

Medina Yard

Exhibition & Community Forum

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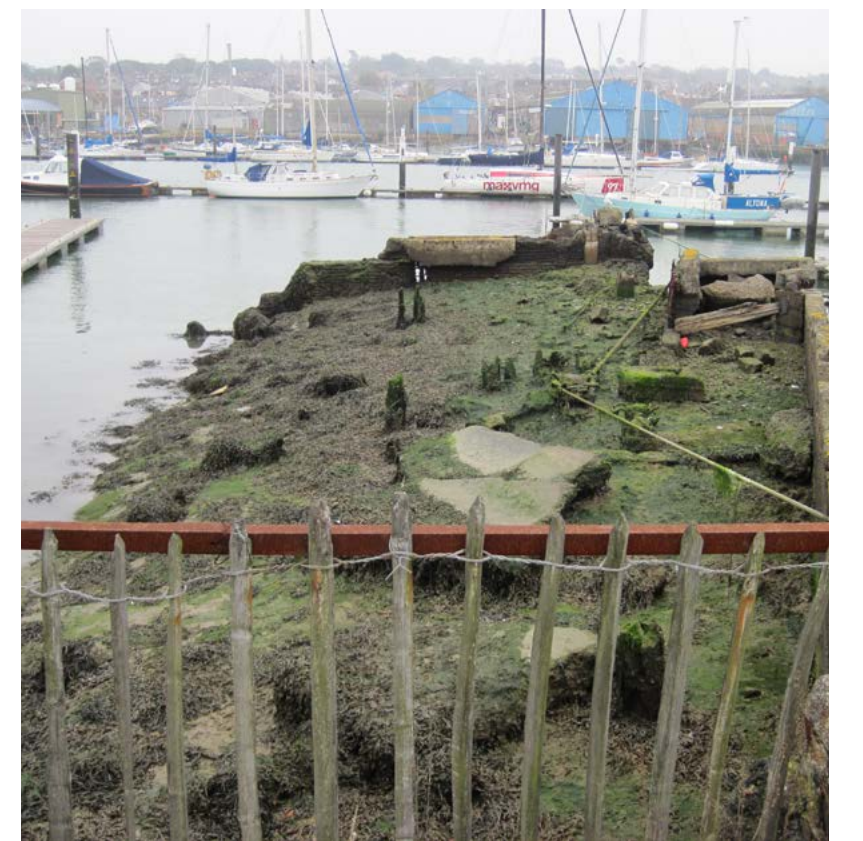
Overview

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.

Unfortunately, the estate now has reducing levels of occupancy due, in part to the age and condition of the buildings and infrastructure, and rents are unsustainably low. 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

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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.



AECOM 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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Site History



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



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

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 starts on Tennyson Road. 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

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)

