

Medina Valley Plan Consultation Draft

Consultation Draft

Published for consultation November 2015

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1 Introduction

What will the Medina Valley Plan do?

- 1.1 Under the planning system all councils are required to produce a local plan that sets out policies to guide new developments over a 15-20 year period. The Island's core strategy, which was adopted in March 2012, set out the broad vision of how the Island will develop and identified three key regeneration areas, where investment would be focussed.
- 1.2 The Medina Valley is one of those key regeneration areas. It has been identified that the area has the capacity to accommodate growth and this Area Action Plan (AAP), known as the Medina Valley Plan, will form part of the council's local plan, known locally as the Island Plan and will set out a framework for how growth should be co-ordinated to secure a sustainable pattern of development and maximum community gains. It sets out a comprehensive approach to growth in the Medina Valley, along with supporting infrastructure and community facilities.
- 1.3 Once adopted the Medina Valley Plan will be a statutory development plan document (DPD) used to determine planning applications in the area. It compliments and should be read alongside the Isle of Wight Core Strategy (including waste and minerals and development management) DPD and the National Planning Policy Framework (NPPF).
- 1.4 The Medina Valley Plan will support the core strategy, which runs until 2026/27. The NPPF sets out that an appropriate time scale for a plan is preferably fifteen years. It is anticipated therefore that the Medina Valley Plan will run through until 2030/31.
- 1.5 The proposed policies in this document are supported by an evidence base, which the council will publish in full to support the formal stages of consultation. A draft Sustainability Appraisal and draft Habitats Regulations Assessment has been published to accompany the draft plan as part of this consultation.
- 1.6 Since 2012, when the core strategy was adopted, the resources available to the council have reduced. This has had an impact on the way that the council delivers its services and where its priorities lie. The proposed policies in this document therefore reflect this and do not cover all the issues identified in policy AAP1 of the core strategy.
- 1.7 Similarly, some issues not originally covered by the AAP policies, now due to their significance to the plan area, do require a specific policy approach (the proposed policy approach towards employment sites with water access are a good example of this). This has had an impact on the way that the council delivers its services and where its priorities lie. The proposed policies in this document therefore reflect this and do not cover all the issues identified in policy AAP1 of the core strategy to the extent of provision of a dedicated policy per issue.
- 1.8 Within the Medina Valley Plan area Gurnard Parish Council is undertaking a neighbourhood development plan. Therefore this plan will not be covering the part of the parish within the AAP boundary.
- 1.9 The following table sets out the requirements of AAP1, and where and how the council considers they are being, or how they will be, addressed.

AAP1 requirements	How addressed
1. Identify appropriate development sites, within or immediately adjacent to the settlement boundaries within the Area Action Plan boundary, for the majority of the 1,350 dwellings allocated for the area.	Through policies MVH1 Housing Growth, MVH2 Medina Yard, MVH3 Land at HMP Isle of Wight, MVH4 Exception Sites, MVEC1 East Cowes Regeneration.
2. Demonstrate that the allocated sites, either individually or in combination, will have no adverse effects on the integrity of European sites.	Through the HRA of the Island Plan Core Strategy and the draft HRA (and Scoping Report) that accompanies this draft plan.
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.	Through policies MVSD1 Presumption in favour of sustainable development, MVH1 Housing Growth, MVH2 Medina Yard, MVH3 Land at HMP Isle of Wight, MVH4 Exception Sites and MVEC1 East Cowes Regeneration.
4. Revise the settlement boundaries within the AAP boundary as required.	Following consideration of the issues involved the council does not consider it appropriate to significantly amend the settlement boundaries through the Medina Valley Plan. A number of minor amendments to the settlement boundaries are proposed and these are set out in Section 8.
5. Identify and allocate suitable sites for Gypsies, Travellers and Travelling Showpeople, in line with the provisions of DM6.	Understanding of need has been identified through updated evidence base, which recommended a site of up to 6 pitches located centrally on the Island within the Medina Valley. However, in light of proposed changes to the way the council is required to provide for Gypsies, Travellers and Travelling Showpeople the council is taking legal advice on how best to proceed. In light of this the council has not proposed any allocations in this document at this point. If any applications for a Gypsies, Travellers and Travelling Showpeople site is received it can be determined against adopted local policy and be informed by the council's evidence base.
6. Determine whether further economic development land is required to facilitate B8 distribution facilities in the area.	The council's evidence and work with relevant organisations does not indicate that such a facility is required at this time. Therefore no such allocation is proposed.
7. Identify employment sites with water access to ensure that appropriate access is maintained for employment uses that require water access.	Through policy MVE3 Employment sites with water access.
8. Establish whether there is the need for retail allocations in this general location.	The council's evidence suggests that further retail allocations are not required, but locally set thresholds for retail impact assessments are set out in MVR1 Local threshold for retail impact assessment.
9. Review the Town Centre Boundaries and Primary Retail Frontages.	Following consideration of the issues involved the council does not consider it necessary to amend the Town Centre Boundaries and Primary Retail Frontages through the Medina Valley Plan, although a Primary Shopping Area has been identified.

10. Define and ensure that the areas which separate the key settlements of Cowes, East Cowes, Gurnard, Newport, Northwood and Whippingham within the Medina Valley are appropriately protected to prevent settlement coalescence.	Through policies MVLGG1 Local Green Gap, MVLGS1 Local Green Space and existing development plan policies (specifically core strategy policies SP1 Spatial Strategy and DM2 Design Quality for New Development).
11. Determine how the deficiency in Green Infrastructure can be addressed.	The council considers that there is sufficient policy context (core strategy policy DM13) and supporting information (Green Infrastructure Mapping Study and the Open Space, Sport and Recreation Audit) for deficiencies to be identified and be addressed, wherever possible, on a case-by-case basis.
12. Identify the precise type and location of waste facilities to serve development to significantly contribute to the waste target set out in SP8.	The council's updated evidence base on both the need for waste management facilities and then the options for the location of waste sites has led to a number of sites being identified as preferred options for allocation as waste management sites.
13. 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.	The council considers that an appropriate policy context is already in place through policy DM1 Sustainable Build Criteria for New Development, and where the criteria is met it will be applied and considered on a case-by-case basis.
14. Consider the feasibility of improving the sustainable transport routes on both sides of the River Medina.	This has been undertaken through a successful bid to the Local Sustainable Transport Fund, and does not require a specific policy approach.
15. Establish whether a plan-led, viable and deliverable solution can be identified to address the capacity issues at East Cowes ferry terminal.	Through policies MVEC1 East Cowes Regeneration.
16. Establish the precise form of the identified junction improvements and whether further minor infrastructure provisions will be required to support the location and level of growth proposed within the AAP.	Through policy MVTI1 Highways Infrastructure.

- 1.10 This draft has been published for consultation. It is not the final version of the plan, but articulates the council's emerging policy approach and the reasons for it. It has been prepared based on evidence available to the council at time of writing and emerging information. The evidence base, as well as the draft plan itself, will evolve and be improved through the process.

Environmental Assessment

- 1.11 Strategic Environmental Assessment (SEA) is required by the Environmental Assessment of Plans and Programmes Regulations 2004 (the SEA regulations) which in turn is derived from the European Directive 2001/42/EC¹ (known as the SEA Directive). The SEA Regulations require the assessment of plans and programmes which are likely to have significant

¹ European Parliament (2001) Directive 2001/42/EC of the European Parliament and of the Council of 27 June 2001 on the assessment of the effects of certain plans and programmes on the environment

environmental effects. DPDs, such as this plan, are considered to have significant environmental effects, and therefore require SEA.

- 1.12 The Planning and Compulsory Purchase Act 2004² requires SA for DPDs. This requires the assessment of the sustainability of the proposals and policies in the document in question. Thus, the policies that make up the Island Plan Bay Area Action Plan DPD requires SA.

Approach to the SA incorporating SEA

- 1.13 Whilst the requirements to produce SA and SEA are distinct, as outlined above, UK Government guidance³ considers that it is possible to satisfy the two requirements through a single integrated approach. This approach is proposed for the AAPs. Throughout this document, where reference is made to SA, it denotes SA incorporating the requirements of the SEA Directive.

- 1.14 SAs are an effective way to ensure that sustainable development principles are taken into account during the plan making process. By assessing plan policies against a broad range of SA objectives, the appraisal process exposes strengths and weaknesses of a policy, which can help to develop recommendations for its improvement. As well as helping to enhance the policy, the appraisal process also provides a basis for discussion between stakeholders around a shared set of objectives.

Approach to integrating Sustainability Appraisal and other environmental assessments

- 1.15 There is a close relationship between the SA and other assessments undertaken by the council namely Strategic Flood Risk Assessment (SFRA) and Habitats Regulations Assessment (HRA). The Government's National Planning Policy Framework emphasises the links between the SFRA and Sustainable Development, "*Local Plans should be supported by Strategic Flood Risk Assessment and develop policies to manage flood risk from all sources...*" (NPPF paragraph 100). The SFRA will be used to directly inform the SA process.

- 1.16 In addition the Council will undertake a Habitats Regulations Assessment (HRA) of the AAPs. The draft government guidance Planning for the Protection of European Sites: Appropriate Assessment states that:

"...AA should be undertaken in conjunction with the SA. It would be best practice to maximise the relevant evidence gathered in the SA and to use it to inform the AA and vice versa."

- 1.17 The SA and HRA of the AAPs will be published separately to the AAPs and the recommendations from them, along with consultation responses, will be incorporated into the next iteration of the plan and accompanying assessments.

Consultation

- 1.18 The draft Medina Valley Plan is the result of extensive and inclusive public consultation. Initial engagement in the form of an informal discussion document for each AAP area was undertaken between 23 May and 7 July 2014. This informed the consideration of options and the production of this document.

² The Planning and Compulsory Purchase Act 2004

³ ODPM (2005) Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents

- 1.19 This draft version of the plan will be consulted upon for six weeks, from **Friday 6 November** until **midday Monday 21 December 2015**.
- 1.20 Comments can be submitted via email to policy.consultation@iow.gov.uk or in writing to the following address: Planning Policy, Seaclose Offices, Fairlee Road, Newport, Isle of Wight, PO30 2QS.
- 1.21 Copies of the draft consultation Medina Valley Plan and supporting draft environmental assessments can be viewed online at www.iwight.com/aap and paper copies are available to view during advertised opening hours at the following locations:
- Reception, Seaclose Offices, Fairlee Road, Newport, Isle of Wight, PO30 2QS
 - Customer Services, County Hall, High Street, Newport, Isle of Wight, PO30 1UD
 - Lord Louis Library, Orchard Street, Newport, Isle of Wight, PO30 1LL
 - Cowes Library, 12-14 Beckford Road, Cowes, Isle of Wight, PO31 7SG
 - East Cowes Community Library, 11 York Avenue, East Cowes, Isle of Wight, PO32 6QY
- 1.22 Following consultation the council will analyse all comments received during the consultation period and will amend the draft Medina Valley Plan as appropriate to form the pre-submission document.
- 1.23 The Medina Valley Plan will gain planning weight and status as it passes through each of the regulatory steps on the way to eventual adoption.

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2 Key Issues

- 2.1 Through a combination of the consultations undertaken to date, research undertaken to inform the environmental assessments and existing local knowledge the council has identified a number of key issues for the Medina Valley Plan.
- Highway network issues, especially in and around Newport
 - Historic under provision of affordable housing in Cowes
 - Proximity to and significance of European designations
 - Experiences from large-scale urban extensions
 - Importance of employment sites with water frontage
 - The potential for settlement coalescence
- 2.2 The transport infrastructure within the Medina Valley Plan area is of Island-wide significance, and includes car and passenger ferries and key junctions, such as St Mary's roundabout, the dual carriageway and Coppins Bridge. The layout of the Islands highway network is influenced by a number of factors including the shape of the Island, location of the River Medina and the location of the Island's towns and settlements. There are also sometimes issues on the highway network exacerbated by the nature of the 'one road in, one road out' to both Cowes and East Cowes.
- 2.3 Whilst in overall terms the future housing needs over the plan period for the Medina Valley are being planned for, the Strategic Housing Market Assessment (SHMA) identifies an historic under delivery of affordable housing in the Cowes housing sub-market area. This historic under delivery can, in part, be attributed to a general lack of larger-scale potential housing sites in the area.
- 2.4 There are an extensive range of environmental designations within the Medina Valley, which include international and national designations as well as sites identified at the local level. The majority of these designations are associated, either directly or indirectly, with the river itself. Whilst the high quality of the natural environment is very much a positive, through the international designations it also plays a significant role in shaping the location and type of development within the Medina Valley.
- 2.5 The former local plan, the Unitary Development Plan (UDP), allocated large-scale urban extensions to the south-east of Newport (Pan Meadows) and to the south of East Cowes (Hawthorn Meadows). Both of these sites are currently being built out by one national house builder. The wider economic landscape has slowed the delivery of these schemes and as such they are not being built out at the rate the local communities would like to see. This has created a local mistrust of large-scale urban extensions and reliance on a single developer to deliver the schemes.
- 2.6 The River Medina has played a crucial role in the development of settlements within the Medina Valley, and the Island as a whole. It is a working river, and as such is a particularly important resource. The estuary is the location for the three active commercial wharves on the Island and as such plays a critical role in the import and export of bulky goods and materials. Employment sites with water access are hugely important to the Island, both in terms of preserving the long association with maritime-related employment and also for future opportunities.

- 2.7 The reasonably close proximity of settlements within the Medina, coupled with the nature of the highway network and previous development all contribute to the potential for settlement coalescence. The council is aware that this is an important issue locally, where there is considerable support for maintaining and preserving the identity of existing settlements.
- 2.8 Despite the issues outlined above there has also been significant investment in the Medina Valley in recent years, reflecting its role as a key regeneration area where investment is encouraged, sought and supported. This ranges from residential development, the provision of employment land, increasing and improving the tourism offer and in sustainable transport where the Medina Valley benefits from high-frequency bus services and improvements in cycle infrastructure.

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3 Vision and Objectives

Vision

- 3.1 The vision for how the Medina Valley will develop in the period to 2027, and beyond, has been established through public consultation (undertaken by the council), the adopted planning policy approach for the area (as set out in the core strategy) and community planning work (undertaken by organisations other than the council). The overarching vision that the policies of this plan will contribute towards meeting is:

“To see the homes delivered in the Medina Valley as close to where they are required as possible and employment opportunities making the most of the River Medina as a working river”

Objectives

- 3.2 To achieve the vision a number of more detailed objectives have been developed for the area, and the basis of these were endorsed through the core strategy process. Meeting these will be an underlying theme that will help shape the policies in the plan and that future development should seek to accord with⁴.

- 1) **Housing** – *The area will experience residential growth of around 960 dwellings. These will help to sustain and strengthen the existing communities, whilst retaining their individual character and identity.*
- 2) **Economy** – *The Medina Valley, particularly Newport, will strengthen its role as a focal point for employment on the Island, and will particularly focus on economic development that relates to the development of clusters in knowledge-driven and high technology industries including marine, renewables and composites.*

It will continue to be an important area for commercial and employment related development. The town centres of Cowes, East Cowes and Newport will be the focus for retail and leisure development within the Medina Valley, providing for bulk convenience, food shopping and a reasonable range of comparison shopping facilities and other services.

Newport will continue to be the primary shopping centre on the Island and, along with the Cowes and East Cowes town centres, will continue to provide a good range of services and facilities that meet the needs of the towns and surrounding communities.

- 3) **Environment** – *Development will be located in the most sustainable locations and managed to ensure that any negative impacts on the area’s environment are avoided. Where necessary, appropriate mitigation measures will be required.*

Whilst the Medina Valley is a focus area for development, it is also home to a number of designated and sensitive environmental sites. These sites will be conserved and wherever possible enhanced.

⁴ The objectives have been amended slightly to reflect the housing figures as set out in the most recently published SP2 review documentation and to reflect the whole plan area.

