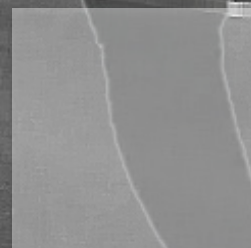
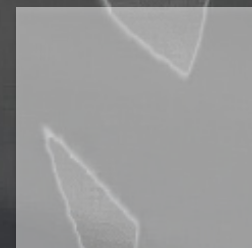
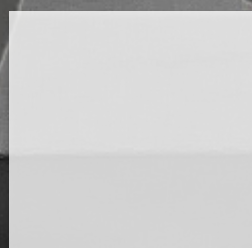


NEWMARKET HIGH STREET PUBLIC REALM DESIGN FRAMEWORK

Consultation Draft

December 2018



Ubiety Landscape + Urban Design

Sweet Briars
Hartest
Bury St Edmunds
Suffolk IP29 4ED

T: 01284 830688
M: 07961 213907

Ubiety Landscape + Urban Design

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BIBLIOGRAPHY & REFERENCES

1 PURPOSE OF THE FRAMEWORK



This Design Framework aims to provide a coherent vision for the public realm in Newmarket High Street. It is sponsored by the Newmarket Vision group and it will be adopted as supplementary planning guidance.

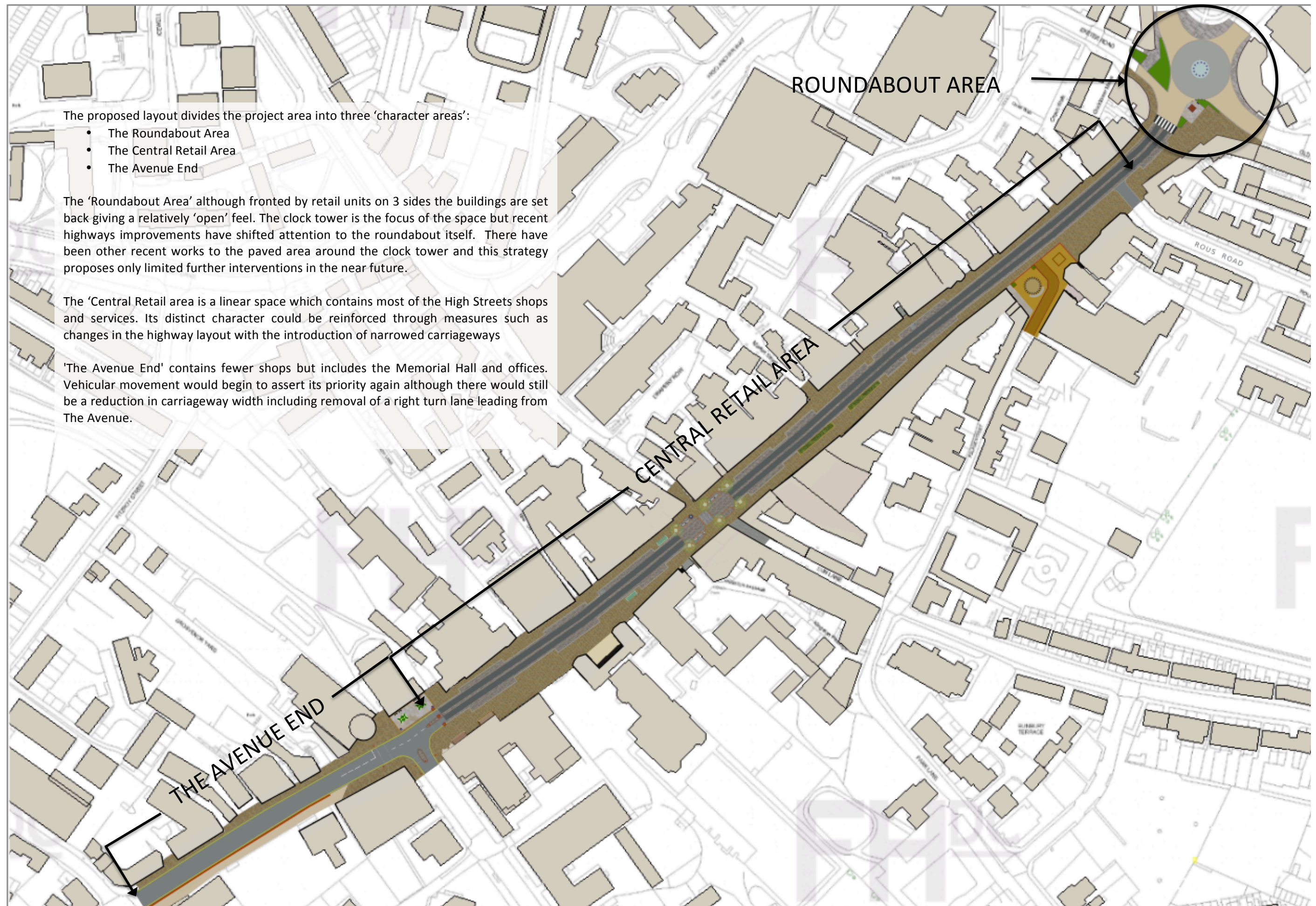
There have been some significant improvements to the design quality of the High Street area in Newmarket, most recently at Rutland Hill where shared space has been created allowing easier pedestrian movement across Palace Street and incorporating a memorial to Bill Tutte, new materials and street furniture.

