



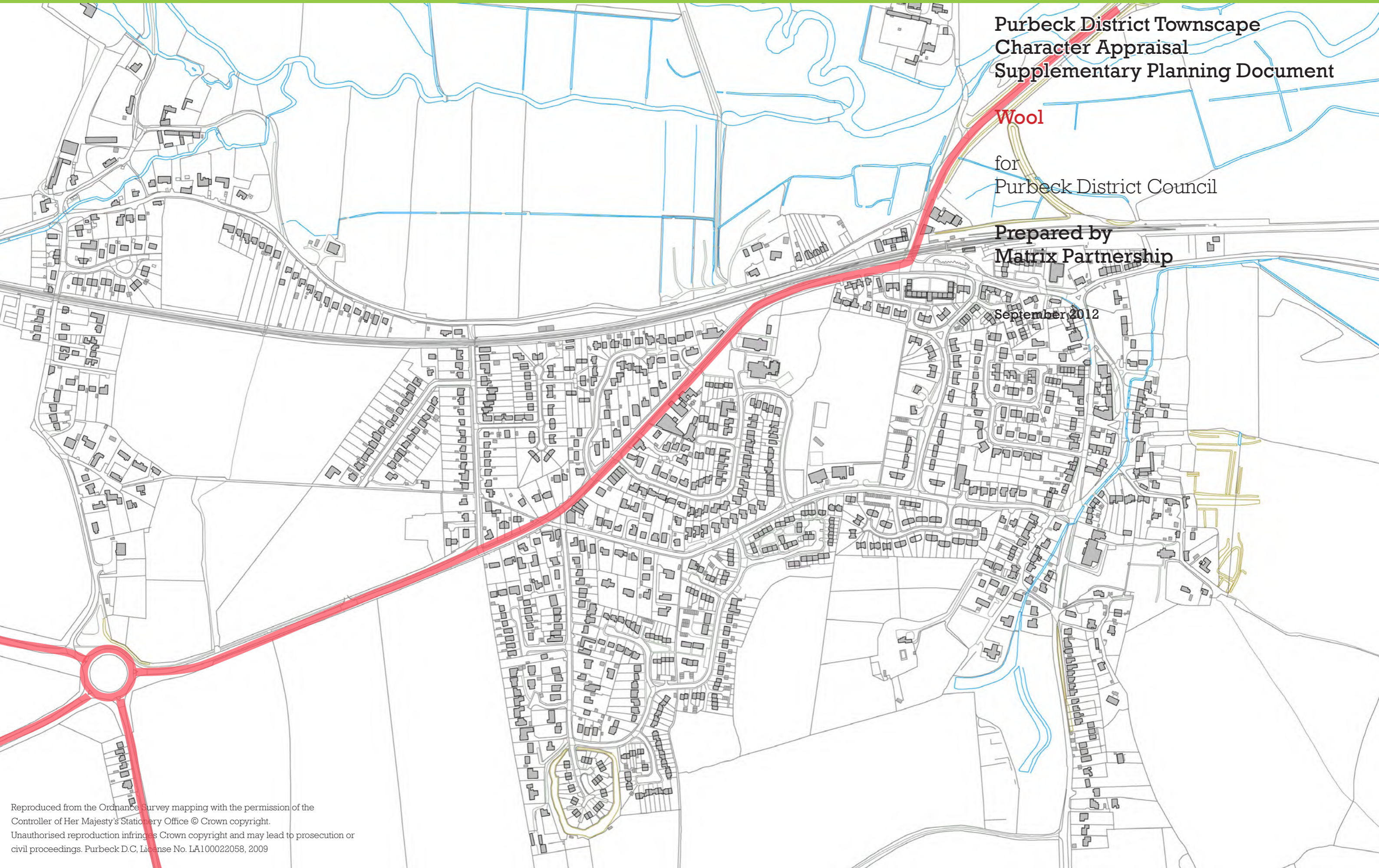
# Purbeck District Townscape Character Appraisal Supplementary Planning Document

**Wool**

for  
Purbeck District Council

Prepared by  
**Matrix Partnership**

September 2012





**Purbeck District Townscape  
Character Appraisal for:**

**Wool**

Prepared for:

**Purbeck District Council**

Westport House  
Worgret Road  
Wareham  
Dorset  
BH20 4PP

Telephone 01929 556561  
Facsimile 01929 552688

[www.purbeck.gov.uk](http://www.purbeck.gov.uk)



By:

**Matrix Partnership Urban Design**

1 Grand Parade  
High Street  
Poole  
Dorset  
BH15 1AD

Telephone 01202 682 789  
Facsimile 01202 682 668

[poole@matrixpartnership.co.uk](mailto:poole@matrixpartnership.co.uk)  
[www.matrixpartnership.co.uk](http://www.matrixpartnership.co.uk)





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# Wool

## 01.1 Introduction

*“Character appraisal means understanding and evaluating the significance of a place, and drawing out the management implications so that its significance can be protected and opportunities for change identified” (Power of Place, English Heritage, 2000)*









1.1.1 This Townscape Character Appraisal has been undertaken in recognition of the importance and value of townscape form, design and character in planning for and managing development, and in providing places with distinctive identity. The importance of taking into account the character of different areas is recognised as a core planning principle in the National Planning Policy Framework (NPPF).

*“Characterisation attempts to define what makes a place special. This allows an estimate to be made of how much change, and what sorts, a place can absorb without losing its distinctive qualities” (Conservation Bulletin 47, English Heritage)*

1.1.2 This report provides a basis for understanding existing townscape characteristics in terms of form, function, distinctive features, strengths, weaknesses, opportunities and threats, and will provide a readily accessible source of information to both Local Authority officers and members of the public. The Appraisal formed part of the evidence base for policies in the Purbeck District Local Plan, and was subject to a period of public consultation from 1st June to 30th July 2010. The appraisal was adopted as a Supplementary Planning Document (SPD) by Purbeck District Council on 11th September 2012.

1.1.3 This appraisal supports Policy D: Design within the Purbeck District Local Plan. It should be taken into consideration in the design of new development, and forms a material consideration for the Council in the determination of planning applications.

1.1.4 There are nine reports in this series of Townscape Character Appraisals. The following towns and villages have been appraised:

- 1. Wareham 
- 2. North Wareham 
- 3. Swanage 
- 4. Upton 
- 5. Bere Regis 
- 6. Wool 
- 7. Bovington 
- 8. Corfe Castle 
- 9. Lytchett Matravers 



Map of Purbeck identifying the settlements included in the study



## Wool Introduction 01.2

### Purpose: What is a Townscape Character Appraisal?

1.2.1 A Townscape Character Appraisal is a document that identifies the different qualities that make up the character of a town or village and what makes it special or distinctive from somewhere else. There are also significant variations in character within the settlements themselves.

1.2.2 Its purpose is to identify the factors that influence how a place looks and feels and to consider how these contribute to the character of the settlement.

1.2.3 Some areas within a town or village may be of special historic or architectural interest the character or appearance of which it is desirable to preserve or enhance – these will be designated Conservation Areas and subject to a separate process of Conservation Area Character Appraisal.

1.2.4 Developing a better understanding of the character of a place is essential in the preparation of planning policies and in the sensitive management of change and development within Purbeck's towns and villages. Without a clear appreciation of what makes a place special it can be difficult to ensure that proposals for any new development respect their context and can be accommodated in a satisfactory way.

1.2.5 A Townscape Character Appraisal will therefore assist in safeguarding local character and can be used to ensure sensitive, high quality new design where development does occur.

1.2.6 Consideration of character can also be used to identify the potential of different areas to accommodate new development, as well as influencing specific design policies.

### Report Structure

1.2.7 The report is structured into 5 parts as follows:

#### Part 01. Introduction

This explains the background and context to the study and the methodology and report structure.

#### Part 02. Town Context

Examines the geographical, landscape setting and historic background of the settlement.

#### Part 03. Town Analysis

Analysis of the urban form and organisation of the settlement, examining different aspects of the town or village itself through a range of different topics, such as building height, landscape and open spaces, street patterns etc.

#### Part 04. Character Types

This part of the report draws on the findings of Parts 02 and 03 and identifies different character types which together make up the different places of the settlement.

#### Part 05. Townscape Analysis

Provides an overview of the key townscape characteristics for each settlement.

### Methodology

1.2.8 The methodology used for the Townscape Character Appraisal for each settlement involved the following stages:

- Desk Study;
- On-site survey;
- Stakeholder consultation;
- Final report.

#### 1.2.9 Desk Study

The desk study gathers together relevant information from previous recorded work. This includes:

- Purbeck District Council's digitised layered mapping (including items such as up-to-date mapping of the town, contours, conservation areas, landscape designations etc.).
- Background publications (such as conservation area appraisals, the Employment Land Review, Landscape Character Assessment, Parish/Community Plans, local history publications etc.).

#### 1.2.10 On-Site Survey

The on-site survey involved gathering fundamentally original information on those features not readily found in available sources, that contribute to the make up and character of each settlement.

1.2.11 A photographic record was taken of different areas within each town or village. Information was also gathered on topics such as building heights, land use, open spaces and landscape, areas of high and low activity etc. This information was subsequently digitally mapped for inclusion within these reports.

1.2.12 On-site survey work considered both the broader, more strategic aspects for each town or village, such as its setting within the wider landscape and its interface between town and country, as well as the identification of individual 'character types' within each settlement. This included some of the more detailed aspects, such as building form and architectural features.

1.2.13 During the survey work care was taken to ensure that proper consideration was given to all parts of each town or village, not just the older or more historic areas, which are often found within conservation areas. It is important that the whole of each town or village should be given due consideration.

#### 1.2.14 Stakeholder Consultation

Two public consultation events were held for key stakeholders associated with each settlement. These were important for gathering information on local views of the appraisal work. In particular, these events concentrated on the issue of potential change and opportunities for accommodation of new development within these settlements:

One event was held for the three towns:

- Wareham/ North Wareham;
- Swanage;
- Upton.

A second event was held for the villages:

- Bere Regis;
- Wool;
- Bovington;
- Corfe Castle;
- Lytchett Matravers.

1.2.15 The report for each settlement combines the findings of the desk study and on-site survey, through the use of maps, photographs, written descriptions and analysis.

1.2.16 Following the stakeholder consultation events the feedback received was assessed and where appropriate, changes were incorporated into the final reports.

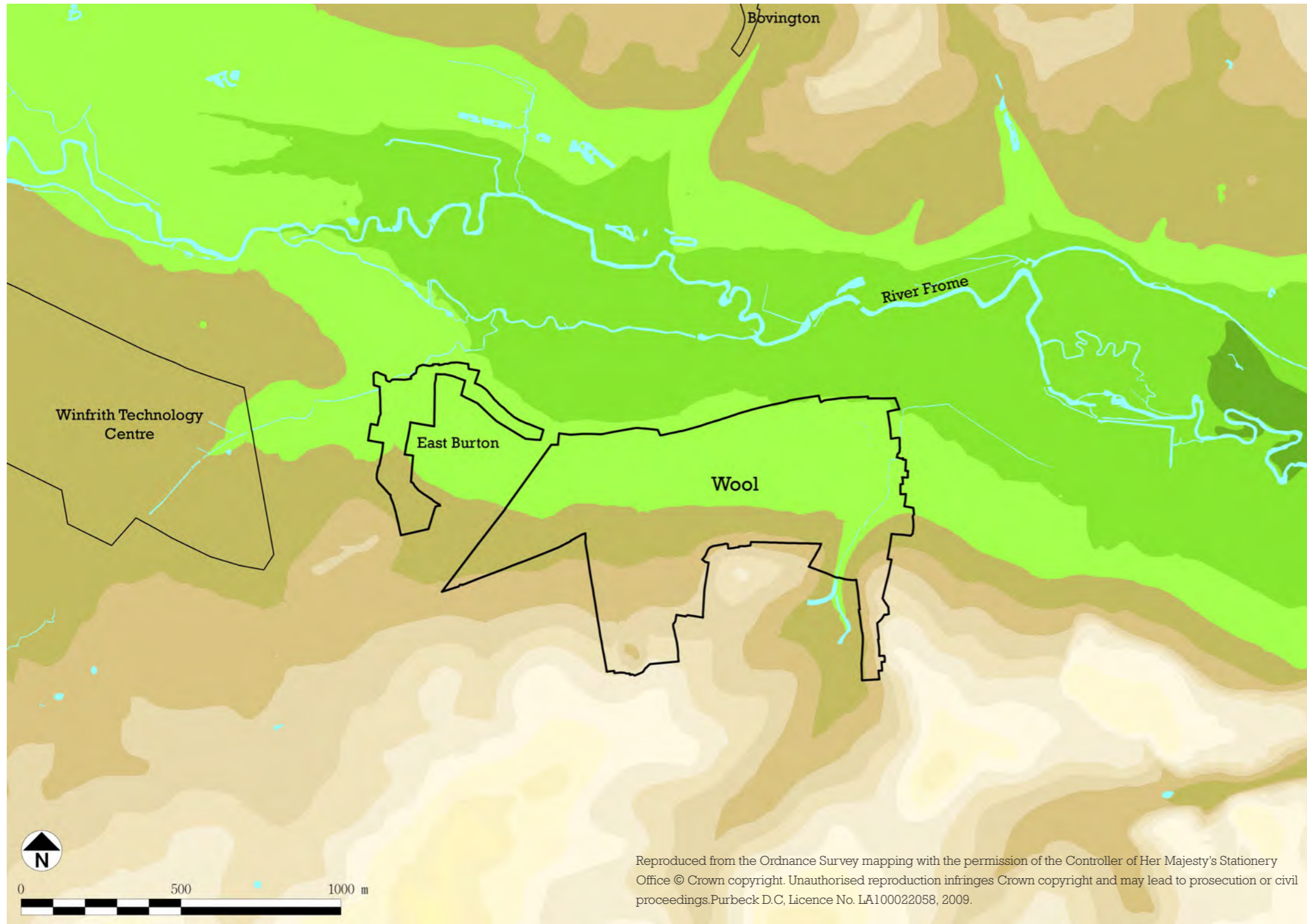


## Wool

### Town context

#### 02.1

#### Geographical context



2.1.1 The geographical context map shows the topography of the landscape around Wool, East Burton and the Winfrith Technology Centre. The village occupies the north facing slopes of the Frome Valley and the low-lying areas adjacent to the water meadows, although not all of the village is located above the flood plain of the River Frome.

