

An architectural sketch of a city street scene. The street is lined with multi-story buildings on both sides. In the foreground, a woman with a large bag and a child are walking across the street. To the left, a person is pushing a person in a wheelchair. Further down the street, a car is driving away. On the right side, there are trees, a bicycle rack with several bicycles, and a person with a cane walking. The scene is rendered in a simple, line-art style with some color washes for trees and shadows.

Newport People First Zone Public Realm Project

Recommendations Report Workstage 1 and 2: Parameters Plans and Concept Masterplan

**For: Isle of Wight Council,
in respect of the
Newport Heritage Action Zone
June 2022**

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2 Executive Summary

Newport is the capital town and commercial centre of the Isle of Wight, with an important historic core. In 2020, Newport & Carisbrooke Community Council (Newport Parish Council) with the support of the Isle of Wight Council, submitted a successful bid to Heritage England, for Heritage Action Zone (HAZ) funding, to fund improvements to Newport Town Centre. A series of projects were defined, and an implementation period planned to run from 2020 to 2024. Newport High Street HAZ is a partnership project funded by Heritage England, with match funding from the Isle of Wight Council and Newport & Carisbrooke Community Council.

This recommendations report accompanies the concept masterplan for public realm improvements in Newport town centre drawn up by Hampshire Services on behalf of Newport Heritage Action Zone Steering Group. It sets out the content and structure of the parameters plans and describes the concept masterplan, key elements, outline costs and critical dependencies for the project to be taken forward to delivery on site.

The Public Realm Project was established to address the following key objectives from the Newport HAZ:

Objective 1: to revive the shopping and pedestrian environment in the High Street and St. James' Square by redressing the balance between vehicles and people, and

Objective 2: Improve the heritage landscape of St. James' Square and the High Street with public realm improvements based on providing a public space around the Victoria Memorial.

The guiding principles for the concept masterplan are described in "Streets for All" by Heritage England published in 2018. Manual for Streets 2, and Local Transport Note 1/20 (LTN 1/20), have given direction to the project, including placing pedestrians at the top of the user hierarchy, promotion of an inclusive environment and the development of a concept masterplan with a clear vision. There was extensive consultation throughout the process, including engagement with a Community Co-design panel to test out emerging proposals, and through wider consultation in the form of on-line surveys. Case Studies of successful public realm improvement projects from other towns within the United Kingdom were also considered.

The resulting Concept Masterplan has been divided into five phases, with the first three meeting the Core aims and objectives of the Newport Heritage Action Zone. It is considered that Phase 1: the High Street between the Queen Victoria Memorial and Holyrood Street should be a priority for implementation with current funding available, with Phase 2: St. James' Square and Street also a priority for implementation, and these along with Phase 3: around Guildhall Square will help Newport Heritage Action Zone achieve its aims and objectives. Proposals in Phases 4 and 5 on Carisbrook Street and the High Street to the Junction with St. James' Street, help to complete an overall town vision, and embed the better balance between vehicles and people. This recommendations report can be used to assist in sourcing funding for the later phases as and when possible.

3 Concept Masterplan: Heritage Action Zone Phases 1-3



4 The Project Team, Governance Structure and Consultations

4.1 Project Team

4.1.1 The Client

The Client is the Newport High Street Heritage Action Zone (HAZ). The Newport High Street Heritage Action Zone Project Manager is Martin Gibson, and is the Client Manager, and the principal point of contact for this project. Martin reports to the Newport HAZ Steering Group.

4.1.2 The Project Delivery Team in Hampshire Services

Urban Design and Landscape Services:

Project Director: Simon Cramp, BA Dip LA, MA UD, CMLI

Project Manager: Charlotte Webb, BA Dip LA, Dip UD, CMLI

Project Landscape/Urban Design Support: Hannah Walton, BSc, Dip Arch., Dip LA, RIBA, CMLI

Transport Planning Services:

Principal Transport Planner: Nicola Waight, MSc, BA (Hons), MTPS

Senior Transport Planner: Anne Stevens, MSc BA (Hons)

Assistant Transport Planner: Callum Little

Engineering Consultancy Services:

Group Engineer: Chris Penny FIHE

Assistant Engineer: Ryan Humby

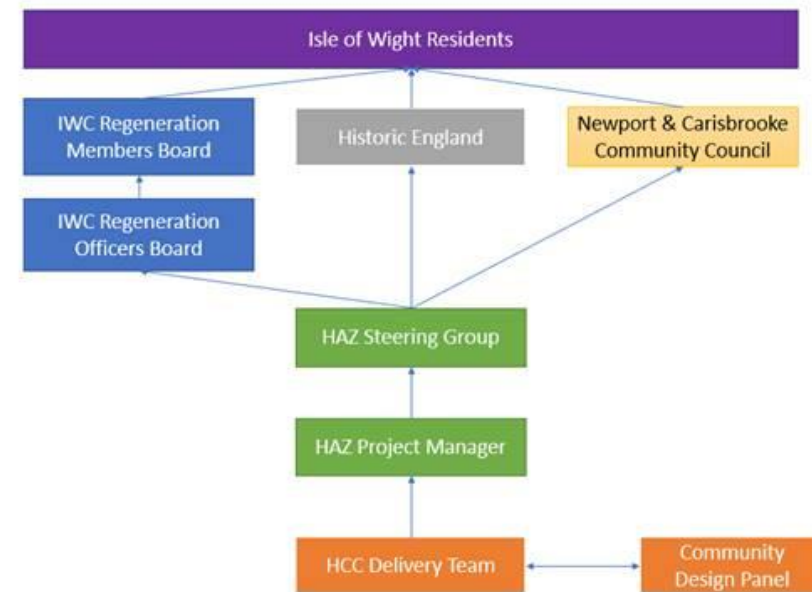


Figure 1.1. Newport Heritage Action Zone, Management Structure, showing Hampshire Services Relationship

4.2 The Governance Structure

The governance structure for the project is shown in the flow diagram in Figure 1.1.

4.3 Newport HAZ Steering Group

The Newport HAZ Steering group is composed of representatives from the three HAZ partners: Newport & Carisbrooke Community Council, Historic England and Isle of Wight Council.

4.4 Community Co-design Panel.

A key aim of the Heritage Action Zone is to work with the local community in developing changes to the town. The Community Codesign Panel was created (with a Terms of Reference) to oversee this project and is made up of residents, transport planners, businesses, highway engineers, community groups and landscape architects. The group was the key forum for consideration of the approach to redesigning this part of the town centre, focused on getting the best result possible within the constraints of the project. Each stage of the project development was brought back to the Community Codesign Panel, with local experts and technical experts able to discuss plans as they evolved.

The aim was to ensure local needs are integrated into the design process, leading to a better result. It respects the fact that the various transport professionals have key skills and expertise but that the community will be the experts in relation to how their own area works and feels for them.

4.5 Isle of Wight Highways Service and Island Roads

Isle of Wight Highways and Island Roads were consulted on the proposals as they developed, and it is envisaged that Island Roads will implement the next stages of the work.¹ .

¹ Highways and Island Roads representatives included in Initial feasibility Workshops, Workshop held with key representatives from Highways and Island Roads on

4.6 Consultations during the Project

4.6.1. In addition to the initial feasibility workshops to confirm the brief and the regular liaison with Community Co-design panel, two online consultations were carried out as a part of understanding the site and identifying local needs and aspirations:

- Questionnaire to local businesses to understand delivery and access requirements, which can be found in Appendix 4.
- Questionnaire to the public seeking information about current use of the town centre and what encourage them to visit town more frequently, which can be found in Appendix 5.

4.6.2. As part of the wider Newport High Street Heritage Action Zone Project, consultants Create Streets were engaged to develop a programme for Shop front improvements, including the production of Shopfront Design guidance which is intended for adoption by the Planning Authority. Public engagement on this shopfront improvements project, also highlighted public realm improvement issues which reinforce and support the need for the work undertaken here. A few examples of responses from the public are described in the box on the following page.

4.6.3. A youth survey was promoted online and via face-to-face networks (Newport Youth Café, Youth Council). The survey was live from mid-August to the end of September 2021. The top five responses to improvements in the town centre were: add more plants and flowers; Install a sheltered seating area; add

emerging concept masterplan 4th November 2021. Consulted on plans showing all phases of concept masterplan December-January 2022

public art; add more trees and resurface the street/square with attractive paving.

“Very little room for wheelchairs or mobility aids particularly around the corner of the bank and along the pavement”

“The built environment appears to be designed around the needs to accommodate vehicular traffic, both through traffic and parking. The High Street would benefit hugely from restrictions on vehicular access – as in Cowes – to create much more pedestrian friendly experience.”

“Remove parking, widen the pavement and make provision for safe cycling.”

5 Introduction and Aims and Objectives

5.1 Newport People First Zone and Heritage Action Zone.

- 5.1.1. Newport is the capital town and commercial centre of the Isle of Wight, with an important historic core. In 2020, Newport & Carisbrooke Community Council (Newport Parish Council) with the support of the Isle of Wight Council, submitted a successful bid to Heritage England, for Heritage Action Zone (HAZ) funding, to fund improvements to Newport Town Centre. A series of projects were defined, and an implementation period planned to run from 2020 to 2024. Newport High Street HAZ is a partnership project funded by Heritage England, with match funding from the Isle of Wight Council and Newport & Carisbrooke Community Council, with the Isle of Wight Council hosting the Partnership Project, within its Regeneration Team.
- 5.1.2. This recommendations report accompanies the concept masterplan of Newport town centre drawn up by Hampshire Services (the Delivery Team) on behalf of Newport Heritage Action Zone Steering Group (the Client). It sets out the content and structure of the parameters plans and describes the concept masterplan, key elements, outline costs and critical dependencies for the project to be taken forward to delivery on site.
- 5.1.3. This summary report describes the work undertaken by the Delivery Team in agreement with the Client, in line with RIBA²

Work stages (2013): 1 and 2, as described in the Inception and Feasibility Report dated May 2021.

- 5.1.4. The Public Realm Project was established to address the following key objectives from the Newport HAZ:
- Objective 1:** to revive the shopping and pedestrian environment in the High Street and St. James' Square by redressing the balance between vehicles and people, and
- Objective 2:** Improve the heritage landscape of St. James' Square and the High Street with public realm improvements based on providing a public space around the Victoria Memorial.
- 5.1.5. Objective 1 is the Newport 'People First Zone', which is part of the Shaping Newport Programme. This has been combined with proposals for improvements to St. James' Square, which is described in Objective 2, and the two become the 'Newport People First Zone, Public Realm Project'. St. James' Square forms part of 'Minster Market Quarter' the other part being St. Thomas' Square, which forms part of the contextual analysis for this work.
- 5.1.6. Effective engagement with the community for the duration of the project was essential to Newport HAZ help meet Objective 8 and to meet this a Community Co-design Panel was established, and 3 Workshops held.

² Royal Institute of British Architects or **RIBA Plan of Work** organises the process of briefing, designing, constructing, and operating building projects into eight **stages** and **10**

explains the stage outcomes, core tasks and information exchanges required at each stage.

5.1.7. The development of the Principal Aim and the Key Objectives for this project were determined through a summation of the key reports and background documentation for the Newport HAZ and PFZ, current good practice in placemaking and streetscape design, and was confirmed with relevant stakeholders through the initial feasibility Workshops 1 and 2, held in February 2021.

5.1.8. As described by the HAZ Scheme Programme: *“Unless traffic movement is tackled, the wider challenges facing the town centre are likely to be very hard, if not impossible, to resolve. Therefore, this scheme is pivotal in starting to increase the appeal of the town to residents and visitors. The People First Zone will radiate from St James Square, linking down the High Street to the St Thomas Newport High Street Square and will be created by removal of loading bays, expansion of High Street footway, traffic calming, removal of pedestrian barriers and implementation of highways changes in line with “Streets for All”³ principals”* (page 16, Newport High Street HAZ Programme, 10 June 2020).

5.1.9. The five guiding principles described in “Streets for All” by Heritage England published in 2018 are:

1. **An inclusive environment:** Public realm schemes need to be carefully designed to ensure they provide everyone with equal access, including people with visible or hidden disabilities, and are welcoming and understandable.

2. **Public safety and ease of movement:** Designers of enhancement schemes need to be clear about which transport modes they are promoting, how this will affect the use and character of places and the significance and appreciation of the historic environment, and how they will manage any consequent risks for others.

3. **A healthy environment that supports our wellbeing and cohesion:** Urban greening can reduce traffic impact on air quality, whilst public realm enhancement can encourage positive social interaction that builds a more cohesive society and provides opportunities for us to be more physically active. Public realm enhancement needs to consider spaces as places for public interaction, not just corridors for movement.

4. **A high-quality environment:** public realm and highways works need to be both functional and attractive, using materials of appropriate quality and durability for the setting and purpose (and enabling on-going maintenance), as well as achieving a positive aesthetic impact. In historic places this means ensuring works complement the character of the area, sustain the significance of its historic buildings and spaces, and potentially also enhance access to heritage or understanding of its significance.

5. **Economic benefit:** schemes are likely to result in a mix of both direct and indirect benefits for the local authority, residents, and businesses. It is important that

³ [Streets for All | Historic England](#) 8 May 2018

designers of schemes are explicit about the economic benefits they aim to achieve and measure performance before and after works to demonstrate whether their investments are successful.

5.1.10. A specific action described in the HAZ programme, that needs to be addressed is: *“St James square is a central area of Newport and as such could be a fabulous focal point for shoppers and visitors. Integrating the development of a People First Zone as per objective 1 the public realm will be improved by removing the loading bay adjacent to the monument and installing heritage interpretation at this area. The Victoria Monument is one of Newport’s listed monuments and has significant heritage and by bringing it to the forefront of the public realm it can become a focal point for a more useful public space.”* (Page 17, Newport High Street HAZ Programme, 10 June 2020).

5.1.11. In addition to the guiding principles described in “Streets for All” the following two key national guidance documents, have given direction to the project:

- Manual for Streets 2⁴
- Local Transport Note 1/20 (LTN 1/20): Cycle Infrastructure Design.⁵

5.1.12. “Manual for Street 2” principles addressed in this project are:

- Applying the user hierarchy
- Emphasising a collaborative approach
- Recognising the importance of community function
- Promoting an inclusive environment
- Reflecting and supporting pedestrian and cyclist desire lines
- Developing masterplans
- Establishing a clear vision and setting objectives for schemes
- A locally appropriate balance struck between the needs of different user groups
- Creating networks of streets that provide permeability and connectivity⁶
- Moving away from hierarchies of standard road types
- Developing street character types
- Encouraging innovation
- Using quality audit processes
- Designing to keep vehicle speed at or below 20mph
- Using the minimum of highway design features⁷.

5.1.13. The principals described in the “National Design Guide”⁸ published by the Ministry of Housing, Communities and Local

⁴[Manual for Streets 2 \(tsrgd.co.uk\)](https://www.tsrgd.co.uk) Chartered Institution of Highways & Transportation, September 2010. Note: version 3 is due to be published in 2022

⁵ [Cycle Infrastructure Design \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk) Dept for Transport, July 2020.

⁶ This project is not creating streets but working with existing streets in Newport town centre have a good level of permeability and connectivity, supported by a series of pedestrian lanes.

⁷ Page 7-8 Manual for Streets 2 CI H&T, 2010

⁸ [National design guide.pdf \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk)

Government in January 2021 acts as a ‘frame of reference’ for the design rationale and articles by Sustrans⁹ and the Report “The Pedestrian Pound” by Living Streets, 2018¹⁰ on the economic impact of pedestrian and cycle improvements in town centres have also been valuable.

5.1.14. Sustrans gives Exeter Town Centre improvements as an example of a successful scheme in the UK. Between 2000 and 2010 motor vehicle traffic was removed from several streets in Exeter the city centre. At the same time, there was increased investment in the public realm of existing shopping areas, during development of the Princesshay shopping centre. Between 2002 and 2010 there was an increase in footfall of around 30% across these shopping areas.

“Evidence abounds showing that in fact pedestrianisation generally has a positive or neutral effect economically. What if I were to tell you that shop vacancy rates are five times higher on streets with high levels of traffic? Or that retail turnover in pedestrianised areas generally out-performs non-pedestrian areas? (Sustrans ¹¹)



Figure 5.2 Exeter High Street (Image from [Economic growth puts Exeter in UK's top 10 - Exeter City Council News](#))

5.1.15. Living Streets describes improvements to Kelso: a market town in the Scottish Borders. The town centre is part of the Conservation Area and includes the ruins of the twelfth century Abbey and an eighteenth-century market square. Despite its distinctive historic townscape and character, Kelso had been significantly affected by decreased footfall, declining inward investment and traffic management issues with vehicles dominating the market square. As part of a range of projects, the Council invested £1.8 million in a programme of town centre improvement works, including a new traffic management system and improved provision for pedestrians. This included re-surfaced and expanded footways and new

⁹[What are the economic impacts of making more space for walking and cycling? - Sustrans.org.uk](#)

¹⁰[What are the economic impacts of making more space for walking and cycling? - Sustrans.org.uk](#)

¹¹ [pedestrian-pound-2018.pdf \(livingstreets.org.uk\)](#)

crossing points. Since the improvements, Kelso is considered to have consistently performed well in footfall measures and in terms of town centre floorspace and retail unit occupancy. Footfall remains 28% above the levels recorded in 2011. In 2015, the Kelso town centre regeneration won an award at the Scottish Awards for Quality in Planning with judges commending “an impressive commitment from both planning and transport to resolve modern day activity within an historic place” and the partnership working between the agencies, local business, and residents. (Page 31, The Pedestrian Pound, Living Streets 2018¹²).

5.1.16. Another example of High Street regeneration through public realm improvements is that of Poynton. According to Active Cheshire website¹³, Poynton was a community in decline, divided by decades of anti-social traffic engineering, until an innovative new Active Design scheme was developed and completed to reunite and revitalise the town centre high street. The scheme involved the regeneration of the main shopping street, Park Lane, and the reinstatement of Fountain Place, the historic centre of the village. The busy intersection at the heart of the town was formerly a hostile and congested traffic space, dominated by traffic signals and road markings. These have all been replaced with an informal junction involving two interconnected roundels. The scheme was designed by Hamilton-Baillie Associates and prepared with Planit-IE Landscape Architects, on behalf of Cheshire East Council and Poynton Town Council and details of the scheme, showing film clips of

traffic before and after implementation along with testimonies from the local community, can be found on the Active Cheshire website. Whilst the Newport HAZ scheme is not proposing removal of traffic signals or creation of shared use spaces, the aim to revitalise the High Street is a similar aspiration, with pavements widened and pedestrians made the priority.¹⁴



Figure 5.3.: Informal crossing point over Park Lane, the main High Street in Poynton, Cheshire, with the same streetscape treatments used on connecting A Roads.

¹² [pedestrian-pound-2018.pdf \(livingstreets.org.uk\)](#)

¹³ [Ben Hamilton-Baillie: Groundbreaking Active Design gets High Street Praise in Poynton - Active Cheshire](#)

¹⁴ [Park Lane | Poynton | The Academy of Urbanism](#)

The Principal Aim

5.2.1. **To improve the public realm and the pedestrian and cycling environment in the High Street and St James' Square.**

5.2.2. Reason: To help make the town centre a more vibrant and sustainable place that fosters community engagement and activity and delivers on the aims and aspirations of the Newport High Street Heritage Action Zone.

5.3. The Key Objectives

5.3.1. The objectives for the Newport People First Zone Project are to provide a Concept Masterplan for the town centre that:

1. Facilitates active travel and public transport (addressing severance, obstruction, narrow pavement widths, improves wayfinding and pedestrian preferences).
2. Reduces dominance of motor vehicle movements and car parking.
3. Provides a public realm that is an inclusive environment so that people of differing abilities can move around with relative ease and comfort.
4. Provides a public realm that feels comfortable and safe with meeting and sitting spaces.
5. Enables economic activity for example: cafés and street markets.
6. Helps to build a positive identity and sense of belonging.
7. Enables cultural activity to provide suitable spaces for events.
8. Improves air quality and is greener and more sustainable.
9. Celebrates and improves the setting to heritage assets.

10. Enhances market town status to boost tourism.

11. Provides a public realm that can be easily cared for (supports good management and maintenance).

5.4. The Project Extents

5.4.1. Core areas identified for the Concept Masterplan:

- Eastern Section of the High Street (from St. James' Square to Holyrood Street)
- Guildhall Square (including parts of Holyrood Street and Quay Street)
- St. James' Square from and including the junction with High Street to junction with Pyle Street.
- Western section of the High Street (from Mill Street to St. James' Square, including Mill Street Junction).
- Carisbrooke Road and High Street from Drill Hall Road to Mill Street.

