Wool

Character types

04.7

Mixed Residential

Mixed Residential

Urban Structure

- The area comprises sections of Dorchester Road, Colliers Lane and Chalk Pit Lane.
- These roads converge on the triangle which forms a minor landmark in this part of the village.
- Occasional backland development accessed via minor private drives.
- Principal roads have a straight, regular alignment.

Urban Grain

- Plot widths are variable across this area, although some locations display some regularity.
- Buildings are mostly setback in an irregular pattern along a loose building line.
- Dwelling setbacks provide modest front and larger rear gardens, although considerable variation exists throughout this area.
- Predominantly detached properties, some semi-detached dwellings and large commercial development.
- Gaps separate most plots. Although spaces between buildings are variable.

Landscape

- Trees and garden shrubs make a variable contribution to the green character of this area.
- Front boundaries include brick walls, fences or hedges.
- Older more established parts of this area have a mature green appearance.
- Backland infill developments are often tightly arranged with dwellings closely spaced and little room for soft landscaping.
- Commercial frontages (south side of Dorchester Road) are generally open.

Density and Mix

- Modest dwellings, usually set within reasonably generous plots, although this is variable across the area.
- Development densities are relatively low, although some small plots are occupied by relatively large building footprints resulting in somewhat higher densities.
- Mostly residential land uses, although the south side of Dorchester Road is predominantly commercial in nature, with groups of shops and a garage.

Height

- Predominantly 1 – 2 storey.

Massing

- Generally a mixture of houses and bungalows of variable sizes, although frequently compact with modest domestic scale massing, through use of traditional forms and pitched roofs.
- Some commercial premises are of a larger, bulky scale and massing.

Details

- This area contains a broad mix of pre- and post-war architecture.
- Modern infill/backland development has occurred in larger rear gardens.
- Residential streets, display a suburban style and character.
- Generally well defined and maintained front boundaries provide clear definition to the streetscene.
- Variable architectural details reflect the range and style of the different buildings.

Materials

A broad range of materials are found within this area, due to the varied architecture:

- **Walls:** Brick and painted render sometimes used in combination.
- **Roofs:** Plain and profile concrete tile roofs present and some slate.



Strengths

- Mixed architectural styles provide visual interest.
- Well defined edges to the street.
- Commercial uses/shops generate vitality where these occur.

Weaknesses

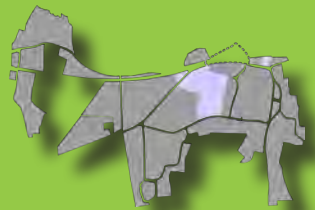
- Some buildings of indifferent quality.
- Frontages of commercial premises are weak and have a poor relationship with the public realm.

Opportunities

- Potential for limited replacement of existing dwellings where these are of indifferent quality.
- Redevelopment of existing post-war shopping parades to improve their design and appearance and create a stronger more identifiable village 'centre' in this location.

Threats

- Intensification of development through infilling or redevelopment of existing plots at greater densities could harm the suburban character.
- Replacement of good quality dwellings in these areas would diminish quality and character.



Wool

Character types

04.8

Community Character

Community Character

Urban Structure

- Generally buildings are set back from the road.
- Built facilities mostly large single buildings.
- Large open playing field.

Urban Grain

- Built facilities are often relatively coarse grain with large footprints set within their plots surrounded by open space / car parking.

Landscape

- Significant hard surfaced areas for car parking.
- Soft landscaping often around the site margins.
- Playing field and playgrounds with extensive areas of grass often surrounded by trees and hedges and boundary fences of adjacent properties.
- Village green space opposite pub, with sculptural stone feature.

Density and Mix

- Low density.
- Buildings generally occupy a relatively large proportion of their site (although not exclusively).
- Uses in this category are varied reflecting the range of land uses and services available within the town. Uses within this character type are Wool Roman Catholic Church and school, playing fields a playground, community rooms, library and a public house.

Height

- Between 1 and 2 storeys, depending on the site in question and the age and period of the building.
- Roman Catholic church tower is a local landmark.

Massing

- Building scale is low but massing is significant as most buildings have a relatively bulky form.