Future improvements to the High Street are likely to take place as and when funding becomes available but the Newmarket Vision Group want to see such works contributing to a coherent vision for the High Street as a whole.

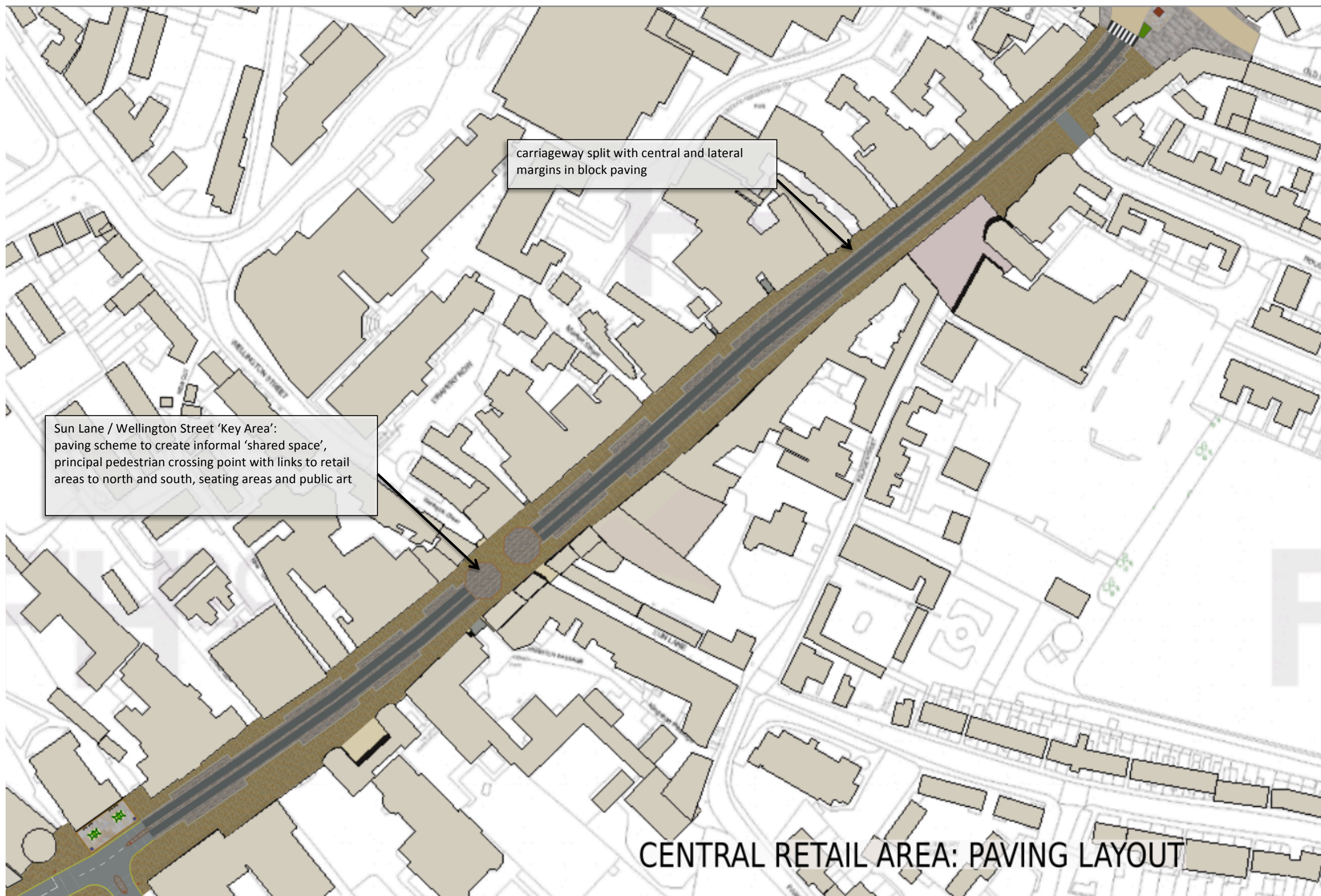
The Design Framework sets out to provide a set of principles within which to consider future works. It also identifies some key sites and offers sketch designs for them. It is important to note that funding has not been committed to these sites, nor is there a timetable for implementation. However having an agreed design framework in place can make it easier to attract funding and initiate work.