5.4.2. Other areas which were considered as part of the wider context as part of the concept master planning process, and inform the concept masterplan are:

- Key pedestrian routes from town centre peripheral car parks to the 'Heart of the Town Centre' (as part of a wayfinding and accessibility strategy).
- St. Thomas' Square, due to relationship with St. James' Square, both being identified as the 'Minster Market Quarter' in Objective 2 of the HAZ.

5.4.3. See Figure 5.4 for proposed Site Extents.

5.5. Key Financial and Time Constraints

5.5.1. Timetable and finances for the People First Zone and Minster Market Quarter, as described in the Newport High Street HAZ Scheme Programme, are:

Project	Title	Start date	End date	HE funding	Match funding	Combined total
Project A	People First Zone	April 2020	Dec 2024	£150,000	£310,00	£540,000
Project B	Minster Market Quarter	January 2021	2022	£120,000	£130,000	£250,000

5.5.1. The above programme sets in place a few critical timelines for expenditure, and in order to meet them: work must start on site in 2022-23 and all current available funding must be spent before the end of 2024.

5.5.2. Not all the Minster Market Quarter funding will be available for this work as a proportion will be set aside for improvements to St. Thomas's Square. The funding covers all costs, including design and development fees and implementation/capital costs.

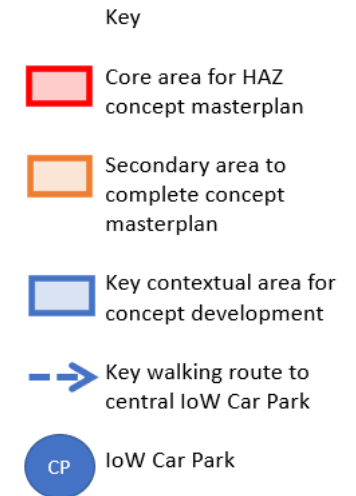
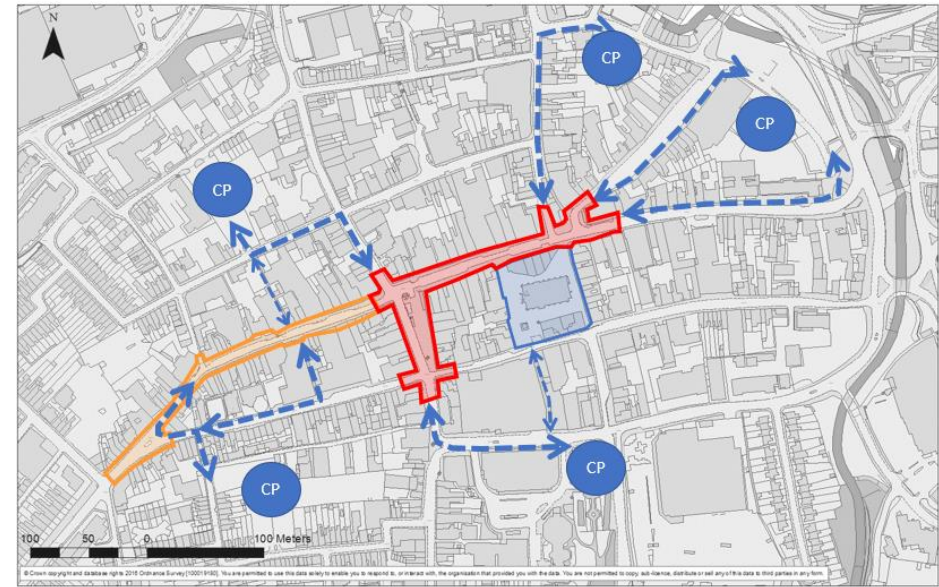


Figure 5.4. Plan showing Project Site Extents

6. The Parameters Plans

6.1. Structure of the Parameters Plans

6.1.1. The parameters assessments are set out in two thematic areas:

- Movement and Access
- Public Realm and Placemaking

but it is important to note that the site analysis and design process was iterative, and issues overlapped and informed each other.

6.2. Movement and Access

6.2.1. For the movement and access the subject matter was addressed using the road user hierarchy as follows:

- **Walking**
- **Cycling**
- **Public Transport (and emergency and maintenance access)**
- **General Traffic**

this hierarchy expresses the priority order for proposals, i.e., improving the environment for pedestrians being the highest priority, with the access needs of motorised vehicles addressed appropriately but taking a lower priority in this town centre environment.

6.2.2. 'Access for all' was a prime consideration, i.e., meeting the needs of a population with a wide range of abilities, including those with mobility impairments and the partially sighted and addressing the needs of people of all ages (from young children to the elderly).

6.2.3. Information on existing Traffic Regulation Orders was key data required for both movement and access and placemaking.

6.3. Public Realm and Placemaking

6.3.1. For the public realm and placemaking the following themes were considered:

- **Public realm: historic quality and green infrastructure opportunities:** looked at the culture and heritage of the town, through understanding the townscape character, identifying key listed buildings, viewpoints and other relevant environmental, cultural and heritage designations. Green infrastructure (GI) was considered for the role it can play in ameliorating the environment, assisting climate change adaptation and mitigation, and enhancing the setting (although the scope for significant increases in GI is limited due to space available).
- **Public realm use** (other than movement): identified and addressed the uses within the public space, and those of the buildings that directly face onto the space, but also relevant key spaces and community and civic uses in the wider area, such as St. Thomas's Square, to ensure activities in and around the town centre are mutually supportive. This includes formalised activities such as: Market days and designated café areas, but also considering informal activities like window shopping, rest, and socialising. Key planning policy designations and wider guidance and strategic documents were considered where relevant.
- **Public realm management:** covered aspects such as land ownership and infrastructure and services management,

with physical and technical site constraints and opportunities assessed. This included addressing the needs for servicing and delivery and utilities access. A topographic survey of the current streetscape was a key requirement here, along with a preliminary utilities' search.

6.3.2. For the public realm and placemaking criteria there was not a specific predetermined priority order, each emergent issue was assessed on its individual merits.

6.4. Movement and Access: Walking

6.4.1. Previous studies on Newport Town Centre and Carisbrooke High Street by Creative Interpretation in 2017¹⁵ and 2018, identified the need to improve the environment for pedestrians for: both accessing the shops and walking through the town. They identified the street clutter (signage posts, guard rails) parked cars and narrow pavements as key barriers to movement for pedestrians. These issues were reconfirmed by the project feasibility workshops in February 2021 and later by the workshops with the Community Co-design Panel.

6.4.2. The Local Cycling and Walking Infrastructure Plan (LCWIP), Isle of Wight (Newport and Ryde) 2020-2030, identifies Newport Town Centre as a 'Core Walking Zone' (as shown on page 2, LCWIP IoW 2020-2030). This zone roughly corresponds to the Town Centre boundary, as shown on the Local Plan Policies Map and with an average 10min/1km walking ped-shed. The Project Area sits within the centre of this 'Core Walking Zone'. The

LCWIP currently proposes a series of 13 key walking route improvements, the majority of which lead into the town centre walking zone (like the spokes on a bicycle wheel, with the town centre at the centre). Improvements to the identified walking routes and the proposals emerging from this concept masterplan should be mutually supportive, connected where possible, and create a better walking environment overall for Newport.

6.4.3. To meet the needs of a wide range of users, particularly the partially sighted, the following have been incorporated into the masterplan:

- Wide pavements free of clutter (with 'A' boards and bins and signs placed in clear zones, out of key walking routes).
- Tighten radii at junctions, to increase pedestrian space and slow vehicles.
- Contrast in paving materials and colours to help distinguish footways from carriageways, with a clear separation between footway and carriageway.
- Tactile paving and dropped kerbs/raised tables at key crossing points.

¹⁵ [4a Newport Pedestrian Audit Full Report CI Oct 2017.pdf](#)

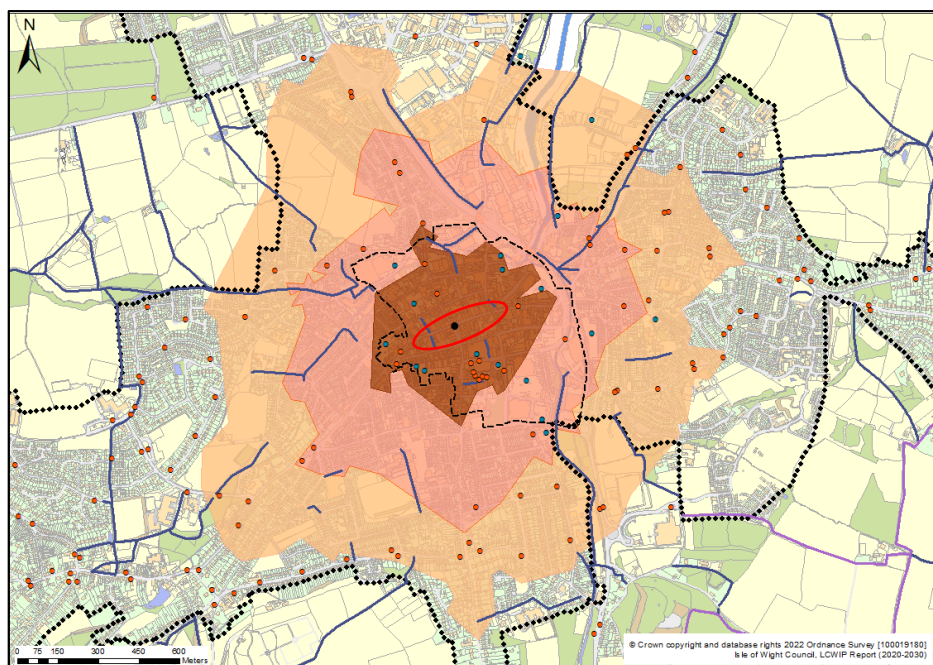


Figure 6.1 The site within the wider Newport walking network

6.4.4. To foster inclusive access¹⁶ it was agreed that the following should be retained or added to the proposals:

- On-street blue-badge parking bays.
- Regular placing of seating and an increase in number of seats, throughout the area.

6.4.5. The workshops also highlighted the need to ensure that Public Toilets were convenient to access. There are existing newly refurbished Public Toilets in Post Office Lane, and the location of these should be signposted. There are also Public Toilets in Church Litten Car Park.

6.4.6. Key findings addressed in the concept masterplan:

- Widen narrow pavements: current pavements widths are narrow and can make passing other pedestrians difficult. Giving clear milling/external display space for the shops and clear walking zones, and street furniture zones is important. Manual for Streets 1 recommends that minimum footway width should be 2m and footway widths greater than 2.5m allow space for socialising and chatting. (Refer to Paragraphs 6.3.22 and 23, page 68, MfS1¹⁷)
- Reduce clutter: e.g., signs, guardrails, and parking meters, which hinder movement and/or reassign street furniture to clear and predictable zones (this will also help with reducing clutter that visually detracts from the quality of the building frontages and key views).

¹⁶ To comply with Disability Discrimination Act 1995 (DDA)

¹⁷ [Manual for the Streets \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/424122/Manual_for_the_Streets.pdf)

-
- Provide more opportunities for rest: i.e., increased seating for the mobility impaired, in clear zones, with other street furniture, such as bins, planters and cycle hoops. Keeping street furniture to zones, in consistent locations in the street, also enables easier navigation of the footway by those with mobility and sight impairments.

6.4.7. It is important to note, that to be able to accommodate wider clutter free pavements existing operations need to make space for these, and there will need to be a subsequent reduction in either carriageway width and/or removal of on-street parking. The removal of on-street parking can be an emotive issue, with concerns expressed over possible:

- negative impact on the local economy and
- difficulty that may be incurred for those with mobility impairments, where they are not eligible for a blue badge designation.
- potential loss of revenue for the council.

6.4.8. Living Streets and Sustrans have provided examples of research into the effect of increasing walking and cycling infrastructure, on the local economy. 'The Pedestrian Pound' by Living Streets first published in 2013 and updated in 2018¹⁸ indicates that there is a growing body of evidence that *"public realm investments deliver significant, cost-effective benefits to consumers and businesses."* (page9, 'The Pedestrian Pound' Living Streets 2018.) and the report provides case studies, where improvements to the public realm, have increased

footfall, town centre and retail unit occupancy and boosted commercial trade. The Isle of Wight Council currently collects and publishes data on footfall and commercial activity in and around the town centre and it is recommended that this data continue to be observed for the potential impacts that the proposals could exert on economic activity.

¹⁸ [pedestrian-pound-2018.pdf \(livingstreets.org.uk\)](https://www.livingstreets.org.uk/pedestrian-pound-2018.pdf)

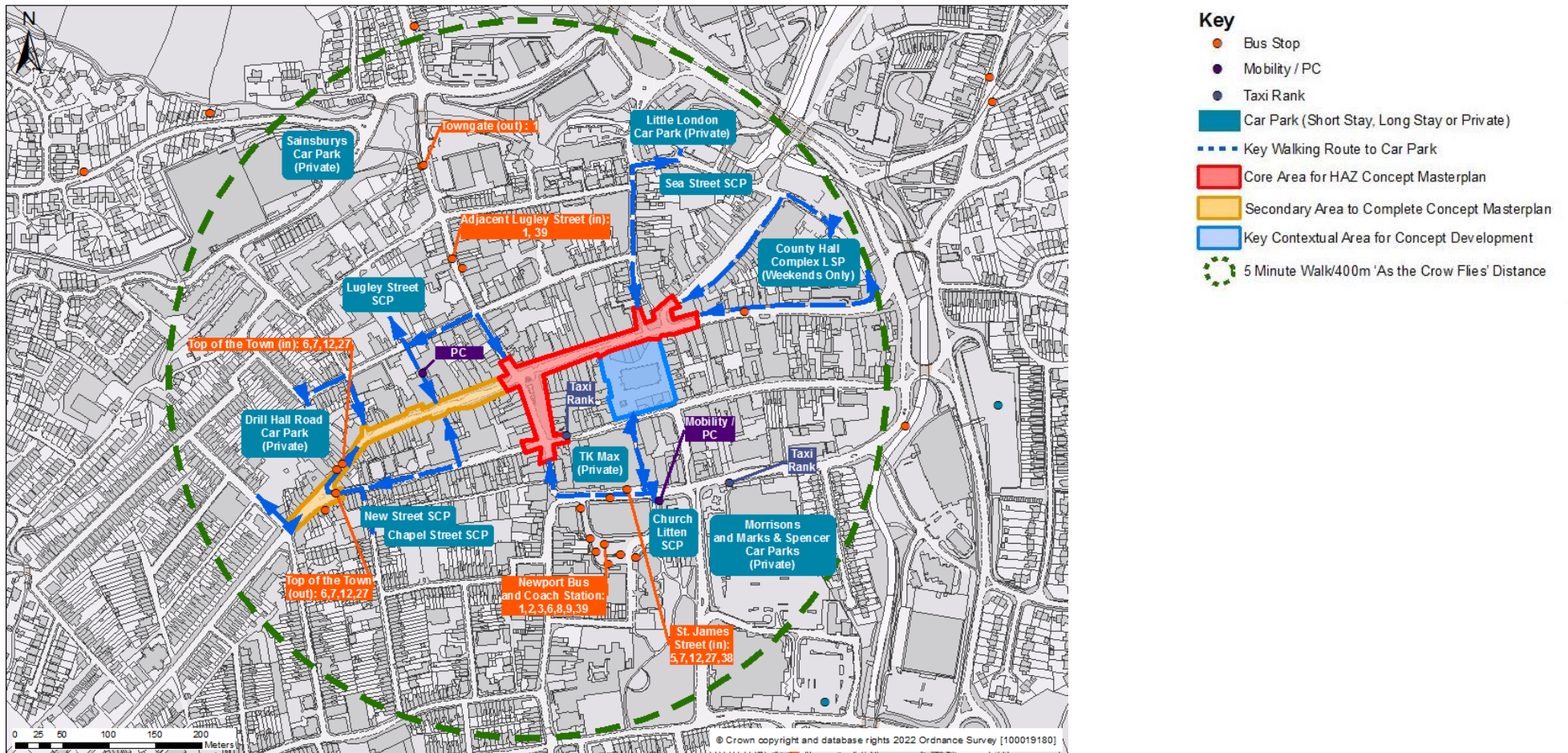


Figure 6.2 Plan showing site extents with a 5minutes/400m walking distance: demonstrating ease of access to the local short stay and long stay car parks, taxi ranks and to the public transport (bus) network

6.4.9. There are six existing car parks, a combination of short and long stay, managed by the Isle of Wight Council, all within a two-to-five-minute walking distance from the Queen Victoria Memorial in St. James's Square. The Isle of Wight Parking Strategy by wyg 2016-2021¹⁹ identified that some car parks were not operating at capacity. There are also in the region of five privately owned and managed car parks within the same five-minute walking distance of the Memorial. It can be concluded that there is a sufficient provision of car parking opportunities within the town centre, possibly an oversupply. There are sufficient spaces available to offset any lost from the removal of on-street parking in the High Street, and that spaces are within a comfortable walking distance for most users. It is recommended car park usage be reviewed by Isle of Wight Highways, with a view to developing a strategy that supports the town centre, promoting an increase in shopper dwell time with an appropriate pricing strategy along with enforcement of parking infringements.

6.4.10. It was noted that on-street parking in the High Street was one of the most well-used on the Island. Tables 3.11 and 3.12 in the Isle of Wight Parking Strategy (pages 26- 27) show revenue from on-street, short stay, Pay & Display (P&D) parking in the High Street was some of the highest in the Island²⁰. Currently there are 60 short stay parking spaces on the High Street and Carisbrooke Road, between Drill Hall Road and A3020/Medina Way. In Phase 1 of the concept masterplan, approximately 22 spaces would be lost, but three new blue badge spaces added. In Phase 2, in St. James' Square, there would be no change to

parking arrangements. Phase 3 shows a reduction of five standard P&D spaces. In Phase 4, seven standard P&D spaces would be converted to pavement, with three blue badge spaces retained and Phase 5 would remove 10 spaces from Carisbrooke Road/High Street. In the long-term this would result in 16 standard P&D spaces remaining on the High Street, to the East of Guildhall, near County Hall. With the long lead-in time for each phase, the reduction in on-street parking would be achieved slowly and incrementally. There are no proposed changes to the on-street parking in Pyle Street or St. James's Street. There are modest alterations to on-street parking proposed for Holyrood Street, with three bays converted to blue badge use and modest alterations to on-street parking at the top end of Quay Street to accommodate vehicle turning, otherwise Quay Street on-street parking would remain as per current arrangements.

6.4.11. The proposals to widen pavements result in reduced space for on-street parking, and the following compensatory measures and strategic approach to town centre management should be considered to ensure parking proposals are successful:

- blue badge parking is retained and increased in number, with updated dimensions to parking space widths.
- promotion of the existing and numerous car parks, long and short stay, in and around the town centre is addressed with a suitable pricing structure, to compensate for lost revenue from the proposed reductions to on-street parking in the High Street.

¹⁹ [ISLEOFwightparkingstrategy20162021wyg.PDF](#)

²⁰ although data was from 14/15.

- review of the signing strategy around the town centre to direct drivers to the car parks be reviewed and recommendations for updates to the wider signing be implemented.
- the Public Toilets should also be clearly signposted.

6.5. Movement and Access: Cycling

6.5.1. A study by Creative Interpretation 2018²¹, identified a poor cycling environment in Newport Town Centre, classifying the High Street and St. James's Street, as being only suitable for confident or very confident cyclists, with Holyrood Street and Quay Street being suitable for most users. The barriers to cycling in the town centre being:

- Heavy traffic on key routes
- The one-way system around the centre of Newport.
- Lack of clear joined up cycling network.

6.5.2. There is currently a low level of cycling in and around the town centre, but a latent desire to increase cycling, has been expressed, with 76% of respondents to an attitudes survey saying they would like to cycle more²². It is also worth noting, that with a very gentle topography and with Newport being a compact town (with most residential areas within a comfortable 20-minute cycle distance), improvements to cycle route infrastructure has the potential to facilitate an increase in cycling to, from and through the town centre, for local trips, especially if combined with a wider package of cycle

improvements. Improved cycle infrastructure would also benefit eco-tourism and put the town centre in a better position to take advantage of visitors on cycling holidays or tours.

6.5.3. Two National Cycle Network Routes run through Newport town centre and close to the project area. They are:

- National Route 22 between Newport and Farnham
- National Route 23 between Basingstoke and Shanklin, via Southampton, Cowes and Newport.²³

and are shown on figure 6.3.

6.5.4. The existing cycle infrastructure within the project area and immediate adjacent roads is:

- several key routes:
 - primarily West-East Route of NCN 22 on Lugley Street and Crocker Street
 - primarily North-South Route of NCN 23 that runs along Medina Way to the East of the Project
- groups of cycle hoops reasonably sited in terms of use.
- advance stop lines and 'tails' at several junctions. Although these were installed some time ago and no longer meet current standards as described in LTN 1/20.

