



# SAINT LUCIA

## NATIONAL VISION PLAN

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PROJECT #3333

## PURPOSE & APPROACH

The government of Saint Lucia has commissioned the creation of a developmental road map for the future development of the island. The Saint Lucia National Vision Plan is a framework through which the entire island can share in a common vision, positioning Saint Lucia at the economic and social heart of the Windward Islands.

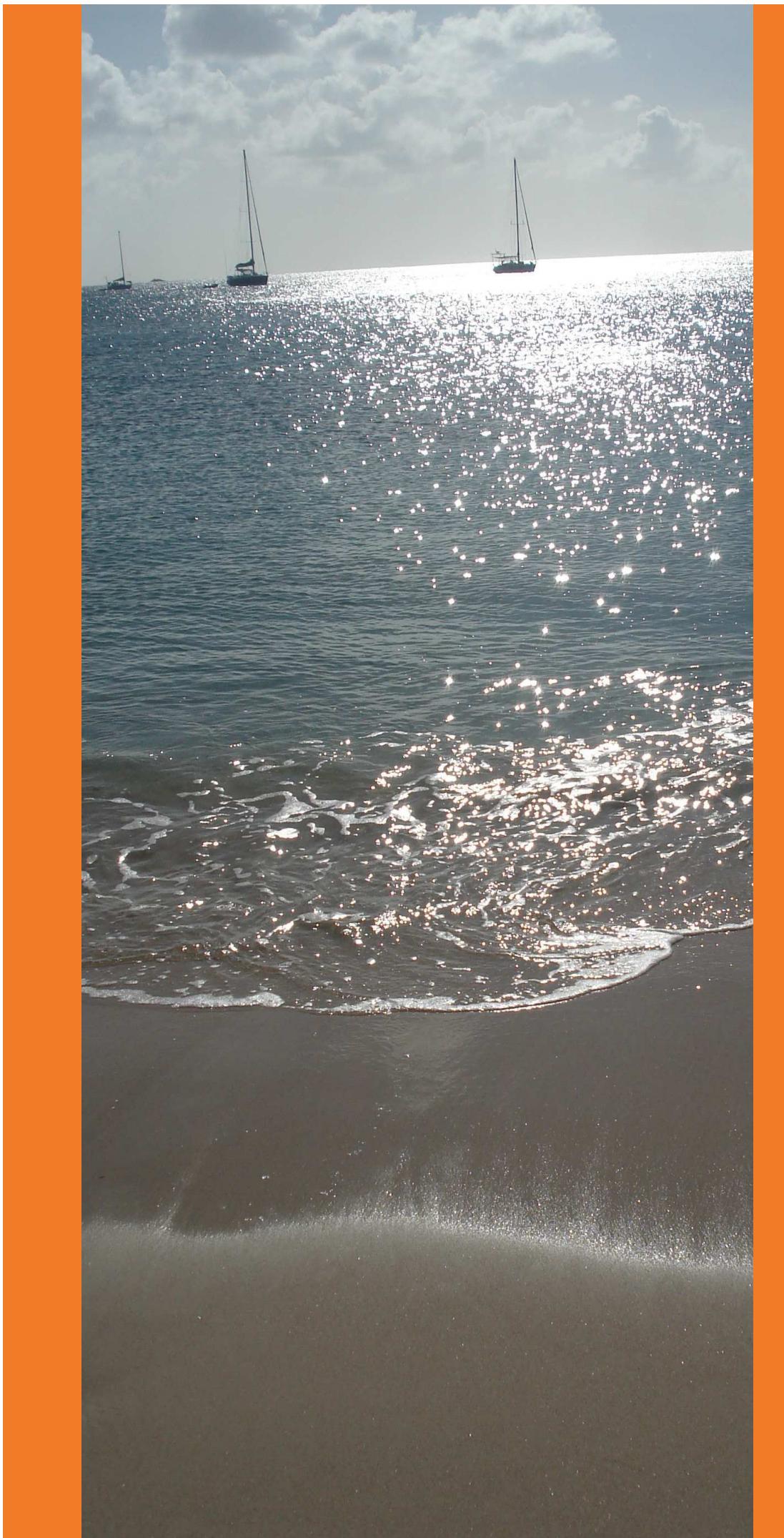
The Saint Lucia National Vision Plan provides a broad overview of Saint Lucia and the development issues it faces. It contains both first-hand information and observations gathered during many trips, interviews, and workshops. The first-hand information and observations involved participants representing all segments of Saint Lucia's population. The document also includes a compilation of existing reports and plans undertaken by government agencies and developers.

The creation of the Vision Plan will serve as a framework for development, providing the tool by which all governmental and non-governmental agencies can identify and develop individual projects within a national Vision Plan.

The Vision Plan presents a two pronged, but related, approach to the economic growth of Saint Lucia. The Vision Plan first builds on the government's 'Live local – work local' initiative and ensures that future investment is spread throughout the island – providing benefits to local communities – not only in the creation of local jobs, but also through the circulation of wealth at the local level.

Secondly, by encouraging tourism development at a regional level, the pressures experienced by the existing development of the North-West Quadrant would be relieved, the pattern of workforce migration that has been experienced over the past few years would be reduced, and additional business opportunities within the regions would be created.

The final Vision Plan will be fully integrated and sustainable, supported and endorsed by the government. The Plan will ensure that development can move forward, in a controlled manner, for the overall betterment of the island nation of Saint Lucia.



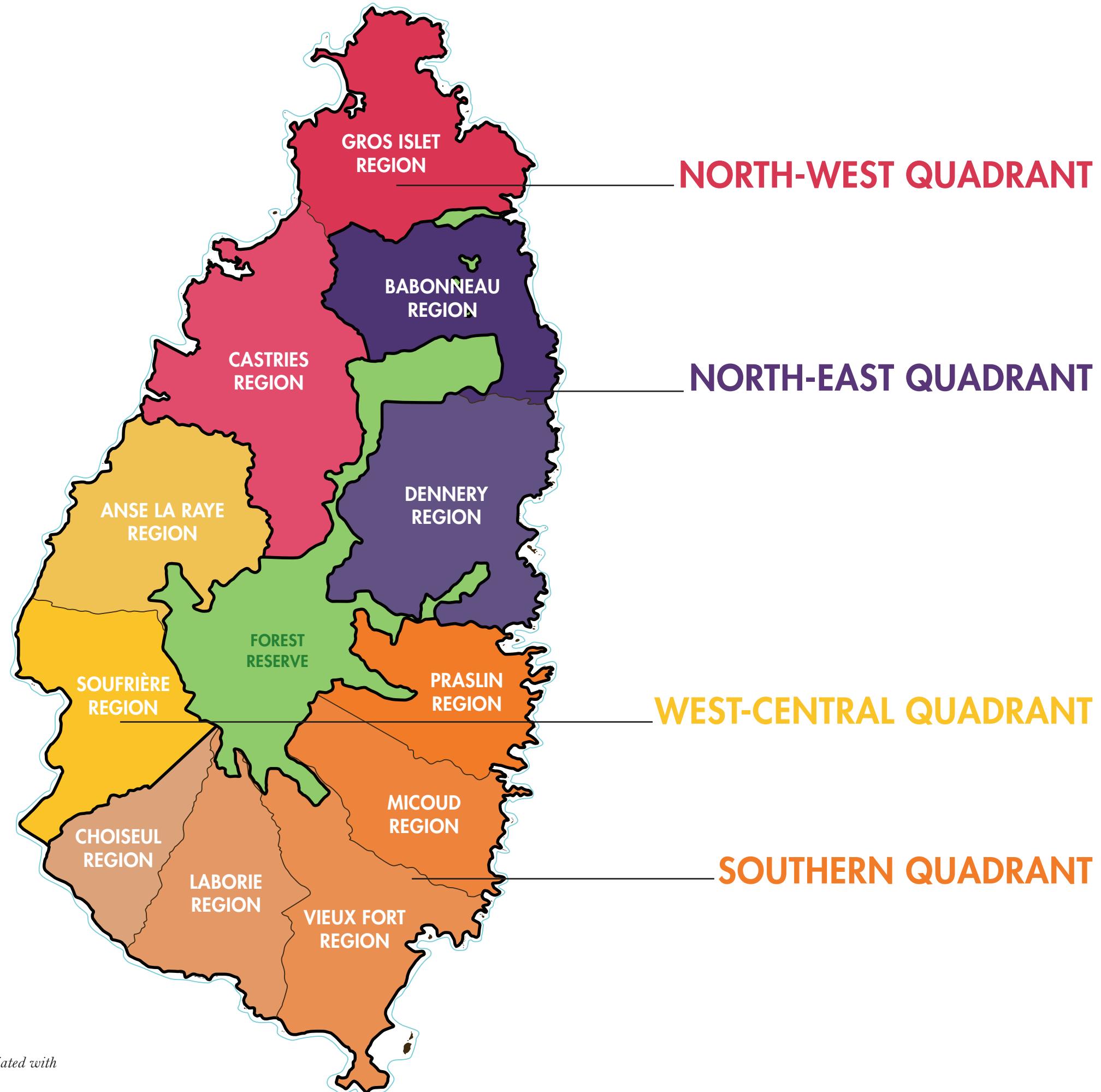
## SAINT LUCIA QUADRANT AND REGIONAL BOUNDARY DIAGRAM: 4 QUADRANTS, 11 REGIONS

In order to create a meaningful approach to the regional division of the island, IDEA merged three maps provided by government agencies for the purpose of this report. The maps used were: the Quadrant Map, the Quarter Map, and Parliamentary District Map.

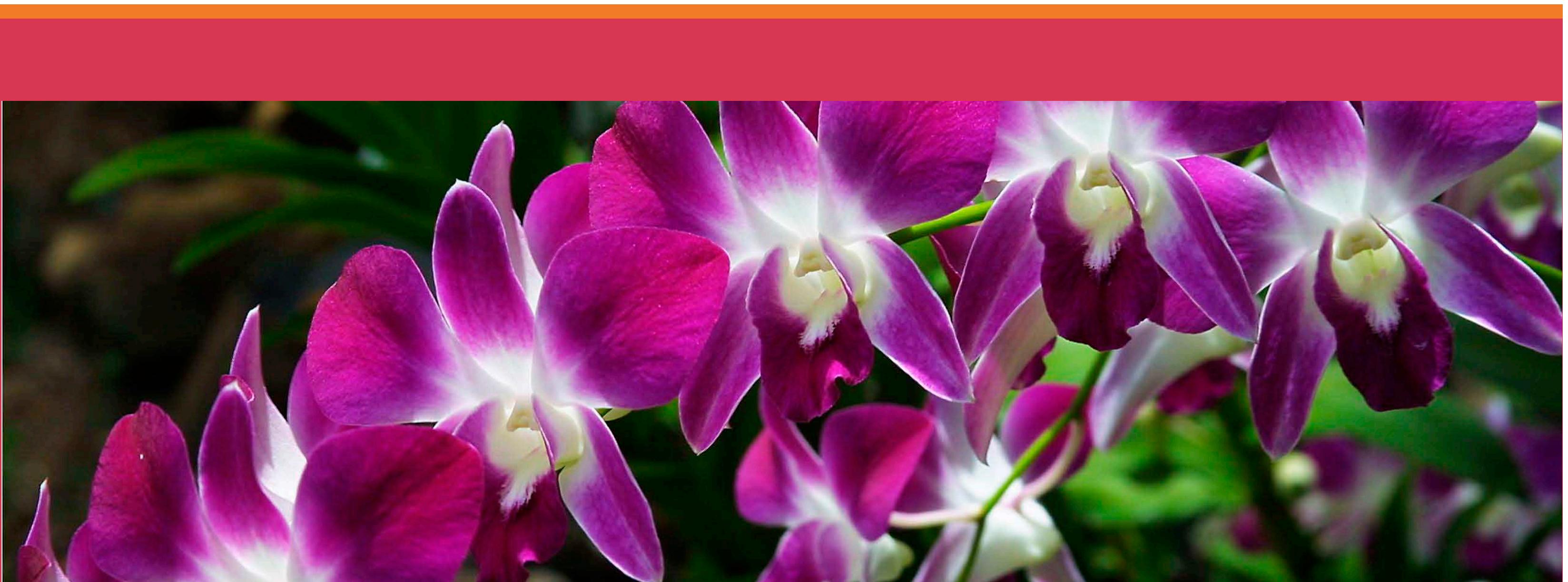
- The National Vision Plan begins with the work presented in 2007 that was established by the Quadrant Economic Development Plan.
- This Vision Plan presents a nation-wide development vision based on the current boundaries, as described in this document.

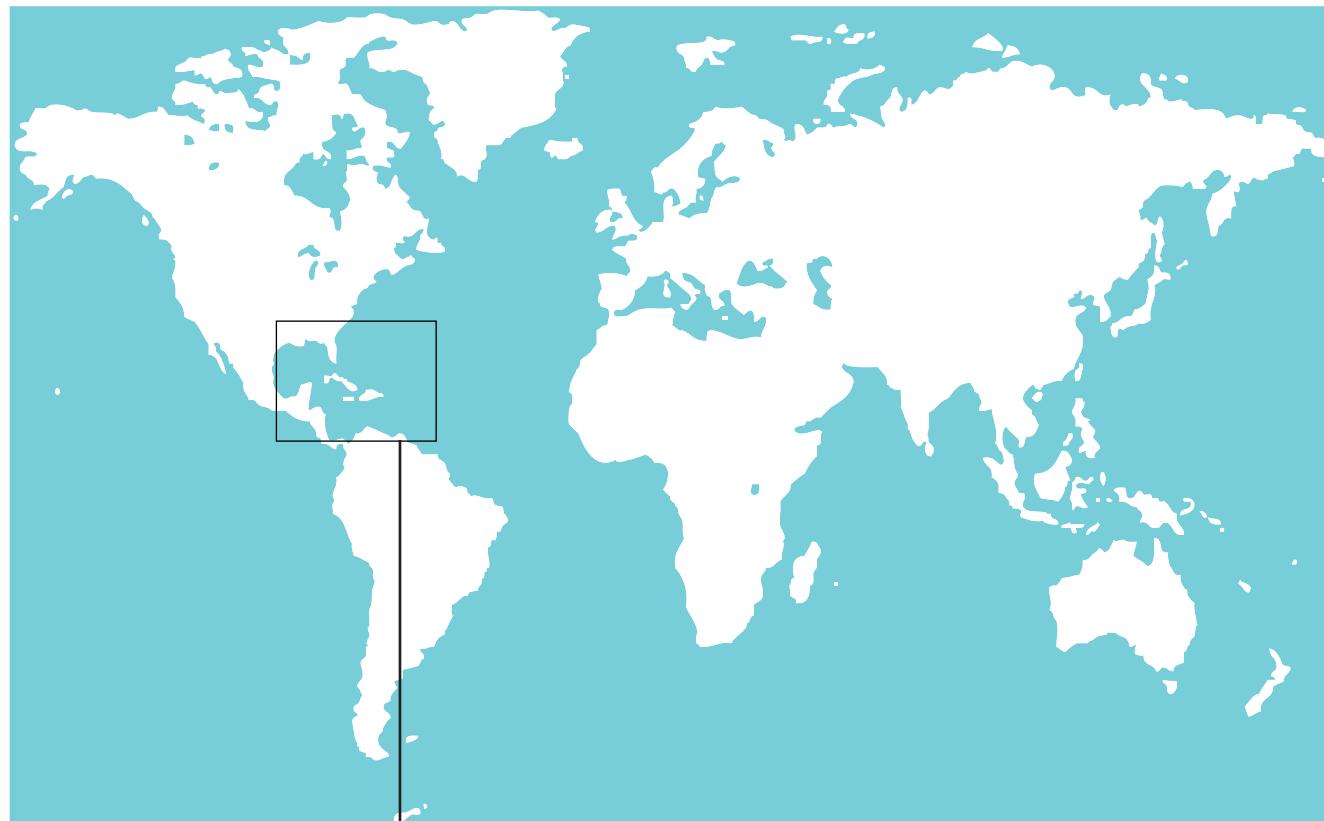
It should be noted that boundaries presented in this document may be adjusted, based on any subsequent discussions/recommendations of government agencies.

<b>NORTH-EAST QUADRANT</b>
• Babonneau Region (which includes Grande Anse)
• Dennery Region
<b>SOUTHERN QUADRANT</b>
• Praslin Region
• Micoud Region
• Vieux Fort Region
• Laborie Region
• Choiseul Region
<b>WEST-CENTRAL QUADRANT</b>
• Soufrière Region
• Anse la Raye Region (which included Canaries)
<b>NORTH-WEST QUADRANT</b>
• Castries Region
• Gros Islet Region



# ISLAND BACKGROUND





## THE CARIBBEAN

### LOCATION

#### THE CARIBBEAN

For centuries, the brilliant blue waters, verdant landscape, and breathtaking beaches of the Caribbean islands have attracted visitors from around the world who are eager to experience its unique natural wonders. The Caribbean, or West Indies as it is also called, is located southeast of North America, east of Central America, and to the north and west of South America. Situated on the Caribbean Plate, the Caribbean features over 7,000 islands, caves, and reefs that offer a diverse and compelling geography.

Lush rainforests, towering mountains, white sand beaches, multi-hued blue waters, populated with sugar cane and banana plantations, quaint villages of West Indian architecture, luxurious resorts and private homes, exciting nightlife, yacht-filled harbours, and a rich native heritage combine to create a paradise unlike any other. Since 2003 alone, the number of guests visiting the Caribbean has increased by almost 20%. It seems everyone wants to experience the beauty, charm, and mystery that can only be found in the Caribbean.

## SAINT LUCIA

WINDWARD ISLANDS  
WEST INDIES

#### COUNTRY PROFILE:

Official Name: Saint Lucia

Amerindian Name: Hewanorra (there where the iguana is found).

ISO Country Code: LC

Capital City: Castries (pop. 65,000)

Other Cities: Micoud, Gros-Islet; Vieux Fort; Soufrière.

Government: Westminster-style parliamentary democracy.

Independence: 22 February 1979 (from UK).

Constitution: 1979.

#### GEOGRAPHY

Location: Caribbean, an island between the Caribbean Sea and North Atlantic Ocean, north of the islands of Saint Vincent and the Grenadines and south of Martinique.

Area: 620 sq km (239 sq mi).

Terrain: Mountainous; highest point: Mount Gimie 950 m.

Climate: Tropical; dry season from January to April, rainy season from May to August.

Nationality: Saint Lucian(s); (Lushuns).

Population: 170,000 (2007)

Ethnic groups: African descent 90%, mixed 6%, East Indian 3%, European 0.8%.

Languages: English (official); a French patois is common throughout the country.

Literacy: 85%

Natural resources: Forests, sandy beaches, minerals (pumice), mineral springs.

Agriculture products: Bananas, coconuts, vegetables, citrus, root crops, cocoa.

Industries: Clothing, assembly of electronic components, beverages, corrugated cardboard boxes, tourism, lime processing, coconut processing.

Exports partners: UK 41.4%, USA 16.5%, Brazil 11.6%, Barbados 5.8%, Antigua and Barbuda 4.6%, Dominica 4.5% (2004).

Imports partners: USA 27.8%, Trinidad and Tobago 20.4%, UK 8%, Venezuela 7.6%, Finland 7% (2004).

Currency: East Caribbean Dollar (XCD).

Source: <http://www.nationsonline.org>

## SAINT LUCIA

Saint Lucia lies between  $60^{\circ}$  and  $61^{\circ}$  degrees West longitude and  $13^{\circ}$  and  $14^{\circ}$  degrees North latitude and is renowned for its safe and strategically located harbours. Approximately 1,300 miles southeast of Florida, and north of Barbados, between Martinique and St. Vincent, Saint Lucia is part of the Windward Island chain, a southern group of islands in the Lesser Antilles in the West Indies. This lush, 239-square mile tropical island of approximately 170,000 people is twenty-seven miles long, fourteen miles wide, and boasts a tropical climate cooled by constant trade winds, with an average annual temperature of 80 degrees. Rainfall is plentiful, averaging 60 inches annually in the coastal Quadrants, and 160 inches each year in the rainforests.

A rich and varied topography includes the world-famous 2,000 foot-high twin Pitons, designated a World Heritage Site, and Mt. Gimie, the highest point on Saint Lucia at 3,117 feet. Saint Lucia is also home to the Sulpher Springs said to be the world's only drive-in volcanic crater, located in Soufrière. The rich natural rainforest blankets ten percent of the island and is filled with ferns, bamboo, and wildlife, including the rare Saint Lucian Green Parrot, also called "Jacquot," – an endangered species with the ability to camouflage itself in the natural vegetation. Iguanas, Anolis (tree lizards), and ground lizards, including one of the world's rarest lizards, the Saint Lucia Whiptail, make their homes in this rich and diverse environmental wonderland.

## A STRATEGIC LOCATION

Boasting a varied and protected coastline along the Atlantic Ocean and Caribbean Sea, Saint Lucia is home to some of the Caribbean's most attractive, strategic, and safe harbours. Early colonial powers considered Saint Lucia's Castries Harbour such a prime, strategic, and important location that the island changed hands between the French and the British fourteen times. Saint Lucia's nickname, "Helen of the West Indies," derives from her comparison to the mythical Greek figure Helen of Troy, whose beauty rallied an entire navy.



**SAINT LUCIA**

# CARIBBEAN CRUISE PORTS AND AIRPORTS

## A GROWING CRUISE INDUSTRY

With the introduction, by 2012, of thirty-six new cruise ships currently under construction, adding an extra 77,000 passenger capacity, the cruise industry is set for explosive worldwide growth. These new ships represent a \$22 billion investment, and will not only increase the world's fleet by twenty percent, but will also introduce a new class of ships – the Genesis class – the largest ships to date, accommodating 6,300 guests per ship. This remarkable growth in the world's cruise fleet will create an unprecedented demand for new berths – the Caribbean, long the largest and most important cruise market, will need to rapidly expand port and tourism capacity.

## HOMEPORTING OPPORTUNITY

The cruise industry has traditionally viewed the Caribbean in terms of the Eastern and Western theatres of operation. This view is about to change with the further division, by latitude, into the Northern and Southern theatres of operation. With 19 ships currently homeporting in Barbados, there is little extra expansion possible there. Therefore, Saint Lucia is in a unique position to step in and immediately benefit from this opportunity.

The Hewanorra International Airport at Vieux Fort is planning to add a new cruise terminal, which would create the ideal homeport. With this expansion, Saint Lucia will not only be able to feed the Southern Caribbean cruise itineraries, but will also play a key role in the island's tourism expansion into the South America market.



## SLASPA STATS

### PORT CASTRIES STATISTICS (2006-2007)

CRUISE SHIPS (TOTAL VESSELS INTERNATIONAL 2006):	228
CONTAINER SHIPS (TOTAL VESSELS 2006):	231
CRUISE SHIPS (TOTAL VESSELS REGIONAL 2007):	199
CRUISE SHIPS (TOTAL VESSELS INTERNATIONAL 2007):	260
CONTAINER SHIPS (TOTAL VESSELS 2007):	271

### FERRY CALLS AND PASSENGER ARRIVAL STATISTICS (2006-2007)

TOTAL CALLS (2006):	288
PASSENGERS (2006):	40,464
TOTAL CALLS (2007):	183
TOTAL PASSENGERS (2007):	29,742

### CRUISE CALLS AND PASSENGER ARRIVAL STATISTICS (2006-2007)

TOTAL CALLS (2006):	267
INTRANIT PASSENGERS (2006):	359,573
PASSENGERS LANDED (2006):	670
TOTAL CALLS (2007):	260
INTRANIT PASSENGERS (2007):	519,595
PASSENGERS LANDED (2007):	323

### YACHT THRUPUT AT RODNEY BAY MARINA (2006-2007)

TOTAL YACHTS (2006):	4,420
TOTAL PERSONS (2006):	26,146
TOTAL YACHTS (2007):	3,535
TOTAL PERSONS (2007):	20,053

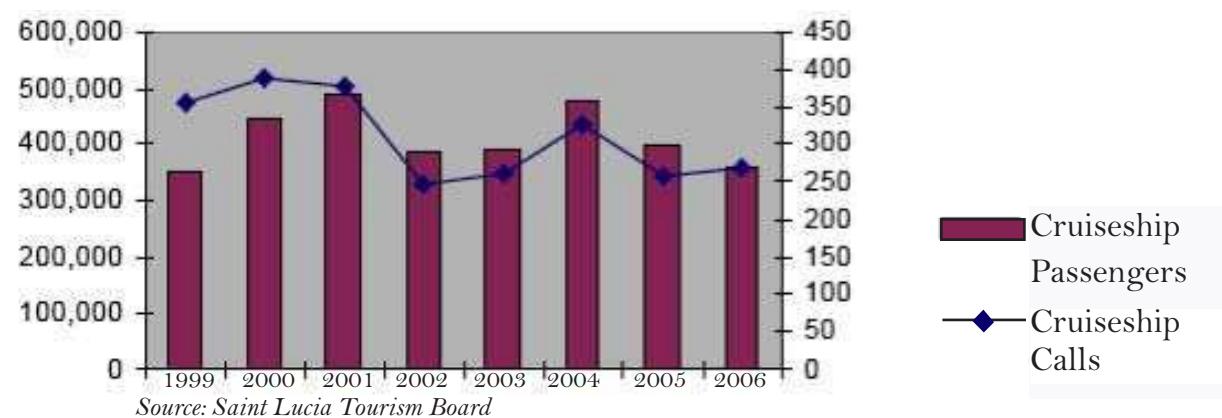
### PORT VIEUX FORT STATISTICS (2006-2007)

CRUISE SHIPS (TOTAL VESSELS REGIONAL 2006):	4
CRUISE SHIPS (TOTAL VESSELS INTERNATIONAL 2006):	0
CONTAINER SHIPS (TOTAL VESSELS 2006):	128
CRUISE SHIPS (TOTAL VESSELS REGIONAL 2007):	9
CRUISE SHIPS (TOTAL VESSELS INTERNATIONAL 2007):	0
CONTAINER SHIPS (TOTAL VESSELS 2007):	149

### GEORGE F.L. CHARLES AIRPORT PASSENGER TRAFFIC 2007

PASSENGERS EMBARKED (TOTAL 2007):	144,064
PASSENGERS DISEMBARKED (TOTAL 2007):	137,165
PASSENGERS INTRANSIT (TOTAL 2007):	33,597
TOTAL PASSENGERS HANDLED (2006 TOTAL):	475,237
TOTAL PASSENGERS HANDLED (2007 TOTAL):	314,826

### SAINT LUCIA CRUISE PASSENGER (CRUISE CALL) ARRIVAL - 1999 TO 2006



### TOTAL PASSENGER TRAFFIC 2007 HEWANORRA & GEORGE F.L. CHARLES AIRPORT

PASSENGERS EMBARKED (TOTAL 2007):	329,814
PASSENGERS DISEMBARKED (TOTAL 2007):	326,928
INTRANIT PASSENGERS (TOTAL 2007):	50,232
TOTAL PASSENGERS HANDLED (2006):	917,332
TOTAL PASSENGERS HANDLED (2007):	706,974

Source: SLASPA

## SAINT LUCIA TODAY

“Simply Beautiful,” is more than just a trademark for the spectacular island nation of Saint Lucia, it’s a way of life in a captivating world where French, British, and African cultures blossom in a bouquet of sights, sounds, smells, exotic adventures, spectacular waterfalls, towering mountains, award-winning cuisine, luxury resort living, and breathtaking scenery. The warm welcome of the people of Saint Lucia is just one more reason guests return again and again.

The colonial motto “statio haud maleficia carinis” – a safe anchorage for ships, is as true today as it was hundreds of years ago. Home to one of the Caribbean’s largest, most secure and strategic harbours, Saint Lucia welcomes giant cruise ships, small vessels, and luxury yachts. In 2007, 923,339 guests visited Saint Lucia, including 610,345 cruise guests, 25,587 yacht visitors, and 287,407 overnight guests. Vigie Creek (near GFL Charles Airport) and Castries City are the harbour’s two main anchorages.

A magnet for cruise ships, boaters, and vacationers in search of a taste of paradise, Saint Lucia is a resort destination that boasts plenty to do... or if guests prefer, nothing to do at all – or “liming,” as the Caribbean’s like to call it. Exciting excursions beckon with explorations of volcanic mountains, pirate ship tours, hikes in spectacular rainforests, strolls through botanical gardens, sailing on ice blue waters, and romantic walks along sun-kissed beaches. Guests may choose to stroll along the busy streets alive with colorful shops, jewelry stores, galleries, outdoor markets, and open-air cafes.

Much of Saint Lucia’s charm stems from its multicultural roots. British ancestry instated English as the official language and influenced the government, the education system, and the laws – even driving on the left side of the road. French influences abound and can be experienced in the beauty of richly coloured paintings, the energy of Mardi Gras-style celebrations, lively musical expression, and the popular native Kwéyòl.

From intimate boutique hotels and guest houses, to luxury resort hotels and spas, Saint Lucia offers a wide selection of accommodations to please even the most discerning traveler.

### WEDDING CAPITAL

With 3,469 marriages in 2006, Saint Lucia is the number one preferred destination for weddings, surpassing Las Vegas as the “wedding capital of the world,” according to an American Express Travel Survey. The exclusive, luxury resort of Ladera, rated the number one resort destination in the Caribbean, is the perfect getaway for romantic couples and honeymooners alike.

### FESTIVALS AND SPECIAL EVENTS ALL YEAR LONG

Visitors flock to Saint Lucia’s many popular, world-famous festivals. The Saint Lucia Jazz Festival, a world-renowned music festival celebrated island-wide, is held night and day for ten consecutive days each May. “Carnival,” a colourful, annual street festival celebrated with music, food, and entertainment, is now held in June each year, appealing to guests and generating incremental summer visitation. From Independence Day, International Earth Day, the Dennery Fish Festival and the Market Feast, to the International Tennis Federation Tournament, Sir Vivian Richards Golf Tournament, and the 2007 International Cricket World Cup, there’s always something new to see, do, discover, and experience in Saint Lucia.

### GOLF

Golf is one of the most popular leisure activities for visitors of the island. Located on the lush green hills of Cap Estates on the northern tip of the island, the Saint Lucia Golf Resort & Country Club opened in 2001 and features a par 71 course overlooking the Caribbean Sea and the Atlantic Ocean. Seasonal golf tournaments, including the Desmond Skeete Memorial Tournament, the Vivian Richards Golf Tournament, and the Saint Lucia Golf Open, attract the world’s top golfers.

### CRICKET

To the people of Saint Lucia, cricket is more than a game, it’s a passion. The entire island comes to a standstill when international cricket matches are played. Built to host international competitions and revive interest in the sport, the Beausejour Cricket Ground, a world-class facility, hosted the 2007 International Cricket World Cup, which was the first time the tournament had ever come to the Caribbean.

### WORLDS TO EXPLORE

Saint Lucia is home to the World Heritage Site of the two Pitons, massive volcanic mountains that tower above the island nation. Sulphur Springs, the world’s only drive-in volcano, features volcanic mud and steam that shoots fifty feet into the air. One of Saint Lucia’s most magnificent waterfalls, historic Diamond Falls, within a mile of Soufrière, also features underwater hot springs, plunge pools, historic baths, and an old sugar mill.

### YACHTING

Yachting remains one of the most economically-significant activities on the island. The growth of the yachting sector has initiated an island-wide interest in the expansion and enhancement of Saint Lucia’s marina facilities. Rodney Bay, Marigot Bay, and Vigie Creek (Vielle Ville Bay/Ganters Bay) are some of the popular anchorages in Saint Lucia, providing a variety of amenities including customs and immigration offices, repair and replenishment services, fuel, electricity and water, and showers and restroom access. These anchorages are also close to a hardware store, restaurants, bars, markets, Internet cafes, shopping, banks, and laundry facilities.

For the last 16 years, Saint Lucia has been home to The Atlantic Rally for Cruisers, the world’s largest transoceanic race. This exciting event starts at end of November in Las Palmas in the Canary Islands and ends in mid December in Rodney Bay. The marina at Rodney Bay accommodates the participants and over 200 boats and crew members during the winter season.

### FUTURE DEVELOPMENT

According to Maria Fowell, Saint Lucia’s Director of Tourism, niche markets, such as soft adventure and yachting, are two areas that offer great opportunity for development. “Promotional opportunities, including Internet and e-mail programs are not yet fully realized,” explains Mrs. Fowell, “We need to update our functions and the way of promoting the island. I would like to see a Tourist Board that is proactive, that responds to the demands of the new consumer.” With Saint Lucia’s natural environment, eco-tourism can easily be provided. Saint Lucia’s trend towards an up-market demographic will provide for a higher level of service to match consumer demand.



Reference Imagery

# SAINT LUCIA ECONOMIC BREAKDOWN

## TOURISM

Tourism is a major force of economic activity within Saint Lucia's economy. With cruise tourist arrivals steadily increasing (up 69.7% in 2007), there is an even greater potential for growth in the industry, particularly as the tourism infrastructure continues to expand. Furthermore, visitor expenditure continues to rise, as does the number of stay-over guests in Saint Lucia. As a result, the current outlook for the future of Saint Lucia's tourism industry remains positive, with hotel occupancy rates climbing and certain source markets, such as the United Kingdom and Canada, showing promising growth. Tourism and service form a critical component of Saint Lucia's labor force, with a significant amount of the population employed in these fields. Within the tourism industry in Saint Lucia, yachting remains one of the most economically-significant activities on the island.

With the explosive growth in visitor arrivals to Saint Lucia over recent years, tourism has rapidly become the key to the economic growth of the country. This document presents a vision for Saint Lucia that will steer future tourism developments both in terms of quality and sustainability on a national and local level.

## AGRICULTURE

As access to credit and the business acumen of farmers continues to experience rapid growth, the agricultural industry in Saint Lucia will play an increasingly important role in the nation's economy. While the banana, one of the island's chief agricultural exports, has experienced a steady decline in recent years, agricultural diversification still shows great promise for the local economy. The agricultural activity of Saint Lucia, like much of the Caribbean, can be greatly affected by the unpredictable weather of the tropics. Hurricanes and tropical storms can have an enormous impact on seasonal crop yields – often to the detriment of farmers. Non-traditional crops and fisheries are presently undergoing marked growth, an increase that is expected to rise as newer technologies and facilities become available.

The rich fertile areas of Saint Lucia are the key to the implementation of a successful agricultural sustainability program that has the potential through diversification to ensure an independence of food supply.

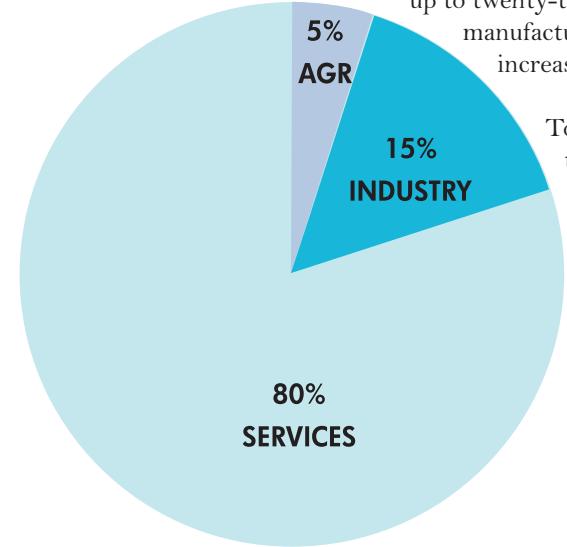
## MANUFACTURING

Manufacturing plays a key role in Saint Lucia's local economy. Manufacturing output is currently dominated by food and beverage products, with the remaining shares going to electrical, paper, and metal products. Electrical products, currently manufactured in Saint Lucia are primarily exported to the U.S. market. However, the export of paper products and bananas tends to fluctuate as chief agricultural product. Rubber, wood, and copra (the dried meat, or kernel, of the coconut) manufacturing is also slowly growing – most recently forming up to twenty-two percent of Saint Lucia's manufactured goods. As the demand for locally manufactured products increases, the demand for employment in this sector becomes increasingly important.

To ensure the future success of all aspects of economic growth, manufacturing on the island must become focused on clean industries, thus avoiding any negative impact on the quality of life of the local population and tourism market.

*Copy Source: Saint Lucia's 2007 Economic and Social Report*

*Statistics Source: CIA World Factbook*



## AGRICULTURE

- Bananas
- Coconut
- Sugar
- Cocoa
- Fruits, herbs, and vegetables
- Tree crops
- Horticulture
- Livestock

## INDUSTRY

- Cargo operations
- Manufacturing

## SERVICES

- Cruise
- Airports
- Marinas
- Hotels/Resorts
- Excursions
- Retail
- Food and Beverage

## QUADRANT ECONOMICS

Quadrant economics represents a framework within which the spatial character of the local economic systems may be leveraged. By identifying the factors governing the distribution of economic activity over the individual Quadrants, these factors can be manipulated to create specific policy for each area.

The traditional concentration of tourism in Gros Islet and Soufrière region has become a self-perpetuating engine for growth within Saint Lucia, to the detriment of other areas, not only with much inward investment concentrated in the area, but also with the effect on population growth and movement.

It is widely recognised that current concentration of tourism into limited areas needs to be spread through all Quadrants, using tourism as a catalyst for growth on the local level. Care must be taken in the implementation of any Quadrant economic policy to avoid conflict with other regions, which could be detrimental to the national economy. The focus on generative Quadrant growth rather than competitive Quadrant growth would ensure that gains in each region may promote national prosperity rather than threaten it.



## SAINT LUCIA 2008 CALENDAR

### JANUARY

New Year's Day Celebrations: 1  
New Year's Holiday Celebrations: 2  
Novel Laureate Week: 20-28

### FEBRUARY

Independence Day: 22  
Independence International Food Fair, Agricultural and Trade Show: 24  
International Senior Cricket Festival: 28

### MARCH

Good Friday: 21  
Easter Sunday: 23  
Easter Monday: 24

### APRIL

International Cricket: 15  
Sir Vivian Richards Golf Tournament: 15

### MAY

Labour Day: 1  
Saint Lucia Jazz Festival: 2-11  
Whit Monday: 12  
Corpus Christi: 22

### JUNE

Official Carnival Launch: 8

### JULY

Carnival Parade of Bands: 21

### AUGUST

Emancipation Day: 1  
Coca Cola Junior Tennis Tournament: TBA  
Cricket School Boys Festival: TBA  
Rose Festival: August 30

### SEPTEMBER

Saint Lucia Bill Fishing Tournament: TBA

### OCTOBER

Kwéyòl Heritage Month  
Thanksgiving Day: 2  
Volleyball Invitational: 10-14  
The Marguerite Festival: 17  
Jounen Kwéyòl Entenasyonnal (Int'l Kwéyòl Day)\*: 28  
Helen of the West Netball Club Festival: TBA  
Food and Rum Festival: 30 - Nov. 2

### NOVEMBER

All Saints Day: 1  
All Souls Day: 2  
St. Cecilia's Day: 22  
Atlantic Rally for Cruisers (ARC): TBA  
Showtime in Paradise: TBA

### DECEMBER

Festival of Lights: 12  
National day: 13  
Christmas Day: 25  
Christmas Holiday-Boxing Day: 26  
Heineken Kalalu Music Festival: TBA

# NATIONAL TOURISM POLICY

MINISTRY OF TOURISM, GOVERNMENT OF SAINT LUCIA

OCTOBER 2003

SUMMARY & NOTES

The Ministry of Tourism, the Saint Lucia Tourist Board (SLTB), and the Saint Lucia Hotel & Tourism Association (SLHTA), with initial financial support from the Office of Private Sector Relations (OPSR), have embarked on an initiative geared towards the formulation of a comprehensive policy to guide future growth and sustainable development of Saint Lucia's tourism industry.

