

# Sandown Conservation Area Management Plan



Author	EM / CW
Issue	LB new version
Checked by	EM / CW
Issued to	LB - IoW
Date	March 2022
Status	Draft
Revised	April - October 2022
Issued to	LB-IoW
Checked	October 2022
Final Issue	May 2023

This document has been produced on behalf of Isle of Wight Council by:

Eimear Murphy  
BSc (Hons) EP PGDIp UD MSc (York) Hist Bldgs MRTPI IHBC

PAS accredited and IHBC HESPR

Murphy Associates  
Planning . Urban Design . Heritage

Info@murphyassociates.co.uk  
The Conservation Studio

[info@theconservationstudio.co.uk](mailto:info@theconservationstudio.co.uk)

Charles Wagner BSc (hons) Civil Engineering Dip TP MRTPI IHBC FSA  
**Charles Wagner Heritage**



All modern maps reproduced in this report are (c) Crown Copyright 1999. Reproduced from Ordnance Survey Land-Line data with the permission of the controller of Her Majesty's Stationery Office. Ordnance Survey and Land-Line are registered trademarks. Base maps are used under License provided by Isle of Wight Council.

# Contents

<b>1. Conservation Management Plan</b>	<b>5</b>
<b>2. Conservation Area Policy Context</b>	<b>7</b>
<b>3. Aim of the Conservation Management Plan</b>	<b>9</b>
<b>4. Community Involvement</b>	<b>10</b>
<b>5. Key Issues</b>	<b>11</b>
<b>6. A Shared Responsibility</b>	<b>13</b>
Expectations of owners and residents	13
Expectations for community involvement	13
<b>7. Management Issues</b>	<b>14</b>
Building Condition and Maintenance	14
Vacant shops/commercial properties	14
Vacant upper floors	15
Shops/commercial frontages & Advertisements	15
Architectural features	16
Alterations to roofs	17
Boundary enclosures	17
Street surfaces, Footways, Build Outs, Crossovers and Carriageways	18
Equipment and Installations	18
Waste receptacles: commercial bins and litter bins	18
Street furniture	20
Trees	20
Other Areas of Landscaping	20
Graffiti	21
Car parks	21
Access, legibility, wayfinding and permeability	22
<b>8. Vacant Buildings and Sites</b>	<b>23</b>
Former Savoy Apartments	23
The Ocean Hotel	23
Esplanade Hotel	24
<b>9. The Esplanade</b>	<b>25</b>
<b>10. New Development &amp; Change</b>	<b>27</b>
Guidance, advice, promotion & training	27
<b>11. Enforcement Activity / Compliance</b>	<b>29</b>
<b>12. Article 4 Directions and Locally Listed Buildings</b>	<b>30</b>
Article 4 Directions	30
Local List	30
<b>13. Funding</b>	<b>31</b>
Shopfront Improvement Grant Scheme:	31
<b>14. Other Initiatives</b>	<b>32</b>
Pop-up shops and Grow-a-Space	32
Pop-up Evening Supper Clubs	32
Arts and Creative Industries Start-Ups	32
Fringe Festival Events	32
Community Interest Companies(CICs)	32

- 15. Delivering Action..... 33**
  - Key Projects & Implementation..... 33
  - Commitment to the Vision and Delivery..... 33
  - Periodic review..... 33
- 16. Conclusion ..... 34**
- 17. The Plan ..... 35**
  - Appendix A - Existing Heritage Assets ..... 36
  - Appendix B – The Questionnaire ..... 37

# 1. Conservation Management Plan

## The need for a Management Plan

Local authorities are required to identify areas of *'special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'* and to designate them as conservation areas. Designation also raises awareness of an area's special attributes that will help foster local pride in the locality.

Although there are immediate consequences arising from the designation of conservation areas, such as control over the demolition of buildings, restrictions on certain permitted development rights or works to trees, the expectation is for active management. Planning legislation places a duty on local authorities to draw up and publish proposals for the preservation and enhancement of their conservation areas.<sup>1</sup> A conservation management plan can fulfil that statutory duty and explain the steps that should be taken to maintain the special interest of the area.

The challenge, therefore, is to manage change in a manner that does not lose sight of the qualities that make a place special.

The proactive management of conservation areas gives clarity and robustness to decision making, which means that issues are more defensible in, for instance, planning appeals.

Alongside the Sandown Conservation Area Character Appraisal, this management plan will be of use to the Isle of Wight Council when determining planning applications for change within or at the boundaries of the

conservation area, and for property owners and their agents when considering schemes for refurbishment, alterations or new development.

Effective management needs the participation of residents, community groups, businesses, as well as the Isle of Wight Council and Sandown Town Council and this plan will show how each can play a part in making Sandown a better place to live, work, invest and visit, and, looking to the future, work towards a self-sustaining conservation area.

## Relationship with the Sandown Conservation Area Appraisal

Sandown Conservation Area was originally designated in 2011 on the basis that it was considered to be of special architectural and historic interest, the character or appearance of which it is desirable to conserve or enhance<sup>2</sup>. The Conservation Area Appraisal explains the significance of the conservation area and the factors that contribute to shape and influence its character, appearance and evolution over time.

The Conservation Area (Figure 1) covers a relatively sizeable area of Sandown reflecting the different roles of the town – that is, its origins as a small seaside resort, the growth of its commercial centre, the development of its Victorian and Edwardian suburbs including the railway station. To reflect this diversity, the conservation area has been divided into two character areas, each with their own distinctive qualities. The two character areas are:

---

<sup>1</sup> Section 69, Planning (Listed Buildings and Conservation Areas) Act 1990

<sup>2</sup> S72, Planning (Listed Buildings and Conservation Areas) Act 1990

**Commercial Resort Centre** - the commercial core and sea front.

**Residential** – the residential streets centred on Station Avenue which leads up to the station from the Resort.

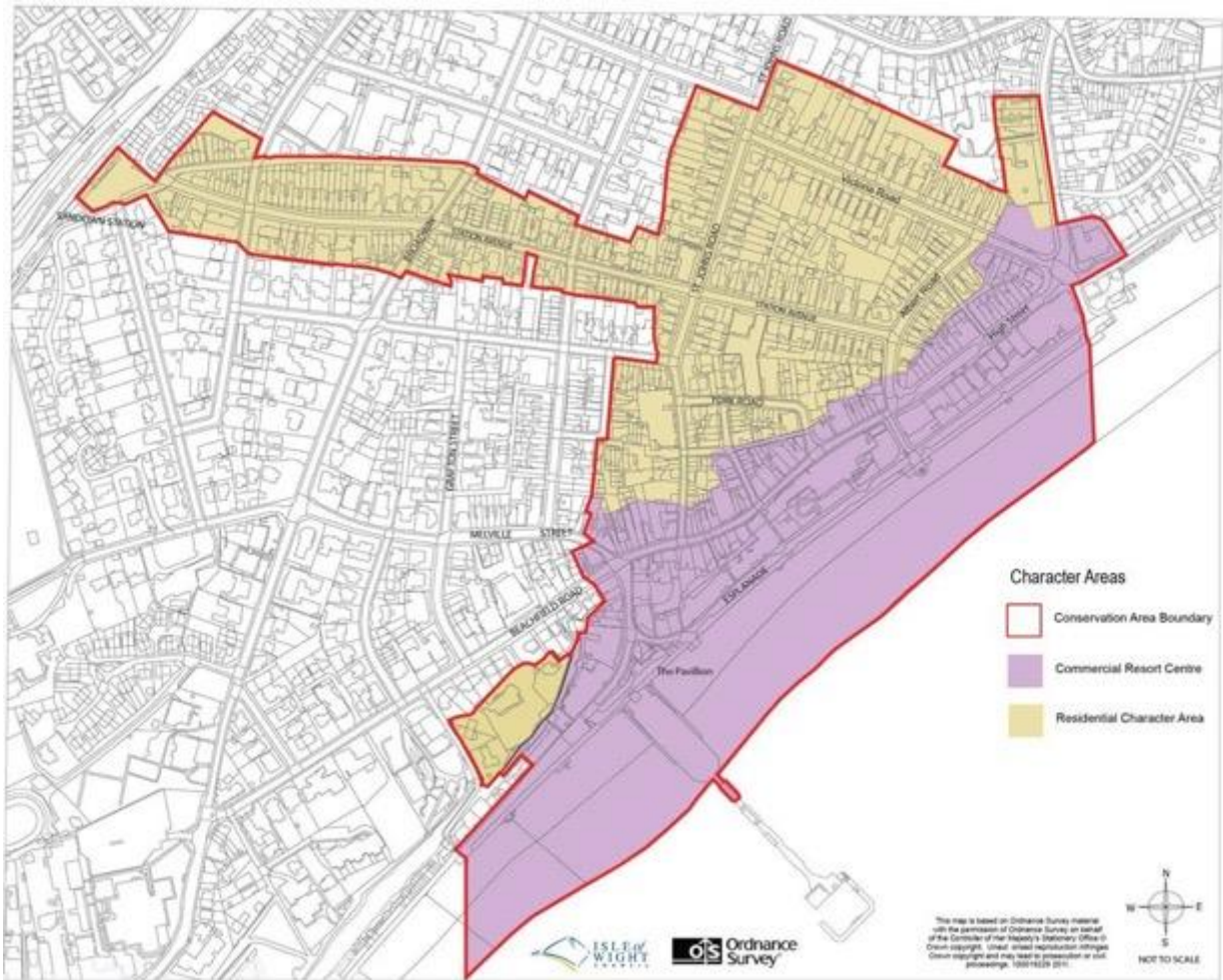


Figure 1 – Sandown Conservation Area and its Character Areas

The designation of a conservation area is a means to safeguard and enhance the sense of place and the character and appearance of our most valued historic assets and places. Conservation areas are living environments that, despite their history, will continue to adapt and develop.

Designating a conservation area does not mean a prohibition on development. Rather, it means the careful management of change which ensures that the character and appearance of these areas are safeguarded and enhanced for the enjoyment and benefit of future generations.

