



13 Willey Community Plan

This community plan provides additional policy direction for the Willey community and is designed to be read in conjunction with the national Physical Development Plan policies. It provides a framework for continued investment and development in Willey as an Emerging Regional Centre with a strong health and wellness focus.

DRAFT
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13.1

Introduction to the Community Plan

Wildeck is designated as an Emerging Regional Centre in the Physical Development Plan Amendment. It was previously designated a Suburban Centre in the Physical Development Plan Amended 2003, recognizing its importance as a focal point for light industrial, commercial, and retail activities. Given the limited supply of vacant land, growth was directed towards intensification and redevelopment of underused sites.

This is the first Community Plan for Wildeck to be included in the PDP. It builds upon previous planning policy in the 2003 PDP for Wildeck while responding to challenges and opportunities to enhance the community's national role as an Emerging Regional Centre. In particular, given the significant public land and facilities in Wildeck, there is potential to demonstrate and pilot sustainable development initiatives.

The Plan identifies a unique opportunity to create a Health and Wellness Precinct that connects the Sir Garfield Sobers Recreational Complex, future medical campus, and Samuel Jackman Prescod Polytechnic. Over the long term, reinvestment in the Wildeck Triangle, expansion of existing employment activities, and retrofitting of suburban development provides an opportunity for the area to be a demonstration site for sustainability and resiliency. Wildeck also has potential to be one anchor of a pilot High Occupancy Vehicle (HOV) lane leading to Warrens, helping to address traffic congestion on the ABC Highway. Policies in this Community Plan are to be read in conjunction with the national policies.

This Community Plan includes the following sections:

- 13.1** Introduction to the Community Plan
- 13.2** Wildeck Today: Context and Challenges
- 13.3** Vision, Goals and Objectives
- 13.4** Strategic Policies
- 13.5** Land Use and Built Form Policies
- 13.6** Open Space System



Key Directions

1. **Reinforce the role of Wildey as an employment node** and host to clusters of government, business and industrial uses.
2. **Plan for investment and reurbanization in four distinct precincts** in Wildey: the Employment Precinct, Institutional Precinct, Health and Wellness Precinct and Core Precinct.
3. **Reinforce the Health and Wellness Precinct** to the east of the Errol Barrow Highway, leveraging the complementarity between education, agriculture, recreation and health related uses.
4. **Locate a Mobility Node, with Park and Ride function**, adjacent to the Sir Garfield Sobers Recreational Complex, creating a southern anchor to a pilot HOV lane connecting to Warrens on the ABC Highway corridor.
5. **Reurbanize the Wildey Triangle** with a mix of commercial and residential uses, considering alternate traffic circulation options around the Triangle to alleviate congestion.
6. **Create localized pedestrian networks to improve walkability** within and between precincts and improve the safety and convenience of connections throughout Wildey.
7. **Promote Wildey as a centre for innovation and education related to urban and intensive agriculture**, leveraging existing programming at the Samuel Jackman Prescod Polytechnic.
8. **Create a signature landscaped boulevard** along the Errol Barrow Highway to create a gateway into the Wildey area.
9. **Recognize the concentration of recreational amenities** across Wildey and improve pedestrian connections between them.

Wildeck Today: Context and Challenges

Wildeck is one of three emerging Regional Centres in Barbados, characterized by its mature industrial fabric, with government, industrial, office, recreational and education facilities. Given that there is limited vacant land for future development, growth and investment in Wildeck is dependent on the redevelopment of existing lands where higher densities are appropriate given the land use policies of this document.

The western part of the site contains the Wildeck Industrial Park, an employment anchor with a combination of warehousing, light manufacturing and recreational fields, the Wildeck Office Complex, including the United States Embassy, and a retail cluster at the core of Wildeck.