2.1.2 The village of Wool is situated in the valley of the River Frome on the A352 road and the mainline railway between Wareham and Dorchester about 6.5 km west of Wareham, and about 6 km from the coast at Lulworth. The extensive campus developments of Winfrith Technology Centre and Bovington Camp are nearby, about 1 km west of the village and on the opposite side of the valley respectively.

2.1.3 The village itself is situated on the south side of the valley, just above the floodplain adjacent to the ancient river crossing that is Wool Bridge, now superseded by a more recent bridge carrying the main road. Several roads converge on the river crossing and the village in addition to the main Wareham – Dorchester road, including the B3071 from West Lulworth, and roads from Bere Regis and Bovington to the north, and a minor road that follows the south side of the valley from West Stoborough near Wareham.

2.1.4 The valley lies within an area of gentle, rolling topography that means that, as a landscape feature, it is not a very clearly-defined feature to the observer 'on the ground'. The broad water meadows and meandering course of the river are rather more distinctive of the valley than the valley sides that are scarcely more pronounced than the rolling topography elsewhere.

2.1.5 In very broad terms, the valley defines a break in the geology between the chalk downs to the south and the sandy heaths to the north. At a local level, the village is split between the Oakdale Sand Member (part of the Poole Formation) and the West Park Farm Member (Otherwise known as Reading Clay). Only the southern tip of the western part of the settlement is situated directly on the underlying chalk. The mixed geology results in a varied use of materials in vernacular development with cob, heathstone, a little flint and some imported limestone rubble.

2.1.6 The village is situated on an area of broad, gently sloping land, generally without feature, that falls gently northwards towards the river. To the west, the land



1. View south towards Wool from the original historic bridge over the River Frome.



2. Large parts of the modern village are located on the north facing slopes above the valley giving rise to occasional glimpses towards Bovington. (View from New Road).



3. Wool is built on the edge of rolling chalk downland but is located at a point of change in the underlying geology. In broad terms, the land to the north, east and west has a geology of sands and gravels. (View from minor road south of Burton Cross).



4. The stream, running through the eastern part of the village, does much to define its character. (Spring Street).

appears near level in the direction of East Burton and Winfrith, whilst to the south-west it slopes up towards a low ridge, surmounted at its highest point by what is apparently a small wood. (North Wood)

2.1.7 However the original, eastern part of the village is situated on a small stream that rises nearby and which flows through the village. At the south-eastern entrance to the village, the stream briefly occupies a well-defined valley that contributes much to the character of this part of the village. The topography in this location, that also defines a small knoll to the west of the stream, produces a marked change in the character of this part of the village.

#### KEY POINTS

- Wool is situated at a crossing point of the River Frome, which together with its broad water meadows form a distinctive feature of the landscape.
- Topography in and around the village is generally not prominent.
- The village is situated immediately above the floodplain on land rising to a gentle ridge to the south.
- The south-eastern entrance to the village is defined by a short valley and knoll.



## Wool Town context 02.2 Landscape setting



Aerial photograph courtesy of Purbeck District Council - Getmapping.com

2.2.1 Strongly influenced by the geology and topography, the landscape setting around the village varies quite markedly, and the setting to north, south, east and west is different in each instance.

2.2.2 Approaching Wool from the west by road along the A352, the large roundabout at Burton Cross that gives access to Winfrith Technology Centre and East Burton announces, in effect, the village although it is somewhat removed from the developed area itself. To the south of the road and the village the chalkland setting is very apparent, typified by extensive arable fields rising to a broad, open skyline punctuated by a small area of woodland that forms the northernmost extension of North Wood and Coombe Wood. The view south across this open and rather bleak piece of land does much to define the setting of the village from this direction. However the village edge in this area is rather raw, with houses backing abruptly onto open fields, and this includes current development on the north side of the A352.

2.2.3 As already described, the southern entrance into the village along the B3071 from East Lulworth is more distinctive. Here the edge of the village is largely defined by a small knoll on which there is a single house surrounded by mature trees and small fields. Other dwellings on the edge of the village can be seen, but they blend discretely into the surrounding landscape.

2.2.4 To the east of the village, the landscape is generally more enclosed with a much greater incidence of hedgerow and other vegetation. The site of the former Cistercian abbey on Bindon Lane is well vegetated with many mature trees, and Cole Wood, situated on higher ground, creates a wooded skyline to the south-east. The traditional village core, including the church, is situated on the east side of the village and this gives rise to a more established and sensitive edge to the village than to the west with several small paddocks and established gardens forming a well integrated edge with the countryside.

2.2.5 To the north, the village adjoins the distinctive river valley landscape of water meadows including the meandering river, reed beds and scattered trees. Notable in this locality is the historic Woolbridge Manor and adjacent cottages, outbuildings and bridge. Set amongst the water meadows and with its thatched roof and tall chimneys silhouetted against

the sky, the manor is one of the more distinctive and memorable buildings in Dorset. Although situated close to the village, the water meadows are physically and visually separated from the main part of the village by the railway. This does much to weaken the visual and physical relationship between the village and adjacent water meadows, particularly when compared with the manner in which, say, Wareham relates to its water meadows to the south of the town.

2.2.6 To the west, and slightly removed from the village, is the extended rural settlement of East Burton strung out along Burton Road. Although there is a high percentage of post-war development, East Burton retains a distinct rural quality. This is despite its close proximity to estate development on the west side of Wool, recent developments along East Burton Road, Burton Cross roundabout and the extensive campus-style development of Winfrith Technology Centre.

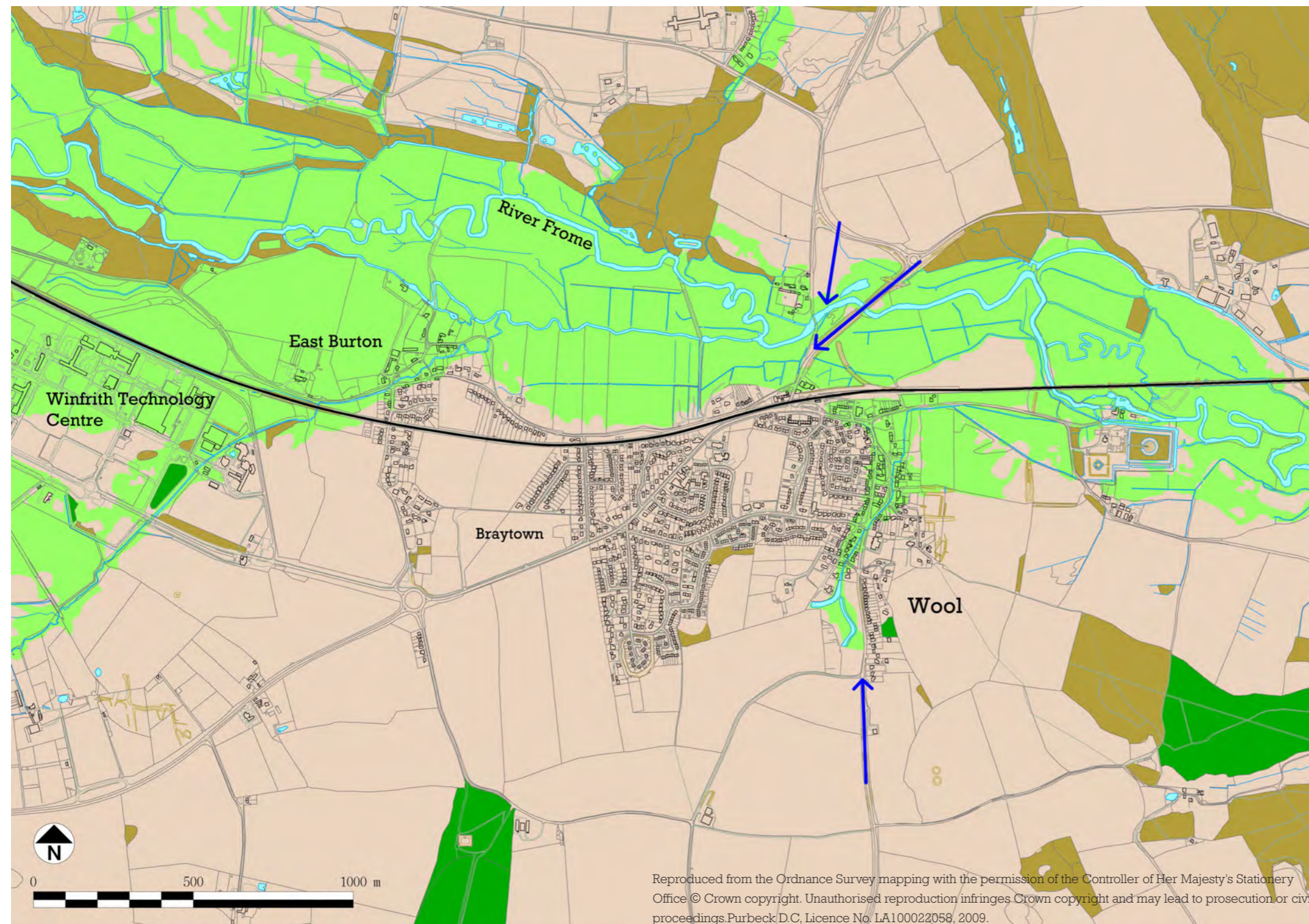
2.2.7 It must be noted that part of the land that separates Wool from East Burton is currently being developed. This extends the boundary of the village westwards along the north side of the A352 towards the Burton Cross roundabout.

2.2.8 The Technology Centre itself adjoins the Frome valley to the north and Winfrith Heath to the west, but its large office and similar buildings appear strangely out of place in this relatively remote rural landscape. The formal approach off the Burton Cross roundabout, the security gate, the planned orthogonal layout and the encircling security fence all serve to isolate the development from its local context.

### KEY POINTS

- The setting of the village is strongly influenced by the variations in its underlying geology.
- The setting to the north, south, east and west is different in each instance.
- Winfrith Technology Centre appears rather out of place in this relatively remote landscape setting.





2.2.9 This drawing demonstrates clearly the course of the River Frome valley by its floodplain and the setting of Wool just above flood level opposite the crossing point at Wool Bridge. It also shows how the railway separates the valley and water meadows from the village.

2.2.10 Also to be noted is the general lack of woodland and larger groups of trees in the immediate setting of the village.

-  River/water feature
-  Floodplain
-  Raised land above floodplains
-  Coniferous plantation
-  Mixed & deciduous woodland
-  London to Weymouth railway line
-  Principal view towards village from surrounding area

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Wool  
Town context  
02.3  
Landscape setting images



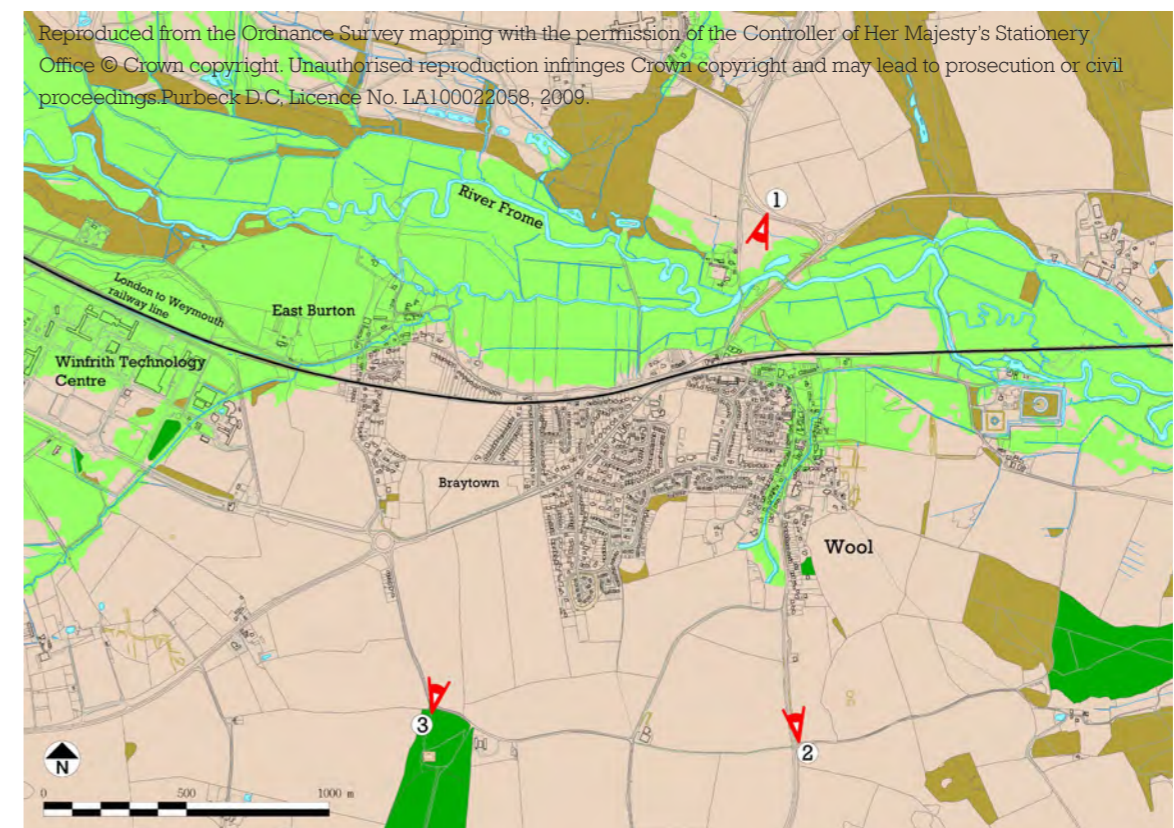
1. **Wool seen from the north-east.** This photograph was taken from Tout Hill road that turns north off the A352 to Bovington. The view looks across the water meadows of the River Frome towards Woolbridge Manor and the village of Wool beyond. Beyond the village the local geology changes and the distinctive rolling skyline of chalk downland defines the setting of the village to the south.



