



Directorate of Economy and Environment
Director **Stuart Love**

Bembridge Conservation Area

Conservation Area Appraisal

Adopted May 2011



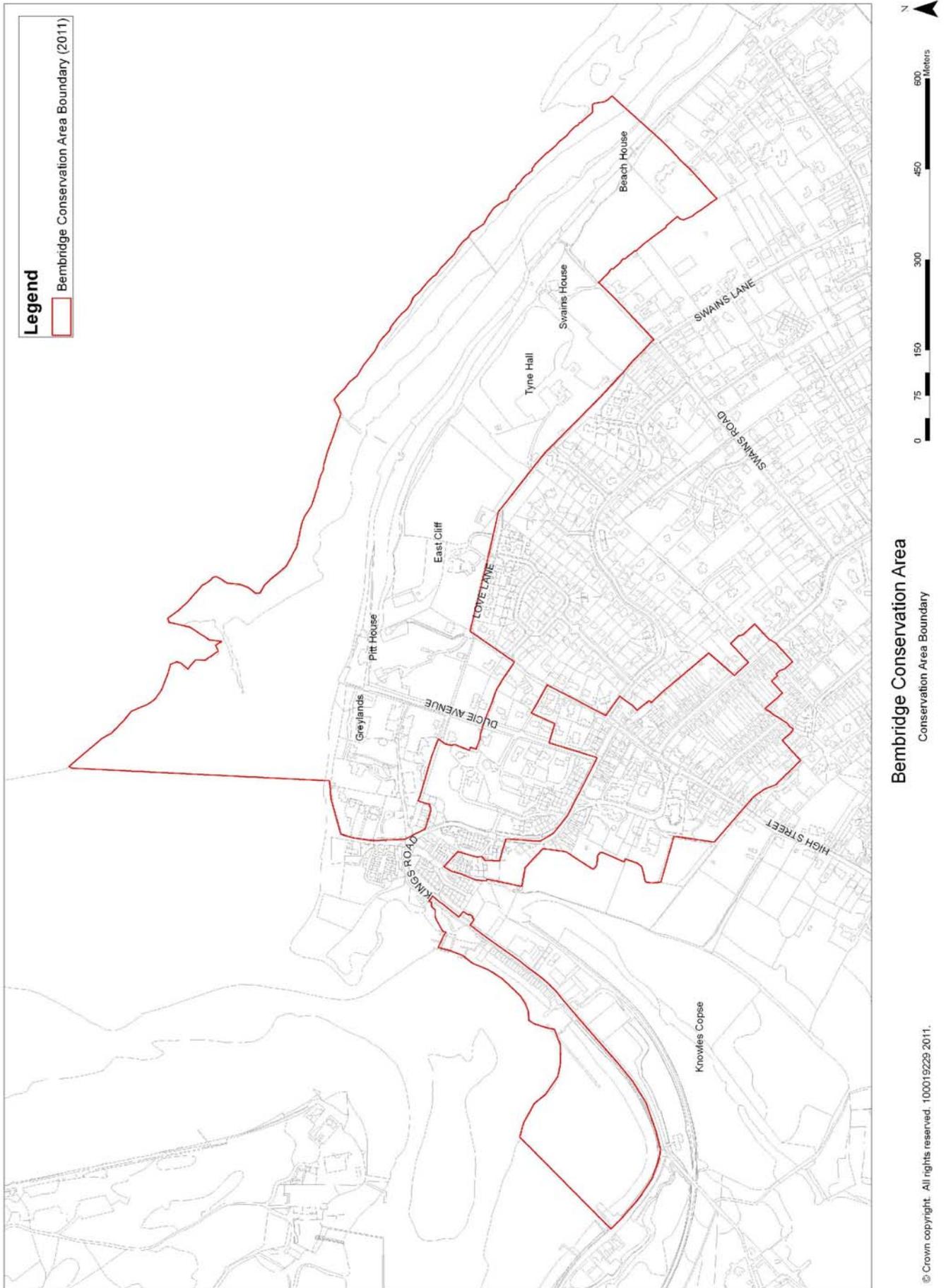
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Bembridge Conservation Area
Conservation Area Boundary

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Figure 1: Conservation area boundary



Figure 2: Aerial photograph (2005) superimposed with conservation area boundary

1. Introduction

1.1 The Isle of Wight Council recognises that a quality built environment is an essential element in creating distinctive, enjoyable and successful places in which to live and work. Our Ecoland Sustainable Community Strategy and Island Plan Core Strategy recognise that our historic environment assets attract investment and tourism, can provide a focus for successful regeneration and are highly valued by local communities.

1.2 As part of a rolling programme of conservation area designation and review, the Council designates parts of Bembridge as a Conservation Area. Local Planning Authorities have a duty under The Planning (Listed Buildings and Conservation Areas) Act 1990 to designate as conservation areas any areas considered to be of special architectural or historic interest, the character or appearance of which it is desirable to conserve or enhance.

1.3 Legislation also makes provision for schemes to enhance the area. Therefore, the inclusion of areas of potential allows for

schemes to be put forward that will improve the area, in keeping with its own individual character, and to a high standard. Further policy guidance and information for land and property owners can be found on page 33 of this document.

1.4 Designation **does not** mean that development cannot take place within the conservation area or within its setting. Designation means that special consideration will be given to applications within the conservation area to ensure that any demolition is fully justified and that schemes (which are acceptable on all other planning grounds) are of a suitable design, are high quality and appropriate to the special character. This additional level of consideration allows the Council to insist upon the best possible standards of design within a conservation area, and equally to refuse development proposals on the grounds of poor design or quality.



Figure 3: Extract of Speed's map (1611)

2. Bembridge Conservation Area

2.1 The area under review falls within the parish of Bembridge located on the eastern edge of the Island. The main settlement lies on a roughly rectangular peninsula some 2km wide and 5 km from end to end, and incorporates numerous 20th century housing estates which are typically suburban in character, clustered around a historic core. The area has numerous environmental designations, particularly around its harbour but has not previously been designated a conservation area.

3. Location, context and setting

3.1 Bembridge is in reality an island. The spit is separated from the rest of the Island by Brading Haven to its northwest, through which the River Yar flows from its source below Sandown, north east through to the sea. Prior to the construction of the causeway across the River Yar, 14th century Bembridge and Yaverland were cut off from the rest of the Isle of Wight. Brading Haven, a once expansive body of water, has recently been reclaimed to provide arable land and its remaining marshes along the edges of the River Yar are now designated as a nature

reserve. A harbour was formed by a late 19th century railway embankment by way of a further causeway across the River Yar which now incorporates a busy road which connects Bembridge to the settlement of St Helens to the north west.

3.2 The majority of the village settlement lies on a bed of marine gravel at about 16 metres above sea level, although the ground level undulates in the outlying areas. Brading Marshes form the western boundary of the settlement, and a rocky Limnaean Limestone ledge edges the peninsula from Whitecliff Bay round almost to Bembridge Point. In the south east of the area, the Bembridge Marls form the basis for a gently undulating rural landscape around Steyne Cross, Hillway and Bembridge Windmill and this rolling landscape supports several dispersed, stone built farms. Valley floor deposits edge the marshes west of Hillway and it is here that the small airport is located. Further south the east-west band of chalk which cuts across the Island rises to some 104 metres at Bembridge Down, the site of the 19th Century Bembridge Fort.

3.3 At the time of the 2001 census, returns recorded a population of 3,848 in Bembridge Parish. The modern settlement has relatively limited facilities for a population of this size and as such has less obviously urban attributes than other places on the Island which are readily perceived to be towns. Bembridge offers a range of small shops of a local nature, which play an important role in meeting the daily needs of many people in the wider rural area. As such it has been identified in the Proposed Submission Core Strategy as a Rural Service Centre with a defined settlement boundary within which appropriate levels of service provision within the community are monitored and particular consideration is given to its viability and vitality and appropriateness of scale and design (Policy DM10).

3.4 Bembridge also functions as a tourist centre, particularly with regards self catering accommodation, rentals and visits to second homes. These appear to be both long stays in summer months and regular short stays continuing through low season. Tourism is also an economic driver in the Harbour area, which provides access to sand dunes, rocky beaches and wooded coastal slopes and

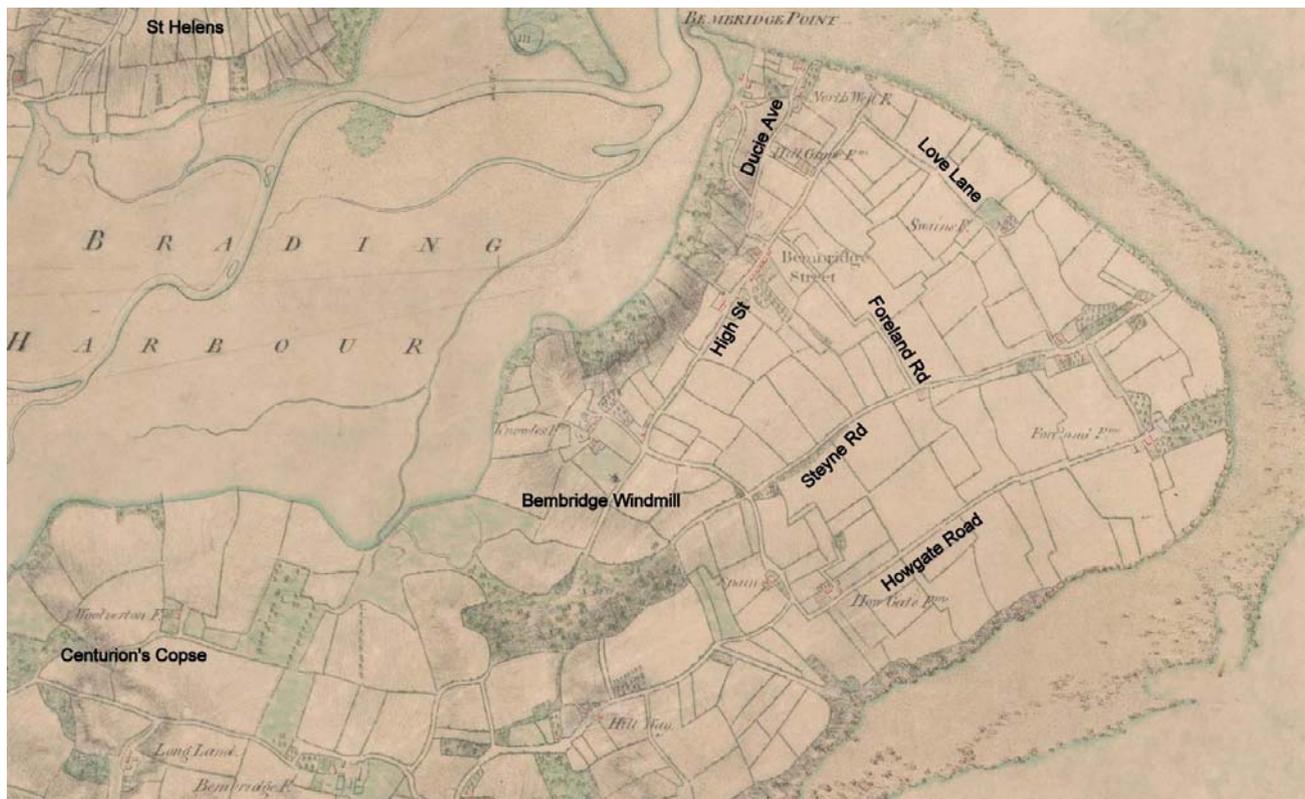


Figure 4: Extract from the unpublished Ordnance Survey 1793

gives views of the Houseboats although it should be noted public access to the water is limited. Activity in the Harbour area may wane out of season but feels especially lively and vibrant during the summer.

4. Historic Development of Bembridge

4.1 There is very little physical evidence for early Bembridge, although given the geology and the dispersed nature of the later settlement, it is expected that there would have been open field farming in the medieval period, particularly north of Bembridge Down. The Council's recent historic landscape characterisation (HLC) project recorded traces of these medieval and potentially earlier field systems in reference to land to the east of Swains Farm. 'Swaynes' is first mentioned in 1632 but may derive from a manorial name of medieval origin (Kökeritz 1940, 40). Swains Farm appears on the early OS and was one of a number of farmsteads on the Bembridge peninsula NE of Mill Road and Hillway Road. These farmsteads were connected by a regular pattern of roads and were associated with a distinctive field pattern as evidenced by the adjacent field to the east. This field is a remnant of a larger pattern which once covered this part of the Bembridge peninsula, the axial alignment and

regularity of which combined with its relationship to the local track ways suggest that the pattern may possibly have originated as a co-axial field system of prehistoric or Roman date.

4.2 Documentary and place name evidence is more informative about this area than archaeological sites of this period -of which there are very few throughout the Island. The name Bembridge first occurs in the medieval period (Kökeritz 1940) and the Domesday survey records four separate settlements (hamlets) on Bembridge Isle, with taxable returns relating to just 40 male adults. There are no seemingly urban areas on the Island at the time of the Domesday survey although the nearby settlements of Yaverland (an important manor later to become its own Parish) and Brading figure much more prominently than any at Bembridge. Brading had become an established settlement by 1285 when it is recorded to have been in receipt of its first charter. It has been suggested by Page amongst others that a bridge located near the Yarbridge and connecting Bembridge Isle to Brading may have existed in the medieval period (Page, 1912; 156). Pulling all these various pieces of evidence and research together, provides a picture of Bembridge as a rural area of small

dispersed hamlets which may have had links and physical access to Yaverland, Brading and St Helens but which was on the whole a self sufficient agricultural/fishing community.

4.3 During the Hundred Years War (1337-1453), the Island suffered tremendously through the concerted attacks of the French along the southern coast of England. A Beacon on Bembridge Down is recorded as part of an early warning system in 1324. However, despite these measures, it is thought that a raid in 1340 culminated in the sacking of Wolverton (now presumed to lie within the wooded area named Centurion's Copse) and a further attack on the area in 1545 is recorded by a 16th century engraving.