2 PROPOSED LAYOUT: PRINCIPLE ELEMENTS

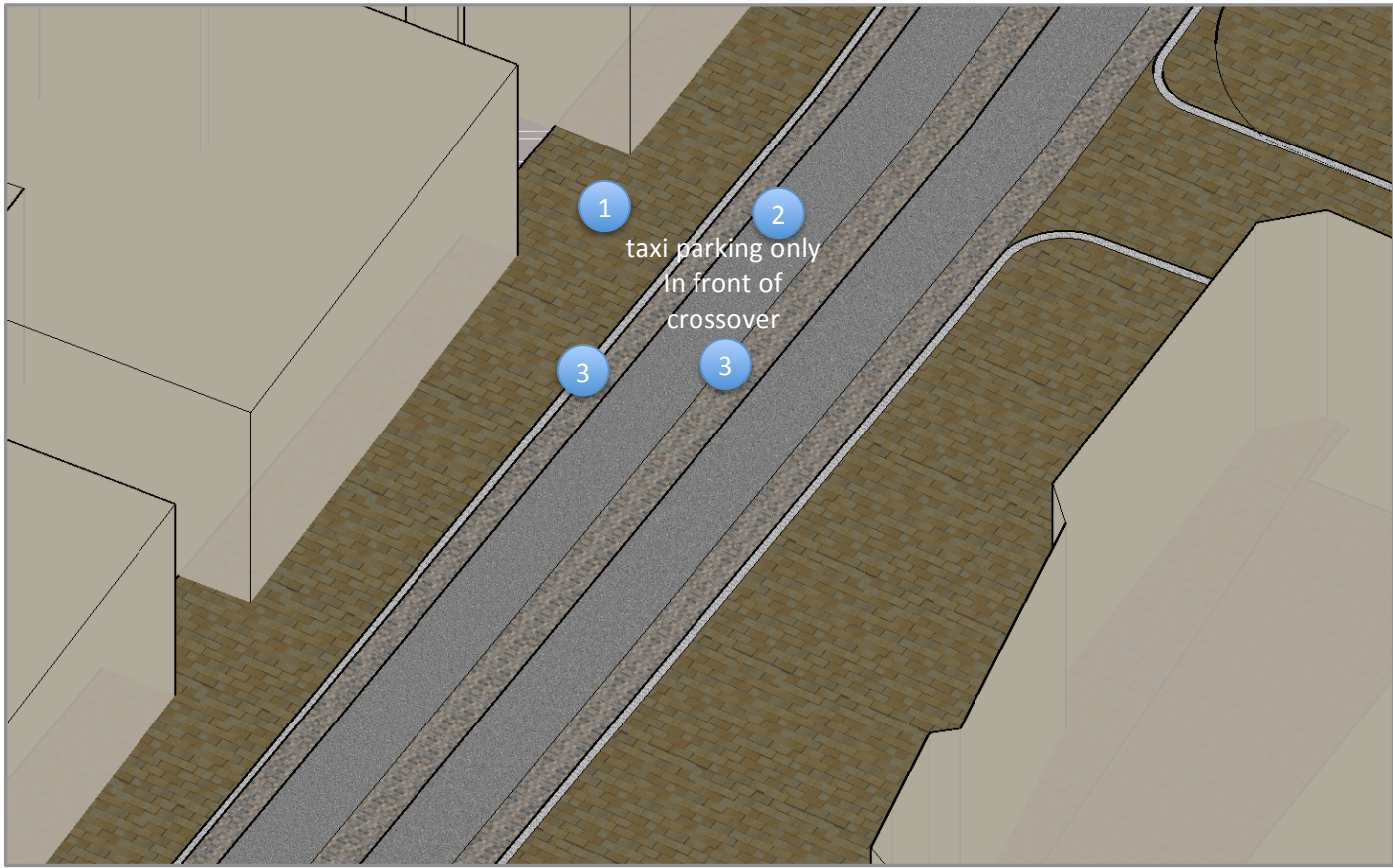


3 CENTRAL RETAIL AREA



CENTRAL RETAIL AREA