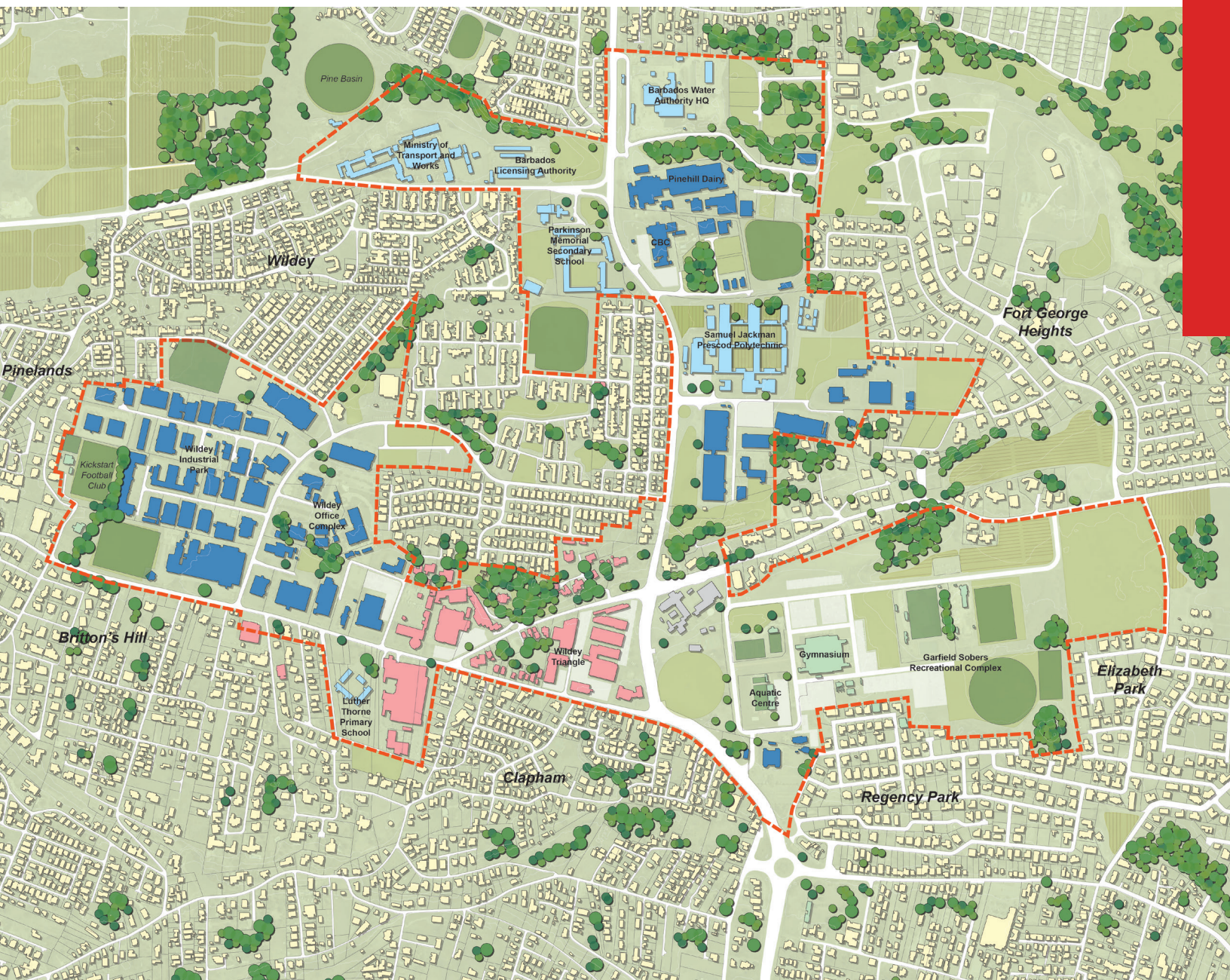
On the east side of the Errol Barrow Highway there is a cluster of recreational, educational, institutional and commercial complexes including the Samuel Jackman Prescod Polytechnic, the Sir Garfield Sobers Recreational Complex, the Pine Dairy, the CBC and, in future, a potential medical school campus. At the northern end of the Community Plan area there is the MTW Complex, a hub of government buildings. Wildeck is home to a number of major corporate headquarters, including Scotiabank, Sagicor and the Barbados National Trust. The Community Plan area is surrounded and supported by an array of stable low and medium density neighbourhoods, limiting opportunities for outward expansion and requiring that further growth take place through intensification and redevelopment.

Wildeck is one of the busiest areas on the island in terms of vehicular traffic. The Errol Barrow Highway, Highway 6 and Highway R converge at the 'Wildeck Triangle'. In 2008, the Government of Barbados implemented changes to the circulation around the Triangle in an attempt to mitigate traffic pressures. Despite these changes, traffic congestion remains a problem. Navigation and orientation can be difficult, and auto-centricity continues to be perpetuated despite the availability of public transport options.