To determine whether strategic gaps between the main settlements in the Key Regeneration Area are required to prevent settlement coalescence, but will also contribute to the provision and retention of the green infrastructure network on the Island.

- 4) Travel** – *The transport infrastructure and network within the Medina Valley is maintained and fit for purpose to serve the area's residents and visitors, and opportunities for improvements have been explored.*
- 5) Waste** – *Waste facilities, that treat waste close to its source and as high up the waste hierarchy as possible, will be well-designed to serve existing and new development and integrate with their surrounding uses.*
- 6) Settlement identity** – *Development should not result in an unacceptable level of settlement coalescence, and the unique characteristics of the different settlements within the Medina Valley should be utilised and protected wherever possible.*

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4 Strategy for the Medina Valley

- 4.1 The policies of this document have been prepared to deliver the following strategy for the Medina Valley. The strategy is based on national planning policy and guidance, consultation responses and the overarching approach set out in the core strategy.

There will be sustainable development within the Medina Valley, located as close as where the need is as possible, which will contribute to the wider regeneration aspirations of the area.

Planned development will primarily be located on previously developed land within, or immediately adjacent existing settlement boundaries. Development will be residential and mixed-uses, to contribute to the regeneration of settlements and strengthen the existing pattern of development.

To significantly boost the delivery of housing within the key regeneration area housing proposals on windfall sites, where they are policy compliant, will be supported.

Support will also be given to development of exceptions sites where affordable housing is provided in perpetuity to address an undersupply of affordable housing in the Cowes area.

Growth in the economy will be supported by facilitating small and medium-sized affordable units, particularly for knowledge-driven and high technology industries that contribute to increasing the average wage in the area. Marine and maritime-related jobs and facilities are fundamental to the Medina Valley and their use and marine and maritime-related jobs should be retained at an appropriate level in the first instance.

The local workforce will be supported and upskilled wherever possible through the planning system through local employment and training plans for development. There will also be a protectionist approach towards existing employment sites, beyond that already set out in the Island Plan Core Strategy.

The distinctive retail offer and experiences of each town centre will be supported and improvements facilitated. A locally-set threshold, different to that elsewhere on the Island, will be introduced to enable decision-makers to better understand the likely impacts on the town centre of retail proposals.

Through a combination of development plan policies the council will prevent settlement coalescence in the areas where inappropriate development would result in settlement coalescence.

- 4.2 Every local authority is required to plan for the housing needs identified in their area, and the Isle of Wight Council is doing this by allocating land for residential development in the three Area Action Plans it is currently preparing.
- 4.3 For the Medina Valley, in order to minimise the potential for settlement coalescence and to fully utilise the regeneration opportunities they afford, the focus is on the use of previously developed land that is within the settlement boundary.

- 4.4 Whilst there is a significant supply of potential development within the Medina Valley, the majority are greenfield sites on the edge of settlements. Due to the unique set of circumstances (environmental constraints, settlement patterns and infrastructure) within the plan area the council considered it appropriate to prioritise previously developed land in the allocation process.
- 4.5 Through the approach of focussing on regenerating previously developed land, the council accepts that the opportunity to deliver affordable housing through the development may be reduced. In order to address this, and to take into account the historic under provision of affordable housing in the Cowes housing market area, the council is proposing an 'exceptions' policy for affordable housing in the area.
- 4.6 In line with the approach from central government the council is also looking to utilise surplus publicly-owned land, and there is an opportunity to do this at HMP Isle of Wight.
- 4.7 By planning development on the scale of the proposed allocations the council can better manage impacts on the highways network within the Medina Valley, which have already been identified as requiring attention.

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5 Presumption in favour of sustainable development

Introduction

- 5.1 In accordance with the National Planning Policy Framework, making a positive contribution towards sustainable development will be an underlying theme to how we treat development proposals. Policy MVSD1 sets out some broad principles that we will apply when working with developers and landowners.

Policy MVSD1: Presumption in favour of sustainable development

When considering development proposals the council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will work proactively with applicants to jointly find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in the core strategy, this plan (and where relevant with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision, the council will grant permission unless material considerations indicate otherwise, taking into account whether:

- (a) Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or**
- (b) Specific policies in the National Planning Policy Framework indicate that development should be restricted.**

- 5.2 Within this section a series of topic based policies have been produced. These focus on issues specific to the Medina Valley area. Generic issues common throughout the Island, such as sustainable construction, are already dealt with comprehensively in the core strategy and the development management policies contained within it, so will not be duplicated in this document. For this reason it is important that the Medina Valley Plan is not read in isolation.
- 5.3 The policies contained within this plan are intended to support sustainable development, and not place undue burdens on developers. Viability will be a key consideration as schemes come forward, but must be balanced against social, economic and environmental goals. Where proposals do not strictly comply with policy for reasons of viability, very clear justification will be required and the council will need to be satisfied that the proposals would not undermine the delivery of the plan. Such an approach is in line with national policy and guidance, and the adopted approach set out in policy DM22 (Developer Contributions) of the core strategy.
- 5.4 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley and all Objectives identified in section 3 of this document.

6 Housing

Introduction

- 6.1 The core strategy sets out that around 1350 new homes are expected in the area by 2027. The emerging SP2 (Housing) policy review suggests that this figure should now be lower, to take into account permissions granted, with a figure of 960 most recently consulted upon. For the reasons given in the SP2 review consultation documents the council considers that the 960 figure is more realistic and deliverable. The level of homes planned for will form a key element of the regeneration proposals for the Medina Valley, helping to address housing need and demand, upgrading the quality of the physical environment and supporting local services and the viability of new developments.
- 6.2 The core strategy already establishes that *'it is the Council's intention that these figures [SP2] should not be regarded as annual targets and are intended to be used in monitoring progress towards achievement of plan objectives and to inform management of housing supply'* (paragraph 5.35). It then also goes on to state in paragraph 5.36 *'the Council considers that meeting the annual provision of 520 dwellings or housing trajectory number will not in itself be a reason for rejecting a planning application. Decisions will be taken on their merit and local circumstances, including longer term housing needs and affordability in an area'*.
- 6.3 Annual monitoring of the core strategy indicates that in the period 1 April 2011 to 30 September 2015, there have been 1975 permissions granted in the Medina Valley and 1039 dwellings have been completed. This level of development reflects the central role of the Medina Valley as a place where people want to live and work. The Medina Valley Plan is proposing to allocate land for residential development that delivers the emerging SP2 review figure of 960 new dwellings.
- 6.4 As well as planning for this figure, the council is building in flexibility in how the new dwellings are delivered by supporting proposals for windfall sites that are acceptable in all other respects and result in an increased housing supply.
- 6.5 The Medina Valley has historically been a focus for a mix of residential and employment uses, with a number of large-scale urban extensions being permitted and currently being built out. Whilst this historic level of permissions granted has been taken into account in the SP2 review process, it also highlights the responsibility on the council to continue to plan for development to contribute to meeting the un-met need as much as is possible in the area.
- 6.6 It is important that new developments are integrated through appropriate densities that respect the existing built fabric whilst simultaneously making efficient use of land. A range of housing types and tenures will also be needed so that mixed and balanced communities can be created.

Policy MVH1: Housing Growth

As a key regeneration area the council will seek to deliver housing within the Medina Valley in accordance with the Island Plan Core Strategy. The sites allocated in the Medina Valley Plan for residential development will contribute to meeting the housing requirements of the area over the plan period.

Proposals for residential development on windfall sites that are acceptable in all other respects and result in an increased housing supply will be supported.

To ensure that the housing requirements of the Medina Valley are being met proposals for housing development should, by using the most up-to-date information available, demonstrate that they are providing an appropriate mix of housing types and sizes.

- 6.7 The council considers that it is important that every effort is made to encourage the use of under-utilised land within the Medina Valley, as this will have the capacity to accommodate the growth planned within the area. The April 2015 Strategic Housing Land Availability Assessment (SHLAA) has identified a potential capacity of over 3000 new dwellings on deliverable and developable sites in the Medina Valley area, with the majority of these being on greenfield sites.
- 6.8 Within the Medina Valley there is not an even distribution between the three settlements of potential development sites identified as deliverable and developable in the SHLAA. There is a lack of supply of suitable, achievable and available potential development sites within the Cowes and East Cowes housing market areas, whereas there are greater opportunities in and around Newport.
- 6.9 Whilst in overall terms the future housing needs over the plan period for the Medina Valley are being planned for, the Strategic Housing Market Assessment (SHMA) identifies an historic under delivery of affordable housing in the Cowes housing sub-market area.
- 6.10 The SHMA also identifies the estimate needs for dwelling sizes, as a percentage of the overall level of development planned for, for both market and affordable housing. This is set out in the following table, along with the overall figures for the Island for comparative purposes⁵.

Sub-area	1 bedroom		2 bedrooms		3 bedrooms		4+ bedrooms	
	Market	Afford.	Market	Afford.	Market	Afford.	Market	Afford.
Cowes	5.4%	40.7%	43.5%	28.4%	43.6%	28%	7.5%	2.9%
East Cowes	6.1%	37.2%	45.6%	34.1%	41.6%	26.3%	6.7%	2.3%
Newport	7.8%	44.5%	44%	35.2%	42%	18.1%	6.3%	2.1%
Isle of Wight	8%	37.6%	44.1%	39.3%	39.3%	21.1%	8.6%	1.9%

- 6.11 In line with national policy and guidance, and the approach set out in the core strategy, the council's strategy towards housing in the Medina Valley is to prioritise previously developed (or brownfield) land to contribute to urban regeneration.
- 6.12 To address identified housing requirements the council proposes to allocation three sites for a mix of uses, with a varying level of residential development. Furthermore, the council will support in principle proposals for exception sites in the Cowes area where affordable housing is provided in perpetuity.
- 6.13 The proposed allocations contribute to the managed supply of housing in the area and bring forward planned residential development in the earlier stages of the plan. This will complement the small-scale windfall (unplanned) sites (usually within settlement boundaries) that will come forward over the life of the plan.
- 6.14 Every effort has been made to liaise with landowners and understand their future plans and aspirations in the development of this document. However, unforeseen circumstances can emerge in the Medina Valley Plan's lifetime, meaning previously unavailable sites may come forward for redevelopment. Such opportunities may bring regeneration benefits and as such should be treated positively where they comply with the aspirations of this AAP and the

⁵ The table is derived from Table 51: Settlement Level Estimates of Dwelling Sizes (2011-36: Future Market Housing and Table 52: Settlement Level Estimates of Dwelling Sizes (2011-36: Future Affordable Housing

Island Plan Core Strategy. Meeting our headline target of 960 new dwellings in the area is not dependent upon such windfall sites coming forward.

- 6.15 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing, 2 – Economy, 3 – Environment, and 6 – Settlement identity.

Policy MVH2: Medina Yard

Land at Medina Yard (as shown as MVH2 on the Proposals Map) is allocated for a mix of residential, employment, retail and leisure development. The allocation will be expected to provide:

- (a) Up to 500 dwellings, with the exact number, type and tenure to be determined that will contribute to meeting local housing requirements.
- (b) An appropriate level, type and tenure of affordable housing, to be established in agreement with the council that recognises the wider regeneration aspirations for the site.
- (c) Consideration of building scale, massing and heights in relation to adjoining buildings, views and townscape and seascape.
- (d) A unique, high quality place that will have a clear identity, whilst maintaining and improving accessibility to Cowes.
- (e) Resilient development that takes a sequential approach to flood risk and use across the site, while taking into account climate change and the need to maintain an appropriate level of waterfront access.
- (f) Appropriate improvements to the seawall to enable the regeneration of the site.
- (g) Wherever possible provide a publicly accessible and useable waterfront.
- (h) Retention of sufficient opportunities for maritime and marine-related employment and an appropriate level of water access for those retained businesses that require it.
- (i) Information demonstrating that the level of retail and leisure uses proposed will not have an unacceptable impact on the town centres of Cowes and East Cowes.
- (j) A utilisation of the site's heritage assets to reinforce the cultural connections between the site and its surroundings and ensure a sustainable future for the Hammerhead Crane.
- (k) Evidence as to how impacts on the immediate highways network, including residential streets, and the wider strategic network (including the key junctions set out in policy SP7 of the core strategy) have been minimised to an acceptable level or that an appropriate level of mitigation is provided.
- (l) Opportunities to enhance or create links to the existing sustainable transport network.
- (m) Appropriate measures to mitigate the likely impacts of recreational pressures arising from residential development on the SPA and SAC designations.
- (n) Financial contributions towards education provision, to be calculated in accordance with the Children's Services Facilities Contributions SPD.

- 6.16 Medina Yard is a large (within the context of the Isle of Wight) site, which is previously developed land located within the settlement boundary. The council considers that the site could accommodate up to 500 dwellings, and that these will contribute to meeting housing requirements within the Cowes housing sub-market and the surrounding sub-markets within the Medina Valley.

- 6.17 The council acknowledges that there are substantial costs involved in ensuring the site can be redeveloped. This means there needs to be a realistic view over what the development

can yield in the form of policy requirements (towards, for example, affordable housing, SPA mitigation and education) when set against the costs involved with addressing 'site abnormalities' such as decontaminating a former industrial site and ensuring that the seawall is fit for purpose.

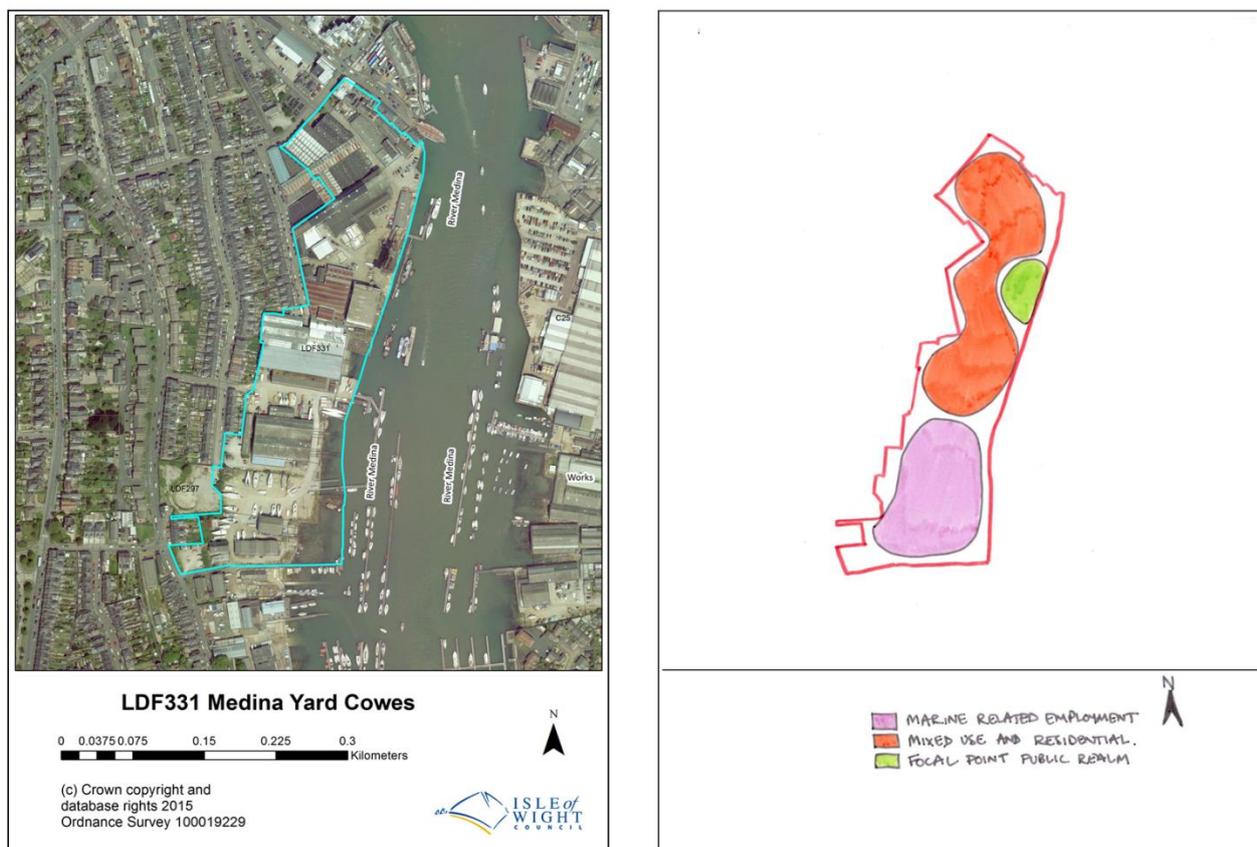


Figure 5.1: Aerial photograph of the site and indicative conceptual diagram of MVH2 Medina Yard

- 6.18 Undoubtedly some difficult decisions will need to be made regarding the future of the site. The council is clear, however, over the regeneration benefit of bringing the site forward for a mix of uses whilst maintaining employment uses that require a waterfront location.
- 6.19 Any proposal will be expected to provide a full flood risk assessment, demonstrating a site based sequential approach, which matches uses to levels of flood risk. Where seeking to locate more vulnerable uses in higher flood risk areas, evidence of wider sustainability benefits to the community should be provided. This should consider public access both along the waterfront and to the water, and wider (off-site) benefits from the provision of flood defences. Any proposal should demonstrate how it will be safe over it's lifetime (taking use/type into account) and conformity with core strategy policy DM14 *Flood Risk*. Proposals that can demonstrate an improvement in the levels of flood risk both to the site and where feasible the surrounding area, will be viewed favourably.
- 6.20 As already referred to above, the council is aware that there are parts of the seawall within the site that are not considered to currently be fit for purpose. Such structural issues will need to be addressed to a sufficient level in order for the aspirations of the site to be met.