4.4 During the post medieval period, dispersed small scale settlement continued at Bembridge, which as the surviving physical evidence of buildings suggests, remained a farming and fishing economy. A few early farm buildings have survived from the 17th century period and their distribution (Longlands Farm, Knowles or Mill Farm and Howgate) reflect the polyfocal nature of the settlement, which was probably associated with open fields somewhere to the south east. All of these farmhouses, although outside of the conservation area, are of importance - these stone and thatch lobby entry houses typify the 17th century landscape and demonstrate the period's improvements to living conditions which enabled integral kitchens and heated chambers on the first floor which lead to many such properties remaining unaltered well into the 20th century.

4.5 In the 18th century, generally a profitable time in farming, much of the Bembridge area was owned by the Worsley family who were based at Appuldurcombe House. Large farmhouses were built during this period and at Bembridge Farmhouse the farm complex included a purpose built bothy, brewhouse and cheese room along with granary, cattleshed, stables and haybarn. Bembridge Windmill was also built in the early 18th century. In the Historic Core area, established farms are illustrated on the 1793 map at Hillgrove and North Wells. Foreland was a small fishing hamlet, mainly engaged in catching shellfish which were widely renowned as some of the finest in the country, but the local economy still continued

to center around farming and subsistence fishing. The economic framework changed during the 18th century and a few yeoman's cottages are evident around the village reflecting how individual farmers had enclosed or amalgamated their small fields to a comfortable sized plot from which they could earn sufficient income to pay rent, as opposed to working directly for the Manor. Stone Cottage on Hillway and Waterloo Cottage, High Street are good examples of this and both date to the mid 18th century.

4.6 A broad grid system of roads is recorded at this time (as shown on page 4) including the High Street, Steyne Road and Howgate Road on a southwest alignment with Mill Road, Hillway and Forelands Road at right angles to them. The majority of this pattern survives, with some early routes becoming Public Footpaths and others remaining as wide as a cart width.

4.7 The main settlement of Bembridge in the 18th century was an irregular row of buildings along the High Street (labeled as Bembridge Street on the 1862 OS), with clusters of properties towards the east of Lane End, those on both sides of Foreland Road (north) and on the Point. Much of this was infilling between established properties, although some large houses were laid out in extensive grounds during this time (including Bembridge Lodge and Rose Cottage on the High Street, Greylands and Steyne House). Because of the pre-resort origins and its links with sailing and golf, Bembridge didn't grow principally in reference to its shoreline, instead 20th century development emanated from the historic core and the long established nuclei.

4.8 By the early 19th century, Bembridge had become a seasonal retreat for the affluent classes, in a similar fashion to the growth of East Cowes and Seaview. Seaside residences from the 19th century include Hillgrove, attributed to Nash and constructed for the Earl of Ducie c1814. In 1853, a small steamer, the *Dart*, was making two trips a day to Bembridge from Portsmouth, and also called into Ryde and Seaview. The Bembridge Railway, Tramway and Pier Act was passed by Parliament (recorded variously as 1874 and 1864), authorising the reclamation works and which also included the building of a short 250 foot timber pier.



Figure 5: Undated postcard showing the Embankment Road leading to the former Spithead Hotel (copyright BHT)

These transport links were instrumental in the development of the village, but unlike many other British seaside resorts, including Sandown and Ryde, it did not fuel extraordinary levels of growth.

4.9 In a Directory of 1878, Bembridge is described as having “*several good inns and many handsome villas and lodging-houses, many of them built since 1830*”. In the late 19th century associated infrastructure such as the Spithead Hotel (completed in 1880 at a cost of £10,000) and Old Bembridge Hotel (now Old Bembridge House, Kings Road) met the needs of the visitors who benefited from the accessibility provided by road, steamer and later rail which opened in May 1882. Initially the best route for travelers to Bembridge was by seagoing vessels and so the stout timber pier, played an important (albeit brief) part in a period of growth for the village. Unfortunately the Haven continued to silt up and this reduced the effectiveness of the pier at low tide meaning the Steamers (providing 5 return trips to Bembridge most days in 1886) frequently had to land at Under Tyne (Ducie Beach) and row their passengers

ashore. After 1882, travelers were able to come into Ryde and then into Bembridge by rail and this dramatically increased the number of visitors to Bembridge and its profile.

4.10 By 1899, a guide for travelers to the Island describes Bembridge as a select (rather than popular) resort by virtue of the quality of its facilities including the landmark Royal Spithead Hotel and the Isle of Wight Golf Club (both of which received Royal patronage in 1883) and the Bembridge Sailing Club which was formed in 1886. For many years the Duver was also the Royal Golf Links. The Royal Isle of Wight Golf Club across the harbour in St Helens was founded in 1882 and is reputed to have been responsible for the development of golf in the UK, even challenging the pre-eminence of St Andrews as the source of the authoritative rules of the game. The longevity and cultural impact of these institutions reflect the important contribution made by local businessmen, gentry and entrepreneurs in the success of Bembridge as a resort, which, although they performed the necessary

functions for visitor amusement are not accommodated in the architecture of most mainland resorts. Bembridge is particularly different in this respect, and the significance of the quality of the entertainments and attractions at Bembridge is one of the reasons for the inclusion of the sailing club and harbour in the conservation area.

4.11 For the most part, despite Bembridge being at its peak of popularity at the turn of the century, the twentieth century led to a decline in the tourist industry particularly during the war years and when the railway closed in 1953. Instead the later years saw a tremendous growth in the permanent residential population, housed in developments such as the Meadow Drive estate and Harbour Strand.

5. Archaeological Potential

5.1 The coastal area has revealed significant finds and archaeological deposits dating to the prehistoric periods including many flint tools and the remains of the Raised Beach, a remnant topographical feature of the Pleistocene period.

5.2 Findspots of coins from Early Medieval and Roman periods attest to some early activity around the Harbour and Point. The remnant field systems traceable at the eastern end of Bembridge Isle (HLC polygon 2824) exhibit an axial alignment and regularity which raises the possibility that the pattern originated in the prehistoric or Roman era.

5.3 The area has a wealth of Post Medieval period archaeology much of which is built heritage including the restored Windmill (dating to c 1700 and used originally to grind flour, bran and cattle feed until the 1890's) and the site of the 19th century brickworks at Howgate Farm.

5.4 The majority of the known archaeological resource relates to the coastal situation of the village, in particular the local geology, and includes a ferry point, site of the former pier, three coastguard stations, a watchhouse and a lifeboat station recorded on the Council's HER. There are strong connections throughout the wider area to the Lifeboat which was based at Lane End with several generations of local families serving.

It formally commenced with the City Of Worcester boat being paid for by subscription by the population of Worcester following the daring rescue by local fishermen of the shipwrecked crew of a Worcester boat. The second Bembridge lifeboat was the *Queen Victoria*, launched in 1887, the jubilee year. For some time she remained in the village as a houseboat, renamed *The Ark* and is credited with establishing the present community in the harbour. She was 35ft long and served until the third Bembridge lifeboat, also called *Queen Victoria*, was launched in 1902.

5.5 Since the area was popular as a resort with the more affluent in society, the HER database also bears evidence to this character through entries such as the landscaped gardens at Steyne House, the site of the bathing huts and ladies bathing club called the Garland Club off Ducie Beach, the semaphore starting post and time ball at the Sailing Club and the Ice House at Bembridge Lodge.

5.6 During WWI a Seaplane base was established on the point, adjacent the Spithead Hotel. The military were billeted at numerous properties around the village including the Royal Flying Corps Officers who stayed at the Old Bembridge hotel (now Old Bembridge House). The concrete bases belonging to the three hangars remain but the sheds were dismantled after the war with one hangar being transported to Shanklin esplanade as an Amusements Arcade.

5.7 Coastal defences were established around the village during WWII. Two aircraft crash sites, two pillboxes, a gun emplacement, searchlight and an AA battery are scattered along the coast from Bembridge Point round to Black Rock Ledge near Whitecliff Bay, where remains of anti invasion beach scaffolding are visible.

5.8 This document does not identify all the known heritage assets within the conservation area, therefore any omission of any building, feature or space should not be taken to imply that it is of no interest.

SPATIAL ANALYSIS

6. Character Areas

6.1 The proposed Bembridge conservation area is divided into 3 character areas within the wider settlement:

6.2 The **Historic Core** character area focuses on the village centre, which as you travel in from Foreland and Lands End is represented by noticeably more compact settlement pattern with numerous commercial properties and facilities. This character area encompasses the heart of the wider polyfocal settlement of Bembridge, the old quay along the line of Station Road, the coastguard cottages and watchtower on Beach Road, 19th century properties along Kings Road including the first Wesleyan Chapel and then the village centre. These are areas of more tight knit settlement pattern where residential and commercial are combined. It excludes those expansions from 1910 onwards when development along the existing road network spread out from Foreland Road to Swains Lane. The most obvious later phase of expansion in the form of large 1960's and 1970's estates separate the Historic Core from the Coastal Edge and for which the village centre and its facilities fulfils the role as service centre for these wider "suburbs".

6.3 For the most part **The Coastal Edge** incorporates large properties in substantial plots including Pitt House, East Cliff, Tyne Hall and Beach House (formerly Wynfield), all with coastal views to the North. Plots in this area are frequently in excess of 50 acres. The distinct zone of secondary woodland occupying the coastal slope is included within the character area and contains a hidden landslip landscape with a winding rough track through to the end of Swains Lane.

6.4 A slightly more modest settlement pattern continues further south along Ducie Avenue e.g. Magnolia Cottage but as the Avenue progresses towards the village centre, closely grouped modern properties, gaps in the avenue tree planting, off road parking and close boarded fencing become more numerous therefore the sense of historic context and character is lost. West of the

avenue at Hillgrove, residential infill in its grounds and the collapse of much of the historic building has lead to it being outside the designated area.

6.5 **The Harbour** is more industrial in nature and focuses on the significant contribution that the man made harbour and reclamation activities around the Haven have facilitated in the formation of the village's geography and character. The designation is a linear area reflecting the main reclamation embankment, now Embankment Road, the course of which is traced by ribbon development of light industries (mostly chandlery and marine related services). As a low lying and seaward looking area, it remains distinct from the main settlement uphill to the east. The definition of character area (and conservation area) here relates less to this modern light industrial role but more to historic land use which was also marine in character and incorporated the sailing club and redwing quay which have become such a focus of the town and its identity. Overly dominant modern buildings such as the Spithead Development and Harbour Strand (the site of the Spithead Hotel and the former Railway Station respectively) are excluded from the Conservation Area. For the most part, the industry lining the eastern edge of the highway is also excluded from the Conservation Area. The grouping exhibited by the compact row of redwing sheds, the boat club and the 25 houseboats which occupy the west side of the Embankment Road form individual zones within the character area.

7. Key Views and Vistas

See map, page 9.

CHARACTER ANALYSIS

The following pages analyse the character of the Bembridge conservation area as exhibited in the individual character areas.