Details

- Details vary according to the age and period of the development. Modern buildings are plain with few embellishments.

Materials

- Materials vary and reflect the age and style of the development.



Strengths

- Provision of important facilities for residents.
- Some locations contain trees and vegetation that contribute to the appearance of the area.
- A source of local employment or recreation.

Weaknesses

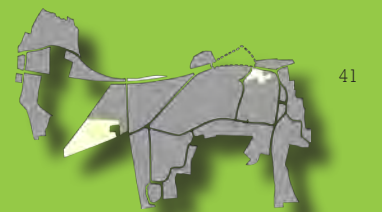
- Most buildings are ubiquitous modern architecture of limited character or interest.
- Car parking can be a dominant feature.

Opportunities

- Potential for improvement or replacement of existing buildings with more up-to-date facilities e.g. village community rooms.
- Potential for re-development of adjoining properties along Breach Field Road (as part of a comprehensive scheme) and for new development to positively address the space by facing onto the playing field.

Threats

- Insufficient funding to modernise existing facilities.
- Potential pressure to redevelop some sites resulting in the loss or relocation of existing facilities.



Wool

Character types

04.9

Neo-Vernacular Style Housing

Neo-Vernacular Style Housing

Urban Structure

- Comprises three locations at Station Road, the narrow site adjacent to the railway on east Burton Road and the Barratt site on Dorchester Road (the latter two sites are currently under construction).
- Layouts vary according to the site but are generally arranged in outward facing blocks with internal parking courts and/or mews.

Urban Grain

- Relatively tight urban grain with mostly continuous frontages.
- Buildings located on or close to the back edge of the pavement behind narrow privacy strips.
- Standard road widths with some variation to allow for some irregularity of layout, but resulting in generally uniform spaces.

Landscape

- Soft landscape is largely limited to narrow privacy strips and retained trees and hedges (where present).
- Street trees are proposed within the Barratt site.
- Large expanses of tarmac, including roads and pavements but also within internal courtyard spaces.
- No front boundary treatments, fences and blank walls to internal spaces.

Density and Mix

- Medium density development.
- Exclusively residential areas.

Height

- Predominantly 1 and 2 storey buildings, although some three storey buildings are present on the Barratt site.

Massing

- Vernacular style designs generally have moderate scale and massing, although greater massing results where houses are closely grouped together and is more apparent where these incorporate taller buildings.

Details

- Vernacular styling and details include, chimneys (though somewhat limited), simple porch canopies, casement windows and detailing.

Materials

- **Walls:** Brick and painted render. Some stone and weatherboarding on Barratt site.
- **Roofs:** Plain and profile clay tiles, some slate with red clay ridges.



Strengths

- Traditional style and layouts is more reminiscent of a village environment than many previous modern developments.
- Buildings define streets and spaces.
- Attempts to create places rather than just estates.

Weaknesses

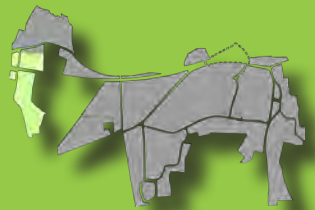
- Layout and streets remain primarily car orientated.
- Streets display very hard landscaping with extensive use of tarmac.
- Internal courtyards designed as parking courts rather than spaces and are poorly landscaped.
- Generic vernacular styles with few references to the local character or distinctiveness of Wool.
- Larger three storey buildings not generally a characteristic feature of the village.

Opportunities

- These developments are either relatively recent or currently under construction at the time of writing. It is therefore unlikely that these areas will undergo significant change.
- Learn lessons from recent schemes and seek improvements and greater reference to the local distinctiveness of Wool in the event of future development within the village.

Threats

- Further generic vernacular style housing development that lacks reference to the distinctiveness of the village and the Purbeck area.



Wool

Character types

04.10

Giddy Green

Giddy Green

Urban Structure

- Burton Road running north to south between East Burton Road and the Burton Cross roundabout forms the principal road.
- Three lanes and a cul-de-sac join Burton Road on the east side forming short spurs.
- The mainline railway dissects the upper part of this area with access over the line via a level crossing.
- The majority of development has occurred on the east side of Burton Road leaving the west side largely undeveloped and retaining the character of a country lane.

