

**Area Action Plan
Informal Discussion Document**

The Bay Plan

May 2014

Introduction

The [Island Plan Core Strategy](#) is the document, along with [national planning policies and guidance](#), against which planning applications are determined by the Isle of Wight Council. The Core Strategy covers the whole Island, but recognises that the Medina Valley, Ryde and The Bay are the key areas for housing, jobs and infrastructure on the Island and will need different planning approaches.

The council is preparing an Area Action Plan (AAP) for the Bay area, which we are calling the Bay Plan, to recognise and address the individual characteristics and needs of each area. The process for preparing such documents are set nationally but the council has prepared this informal discussion document outside of the required formal stages, to invite comments on its emerging thinking and the way in which it may go forward in the next stages of the Bay Plan process.

Some issues raised and questions asked in this document are not land-use planning issues, but have been included because the council covers a wide range of services. While the formal AAPs may not be able to address these issues, the information gained from this consultation exercise will be shared with other areas of the council where relevant.

As it is an informal discussion document, there are no environmental assessments (such as a Habitat Regulation Assessment or a Sustainability Appraisal) – these, and other technical evidence base documents, will be prepared and published for the formal consultation stages.

The Core Strategy has a policy (AAP3) that sets out the requirements that the Bay Plan will need to address. When the Bay Plan document gets to the formal stage of going through a public examination, the council will

need to demonstrate how the Bay Plan addresses these and complies with the National Planning Policy Framework, which is the document that sets out the Government's planning policies. The headings within the main section of the document are those requirements as set out in AAP3.

Making Comments

If you have any comments on what is in this document, please send them by email to planning.policy@iow.gov.uk, or by post to:

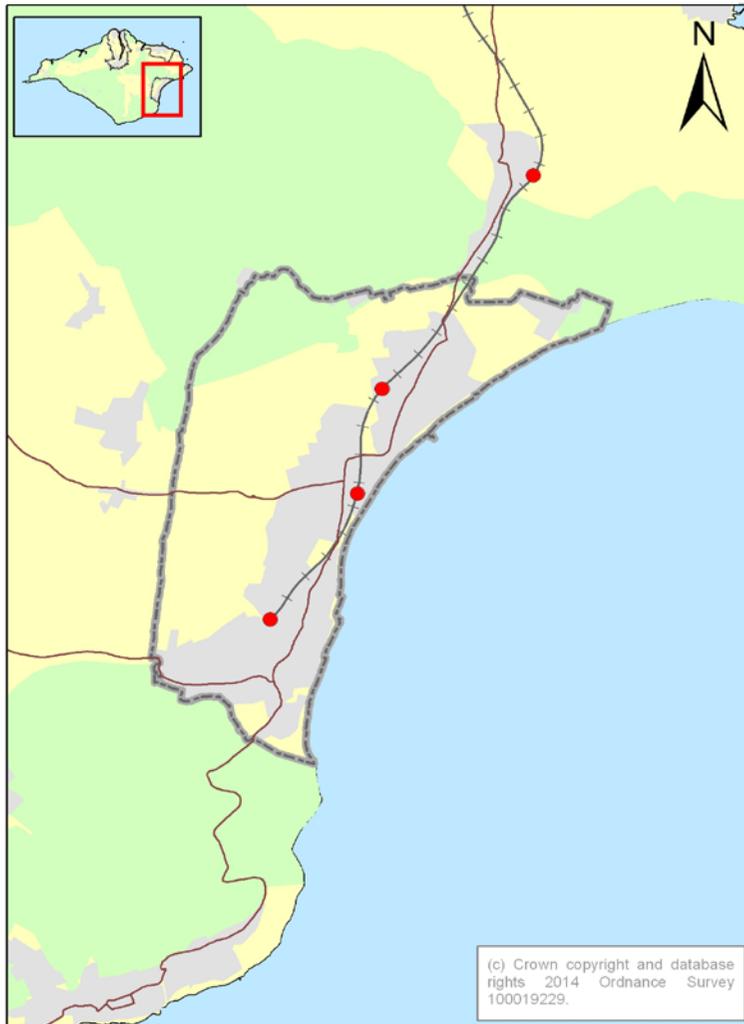
Bay Plan Informal Consultation
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Seaclose Offices
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There will be a 6 week period for people to comment on the document, which will run from Friday 23rd May until midday Monday 7th July 2014.

A comments form, which includes all the questions posed in this document, is available on the council's website, or alternatively paper copies will be available in local libraries, Seaclose Office and Customer Services at County Hall.

Any comments that we receive will then influence the content of the AAPs going forward into the formal stages. A timetable for these stages can be found on our [website](#).

The Bay Plan Area



This document explores the planning-related issues for the Bay area, as set out within the Island Plan Core Strategy, and poses some questions which we would like your feedback on. This document is intended to provoke discussion and includes some of our current thinking and other things that you've told us you would like to see happen.

In the Core Strategy, the Bay has been identified as being an appropriate area to accommodate further development, mainly due to the established size of the settlement and employment provision.

The council will be mindful of the links between The Bay and the other AAPs and the areas between them. The AAPs and their policies though can only cover the land within their boundary as shown on the Proposals Map.

Within the Bay there are three main settlements; Sandown, Lake and Shanklin, which unlike other areas are well connected, both in terms of different types of transport links and physically how each settlement joins to its neighbour. There are also a number of environmentally sensitive areas, mainly focussed around the beach and surrounding headlands/Downs.

We have worked with the town and parish council's in thinking about how the requirements of the Core Strategy can be met through The Bay Plan. Because of its unique environment, a number of different approaches will be needed to make sure the town and parish councils, and their communities, can feel confident that the Bay Plan delivers the requirements for the Bay area in a way that reflects local circumstances.

The document is now split under headings that are the requirements for the Bay Plan in the Core Strategy. We've provided some commentary on the issues being faced and posed a number of questions for you to answer, to help us understand your thoughts.

1. Identify appropriate development sites, within or immediately adjacent to the settlement boundaries within the AAP boundary, for the majority of the dwellings allocated for the area

1.1 Since 2012 we've approved a considerable number of dwellings in the Bay, which means that we are already close to the target in the Core Strategy. Whilst we could say that we don't need to plan for further housing development, if we don't it would mean that we could miss out on further regeneration and improvement opportunities in The Bay.

Question 1

What are your views on the council permitting further development to contribute to the regeneration of The Bay area?

1.2 Our preference towards housing development, which is established in the Core Strategy, is broadly speaking that they should be brownfield and/or located within or immediately adjacent to settlements. To help us, and those interested in development, know what potential development sites will be considered for allocation in the Bay Plan, assessment work has

been undertaken in a document called the [Strategic Housing Land Availability Assessment](#) (SHLAA).

1.3 Following the Government's publication of the national Planning Policy Guidance in March 2014, we have started to review our SHLAA to see whether there are sufficient development sites to make sure it follows the latest national guidance to see whether there are enough suitable potential development sites in the Bay Plan area to meet the required amount of housing development set out in the Core Strategy.

1.4 This review shows that there are a number of brownfield sites within the settlement boundary that could contribute to the further regeneration and improvement of The Bay. We also know that there are a number of greenfield sites available for development on the outskirts of the built up area.

1.5 Information from the local community suggests that there is support for using the allocations process to ensure the re-use of redundant buildings across the Bay. We have taken the proactive approach of contacting the land owners of derelict buildings to establish whether sites are available for redevelopment.

1.6 With this in mind we've also recently approved the redevelopment of Sandown Social Club for residential development within the Sandown Conservation Area.

1.7 With the potential for planning for a higher level of growth in The Bay, we will also need to think about improving the employment

opportunities to strengthen the positive effects of people working in the same place that they live.

Question 2

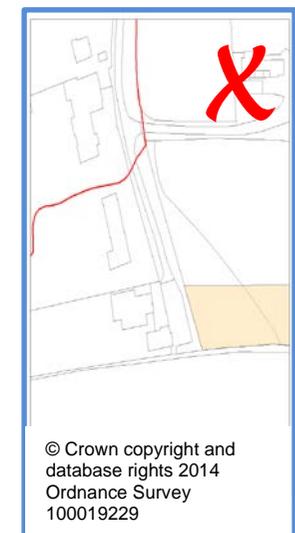
What are your views on the use of brownfield land first, to support regeneration, and the impact this could have on infrastructure development?

- 1.8 In carrying out various consultations over many years the message that is constant is “the council should only allow housing that brings forward the required infrastructure” to support it. However we also receive messages that we should develop brownfield sites first.
- 1.9 In this current market, and thinking about the period to 2027 (which is how long the Core Strategy runs for) we need to ensure that the right sites are brought forward. Therefore careful balance has to be struck between the support for brownfield land (which is generally more expensive to develop and therefore may not be able to cover the costs of wider infrastructure improvements) and the release of greenfield sites.

Question 3

If viability is an issue on brownfield sites, should the local planning authority take a pragmatic approach to negotiating s106 contributions?

