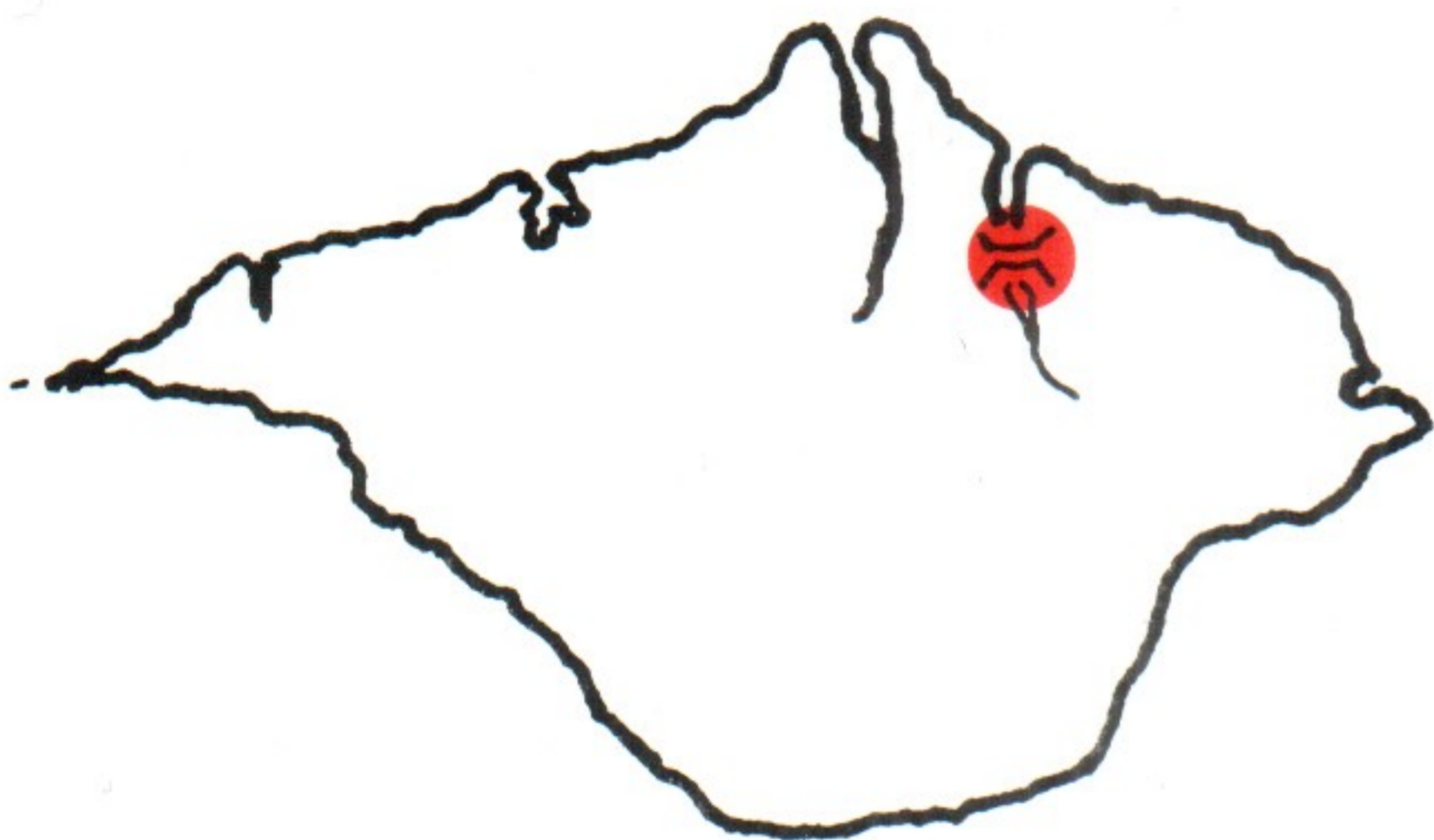


The WOOTTON BRIDGE Village Design Statement (1999) has been produced by The Wootton Bridge Village Design Group formed in March, 1998, from local residents under the direction of the Wootton Bridge Parish Council with its terms of reference inline with the Countryside Commission protocol published 1996.

“RECORD QUALITIES AND FEATURES THAT CONTRIBUTE TO THE CHARACTER OF WOOTTON BRIDGE AND SEE THEM PROTECTED BY MANAGING CHANGE IN THE VILLAGE, NOT PREVENTING IT”.

The Design Group recognised that there had been an unfortunate delay between the issue of the protocol 1996, and the March 1998, start date to their work, as some recently approved developments, at the heart of the Village, are not consistent with the objectives of this Village Design Statement. Further, and more importantly, it was thought by all that this whole process of compiling a V D S should have commenced some 30-40 years prior to 1998



WOOTTON BRIDGE VILLAGE DESIGN STATEMENT

This statement was compiled by residents of Wootton Bridge, their views expressed at Public Meetings, through interactive displays and ‘Workshops’. From County Press, Local Radio and poster publicity some 200 people participated from which a steering group was formed.

WHO IS THE VILLAGE DESIGN STATEMENT FOR?

Our village reflects diversity and distinctiveness in our inherited cultural history and much is being lost when changes and developments take place - these can be day-to-day adjustments to homes and gardens, open spaces, paths and hedges which alter the look and feel of the whole village. The non-existence of a Parish Council prior to 1985, and the lack of guidance and control of the Planning Authority has, for example, at the present time left Wootton Bridge without a coherent Village Centre.

How many of the thousands of drivers that speed through our Village each day would have the slightest appreciation of the area through which they are racing? This statement is therefore addressed to :-

STATUTORY BODIES and PUBLIC AUTHORITIES - PLANNERS - DEVELOPERS -
BUILDERS - ARCHITECTS - DESIGNERS - ENGINEERS - BUSINESSES -
COMMUNITY GROUPS and HOUSEHOLDERS

This document was adopted as supplementary planning guidance to the IOW Unitary Development Plan at a Council Planning (Policy) Committee meeting 22nd July, 1999

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An inquiring reader will find the following chapters have been compiled from a process involving the participation of many residents of Wootton Bridge. Their views respected and documented provided the essential impetus to the compilation process.

Maintaining visual aspects of the village was seen as important but considerations were not limited to this when describing a living environment for current and future generations.

Home seekers, Developers and Business People should all find the information they need about Wootton Bridge from this booklet.

SECTION	SUBJECT	PAGE
Front Cover	How and Why this Village Design Statement came to be.	1
-	This Index Page	2
1	Where and What History? Also Parish Map	3
2	What is the Village of Wootton Bridge Today?	4
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**“Treat the Earth Well.
It was given to you by your Parents.
It was lent to you by your Children.”**

(Kenyan Proverb)

FURTHER AIMS AND OBJECTIVES OF THIS WOOTTON BRIDGE V.D.S.(1999)
Documented here are aspects of village life for which, in the perception of the residents, the PARISH COUNCIL has a primary responsibility.

It must never be said that it is too late to re-establish a shape and identity to our village. The objective would be to provide a total living environment for all age groups within the economic capabilities of those who live in the Parish, maintaining what leisure facilities we can for those who come in from outside the Parish.

SECTION 1

WHERE IS THE VILLAGE OF WOOTTON BRIDGE ?

Wootton Bridge is situated on the North Shore of the Isle of Wight between Cowes in the West and Ryde in the East. The High Street has developed as the arterial road between the Island's main ports of Fishbourne and East Cowes also the County Town of Newport.

WHAT IS THE DOCUMENTED HISTORY OF WOOTTON BRIDGE ?

It is mentioned in the Domes Day Book, 1086, as Odetone (the estate within the woodland clearing), held by Queen Edith, wife of Edward the Confessor. It was recorded as covering approximately 120 acres, supported four 'villeins' and their families and three teams of oxen ploughing the land - valued at £3!

After the Norman Conquest one Jordan de Insula (the family later being known as de Lisle) was given lands at Wootton - the Chapel to the Manor House stands to this day and serves as the Parish Church of St. Edmund. The area round the Church was its own Parish, taken from the original Parish of Whippingham. Until 1925 the rest of the present day village was in the Parish of Arreton.

