

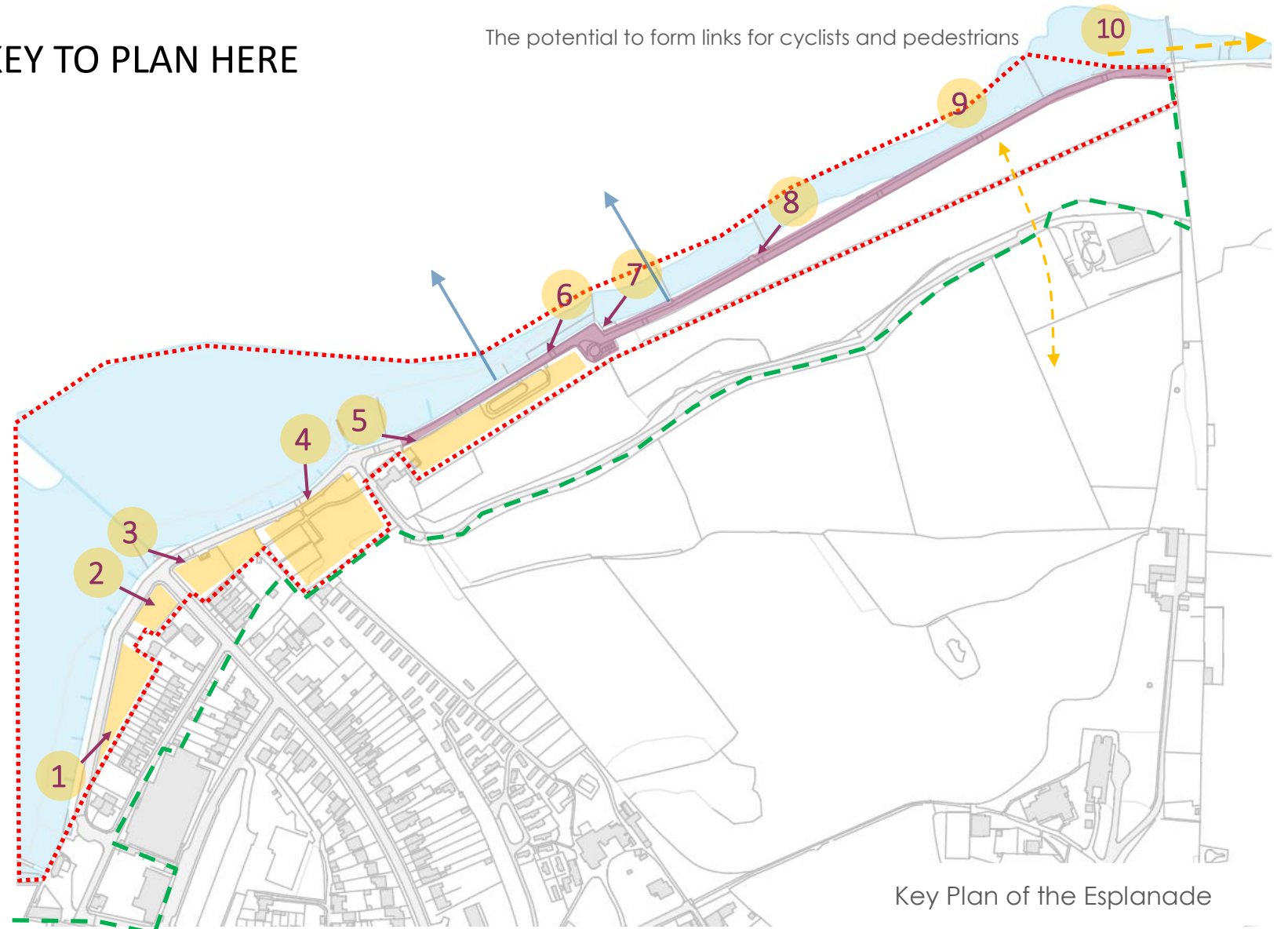
EAST COWES ESPLANADE OPPORTUNITIES

The lack of commercialisation and its openness are listed as some of the positive elements of this area's character, and any future development should keep this in mind and enhance these positive aspects.

To the south as far as the Norris Castle bathing house the setting is predominantly green, with recent landslides making vehicle access difficult; closer to the town, the setting becomes more urban towards the coastguard cottages and the barracks.

The esplanade area has been divided into 10 'opportunity zones', each with the ability to create individual points of interest for a varied user group.

