

# Medina Yard

## Exhibition & Community Forum

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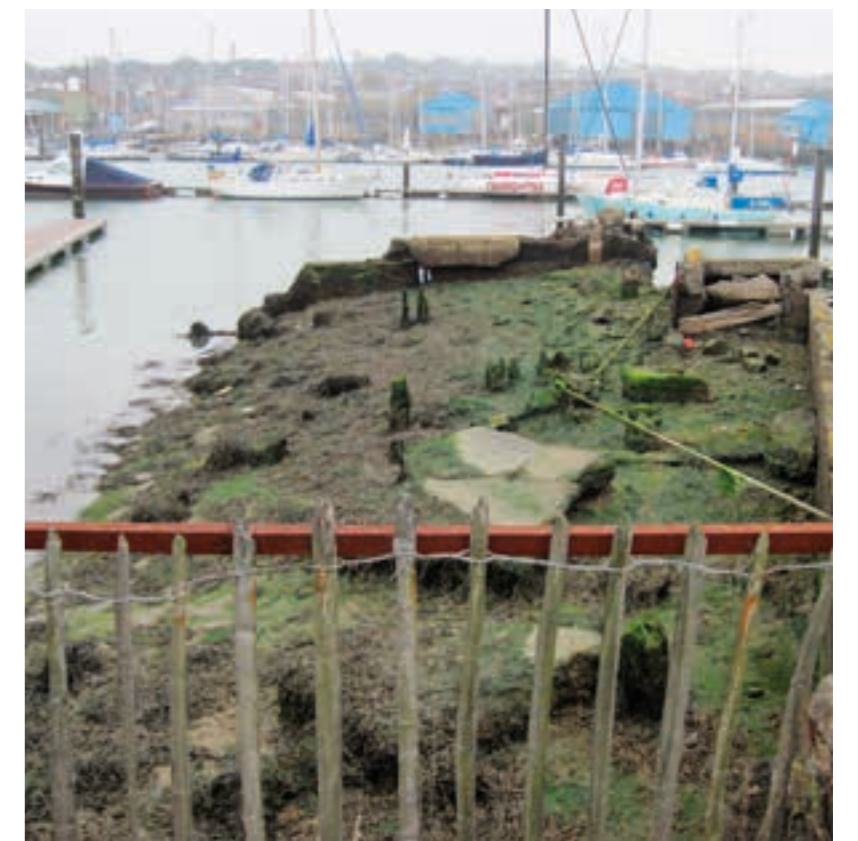
### Overview

Medina Yard is a significant urban brownfield site located within walking distance of Cowes town centre, occupying a highly prominent stretch of river frontage approximately 460 meters in length at the mouth of the Medina Estuary.

The site has had a long association with shipbuilding and was formerly part of the J Samuel White boat yard. Since the closure of the Souters Yard in 2002, the site has operated as a multi let business, workshop and industrial estate, with an area of hard-standing at the southern end of the site utilised for boat storage and as a boat yard.

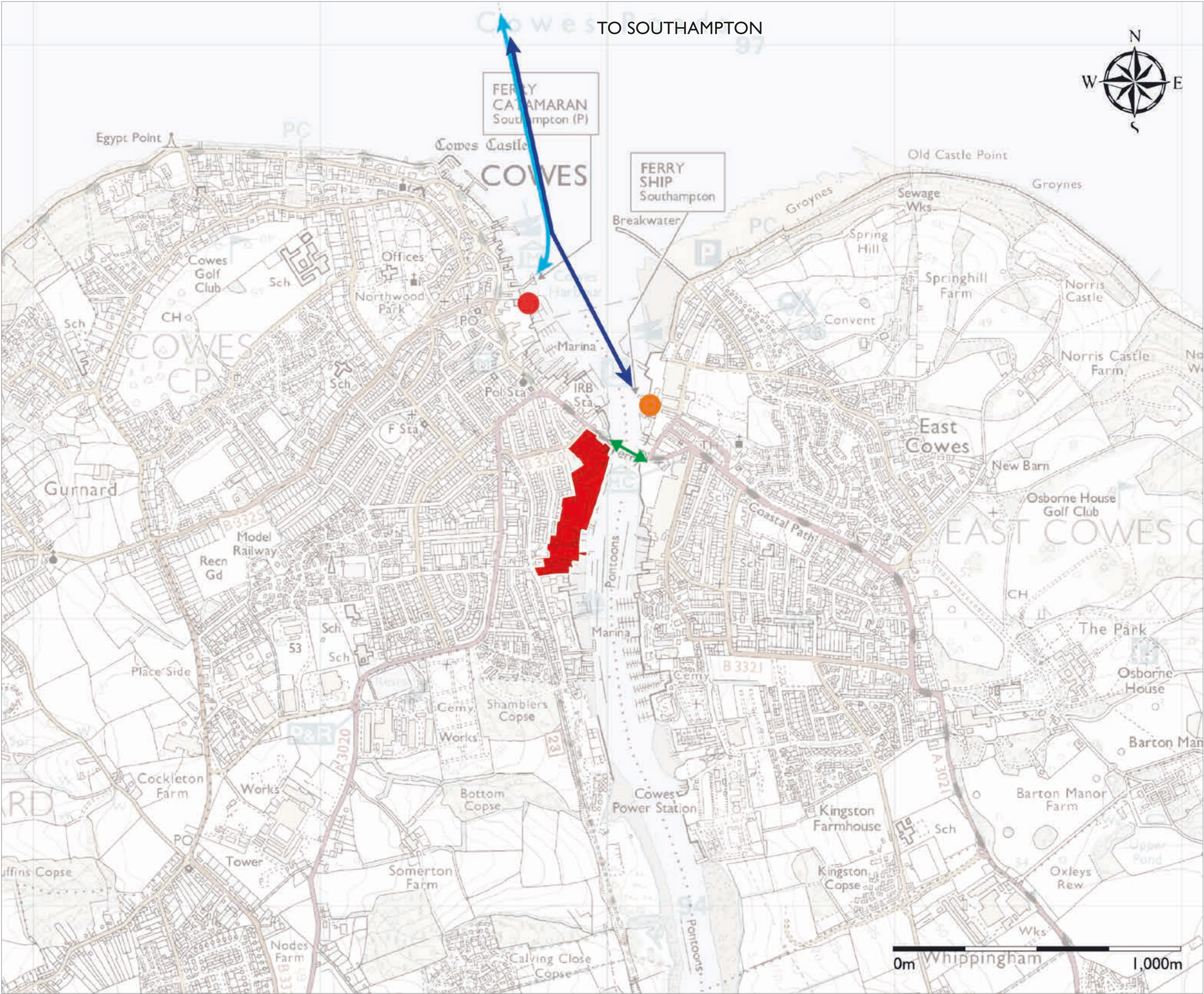
In recent years the estate has experienced reducing levels of occupancy due, in part to the age and condition of the buildings and infrastructure. This in conjunction with poor access and other constraints has rendered much of the site obsolete. As a result, the majority of site operations, buildings and infrastructure are not sustainable in the medium-term.

