



12

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 (2023) policies. It provides a framework for continued investment and development in Willey as an Emerging Regional Centre with a strong health and wellness focus.

➔ 12.1

Introduction to the Community Plan

Wildey is designated as an Emerging Regional Centre in the Physical Development Plan (2023). It was previously designated a Suburban Centre in the Physical Development Plan Amended (2003), recognising 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 Wildey to be included in the PDP. It builds upon previous planning policy in the PDP Amended (2003) for Wildey 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 Wildey, 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 Wildey 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. Wildey 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:

- 12.1** Introduction to the Community Plan
- 12.2** Wildey Today: Context and Challenges
- 12.3** Vision, Goals and Objectives
- 12.4** Strategic Policies
- 12.5** Land Use Policies
- 12.6** Overarching Urban Design Directions
- 12.7** Open Space System
- 12.8** Special Policy Areas



➤ Wildey Great House



Key Directions

1. **Reinforce the role of Wildey as an employment node** and host to clusters of government, business and industrial uses.
2. Leverage the complementarity between the education, agriculture, recreation and health related uses to the east of the Errol Barrow Highway to **create a Health and Wellness Precinct**.
3. **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.
4. **Reurbanise the Wildey Triangle** with a mix of commercial and residential uses, considering alternate traffic circulation options around the Triangle to alleviate congestion.
5. **Create localised pedestrian networks to improve walkability** in Wildey including improvements to the safety and convenience of connections.
6. **Promote Wildey as a centre for innovation and education related to urban and intensive agriculture**, leveraging existing programming at the Samuel Jackman Prescod Polytechnic.
7. **Create a signature landscaped boulevard** along the Errol Barrow Highway to establish a gateway into the Wildey area.
8. **Recognise the concentration of recreational amenities** across Wildey and improve pedestrian connections between them.

Willey Today: Context and Challenges

Willey is one of three emerging Regional Centres in Barbados, characterised 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 Willey 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 Willey Industrial Park, an employment anchor with a combination of warehousing, light manufacturing and recreational fields, the Willey Office Complex, including the United States Embassy, and a retail cluster at the core of Willey.