- 1.10 Policy SP1 of the Core Strategy says that development should be located on sites within or immediately adjacent to the settlement boundary. We know from feedback that we should be clearer about what we mean by ‘immediately adjacent’, as there is public concern that some development proposals have stretched what they would consider ‘immediately adjacent’ to reasonably be.
- 1.11 So far, we have considered the definition of ‘immediately adjacent’ to be if part of the proposed development site is either directly touching part of the settlement boundary or there is a road between the two. Examples of how it has been interpreted are shown below.
- 1.12 The view that we have been hearing is that our community does not necessarily consider a site to be immediately adjacent if, for example, only part of the site, such as the access, is adjacent.



Question 4

How do you think the council should define “immediately adjacent” to the settlement boundary?

2. Demonstrate that the allocated sites, either individually or in combination, will have no adverse effects on the integrity of European sites

- 2.1 There are a number of high quality environmental areas in The Bay that are of European importance. Whilst we think that this is a positive thing, it also means that we have a legal responsibility not to allocate sites that individually or collectively would have a significant adverse impact upon them, which is usually in relation to the likely recreational impacts that would arise from new development.
- 2.2 We are aware of the frustration that some experience when proposed development schemes cannot be brought forward, or are significantly modified, because of concerns over impacts on these designated sites. It has been described as a ‘birds before people’ approach and whilst we will always seek what we think to be the best outcomes for Islanders; we still have to abide by European legislation and national planning policy.
- 2.3 Because other local authorities are facing the same issues, a Solent-wide piece of work has been going on with involvement from a number of Solent local authorities. This work is called the

Solent Disturbance and Mitigation Project (SDMP). As part of this wider work, and commitment to meeting its responsibility, we are in the process of putting in place a mechanism for collecting financial contributions towards mitigation (see glossary) from certain types of new development.

- 2.4 The SDMP 5.6km zone of influence only partially covers The Bay Plan area (unlike the other two plan areas, Medina Valley and Ryde, which are wholly covered). Residential development proposals within this zone will require the provision of mitigation.
- 2.5 Part of the way we will demonstrate no adverse effects on the integrity of European sites will be through a document called a Habitats Regulations Assessment (HRA). The strategic level Island-wide HRA that supported the Core Strategy will, along with the work mentioned above, form the basis for The Bay Plan HRA.
- 2.6 This is an iterative process and has not yet been completed. This assessment will be completed to inform the council’s proposed housing allocations in the formal stages of the Bay Plan process.
- 2.7 It is not just the housing allocations that may impact on the European designations within the Bay Plan area. Where other allocations/designations are made the HRA of the plan will need to demonstrate that there are no significant adverse impacts.
- 2.8 The Bay Plan will probably need to consider opportunities to reduce recreational pressure on America Woods SSSI, such as diverting pressure to other recreational resources and/or creating new woodland.

Question 5

What are your views on the approaches to ensuring no adverse effects on the integrity of designated sites within and next to the Bay?

3. Provide for the target of 35% of affordable housing, but consider whether levels of affordable housing higher than that set out in DM4 can be achieved on land owned by affordable housing providers

- 3.1 Having consulted with affordable housing providers, there currently seems to be no opportunity to facilitate a higher level of affordable housing within the Bay. However, we will continue to explore whether this can be achieved.
- 3.2 We are aware of concerns of current residents that affordable housing on the Island is being taken by people who are not from the Island. One of the duties of the LPA is to plan for the needs of our residents through a local lettings policy for new development, which is a legal agreement signed by the developer that sets out to who, and the way in which, affordable housing is to be distributed.
- 3.3 We will look to ensure that local housing needs are being met through the introduction of local lettings policies for new development. We will ensure, where possible, Island residents

are prioritised for this accommodation whilst recognising that there may exceptional circumstances that influence the way we prioritise certain cases.

Question 6

Should the council seek 'local lettings' policies wherever possible and if so, should any particular group(s) of people be prioritised?

Houses in Multiple Occupation (HMOs)

- 3.5 HMOs are where at least 3 tenants live, forming more than one household and sharing toilet, bathroom or kitchen facilities. A household consists of either a single person or members of the same family who live together. An HMO can be; a house split into separate bedsits; a shared house or shared flat, where people have separate renting agreements; a hostel; a bed-and-breakfast hotel that is not just for holidays.
- 3.6 Landlords of HMOs must meet certain standards and obligations and some HMOs must be licensed. Issues that can arise with HMOs include safety matters (including fire, gas and electrics) and overcrowding and associated problems. The council is responsible for enforcing HMO standards and can make a landlord take action to correct any problems.
- 3.7 HMO's play a role in providing housing for those who need small accommodation. With the recent introduction of the bedroom tax residents are being encouraged to only occupy the housing types that are closest to their needs.

Question 7

Do you think that there are problems with HMOs in The Bay? If so, why and what are they?

- 3.8 There have been comments made that there are too many HMO's in the Bay. However we know there are no more (proportionally) than in other areas of the Island.
- 3.9 There are currently 26 HMO's in Sandown, which is 0.8% of housing stock in the parish and 30 in Shanklin (0.7%). This type of housing often meets the specific needs of vulnerable adults and single people.
- 3.10 In addition the other issue that sometimes is voiced is that there is no need for one bedroom flats. We think there is likely to be an ongoing need for such types of units, and once we reach the formal stages of the Plan we will be able to confirm this with evidence. This likely need has to be balanced against the fact that due to the wider financial conditions lenders are less likely to lend to developments of flats. Without an intervention, this situation could make the need for such units more pressing.

Question 8

If you think there are problems, could these be addressed through better management of the HMO or through planning restrictions?

Question 9

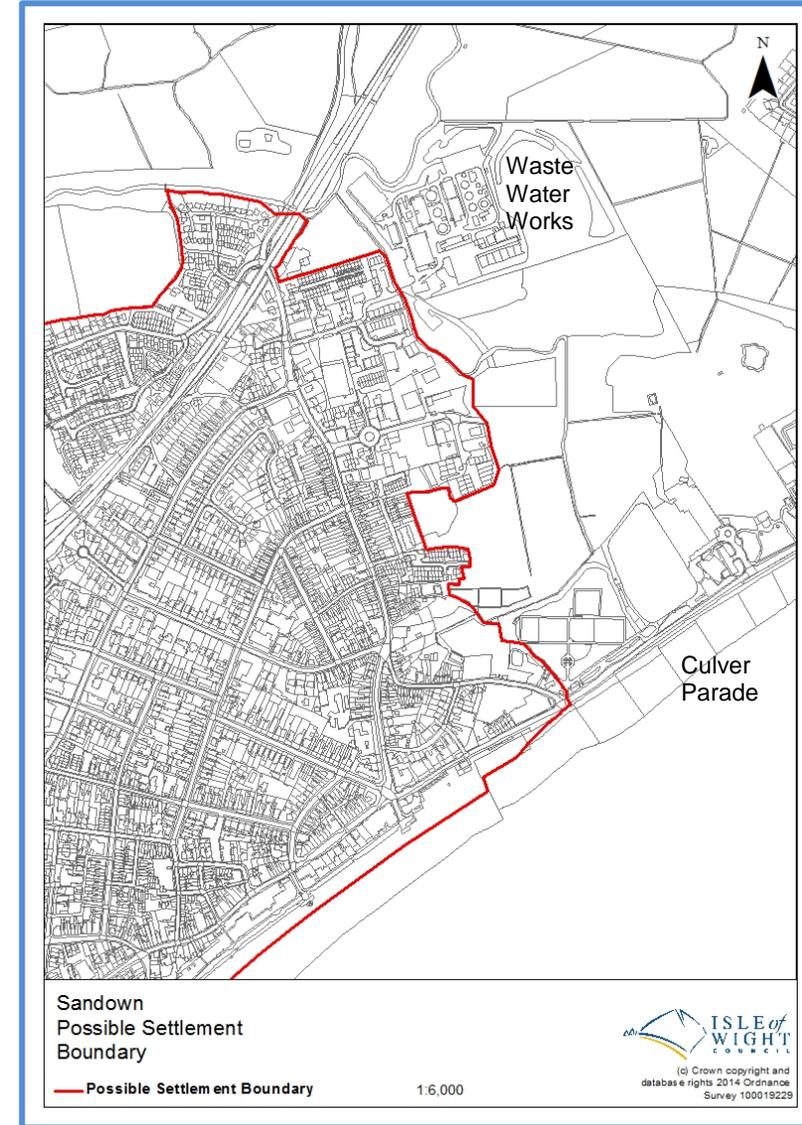
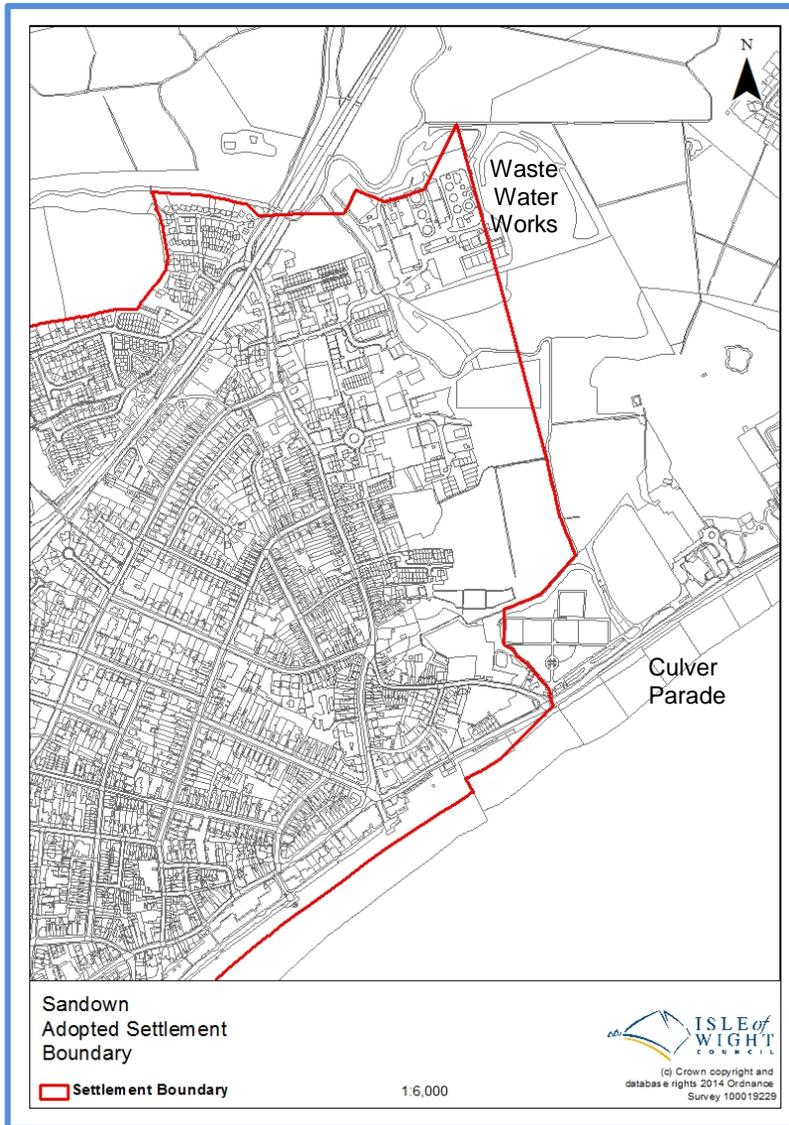
Would you prefer to see people housed in one bedroom flats or HMOs?

