



Bay Area Action Plan:

Preferred Options Report

January 2007



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1. Introduction

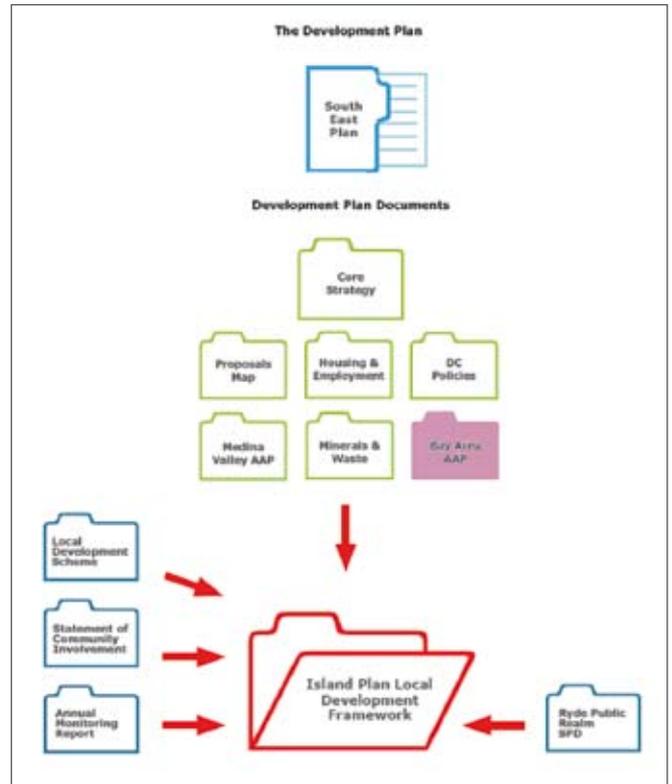
The Bay Area Action Plan

- 1.1 The Bay is an area of significant potential change. As such, it requires appropriate planning policies and actions to organise development objectives and co-ordinate requirements for new public and private investment. An Area Action Plan for The Bay will be created to address these requirements. It will provide a framework for decisions and actions by both the private sector and the public sector. The Area Action Plan does not provide details of or approve specific projects. Rather than a master plan – it will be an agreed framework of policies, potential projects and priorities through which the vision for the transformation of the Bay Area will be achieved.
- 1.2 Following on from the 'Issues Report' which was produced and consulted on in the summer of 2006, this document forms the 'Preferred Options Report' and is the next step in the creation of the Bay Area Action Plan. This report sets out objectives for the Bay. These build on the Core Strategy and more recent initiatives for transformation of the Bay's visitor offer. It then sets out policy options that will allow, support or enable objectives to be met. Policy options are provided for a series of Character Areas where the greatest potential or need for change to occur, and Key Sites where the most significant development opportunities exist.

The Local Development Framework (LDF) Process

- 1.3 The Planning and Compulsory Purchase Act 2004 requires the Isle of Wight Council to prepare a Local Development Framework (LDF) to supersede the current Unitary Development Plan (UDP).
- 1.4 The documents forming the LDF will set out the Council's policies and proposals for meeting the community's economic, social, and environment needs in terms of spatial land use and will be titled the Island Plan. The Island Plan will consist of the documents identified in the diagram below.
- 1.5 As identified in the diagram, the Core Strategy is the major policy document contained within a suite of other Development Plan Documents (DPDs), which provide more detailed policies for specific areas and topics. The Bay AAP will form one such DPD document. The Isle of Wight Council has completed the Core Strategy, which is currently in the process of being approved by Government. The Bay AAP aligns with the vision and objectives of the Core Strategy.

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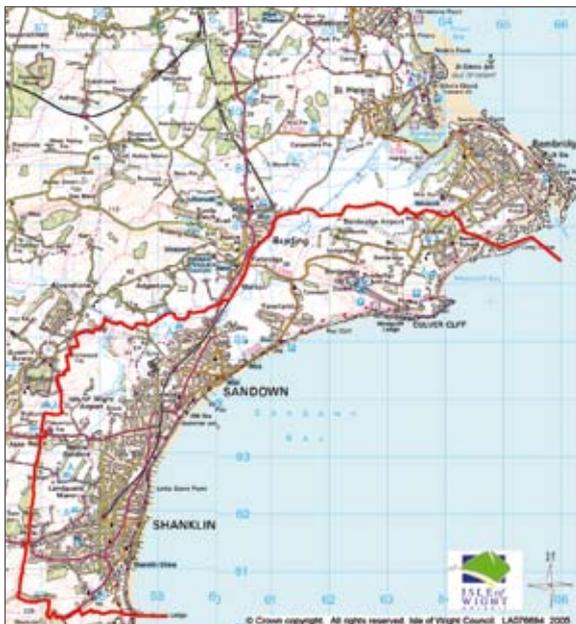
- 1.6 It should be noted that although residential growth is expected in the Bay, housing development figures and policies will be dealt with in the forthcoming Housing Development Plan (DPD) and such housing issues are not covered in detail in this Report. Detailed Public Realm issues will also be dealt with in a Supplementary Planning Document (SPD) for the Bay in due course.

The Focus of the Bay Area Action Plan

1.7 Map 1 highlights the boundaries of the Bay Area Action Plan. For the purposes of the Area Action Plan, the Bay incorporates:

- Bembridge Airport
- Whitecliff Bay and Culver Down
- Yaverland
- Sandown
- Lake
- Isle of Wight Airport
- Shanklin
- The Rural Hinterland

REVISED BOUNDARY



The Purpose of the Preferred Options Report

1.8 This document forms the Preferred Options Report. The purpose of which is to:

- Set out the objectives for the future of The Bay;
- Identify Character Areas where there is the greatest potential or need for change;
- Set out preferred policy options which will guide change in The Bay;
- Identify Key Sites for development and the policy options to bring them forward;
- Provide a consultation tool for selecting the way forward with stakeholders and the community.

The Structure of the Preferred Options Report

1.9 The structure of the Preferred Options Report reflects these aims. Following a review of objectives, the Preferred Options Report organises options around a series of eight broad Character Areas. The purpose is to offer a range of policy options that address economic development, visitor economy, transport, public realm and other issues. Three options that address major issues are offered within each Character Area. The options set out an increasing ambition for change. This may mean more pro-active policy positions, increasing levels of intervention by the Isle of Wight Council or other public sector partners, attracting more private investment, a larger project or a longer timeframe towards delivery.

1.10 In addition, seven Key Sites have been identified. These are sites where redevelopment is anticipated or needed. Again, three options for the nature and extent of redevelopment are offered. Delivery of these options will again require an increasingly pro-active approach.

1.11 Opportunities for stakeholders and the public to respond to these options for Character Areas and Key Sites, identifying a preference or priority, are provided.

1.12 The Preferred Options Report will be subjected to a formal public consultation process, which will take place from 22nd January 2007 for six weeks. Consultees will be able to express their opinions on the options put forward for the Character Areas and Key Projects and will influence the subsequent selection of the preferred direction. Consultees will also be offered the opportunity to suggest other approaches to projects for the Bay or identify other priorities.

1.13 Details of how to respond are included in the final chapter of this Report.

1.14 This Preferred Options Report has also been subject to a Sustainability Appraisal (SA) against the sustainability criteria set by the SA process. The Sustainability Appraisal Report is available at www.iwight.com/islandplan, all Island libraries, and at Council information points.

Timeline for the Bay Area Action Plan

1.15 The timeline for the preparation of the Bay AAP is set out below:

Key Stages	Timetable
Issues Report Consultation	July/August 2006
Preferred Options Report Consultation	January/March 2007
Submission to Secretary of State	July 2007
Adopted	June 2008

2 The Bay's Location and Characteristics

- 2.1 The Bay AAP: Issues Report (July 2006) sets out a detailed analysis of key issues and challenges facing The Bay. That analysis is not repeated here; rather a summary of major driving factors is set out.
- 2.2 Located in the south-east of the Island, The Bay is 1,873 hectares in size, which amounts to 5% of the total land area of the Isle of Wight (38,000 ha).
- 2.3 The Bay is defined by its high quality and diverse natural environments and open spaces. It is cradled by upland and down areas to the north and south. The western boundary is defined by river, wetland and countryside. The coastal shoreline is variously characterised by cliff, lowland and beach. Sandown Bay is the longest sweep of uninterrupted sandy beach on the Island.
- 2.4 Approximately 22,000 residents live in The Bay. This is 16.7% of the total population on the Isle of Wight (132,731 in 2001). The main settlements within the AAP area are Sandown, Lake and Shanklin. Sandown and Shanklin are the two main resort towns. These, along with Lake nestled between them, are significant residential communities. The three settlements have developed into a continuous linear urban area stretching along the coast. There is a mixture of styles and built forms including Victorian town houses, terraces and flats, inter-war semi and detached type properties and late 20th Century estate housing.
- 2.5 Tourism and leisure are the main commercial activities in The Bay with hotels, holiday parks and tourist attractions dominating the area. Sandown has a bustling centre, full of shops, restaurants, bars and amusements. Its many attractions, including the golden beach, esplanade, cinema, amusement park, Dinosaur museum, and zoo are a magnet for family holidaymakers. Sandown seafront is just yards from the town centre, with easy level walking along the broad promenades and sea wall to Yaverland.
- 2.6 Shanklin is a popular, if quieter family resort, and offers many traditional seaside features including sandy beaches, restaurants and theatres together with the Old Village with its thatched cottages offering the visitor a range of tearooms, gift shops and restaurants. The seafront Esplanade is lined with small hotels, cafés and amusements. A cliff lift links the town with the Esplanade.
- 2.7 Industrial and commercial business activity is limited; however there are two small employment areas at Spithead near to Sandown Airport and College Close at the north of Sandown.
- 2.8 The Bay is accessible by a variety of transport modes. The main highway connections to The Bay are provided by the A3055 (to Ryde and Ventnor), the A3056 (to Newport) and the A3020 (to Godshell). An alternative route to the Bay is provided by the Island Line railway. Unique to the Isle of Wight with its former London Underground rolling stock, this cherished transport link provides a fast and frequent link between the pier and promenade at Ryde and The Bay. Stations are located at Sandown, Lake and Shanklin – all of which lie within The Bay.
- 2.9 A good network of bus services connects The Bay with all key towns on the Island, although there is no direct bus service between Cowes, East Cowes and The Bay. Operated by Southern Vectis, now under the ownership of the Go-Ahead Group, the typical frequency of service is two buses per hour.
- 2.10 A few visitors also arrive at Bembridge Airport or Sandown Airport. Both airports are privately run and serve general aviation purposes rather than scheduled airline flights.



3 Objectives for The Bay

3.1 The Island Plan LDF Core Strategy identifies The Bay, comprising the urban areas of Sandown, Lake and Shanklin as one of five primary settlements on the Isle of Wight. The Core Strategy sets the Council's requirement to prepare an Area Action Plan for The Bay as a whole in order to organise and direct regeneration and growth of The Bay communities. The overarching ambition for Sandown and Shanklin in the Core Strategy is to:

“ Encourage the regeneration of Sandown and Shanklin as a home for an evolving tourism industry, a more diverse business base and a stronger residential community.”