Wildeck is well-served by public transport, with nearly all commercial buildings located within 800 metres of an important bus corridor. The bus networks in Wildeck are mainly focused on routes to and from Bridgetown (Fairchild Terminal) as well as to and from the south coast (St. Patrick's, the airport, and Lowlands).

Today, Wildeck is faced with a number of planning challenges that emanate from its auto-oriented pattern of development. The challenges in the Wildeck Community Plan area include:

- Significant areas of surface parking and a disconnected street network create difficulties for pedestrian movement between and within the precincts.
- Sidewalks in the commercial area are narrow and intermittent because of the number of commercial driveways.
- Pedestrian crossings are infrequent and crossing the road is dangerous due to the speed and volume of the traffic.
- Porosity into the community from the surrounding residential neighbourhoods is limited.
- Traffic patterns around the Wildeck Triangle are inefficient, causing significant congestion.
- Although the community is well-served by institutional uses, these uses are challenging to access and are not well connected to the community.

**Current Building Use**

- Commercial
- Institutional
- Residential
- Employment

Terrain

- Trees
- Parking
- Open Space

Boundaries

- Community Plan Area
- Tax Parcel (Source: TCDPO, 2016)

Contours

- 5m interval
(Source: CZMU, 2015)

MAP 13A:
Existing Conditions

13.3

Vision, Goals and Objectives

13.3.1 Vision

Willey will continue to develop as an Emerging Regional Centre with a nationally significant cluster of employment, education, recreation and institutional uses. Further growth will be accommodated through intensification and redevelopment and supported by innovative transportation solutions. Connections between complementary uses east of the Errol Barrow Highway will be strengthened to create a green, walkable and active Health and Wellness Precinct. Improvements to the public realm and pedestrian infrastructure will tie the Willey Community Plan area together.

13.3.2 Goals and Objectives

Define four precincts within the Willey Community Plan area.

- Enhance each precinct's identity through localized place-making interventions and precinct-specific policies.
- Improve existing roads to enhance walkability, and explore opportunities for new internal streets to generate greater porosity throughout and between precincts.

Promote sustainable and resilient development.

- Use the extensive institutional and employment uses in the Community Plan area as an opportunity to demonstrate green infrastructure practices.
- Explore the potential for renewable energy, solar in particular.

Plan for a connected Health and Wellness Precinct east of the Errol Barrow Highway.

- Leverage complementary health and wellness-related uses at the Samuel Jackman Prescod Polytechnic, the potential medical school and the Sir Garfield Sobers recreational complex.
- Improve walkability and active transportation.
- Leverage opportunities for urban and intensive agriculture.

Enhance the transportation choices to and from Willey.

- Introduce a Mobility Node adjacent to the Sir Garfield Sobers Recreational Complex, including Park and Ride, as an anchor for a pilot High Occupancy Vehicle link with Warrens.
- Improve pedestrian connectivity within and between the precincts.

Address traffic congestion and auto-centricity within Wildey.

- Consider redirection of traffic around the Wildey Triangle.
- Promote shared parking solutions to minimize utilization of land for surface parking.

Support Wildey as an employment area.

- Explore opportunities for infill development in the Wildey Industrial Park and Office Complex, the MTW Complex and other commercial sites.
- Encourage new institutions and health and wellness supportive enterprises to locate in Wildey.

Define a gateway into Wildey.

- Design a landscaped boulevard along the Errol Barrow Highway as a signature landscape feature.

Encourage high quality mixed-use redevelopment of the Wildey Triangle as the distinguishing anchor of the area.

- Encourage reinvestment and redevelopment of underutilized sites within the Triangle.
- Promote medium and high-density mixed use development.
- Enforce a high standard of architectural and urban design.