Medina Yard is currently the single largest brownfield site with development potential in the Cowes area. Although re-use / redevelopment for large-scale industrial use is not a viable proposition, the site has potential to play a leading role in the regeneration of the Medina Valley and deliver significant long-term benefits for the entire community.



Medina Yard Site Area

Site Location & Context



Key

West Cowes Ferry Terminal

East Cowes Ferry Terminal

Cowes Chain Ferry

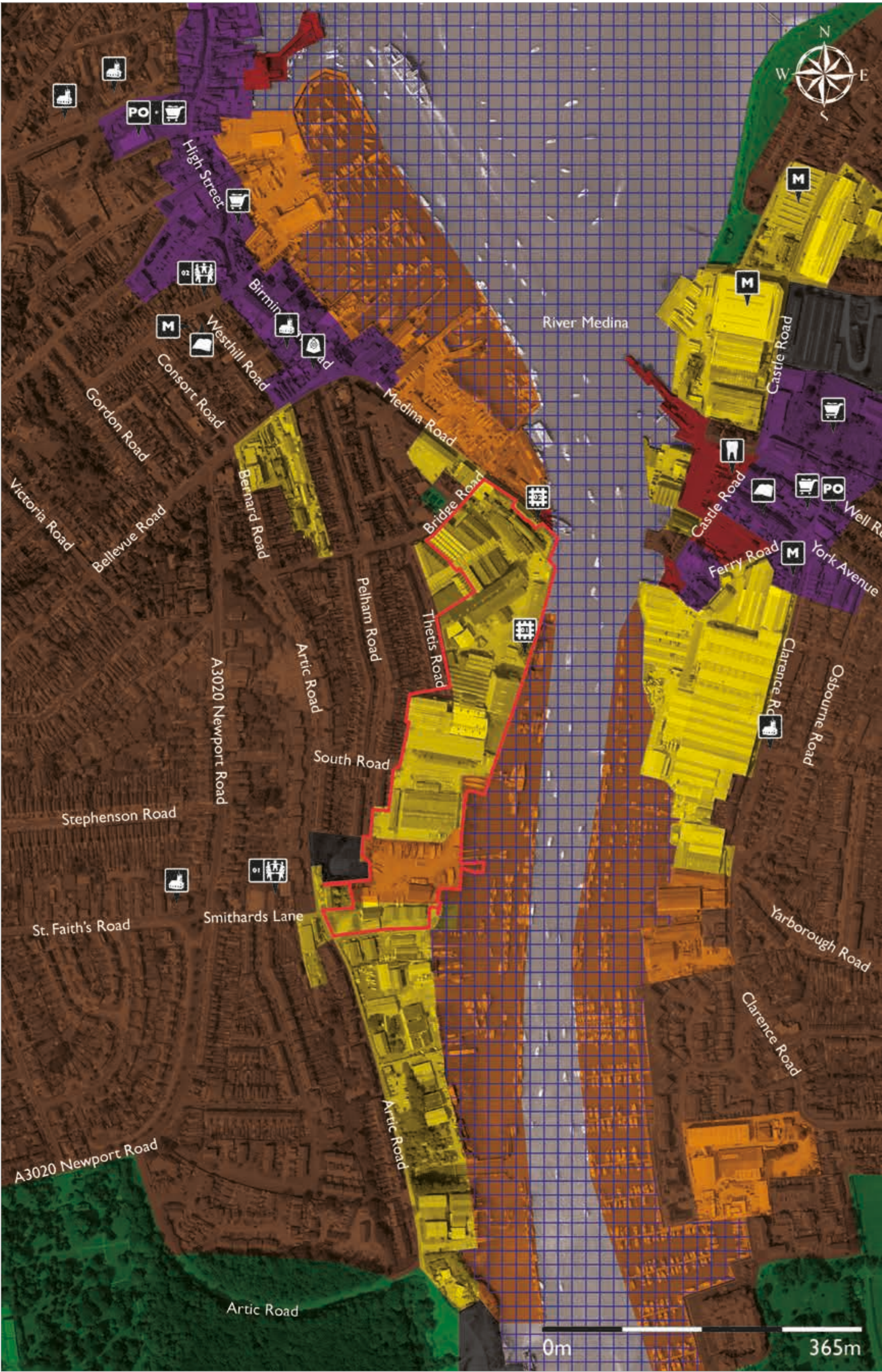
Catamaran

Ferry

Site



Urban Analysis



Local Land Uses



Existing buildings on site

Key	
	Predominantly residential
	Predominantly mixed use/town centres uses
	Predominantly employment
	Predominantly marina/boat yard
	Ferry terminus
	Potential development site or under construction
	Public open space
	Listed building
	Post office
	Dentist
	Library
	Supermarket
	Place of worship
	Community centre facility
	Police station
	Museum

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### Site History



**Early 1800s** - Thomas White purchases flourishing local shipbuilding businesses, located at Nye's Yard (East Cowes) and Thetis Yard (West Cowes)

**1815** - Thetis Yard officially opens 1 October

**1820** First steamer service between Cowes and Southampton commences by Royal Mail Steam Packet Company

**1851** First race for the America's Cup starts from Cowes

**1862** - Island's first locomotive railway, 4 1/2 miles from Cowes to Newport opens 16 June. Route in operation till 1960s (pictured)

**1898** - John Samuel White, Thomas' grandson, groups all shipbuilding in East Cowes and fit out in West Cowes (engineering works)

**1901** Isle of Wight Council takes over operations of chain ferry

**1912** - J Samuel White & Co starts building aircrafts

**1914** Shipyard employs around 2,000 people. Number will rise to 3,500 by the outbreak of WWII

**Mid-1960s** East Cowes yard closes. Train from Cowes to Newport shuts after 104 years in operation

**2000s** - Hammerhead crane remains operational till 2004. Crane receives Grade 2\* listing in 2007

**1859** - Chain Ferry connecting East and West Cowes opens. Floating Bridge Company formed and buys Ferry rights

**1860** Operations run by Thomas and his sons combined to one name 'J Samuel White'

**1882** - Ferry connecting East and West Cowes bought by Steam Packet Company (later part of Red Funnel). New bridge built in 1896

**1895** West Cowes now known as Cowes

**1911** - J.S.White orders 80 ton Hammerhead crane. Major fire in Machine Shop causes extensive damage from Thetis Road to Medina Road

**1942** - Luftwaffe drops 200 tons of bombs on Cowes. Polish destroyer, Blyskawica, which was getting refitted at J Samuel White, retaliates. Medina Road buildings suffer major damage

**1972** West Cowes yard continues engineering work till now



Engraving (published by S. Horsey Jr.), A view of West Cowes from East Cowes circa 1815 Source: County Record Images (CWS008). © Dave J. Quigley, 7 October 1997



Train approaching Cowes Station 1963, <http://www.disused-stations.org.uk/c/cowes/index.shtml>



A view across the River Medina looking towards East Cowes, showing in Arctic Road under construction, (circa early 1900s) Source: County Record Images (CWS144). © Dave J. Quigley, June 1998



