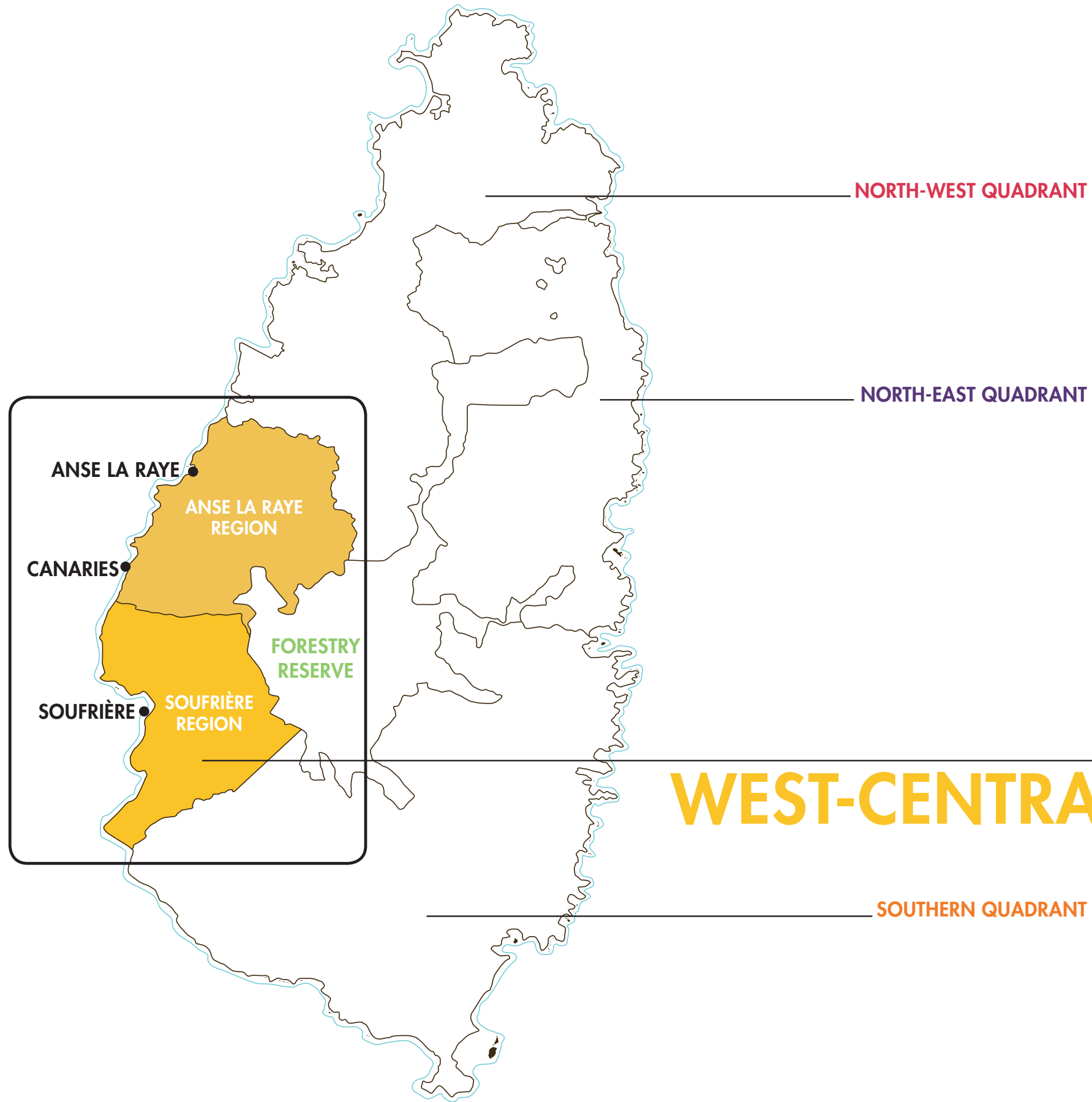


WEST-CENTRAL QUADRANT



SOUFRIÈRE REGION
ANSE LA RAYE REGION



The West-Central Quadrant is said to be the most scenic area in Saint Lucia, spanning Anse La Raye, Canaries, and Soufrière. Prominent display of cultural, historic, and natural attractions makes the area particularly unique.

The iconic natural topography of Soufrière, home to the world-famous Pitons, the Sulphur Springs, and Diamond Falls, makes the area especially well-suited towards the development of eco and adventure tourism. Canaries offers natural, historic, and cultural attractions, including the Del Arts Studio and the Grand Bois Waterfall. Anse La Raye is best known as a quaint fishing village, thus capitalizing on the local market for fish and seafood would be particularly important.

Initial goals include a small cruise berth in Soufrière, as well as the creation of significantly improved roadway access throughout the entire area. An increase in visitor arrival associated with the development of a cruise berth will both increase economic activity and generate employment and entrepreneurial opportunities. Strong focus should be placed on the further development of both eco-tourism, as well as Information Communication Technology. Residential development will be crucial in this area in order to meet increasingly pressing needs.

WEST-CENTRAL QUADRANT

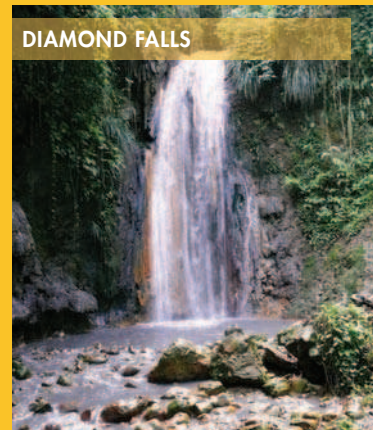
SOUFRIÈRE REGION BACKGROUND

A “drive-in” volcano, the Diamond Botanical Gardens, and the stunning silhouettes of the Pitons make Soufrière the definitive destination for an expansive display of Saint Lucia’s natural and geological phenomena. As the first permanent French settlement on the island, Soufrière abounds in historic architecture and landmarks, including the Morne Coubaril and Fond Doux Estates. Situated perfectly amidst a charmingly landscaped garden, the fifty foot Torialle waterfall is only one of several picturesque falls in the area, many surrounded by the sort of lush flora and fauna that characterise sights like the historic Diamond Botanical Gardens. Soufrière’s most iconic natural attractions are the towering Gros Piton and Petit Piton, two remarkable volcanic formations jutting dramatically from the sea to form a mountainous skyline. So striking are the Pitons, that in 2004 the United Nations Education, Scientific and Cultural Organisation named the area a World Heritage Site. The Sulphur Springs, known as the world’s only “drive-in volcano,” are one of Soufrière’s most popular and intriguing attractions. It is these springs that Soufrière takes its name, bestowed from early French colonists dubbed the sulphurous volcanoes of the Lesser Antiles “Soufrières.” The site is considered one of the hottest areas of geothermal activity in the Lesser Antilles. In 1784, the spring water was tested and found to possess similar medicinal properties to the waters of the Aix les Bains in France, prompting then Governor Baron de Laborie to build the Diamond Baths. Today, only traces of the original baths can be found at Sulphur Springs.

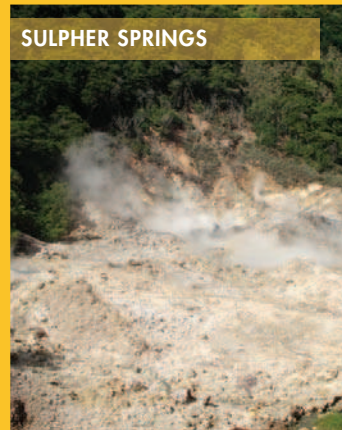
ANSE LA RAYE REGION BACKGROUND

Featuring some of the finest examples of French and English colonial architecture on the island, with many original structures dating back over one hundred years, the village and region of Anse La Raye have been historically associated with the trade of its many fishermen. Anse La Raye actually derives its name for the French word for the skate fish, found in abundance in the coastal waters of this region. Traditional fishing boats are still handmade in the village, using distinctive materials and techniques passed on through the generations. While countless glimpses of the “real” and historic Saint Lucia can easily be sought out in this region of the island, which is home to the La Sikwi Sugar Mill and River Rock Fall. The black volcanic sand beach of Anse Cochon is a popular spot of snorkeling, largely due to the impressive shallow reefs that can be found there. Perhaps the most celebrated sight to behold is the “Seafood Friday” along the waterfront of Anse La Raye village. Here locals and tourists mingle amidst music and drink, as fishermen share fresh fish, conch, and lobster, serving the catch of the day barbecued or steamed well into the evening. This weekly community gathering has become the signature event of the region and a quintessential activity for those visitors desiring a truly immersive Saint Lucian experience.