> Errol Barrow Highway looking north

13.4

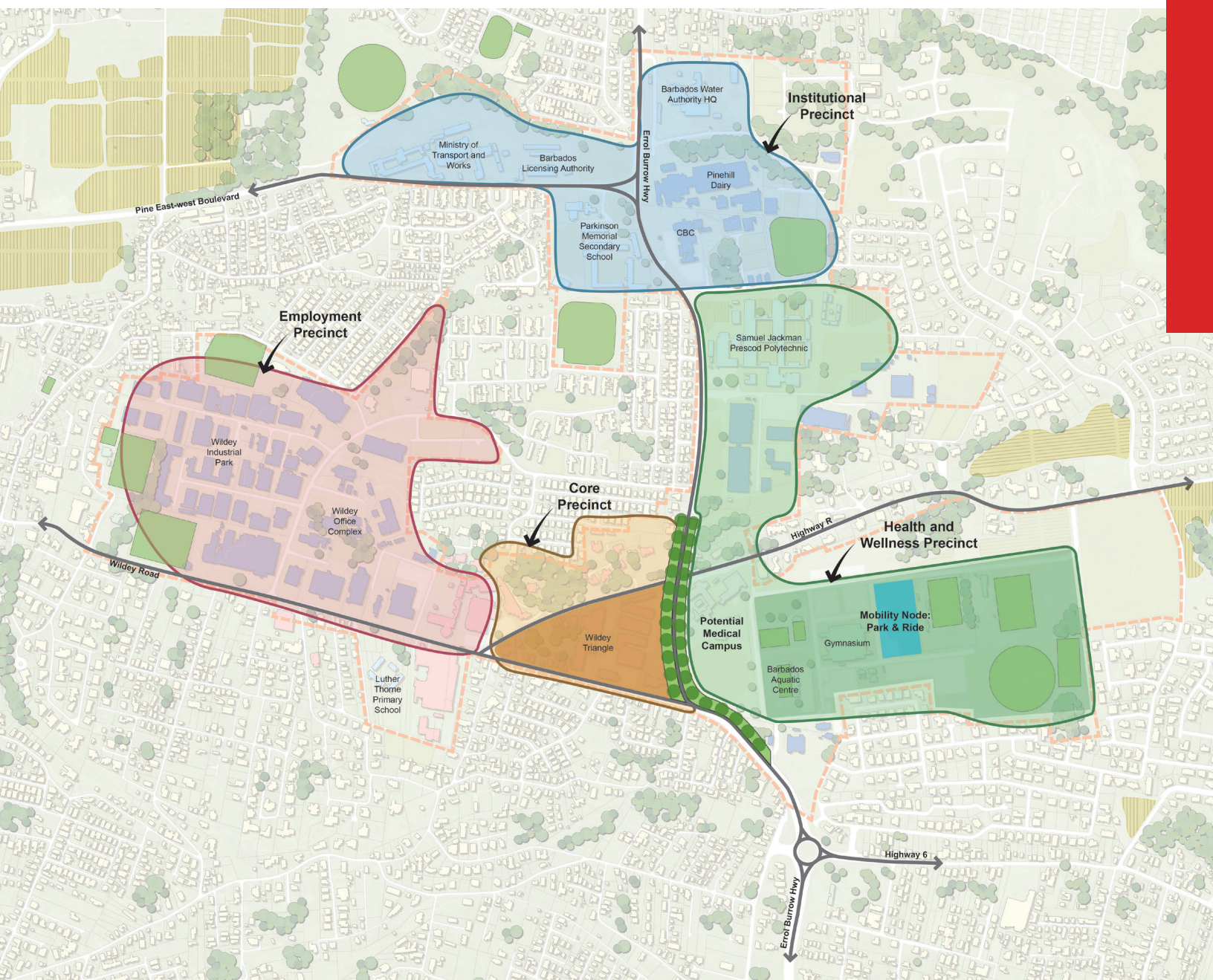
Strategic Policies

13.4.1 Promoting Sustainable Development

Wildeg offers the opportunity to demonstrate sustainable development and the green economy through reurbanization and intensification of its existing urban fabric. By defining four distinct precincts and addressing the characteristics of each, while tying them together as a whole, Wildeg can continue to develop its unique identity among the island's Regional Centres.

