

Regeneration Proposals for 32-36 High Street, Newport

on behalf of the Isle of Wight Council

June 2021

Project ref. 2687-EA-00-00-FS-0003



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INTRODUCTION	1
HISTORY OF THE SITE	3
KEY FEATURES	6
DESIGN PRINCIPLES	7
KEY ISSUES AND BARRIERS	9
OPTION A: COMMERCIAL PREMISES & PRIVATE DWELLINGS	10
A1. INTERNAL LAYOUTS	11
A2. ELEVATIONS	12
A3. PUBLIC REALM	15
OPTION B: STUDENT FOCUSED ACCOMMODATION & FACILITIES	16
B1. INTERNAL LAYOUTS	17
B2. ELEVATIONS	18
B3. PUBLIC REALM	20
NEXT STEPS	22
VIABILITY REPORT	23
ECONOMIC APPRAISAL	24
COMMUNITY CONTRIBUTION	25
COST APPRAISAL	26
REVENUE POTENTIAL	27
CONSERVATION PRINCIPLES ANALYSIS	29
FINDINGS	30
APPENDICES	31
APPENDIX: INITIAL CONCEPT & SKETCH PROPOSALS	32

Client Brief

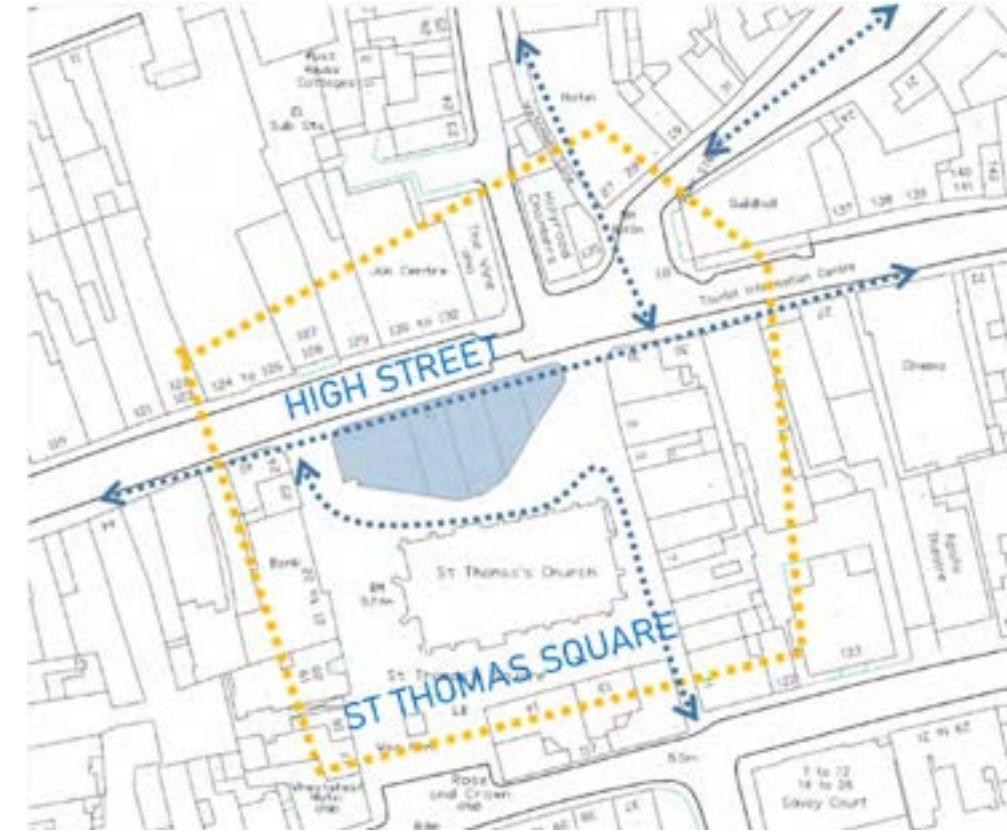
The focus of this document is the redevelopment of retail premises at nos. 32-36 High Street within the historic centre of Newport. This building occupies a key location in the oldest part of the town, with commercial frontages on both the High Street and the pedestrianised St Thomas Square. Enjoying high visibility within the urban landscape, the site is within short walking distance from the local landmarks of the Guildhall and St James Square, making it an ideal subject for developing new strategies for commercial and social regeneration as part of the HSHAZ for Newport.



Project Background

This project seeks to positively contribute to the Newport Town Centre Conservation Area by presenting meaningful development proposals that both maximise the building's potential as a functional element of the Newport landscape, and utilise a consistent methodology for regeneration that could be transferred and adapted to similar sites throughout the island's historic commercial areas.

Designed to complement Newport's recent designation as one of Historic England's High Street Heritage Action Zones (HSHAZ), our proposals have been developed through a combination of site-specific research of the historical evolution of the building and its setting alongside our broader knowledge of commercial architectural heritage and the related design principles. Using this information, this document provides a historical overview of the constituent parts of 32-36 High Street, and details its current situation and obstacles to successful operation. It will then present two possible reuse options that each employ innovative approaches to respond to the identified problems and development opportunities.



Executive Summary

This document outlines the following proposal options following an historical and architectural analysis of the site and the wider commercial landscape of Newport High Street:

Option A seeks to reinforce the existing commercial character of the High Street by reconfiguring the ground floor to provide a total of **ten new commercial premises** of reduced size and frontages to both the High Street and St Thomas's Square. This will be complemented by the creation of **ten new private dwellings** to the upper floors.

Option B capitalises on the island's Higher Education offerings by creating a **modern, open-access work and leisure space** at ground floor in addition to the **five commercial units** along the High Street. Upper floors will be focused towards housing visiting students and professionals through the provision of **28 new accommodation units**.

These options are supported by a cost analysis and viability report that appraises the two options against a third option of maintaining the current situation, and arrives at the following costs for each scheme:

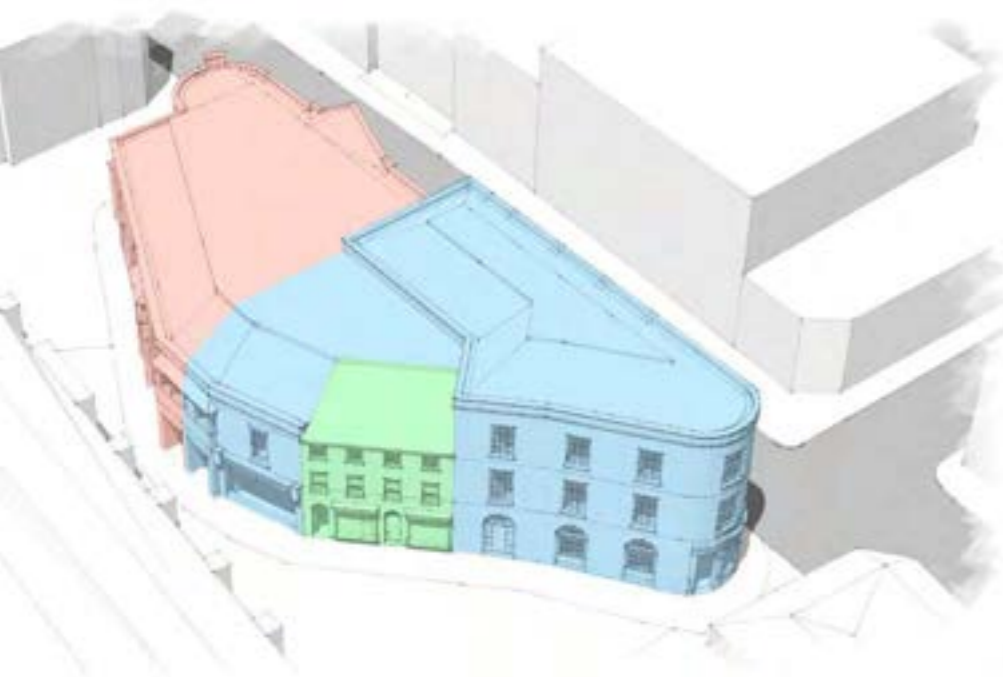
Option A:	£2.5M
Option B:	£2.8M



Principal Elements of the Site

Visually, the site can be broadly divided into three distinct elements: nos. 32-34 High Street, 35-36 High Street, and 25-26 St Thomas's Square. We consider understanding the history of these distinct elements and their relationship to each other to be critical for informing our approach to the effective treatment of the elevations and the associated public realm improvements.

- 32-34 High Street**
- 35-36 High Street**
- 25-26 St Thomas's Square (frontage only)**



Current Status

The building currently houses five retail units at ground floor level, each having a principal facade on the High Street with secondary frontages and upper floor access on St Thomas Square. At first floor level, each unit has been configured as ancillary space serving the retail units below; additionally, nos. 32-34 also retain use of a full second floor level, whilst nos. 35 and 36 have the potential for further expansion into a generous roof space. However, no area above first floor has been utilised since the building's reconstruction, and no practical means of accessing this space has been installed.

Challenges and Opportunities

As of June 2021, three of the five units are currently vacant, and none are considered to have effectively exploited their key connections to both the High Street and St Thomas Square. The two adjacent public entry points to the square (A, B), whilst pedestrianised and well presented, are not effectively exploited by the building, creating an unengaging and transitory atmosphere that inhibits social activity. Initial observations would be to emphasize the visual continuity between the High Street and the Square, and to develop a reuse strategy that incorporates public use of the upper floors, exploiting the centralised location and unique views of the historic townscape of Newport.



High Street, Newport.

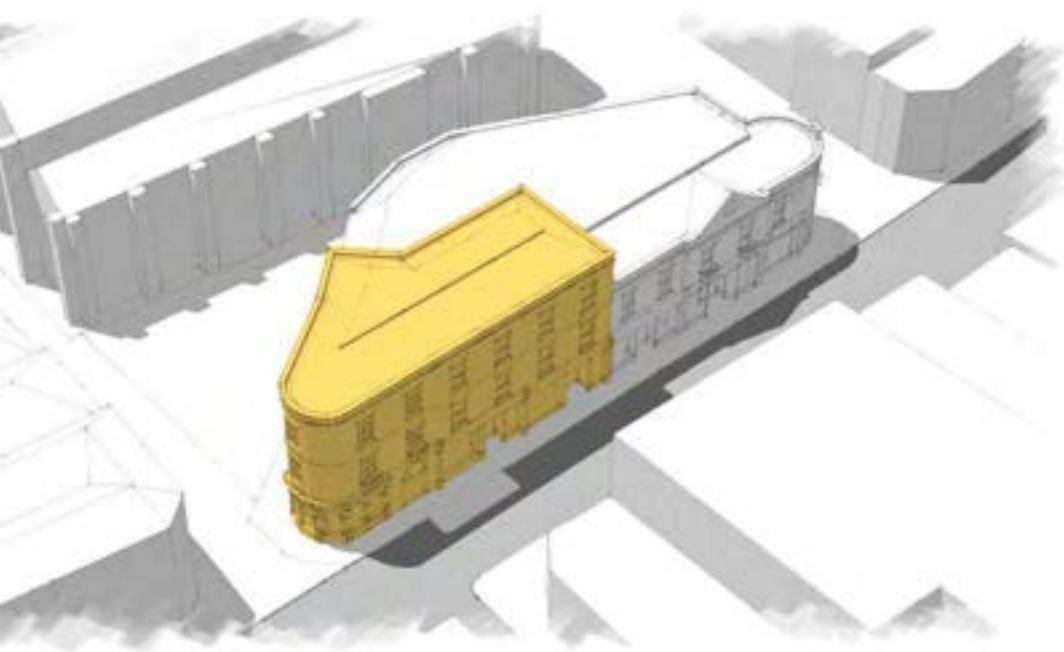
7533 The "Wyndham" Series.

The Eagle Tavern

The precise date of the building's original construction is unknown, with Historic England referring to an early 19th century structure but other sources dating it to the late 18th century. What is clear is that its first recorded use was as a public house that gained a licence under the name of James McKenzie of the Eagle Tavern Commercial Inn at 32 High Street. Use of other parts of the building during this period are also unclear, although contemporary records note the residence of a licensed victualler and gun-maker around 1868.

The Eagle Tavern continued to operate until 1970, by which time the building had fallen into a state of significant disrepair. Shortly afterwards it was listed, and along with the other premises in the block underwent an extensive programme of repair and reconstruction that continued throughout the 1980s.

The Eagle Tavern circa 1970, shortly before reconstruction, (left) and viewed from St Thomas Square during the work (right)



Portion of the site occupied by the former Eagle Tavern, now comprising the Grade II listed property at 32-34 High Street

The current structure was significantly rebuilt to the original style following its listing in 1972, apparently retaining the original architectural detailing at ground floor but replacing the roof and removing the third floor interior space in the process

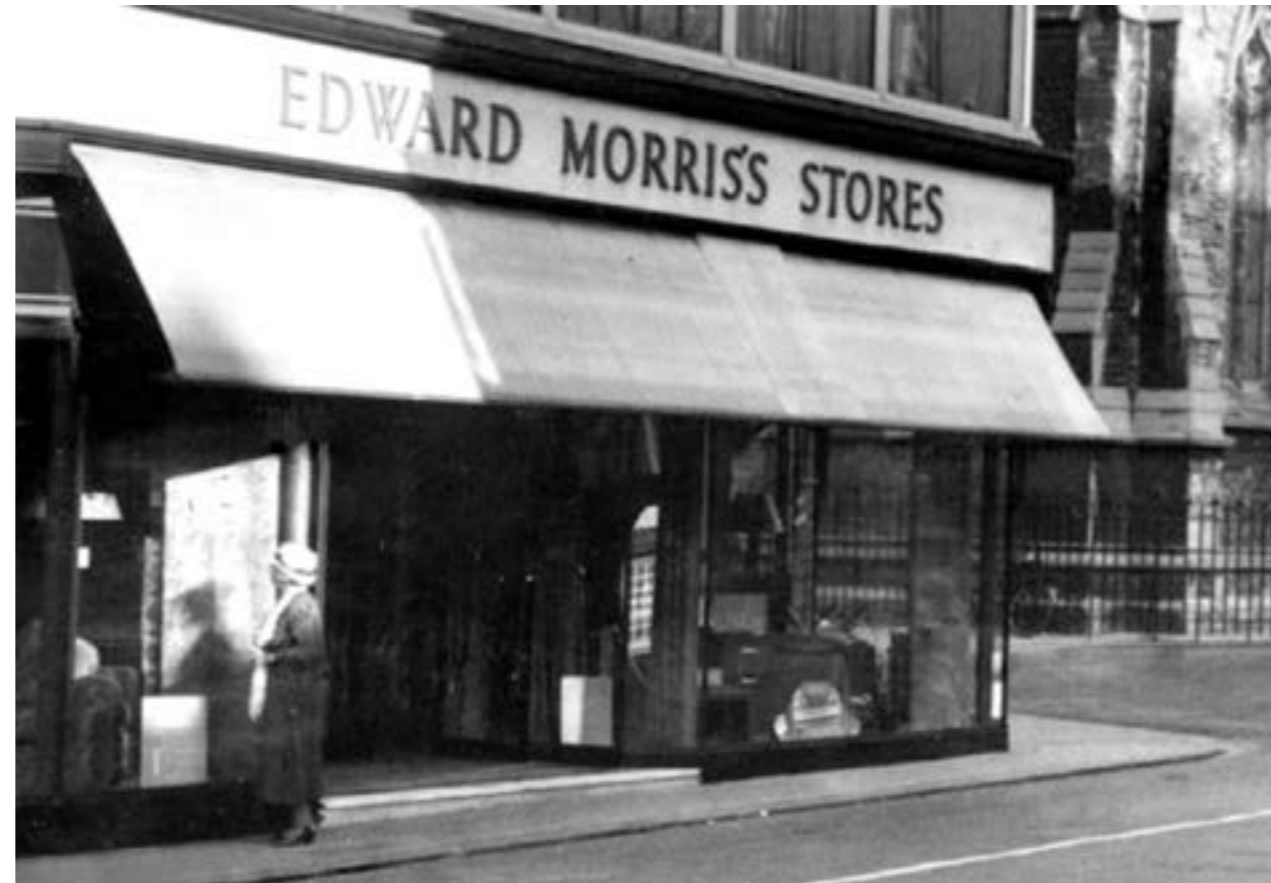


Edward Morris's Stores

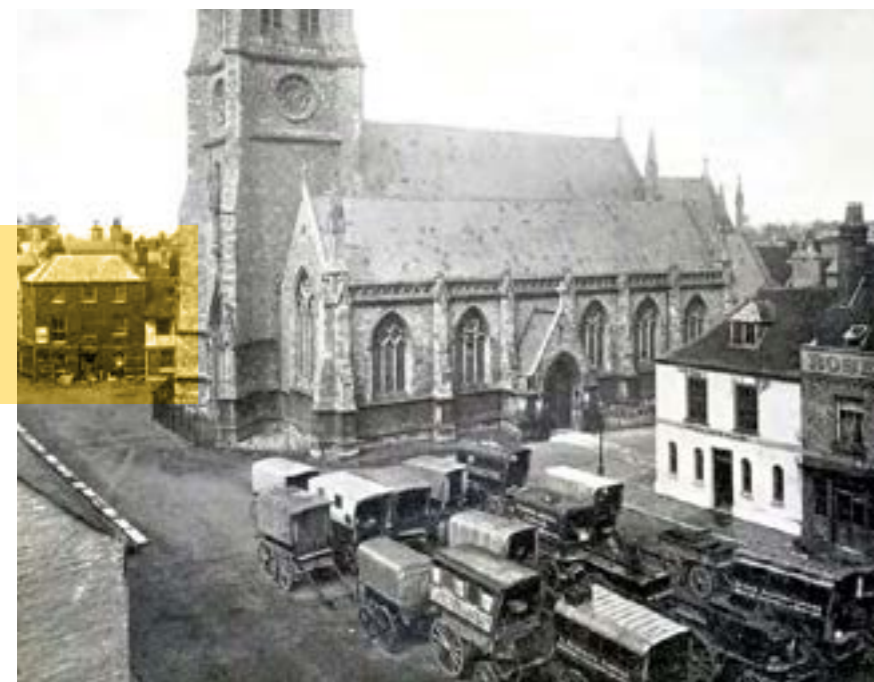
The other notable tenant was a department store operated by local business Edward Morris & Co. Occupying the opposite end of the block from the Eagle Tavern, it is unknown when it began operating, but a photo taken circa 1900 shows a different structure in its place, and an original retained mosaic panel bears the year 1906 and the initials 'E.M'.

The recognisable Morris's shopfront was subsequently pictured as early as 1908 and remained largely unchanged until at least the mid-1950s. Following its purchase by the national department store chain Chiesman's in 1958, it was managed as a subsidiary by Morris of Newport from 1969 until the purchase of Chiesman's by House of Fraser in 1976.

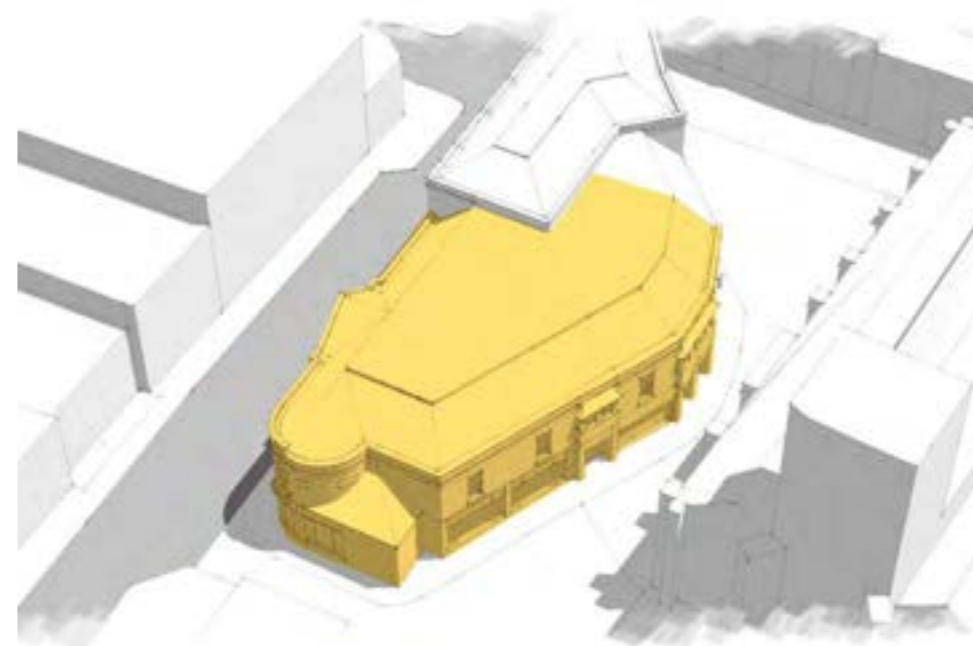
Local residents recall a three-storey department store around this time featuring an internal lift and toy shop on the top floor. The block as a whole is believed to have been further reconfigured into its current form as five distinct retail units sometime during the 1980s.



