

APPENDIX H

Summary of Existing and Proposed Development Briefs

More detailed briefs have been prepared for some sites and will be developed for other sites as and when they are required. It is intended that detailed development briefs will be taken forward as supplementary planning guidance (SPG).

1. Newport Harbour Quays

Regeneration of Newport Harbour to open the east quays for public activities and uses. Provision of tourist attractions and accommodation and other leisure facilities. Complement Arts centre and Riverside Centre facilities. Improved harbour facilities and water retention, within the developed area for visiting yachts and boats. Promote links with Cowes. Access and car parking issues. Promotion of appropriate waterfront related employment on west quays for boatyards etc. and define clear boundaries between harbour activities and Riverway industrial uses. Examination of relationship between West Bank users should be undertaken, with the identification of appropriate industry and leisure areas. A planning brief for the harbour was agreed in March 1997.

2. Football Ground/St Georges Park Area

An area of land 7.9 ha (19.52 acres) (T7h), comprising a football ground, with stands and practice pitch, and potential exists for a tourism, events and leisure development. There is also the opportunity to consider the inclusion of additional land to the east, between the ground and Pan Lane, currently owned by the local authority.

The area is situated on the main Newport to Sandown road, with existing access off St Georges Way. A development could potentially create traffic problems in the Newport area dependant upon the time and size of events, and improved access, linking to the development proposed to the east, beyond Pan Lane will be an important consideration.

3. Whitecroft

Site of former hospital in extensive parkland setting in the countryside. Principles of change of use or redevelopment to employment, tourism or institutional uses appropriate but not residential development. Buildings to be retained, appropriate building foot-print area and important existing landscape features identified. Planning guidelines for the site were prepared in July 1988.

4. Northwood Agricultural Showground

Events site - This area is currently used for several events throughout the year, but has the potential to be more extensively used. The possibility of using the adjoining land as part of the site needs to be considered as in its present form, it has limited capacity.

It is well sited in traffic terms, as it is situated on the main Newport to Cowes Road, close to centres of population and ferry links to the mainland. It has the potential for staging various types of events

5. Cowes Harbour

The Cowes Harbour Plan and Cowes Harbour Development Plan provide guidance for future development. Harbour north of floating bridge to be enhanced for yacht eventing and ferry facilities. The area between the Floating Bridge and Kingston should provide industrial and employment waterfrontage to support ship and boat building and wharfage needs of the Island. The eastern harbour between the breakwater and GKN Westland slipway has potential for

additional mooring, public landing and further tourism-related development, subject to navigation requirements and the infrastructure of the town and public access to the harbour side. South of Kingston to Folly to provide rural hinterland and destination for cruising yachts and boats. Estuary Management Plan (including Newport Harbour) to address interrelationship between human activities and nature conservation.

Guidance for the redevelopment of the Town Quay area of Cowes and a former boatyard to provide modern ferry terminal and common berthing facilities, improved access, marina, information centre and other appropriate support facilities as key to yacht eventing in Cowes. Principles of opening up water frontage to pedestrian visitors and public and retaining sufficient undeveloped open space to provide flexibility for different events. Addresses access and parking issues. The Yacht Haven part of the site is the subject of an existing planning brief prepared in May 1992.

6. Gurnard Marsh

The Council adopted the Gurnard Marsh Design Brief in October 1998. The brief provides guidance for property owners and officers on how to improve chalets whilst maintaining an acceptable standard of design quality. The design guidance only forms part of the wider picture for Gurnard Marsh. There are a variety of problems which lie outside of design control that must be addressed as part of a longer-term strategy to preserve and enhance the area. By incorporating the design brief into a longer term strategy, it is the intention to find a solution to the environmental, planning and visual problems experienced in the area, such as development on low-lying land liable to flooding, coastal erosion and appropriate coastal defence policy, coastal footpath, residential use of holiday accommodation, and policy for replacement or refurbishment.