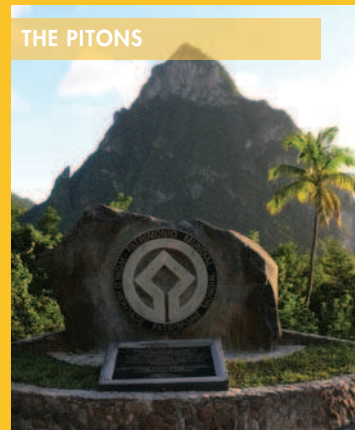
Located between Anse La Raye and Soufrière, the relatively remote and stunningly scenic Canaries area, home to several dark volcanic sand beaches and several extraordinary waterfalls, only a short distance away from the quaint Canaries village, a small fishing settlement nestled against a costal inlet. Sights such as the Grand Bois Waterfall, accessible via a stunning drive and walk through lush growth of forest and farmland, offers a tremendous close up view of the habitats of many of Saint Lucia’s rare plants and animals. The name “Canaries” derives from the Carib word for Saint Lucia’s traditional coal cooking pot or “Kanaree”. The village also plays host to its own signature local gathering, the Canaries Creole Pot on the last Saturday of every month. With a diverse array of traditional cuisine on display, the Creole Pot, is an inviting celebration of Saint Lucia’s distinctive culinary heritage and, according to locals, the definitive place to sample real Saint Lucian Cassava bread.



DIAMOND FALLS



SULPHUR SPRINGS



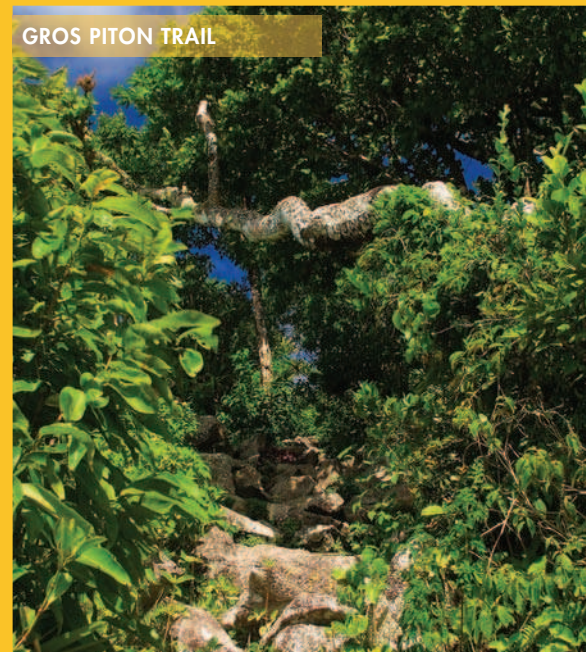
THE PITONS



ANSE LA RAYE FISH FRIDAYS



CANARIES



GROS PITON TRAIL



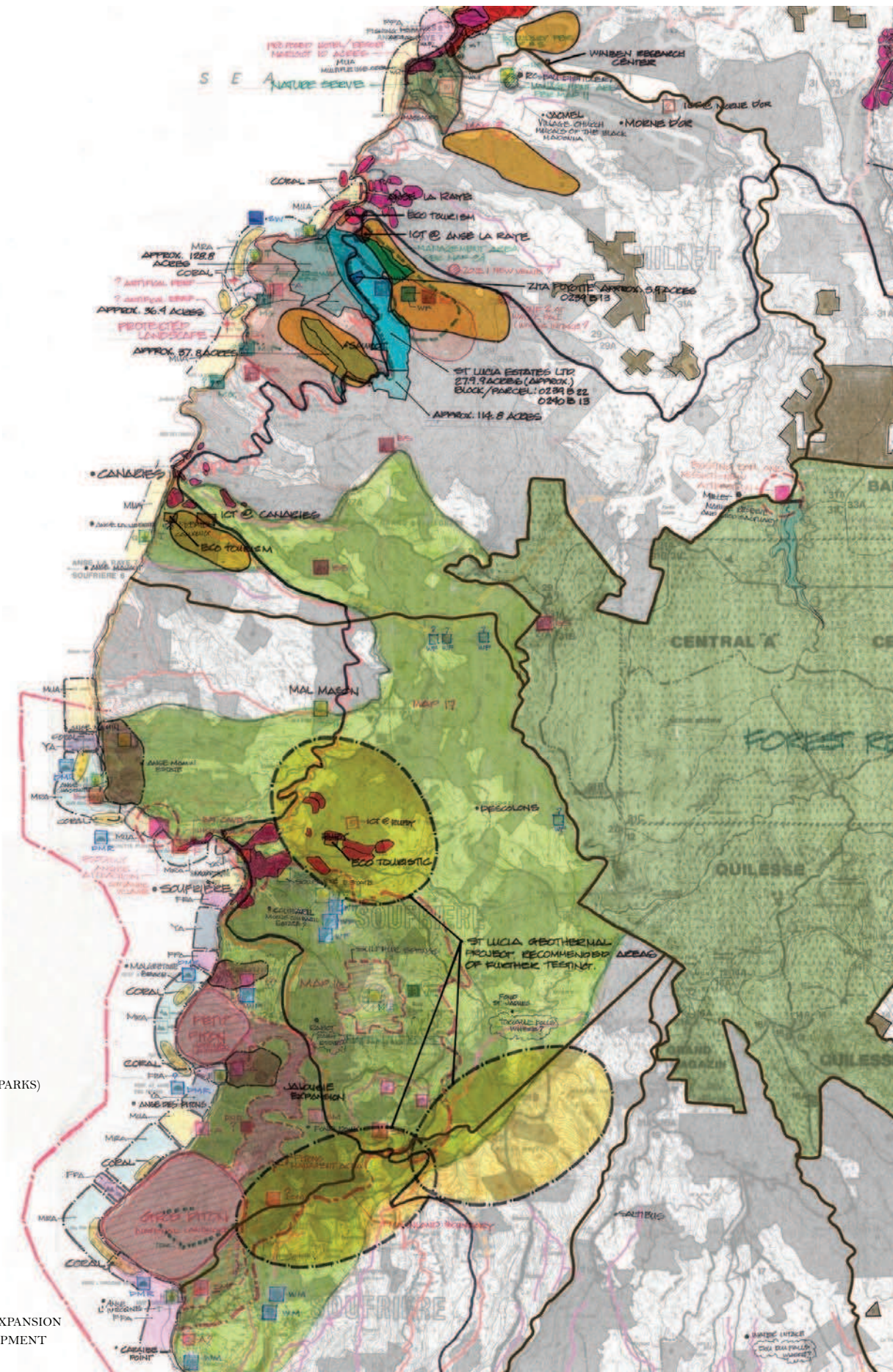
TORAILLE FALLS



SOUFRIÈRE



ANSE LA RAYE



- BRIGAND SITE (BS)
- HISTORIC SITE (HS)
- HISTORIC AREA (HA)
- WATER MILL (WM)
- DECLARED MARINE RESERVE (DMR)
- WATER FALLS (WF)
- FORT (F)
- ARCHAEOLOGICAL (A)
- SHIP WRECK (SW)
- TURTLES (T)
- NATIONAL LANDSCAPE (NLS)
- MANGROVE SITE (MS)
- WETLANDS (WL)
- INFORMATION COMMUNICATION TECHNOLOGY (PARKS)
- FISHING PRIORITY AREA (FPA)
- MARINE RESERVE AREA (MRA)
- MULTIPLE USE AREA (MUA)
- YACHTING AREA (YA)
- PRIVATE LAND AREAS
- SUBMITTED WORLD HISTORICAL SITES (6 EA)
- RECOMMENDED NATURE RESERVE (RNR)
- PROPOSED RESORT / HOTEL
- GOLF COURSE
- PROPOSED RESIDENTIAL
- PROPOSED SETTLEMENTS
- PROPOSED TOURISTIC SETTLEMENTS
- VILLAGE AREAS OF PROPOSED RENOVATION OR EXPANSION
- AREA RECOMMENDED FOR NO FURTHER DEVELOPMENT

WEST-CENTRAL COMPOSITE DIAGRAM

The West-Central Quadrant is one of the most naturally and historically rich areas of Saint Lucia. Numerous environmentally sensitive areas exist in the quadrant, such as the Pitons Management Area, the Millet Nature Reserve and Bird Sanctuary, several waterfalls, and multiple marine reserves. A significant number of important historic and archaeological sites can also be found in the region, particularly in the Soufrière area. Taking this into consideration, development of the area will require a very sensitive approach in order to preserve historic sites and nature reserves, assets both culturally significant and crucial in maintaining attractions for the growing tourism industry. Fertile lands around Canaries should also be conserved to continue farming operations there.