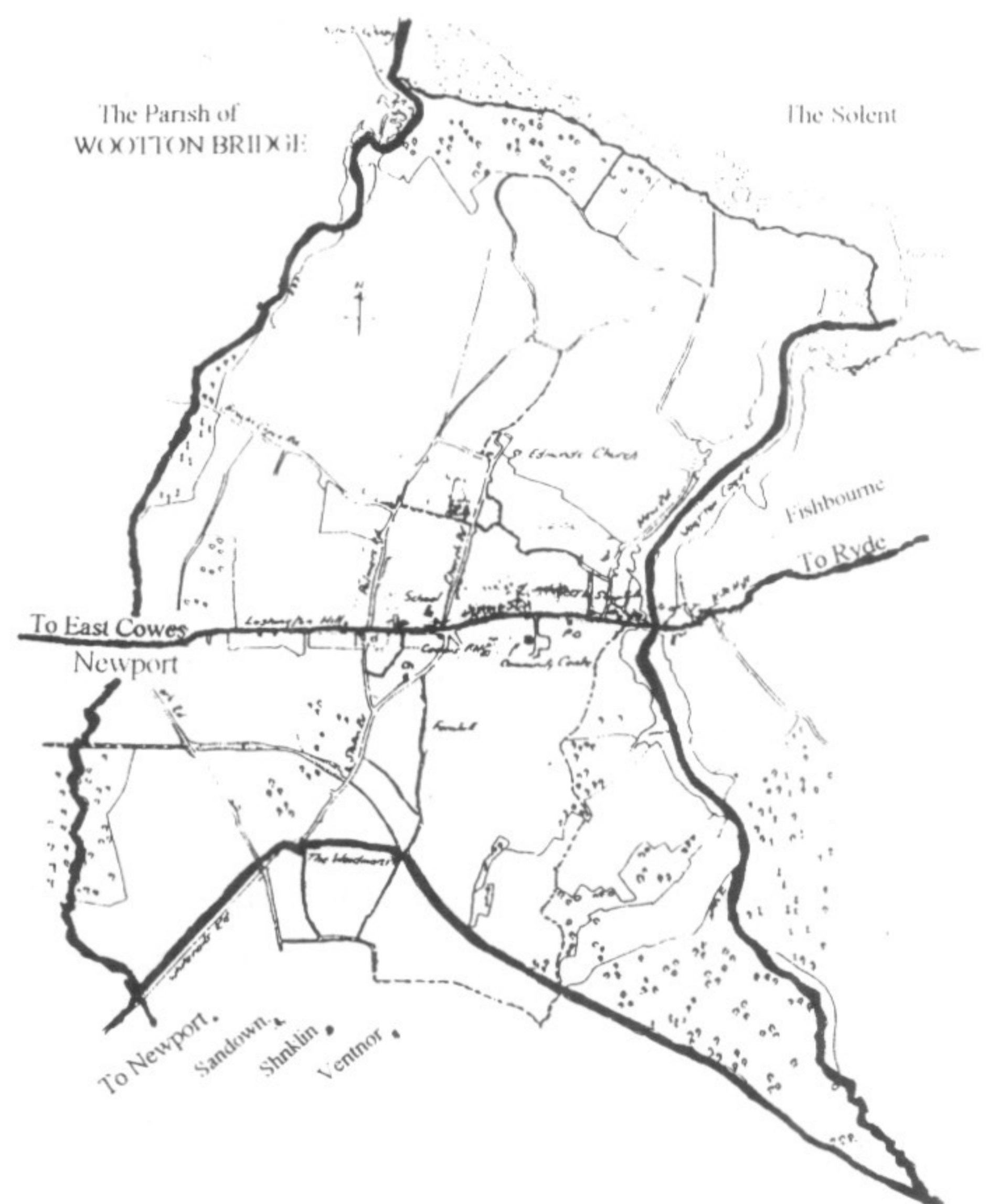
The village sits on a tidal inlet known as Wootton Creek and in the 11th Century a tidal mill was constructed on its Western Bank. The tide ebbed and flowed, grinding the corn for some 900 years, for it was in 1963 that modern day vandals in the shape of developers were allowed to demolish the mill to make way for yachtsmen's cottages!! So passed a central piece of our history and a reminder that 'man' need not depend on fossil fuels or atomic reactors for basic energy.

Until the 18th/19th C. life in Wootton centred about the Manor and the Church and building reflected the agricultural way of life.

It was the Postal Services that first identified the area as Wootton Bridge to differentiate between this and many other Woottons throughout England. Subsequently the Parish Council adopted the name of Wootton Bridge to embrace Wootton and Wootton Common.

Brickmaking became a major element of the local economy from the 17th C. when a good supply of brick earth was discovered stretching from Ashlake, in the east, to what is now Church Road in the west from where bricks were made and exported to the mainland. In the 1800's small pits were opened stretching from Red Road towards Woodside and it is the colouring of these bricks that gives Wootton Bridge its distinctive architectural style (see also the section headed Architectural Style).

Much of the housing development completed in and around the village since the 1960's has seen an almost uncontrolled expansion and thereby a weakening of the village spirit. The co-ordinating activities of the Wootton Horticultural Society are sorely missed and hopefully can be re-formed.



SECTION 2

WHAT IS WOOTTON BRIDGE TODAY?

For the most part it is a dormitory for industry and businesses based at Newport, Ryde and Cowes and functions as the arterial highway from the main Isle of Wight Ferry Ports to the County Town of Newport and to the main holiday resorts of Sandown, Shanklin and Ventnor.

COMMUNITY - Wootton Bridge in its residency of nearly 4,000 people has one of the Island's youngest, wealthiest and most mobile populations. The village school has a roll of 130 four to nine year olds attending.

There are four Church buildings and the Community Church worshipping at the old Village School. The Community Centre caters for many interests and activities, there are youth clubs, all sections of Scouting and Guiding, Playgroups and many adult social and interest groups. There are also four residential homes.

With the advent of even larger ferries crossing the Solent and with no current plans to pursue a bypass for the High Street, the community of Wootton Bridge has to live with this 'great divide' at the heart of their village.

Until such time as economic forces direct heavy goods back onto the railway, the residents of Wootton Bridge, led by their Parish Council, should encourage the Isle of Wight Unitary Authority to explore designs for street furniture that would not undermine the technical requirements of the highway yet help give back to the village its 'heart'.

Much of the life blood of the Island relies on the main road through Wootton Bridge and every opportunity should be taken to introduce designs that soften the impact on the village.

A conducted study concludes that the heart of the village for its inhabitants is in fact, its extended High Street spanning some 2 Kilometres, for it is only in recent times that growth has been more nucleated than linear. It is recommended that in the area of close proximity to the bridge a public amenity development would always gain approval of parishioners as a priority over residential housing. It is the Mill Pond with its unique natural attractiveness that must be 'maintained' to provide both residents and visitors alike with an area to observe a splendid range of flora and fauna. The creation of a Village Green in this area appeared on the wish list of many residents.

Future developments of this extended village should, at such a time, attempt to enhance the village centre with easy access to a complete range of essential services.

'FELLOWSHIP' was the ethos behind the Community Association and its programme to build the Community Centre. An all embracing range of indoor and outdoor leisure activities for all ages is now based on the Community Centre.

The Community Association recognised that the large numbers of people coming to Wootton Bridge from all over the mainland would start with nothing in common. To regenerate, and preserve a centre to our village it is vital that the local shops are supported and that a central (free) car park is retained, but in this regard it is now (1999) that pressure is appearing in the National Press for the supermarket giants to take up small town and village outlets.

ATTRACTING TOURISTS featured highly in the collected comments, this for social as well as economic reasons and highlighted the need for a museum, teashop and an area described as 'a centre of excellence'. The old Bank House in the High Street was proposed for the former (doubling as a Parish Council Office) and Joannes Walk was proposed for the latter.

SECTION 3

THE LANDSCAPE AND SETTING OF WOOTTON BRIDGE

The ISLE OF WIGHT UNITARY DEVELOPMENT PLAN (May 1997) is commended to all readers of this Wootton Bridge Village Design Statement and with the Authority's commitment to it needs no duplication here. Also commended is the Isle of Wight Countryside Design Summary (April 1998) for had this document been available in the 1960/70's then the skyline development of Wootton Bridge, viewed from Kite Hill, would have been more in keeping with the original character of the village.

The current 'undeveloped' land surrounding the village is of vital importance to the continued unique identity of Wootton Bridge. Countryside exists to the west through Curlews and Wallishill Copse adjacent to Kings Quay which joins the Beach and Solent to the north. To the South is an area best described as Briddlesford, Whiterails Road and Park Road - this area is under greatest threat from Ribbon and Infill Development and the Village Design Project objectives have to be vigorously represented to resist urban sprawl towards Newport. To the east is Wootton Creek and on its easterly bank is Fishbourne and beyond Fishbourne is encompassing 'undeveloped' land to the sea.

FISHBOURNE - In the process of compiling this document no input was taken from the residents of Fishbourne as it is outside the existing Parish boundary, but from post codes, residential planning maps, road signs and the enclosing undeveloped land, (Countryside) along with many other aspects of community living it is clear that Wootton Bridge and Fishbourne could be served by a joint representation. It is acknowledged that Wootton Bridge and Fishbourne have never been one community in their development. There is the danger when seeing both Wootton Bridge and Fishbourne as one that the banks of the Creek could be prime areas for development but this would be in total disregard of the diverse landscape and habitat that this jewel is.

LITTLETOWN is also outside the Parish Council boundary and of a much smaller scale than Fishbourne in residential terms but it is of greater importance that this hamlet is identified as being an essential part of Wootton Bridge for its inhabitants partake in and lead many of the community's activities.

The beach, creek wetlands and woodlands are the Jewels in the Wootton Bridge Village Crown. While recreational spaces should be maintained for the playing of all possible open air sports and games to be enjoyed by the village children and young adults, the identification of parkland for a quieter form of relaxation should be explored (not necessarily being in public ownership).

Much of the responsibility for the maintenance and protection of the countryside in and around Wootton Bridge, as we know it today, rests with our farmers and landowners.

A wider responsibility for the residents of Wootton Bridge relates to the care and protection of the flora and fauna that existed in the area long before man settled here.

The continued well being of the herons, kingfishers and red squirrels, for example should be based on advice taken from knowledgeable and interested bodies with authority.

