

Draft strategic development framework



Consultation report - second draft

July 2003

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1. Introduction

INTRODUCTION

1.0 This report sets out the results of a consultation exercise which was undertaken on the Project Cowes Draft Strategic Development Framework, which was prepared on behalf of the Isle of Wight Council, Isle of Wight Economic Partnership and SEEDA by a consultancy team including CB Hillier Parker, Urban Practitioners, MDS Transmodal and Alan Baxter & Associates.

1.1 The Draft Strategic Development Framework was developed following an initial consultation exercise during November 2002 comprising an exhibition and questionnaire. This process aimed to identify local priorities for the Project Cowes area, and the results directly informed the development of the Draft Strategic Development Framework. Throughout the development of the project, local stakeholders have been able to submit comments and ideas via the dedicated Project Cowes website, www.projectcowes.com.

1.2 In May 2003 the Draft Strategic Development Framework was presented to the public in the form of a public exhibition, which was available for viewing at a number of sites around the Island. A questionnaire accompanied the



exhibition to enable local people to comment on the framework. The intention is that a revised version of the framework will be considered by the Council for adoption as Supplementary Planning Guidance.

1.3 Project Cowes is about planning the future of Cowes, East Cowes and the River Medina Valley as far as Newport Harbour. It is about identifying the function of the area, the contribution it can make to the Island's economy, and putting in place a strategic development framework to guide investment and development opportunities. The aim is to facilitate a step change in the Island's economy by attracting new investment to provide the facilities and attractions that both local people and visitor can enjoy. This investment will enable the growth of local businesses and the attraction of new businesses.

QUESTIONNAIRE

1.4 The questionnaire featured a series of statements and questions on which respondents were asked to comment. For each question, respondents were asked to indicate their response by selecting a number (1,2 or 3), as follows:

- 1 indicated support for the proposal;
- 2 that the respondent is neutral about it; and
- 3 that the respondent would prefer the proposal to be modified.

1.5 If respondents considered that the proposal should be modified they were asked to indicate how it should be modified. The final section of the questionnaire deals with the proposed framework for considering planning applications in the study area. A series of questions have been drafted, which it is proposed will be asked of every application in the Project Cowes area, to help to determine the suitability of the application, in the context of the Strategic Development Framework. Respondents were asked if they thought that there were any additional questions which should be used to assess planning applications in the Project Cowes area. Additional broad comments on the framework were also

invited.

1.6 The response to the exhibition and questionnaire was extremely positive. The results of the questionnaire are summarised in the sections below.

1.7 As table 1 shows, the majority of respondents indicated their views on the proposals by selecting one of the three options. Those who declined to select a category tended to make their opinions known in writing. Additional comments have been noted are included in the analysis which follows.

Table 1: Summary of returned questionnaires/comments

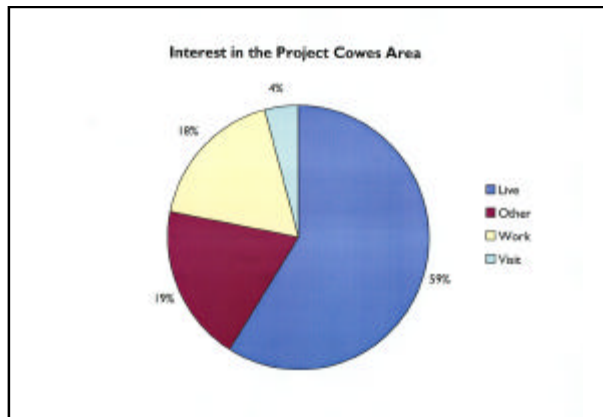
QUESTION NUMBER	TOPIC	PROPORTION WHO SELECTED OPTION 1,2 OR 3 (% OF TOTAL RESPONDENTS)	PROPORTION WHO DECLINED TO SELECT AN OPTION (% OF TOTAL RESPONDENTS)
1	Broad zone approach	77.0	23.0
2	Zone 1	79.7	20.3
3	Zone 2	79.7	20.3
4	Zone 3	79.7	20.3
5	Zone 4	78.4	21.6
6	Zone 5	78.4	21.6
7	SPG questions	70.3	29.7

1. Introduction

RESPONDENT BACKGROUND

1.8 73 responses have been received and analysed to date. Of these 63 were completed questionnaires. The other 10 took the format of written comments (which have been incorporated into the relevant sections of analysis).

