

Freshwater Parish Council

Working For The Community



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Freshwater Village Design Statement





Freshwater Village Design Statement

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1.0 Introduction

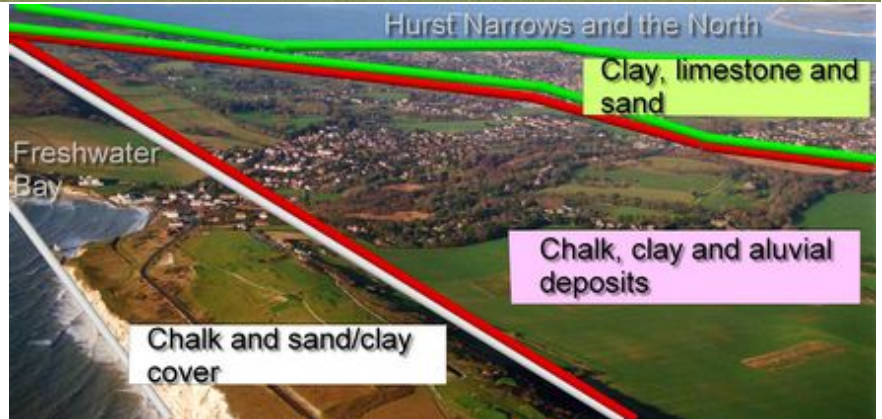
- Freshwater Village Design Statement- Making Local Character Count in New Development

- 1.1 The idea behind the production of a Village Design Statement (VDS) is to try and encapsulate the unique appreciation and understanding that local communities have of their own area, in a way that can be passed on to others. Change will happen, but a good VDS will allow the community to offer advice to those planning that change so that it enhances the local area and does not detract from it.
- 1.2 The VDS has been produced by residents and in consultation with local community groups. When agreed and adopted by Freshwater Parish Council and the Isle of Wight Council, the VDS guidance will be taken into account when determining planning applications for all future development within Freshwater. This VDS was produced in 2008 using data collected in 2007 (and also the 2005 Village Plan). The number of building types, dates and styles are a guide only.
- 1.3 A VDS aims to create a reference point for future village development, either in new building or modification of existing buildings, that is in harmony with the village setting and environment. At the end of this document are two pages of advice to residents and planners drawn from public consultations.
- 1.4 The format of the VDS has been designed to be distributed electronically via the Internet and also to be printed. Information was collected on the area during 2007 and is available on a CD ROM from the Freshwater Parish Clerk. The extra information contains details of every street within Freshwater Parish as well as extra maps and some aerial photographs. It is hoped that this will be useful to schools and other groups within the Parish.

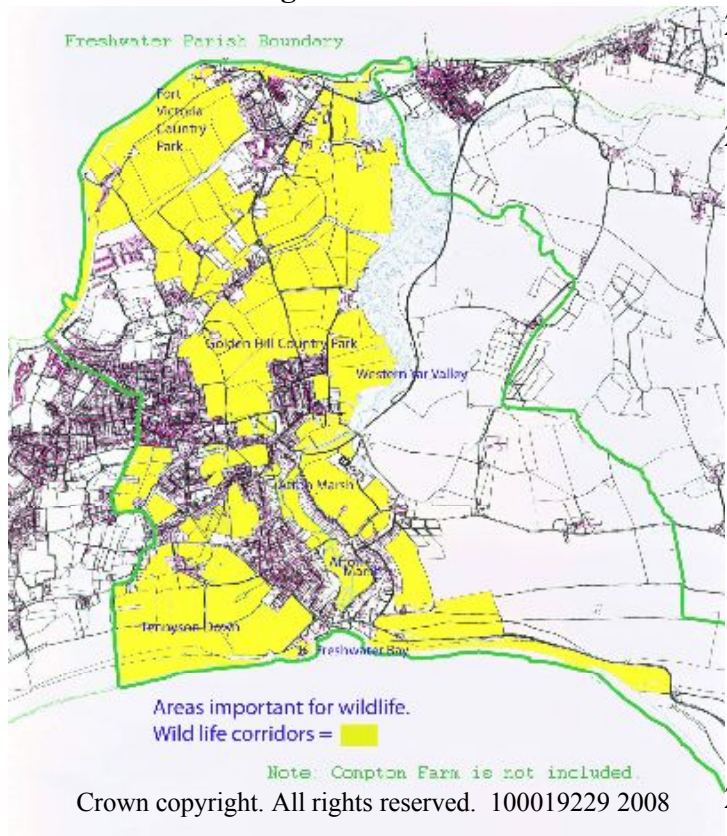


2.0 The Geography of Freshwater

2.1 The chalk Downs of the south coast are covered by a shallow deposit of sand and clay which has washed down into the valley behind. Here it has combined with the deposits from vegetation growth and river flooding. On the northern side, the ridge along the coast is mainly clay, limestone and sand. The dominant winds are southerly in summer and northerly in winter.



Wildlife and farming



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2.2 The West Wight is considered to be the rural end of the Isle of Wight and the wide range of natural features within a small area attract a varied range of wildlife.

2.3 The southern chalk downs are free draining, which, combined with the often strong salt laden winds from the English Channel, give rise to some unique plants and wildlife not found on the north shore only a mile away. The main ground cover is short grass but in protected hollows, dusted bellflower and orchid cowslip grow. The higher downs are populated by rabbits. The slopes in the lee of the downs support gorse, hawthorn and ash trees. Badgers, foxes and small rodents live in the wooded areas and the old lime quarries.



2.4 The valleys and flood plains consist of green sands and clays that, along with the marsh areas, support a number of rodents, bird life and larger mammals. Geographically and climatically, the north coast is less severe than the south. The soil has a higher sand and clay content which can result in severe coastal erosion. Trees, gorse and heather hold the soil in place and offer a different habitat for butterflies, lizards, skylark, wheatear, linnets and kestrel.

2.6 **Wildlife corridors** are very important when linking the different types of areas. Apart from the open spaces, hedges and gardens are often used to link these across the urban spread. Examples of important corridors within the urban area are: along the north coast from Colwell to Norton Spit via Fort Victoria, the wooded areas to the south of Golden Hill Country Park that link the Yar Valley with Golden Hill and then on to Colwell, Longhalves Lane and Stroud Coppice which links Golden Hill with Afton Marsh, Afton Marsh through Rectory Field, Camp Field, the football pitch and Grannies Mead on up to Tennyson Down, Tennyson Down to Afton Down via Freshwater Bay.

2.7 **Farming** within the West Wight is mainly split into three types. On the downs sheep are grazed as well as some rare breed cattle. The areas below, are used for raising horses and dairy herds. The river valley and old flood plains support crop cultivation, with this being split between cereals, market gardens and grass being grown as animal winter feed.

3.0 History Time Line for Freshwater

Approximately 50,000 years ago evidence of flint tools.

Iron age tumuli and earthworks. Clay pottery found at Compton.

“Tun” names given to areas of farms that were large enough to pay taxes. (Later changed to “ton”)

Roman remains of a port close to Manor Farm and the Causeway. Pottery found in the Solent.

After 686 Saxon church founded at Freshwater (All Saints Church) on the hill above the river crossing.

Parish of Freshwater is mentioned in the Doomsday book.

Middle ages under various Saxon Lords mainly based at Afton.

1431 Reverted to the Crown. Later sold by Elizabeth 1 to Thomas Urry.

Circ. 1700 present Afton House built by David Urry.

1810 German encampment (Brunswick Brigade) in the field off Camp Road, here to fight against Napoleon 1.

1852 - 1868 Threat of attack from Napoleon III led to the building of Fort Victoria, Fort Albert, Fort Warden, Fort Redoubt and Golden Hill Fort (Palmerston Follies).

Development of Victorian buildings around the north coast, Norton Green and in Freshwater.

1853 Alfred, Lord Tennyson the Victorian poet rents then buys the Farringford at Freshwater Bay.

Artists, scientists and writers attracted to Freshwater for the summers. Building boom at Freshwater Bay.

1888 The railway arrives at Freshwater bringing day trippers to see the western end and the Needles.

Building development moves away from the Bay and up the valley towards Totland, in the direction of the proposed railway extension.