Care should be taken to keep our Recreation Ground an open space and resist all temptation to build over the grass. (We should do little more than keep the grass cut for our youth and young adults to play their sports and for others to walk their dogs.) The Parish Council will continue to support the use of the recreation ground for multiple activities which benefit the local community.

SECTION 4

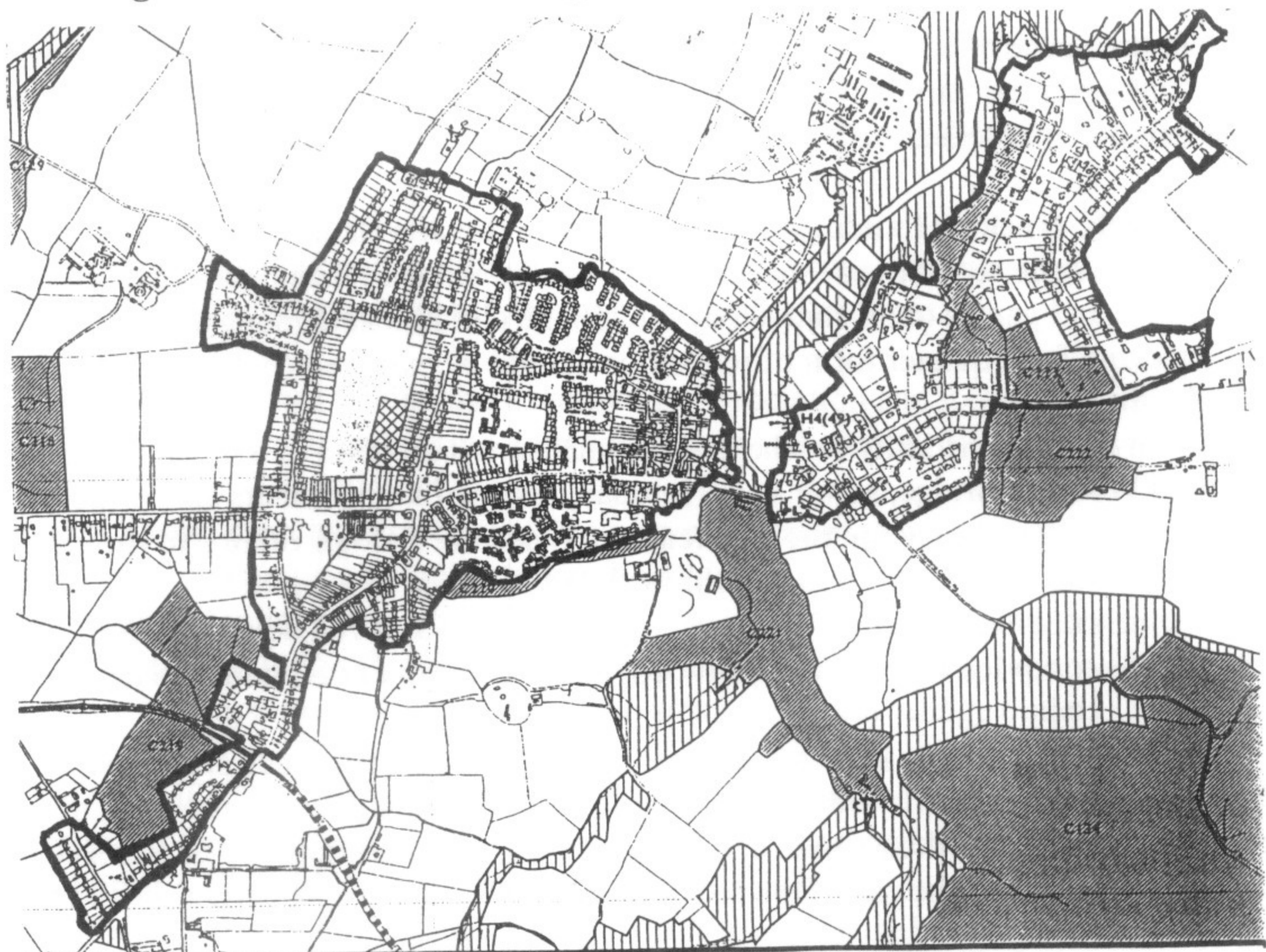
ARCHITECTURE (BUILDINGS, STYLES, ZONES, MATERIALS AND DETAILS)

'Compatibility', not uniformity, is considered here for past, current and future building development. It is now (the 1990's) that two very authoritative documents have been published by the Isle of Wight Unitary Authority, both are commended here, namely the UDP and the CDS. **The Wootton Bridge Village Design Statement will at all times be used to support the other two Council Policy Documents in providing detail specific to the village of Wootton Bridge.** Concern is therefore reduced with regard to any individual developer having to respect all three of these documents when wishing to build or modify a dwelling.

The 'collective style' of architecture for a typical Wootton Bridge dwelling was set in the 18th/19th C. particularly after Queen Victoria made the Island fashionable, for it was then that Wootton's own brickworks were flourishing. Examples of the artistry displayed by surveyors, master builders and journeymen bricklayers in the use of deep tone red, yellow and grey bricks, can be found on a high percentage of dwellings in the area North of the High Street and West of the Creek. (Colour plates on page 9 display).

Academic description of dwellings place designs under four headings and all can be found within the Parish of Wootton Bridge, namely - 'GREAT HOUSE', 'LARGE HOUSE', 'SMALL HOUSE' AND 'COTTAGE'

Consideration has always to be given to how a new development will relate to its surroundings in terms of its 'close to' and 'distant' perspective for, over recent decades group developments have had no regard to the landscape profile into which they were set or for the existing architecture to which they had to relate. Architectural Zones can therefore be identified within the village and while it is essential that future developments are compatible with those already in the zone, it is desirable that elements of the Victorian Brick Art are incorporated to strengthen the original Wootton Bridge architectural style. (There are no major building sites identified in the UDP (1998) that fall inside the building envelope for the village of Wootton Bridge, therefore all directives as to a 'Wootton Bridge Style' can, at this time, relate only to single dwellings and alterations to existing buildings)



Isle of Wight Unitary Development Plan
INSET K-WOOTTON

Deposit
Draft
May 1997

THE ENCLOSING BLACK LINE LOOP
DESCRIBES THE STATED DEVELOPMENT
ENVELOPE

© Crown Copyright

SECTION 4

MAP OF ARCHITECTURAL ZONES IN WOOTTON BRIDGE

(To be accepted in general terms and not specific to any one property)



1. **High Street, Lower Woodside, Park Road and New Road.** 19th early 20thC - more 'polite' than vernacular style. Locally produced materials with decorative designs. Residents are probably a mixture of the retired and middle management.
2. **Norman Way Estate.** Originally built as relatively inexpensive properties for first time buyers. Following modern architectural concepts, losing the quality found in area 1. Styles have grown away from the 'traditional' with locally produced materials. Nevertheless, effort has been made to blend into the surrounding area, this with the advantage of maturing and mellowing open gardens.
3. **Glebe Estate and Kennedy Close.** 'Easy Care' 1970's retirement homes as for 2 above.
4. **St. Edmunds Walk** and adjoining crescents and closes. Here the architectural balance has been lost with a 1970/80's style that can best be described as 'adventurous'. (Using dubious artistry which fails to lend itself to the surrounding village or land.)
5. **'Mary Rose Ave.'** is of 1980's architecture but echoes some of the Victorian Brick Art. Solid, well built with low maintenance. With first time buyers in mind it can be said that space has been sacrificed to cost. While this development has no distant perspective a rather cramped density may have been acceptable but this would not be the case for development in any area where the land has an open profile and a distant perspective.
6. **Park Vw, Glendale Cl. and Palmers Rd.(west)** 1960/70's 'open plan' dwellings not of the original Wootton Style, the former built into Quarrels and Fattingspark Copse. Much has been made of the created open space and the original mature trees. The development is already mellowing among the planted shrubbery. Buildings described as 'Executive'.
7. **The Lushington Hill and Palmers Road (east)** Area is mainly a mixture of 1920 - 40's architectural styles and has mellowed through the advantage of space and vegetation. It continues to be inhabited, as it first was, mainly by retired and executives.

SECTION 4

MATERIALS - Walling material, more than any other component, establishes the character of a building. Traditionally stone was used, much of which was quarried locally. Brick became more popular than stone from the 17th C. onwards, usually produced in the local area - Ashlake and Wootton thus producing a characteristic colour - modern bricks are machine produced and imported and only time will tell if they weather and mellow satisfactorily.

Reconstituted stone has been used over recent decades to echo the effect of old stonework. While the individual character to a building may be lost to uniformity, nevertheless a pleasing effect can be achieved. (See drawing on page 13).

Depicted among the coloured plates of the original 'WOOTTON STYLE' on page 9 is a representation of current (1998) design using the artistry of two tone brickwork. This design is similarly available for both single and multi-storey buildings and makes use of no external timber and thereby eliminates, or greatly reduces, both deterioration and maintenance. It is this style of building that would enhance the Wootton Style when the construction of a single or group of dwellings is approved.

Insensitive use of masonry paint can easily change the character of buildings making them too dominant in the streetscape. Use of masonry paint brings costly maintenance.

ROOF CLADDING - If roofs are to be clad in modern materials, then preference should be given to colour shades that are going to mellow, where for example, green/grey tiles would be used in a rural setting giving every opportunity for the building not to be seen from a distant perspective.

