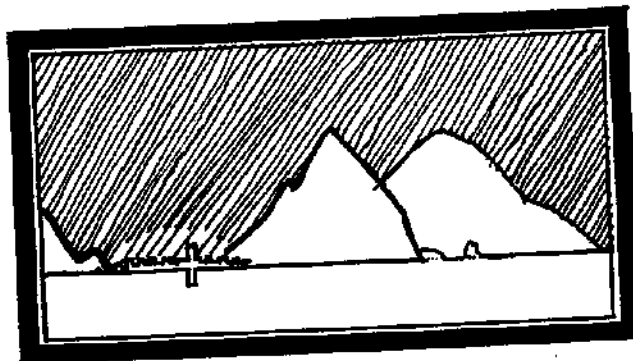


AREA ACTION PLAN FOR SOUFRIERE ST. LUCIA



MINISTRY OF PLANNING, PERSONNEL
ESTABLISHMENT & TRAINING
DOCUMENTATION CENTRE

MAGNIFICENT SOUFRIERE

A JOINT TECHNICAL COOPERATION PROJECT
OF THE

ORGANIZATION OF AMERICAN STATES
DEPARTMENT OF REGIONAL DEVELOPMENT

AND THE

GOVERNMENT OF ST. LUCIA

MINISTRY OF PLANNING, PERSONNEL
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DECEMBER, 1988

AREA ACTION PLAN FOR SOUFRIERE ST. LUCIA

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AREA ACTION PLAN FOR SOUFRIERE ST.LUCIA

SECTION ONE INTRODUCTION

GENERAL COMMENTS

This report has been prepared for the ORGANIZATION OF AMERICAN STATES at the request of the GOVERNMENT OF ST. LUCIA.

It is an intergrated overview of the physical planning required to transform the town SOUFRIERE, ST. LUCIA into a tourist haven.

In it, the nature of the existing attributes of Soufriere is detailed. The opportunities for Soufriere's conversion to tourist development are pinpointed. Infrastructure and changes in its urban fabric implied by the proposed Development Plan are presented and organized into an AREA ACTION PLAN.

It is clear from previous studies and current observations that the Town of SOUFRIERE itself, in as much as TOURISM is concerned, is an integral part of its surrounding area. This is due to the nature of tourism, which is dependant on so many specific, and non-specific, contextual, factors. Tourism development requires the satisfaction of a great array and variety of circumstances and facilities. Success will depend upon presenting the TOWN OF SOUFRIERE, its local attractions, and its surrounding natural setting, as a whole, to the international tourist market.

1.1

SOUFRIERE TOURISM DEVELOPMENT PROGRAMME

The framework for the ACTION PLAN is the TOURISM DEVELOPMENT PLAN FOR ST. LUCIA, prepared for the OAS in 1985. Further, this planning report relies heavily on the OAS SOUFRIERE TOURISM DEVELOPMENT PROGRAMME, first phase projects (1986), short-term action strategy for tourism (1986) and annexes I, II, IIIa, IIIb, IV and V (1986).

1.2

THE PITONS NATIONAL PARK

A wider range of outlook has been provided more recently by the OAS Proposal for the Preparation of a DEVELOPMENT PLAN FOR THE PITONS NATIONAL PARK, phase I (December, 1987), through focusing on the Pitons and the park area between them. This study treats the surrounding sea side of Soufriere as a tourist resource. It notes "the growing concern about the relationship between tourism and the environment."

The ability of the Soufriere to provide a beautiful natural setting, a variety of recreational locations, clean air and water, and a healthy marine life (on its coral reefs) becomes not only an ecological and a planning issue, but an economic necessity.

1.3

TOURISM AND SOUFRIERE

To bring tourists to Soufriere and satisfy their holiday interests the full capacity of the immediate surroundings need to be utilized.

The short stays of tourists require ease of access and thus proximity of recreational features and facilities. Beaches and Parks adjacent to Soufriere are a prime requirement.

These resources are limited due to geography.

Tourist growth in Soufriere is a delicate matter. To transform a town into a successful tourist haven is an ambitious and dramatic challenge.

To misuse or misdirect any aspect contributing to this growth endangers its implementation, or even the initiation of the first phase of tourist development in SOUFRIERE.

1.4

CONSULTANT TEAM

The consultants Nick Peter Troobitscoff and Frank Alfred Hamilton, Architects and Planners bring observations of 19 years involvement in architecture, planning and tourism in the Soufriere area. A concern for the economic growth of the area has grown into a commitment to support the concept of local participation in the tourism industry.

Contact with international visitors through architectural and planning projects in St.Lucia, as well as, the direct provision of tourist (hotel) services, in Soufriere during the 1970's and 1980's, (by Mr Troobitscoff, as Chairman and Managing Director of the Anse Chastanet Hotel) has demonstrated to the consultants, beyond doubt, the extent of the attraction of the Soufriere Area to visitors.

These observations over the last 20 years have led to the formation of the idea of FOSTERING COMMUNITY PARTICIPATION IN TOURIST DEVELOPMENT in Soufriere.

Through consideration of alternative possibilities, planning concepts were developed and presentations made to the government and the public in 1985.

Further in the 1980's, involvement by Mr.Troobitscoff (as a founding member) in the formation of the Soufriere Development Programme, in the Soufriere Waterfront Development Project, and currently as Chairman of the Soufriere Development Programme Technical Committee, has resulted in an increased focus on the detail and form of the means by which tourism development is possible.

Most recently, the need to gather all existing resources in an intergral and coordinated effort to attract funding investment income for TOURISM PROJECTS in SOUFRIERE, has become clearly evident.

1.5

EXPANSION OF PROGRAMME OFFICES

The Soufriere Development Programme Office on the waterfront has been established since April 1988. This is working extremely well in the areas of public awareness and visibility, but now an international marketing office must be established and staff and budget are required. A permanent development office is becoming an imminent necessity, and on-site direction and coordination is mandatory.

1.6

PURPOSE OF ACTION PLAN

The AREA ACTION PLAN for Soufriere is intended to provide the physical development framework for the economic development proposals contained in the SOUFRIERE TOURISM DEVELOPMENT PLAN OF 1984 and for the development projects and actions identified in the SOUFRIERE DEVELOPMENT PROGRAMME, First Phase Projects, both introduced with the OAS technical assistance.

The purpose of the report is to coordinate, set priorities, and extend studies to the date into an ACTION PLAN for the entire SOUFRIERE AREA. The essential priority is growth. The goal is economic security. The method is the maximization of the tourist potential of SOUFRIERE. The concern is for the aspiration of the population of SOUFRIERE: its health, economic advancement, community preservation, and long term security.

1.7

STRATEGY OF STUDY FOR THE AREA ACTION PLAN

The strategy for the action plan due to its scope and the variety of interests and authorities involved was to use a two-phase approach.

The first phase presented Soufriere as it is, its recent growth trends for the population, and projections as to its growth under the pressure of tourist development along with a "shopping list" of projects aimed at the development of tourism.

1.7.1 OUTLINE OF PHASE ONE STUDY

In order to determine the optimum balance between the limitations of existing conditions and potential growth of Soufriere tourism, Phase one of this study included gathering of data and mapping from St. Lucia Lands and Surveys Department, as well as:

Direct observation of the conditions in Soufriere which relate to growth, tourism and community organization on the physical level;

Direct discussion with community members, Soufriere Development Corporation and representatives of the OAS office, St. Lucia;

Analysis of the above data, observations and discussions; and
Identification of area action plan projects appropriate to the growth potential and the limitations of Soufriere.

1.7.2 CONDITIONS / GROWTH / ZONING

The ownership status and respective boundaries of unused lands at the Soufriere waterfront were identified, and zoning alternatives proposed.

The physical and urban characteristics of the area were assessed for development potentials and constraints: drainage patterns, flooding and other hazards, traffic patterns and proposals of the OAS Coastal Zone Management Studies were being considered.

Development Proposals were made related to the growth of tourism and the consequent alterations and growth of the town itself.

An overall pattern of growth and land use zones were identified leading to specific project proposals, forming the physical basis of
THE SOUFRIERE DEVELOPMENT PROGRAMME.

1.7.3 RECOMMENDATIONS OF PHASE ONE STUDY

Project proposals were identified, described and located on maps to clearly reveal the tourism potential at the Soufriere Waterfront, in Soufriere Town and in the surrounding region.

New waterfront facilities were proposed to respond to increased tourism.

Recommendations concerning improvements to the road infrastructure and the vehicular patterns to Soufriere and in its downtown area were

made to improve internal and external accessibility and to facilitate implementation of tourism circuits.

1.7.4 PURPOSE OF PHASE ONE STUDY

The aim and use of phase one of the report was to introduce ideas, stimulate discussion, and seek feedback, advise and further suggestions. It was used in discussions and meetings of members of the project team with: government policy advisors, governmental authorities with relevant departmental concerns; the Soufriere Development Programme; The citizens of Soufriere; and concerned individuals.

1.7.5 FEEDBACK FROM PHASE ONE STUDY

Phase one of the report was completed and circulated in September, 1987.

Reactions, comments and observations from the Soufriere Development Committee and national counterpart agencies have been monitored by the OAS representatives on St. Lucia and the study team.

These along with other study activities have led to the proposals of the final report.

1.7.6 OUTLINE PHASE TWO STUDY

AREA ACTION PLAN FOR SOUFRIERE is a consolidation of 1 year of feedback and consultant planning exercises.

The conclusions and recommendations of the Area Action Plan are summarized in SECTION SIX. The projects identified are:

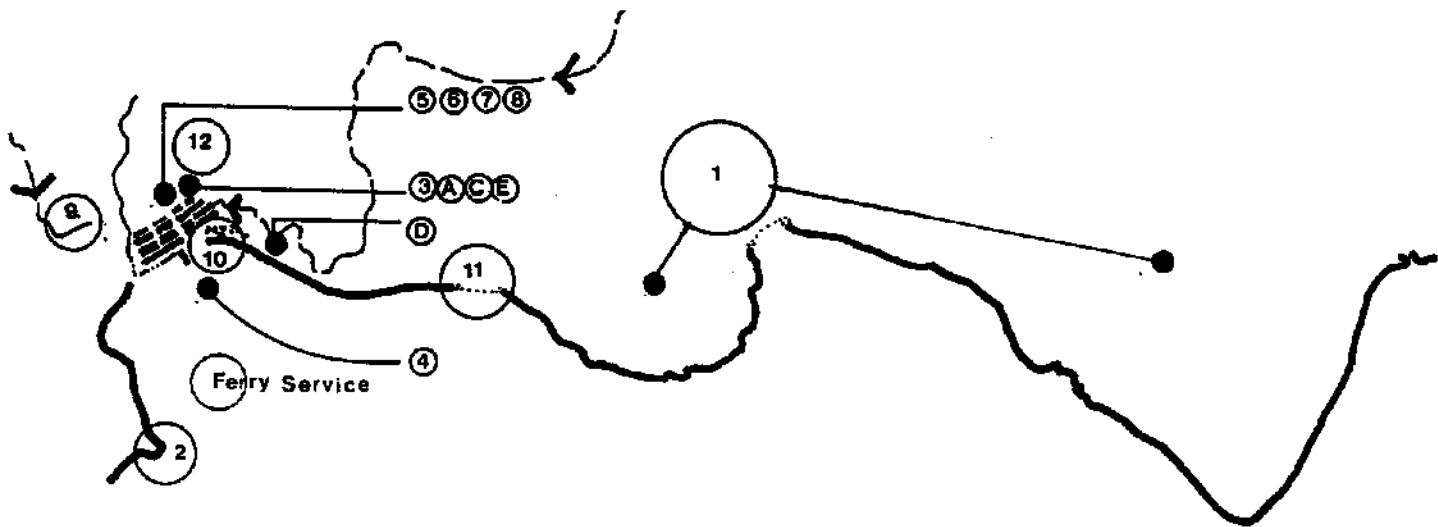


FIG. ONE - LOCATION OF AREA ACTION PLAN PROJECT PROPOSALS

1. Piton National Park
2. Rachette / Point Marine Park
3. Soufriere Park System
4. Marina / Jetty
5. Waterfront Mall
6. Vendors Market
7. Hotel / Commercial at Waterfront
8. Heritage Walk
9. Palmiste
10. Coin de Lance
11. MalgreToute
12. Soufriere Estate Spa

INFRASTRUCTURE

- A. Traffic Pattern
- B. Road Realignment
- C. Drainage Pattern
- D. Malgretoute Access
- E. Waste Water Management
- F. Ferry Service

1.8

DIRECT OBSERVATIONS

With the mind set of noting the positive potentials of Soufriere conditions as well as noting the negative aspects of existing conditions, the following tours were made by the consultants, Frank Hamilton, Architect, Nick Troobitscoff, Architect, and OAS resident Mission Chief, Dr. Jan Vermeiren. It should be kept in mind that many of the observations are obvious when seen. The value comes from observing them together, as a whole and allowing a natural, reality based way, of setting priorities for specific needed changes. Keep in mind a good part of the tourist reaction is visual: (400 photographs were taken to record observations).

The following five on-site study tours were made:

- Soufriere Bay sea observation by boat;
- Soufriere Beach by foot;
- Malgre Toute Beach - Drive through/walk;
- Potential garbage fill sites - Vieux Fort Road;
- Alternate traffic routes in Soufriere.

The most revealing on-site study tour in terms of an overview of the tourist development potential of Soufriere was the Soufriere Bay sea observation by boat. The following are observations of that study tour.

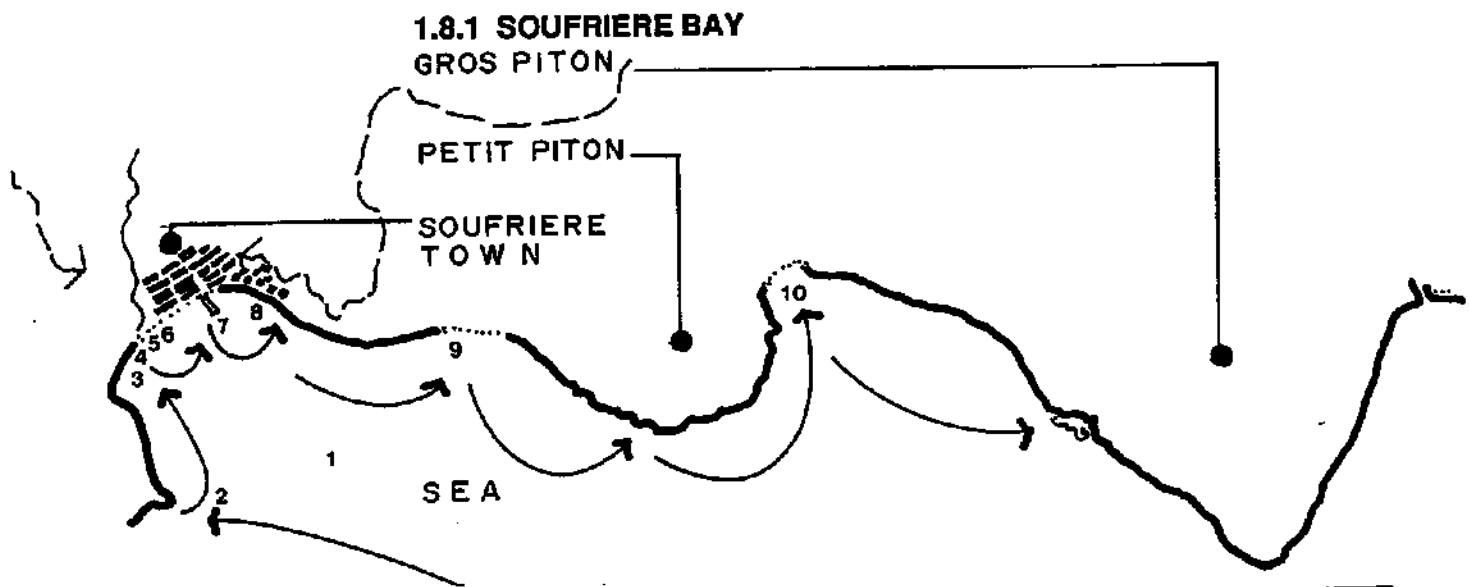


FIG. TWO - STUDY TOUR OF SOUFRIERE REGION WATERFRONT

A boat trip following the coast from Grand Calle Point to the north to Anse des Pitons to the south Provided the following observations.

1.8.2 RACHETTE POINT DUMP

The natural and precipitous coast line is interrupted and marred at the rock outcrop named Rachette Point. A billowing column of smoke and stench rise from the scarred cliff from the road high above down to the shore of the sea. Denuding of trees and other foliage is expanding to either side. This endangers the fauna and marine ecology and provides an eye and nose sore to the northern entrance to Soufriere Bay.

1.8.3 NORTHERN CORNER OF BAY

Sheltered somewhat from the sea wind, this calm corner of Soufriere Bay is enhanced with richer foliage than the coast line leading to it.

1.8.4 SOUFRIERE BEACH

The recreational value of the undeveloped beach at the northern end of the bay is recognized by the residents who bathe and relax there. No particular recreational facilities for children or adults are evident.

1.8.5 STORAGE TANKS

A row of tanks of oil, storage for the copra factory are situated on metal framework stilts at the south end of the beach close to the shore. These are not compatible with the recreational value of the beach and take up a good portion of the valuable sea front Crown Land. Loading ships for the oil are an obstruction to bathing and swimming and along with the tanks present an industrial image in an otherwise natural beach and palm tree landscape.

1.8.6 MOUTH OF SOUFRIERE RIVER

A quaint and pleasant view through the trees at the river mouth provides a glimpse into the activity of the town. Fishermen and friends playing dominoes under the trees, a uniformed group of school girls crossing the bridge and young men in soccer attire suggest a transition from the relaxation of the beach/seafront and a relief from the intensity of the town streets. The river's edge as recreational relief is potent. The control of silting and flooding will increase its usefulness. Stagnant ponds, litter and refuse can be eliminated. Landscaping and rest areas can be developed.

1.8.7 THE WATERFRONT AND THE TOWN

The intensity of building form and street layout meets the sea in a direct open way. Its attractiveness is evident from far out to sea and continues to inspire appreciation when approached.

The Jetty is a focus, a centerpiece to the townscape composition. Its damaged deteriorating condition detracts from the overall effect. The garage at the sea wall seems out of place, facing its dark, solid back to the sea in opposition to, and partially obscuring the main alignment and orientation of the other waterfront buildings.

1.8.8 COIN DE LANCE - FISHERMAN'S VILLAGE

The view of the fisherman's village from the sea with its canoes, tiny colourful houses and social activity (the residents are seen in shutter openings , on porches and steps, on the street and in the sea) is utterly enchanting and vital. From the sea the only 'out of place' detraction is the over the water latrine. The importance of Coin de Lance as a feature of the Soufriere waterfront image cannot be overemphasized. To the visitor this touches the nostalgic and romantic response to the quaint and exotic most profoundly. The vitality of the lifestyle in Coin de Lance is equally strong in its attraction to its residents, having developed a great loyalty and community spirit.

1.8.9 THE BEACH AT MALGRETOUTE

Baron Drive rises atop steep cliffs separating Soufriere Town from the Beach at Malgretoute. A good sized beach with underdeveloped surrounding land nestle at the base of the Petit Piton, a lovely restful setting.

1.8.10 ANSE DES PITONS

The steeply sloped valley between the two Pitons is awesome from the sea. This formation of sea, pointed peaks and rich vegetation encapsules the ultimate magic of natural drama. The value of preserving this geological heritage which captures the imagination of every visitor and is a symbol of St. Lucia around the world is obvious to all.

AREA ACTION PLAN FOR SOUFRIERE ST. LUCIA

SECTION TWO OPPORTUNITIES AND LIMITATIONS

2.1 THE DILEMMA OF SOUFRIERE

Soufriere is in many ways deteriorating due to its inability to grow to meet the present community standards for lifestyle and economic opportunity. Transportation by roads is rough. The historical traffic pattern in town is inefficient. Facilities for water transportation available in the past are close to nonexistent. Land development is limited by geography, natural hazards and lack of zoning policy.

2.1.1 SANITATION

The capacity of the historical methods to meet modern standards of sanitation and waste removal has reached its limit.

2.1.2 EMPLOYMENT

A wide range of employment opportunities does not exist. These effects are increasingly evident and along with difficulties in maintaining the historical heritage and charm of the town are seriously damaging the basic physical attraction of the town for resident St. Lucians from other communities as well as foreign visitors.

2.1.3 TOURISM

In the light of potential tourist growth the dilemma of Soufriere is that this attractiveness must be maintained and increased in order to survive and grow.

At this time the economic benefit of tourism in St. Lucia is, generally, limited to employment in hotels which are largely foreign owned and operated. Financing for locally owned and operated tourism is almost impossible to attain. Managerial and marketing skills are limited.

Locally owned and operated enterprises do not direct themselves effectively to tourist interests. They are either small or long-established or local businesses directed mainly to the shopping needs of residents.

2.1.4 PLANNING POLICY

To date planning for growth of any kind has been ad hoc and dependent more on land ownership than any directive policies. Agricultural land has been subdivided for house lots for those who have gained a degree of economic independence.

Since the advent of The Soufriere Development Programme a focus on tourism has been created. However, as yet planning policy is embryonic. Confidence and commitment to the concept of tourism development has not yet provided incentives or financing proposals.

The inertia of the existing conditions presents a formidable barrier to change and growth.

2.1.5 COMMUNITY GOALS

Note that the concept of growth contained within THE SOUFRIERE DEVELOPMENT PROGRAMME is Community Participation in tourism, a dramatically different and more complex idea than the establishment of a single tourist project in the region.

Under a policy committed to economic development, appropriate tourist growth depends on breaking with historical patterns of tourist development.

This is in itself the greatest dilemma, suggesting the extent to which the commitment to an integrated overall planning approach is mandatory. Further, a coordinated application of creative planning guidance is indicated.

2.2

GROWTH PATTERNS

2.2.1 RECENT GROWTH PATTERNS

as reported in the ANNEX I of the Soufriere Tourism Development Report - First Phase Projects, the Central Planning Bureau estimates a 1% annual population growth rate in the town. This low figure is indicative of the need for economic opportunity that is evident in the recent growth of Castries.

A degree of increased stable employment due to tourism can be observed. Restaurants for day trips, small hotel operations for vacationers and van and taxi transportation are active.

Commercial trade in town is active, mainly serving the residents. Commodities and services are increasing and adapting to the growth of awareness and desire for a modern lifestyle.

This relates to radio and television information, travel within and outside of St. Lucia and contact with foreign visitors.

Projected Growth Tourist Visitors (1000's)		
Without Soufriere Development Project	1990	1995
Tourists visiting Soufriere	57	72
Cruise Passengers	19	22
Air Excursionists and Yachtsmen	9	12
Direct Soufriere Tourists	2	3

2.2.2 MID TERM GROWTH PATTERNS

The growth patterns of tourism in St. Lucia will have an effect on Soufriere due to its present level of attraction to tourist visitors.

Projections of numbers of visitors to Soufriere suggest a tourist-related growth of a minimum of 5% to 10% annually.

This suggests that even without any particular change in orientation towards tourism the effect on Soufriere will be to further strain its facilities and increase the need for available land for resident housing and tourist facilities.

2.2.3 LONG TERM GROWTH PATTERNS

Should Soufriere launch a concerted and aggressive appeal to tourism through the completion of the projects of THE TOURISM DEVELOPMENT PLAN FOR SOUFRIERE, the growth of Soufriere itself will be more profound. Again, projected numbers of visitors give a preliminary indication of future needs. With development projects in place projections of the number of visitors increases 30% to 55%. An annual increase on this dramatically greater demand is projected to be 7% to 10%. The projects will also have the effect of a more intensive use of the town of Soufriere by tourists. This is due to the greater number of attractions and the in-town focus of the waterfront development, historic walks, and lodging projects envisaged.

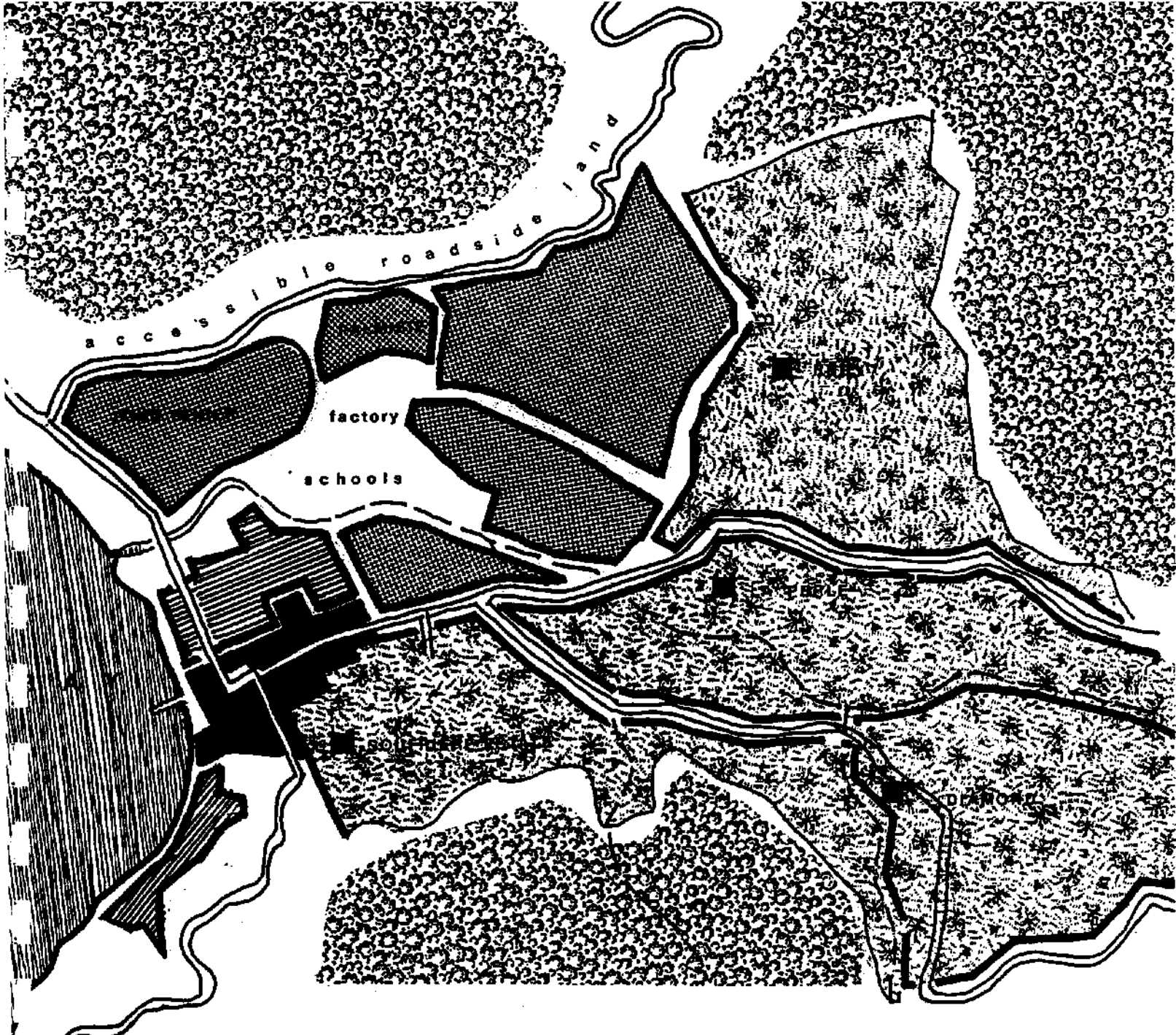
Projected Growth Tourist Visitors (1000's)		
With Soufriere Development Project	1990	1995
Tourists visiting Soufriere	87	112
Cruise Passengers	30	42
Air Excursionists and Yachtsmen	9	12
Direct Soufriere Tourists	4	6

2.3







LIMITATIONS TO GROWTH

2.3.1 NATURAL BOUNDARIES

The obvious boundaries presented by the sea and the mountains are also integral with the charm and attraction of Soufriere. They do, however, place developable land at a premium and increase the need to use available land appropriately.