The earliest and latest known images of Edward Morris's Stores, in 1908 (left) and 1950 (right)



St Thomas Square circa 1900, showing a different building occupying the site (highlighted)



Assumed extent of the former Edward Morris's Stores at the western end of the site

The current building was built to only two storeys, in a modern nondescript style unsympathetic to its setting and with no reference to the original form or architecture

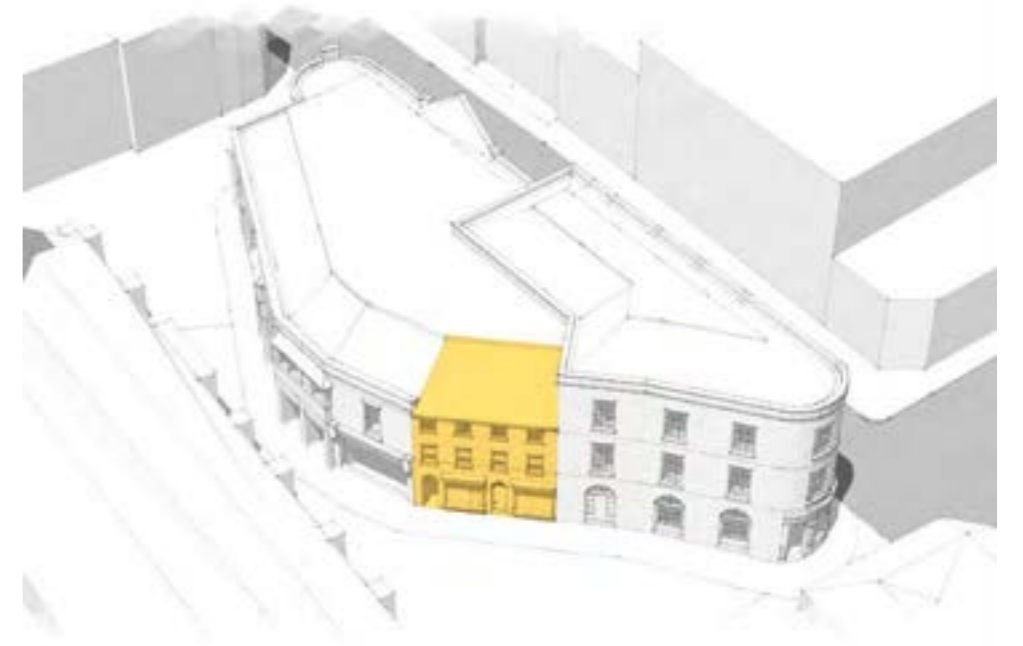


Statutory Protection

The building currently falls under two separate Grade II listings that grant powers of protection over historically important sites. The first (*Eagle Tavern*, ref. 1034615) recognises the heritage value of the site in relation to the first iteration of the building and its use as a public house and encompasses nos. 32-34. Granted in February 1972 (presumably shortly before reconstruction proposals were drawn up) it appears the listing is intended to preserve the current building's symbolic, rather than material, value in its recreation of the form, setting and key architectural features of the Eagle Tavern.

In addition, the rear of no. 33 also received a distinct listing at the same time, (*25 and 26 St Thomas's Square*, ref. 1034499) suggesting a further degree of significance, perhaps due to a more substantial retention of original features. Along with no. 32, this facade contributes to the authentic historic character present in St Thomas Square, standing in contrast to the low aesthetic value of the adjacent modern façades of nos. 34-36.

In terms of local designations, the site is situated wholly within the boundary of the Newport Conservation Area and has been designated as a 'building of special character' according to the *Historic Town Centre Character Appraisal Map*. Additionally, no. 32 has been recognised by the same study as having a 'shopfront of merit'.



Location of the historic frontage of the separately listed 25 -26 St Thomas's Square

This facade appears to be largely original, with new window and door units, and likely replacement of the roof structure

Historical image showing the relationship between the shop fronts of nos. 25-26 St Thomas's Square (highlighted) and the original Eagle Tavern building



The current frontage of 25-26 St Thomas's Square, showing assumed reproductions of the original square bay shop windows





Existing shop fronts currently exhibit references to traditional detailing that should be re-implemented in a higher-quality and more coherent manner suitable for contemporary shop fronts



The principle of using decorative pilasters and consoles (left) to demarcate individual shop fronts has been retained using replacement fixtures that complement the detailing of the former public house (right) along the High Street frontage

Key Features

Whilst the history of the structure is incomplete, it is safe to assume that the original Eagle Tavern portion was partially or wholly rebuilt during the 1980s, and it is this form that exists on the site today. Distinctive architectural features that have been retained or rebuilt include recessed timber sash windows, mansard slate roof, parapet and cornice, and at ground floor, the traditional Victorian bar frontage with arched openings, pilasters and entablature.

By contrast, the history of the other elements of the block is difficult to ascertain. What seems most likely is that a department store continued to operate on the site until some point between its purchase in 1976 and the reconfiguration of the building into individual retail units during the 1980s. What remains unclear is at what point the original Morris's store building was demolished - this is most likely to have taken place shortly after the work to the Eagle Tavern and following the purchase of Morris's in the mid-1970s. The modern design and construction of nos. 35 and 36 have left little in the way of the historic or architectural value present in the original Morris's stores. No visible elements of the original department store have been retained with the exception of a series of mosaic panels, the Art Deco style and noted year likely confirming an original construction date during the first decade of the 20th century.



Mosaic panels from the original building (right) that have since been installed on no. 36 High Street (below), and can be seen on the composite image of the original Edward Morris's department store (left)

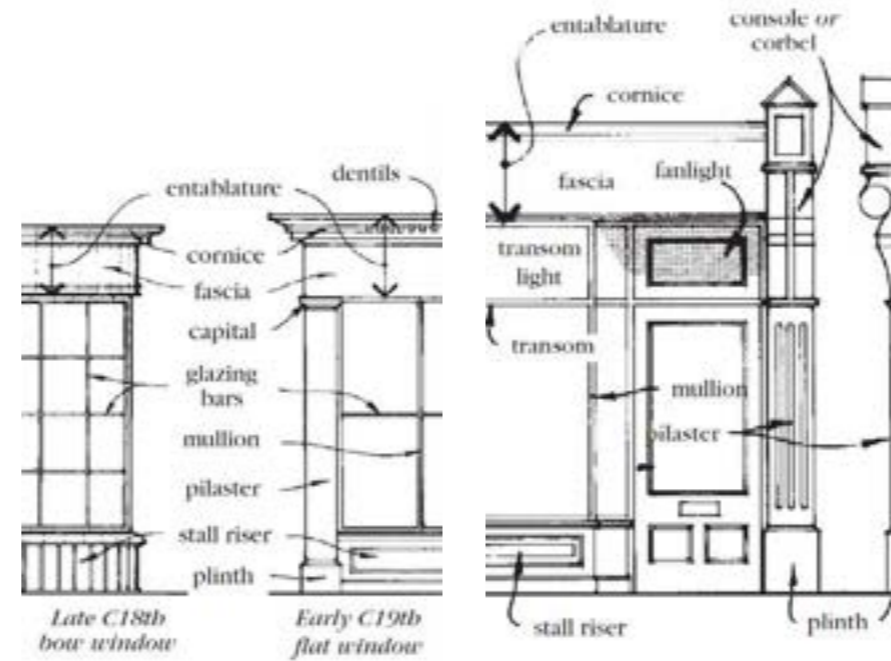


Shopfront styles

The Square bays of 25-26 St Thomas's Square appear to be reproductions of the original Georgian display windows that were typical of the time and would have likely featured small panes with classically-styled joinery in accordance with contemporary architectural trends.

At no. 32, the Eagle Tavern employed classically styled pilasters (common from the late-18th century) that framed the windows and provided visual support for the entablature. Projecting bay windows were by now outlawed in most places to avoid obstructing the footway, and so the entrances to the adjacent shops would have likely been set back to compensate.

Throughout the Victorian period more prominence was given to shop names by emphasising the fascia and reducing the depth of the cornice, and improved glass manufacture saw the introduction of larger panes of glass set within slender glazing bars - an approach that has been in principle retained in the current shop fronts.



Typical Georgian (left) and Victorian (right) shop front architectural detailing and associated terminology

Consoles (or corbels) were placed at either end of the fascia to provide distinct separation between adjoining shops in the increasing number of purpose-built parades, with the fascia tilted forward to give further prominence to the name or otherwise accommodate a retractable fabric blind or awning.

Whilst retaining or emulating many of these details, the existing shop fronts are primarily examples of a late 20th century change of approach that favoured insensitive design, and consisting of oversized fascias, large areas of glass, characterless window frames, inappropriate corporate signage, and a disregard for the architectural features of existing buildings.



Simplified modern recreation of traditional shopfront framing using pilasters, consoles and fascias, to the rear of no. 34



Decorative pilasters reinforcing the Victorian parade style rhythm of the original shop fronts



Recessed Victorian-style main entrance to no. 36

Architectural Principles

Architecturally or historically worthy shop fronts should principally be subject to restoration rather than replacement. Inappropriate later additions should be removed and repairs undertaken, with materials suitable to the original design. Shop fronts should relate to the building it belongs to, forming an integral part of the elevation rather than an isolated element on the ground floor. This is somewhat evident in nos. 33-36 due to the relatively recent reconstruction work of much of the building and has been achieved by referencing the scale of the structure and accommodating the arrangement of the windows and internal walls on the upper floors.

In small scale buildings such as this, the shop fronts should also be small, with modestly sized fascia, display windows and proportion of detailing. In this case the impact of the large windows could be reduced through subdivision, which can be achieved with glazing bars that relate the shop front to architectural features elsewhere on the building. Intermediate columns to nos. 33 and 34 contribute to visual balance, and bold shop frames comprising the fascia and pilasters help create the impression of a single symmetrical element on the ground floor, even if it is not functionally true.

As a purpose-built parade, there continues to be a degree of continuity between the various shop fronts, with pilasters, consoles and fascias being a common feature which should be retained and highlighted where possible. All consoles and pilasters should be repainted using a single colour to maintain continuity, and should be in muted or neutral colours to avoid a clash with colour schemes of the individual shops. The shop fronts should be set back slightly into openings to a consistent depth, to enhance the visual effect of the projecting pilasters and fascias. This facilitates the expression of the individual identities of the shop fronts through fenestration, entrance doors, colour scheme and signage.



Replicated Georgian square bay windows to 25-26 St Thomas's Square (above left) with historic shop frontage shown below and with blinds extended (above right)



Design Approach

In this instance, traditional fascias such as those comprising a timber panel with painted lettering or metal or timber letters in relief is an appropriate style to base contemporary signage, with garish, brightly coloured or plastic forms discouraged. Lettering and graphics should be moderately sized and proportionate to the fascia. The sign should be limited to the name of the shop and some additional information such as the nature of the business and phone number. The street number ought to be clearly displayed somewhere on the shop front, usually on the fascia but is also common on fanlights, pilasters or consoles.

Hanging signs are a traditional feature of shops which in this case would add vitality to the streetscape, with timber or cast metal signs particularly appropriate for traditional shop fronts and older buildings, with premises limited to one sign that is proportionate to the fascia. Blinds or awnings protect display goods from sunlight and provide shelter for shoppers, and are evident in a number of historic photos of the site. In this case they can also add interest to the street, particularly to St Thomas's Square, but should be appropriate to the period of the building and the character of the Conservation Area. These blinds should always be retractable on a roller and housed in a blind box discreetly integrated within the facade.

Shop entrances should provide level threshold access that complies with Building Regulations part M with entrance doors maintaining a clear minimum opening of 900mm. Handles should be no higher than waist height with glazed panels to aid visibility. Fully glazed doors and ground-level glazing should feature manifestation graphics to aid partially sighted people.

Examples of sympathetic modern interpretation of historical shopfront design principles, including painted fascia signage, panelled timber risers and pilasters framing a glazed frontage, featuring a recessed entrance with level threshold access



Below is summary finding relating to some of the technical key issues that may need to be overcome on the following schemes. Proposals of this type will generally require distinct Fire, Access and Acoustic Strategies, and as this type of development is classed as a material change of use to the existing building it will be necessary to adhere to current Building Regulations.

We would advise that the access and acoustic strategies need to be explored at an early stage as this will ensure continued viability of the project and create better cost predictability.

Planning Strategy

Both of the following options for reuse would necessitate an application for a change from one usage Class to another. Nos. 32-36 currently fall under classes of either **E(a)** (display or retail of goods) or **E(c)** (financial services), and our proposals would likely require a change of use to either **C1** (Hotels) or **C3** (dwelling houses) for the upper floors, along with any associated with future tenancies of the ground floor space. The planning history of the site notes a precedent for change of use of no. 32 in 2013 (**P/00876/13**) with other minor applications since 1999 relating to equipment installation at no. 32 (**P/00315/01**), signage at no. 33 (**P/00159/04**) or shopfront modifications at no. 35 (**P/01478/06, P/01523/99**).

Additionally, full planning permission would be required due to the proposed modification of two listed buildings within a designated Conservation Area, and would necessarily involve a statutory decision from Historic England based upon the significance of the heritage asset and the impact of the proposals.

For these reasons our management of such planning applications has developed to include pre-application advice from the local authority combined with a detailed process of specialist consultation to provide the highest chance of achieving planning permission for the desired scheme.

Fire Protection

On the ground floor the existing shop unit sizes would be reduced in area and also in travel distance. It is our opinion that a single access is sufficient to meet the standards set out in Building Regulations Part B. It is always advisable to discuss with the Fire services who are very happy to assist and be involved from the earliest opportunity.

The remaining floors are served by existing staircases that would comply with the requirements of Part B. The top floors are served by two stair cores. It will be necessary as part of the detail design to ensure that there are adequate means of escape from all units at all levels in compliance with Part B of the Building Regulations. This will require fire door separation within stair cores and separated 'refuges'. Particular attention must be paid to the top floor and whether there is a requirement for a secondary means of escape from this level or additional active firefighting measures as an alternative mitigation.

Windows generally are sliding sash type and could be made to conform to current Building Regulations as a possible secondary means of escape from the units.

There may be further requirements for fire strategy necessary if the second floor level is over 4.5m in height from ground level.

The structure of the existing building is generally concrete floors and steel frame with a masonry outer construction which provide the basis of good fire integrity. There would be a necessity to ensure that all structural elements do have a fire resistance equivalent to one hour.

There will be differing requirements for means of escape from the student accommodation option but with early design awareness of these constraints there will be an option that complies with Building Regulations.

It would be our recommendation to employ a Fire Safety Consultant if the scheme progresses.

Accessibility

Access to all shops at ground floor level is currently level onto the High Street and this would be retained within these proposals. The shops that front St Thomas's Church currently have a change in level to the existing floor levels and where the existing shops do have access at the rear there are steps down. It would be necessary within these shop areas to raise floor heights as necessary to achieve a level threshold.

Access to the top floors is currently served by staircases. These would appear to be Part M compliant with low risers and long goings and landings at the correct intervals. It would be our intention to retain these staircases. All new internal staircases would be Part M compliant.

There is no provision for a lift to be provided for the private dwelling option, but a lift provision has been provided in the student accommodation option.

Soundproofing

The existing structure appears to be a good sound proofed structure and there are existing party walls in the building between the current shop and storage units.

In order to split the building further into smaller shops and living units or student accommodation there would need to be provision of new party walls and possible upgrading to existing floors. Soundproofing issues always occur around junctions and so it is very important that any new sound resisting structure are carefully detailed to avoid sound transmission through the building. All details should be constructed in accordance with Part E of the Building Regulations and where possible in accordance with Robust Details.

Due to the multi-user proposals and the location within a busy town centre, it may be prudent to employ an acoustician in an advisory capacity and possibly to undertake sound testing to show compliance when the project is completed.



Existing upper floor spaces can be refitted to accommodate generously sized contemporary dwellings with attractive outlooks across the historic setting, strengthening Newport's sense of community and encouraging social activity in the historic town centre

This option presents a more traditional solution to promote long-term tenancy of the site and a more meaningful relationship with St Thomas's Square and church.

Comfortable, modern residential units will occupy the upper floors through efficient reconfiguring of the current layout and conversion of the existing roof space. Smaller shop units will create a greater number of opportunities for establishing small scale and unique community-based businesses that contribute to the commercial character of Newport High Street.



The external space between the building and St Thomas's church will be re-invented as part of the square rather than the current 'back of house' usage, improving amenity space through smaller scale shop fronts and clever lighting solutions,



New apartments at second floor will make use of attractive views of the square and the town centre, with new dormers, roof lights and modest outdoor terraces.