GROUND COVER - Avoid large areas of hard surfacing and respond to typical settings and forms. New-build garages and car parking areas should not obscure house fronts and blocks of garages should be avoided.

A QUESTION OF CONVERSION OR RENOVATION "Are you considering altering the exterior of your property"? - Changing an external detail of the building, its paintwork, signs, garden or surrounds then:-

- Look at the front from a distance and note down the distinctive features.
- Study and note the details of windows, doors and eaves from nearby.
- Repeat these processes for each elevation or aspect of the property.
- Think about the changes you have in mind and consider whether they could prejudice the distinctive character you have noted and examine ways of meeting your requirements while conserving your heritage.

A policy of minimal intervention and simplicity is nearly always appropriate when extending or renovating a building.

- Finally go to a builder or architect and ask whether they agree with your design/modification assessment. Be prepared to accept suggested improvements.

THANK YOU for helping conserve the heritage of Wootton Bridge.

Examples of 'Wootton Bridge Style'
Brick Art of the 19th/early 20th C.

Found throughout
the central NW
area of the
village.



A 1990's design displaying Brick Art compatible
with the 'Wootton Bridge Style'.

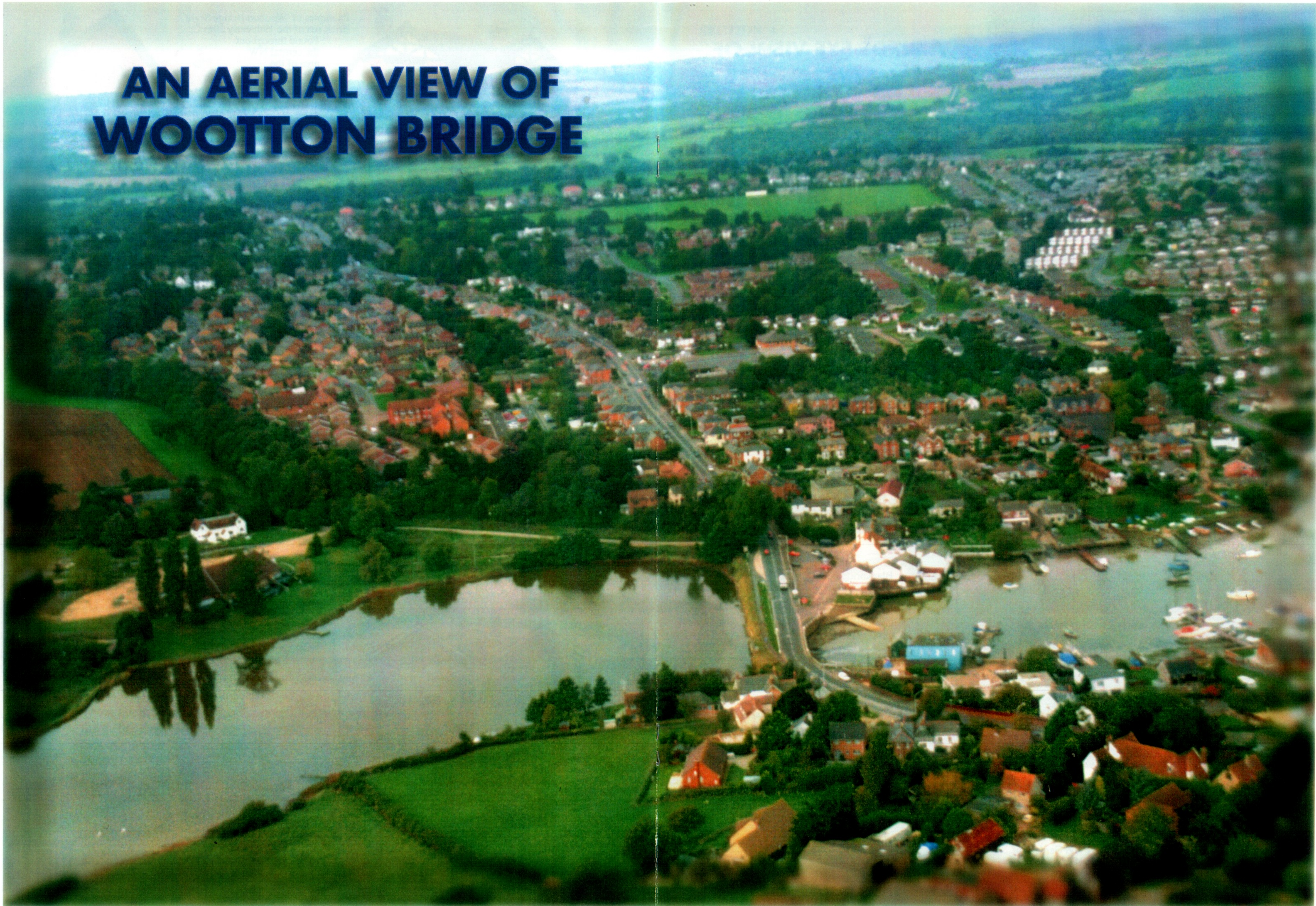


A small sample of
'sign board clutter'.



Some of our shops displayed in
a preferred green/stone livery.

AN AERIAL VIEW OF WOOTTON BRIDGE





The Beach at Low Tide with 'Horse Ground Copse' and 'Wallishill Copse' to the right.

A BIRDS EYE VIEW OF WOOTTON'S WOODLANDS



Kings Quay with 'Curlews Copse' and 'Wallishill Copse' on the Wootton Bank.



Glendale Close and Park View nestling in 'Quarrels Copse' with 'Fattingspark Copse' on the horizon.



Blackbridge Brook passing through its Wetlands to the Mill Pond and the Tide. To the right 'Firestone Copse', 'Six Acre Copse', Swan Copse' and 'Hurst Copse' beyond.

The Ornamental Drive and Gardens of 'Fernhill House' North of 'Hurst copse'.