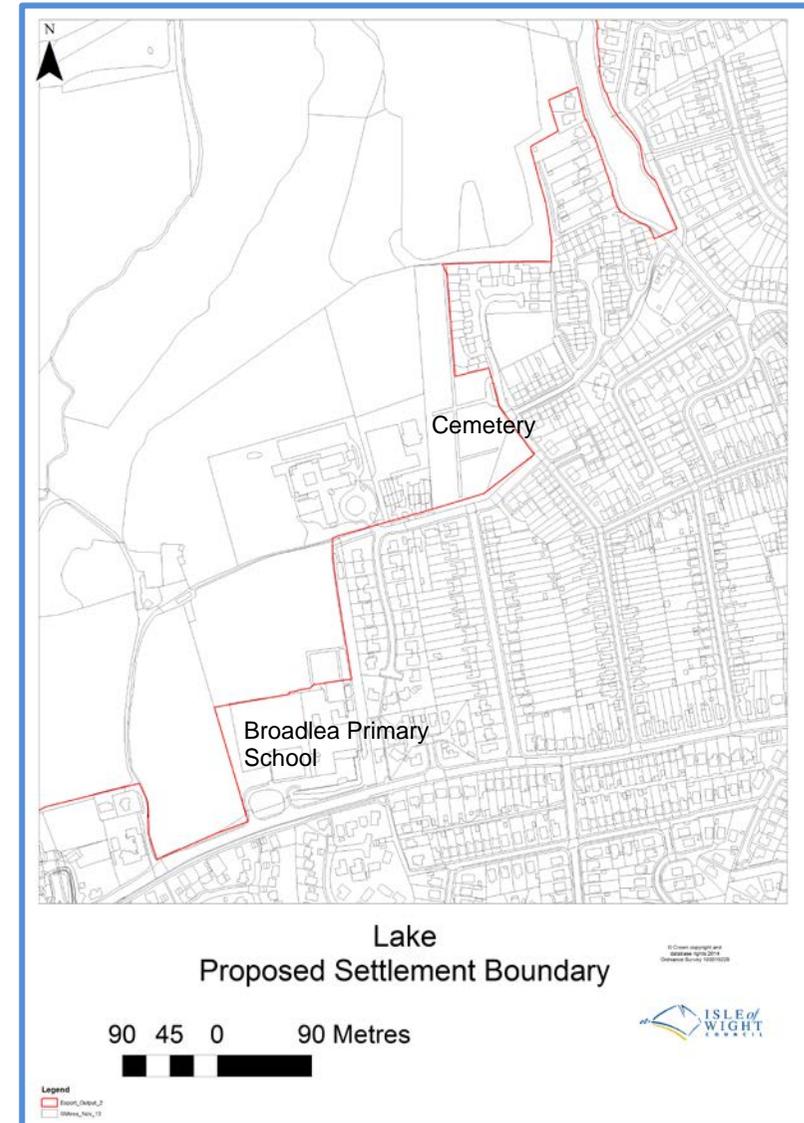
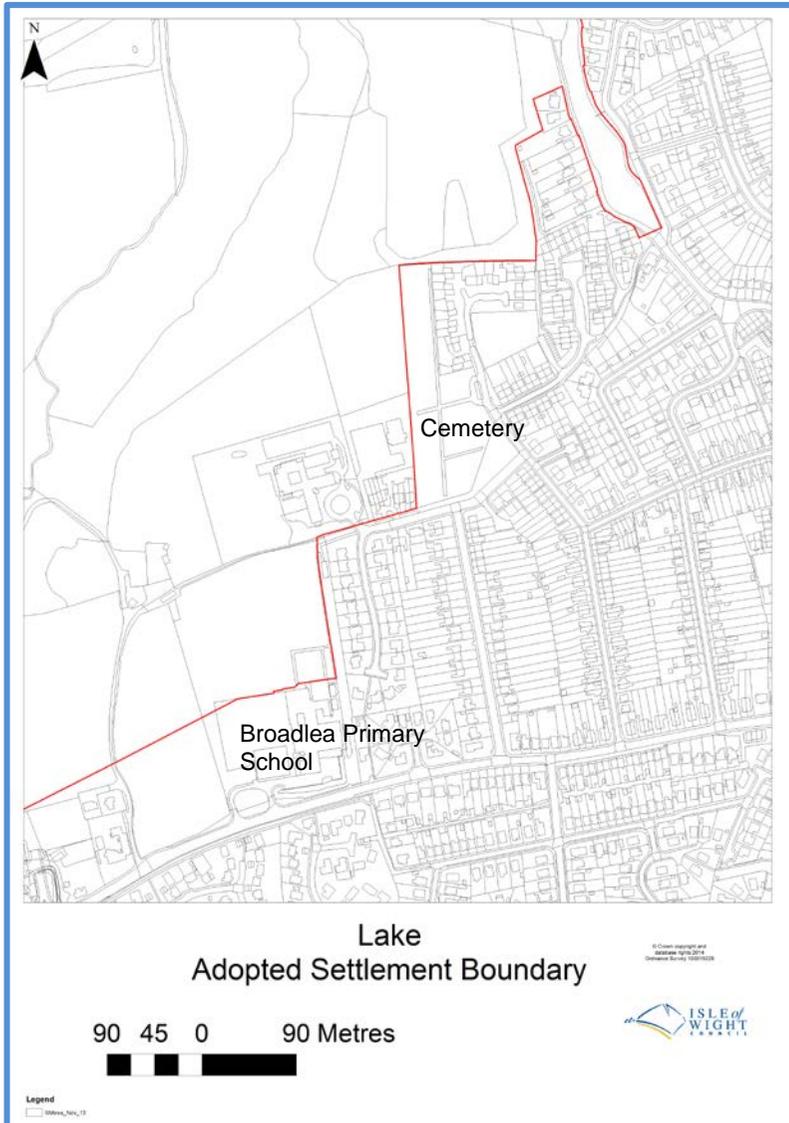
Question 10

Would you prefer to see converted properties used for single person or family accommodation?