**In order to achieve the desired business, social, and cultural results needed to build and promote a healthy economy, key steps will be needed to facilitate coordinated action by the public and private sectors within a Vision Plan for sustainable tourism planning and development.**

Joining these efforts are the Tourism Advisory Council and Cabinet Committee on Tourism. The Government will retain its Cabinet Committee on Tourism, consisting of Ministers with responsibilities for Tourism, Agriculture, Planning, Communications, Works and Transport, Social Transformation, and the Attorney General. Tourism partners will work with the Ministry of Physical Development on the matter of land-use policies for appropriate tourism development.

## SAINT LUCIA TOURISM INDUSTRY

Tourism plays a dramatic and compelling role in the health of Saint Lucia's economy. **The tourism sector is expected to account for nearly 19% of the employment in the Caribbean - or one in every six jobs.** Sixty percent of the total foreign exchange earnings of Saint Lucia come from the tourism industry, with tourism generating 10% of the Government's income revenues. In 2001, overall visitor arrivals increased by 3.2% from 2000, with the major growth impetus coming from cruise arrivals, which increased by 11.1% over 2000.

## RESEARCH

Surveys show that Saint Lucia's natural and cultural base is one of the key drivers of tourist visitation to the island. **The strength of Saint Lucia's multicultural dynamic and spectacular geography, including Port Castries, are the key differentiators between Saint Lucia and competitive destinations.** These features are complemented by a solid infrastructure that includes modern roads, telecommunications, power, water, waste management, airport facilities with air links to major cities. Additional market intelligence will provide the roadmap to eliminating barriers to tourism growth.

## STRATEGIC PLAN

The Government seeks to achieve a balanced development of the industry in terms of its range, character, location, and the categories of vacation products offered. A variety of land and water-based tourism facilities will continue to be encouraged, including hotels, guest houses, cruise tourism, yacht marinas, high-end specialty restaurants, tourism-related recreational facilities, sports venues, and entertainment facilities, including themed parks and gaming facilities.

**The economic benefits of tourism must positively impact the communities to the greatest possible extent.** To this end, initiatives will include expanding local participation, job creation, local investment, facility upgrade, expansion, diversification of tourism infrastructure and production base, linkage between tourism, agriculture and other sectors of the economy, creation of a positive and unique brand identity, improved public perception of the tourism industry, and participation in Caribbean wide and international initiatives.

## VISION

"OUR VISION IS THAT SAINT LUCIA BE RECOGNISED INTERNATIONALLY AS HAVING UNIQUE COMPETITIVE AND HIGH QUALITY PRODUCTS THAT MEET THE EXPECTATIONS OF VISITORS WHO WILL BE SUSTAINED BY A WELL-TRAINED AND CUSTOMER-FOCUSED WORKFORCE AND WHERE THE BENEFITS GENERATED BY TOURISM ARE WIDELY SHARED."

## TOURISM INFRASTRUCTURE AND SERVICE

Upgrading the quality of the tourism infrastructure and related services will include improved services at hospitals, banks and ports, an additional 2000 hotel rooms by 2008, creation of a Hospitality Training School, aggressive PR campaign to position Saint Lucia as a "safe harbour," and continued government support of SLASPA efforts to establish Port Castries as a homeport for cruise ships. Additional efforts will include identification of potential investors in the yachting sub-sector, marketing high value added goods and services, improved quantity, quality, and reliability of agricultural products demanded by the tourism industry, and niche tourism efforts to create authentic guest experiences, including heritage tourism, sports tourism, adventure tourism, and cultural tourism. The diversification effort will aim to build on the success of the Saint Lucia Jazz Festival in reducing and/or eliminating seasonal fluctuations in arrivals.

Other improvement options to support the national effort include the modernization of the airport and seaport, increased security, open skies policy, greater functional cooperation among Quadrantal airlines, and the adoption of a common policy and regulations framework governing cruise tourism.

## MARKETING AND PROMOTION

**Improved marketing and promotional efforts will be critical in creating an image of Saint Lucia as a distinctive, safe, and desirable country to visit both as a destination in its own right and in combination with visits to neighboring countries.** The image will build on Saint Lucia's natural and cultural assets. International marketing efforts will improve performance in traditional markets like North America, the United Kingdom, and Germany, and will allow development of new source markets through independent and joint efforts with other Caribbean Countries, especially in the development of multi-destination arrangements.

## OVERSIGHT

The Bureau of Standards, Saint Lucia Hotel and Tourism Associations, and other stakeholders will introduce and monitor appropriate standards, guidelines, and classification systems for the tourism sector to include accommodations, tourist transportation, tours and attractions, water-craft, and vending activities.

In the interest of costeffectiveness, the Partners agree to continue to work within the Vision Plan of the SLHTA/SLTB Joint Marketing Committee. The Government, working through SLASPA, will continue to make the necessary improvements to the George F.L. Charles Airport and Hewanorra International Airport respectively to accommodate local and international traffic. Every effort will be made to increase the number of weekday landings at Hewanorra International Airport.

**The Partners fully embrace the principles and the broad developmental objectives of ongoing efforts and establishing an OECS Economic Union and the CARICOM Single Market & Economy (CSME).**

The Partners will continue to participate in the work programmes of the OECS Director of Tourism; the Caribbean Tourism Organisation (CTO), and the Association of Caribbean States (ACS) in so far as these programmes add benefits to the national effort.

*Information above summarizes the Saint Lucia's National Tourism Policy of 2003, Ministry of Tourism, Goverment of St. Lucia.*

# SAINT LUCIA TOURISM STRATEGY & ACTION PLAN

MINISTRY OF TOURISM, GOVERNMENT OF SAINT LUCIA

AUGUST 2005

SUMMARY & NOTES

Today, tourism is Saint Lucia's primary economic driver. In 2004, Conde Nast readers voted Saint Lucia as the fourth best island destination in the world; tourism that year hit a record high, generating over \$879 million East Caribbean Dollars in visitor expenditures. Saint Lucia's present tourism strategy rests heavily on marketing the island as a "beautiful and romantic boutique destination, geared towards the "high-end" travel consumer". The island's "Simply Beautiful" brand has remained a consistent element of marketing campaigns, most of which have taken the form of print advertising geared towards wedding and honeymoon demographics. The brand, which focuses extensively on Saint Lucia's natural and cultural assets, has extended to include a more "family-friendly" image within U.K. markets. The Saint Lucia Tourism Board's advertising strategy has also expanded to include extensive internet-based marketing, which is speculated to have greatly contributed to rising awareness of the island as a travel destination.

The Ministry of Tourism's current overall strategy for enhancing the island's current offerings, to ensure Saint Lucia is a well-recognized and established Caribbean destination, includes diversifying amenities and accommodations for visitors. At present, much of Saint Lucia's hotel and resort industry is limited to all-inclusive destinations; the Ministry of Tourism has suggested greater measures be taken to create greater diversity in overnight accommodations, to avoid the pitfalls of being branded simply an "all-inclusive destination." Furthermore, linking the tourism sector to other industries such as agriculture and manufacturing has been suggested as one manner of increasing overall economic benefits to every sector of Saint Lucia's economy.

The Ministry of Tourism has identified the importance of establishing tourism as a significant economic priority, while also working to improve the public's perception of tourism and its potential for Saint Lucia's future. A great deal of focus within Saint Lucia's Tourism Strategy has been placed on marketing the distinctive qualities of the island, particularly against the fierce competition inherent within the Caribbean market. Creating an original and compelling image of Saint Lucia, a recognisable brand identity firmly linked to the island, is at the forefront of future plans and developments for the tourism sector.

## 2007 STATISTICS

**MARRIAGES:** 2,815

**BED-NIGHTS:** 2,122,679

**STAY OVER GUESTS:** 287,407

**CRUISE GUESTS:** 610,345

**YACHT GUESTS:** 25,587

**TOTAL GUESTS:** 923,339

## 2007 TOURIST ARRIVALS BY MARKETS

**USA:** 113,433

**UK:** 79,180

**CARIBBEAN:** 59,047

**CANADA:** 18,640

**REST OF EUROPE:** 4,414

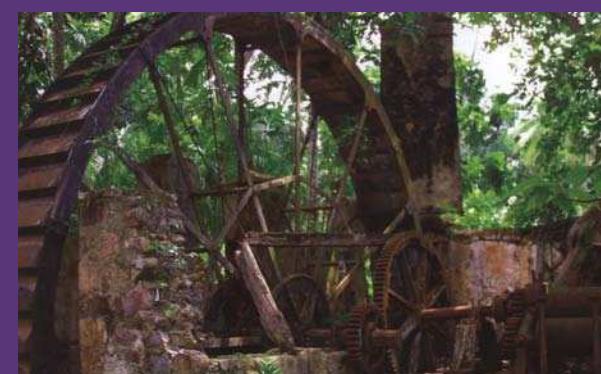
**GERMANY:** 1,592

**FRANCE:** 3,642

**REST OF WORLD:** 7,459

**TOTAL GUESTS:** 287,407

Statistics Source: Saint Lucia Tourist Arrivals January-December 2007. Saint Lucia Tourism Board



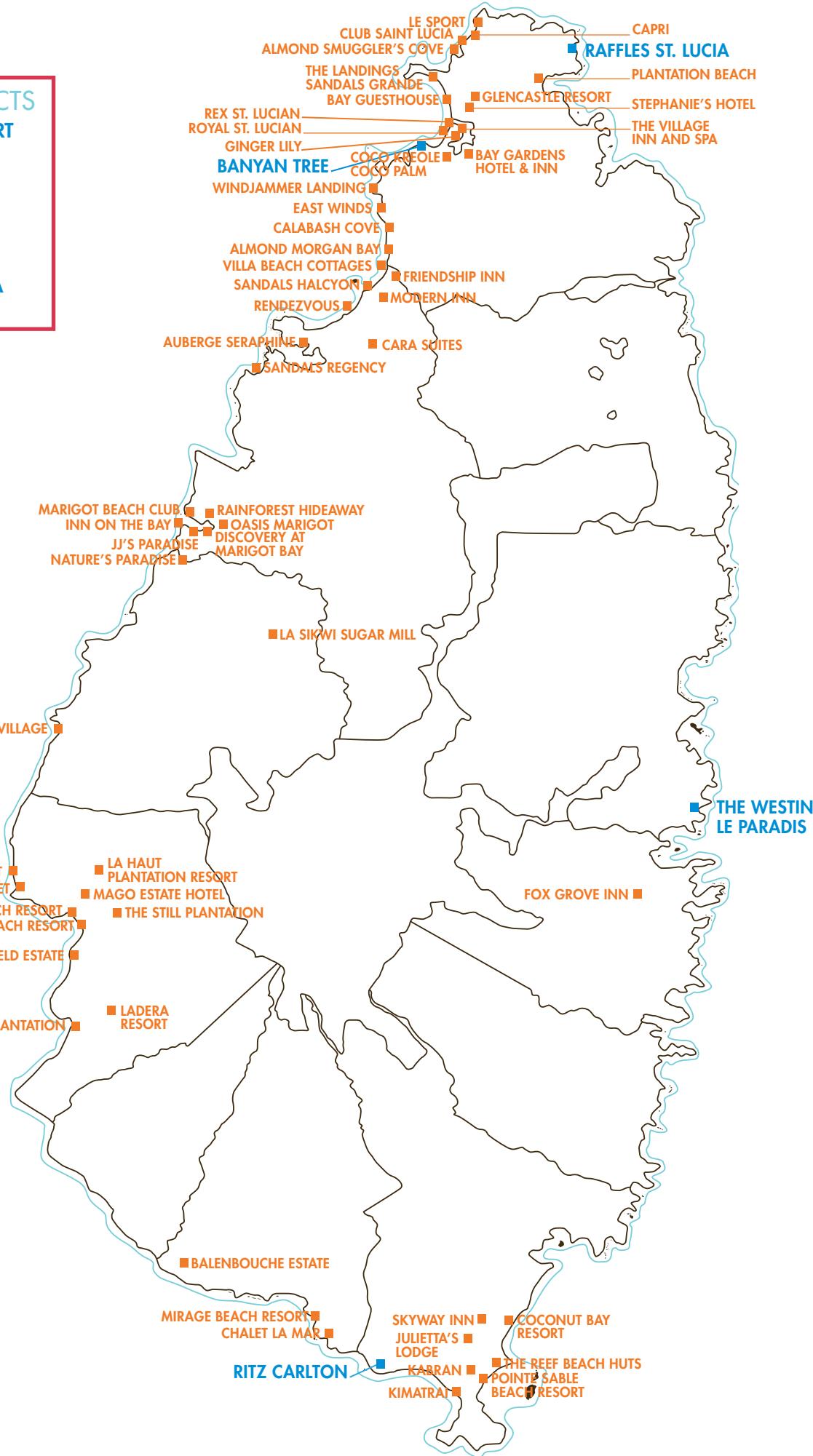
Reference Imagery

## HOTELS AND RESORTS

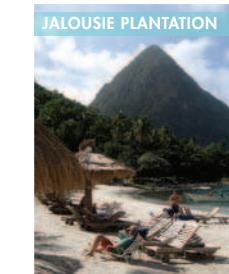
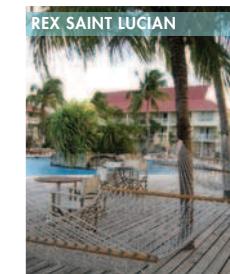
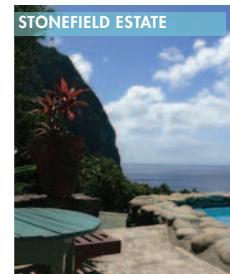
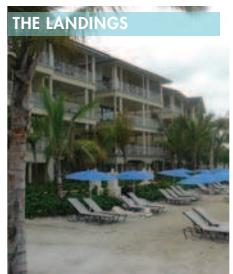
- |                             |                           |
|-----------------------------|---------------------------|
| LE SPORT                    | INN ON THE BAY            |
| CLUB SAINT LUCIA            | RAINFOREST HIDEAWAY       |
| CAPRI                       | OASIS MARIGOT             |
| THE LANDINGS SANDALS GRANDE | JJ'S PARADISE             |
| PLANTATION BEACH            | NATURE'S PARADISE         |
| GLENCASTLE RESORT           | LA SIKWI SUGAR MILL       |
| REX ST. LUCIAN              | TI KAYE VILLAGE           |
| ROYAL ST. LUCIAN            | ANSE CHASTANET            |
| GINGER LILY                 | LA HAUT PLANTATION RESORT |
| THE VILLAGE INN & SPA       | MAGO ESTATE HOTEL         |
| BAY GARDENS HOTEL & INN     | THE STILL PLANTATION      |
| COCO KREOLE COCO PALM       | THE STILL BEACH RESORT    |
| WINDJAMMER LANDINGS         | HUMMINGBIRD BEACH RESORT  |
| EAST WINDS                  | STONEFIELD ESTATE         |
| CALABASH COVE               | JALOUSIE PLANTATION       |
| ALMOND MORGAN BAY           | LADERA RESORT             |
| SANDALS HALCYON             | BALENBOUCHE ESTATE        |
| FRIENDSHIP INN              | SKYWAY INN                |
| MODERN INN                  | JULIETTA'S LODGE          |
| RENDEZVOUS                  | KABRAN                    |
| AUBERGE SERAPHINE           | COCONUT BAY RESORT        |
| SANDALS REGENCY             | THE REEF BEACH HUTS       |
| CARA SUITES                 | POINTE SABLE BEACH RESORT |
| MARIGOT BEACH CLUB          | KIMATRAI                  |
| VILLA BEACH COTTAGES        | ALMOND SMUGGLER'S COVE    |
| FOX GROVE INN               | STEPHANIE'S HOTEL         |
| CHALET LA MAR               | BAY GUESTHOUSE            |
| MIRAGE BEACH RESORT         | JADE MOUNTAIN RESORT      |

### ANNOUNCED NEW PROJECTS

- BANYAN TREE - ANGSANA RESORT & SPA ST. LUCIA
- THE RESIDENCES AT THE RITZ CARLTON, ST. LUCIA
- RAFFLES ST. LUCIA
- THE WESTIN LE PARADIS ST. LUCIA BEACH & GOLF RESORT



Existing hotels and resort list compiled by IDEA from various tourism sources.



## EXCURSIONS, TOURS, AND ATTRACTIONS

### SMUGGLER'S COVE

Secluded spot ideal for snorkeling

### PIGEON ISLAND NATIONAL LANDMARK

A national landmark featuring a concert venue, hiking trails, beaches, and meticulously restored ruins

### CAS-EN-BAS

### MARISULE ESTATE

### LA TOC BATTERY

Saint Lucia's most well-preserved British military bastions, featuring underground tunnels, antique canons, and a breathtaking view of Castries' harbour

### FORT CHARLOTTE

Historic British military installation

### FOND LATISAB KWÉYÖL PARK

Museum of traditional Kwéyòl cooking, fishing, saw milling, and music

### DES BARRAS

### TURTLE WATCH

View leatherback turtles laying their eggs on these all-night watches

### RIVER ROCK WATERFALL

### LA SIKWI SUGAR MILL

Historic Mill offering tours

### MILLET BIRD SANCUARY

### BARRE DE L'ISLE TRAIL

### ANSE DE LIBERTÉ (CAMPING & HIKING)

### EXPLORE FOND D' OR

### SAULT FALLS

### MANDELÉ POINT

### PRASLIN PROTECTED LANDSCAPE EAST COAST TRAIL

A scenic 2km-wide cove offering safe ocean swimming and scenic walks

### FRÉGATE ISLANDS

### PRASLIN ISLAND

Can be explored with the help of an authorized Saint Lucia National Trust guide

### RAINFOREST SKY RIDES

### LE BLANC NATURE HERITAGE VIEWPOINT

### MAMIKU GARDENS

Fifteen-acres of exotic flora viewed on short and easily navigated garden trails

### DESCARTIERS TRAIL

### FOND WATERFALL

### LATILLE FALLS

### TORAILLE FALLS

A fifteen meter waterfall

### SOUFRIÈRE MARINE MANAGEMENT ASSOCIATION

Eleven kilometers of coastline dedicated to displaying the marine wildlife and local fishing industry of Saint Lucia

### DIAMOND WATERFALLS

### BOTANICAL GARDENS

### SULPHER SPRINGS

The world's only drive-in volcano

### MORNE COUBARIL ESTATE

250-acre working plantation and tours

### FOND DOUX ESTATE

Cocoa estate dating back over 250 years with tours

### THE PITONS WORLD HERITAGE SITE

### GROS PITON TRAIL

### ZION LION FARM

Rastafarian Roots Culture Farm

### BALENBOUCHE ESTATE

A nineteenth-century plantation house is the centrepiece of this sprawling estate, set on seventy acres of lushly landscaped grounds

### SCORPION ISLAND

### SAVANNES BAY (BOAT TRIPS)

This scenic bay is a prime fishing spot, surrounded by a mangrove swamp

### MANKÔTÉ MANGROVE

### BEL VUE SUGAR MILL

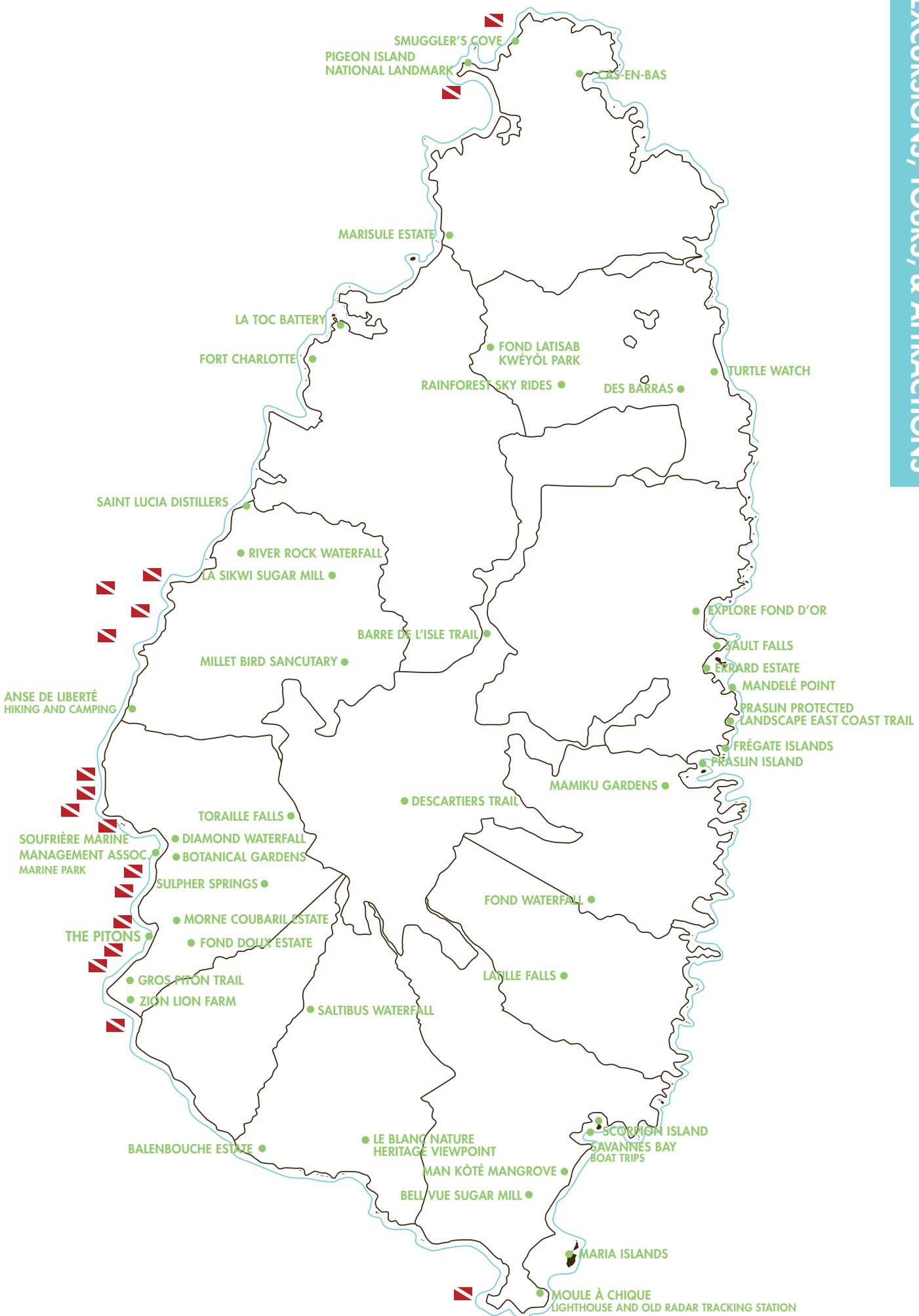
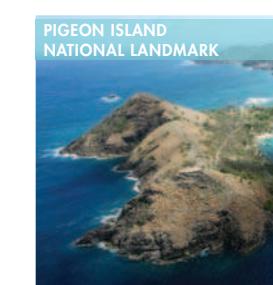
### MARIA ISLANDS

Nature preserve and a natural habitat for native animals

### MOULE À CHIQUE LIGHTHOUSE

### SALTIBUS WATERFALL

### ERRARD ESTATE



Existing hotels and resort list compiled by IDEA from various tourism sources.



## BRANDS

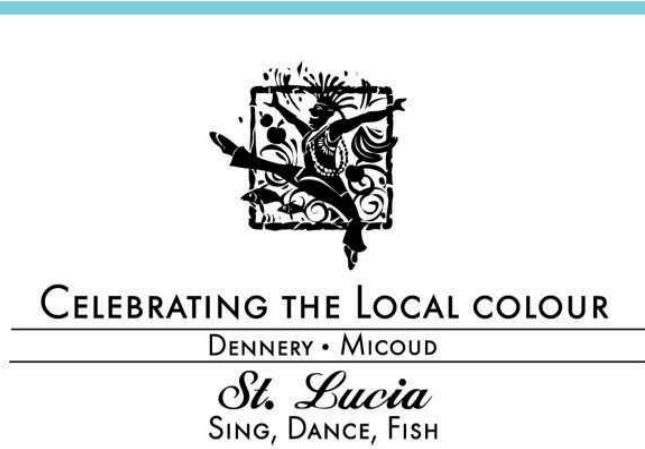
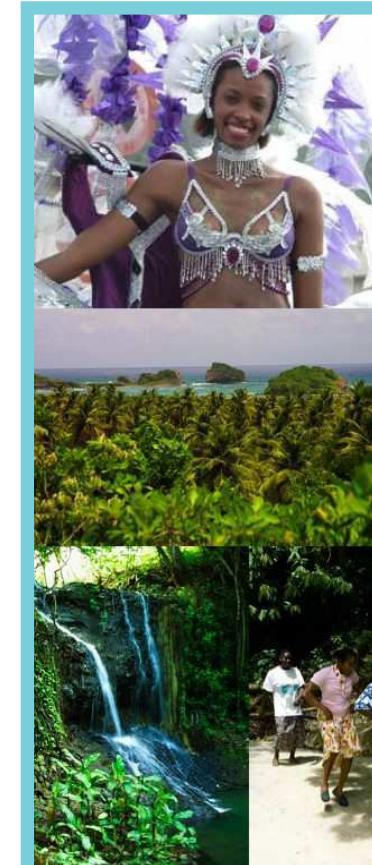
### NATIONAL AND SUB BRANDS

With the explosion in the growth of the tourism industry in Saint Lucia, it is imperative that the island develop a sustainable approach to utilizing and cultivating its resources. This sustainable approach will move the whole tourism focus up market, making the most of the island's scarce resources whilst maximizing revenues from the individual guest.

Traditional tourist mainstays, such as Soufrière and Gros Islet, have experienced the economic benefits of the tourism industry, but now find an increase in the pressure to meet the demands of a modern international tourism market, while facing both associated and unrelated domestic challenges.

By embracing a vision of Saint Lucia as an intricate collection of sub-brands, or "brand families," operating to strengthen the national brand, Saint Lucia can rise to the demands of a diverse international market and distribute rewarding tourism-based enterprises throughout the island. Even successful tourist and resort ventures that have established a notable brand within Saint Lucia, such as the marketing of the island as the ideal "honeymooners paradise," are exploring the prospect of marketing the island to a significantly expanded demographic.

The diverse environments and amenities offered in Saint Lucia require a variety of approaches, creating campaigns to market each experience to a greater, more affluent audience. Grouping various anchor villages and attractions, each showcasing an aspect of the wide spectrum of Saint Lucia's cultural and natural features, into sub-brands creates a family of brands that individually serve to highlight the variety of experiences the island has to offer. Sub-branding allows Saint Lucia to broaden its appeal to accommodate a greater audience of travelers, each drawn in by a sub-brand element of the branding family.





**THE TRIBAL COAST**  
BABONNEAU • GRANDE ANSE

**St. Lucia**  
UNTOUCHED CULTURE & WILDERNESS






**HEART OF THE CALDERA**  
THE PITONS • SOUFFRIERE • NATIONAL FOREST

**St. Lucia**  
DIVE, HIKE, DISCOVER

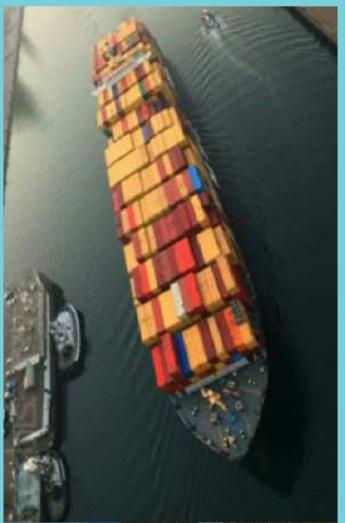





**THE URBAN SOUTH**  
VIEUX FORT

**St. Lucia**  
SPORTS, INDUSTRY, EDUCATION







**THE CREOLE COAST**  
ANSE LA RAYE • CANARIES • LABORIE • CHOISEUL

**St. Lucia**  
TRUE ISLAND FLAVOUR






## VILLAGE TOURISM

### DESTINATION WITHIN A DESTINATION

With one or two exceptions, the towns and villages of Saint Lucia currently are viewed by visitors as a fairly homogenous entity. This image is a very different perspective from that of the inhabitants of the regions who identify very strongly with their communities. To reflect the personalities of the villages to the tourist simply and directly, these unique and exciting differences must be emphasized and amplified through the development of regional branding.

As the traditional sources of income for the many villages of Saint Lucia has declined, the villages themselves have become backwaters in the move into the tourism economy. Tourism growth has remained in the areas where it was first established, a self-perpetuating critical mass of accommodations and attractions.

Saint Lucia has the opportunity to develop as a brand and on an economic level through the focus on Village Tourism, or moving the tourism emphasis into the local level. Two of Saint Lucia's key differentiators in the Caribbean region are its people and its culture. The concentration of development in these two areas would achieve the goals of sharing the benefits that tourism brings to the economy at the local level and also providing a catalyst for social and business development within the villages and their surrounding areas.

#### REVERSING THE TREND – SOUFRIÈRE, A VILLAGE DISREGARDED

In Soufrière, the World Heritage Site of the Pitons has long been a familiar and internationally recognised image of Saint Lucia; but, in recent years, Soufrière has found itself sidelined by the tourism industry – becoming little more than a pass-through for excursions operated from Castries.

This trend can be reversed by embracing the concept of Village Tourism. The repair and enhancement of the Old French Quarter, infrastructure improvements, and the addition of facilities catering to both the local population and to tourists would provide the opportunity for tours to divert and enjoy the town itself. The provision of accommodation at a local level, both through the building of new 'boutique' developments and through the establishment of small, locally-owned and run guest houses and room cooperatives would also allow tourism to thrive over an extended period.

#### DRIVING THE VILLAGE TOURISM APPROACH

The Tourism Ministry recognises the need for and is in the process of creating a strategic programme for Village Tourism – establishing feature villages around the island to serve as regional anchors which will enhance the national tourism product/experience while spreading the benefits of tourism at the local level. In order to focus on and develop Village Tourism, a number of important issues must be addressed, including:

- Improvements to services and infrastructure, including building and street enhancement projects, as well as overall beautification of all villages, with incentives like "La Plus Belle Village Competition" a contest that encourages locals to take pride in their villages.
- Enhancements or development of public areas in village squares, parks, and waterfronts – these areas need to be utilised as recreational, gathering, and leisure spaces for the enrichment of the residents' quality of life. This enhancement will also provide the opportunity for hospitality and commercial growth, and will be enjoyed by both the local community and tourists.

Today's tourist increasingly seeks to have an authentic experience – they don't want to be isolated in a resort, they want to be able to explore the island and its communities. Tourists want to walk the island's streets, see its historic architecture, taste the local cuisine, experience regional music and dance, and purchase authentic arts and crafts. The Village Tourism initiative must address each of these requirements.

#### THE BENEFITS OF VILLAGE TOURISM

- Creation of local jobs and businesses
- Diversification of the local economy
- Development of new opportunities
- Acting as a catalyst for local regeneration
- Increasing historic attraction revenues
- Preserving local traditions and culture
- Establishing local investment in historic and natural resources
- Building community pride
- Increasing awareness of the site or area's significance

#### VISION PLAN INITIATIVES VILLAGE TOURISM/REGIONAL ANCHORS

The creation of an island wide village tourism initiative is vital to the successful growth of tourism throughout Saint Lucia. An integrated regional tourism model seeks to leverage the economic, social, and cultural value of tourism as a means of development, generating earnings by developing local tour circuits, homestay holidays, and the sale of handicrafts and other local products. The model will also provide for empowering future generations by enhancing existing earning skills and teaching new skills throughout the community. Handled with sensitivity, the creation of regional centres will grow the local economy through the distribution of direct and indirect benefits of tourism, while the local community discovers these benefits of a culture of inclusion in the industry.

This community-based development will empower people to become more aware of the value of their community assets – their culture, heritage, cuisine, and lifestyle. By mobilizing them to convert these local assets into income-generating projects, every citizen becomes a potential business partner to be trained in small business management, environmental awareness, product development, and marketing. This type of "people-centred" tourism promotes a sense of "ownership" which bodes well for the industry's sustainability.

#### HERITAGE VILLAGE PROGRAMME

The development of a "Heritage Village" programme is recommended. Individual communities would be encouraged to work toward specific goals aimed at improving and beautifying their village, which once achieved, would result in national recognition and allow them to be marketed as a "Heritage Village."

**"BY EMBRACING AND BUILDING ON THE RICHES AND CULTURAL HERITAGE OF THE VILLAGES, SAINT LUCIA IS IN THE POSITION TO CREATE A RICHLY LAYERED TAPESTRY OF EXPERIENCES OF LASTING VALUE FOR BOTH THE LOCAL POPULATION AND VISITORS WHO COME TO ENJOY ALL THE ISLAND HAS TO OFFER."**

## REGIONAL ANCHORS



## CULTURE AND HERITAGE

While most nations of the Caribbean boast a distinctive fusion of cultural influences, few can claim the diversity of heritage found within Saint Lucia. Contained within this small island of the Lesser Antilles is a vibrant blend of Amerindian, West African, French, and British ancestry, resulting in a particularly inimitable cultural inheritance.

The presence of early Amerindian settlers has provided the island with a wealth of archeological gems from pottery and ceremonial alters, to rock-cut basins and petroglyphs. This cultural inheritance is also apparent in the native dialect of the island – Saint Lucian Creole or “Kwéyòl.”

From rich cuisine to works of art, the merging of Saint Lucia’s many voices has produced its own unique aesthetic and sensibilities – evident in everything from the brightly coloured and ornate French Creole architecture to the striking and distinctive fishing vessels still hand-crafted in the traditional manner in many of the island’s villages.

Within the communities of Saint Lucia, awareness and steadfast preservation have kept alive many elements of this multifaceted heritage, whether it concerns the preparation of the perfect cassava bread, or the crafting of a signature coal pot. Furthering this effort are the annually-celebrated feasts of Saint Lucia’s two flower societies, La Marguerite and La Rose. These festivities, unique to Saint Lucia, provide an annual display of folk dancing, singing, and a showcase of traditional instrumentation. Throughout the remainder of the year, weekly and monthly village parties are celebrated in almost every region of the island, giving residents a chance to gather for calypso and freshly prepared delicacies ranging from conch to bouillon, green fig to crayfish, building upon community spirit.

An integral part of this great sense of community is a passion for perhaps the two most influential forces within any civilization; the arts and sports. Author, poet, and Nobel Laureate Derek Alton Walcott and acclaimed West Indian cricketer Darren Sammy are both native sons recognised worldwide for their accomplishments in literature and sports, respectively. A fascinating embodiment of the nature of Saint Lucian culture, Walcott’s skillful technique of combining myth and reality produces works that are at once a celebration of what makes Saint Lucia truly exceptional; the intriguing variety of a truly complex heritage.

### VISION PLAN INITIATIVES

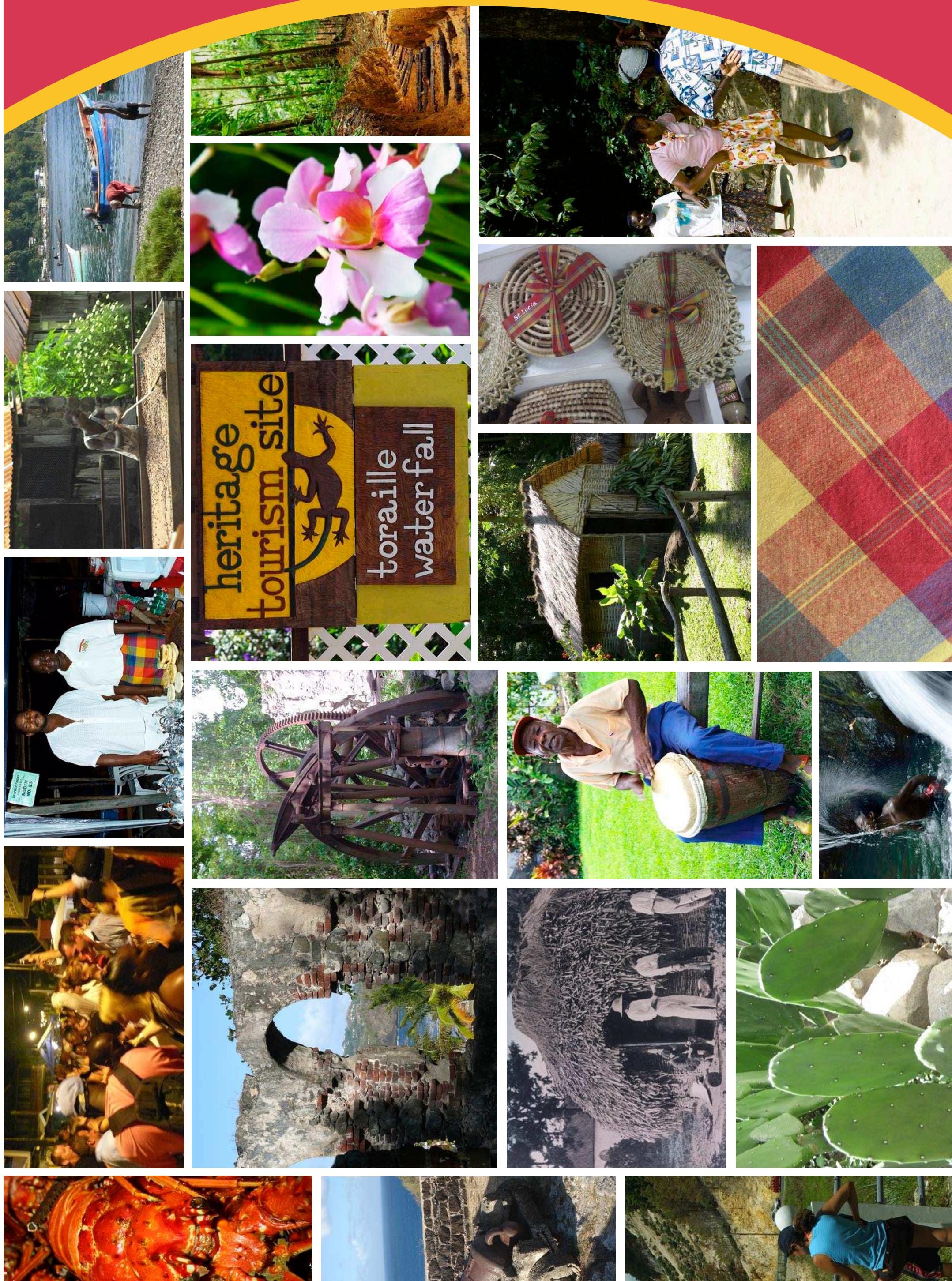
Leverage the Culture and Heritage of Saint Lucia to create an authentic tourism experience whilst preserving the rich and varied local cultural capital of the island for the benefit of all.

- Develop regional strengths and differentiators and market accordingly.
- Create, enhance, and support existing Heritage Tours - gems of Saint Lucia.
- Develop Edu-tainment experiences based on rich local oral traditions, folklore, and history.
- Enhance and repackaging existing weekly village events focused on local cuisine, arts, and entertainment.

**“ IT MUST BE ACKNOWLEDGED THAT THIS EMERGING CARIBBEAN CIVILIZATION IN SAINT LUCIA MUST FIND ITS HIGHEST EXPRESSION IN PEOPLE. THE PURPOSE OF THE DEVELOPMENT OF A DEMOCRATIC SOCIETY IS TO ALLOW FOR THE CREATION OF THE SAINT LUCIAN CARIBBEAN PERSON WHO IS AT THE CENTRE OF HIS OR HER DEVELOPMENT. ”**

- SAINT LUCIA NATIONAL CULTURAL POLICY





# SAINT LUCIA WORLD HERITAGE SITE

## UNESCO PITONS MANAGEMENT AREA

The 2,909 hectare site near the town of Soufrière includes the Pitons, two volcanic spires rising side-by-side from the sea (770 m and 743 m high respectively), linked by the Piton Mitan ridge.