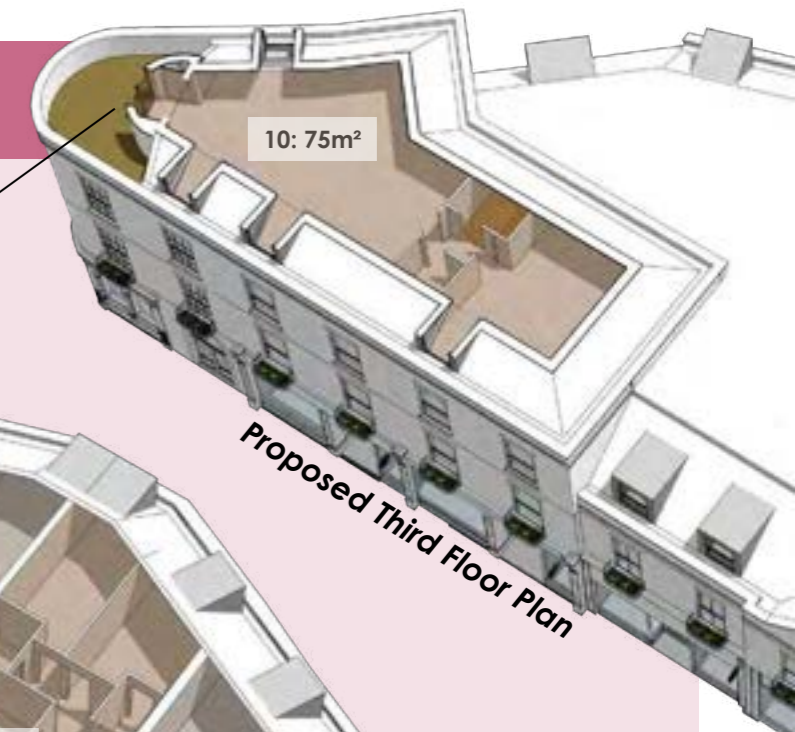
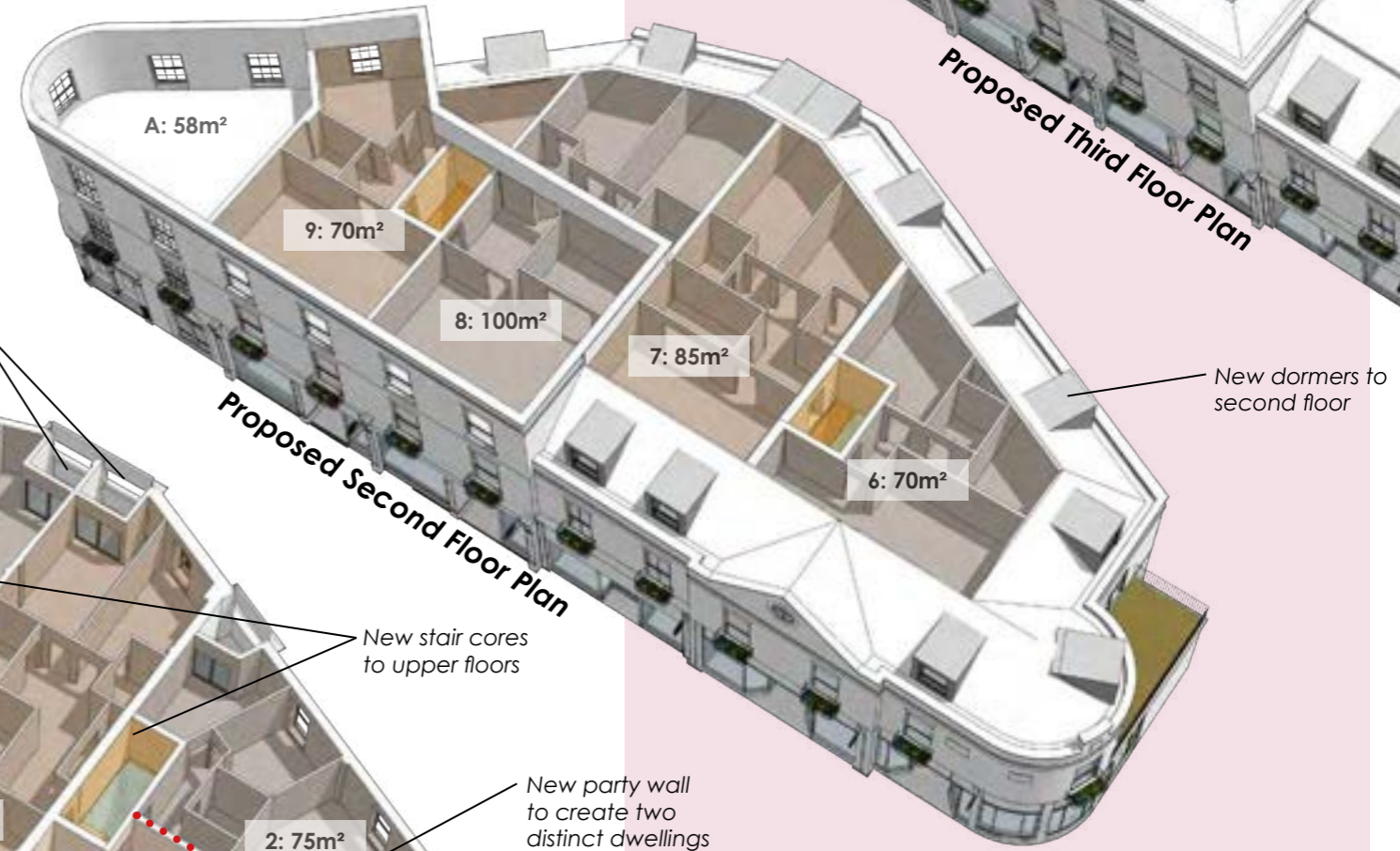
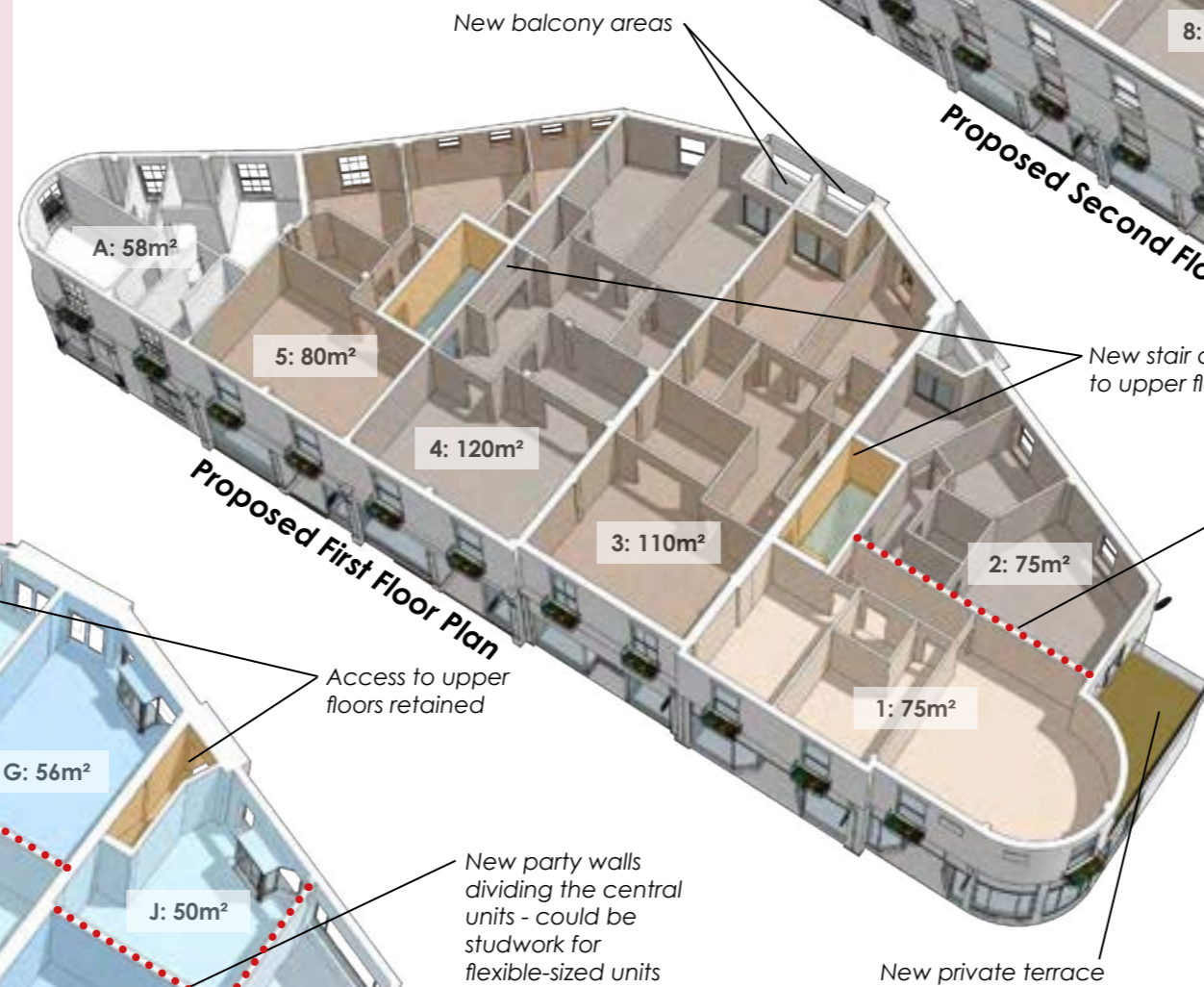
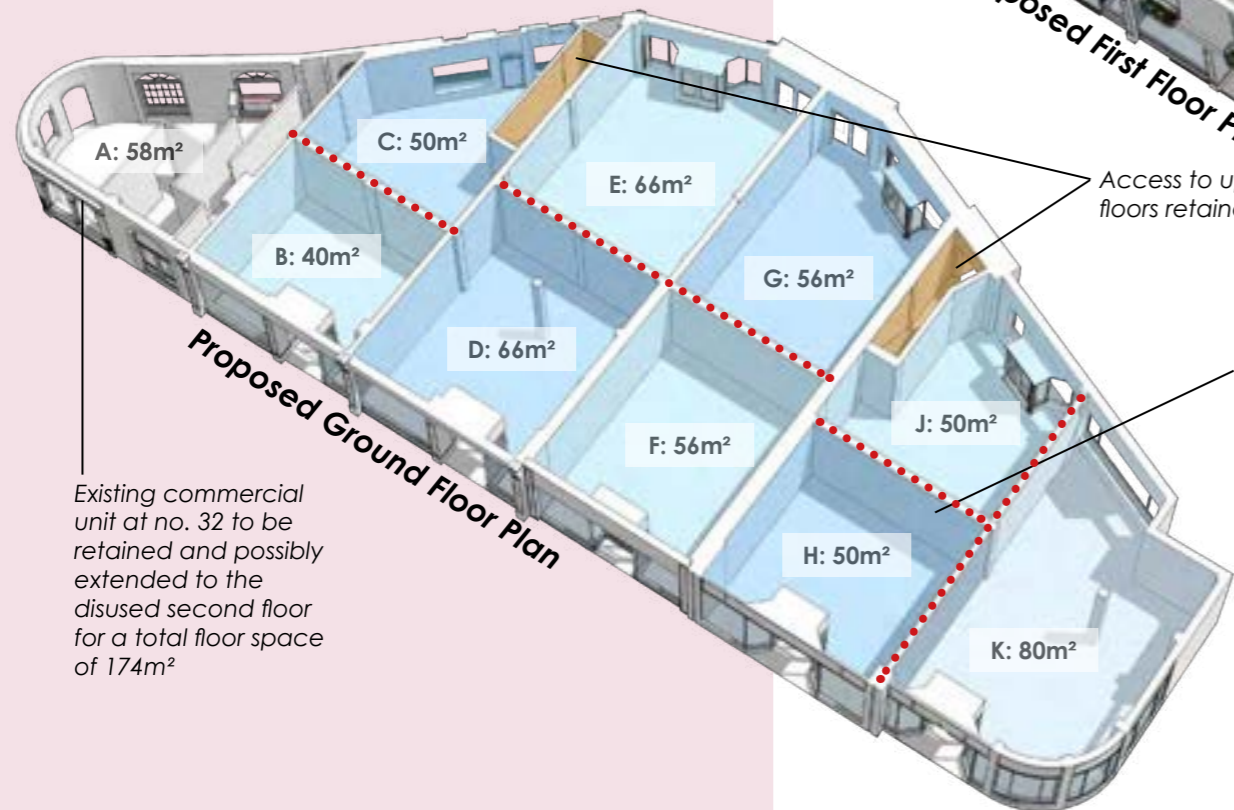


A1 Internal Layouts

Ground Level - Commercial Units

This option proposes to retain the commercial usage of the ground floor in a modified form that takes advantage of changing trends in retail occupancy that favour small specialist and locally based tenants over larger brands or national chain stores. By bisecting the deep floor plans of the central spaces, the number of commercial units have effectively doubled, increasing their attractiveness to independent tenants. New party walls could be constructed as to be easily removed or reinstated to accommodate future tenants spatial requirements

This proposal seeks to reinforce the High Street as Newport's commercial centre, encouraging a greater range of businesses suited to smaller spaces. At the same time, it creates a new dedicated set of shop fronts serving St Thomas's Square, encouraging social activity in an underused part of the square.



Upper Levels - Private Dwellings

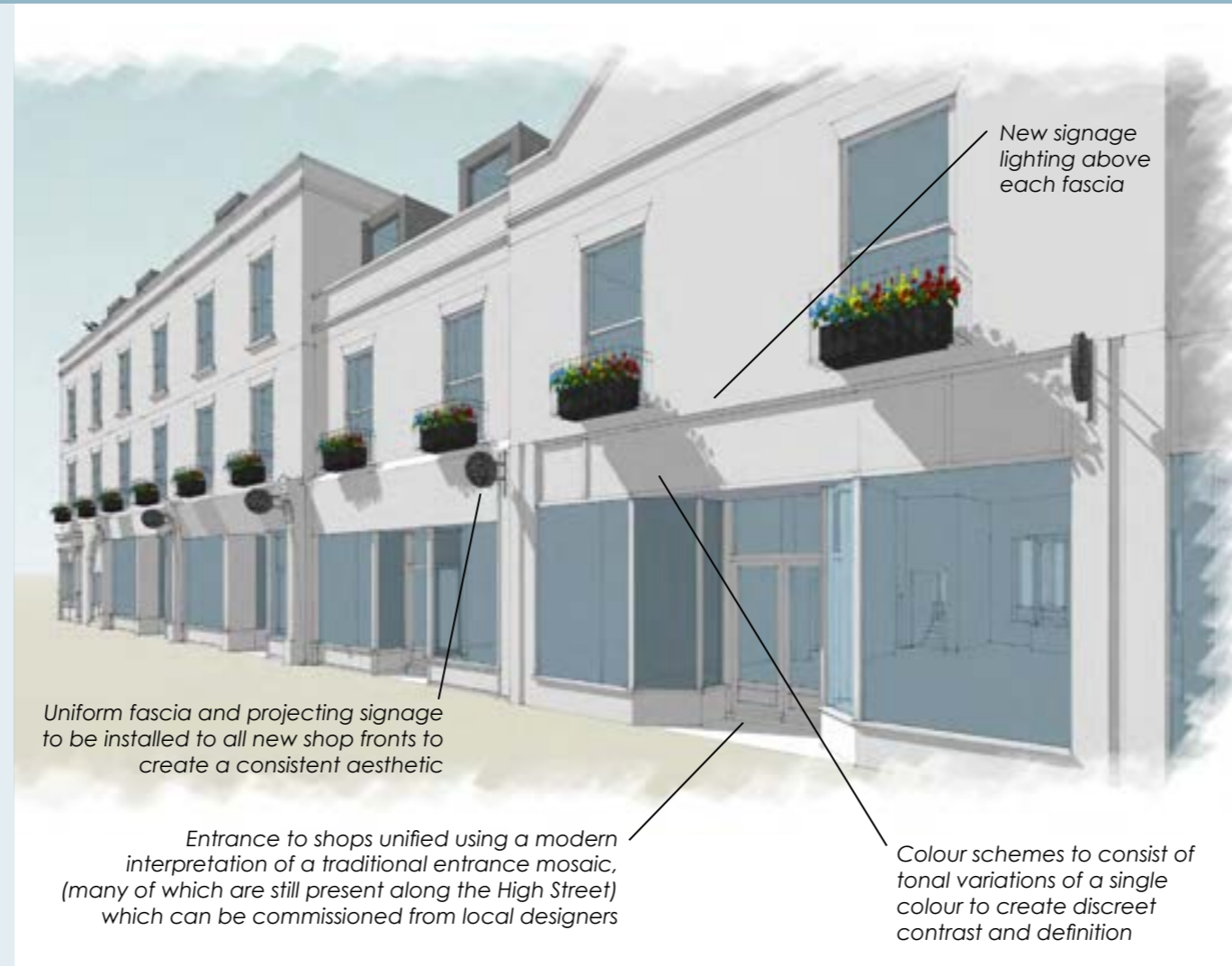
Two new stair cores at the upper levels will serve five new spacious dual-aspect apartments at first floor, four at second floor and one at third floor for a total of ten new dwellings. Existing features of the building at first floor have the potential to be modified to provide modest external amenity space for a number of units (2, 3, 4), and dormer windows and rooflights will provide new second floor apartments with attractive views across the square and the town centre.

There is also the possibility of converting the existing roof space of nos. 32-35 into a new third floor dwelling with private roof space, in reference to the original third floor level visible in historical photos.

Existing Situation

The existing principal shop frontages do not adhere to a uniform stylistic approach and are simply dictated by the needs of the current tenant. This results in a conflicting range of visual styles and quality of implementation that can quickly devalue the overall appearance of the listed structures and the surrounding Conservation Area as shops become vacant. This also has the effect of discouraging new tenants due to the cost and work required to bring dilapidated shop fronts to a suitable standard for new businesses and contributes to the overall loss of a unified identity that is essential in maintaining the historic character of the High Street.

Sketch elevation of proposed improvements

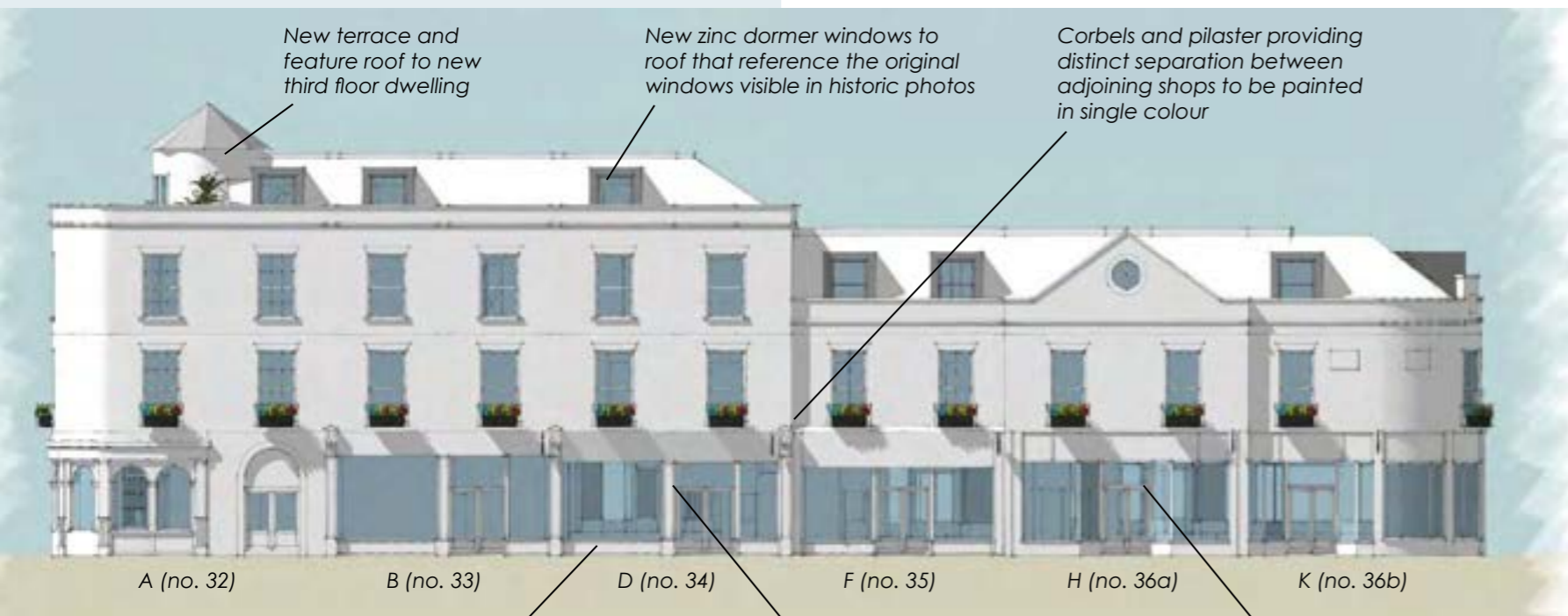


Visual Improvements

Our solution to this problem is the establishment of a uniform style to the shop fronts that allows future tenants to add their own individuality to signage, colour schemes and window displays whilst adhering to a broadly functional aesthetic that reinforces the historic commercial streetscape still present in parts of Newport.

This visual style is influenced by the proportions and architectural features of the notable shopfront at no. 32 and replicates it across the ground floor elevation with a proposed colour scheme influenced by a traditional Victorian muted/dark colour palette. Upper levels remain largely unchanged but have been broken up by replicating existing window boxes and increased planting.

Employing this approach across the building provides greater appeal to a range of businesses by avoiding the need for costly external refurbishment whilst maintaining a visual quality that responds to and reinforces the historic aesthetic of the High Street.



Tiles replaced with new timber stall riser with mouldings to match no. 33

Poorly detailed framing to be replaced to match column detail on no. 33, with all timber stall risers consistent with adjacent plinth heights

Fanlight above each entrance to feature hand painted door numbering



Panorama of existing High Street frontage



no. 36

no. 35



Existing Situation

This portion of the site comprises a modern two storey building believed to have been constructed or reconstructed during the 1990s. Not intended to present an historical aesthetic, it is of a broadly utilitarian design with low architectural significance that somewhat conflicts with the heritage value of its setting.

Furthermore, despite being designed to provide a set of secondary shop frontages to St Thomas's Square, the impracticality of the internal layouts and inconsistent occupation of the units has resulted in passive window displays and regularly shuttered façades that contribute to an uninviting atmosphere for the casual pedestrian.

Visual Improvements

Subdividing the existing ground floor retail units creates new opportunities for a dedicated set of commercial premises serving an underused part of St Thomas's Square. Uniform shop fronts of a traditional style can be installed to the existing large window openings to create an authentic atmosphere that references the High Street shop fronts and contributes to the significant sense of place in the Square.

The reduced height of these façades allows shop signage to be moved onto discreet projecting fixtures of a consistent style, and along with south-facing fabric awnings, serves to create a more intimate and lane-style social space that references the historic aesthetic visible in period photographs of the area. Zinc has been selected for the new dormer windows due to its high recyclable content, durability and affordability.

Sketch elevation of proposed improvements

Bays converted to modest balconies for new accommodation

South-facing roof terrace to new dwelling

K (no. 36b)

J (no. 36a)

G (no. 35)

residents' access

This style of door to be replicated across all new retail units to both elevations

New fabric blinds and discreet projecting signage (example below) appropriate to the setting



Existing Situation

Direct access to St Thomas Square for these units is currently underused, despite many opportunities for substantial public realm improvements to the adjacent pedestrianised areas.