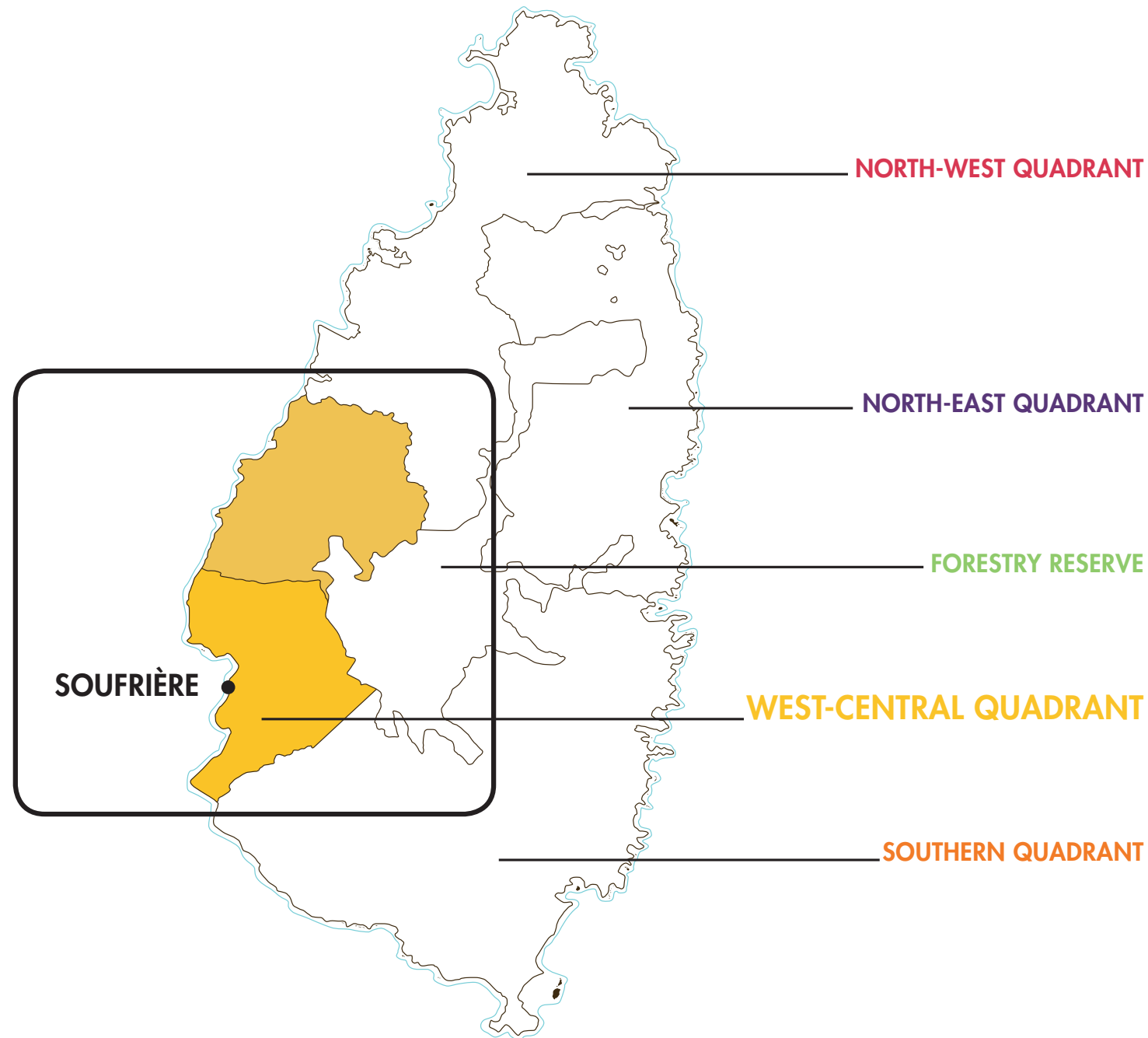
The existing scenic roadway in the West-Central Quadrant should be considered for further development in an effort to maintain this popular and attractive drive. Further ribbon development should be avoided and future development must be kept in scale to preserve the natural intimacy of the area. While increased residential properties are necessary to meet growing housing needs, the focus must remain on low-density expansion. The potential of expanding the boutique tourism industry should be explored, keeping existing elements of heritage and eco tourism as a particular concentration.

Please Note: The information shown on this diagram was compiled utilizing materials provided to IDE.A. 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 digitized National Comprehensive Map.

WEST-CENTRAL QUADRANT



SOUFRIÈRE TOWN



VISION PLAN INITIAL IMPRESSIONS

- Although Soufrière features heavily in many guides and gains exposure through its proximity to the Pitons, it has found itself as a tourism backwater, benefiting little from the regular tourist traffic that passes through on its way to the many local attractions. This has caused a degree of antipathy amongst the local population.
- Soufrière suffers from water and sewerage issues – exacerbated by its position below sea level.
- Lack of facilities for tourists within the town.
- Housing issues, including derelict lots, and lack of affordable housing. The bulk of the surrounding area is in the hands of three landowners. Local inhabitants moving to Choiseul to find a building plot.
- The Church has a large unused plot in the middle of Soufrière.
- Some recent buildings have been constructed without any attempt to embrace the local vernacular.
- Formal training and education is needed in tourism, hospitality, and retail.
- Lack day-care facilities, insufficient preschool education facilities.
- Local population feels sidelined and aggrieved by the developments around the community. Recent plans undertaken have failed to gain local support as they have not been involved in the process.
- No formal market area – street sellers block pavements.
- Little space for taxi and bus waiting in the town and congested internal roadways.
- Old town hall no longer fit for purpose.
- National Learning and Skills Program not supported by inhabitants.
- Area of poor quality squatter housing to south of the bay needs relocation.
- Pitons World Heritage Park under pressure for development. Locals see little benefit of World Heritage Status to them.
- Very few ships come into the bay since mooring is unavailable and anchoring is not feasible due to the depth.

ACTION ITEMS

Community Development Initiatives

- Transportation Plan: Water taxi and ferry link. New entry feature to Soufrière and possibility for perimeter road to absorb thru-traffic to alleviate congestion. One way road system within the town. Local transportation plazas to support a Regional Transportation hub on outskirts of the town. Replacement of bridge within the town and addition of a new bridge across Soufrière River from the library. Helipad for emergency support and to form part of the NEMO network.
- Waterfront Improvement Plan: Beachfront Boardwalk with community facilities and in-scale vendor opportunities. Replace the existing police station and post office building with waterfront hospitality and vendor arcade. Jetty improvement to allow for landing fees. Enhancement of fishermen's village.
- Housing Plan addressing: improvement and restoration of existing historic housing stock, redevelopment vacant and derelict plots, general area beautification, and the provision of guidelines for new developments in the local vernacular. Building opportunities include:
 - 94 plot areas already laid, with utilities up river from the town. Plan to relocate squatters area on south of bay.
 - Plot opposite the Sulphur Springs entry road – appropriate for more high-end development.
 - Potential for government to purchase an area of the Soufrière Estate for town expansion and additional residential development.
 - Potential relocation of cemetery to free up prime land and relieve pressure on burial plots.

Residential development plans for Fond Cacao.

- Educational and Vocational Development Plan: The creation of a campus to meet the needs of the whole community's learning – from pre-school to vocational learning to support local business and tourism opportunities.
- Local Business Development Plan: Support for local businesses to improve and create new facilities and services for both locals and tourists.
- Formalisation of a light industrial zone in area of existing factory units.
- Social Services Plan: Redevelopment of the existing town hall to house administration centre, community development, post office relocation, police station and courthouse. Community Recreation facilities, support services centre. Community Centre. Consolidation of services. Upgrade of Soufrière Health facilities to Polyclinic.
- Local sewerage and water management plan.