A White navyplane being lower into the sea in the First World War Source: Just Fifty Yards from the Floating Bridge, Compiled by Brian Greening



Engraving, Cowes harbour (West Cowes) shown from East Cowes Seafront, Circa 1850s. Source: County Record Images (CWS032). © Dave J. Quigley, 14 October 1997



Floating Bridge c 1892, Postcard, <http://www.simplonpc.co.uk>



Damage from 1911 fire. Source: Just Fifty Yards from the Floating Bridge, Compiled by Brian Greening



Damage from air raid. Source: County Record Images (CWS142). © Dave J. Quigley, June 1998



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### The Team



Acting on behalf of The Harrison Trust, Masons Property Advisers was established in 1990 and is a multi-disciplined Chartered Surveying Practice providing a comprehensive range of property services to all sectors of the UK property market. Over that last 22 years they have built up an innate understanding of development and the development process. Their expertise extends to the feasibility assessment of complex schemes, sustainability, viability, planning and ultimately, delivery.



John Thompson & Partners is an international placemaking practice of architects and urbanists with extensive experience of delivering successful projects for both public and private sectors throughout the UK, and internationally. The practice use participatory techniques pioneered and honed over two decades to build collaborative visions for projects with the very people who will go on to use them.

### Rolfe Judd Planning

Rolfe Judd Planning is a specialist planning consultancy, forming part of the Rolfe Judd Group, an architectural, planning and interior design company, established in 1968. Rolfe Judd Planning's main area of expertise lies in urban development management planning; including leading planning, listed building and conservation area negotiations. Rolfe Judd Planning has extensive experience of numerous commercial, residential and mixed use refurbishment, redevelopment and masterplanning projects, many of which concern complex land use and heritage issues in conservation areas. The practice has a considerable depth of local knowledge combined with well-established contacts and good working relations with the relevant officers and teams at all levels.



Chilmark Consulting Ltd is an independent spatial planning, regeneration, development, housing and economic development advisor. They offer a wide range of services and specialisms to both public and private sectors and focus on complex, mixed use development projects across the UK from their offices in Wiltshire.



Entran is an independent environmental and transportation consultancy with specific abilities and expertise in transport planning and traffic engineering. Entran was formed in 2005 by a group of Directors who had held senior management positions with leading consultancy firms in the UK and overseas. The transportation Directors at Entran have a wealth of experience in devising movement strategies and transport solutions for town centre regeneration schemes, urban expansion master-plans as well as stand-alone commercial and residential developments.