Despite this elevation housing the two most architecturally significant historic façades, internal layouts do not exploit their unique outlook and both windows and doors at ground level do not connect the interior and exterior spaces. Nos. 25-26 in particular serve as an annex to the retail unit at no. 33 High Street and as such do not utilise either the rectangular bay windows or centralised door.

Visual Improvements

Our solution is relatively understated in this area due to the attractiveness and historical significance of the existing structure. Our changes therefore focus on restoring a meaningful relationship between the interior and exterior spaces by reinstating an individual retail unit at nos. 25-26, including functional window displays and dedicated entrance.

No. 32 could remain as existing but retains the potential for a kiosk or servery within one of the arched window units depending on the business occupant. No. 34, being part of the most recent construction, would receive a treatment consistent with those proposed for the west end of the building.



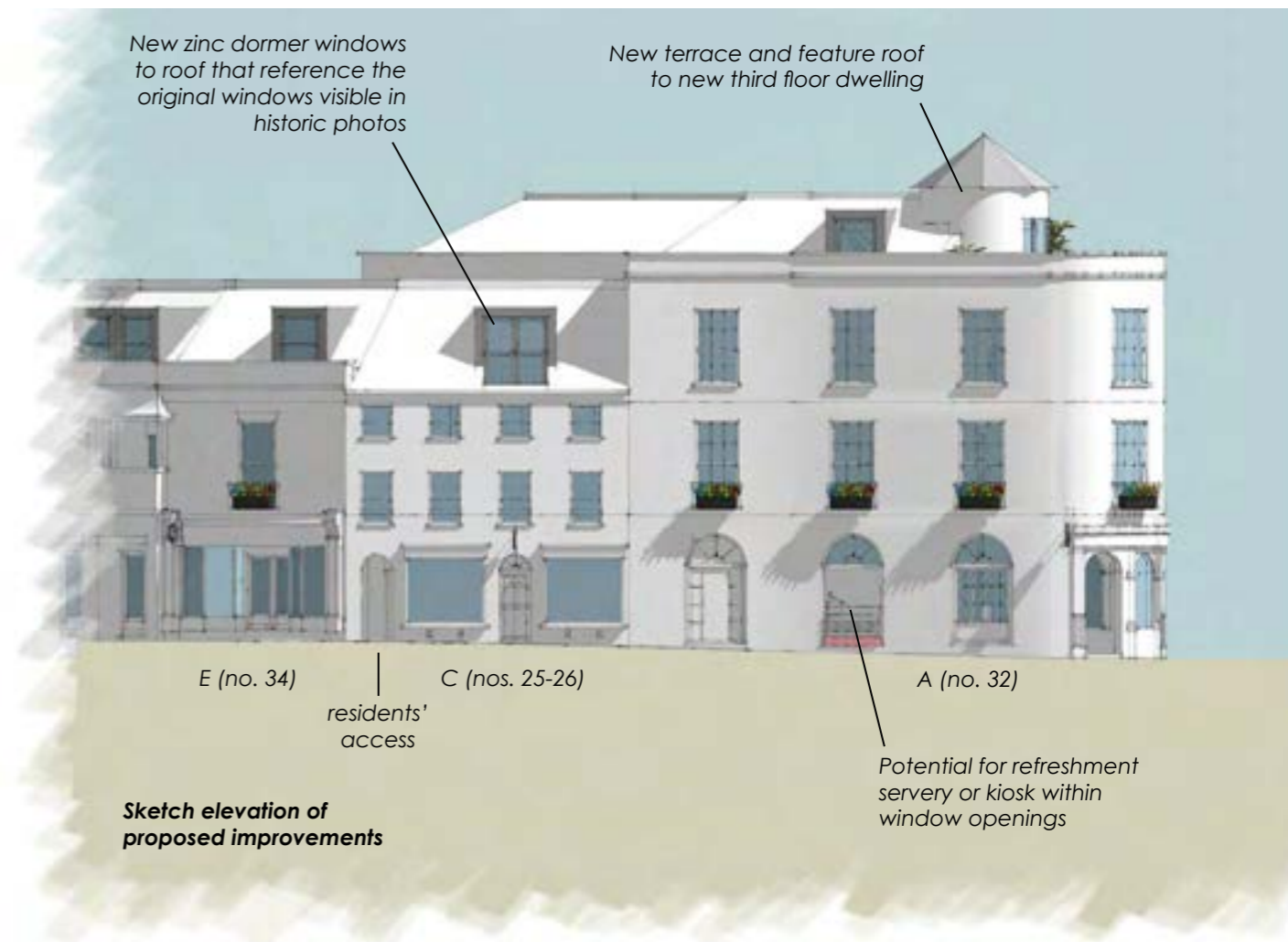
no. 34



nos. 25-26



no. 32



St Thomas's Square, East Access

A triangular space formed between the subject building, St Thomas's church and the pedestrianised roadway, this is a substantial open space with a mature tree and is ideal for public seating or furniture associated with the new commercial outlets. By placing additional planters and soft landscaping, the space can be framed and presented as a social meeting space and could support modest temporary events such as art markets or food stalls.

Whilst we consider this work to be instrumental in maximising the potential of these proposals, its implementation is dependent on separate agreement and coordination with the existing landowner(s) of these external areas.



Historic (left) and contemporary (right) views of the East entrance to St Thomas's Square



The strong visual connection with the nearby Guildhall is also noteworthy, and this space could benefit from a connection with events associated with its future reuse; the historic location of the Eagle Tavern signage on the curved facade could also be utilised to publicise future events taking place at either location. Minor changes to the arrangement of the existing street furniture have also been identified, such as reconfiguring of the existing bench seating to allow greater appreciation of the setting and engagement with future shop frontages.

These sketches depict a possible commercial focused use of this area involving outdoor dining and occasional events such as a food festival that could complement the commercial aspect of the reuse proposals.

Option B: Student-focused Accommodation and Facilities



Large commercial units on the ground floor suitable for industrial-style fit-out which is trendy, flexible and inexpensive

This proposal seeks to exploit opportunities to strengthen the Isle of Wight's Higher Education infrastructure by providing a dedicated centralised space that supports student activity within Newport and across the island. The ground floor would accommodate smaller premises to retain a commercial High Street presence alongside a modern communal space targeted toward student residents, including a gym, restaurant/café and co-working space and all accessible to outside users to maximise footfall and resilience.

An outdoor seating area will complement the ground floor usage and offer an attractive social space between the building and the church. Upper levels will comprise high-quality hotel-style accommodation that offers varying degrees of self-sufficiency for visitors through incorporation of modern facilities.



THE COMMONS RESTAURANT AND BAR



MEETING ROOMS



Attractive outdoor space with movable street furniture encouraging outdoor gathering and social activity



STANDARD SINGLE



DELUXE STUDIO



DELUXE KING

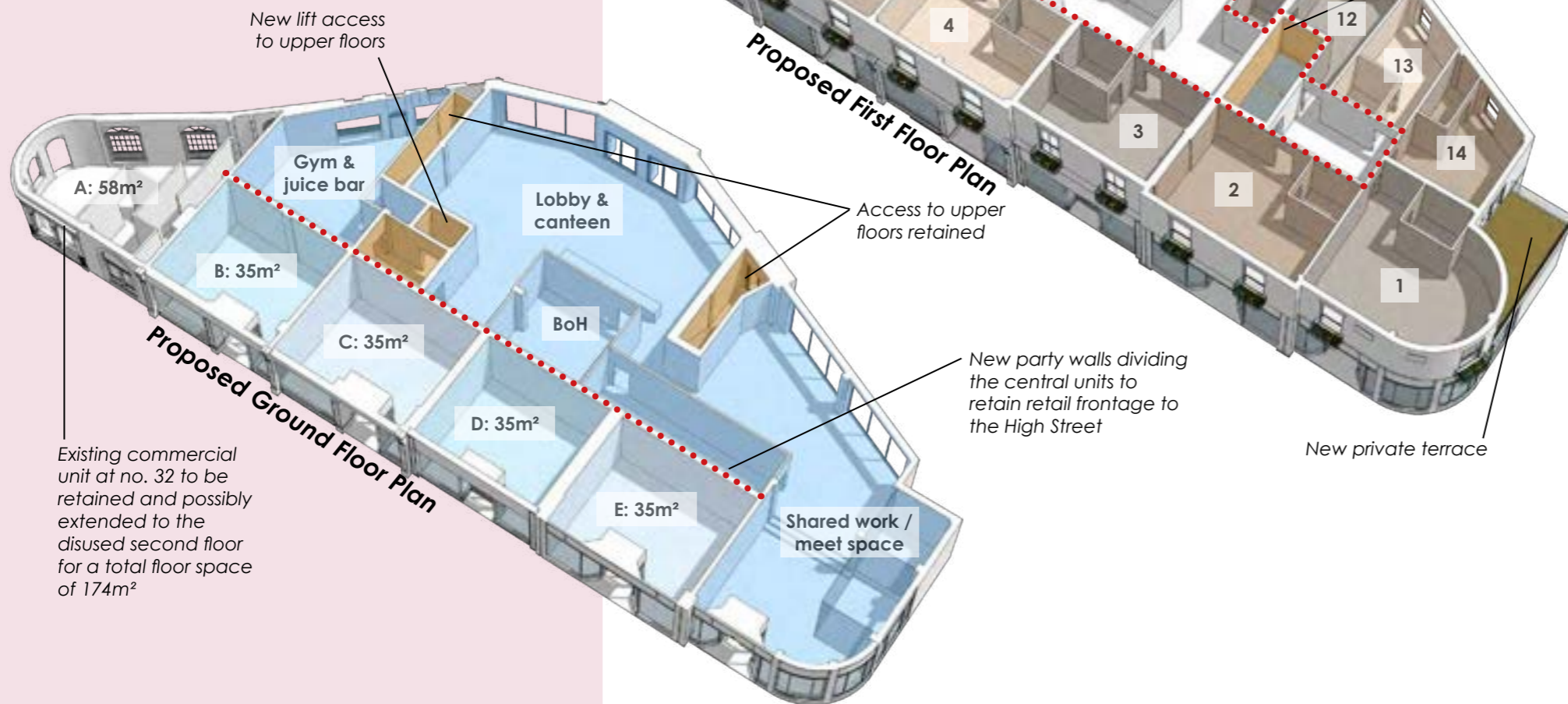
Various sized spaces would allow different price brackets serving different clientele - a similar concept in Amsterdam offers room to ordinary clients as well as students, for example units 20 and 27 are configured as suite-style rooms with living area.

B1 Internal Layouts

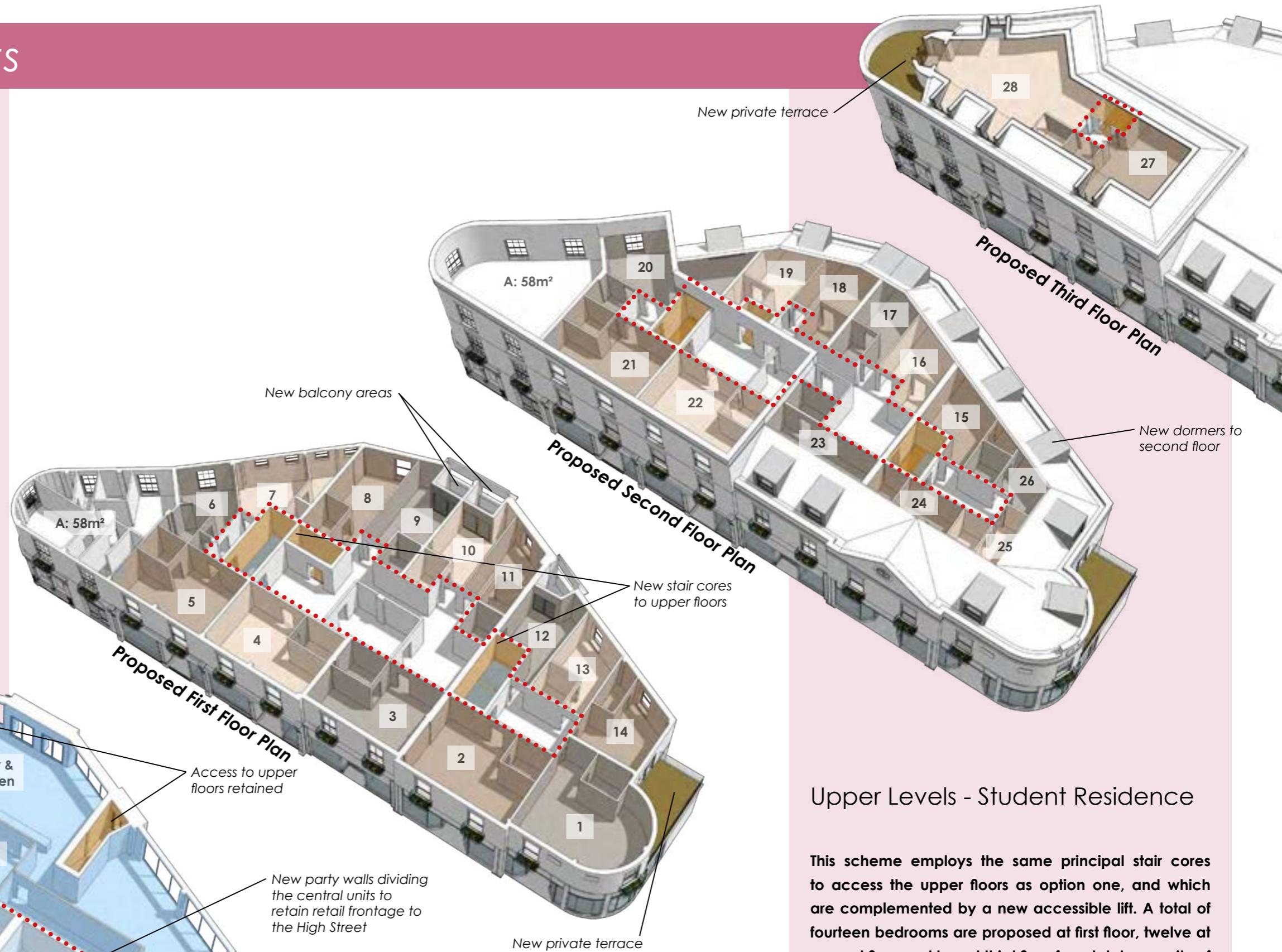
Ground Level - Student Facilities

This option proposes a more radical programme of reuse that is targeted towards Higher Education students currently studying in Newport and other areas of the island. Noting the importance of maintaining and enhancing the commercial heritage of Newport, we have retained the five principal shop fronts but with significantly reduced internal areas.

The remaining space to the rear has been consolidated into a single open-plan shared area serving visiting students' needs, offering a spacious, relaxed co-working and social environment including gym, refreshment and catering facilities. This use has been appropriately designed to exploit the more modern aesthetic and construction style of this portion of the building.



Existing commercial unit at no. 32 to be retained and possibly extended to the disused second floor for a total floor space of 174m²



Upper Levels - Student Residence

This scheme employs the same principal stair cores to access the upper floors as option one, and which are complemented by a new accessible lift. A total of fourteen bedrooms are proposed at first floor, twelve at second floor and two at third floor for a total capacity of twenty-eight, with laundry and associated services.

Individual room layouts are subject to detailed design, but the range of available space suggests the potential for some rooms to offer expanded features such as self-catering facilities for longer-term occupancy.



Existing Situation

This portion of the site comprises a modern two storey building believed to have been constructed or reconstructed during the 1990s. Not intended to present an historical aesthetic, it is of a broadly utilitarian design with low architectural significance that somewhat conflicts with the heritage value of its setting.

Furthermore, despite being designed to provide a set of secondary shop frontages to St Thomas's Square, the impracticality of the internal layouts and inconsistent occupation of the units has resulted in passive window displays and regularly shuttered façades that contribute to an uninviting atmosphere for the casual pedestrian.

Visual Improvements

Taking advantage of the functional appearance of the newer sections of the St Thomas's Square frontage, the new shared space at ground floor is designed to both benefit from views of its historic setting and maximise the incoming daylight reaching the building's interior. Awnings have been proposed to regulate the interior environment and reference the local historic character.

To this end we propose installing slimline aluminium windows and matching glazed doors with minimal glazing bars for an understated contemporary aesthetic that is sympathetic to the adjacent church. Designed to be consistent across the elevation, our aim is to present a highly visible active and vibrant social hub that encourages regular use of the associated external spaces by both students and residents alike.

Sketch elevation of proposed improvements



Existing Situation

Direct access to St Thomas Square for these units is currently underused, despite many opportunities for substantial public realm improvements to the adjacent pedestrianised areas.

Despite this elevation housing the two most architecturally significant historic façades, internal layouts do not exploit their unique outlook and both windows and doors at ground level do not connect the interior and exterior spaces. Nos. 25-26 in particular serve as an annex to the retail unit at no. 33 High Street and as such do not utilise either the rectangular bay windows or centralised door.

Visual Improvements

Our solution is relatively understated in this area due to the attractiveness and historical significance of the existing structure. Our changes therefore focus on restoring a meaningful relationship between the interior and exterior spaces by reinstating the functionality of the frontage of nos. 25-26, including window displays and dedicated entrance. Zinc has been selected for the new dormer windows due to its high recyclable content, durability and affordability. Zinc has been selected for the new dormer windows due to its high recyclable content, durability and affordability.

No. 32 could remain as existing but retains the potential for a kiosk or servery within one of the arched window units depending on the business occupant. No. 34, being part of the most recent construction, would receive a treatment consistent with those proposed for the west end of the building.



no. 34



nos. 25-26

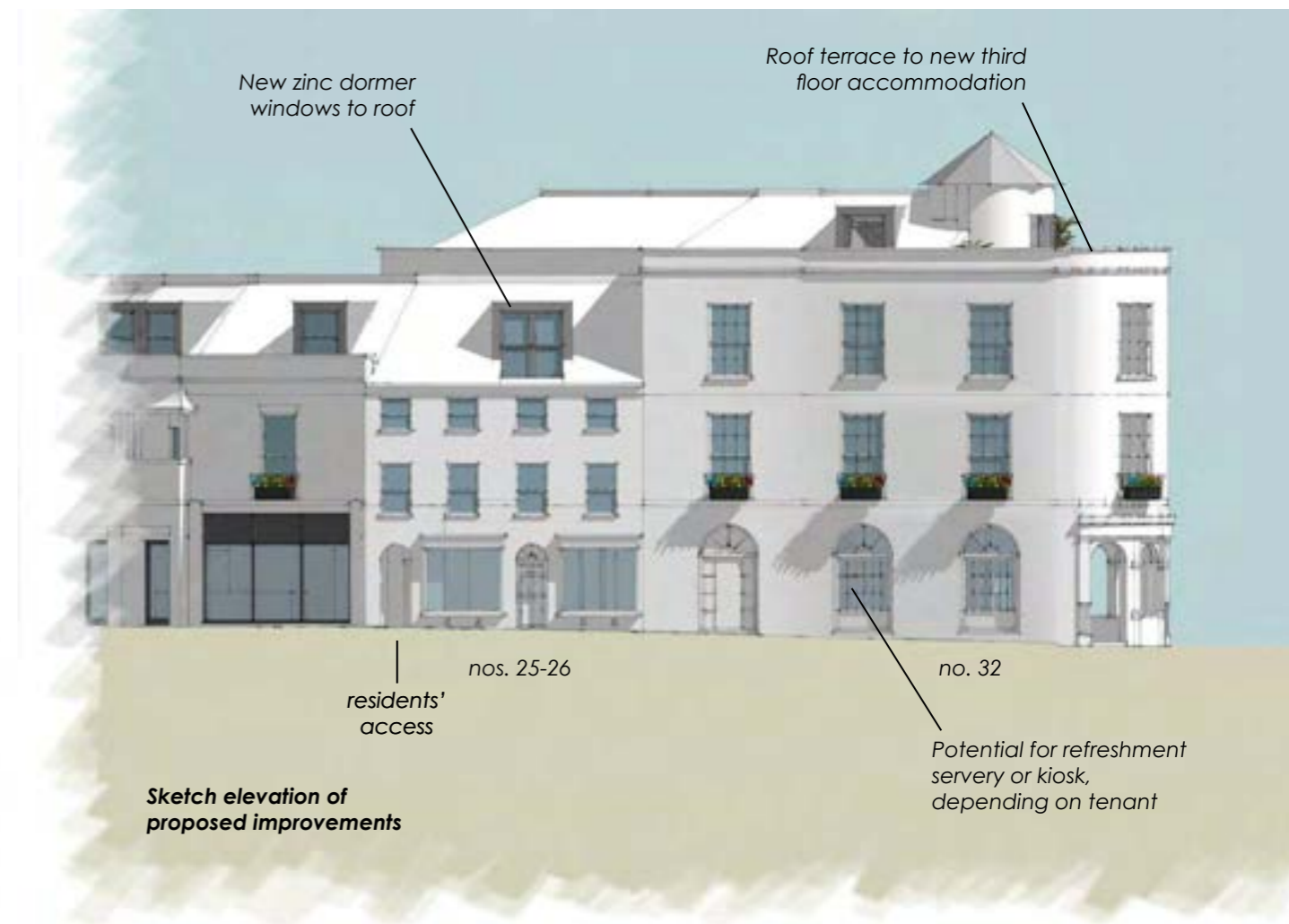


no. 32



New projecting signage appropriate to the setting

Functional door and window displays reintroduced to encourage public engagement



New zinc dormer windows to roof

Roof terrace to new third floor accommodation

nos. 25-26
residents' access

no. 32

Potential for refreshment servery or kiosk, depending on tenant

Sketch elevation of proposed improvements

St Thomas's Square, East Access

A triangular space formed between the subject building, St Thomas's church and the now pedestrianised roadway, this is a substantial open space with a mature tree and is ideal for public seating or furniture associated with the new commercial outlets. By placing additional planters and soft landscaping, the space can be framed and presented as a social meeting space and could support modest temporary events such as art markets or food stalls.