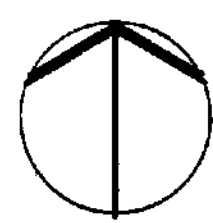


L E G E N D

-  HISTORICAL TOWN
-  REBUILT AFTER FIRE
-  COIN DE LANCE
-  HOUSING SUBDIVISIONS
-  ESTATE LANDS
-  STEEP HILLS



BOUNDARIES of DEVELOPMENT
present land use



2.3.2 NATURAL HAZARDS

The following natural hazards in the Soufriere area need to be addressed to increase the use of available land. See maps for locations.

- wave action on the waterfront - silting at the mouth of the Soufriere River and in Fond Benier
- erosion and flooding in a number of locations
- land slide and rockslide areas at locations to the north and south of town limits development

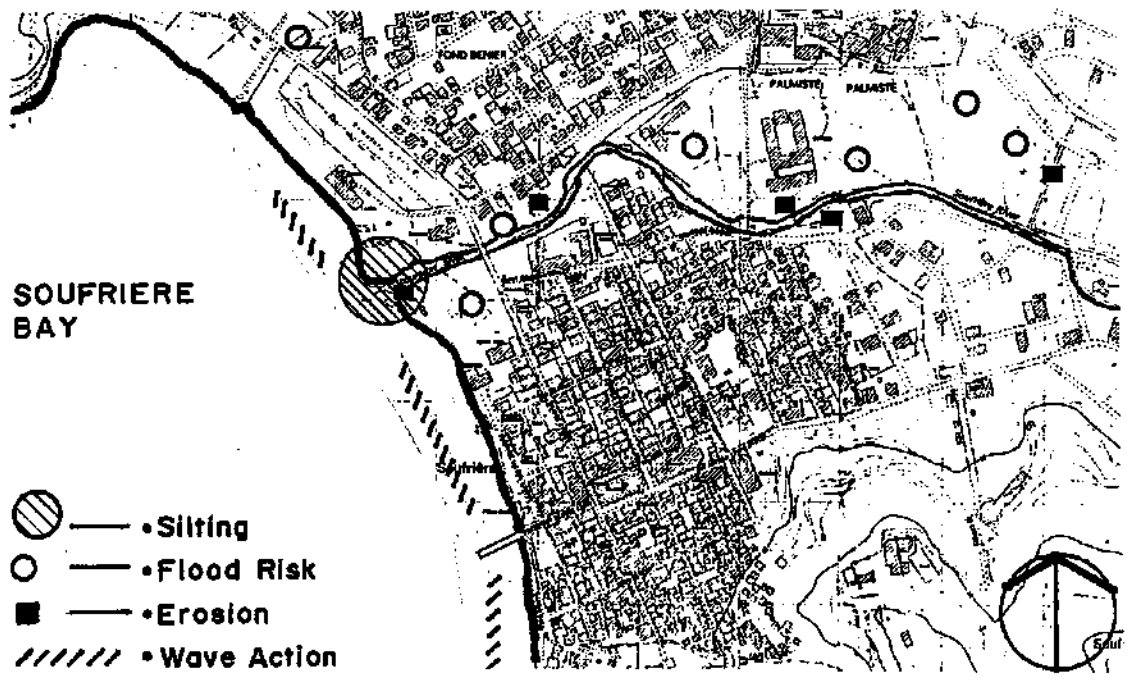


FIG. THREE - LOCATIONS OF NATURAL HAZARDS

2.3.3 VALLEY LAND

Valley lands to the east, best used for agricultural and recreational purposes suggest residential growth in other locations.

2.3.4 BEACH FACILITIES

The Soufriere area is particularly limited in beach facilities. The precipitous coast creates many coral reef areas, but few beaches. The closest are located at Malgretoute and between the Pitons.

Development of those limited beaches is essential for tourist development and resident recreational use.

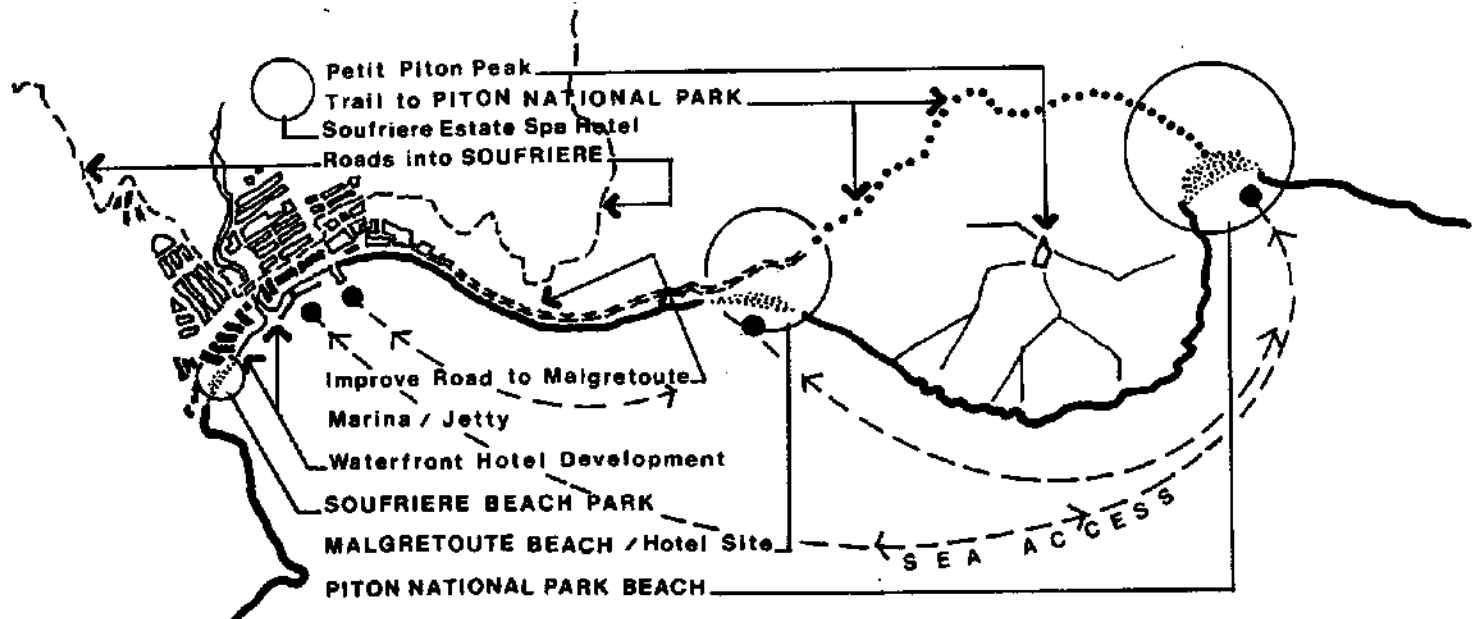


FIG. FOUR - BEACH AND RECREATION LOCATIONS

Means of access to these beaches require improvement:

- road improvement along Baron Drive
- walking routes to the Piton Beach
- water access to both beaches.

2.4

OPPORTUNITIES FOR GROWTH

2.4.1 CROWN LAND

Since land for long term growth is limited, it is imperative that all Crown lands in Soufriere be included and assigned to the overall development goals.

Crown land at the Soufriere Beach, waterfront, riverside, around the public schools in Palmiste and various other locations can easily be directed to more intensive and appropriate use by establishing policies and a master plan - *see map of ownership status*.

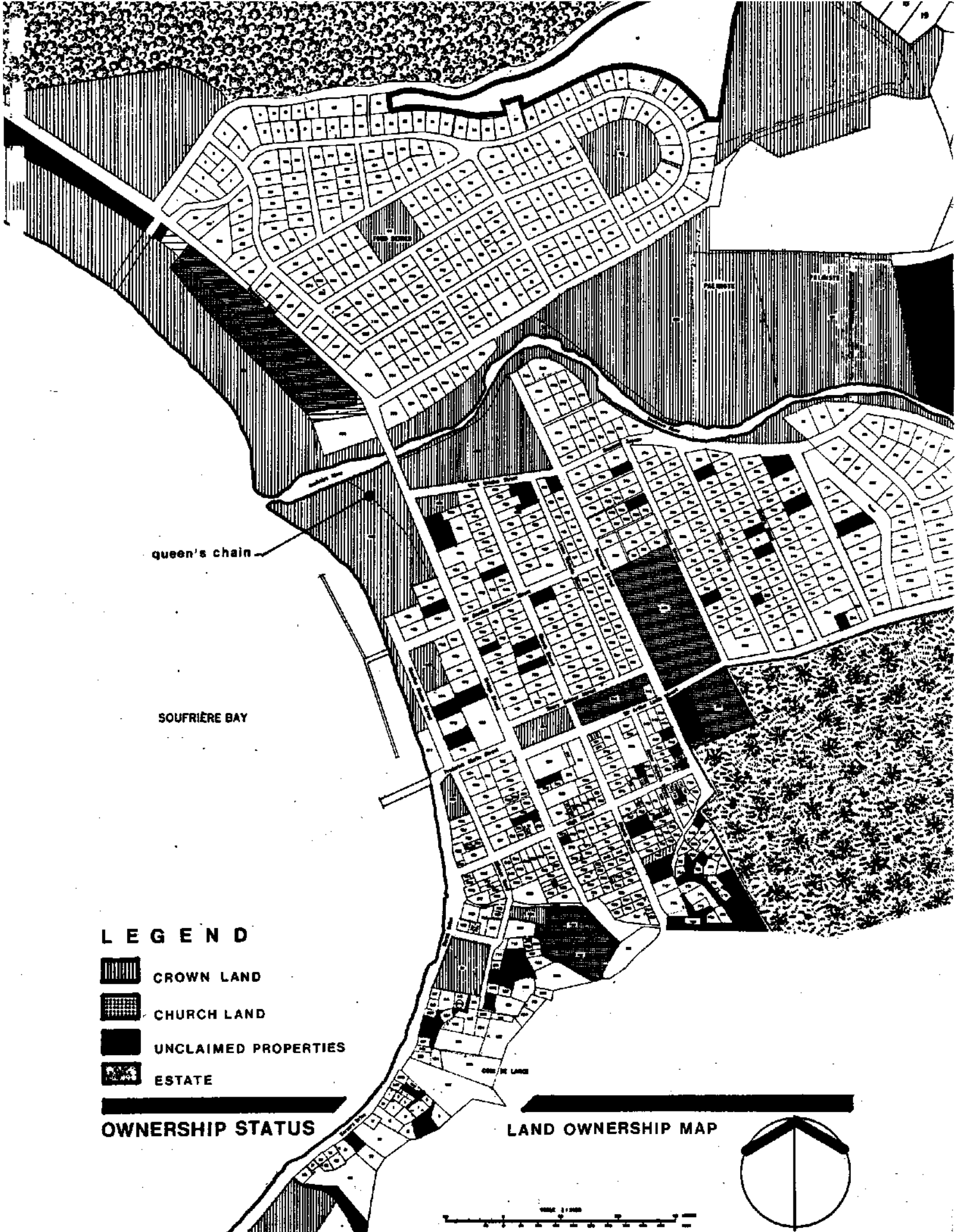
2.4.2 UNCLAIMED LAND

A rigorous search for ownership of unclaimed lands may yield more land for development under control of the Crown and/or Zoning control policies.

2.4.3 MANAGEMENT OF LAND SUBJECT TO NATURAL HAZARDS

Specific Municipal engineering proposals are to be made to control natural hazards in areas where new development can occur and where existing development can be improved and/or intensified. In particular:

- The Waterfront



- The Riverside
- Fond Benier
- Palmiste
- Coin de Lance

2.4.4 RESIDENTIAL DISPERSION EXISTING ALONG ROADS

As has already developed in some areas, there is great opportunity for small scale residential development along the roads due to ease of access by car and by foot. This has the advantages of:

- maintaining cool and pleasant natural surroundings;
- allowing residents vegetable gardens;
- providing privacy options;
- allowing self-help community groupings along traditional family membership;
- dispersing sewage disposal - use of convenient septic tanks;
- allowing small investment projects; and
- decreasing pressure on use of valley agricultural and recreational land for residential subdivisions;
- Reducing access roads, easing access and saving road construction costs.



FIG. FIVE - SEA VIEW OF COIN DE LANCE

Appropriate land is located on all roads leading from Soufriere to the north, south and east. Zoning and incentives for such development can be established.

2.4.5 COIN DE LANCE

The community of Coin de Lance has specific development problems and a particular need for growth potential:

- traditional function of 'fisherman's village'
- unique community atmosphere - residents identify themselves with the area and enjoy living there
- waterfront appearance is quaint, attractive and colourful, having a unique small scale which is an essential feature of the Soufriere waterfront
- becoming more crowded
- important as route to MALGRETOUTE DEVELOPMENT PROJECT
- potential expansion to east is restricted by private ownership of underdeveloped land
- recommended that efforts through negotiation, zoning, and/or any available incentive methods that land be made available for the expansion of COIN DE LANCE - see also internal development of Coin de Lance under Project Identification.

2.4.6 UNDEVELOPED LOTS IN TOWN

Privately owned undeveloped lots in town will no doubt respond to growth pressure. Zoning regulations to control appropriate building types and density will be most applicable to these properties. Their value both to the growth potential of Soufriere and to the owner may be aided by clearly specifying their use, density and character (ground level layout and building features) with site specific by-laws based on detailed planning and design proposals.

SECTION THREE

REGIONAL PLANNING/THE SOUFRIERE DEVELOPMENT PROGRAMME/PITONS NATIONAL PARK

3.1

REGIONAL PLANNING

In 1988 the Soufriere Development Programme has with OAS support taken a major step. The establishment of the Programme offices on the Soufriere waterfront marks a tangible expression of its commitment to tourist development.

Along with the development of project proposals, one main idea has come to the forefront: The recognition that the development depends on a high standard of regional planning.

3.1.1 SOUFRIERE DEVELOPMENT PROGRAMME

In the following, a summary of this awareness, is presented in order to give perspective to development proposals more directly concerning THE TOWN SOUFRIERE.

The material has been taken from a written statement made by the Chairman of the Executive Council and the Technical Chairman of the Soufriere Development Programme.

The goal of the SOUFRIERE DEVELOPMENT PROGRAMME is to improve the Soufriere area as a tourism attraction and to create tourism related amenities and infrastructure in a socially acceptable, environmentally sound and economically beneficial manner.

3.1.2 SOUFRIERE

Soufriere, with a population of 4,500 in the town and 4,000 in the surrounding rural areas, is poor relative to the national average of St. Lucia. Measured by per capita income, life expectancy, morbidity, literacy ... any of the standard economic and demographic indicators ... socio-economic conditions are poor and deteriorating. The recent fall in coconut price and world coconut oil markets jeopardizes the town's largest employer. The prospective change in the banana situation in 1992 could be very damaging to the local economy.

3.1.3 TOURISM

New economic activity is needed to improve these conditions. The wide range of natural, cultural, historical, and archeological attractions of the area make increased tourism the best prospect for such activity.

SOUFRIERE DEVELOPMENT PROGRAMME plans call for intensive development of small scale lodgings, shops and associated facilities in the town coupled with recreational and scenic attractions in the nearby Pitons National Park ... if it can be established.

3.2

PITONS NATIONAL PARK

The GOVERNMENT OF ST. LUCIA in 1987 invited the ORGANIZATION OF AMERICAN STATES' DEPARTMENT OF REGIONAL DEVELOPMENT to prepare a proposal jointly with the Government for a realistic and sustainable management and development plan for a Marine and Terrestrial Pitons National Park.

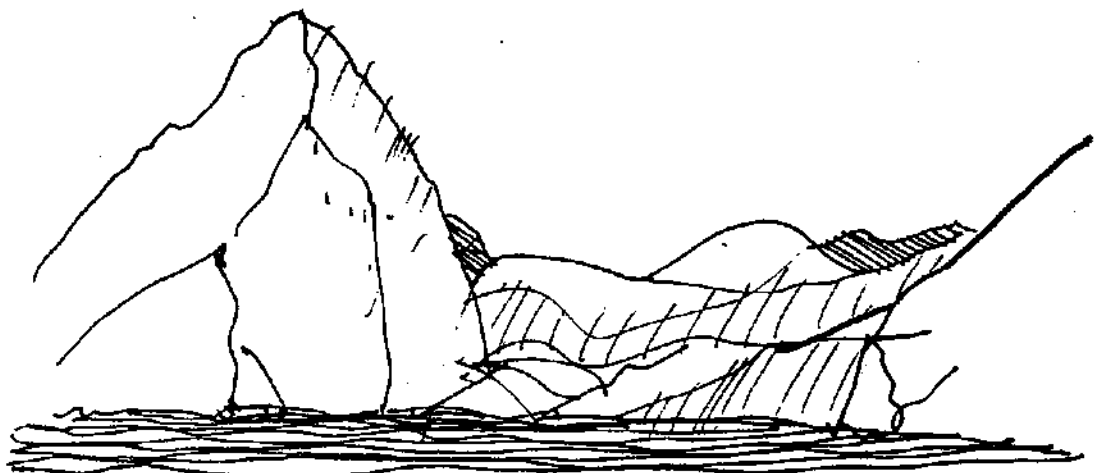


FIG. SIX - VIEW OF PITON NATIONAL PARK

3.2.1 GEOLOGY

Gros Piton and Petit Piton are well known to all travellers in the region and are the most famous and imposing of all the West Indian mountains. Pictured on Tourist Maps, Stamps, Guide Books, Brochures, Logos and Post Cards, the Pitons have always represented the gateway and calling card for visitors to St. Lucia. They owe their magnificence to their proximity to the sea from which they rise in towering twin peaks: Gros Piton to the south rises to a height of 2,619 feet, Petit Piton to the north rises to a height of 2,461 feet with a precipitous Matterhorn-like peak.

Between the Gros and Petit Piton is a breathtaking semi-circular amphitheatre revealing its entire topography to the eye of the visitor approaching from the sea. This amphitheatre is in fact a well defined extinct Volcanic crater the Western side of which has collapsed into the sea, with the Eastern landward side hemmed in by a continuous ridge of hills rising to as high as 1,200 feet in places.

This area presents a fascinating opportunity for interpretation of the environment, allowing visitors to the Pitons to formulate their own opinion as to the formation of these volcanic spikes which seem to defy gravity and which create such a moody atmosphere of grandeur and antiquity.

The unique geology of the Gros and Petit Pitons has been recommended for protection in the proposed PITONS NATIONAL PARK, particularly since much further research will be needed in order to fully understand the complex geology of this area.

3.2.2 MICRO CLIMATES

The Pitons of Soufriere present a fascinating climatic environment. Nowhere else in the region is there a vertical rise of 2,600 feet from the sea in one-half mile of horizontal distance. This causes various micro-climates due to differences in Rainfall, Temperature, Humidity, Sunshine, Wind and Land slope.

On the Pitons, four life zones or ecological associations present an interesting vista into plant evolution, giving a wide spectrum of ecological

niches which result in various vegetative types: a Dry Belt Climate of thorn scrub and cactus, a Middle Belt Climate of rainforest formations and an Upper Mountain Belt Climate of elfin woodland or windswept dwarf forest.

At the base of the pitons a fifth environment, the marine coral reefs, provide a fascinating world to divers.

3.2.3 WILDLIFE

Birdlife on the Gros Piton is active with Hummingbirds, the endemic St. Lucia Oriole, numerous Flycatchers, the American Kestrel, the Purple-throated Carib, and the Antillian Created Hummingbird. The Gros Piton

presents a botanical paradise relatively untouched by man which provides a superior habitat for nesting birds and good shelter and forage for migratory birds.

The PITONS NATIONAL PARK could also harbour some of St. Lucia's endemic birds if they were able to get established locally. These could include the St. Lucia Black Finch, the Rufus throated Solitaire, the St. Lucia Flycatcher, the endangered St. Lucia Wren and the White Breasted Thrasher.

The endangered St. Lucia Parrot was seen at Petit Piton two years ago. Due to current land use, much of the vegetation attractive to parrots has been eliminated, but *Clusia* and *Cecropia*, favourites of the parrots, are still abundant on the two Pitons and the grigri palm, another favourite, could be propagated. Success with re-establishing parrot stocks in Puerto

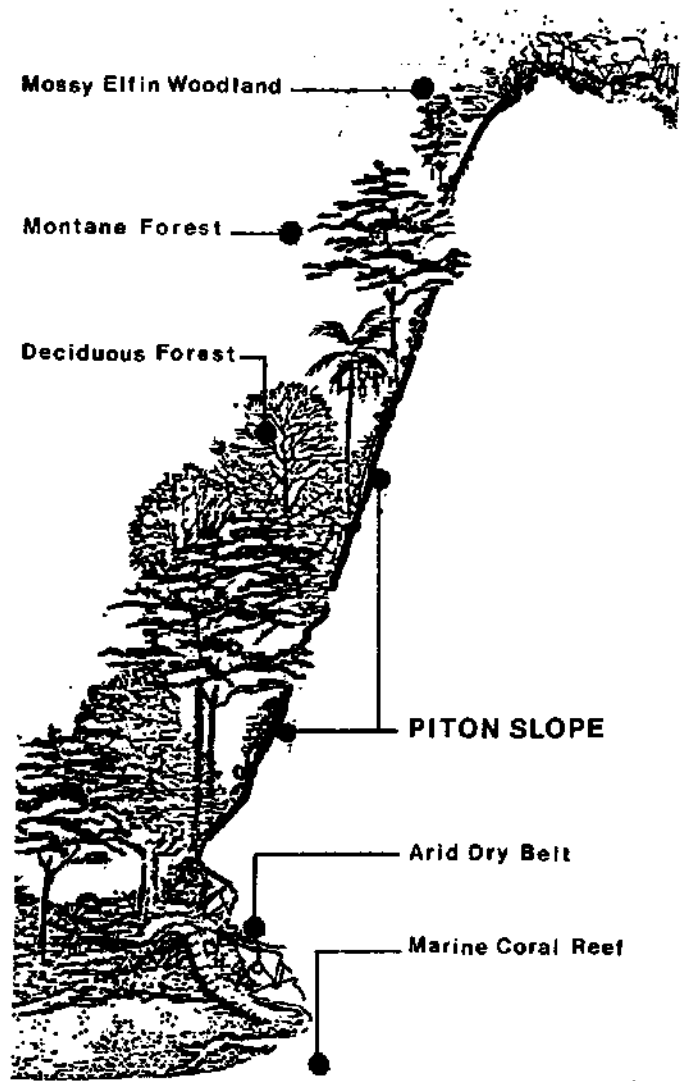


FIG. SEVEN - PITON MICRO CLIMATES

Rico and the availability of breeding stock in the Channel Islands, indicates that the St. Lucia parrot could be re-introduced into the PITONS NATIONAL PARK if the habitat is well managed.

3.2.4 ARCHEOLOGY

The Pitons were of religious significance to the Island's original inhabitants. Amerindian ruins appear to be relatively rich around the area of the Pitons and there are rock scribings and Amerindian Petroglyphs in Choiseul and at Stonefield just north of Petit Piton portraying human figures in naturalistic or abstract forms.

Recently, Mr. R. Devaux of the ST. LUCIA NATIONAL TRUST and Dr. & Mr. Ricard of the St. Lucia Naturalist Society described a newly discovered archeological site on a volcanic peak at Belfond close to the Pitons having evidence of three ancient cultures. The oldest, carving dated from charcoal fragments as 2500 BC, has not been identified. The main site is a ceremonial center/observatory of the Caribs covering several acres of land with massive stone walls, terraces, and carved surfaces. The Caribs may have been in contact with the Mayan Culture of Yucatan and may have used the Pitons as a calendar since from the observations they are in line with the summer and winter solstices, 47 degrees apart. So massive and extensive are these stone works, they have been referred to as the "Machu Picchu of the Caribs." There is also evidence of later Arawak occupation of the site.

The GROS PITON was referred to as the male God Yokahu who represents fire, thunder and food and was believed to have slept in the Volcano of the Sulphur Springs.

The Petit Piton was referred to as the female goddess Atabeyra and represents fertility, moving water, the tides and moon. The PETIT PITON appears to be giving birth to a child if viewed from the north or south where a fault has caused a section of the Piton to split off.

3.2.5 MARINE RESOURCES

The marine resources provide another major attraction. Five Marine Reserve Areas have been identified having some of the most spectacular coral reef development in the Caribbean. From the surface to more than 200 feet in depth, the richness and variety of marine life appeals to beginning snorkelers, experienced divers, and knowledgeable marine scientists. By every measure; number of species, diversity, abundance and

variety of habitat, this is a resource of outstanding touristic and scientific value that must be preserved.

3.2.6 TOURISM

The beauty of the Pitons cannot be questioned nor can the potential of the Piton National Park to serve as a catalyst for tourism development in the region be doubted.

This area already has the traditional touristic qualities of St. Lucia: Sun, sand, and sea, and the Piton National Park itself will be an additional national natural attraction offering the opportunity to walk through four vegetative life zones, scenic vistas, birdwatching, mountain climbing, nature studies and marine studies. Nearby cultural resources abound and include the private Union Vale Estate adjacent to the proposed park with a functioning Cocoa and Coconut plantation and a fully operable water wheel, nearby fishing and boat building communities and other natural resources as such as the Volcano, Sulphur Springs, Mineral Baths, and many water falls, the habitat for the endangered St. Lucia's Parrot, and marine resources including several spectacular reef systems. The area's natural and cultural amenities offer any visitor a natural interpretive experience that few other places in the Caribbean can.

3.3

DEVELOPMENT OF SOUFRIERE

Soufriere is the oldest settlement in St. Lucia and was the centre of trade and commerce and of the first military headquarters. It became St. Lucia's first town in 1746 upon the authorization of a survey by the King of France.

Just north of Soufriere is the Mal Maison Estate of Josephine Bonaparte where she spent the first nine years of her life. She was born in St. Lucia in 1763. Additional cultural attractions include the old Gingerbread Houses, plantation houses, and the historic town itself.

Due to unique historical planning circumstances, Soufriere of all the towns in St. Lucia has the most unique potential for locally owned tourism development: The natural beauty of Soufriere and its surroundings is augmented by development opportunity at the Waterfront of Soufriere Bay.

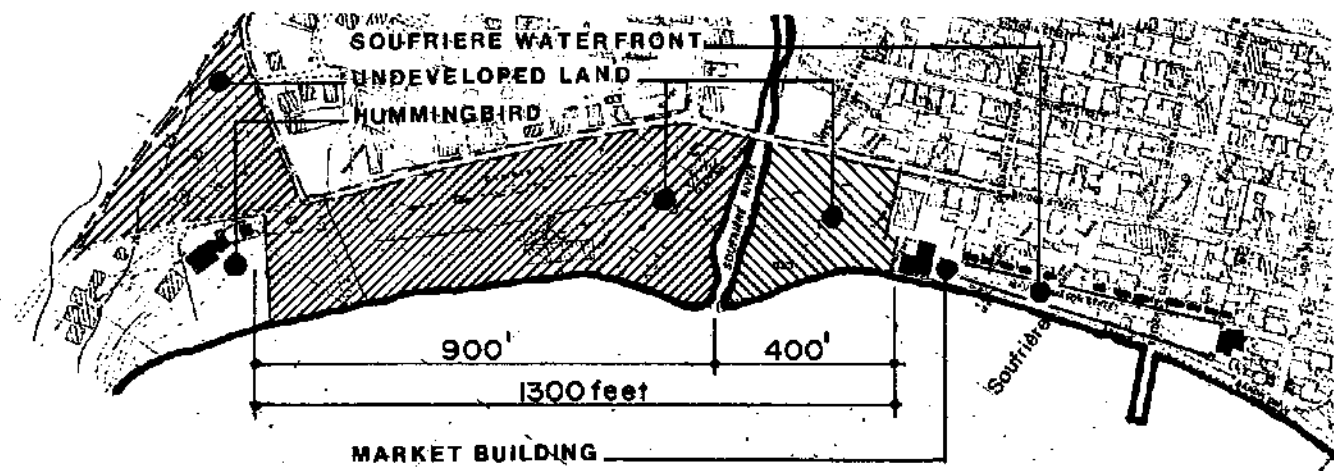


FIGURE EIGHT - DEVELOPMENT OF SOUFRIERE

Approximately one-half of the entire waterfront of Soufriere has been left in a completely undeveloped state.