1894 The first meeting of Freshwater Parish Council.

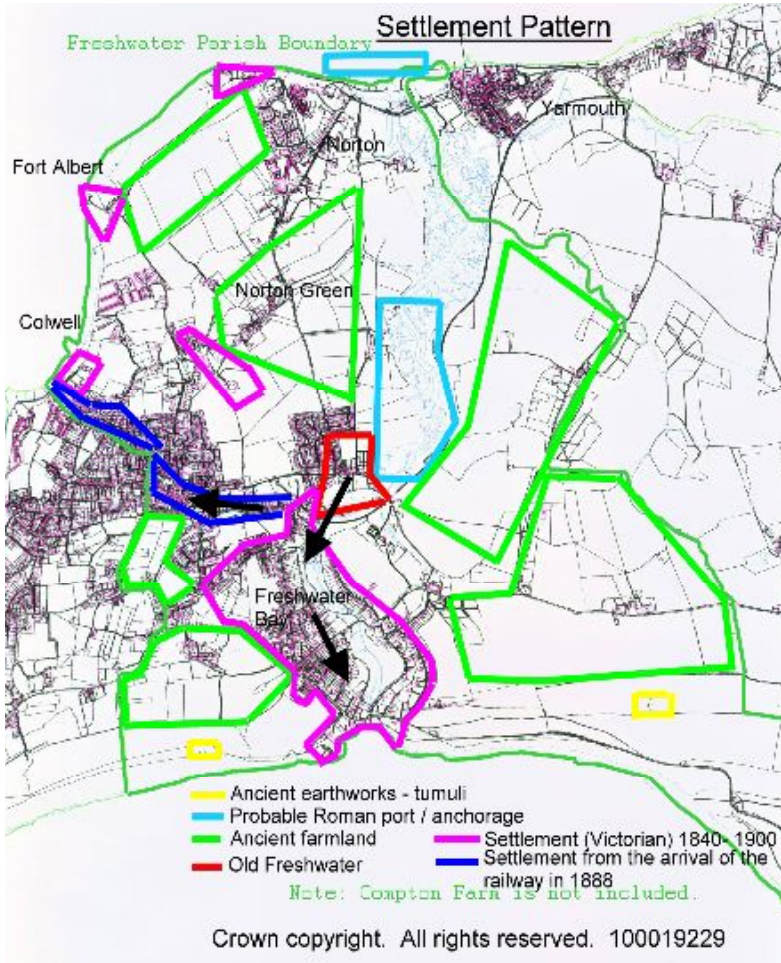
1953 The last train ran on the railway. Rebuilding of the area after World War 2 saw the start of the large Council estate built at Edinburgh Road.

1960s Large number of retirement bungalows built using mock concrete stone (Island Stone).

1970s More bungalow estates built but now using brick construction.

1980s Closing of local industries. Freshwater moves to being a dormitory area for Newport and Lymington.

2000 - onwards. Infill within Freshwater Village and holiday flats/second homes.

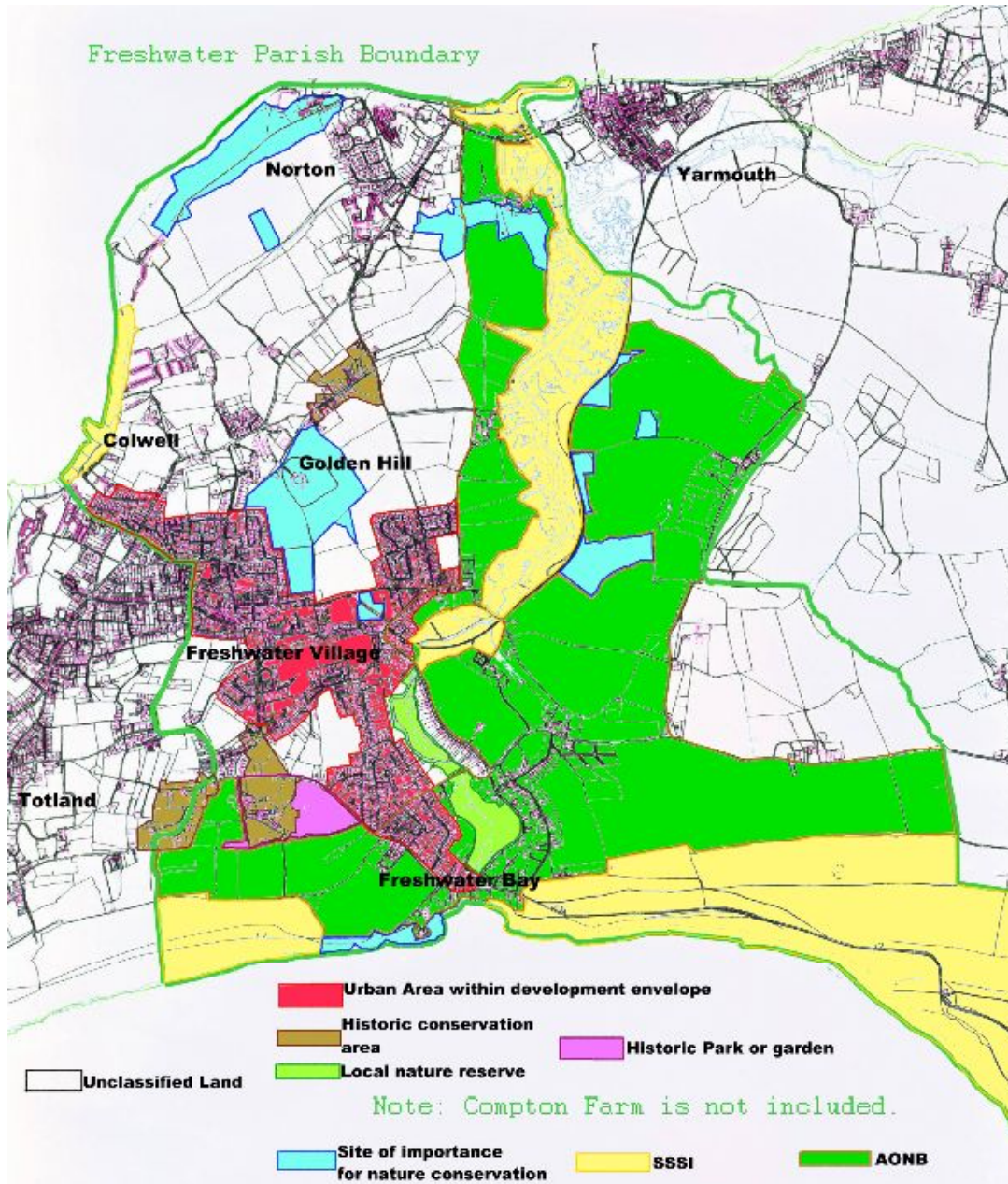


In the above map the arrows delineate to direction of building development from Old Freshwater towards Freshwater Bay and then towards Colwell and Totland.

3.1 Settlement Pattern

Originally settlements would have been located on the high downs for security. There was a good supply of game and wild fowl within the area. The coast also gave the opportunity for fishing and the collection of shellfish. As the name suggests, the downs also provided springs of fresh water. Freshwater Bay and its river offered shelter for coast going vessels and allowed them to exchange cargo with vessels coming down from the near coasts of Wessex. Old Freshwater was the main settlement based around the church of All Saints at a shallow crossing point on the river. Timber, crops, wool and other animal products were important. Rabbits were once the source of one third of the Islands income. Pottery and metal products were also local exports. With the threat of invasion from Napoleon III the forts were built and this created large settlements of workers and military personnel around the area. From 1853 a building boom of quality property happened around Freshwater Bay as prominent artists and scientists summered there. With the arrival of the train the ribbon shopping development of Avenue Road was formed. The reconstruction after the war resulted in large, Council owned estates. During the 1960-1980's numerous bungalows were constructed. Blocks of flats are now popular.

4.0 Map of Freshwater showing protected areas



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4.1 Valued areas of Freshwater

From the adjacent map it can be seen that much of Freshwater is extensively protected, which makes it such a popular place to live. Residents place a high value on these areas and the fact that Freshwater village, though large, blends in with its immediate area. This has been achieved by keeping some open space within the village, such as Stroud Field, the allotments and the old German camp site, off Camp Road. Within the main village area of School Green Road and Moa Place, the chestnut trees and grass areas are also sited as contributing to the green character of the main village. On the northern coast the open farm land and riding stables add to the rural setting.