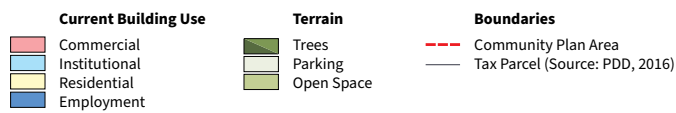
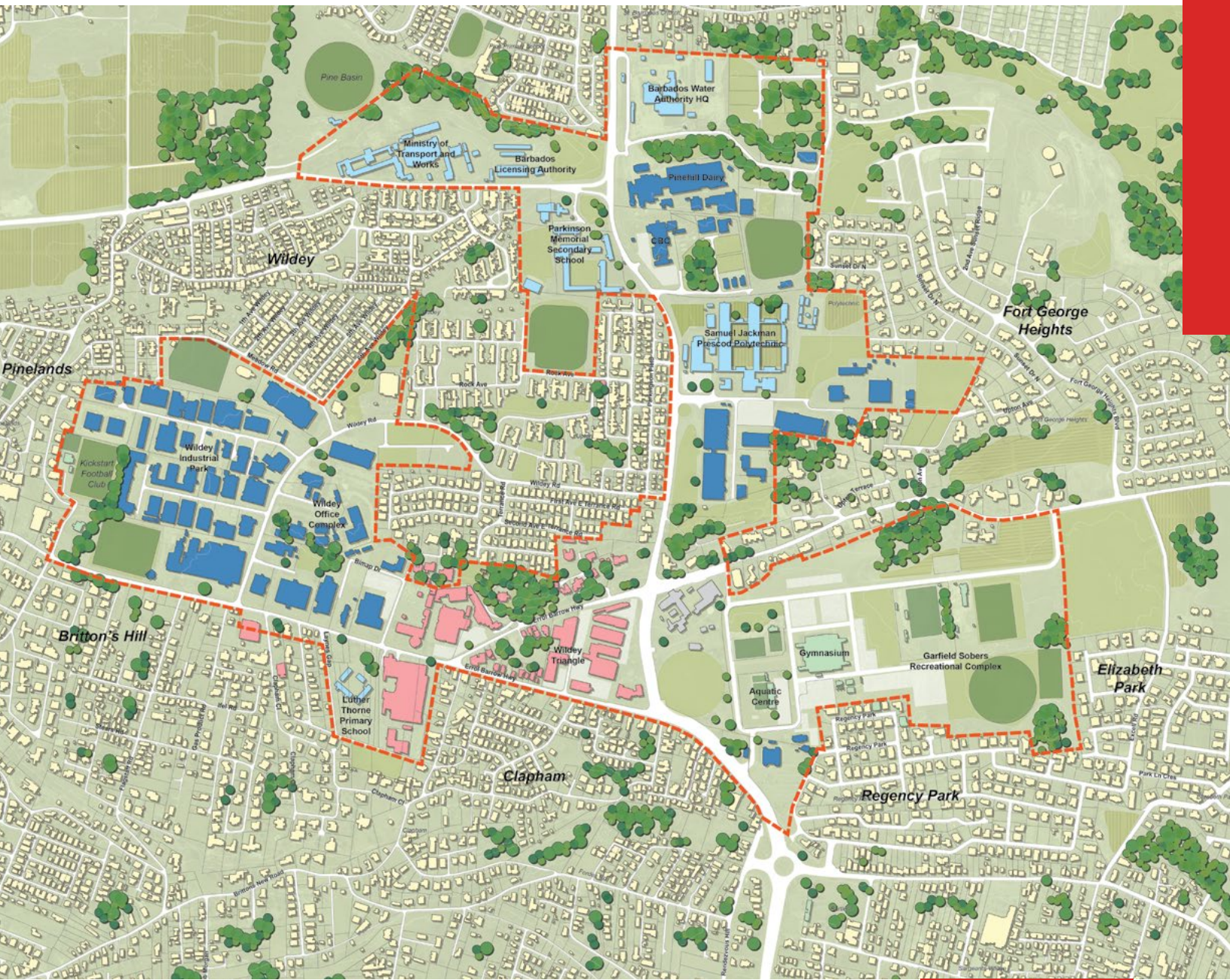
On the east side of the Errol Barrow Highway there is a cluster of recreational, educational, institutional and commercial complexes including the Samuel Jackman Prescod Polytechnic, the Sir Garfield Sobers Recreational Complex, the Pine Dairy, the Caribbean Broadcasting Corporation and, in the future, a potential medical school campus. At the northern end of the Community Plan area, in The Pine, there is a hub of institutional buildings including the MTW Complex and the Barbados Water Authority. Willey is home to a number of major corporate and institutional 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.

Willey 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 'Willey 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.

Willey is well-served by public transport, with nearly all commercial buildings located within 800 metres of an important bus corridor. The bus networks in Willey 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, Willey is faced with a number of planning challenges that emanate from its auto-oriented pattern of development. The challenges in the Willey Community Plan area include:

- Significant areas of surface parking and a disconnected street network create difficulties for pedestrian movement in Willey
- 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 Willey 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.



MAP 12A:
Existing Conditions

➔ 12.3

Vision, Goals and Objectives

12.3.1 Vision

Wildey 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 Wildey Community Plan area together.

12.3.2 Goals and Objectives

Define four distinct areas by function within the Wildey Community Plan area.

- Enhance each area's identity through localised place-making interventions and policies.
- Improve existing roads to enhance walkability, and explore opportunities for new internal streets to generate greater porosity throughout Wildey.

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 Wildey.

- 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 Wildey.

Address traffic congestion and auto-centricity within Wildey.

- Consider redirection of traffic around the Wildey Triangle.