- 6.21 A key issue is to ensure that within the final scheme there is public access to the waterfront, which is an issue that is known to be of local importance. The council considers that there is an opportunity to provide this access through a range of public walkways and spaces, and that such a provision could be in the form of recreational and event space. The provision of a public slipway would be supported.
- 6.22 The site has a long history of marine-related employment, although the level of employment on site and the quality of the accommodation has significantly decreased over a number of years. This has resulted in a number of users on the site being there due to low rents, rather than a need to have water access. That said, there are a number of employers currently onsite who are in maritime and marine-related industries that require, and use, water access.
- 6.23 The council, in line with policy SP3 of the core strategy, expects the scale of employment opportunities on site to be maintained when mixed-use development takes place. Furthermore, as set out in policy MVE3 of this plan, specifically for a site providing employment opportunities with water access no net loss of employment use is expected.
- 6.24 It is anticipated that the site will be developed with a mix of uses that will include retail, restaurants/cafes and drinking establishments. The council is keen to promote active frontages and to encourage vitality within the development, and for it to act as a 'stepping stone' between the existing town centres of Cowes and East Cowes. However, such provision needs to be at a level to ensure that there is no unacceptable impact on the existing town centres.
- 6.25 The site is home to the 'Hammerhead Crane', which is a highly prominent reminder of the site's shipbuilding past. The council expects the crane to be retained and where necessary renovated, with it and the land around it forming a focal point for the development. It is important that the development secures a sustainable future for this asset, and reinforces other historical and/or cultural connections.
- 6.26 As the site is within the settlement boundary and is in close proximity to the strategic road network, the public rights of way network, the public transport network and cross-Solent ferry terminals, it is considered to be in a sustainable location.
- 6.27 Proposals should demonstrate how they have minimised impacts on the immediate highways network, which are primarily residential streets. The main impacts are likely to be in terms of traffic movements and whether demand for on-street parking (on existing residential streets outside of the development) would be created. In light of this the council expects sufficient justification to be provided regarding the approach towards parking within the site.
- 6.28 A number of strategic junctions are highlighted in the core strategy (policy SP7) as requiring improvement in order to sustain development over the plan period. Due to the nature of the Island's strategic road network it is highly likely that a development of this scale will have an impact on the junctions. The council will work with the developers to understand the likely impacts arising from the development and, if required, to establish an appropriate package of measures which may include financial contributions.

- 6.29 The allocation is within close proximity of the Newport-Cowes cycletrack, and the council expects clear links to be created, or existing links enhanced to allow access from the site to the cycletrack.
- 6.30 In line with the core strategy and the council's Solent Special Protection Areas supplementary planning document, the development is required to provide measures to mitigate the likely impacts of recreational pressures arising from residential development on the SPA and SAC designations. This is of particular significance due to the immediate proximity of the site to the designations.
- 6.31 The applicant, following discussions with the council as the education authority, will need to demonstrate whether there is a requirement for financial contributions towards education facilities or not in line with the council's Children's Services Facilities Contributions supplementary planning document.
- 6.32 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing, 2 – Economy, 3 – Environment, and 6 – Settlement identity.

Policy MVH3: Land at HMP Isle of Wight

Land at HMP Isle of Wight (as shown as MVH3 on the Proposals Map) is allocated for a mix of residential, employment and commercial uses. The allocation will be expected to provide:

- (a) A justification for residential development of approximately 1,300 units and the phasing of development, having regard to the site constraints and opportunities.**
- (b) An appropriate level, type and tenure of affordable housing, to be established in agreement with the council that recognises the wider regeneration aspirations for the site.**
- (c) A mix of commercial and community uses potentially including an appropriate level of business, retail, hotel, care and health uses.**
- (d) Consideration of building scale, massing and heights in relation to adjoining buildings, views and townscape.**
- (e) A development which utilises the site's heritage assets to reinforce the cultural connections between the site and its surroundings, and ensure a sustainable future for the Camp Hill Prison buildings.**
- (f) Opportunities to enhance the quality of the built environment along Medina Way.**
- (g) Opportunities to enhance or create links to the existing sustainable transport network.**
- (h) Minimise impacts on the immediate highways network, including residential streets, and demonstrate how impacts on the wider strategic network including the key junctions set out in policy SP7 of the core strategy.**
- (i) Where necessary, contributions towards upgrades to the utility networks to accommodate the extent of development proposed.**
- (j) Appropriate measures to mitigate the likely impacts of recreational pressures arising from residential development on the SPA and SAC designations.**
- (k) Contributions towards, or the provision of, education facilities, to be calculated in accordance with the Children's Services Facilities Contributions SPD.**

- 6.33 The opportunity to develop part of the prison estate on the Isle of Wight is a rare one. The council is therefore committed to working with other government agencies such as the Ministry of Justice (MoJ) and the Homes and Communities Agency (HCA) to utilise the

surplus land that is, or is expected to become available, within development proposals for the wider area.

- 6.34 Not all of the land suggested for development lies within the Medina Valley Plan boundary, and as such the council does not believe it can allocate it for certain uses through the Medina Valley Plan. However, because of the potential level of development the whole site is likely to be able to accommodate and the wider benefits it can bring, the council considers that it is right that the site is planned for in a comprehensive manner.
- 6.35 Therefore the council will show the whole proposed development site on the Proposals Map, but will only allocate the land within the plan boundary to accord with the emerging masterplanning work that is being undertaken in partnership with the landowner.

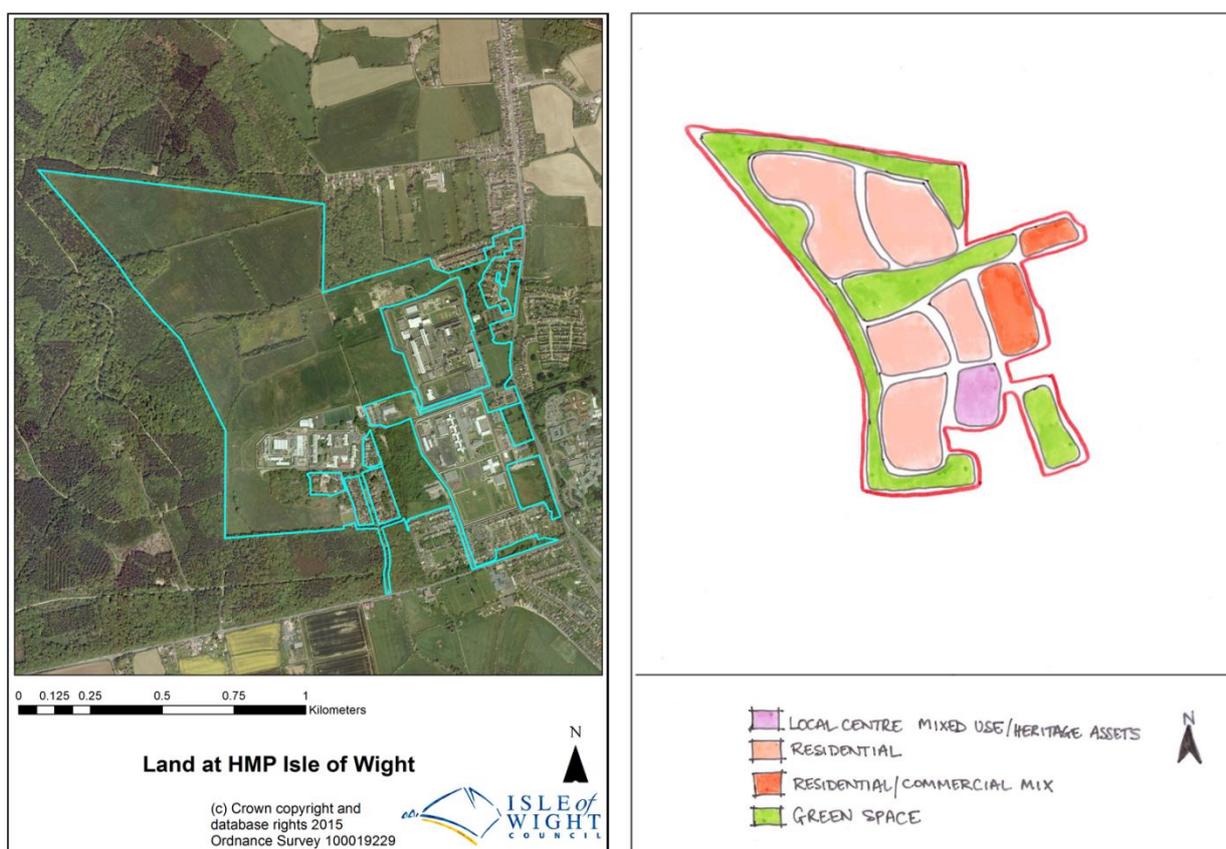


Figure 6.2: Aerial photograph of the site and indicative conceptual diagram of MVH3 Land at HMP Isle of Wight

- 6.36 Whilst part of the proposed allocation is outside the plan boundary, it is immediately adjacent the settlement boundary, and as such meets the requirements of core strategy policy SP1, which establishes an in principle support for the location of development. The council will work with the landowner to establish the best planning mechanism, if one is required, to ensure the comprehensive delivery of the whole site. The mechanisms likely to be considered include entering into a Planning Performance Agreement, further guidance being prepared in the form of a supplementary planning document or the land outside the Medina Valley Plan boundary being allocated within the Rural DPD.
- 6.37 The combined input of the MoJ and HCA gives credence to the fact that the current and prospective future landowners are committed to the delivery of development on the land as

a means of contributing to achieving the social, environmental and economic aspirations of the Key Regeneration Area.

- 6.38 Not all of the land within the allocation area is available for development. The land associated with HMP Isle of Wight, which is not identified on the indicative conceptual diagram below remains fully operational and therefore does not form part of the proposed development.
- 6.39 The site presents a unique opportunity for creation of an exciting and sustainable new community in the area. The proposed new community could comprise approximately 1,300 new homes; extensive new community and social infrastructure including a new primary school, a new GP surgery, a new community centre; flexible commercial space; a network of high quality open spaces and landscaping; and retained enhanced heritage assets.
- 6.40 A number of valued heritage assets exist within the study site and five structures are listed. The council expects that due to the significance of the gate house, war memorial, prison chapel and office building they will be retained, enhanced and refurbished where appropriate and form the focus for a new local centre. These heritage assets will help reinforce local character and provide a strong sense of place for the new community.
- 6.41 As the site is within or adjacent to the settlement boundary and is in close proximity to the strategic road network, the public rights of way network, the public transport network it is considered to be in a sustainable location.
- 6.42 The new community would generate additional local movements and transportation usage within the area. The proposed allocations presents an opportunity to help address some existing deficiencies within the local transport network as well as mitigate any impacts associated with the proposed growth. Specific access improvements into the site are proposed and off-site improvements will be expected.
- 6.43 Proposals should demonstrate how they have minimised impacts on the immediate highways network, which are primarily residential streets. The main impacts are likely to be in terms of traffic movements and whether demand for on-street parking (on existing residential streets outside of the development) would be created. In light of this the council expects sufficient justification to be provided regarding the approach towards parking within the site.
- 6.44 A number of strategic junctions are highlighted in the core strategy (policy SP7) as requiring improvement in order to sustain development over the plan period. Due to the nature of the Island's strategic road network it is highly likely that a development of this scale will have an impact on the junctions. The council will work with the developers to understand the likely impacts arising from the development and, if required, to establish an appropriate package of measures which may include financial contributions.
- 6.45 Within the proposed allocation site the council considers there is the opportunity to provide open space and landscape improvements. Part of this could involve an expansion to the Parkhurst Forest on its eastern edge through a new landscape buffer. It is anticipated that any open space, ecological and landscape improvements could be multifunctional and linked to any mitigation required. A series of formal new areas of open space would contribute to the quality of place and help to encourage children's play, sporting activities, recreation and opportunities for healthy living.

- 6.46 It is understood that there is likely to be sufficient capacity within the utility networks to provide for the initial development phases but that upgrades may be needed later, particularly to water supply and electricity networks. These issues will need to be fully addressed following discussions and agreements with the network providers. Where necessary, contributions towards upgrades to the utility networks to accommodate the extent of development proposed will be required.
- 6.47 Following the approach set out in the core strategy and the council's Solent Special Protection Areas supplementary planning document, the development will be required to provide measures to mitigate the potential impacts of recreational pressures arising from residential development on the SPA and SAC designations.
- 6.48 In line with the council's Children's Services Facilities Contributions supplementary planning document, the applicant, following discussions with the council as the education authority, will need to demonstrate whether there is a requirement for financial contributions towards education facilities or not.
- 6.49 The council is exploring a range of funding opportunities to provide infrastructure and unlock potential development sites (including sites that are allocated either for residential or employment uses or that already have planning permission) within this general area.
- 6.50 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing, 2 – Economy, 3 – Environment, and 6 – Settlement identity.

Policy MVH4: Exception Sites

To help contribute to meeting the identified need for affordable housing within the Cowes housing sub-market area, the council will support proposals for affordable housing in perpetuity on exception sites.

The council will consider a small number of market homes on an exceptions site, where it can be demonstrated they will facilitate the delivery of the whole scheme and there is no reasonable prospect of other sites meeting the identified local need.

- 6.51 There has been an historic under provision of affordable housing in the Cowes area. This is in part due to a lack of suitable sites coming forward. Whilst policy MVH3: Medina Yard is expected to contribute to meeting this need, it is unlikely it will meet it all. Therefore a further policy approach is required to help address the issue.
- 6.52 Policy MVH4: Exception Sites introduces a plan-led mechanism to facilitate proposals in the area that provide for more than 35% affordable housing (as required by policy DM4 of the core strategy) to help address this issue.
- 6.53 The council's Housing Services will work with affordable providers to establish whether proposals can be brought forward for consideration by the local planning authority. Housing Services will also investigate innovative methods for delivering such sites and for addressing the wider issue of under supply of affordable housing in the Cowes area.

- 6.54 The following diagram shows the housing sub-market areas on the Island. Whilst the areas do not relate to clearly defined boundaries, the SHMA identifies that the parishes of Cowes, Northwood and Gurnard are within the area.