2. **Wool seen from Lulworth Road to the south.** The southern entrance to the village is defined by a pleasing view towards a well treed knoll. A few houses on the edge of the village are apparent, tucked well below the skyline, whilst beyond is the valley of the River Frome rising to heathland, conifer plantations and army training areas around Bovington.



3. **The south-western edge of Wool.** This view, taken by the lane that connects Burton Cross roundabout on the A352 with Lulworth Road B3071, demonstrates well the broad and open character of the landscape around Wool. In the centre right of the view recent residential development to the west of the village, extending along the north side of the A352, can be clearly seen. Beyond is the valley of the River Frome and the large army sheds in and around Bovington. To the left of the view large office and other buildings in the Winfrith Technology Centre appear rather out of place in this rural context.



Landscape map indicating the positions where photographs were taken.



## Wool Town context 02.4 Historic background



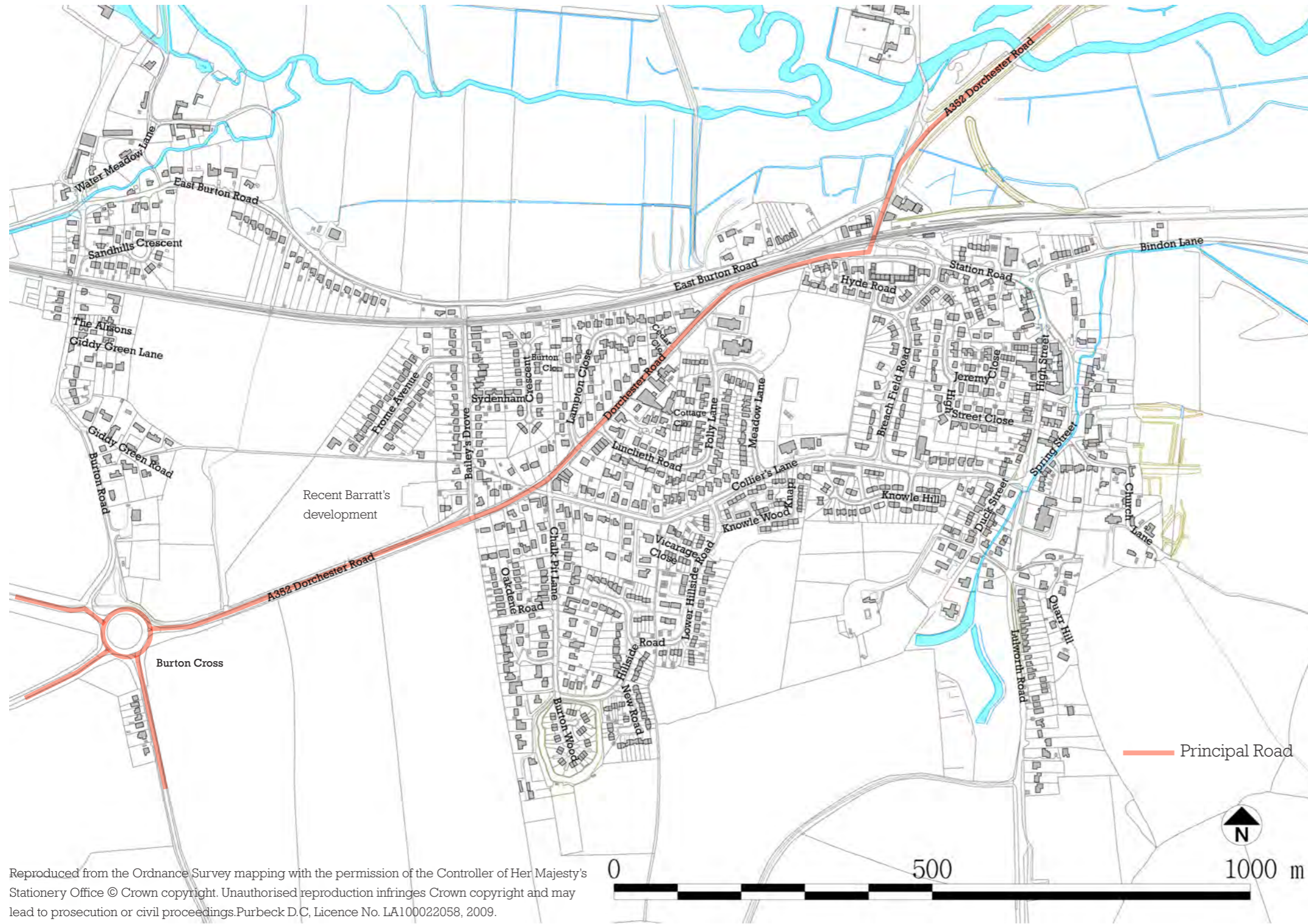
OS 1902

2.4.1 These historic Ordnance Survey Maps show both Wool and East Burton at the beginning of the 20th century and in 1928. A comparison between the two maps shows only a very modest expansion of the village during that time.

2.4.2 By 1928 development was showing early signs of the future direction of Wool's expansion. New housing was beginning to spread along Dorchester Road, Colliers Lane and Chalk Pit Lane and is indicated as Braytown on the 1928 Map. These appear to be individually built houses rather than a large scale planned development. However, subsequent 20th century development has added substantially to this area.



OS 1927-1928



2.4.3 The contemporary map illustrates the scale and extent of the growth of Wool since the late 1920s. The village has expanded to the point that the extent of modern development is now much greater than the original village. This has reduced the separation between Wool and East Burton. Further reducing this separation is the new Barratt Homes housing development currently under construction on the considerable wedge-shaped plot bounded by Frome Avenue and Bailey's Drove to the north and east, and Dorchester Road to the south.

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## Wool

### Town context

# 02.5

## Historic Evolution

2.5.1 The earliest signs of settlement around Wool are in the form of Bronze Age barrows, and some evidence of Roman occupation has been found in the area. The derivation of the village's name is from the Saxon word 'Wyllon', meaning spring or well. Today, Wool is a small village consisting largely of modern residential development, but with some remaining historical aspects. In terms of historical vernacular buildings, there are a few thatched cottages on Spring Street and Church Lane, close to the Holy Rood Church (**fig. A**). Most of the cob and thatch houses that survive date from the late 1700s or early 1800s. There is a notable building of a more formal kind just north of the main village, beyond the northern boundaries of the railway and the River Frome. Woolbridge Manor House is a 17th century gabled country manor overlooking the Frome, and which sits alongside the 15th century bridge over the river. The bridge includes four recesses on either side for the use of pedestrians. Woolbridge Manor House is one of the most prominent landmarks of the village, albeit slightly removed from the main part of the settlement, and is referred to in Thomas Hardy's novel 'Tess of the d'Urbervilles' based on the Turberville family of Bere Regis. In the novel, Tess spends her honeymoon at the manor. During the 18th and 19th centuries, Wool itself was often referred to as Woolbridge.

2.5.2 Another notable landmark of historical interest is the church (**fig. B**). It was built during the 13th and 14th centuries but at that time consisted simply of a nave. A small chancel, north aisle and tower were added in the mid-15th century. The church then remained relatively unchanged until 1865 when a large part of it was taken down to extend it in length and construct a south aisle. It was rebuilt to maintain its 15th century appearance as far as possible, and some of the 15th century windows were re-used when the walls were reconstructed. The position of the church relative to the rest of the village is interesting since it is unusually sited at the village edge rather than at its heart. It has been noted, however, that this was not always the case. Church Lane was previously a busy road which, a hundred yards from the church, divided into three sections, the first leading to East Stoke, the second leading to Purbeck via Woodstreet and the third leading to Coombe Keynes, running almost parallel to the present route, Lulworth Road. (The village appears to have suffered shrinkage during the medieval period, the original settlement being

located in the vicinity of the church).

2.5.3 Due to the seemingly odd location of the church, and the fact that the High Street and older roads such as Church Lane and Spring Street are all in the extreme east of the village, it is clear that the modern development of Wool has been mainly in a westward direction from its historical core. Wool has lost many historic features on the eastern side of the village, including an entire street, Duck Street, which previously consisted of thatched cottages and stables but was virtually all demolished for redevelopment as bungalows and houses during the 1960s (**fig. C**). The old Catholic school and a few houses were lost from the High Street area near the Cross and, also during the 20th century, Wool lost many of its characteristic grass verges which ran alongside, and in some cases down the centre of, the roads, when many roads were widened to better cope with modern traffic loads. These verges contributed much to the village character of Wool, and still do, where they exist, but historically they may also often have served a functional purpose. One such example is the wide verge that previously existed on Bindon Lane which probably provided a site for some of the stalls of Wool fair. In the latter part of the 19th century, taps were installed at points around the village and remained a useful feature until mains water was provided in the 1960s.

2.5.4 Historically, people lived and worked in Wool and the majority of residents were agricultural labourers. With the arrival of the railway in 1847 there was some diversification of occupations, and some villagers now caught the train to work at Holton Heath or other nearby places. Even so, most people still worked in Wool or Bovington, which at that time was little more than a heath and the agricultural land surrounding Bovington Farm.

2.5.5 The village of Wool began to develop in earnest once the nearby Bovington military camp was created during the First World War. The population figures illustrate the growth of Wool and the impact of different events on the village. In 1801, the population was 383, increasing fairly steadily to 602 in 1871. Just ten years later it had dropped to 509 as a result of four consecutive years of bad harvests, during which many inhabitants left the countryside to find work elsewhere. The population continued to decrease, although less

dramatically, until it reached 463 in 1911. During the following decade, the army camp at neighbouring Bovington was set up and so the population rocketed. In 1921, the population figure reached 2,290, only 431 of which were female, showing that much of this number was made up by the military personnel rather than civilians. By 1931 the population had risen again to 2,876, and by 1961 after much development in the village, the population was at 4,414. It has remained fairly constant in the decades since, and was at 4,118 in 2001.

2.5.6 In 1922, Drax Estate land including Braytown were sold, and Chalk Pit Lane, Bailey's Drove and the land around the junction on Dorchester Road was developed. Ribbon development, often of the most basic kind, continued through the 1920s, and in 1929 development began to line Lulworth Road. In 1941, one of the houses in Bailey's Drove was demolished by a bomb but later rebuilt. A larger phase of development took place after the Second World War, with Knowle Hill being developed in around 1950. The western side of Sydenham Crescent had been built up in around the 1930s, but the remaining pocket of land to the east was infilled in the 1950s with Council development. During the 1960s, the practice of infilling became more prevalent and as a result, Wool became more intensively developed. High Street Close, Jeremy Close, Breach Field Road and Hyde Place were developed over small paddocks and allotments that previously existed behind Oddfellows Hall. Meadow Lane, Folly Lane, and Lincleith Road were developed on the Bindon Estate and in the 1970s, the developments at Knowle Wood Knap and Hillside Road were built. As well as the historic cottages of Duck Street, other characterful buildings were destroyed during these postwar decades, including cottages on Quarr Hill in the 1950s, which were replaced by a bungalow, and the late 16th/early 17th century Woodstreet Farmhouse near Wool, which was demolished in the early 1970s. The original railway buildings and Wool station were demolished in August 1969 (**fig. D**). In 1864, one hundred fir trees were planted around the sand pit at Quarr Hill and, although the number has rather diminished, some still remain in place, forming a backdrop to views. East Burton and Giddy Green form a small settlement west of Wool and still distinct from it. Burton Church was consecrated in 1840, and had its bell removed when it became redundant in 1978. The church is notable for its odd

north-south alignment as opposed to the traditional east-west alignment. East Burton School opened near to the church in 1869, taking in children from the age of 3 until 11. The school was closed in 1967, and pupils instead attended Wool Church of England School, built in 1871. This school today forms the older part of the existing Wool C of E school.

2.5.7 Burton Common and Winfrith Heath were lit up on occasion during World War II to distract German planes from the Warmwell Aerodrome. By 1957, parts of the Common and Heath were no longer accessible to the public, having been taken over by the UK Atomic Energy Authority. The site was levelled to build the civil nuclear research site, now known as Winfrith Technology Centre, and the site expanded over the following 40 years. Since the mid-1990s, the UKAEA has been decommissioning the site for future commercial use, and its management passed into the hands of English Partnerships in 2004.