This undeveloped section of the Soufriere waterfront stretches some 1,300 feet from the Market building in the south to the Hummingbird Restaurant to the north. The total undeveloped area available for locally-owned tourism development is all owned by the Crown and the Church and is estimated to comprise more than 11 acres of prime waterfront lands.

3.4

SOUFRIERE DEVELOPMENT PROGRAMME

The Soufriere Development Programme is moving forward with a major programme to develop this tourism potential. Including high quality hotels, villas and guest houses, some 950 new rooms are expected to be available by the turn of the century in the region. The plan features a dense interwoven complex of small, locally owned arcades, hotels, guest houses, restaurants, shops and museums on the Soufriere waterfront. This would be coupled with a new pier and boardwalk marina complex and a wide variety of waterfront improvements such as a pedestrian market mall, beach park and town square; and infrastructural works such as a new sewage system and improved roads, water supply and garbage collection.

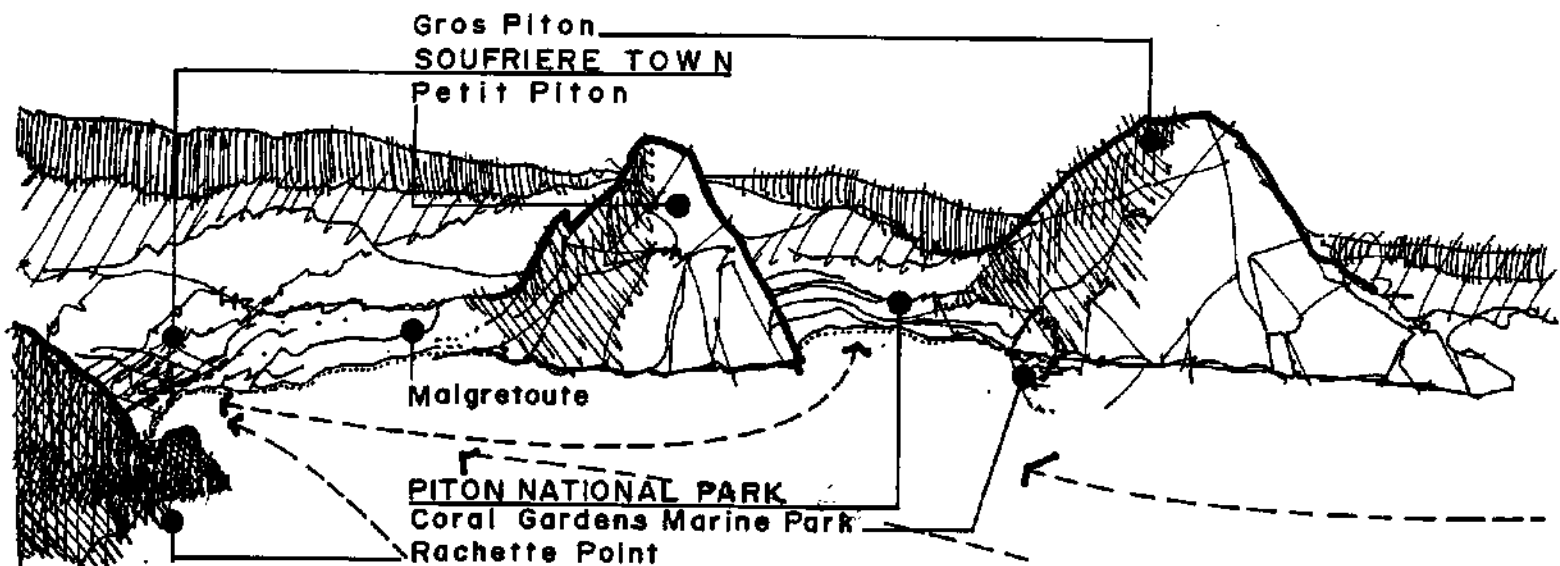


FIGURE NINE - RELATIONSHIP OF SOUFRIERE TOURISM PROJECTS AND PITON NATIONAL PARK DEVELOPMENT

The scheme is ambitious but possible. Progress is under way for 200 of the high quality hotel rooms, and they are expected to be available by 1990. Many of the public works projects are under construction or are in an advanced stage of planning. Finance has been obtained for construction of the pier and boardwalk marina complex and is scheduled to begin in October. Repaving of the road to Castries is also planned for 1988. Funding of many other public sector projects has been obtained or committed. Private financing for the hotels, restaurants and shops is expected to pick up momentum as some of the new hotels and public projects have their catalytic effect.

If the scheme takes place as planned it will transform Soufriere and its surrounding region. Income from lodging alone would amount to some US\$25,000,000 annually by the year 2000, and additional expenditures of the stayover tourists would add another US\$4,000,000 of income to the region. Income from day tours and cruise ships could account for another US\$3,000,000.

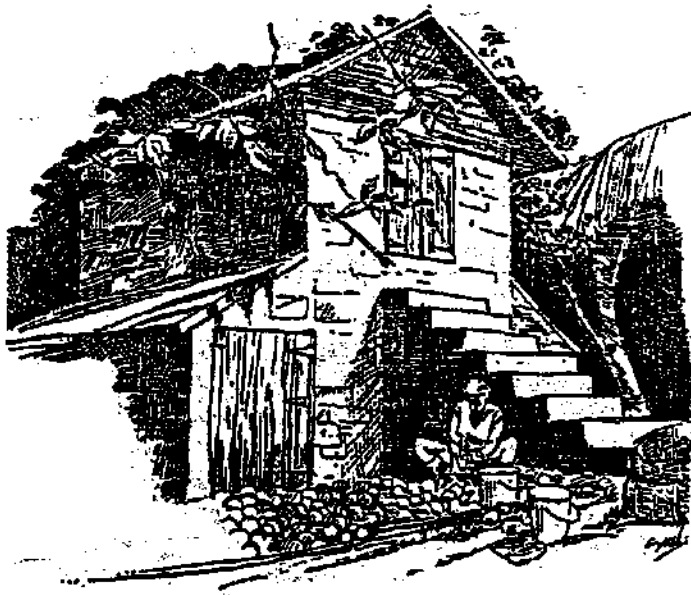
IT MUST BE EMPHASIZED, HOWEVER, THAT THE KEY TO THE SUCCESS OF THE PROJECT IS THE ESTABLISHMENT OF PITONS NATIONAL PARK AS THE PRINCIPAL RECREATIONAL AND MARKETING ATTRACTION.

Due to the lack of available land within Soufriere town for traditional touristic recreational activities, such as swimming, sunning, snorkeling, scuba

on the beach, the Pitons National Park will provide this recreational focus for the tourists residing in the town and its environs and water taxi transport will be readily available to the Park. Without the unique attractions of the Park, maintained in the natural conditions that appeal to tourists, the locally owned tourism development programme for Soufriere would be in serious jeopardy.

A number of International Agencies which include the following have expressed interest in future support of the Piton National Park:

- The International Nature Conservancy
- Partners for Liveable Places
- World Wide Fund for Nature International



Traditional Copra Drying

AREA ACTION PLAN FOR SOUFRIERE ST. LUCIA

SECTION FOUR TOURISM AND THE WATERFRONT OF SOUFRIERE BAY

The SOUFRIERE TOURISM DEVELOPMENT PROGRAMME is an ambitious scheme. Its progress is dependant on combining all the resources of Soufriere into a coordinated unit to attract the tourist market.

One of these resources is the Soufriere Waterfront. This section discusses the importance of the Waterfront of Soufriere Bay to tourist growth based on:

- Access by sea;
- Identity and attraction;
- Availability of waterfront land for development; and
- Tourist activity at the waterfront.

A detailed analysis of the Waterfront Lands and recommendations for zoning and development follows. It will act as the basis for physical development proposals.

4.1

ACCESS BY SEA

The ease and comfort of water access to Soufriere by yachts, supply ships, cruise ships, scheduled tour ships and potentially scheduled and efficient ferry service make development of waterfront facilities essential to its tourist development.

The initial components required are:

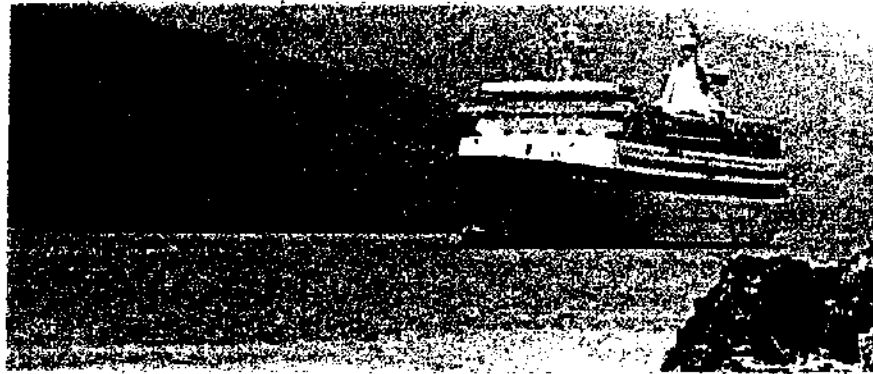


FIG. TEN - CRUISE SHIP ACCESS

4.1.1 NEW JETTY

A new Jetty is required in the location of the demolished existing jetty. The contract has been let and work is proceeding on a 180 foot long concrete jetty at the height of the waterfront road.

4.1.2 YACHT MOORAGE

A yacht moorage in front of the waterfront wall (two arms totalling 500 feet in length and 6 feet wide with 12 foot wide access walkway 1 block north of jetty alignment are presently under construction), is needed.

4.1.3 CUSTOM AND IMMIGRATION FACILITIES

An essential requirement for ease of access to Soufriere from cruise ships and other islands is the on site availability of a PORT OF ENTRY.

4.1.4 TAXI STAND AND SHELTER

To comfortably and attractively transport tourists to sites of interest in the Soufriere region taxi and van transport must be organized and efficient. A lineal flow of cars and vans to a pick up point at the jetty is proposed. A shelter will provide a visual identification and functional cover from rain and sun for tourist arrivals.

These facilities require no land themselves but imply conflicts with land uses because of the arrival of goods, materials and tourists. Land uses which do not apply directly to tourism at the waterfront must be examined as to their necessity and relocated where possible. The existing gas station, police station and post office seem inappropriately located at this time.

4.2

IDENTITY AND ATTRACTION

The image of Soufriere is integral with its natural setting. The Pitons to the south, the backdrop of the mountains of the rain forest to the east and the steep hills and cliffs to the north provide the ultimately dramatic setting for this waterfront town.



FIG. ELEVEN - SEASIDE VIEW OF WATERFRONT

Within these surroundings the elegantly curved Soufriere Bay focuses attention on the town's waterfront. From the sea the waterfront and its buildings provide the first impression of the town to the tourist. With appropriate treatment the Waterfront will provide a much appreciated im-

pression. By zoning out and relocating unattractive and unnecessary uses tourist potential will be maximized.

Special visual design and financial incentives for conserving and improving the waterfront image can be developed and promoted by the administration of the SOUFRIERE DEVELOPMENT PROGRAMME.

The Soufriere Development Programme offices are presently on site at the waterfront. Since April of 1988 renovated waterfront offices have been open. The office provides an exhibition of local crafts and all the development plan designs to date. It provides information and assistance to foreign visitors, local interest groups and individuals.

4.3

AVAILABILITY OF WATERFRONT LAND AND ZONING FOR TOURISTIC USES

Examination of the present waterfront shows a largely under-used, ad hoc and informal pattern. There are some specific conflict uses in terms of a tourism focus. In general the opportunity for tourism development at the waterfront is largely open, and beneficial to Soufriere's overall development. The amount of land available with very little alteration of present use is substantial.

Its seafront location is propitious for tourism. This is mainly due to the institution of the "Queen's Chain" the 180 foot strip of government owned land along the entire coast of St. Lucia. To a great extent up to the present this land has prevented development along the Bay of Soufriere. Now it can provide the opportunity for incentive through government for tourist development and for the future growth and prosperity of Soufriere as a whole. The zoning requirements and development opportunities for the waterfront of Soufriere can be more specifically examined by dividing the Waterfront into zoning districts based on existing land use and physical attributes. The proposed zoning division of 5 Waterfront Districts is described in section 4.5 on page 32.

4.4

WATERFRONT TOURIST ACTIVITY AND SEA ACCESS BENEFITS

The importance of the development of the existing space (street and shore) and buildings to meet tourist standards of organization and sanitation cannot be overstressed.

The counterpart of adequate marine facilities (Jetty and Marina are now under construction) bring the Tourist and Soufriere into economic contact. The extent and speed of this development increases the attractiveness and thus marketing potential. The pressure to increase the amount and means of sea access presents further entrepreneurial opportunities. With the Jetty greater use by Cruise ships and tour ships can be accommodated. Ferry service from Castries becomes possible again. This benefits the individual resident for access to Castries. It benefits business activity in Soufriere, no longer limited to time consuming and uncomfortable land/road transportation to and from Castries.

4.5

WATERFRONT DISTRICTS

At present the land uses at the waterfront of Soufriere may be divided into 5 districts:

- DISTRICT 1. Coin de Lance: Fisherman's Village - Residential
- DISTRICT 2. Waterfront Surrounding Jetty: Commercial and Institutional
- DISTRICT 3. South Side of River: Informally Recreational (open field) and some fisherman activity - drying nets, canoe landing and repair informal gathering place
- DISTRICT 4. North Side of River: Ad hoc uses: net fishing, drying, sand gathering (illegal), cemetery, unused movie theatre, coconut oil storage tanks
- DISTRICT 5. North End of Bay: Informal Gathering, sea bathing, sand gathering (illegal), one restaurant/ guest house, yacht anchorage and launching, villas overlooking the harbour.

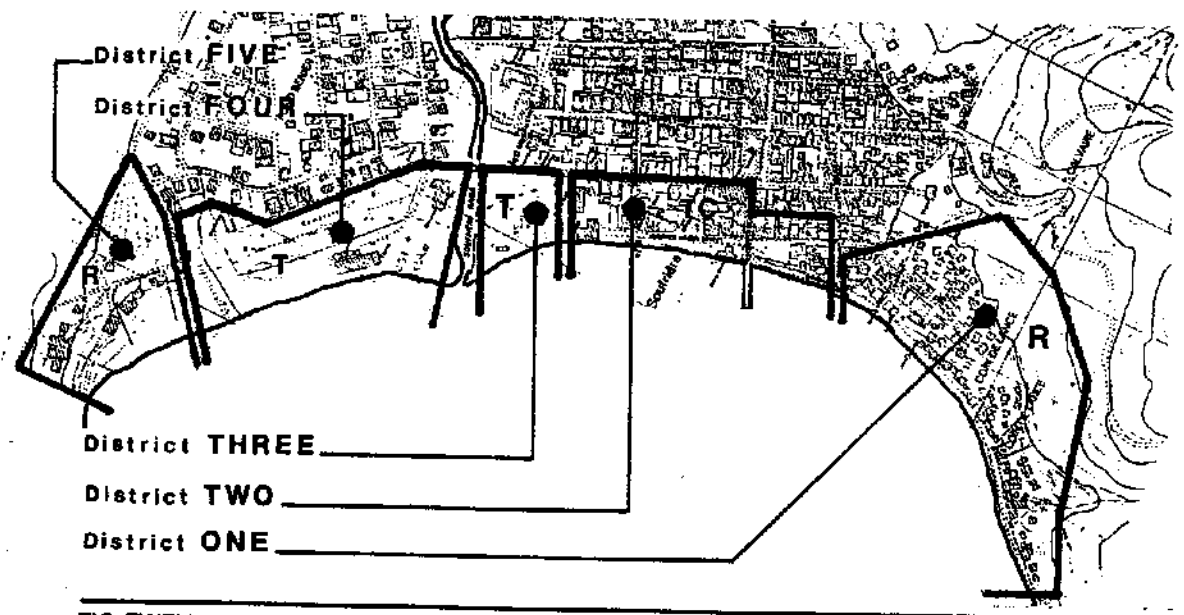


FIG. TWELVE - WATERFRONT DISTRICTS

4.6

DISTRICT ONE - COIN DE LANCE / RESIDENTIAL

4.6.1 PRESENT LAND USE

Termed "fisherman's Village" and located at the south end of Soufriere Bay, this is the only present RESIDENTIAL area of the waterfront. Existing features are largely due to its location. Many of the fishing boats (canoes) are "parked" at the water's edge. Traditionally and in a very real way the fisherman's connection to the resources of the sea centre at this village. The catch is brought to shore here. Preparation for sale is done around boats. Townspeople come to buy fish here.

The fisherman and his family and neighbours can keep an eye on the boats. Maintenance of motors and boats is done. The direct connection between the work of the industry and lifestyle of the village has the same charm as traditional fishing villages all over the world. The visual image of the small houses strung along the shore is unique in a picturesque way. It adds to the tourist attractiveness of the whole of the Soufriere image.

4.6.2 ASSETS

The assets of Coin de Lance are summarized as:

- substantial community spirit;
- traditional function of fisherman's village;
- residential housing stock, and in terms of tourist attraction; and
- a unique picturesque characteristic element of the Soufriere Waterfront.

4.6.3 LIABILITIES

Its vulnerability as a residential area for residents and relative to tourist development reveal themselves in the areas of Growth, Sanitation, Access, Housing and Fishing.

GROWTH: Difficulties in expanding the housing stock and thus its population are due to hillside terrain and land ownership.

SANITATION: Present and future wastewater disposal - solutions are required for resident health and convenience, maintenance of sea ecology, and attractiveness to tourist visitors.

ACCESS: The waterfront road (Baron Drive), its narrowness, roughness, and proximity to village houses and fishing boats at the seashore is unsafe and uncomfortable.

Particularly with tourism development further to the south at Malgretoute, Baron Drive, as it is, will increase these difficulties. The comfort and safety of the village life and the comfort and attractive impression required to promote tourist growth require an upgrading of this road.

HOUSING: Housing for residents can be provided by expanding the existing pattern of walkways up the hillside to the east of the present village. Existing large lots can be divided on the basis of both rental and subdivision and scale of individual small lots. The large estate of undeveloped land to the east with adequate measures to control erosion may require government intervention to achieve results in terms of acquisition and erosion control. A policy and commitment by the government leading to zoning and development regulations can here increase housing stock.

In addition, the relocation of the national abattoir located in the village will free up land and eliminate the incompatibility with residential use.

FISHING: As a centre of the fishing trade the success of the village can be assured by effectively organizing the fisherman's activities at the shore itself. The established and traditional location for the canoes can be designated and controlled by zoning.

The functional aspects of selling, cleaning, storage and maintenance of gear equipment can be enhanced by providing the zoned area with appropriate facilities. Cold storage for fish, stalls for cleaning and selling, lockers for storage of gear and an engine maintenance area are needed.

Consultation with the Fisherman's Association and its members is required to properly organize and design this area to benefit the fisherman and the residents of the village.

4.7

DISTRICT TWO - WATERFRONT ADJACENT TO JETTY

The Jetty itself is aligned with the Catholic Church and town square along Frederick Clark Street on an east-west axis.

The Jetty and Maurice Mason Street are open to the sea. This street and the area surrounding the jetty are mainly COMMERCIAL - shops, entertainment, gas station, market and gathering place. Partially unused the buildings and empty lots are not located in the most intensive commercial area of Soufriere. This occurs along Bridge Street and the town square one block east.

4.7.1 PRESENT COMMERCIAL USE

MARKET DAYS: On market days produce is displayed and sold by individual vendors (market gardeners from the surrounding countryside). On Saturday meat and fish are sold from the market building at the north end. The police station and the post office are also located on this strip of buildings facing the sea.

On a daily basis shopping at the waterfront consists of one grocery store (Miss Thelma's), one fashion boutique and one end of a general store (J.J.B.'s Liquor outlet is located at its west end).

USES INCOMPATIBLE WITH COMMERCIAL/TOURISM ZONING: One of Soufriere's three gas stations is located directly to the north of the present damaged jetty. "Liming" or hanging around are associated with the station. At present offers for boat (canoes) rides or taxis are made informally. The building acts as a visual block to the sea and is largely an underutilized garage maintenance bay. The gas pumps generate vehicular traffic at the jetty's access. These considerations make it a blockage to the efficient use of the new (soon to be constructed) jetty and an eyesore for the tourists arriving from the sea.

4.7.2 PRESENT TOURIST USES

SHOPPING: Present tourist use is restricted in nature. Generally it consists of those corresponding to the use by inhabitants, for limited shopping and on market days.

TAXI SERVICE: Presently, when cruise ship passengers debark on the jetty, twenty to thirty taxis and small transport buses fill the "square" (the space in front of Thelma's Grocery). In a totally disorganized way passengers are led to the taxis by the drivers who herd them into their transports for a trip to the Sulphur springs. This is confusing for the visitors and takes up a portion of their tour time. Also no visitation is available or arranged within Soufriere.

SOUFRIERE DEVELOPMENT PROJECT OFFICE: Now that the Soufriere Development Project office has been established and is located in one of the waterfront buildings visitors drop in. There they can get information, see local crafts and view the plans for tourism development in Soufriere. The building has been brightly painted and remodelled to make a positive impression. Adjacent buildings are responding to this upgrade and remodelling as well, showing the effect of example on awareness and the promise of further future upgrade.

MARINA AND YACHT VISITATIONS: Yachts do stop at the jetty area to obtain supplies at this time. The need for provisions and curiosity on the part of the yacht visitors exists even with the primitive shore conditions. With the new marina being built, there is no doubt visitations will increase dramatically. Expectations for longer stays due to the new facilities are more than likely. This will increase the commercial value of the buildings and sites at the waterfront.

4.7.3 RECOMMENDATIONS FOR JETTY/WATERFRONT AREA DUE TO PRESENT CONFLICTS WITH TOURISM DEVELOPMENT

- Establish a logical, convenient and comfortable system for tourist tours at the jetty. The alternative preferred is a lineal pickup at the jetty with taxis and buses lining up to the south along Baron Drive (which needs widening) and a shelter with identification and a local design character.
- Relocate the gas station. Located within the Queen's Chain and on a land lease arrangement, more suitable location near main vehicular movement within the town is indicated.

- Relocate the Police Station and Post Office. A more convenient location for the governmental facilities will be beneficial to Soufriere residents. Freeing up these prime locations for tourism will bring more life into the waterfront scene. Shopping, dining and guest room facilities can be provided with minimum (at first instance) renovation.
- Parking of trucks and vehicles at the waterfront on Crown Land often times makes the waterfront appear as a scrap yard. In fact some vehicles are broken down and remain unmoved for months. These conflict with image and create obstruction. This practice (it is on Crown Land) can be halted by by-laws and adequate enforcement.

4.8

DISTRICT THREE - SOUTH SIDE OF SOUFRIERE RIVER

The area surrounded by the sea and the Soufriere River on the west and north, and Bridge Street on the east is a continuation of the lineal waterfront space of the existing Mason Street.

Separating the area from the main waterfront is a loose (non-street grid) arrangement of buildings. The old Market, the Town Hall and the recent Fisherman's Association office and Cold storage.

Used in the past as a playfield it is open, flat and ideally located for tourism use.

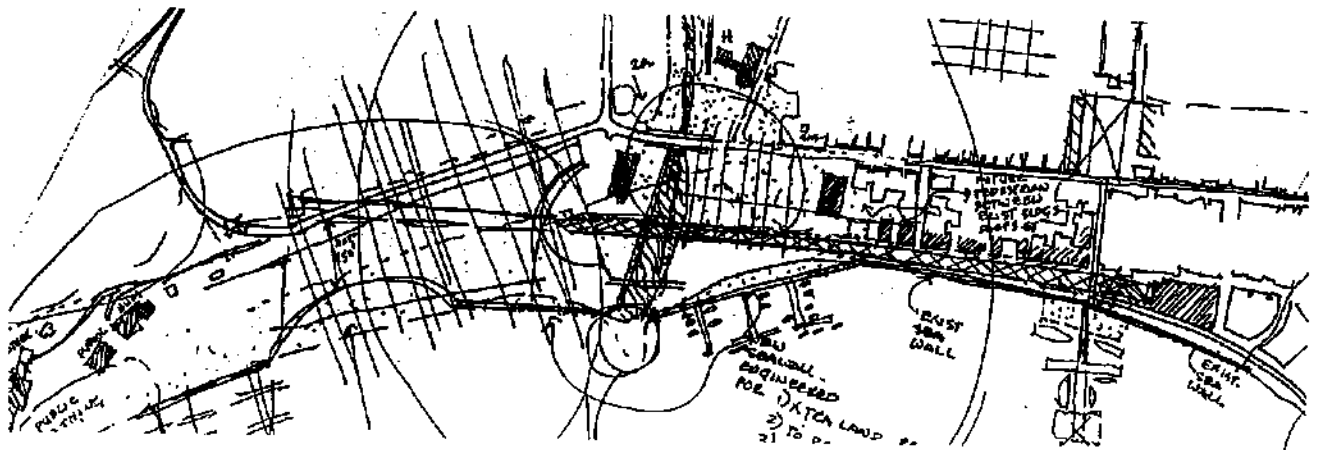


FIG. THIRTEEN - SKETCH DESIGN OF WATERFRONT DEVELOPMENT

4.8.1 PRESENT LAND USE

Boat and net maintenance and casual meeting place for fishermen is loosely spread along the seashore to the river.

Informal and intermittent soccer and cricket are also a part of the present use of this land. The official playing field has been relocated to the east near the schools. At many times of day and evenings the sidewalk along Bridge Street is a place of informal gathering .

Otherwise it is an empty lot with a diagonal pathway from the Bridge to the Old Market building on the waterfront. As such it becomes a shorter access to the Waterfront for pedestrians.

4.8.2 LOCATION

Proximity to the initial main focus of Tourism at the Waterfront makes this property ideal for tourism. In terms of impact, localizing and concentrating the tourist area identity (standard in many places from Miami to Acapulco) is propitious. Simply in functional terms access between tourist areas is flowing and easy.

- Sea breeze and the view of the sea with access to the water's edge are highly desirable for hotel accommodation.
- Adjacent River's edge is added attractive natural beauty which will help give richer character to any development.
- Extension of features of Waterfront Mall can be made with cost effectiveness. In particular an extension of the walk along the sea either as sea wall or boardwalk or both. Secondly the pedestrian mall on the waterfront can by means of passage through the existing Market building, and around through a court area to the west of the Town Hall provide pleasant connection to new shopping areas.
- Closeness to commercial strip along Bridge Street will make easy access to existing shopping in Soufriere.

4.8.3 CHARACTERISTICS

- **ECONOMICAL DEVELOPMENT:** The property is basically flat and open. Costly and complicated adaptations to sloped land are avoided. No buildings or facilities need be relocated or destroyed.