4.2 Residents' favourite view

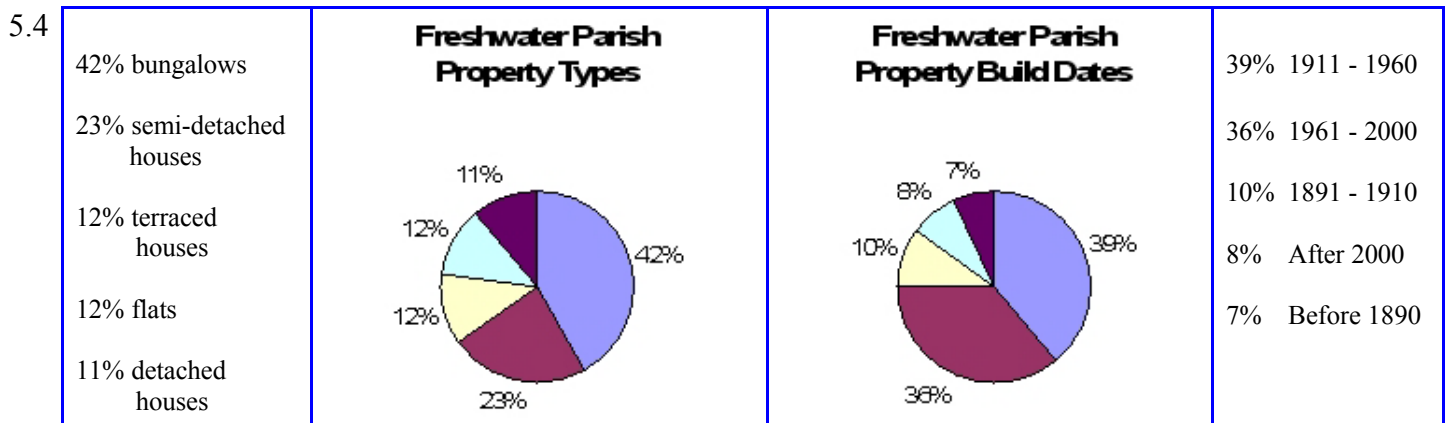


The most popular view is from Tennyson Down looking towards Golden Hill and the Solent. People like the fact that the village is mostly in the hollow and that there is green hillside visible above it with the sea beyond.



5.0 Character and Community Profile

- 5.1 When asked, the residents used the following words: rural, open hillsides, stunning views, wooded, a good blend of seaside and country. Freshwater attracts retired people because it typifies how England once was. The character of Freshwater Parish is very diverse and in compiling this Village Design Statement, it has been divided into four areas that reflect this (See section 14).
- 5.2 There is a strong community spirit which is shown in the vibrant local entertainment put on at the Memorial and Parish Halls, which is well attended. There are also a range of local clubs that cater for most interests. The community has a high retirement aged group, many with skills and experience who contribute to maintain high standards in all areas of the community. Centred around Moa Place, there are all the normal facilities required by a community, such as health centre, library, sports centre, shops, skateboard park, multi-use games area and recreation ground. Crime is very low and generally Freshwater is considered a safe place to live.
- 5.3 **Community Facts** The Parish of Freshwater today has a very high proportion of bungalows (42%), which is why the area is attractive to retired people. These form the bulk of the 36% of properties built between 1960 and 2000, so offer spacious, but manageable plots with low maintenance building. Over 37% of the resident population is over 45 years old (mid 2004 estimate). This affects the financial status of the community as 28% are on fixed retirement income, with about 50.5% being in full-time, part-time or self-employment. This has major consequences for the local economy, especially as most of those in employment are commuting outside of the immediate area.












- 5.5 The survey of the Parish of Freshwater in 2007 gave approximate totals of: 1206 bungalows, 668 semi-detached properties, 348 flats, 333 terraced houses and 328 detached houses. Historically the approximate property build dates are: 204 built before 1890, 300 built between 1891 to 1910, 1113 built between 1911 to 1960, 1031 built between 1961 and 2000 with 235 built after 2000.

		Typical rural style of quarried stone and thatch.		Late Victorian semi-detached workers houses. Note mainly local red brick.		1950's Council semi-detached. Built in concrete mock stone.
5.6		1950 - 1960 Bungalow built in concrete mock stone.		1960 - 1970 Bungalow. Brick and block work with painted render.		1970 - 1980 Bungalow with brick and tile cladding.
		1989 Block of flats. Brick and tile hung.		2007 Flats. Concrete block with painted cement render.		2008 Flats. Mix of quarried stone with red brick highlights.

6.0 Dominant materials and buildings of Freshwater










6.1 Dominant materials used in construction locally

	Quarried stone. Light stone from Tapnell and the iron stone from Mottistone.		Reed thatch on a roof at Pound Green. Reeds now purchased from Poland.		Victorian local red brick dominates working properties. Imported yellow brick highlights.
	Grander properties have yellow brick fronts with local red brick highlights.		Island Stone is a 1950-1980 concrete replica used extensively for 1960s bungalows.		Red clay roof tiles used from 1940 to 1980s.
	Modern replica grey slate roof.		1960s Holiday chalet bungalows built on the site of 1930s holiday camp.		Modern "Savoy" second home, holiday development. Concrete block with synthetic cladding.

6.2 Rural properties are typified by the use of local quarried stone, thatched roofs and small mullioned windows. Good examples are to be found at Moons Hill, Pound Green and Norton Green. Victorian properties of the 1850s to 1900s are well represented at Freshwater Bay, around Freshwater Village and Golden Hill. The 1950s rebuild after World War Two are represented by council developments at Edinburgh Road and Arnhem Road. The 1960s to 1970s bungalow estates are represented by Locksley Close, Sunset Close, Redlake Road and Jennings Close. The modern flats are seen at Princess Road, School Green/Tennyson Road and Victoria Road, Freshwater Bay.

6.3 Dominant buildings of Freshwater

These buildings do not represent common styles but are examples from each of the development phases.

	All Saints Church., originally a Saxon 11th century building.		Pursers Cottage, Camp Road. Chalk stone and thatch farm workers home.		Victorian properties along Gate Lane, Freshwater Bay. 1871
	Moa Place Built in 1896. Early shopping centre.		Memorial Hall Once the drill hall for Freshwater. 1899		Ex Military Hospital, Solent Hill. Early 1900s
	St Agnes Church. Freshwater Bay. 1908		Library School Green Road. 1939		Albion Hotel Freshwater Bay. Remodelled 1990s

6.4 Geographical areas of Freshwater Parish that may require special building considerations

Some built areas of Freshwater Parish are liable to flooding. High tides and northerly winds can result in flooding from the River Yar at the bottom of Hooke Hill. Water run off from Tennyson Down affects Camp Road, Blackbridge Road and Moons Hill. Field run off affects Southdown Road and the junction of Copse Lane and Pixley Hill. Coastal erosion affects the coast from Colwell to Fort Victoria and Hanover Point.

7.0 Modern builds that are considered good examples

7.1 From consultation with residents, the following were cited as modern builds that fitted in with the local character of the areas in which they were built, by design or the use of material.

	Modern thatch built within the grounds of a similar rural property.		A pair of new terraced properties built within the old part of Freshwater.		New flats built to fit in with the local Victorian style of brickwork and roof line.
	Modern design development on the site of the old pump room.		New flats in the centre of the village with quarried stone and brick pattern.	For most residents the more natural looking the material, the more acceptable it is within a rural village.	

7.2 Residents were not adverse to good, modern design and the development of small starter homes built on the site of the old pump room in School Green Road was often cited.

8.0 Street furniture

8.1 There has not been a consistent approach to the street furniture. A large number of the seats are donated by people in memory of the departed. Post boxes are both wall mounted and stand alone. Lamp post styles vary within a street and are not used to define the character of the area.

	Red telephone box in Moa Place. This acts as a focal point and landmark.		Stand alone post box.		A typical example of a bus stop with a seat donated in memory and a plastic black litter bin.
	The street lamp attached to a wooden power line support post. These are the most common lamps.		There are a number of hole in the wall style post boxes around Freshwater.		A typical "kissing gate". These are common along foot-paths where they meet a road. It is designed to stop animals and children rushing onto the road.

9.0 Transport and roads

9.1 **Main Roads** The three main roads that go east-west across the Island converge here. The A3055 Military Road ends at Freshwater Bay, the B3399 Newport Road ends at Afton Road and the A3054 Yarmouth Road effectively ends at Colwell.

9.2 **Car Parks** Within Freshwater Village there are car parks located at Moa Place and off Avenue Road. These supplement some time limited on-road parking. There are car parks at Freshwater Bay, Fort Victoria and at two locations along the Military Road, also the National Trust car park at Hanover Point.

9.3 **Public Transport** Vectis and Wight Buses are the two main bus providers, plus there are tourist buses that operate along the coast roads but offer a limited service. Vectis offer larger vehicles that follow the main routes in and around Freshwater and Wight Buses run smaller sized buses that service the large number of bungalow estates.