4. Revise the settlement boundaries within the AAP boundary as required

- 4.1 We have been working with the Town and Parish Councils within The Bay, to think about updating the settlement boundaries that have been in place since the Unitary Development Plan (UDP). We want to ensure that the settlement boundaries remain fit for purpose, by helping to deliver the wider aims of the Core Strategy and meeting the aspirations of the local communities.
- 4.2 We have not yet undertaken detailed work on this issue for The Bay, and will consult with the local communities to evidence any proposed amendments.
- 4.3 From looking at the Island Plan Proposals Map there may be a justifiable opportunity for redrawing the settlement boundary more tightly in the area between Sandown and Yaverland, and a couple of small areas to the west of Lake. The changes that we could make are shown on the following maps.





Question 11

Do you agree with the possible amendments shown in the maps on the previous few pages?

Question 12

Do you think there are any other areas where changes to the settlement boundary should be considered?

5. Identify and allocate suitable sites for Gypsies, Travellers and Travelling Showpeople, in line with the provisions of DM6

- 5.1 We have a duty to identify sustainable locations to meet the needs of gypsies and travellers, and we are aware that in some circumstances gypsies and travellers have been using unauthorised stopping places. Because of this we think there is a need to plan for this community in a positive and proactive manner.
- 5.2 We will be consulting with landowners to understand whether there is suitable land available to be allocated for sites for gypsy, travellers and travelling showpeople.
- 5.3 The Core Strategy sets out that sites for gypsies and travellers should be located on “appropriate land within or immediately adjacent to the defined settlement boundary”. If no sites within

or immediately adjacent settlement boundaries are identified, then the council will need to consider alternative locations for allocations.

Question 13

If enough land cannot be identified within or immediately adjacent to settlement boundaries, what other locations do you think should be considered for gypsies, travellers and travelling showpeople?

Question 14

Should the council seek to regularise existing unauthorised stopping places as an alternative to providing new sites?

6. Determine whether economic development land is required to be allocated to contribute to the delivery of SP3

- 6.1 In the Core Strategy we didn't make any allocations such as employment uses in The Bay. What we are doing now is undertaking work to update our evidence base to establish whether employment allocations are needed, and how any employment allocations could contribute towards regeneration in The Bay. Employment within the Bay has traditionally been linked to the tourism sector.
- 6.2 We will be undertaking work to update our evidence base to understand from the market whether further employment

allocations are required, and in general terms, for what kind of employment uses. We are also in discussion with other groups and organisations to understand what type of employment they would like to see in their community, so we can understand how these aspirations can be met.

- 6.3 That said, we do have to be realistic about what can be achieved. It is all very well to seek, for example, higher-end well paid jobs, but if the people with the necessary skills aren't already in the area then we need to think about the overall strategy in its widest sense. Do we need to work harder on improving the existing skills, which isn't a land use planning issue, or understand and plan for a greater level of commuting?
- 6.4 This will draw on work already undertaken by the Partnership for Urban South Hampshire (PUSH) and the Solent Local Enterprise Partnership (SLEP), and will be undertaken in time to inform the formal stages of the Plan production.

Question 15

Do you think the council should alter its approach towards new employment opportunities from the Core Strategy? If so, how and why?

Question 16

Are there particular areas that you think would be best suited for employment uses, and if so where are they?

7. Establish whether there is the need for retail allocations in this general location

- 7.1 We have undertaken surveys of vacancy rates in Sandown and Shanklin since April 2013. The latest survey, from April 2014, shows that shop vacancy rates are 7.3% and 7.1% respectively, which is below the national (13.9%) average and as such it is considered that the town centres are actually performing quite strongly (in terms of shop vacancy rates) in the current economic climate.
- 7.2 Morrison's at Lake has high levels of trading (and has recently extended its store), and accounts for 11.9% of all main food shopping trips on the Island.
- 7.3 We think that the retail offers and roles of each of the identified Town Centres across the Island are different. Within The Bay the offer can generally be classified as local convenience goods for the local residents and tourists.
- 7.4 Evidence currently indicates that there is the market capacity for additional floorspace in both convenience and comparison goods in Shanklin. Whilst we support economic growth, we are not currently proposing to allocate any edge-of-centre or out-of-town locations for retail, due to concerns over the harm that this may cause to the existing town centres.
- 7.5 With this in mind we do not consider that there needs to be an additional allocation made for retail sites. We think that in order

- 8.3 Currently the Primary Retail Frontage in Shanklin only covers one side of Regent Street (the right hand side as you look from Falcon Cross Road), so there could be the potential to extend it to the other side of the road. This is shown on the map on the following page.

Question 19

What are your views as to the suggestion that the main shopping area boundaries should be altered as set out in paragraph 8.3?

- 8.4 The NPPF defines what, in planning terms, are considered to be main town centre uses. These include, but are not limited to, retail development, cinemas, restaurants, bars and pubs, night-clubs, bingo halls, offices, theatres, museums and hotels.

Question 20

Are there any main town centre uses that we should restrict in certain areas, and if so where and why?

Question 21

Should there be core areas for specific main town centre uses, and if so what uses and where?

Lake

- 8.5 Lake historically hasn't had a Town Centre Boundary or Primary Retail Frontage, and we are keen to explore whether you think any protectionist approach should be introduced for this area
- 8.6 The government has introduced a number of changes to permitted development rights (the changes you can make without planning permission), and some of these relate to the change of use away from shops. We know that there a number of shops on Lake 'High Street', but we don't know how important these are locally and what the implications would be if their use changed.

Question 22

What are your views on whether shops in Lake should be protected to make sure they don't get converted to other uses?

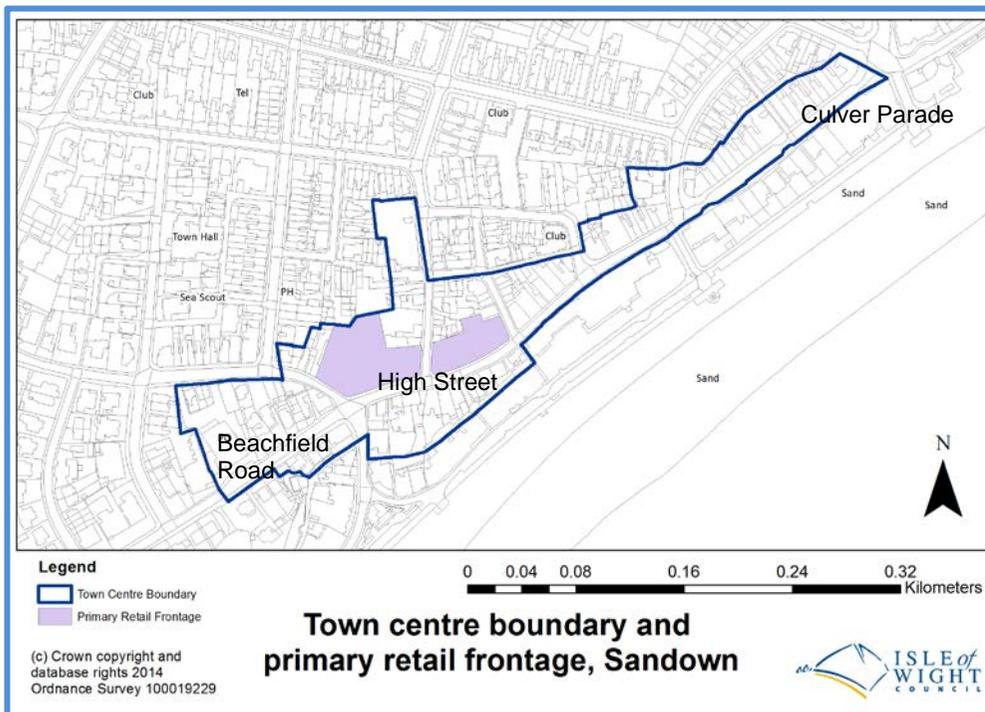
Sandown

- 8.7 There may be a number of opportunities in Sandown to contract the current Town Centre Boundary to more accurately reflect where the shops are and changes that have happened over time. We think that the opportunity for the creation of secondary frontages should also be explored.
- 8.8 Whilst reviewing the physical Town Centre Boundaries and Primary Retail Frontages, there will also be the opportunity to see

whether the policies also need reviewing and whether new approaches should be taken.

- 8.9 The north-eastern end of the High Street is currently within the town centre boundary, although the seaward side of the road is mainly just the back of hotels, rather than shops. However, this area is also important in linking the lower end of the High Street to the car parking and other tourism/leisure uses towards Fort Street.

- 8.10 However this is not just about where areas should be located but also what types of uses we'd all like to see. Do we want a Core Area for shopping or do we want it spread out? Do we want all of the leisure activities (and the night-time economy) located in a specific area? Do you think there are too many of one type of shop in one area and what should be done about it?



Question 23

What are your views as to the suggestion that the main shopping area boundaries could be altered?

Question 24

Are there any main town centre uses that we should restrict in certain areas, and if so where and why?

Question 25

Should there be core areas for specific main town centre uses, and if so what uses and where?