1.9 The majority of the respondents (59%) live on the Isle of Wight and 18% work in the Project Cowes area. 20% had 'other' reasons for taking part in this public consultation, including representing an organisation or filling the questionnaire in on behalf of a company. A further 4% were visiting the Project Cowes area.



1.10 Several submissions were received from organisations, companies and groups of companies. These are listed below:

- **Isle of Wight Society**
- **British Marine Federation on the Isle of Wight (Isle of Wight Marine Industries Association)**
- **Cowes Marine Cluster**
- **GRP Laminates**
- **Wight Wildlife, a partnership between The Isle of Wight Natural History and Archeological Society, Hampshire and Isle of Wight Wildlife Trust and Wight Nature Fund**
- **Cowes Harbour Commission**
- **King Sturge on behalf of GKN Aerospace Limited**
- **Ashwell Property Group on behalf of The Peter Harrison Trust**
- **PD Ports Logistics and Shipping**
- **East Cowes Group of the Isle of Wight Society**
- **The Luken Beck Partnership Ltd on behalf of Barrett Southampton**
- **East Cowes Business Association**
- **British Marine Federation**

2. Questionnaire responses

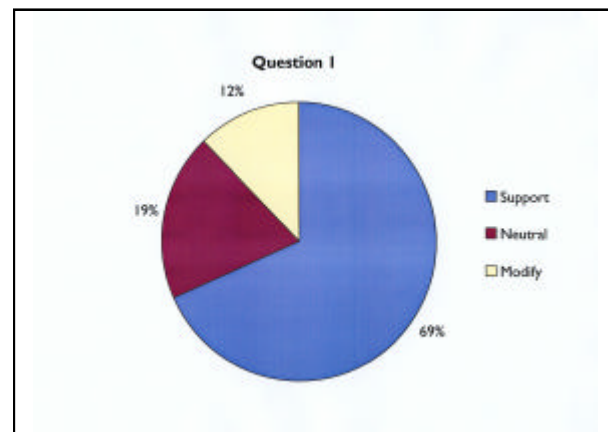
QUESTIONNAIRE RESPONSES

2.0 This section sets out a detailed analysis of the responses to each of the questions in the questionnaire, comprising a statistical analysis and details of the qualitative feedback which was provided.

Question 1

We have identified five activity zones for the Medina Valley, which aim to enhance and develop the existing characteristics of the area. Do you believe these zones broadly reflect the right approach to the island's economy?

2.1 The majority of respondents (69%) supported the identification of five activity zone for the Medina Valley agreeing that these zones broadly reflected the right approach to the Island's economy. Only 12% considered that this proposal should be modified.



Additional comments in response to question 1

2.2 There were a small number of additional comments in response to question 1. Several of the group submissions included statements relating to their general view of Project Cowes:

- We believe that the five activity zones broadly reflect the right approach to the Island's economy but with some specific considerations. (British Marine Federation on the Isle of Wight [Isle of Wight Marine Industries Association], Cowes Marine Cluster and GRP Laminates)
- The generic type of use and future proposed recommended in the Project Cowes report is consistent with the Harbour Commission's current plan. Recommendations: 1. Support in principle the Project Cowes Strategic Development Framework. 2. As most of the key issues and development opportunities of Project Cowes are linked to the operation, and management of the harbour and River Medina, reiterate the commission's invitation to the executive partners to work in partnership to deliver joint objectives. The board also recommends that the delivery and funding mechanism for the Parade Landing is seen as an objective for the strategic development plan. (Cowes Harbour Commission)
- Our client is supportive of the aims and objectives of Project Cowes and considers it to be an important and valuable step forward towards the regeneration of the Medina area. (King Sturge on behalf of GKN Aerospace Limited)
- The zones are represented in diagrammatic form on plans, but their boundaries are sharp enough and the maps accurate enough for the edges to be related to particular sites. This has its dangers. Each waterfront site has its different roles. The changing of the role of any individual site to an alternative one requires a full understanding of

the existing role including the needs of the firms who are operating from it and their linkages to other firms who are operating from it and their linkages to other firms, both local and further afield, and the facilities it houses e.g. cranes, deep water. Before any changes take place from the existing situation, this role and the linkages of the firms dependent upon individual sites must be understood and alternative provision made. BMF is not clear that sufficient stress has been placed by Project Cowes upon the importance of existing interests. These after all must be the springboards for achieving the objectives of Project Cowes, by fostering growth of local firms as well as bringing in new ones. (British Marine Federation)

