

REVISED POLICIES – RESULTING FROM FORMAL CONSULTION DRAFT RESPONSES (March 2014)

BNDP.OL.1 – Scale of Development

New development will be confined to small scale proposals which fall within any of the following categories and will be supported in principle:

- (a) Housing development schemes of 1 to 12 units and site area not exceeding 0.5 hectares in size
- (b) Non residential development not exceeding 1000m² floorspace and site area not exceeding 1 hectare.

BNDP.OL.1 Reasoned justification

Policy SP1 of tThe Island Plan Core Strategy clearly sets out where new development proposals are expected to be to be located in relation to Rural Service Centres and the Wider Rural Area and thus relevant to the Parish of Bembridge. It also confirms that, within these areas, development is expected to be small scale expects development in the Wider Rural Areas and the Rural Service Centres to be “smaller scale” but does not quantify this. Policy OL1 above provides a quantified definition of “smaller scale” which will to provide clarity to the developer and to will ensure that all new development is of a size and scale which is appropriate to the character of Bembridge and is the type of development supported by the Community-as reflected in its Vision Statement.

The Flow Chart as produced on page 9 will provide further guidance on the application of Island Plan Core Strategy Policy SP1 and the Bembridge Neighbourhood Development Plan.

The Bembridge Neighbourhood Development Plan definition of “smaller-scale” has been derived from the definition of major development as set out in the Town and Country Planning Act. However, a threshold of 12 housing units (which under the Act falls within the definition of major development) has been determined as it accords with the findings of the 2013 Bembridge Housing Needs Survey, ensures an element of on-site affordable housing provision will be provided but remains a small enough number to be regarded as “small scale”.

BNDP.H.3 - Safeguarding of Development Delivered to Meet Local Need

Development approved as meeting a local need will be subject to planning conditions and/or planning obligations to require the first occupants to be existing residents of the Isle of Wight with a Bembridge connection ~~or~~ meeting one of the following categories:

- (a) a person who currently lives in the Parish of Bembridge and wishing to move to a smaller property in order to release larger accommodation
- (b) a person who currently lives in the Parish of Bembridge and has an appropriate housing need because their family size has increased
- (c) a person who currently lives in the Parish of Bembridge and wishes to transfer to a similar sized property
- (d) a person from the Parish of Bembridge who is subject to a planned management transfer based on medical grounds
- (e) a person who has previously lived in the Parish of Bembridge for 5 or more years up to the age of 16
- (f) a person who has for 5 years prior to such acquisition or occupation been in continuous full or part-time employment (excluding seasonal employment) in Bembridge the Parish or has accepted an unconditional offer of employment in Bembridge. the Parish.

The first period of occupancy in accordance with the above criteria to be for a minimum of three months thereafter occupation (subject to the same criteria) may be extended to the neighbouring parishes of Brading or St Helens for a further three months. Thereafter, the property may be offered on the open market.

In the case of essential agricultural dwellings, these are to be occupied by person(s) employed or last employed in agriculture.

BNDP.H.3 Reasoned justification

Under the provisions of Core Strategy policy SP1 (applied in this instance to housing development) new development within or immediately adjacent to the settlement boundary which does not relate to previously developed land (PDL) will only be approved if it can be demonstrated that PDL is not available and that an identified local need is met. Development of land outside or not adjacent to the settlement boundary (ie the Wider Rural Area) must meet a specific local need. Having regard to this, it is anticipated that any new housing development justified and thus approved on the basis of demonstrating meeting a local need would be for either a Bembridge resident or a person with a Bembridge connection and not for open market housing and it is important to ensure it is delivered to the specific local need which provided the justification for its approval. Accordingly, a restrictive condition is reasonable and will be applied.

For the purposes of this policy and justification, the definition of "Bembridge connection" and occupancy time scale has been derived from the Isle of Wight Council's Local Lettings Policy. The neighbouring parishes of Brading and St Helens are both Rural Service Centres and thus subject to the same Island Plan Core Strategy policies with regards to new housing development. and would require development proposals approved under policy BNDP.H3 to demonstrate meeting one of the following categories: the one used by the Isle of Wight Council's Housing Department which is someone who

~~(a) has lived in the village for five years or more or (b) has a close relative (ie parent or children) who has lived in the village for five years or more.~~

Dwellings approved on an agricultural justification would be subject to the standard planning ~~a~~ condition restricting occupation to a person or persons employed or last employed in agriculture.