Policies

1. Wildeg's role as an Emerging Regional Centre focused on employment, education, recreation and government uses will be reinforced.
2. Vacant and underutilized parcels in Wildeg will be prioritized for infill and reinvestment.
 - a) Reurbanization of larger sites and underutilized lands will be encouraged by delineating informal and formal developable blocks that can be assembled to accommodate high-density residential, retail, and institutional uses.
3. Four distinct precincts have been defined within the Wildeg Community Plan area based on current use and opportunities for future growth, investment and infrastructure. The four precincts are:
 - a) Institutional Precinct;
 - b) Health and Wellness Precinct;
 - c) Core Precinct; and
 - d) Employment Precinct.
4. The Institutional Precinct contains many significant government-related office complexes, housing the Barbados Water Authority, Ministry of Public Transport and Works and the Barbados Licensing Authority and the Caribbean Broadcasting Corporation. In this Precinct:
 - a) Infill and further development of institutional and government offices will be promoted.
 - b) Walkability will be improved to, from and within government complexes.
 - c) Public transport stops will be encouraged at locations convenient to places of work.
 - d) Government facilities will be used as demonstration for low impact development, renewable energy and water and energy conservation practices.
 - e) On-site tree canopy and landscaped areas will be increased.
5. The Health and Wellness Precinct brings together the Samuel Jackman Prescod Polytechnic, the Sir Garfield Sobers Recreational Complex and the potential future medical school and clinic, recognising their complementary education, health, agriculture and recreation uses. In this Precinct:
 - a) Businesses related to health, wellness and recreation will be encouraged to locate within or with close proximity to the Health and Wellness Precinct.
 - b) Complementary uses and amenities will be permitted as ancillary uses to support students, workers and visitors, including but not limited to: retail, student residences, hotels, restaurants, fitness facilities, and clinics.
 - c) North/south pedestrian, and where possible vehicular, connections will be introduced to provide a highly walkable environment between facilities, thereby encouraging integrated or complementary programs related to health and wellness.
 - d) A Mobility Node including Park and Ride will be introduced adjacent to the Sir Garfield Sobers Recreational Complex and will act as the anchor for a pilot HOV lane connecting Wildeg and Warrens.
 - e) In order to minimize vehicular travel within the Precinct, shared parking may be considered, with the potential to be connected through pedestrian routes or circulator vehicles.
 - f) All facilities and sites will be designed to be age-friendly.



MAP 13B:
Public Realm

6. The Core Precinct will be planned as the heart of the Wildey Community Plan area given its location and ability to be the portal to the other precincts. Through reinvestment there is an opportunity to reurbanize the Core to create a functional and integrated centre in addition to a geographical one. In this Precinct:
 - a) Cultural heritage assets, including the National Trust site, will be considered for inclusion on the Barbados Register of Historic Places.
 - b) The Wildey Triangle will be the focus of reurbanisation efforts.
 - i) Land assembly and redevelopment will be encouraged.
 - ii) Mixed use development including higher density residential uses and seniors' housing will be encouraged.
 - iii) Redevelopment within the Wildey Triangle should be designed as a landmark development with high visibility and a gateway presence along the Errol Barrow Highway.
 - iv) Servicing and parking will be located interior to the block.
 - v) In response to the high levels of congestion, a Transportation Impact Assessment will be undertaken to explore strategies to redirect and rationalize traffic patterns to reduce congestion and confusion.
7. The Employment Precinct supports a broad range of employment uses and includes both the Wildey Industrial Park and the Wildey Office Complex. In this Precinct:
 - a) The Wildey Industrial Park and Office Complex will be promoted and protected as stable employment areas.
 - b) Businesses and industries will continue to be encouraged to locate in the Precinct and infill and development of vacant parcels will be encouraged.
 - c) Increased pedestrian infrastructure and sidewalks will be encouraged to ensure easy access for employees to take public transport or walk to work.
8. Existing open spaces and recreational fields will be protected. Opportunities to create new parks and open spaces will be explored as redevelopment occurs to accommodate the needs of workers, students, and nearby residents.
9. The many recreational and sports fields throughout the Community Plan area are an important asset. Opportunities to link and/or to connect the fields and to optimize their use as a community amenity will be considered, potentially to create a "circuit of recreational assets".

13.4.2 Protecting Core Assets

Food and Agriculture

There are many opportunities within the Wildey Community Plan area to advance Plan objectives related to food and agriculture. There are active, small farming operations within and near the Samuel Jackman Prescod Polytechnic which support the College's agricultural programs but can also demonstrate urban and intensive agricultural practices. This interplay of institutional and agricultural activities should be fostered through new partnerships, intensive agricultural activities and the introduction of new local food markets.

Policies

1. The Government will support and encourage local food vendors and markets which sell produce grown via urban agricultural activities.
2. A farmers' market will be encouraged within the Health and Wellness Campus.
3. Urban agricultural initiatives will be considered based on partnerships with Samuel Jackman Prescod Polytechnic's Division of Agriculture students, local farmers, and food retailers. More specifically, the opportunity to create a demonstration site and education centre within the Precinct that celebrates urban and intensive agriculture should be explored.
4. Intensive urban agriculture activities will be promoted within the courtyards of Samuel Jackman Prescod Polytechnic, in surrounding fields and potentially on building roofs throughout the Community Plan area.