6.5.6. The LCWIP for the Isle of Wight (Newport and Ryde (2020-2030) proposes improvements to cycle infrastructure in and around Newport Town Centre, as shown in figure 6.3 adjacent²⁴. The

²¹ [5a Newport Cycling Survey CI March 2018.pdf](#)

²² [5b Newport Cycling Attitudes Survey CI 2018 Report.pdf](#)

²³ [Hampshire & Isle of Wight Cycle Map 6 | Sustrans Shop - Shop.Sustrans.org.uk](#)

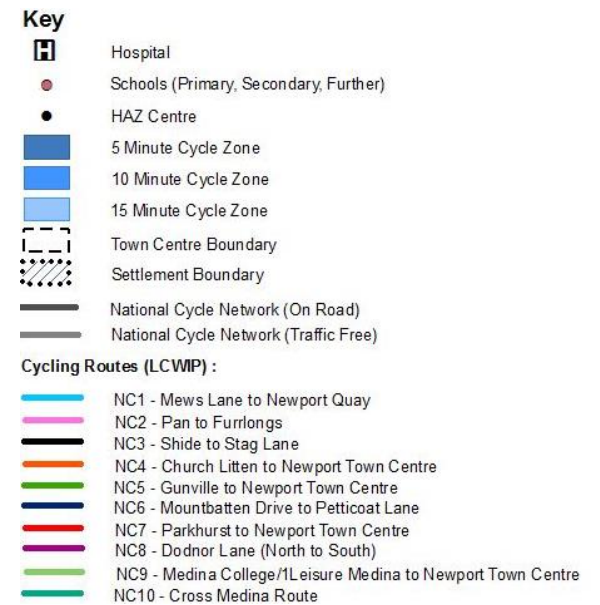
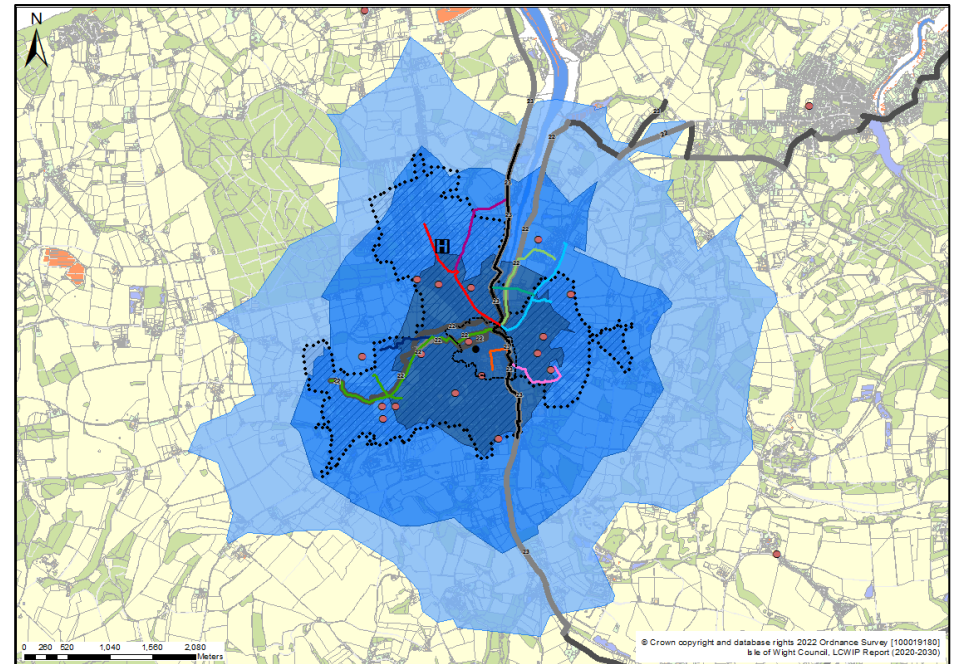
²⁴ [LCWIP Document with Appendix A-H.pdf](#)

ten routes shown encompass a combination of new sections of routes and or upgrades to existing routes. The proposals developed for this project would support the LCWIP generally, but specifically the routes that link to the town centre:

- NC3: Shide to Stag Lane
- NC4: Church Litten to Town Centre “Supporting measures to reduce traffic and improve permeability on surrounding streets would maximise the impact of this route”. (Page 65, LCWIP IoW 2020-2030) and
- NC5: Gunville to Town Centre: where it is on road for the whole length of Crocker Street, from Mill Street to Holyrood Street, and at the junction of Crocker Street and St. James’ Street.

To ensure a fully integrated network, it is recommended that the next review of the LCWIP addresses links from these routes to the High Street and St. James’ Street. See figure 6.4.

Figure 6.3. The site within the wider Newport cycling network.



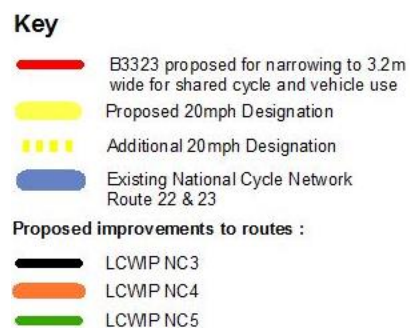
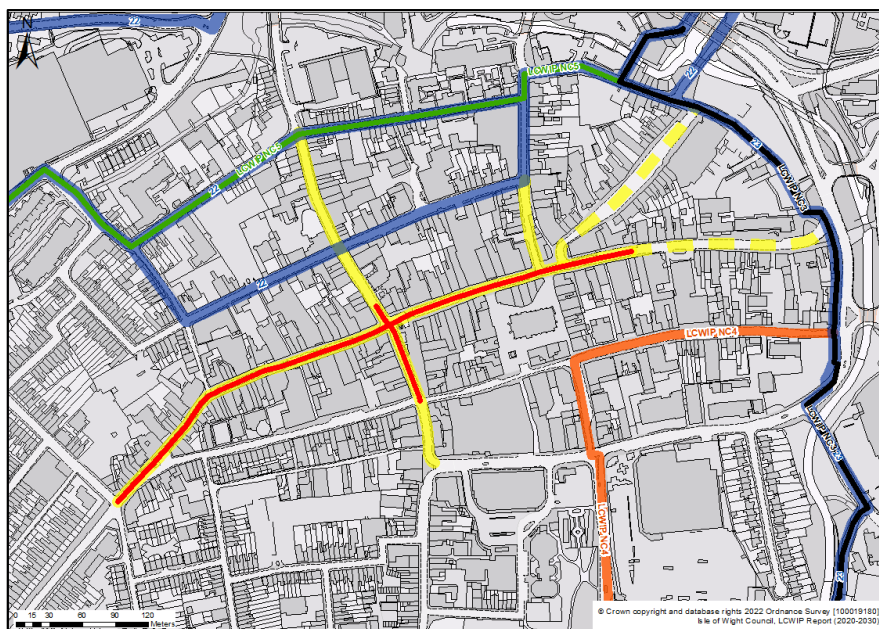


Figure 6.4 Relationship of site cycle infrastructure to LCWIP cycle infrastructure improvements and existing National Cycle Network designations.

6.5.7. Key measures proposed to improve cycle infrastructure in the masterplan area are:

- Narrowing the carriageway on the key routes:
 - one-way West to East along the High Street.
 - South-North-St. James’ Road
 to a standard width of 3.2m so that cyclists share the carriageway with motorised vehicles (and accommodate a wide range of vehicle types that occur on the Isle of Wight, such as buses, service vehicles and tractors) in accordance with LTN 1/20. These critical dimensions make overtaking difficult and thus provide a safer environment for the cyclist, (although traffic volumes are currently too high, in excess of 2,000 vehicles per day).
- Increasing the amount of cycle parking facilities, with increased numbers of hoops, in clear locations, at pertinent dismount areas.
- Proposing a 20mph zone:
 - on the High Street/Carisbrooke Road, from the junction with Drill Hall Road just beyond the Guildhall/Quay Street Junction.
 - North-South in both directions from junction with Crocker Street/Lugley Street to the junction with Pyle Street and South Street (B3323).

6.5.8. Other cycle infrastructure options considered but discounted were:

- Shared cycle/pedestrian routes: this option is generally discouraged in areas where pedestrian numbers are high, due to potential conflict, as would occur in a primary shopping area, such as Newport Town Centre.
- Segregated cycle routes and a contraflow route on the High Street: due to insufficient road widths and the

potential for visual clutter and trip hazards and pedestrian/cycle conflict make these options unsuitable for this area.

6.6. [Movement and Access: Public Transport \(and Emergency/maintenance vehicle access\)](#)

6.6.1. Southern Vectis is the sole bus operator on the Isle of Wight. All information on bus routes and bus stops was obtained from the publicly available information on 'Island Buses' website²⁵ and site survey. There has been no direct communication with the bus operator.

6.6.2. This project makes no proposed changes to the bus routes or bus stop locations within or near the site extents (apart from minor adjustments to adjacent pavement widths). The existing known routes and bus stops have been plotted and accommodated into the masterplan proposals. Tightening carriageway widths may assist in making overtaking buses less possible.

6.6.3. As part of this project, traffic data has been collected and modelled using Linsig²⁶ for the key junction within the town centre, that is: the B3323/High Street and St. James's Street junction, to determine initially whether the existing junction operates within capacity (i.e., whether the traffic queue at the commencement of the green time is able to discharge fully or whether there is a residual queue). The existing model was prepared for both the am and pm peaks using sample data

which indicates that the junction currently operates with spare capacity, more so in the pm peak. Currently the South bound route from the junction with High Street to the junction with Pyle Street permits access to Buses, Taxis and Cycles only. A further run of the model is proposed to verify the current position and to indicate the effects of the following changes:

- a. St. James' Street: N-bound route, becomes only buses, taxis, and cycles. Other vehicles restricted.
- b. S-bound route which currently takes only buses, taxis and cycles stays same.
- c. W-E High Street stays same.

6.6.4. There are no train stations in Newport nor train line running near or through the town centre. The nearest ferry ports are East and West Cowes, and Ryde Esplanade at approx. 8km and 12km distances respectively (which appear as destinations on the national rail network but are ferry port destinations). The nearest preserved steam train station is Haven Street Station (6.4km walking route/8km by road to the East) to the East of the Town Centre.

6.6.5. Currently there does not appear to be a residential collection within the site extents possibly due to low number of residential properties within the site. But with the potential for residential development/conversions to occur there is potential in the future for domestic waste collection. In the adjacent residential areas, e.g., Drill Hall Road and Quay Street, residential waste collection is on Fridays with small black

²⁵ [Southern Vectis - The Island's Buses \(islandbuses.info\)](http://islandbuses.info)

²⁶ [LinSig - Wikipedia](https://en.wikipedia.org/wiki/LinSig)

wheeled bin for general waste and large green wheeled bin for recycling. Business and commercial collection by IoW with Amey link below and or other commercial Waste Services operators such as Biffa Waste Services²⁷ From survey returns it appears that commercial waste collections occur Monday to Friday and predominantly in the morning, mostly before 9am, but occasionally later in the day. Standard waste collection bin size appears to be 660l, smaller businesses may use bag collection.²⁸ The proposals developed are deemed to have a negligible effect on current waste collection practices.

- 6.6.6. The proposed concept design has been checked against tracking requirements for a range of delivery and emergency vehicles and buses and have been included in Appendix 3 (a separate document to this report).

6.7. Movement and Access: General Motorised Traffic

- 6.7.1. B3323 passes through the Town Centre along the High Street. It is one of the key network routes serving the town and Island as a whole. The key junction that required traffic modelling is the junction of the B3323/High Street and St. James's Street. The data was collected November 2021 by Obtrada. The traffic counts carried out in November show a weekday average daily flow of 5010 vehicles on High Street to the west of the St James St junction and 2219 on St James St. Recent speed surveys indicate that the vast majority of vehicles (85%) in High Street and St James St are travelling at or below 20mph throughout

the day, with speeds in excess of this largely confined to quieter periods i.e., overnight.

- 6.7.2. It is beyond the scope this project to make any significant changes to the wider highway network, and so it is assumed, that current levels of access along the B3323/High Street and St. James's Street, will be maintained, including local agricultural vehicles. It is understood that the Isle of Wight is also considering options for alterations to wider traffic movements.

- 6.7.4. Key changes that will be modelled using Linsig:

- Proposal of North Bound Bus, Taxi, Cycle Lane, with general traffic prohibited.
- Longer Pedestrian Phasing periods on key controlled crossing points around the Junction.

- 6.7.4. A significant series of Traffic Regulation Orders covering the movement network were put in place in the 1980's and have remained largely unchanged since. The extensive network of one-way streets is shown in figure 6.5. Key routes within the site extents and immediate environs are:

- West to East on High Street
- East to West on part of Pyle Street
- East to West on Lugley Street and
- West to East on Crocker Street.

- 6.7.5. It is not anticipated that the proposals for alterations will impact significantly on the wider movement network volumes

²⁷ [Business and Commercial Waste and Recycling Services - Service Details \(iow.gov.uk\)](https://www.iow.gov.uk/business-and-commercial-waste-and-recycling-services-service-details)

²⁸ [Waste Management Solutions | Isle of Wight, South Central of England | Biffa](#)

and capacity. It is considered beyond the scope of this project to propose significant alterations to the one-way systems that would have potential knock-on effects to the highway network that sits outside the project extents.

6.7.6. Modest changes to the movement network are proposed within the project extents, to facilitate an improved pedestrian environment and provide clear and easy to understand vehicle movement routes, that tie- in effectively to the existing movement network beyond the site extents. Key changes that are proposed to the highway:

- Converting Holyrood Street (from High Street to Lugley Street) from two-way to one-way, North bound/away from the High Street.
- Converting a short section of Quay Street from two-way to one-way for the section of street, as it wraps around the Guildhall, with the direction being North bound/away from High Street.

It is not envisaged that these proposals will have a significant impact on traffic movements beyond the project extents, expect minor/moderate behaviour change for established users of Quay Street and Holyrood Street.

6.7.7. There are currently five loading bays within the site extents and a further five within neighbouring streets in the Town Centre. One bay in a key location, adjacent to the Queen Victoria Memorial has been closed to use, since the start of the COVID pandemic in 2020, and there have been no known complaints regarding loss of this facility. A significant number of proprietries/businesses within the town centre also have private

off-road parking/delivery space, accessed predominantly from roads running parallel to the High Street, i.e., Pyle Street and Lugley Street, and in a few cases, from Mill Street, Holyrood Street and St. James Street. In St. James' Square the properties facing the square do not have any rear serving or delivery access. These properties will be more reliant on the loading bays in the High Street and Pyle Street. In June 2021, a survey questionnaire was issued to approximately 200 local business premises and residential properties in the site project area and adjacent streets, seeking confirmation of loading bay use and/or other loading/unloading locations that are required to support businesses. There were nine responses, providing inconclusion evidence of loading bay usage overall, and a summary of those responses can be found in the Appendix 4. With the low number of responses returned it is advised that further consultation is carried out with relevant retailers, during the next stage of Detailed Design, for each Phase, as it comes forward, to confirm delivery requirements.

6.7.8. Proposed alterations to loading bays within the site extents are as follows:

- Extinguishment of the loading bay adjacent to the Queen Victoria Memorial in St. James' Square (as part of Phase 1 or 2).
- Extinguishment of the loading bay on the High Street opposite the junction to Quay Street (as part of Phase 3).
- Alteration of location of the loading bay at the top end of Quay Street, from the side of the Guildhall to the other side of the road, to tie in with proposed alterations to access to Quay Street (as part of Phase 3).

The extinguishments are considered suitable due to their proximity to other loading bays that will be retained, so users will not be unduly disadvantaged by their removal, and the loading bay adjacent to the Memorial, has not been in use for since early 2020, with no known issue. The remaining loading bays within the project area will be retained with minor alterations to locations with an increase in size, to suit modern standards.

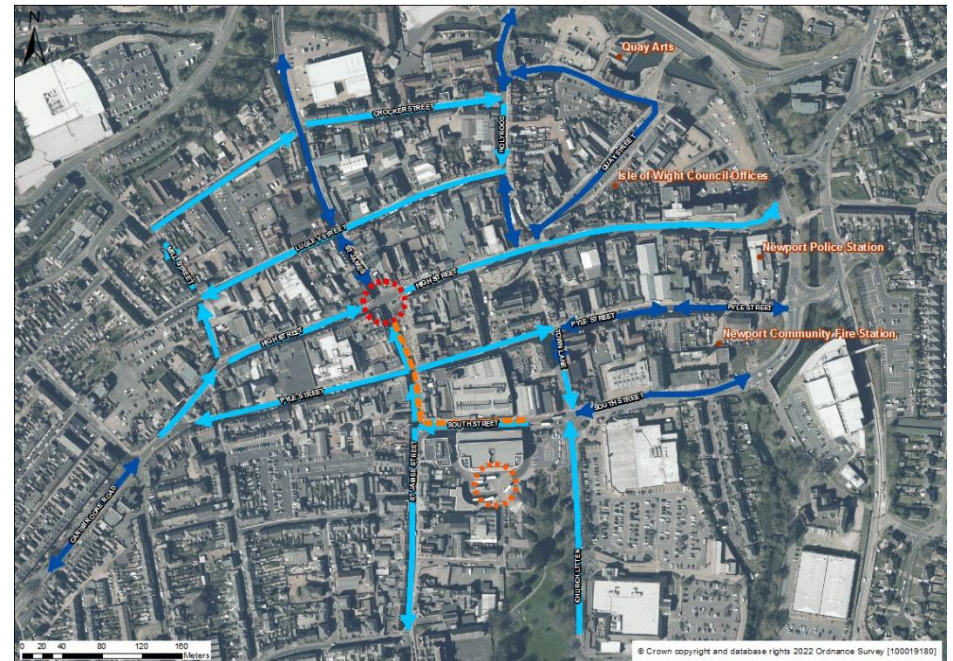


Figure 6.5 Plan Showing one-way system around the town centre and key junction for the purpose of modelling capacity.



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30 Figure 6.6. View of St. James's Square with the Queen Victoria Memorial in the foreground. Photograph taken circa 1903. Copyright The Francis Frith Collection.

6.8. Public Realm: Historic Quality and Green Infrastructure Opportunities

6.8.1. The site sits in the centre of the historic core of Newport and this history plays a significant role in the architectural quality and in defining the shape, size and location of the public spaces, the street pattern, and connectivity.

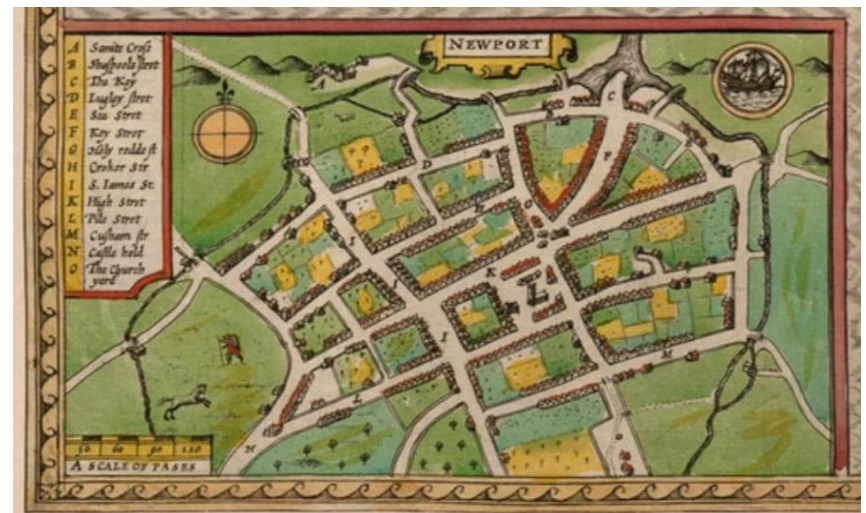
“Newport’s character relates heavily to its medieval street pattern and history as a market town. The tightly knit form of the streets, the two public squares and presence of the parish church of St Thomas support the area’s identity as the Island’s capital town.” (Page 2, Newport Conservation Area Appraisal, 2007)²⁹

6.8.2. The historic core of Newport developed as a medieval market town, early in the 12th century: the road layout appearing in its present form on the 1611 Speed’s Map (figure 6.7). The two public squares are both original medieval open spaces. St James’s Square was home to “The Beast Market” which took place there from 1532 to 1927. The space was also the Newport bus terminus before the bus station was built in South Street. Buildings around St. James’s Square have been historically of high status, and this persists today with: The County Club and numerous banks and building societies. Relating to its original purpose as a market for the sale of livestock, the square remained open with a simple utilitarian surfacing for many years (with stone cobble fringe around the Memorial). In the more recent years, as traffic levels have

grown, stronger delineation areas for pedestrians and vehicles have become more apparent in the detailed layout and surfacing. The three raised planters in the middle of St. James’ Square (which are not listed), were constructed between 1955-1970, and brought some permanent greenery to the square for the first time. They were built to provide civic amenity whilst also acting as part of a traffic circulatory system and were later absorbed into a broader pedestrian area on the Eastern side of the Square. The two birch trees in the square are likely to have been planted as part of the pedestrianisation of the eastern side of the Square circa 1990.

