

3 STRATEGIC POLICIES

This plan looks ahead to the year 2011. The following strategic policies will provide the broad framework for development and land-use on the Island over this period. The justification for these policies, together with

the detailed policies, proposals and guidance are found in Part II of the Plan. The policies and proposals in Part II of the Plan are in general conformity with these strategic policies.

- S1 *New development will be concentrated within existing urban areas.*
- S2 *Development will be encouraged on land which has been previously developed (brownfield sites), rather than undeveloped (greenfield) sites. Greenfield sites will only be allocated for development where they are extensions to urban areas and where no suitable alternative brownfield site exists.*
- S3 *New developments of a large scale, will be expected to be located in or adjacent to the defined development envelopes of the main Island towns of Cowes/East Cowes, Newport, Ryde and Sandown/Shanklin.*
- S4 *The countryside will be protected from inappropriate development.*
- S5 *Proposals for development which on balance (bearing in mind all the Part II Policies), will be for the overall benefit of the Island, by enhancing the economic, social or environmental position will be approved, provided any adverse impacts can be ameliorated.*
- S6 *All development will be expected to be of a high standard of design.*
- S7 *There is a need to provide for the development of at least 8,000 housing units over the plan period. While a large proportion of this development will occur on sites with existing allocations or planning approvals, or on currently unidentified sites, enough new land will be allocated to enable this target to be met and to provide a range of choice and affordability.*
- S8 *At least 60 hectares of employment land will be allocated within, or adjacent to the main Island towns in areas well served by public transport.*
- S9 *The relocation of a major new employer will be encouraged and a development site sought if no allocated site is suitable or available.*
- S10 *In areas of designated or defined scientific, nature conservation, archaeological, historic or landscape value, development will be permitted only if it will conserve or enhance the features of special character of these areas.*
- S11 *Land use policies and proposals to reduce the impact of and reliance on the private car will be adopted and the Council will aim to encourage the development of an effective, efficient and integrated transport network.*
- S12 *Sufficient land will be made available for mineral extraction to provide for the needs of the Island over the plan period and longer term.*
- S13 *Adequate provision will be made to enable the Island to dispose of its own waste within the county.*
- S14 *New retail development will be expected to locate within existing town centres.*
- S15 *Important natural resources, including water and the best agricultural land will be safeguarded.*

These strategic policies and the development allocations and transportation proposals of Part II assure that no fixed link will be

provided to the mainland within the plan period.