Tourism Initiatives

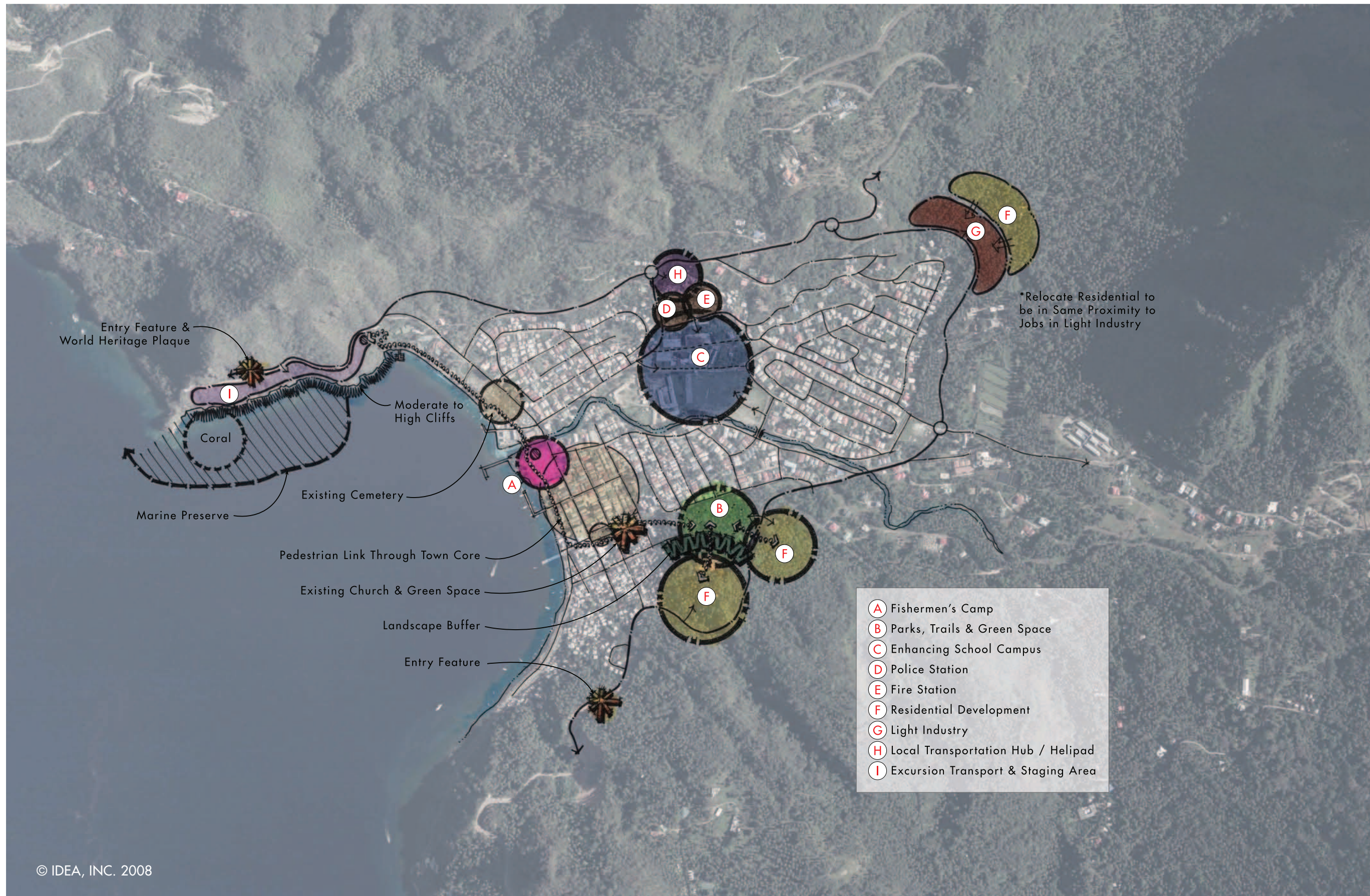
- Creation of cruise berth on south end of the bay to accommodate small-scale cruise vessels.
- Development of staging area with facilities serving the proposed cruise terminal, with a vendors arcade and enhanced waterfront promenade.
- Establishment of small marina.
- Opportunity for boutique hotel to south of Soufrière centre once existing homes relocated.
- Establishment of parks, trails, and green space throughout the local area.
- "French Quartier" Enhancement Scheme.
- Regional Welcome Centre adjacent to main Transportation Hub.
- Expansion program for locally based tour and excursion operators.

Initiatives for Surrounding Areas

For surrounding areas such as Fond St. Jacques, Colombette, Malgretoute, and Bouton, enhancement and community needs must be assessed, including required services and transportation links, the development and maintenance of parks and recreational space and roadway linking, development, and improvements to open up new areas for residential/community development so that the area can expand and meet the ever growing housing needs of the area. Sensitive areas like marine reserves and historic sites must be protected. Water supply and quality issues in surrounding areas, such as Colombette, must be addressed. Residential developments should be established in Palmiste, Cressland, Bouton, and Monplaisir.



INITIAL SOUFRIÈRE TOWN BUBBLE DIAGRAM



SOUFRIÈRE TOWN CONCEPTUAL LAND-USE DIAGRAM



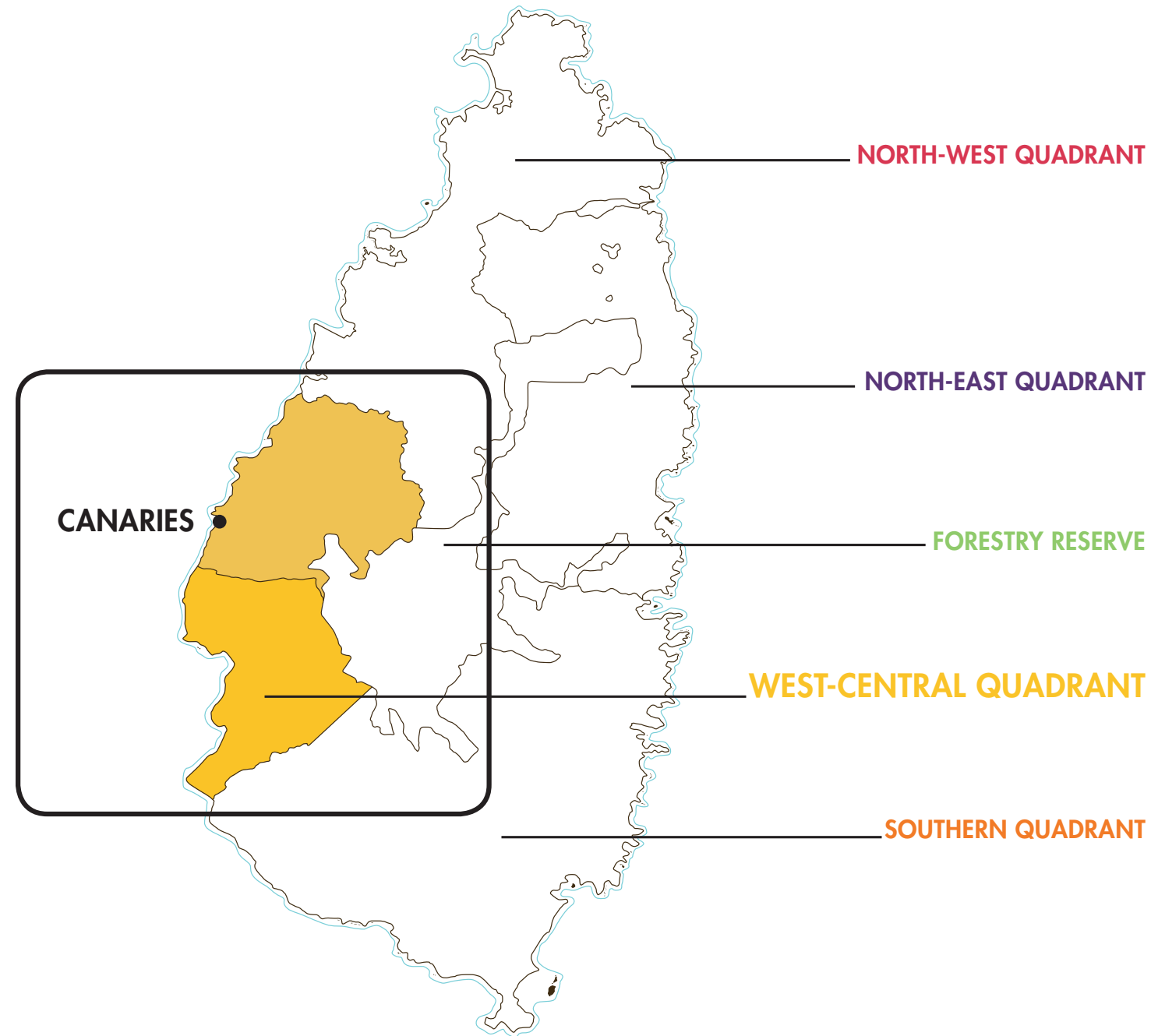


SOUFRIÈRE TOWN RENDERING



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CANARIES VILLAGE



VISION PLAN INITIAL IMPRESSIONS

- Canaries shares many of the issues that face Anse La Raye. A lack of expansion space for the village has created a very dense village centre. The village is rich with the opportunity to benefit from local tourism, both within the village itself and its surrounding area. The use of the river mouth as the focus for the village would provide the differentiator.
- A close knit community suffering high unemployment, particularly in youth.
- Major water quality issues – sewage disposal, wastewater, etc. Liquid and solid waste in the river.
- No formal market area – street vending. No storage facilities or market facilities for fishermen.
- Housing issues, including high density due to lack of expansion space.
- Formal training and education is needed in tourism, public facilities care, and vending opportunities.
- Lack daycare facilities, insufficient preschool education facility.
- Praedial larceny of crops a serious problem.
- Lack of a structured transportation plan.
- Proper public toilet facilities for guests and residents.
- Storm water drainage.