- We note and support the major objective of Project Cowes - to encourage Economic Growth, and agree with point (7.6) - "Wherever possible we have sought to ensure that employment uses are integrated with residential and other uses in order to aid sustainability, create new markets for goods, and services, and be as attractive as possible to new investors." (East Cowes Group of the Isle of Wight Society)
- BMF congratulates Project Cowes in publishing the study. We recognise the efforts in bringing so many of the key players together and focusing on a study, which has already started to produce results. BMF supports the objectives of Project Cowes and is particularly delighted that job creation, economic development and prosperity appear to be identified by all parties as the overriding objectives. (British Marine Federation)

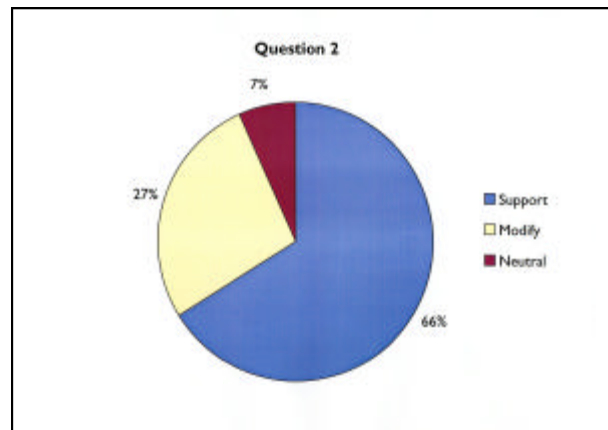
2.3 Specific comments were also received on a number of proposals within the zones, including concern about the risk of flooding, the suggestion that attempts should be made to secure Olympic sailing at Cowes as part of London's Olympic bid, and concerns about potential environmental impacts of the proposals.

2. Questionnaire responses

Question 2

Zone 1 is identified as the focus for town centre improvements, leisure and events and potential opportunities include new visitor facilities, better public access to the waterfront, a new 'gateway' to the island at the yacht haven and major improvements to East Cowes town centre and improved ferry terminal and marshalling facilities. Is this the right mixture of uses and facilities for zone 1?

2.4 66% of responses supported this proposal for the improvement and development of zone 1. 27% of respondents considered that the proposed mixture of uses and facilities for this zone be modified. The low proportion of neutral responses indicates the importance of zone 1 to many respondents.



Additional comments in response to question 2 Development issues

2.5 Several individual comments were made relating to the nature of development in Zone 1. These highlighted the importance of the quality of residential, retail and leisure development, the need to achieve an appropriate mix and balance of uses, and the need for homes for local people. Excerpts from specific submissions are included below:

- The Island is competing with every other coastal area in the UK with these sorts of plans and if we are not careful sites with water access will be just like thousands of others with nothing to distinguish them, as has happened in our high streets.
- Very important to get the right mix of industry, leisure right. More homes for local people, second homes do not help local economy, as much as people living and working here.

East Cowes

2.6 Individual comments were also made regarding the prominence of East Cowes in the Project Cowes strategy:

- Care needs to be taken so that the gateway to the Island does not dominate. Will this be supported with improved roads? The extent of this development appears to leave the area from East Cowes green to Castle Point underdeveloped. This area provides excellent views of the yacht racing which should be capitalised on.
- In order to attract people to the area, it will be essential to provide a focal point which in most areas is a good quality food store. The need to shop for essentials such as food will draw people to the East Cowes development and then they will visit nearby shops and restaurants which will in turn strengthen their businesses.

- There is too much emphasis on boating and tourism in East Cowes portion of Zone 1 - we should not be putting all our eggs in one basket. Creating a marina and re-siting the Red Funnel terminal creates a huge area of "dead" land just for parking of boats and cars into the area of East Cowes seafront that has the most potential.