Urban Grain

- Open grain with gaps and vegetation between many plots creating a sense of spacious character.
- Mixed building styles, regular and irregular siting and building lines contribute to the variation of the grain of this area.
- Sandhills Crescent is the only formal estate development with a regular suburban character.

Landscape

- Verges, low banks and hedges along much of Burton Road contribute significantly to its rural character.
- Mature trees and shrubs within many gardens, particularly in the lower half of Burton Road are significant elements of the low density rural character of this area.
- The upper half of Burton Road is more closely arranged and vegetation is a less dominant feature of this part of the area.
- Area of SLOAP situated at Sandhills Crescent.

Density and Mix

- Low density housing. Generally moderate houses on relatively large plots.
- Almost all housing, although a church and village hall are also present.

Height

- Buildings 1 and 2 storeys, including a number of chalet style bungalows and small scale cottages.

Massing

- Generally modest massing associated with narrow compact vernacular cottages or low scale chalet

bungalows.

- Some two-storey houses display greater massing although this is still at a moderate domestic scale.

Details

- A broad mix of vernacular and post-war styles reflect the range and style of the different buildings.
- Modern infill has occurred east of Burton Road.
- Variable architectural details reflecting the age and range of architecture.
- Generally an informal rural character if not entirely traditional in appearance.

Materials

A broad range of materials reflect the varied architecture:

- **Walls:** Brick, cob, painted render and some stone.
- **Roofs:** Thatch, slate, plain profile tile roofs.



Strengths

- Picturesque lanes of rural character;
- Historic elements contribute to local distinctiveness;
- Spacious arrangement with gaps between many plots;
- Sense of remoteness and isolation.

Weaknesses

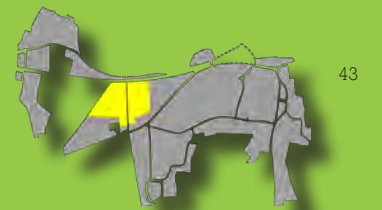
- Areas of indifferent modern architecture and layouts.
- A small part of this area is within the floodplain.

Opportunities

- Potential replacement of indifferent modern buildings with more appropriate contextual designs.

Threats

- Infill or backland development in plots with large gardens could impact on the low density and green character of this area.
- On-street parking leading to the erosion of verges and banks.
- Replacement of hedges with modern fencing.
- Highway 'improvements' such as the introduction of kerbs or formal pavements would erode the rural qualities of associated with this area.
- Insensitive alteration or the over-extension of modest vernacular buildings.



Wool

Character types

04.11

Early Mixed Estate

Early Mixed Estate

Urban Structure

- Wide estate roads in an orthogonal layout.
- Access to Bailey Road via Dorchester Road with Cul-de-sacs connecting to Bailey Road.
- Uniform road widths with pavements and grass verges in places.
- Predominantly pre- and post-war detached or semi-detached houses or bungalows arranged in a regular pattern facing the road.

Urban Grain

- Urban grain is generally of an open appearance although variation exists between streets.
- Roads with two-storey houses (such as Sydenham's Crescent) have a tighter more enclosed feel than areas which comprise mostly of bungalows (such as Frome Avenue).

Landscape

- Incidental green spaces are mostly grassed.
- Front gardens contribute the most greenery to the area, with many containing hedges or shrubs, however most are relatively modest and there are few trees of significance. Consequently, buildings tend to be more dominant than vegetation.
- Mixed treatment of front boundaries with low walls or fences, sometimes backed by hedges, some have been removed creating open frontages.

Density and Mix

- Low density with dwellings often situated on moderate or large plots, generally containing long, narrow rear gardens.
- These areas often appear relatively spacious due to the standard highway design and relatively open layouts.
- Residential.

Height

- 1 and 2 storeys and chalet bungalows.

Massing

- Generally a mixture of houses and bungalows of variable sizes, although frequently compact with modest domestic scale massing, through use of traditional forms and pitched roofs.

Details

- This mixed area contains a broad mix of pre- and post war architecture.
- Residential streets, display a suburban but not entirely uniform style and character.
- Generally well defined and maintained front boundaries provide clear definition to the streetscene.
- Variable architectural details reflect the range and style of the different buildings.