- **MIXED USE:** To increase the richness of atmosphere and integrate tourist activities, a mixed use planning strategy is considered preferable. At grade level shopping and dining are to be arranged for the convenience, excitement and security of the visitor. The resulting pedestrian network will connect the commercial activity of Soufriere to the future shopping development north of the river. Hotel rooms and facilities are to be located on levels above grade level.
- **ZONING REGULATIONS:** Recommended zoning should also take into account the scale of both commercial and guest room activities related to:
 - The relatively small amount of land available;
 - The physical scale of Soufriere as a whole;
 - The expectations of tourists for that which is local and unique; and
 - The scale of investment local entrepreneurs may be able to afford.

4.8.4 OWNERSHIP

Since the District Three properties are entirely owned by government, measures to support and promote development will be simple to apply. Planning control and financial incentives can achieve coordinated development goals.

4.8.5 LAND USE ZONING RECOMMENDATIONS

It is observed that ideal characteristics for efficient, cost effective tourist development exist on this site.

Tourist development on this site ties in with initial notions of the Waterfront Mall Development. To maximize its use for tourist application the site should be zoned for tourist uses only.

4.8.6 TOURISM MIXED USE

The pattern of mixed use needs defining in detail, possibly, by a complete design layout. To complement the development to the south (Mall/Jetty/Marina) design options should be carefully considered.

A single use (i.e., rooms only) would not create an interesting and attractive development. A design of multiple facilities, with attention paid to the aspects of scale and variety, will be appropriate to the tourist requirements for ambience and "atmosphere".

4.8.7 COMMERCIAL

In terms of shopping and food experiences, the variety in size of operation should be planned into the fabric. Of course in general, fine dining will require adequate seating. Store size will relate to the product sold. Flexibility in design layout must allow for variety of commercial application.

4.8.8 HOTELS

In terms of number of guest rooms, the minimum hotel size is related to the services it provides. An examination of similar facilities on the island of St. Croix suggests that 25 to 40 rooms will support full service; including reception, telephone, maid service, bar and restaurant. Depending on the level of services provided, small hotels of 12 guest rooms and upwards could be operated by individual owners.

4.9

DISTRICT FOUR - NORTH SIDE OF SOUFRIERE RIVER

4.9.1 PRESENT LAND USE

The land area adjacent to the sea on the north side of the Soufriere River is undeveloped Queen's Chain. Between this land and Bridge Street is a strip of land comprising the Catholic cemetery, and the property of an unused cinema.

This land and pieces of property more to the north and east, government and private, constitute a considerable amount of waterfront land. It is comparable in size to all of Soufriere's waterfront which is developed. (This includes the buildings and streets from Bridge Street west to Soufriere Bay) To date, except for the cemetery, it has been treated somewhat like a vacant lot in the middle of a city.

Even the cemetery with its long stone walls does not seem to add (as you might think) some dignity to the area. Large coconut oil storage tanks have been placed between the west wall of the cemetery and the sea shore. Mounds of sand - evidence of illegal sand gathering (for mixing with cement to make concrete) - huddle here and there. The stone walls of the cemetery are deteriorated. Inside the walls, bramble abounds.

On the other hand, the seashore is naturally beautiful and pleasant. An astounding view of the Petit Piton from the shore also reveals the waterfront of Soufriere itself.

4.9.2 POTENTIAL FOR FUTURE USE

The extent of these seaside lands, when coupled with projected growth in tourism suggest the same role for this land as that to the south of the river. The lands are adjacent to other planned tourist developments on the seashore.

Should success of tourism in Soufriere put pressure on its development, the north side of the river would seem natural for the extension of Waterfront Development.

4.9.3 PRESENT RECOMMENDATIONS

- Zone as tourist use
- Relocate oil storage tanks

4.10

DISTRICT FIVE - NORTH END OF BAY

The north end of the Bay is bounded by the sea to the south-west and the north west cliffs rising steeply into Mome Lastic Estate. On the north east a steep road provides access to two residences and a restaurant/guest house. A drainage swell to the south east can be used to define its separation from the properties to the south.

4.10.1 PRESENT USE

Footpaths from the two hillside houses allow a recreational use of the beach area. This is presently the main function along the Queen's Chain as exemplified by three other activities.

- **SEA BATHING** - partly due to the calmer sea provided by the protection of the cliffs, and partly to the separation from town, residents use the beach for sea baths. The activity of town is far away to the south. Cargo boat and other shipping activities occur at mid-town, at the jetty, and at the oil tanks north of the river.

Fishermen's canoe landing and net fishing are also further to the south. Sometimes net fishing activity occurs immediately adjacent to this calmer beach area. Bathers and fishermen freely communicate over the water, young bathers often joining in with the fishermen.

YACHT AND MOORAGE - Yachts are often anchored offshore. As no other marina facilities are available at this time, the calm waters and natural setting and separation from the town are found to be attractive and useful to yacht-people. The restaurant/guest house (the Hummingbird) also draws patrons from these visitors.

LAUNCHING - along side to the drainage swell to the south an unpaved road/path is used to launch boats and yachts. Access is from Bridge Street. This causes some intermittent interference with sea bathing.

4.10.2 RECOMMENDATIONS FOR DESIGNATION, ZONING AND IMPROVEMENTS

Private reaction at the SOUFRIERE DEVELOPMENT PROGRAMME office and public reaction in general favour the continued recreation use of this area. This seems perfectly appropriate considering the characteristics of the site and the need for public recreation space.

Further it has been suggested that in addition to designating this beach area as the Soufriere Beach Park, certain improvements are desirable at minimum cost. These are:

- Improving the drainage by upgrading the drainage swell to a formed ditch;
- Providing a consistent maintenance for the park and clearing debris from the ditch;
- Providing a formal pathway to the beach adjacent to the ditch;
- Providing benches and lighting to the area;
- Introducing children's play furniture and equipment to the area for recreational purposes complementing the sea bathing;
- Upgrading and formalizing the landscaping back of the beach;
- Enforcing compliance to the law concerning the practice of sand gathering. The law forbids taking sand from the beach. However, the practice

continues. Particularly in the case of establishing Soufriere Beach Park depletion of the beach sand will have a serious negative effect on the facility. Public support of the facility should be able to halt the loss of the beach sand; and

- The interference and public safety aspects of launching at this site is at least intermittently in conflict with the recreational use. Providing a launching site at some other location along the Bay is recommended.

4.10.3 USE OF LAND BEHIND BEACH - POTENTIAL CONFLICTS

RESIDENCES: The two excellent houses on the hillside behind the beach were constructed over fifteen years previous. Occupants make use of the beach. Residences in this location have a mutually beneficial effect on the proposed park in terms of surveillance and use, and are not in conflict.

RESTAURANT/GUEST HOUSE: The restaurant was formerly a custom-designed villa. This house was renovated to provide kitchen and dining facilities and a few guest rooms. Further additions were made to the south for a large bar area. At this time five more guest rooms are being added. This enterprise is locally owned and quite successful. Patrons include yacht visitors, Soufriere residents and often travellers from Castries and Vieux Fort. The restaurant, due to its atmosphere and good cuisine is considered by hotel guests both from within the Soufriere area and from the Castries area as a viable alternative dining experience.

BEACH USE: As with the residences, the presence of the restaurant reinforces the park attributes, as long as patrons are served within the restaurant area itself. Guest use for bathing or beach strolling or sunset viewing will increase the motivation to maintain and upgrade the park on the part of the operators of the restaurant. A formal or informal arrangement for dealing with litter resulting from guest/patron activity has mutual benefits and as such should be simple to arrange.

The question of a zoning conflict should one or both of the residences be turned to guest house or restaurant use should be carefully considered should this ever arise. The possibility of too many beach users of the "partying" sort could result. The quiet and calm park atmosphere may break down.

ZONING: Zoning the existing residential properties as residential will allow some degree of protection for the park atmosphere. Some form of

tourist application of these dwellings could be considered in the future on the basis of the compatibility of its type and extent relative to the park.

Designating Soufriere Bay Beach as recreational zoning is not considered to be in conflict with the existing residential and restaurant/guest house uses. Not only do they have a compatibility but the intensity of use is so minimal.

4.11

WATERFRONT MALL AND TOURISM DEVELOPMENT

The Waterfront Mall Development as described in the OAS report: Soufriere Tourism Development Programme, 1986, explains the intent and content of this major aspect of the Waterfront Development.

This is reiterated here to provide a description of a most important physical requisite for the action plan and Tourism development.

4.11.1 OBJECTIVES

The general objective of the Waterfront/Mall sub-project is to give Soufriere an attractive face and provide a revitalizing core for focussing activity. Eventually, the waterfront will undergo some physical transformation, but is expected to retain some of its traditional uses, such as an occasional street market, where agricultural produce is sold. The physical upgrading envisaged is a pedestrian promenade, perhaps interspaced with multiple-use stalls that would be integrated with adjacent shopping mall. The site of this work is the area between Thelma's Grocery and the Meat Market. The goals are:

- to provide a major attraction in terms of urban landscape and a focus of tourism activities;
- to facilitate the arrival and departure of tourists from cruise ships, boats, and buses;
- to improve the area for social gatherings and business activities for the Soufriere town's people, as a market place, conversational area, and promenade;
- to stress the old character of the town.

4.11.2 TRAFFIC

Bay St. (Mason St.) from Clarke St. to the Meat Market would be made a pedestrian promenade, except during certain hours when vehicles would be permitted. The promenade was planned to be intergrated with a mall. The promenade/mall was to have at least one restaurant/cafe/pub shopping areas, including a fruit and handicraft market, an area for music, and seating and walking areas. A guest house could be included, most suitably on the second floor above the shops.

4.11.3 VACANT LOTS

Three adjacent vacant lots lying between Bay St. (Mason St.) and Bridge St. were identified as the most appropriate site for a mini-mall. This would then function as a conduit to relieve congestion on Bridge St. as well as permit the free flow of visitors to Bridge St. in the middle of the block. A wooden shade gallery was proposed for the fruit and craft market area. Thus, the vendors would have a picturesque, useful and more sanitary way of selling, and the open view of the sea along the waterfront would be maintained. The promenade was to be paved with 2 ft. by 2 ft. concrete paving slabs.

4.11.4 RENOVATION OF MARKET BUILDING

Briefly, the project entails some structural work to the building, such as the casting of a new concrete beam and functional alterations, such as folding louvre doors and partitions to create stalls. An addition to the building will provide some needed space, while lattice work, planters and landscaping should lend attractiveness.

4.11.5 MARKETING RECOMMENDATIONS

Most of the vending in Soufriere town occur at the waterfront on street sidewalks. On Saturday mornings, in particular, the northern portion of the waterfront is turned into a street market that is both functional and attractive. However, when it rains, vending becomes a problem. Also, since the activity is periodic, vendors who desire more regularity in their businesses are hard pressed to find a comfortable station at which to sell their items. The creation of the permanent market will provide such regularity to a limited number of vendors, providing the opportunity to stock items that tourists may want to purchase, and in addition ensure full use of a building that is presently underused.

4.11.6 ELEMENTS OF WATERFRONT MALL

- a bandstand - Compass Rose Orientation Centre;
- the stalls (vendors);
- additional trees and landscaping;
- benches;
- street lights;
- an entrance arcade on the side of the pier.

Extension of facilities and renovation beyond the above basics can increase its attraction when new Revenues from tourist visits make this possible.

The seafront location and the extent of the lineal space are ideal for a space of a celebrative nature. The example of the Friday-Evening Street Festival at the village of Gros Islet, north of Castries is an example of the opportunity for an attraction at this site - both for the residents of St. Lucia and the tourist visitors.

4.11.7 SUMMARY OF RECOMMENDATIONS

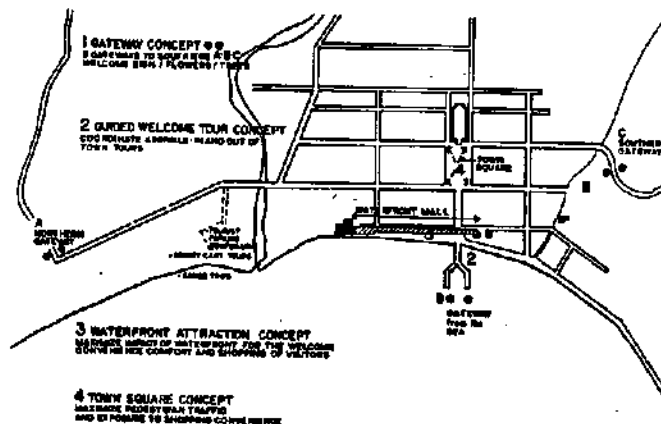
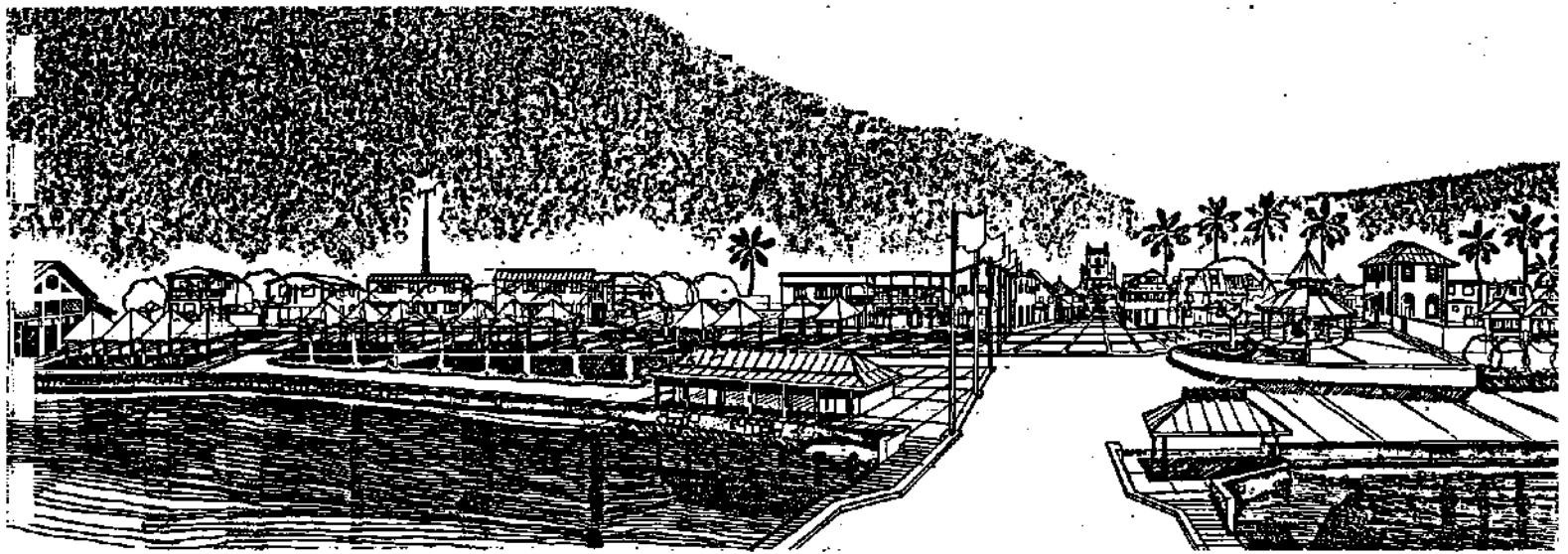


FIG. FOURTEEN - CONCEPTS TO MAXIMIZE TOURISM

To briefly state the recommendations for the Jetty waterfront opportunities:

- Overall upgrade of existing buildings to exhibit bright colours and traditional decorations and provide shopping, dining and guest accommodation.

- **ZONING and INCENTIVES** applied to empty lots for tourism oriented development.
- Renovation and extension of **MARKET BUILDING** into craft and provision centre.
- Creation of **PEDESTRIAN MALL** with lighting, seating, planting shelters.
- Construction of a Tourist Orientation Centre - bandstand and focal point to Mall - **COMPASS ROSE**



SOUFRIERE WATERFRONT

AREA ACTION PLAN FOR SOUFRIERE ST. LUCIA

SECTION FIVE

TOURISM DEMAND/AVAILABLE LAND DEVELOPMENT SITES

Projected tourism growth places a demand upon land for development sites. The nature of tourism demands variety. Due to individual visitor interests and range of holiday-styles involved, the success of a tourist industry depends on provision of a variety of accommodation.

The greater the number of tourist attractions, the greater the number of potential clientele.

In the same way, a greater range of the tourist market can be attracted by different types of accommodation.

The projected growth will be sensitive to the success of international marketing of the development. The ability to satisfy as many different tourist preferences as possible is the key. The ease with which agents around the world sell Soufriere as a total vacation resource determines the number of tourists attracted. Note here the implication of a centralized marketing organization for the entire SOUFRIERE TOURISM DEVELOPMENT PROGRAMME.

5.1

REGIONAL DEMAND FOR TOURIST ACCOMMODATION

Estimates of demand for lodging of overnight tourists in the Soufriere area have been made according to the economic growth projections contained in the Soufriere Tourism Development Plan and in conjunction with the local OAS representatives. The projections are based on the assumption that the Piton National Park will be instituted. Therefore tourism income attributable to the park will have its impact on the demand for guest rooms in Soufriere.

Demand will be made for a variety of quality and standard of room. To simply differentiate, these have been divided into three types, related to the income level (cost and quality of accommodation). The High level (H) refers to up-market rooms generally to be supplied by the more exclusive hotel and spa operations. The medium level (M) describes rooms available in small hotels with dining facilities to be located at the Soufriere Waterfront and in surrounding locations (at Dasheene, for example). The Lower level (L) will be guest house accommodation mainly located in existing buildings in and around Soufriere.

The demand for overnight accommodation in the short, mid, and long term is estimated as shown in the table below.

EXISTING AND ANTICIPATED DEMAND FOR ACCOMMODATION IN SOUFRIERE AREA (In number of rooms)

Class	Existing	1990	1995	2000
H	37	97	483	483
M	-	90	200	290
L	21	41	71	101

In terms of the demand for different types of rooms and the appropriate sites, the three types (class) of rooms are treated separately.

1. Demand for Soufriere Waterfront rooms (M).
2. Demand for guest rooms within and around the town of Soufriere (L).

3. Demand for hotel type accommodation in a natural setting (H) with high level of service and facilities, possibly specialized and in general requiring greater land dispositions.

5.2

DEMAND AT THE SOUFRIERE WATERFRONT

Some of the demand for medium rate rooms can be satisfied in smaller villa-type developments throughout the region. The expected need for rooms on the Waterfront of Soufriere where crown land is available is estimated in the table below.

ANTICIPATED DEMAND FOR HOTEL ROOMS AT THE SOUFRIERE WATERFRONT

Class	1990	1995	2000
M		180	270

The demand on land area is translated in terms of the size and form of appropriate hotel layout on the Waterfront. The anticipated physical form of these hotels relates to the limited amount of land at the Waterfront and the desire to achieve an adequate density.

5.2.1 LAND USE / HOTELS AT WATERFRONT

Comfortable conditions allowing natural ventilation and light control are moderating factors. Placing rooms side by side off a single stair access and stacked three high creates density. Access from a landscaped strip/court serves to provide ventilation and light control. Shade, and a degree of privacy is provided by an adjacent hotel with a similar configuration, but with its access on the opposite side.

Individual character will be provided by decoration, planting, form and type of access to room, lighting, colour scheme, and arrangement of reception, dining and recreational facilities.

Eight to twelve rooms stacked three high will provide hotels of 25 to 36 rooms. This size of facility is recommended for several reasons. The more intimate nature and identity at this scale will help tourists feel more at home and at ease in the Soufriere urban setting (contrast with the traditional beach hotel complex often felt as institutional and lacking in personal character).

5.2.2 LOCAL OWNERSHIP

To allow St. Lucian ownership and management is of prime concern to development strategy. The smaller size hotel will facilitate financial arrangements and lessen managerial difficulties.

As an added benefit are the aspects of variety and the personal touch in the provision of service.

5.2.3 LOT SIZE

In terms of demand for land, it is estimated that an area between 220 ft. to 300 ft. long by 60 ft. to 75 ft. wide will be adequate for one hotel installation. This translates into 15,000 to 25,000 square feet. Thus land demand estimates may be made.

ANTICIPATED DEMAND FOR WATERFRONT HOTEL LOTS

	1990	1995	2000
No. of Hotels	3	7	11
Land (sq. ft.)	60,000	140,000	220,000
Acres	1 1/2	3	5

Note that larger lot sizes are desirable for the common spaces for dining, bars, pool etc. Flexibility and variety of layout will no doubt be achieved as the actual size and configuration of sites are defined within the existing land layout. The particular influence of features such as the Soufriere River location and the shape of the water's edge must be taken into account in the subdividing of land for hotel lots.

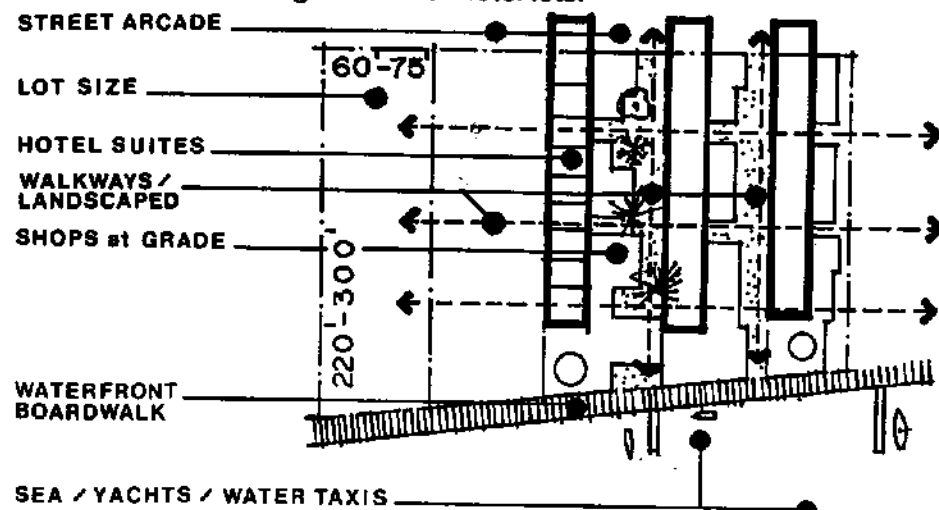


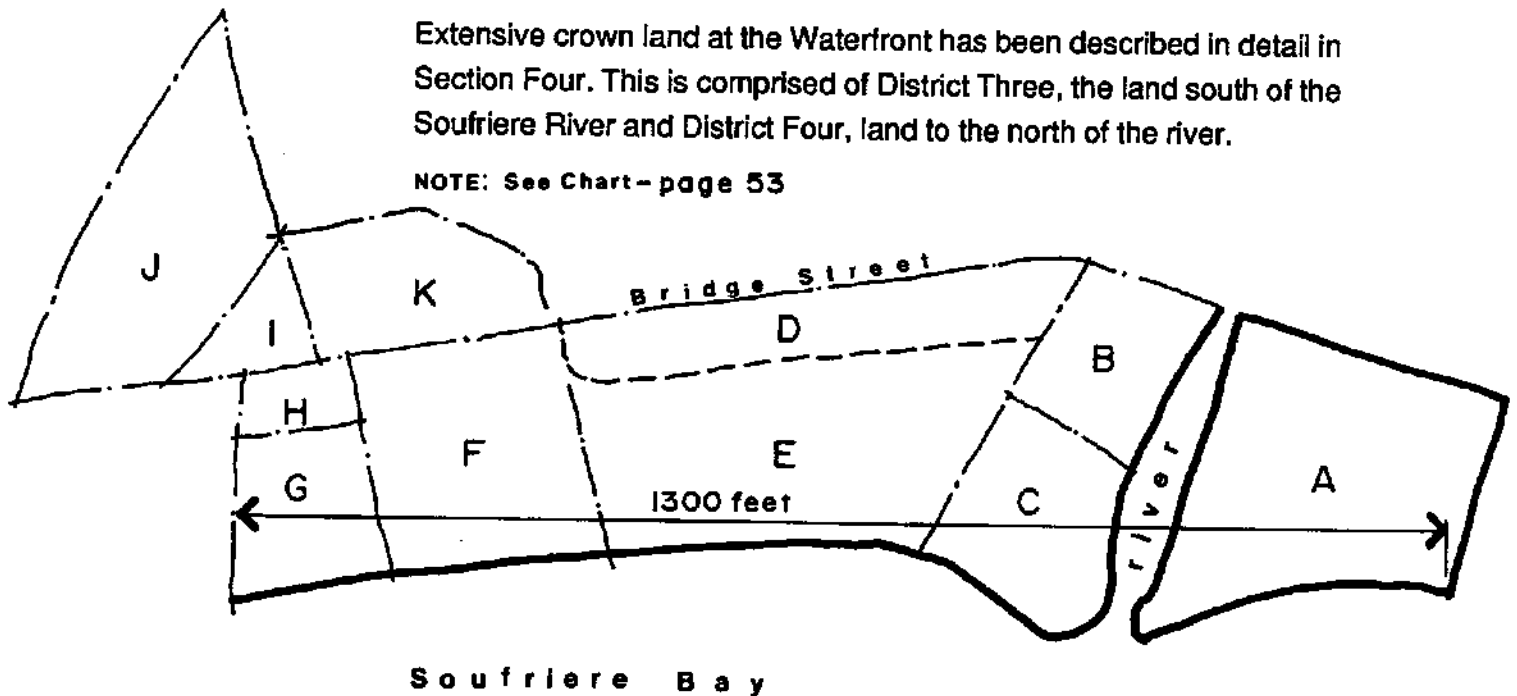
FIG. FIFTEEN - HOTEL CONFIGURATION / LOT SIZE

5.3

AVAILABLE LAND AT THE SOUFRIERE WATERFRONT

Extensive crown land at the Waterfront has been described in detail in Section Four. This is comprised of District Three, the land south of the Soufriere River and District Four, land to the north of the river.

NOTE: See Chart - page 53



Soufriere Bay

FIG. SIXTEEN - AVAILABLE LANDS AT SOUFRIERE WATERFRONT

The land south of the river is completely under governmental control and directly adjacent to the proposed waterfront development (jetty marina, mall, etc.).

As such its immediate development is proposed for the use of hotel and shopping facilities. Government control and direction (planning and design) along with flexibility of land cost arrangements (lease, rental, low interest mortgage or less than market value incentives) encourage and facilitate private development. This is an ideal location for a core project to get the Programme off the ground.

LAND AVAILABLE FOR TOURISM DEVELOPMENT AT WATERFRONT

LOCATION	PARCEL	AMOUNT (SQ. FT)	OWNERSHIP
District Three			
South of River	A	84,000	Government
	B	28,800	Private
	C	28,800	Government
District Four	D	37,100	Catholic Church*
North of River	E	81,000	Government
	F	55,000	Government
	G	27,000	Government
	H	7,800	Private
Hillside to North	I	9,800	Government
	J	77,700	Government
East Side of Bridge Street	K	29,600	Private
TOTAL		467,660 (11 acres)	78% Government

* The arrangement between the Catholic Church and the government, regarding the cemetery lands, is not clear. At the outset it can be assumed that its historical location may be a sensitive issue. However, the present pattern and extent of use and its inconvenient location may suggest a compromise involving relocation or redefinition and enhancement through more efficient use.

5.4

RELATING DEMAND FOR WATERFRONT HOTEL LAND AND LAND AVAILABLE FOR DEVELOPMENT

In terms of phasing the projected waterfront hotel developments, unencumbered land adjacent to existing waterfront development is available. Land on the south side of the river can respond immediately to demand and act as a stimulant to further growth.

5.4.1 SHORT TERM

Immediate growth estimates suggest construction of 90 rooms, on approximately 1 1/2 acres. Depending on lot layout and the design of the facility this can easily be achieved in District Three, the south side of the river.