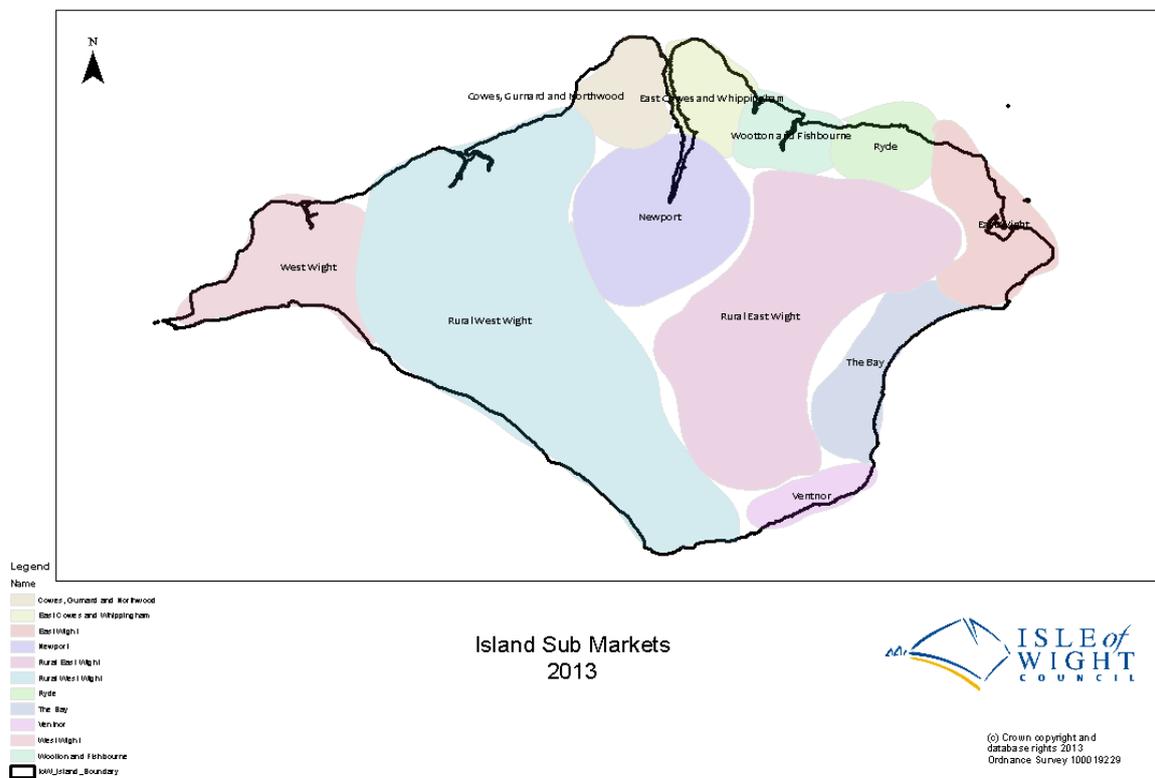


Figure 6.3: Island Housing Sub Market Areas

- 6.55 By introducing an exception sites policy the council expects that land prices will not be inflated by speculative acquisition, as the policy will only support affordable housing as set out in the policy and the NPPF. Sites suitable under this policy will not be appropriate for solely market housing proposals.
- 6.56 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing and 6 – Settlement identity.

Policy MVEC1: East Cowes Regeneration Area

The council supports the on-going regeneration of East Cowes, and will expect proposals to broadly accord with the following principles and policies, the existing masterplan and, wherever possible, the East Cowes Town Plan.

The council allocates the East Cowes Regeneration Area (as shown as MVEC1 on the Proposals Map) for a mix of residential, employment, commercial and marine-related uses.

Where they demonstrate clear community benefits, proposals that will deliver (in full or in part) the following will be supported:

- (a) The re-routing of traffic and improved traffic management.
- (b) Provision of car parking, to serve the development and the surrounding area.
- (c) An improved ferry terminal and marshalling area.
- (d) An improved town centre environment.
- (e) Enhanced public realm, and any other measures that enhance East Cowes as a destination.
- (f) An appropriate level of public access to the waterfront.
- (g) An appropriate level of access to the waterfront and marine-related infrastructure, where it is required for existing and future marine and maritime-related businesses.
- (h) Resilient development, taking into account of flood risk.

- 6.57 The regeneration principles for the regeneration of East Cowes were established through the granting of outline planning permission (P/00027/06) in 2007. The guiding principles for the application had been shaped by a masterplan that had been prepared in partnership by the East Cowes community, the council and English Partnerships/SEEDA - now the Homes and Community Agency (HCA).
- 6.58 Whilst there have been significant changes to the economy since the outline permission was approved, a number of the elements of the masterplan have been delivered. These include:
- Waitrose supermarket;
 - East Cowes Medical Centre (with associated car parking and landscaping);
 - Residential development of 180 dwellings Victoria Walk; and
 - Cowes Harbour Outer Breakwater (phase one).
- 6.59 Whilst the elements listed above have been a success and contributed to the regeneration of the town, there are still significant elements of the masterplan that have yet to be delivered even though they benefit from outline permission.
- 6.60 The local planning authority wishes to give a clear direction, through its planning policies, on how it would like to see the regeneration of East Cowes continue. The 'missing pieces' of the jigsaw are critical in joining together the existing town centre and the regeneration activity that has happened to date. For the regeneration to be successful the separate elements must clearly and successfully relate to each other.
- 6.61 The principle of residential in these locations (previously developed land within the settlement boundary) is already established through policy SP1 of the core strategy. Whilst the evidence suggests that the housing needs of the local community are already being met

through other housing developments in the housing sub-market area, the council acknowledges the positive contribution residential development could make to the vitality of the town and the development economics of the regeneration scheme. The council anticipates that around 100 units would be appropriate, although this level will be tested through any planning application.

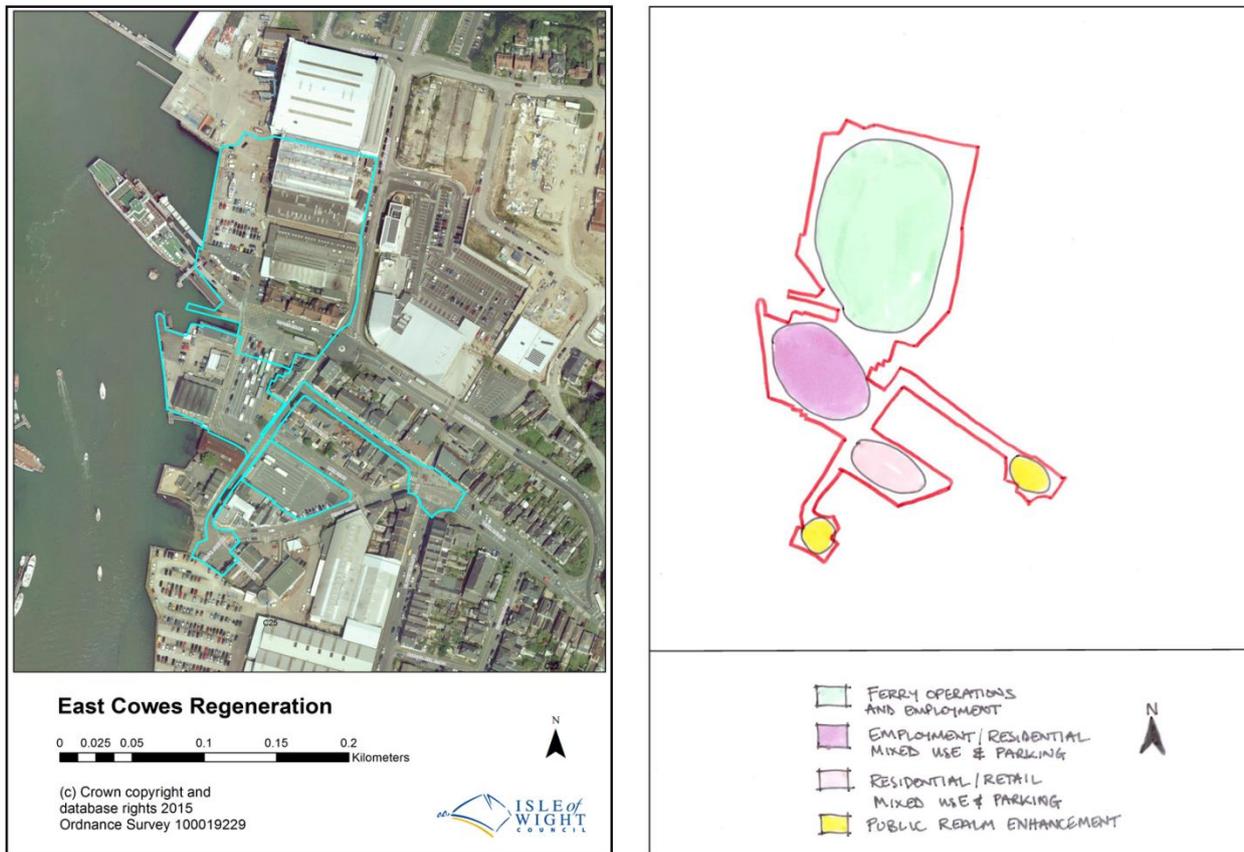


Figure 6.3: Aerial photograph of the site and indicative conceptual diagram of MVEC1 East Cowes Regeneration

- 6.62 Where proposals include residential development there should be a clear justification for the number and type of dwellings being proposed. The council considers that the number of dwellings should be clearly linked to the viability of the overall scheme.
- 6.63 Further retail, commercial and employment provision is expected to be of high quality and contribute to improving the visual and offer of East Cowes town centre as a destination. It is considered that this provision will in turn improve the appearance of the wider town centre and help contributing to reducing the high vacancy rate of the current town centre.
- 6.64 The provision of such uses on the ground floor level, as well as creating an active frontage, has an alternative benefit of steering the most vulnerable uses (such as residential) away from the areas most at risk of flooding.
- 6.65 The town centre uses in East Cowes are primarily located within the town centre boundary, as designated in the core strategy. The designation covers two separate areas, which are situated to the north / north-east and south of Area C. The provision of further retail units in this area will therefore create a link between the two areas, and should strengthen the southern town centre area.

- 6.66 Further retail provision is expected to be of high quality and contribute to improving the visual and retail offer of East Cowes town centre.

The re-routing of traffic and improved traffic management

- 6.67 This is an area where the community rightly expect proposals to bring clear benefits to them. It is important that any scheme properly considers the needs of local traffic, vehicles using the floating bridge and access into out of and within any new marshalling area. Improvements will be achieved by routing floating bridge and ferry traffic separately.
- 6.68 It is anticipated that ferry traffic could be routed via Well Road and floating bridge traffic via Ferry road. Access any new marshalling area should be from the north – east corner of the site off Castle Street. The layout of the marshalling area and access to the local highway network should be designed so as to improve on-site vehicle handling and reduce traffic hold ups and inconvenience for other road users.
- 6.69 The Lower York Avenue is expected to be designed to allow traffic to enter but at very slow speeds – 20mph maximum. The design will help create a more pedestrian priority environment with low kerbs, planting, seating, with cohesive paving materials used throughout the area. This approach will act to deter most through traffic, but still allow local traffic especially those seeking to access properties and businesses in Lower York Avenue.

Provision of car parking

- 6.70 There is wide consensus over the need for further publicly available car parking in the heart of East Cowes. Such a provision would provide support to the town centre by ensuring people can park in close proximity to local shops and facilities, be available for local residents, commuters who currently use the ferry service and to cater for the expansion of the cross Solent service and Red Jet service if required.
- 6.71 There were conditions imposed as part of planning permission ([P/00925/09](#)) granted in 2009 for the Waitrose development relating to car parking. Condition 4 required a parking strategy to be submitted, and that the strategy '*shall include provision to allow the car park to be used by all users for 2 hours without charge*'.
- 6.72 The council is keen to see an imaginative parking solution and will consider the introduction of a raised parking platform, if such an approach can be demonstrated to be financially viable and be compatible in design and operational terms with surrounding residential and other uses. Alternatively, an appropriate level of parking to serve the wider area could be provided and managed alongside any operational parking required to serve the proposed development. Any approach should be accompanied by evidence to justify the level of provision, and be in line with any relevant guidance or standards.

An improved ferry terminal and marshalling area

- 6.73 The Red Funnel Southampton-Cowes service was established in the 1940s. Originally able to cater for the loading of cars at their Cowes Fountain Quay terminal, the switch to bow loading only brought about the remodelling of their operations on the Island with the Cowes terminal re-designed for use by foot passengers using the Red Jets, and the East Cowes terminal for use by the roll-on roll-off ferries, which can cater for the commercial traffic required to support the Island.

- 6.74 The marshalling of vehicles in East Cowes has evolved and expanded over the years as the opportunity arose and is split between three sites in the town centre. The main approach to the terminal is from Ferry Road with traffic passing through the 'Phoenix Yard' marshalling area before crossing Castle Street (A3021) to access the main marshalling site for embarkation (Trinity Yard). Egress is via Dover Road & Well Road
- 6.75 Marshalling vehicles in this way is far from ideal, ferry traffic must cross the (A3021) Castle Street to check in and board the ferry and at busy time there is the potential for conflict to occur with local traffic and vehicles disembarking from the floating bridge. The insufficient vehicle capacity can also mean that at busy times traffic waiting for the ferry can tail back out of Phoenix Yard and onto the public highway with implications in terms of inconvenience to local traffic and vehicles wishing to access roads within the town centre and the floating bridge.
- 6.76 The East Cowes Masterplan sought to overcome these issues by planning to relocate the cross Solent ferry marshalling facilities to an alternative site at Venture Quays. The plan included new traffic signals at the junction of Well Road and York Avenue, revised junction at Clarence Road/ York Avenue, two way operation in Ferry Road and other proposals.

An improved town centre environment and Enhanced public realm

- 6.77 As part of the improvements to public realm in the town, shared surfaces should be provided on Castle Street where possible, between Bridge Square and Well Road and Lower York Avenue – between York Avenue and Castle Street.
- 6.78 These improvements will by the use of high quality paving, improved surface treatment, landscaping and new street furniture help to improve the visual appearance of the area and by slowing traffic improve the safety for vulnerable road users including pedestrians and cyclists.
- 6.79 The concept of shared space areas is to improve pedestrian movement and comfort by reducing the dominance of motor vehicles and enabling all users to share space rather than follow the clearly defined rules implied by more convention designs. Used extensively in Europe and more recently at locations across the UK, the technique which is acknowledged by Department for Transport (DfT) in Local Transport Note 1/11 (October 2011) often changes driver behaviour, resulting in lowering vehicle speeds and fewer occurrences of road traffic accidents.
- 6.80 Bridge Square is a key arrival point from West Cowes via the floating bridge and as such would benefit from improved surface treatments including paving, seating and landscaping . The junction of York Avenue, Clarence Road and Ferry Road is an important gateway to the town from the east connecting the floating bridge, Waitrose town square, Trinity wharf & Castle Street.
- 6.81 It is anticipated that the improvement of this area through landscaping and improved surface treatments will creating a high quality pedestrian focused space enhance the area between the Town Hall and existing shops and café to extend the café spill out and enhance public use and visual amenity of this area. Further design development will explore the intervention of a series of art elements in the ground surface.

- 6.82 The council expects that through high quality design an attractive, usable, durable and adaptable public waterside space will be created that strengthens the connection between East Cowes and the River Medina / the Solent. Wider general improvements to the existing public realm will also be expected, as part of the package of measures that contribute to achieving the regeneration of East Cowes.
- 6.83 As part of these wider public realm improvements the council wishes to see new views to the River Medina and the Solent⁶ created. These could be glimpsed or framed and contribute to establishing a character for the area and fostering a sense of place.
- 6.84 The council wishes to see a continuous pedestrian link provided between the chain ferry through to a new terminal building (whilst recognising operational implications), and, if possible, onwards into Venture Quay. Whilst in an ideal situation this would be delivered along the waterfront, it is acknowledged that due to landownership and existing development this will not necessarily be possible. Therefore the council expects the link to be provided as close to the waterfront as is feasibly possible. To contribute to the creating an identity for the area the council expects a consistent treatment and palette of materials to be used in creating the link.
- 6.85 The principle of building heights of at least three storeys on and around Area B is already established through existing residential, employment and mixed-use buildings. Development should provide efficient use of pdl, whilst resulting in a scale of development that will respect the existing character of the area and creating a unique sense of identity.