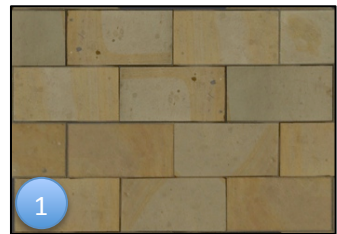
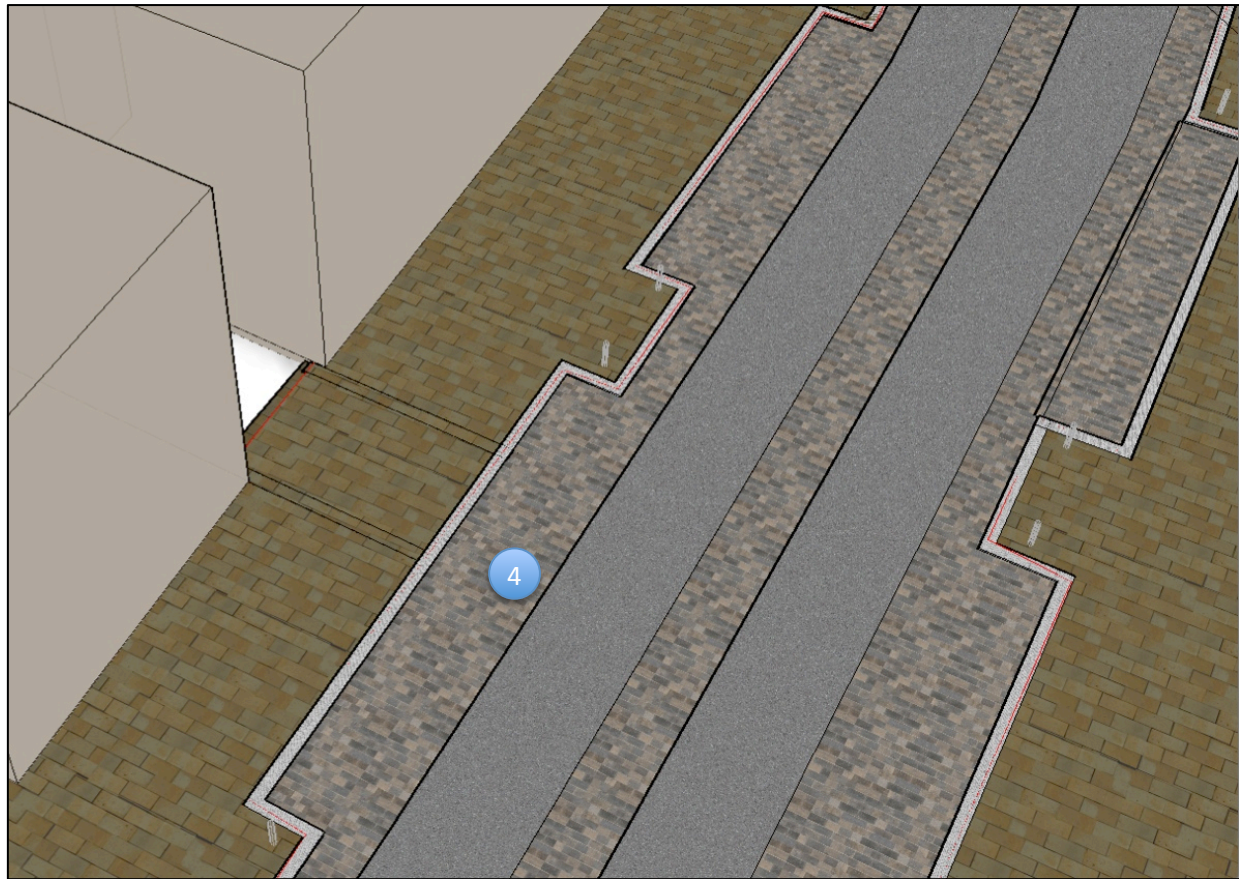
SPLIT CARRIAGEWAY DETAILS