**Criterion (viii):** The Pitons Management Area contains the greater part of a collapsed stratovolcano contained within the volcanic system, known to geologists as the Soufrière Volcanic Centre. Prominent within the volcanic landscape are two eroded remnants of lava domes, Gros Piton and Petit Piton.

*UNESCO World Heritage*  
<http://whc.unesco.org/en/list/1161>

## PRESERVING THE PEAKS

The Pitons are not only recognisable worldwide as the icon of Saint Lucia, they are also represented on the national flag, and as such are an indivisible part of the Saint Lucian psyche. Recent interest and pressures on the World Heritage site is putting the Piton Management area under threat of development.

World Heritage status is not given lightly. There are only 851 sites accorded this status worldwide, many of which face both human and environmental pressures. More than 180 nations have joined together to protect fragile places of cultural pride and natural beauty by helping to preserve their integrity and nurture sustainable development in the communities around them.

“**WORLD HERITAGE SITES ARE SIGNIFICANT, CHERISHED, AND ENDANGERED PLACES THAT TELL THE STORY OF OUR GLOBAL INHERITANCE.**”

- National Geographic - World Traveller

## VISION PLAN INITIATIVES

In 2007 Hyder Consulting undertook a study that included the Pitons Management Area. They developed the following five key policies for this area that are consistent with the National Vision Plan.

### Policy 1 – Gros Piton, Petit Piton and Ridge

Policy Area 1 should be protected absolutely from built development and infrastructure. The only permissible development would be for enhancing foot access, minor signage, and interpretation.

### Policy 2 – Sulphur Springs

Policy Area 2 should be protected absolutely from built development and infrastructure. The only permissible development would be for enhancing foot access, minor signage, interpretation, and essential visitor works.

### Policy 3 – Coastal Area (Jalousie and Beausejour)

Policy Area 3 should be, for the greater part, protected from further development and infrastructure. The only permitted development should be for tourism, leisure, resort related residential use and for essential navigation and infrastructure. All development should be confined below the 650 ft contour and above the Queen's Chain. In all new developments some 80% of the gross area should be reserved for the protection of existing trees and the planting of new vegetation. Buildings shall be no higher than two stories.

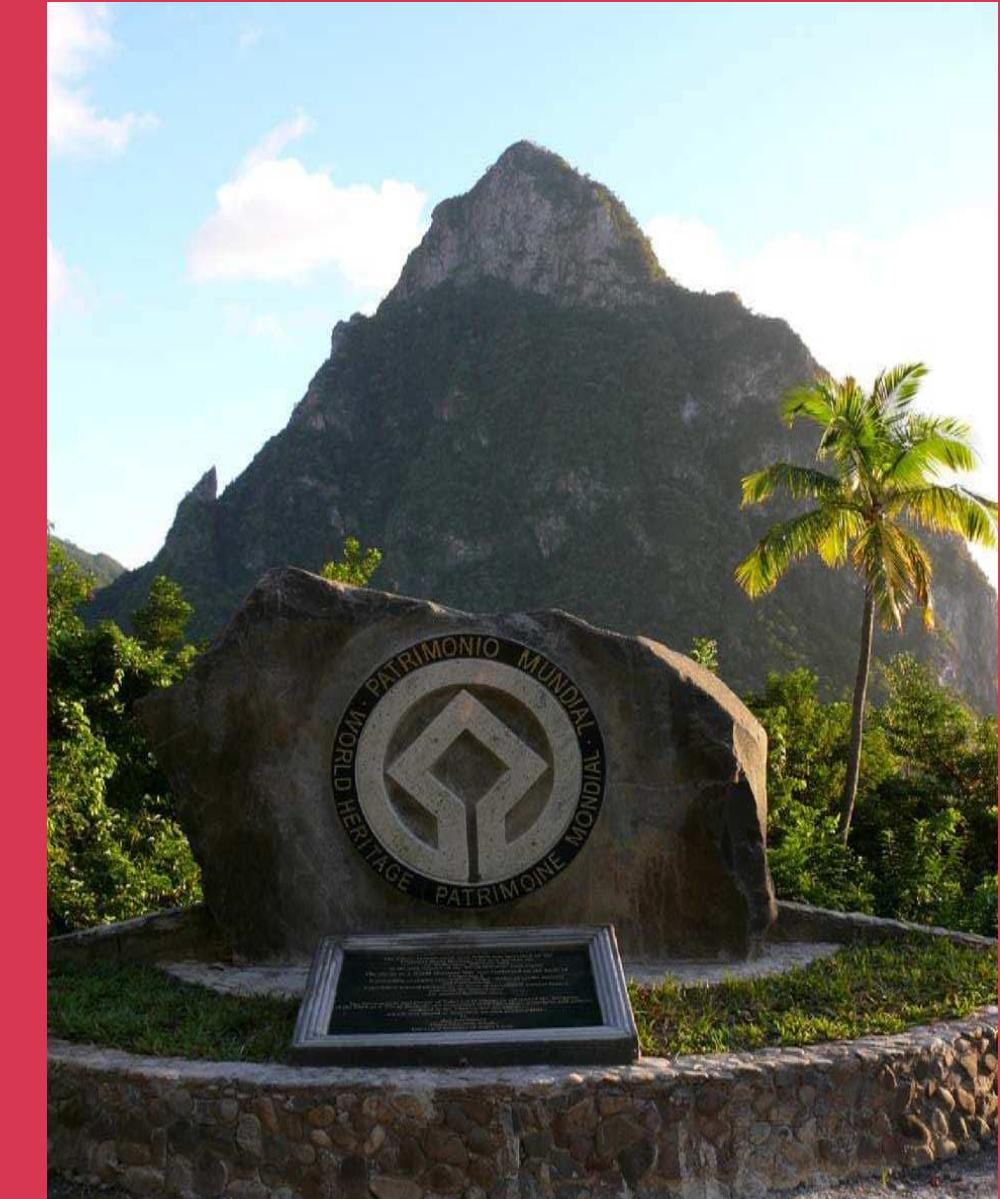
### Policy 4 – Remainder of PMA

Policy Area 4 should for the greater part, be protected from further development and infrastructure. The only permissible development should be for essential infrastructure, for local residential, community and agricultural needs, for the processing of local agricultural produce and limited tourism and leisure purposes. Community and local residential developments should be located within or adjacent to existing settlements and maintain the scale and vernacular qualities of traditional settlements. Villa development should be avoided and residential buildings should be limited to a maximum footprint of 1800 sq ft. Tourism and leisure developments should be modest in scale, sustainable, and be confined to existing settlements and plantations.

### Policy 5 – Marine Zone

Policy Area 5 should be protected absolutely from built development and infrastructure in the marine and coastal zone. The only permissible development would be for enhancing navigation, safety, marine research, buoyage, and minor signage and interpretation.

*Source: Pitons Management Area and Soufrière Region Integrated Development Plan Nov. 2007*

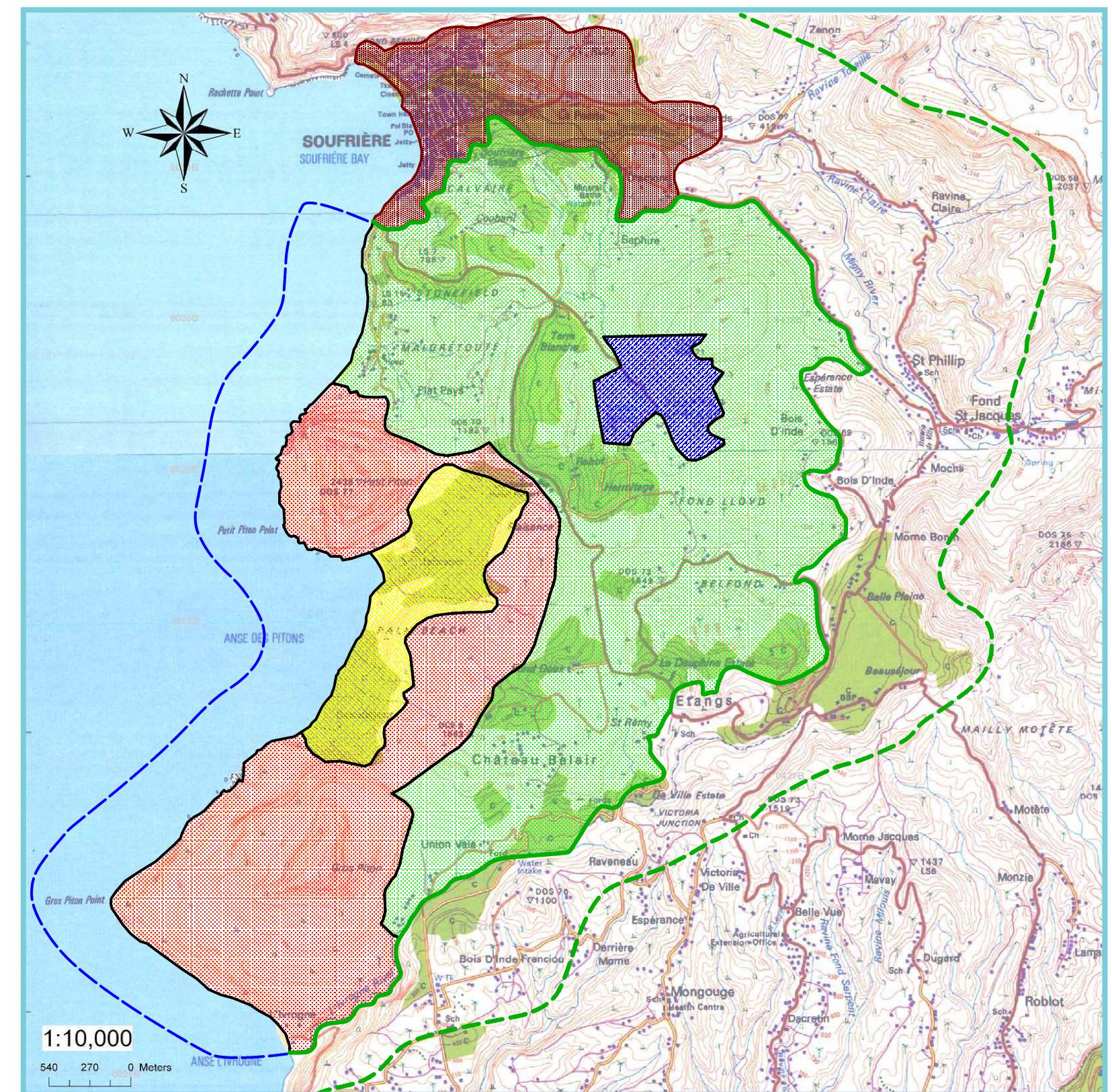
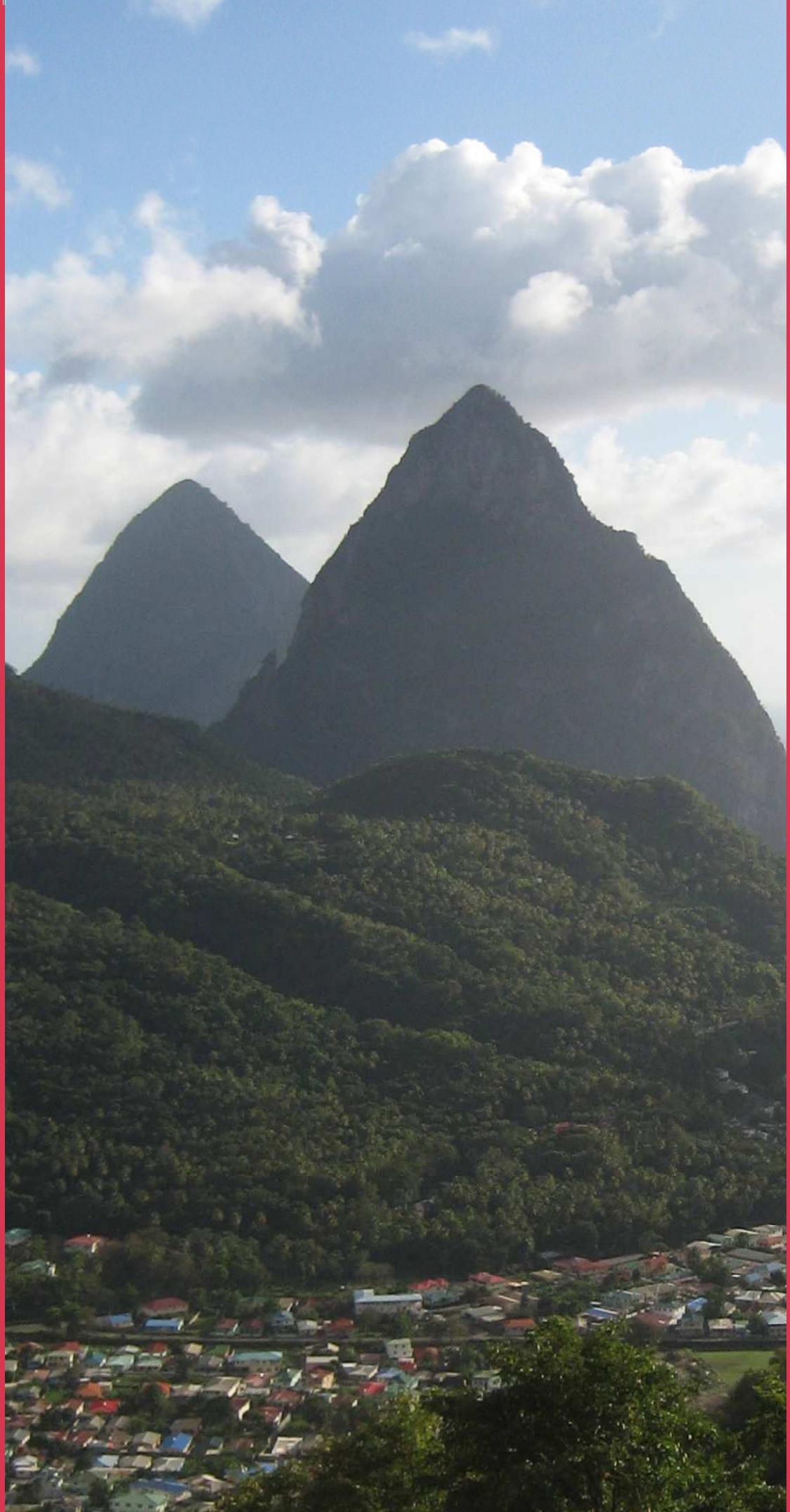


The flag of Saint Lucia was adopted on March 1, 1967. The exact design has varied. The current flag is blue, with a gold isosceles triangle below a black arrowhead; the upper edges of the arrowhead have a white border. The blue colour stands for the blue sky and blue ocean that surround the island, and for fidelity. Gold stands for sunshine and prosperity. The black and white portions symbolize racial harmony, although the majority of black shows the dominant influence of black culture over European culture. The triangular parts of the design are intended to evoke the Pitons, the island's two large peaks that rise from the ocean and are recognised symbols of the island.

*Source: [http://en.wikipedia.org/wiki/Flag\\_of\\_Saint\\_Lucia](http://en.wikipedia.org/wiki/Flag_of_Saint_Lucia)*

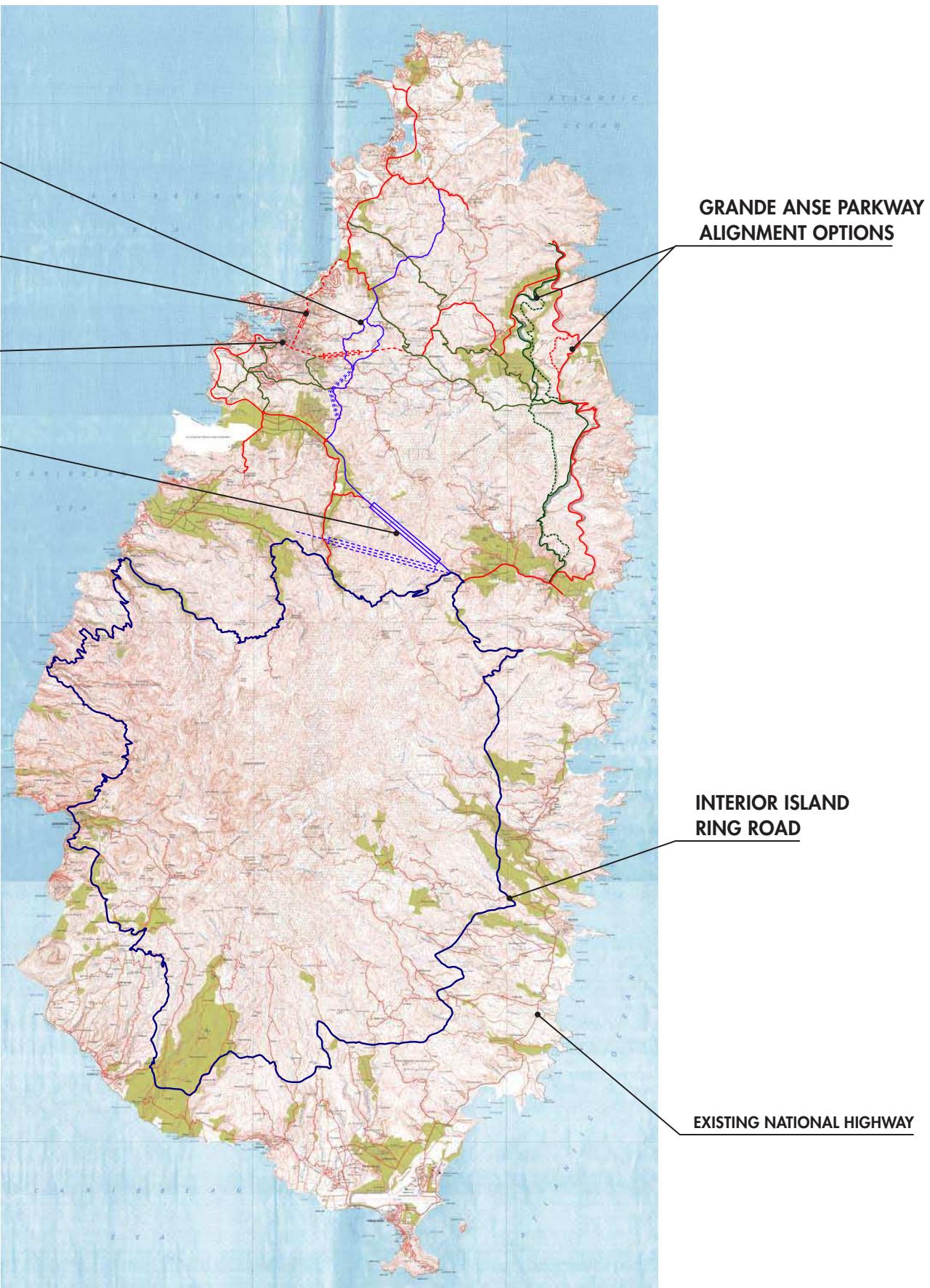


## WORLD HERITAGE SITE



# TRANSPORTATION





ST. LUCIA ROADWAY TRANSPORTATION DIAGRAM

## ROADWAYS

Saint Lucia currently has a single highway that acts as the main artery for the island. This is predominantly a two lane highway, connecting the main coastal communities and bisecting the island along the Barre de L'Isle Ridge. Following the contours of the land, much of the highway is characterized by sharp and steep turns. The northwest section of the highway is very congested and can no longer support the traffic demand. Ribbon development along the highway throughout the island has occurred, particularly in the densely populated North-West Quadrant, preventing proper set backs required for landscaping, parking, and pedestrian circulation, as well as impeding road expansion.

## VISION PLAN INITIATIVES

In addition to general roadway enhancements, primary Vision Plan Initiatives relative to island transportation, include the following:

### Relieve Congestion and Minimize Travel Time

- Alleviate congestion and through traffic in downtown Castries through ring roads.
- Develop a four-lane continuation of the highway from Choc roundabout to Rodney Bay.
- Include additional roundabouts and required road improvements for the North-West Quadrant (Gros Islet Region) to include on-street parking at Pigeon Island and bus turnarounds at public beach areas.
- Build a new road and tunnel under Barre De L'Isle Ridge, minimising travel time through steeply winding, mountainous sections of highway between Castries and Denerry.
- Develop a new set of roadways and land use directives in the Vieux Fort area in order to alleviate congestion of air traffic, air cargo, sea cargo, and cruise ship circulation patterns.
- Develop Village Transit Roads off coastal highway to increase travel time between Castries and Vieux Fort and to eliminate congestion in village/town centres.
- Develop and expand on a time-tabled harbour water taxi service.

### Open Up New Lands and Link Rural Communities

- Develop an East-West connecting road from Rodney Bay to the North-East Quadrant area.
- Develop a two lane, divergent at times, Grande Anse Parkway. Running the full length of the North-East Quadrant Coastal Area with special consideration to the sensitive environmental and cultural aspects, opening up remote lands for ecotourism/resort, residential and agricultural development.
- Evaluate the potential for an Interior Island Ring Road around the National Forest Reserve linking Soufrière and continuing in a clockwise direction connecting to the major coastal roadway heading north from Choiseul; linking interior secondary roads, opening up agricultural lands, creating new opportunities for residential/community development, while connecting existing rural and ridge communities and eliminating dead ends.

### Improve and Expand Public Transportation Services

- Create a two tier public road transportation system to facilitate faster, efficient movement around the island. This involves national carriage routes linking Regional Transportation Centres and regional carriage routes serving inter-village and local demand.
- Support the development of a shuttle service between resort developments and village centres to encourage tourism and support employee commute.
- Develop alternative public transportation service by making use of one of Saint Lucia's finest assets by developing a marine highway system, with water taxis and ferries linking the coastal communities. (pg 43)

# NATIONAL ROADWAY ENHANCEMENTS AND GUIDELINES

## Roadway Types

A hierarchical system of road types shall be created specifying drive aisle widths and number of lanes, landscape buffers, sidewalks, and on street parking where applicable. These roadways should be categorised by type from wide express roads down to secondary collector roads and small residential roads in village sites.

**Type A** – to be constructed as a one-lane, one-directional road with sidewalks and landscape buffer. Where applicable and needed, on-street parking can be incorporated.

**Type B** – to be constructed as a two-lane, multi-directional road with sidewalks and landscape buffer. Strategically placed bus pull-offs will be integrated into Type B design. Where applicable and needed, on-street parking can be incorporated.

**Type C** – to be constructed as a four-lane road where there is no need for sidewalks, however, a landscape buffer will be incorporated. Type C designs could incorporate a bike lane, if determined necessary, by reducing drive aisles to 11'-0".

**Type D** – to be constructed as a four-lane road with sidewalks, bike lane, and landscape buffer.

**Type E** – to be designed as a pedestrian/bike path only. New planned residential areas throughout Saint Lucia will feature these paths throughout, creating more intimate communities whilst allowing for emergency vehicular access. They will also create safe access for walkers and cyclists into villages and points of interest. These paths will include a minimum 6'-0" walking path and a 4'-0" bike path that is clearly marked to avoid conflicts between walkers and cyclists. Benches and shade should be provided along these paths at an adequate spacing.

## Limited Access

Limited access roadways should be established, allowing for improved traffic flow whilst curtailing ribbon development that is currently an issue on the island. Limited access roadways make available areas for focused development and ensure that surrounding areas are protected from sprawl.

## Divergent Roadways

Divergent lanes should be used to limit the impact of new roadways in sensitive areas. This approach will minimize the physical impact on the environment by allowing for narrow corridors with minimal cuts. In the more mountainous regions, divergent lanes following the natural contours will give the benefit of a more enjoyable driving experience around Saint Lucia.

## Traffic Calming

Traffic calming is essential to ensure the safety of pedestrians near vehicular areas. European traffic calming approaches such as bottlenecks, islands, distinctive paving, speed humps, and bollards shall be used where appropriate, according to traffic studies conducted prior to or parallel with further design and construction.

## Landscaping

Landscaping is an integral element to roadway design and if done correctly, serves as both a functional aesthetic and visual beautification. All plant material should be indigenous to Saint Lucia and installed with strong considerations to soil conditions and type, water requirements, light conditions, regional planting zone, and intended design scheme. Landscape designs should include trees, shrubs, ground covers, and minimal manicured, irrigated lawn areas. Designs shall also include accents of flowering plants.

## Buffers and Landscaping

There are many environmentally sensitive areas that may conflict with areas of interest for community development, roadways, parks, schools, commercial development, etc. These areas should be studied and carefully analyzed to enforce strict development guidelines and strategies for road alignments, especially for areas such as the Grande Anse Parkway. Applications should be approved by the proper authority and buffers should be implemented along developments and roadways. Tree preservation policies should be

enforced and no development should be allowed in dedicated forest reserves. In areas where tree trunks are deemed substantial, variances for transplanting should be approved. Along roadways specifically, there should be a buffer between the right of way (ROW) and adjacent lands, where applicable. There is an understanding that some roadways have been proposed in sensitive areas, such as in the northeast section. These roads will be aligned according to an environmental study and constructed in accordance with environmental guidelines and standards.

Infill landscaping should be used where appropriate and where areas may be scarred throughout construction. This shall be assessed as construction for each section has been completed.

## Curbs and Gutters

Roads that will require a curb and gutter design shall ensure adequate drainage and curbs shall not be higher than 6". In situations where curb and gutter designs are not required, an at-grade crushed stone strip should be used. This strip should not be more than 24" from the edge of pavement per Saint Lucian Development Guidelines or per local engineer's recommendation upon study.

## Pedestrian Integration – Walk/Bike Paths

The need to create a safe pedestrian realm along roadways is vital to everyday life in Saint Lucia. Roadways in Saint Lucia originally evolved from narrow carriageways. As road demand grew and vehicles got larger the village and urban environments lost any pedestrian walkways and setbacks. Modern ribbon development has continued this pattern, crowding roadways, and not facilitating safe passage for pedestrians.

Coupled with traffic calming techniques, such as bollards and special paving, pedestrian opportunities can be created by ensuring that there are adequate sidewalks with appropriate landscape buffers (typically 1.0 meter or about 3' 0"). Depending on the location and roadway type, walks should be within a range of 4' 0" to 6' 0" wide. Bike lanes should also be incorporated into proposed designs along roadway systems. Lanes should be a minimum of 2'-0" wide on both sides of the street, unless it is determined otherwise upon further study.

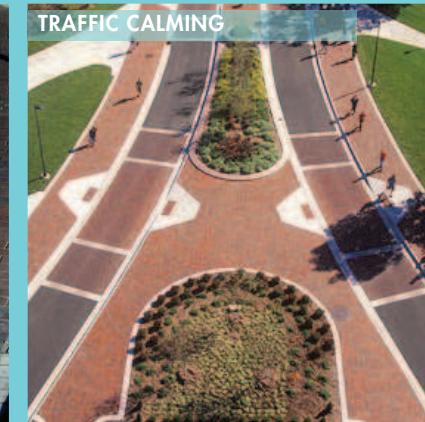
Pedestrian lanes, or roadway type "E," have a unique set of guidelines. This is to be used by and designed for pedestrians and cyclists only, with no vehicular interaction. Pedestrian lanes will aid significantly in providing a safe and continuous route for those on foot through villages and connecting to points of interest. By nature, pedestrians and cyclists are very different types of commuters and should not rely on a shared path. Therefore, as the diagram illustrates, the pedestrian path should be a minimum of 6'-0" (maximum 8'-0") wide and the bike lane should be 4'-0" wide and clearly marked by a paint stripe or a banding in the pavement. There should also be shade and seating placed at an adequate spacing for users to rest.

## Signage

Roadway signage, services signage, and environmental signage plays an extremely important role in the Vision Plan. Signage should be simple, clear, mark key destinations and current location, and should never impede a driver's line of sight. Guidelines provided by the Department of Transportation will dictate placement of posts and signs. Aesthetically, street signage should be designed to European standards.

## Site Furnishings

Site furnishings include shelters, benches, light poles, trash receptacles, recycling bins, newspaper stands, bollards, tree grates, etc. The selection and style of site furnishings should be done in accordance with the regional branding initiative and should have heavy European and Caribbean influences. When chosen selectively, site furnishings unite street elements to create a strong, unified presence and identity.

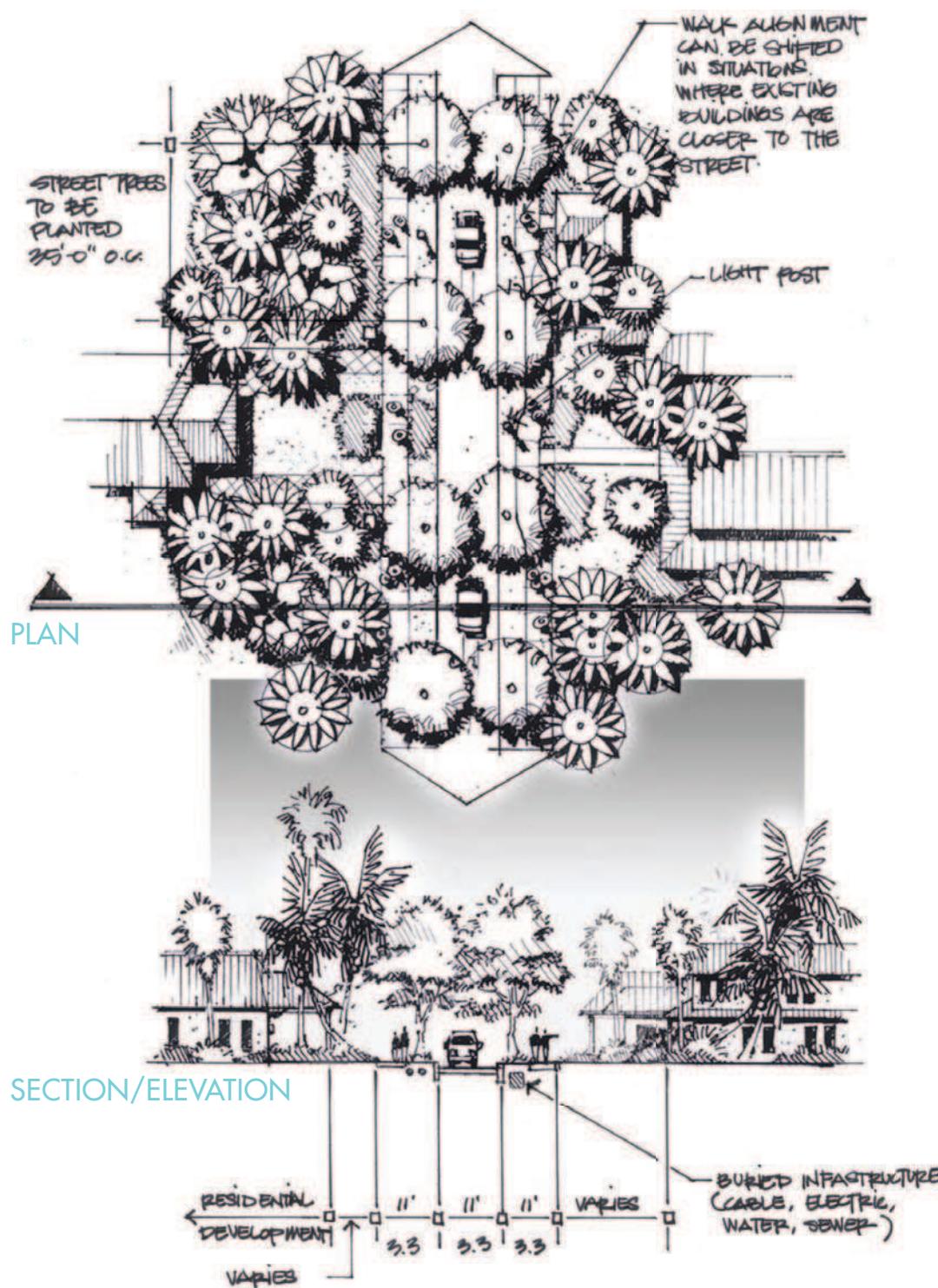


Reference Imagery

## ROADWAY HIERARCHICAL SYSTEM

### TYPE A

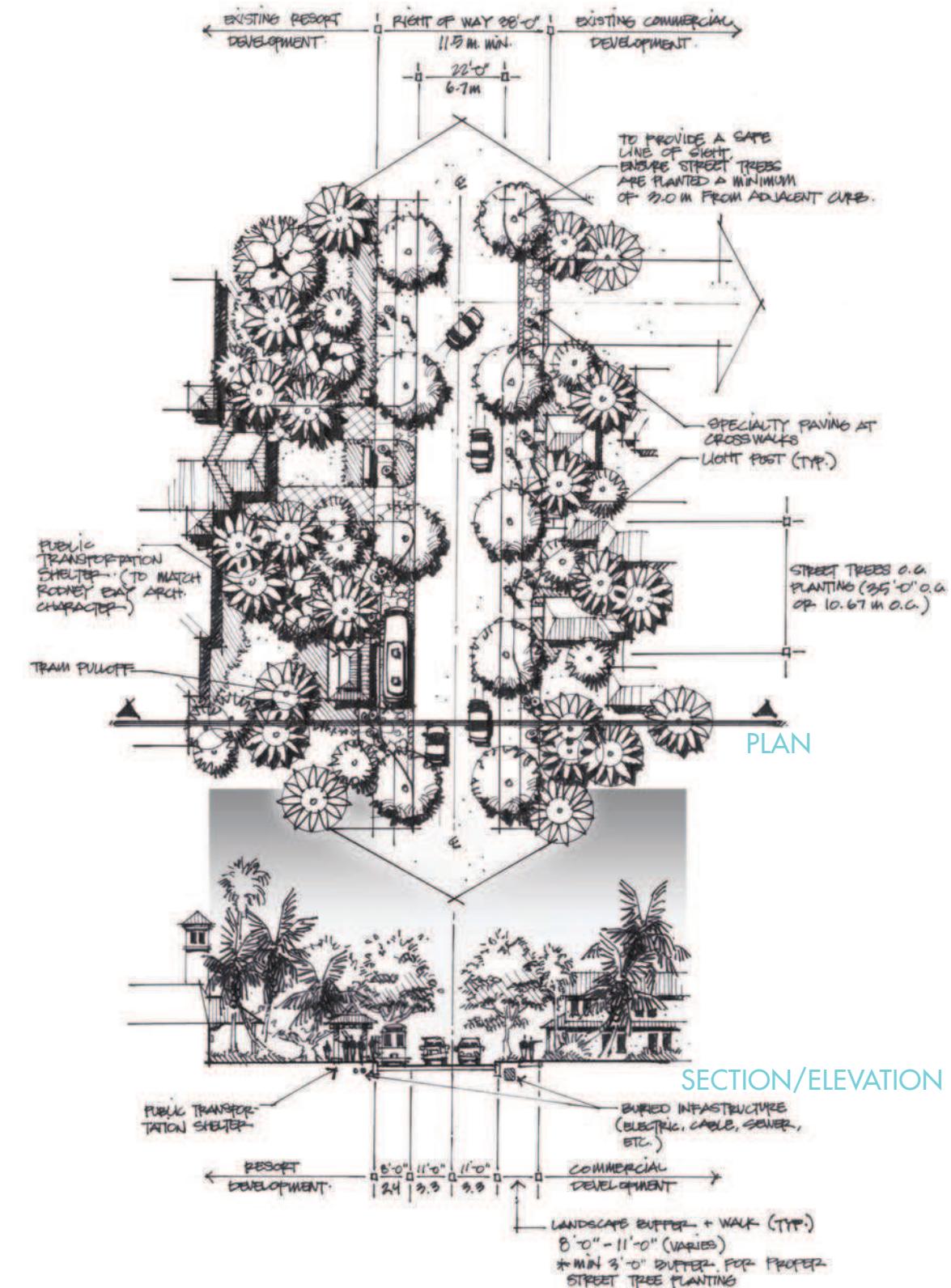
This diagram illustrates a one lane, one directional road with street tree plantings and sidewalks on both sides. Type A streets are recommended for light commercial areas and some residential areas.



ONE LANE ROAD CONCEPT SKETCH

### TYPE B

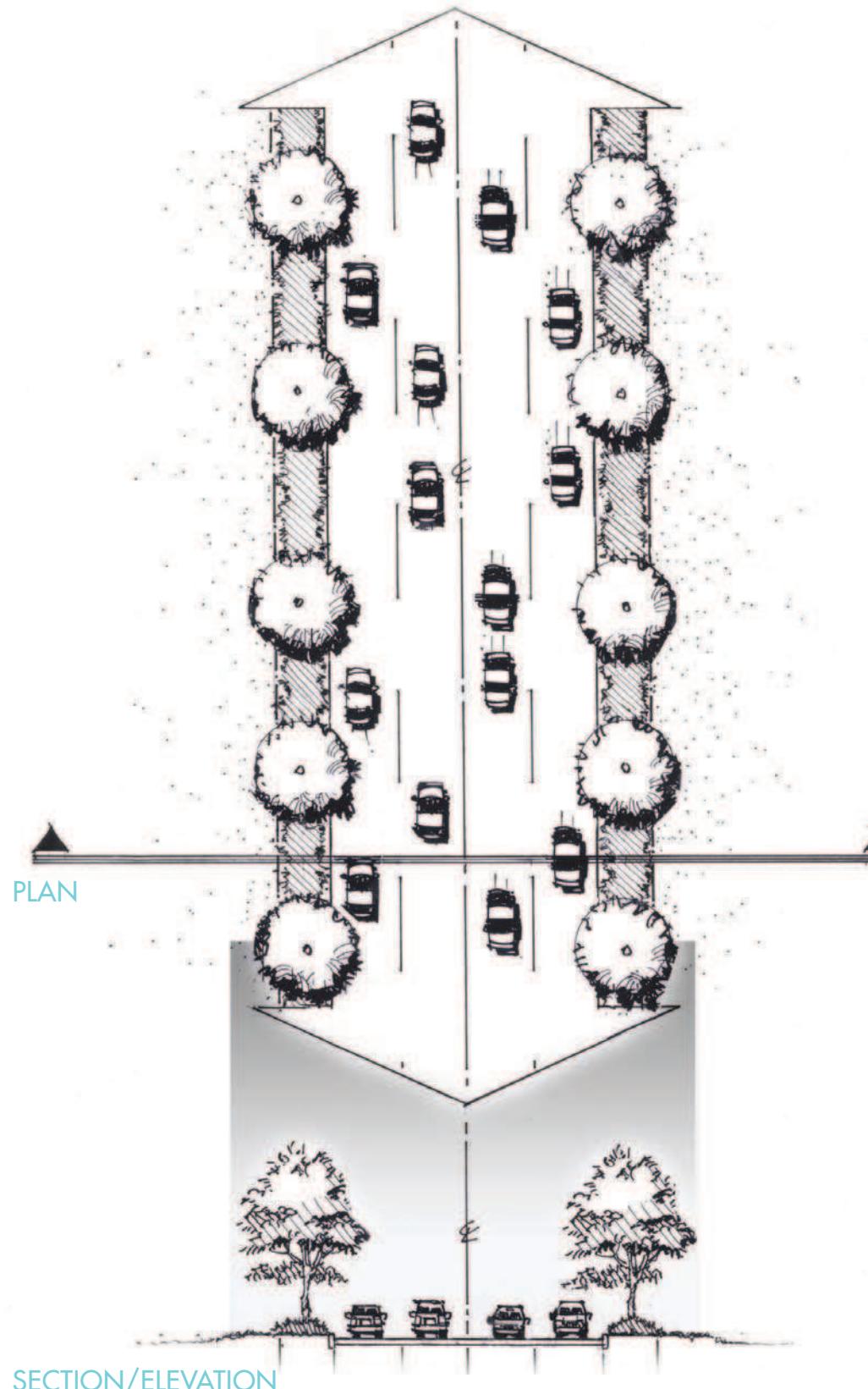
This diagram illustrates a two lane, multi-directional road with street tree plantings and sidewalks on both sides. Also illustrated here is an example of a public transit stop. Type B streets are recommended for resort, residential, and commercial developments where appropriate.