- Promote shared parking solutions to minimise utilisation 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 underutilised 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

12.4

Strategic Policies

12.4.1 Promoting Sustainable Development

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

1. Wildeck's role as an Emerging Regional Centre focused on employment, education, recreation and government uses will be reinforced.
2. Vacant and underutilised parcels in Wildeck will be prioritised for infill and reinvestment.
 - a) Reurbanisation of larger sites and underutilised 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 areas have been defined within the Wildeck Community Plan area based on current use and opportunities for future growth, investment and infrastructure. The four areas are:
 - a) The Pine Institutional Area;
 - b) Health and Wellness Precinct;
 - c) Wildeck Triangle; and
 - d) Wildeck Industrial Park and Wildeck Office Complex.
4. The Pine Institutional Area 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 area:
 - 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 sites 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 is recognised as a focus for health and wellness-related institutions and recreation. This precinct will be improved through physical and institutional linkages, as described in policies for this key opportunity site in Section 12.8.
6. The Wildeck Triangle acts as a gateway and is a key site for reurbanisation focusing on mixed-use development. Comprehensive redevelopment of the block is encouraged, which addresses the traffic issues surrounding the Triangle. Specific guidance for the Wildeck Triangle key opportunity site is provided in Section 12.8.
7. The Wildeck Industrial Park and Wildeck Office Complex support a broad range of employment uses. In these areas:
 - a) The Wildeck Industrial Park and Office Complex will be promoted and protected as stable employment areas.
 - b) Businesses and industries will continue to be encouraged 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 optimise their use as a community amenity will be considered, potentially to create a "circuit of recreational assets".