2.7 The East Cowes Group of the Isle of Wight Society made a number of suggestions and comments about East Cowes. The group would like to see: an outer breakwater; designation of the seafront as a Conservation Area; the preservation of the Barrack, perhaps as a visitor centre; the adoption of Red Funnel Option 2; separation of ferry traffic from shopping traffic; the relocation of the major marshalling area out of town (possibly next to the Osborne Works); the introduction of a hotel (incorporating Seaholme, or more likely at the Albany Road/Maresfield site); enhanced community facilities; the creation of a water basin on the site of the Red Funnel car park with access to the river via a narrow cut (to accommodate dingy use) with the surrounding quay being used as a pedestrian area serving shops and cafes with living accommodation above; and a survey about the possibilities for a footbridge/river crossing. The group indicated strong objections to options 3a or 3b for Red Funnel relocation to the breakwater or Shrape. They also felt that the proposed Marina development might be inappropriate and not necessarily beneficial to East Cowes.

Red Funnel

2.8 Issues surrounding Red Funnel concerned a number of respondents. 14% of responses made reference to Red Funnel. These issues related to Red Funnel's corporate attitude to East Cowes, traffic problems following the proposed relocation of the terminal and possible alternatives to the proposed relocation. The comments below are indicative of comments made by several respondents:

2. Questionnaire responses

- East Cowes has for too long been the poor cousin of Cowes and left to the mercy of Red Funnel who have virtually taken over the waterfront, roads and car parks in the town with impunity.
- The improved ferry terminal in the zone 1 region should be restricted to cars and passengers only. Town centre regeneration and providing a thoroughfare for lorries are mutually incompatible. The freight traffic should be embarked and disembarked in the zone 3 region.
- Moving the Red Funnel terminal is just like moving the same problem to another site. The area north of GKN has the most potential to attract people to East Cowes. Vehicle marshalling could be improved by using land around the existing terminal.



Additional comments

2.9 Other individual respondents commented on specific concerns:

- Retaining and improving the Sylvan Avenue/Oak Tree Way site for public enjoyment of our remaining piece of naturally regenerating woodland. (lots of local concern here).
- What improvements for East Cowes residents? Where do we park? What opportunities for East Cowes traders to benefit from visitors?
- I welcome the intended marina concept within the breakwater area as I believe it will enhance the area and add prestige to the harbour. For the benefit of nearby residents in Cambridge Road, it will be important to ensure that noise levels are monitored as many, including myself, have bought property in that area attracted by the peaceful surroundings.
- I propose that the Victorian Barracks be converted into luxury apartments by a top ranking building company. This would preserve the Victorian history of East Cowes - linked with Osborne House. In connection with the Victorian theme idea, I propose that all street furniture - rubbish bins, lamps, seating etc. be designed with a Victorian theme in mind for continuity.

2.10 In addition, a detailed submission was received from King Sturge on behalf of GKN Aerospace Limited, which supported the mix of land uses proposed for zone 1, but expressed some reservations about the proposed relocation of the Red Funnel ferry terminal and the location of the new proposed breakwater, which it was considered should be closer to the centre of East Cowes. This submission also expressed the view that the proposed new river bus service should be routed closer to East Cowes to encourage visitors to stop at the new facilities and the town centre.

2.11 Finally, the British Marine Federation on the Isle of Wight (Isle of Wight Marine Industries Association) presented a submission indicating its objections to the planning permission which has been granted for Shepard's Wharf and proposing that a revised scheme is considered that includes both Shepard's Wharf and Thetis Wharf'. This submission also indicated that the GKN Columbine Hangar could potentially be used as a Marine and Aviation Centre, incorporating employment uses and the Classic Boat Museum.

2.12 The British Marine Federation generally supported the objectives of enhancing the approach to Cowes both on land and by water and increasing the area of safe water. The BMF queried the extent of the zone and how far the influence of the town centre should encroach upon the land with access to the water. The BMF also stated their concern that whilst Shepard's Wharf is not explicitly designated for 'residential development', the indication of the site as 'mixed use' could be interpreted as this. In general, the BMF also thought that there is too much "uncertainty" about the implications of Project Cowes to specific sites.



2. Questionnaire responses

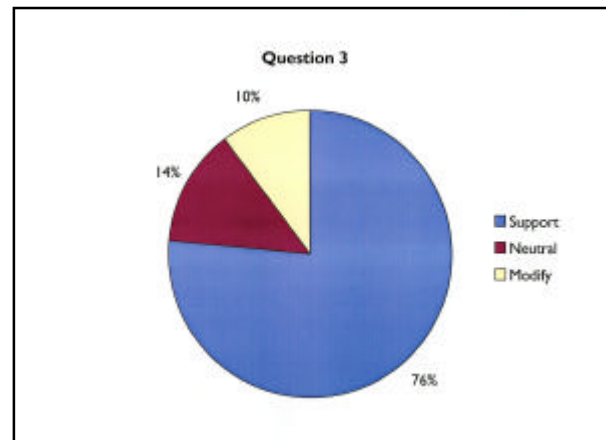
Question 3

Zone 2 is identified as the focus for marine industries and acts as the basis for a range of employment opportunities, particularly those which require a waterfront location. Is this the right mixture of uses and facilities for zone 2?