ADD KEY TO PLAN HERE

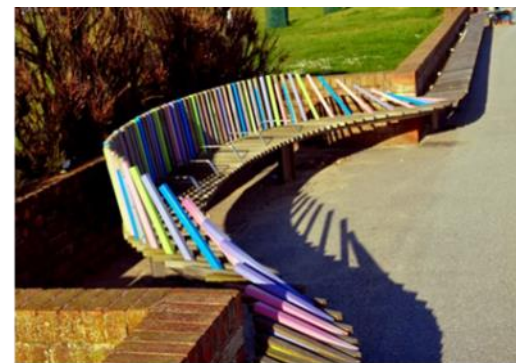


Key Plan of the Esplanade



First impressions- the use of wall art, interactive lighting and new seating would improve the appeal of the area and give it a sense of place.

Modern seating arrangements add interest to panorama as well as being practical.



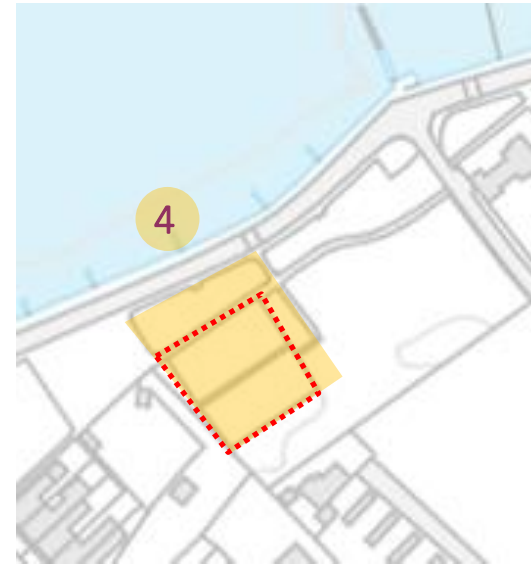
The interactive lighting would act as a year round attraction and could also be temporarily increased for a 'Festival of Light' during a peak and off-peak period to draw further visitor numbers to this location.





There is an opportunity to provide the area with a modern approach to dining with modular bars and restaurants along the seafront; the units could be contemporary repurposed shipping containers (a nod to the marine activity in the area ) and simply fitted out for new businesses. Being demountable gives further flexibility to the area and is a low risk way to test the area for the success of such an offer. Whilst the sailing and tennis provision currently situated here could be moved towards the farther end of the esplanade (zone 6/7) where there is another public slipway and would form a continuation of the leisure provision.

Consolidation and improvement to the play area would free up space to diversify the land use. Family-friendly activities could be brought in to the area through seasonal ground leasing by local businesses such as trampoline / inflatable 'pay to play' in summer seasons.



Solar powered equipment with chargers and a free Wi-Fi zone would encourage people to use social media, influencing others via their mobile devices and using location filters and hashtags would boost East Cowes' reputation.



This area, once established as an eatery destination, could be a catalyst to realising a named restaurant like 'Rick Stein' to take a long term tenure or land purchase and be associated with East Cowes.



The appealing view from the modern dining location







Improved splash park could double up as interactive lighting after dark.

Opportunity to create public space to stop and rest.

Jetties give the ability to increase interaction with the sea, encouraging swimming, kayaking, crabbing and fishing. Rock jetties are more natural looking and might be designed as part of the flood defence structure, however floating plastic jetties are available for both purchase and seasonal hire.



The installations / new structures could have natural colours from the sea and landscape, and reflective qualities.







New heritage interpretation boards throughout the town and along the front to the Norris Castle bathing house as part of public realm improvements would assist in creating a reason for people to visit here.

There is a lack of cyclist access through East Cowes, but new dedicated markings and a car-free road proposal in this area would increase visitor numbers to the esplanade and encourage others to use the cycle routes.



The recent landslips have made this route inaccessible for cars, but a new wooded area could be created with suitable plants and raised timber footpaths similar to the below examples. A boardwalk / footpath in the wooded area could create a possible link towards Osborne House, bringing landowners together.



There is potential to increase the number of beach huts in this area, which would provide opportunities for watching the sailing action and enjoying the beach in a more natural, car-free style. Some beach huts could also be used as a hostel in a very design oriented way.



The area is well used by swimmers, and a new kayak rental shack could introduce more water activities on the seafront such as kayaking, paddle boarding, and regular lessons; with the use of the new jetty, this area could offer excellent sea / land interaction and leisure activities.