5.4.2 MID TERM

Increased demand will put pressure on the land to the north of the river for hotel lots requiring another 60,000 square feet (about 1 1/2 acres).

Private and church ownership will require participation and negotiation to plan the development of the north side to the maximum advantage.

Lot configuration will depend on the amount and shape of the land which can be freed up for development, relocation or redefinition and enhancement through more efficient use.

Assuming success in dealing with these ownership issues less than half the area designated as District Four will be required to suffice mid term demands.

5.4.3 LONG TERM GROWTH

The same issues that apply to mid term growth must be dealt with to extend waterfront hotel lots required in the longer term.

However, when development to the south has reached this point it will be very clear to private owners (only two are involved) as to the dollar value of their land and the participation/investment value in using that land for hotel accommodation.

It is quite possible that lots will become available on the east side of Bridge Street. Proposals to redirect traffic into town will ease the pressure

on this part of Bridge Street. These lots could then be directly connected to Waterfront development. Bridge Street may then act as access to the hotels.

5.5

POTENTIAL FOR VILLA DEVELOPMENT

5.5.1 DEMAND

Multiple visits and familiarization with Soufriere on the part of former tourists has often resulted in a pattern of regular yearly visits and sometimes year round relocation into the area. Those most entranced by Soufriere and environs want a more permanent accommodation than provided by hotels.

This will increase the demand on small lots particularly in hillside/sea view locations. An association with shopping and dining attractions is desirable. The need for personal automobile transport can be eliminated for those who live close to the proposed Waterfront development.

5.5.2 AVAILABLE LAND

Although the availability of hillside lots at the Waterfront area is limited, the site designated as parcel 'J' is such a site. The proximity to town and proposed facilities suggests as an extension of the tourism related development to provide hillside villas in this location.

The amount of land (less than 2 acres) and its steepness do not favour automobile access to each unit. Too much land would be used and gradients would be uncomfortable.

5.5.3 RECOMMENDATIONS

- However, a group parking and drop off point with adequately landscaped and lit pedestrian walkways could allow a maximum number of units with privacy and view (to the sea and the Pitons) to be maintained.
- At the very least 24 two bedroom units could with appropriate design and layout be constructed.
- The land is owned by the government which opens possibilities of income to the government from either sale lease arrangements, on what is now basically unused land.

5.6

DEMAND FOR GUEST ROOMS IN SOUFRIERE

It is observable even now there are some visitors who take advantage of the low cost and more intimate (within the fabric of the town) guest house accommodation.

ANTICIPATED DEMAND FOR GUEST HOUSES (No. of Rooms)

Existing	1990	1995	2000
21	41	71	101

Housing stock in the town itself would no doubt respond to the need. Existing buildings renovated to guest house use will have the spin off effect of upgrading the physical fabric and appearance. A number of empty lots are available. The existing waterfront buildings in front of the jetty can easily supply 30 guest rooms. Economic benefit and entrepreneurial ingenuity by small landowners in town is expected to provide 30 to 40 more. The remaining number of required guest house rooms are expected to develop on lands in the surrounding area. This will account for those travellers preferring a more natural setting. Attempts to date to convert houses in rural settings less than one mile from town have met with some success.

5.7

HOTEL TYPE ACCOMMODATION

The up-market end of demand is expected to be met in part by the projected growth of existing hotels in the area. Excluding this the demand for high service hotel rooms is estimated:

1990	1995	2000
150	350	-

The nature of this type of facility is such that upwards of ten acres is required to support the settings and facilities and efficient operation.

Appropriate sites due to present land use and ownership patterns in the Soufriere area are few. Present owners of larger packages of land may offer them for hotel developments.

5.8

SOUFRIERE ESTATE

Over the last few years the owners of Soufriere Estate have investigated a number of ways to take advantage of the tourism trade.

The success of the Sulphur Baths (albeit a small-scale enterprise) has helped to stimulate the possibilities of a more extensive development. A large house and historic factory buildings on the estate give an extra impetus to potential development. The sulphur waters suggest a Health Spa application. The attractiveness of this concept has this year given rise to a proposal that seems to have a likelihood of advance.

5.8.1 HEALTH SPA

A chain of Health Spa Resorts has applied their concept to the estate and produced a master plan which include health and recreational facilities: 9 hole golf course, swimming pools and Spa along with 150 to 200 rooms.

• More specifically, the programme of development proposed is:

- mineral baths and spa
- historic waterfall
- hot water spa
- canyon spa
- cultural shopping centre
- creole restaurant
- factory - cosmetic manufacturing
- museum of local products
- nine hole golf course
- Sans Souci: spa headquarters
- swimming pools
- recreation and games facilities

The Estate is located along Diamond Road at the east edge of Soufriere. This has the advantage of easy access to Soufriere by both guests and staff.

5.8.2 BEACH AND RECREATIONAL NEEDS.

However, being inland the need for access to the sea and other recreational facilities has been recognized in the proposal.

Request for mooring space at the Waterfront and access to beaches and other recreational areas have been made. This illustrates the importance of the surrounding region to this development. It is likely that the advance of this proposal hinges on the perception that the region is open to extensive tourist use by the entire Soufriere area.

5.8.3 TOWNSCAPE IN SOUFRIERE - Renovation

Another concern of the developers as to the appearance or state of the buildings and general urban character has been expressed. The developers have a willingness to participate in the conservation of the cityscape.

This is encouraging and suggests that a detailed proposal for upgrade would be of great assistance to THE SOUFRIERE DEVELOPMENT PROGRAMME. The process of attracting hotel development by offering "upgrading packages" increases the credibility of the Programme.

5.9

MALGRE TOUTE BEACH

5.9.1 ALTERNATIVE HOTEL SITE

Another alternative hotel site close to the area is located at Malgretoute on the north side of the Petit Piton.

This site has the largest beach in the area. At this time the beach is hardly used, partly due to its distance from town and the poor state of the road access.

Sea access is an important feature and could be enhanced by a dock facility at minimal cost.

The institutional use at this time has long been considered inadequate and inappropriate. Suggestions by government as to relocation of these

facilities are consistent with a tourism designation. In particular this is an ideal location for a beach hotel development.

The possibility of relocating the present residents must be explored more thoroughly. The presence of care facilities at, St. Judes, in Vieux Fort may suggest the appropriate relocation of Malgretoute facility and residents be near this major hospital.

5.9.2 FULLY SERVICED SITE

The site is fully serviced at this time. Economies in the provision of electricity and water for development increase the attractiveness of this site.

Assuming extensive use of the sloped land surrounding the present hospital site for gazebo-type villas upwards of 15 acres of land are available.

5.9.3 DEVELOPMENT CONTROLS

Government ownership allows a great degree of flexibility in development control and direction (guidance).

Development proposal sensitive to visual impact, ecological concerns and cooperation with the overall goals of the regional planning of the area becomes possible.

Upwards of 150 to 250 rooms with full service hotel amenities can easily be arranged on this property and maintain a high standard of development controls.

ACTION PLAN FOR SOUFRIERE ST. LUCIA

SECTION SIX PROJECT PROPOSALS

**SOUFRIERE TOURISM DEVELOPMENT PROGRAMME/Location
Phasing/Costs/Management.**

To achieve the goals of the Soufriere Development Programme, a strategy of Regional planning has developed a sequence of project proposals

Each Project Proposal will be examined from a number of points of view

- Purpose
- Existing Conditions
- Project Description
- Cost Estimates
- Executing Agencies
- Time Frame Implementation
- Technical Cooperation

The project proposals have been organized and sequenced in an order generally indicating short, medium, and long term, development phasing. A *Project Proposals Map* at the end of Section Six (following page 101) shows the position and relationship of project proposals described in Section six. The *Project Phasing/Time Implementation Chart* which follows the location map provides a brief description of each project. Recommended timing for the phases (planning, design, supervision and construction) of project development is indicated for each Project Proposals.

Proposals. exception to this is the group of projects designated as **INFRASTRUCTURE**:

- Traffic Pattern
- Drainage Pattern
- Malgretoute Road
- Waste Management
- Ferry service

These projects will be phased to coordinate with the short, mid, and long term phases of development and construction (of project proposals)

PROJECT PROPOSALS

The list of proposals begin with projects related to creating the transportation, tourist services, ecological stability and access to recreational facilities:

- **Pitons National Park;**
- **Rachette Point Marine Park;**
- **Soufriere Beach Park;**
- **Soufriere River Park System;**
- **Marina / Jetty Construction;**
- **Waterfront Mall; and**
- **Vendors Market.**

The next proposals are sequenced with the development of tourist services. They consist of hotel/shopping development at the waterfront of Soufriere:

- **Hotel / Commercial - phase 1: south side river, phase, 2 and 3**
- **Heritage Walk**

The following proposals are concerned with the growth of resident housing along with repair and maintenance:

- **Palmiste**
- **Coln de Lance**

Alternate hotel sites are proposed to enhance economic activity in Soufriere Region.

- **Malgretoute**
- **Soufriere Estate**

SECTION SIX

PROJECT PROPOSALS

6.1

PITONS NATIONAL PARK

6.1.1 PURPOSE

THE PROPOSED PITONS NATIONAL PARK is important for tourists and local residents alike. This is particularly true of the town of Soufriere, which increasingly depends on its tourism income and whose residents want continued access to the area. Therefore, the participation of the townspeople in the planning process is considered to be essential if they are expected to understand and endorse the concept of a National Park and actively participate in its establishment and operation.

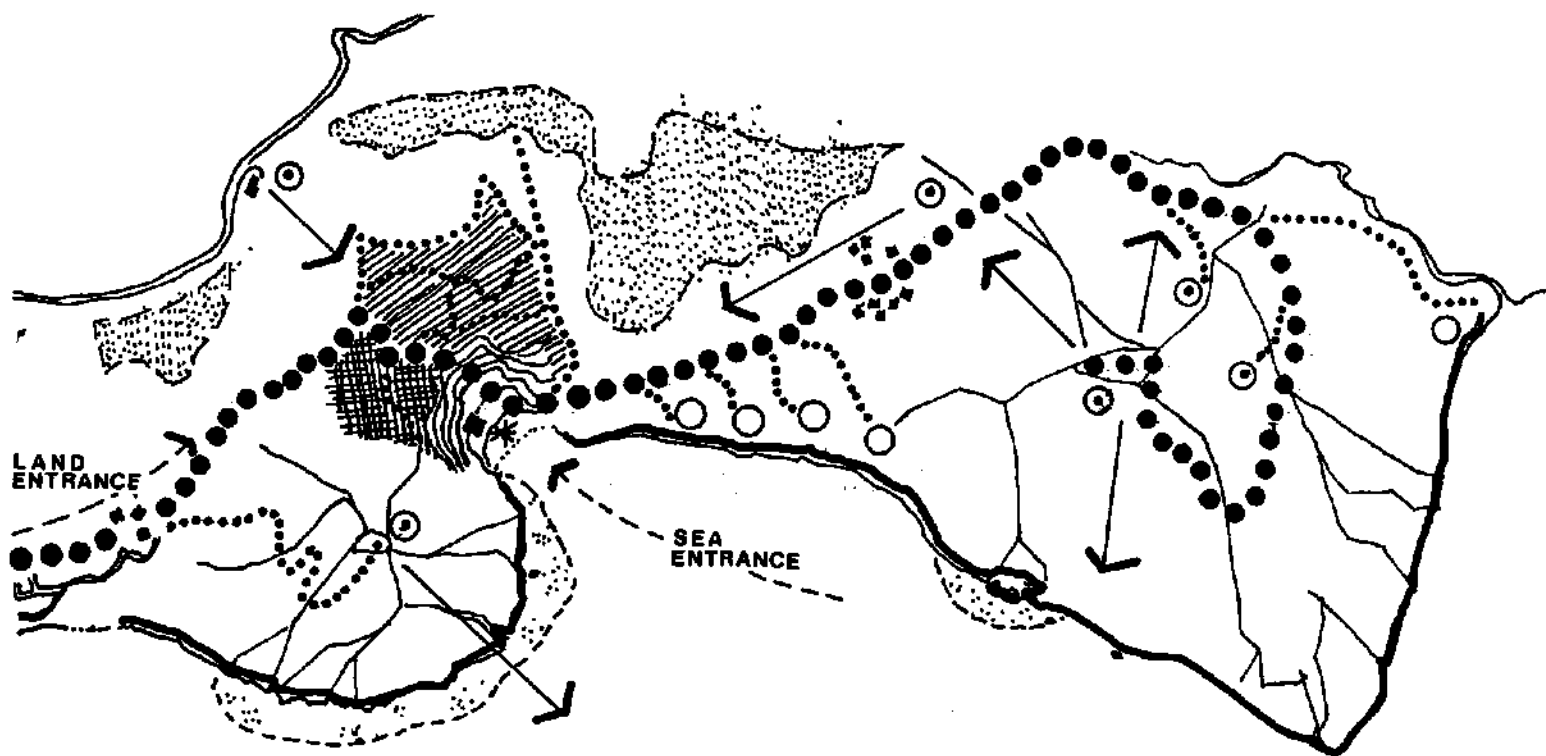
In terms of tourism the PITONS NATIONAL PARK PROJECT provides beach and recreational facilities. These facilities are required to establish a base of tourist accommodation in the town of Soufriere.

6.1.2 EXISTING CONDITIONS

- The park area between Pitons is not easily accessible by land
- The ecology of area, marine and land is deteriorating
- Tourist tours to the Pitons are sporadic and unorganized with inadequate trails and features available.
- Limited water access facilities.

6.1.3 PROJECT DESCRIPTION

- BEACH AND MARINE FACILITIES - Shelters, Picnic Areas, Dock
- VISITOR CENTRE - Rehabilitation of Historical Rum and Sugar Mill.
- ORIENTATION "VILLAGE" for dining, gift sales, cultural and historical entertainment



LEGEND

- * - Piton Beach
- - Sugar Mill
- ▨ - Botanical Gardens
- ▩ - Spice Trees
- ▧ - Parrot Reserve
- ▦ - Marine Coral Park
- Piton Walk
- Trails

- - Picnic Areas
- ⊙ - Lookout; Vista

FIG. SEVENTEEN - PITON NATIONAL PARK

- **BOTANICAL GARDENS** - includes trails and signage for walking tours of Tropical Vegetation
- **FRUIT AND SPICE PLANTATION** - includes trails and signage for tours of tropical agricultural
- **Preservation of natural ecological regions, marine, arid, deciduous rain forest formations and elfin dwarf woodland.**

6.1.4 COST ESTIMATES

The total investment to develop the PITONS NATIONAL PARK is estimated at EC\$4.4 million. The three largest investments are for purchase of the land -- EC\$1.5 million, roads construction -- EC\$1.2 million, and attractions and amenities for visitors -- \$1.1 million. Most of the latter represents the cost of reconstructing the old estate house as a visitor center and restaurant. (These rough estimates include a 20 percent contingency allowance.)

6.1.5 EXECUTING AGENCIES

Foreign agencies are at this point considering the funding aspects of the project the include

- The International Nature Conservancy
- World Wide Fund for Nature
- Partners for Livable Places
- Caribbean Conservation Association
- The Caribbean Islands Park Network

6.1.6 TIME FRAME/IMPLEMENTATION

The securing of the commitment for the establishment of the PITONS NATIONAL PARK is vital to the SOUFRIERE TOURISM DEVELOPMENT PROGRAMME. As such, initial official establishment of the Park is of immediate importance.

Implementation especially of minimal recreational/beach facilities should proceed in conjunction with the Soufriere Waterfront projects as funds become available.

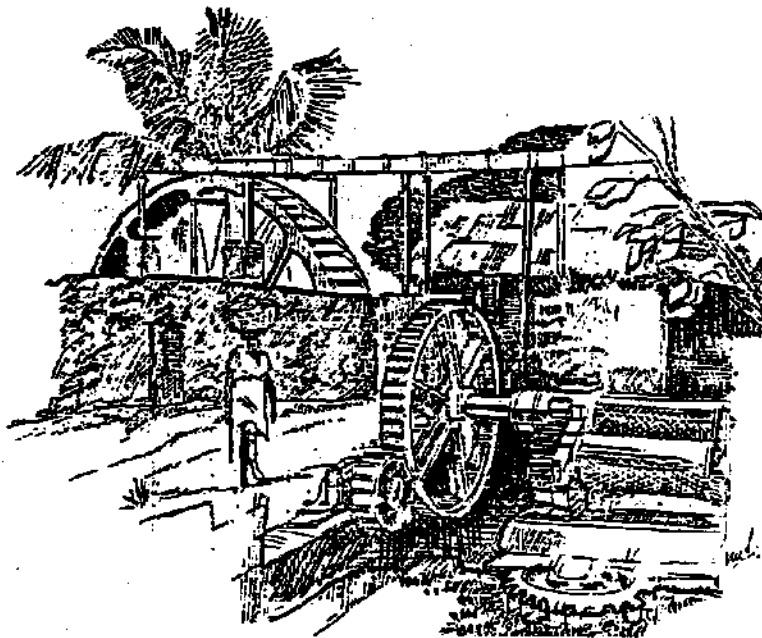


FIG. EIGHTEEN - RECONSTRUCTION OF HISTORIC SUGAR MILL AND RUM DISTILLERY

6.1.7 TECHNICAL COOPERATION

At this point OAS team members have established the broad scope and some detail of the project. Assistance in the implementation stages are expected to be provided by the external funding agencies along with government participation, particularly on the part of the Agricultural and Forest department.

6.1.8 CONCLUSIONS

- This study affirms the feasibility of developing the Pitons and inclusive areas as a national park due to its unique cultural and natural attractions.
- The development of a large private hotel and/or villas on the Jalousie Estate would be incompatible with the national park.
- The success of the small hotels, villas and guest houses as well as the restaurants and other tourism - supporting small businesses in and around Soufriere would be doubtful in the absence of the Park.
- Financial support for the Park might be obtained from conservation associations once Government acquires the land for the Park.
- A cultured and maintained Landscape anywhere in the Region of Soufriere will be an "other Worldly" attraction for the foreign tourist but between the Pitons the effect will be astounding and assure success in the International Tourist Market.



FIG. NINETEEN - RECONSTRUCTION OF JALOUSIE ESTATE

SECTION SIX

PROJECT PROPOSALS

6.2

RACHETTE POINT MARINE PARK.

6.2.1 PURPOSE

Maintaining and restoring marine ecology for the purposes of public health, fishing industry, and tourism (including scuba diving) require the relocation of a garbage dump from Rchette Point. Restoration of the large rock out- crop / a gateway to the harbour / will complete the programme.

6.2.2 PRESENT CONDITIONS

At this point raw and burnt garbage continues to slide down the hill. In the last year the defoliated area has increase by 15% . The curve in the road above shows signs of further erosion. The reef is under stress due to continued garbage deposits.

6.2.3 PROJECT DESCRIPTION

- RELOCATE GARBAGE DUMP/zoning and alternate site
- REHABILITATE CORAL REEF/remove some of underwater deposits/
expert advise
- STABILIZE HILLSIDE/planting/gabions/outlook point.
- LANDSCAPE/ground cover/trees/ flowering plants
- ZONE coral reef/marine reserve area
- ZONE and locate/fishing priority areas and undesignated areas.

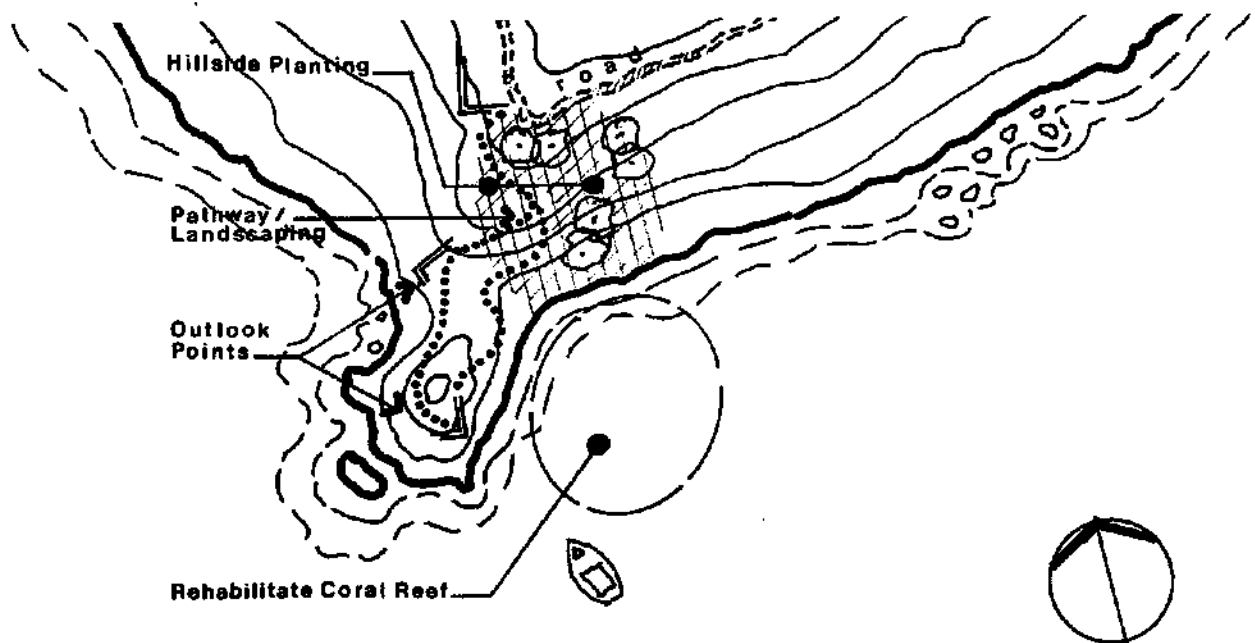


FIG. TWENTY - RACHETTE POINT MARINE PARK

6.2.4 COST ESTIMATES

- Relocation costs are subject to governmental negotiations.
- Solid waste disposal
- Rehabilitation of reef and hillside
- The cost of establishing a infrastructure for a controlled management of solid waste disposal have previously been estimated at: EC \$61,750 (short term), EC \$111,000 (long term), plus the cost of transportation.

6.2.5 EXECUTING AGENCIES

- The government departments of fisheries, forests and public works will handle the various aspects of implementation
- Department of Fisheries - rehabilitation and enforcing of marine policy
- The Department of Forests - rehabilitation hillside at Point Rachette. Development and maintenance of designated park/garden/outlook
- Public Works - relocation and operation of solid waste disposal system.

6.2.6 TIME FRAME/IMPLEMENTATION

- Alternate solid waste disposal site is under consideration.
- Rehabilitation measures require immediate implementation to prevent further deterioration of coral reef and hillside

6.2.7 TECHNICAL COOPERATION

OAS proposals for point Rachette and solid waste disposal detail the schedule of activities required. A team composed of governmental departments and the Soufriere Development committee, will manage the operation.

SECTION SIX

PROJECT PROPOSALS

6.3

SOUFRIERE PARK SYSTEM

6.3.1 PURPOSE

- **SOUFRIERE BEACH PARK** - provide recreation for residents (adult and children) at the waterfront.
- **SOUFRIERE RIVER PARK** - to manage public lands as a recreational resource - connect parts of town with added pedestrian route - create an attractive environment.
- **TOWN SQUARE** - to improve pedestrian movement / to provide improved setting for upgraded surrounding buildings / create a meeting place

6.3.2 EXISTING CONDITIONS

- **SOUFRIERE BEACH PARK** - informal use, no children's park facilities
- **SOUFRIERE RIVER PARK NETWORK** - some conflict with continuity of the park along the river and vehicular traffic - debris collects - erosion. Library at eastern extent.
- **TOWN SQUARE** - awkward / surrounded on all sides by vehicular traffic / effectively an obstruction for pedestrians.

6.3.3 PROJECT DESCRIPTION

- **TOWN SQUARE** - pedestrian cross traffic / outdoor sidewalk cafe / crush space in front of church / historic elements / speakers platform.

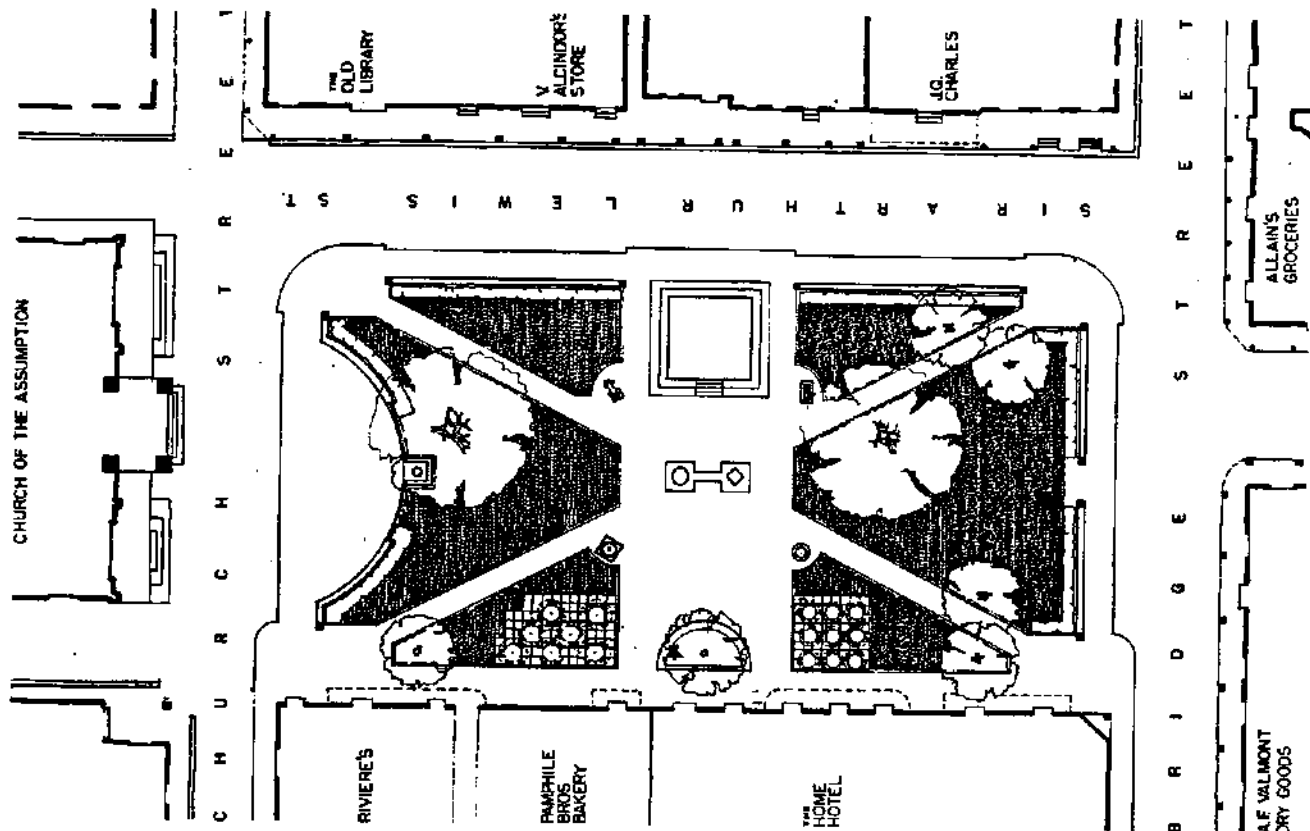


FIG. TWENTY ONE - PLAN OF PROPOSED TOWN SQUARE

- **SOUFRIERE BEACH PARK** - improved drainage / park furniture / landscaping.
- **SOUFRIERE RIVER PARK NETWORK** - pedestrian path network / bicycle path / landscaping / lighting / seating.