2.13 Over three-quarters of respondents supported the proposed approach for zone 2. Only 10% of respondents considered that this designated mixture of uses and facilities needed modification.

Additional comments in response to question 3

2.14 A detailed submission was received from the Ashwell Property Group on behalf of the Peter Harrison Trust, which objected to the proposed uses for zone 2 and supported a mixed use scheme on the Trust's sites in this zone. This response is also being considered separately in detail.



2.15 The British Marine Federation on the Isle of Wight (Isle of Wight Marine Industries Association), Cowes Marine Cluster and GRP Laminates submission highlighted the need for deep-water sites in the zone to remain in marine industry use, as it is an essential core requirement of this sector. This submission also requested clarification on the future of the crane, and the precise nature of the specialist marine facilities that are proposed.

2.16 In a detailed submission, the BMF stated that they were pleased to see this major area retained for specialist marine facilities. However, they felt that the degree to which it extends in land is not clear from the diagrammatic representation. The BMF also stated the importance of deep-water sites and recognising the existing uses and facilities of waterfront sites. In particular the BMF queried the proposed area of housing on Britannia Wharf indicating that adjacent residential and recreational boating uses are inappropriate.

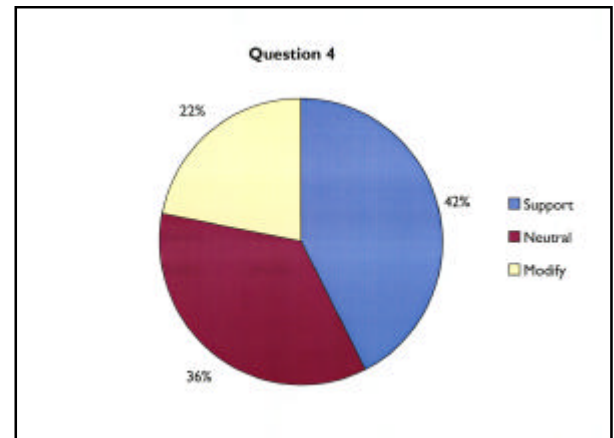
2.17 King Sturge, on behalf of GKN indicated an objection to the inclusion of site 15, Osborne Works within zone 2, on the basis that its operations are not marine related and the site is not on the waterfront, and an objection to the use of any part of this site for a park and ride facility. This submission indicated that the site is considered by GKN to be suitable for new employment uses.

2.18 Individual questionnaires also raised several more specific points, including the potential risk of flooding and westerly winds in relation to proposed marina uses and the need for affordable facilities for yachtsmen. Greater public access to the waterfront was also supported.

Question 4

Zone 3 is identified as the focus for commercial shipping and presents opportunities for aggregates handling facilities to be consolidated, creating new boat storage and new opportunities for enabling residential development. Is this the right mixture of uses and facilities for zone 3?

2.19 A substantial proportion (36%) of respondents indicated that they were neutral about the proposed approach to zone 3. Whilst the largest proportion of responses (42%) supported this mixture of uses and facilities, more than a fifth would like to see some modification of the proposal.



2. Questionnaire responses

Additional comments in response to question 4

2.20 7% of responses made reference to concerns about the environment in this zone, including concern about the sensitivity of the area on the eastern bank south of the power station.

2.21 4% of respondents indicated that this zone could benefit from a freight terminal.

2.22 Individual questionnaires raised other specific concerns, including concern that site 14 should not be developed for housing as this would represent an unnecessary extension of East Cowes, concern about the compatibility of aggregates and housing in close proximity to each other, and concern about access to shops and services for new residents on site 14, should it be developed for housing. Another concern was that the development in zone 3 at the southern boundary of East Cowes must be designed around a heavy duty road link from the oil depot and aggregate wharf along the southern boundary of the new housing to the main East Cowes Road. This would remove all the heavy commercial traffic from the residential area of Minerva Road and Victoria Avenue.