Whilst we consider this work to be instrumental in maximising the potential of these proposals, its implementation is dependent on separate agreement and coordination with the existing landowner(s) of these external areas.



Historic (left) and contemporary (right) views of the East entrance to St Thomas's Square



The strong visual connection with the nearby Guildhall is also noteworthy, and this space could benefit from a connection with events associated with its future reuse; the historic location of the Eagle Tavern signage on the curved facade could also be utilised to publicise future events taking place at either location. Minor changes to the arrangement of the existing street furniture have also been identified, such as reconfiguring of the existing bench seating to allow greater appreciation of the setting and engagement with future shop frontages.

These sketches depict a use targeted towards both local residents and student users of the building by creating a comfortable external space for relaxation and socialising that operates as an extension of the option B reuse proposals and benefits from a strong visual and functional link with the building's interior.

St Thomas's Square, West Access

This public space adjacent to the site is less defined than the eastern section, and whilst offering less usable space it nonetheless enjoys more direct sunlight and public visibility due to its south-facing aspect across the wider frontage of St Thomas's church. The pedestrian flow into and around the Square from both ends of the building requires a coherent vision for public realm improvements that is consistent across the whole rear elevation to create a desirable social space.

Whilst we consider this work to be instrumental in maximising the potential of these proposals, its implementation is dependent on separate agreement and coordination with the existing landowner(s) of these external areas.



Historic (top) and contemporary (bottom) views of the West entrance to St Thomas's Square



As with the adjacent space, these images depict both public seating and furniture associated with the proposed student facilities presented in option B, but this approach would also be suitable to complement a potential restaurant or cafe tenant for the commercial units proposed as part of the option A scheme. We consider this an ideal area to promote social activity within the Square later in the evening for either option.

- **Developing the chosen scheme**

Our approach to detailed design progresses the initial concept towards gaining statutory approvals, and as such will require a process of consultation and negotiation with the local authority and other stakeholders and third parties. As with the concept design stage, value management exercises will be employed, and a detailed design report prepared for approval by the client before proceeding to the next stage. Throughout this process, we remain focused on who the stakeholders for the new building are and the best way in which to deliver their requirements.

- **Local Authority review**

Development proposals require consultation and liaison with the Local Authority Planning Department and often other statutory bodies such as the Environment Agency or Historic England. Our understanding of the needs of developers, combined with detailed knowledge of Regulations, Planning Guidelines and Heritage developments allow us to liaise with statutory bodies on the client's behalf throughout the feasibility, design and construction process to ensure that works proceed efficiently and to programme. Liaison may not be limited to statutory consultation and notification, and other affected parties such as residents, land owners and businesses may be included in the liaison process to help with the passage of a project through to completion.

- **Enhanced cost model**

Cost modelling is a fundamental support tool that underpins the success of any future development, and ensuring its accuracy is vital to the success of building developments and the viability of the work of the project team. Our Quantity Surveying process would refresh the cost model with new information, not just through primary categories such as labour, materials or consultancy, but also performance in terms of functions or phases of the programme. We would use this information to reconcile cost data, comparing it to estimates and discussing what can be achieved. Compartmentalising these cost components and understanding where savings can be made or adjusted is the key to an effective cost analysis.

- **Further viability**

Proposals should always remain realistic, and sustainable development principles should not be compromised, and this is why we believe ongoing development of the viability assessment should continue into the design stages to ensure the cumulative cost of all elements of the project do not undermine the ultimate deliverability of the plan. We recognise how costs and demands can impact on a development's viability and use this knowledge to flexibly and effectively deliver solutions.

- **Pre-application planning advice**

We consider the pre-application process to be essential during the initial stages of local authority consultation with a view to solving development challenges. Generating broad support allows submission of the final application with a high degree of confidence in a positive outcome, and in a practical sense serves to streamline the validation stage and outline any likely financial responsibilities such as section 106 agreements.

- **Other consultant surveys**

We have found that working with Planning Consultants can be beneficial when working with complex developments that require specialist knowledge in key fields. For projects involving listed buildings or conservation principles, a dedicated Heritage Consultant can provide additional support with proposals or coordination with Historic England through the provision of a detailed Heritage Assessment. Non-essential consultants at the planning stage may also prove useful in ensuring there are no unexpected issues later in the development; for example, a Structural Engineer's survey may provide additional information that allows for further refining of the project's budget or programme.

Viability Report - Introduction

This viability report will consider two development options for 32-36 High Street against five main criteria:

- The economic benefits
- The community contribution
- The cost of each option
- Revenue potential
- The fit with Historic England's Conservation Principles

The options will also be compared to a 'do nothing' option.

The Options

Option A - Residential and retail mix

The ground floor remains as retail with the addition of a new party wall opening to the St Thomas Square elevation as smaller retail spaces. Increasing the number of retail units from five to ten. The first and second floors would be converted to residential units.

Option B - Student / young people suites

A suite hotel for students or young people embracing independence with retention of the existing retail units on the High Street side of the building. A party wall will form a student leisure and co-working / study space that fronts St Thomas' Square.

Option C - As existing

A 'do nothing' option to understand the true value of the other options. The ground floor is currently vacant retail units, the upper floors are ancillary space serving the retail units below.



Option A – Showing new smaller retail units fronting St Thomas' Square

Economic Appraisal

The economic appraisal is a measure of the socio-economic and financial impact of the schemes on the local area. Below is a matrix reviewing some elements of the economic impact. The higher the number, the more positive the impact. These scores are not weighted and therefore should be factored by the client in relation to their development targets.

Job opportunities

Option A – Mix of residential and retail	4	Increased retail outlets providing more job opportunities.
Option B – Student / young people suite hotel	3	Concierge services required for the suites and operators or support for gym & café/ bar.
Option C – As existing	1	Three of five units are currently vacant, the remaining upper floors do not provide any employment opportunities.

Tourism numbers in Newport

Option A – Mix of residential and retail	2	Improved St Thomas' Square offering but still in line with the current square offer. Tourism is drawn to coast / countryside attractions.
Option B – Student / young people suite hotel	3	Could be used for groups of foreign exchange students / field study and research students or budget accommodation for tourists wishing stay in town centre.
Option C – As existing	1	Vacant units reflect poorly on the overall health of the town centre and do not provide any added incentive to visit for tourists.

Town vitality

Option A – Mix of residential and retail	4	Improved retail offering well suited for smaller independent shops and growing local businesses by opening up both sides of the building.
Option B – Student / young people suite hotel	5	Creating diversity in the town centre with increased student population and co-working space.
Option C – As existing	1	Vacant units reducing town vitality.

Local identity and heritage

Option A – Mix of residential and retail	3	Heritage aspects retained; long term use of the building improved.
Option B – Student / young people suite hotel	4	Heritage aspects retained; long term use of the building improved. Newport recognised as a central student location which could tie in with other nearby underutilised buildings for educational purposes.
Option C – As existing	1	Some aesthetic features remain (i.e. mosaic signs) but the shop frontages are a mix of styles and constructions so the building is not unified with one identity and the heritage has been lost under modern signage.

Environmental impact

Option A – Mix of residential and retail	4	Improves occupancy levels and vibrancy of adjoining spaces. Does not change materially from current types of use.
Option B – Student / young people suite hotel	4	Will increase the cohort who can benefit from the night-time economy. Addresses a current housing need.
Option C – As existing	3	No development so no effects on the environment.

Opportunity cost (i.e. what opportunities are lost by choosing the option?)

Option A – Mix of residential and retail	3	Does not change the nature of users although may increase footfall.
Option B – Student / young people suite hotel	2	Increases diversity of use and type of users encourage longer periods where the area is well used and relevant
Option C – As existing	1	Does not change the nature of users vacant buildings left to become vandalised eyesore. Opportunity for town vitality and reinstating a heritage asset lost.

Tourist spend

Option A – Mix of residential and retail	3	Improved retail offering for tourists to spend locally
Option B – Student / young people suite hotel	4	Large central accommodation offering for tourists to spend in nearby businesses
Option C – As existing	1	Mostly vacant so not adding to tourist spend.

Total

Option A – Mix of residential and retail	23/35
Option B – Student / young people suite hotel	25/35
Option C – As existing	9/35

Community Contribution

Residential properties within town centres increase footfall in the area, improve vitality and use of the local retail and leisure amenities.

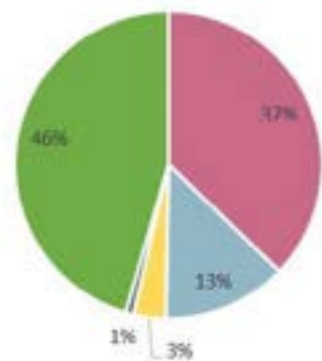
Option A utilises the first and second floor for residential properties instead of ancillary retail storage areas which means the building will contribute to footfall on the high street and protect the use of the building by providing a variation to the income available from all the spaces. Improving the rear of the building with shop frontages and outdoor seating will reawaken the interest in the northern side of St Thomas Square which is currently a walk through and seating area for the chip shop.

Apartments offer more central accommodation within Newport which supports it as a key employment centre for the Isle of Wight. Currently there is a lower proportion of residential properties within the town centre than the national average as shown in the infographics below.

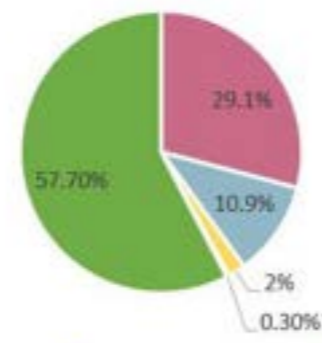


2020/2021 Footfall Data for Newport, Isle of Wight

Newport Composition



High Streets in Great Britain



• Retail • Offices • Community • Leisure • Residential

• Retail • Offices • Community • Leisure • Residential

The declining high streets in the UK require revitalisation using strategies less reliant on retail provision. Generation Z are an important group who buy what they need online and use retail as a social and experiential use of their leisure time, making it important for town centres appeal as places to visit for leisure and enjoyment, retail as well as administrative functions such as bank visits, medical reasons and supermarket shopping.

Option B, the student suite hotel provides a healthy mix of short-term accommodation in tandem with leisure facilities on the ground floor to create a hub of life on the high street. The hotel will diversify footfall in the proximity, while the leisure facilities create a distinction for its occupants which will improve demand.

2020/2021 footfall data for Newport shows that most people visit in the middle of the day, Option B may improve the night-time economy as tourists staying within the town centre may visit the eateries/bars within walking distance. The students and younger users may also contribute more to the night-time economy.

The following appraisals are based on local average square metre rates for each type of construction. They do not include preliminaries or relevant professional fees, but they provide a rough guide for each option.

Option A – Ground floor retail, upper floors residential.

	Variable	Rate	Cost
Retail Building estimate	688m2	£950/m2	£543,400
Residential Building estimate	955m2	£1,450/m2	£1,384,750
Provision for false floors to St Thomas Square retail units for level access	252m2	£120/m2	£30,240
Spot Items: Terraces, Dormers, Balcony			£195,000
Project/design team fees		7.5%	£161,504
Contingency		10%	£215,339
Total			£2,530,233

Option C – Do-nothing

While there is no capital investment related to a do-nothing option, provided some or all of the units find new tenants, this will create a passing rental for the landlord in line with that historically achieved. We have not monetised this option as the speed that the voids become occupied cannot be evaluated. Local Commercial Agents are reporting good buoyancy and interest in Newport from local and independent businesses but some of the existing units within this cluster are considered on the larger end of the scale for such potential tenants.

Option B – Ground floor leisure amenities, upper floor student hotel.

	Variable	Rate	Cost
Retail Spaces	314m2	£1,050 /m2	£207,900.00
Hotel building estimate	1247m2	£2,024/m2	£1,934,890.00
Spot Items: Lift, Terraces, Dormers, Balcony			£245,000.00
Project/Design team fees		7.5%	£179,084.25
Contingency		10%	£238,779.00
Total			£2,805,653.25

Revenue Potential

Option A – Ground floor retail, upper floors residential.

Upon review of the local commercial rental rates (Appendix A), it is estimated that the retail outlets could be leased for between £14.50 and £25 per ft2 – the table below has opted for £15.73/sq.ft pa. Based on this rate, the rent associated with each unit has been calculated below.

Unit	Rent
A (over 3 floors)	£29,461
B	£6,772
C	£8,465
D	£11,174
E	£11,174
F	£9,481
G	£9,481
H	£8,465
J	£8,465
K	£13,545
Total	£116,490

The units would increase in rateable value due to the increased Zone A areas created by introducing shop fronts to the rear of the building. For example, 35 High Street has a current rateable value of £31,824. By splitting it into two units (F and G), one facing the High Street and one facing St Thomas Square, the rateable value increases to approximately £32,976 in total for both units. Similarly, 33 High Street would also increase by around 5% in rateable value from £27,780 for the existing unit, to £29,110 for units B and C. The total rateable value for the ground floor retail outlets (based on approximate floorplans) is £176,315.40 with a potential income of £86,394.55 of business rates. Smaller businesses are exempt from business rates so the small increase in rateable value should not deter any smaller local businesses residing in the units.

The residential units would provide rental income for the freeholder. A review of the local residential rental rates for similar properties (Appendix B) indicated that each unfurnished apartment could provide around £650 to £700 PCM in rent. There are 10 proposed apartments so the rental income would be approximately £78,000 per annum.

Selling the apartments would also be an option, particularly given the lack of first-time homes on the Isle of Wight and the inflated property market since the pandemic. A review of recent apartment sales in the area (Appendix C) indicates that a 2-bedroom apartment in Newport would sell for around £145,000 to £185,000 depending on the specification of the property and associated amenities.

Scenario 1 – renting the apartments

Development Appraisal		
Land/Property Value	Excluded	
Total Build Cost		£2,368,729
Legal Fees	2%	£47,375
Professional Fees	7.5%	£177,655
Finance Cost	Excluded	
Total Development Cost		£2,593,758
Retail Leasing Income		£116,490
Apartment Rental Income		£78,000
Total annual Income		£194,490
Yield		7%

The yield displayed above is based on the construction and associated soft costs, not a future property valuation yield.

Scenario 2 – selling the apartments

Development Appraisal				
		Avg. Sale Value £145,000	Avg. Sale Value £185,000	Avg. Sale Value £225,000
Land/Property Value	Excluded			
Residential Build Cost		£1,737,725	£1,737,725	£1,737,725
Legal Fees	2%	£34,755	£34,755	£34,755
Professional Fees	7.5%	£130,329	£130,329	£130,329
Finance Cost	Excluded			
Total Development Cost		£1,902,809	£1,902,809	£1,902,809
Apartment Sales Income		£1,450,000	£1,850,000	£2,250,000
Less Legal Fees	1%	£14,500	£18,500	£22,500
Less Marketing	2%	£29,000	£37,000	£45,000
Total Sales Income		£1,406,500	£1,794,500	£2,182,500
Profit		-£496,309	-£108,309	£279,691
ROI		-26%	-6%	15%

The development appraisal was extended to a sales price of £225,000 per apartment in order to demonstrate a viable outcome. However, this price would probably not be supported by the housing market. This scheme would also generate an annual income of £116,490 from the retail leasing, as well as the one-off sales income outlined in the development appraisal.

Revenue Potential

Option B – Hotel/ suites

The Isle of Wight has a recognised net migration of students and young people aged 20-29 in search of higher education and career opportunities. In balance to this, there is a large cohort of medical students, foreign exchange students, FE students and young people who are seeking independence on the Isle of Wight.

Hotels outside of London in the UK are estimated to reach an average of 75% occupancy throughout the year. The average price for room-only accommodation in a shared house on the Isle of Wight is £133 per week. This equates to £19 per night and includes cooking facilities and other amenities such as WIFI, outside space, parking and a communal lounge. The average nightly cost for a hotel room in Newport is £76 in the winter and £85 in the summer. It is anticipated that the price for the student rooms/hotel suites would be at around £150 a week, or £600 per month. This would include use of the gym facilities and shared catering/laundry amenities.

It is anticipated that some rooms would be dedicated for hotel suites whilst others would be used as hotel rooms. Taking term-time and hotel occupancy rates into account, the following estimates have been collated for annual income from the accommodation areas of the building. It has been assumed that outside of term times, the student dorms would be let as well. The rateable value would be based on a percentage of the income.

Hotel Room Capacity/Occupancy	15 rooms, at 75% occupancy
Hotel Room Rate per Night	£75
Hotel Room Annual Income	£307,968
Student Dormitory Capacity/Occupancy	13 rooms at 60% occupancy (occupied during term-time only)
Student Dormitory Rate per Night	£20
Student Dormitory Annual Income	£56,940
Student Dormitory Lettings Capacity	13 rooms at 75% occupancy during non-term-time
Student Dormitory lettings Occupancy	£75
Student Dormitory Lettings Annual Income	£106,762
Café/bar turnover (estimated)	£40,000
Gym membership (estimate based on £25 membership, 50 paid members due to small capacity, remaining users hotel guests)	£15,000
Laundry services (estimate based on 1 load per student per week at £2 per load)	£813
Total estimated annual revenue	£527,483

The hotel could be managed and maintained directly or by an operator which would also represent a rental value, the rate of which would need to be determined. There are three main methods for leasing a hotel:

- Fixed fee – a set rent with indexed growth. This strategy represents the lowest risk for the owner as there is a fixed income.
- Shared revenue – the rent is dictated by the success of the hotel. The owner carries some risk with this option. A base rent is also usually paid as a guarantee for some income to the owner.

- Share of Net Operating Income – the rent is linked to the NOI after all operating expenses have been deducted. This carries the highest risk for the owner although they do receive the base rent still.

Alternatively, the two parties may enter into a Hotel Management Agreement. In this scenario, the property owner also owns the business, and brings in a hotel operator to manage the business on their behalf for a management fee. The management fee usually includes a base fee (2-3% of total revenue - £10,481 in this example) plus an incentive fee (10% of gross operating profit).

Development Appraisal		
Land/Property Value	Excluded	
Build Cost		£2,626,569
Legal Fees	2%	£52,531
Professional Fees	7.5%	£196,993
Finance Cost	Excluded	
Total Development Cost		£2,876,093
Estimated Annual Revenue		£527,483
Total annual Revenue		£527,483
Yield		18%

Option C – As existing

The existing building allows for five retail tenants, of which three, are currently vacant. The upper floors are ancillary space only. The current income can be estimated using an average rate of £13.05 per sq.ft pa which is based on the average of the two units being currently marketed. It would be reasonable to expect a lower rental income for the property as existing, to the rental income from a newly refurbished property in option A.