**fig. A.** Historic thatched cottages in Church Lane.



**fig. C.** View along Duck Street today. A surviving thatched cottage is just visible on the right.



**fig. B.** The church seen from where Church Lane meets the village edge.



**fig. D.** The original station was demolished in 1969 and replaced with the current one, seen here.

#### KEY POINTS

- The majority of surviving historic buildings are in the eastern part of Wool, with some in East Burton.
- Woolbridge Manor is a historic landmark located just outside of the village to the north of the Frome.
- The main landmark within the village is the Holy Rood Church which was originally built in the 13th and 14th centuries, but was added to over the centuries and altered significantly as late as 1865.
- The creation of Bovington camp, during World War I, had a major effect on the population of Wool, and its subsequent development.
- The first phase of significant development in Wool occurred during the interwar period.
- The second phase of significant development in Wool occurred during the post-war period but which saw the demolition of some of Wool's historic buildings.

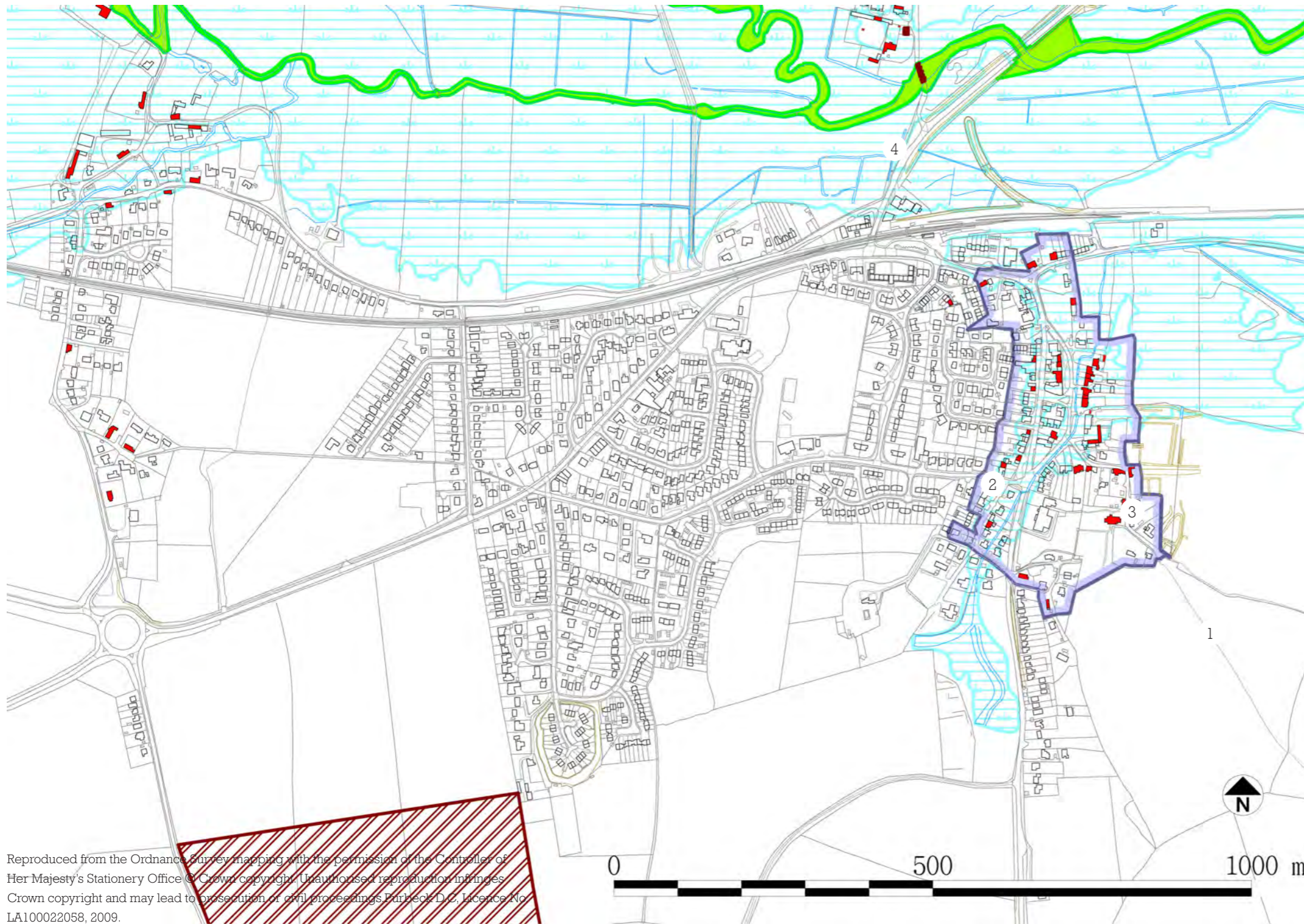


# Wool

## Town context

### 02.6

#### Planning Designations



-  Listed Building
-  SAM
-  Conservation area
-  SSSI
-  Floodplain

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Note: Not all listed buildings may be identified on this map.





1. The countryside surrounding Wool is not protected by landscape designations.



2. Wool High Street, within the heart of the village Conservation Area.

2.6.1 Wool is situated in open countryside, although within an attractive landscape setting, adjacent to the River Frome. The surrounding landscape is not subject to specific landscape designations, the village being located outside the Dorset Area of Outstanding Natural Beauty and areas identified as Green Belt.

2.6.2 However, the village does contain a number of notable planning designations. Heritage designations include an extensive Conservation Area situated around the historic part of the village. This area, also contains the greatest concentration of historic buildings, although a number of listed buildings are also present in East Burton.

2.6.3 A large Scheduled Ancient Monument (SAM) is also present to the south-west of the village, although this is not apparent visually and appears as agricultural land.

2.6.4 Environmental designations include the River Frome itself, which is identified as a Site of Special Scientific Interest (SSSI). However, the most extensive designation is that of the floodplain, which encompasses large parts of the river floodplain to the north of the railway line. However, it also includes parts of East Burton and parts of old Wool along the High Street, Spring Street and Duck Street.



3. The church is one of a number of listed buildings owing its architectural and historic interest.



4. Large parts of the area around the River Frome are liable to flooding.

#### KEY POINTS

- The countryside surrounding Wool is not protected by landscape designations.
- The original village centre is an area of special historic and architectural interest and is designated as a Conservation Area.
- Designated listed buildings are concentrated in the old village of Wool with a small number of historic buildings located in East Burton.
- The River Frome is a Site of Special Scientific Interest.
- The river floodplain covers a large area north of the village but also extends into parts of East Burton and old Wool.

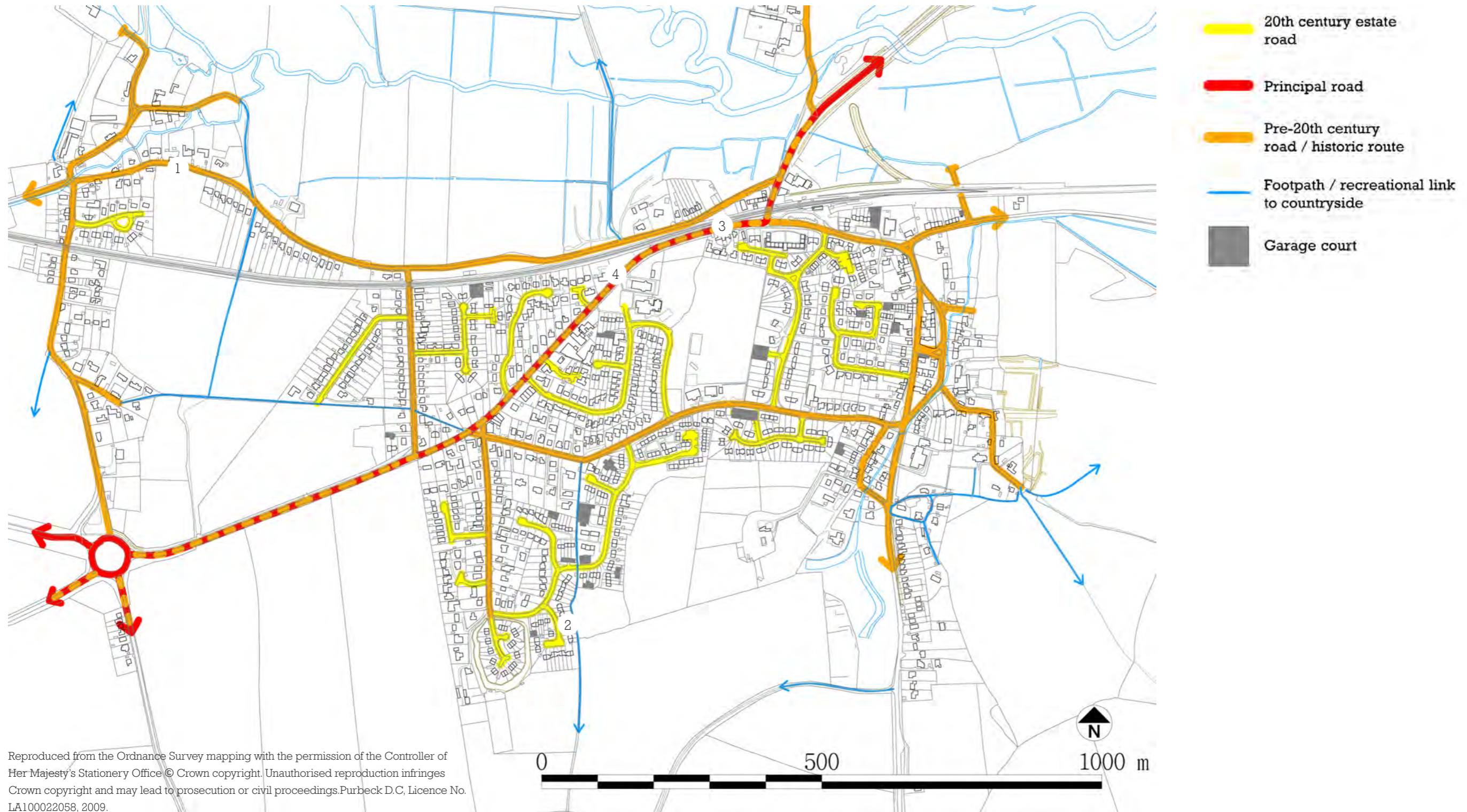


# Wool

## Town analysis

### 03.1

#### Street pattern



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1. Informal village lanes form the original street layout of Wool and East Burton.



2. Modern development is structured around standardised estate roads and cul-de-sacs.



3. The northern entrance to Wool via the A352 and level crossing is a highway dominated space and a poor gateway.



4. The A352 is a wide, busy road which brings much of traffic through the village.

3.1.1 The original villages of Wool and East Burton were structured around a series of meandering historic lanes and streets some which provided connections between the two settlements. These lanes remain in place, and although some have been upgraded and formalised to provide metalled roads with pavements a good number retain a variable road width, grass verges, no pavements and few kerbs. These lanes and roads have an informal appearance and rustic charm that contribute significantly to the character of the older parts of the village.

3.1.2 It should be noted that the stream in Spring Street has influenced the road structure and morphology of the village, and is a real asset that significantly contributes to the character and individuality of the village.

3.1.3 Expansion of the village throughout the 20th century has seen later developments infill the areas between the historic lane structure, mostly in the form of modern estate roads, with pavements, kerbs and standardised road widths. A number of areas contain rear garage courts, with access via short connections from the road. These areas do not reflect the character of the original village in their design or layout but are designed primarily around the movement of vehicles.

3.1.4 The A352 Dorchester Road provides the main road connection to and from Wool between Wareham and Dorchester. This busy route results in significant vehicular traffic passing through the village. The Winfrith Technology Centre is a source of employment and its connection with the A352 road contribute to the generation of traffic through Wool, in both directions, as employees commute to Winfrith. At the northern entrance to Wool, this road crosses the mainline railway between Weymouth and Waterloo, via a level crossing. The frequent rail services passing along this line require the closure of the level crossing and consequently the road becomes congested with waiting vehicles in both directions.

3.1.5 The A352 is a significant route and the road is somewhat dominated by traffic, including tourist related traffic. The northern entrance to Wool is largely defined by an engineered and highway dominated junction and does not provide a positive gateway to the village. The western approach to Wool is via the Burton Cross roundabout. This is also a highly engineered feature, although set just outside the village between Winfrith, Wool and East Burton, it

is in effect the principle point of entry from the west.

3.1.6 Wool is well connected to the surrounding countryside by local paths and lanes which provide opportunities for informal recreation and are an important village resource.