2.23 The submission by the British Marine Federation on the Isle of Wight [Isle of Wight Marine Industries Association], Cowes Marine Cluster and GRP Laminates expressed concern at the potential dilution of concentration of marine industries since the Cowes Harbour Commission is planning to develop additional facilities at Kingston, and the impact of such dilution on the industry in terms of overheads and transport costs. Further details on the proposed marine industries at PD Wharf were requested.

2.24 In a detailed submission, PD Ports and Logistics state that the approach to Medina Wharf (Site 13) is inappropriate given the contemporary nature of the aggregates industry. The response suggested that "a mix of uses comprising

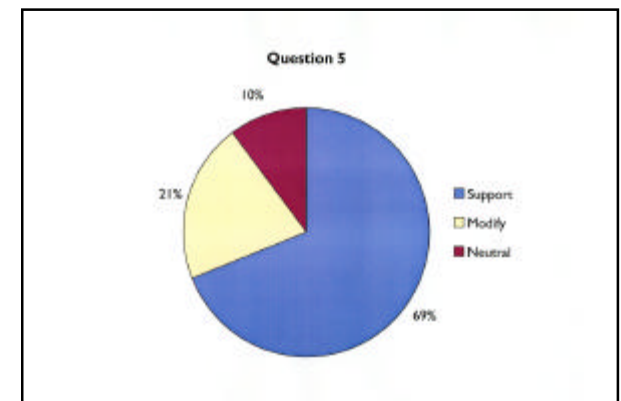
enabling and employment activities could, in due course yield a vibrant, sustainable and attractive development with maximum public access and significant economic benefits". The submission indicated that "such enabling development would be in accordance with Policy E4 of the UDP, and appropriate within the context of the surrounding area". PD Ports felt that in general "that the proposals for Medina Wharf be adjusted in order to properly take account of the commercial realities of the wharf, the other options available for commercial shipping, and the exceptional opportunity afforded by probably the best site within the Project Cowes area.

2.25 The East Cowes Group of the Isle of Wight Society disapproves of the plan to allow the site east of Kingston Power Station off Cadets Walk to be developed in addition to an exit to the north. It would prefer an exit road to be built to the south of the industrial area without waiting for enabling development of housing on the green-field sites zoned for housing. The group indicated its approval of paragraphs 6.65 and 6.66 referring to Saro works, Folly site. Generally the group indicated that the Medina Valley must be protected and given every opportunity to remain unspoilt, to attract visitors to it.

Question 5

Zone 4 is identified as an environmental priority area, where the predominant concern will be the preservation and enhancement of environmental assets. The area also contains three exceptional economic opportunities, which will be fostered. Is this the right approach for zone 4?

2.26 The majority of respondents (69%) indicated support for this approach to zone 4. However, 21% considered that this proposal needed to be modified. The small number of 'neutral' responses reflects the importance of this environmentally important zone to many respondents.



2. Questionnaire responses

Additional comments in response to question 5

2.27 11% of responses made comments indicating a degree of concern about the proposals for this zone, including concern about the compatibility of environmental conservation and enhancement and marine industries, and concern that 'enhancement' should not mean too much intervention.

2.28 Specific comments were received from the British Marine Federation on the Isle of Wight [Isle of Wight Marine Industries Association], Cowes Marine Cluster and GRP Laminates on the Saro site, indicating that it is not considered to be suitable for marine or other heavy industry because of potential access problems and the high cost of dredging, but that it would be suitable for high quality waterfront residential development, or a 4-star lodge style hotel/spa.

2.29 The BMF stated the importance of recognising the need for a balance between the priorities of nature conservation in designated habitat of European importance and the needs of commercial facilities which provide employment opportunities.

Question 6

Zone 5 is identified as an opportunity to develop a mixture of employment, residential and leisure uses in an attractive and vibrant waterfront location at Newport Harbour. Is this the right approach for zone 5?

2.30 A significant majority of respondents support this proposal for zone 5 (81%). 12% of responses indicated that they would prefer to see a modification of this approach.