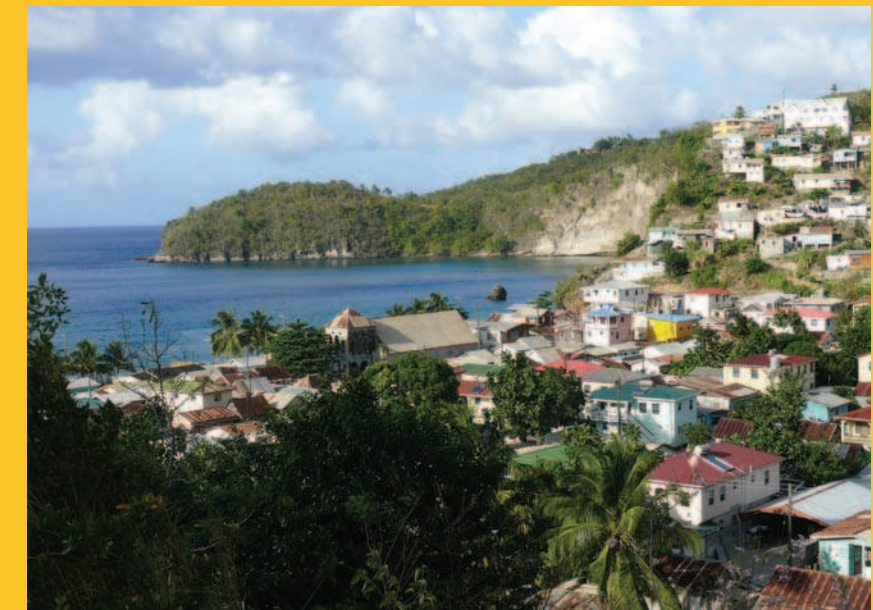
ACTION ITEMS

Community Development Initiatives

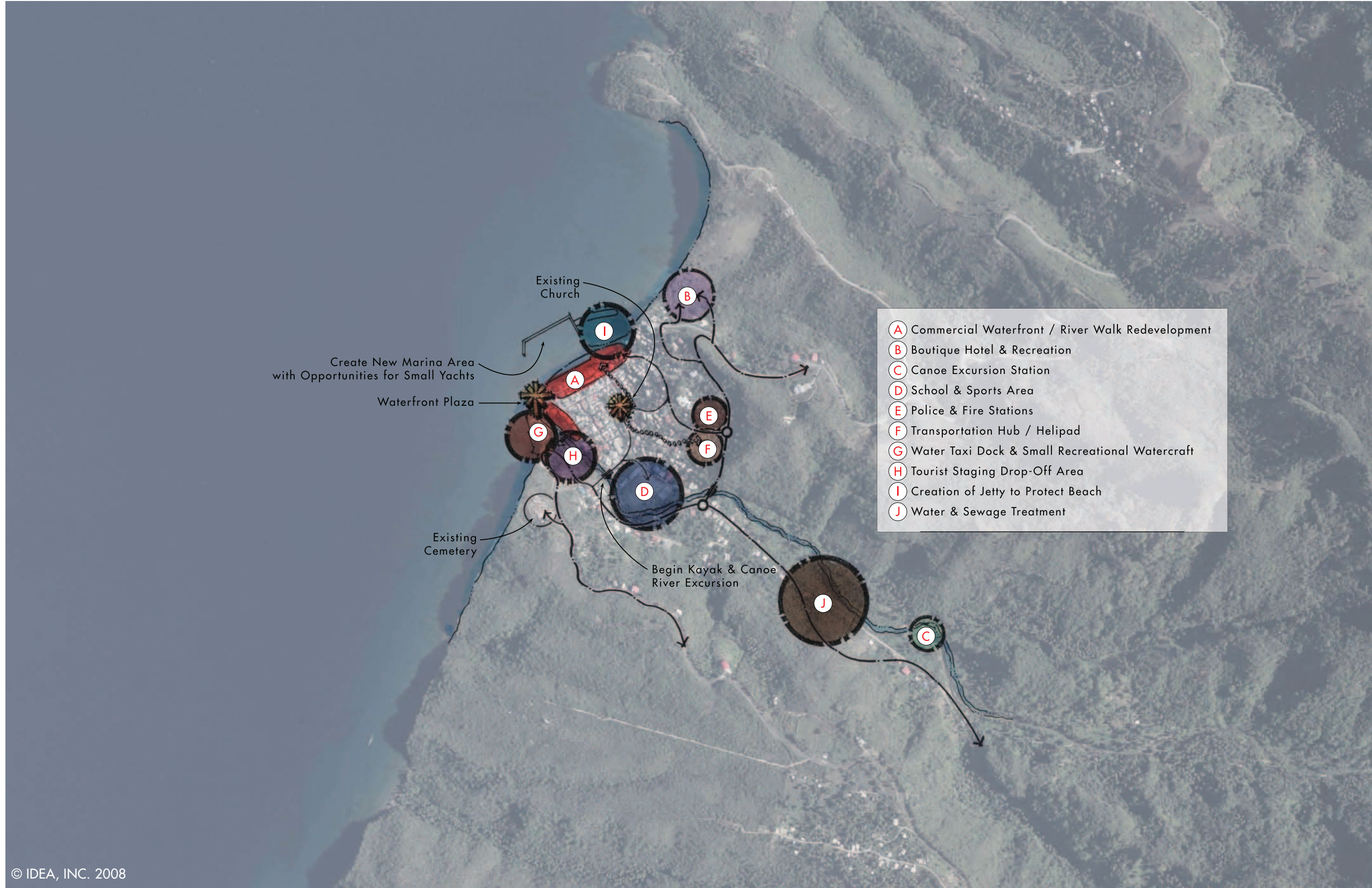
- Transportation Plan: Water taxi and ferry link. One way road system within village. Local transportation plaza. Lighting. Opportunity for a new village transit road with second road bridge over the river and town entry features. Helipad for emergency support and to form part of the NEMO network.
- Waterfront Redevelopment Plan: Boardwalks linking the seafront and riverfront, offering a focal point to the village and support for the “Creole Pot” including vendor arcades, and public facilities. This area would also become the hub for river based tourism.
- Housing Plan addressing: Improvement of existing housing stock. Redevelopment vacant and derelict plots. General area beautification. Opening up of 50 acres to the south available for residential expansion. Relocation of Cox Street (Waterfront to southern edge) – currently consists of very poor quality housing, including squatters.
- Social Services Plan: Community recreation facilities, support services centre. Police and fire station. Retirement home and facilities. Creation of larger community beach with facilities.
- River Treatment Plan: Protection of the water intakes, filtration system to clean discharge, storm water drainage improvement.
- Local sewerage and water management plan.

Tourism Initiatives

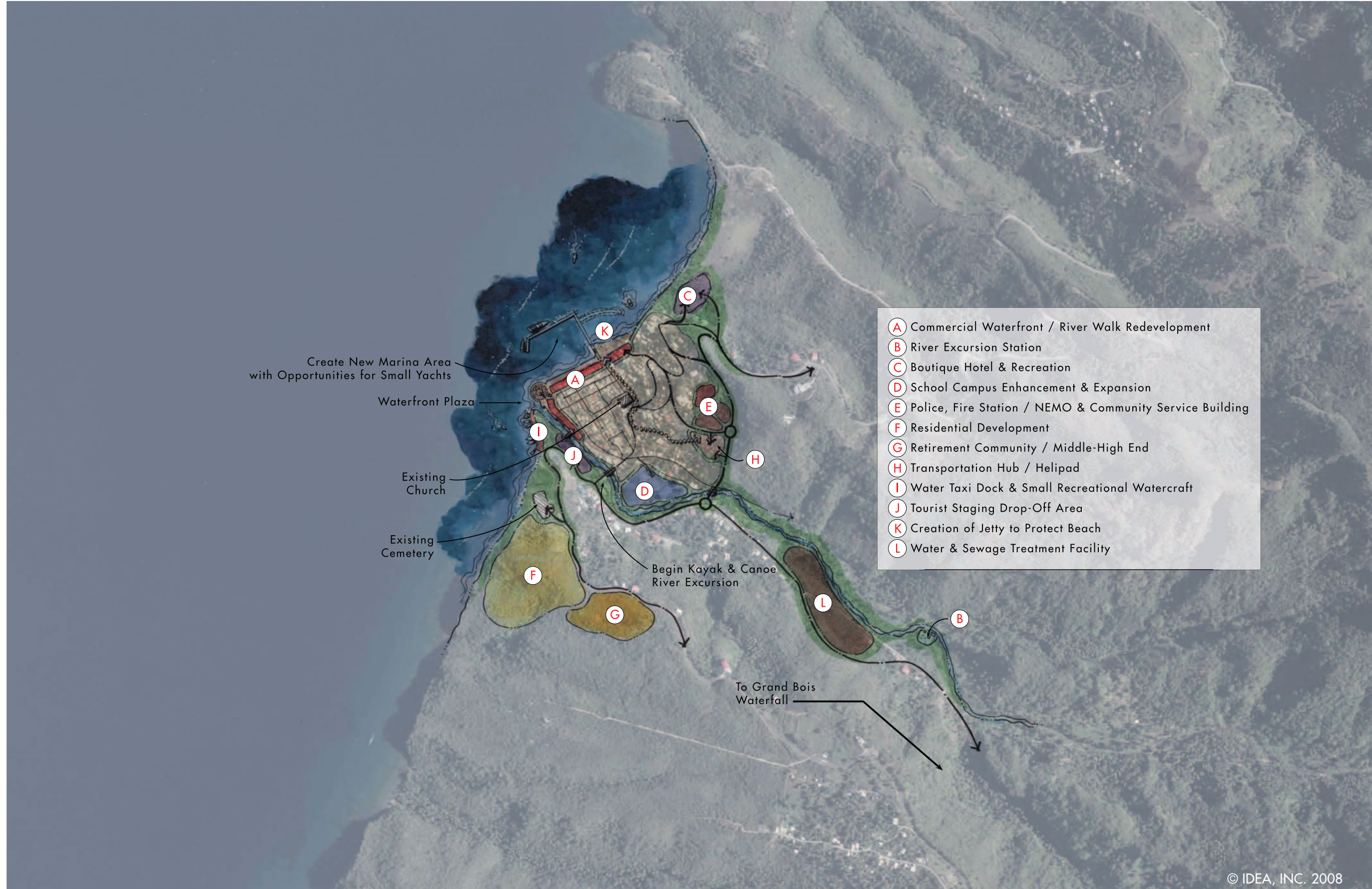
- Boutique hotel site to south of village made available by relocation of Cox Street.
- Community “hotel” – programme to encourage home owners to offer an in-family tourism experience through training and support in provision of facilities.
- Tourism offers development: Provision of support services in developing both new river based excursions, tours, and attractions. Support for the continued development of the Grand Bois Estate Forest Hiking and Waterfall Excursion.
- Expansion of the Canaries “Creole Pot” experience to include other cultural entertainment and activities.
- Jetty re-establishment to allow tourist boats and local water taxis to access the village.
- Village Information Centre.
- Local tourist transport initiative: Support for local population to develop a tourist service to attractions such as the Grand Bois Estate.
- Re-opening and enhancement of the Anse La Liberte camping and hiking facilities, with improved facilities and security.