9.4 **Ferries** The main local ferry service is from Yarmouth to Lymington. This links with the mainland rail network via Southampton to London and the north. Southampton is the closest International airport with Bournemouth Airport available via train and taxi.

10.0 The commercial environment

10.1



The main shopping area of Freshwater Parish is within the village. Industrial sites are located at Golden Hill and around the CoOp areas. Hotel and tourist accommodation is mainly available at Colwell and Freshwater Bay.

10.1 This shows "Orchards" shop in Freshwater Bay. A classic corner shop it was built in the early Victorian era and followed the brick and patterned colours that characterised the style of the Bay at that period. Once a number of different businesses, the coloured brick was mainly yellow, which was brought into the area and showed wealth. The highlight pattern was in the locally produced red brick.

10.2



10.2 Moa Place was constructed in 1896, using the local red brick with patterned windows and detailed gables above each shop. This area still forms the centre of Freshwater village and is the most commonly used example when talking of the style of Freshwater village.

10.3



10.3 The Royal Standard Hotel is the only large hotel within the village. Originally built at the time of Moa Place it followed a similar style but on a grander level. Note the finial detail on the roof above the main entrance was in a similar style to that above the centre of Moa Place.

10.4



10.4 Also within the village are several examples of 1930s shops. Usually built in a block of several shops, they followed the high pitched roof line of the adjacent Victorian buildings and were patterned with wall hung scallop shaped tiles. Note the large front window giving light to the third floor office/flat, as well as fitting in with the other shop styles. This style allows for practical modern use.

10.5



10.5 Bow fronted early Victorian shop front. In Avenue Road there are a number of shop styles, including single storey shops that were rumoured to have been temporary, when the railway arrived in 1888. It is said that they were placed in the probable direction that the line would take to Totland, in the hope that compensation would be paid for their removal. The line stopped in Freshwater resulting in these buildings remaining. However, the pictured building "Godwin's" is considered to be the preferable style of shop for this area. It is characterised by the bay window in the first floor flat, the pillared ends to the shop front and the central tiled entrance.

10.6



10.6 At the eastern end of Freshwater village is located the largest supermarket, the CoOp. Once the site of the railway station and then the old Acorn Spring works, the building is of simple steel and brick construction. Opposite is the petrol filling station and further along this road, towards the Bay are other commercial buildings.

10.7



10.7 The main industrial units are now sited around Golden Hill Park. This area is away from the main residential areas and the units contained are best suited to small light use, such as fabrication and assembly. The construction uses light weight materials for prefabrication, following standard designs. There is scope for expansion within this area, especially considering the close ferry link.

10.8



10.8 Farm buildings within Freshwater are diverse, ranging from the listed stone barns of Compton Farm, to the block and sheet construction of the cow sheds at the Farringford Farm. The preferred construction is of painted block, found at a number of other farms. The grain tower on the left of the picture is of note as the top half conceals a mobile telephone mast.

11.0 Freshwater Parish urban facilities

- 11.1 **Retail** Freshwater Village is the principle shopping centre for the West Wight. There is a mix of small shops and two supermarkets. Generally residents can purchase most of their requirements locally, however, the area lacks quality shopping.



Architecturally the area lacks a coordinated approach resulting in essential shopping rather than browsing or stimulating long stay shopping.

Outside of the village there are local shops at Freshwater Bay, Colwell and a farm shop at Afton apple orchards.

- 11.2 **Medical** Located off Moa Place is the West Wight Medical Practice which covers all of the West Wight area as far east as Porchfield/Calbourne and Brook. Built at the same time as the Sports Centre, the building is a brick skinned, modern utilitarian design which is currently operating at its maximum capacity. There are two private dental practices within the village and chiropody and chiropractors are also available.
- 11.3 **Library service** Situated to the east of Moa Place is the detached, clapper board library building. Around the building there are lawn areas which allow for outdoor exhibitions and events in addition to the normal social and library services. The building and immediate area is valued by local residents.
- 11.4 **Schooling** At present there is All Saints Primary School and West Wight Middle School. Within easy walk of the village and set on the northern side of the valley, the Primary School buildings and playgrounds face south, so giving lots of natural light. Modern additions to the original buildings have earned praise for their design merit and use. Under school reorganisation plans, West Wight Middle School is due for closure, but the final use of the site is undecided.
- 11.5 **Sports** The majority of sports facilities are based within Freshwater village and include a fully equipped sports centre offering swimming, fitness gym, sports hall and meeting rooms. Outside there is a cricket pitch, football field, **Multi Use Games Area**, skateboard and BMX park and childrens' play areas on Stroud Field. All these facilities are greatly valued by local residents especially as they provide flexible use open space within the centre of the village. Also close to the centre is the West Wight Football Club site which again, when linked to the old German camp field next door, retains valued open space and a wildlife corridor between the village and the Downs. Elsewhere horse riding stables and their paddocks keep open spaces around the village. Golf is available on Afton Down, above Freshwater Bay. The area is also blessed with many footpaths that allow locals and visitors to enjoy the character of the area.
- 11.6 **Emergency services.** The main services based within Freshwater Parish are a first response fire station and a first responder ambulance that varies its location within the area. At Freshwater Bay there is a Lifeboat station that contains both inshore and offshore lifeboats.



Other emergency services are brought in from Newport and other areas, as required. The nearest Police station is in Yarmouth.



12.0 Urban walls and hedges

12.1 **Entrances and driveways** There are strict visibility rules regarding the entrance and accesses to properties from the roads, especially when this involves driving over a pavement. Below are pictures of common types of boundary between public land and private property. The majority of hedges and fences are 6 feet high but in some instances this may obstruct the view of drivers. Changes can also effect the view of a landscape that pedestrians have enjoyed for a considerable period.



Low hedge

In the past, in rural areas, boundary hedge planting has been encouraged. Here the lower front hedge is maintained at a height that allows vehicle drivers clear visibility.

The main boundary hedge on the other side is at the 6 feet height often defined as the acceptable height for boundaries where visibility is not a factor.



Stone wall with hedge above

Where rural areas merge into urban there can be a blend of the natural and the soft landscaping, such as here where there is a low quarried stone wall with a hedge grown up behind. The result is the desired 6 foot privacy.



Low brick wall

Typical of many small Victorian terraced houses, here is a low brick wall that gives a boundary between the footpath and the front of the building. Planted to great effect, this small area is visible to pedestrians and road users and results in a welcoming entrance to the property.



Modern quarried stone and brick wall

In the centre of the urban area of Freshwater village this modern (2008) boundary wall fits in well with the quarried stone features of the buildings behind. Being high enough to form a barrier to unwelcome access, it fulfills the function of security as well as blending the new with the old.

13.0 Native trees and the planted environment

13.1 The West Wight has had the advantage of retaining many native trees and plants within its hedge rows and garden borders. These maintain wildlife corridors and provide birds and animals with places to feed and live. The most common hedging plant is black hawthorn and hazel, often mixed with beech, oaks and ash.

13.2 Native Trees

Most local native trees are deciduous with ash and beech being common. Small oaks are also common with birch in sheltered, damp areas. Imported species that have settled well in the West Wight are the sycamore, walnut and bay trees. Trees killed by Dutch Elm disease would ideally be replaced by other native specimens, such as the horse chestnut, oak, beech or resistant elm.

13.3 Garden Plants that grow well

Drought and salt tolerant plants are best. Box, yew, myrtle, bay and escallonia all make good garden hedges. Shrubbery plants such as rosemary and lavender thrive, while cistus, cytissus, phlomis, artemisia and helianthemum also grow well. Drought tolerant gaura and some tropical plants will grow locally and fruit trees such as apple, pear, fig and plum also do well if planted away from salt air.

13.4 Vistas, Panoramas and views that are valued by residents and visitors.

1. Tennyson Down - (light green) looking north over Freshwater and south over the English Channel. To the east over the Yar valley and onwards towards the centre of the Island.