### Bespoke Property Consultants

maximising development potential

Bespoke Property Consultants was formed in 2004 and specialises in providing consultancy services on the viability of development schemes, S106 Agreements and affordable housing for developers, RSLs, local authorities and the Homes and Communities Agency. BPC has a specialist knowledge of the issues that face development viability, and in particular the infrastructure, mix of uses and financing to make developments work.

### Pell Frischmann

Pell Frischmann is one of the UK's leading firms of consulting engineers. Since its establishment 86 years ago, it has grown into a worldwide operation with approximately 1,000 staff and a turnover approaching £30 million. Its services include land development and regeneration, traffic and transportation, water and waterway and building structures.



URS is a fully integrated engineering, construction and technical services organisation with the capabilities to support every stage of our clients' largest and most complex projects. We offer programme management; planning, design and engineering; systems engineering and technical assistance; construction and construction management; operations and maintenance; and decommissioning and closure services.

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### Relevant Experience



#### KEW BRIDGE, BRENTFORD, LONDON, UK

##### A New Riverside Destination: Creating Waterfront Public Realm

Kew Bridge is a site of over 1.82 hectares located on the northern bank of the River Thames overlooking the World Heritage Site of Kew Gardens. It is located within two Conservation Areas, adjacent to the Grade II listed Kew Bridge, and in close proximity to the Grade I listed Campanile of the Kew Steam Museum.

St George acquired the site in 2002 but was unsuccessful in achieving planning consent. John Thompson & Partners were appointed to a new design team in 2006. Subsequently, St George acquired additional sites of the Thameside Centre and the Wagon & Horses pub extending the site, incorporating the additional area into a new masterplan.

##### Project Delivery

- In order to address the significant local opposition that had been established to the previous scheme proposals, JTP undertook an extensive community engagement process.
- The engagement process informed the emerging design proposals which were developed in collaboration with local community resident groups, Kew Steam Museum and London Borough of Hounslow.

- Creation of a new destination including riverside piazzas and improved riverside walkway with south facing aspect over the River Thames towards Kew Gardens
- A range of mixed uses including a new public house, restaurants, retail units and a mix of one, two and three-bedroom residences in a number of buildings of different character.
- These buildings are developed in a number of different architectural styles. 'Provenance Wharf' is a building with dual gabled roofs making reference to traditional warehouse architecture, whilst the landmark 'Ellipse' building is a crisp, simple, structure in a finished white render.
- Planning permission for Kew Bridge granted in July 2010 with the extended masterplan approval in March 2011. Completion due in 2014.

**Client**  
St George West London Limited

#### GUNWHARF QUAYS, PORTSMOUTH

##### Landmark waterfront development: Creating a Lively Waterfront within a conservation area

John Thompson & Partners' scheme at Gunwharf for Berkeley Homes has involved the design of a significant new residential development on a highly visible site within a Conservation Area. The project has won acclaim from English Heritage and other authorities for the way in which it exploits its waterfront location whilst respecting and enhancing the setting of the Vulcan Building, a scheduled ancient monument.

##### Project Delivery

- 121 apartments with underground parking, within two contemporary buildings arranged either side of formal landscaped courtyard
- Layout creates framed view of Vulcan Building from the waterfront
- Vulcan Building restored and refurbished, now home to Aspex Art Gallery

- Attractive new pedestrian walkway
- Wide mix of retail, restaurants, bars and leisure facilities have brought new vitality and viability to dock area
- Scheme created 400 construction jobs, 75% filled by Portsmouth residents; and led to 2,500 new permanent jobs
- Integration of mixed use site with waterfront enables Gunwharf to host prestigious events eg Tall Ships Race
- The various aspects of the scheme complement one another, making it popular and successful both as a place to live and a destination for a day out

**Client**  
Berkeley Homes

**Awards**  
*National Homebuilder Design Awards*  
*Award for Best Mixed-use Development 2004*

*Commendation for Best Use of a Brownfield Site 2004*

*Building for Life Silver Award 2007*

#### LAWFORDS WHARF, CAMDEN, LONDON, UK

##### Canalside Mixed-uses: Revitalising a Neglected Conservation Area Site

Lawfords Wharf in Camden was a former builder's yard. The triangular shaped site is constrained by the Grand Union Canal to the north and by existing dwellings on Royal College Street to the east and Lyme Street to the south. Existing limited vehicular access was via Lyme Street.

The site is located within a Conservation Area and contained two Grade II\* listed workers' cottages.

Planning guidance for the site was for mixed-uses to provide housing and employment opportunities.

##### Project Delivery

- The mixed-use scheme consists of a number of different buildings designed to create local landmarks and denote a gateway into Camden from northern approaches over the canal and along the canal towpath approaches from the east and west.

- The scheme responds to building height constraints, sensitively proportioning new development to prevent overlooking of neighbouring dwellings.
- Creation of an active frontage to address the curve of the canal towpath with two contemporary buildings that contain 12 apartments, and 540 m<sup>2</sup> of office and gallery/studio space.
- A four storey elevation to complete the street frontage on Royal College Street.
- A landscaped courtyard incorporating surface parking that is enclosed by the canal side buildings and the two Grade II\* listed cottages, which have been restored, extended and converted into offices.
- Contemporary elevational approach of white render and timber panelling to sit comfortably within the existing context.