12.4.2 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.

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.

12.4.3 The Green and Blue Economy

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

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 the Wildey Industrial Park.
 - 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) Localised photovoltaic energy production will be promoted within new developments, and existing buildings retrofitted where possible.
 - b) Low impact development will be encouraged to minimise off-site runoff and practice water conservation.
 - c) Urban reforestation will be considered.

12.4.4 Mobility and Accessibility

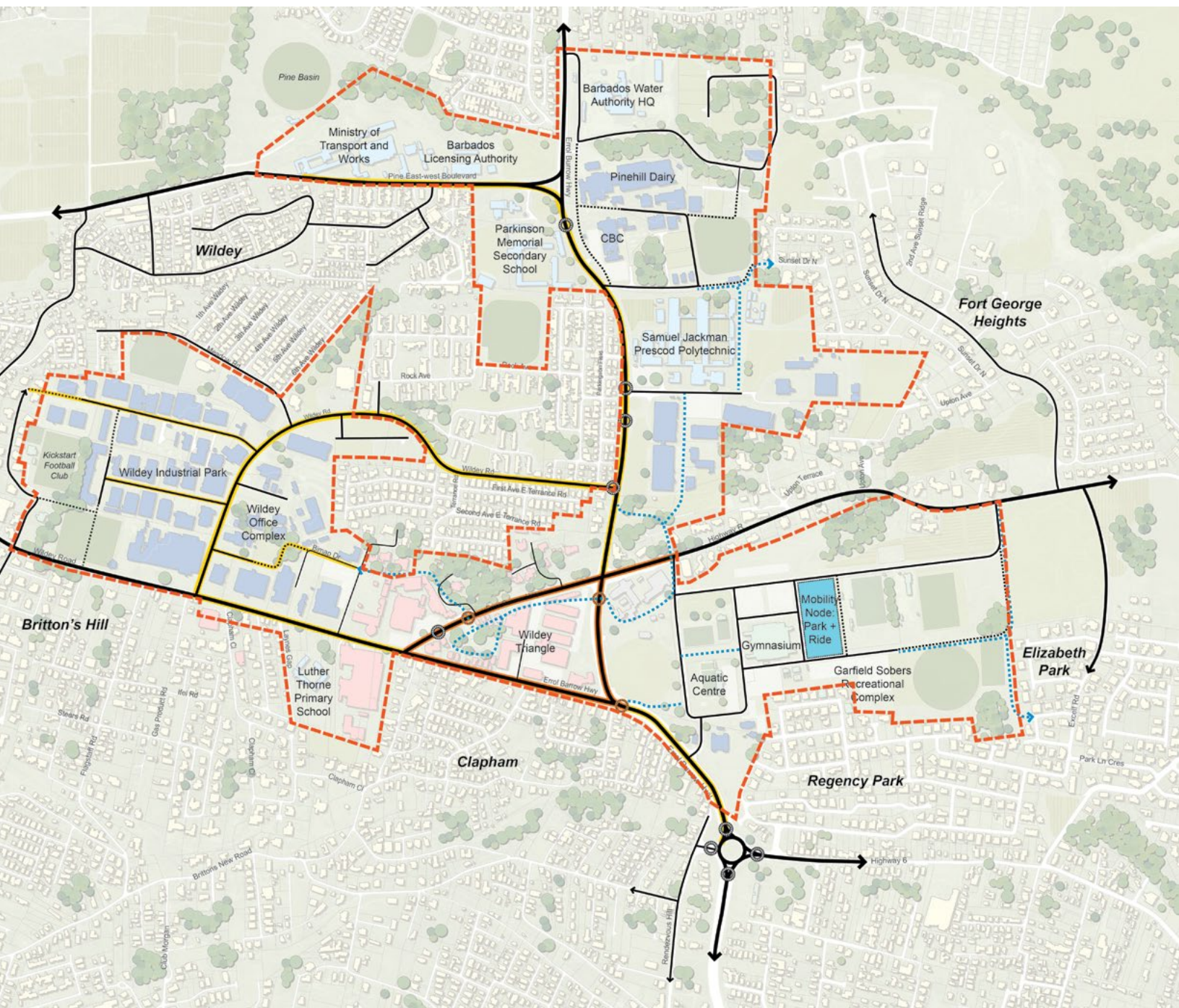
Despite its success as an Emerging Regional Centre, Wildey is saddled with significant challenges related to mobility and accessibility. The traffic patterns around the Wildey Triangle are disruptive, there is a lack of general pedestrian connectivity and access, and existing sidewalk conditions are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