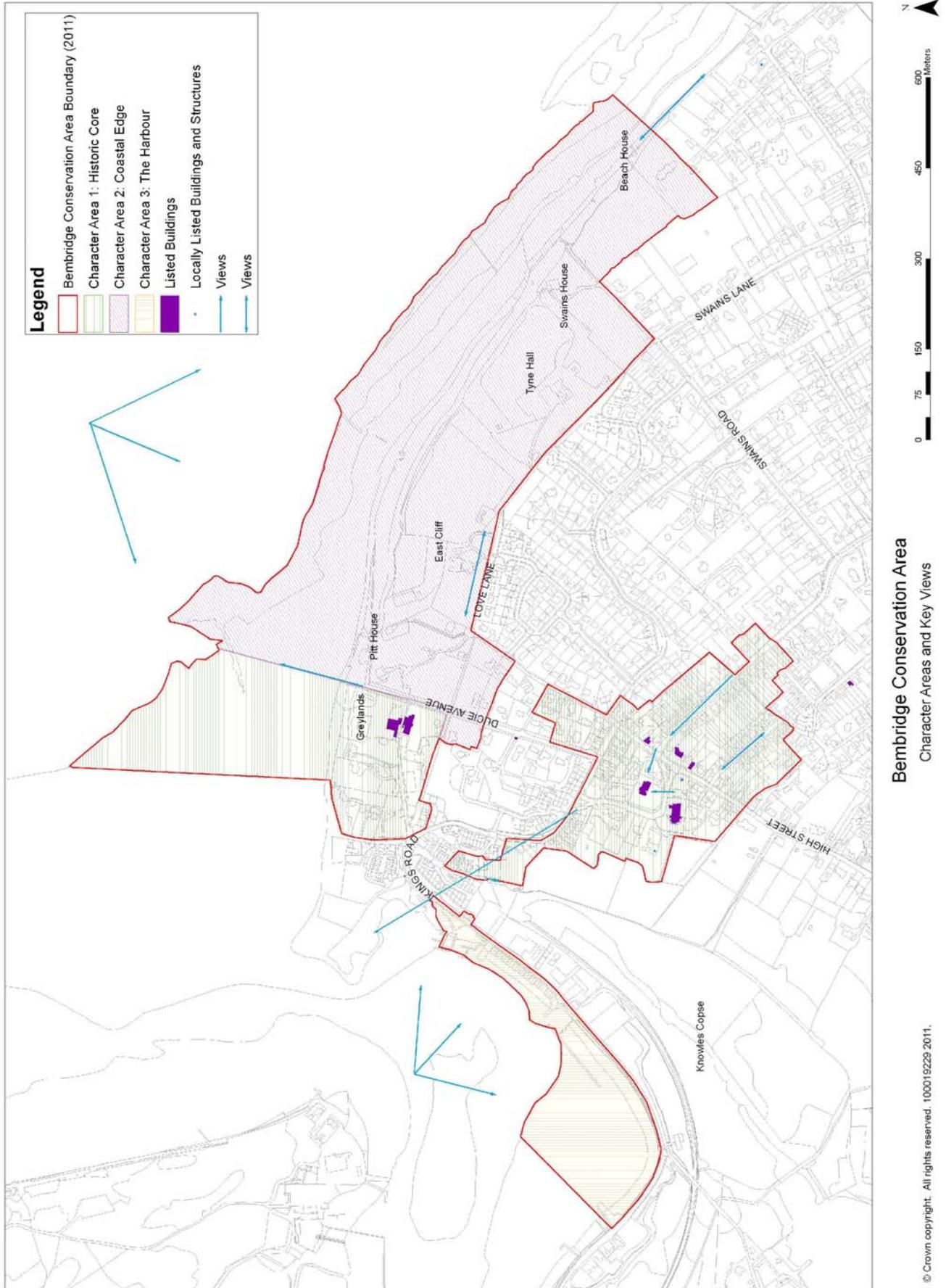
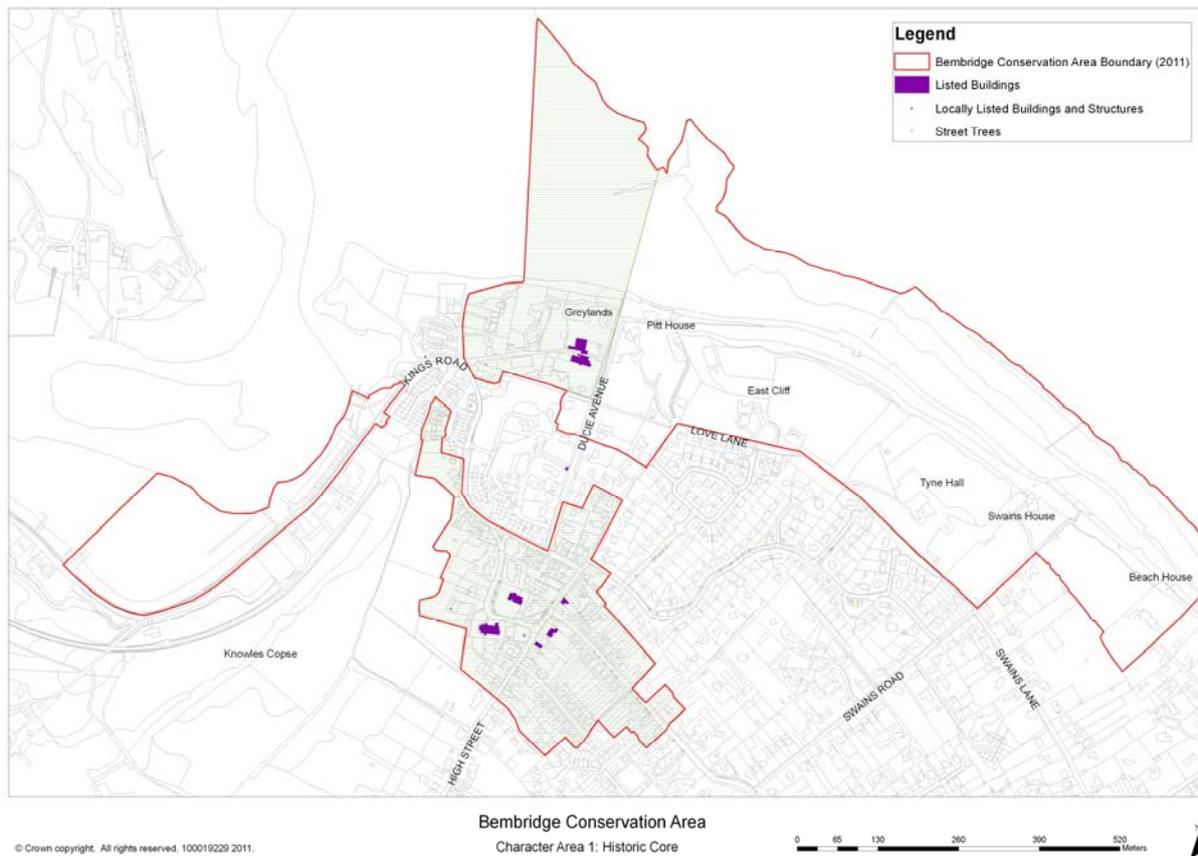


Figure 6: Bembridge character areas with key views



Summary of Special Interest

Despite its continued growth and change over 200 years, there is much rhythm and pattern to this area, not only how the historic properties tumble down Kings Road and the repetition of architectural style including gable ends, timber sash windows and boundary features in Foreland and Dennett Road but in its familiarity of uses; the family run butchers, village hall and bank together with the Victorian triangle of school, library and vicarage. The one way traffic system delineates a small central area of compact pre 1950 buildings at the core of a large expanse of later housing estates. Many independent shops provide services from historic modest single story purpose built properties. The variety of goods, colour, seating areas adjacent the cafes and the hustle of traffic (particularly buses) gives the area a bustling, lively feel like a small town, and this activity is particularly concentrated in holiday periods. Grand or landscaped properties are exceptional in this area; although numerous high quality, well maintained properties are notable and which uplift the character of the area. The village centre is particularly distinct from the Haven, with very few views or sounds of the Harbour or Coastal Edge areas.



Figure 8: Kings Road in the Historic Core

7. Historic Core: Introduction

7.1 Although a coastal resort, this area has a strong economy based on the year round provision of various services for both villagers and visitors; including estate agents, bank, solicitors, interior design shops, a fishmongers and convenience store. As a rural service centre, it has retained a well defined focus throughout its history in comparison to coastal resorts such as Sandown, and has continued to expand. The village centre is sited mainly on the higher ground, although the designated area includes the later expansion along Kings Road which winds down to sea level at the Harbours edge, and from where fantastic views across the tree tops to the Haven can be seen. Development here has been more successful in design terms than the infill of the former station, perhaps benefiting from the stronger context and topographical situation. Pevsner notes that *"in Sherbourne Street is a remarkable row of houses, c.1980; contrived irregular effect with the alignment receding in stages from N to S; gables and windows of differing sizes and decorative bargeboards to the porches"*. (Pevsner 2010, 80) Three notably sensitive developments, each perhaps 10 years apart, in Church Place, Sherbourne Street and Kings Court, have enabled the Historic Core area to grow and evolve in a consistent manner to the boundary of the Harbour Area 3 at Station Road.

7.2 In the village centre the character is generally informal with gardens spilling over the pavements in Sherbourne Street, the lower High Street and the cottages along



Figure 9: Extract from unpublished OS (1793)

Kings Road. Café seating also spreads onto the footway in the summer. Faded road markings govern parking in Foreland Road and the High Street and combined with numerous street trees, dwarf walls boundaries and narrow or no footways, there is an important blurring of the division of between public and private space.

7.3 The plan form of the Historic Core is not dense, and Bembridge is not "urban" in character, but this more compact, relatively urban grain contrasts with the dispersed nature of many 20th Century expansions along Foreland Road and Lane End. Throughout this character area, occupation has never been deep; on the west side of the High Street rural fields, historic field patterns and tracks survive immediately beyond the garden boundaries and this forms a key green edge to the settlement and the boundary of the Conservation Area. Since many houses and gardens were only carved out of former fields some time after the 1880's, these boundaries often reflect earlier field boundaries e.g. the line of the footpath between Foreland Road and Manna Road which terminates Dennett's Road where it crosses. This is also the boundary of the Historic Core Character Area and designated conservation area at Dennett's Road.

8. Historic Development

8.1 Census returns show a concentration of gardeners, dressmakers, coachmen and other occupations which represent just some of the many services located throughout the

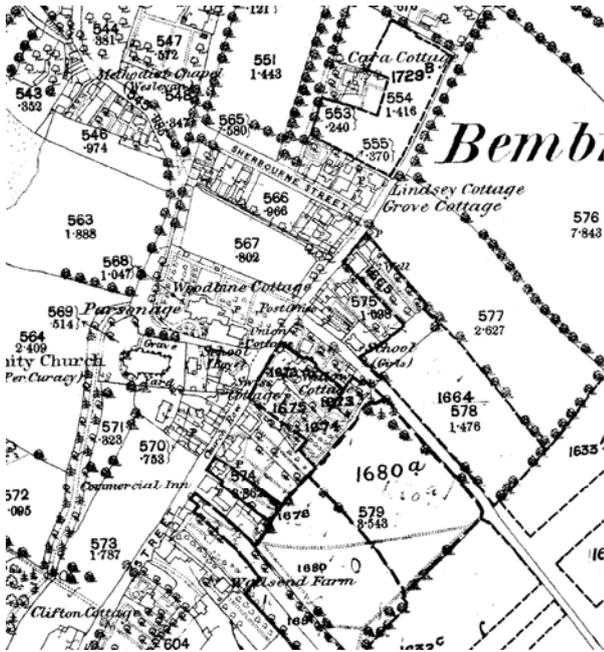


Figure 10: Extract from the 1862 Ordnance Survey

village for the benefit of the affluent visitors. However some of the buildings and the settlement pattern pre-dates the affluent tourist period and relates to the 18th century when farmers began taking up cottages with some acreage on which to farm and earn a living. This is evidenced by historic photographs of the lower High Street showing numerous stone properties dating from perhaps the 18th century including Waterloo Cottage and the Old Village Inn (previously the Commercial Inn and established in 1787). These are also depicted on the 1862 OS above.

8.2 Pre-reclamation, Station Road was a focus of activity as the old quay side with its two inns, commercial properties and coastguard cottages, as shown on the 1862 OS. Together with St Helens and Seaview, Bembridge was involved in provisioning the naval ships, most probably from this quayside. Although the harbour was not home to a large fishing fleet, the various activities including acting as a transport hub did provide a small and out of season economy. Early Victorian growth can be seen throughout the establishment of polite houses, mostly in the Georgian stucco style such as Laburnum on Station Road, Folly Hill and Elm Cottage on Kings Road, Woodbine and Lindsey Cottage in the High Street, and Fuchsia Cottage and Grove House on Sherbourne Street. Together these buildings



Figure 11: The old quay side with the Pilot Boat and Commercial Inn on the water's edge. Note the three storey flint property adjacent Sothcotts stores. (copyright BHT)

attest to the popularity and economic stability of Bembridge at this time.

8.3 Between 1850 and 1900, the local school was provided from a stone yeomans property on the High Street a few doors down from the Old Village Inn and known as Dame Attrill's cottage (this building is reputed to have been one of the village's oldest buildings, probably dating to the early 18th century). The new school, rebuilt church and replacement vicarage were Victorian projects, and their clustering at the centre of the village is a notable feature. The school was built in 1833, possibly by T. E. Owen of Portsmouth (Pevsner 2010, 79).

8.4 Building of the church began in 1827, prior to which time the villagers had to travel to Brading for ceremonies. The Church (like several others on the Island) is attributed to Nash but had to be almost entirely rebuilt by 1846 following serious structural issues. The first Vicar Canon Le Mesurier, formerly the Governor of Alderney, lived at North Wells prior to the construction of the Vicarage in 1857. The existing vicarage is a grade II listed building and is a visually impressive property in the early English style, of a status more suited to the Canon's social standing.

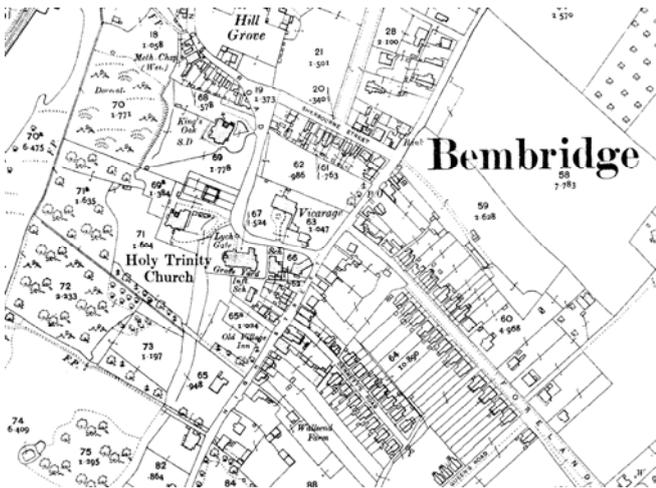


Figure 12: 1908 OS showing the creation of Dennett Road and its short garden plots on the north side

8.5 Extensive building in the late 19th century followed the coming of the railways in a period of real popularity for Bembridge. Dennett Road was cut through about 1900, parallel to Foreland Street (and the older historic yeoman's cottages fronting the High Street now made way for the new Victorian developments). In both cases the west side plots were favoured first, but all plots on both roads were filled by the 1920s, with the later properties on the east side of Foreland Road moving away from the small semi detached pattern and becoming more distinct in appearance e.g. Inver House, Glencoe and those off North Close Road.

8.6 From 1910 onwards, owing to the continued popularity of the village, expansions commenced in earnest with much linear development along the existing road network between Foreland Road and Swains Lane sprawling around the south of the village by the 1946 Ordnance Survey Maps. A later phase of expansion in the 1960s and 1970s encircled the Historic Core further.

8.7 Church Rooms were built in the 1920's in the High Street and these are still in use today, benefiting from sensitive remodelling. The small green, formerly the site of a house (Swiss Cottage) was purchased and presented to the village by Sir John and Lady Thornycroft. The War Memorial was erected to a design by Sir Percy Stone and commemorated in 1920.

8.8 Since the 1980's the Victorian school building has housed the local lending Library. In response to community interest as well as



Figure 13: An example of Edwardian expansion in the village centre - The White House

the current further period of popularity for Bembridge as a tourist destination, the Heritage Centre opened on the site in the 1990s.