13.4.3 Greening the Economy

Wildey's role as a Regional Centre is supported by its varied institutional and employment activities. As business continue to locate in Wildey, there will be opportunities to contribute to the Government of Barbados' objective to green the economy.

Policies

1. Wildey's role as a competitive and distinct employment cluster will be promoted and enhanced through improvements in the Institutional, Health and Wellness and Employment Precincts.
 - a) Retail, amenities and services that would serve daytime employees and businesses and reduce automotive trips outside the Plan area during the work day will be considered, except where these are not compatible in function or scale with employment uses.
 - b) New and enhanced public spaces and pedestrian routes will be created to support workers.
2. Educational and institutional buildings and sites, including the potential medical campus, Samuel Jackman Prescod Polytechnic and the MTW Complex will be leveraged to showcase sustainable and resilient building practices.
 - a) Localized photovoltaic energy production will be promoted within new developments, and existing buildings retrofitted where possible.
 - b) Low impact development will be encouraged to minimize off-site runoff and practice water conservation.
 - c) Urban reforestation will be considered.

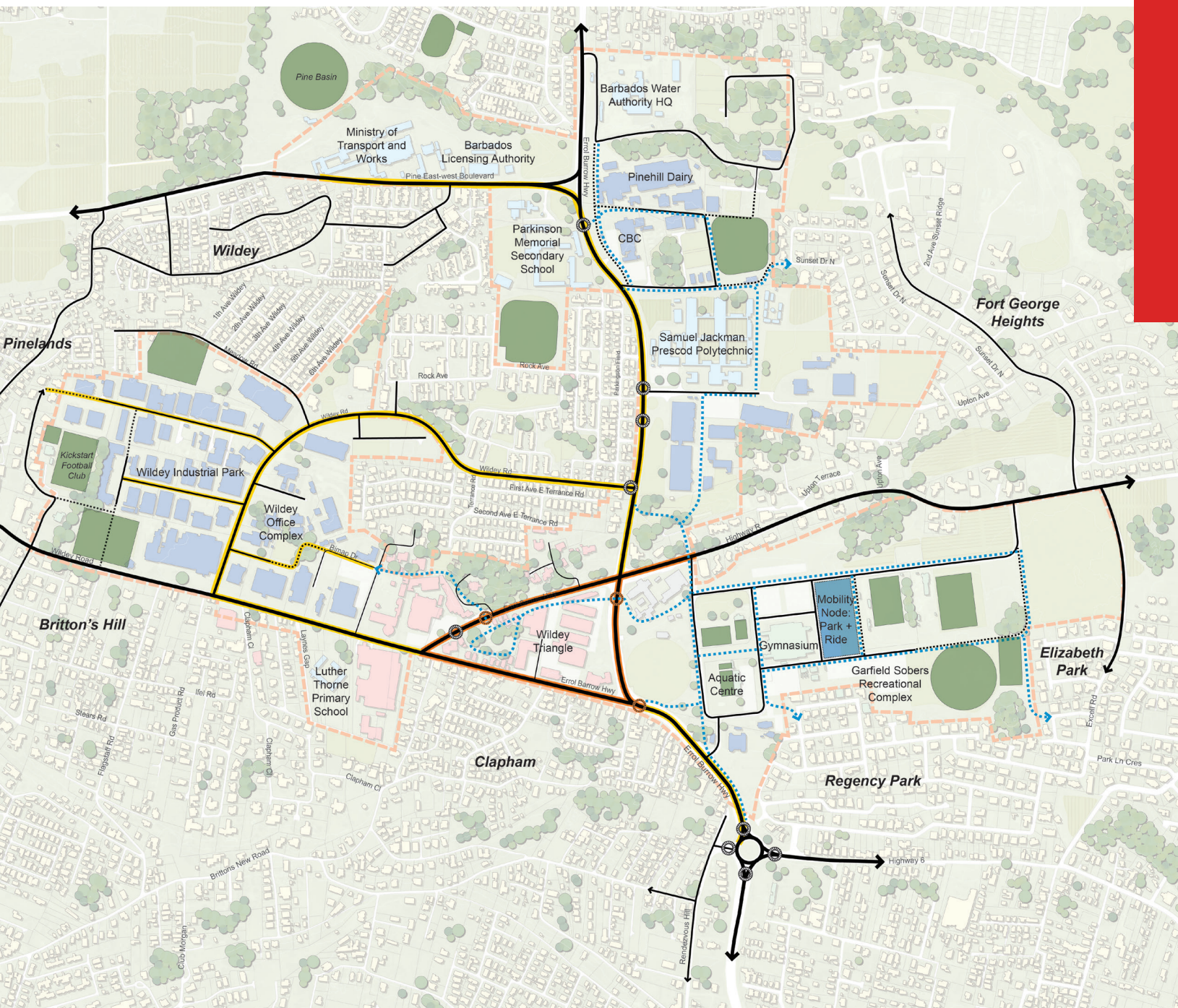
13.4.4 Mobility and Accessibility

Despite its success as an Emerging Regional Centre, Wildey is saddled with significant challenges related to mobility and accessibility. The traffic patterns around the Wildey Triangle are disruptive, there is a lack of general pedestrian connectivity and access, and existing sidewalk conditions are generally poor.

Further, the growing prominence of Wildey as a Regional Centre and key destination for recreation, employment, education and health and wellness can be supported by the introduction of a Mobility Node with a Park and Ride facility potentially located adjacent to Samuel Jackman Prescod Polytechnic. The proposed Mobility Node will support commuters into Wildey, including students, athletes and workers, and out of Wildey to Warrens, Bridgetown, and beyond. In addition to supporting active transportation, including cycling and walking to facilitate “last mile” connections from the Park and Ride, the Node will have the potential to allow for transfer to public transport along a pilot HOV lane linking Wildey to Warrens. The following policies provide direction to improve walkability, normalize traffic patterns and encourage public transport.

Policies

1. New development and investment in Wildey will support walkability and multimodal transportation choice.
2. A network of improved and safe pedestrian and cycling routes will be planned to enhance connectivity between and within the four Precincts.
 - a) Routes will be marked with wayfinding signage and made accessible to persons with disabilities wherever possible.
3. Priority pedestrian linkages with a higher potential for pedestrian flows have been identified on Map13C and will be earmarked for improvement.