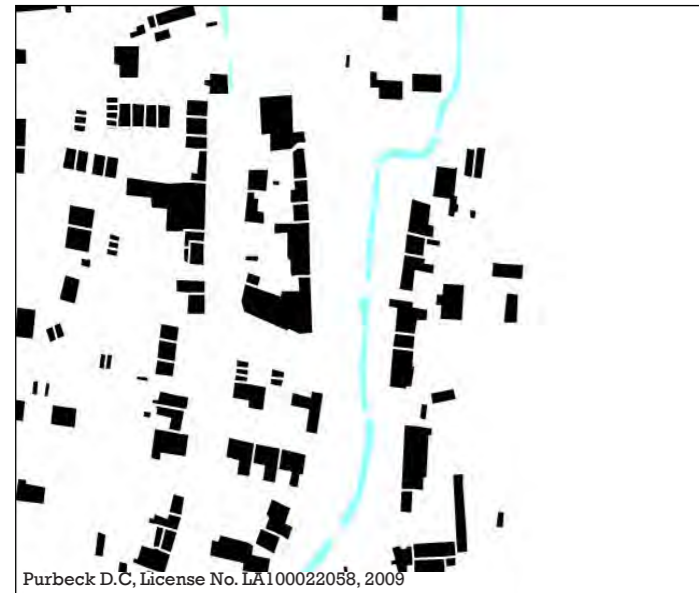
#### KEY POINTS

- The historic areas of Wool and East Burton are structured around a network of informal lanes.
- Later 20th century development is designed around modern estate roads and cul-de-sacs that do not reflect the character of Wool's traditional village lanes.
- The A352 Wareham to Dorchester road passes through the village.
- The road is a major source of local traffic congestion, which is exacerbated by frequent closures of the level crossing over the railway line.
- The main road entrances to Wool are dominated by highway engineering and do not provide positive gateways to the village.
- Wool has good connections to the surrounding countryside, via a network of informal lanes and paths.

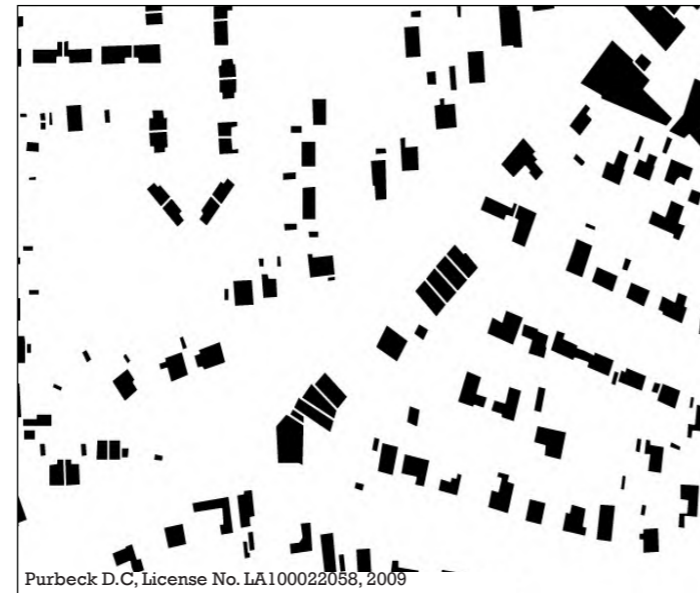


Wool  
Town analysis  
03.2  
Figure ground





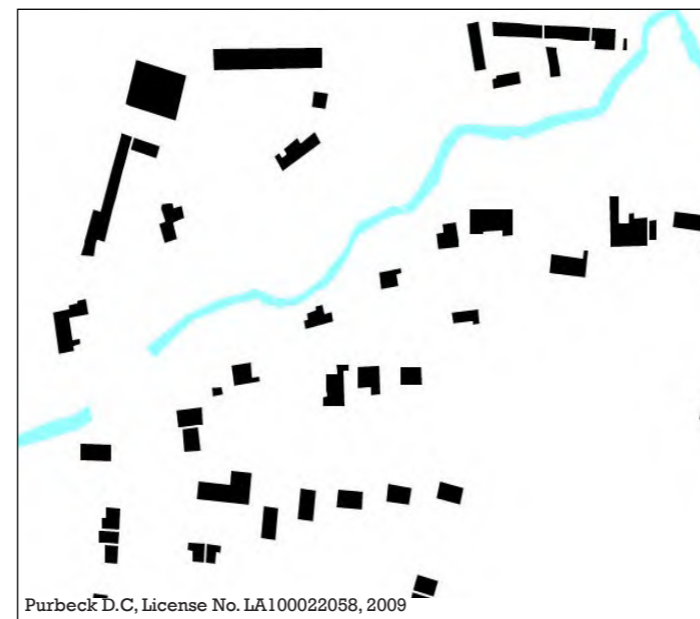
1. This historic part of Wool is characterised by variable road widths and closely grouped buildings.



2. Early 20th century development comprised houses of individual design spreading west along Dorchester Road.



3. Modern estates are arranged around standardised loop roads and cul-de-sacs in regular layouts.



4. In contrast to much of Wool, East Burton has a more loose knit urban grain and informal layout.

3.2.1 The drawing opposite shows the town as a 'figure ground' map which highlights the form and juxtaposition of buildings relative to the surrounding spaces. These extracts show a representative range of different parts of Wool, demonstrating how these elements affect the character of different parts of the town.

#### 1. Historic Wool

The historic part of Wool on the east side of the village is structured primarily along the High Street and Spring Street. Buildings are largely closely grouped together, resulting in near continuous frontages in places. Despite the tight urban grain these streets are relatively broad and have a variable alignment. However dwellings beyond the village core were historically set back from the highway in spacious plots, which contributes to the individuality of the conservation area.

#### 2. Early 20th century development

The first early development west of the old village began as ribbon development along Dorchester Road. Individually designed houses were spaciouly arranged along the north side of the road. Latterly development on the south of the road included two parades of shops which appear as large blocks. Dorchester Road itself appears as a large broad white corridor emphasising its function as a main road.

#### 3. Residential estates

Large parts of the village comprise mid-late 20th century housing estates of detached, semi-detached or short terraced houses or bungalows, designed around a standard highway layout with pavements. Gardens are relatively small. Incidental green spaces are present in various locations throughout these developments. The wide estate roads and standard architecture create an area of uniform character and relatively spacious streetscape.

#### 4. East Burton

The old part of East Burton exhibits a contrasting low density, loose knit urban grain with buildings arranged in an irregular pattern along East Burton Road. Most buildings are small cottages or modest houses with relatively spacious gaps between the dwellings. Farm related development along Water Meadow Lane (north) displays a range of building sizes to including barns. However the layout is very informal and spacious.

#### KEY POINTS

- Historic Wool exhibits groups of closely arranged buildings, with near continuous frontages in places, either side of broad streets with variable alignments.
- Early 20th century housing developed west of the old village and was spaciouly set out, initially along Dorchester Road.
- Dorchester Road retains its broad width as the main route through the village.
- Modern estates display regular road widths and building forms resulting a more uniform layout of development.
- East Burton contains areas of very loose knit rural townscape.

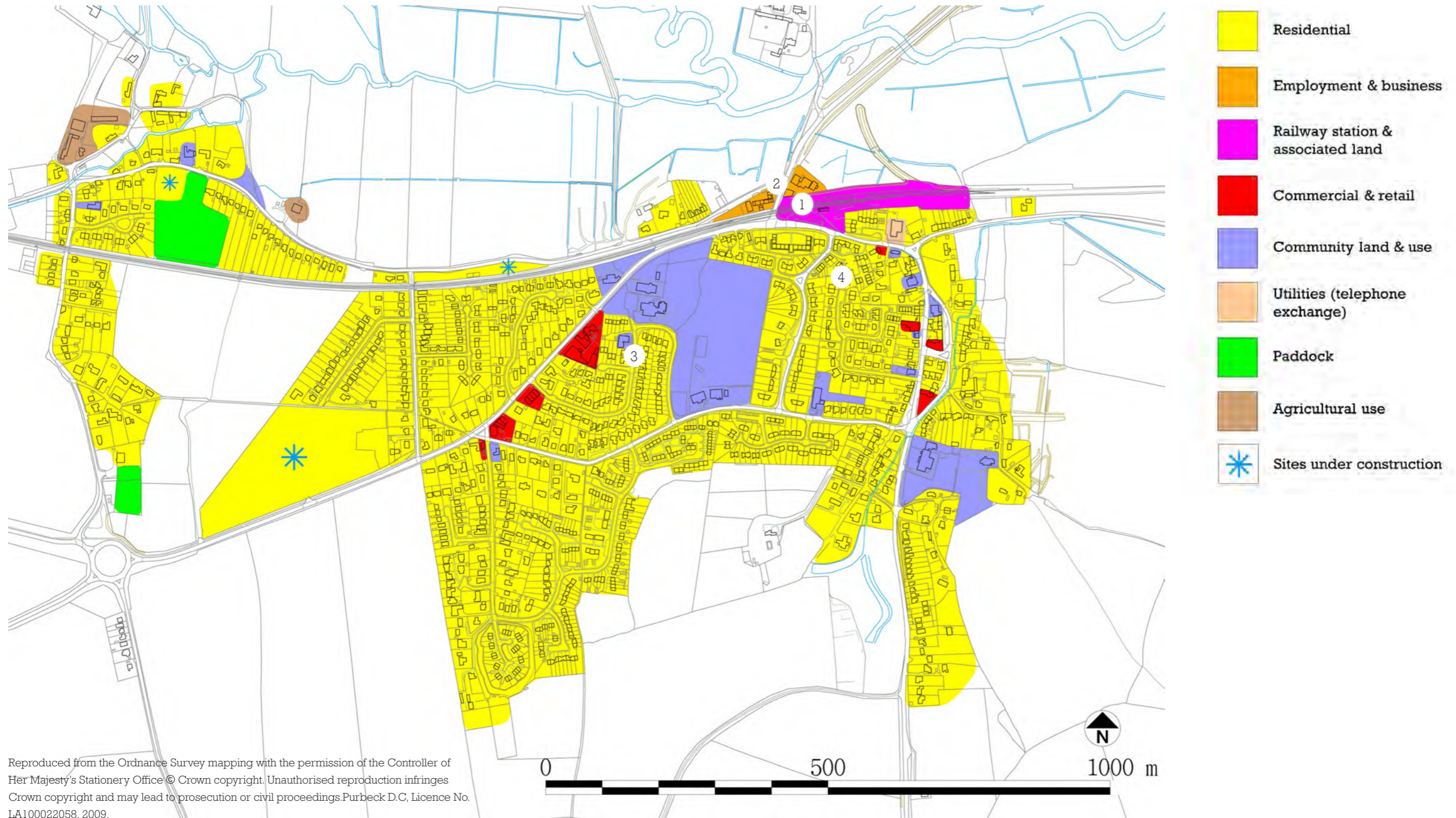


# Wool

## Town analysis

### 03.3

#### Land use



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1. The railway station is an important asset to the village and provides an alternative means of transport to the private car.



2. The majority of Wool comprises residential areas.

3.3.1 The majority of the village is in residential use, with additional residential development currently taking place on Dorchester Road on the western edge of the village together with a small development just north of the railway line on East Burton Road.

3.3.2 The village is relatively self-contained in terms of amenities, retaining a good range of local facilities, although these are of variable age and condition. These include two pubs, two primary schools, community rooms, a library and post office, a playing field and allotments. A new medical centre, The Wellbeing Practice, has also been completed in the middle of the village. In addition, there are two parades of local shops on Dorchester Road and a number of small shops on the High Street in old Wool, including a local convenience shop and a baker. However, pedestrian access between these two areas is somewhat limited, requiring pedestrians to walk over a moderate distances.

3.3.3 Local employment units are located on either side of the A362, just north of the level crossing, together with a petrol station. These are small scale units and provide opportunities for limited local employment. However, their location at this gateway to Wool is somewhat visually intrusive.

3.3.4 The railway station provides an important asset to the village, enabling travel beyond the local area by alternative means to the private car. This makes the village a potentially sustainable location in terms of transport. However, the existing facility has a poor relationship with the adjacent street. The car park is small but open and poorly landscaped. The station building itself also has a poor utilitarian and functional appearance, in an important gateway location for the village.



3. The village contains a broad range of local amenities and local facilities including the recently completed medical centre



4. A small area of employment land provides some scope of local employment.

**KEY POINTS**

- The majority of the village is in residential use.
- Wool is well served by local amenities and facilities.
- Local employment buildings are located just north of the level crossing.
- The railway station provides an important alternative link for the village beyond the immediate local area.