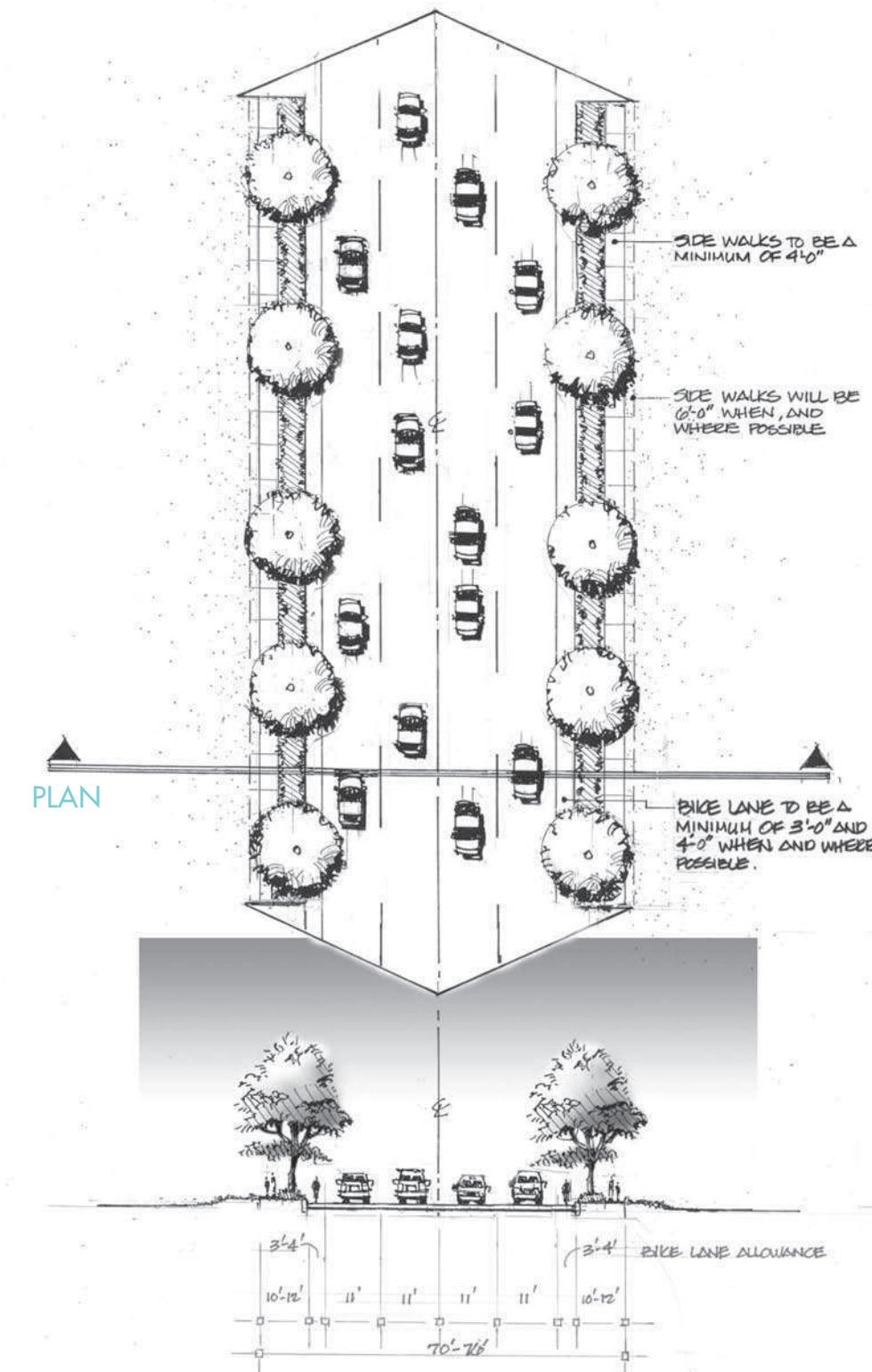
TWO LANE ROAD CONCEPT SKETCH

**TYPE C**

This diagram illustrates a four lane, multi-directional road with street tree plantings. Type C roadways are designed without sidewalk or bike lanes and are recommended for island transit roads in less populated regions to enhance circulation, reduce travel time, and allow for Saint Lucia's near future growth.

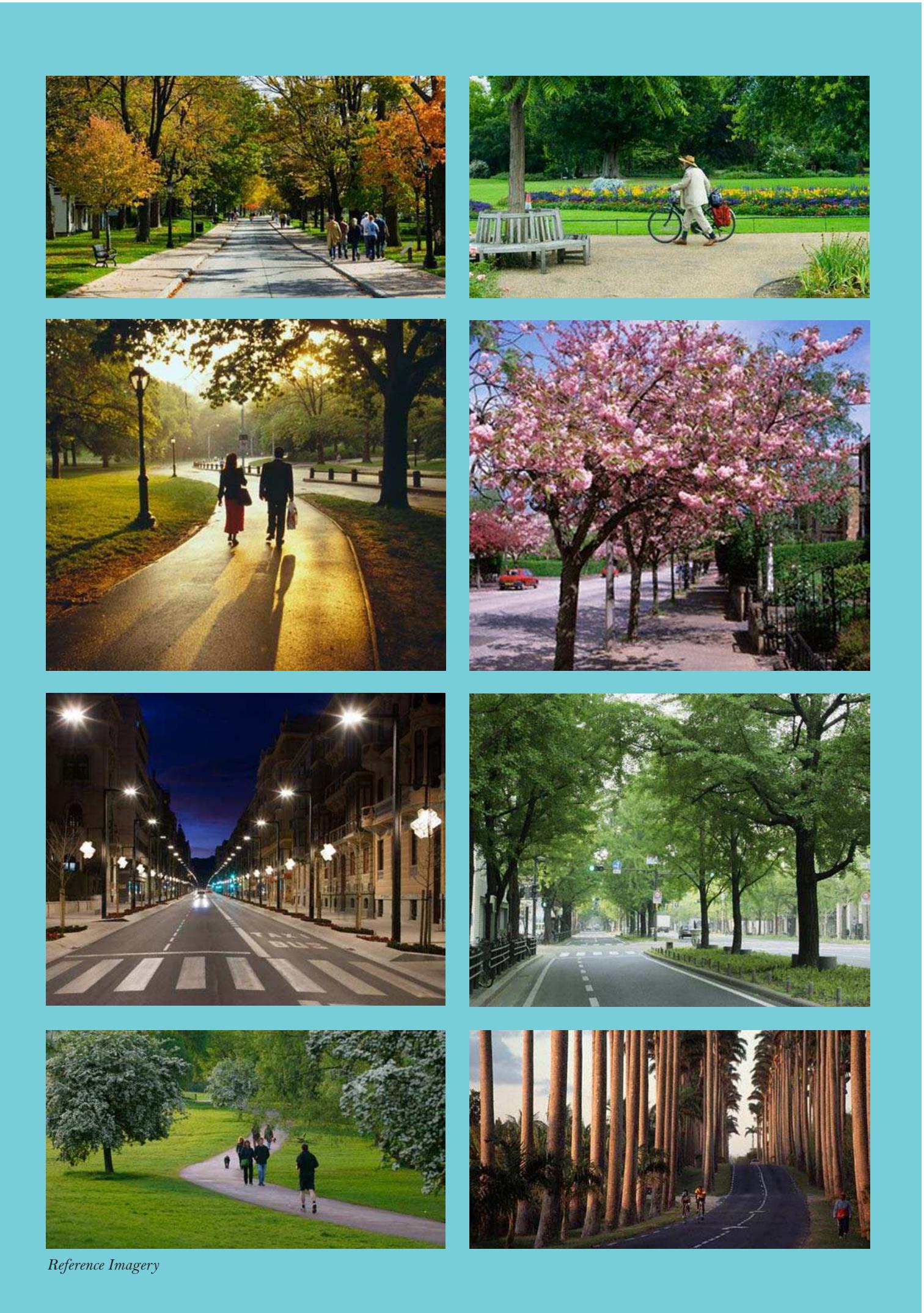
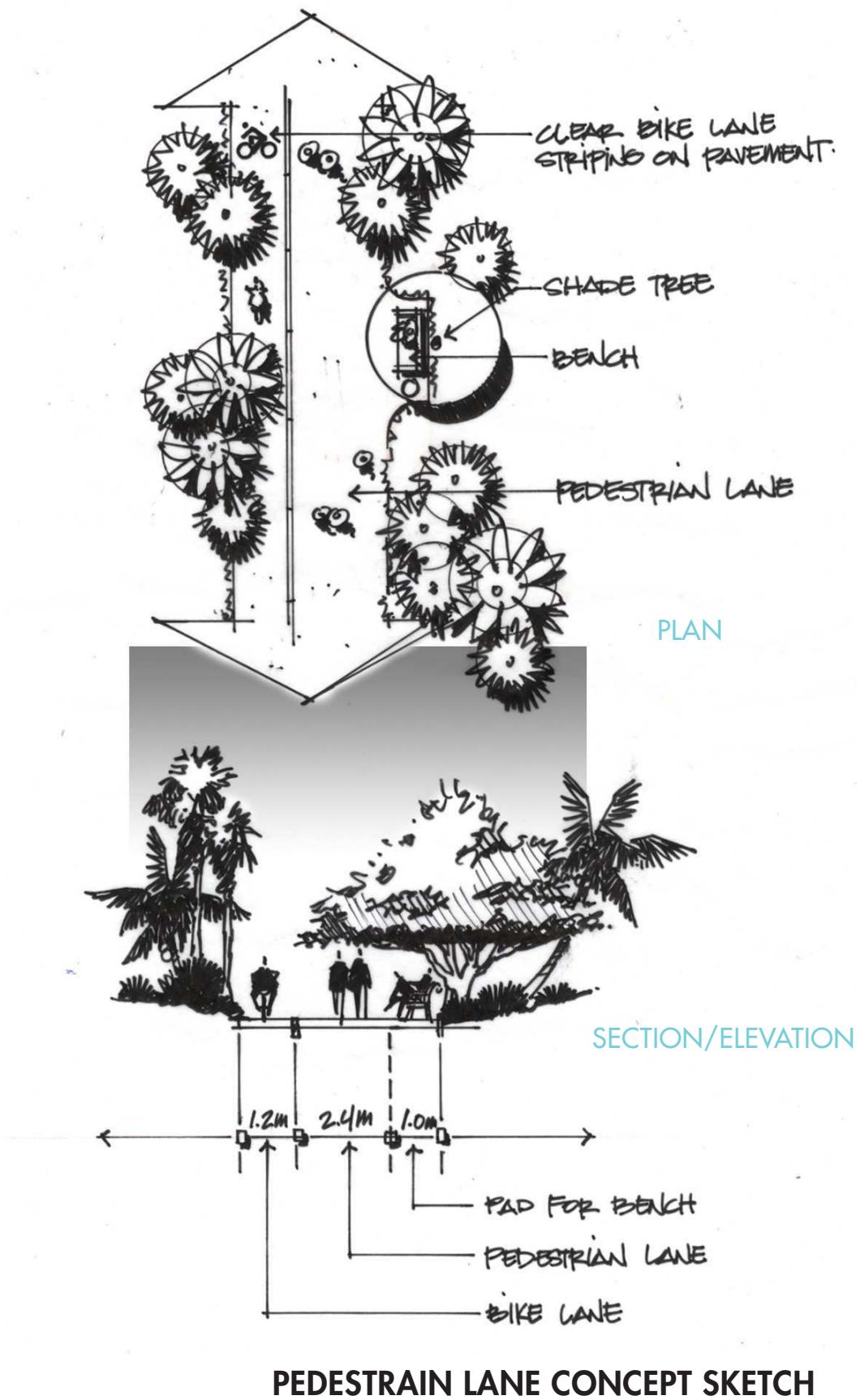
**FOUR LANE ROAD CONCEPT SKETCH****TYPE D**

This diagram illustrates a four lane, multi-directional road with street tree plantings, sidewalks, and bike lanes on both sides. Type D streets are recommended for island transit roads in more populated areas to enhance circulation, reduce travel time, improve pedestrian access, and allow for Saint Lucia's near future growth. Type D roadways include four 11'-0" drive aisles, two 3'-0" bike lanes (minimum) and sidewalks at a minimum of 4'-0" each.

**FOUR LANE ROAD CONCEPT SKETCH**

**TYPE E**

This diagram illustrates a pedestrian and bike lane. The bike lane and pedestrian lane should be clearly separated by bandings in the pavement, markings, or paint on the surface. There should be poured pads for benches and trash receptacles, shade provided at each resting point, and bollards that can be removed for emergency access.



# CASTRIES TRANSPORTATION SUMMARY

## VISION PLAN INITIATIVES

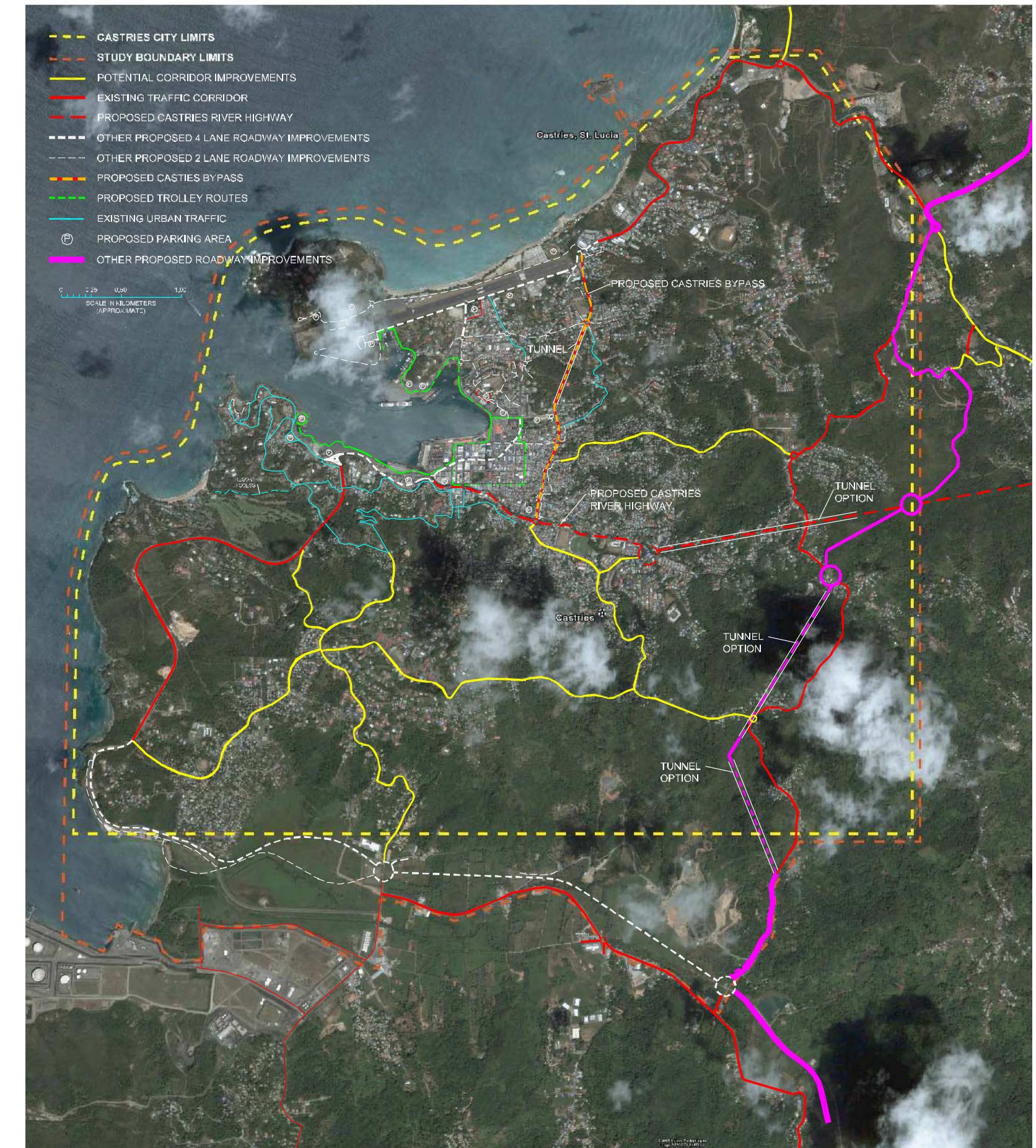
In 2007, IDEA completed a comprehensive transportation study of Castries and the surrounding areas. The purpose of the study was to explore ways to improve circulation, alleviate congestion, improve pedestrian zones, increase parking opportunities, and help restore the waterfront along the harbour. Below are some of the main topics studied in the report (the full report can be viewed for further reference and is entitled "Castries Vision Plan Direction.")

### North-South/East-West Transportation Enhancement

- A comprehensive transportation network was designed feeding to North, South, East, and West. A bypass road is planned for Castries from North to South in order to improve connectivity to Cul De Sac and additional corridors.

### City Transportation Ring Road

- The Castries city transportation ring provides alternate access from Cul De Sac and improves downtown circulation by widening to four lanes and connecting to the bypass; would include several tunnel options to address travel time.
- The Castries Bypass Highway provides a new primary circulation route through the city, allowing John Compton Highway to be incorporated into the waterfront redevelopment to serve as a more pedestrian-friendly promenade. The Bypass Highway will start at the proposed expanded Vigie roundabout, tunneling under the Calvary Hills, running down along the eastern edge of the Central Business District (parallel to Chaussee Street), feeding the city from the back, connecting into the proposed Castries River Highway.
- Castries River Highway provides East-West Connectivity along the proposed culverted Castries River, connecting into the existing Millennium Highway to the West and running along the river past Marsha Field/Cricket Complex to a tunnel connecting eastward into the Castries City Ring Road.



CASTRIES CITY TRANSPORTATION RING ROAD CONCEPT DIAGRAM

### Harbour and Central Business District Feeder Roadways

- Along with general roadway enhancements, the harbour and Central Business District is an area in need of new parking decks, public transportation hubs, and staging areas strategically placed around the city, as well as several roundabouts for enhanced circulation.
- Central Business District Area Transportation Improvements**
  - There is a need to implement traffic calming efforts in business districts to accommodate cruise ship shopping excursions and other heavy pedestrian traffic.
  - Wider pavements, landscaping, and lane reductions have been recommended, as well as trolley service and pull offs. In every area of Castries there is a need for parking.
  - Shared parking lots or decks should be designed with consideration to pedestrian movement and be situated close by public transit points.



CASTRIES HARBOUR & CENTRAL BUSINESS DISTRICT FEEDER ROADWAYS DIAGRAM

# GRANDE ANSE PARKWAY CONCEPT

## VISION PLAN INITIATIVES

As outlined below, the purpose of creating the Grande Anse Parkway is primarily threefold: to create and enhance interior connections to communities and land; to generate development and tax revenue; and to create an environmentally sensitive corridor.

Currently, transportation in the northeast region is difficult, if not impossible. Roads and paths simply end within the mountainous terrain of Saint Lucia with no indicating signage or warnings. Interior communities find it difficult to "link" to one another and to maintain a constant flow of goods and services. Furthermore, there is a great concern that new roads will be built without proper study and knowledge, disrupting the sensitive natural environments contained within the region. The Vision Plan Framework initiatives that address these concerns are outlined below:

### GRANDE ANSE PARKWAY INITIATIVES

#### Create and Enhance Interior Connections to Communities and Land

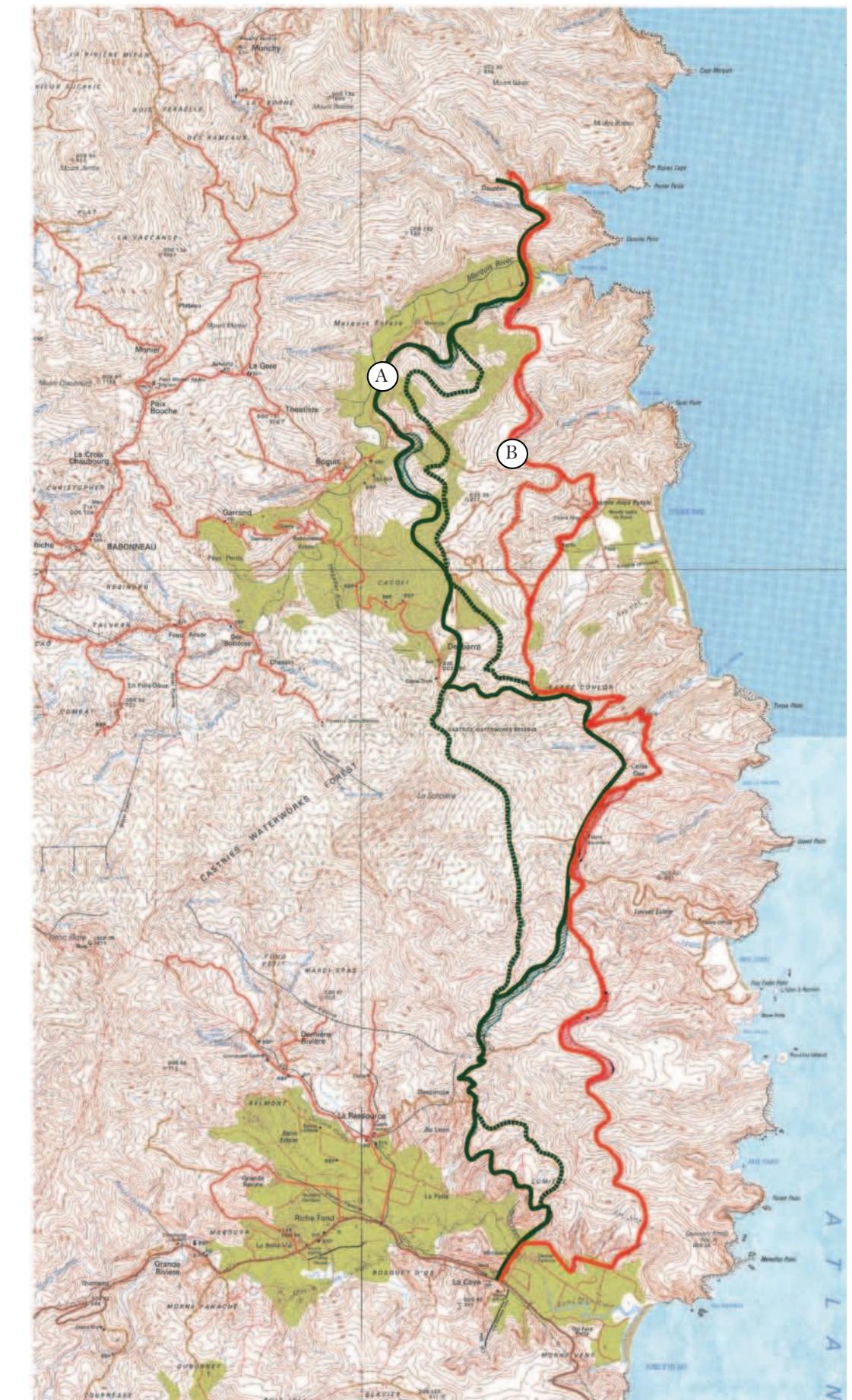
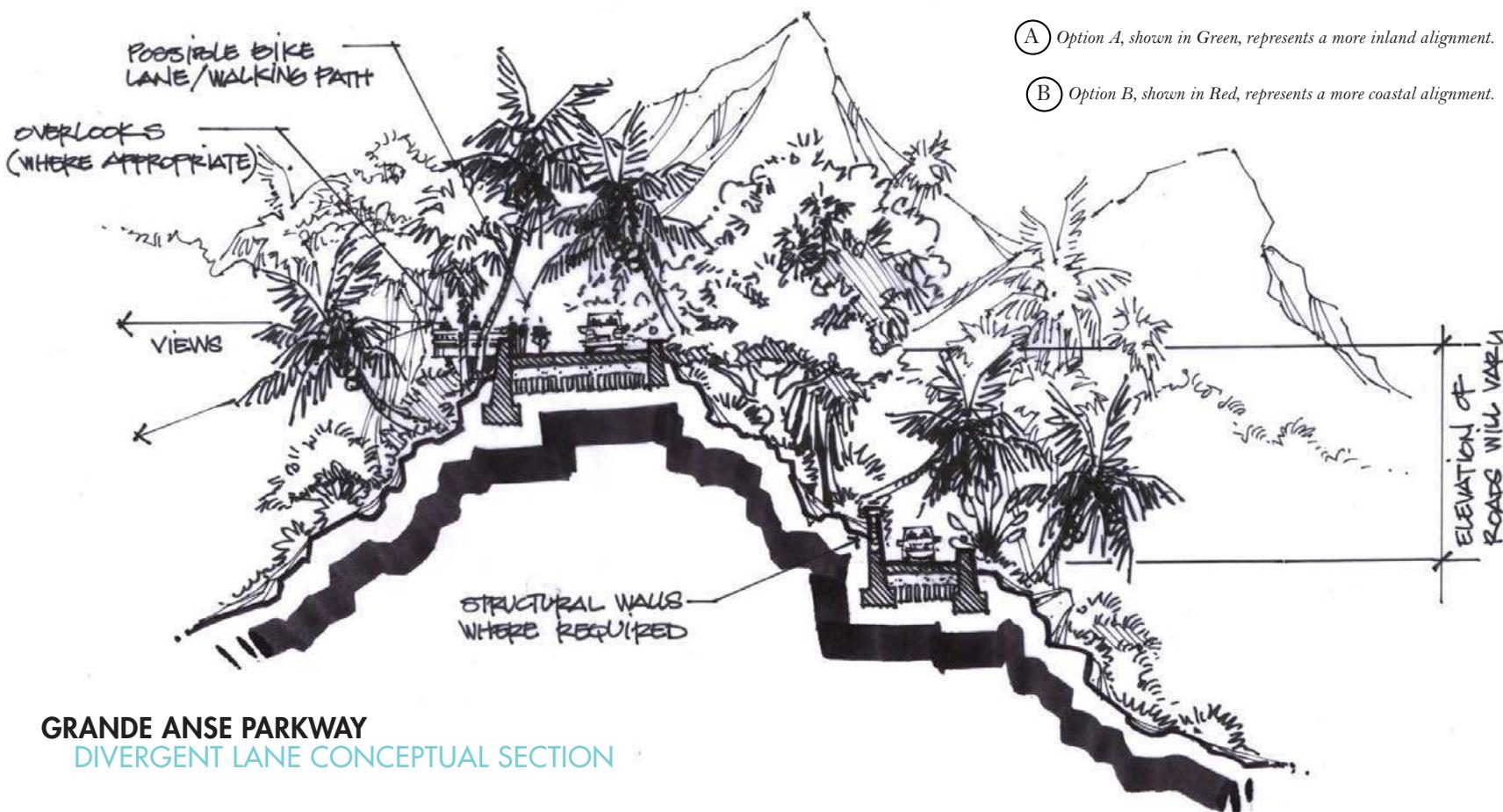
The parkway will connect communities and make approximately 8,500 acres of developable lands accessible from Gros Islet to the Dennerey area. Today, there is only very limited access on secondary roads to the northeast coast. These are long and difficult to navigate. In some situations it is simply impossible to connect to the northeast region from the northwest and vice versa. The new parkway, coupled with the completion of the proposed Barre de L'Isle tunnel, will alleviate many of these problems by providing an alternate route – an improved route that reduces travel time significantly, and opens up the area to sensitive, sustainable development.

#### Generate Revenue

Although it will be limited access, the parkway will allow for new development potential and greater island-wide distribution of the population and income. There must be strict guidelines and policies that regulate the types of developments that are constructed in this area, as a result of the new parkway.

#### Create an Environmentally-sensitive Corridor

There are many naturally sensitive areas in the northeast region of Saint Lucia. Many of these areas are being bought up and planned in an irresponsible manner – if this practice continues, the damage may be irreversible. Hotels and resorts are being planned in coastal zones that have extreme wildlife sensitivity. Using the Blue Ridge Parkway in the United States as a model, the new parkway will answer the pressing need for preservation, conservation, beautification, and responsible development. Furthermore, the new parkway will serve as a model for Saint Lucia's future development.



**GRANDE ANSE PARKWAY**  
DIVERGENT LANE CONCEPTUAL SECTION

## GRANDE ANSE PARKWAY GUIDELINES AND OBJECTIVES

There are a number of guidelines and objectives associated with the Vision Plan described below:

### Divergent Lanes and Low Impact Design

The design of the parkway should be sensitive to natural contours and terrain, only using bridges and tunnels where absolutely necessary. Four lanes of traffic is unnecessary and would significantly increase pollution and negatively impact the land. Therefore, the parkway should be two lanes, unless, upon further study, it is determined that a third passing lane should be incorporated. Bifurcated and divergent lanes may be useful and necessary to compensate for extreme elevation changes. Because of the sensitivity of the region, there should be limited access to the parkway – reducing the number of ramps and the amount of pavement in order to ensure less impact on the land.

### Wildlife Corridors

A study should also be conducted to locate wildlife corridors. In the event that there are migratory patterns of species that would be affected by the construction of a parkway, accommodations should be made – such as wildlife underpasses that allow free passageway under the road with minimal to no vehicular interruption. Signage shall be posted alerting motorists to the environmental sensitivity and alerting them to drive with caution.

### View Corridors

A viewshed/view corridor study should be prepared to analyze possible scenic views of Saint Lucia's diverse and beautiful countryside, mountains, and ocean views. At strategic points along the parkway, where a grand view is indicated, an overlook is strongly encouraged. The overlooks should include proper signage (traveler's location on the parkway, what the traveler's is viewing, height above sea level, local wildlife to watch for, etc.). The view corridors should also include minimal parking and pull-off areas as well as safety features such as rails, posts, and columns.

### Adjacent Developments

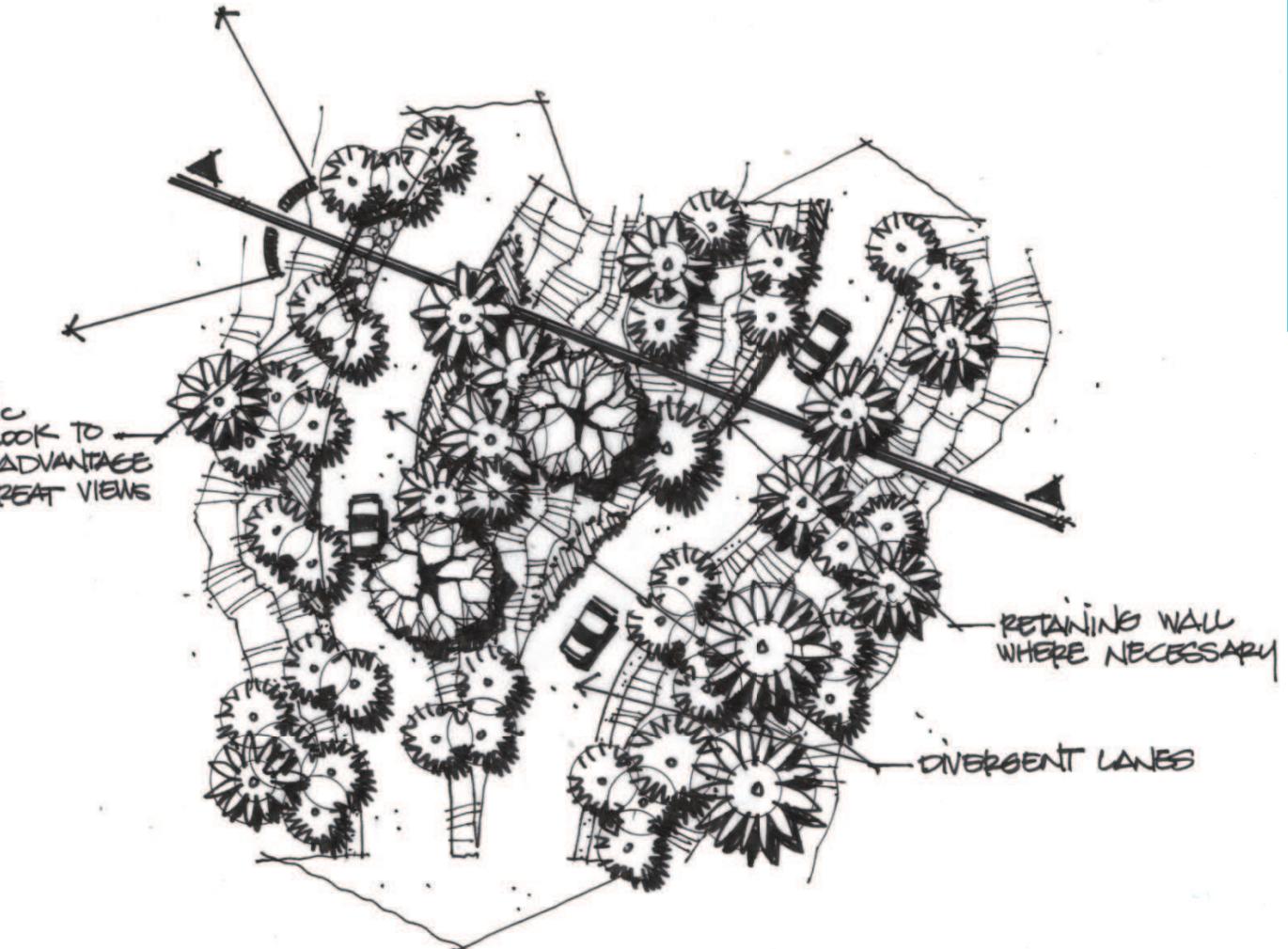
There will be opportunities for new developments along the parkway. However, there should be strictly-enforced controls on the type, style, and density/location of development. Only small pockets of cluster development should be implemented, rather than structures strung chaotically along the entirety of the road. It is important to note that these areas should be located within close proximity to proposed interior communities and these “villages” along the parkway should act as limited access entry to new community developments and housing. The types of adjacent development that should be permitted include:

- Fuel/petrol stations
- Boutique retail locations
- Small food and beverage shops or kiosks located within small retail “villages”
- Nature centre/overlook

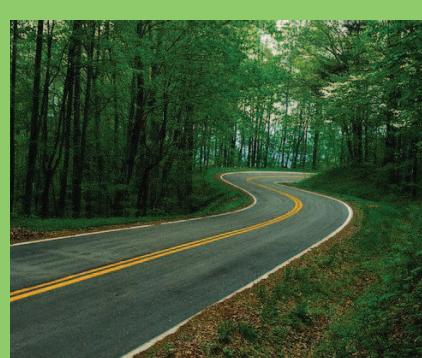
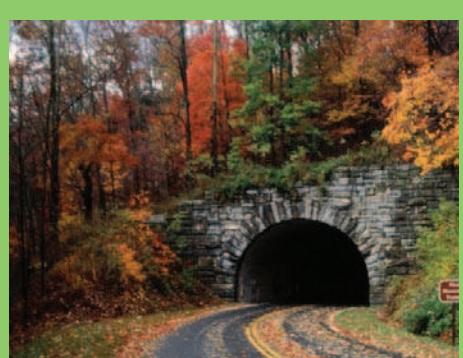
### Lighting, Signage, and Landscape

Lighting should be implemented according to standard roadway guidelines and photometric studies. Upon further ecological studies, it may be determined that low-level or height-restricted lighting must be used. Light pollution is a major global concern and affects sensitive areas such as the northeast region. This issue should be addressed by considering elements such as solar powered systems (lower harsh light radiation), capped lighting (controlling light to focus only on the ground and not letting it escape to the surrounding night sky), and maximum placement efficiency (covering the most area without an unnecessary overlap in light sources).

- Signage should adhere to the guidelines listed in the National Roadway Enhancement section.
- Landscape should be left natural where possible. Any heritage trees that may be in conflict with the alignment of the parkway should be saved or transplanted. Infill landscaping, around entries or elsewhere, should adhere to the guidelines listed in the National Roadway Enhancement section.



**GRANDE ANSE PARKWAY  
DIVERGENT LANE CONCEPTUAL PLAN**



## VISION PLAN INITIATIVES

### INTERIOR RING ROAD

Currently, island transportation via landside roadways is limited to one major artery connecting the villages island-wide. Any local traffic flow issue that occurs along the highway can have a national impact. A severe accident or natural disaster can effectively cut the island in two, forcing traffic on a lengthy, "around the island" diversion. Extended road repairs or improvements are very difficult to programme for the same reason.

A proposed road on the interior of the island would alleviate many of these issues. This new route will provide an alternative passage for service vehicles and motorists, it will also create new opportunities for agricultural connections, residential communities, and places for infrastructure improvements (i.e. power plants, water treatment, electric substations, etc.). The Interior Island Ring Road will also connect isolated ridge communities and other interior communities. The ring road should be two lanes; a third lane should be added only where there is adequate space for safe passing.

### VILLAGE TRANSIT ROADS

In an effort to reduce the travel time from Castries to Vieux Fort, IDEA proposes a series of village transit roads that would facilitate express vehicular traffic from one end of the island to the other and alleviate thru-traffic pressures within the village cores. The addition of the new transit routes would benefit the social health of the local community with less road and noise pollution and a safer pedestrian environment. The alleviation of vehicular congestion would enable a street enhancement programme to be carried out. Minimal drive aisles and on street parking should still exist within the villages. To provide further connectivity into the villages, there must be clear and inviting entry signage with landscaping to attract the passerby into the locale. When designing the alignment of the road, in sensitive watersheds and terrain, considerations should be made for natural drainage.

### BARRE DE'ISLE TUNNEL CONNECTOR AND ROAD PROJECT

Construction of a new roadway and tunnel will make travel from Castries to Dennery much easier and faster, allowing travelers to avoid the steeply-winding section of road along the Barre De L'isle mountain ridge. The new road will have an average slope of two degrees and the approaches to the tunnel will be through flat, agricultural lands. Exact tunnel location is to be determined, but the entrance coming from Castries is expected to be near the Bexon area and exiting not far from the Rich Fond area.

BARRE DE'ISLE TUNNEL OPTIONS



VILLAGE TRANSIT ROAD DIAGRAM

INTERIOR RING ROAD

ST. LUCIA ROADWAY TRANSPORTATION DIAGRAM

The collage consists of seven photographs arranged in three rows. The top row shows a paved walkway with blue directional signs, a row of buildings with palm trees, and a large brick building at night. The middle row shows an aerial view of a town, a paved road through a green landscape, and a building covered in ivy with a mural. The bottom row shows a paved area with yellow umbrellas and a view of a street lined with trees and parked cars.

*Parking Reference Imagery*

## PARKING

Roadways in Saint Lucia originally evolved from narrow carriageways. As road demand grew and vehicles got larger the village and urban environments have experienced increasingly narrower roadways, a problem which is compounded by the prevalence of street parking. Although some on-street parking helps create a feeling of life within the village, the inclusion of shared or peripheral parking is strongly recommended to help ease congestion. By alleviating pressures on on-street parking along narrow streets, the village becomes more accommodating on nights of heavy traffic and popular events (i.e. Anse la Raye Fish Fry on Fridays).

Pervious paving material should be used to ensure an environmentally responsible approach. Within the village sites, small scale parking lots should be placed strategically throughout, without impinging on amenity space and points of interest. Service access should share parking access when located near buildings.

Adequate screening should be provided around the perimeter of shared parking, through the use of trees, shrubs, and other vertical structures. This screening is to be done in a manner that does not create visual barriers as to impose on the safety of users. Any built structures such as fences or columns are to match the architecture of the village wherein it lies.