➤ Parking designed to address stormwater, The Pine

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 in Wildey.
 - 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 Map 12B 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 12B. 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.



MAP 12B:
Mobility

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 and users of the potential HOV lane on the ABC Highway.
 - 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 with features such as benches, shade and landscaped areas.
 - d) Improvements to road infrastructure to support the efficient movement of vehicles between the Mobility Node and the HOV lane on the ABC Highway will be considered.
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) Reverting to bidirectional traffic on the Errol Barrow Highway between Highway R and Highway 6 (the east side of the Triangle).
 - b) Improvements to Highway 6 (the south side of the Triangle) and its intersection with the Errol Barrow Highway, to address capacity to and from Bridgetown.
 - c) The reconfiguration of Highway R between the Errol Barrow Highway and Highway 6 (the north side of the Triangle) to create a more regularised intersection at Highway 6 and provide access to the existing uses along Highway R (as depicted conceptually on Map 12D).
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 minimise night light pollution.

12.4.5 Planning for National Infrastructure

With an inland location, Wildey is relatively less vulnerable to the impacts of climate crisis 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 the 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 Health and Wellness Precinct and through redevelopment of the Wildey Triangle.
 - b) The reduction of impervious cover will be encouraged and incentivised, including the increase of soft landscaping and installation of permeable paving for parking and driveways.

12.5

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 underutilised 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.

12.5.1 Mixed Use

The National policies of Section 3.4 Mixed Use apply.

12.5.2 Institutional

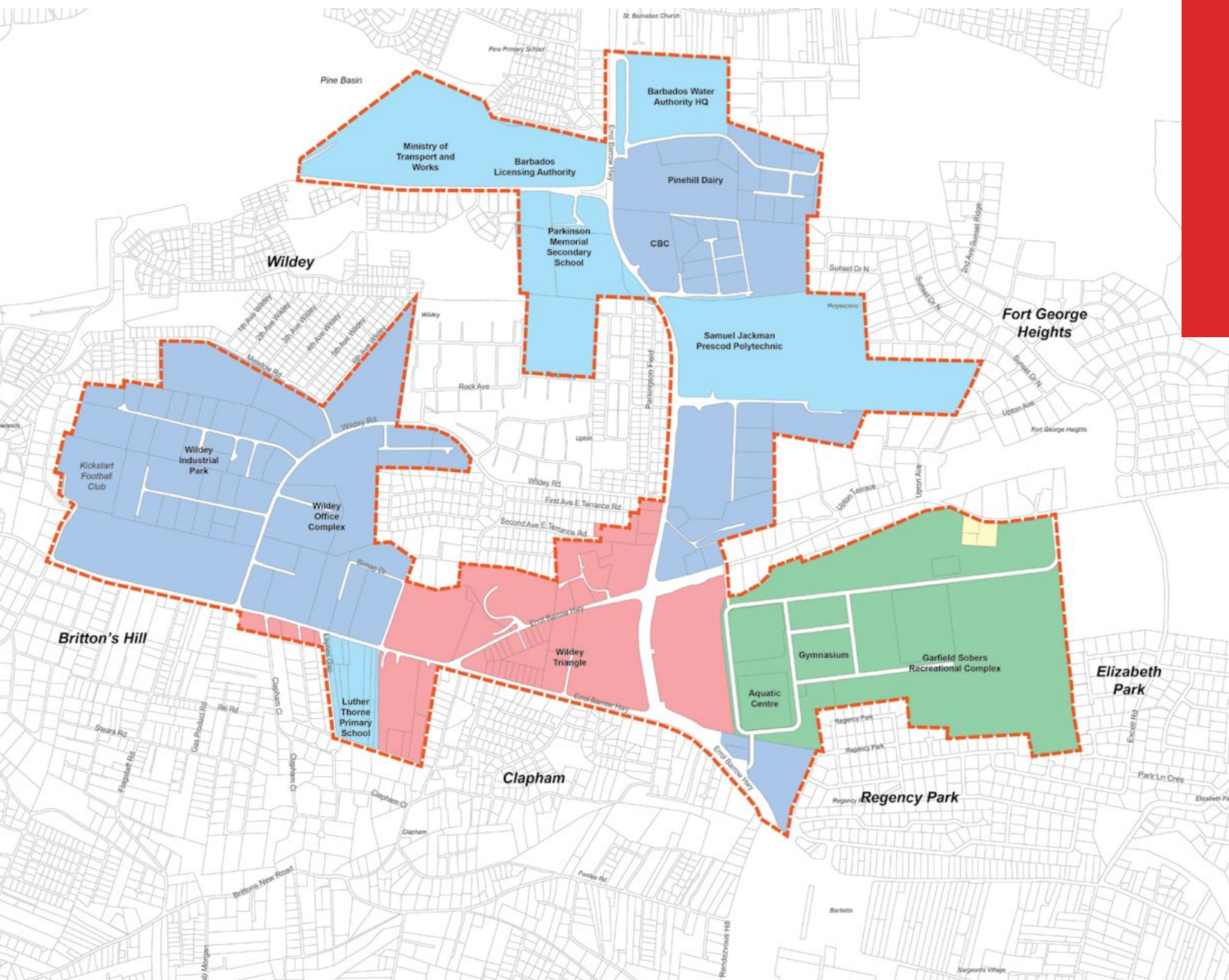
1. Agricultural uses will be permitted in and around the Health and Wellness Precinct, in particular within and in proximity to the Samuel Jackman Prescod Polytechnic including:
 - a) Agriculture.
 - b) Buildings and dwellings related to agricultural operations.
 - c) Forestry, conservation and open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