 - a) Contiguous sidewalks should be built on both sides of priority pedestrian linkages with pedestrian crossings as needed.
- b) The streetscape should be enhanced with new lighting, furniture and vegetation where street widths are appropriate.
4. Pedestrian improvement areas have also been identified on Map 13C. These areas should also be improved, but have a lower level of priority and/or require a lesser degree of amenity.
 - a) Contiguous sidewalks should be built on at least one side of pedestrian improvement areas, with pedestrian crossings as needed.
 - b) The streetscape should be enhanced with new lighting, furniture and vegetation where street widths are appropriate.
5. Walkability will be enhanced through the introduction of strategically located pedestrian crossings. Key opportunities for crossings which should be further explored include:
 - a) The intersection of Bimap Drive and Errol Barrow Highway.
 - b) Errol Barrow Highway around Wildey Triangle.
 - c) A pedestrian bridge across Errol Barrow Highway between the Wildey Triangle and the Health and Wellness Precinct.
6. A Mobility Node with Park and Ride infrastructure will be developed adjacent to the Sir Garfield Sobers Recreational Complex to support workers, students and visitors commuting to and from Wildey.
 - a) Pedestrian routes will connect the Mobility Node to the medical campus and Samuel Jackson Prescod Polytechnic.
 - b) Bicycle parking and the potential for bike share facilities will be included within the Mobility Node to allow easy local cycling connections.
 - c) The Mobility Node will be designed for passenger comfort and provide places to linger and interact, including benches and landscaped areas.



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|----------------|------------------------------|--------------------|
| Roads | Pedestrian | Mobility |
| Primary Road | Priority Pedestrian Linkages | Transport Terminal |
| Secondary Road | Pedestrian Improvement Areas | |
| | Existing Pedestrian Routes | |
| | Proposed Pedestrian Routes | |

MAP 13C:
Mobility

7. The potential for an HOV lane on the ABC Highway, connecting Warrens and Wildey, will be explored through a pilot initiative to encourage carpooling and public transport ridership and reduce traffic in the area.
8. The Government will undertake a Transportation Impact Assessment (TIA) to explore the feasibility of traffic rerouting around the Wildey Triangle. The TIA will consider:
 - a) Redirecting traffic from unidirectional to bidirectional.
 - b) The removal of the east-west portion of Errol Barrow Highway bounding the Triangle and introduction of two-way traffic on the north-south highway corridor.
9. Parking areas will be designed with sustainable design features such as low impact development to reduce surface water runoff, the urban heat island effect, and disturbances to habitat. More specifically:
 - a) Bioswales, porous paving materials and other stormwater management interventions will be included in the design of the car park.
 - b) Where possible, lighting will be powered by solar or wind and downlit to minimize night light pollution.