3.2 To define and assist in the delivery of this ambition, a series of objectives were set out in the Core Strategy, which will strengthen the role of Sandown, Lake and Shanklin as the focus for a 21st Century tourism offer and as places for people to live, work and shop through the year:

Protecting and strengthening the local economy

3.3 The Bay performs a range of employment and commercial functions which together support the local economy in the eastern part of the Island and in some instances provide an Island-wide economic function. The Area Action Plan supports the protection of existing employment and commercial floorspace at sites such as Spithead and College Close, and looks to provide quality and choice in the provision of new employment sites and floorspace. The need to extend quality and choice in employment facilities will help ensure that the Bay Area continues to retain and attract employers who provide job opportunities for local people and provide the range of commercial services and facilities required.

Supporting and protecting town centre functions for all

3.4 The Bay has two defined retail town centres in Sandown and Shanklin, and a cluster of retail and community facilities in Lake. Each provides town centre and social/community functions aimed, firstly at the immediate local communities, but with a strong emphasis, particularly within Sandown and Shanklin, for retail and commercial services that support the wider Bay visitor economy. Together Sandown, Shanklin, and Lake deliver vital retail and community facilities for The Bay and are supported as such.

3.5 The Area Action Plan is founded on the principle of protecting existing retail and town centre functions, but allowing for an expanded and changing offer and retail mix at appropriate locations, including broadening the evening economy particularly within Shanklin and Sandown. The role and function of Lake is envisaged as a more localised hub of retail and community facilities reflecting Lake's predominantly residential role. The AAP also defines a greater role for Shanklin in providing a cultural quarter centred on the existing theatre to generate further regeneration and commercial opportunity within the town centre.

3.6 Active town centre management to manage change and growth in the future is required as an element of the overall implementation and delivery mechanisms for the Area Action Plan.

Consolidating and strengthening the visitor economy

3.7 The Bay can be considered to have grown because of the visitor economy. Sandown and Shanklin have historically had the greatest concentration of hotels and bed and breakfasts on the Island. Much of the seafront and significant parts of the town centres in The Bay were designed to reflect and serve this tourist role. The peak era of tourism to The Bay was in the post-war era. As with other parts of the UK's South Coast, the traditional English seaside holiday has declined as a share of the holiday market.

3.8 Although there is a common perception that The Bay is a family resort, in reality, in recent years this has declined and The Bay is now dominated by the adult only market in coach groups, short breaks, and active and outdoor holiday seekers. There is also evidence that overseas tourists visiting the south of England from Europe are also exploring The Bay. In addition, The Bay also has a role as a second home location. This means a frequently returning weekend and seasonal visitor market. Additionally, there is also the visitor potential of residents from across the Island to be tapped.

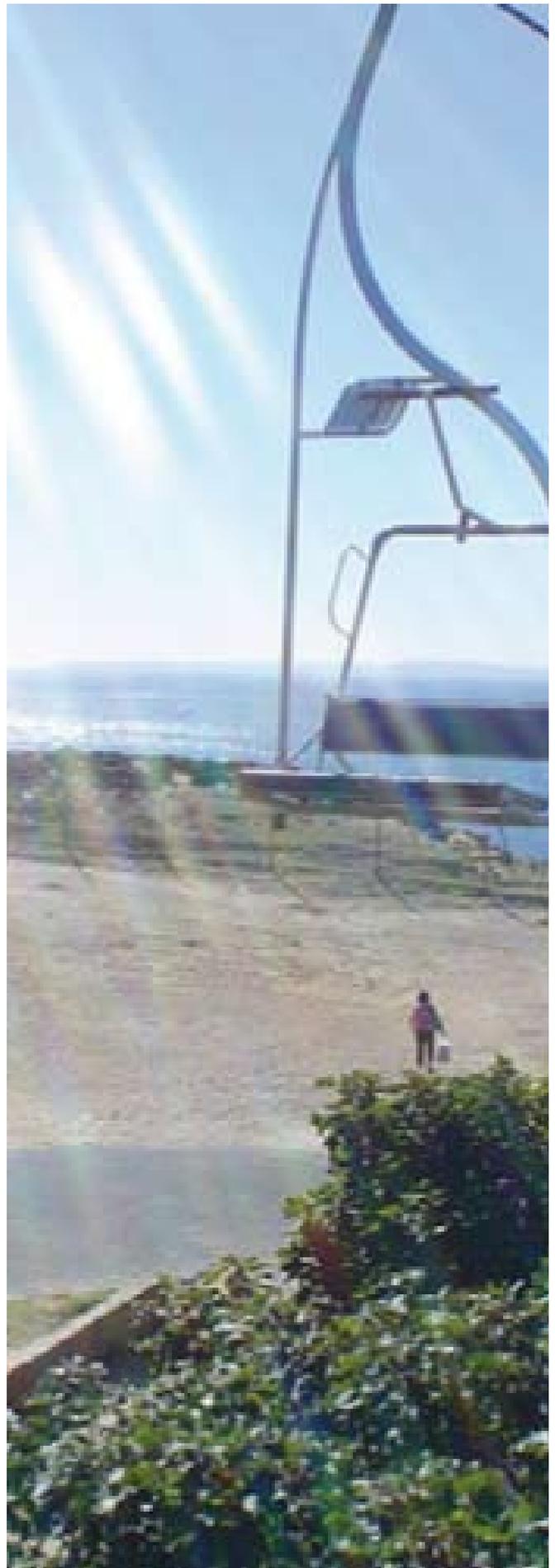
- 3.9 Each of these markets has distinct needs. With appropriate repositioning of the offer to visitors, these markets can grow and contribute more to the wider local economy.
- 3.10 The visitor economy role of The Bay extends beyond the direct economic impact. There are less tangible, but also important effects offered by a place that is attractive to visitors:
- An attractive place to visit is also an attractive place to invest if quality of place and quality of life are important factors;
 - The visitor economy offers a number of low entry cost opportunities for enterprise formation and job formation;
 - Visitor facilities and amenities are available for year round Bay and Island residents to use.
- 3.11 People visit destinations to enjoy a range of experiences. These will often include shopping, eating out, active or passive attractions, outdoor sports, culture, entertainment and enjoying the general ambience. The Bay Area Action Plan should ensure the visitor economy is supported through a wide range of high quality experiences, events and attractions set in an attractive public realm.
- 3.12 Further ambitions for The Bay have also been identified through an area branding initiative carried out by the Isle of Wight Economic Partnership. This states that:

“ By raising standards and creating opportunities we can work together to make The Bay a sustainable place to live, work, invest and stay.”

The aim is to:

“ create a modern and active Bay, which harnesses the natural activities available. Nature will become the theme throughout the design of its towns and beachfront facilities.”

- 3.13 The Bay Area Action Plan Preferred Option Report identifies a range of options that will create an attractive and effective set of activities that will support the visitor economy. This should mean more than a new generation of visitor attractions. The opportunity is for The Bay towns of Shanklin, Lake and Sandown to be considered as high quality towns in and of themselves that also happen to have a great sea-front location. To be successful in the future as a visitor destination, each of the towns will also need to be successful town centres, employment locations and places to live.



Transitioning of visitor accommodation

- 3.14 The Bay has an extensive amount of visitor accommodation. Hotels and bed and breakfasts are clustered within Sandown and Shanklin, and to a lesser extent within Lake. There is also a significant amount of visitor accommodation within the Bembridge and Whitecliff Bay areas. This tends to be in a holiday park format.
- 3.15 Much of the hotel accommodation is of a mid-range standard: 81% of the hotel stock in the Bay is of 2-Star Grade. There are no hotels holding higher than a 3 star Grade. The majority of guesthouses have been graded as 3 or 4 Diamond. This is also a mid-range category for this type of accommodation.
- 3.16 There are 12 Holiday parks located within The Bay amounting to some 200 acres of land and some 10,000 bedspaces. These have been graded mid to upper range with one 5-star, six 4-stars, three 3-stars, and four ungraded.
- 3.17 Generally there is a limited higher end accommodation offer in The Bay. There is also little distinction in the overall quality of visitor accommodation between Sandown and Shanklin. Where there are differences in visitor accommodation it tends to be in the format of accommodation rather than its standard.
- 3.18 Much of the visitor accommodation in The Bay was developed to meet the needs of earlier generations of visitors. This and the standard of accommodation means that The Bay has too many “rooms” of a type and quality that have limited appeal to today’s consumer demand. A recent audit of holiday parks also identified an excessive amount of redundant chalet stock, some of which is in The Bay. The UK visitor economy, and therefore, that of the Island is increasingly founded on a lower volume and higher value visitor offer. Supporting and encouraging the appropriate transition of The Bay visitor accommodation offer to respond to this 21st Century market in terms of type, quality and location is a critical objective for the Bay Area Action Plan.
- 3.19 The Preferred Options Report identifies options for achieving a transition of the visitor accommodation. Options are offered to where the development of new visitor accommodation would be encouraged and, where the upgrade of existing facilities would be supported. Further options for where cases for either closing visitor accommodation for another use or opening new accommodation would be considered on a case by case basis.



Improving local transport to enhance accessibility and travel choice

- 3.20 The Bay is accessible by a variety of transport modes including road, rail, bus, and bicycle, pedestrian and by air. The options set out in the Bay Area Action Plan take the maintenance of this level of accessibility and choice as the minimum, and identifies options to make significant improvements to accessibility and choice.
- 3.21 **Private vehicle** - By car, The Bay is typically no more than an hours' journey time from any point in the Island, but in peak periods traffic is slow moving, particularly through bottleneck locations in Newport, Brading and Ryde and journey times can be unpredictable. Directional signing needs improvement to ensure that routes to key destinations within The Bay are legible and easy to follow for visitors. During the summer months there is strong demand for car and coach parking connected to the visitor economy particularly in the town centre and seafront locations of Sandown and Shanklin. Off-street car parks are dispersed throughout the area and could be better signed and managed together with on street parking.
- 3.22 **Rail** - The Island Line railway provides a fast and frequent train service between the jetty and promenade at Ryde to the Bay Area stations located at Sandown, Lake and Shanklin (with onward rail link bus service to Ventor). The value of this connection as a sustainable mode of travel is fully recognised and supported by the Area Action Plan. However in terms of a modern public transport connection the Island Line has certain weaknesses. Over some sections of the route the ride quality is poor due to lack of investment in track maintenance. The tube-style rolling stock is out-dated and the current service pattern is inconsistent with efficient integration with the Fastcat and Hovercraft sailing schedules from Ryde. Accessibility to stations should be addressed particularly at Sandown where the facilities are remote from the central areas. The legibility and quality of pedestrian and cycle routes between stations and key destinations within The Bay requires improvement. Priority should be given to maintaining and enhancing facilities for bus/ rail integration. Park and Ride services should be encouraged to provide for integrated and more sustainable trips within The Bay. With the recent announcement of the award of the South Western Rail Franchise (incorporating Island Line) to the Stagecoach Group there is a renewed impetus for the Isle of Wight Community Rail Partnership to work with the franchisee and other stakeholders to maintain and improve the railway.
- 3.23 **Bus** - A good network of bus services also connects The Bay with most key towns in the Island although there are no direct bus routes to Cowes, East Cowes and the West Wight area. A combination of low passenger demand and lack of funding for some routes has resulted in there being no evening or weekend services to certain destinations. In Sandown and Shanklin local bus services are supplemented by open-top circular routes and 'Dotto' style land trains but the image presented by these vehicles is not to everyone's taste. Improving evening and weekend services could enhance bus connections to the Bay Area. For example, the Newport-Brading-Bembridge-Sandown service currently operates until 3pm only between Monday and Saturday. Other services reduce from a 30-minute frequency to hourly in the evenings. More regular and later running services could help encourage greater bus use. As the area is developed the opportunity should also be taken to review current bus routes to ensure that there is good accessibility to key attractors. The location of bus stops and the provision of facilities for passengers such as shelter, seating and information should also be reviewed. Bus services that integrate with train arrivals at Sandown and Shanklin should be protected together with the rail link service between Shanklin and Ventnor. Information on the location of the nearest bus stops could also be provided at Lake and Brading stations.
- 3.24 **Cycle** - For those wishing to cycle to The Bay, National Cycle Route 23 provides a connection from Cowes through Newport. Other key cycle routes that pass through the area include the Sunshine Trail and the Round Island Cycle Route. Whilst these routes cater well for leisure cyclists and longer distance commuters, there is scope to improve local bicycle access to the key attractors within The Bay. A seafront cycle route between Yaverland and Shanklin would provide a useful link for both leisure and commuter cyclists. Options to achieve this connection should be explored taking account of the needs of other street users. More local cycle links into the towns should be investigated together with the provision of secure cycle parking facilities at key destinations.
- 3.25 **Walking** - Provision for pedestrians within The Bay is reasonable but improvements to local legibility and way finding will be beneficial and are supported by the Bay Area AAP through options identified in each character area. Along the seafront esplanade corridor there are a number of conflict points between vehicle/pedestrian and cyclist/pedestrian that require attention.
- 3.26 **Air** - The operation of the two airports within The Bay, situated in Sandown and at Bembridge must be safeguarded and protected by the Area Action Plan while the role of air travel for the Island as a whole is examined. Options for the future enhancement and extension of airport activities are identified for both airports within the appropriate character area sections.