All public parking areas must be adequately signed and lit to ensure ease of use and user safety. Light poles shall match the surrounding architectural character and be placed strategically, per photometric studies.

In more urban or densely-populated areas such as Castries and Vieux Fort, the implementation of parking garages or subterranean parking structures will be required. The architecture should integrate design features of that town/city. In many cases, parking decks can be built to blend in to store fronts and enhanced with landscaping or green screening to soften garage facades.

## TRANSPORTATION HUBS

As the pressures on transportation change and grow, the creation of a national structure of transportation hubs becomes increasingly vital. These hubs are a key initiative in transportation improvements. The transportation hubs will provide tourists and local citizens a more efficient way of accessing public transit systems as well as anchor sites along the island. It is our intention to create three (3) types of transportation hubs: regional hubs, urban/village hubs, and formalised local transit stops.

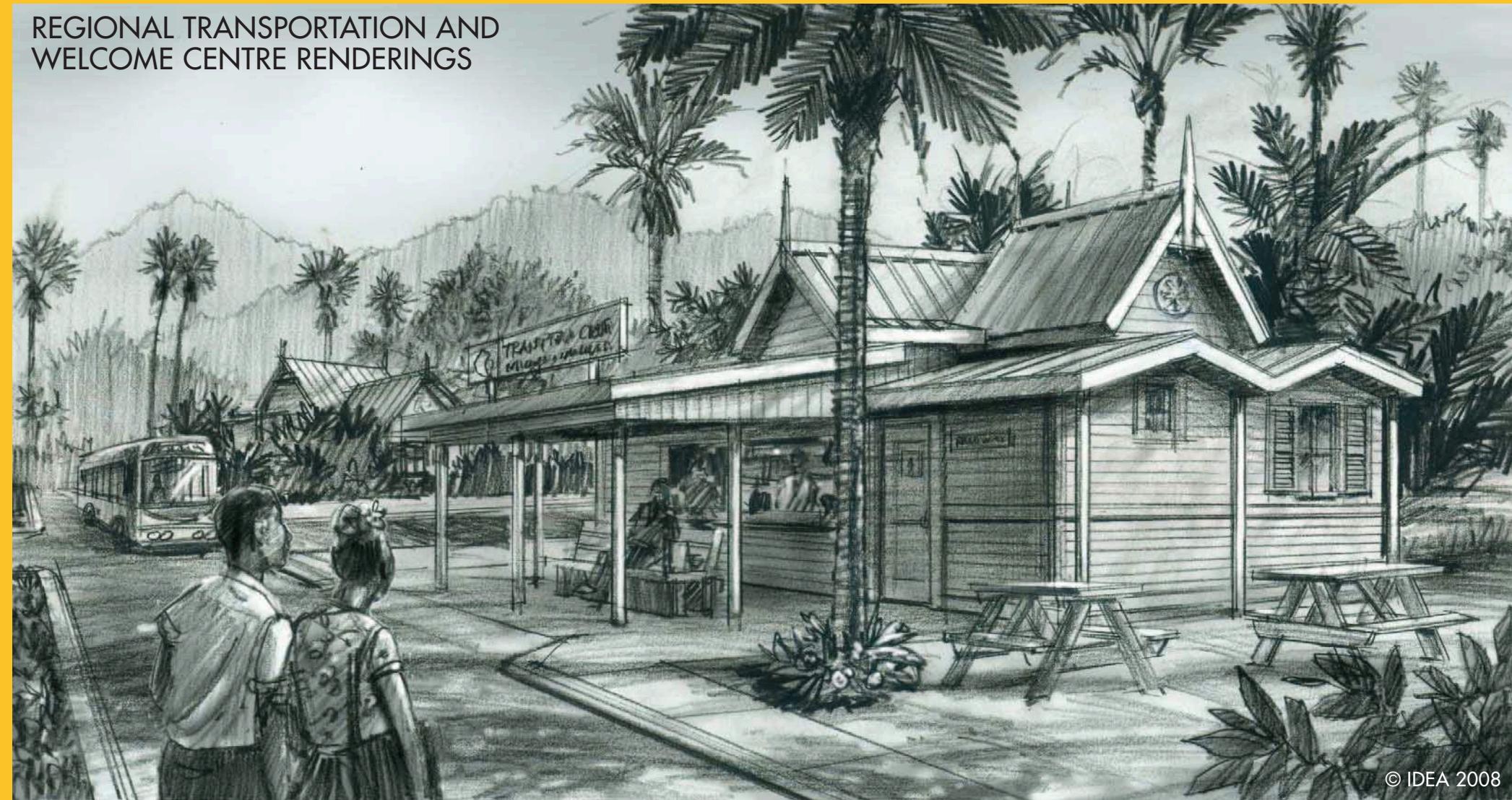
### DESIGN APPROACH

Ease of access and security are of paramount importance when considering the location of the hubs. Each hub should be in a clearly designated area, offering both space for multiple transit vehicles and amenities for travelers. Security issues need to be addressed to ensure that the hubs are usable twenty-four hours a day, manned around the clock by service personnel.

It is important to provide covered structures and shade in these areas. Furthermore, to aid in providing shade and aesthetic visual quality, canopy trees with a wide spread and high, clear trunk (to avoid conflicts with taller vehicles such as buses and trams) should be planted strategically within the hubs.

There shall be no ground covers or shrubs above eighteen inches in or around the transportation hub area so that safety of the public is ensured and no one intending harm can hide behind taller plant material. Adequate lighting shall be provided, per an approved photometric study. Adequate lighting will also ensure security and safety of users. Regionally, the transportation hubs should incorporate Regional Welcome Centres and Preview Centres with thorough environmental signage and graphics directing traffic to local attractions and villages.

REGIONAL TRANSPORTATION AND WELCOME CENTRE RENDERINGS



© IDEA 2008



Reference Imagery

## REGIONAL TRANSPORTATION AND WELCOME CENTRES

Regional hub areas are to be located to the interior (inland) of existing villages, off the Village Transit Roads, keeping them on the main coastal highway, away from village-centre congestion. A strong connection from the regional hubs into the urban and village hubs is mandatory. The design of the regional hubs includes Regional Welcome Centres that serve as Preview Centres, have local retail/craft shops, refreshment areas, restrooms, and kiosks. Shared parking, with transportation hubs, should be utilised. In some cases, the Welcome Centres will be one of the first images tourists will have of Saint Lucian architecture, so it is imperative that any buildings speak to the indigenous design and style of that region. The Regional Welcome Centres should perform as follows:

### Welcome Centre as a Preview Centre

The Preview Centre is intended to highlight local and regional attractions. This may also include natural and unique features found on walking or canopy tours as well as nearby village anchor sites. Visually aesthetic and informative signage, as well as available pamphlets and maps should be used to highlight all areas of potential interest to locals and tourists.

### Welcome Centre as a Local Retail and Craft Shop Area

In addition to the Preview Centre, the opportunity exists to introduce local artisan shops and small retail stores. This area should not be a large entity within the Welcome Centre, but should be designed in a simple, pedestrian scale village style.

### Welcome Centre as a Refreshment Area

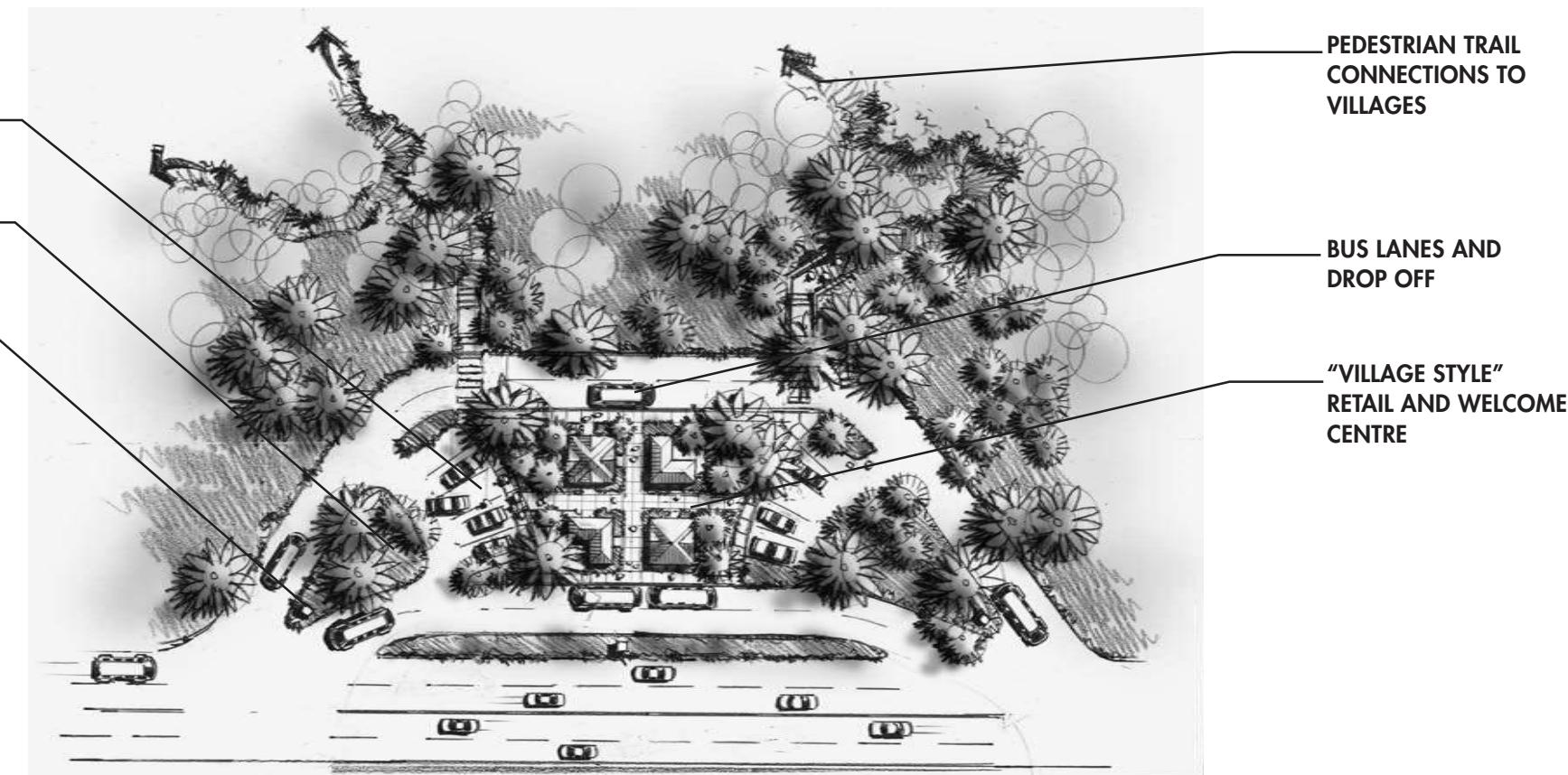
There should be beverage and snack stands in the Welcome Centre. This is an opportunity to provide tourists with a glimpse into the unique blend of native fruit juices, rum, and foods in the area. There must be adequate public restroom space to support the traffic flow through the Welcome Centres.

## URBAN AND VILLAGE TRANSPORTATION HUBS

At the urban and village hub, it is important to create connections into the village anchors, via moderate walking distance or short vehicular distance. The primary usage of these hubs will be bus pickups and drop offs, as well as taxi pickups and drop offs. At these sites, there will be people waiting for periods of time, therefore, important design features such as restroom facilities and shade structures are absolutely necessary. To accommodate the public who will be driving to the hubs (either for picking up people or parking for the day to take a bus to work), it will be necessary to include parking; larger parking decks will be required in urban areas and smaller parking lots within villages. Small parking area should be paved with pervious material or turf block to improve the environmental footprint of the hub.

### LOCAL TRANSIT STOPS

The local transit stops shall include bus pickups in strategic points throughout the villages and rural communities. Some of these hubs exist today, but they desperately require enhancement or redesign. It is also important that shade is provided here, as well as safety from the street and moving traffic.



TRANSPORTATION AND WELCOME CENTRE  
CONCEPTUAL PLAN

## NATIONAL SIGNAGE PROGRAM

Roadway signage, services signage, and environmental signage plays an extremely important role in the Vision Plan. Signage should be simple, clear, should mark key destinations and current location, and should never impede a driver's line of sight. Guidelines provided by the Department of Transportation will dictate placement of posts and signs. Aesthetically, street signage should be designed to European style and standards.

Along the parkway system, it is intended that there be entrance and exit nodes celebrating the visitor's or traveler's entrance into one village area to the next. The design of these nodes should include signage representing village character, landscaping, and possibly art or sculpture crafted by local artisans.

### SIGNAGE TYPES INCLUDE:

#### Roadway Signage (Department of Transportation)

Follow guidelines set up by the Department of Transportation that indicate crucial roadway issues such as speed limits, pedestrian/wildlife crossings, no passing zones, one-way streets, etc.

#### Services Signage

These signs will primarily direct people to services such as police stations, hospital facilities, transportation hubs, and other facilities.

#### Places of Interest

This type of signage will include environmental signage and graphics implemented to direct people to historic sites, wildlife conservation and preservation areas, beaches, scenic paths/drives, and other unique island features and destinations.

#### Regional Signage

Regional signage should be themed and designed in accordance with the regional branding initiative. Each region should create an identity, through unified design elements, in entrance features, banners, way-finding signs, etc.



Signage Reference Imagery

## LANDSCAPING

Landscaping serves as both a functional aesthetic and visual beautification. All plant material should be indigenous to Saint Lucia and installed with strong considerations to soil conditions and type, water requirements, light conditions, regional planting zones, and intended design schemes. Landscape designs and installations should add layers of visual interest through the use of groundcovers, vines, shrubs, trees, and minimal manicured, irrigated lawn or turf areas. Designs shall also include accents of flowering plants with consideration of seasonal blooming, texture, and colour.

Landscaping should serve also as a buffer from pedestrian-to-motor traffic zones. It should act as a safety feature as well as provide shade opportunities.

When designing landscapes and implementing planting plans, consideration to several important issues should be made:

### Native Plant Material

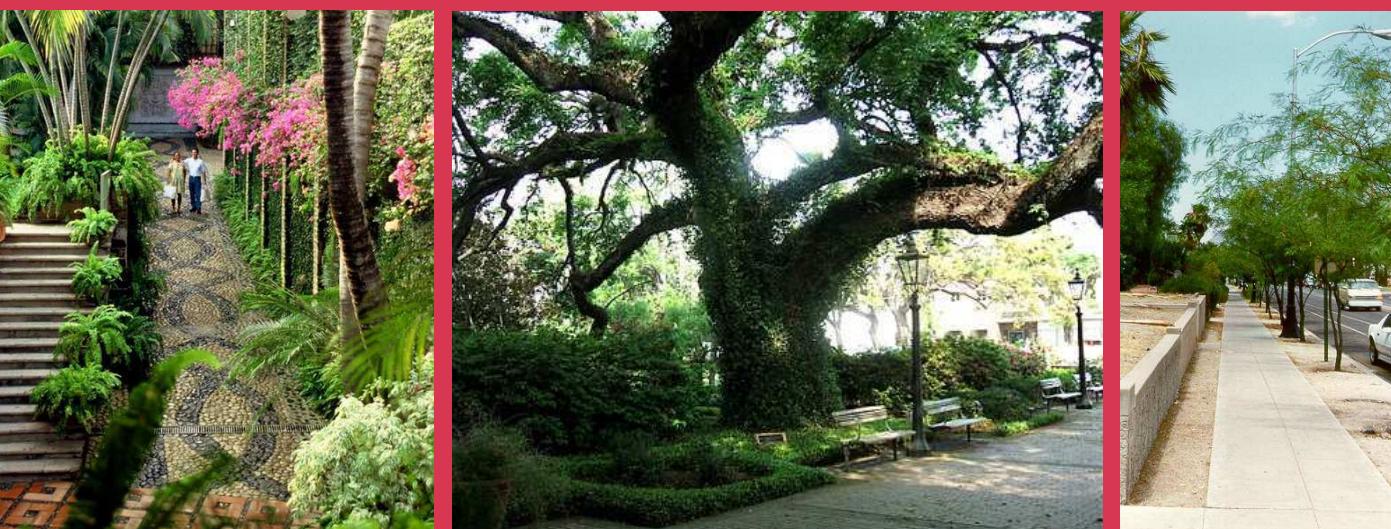
It is imperative that native plant material be used in all designs. This selection aids in reducing the amount of water needed for irrigation. Native plants are acclimated to local conditions and rainfall, and therefore don't require as much irrigation. Additionally, introducing native plants into designs can create unity in floriculture, displaying some of Saint Lucia's beautiful and diverse plant material found locally.

### Non-Invasive Plant Material

Invasive plant material shall not be implemented in any design. These plants are typically groundcovers, vines, and some shrubs. Invasive material is not maintenance friendly and will overtake entire areas, choking out other non-invasive plants.

### Street Trees

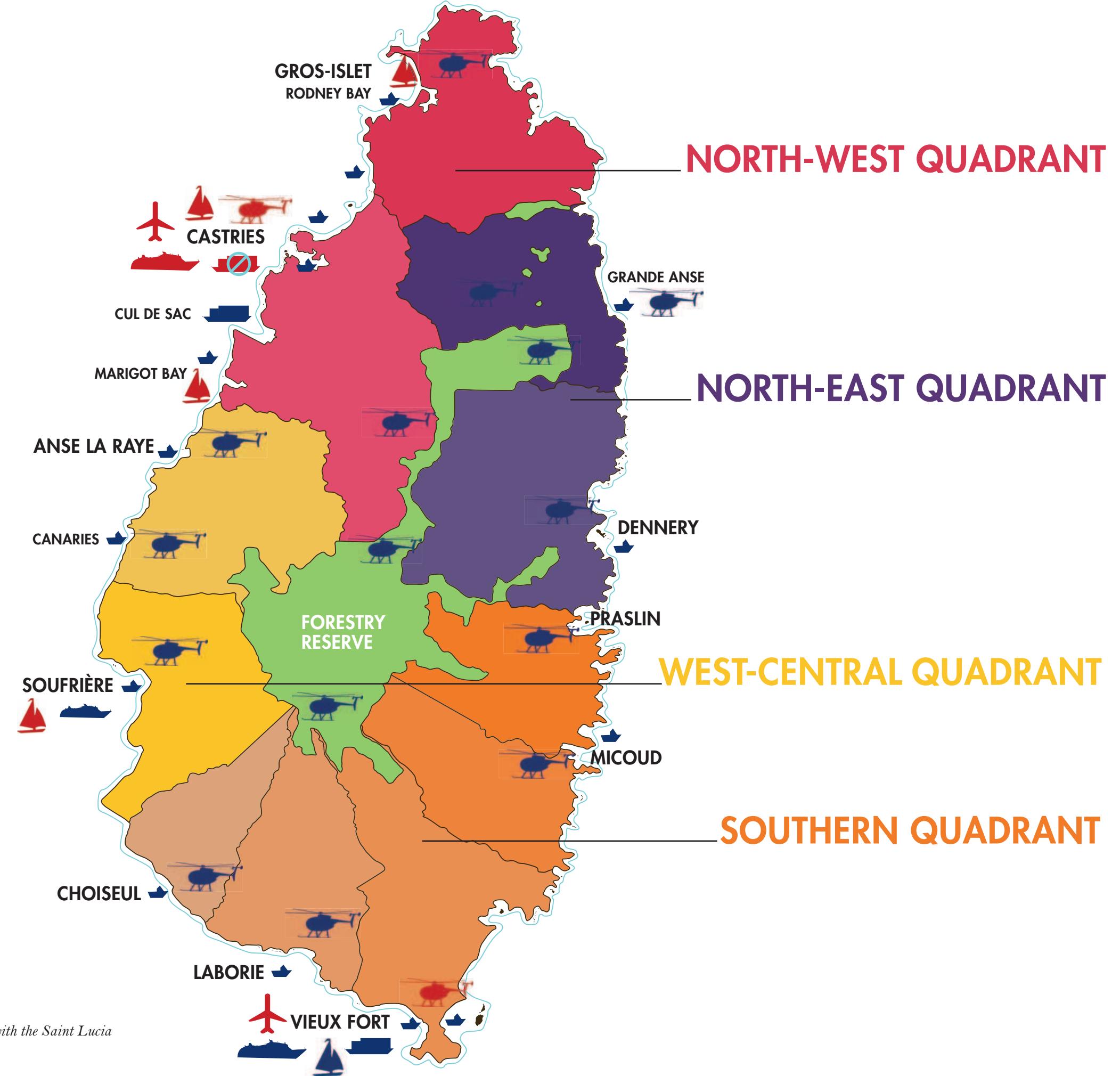
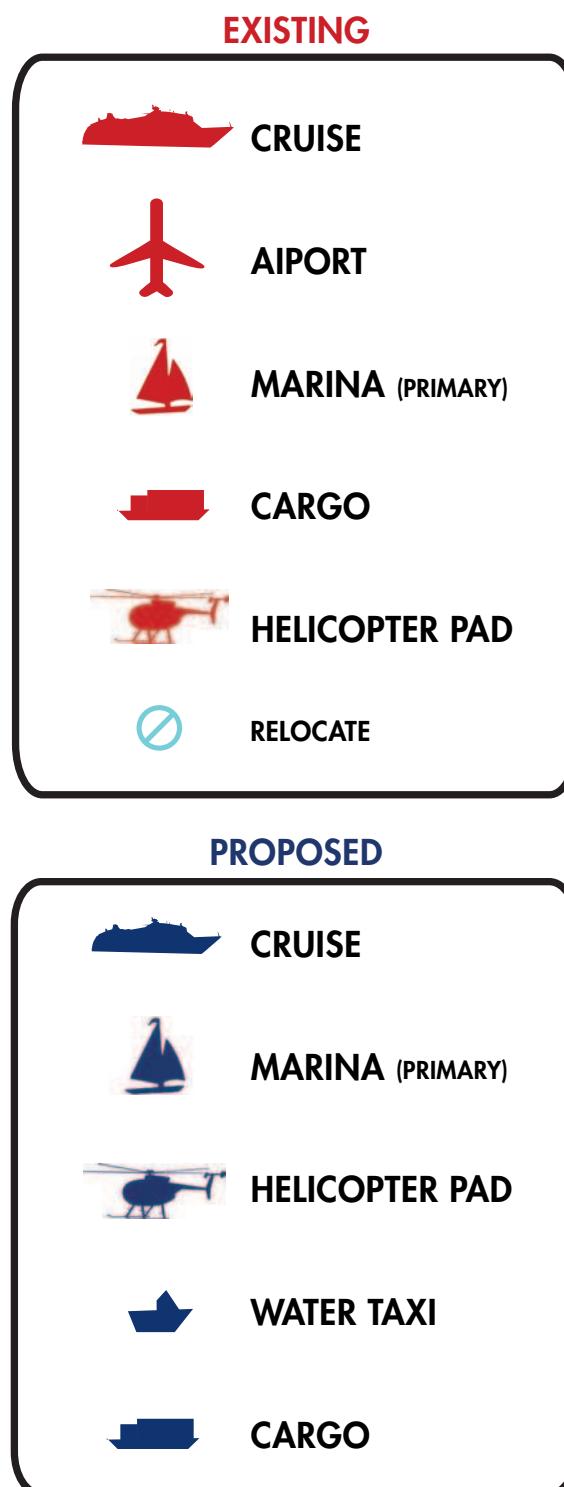
Street trees should be implemented to give adequate shade and canopy spread to provide a pleasant microclimate, especially in areas with heavy foot traffic. Trees should be planted and spaced according to species type. Typically, street trees should be a species and variety that has a high, clear trunk and is native to Saint Lucia.



*Landscape Reference Imagery*

# ISLAND WIDE MARINE & AIR TRANSPORTATION DIAGRAM

EXISTING AND POTENTIAL



CONFIDENTIAL : Illustrating potential areas of influence and impact associated with the Saint Lucia National Vision Plan. Issued for discussion purposes only.

# MARINE TRAFFIC VISION PLAN INITIATIVES

## INITIAL IMPRESSIONS



### FERRY

- Expand the current ferry service to cover both intra and inter island traffic opportunities
  - Enhance vehicle quality/capacity to better service the entire island.
  - Consider island shuttle service from Castries, Rodney Bay, Soufrière, and Vieux Fort .
  - Establish residential and tourist-focused ferry service locations around the island.
  - Expand ferry service between neighboring islands.
  - Explore the potential for hovercraft transportation to facilitate the transportation of large groups of people and vehicles.



### MARINA

- Expand and enhance Rodney Bay Marina (currently under development by IGY).
- Create new marina and yacht club as part of the Castries Harbour Redevelopment Plan).
- Develop/enhance smaller marinas at Marigot Bay, Soufrière, and Vieux Fort.
- Extend yacht mooring facility throughout the west coast villages as established in Laborie.
- Enhance and develop fishing marinas and facilities in a number of villages around the island.

*Note: For detailed marine initiatives, related to the City of Castries, refer to the previous Castries Redevelopment Document.*



### CARGO

- Relocate Castries cargo operation and support facilities to Vieux Fort.
- Develop barge operations in Cul De Sac Bay.



### CRUISE

- Develop an additional large cruise berth at Castries as part of the Harbour Redevelopment Plan.
- Create a cruise ship berth at Soufrière, to accommodate small-class ships
- Establish Vieux Fort as a cruise port with two berths. Build a new pier with the intent to expand operations for homeporting.



### WATER TAXI

- Setup a national water taxi/shuttle service to service both tourism and community needs.
- Water taxi service would be from Rodney Bay, Castries, Marigot Bay, Anse la Raye, Canaries, Soufrière, Choiseul, Laborie, Vieux Fort, and an additional two sites in the North-East Quadrant.



## AIR TRAFFIC

### VISION PLAN INITIATIVES

#### GEORGE F.L. CHARLES AIRPORT (VIGIE/CASTRIES)

- Relocate the terminal facility and expand to include FBO (for additional information, refer to the previous Castries Redevelopment Document for detailed airport initiatives).
- Develop a business centre and hotel attached to the airport to service the business community.
- Create a combined immigration facility with yacht berthing to allow for a seamless “fly in, sail out” service.



## HELICOPTER PADS ISLAND WIDE

- Locate helicopter pads in each community at transit hubs island-wide in order to provide additional emergency evacuation and enhance tourism opportunities.
- These can either be purpose built pads or clearly defined areas of community space that can be used as part of the national emergency network.



*Reference Imagery*



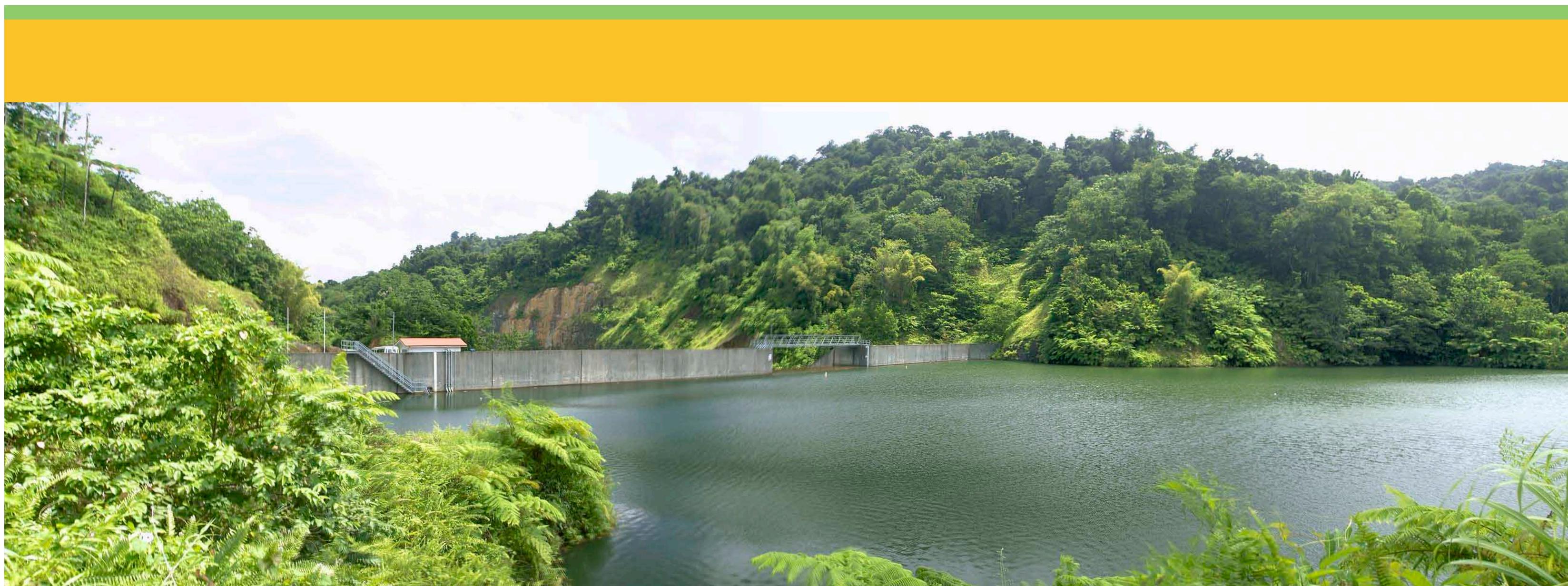


#### HEWANORRA INTERNATIONAL AIRPORT (VIEUX FORT)

- Embark on a major renovation to the existing airport terminal and parking facilities.
- Consider a possible second terminal for American passengers.
- Relocate freehold and cargo areas to the west side of the airport spur road and convert the existing freehold area to an FBO with hangars and maintenance facilities for private aircraft.



# INFRASTRUCTURE



## INFRASTRUCTURE

As highlighted in the Pitons Management Area and Soufrière Region Integrated Development Plan (2007 Hyder Report) the draft Saint Lucia Housing Policy of August 2007 notes that many of the coastal villages are not on a public water or sewage network. For example only thirty-two percent of housing stock in Canaries received piped water direct to homes. Sewage systems are equally rare. For example forty-eight percent of households in Choiseul rely on pit latrines. This pattern is repeated throughout the island. The national grid is much more complete with most homes receiving power. It is recognized however that the system is at virtual capacity and new power sources need to be established immediately to meet future community needs and new resort developments.

When a development is planned for an area where a public water main does not exist, the Authority requires that the developer provide water supply upon completion of the project. The water supply requirement to be satisfied is that no less than thirty-five imperial gallons per day per person be available to serve the development. Adequate land shall be reserved for a reservoir to serve the entire development or individual storage cisterns are to be provided in applicable areas.

## WATER TREATMENT VISION PLAN INITIATIVES

In upgrading existing urban centres and communities (wherein facilities may not exist), and constructing future housing developments, proposals should be submitted to connect the developments to centralized treatment facilities. Population density, number of lots, annual rainfall, and soil characteristics should be considered upon development of these facilities. According to the publication "A Manual For Developers," February, 1988, the developer(s) should refer to the proper authority for approval for the design and construction of such facilities. Three initiatives must be considered when planning for water treatment. They are:

### Treatment Facilities

- Treatment facilities and distribution systems to be developed island-wide.
- In existing conurbation, as redevelopment and improvement occurs, areas will be linked into the new ring mains eliminating the use of pit latrines and septic tanks.
- Septic tanks should be used in more remote inland areas where it is uneconomical to provide linkage to a central treatment centre.

### Storm Water Runoff

- To minimize watershed pollution from storm water runoff bio-retention systems and swales should be established to accommodate runoff in areas of major drainage.
- Bio-swales should be incorporated into designs of roads and parking so that new construction of culverts, drains, curbs, and gutters is minimal and to ensure that recharge and filtration of runoff is slow and natural – helping to avoid washouts and erosion.
- Where possible, the width of pavement should be reduced and systems such as bio-cells and surface collection facilities under parking lots should be utilised.

### Natural Constraints

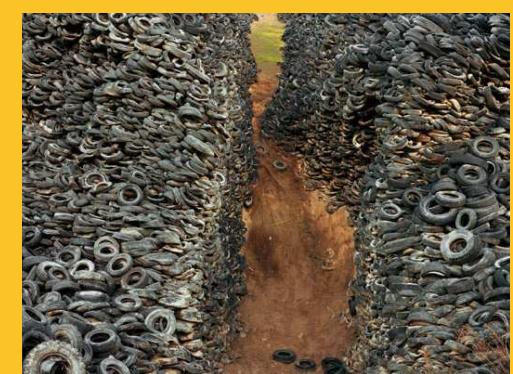
- Evaluate areas prone to flooding and/or landslides island-wide.
- Evaluate natural holding systems for filtration prior to discharge into the river and streams, and consider bio-retention systems as well.



Water Treatment Reference Imagery

## RECYCLING

As with any rapidly developing nation, it is vital that the Government of Saint Lucia establish a comprehensive recycling program. The benefits of recycling are innumerable, from reducing greenhouse gas emissions, to minimizing air and water pollution. A complete recycling program should include facilities for the sorting and reprocessing of common recyclables, such as glass, paper, aluminium, steel, and plastic. The recycling of aluminium and steel is particularly advantageous because both may be reprocessed without any loss of material integrity. Recycling facilities and an island-wide recycling collection program would be particularly effective at combating the challenges of inappropriate waste disposal, especially as it pertains to larger consumer durables such as cars, appliances, and electronic equipment. As the development of Saint Lucia continues to grow, the necessity of programmes of this nature will increase, as an effective and efficient method of controlling the population's solid and commercial waste. Several collection sites should be set up and marked around the island in each village, from which the recyclables can be collected and reprocessed at a recycling plant located in a strategic area.



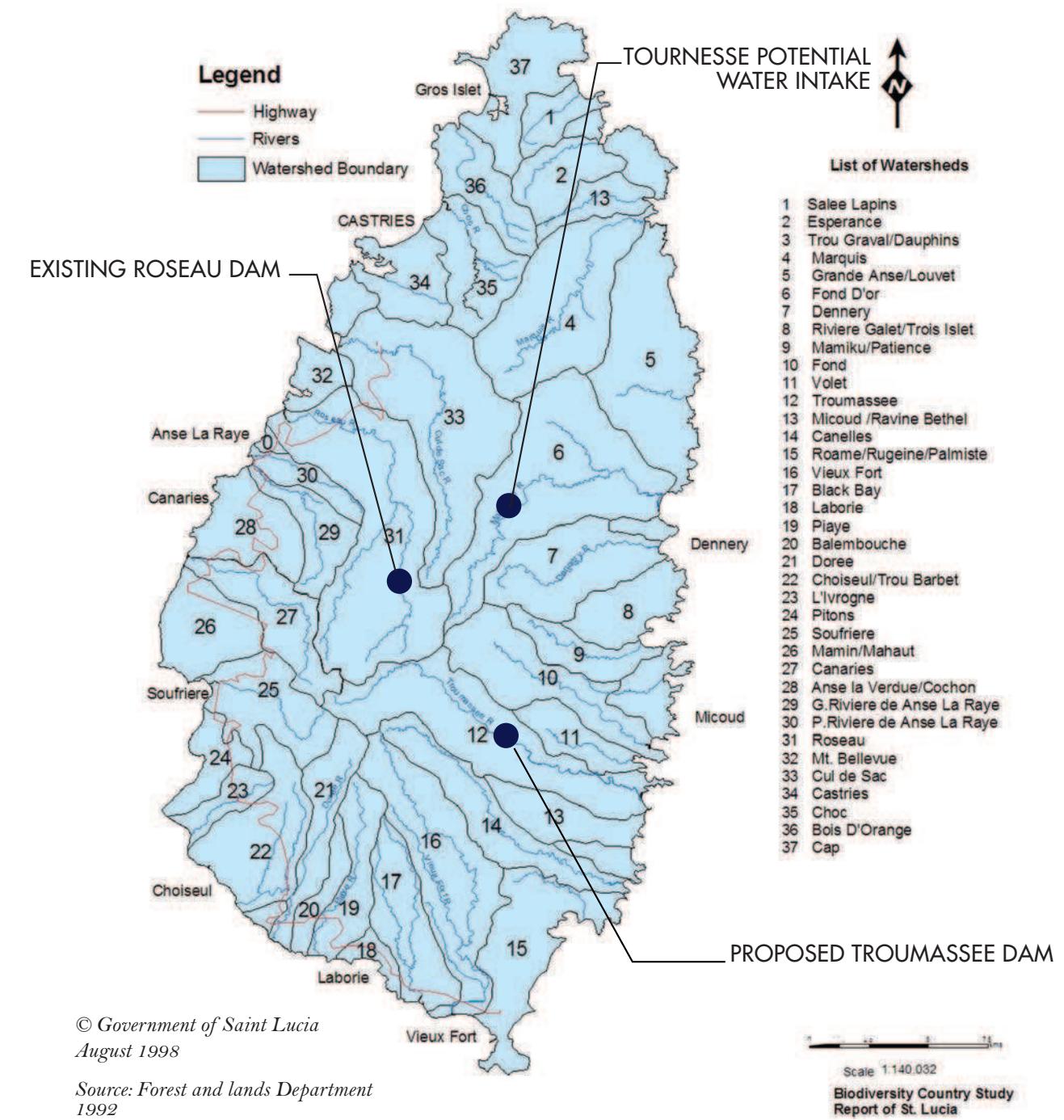
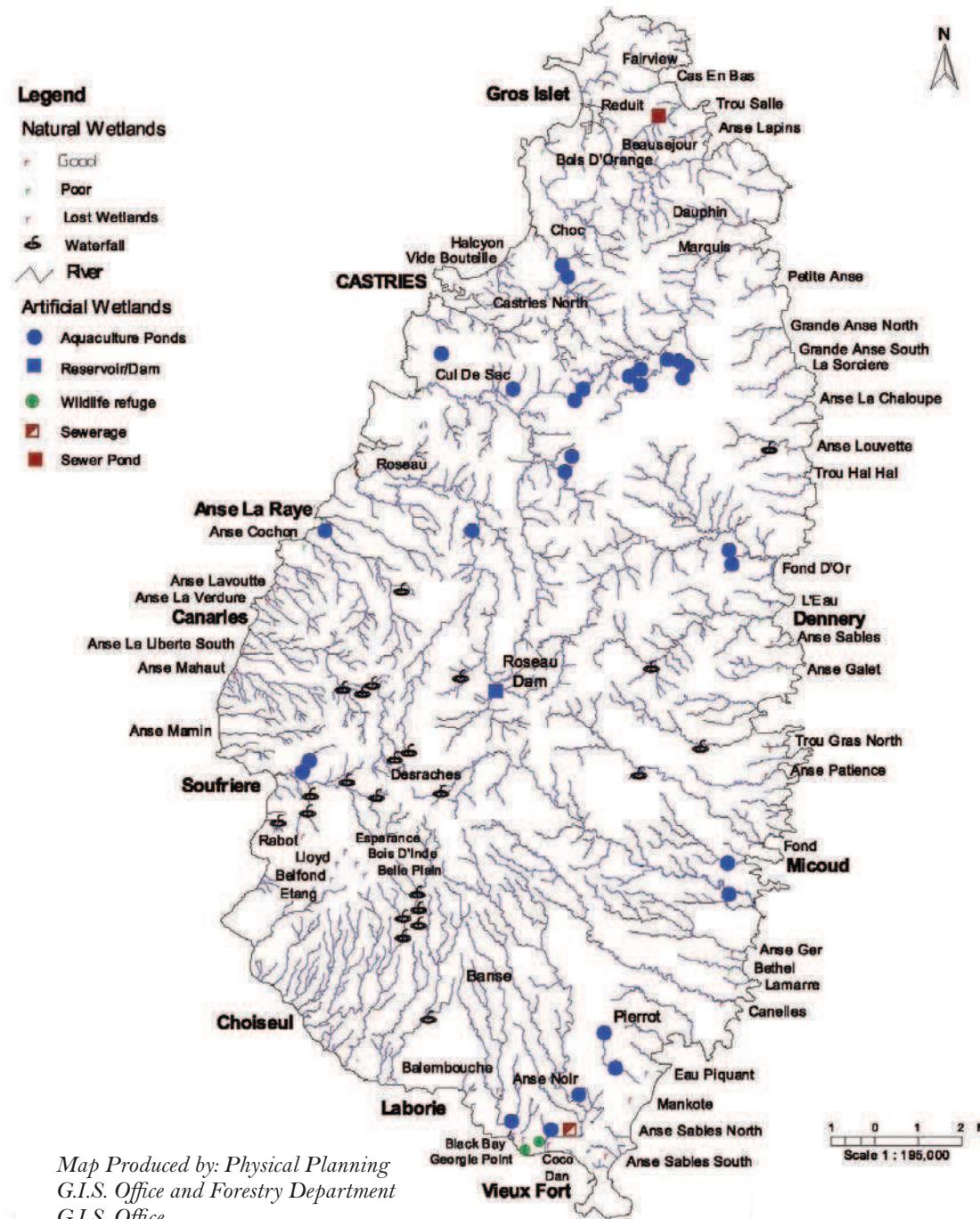
Recycling Reference Imagery

## WATER SUPPLY & DISTRIBUTION

- To ensure that both fresh potable water and water for emergency services is available island wide, several dam projects have been proposed. In addition to the existing Roseau Dam and watershed project, the potential for a Troumassee Dam and Tournesse Water Intake will significantly aid these efforts, especially in areas where the sustainability of new housing settlements is a high priority.
- Land must be designated for water treatment plants lying outboard of major villages where topography allows so that direct distribution to the residents is made possible, more efficient, and a more steady supply than the current situation.
- The immediate construction of water towers in some areas of current critical need would help alleviate shortages (e.g. Micoud South).
- Existing fresh water sources should be evaluated for quality and measures should be taken to improve the quality to protect the many benefits of these sources.