INITIAL CANARIES VILLAGE BUBBLE DIAGRAM



CANARIES VILLAGE CONCEPTUAL LAND-USE DIAGRAM





CANARIES VILLAGE RENDERING

WEST-CENTRAL QUADRANT



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GRAND BOIS ESTATE & WATERFALL



GRAND BOIS TODAY

Located in the scenic Canaries area, Grand Bois Waterfall is secluded among the lush landscape, rare wildlife, and vivid flora of the Grand Bois Estate. The Grand Bois Tour, a guided walking tour of both the forest and fall, has enormous potential for enhancement and growth to serve as a model attraction for both guests and locals to enjoy.

Currently the tour provides an opportunity for guests to view the breathtaking mountainous landscape of Canaries, with a brief stopover in the village for local treats, refreshments, and facilities. From there, tour guests engage in a scenic interactive hike through the Saint Lucia countryside, into the Grand Bois Rainforest, finally ending at the spectacular Grand Bois Waterfall. A skilled and knowledgeable guide offers a detailed narrative of the history and splendor of this impressive landscape. Upon arriving at the fall, guides prepare native fruits and vegetables for sampling, while guests have the option of enjoying a swim in the waterfall's refreshing pool.

ENHANCEMENTS

At present, the Grand Bois Tour is marketed primarily to cruise guests. Tour operators encourage the possibility of enhancements and improvements to the current attraction, to increase the feasibility of physically accommodating an increased number of guests, while raising the overall quality of the experience being offered. With these improvements, the tour could be advertised to an expanded market, beginning with the inclusion of resort and hotel guests, as well as locals. Beyond tourism, the addition of an Environmental Research Centre will serve to attract scientist and students, with the opportunity to study the array of native species found at Grand Bois.



ACCESSIBILITY

Roadways to and from the Grand Bois currently require general signage and barriers to address safety concerns and accommodate a greater number of visitors traveling to the area. Additional roadside protection, such as guardrails and indicator signs, are needed to facilitate a safer and more comfortable arrival for guests. Replacing a vehicular bridge previously lost to hurricane damage is also imperative to create accessibility for tourist and agricultural traffic. Land ideally suited for a much-needed parking lot is located within a convenient proximity of the waterfall and would also serve to establish a vendor area, where locals can seize on the increased tourist presence to sell local wares, such as arts and crafts.

EXPERIENCE

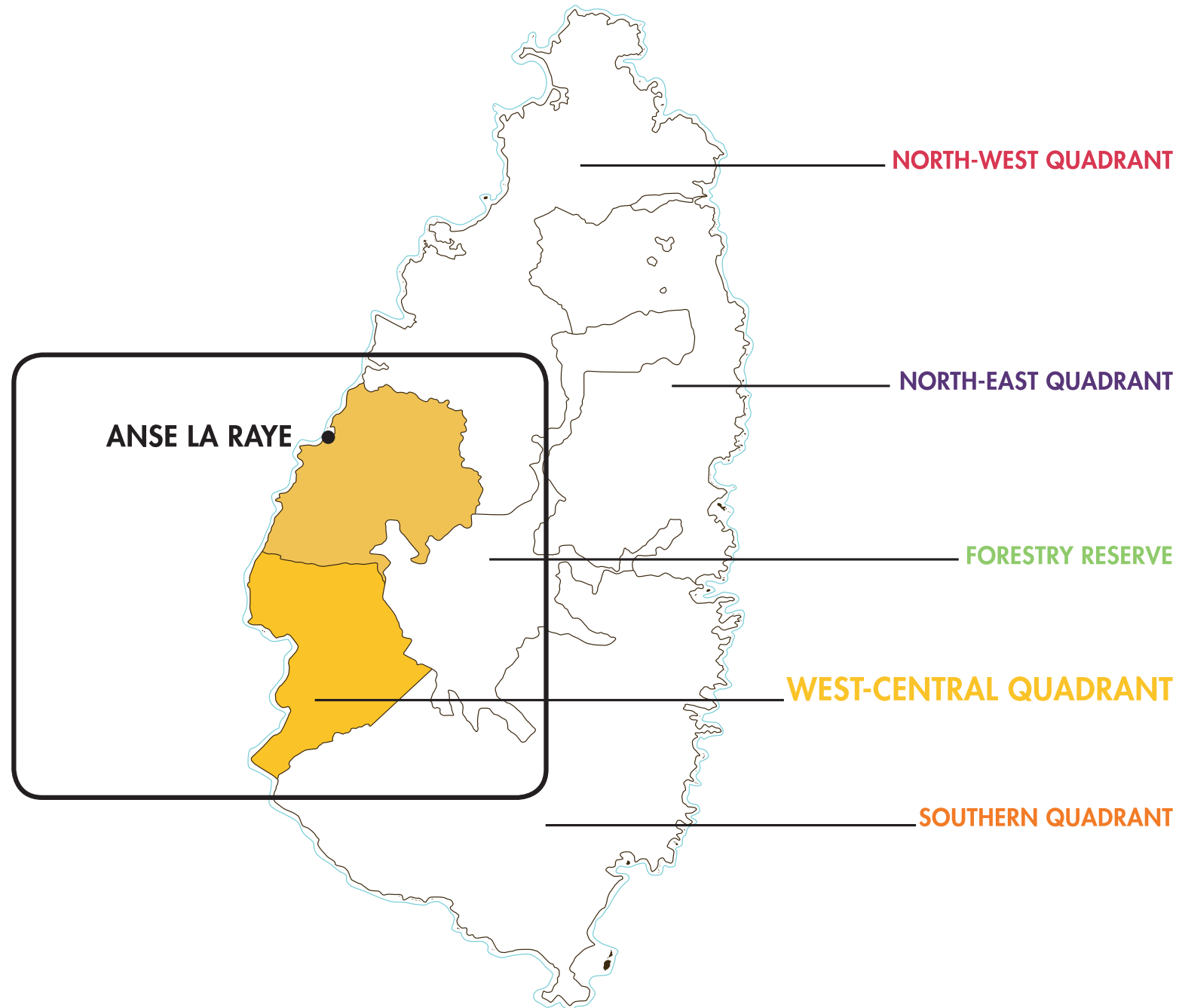
A picnic area, swimming zone, small storage space, changing rooms, and area for preparing freshly picked local fruits and vegetables round out the current amenities at the Grand Bois Waterfall. An opportunity exists to improve the tour experience by adding a significantly larger, three-side pavilion with site storage for operators and maintenance. The increase in covered space will serve to accommodate a greater number of guests, providing shade for a larger tour group. A lounge area located at the waters edge would also increase the relaxation amenities at the waterfall site.