9. Consider the appropriate way to develop a clear and distinctive high quality tourism offer for The Bay, particularly relating to the street economy

- 9.1 We will continue to work with partners to establish this. A lot of good work has previously been undertaken, such as Destination Sandown! led by the Island's Destination Management Organisation (DMO) and work previously undertaken by us, that should be utilised. This and further work can then feed into the masterplanning work being undertaken by the Chamber (which is discussed in more detail later on).
- 9.2 Planning decisions can contribute to achieving the wider aim of improving the tourism offer within The Bay. It won't be just hotels and new development that help achieve this and therefore we will continue to work with operators, Visit Isle of Wight, the Chamber, the Town and Parish Councils and others to understand how this can be done.
- 9.3 We will, in our role as the Local Planning Authority (LPA), explore how this can be supported through positive planning, for example in supporting the re-use of empty buildings and permitting schemes that improve the quality of the built environment to contribute to a more positive perception of The Bay.
- 9.4 Tourism has changed since the heyday of the bucket and spade holidays, which has meant that some of the tourism facilities and destinations do not meet current expectations. We know that some sites that have previously been used for tourism and are

currently empty may not be suitable for retention due to this change in visitor expectations and the size and type of sites. A balance will need to be struck between leaving buildings empty and/or rundown and permitting schemes that improve the tourism offer.

Question 26

Where a site is vacant, but its last use was for tourism, do you think that development only associated with tourism should be allowed on the site?

- 9.5 We are keen to support improvements to the street economy, because of the positive economic and wider benefits it can bring. When we say street economy, we are thinking of things such as pedestrianisation, outdoor markets and increasing the opportunities for outside eating and drinking.

Question 27

Do you think the council should seek to improve the street economy? If so, how, where and why?

10. Whether high quality existing hotel and tourist accommodation stock requires increased levels of protection

- 10.1 Existing planning policies allow the change of use from hotels to residential where certain criteria are met. The public feedback so far has been mixed in terms of whether this approach is too onerous and doesn't allow for hotels to be lost, or is too open and allows too many hotels to be lost.

- 10.2 We are aware of a number of vacant buildings within The Bay and these are set out in a separate section below.
- 10.3 Some hotels are not trading and we are mindful of this when applications are submitted for redevelopment. Feedback from the community suggests that certain redundant hotels need a proactive approach to redevelopment.
- 10.4 We think that we have currently struck an appropriate balance between the need to protect key high quality tourism stock and support the regeneration of The Bay, through the approval of high quality and well-designed schemes.
- 10.5 It should be remembered, in what is understandably an important and sensitive local subject, that in planning terms two wrongs (a derelict building and a poor quality replacement scheme) doesn't make a right. Although we understand that a tipping point may be reached and the benefits of approving a poorer quality replacement scheme will outweigh the harm to the local economy and environment of retaining a derelict building.
- 10.6 Previously there were identified areas where the loss of hotels wasn't supported. Our current approach is to allow for a change of use away from a hotel when it can be demonstrated a hotel is no longer viable. The current approach was devised being mindful of concerns over being too restrictive and not allowing run-down or empty hotels to be converted.

- 10.7 We know that there has been a mixed reception for this change in approach, and that concerns have been raised that we aren't retaining a sufficient amount of hotels. We are keen to understand whether this is an issue about the number of hotels, the quality, or where they are.

Question 28

Do you think the council should introduce special protection measures for hotels? If so, what and why?

- 11. **Determine whether the existing hotel and tourist accommodation stock can be rationalised and what opportunities may arise for re-use of sites**
 - 11.1 We have approved a number of applications since the adoption of the Core Strategy for the regeneration and redevelopment of hotels. We have also undertaken survey work of hotels in The Bay to map their location and status. This has shown that in Sandown there is no clear spatial pattern of distribution; within Lake the main location is in the area to the seaward side of Sandown Road; however, within Shanklin there is a concentration of hotels around Queens Road and Crescent Road.
 - 11.2 However the community have indicated that there is a high level of oversupply within the hotel stock, especially in Sandown. We want to work with the community to rationalise the hotel stock but currently we do not have the supply and demand data on which balanced planning decisions can be made.

- 11.3 We would like to work with Visit Isle of Wight and local providers to fully understand this so that we can understand whether our policies are over restrictive or 'about right'.
- 11.4 Hotels in The Bay are mainly larger Victorian buildings, which in some cases have suffered a lack of investment. We will permit the loss of accommodation when it can be demonstrated that their retention is economically unviable and that the loss is the last available course of action.
- 11.5 We accept that there is a fine line between sites being economically unviable and the need to protect tourism units in this area. We also understand that over the last few years visitor numbers have reduced and over the same period there has been a shift away from visitors staying in hotels; the shift being towards cheaper B&B accommodation, rented static caravans and chalets.
- 11.6 We understand that the market has changed – research produced by Melvin Gold Consulting Ltd in 2013 indicates that the Isle of Wight local authority area experienced the 8th highest loss of rooms nationally, with 933 rooms closed in the decade to 2013.
- 11.7 We will look to support the regeneration of redundant buildings, whilst seeking to ensure that hotels are not deliberately left vacant in order to meet policy requirements.
- 11.8 Where sites are not high quality or redundant and vacant, and the site is suitable and available for redevelopment and achievable, an appropriate allocation for residential

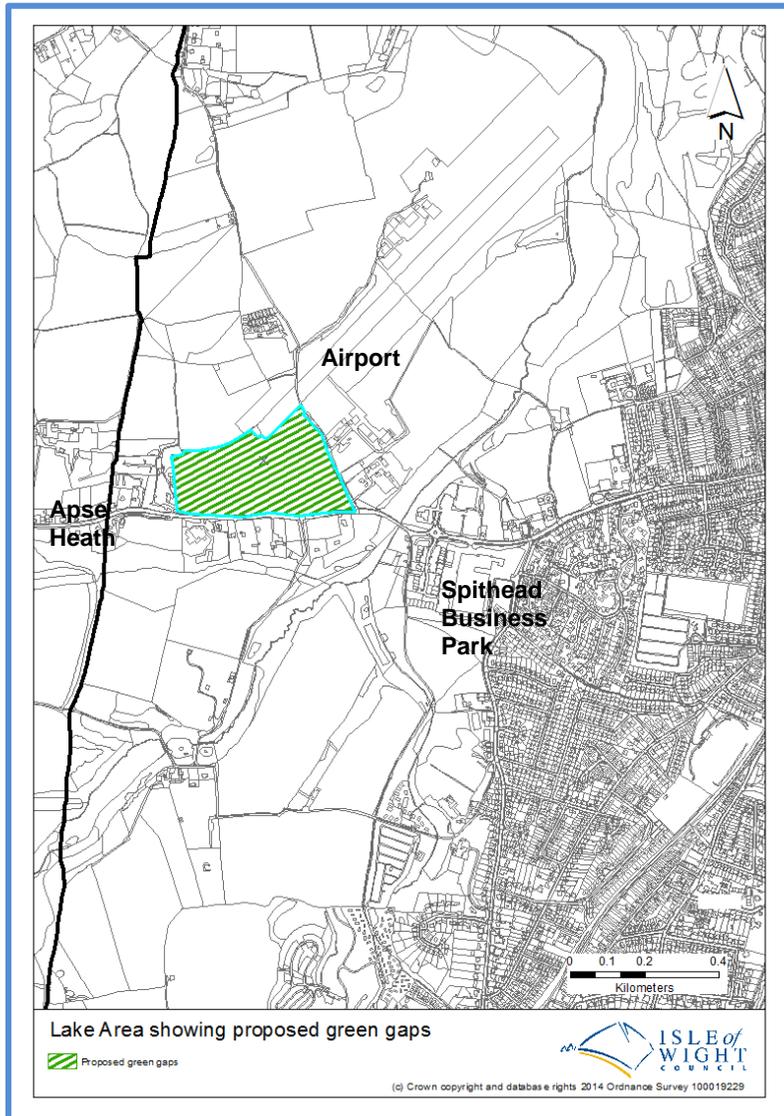
development/new tourism development will be considered subject to an appropriate design.