ROSEAU DAM



## FRESHWATER ECOSYSTEMS OF SAINT LUCIA

## MAIN WATERSHEDS OF SAINT LUCIA

## ENERGY GENERATION AND TRANSMISSION

The following information, relative to energy generation and transmission, presents a high-level overview of the challenges, considerations, load forecast, energy and demand forecast, and the capacity requirements for generation planning. This information was excerpted from the LUCELEC Development Plan Presentation to the Ministry of Economic Affairs - May 15, 2008.

### Challenges

- Increasing cost of fuel oil and resulting cost of energy
- Maintaining acceptable power system reliability, operating requirements, and reserve margin (regulatory constraints)
- Small, non-interconnected power system
- Environmental
- Zonal (land usage requirements)
- Providing sustainable and affordable power supply to consumers, while providing fair return to investors

### Considerations

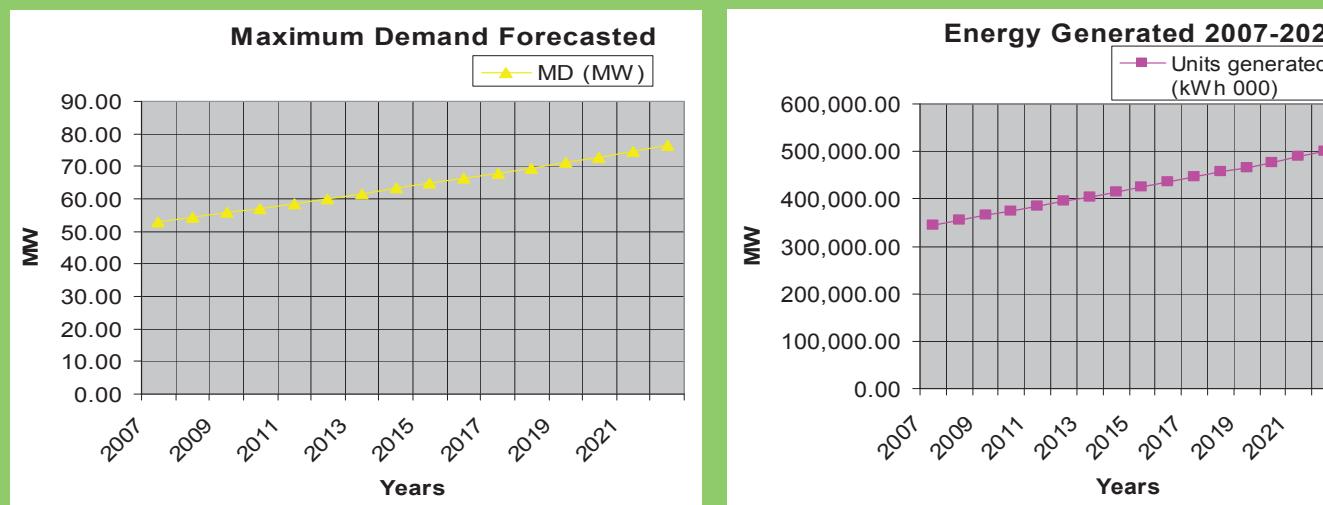
- Reducing electricity rates
- Keeping up with growth and power demand
- Reducing exposure to fuel price volatility through fuel diversity
- Developing alternative technologies
- Maintaining acceptable power system reliability and reserve margin

### Load Forecast

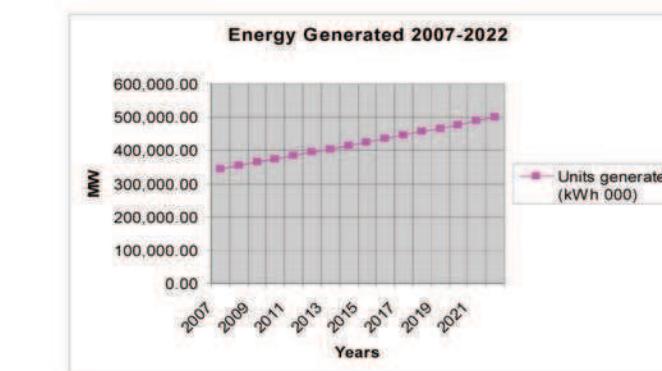
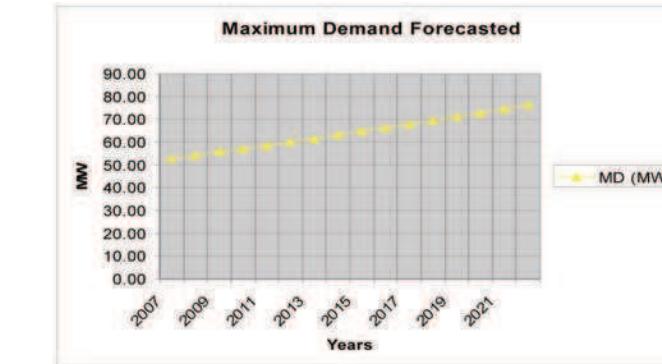
- In 2007 - 345,698.05 Units Generated (kWh 000); 52.70 MD (MW)
- 2010 Forecast - 374,544.15 Units Generated (kWh 000); 57.10 MD (MW)
- 2015 Forecast - 424,997.14 Units Generated (kWh 000); 64.79 MD (MW)
- 2020 Forecast - 477,358.34 Units Generated (kWh 000); 72.77 MD (MW)



### Energy & Demand Forecast - 15 Years



- Load growth will be an average of 3% for the next 15 years
- Energy requirement will be in this same region.



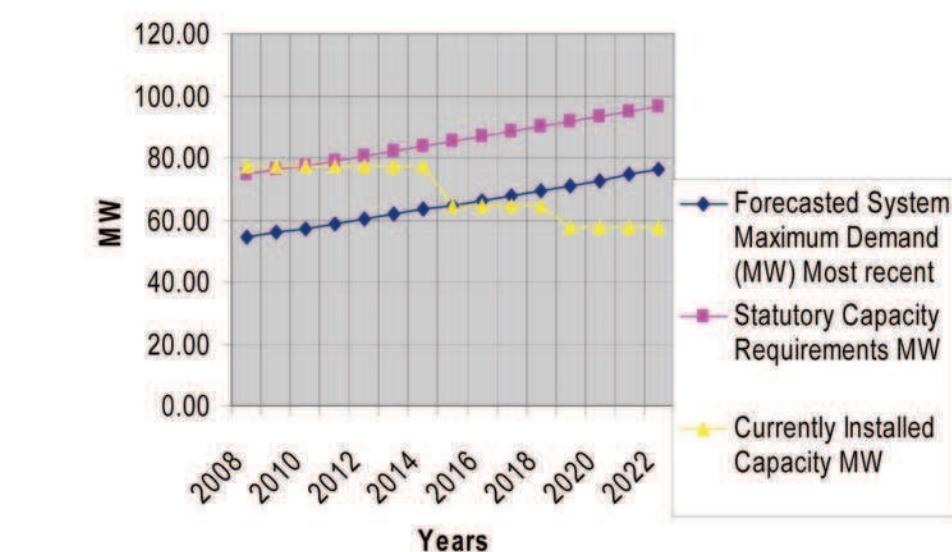
Load growth will be an average of 3% for the next 15 years.

Energy requirement will be in this same region.

### Generation Planning - Capacity Requirements

- Forecasted demand suggests that the installed capacity will be below statutory requirements by the end 2010, leading into 2011.
- Current planning shows that new capacity is required by 2010/2011.

### Generation Capacity Required



- Additional generation is needed preferably by 2010
- Retirement of 12.6 MW in 2015

# GENERATION PLANNING

## AVAILABLE ALTERNATIVES

### Diesel:

Diesel generation technology has been the main technology with light diesel (#2 diesel) the main energy source for Saint Lucia Electricity Services (LUCELEC) for a long time. However, diesel fuel greatly impacts the environment and is indexed to the price of oil, which is rising very rapidly.

### Heavy Fuel:

Heavy Fuel Oil (HFO) is less costly than diesel fuel (about 48% less than that of #2 diesel fuel). The use of HFO as a replacement of light diesel in medium speed diesel engines is a viable economic option for LUCELEC.

### Natural Gas:

The future potential of natural gas for use as an alternative energy source is still very uncertain and is largely dependant on a variety of factors. Natural gas could become a viable option if the proposed Trinidad Gas Pipeline, to run from Tobago to Barbados, is constructed. Natural gas is particularly attractive because it releases considerably less in emissions than other forms of energy. However, additional factors must be weighed when analyzing the potential of natural gas. Among them, who would have the first option to this gas? What would be the overall cost of the delivered gas? To date, both of these questions remain unanswered.

### Geothermal:

Geothermal power is uncertain and LUCELEC cannot plan based on a promise of exploration. LUCELEC is in discussion with UNEC for an initial 12MW. To date, there have been many attempts at exploring the geothermal resources at Soufrière, but none of them have revealed the type of results that would support an investment in geothermal expansion. In general, there is an interest in further exploration, but to date there is no certainty of how much energy and capacity is available from the Soufrière springs and when this information might become available. LUCELEC cannot and should not plan its future development on such uncertainty and can only make provision for the possibility of the availability of geothermal power.



## RECOMMENDED ALTERNATIVES

### Wind:

Although wind energy would contribute to the reduction of green house gases and lower the cost per kilowatt hour of electricity, because of its intermittency and other factors, it cannot be considered to meet firm capacity to further reduce the dependence of imported diesel.

The biggest drawback for wind is its intermittency, which means that there is always a need for cold standby in terms of conventional forms of energy. LUCELEC has been working on incorporating wind energy into the grid for the last four years – the biggest drawback has been obtaining suitable land.

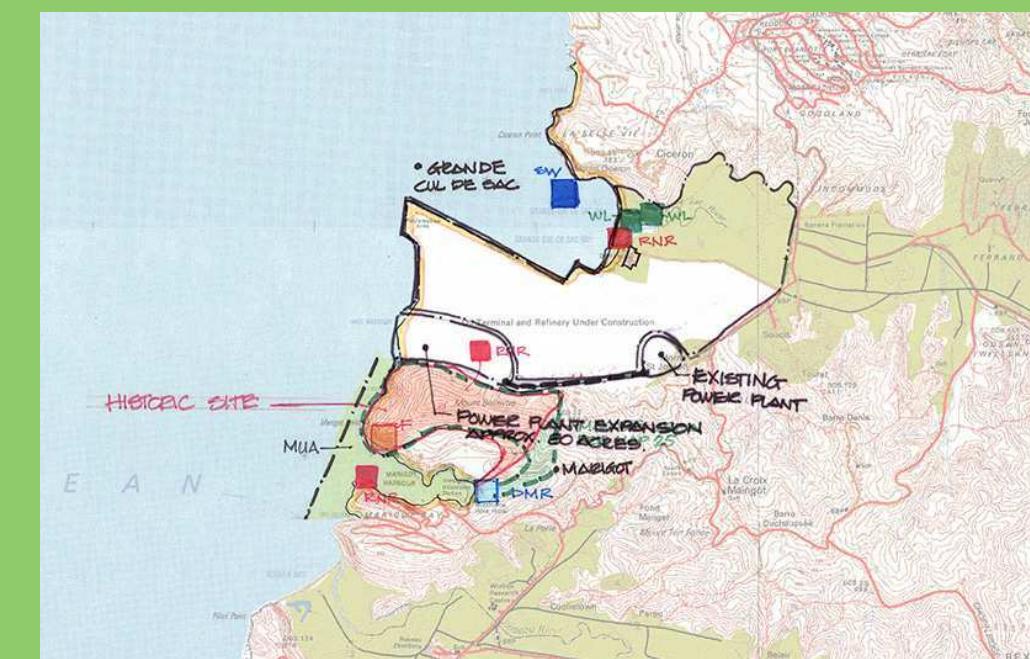
An analysis of a 10 MW wind farm built at a cost of US \$1,900 per kW would yield a savings of US \$2.4 million per year on #2 diesel fuel, at the average price of this fuel in 2006.

In Phase I, LUCELEC has proposed a 12 MW Wind Farm on a parcel of land in the Cannelles area (south of Micoud).

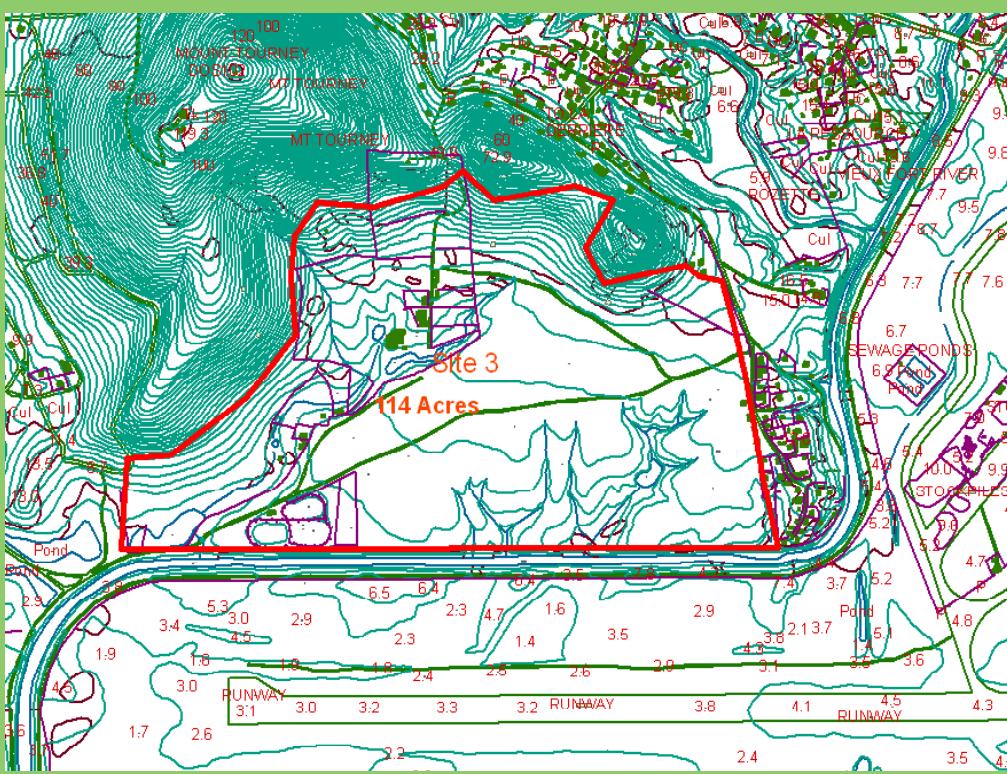
## Circulating Fluidized Bed (CFB) Technology:

Circulating Fluidized Bed (CFB) technology has emerged as an environmentally acceptable technology for burning a wide range of solid fuels to generate steam and electrical power. Although less than twenty years old CFB, is a mature technology with more than 400 CFB boilers in operation worldwide, ranging from 5 MWe to 250 MWe.

Since the fuel to be used is not indexed to the price of crude oil, studies have shown that the cost of generation would be reduced by twenty percent. The best option for LUCELEC would be to pursue their generation expansion using Circulating Fluidized Bed (CFB) technology. The proposed sites for a new plant include a site north of Hewanorra International Airport in Vieux Fort and south of the Hess property in Cul de Sac.



POTENTIAL CFB PLANT LOCATION - CUL DE SAC



POTENTIAL CFB PLANT LOCATION - VIEUX FORT

## TRANSMISSION PLANNING

### IMPACT OF GENERATION PLANT IN THE SOUTH

With the forecasted load growth in the North-West and North-East Quadrants and resulting need for additional generation located in the South, the planning margin (n-1) on the Southern 66kV Ring will be violated. This violation on the Southern 66kV Ring will occur for a generation plant in Vieux Fort and/or geothermal energy in Soufrière.

### STRENGTHENING THE SOUTHERN 66KV RING:

#### Options:

- Upgrade the transmission voltage between Vieux Fort to Cul de Sac from 66kV to 132 kV
- Build a new 66 kV line from Vieux Fort to Cul de Sac along the East Coast (requires additional land for easement/ROW)

#### Challenge:

- 66 kV line will need a new Right of Way (ROW)
- The biggest challenge is that the alternative to constructing the 66kV line along the east coast will require land for the infrastructure – provision is made for load growth in the North East section of the island.

## CAPACITY REQUIREMENTS

Year	Forecasted System Maximum Demand (MW)	Statutory Capacity Requirements MW	Installed Capacity MW	Capacity Shortfall
2008	54.29	74.69	77.2	-2.51
2009	55.81	76.21	77.2	-0.99
2010	57.10	77.50	77.2	0.30
2011	58.64	79.04	77.2	1.84
2012	60.13	80.53	77.2	3.33
2013	61.68	82.08	77.2	4.88
2014	63.23	83.63	77.2	6.43
2015	64.79	85.19	64.6	20.59
2016	66.34	86.74	64.6	22.14
2017	67.92	88.32	64.6	23.72
2018	69.54	89.94	64.6	25.34
2019	71.15	91.55	57.6	33.95
2022	76.31	96.71	57.6	39.11

## Capacity Requirements

### Revelations of Demand Forecast

- In 2009, the demand in the North-West Quadrant will violate the planning margin (n-1) for the Northern 66kV Ring.
- In 2009, the demand at Reduit Substation will exceed the capacity of the Inter Bus Transformers.
- In 2010, the demand at Castries Substation will exceed the capacity of the Inter Bus Transformers.

### Solutions to address shortcomings highlighted by the demand forecast:

#### 2009:

- Commission a new 66kV circuit from CDS SS to CSS.
- Commission a new 66/11kV SS at Bocage to take up load from USS, CSS, and CDS SS.

#### 2010:

- Commission a new 66/11kV SS in South Castries to take up load from CSS and CDS SS and to facilitate GOSL's plans for the redevelopment of Central Castries Business District, Castries Cruise Port, George F.L. Charles Airport and the waterfront.
- Commission a 66kV Switching Station at Deglos to improve reliability and voltage stability on the northern system.

### LUCELEC's Least Cost Path To Facilitate National Growth:

- Expand generation capacity.
- Improve reliability of the transmission system in the North.
- Ensure the reliable transfer of power from south to north.
- Ensure a stable and cost effective energy regime.

# SUSTAINABLE LAND-USE



## NATIONAL COMPREHENSIVE MAP

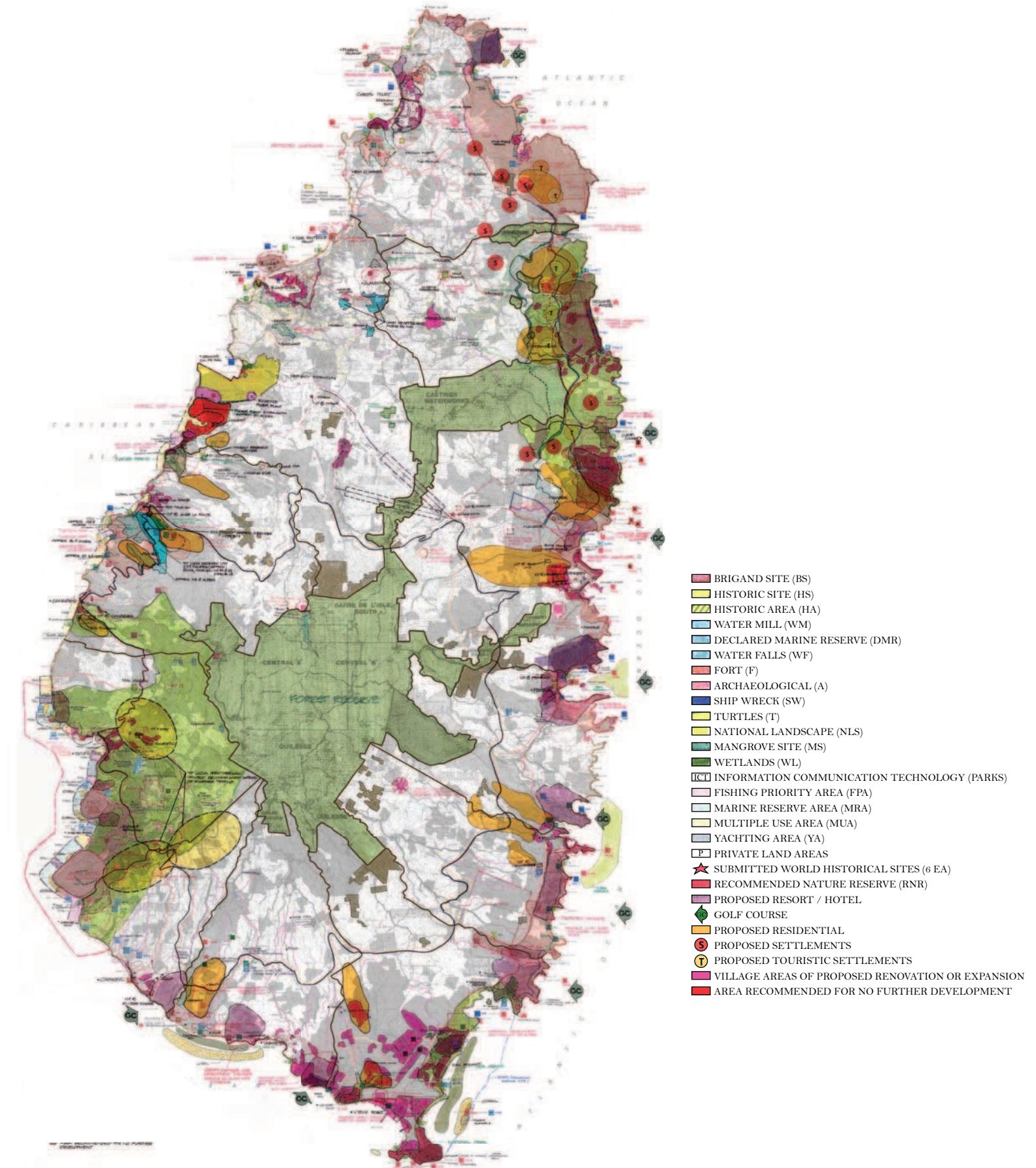
### VISION PLAN INITIATIVES

One key goal of the National Vision Plan is to create a comprehensive map of the island. This map would allow interested parties to view and evaluate the impact of any potential or approved project on all issues of national importance. The map would identify areas such as: national forest reserves, proposed national parks and natural reserves, national landmarks, historic areas and sites, sensitive marine and coastal areas, fertile agricultural lands, areas for livestock, natural rivers and streams, water shed areas, wildlife habitats and migration areas, potential residential communities, and proposed resort developments.

With such a map, the ability to view proposed residential expansion overlaid on a map of key agricultural areas or proposed infrastructure projects would not only enable the user to immediately identify possible areas of conflict, but also enable them to plan to avoid these conflicts.

The value of this tool lies in the quality of information provided by the individual ministries. IDEA has been able to commence the process for illustrative purposes, and visualises the final product to be accurately set up on a GIS system. Each interest would be a different “layer” of information that could be viewed independently, or in combination with other layers. As the information would be constantly in need of an update, a central server, accessible through a website, would enable ministries to post their own areas of interest as plans evolve, and would also allow the public to view the plan for themselves and also give them the power to help regulate it.

It is the understanding of IDEA that an International Mapping Company has been retained by the Government and is working with the Ministry of Physical Planning to start the digitisation process.



*Please Note: The information shown on this diagram was compiled utilising materials provided to IDEA. This diagram is a work in progress and is intended to demonstrate a comprehensive mapping approach. Initiatives by the Government of Saint Lucia are currently underway to create a digitised National Comprehensive Map.*

# SAINT LUCIA NATIONAL LAND POLICY SUMMARY

**From the Ministry of Physical Development, Environment & Housing,  
National Land Policy: A White Paper, Castries, May 2007**

Saint Lucia is a nation of only 238 square miles and relatively limited marine space. As such, it faces clear limitations and constraints imposed by nature. The purpose of this document is to provide policy guidelines for land use and management in Saint Lucia, in order to effectively strike a balance between environmental integrity versus successfully meeting the social and economic needs of the increasing population. The guidelines emphasize sustainability, while still considering the wide range of demands placed on Saint Lucia's limited resources.

The overall land use and sustainable development goal is to create a system which focuses on conservation and sustainability, while still providing clear accessibility to the people of Saint Lucia.

## Background and Rationale:

- Land – the most important resources in the country (key to economic growth and community development).

## Policy Framework: Objectives

- Enhance economy.
- Reduce poverty by providing:
  - Opportunities
  - Public services
  - Facilities
- Conserve biological diversity.
- Maximize efficiency – Promote positive relationships between people and land.

## Policy Directions:

- Planning and human settlements.
- Decentralise urban, commercial, and industrial development – congestion in northwest corridor.
- Revitalise urban areas (Castries and Vieux Fort).
- Land use and development in key economic sectors.
- Protect agricultural lands – Avoid undesirable changes in land to preserve future options.
- Enhance the security of land tenure in support of agricultural production – Improve agricultural practices and techniques to minimize land degradation.
- Maintain landscape and seascape – Critical to both citizens and tourism.
- Manage the environment and natural resources, including disaster management.
- Conserve ecosystems and reduce the impact of development.

## Legal Framework:

- Improve quality of environment – Provide access to sanitation and water.
- Promote integrated water resources management/coastal zone management.
- Equitable land access – diversify land ownership and management.

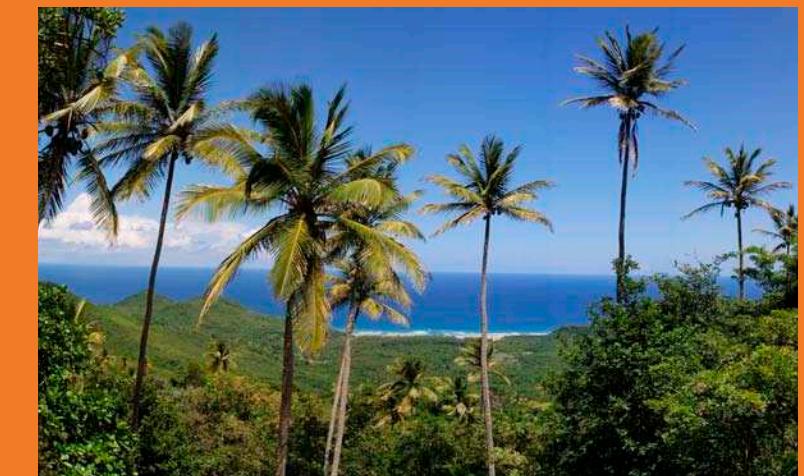
- Strengthen the role of State with mandates related to land management.
- Ensure full accountability of persons with land management authority.

## Policy Implementation:

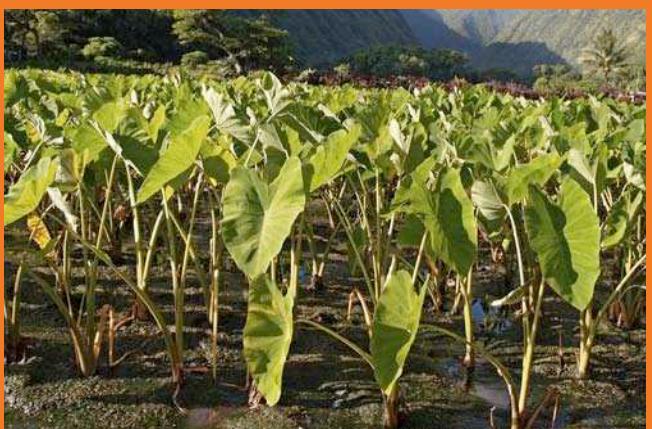
- Institutional arrangements:
  - Saint Lucia National Trust – Sites and areas for purpose of conservation.
  - Legislation must be reviewed – New instruments developed when necessary.
  - Establishment of land bank system and a suitable institutional arrangement to manage.
  - Management of responsibility of state-owned properties to be appropriately delegated. Define responsibilities for a governing authority.
  - National Land Policy Implementation Financing – Diverse financial strategies for grants, taxes, and user fees.

## Research and Evaluation:

- Areas to be monitored:
  - Land prices and transactions
  - Planning applications and permissions
  - Land disputes and settlements
  - Land-use and vegetation
  - Taxation rates/revenue



Reference Imagery



Reference Imagery

## SAINT LUCIA AGRICULTURAL POLICY AND STRATEGY SUMMARY

### Ministry of Agriculture, Forestry, and Fisheries National Policy & Strategic Plan Summary Booklet 2006

#### Agricultural Policy Mission Statement

To develop the agricultural sector to ensure increased production of quality food and other commodities through environmentally sustainable management practices for the benefit of the entire population.

#### Status of the Agricultural Sector

In the agricultural sector, banana production occupies the largest share of land under cultivate at forty-eight percent. Coconut, the next major crop, occupies about forty-two percent of agricultural land. Other crops produced include cocoa, vegetables, herbs, other fruits, tree crops, and cut flowers. The livestock sector is small and dominated by the poultry and pork sub-sectors.

#### Challenges to the Sector

The prevalence of small-scale agriculture, which is characterised by uneconomical and highly fragmented production units, contributes to the major challenges of the agricultural sector. Other challenges include the limited use of improved technologies and the tendency towards a low adoption of these technologies by producers. Food insecurity and rural poverty are also considered major challenges. Poor natural resource management within the fragile ecosystem can exacerbate these problems.

These challenges impede potential expansion and growth of the agricultural sector, while encouraging inefficiency and lack of competitiveness within the sector. Government's role in fostering agricultural development focuses on creating an enabling environment to promote a stable investment climate that will enhance the commercialisation of the domestic agricultural sector. The agricultural policy and strategy plan seeks to provide the Vision Plan and guidelines for an environment which facilitates investments and long-term growth in the sector.

#### The Vision for the Agricultural Sector

In this regard, our Vision for the sector is to sustain a diversified national income base from agriculture, forestry, and fisheries, and enhance the integrity of rural livelihood systems, by generating the capacity for efficiency and the competitive production and marketing of respective goods and services.

This sector Vision will be pursued within the broad Vision Plan of a liberalised global trading environment and national economic and social goals, rural development, food security, natural resource conservation, with emphasis on sustainable use and management.

#### Policy Vision Plan

1. Increase the efficiency and competitiveness of agriculture.
2. Promote the adoption of improved, appropriate technological packages.
3. Expand and diversify agriculture, forestry, and fisheries production, value-added goods, and the general market base.
4. Enhance the National Food Security status.
5. Generate new opportunities for income and employment in the rural areas.
6. Conserve the natural resource base.
7. Conduct legislative policy review and reform.

#### Agricultural Education Opportunities

The diversity of Saint Lucia's agricultural sector has already allowed for the existence of educational programmes to raise awareness of agriculture's relationship to the economy and promote modern and traditional farming techniques. Expansion of these programmes will serve to reinforce the economic and social importance of Saint Lucia's agricultural sector, while providing a valuable and positive experience for Saint Lucia's youth. The relationship between agriculture and energy must be further evaluated – there is a potential for the Saint Lucian agricultural sector to support the island's energy requirements through the use of biosynthetic fuel. This potential synergistic opportunity should be closely examined.

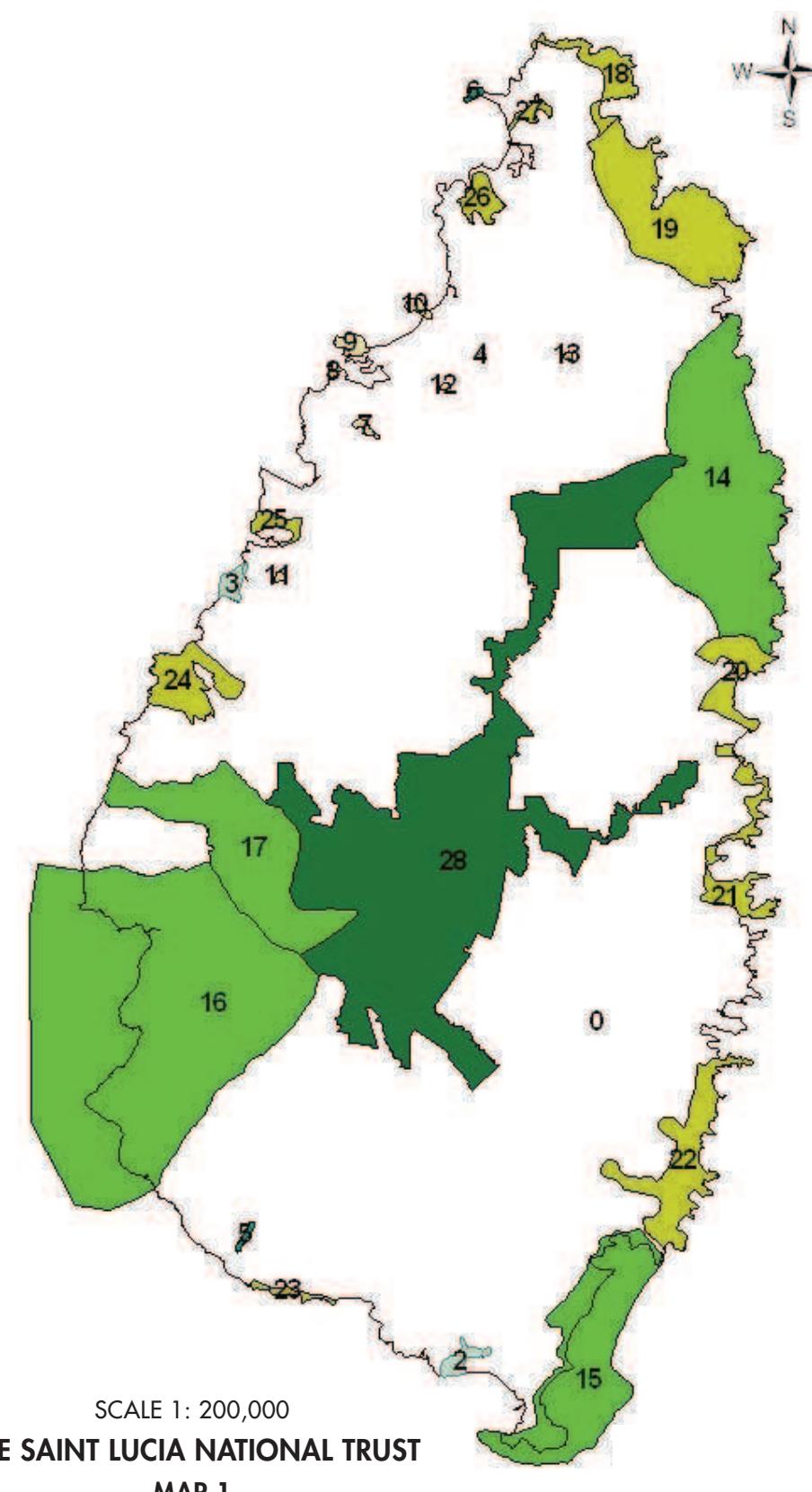
# PROPOSED SYSTEM OF PROTECTED AREAS

THE SAINT LUCIA NATIONAL TRUST

1. PROPOSED SYSTEMS MAP
- NATURE RESERVES**
2. LA TOURNEY
3. ROSEAU
4. UNION
- NATIONAL LAND MARKS**
5. RIVER DOREE
6. PIGEON ISLAND
- HISTORIC AREAS**
7. MORNE FORTUNE
8. TAPION
9. VIGIE
10. CHOC
- HISTORIC SITES**
11. ROSEAU
12. MORNE DU DON
13. PAIX BOUCHE
- NATIONAL PARKS**
14. GRANDE ANSE
15. POINT SABLE
16. QUALIBOU
17. CANARIES
- PROTECTED LANDSCAPES**
18. ANSE GALET
19. ESPERANCE
20. FOND D'OR
21. DENNERY/PRASLIN
22. ANSE GER
23. PIAYE
24. ANSE COCHON
25. MARIGOT
26. BOIS D'ORANGE
27. FAIRVIEW
- FOREST RESERVE**
28. ST. LUCIA FOREST RESERVE

## Legend

- Forest Reserve
- Historic Site
- National Landmark
- National Park
- Nature Reserve
- Protected Landscape
- Unclassified



MARCH 2008

Protected areas are portions of the national territory which are placed under special management status to ensure that the resources they contain are maintained and made accessible for sustainable uses compatible with conservation requirements. The System of Protected Areas for Saint Lucia was created using the insight and expertise of countless agencies, communities, and people, with the intent of establishing a broad network of marine and terrestrial areas to manage the country's biological and cultural diversity. Taking into consideration the numerous development concerns of an emerging island nation, the System of Protected Areas was created for the overall purpose of ensuring that the Saint Lucia's valuable natural resources are conserved for the benefit of its citizens.

"A System of Protected Areas for Saint Lucia," published by the Saint Lucia National Trust, 1992.

## FOREST RESERVES

Forest reserves are forested areas on Crown Lands, as defined in the Forest, Sail, and Water Conservation Ordinance of 1946 (amended 1983). They can be of any size, and can include all forest types in Saint Lucia, from xerophytic to elfin woodland. Protected Forests differ from Forest Reserves only in that they can be declared on private lands. Once a Protected Forest is declared, the use of the land is restricted through joint management by the Department of Forest and Lands and the owner to ensure proper management and conservation. In accordance with the aforementioned legislation, any private lands so declared entitles the landowner to some form of compensation.

## WILDLIFE RESERVES

Wildlife Reserves are defined under the Wildlife Protection Act, No. 9 of 1980, as areas of land, sea, or both designated for the protection of animals as distinct from plants.

## MARINE RESERVES

Marine Reserves as defined by the Fisheries Act, No. 10 of 1984, are to be located within the exclusive economic zone, territorial sea, and internal waters of Saint Lucia. They include parts of the coastal zone and adjacent habitats (e.g. mangroves, coral reefs, coastal wetlands, estuaries, beaches, and bays).