Address	Estimated rental income	Notes
32 High Street	£16,286	approx. 1248sq.ft at £13.05/sq.ft
33 High Street	£21,500	as per current marketing
34 High Street	£32,500	as per current marketing
35 High Street	£15,725	approx. 1205 sq.ft at £13.05/sq.ft
36 High Street	£52,200	approx. 4,000 sq ft at £13.05/sq.ft
Total	£138,211	£138,211

Whilst the rental income with the existing units is theoretically higher than Option A, there are currently three vacant retail units in the building, so voids must be considered as a risk in the do-nothing option.

Option	Estimated Annual Revenue
Option A, Scenario 1 – Renting Apartments + Retail Rent	£194,490
Option A, Scenario 2 – Annual Retail Rent (plus one off-sales revenue)	£116,490
Option B – Hotel/Suites	£527,483
Option C – As Existing	£138,211

Historic England offer guidance on the best practise for protecting heritage assets. The six high level principles are:

1. The historic environment is a shared resource.

This principle relates to the story of human heritage that a building or historic environment can tell. There is social and economic value in being able to better understand our heritage, identity, knowledge and beliefs. Moreover, it is a matter of public interest, and public resources should be made available to protect historic environments.

2. Everyone should be able to participate in sustaining the historic environment

The decisions made should be inclusive, accessible, and informed with input from everyone. Learning should also be prioritised in the future of the asset; it helps different generations and communities to engage with the historic environment. This should be enabled and encouraged by experts and their knowledge should be passed on to sustain the historic environment.

3. Understanding the significance of places is vital

Any part of the historic environment with a distinctive identity can be considered a 'place'. To understand the significance, it is important to consider:

- The fabric of the place and how/why it has changed over time
- Who values it and why?
- How those values relate to its fabric.
- How important those values are?
- Whether associated objects contribute to them
- The contribution made by the setting and context of the place
- How the place compares to others sharing similar values

4. Significant places should be managed to sustain their values

Managing the natural changes that occur (e.g., weathering, wear and tear) to protect and if possible, reinforce heritage values. Parties involved must recognise which heritage values are vulnerable to change and take action to protect them including mediation between actions which could conflict with different heritage values. Any new work should aspire to a quality of design which will be valued now and, in the future, not necessarily working in traditional or new ways but respecting the significance of the place.

5. Decisions about change must be reasonable, transparent and consistent

These decisions must be guided by public policy with a depth of public engagement to justify the decision. The strategy which maintains both the historic environment and public interest with the least conflict between the two should be undertaken.

6. Documenting and learning from decisions is essential

Accessible records of the decisions making process must be maintained. If all or a significant part of the asset is going to be lost, an analysis must be undertaken to investigate and archive the information at a level that reflects its significance.

When applying these principles to making a *change* to a historic environment, Historic England recommend:

- Investigating how much physical change is *really* required to implement the proposal
- Evaluate how much it affects the values of the historic environment, and the potential affects it could have on habitats or possible concealed structures/ buried archaeological deposits.
- Consider the effects on authenticity and integrity – particularly the elements which truthfully reflect the values of the place
- Take account of sustainability – re-use sound traditional materials
- Consider the potential reversibility of changes
- Compare options and make the decision
- Apply mitigation
- Monitor and evaluate options

Preferred option from a conservation perspective: option A

In line with Historic England's principles, option A is preferable due to the retention of retail units on the ground floor. This is in keeping with the historic use of a department store. The building's distinctive mosaic signage and central location are part of the identity of the building. Additionally, where option A seeks to unify the retail units aesthetically and in terms of their use, option B only retains the retail units on the High Street which could create a disconnect with the hotel entrance on the St Thomas Square side. Option C, to leave the building as it is, retains the heritage features but risks the building going into disrepair due to the vacant retail units. This 'do-nothing' approach also has a negative effect on the adjacent heritage assets, namely St Thomas Church and the square, due to the current use and state of repair of the rear of the building.

Using the unweighted scoring methodology, this appraisal finds that the preferred options are as follows:

Economic Viability	Option B
Community Contribution	Option B
Cost Appraisal	Option A
Revenue Potential	Option B
Conservation Analysis	Option A

This analysis should be taken in context of the early stage of the design as sales and rental values could be affected by the end specification of the properties. Equally, the cost of the construction of each scheme is indicative only at this stage and a more in-depth cost analysis should be undertaken when more design detail is available.

Whilst Option A has scored higher in this analysis against the five criteria above, the client should consider weighting these scores to ensure the priorities of the project are considered.

Appendices

Appendix A

Property	Size (sq.ft)	Rent pa	£/sq.ft pa
Retail property, High Street, Newport	3,101	£37,500	£12.09
Retail property, High Street, Newport	1,026	£30,000	£29.24
Retail property, High Street, Newport	1,234	£19,500	£15.04
Retail property, High Street, Newport	2,865	£57,504	£20.07
Retail property, Holyrood Street, Newport	655	£7,950	£12.13
Retail property, St James Square	2,246	£29,000	£12.91
Retail property, St Thomas Square	600	£11,000	£18.33
33 High Street, Newport	1,554	£21,500	£13.84
34 High Street, Newport	2,652	£32,500	£12.25
Average rate			£15.73

Appendix B

Address	Rent PCM	Size/Type	Rent pa
Cross Street Ryde	£595	1 bed flat	£7,140
Carisbrooke Road, Newport	£550	1 bed flat	£6,600
Captains Parade, East Cowes	£540	1 bed flat	£6,480
Marymead, Ryde	£625	2 bed flat	£7,500
Belvedere Street, Ryde	£650	2 bed flat	£7,800
Bedworth Place, Ryde	£600	2 bed flat	£7,200
Broadway, Sandown	£675	2 bed flat	£8,100
Binstead Hill, Ryde	£700	2 bed flat	£8,400

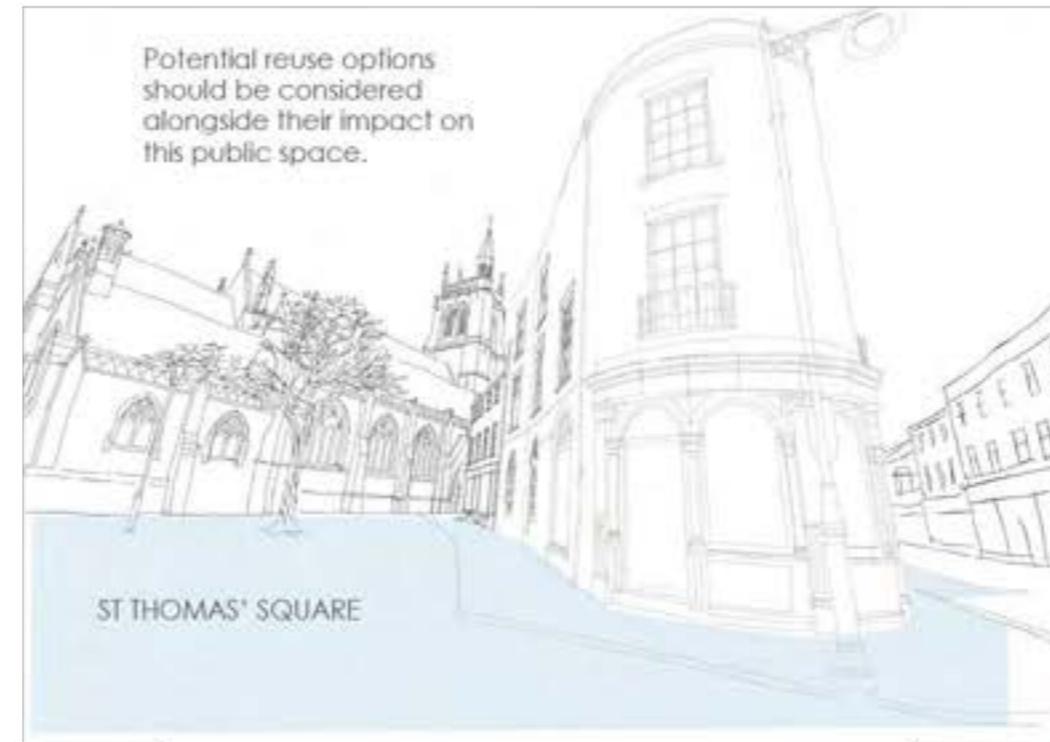
Appendix C

Address	Size	Price
Foxes Road, Newport	1-bedroom apartment	£120,000
High Street, Newport	1-bedroom apartment	£125,000
Carisbrooke Road, Newport	1-bedroom apartment	£125,000
Blackwater Road, Newport	2-bedroom apartment	£225,000
Somers Brooke Court, Newport	2-bedroom apartment	£200,000
Cook Avenue, Newport	2-bedroom maisonette	£150,000
Victoria Road, Newport	2-bedroom apartment	£145,000
Snowberry Road, Newport	2-bedroom apartment	£140,000
Holyrood Street, Newport	2-bedroom apartment	£140,000



For full research / analysis of the heritage context please refer to main document.

The timeline below applies parts of the building and aims to give an overall idea of the different uses over the time.

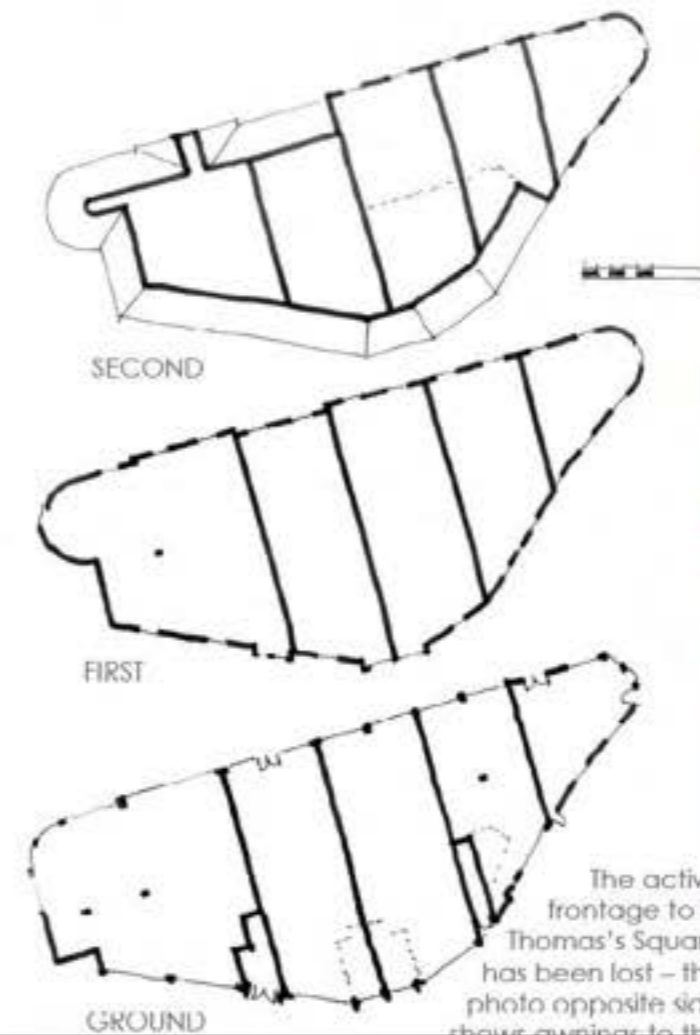


The positive relationship between this building and its setting in the conservation area is focused on the part of St Thomas's Square highlighted.



Nos. 35-36 were rebuilt to a radically different style and significantly lower height than the previous building

The original building gained a licence in the mid 19th Century as the Eagle Tavern Commercial Inn with James McKenzie as proprietor (image c.1879).



The active frontage to St Thomas's Square has been lost – the photo opposite side shows awnings to the shops at nos. 25-26



Rev-A June 2021 db

Contemporary apartments



Independent, specialist shops



AREA SCHEDULE

1,2	75m ²
3	110m ²
4	120m ²
5	80m ²
6	70m ²
7	85m ²
8	100m ²
9	70m ²
A	58m ² x3
B	40m ²
C	50m ²
D,E	66m ²
F,G	56m ²
H,J	50m ²
K	80m ²

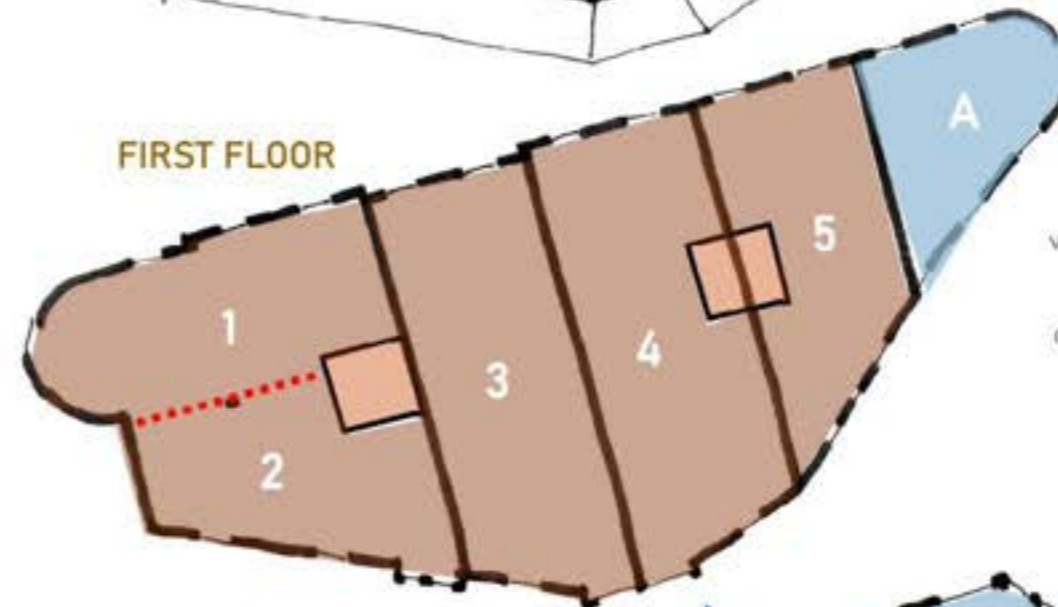
*Areas shown above are

The smaller units could be combined by opening up flexible part walls separating these back to back units if larger units were required allowing flexibility to adjust market needs and businesses to grow in-situ.



SECOND FLOOR

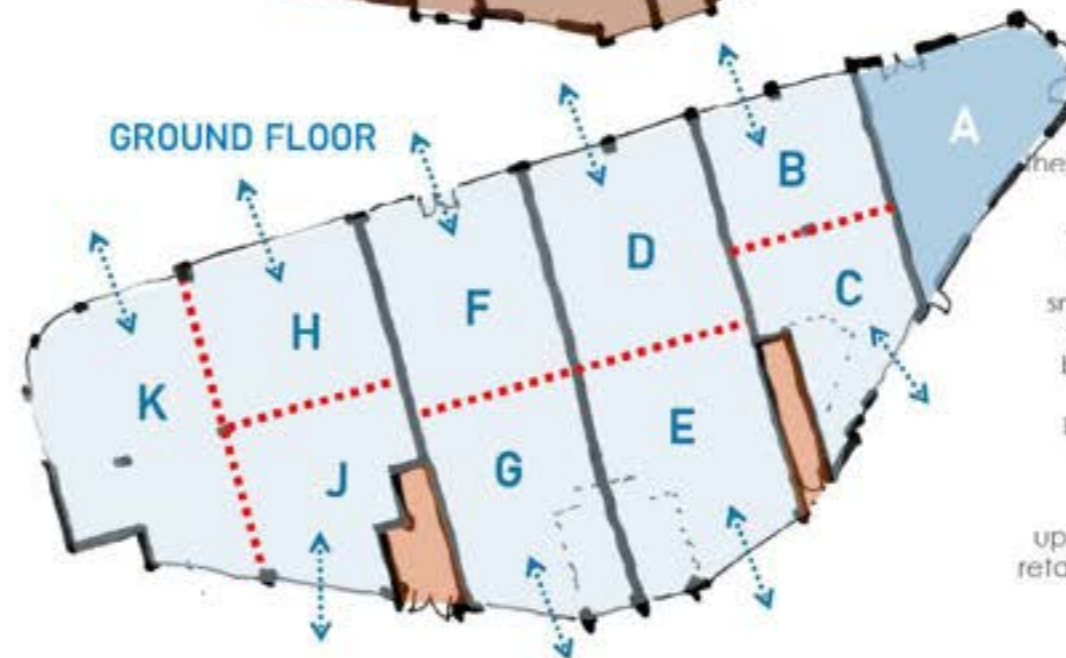
New apartments at second floor will make use of attractive views of the square and the town centre, with new dormers, roof lights and modest outdoor terraces. Currently this level is not being used but the existing robust floor make up and generous headroom facilitate this new construction opportunity with minimal work.



FIRST FLOOR

New stair cores will utilise existing staircase locations to access the upper levels, which will accommodate five new spacious dual-aspect apartments at first floor (1-5) and four at second floor (6-9) for a total of nine new dwellings.

There is also the potential for existing window openings to accommodate new French doors with access onto private outdoor spaces



GROUND FLOOR

The existing tenant (A) can be retained and expand their premises to the second floor via a new internal staircase.

The remaining four large retail units would be split into nine smaller units (B-K) with principal frontages on both sides of the building, creating a functional and attractive social space between the building and the church.

Access arrangements to the upper storey dwellings would be retained in this area in a modified form.

Rev-A

June 2021 db

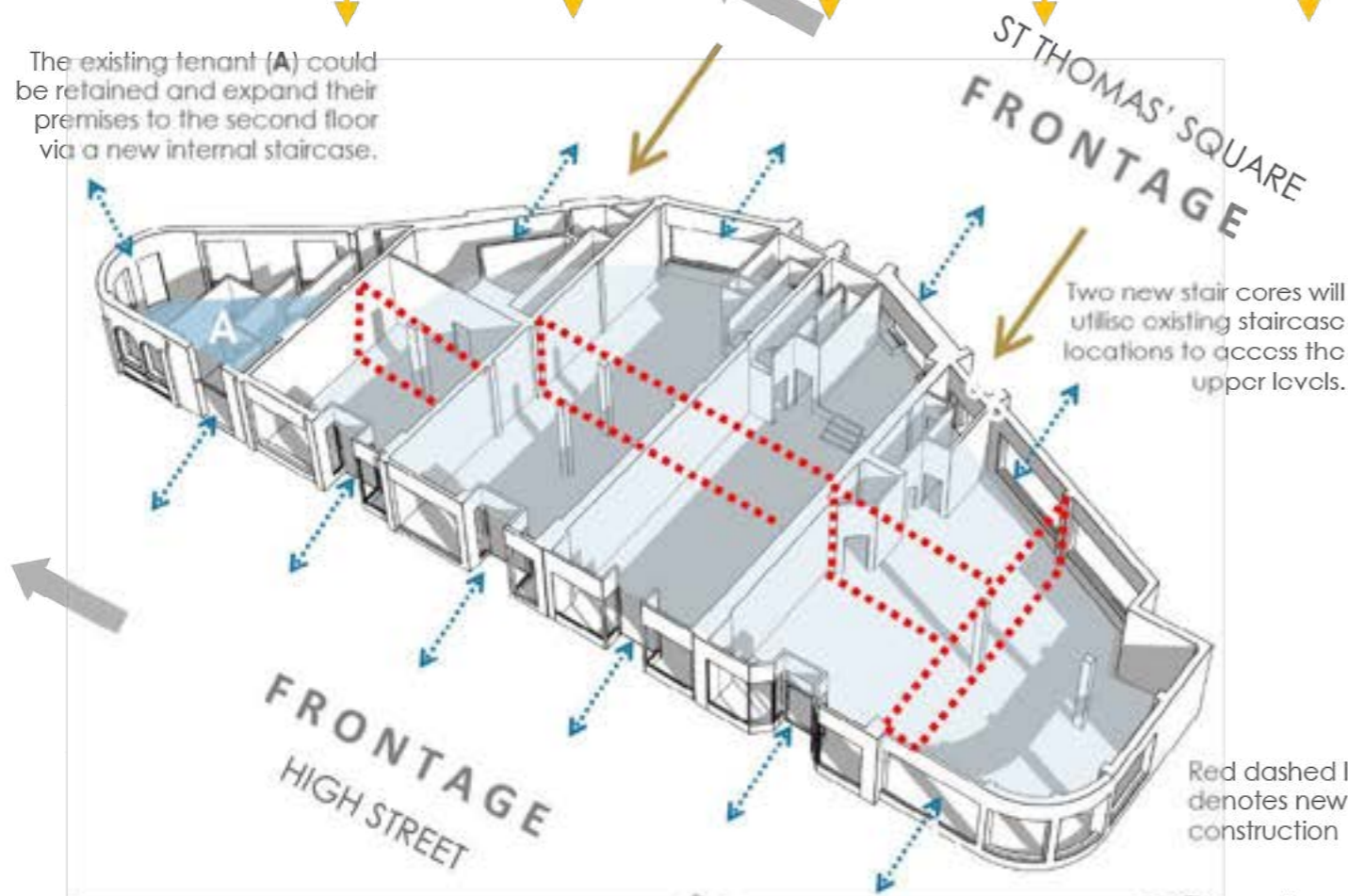


The four larger units 33-36 would be split into nine smaller units with principal frontages on both sides of the building. Appropriately detailed new shopfronts would create a functional and attractive social space between the building and on St Thomas's church



The external space between the building and St Thomas's church will be re-invented as part of the square rather than the current 'back of house' usage, improving amenity space through smaller scale shopfronts and clever lighting solutions,

The existing tenant (A) could be retained and expand their premises to the second floor via a new internal staircase.