6.8.3. Newport conservation area was designated 1969 and was re-evaluated and amended in 2007. The public realm project area sits within the Historic Town Centre for which a Character Appraisal Map was produced in 2007 (see figure 6.11). The Character Appraisal Map describes valued views and vistas, and the locations of key landmarks, listed buildings and buildings of special character and this has informed the concept masterplan.

Figure 6.7 Speeds Map of Isle of Wight, inset of Newport, 1611



²⁹ Page 2 Newport Conservation Area Appraisal, 2007

6.8.4. Key buildings and landmarks within the site extents being:

- The Queen Victoria Memorial, designed by Percy Stone erected in St. James' Square circa 1902 (Grade II listed)
- The Guildhall, designed by John Nash (Grade II*) 1819, with later addition of Clock Tower in 1887
- The County Club, possibly designed by John Nash (Grade II*) 1811.

Sts. Thomas Minster, Newport Minster, which sits just outside the project extents, has a relationship with the site through glimpsed views (and pedestrian movement into and around St. Thomas' Square) and is considered in the development of the concept masterplan. Rebuilt in 1854-5 the Grade I listed church remains an important landmark, which together with the surrounding buildings that define St. Thomas' Square, forms a historically significant part of the town.

A minor landmark within St. James' Square is a bronze portrait head of Earl Mountbatten mounted on a stone plinth in the middle-raised planter of the three in the Square. Earl Mountbatten was the Governor of the Isle of Wight from 1965 to 1979 and the bust was unveiled by HRH Prince of Wales in 1982. The bust has no listing, but it is an attractive feature and minor focal point, that would benefit from better siting, as it is inconspicuous in the planter.

6.8.5. In addition to the listed buildings and memorial described above there are a further 35 Grade II listed buildings in the site extents, with an additional five buildings/building groups identified in the Conservation Area Appraisal as being of special character. With the buildings fronting directly onto the street,

most of these building facades will be viewed obliquely by pedestrians from the street. This is particularly significant in the length of the High Street from the Memorial to Guildhall Square.

6.8.4. Maintaining clear and uncluttered views to these landmarks and key building frontages is important in that it helps to reinforce Newport's status as a County Town and improve the quality of the shopping experience. To present uncluttered views the rationalisation of street furniture and the removal of items, such as outdated signage, posts and poles, guardrails, and parked cars, is required. Where necessary street furniture, such as bins and seating, will be placed in furniture zones and in unobtrusive locations.

6.8.5. The Conservation Area appraisal states that the *“visual appearance of the town centre is let down significantly by a disorganised and patchy variety of paving, in modern, unsympathetic materials. Many of the footways are concrete paved in several styles. Buff and sand co*

loured herringbone brick paving is also widely used throughout the town centre and tactile paving is common at road crossing points. Bollards, railings and excessive street signage have combined to form a cluttered, busy street scene.” (Page 5 Newport Conservation Area Appraisal, 2007).

6.8.6. Existing streetscape materials of high quality are limited but the Conservation Area description notes that: there is a relatively discrete area of natural limestone flag paving to the northern side of St. Thomas' Church and broad silver-grey granite kerbs through the area (described as original, with some kerbs lines

likely to date back pre-1900, based on observations of historical photographs). In terms of material choices going forwards, it is considered appropriate to retain granite kerbs as a key feature, as they assist in reinforcing the status of the town, they are very durable and provide a strong edge and visual contrast between carriageway and footway. Pedestrian paving choices will pay reference to the limestone flag paving by using the stretcher bond paving pattern, and larger paving slab sizes used throughout all the footways and pedestrian squares, to create a consistent, simple, and higher status effect than the small block, and opting for a light/mid-grey grey or buff slab. Due to cost and need for non-slip surfacing a suitable quality precast concrete paving slab in a grey/pale colour is suggested. An example from Bedford Place, London, demonstrates that viewed obliquely and from mid- and longer distances, it can be hard to tell the difference between natural stone and concrete paving flags. The bollards are also distinctive and unusual features, seemingly specific to the Isle of Wight, and whilst there will be a general reduction in clutter, when bollards are required, this type is proposed.

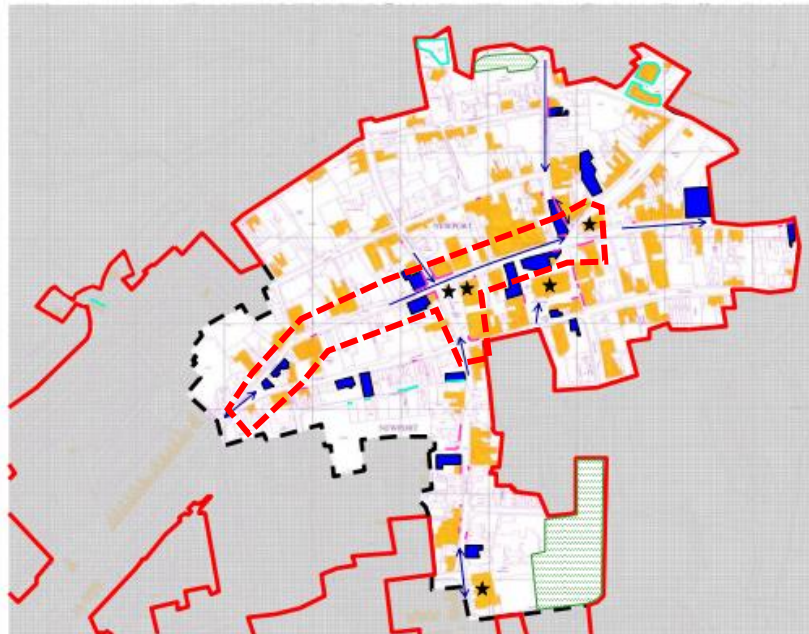


Figure 6.8. Limestone paving in St. Thomas' Square

Figure 6.9. Granite kerb in High Street

Figure 6.10 Bedford Place, London, concrete flag paving on left and a natural stone paving on the right.





**HISTORIC TOWN CENTRE
CHARACTER APPRAISAL MAP
NEWPORT**
Conservation Area Revision
September 2007

Not to scale.



- Newport Conservation Area Boundary
- Character Area boundary
- Green spaces of special character
- Views and Vistas
- Landmarks
- Listed Buildings
- Buildings of special character
- Shop fronts of merit
- Warehouse and other ancillary buildings

Figure 6.11 Historic Town Centre Character Appraisal Map showing listed and special character buildings and key views and landmarks

- 6.8.7. There are no Scheduled Ancient Monuments (SAMs) within the site extents. The nearest SAM is the remains of Newport Roman Villa to the South of the site extents, with Carisbrooke Castle; Carisbrooke Romano-British Villa and Clatterford Roman Villa to the Southwest. But it is important to note that archaeological remains have been found previously during construction projects in and around the town centre, for example in Pyle Street. Close liaison with the Isle of Wight Archaeology Team, will benefit the next stages of the project.
- 6.8.8. Other than the building and historic designations described above, there are no further environmental designations within the site extents. The nearest environmental designations are associated with the Medina Valley, to the Northeast, just beyond Quay Street. See figure 6.12 and 6.13 for Local planning policy and environmental designations, within the wider Newport area.
- 6.8.9. The site does not lie within an area with a known risk of flooding. To the North of the town centre, there is an area of land associated with the Medina Valley and feeder tributaries, which sits within Flood Risk 2 and 3 zones, and therefore may be prone to flooding incidents, but these are very unlikely to impact on, or be impacted by any proposals for the project site.
- 6.8.10. Litten Park, to the Southeast of the site, is a historic green open space within the town centre and is also the only green space within the town centre, and as such the civic amenity for tranquil rest, social interaction and events offered by the two Squares in the historic core becomes particularly important, with the opportunities for identifying suitable 'greening' also significant, where they can help to freshen the air quality,

provide light shade and reduce the noise and visual impact of vehicular traffic. Currently there is very limited greenery within the site extents, with raised planters and two trees in St. James' Square and a few very small annual bedding planters in the pavement outside Boots on the High Street.

6.8.11. The Conservation Area listing conveys the equivalent of a Tree Preservation Order status on the two silver birch trees in St. James' Square. The two trees help to provide light shade and freshen the air quality in the square, but obscure clear views towards the Memorial and the County Club. Due to the constrained site, in relation to the natural size of the trees, the birch trees have been pruned significantly to fit the space and have not been able to demonstrate their full form.

6.8.12. Proposals for green infrastructure are:

- Removal of the two existing birch trees and replacement with:
- Four new compact tree species in alternative locations within St. James' Square to provide dappled shade within the café and public seating areas.
- Alterations to the existing raised planters within the Square to provide greenery around the external sitting areas and clear space around the three landmarks.
- New large planters throughout the town centre, suitable for ornamental bedding and/or shrub planting.

6.9. [Public Realm and Placemaking: Use](#)

6.9.1. The current local plan identifies the town centre boundary and primary shopping frontage for Newport and shown in figure

6.12. As can be seen the site sits comfortably within the centre of the town. The buildings identified as primary shopping frontage are located facing on to the High Street and St. James' Square. In the past decade and longer there have been significant changes in the way people shop, and town centres have been impacted by this, first with the growth of out-of-town supermarkets and more recently with the growth of on-line shopping (and the pandemic seems to have accelerated changes). Many town centres have contracted and have needed to think creatively about what they offer. Newport, as the primary County Town has been well placed to withstand many changes, but still needs to be responsive and flexible to future changes. If there is a contraction within the town, the primary shopping frontage on the key streets are most likely to be the strongest to weather changes and will remain as the core shopping area, but the town may see an increase in other uses such demand for as residential dwellings.

6.9.2. Mary Portas (advisor to the Government on retail) is focused on what she has dubbed "the kindness economy", wherein she forecasts growth for high streets with an overarching philosophy that involves a contribution to making life better. In this model she sees fewer shops selling actual goods, and a far stronger focus on the experiential side of things –that takes in everything from escape rooms and nail salons to restaurants and street performers. According to Portas, in town, bricks-and-mortar stores are expected to survive if they are able to provide something beyond the purely transactional – excellent service that cannot be replicated online, expert knowledge, or a space where people like to get together.

6.9.3. To this end Newport town centre and the Heritage Action Zone status makes Newport well placed to respond to the changes in shopping behaviour, through support and promotion of the public realm as a place for entertainment and events, social exchange and for the encouragement of civic life generally, along with the growth of independent shops, and community and educational establishments, that offer excellent and personalised service. A public realm that is of good quality and well maintained is an important part of this offer.

6.9.4. The largest sector in numerical terms in Newport Town centre is retail, followed by the Accommodation and Food services sector and Arts and Entertainment in joint second place.³⁰ According to the Heritage Action Zone programme:

“The strong presence of the Arts, Entertainment & Recreation sector will help to deliver culturally-led regeneration in the town. The ONS data records only businesses registered for VAT and/or PAYE and evidence suggests that there are many smaller creative businesses that are not registered as well as self-employed people operating in the cultural and creative sector. The significant Accommodation & Food Services sector will facilitate the growth in tourism that is an objective of the Newport High Street HAZ scheme. Although the Town Centre is heavily dependent on retail and multiples are closing in Newport as in other high streets across the country, the presence of large numbers of independent shops in the Retail sector may help to make the HAZ area more resilient to further decline in high street retailing.1” (para 3.5, page 4, Newport HSHAZ Scheme Programme, Revised June 2020)

6.9.5. In July 2021, a draft Island Planning Strategy was published for public consultation. The final Island Planning Strategy will specify revised policies for the Isle of Wight’s development between now and 2038. Upon its publication, the policies referenced above from the Core Strategy of March 2012 may alter, but of note are the following policies from the March 2012 Isle of Wight Core Strategy. They are significant in the determination of planning applications in the town centre and provide a context of IoW planning intention for the town.

- DM2 Design Quality for New Development outlines expectations of development proposals in terms of design, function, access, safety, and adaptability. This policy states that development proposals which preserve or enhance a Heritage Asset, or the setting of a Heritage Asset will be supported.
- DM9 Town Centres outlines how proposals are expected to contribute to the diversity, choice, vitality, and viability of town centres. This policy references higher density, mixed-use development, and the importance of being sympathetic to the local design vernacular.
- DM11 Historic and Built Environment outlines the council’s support for proposals that positively conserve and enhance the special character of the Island’s historic and built environment. This policy references the demolition or substantial harm of

³⁰ [Newport HSHAZ Scheme Programme Revised June 2020.pdf](#)

both designated and non-designated heritage assets and their settings.³¹

6.9.6. Current known uses within the external spaces are shown on figure 6.14: along with key relevant uses for the buildings that border the public realm and highway spaces. Consultations carried out as part of the Newport Heritage Action Zone and as part of this work have indicated a desire to develop more opportunities for external events, such as music performances, with a rationalisation of café spaces and the inclusion of more public seating to help make Newport a place that people like to visit to be involved in community life.

³¹ For the full list of policies, the Core Strategy document available online at iow.gov.uk.

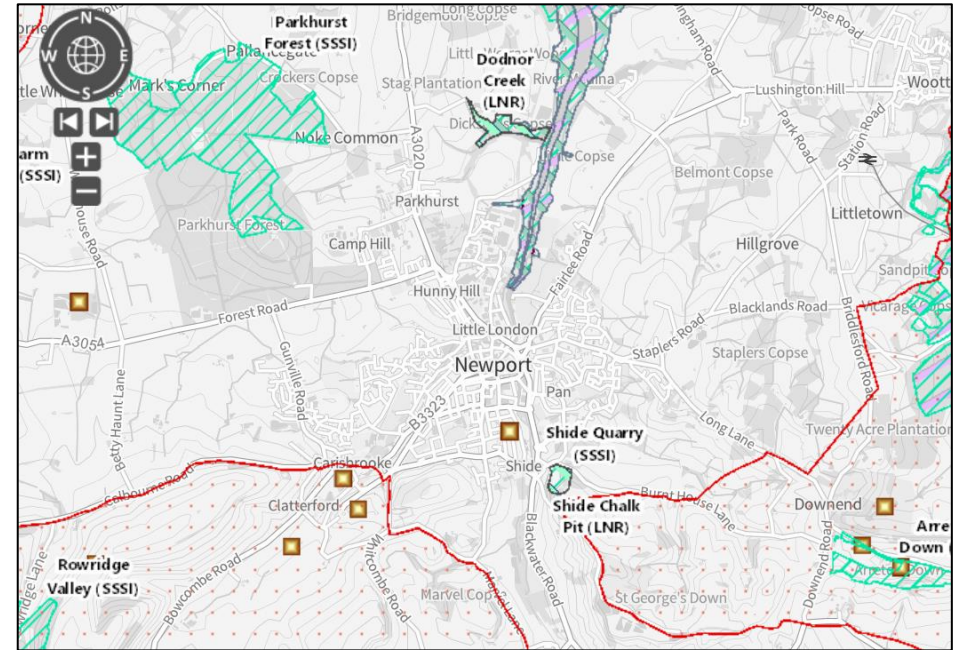
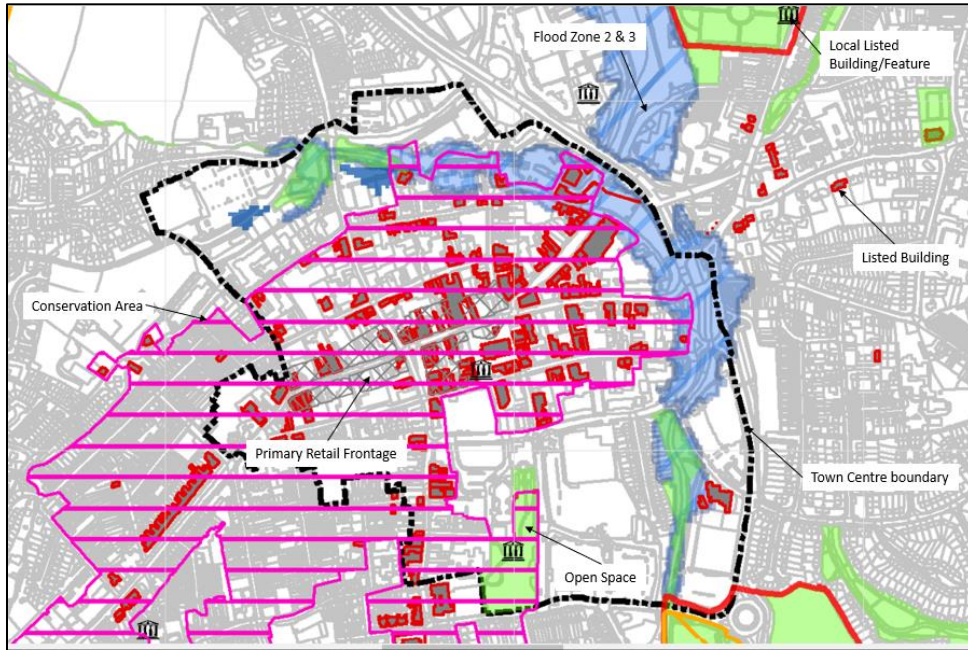


Figure 6.12 Planning Policy designations as they apply to the town centre. Image ‘snip’ from Isle of Wight Adopted Local Plan Policy Plan: Inset 1 – The Medina Valley Key Regeneration Area, Version 1, March 2012.³²

Figure 6.13 Environmental Designations in wider Newport Area. Image ‘snip’ taken from DEFRA Magic Maps.³³

³² [2776-Inset-1-Medina-Valley-Version-1-March-2012-v2.pdf \(iow.gov.uk\)](https://www.iow.gov.uk/2776-Inset-1-Medina-Valley-Version-1-March-2012-v2.pdf)

³³ [Magic Map Application \(defra.gov.uk\)](https://www.defra.gov.uk/magic-map/)

6.9.7. Legibility mapping has been carried out, to help identify key liner routes, landmark buildings and structures, nodes, and character areas. This is shown in figure 6.14. An important point to note is that nodes, which occur at the convergence of several key routes tend to be associated with a landmark feature (or several) and these nodes tend to function as civic spaces for formal or informal gathering (for events or socialising). The landmark building ‘anchors’ the space in that it helps people orientate themselves in the environment and the frontage and main entrance is usually the focal point for the space.

6.9.8. St. James’ Square and the Spaces around St. Thomas’s Square function as civic gathering spaces. The Guildhall was originally the Town Hall, and markets, such as the Butter Market were held in the space to the front. The convergence of Holyrood Street, Quay Street and High Street, in front of the Guildhall, result in a space which could and should be a civic gathering space, but the dominance of the through traffic has resulted in one board area of paving with little character, no clear function and little relationship to the principal building it fronts. But it has the potential to be a valuable civic space that works in tandem with the Guildhall, and reasserting this as a civic space is proposed in the concept masterplan. Providing a clear area for possible events in front of the County Club is also proposed for St. James’s Square.

6.10. Public Realm and Placemaking: Management

6.10.1. Landownership information provided by Isle of Wight Council, confirms that all the streets and public space within this project area (building façade to building facade), are the responsibility of the Highways in the Isle of Wight and Highways Regulations apply, and the spaces are managed under the Island Roads PFI.

6.10.2. Existing raised plant beds in St. James’s Square are cared for by Newport and Carisbrooke Community Council, who will need to be involved in plant bed alterations and species choice during the next stages of the project.

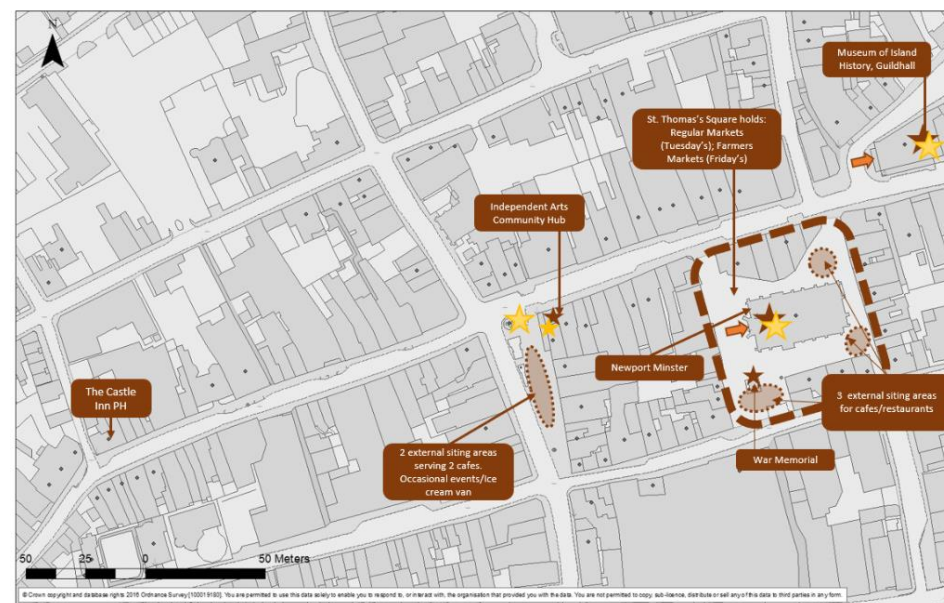


Figure 6.14. Relevant current land uses within the public realm and key buildings.