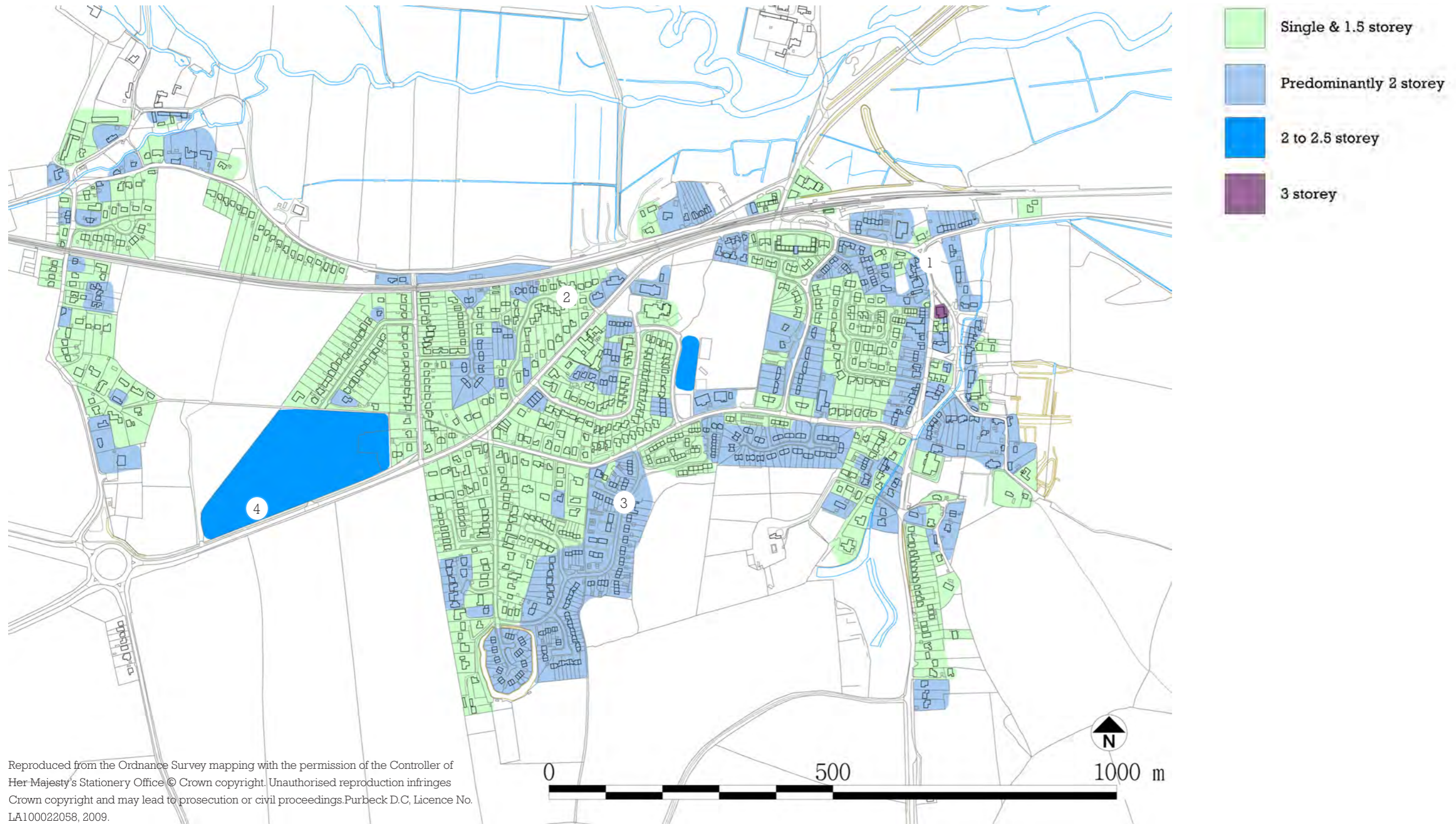


# Wool

## Town analysis

### 03.4

#### Building heights



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1. Cottages are 2 storeys in height but have a modest height and scale.



2. Chalet bungalows on a residential estate.

3.4.1 As might be expected of a historic village, the majority of buildings are between 1 and 2 storeys in height.

3.4.2 Traditional cottages in both Wool and East Burton are generally between 1½ and 2 storeys although they often appear smaller in height and scale, having lower floor to ceiling heights than modern buildings.

3.4.3 Later 20th century dwellings comprise a mixture of bungalows, chalet bungalows and 2 storey houses. This limited range of building heights together with only moderate changes in topography give rise to a relatively uniform height and unimposing scale across most of the village. Only the High Street exhibits any real sense of enclosure, and this is due to the narrow nature of the street (in places) rather than as a result of the buildings being particularly tall, although the Black Bear public house on the corner of the High Street and Spring Street, is the tallest building in the old part of the village at 3 storeys and forms a minor local landmark in this area.

3.4.4 The new Barratt Homes Development on Dorchester Road does include some 2½ storey houses and their height and level position means that they are more visually apparent than many other parts of the village.



3. Most 20th century estates are no taller than 2 storeys in height.



4. The tallest and most modern houses in the village are present on the new development on Dorchester Road.

**KEY POINTS**

- Buildings in Wool are generally of a low height and scale, befitting its rural origins and setting.
- Traditional cottages are up to two-storeys in height but often appear of smaller height and scale due to low floor to ceiling heights.
- The majority of 20th century housing is between 1 and 2 storeys in height.
- New housing development on Dorchester Road is up to 2½ storeys in height, but appears tall, compared to the old village due to modern floor to ceiling height dimensions.

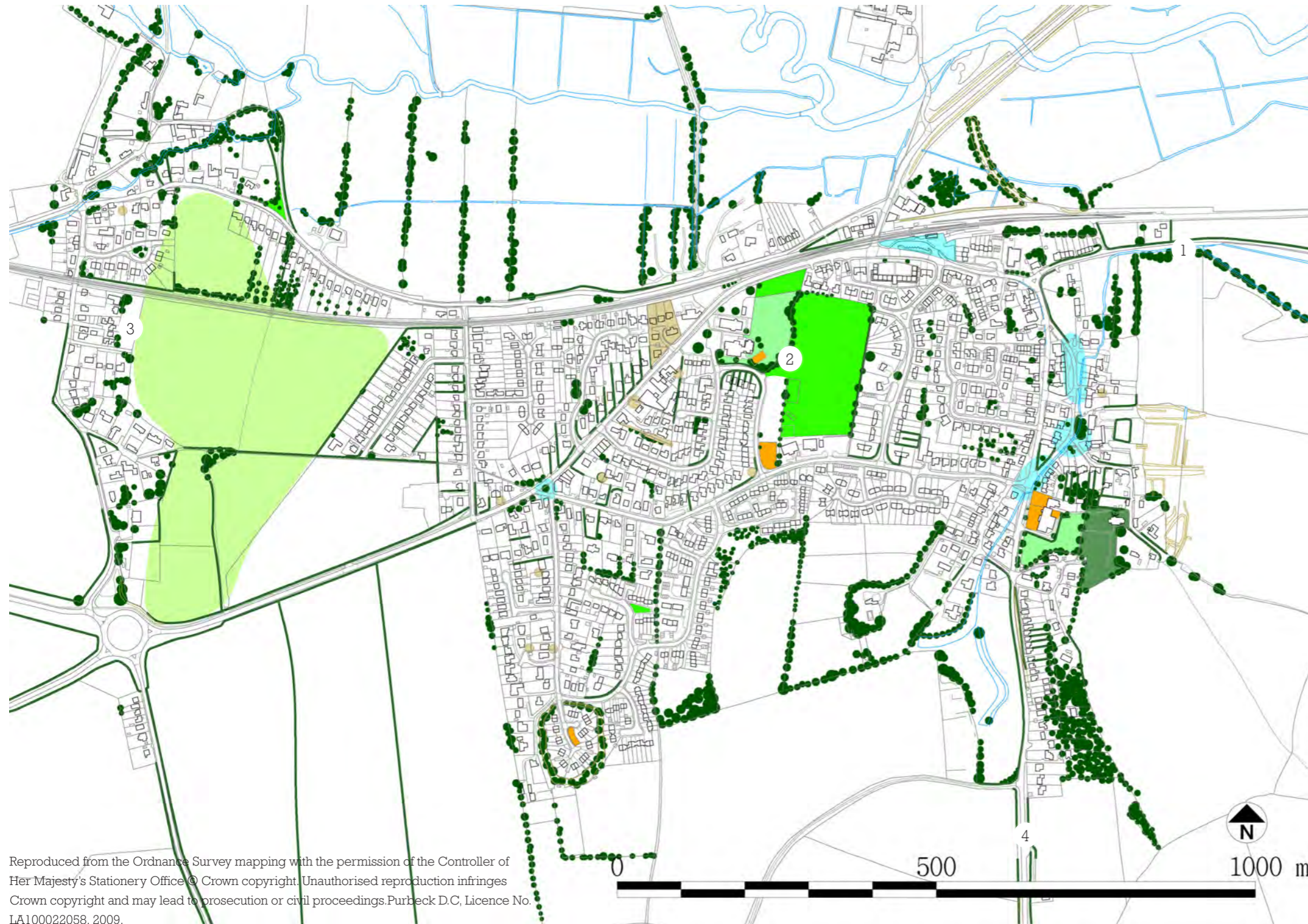


# Wool

## Town analysis

### 03.5

#### Landscape and open spaces



- Playing field
- Public green space
- Ecclesiastical green space
- Visually significant trees [not all trees shown]
- Visually significant hedges [not all hedges shown]
- Principal urban spaces
- Strategic gap
- Playground or play area
- TPO - area
- TPO - individual tree

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1. The eastern side of Wool has a soft, gradual transition between the village and the countryside.



2. The central playing field is an important recreational and green space for the village.



3. The strategic green gap between Wool and East Burton.



4. The southern approach to Wool along Lulworth Road with a continuous bank and hedge alongside the road.

3.5.1 To the east of Wool the landscape has an established appearance, being enclosed by trees and hedgerows that blend the edge of the village with the countryside.

3.5.2 East Burton Road retains an equally rural character, with mature hedges and trees helping to integrate the built areas with the adjacent meadows.

3.5.3 Within the modern parts of the village most landscaping is provided by garden trees and shrubs. These are generally more apparent along Dorchester Road and Lulworth Road where plots are larger and more able to accommodate trees and vegetation. They are also somewhat older than many parts of the village and as such have had more time to mature.

3.5.4 Hedgerows flank the roads into the village and in places continue along domestic boundaries within the village. These provide a sense of gradual transition, but also remind us of Wool's rural origins maintaining a connection with the surrounding rural landscape.

3.5.5 The main green space in Wool remains largely obscured from direct view. The large village playing field is enclosed on two sides by houses. Mature trees also obstruct views into this area from the main road. The medical centre and village halls enclose the field on its remaining sides and further serve to detach it from its surroundings. Access into the field from Breach Field Road (east) is via a domestic garage court, providing a poor point of entry to this space. Nevertheless, the playing field is well located in the centre of the village and its size and position make this an important village resource.

3.5.6 A number of fields and paddocks currently separate Wool and East Burton, and form a strategic green gap that ensures these two settlements remain distinct. The expansion of Wool has eroded this gap and physically and visually brought the two places closer together. However, the remaining gap retains a rural character and appearance and forms a buffer between the two villages. Development in this area would further coalesce these settlements.

3.5.7 Wool also contains a number of important urban spaces which contribute significantly to its character and appearance. Spring Street in the historic part of Wool and its lower junction with the High Street form

a series of linked spaces. These are defined through the variable width and alignment of the road, with its broad verges, distinctive stream and the irregular arrangement of characterful buildings that enclose the spaces. These places have an idyllic appearance and give the village its most distinctive locations.

3.5.8 A second minor location is marked by the road triangle at the junction of Dorchester Road, Chalk Pit Lane and Colliers Lane. This junction is flanked by several small shops and marked by a tree, traditional telephone box and post box at its centre. This small and informal arrangement provides a distinctive location in an otherwise unremarkable part of Wool.

3.5.9 The final urban space of note is the area around the station and level crossing at the northern entrance to Wool. The openness of the main road is exacerbated by its relationship with the railway, the station car park and nearby low-rise buildings, which only weakly enclose the space. As a major road traffic route, the road is broad and designed to handle large volumes of traffic. However, this area is dominated by highway engineering and clutter. Consequently, it is a poorly defined space that is characterised by its function as a main artery, rather than a key entrance into Wool. Although this is a significant space within the village, it is not a positive one.

#### KEY POINTS

- There is a subtle transition between village and country within the more historic parts of Wool.
- Garden vegetation contributes to the rural appearance of some of Wool's modern roads.
- Wool's main green space is the centrally located recreation ground. However, it is largely screened from view and has a poor entry point on its eastern edge, via a garage court.
- A strategic green gap exists between Wool and East Burton, which it is important to retain in order to avoid coalescence.
- Wool has several urban open spaces which contribute to its character, with the exception of the area around the station which is traffic-dominated and weakly enclosed.

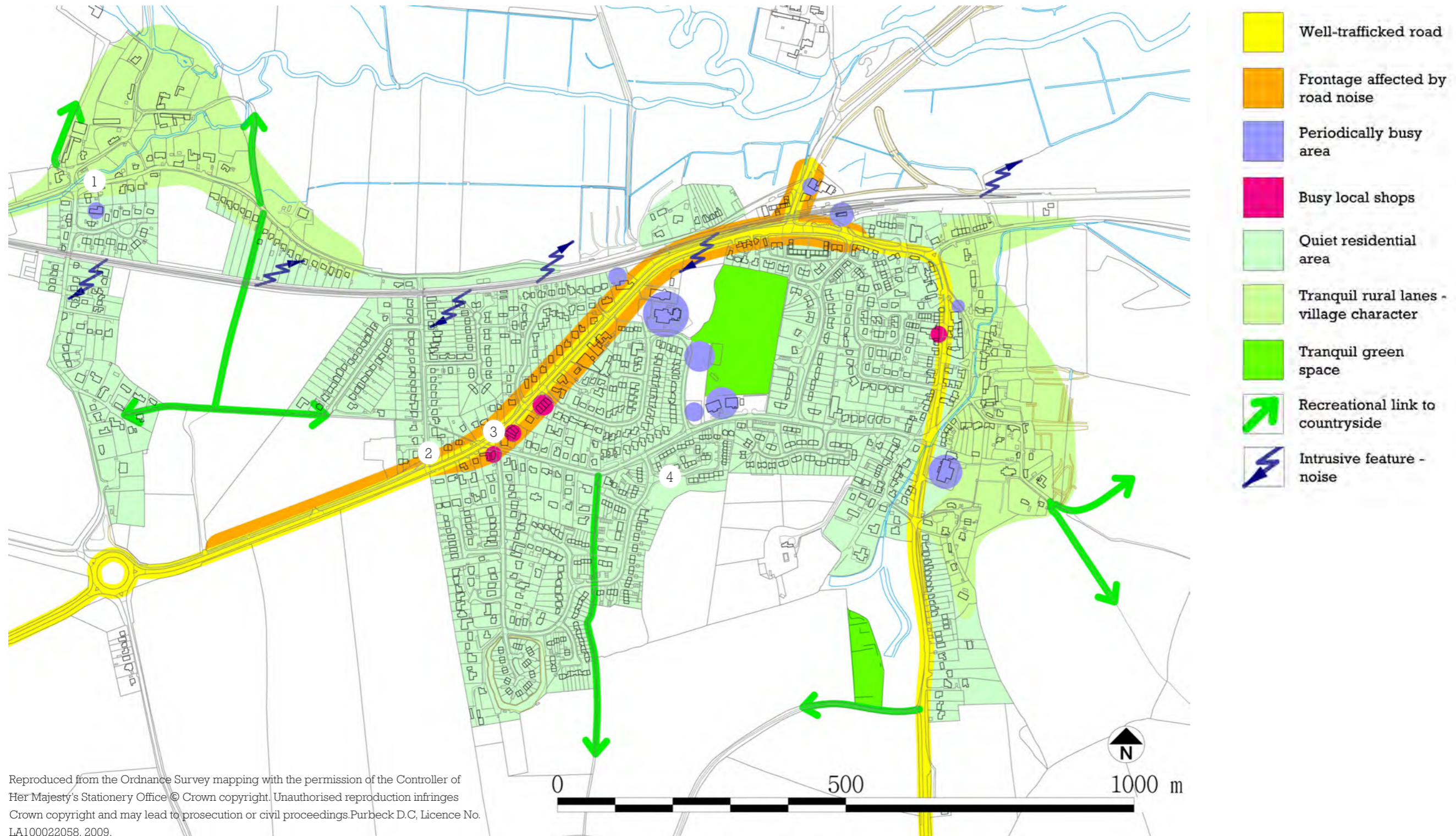


# Wool

## Town analysis

### 03.6

#### Tranquillity and vitality



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1. A tranquil rural lane in East Burton.