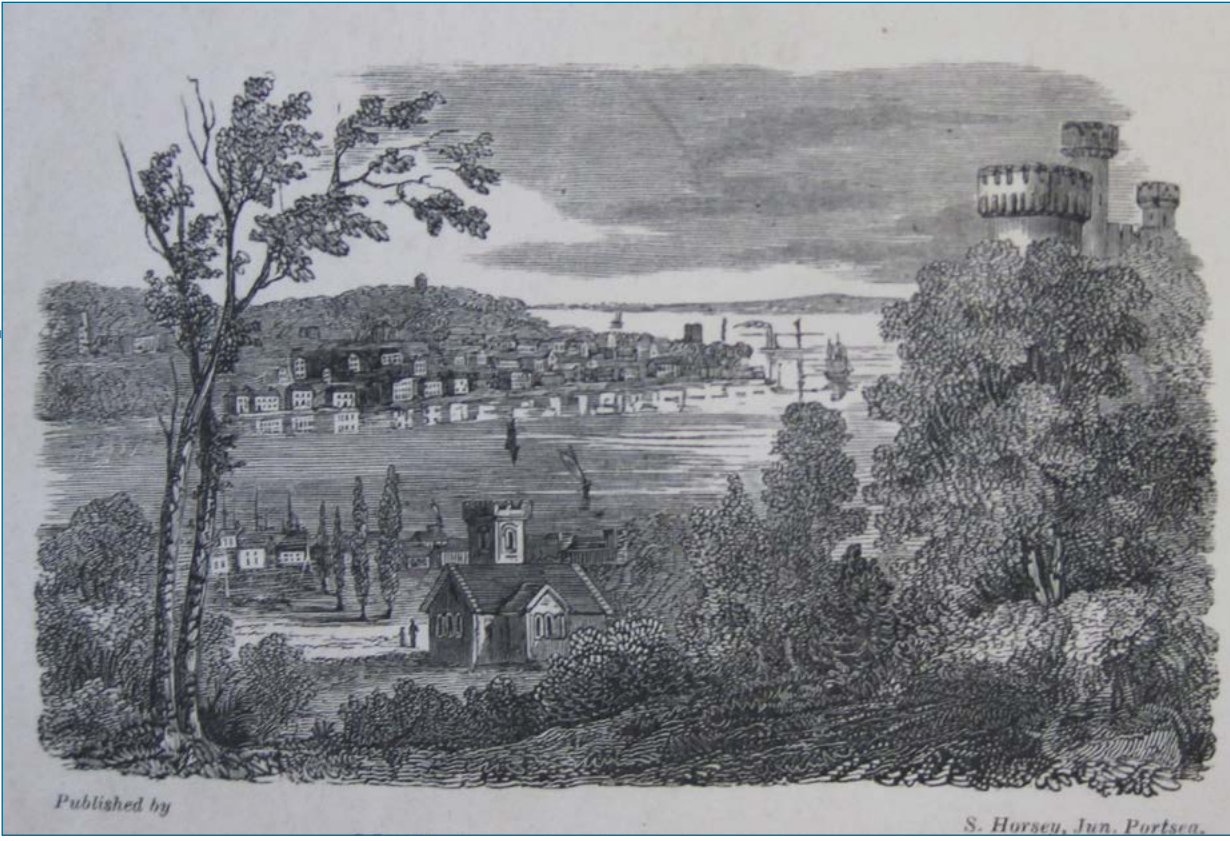
1901 Isle of Wight Council takes over operations of chain ferry

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



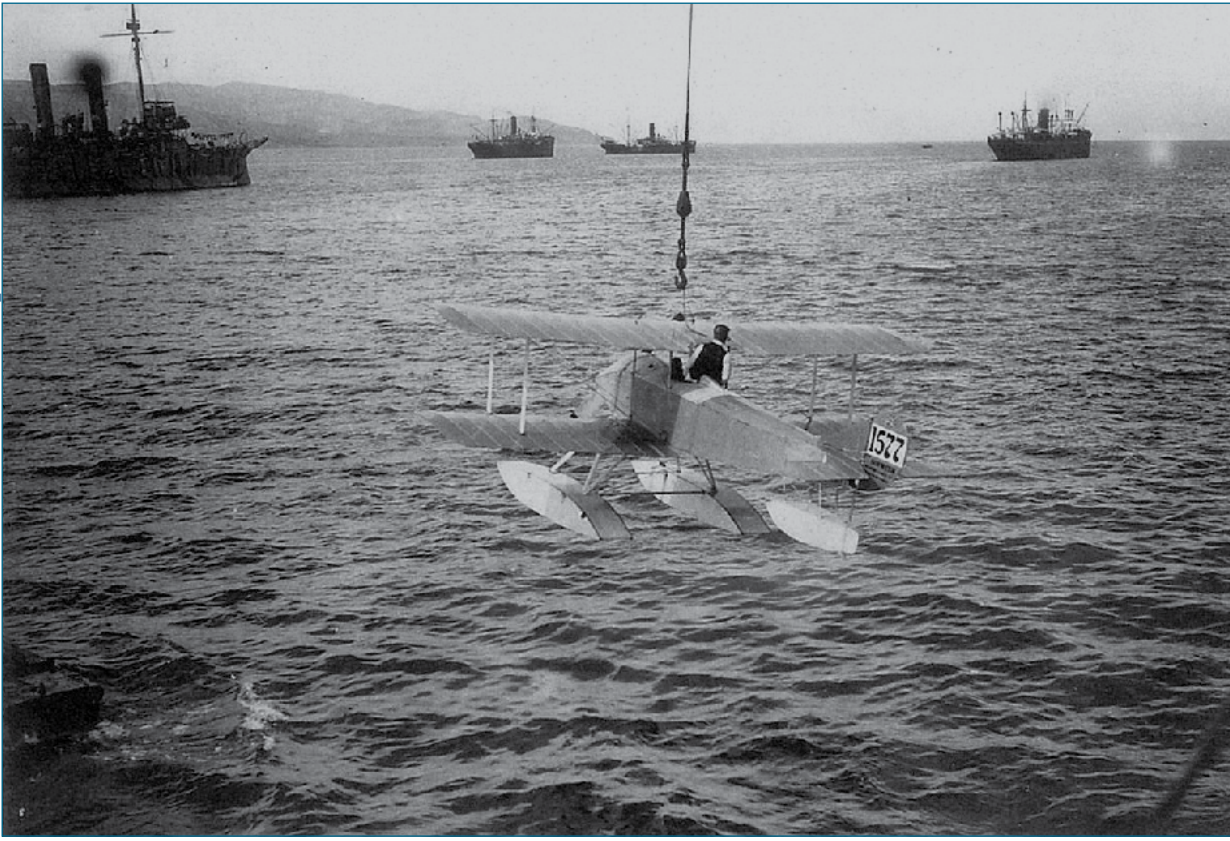
Engraving (published by S. Horsey Jr.), A view of West Cowes from East Cowes circa 1815 Source: County Record Images (CWS008). © Dave J. Quigley, 7 October 1997



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



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Key Issues: The Crane

The Hammerhead Crane at Medina Yard is a Grade II* listed structure but has not been operational for many years.

Although some legal uncertainties regarding ownership of the crane remain to be resolved - caused by the previous owners becoming insolvent and being dissolved - the Council has begun looking at the structure prior to a more substantial renovation which will be funded in the main by the redevelopment of the site.

It is intended that the crane will be included in the first phase of the development and baseline survey work is about to be undertaken that will inform how refurbishment might be carried out, and whether this is best undertaken in situ - or through dismantling and reassembly as has been the case elsewhere in the UK.

The task of restoring the crane is made more complex by the need to rebuild the existing seawall (which is likely to be anchored to the crane foundations) and also the need to raise the overall level of the site by 2m to overcome flood risk.

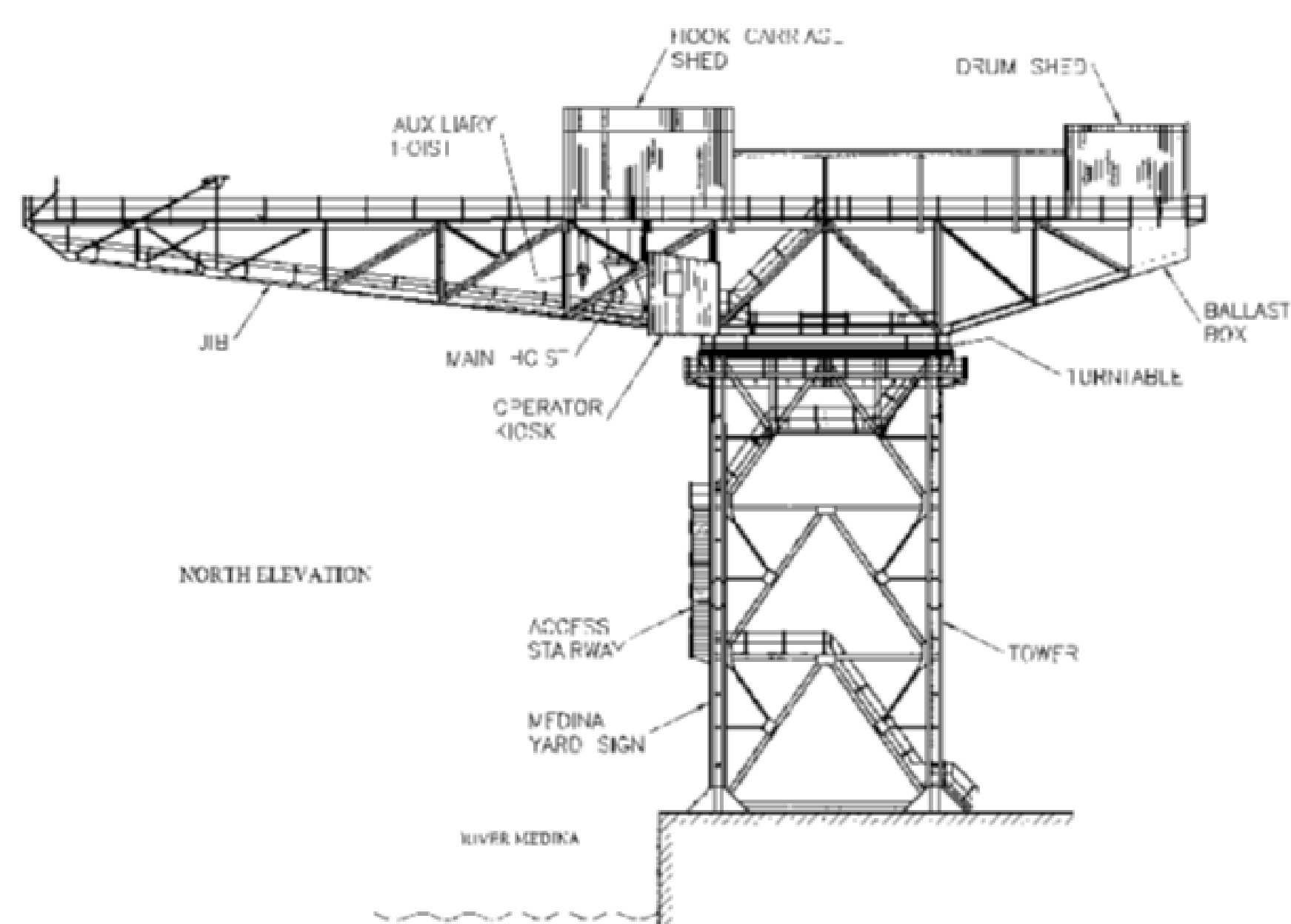
The overall approach to refurbishment will be developed in full consultation with Historic England and the Isle of Wight Council, who will also advise on issues such as feature lighting and the provision of any associated facilities that allow heritage interpretation by local people and visitors.



Archive image of the Hammerhead Crane



The Hammerhead Crane today



Crane structure in need of refurbishment

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Key Issues: Parking

The development will be supported by a comprehensive Travel Plan to ensure it is designed to promote travel by sustainable modes of transport. This will influence the layout, and include investment in public transport, cycle and pedestrian infrastructure, as well as incentives to reduce reliance on the private car.



Commercial parking

Commercial parking provision will be kept to an operational minimum. Cafés and local shops will not be provided with customer parking but employment uses such as offices and industrial premises will have an appropriate level of staff parking. Some areas of parking may have a dual use, serving as staff parking during the day but residential visitor parking in the evenings and at weekends.

Slipway parking

A dedicated parking area will be provided for the slipway, making provision for cars and trailers. The precise number and dimensions of those spaces is subject to further consultation.

Deliveries

The development will be supported by a Delivery and Servicing Plan (DSP) which will be an operations-manual, setting out how goods and materials shall be transported to and from the site. This will include delivery hours, acceptable routes and, where necessary, size and types of vehicles. All future occupiers will be bound by the DSP. A similar management document called a Construction Logistics Plan (CLP) will accompany the construction phases of the development.

Residential parking

Residential parking provision will be based on a detailed assessment of predicted parking demand, including an allowance for future growth in car ownership.

The development will make provision on-site for all its residential parking needs, including visitor parking, in order to avoid adding any pressure to the surrounding roads or car parks. Residential parking provision at Medina Yard will be provided in the basement and designed on a communal basis rather than dedicated spaces for individual dwellings. This makes most efficient use of land and ensures maximum use of the on-site parking provision.

Residents Parking Zone (RPZ)

The developer will fund a study into extending the existing Residents' Parking Zone (RPZ) to the roads surrounding the site. If that study, and public consultation, shows that the local residents are in favour of widening the RPZ then the developer will fund its design and implementation. It is intended that residents of the new development at Medina Yard would not be eligible to apply for on-street permits.

Cycle parking

Secure cycle parking will be provided for all new residents and employees, and short-stay cycle parking will be provided for visitors in the form of Sheffield loop stands within the new areas of public realm.

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Key Issues: Employment

The Medina Yard site currently houses a range of businesses which together provide employment for around 240 people. These can be categorised as follows:

A. Marine Employment

There are a number of marine related businesses currently on the site, including South Boats and the training company Red Ensign.

B. Office Space

There are a number of business in office space at present. including architects, engineers, solicitors and IT consultants. These are mainly in the J Samuel White building on Medina Road, which will be refurbished in Phase One.

C. Storage and other uses

Elsewhere on site a small number of the sheds are used by light industrial businesses, and other areas as storage facilities.

D. Vacancies & Dereliction

Medina Yard has been under occupied for a number of years as a number of the larger sheds are in poor condition or already derelict as they have reached the end of their design lifespan. Unfortunately, refurbishment isn't a viable option because the rental income is very low.

Future Marine Employment

In the masterplan a large area to the south of the site will be maintained specifically for up to 10,000 sqm of marine employment businesses that require direct access to the Medina. To allow for flexibility three options have been developed for this area including a bespoke shipbuilding facility (eg Southboats), a boatyard, and a complex of marine industrial units.

Business Continuity

As of January 2015, a dedicated Tenant Liaison consultant (Gully Howard) has been retained by the development team with the intention of minimising disruption to businesses on site during the phased regeneration of Medina Yard. They will work with individual businesses to identify a range of alternatives including temporary spaces on site, new premises at Medina Yard following redevelopment, alternative offers within the Cowes area or accommodation elsewhere on the Isle of Wight, which has a significant supply of all categories of business space



J Samuel Whites



Red Ensign



Boat repairs



Derelict Sheds



Plan highlighting existing buildings on site



Southboats

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Key Issues: Public Consultation

A New Vision for Medina Yard

Over 200 people took part in the original Medina Yard Community Planning Weekend 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. A key outcome from the weekend was people's desire to continue to be involved in the development of proposals for the site.

Community Forums

Since the original Community Planning Weekend the development team engaged in discussions with the Isle of Wight Planning Department and other stakeholders, before embarking on work towards a Hybrid Planning Application in late 2015.

Over this period the design team have held a series of Community Forums as requested by local people - including exhibitions, presentations, workshops and Q&A sessions.

This has helped to keep the community informed of key issues as they arise, generated feedback on the emerging design and allow them to continue to play a role in shaping the Masterplan for the development.



Images of local participation at the original Community Planning Weekend



Images of Community Forums

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Key issues: Marine Heritage Museum

At the Medina Yard Community Planning Event held in February 2013 local people expressed the opinion that the heritage of Cowes deserved to be celebrated, and that a new museum on the Waterfront would greatly enhance the overall town centre offer.

As a result a space for a new Marine Heritage Museum has been identified in Phase One of the development and early discussions are currently taking place with both The Classic Boat Museum and Hammerhead Crane Trust regarding their potential involvement.

The Classic Boat Museum opened in 1996 with just a handful of boats, but now has more than 50 sailing and power boats of local and national interest, as well as photographs, films, tools, artefacts, models, books and many other items associated with the history of boating over the past century. It's current premises in East Cowes lack visibility and are on a short term lease.



Images of the existing Classic Boat Museum in East Cowes



Artists Impression of Marine Heritage Museum interior