8.9 Many buildings in the Historic Core are purpose built commercial units which have consistently been occupied by local businesses, some with long histories of trading in Bembridge. More substantial properties such as the old bakers (est 1871) at the corner of Ducie Ave and Sherbourne Street combined both an extensive shop floor with spacious living accommodations above. Small single storey units were provided at the top of Foreland Road, and Victorian redevelopment at the junction of Dennett Road provided slightly enlarged shop areas combined with living accommodation. On the whole the commercial units are (and continue to be) of a scale suitable to their uses, the compact nature of the village core and the hierarchy of Island towns. As such there is popular convenience in finding for instance the barbers, flower shop, and fish and chip shop all in close proximity, and few overbearing or urbanising commercial elements to detract from the village character. It is only on Station Road that the commercial offer has contracted and former shopfronts remain just visible in the fabric. Following the reclamation and building of the Rail Station in 1882, the amount of activity and travellers coming into the harbour supported a handful of accommodation providers including the more exclusive Old Bembridge Hotel and the magnificent Spithead Hotel completed in 1880. The latter was a speculative venture typical of a 19th



Figure 14: Keystones, strong gables, the use of red brick, denticulated string courses, brick pillars and boundary walls, and margin glazed timber windows are all typical features of these period buildings in Foreland Road

century resort in that it would have provided the best coastal views and the most desirable and prestigious hotel. The large three and four storey Sothcotts Stores (an emporium which was established elsewhere in Bembridge in 1813 but which moved to Station Road around 1900) probably dominated Station Road in its heyday, but as the Hotel trade declined no doubt the stores did also. Station Road also held a slaughterhouse although the majority of properties (excluding the Dentists) are residential at the present time.

8.10 Residential properties are mostly smaller scale unlike the Coastal Edge area, although there are few two up-two down artisan cottages as at Seymour Place, Kings Road. There seems to be a balanced mix of residential and commercial units around the High Street until the turn of the 20th century when more expansive, adorned properties such as The White House and Westhill (locally listed) are exceptions which marked the commencement of the Edwardian expansion that so transformed the landscape outside of the conservation area.

8.11 Map regression (see previous page) shows that two rows of brick semi's, Foreland and Dennett roads were built out at the turn of the century (in particular the south side of Foreland Road). Because Foreland Road was already in existence and a main access into the village, some have a third storey in the attic and all the plots are much longer to



Figure 15: Polite stucco architecture in pastel colours in the High Street

the detriment of those Dennett Road properties which share a back garden boundary some 7 or so metres beyond their rear wall. Foreland Road was later lined with trees to become a broad avenue and remains the key route into Bembridge. The relatively exuberant brick detailing of Dennett Road properties are the important public face of these buildings which perhaps belies their more humble nature, more akin to an early terrace.

8.12 The provision of public buildings in Bembridge was evidently driven by a strong local community which had in the past established the Sailing Club and Ladies Bathing Club and a local school referred to as Molly Attrills. By the time of the 1880's OS, the village has two schools, one for girls on Foreland Road and one for boys adjacent the Church. The Church Rooms and a separate Council Chamber were constructed in the early 1900's on the High Street. The Council chamber houses public conveniences on the ground floor.

9. Building Qualities, Materials and Local Details

9.1 Some notable individual buildings and local styles are detailed out below, however inevitably there are many more buildings and details which contribute to the character of the conservation area than can be mentioned here.



Figure 16: Many pavements in this area are used for seating creating a vibrant Mediterranean café culture in the summer months.

9.2 Polite, Georgian style stucco buildings (Woodbine Cottage, Rose Cottage and Willow Cottage) give a sense of quality to the High Street and are important to the local character and are nationally Listed. Combined with the politely detailed but comparatively grand pedimented façade of *Pomegranate* and *Lotties*, these attest to the popularity and affluence of this area of Bembridge in the early 19th century. All the stuccoed buildings are painted muted pinks, browns, greens and creams which are particularly uplifting regency-esque colours and it is this painted finish which is most dominant in the High Street (despite the nearby stone Waterloo Cottage and the gothic stone vicarage (NB It is recorded that an earlier vicarage was built of brick and stucco in 1829 but later demolished)). Closer to the old quay, Laburnum on Station Road and properties on Beach Road continue this polite Georgian tradition, although these are not listed buildings.

9.3 The prevalent material for residences in Sherbourne Street, Foreland Road and Dennett Road is brick, and although some have now been painted in pale regency

colours, it is surmised that Foreland Road was locally made red brick (and roofed with plain clay tiles) with soft yellow bricks under slate a more common composition in Sherbourne Street and Dennett Road. These three streets exhibit a much higher level of symmetry and pattern in terms of scale, plan form and consistent building lines and this relates to the way these streets were built out wholesale or in groups of plots, therefore creating a less organic mix of styles than the older sections of the High Street. Sherbourne Street is unadorned except for timber panelled canted bays, in Dennett and Foreland roads builders have employed typical period decorations such as denticulated string courses, pierced terracotta roof tiles and finials. The later development on the east or north of Foreland Road incorporates mock Tudor timber framing and tile hanging round the attic window. Despite visually more dominant buildings in Foreland Road and a particularly striking series of red end gables, there is less historic integrity here due to the frequency of poorly detailed replacement windows and the variety exhibited by short groupings -possibly representing their origins under different builders. The repetition and rhythm in Dennett Road is stronger by comparison, a fact possibly due to the greater intrusion of parked cars in Foreland Road. Boundary walls are typically refined structures in the historic core—dwarf walls with decorative wrought iron railings are particularly important to the public realm in Foreland Road as is the timber palisade fencing in Sherbourne Street through which flowering plants can be seen.

9.4 The Old Quay exhibits a variety of materials. Most notably the three storey flint property on Station Road is an anomaly locally but strikingly similar to a property on Brading quay (due to later reclamation of the Haven, the line of the old quay in Brading is now the High Street). Station Road has a tight knit pattern of thin burgage plots, a reflection of the historic use and activity of the old quay. Later artisan cottages in a terrace which slopes uphill to the rear of the former slaughterhouse are also noteworthy due to the rarity of this type of housing in Bembridge, more commonly associated with East Cowes and Newport with characteristic simple contrasting brick to window and door surrounds. The old quay area is under designated with no listings for this area



Figure 17: A real opportunity to enhance the public realm and better reveal the listed building and local distinctiveness.

despite the quality of residences along Beach Road and Laburnum (which as it is sited on the former quay could be assumed to have been the home of a wealthy merchant). The quality of these early marine villas in this area is recognised in the listing of 19th century Greylands and 18th century Northwells to the east of Beach Road which are both listed grade II, however the earlier stone North Wells cottage (presumably farm as shown on the 1793 OS) is not designated.

10. Public Realm

10.1 Numerous cafes and other traders spill out onto the pavement, which is wider than average in many locations in the Historic Core (consistently in front of *Tricia's*, through to the Fishmongers, across to the *Co-op* and outside *Lloyds* up to the area laid to grass opposite Foreland Road). For the most part the surface is tarmac although outside *Lotties*, it is a brushed aggregate which although suitably of a sea-side character has proved difficult to repair like for like, resulting in highly visible discoloured sections.

10.2 Outside the Chamber, a wide area of pavement at the junction of Sherbourne Street and High Street, a K1 Telephone Booth is sited. The K1 was installed by the United Kingdom Post Office and to a design by Giles Gilbert Scott in 1921. Also occupying this broad pavement is an unfortunate grouping of a hexagonal planter surrounded by wooden benches, numerous signs, litter bins and bollards.

10.3 It is notable that there are several

examples of discreet Highways signage in the historic core, e.g. the “no waiting” sign affixed to the wall of *Pomegranate* and the small blue directional sign for the *Warners Hotel*. This sensitive approach to signage, particularly at road junctions is very important in retaining the feel of a small, relaxed village.

10.4 There are intrusive railings (pedestrian safety barriers) where Sherbourne Street turns the corner into the High Street and these are urbanising and unsightly.

10.5 Numerous telegraph poles and overhead wires concentrated in the village (e.g. Sherbourne Street and Dennett Road) are unsightly and at times cause an obstruction in the footpath. However these poles do have the benefit of acting as lamp columns in the key shopping streets in the historic core, thereby reducing the number of columns. Some street lights are affixed to buildings in the historic core area and this practice benefits the public realm and should be continued.

11. Green Spaces and Biodiversity Value

11.1 There are few designated trees within the village centre although it is noted that old photographs and picture postcards depict a number of trees on the High Street until recent past. Within this character area some street trees and also garden trees are mature oak and this suggests that they are relict from field boundaries and pre date the surrounding houses. In the High Street and village centre, the next phase of planting is classic Victorian with Pines, Cedars and *Macrocarpa* common.

11.2 Off the High Street, the small Green is an important green space central to the village as the site of the war memorial, some established fruit trees, beds for seasonal planting and seating areas. Church Road is a particularly green, shaded area overshadowed by the churchyard trees and those in the grounds of Westhill. As the High Street broadens out after Wallsend Farm and outside the conservation area, it becomes more treed and this greenery forms a key view from the lower High Street.

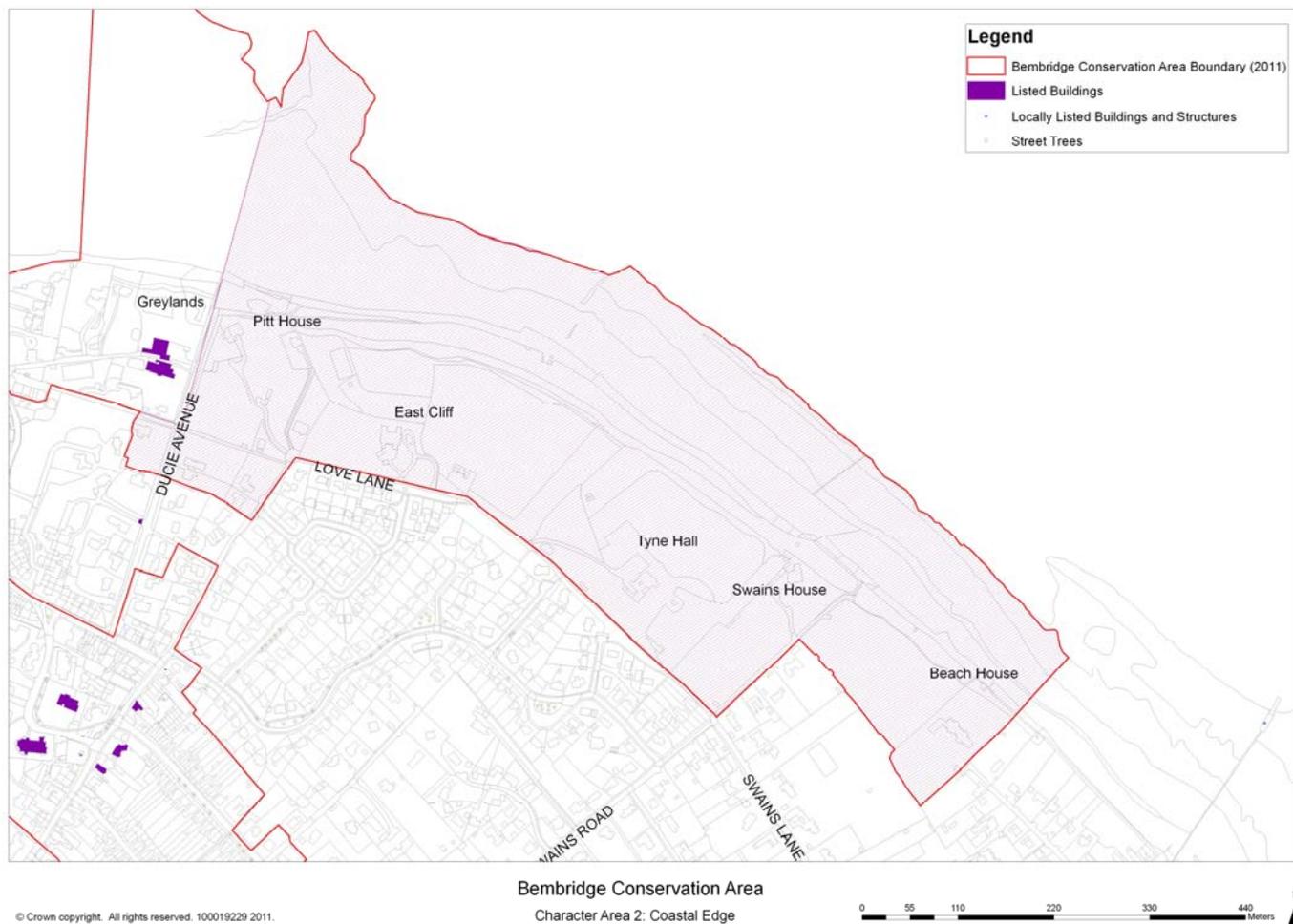
11.3 Foreland Road is a broad avenue that was once tree lined. It appears that recent planting of small street trees has been undertaken which adds to the character significantly (however they can not counteract the visual impact of parked vehicles). Cherry and Rowan are popular as street trees. The lower end of Forelands Road (adjacent The Poplars and outside of the conservation area) benefits from a group TPO.

11.4 Further down the coastal slope, the area becomes greener. Opposite the old quay, and beyond the extent of the reclamation for the railway, a small copse remains which grades into an area known as Knowles Copse and which provides a green backdrop to views from the sea and a rural feel to the properties at the end of Station Road. The silvery leaves of Poplars are particularly noticeable and reflect the colour of the silvery water in the harbour.

12. Key Views and Vistas

12.1 There are scenic views throughout the designated area. Those of particular importance in terms of contributing to the character of the designated area include glimpses of Knowles Copse (designated a SINIC) and which provides a green backdrop to views from the sea.

12.2 Views downhill from Sherbourne Street are particularly scenic and treed. From the sea, the church spire towers above the tree line.