It is proposed to reduce width to 2.5m and separate the carriageways to have a calming effect on traffic. (Drivers reduce speed if the width of the carriageway is perceived as narrow). The design is also intended to signal to drivers that they have entered a section of highway with pedestrian priority. The same message would be understood by pedestrians who should feel free to cross the road at locations other than signalled crossings.

High quality materials would help emphasise these signals and also impart a sense of civic pride. The proposed simple palette would help to unify the High Street and reinforce a sense of identity and includes standard, quality, durable materials.

VEHICLE CROSSOVERS & PARKING BAYS



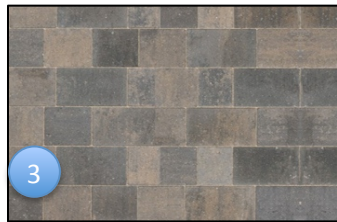
1

Charcon Stonemaster,
450x300x80mm



2

asphalt / resin-bound



3

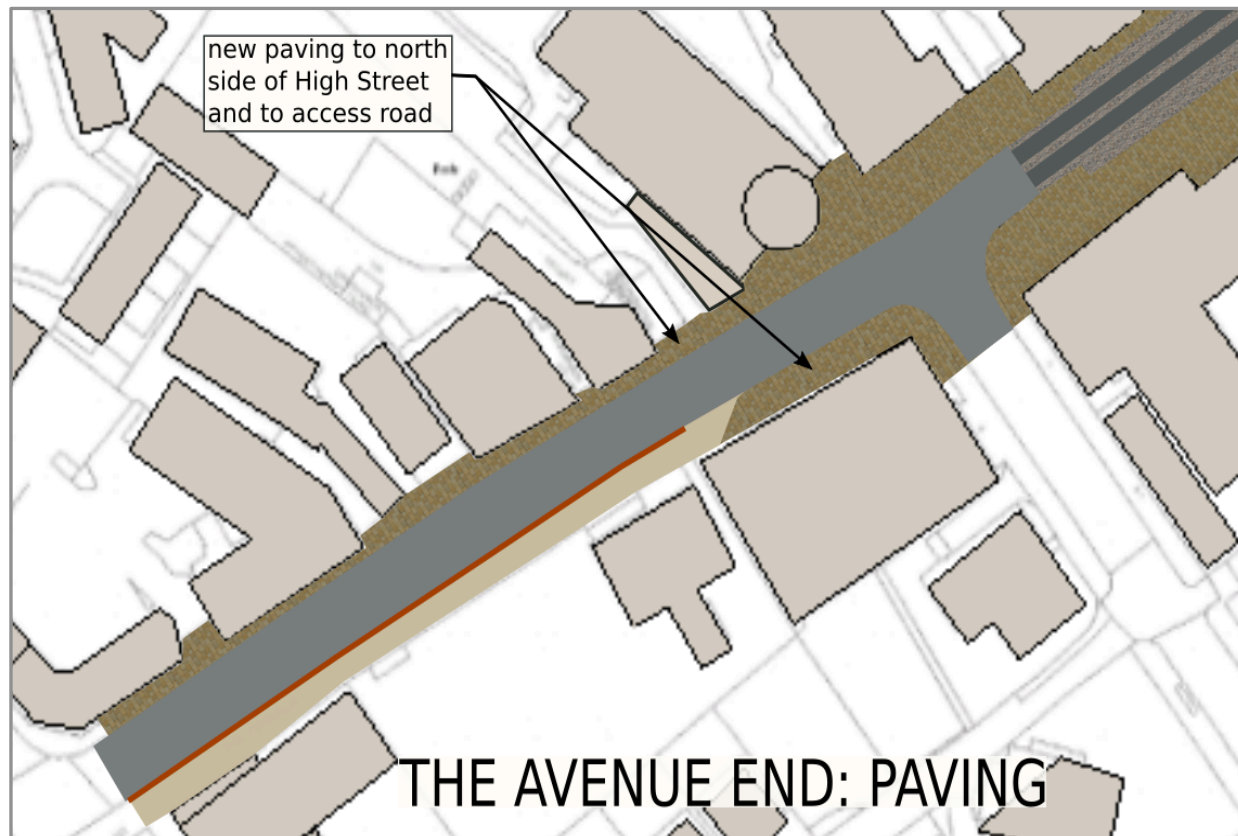
concrete blocks
(suitable for cyclists)