Materials

A broad range of materials are found within this area, due to its varied architecture:

- **Walls:** Brick (various colours and tones) and painted render, sometimes used in combination. One example of weatherboard detailing.
- **Roofs:** Plain clay tiles and profile concrete tile roofs are most common. Some examples of slate roofs.



Strengths

- Mixed architectural styles provide visual interest.
- Well defined edges to the street.

Weaknesses

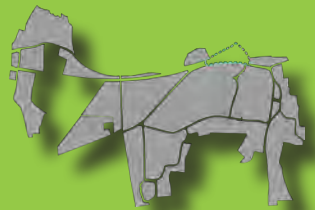
- Areas and buildings of indifferent quality.
- Some weak frontages where boundaries have been removed.

Opportunities

- Potential for limited replacement of existing dwellings where these are of indifferent quality.
- Redevelopment of existing plots or infill/backland development of large rear gardens possible if considered collectively.

Threats

- Intensification of development through infilling or redevelopment of existing plots at greater densities could harm adversely impact on this area if not handled with sensitivity.



Wool

Character types

04.12

Village Gateway

Village Gateway

Urban Structure

- Major road junction at the convergence of main A352 with Station Road and the level crossing.
- Wide road to cater for large vehicles and volumes of traffic.
- Broad space south of the level crossing is dominated by highway engineering and traffic.
- Burton Cross roundabout. A major feature beyond village boundary but which indicates arrival at Wool. Rural setting not otherwise assest here

Urban Grain

- A broad space weakly enclosed by adjacent low scale buildings, lacking identity.
- Coarse urban grain comprising bulky buildings.
- Unsightly buildings and weak enclosure provide a poor sense of arrival into Wool.

Landscape

- Highway landscaping comprising broad verges and grass strips to allow for visibility, contributes to the road dominated character of the gateway area.
- Edges bounded by utilitarian fencing and railings.
- Conifer trees west of the Woolbridge Business Centre (north side of the railway) are prominent in views west along Dorchester Road.

Density and Mix

- Moderate density, with large scale buildings situated mostly on relatively small plots.
- The station has a very low relative to its large site.
- Mixed commercial uses comprising the petrol station, railway station, Woolbridge Business Centre and small employment buildings.

Height

- Single storey buildings, although their bulky forms have a relatively large scale.

Massing

- Bulky massing.

Details

- Numerous highway signs;
- Multiple street lights associated with the road and station and a tall radio mast contribute to the cluttered appearance of the gateway area.

Materials

- Surfaces: Extensive tarmac surfaces and concrete kerbs.
- Walls: Buildings of brick and painted brick
Prefabricated station building
Weatherboarding to junction box.
- Roofs: Plain tiles or profile sheeting. Flat roof to station. Slate on the signal box.



Strengths

- Centrally located at the northern entrance to Wool.
- Good links to public transport.
- Local businesses, services and employment opportunities

Weaknesses

- Weak entrance to the village provides a poor first impression that lacks a sense of arrival.
- A characterless road dominated space.
- Weakly defined edges.
- A hostile pedestrian environment (traffic dominated).
- Level crossing marks a point of arrival, but frequent closures result in a build up of traffic.

Opportunities

- Significant potential for improvements at this important gateway into Wool.
- Remove the dominance of highway engineering and create a new urban square/space.
- High quality development around an urban space would create a sense of arrival and provide a positive place at this gateway.
- The proximity of the site to the railway station and provides potential for a medium/high density scheme in a sustainable location.
- A mix of retail, office/employment and residential uses would add to the vitality of this location and support a positive sense of identity.
- The provision of some flats would enable the provision of higher densities and add to the range of accommodation available in Wool (currently almost exclusively houses and bungalows).

Threats

- The village gateway remains unchanged and continues to be a car dominated road space.
- Piecemeal development of individual sites would lack the coherence and vision required to create a positive place at this important entrance.
- Traffic/road infrastructure constraints could limit potential for change.