Question 29

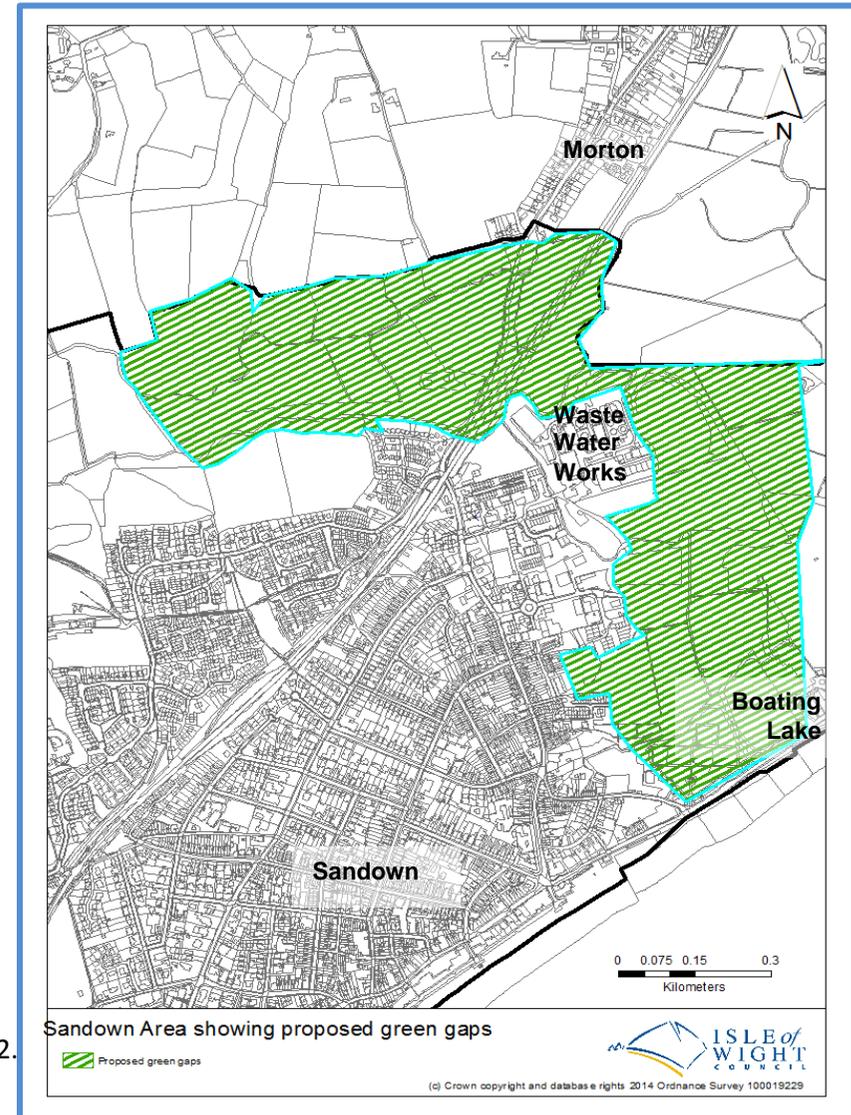
**Do you think the approach set out is the best way to manage existing hotel and tourism accommodation stock?
If not, do you have any ideas about how this could be done?**

12. Define and ensure that the areas which separate Sandown/Lake/Shanklin from Brading are appropriately protected to prevent settlement coalescence

- 12.1 Settlement coalescence is a term used in planning for where development would contribute to, or result in, the merging of separate settlements into one.
- 12.2 There is currently a clear gap between the south of Brading and the north of Sandown, and the importance of this to the local communities is evident from consultation and discussions. We will undertake work to understand the sensitivity of the area, to determine whether a local designation can be introduced to maintain it.
- 12.3 There doesn't seem to be any immediately obvious opportunities to prevent any further settlement coalescence between Shanklin, Lake and Sandown, although further work will confirm this or not. The maps on the following page identify general areas where we think there is the greatest risk from settlement coalescence.



12.



continue to work with the Parish and Town Councils to establish these.

Question 30

Do you think we should protect the gap between Brading and Sandown?

Question 31

Do you think that there are other areas that should be protected to prevent settlement coalescence?

13. Determine how the identified deficiency in Green Infrastructure can be addressed

13.1 Green Infrastructure (GI) is a collective term for a network of multi-functional green spaces, urban and rural, which are capable of delivering a wide range of environmental and quality of life benefits for local communities.

13.2 Work has already been undertaken for each Key Regeneration Area to identify deficiencies and opportunities for GI. We have identified some general improvements that the GI network could contribute towards or benefit from. These general improvements are:

- Improve connectivity to the two main towns from the Esplanade;
- Areas to help reduce the risk of flooding (such as Morton Brook);

- Increasing opportunities within existing green spaces and developing sites that have multiple uses;
- Increasing the connections between green spaces; and
- Areas identified to prevent settlement coalescence within The Bay will contribute to the overall GI.

13.3 The map below shows, in general terms, the opportunities identified.



- 13.4 The council will look to work in partnership with interested parties such as the RSPB and the East Wight Landscape Partnership to deliver the above and better understand other such issues and solutions.

Question 32

Other than the actions suggested in paragraph 13.2, can you think of any other opportunities there may be to improve the GI provision in The Bay?

14. The need for a comprehensive masterplan focussing on development and the public realm along the Esplanade

- 14.1 We will continue to work with partners to establish this. We understand that the Chamber are looking to undertake a business and community-led masterplanning exercise for The Bay, in the same way they have done for Ryde. We will again look to work with the Chamber on this, drawing on the previous work mentioned above.
- 14.2 Whilst we don't want to inhibit any outcomes of such masterplanning work, proposals will need to consider their impacts on European designations and what this might mean for the delivery of the proposal. Proposals will also need to be mindful of the flood risk areas to the north of Sandown.
- 14.3 We think that there is scope for improving the public realm in The Bay. We believe that the beach and the public spaces next to the beach, such as the Esplanade are some of the best assets the Bay

has in attracting visitors. Because of this we think that the most important public areas should be identified and where appropriate improved.

- 14.4 There may be opportunities for us to ask developers for financial contributions towards improvements to the public realm, as part of their permission. This is likely to be the main way we can get money to pay for such improvements.
- 14.5 We have previously considered what opportunities there might be for the development of a large scale marina to help with the regeneration of the Bay. Unfortunately we have not been able to take this forward as the physical environment, both in terms of physical processes and high level nature conservation designations currently make this unviable.

Question 33

Do you agree with a focus on improving the public areas in the Bay, particularly along the Esplanade? Are there other things you think the plan could do to help improve the public realm?

- 14.6 However we are always open to ideas that would generate investment and improve the local environment and economy, and we think the Bay is in a good position to do this. We think there are opportunities for tourism and recreation uses that could take advantage of the physical setting of the Bay through uses such as watersports, walking, cycling and other outdoor activities that could develop the green tourism offer of the Island.

Question 34

Do you think there are opportunities for new areas of public space, if so why and where? Would you support the idea of working to help develop outdoor activities?

15. Ensure that development does not negatively impact on the air quality in Lake and that appropriate mitigation measures, if required, are implemented

- 15.1 The junction of the A3055 (Sandown Road) and A3056 (Newport Road) in Lake has previously been recorded as experiencing higher than normal levels of air pollution. This is believed to be as a result of traffic idling at the traffic lights and the buildings either side of the road creating a 'bowl' effect.
- 15.2 This is an issue that we are aware of and will seek, in partnership with Environmental Health and Island Roads, to manage appropriately through the AAP process and individual planning applications.
- 15.3 The adopted Local Transport Plan and core strategy in particular policy SP7 Travel, support proposals that increase travel choice and provide alternative means of travel to the car so as to help reduce the impact on air quality and climate change and improve travel choice.
- 15.4 Government acknowledges the link between planning, transport and accessibility and recognises that the location of development

has a major effect on accessibility and travel patterns. Sandown, Lake and Shanklin can all be accessed from the Ryde Pier to Shanklin rail line and the opportunity exists to make more of this traffic free route. By ensuring that development is suitably located it may be possible to help reduce the need to travel and increase opportunities to walk, cycle and travel by public transport instead.

- 15.5 In order to identify appropriate development sites, as set out in point 1 of AAP3, sustainability will be the mechanism used to determine this. This will probably involve some sort of assessment framework that scores potential development sites against various sustainability criteria, one of which might be distance from a rail station.
- 15.6 There are likely to be benefits when using proximity to rail stations as a determining factor when seeking to identify sites for development. These include:
- The potential to reduce the number of trips made by private vehicles and therefore potentially reducing congestion and queuing times at key junctions within the plan area;
 - Potential decrease in pollution and therefore less likelihood of a decline in air quality
 - Potential improvement in health through encouraging travelling by foot and cycle.

- 15.7 Such an approach would help deliver aims and objectives of the adopted Local Transport Plan.

Question 35

To what extent, if at all, do you think there is an air quality issue in the Plan area, either at the junction of the A3055 (Sandown Road) and A3056 (Newport Road) or elsewhere?

Question 36

To what extent, if at all, do you think we should take the location of potential development sites in relation to the 3 rail stations in the Plan area into account when identifying the best sites?

Question 37

To what extent, if at all, do you think we should explore other sustainable transport measures in relation to the rail stations, such as park and ride and linking up other ways of getting about?

16. Explore opportunities for junction improvements within The Bay, particularly looking at the A3055

- 16.1 Through our membership of Solent Transport (formerly Transport for South Hampshire and the Isle of Wight) we have access to a highways model that can be used at the Solent local authority

level to understand the transport movements between and within Hampshire and the Island. It can also work at a lower level to understand how individual proposals could affect the highways network.