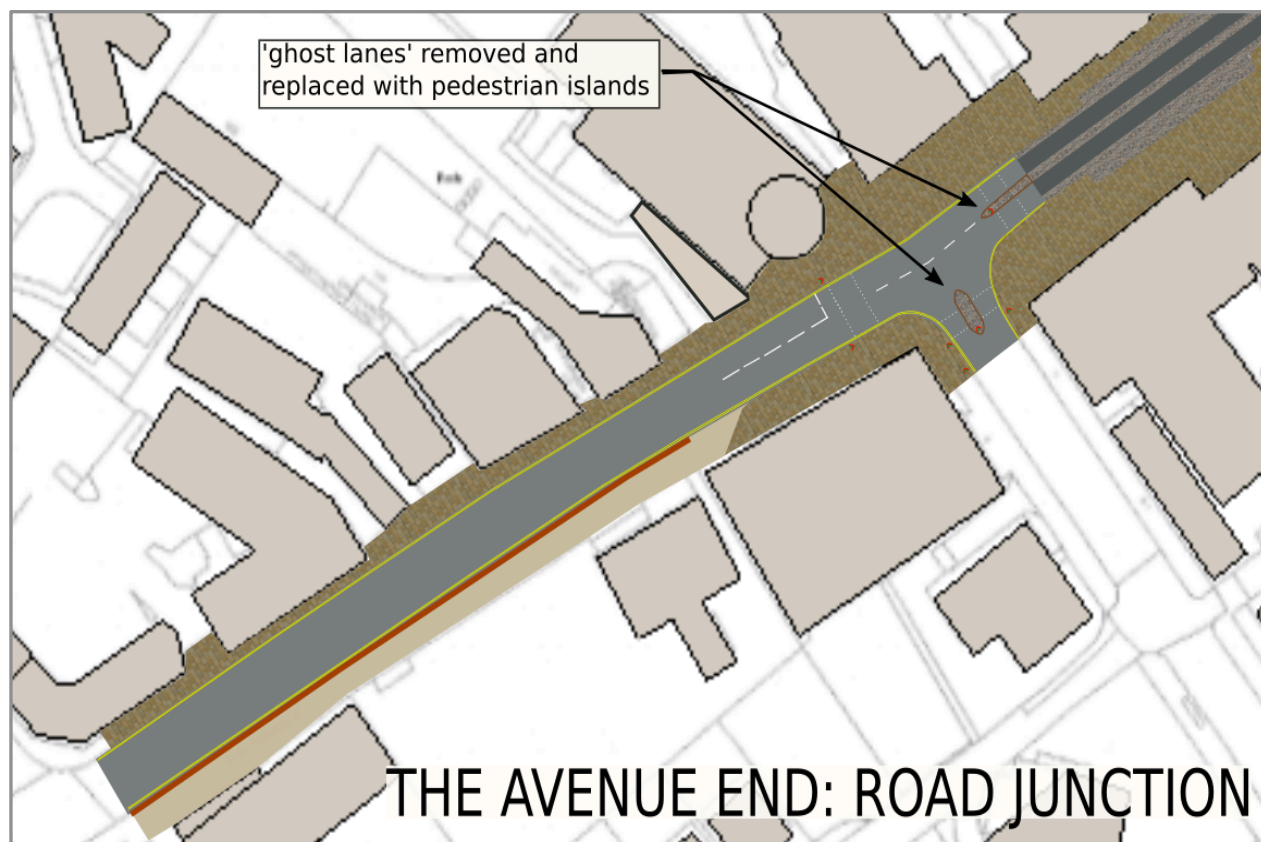
4

granite channel / kerb
25mm upstand

4 THE AVENUE END



The Avenue End has retail frontage to the north side and a retaining wall on the south side facilitates vehicular access. The paving scheme extends along the north side of the High Street.