Wool

Character types

04.13

Winfrith Technology Centre

Winfrith Technology Centre

Winfrith Technology Centre is a science and technology park which was a former UK Atomic Energy Authority (UKAEA) site. Winfrith power station was in service between the 1950s and early 1990s.

The site lies just west of Wool and East Burton. Although it does not form part of either settlement in physical terms, it nevertheless has a close geographical relationship and influence on both villages in terms employment and generation of associated traffic. The principal access is via the A352 causing much traffic to pass through the villages.

Winfrith Technology Centre is identified here for its associations with Wool and East Burton and to acknowledge this close, albeit separate, relationship. It forms a distinct character type of its own, due to its size, function, location and campus style layout.

English Partnerships acquired the site from UKAEA in 2004. It covers an area of 50.80 ha (125 acres). A further 81 ha (200 acres) is owned and operated by UKAEA. The centre is a significant site for employment in the region. The acquisition is part of English Partnerships' national strategy to increase and improve the use of surplus public sector land and to support the government's growth agenda for the SW.

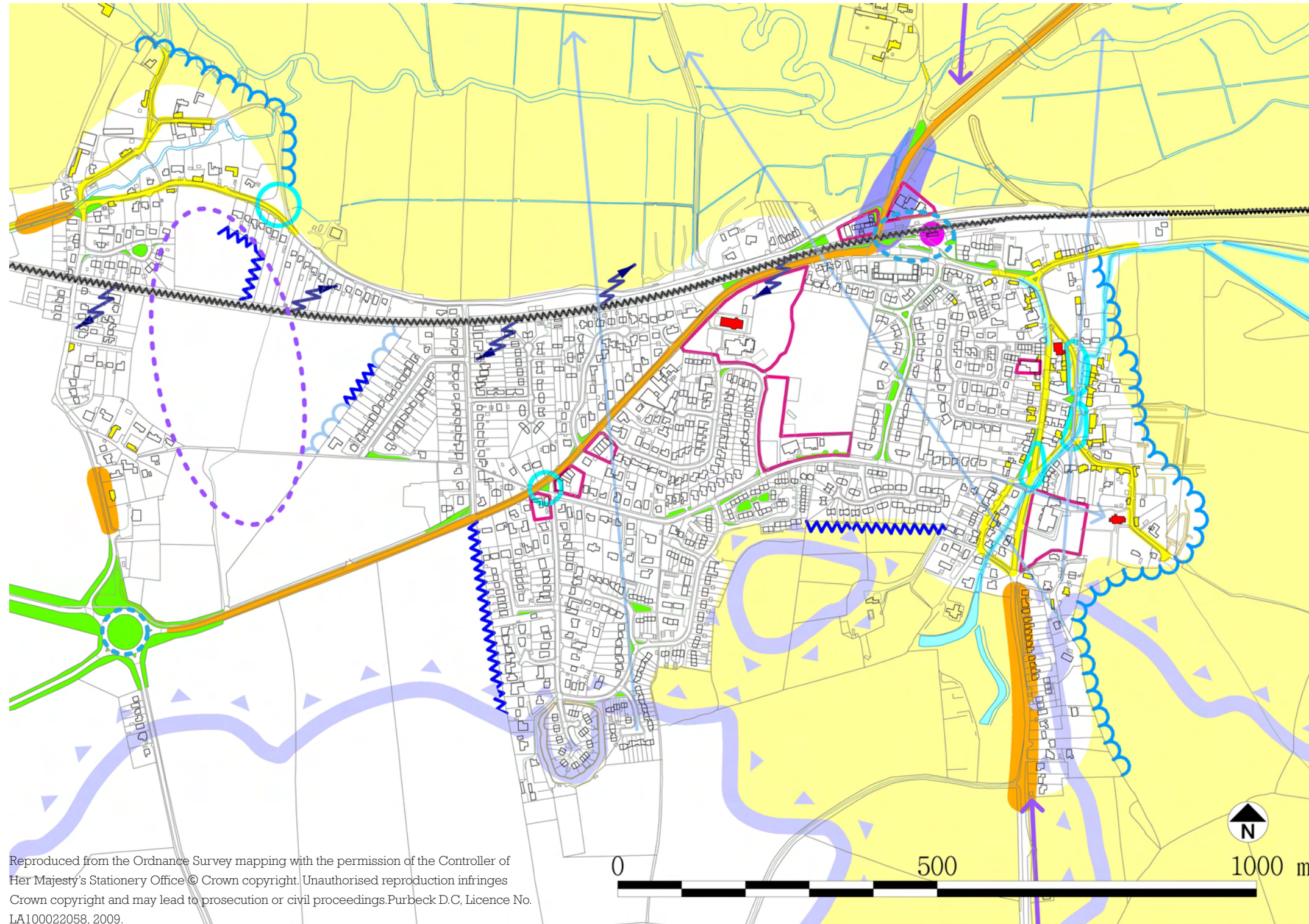
English Partnerships has been working and consulting with a range of local partners to examine the issues facing the area. Zog Brownfield Ventures (Winfrith) Limited have been appointed as developers to the site, and they along with English Partnerships will be working closely with Purbeck District Council on a range of options.