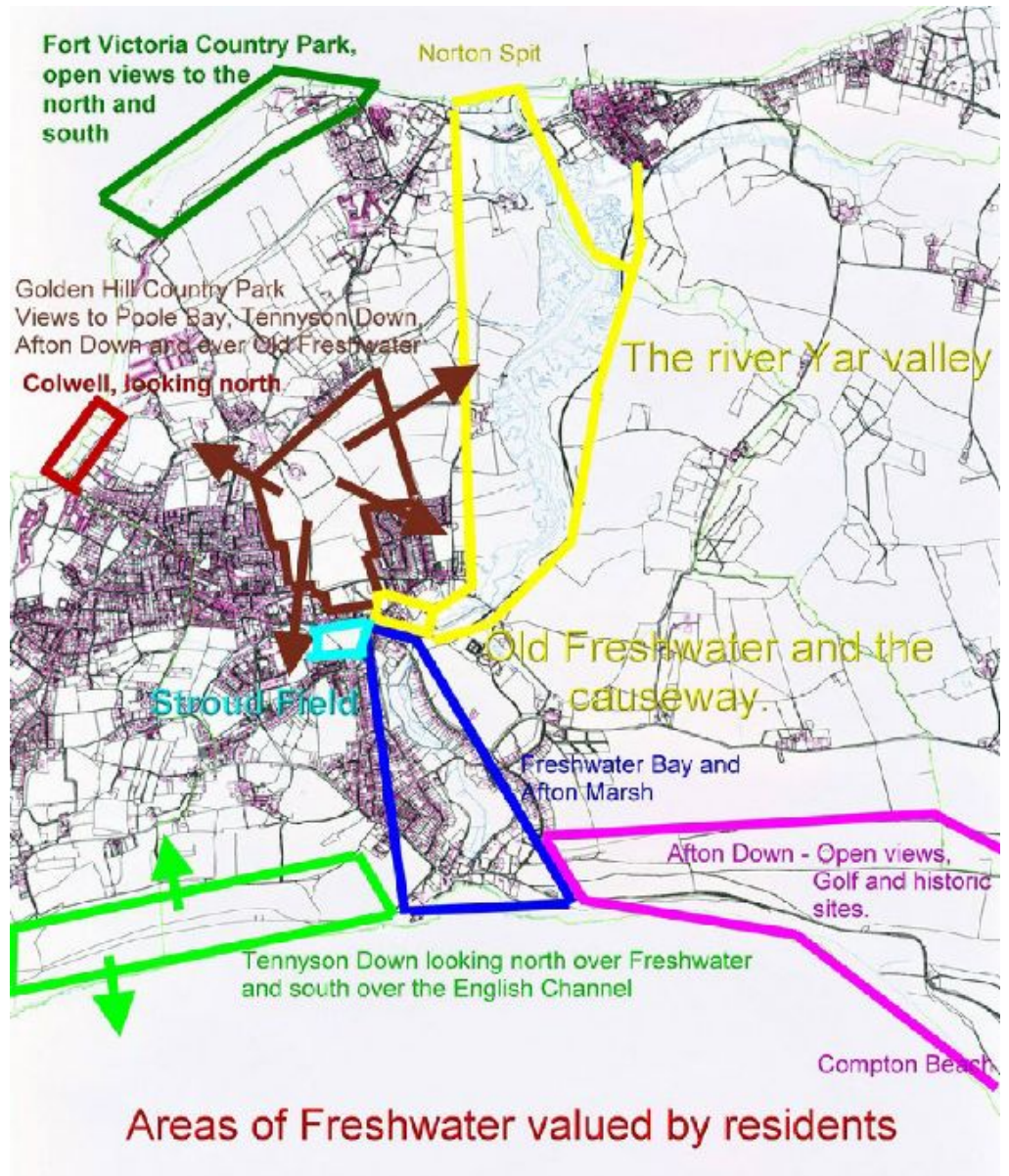
Other important views from specific places are:

2. Fort Victoria Country Park - (dark green) open views to the north and south.

3. Golden Hill Country Park - (brown) views to Poole Bay, Tennyson Down, Afton Down and over Old Freshwater.

4. Colwell - (red) looking north and westwards towards Bournemouth.

5. Afton Down - (purple) open views over the golf course to the north, west and south as well as the historic areas.



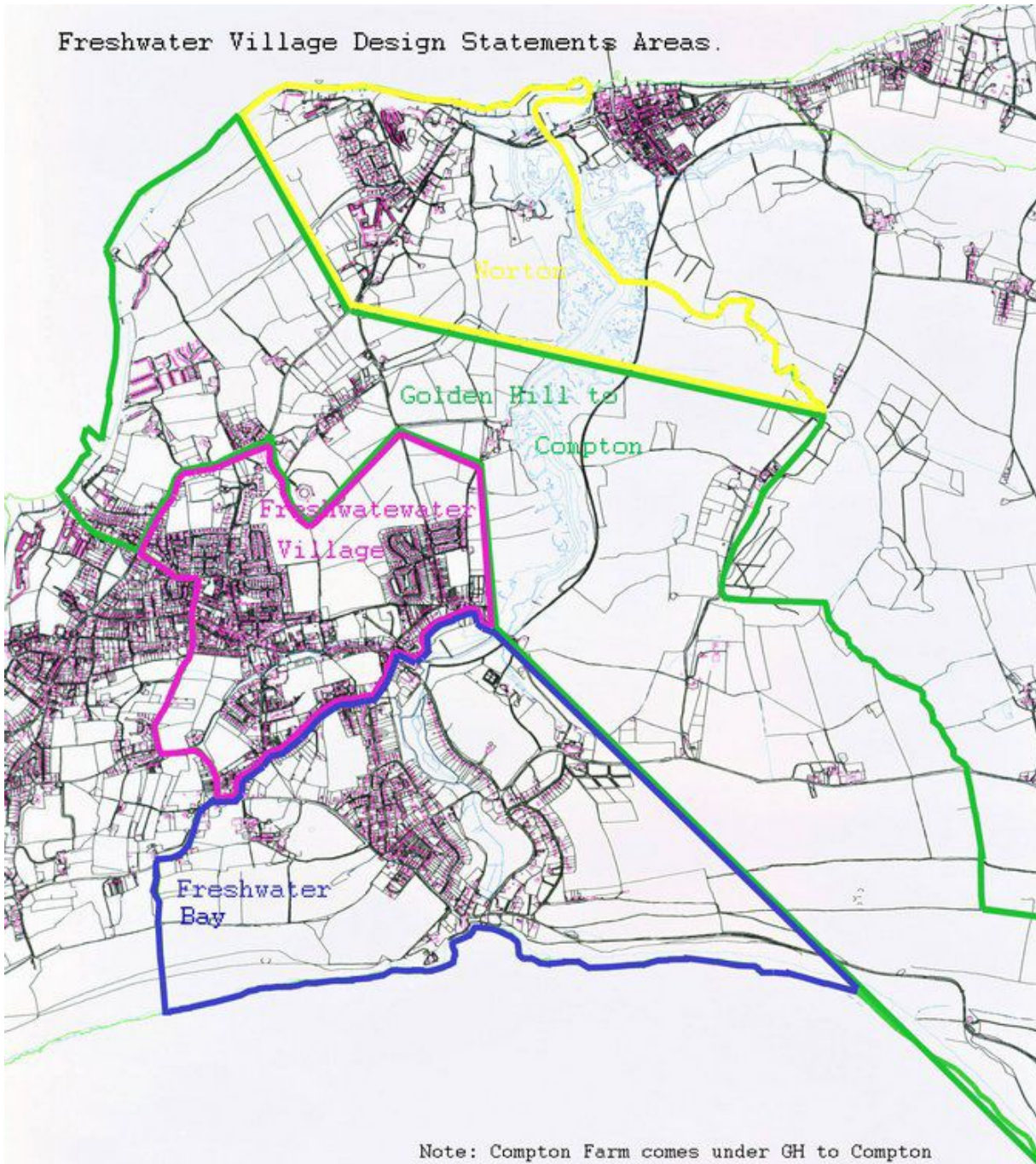
Background map Crown copyright. All rights reserved. 100019229 2008

Vistas from all positions in the following open areas are considered important:

- | | | |
|--------------------|--------------------------|-------------------------------------|
| 6. Norton Spit. | 7. The river Yar valley. | 8. Old Freshwater and the causeway. |
| 9. Freshwater Bay. | 10. Afton Marsh. | 11. Compton Beach. |

All proposals for buildings, structures, trees and hedge planting and maintenance should retain and enhance the views, vistas or panoramas given above.