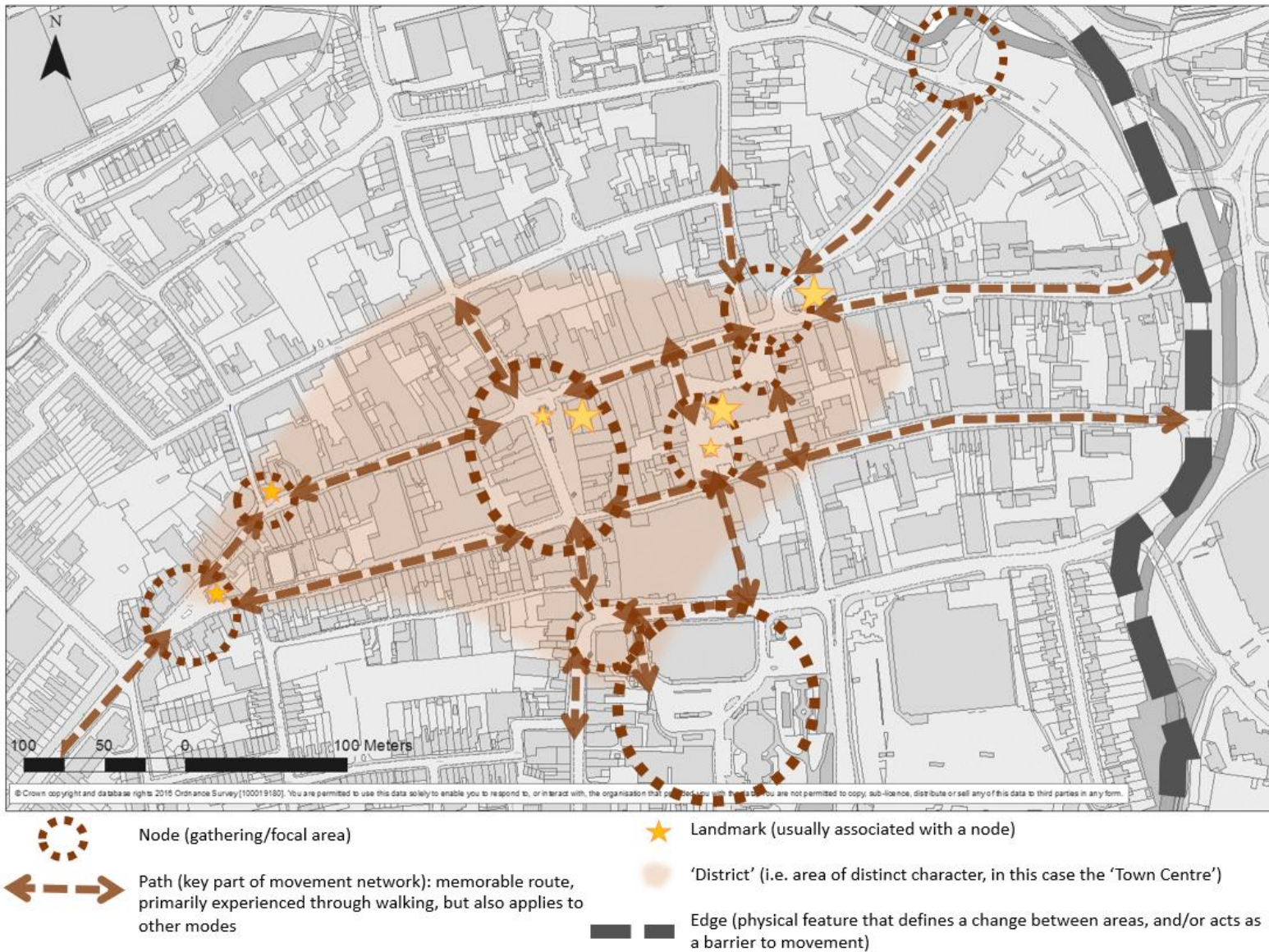


Figure 6.15 Legibility Mapping of the Site Extents

7 The Concept Masterplan and Key Themes

7.1 Overview

7.1.1. This section describes the concept masterplan, key themes and is the five identified phases³⁴, as follows:

Newport HAZ Programme:

- Phase 1: High Street (St. James' Street to Holyrood Street)
- Phase 2: St. James' Square and St. James' Street
- Phase 3: Guildhall Square

Additional Phases to complete the Public Realm Masterplan:

- Phase 4: High Street (Mill Street to St. James' Street)
- Phase 5: Carisbrooke Road (Drill Hall Lane to Mill Street)

7.1.2. The Newport HAZ Steering Group will consult publicly on Phases 1-3 in January-February 2021 and will consider Phases 4-5 at a future date, when funding becomes available, and wider traffic management projects that are under consideration by the Isle of Wight Council have developed further.

7.1.3. As described in the Inception and Feasibility Report, it was anticipated that the concept masterplan vision would exceed the sum of money currently available within the Newport Town Centre HAZ. The current proposals for Phase 1 are currently estimated to slightly exceed money available in the current budget, and further funding will need to be sought for Phases 2

and 3 soon. It is anticipated that Phase 3 will be associated with the refurbishment of the Guildhall building, which is part of another project being progressed by Isle of Wight Council.

7.1.4. Following approval of the Concept Masterplan by the HAZ Steering Group there will be a review of the work leading to the delivery of projects on the ground, that follow RIBA Workstages 3 to 6: Developed Design; Technical Design; Construction; and Handover and Close Out. Chapter 7 describes a timetable for delivery to meet HAZ expenditure deadlines, cost estimates and identifies the key risk issues to take forward into Workstage 3: Developed Design.

7.1.5. Also described are preferred materials and street furniture choices to take forward to detailed design.

³⁴ Which can be further sub-divided to suit funding availability.

7.2 The Concept Masterplan

Figure 7.1. Concept Masterplan for Heritage Action Zone: Phases 1-3



7.3 Key Design Themes

7.3.1 'Pedestrians, cyclists, vehicles: a better balance'

Managing vehicle traffic better to make the town centre more pedestrian and cyclist friendly to include:

- Moving kerbs to widen footways, to reduce the distance pedestrians must travel at crossings and to encourage lower vehicle speeds
- Allowing more time at traffic lights for pedestrians to cross
- Removal of some on-street parking on the central section of the High Street
- Possible restrictions on northbound through-traffic on St James Street between Pyle Street and the High Street.

For pedestrians:

- Civic space for civic buildings-designed spaces for gatherings, events as well as seating for visitors
- Improved crossings at St James/High Street junction (and potentially St James /Pyle Street)
- Continuous, widened footways for the busiest sections of the High Street (and potentially Holyrood Street)
- Improved crossings along the busiest section of the High Street
- Generous seating at regular intervals.

For cyclists:

- Clearer and safer routes on shared carriageway beside St James Square and along busiest section of High Street.

Improvements to include:

- consistent approach throughout the town centre with good signing
- removal of narrow on-carriageway cycle lanes
- narrowing of running lane to ensure drivers cannot overtake unsafely
- more cycle parking
- reduced vehicle speeds
- reduction of on-street parking, plus improved space provision for disabled parking and loading creating clear route through for cyclists and drivers.

For drivers:

- Generously sized disabled bays at regular intervals along the High Street
- Full size loading bays at regular intervals along the High Street
- Taxi rank retained at Guildhall.

Figure 7.2 High Street, Cheltenham



7.3.2 Civic Life promoted

Lowering the vehicle dominance within town centre provides:

- more space for socialising and events
- more space for window shopping and display and café life
- a better setting for important landmarks and attractive building facades, which help to show Newport's history and status as the Islands market town.

In addition:

- higher quality simple palette of materials used consistently throughout
- an increase in the amount of seating and the rationalisation of street furniture into consistent and organised locations and a reduction in clutter (supported by paragraph 12.2.3. Page 84, MfS2)³⁵and
- a modest increase in the amount of green infrastructure

help to make the Town Centre an attractive and physically comfortable place to visit and spend time in.

Figure 7.3. (top) Café quarter, Mill Lane, Cardiff: an example of designated cafe space with clear walkway through.

Figure 7.4. (bottom) Streetscape improvements in Hereford Town Centre, showing paving and kerb treatments which reduces visual dominance of the loading bay.



³⁵ [Layout 2 \(tsrgd.co.uk\)](https://www.tsrgd.co.uk)

Figure 7.5 and 7.6. Sections through High Street, showing wider footways, furniture zones and narrow carriageway with cyclists sharing space with motorised vehicles.



7.3.3 Materials and Street Furniture

- 7.3.3.1. Retention of broad silver grey, granite kerbs will be a key theme throughout the project area, with the order of priority being:
- keep existing kerbs where possible in key areas (depending on condition)
 - allow for new granite kerb to be imported to match existing, where needed
 - opt for Conservation kerbs if necessary to reduce cost in non-key areas/routes.
- 7.3.3.2. Main pedestrian paving material to be a mid-grey/buff standard concrete paving flag, laid stretcher bond. Exact size to be determined at detailed design stage. Where there are the occasional small areas of existing limestone flag paving these should be retained in situ.
- 7.3.3.3. It is proposed that the project will reuse and keep to same style of:
- Bollards (with an aim to reduce numbers where possible)
 - Cycle hoops (with additional cycle hoops proposed)
 - Bins (standard and segregated waste recycling bins)
 - Finger posts (with a review and update of locations signed towards)
 - Community noticeboard

They should be taken to work store during construction and repositioned on site, with refreshed paintwork, with a

contingency for replacements, if damaged or found to be in poor condition during removal. Colour to remain as black, with gold trim.

This approach is suggested for reasons of sustainability (reuse of materials) and cost. The existing street furniture is deemed to be appropriate in terms of style and visual prominence by the Community Co-design panel.

- 7.3.3.4. It is also proposed that the existing seating in St. James's Square is refurbished and repositioned, with additional seating in the same style purchased. In addition to the reasons described for bollards, hoops and bins, above, these seats are also comfortable. During construction seating should be:
- Lifted and stored
 - Metalwork repainted
 - Worn timber slats repaired or replaced

There are currently eight seats in the Square, and two additional seats are proposed, taking total to ten seats.

- 7.3.3.5. Existing brick-built seating in the western section of the High Street is currently proposed to be replaced by seating in a robust modern style. This style would continue through the eastern section of the High Street between the Memorial and the Guildhall, and these should co-ordinate with the proposed large rectangular planters.

-
- 7.3.3.6. There are no planned changes to the positioning of streetlighting and the existing traditional lamp columns should be retained (and refurbished as necessary).
- 7.3.3.7. Proposed new planters will be approximately 1.8m long x 600mm x600mm with black surface finish to match rest of street furniture. Example of suitable style as found in Romsey town centre.

Figure 7.7. Kerb style, in order of priority, left to right: 1) retain existing granite kerbs and channel blocks, 2) new additional granite kerbs were necessary, 3) Conservation kerbs in lower priority areas subject to cost.

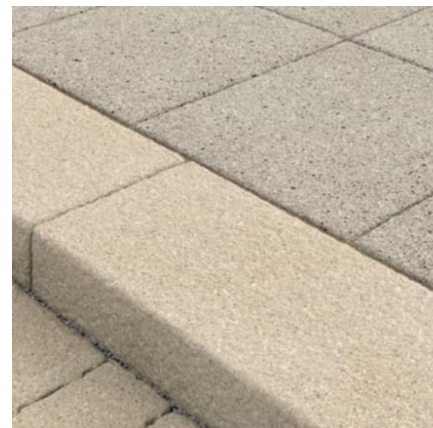
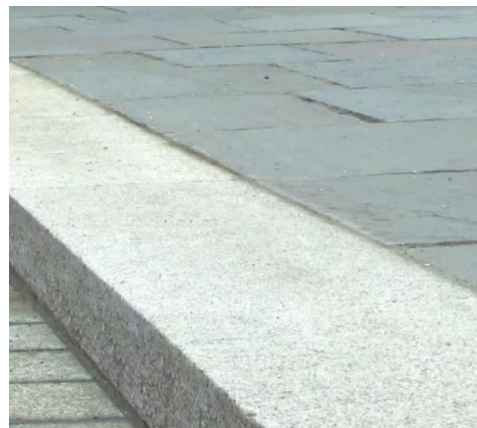


Figure 7.8. Images of preferred Street Furniture





Existing brick-built seating to be replaced.



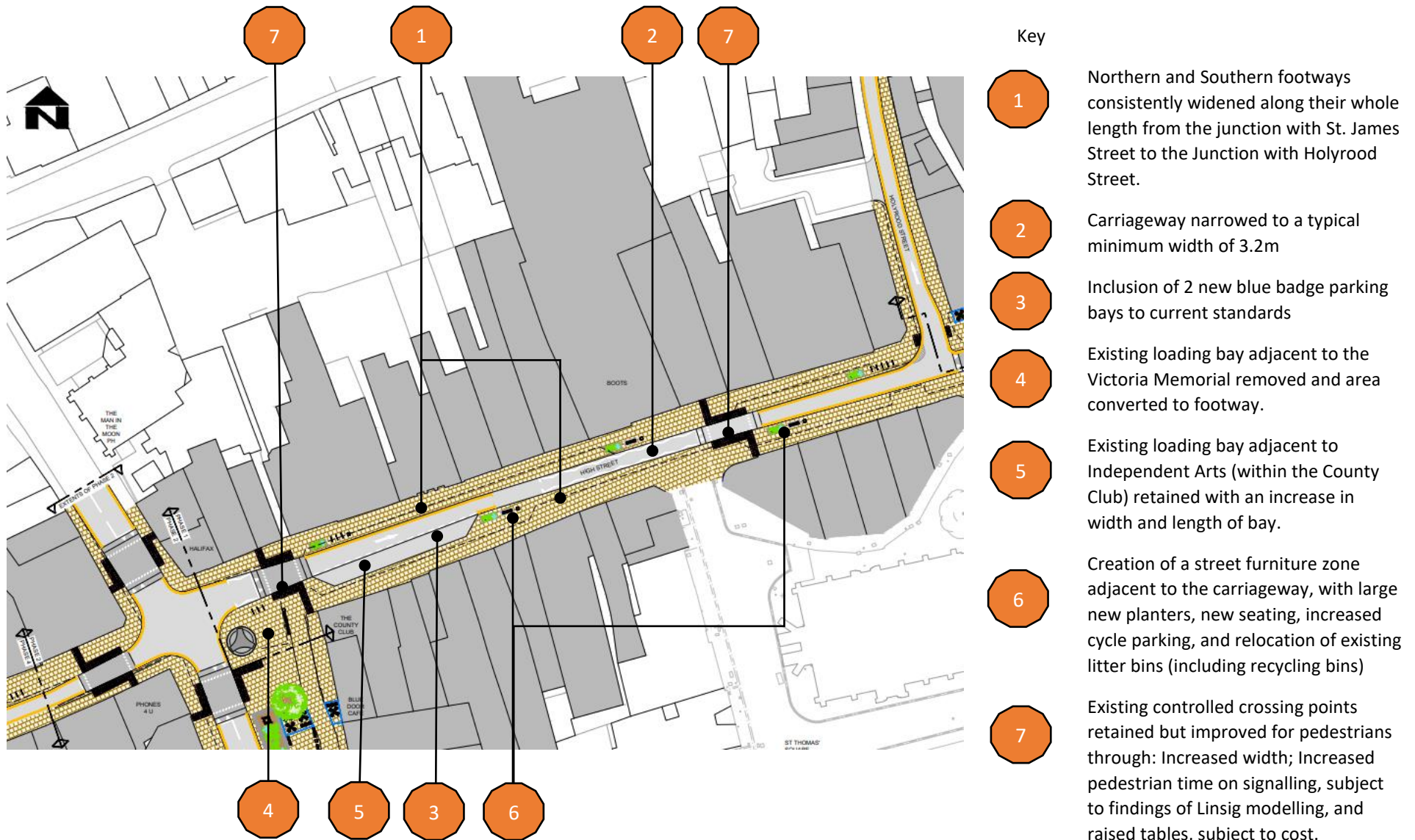
Example of potential robust modern seating in the High Street to replace brick-built seating above.



Proposed planters (black, composite), surface mounted and can be re-located with a forklift, in the High Street to be approx. 1.8m x 600mm x 600mm. Example of a suitable planter from Church Street, Romsey, Hampshire

Figure 7.9. Further images of Street Furniture

7.1. Phase 1: High Street from the St. James' Street junction to Holyrood Street junction



50 Figure 7.10. Plan of the High Street from St. James' Street Junction to Holyrood Street Junction

7.1.1. Description of Key Changes in Phase 1

6.4.1.1 The summary of key changes is shown on the sketch plan figure 7.10.

6.4.1.2. Critical dependencies to resolve, to enable project to progress in this phase is:

- Alterations to Traffic Regulation Orders: Parking
 - Extinguishment of 22 on-street parking spaces
 - Extinguishment of one loading bay (adjacent to Memorial)
 - Alteration of dimensions to one loading bay (adjacent to County Club)
 - Addition of two disabled parking bays.
- Alteration to Traffic Regulation Orders: Movement
 - Designation of route as a 20mph zone, as part of a wider 20mph area.

Figures 7.11. and 7.12. Views along the High Street towards the Guildhall.

Reduced clutter allows for clearer views towards the Guildhall and shop fronts, with wider footways allowing more space for pedestrians to browse shop windows and pass each other comfortably with more space for wheelchair users.



7.2. Phase 2: St. James' Square and St. James' Street

Figure 7.13. Plan showing St. James' Square and St. James' Street



Key

- 1 Western footway widened consistently along its whole length from Pyle Street to the High Street.
- 2 St. James' Square repaved
- 3 Existing controlled crossings retained but improved for pedestrians through: Increased width; Increased pedestrian time on signalling, subject to findings of Linsig modelling, and raised tables, subject to cost. Pedestrian guardrails removed.
- 4 Area around the Queen Victoria Memorial, County Club, and the bust of Lord Mountbatten opened up to provide uncluttered views of landmarks and potential flexible event space. Raised planters altered.
- 5 Two existing Birch trees removed, and four new trees located around the external cafes and sitting areas.
- 6 Potential café external sitting areas in defined zone, with a clear and wide pedestrian walkway through.
- 7 Space for Ice-cream van retained.
- 8 Rationalisation of street furniture into zones with refurbished and additional seating; increased cycle parking; relocation of existing litter bins (including recycling bins). Removal of signposts and bollards where possible).
- 9 Existing uncontrolled/informal crossing points retained but improved for pedestrians through increased width and raised tables, subject to cost.

7.2.1. Description of Key Changes in Phase 2

6.5.1.1 The summary of key changes is shown on the sketch plan figure 7.13.

6.5.1.2. Critical dependencies to resolve to enable project to progress in this phase is:

- Alteration to Traffic Regulation Orders: Movement
 - Extinguishment of advanced cycle stops.
 - Designation of route as a 20mph zone, as part of a wider 20mph area.

Note: Findings of traffic modelling may enable designation of north bound route to: Bus, Cycle and Taxi only, subject to findings of Linsig modelling. This does not impact proposed kerb realignments.

Note: Extinguishment of loading bay adjacent to Memorial, undertaken in Phase 1.

Figures 7.14 and 7.15 Views St. James' Square and St. James' Street.