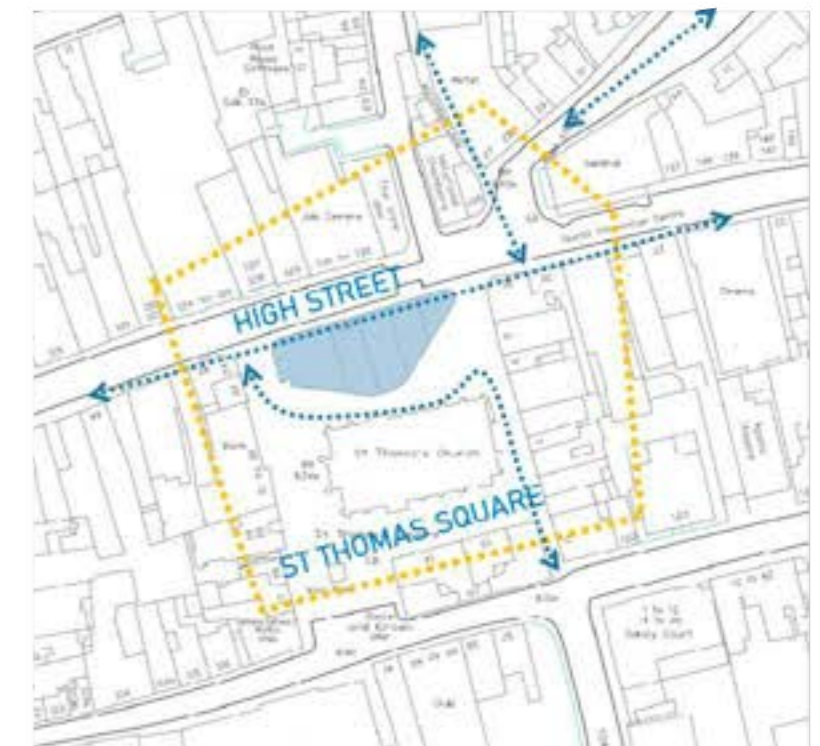
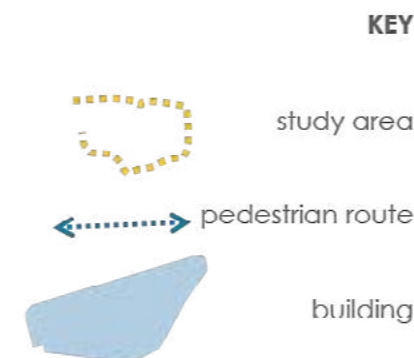


Two new stair cores will utilise existing staircase locations to access the upper levels.

Red dashed lines denotes new party wall construction

The smaller units could be combined by opening up flexible part walls separating these back to back units if larger units were required allowing flexibility to adjust market needs and businesses to grow in-situ.

Highlighted area denotes necessary quality improvements required on the existing shopfronts. Refer to separate document for further details. Adjacent images are showing examples of modern shopfronts in a traditional setting.

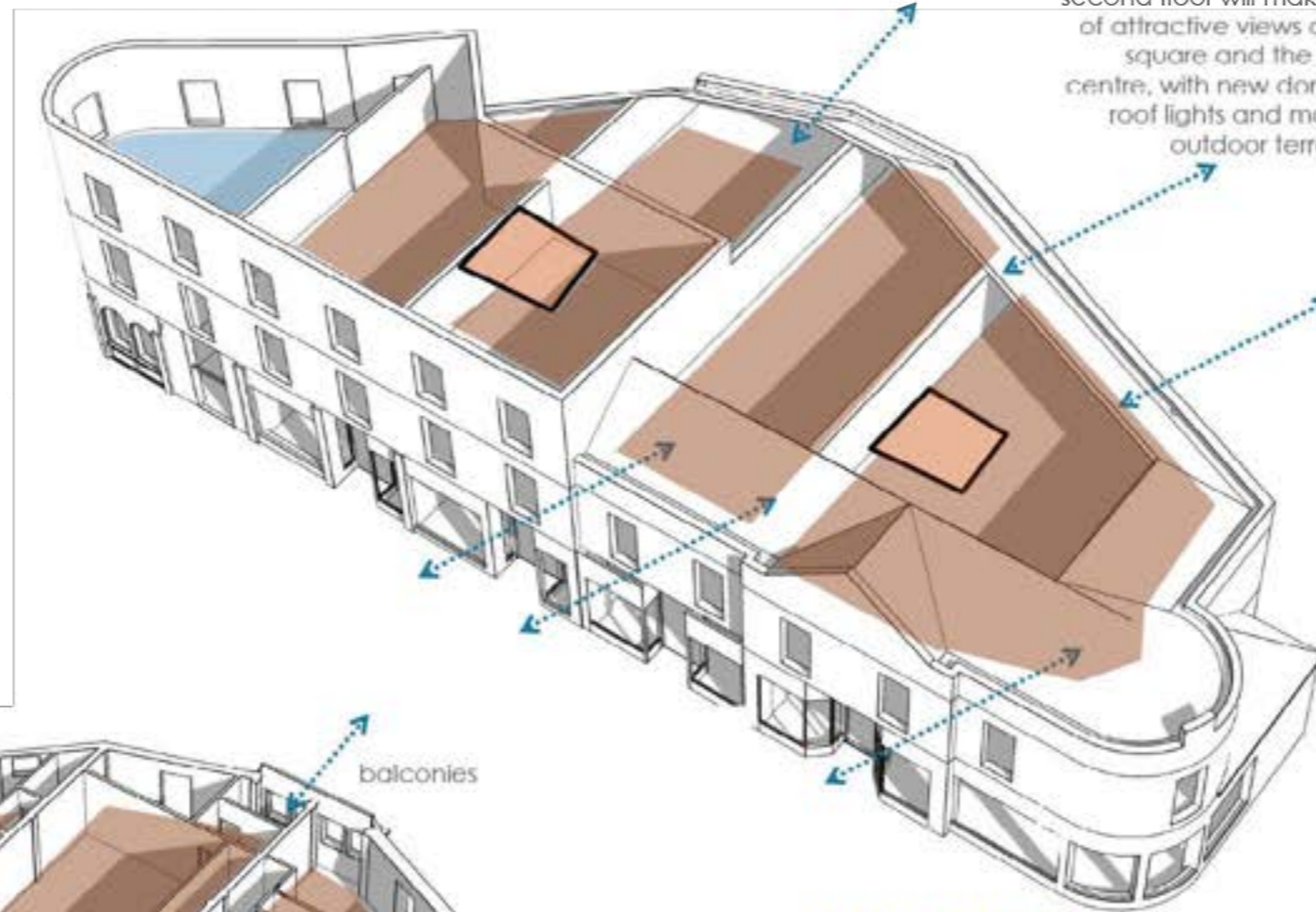


Rev-A June 2021 db

Contemporary apartments



Potential for existing window openings to accommodate new french doors with access onto private outdoor spaces

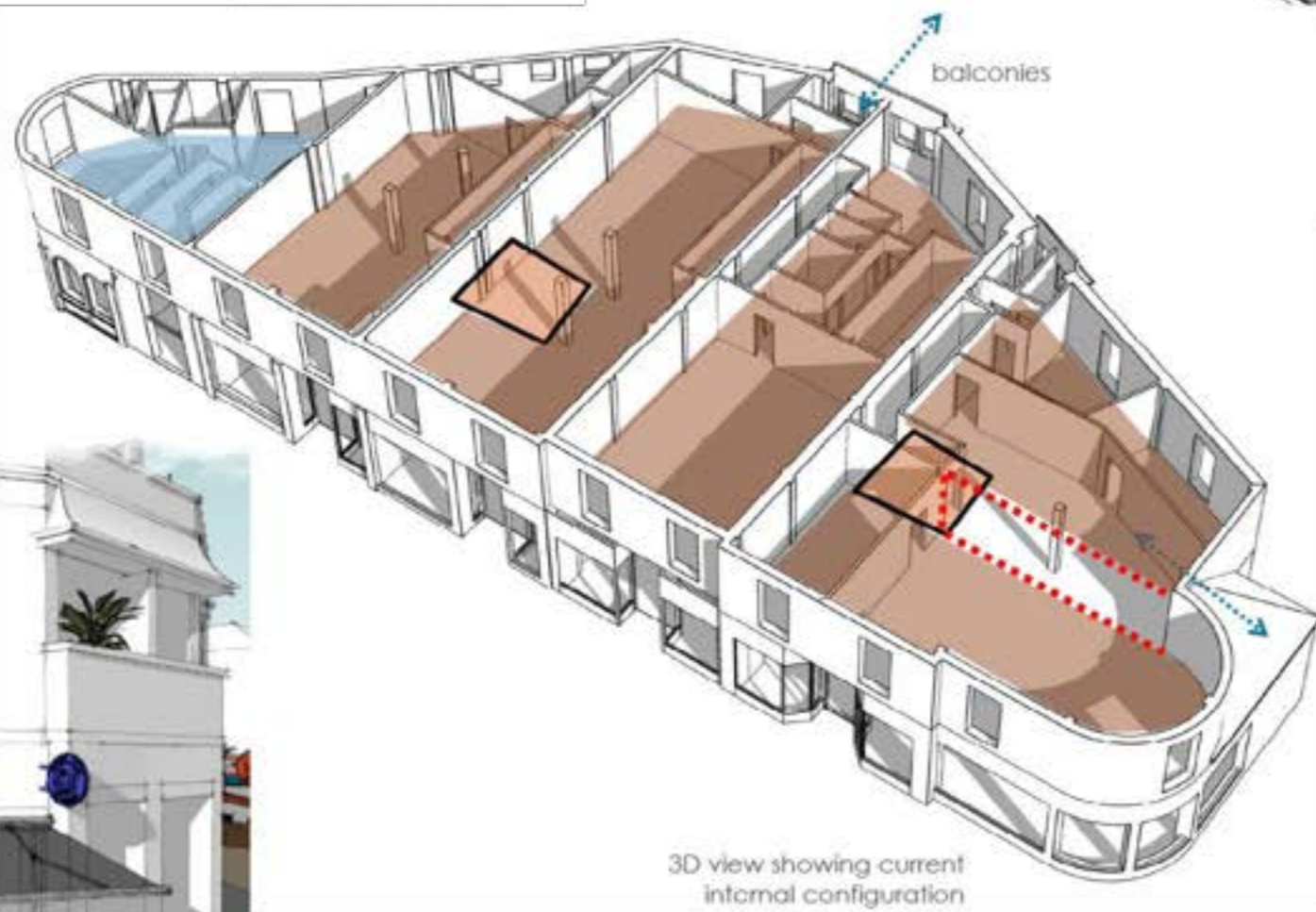


New apartments at second floor will make use of attractive views of the square and the town centre, with new dormers, roof lights and modest outdoor terraces.

88
99



The existing mansard (modern) roof structure above units 35 and 36 is comprises a composite of ribbed steel sheets attached to timber plates atop I section beams with sufficient head room



balconies

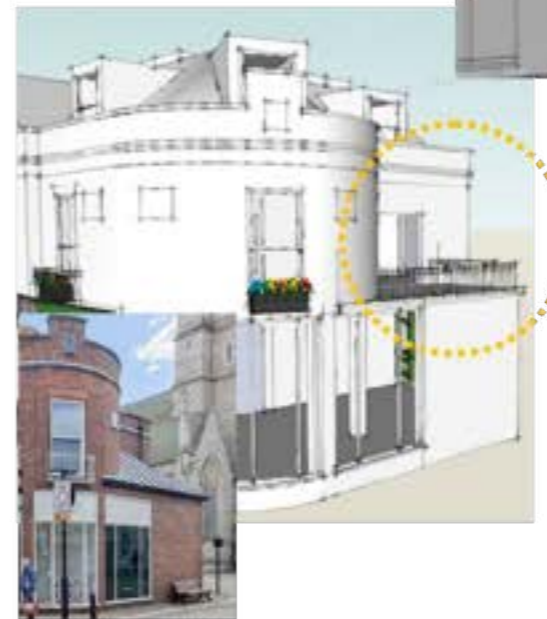
3D view showing current internal configuration

FIRST FLOOR

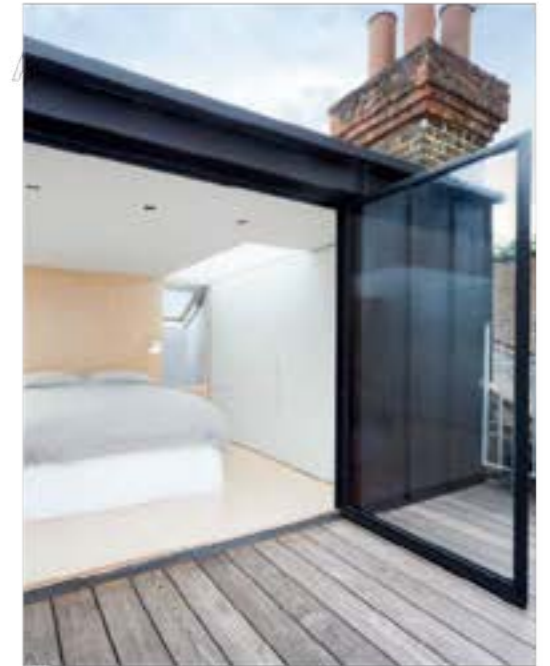
SECOND FLOOR

2

terrace



Existing attractive views of the square from the rear of no. 36



Rev-A

June 2021 db



AREA SCHEDULE

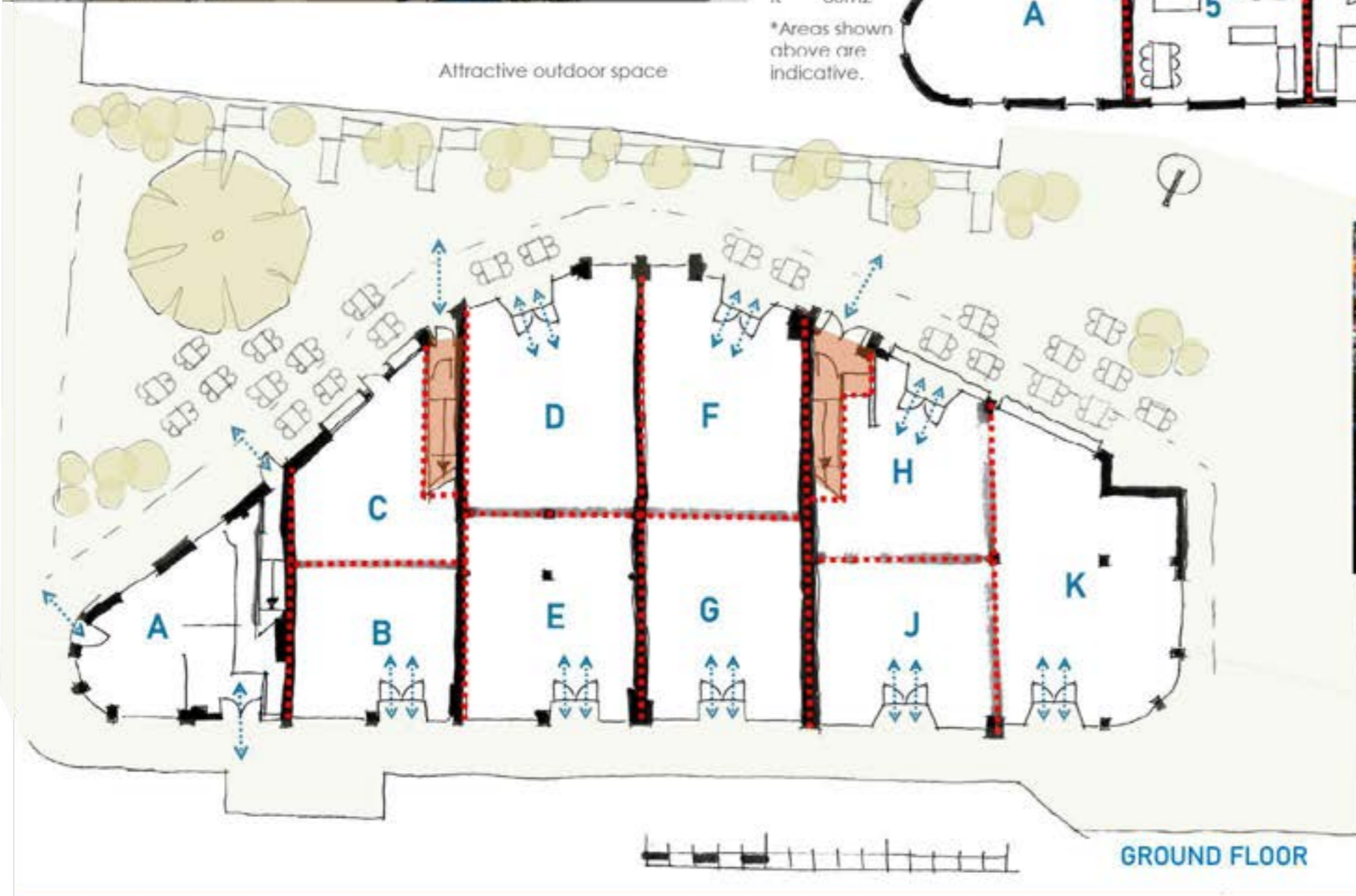
1,2	75m ²
3	110m ²
4	120m ²
5	80m ²
A	58m ² x3
B	40m ²
C	50m ²
D,E	66m ²
F,G	56m ²
H,J	50m ²
K	80m ²

*Areas shown above are indicative.



DRAFT

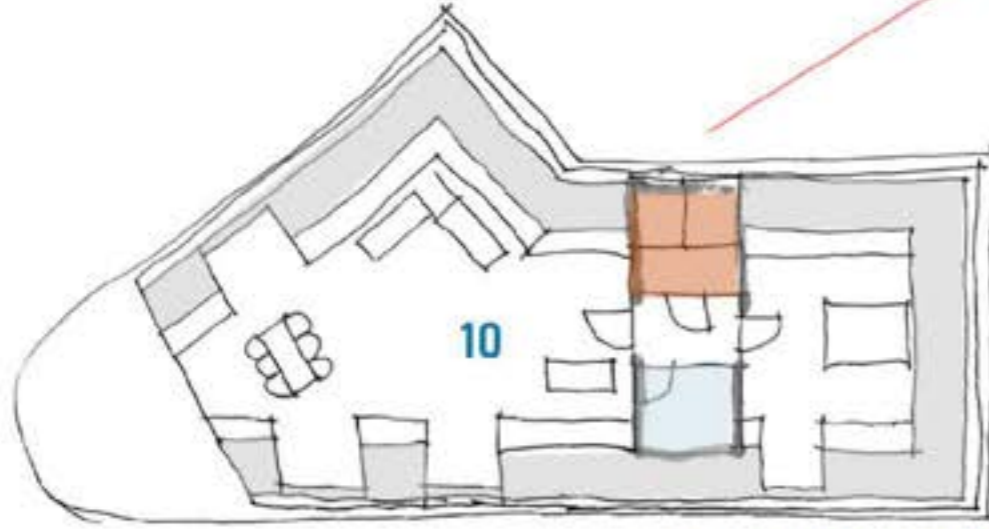
FIRST FLOOR



Rev-A June 2021 db



If double height mansard roof design adopted the total number of apartments would be 12. Above image showing an example of this design.