2. Traffic on the Dorchester Road generates some intrusive noise along this route.



3. Local amenities generate pockets of activity in a number of locations throughout the village.



4. Large parts of the village comprise of quiet residential areas.

3.6.1 Wool is a village of predominantly residential use and character. In terms of its activity, quiet residential streets and estates define much of the village. Within the larger village two areas in particular display the tranquillity of a traditional English village. These areas comprise the historic parts of Wool along Spring Street and its associated lanes, and the original part of East Burton along part of East Burton Road and Water Meadow Lane. These areas are set apart from the village in marginal locations bounded by fields and meadows. Consequently they are less directly affected by road and railway noise. These geographical advantages, combined with the attractive appearance and informal rural qualities, result in these places having a particularly tranquil village atmosphere.

3.6.2 The Dorchester Road and the main line railway both generate intrusive noise, although for the railway in particular this tends to be transitory in nature. It is the approaches to the village and frontages onto Dorchester Road which are most directly affected by traffic. This route remains in use throughout the day, but is most busy during peak times. The High Street is also a well-trafficked road, being the principle route south to the coast and the attractions of Lulworth Cove. The levels of activity on these routes contrast strongly with the tranquillity of the rest of the old village.

3.6.3 Within the village local shops on Dorchester Road and the High Street also generate activity and create pockets of vitality with the comings and goings of customers. Other attractors include, the petrol station just north of the level crossing, the schools, health centre, pubs railway station and community halls. These all generate varying levels of activity and during different times of the day resulting in period vibrancy and activity at the various locations, within an otherwise largely quiet village.

#### KEY POINTS

- The railway is the principal generator of vibrancy and activity within the village.
- Local shops and facilities are well used and generate pockets of vitality.
- Traffic noise from the A352 is intrusive. Noise from the railway is less intrusive being more transient in nature.
- Most of the village consists of quiet residential roads.
- Parts of old Wool and East Burton retain the tranquil atmosphere of a traditional English village.
- The surrounding countryside is very accessible via local paths and lanes.

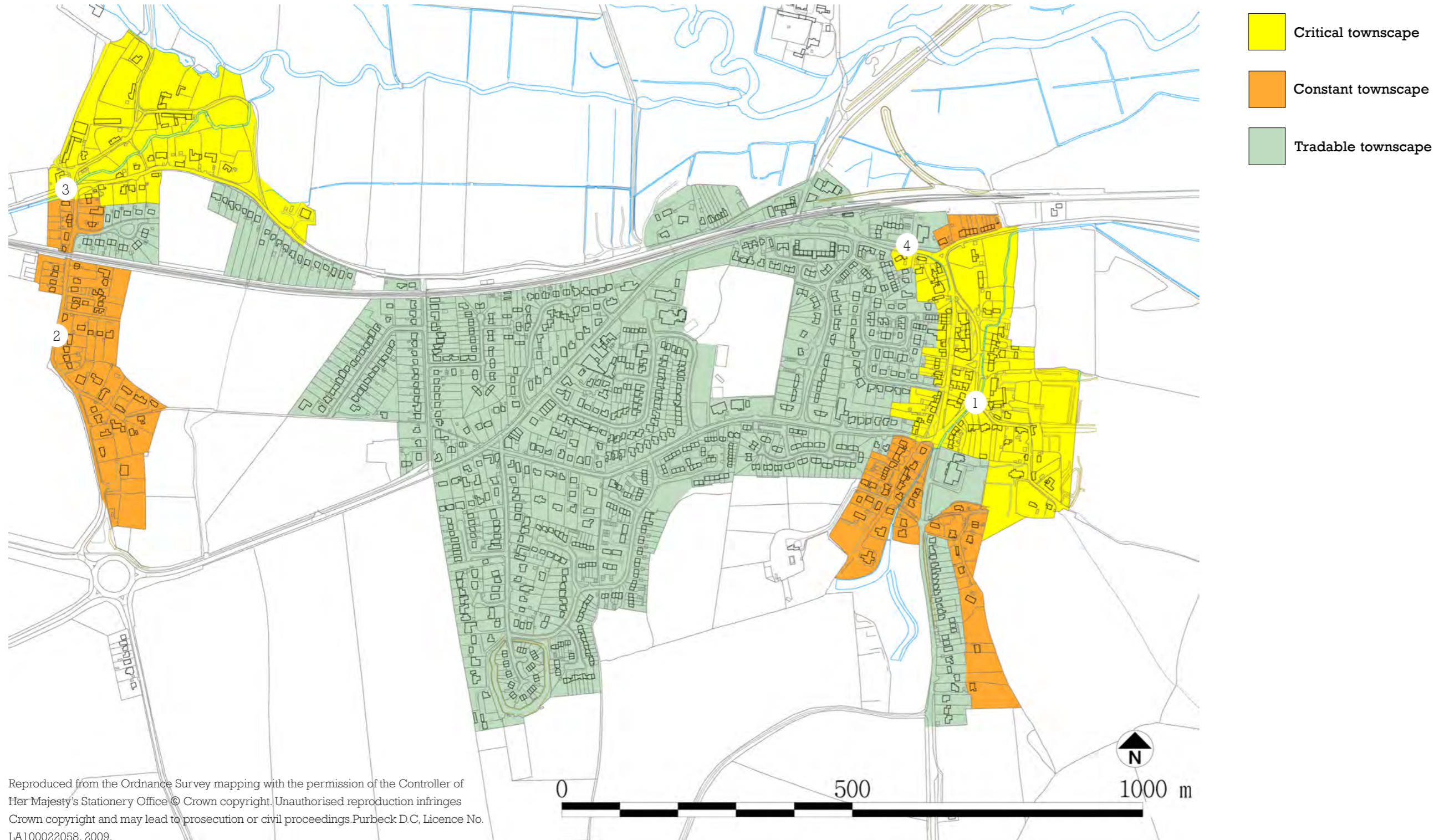


# Wool

## Town analysis

### 03.7

#### Townscape quality



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1. Spring Street with its distinctive stream is an attractive area of townscape that is considered to be of Critical quality and essential to the character of Wool.



2. Giddy Green in East Burton is an area of Constant townscape, the character of which is defined largely by its informal rural lanes and landscaping.



3. The old village of East Burton is another area of Critical high quality townscape that is distinctive to the village.



4. Commonplace modern housing development is considered to be Tradable insofar that it does not contribute to the character or identity of the village.

3.7.1 The townscape quality of Wool has been graded against the following criteria:

**Critical:** Those elements of the urban environment which are irreplaceable but vulnerable to damage or loss – they should remain unchanged or virtually unchanged. (Typically those elements which hold historic significance and vernacular distinctiveness, which play an essential role in terms of local identity).

**Constant:** Those elements which are important for their individual value or for their contribution to a wider whole – some changes may be acceptable and sustainable if the overall character is maintained. (Typically elements of lesser historic significance holding varying degrees of vernacular distinctiveness but nonetheless playing a role in providing local identity).

**Tradeable:** Those elements which could potentially be sacrificed in return for other benefits. (Typically developments of more commonplace type or those which fit poorly into their context).

### 3.7.2 Critical

The Critical townscape areas of Wool encompass the old village along the High Street, Spring Street and Church Lane, as well as parts of East Burton north and south of Water Meadow Lane. These areas retain a distinctive village character and appearance, containing many vernacular buildings, an informal network of lanes and with banks, verges and hedges and an absence of pavements. Spring Street is particularly notable for its narrow stream running along one side of the road. These locations are very important to the identity of the village and should be protected from inappropriate types and levels of development or highway 'improvements', such as road widening or pavements that could seriously undermine their positive qualities.

### 3.7.3 Constant

Pockets of Constant townscape adjoin those areas identified as Critical. Generally these areas are extensions to the old village, containing a mixture of building types, but arranged, mostly informally, around a network of lanes or tracks that contribute more to the character of these locations, than the majority of the architecture itself. Hedges trees and landscaping are also important characteristics. These Constant areas

are generally of lesser historic significance but have a collective value as a result of their positive attributes.

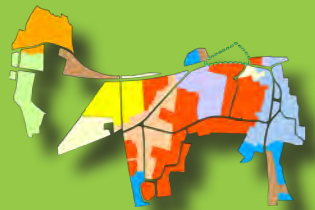
3.7.4 These areas could potentially accommodate a limited degree of change/intervention, but care would be required to ensure that their valuable attributes are not adversely affected. Such areas could be subject to inappropriate levels of intensification, loss of vegetation or formalising/engineering the informal network of lanes around which they are structured.

### 3.7.5 Tradable

The majority of the village is classified as being of Tradable townscape quality. Most pre- and post-war development has been of indifferent architectural quality. Whilst some individual buildings are of an attractive design or in a positive setting, much of these areas consists of estate housing, of standard house types, engineered estate roads, uniform appearance and a ubiquitous character that does not reflect the distinctive qualities of the village.

## KEY POINTS

- Wool and East Burton have some Critical townscape, confined almost exclusively to their most historic parts. These areas retain a rural character with distinctive features such as the stream, hedges and verges rather than pavements.
- Constant townscape can be found adjoining the critical areas. Whilst these areas are of less historic or architectural value and perhaps less sensitive to change, their layout on lanes and tracks retains an important rural informality.
- The majority of the village is of Tradable townscape quality, comprising commonplace 20th century estate development that is in no way specific to the character of Wool.