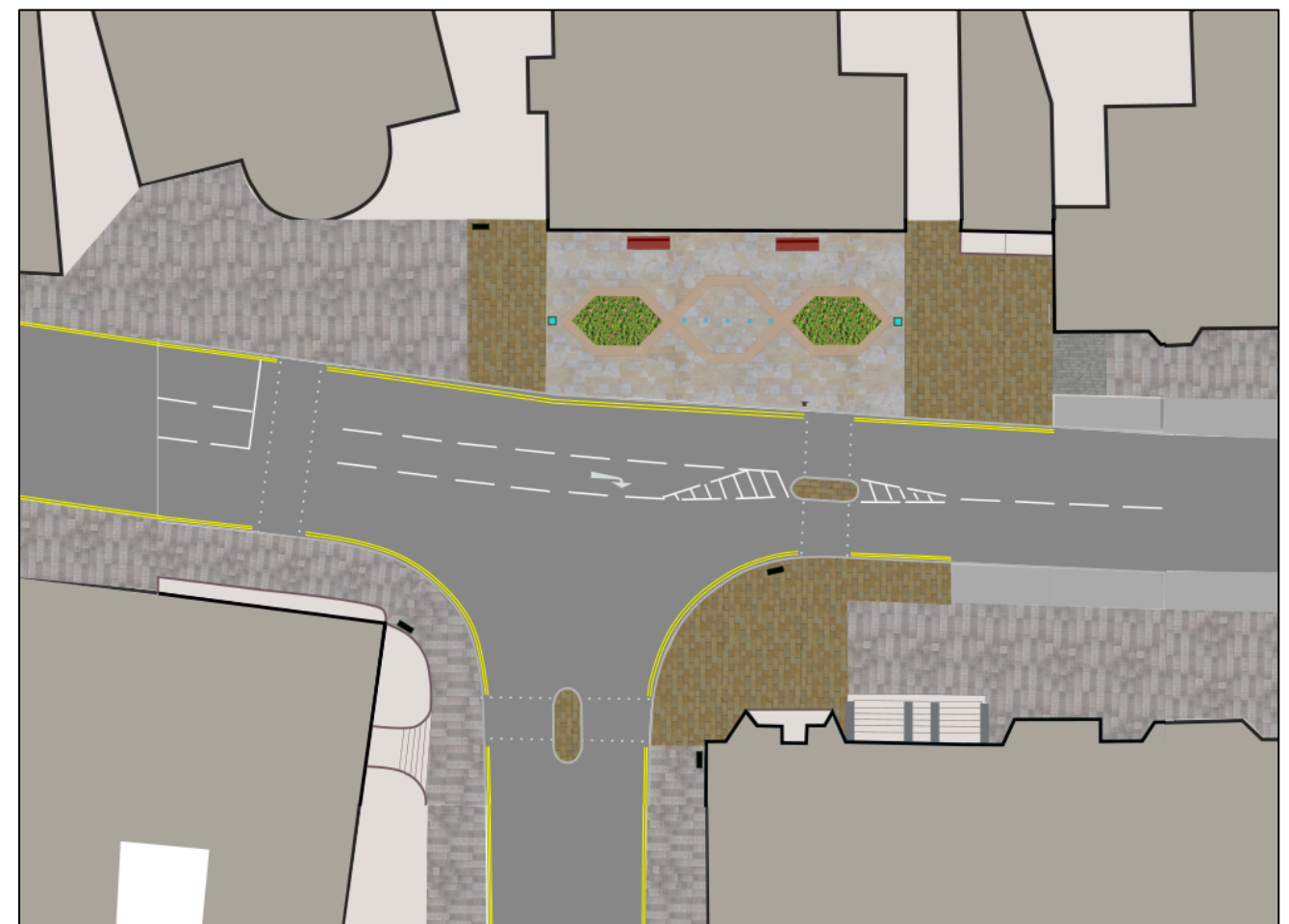


Junction Priority

The current road Junction at The Avenue prioritises vehicular movement. Removal of ghost lanes in favour of pedestrian islands would facilitate pedestrian movement and may also discourage vehicle through traffic (e.g. turning right from the Avenue) as the potential for delay may make alternative routes (such as New Cheveley Road and the B1063) more attractive. The proposed scheme would also facilitate relocation of the traffic lights and introduce a new paving frontage to the Memorial Hall (below).

Memorial Hall

The King Edward VII Memorial Hall is a focal point of civic life in Newmarket and while not visually dominant (there are other buildings on the High Street of similar size and architectural prominence) it does occupy a key position terminating the visual axis of The Avenue. It is set back from the general building line of the north side of the High Street so creating a wider public space at the front of the building. However this space is visually poor and does little to support the formal, attractive architecture of the building. The space is dominated by highways infrastructure – a block paved loading bay, plastic illuminated bollards, and traffic lights, while the street furniture is poorly organised and unattractive, including an over-sized waste bin and cycle stands



A redesigned frontage to the Memorial Hall would help underline the civic importance of the building. This might include an element of planting / greenery (e.g. 'knot gardens') and replacement of the street light with formal lighting specific to the building, including possible backlighting to the building itself. This sketch still allows for unloading by using the width of the pavement.

5 ROUNDABOUT



The setting of the Clock Tower has undergone substantial changes since its construction in the late 19th century to mark Queen Victoria's jubilee. Originally standing in isolation and with a commanding position at the head of the High Street it has been variously incorporated in to the changing scene of traffic management over the last 70 years as roundabouts of different configurations have come and gone.