BNDP.WS.1 – Village Core Retail Centre and Lane End Retail and Business Centre

The loss of any existing shop or business premises within the Village Core Retail Centre and the Lane End Retail/Business Centre to a non-retail or business use will only be supported where it can be demonstrated that:

- (a) the premises/site has been actively marketed for at least 12 months at an appropriate market price with a view to securing a new operator; and
- (b) the existing use is no longer needed within the village or is not viable for an alternative retail or business use or is relocating to alternative premises within either of the two Retail/Business Centres
- ~~(c) is relocating to alternative premises within either of the two Retail/Business Centres;~~

New retail uses will be expected to be located within the two retail centres unless it can be demonstrated that there is a local need for the use in a location outside the defined retail areas or no suitable accommodation is available within the defined retail areas.

BNDP.WS.1 Reasoned justification

This policy addresses the shortfall of the Island Plan Core Strategy to afford the same level of protection from loss of retail and businesses as it affords to the loss of tourism accommodation. The Bembridge Neighbourhood Development Plan policy will provide greater protection from the erosion of the existing range of shops and services which contribute to the vitality and viability of Bembridge for proposed uses which falls outside the remit of the Town and Country Planning (General Permitted) Development Order (as amended).

This policy deals with retail proposals. Other employment proposals are covered by policy WS5 and tourism proposals by BNDP.T1

BNDP.WS.2 – Embankment Industrial Zones and Bembridge Harbour

Development proposals outside permitted development will be supported on previously developed land within the Embankment Road Industrial Zones where this conserves, enhances and complements the existing uses of the area. Where previously developed land is not available, this must be demonstrated by the application and a justification provided as to why a greenfield site is required.

Marine uses will be particularly supported.

Development schemes outside the zoned areas will need to demonstrate that no previously developed land is available or an economic case can be made for expansion of existing businesses outside the zoned areas.

BNDP.WS.2 Reasoned justification

The Embankment Zones are outside the settlement boundary of Bembridge and separated by undeveloped land which contributes significantly to the coastal/marshland character of this part of the Parish. The established predominantly marine nature of the existing businesses is to be supported but coalescence of the two areas would undermine the visual amenities of the locality. The containment of the built development to the two zones provides a balance to supporting the local economy and preserving the rural/coastal environment.

This policy relates only to planning proposals which do not fall within the remit of the Town and Country Planning (General Permitted) Development Order (as amended).

BNDP.WS.4 – New Shop Fronts and Advertising

New shop fronts within the historic core of the village centre as defined in the Bembridge Conservation Area Plan will be expected to preserve a traditional appearance.

Within this historic core, fascias and projecting signage is to be kept to a minimum and illumination to be by means of external spotlights and not internally illuminated fascias or strip lights and signage will be required to be constructed of traditional or appropriate composite materials.

In all cases, advertisements and signage will be expected to be of a high standard of design, located on and relate well to the premises and business they serve and be in character and keeping with the street scene or, where located within the Wider Rural Area, be in character and keeping with the locality and to not adversely impact on the rural landscape.

Illuminated signage will be confined to areas that are street lit.

BNDP.WS.4 Reasoned justification

The majority of the shop premises within the village centre are Victorian of origin and featured in the former Village Design Statement as a visual characteristic of the locality and a desire to retain and maintain the traditional appearance of the buildings. This was supported by an approach of strictly controlling signage and lighting.

The village centre is located within the Conservation Area and the traditional appearance requirement will ensure the existing heritage assets are conserved and enhanced. The policy recognises that advertisements within the Wider Rural Area require an enhanced degree of control to ensure that the rural landscape is not harmed by inappropriate signage and lighting.

The traditional appearance of the Bembridge village centre shop premises, as highlighted by the former Village Design Statement and carried forward to the Bembridge Design Character Appraisal document, acknowledges the uniformity of size, stall riser heights and window and entrance styles. The Conservation Area Appraisal draws attention to the purpose built commercial units in the Historic Core and their consistent occupation by local businesses, some with long histories of trading Bembridge and goes on to describes them as having "...few overbearing or urbanising commercial elements to detract from the village character".

The CPRE has undertaken research on "night blight" in the South East of England (including the Isle of Wight) caused by light beaming in an upwards direction and seen as a pinky orange glow which lights up the skies for miles outside towns and cities. Satellite data obtained by CPRE shows how much night time light is beaming upwards from each square kilometre and this information has been plotted on a Dark Skies Map with a range of 0-255 (0 meaning the satellite is detecting no light in a square kilometre and 255 meaning the satellite's detector is saturated with light). The ranges are grouped in 5 categories. Bembridge lies within category 3 (50.01 to 150 per square kilometre) and is sandwiched between two greater light saturated areas of Ryde and Sandown/Shanklin. Bembridge therefore has relatively dark skies compared to neighbouring parts of the Island which warrants protection from levels of excessive illumination particularly in the Wider Rural Area part of the Parish.