7. Land at Kingston, East Cowes

Proposals for a mix of development at Kingston, south of East Cowes have been reconsidered following the demise of the Medina Bridge Crossing proposal.

Proposed land uses have been rearranged to provide a better relationship between existing and proposed uses, particularly the existing middle and proposed primary schools, while retaining the ability to improve access and infrastructure for the whole area. The primary school proposal east of Beatrice Avenue relates well to Osborne Middle School and may well enable the sharing of some facilities and joint use of the proposed open space. The Vic's football pitch and ground facilities may be rearranged to upgrade facilities and increase its usage.

The major development allocations comprise an area of some 6.5ha south of Kingston Farm Lane and west of Beatrice Avenue, allocated for residential development, which will be opposite the existing and proposed schools. Further to the west are areas totalling 12.2ha allocated for employment use, part as an extension of existing general and light industrial development at Kingston and an area of land adjoining the Medina Estuary, to be reserved for the expansion of the vital marine related employment uses of Cowes Harbour, such as boat building and maintenance, which require a coastal location.

Access required for the above developments and to serve the whole area is to be from Whippingham Road, to the south of the middle school and existing Vic's football ground and then will serve the proposed residential development and employment proposals west of Beatrice Avenue. Links should also be established to the proposed extended footpath, which should include slipway facilities for recreational access to the water.

8. Woodside, Wootton

Identified as a tourism development area (T7g). The site of Woodside Bay Holiday Camp is situated at the northern end of New Road, Wootton. The site has not been used for holiday purposes for some ten years and is currently vacant, derelict and overgrown. A planning application has been approved, subject to a legal agreement being signed, for mixed tourism and recreation development.

Any future development scheme would need to take into account the need for improved access to the site, the wooded character of the area, views from the sea and the potential impact on the site of special scientific interest.

9. Ryde Sea Front

A tourism development area (T7f), of over 15 hectares, comprising land between the Prince Consort in the west to the easternmost point of Puckpool and Appley Parks. The site has been extensively developed in recent years, including land reclamation to provide an ice rink, bowling alley, marina and associated development. Alongside the new facilities are existing uses such as a bowling green, amusement area, boating lake, swimming pool and pier. This area also includes the Vectis Boating and Fishing Club premises. The pier is also a major transport interchange for the Island, providing bus, train, hovercraft and catamaran services. Any such development will need to address the issues of the transport interchange and the related issue of coach parking.

There are still opportunities to develop the area for tourism, and more specifically for recreational uses, to complement the existing facilities. The relationship between Puckpool and Appley Parks and the more built-up seafront area is important. The parks provide valuable open recreational spaces in this area and should continue to provide for such activity.

10. Westridge, Ryde

The tourism development area (T7d) totals 11 hectares, to the rear of Tesco, with access off Brading Road. Existing uses include golf course and golf driving range, Cothey Bottom Museum, and the former Westridge Leisure Centre, which is now used for a variety of tourism and recreation uses.

Any future development should ideally be of recreational nature and could include both indoor and outdoor facilities. However, consideration needs to be given to the adjoining employment allocation, and the issues of access associated with such a use.

11. Smallbrook Stadium, Ryde

Events site - This is the site of the relocated Ryde Football Club, and consists of a number of linked facilities, eg football pitch and stadium area, artificial pitch and floodlighting, table tennis centre, playing field land, club house and car parking. The site has the potential to host mainly sporting events. The layout of the site may restrict the size and nature of the event that can take place. Again, there is the potential to expand onto adjoining land, subject to safeguards to the visual amenity of the area.

12. Havenstreet

Events site - The former railway yard and land, which annually hosts a steam railway extravaganza. There is the potential for using the adjoining land and staging other types of events. However, any intensification or alternative use would be dependent upon access to the site, as the road access is presently poor.