Raising the quality of the public realm throughout the bay area

- 3.27 The public realm is the built physical environment experienced by everyone, whether resident or visitor. It is not confined to the public highway and spaces between buildings but includes the visual and physical impact that buildings and private spaces have on these places. To this end, raising the quality of the public realm includes roads, streets, squares, parks, incidental spaces between buildings and the facades of buildings and the boundaries of sites within The Bay.
- 3.28 The Bay varies greatly in terms of the character and quality of the existing public realm whether in the urban environment, the rural hinterland, or the seafront esplanades. The Bay Area Action Plan sets the foundations for detailed public realm interventions that will follow. At this stage, broad options for raising the quality of the public realm are set out, considering:
- Street furniture and surfaces;
 - Public spaces and landscape;
 - Lighting, signage and way-finding;
 - Public art installations.
- 3.29 The AAP sets out potential locations and priorities for public realm improvements as well as options for the level of intervention appropriate to raise the quality of the public realm within each character area:
- **Moderate Intervention:** This allows for the existing management and maintenance regimes to be continued.
 - **Focused Intervention:** Where the public realm is enhanced through improvements to management and maintenance, accelerating the replacement of poor quality furniture and surface treatments and upgrading these elements to meet current best practice standards. Supplementary Design Guidance for signage, materials, boundaries, lighting and building facades will set and direct the interventions.

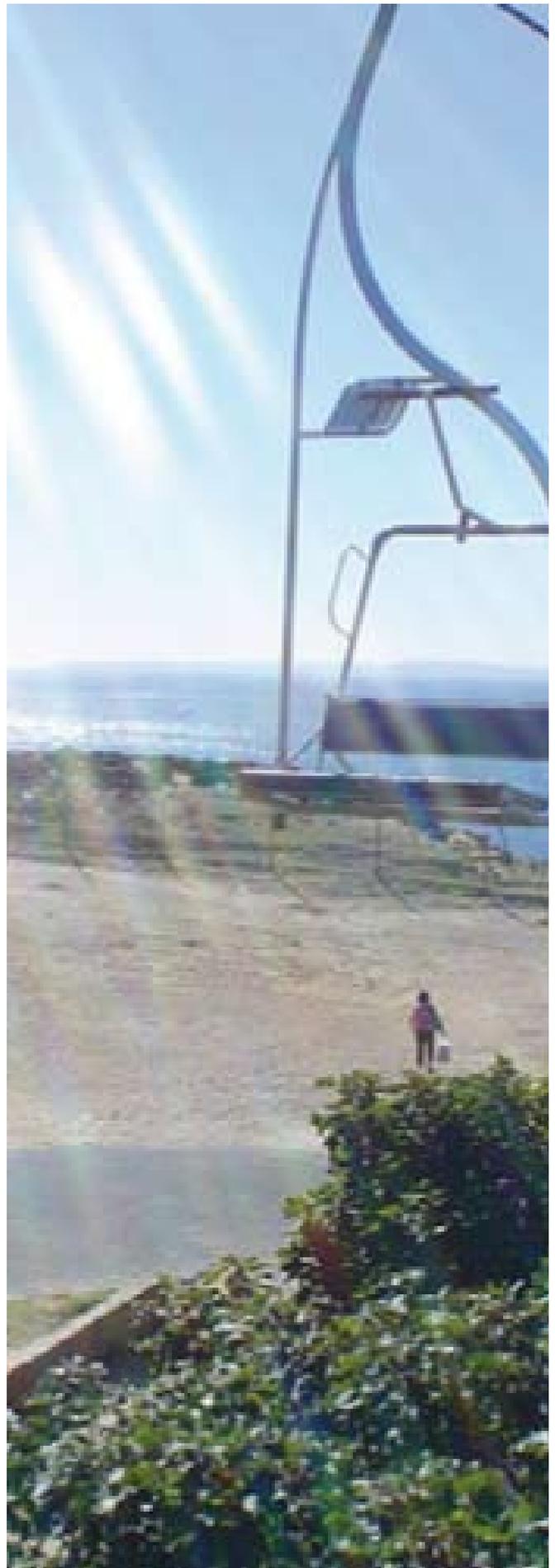
- **Intensive Intervention:** Where improvements to the quality of the public realm are considered to be a key driving force to unlock regeneration, intensive intervention to enhance the public realm will be most appropriate. The role of this level of intervention in the public realm will be to signal change, attract matching private investment and contribute to the overall upgrade of image, identity and experience of The Bay. This will include the use of the highest quality materials for surfaces and street furniture and for these to include a public art theme with bespoke furniture and materials that complement and enhance their context. Included within this level of intervention would be implementation policies allowing for public bodies to implement change and to raise the quality of the public realm to support a world class environment that is its own attraction, without relying on private attractions. This approach will focus on strengthening current inherent townscape qualities, and building on this to create high quality public spaces and add new Gateways and Landmarks:

- **Gateway** - A entrance or arrival point. They can be simple (e.g. a road or place signage) or more complex, like a public space. Generally associated with a transport mode e.g. Trains, buses, cars and pedestrian movement. They should be of a high design and construction quality and reflect the character of the place that they are a gateway too. Typical Gateways in the Bay include the first view of the Bay on Yaverland Road when travelling over the crest of the hill, the view of the Bay when travelling to Shanklin Beach on Hope Road Approach and the train stations at Brading, Sandown and Shanklin
- **Landmarks** - Points of orientation and places that exhibit a great deal of character. Typically they are public spaces (parks, squares or gardens) that are framed / defined on their edges by good quality buildings. The activity within them and on their edge also help to define and bring character to them. Typically in the Bay these include the opportunities for new public squares in the Town Centres and at the railway stations.
- **Connections** - These can be both visual and physical. They are important in connecting an area of character and allowing the opportunity to travel to other areas.



Protecting, managing and enhancing the natural and built environment

- 3.30 The Bay has an extensive range of distinct natural and built environments, many of which are already protected under European, national or local designations and other areas and sites which, whilst not statutorily protected, are still highly valued by local communities and must be protected as such.
- 3.31 The Bay Area Action Plan seeks to protect, manage and enhance the natural environment, particularly in designated protected areas including:
- The extensive RAMSAR, SPA and SSSI sites centred on Brading Marshes and Whitecliff;
 - SINC sites within the rural hinterland to the urban areas of The Bay and on Culver Downs in the northern part of The Bay;
 - Areas of Outstanding Natural Beauty which cover much of Culver Down, Whitecliff and Bembridge as well as the rural area immediately to the south of Shanklin;
 - Marine SAC areas which extend significantly off-shore from the Bay's seafont;
 - Coastal flood risk zones stretching along much of the coastline of the Bay and fluvial flood risk zones particularly in Yaverland and extending inland along the course of the Eastern Yar River.
- 3.32 The Area Action Plan encourages the active management and improvement of public access to the natural environment, where appropriate, through a series of options relevant to each of the identified Character Areas. The AAP sets out options for projects on the basis that there will be sensitivity to and a full consideration of any environmental and flood risk impacts.
- 3.33 The urban areas of Sandown, Lake, Shanklin and Yaverland form four distinct built environments. Each of the urban area shares a series of common built elements, including town centres, residential areas, railway stations, beachfronts and the cliff top/esplanade walk. However, each also has significant differences which together comprise the individual characters and forms of these centres. The Bay Area Action Plan provides options for policy and projects to support and project the local distinctiveness of each urban area, seeking to reinforce the quality and management of built forms, protecting the best of the assets and their settings. Subsequent, separate work to prepare The Bay Urban Design and Public Realm strategy as a Supplementary Planning Document will articulate the requirements further taking its lead from the Bay Area Action Plan.



4 The Preferred Options

Character Areas and Key Sites

- 4.1 The Preferred Options for The Bay are organised by Character Area. The Character Areas are spatially focused locations within The Bay and are defined by their distinctive role and function, whether that is as an environmental resource, a destination for visitors and residents alike, or a gateway to The Bay. The Character Areas have also been identified through the earlier Issues Report analysis and consultation as places where change is most likely or intervention is needed to facilitate or manage change. This change may include new development, change of use, public realm improvements, transport upgrades or environment restoration. As a result, new policies are required to allow, encourage or enable change. There are eight Character Areas to consider. Three policy options that address major issues are offered within each Character Area. The options set out an increasing ambition for change.
- 4.2 The Preferred Options also address seven Key Sites. These are more focused locations where redevelopment is anticipated or needed. Again, three options for the nature and extent of redevelopment are offered. Delivery of these options will again require an increasingly pro-active approach.
- 4.3 The Character Areas and Key Site locations are:

1. Bembridge, Bembridge Airport, Whitecliff and Culver Downs Area

2. Yaverland

- Key Site 1: College Close Employment Area
- Key Site 2: Yaverland Road - Beach Car Park
- Key Site 3: Land to rear of Dinosaur Isle and Fort Street Car Park

3. Sandown

- Key Site 4: Broadway Area

4. Lake

- Key Site 5: Spithead Employment Area

5. Shanklin Town

- Key Site 6: Shanklin Cultural Quarter

6. Shanklin Beach and Spa

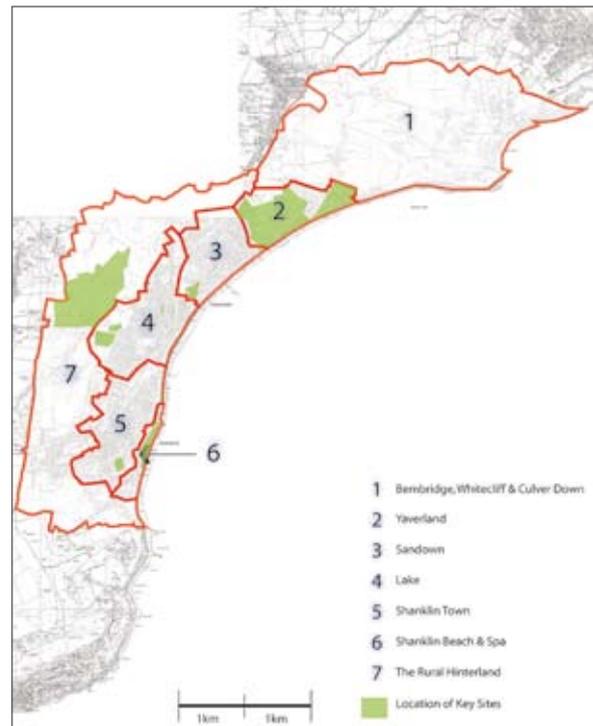
- Key Site 7: Spa Area

7. Rural Hinterland

- Key Site 8: Sandown Airport

- 4.4 Map 2 shows the location of these Character Areas and Key Maps. For each Character Area a Key Plan has been drawn up to show existing designations that will impact future development. The location of key Sites and other potential options for future development, improvement and change are also shown.