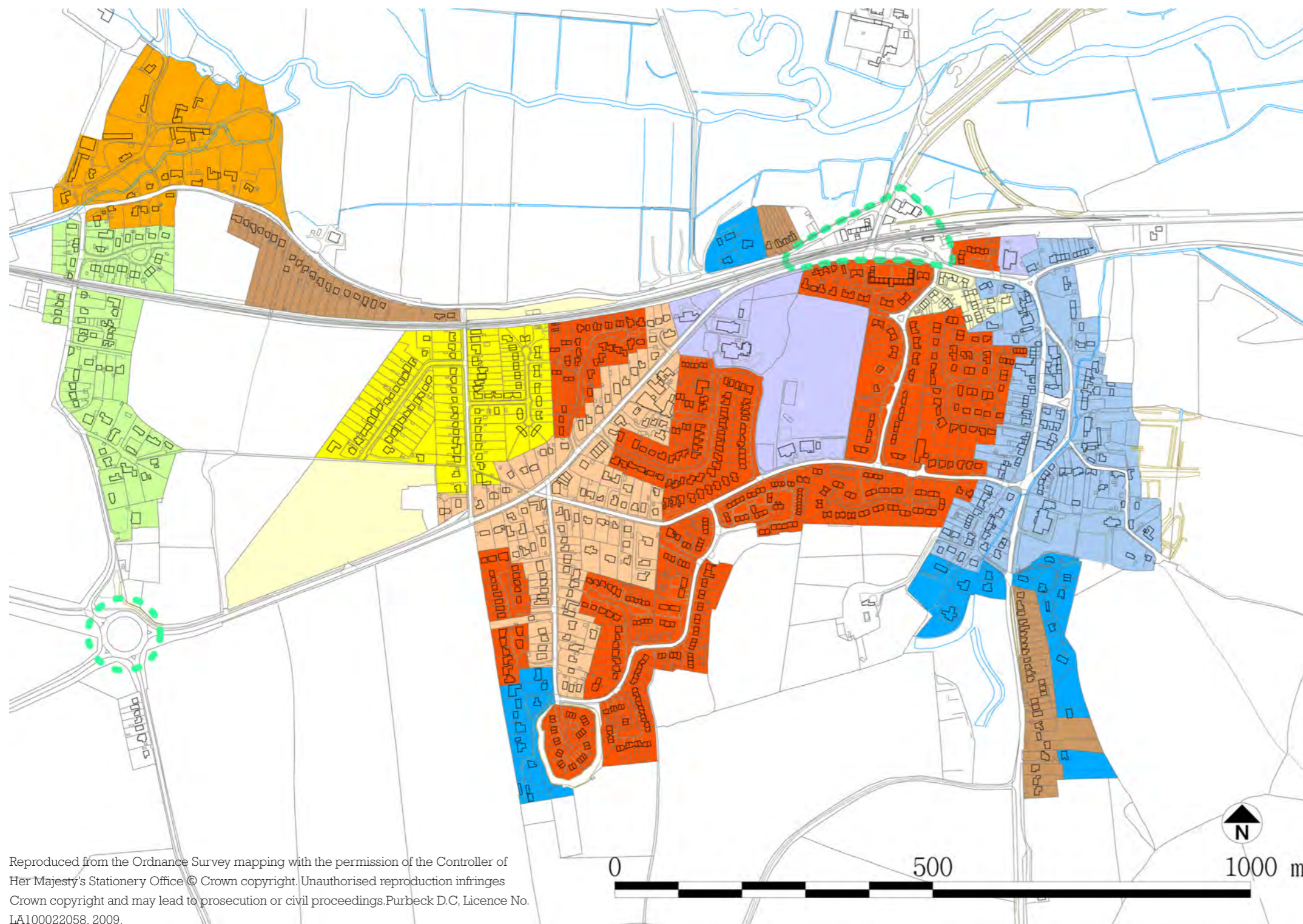


# Wool

## Character types

### 04.1

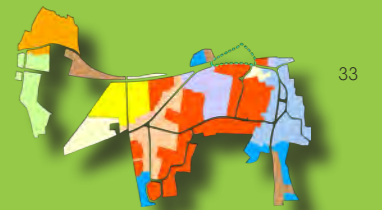
#### Character types



-  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

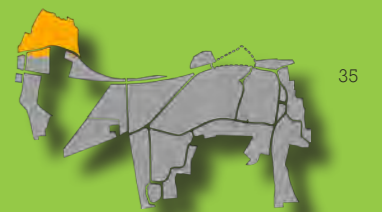
- Some indifferent modern architecture is insensitive in this setting.
- Parts of this area are liable to flooding.
- Lulworth Road can be busy at times.
- Poor street furniture and advertisement clutter.
- Traffic noise.
- Lack of public facilities.
- The Cross development.

#### 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

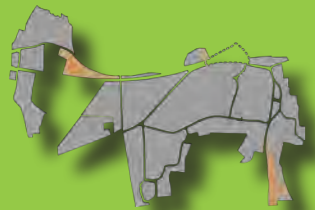
- Some indifferent modern architecture is insensitive in this setting.
- A large part of this area is within the floodplain.

##### 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

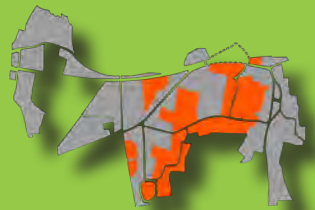
- Some buildings of indifferent architectural quality.

#### 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

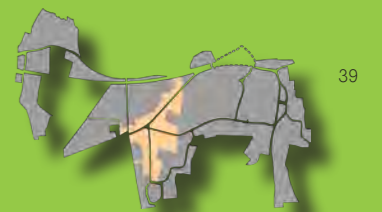
- Housing estates are ubiquitous 20th Century designs and lack both legibility and a sense of place.
- Standard road layout and cul-de-sacs result in a road dominated environment.
- Incidental green spaces or Space Left Over After Planning (SLOAP) occur within these areas and make little contribution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

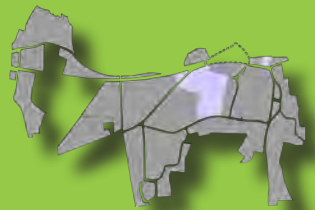
- Some buildings of indifferent quality.
- Frontages of commercial premises are weak and have a poor relationship with the public realm.

#### 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.

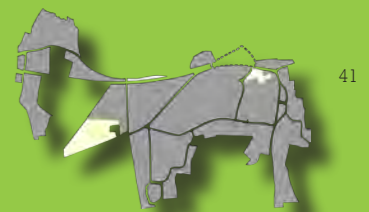
#### Opportunities

- 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

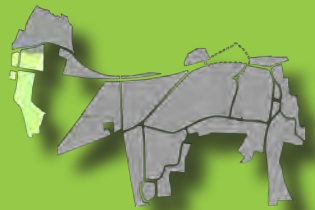
- Layout and streets remain primarily car orientated.
- Streets display very hard landscaping with extensive use of tarmac.
- Internal courtyards designed as parking courts rather than spaces and are poorly landscaped.
- Generic vernacular styles with few references to the local character or distinctiveness 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

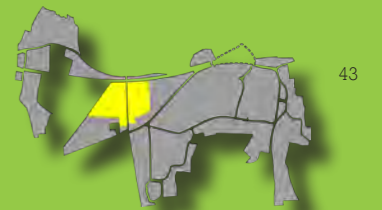
- Areas of indifferent modern architecture and layouts.
- A small part of this area is within the floodplain.

##### 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

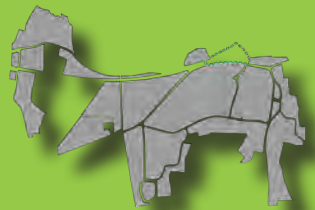
- Areas and buildings of indifferent quality.
- Some weak frontages where boundaries have been removed.

##### 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.

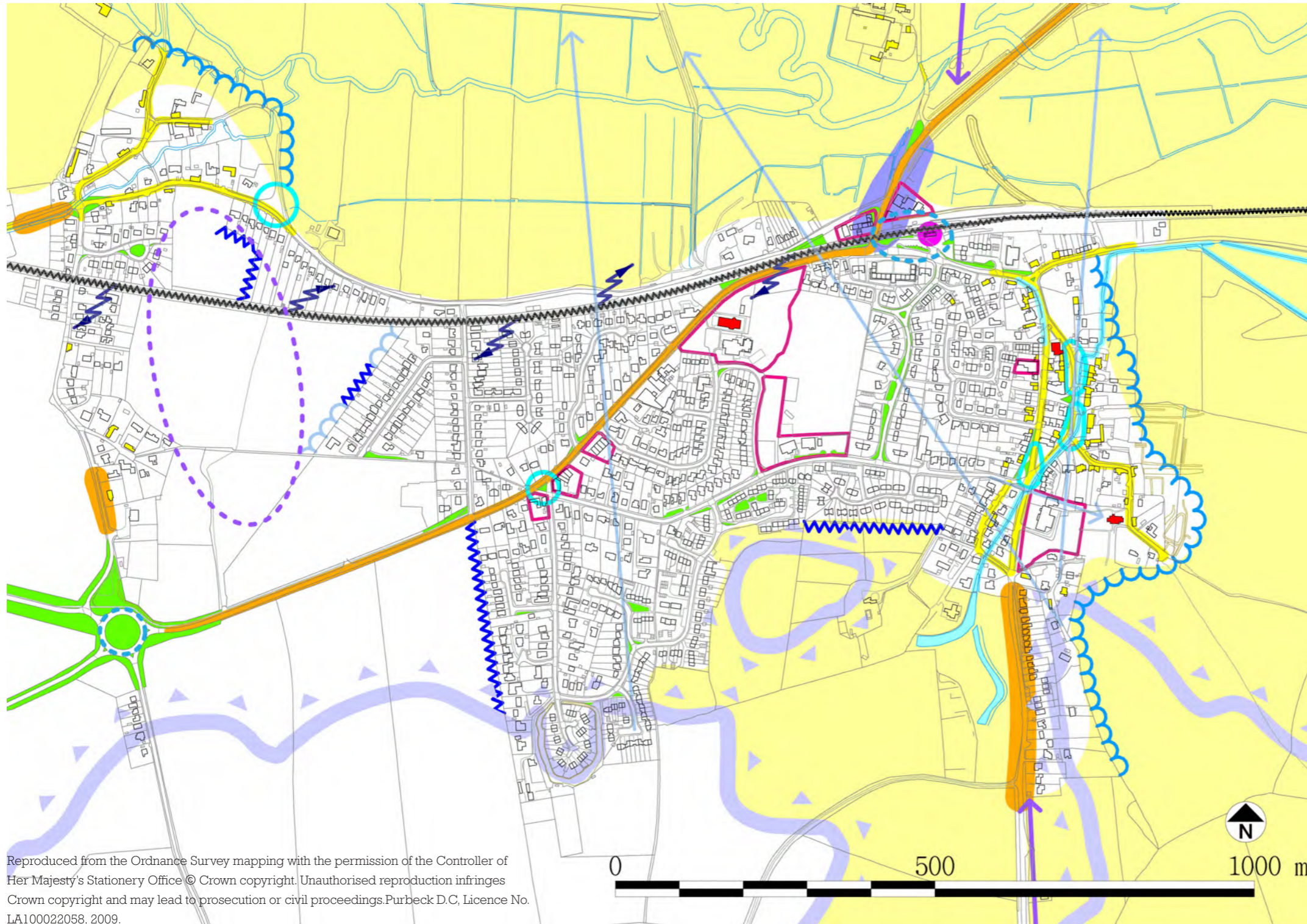
English Partnerships has been working and consulting with a range of local partners to examine the issues facing the area. Zog Brownfield Ventures (Winfrith) Limited have been appointed as developers to the site, and they along with English Partnerships will be working closely with Purbeck District Council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

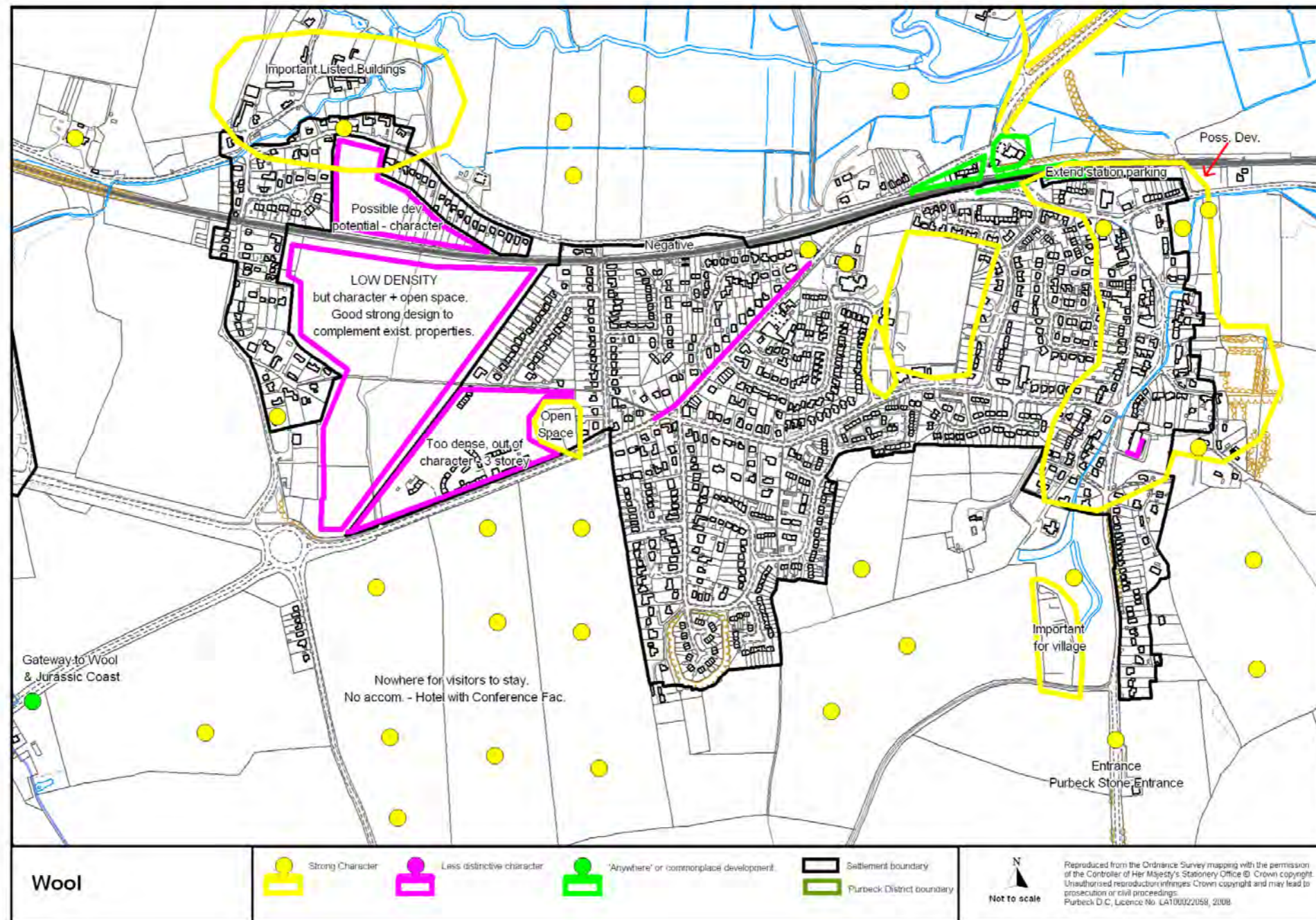
##### Views specific to Wool:

- 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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