14.0 The four main areas of Freshwater Parish by type



- 14.1 **The four main areas of Freshwater Parish** In order to reflect the character of Freshwater Parish more accurately, the surveys were split into four areas depending on the type of buildings and economy of those areas.
- 14.2 **Norton** This area, (yellow in the above map) is close to Yarmouth with its mainland ferry. It is popular with retired people and second home owners. It has two large holiday centres, Norton Grange which is an adults' holiday camp and the Savoy Village which is being re-styled as a second home complex.
- 14.3 **Golden Hill to Compton** (green) This is a broad sweep from Compton, down and along the River Yar valley to Hanover Point. This is the countryside section of Freshwater Parish and contains the largest number of farms and protected areas.
- 14.4 **Freshwater Village** (red) This area is the most urban and contains the majority of the facilities.
- 14.5 **Freshwater Bay** (blue) This area is urban but also historic. It is the area most associated with Freshwater in the tourist publicity and contains the residents' favourite views around Freshwater.

15.0 Details of the four main areas of Freshwater Parish - Freshwater Village



15.1 **Freshwater Village** is located in an east-west running valley between the Solent and the English Channel. It is the main commercial centre for the West Wight area.

15.2 **The main character of Freshwater Village** Having been based on a rural economy, the most valued characteristic is one of space. The tree-lined roads leading into the centre of Freshwater and Moa Place reinforce this. The village is the most urban part of Freshwater Parish and lacks any real building style but with most facilities based within one small section, it retains a “small place” atmosphere.

15.3 Building type breakdown (2007)

33% semi-detached houses	<p style="text-align: center;">Freshwater Village Property Types</p>	<p style="text-align: center;">Freshwater Village Property Build Dates</p>	44% 1961 - 2000
29% bungalows			30% 1911 - 1960
18% terraced houses			11% After 2000
16% flats			11% 1891 - 1910
4% detached houses			4% Before 1890

In 2007 there were approximately:

519 semi-detached houses, 462 bungalows, 277 terraced houses, 249 flats, and 63 detached houses. Commercially there were: 72 shops, 5 small industrial units, 4 banks, 4 offices, 4 pubs, 3 religious buildings, 3 clubs, 2 garages, 2 schools, 2 dentists, 2 care homes, 1 resource centre, 1 fire station, 1 library, 1 post office, 1 health centre, 1 sports centre, 1 youth club, 1 hotel, 1 camping site and 1 farm.

15.4 **Settlement pattern for Freshwater Village** The village was originally centred on the high ground above the old crossing point of the river Freshwater (now re-named the Yar), and All Saints Church. The perceived threat of French invasion during the 1850s, resulted in a number of protective forts being built, mainly on the north shore. With the arrival of the railway in 1888, development took place in a westerly direction towards Totland and the Needles. The rail terminus resulted in commerce being located close by, at the bottom of Hooke Hill.

15.5 **Building characteristics of Freshwater Village** The buildings within the village were mainly constructed from red brick which was produced locally at three brick works. Yellow bricks were brought into the area to give highlights to the buildings around windows, doors, etc. Being more expensive, the amount of yellow brick used denoted status. Roofs tended to be grey natural slate. From the 1950s to 1970s the extensive new building program used a mock stone block with the trade name of “Island Stone”. This came in a range of colours, which, over time have faded to a dull grey. Produced in three or four sizes it was also used extensively for boundary walls. The roofing material was usually red clay or concrete tile. From the 1970s to 1990s red brick came back in but as the bricks were no longer locally produced, the style and shade varied. Roofs were mainly Marley, concrete tile. From the 1990s onwards the trend has been more towards the construction of blocks of flats using concrete blocks which are then rendered. Roof materials tend to be of reconstituted slate tiles.

15.6 **Protected areas of Freshwater Village** Part of Pound Green is a conservation area.

15.7 **Freshwater Village guidance.**

1. Freshwater Village retains its rural nature through trees and green spaces. These should be preserved.
2. New developments should be low rise in order that they do not impinge upon the views over the village from the surrounding downs.

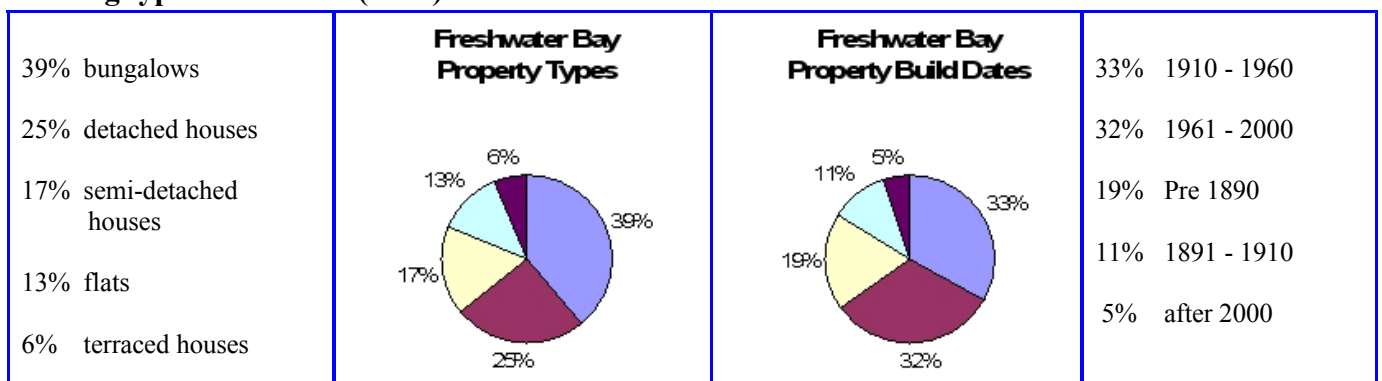
16.0 Details of the four main areas of Freshwater Parish - Freshwater Bay



16.1 **Freshwater Bay** is located on the south side of the main Freshwater Village and is the only inlet along a line of steep, chalk cliffs stretching from the Needles to St Catherine’s Point. Strategically, this made it an important place for sheltering merchant vessels who could also take advantage of the fresh water springs that give the place its name. Being one of the few landing places along this coast also gave it military significance, hence the building of Fort Redoubt, overlooking the Bay. Today it is a popular holiday area, especially with walkers, photographers and those interested in Victorian history.

16.2 **The main character of Freshwater Bay** The busy road of Afton/Gate Lane forms a “U” shape around Afton Marsh and it is the buildings along this road that people associate with the Bay. The dominant style is Victorian from the 1850s onwards. Tennyson and Afton Down dominate and seem to encircle the area.

16.3 Building type breakdown (2007)



In 2007 there were approximately:

230 bungalows, 149 detached houses, 97 semi-detached houses, 75 flats and 37 terraced houses. There were also 7 retail outlets, 4 hotels, 2 garages, 2 small industrial units, 2 farms, 2 religious centres, 1 post office, 1 club, 1 care home, 1 museum and 1 refuse collection point.

16.4 **Settlement pattern for Freshwater Bay** Freshwater Bay has had a significant history. Blocked by the current revetment, the sea once entered the marsh and allowed boats and barges to transfer goods to the mainland. From a fishing and trading port, the Bay developed into a summer holiday resort during Victorian times with a number of fine buildings being constructed along Gate Lane. The Victorian terrace properties are now popular with young families and since the 1950s, smaller properties for retired people have been constructed.

16.5 Building characteristics of Freshwater Bay



Though the local red brick was used for most of the structure of the Victorian houses, the more expensive yellow brick was extensively used on the frontages, to show status. The corner shop of “Orchards” used the yellow brick with red for pattern. This set the trend for the rest of the buildings going down towards the Bay. Other roads contained a mix of Victorian semi-detached, 1930s houses and 1970s bungalows.

16.6 **Protected areas of Freshwater Bay** Running down the middle of the area from the causeway bridge to the Bay car park, is Afton Marsh which is designated SSSI. The whole of the coastline inwards to the centre of the downs is designated as an area of outstanding natural beauty (AONB). The Farringford estate is also designated as a Historic Conservation Area.

16.7 **Freshwater Bay guidance.** Because this area is of scenic and historical importance, where new buildings will be visible from the downs, they should not dominate, but blend in with the undulating landscape. In Gate Lane, the Victorian characters should be respected.