CAPTION XXX -XXX



The Range of Policy Options

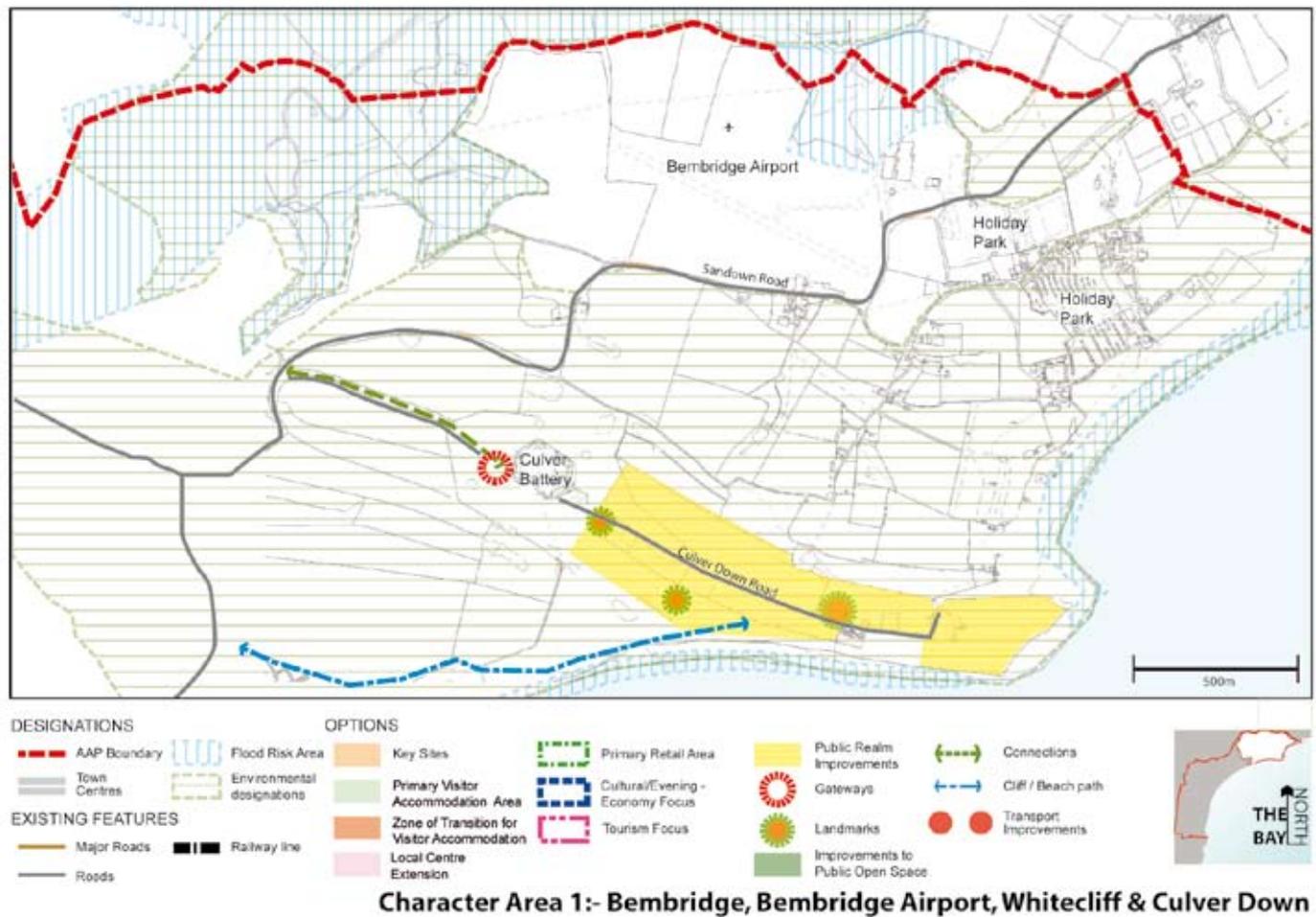
- 4.5 The Preferred Options for each Character Area, Key Project and objective reflect the potential range of change that could be achieved. The Preferred Options are all considered to be deliverable given the timeframe for change in The Bay, expected levels of market interest and public sector powers and resources that are available, or have been raised as possibilities during consultation on issues.
- 4.6 Minor change could be achieved through limited adjustments to policy or the delivery of council services with impact in the near term. Major change may call for a larger project requiring pro-active policy positions, increasing levels of intervention by the Isle of Wight Council or other public sector partners, attracting significant private sector investment, or a longer timeframe before delivery. The following summarises the likely requirements of each Option
- 4.7 Option 1: Minor Change**
- Existing policy – minor adjustment
 - Existing council resources – minor adjustment
 - Existing management and delivery structure – minor adjustment
 - Near term delivery
- 4.8 Option 2: Partial Change**
- Policy change
 - Increase in private investment
 - Realignment of Council resources
 - New regional and national public sector resources
 - New Council and management and organisational structure
 - Active land and property Council role
 - Medium term delivery
- 4.9 Option 3: Major Change**
- New policies
 - Major new private investment
 - Focusing and prioritisation of Council resources
 - New regional and national public sector resources
 - New Council management and organisational structure
 - New local delivery vehicle
 - Pro-active land and property Council role

Option Selection

- 4.10 The purpose of this structure is to offer a range of Preferred Options that the public and the Council can select from. This is intended to be a flexible structure. The same level of intervention may not be required for each Character Area or each Objective across The Bay. Minor intervention may be seen as appropriate for a particular Objective in one Character Area, while intensive intervention may be necessary to meet another objective in that Area.
- 4.11 The following section addresses each of the Character Areas and the Key Projects associated with them in turn. Each Character Area offers an introduction to history, conditions and issues. Three Options, as above, for meeting The Bay objectives within each Character Area and for each Key Project are offered.
- 4.12 A form to indicate your choice of option is provided at the end of this report. There is also an opportunity to indicate your priorities, either from the Preferred Options identified here, or to offer different recommendations for consideration.



Character Area 1: Bembridge, Bembridge Airport, Whitecliff and Culver Downs



4.13 The Bembridge, Whitecliff and Culver Downs Character Area represent the northernmost extent of The Bay. The area is largely rural and coastal in character. However, there are significant pockets of existing built development and a range of active land uses.

4.14 Bembridge Airport is the Island's only concrete runway facility. It is capable of handling propeller and smaller jet aircraft and has facilities for servicing and maintenance as part of its existing infrastructure. The Airport's role is constrained by the upland topography of the surrounding Culver Down, the orientation of the runway and nearby residential and visitor accommodation.

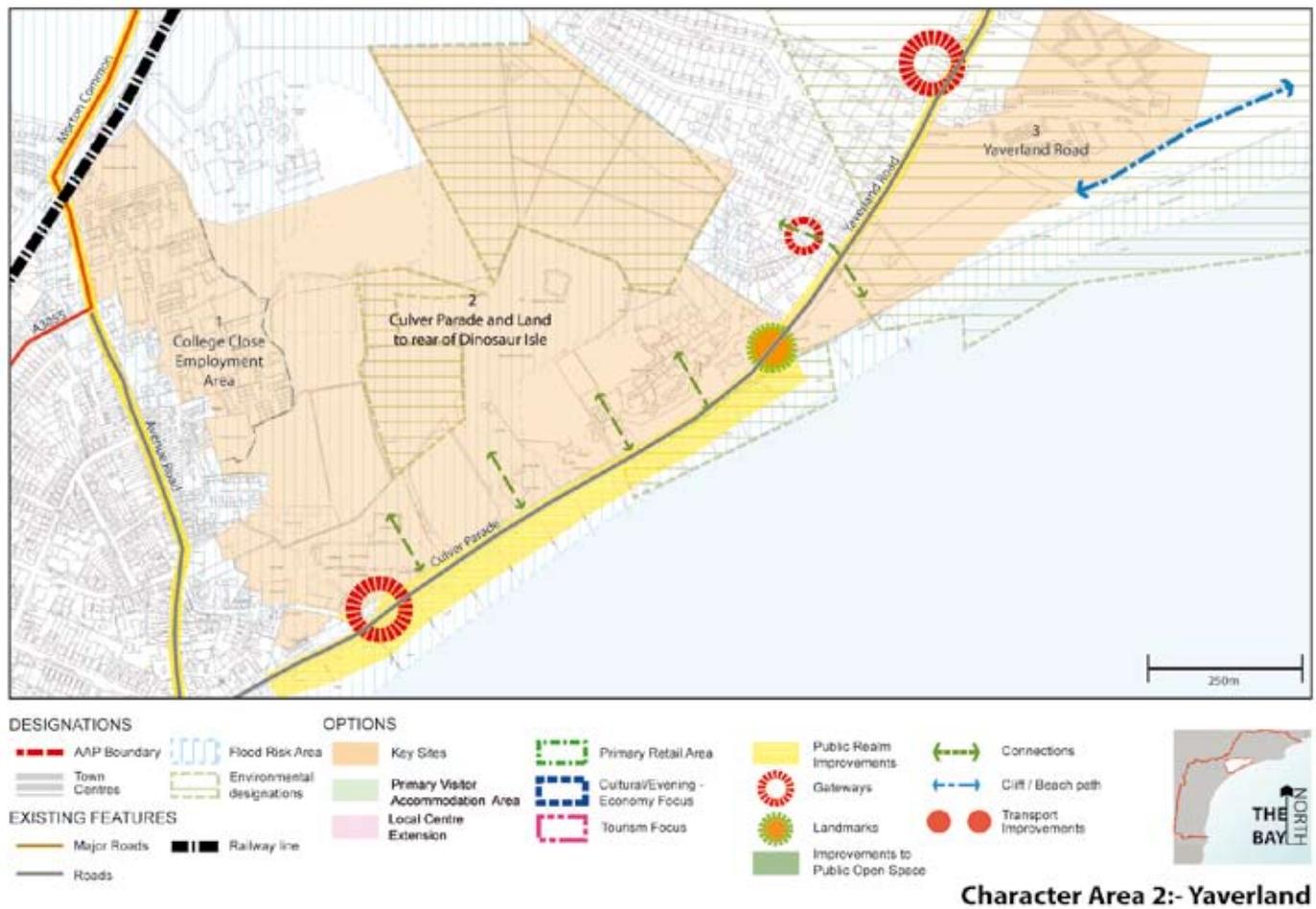
4.15 The Bembridge, Whitecliff and Culver Downs area is also the location of a significant amount of visitor accommodation in the form of static and mobile caravans, chalets and lodge buildings. Culver Down is an upland area of some environmental, landscape and historic significance. Culver Battery and monument is found at the summit of the Downs. Culver Down provides a leisure and recreational attraction for local communities and visitors alike with wide views and vistas of the Bay and the eastern end of the Island. The Downs form a strong visual backdrop to The Bay.

4.16 The role and function of this Character Area will be largely unchanged in future. The environmental, landscape and historic designations and high value amenity spaces will be protected, as will existing Airport and accommodation and leisure uses.

4.17 The following Preferred Options consider the range of changes and interventions that could be pursued in the Bembridge, Whitecliff and Culver Downs Character Area. Choices will need to be made on an objective by objective basis. Minor change may be considered appropriate for one objective, while major change may be considered appropriate for another.

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Protecting and strengthening of local economy	Safeguard existing function at Bembridge Airport	Upgrade of airport facilities with the view to safeguarding existing activities and attracting greater activity	Extensive upgrade of airport infrastructure and facilities with the intention of making it the principal airport on the Island
Consolidating and strengthening the visitor economy	Support and safeguard existing employment function at Culver Battery	As Option 1 + Provide visitor interpretation centre for the Battery and enhance understanding of the history of the area	As Option 2 + Enhance leisure uses, with active leisure, accommodation and dining
Transitioning of visitor accommodation	Safeguard and maintain existing holiday park accommodation	Upgrade and enhancement of existing holiday park facilities	Consolidation of holiday park accommodation onto one site Redevelopment of vacated land for other uses, possibly including hotel, leisure and/or residential uses
Developing improvements to the local transport networks to enhance accessibility and widen travel choice	Maintain and manage existing transport networks	As Option 1 + improve bus access to Sandown by provision of evening and weekend services	As Option 2 + improve vehicular access into Bembridge/Culver Down at B3395 junction
Raising the quality of the public realm throughout the Bay Area	Maintain and manage existing public realm throughout the area	Improvements to the public realm including better footpaths and car parking and management of the landscape. Enhance connectivity between Brading Station and the Down including public transport.	As Option 2 + Improve legibility of the area through Gateways and Landmarks Create Gateway / arrival points at the Battery Develop a significant Key Landmark on the Down that can be seen from the mainland and the rest of the Bay. Improve connectivity through the cliff / beach walk
Protecting, managing and enhancing the natural environment	Maintain and manage existing facilities	As Option 1 + Improve visitors and local people's understanding of the diversity and sensitivity of the natural environment through educational signage, tours, and events	

Character Area 2: Yaverland



4.18 Sandown meets the countryside at Yaverland. Yaverland is also a beach destination, is home to the Zoo, Dinosaur Isle, and visitor accommodation as well as homes for residents. Yaverland also provides the venue for a number of out-door entertainment and sporting activities throughout the year centred on the Sailing Club and seafront public car park area.

4.19 The built form is set within a low-lying landscape, which is identified as at risk from both fluvial and coastal flooding. A substantial coastal flood defence wall is already in place, which forms a dual role of flood protection and the main pedestrian route linking Yaverland to Sandown Town Centre to the south-west.

4.20 Yaverland currently functions as a visitor, leisure and residential area and this role will be supported in the future, but with a greater intensity of activity reflecting the opportunity the area affords as one of the key Bay gateways. Yaverland will become a major landmark leisure, visitor, local economic and residential location set within an area of particular environmental and flood risk sensitivity.

4.21 Yaverland also includes three Key Sites that offer the potential for redevelopment or change. These are: the College Close Employment Area, Culver Parade and land to the rear of Dinosaur Isle, and the Yaverland Road area to the north, which includes the car park, yacht club, and Holiday Park to the rear. Options for these Key Sites are also provided.

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Protecting and strengthening of the local economy	Maintain and manage existing business facilities at College Close Employment Area	Upgrade and enhance existing provision at College Close Employment Area	Comprehensive redevelopment of College Close Employment Area for employment purposes
		See Key Site 1 Options	See Key Site 1 Options
Consolidating and strengthening the visitor economy	Safeguard, maintain and manage existing facilities	Improve and upgrade existing visitor facilities on Key Sites in Yaverland	Pursue comprehensive package of mixed-use development and redevelopment to enhance the local and visitor economy and create a high quality place to visit, work and live on Key Sites in Yaverland
		See Key Site 2 Options	See Key Site 2 Options
		See Key Site 3 Options	See Key Site 3 Options
Developing improvements to the local transport networks to enhance accessibility and widen travel choice	Maintain and manage existing network	As Option 1 + Improve walking and cycle links to Sandown through signage and review of rights of way	As Option 2 + replace the 'Dotto' land train with a modern, environmentally friendly and contemporary public transport alternative
Raising the quality of the public realm throughout the Bay Area	Maintain and manage existing public realm	Improvements to the public realm on key streets (Yaverland Road and Culver Parade) and others as identified on the Yaverland Key Plan. Enhance connectivity between developments to the west of Yaverland Road	As Option 2 + Create main Gateway / arrival point on Yaverland Road on the 'brow of the hill' and at the eastern edge of the area on Culver Parade Create secondary Gateways related to the residential area Develop Key Landmark improvements on the esplanade (in conjunction with Key Sites 2 and 3 development) Improve Bay area connectivity through the cliff / beach walk
Protecting, managing and enhancing the natural environment	A Strategic Flood Risk Assessment will be carried out prior to any major development in this high-risk flood area		

CHARACTER AREA 2: YAVERLAND (CONTINUED)

Key Site 1: College Close Employment Area

College Close Employment Area has potential for an upgrade of facilities or redevelopment to strengthen its employment role. Future options include:

Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Maintain and manage existing facilities	Improve existing provision: <ul style="list-style-type: none"> – Redevelopment of obsolete business units – Improved internal circulation and parking provision – Resurfacing upgrade – Signage upgrade – Introduce management regime 	Comprehensive upgrade and redevelopment of facilities: <ul style="list-style-type: none"> – New workshop units in an improved layout giving better internal circulation for cars and service vehicles – Comprehensive management regime

Key Site 2: Culver Parade and Land to rear of Dinosaur Isle

The Yaverland Key Plan identifies a substantial portion of the land to the rear of the Dinosaur Isle visitor's centre, incorporating Browns Golf Course, Sandown Bowling Club, and Fort Street Car Park, as an area of development potential. Future options include:

Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Safeguarding of current activities	Consolidation of car parking facilities onto a smaller portion of Fort Street Car Park. Re-provision and enhancement of Sandown Bowling Club. Mixed-use development focused on the visitor and leisure economy along with other potential uses at appropriate locations within Key Site 2. Option subject to Strategic Flood Risk Assessment.	Comprehensive redevelopment creating a high quality, major landmark mixed-use, leisure-led scheme across the entire site with a new vehicular relief road providing an alternative route to Yaverland avoiding Sandown Town Centre. Option subject to Strategic Flood Risk Assessment.

Key Site 3: Yaverland Road

The Yaverland Key Plan identifies the Yaverland Road Beach Car Park and Yacht Club area, as well as the Holiday Park to the rear as having potential for redevelopment strengthening its contribution to the visitor economy. Future options include:

Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Safeguarding of current activities	Consolidation and reorganisation of parking facilities leading to expansion or redevelopment of existing concessions and yacht club. Option subject to Strategic Flood Risk Assessment Upgrade and enhancement of existing holiday park facilities	Consolidation and reorganisation of parking facilities. Redevelopment of site to create a mixed-use leisure and visitor economy led scheme with redeveloped and upgraded holiday park facilities. Option subject to Strategic Flood Risk Assessment



Character Area 3: Sandown



Character Area 3:- Sandown

- 4.22 Sandown is an area of significant retail, visitor and local economic activity. Much of this activity is tied to Sandown’s traditional tourist history. However, Sandown is also a significant year round residential community. The spatial structure reflects Sandown’s growth as a tourist destination, with streets radiating from the railway station, on one hand, and the seafront promenade on the other.
- 4.23 Tourism remains very much the foundation for Sandown’s economy today, with other commercial or economic uses secondary to this. There remains a healthy retail core area providing district centre retail facilities and services as well as tourist oriented retail.
- 4.24 The town has a significant local residential community that has formed as the backbone of support to the visitor offer since the Victorian era. In addition to the seafront hotel district, residential homes and visitor accommodation uses are mixed together in Sandown’s neighbourhoods. The future extent, function, relevance to today’s market and location of visitor accommodation in Sandown now represents one of the key challenges this town faces.
- 4.25 The role of Sandown in future remains fundamentally unchanged with a breadth of land uses and activities will support its multiple retail, visitor and economic functions. Enhancements to the setting and organisation of land uses, including visitor accommodation and activities will form the basis for retaining Sandown’s role and function.
- 4.26 The following Preferred Options consider the range of changes and interventions that could be pursued within the Sandown Character Area. The Sandown Character Area includes a Key Site at Broadway. More detailed Preferred Options for how this Key Site can meet local economy and visitor economy objectives are also provided below.

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Supporting and protecting town centre functions for all	Protection of current core retail and commercial activities	Enhancement of core retail and commercial activities with an increased focus on the evening economy and cultural activities	As Option 2 + Extension of current defined Town Centre area as identified on the Sandown Town Key Plan
Transitioning of visitor accommodation	Continuation of existing visitor accommodation	Consolidation and transition, to alternative use, of visitor accommodation which falls outside the area zoned for Primary Visitor Accommodation on the Sandown Key Plan	As Option 2 + active redevelopment and upgrade of stock identified for continuation of use as visitor accommodation as identified on the Sandown Key Plan
Developing improvements to the local transport networks to enhance accessibility and widen travel choice	Maintain existing network and facilities	As Option 1 + upgrade of Sandown Station building and environs to offer more local facilities Improve connectivity from station to key destinations within the area via signage showing public transport routes, timetables, bus stops etc Enhance cycle parking facilities at Sandown station	As Option 2 + remove traffic and give pedestrians the right of way along esplanade next to pier Consolidate coach and some visitor parking facilities away from the waterfront Encourage more Park and Ride activity

CHARACTER AREA 3: SANDOWN (CONTINUED)

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Raising the quality of the public realm throughout the Bay Area	Maintain existing public realm	<p>Improvements to the public realm on key streets (Station Avenue, Fitzroy St, Melville St, High St Pier St and Esplanade) and others as identified on the Sandown Key Plan</p> <p>Enhance connectivity between Station, Town Centre and beach/ esplanade.</p> <p>Improve the open space and connection through it off Talbot Road.</p>	<p>As Option 2 +</p> <p>Create main Gateway/ arrival points at the Station, A30055/Beachfield Rd and Station Ave, Culver Parade/Victoria Rd.</p> <p>Create secondary Gateways at potential locations as indicated on Sandown Key Plan.</p> <p>Develop Key Landmark improvements at the Pier and on High St with secondary ones as indicated on Sandown Town Key Plan.</p> <p>Improve connectivity through the cliff / beach walk</p>
Protecting, managing and enhancing the natural and built environment	Maintain the existing natural and built environment	Safeguard key built heritage assets individually and collectively	Strengthen, restore, upgrade and re-use where vacant, key built heritage assets

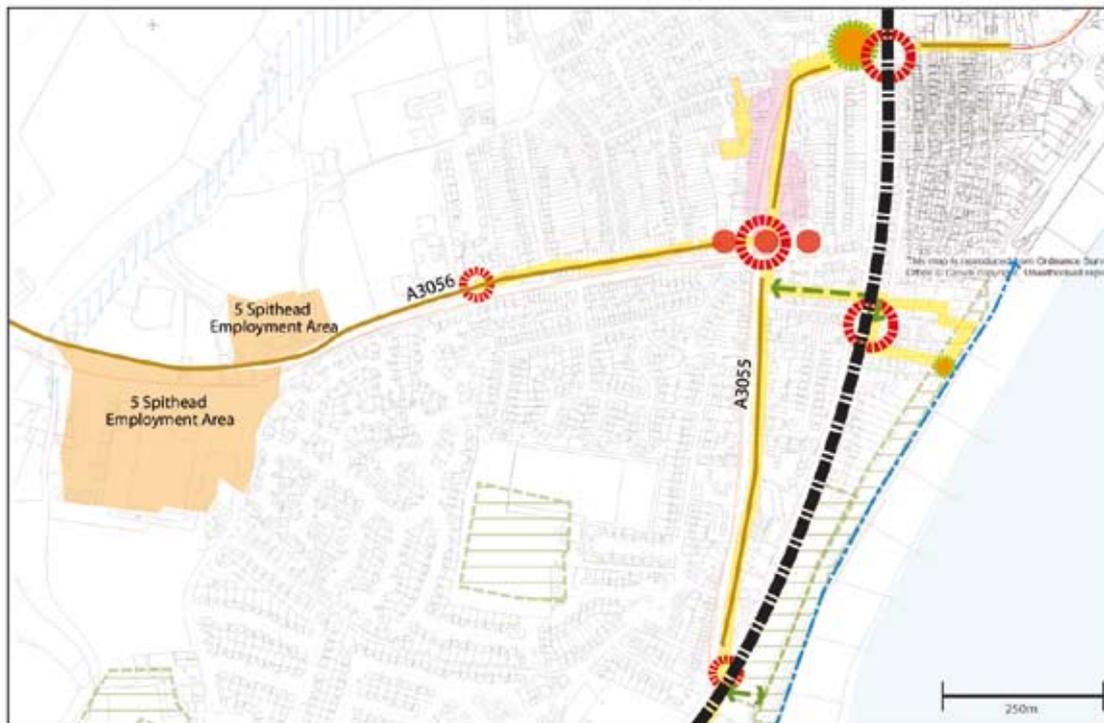
Key Site 4: Broadway Area:

The Sandown Key Plan identifies the Broadway Area as an area for potential redevelopment due to its accessible location and the cluster of activities already in situ. Future options include:

Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Safeguarding of current activities	<p>Comprehensive mixed-use regeneration and development to provide a range of uses, potentially including:</p> <ul style="list-style-type: none"> – Residential – Community facilities – Public services hub – Leisure – Employment 	



Character Area 4: Lake



Character Area 4:- Lake

4.27 The Lake Character Area is set between Sandown and Shanklin and includes the major employment site at Spithead. Lake is an established residential community rather than a major visitor destination within The Bay. However, there is a range of visitor accommodation remains within the area. Lake also has a small town centre that serves local residents. There is a substantial height difference between much of Lake and the beachfront and to a great extent this has limited Lake's role as a visitor destination within the Bay Area. The railway line and Broadway, both running north-south through Lake, also frame the principal land uses.

4.28 Spithead is a successful existing employment area immediately to the west of Lake. This employment site's role and function is well established with a strong base small businesses present. Spithead is a Key Site within The Bay and its future function will remain that of an employment location. There is the potential for consolidation of existing facilities and the development of additional floorspace.

4.29 Sandown Airport is located to the west of Lake. This is a grass strip airport that primarily serves recreational aviation. There has been recent upgrade to small terminal facilities. There is also some housing at the immediate perimeter of this airport.

4.30 Lake's role and function will be as a hub for community facilities and more localised retail services set within a predominantly residential community. Spithead will continue to contribute to the Bay and Island-wide economy through the provision of business and employment floorspace. Lake will extend its role and function as an area of complementary activities to other centres within the Bay.

4.31 The following Preferred Options consider the range of changes and interventions that could be pursued within the Lake Character Area. The Lake Character Area includes a Key Site at Spithead Employment Site. More detailed Preferred Options for how this Key Site can meet local economy objectives are also provided below.

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Protecting and strengthening of the local economy	Maintain and manage existing employment uses and infrastructure at Spithead Employment Area	Upgrade and enhance Spithead Employment Area	Comprehensive redevelopment for business use at Spithead Employment Area
		See Key Site 5 Options	See Key Site 5 Options
Supporting and protecting town centre functions for all	Maintain existing offer of Lake town centre	Designation of a core retail area in Lake with consolidation of core retail offer and addition of community facilities	As Option 2 + re-orientate retail activities to front on to the public car park
Developing improvements to the local transport networks to enhance accessibility and widen travel choice	Maintain existing network and facilities	As Option 1 + Improve visibility and signage of Lake station through enhanced local signing and maps Provide cycle parking at station Review provision for pedestrians and cyclists along coastal path and seafront route	As Option 2 + Improve junction of A3055 and A3056 to reduce local traffic congestion
Raising the quality of the public realm throughout the Bay Area	Maintain and manage existing public realm	Improvements to the public realm on key streets such as Lake Hill, Sandown Road and the car park and others as identified on the Lake Key Plan. Enhance connectivity between the station, neighbourhood and cliff beach walk.	As Option 2 + Create main Gateway / arrival points at the station on Lake Hill, Sandown Rd and Newport Road Create secondary Gateways at location as indicated on Lake Key Plan Improvements at New Hill, the toilet block, car park and the cliff walk

Key Site 5: Spithead Employment Area

The Spithead Employment Area as a key site for potential redevelopment. Future options include:

Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Maintain and manage existing facilities	Improve existing provision: <ul style="list-style-type: none"> – Redevelopment of obsolete business units – Improved internal circulation and parking provision – Resurfacing upgrade – Signage upgrade – Introduce management regime 	Comprehensive upgrade and redevelopment of facilities: <ul style="list-style-type: none"> – New employment floorspace in an improved layout giving better internal circulation for cars and service vehicles – Introduce comprehensive management regime

Character Area 5: Shanklin Town



Character Area 5:- Shanklin Town

- 4.32 Shanklin offers the largest town centre in The Bay. It has a well defined retail, visitor and local economy role. This Character Area presents a wide mix of activities, built forms and styles reflecting its historic evolution and these roles. This Character Area also includes local residential communities. To the north of the town centre, Shanklin Town blends into a mixed community of residential and visitor accommodation community. To the west, Shanklin is mainly a residential community before it meets the countryside and rural hinterland.
- 4.33 The Town occupies a prominent position within The Bay both in terms of its height. It is visible across the Bay from all beaches and from Culver Down to the north. It is also highly accessible via the Island Line station, at the north of the Town Centre and main road links from Sandown and Newport.
- 4.34 Shanklin Town will retain its role and function as the main retail and economic centre in The Bay. The Town also has an existing cultural role expressed through the Shanklin Theatre, located at the southern edge of the Town Centre. This role and function will be expanded in future with emphasis placed on the Town providing a high quality and range of cultural, leisure and evening economy offer.
- 4.35 The following Preferred Options consider the range of changes and interventions that could be pursued within the Shanklin Town Character Area. This Character Area includes a Key Site at Shanklin Theatre. More detailed Preferred Options for how this Key Site can meet visitor economy, local economy and cultural objectives are also provided below.

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Protecting and strengthening of the local economy	Maintain and manage existing facilities which contribute to the local economy	Upgrade of under-utilised buildings to strengthen the local economy and enhance the appearance of the area, such as: <ul style="list-style-type: none"> – Portico Theatre building – Vacant cinema building 	As Option 2+ Full redevelopment of under-utilised buildings
Supporting and protecting town centre functions for all	Protection of Town Centre core retail and commercial activities	Enhancement and re-definition of Town Centre retail activities into three distinct zones as illustrated on the Shanklin Town Key Plan: <ul style="list-style-type: none"> – Primary retail focus to the north around the High Street – Cultural/ evening economy focus in the centre around the Shanklin Theatre – Tourist focus at Shanklin Old Town to the south 	
Consolidating and strengthening the visitor economy	Continuation of existing visitor accommodation	Consolidation and transition, to alternative use, of visitor accommodation which falls outside the area zoned for Primary Visitor Accommodation use on the Shanklin Town Key Plan	As Option 2 + active redevelopment and upgrade of stock identified for continuation of use as visitor accommodation as identified on the Shanklin Town Key Plan
		See Key Site 6 Options	See Key Site 6 Options
Transitioning of visitor accommodation	Continuation of existing visitor accommodation	Consolidation and transition, to alternative use, of visitor accommodation which falls outside the area zoned for Primary Visitor Accommodation use on the Shanklin Town Key Plan	As Option 2 + active redevelopment and upgrade of stock identified for continuation of use as visitor accommodation as identified on the Shanklin Town Key Plan

CHARACTER AREA 5: SHANKLIN TOWN (CONTINUED)

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Developing improvements to the local transport networks to enhance accessibility and widen travel choice	Maintain and manage existing transport network	As Option 1 + Enhance walk/cycle connections to town centre. Provide more secure cycle parking Review provision/location of coach and car parking.	As Option 2 + replace the 'Dotto' land train with a modern, environmentally friendly public transport alternative with a contemporary rather than seaside image
Raising the quality of the public realm throughout the Bay Area	Maintain and manage existing public realm	Improvements to the public realm on key streets (including High St, Regent Rd) as identified on the Shanklin Town Key Plan. Enhance connectivity between station, town centre and beach esplanade. (Atherley / Hope Rd, Regent St, Palmerston Rd)	As Option 2 + Create main Gateway / arrival points at the station and the beach. Create secondary Gateways at potential locations as indicated on Shanklin Town Key Plan. Develop Key Landmark improvements at Cliff Lift, Langaurd Rd / High St and other landmarks as indicated on Shanklin Town Key Plan.
Protecting, managing and enhancing the natural and built environment	Maintain existing provision	Protection through designation of key built heritage assets individually and collectively	Strengthen, restore and upgrade key built heritage assets to create a cultural quarter

Key Site 6: Shanklin Cultural Quarter

The Shanklin Town Key Plan identifies the area around the Shanklin Theatre as having the potential for restoration or redevelopment of buildings and public realm improvements with the aspiration of creating a cultural and arts hub between Shanklin Town Centre and Shanklin Old Town. Future options include:

Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Continue with the existing cultural offer.	Upgrade Shanklin Theatre and establish a programme of cultural events and activities in the wider Town Centre area.	Package of redevelopment and improvements including: – Extensive upgrade of Shanklin Theatre to improve performance space, and create ancillary workshop and training space and exhibition space – Upgrade of neighbouring vacant buildings on Steephill Road and encourage use for cultural and, or arts businesses and further exhibition and training space – Public Realm improvements in the area to the front of the Theatre to create an arts oriented public square



Character Area 6: Shanklin Beach and Spa



Character Area 6:- Shanklin Beach & Spa

4.36 The Shanklin Beach and Spa character is located at the seafront in Shanklin. The Character Area is distinct from the rest of Shanklin. At the base of the cliff, there is strong vertical separation from the town. Activities are strongly oriented towards the visitor economy, with hotels, restaurants and seaside amusement arcades. There are also a number of car and coach parks. Height differences separate Shanklin’s inland visitor destinations including the cluster of historic, thatched buildings in Shanklin Old Town and the main hotel area from this seafront location.

4.38 The following Preferred Options consider the range of changes and interventions that could be pursued within the Shanklin Beach and Spa Character Area. This Character Area includes a Key Site at the Spa Site. More detailed Preferred Options for how this Key Site can meet visitor economy objectives are also provided below.

4.37 Shanklin Beach and Spa will continue to provide a central role in the provision of visitor accommodation and in offering a range of visitor and leisure attractions. The area also provides the opportunity for the early demonstration of future growth and high quality development in The Bay, through the mixed use regeneration of the key Spa Site. There is also the possibility of expanding watersports activities by developing Hope Beach launching and landing facilities.

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Consolidating and strengthening the visitor economy	Maintain and manage existing car park facilities at Hope Beach Marina	Development of launch slipway, boat recovery and supporting infrastructure at Hope Beach Marina	Development of a large-scale marina development and boat launch at Hope Beach Marina
	Maintain and manage existing facilities at the Spa Site	Development of the Spa site for a hotel and visitor economy led mixed-use scheme	Comprehensive package of development of Spa site and adjacent under-utilised sites
		See Key Site 7 Options	See Key Site 7 Options
Developing improvements to the local transport networks to enhance accessibility and widen travel choice	Maintain and manage existing transport network	Review provision for pedestrians and cyclists along coastal path and seafront route	Review allocation of road width along esplanade
			Strengthen links between south end of Esplanade and town centre
Raising the quality of the public realm throughout the Bay Area	Maintain and manage existing public realm	Improvements to the public realm on key streets (Esplanade, Hope Rd) and others as identified on the Shanklin Beach and Spa Key Plan.	As Option 2 +
		Enhance connectivity between beach and cliff area	Create main Gateway combined with landmark at Beach Esplanade junction Develop Key Landmark improvements at Cliff Lift Improve connectivity of Cliff Beach Walk

CHARACTER AREA 6: SHANKLIN BEACH AND SPA (CONTINUED)

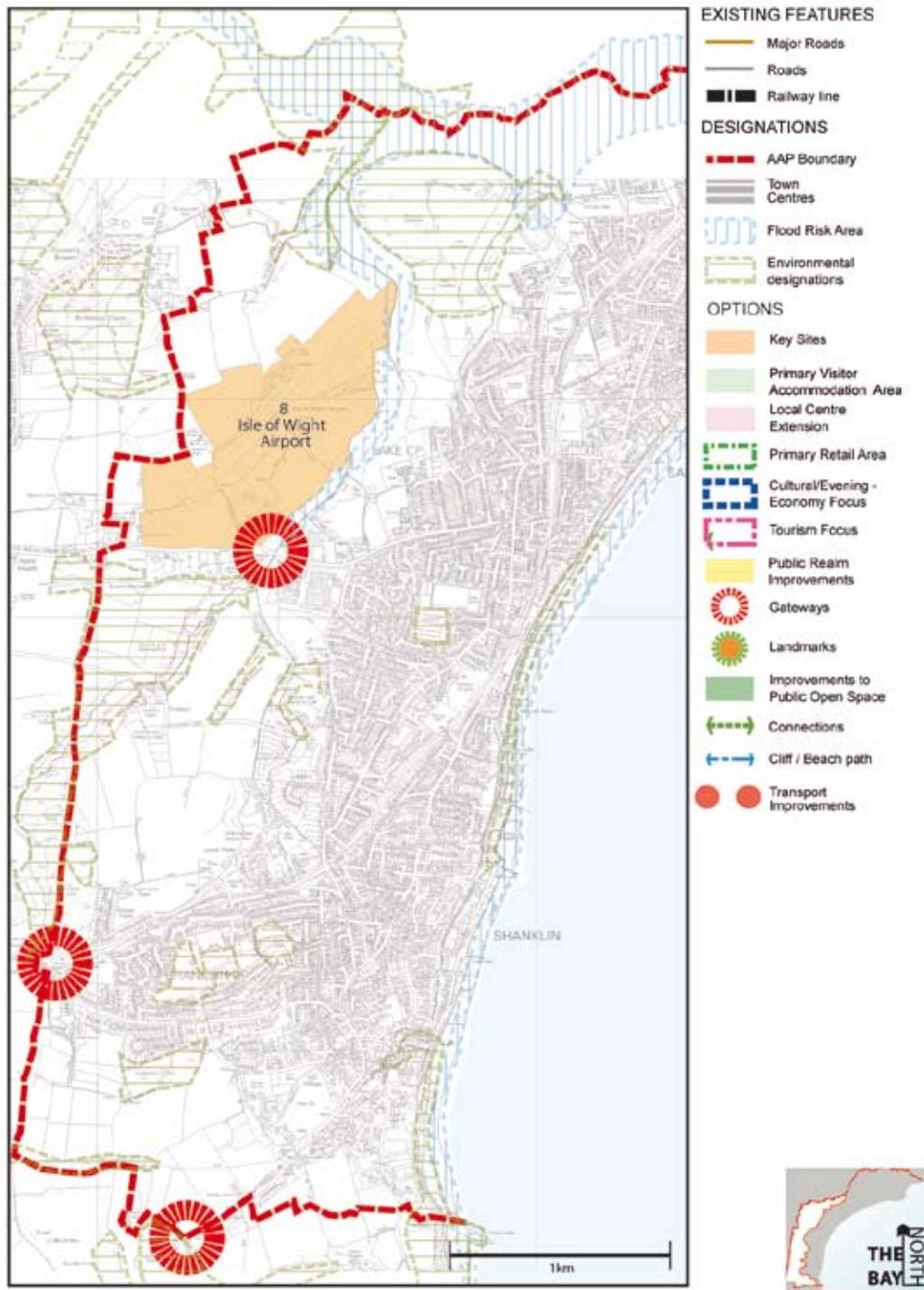
Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Protecting, managing and enhancing the natural and built environment	Shanklin Chine Safeguard, maintain, manage and protect this important geological feature		
	Pipeline Under the Ocean Maintain, manage and protect PLUTO landing point within Shanklin Chine	Pipeline Under the Ocean As Option 1 + enhanced interpretation of PLUTO	
	Other heritage assets Maintain existing provision	Other heritage assets Protection of key built heritage assets individually and collectively	Other heritage assets Strengthen, restore and upgrade key built heritage assets

Key Site 7: Spa Area

Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Maintain and manage existing facilities	Redevelopment of Council owned Spa site for a mix of uses including visitor accommodation, leisure, retail and residential. Upgrade of seafront esplanade and re-organisation of vehicular movement and parking	Option 2 + The assembly of other properties in the areas to create a larger redevelopment package of mixed use development including visitor accommodation, leisure, retail and residential.



Character Area 7: The Rural Hinterland



Character Area 7:- The Rural Hinterland

- 4.39 This Character Area forms the inland backdrop to the west of The Bay’s towns. It is extensive, running north – south and encompassing both low lying areas at risk of fluvial flooding as well as upland areas. The natural environment and beauty of this character area is recognised through environmental designations such as Sites of Importance for Nature Conservation (SINC) to the north-east and south of Sandown Airport.
- 4.40 Essentially rural in nature, there are however a number of distinct, current land use activities and the whole Character Area form the urban fringe to Yaverland, Sandown, Lake and Shanklin.
- 4.41 Sandown Airport forms one of the most significant active land uses within the Rural Hinterland character area. The Airport is a grass strip with limited supporting infrastructure in terms of its aviation operational facilities, passenger and goods handling services. The Airport sits within an extensive open aspect area.
- 4.42 The Rural Hinterland Character Area will continue to provide the rural and green space setting which frames the Bay towns. Its primary function is to provide for appropriate agricultural, leisure and rural land uses set within a high quality and environmentally sensitive landscape. Sandown Airport is identified as a Key Site within the Rural Hinterland and its future use is safeguarded for aviation related activities.

Objectives	Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Consolidating and strengthening the visitor economy	Maintain and manage existing visitor economy facilities	Develop opportunities for appropriate rural based leisure and recreational pursuits, such as: <ul style="list-style-type: none"> – Walking and hiking – Outdoor events – Camping – Agro-tourism 	
Developing improvements to the local transport networks to enhance accessibility and widen travel choice	Safeguard, maintain and manage existing Isle of Wight Airport function	Enhance and upgrade existing infrastructure and facilities at Isle of Wight Airport	Full upgrade to regional airport status of Isle of Wight Airport and infrastructure investment that would require
		See Key Site 8 Options	See Key Site 8 Options
Raising the quality of the public realm throughout the Bay Area	Maintain and manage existing public realm	Improvements to the public footpaths and rights of way network Enhance connectivity of the hinterland through improved signage on public rights of way	As Option 2 + Improve legibility and way-finding as indicated on the Hinterland Key Plan.
Protecting, managing and enhancing the natural and built environment	Maintain and manage existing facilities	As Option 1 + Improve visitors and local people’s understanding of the diversity and sensitivity of the natural environment through educational means such as signage, tours, and events	

Key Site 8: Isle of Wight Airport		
Option 1: Minor Change	Option 2: Partial Change	Option 3: Major Change
Upgrade of Sandown Airport with the view to attracting more users <ul style="list-style-type: none"> – Enhance and improve existing landside airport infrastructure – Enhance and improve existing airside airport facilities 	Full upgrade of airport infrastructure and supporting facilities with the intention of making it the principal Island airport capable of handling regular scheduled and leisure flights. Investment may be required in runway surfaces and taxi-ways, radar and guidance systems and fire and emergency equipment.	As Option 2 + mixed-use development adjacent to the airport potentially incorporating visitor accommodation, office, and/ or residential development

5 Delivery and Implementation

Introduction

- 5.1 The Bay Area Action Plan must be capable of implementation and delivery over its lifetime. The Planning & Compulsory Purchase Act (2004) has made delivery issues critical in plan preparation. Part 2 of the Act requires the Isle of Wight Council to prepare an Annual Monitoring Report to measure and evaluate the successful performance of the Island Plan LDF as a whole, and each of its constituent parts, including the Bay Area Action Plan.
- 5.2 The purpose of this section of the Preferred Options Report is to outline the delivery and implementation opportunities relevant to The Bay, identifying alternatives for implementation where they exist.
- 5.3 The Submission Draft version of the Bay Area Action Plan will provide a detailed delivery and implementation plan as the preferred options; projects and interventions will be established and agreed, enabling this task to be completed.

Direction

- 5.4 The Isle of Wight Council will take the lead role in the delivery of the Bay Area Action Plan. It is intended that the Council will act through the Public Service Board to lead a single delivery vehicle to be established in the Bay.
- 5.5 The Council through its Local Delivery Vehicle will, in conjunction with other public partners, including the Isle of Wight Economic Partnership, Local Strategic Partnership, town and parish councils and appropriate public service providers assume the role of Project Board in relation to the implementation of the Area Action Plan. A wider, reference forum, the Bay Steering Group, will support this group, aiming to secure continued community involvement and engagement.
- 5.6 The Project Board will also play a wider role in ensuring that complementary policies and activities such as policing, tourism, licensing, health, education, skills training and transportation) are co-ordinated with the Bay Area strategy.
- 5.7 Statutory responsibilities in relation to planning, development control, highways and licensing amongst others, will remain with the Isle of Wight Council.

Public-Private Development Partnerships

- 5.8 The public sector will play the central delivery role for the implementation of the Bay Area Action Plan. Nevertheless, there is a significant role for the private and voluntary/community sectors to play in delivering particular development projects and regeneration interventions. It may be appropriate therefore for the Council to enter relationships with private sector partners to deliver development. Three principal options exist:
- **Development agreement** – the traditional and most commonly uses public-private partnership approach that allows the Council to take the lead role in controlling the development process and its timetable, without significant financial risk. A competitive process to identify the preferred partner will identify best value consideration. Procurement procedures are flexible enough to allow the Council to receive its consideration as rental, capital or in both forms. Overage provisions will also ensure the Council shares in the success of the development scheme or project, without substantial risk.
 - **Joint venture** – with a private sector partner (or partners) applied to a series of sites on a rolling programme basis. Capital receipts and profits made are 'recycled' into the joint venture company to fund further developments and projects, cross-subsidising where appropriate or needed. Advantages of this approach include the ability to utilise the expertise of the private sector to undertake a wide range of development projects, without needing to identify and procure partners for each scheme individually and the potential to cross-subsidise developments which are of more marginal financial value or commercial interest to the benefit of the community and vision for the Bay Area as a whole.
 - **Direct development with a funding partner** – this envisages the Council effectively acting as a developer in its own right to draw up development schemes and projects, obtain the necessary consents and assemble land as needed. The funding partner will be an institutional investor capable and willing to supply the capital funding necessary to undertake development. This approach requires the Council to take on risk in return for a complete control of the concept, design and development process and thereby maximise its returns.

Finance, Funding and Resources

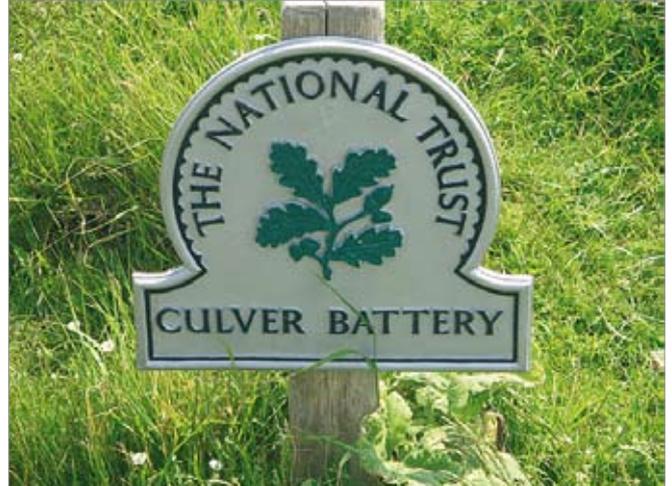
Public Sector Contribution

- 5.9 It is envisaged that most of the development schemes and regeneration projects identified in the Bay Area will be delivered by the private sector. The role of the public sector is principally one of facilitation, enabling and direction.
- 5.10 The Council does make substantial expenditure commitments each year to the delivery of statutory and non-statutory services and projects across the whole Island and within The Bay. The use of these mainstream funds will be targeted towards the delivery of The Bay vision and objectives where it is possible to do so. This approach is further extended through the Island's Public Service Board that brings a forum of public agencies together. It is also the forum through which Local Area Agreement (LAA) commitments and objectives are realised. The delivery of the Bay AAP's vision and objectives will therefore draw on funding available or projected through the Public Service Board and LAA.
- 5.11 In addition to direct financial contribution, the Isle of Wight Council owns a series of large and small land and property assets within The Bay. The Council will utilise these assets to assist the delivery of the Bay Area Action Plan. The re-development of Council assets and their eventual disposal will generate capital receipts which can then be used as a contribution towards the costs of further regeneration projects or acquisition of sites/properties which are essential to deliver the objectives of the AAP. The 'recycling' of capital receipts provides the opportunity for a continued funding stream from which to contribute towards more complex projects or interventions/schemes which the private market will not deliver.
- 5.12 The South East England Regional Development Agency (SEEDA) also has potential to play a similar role to that of the Isle of Wight Council. SEEDA can act as a key partner in delivering Bay Area regeneration projects where there is an appropriate project opportunity to do so.

Developer Contributions

- 5.13 Dependent upon the viability and ultimately profitability of redevelopment proposals there is a presumption that all new developments within the Bay Area will contribute towards the cost of delivering the transport and social/community and environmental infrastructure that will be needed.
- 5.14 The Isle of Wight Council has powers to ensure development proposals meet the reasonable costs of new infrastructure including transport, utilities, social and affordable housing, education, healthcare, community facilities, leisure, flood risk and environmental impacts. The Council will expect to maximise contributions that can be supported by development projects within the Bay Area Action Plan area.

- 5.15 Any contributions, which are made by way of Planning Obligations (principally S106 and S278 highway contributions), will need to comply with the tests of reasonableness established in Government guidance. The Council will investigate opportunities to pool such contributions and direct their use, through the Bay Area Local Delivery Vehicle, to fund, either in full, or in part, necessary infrastructure projects without which the Area Action Plan will not be successful.



Transitioning Bay Area Visitor Accommodation

5.16 In transitioning the visitor accommodation stock of the Bay Area, the planning, licensing, legal and fiscal issues are clearly complex. Four strategic level options are identified here which build-up incrementally from minimal intervention (de-regulation) approach, through limited intervention (de-regulatory with identification of locations where stock should transition or be protected) to major, positive intervention approaches (involving active market intervention and compulsion where necessary).

Option 1: Policy De-Regulation

- Removal of existing policy preventing visitor accommodation owners from changing the use of their properties;
- Each application for change of use will be assessed on its individual merits;
- Allows visitor accommodation owners to exit the market and sell their property for the highest value on the open market. Thus reducing the total number of visitor bed-spaces;
- Whilst some owners will choose to exit the visitor accommodation market, others with entrepreneurial drive and spirit, may choose to remain and improve their offer.

5.17 This approach allows non-serious visitor accommodation owners to exit the industry without any significant barriers. Nevertheless, some good quality accommodation stock will undoubtedly be lost in the process. This approach may skew the property market in the Bay Area particularly in the short-term if there is a significant exodus from the visitor accommodation market. Timescales and locations where transition occurs of the visitor accommodation offer are not readily managed under this option and are likely to be extended.

Option 2: Managed De-regulation and Minimum Intervention

5.18 A more managed approach to de-regulation than that articulated under Option 1. Managed De-regulation and Minimum Intervention includes the steps under Option 1, and in addition:

- Areas of the Bay where change of use for visitor accommodation to other forms of land use is deemed acceptable are identified and set within policy. Areas of restraint, where the transition of visitor accommodation is not acceptable are also identified in policy.
- Applicants for change of use of visitor accommodation in areas where it is appropriate would be required to demonstrate why change of use should be approved based on:
 - Proof of marketing for sale, over an 18month period;
 - Evidence of business performance - occupancy and rate data for the past three trading years;
 - Evidence of professional management, including marketing and management experience and 3 year business plan;
 - Evidence of alternative forward plan scenarios to retain the business.
- Partial conversion to other uses (principally residential) of visitor accommodation is encouraged, with redevelopment of existing visitor accommodation retaining an element of that use and incorporating a residential split.

5.19 This option allows the 'non-serious' visitor accommodation owners to exit the industry without any major barriers whilst managing where change will occur. Allowing partial conversions will further reduce the number of visitor bed-spaces and retain a level of flexibility for the owner and Council alike. Some good-quality visitor accommodation stock will be lost in the process. This approach, like Option 1 may skew the property market in The Bay particularly in the short-term if there is a significant exodus from the visitor accommodation market. Timescales for transition of the visitor accommodation offer are not readily managed under this option and are likely to be extended.



Option 3: Enhanced Intervention

- 5.20 The Enhanced Intervention option is as that set out in Option 2 with the following additional measures:
- The role of the Council and/or additional public sector partners such as SEEDA will become more central to the process, actively engaging in managing down the visitor accommodation stock through purchase of accommodation that comes onto the market and obtaining necessary consents for a change of use before re-selling or redeveloping the site;
 - The Council and/or SEEDA may also wish to market potential opportunity sites to major accommodation providers to create competition and improve the quality of provision throughout The Bay;
 - The creation of a series of Island specific standards and tests of excellence for accommodation through regular inspection and review. There is the potential to establish an Island-Wide or indeed Bay Area specific, series of league tables and awards to promote awareness and competition in quality of visitor accommodation.
- 5.21 The Council, and potentially the wider involvement of SEEDA, will help speed up transition and redevelopment of visitor accommodation. The more active intervention proposed under this option would create opportunity sites which could be combined with adjacent land and sites (in appropriate circumstances) to bring a co-ordinated approach to regeneration of visitor accommodation. The use of benchmarking and reviews will create competition and an incentive to improve accommodation quality.
- 5.22 Nevertheless, this option, like the previous ones will entail the loss of some good quality accommodation stock. This approach may skew the property market in the Bay Area particularly in the short-term if there is a significant exodus from the visitor accommodation market. Therefore the role of the Council here is to ensure an orderly transition of visitor accommodation to other land uses such that the stock is not significantly depleted (to the detriment of the visitor economy), either in total or in particular areas of the Bay. Timescales for transition of the visitor accommodation are more easily managed under this option and a significant transition could be achieved within a shorter timeframe than under less interventionist options.

Option 4: Major Intervention

- 5.23 The major Intervention approach is an extension to the actions set under Option 3, with the addition of:
- A Special Purpose Vehicle (SPV) will be created (under the control of the Bay Area Local Delivery Vehicle) to specifically manage and lead the visitor accommodation transition interventions and particularly to create a distinct, ring-fenced capital funding stream for the purchase of accommodation and sites.
 - The SPV will actively undertake site assembly by negotiation or use of Council or SEEDA Compulsory Purchase Orders (CPOs) powers where appropriate. Use of CPO will be predicated upon the creation of detailed strategy and requirements for the acquisition of visitor accommodation and sites.
 - The SPV will have a defined lifespan to achieve its remit to ensure that there is a clear exit strategy for the delivery vehicle against which a business plan and resources can be identified.
- 5.24 The advantages of this option are that it creates a focussed strategy and implementation process with identified funding streams to actively transition visitor accommodation to other land uses in the Bay Area. Under this option, the transition programme can be set to a specific timescale and appropriate business planning mechanisms used to identify financial resources and the use (and recycling) of capital receipts obtained from the purchase and re-sale of former accommodation stock. The programme of transition can also be highly focused on particular forms of accommodation or those in specific locations. The risks involved are concerned with the Council and its partner's abilities to assemble sites and purchase accommodation stock on a rolling basis, particularly where the use of CPO powers is envisaged.

6 Getting Involved

How to Comment on the Preferred Options Report

- 6.1 We encourage you to help us to decide on the Bay AAP Preferred Options Report. We are seeking your comments on the strategic and spatial options put forward and welcome your response by writing to:

**Bay AAP: Preferred Options Report
Consultation Planning Policy
Isle of Wight Council
Seaclose Offices
Fairlee Road
Newport
Isle of Wight
PO30 2QS**

- 6.2 The Preferred Options Report and accompanying Sustainability Appraisal can be downloaded by following the links to the Bay AAP from the Council's website at:
www.iwight.com/islandplan
- 6.3 Electronic copies of the Preferred Options Report and Sustainability Appraisal can be requested from:
Planning.policy@iow.gov.uk
- 6.4 Additionally, paper copies of the document are available in all Council libraries, County Hall reception and the Isle of Wight Council's Seaclose Offices reception.

Key Dates

- 6.5 The public consultation period for the Bay AAP Preferred Options Report starts on Monday 22 January 2007 and runs for a six week period. All comments must be received at the address above by 5pm on Monday 5 March 2007.

What Happens to Your Comments?

- 6.6 Following the end of the public consultation period, all comments received will be reviewed and analysed and a report will be submitted to Council Committee together with proposed modifications and reasoned justification. A final Submission Draft Bay AAP Report will be published for consultation before being submitted to the Secretary of State for final approval and then adoption.



**BACK COVER - IS CONTENT
REQUIRED????**

APPENDIX A