Summary of Special Interest

Peaceful, green and grand, this area has a strong landscape character. The boundaries of this character area are very much reflective of the OS 1st edition and an inherited settlement pattern of large properties laid out in landscaped grounds with magnificent specimen trees, beautiful buildings and designed landscapes that are now the hidden jewels of this area. Notably more wooded in recent times, Love Lane and Ducie Avenue now offer a secluded cool haven of shade for numerous walkers, their dogs and birdlife. Views of the sea are now mostly found from the private residences on the top of the coastal slope. The requirement for privacy has swept fences, evergreen hedges and walls throughout the character area and these well defined, often narrow paths channel long linear views along these ordered, enclosed landscapes. Grounds seem relaxed rather than overly manicured but although sylvan, it is clearly not a natural landscape. Glimpses of occasional grand buildings, long drives, lengths of estate fencing and lodge houses give the impression of quality, fashionable architecture of small estates. The wider area is also dotted with intriguing 1970s and 1980s architecture in a continuation of this pattern but on a much reduced scale.



Figure 19: The Coastal Edge area as seen from the air in 2005.

13. Introduction: The Coastal Edge

13.1 This character area relates to the influence of occupation of the coastal slope by affluent visitors in particular Colonel Moreton. The general character of this area is of select large residences dispersed across the coastal slope, with a strong landscaped character provided by a sweeping drive (Ducie Avenue) and much Victorian planting.

13.2 In laying out Ducie Avenue, planting trees and constructing houses, Colonel Moreton created a designed landscape of some simplicity in contrast to the settlement pattern in the neighbouring Historic Core. He introduced regular polygonal land divisions east of his residence at Hillgrove, his one time residence, to carve out spacious plots for two storey residences, purportedly for his daughters. Surviving examples may include Ducie Cottage, Magnolia House and Balure which are all within the designated area.

13.3 Large properties were home to the upper class and elite from the 1820s. With

the exception of Wynfield, the most substantial plots are hosting grand buildings by the time of the OS 1862 edition. Some such as East Cliff, Tyne Hall and later Wynfield, are also associated with outlying lodges and/or stables.

13.4 There is a high level of enclosure and private space is strongly defined by high, long boundaries. The main defined public spaces are the pathways (including Ducie Avenue and Love Lane) and the beach although in reality much of the beach is privately owned. The later properties of Swains House, Beach House and the modern Garlands are sited within a stones throw of the waters edge and as such are now more visible than their historic counterparts.

13.5 The two routes through this area, the northernmost section of Ducie Avenue and Love Lane forming the southern boundary, are of particular interest. They carry hardly any vehicles and this is crucial to their character. Whereas Love Lane is a narrow track not more than a carts width, Ducie is a



Figure 20: Magnolia House, Ducie Avenue, reputed to be one of numerous properties Col Moreton built for his many daughters.

broad planted avenue. Both appear to be long established routes through this landscape but Love Lane in particular borders an area identified as a potential prehistoric field system.

14. Historic Development

14.1 There is evidence from historic landscape characterisation and boundary analysis for possible pre-historic origins to some of the surviving land divisions in this character area.

14.2 Medieval settlement is recorded at "Swaynes" although the current position of Swains House is further north than the now vanished earlier farm complex.

14.3 The East Cliff Estate including 52 acres of land and the existing East Cliff House was purchased by Colonel Moreton. He constructed a landing place (The Colonel's Hard) for his yacht. His family later built the Bembridge Hotel and he laid out (and also planted) the broad Ducie Avenue on a NE-SW axis, building a home for each of his seven daughters (Brinton, R. 1994).

14.4 Colonel Moreton established the Garland Club in 1894, a ladies bathing club at the end of Ducie Avenue, consisting of a row of bathing houses and a small refreshments room which were destroyed during the war and have since been replaced. Elsewhere, such facilities were multi-functional health and leisure complexes where subscribers could enjoy drinking coffee, reading and bathing.

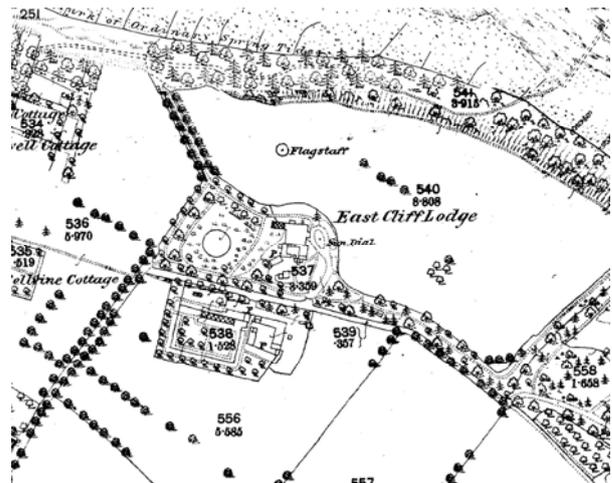


Figure 21: Extract from the 1862 OS showing the landscaped gardens at Eastcliff Lodge.

14.5 Early photographs of groups of ladies and nursemaids walking along the broad gravel Avenue could indicate the Avenue being used as a promenade. If so, it remains a popular source of shade and attractive destination for the numerous walkers, their dogs and birdlife. The modern requirement for privacy has influenced this landscape in allowing high fences, evergreen hedges and modern brick walls to affect the more open character of the area.

14.6 A dozen large properties sit in landscaped grounds facing out to sea. Views of the sea were perhaps more important to the initial settlement of the coastal strip and sea views are now mostly found from the private residences on the top of the coastal slope.

15. Building Qualities, Materials and Local Details

15.1 Some notable individual buildings and local styles are discussed below; however inevitably there are many more buildings and details which contribute to the character of the conservation area than can be mentioned here.



Figure 22: Ducie House, Love Lane



Figure 23: Tyne Hall Lodge

15.2 Enclosed away from Ducie Avenue or Love Lane, Tyne Hall, East Cliff, Beach House and Pitt House do not provide a public face. Buildings provide only interesting glimpses of a roofline or end gable, or views from the sea. There is a range of materials and vernacular from the early English to Edwardian. Most notably, Swains House is two stories in roughcast render in the arts and crafts style with a sweeping plain tile roof and East Cliff House uses Spanish green glazed tiles on the roof with projecting pavilions at each end. These Spanish green tiles are noted elsewhere in Bembridge for instance at the Bembridge Coast Hotel and Lanes End Farm. Within and around this area there are numerous lodges, stables and gatehouses including Tyne Hall Lodge (single storey gatehouse with fine ashlar stone work) and East Cliff (an arts and crafts style 2 storey cottage with pebbledash render, plain tile roof and small leaded lights casement, located on Love Lane outside the designated area) and the former lodge to Pitt House, Yew Tree Lodge (Lady Attrill pers com). More recent additions have adversely affected the integrity of the ancillary and visual relationships between these buildings including the Trelawny Way estate which has surrounded East Cliff Coach House, the addition of Pitt Lodge in the 1970s and the infilling around Beach House. However for the most part, the historic integrity of the landscape setting, distribution of properties and their character as small estates in the vestiges of a prehistoric field system, remain in significant form to contribute to the conservation area.

16. Public Realm

16.1 The public realm is mainly limited to the network of public footpaths which criss-cross this area and are now in the care of the Council, and these are significant as the only access to the area. There is no open space as such in this character area other than the expanse of Ducie Avenue and the coastline. Access to the beach is provided at two points via a coastal path. There is an informal and welcoming rural character to the public realm with a noticeable lack of litter bins, kerbed footways, benches, lighting or standard highway treatments throughout the character area. This impacts very significantly on the character. Neither of the main routes are adopted highways and are non-standard widths with Love Lane remaining the width of a coach and Ducie Avenue a wide gravelled promenade. The coastal woodland with its footpath through to Swains Lane is a separate zone and offers a neutral contribution in terms of the built environment, partly by being a natural rather than man made or designed landscape.



Figure 24: The wild and natural feel to the beach near the Garland Ladies Bathing Club with views across the water to St Helens

17. Green Spaces and Biodiversity Value

17.1 The foreshore within the conservation area is heavily designated for its nature conservation value, with several overlapping designations. The intertidal shore from Ducie Avenue eastwards forms part of the Whitecliff Bay and Bembridge Ledges SPA. The whole of the intertidal shore has been designated as part of the Solent and Southampton Waters Special Protection Area and the Solent and Southampton Waters RAMSAR site. The intertidal shore to the east of Ducie Avenue is, in addition designated as part of the South Wight Maritime Special Area of Conservation. These designations collectively seek to protect the rocky shores and the communities of plants and animals which occur there and also the waterfowl which feed on the intertidal zone.

17.2 The arboreal character of this area is strengthened by mature and specimen trees. Various exotic deciduous trees are additional to the classic Victorian planting of Macrocarpa, Pines and Cedars. The large tranquil gardens within this area have wildlife value. Not only do they provide safe refuges for a whole range of garden birds, hedgehogs, slow-worms and amphibians, but they often retain areas of flower-rich grassland where orchids and other meadow flowers are allowed to prosper. The large gardens often incorporate historic oaks – particularly in property boundaries.

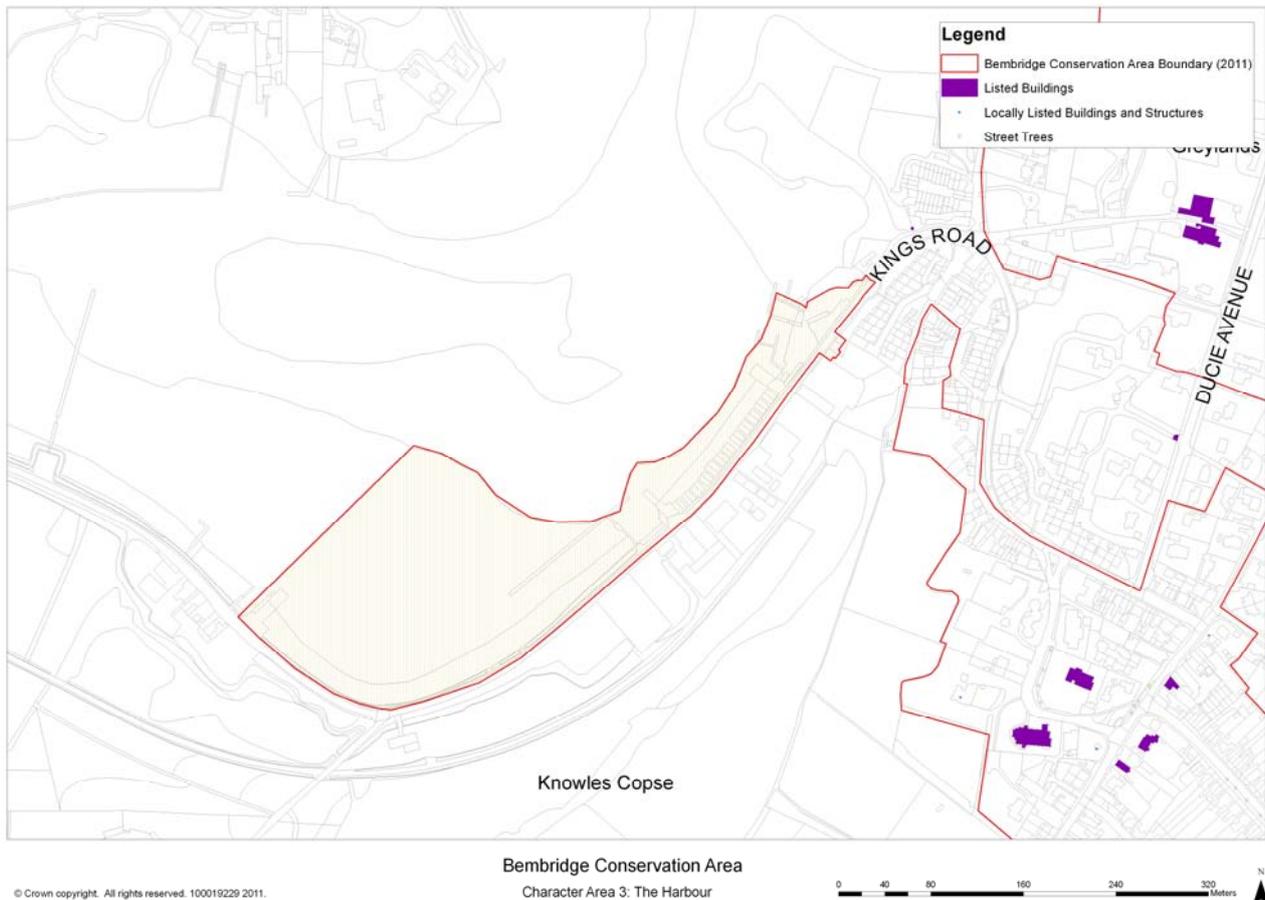


Figure 25: Long distance views down Love Lane are tranquil and uninterrupted by modern street furniture, road markings etc.

18. Key Views and Vistas

18.1 Views of the sea were perhaps more important to the initial settlement of the coastal strip. Sea views are now mostly found from the private residences on the top of the coastal slope, although glimpses of the sea are found looking northeast along the upper end of Ducie Avenue. Views across the Haven to St Helens and back are important since these two settlements were at one time in history particularly closely linked.

18.2 The requirement for privacy has swept fences, evergreen hedges and walls throughout and these mostly restrict visibility although occasional glimpses of decorative, interesting or grand architecture are important.



Summary of Special Interest

The focus of the area remains sailing, since the formation of the Bembridge Sailing Club in 1886 which attracted the affluent classes to Bembridge to build properties in the Historic Core or Coastal Edge. This character area is now a relatively self sufficient enclave; the focus is out to sea rather than inland, and the significance of the Embankment in achieving control over the vast waters of the Haven and creating a man made harbour is lost. The yacht club, boats, boat sheds, availability of skilled craftsmen and sailing accessories combine to create a special, distinct area. The Houseboats reflect this further; a settlement with a strong community and now a tourist attraction in its own right, the community established here in 1906 with the former Bembridge lifeboat the Queen Victoria. The expansiveness of the Haven and artificially raised height of embankment gives an open natural feel, emphasised by reflected light off the shallow water. It is an area of light industry and movement particularly accentuated by the coming and going of vessels and the passing of traffic though to the village centre.