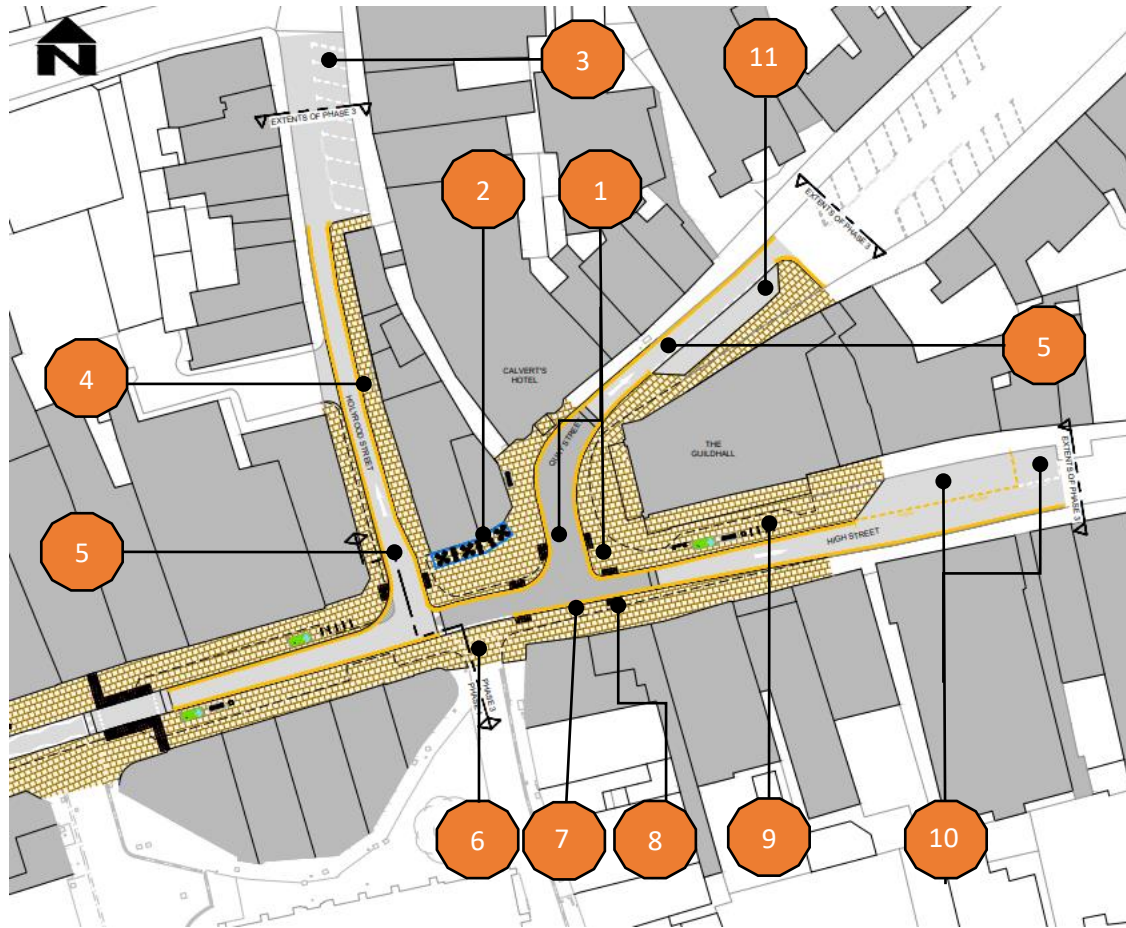
Clear space around the Queen Victoria Memorial, County Club frontage and Bust of Mountbatten, provides a larger civic space and informal events area that allows better views of the key landmarks.

Clearer designation of café and seating areas, with raised planters and trees for physical comfort.

Wider footway on the western side of St. James' Square enables people pass each other more comfortably and allows more space



7.3. Phase 3: Guildhall Square Area



Key

- 1 Widening of footways to turn Guildhall frontage into a public square, with raised table throughout (subject to cost).
- 2 Potential café external sitting areas in defined zones. Includes opportunity for Guildhall to have external cafe space.
- 3 3 of 8 existing parking bays in Holyrood Street converted to blue badge parking.
- 4 New footway along Eastern side of Holyrood Street, to give pedestrians safer access to the properties.
- 5 Holyrood Street made one-way, North bound. Quay Street made one way North bound from junction to Isle of Wight Methodist Church.
- 6 Change in pavement treatment at vehicle exit from St. Thomas's Square. Footway to be continuous, access only vehicle exit retained.
- 7 Loading bay extinguished
- 8 Uncontrolled/informal crossing points retained, and additional crossings added.
- 9 Rationalisation of street furniture into zones, including tourist information board.
- 10 Taxi rank and motorcycle parking bay relocated further along the High Street.
- 11 Loading bay in Quay Street, moved from northern side of street to be adjacent to Guildhall.

Figure 7.16 Plan showing Guildhall Square Area.

7.3.1. Description of Key Changes in Phase 3

7.3.1.1. The summary of key changes is shown on the sketch plan figure 7.16.

7.3.1.2. Critical dependencies, to enable project to progress in this phase is:

- Alteration to Traffic Regulation Orders: Parking
 - Extinguishment of loading bay on the High Street (opposite junction to Holyrood Street)
 - Extinguishment of taxi rank and motorcycle parking in current location and redesignation in location further east along High Street (with extinguishment of current on-street parking in the subsequent location)
 - Redesignation of 3 on street parking bays in Holyrood Street to Blue Badge Parking bays.
 - Alteration of location of loading bay at the top end of Quay Street from the northern side of road (to southern side adjacent to Guildhall).
- Alteration to Traffic Regulation Orders: Movement
 - Designation of one-way north bound route to Holyrood Street, between Junction with High Street and Lugley Street.
 - Designation of one-way north bound route to Quay Street, between Junction with High Street corner of Newport Methodist Church
 - Designation of route as a 20mph zone, as part of a wider 20mph area.

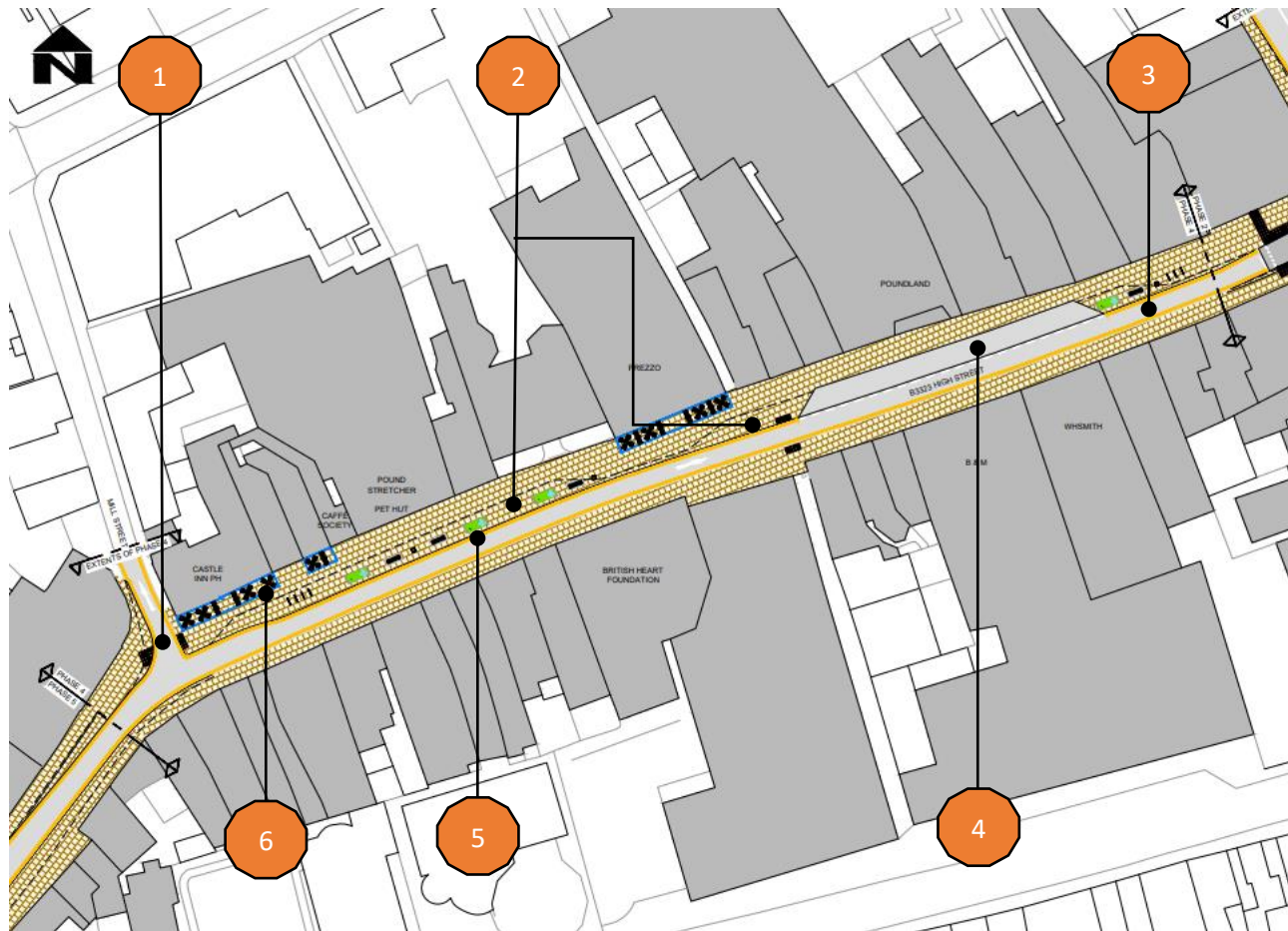


Figures 7.17 and 7.18 Views around the Guildhall

Widening of footways around the junction between Holyrood Street, Quay Street and High Street, creates a civic space in front of the Guildhall, which can become an area for cafes and events that spill out from the Guildhall.

7.4. Phase 4: High Street from Mill Street to St. James' Street

Figure 7.19 Plan showing High Street from Mill Street to St. James' Street



Key

- 1 Pedestrian footway widened at junction of Mill Street and uncontrolled crossing improved
- 2 Northern footway widened between the junction with Mill Street and St. James Street
- 3 Carriageway narrowed to a typical minimum width of 3.2m.
- 4 Carriageway and footway to remain as a level surface.
- 5 Existing loading bay and 3 blue badge parking bays retained
- 6 Creation of a street furniture zone adjacent to the carriageway, with large planters, new seating, increased cycle parking, and relocation of existing litter bins (including recycling bins)
- 7 Wider footways provide opportunities for external café space

7.5. Phase 5: Carisbrooke Road/High Street (Drill Hall Road to Mill Street)



Figure 7.20. Plan of Carisbrooke Street and High Street, from Drill Hall Road to Mill Street

7.5.1. Description of Key Changes in Phases 4 and 5

7.5.1.1. The summary of key changes is shown on the sketch plans figures 7.16 and 7.17

7.3.1.2. Critical dependencies, to enable project to progress in these phases are:

- Alteration to Traffic Regulation Orders: Parking
 - Extinguishment of 7 on-street parking spaces on the High Street and 10 on-street parking spaces in Carisbrooke Street
 - Adjustments to locations of blue badge parking bays and extinguishment of one blue badge parking bay.
 - Adjustments to the size of existing on-street loading bay.
- Alteration to Traffic Regulation Orders: Movement
 - Designation of route as a 20mph zone, as part of a wider 20mph area.

8. Concept Masterplan Costs, Timetable and Risks

8.1. Cost Estimates

The following costs are an estimate based on current known commitments for the delivery of Phase 1. The delivery of Phases 2 to 5 will be subject to funding becoming available and will need to be monitored and reviewed as and when finances become available.

Note: No allowance in these estimates has been made for: the diversion of any Statutory Undertakers plant or equipment; electrical or other work in association with CCTV installation; Highways Commuted Sums; and VAT. Inflation has been assumed at 4% per annum. Under the PFI agreement with Island Roads a commuted sum of money will be required to fund future maintenance of the improvements. The requirement for commuted sums will need to be assessed by Island Roads, prior to the work being undertaken. The Optimism bias is a contingency sum, that makes an allowance for unconfirmed costs such as these, plus other items such as risks to materials supply and construction and the potential impact on costs in an uncertain context, such as costs to travel to Isle of Wight and BREXIT related supply chain issues. The next stage of project development should see these costs clarified further.

8.2. Suggested Timetable for delivery

The following programme is an estimate based on current known commitments for the delivery of Phase 1, but the delivery of Phases 2 to 5 will be subject to funding becoming available and will need to be monitored and reviewed as and when finances become available:

- Phase 1 High Street (St. James' Street to Holyrood Street)– On site in financial year **2022-23**

- Phase 2 St James' Square and St. James' Street- On site in financial year **2023-24**
- Phase 3 Guildhall Square - On site in financial year **2024-25**
- Phase 4 High Street (between Mill Street and St. James' Street) - On site in financial year **2025-26**
- Phase 5 Carisbrooke Road - On site in financial year **2026-27**

Newport Heritage Action Zone		Cost
Phase 1	High Street (St. James' Street to Holyrood)	
	<i>Capital Cost</i>	£720,000.00
	<i>Supervision, Design & Implementation Fees</i>	£250,000.00
		£970,000.00
	<i>Optimism Bias*</i>	£426,800.00
		£1,396,800.00
Phase 2	St. James' Square and St.James' Street	
	<i>Capital Cost</i>	£760,000.00
	<i>Supervision, Design & Implementation Fees</i>	£260,000.00
		£1,020,000.00
	<i>Optimism Bias*</i>	£448,800.00
		£1,468,800.00
Phase 3	Guildhall Square	
	<i>Capital Cost</i>	£730,000.00
	<i>Supervision, Design & Implementation Fees</i>	£260,000.00
		£990,000.00
	<i>Optimism Bias*</i>	£435,600.00
		£1,425,600.00
Additional Phases to complete Town Centre Improvements		
Phase 4	High Street (Mill Street to St. James' Street)	
	<i>Capital Cost</i>	£802,000.00
	<i>Supervision, Design & Implementation Fees</i>	£302,000.00
		£1,104,000.00
	<i>Optimism Bias*</i>	£485,760.00
		£1,589,760.00
Phase 5	Carisbrooke Road (Drill Hall Lane to Mill Street)	
	<i>Capital Cost</i>	£740,000.00
	<i>Supervision, Design & Implementation Fees</i>	£278,000.00
		£1,018,000.00
	<i>Optimism Bias*</i>	£447,920.00
		£1,465,920.00

8.3. General Risks to Project Delivery:

The following risks may have an impact on project costs, timetable and/or require significant design alterations:

- **Agreeing Detailed Design and Construction Contract Arrangements:** It is anticipated that Island Roads will carry out detailed design and deliver the works on site. Determining where this project sits within Island Roads overall implementation programme to meet HAZ timetable for expenditure is imperative. **HIGH RISK (TIME & COST)**
- **Alterations to Traffic Regulation Orders:** In close consultation with the Client, much work has been undertaken to ensure support for the proposals, through stakeholder and public engagement, with the provision of robust justifications for the alterations to TROs. There is a legal requirement to advertise changes to the public with a typical 3 month minimum ‘window’ for this process to occur. It is possible that a significant number of objections are made, and this may lengthen the approval process and/or require alterations to the design. **MEDIUM RISK (TIME & DESIGN)**
- **Uncertain costs and delivery periods for materials and other goods:** Delivery to Isle of Wight can be more problematic than that to the mainland UK. But generally, there are known risks related to delivery of materials and goods in relation to Brexit and COVID, and the development of the next stages of the project must continue to assess and plan for minimising these risks. For the most part specialist materials or workmanship have not been proposed. It is anticipated that the supply of

granite kerbs may have the greatest risk associated with delivery period or cost. **MEDIUM-HIGH RISK (TIME & COST)**

- **Archaeological remains:** As the town centre is based on a historic settlement dating back to the 13th Century, there is potential to encounter archaeological remains during construction and liaison the Isle of Wight Archaeology Service is strongly advised³⁶. It is a legal requirement to allow the remains to be properly assessed and catalogued, and this may have cost and time implications for construction on site. **MEDIUM RISK (TIME & COST)**
- **Utilities/Services:**³⁷ Standard, preliminary enquiries for locations for statutory utilities (C2 search), and the provision of topographical survey which includes inspection chamber locations have been undertaken during this concept masterplan stage of the project. Based on these and the Project Teams experience, possible routes for underground services have been taken into consideration. That said, the need to reroute services and/or alter the design to avoid services remains risk to implementation. **MEDIUM RISK (TIME & COST)**
- **Inclement weather:** is a standard risk for construction projects. Newport Town Centre is not typically associated with extreme weather events, being in a sheltered location. It is also not situated within an area prone to flooding. **LOW RISK (TIME)**

³⁶ [Archaeology - Service Details \(iow.gov.uk\)](http://www.iow.gov.uk)

³⁷ [MCHW VOLUME 6 SECTION 2 PART 2 - SA 10/05 - NEW ROADS AND STREET WORKS ACT 1991 - DIVERSIONARY WORKS \(standardsforhighways.co.uk\)](#)

Appendix 1: Background Documents: Newport

1	Newport High Street HAZ Scheme Programme, Isle of Wight Council, 10 June 2020.
2	Shaping Newport Place Plan, Arc Consulting, Isle of Wight Limited, April 2018.
3	Historic Places Panel Review Paper Isle, of Wight, Historic England, September 2019
4a	Newport Town Centre & Carisbrooke High Street Pedestrian Environment Audit Report, Creative Interpretation, October 2017
4b	Newport Town Centre & Carisbrooke High Street Pedestrian Environment Audit Summary Report, Creative Interpretation, October 2017
4c	Addendum to the Newport Pedestrian Environment Audit Report, Creative Interpretation, July 2018
5a	Newport, Isle of Wight, Cycle Permeability Study, Creative Interpretation, March 2018
5b	Newport, Isle of Wight, Cycling Attitudes Survey Report, Creative Interpretation, August 2018.
6	Newport Pedestrian Environmental Improvements Outline Scheme, People Powered Ltd, December 2019
7	Island Plan Core Strategy (adopted by the Isle of Wight Council on 21 March 2012). Core Strategy - Service Details (iow.gov.uk)
8	Newport Conservation Area Appraisal and Map Existing Conservation Areas (iow.gov.uk)
9	Traffic Survey Data from 2015 and Traffic Data Survey by Obtrada in November 2021
10	Topography Survey 2021 by Island Roads
11	Isle of Wight Council Isle of Wight Parking Delivery Plan Full Report November 2020 wyg
12	Isle of Wight Council Isle of Wight Parking Strategy 2016-2021 Final Report March 2016 wyg
13	Local cycling and walking infrastructure plan Isle of Wight (Newport and Ryde) 2020-2030
14	Summary Response of Young People's Survey – HAZ/Revive Newport
15	Traffic Regulatory Orders for Newport, various

Appendix 2: Literature Review: Relevant Guidance Documents and Online Resources

Manual for Streets 1, [Manual for the Streets \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/962113/Manual_for_the_Streets_1.pdf)

Manual for Streets 2, [Layout 2 \(tsrgd.co.uk\)](https://www.tsrgd.co.uk/manual-for-streets-2/)

Streets for All, Historic England [Streets for All | Historic England](https://www.historicengland.org.uk/streets-for-all/)

National Design Guide, 2021,
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/962113/National_design_guide.pdf

Paved with Gold. CABE 2009
https://www.designcouncil.org.uk/sites/default/files/asset/document/paved-with-gold_1.pdf

Sustrans [What are the economic impacts of making more space for walking and cycling? - Sustrans.org.uk](https://www.sustrans.org.uk/what-are-the-economic-impacts-of-making-more-space-for-walking-and-cycling/)

[Cycle Infrastructure Design \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/962113/Cycle_Infrastructure_Design.pdf)

Living Streets [pedestrian-pound-2018.pdf \(livingstreets.org.uk\)](https://www.livingstreets.org.uk/pedestrian-pound-2018.pdf)

[Ben Hamilton-Baillie: Ground breaking Active Design gets High Street Praise in Poynton - Active Cheshire](https://www.activecheshire.co.uk/ben-hamilton-baillie-ground-breaking-active-design-gets-high-street-praise-in-poynton/)

Defra [Magic Map Application \(defra.gov.uk\)](https://www.defra.gov.uk/magic-map/)

Appendix 3: Vehicle Tracking: Separate Document

Appendix 4: Business Survey: Delivery Requirements: Summary of Online Survey

A4.1. Anonymised information about the 9 responders:

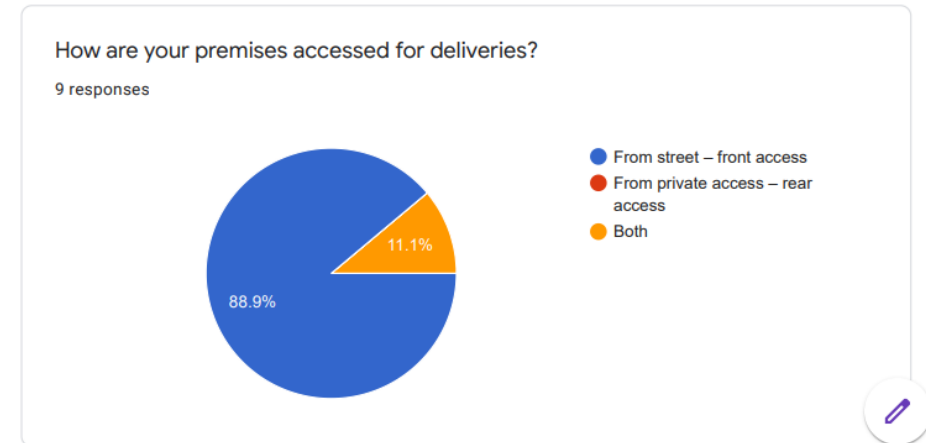
- None face on to the High Street (Phase 1)
- 1 faces on to St. James' Square (Phase 2)
- 1 faces on to the High Street (Phase 3)
- 3 face on to the High Street (Phase 4)
- 3 are outside the Project extents, of which 1 will not be affected by the proposals, but 2 are in St. Thomas's Square, so Phase 1 proposals are relevant.
- All responders operate Monday to Saturday inclusive, with 3 also trading on Sundays
- The survey was distributed to more than 200 properties, so response rate was very low at less than 5% return.