6.3.4 COST ESTIMATES

- TOWN SQUARE - EC \$150,000
- SOUFRIERE BEACH PARK - EC \$30,000
- SOUFRIERE RIVER PARK NETWORK - Not estimated

6.3.5 EXECUTING AGENCIES

- SOUFRIERE BEACH PARK - Parks department and SDP
- SOUFRIERE RIVER PARK NETWORK - Parks department and SDP
- TOWN SQUARE - Public works, parks, and SDP
- Coordinated through THE SOUFRIERE DEVELOPMENT PROGRAMME

6.3.6 TIME FRAME / IMPLEMENTATION

- SOUFRIERE BEACH PARK - by 1990
- SOUFRIERE RIVER PARK NETWORK - by 1992
- TOWN SQUARE - by 1990

6.3.7 TECHNICAL ASSISTANCE - PLANNING AND DESIGN

Aspects require further development under direction of the SOUFRIERE DEVELOPMENT PROGRAMME. Potential financing from international sources.

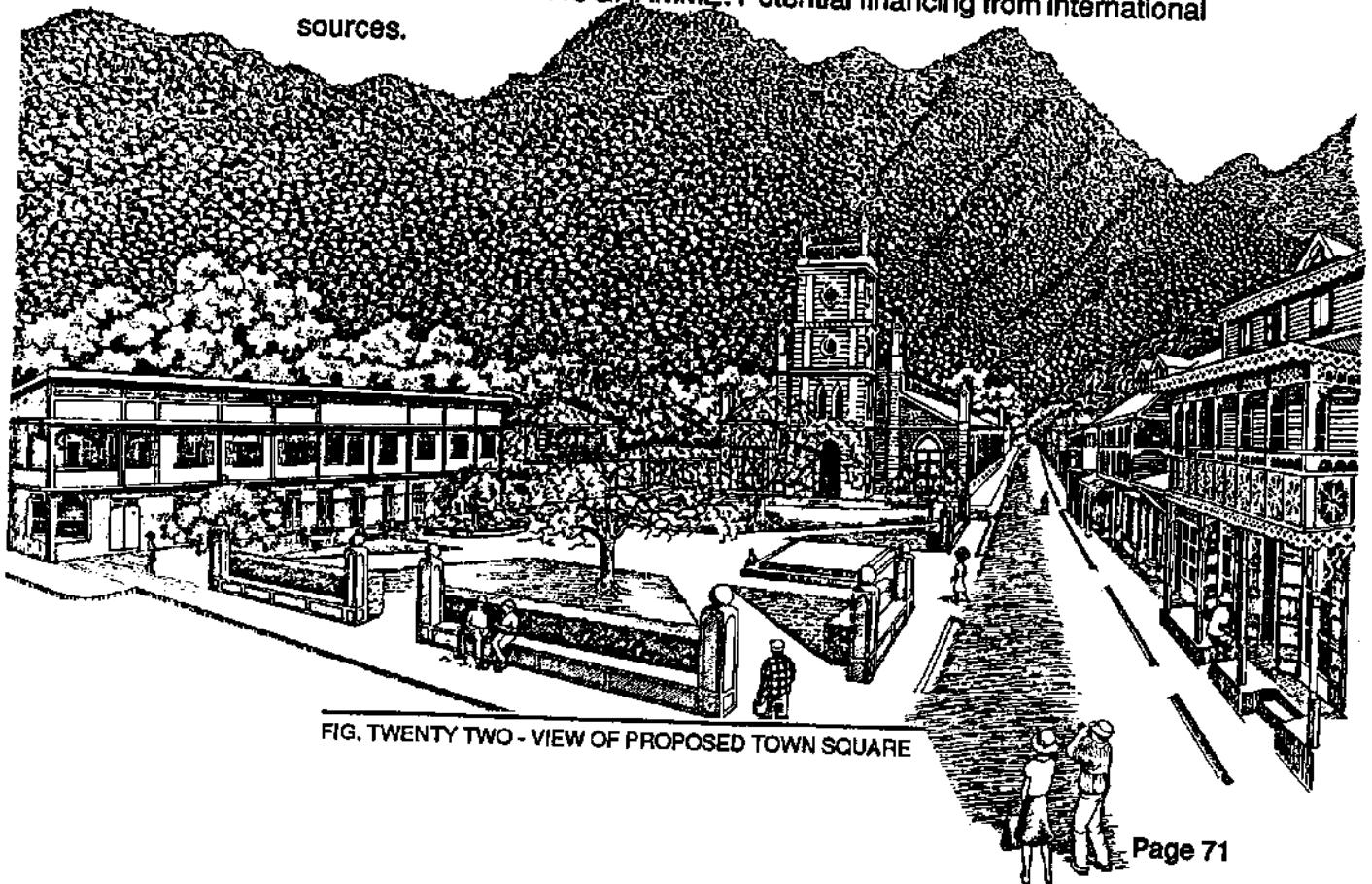


FIG. TWENTY TWO - VIEW OF PROPOSED TOWN SQUARE

SECTION SIX

PROJECT PROPOSALS

6.4

MARINA / JETTY CONSTRUCTION

6.4.1 PURPOSE

- Improve tourist and resident access to Soufriere Waterfront.

6.4.2 PRESENT CONDITION

- Under construction

6.4.3 PROJECT DESCRIPTION

- 24 ft. wide by 180 foot long jetty at the present location
- 500 foot long marina: 2-250 foot by 6 ft. wide moorage platform for yachts

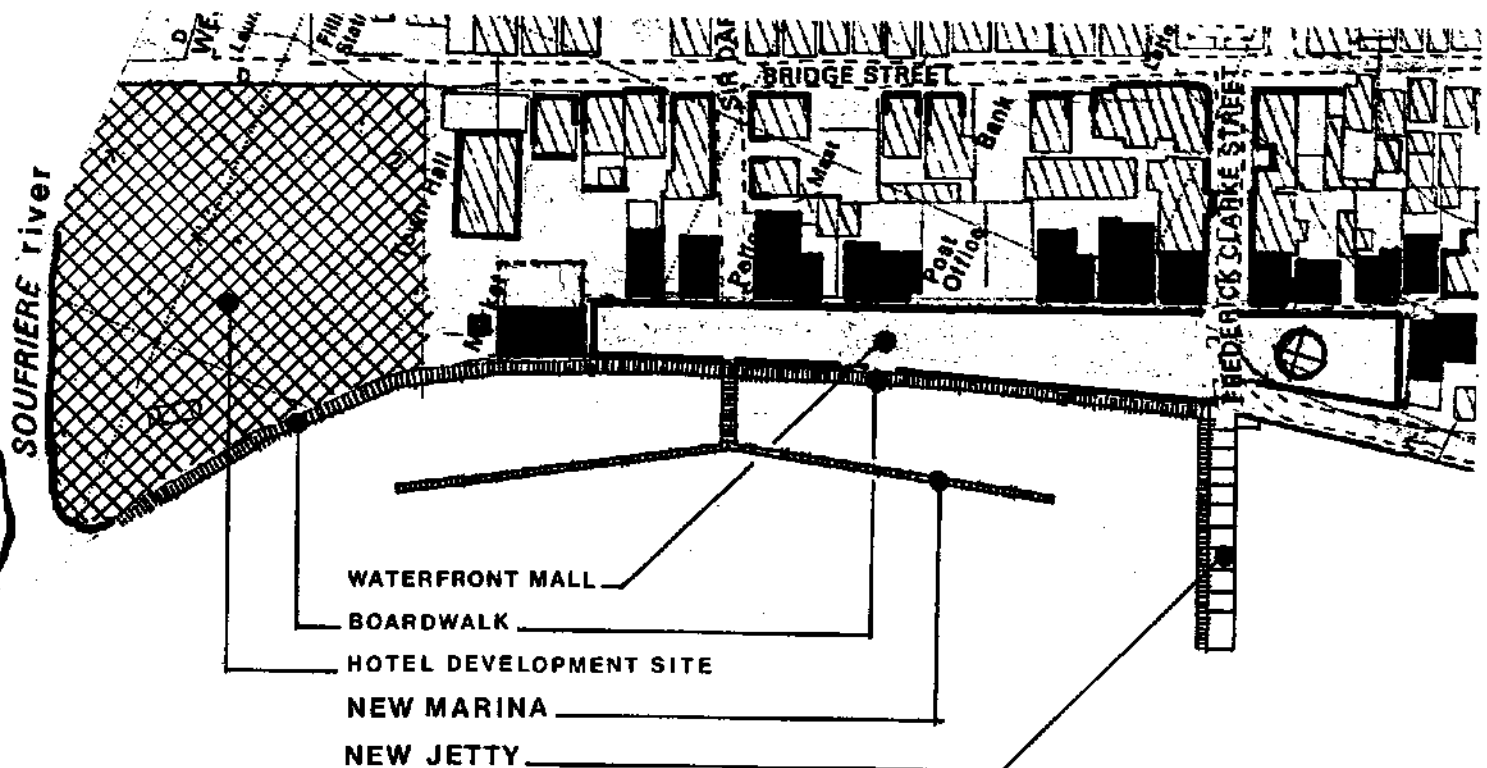


FIG. TWENTY THREE - PLAN OF JETTY/MARINA (UNDER CONSTRUCTION)

6.4.4 COST ESTIMATES

- Contract let at EC \$1,600,000 FOR ENTIRE PROJECT.

6.4.5 EXECUTING AGENCIES

- Under direction of SOUFRIERE DEVELOPMENT PROGRAMME
- Government approval and financing by the National Commercial Bank.
- Construction contractor - Edge Hill Associates.

6.4.6 TIME FRAME / IMPLEMENTATION

- To be completed spring of 1989

6.4.7 TECHNICAL ASSISTANCE

- On going coordination through the SOUFRIERE DEVELOPMENT PROGRAMME with the advice of technical consultants.

SECTION SIX

PROJECT PROPOSALS

6.5

WATERFRONT MALL

6.5.1 PURPOSE

The attractive character of Soufriere and its Waterfront is a major factor in attracting and satisfying tourists. In particular, existing waterfront area adjacent to the proposed jetty and marina requires conversion and alteration to:

- create of a major attraction and focus for tourism;
- organize the comfortable arrival, orientation, and departure of visitors from cruise ships, tour ships, yachts, ferry service, buses and taxis;
- allow for social gatherings and activities for scheduled celebrations (fetes) for visitors and residents;
- encompass tourist shopping opportunities;
- provide a market for fresh produce and other shopping for residents and visitors; and
- reinforce the use of the waterfront as a gathering space for informal activities of meeting, relaxation, conversation and strolling, which will be identified with the image and character of Soufriere town.

6.5.2 PRESENT CONDITION

The site is a open strip 630 feet long varying between 50 feet and 70 feet in width. To the east is a row of 2 story buildings and the end of two streets. To the south is a handsome historical building and to the north the Market Building. The space is mainly open to the sea to the west. The open sea view is interrupted by a gas station adjacent to the jetty. The ground surface is a mixture of asphalt pavement and open ground. A row of trees along the sea wall provide shade and interest. The main obstruction to use as a people space is the uncontrolled vehicular traffic.

6.5.3 PROJECT DESCRIPTION

Control of vehicular traffic and paving the area with attractive and appropriate pedestrian surface are the initial steps required to consolidate the space into a mall.

Other features to enhance the space and its use are listed in order of importance and implementation priority.

- trees and landscaping
- benches and planters
- street lighting systems

These initial and economical steps are considered mandatory to pull the area into one identifiable space.

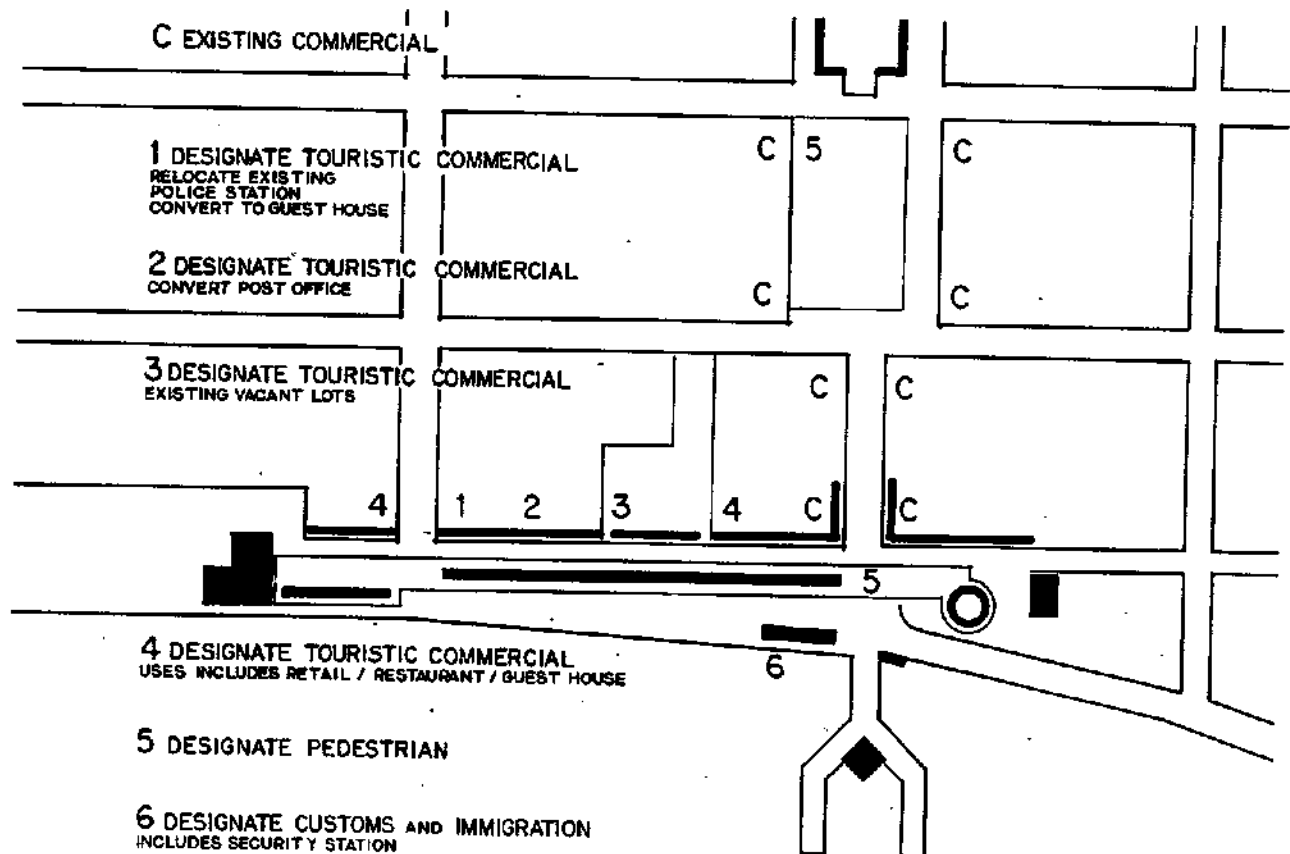


FIG. TWENTY FOUR - REORGANIZATION OF WATERFRONT

display trays for fresh produce - 60 have been built for use.

vendor stalls - sheltering roofed areas can be phased according to demand. The first ones would be best located near the north end to act as a pedestrian draw to that end of the mall.

- relocation of gas station

- introduction of customs and immigration facility

- construction of Taxi Stand

- orientation pavilion and bandstand - termed the "Compass Rose". This feature would complete the mall. As a physical and social focus a pavilion will balance the north - south axis of the space against the Jetty and Marina facilities along its centre.

As a second step, these measures are aimed at easing visitor arrival.

6.5.4 COST ESTIMATES

The cost for these works was estimated in the OAS First Phase Projects as EC\$701,000 not including the cost of administration/supervision and contingencies.

However the initial phases described above will establish the basic mall facility. This is estimated as EC\$200,000. and might be reduced by volunteer action and inclusion of some of the measures (for instance, street lighting) into the regular Public Works budget.

6.6.5 EXECUTING AGENCIES

This work is vital to the initial success to the Programme. THE SOUFRIERE DEVELOPMENT PROGRAMME and the Chairman of the Technical Committee are in a convenient position to organise and supervise the progress of the work.

Technical assistance from government can be relied upon. The first phases of the construction can be executed under Public Works and possibly volunteer action. The construction of later phase buildings will require private contracting.

6.5.6 TIME FRAME/IMPLEMENTATION

The Construction of the Jetty and Marina is underway at this time. This is scheduled for completion in the Spring of 1989. To phase the paving, lighting, landscaping in conjunction with this work would be ideal. Funding for the construction of the kiosks, customs, taxi stand and bandstand need be sought so these works can be provided by the following year (1990)

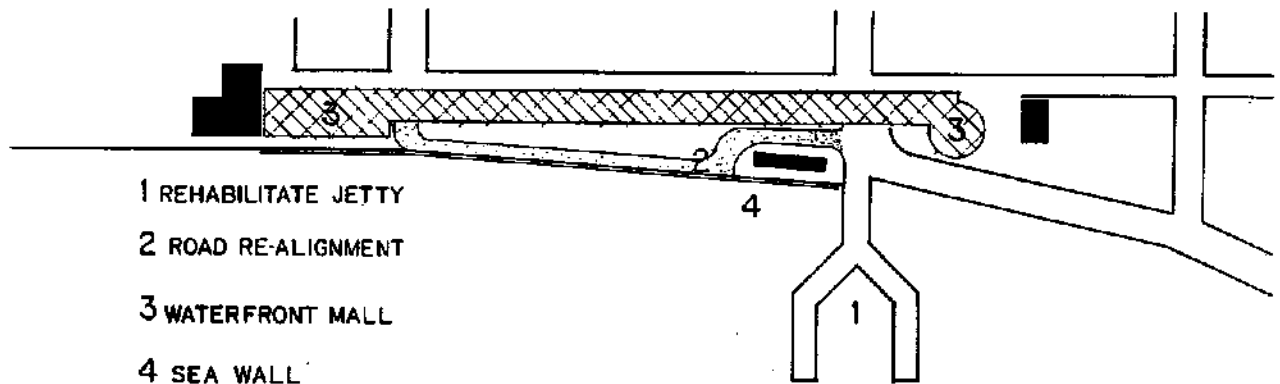


FIG. TWENTY FIVE - WATERFRONT MALL AND MARINE FACILITIES

6.5.7 TECHNICAL COOPERATION

Though two preliminary studies for the Waterfront Mall have already been presented, the need for follow-through is evident. More detailed studies and a final plan must be completed. The parts of the work have to be specified and assigned. Control and supervision will be required. This suggests the GOVERNMENT and the SOUFRIERE DEVELOPMENT COMMITTEE seek to establish a permanent design and development office and the funds to operate. To contact international sources of assistance to provide funds for Project Management is appropriate. It has also the advantage of attracting attention to the Programme and to Soufriere: of assistance to the tourist marketing aspects. In conjunction with the Waterfront Mall Project the buildings which form the mall space need to be renovated and put to tourist uses. Renovating the buildings on the east side of the mall are a part of urban conservation proposals herein. However, the conversion of the Meat Market at the north end of the mall is an immediate priority.

SECTION SIX

PROJECT PROPOSALS

6.6

CONVERSION OF THE MARKET BUILDING TO A PERMANENT VENDORS' MARKET

6.6.1 PURPOSE

Conversion to a shopping facility for local crafts and fresh produce will establish pedestrian traffic to the north end of the Mall. At present this end is active only Saturday morning. Visitor shopping requires a visible and organized outlet. Small entrepreneurs and artists require a place of business.

6.6.2 PRESENT CONDITIONS

- The present meat market is underused. It is located in a significant location relative to the mall, being its northern node. The building is in relatively good condition.
- Meat sales are not compatible (noise, smell, flies), with a tourist shopping outlet. The Building is only used half a day, one day a week. The building is very closed in and utilitarian in purpose. It is 60 feet long and 30 feet wide with a partial lean-to to the east. 1,800 sq. feet could be increased to 3600 sq. feet by the opening up to the east.

6.6.3 PROJECT DESCRIPTION

The project consists of the following alterations and additions:

MAIN BUILDING

- restore and improve main building for local craft sales with stalls, opening up exterior walls access and light redecorating to create attractive appearance;
- replacing Gable metal sheathing with decorative fretwork;
- removing a portion of block walls on North, South, East and West walls;
- install folding louver doors in openings;

- repair existing louvers;
- Interior and exterior lighting;
- paint walls, louvers, steel trusses and underside roof sheathing; and
- lay tile floor.

LEAN-TO-BUILDING

- renovate to provide sheltered sales area for fresh produce, fish and meat; and
- similar work to main building to be coordinated in design and materials.

PHASE TWO

- Increase lean-to part of building presently 30 ft by 24 feet to 60 feet by 24 feet (full length of main building);
- Provide court paving around building extending into area towards the Town Hall (30 feet by 70 feet court space for sales and shopping);
- Provide Planting and landscaping; and
- Provide lighting.

PHASE THREE

- Increase sheltered/roofed area to north and south of building.

6.6.4 COST ESTIMATES

- PHASE ONE - EC \$45,000.00 - renovation to proceed immediately with first phase of Waterfront Mall Development.
- PHASE TWO - EC \$35,000.00 - additions to proceed with second phase Mall Development.
- PHASE THREE - EC \$75,000.00 - to coincide with development of first Hotel Project on south side of Soufriere River.

6.6.5 EXECUTING AGENCIES

- The Soufriere Development Programme through the Government of St. Lucia, has received preliminary approval of funds for PHASE ONE.
- Growth of the programme through fund raising, Government aid and a form of surcharge on privately sponsored tourism development projects in the region may combine to provide funds for implementation of the following phases

6.6.6 TIME FRAME/IMPLEMENTATION

- Phase one - 1989
- Phase two - 1990
- phase three - 1992

6.6.7 TECHNICAL ASSISTANCE

The cost estimates do not include fees for planning, design, supervision for administrative costs, or the professional fees for quantity surveyor and project coordinator. Governmental assistance and participation may be augmented by aid from external agencies.

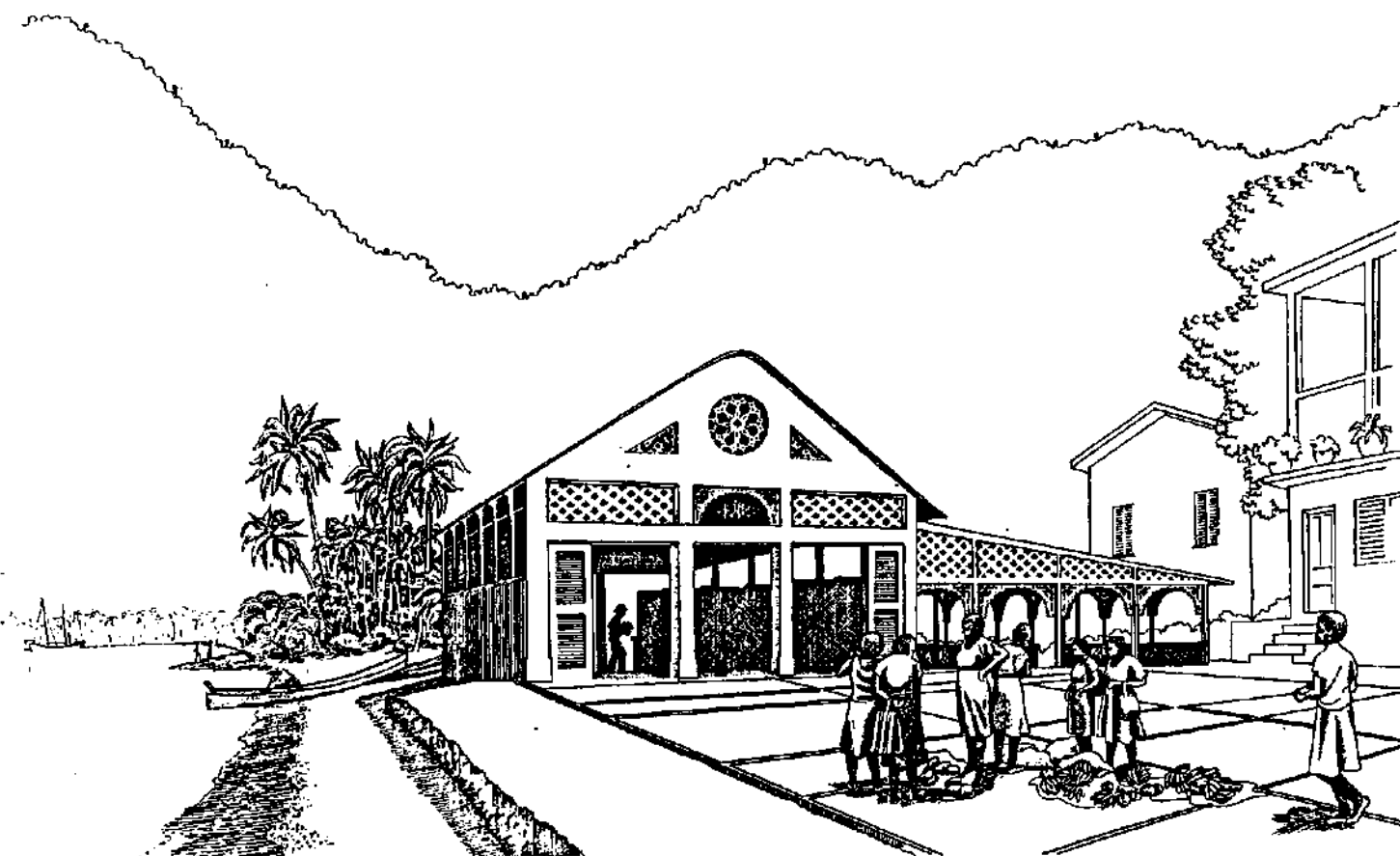


FIG TWENTY SIX - PERMANENT VENDORS MARKET - PHASE ONE

SECTION SIX

PROJECT PROPOSALS

6.7

HOTEL DEVELOPMENT ON SOUFRIERE WATERFRONT

6.7.1 PURPOSE

- To achieve the economic benefits of tourism, Soufriere Town must provide tourist facilities: accommodation and shopping.

6.7.2 EXISTING CONDITIONS

- The growth of overnight and vacation visits to Soufriere require a higher standard grade of accommodation than exists at the moment. This has been estimated as 90 rooms by 1990. Tourist related shopping and recreational opportunities are also presently inadequate.

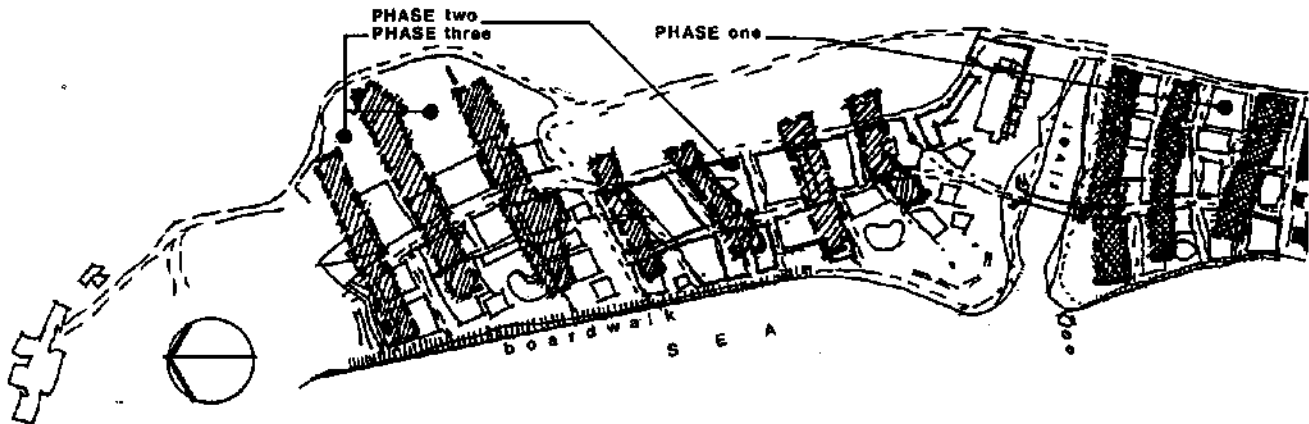


FIG. TWENTY SEVEN - HOTEL DEVELOPMENT: SOUTH AND NORTH OF RIVER

6.7.3 PROJECT DESCRIPTION

- The property located to the south of the Soufriere River is 280 x 300 feet comprising 84,000 square feet of relatively flat land. A Waterfront walkway to provide pedestrian access to the sites and the Waterfront mall to the south is proposed. At ground level a series of pedestrian walkways will circulate between a variety and size of shops and kiosks providing 40,000 sq. ft. of commercial space. Stair access from this level will be provided to individual hotel reception lobby areas above.

