

Cowes, Northwood, Gurnard Local Area Transport Plan (LATP)

Consultation Pack | June 2026

1. Executive Summary

Purpose of the Plan

The Cowes, Northwood, and Gurnard Local Area Transport Plan (LATP) is a localized statutory framework designed to translate the strategic, island-wide ambitions of the Isle of Wight Council's Island Transport Plan 4 (ITP4) into tangible, street-level infrastructure delivery. While traditional transport frameworks treat streets purely as conduits for motor vehicle volume, this document introduces a balanced approach that legalizes the relationship between transport movement, street-level accessibility, and community space.

Why This Plan is Required

The adoption of the local Cycling and Walking Infrastructure Plan (LCWIP) was a vital first step, but a basic active travel plan lacks the regulatory mechanism to change parking layouts, update micro-accessibility features, or dictate land-use functions. This LATP bridges that gap. It provides the statutory policy "teeth" necessary to ensure that new developments, utility street works, and highway resurfacing projects do not look at active travel routes in a vacuum, but actively build safer, inclusive, and more prosperous street environments.

Core Strategic Pillars

To achieve this, the LATP enforces three innovative planning mechanics:

1. **The Link & Place Mandate:** Elevating streets like Cowes High Street to "Civic Streets" status where economic activity and pedestrian priority legally override motor vehicle throughput.
2. **The Inclusive Infrastructure Default:** Shifting away from isolated, poorly maintained dropped kerbs to continuous, flush-threshold footways over side-street junctions, guaranteeing unconditional accessibility for mobility aid users and pushchairs.
3. **Smart Parking Rebalancing:** Transforming high street kerbsides into community spaces, parklets, and active business frontages while protecting motorists via modern, edge-of-town Smart Mobility Hubs.

Through binding delivery metrics and an aggressive adherence to the Healthy Streets Scorecard, this plan establishes a 10-year roadmap to upgrade the Cowes area from a car-dominated network to a world-class, accessible community.

2. Strategic Context & Vision

This LATP is a place-based transport framework that:

- **Sits within** the Island Transport Plan LTP4 (2025–2040).
- **Aligns with** the Cowes, Northwood, Gurnard Planning Strategy and Economic Prospectus.
- **Delivers** the adopted Local Cycling and Walking Infrastructure Plan (LCWIP).
- **Applies** Healthy Streets, Safer Streets, and Link & Place principles as **mandatory policy constraints** to dictate all future highway investment, developer contributions, and public realm design.

Vision Statement

"A connected, healthy, and resilient transport network that supports inclusive growth, community wellbeing, and sustainable travel across Cowes, Northwood, and Gurnard."

3. Strategic Objectives

Theme	Objective	Statutory Mechanism
Local Access	Reduce car dependency and congestion in Cowes town centre.	Active traffic filtering and pedestrianization zones.
Active Travel	Deliver LCWIP walking zones and protected cycle routes.	Mandating continuous flush-threshold footways.
Public Transport	Improve Route 1 reliability and frequency.	Bus priority lanes and ZEBRA-funded electrification.
Parking	Rebalance parking strategy to support modal shift.	Phasing out high-street spaces for edge-of-town hubs.
Safety	Reduce road danger and active travel fear.	Mandatory Safer Streets audits for all new schemes.
Link & Place	Balance street design for people and vehicles.	Using a binding Movement & Place regulatory framework.

4. Priority Delivery Schemes

Scheme 1: LCWIP Infrastructure Accelerated Delivery

- **Walking Zones:** Focus on Cowes High Street, school perimeters, and medical centres.
- **Mandatory Standard:** All prioritized walking corridors must eliminate traditional dropped-kerb vertical lips. Side-street junctions along these routes must utilize **continuous, level-surface flush thresholds** to give pedestrians undisputed physical and visual priority over turning vehicles.

Scheme 2: Statutory Link & Place Integration

- **Street Classification:** Formally binds highway design standards to a street's designated community value, making it illegal to compromise a "Place" for vehicle speed or volume.
- **Planning Rule:** Any proposed development or highway alteration on a high-value *Place* street must demonstrate a net-positive score improvement on the Healthy Streets Scorecard to receive approval.

Scheme 3: Town Centre Parking Restructuring

- **High Street Reclamation:** On-street parking spaces on designated Civic and Community streets will be progressively reclaimed and repurposed for **public seating, pocket parks, secure bike hangars, and business outdoor seating**.

- **Displaced Parking:** Vehicle capacity is shifted to edge-of-town **Smart Mobility Hubs**, featuring EV charging, e-bike hire, and real-time public transport links to safeguard town-centre accessibility.

5. Framework Integration & Audits

The Healthy Streets Scorecard

All network updates will be actively audited against the 10 Healthy Streets Indicators to aggressively transition Cowes Town Centre from its baseline score of **6/10** to a target of **9/10**.

- **Everyone Feels Welcome:** Widening pavements and removing unnecessary street clutter.
- **Easy to Cross:** Tightening junctions to reduce crossing distances and installing raised tables.
- **Shade and Shelter:** Integrating street trees, green walls, and covered public seating.