A4.2. Summary of key issues from the 9 responders.

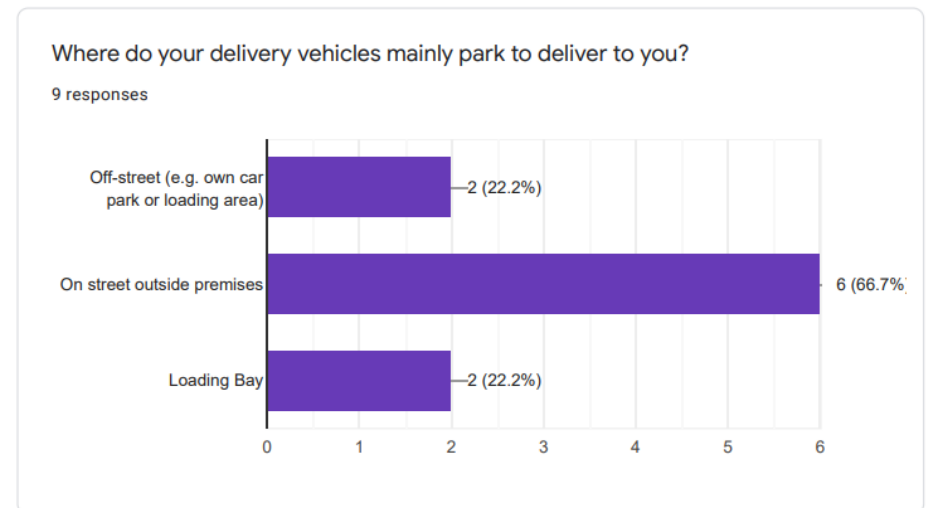
- Most of their delivery access is from the street to the front of the property.
- Most of their delivery vehicles park on the street outside the premises.
- Approx. half of the responders had no specified time schedule for deliveries, a quarter had deliveries occurring during 9-5:30, and a quarter had deliveries before 9.
- Majority of deliveries took 10mins or less.
- A light van appears to be the most common delivery vehicle, although delivery by car and large van also occurred.
- Most responders thought their patrons had parked on-street.

A4.3. Summary Responses to each question.

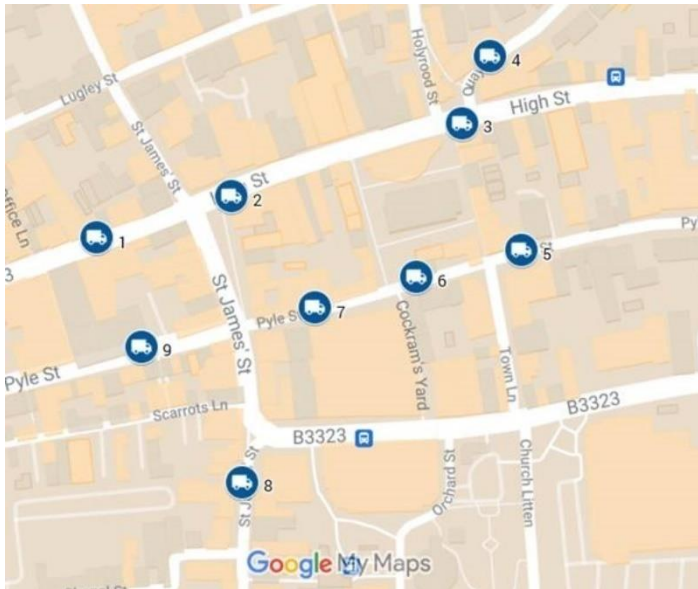
Question 1:



Question 2:

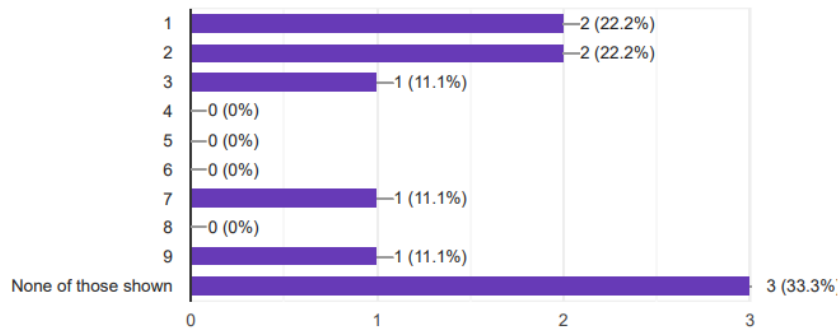


Question 3:



Which of the loading bays on the map above do you regularly use for deliveries?

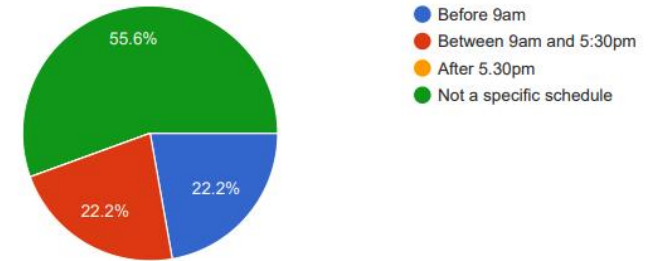
9 responses



Question 4 and 5:

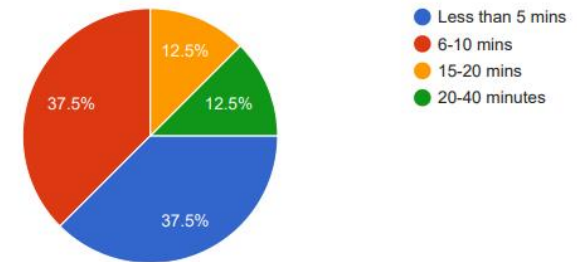
Are your deliveries arranged for a specific time of the day?

9 responses



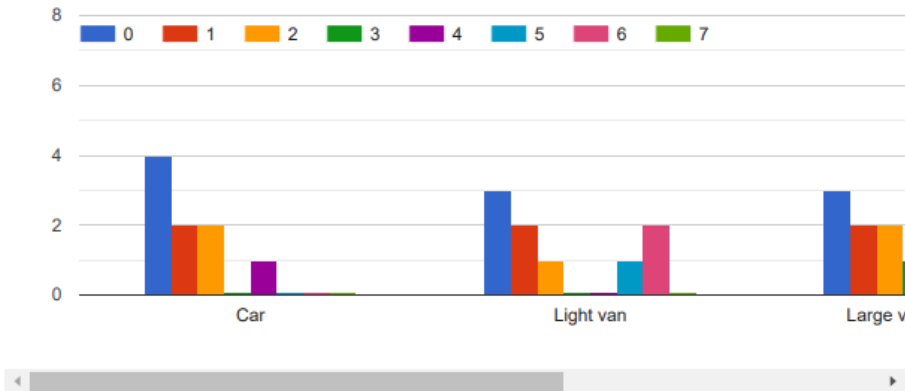
How long do deliveries normally take?

8 responses

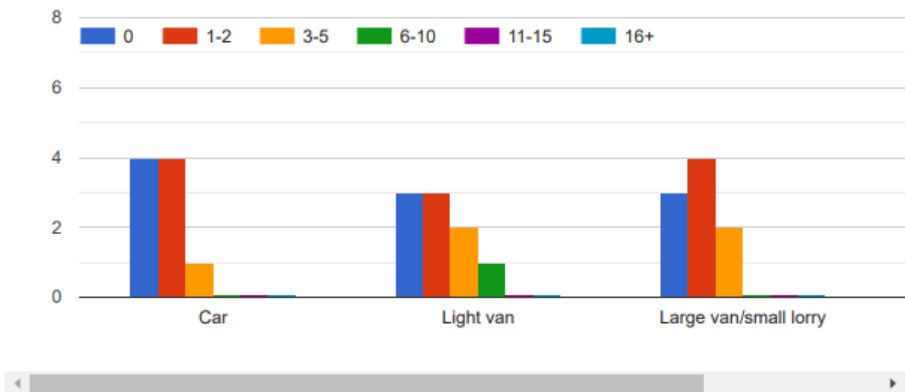


Questions 6 and 7:

On how many days per week do you typically receive deliveries from each of these types of vehicle?



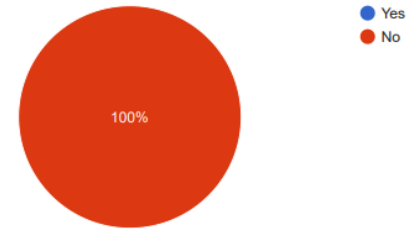
In an average week, approximately how many deliveries do you receive from each of these types of vehicle?



Questions 8, 9 and 10:

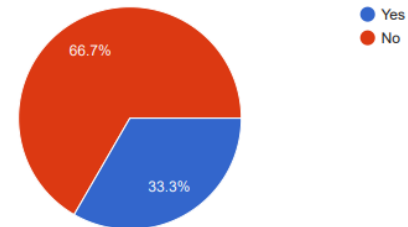
Do you have off-street parking? (for your own vehicle)

9 responses



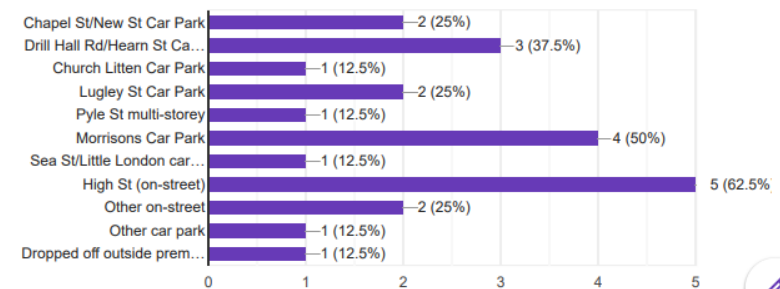
Do you park on-street for any time during the day?

9 responses

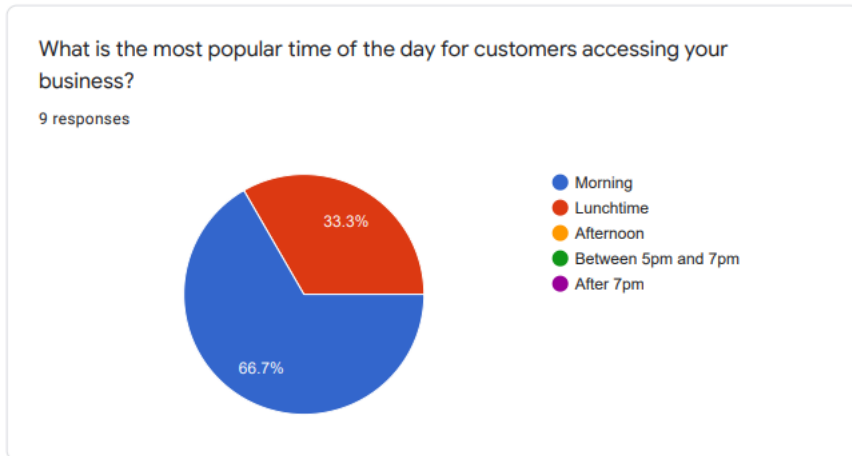
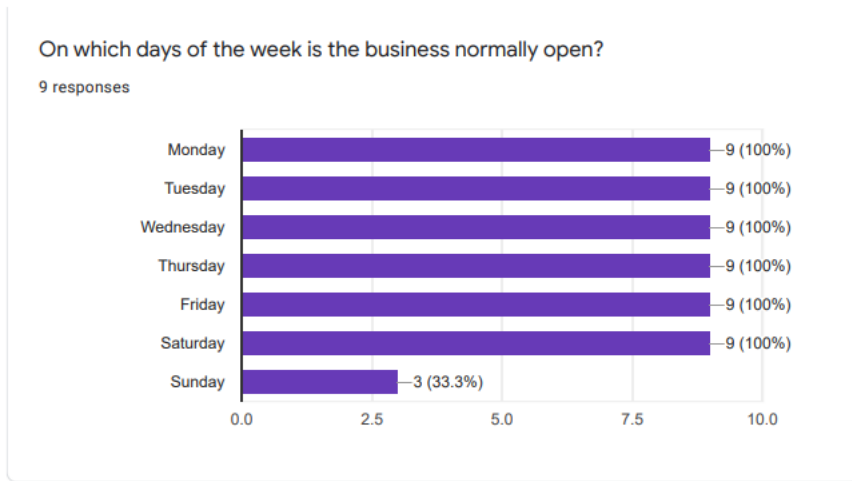


Do you know where your customers who arrive by car generally park? (Please select up to 3 options)

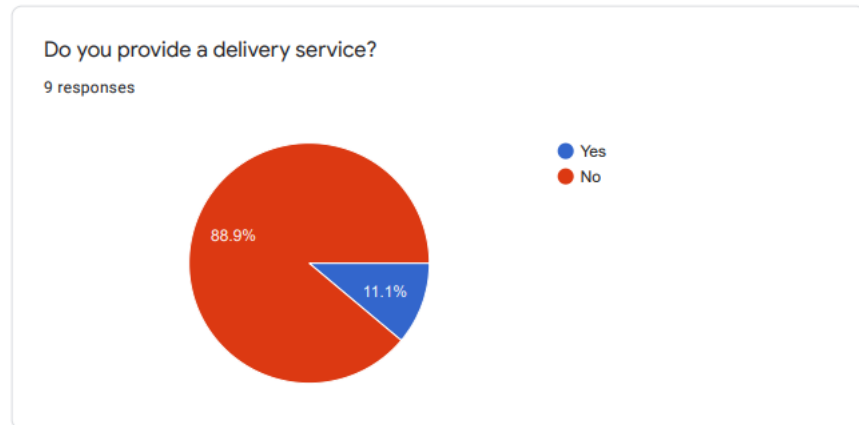
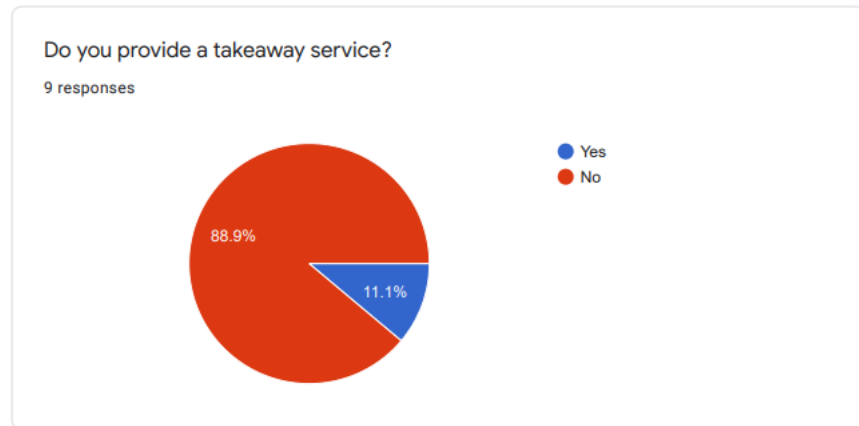
8 responses



Questions 11 and 12:



Questions 13, 14 and 15:



Delivery driver parking

Where do your delivery drivers park?

1 response

Outside our shop very briefly

Questions 16 and 17:

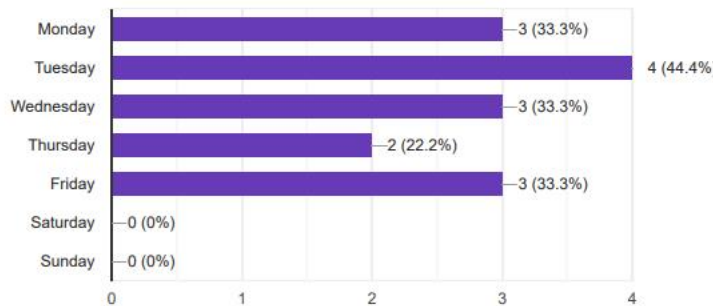
From where are your bins collected?

9 responses

- Front of building
- From the practice via front door
- Inside premises
- At the back accessed next to apollo theatre
- Loading bay
- We leave bags in front of shop at end of day for collection in morning
- the street
- front of shop
- home

What day(s) of the week are your bins collected?

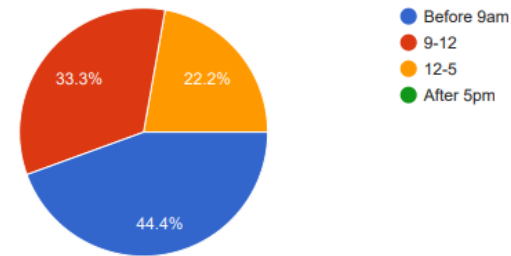
9 responses



Questions 18 and 19:

What time of day are your bins typically collected?

9 responses



Any additional comments you would like to make relating to access or deliveries?

5 responses

As we have appointments all day between 9 and 5.30 access is required all day. Many of our patients are elderly and unable to walk far. Often they are dropped off at the front door.

Would be useful to have a loading bay towards the top of High Street (outside the Castle Inn for example), for use of delivery drivers and waste collection. Parking permit for businesses to make drop off/pickups outside their premises. Reduction in High Street parking charges for customers in order to encourage use of High Street businesses.

We have 3 stock deliveries a week between 7am and 7:30am on a Monday, Wednesday and Friday. The driver parks outside the shop for roughly 15 to 20 mins to unload as stopping is allowed before 8am. Our deliveries are often heavy so parking further away would not be practical.

No

vehicle access required for cleaning and maintenance to front of building. clearing gutters etc ladders required

Appendix 5: Public Town Centre User Survey

A5.1. Survey was carried out online and received 1,357 responses, using Jisc Online Survey Tool. The summary information shown in this document has all personal information removed. Most found out about this survey online and most responders were aged between 35-74 (78.9%). There was low representation from the under 35's (13%) and over 75's (4.3%).

4.5.2. Summary of issues from the 1,357 responders:

- The majority came by car/van (67.6%), then on foot (18.1%), followed by Bus (11.5%)
- Of those that came into town by car/van, 65.3% parked in car parks, with 31.8% on-street, the remainder were dropped off.
- Morrisons/M&S car park was the most popular place to park.
- High Street and Pyle Street were the most popular on-street places to park.
- On their most recent visit to the town centre, the top six reasons were: Non-food shopping (62.1%), Food shopping (35.1%), visit a coffee shop/pub/restaurant (26.4%), visit a bank (24.3%) and going to work (11.2%); visiting the doctor/dentist/optician (6.5%)
- Most people were on their own, closely followed by meeting with one other person. 17.8% had children with them.
- Most visits lasted between 30mins to 3hrs, with only 10.8% being under 30mins and 8.8% being more than 4 hours.
- Greatest number of visitors spent between £10-£50.
- Saturday was the most likely day responders would visit the town, but most did not have a specific preferred day.
- 9-12am is the most popular time to visit, with a very small number of visitors after 6pm (1.8%).

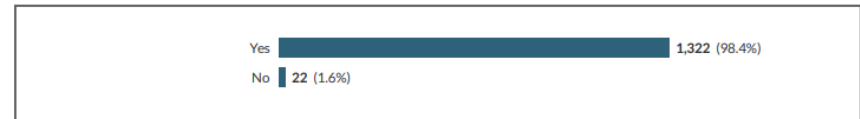
Jisc Online surveys Newport Town Centre Visitor Survey

Showing 1,347 of 1,347 responses

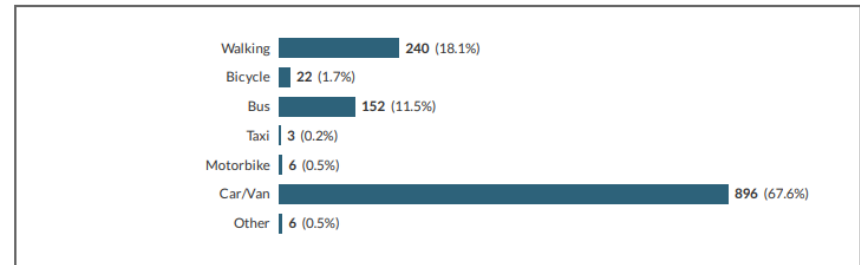
With **52 responses excluded**

Hiding questions **2, 20 & 21**

1 Have you visited the town centre of Newport, Isle of Wight in the last 12 months?



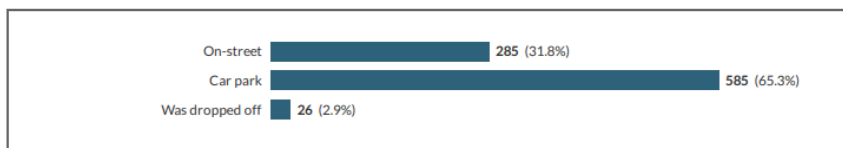
3 How did you travel on your most recent visit to Newport town centre?