- Guest rooms with single loaded exterior corridor access are to be arranged in an east-west direction and stacked 2 + 3 stories high. A group of 3 hotels is contemplated to provide a total of 90 rooms.

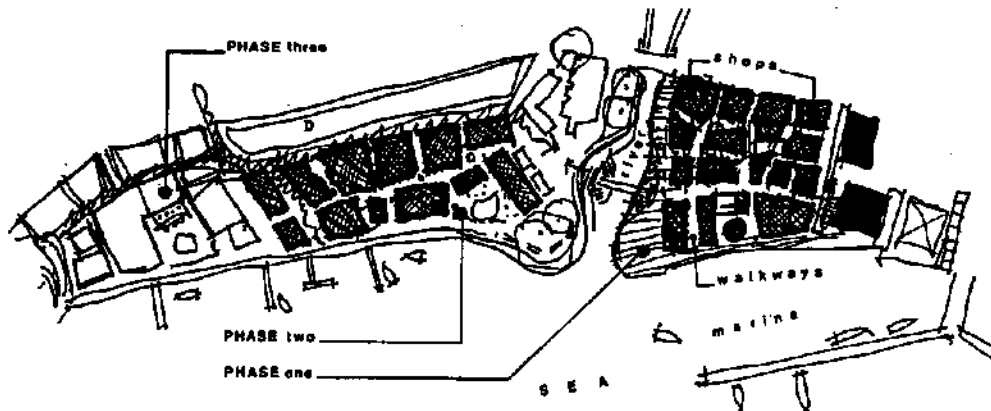


FIG. TWENTY EIGHT - TOURIST COMMERCIAL SHOPPING AT SOUTH AND NORTH SIDE OF RIVER

6.7.4 COST ESTIMATES

- The cost estimates below are for maximum development of the south side of the river only (District 3, as described in section 4.8, page 37).
- Local construction standards suggest that the commercial area will cost EC \$4.1 million, plus \$EC 350,000 for services, landscaping and walkways.
- Hotel accommodation of 90 rooms and dining/bar facilities will cost another \$EC 4.5 million.
- The total cost of estimated at approximately \$EC 8.9 million.
- A small hotel of 12 guest rooms can be constructed for \$EC 432,000.

6.7.5 EXECUTING AGENCIES

- In an effort to stimulate the Soufriere Development Programme, one core project of hotel development could be executed as a joint venture between government and private investors. Zoning and layout of the site with identification of one hotel (30 rooms) project is the first step.

6.7.6 TIME FRAME/IMPLEMENTATION

- To take advantage of projected demand in the short term of 90 rooms, a core project of 30 rooms is proposed for immediate implementation.

6.7.7 TECHNICAL COOPERATION

- The importance of the initial impact of hotel development for tourism in Soufriere suggests a detailed set of planning guidelines. In order to maximize the character and produce an exciting variety and efficient organization of spaces and facilities detailed planning including plan layouts and a model of the proposed development would be ideal.
- Funding and staff could be directed from the offices of the Soufriere Development Programme by the Committee. A well organized technical Committee with space and a planning team would make execution possible in the least time.

6.7.8 FUTURE HOTEL/SHOPPING/TOURISM FACILITIES ON THE SOUFRIERE WATERFRONT - PHASE TWO

- The continuance of development on the Crown Land (in conjunction with private holdings) is planned to respond to projected increases in the demand. Mid term growth of 90 hotel rooms (see Section four) and long term growth of another 90 rooms can be accommodated to the North of the river. It is too early to estimate the mid and long term demands for commercial space or the extent to which existing commercial space in Soufriere will supply this need. However future hotel development, if based on a mixed hotel/shopping zoning, will be able to increase commercial space by 30,000 square feet in the mid-term and another 15,000 square feet in the long term.
- It is contemplated that the extension of hotel/commercial development will be executed by the private sphere with government incentives involved only in the assembling of the land. This of course depends on the commercial and social success of the Programme.
- Detailed costing and planning are unnecessary at this time except as to the zoning of the Waterfront lands to the north of the Soufriere River.
- Efforts to maintain and enhance the landscaping and remove the storage tanks from the area should be furthered as part of the ongoing Development Programme

6.7.9 HILLSIDE VILLA DEVELOPMENT

- 24 2-bedroom units
- parking access and pedestrian walks and steps
- beach access
- land owned by government
- allows more beach front development

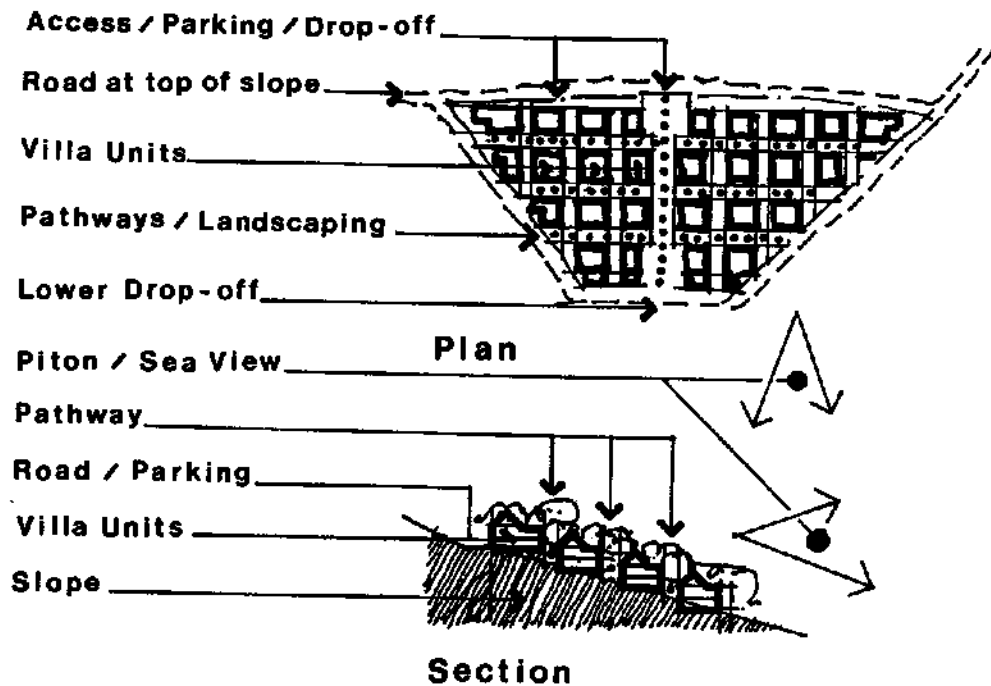


FIG. TWENTY NINE - HILLSIDE VILLA DEVELOPMENT

PROJECT PROPOSALS

6.8

HERITAGE WALK

6.8.1 PURPOSE

To facilitate tourist familiarization to Soufriere a set of points of interest form a walking tour in Soufriere.

6.8.2 EXISTING CONDITIONS

Museum and church / some rejuvenation on Bridge Street / Interest in street / buildings of original section of Soufriere - historical / traditonal / very stylish and quaint / maintenance required.

6.8.3 PROJECT DESCRIPTION

A walking tour from the jetty and waterfront to a newly established museum of the Empress Josephine, to St. Lucia's first Anglican church, down old Bridge Street to Town Square.

6.8.4 COST ESTIMATES

- MUSEUM EC \$135,000
- CHURCH - to be determined.
- LANDSCAPING - needs more detailed study.
- MAINTENANCE AND RENOVATION : Government incentives to owners / private contribution.

6.8.5 EXECUTING AGENCIES

- PUBLIC WORKS
- NATIONAL TRUST
- PRIVATE: TOURIST INDUSTRY
- SOUFRIERE DEVELOPMENT PROGRAMME

6.8.6 TIME FRAME / IMPLEMENTATION

The timing of an orientation tour should coincide with an increase of cruise ship visits, which also requires the Jetty and FIRST PHASE WATERFRONT MALL PROJECT. A commencement of the tour attraction should be scheduled for early 1990.

6.8.7 TECHNICAL ASSISTANCE

- OAS has provided, technical assistance for the Museum Building. Funding for renovations are required. Other parts of the Heritage Walk -

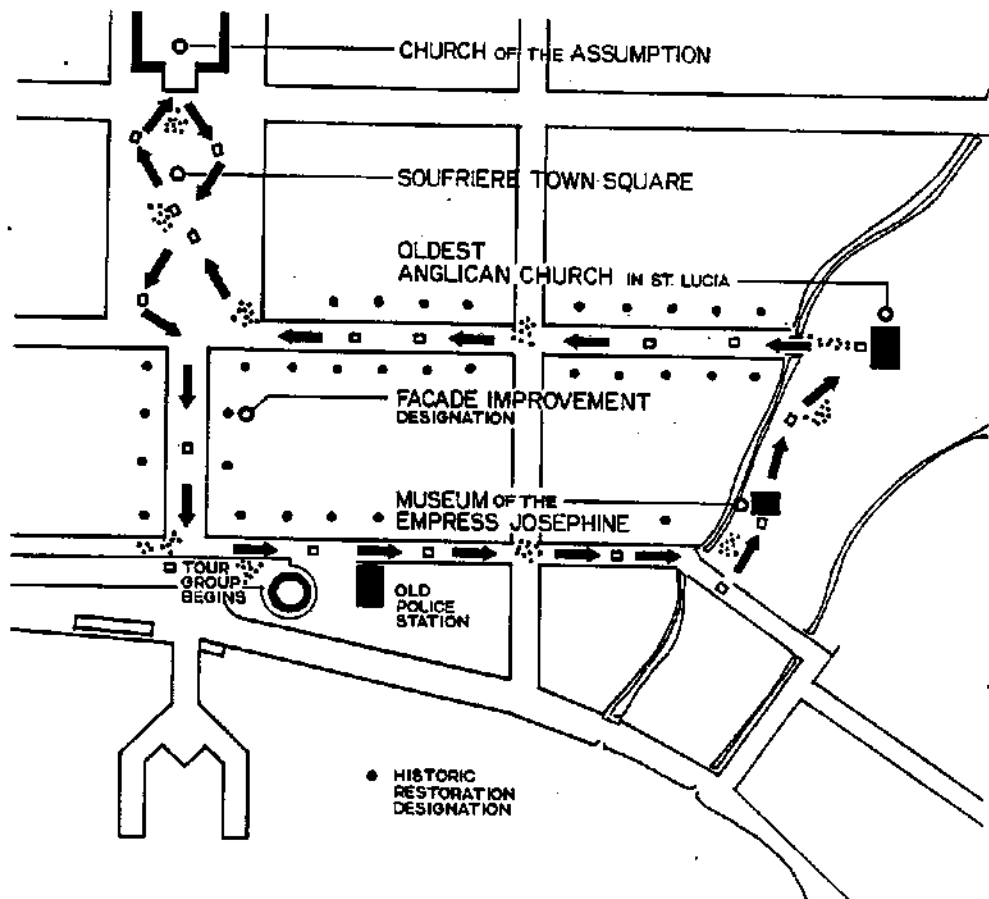


FIG. THIRTY - HERITAGE WALK - HISTORICAL WALKING TOUR

Anglican Church, facade improvement lighting and landscaping require further definition: layouts, engineering, working drawings and costing.

SECTION SIX

PROJECT PROPOSALS

6.9

PALMISTE - RESIDENT HOUSING DEVELOPMENT PROPOSAL

6.9.1 PURPOSE

- To upgrade residential standards - drainage/sanitation/appearance
- give residents control of their property

6.9.2 EXISTING CONDITIONS

- Requires drainage and wastewater management measures
- Landscaping/renovation required

6.9.3 PROJECT DESCRIPTION

- Drainage and wastewater management is handled in infrastructure project proposals (6.12)
- Renovation requires more specific examination
- Extension of neighbourhood

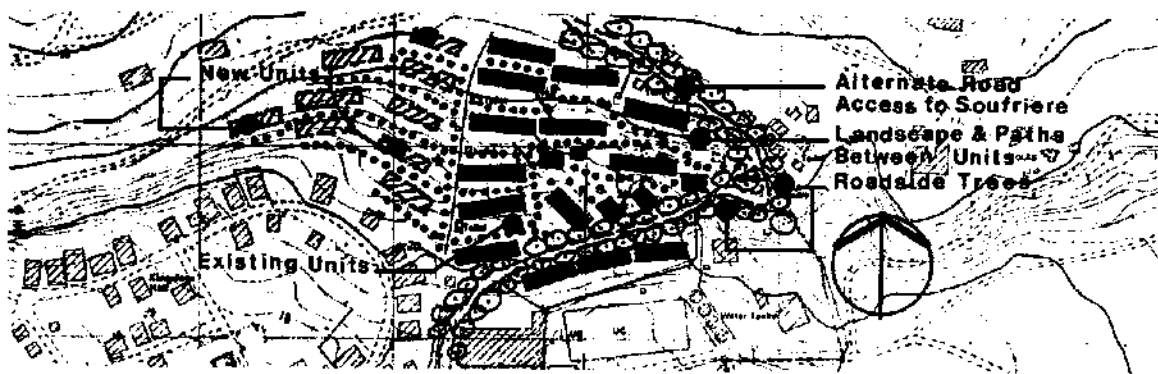


FIG. THIRTY ONE - LAYOUT OF PALMISTE RESIDENT HOUSING

6.9.4 COST ESTIMATES

- Drainage and wastewater management costed in section 6.12
- Renovation costs to be resident responsibility under Freehold arrangements.
- Extension of neighbourhood - to be costed by Public works on presentation of more specific layout

6.9.5 EXECUTING AGENCIES

- Government
- Private resident
- Public works
- SDP - Soufriere Development Programme.

6.9.6 TIMEFRAME/IMPLEMENTATION

- In response to the pressure to increase housing stock of higher standards, the initial planning phase should be started with consultation of government and residents.

6.9.7 TECHNICAL ASSISTANCE

- Soufriere Tourism Development Programme and Committee to coordinate technical aspects with Public Works

SECTION SIX

PROJECT PROPOSALS

6.10

COIN DE LANCE RESIDENT HOUSING DEVELOPMENT PROPOSAL

6.10.1 PURPOSE

- To stimulate neighbourhood growth
- To establish higher standards of sanitation and safety
- Respond to growth of need for housing stock

6.10.2 EXISTING CONDITIONS

- Traffic conflict at Baron Road
- Limited sanitation measures

6.10.3 PROJECT DESCRIPTION

- Aquisition of land
- Extension of walkways
- Extension of services - water, electricity, telephone
- Introduction of wastewater system

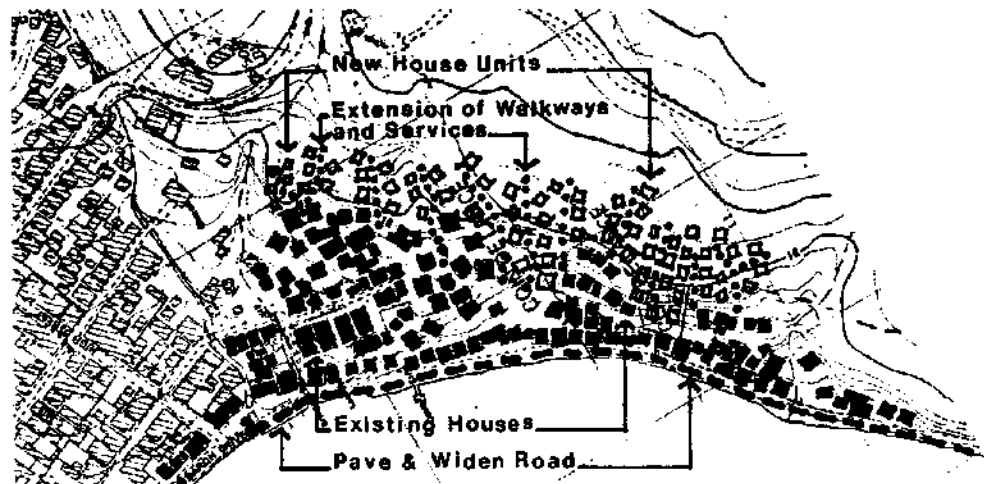


FIG. THIRTY TWO - EXTENSION OF NEIGHBOURHOOD - COIN DE LANCE

6.10.4 COST ESTIMATES

- Project requires greater detailing to establish costs of infrastructure
- Land costs requires negotiation
- Wastewater System treated in Section 6.12 - Infrastructure

6.10.5 EXECUTIVE AGENCIES

- Government
- Public works
- SDP

6.10.6 TIMEFRAME/IMPLEMENTATION

- Residents require immediate relief from density and lack of services
- Extension of neighbourhood will help to relieve density and act as a stimulant to establishing adequate services.

6.10.7 TECHNICAL ASSISTANCE

- Soufriere Tourism Development Programme and Committee to coordinate technical aspects with Public Works

SECTION SIX

PROJECT PROPOSALS

6.11

MALGRETOUTE BEACH AND HOTEL SITE

6.11.1 PURPOSE

Tourist growth projections generate a need for Beach Hotel accommodation in the up-market range. Increases in Soufriere town overnight visitors and weekly stays demand expanded recreational/beach facilities. To meet these demands it is proposed to convert the Malgretoute hospital and old age facilities to a hotel site and open up the beach for recreational uses.

Further consideration of the social consequences of conversion and relocation is required. A study of the physical facilities and the residents will help understand the needs and goals of the existing institution. Should relocation be appropriate, and even desirable, suggestions as to the alternate sites will require investigation. It is possible that establishing a closer relationship to existing health care facilities (such as St. Judes Hospital) is the most sensible and sympathetic approach.

6.11.2 PRESENT CONDITIONS

- At the present time, sand is being taken from the beach.
- The road to the area is narrow and unpaved.
- Establishment of a hotel would bring the property into greater use.
- Government ownership gives flexibility to steps leading to a tourism application in the use of the property.
- The property is ideally located next to the Petit Piton and the beach.
- The infrastructure for the supply of water and electricity is already in place.

6.11.3 DESCRIPTION OF PROJECT

- Site to be designated as a beach hotel site. The land available is upwards of 15 acres. The gradient of some portions of land and the desire for an appropriate and attractive land development strategy suggests land development controls.
- A villa type development of separated groupings of accommodation on the hillside with common facilities on the less steep land: at the beach; and in the area of the existing hospital buildings are proposed.
- The beach facilities can be improved with a dock, water sports and gazebo shelters for beach and picnic facilities.

6.11.4 COST ESTIMATES

- No doubt the private development of the property would require upwards of EC\$10 million to create a major hotel development.

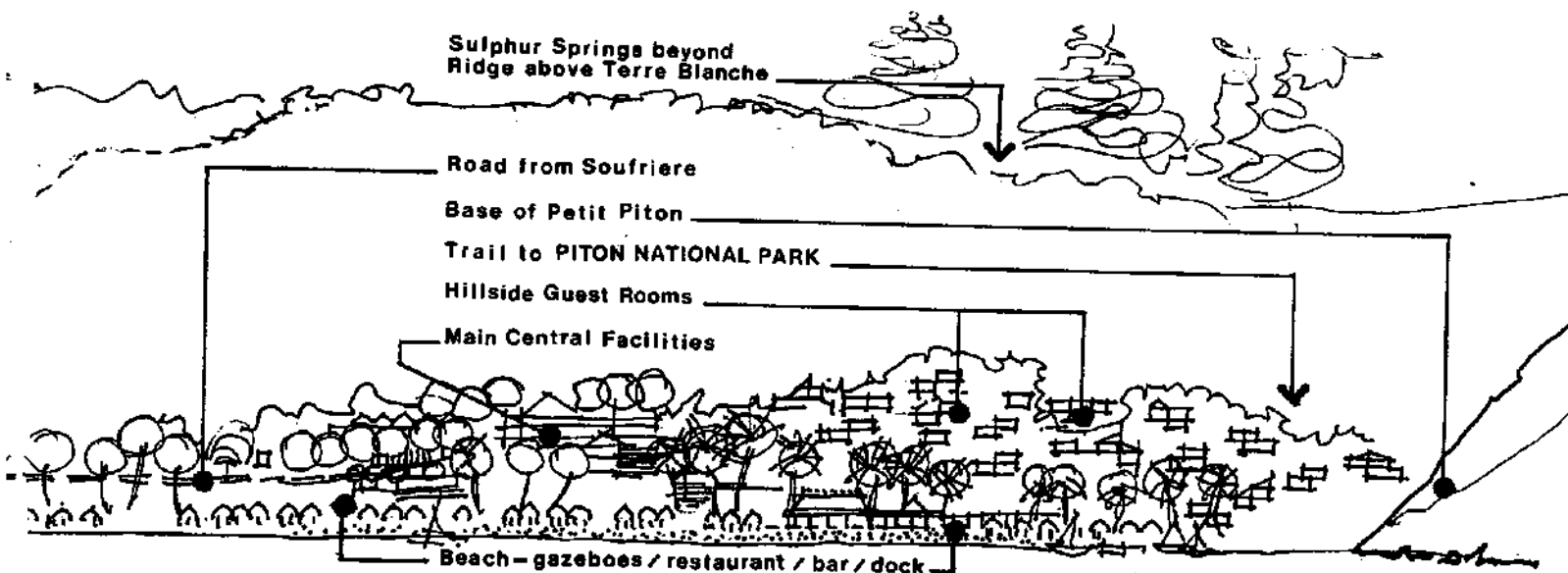


FIG. THIRTY THREE VIEW - OF HOTEL DEVELOPMENT AT MALGRETOUTE

SECTION SIX

PROJECT PROPOSALS

6.12

INFRASTRUCTURE

6.12.1 PURPOSE

A

TRAFFIC PATTERN

- Provide 2 alternative routes into Soufriere.
- Ease traffic on Bridge Street in town.
- Increase tourism development sites at north side of Soufriere River.

B

ROAD REALIGNMENT

- Solve gradient and maintenance difficulties of existing road.
- Provide tourist development site for hillside villas

C

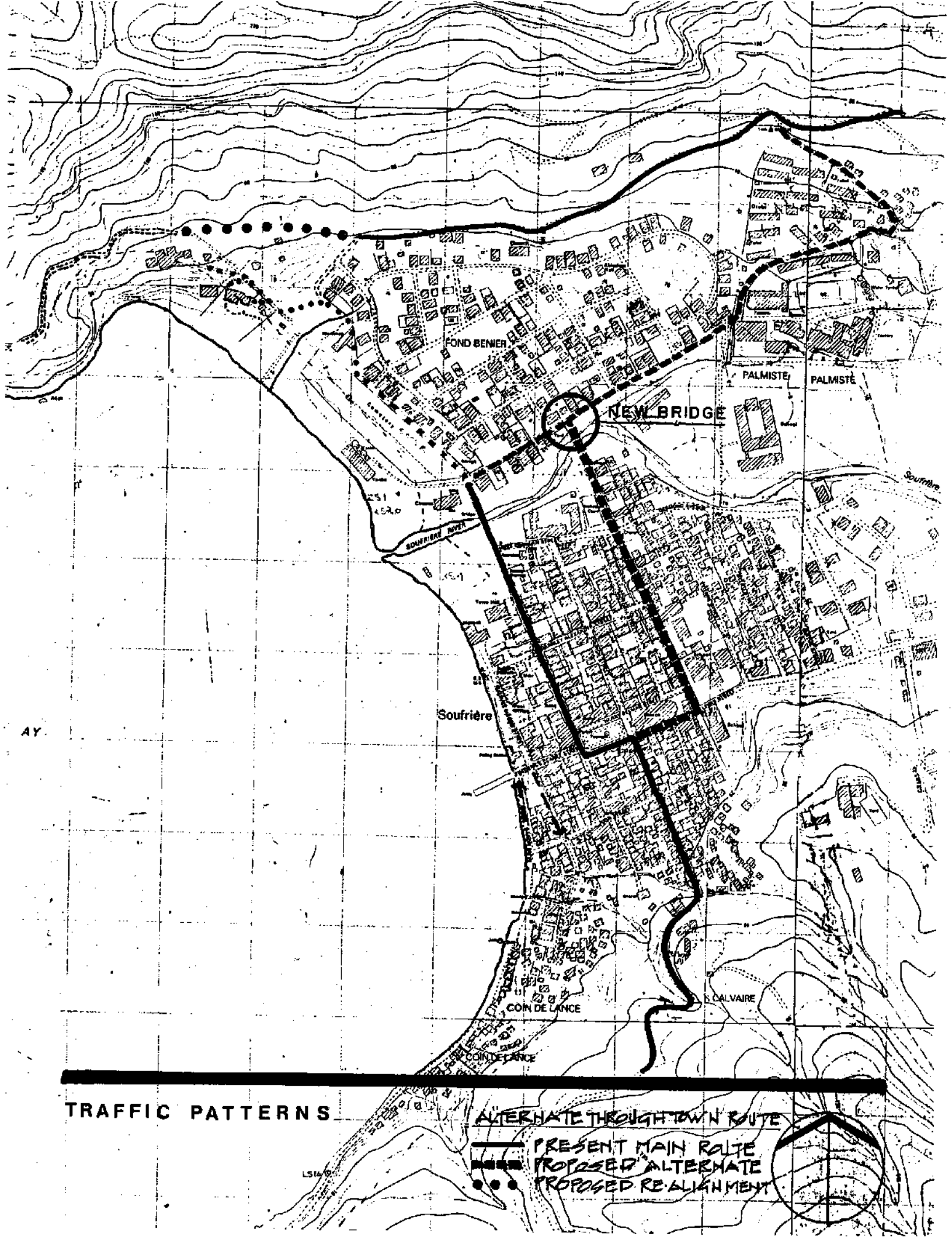
DRAINAGE PATTERN

- Eliminate drainage and inconvenience of periodic flooding in several areas.
- Provide adequate standards of drainage over the lands proposed for waterfront tourist development.

D

MALGRETOUTE ACCESS

- Improve access to Malgretoute Beach.
- Public safety at Coin de Lance.
- Provide tourist hotel site for development.
- Improve land access to Piton National Park.