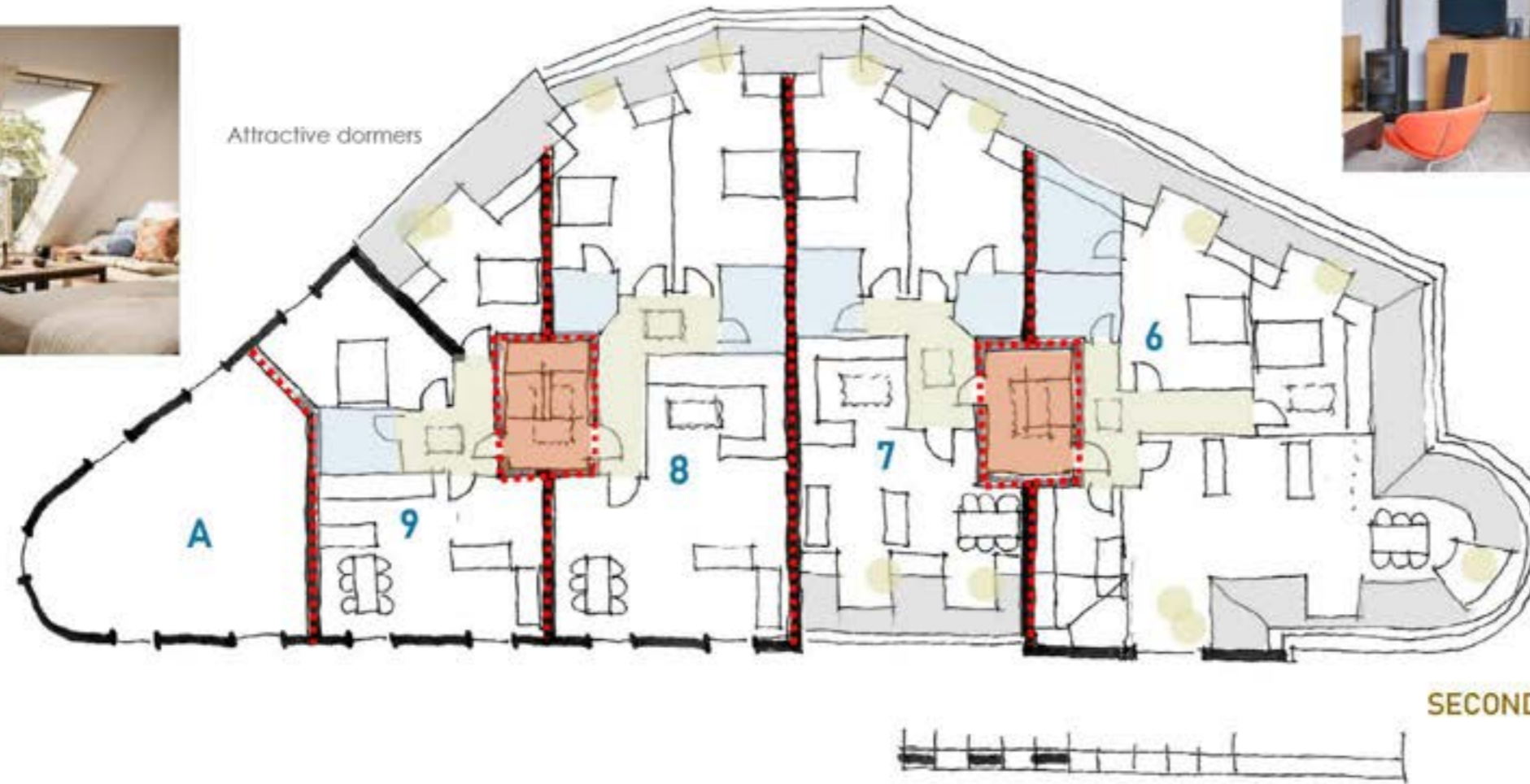


ROOF EXTENSION OPTIONAL

New apartments at second floor will enjoy attractive views of the square and the town centre, with new dormers, roof lights and modest outdoor terraces.



Attractive dormers



SECOND FLOOR



Rev-A June 2021 db

Contemporary Student Hotel



This hotel concept is based to www.thestudenthotel.com bringing together student accommodation, hotel rooms, co-working, meetings and events in a new and inspiring hospitality concept.

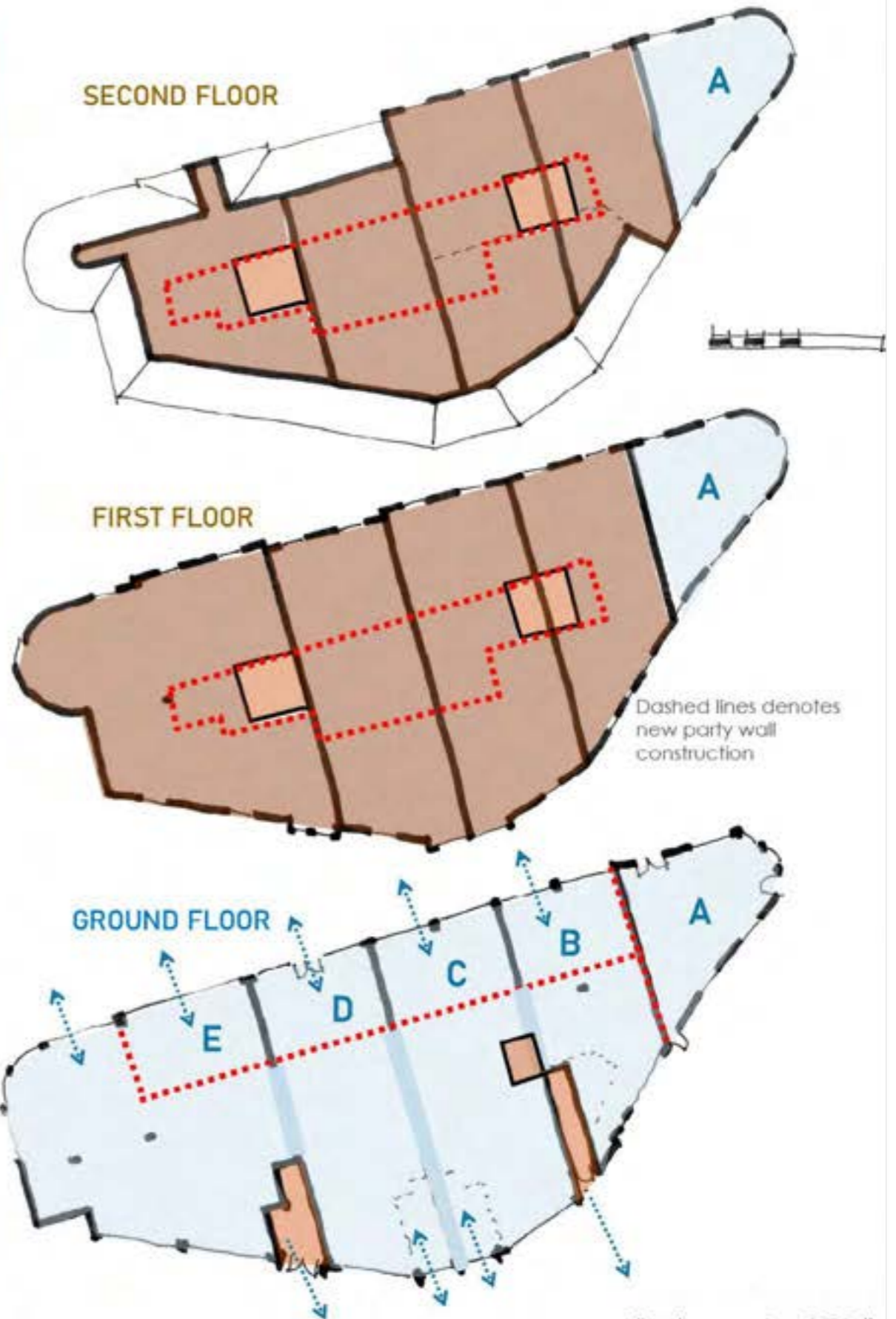
The hotel aims to be buzzing hubs where people from all walks of life rub shoulders and exchange ideas. Adventure seekers, entrepreneurs, students and locals.

The place offers to be a dynamic hub where people can meet, work, eat, hold events or stay for anything from a night to a year.



 <p>Meeting rooms →</p> <p>From rooms for 2-80 people to a 160-capacity auditorium, we can provide your perfect fit.</p>	 <p>Event spaces</p> <p>From a party-ready bar to a launch-friendly lobby, our spaces can bring your dream event to life.</p>	 <p>Hotel takeover</p> <p>When it's "go big or go home," you can take over any (or all) of our spaces for big events or conferences.</p>
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Independently run gym, co-working spaces and cafe



Rev-A June 2021 db



Attractive outdoor space with movable street furniture encouraging outdoor gathering and activity within external areas



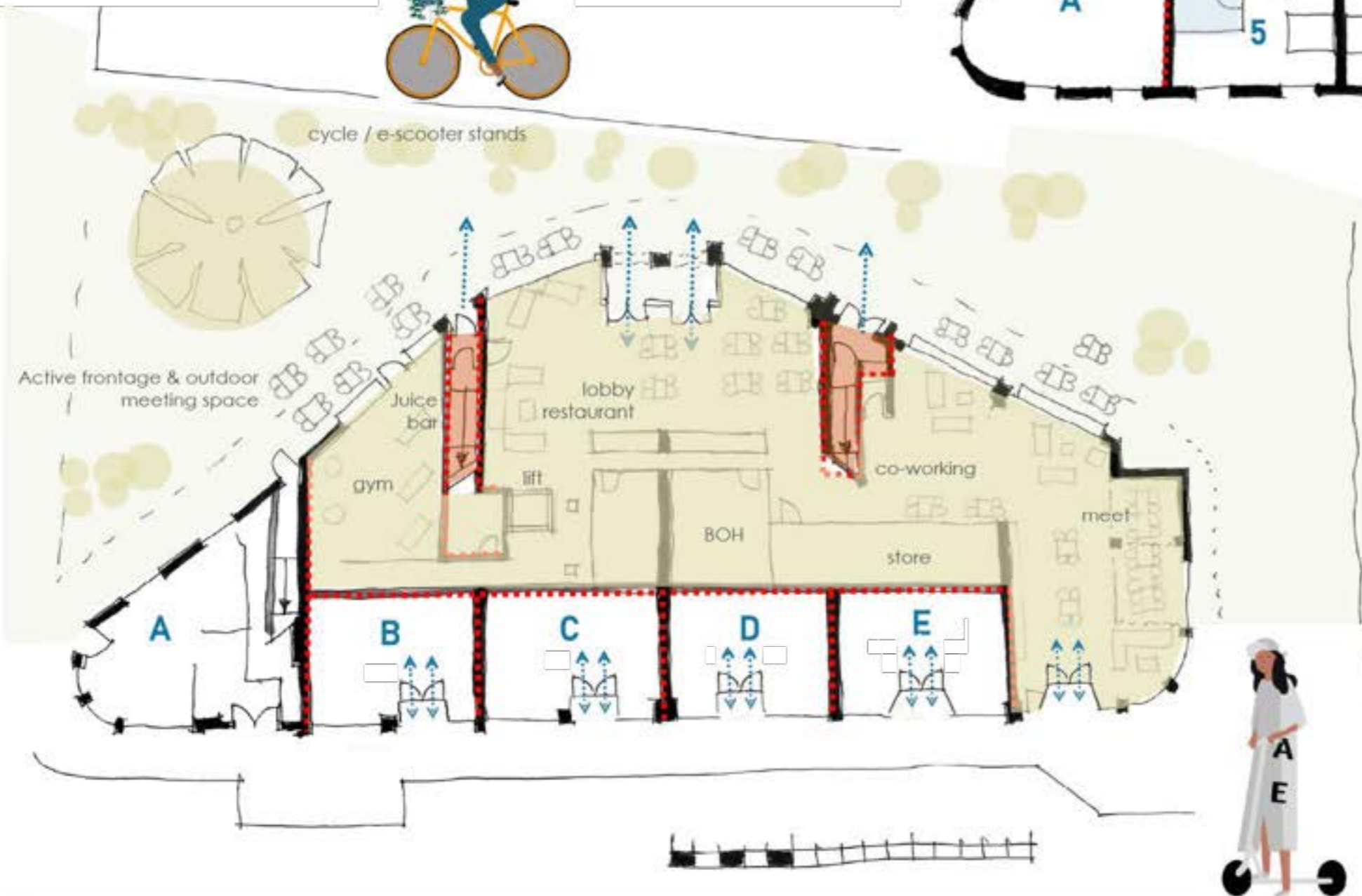
Large commercial units on the ground floor suitable for industrial-style fitout which is trendy, flexible and inexpensive



cycle / e-scooter stands



FIRST FLOOR



GROUND FLOOR

AREA SCHEDULE

A	58m ² x3 **
B	35m ² *
C	35m ² *
D,E	35m ² *

*Areas shown above are indicative.

**Can be utilised as student hotel management and meeting spaces including manager's accommodation.

The existing tenant (A) can be retained and expand their premises to the second floor via a new internal staircase. This unit can be used as a management building including residential accommodation.

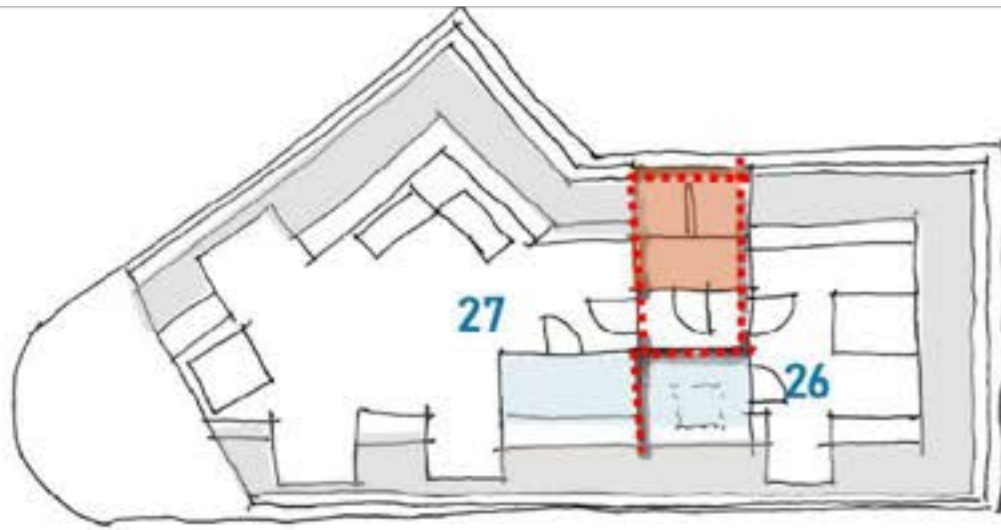
The large units would be split into four smaller units (B-E) with frontages on the High Street elevation in order to retain the historic commercial aesthetic. The hotel's communal areas including gym, restaurant/café and co-working space are all accessible and open to outside users to maximise footfall and resilience.

The outdoor seating area supported by the ground floor usage offers an attractive social space between the building and the church.

Protected escape routes utilise existing staircases and a new lift is also proposed.

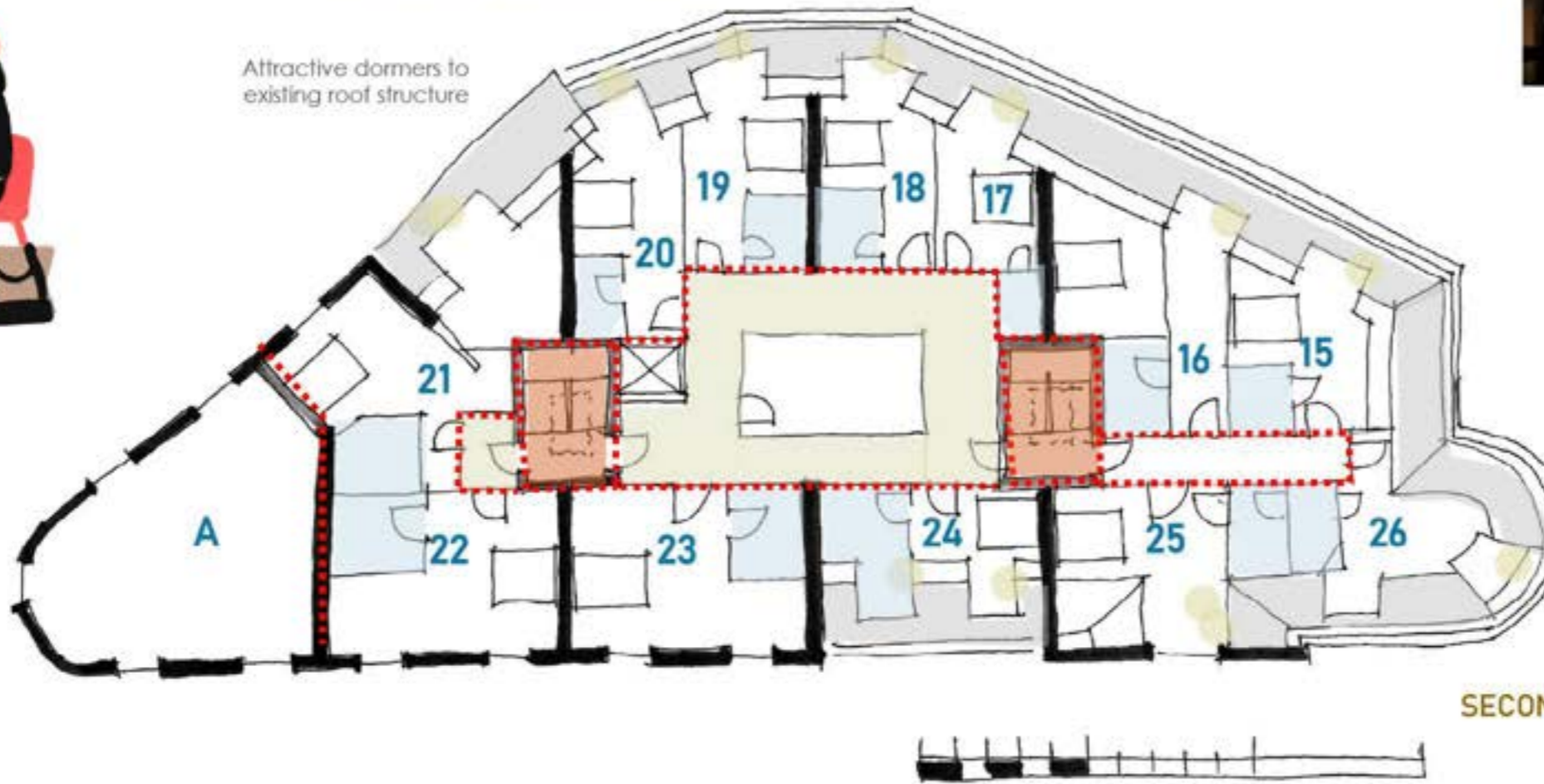
Rev-A June 2021 db

New rooms at second floor will make use of attractive views of the square and the town centre, with new dormers, roof lights and modest outdoor terraces. Various sized spaces would allow different price brackets serving different clientele (a similar concept in Amsterdam offers room to ordinary clients as well as students; for example units 20 and 27 are configured as suite-style rooms with living area.



ROOF EXTENSION OPTIONAL

Attractive dormers to existing roof structure



SECOND FLOOR

Rev-A June 2021 db

Contemporary Shopfronts in Conservation Area

A New lighting to illuminate signage



Corbels and pilaster to provide distinct separation between adjoining shops and painted in single colour

C Identical fanlight glazing with hand painted door numbering to unify newly created shopfronts

Consider either replacement tiles to match frame colour or new timber stall riser with moulding



Poorly detailed frame behind the central pillar can be replaced to match corbel and pillar, on adjacent shopfront with aligned timber stall riser

Side panel detail to be completed to provide a symmetrical and well balanced fascia above.



B Entrance to shops to be unified by installing modern interpretations of traditional entrance mosaic commissioned by local designers, many historical examples of which still exist on the High Street

D Signage to be uniform in size and shape for all new shops on this elevation to create a historical 'parade' style feel

Colour selection to comprise tonal variations of a single colour to create a slight contrast and definition.