The character of conservation areas is rarely static and is susceptible to incremental change over time which, individually may not be considered by many as an issue but cumulatively can erode the quintessential qualities that led to designation in the first place. Changes – such as, the replacement of shopfronts, windows and doors, the loss of old buildings and replacement with new buildings, the wholesale redevelopment within the setting of the conservation area, and instances of neglect can have a dramatic impact on the character and appearance of an area but also its identity and the impression it leaves.

## 2. Conservation Area Policy Context

The overriding statutory requirements for Conservation Areas are set out in the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 71 of this Act sets a statutory duty upon Local Authorities to periodically review conservation areas and to undertake proposals for their preservation and enhancement whilst section 72 requires local planning authorities to pay special attention to the desirability of preserving or enhancing the character or appearance of that area when exercising their planning duties.

### National Planning Policy

The National Planning Policy Framework (NPPF) sets out the Government's national planning policies on the conservation of the historic environment, predominantly in paragraphs 189 to 208. The policies of the NPPF are a 'material consideration' which are taken into account when local planning authorities exercise their planning duties.

### Local Planning Policy

Local policies must be consistent with the national framework. The over-arching principle of the NPPF is that the planning system should contribute to the 'achievement of sustainable development'. While the Isle of Wight Core Strategy was adopted in 2012, prior to the publication of the NPPF, the Island's heritage is recognised as an important asset with the following Core Strategy objectives relating to heritage, sustainability and development matters:

*4) To ensure that all development is designed to a high quality, creating buildings and a sense of place that reflects and enhances local character and distinctiveness.*

*8) To protect, conserve and enhance the Island's natural, historic and built environments.*

Adopted policies DM2 and DM11 seek to promote high quality design and developments that conserve and enhance the environment. Development is also expected to complement the character of the surrounding area, including conservation areas and preserve or enhance a heritage asset or its setting. Policy DM11 specifically sets out the Council's intention to 'positively conserve or enhance the special character of the Island's historic and built environment' including 'setting' with the expectation that development proposals will, inter alia, deliver economic regeneration; ensure the continued use/re-use, maintenance, refurbishment, repair of heritage assets; conserve and enhance heritage assets and the public realm; balance the relationships between quality of place, economic, social and environmental characteristics.

The Council is in the process of updating the local plan and the Draft Island Planning Strategy (September 2022 version) seeks to retain these core national and local principles of ensuring development preserves and enhances heritage assets. Draft Policy EV1 'Conserving and Enhancing our Historic Environment' is designed to afford an appropriate level of protection to all types of heritage assets across the island.

### Other 'Relevant' Material Considerations

The Government's Planning Practice Guidance note 'Historic Environment' (July 2019) and good practice guidance published by Historic England are also taken into account when managing the historic environment.

Although prepared for Newport and Ryde, the 'Commercial Frontages Design Guide' 2022 Supplementary Planning Document provides guidance that can be readily applied to Sandown. It is written to be accessible for everyone but also useful to specialists and non-specialists who are considering the improvement of their commercial frontages.

The appraisal considered the character of the conservation area identifying what architectural styles and features contribute positively to the character and appearance of the conservation area. It is currently used as a material consideration in the determination of relevant planning applications.

The Council will apply its planning, conservation and heritage policies consistently and thoroughly to ensure that all planning decisions affecting the historic built environment in Sandown preserve or enhance the special character or appearance of the conservation area.

Preventing inappropriate alterations is wholly within the Council's control and can be addressed by rigorous application of adopted planning policies, backed up by a clear understanding of their purpose, to conserve the special architectural and historic character of the area.

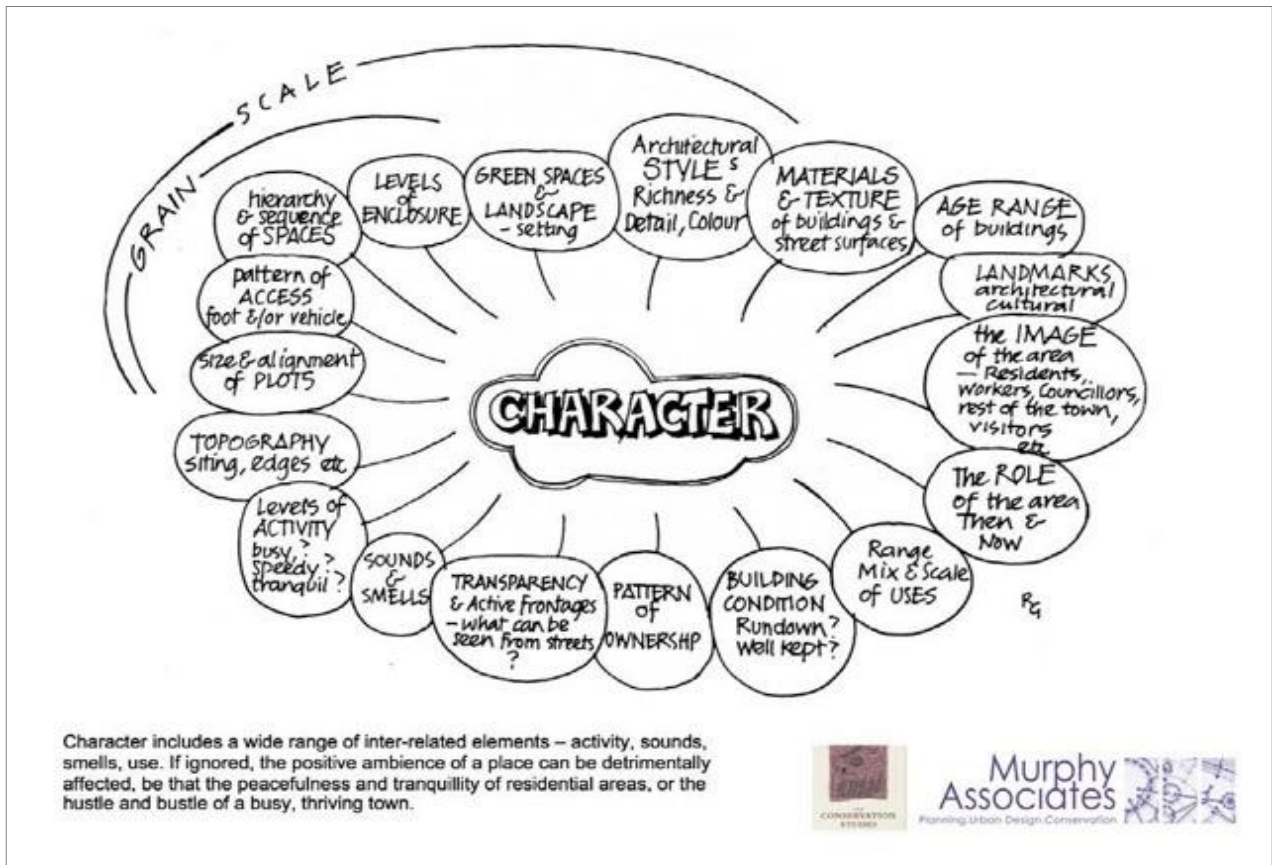


Figure 2 - Explaining what constitutes character (Source: Richard Guise, Context 4D)



### 3. Aim of the Conservation Management Plan

The overall aim of the management plan is to take forward the issues raised from the consultation and consider them in the context of legislation, policy and community interest to enable the development of a plan of action for maintaining, enhancing and making a positive contribution to the special interest of the conservation area so that it will become self-sustaining into the future.

This management plans seeks to complement the existing national and local planning policies, but also to provide further advice on the management of the Sandown Conservation Area Character Appraisal and proposals that are intended to conserve and/or enhance the character and appearance of the conservation area without compromising the wider historic environment.

It includes suggested projects and priorities for action by the Isle of Wight Council and its partners, local stakeholders, property owners, planning agents and architects when considering schemes for refurbishment, alteration of existing buildings or new development.

Historic England added the Sandown Conservation Area to the 'Heritage at Risk Register' in October 2019 as a reaction to the level of deterioration, dereliction of land and buildings on the seafront.

This management plan seeks to deliver proactive management of the conservation area giving clarity and robustness to decision making. At the same time, it will form an important step in addressing the 'at risk' status, moving toward removal from Historic England's Heritage At Risk Register.

*"Our heritage needs to be saved and investing in heritage pays. It helps to transform the places where we live and work and in which we visit, creating successful and distinctive places for us and for future generations to enjoy but there's more work to do."*

Emily Gee, Historic England Regional Director for London and the South East

## 4. Community Involvement

The preparation of this document has been the subject of consultation and engagement with various stakeholders, local amenity groups and residents. A consultation commenced on 24<sup>th</sup> January until 14<sup>th</sup> February 2022 and included a questionnaire (see appendix B) to seek the views of those who live, work and visit Sandown; what is positive, negative and suggestions for improvement.

An open meeting 'Drop-In' session (Figure 3) was held on 4<sup>th</sup> February 2022 at Sandown Town Council's offices and was well attended. Attendees were provided with maps and prompts to assist in their understanding of what contributes to the character and identity of a place, a town, the issues and factors that have led to its decline. A total of 72 persons completed questionnaires both online and in person at the 'drop-in' event.

