

To apply the **Link and Place model** to local streets in the

Cowes Peninsula

, the primary step is to classify each street based on its function as a movement conduit (**Link**) and a destination in its own right (**Place**), then use this classification to balance design priorities through stakeholder engagement.

Summary of the Application Process

1. **Understand the Core Principles:** The model recognises that all streets have dual functions: as "Links" for movement and "Places" for social, economic, and cultural activities. The design objective for a Link is to "save time," while the objective for a Place is to "spend time".
2. **Classify Streets using a Matrix:**
 - **Assign Link Status:** Classify each local street based on its role within the wider road network (e.g., from national/city highway down to local/neighbourhood street).
 - **Assign Place Status:** Determine the importance of the street as a destination (e.g., high street, residential area, or an area of cultural significance like the waterfront).
 - **Plot on a Matrix:** This creates a specific street type (e.g., a "local street" with "high place" status or a "district distributor" with "low place" status), which suggests an appropriate balance of design solutions.
3. **Engage Stakeholders:** Involve local residents, businesses, and councillors in the design process to ensure their needs and concerns are addressed. This can be done using participatory methods like public workshops, which have been shown to build consensus and support for proposed schemes. The Cowes and Northwood area has already seen the use of "Place Plans" and public surveys, providing a good basis for this engagement.
4. **Allocate Space and Design Solutions:**
 - **Determine Requirements:** Identify the minimum and desirable infrastructure requirements for different user groups (pedestrians, cyclists, public transport users, drivers, etc.) for both Link and Place activities.
 - **Balance of Provision:** Use the street's Link/Place status to determine the appropriate balance of space allocation. For example, a local residential street would prioritise "Place" elements like pedestrian space and green areas over "Link" elements like high vehicle capacity.
 - **Implement Context-Sensitive Designs:** The model avoids uniform solutions, encouraging designs that are sensitive to the local context and meet specific community needs, potentially incorporating 20 mph zones or shared spaces where appropriate.
5. **Evaluate and Adapt:** Assess how well the new design performs against its intended functions and be prepared to adjust if the solution doesn't meet minimum requirements for all users.

The model helps shift the focus from designing purely for vehicle movement to creating holistic street environments that support the quality of life and the local character of the Cowes peninsula.

A Link and Place matrix provides a visual framework for classifying all streets in the Cowes peninsula, balancing their function for movement against their value as destinations or community spaces. A typical matrix uses a grid, with "Link" status on one axis and "Place" status on the other.

Sample Link and Place Classification Matrix for Cowes Peninsula

The following is a conceptual 4x4 matrix tailored to local streets in the Cowes area.

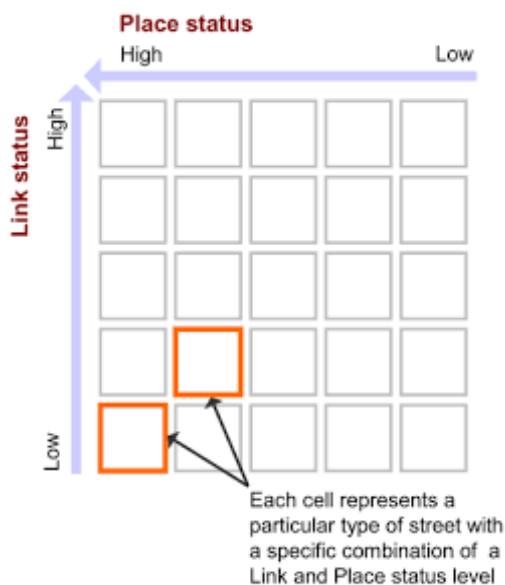
- **Link Status (Horizontal Axis)** refers to the street's importance for through traffic movement (vehicle volume and speed).
- **Place Status (Vertical Axis)** refers to the street's importance as a social, economic, or residential destination (pedestrian activity, local shops, community value).

	High Place (P1) (e.g., Town Centre, waterfront area, main shopping streets)	Medium Place (P2) (e.g., Residential areas with local facilities)	Low Place (P3) (e.g., Solely residential, industrial estates)	Very Low Place (P4) (e.g., Access roads/cul-de-sacs with few frontages)
High Link (L1) (e.g., Main routes through/around the town)	Hybrid (High-High): Balance movement/access (e.g., Cowes High Street during the day)	District Distributor: Prioritise movement, manage place impact (e.g., main roads on the edge of residential areas)	Arterial Link: Prioritise movement, minimize place	Major Link
Medium Link (L2) (e.g., Collector roads)	Urban Priority Place: High pedestrian activity, balanced movement (e.g., area around the Red Jet terminal)	Balanced Priority: Key local routes with residential/community function	Local Distributor: Primarily movement within residential areas	Minor Link
Low Link (L3) (e.g., Local roads with limited through traffic)	Place Priority: Movement restricted to access, high place value (e.g., pedestrianised areas, market squares)	Local Place: Focus on residential amenity, low-speed environment	Neighbourhood Access: Quiet local streets, focus on residential access	Access Street
Very Low Link (L4) (e.g., Cul-de-sacs, private drives)	Special Place: Areas with unique cultural/heritage value, minimal traffic (e.g., specific historic alleys or promenades)	Cul-de-sac: Prioritise place/amenity, minimal traffic function	Private Access: Very low traffic/place functions	No-through access

URBAN HIGH INTENSITY (UH)

Neighborhood

Connector



Using the Matrix for Design Decisions

Each cell in the matrix represents a specific street type that demands a tailored design approach. The classification helps determine the appropriate balance of space and provision for different user groups (pedestrians, cyclists, public transport, drivers).

- **Hybrid (High-High)** streets require careful management, such as implementing 20 mph zones or shared spaces, to facilitate both busy commercial activity and necessary vehicle access.

- **Local Place (L3, P2)** streets would prioritise pedestrian space, green infrastructure, and measures to reduce vehicle speed, such as speed humps or chicanes, to improve the residential environment.
- **Arterial Links (L1, P3)** would focus on efficient movement, managing junctions to reduce congestion while ensuring safe crossing points for local residents.

By mapping all local streets onto this matrix, local planners and the community can develop context-sensitive solutions for the entire peninsula, moving away from uniform road engineering standards.