Purbeck District Council will be preparing an Area Action Plan (AAP) for Winfrith Technology Centre, Bovington and Wool as part of its emerging Local Development Framework. The AAP will seek to provide a coherent strategy for managing change across these areas, having regard to cumulative impacts and looking to secure benefits for the local community and wider district.





Wool Townscape Analysis 05.1 Townscape Analysis



- Focal space
- Local landmark
- Village facilities
- Wool station
- Buildings of townscape interest
- Roads of positive character
- SLOAP
- Heavily-trafficked road
- Visually exposed ridge
- Stream
- Barrier
- Abrupt edge
- High quality urban/rural edge
- Unobtrusive edge
- High quality landscape adjacent to village
- Weak village entrance
- Positive village entrance
- Intrusive feature - noise
- Principal views - out of village (glimpses towards countryside / landmark)
- Principal views towards village
- Landscape gap between Wool and East Burton
- Gateway

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Overview

Wool is a large village midway between Wareham and Dorchester. It has the advantage of being located on the mainline railway and therefore has good road and rail connections to the east and west.

5.1.2 The old villages of Wool and East Burton were originally relatively small settlements, but have expanded significantly during the 20th century. Wool in particular now contains significant areas of estate housing dating from the middle part of the last century to the present day.

5.1.3 Relationship to surroundings

The landscape around Wool varies significantly according to the location. The village itself is situated on rolling chalk down land, surrounded by large open fields on its southern fringes. The majority of the village is located on the north facing slopes of the Frome Valley, descending towards the railway, which forms a physical barrier and abrupt edge to the northern side of the village. Beyond this the landscape changes to a broad area of attractive undeveloped floodplain.

5.1.4 To the east the landscape has a more enclosed character and low density village fringe which allows space for mature vegetation, resulting in a sensitive transition between the village and the surrounding countryside. From the west the gateway to the village is defined by the Burton Cross roundabout, although the actual village is somewhat to the east. The eastern edges are somewhat abrupt with development backing directly onto the countryside.

5.1.5 Urban Structure

Wool is primarily structured around two through roads comprising the Dorchester Road and the High Street (which becomes Lulworth Road) and Colliers Lane which connects the two sides of the village. From these roads a series of loop roads, cul-de-sac's and lanes form a network of secondary residential roads around which the majority of the village is arranged. In places, large plots have been subdivided resulting in backland development.

5.1.6 Wool is physically separate from neighbouring East Burton and there are no direct roads between the two settlements. East Burton is itself structured along the Burton Road (north-south) and the East Burton Road (east-west) with the old village concentrated around Water Meadow Lane and East Burton Road.

5.1.7 The principle gateway into Wool is via the A352 (Dorchester Road) from the east, where it crosses the railway line via the level crossing. This is a road dominated entrance that creates a poor point of entry into the village.

5.1.8 Open spaces

Key existing village spaces are located along Spring Street and its junction with the High Street. These places are areas of positive character and create a sense of identity for Wool compared to the more ubiquitous modern and uniform parts of the village. The historic lanes are also associated with the most areas of most positive village character.

5.1.9 The triangle at the junction of the Dorchester Road and Chalk Pit Lane provides a minor but notable location in the west part of the village.