The connection of additional trails and the creation of new swimming holes to allow for a more intimate setting among smaller tour groups should also be explored. The surrounding rainforest setting also creates a prime opportunity for a thrilling zip line attraction, with some lines even running directly into the water. Given the immense beauty of the landscape, the development of camping grounds would allow for the option of overnight guests, with further development establishing the area as a desirable retreat location.

The Grand Bois Estate has tremendous opportunity to serve as a key Canaries anchor, generating increased visitation to the area while providing a universally satisfying attraction. The implementation of various enhancements will serve as a model for the success of similar attractions.



ANSE LA RAYE VILLAGE



VISION PLAN INITIAL IMPRESSIONS

- As with many of the coastal villages away from the North-West, Anse La Raye has been left behind in the development of tourism, both local and international. This provides the village with many opportunities to develop local facilities to attract tourism in the village on more than the “Seafood Friday.” To successfully develop a sustainable tourist business, the local population needs to be involved in the improvements to the village.
- High unemployment, particularly in youth.
- Major water quality issues – sewage disposal, wastewater, etc. Liquid and solid waste in the river, pollution at intake. Urgent need to relocate intake.
- No formal market area – street vending.
- No storage facilities or market facilities for fishermen.
- Lack of facilities for tourists.
- Housing issues, including derelict lots, and lack of affordable housing.
- Formal training and education is needed in tourism, public facilities care, and vending opportunities.
- Lack daycare facilities, insufficient preschool education facility.
- Lack of polyclinic or home nursing resources.
- No recreational or sporting facilities.
- Improper lighting in bay area.
- No gas station for residents and fishermen.
- Praedial larceny of crops a serious problem.
- Lack of a structured transportation plan.
- Proper public toilet facilities for guests and residents.
- Storm water drainage – current drain is unsightly and unhealthy.

ACTION ITEMS

Community Development Initiatives

- Transportation Plan: Water taxi and ferry link. One way road system within village, local transportation plaza. Lighting opportunity for new perimeter roadway and town entry features. Helipad for emergency support and to form part of the NEMO network.
- Waterfront Redevelopment Plan: Vendor arcade to support “Seafood Fridays.” Entertainment centre. Protected swimming beach and beach facilities. Boardwalk.
- Housing Plan: Improvement of existing housing stock. Redevelop vacant and derelict plots. General area beautification. Provision of new developments for all levels of housing requirements.
- Educational and Vocational Development Plan: Creation of a village campus to meet the needs of the whole community’s learning – from pre-school through vocational learning to support local business and tourism opportunities.
- Social Services Plan: Community recreation facilities, support services centre. Polyclinic.
- Fishermen’s Village Improvement Plan: Expansion of berthing facilities to support local traffic and yachting. Provision for local fueling. Market area (combine with farmers).
- River Improvement Plan: Protection of the water intakes, filtration system to clean discharge, storm water drainage improvement.
- Local sewerage and water management plan.

Tourism Initiatives

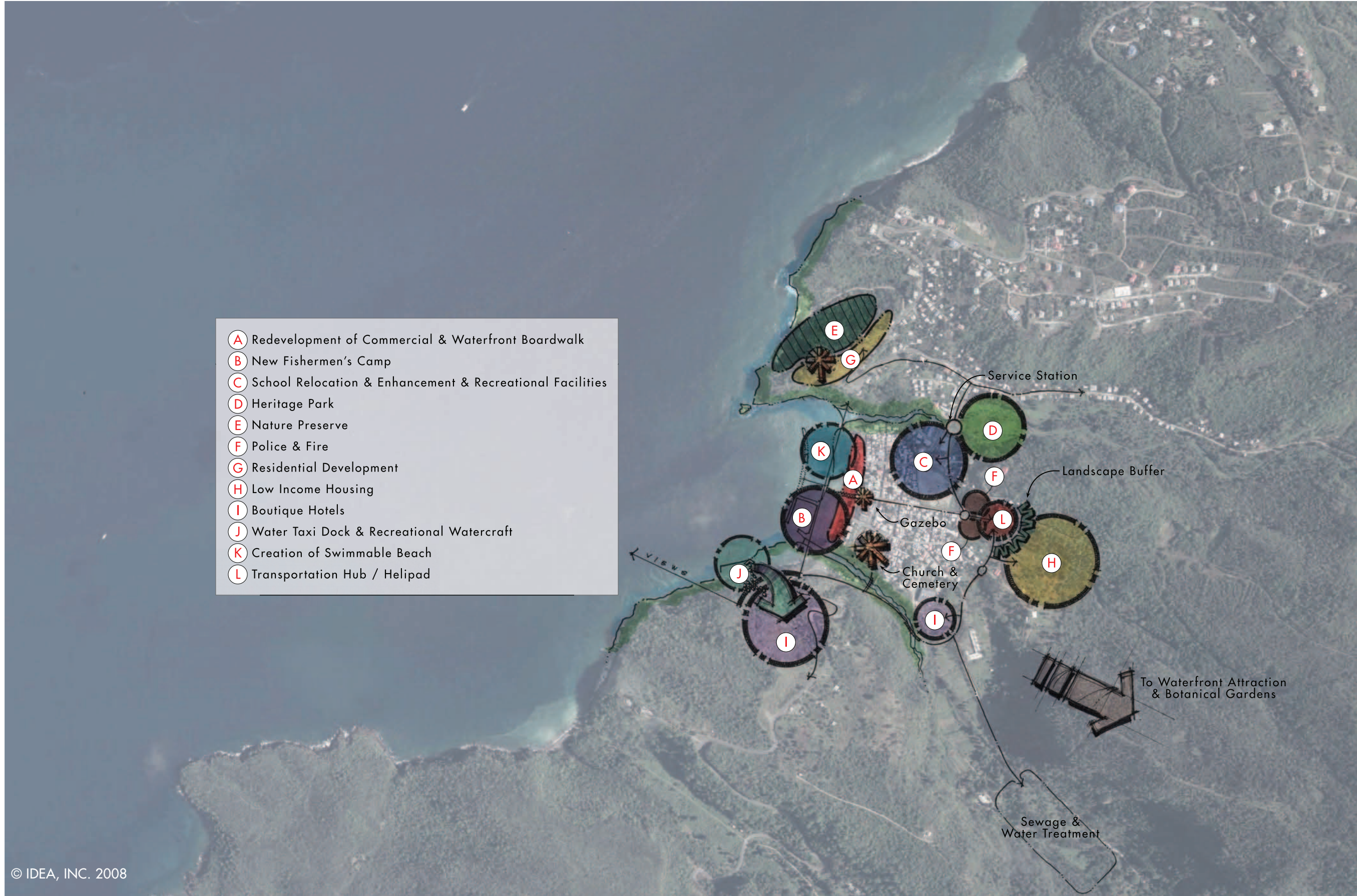
- Boutique hotel site to south of village.
- Community “hotel” – programme to encourage home owners to offer an in-family tourism experience through training and support in provision of facilities.
- Regional Transportation & Welcome Centre offering local tourism information and rest facilities to those exploring the area.
- Parks Initiative: Including the development of a heritage park at the entrance to the village, and a Natural Coastal Preserve to the south of the village. Addition of botanical gardens and further recreational facilities to the Venus Waterfalls.
- Tourism Offer Development: Provision of support services in developing both existing and new excursions, tours and attractions.
- Village Information Centre and internet café based in the old police station.

Initiatives for Surrounding Areas

For surrounding areas such as Anse Galet, Millet, and Theodorine, community needs must be assessed, including required services and transportation links, the development and maintenance of parks and recreational space and roadway linking, development, and improvements to open up new areas for agriculture and residential/community development. Sensitive areas like marine reserves and historic sites must be protected. Expansion of attractions, such as the Millet Nature Reserve and Bird Sanctuary, and development of new attractions, like Venus Waterfall and Botanical Gardens, will increase available eco-tourism based activities in the area. Growth of boutique resort developments around the area is recommended, possible locations include Anse Galet.