## NATURE RESERVES

A Nature Reserve is an area of land, sea, or both, designated for the protection of habitat for plants and animals, especially those which are endangered or threatened. Nature Reserves may contain representative samples of terrestrial and marine ecosystems. The size of a Natural Reserve is determined by the area required to maintain the integrity of the site and ensure protection of the habitat.

## NATIONAL LANDMARKS

National Landmarks contain features that are unique or especially significant from a natural or cultural perspective. The size of each of these sites depends on the area required to maintain its integrity and ensure its preservation and protection.

## HISTORIC AREAS AND SITES

Historic Areas and Sites are key elements of the nation's archaeological and historic heritage. They may include pre-Columbian villages, sugar factories, forts and other military facilities, "brigand" sites, old cemeteries, or buildings of outstanding architectural merit. The term "site" is usually applied to a location containing a single attraction; the term "area" is used when the attractions are more extensive and diverse.

## NATIONAL PARKS

National Parks comprise large areas of land, sea, or both, with diverse natural or cultural resources.

# PROTECTED LANDSCAPES

Protected Landscapes are areas of outstanding natural beauty which give character to the national landscape. They may be coastal or inland areas where the diversity and juxtaposition of natural and cultural features combine to produce scenic landscapes. They may also contain critical habitats for plants and animals.

# NATIONAL TRAILS

National Trails are instruments for discovery and appreciation of natural and cultural resources which may or may not all be part of the System of Protected Areas, and as such provide major access routes for non-motorised travel within and between management areas of the System.

# BIOSPHERE RESERVES

Biosphere Reserves, defined by UNESCO's Man and the Biosphere Programme, provided a Vision Plan for the integration of conservation and sustainable development. Certain protected areas assigned to national categories but meeting Biosphere Reserve criteria can be elevated to international status under this designation.

# WORLD HERITAGE SITES

World Heritage Sites are defined by UNESCO's Convention Concerning the Protection of the World Cultural and Natural Heritage (1972), which provides for the protection of areas that are global symbols and possess outstanding natural or cultural value.

## PROTECTED AREAS INITIATIVES

The goal of formally outlining Saint Lucia's sensitive biological and cultural areas is to establish a system of conservation, supported and strengthened by the enacting of legislation. In order to accomplish this objective, the boundaries of protected sites must be firmly defined, using categorization and hierarchies to ascertain specific priorities and management strategies. Once Saint Lucia's most critical assets have been identified, it is essential to review and prioritize these areas in order to determine the best possible use of Saint Lucia's limited land.

# **GRANDE ANSE NATIONAL PARK**

## EXAMPLE OF PROPOSED PROTECTED AREA MAP



SCALE 1: 50,000

THE SAINT LUCIA NATIONAL TRUST

MAP 14

## THE QUEEN'S CHAIN

### ORIGINS

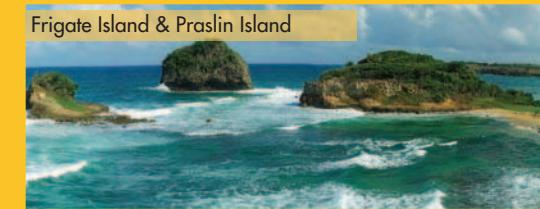
In the 1770's, French royal assessor, Lefort de Latour, conducted a survey and described "les cinquain pas de reserve au Roi le long de la mer," that is "fifty steps for the king along the sea," including the cozy sandy beaches and the entire perimeter of the island. A "pas" according to Latour was equivalent to three-and-a-half French feet, or about a yard. This system was conceived by the French and was perpetuated by the British, when they were eventually ceded the island. The British changed the name to the "Queenis Chain," stating "The shoreline of Saint Lucia will forever belong to the Queen." In 1873, the administrator adopted the practice of planting coconut trees along the chain. Another term that denoted land reserved by the crown was simply "Crown Land."

- Tropicaltraveler

### TODAY

The remains of the Queen's Chain is one of the most valuable resources for Saint Lucia's new tourism economy. This valuable resource has been threatened and damaged over the years as international tourism developments have sprung up around the coast, slowly blocking access to areas of the coastline. Parts of the Queen's Chain are also threatened by the tradition of sand mining for building materials, carried out on an ad hoc basis by local inhabitants as needed.

To ensure that the Queen's Chain does not become a historical footnote, but remains a prominent feature in Saint Lucian everyday life, future development and demands must recognise its value both on the national and on the community level.



## VISION PLAN INITIATIVES

### PRESERVE AND ENHANCE SURROUNDING ISLANDS

The islands of Saint Lucia should be positioned as cultural gems within the Queen's Chain. Below are some examples:



#### TAPION ROCK (RENDERING)

- Proposed iconic feature reflecting the anchorage's rich history to greet visitors and represent Helen of the West.
- Proposed observation area and Harbour-Master Station and harbour icon.



#### MARIA ISLANDS

- Expand on day trips conducted by official National Trust guides:
  - Walking tours
  - Swimming
  - Nature reserves



#### RAT ISLAND (RENDERING)

- Establish Rat Island District as an eclectic, artisan community retreat.



#### PIGEON ISLAND

- Enhance and expand on Historic National Heritage tourist attraction
  - Ruins, amphitheatre, picnic spots, museum, and scenic views
  - Create historic village and interpretation centre
  - Develop activity/entertainment anchor – marine experience

# RECLAIM, PRESERVE, ENHANCE COMMUNITY BEACH AND FACILITIES

## VISION PLAN INITIATIVES

As outlined in the National Vision Plan, there is an increasing demand for Saint Lucians to reclaim their beaches. Public beaches are quickly disappearing due to the increased development of beachfront resorts that are physically and psychologically monopolising the islands beaches, alienating locals. Vital efforts must be taken to reverse this trend, as it is building strong social resentment. Beaches must once again be recognised as public domain, inviting all locals and tourist alike to enjoy.

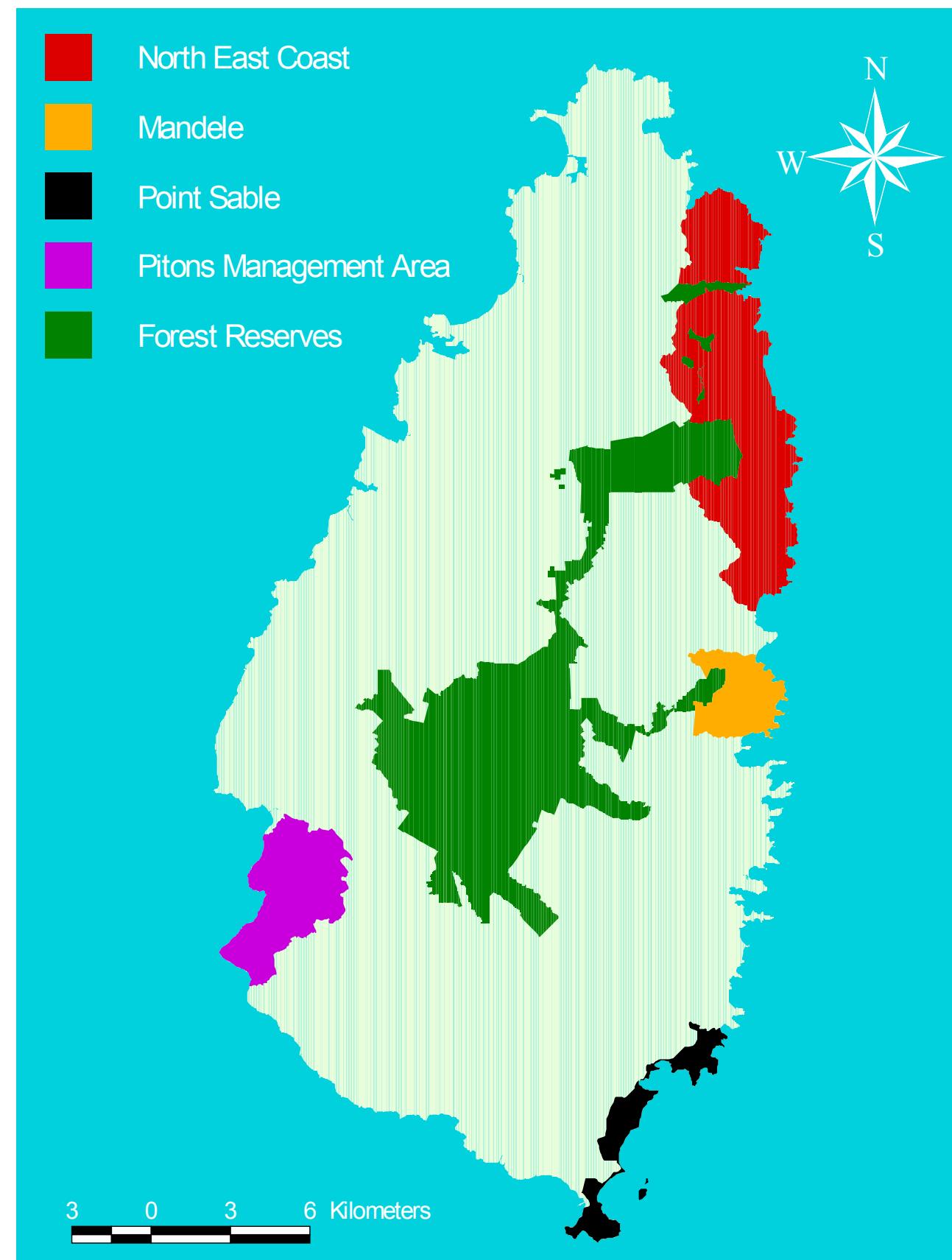
- Provide adequate and well marked public beach access and parking.
- Establish public facilities and amenities such as restrooms and changing areas, drink vending areas, barbecue pits, picnic areas, boardwalks (especially those in areas of difficult terrain).
- Establish and enforce strict development guidelines to hoteliers developing along beachfront, limiting occupation of beach, requiring significant setbacks, limiting construction along beachfront to hotel beach/watersport facilities, and food and beverage.
- Require existing and future hoteliers/developers to build and maintain public beach access, facilities, and parking.
- Strong connectivity to Regional Transit Hubs is required, via helipad and bus/taxi routes. Every transit hub should have a designated area (permeable or impermeable pad), sized as required, to allow helicopter traffic. This will significantly increase emergency transportation to services such as hospitals, police, and fire stations as well as allow private craft to utilise and connect to points of desired destinations.



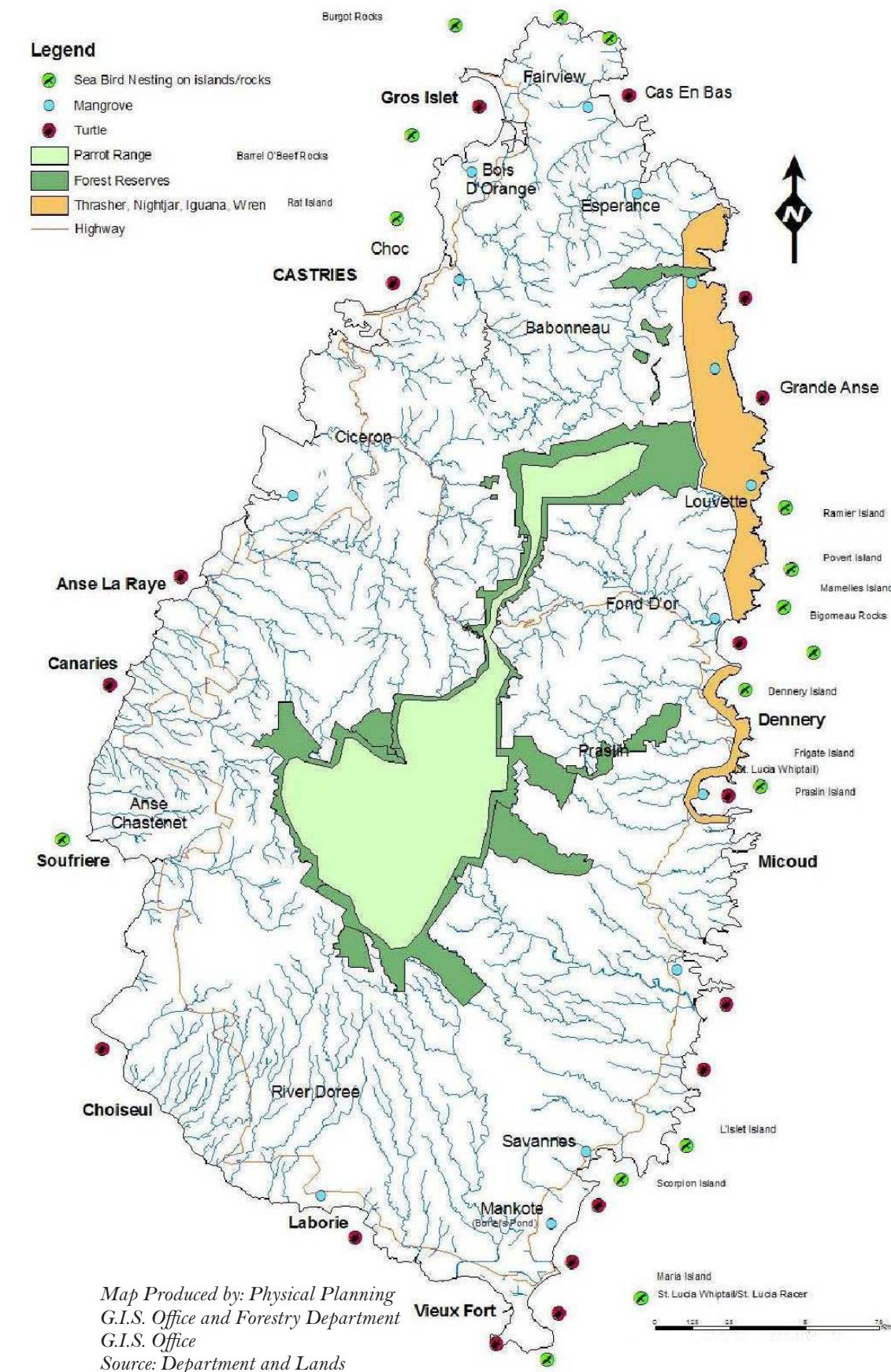
Reference Imagery

## SAINT LUCIA'S SENSITIVE RESOURCES

Saint Lucia Department of Forestry/Sustainable Development Durrell Wildlife Conservation Trust



BIRDLIFE INTERNATIONAL – IMPORTANT BIRD AREAS (IBAS) OF SAINT LUCIA



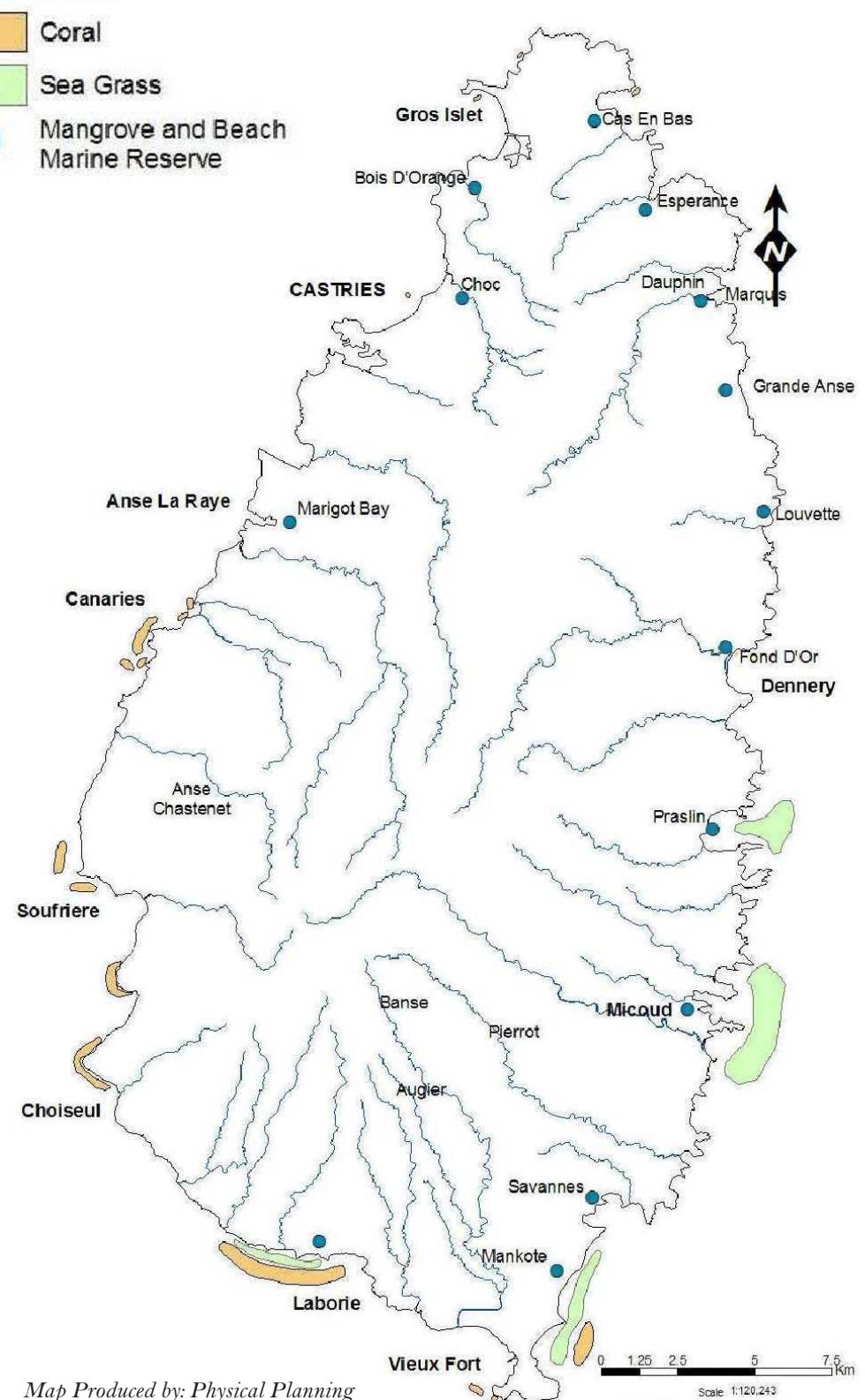
IMPORTANT WILDLIFE HABITATS OF SAINT LUCIA

## SUSTAINABLE LAND-USE



### Legend

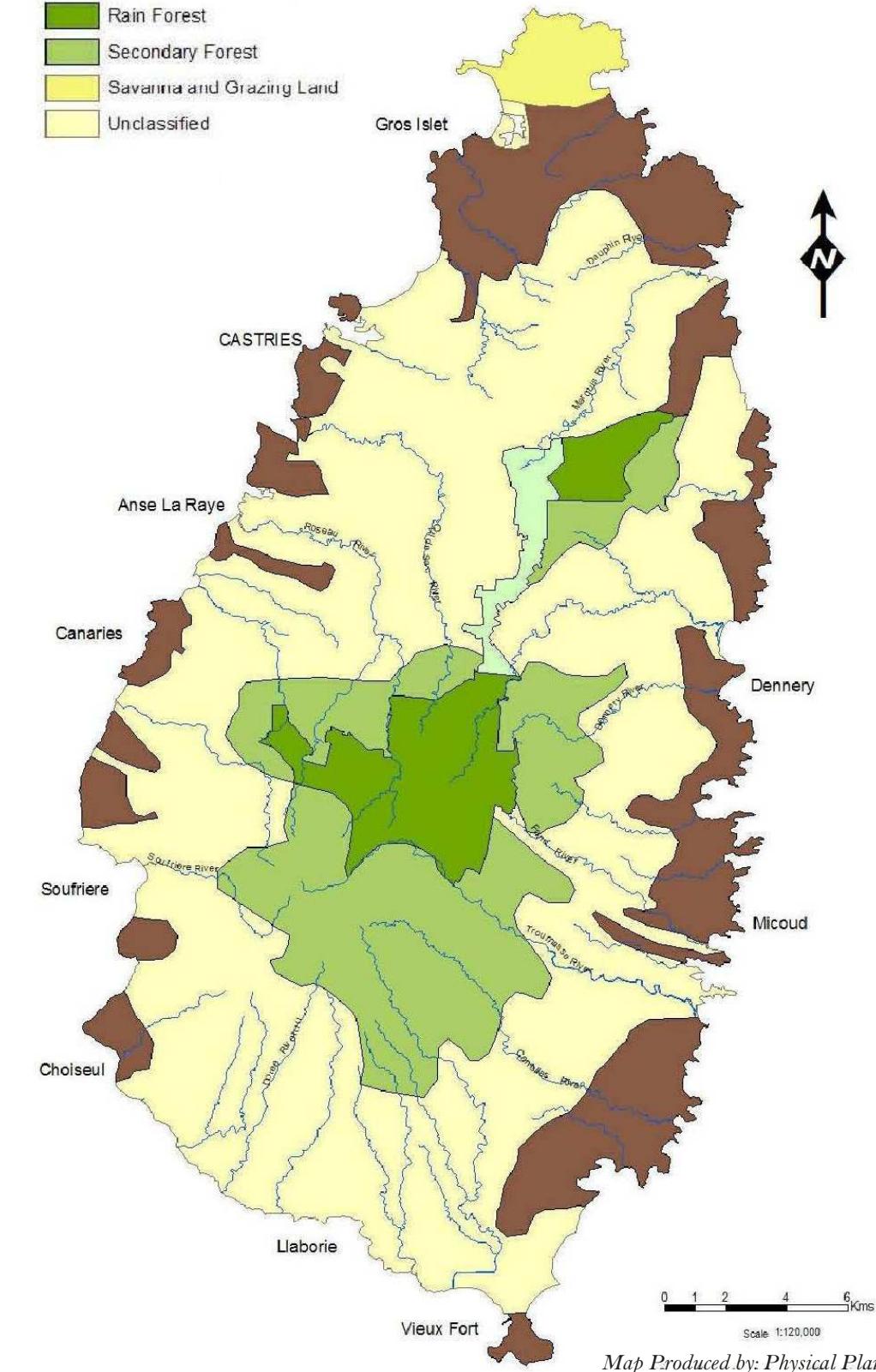
- Roads
- Rivers
- Coral
- Sea Grass
- Mangrove and Beach Marine Reserve



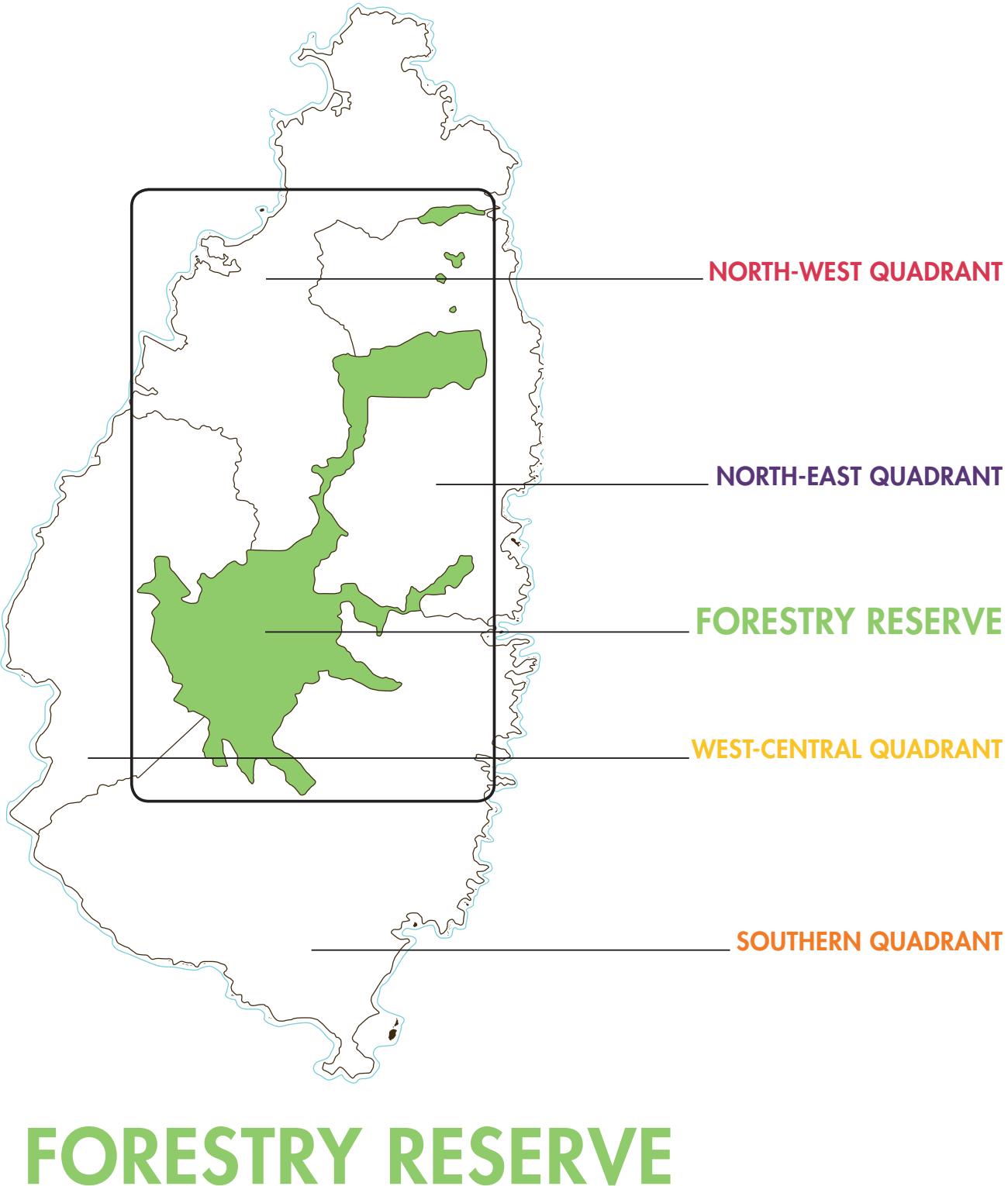
COASTAL RESOURCES OF SAINT LUCIA

### Legend

- Dry Scrub - Woodlands
- Lower Montane Rain Forest
- Rain Forest
- Secondary Forest
- Savanna and Grazing Land
- Unclassified



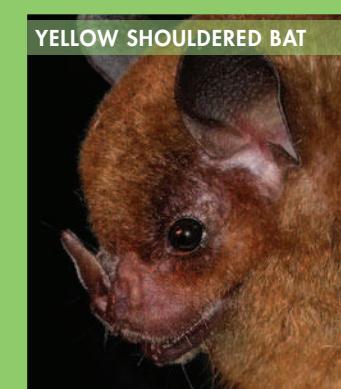
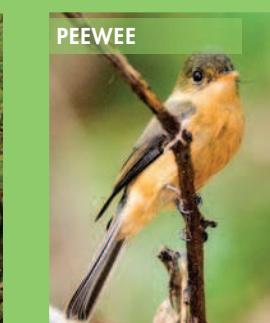
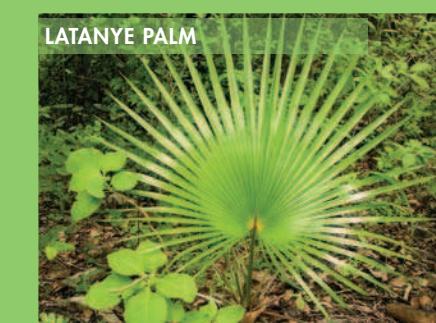
VEGETATION TYPES OF SAINT LUCIA



## FORESTRY RESERVE

Located in the centre of the country, Saint Lucia's vast, mountainous interior is primarily uninhabited. This serene area is laced with waterfalls and streams, full of exotic flora and fauna, and is largely untouched by humans. Vast portions of the Forestry Reserve are designated as forest reserves to protect the woodlands, animals, and birds that inhabit them. No roads cross through this area, but numerous trails offer picturesque hikes through the rainforests and mountains.

## NATURE AND WILDLIFE



## EXISTING TRAILS AND ACTIVITIES

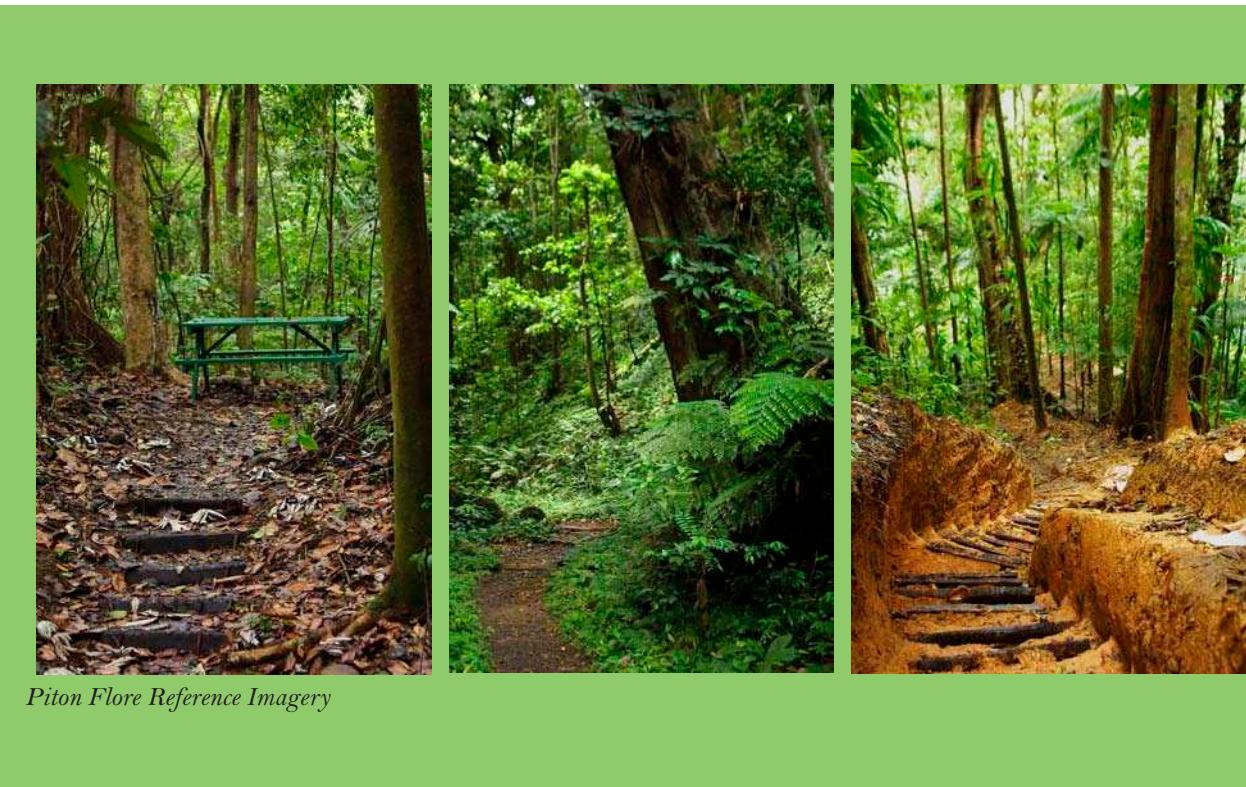
Currently, a significant number of tours and trails exist within Saint Lucia's Forestry Reserve. The Union Nature Trail is a looped trail leading through a medicinal herb garden and ending at an informative Interpretive Centre. The Enbas Saut Falls Trail, within the Central Rainforest Reserve, six miles east of Soufrière and is approximately 4km long, is particularly notable for the famous twin waterfalls and pools at the head of Troumasse River, a popular sight along the trail.

The hidden lushness of the Des Carties Rainforest includes a two kilometer trail, along which guests can entertain the possibility of spotting Saint Lucia's rare Jacquot parrot. The Piton Flore trail offers a slightly more strenuous adventure, with over ten kilometers of unspoiled rainforest leading up the summit of Piton Flore. Bird watching enthusiasts may be drawn to the Millet Bird Sanctuary Trail, which is a true haven for birdlife, with over thirty species found along the trail. The Barre de L'isle Trail rewards hikers with panoramic views from four incredible lookout points along the way, ending with a climb up the Mount La Combe Ridge. The Forestiere Rainforest Trail is located a convenient distance from Castries and is five kilometers long, meandering along dense and impressive native foliage.

## VISION PLAN INITIATIVES

Expand and develop low impact eco and adventure tourism opportunities in selected Forestry areas to provide economic catalyst for Forestry Department, including:

- Creation of a Base Camp, providing a sense of arrival, reception and centralised activity hub for the Forest Reserve.
- Develop canopy obstacle courses, including zip lines, rope bridges, and sky bridges.
- Expand on guided tour programmes, creating individualised tours to feature such themes as forest mythology, history and culture, and night walks.
- Expand and enhance camping facilities and accommodations, to include traditional huts, rustic cabins, and an intimate Eco Lodge, to accommodate tourists and group events/retreats.
- Develop eco/edu-tourism facilities and nature exhibits to highlight indigenous plant life and wildlife of Saint Lucia.
- Develop a National Trail System extending across the island linking existing primary forest and coastal trails and hooking up historic pathways that are not currently used for tourism.

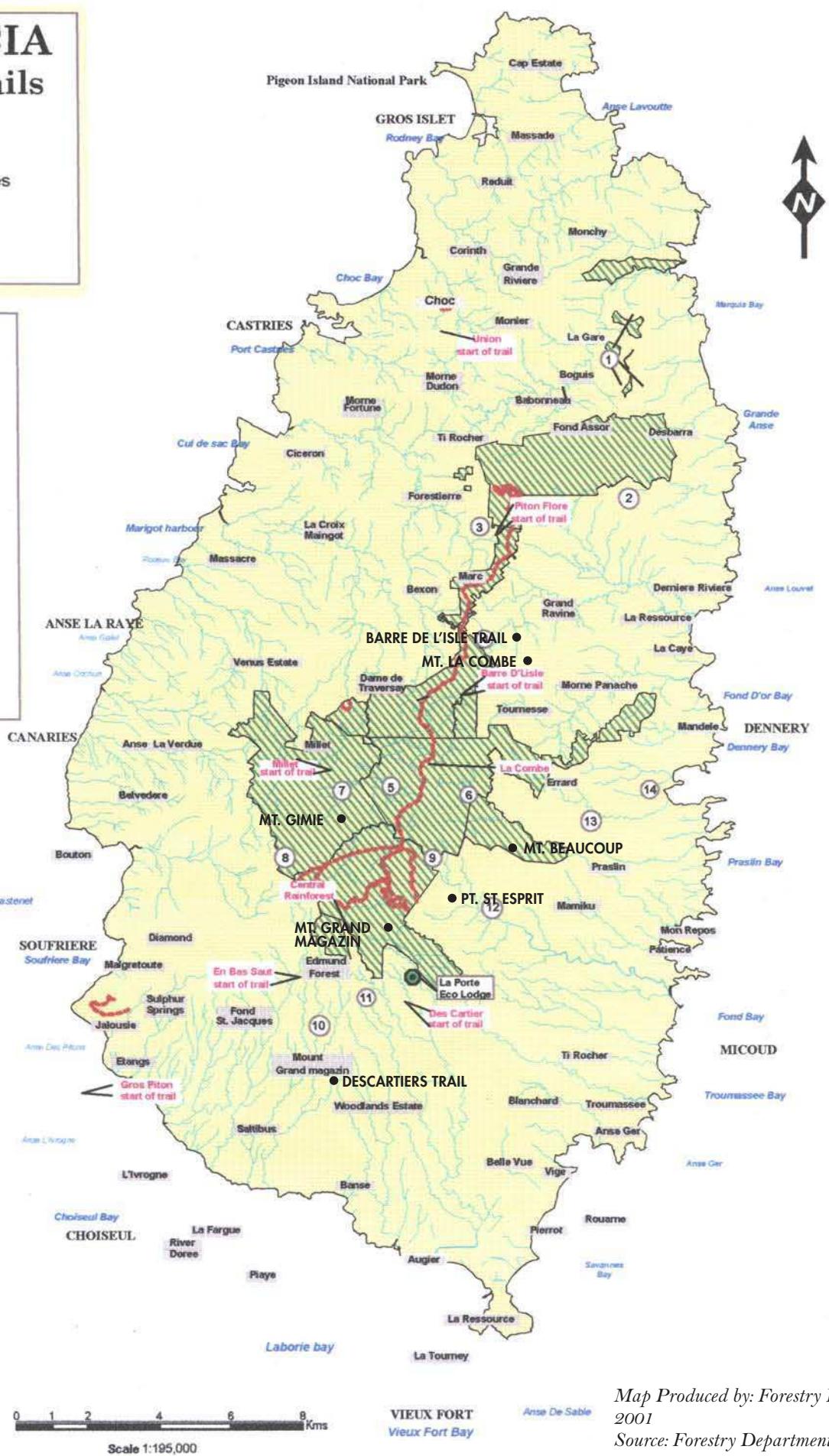


## ST. LUCIA Nature Trails

### Legend

- Forest Reserves
- Nature Trails
- Roads
- Rivers

1	Marquis Blocks
2	Castries Waterworks
3	Forestierre Blocks
4	Barre D'Isle - North
5	Barre D'Isle - South
6	Addition Central
7	Roseau Dam
8	Central Forest - A
9	Central Forest - B
10	Grand Magazin
11	Quillesse
12	Fond
13	Denney Ridge
14	Denney Waterworks



## ECO TOURISM REFERENCE



## SAINT LUCIA FORESTRY OPPORTUNITIES

With a large portion of Saint Lucia's central interior consisting of rainforests, and over thirteen percent of the island as dedicated Forest Reserves, Saint Lucia has committed itself to protecting its abundance of tropical rainforest. While protecting this land entails shielding the rainforest from the stresses of development, many opportunities still exist to capitalise on Saint Lucia's bountiful forestry through low impact ecotourism. By creating and developing tourist ventures that have minimal impact on their surroundings, Saint Lucia can enjoy the profitability of these opportunities, while still maintaining the vigilant balance necessary to preserve the integrity of the environment, which characterizes much of its appeal to eco-travelers.

To further protect this national treasure, buffer zones around the perimeter of the National Forest Reserve should be established, additional areas that could be considered as expansion potential for the forest should be identified, and zero-impact zones, areas within the national forest that need to remain untouched, and low-impact should also be identified.

### BASE CAMP

The proposed Base Camp is a centralised hub of activities, serving as a gateway to a variety of rainforest trails and as a place to acclimate visitors to their surroundings. Base Camp is a welcoming oasis of hospitality, set amidst the spectacular wilderness. Nature exhibits, including displays of rare birds, butterflies, and blooming flora and fauna, provide an informative element. Retail shops and a restaurant serving local cuisine give guests a chance to relax in their surroundings before continuing to explore the rainforest. Most importantly, this "Welcome Centre" provides information on tours, trails, and rainforest attractions such as sky bridges and zip lines. Potential locations for the Base Camp include the Piton Flore area, near Forestiere.

### CAMPSITES AND ECO LODGES

Ecotourism is a highly valuable avenue to connect people with their natural surroundings, conserve biodiversity, and promote sustainable development. When planned, designed, and managed correctly, eco lodges play a significant role in socio-economic development. Eco lodges can engage the local community in environmentally-responsible practices and create revenue streams for residents who are not part of a skilled labor force.

Campsites and eco-lodges offer a minimal impact destination, yet can be revenue-generators. By opening up access to the forest for increased forest ranger presence, tourist accessibility will in turn increase. Campsites can be as minimal as rudimentary cooking and shower facilities, or can offer slightly more, including rustic tree-house or bungalow-style lodgings. Small eco cabins, perhaps designed in the style of bamboo huts with thatched roofs, could provide an interesting, low-impact accommodation. Campsites and eco lodges must have support facilities designed in conjunction with them, including retreat facilities, activity areas, and restroom facilities.