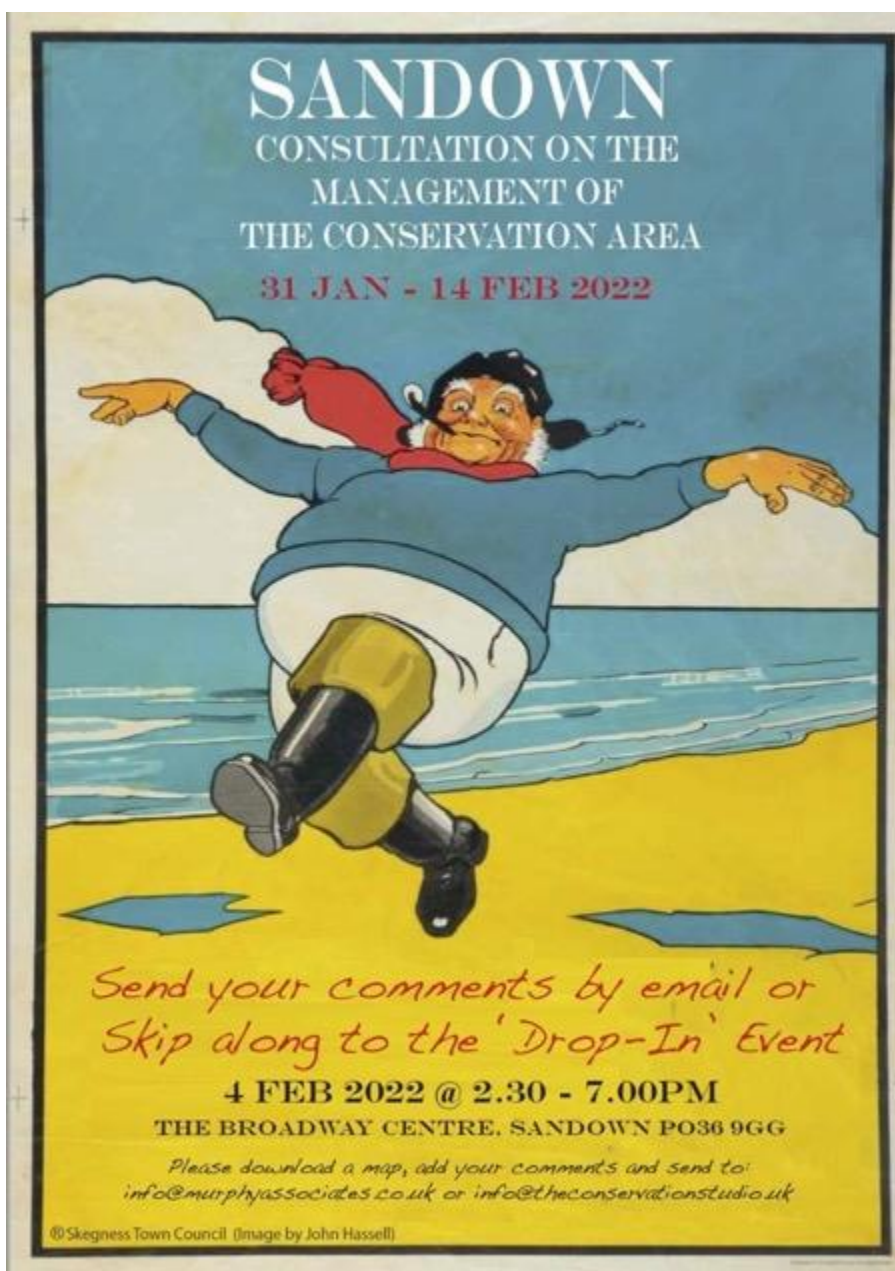


Figure 3 - Promoting consultation and engagement (with the kind permission of Skegness Town Council)

## 5. Key Issues

The key issues identified are listed below in no particular order. These are based upon the public consultation as well as the existing Conservation Area Character Appraisal which contains a condition analysis and assessment.

The main conservation issues can be summarised as poor building maintenance, the absence or loss of historic details such as traditional windows and doors, neglect of common areas and the public realm, poor-quality alterations and redevelopment out of keeping with the area.

- Poor building maintenance
- Loss of historic details, such as traditional windows and doors, shopfronts and roof coverings, chimneys and chimneypots especially on seafront facing elevation
- Inappropriate alterations to shopfront fascia's including size, extent, materials, design, lettering and illumination
- Deadening of the street scene, e.g. from roller shutters
- Poor quality and out of keeping alterations especially to roofs and attics
- Unsympathetic redevelopment that is out of scale or out of context in the conservation area, especially where it breaks up the uniform scale, rhythm and detail of terraces
- The setting and skyline / roofscape of the Sandown Conservation Area from proposals for taller buildings, roof extensions and storey increases
- Development outside the conservation area but affecting its setting in longer views to and from it
- Street clutter with mixed forms of A-boards, lighting, signage, bollards, bins, seating and cycle stands



Figure 4 - Poor quality Upvc sash windows to a first floor bay window.



Figure 5 – Inappropriate configuration of replacement window.

- Graffiti
- Excessive numbers of satellite dishes on residential buildings including flats above commercial premises
- Neglect of common areas, particularly front gardens and forecourts, especially facing the Esplanade
- Neglect of the public realm, especially the unplanned use of many different materials and street furniture designs and lack of maintenance/cleaning
- Neglect and loss of traditional boundary walls
- Impact from vacant and derelict sites/hotels and lack of action to address this
- Uncertainty about ownership and responsibility for maintenance of lanes and passageways
- Lack of tourism strategy to generate Summer and Winter tourism

- Poor reputation
- Lack of awareness that it is a Conservation Area
- Closure of shops and increased vacancy rate
- Loss of the mix of uses that forms part of the area's character through, for example, permitted change of use to residential
- Lack of private and public funding/investment
- No real connection with the seafront with no real large opening to draw people between the two areas
- Lack of a focal point
- More permanent residential development or change of use could see a return of permanent residents to add to the life of the place
- Demise of street trees
- Parking strategy



Figure 6 - A once elegant entrance to the Esplanade Hotel.



Figure 7 - A well-used cut through between the High Street and Esplanade.

## 6. A Shared Responsibility

The future improvement and management of the conservation area is a shared responsibility involving the Council including the Regeneration Directorate, the Local Planning Authority and Island Roads, Hampshire and Isle of Wight Police, property owners, traders and retailers, management agents, residents and amenity interest groups who may, individually and collectively, be more appropriately placed to lead certain initiatives and schemes.

### Expectations of owners and residents

For owners and occupiers of properties in conservation areas there are additional responsibilities due to increased planning controls and particular requirements for materials and detailing in works to buildings. These are often outweighed by the benefits associated with living in an area with special architectural and historic character supported and enhanced by development controls.

It is important that those who live and work in a conservation area recognise this balance by taking account of the wider character when they bring forward proposals for change. Well-designed proposals will benefit the character of the conservation area as well as the applicant.

Some degree of change is inevitable in conservation areas and the issue is often not so much whether change should happen, but how it is undertaken to ensure that it conserves or enhances the character or appearance of the area.

Owners and residents can minimise the effects of change by obtaining skilled advice when preparing development proposals and by avoiding poor imitations and seeking high quality design.

### Expectations for community involvement

The purpose of the conservation area appraisal document is to serve as a useful tool to identify those features that contribute to the character and appearance of the conservation area. However, whilst the local authority is a useful source of advice, there is a significant role for amenity societies and other stakeholders to explain what matters, what is possible, what is expected and what has been achieved elsewhere.

Town councils can provide a vital interface between communities and local authorities. They can focus local knowledge and local responses to policy initiatives and development proposals.



Figure 8 - Sunset at Pier ([www.visitisleofwight.co.uk/explore/towns/sandown](http://www.visitisleofwight.co.uk/explore/towns/sandown))

## 7. Management Issues

The key issues highlight where attention should be given to bring about positive change. There are opportunities and threats associated with these issues and it is necessary to explore these in more detail when preparing a plan of action. The following sections provide an overview of the key issues that have been used to prepare the plan.

### Building Condition and Maintenance

Good maintenance is essentially a matter for property owners. It can be supported by education and, for owner-occupiers, is justified because it adds value to their investment and avoids higher costs in the long run.

The local authority cannot easily address these issues alone as the legislative system is often seen as the last resort. It should, however, demonstrate best practice in the care of its own properties and the public realm, thereby setting a good example.

Local action by local people is promoted by organisations such as Historic England, Maintain Britain's Heritage and the Society for the Protection of Ancient Buildings (SPAB). It is possible that through contact with these organisations Sandown's local community could organise an annual National Maintenance Week, which can be harnessed to good effect in Sandown.

### Vacant shops/commercial properties

Sandown's High Street is clearly the product of expansion over time including a combination of the conversion of existing dwellings to commercial use including retail and hotel uses, new individual builds, amalgamations and enlargements as well as set-piece parades. The result is that on the one hand, parts of the High Street display a uniformity in appearance whilst other sections are varied, mixed and eclectic.

The flow of the High Street, its topography, varied buildings, street sections, sequential and evolving views, along with the views and glimpses that are achieved of the sea along streets, between and over buildings, provide Sandown with its unique character, appearance and identity.

The commercial attraction of the High Street and Sandown has suffered over time but as time has shown, retail and commercial activity ebbs and flows. Often in periods of decline activity shifts and becomes more focused on part of the street where footfall is greater, for instance at the convergence of roads at junctions and key corners. Where street frontages are less lively, less active due to vacant premises and buildings, they present dead frontage to the retail street - day and night. This can have a negative impact on the shopping experience and sense of place (Figure 9).



Figure 9 – Negative impact of vacant shops in the High Street.

## Vacant upper floors

It can also affect the perception of the place at night particularly when it has the lost the 'vibe' that it once had as those establishments that provided a night-time activity, some within hotels, are now closed.

There are a growing number of vacant shops within the commercial and retail streets which together with the appearance of the buildings and shopfronts, are having a negative impact on the streetscene and the vitality of the area.

Owners should be supported to bring these vacant shops back into use especially where there are demonstrated issues regarding tenancy, but where there appears to be no desire to address the situation, consideration should be given to enforcement action to improve the appearance of poorly maintained frontages.

Vacant shop window displays are an initiative to draw on the skills of artists to dress windows and create eye-catching window displays in empty properties. This would improve the appearance of unused units, reduce the risk of anti-social behaviour, brighten up the town, and showcase the thriving creative scene that exists in Sandown.

The return of residents to the High Street can benefit business commercially, provide potential staff, and repopulate High Streets in 'twilight zones'. Bringing back people will bring back footfall, natural surveillance and a sense of ownership in the public realm as interest increases in the quality of the area and its upkeep. To this end, applications involving residential use of vacant upper floors of buildings in the High Street should be encouraged.