The maximum possible level of public access to the waterfront

- 6.86 Public access to the waterfront is an important local issue, as unsurprisingly there is a strong affinity to the water within the East Cowes community. The council expects the provision of strong pedestrian and cycle links between the Floating Bridge, the (repositioned) ferry terminal building the waterfront alongside the new marshalling area and onto the Esplanade. This new access route should be as close to the water as is possible so as to make the most of the views and provide a continuous route through this area.
- 6.87 The council will seek to ensure that pedestrian access is provided, as close to the waterfront as is possible, through this area, to provide a continuous and consistent (in terms of treatments and materials) link from the chain ferry in the south to the ferry terminal building. Pedestrian access beyond this point to the Esplanade should be provided along Castle Street.
- 6.88 The development area includes the public slipway currently located alongside the linkspan. The slipway, despite operational difficulties, is an important 'all state of tide' facility. Used by locals and others to launch small boats and access the water, it is important that any loss of the facility provides for an appropriate scheme of mitigation, and that the replacement facilities are easy to access and use by people may who wish to use is to.

An appropriate level of access to the waterfront and marine-related infrastructure, where it is required for existing and future marine and maritime-related businesses

- 6.89 As set out in the proposed policy addressing the issue of employment sites with water access, the council supports the creation and retention of maritime and marine related

⁶ The River Medina is identified as being south of the chain ferry and the Solent to the north.

employment opportunities. The council acknowledges the importance of current employment sites where there is water access, and the council wishes to retain maritime and marine-related employment uses that have water access and require it. Through the redevelopment of this area the council expects that any employment use that currently has and requires water access will be accommodated.

- 6.90 There are a number of industrial units and offices in East Cowes that currently benefit from a waterfront location, but do not need to be there and often there due to the poorer quality of the floorspace and therefore benefit from lower rents.
- 6.91 Access to the Columbine building, its apron and the dock hoist for business uses and traffic movements should be provided through any remodelling of the marshalling yard. As the land is not under the council's ownership its ability to influence future operational use, and any decisions made by the land owner or operator on a commercial basis is limited. Notwithstanding this the issue of water access for employment uses is important to the Island and therefore the council, through its land-use policies, wants to make its expectations for the future use clear.

Resilient development, taking into account of flood risk

- 6.92 The provision of business, commercial and leisure uses on the ground floor level, as well as creating an active frontage, has an alternative benefit of steering the most vulnerable uses (such as residential) away from the areas most at risk of flooding. A key principle of the original masterplan was to combine floor defence improvements, land raising and infrastructure improvements (such as the pumping outfall) as a combined flood risk response to benefit the area.
- 6.93 Any proposal will be expected to provide a full flood risk assessment, demonstrating a site based sequential approach that matches uses to levels of flood risk. This should consider public access both along the waterfront and to the water, and wider (off-site) benefits from the provision of flood defences, including a co-ordinated approach to flood defence with adjacent sites where relevant that demonstrates consideration of the preferred management approaches identified by council approved strategies, including Shoreline Management Plans and associated coastal and flood risk strategies.
- 6.94 Where seeking to locate more vulnerable uses in higher flood risk areas, evidence of wider sustainability benefits to the community should be provided. Any proposal should demonstrate how it will be safe over its lifetime (taking use/type into account) and conformity with core strategy policy DM14 Flood Risk.
- 6.95 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing, 2 – Economy, 3 – Environment, 4 – Travel and 6 – Settlement identity.

7 Design and context

Introduction

- 7.1 The importance of well-designed new buildings for current and future residents is highlighted in the NPPF. Whilst the council already has strong policies relating to design and context in the core strategy (policies DM2 Design Quality for New Development and DM12 Landscape, Seascape, Biodiversity and Geodiversity), these are Island-wide strategic policies.
- 7.2 In order to better understand the context for, and shape, future design in the Medina Valley the council has undertaken a characterisation appraisal. The appraisal broadly defines the structure and character of the area and identifies general character areas (where there is some degree of local distinctiveness). It also identifies strategically important views and the key characteristics of the townscape and architectural character.
- 7.3 The appraisal also analyses the identified local character areas and assess their sensitivity to change (primarily in the form of new development). Finally, it provides an overview of the plan area and gives area-based recommendations.

Policy MVD1: Medina Valley Area Characterisation Appraisal

The council will expect all proposals to demonstrate, at a level commensurate to the proposal, how the Medina Valley Area Characterisation Appraisal has been taken into account and how they are reflecting the sensitivity of the relevant local character areas and contributing to achieving the recommendations.

- 7.4 It is important to recognise that respecting local character does not mean that development either cannot occur or if it does that it must mimic existing buildings exactly. The council does not want to prescribe hard and fast rules on the design of new development. The belief underlining the characterisation work is that the right approach for any site is to be found in examining the context for the proposed development in great detail and relate the new development to its surroundings through informed character appraisal. This approach is set out in policy DM2 of the Island Plan Core Strategy.
- 7.5 In some cases the character area appraisal may not exactly fit the aspirations of all stakeholders, but this should in no way be a hindrance to the management of change and in all cases it is hoped that this better understanding of the area will lead to the development management decision-making process bring better informed.
- 7.6 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing, 3 – Environment and 6 – Settlement identity.

8 Employment

Introduction

- 8.1 The Isle of Wight functional economic market area is particularly contained, which means that the majority of people live and work on the Island. However, there are clear 'employment hotspots' across the Island with the main area being the Medina Valley, particularly Newport.
- 8.2 Therefore employment function of the area is an important one and needs to be supported alongside our aspirations of encouraging people to live and spend time in the area. As traditional industries decline the area needs to adapt to meet the needs of modern businesses that are more compatible with other uses, such as residential. The competing needs of business and residential communities should be balanced to secure a sustainable pattern of growth.
- 8.3 There is already a strong core strategy policy approach towards facilitating employment provision within the Medina Valley area, set out in SP3 (Economy) and DM8 (Economic Development). These policies set out the council's support for economic development, allocate land for employment uses at Horsebridge Hill, Stag Lane, land east of Pan Lane. Furthermore there is policy support for the development of clusters in knowledge-driven and high technology industries focussed within the Medina Valley key regeneration areas.
- 8.4 The market wants to be based in and around Newport, due to its central location, transport links with the rest of the Island (and beyond) and proximity to employees and services. Rents for employment and office floorspace in Newport are generally higher than elsewhere on the Island. These factors contribute to making Newport generally speaking the most viable location for bringing forward new employment land on the Island.
- 8.5 Through its planning policies the council can set out its intentions, from a land-use perspective, for employment. However, this is just one piece of the jigsaw of seeing employment facilities being delivered on the ground. By allocating land, or putting policies in place, the council cannot make employers, whose decisions are market-driven and dependent on a range of variables, take up the opportunities that are being provided.
- 8.6 Notwithstanding this the council will continue to provide planning policies and approaches that support the retention of existing employment provision and facilitate appropriate future provision, and by doing so contributing to increasing the skilled workforce and therefore raising the average wages in the area.
- 8.7 The River Medina also contributes significantly to the employment offer of the Medina Valley. As the main working river it provides around three quarters of the stock of employment sites with water access on the Island. There is also a reliance on the River Medina for the bulk transfer and landing of certain materials (such as aggregate and hard stone) that contribute to the wider economy of the Island.
- 8.8 The council, in conjunction with partners, investigated whether there was a need for a specific B8 distribution facility within the Medina Valley. Due to the costs of transporting goods to and from the Island, items were already being grouped, delivered in bulk and where appropriate palletised so as to make the best use of vehicles and keep cost down as far as possible. The consolidation of freight already occurs commercially within existing

facilities, and as such there is not considered to be need for further facilities on the Island at this time.

Policy MVE1: Employment Growth

Due to the significance of the Medina Valley to the employment provision on the Island the council will support and give substantial weight to proposals that:

- (a) Provide small and medium sized employment units.**
- (b) Provide affordable and flexible employment floorspace.**
- (c) Provide office floorspace to meet a local or Island-wide demand.**
- (d) Securing employment and/or training of local people within new developments and during their construction, through local labour agreements, jobs brokerage initiatives or financial contributions towards wider employment and training initiatives.**

- 8.9 Through its role as local planning authority, the council wishes to support employment growth in the Medina Valley. To help achieve this policy MVE1 establishes that the council will give substantial weight to specific considerations when it comes to determining proposals relating to economic development and employment growth.
- 8.10 The council's evidence (primarily the [Employment Land Study 2015](#)) shows that there is a need for small and medium sized employment units within the Medina Valley. For the purposes of applying the policy, the council considers that small employment units will generally be between 46-93m² (500-1000ft²), although this could rise up to 279m² (3000ft²) or higher if demonstrated to be appropriate by the applicant. The council would anticipate medium sized units being in the region of 464-2322m² (5000-25000ft²)
- 8.11 The council is supportive of intensifying the use of existing employment sites. In essence this is likely to be achieved in one of three ways. Where there is the opportunity to do so, the council will support the extension of existing employment sites.
- 8.12 By the nature of their design and layout, a number of existing sites also provide the opportunity for on-site intensification through internal alterations and/or extensions to existing structures. Where planning permission is required for such work, the principle of the development is accepted.
- 8.13 Furthermore the intensification of an employment site could be achieved through its reconfiguration. This could range from the provision of new or relocated structures through to a redesigned road network.
- 8.14 The council, through its evidence and ongoing discussions with industry bodies, is aware that there are affordability issues where businesses in some sectors are not able to afford market rents. The policy provision is intended by the council to particularly support existing businesses on the Island, to enable them to move into suitable and affordable accommodation. It is also particularly intended to support smaller and medium sized businesses that are looking at relocating to the Island.
- 8.15 It is anticipated that the affordability of proposed floorspace can be demonstrated through a range of ways. The council is keen not to be prescriptive or unduly onerous over what

evidence it would expect to receive, but needless to say the level of evidence should be commensurate to the proposal. Where affordable floorspace is being proposed the council would anticipate the applicants entering into a legal agreement to provide the floorspace at an agreed affordable rate.

- 8.16 The council will also give substantial weight to proposals that provide flexible floorspace. Again, the council does not wish to be prescriptive over what this might entail, but considers flexibility could be provided through measures such as flexible floor plates or minimal supporting columns. By providing such flexibility there is then greater opportunity for businesses to grow and flourish while staying in their current accommodation.
- 8.17 The Employment Land Study identified a demand for office accommodation in the Medina Valley. Like the 'B-use' employment provision, the demand focussed on smaller-scale and lower-cost. It is anticipated that a level of provision will come forward through mixed-use developments at Medina Yard (MVH2) and East Cowes (MVEC1-4), and further market-led proposals will be given significant weight through policy ME1 beyond that already set out in policy DM8 (Economic Development) of the core strategy.
- 8.18 Worklessness is an issue within the area. A commitment to both the training and employment of local residents can be secured through conditions to planning permissions. This provides a key mechanism for addressing worklessness through new developments. Where training is provided during the construction phase, this could include valuable skills such as the installation of renewable technologies and critical construction skills.
- 8.19 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objective 2 – Economy.

Policy MVE2: Protection of existing employment sites

To ensure that employment sites are retained within the Medina Valley area, the council will resist their loss in the following locations (as shown on the Proposals Map):

- (a) Cowes industrial area (incorporating Somerton Business Park, Cowes Business Park and land to the south of Three Gates Lane).**
- (b) Newport industrial area (incorporating Dodnor, Daish Way and St Cross).**

The council will resist the loss of B-use employment floorspace within the locations identified above, unless it can be demonstrated that such a loss will not have a negative impact on the supply of such floorspace in terms of both the AAP area and the Island as a whole.

- 8.20 Over the lifetime of the plan it is likely that there will be pressure for loss of employment space to more profitable uses. The Island Plan Core Strategy policy SP3 addresses this issue at a strategic level by offering protection to sites over one hectare in size. Through the council's evidence it is identified that a more localised level of protection could be introduced. Further, localised protection can help to reduce the detrimental loss of further employment space, which would in turn impact on the vitality and economic prosperity of the area and also to discourage intentional neglect of sites to realise hope value.

- 8.21 Through its evidence base the council is aware of the need to protect a number of key employment sites within the Medina Valley, both in terms of protecting the overall site(s) and ensuring that wherever possible B-uses are maintained⁷.
- 8.22 The council is mindful that there has been an increase of *sui generis*, trade counters and other non-B class employment generating uses locating on them. Whilst such changes were considered to maintain employment provision and therefore acceptable, this approach has in effect diluted the B-class floorspace both at a local and Island-wide scale. Therefore, to prevent further loss the council considers that the policy approach set out in MVE2 is appropriate.
- 8.23 However, the council recognises that under the General Use Class Order changes are permitted away from B1 uses to other uses including state funded schools and nurseries, shops, financial and professional services and in some instances dwelling houses. Whilst such changes may undermine the focus of B-uses in 'employment' areas, the council notes that the permitted changes are currently limited to a single continuous period of up to two years. In light of this time limitation the council considers that such a policy approach is still worthwhile.
- 8.24 In terms of evidence that the land is no longer required for B-uses, prominent advertising through a range of media should be used. This should include the use of constant marketing boards at the site and commercial property listing publications.
- 8.25 Furthermore the terms of conditions of any lease (including the length of lease) and price for which the site is available will also have a major impact on the likelihood of finding willing occupiers.
- 8.26 Where evidence has been provided that there is no prospect of attracting future occupiers to the existing site, redevelopment should seek to incorporate new high quality B1 as part of any scheme. This will help support the continued business function of the area. We will seek to maximise the provision of new B1 space in such schemes. Open book assessments will be needed to support any claims that such space cannot be provided on viability grounds.
- 8.27 In addition every effort will be made to ensure existing jobs are retained in the area. This can be through protecting existing businesses that sit comfortable alongside residential or assisting displaced businesses to find alternative sites.
- 8.28 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objective 2 – Economy.

Employment sites with waterfront access

Introduction

⁷ The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as '[Use Classes](#)'. This Order is periodically amended, the most recent amendment comprising The Town and Country Planning (Use Classes) (Amendment) (England) Order 2015.

- 8.28 The Medina Estuary has a long established history of marine industry and other employment uses that have had some link to a waterfront location. The Medina Valley AAP covers the Island's main river on the Island (the River Medina), which is 6.8km long from the tidal limit at Newport to the Solent and has a navigable channel.
- 8.29 Whilst there are other navigable rivers on the Island that provide some level of marine-related employment⁸, it is considered⁹ that the River Medina provides the main potential to meet any existing and future demand for waterfront access from employment uses.
- 8.30 Being an Island, such waterfront sites are critical in terms of both employment provision and transportation infrastructure, mainly relating to the import / export of goods and materials. It is an important issue to the Island's economic functionality whether there is need and then the opportunity to retain existing marine and other industry-related employment requiring such sites, to facilitate the potential for growth and the location of new businesses.
- 8.31 The marine and maritime sector is complex to define. Broadly however, it can be seen to comprise activities associated with component manufacturing, ports, defence, leisure, ship and boat building and research across a product or service cycle. The sector is changing rapidly with technological advancements opening up new business lines and markets, as testified by the growth in marine technology and the offshore renewable energy sector.

Policy MVE3: Employment sites with water access

The council supports the creation and retention of maritime and marine related employment opportunities, and acknowledges the importance of current employment sites where there is water access.