- 16.2 A model has been run, taking account of current permissions since the adoption of the Core Strategy, showing delay and queue hotspots. The early outputs are suggesting that the junction of Victoria Avenue and the High Street in Shanklin is close to capacity. The other junctions identified are:

- High Street/Victoria Avenue/North Road junction; Shanklin
- Newport Road/Sandown Road junction; Lake
- Newport Road/Whitecross Lane Roundabout; Lake
- The Fairway/Lake Hill Junction; Lake and
- Beachfield Road/Lake Hill Junction, Sandown

- 16.3 As part of the allocations process the system will be re-run on a Bay only basis and in addition with the proposed allocations within the other Key Regeneration Areas to identify the individual and in combination infrastructure demands caused.

- 16.4 We may need to safeguard land for precise junction improvements through the AAP process, and impacts on the highways network will be managed through developer contributions.

Question 38

Are you aware of any traffic problems in the Plan area? If so where, and do you know why these occur?

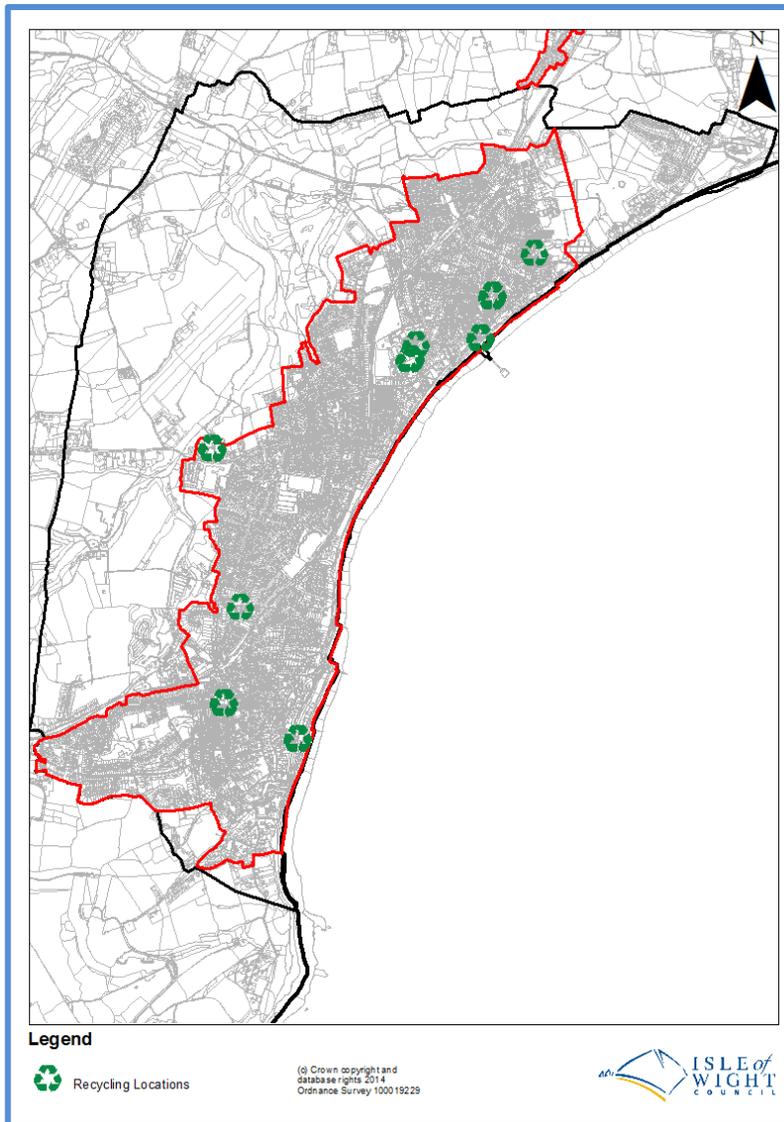
17. Identify the precise type and location of waste facilities to serve development to significantly contribute to the target set out in Waste SP8

- 17.1 We have already allocated a landfill site (an extension to the existing site at Standen Heath), but other waste management sites will still be needed and we have the opportunity to do this through the Bay Plan.
- 17.2 The approach we take towards waste management sites will need to be positive and based on a number of principles, which are already set out in the Core Strategy. Generally speaking they are to:
- Treat waste as high up the waste hierarchy as possible. This means trying to deal with waste in the priority order of reducing, reusing and recycling prior to disposal.
 - Treat waste as a resource in its own right, with all options for keeping it away from landfill to be used wherever possible.
 - Treat waste as close to the source as possible and locating strategic Island-wide facilities in the most sustainable locations.
 - Become self-sufficient in treating our own waste, where practical.
 - Consider a range of sites to provide waste management facilities, which could include existing employment sites.
 - Not permit development that prejudices the use of areas identified as suitable for waste management facilities.

- 17.3 The ways in which our waste is managed is the responsibility of the council's contracted waste provider, which is currently Island Waste Services. As the current waste contract is due to end in September 2015, a procurement process is currently underway to appoint a new waste management provider.
- 17.4 The procurement process has been set up to allow the bidders to come up with the proposals for how they would deal with our waste, which includes the details of what waste management facilities would be needed.
- 17.5 Dependent upon delivery timescales, the outcomes of the procurement process will shape the approach taken towards waste within the formal The Bay Plan document.
- 17.6 We think it's important that people are able to recycle their waste locally. Therefore, as a start point we think it is sensible to review the existing locations of waste and recycling facilities and consider their requirement in the future.
- 17.7 There are a number of local level recycling facilities (such as bottle banks and textile banks) that don't need their own specific sites, but are in places such as car parks. The locations of these facilities within The Bay Plan boundary are shown on the map on the previous page.

Question 39

Do you think the current locations of local level recycling facilities are right? If so why, if not can you suggest any alternative locations?



Question 40

What items do you want to be able to recycle at these local level recycling facilities?

- 17.8 Previous work, undertaken to inform the Core Strategy, identified potential sites for larger waste management facilities that due to their nature would need their own specific location, such as the tip or a waste processing plant.
- 17.9 A number of potential sites across the Island were identified, but none were located within the Bay plan area. Through the AAPs we have the opportunity to think about how and where we provide our larger waste management facilities.

Question 41

To what extent, if at all, should there be more local waste facilities in the Bay?

Question 42

Or would you prefer to see a larger, appropriately located, waste management facility that would be capable of dealing with most of the Island's waste?

18. Establish the nature and level of renewable energy that will be brought forward through the proposed development, although the use of Combined Heat and Power (CHP) and/or District Heating schemes will be expected

18.1 The Core Strategy expects that certain types and scales of development will include CHP and/or community district heating systems. The decision whether it will be appropriate to seek such provision will be made when the preferred allocation sites are identified. It is likely that the location and viability of the preferred allocation sites will determine the type and level of renewable energy that can be provided.

18.2 Through new development there will also be the opportunity to provide other kinds of renewable energy. This localised level of provision could take the form of micro-generation for each new house through technologies such as solar panels or turbines.

18.3 There will also be the opportunity to think about design issues that will improve energy efficiency. This could be things as simple as the way houses face to maximise sunshine in the main living spaces.

Question 43

What, if any, types of renewable energy technologies would you like to see on new developments?

19. The Council believes the issues listed above to be the key considerations for The Bay AAP. However, it may be appropriate for the AAP to consider further issues to those listed above, that are identified through further technical work and consultation

19.1 Since the adoption of the Core Strategy and following changes to national policy and public feedback, we have identified a number of further issues that we think the Bay Plan should cover.

Sandown Conservation Area

19.2 Work is also being undertaken to review the extent of the Sandown Conservation Area to understand whether the boundary can be drawn more tightly. As part of this process we will be consulting the public on the intended Conservation Areas for The Bay.

Heritage at Risk

19.3 We will undertake work to identify heritage assets at risk within The Bay. We will then work with the owners of these assets to find positive solutions to ensure their future. It is proposed to include a policy within the plan, which will contribute to a positive strategy for the conservation and enjoyment of the historic environment.

Buildings and sites that are empty, derelict or in need of regeneration

19.4 We are aware of various buildings and sites that, for whatever reason, are empty and/or derelict. Some of these sites have been refused planning permission for other uses and in other instances we have not undertaken the action that many would like to have seen to make sure that, at the very least, the appearance of the building/site is acceptable. The buildings that we have identified are (in no particular order):

- The Grand Hotel
- Savoy Court
- Tarvic 2
- Royal Cliff
- Wight City Leisure
- Rivoli Cinema
- Belgrave Hotel
- St. Catherines Hotel
- Zanies, Esplanade
- Buildings on corner of Fitzroy Street/Station Avenue,
- Sandown Hotel

Question 44

In addition to the sites listed in paragraph 19.4, are there any other buildings or sites that you are aware of that you would like the council to consider taking action on?