The clock tower is now tied to the south-east side of the High Street and the temptation to add furniture and other items to the space created has proven to hard to resist. Moreover, the surrounding architecture is of variable quality and is focussed more on the roundabout, which has shifted to the north-west, than the clock tower.

Visually, and in terms of the organisation of space, the scene is discordant. Comments provided on the Visioning Day suggest that the space around the Clock Tower is liked while the roundabout is not liked which points to the essential dichotomy of what should be a unified space.

The strategy should seek to help the clock tower reassert itself as the dominant feature of the area however resolving this satisfactorily would not be easy. It may be possible to define a space, centred on the clock tower, into which traffic is admitted however this would be far removed from a conventional highways layout.

In addition there has been recent investment in the current roundabout and surrounding highway which is relatively recent intervention aimed at enhancing the amenity of the area.

Painted road markings have been removed and replaced with more subtle changes in surfacing materials while the roundabout itself has been given a 'sculptural' treatment based on granite 'balls'.



Visual clutter around the Clock Tower

Subsequent modifications have also been introduced with the benefit of the experience of traffic using the new layout. Visually, the new roundabout is much less disruptive than it otherwise would have been.

Given the difficulties of achieving a comprehensive solution the Design Framework recommends a limited intervention as illustrated below. Continuity with the Central Retail Area could be achieved by extending the paving and street furniture scheme to the south-western side of the roundabout area. A decluttering of the area around the clock tower would help restore the Victorian tower as a centrepiece.