To ensure that the current provision of employment sites with water access are maintained the council will in principle resist the loss of any such employment sites. The council has identified a tidal access cut-off point (as shown on the Proposals Map). This will be used in the determination of development proposals with waterfront access, as follows;

To the north of this line

- a. Loss of existing employment sites will in principle be resisted and will require evidence to support the loss of such a site to other uses. Such evidence should include demonstration of no net loss of employment use;**
- b. Proposals for new employment sites requiring waterfront access will in principle be supported.**

To the south of this line

- c. Proposals that are compatible with the zones identified in the Solent Waterfront Strategy will be supported in principle.**
- d. All other proposals will need to demonstrate how they would access the water without unacceptable impacts on either the environment or other estuary users**

- 8.32 The Solent Local Enterprise Report¹⁰ states the provision of suitable land, accommodation and business support systems within locations have long been recognised as a driver of

⁸ Such as Wootton Creek and the Western Yar and Eastern Yar.

⁹ Employment sites with waterfront access Draft Final Project Report, June 2013, Isle of Wight Council.

competitive economic advantage. This is seen in the Solent area, which has a high representation of marine and maritime businesses co-locating, some of which are highly specialised and of international renown. Many of these businesses are interlinked through the business supply chain, with smaller firms providing specific products and services support to larger ones.

Definition of terms

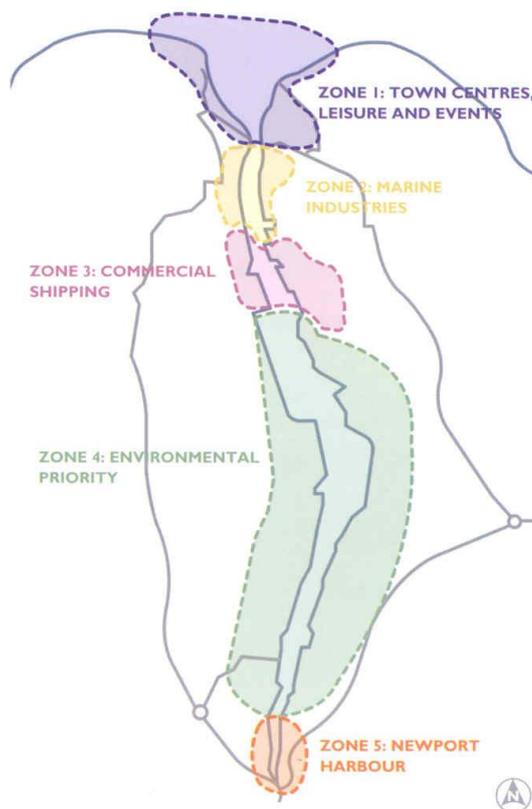
- 8.33 To ensure that a clear and consistent approach is taken in applying this policy, the following terms are defined as;

Term	Definition
Employment uses	<i>Uses that provide any kind of employment opportunities.</i>
Employment sites	<i>Sites that currently or previously have sustained employment uses and has not changed its use under the Use Class Order.</i>
Water access	<i>Any length of the estuary waterfront that provides an access point for a specific use or uses, which requires some form of formal on-going management and maintenance.</i>

- 8.34 The assessment of whether a site has water access in all states of tide (and thus the tidal access cut off point) has been made through the council's Employment sites with waterfront access project (2013). It has been based on whether the site maintains water access (i.e. there is no intertidal area between the site and the River Medina) rather than any structures that project from it into the water (such as a pontoon).
- 8.35 It is important to note that whilst sites have been identified as accessible through the project, the owners/operators may consider that for the purposes of their operation the site is not accessible by water at all states of tide.
- 8.36 Evidence to support the loss of an employment site with water access to an alternative use should include market testing for the demand for such sites by the marine and maritime sectors and a sequential demonstration for the most appropriate site of the proposed use, based upon the [Waterfront Sites Register](#) (as set out in the Maritime Future: Solent Waterfront Sites Final Report), updated with relevant information from the commercial property market.
- 8.37 The Cowes waterfront strategy¹¹ was a Supplementary Planning Guidance (SPG) document that supported the Unitary Development Plan. Whilst it is no longer a locally adopted policy document, it was identified through representations on the core strategy as being relevant to the AAP and policy AAP1 states the need for the AAP to have regard to it.
- 8.38 It developed a vision for the area to guide new investments and development opportunities. The aim of the document was to attract new investment to provide the opportunities, facilities and attractions that both local people and visitors could enjoy. Investment would enable the growth of local businesses and the attraction of new businesses.

¹⁰ Maritime Future: Solent Waterfront Sites, Final Report, September 2015, AECOM Infrastructure & Environment UK Limited for the Solent Local Enterprise Partnership.

¹¹ Cowes Waterfront: A vision for the Medina Valley, 2003, Isle of Wight Council, Isle of Wight Economic Partnership and the South East England Development Agency



Base plan taken from 1999 Ordnance Survey Digital Map Data with permission of the controller of Her Majesty's Stationary Office, Crown Copyright. LA 076694. This drawing is not to scale and no measurements should be taken from it.

Figure 8.1: Zones identified in the Cowes Waterfront Strategy

- 8.39 The strategy also identified five zones associated with the Medina Estuary and went on to describe the zones and highlight their key opportunities. The updating work (2013 employment sites with waterfront access) carried out by the council verifies the zones identified in this strategy as still being relevant and applicable. Thus where a development proposal is made that is compatible with the zones identified in the Cowes waterfront strategy (set out in Figure X opposite), they will be supported in principle.
- 8.40 The Medina Valley has a number of interests that will need careful consideration by development proposals, where relevant, including potential impacts upon sites designated for nature conservation and the Harbour Authorities and the Marine Maritime Organisation where the physical scope of any proposal crosses into their jurisdiction.
- 8.41 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing, 2 – Economy, 3 – Environment and 6 – Settlement identity.

9 Retail and Town Centre

Introduction

- 9.1 The key towns on the Island provide different retail offers and experiences. Rather than necessarily competing against each other, the council considers that each town centre should strengthen its offer and complement the other town centres on the Island. Within the Medina Valley there are three identified town centres (as shown on the Proposals Map), and these are Newport, Cowes and East Cowes.
- 9.2 Previous consultation responses suggested a range of interventions and support for the high streets. However, the majority were non land-use planning measures (relating, for example, to parking charges and business rates) and therefore won't be covered in this document.
- 9.3 The consultation responses, along with the council's monitoring of non-residential uses in and around the town centres and the [Island Wide Retail Assessment 2014](#) suggest that the general type, level and mix of provision is broadly right.
- 9.4 It should be remembered that a change of use of a building or land in some instances won't require planning permission, and as such the council has no control from a planning perspective over this. For example a building's current use may be a shop, but it wouldn't require planning permission to change to a range of other uses such as banks or building societies, cafes and business uses.

Newport town centre

- 9.5 Newport, as the county town, has the main shopping offer on the Island and attracts shoppers from all over the Island. Vacancy rates are below national and regional averages. The majority of interest from national multiples will be for opportunities in Newport.
- 9.6 As highlighted in the [Island Wide Retail Assessment 2014](#) Newport's dominance of the retail market on the Island is reflected in the level of potential "need" for additional convenience and comparison floorspace that has been identified as a result of its current market share. The total potential for additional floorspace is greater than the forecast for the whole of the rest of the Island combined.
- 9.7 Since the adoption of the core strategy planning permission has been granted for an ASDA food store out of the town centre, with associated parking and petrol filling station. The store would comprise of 6,787m² gross floorspace, of which 4,189m² being the net sales area. The sales area is expected to provide 2,431m² convenience goods and 1,759m² comparison goods and a café.
- 9.8 This level of provision was determined not to be likely to have a significant adverse impact on Newport town centre, which is performing reasonably strongly (in terms of vacancy rates) when compared to the regional and national averages.
- 9.9 In order for a clear and consistent application of the sequential test for retail proposals in and around Newport town centre the council is defining a primary shopping area. This is wider than the already defined primary retail frontage.

Policy MVR1: Primary Shopping Area

The Primary Shopping Area for Newport is identified on the Proposals Map and within the designation retail and main town centre uses will be supported.

When applying the sequential test to retail proposals the council will use the following definitions:

Edge of centre - a location that is well connected and up to 300 metres of the primary shopping area.

Out of centre: A location which is not in or on the edge of a centre, but not necessarily outside the urban area.

- 9.10 By defining a wider Primary Shopping Area the council is providing not only clarity to applicants, but also a greater level of support for the existing town centre, by increasing the area that is sequentially preferable for main town centre uses¹².
- 9.11 The Primary Shopping Area has been defined to take into account the redevelopment of the bus station, which added to the concentration of retail frontages. The designation does not extend to the free standing stores and associated car parking to the south-east of Church Litten.
- 9.12 The 300 metre threshold is established in national policy, but there is scope to take into account local circumstances to determine whether a site falls within the definition of edge of centre. Whilst such an approach allows for a different distance threshold to be applied, the council has successfully applied the 300 metre distance and considers it appropriate in the context of Newport.
- 9.13 Previous consultation indicated a concern relating to a perceived over proliferation of hot food takeaways. These concerns arose as when compared to other retail uses they were considered more likely to have a detrimental impact on amenity and retail character, including increased incidence of litter, smells, crime and antisocial behaviour, noise and general disturbance.

¹² Defined in the NPPF as: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

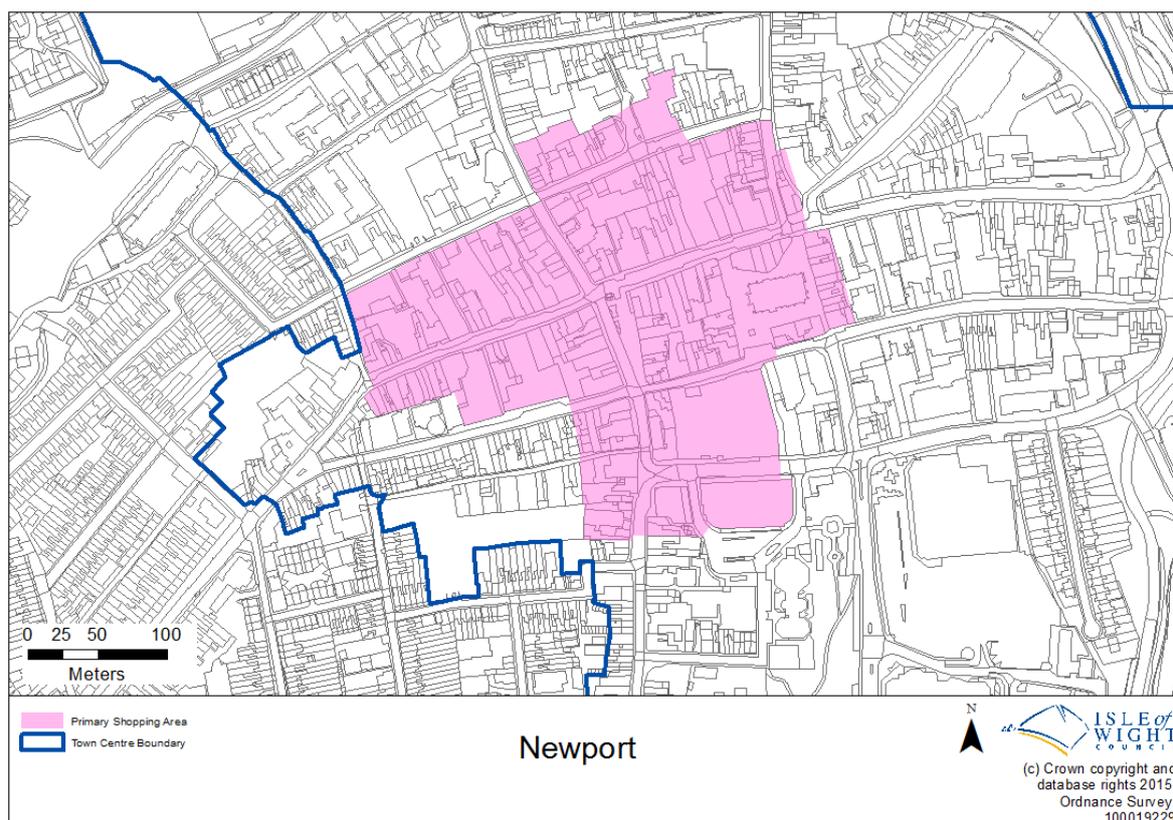


Figure 9.1: Primary Shopping Area Newport

- 9.14 Through its monitoring of uses in and around the town centre of Newport the council has identified that 3% of the 473 non-residential development are A5 (hot food take away) are likely to be open in the evenings. Furthermore the majority of the issues identified in the previous paragraph are not land-use planning issues. In light of this the LPA does not consider it is an issue that necessitates a specific policy approach.

Cowes town centre

- 9.15 The offer of Cowes town centre is built around yachting and supporting this use with a high proportion of non-retail uses on and around the town centre. Because of this Cowes continues to experience highly season pressures – busy in the summer and much quieter in the winter. Vacancy rates are below national and regional averages.

East Cowes town centre

- 9.16 The town centre experiences the highest levels of vacancy on the Island, which is compounded by virtue of it being a small town centre. Notwithstanding this the regeneration of East Cowes is ongoing, which has seen the opening of a new Waitrose supermarket. Due to the nature of the offer and the proximity to other town centres there are unlikely to be further retail development pressures within the town centre.

Policy MVR2: Local Threshold for Retail Impact Assessment

Proposals for retail uses where the gross retail floorspace exceeds 1500m² will need to assess their impact on:

- (a) Existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and**
- (b) Town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.**

Where an application fails to satisfy the sequential test (as set out in the NPPF) or is likely to have significant adverse impact on one or more of the above factors, it will be refused.

- 9.17 National planning policy sets out that when assessing applications for retail development outside of the identified town centre boundary, the local planning authority should require an impact assessment if the development is over a default threshold of 2,500m². However, it also allows for council's to set their own proportionate floorspace threshold.
- 9.18 The council's evidence suggests that due to the unique nature of retail patterns on the Island and the different functions, hierarchy and catchment areas of the Island's main towns, a locally set threshold lower than 2,500m² would be appropriate. The council therefore proposes to introduce a locally set threshold of 1,500m² to ensure that the impacts of larger scale retail proposals on Newport town centre are fully assessed and understood.
- 9.19 This threshold has been set higher than other thresholds that are being proposed for other town centres on the Island. This has been specifically done to reflect the primacy of Newport's retail offer and the preference of the market to be in and around Newport.
- 9.20 The catchment area referred to in the policy will depend upon the scale and type of retail being proposed, and will be determined on a case by case basis.
- 9.21 It must be emphasised that this does not mean that planning permission would be refused for development over these thresholds. Rather, that for any proposal that is not in a town centre or allocated for development, a full impact assessment will be required.
- 9.22 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 2 – Economy and 6 – Settlement identity.

10 Transport

Introduction

- 10.1 The transport infrastructure within the Medina Valley Plan area is of Island-wide significance, and includes car and passenger ferries and key junctions, such as St Mary's roundabout, the dual carriageway and Coppins Bridge. The layout of the Islands highway network is influenced by a number of factors including the shape of the Island, location of the River Medina and the location of our towns and settlements.
- 10.2 This means that the roads are like the spokes and rim of a wheel, so perhaps it is no surprise that the areas of concern are mostly concentrated in Newport at the "hub" and on the "rim" where those roads which radiate out meet the roads near the coast. Where it is appropriate to do so, every opportunity should be taken by new development to improve the existing transport infrastructure.
- 10.3 As set out in the core strategy, the council has identified specific junctions within the Medina Valley that will require improving in order to facilitate the planned level of growth. These junctions are:
- St Mary's Roundabout;
 - Coppins Bridge;
 - Hunnyhill / Hunnycross and Riverway junction; and
 - Medina Way from the junction to Coppins Bridge roundabout.
- 10.4 In broad terms the council's approach to transport through the planning system is based on the approaches set out in national policy and guidance, the core strategy and the council's Local (Island) Transport Plan.
- 10.5 Individual planning applications for development are considered on their merits, and are often accompanied by site-specific highways assessments (based on the scale of the proposal). Such information is required to determine specific planning applications, but doesn't necessarily paint a bigger picture.
- 10.6 In order to understand the bigger picture of likely impacts of the highway network arising from new development, the council has undertaken a number of transport models. The most recent of these was undertaken by Solent Transport, using the sub-regional transport model and this was [published](#) in May 2015.
- 10.7 The council is developing a Transport Development Plan, which draws together the information sources referred to above to identify and prioritise¹³ a list of larger scale and more expensive transport schemes, for which additional funding support is likely to be required.
- 10.8 The junctions identified in the Transport Development Plan will have schemes to improve their capacity drawn up and fully costed. This will enable the council to be clear about what will be required and what level of contribution will be required.