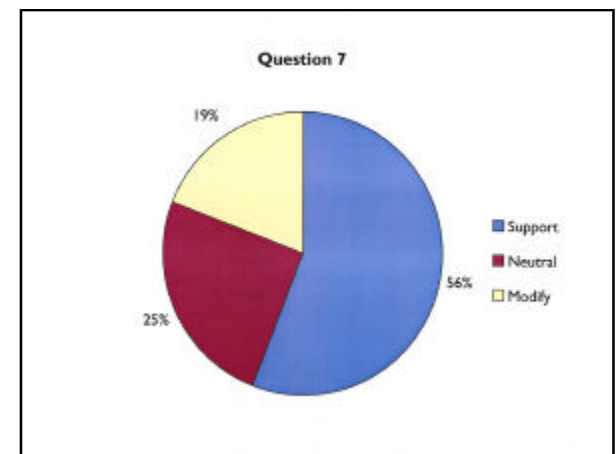
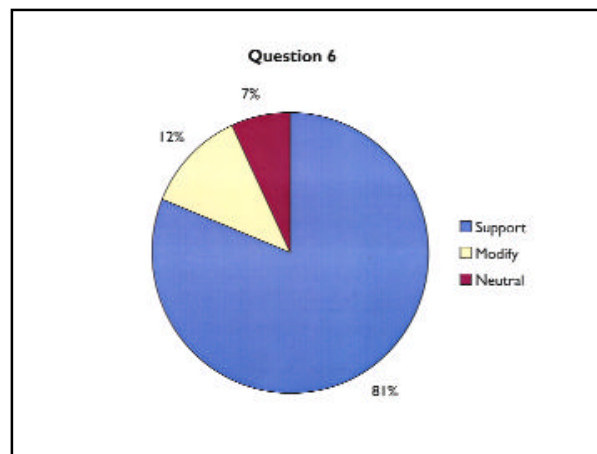
Additional comments in response to question 6

2.31 Relatively few respondents made specific comments on question 6, perhaps reflecting the fact that this area has already been the subject of detailed consultation by the Council. Wight Wildlife expressed concern that too much activity in this area would be detrimental to the environment.

Question 7

We have set out a range of questions in the exhibition, which will form the basis for assessing planning applications in the Project Cowes area. Do you believe that these questions are appropriate?

2.32 As figure 1 demonstrates only 70.3% respondents opted to select an option for this question. Of those that did respond, 56% supported the content and format of the questionnaire. A further 25% indicated that they were neutral about the questionnaire. Almost a fifth (19%) indicated that they would have like this element of the consultation process to be modified.



2. Questionnaire responses

Additional comments in response to question 7

2.33 Only 8% of responses made comments about the format and the nature of the proposed SPG questionnaire. King Sturge on behalf of GKN Aerospace indicated that they thought the SPG should be more specific in its guidance, rather than relying on a questionnaire format, using the zones to determine specific land-use designations for individual sites. This response also expressed concern about criteria (x) and (xi), that the developer contributions which are required under these criteria should sit within planning law and be subject to the same tests as developer contributions elsewhere.

2.34 PD Ports Logistics and Shipping stated that "the vision is not sufficiently focused or established and the zones not properly substantiated".

2.35 The East Cowes Group of the Isle of Wight Society stated their agreement with the proposed SPG guidelines.



2.36 The Luken Beck Partnership made the following statement with respect of the SPG guidelines: "It is unclear how the SDF will operate where it is not in harmony with the provisions of the UDP. There are certain UDP policies, such as the policy protecting waterfront industry, which could be seen to be in conflict with some of the broader aims of the SDF, where an alternative land use may be considered to be more appropriate. The document is unclear as to how it will be possible to adopt the SDF as Supplementary Planning Guidance in these circumstances, bearing in mind the clear guidance in PPG 12 that SPG should be 'consistent with the policies of the plan.' Further clarity is needed on exactly how the framework document can be adopted without making changes to the UDP".

The submission also states, "paragraph 8.11 should be amended to reflect the fact that the preparation of planning or development briefs may not just be produced by the Council, but could also be initiated by developers in consultation with the local authority". In addition, "chapter 2, paragraph 2.12, seems to indicate that the area is suitable for employment which does not require access to the waterfront, without mentioning that at least part of the 'blue' site is specifically allocated for employment development requiring access to the river".

2.37 23% of responses made comments on the consultation process and format including comments about poor access to exhibition boards.

Additional questions to assess planning applications

2.38 Respondents were also asked to suggest any additional questions which they thought should be included within the SPG. The following suggestions were made.

