

THE EAST COWES PROJECT PLANNING APPLICATION EXECUTIVE SUMMARY



The Benefits

The scheme will deliver a significant number of benefits to East Cowes and the Island as a whole. These benefits are summarised below:

- Regeneration of an area which has suffered since the closure of the GKN North Works.
- Alleviation of traffic problems and reduction of noise and nuisance associated with the ferry terminal by relocation and enhancement of ferry marshalling facilities.
- Enhanced town centre with new shops and foodstore.
- Community benefits from a new community facility and increased areas of public realm and open space.
- Economic benefits from new employment created and from Tourism generated by hotel provision, the Maritime Heritage Experience and facilities for yachts and events.
- Protection from risk of flooding.
- Public access to the waterfront.
- A variety of residential accommodation.
- High quality and sustainable design.

Further Information

Full details of the planning application, including all the supporting information is available for inspection at the Planning Department at the Isle of Wight Council, Planning Department Seaclose Offices, Fairlee Road, Newport, Isle of Wight PO30 2QS together with the illustrative model. The information is also available on the Council's website www.iow.gov.uk

The planning application reference is TCP/27465/P/00027/06 and it was registered on 9 January 2006

Comments should be submitted in writing to

Planning Department
Isle of Wight Council
Seaclose Offices
Fairlee Road
Newport
Isle of Wight
PO30 2QS



Ref: TCP/27465/P/00027/06

THE EAST COWES PROJECT IS PART OF THE COWES WATERFRONT INITIATIVE



Introduction

SEEDA and English Partnerships have submitted an outline planning application (ref: TCP/27465/P/00027/06) to Isle of Wight Council for the masterplan for the East Cowes Project. This provides for the comprehensive redevelopment of a site area of some 13 hectares (32 acres) in the centre of East Cowes. It covers the site of the former GKN North Works, either side of Castle Street and Maresfield Road, East Cowes, together with the Red Funnel car ferry marshalling yard, the former Trinity House, the Well Road car park and land to the west of Sylvan Avenue.

The Application provides for a mixed use development with four main elements:

- Revitalisation of East Cowes town centre;
- Creation of a new marine quarter on the waterfront;
- Relocated and enhanced ferry marshalling facilities; and
- New residential development (approximately 550 homes)

The illustrative Masterplan is the same proposal that was presented at the pre-application public exhibition held in East Cowes Town Hall on 25 and 26 November 2005. It indicates the key land uses proposed within the outline application.

The outline planning application seeks to establish the principle of different land uses for the whole site and to provide a framework which will guide the implementation of the regeneration proposals for East Cowes. It establishes the maximum level of development intended to come forward and sets the parameters for building heights across the site. The outline application does not however provide detailed information on how future buildings will be positioned, their external appearance, materials or landscape design – these matters are for consideration at the detailed planning stage.

The proposals have been formulated through extensive consultation with the local residents and businesses, the Isle of Wight Council and a number of other bodies and stakeholders including the Environment Agency, English Nature, English Heritage and the Crown Estate.

SEEDA and English Partnerships Objectives

The purpose of securing planning permission is to create the necessary certainty for prospective developers and investors. SEEDA and English Partnerships will continue to be involved through the implementation of facilitative infrastructure, and continue to work with developers of individual plots, either in a joint venture or by means of other strict controls, to ensure that the overall objectives of high quality, sustainable regeneration are achieved.

Detailed discussions are to be undertaken with the Council and a legal agreement will be drawn up to ensure that any development proposals come forward in an appropriate manner, implementing relevant measures such as infrastructure/facilities required to bring forward the various phased plots.

The planning application includes some further limited land reclamation, which as an engineering operation requires full planning permission. The land reclamation is required to extend the waterfront area in front of the Venture Quays buildings to facilitate the Maritime Heritage Experience. This will form a later phase in the redevelopment of the existing apron area, where planning permission was recently granted and is currently being implemented.

The application includes:

“Comprehensive redevelopment of the site (including demolition) for a mix of uses including employment, retail, health facility, community facilities, maritime heritage experience, events space, hotels, residential and ferry marshalling facilities, together with associated highway and junction improvements, public transport interchange, car parking and servicing, open space and landscaping, land reclamation, flood defence measures and site remediation works”.

- retail (4,495m²) including a foodstore of up to 2,000m²
- hotel(s) (7,620m²)
- employment uses B1, B2 and B8 (10,488m²)
- community facilities (1,065m²)
- health facility (910m²)
- maritime heritage experience (3,750m²)



The Outline Planning Application

The outline planning application includes an **Environmental Statement** which demonstrates that the development is sensitive to the existing environmental conditions and explains that any avoidable nuisance during construction can be prevented. In addition to this, the following documents provide supporting information to the outline application:

Planning Statement

Clarifies the nature of the planning application, summarising this against the current planning policy background whilst taking into account other material considerations. This demonstrates why planning permission should be forthcoming.

Design Statement

Illustrates the various components of the project providing an explanation of the site layout, land uses, and building heights. The Design Statement provides an indication of how the development could appear once built, though this is purely indicative as detailed design proposals would be fully addressed in a later stage.



Transport Assessment

This analyses in detail the existing transport network and puts forward a scheme of improvements to ensure that transport movements are effectively addressed, including public transport, cycles and pedestrian movement.

Retail Assessment

Looks at existing and future retail provision in the catchment area of East Cowes providing recommendations for future improvement.

Statement of Community Involvement

Sets out the procedures undertaken to involve the community and the feedback from these events.

Community, Leisure and Sporting Facilities Audit

Provides an analysis of existing facilities within the vicinity of East Cowes and suggests potential scope for future improvements.

Infrastructure/Services Report

Sets out certain advanced infrastructure works required to facilitate the redevelopment process. It includes primary utility works to allow developers to readily connect their schemes to the services.

Archaeology Desk Top Assessment

Sets out potential locations of important archaeological heritage and puts forward a strategy for excavation and examination to protect these areas.

Ground Investigation-Interpretative Report

Provides preliminary engineering recommendations for geotechnical design and remediation of contamination arising from the former use of the site.

Flood Risk Assessment

This assesses the future risk of flooding identified by the Environment Agency, and sets out two options for a flood strategy to ensure that all new development would be secure from extreme flooding in the future.