¹³ Based on methodology used in the ITP and endorsed by Department for Transport

Policy MVT11: Highway Infrastructure

Development proposals should not negatively impact on the surrounding highway infrastructure. Where a negative impact is identified, it should be addressed by providing on-site solutions and/or off-site solutions and/or financial contributions towards off-site improvements.

Within the Medina Valley Plan area, and further to the junctions identified in policy SP7 of the Core Strategy, the council has identified that the following key junctions are at, or near, capacity and will require improvements to support the level of development planned for:

- (a) Coppins Bridge gyratory and approaches**
- (b) St Marys Roundabout**
- (c) Newport Road and Nodes Road (Northwood)**

10.9 The modelling work looked at peak AM and PM hours and modelled two scenarios; do minimum (DM), which was based on the level of development with extant permission in 2013, and do something (DS), which was based on the DM information plus the level of development planned for in the core strategy to 2027. The methodology of the modelling is set out in the [Isle of Wight – 2027 Local Plan Transport Impacts](#) document.

10.10 The modelling identified capacity hotspots, which were defined in terms of the link Volume to Capacity ratio (V/C). For the V/C plots the performance of the link were identified as being either >80% or >100%. If the V/C is near, or in excess of 90%, then the junction will be subject to queuing and delays; a value of 90% is taken as the practical value for design purposes. A value of >100% means that the link is over capacity and significant queues and delay could occur.

Coppins Bridge

10.11 Through the modelling the study identifies a number of arms to the Coppins Bridge gyratory to be over, at, or approaching, capacity. The V/C scores for these various parts of Coppins Bridge in the AM peak range from 85% through to 106%. In the DS scenario for the AM peak the situation worsens to scores of 86% to 108%.

10.12 Within the PM peak the situation fares little better, with five points identified as approaching capacity or being over their capacity. There was the same pattern as the AM peak, in terms of the situation worsening in the in DS scenario. The V/C scores in the PM DM scenario ranged from 91% to 102%, with the DS scenario indicating 93% to 105%. Within the DS scenario three elements of Coppins Bridge were modelled as operating at over capacity (i.e. scores of more than 100%).

Junctions off Coppins Bridge

10.13 Whilst not specifically identified in policy MVT11 as junctions requiring improvements, capacity issues were identified by the modelling work in and around Sea Street. Whilst the access to County Hall off Sea Street was identified as approaching or over capacity (and noticeably worse in the AM peak), this is considered to impact on a small number of users.

- 10.14 Holyrood Street / Sea Street, whilst not particularly an issue (in terms of capacity) in the DM scenario (with V/C scores of 81% for the AM peak and <80% for the PM peak) the DS scenario modelling identified likely capacity issues with scores of 90% in the AM and 93% in the PM. Quay Street / Sea Street was also modelled as approaching capacity, although this was limited to the AM peak of the DS scenario (with a V/C score of 85%).

St Mary's Roundabout, Dodnor Lane

- 10.15 This roundabout is a key junction within the Island's strategic road network, and in its current configuration is experiencing (often significant) queuing and delays during peak hours and has already been identified as a junction requiring improvement.
- 10.16 The most recent modelling identifies particular issues on the Dodnor Lane, which is an arm off St Mary's Roundabout into the industrial estate. The issue is most acute in the AM peak where both the DM and DS scenarios are operating at capacity as both have V/C scores of 100%. The PM peak is slightly different with a score of <80% in the DM scenario and 96% in the DS scenario.

Newport Road (A3020) and Nodes Road, Northwood

- 10.17 In the AM peak both of these roads were modelled as currently approaching capacity as they experience queuing and delays (93% V/C and 86% V/C respectively). The V/C scores increased in the DS scenario model to 95% for Newport Road and 90% for Nodes Road.
- 10.18 The PM peak also experiences delays, although not quite to the same extent as the AM, with the issues arising on Newport Road to the south of the junction with Nodes Road and also on Newport Road past the junction towards Cowes. The modelling indicates that the volume to capacity ratio stays broadly the same in both scenarios. In the DM scenario Newport Road south of the junction scores 82% V/C, which increases to 87% in the DS scenario. To the north of the junction on Newport Road both scenarios are modelled at 87% V/C.
- 10.19 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 1 – Housing, 2 – Economy, 3 – Environment, 4 – Travel and 6 – Settlement identity.

11 Settlement Coalescence

Introduction

- 11.1 Settlement coalescence and the perception that settlement coalescence is occurring, or may occur is known to be a significant local issue. In light of this the council gave the commitment it would look at the issue through the Medina Valley Plan.
- 11.2 Through the spatial strategy set out in policy SP1 of the core strategy the council already has in place a policy-led mechanism for minimising settlement coalescence, by sustainably locating development within or immediately adjacent existing settlement boundaries (unless a local need can be demonstrated). Whilst this does not in itself prevent settlement coalescence in its entirety, it significantly contributes to achieving this.
- 11.3 Through the informal discussion document published for the Medina Valley area¹⁴, the council suggested that the settlement boundaries within the plan area could be redrawn by contracting them in the Cowes area. Whilst such an approach was supported locally, it would significantly reduce the ability of the council to provide new homes in an area where subsequent evidence has demonstrated they are desperately needed¹⁵. In light of this the council is now not currently considering redrawing settlement boundaries to the extent identified in the informal discussion document.
- 11.4 The council also undertook desktop and survey work to assess and understand whether there were areas within the Medina Valley that were particularly sensitive to settlement coalescence. This identified that there were sensitivities in two main areas; between Newport and Cowes, and between Northwood and Cowes.
- 11.5 The assessment looked at all areas within the plan boundary, but did not consider that it was necessary to provide further policy protection on the eastern side of the Medina (between the settlements of Newport, Whippingham and East Cowes. This was primarily due to the scale of the areas between the settlement boundaries, which are more open and, due to the policies of the development plan, are less likely to be subject to development proposals.

Policy MVLGG1: Local Green Gap

The following general areas, as shown on the Proposals Map, are identified as being important in preserving openness between settlements and therefore preventing settlement coalescence:

- (a) Land to the east of Newport Road, between Medham Farm Lane and Somerton Industrial Park.**
- (b) Land either side of Newport Road, between Chawton Lane and the southern edge of the Clifton Grade processing site.**

Development will only be permitted in these areas where it is demonstrated that it won't result in an unacceptable level of settlement coalescence.

¹⁴ The document was published for a 6 week consultation May-July 2014

¹⁵ Strategic Housing Market Assessment, June 2014 and Update Report, August 2014

- 11.6 The council's approach towards implementing local green gaps is based upon the national approach towards green belt land, as set out in the NPPF, but is proportionate to a local designation.
- 11.7 Whilst primarily a function to prevent settlement coalescence, the local green gap designation is also likely to serve a number of purposes, including:
- To check the unrestricted sprawl of large built-up areas;
 - To assist in safeguarding the countryside from encroachment;
 - To preserve the setting and special character of historic towns and settlements; and
 - To assist in urban regeneration, by encouraging the recycling of derelict and other urban land.
- 11.8 However, and notwithstanding the above, the designation does not include land which it is unnecessary to keep permanently open and has been deliberately identified to exclude immediately adjacent the settlement boundary.
- 11.9 When considering any planning application, the council will give substantial weight in the determination process to any harm to the local green gap.
- 11.10 The council considers that there are types of development that will be appropriate within the designation, providing it does not result in an unacceptable level of settlement coalescence. These include, but may not be limited to:
- buildings for agriculture and forestry;
 - provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries;
 - the extension or alteration of a building provided that it does not result in disproportionate additions over and above the size of the original building;
 - the replacement of a building, provided the new building is in the same use and not materially larger than the one it replaces;
 - limited infilling in villages, and limited affordable housing for local community needs;
 - limited infilling or the partial or complete redevelopment of previously developed sites (brownfield land), whether redundant or in continuing use (excluding temporary buildings), which would not have a greater impact on the openness of the local green gap designation and the purpose of including land within it than the existing development;
 - mineral extraction;
 - engineering operations;
 - local transport infrastructure;
 - the re-use of buildings provided that the buildings are of permanent and substantial construction; and
 - development brought forward under a Community Right to Build Order.
- 11.11 The local green gap designation does not remove permitted development rights.
- 11.12 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 3 – Environment and 6 – Settlement identity.

12 Local Green Space

Introduction

- 12.1 The National Planning Policy Framework (NPPF) introduced the concept of a Local Green Space designation. This is a discretionary designation that can be made within a local development plan or neighbourhood development plan.
- 12.2 The local green space designation is an opportunity for green spaces that are demonstrably special to a local community and holds a particular local significance to be identified. Such a designation rules out new development, other than in very special circumstances.
- 12.3 By drawing on consultation responses from the public and representative bodies from other planning documents the council was able to identify a long list of potential sites for a local green space designation. Part of the rationale behind the designation is that they hold particular importance to the community, and as such shouldn't necessarily be identified by the local planning authority.
- 12.4 The council assessed potential local green space sites against the criteria set out in the NPPF, and considers that one site is suitable for such a designation.

Policy MVLGS1: Local Green Space

The following site, as shown on the Proposals Map, is designated as local green space:

(a) Northwood Park, Cowes

Development should not take place in this location, other than in very special circumstances.

- 12.5 Situated between Ward Avenue, Baring Road and Church Road, Northwood Park awards views of St Mary's Church and Northwood House and feels as though it is part of the local area. It is an attractive park with mature trees and there is good evidence from the site visit that this is well used by local people. The park is considered to be demonstrably special to the local community.
- 12.6 A local green space designation gives the same level of protection given in national policy to green belt land. When considering any planning application, local planning authorities should ensure that substantial weight is given to any harm to the local green space. 'Very special circumstances' will not exist unless the potential harm to the local green space by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations.
- 12.7 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley, and specifically Objectives 3 – Environment and 6 – Settlement identity.

13 Waste

Introduction

- 13.1 The AAP policy requirement for the provision of waste management facilities as set out in core strategy policy AAP1 is to *'Identify the precise type and location of waste facilities to serve development to significantly contribute to the waste target set out in SP8'*.
- 13.2 This has informed the Area Action Plan Objectives, leading to the following waste objective; *'Waste – Waste facilities, that treat waste close to its source and as high up the waste hierarchy as possible, will be well-designed to serve existing and new development and integrate with their surrounding uses'*.
- 13.3 The updated modelling¹⁶ provides the evidence base for the need for additional waste facilities to be built on the Island to meet targets. Since the core strategy was adopted, the council has undertaken a procurement exercise to appoint a new waste management contractor to manage Municipal Waste on the Island. The contract with Amey was signed in September 2015¹⁷ and will run for 25 years until 2039/40. The facilities to be used in the new contract were taken into account in this updated modelling.
- 13.4 The latest available Environment Agency data from the year 2012/13 was used to estimate the amount of Commercial and Industrial (C&I) waste and Construction and Demolition (C&D) waste arising on the Island. As the data did not distinguish the various waste types adequately, the arisings were calculated by reviewing the facilities where the waste was recorded as being managed and considering the tonnage of known MSW for that year, thereby deducing the tonnage of other wastes managed.
- 13.5 Various growth rates were applied to the waste tonnages to provide a range of scenarios, and future recovery and recycling targets were applied to each waste stream. Existing and planned facilities were summarised against waste type and management type.

Policy MVW1: Waste Management Facilities

The council considers that the following sites (as shown on the Proposals Map) have the potential to support the provision of waste management facilities.

- (a) Whippingham Road, Whippingham**
- (b) Stag Lane Landfill Site, Newport**
- (c) Land at Stag Lane, Newport**
- (d) BAE Systems, Three Gates Road**

If proposals do not come forward in this location the council will consider alternative proposals, but these should be supported with sequential evidence as to their preference over the area identified above.

The council will expect any proposal to demonstrate full consideration of the waste policy requirements set out in core strategy policy SP8 waste and how they have met the location criteria for waste management facilities as set out in core strategy policy DM19 Waste.

¹⁶ Isle of Wight Council Evidence Base Update – Review and Update of Waste Need Modelling, October 2015, Amec Foster Wheeler Environment & Infrastructure UK Ltd.

¹⁷ <http://www.letsrecycle.com/news/latest-news/amey-signs-25-year-isle-of-wight-deal/>

13.6 The results of the modelling showed that the recommendations in the core strategy are sound, although fewer and smaller facilities are now required, as summarised below.

Facility type	Maximum Capacity required in 2026/27	Approximate land-take (hectares)	Core Strategy Requirements (Tonnes)
Organic Waste Treatment	8,600 (+5,000 tonnes for MSW food waste)	1	63,300 (includes MSW)
Residual Treatment (likely to be mechanical sorting, with onwards treatment in merchant thermal facility)	3,400 ¹⁸	1	35,500 (includes MSW)
Optional WTS	8,600	1	n/a
Optional C&D processing facility	116,400	3	130,400

Table 13.1: Summary of facility requirements in 2026/27

13.7 The council has carried out an exercise¹⁹ to update the existing baseline and complete an updated assessment of potential waste sites for the Island. This was done to establish whether the process completed for the previous report in 2009 was still a robust methodology in the context of an up to date review of waste planning policy. A full policy review was carried out that considered:

- Key objectives that are relevant to the waste policies in the adopted core strategy, emerging AAPs and the Local Development Framework;
- The key targets and indicators relevant to the adopted core strategy, emerging AAPs and the Local Development Framework; and
- The status of the policy in relation to adopted core strategy, emerging AAPs and the Local Development Framework.

13.8 The review of policy has indicated that the site assessment methodology employed in 2009 remains in conformity with national guidance, especially the National Planning Waste Policy (2014) and therefore has been taken forward as the basis for the revised assessment that supports the AAPs waste policies and allocations.

13.9 While this policy sets out the preferred spatial approach to the delivery of waste management sites within the plan area, any proposal will still need to consider the waste policy criteria set out in both national policy and core strategy strategic waste policy SP8, in addition to the locational policy requirements of core strategy Development Management waste policy DM19 Waste.

13.10 The council expects the policy to contribute to the delivery of the overall strategy for the Medina Valley area, and specifically Objective 6 – Waste.

¹⁸ In earlier years there will be more residual waste that can be sent to landfill. Building large facilities early on may result in spare capacity not being used in later years.

¹⁹ Isle of Wight Council, Assessment of Options for Waste Sites, October 2015, Amec Foster Wheeler Environment & Infrastructure UK Limited.

14 Implementation

- 14.1 To ensure regeneration and opportunity sites secure major benefits for both existing and new communities, developments will be expected to contribute to the wider objectives of the AAP through planning obligations as set out in policy DM22 (Developer Contributions) of the core strategy.
- 14.2 Funding for transport improvements can be achieved through a number of mechanisms and these are currently considered to be:
- Integrated Transport Block (ITB) - capital funding from DfT calculated on a formulaic basis for spending on sustainable transport initiatives – walking, cycling, public transport, road safety and minor highway improvement measures;
 - Council funding;
 - Existing developer contributions;
 - Emerging developer contributions which must be directly related to the development proposed; and
 - Other potential sources including funding from the councils capital programme and Solent Local Enterprise Partnership (SLEP).
- 14.3 The council will explore opportunities for external funding towards infrastructure and will continue to collect appropriate financial contributions where justifiable from new development. The following table sets out the specific infrastructure requirements set out in this plan, the responsible organisation, funding sources and target timescales.
- 14.4 An important part of creating sustainable communities is ensuring that the necessary supporting infrastructure is provided, for example, transport, open space, schools, utilities and health and leisure services.
- 14.5 The infrastructure plan is based on the best available information at the time of publication. However the need for infrastructure and the ways of delivering it are constantly being reviewed by infrastructure providers and the council. Details of infrastructure deficits, standards, and investment programmes are therefore likely to change over time and each section of the infrastructure delivery plan will be updated accordingly as required.