19.5 Following any feedback we receive we will work towards identifying all the sites and compiling a list of priority actions. These actions could include the following;

- **Section 215 Power to Require Proper Maintenance of Land**, in some circumstances a Local Authority has the power to ensure land is cleaned up;
- **Section 54 Urgent Works Notices**, enables local authorities to execute any works which appear to them to be urgently necessary for the preservation of a listed building;
- **Compulsory Purchase Orders**, a local authority has the ability to purchase a building or land in order to carry out a function that is in the public interest; and
- **Local Development Orders**, a tool that allows Local Planning Authorities to introduce new permitted development rights.

Question 45

Do you support the council in putting in place a more proactive approach to empty and derelict sites?

19.6 We think these sites could benefit for an approach that would secure capital funding (funds used by a company to acquire or upgrade physical assets such as property, industrial buildings or equipment) to be invested in the sites. Such sites may also be able to benefit from the recently acquired (draft) Assisted Area Status.

Question 46

What are your views on the use of Local Development Orders to enable economic development? What areas in particular do you think the council should consider?

- 19.7 Assisted Area Status permits the granting of additional financial support from the government to businesses in economically disadvantaged locations. The support, which usually takes the form of a percentage of the costs of capital investment, is designed to encourage business to grow, innovate and thrive thus delivering economic improvements in the area.
- 19.8 A significant area of the Isle of Wight has been provisionally designated as an Assisted Area within the current review and it is hoped this is confirmed later this year. A supply of available sites, preferably with suitable incentives, is vital to make best use of the status.
- 19.9 We also know that people are concerned about the appearance of development sites, when building work has started but for whatever reason has stopped. Whilst we might not be able to make developers carry on with the building work, we could introduce a condition when we grant planning permission that would require the site to be maintained to a reasonable appearance.

Question 47

Do you think that the council should introduce a requirement for the appearance of development sites to be maintained to a reasonable standard?

Question 48

Is there any planning matter not covered in this document that you think the council needs to consider within The Bay Plan?

Questions

1. What are your views on the council permitting further development to contribute to the regeneration of The Bay area?
2. What are your views on the use of brownfield land first, to support regeneration, and the impact this could have on infrastructure development?
3. If viability is an issue on brownfield sites, should the local planning authority take a pragmatic approach to negotiating s106 contributions?
4. How do you think the council should define “immediately adjacent” to the settlement boundary?
5. What are your views on the approaches to ensuring no adverse effects on the integrity of designated sites within and next to the Bay?
6. Should the council seek ‘local lettings’ policies wherever possible and if so, should any particular group(s) of people be prioritised?
7. Do you think that there are problems with HMOs in The Bay? If so, why and what are they?
8. If you think there are problems, could these be addressed through better management of the HMO or through planning restrictions?
9. Would you prefer to see people housed in one bedroom flats or HMOs?
10. Would you prefer to see converted properties used for single person or family accommodation?
11. Do you agree with the possible amendments shown in the maps on the previous few pages?
12. Do you think there are any other areas where changes to the settlement boundary should be considered?
13. If enough land cannot be identified within or immediately adjacent to settlement boundaries, what other locations do you think should be considered for gypsies, travellers and travelling showpeople?
14. Should the council seek to regularise existing unauthorised stopping places as an alternative to providing new sites?
15. Do you think the council should alter its approach towards new employment opportunities from the Core Strategy? If so, how and why?
16. Are there particular areas that you think would be best suited for employment uses, and if so where are they?
17. Do you think that the council should support proposals to, or actively seek to, diversify the employment offer away from tourism?
18. Could the council give better support to Sandown and Shanklin town centres? If so how?
19. What are your views as to the suggestion that the main shopping area boundaries should be altered as set out in paragraph 8.3?

20. Are there any main town centre uses that we should restrict in certain areas, and if so where and why?

21. Should there be core areas for specific main town centre uses, and if so what uses and where?

22. What are your views on whether shops in Lake should be protected to make sure they don't get converted to other uses?

23. What are your views as to the suggestion that the main shopping area boundaries could be altered?

24. Are there any main town centre uses that we should restrict in certain areas, and if so where and why?

25. Should there be core areas for specific main town centre uses, and if so what uses and where?

26. Where a site is vacant, but its last use was for tourism, do you think that development only associated with tourism should be allowed on the site?

27. Do you think the council should seek to improve the street economy? If so, how, where and why?

28. Do you think the council should introduce special protection measures for hotels? If so, what and why?

29. Do you think the approach set out is the best way to manage existing hotel and tourism accommodation stock? If not, do you have any ideas about how this could be done?

30. Do you think we should protect the gap between Brading and Sandown?

31. Do you think that there are other areas that should be protected to prevent settlement coalescence?

32. Other than the actions suggested in paragraph 13.2, can you think of any other opportunities there may be to improve the GI provision in The Bay?

33. Do you agree with a focus on improving the public areas in the Bay, particularly along the Esplanade? Are there other things you think the plan could do to help improve the public realm?

34. Do you think there are opportunities for new areas of public space, if so why and where? Would you support the idea of working to help develop outdoor activities?

35. To what extent, if at all, do you think there is an air quality issue in the Plan area, either at the junction of the A3055 (Sandown Road) and A3056 (Newport Road) or elsewhere?

36. To what extent, if at all, do you think we should take the location of potential development sites in relation to the 3 rail stations in the Plan into account when identifying the best sites?

37. To what extent, if at all, do you think we should explore other sustainable transport measures in relation to the rail stations, such as park and ride and linking up other ways of getting about?

38. Are you aware of any traffic problems in the Plan area? If so where, and do you know why these occur?

39. Do you think the current locations of local level recycling facilities are right? If so why, if not can you suggest any alternative locations?

40. What items do you want to be able to recycle at these local level recycling facilities?

41. To what extent, if at all, should there be more local waste facilities in the Bay?

42. Or would you prefer to see a larger, appropriately located, waste management facility that would be capable of dealing with most of the Island's waste?

43. What, if any, types of renewable energy technologies would you like to see on new developments?

44. In addition to the sites listed in paragraph 19.4, are there any other buildings or sites that you are aware of that you would like the council to consider taking action on?

45. Do you support the council in putting in place a more pro-active approach to empty and derelict sites?

46. What are your views on the use of Local Development Orders to enable economic development? What areas in particular do you think the council should consider?

47. Do you think that the council should introduce a requirement for the appearance of development sites to be maintained to a reasonable standard?

48. Is there any planning matter not covered in this document that you think the council needs to consider within The Bay Plan?

Glossary

ANGSt standards – accessible natural greenspace standards introduced by Natural England for guidance

B8 – From the Use Class Order, B8 is defined as use for storage or distribution centre.

Comparison goods – generally more expensive goods that people don't buy too often, such as clothes or electrical goods.

Convenience goods – generally things that people buy every day, such as milk and newspapers.

Destination Management Organisation (DMO) – Also known as Visit Isle of Wight, a private sector led organisation with commercial and public sector partners, carrying out marketing and promotion to attract visitors to the Island.

Green Infrastructure – a network of high quality spaces and environmental features, including parks, open spaces, playing fields, woodlands, wetlands, grasslands, river and canal corridors, allotments and private gardens.

Habitats Regulations Assessment (HRA) – A requirement that land use plans must undergo an assessment of their potential effects upon European-designated sites.

Homes and Communities Agency (HCA) – A national housing and regeneration agency for England, providing investment for new affordable housing and to improve existing social housing, as well as for regenerating land.

Key Regeneration Area (KRA) – Areas identified in the Island Plan Core Strategy as focal points for development over the plan period, where AAPs will be prepared.

Local Planning Authority (LPA) – The Isle of Wight Council is the LPA for the Island, and it is their duty to carry out specific planning functions (such as preparing plans and determining planning applications).

Mitigate/Mitigation – The measures envisaged to avoid, reduce, repair and/or enhance any significant impacts of implementing an action or decision.

Partnership for Urban South Hampshire (PUSH) – A partnership dedicated to delivering sustainable, economic-led growth and regeneration to create a more prosperous, attractive and sustainable South Hampshire.

Settlement coalescence – Where development would contribute to, or result in, the merging of separate settlements into one.

Solent Disturbance Mitigation Project (SDMP) – A project introduced to understand and manage recreational pressure from new residential development on internationally designated sites in the Solent.

Solent Local Enterprise Partnership (SLEP) – A locally-owned partnership between businesses and local authorities, which plays a central role in determining local economic priorities and undertaking activities to drive economic growth and the creation of local jobs.

Solent Special Protection Area (SPA) – Internationally important areas for the breeding, feeding, wintering or migration of rare and vulnerable birds.

Strategic Housing Land Availability Assessment (SHLAA) – An assessment of potential development sites put forward to the council. The sites allocated for housing through the AAP will come out of the SHLAA.

Sustainability Matrix – A tool used in the Sustainability Appraisal process, to assess a policy/proposal against locally identified criteria.

Unitary Development Plan (UDP) – The Plan used before the Island Plan Core Strategy.