BNDP.WS.5 – Employment Opportunities

Proposals which will promote employment opportunities in the Parish will be supported where it can be demonstrated that the use will benefit the local economy and that the development will not adversely impact on the existing employment or service uses or on the character and appearance of the locality. New development uses will be expected to be located within the defined development settlement, or on previously developed land, or the zoned areas on the Embankment or Bembridge Airport or existing tourism sites unless an economic need is demonstrated for development outside these areas or the development relates to the re-use of redundant or disused buildings which would lead to an enhancement of the immediate setting.

Loss of existing employment uses will only be supported where it can be demonstrated the existing use is not longer required or viable and premises/site/business has been actively marketed for at least 12 months at an appropriate market price.

BNDP.WS.5 Reasoned justification

Similar to the objectives of BNDP.WS.1, the objectives of this policy are to support, promote and protect employment uses for the valuable contribution they make to the local economy (including reducing the need to travel) whilst at the same time protecting the undeveloped areas of the Parish from encroachment by built development or existing employment uses being lost to other forms of development outside the remit of the Town and Country Planning (General Permitted Development Order (as amended)).

Proposals relating to retail schemes are dealt with under policy BNDP.WS1. Proposals for tourism development schemes are dealt with under policy BNDP.T1.

BNDP.D.2 – Extensions and alterations to existing buildings

Proposed extensions and/or alterations to dwellings must appear subservient in size and scale to the existing building and will be required to be constructed of complementary materials and be of a design which reflects and enhances the character and appearance of the existing building. New roofs are to be pitched unless this is out of character with the existing building.

Extensions and alterations to non residential buildings will be required to be of a design which reflects and enhances the character and appearance of the existing building and to appear in keeping with the surrounding built development or landscape.

BNDP.D.2 - Reasoned Justification

It is important to ensure that changes to existing development do not adversely impact on the existing character and appearance of the built development or the rural landscape. Bembridge is a desirable place to live and house prices are generally high. Within the parish there is evidence that modest sized dwellings are being enlarged beyond the allowances set out in the General Permitted Development Order¹ causing a loss to the small sized housing stock and resulting in development which appears out of scale and character with the surrounding existing development.

¹ Town & Country Planning (General Permitted Development) Order 1995 as amended

BNDP.T.1 – New Tourism Uses

Sustainable tourism development proposals and/or extensions to or expansion of existing tourism uses will be supported throughout the Neighbourhood Plan Area in principle. Proposals relating to land outside the settlement boundary will need to demonstrate that the use proposed will not have an adverse impact on the rural landscape but will promote the unique characteristics of the area.

Proposals providing all year round uses and attractions will be supported but schemes within the Wider Rural Area will need to demonstrate that such uses will not adversely impact on the rural landscape.

In all cases appropriate levels of parking facilities must be provided.

BNDP.T.1 - Reasoned justification

Small-scale Sustainable tourism development which is appropriate to the overall character of Bembridge will benefit the local economy but this must be balanced against the need to protect the existing character of the built environment, rural landscape and coastal fringes of the village which contribute significantly to the character and qualities of Parish and its existing tourism offer.

The policy criteria of BNDP. OL.1 defines “small”.

BNDP.T.2 – Holiday Accommodation

A mix and range of styles of new holiday accommodation will be supported. The design and appearance must comply with the Design policies of this Plan. New holiday accommodation will be approved subject to the following condition in order to ensure the accommodation remains in holiday use and prevents its use for residential purposes or second home ownership:

Holiday Accommodation condition:

The development hereby approved will be for holiday purposes only and will not be occupied for residential purposes, including as a second home².

BNDP.T.2 - Reasoned justification

It is important that new holiday accommodation is in keeping with the existing built development and overall character of the Parish. The Parish already has a high proportion of 2nd home ownership which results in houses being unoccupied for long periods during the year and thus have little contribution to the economy or vitality of the village. Modern holiday accommodation, including static caravans, is built to a high specification (as clearly in evidence at Sandhills Holiday Park and Park Resorts at Whitecliff Bay) which is suitable for all year round occupancy. This policy is to ensure that new holiday accommodation is directed at the tourism market and occupied by visitors for short periods with a high turnover and to prevent residential occupancy either on a permanent or second home basis which removes the accommodation from the tourist market.

² For the purposes of this Plan, the definition of a second home is one that is not the primary residence of the occupier and one which is not made available to the wider holiday lettings market for all year round holiday use.