13. Garlic Festival Site, Newchurch

Events site - This area of land is at the Fighting Cocks crossroads and is presently used only once per year. Once again, there is the potential for additional land to be added in, increasing the site capacity, which would otherwise be restricted, or for more frequent use of the site for similar events. The prime location of the site between Newport and Sandown and Shanklin may encourage the hosting of local events.

14. Bembridge Harbour

Guidance for future improvements of facilities within the harbour, identification of appropriate location for marina pontoons and supporting shoreside facilities and car parking. Need to balance commercial, employment and recreational activities and demands with national and international nature conservation requirements

15. Shanklin Esplanade

A tourism development area (T7a), on land between Shanklin Esplanade and Eastcliff Promenade, running from Hope Approach in the north to the car park opposite the former pier in the south. The site totals approximately 3 hectares. Existing land uses include putting green, crazy golf, amusement arcades, and a number of bars and hotels and associated car parking.

Originally allocated in the South East Wight Local Plan, the area is considered suitable for holiday accommodation, facilities for recreation and parking for cars and coaches.

16. Upper Chine, Shanklin

A tourism development area (T7e) comprising of 2.5 hectares of land, including school buildings, playing fields and the Margaret Pasmore Theatre, which, due to the relocation of the school are now surplus to requirements. The site is adjacent to Shanklin Conservation Area and adjoins Big Meade recreation area. Access is from Church Road. An area of land allocated for residential development, in conjunction with this site, is considered suitable for reuse of the former large houses and low-density development of part of the school grounds, not complete redevelopment of the site. It is considered that the site is suitable for conference facilities or tourism accommodation, although re-use for educational purposes would also be acceptable. Any use of the site would need to reflect the character of the area.

17. County Ground, Shanklin

Events site - This area of land is situated between the railway line and Green Lane and adjacent residential properties and has, in the past, been used for circus and fairground events and may be suitable for small-scale events, particularly related to tourism.

The site has potential for good rail access, although it is more difficult by car and there is minimal car parking, due to existing development and associated infrastructure. Proximity to residential properties will be a factor to be considered in terms of noise generation.

18. Culver Parade, Yaverland (including Browns Golf Course)

A 37 hectare area of land running south-west along Culver Parade, including Sandown Zoo and the land previously known as Browns Golf Course. The site includes the area between the development at Yaverland and the fringes of Sandown. Existing land uses include a boating lake, tennis courts and other recreational facilities owned by the local authority. The site is generally open in nature and the central part of the site is an important flood plain of the Yar River, which restricts development opportunities and also has nature conservation importance. It was identified for potential development in the South East Wight Local Plan. Only the part of the area adjoining the seafront is allocated as a tourism development area (T7c).

A 1.47 hectare area of land adjacent to the Canoe Lake, Culver Parade has outline permission for a new visitor and interpretation centre, which forms part of a Millennium Bid. The Council has also received an application on a privately-owned south-western part of the site for the development of a multiplex cinema, public house, restaurant, motel, non-food retail, bowling alley, play hall, car parking and access road. All proposals would have to take account of the hydrological and conservation constraints on the site and the relationship with the employment land proposed to extend the College Close industrial estate and the proposed waste water treatment plan.

19. Battery Gardens, Sandown Bay Leisure Centre, Old Reservoir and Los Altos Park

A tourism development area (T7b) of some 6 hectares, made up of three sections; Battery Gardens, running from the cliff to the railway; the Heights Leisure Complex and old reservoir site and Los Altos Park was originally identified in the South East Wight Local Plan.

It is considered that the area is generally appropriate for recreational facilities only, with Battery Gardens and Los Altos Park remaining in informal recreational use. This site would form a continuous recreation area from Cliff Path to Los Altos Park. Any built development should adjoin the Heights complex. The site is sloping and any future development should complement existing uses. The aim of allocating this site is to enhance the attraction of the area by providing open recreational space.

20. Sandown High School

Events site - Situated at the end of the Fairway, Sandown, the site comprises open playing field land and an athletics track. It was the site of the Island Games and has the potential for hosting a range of athletics and large scale sports events