Infrastructure Plan

Infrastructure item	Responsible organisation	Funding sources	Target timescale
Standard junction improvements Coppins Bridge gyratory and approaches	IWC/Developers	Developer contributions, public funding, s38 agreements	Ongoing
Standard junction improvements Fairlee Road and Lower Medina Way	IWC/Developers	Developer contributions, public funding, s38 agreements	Ongoing
Standard junction improvements St Marys Roundabout	IWC/Developers	Developer contributions, public funding, s38	Ongoing

Infrastructure item	Responsible organisation	Funding sources	Target timescale
		agreements	
Standard junction improvements Newport Road and Nodes Road (Northwood)	IWC/Developers	Developer contributions, public funding, s38 agreements	Ongoing
Education provision	IWC/Developers	Developer contributions to be calculated in accordance with the Children's Services Facilities Contribution SPD	Ongoing – SPD adopted
Provision of waste management facilities on land at; Whippingham Rd, Whippingham; Stag Lane Landfill Site; Land at Stag Lane; BAE Systems Three Gates Road.	IWC/Developer	Developer/waste operator	Ongoing

Consultation Draft

15 Monitoring

Introduction

- 15.1 Following a plan-monitor-manage approach, the council has a monitoring framework in place to measure the effectiveness and delivery of the core strategy. These existing monitoring arrangements will provide the basis of monitoring the Medina Valley Plan. This will include identifying any (evidenced) unintended and unforeseen consequences. The council will explain why any objectives, policies and targets are not being met/delivered and where feasible will recommend action to rectify the situation.
- 15.2 This information will be published as part of the monitoring report (MR) that already records information annually relating to the core strategy. The council aims to publish its monitoring report in December for the preceding financial year. Recent changes to the requirements for monitoring under the Localism Act have allowed local authorities to shape their own MRs. The council can determine what to include in the MR.
- 15.3 Where necessary new indicators will be created and obsolete ones will be deleted to meet changing circumstances, reasons for change could include:
- Lack of data has made some indicators unmeasurable;
 - Consultation responses suggest different indicators;
 - Changes to national policies and council priorities; and
 - New studies/sustainability appraisals suggest improved targets and indicators.
- 15.4 The successful implementation of the Medina Valley Plan, particularly in relation to individual sites, relies on the work of a number of parties. Whilst it is important to report on progress on these in the MR, the objectives of this document form the key policy direction and are therefore the main focus for monitoring; as set out in the table below. Where possible targets have been drawn from the core strategy, however due to the nature of the document, some additional indicators have also been included.

Monitoring Framework

Objective	Policy	Target	Indicator
1 - Housing	MVSD1: Presumption in favour of sustainable development MVH1: Housing Growth	To significantly contribute to meeting the identified housing requirements of the plan area.	-No. of dwellings permitted within the plan boundary p/a -No. of dwellings completed within the plan boundary p/a -No. of windfall sites permitted within the plan boundary p/a
1 – Housing 2 – Economy 3 – Environment 4 – Travel 6 – Settlement identity	MVH2: Medina Yard	To meet the specific requirements of the policy	-No. of dwellings completed within the allocation p/a -No. of affordable dwellings completed within the allocation p/a -M ² of employment uses completed within the allocation p/a
1 – Housing	MVH3: Land at HMP	To meet the specific	-No. of dwellings completed

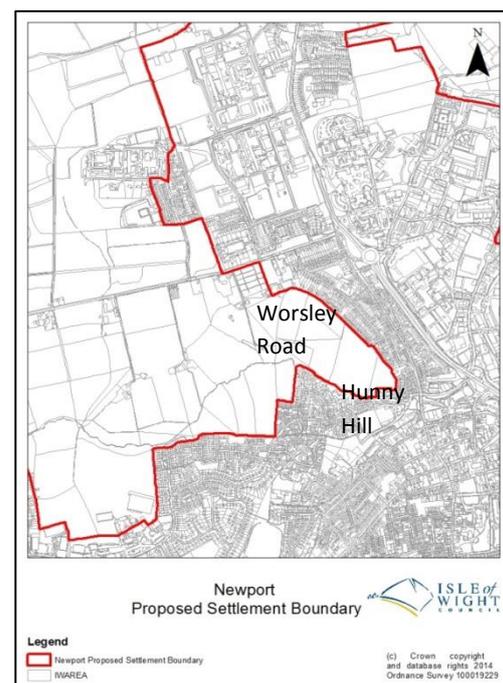
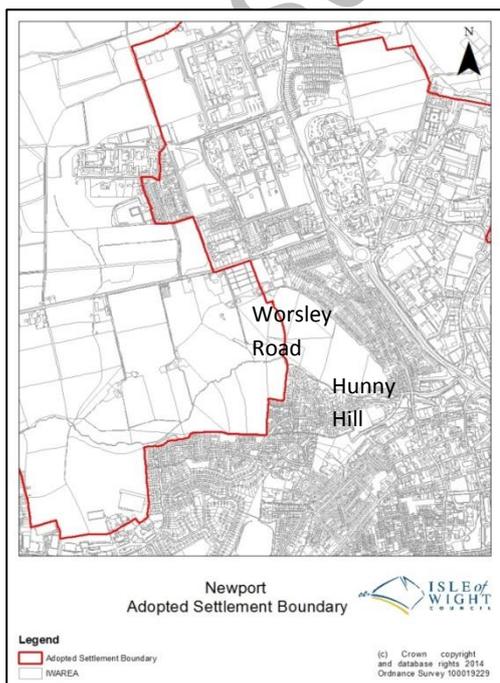
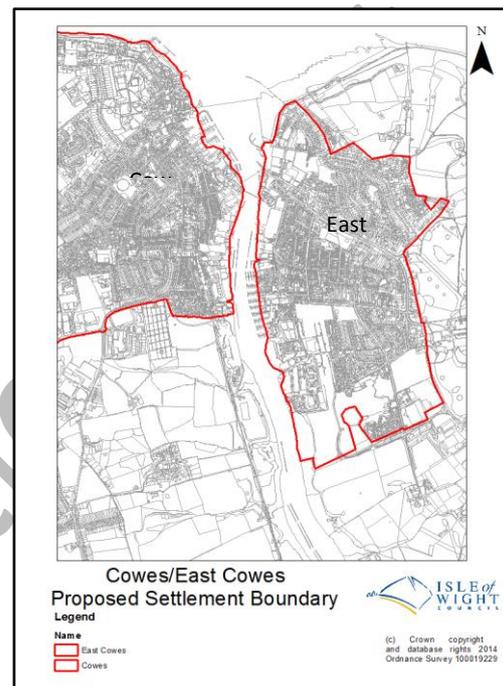
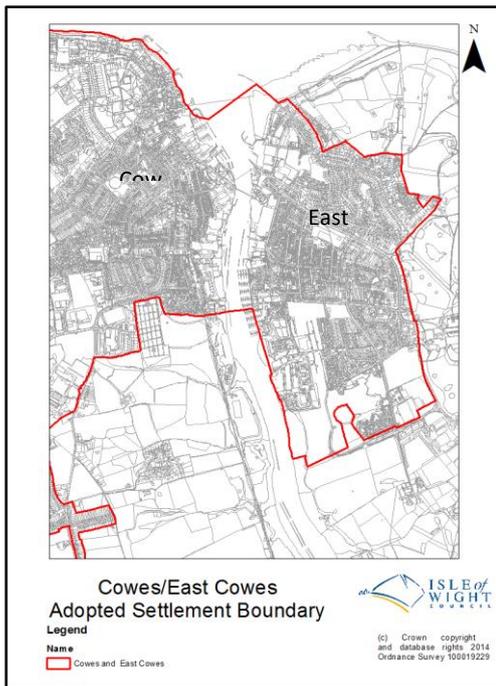
Objective	Policy	Target	Indicator
2 – Economy 3 – Environment 4 – Travel 6 – Settlement identity	Isle of Wight	requirements of the policy	within the allocation p/a -No. of affordable dwellings completed within the allocation p/a -Level of highways improvements facilitated / delivered
1 - Housing	MVH4: Exception Sites	To meet the specific requirements of the policy	-No. of affordable dwellings permitted p/a through the policy
1 – Housing 2 – Economy 3 – Environment 4 – Travel 6 – Settlement identity	MVEC1: East Cowes Regeneration	To meet the specific requirements of the policy	-No. of dwellings permitted & completed within the allocation p/a -M ² of non-residential uses permitted/completed within the allocation p/a -M ² of non-residential uses permitted/completed within the allocation p/a -No. of dwellings permitted & completed within the allocation p/a -M ² of employment provision with water access retained/ created -Provision of new marshalling yard -Level of new pedestrian & motorised access
1 – Housing 2 – Economy 3 – Environment 6 – Settlement identity	MVD1: Medina Valley Area Characterisation Appraisal	To positively influence the design and character of new development	-No. of applications refused on design grounds within the plan boundary
2 – Economy 3 – Environment	MVE1: Employment Growth	To meet the specific requirements of the policy	-No. of small & medium units permitted p/a -M ² of affordable and/or flexible floorspace permitted p/a -M ² of office floorspace permitted p/a
2 – Economy	MVE2: Protection of existing employment sites	To resist the loss of employment floorspace	-No of applications for loss of floorspace in identified sites -Permitted M ² of employment floorspace lost
2 – Economy 4 – Travel	MVE3: Protection of existing employment sites	To resist the loss of employment floorspace with water access	-No of applications for loss of floorspace in identified sites -Permitted M ² of employment floorspace lost

Objective	Policy	Target	Indicator
2 – Economy 6 – Settlement identity	MVR1: Primary Shopping Area	To sustain the High Street and improve the shopping experience	-No. of applications for retail uses in/ on the edge of the PSA -No. of applications for retail uses in/ on the edge of the PSA permitted/refused
2 – Economy 4 – Travel 6 – Settlement identity	MVR2: Local Threshold for Retail Impact Assessment	To ensure that the impacts of retail proposals on town centres are properly understood	-No. of applications for gross retail floorspace greater than 1500M ² -No. of applications for gross retail floorspace greater than 1500M ² permitted/refused
1 – Housing 2 – Economy 3 – Environment 4 – Travel	MVTI1: Highway Infrastructure	To improve the identified key junctions	-No. of improvements made -Amount collected in financial contributions towards identified junction improvements
1 – Housing 2 – Economy 3 – Environment 4 – Travel 6 – Settlement identity	MVLGG1: Local Green Gap	To protect areas sensitive to settlement coalescence	-No. of applications within the specific areas identified in the policy -No. of applications permitted /refused
1 – Housing 2 – Economy 3 – Environment 6 – Settlement identity	MVLGS1: Local Green Space	To protect areas that are demonstrably special to the local community	-No. of applications within the specific areas identified in the policy -No. of applications permitted /refused

16 Proposed changes to the Proposals Map

- 16.1 Through the Medina Valley Plan the council is introducing new policy allocations and designations and amending some existing ones. Where amendments to the existing Proposals Map are proposed they are set out in more detail below, by showing the adopted Proposals Map and the proposed change.
- 16.2 The Proposals Map in the following section only shows the policies of this draft plan and changes to existing boundaries, it does not include the adopted policies of the core strategy.

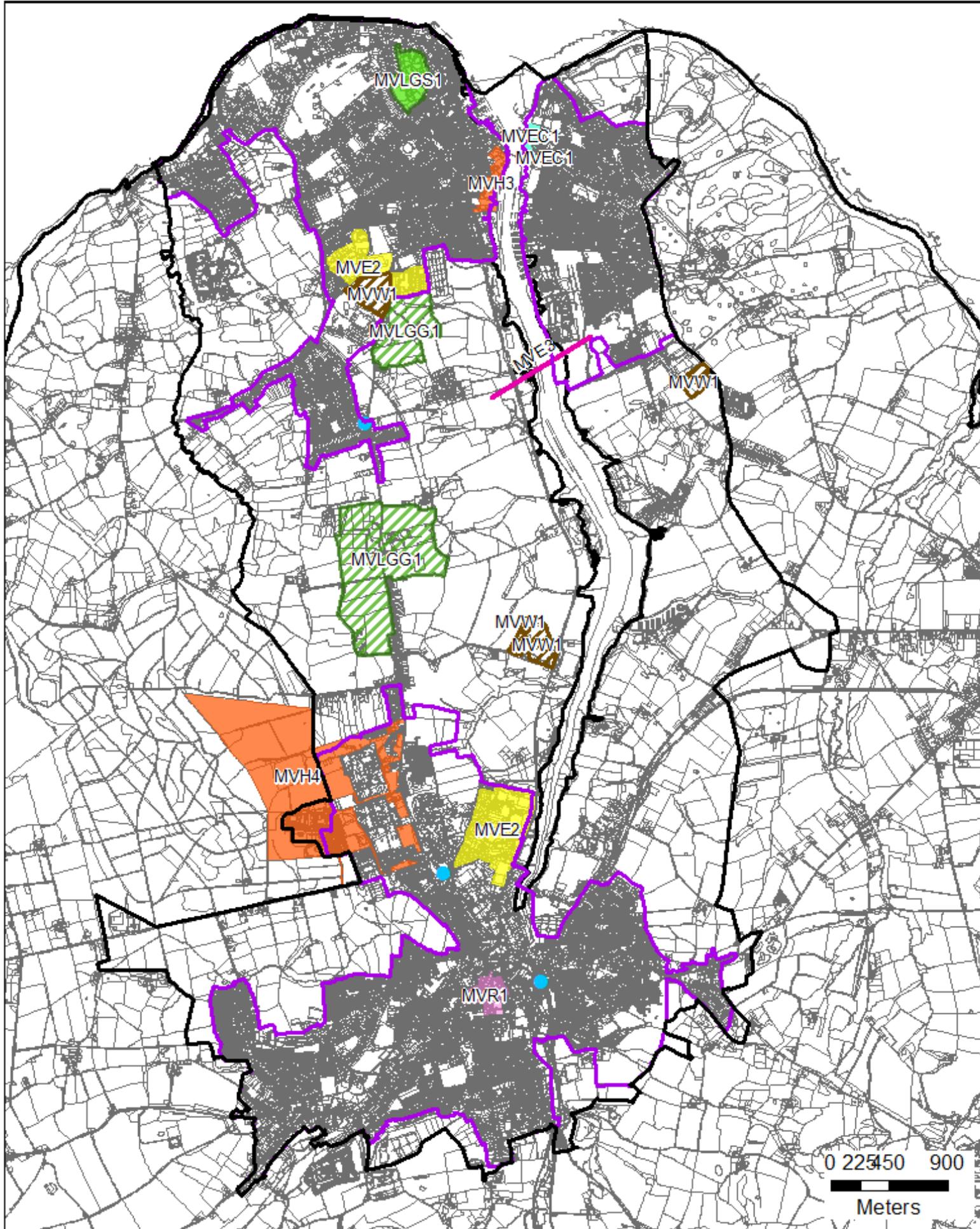
Settlement boundaries



17 Proposed Policy Map

17.1 An electronic version of the map is available on the council's website.

Consultation Draft



- | | |
|---|---|
|  MV Housing Allocations |  MV_Transport Improvement |
|  Employment Allocations |  MVR Primary Shopping Area |
|  Employment sites with water access |  Local Green Gap |
|  Settlement Boundary |  Waste Management Facilities |
|  East Cowes Regeneration | |



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