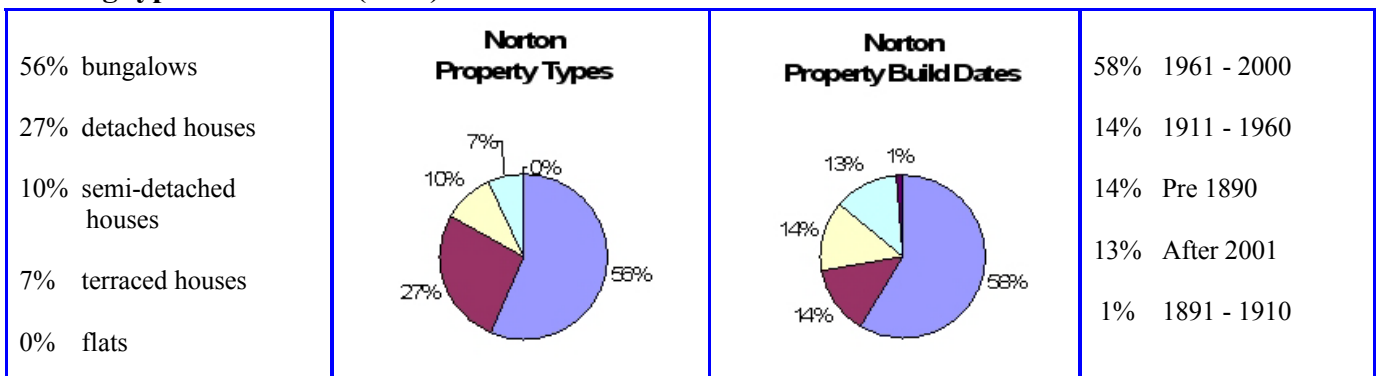
17.0 Details of the four main areas of Freshwater Parish - Norton



17.1 **Norton** lies on the north-east corner of Freshwater Parish, on the border with Yarmouth. Running through the middle is the main road linking Freshwater/Totland to Yarmouth. One section of this is called Halletts Shute and contains many of the oldest properties in the area. To the north of the road are the holiday villages of The Savoy and Norton Grange, as well as a number of bungalow estates.

17.2 **The main character of Norton** Being closer to Yarmouth than Freshwater, this area is considered by many to be an overflow area for that town. The holiday complexes dominate, but there are quiet areas along the shoreline from Fort Victoria to the west. This area is wooded and offers open coastal walks. The bungalows appeal to retired people or as second homes, being close to the ferry service from Yarmouth.

17.3 Building type breakdown (2007)



In 2007 there were approximately:

91 bungalows, 43 detached houses, 16 semi-detached and 11 terraced properties. Also there were 6 marine related businesses, 4 tourist related businesses, 2 cafes, 1 holiday let building and 2 holiday complexes offering a total of 363 units of holiday accommodation.

17.4 **Settlement pattern for Norton.** This area has long been associated with the River Yar as it enters the Solent. The boat yards and marine related industry were originally found along the river bank, with large private dwellings on the higher ground above. Fort Victoria was the second military garrison to be established to defend the river area. The Solent views have resulted in holiday camps being established as well as encouraging second or retirement homes.

17.5 Building characteristics of Norton are:



The most common residential buildings in Norton are bungalows. These are mainly constructed from the mock concrete stone marketed as “Island Stone”. From Halletts Shute, the largest visual group of buildings are those of “The Savoy”, which were constructed in 2007 and 2008. These are constructed from block work with cladding on the outside.

17.6 **Protected areas of Norton** There are a number of Grade 2 listed buildings, mainly in Halletts Shute. Fort Victoria on the north coast is also protected and currently acts as a tourist centre with a number of attractions. The River Yar is designated as a Site of Scientific Interest and Norton Spit, just inside Yarmouth Harbour, is a SSSI.

17.7 **Norton guidance.** The different parts of Norton sit well together and this mix should be maintained so that neither the holiday villages, nor the retirement bungalows, dominate.

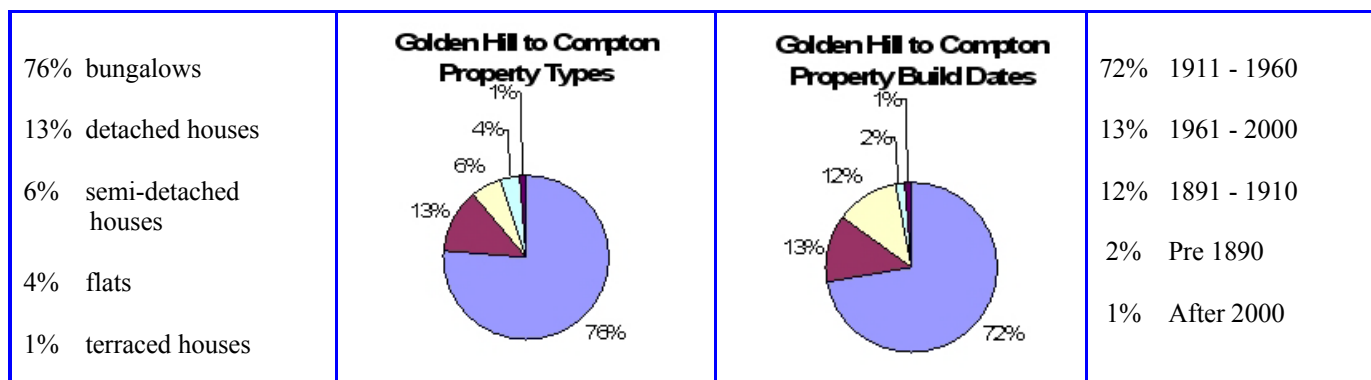
18.0 Details of the four main areas of Freshwater Parish - Golden Hill to Compton (inc part of Colwell)



18.1 Golden Hill to Compton This area was selected as representing the most rural areas of Freshwater Parish, where the dominant source of income is from farming and the population sparse. The area runs from Colwell Bay along the north coast to Norton, and South to include Golden Hill Country Park. Then easterly to include most of the valley of the western River Yar, across to Wilmingham Lane and over Afton Down to Compton and Hanover Point. The north coast is dominated visually by a few holiday camps set amongst farm land and riding stables. Going south, the clay valleys provide grazing and winter grass. Around Wilmingham Lane, there are a number of small farms and market gardens. Towards Afton Down the farms are larger with animal grazing, plus land given over to growing cereals and corn. Afton Down has a golf course and on the Channel side there are car parks.

18.2 The main character of Golden Hill to Compton Rural with large green open spaces and pockets of woodland. The River Yar valley dominates the central part, with an economy based on agriculture.

18.3 Building type breakdown (2007)



In 2007 there were approximately:

423 bungalows (mainly holiday), 73 detached houses, 36 semi-detached, 24 flats and 8 terraced properties. Also there were 8 farms, 3 shops, 2 cafes, 2 holiday chalet camps, 2 sets of holiday flats, 2 fixed caravan sites, 2 riding stables, 2 agricultural nurseries, 1 touring caravan park and camping site and 1 guest house.

18.4 Settlement pattern for Golden Hill to Compton Being the most rural of the four areas, the settlement pattern was originally based on agriculture. Small areas of military occupation during the 1850s effected the northern coast. This, along with the Victorian holiday industry, resulted in the development of small nursery farms around Wilmingham Lane. Holiday camps later replaced the military sites. Small farms have been consolidated into more efficient units utilising shared machinery.

18.5 Building characteristics of Golden Hill to Compton Numerically, the majority of habitable buildings are those of the holiday chalet type. Fashion dictates that these change style on an almost thirty year cycle. generally the older farm buildings were of quarried stone which was sourced locally from Tapnell. The urban buildings around Colwell are of brick with tile roofs.

18.6 Protected areas of Golden Hill to Compton Part of Colwell Cliffs, the River Yar valley and Afton Downs are SSSI. Fort Victoria Country Park, Golden Hill Country Park and some wooded areas of the eastern Yar are sites of importance for nature conservation. Norton Green is an Historical Conservation Area. Around the River Yar and to Afton Down the area is classified as AONB.

18.7 Golden Hill to Compton guidance. This area is the most open and rural of the Parish but is a working landscape. It is also one of the most significant landscapes, highly valued by local residents and visitors to the Isle of Wight. The priority for this area is to maintain the rural economy, manage the land and develop it in a sympathetic and compatible way.

This advice is not intended to be a dictate, but is offered in the manner of being a good neighbour. There are many reasons for people to purchase a property within the Parish of Freshwater and a good neighbour recognises that their priority may not be the same as others. With a little consideration, the area can be enhanced by future changes rather than these being a source of conflict.

19.1 Dwellings

All dwellings are “of an age” and many features will have been designed by the architects to blend and balance the design of the building. When changing or adding to the design, a little thought can allow the alterations to sit comfortably with the original.

19.2 Windows It would be preferable for replacement windows to be in the same style and proportion as the originals, particularly in regard to the street scene. It is recommended that any replacements should reflect the period of the property.