INITIAL ANSE LA RAYE VILLAGE BUBBLE DIAGRAM

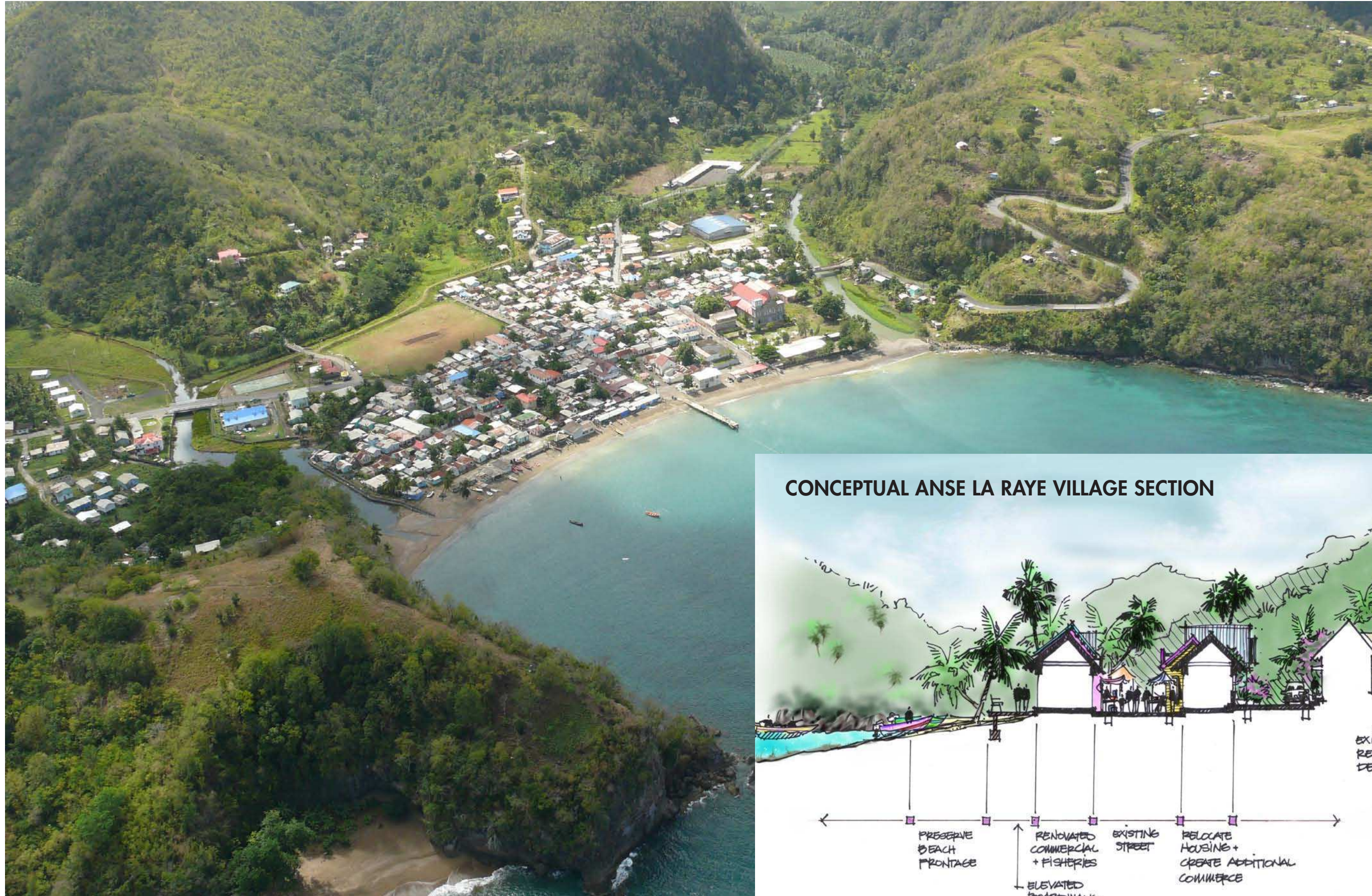


- (A) Redevelopment of Commercial & Waterfront Boardwalk
- (B) New Fishermen's Camp
- (C) School Relocation & Enhancement & Recreational Facilities
- (D) Heritage Park
- (E) Nature Preserve
- (F) Police & Fire
- (G) Residential Development
- (H) Low Income Housing
- (I) Boutique Hotels
- (J) Water Taxi Dock & Recreational Watercraft
- (K) Creation of Swimmable Beach
- (L) Transportation Hub / Helipad

ANSE LA RAYE VILLAGE CONCEPTUAL LAND-USE DIAGRAM



ANSE LA RAYE VILLAGE PHOTO



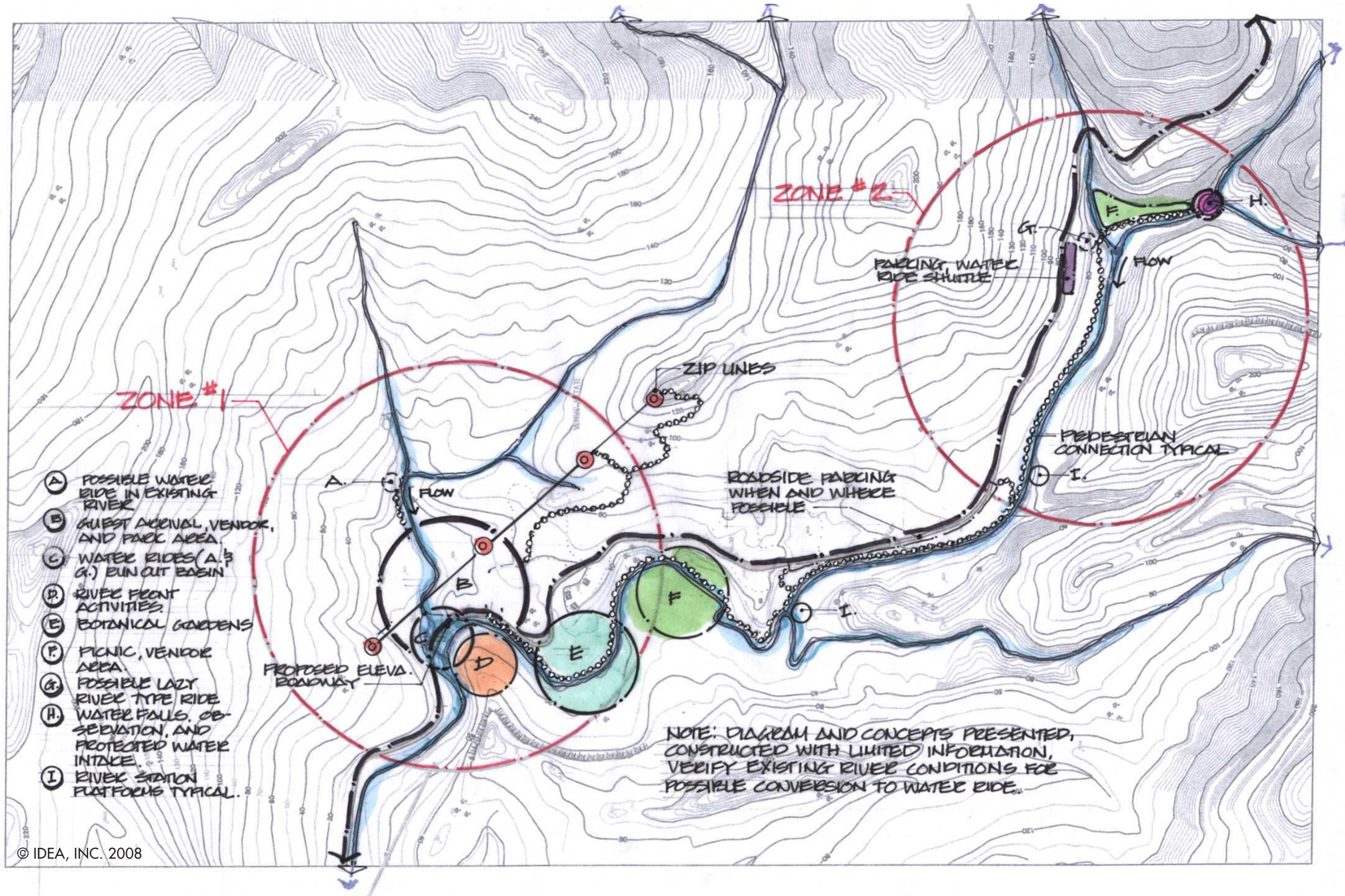
ANSE LA RAYE VILLAGE RENDERING



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VENUS WATERFALLS AND GARDENS

The Venus Waterfall and Botanical Gardens will serve to showcase the beauty of the Venus Waterfall. Vibrant tropical gardens should surround the fall, landscaped to create a striking visual, much like the Diamond Falls and Botanical Gardens of the Soufrière area. Waterfront activities along the Grand Riviere de Anse La Raye to include zip lines, picnicking areas, nature trails, and vendors selling local arts and crafts. Possible river-based activities would be placed south of the intake including tubing or canoe rentals.



VENUS WATERFALLS AND GARDENS

WEST-CENTRAL QUADRANT



Reference Imagery

WEST-CENTRAL QUADRANT AERIALS



ANSE DE PITONS



THE PITONS



SOUFRIÈRE TOWN



SOUFRIÈRE TOWN



ANSE CHASTANET



ANSE CHASTANET AND THE PITONS



ANSE JAMBON



CANARIES VILLAGE



CANARIES VILLAGE



ANSE LA RAYE VILLAGE



ANSE LA RAYE



RODNEY BAY PHOTO