The Safer Streets Audit Checklist

Before any highway project is signed off, it must pass a comprehensive risk assessment covering:

- **Inclusive Access:** Are routes un-obstructed and perfectly optimized for mobility scooters, wheelchairs, and pushchairs?
- **Speed Management:** Are physical traffic-calming measures in place to enforce appropriate local speed boundaries?
- **School Corridors:** Are dedicated routes to local schools physically separated from motor vehicles?

6. Link & Place Classification Matrix

This matrix acts as the definitive planning filter for the Cowes, Northwood, and Gurnard area:

Street / Corridor	Link Function	Place Function	Binding Classification	Design Directive
Newport Road (Route 1)	Strategic Link	Low Place	Movement Corridor	Bus priority, protected cycling lanes, segregated infrastructure.
Cowes High Street	Local Link	High Place	Civic Street	Full pedestrian priority, vehicle restrictions, active frontages.
Nodeshill / Park Road	Distributor Link	Medium Place	Transition Street	Heavy speed reduction, raised tables, traffic calming.
Gurnard Road	Local Link	Residential	Neighbourhood Street	Quiet street design, modal filters, safe school routes.

7. Implementation & Monitoring Tracker

This tracker acts as the live management tool for the LATP. It binds specific policy schemes to delivery milestones, funding streams, and strict accessibility-focused key performance indicators (KPIs).

Scheme Reference	Local Action / Intervention	Target Streets / Locations	Primary Funding Stream	Lead Delivery Partners	Key Performance Indicator (KPI)	Status / Phase
LATP-01: Micro-Accessibility	Install continuous level-surface flush thresholds at side-street junctions to replace dropped kerbs.	All designated LCWIP walking corridors (e.g., Ward Ave, Place Road).	Section 106 / IWC Highways Capital Fund.	Island Roads, IWC Highways Engineering.	100% obstruction-free pedestrian network along priority routes by Year 3.	Draft Phase (Awaiting Audit)
LATP-02: Link & Place	Restrict general vehicle access and enforce strict delivery windows.	Cowes High Street (Civic Street Zone).	Active Travel England (ATE) Grant / Section 106.	Cowes Town Council, IWC Planning.	Increase baseline Healthy Streets score from 6/10 to 9/10 within 24 months of implementation.	Draft Phase (Policy Mapping)
LATP-03: Parking Rebalancing	Decommission on-street high street bays; install parklets, cycle hangars, and seating.	Cowes High Street, Birmingham Road.	IWC Parking Revenue Surplus / Local Business Contributions.	Island Roads, Local Chamber of Commerce.	Reclaim 40% of kerbside space for community use by Year 5.	Draft Phase (Feasibility)
LATP-04: Smart Mobility Hubs	Construct edge-of-town multi-modal hubs featuring EV charging, e-bike share, and Park & Stride.	Outskirts of Cowes (e.g., near Route 1 park & ride boundaries).	DfT Capital Grants / Private Utility Capital.	Southern Vectis, Private EV Operators.	Transfer 25% of town-centre destined vehicles to park-and-stride models by Year 5.	Draft Phase (Site Selection)

LATP-05: Safer Streets Audits	Mandatory pre-construction safety and inclusivity assessment on all highway alterations.	Town-wide application.	Internal Council Operational Budget.	Independent Accessibility Auditors, School Governors.	Zero highway schemes approved without a certified Net-Positive Score on the Safer Streets Checklist.	Draft Phase (Text Locked)
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Public Consultation Feedback Form

Cowes, Northwood, Gurnard Local Area Transport Plan (LATP)

Please use this form to provide your feedback on the draft LATP. Your comments will directly inform the final version submitted to the Isle of Wight Council for formal policy adoption.

Part A: About You

1. What is your relationship to the consultation area? (Tick all that apply)

- ☐ Resident of Cowes / Northwood / Gurnard
- ☐ Local business owner / Worker in the area
- ☐ Commuter traveling through the area
- ☐ Visitor / Tourist

2. Do you face any specific mobility or accessibility challenges when using our streets?

- ☐ Yes (e.g., wheelchair user, pushchair, limited mobility, visual impairment)
 - ☐ No
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Part B: Strategy & Objectives

1. To what extent do you agree with the introduction of the Link & Place framework (prioritizing community space and pedestrian safety over vehicle speeds on high-value streets)?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

2. Do you support the mandatory policy to replace traditional dropped kerbs with continuous, level-surface flush thresholds along prioritised walking routes?

- ☐ Yes, fully support
 - ☐ Support, but with reservations
 - ☐ No, do not support
 - ☐ Undecided
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Part C: Location-Specific Feedback

1. Please identify any specific street, junction, or corridor in Cowes, Northwood, or Gurnard where a lack of dropped kerbs, poor parking layouts, or vehicle speeds present a barrier to safe travel.

- ☐ *Street/Location Name:* _____
- ☐ *Description of the Issue:* _____

2. The LATP proposes reclaiming some town-centre high street parking spaces for public seating, pocket parks, and cycle hangars, while shifting long-stay parking to edge-of-town Smart Mobility Hubs. What are your views on this proposal?

Part D: Additional Comments

1. If you have any further suggestions to improve this draft Local Area Transport Plan before its formal submission, please state them below:

Thank you for taking the time to complete this consultation form.

Please return your completed form via email to transport@iow.gov.uk or drop a physical copy off at the Cowes Town Council Offices, Northwood House.