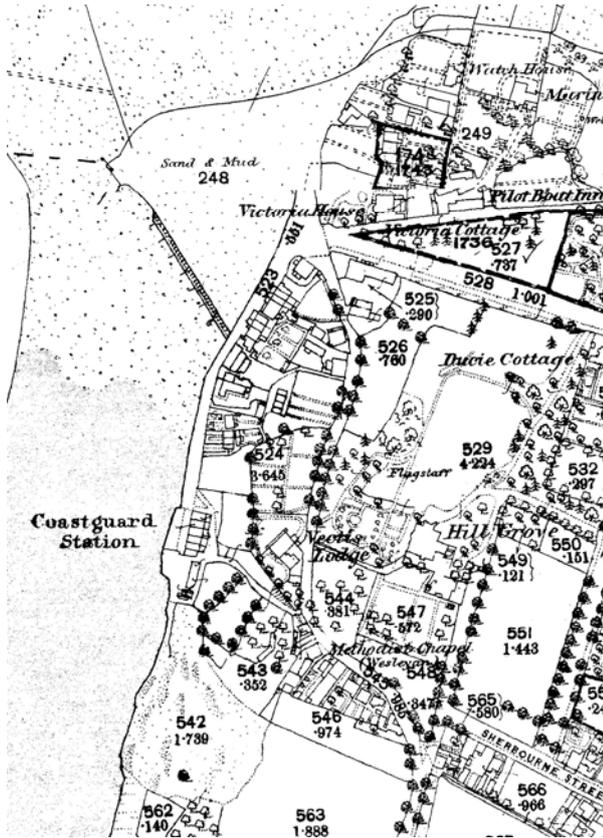


Fig 27: 1862 OS showing the line of the old quay prior to the phases of reclamation in the 1880s

19. Introduction: The Harbour

19.1 The general area is particularly important to the development of Bembridge as the reclamation here brought about the construction of the railway, the pier, the popular Spithead Hotel and Sailing Club, all of which attracted numerous visitors and helped Bembridge to flourish as a select resort. This character area is located within what is now a specialist service centre economy along the water's edge consisting of boat parks, accessories and sailing facilities housed in low industrial units.

19.2 The Embankment Road which now defines the water's edge is a man made structure which has a particular dominance in this area, both constraining and enabling the spread of development along its route. This is the main public route in/out of the area, there is no public slipway and access to the beach is not until the Point. The character area boundary is also linear and tightly drawn to this engineering feature. The buildings within the designated area are for the most

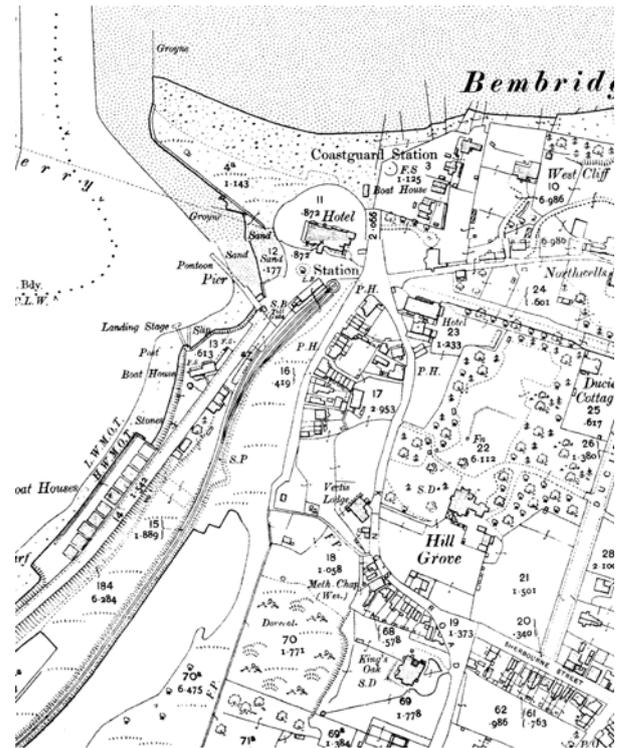


Fig 28: extract from the 1908 OS showing the extent of reclamation west of the Coastguard Station (Station Road) for the new railway and Spithead Hotel. By this date, 10 redwing sheds had been erected.

part in good condition although some of the houseboat superstructures appear in need of repair.

19.3 A busy road into St Helens road now tops the embankment which was the third and most successful attempt to control the vast waters of the Haven. It skirts its way round the edge of Bembridge Harbour/Brading Haven. Between Embankment Road and the disused Brading-Bembridge railway track, private car parking and light industrial units line the road, some of these single storey light weight buildings are set back and numerous boats are stored within the yards. There is some retail in these units but, in line with the industrial character, it is not a particularly public facing area.



Figure 28: Undated postcard image of Bembridge Harbour showing the timber pier (copyright BHT)

19.4 Just outside of the area, adjacent to the Pilot Boat Inn in Station Road are public toilets and at the Tollgate café there is an outside seating area reserved for customer's use. The grade II listed baroque drinking fountain is sited adjacent the former Spithead Hotel site. Within the character area the walls of the boat club lining the east footway are a prominent demarcation of members-only access to the waterfront.

20. Historic Development

20.1 This area only came into being post the reclamation which established the embankment.

20.2 It is noticeable that for a Georgian coastal resort, Bembridge did not develop typically and was not provided with usual features of a promenade, cinema, arcades, kiosks and seafront shelters. It was not until the first quarter of the 20th century that a promenade was built at Lane End (as part of the sea wall) and cafes (one operated from the lifeboat station) and beach huts populated the area. No doubt in the Harbour area the embankment sea wall first operated as an informal promenade, but its use for vehicular traffic came to take precedence. The pier was a stout utilitarian timber landing stage which enabled passenger steamer ships to collect and drop off passengers at the pier rather than being rowed ashore from Colonel's Hard by a longshoreman. The decorative public fountain (a listed building) remains as an example of the type of public art prevalent in coastal resorts. Bembridge doesn't develop as a coastal resort into the late 20th century; these roles are taken by Sandown, Shanklin and others. Rather

Bembridge remains a select resort but as a second home economy.

20.3 Upon the creation of the Sailing Club, the first club house consisted of a functional wooden shed previously used as an engine shed by the Brading Harbour Company during the reclamation. An extension to the west in 1887 saw a rather decorative pre-fabricated timber rectangular building with open first floor verandahs to overlook the sea. The club established the Redwing class in 1896 and Capt Du Boulay lists the first flush of owners of the original Redwings as follows:

Paroquet—G O Fitzgerald and Capt Du Boulay, *Redstart*—F Hardcastle; *Pink 'Un*—G H Harrison; *Redbreast*—Mr and Mrs B. O. Cochrane (Commodore); *Nautilus*—J I Thornycroft; *Red Gaulntlet*—H C Sutton; *Fortuna*—Mr and Mrs JB Dennison; *Bantam*—Dr and Mrs Bostock Hill; *Flamingo*—Lieut Gartside Tipping; *Windthrush*—Lieut Col Moreton; *Peregrine*—Col the Hon G Bertie and Davenport Knight; *Zeila*—Ross F Hime; *Kitten*—Mr and Mrs Pennington Legh; *Circus Girl*—Captain Wade and Captain Lee (E Du Boulay p.251, 1911). Four purpose built sheds to house the Redwing boats first appear on the 1897 OS. 14 were constructed in total. This unique design class has been long lived and although now manufactured in fibre glass, the Redwings are still enjoyed by club members today and their sheds remain.

20.4 The unfortunate closure of the Railway Line in 1953 meant many changes to Bembridge, one of which was the release of former railway land. The site of the Station buildings was developed as the Harbour Strands. Tolls were levied across Embankment Road at the Bembridge end until about 1960. Tollgate Café today marks the approximate location of the tollgate, but it is reputed to have once been the waiting room of the former Portsmouth steamer service.

20.5 Bembridge Harbour has provided moorings to house boats since 1902 when the second Bembridge Lifeboat, the Queen Victoria, was the first to establish a liveaboard mooring in the harbour. The Houseboat community grew until it reached its maximum of 25 boats in 2010. Only Boatsheds are marked edging the road on



Figure 29: Bembridge's unique houseboat community

the OS map, but over recent years some of the reclaimed land has become occupied (in one instance with fenced boat storage compounds).

20.6 At the water's edge, the local industry has heavily influenced the particular built form - sailing is linked to most of the uses. And the storage and movement of boats has shaped much of the development along Embankment Road. On the west side, those in the Club lands are either behind walls and locked gates or within the Redwing sheds. Club cars are also parked on the vacant ground on the eastern boundary of the Conservation Area, with Houseboat parking further south. There are open areas of boat storage in front of the mechanics sheds and a caged compound opposite the houseboats. The level of integrity of the Redwing Sheds, associated Quay and their continued use by the Sailing Club and the popularity, interesting appearance and historic interest of the Houseboats are positive elements.

21. Building Qualities, Materials and Local Details

21.1 Some notable individual buildings and local styles are detailed out below, however inevitably there are many more buildings and details which contribute to the character of the conservation area than can be mentioned here.

21.2 The row of single storey Redwing sheds is a strong feature - in particular it is the pattern and rhythm found in the consistency of materials, their integrity and plan form. They are particularly unique to



Figure 30: The Redwing sheds, crane and quay with the boat club in the background – this grouping is an important maritime facility

Bembridge and to this class design of boat which was invented at Bembridge. Despite the public face of the buildings being the back and the activity within hidden from public view, the distinctive skyline provided by the gabled shed roofs and the mass of green corrugated walling are important contributions to the local area.

21.3 By contrast, small scale historic buildings hidden away down Station Road do not provide as visually dominant element in the Conservation Area, their contribution is weakened by the 1970's Harbour Strand development which has blocked the view of these vernacular, characterful buildings. The Victorian shopfront of Seymour Place and the linked terrace of 2-up-2-down hold a great deal of historic integrity and visual interest, although the layout and scale of recent development on the site of the Marine Hotel has confused the settlement pattern, and does not positively contribute to the conservation area.

21.4 The Boat House and Old Bembridge House both make strong contributions to the area and, despite the erosion of their context, hint at the turn of the century Bembridge which was a popular seasonal retreat for affluent classes. Both have adapted to new uses with the Club expanding in recent years and the use of Old Bembridge as apartments.

21.5 The majority of the buildings edging the character area in the west are modern, single storey and industrial in nature. The visually intrusive Spithead Development is dominant in its prominent position at the Point



Figure 31: The familiar grouping of the green metal boat houses on Redwing Quay

and due to its scale and lack of quality detailing, makes an adverse contribution to the setting of the Conservation Area.

21.6 Bembridge Harbour has provided moorings to house boats since 1902 when the former Bembridge Lifeboat, the Queen Victoria, was the first to moor there. There are now 25 houseboats and these are a quirky, colourful and surprising element which contributes strongly to the Conservation Area. The open space between the houseboats allows views across the harbour and this is important. The oblique view of the boats moored stern end into the Embankment is interesting although some boats are less in keeping with the marine theme than others by the lack of particular detailing.

21.7 The Houseboats are a variety of structures, mostly a floating platform such as a WWII ammunition barge with a superstructure affixed on top, but there are a few vessels namely the fishing trawler *Scorpio*, MTB 24 and a coastal lighter.

21.8 The Redwing sheds are municipal green painted corrugated tin sheds. There are only a small number of variations in window design and the majority appear to be particularly well preserved. The sheds are not designated and should be put forward for the Local List in the first instance.

21.9 Although the first club house consisted of a functional wooden shed previously used as an engine shed by the Brading Harbour Company during the reclamation, the later western section of the Boat club is particularly intricate for this area.



Fig 32: The club boat moorings at Bembridge which remain popular with visitors and locals alike.

A pre-fabricated timber hut was bought off plan from the manufacturers, Boulton and Paul of Norwich (E du Boulay, 1911).

21.10 For the most part the built environment is plain and simply functional, particularly the industrial sheds edging the area, many of which have a temporary feel. The single red brick building on the Embankment appears as a dull red local brick and has survived from the time of the Railway. This building is derelict and simple in form.

22. Public Realm

22.1 There is little truly public realm in this area which has very limited public space. Typically for a rural area there are no surviving limestone kerbs or historic pavement surfaces. The gravel roads are probably a continuation of a historic treatment and these are appropriate to the local palette. The tarmac highway outside the Pilot Boat Inn is particularly in poor condition as are the public toilets on the boundary, which suffer from poor design and an intrusion of weeds and ivy. The parking arrangements in this area appear ad hoc and over subscribed but their informal appearance should be retained. An audit of the public realm would be beneficial in order that a full assessment of the various needs be drawn up in consultation with the Parish Council.



Figure 33: The view of the harbour area from the water, note the visibility of the church spire and the green backdrop to the light industry. The rhythm of the green gabled sheds and white doors is particularly prominent.

23. Green Spaces and Biodiversity Value

23.1 There are no formal green parks in this character area; however it has a rich and characterful landscape setting. Direct access to the sand dunes and the water's edge at the Point are invaluable links to the natural world. There are numerous individual trees edging this character area which are worth mentioning, further to those important woodland groupings as detailed above and below. These include the tall Pine in the garden of Shorelands, the Eucalyptus stand at the rear of Harbour Strand, and the conifer adjacent the Pilot Boat pub (TPO).

23.2 Bembridge Harbour is heavily designated for its nature conservation value. It forms a component of the Barding Marshes to St Helen's Ledges SSSI. The intertidal shore has been designated as part of the Solent and Southampton Waters Ramsar

site. These designations collectively seek to protect the intertidal sediments and waterfowl which feed on the intertidal zone.