	Modern UPVC arched window designed to fit in with the original design.		Modern double glazed wooden sash windows.		Modern UPVC sash windows fitted in a Victorian house.
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19.3 Doors The entrance to any building sets a tone for the inside. Wherever possible, consideration should be given to maintaining the style of entrance that suits the age of the building and its status. Properties built before the 1960s had heavy wooden doors, Victorian properties usually had some sort of stained glass highlights above or built into the door.

	Replica stained glass door, in period style.		Modern UPVC door with stained glass.		Metal framed open fret work porch and wooden door with glass inserts.
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19.4 Roofs There are examples of both slate and tile roofs within Freshwater Parish. The older Victorian properties generally retained natural slate with replica slate being used on modern developments. Tiles on some older properties were plain clay tiles and post 1950s developments often used “Marley” interlocking concrete tiles. Interesting chimney stacks should be retained. Satellite dishes, solar panels and roof lights should be discreetly placed.

19.5 External Decorative brickwork and natural stone are attractive features of Freshwater Parish and it would be preferable to avoiding painting over these. Where buildings are painted and being repainted, colours should be chosen to reflect the period of the property.

19.6 Extensions Design and materials should reflect the original building, ensure the roof pitch, window proportions, doors and other key elements are sympathetic to the character of the original building and the local area. Materials used should be as close as possible to the original. Extensions should be designed to minimise the impact on the neighbours and the street scene.

19.7 Gardens Hedges and wooden fences are the most popular external boundaries in Freshwater Parish. New hedges and trees should be planted with native species that exist within the local area. Where hard landscaping is used for driveways, the appearance should be softened by the use of adjacent planting and consideration given to ensure the area is self draining. Consideration should be given to how any changes to the boundary between public land and private property is managed, especially at driveways.

19.8 Outside spaces Freshwater Parish is rural in nature. Important open spaces within and on the perimeter of the settlements should be retained to protect views. Natural features are considered preferable to hard landscaping, as green spaces and trees are highly valued by residents.

This advice is not intended to be a dictate but is offered to try and ensure that the basic character of the area is maintained and enhanced. Conflict is not in the best interests of anyone.

- 20.1 **Views** Because the main urban areas of Freshwater are partly hidden in the valley and other areas are obscured by trees, the overall effect is still of a small rural community.

The current urban spread along the hillside should be maintained and further encroachment out of the valley, discouraged. Where new developments are planned that would be visible from the surrounding downs, consideration should be given to distant views to ensure the form, mass and scale is acceptable in the wider landscape. Attention should be given to the landscaping of new developments to provide screening and the use of subtle colours.

- 20.2 **Dwellings** The most visible dwelling styles of Freshwater are those of the Victorian period, 1960s bungalows and recent blocks of flats.

New design should reflect the dominant features of the buildings around them. Where the area is on high ground and the surrounding buildings are low rise, then this should ideally be maintained. There would be, in large developments, a good mix of dwelling sizes that offer opportunities to a number of different market groups, including affordable and social housing. The materials used should be sympathetic to the area and other properties within close proximity. When considering the family market, thought should be given to outside playing space and safe parking.

- 20.3 **Parking** Freshwater has recently lost most of its industry and employment and there is a trend for current businesses to move away. As a result, it has become a dormitory area for Newport, Cowes and Lymington. This has resulted in a large number of private vehicles which require parking.

Consideration should be given to this when planning applications are made.

- 20.4 **Safe routes to school** Parents are being encouraged to walk their children to school and leave the car at home. Safe routes within Freshwater are: Longhalves Lane, Queens Road and the grass areas alongside School Green Road.

Consideration should be given to closely integrating new developments with the safe routes to school and local footpath network.

- 20.5 **Green heart of the urban village and recreational areas** Residents value the trees and the green open spaces that make up the heart of the urban village around Moa Place and Stroud Field. These are the only planned recreational areas of Freshwater and should be maintained in that role. It is important that the existing community facilities, health, sporting and cultural are retained and provision increased with new development.

- 20.6 **Planting** Freshwater is rural with trees, shrubs and green spaces.

Proposals for new planting should be included in planning applications.

- 20.7 **Wildlife** Freshwater Parish has, within its boundary, many special wildlife reserves and Sites of Special Scientific Interest. These can be affected by development and pollution beyond their boundary.

Consideration should be given to how the construction work and final use of areas close to these nature reserves, will impinge upon them.

Isle of Wight Parishes run north to south giving a great variety of diverse habitats due to the differing soil types. This diversity is an integral part of the character of the area.

- 20.8 **Wildlife** should be encouraged by the preservation and management of existing hedgerows, open spaces and woodland. Wildlife corridors are encouraged by the use of hedgerows and soft planting rather than the use of fences, walls and other hard landscaping.

Geographical considerations Both the north and south coasts suffer from coastal erosion. The area around the river Yar and the marshes associated with it, can be liable to flooding, something which may increase in the future. Both of these events can not only cause considerable costs, but also give rise to pollution that can affect areas beyond that of the immediate environment.

- 20.9 Consideration should be given as to how this may affect planned developments and contingencies should be detailed on the application.

Architectural heritage Freshwater has had an eventful history and there are still many fine examples of buildings from a number of historical periods. Some areas, such as Gate Lane, Pound Green and Norton Green offer a number of building styles within a small area.

Historic buildings should be preserved for future generations.

21.0 Considerations for the future

21.1 **Energy** Freshwater village has mains gas but most of the rural areas use either gas or oil tanks for energy storage. This gives an incentive to move towards more renewable sources. For many people in rural situations, such technology can offer an economic advantage.

Renewable energy should be considered when planning an extension. Careful consideration should be given to the location of such devices as solar panels or small wind turbines on a building or within the open space around buildings because of the visual impact on the buildings and the immediate area.

21.2 **Water** The majority of the Island's water is piped from the mainland and water meters are fitted as a matter of course. There have been hose pipe bans instigated within recent years.

The fitting of water saving devices, recycling of grey water and the use of water butts are encouraged.

21.3 **Land use** Local people consider that there is a good blend between urban, rural and protected land. The wildlife balance is also considered to be a working eco system. There are concerns that any development around the Yar and Afton Marsh areas could result in flooding and the inability to control downs run off.

Any major shifts in land use should consider the wider implications.

21.4 **Local employment** A pressing concern is the lack of long term employment in the area. Commuting across the Island and over the water to the main land is not considered desirable. There are areas of Freshwater that could be considered for light industrial expansion, especially being close to the shortest ferry link to the main land. The local area is ideal to cater for short break and activity based holidays.

21.5 **Transport** If the village is to support better quality shops and facilities then people need to be encouraged to visit the area. This will require a more coordinated approach to providing parking for vehicles, coaches and public transport. Currently there is no dedicated coach parking within reasonable walking distance of the village.

The formation of new safer cycle and footpaths is encouraged, particularly where new development are proposed.

21.6 **Sustainable tourism** The area has a high profile photographically, appearing in most Island publications and posters that are tourist related. These pictures tend to stress the open, green and un-spoilt nature of the area, so adding emphasis to the desirability to preserve these. The northern coast has large holiday parks but in general the area caters for smaller groups throughout the year, such as walkers and cyclists. In order to encourage sustainable tourism a greater number of smaller operations need to be encouraged and the infrastructure of paths and cycle ways maintained or improved. This requires good relations with land owners such as the National Trust, farmers and other organisations.

21.7 **Footpaths and open views** Residents and visitors value the West Wight's footpath network and the views that can be gained from them. These are vital links between different areas of the community and allow for a reduction in vehicle use.

22.0 Web Links

For those interested in finding out more information on Village Design Statements, their background and how to produce one, the following Internet links may be useful.

22.1 **The Isle of Wight VDS guidelines** These are the main principles that make up a good VDS.

http://www.iwight.com/living_here/planning/Planning_Policy/Supplementary_Planning_Guidance/Village_Design_Statements/

22.2 **Natural England PDF (Adobe Format download) guide to making a Village Design Statement**

<http://naturalengland.communisis.com/NaturalEnglandShop/product.aspx?ProductID=10EF5B41-5068-4430-9900-6DD4D6F518D9>

22.3 **Planning Advisory Service**

General comments and help on completing a VDS

<http://www.pas.gov.uk?Pas/core/page.do?PageId=12595>

This Village Design Statement (VDS) was produced during the years 2007 and 2008 under the direction of Freshwater Parish Council and involved the residents of Freshwater via public meetings as well as through consultation with local residents associations and clubs. To all those that contributed or were accosted during our street surveys, we say, thank you.

Contributions to the costs were received from grants from the Leader Plus program of the Isle of Wight Economic Partnership and the Rural Community Council. We are grateful for their support.