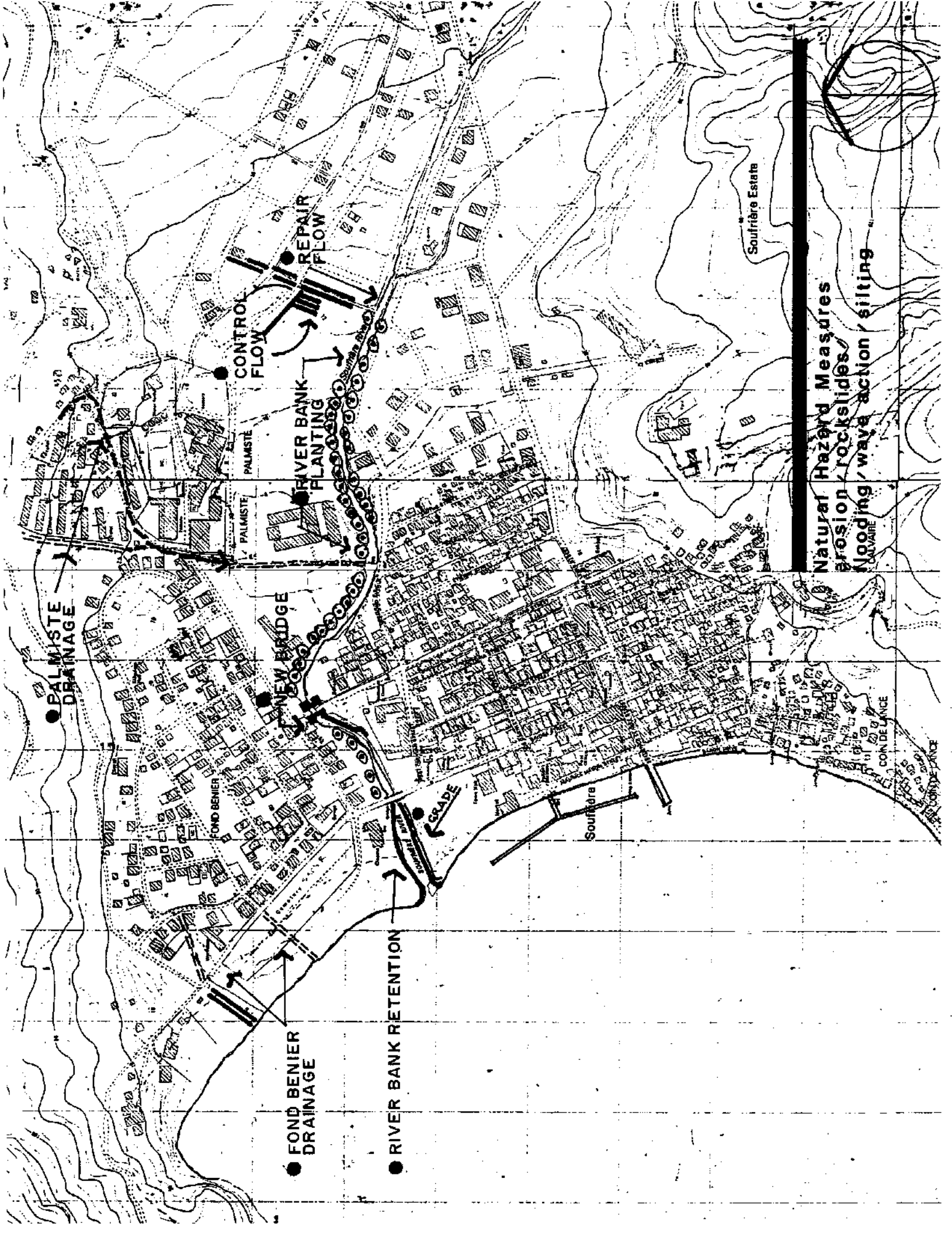
TRAFFIC PATTERNS

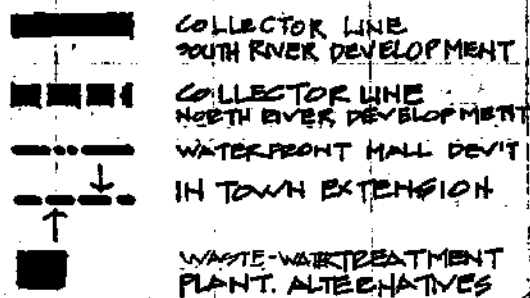
ALTERNATE THROUGH-TOWN ROUTE

PRESSENT MAIN ROUTE

PROPOSED ALTERNATE

PROPOSED REALIGNMENT





GENESIS OF SEWAGE SYSTEM

NOTES

- NECESSITY OF SYSTEM FOR LONG TERM GROWTH - TOURISM
- ADVANTAGES TO STARTING IN NEW DEVELOPMENT AREA
- SUITABLE LOCATION OF TREATMENT PLANT - PRIORITY

- Accumulation of debris.

- Ponding.

D

MALGRETOUTE ACCESS

- Too close to residences along Coin de Lance.
- Constricted in width.
- Unpaved road.
- Depreciation of vehicles due to rough road.
- Uncomfortable, unsafe road access.

E.

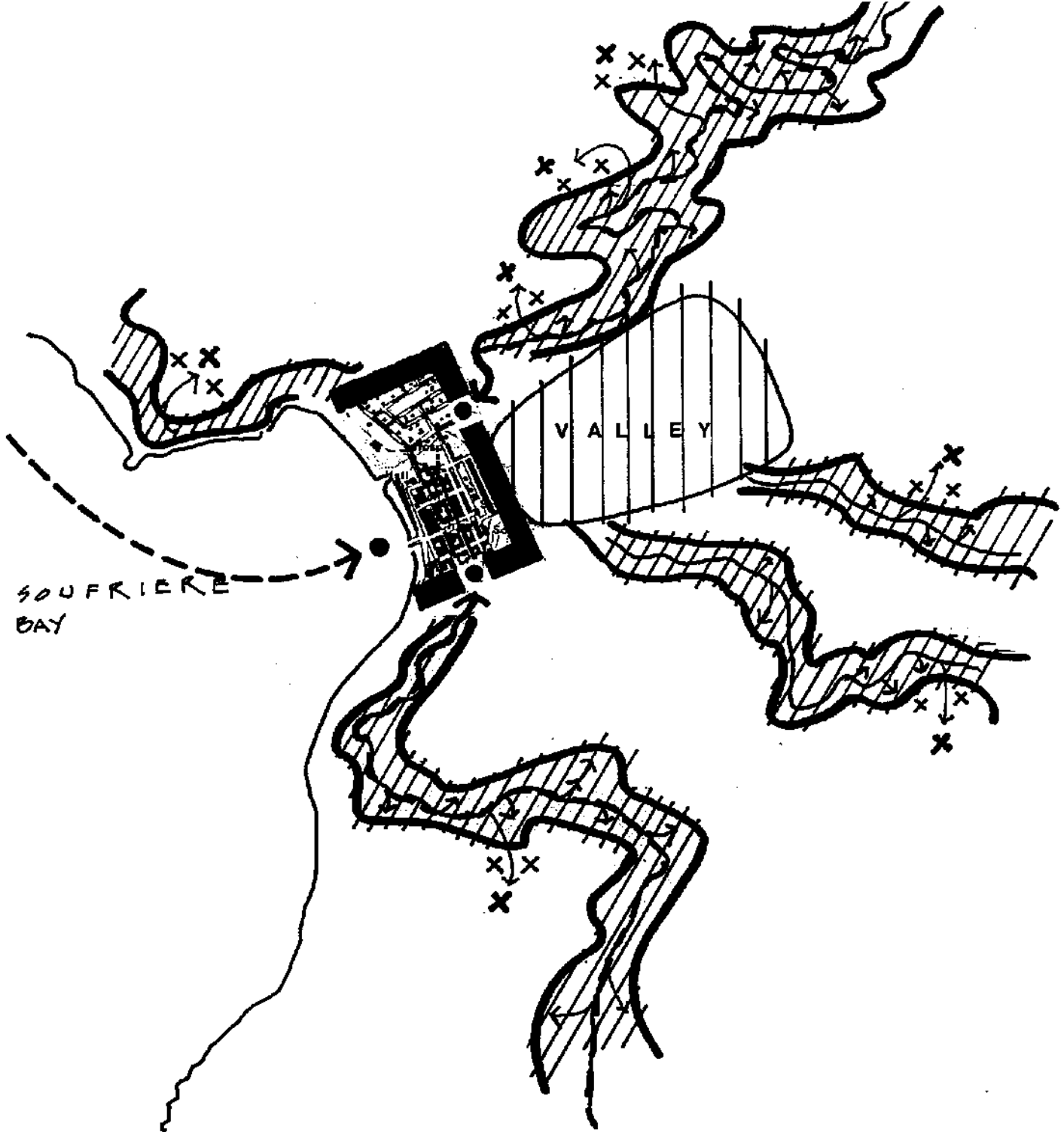
WASTE WATER MANAGEMENT.




- Street gutters provide disposal of some waste water at houses that do not have inside plumbing.
- High sanitation standards will increase the tourists' image of Soufriere.
- At this time sanitary standards equivalent to North American Standards are only partially available.
- In dwellings with plumbing wastewater is handled by septic tanks and septic fields.
- As economic growth increases the land for septic tanks will be more valuable for residential and tourism application.
- With growth of density and population: health standards suggest an advanced sewage system with sewer distribution to community sized treatment facilities.

F

FERRY SERVICE

- Current water access to Soufriere Waterfront provides a limited access for private boats and tour ships.
- Marina ferry proposals under construction increase capacity for water transport.

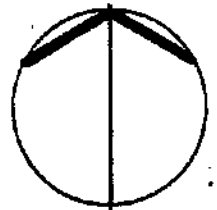


- • GATEWAYS TO SOUFRIERE
-  • TRADITIONAL ROADSIDE DEVELOPMENT OPTIONS - land, family
-  • CHOICES FOR UPWARD MOBILE - style, privacy
-  • VALLEY LAND - agriculture, recreation

RESIDENTIAL DISPERSION

DEVELOPMENT OPTIONS

- PRIVATE OWNERSHIP
- PRIVATE LEASE
- PRIVATE RENTAL
- CO-OP OWNERSHIP
- INDIVIDUAL RESIDENCES
- SMALL SCALE CONDOMINIUM
- SMALL INVESTMENT PACKAGES
- INCENTIVES - ZONING
- PUBLIC FINANCING



6.12.3 PROJECT DESCRIPTION

A

TRAFFIC PATTERN

- Design and pave entry road at Palmiste.
- Widen and pave road along north side of Soufriere River to New Bridge.
- Build bridge over river along the alignment of Boulevard Street.

B

ROAD REALIGNMENT

- By redirecting the existing road to an even gradient to the north of the government land adjacent to the east side of the Hummingbird Restaurant.

C

DRAINAGE PATTERN

- Repair of drainage chutes at Palmiste. Reconstruction of drainage chutes to north of school site. Drainage trench at north end of Bay.

D

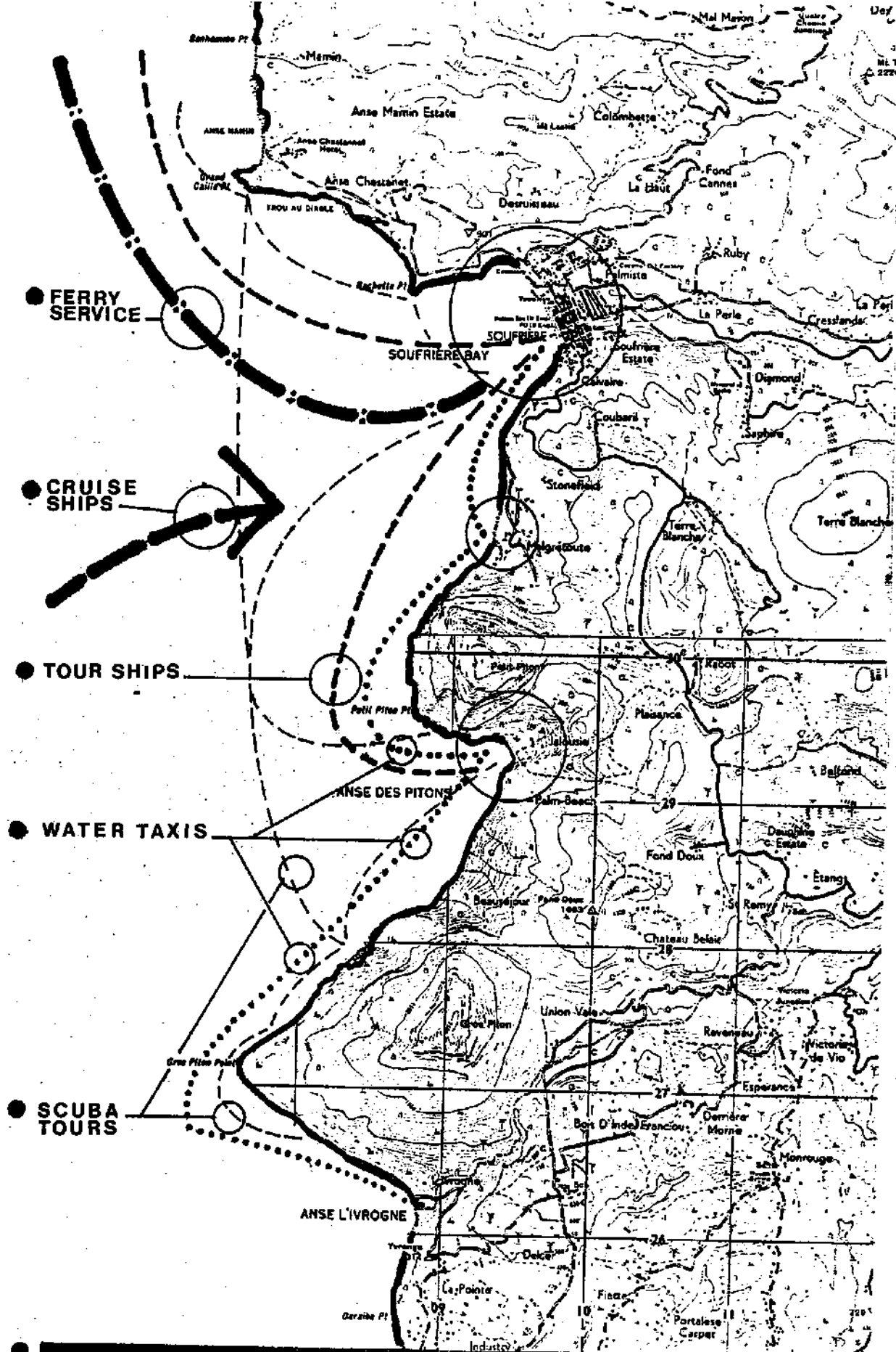
MALGRETOUTE ACCESS

- Establish road allowance
- Include strip boulevard 6 ft. wide in front of resident housing.
- Widen road
- Pave surface.

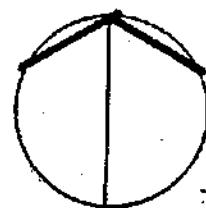
E

WASTEWATER MANAGEMENT

- First Phase. Main trunk located along Waterfront Mall and along Baron Drive to Coin de Lance and treatment.



REGION OF SOUFRIERE
regional planning / sea access



6.12.4 COST ESTIMATES

A. TRAFFIC PATTERN

- ROAD A - \$ EC to be determined

- ROAD B - \$ EC to be determined

- BRIDGE - \$ EC to be determined

B. ROAD REALIGNMENT

- GRADING - \$ EC to be determined

- PAVING - \$ EC to be determined

C. DRAINAGE PATTERN

- PALMISTE - \$ EC to be determined

- BEACH - \$ EC to be determined

D. MALGRETOU ACCESS

- WIDENING/COIN DE LANCE - \$ EC to be determined

- PAVING - \$ EC to be determined

E. WASTEWATER MANAGEMENT

- FIRST PHASE / WATER FRONT - \$ EC to be determined

- SECOND PHASE / TOWN CONNECTIONS - \$ EC to be determined

- THIRD PHASE / NORTHERN EXTENSION, FOND BERNIER AND WATER FRONT - \$ EC to be determined

F. FERRY SERVICE

- PRIVATE INVESTMENT - to be determined

- GOV'T INCENTIVES - to be determined

The major capital costs to government (marina and jetty) of marina access to Soufriere have already been allotted. Construction in progress will be completed in 1989. At that time, the establishment of Ferry Service to Castries, will bring major advantages to Soufriere and support the tourism economy.

6.12.5 EXECUTING AGENCIES

A. TRAFFIC PATTERN

- Public Works
- Soufriere Development Programme (SDP)
- Transportation & Roads

B. ROAD REALIGNMENT

- Parks
- Public Works
- Road & transportation

- SDP

C. DRAINAGE

- Public Works

- SDP

D. MALGRETOUTE ACCESS

- Public Works
- Road & Transportation
- SDP

E. WASTEWATER MANAGEMENT

- Public Works
- Roads & Transportation
- SDP

F. FERRY SERVICE

- Public Works
- Roads & Transportation
- SDP

6.12.6 TIME FRAMING/IMPLEMENTATION

A. TRAFFIC PATTERN

- important to ease up congestion in Soufriere and Improves access from Castries
- dependant on road alignment construction (B below)

• 1989 - 1990

B. ROAD ALIGNMENT

- dependant on traffic pattern change in A
- timing to coincide with A, above

• 1989 -1990

C. DRAINAGE PATTERN

- Palmiste and beach drainage to be established before work on Soufriere
- Beach Park and Palmiste Project Proposal (6.9)

D. MALGRETOUTE ACCESS

- widen Baron Drive at Coin de Lance to proceed before Coin de Lance residential extension - 1989

- pave road prior to construction of Hotel site at Malgretoute. - 1991

E. WASTE WATER MANAGERMENTS

- FIRST PHASE trunk line and treatment facilities phase of the Waterfront Mall project proposal (with paving)
- SECOND PHASE to be coincident to Coin de Lance residential extension & improvements, including road allowance widening at Baron Drive
- THIRD PHASE to coincide with development of the Hotels to the South and North of the Soufriere River

F. FERRY SERVICE

- The goal to supply scheduled Ferry Service from Castries at the opening of the Jetty at the Waterfront requires immediate attention to attract a public or private sponsor.

6.12.7 TECHNICAL COOPERATION

A. TRAFFIC PATTERN

- Public Works
- Transportation
- SDP

B. ROAD REALIGNMENT

- Public Works
- Transportation
- SDP

C. DRAINAGE PATTERN

- Public Works
- SDP

D. MALGRETOUTE ACCESS

- Public Works
- Transportation
- SDP

E. WASTEWATER MANAGEMENT

- Public Works
- Transportation
- SDP

F. FERRY SERVICE

- Transportation
- SDP

PROJECT PHASING/TIME IMPLEMENTATION - 1 OF 2

NUMBER	PROJECT	PHASE	LOCATION	++ ZONING	PLANNING	DESIGN	SUPERVISION AND CONSTRUCTION	COST ESTIMATE EC\$	* EXECUTING AGENCIES
6.1	Piton National Park	1 2 3	1	P P P	1988	1989 1991 1994	-1989 -1991 -1994	OAS OAS OAS	A,E,F,H A,E,F,H A
6.2	Rachette Point Marine Park	1	2	P	1987	1988	-1989	\$24,000	A,B,C,F
6.2	Solid Waste Management	2 3	-	-	1989 1991	-	-1989 -1994	\$61,750 \$111,000	B,F B
6.3	Soufriere Park System	Beach. River. Town Square	3 4 5	P P P	1988 1989 1989	1989 1990 1989	-1990 -1992 -1990	\$30,000 - \$150,000	A,F A,F A,B,F
6.4	Marina/Jetty		6	TC	1987	1988	-1989	\$1,600,000	B,F
6.5	Waterfront Mall		7	TC	1988	1989	-1990	\$701,000	A,B,D,F
6.6	Vendors Market	1 2 3	8	TC TC TC	1988 1988 1989	1989 1989 1990	-1989 -1990 -1992	\$75,000 \$35,000 \$75,000	B,C,F,P B,C,F,P B,C,F,P
6.7	Hotel/ Commercial at Waterfront	1 2 3	9 10 11	T T T	1989 1991 1993	1989 1991 1993	-1990 -1992 -1993	\$8.9 MILLION - -	B,D,F,G B,D,F,G B,F,G

AREA ACTION PLAN FOR SOUFRIERE ST. LUCIA

SECTION SEVEN CONCLUSIONS

7.1

UNIQUE WEST INDIAN TOURIST DEVELOPMENT

7.1.1 NEED FOR TOURISM

- The basis of economic development in Soufriere is linked with the growth of Tourism.
- No other resources or economic activities are available which can bring in valuable foreign exchange.
- Along with opportunities for employment and local investment potential, physical restoration and planned growth will raise the standards of living and resident convenience and health.
- The economic development proposals in the OAS Soufriere Tourism Development Plan of 1984 focus on the maximizing of the tourism economic potential.

7.1.2 NEW CONCEPT IN WEST INDIAN TOURISM

- Many choices are open to the modern tourist.
- The West Indies has well developed the lure for its sun and warmth and atmosphere.
- To offer this large market a new concept in West Indies tourist accommodation will be to ensure the future security and economic advancement of Soufriere.
- The Soufriere Tourism Development Programme is an unprecedented concept: to rejuvenate a Historical Town in a magnificent landscape for

marketing to sunseekers is an innovative and an attractive new twist to the West Indies experience for the international Tourist. From a conceptual point of view it is a guaranteed success.

7.1.3 SUITABILITY OF CONCEPT FOR DEVELOPMENT OF SOUFRIERE

Soufriere has an identity and range of facilities to suit the Regional planning and Project Proposals comprising the elements of this unique concept:

- Beautiful and Extravagant natural setting: the Land and Sea including the astounding giant geography of the two Pitons
- The ease of access from the sea to attract tourist flow
- The comfort and enjoyment of Seaside Accommodation and Events
- Extensive undeveloped waterfront land
- a unique historical Townscape

7.1.4 SOUFRIERE WATERFRONT

The Waterfront of Soufriere Bay is a central feature in the physical development framework aimed at a satisfactory growth in tourism.

- The five districts along the Waterfront described in this section play a vital role, mainly in the provision of tourist facilities in Soufriere itself. This is especially crucial as so little of these facilities exist within Soufriere at this time.
- The economic growth projections contained in the OAS Soufriere Tourism Development Plan place a demand for urban lands largely on Waterfront of Soufriere.
- The recommendations and detailed descriptions of project proposals in the ACTION PLAN FOR SOUFRIERE provide a basis for control of land development growth.
- The attractive quality of Soufriere's waterfront: as townscape with its dramatic natural surroundings when viewed from the sea; as experience - the physical/sensual (sea breezes, sunshine, water, sea view, sunset) the strong sense of place. (note that tourism and waterfronts are traditionally as linked as are international trade and ports - examples such as Pireas, Marseilles and the Riviera abound).

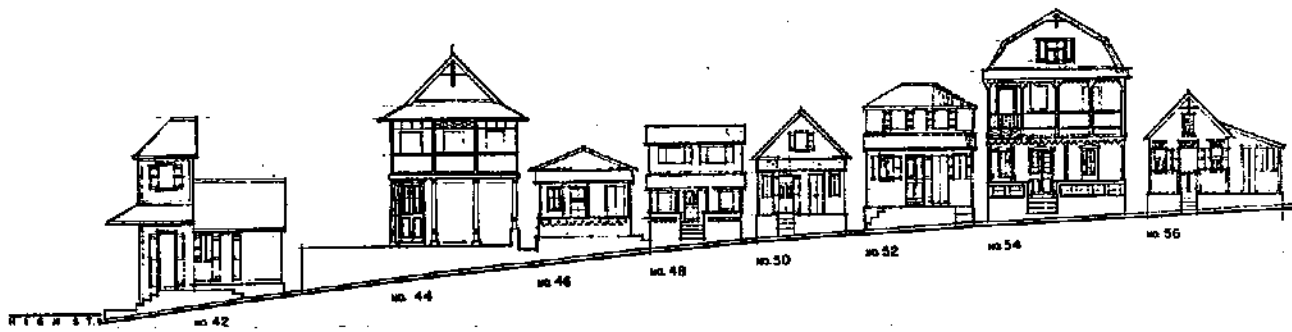


FIG. THIRTY SEVEN - EAST SIDE OF UPPERMOST BRIDGE STREET

7.2.3 DESIGN STANDARDS FOR NEW TOURIST DEVELOPMENT

- Maintain variety and range of scale and building relationships.
- Create cool sheltered space for shopping.
- Create quiet, private spaces for hotel accommodation in West Indian style of cross ventilation and smaller scale spatial relationships.
- Fire safety requires non-combustable construction.
- Circulation on pathways, convenient with variety and pleasant landscaping with adequate atmospheric lighting.

7.2.4 DEVELOPMENT CONTROL REGULATIONS

- Site specific development control regulations.
- Respond to unique town morphology and climatic conditions.
- Develop site specific controls into design of building form, access, services and circulation.
- Include traditional design element options.

7.2.5 AESTHETICS

- Variety of shape and size.
- Bright colours.
- Traditional gingerbread decoration and fretwork.
- Variety of spaces and spatial surprises between buildings.
- Added elements /landscaping/lighting/signage/event kiosks.

7.2.6 IMPACT OF BUILDING BOOM

- Stress on resident comfort as construction proceeds.
- Need for organized contractors.
- Increased need for transportation of materials and supplies.
- Conflicts and inefficiencies of construction.

7.2.7 PROJECT MANAGEMENT / SOUFRIERE DEVELOPMENT PROGRAMME

- Reduce conflicts and inefficiencies of construction activities through technical, management and design services through Soufriere Development Programme.
- Set up a steering committee for the Soufriere Tourism Development Programme to coordinate work with governmental departments, Soufriere Development Programme and sponsoring agencies.
- Provide leadership and control to guide project development.

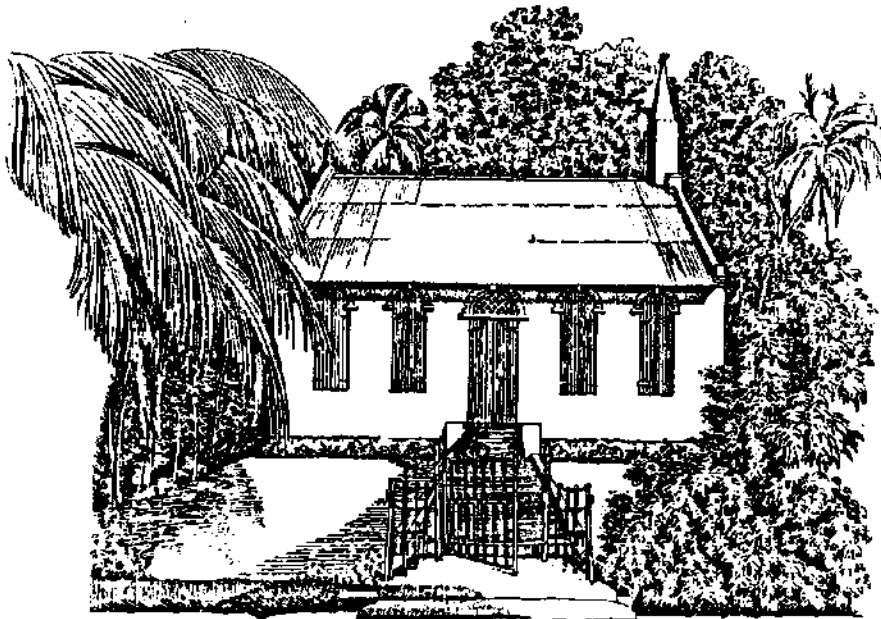


FIG. THIRTY EIGHT - OLDEST ANGLICAN CHURCH IN ST. LUCIA

7.3

CONCEPT OF REGIONAL PLANNING FOR SOUFRIERE TOURISM DEVELOPMENT

Gros Piton and Petit Piton, the world famous gateway to St. Lucia's magnificent splendours, share with Soufriere an irrevocable symbiotic relationship which will serve as the catalyst for the Caribbean's first socially acceptable, environmentally sound, and economically beneficial tourism development:

The Pitons National Park of St. Lucia a Caribbean Heritage site of International Importance, is the principal recreational attraction which will create the powerful marketing force necessary to unleash the unique potential in Soufriere for the establishment of independent, locally owned tourism related businesses and facilities, thereby maximizing the economic benefits for the Soufriere region.

AREA ACTION PLAN FOR SOUFRIERE ST. LUCIA

PREPARED BY

NICK PETER TROOBITSKOFF

FRANK ALFRED HAMILTON

PLANNERS AND ARCHITECTS