23.3 The adjoining sand dunes at Bembridge Point are a valued site for their specialised flora and fauna.

24. Key Views and Vistas

24.1 Views to and from the Sea are all important. From the Sea and also within the Area (e.g. from the Embankment) the views inland are across the NW facing coastal slope as it climbs off the alluvium of estuary deposits. The majority of views (including those up Kings Road and across the haven to St Helens) are of green, wooded landscapes and this is particularly significant contributing factor to the sylvan and coastal feel of the Conservation Area. The large treed area south east of Embankment Road includes Knowles Copse, a woodland with probable ancient origins.

CONDITION ANALYSIS

25. Pressures, Problems and the Capacity for Change

P.1 In general the Historic Core is well maintained and appears to have achieved the difficult balance of a local economy which supports both year round employment and a high number of seasonal visitors. Retaining this balance is significant in sustaining and enhancing the character of the conservation area and this needs to be monitored. Fundamental to this year round success is the variety, type and quality of services provided from a small core area which include for instance the Library, Parish Council office and Heritage Centre and which actively provide for the cultural and communal well being. This is a continuation of the Victorian model which saw Bembridge provided with a church, vicarage and school at the heart of the settlement. It also continues its early tradition of being a select rather than popular resort. For the most part, the commercial properties have remained in commercial use, there being fewer residential conversions and loss of important shopfronts than at Seaview for instance. The former bakers/museum has only recently been converted to fully residential use and so pressure may already exist to seek higher returns through conversion to residential. This situation needs to be monitored. Many small food shops including the traditional butchers, café's, delicatessen and fishmongers are graduating towards specialisms in local produce, and an additional attraction which benefits equably the visitors and the residents are the small niche market establishments selling selected fashionable household items. Outside of the historic core, the specialist services of the various marine related industries are particularly important and serve the boating community island wide.

P2. At the time of writing, refined and sensitive signage is a real positive element to the conservation area character as at *R M Associates* (a historic shopfront), the *Bembridge Flower Shop* but also *Lloyd's Bank* which although a multi-national, has been respectful to local distinctiveness by using a timber post from which to hang a traditional projecting sign. The individual character of shop signage in the historic core

reflects the village feel and the niche products that are an important part of the economic identity. There is an evident pressure with High Street chains to utilise corporate standards which introduces urbanising illuminated plastic signage and detracts from the village atmosphere.

P3. Parking and traffic in Bembridge are particular pressures; the historic core is periodically very busy and comes to a stand still, whilst in the Harbour area the Embankment Road is noisy, fast and in poor condition. There is no formal public parking for access to the beach and within the one way road network of the village centre, access can be difficult as roads become clogged with on road parking. The Bembridge Village Design statement put forward suggestions to re-examine the one way system and to establish a car park within the village. If these traffic management issues are addressed this will be a real force for change.

P4. The Bembridge Village Design statement put forward the community's desire to improve street lighting and the provision of paths and cycleways on Dennett Road (Mitten Road also), and for pedestrianisation of the main shopping area and to widen Kings Road in order to provide a footpath to south side. Despite much of the public realm (paving, road surfacing, bollards etc) needing investment, a real positive to the village centre is that urbanising traffic management, signage or pedestrian safety measures are almost non existent. Furthermore traffic speeds appear low. This may be influenced by its special character; the way in which shops and cafes spill out into the street to provide a relaxed and cosmopolitan atmosphere so that the movement of people rather than cars is given focus. The locally distinctive tree lined Ducie Avenue has a relaxed feel and the informality of the gravel surfaces in the Coastal Edge area are particularly important to its character and should be retained.

P5 Off road parking is harmful to the character of the conservation area in residential streets, notably Dennett Road and Foreland Road, where boundary features, green spaces, street trees and traditional detail can be lost and replaced with characterless areas of hardstanding in

inappropriate colours and materials such as red concrete paviers. Parking is also a problem in the coastal area e.g. along Ducie Avenue where it detracts from the historic landscape character.

P6. Trees are very important to Bembridge conservation area. Historically Ducie Avenue was laid out as a tree lined avenue and as a promenade, it would have provided opportunity to see the magnificent specimen trees, buildings and designed landscapes that are the jewels of the Coastal Edge area. The few green trees within the village centre are important to the relaxed village feel and should remain well maintained. Bembridge is unusual in the Mimosa (*Acacia dealbata*) has been widely planted as a street tree and this, together with numerous mature oaks and specimen exotics, gives a special, and widely appreciated, character to Bembridge. Street trees are particularly under pressure from the requirement to improve vehicular access and ongoing maintenance.

P7. The present strong sense of enclosure and lack of visibility is due to the pervasiveness of closeboarded fencing and self seeded tree growth in recent years. A further intrusion is the amount of backland development and infilling which has degraded the regularity of the previous boundary divisions and diluted the strong landscaped character. The domestic accoutrements of sub divided properties also impact on the character, landscape and quality of the built environment and individual signs for parking (as at Beach Lane), boundary fences cutting across landscaped grounds, numerous bins and sheds can litter the frontage and the differential treatment of windows (e.g. Old Bembridge House) or external walls adversely affects both the building's character and visual qualities of the area.

P8. The character of the harbour area is particularly sensitive to the management and ownership of the Harbour and adjacent land. The Harbour is surrounded by derelict buildings, tired looking public toilets, and several areas of wasteground and marsh. Bembridge Harbour is silting up and this is causing a problem for berthing and access to boats and moorings. A recent report (Attrill for BHT 2009) suggested an approximate rate of 3 feet over 30 years. Both the Highways road surface and the Environment

Agency's flood defence are in poor condition. Along the southern edge of Embankment Road some of the small temporary and industrial buildings are low value and exhibit signs of a lack of investment and under use of sites. Because of the need to provide security, the high walls of the sailing club provide little in the way of active frontage to the road and there is little visibility of and access to the shore from the public highway and access to the beach is not waymarked. The slipways and car parks are privately owned. Sensitive improvements need to be drawn up between the varied interests which consider the potential benefits and improvements which can be achieved across the whole area for the benefits of visitors and locals alike.

P9. The Houseboat community is 25 strong and boats remain popular places to live and visit (Xoron is run as a B&B). It is a particular environment which has unique challenges and pressures. Currently the Houseboats are not connected to mains sewers and unfortunately historic agreements mean that untreated waste is dispersed into the harbour, a SSSI. The design of the houseboats is a sensitive issue. Although replacement houseboats may add interest to the river scene, to add or build larger structures than existing could threaten the visual amenity and character and impact adversely upon the environmental sensitivities of the area. Those two storey floating marine vessels with a quirky, colourful character are a strength, but the significance of the grouping is weakened by inappropriate materials such as PVC cladding, insensitive design and where the highway verge is populated with sheds and fences. Some sub structures appear to be permanently fixed to the sea bed and there may be a need to address the legality of these and on shore structures.

P10. Inevitably, given the coastal nature of the Coastal Edge and Harbour Areas there are numerous environmental pressures from climate change including erosion and flooding particularly in the Eastern Yar Valley (Bembridge through to Sandown). The Embankment is eroding in many places. It is a historic Victorian reclamation structure which now also acts as a busy main road (unmonitored but designated a 30mph zone). The Shoreline Management Plan (SMP2) has

the stated aim to 'hold the line' for the next one hundred years along Embankment Road. If this were to be implemented in full, it would require raising and possibly realigning of the road, as a sea defence structure to counteract predicted sea level rise. The intention would be to extend the coastal defence at the eastern end of Embankment Road in order to protect the properties around Beach Road. The Coastal Edge area is within a proposed policy of 'No Active Intervention' in the SMP2, i.e. no public funding for coastal defences. However, this will not preclude private individuals/landowners maintaining their existing private defences, for example, replacing groynes. SMP2 has been signed up to jointly by IWC and Environment Agency.

P11. Two large sites within the historic core which are currently neutral in terms of their impact on the conservation area are the car sales garage and the BT premises opposite. Landscaping to the car sales forecourt provides a good screening effect to reduce visual impact, signage is more sensitive than other examples elsewhere and the land falls away so that the eye is drawn to Kings Road and the Harbour. The BT exchange is also sited in a position which reduces its impact, and it is buffered by an unusually large and decorative building, The White House, which dominates the corner plot when seen from lower in Kings Road. If they were to become vacant, it would be necessary to develop these sites particularly sensitively in order to secure a positive enhancement to the conservation area.

26. Potential for Enhancements

E1. A key opportunity for improvements will be the Council's Highways PFI project involving renewal and like for like replacement across the Island from 2013 and to include road surfacing, street furniture, road signs and lighting. This is an opportunity to safeguard the local distinctiveness through improving the poor aesthetics of the public realm, in particular the cluttered streetscape and mismatched surface finishes in the historic core. Poorly sighted, mismatched or decrepit signs, bins, road markings and bollards should be removed. The provision of additional

permanent footways, signage, columns and road markings will be resisted, particularly in the Coastal Edge area where gravel is more appropriate to the local palette and dark skies and informal pathways have been historically the norm. The Council will continue to support the restriction of signage, road markings and traffic management in order to sustain the valued village character and to retain low speeds experienced at present. The general approach to all highways works throughout the conservation area will follow the less-is-more principle and as with any village centre, an audit of the public realm should be undertaken to inform decision making. This should be sufficiently broad in scope and specific enough to examine the potential to remove the pedestrian safety barrier at the corner of Sherbourne and High Street. Detailed guidance is contained in the Council's Guidance for Works on Highways and the Public Realm document. Existing limestone kerbs and historic surface finishes will be retained and carefully repaired. Where cost savings permit, natural or traditional materials will be sought, stretches of historic material re-laid and specific local designs replicated in order to sustain important local character.

E2. Outside of the PFI project, the Council will work in partnership to secure sensitive public realm enhancement schemes in the conservation area. We will work with the Parish Council to identify a public realm improvement project which will sustain the historic interest and local distinctiveness of the Conservation Area, in particular to secure the resurfacing of the wide pavements with quality natural materials and the provision of areas for outside seating.

E3. Within the designated conservation area boundaries, the Council will apply stricter policies and tighter controls on all types of development, paying particular attention to the need to sustain and enhance the character of the conservation area in line with PPS5 and to consider its setting and its seascape (Policy DM13)

E4. The LPA will support all efforts to remove and replace over bearing or non traditional signage and support traditional shopfronts and hand painted signage in the historic core.

E5. Under Planning Policy Statement 5, the

LPA will consider the harm to the conservation area caused by proposals which involve the loss of a commercial unit not only in terms of its significance in the street scene but also associated public disbenefits. In particular the conversion of the village's traditional shops to residential dwellings will be resisted where this will involve the loss of a service which is of significance to the economy, traditions or land use pattern of the conservation area (Policy DM10).

E6. Where appropriate the LPA will work with owners and the Parish Council to improve the local environment and take action to address disamenity (including improving the appearance of the public toilets), unlawful development, inappropriate land uses and to secure investment in and sensitive management of vacant land or buildings in the Harbour area.

E7. In line with English Heritage guidance on sustaining and enhancing the character of a conservation area, where Bembridge is at risk of detrimental impacts from small changes, residential dwellings will be subjected to an Article 4 direction to remove certain permitted development rights. Large properties may therefore require permission for subdivision. Article 4 directions may also cover smaller details on selected residential dwellings such as window designs and the retention of appropriate period detail in chimneys, roof lines, boundaries and doors.

E8. Where new designs are proposed in the conservation area or its setting, the LPA will seek to encourage ingenuity and quality in design, appropriate to its particular historic context. The need to sustain various characteristics such as the historic plan form, views, traditional palette of materials and relationships between buildings will be key considerations in determining applications within the designated area. Proposals which lack quality materials or applications which are poorly detailed will not be accepted. Key information on the external finishes, profiles and fenestration detailing will be sought as part of the application in order that the effect of a proposal on the character of the conservation area can be determined.

E9. The following buildings will be nominated to the Review Panel for consideration for the Island's Local List

- Redwing Sheds, Embankment Road
- Laburnum, Station Road
- The White House, Sherbourne Street
- Shopfront at R.M Associates
- Gardens at Tyne Hall
- Gardens at Pitt House

E10. The Council will monitor applications which affect amenity value of trees (measuring over 750mm radius at 1.5m above ground level) in the designated area. It will continue to promote good tree management to ensure that Bembridge's street trees are retained and the special arboreal characters of the three areas are sustained.

E11. IWC will continue to work with relevant bodies and organisations on the environmental issues regarding the Harbour and the coastal defences in line with the Council's commitment to the SMP2

E12. To ensure sensitive management of the houseboats and enhancement of their character, the Council will look to publish a Houseboat Planning Advice Leaflet, in consultation with Natural England, Bembridge Harbour Trust, Bembridge Parish Council, Houseboat Owners, Bembridge Harbour Liaison Group, Bembridge Harbour Users Group and the Harbour Company.

GENERAL GUIDANCE

In recognition of the fact that the historic environment makes a very real contribution to our quality of life and the quality of our places, the **Government Statement on the Historic Environment for England**, (DCMS, 2010) established this vision :

That the value of the historic environment is recognised by all who have the power to shape it; that Government gives it proper recognition and that it is managed intelligently and in a way that fully realises its contribution to the economic, social and cultural life of the nation. The historic environment should be seen as a vital contributor to improving the quality of place, and quality of life, for all. By supplying a focus for civic activity and offering opportunities for learning and recreation the historic environment can also be the foundation for more engaged and active communities. At its most basic, in providing distinctive local features and a tangible link to the past, the historic environment is often central to local identity in both urban and rural areas. Conserving the historic environment resource for future generations also accords with the principles of sustainable development.