12.5.3 Major Recreation

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.
2. 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.

12.5.4 Employment Areas

The National policies of Section 3.9 Employment Areas apply.



Land Use

- Mixed Use
- Employment
- Predominantly Residential
- Major Recreation
- Institutional

Boundaries

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

MAP 12C:
Land Use

12.6

Overarching Urban Design Directions

Overarching urban design directions 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.

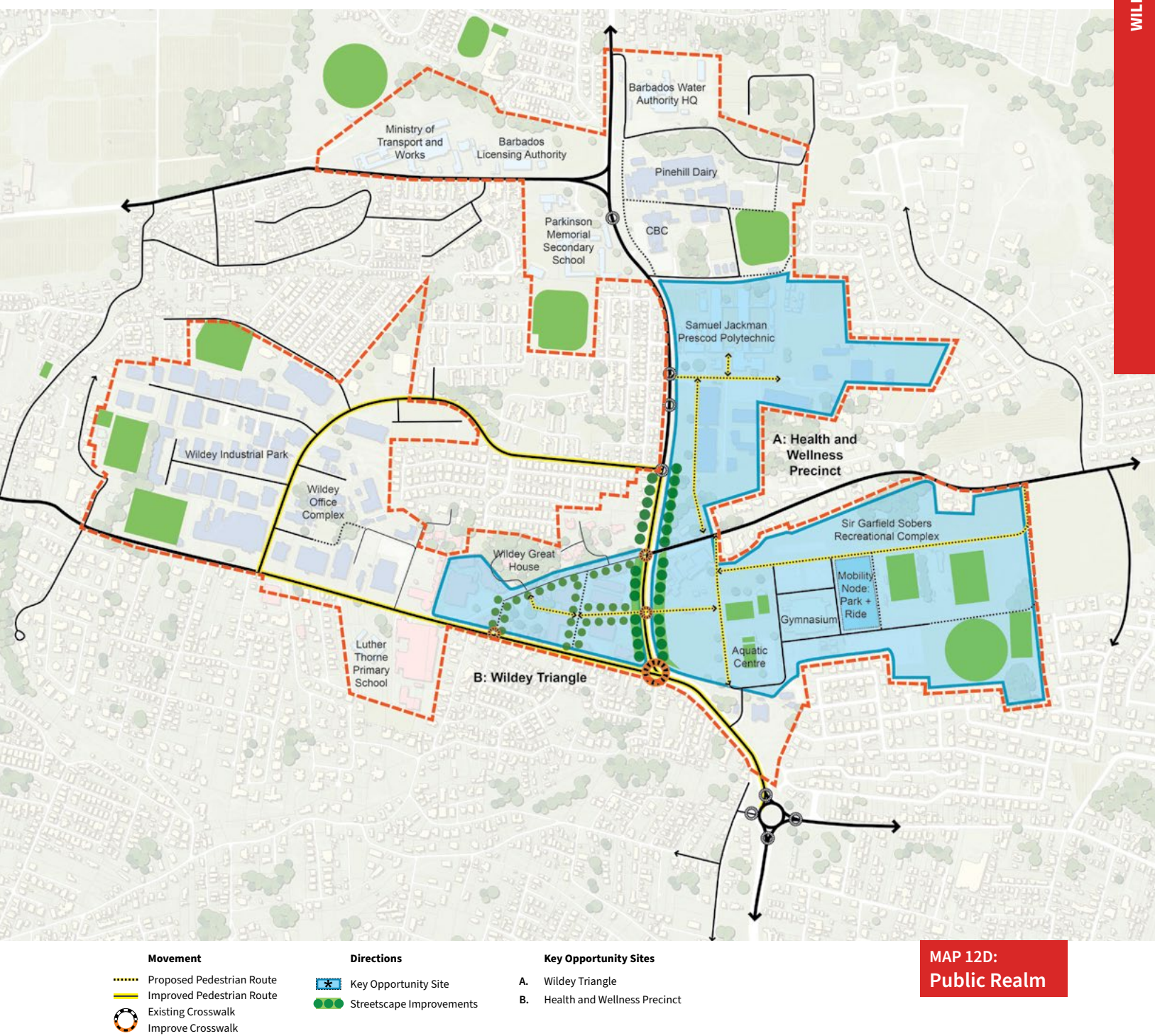
1. A landscaped boulevard, including trees and planters, will be introduced along the Errol Barrow Highway adjacent to the Sir Garfield Sobers Recreational Complex, the Wildey Triange and the potential medical campus to create a gateway and buffer pedestrians from vehicles.
2. As development occurs, 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.

12.7

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.

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 Wildey Community Plan area.



12.8 Special Policy Areas

12.8.1 Key Opportunity Sites

Policies in this section provide additional guidance for two key opportunity sites that have been identified in Wildey

Wildey Triangle

The Wildey Triangle will be planned as the heart of the Wildey Community Plan area given its location and ability to be the portal to Wildey. Through reinvestment there is an opportunity to reurbanise the Triangle to create a functional and integrated centre in addition to a geographical one.

1. Cultural heritage assets, including the National Trust's Headquarters at Wildey Great House, will be considered for inclusion on the Barbados Register of Historic Places.
2. The Wildey Triangle will be the focus of reurbanisation efforts.
 - a) Land assembly and redevelopment will be encouraged.
 - b) Mixed use development including higher density residential uses and seniors' housing will be encouraged.
 - c) Taller, landmark buildings are permitted in the Wildey Triangle, subject to the policies

found in Section 3.4.4, in particular to ensure new development is compatible with adjacent residential uses.

- d) Redevelopment of the block will implement a rational street network to increase walkability of the area, ensuring connectivity to existing uses to the north of the Triangle.
- e) New buildings will address the future street and pedestrian network.
- f) Redevelopment within the Wildey Triangle should be designed as a landmark development with high visibility and a gateway presence along the Errol Barrow Highway.
- g) Servicing and parking will be located interior to the block.
- h) In response to the high levels of congestion, a Transportation Impact Assessment will be undertaken to explore strategies to redirect and rationalise traffic patterns to reduce congestion and confusion.
- i) Improved pedestrian links across the Errol Barrow Highway will be considered, including at grade crossings and elevated routes.



> The Wildey Triangle today is dominated by automotive related uses



> The Health and Wellness Campus

Health and Wellness Precinct

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.

1. Businesses related to health, wellness and recreation will be encouraged to locate within or with close proximity to the Health and Wellness Precinct.
2. 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.
3. New development will contribute to a well-landscaped character of the precinct through setbacks and on-site landscaping including trees.
4. 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.
5. 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 Wildey and Warrens.
6. In order to minimise vehicular travel within the Precinct, shared parking may be considered, with the potential to be connected through pedestrian routes or circulator vehicles.
7. All facilities and sites will be designed to be age-friendly.