- Will the development affect existing natural habitats, including regenerating woodland on Brownfield sites, and if so will steps be taken to minimise this impact, which also relates to tourism (and Agenda 21)?
- Does the proposal consider local concerns as to any building/s that may be required on the site, if so could they be in the correct area to minimise aesthetic problems from all positions (sea/land)?
- Does the proposal significantly impact upon the traffic density on the River Medina and if so can the Medina absorb the extra traffic without other improvements?
- Will this preserve and enhance Cowes' maritime heritage?
- Will the development be beneficial to the residents in the immediate area?
- Have local people really had an opportunity to understand what is intended, how it will benefit them as council taxpayers, and will the project bring more problems to E. Cowes than advantages?
- Will the proposal enhance the nature conservation features of the European site and of its immediate hinterland?

2. Questionnaire responses

Issues to be considered in assessment

2.39 5% of questionnaires emphasised the importance of parking and traffic issues forming an element of the SPG criteria used to assess planning applications.

2.40 A number of other issues were suggested by individual questionnaires, including the need to protect and enhance current marine industries, the need for developers on the island to have proven experience of high quality development elsewhere, and the issue of environmental impact within the detail of individual planning applications, through issues such as rainwater run-off, water recycling and energy efficiency.



Additional comments on the framework

2.41 4% of responses raised concerns regarding residential issues in terms of the framework as a whole, including provision to protect against flooding and the need for affordable housing for local people.

2.42 7% of questionnaires raised environmental issues such as the need to protect woodland on the Island, particularly at Sylvan Avenue.

2.43 A number of other specific issues were also mentioned by respondents, including the need to consider the necessary community infrastructure such as doctors surgeries and schools. The issue of potential competition for hotels at East Cowes was raised as a concern.

2.44 A number of respondents mentioned specific additional ideas, which they would like to be incorporated into the framework, including a community centre in St Andrews Street, the preservation of White's crane, the need for enhanced boat lift facilities in Cowes, a pre-school/play centre in Cowes, a theatre for plays, concerts and films, and a lock at Island Harbour to improve its visual appearance. The idea of a high quality hotel/conference facility was supported by a number of respondents, together with additional cultural/visitor attractions. One respondent noted the need to improve the chain link ferry service for residents and those who work on the Island. Another respondent indicated that residents should be asked if they would support Cowes Parade being a no parking area during visitors season, and the designation of Cowes Green as a no dogs area.

2.45 The BMF is pleased that housing is not preferred to employment, economic developments and access to water. However, they indicated that references to 'enabling development' in (x) and (xi) suggests that housing does have a degree of priority. BMF suggests that the effect of housing will increase the price of waterfront sites and ultimately undermine the objectives of Project Cowes as a whole. The BMF recommends that a policy statement should be made to

exclude new housing development on the waterfront. The BMF also indicated that there should be some clarification about the exact nature of proposed 'public access'. The BMF stated that the possibility for flooding in the future means that housing would be less suitable than boating infrastructure.

2.46 The submission by the Luken Beck Partnership on behalf of Barrett Southampton stated that the central role of housing in the regeneration process should be reiterated in several paragraphs (1.5, 2.135, and 2.12). It considers that it is important that the major housing allocation at Kingston, which is put forward in the Framework as an enabling development for the waterfront employment, is also recognised as an essential development in itself. The submission also suggests that paragraph 4.84 should also be amended to remove the implication that the only way that it will come forward is as enabling development. It is considered therefore that the sentence in paragraph 4.134 suggesting that the release of sites in the town centre 'may have a direct impact on the phasing of housing provision required at more peripherally located sites' should be deleted. Barratt supports the proposals to jointly fund any essential environmental analysis as proposed in paragraph 4.199.

2.47 In a detailed submission BMF indicated that a long-term view should be taken of the waterside land and the financing of redevelopment should not be achieved at the expense of land itself. The submission suggested that the supply of waterside land capable of use by the marine industries needs to be quantified, and SEEDA should take the initiative in putting together a study of both likely demand and supply

2.48 The East Cowes Group of the Isle of Wight Society suggested a number of specific projects. These include: illumination of the Hammerhead Crane; restoration of the Britannia Wharf listed dock and steam engine house in West Cowes; a Heritage trail encompassing both sides of the river to Newport; and improved ferry boat services across and along the river.

Appendix - Questionnaire