These wider objectives for the historic environment are reflected in **Planning Policy Statement 1: Delivering Sustainable Development**, (ODPM 2005) which says that, ... *planning should facilitate and promote sustainable and inclusive patterns of urban and rural development by [amongst other things] protecting and enhancing the natural and historic environment, the quality and character of countryside, and existing communities.* The Council appreciate that our historic built environment is an essential element in creating distinctive, enjoyable and successful places in which to live and work. Our **Eco Island** vision and **Local Development Framework Core Strategy** recognizes that our natural and built environment attracts investment and tourism, provides a focus for successful regeneration and is highly valued by Island communities.

Managing Change

It is acknowledged that change is inevitable. While it is right to provide protection and support for our past, this must be managed intelligently, with an appropriate balance of

priorities and an understanding of what could be gained or lost. *“In shaping places, Government at all levels must give priority to creating high quality environments for those who use them, developing and implementing policies which seek to retain local distinctiveness and give due weight to the obligation to protect, enhance and promote the historic environment.”* (The Government Statement on the Historic Environment for England, (DCMS, 2010))

Recent revisions to national planning policy guidance are informed by the known public benefits provided by the historic environment. **Planning Policy Statement 5** (Planning for the Historic Environment, CLG, 2010) was introduced in March 2010 to replace PPG15 and PPG16. The PPS does not change existing legal framework for the designation of scheduled monuments, listed buildings, conservation areas etc and existing law sets out the basis on which the various consents or licences may be required.

The new PPS employs the term heritage asset in relation to conservation areas, listed buildings, locally listed features, historic landscapes, all sites on the Historic Environment Record (HER) including old buildings and archaeology, whether designated or not. PPS5 states that *“once lost, heritage assets cannot be replaced and their loss has a cultural, environmental, economic and social impact. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.”*

This approach governs how change is managed in a Conservation Area. Large scale change requires “clear and convincing justification” (HE9) for loss of significance affecting any designated asset, particularly with regards proposals incorporating substantial harm to a building or feature of significance within a Conservation Area. This justification needs to consider the various public benefits as outlined above and include marketing and other reasonable endeavours to secure the continued conservation of a heritage asset. PPS5 Policy HE7 defines the process of place-shaping as one where the desirability of enhancing or better revealing the significance of the conservation area is a key consideration, including, where appropriate, through sensitive development

of elements which do not contribute to the significance of the designated area. In these circumstances, LPA's are encouraged to support design which is appropriate for its context and which makes a positive contribution to the appearance, character, quality and local distinctiveness of the historic environment and makes a positive contribution to economic vitality and sustainable communities. This additional level of consideration allows members and officers of the Council to insist upon the best possible standards of design for new developments within a conservation area or affecting its setting. Small scale changes are considered in Policy HE4 which specifically requires local authorities to consider whether the exercise of permitted development rights would undermine the aims for the historic environment, thereby supporting the use of Article 4 Directions in conservation areas.

For all proposals in a conservation area or affecting its setting, Policy HE6 now requires that an authority only validate applications which provide sufficient information regarding a) the significance of any heritage asset and b) the proposed impact to it/them. Further detail on what information to provide is available at our website www.iwight.com/conservation or please call 01983 823552 in office hours. Applicants are also advised to contact the Archaeology Service archaeology@iow.gov.uk or phone 01983 823810 for access to the council's Historic Environment Record (HER).

Windows

The Council will always encourage the repair and refurbishment of original windows in Conservation Areas. The fabric of an original window i.e. timber, historic glass and fixtures and fittings are an important part of the historic interest of the window which itself forms an integral part of both the character and the appearance of a property.

It is also important to note that the Council's commitment to Ecoland priorities includes measures to support sustainability and therefore the re-use of traditional buildings and the harnessing of their embodied energy is eminently sustainable. For the same reasons, it is also preferable to retain historic windows as opposed to installing new, industrially manufactured windows of plastic

materials such as UPVC. As such, the local planning authority supports the preservation of original timber or metal windows in buildings of historical or architectural value. When original timber or metal windows are beyond repair and this has been fully justified by the submission of a detailed specialist report, the preference will be for the like for like replacement of the decayed windows, incorporating the retained glazing and fixtures and fittings, where possible.

Replacement with alternative windows, in terms of design or materials, will generally only be considered when the existing windows are of an inappropriate design, e.g. not contemporary with the architectural style of the building. Sensitive upgrading can be undertaken to improve the thermal performance of a historic building, most commonly this is through sash refurbishment, hidden draughtproofing, upgrading loft insulation and installing secondary glazing. Further ways to achieve a reduction in energy loss can be found in English Heritage's advisory note Energy Conservation in Traditional Buildings (2008).

Improvements to later or modern replacement windows will be sought where the units are poorly detailed, of inappropriate material and fail to enhance the character and qualities of the conservation area.

Changes requiring planning permission

At the time of writing, ordinary unlisted dwellings do not require planning permission for the changing of windows. However, if a property contains flats or incorporates a commercial element, planning permission is likely to be required.

When a conservation area is designated, alterations to Permitted Development Rights come into effect whether an Article 4 Direction is designated or not. Detailed advice should be obtained from the Council's planning office or via the Planning Portal website. General advice regarding the most common issues within a conservation area is as follows. Please note this advice is correct at the time of writing.

Extensions and alterations to dwellings

At the time of writing, the determination as to whether an extension requires planning permission is primarily determined by virtue of the location, ground coverage and dimensions of the alteration. The materials employed on any alteration or extension should be of similar appearance to the existing. Any roof extension or addition which would materially alter the shape of the roof (including dormers on any elevation) will require planning permission. Cladding any part of the exterior of a dwelling house within a conservation area (e.g. in artificial stone, timber or tiles) requires planning permission.

Garages and outbuildings

At the time of writing, planning permission is usually required for garages and outbuildings, particularly if they would be situated on land forward of or between the side elevation of a dwelling and boundary of the curtilage of the dwellinghouse.

Satellite dishes

At the time of writing, a satellite dish is not permitted on a chimney, wall or roof slope which faces onto and is visible from a highway or on a building which exceeds 15 metres in height.

Solar panels and micro generation

At the time of writing, the erection of solar panels on a non listed building is permitted where the installation, so far as is practicable, is sited to minimise the effect on the external appearance of the building and the amenity of the area.

Up to date advice relating to other types of proposals can be obtained from the Council's planning office or via the Planning Portal website.

Design of new development

PPS5 policies HE7, HE9 and HE10 require attention to the extent to which design contributes positively to the character, distinctiveness and significance of the historic environment. Irrespective of architectural style, a building will fit into its context if it observes the conventions of scale, height, building line, alignment, and materials that have been used previously in the conservation area. Further guidance can be found in Building in Context (CABE) and New

Development in Historic Areas (English Heritage).

Archaeology

Most settlements contain archaeological evidence which helps to explain their origins and the way of life of former inhabitants. However, the historically diverse nature of settlement within a conservation area makes it difficult to define specific areas of archaeological potential. The likelihood of the occurrence of archaeological material is related specifically to previous land usage.

Archaeological remains of any period could be found within a conservation area and therefore proposals to carry out works which include ground disturbance may require an archaeological evaluation or assessment. The results of a preliminary archaeological evaluation may indicate that the impact of the proposed development on archaeological remains is inappropriate or needs to be modified.

Demolition of structures

At the time of writing, conservation area consent must be obtained for any proposal to totally demolish a building with a cubic content greater than 115 cubic metres or a structure such as a wall if it is higher than 1 metre adjacent a highway and 2 metres elsewhere. Where total loss of (or substantial harm to) the significance of a heritage asset is proposed, a case should be made on the grounds that the proposal is necessary to deliver substantial public benefits and that for example, no alternative location or design will achieve this appropriately.

Village Design Statement

Bembridge Parish produced a village design statement which has been adopted by the Council as supplementary planning guidance. This gives clear criteria for the design and type of new development, linking in with the Local Development Framework and also national policy, through defining a number of character zones across the entire parish. The VDS also puts forwards ideas for improvements to the village and in respect of the designated Conservation Area, these include:

- Widen Kings Road and provide footpath to south side

- Provide footpath along length of upper High Street
- Improve street lighting and provide paths and cycleways on Dennett Road (Mitten Road also)
- Resurface BB35 Tyne Hall (Love Lane/Swains Lane) bridleway and ensure proper drainage
- Feasibility study to examine a two way traffic flow in Church Road and pedestrianisation of the main shopping area
- Provision of a village car park



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APPENDIX A – Boundary Description

Part 1 – part Character Area One (Historic Core)

- Start at the junction of Meadow Drive and the High Street.
 - Turn south east along Meadow Drive until no. 2 Meadow Drive.
 - Turn south west and continue along boundary between nos. 1 and 2 Meadow Drive.
 - Turn south east and continue along rear boundaries of properties between Meadow Drive and Foreland Road.
 - Continue to the junction of the rear boundary of the Limes and the north western boundary and Seafield.
 - Turn south west and continue along boundary between the Limes and Seafield to Foreland Road.
 - Turn south east and continue along Foreland Road to no. 49 Foreland Road.
 - Turn north east and follow the boundary between nos. 47 and 49 Foreland Road.
 - Turn south east at the junction of the boundary between no. 49 Foreland Road and Cluniac, Northclose Road.
 - Follow the boundary between no. 49 Foreland Road and Cluniac, Northclose Road.
 - Cross Northclose Road and continue south east along the boundary between no. 51 Foreland Road and Mimosa House, Northclose Road.
 - Turn south west at the junction of the boundary between no. 51 Foreland Road, Mimosa House, Northclose Road and Inver House.
 - Continue along the boundary between no. 51 Foreland Road and Inver House.
 - Cross Foreland Road and continue south west along the boundary between nos. 58 and 60 Foreland Road.
 - Turn north west at the junction of the boundaries of nos. 58 and 60 Foreland Road.
 - Continue north west along rear boundaries of nos. 56 and 58 Foreland Road, across Queens Road.
 - Continue north west along the rear boundaries of nos. 48, 50 and 52 Foreland Road.
 - Turn south west at the junction of the boundaries between nos. 48 and 46 Foreland Road.
 - Continue south west along the boundary between no. 46 and Wight Stones and Triton on Queens Road.
 - Turn north west and follow the rear boundaries of Foreland Road to no. 38.
 - Turn south west and continue along pathway to the junction between Dennett Road and Manna Road.
 - Continue south west along Manna Road until level with the rear boundary of Brynlin, Dennett Road.
 - Turn north west and continue along rear boundaries of properties on Dennett Road to no. 1 Dennett Road.
 - Turn south west and continue along rear boundaries of properties on Manna Road until Hazelwood.
 - Turn north west and continue along boundaries of nos. 81, 79, 79 and High Street, emerging on to High Street.
 - Cross High Street and continue along boundary between nos. 56 and 58 High Street.
 - Continue north west past Skanor.
 - Turn north and follow eastern boundary of Skanor to the junction of the boundary between Skanor and Westhill.
 - Turn west, north west and continue along southern boundary of Westhill.
 - Turn north and follow rear boundaries of properties on Church Road, meeting eastern boundaries of the Old Chapel, the Cottage and Elm Cottage on Sherborne Street.
 - Turn north west and continue along southern boundaries of Hill House, Vectis Lodge and Shorelands, King's Road.
 - Turn north at junction of southern and eastern boundaries of Shorelands, King's Road, emerging at Station Road.
 - Continue north along Station Road to Seymour Place.
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- Turn south east and continue along Seymour Place, emerging at King's Close.
- Turn south and continue along King's Close to no. 4 King's Close, then continue south along rear boundaries of nos. 1 to 4 King's Close.
- Turn east and continue along boundary between no. 1 King's Close and Shorelands, King's Road, emerging on King's Road.
- Turn south and continue along King's Road, merging to Sherborne Street to junction with Maritime Mews, Ducie Avenue.
- Turn north and continue along Ducie Avenue to Cara Cottage.
- Turn south east and follow boundary between Cara Cottage and Redworth, Ducie Avenue.
- Turn north east at junction of boundary between Redworth and Ducie House, emerging on Dart's Lane.
- Turn south east and continue along Dart's Lane to High Street.
- Turn south west and continue along High Street to start point at the junction of Meadow Drive and the High Street.

Part 2 – part Character Area One (Historic Core) and Character Area Two (Coastal Edge)

- Start at the junction of Swains Lane, Swains Road and Love Lane.
- Turn north west and continue along Love Lane, past Tyne Hall.
- At the end of Love Lane turn south west and continue along High Street, past Trelawney Way until Bay Cottage.
- Turn north west and continue along the boundary between Bay Cottage and South Lodge and between Clock Cottage and the White House.
- Cross Ducie Avenue and continue north west along the boundary between Magnolia House and Medlyne House.
- Turn north, north east and continue along the western boundary of Magnolia House.
- Turn west, north west and continue along pathway to Old Bembridge House.
- Turn south, south west along boundary between Old Bembridge House and Woodpecker House.
- Turn west, north west and continue to Kind's Road.
- Turn north and continue along Kings Road to Beach Road.
- Continue north on pathway to shoreline.
- Turn north east and continue along shoreline to the junction of the boundary between Watch House and West Cliff.
- Turn north and continue out to mean low water mark.
- Turn south east and follow mean low water mark to a point level with south west boundary of Beach House.
- Turn south west and continue along boundary of Beach House.
- Turn north west and continue along pathway to Swains House.
- Turn south west and continue along Swains Road to start point.

Part 3 – Character Area Three (The Harbour)

- Start on Embankment Road, level and east of no. 14 Harbour Strand.
- Turn south west and continue along Embankment Road to two storey red brick building south 24 Harbour Strand.
- Turn south east, south west and north west to include two storey red brick building.
- Turn south west and continue along Embankment Road to the landing stage.
- Turn north east and continue past shoreline to mean low water mark.
- Turn south east and follow mean low water mark to a point south of Tollgate Café.
- Turn south east and continue to start point on Embankment Road, level and east of no. 14 Harbour Strand.