## Shops/commercial frontages & Advertisements

There are some surviving traditional shop fronts in the conservation area that contribute to its character and also the character of the individual streets. Owners and tenants should be encouraged to review the Council's 'Commercial Frontage Design Guide' Supplementary Planning Document for specific guidance on all matters relating to commercial frontages and signage and engage with the Council's pre-application advice service to discuss any proposals they may have for alteration and change to shops/commercial frontages and/or signage.



Figure 10 - Subtle change would make a difference to individual buildings and the conservation area

Similarly, the Council will use the Commercial Frontage Design Guide to assist in the review of applications to ensure development proposals preserve or enhance the conservation area especially where applications seek to retain or recover traditional shopfronts.

Many forms of advertisement do not require advertisement consent, but where required, the guidance contained within the Commercial Frontage Design Guide should be used by owners/tenants/applicants.

Where advertisements with deemed consent are considered to harm the amenity of the area or cause safety concerns, enforcement action should be considered but only after discussions take place to address the issues which could include works to clean or make safe or redesign and, in some cases, recolour.

### Architectural features

The Conservation Area Character Appraisal in 2011 identified the loss of traditional windows as notable within the conservation area but also other features. It acknowledged that individually these changes may appear minor but cumulatively they can be harmful, reducing the quality of the conservation area. The fact that such changes have occurred does not justify further changes or loss, but rather strengthens the need for retention and reinstatement.

The Council will seek to ensure that architectural details are retained and conserved and where already removed the Council will, where possible, seek to achieve sensitive enhancement and reinstatement based upon sound evidence.

Applicants will be encouraged to seek the following enhancements as part of future development proposals, where appropriate:

- appropriately designed windows
- appropriately designed doors including ironmongery and fanlights
- tiled / mosaic thresholds
- natural roof materials – clay tile or slate
- ridge tiles, decorative tiles and finials
- boundary walls especially those built of local materials like cobbles and flints, and also railings

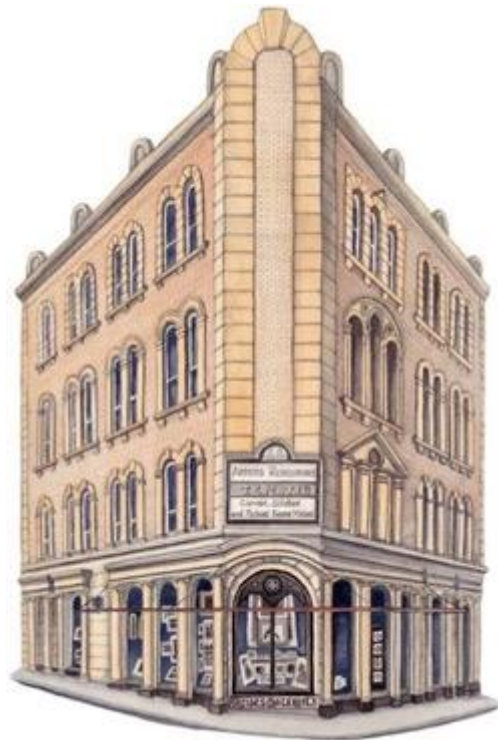


Figure 11 - Courtesy of Quayscape: 43 - 45 High Street c.1900, T.E. Porters Shop



Figure 12 - The same building after 100 years of change.



## Alterations to roofs

New dormer windows and rooflights should generally not be located on street-facing and prominent roofscapes. Where new dormer windows and rooflights are considered appropriate, they should be in scale with the building; of a traditional form with windows of a lesser size than those to the floors below; not dominate the roofslope; and ensure that a large area of the roof remains visible.

Rooflights should be flush with the roof face and for this normally a metal 'conservation' type rooflight will be required.

## Boundary enclosures

On the High Street, especially the north side, most buildings are hard up against the street. Boundary enclosures such as walls and railings exist on the south side where there are former villas (absorbed into the hotels).

Other streets within the conservation area partly or mostly still in residential uses have many former front, side and rear gardens covered over with tarmac or concrete paving for access, service yards and forecourts. In such cases historic means of enclosure have often been altered or removed. In Station Avenue in particular, the boundary walls, and some gates and railings have survived and are a feature of the streetscape

Surviving, quality boundary treatments add to the visual richness of the area, as identified by the character appraisal. Traditional treatments include brick, stone or flint walls, metal railings and gates, rendered walls with railings or front walls with balusters. There are also some side and rear boundary walls, often in brick, stone or flint that are visible from the public realm. Where traditional boundaries exist, the Council will seek their retention and appropriate repair.



Figure 13 - Minimal repairs to reinstate the continuity of traditional railings.



Figure 14 - And when maintained - a striking difference.



Figure 15 - Local flint walls to a residential property with a hint of grandeur with stone piers to the entrance.

## Street surfaces, Footways, Build Outs, Crossovers and Carriageways

The Council has previously implemented improvements to the public realm along the seafront from the south end of the Esplanade to its north end where it meets Avenue Road Slipway, using a mixture of smaller module concrete slabs, concrete block and clay pavers for the footways and crossovers.

The tarmac carriageway is in reasonable repair given its exposed location. The surface area in front of and around the listed War Memorial has historic setts that compliments the granite memorial.

Meanwhile, the High Street and the streets running off it have a similar smaller module concrete slabs and small format concrete blocks. The carriageway has the scars left by statutory undertakers, most recently for the broadband installed along the gully line beside the kerb. Station Avenue has tarmac on the footways as well as the carriageway, mainly to deal with the roots of the trees that are an important feature of the street.

In other parts of the conservation area, as well as looking tired and worn, there is a confused mixture of surface materials including brick paviors, concrete blocks, concrete paving slabs of different sizes (both grey and pink tones) and random patches of tarmac. This inconsistency is exacerbated by the scars left by statutory undertakers who fail to reinstate surfaces to match the existing appearance, including around inspection and service chambers, and where private land to the front of premises and properties is of a different material to the adjacent pavement.

Overall, the following measures should be taken forward:

- any surviving historic paving, kerbs, setted or cobbled surfaces must be protected and repaired
- existing areas of reasonable quality paving should be protected
- further areas of better paving should be added as part of new development or traffic schemes, or as other funding allows
- uneven surfaces should be lifted with the sub-material improved and appropriate surfaces re-laid
- consistency in the use of surface materials in individual streets and at junctions should be sought
- where yellow lines – double or single - are required, they should be narrow and primrose yellow in colour as permitted in the parking control regulations
- Engagement with Island Roads regarding the assessment of reinstatement works of statutory undertakers.

## Equipment and Installations

The presence of modern types of equipment on the footway or around buildings, such as telecom equipment housings and parking ticket machines, can harm the character of the conservation area where they are sited prominently. To minimise their visual impact, they should be positioned away from prominent positions where they would affect the streetscape. The removal of existing fixtures, especially once redundant, particularly in front of elevations of buildings that make a positive contribution to the conservation area, is encouraged and care should be taken to repair the affected surfaces.

## Waste receptacles: commercial bins and litter bins

The high density of the town centre together with the number of businesses, a growing number of flats, along with the lack of off-street space, has resulted in difficulties for the storage of waste and refuse receptacles out of sight. There needs to be a considered and coordinated approach to refuse and recycling (both domestic and commercial) within the conservation area to ensure that waste receptacles do not clutter, obstruct or dominate the streetscene.



Figure 16 - A collage of street surfaces.

## Street furniture

Street furniture can add to the visual interest of an area but there needs to be a consistency of style to help create a cohesive identity for the conservation area. The Council has embarked on public enhancement schemes and where such schemes have been implemented their success is recognised through the consistency in appearance, style, use of materials and decluttering.

Nevertheless, Sandown has the presence of street furniture of a variety of styles and types, sometimes appearing as excessive or redundant, and this creates an unattractive and cluttered public realm. This concern relates to seating, bollards, litterbins, and signage. It also relates to the proprietors and owners, who have private front areas and forecourts.

A comprehensive rationalisation of street furniture, including the 'wayfinder' finger posts and information signage is desirable, particularly to assist in creating legibility. A coordinated review should be undertaken of the existing street furniture to identify redundancy and excess. This should seek to reduce the clutter and improve movement for pedestrians, which is a particular concern where pavements are narrow and travel can be hampered as a result.

Streets are generally well served by street lighting, with street columns and some lanterns attached to buildings. The 'historic style' lanterns are replicas but still add to the visual richness of the conservation area.

Although there is a place for more modern lighting, the policy of replica historic lanterns in the area should prevail and be maintained. The siting of any new lighting will need careful consideration.

---

<sup>3</sup> An UNESCO Biosphere Reserve is an area that has been recognised by the United Nations Educational, Scientific and Cultural Organisation.

## Trees

Trees exist mainly in the Residential Character Area, not only street trees but trees within front gardens of private properties, and these make an important contribution to the character and appearance of the conservation area, such as the many trees on Station Avenue. Succession planting is needed in this street and others to maintain their sylvan appearance.

The Council should seek to increase the greening of streets in Sandown where possible through public realm schemes and environmental improvements where streets offer the space to accommodate them. There is limited opportunity for more on-street tree planting within the commercial centre due to underground vaults and services.

## Other Areas of Landscaping

Maintaining and improving existing greening/new planting are very much on the mind of local councillors, local amenity groups and residents particularly with the Island's UNESCO Biosphere Reserve<sup>3</sup> status. Sandown is recognised as having a good track record in the Royal Horticultural Society's environment section with planting giving priority to sustainability (Figure 17). The enthusiasm of residents, property owners, retail/commercial businesses should be encouraged and used as a vehicle to influence and deliver eco-friendly, well designed planting in key locations.

Consideration should be given to planting to provide 'green' traffic management measures and a joined-up landscape strategy with property owners, business and hotel owners to improve frontages to High Street and The Esplanade as well as key streets (private and public realm). This includes the approach to existing and new planting containers.



Figure 17 - The work of Sandown Green Town Volunteers

Attention and care needs to be given to the location and appearance of new planting containers to avoid negatively impacting on visibility for drivers and pedestrians, creating obstructions and not impeding movement on pavements. At the same time, when well planted and cared for, they do add colour to the streetscene and improve the general sense of well-being.

### **Graffiti**

A Council initiative is best placed to address graffiti in Sandown but is limited to public property and Council-owned buildings. It is the responsibility of owners to remove graffiti on private property.

Historic England have published guidance 'Graffiti on Historic Buildings: removal and prevention' (February 2021) for building owners and others responsible for dealing with graffiti on historic buildings and materials.

This includes general advice as well as best practice expected of specialist graffiti-removal measures as well as approaches to preventing it. It also addresses the difference between 'street art' and unwanted graffiti which is a crime.

### **Car parks**

The main car parks within the conservation areas are in full sight, creating large gaps in the townscape disrupting the character and appearance of the streetscene. These areas would benefit from enhancement through environmental improvements such as adding planting along the boundaries and in unused areas of the car park. While Sandown needs car parking capacity to absorb summer crowds of visitors, the Council should look to review these areas to identify any possible redevelopment opportunities that would better reflect the built character of the area.

## Access, legibility, wayfinding and permeability

The conservation area contains a network of back streets, side streets, lanes and passages that help create and stimulate interest and reveal a richness in streetscene, townscape and skyline interest which is emphasised by the natural topography of Sandown. The historic core of the Commercial Resort Centre sees streets and lanes follow the rise of the land from the Esplanade to the Station. Long roads flow along the ridges bisected by residential streets which become more of a grid pattern within the later Victorian and Edwardian residential areas.

There are, however, few landmarks to assist in wayfinding or legibility. Although Station Avenue is generally an attractive residential street with not only street trees but trees within front gardens and traditional walls, the signage is sparse (mainly road signs): as a result, wayfinding and orientation by foot is difficult.

The Sandown Conservation Area requires a holistic approach to legibility, wayfinding and permeability – a strategy that prioritises the pedestrian, pram, pushchair and wheelchair users, cyclists and then motor vehicles. For pedestrians, it is important that signage is provided that assists with wayfinding and legibility, at a human scale and in key locations, that do not create clutter or an obstacle on pavements.

Whilst it would be desirable for cyclists to have dedicated cycle lanes, this needs careful consideration and further engagement due to the implications that would arise for the conservation area including road markings and signage. For vehicles, the area would benefit from a review of the existing one-way and two-way systems and the manner in which vehicles approach the Esplanade and High Street.

Over time, a number of passageways have been lost and others formed as Sandown grew with new streets emerging and buildings replaced. A passageway was created from the High Street via Guadeloupe Road, between the seafront houses of the former Guadeloupe Terrace and the Esplanade. Today, this passageway is to the south side of the Trouville and the Premier Inn. Guadeloupe Road also serves the rear of properties fronting the High Street and, at one end, the rear of the Trouville.

Unfortunately, the passageway is not welcoming having a down-trodden appearance, with rear elevations to buildings fronting the High Street appearing discordant and marred by advertisements, extract flues and satellite dishes.

There is also a passageway located to the north side of the High Street, between the Trouville and 'The Kitchen at Kings House' which is part of the Esplanade Hotel, directly opposite Wilkes Road which due to the separation between the buildings, this provides a direct view to the sea beyond. This passageway is also stepped with the gable of a building to one side. On the other, the wall is part coursed beach flint and brick with chalk clunch, brick and then rubble stone. It is also well used but its condition is poor with the steps needing attention.

A coordinated review should be undertaken of the existing signage to identify redundancy and excess and opportunities for improved 'wayfinder' and information signage. Actions to follow should seek to reduce the clutter by removing redundant signage and improve movement for pedestrians.

## 8. Vacant Buildings and Sites

### Former Savoy Apartments

The site is currently vacant and degrades the quality of this part of the town as well as harming the character of the conservation area. Its redevelopment could make a meaningful contribution to the conservation area by repairing the disconnect and discord that exists through the townscape with a high quality development befitting of its key location and role within the conservation area. It is not being suggested that the site owner introduces a pastiche of the building that once occupied this site. There are, however, sufficient positive prompts and cues that can be taken from the existing buildings along Victoria Road including the Library building located on the corner of Victoria Road and High Street. Historic records, including maps, images and postcards, exist that could be taken into account to influence and provide key criteria for a new building to embody and, at the same time, provide a positive development of the site.

### The Ocean Hotel

The Ocean Hotel and the former Kings Head Hotel (Figure 18) is over 200 years old. It has associations with the naturalist Charles Darwin and author Lewis Carroll who are known to have stayed here. The hotel has been identified as a Building of Architectural Interest, an important non-designated heritage asset, which holds special architectural and historic interest for Sandown. It occupies a commanding position with a High Street frontage including retail premises and hotel entrances and an important sea facing aspect, benefiting from access and views over the Esplanade and Sandown Bay. Despite its near derelict and fire damaged state, it contributes to the rich town and roofscape of the conservation area, to the High Street and the Esplanade. There is a wealth of photographic evidence that demonstrates the damage, loss and deterioration of the Ocean Hotel including its fabric, roof, architectural details, boundary treatments and ground that can assist in bringing the building back to its former state with the potential for a degree of change and possible extension.



Figure 18 -The Ocean Hotel and Kings Head in its heyday.

## Esplanade Hotel

The Esplanade Hotel (Figure 19a 19b), formerly known as the Seagrove also occupies a key location on the High Street and Esplanade and has commanding views over the Esplanade and Sandown Bay. Although not identified as a Building of Architectural Interest, it is considered to be of local interest, architecturally and historically. The Victorian Italianate frontage (with a touch of the 'Gothick') to the High Street, is rich in architectural detailing creating the impression of a series of individual buildings.

The main entrance to the High Street frontage is clearly denoted by a once open projecting Neo-Classical porch with columns supporting a frieze and low boundary walls with piers mark the front forecourts and extent of the basements, some of which can be accessed from the street. Unfortunately, some of the voids at basement level have been infilled and accommodate service areas for the hotel. As with the Ocean Hotel, this building has been severely neglected.

Architectural detailing and external finishes are deteriorating and its stepped approach is lost amongst the paraphernalia within its former gardens to the Esplanade which does little to enhance the character of the area.

Windows and doors have largely been replaced and encaustic tiles to its entrances are slowly being lost. Its elevation facing the Esplanade includes a hotch-potch of add-ons and extensions, a conservatory, replacement and altered windows. Its impressive concave shell-like entrance doors set within a moulded canopy have been enclosed by more recent changes.

The former containment of the grounds to the Esplanade Hotel has been eroded as sections of the forecourts and parts of the former hotel are now in separate business uses – including bars and restaurants. New buildings, terracing of varying styles and materials, new boundary treatments and intruded car parking spaces have had a harmful effect on the appearance of the Esplanade.



Figure 19 a) and b) -The Esplanade's two street 'addresses'.



## 9. The Esplanade

The condition and quality of the Esplanade and its facilities can create a lasting impression and significantly influence people's views & opinions of Sandown. After all its sandy beach is its showcase and plays a major role in attracting business, visitors and tourists to the area.

The consultation/engagement exercise indicated that local residents and the community valued public realm with 75% of the respondents seeing the Beach and The Esplanade as adding to the special interest of the conservation area.

This area has evolved over time with the existing public facilities replacing a Bandstand constructed in the early twentieth century along with the ornamental planting and steps creating a small public space as an oasis at the convergence of the road network. It was replaced during the mid twentieth century with the existing facilities (Figure 20). It was recognised that it was time-expired and positive change was required. At the same time, buildings in the immediate vicinity of the public facilities have been altered, some not so sensitively or sympathetically.



Figure 20 – Now

This is a well-used part of the seafront in all seasons and now enters another period of change with the Isle of Wight Council securing the approval of planning permission for new public toilets and a 'changing places' facility as well as a retail unit and a restaurant above (Figure 21).<sup>4</sup>

Whilst it could be said that the Esplanade can accommodate a more relaxed approach, the area is becoming tired; it should be the *piece de resistance* and provide the setting to the once high quality hotels with their seaward facing elevations and contained gardens.

This is an area where a joined-up approach is required between various departments of the Council and business to achieve improvements in its appearance and fabric as well as the experience of what Sandown has to offer enhancing what should be the focal point of the town.



Figure 21- Coming Soon!

<sup>4</sup> Isle of Wight planning register: 20/00183/FUL – Pier Street Public Conveniences

Consideration should be given to a co-ordinated approach to public realm improvements along the Esplanade including:

- a holistic approach to the entire stretch of the Esplanade
- provision of a 'gateway' to mark the entry to the Esplanade
- provide improved 'beach' shelter/s along the Esplanade based on 'architectural' public art statements, taking example from other coastal towns and resorts such as Swanage and Bournemouth
- improvements to walls, piers, ramps and steps to the beach
- Consideration should also be given to a beach boardwalk in key locations, increasing accessibility to the water's edge by the less-abled and less ambulant.

By encouraging people toward the Esplanade and the facilities on offer, footfall will be increased in low season when there is a tendency for visitors and customers to fall. A strategy for improvements to the Esplanade on both public and private land will complement the 'offer' and attraction of Sandown and the general improvement of this key part of the conservation area.



Figure 22 – 23 - A joined-up approach is required to improve the appearance of the Esplanade, its buildings, accessibility and public realm.

## 10. New Development & Change

Opportunities for new development in and around Sandown are quite limited. There are few sites that present opportunities for new development unless buildings are vacant (such as the former Savoy Apartments site) and where proposals are for demolition and replacement new build.

The conservation area designation places a far greater emphasis on high quality design that makes a positive contribution to its identity, character and appearance and setting. New development, where it presents itself, must be sympathetic to its context in terms of its siting, scale (including height, size and massing) and details. Materials should be carefully chosen to complement the conservation area's existing palette of materials. It should also follow the existing pattern or grain of development, not obstruct important views, not dominate buildings in the immediate vicinity and carefully consider the effect on the historic roofline. Historic evidence, such as mapping, historic photographs and an understanding of development pattern and grain should be used to inform proposals.

Consideration of these will not dictate architectural style but it should ensure that proposals are informed by the significance of the conservation area and the role that the site plays in contributing to its positiveness and complements the existing character, identity and sense of place.

The particular architectural character of each area, as identified in the conservation area appraisal, will almost always provide the best model for new development in that particular place.

Therefore, the design of all new development should respond to high-quality examples of the surrounding historic architecture in order to maintain the special character or appearance of each area.

It is always recommended that a suitably qualified and experienced designer should be employed. While there are positive examples of good architecture in the conservation area that can be drawn upon as sources of reference and inspiration, if seeking to present traditional designs, the proportions need to be right to avoid a poorly designed pastiche.

Where proposals involve the wholesale or substantial demolition of a building in the conservation area, the approach of the Council is to seek the retention of existing buildings where they play a positive role in the conservation area and recognising the embodied energy that the building holds in its fabric. Applicants will need to demonstrate that the building cannot be repaired, renovated, refurbish and retained for its existing or another use, that it is not viable to do so and that a new building will either preserve or enhance the character or appearance of the conservation area.

### Guidance, advice, promotion & training

The Isle of Wight Council promotes positive engagement and encourages potential applicants to enter into pre-application discussions prior to submitting planning applications. This can often iron out issues at an early stage and ensure that applicants are aware of the expectations for development and change in the conservation area. For larger developments, or those that are particularly prominent, the Council would expect discussions to be held with the Town Council.

Owners and occupiers can minimise the negative effects of change by employing skilled advice when preparing development proposals, and the Council can maintain meaningful development management responses through staff training and guidance.

There is considerable guidance on planning and conservation matters available from national sources for professionals and homeowners. Organisations such as the Chartered Institute for Archaeologists (CIfA) and the Institute of Historic Building Conservation (IHBC) provide advice and guidance and Historic England, the government's statutory adviser on the historic environment, produces a range of guidance on their website.

The Council also has the Commercial Frontages Design Guide Supplementary Planning Document available on its website as an interactive guide. Historic England updated its earlier Guidance on 'Streets for All' which is regional guidance, highlighting variations and the use of local materials. It resonates of the issues that affect Sandown and provides combined advice and suggestions from the Department of Transport and the Chartered Institute of Highways and Transportation. The guidance relates to works on the Highways and Public Realm ensuring that all are accommodated but provided priority for people. It is important to raise awareness of existing guidance documents from national sources and the Council such as the 'Guidance for Works on the Highways and Public Realm' (November 2011).

It is important that local people should understand the significance of their surroundings if they are to play their part. It is clear from the consultation/engagement process that Sandown as a place already has a keen group of residents and local amenity groups, including an existing Community Interest Company who are willing to get involved in raising the awareness of Sandown, its historical buildings and its future. That energy and enthusiasm needs to be harnessed and brought to the fore to assist and complement drivers for change.

There is a clear need to publish information on the history of Sandown and its special qualities. A collective knowledge about a place improves the awareness of its special architectural and historic interest. And the more informed local people, the more they are likely to value their town and its conservation area. This could be built on the work that exists at the Records Office in Newport, other local interest groups and individuals.

There are opportunities to improve skills at all levels. The appointment of a Historic Environment Champion would be a move toward raising the profile and awareness of the conservation issues among elected councillors.

## 11. Enforcement Activity / Compliance

The Council already indicates, through its website, a willingness to use the available powers for enforcement as may be necessary. However, this should give a clear priority to action in respect of the historic environment because it is so irreplaceable.

An objective understanding of the existing position can be gained from a photographic survey, which provides a baseline for measuring change, monitoring building condition or providing evidence for enforcement. Photographic records should be updated at least every four years because certain works carried out in breach of planning permission, or contrary to a condition of an existing permission, cannot be enforced against after four years. (There is no such time limit in respect of enforcement related to listed buildings).

While a photographic survey will provide the necessary evidential baseline, it is important that the area is monitored regularly so that action against unauthorised works can be taken promptly. This function can be performed informally by local amenity groups and the town council as much as by council officers.

Councils can take enforcement action to remedy untidy land and buildings, which have a detrimental impact on the amenity of an area, via section 215 of the Town and Country Planning Act.

Due to the nature of Sandown, there is a need for direct action to enhance eyesore sites. This is an action that has a financial implication for the Council and therefore, whilst necessary, decisions to take enforcement action are not made lightly.

The Council should develop a programme of pro-active enforcement for Sandown Conservation Area using the range of powers available to it, to require building owners to repair and redecorate buildings which are harming local amenity or are vacant and in serious disrepair. The Council priorities to enforcement will be informed by the current Enforcement Strategy but should include key sites such as the site of the Former Savoy Apartments, the Ocean Hotel and the Esplanade Hotel. Such a programme of enforcement work should also include action on unauthorised and harmful signage or other alterations including redundant or unauthorised satellite dishes.

## 12. Article 4 Directions and Locally Listed Buildings

### Article 4 Directions

Article 4 Directions are used to control permitted development (development that does not require planning permission – permitted through the General Permitted Development Order) for properties that retain permitted development rights. The existing Article 4 Direction (Figure 24) requires that planning permission must be sought to make changes to, for example, windows, doors or roofs, to paint unpainted facades or certain types of cladding and to alter or demolish a boundary wall on frontages of dwelling houses that face a highway, footpath or public open space. However, the existing Direction would benefit from a review given the time since first served and the changes that have taken place within the General Permitted Development Order and the conservation area.

### Local List

Locally listed buildings are not protected in the same manner as nationally listed buildings, but they are a 'material consideration' in the planning process meaning the Local Planning Authority must consider the impact of any proposed development on a locally listed building.

The conservation area only has one locally listed building (the War Memorial on the Esplanade which since inclusion on the local list has been designated a grade II listed building), and so a review of the buildings within the conservation area for nominations to the local list should be undertaken. Local communities can assist with this work.

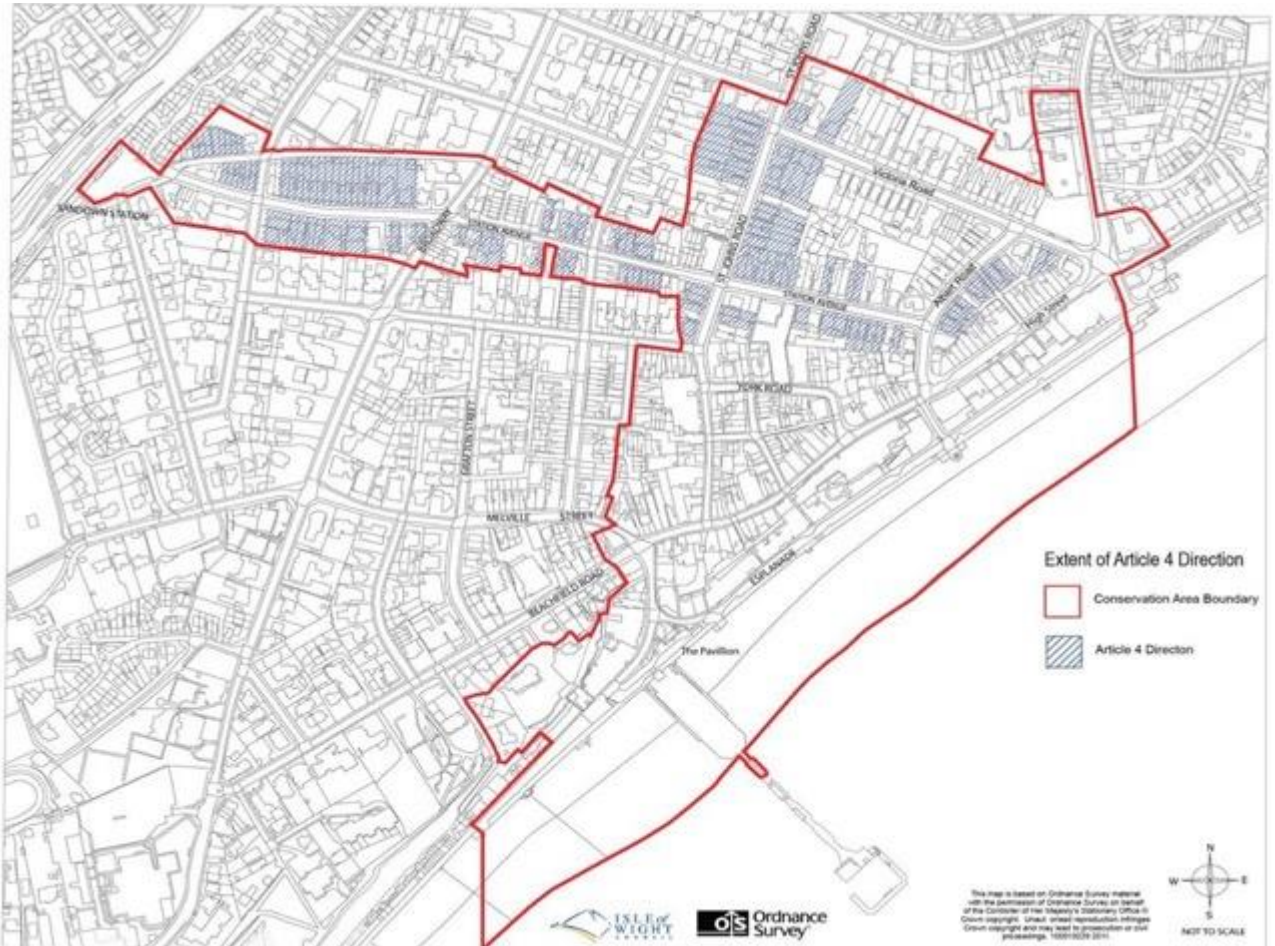


Figure 24 - Existing Article 4 Direction areas.

Historic England has produced an Historic Environment Advice Note on Local Listing which explains the criteria against which buildings and structures are to be assessed. It should be noted that a building does not need to be on a list to be considered as possessing local interest, in other words, a non-designated heritage asset.

shops. It is well known that grant schemes can help to transform businesses, attracting more people and investment to an area. A Shopfront Improvement Grant Scheme could help with refurbishment or reinstatement works, directed to businesses and landlords.

## 13. Funding

The Council will consider other vehicles and avenues to assist in arresting the decline of the conservation area including environmental improvements through Section 106 Planning Agreements and Regeneration Programmes and sponsorship by local businesses and business persons. The Council does not have a Community Infrastructure Levy (CIL) in place but if this were reviewed this could secure levies being directed toward the improvement of Sandown.

Other sources of funding should be reviewed including possible grant funds from Historic England or the National Heritage Lottery Fund or the Arts Council to continue to promote, support and develop the arts culture and heritage in Sandown. Local Amenity and Interest Groups have been successful in securing funding from other sources. Where appropriate, their enthusiasm and energy should be harnessed to source and progress other funding streams.

The local community can also highlight projects that could be funded by planning obligations.

### **Shopfront Improvement Grant Scheme:**

Although commonly associated with the current High Street Heritage Action Zone initiatives, grant schemes can be led by the Council with Sandown Town Council, the Chamber of Trade & Commerce, the Arts Council, Tourist Board and the National Heritage Lottery Fund helping facilitate projects which seek to make improvements to

## 14. Other Initiatives

In conjunction with the management of development and public realm, the following initiatives could raise the profile of Sandown.

### Pop-up shops and Grow-a-Space

Where existing businesses and retailers share their space with others. It can be a shelf, a rail, window or table – store/shop owners can invite and host ‘ShopShare’ brands to earn rental income, engage new customers and experiment with creative retail collaborations. Pop-ups can be for a few days or weeks and they can suit anyone from chefs to artists or retailers. They can perhaps be used to test ideas or hold promotional events with the minimum of fuss and bureaucracy.

### Pop-up Evening Supper Clubs

Celebrate dining and attract people out by providing diners with the opportunity to experience unique events and collaborations that might not otherwise happen. These are often held as part of food festivals or as fundraising opportunities to support local and worldwide charities. Whatever the reason, they can be one-off dining experiences and attract feet to the streets in the evening.

### Arts and Creative Industries Start-Ups

Regeneration, economic and cultural led initiatives to champion and boost the arts and creative industries sector in Sandown, including partnerships with key organisations and individuals to secure funding to assist in finding affordable premises. These can provide workspaces for small creative companies where new business ideas can emerge from new arts and creative industry organisations, freelancers and students to flourish where learning and support can be offered.

### Fringe Festival Events

Fringe events are either held the week before a main event or on the sides, that attract the less mainstream artists and performers to other locations on the island. Sandown has all the ingredients to host fringe performances to the main Isle of Wight Festival.

Fringe organisations tend to be registered charities that do not rely on public funding or very little funding. Sources of revenue can include participants’ registration fees, selling advertisement in brochures and on a website, event sponsorships and ‘Friends’ memberships.

### Community Interest Companies(CICs)

CICs come in many guises and can relate to a number of initiatives. For example, the Heart of Hastings Community Land Trust is a locally owned and controlled initiative to safeguard genuinely affordable live and workspace across Hastings and St Leonards’. They were the lead for an application to Historic England for a High Street Heritage Action Zone for the Trinity Triangle area. To instill confidence, the Heart of Hastings had to provide ‘proof of concept’ to demonstrate that their vision could become a reality. They chose The Rock House as proof as it embodied the aims of Heart of Hastings which sought to tackle the negative aspects of gentrification, greater income inequality and diminishing affordable housing, by providing rent-capped affordable housing and by using creative regeneration techniques to create jobs for people.

Sandown could learn from this example to form CICs to develop initiatives to stem the decline of Sandown’s architectural history and its important buildings.



## 15. Delivering Action

resources.

The Plan sets out a list of actions derived from the review and consultation. These need to be prioritised, taking into account available resources (financial and time) and consideration given to any other projects, such as the Bay Place Plan, to avoid duplication and ensure a coordinated approach to delivery.

### Key Projects & Implementation

While much of the scope for action inevitably rests with the Isle of Wight Council, there is no reason why the community should remain entirely passive. In light of the limited resources of the Isle of Wight Council and Sandown Town Council, some projects and initiatives can be community-led projects. These also have the benefit of being able to access other additional funding streams such as the National Heritage Lottery Fund, the Architectural Heritage Fund or the Royal Horticultural Society's (RHS) Britain in Bloom.

### Commitment to the Vision and Delivery

It is the role of the Management Plan to take forward the challenges and opportunities identified in the appraisal, and to identify means by which the special interest of the conservation area will become self-sustaining into the future. It requires the Isle of Wight Council, Sandown Town Council and other stakeholder organisations to agree to a Conservation Partnership Vision as an over-arching approach to all conservation-related and public realms improvement schemes. It should also outline a number of future actions that require partnerships with those living, working and carrying out property improvements and development in the conservation area.

### Periodic review

The management plan will only be meaningful if it is subject to review in order to evaluate progress. To begin with, it is recommended that reviews should be on a yearly basis, and dependent on individual programme plans and

## 16. Conclusion

As a relatively small town, Sandown is unlikely to be economically self-sustaining. The community relies on neighbouring large towns for many of its services as well as the mainland. The settlement is, however, socially different and very independent and it is vital to the special character of the conservation area that this individuality and distinction on the island is maintained. There is always a natural desire to leave things as they are but, in reality, nothing stands still in a changing world. Like gardens, places have to be nurtured.

It is widely agreed that the Sandown Conservation Area has declined since it was designated in 2011. No one could have anticipated the closure of the whole string of hotels along the south side of the High Street and the north side of Culver Parade. But their closure and the demolition of the Savoy Apartments as well as being an economic loss to the town, have also blighted the conservation area's Commercial Resort Centre Character Area. In the rest of the conservation area, the Residential Character Area, there have been some improvements to buildings and frontages, but further work is required.

The Council is already implementing a programme of pro-active enforcement work, using the range of powers available to it, to require building owners to repair and redecorate buildings which are harming local amenity. Such a programme should also include the development, reuse and restoration of key vacant sites buildings, with specific focus on bringing vacant upper floors back into residential use.

A baseline photographic survey to be undertaken in conjunction with stakeholders and amenity groups, would capture the condition of all buildings and the alterations carried out. This baseline assessment will enable the Council and its partners to measure change, in particular the percentage loss of historic buildings along with the loss of any traditional materials, details or features.

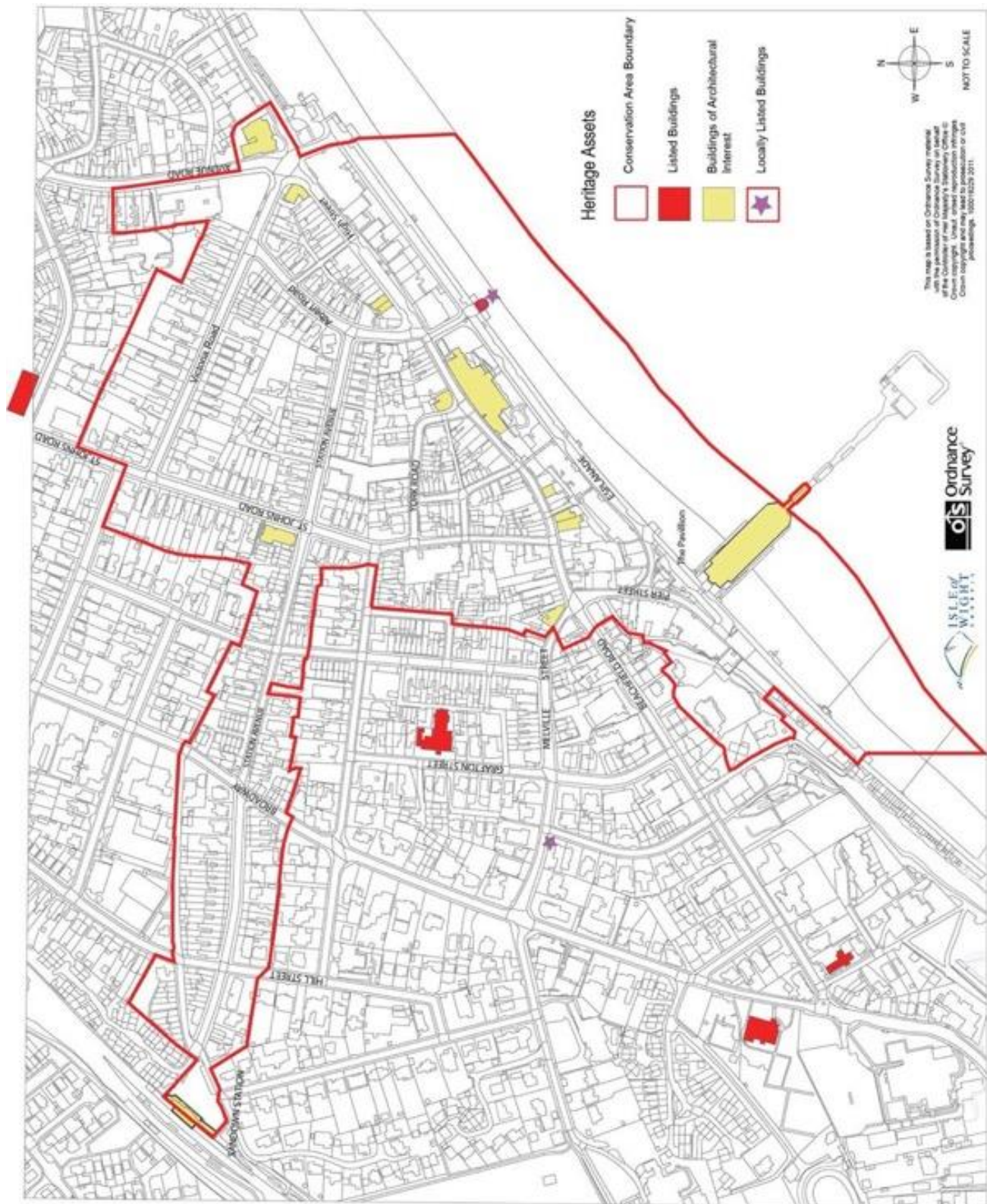
This in conjunction with proactive development management, policy making and review of the current Article 4 Direction would seek to deliver improvements in the character and appearance of the conservation area. The survey could also include street furniture and signage and could be used to identify redundancy which could form the basis of a de-cluttering exercise and inform future projects affecting the public realm.

The Council should consider other potential means to assist in arresting and reversing the decline of the conservation area, including environmental improvements such as along the Esplanade or within the High Street. However, the future improvement and management of the conservation area is above all a shared responsibility involving the various Council services, the town council, Island Roads, property owners, traders and retailers, management agents, residents and amenity interest groups who may individually and collectively be more appropriately placed to lead certain initiatives and schemes.

## 17.The Plan

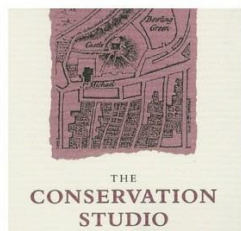
- Record the present state of buildings and streets in the conservation area by photographic survey and record buildings and streets (including street furniture, advertisements, satellite dishes, vacancy etc) to establish a baseline.
- Identify all buildings of historic or architectural interest and review and update the Local List and Buildings of Architectural Interest in the conservation area and consider if any merit national listing.
- Improve shop fronts through planning applications using the Commercial Frontages Design Guide Supplementary Planning Document
- Raise the profile and awareness of the conservation issues among elected councillors by appointing an Historic Environment Champion
- Tackle vacant or harmful sites (including the 3 main sites, former Savoy, Ocean and Esplanade Hotel)
- Review signage to identify redundant or harmful (amenity or safety) signage and identify ways to provide new signage to assist wayfinding.
- Promote guidance on preserving architectural features on buildings and in the public realm (to public, agents, town and council officers).
- Review the Article 4 Direction
- Tackle poorly maintained buildings by creating a maintenance week event in the High Street
- Create public realm improvements including street trees
- Provide interpretation for the benefit of tourists and local residents
- Explore avenues to fund enhancements (streets and buildings) including shop front grant schemes
- Improve the appearance of the public passageways between the High Street and Esplanade
- Bring pride to the town by showing the best of what is being done by establishing a town annual award scheme for building projects and environmental improvements
- Raise awareness of artistic talent in Sandown
- Make the High Street look more alive quickly using vacant shop window displays/dress-up/ pop-up evening supper clubs etc
- Arts Festival Events
- Promote 'living over the shop' to increase numbers of those living in the town centre
- Find spaces where Creative Arts Start-up Initiatives can establish
- Research and publish findings of important residents and visitors over last 200 years
- Establish Sandown as 'the' family destination
- Encourage more visitors to explore the town
- Improve appearance and effectiveness of car parks
- Ensure improvements continue through regular audit of conservation area/town's health
- Making Sandown a 'green town', centre for sustainable tourism and living
- Bring together a multi- faceted/coordinated response to making Sandown accessible and easy to navigate whether on foot, bicycle or vehicle with an emphasis on low carbon and sustainable means of transport creating a 'whole' place approach to 'Destination Management'

## Appendix A - Existing Heritage Assets



Heritage Assets, designated and non-designated

## Appendix B – The Questionnaire



**Murphy Associates**  
Planning.Urban Design.Conservation



## Sandown Conservation Area Management Plan Consultation 31 January - 14 February 2022

### Overview

Sandown Town Centre was identified as having the special architectural or historic interest that merited conservation area designation. It stretches from the Esplanade to the High Street and the length of Station Avenue up to the Train Station encompassing a variety of building types, a mix of uses and a varied public realm.

It is now 'At Risk' and in decline - those elements that led to and contribute to its identity and character are slowly and progressively being eroded.

The Isle of Wight Council has appointed Murphy Associates / The Conservation Studio to produce a Sandown Conservation Area Appraisal Management Plan building on the content of the existing Character Appraisal. The intention is identify how change can be managed, improvements can be realised, how joined-up working can benefit the area and where other initiatives and projects can be harnessed to act as catalysts for change.

### ***Managing and Improving the conservation area is a shared responsibility!***

We are keen to hear the views and ideas of residents, property owners and businesses in Sandown about the management of the Conservation Area.

Tell us:

*What do you feel about Sandown Town Centre?*

*What do you like and want to see looked after and improved?*

*What makes you feel positive about the town centre?*

*What gets you down about the town centre?*

A Map of the Conservation Area is available to help you identify the boundary of the area, to download and annotate to send back to us at [info@murphyassociates.co.uk](mailto:info@murphyassociates.co.uk) or [info@theconservationstudio.uk](mailto:info@theconservationstudio.uk)

Maps will be available at the 'Drop-In' event on 4th February 2022 at The Broadway Centre, Sandown, PO36 3GG. We are there between 2.30pm until 7pm.

Link to Conservation Area Boundary Map:

[www.iow.gov.uk/azservices/documents/1322-Sandown%20Conservation%20Area%20Boundary%20Map.pdf](http://www.iow.gov.uk/azservices/documents/1322-Sandown%20Conservation%20Area%20Boundary%20Map.pdf) or

<https://www.iow.gov.uk/azservices/documents/1322-Sandown%20Conservation%20Area%20Boundary%20Map.pdf>

1. Did you know that Sandown has a conservation area covering its High Street, Promenade and Station Avenue to the Station, designated by Isle of Wight Council?

Yes  No

2. Sandown Conservation Area was designated in 2011. Did you know that Conservation Area designation sets a duty on Isle of Wight Council to preserve or enhance the character or appearance of areas of special architectural or historic interest?

Yes  No

3. Are you aware that the designation of a Conservation Area brings added planning controls to certain proposals to dwellings, business premises, advertisements, trees and boundary walls?

Yes  No

4. Are you aware that Isle of Wight Council has imposed extra planning control called an 'Article 4' Direction to require planning permission for certain works to some building types that would still normally not need planning permission?

Yes  No

5. In your view has the character and appearance of Sandown Conservation Area improved, stayed the same or got worse in the ten years since the conservation area was designated?

Improved

Stayed the same  Got

worse

6. What do you think is special about the Sandown Conservation Area? Tick as many as necessary.

The Beach / Esplanade

The Pier

A particular building (please identify)

The High Street

The range of architectural styles

Surviving historic shopfronts

Surviving historic walls / boundaries

Open spaces (other than the beach)

Alleys / twittens and passageways leading off the High Street

Tree lined streets

Surviving historic street names

Other (please indicate in the box below)

Other (please specify)

7. Is there anything else that you think is special about the Sandown Conservation Area?

*You can:*

*Expand on the answers given in for Q.6.*

*Think about what you like or dislike about Sandown.*

*Think about what you value most about Sandown's heritage.*

8. Do you think there is a proper balance between vehicles, cyclists and pedestrians in Sandown, in particular within the Conservation Area?

Yes  No

If 'No' please explain

9. Are there any other issues and opportunities you think would benefit / improve the Sandown Conservation Area?

*You can:*

*Expand on your answers to Q.6 and Q.7.*

*Think about what you don't like about living/working/running a business in Sandown*

*Think about where and what things could be improved, how things could be done and by whom*

10. Do you think could be improved about and within the Sandown Conservation Area? *Tick as many as*

*Necessary*

Improved maintenance and repair of buildings

Removal of unsympathetic features

Repair and reuse of vacant and dilapidated buildings including upper floors

Improvements to the Station area

Alteration or replacement of insensitive buildings

Reinstatement of more traditional shopfronts and signage

Continue to undertake public realm improvements

Promote the retention of traditional/historic boundaries

Improved open / green spaces

Improvements to alleys / twittens and passageways leading off the High Street

Programme of replacement new planting

Improvements to signage and wayfinding

High quality and sensitive development in the setting of the Conservation Area

More public art



*Other please (please specify)*

11. Do you think all initiatives, improvements and projects should be the responsibility of:

- Isle of Wight Council
- Sandown Town Council
- Both working together?
- Both working with local business representatives?

12. Are there other groups, organisations, bodies who could play a role, should take a lead role or have a shared role/contribution to make in certain projects? *Tick as many as necessary*

- Isle of Wight Council
- Island Roads
- Sandown Town Council
- Isle of Wight Chamber of Commerce
- The Bay Coastal Community (Shanklin, Lake & Sandown Town Councils)
- Individual Business Owners
- Sandown Town Green Volunteers
- Isle of Wight Historical Society
- Sandown Historical Association     This
- Common Space
- Local Schools
- Tourist Board
- Other attractor destination businesses / event organisers

*Are there any other organisations or bodies that have been omitted (please specify)*

13. Thinking of your responses to Q.6 and Q.10, are there specific projects / improvements that could or should be led by other groups, organisations or businesses other than Isle of Wight Council, Island Roadsor Sandown Town Council? (refer to Q.11 and Q.12)

14. Sandown only has two 'locally listed buildings', Edward VIII Postbox and War Memorial - those identified by Isle of Wight council as having some local interest and therefore efforts should be made keep them. Do you agree that there are more buildings in the town centre that are worthy of protecting?

Yes  No

15. If there was a project to improve the List of Buildings of Local Interest (non-designated heritage assets), would you be willing to participate?

Yes  No

16. Is there something in particular that the Sandown Conservation Area is noticeably lacking or that lets the area down?

*Think of:*

*How Sandown functions as a place – summer and winter.*

*What makes 'Sandown' different from other towns on the island. Is it something that is not tangible?*

17. Please add any further conservation/heritage comments you wish to make in the box below:

18. Please enter your contact details below (This information will be held in accordance with GDPR and will only be shared with the Isle of Wight Council for the purposes of considering comments as part of the preparation of a Conservation Area Management Plan. Details will not be shared with any other Third

Party)

Name

Profession (if applicable)

Address

Address 2

City/Town

County

Postcode

Email Address

**END OF DOCUMENT**