**Client**  
Berkeley Homes

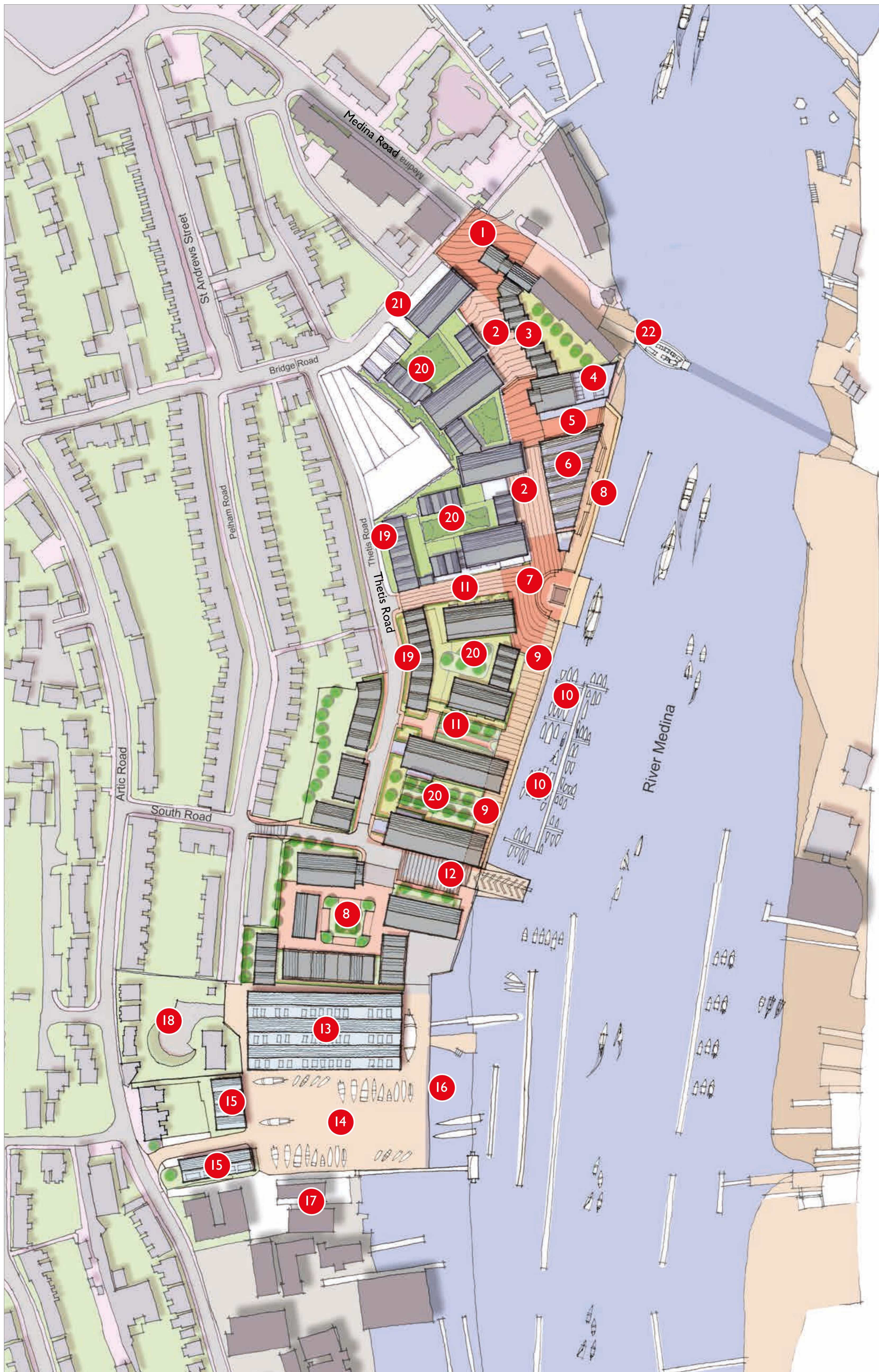
**Awards**  
*National Homebuilder Design Awards 2004*  
*Commendation for Best Small Housing Development*

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## Illustrative Masterplan



### Key

1. Medina Road Square
2. Mixed use Pedestrian Street
3. SME Business units
4. Landmark building with riverside Public House and terrace
5. Access to Waterfront
6. Heritage, Leisure & Community
7. Hammerhead Square
8. Lower Promenade
9. Upper Promenade
10. Pontoons/Moorings
11. Shared surface access
12. Public slipway & parking
13. Marine Employment
14. Boat Storage Area
15. Marine Business space
16. Commercial slipway
17. IYWAC and Sea Cadets
18. Consented residential
19. Terraced housing
20. Residential Courtyards
21. Basement Car Park entrance
22. Chain Ferry

### Key Themes



#### Support for regeneration

Medina Yard is an important brownfield site located in a prominent location on the Medina Estuary and within walking distance of Cowes town centre. Participants appreciated its shipbuilding heritage but understood that with the decline of the industry it has become largely obsolete and dilapidated. There is a plentiful supply of cheap industrial units and sites available on the island. The regeneration of the site has the potential to lift the blight from the area and once again connect the site with the local community.

*“Cowes has lived on its past for years - we need to look to the future.”*

#### Complex and costly redevelopment

Medina Yard is a complex and expensive site to redevelop. Abnormal costs include repairs to the river wall and flood mitigation measures. Any scheme will need to be viable to be deliverable and this will mean a residential-led scheme.

