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Strategic Reinvestment Areas

The Strategic Reinvestment Areas are key underutilized areas that provide critical opportunities for reinvestment as they have the potential to act as catalysts for the regeneration of their communities. The following 16 Strategic Reinvestment Areas have been identified across the island as noted on Figure 1: Land Use and Strategic Reinvestment Areas.

Seven of these Strategic Reinvestment Areas have been identified in Bridgetown. The potential for reinvestment in these Area has been explored and is described in the following section.

The 16 Strategic Reinvestment Areas include:

1. Harrison's Point
2. Heywoods
3. Paradise Beach
4. Sam Lord's Castle
5. Brandon's Beach
6. Kensington Oval
7. The Crane
8. Trevor's Way
9. Hincks Street
10. Pierhead
11. Jemmotts Lane
12. Government Headquarters
13. Needhams Point
14. Silver Sands
15. Holetown Civic Centre
16. Oistins Civic Centre

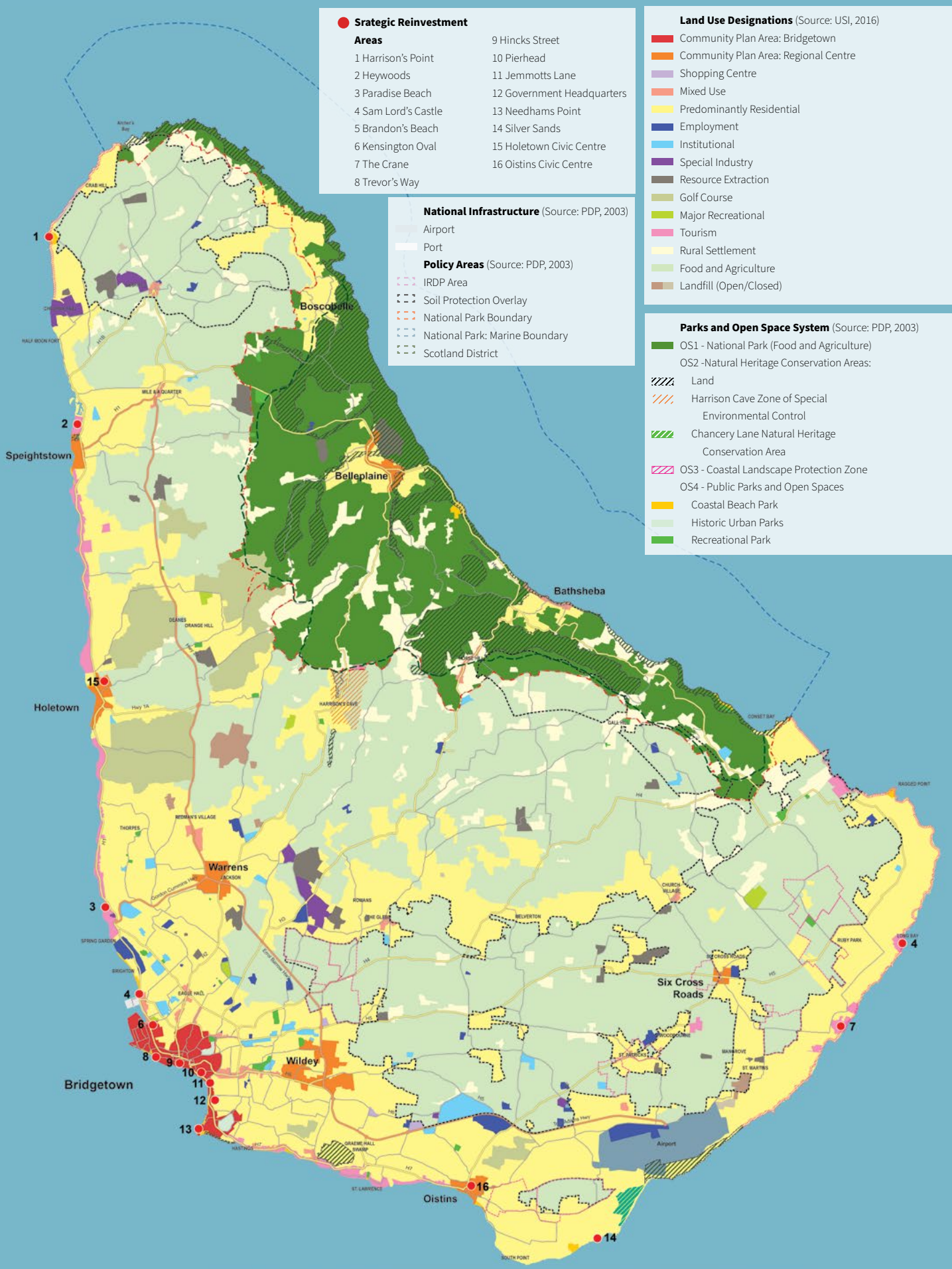


FIGURE 1:
Land Use and Strategic Reinvestment Areas

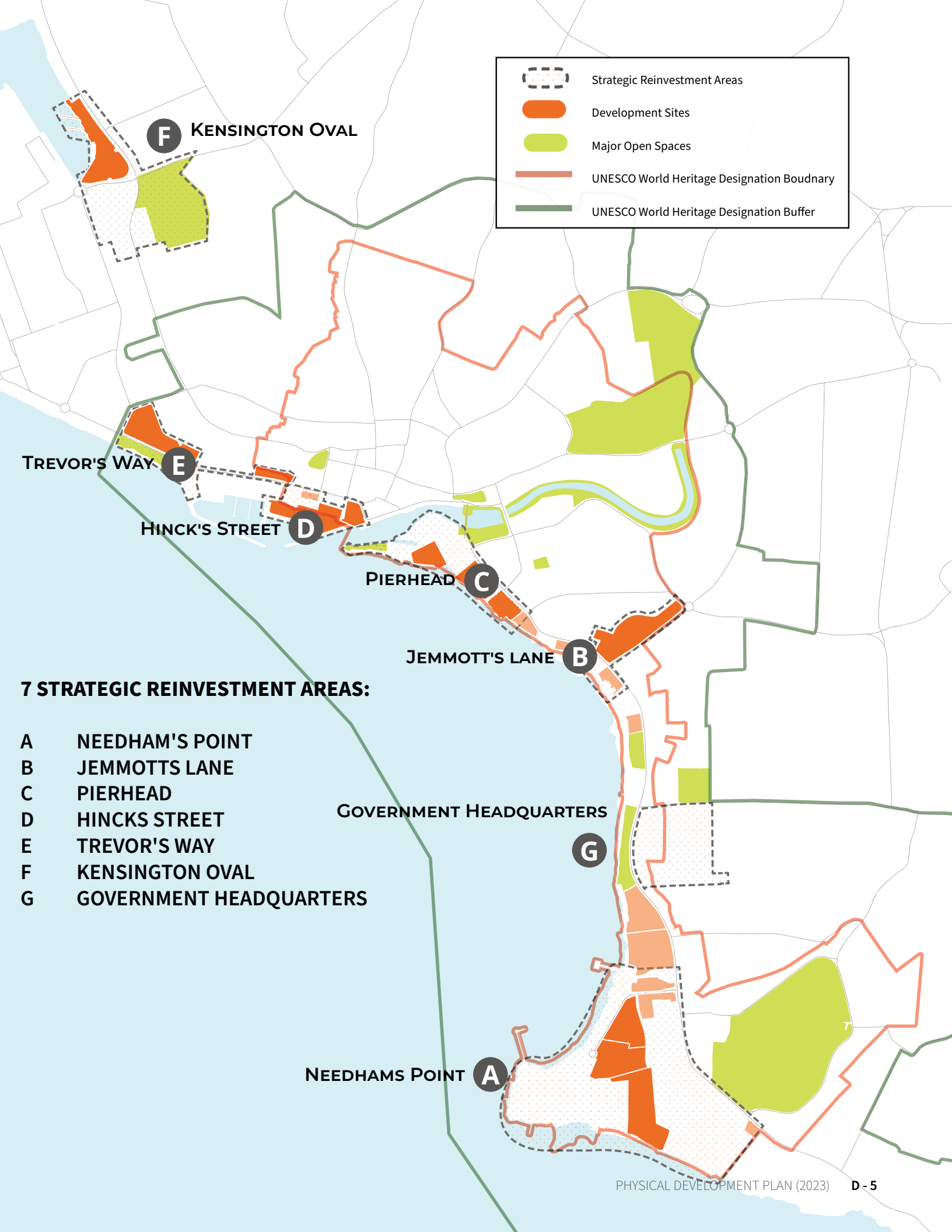
The Bridgetown Strategic Reinvestment sites are nestled within the historic urban setting of Carlisle Bay, a Bay which offers an unparalleled combination of: ecology and natural heritage, beautiful public beach landscape with water recreation, historic urban fabric, and the nation's centre of commerce, culture and trade – creating together an authentic and truly remarkable setting.