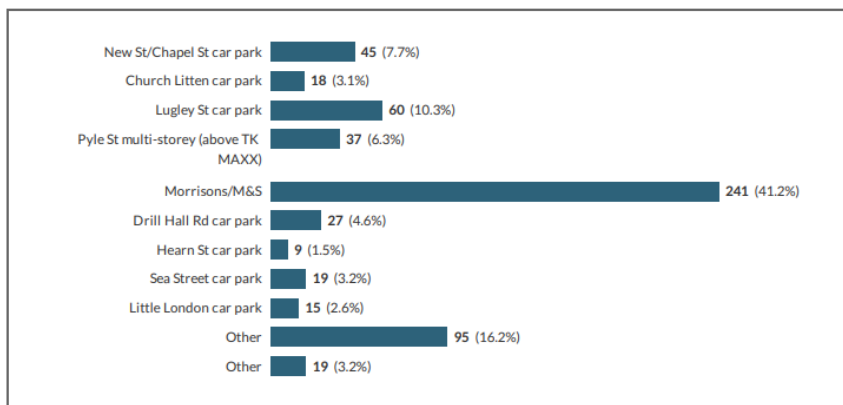
3.a If you selected Other, please specify:

Showing first 5 of 6 responses	
Yacht	772998-772989-82123042
No	772998-772989-82125600
Live in Newport	772998-772989-82130763
Ice cream van	772998-772989-82131914
Walked	772998-772989-82147556

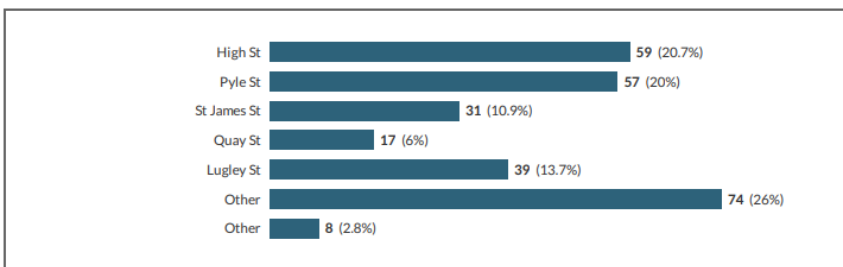
3.b Where did you park your car?



3.b.i Which car park did you park in? (If you're not sure of the name, please select other and describe where the car park is)



3.b.ii Which street did you park on?

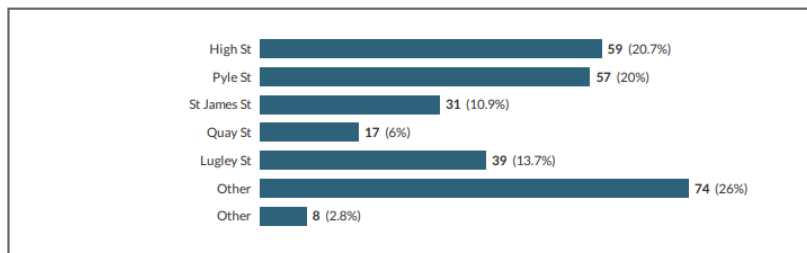


3.b.ii Summary of response to 'Other', in order of number of responses, highest to lowest, with several responses, which could have been recorded as named car parks in response to 3.b.i (highlighted in bold text), along with five unclear responses, but likely to be attributable to car parks/on-street locations in the town centre area.

Responses	Total
Sainsbury's (free 2 hr)	24
Private Office/Work car park	11
County Hall	8
M&S Car Park	7
Lidl	5
Morrisons Car Park	5
Halfords	3
Hursts	3
Private car park by Quay Arts	3
Back of Poundland	2
Coppins Bridge	2
Drill Hall Car Park	2
Dunelm/Pets at Home	2
Friends Driveway	2
Matalan	2
Medina Avenue/Way	2
Scarrots Lane Car Park	2
Asda	1
B&Q	1
Car Park behind cinema	1
Church Street Car Park	1
Crocker Street	1
Hillside	1
Hospital carpark	1
IWEF 6th form car park	1
Minster Parish Centre	1
Node Hill Campus	1

Other side of road by M&S near old driving test centre	1
Private Dentist	1
Pyle Street	1
Red cross	1
Screwfix	1
St. George's Way	1
Supermarket	1
A car park/Shop car park	1
I don't remember the name of the car park, but it was extremely expensive	1
Not known	1
Shopping	1

3.b.ii Which street did you park on?



3.b.ii.a If you selected Other, please specify:

Showing first 5 of 78 responses	
Holyrood street	772998-772989-81546073
Quay arts	772998-772989-81550274
Side street away from town	772998-772989-81558031
On Pan	772998-772989-81558696
Crocker street	772998-772989-81559239

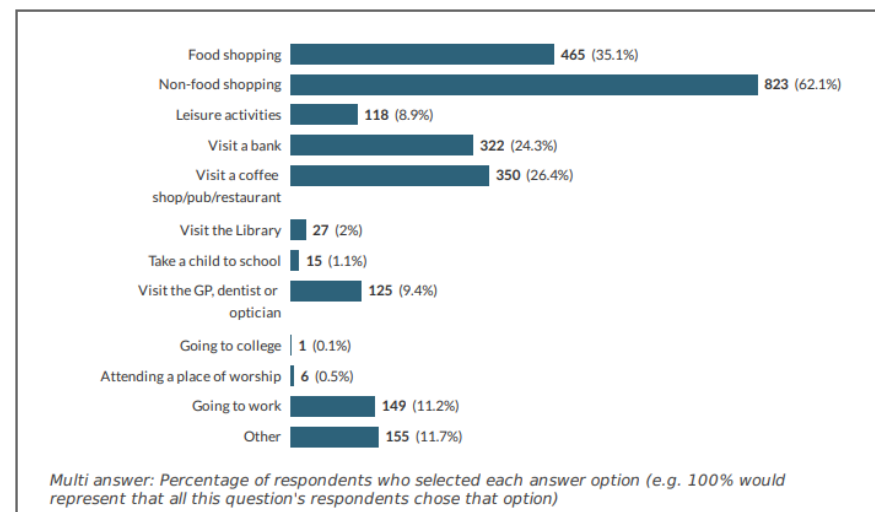
3.b.iii Where were you dropped off?

Showing first 5 of 26 responses	
Behind Boots store. Lugley St.	772998-772989-81545904
Kfc the furlongs	772998-772989-81588673
Morrisons Car Park	772998-772989-81589887
Pizza hut	772998-772989-81704316
Homewight House	772998-772989-82121279

3.c Where did you secure your bike?

Showing first 5 of 22 responses	
County Hall inner car park	772998-772989-81214381
To the cafe fence	772998-772989-81535973
At the venue that I went to	772998-772989-81542714
on the square opposite the Wheatsheaf	772998-772989-81543829
Post in car park next to Gift for Nature	772998-772989-81551473

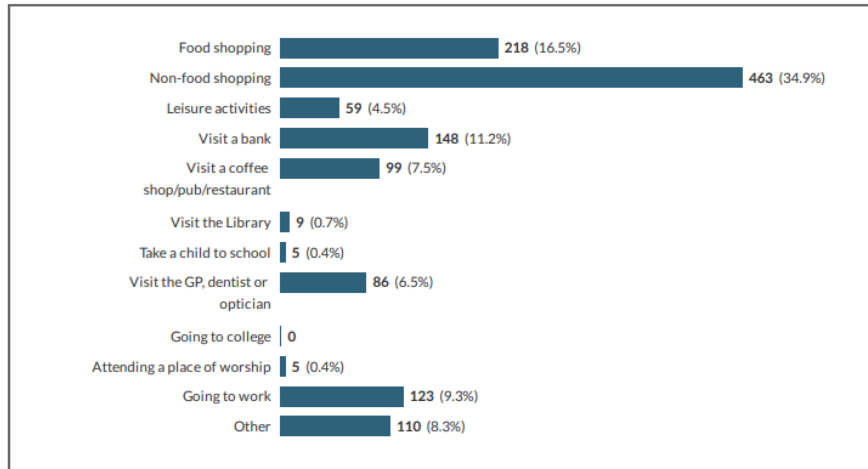
4 What were the reasons for your most recent visit to Newport town centre? (you can select more than one option)



4.a If you selected Other, please specify:

Showing first 5 of 155 responses	
Attending court	772998-772989-81214381
Visiting Newport Social Club to watch Euro's	772998-772989-81534705
Bus station	772998-772989-81536613
Interview	772998-772989-81536900
Passing through had an hour between bus changes	772998-772989-81540439

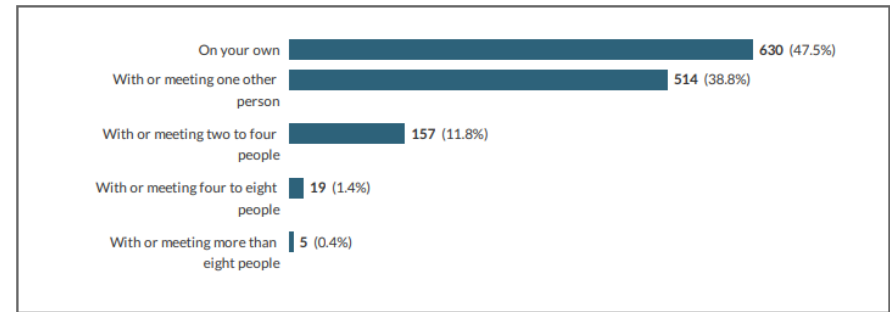
5 And of those, which was the main reason for your most recent visit to Newport town centre? (please select one)



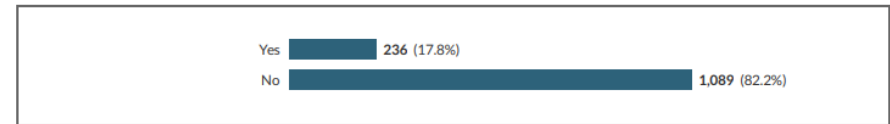
5.a If you selected Other, please specify:

Showing first 5 of 110 responses	
Attending Court	772998-772989-81214381
As above	772998-772989-81534705
Buying sandals for granddaughter	772998-772989-81537133
Passing through	772998-772989-81540439
Exercise	772998-772989-81542714

6 Were you in town on your own, or with/meeting other people? (over the age of 16)



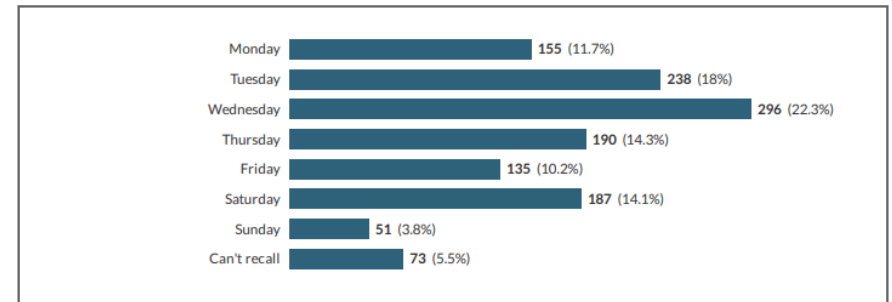
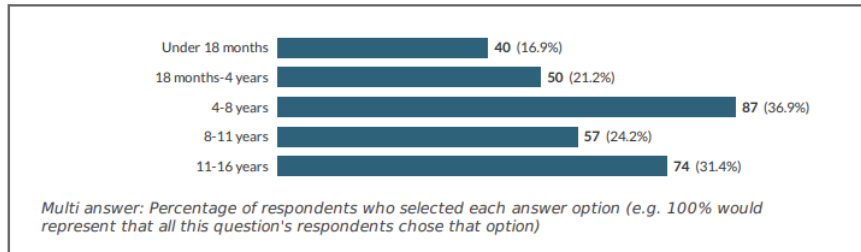
7 Did you have children (under the age of 16) with you?



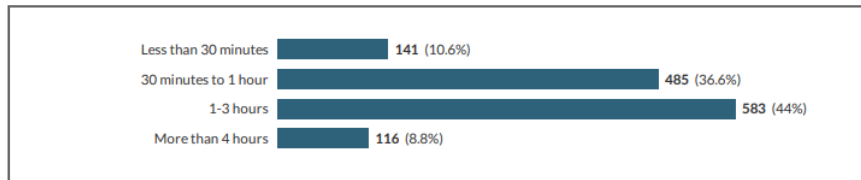
7.a How many children were with you?

Showing first 5 of 236 responses	
1	772998-772989-81533785
1	772998-772989-81536883
0	772998-772989-81537099
1	772998-772989-81537086
1	772998-772989-81537133

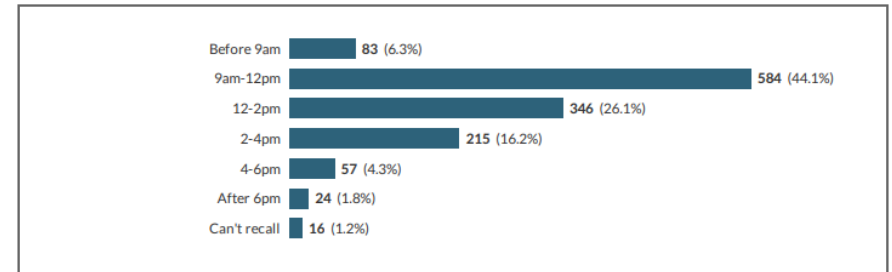
7.b What age were the children with you? (select all that apply)



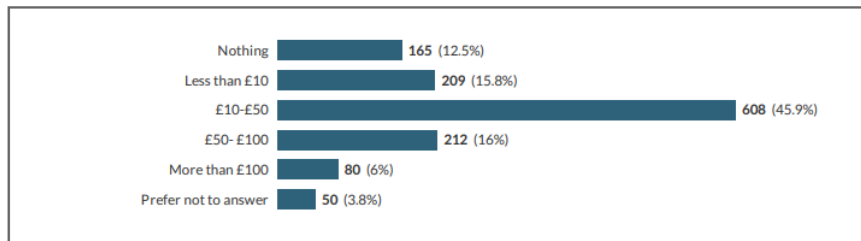
8 How long did you spend in town on this visit?



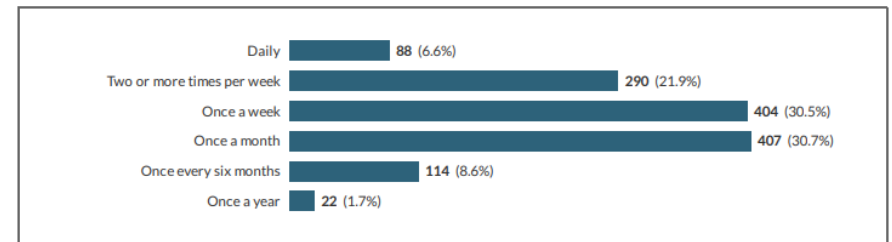
11 Approximately what time of day did you arrive in the town centre on your most recent visit?



9 How much did you spend in the town centre on this visit? (Not including parking or bus fares)

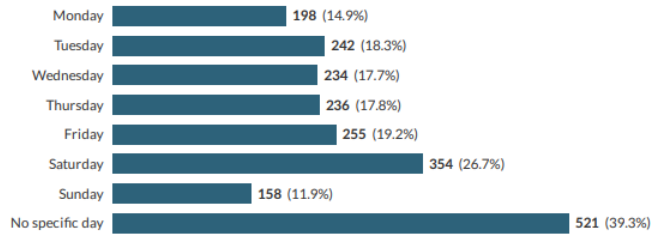


12 Which of the following best describes how often you generally visit the town centre?



10 On which day of the week was your most recent visit to the town centre?

13 On which day or days of the week are you most likely to visit the town centre?

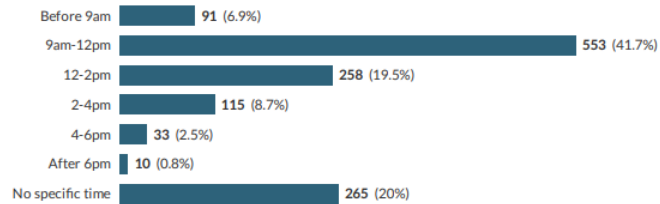


Multi answer: Percentage of respondents who selected each answer option (e.g. 100% would represent that all this question's respondents chose that option)

13.a Is there a reason for this choice, if so could you explain that reason?

Showing first 5 of 592 responses	
I'm working from home during the week and don't have time	772998-772989-81533785
No	772998-772989-81534246
Day off	772998-772989-81534524
I live in Newport	772998-772989-81535085
Day off	772998-772989-81536001

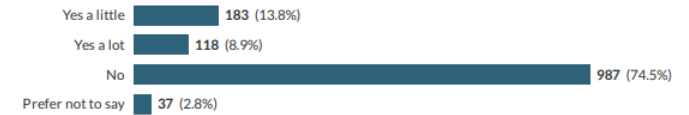
14 What time of day are you most likely to arrive in the town centre?



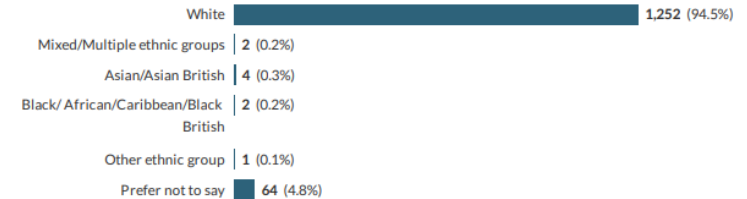
14.a Is there a reason for this choice, if so could you explain that reason?

Showing first 5 of 622 responses	
Trying to motivate the kids to get ready, plus housework in the morning	772998-772989-81533785
Like to be back in plenty of time for my son coming back from school	772998-772989-81534246
I like to get out early	772998-772989-81535085
Work commitments or family commitments	772998-772989-81535690
Always after lunch	772998-772989-81536001

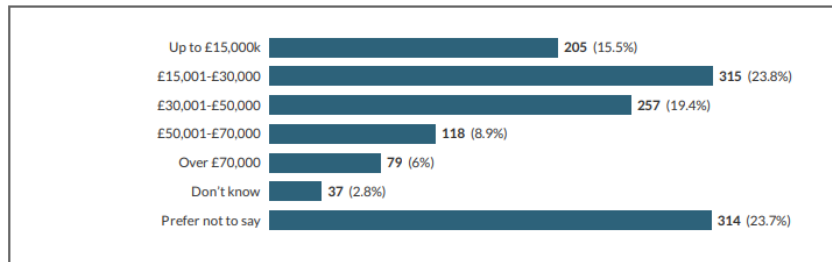
15 Are your day-to-day activities limited because of a health problem or disability which has lasted or is expected to last at least 12 months?



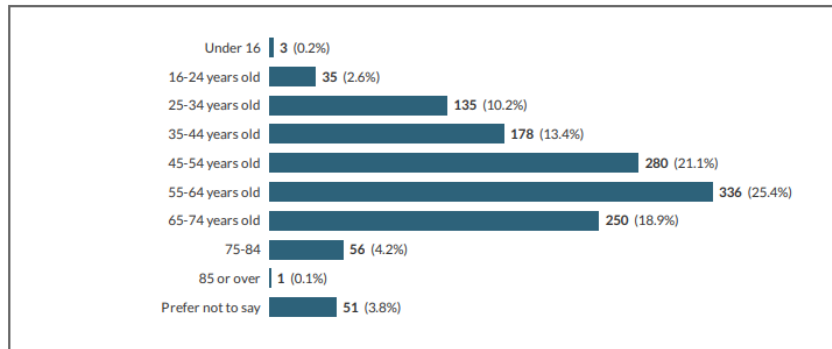
16 What is your ethnic group? (Choose one option that best describes your ethnic group or background)



17 What is your total annual household income from all sources before tax and other deductions?



18 What was your age on your last birthday?



19 To help us to improve access to future communications, please tell us where you first heard about this consultation:

