## Key Issues –

**Ecology:** Natural England was concerned about the potential impact of an increase in local population on the Solent & Southampton Waters SPA. The masterplan solution was to establish a quality public realm incorporating a network of footpaths/cycleways with an enhancement of existing natural habitats providing a quality natural environment in close proximity to future residents’ properties.

**Landscape:** To ensure the proposed development responded to the distinctive local landscape character, the historical field pattern of hedgerow and woodland copse was retained and enhanced.

**Transport:** Access and effects onto local highway infrastructure a prime concern. Highway improvements locally, cycle links and pedestrian footways incorporated.

**Flood Risk:** Monktonmead Brook had caused flooding problems in recent years and local residents were most concerned regarding the new development and the effect on properties downstream.

## Purpose of the project

In November 2014, the Pennyfeathers Development Corporation submitted an outline planning application for the proposed settlement extension of Ryde on a 53 ha site providing 908 residential units, industrial units, primary school, district heating building, road and cycle infrastructure, local community facilities and public open space. The land use previously had been a redundant dairy farm.

## Description of the project

Pennyfeathers Farm is located on the south side of Ryde on the Isle of Wight. The proposed mixed use development will be phased over 12 years. The existing highway Bradings Road will be widened to create a boulevard with tree planting. This style of streetscape will also be used within the development to create a grand vista looking westwards across the Monkton valley, via a series of key public spaces, both formal and informal. The field pattern of hedgerow and woodland copse will be retained to create housing neighbourhoods.
Lessons learnt

Essential to have a team approach at the masterplanning stage which takes into account all of the technical disciplines eg ecology, archaeology, landscape design, highway design in addition to the planning and socioeconomic constraints. Early dialogue to identify all of the known opportunities and constraints will then frame the design solution to one that acknowledges the different elements required to bring about a robust solution that will tolerate scrutiny by key stakeholders and local residents.

In response to the concerns of Natural England regarding the impact of the large residential settlement extension bringing potential increased numbers of residents using the Solent & Southampton SPA for informal recreation, a green infrastructure approach was incorporated into the overall masterplan taking into consideration landscape design, flood risk, ecology and recreational concerns.

A close liaison with a local environmental consultancy on the Isle of Wight was useful in identifying key stakeholders who held useful background knowledge of the area in this locally distinctive region. This expertise was useful during the stakeholder consultation events whereby there was a benefit of having local consultants on the team with their more thorough understanding of the region and the concerns of the residents in surrounding neighbourhoods.

Contact details
- Sue Firth
- Landscape Architect
- RSK Environment
- sfirth@rsk.co.uk
- 07917 425205

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