*“Nothing will happen here if it's not economically viable!”*

#### A new accessible public waterfront

There is limited public space and access to the waterfront in this part of Cowes. The new development has the potential to create a vibrant public waterfront accessible by foot, by boat and on bike, connecting to the neighbouring residential streets, Cowes town centre and beyond. The new promenade should incorporate elements of Cowes' arts and heritage and provide public slipway access.

*“The trick is to keep the vibrancy of a living waterfront.”*

#### Revitalisation of the local economy

Shipbuilding has been in decline for many years and participants felt that Cowes needs to look to the future. Medina Yard could provide space for new jobs and start-up businesses supporting a range of employment and training e.g. creative industries, boating related activities, arts and crafts, hospitality, etc.

*“There is an ample supply of good quality inexpensive industrial/ business space on the Island but still some requirement for traditional and start up workshop/ office space near boatyards.”*

#### Mixed-use waterfront development

Medina Yard represents an opportunity to develop an iconic mixed-use development accessible to locals and visitors alike. In addition to housing, mixed uses could include restaurant and retail, hotel, boat yard with industrial units, small business units, water based activity and heritage attractions, including a museum. The regenerated Medina Yard should connect to and complement the town centre offer and provide space for Cowes Week pop-up activity.

*“We want something that's inclusive not exclusive.”*

#### Retain marine related employment and training

People expressed a concern over the future of the remaining marine related activity on the site. New plans should accommodate these activities by providing modern units along with training in boating related skills and activities.

*“Think about the people who work there now.”*

#### A place for young people

Participants felt that young people in Cowes lack facilities to learn new skills and pursue their after-school interests. The Medina Yard development has an opportunity to provide a new community facility with a flexible space for youth activities, arts and entertainment. This place could link-in with local schools and sailing centres.

*“There's an opportunity to invest in our young people!”*

#### The heart of local heritage

Cowes has a rich maritime history, which participants felt is not exploited and interpreted fully. Medina Yard is part of this heritage and provides an opportunity to broaden Cowes attraction to visitors, whilst also benefiting local residents. This heritage should be reflected in the new buildings and public spaces and linked in with local museums and activities such as Cowes Week.

*“This area has a proud heritage which should be celebrated!”*

#### Hammerhead Crane

Participants expressed a variety of views about the listed Hammerhead Crane. Its refurbishment will require at least £2m and whilst some are passionate to ensure its future, others would prefer to see the money spent on other things.

*“Big up the crane as an installation with a light show and fireworks!”*

*“The crane is not universally loved!”*

#### Continuing the process

Participants were keen to continue to be involved in developing the proposals for Medina Yard. Medina Yard should be planned in liaison with stakeholders and residents through a regular community forum. Issues to be considered carefully include remediation of flood risk, developing effective parking strategies and the design of new buildings.

*“Find a vision that's economically viable and then support it!”*



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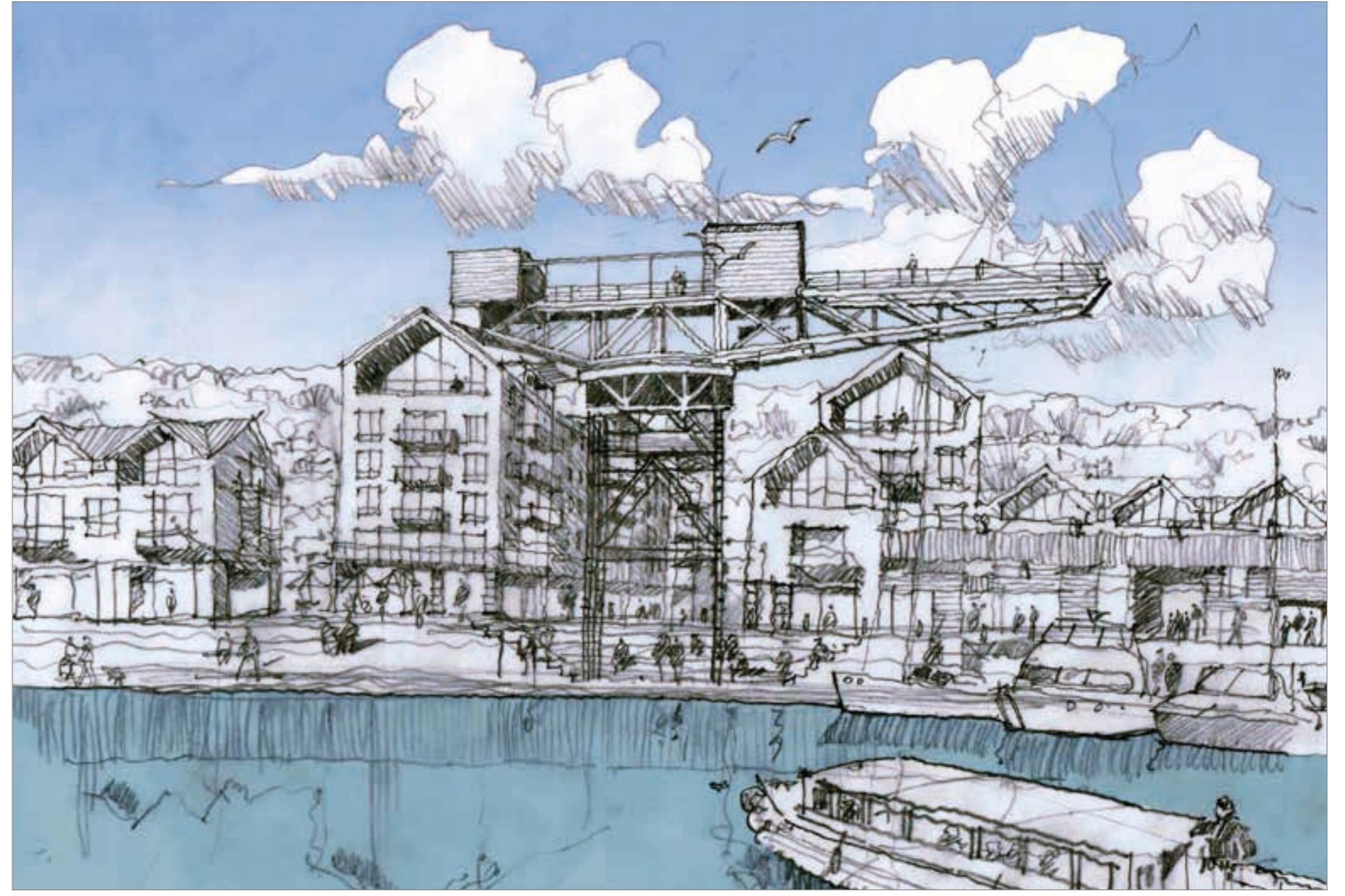
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## A Glimpse of the Future?



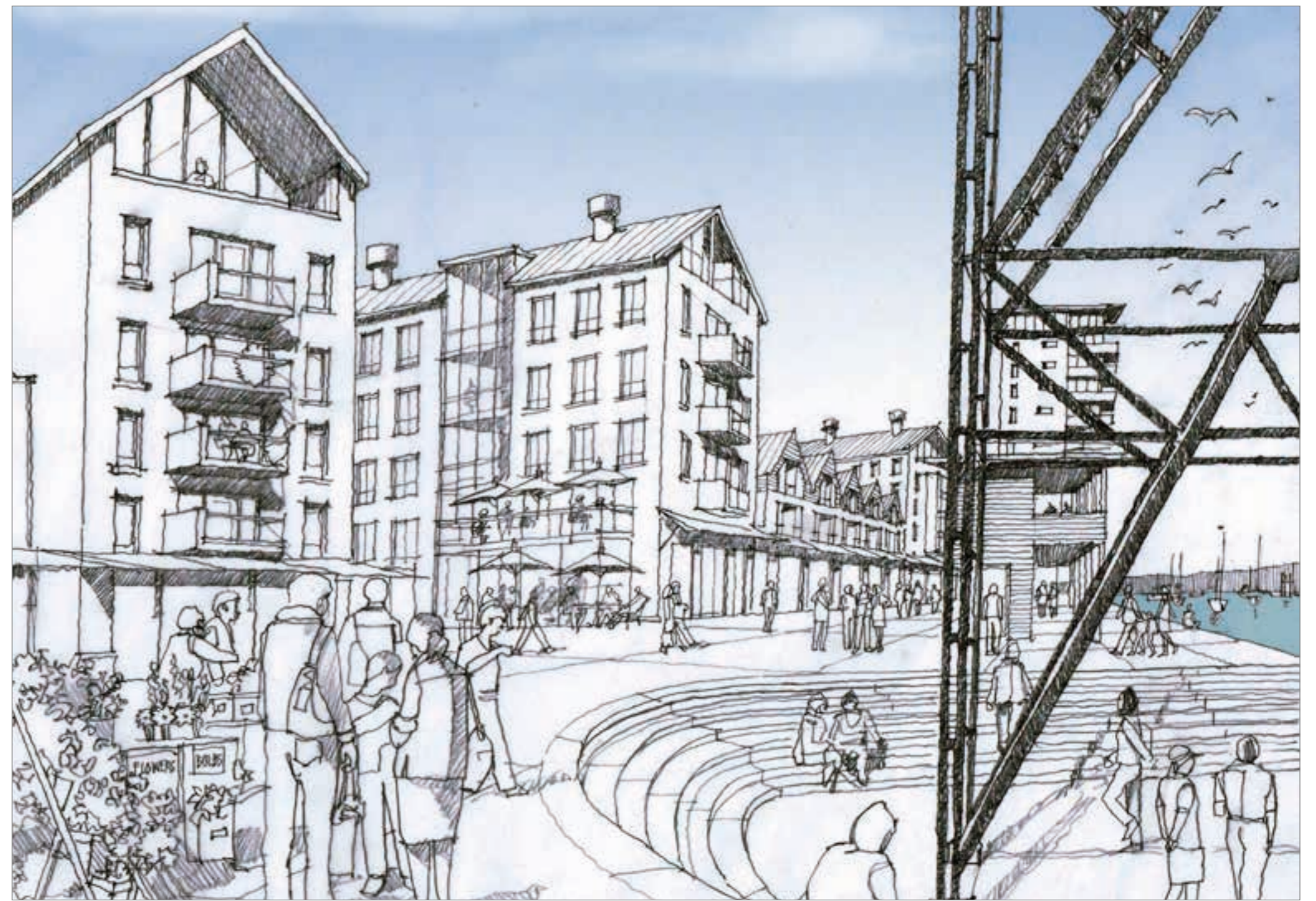
View of Medina Road Square



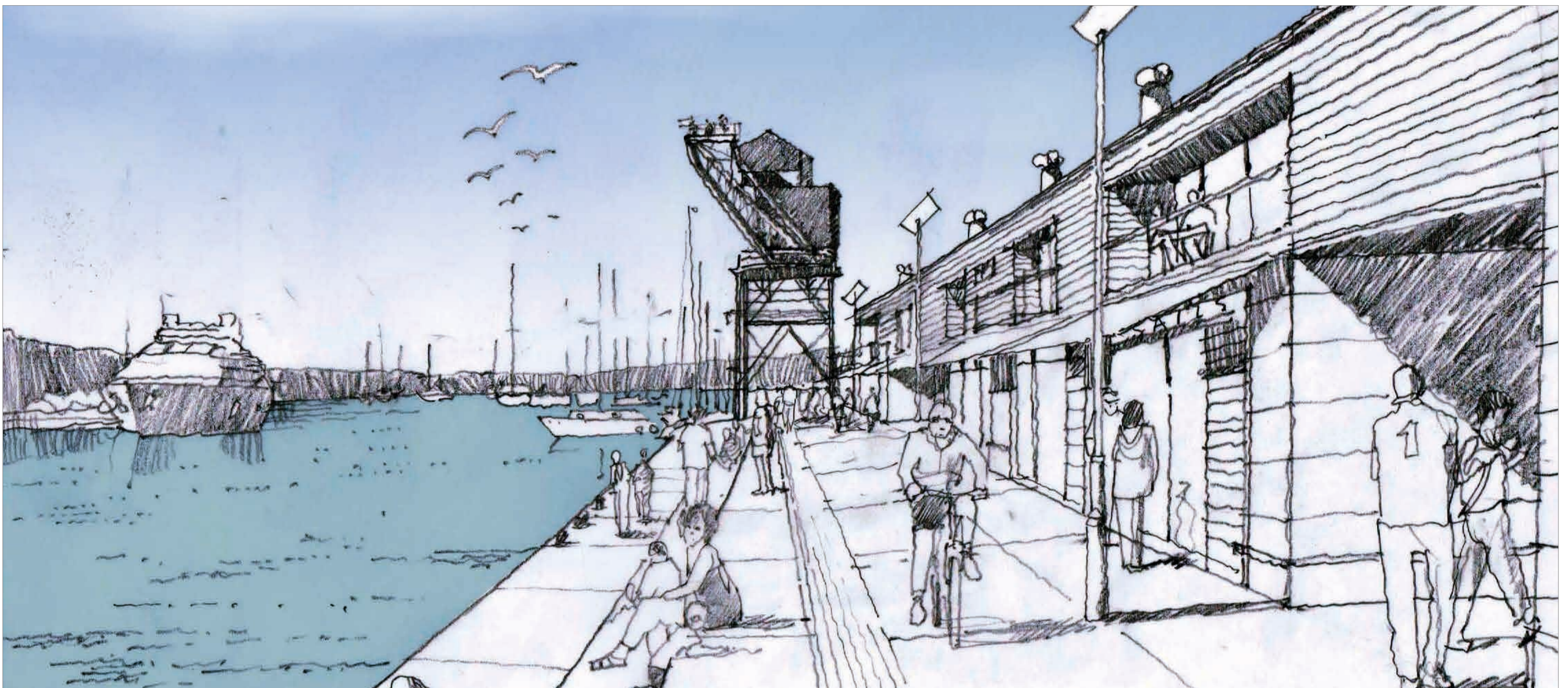
View of the Waterfront



View of Thetis Road



View of Hammerhead Square



View of Lower Promenade

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### Community Planning Weekend & Report Back - February 2013

#### A New Vision for Medina Yard

Over 200 people took part in the Medina Yard Community Planning Weekend on Friday 1 and Saturday 2 February at Cowes Yacht Haven to help create a new Vision for this important site. People participated in workshops, walkabouts and hands-on planning groups to consider key issues and opportunities for the site and its relationship to Cowes. Topics discussed included public access to the waterfront, employment, housing and the creation of visitor and heritage attractions.

Following the public workshops, the John Thompson and Partners (JTP) team analysed and summarised the outcomes and created an illustrated Vision for the site, which was reported back to the community on Tuesday 5 February at Cowes Yacht Haven.

A key outcome from the weekend was people's desire to continue to be involved in the development of proposals for the site. In response to this there will be the Community Forum held in March 2013 with the date widely publicised.

“*You have to work together to make the whole thing happen!*”



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### Next Steps

It is envisaged that the regeneration proposals for the Medina Yard will be submitted as a Hybrid Planning Application. This application will provide a detailed scheme for the first phase of development to the north of the site, with an outline application for the remainder of the site. This approach will allow for the phased delivery of the development, which is essential given the size of the site and the proposed scale of the project.

#### Pre-Application Discussions

Prior to submitting a planning application a number of pre-application meetings will take place to inform the design for Medina Yard - these will include discussions with the Isle of Wight Council, the Environment Agency, English Heritage and Natural England, amongst others.

#### Technical Assessments

A number of technical and environmental assessments will be undertaken to understand the constraints and challenges of the site. These will inform the discussions with the statutory bodies and help determine the extent of works required to the sea wall structure and flood risk mitigation measures. Contamination of the site will also be assessed and any necessary remediation determined, and the potential traffic implications of redevelopment of the site will be studied.

#### Public Consultation

A series of public consultation events will be held to ensure the local community are aware of the scheme developments as they emerge and to allow local people an opportunity to provide their views.

This exhibition is the first of three events which will be held between now and the new year, when we propose to submit the application.

#### Principles & Benefits

The key regeneration principles and benefits being pursued through the redevelopment proposals are:

- New employment space
- Mixed use including residential accommodation
- New public access routes to open the riverside
- Retention/renovation of crane
- Incorporation of new community uses
- New pedestrian links to Cowes Town Centre
- Reflecting the local townscape character