5.1.10 The village playing field off Colliers Lane is an important asset and the largest open space in the village, although it is almost entirely enclosed by surrounding development and existing points of access are generally poor, for example the entrance from Breachfield Road is through an unsightly garage court.

5.1.11 The fields and paddocks separating East Burton and Wool are an informal area that provides a strategic gap that separates the two settlements, although recent development has further reduced this space.

5.1.12 Views

As parts of Wool are located on the north facing valley slopes, some glimpsed views are possible from the north, notably from Tout Hill road. There is also an open view towards the village on the approach along Lulworth Road from the south. Apart from the recent development on the north side of the A352, the village is otherwise not very apparent in the wider landscape

5.1.13 Negative features

The main gateway to Wool at the level crossing is a weak entrance point for the village and the Dorchester Road is a busy route with significant amounts of through traffic.

5.1.14 The railway station is a positive asset for the village in terms of transport, although the station itself is a poor structure and contributes little to this important entrance to the village. The line restricts access between the Wool and East Burton and contributes intermittent noise to adjacent areas,

although this is transitory in nature.

5.1.15 The majority of Wool has modern origins and rapid development during the 20th century has resulted in areas of ubiquitous housing, often resulting in an abrupt relationship with the adjoining countryside.

5.1.16 Conclusion

Wool is a large village with good connections, although it suffers from a relatively large amount of through traffic, which can cause congestion when the level crossing is closed. Although much of the village is relatively recent in historical terms, the original parts of Wool and East Burton are of considerable character and contribute positively to the distinctiveness of these settlements.

5.1.17 Although the village has numerous services creating the potential for a degree of self containment these are somewhat scattered and as a result the village lacks a clear focal point. Although the High Street is probably the closest the village has to a 'central' focus in terms of function and character this is situated on the extreme west of Wool. The majority of the remainder of the villages shops are strung out along Dorchester Road and are far less distinctive in terms of their character and appearance.



Wool

Appendix

06.1


Stakeholder Consultation Summary


6.1.1 Stakeholder consultation events were held on 4th December 2007 (for the towns) and 27th February 2008 (for the villages) to present the work being undertaken and set out the approach to the research and analysis for each settlement.


6.1.2 Each presentation was followed by questions and a workshop. The workshops were designed to draw out the opinions of stakeholders about the character of their town or village. Views on potential opportunities for future development were also sought, having regard to planning constraints, such as flooding.

The following questions were asked:

1. How do you perceive different parts of your town? Using the definitions and colours provided identify areas assigning them as either:

 strong character, sense of place and distinctive street scene, importance in terms of local identity.

 less distinctive character but makes a definite contribution in terms of local identity and sense of place.

 'anywhere' or commonplace development which contributes relatively little to sense of place or local identity.

2. What features of the townscape do you value most and feel are most distinctive? Identify on the map and / or list as many as you can.

3. What features of the townscape do you least value? Identify on the map and/or list as many as you can.

4. Bearing in mind designations, can you identify sites where there may be opportunities for development or improvement? Identify both greenfield and brownfield sites on the map and/or list as many as you can. If improvements are suggested explain what these consist of.

5. Bearing in mind designations, can you identify parts of the town which would be particularly suited to intensification? Identify brownfield sites on the map/ list. How do these correspond to the values assigned in part 1 of the exercise?

6.1.3 The workshop feedback is summarised below:

Townscape Workshop Feedback

General views included:

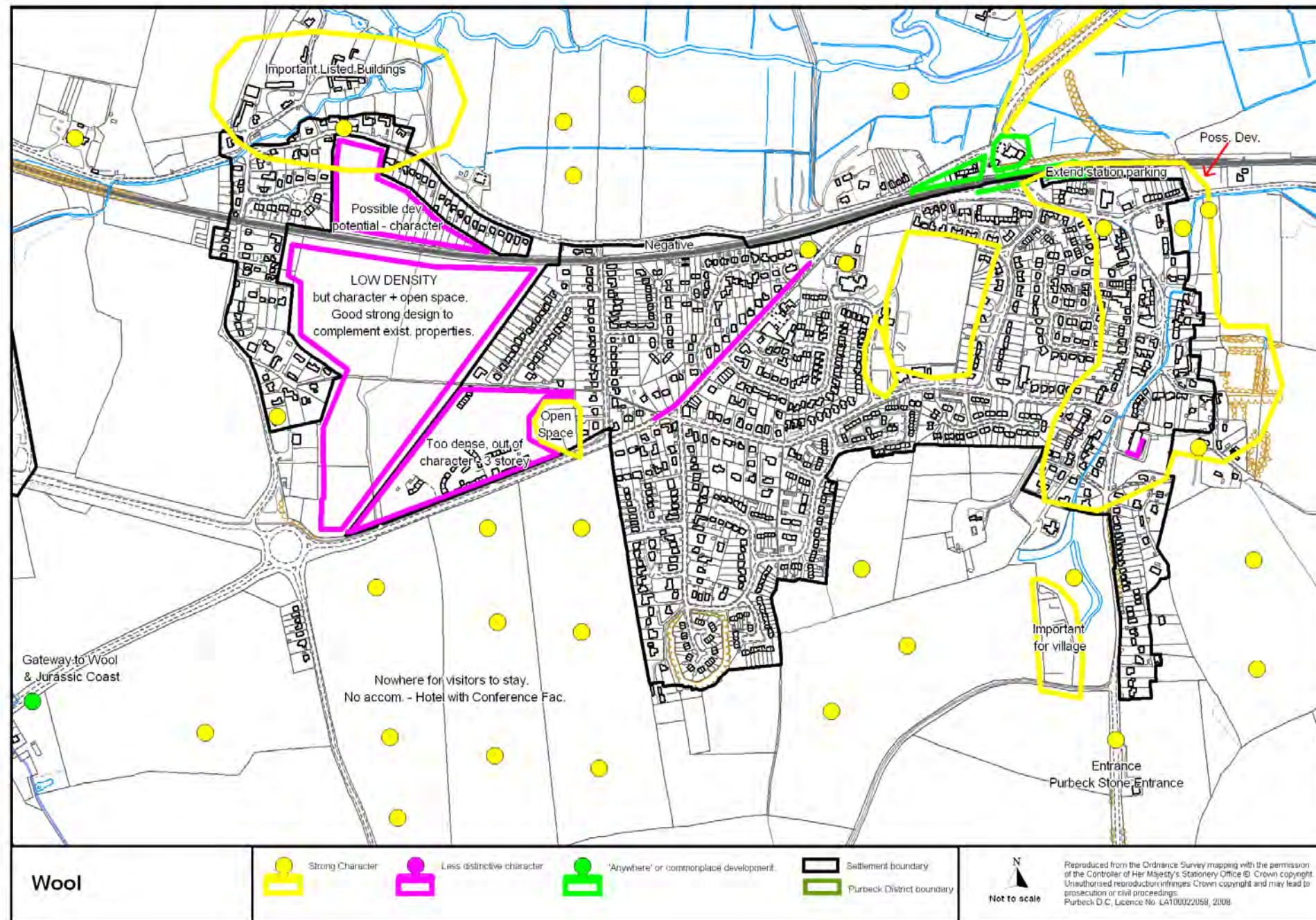
- Second homes buyers increase house prices and reduce number of homes available for locals.
- Homes built should be for local people and should not be built for in migration.
- If building in rural villages how do people afford to live there with no employment – fuel/car costs for commuting for employment and shopping.
- Rural social housing traps tenants where they is no employment or good transport links.
- Wish to have a chance to be consulted on the TCA document.
- Building in 'less sensitive' areas would only make the area worse.

Views specific to Wool:

- Winfrith Technology Centre should be included.
- Strong character in older part of village with listed buildings and a conservation area.
- Possible development site – land at Bindon Lane.
- Land owned by Network Rail – possible car park opportunities.
- Dorchester Road – Wool & Bovington Motors and shops have a negative impact.
- By-pass unwanted – maybe re-signing to point traffic away.
- Village centre nearer the eastern end of village – should be more central.
- Gateway to Wool should be before Winfrith roundabout – not at the Barrett's site.
- Railway station could be moved to Winfrith which would stop long delays at crossing.



Map generated from stakeholder workshop



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