



Notes of a Meeting of the Town Council MEDINA VALLEY AREA ACTION PLAN  
SUB-COMMITTEE held at the Town Council Office Denmark Road on Tuesday, 23<sup>rd</sup>  
October 2012 at 6.30p.m.

Present: Councillors Banks, Brown, Jones, Robinson and Wells.  
Mr. O. Boulter (Planning Policy Officer, I.W. Council)

Councillor Jones was Chairman for the meeting.

An apology for absence was received from Councillor Walters.

Mr. Boulter stated that the AAP consultation period had been extended until towards the middle of 2013; this would provide the Town Council with the opportunity for local consultation if they so wished.

Mr. Boulter then commented on the issues the Town Council had identified as important for Cowes which should be considered as part of the preparation of the MVAAP.

- **Parking** – would be considered as part of wider transport related issues by a dedicated Transport Policy Officer within his team. In respect of planning applications, there would be a greater emphasis on parking provision for town centre developments. Recognised a need for shoppers parking while deterring on street commuter parking. Park & Ride sites were discussed including BAe ground and the showground; the Town Council could approach the site owners.
- **Licensing** – While Licensing was not a part of the MVAAP it was acknowledged that change of use from retail to licenced premises would impact on the make up of the High Street.
- **Planning Density** – It was agreed that there was very little undeveloped land available in Cowes. Back filling and inappropriate developments were issues raised. Mr. Boulter was undertaking a Characterisation Study of areas within towns which could provide an opportunity to safeguard these areas (design, build quality etc.).
- **Retention of amenity spaces** – It was agreed that amenity space was essential for the well being of Cowes; Mr. Boulter indicated that the MVAAP would reflect this point.
- **Retention of green space between the town and surrounding villages** – Again, this had been identified as important; the boundaries between settlements should remain clearly defined.
- **Marketing and branding of Cowes** – A healthy and vibrant town was compatible with the MVAAP. The Town Council and the CBA had a major role to play in this.

- **Ratio of retail/non retail outlets in the town** – The High Street had been mapped showing the ratio of retail and other outlets; the number of empty properties was lower than the national average. Economic pressures would continue to affect the retail sector.
- **Retention and safeguarding of conservation areas** – Mr. Boulter explained that conservation areas were national rather than local concepts. The protection offered against unsympathetic developments was not likely to change.
- **Strengthening of planning considerations** – This was particularly relevant in respect of shop frontages and the image of Cowes as a Victorian town. It was agreed that Cowes High Street had a special ambience that needed to be protected.
- **Marine industries (retention and further provision)** – River frontage, in particular the old J.S. Whites site was considered to be vital for marine industry; however, the pressure from housing would be a factor when the site was developed.

Mr. Boulter concluded by stating that the MVAAP had to be robust and evidenced; it would be a vital document providing a vision and blueprint for the whole Medina Valley for the future.

(The proceedings terminated at 7.30p.m.)

**CHAIRMAN**