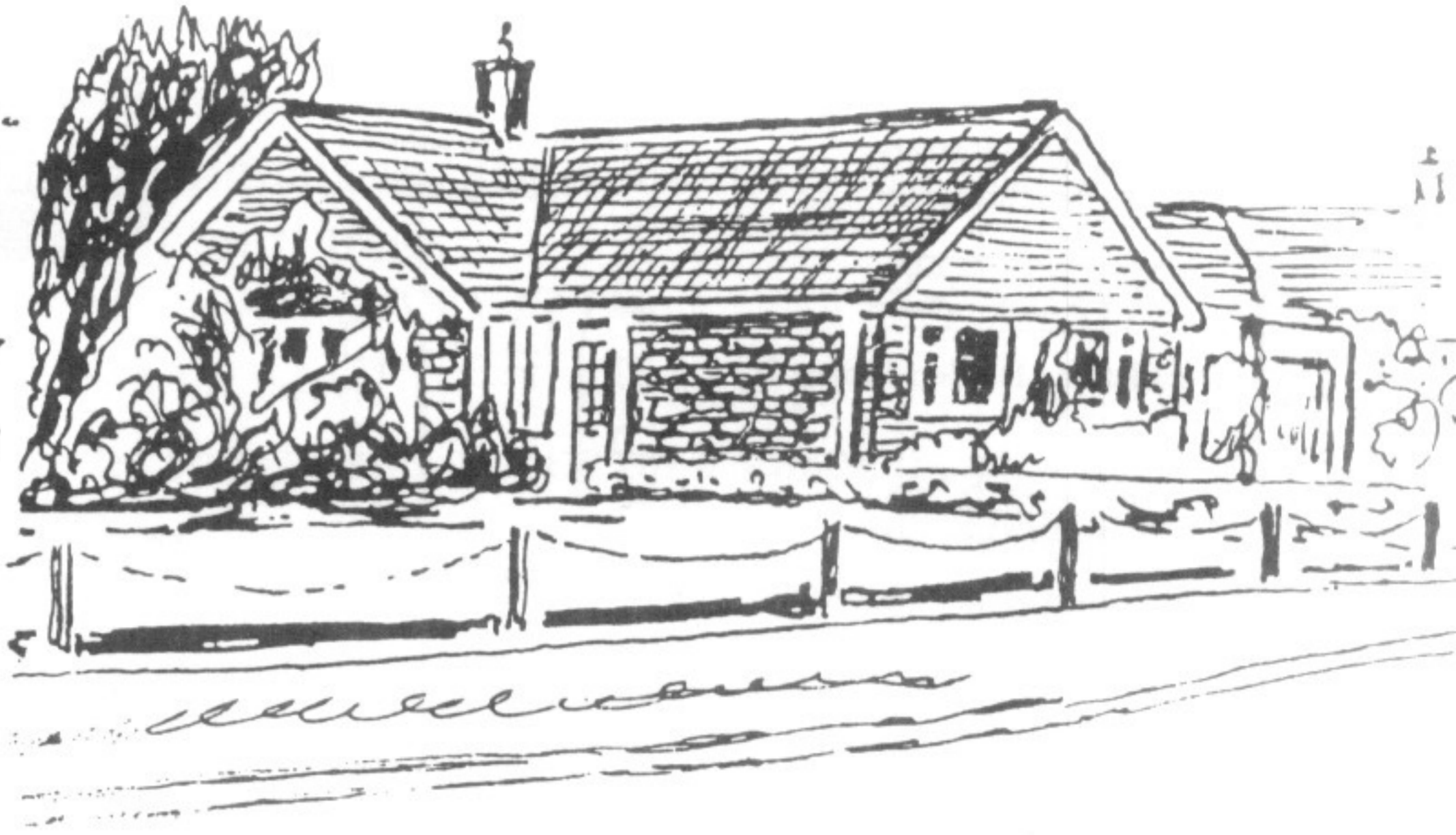


SECTION 4

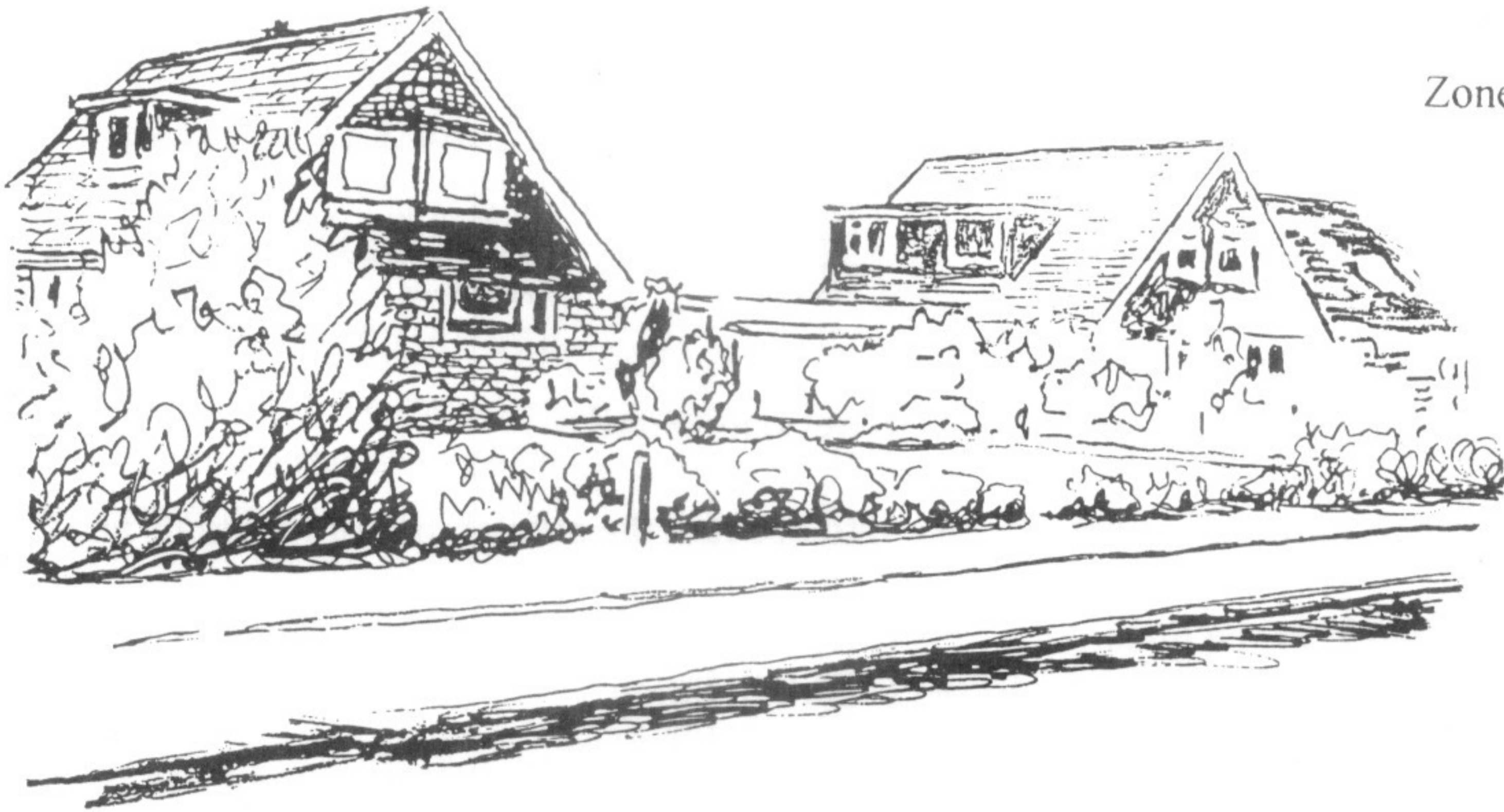


Zone 2 Norman Way

Examples of Modern Dwellings found in the Architectural Zones of Wootton Bridge

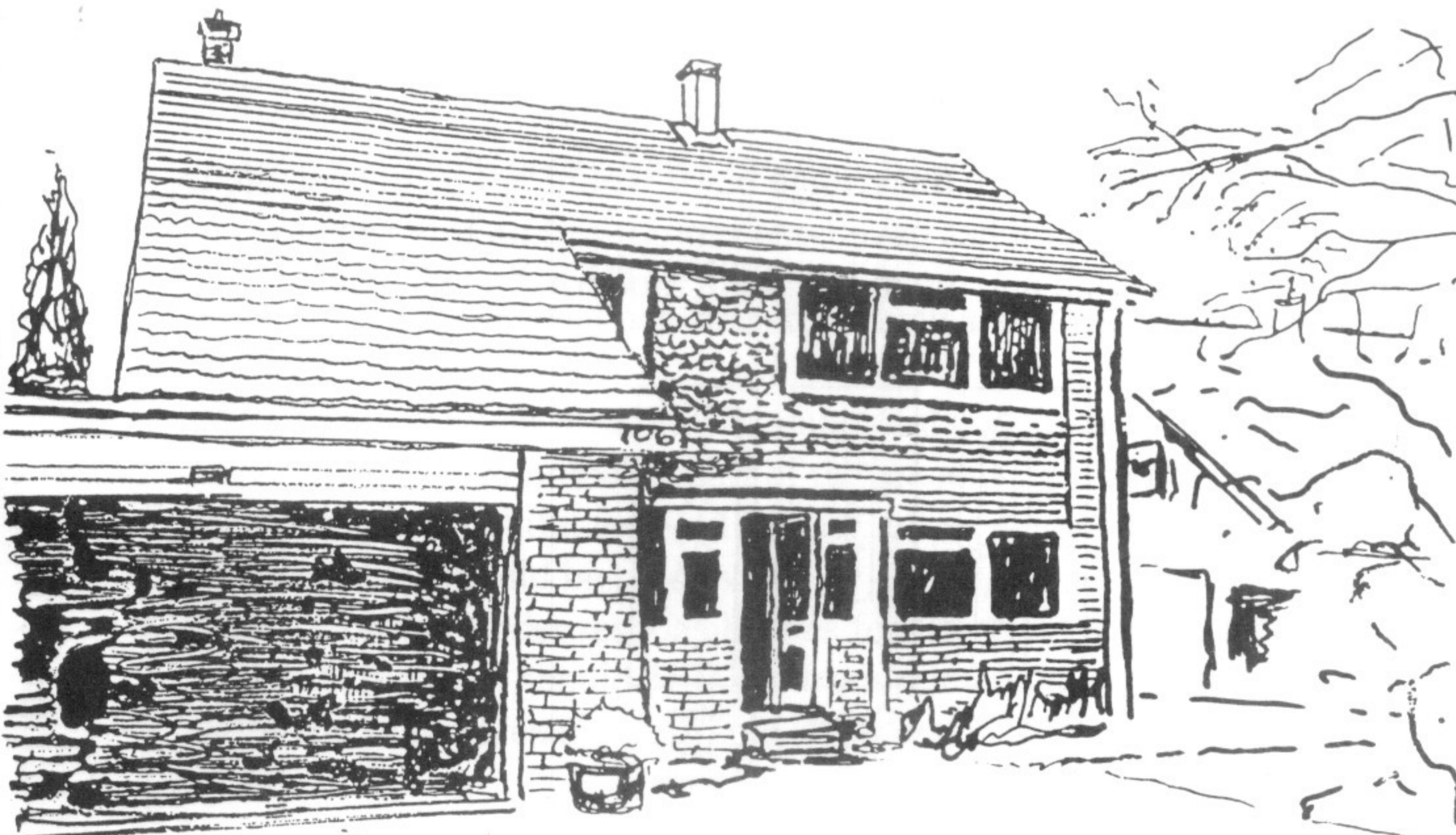


Zone 6 Palmers Road



Zone 6 Palmers Road

With the advantage of open plan all have been designed with their landscape in mind. Advantage has been taken of the mature trees but new planting has also been undertaken. Roof tiling is of a soft colour and texture with vertically hung tiles to match. Reconstituted stone has a pleasing effect and the quality of front doors give the dwellings personality.



Zone 6 Park View/Station Road

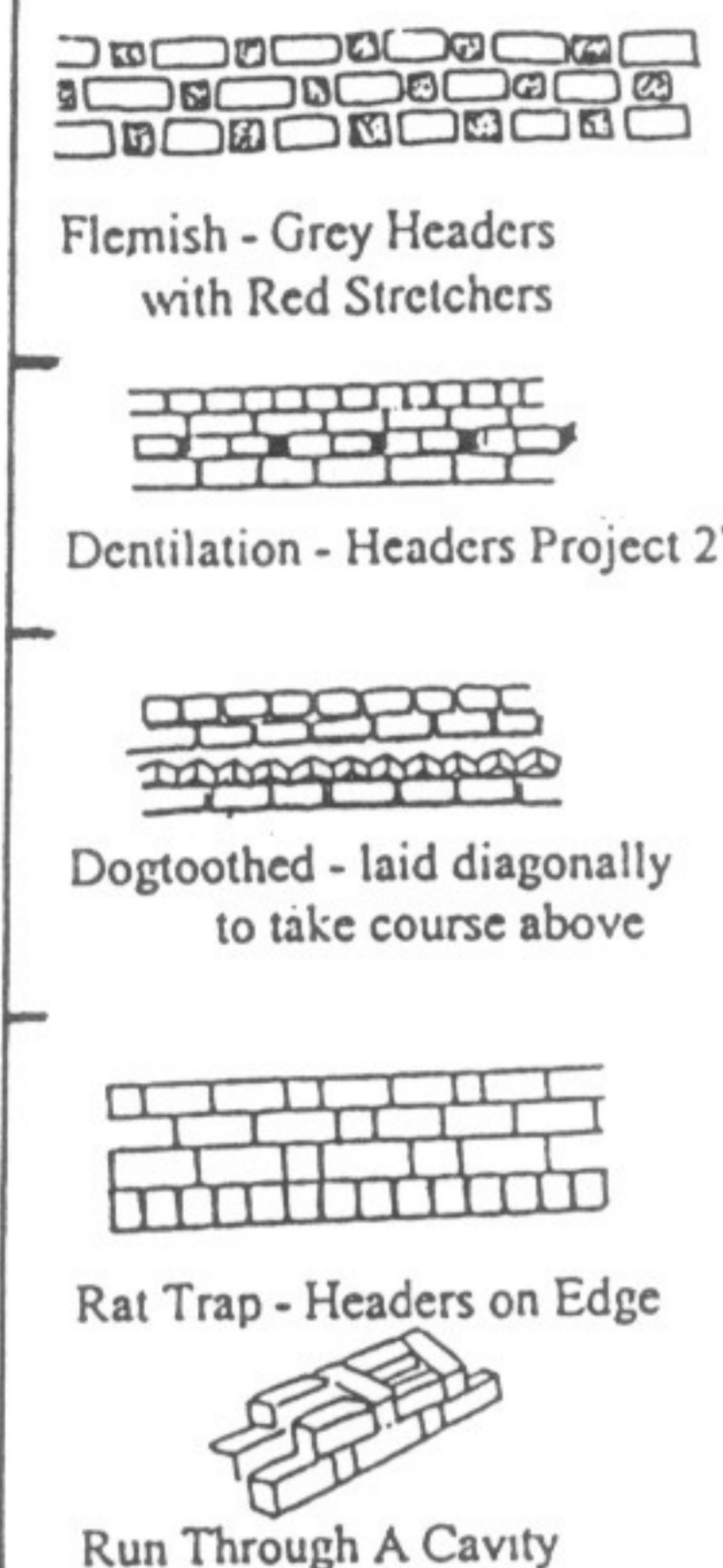
(These sketches relate to the architectural map on page 7).

SECTION 4

FORMS OF ARCHITECTURAL DETAIL THAT CAN BE FOUND IN WOOTTON BRIDGE

Covering BRICK ART, WINDOW STYLE AND EMBELLISHMENTS each worthy of retaining or copying when extending or refurbishing the original building.

BRICK ART



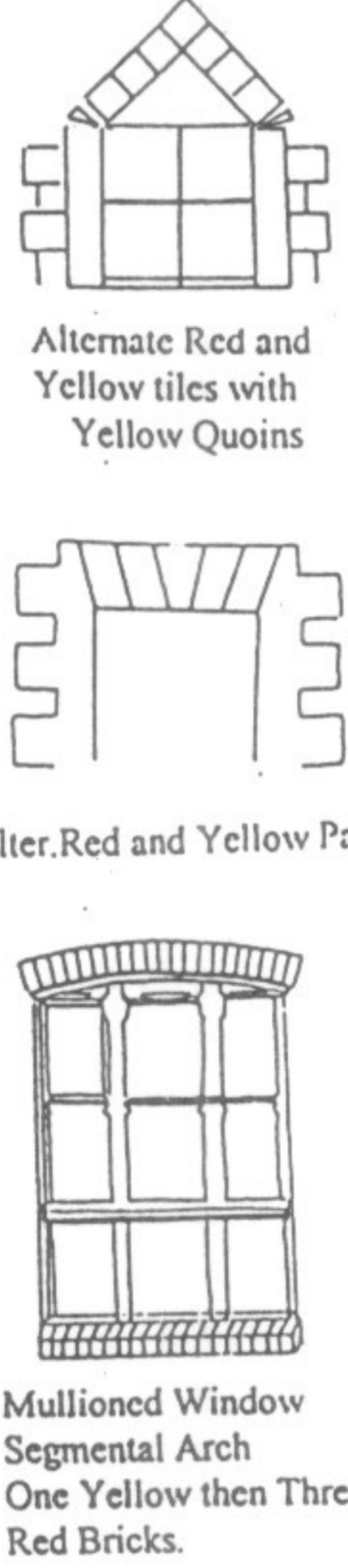
Flemish - Grey Headers with Red Stretchers

Dentilation - Headers Project 2"

Dogtoothed - laid diagonally to take course above

Rat Trap - Headers on Edge


Run Through A Cavity



Alternate Red and Yellow tiles with Yellow Quoins

Alter. Red and Yellow Panels

Mullioned Window Segmental Arch One Yellow then Three Red Bricks.



Corbelling on Chimney.
Pineapple Finial.
Mock Tudor Trusses.
Pebble Dash Rendering.
Cox Comb Ridge Tiles.
Geometric Yellow Quoins.
Sliding Sash Windows.
Triangular Coping Posts.
Slate Roof.
Red Dogtoothed Mullions with Yellow Segmental Arch

20thC. Extension on 19thC. Building.
Corbelling on Chimney not copied.
Gothic Style Arched windows in white on original building with square brown windows on Extension.
Dogtoothed Brick Art over original door not translated onto Extension design.

Cox Comb Ridge.
Decorative Barge Board.
Yellow Brick Roundel/White lozenge.
Gothic Arch in Yellow Brick with Main Brick 'Red'.
Corbelling Round Chimney.
Sliding Sash.
Decorative Feature on Sill.

This section leads us to consider the importance of Architectural Detail

Buildings owe their form to their purpose but have to take into account the availability of materials at hand.

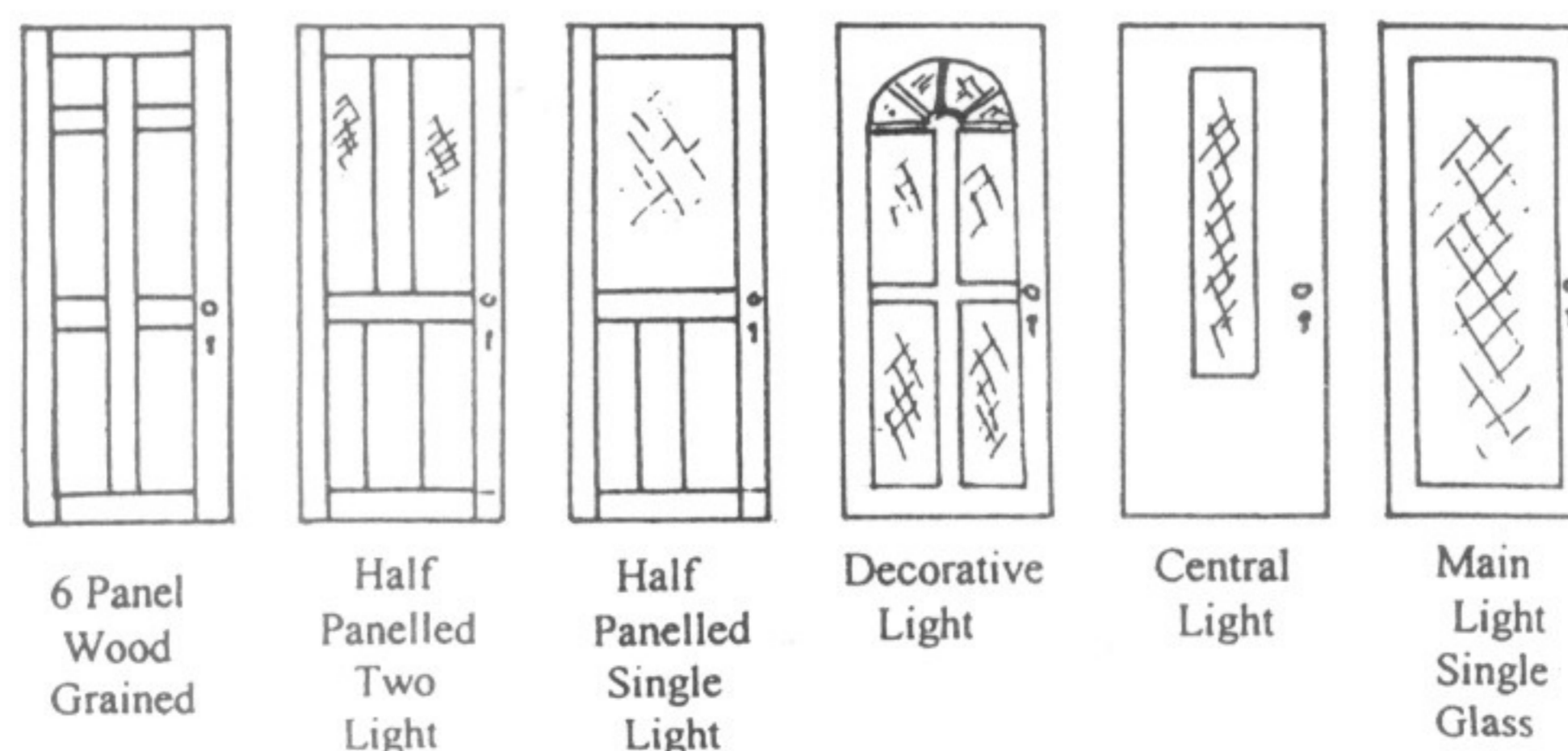
Doors and Windows are the 'souls' of the dwelling and help develop its character and personality and must therefore reflect the proportions and detailing of the overall building.

Many building materials and components are today machine made and, therefore, bring with them a high degree of regrettable uniformity. **It is therefore essential that when faced with 'infill' or renovation situations every effort is made to undertake such work in a style sympathetic to the original building and those adjacent to it.**

Replacement doors and windows, while readily available in modern materials should retain the scale and detail of the original opening.

There are examples of poor infill and renovation works in the village but it would not be acceptable to highlight them here. Suffice to note that some pen sketches have been reproduced on this page to indicate where original styles are worthy of retention and are available in modern day materials.

DOORS



SECTION 5

THE IMPORTANCE OF TREES AND HEDGES

Historically Wootton Bridge has always been a heavily wooded area, though clearly through housing development, no longer as densely wooded as it was 100 years ago. The residents of Wootton Bridge are fortunate in having several woods within easy reach to enjoy.

Trees play a vitally important part of our lives and for this reason existing trees and woodlands should be retained and 'cared for'. Both individuals and the community in general must give priority considerations to the well-being of all 'our' trees.

The Parish of Wootton Bridge participates in 'THE NATIONAL TREE WARDEN SCHEME' - and, via the Parish Council advice can be sought and gained on all aspects of tree identification, planting, management and care.

Trees are aesthetically pleasing, are oxygen and moisture producers, absorb pollutants, muffle noise, provide habitat for numerous species of wild life and plants and provide shelter, shade and screening.

Via the auspices of the Tree Warden, tree planting for screening should be actively promoted by the Parish Council. Some species of tree can cause subsidence if sited too close to a building, leaves can block drains and gutters and roots can affect services.

TAKE ADVICE!!

TREE SPONSORSHIP promoted by the Parish Council and co-ordinated by the Tree Warden would involve the sponsor in the care of sponsored trees over the first year or two of growth. Should a mature tree die or have to be felled then a replacement of similar species will be encouraged.

Most woodlands and trees in Wootton Bridge are under the management of caring people and though most of the trees are subject to preservation orders, residents or potential developers MUST check with the TREE PRESERVATION OFFICER at the LOCAL PLANNING AUTHORITY before taking direct action towards a tree. For all the above reasons existing specimens of mature trees should be included in any future developments.

Ornamental trees whilst attractive and pleasing can often cause problems such as spread of crown and particularly root systems, so advice should be sought before planting.

The provision of a 'Park' within the Parish for walking or sitting may also involve the planting of some specimen trees for which sponsorship would be sought.

HEDGES - Hedges also play an important part in our lives. Many of those in the Wootton Bridge Parish are probably part of the ancient field system. They also provide shelter, screening and habitat for wild life as well as many species of ground flora and fauna, for these reasons they should be preserved.

Advice on our wider responsibilities for flora and fauna, particularly around the upper reaches of the Mill Pond, should be taken from relevant agencies and acted upon. Regular surveys of wild life in the area are desirable if not essential.

SECTION 6

WALKWAYS (Consider that future generations, for local living, will get out of their cars and onto their feet).

A collective pattern of thoroughfares throughout the village should be documented.

Re-establish those 'rights of way' that once existed, (and in this regard access to Kings Quay was raised by several people) open up those that are seldom used and ensure that all future housing developments have a direct walking access to the amenities

Document and publicise 'leisure walks' of varying lengths and duration in and around Wootton Bridge.

Make sure all areas of free access remain so and reach agreement with those concerned covering 'restricted access' for parties with special interest.

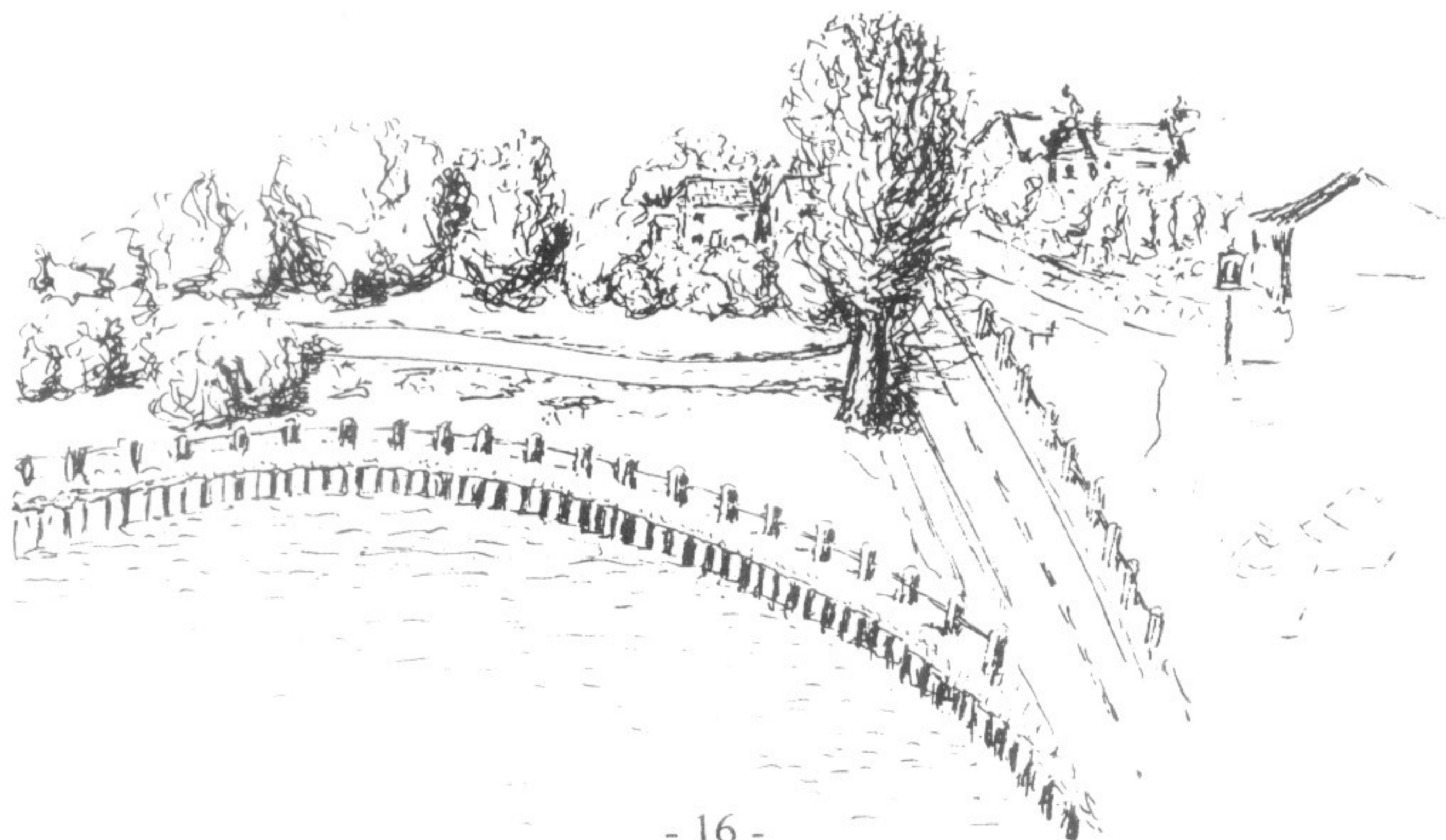
In particular the beach area must never have its public access restricted or limited.

Whilst any future redevelopment of Woodside Bay is likely to bring with it the upgrading of New Road the fields adjoining the north shore of the Parish are **designated as countryside** in the UDP where development will be resisted.

Open up the Brocks Copse to Kings Quay walk, also Barton Manor to Kings Quay through Woodhouse Copse.

The Mill Pond and Wetlands (Lakeside area and beyond) formed by the tide and Blackbridge Brook has to be 'managed' to remain an ecologically balanced environment, deepening from unlimited access to the North of the area (Picnic) into restricted observation areas. AT ALL TIMES THE AREA SHOULD BE SEEN FROM THE RYDE/NEWPORT ROAD AS DISPLAYING THE 'EXPECTED' COUNTRYSIDE VIEW, ANTICIPATING THE SUPPORT OF SEVERAL RARE SPECIES OF FLORA AND FAUNA.

The inset sketch displays the possible piling of the Mill Pond adjacent to the south west corner of the Bridge that would provide in some small measure of reclaimed land a public amenity access to the area. (No account was taken of the current ownership of said land or effect on the scouring flow or possible increased silting, but in the terms of macro planning neither point was seen as an impediment to a successful outcome)



SECTION 7

HIGHWAY DEVELOPMENT hedges, fences and garden walls set the style of our Roads throughout the Village. It is understandable that owners of vehicles wish to, or are required to, create 'off-street' parking facilities but this should be done with every consideration for the resultant perspective.

GUARD AGAINST the removal of the rural character of the village by using natural colours of green, brown and stone. **Where painting is necessary every effort should be made to avoid the combination of white with black or red** and where risk to vehicles and/or drivers and riders is a consideration, reflective panels should be used.

Many of the collected comments were critical of the impression currently gained of the High Street not befitting a 'Garden Isle' Village. The insensitive use of paint can easily change the character of the buildings, making them too dominant in the streetscape.

It is the lack of control over advertisements with the combination of red, white and black paint that has led to urbanisation with a 'Las Vegas' appearance. "Tatty eyesores are the first impressions that visitors gain on entering the Island via the Fishbourne Ferry Terminal and progressing through Wootton Bridge Village High Street".

While the High Street must carry all through traffic, steps could be taken to install one of the new generation of 'silent' road surfaces, and its colouring does not have to be black/grey. Street furniture is an essential part of a village's attractiveness and hanging baskets and railings, in an identifying livery could be installed along the area leading to village amenities. (Run an Island-wide competition for the most pleasing conversion design.)

The guidelines to the preparation of this VDS lead us to consider that, in authorised areas, the probable conversion of private dwellings to business premises will result as the village grows but this should not be done without due consideration to the resultant effect on the building itself and those adjacent to it. Ground floor facades must at all times be in keeping with upper stories and in this regard 'alignment modifications' to some of the facades of businesses currently located on our High Street should now be encouraged.

Recognising that it would be difficult to have structural or architectural changes made to buildings that are currently functional, a degree of continuity in style is to be encouraged as redecorating becomes necessary. To this end colours sensitive to a green and stone decor have been proposed, (colour plates of High Street premises have been reproduced on page 9)

Envisage a gateway of trees as one enters or leaves the village via Wootton Bridge (eg. a second tree planted on the Sloop side) also decorative railings in green setting the highway apart from the pedestrians, strategically positioned hanging baskets and a green road surface through that section of the village considered to be the village centre. Further, shop fronts painted in a decor sensitive to a green/stone livery softening the whole ambience of the High Street away from its currently garish perspective.

STREET FURNITURE - A great city like Winchester has much to teach a small village like Wootton Bridge about the style of street furniture with all forms of signs set with wording in a stone colour on a soft green background.

SECTION 8



OPINIONS GATHERED FROM THE CHILDREN AT THE VILLAGE SCHOOL (WOOTTON COUNTY PRIMARY) - were almost entirely related to the Recreation Ground and naturally they saw it as one vast playground and as an extension to their weekday activities. Controlled access figured highly in their comments, seeking improved security IN and prevention from straying OUT. The provision of an all weather footpath was requested, also a few more bench seats. Other ideas related more to the establishment of a Village Park.



YOUTH AND THE OLD SCHOOL BUILDING IN NEW ROAD - Steps should be taken to involve our young people to design an improved and stimulating infrastructure in the village for them to grow up in and take greater responsibility for their living environment.

The old school in New Road is considered to be a good example of period architecture in its style, brickwork and window detail and as such its fabric should be maintained while utilising the total building as the centre of a purposeful development for youth. The playground adjoining the building should be maintained for specialist open air hardsurface activities.



CHURCHES - In the collected comments the importance of the Churches, setting the goals by which all would like to live was recognised. Working in parallel with families and schools in providing the seed (not the fruit) of social understanding among our young and old alike was considered important. The halls throughout the village, many owned by our Churches should be maintained for the use and benefit of the total Wootton Bridge community (it should be an objective to have them used every day and evening by youth and adult organisations). Finding further ways of helping and encouraging youth organisers would be an objective. Major elements of our architectural history are our Church buildings and as such could be cared for by us all, not just Churchgoers. A major opportunity for the community to participate in the care of St. Edmunds' was created by setting-up, in 1996, the St. Edmund Building Trust.



OUR PUBLIC HOUSES - The Sloop Inn, The Cedars and The Woodman Arms today, along with other fellowship organisations, provide the essential opportunities for people to meet and communicate. The Sloop Inn was originally the Millers House and as such is one of the oldest buildings in Wootton Bridge. The Woodmans Arms is a conversion of two farm workers' cottages. The Cedars was originally a family house. Each of the Publicans co-ordinate various representative team activities. Services to residents and visitors alike are available every day of the year from mid morning until late evening and extend well beyond the normal range of beers, wines, spirits and other beverages to sandwiches, fresh cooked meals and group bookings. Children's rooms and play areas can be found and arrangements made for functions such as wedding receptions.



DISABLED - Access to public amenities for the disabled, particularly the provision of toilets in public buildings throughout the Parish, should be dealt with as a priority. This subject is covered by County Policy but was thought worthy of re-iteration here.

SECTION 9

LOCAL INDUSTRY AND EMPLOYMENT - It is recognised that the current generation has seen a massive reduction in people working on the land and that jobs in local retail have diminished.

Employment within walking distance of ones home should not necessarily be a thing of the past. Computer and telephone based business would be housed in buildings that look little different to residential dwellings.

Locations within the village should continue to be identified for light industry with due consideration to residential areas.

Beyond the holiday industry and the many rural, boat building, small construction and motor vehicle enterprises that operate from within the Parish we list here also those businesses that can be considered as light industrial, i.e..

Ice Cream Makers of international renown.

Computer Services, System Consultant with Hardware and Software supply.

Telesales operation.

'Islandwide' International Motor Car Sales and Services.

Art Work Reproduction and Picture Framing.

Moulded Sculpture Company.

Bus and Coach Servicing Enterprise.

Security Systems Consultant and supplier of hardware.

THE HOLIDAY INDUSTRY - It is recognised that our village accommodates many hundreds of holiday makers and people enjoying leisure pursuits the year round. In fact, inclusive of outlined planning permission, well in excess of 2000 beds are provided for in the holiday complexes in the New Road/Woodside Bay area.

Many observations were made relative to Wootton Bridge not having an Hotel and the question asked if the Boathouse could be licensed as such?

Promotion of tourism and tourist activities (Mill Pond, Ice House, St. Edmunds stunning scenery, rural and coastal views etc.) with free leaflets available over the bars of our hostleries, detailing the various length walks round the Parish.

Ferry passengers need to wait somewhere, why not in the village instead of Fishbourne?

The possibility of tea shops adjacent to both the bridge over the Creek and the Railway terminal should be promoted.

A museum, housed in what is now the Bank House could be researched.

SECURITY - Other than taking Commercial advice little can be added to the slogan "Design Security In and Crime Out". However, security can start with the strategic siting of plants of the Berberis family or the provision of a loose gravel path but extends to seeking sponsorship for the procurement and commissioning of CCTV elements to monitor the 'Hot Spot(s)' in the Parish of Wootton Bridge. These could be electronically linked to the Newport system while the general policy of village policing is under further consideration.

THE RAILWAY - The recreational and social/economic aspect of this asset has still to be developed at the Wootton Bridge end of the track. The Unitary Development Plan safeguards the track for future sustainable transport links and its possible return as a rail link for both people and freight may lessen the load currently placed upon the High Street through the village of Wootton Bridge. In the short term notice boards should be sited in the Railway Car Park directing visitors to the interests and facilities within the village.



SECTION 10

SUMMARY OF GUIDANCE

- To discuss further any of the details contained within this booklet, please first contact the Clerk to Wootton Bridge Parish Council.
- The periodic review of this document will be undertaken in line with the appraisal of the Unitary Development Plan, but it is hoped that the basic concepts of this Village Design Statement will stand for many years to come.
- The unrivalled countryside through our Parish boundaries should be conserved if the rural character of the village is not to be further damaged.
- Extensions, alterations and new building should strictly respect the inherent scale of the setting.
- Accommodating vehicular traffic movement through Wootton Bridge should be considered as a central issue in protecting the amenity for both locals and visitors.
- Further 'urban sprawl' should be constrained to allow the rapid expansions of recent decades to mature and become an integrated part of the village.
- Unnecessary signs and clutter should be resisted and trading companies made aware of their duty to respect the heritage of the village.
- Encourage the progressive use of a soft green and stone livery for many business premises along the High Street.
- Promote the early use of 'low noise' and a pleasing colour for the High Street road surface.
- Ensure lane markings do not start appearing on any of our village roads and introduce street furniture to give back a much softer ambience to the High Street.
- 'Maintain' and protect all of our open spaces be they in the form of woodland, beach, mill pond or recreation ground and promote the establishment of a park within our village boundary.
- Advance the idea of establishing a more coherent village centre inclusive of a museum and village office.
- What Parish would not exploit the inspirational and pleasurable qualities, for locals and visitors alike, afforded by a sea inlet crossing into a Mill Pond at the focal point of their village?
- Promote consideration, and make provision for all age groups within the village, to maximise social understanding between the generations.

For this document to have been published its contents would have been adopted by the Wootton Bridge Parish Council and the Isle of Wight Unitary Authority as a supplement to the Unitary Development Plan for the village of Wootton Bridge. It is recognised that it will take more than a generation to bring into effect many of the proposals. The initial step will always be to ensure that none of the adopted proposals are undermined by short term developments.