These sites, which are described in this Appendix, feature an array of ongoing investment and activity including promenades and landscaped pedestrian trails along the Careenage and Constitution River, the restoration of the Synagogue District, Bridgetown Fish Market and one of the oldest Parliaments in the western world. The Historic Bridgetown and its Garrison is a cultural UNESCO World Heritage Site in Barbados. It was inscribed in 2011 as a colonial and urban landscape site. The World Heritage Site is primarily focused on the 17th-century British colonial city and medieval serpentine street network at the core of Bridgetown and extending along Carlisle Bay to the historic Garrison, where today the Gold Cup is hosted every March.

Needham's Point Strategic Reinvestment Area

Starting with the development of the Hilton Hotel, Needham's Point has been identified as a key location for tourism development for decades. With spectacular beaches on either side, Pebbles Beach and Drill Hall Beach, and proximity to the historic Garrison, a prime heritage asset within the UNESCO World Heritage Site, Needham's Point has all the ingredients of a tourism destination. The transformation of the site has already begun, and substantial underutilized public land holdings can be used for additional tourism development. The site's prominent location makes it appropriate for tall buildings and distinctive architecture which clearly define Needham's Point as the southern anchor of the Carlisle Bay tourism district.

Development within the Needham's Point Strategic Investment Area must meet the built form and public realm directions as set out in the Bridgetown Community Plan.



Strategic Reinvestment Areas

Development Sites

Major Open Spaces

UNESCO World Heritage Designation Boudnary

UNESCO World Heritage Designation Buffer

7 STRATEGIC REINVESTMENT AREAS:

- A
- NEEDHAM'S POINT
- B
- JEMMOTTS LANE
- C
- PIERHEAD
- D
- HINCKS STREET
- E
- TREVOR'S WAY
- F
- KENSINGTON OVAL
- G
- GOVERNMENT HEADQUARTERS

Jemmots Lane Strategic Reinvestment Area

The former location of the Barbados Hospital complex, this 6.4 acre site can accommodate a mixed-use project, set in a campus environment at the key junction of Jemmotts Lane and Bay Street. With beach access and potential for pavilion space across Bay Street, the combined campus and Carlisle Bay beach access creates a unique environment for a multi-phased project. There is potential to develop the property as multiple sites for local entrepreneurs to participate in providing residential/ bed and breakfast style accommodation and/or a learning and health focussed campus.

The transformation of Bay Street into a pedestrian priority boulevard animated by cafes and restaurants and a highly walkable environment is at the new front door for the Reinvestment Area.

Pierhead Strategic Reinvestment Area

As the western peninsula bookending the majestic Carlisle Bay, the Pierhead Strategic Reinvestment Area celebrates its pivotal and historic setting with iconic hotel towers, mid rise buildings fronting Bay Street, new public spaces and enhanced promenade/Beachfront access.

This area is planned to host 3 taller building sites, including a landmark 25 storey tower at the precipice of the Pierhead peninsula. In a mid rise and taller elements, over 1000 new hotel units can be accommodated, along with amenities, restaurants and cafes.

Hincks Street Strategic Reinvestment Area

At 5.4 acres, this prime waterfront reinvestment area, will become the blue front door to the Careenage and marine waterfront. Envisioned as a mixed use development with both condo/hotel units complemented with at-grade retail restaurants and cafes facing along an extended water's edge promenade. Nestled within the restored historic Massy warehouses, Marshall Hall and Carlisle Bond building, this significant infill project can accommodate approximately 220 condo hotel units for both local and visiting accommodation in 3-5 storey buildings and within a 15 storey building and 10 storey addition to the Carlisle Bond.

Trevor's Way Strategic Reinvestment Area

Set along the primary corridor leading to and from the Barbados Cruise terminal, this site includes the current Immigration Building and Pelican Village retail area. Repurposing of the Abattoir into a Marine, Foodhallen or Aquarium complex will complement the Fish Market as celebration of the Bajan Fisherfolk and marine habitat of the Caribbean. The intensification along Hincks Street and Princess Alice Highway of both retail, hotel and residential accommodation will breathe new life and potentially 140 new hotel/residential units into this key corridor.

Kensington Oval Strategic Reinvestment Area

The sports and recreation magnet of both Kensington Oval Stadium and Cricket Legends of Barbados Museum combined with the water recreation potential of the Shallow Draft, offer a unique hotel/tourism development opportunity on the 4.6 acre site. A hotel/recreation amenity mid-rise development can be set against the beach and dock front of the Shallow Draft while being a 5 minute walk to the Kensington Oval facilities.

Government Headquarters Strategic Reinvestment Area

The Government Headquarters, located on a large site on Bay Street, is across from the waterside park at Brown's Beach and features a unique architectural expression and campus landscape. This area could potentially be developed for public uses, such as a conference facility, and possibly housing.