These low-impact and nature-oriented accommodations can provide a perfect setting for corporate, family, and group-sponsored activities. A site in the wilderness is the perfect setting for team-building and training, spiritual retreats, summer camps, educational and environmental programmes, and various youth-oriented groups. The key to success in this exciting opportunity is to limit these sites to a scale appropriate for the sensitive environment.

### CANOPY EXPERIENCE

Canopy obstacle courses and zip lines provide a thrilling, adventure-park style attraction through the forest canopy, while requiring only the barest of resources to create a popular and profitable experience. Properly installed zip lines usually create only slight disturbance to the surrounding wildlife and absolutely no damage to the trees they are suspended from. Once operational, regulations and routine inspection should be implemented to ensure that the lines are installed sensitively and with a safe tension. Zip lines require only a strong harness and gravity to offer an exhilarating ride.

### NATIONAL NETWORK OF TRAILS

One of the best ways to really discover and appreciate one's surroundings is on foot. There is an opportunity to develop a series of interconnecting guided tourist trails through the Forest Reserves. These trails would be targeted toward the more active tourists who visit Saint Lucia to enjoy the wonders of the natural environment. By controlling access and using informed guides, minimal impact on this special resource would be ensured. New local trails could be added to the existing ones to also provide for unguided, shorter, and less strenuous hiking experiences.

### LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED)

LEED is a third-party certification programme and the accepted benchmark for the design, construction, and operation of high performance green buildings. LEED gives owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. LEED promotes a whole-building approach to sustainability by recognising performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. There are incentive based programmes and funding to construct in accordance to LEED standards and several different levels of LEED certifications that one can build to, depending on budget and funding.



## HOUSING VISION PLAN INITIATIVES

**There is a major need for immediate housing island-wide, as existing housing stock does not meet current need. A new housing development and production approach will need to be adopted to meet growing and projected needs of Saint Lucia.**

### MANUFACTURING

- Develop housing manufacturing facilities to increase annual unit production.
  - Prefabricated cottages could be potentially manufactured and/or assembled in locally based plant. To be developed in a variety of configurations and styles, detailed with French Creole vernacular elements.
  - Cargo Container Housing could be manufactured locally, fitted with custom doors, windows, and interiors. To be developed in a assortment of configurations and combinations, taking on a variety of styles, capable of both traditional and modern forms.

### SUPPLY

- Create a housing plan to meet the projected future needs of the population with an inventory of identified lots.
- Create new settlements/residential developments around all major villages and towns. Provide housing options for those looking remain local to their hometown and meet the projected needs of the growing youth populations.
- Develop new settlements to support growing employment near coastal hospitality developments as the tourism industry expands across the island.
- Develop new settlements in areas opened up by proposed linking roads and interior island ring road.
- Sensitive locate housing settlements in focus areas along the proposed Grande Anse Parkway in the North-East Quadrant to relieve the congested, overdeveloped North-West Quadrant of the island.
- Develop communities in different configurations along hilltops, valleys and coastal areas – creating a central core of support and community services.
  - Smaller, less dense residential development to surround the core community support areas and be surrounded by a green belt.
  - Develop concepts for low-cost housing, as well as new village settlements around the island, in concert with employment associated with land use.

### LOT INVENTORY

The lack or non-existence of residential inventory lots for dwellings within an established or proposed community is an island-wide problem. No lots are available within designated property lines with the required infrastructure for immediate purchase.

- Make developers responsible for the actual survey and filing of a proposed residential community with designated property lines of its lots and the required infrastructure to support them.

### HISTORIC BUILDING

The historic architecture of Saint Lucia is suffering catastrophic loss through disaster and disrepair. Immediate action on a national level must be taken to preserve remaining structures and encourage a renaissance of the French Creole vernacular. This should be used to direct the style of new architecture, including public structures, and commercial and residential properties.

- Establish national programme for restoration and preservation of historic buildings.
- Archive historic architecture found island-wide (visually and verbally)
- Develop a National Architectural Style Guide from the documented findings.

### URBAN INFILL

Urban infill opportunities exist in many areas in Saint Lucia, especially in more populated areas such as Castries and Vieux Fort. “Gaps” between existing structures due to fire damage, lack of care over time, or other natural destructive factors are prime real estate wasted in these crowded areas.

- Repopulate derelict and abandoned sites with new buildings to maximize community growth potential. The government must enforce local codes and where necessary apply compulsory purchase orders to achieve this.



Reference Imagery

# HISTORIC ARCHITECTURE PRESERVATION

## VISION PLAN INITIATIVES

A national campaign initiative must be established for the purpose of restoring historic structures island-wide. Many villages have impressive architectural jewels along their street fronts, including ornate, wooden French-Creole structures that are in various states of deterioration. A programme is needed for the restoration and preservation of those buildings and for the demolition of those that are beyond repair or that are not structurally adequate for renovation. This programme will contribute to the beautification of the villages and will provide the opportunity for infill, incorporating new vertical structures, green spaces, and parking areas adjacent to existing structures. Two important components of this initiative are the desire to:

- Preserve historic buildings, especially in historic communities, providing an opportunity for housing development groups to establish programmes for the refurbishment of these buildings. This can be supported through the use of compulsory purchase orders to ensure preservation.
- Identify historic buildings about to be demolished in more isolated areas, which can be relocated to form collections of historic structures as seen at the Fond Doux development near Soufrière, or to be used as architectural centre pieces in some of the new settlements/community developments.

## NATIONAL ARCHITECTURAL STYLE GUIDE

A National Architectural Style Guide should be recognised and established as a guideline. The Guideline will help to address issues and standards.

- Document and categorise, through a compilation of photos and sketches, detailed descriptions of historic Saint Lucian architecture. This document will be the basis for the creation of a National Architectural Style Guide. This Style Guide will provide a valuable resource/reference tool for future architectural development. It is important to begin to reincorporate Saint Lucia's historic vernacular styles, forms, and elements into today's architecture. The development of this Style Guide, and its subsequent use, will help to preserve the "Saint Lucian" look and feel.
- Capture architecture through colour photography, artistic sketches, renderings, detailed diagrams, and sections, as well as verbally breaking down information on detailed documentation of everything from windows, towers, street garages, wall bases and enrichment, louvers and vents, doors, opening arrangements, arches, shutters, porches and balconies, piers, pilasters, columns, awnings, railings, foundation steps, stairs, roofs, eaves, signs, lighting, fountains, landscaping, fencing, gardens, and colour palettes, etc.



*Reference: A Living Tradition  
[Architecture of the Bahamas]  
by Stephen A. Mouzon*



Saint Lucia Historic Architecture Photography



Artist Rendering Examples (Source: Jill Walker's Barbados)

## PREFAB HOUSING COTTAGES

As a development strategy to quickly provide a durable, yet aesthetically-welcoming, neighborhood to support the growing needs of Saint Lucia, recommendations included "Katrina Cottages," the low-cost, prefabricated coastal cottage developed to meet the U.S. Gulf Coast's immediate housing needs after hurricane Katrina. The cottages have the strength to withstand wind gusts up to 140 mph and have the unique ability to expand and become part of a much larger home that is constructed later, while upholding traditional Caribbean architectural vernacular.

A single cottage is designed to create a dignified home for an individual family. Clustered together in villages, these cottages do even more by creating a sense of place and community.



*Katrina Cottage Reference*

### PREFAB HOUSING CAN:

- Be configured in many ways, single story, two story
- Be adapted to provide both single family and multi family housing
- Easily be adapted to resemble the Saint Lucian French Creole vernacular
- Range is size from 300 square feet to 1,800 square feet

### SPECIAL FEATURES:

- Designed to meet standards for 140-mph wind gusts
- Is built from hardyplank lap siding that is rot and termite resistant
- Utilizes wood frame construction
- Build with metal roofs
- Includes outdoor living space – either a front porch or a stoop
- The full kitchen includes a 30" refrigerator, a 30" free-standing stove, a built-in range hood, a sink, and cabinets



## CARGO CONTAINERS

Cargo containers are often the unwanted result of the marine shipping industry. Accumulating at ports around the world, the shipping industry often considers it less expensive to purchase new containers, rather than ship empty ones back to the port of origin – resulting in a surplus supply of shipping containers.

This surplus has created a ready and cheap source of what can be easily converted into modular living systems. The global interest in green and sustainable buildings is increasingly focusing on the benefits of using containers in construction. By design, containers are infinitely modular and of course severe-weather proof – able to withstand winds of greater than 100 mph.

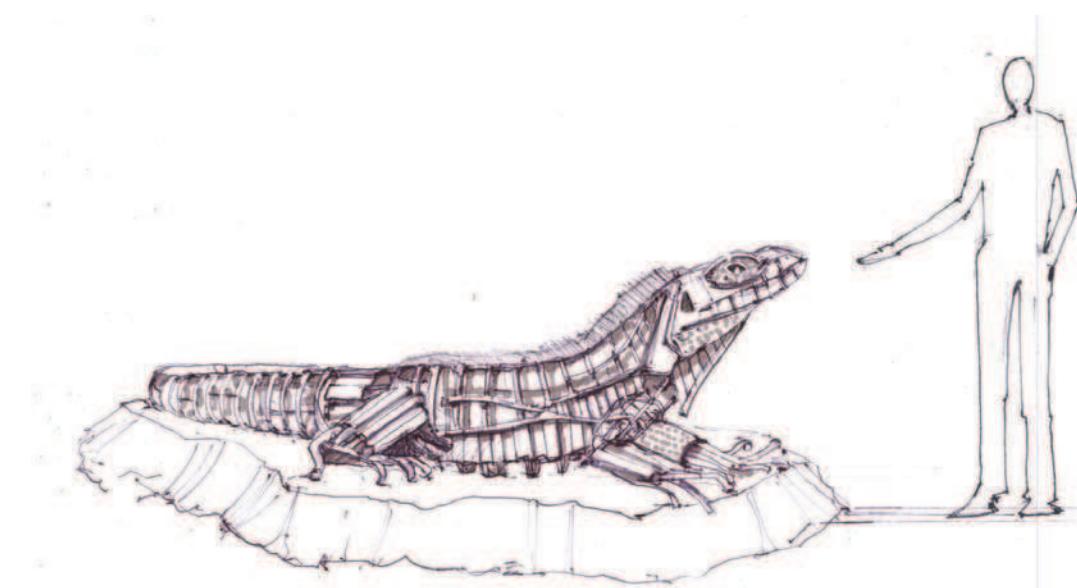
Many of the projects currently being undertaken worldwide are of contemporary design. While not necessarily the “right” approach for Saint Lucia, this option demonstrates the flexibility offered by their use. Designs created, drawing from the local vernacular, could be rapidly implemented around the island without adversely impacting their surroundings. Public/community building initiatives could also be fulfilled using a standardised design for the more isolated inland communities. The establishment of a manufacturing facility for container housing would provide new industry for Saint Lucia.

## CARGO CONTAINER HOUSING

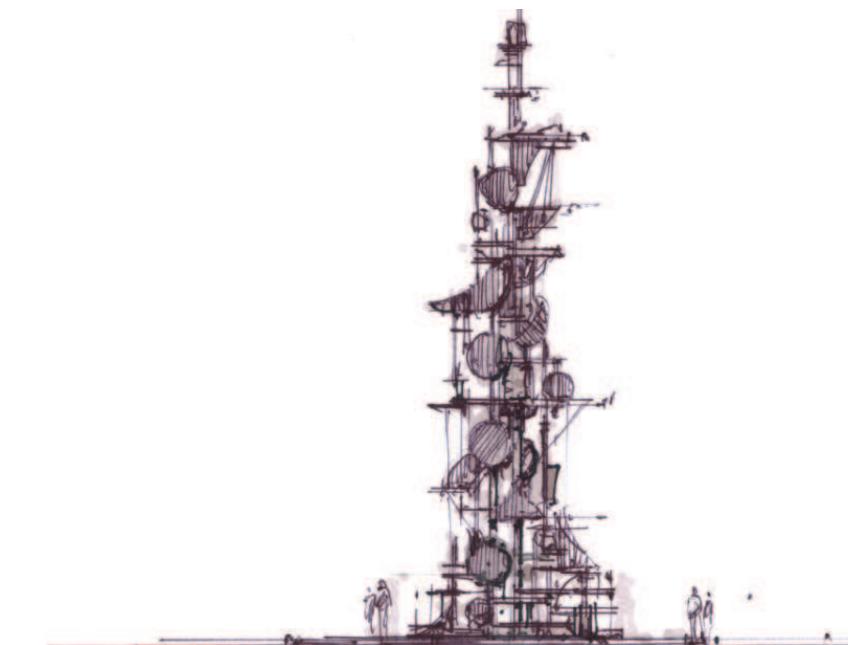


## RECYCLED SCULPTURE CONCEPT

Local artists may be commissioned to create sculptures from industrial centre scraps. Placing the sculptures within and as the centrepiece of cargo container communities will beautify the neighborhoods, provide a sense of pride, and add to the unity of the village.



INDUSTRIAL IGUANA SCULPTURE CONCEPT



INDUSTRIAL CENTREPIECE CONCEPT

# COMMUNITY DEVELOPMENT

## VISION PLAN INITIATIVES

There is an island-wide need for new settlements and communities, not only near coastal zones, but inland as well. Current development tends to follow established roadways, creating ribbon developments which also stifles future road expansion possibilities.

- There should be a village core design approach with commercial, mixed-use, and residential units surrounded by green spaces and parks. This would provide a central core of support and community services.
- By developing in clusters, the ecological footprint of the community will be significantly reduced, and resemble traditional village developments.
- Establish contextually appropriate architectural styles within the community that are Saint Lucian in scale and character and adhere to the style of that particular region.

### DEVELOPMENT GUIDELINES

The Saint Lucian Government must establish guidelines, enforced by the proper authorities, which foster smart and sustainable development. These developments must promote a traditional Caribbean village approach to community. There are three major development types proposed to establish the village core initiative: retail districts, mixed-use districts, and residential districts.

### RETAIL DISTRICTS

There is a need to establish and enforce guidelines for zoning for commercial areas in Saint Lucia. Currently around the island, shops and cafes are decentralised and inappropriately mixed into residential neighborhoods. The concentration of commercial activities in a distinct zone creates a more efficient and pleasurable consumer experience, allowing for sharing of utilities and infrastructure, parking, and furthermore aids in decreasing congestion in urban retail zones.

#### **Below are recommendations for guidelines to be introduced for retail development:**

- Locally owned commercial shops should face the street with minimum setback from the edge of pavement or right of way. An appropriate FAR (floor to area ratio) should be determined and set forth as a guideline by the applicable authority.
- Parking for retail zones should be shared when possible (some on-street parking should also be provided where determined appropriate).
- Street type B should be implemented with two lanes of traffic, landscape buffer, street trees, sidewalks, and street furnishings.
- Infill and restorative development:
  - Dilapidated structures – existing buildings should be reconstructed for reuse so that there are not gaps in the development where illegal occupancy typically will occur.
  - Interstitial spaces – gaps in between buildings should be built out for retail space to provide continuity in the streetscape and also to deter illegal occupancy.
- Height restriction
  - Any retail building should not be higher than a large palm tree (typically fourteen meters) from finished street grade to peak of roof. Any plans for buildings designed to be taller than fourteen meters should apply for a variance and must be approved by proper authorities.

### MIXED-USE DISTRICTS

Mixed-use development is typically adjacent to commercial cores and shares many similarities to commercial development, and therefore should adhere to similar guidelines. The zoning of mixed-use should blend higher density residential with office and retail. The major advantage of mixed-use development is reducing the need for residents to travel by car to shopping centres and urban commercial cores.

#### **Below are recommendations for guidelines to be introduced for mixed-use development:**

- Mixed-use development includes retail, dining, office space, and residential.
- The mixed-use zone is more dense and urban than strictly residential developments.
- As opposed to retail development, mixed-use development utilises the upper floor of a building for residential apartments, while the lower floor remains either office space, retail, or dining.
- Parking for mixed-use zones should be shared and located behind buildings (some street parking should also be provided where determined appropriate).
- Street type B should be implemented with two lanes of traffic, landscape buffer, street trees, sidewalks, and street furnishings.
- Height restriction
  - Any mixed-use building should not exceed a height over a large palm tree (typically fourteen meters) from finished street grade to peak of roof.
- Lighting.
- Landscaping/shade guidelines.
- Public space.
  - Green space.
  - Opportunities for seating.

### RESIDENTIAL DISTRICTS

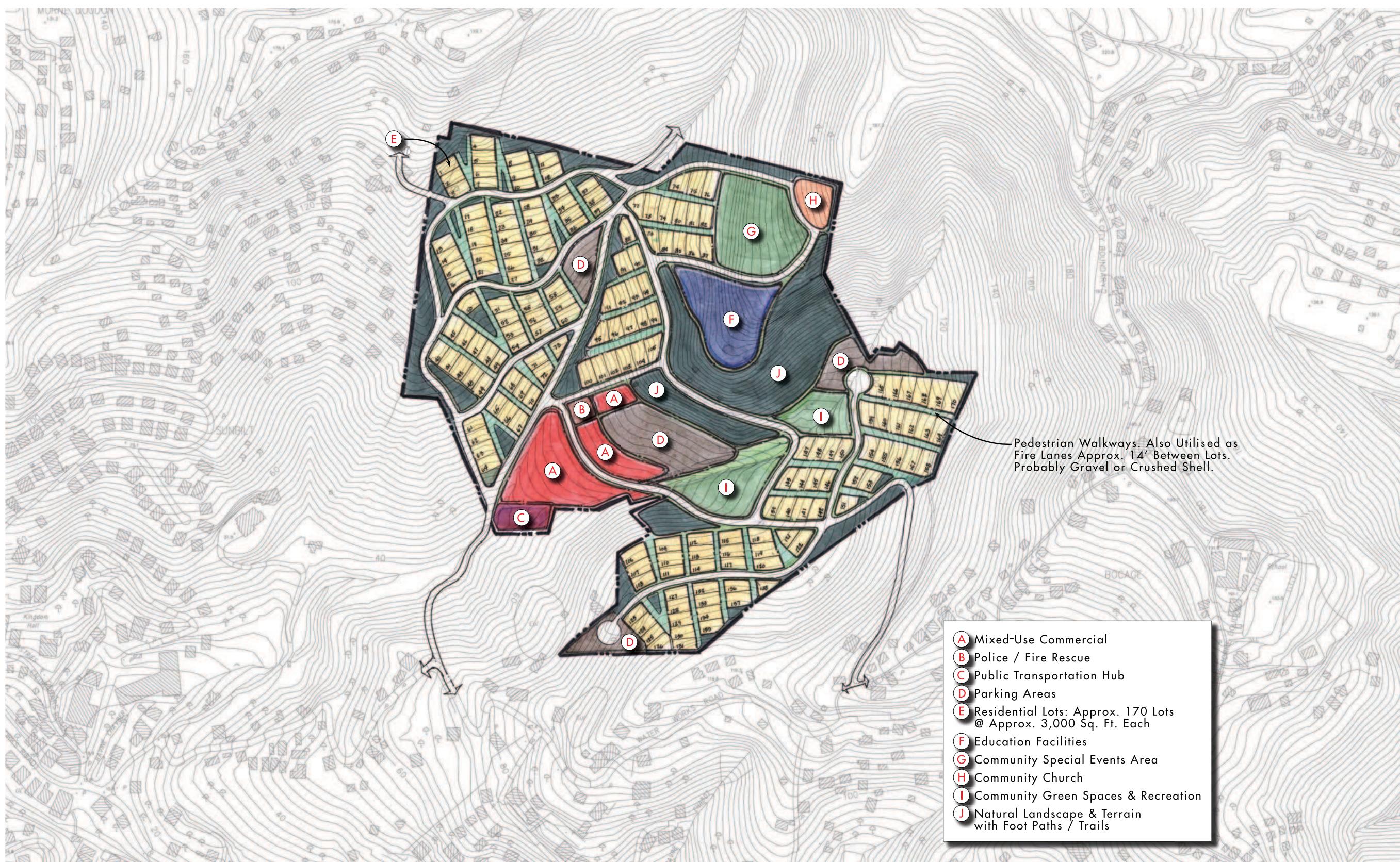
The location and suitability of land are the two largest considerations for residential settlements in Saint Lucia. Many residents do not own automobiles and therefore rely on pedestrian linkages. According to the publication “A Manual for Developers,” February, 1988, developers are responsible for providing environmental studies, soil analysis, preservation of natural site features, road networks, and infrastructure. We have recommended the following for further consideration to create strict guidelines that are enforced by proper authorities. Development guidelines in “A Manual for Developers” should be reviewed and updated by architects and planners following a traditional Caribbean approach.

- Residential districts may include a mix of town homes, apartments, and single family detached homes.
- Densities will vary upon type of residence and development potential determined by slope and vegetation.
- Setbacks for residential areas are to be determined by means of deterring illegal occupancy in between legally owned residential homes.
  - Setbacks from the street should be minimal but should allow sufficient room for landscape between the sidewalk (or edge of pavement) and the unit (minimum of three meters).

### VILLAGE CENTRES

Village Centres should include a blend of retail and mixed use structures and should focus on a public green space or civic core where people in each community can attain healthy social interaction – a place to see, be seen, play, work, relax, and live. Public service buildings should be centralised within the village centre. The village centre should be pedestrian focused while integrating limited vehicular traffic and utilising traffic calming devices.

## NEW SETTLEMENT EXAMPLE - MORNE DU DON



## RECREATIONAL/COMMUNITY SPACE

### GREEN SPACE CORRIDORS, PARKS, AND COMMUNITY RECREATIONAL SPACES

#### VISION PLAN INITIATIVES

In accordance with the publication "A Manual For Developers," February, 1988, large areas with unique terrain, flora, and fauna, and high recreational opportunity may be demarcated as regional or national parks. Development should be limited to facilities that enhance the use of the parks and open spaces by residents and should blend into the landscape. No large scale or high density development should be allowed. The inclusion of green space corridors and parks into every community development is essential to enhancing environmental quality and the quality of life of the communities' inhabitants. Considering the potable water issues that Saint Lucia faces today, parks should focus more on landscape and shade elements as well as gathering/recreational space rather than focal elements such as water features. Green spaces and trails should link throughout the community development to provide recreational and fitness opportunities, as well as alternative routes to destinations within the community. Park and green space design should preserve heritage trees and consider incorporating great vistas of the countryside.

#### ROADWAY SYSTEMS

Roadways should be designed according to the suggested types and scale of development. Refer to the section entitled "National Roadway Enhancement Guidelines."

#### SITE FURNISHINGS

Site furnishings, such as benches, lights, trash receptacles, bollards, and shade structures should match the architectural style of the region and reflect the flare of the Caribbean and Saint Lucia. Refer to the section entitled "National Roadway Enhancement Guidelines."

#### LANDSCAPING AND SIGNAGE

Landscaping and signage should be used to delineate natural zones, announce entry ways, soften edges, provide shade, create visual interest, and enhance the microclimate. Landscaping should also be used to create a screen around the public, above-ground utilities, where appropriate. In all cases and applications, landscaping should be indigenous to Saint Lucia and invasive materials should always be prohibited.

#### UTILITIES

All utilities should be buried underground where possible, and above ground utilities should be screened from public view.



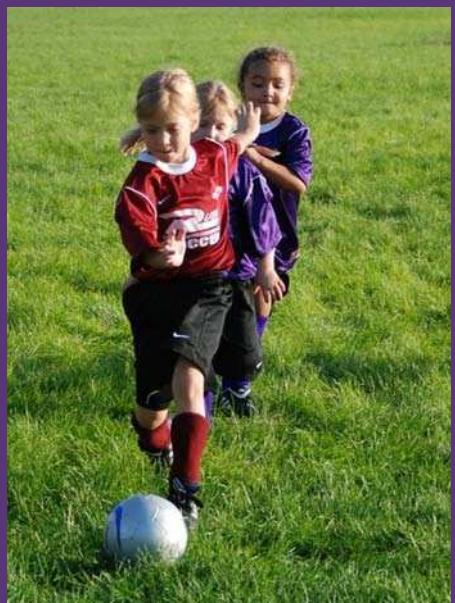
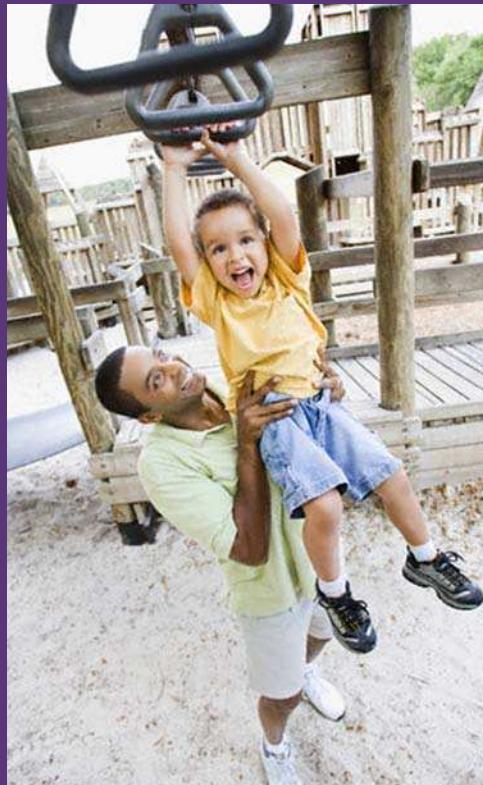
Reference Imagery

## SPORTS FIELDS/ FACILITIES/PLAYGROUNDS

### VISION PLAN INITIATIVES

Saint Lucia is suffering from a lack of maintained sports fields and facilities to create opportunities for increased physical health and to promote the spirit of friendly competition. Space for playgrounds and sport facilities should be included as public areas for residential development. The minimum area to be reserved is one acre per every forty dwelling units. Reserved land should not be allocated only to parcels declared unsuitable for housing. Sports fields and public recreational space should be on usable ground and conveniently located to all residents. Sports fields and playgrounds that are not associated with a school campus should be sponsored or adopted by a national or international sponsor to ensure funds for maintenance, safety, and usability.

- Ensure that all schools have playing fields in close proximity. These can be made available to the wider community out of school hours in areas where it is not feasible to provide separate facilities.
- Community sports facilities should be provided on a regional level for national competition.
- All communities should have playground facilities for children. Playgrounds should be built to match the character of Saint Lucia and installed into public spaces in villages adjacent to sports fields and facilities, blending in with the surrounding tropical landscape.
- All facilities should have adequate provision for lighting, seating, shading, user safety, and ancillary services such as restrooms and changing rooms.



Reference Imagery

## HOTEL AND RESORT DEVELOPMENT

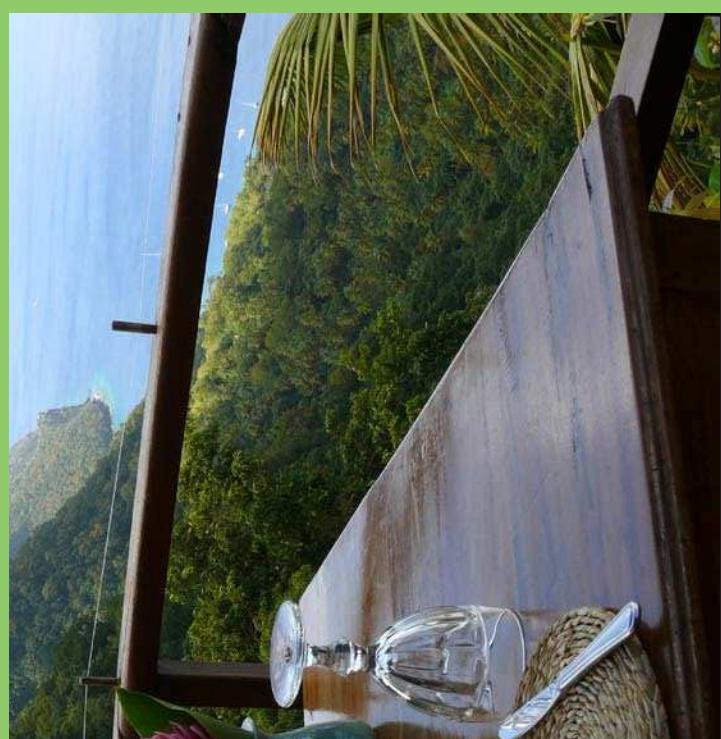
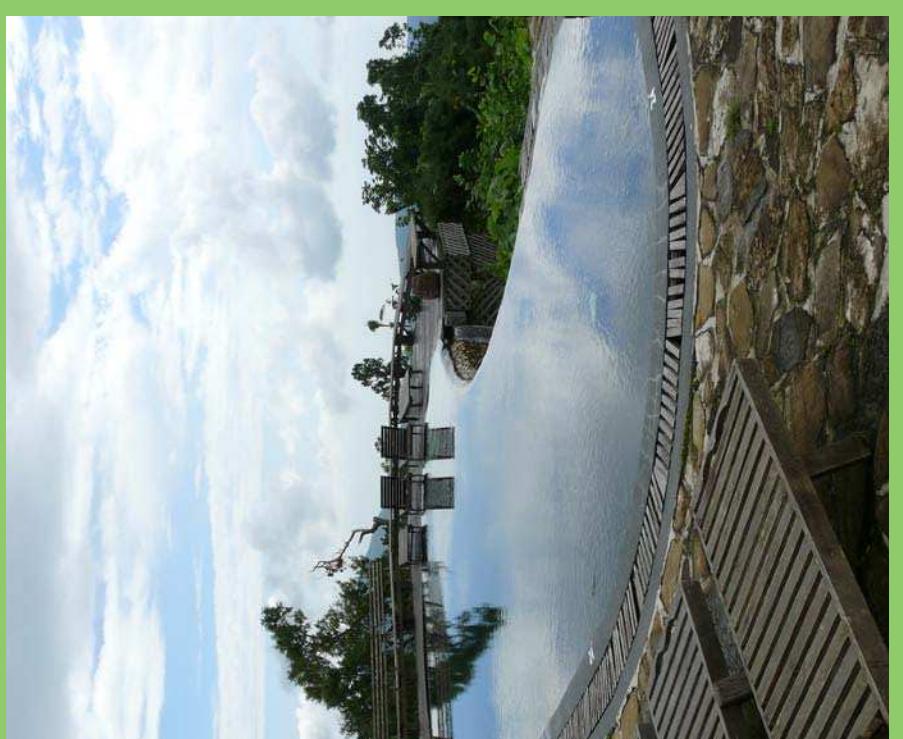
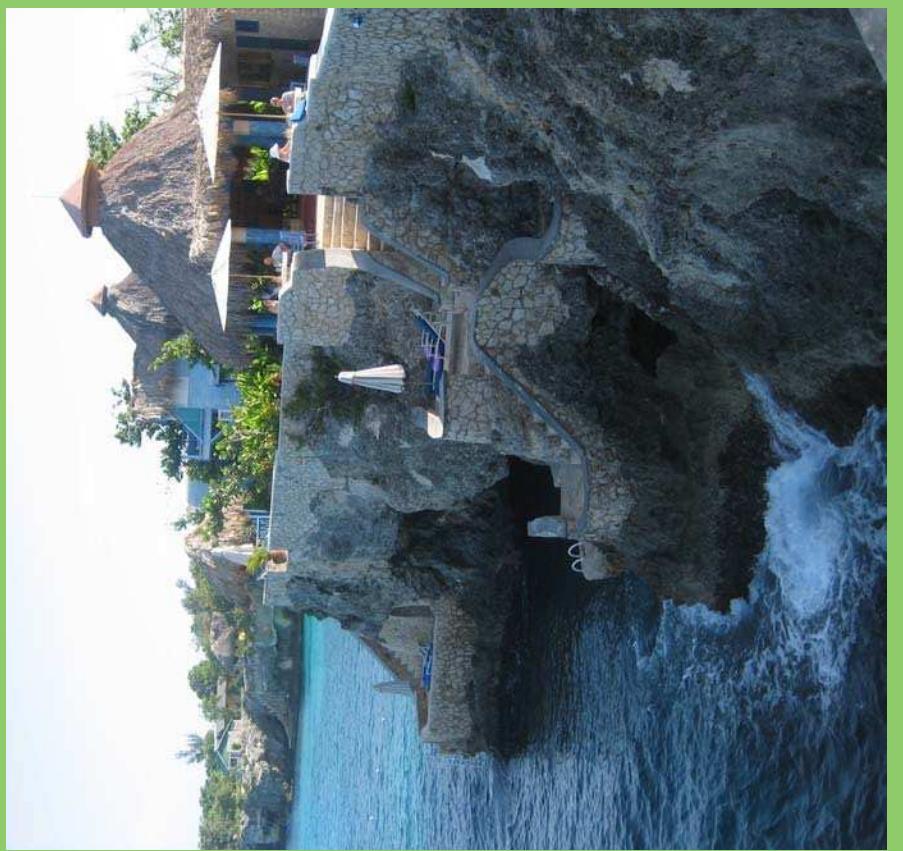
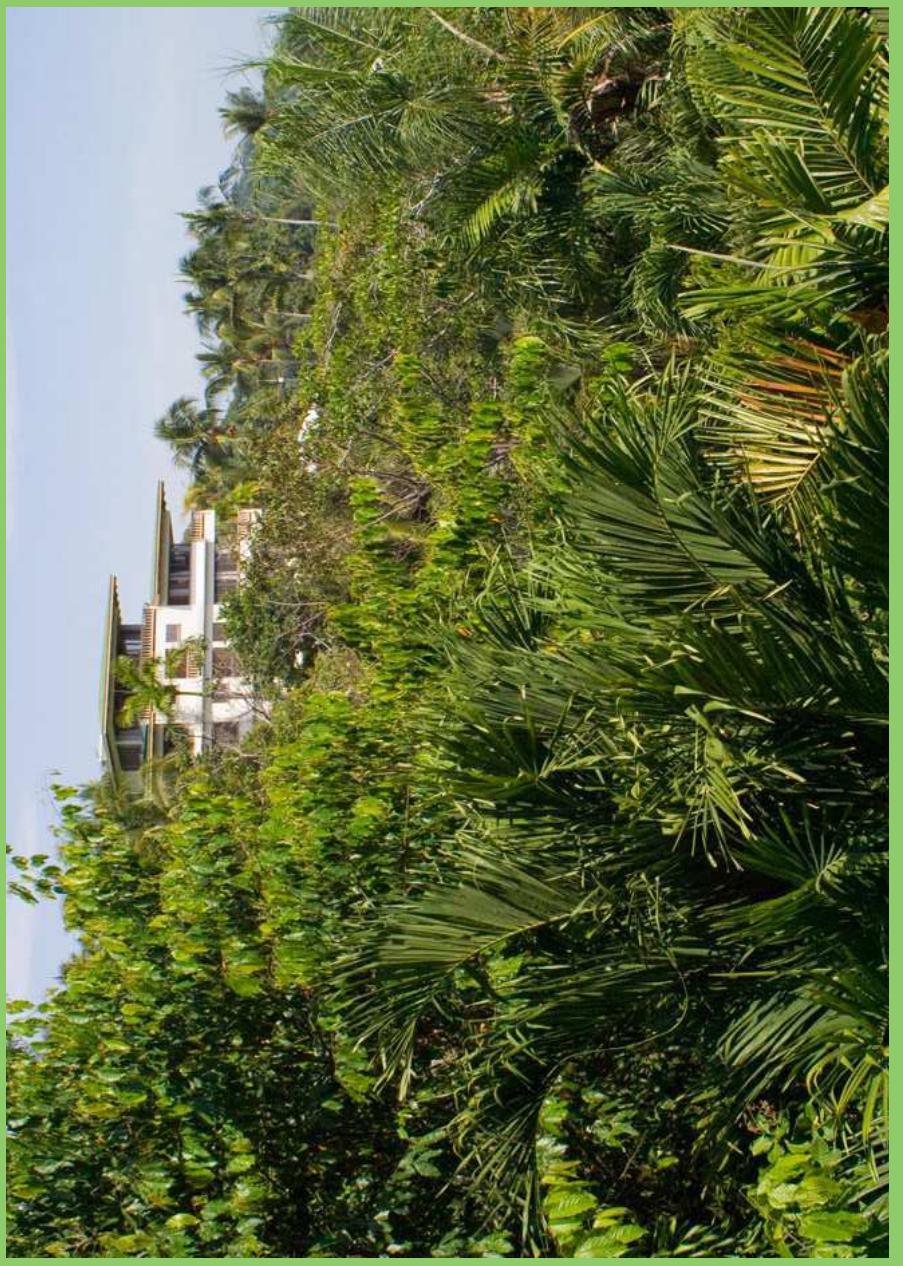
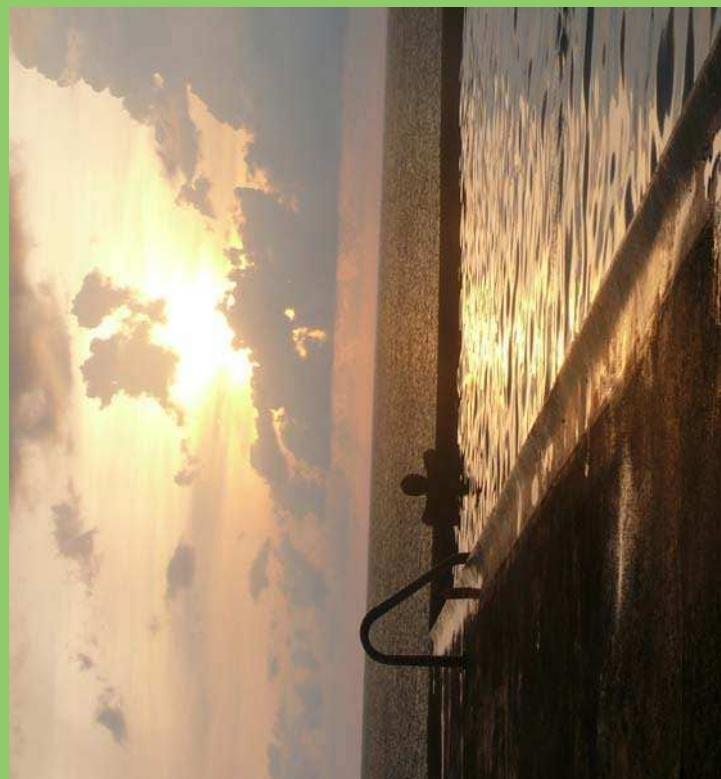
With the increasing growth in hospitality developments, it is imperative that planned, proposed, and future hotels are driven and designed by the “quality versus quantity” approach. Current proposals include large developments that will not only be overscaled for the island, but are also impinging on ecologically sensitive areas and in sensitive wildlife coastal zones. To ensure a successful and sustainable future hospitality development programme, it will be necessary for the Saint Lucian government to vigilantly enforce strict development guidelines for hotel developers seeking to build in sensitive areas.

### VISION PLAN INITIATIVES

- Establish strict development guidelines that are enforceable.
- Must adhere to strict, low density and height restriction guidelines.
- Should conform to the scale of the surrounding communities.
- Should speak to the scale, character, and vernacular of Saint Lucia and especially the region in which the development is located when designing and selecting materials.
- Should include signage and landscaping that is complimentary to the scale of the community and should contain design elements of the region.
  - Signage should not be visually obtrusive or cluttering.
- Should design roadways, car parks, cart paths, pedestrian trails, and other paved areas with minimal widths (depending on intended use or type of vehicle) and pervious paving materials should be considered where applicable.
- Should limit vehicular roads to shared parking and lobby areas.
  - The remaining circulation should consist of electric cart paths and other alternative transportation routes such as bike lanes and trails.
- Strictly enforce developers to utilise site-contained energy production systems versus tying into the island's existing system.



*Reference Imagery*





GRANDE ANSE TOURISM PHOTO