13.4.5 Planning for National Infrastructure

With an inland location, Wildey is relatively less vulnerable to the impacts of climate change than its coastal counterparts. For this reason, it is a natural location for national infrastructure that supports renewable energy and critical infrastructure and facilities. In addition to the Government promoting sustainable infrastructure, there are also opportunities to take advantage of the existing innovation from Samuel Jackson Prescod Polytechnic and, in future, from the potential medical campus.

1. The Government will promote the use of renewable energy in Wildey community core by:
 - a) Encouraging the use of rooftop photovoltaics to meet energy needs; and
 - b) Providing electric vehicle charging stations in car parks.
2. Buildings and sites within Wildey will be encouraged to retrofit with green infrastructure to create a resilient and sustainable community.
 - a) Opportunities for urban reforestation and urban agriculture should be explored, with particular attention paid to the potential in the Core and Health and Wellness Precincts.
 - b) The reduction of impervious cover will be encouraged and incentivized, including the increase of soft landscaping and installation of permeable paving for parking and driveways.

13.5

Land Use Policies

Wildey is almost fully built out, yet remains an important location to focus new light industrial, commercial, institutional, educational, recreational and retail activities. In addition, the introduction of higher density residential in strategic locations would be appropriate. Given the limited supply of vacant land in this Centre, growth will require infill and redevelopment of underutilized sites. These Land Use policies build on the the national policies set out in Section 3 and are to be read in addition to those policies. Where there is a discrepancy between the policies of Section 3 and this section, the policies of this section apply.

13.5.1 Design Strategies

Design strategies for Wildey are intended to ensure compatibility of new development with the existing fabric and promote a high quality public realm that supports walking, public transport and quality of place.

Policies

1. A landscaped boulevard, including trees and planters, will be introduced along Errol Barrow Highway adjacent to the Sir Garfield Sobers Recreational Complex, Wildey Triange and potential medical campus to create a gateway and buffer pedestrians from vehicles.
2. As development occurs, landscaping and streetscaping improvements to the pedestrian environment will be made.
3. New development will contribute to creating an increased sense of place in Wildey by:
 - a) Fronting directly onto a main road.
 - b) Providing sidewalks and internal site pedestrian circulation where appropriate.
 - c) Locating on-site parking lots at the side or rear of buildings wherever feasible.
 - d) Providing landscaping strips to buffer the parking surface from the street where car parks abut public

streets.

13.5.2 Mixed Use

The national policies of Section 3.4 Mixed Use apply.

13.5.3 Institutional Policies

1. Agricultural uses will be permitted in and around the Health and Wellness Precinct, in particular within and in proximity to the Samuel Jackman Prescod Polytechnic including:
 - a) Agriculture.
 - b) Buildings and dwelling houses related to agricultural operations.
 - c) Forestry, conservation and open space.
 - d) Local food vendors and retailers.
 - e) Community gardens.
 - f) Commercial or industrial uses related to agriculture.

13.5.4 Major Recreation Policies

1. In addition to uses permitted in the national policies, recreational and institutional uses that promote health, and wellness will be permitted in the Sir Garfield Sobers Recreational Complex, including gymnasiums and aquatic centres.
1. The following uses related to the Mobility Node will be permitted:
 - a) A car park used for the purposes of a Park and Ride.
 - b) Informal vending.
 - c) Small scale and convenience retail.
 - d) A farmers' market.

13.5.5 Employment Areas

The national policies of Section 3.9 Employment apply.



13.6

Open Space System

Recreational spaces that meet the needs of the community are an important component of healthy communities, providing opportunities for physical activity and enhancing overall health and wellness. While Wildey does not have designated open spaces, it actually has more recreational space than any other Regional Centre. Its extensive recreational fields are permitted land uses within other land use designations. Its facilities are focused on sports including hockey, football, cricket and other sports.

Policies

1. Existing recreational fields will be maintained and enhanced in their current locations.
2. Connections and coordinated programming will be promoted for recreational fields located throughout the Wildy Community Plan area.