

### **Summary of Projects in Draft Masterplan**

#### Project 1 – Wallsend Town Square

Located at the heart of the town centre the existing square provides a natural focal point for visitors and town centre activities. Refurbishment of these pedestrianised areas next to the Forum Shopping Centre, Customer First Centre and Anson Public House is a key objective of the Masterplan. This will see the space remodelled through new planting, paving and street furniture and it will provide the high quality, multi-functional space at a key 'Gateway' into the town centre.

#### Project 2 – High Street West, High Street East and Station Road

Improve the appearance and experience on High Streets West, East and Station Road and improve the experience for pedestrians, cyclists, wheelchair users and other town centre visitors. This could be achieved through widening pavements, introducing street trees and seating while retaining access for vehicles and servicing. Providing some design continuity and developing a Wallsend suite of materials and street furniture will be an essential part of this approach.

#### Project 3 – Segedunum World Heritage Site Gateway

Reimagine Buddle Street and the featureless paved area between Buddle Street and Woolley Street creating a 'pocket park' and an environment that celebrates and recognises you are passing through a historic fort. A key issue will be to enhance the visual appeal and visitor experience whilst maintaining the road as a key riverside traffic route serving industry

#### Project 4 – The Forum

NewRiver Retail is planning to further invest and improve the connectivity between Aldi, the Health Centre and the retail shops by removing the large

atrium area and replacing it with public realm whilst consolidating the existing retail.

#### Project 5 – Bus & Metro Station

The current Bus and Metro station is in a strategic location sited between the town centre and Segedunum. However, its visual appeal is limited, and the site currently contributes little to the townscape (other than its function as an interchange), and in some ways, creates a barrier between the town centre and Segedunum. The masterplan seeks to explore options to modify the existing interchange through new tree and shrub planting and improved pedestrian and cycle links to Segedunum. This could extend to removal of some bus stands enabling new development to progress such as a cycle hub and secure cycle parking or even new build housing.

#### Project 6 – Housing Streetscape Improvements

The Masterplan proposes to transform the streets in the terraced housing north and south of the High Street East and West creating inclusive, pedestrian and cycle friendly streets that provide space for planting, allow safe children's play and can accommodate future electric vehicle infrastructure. This will radically improve the appearance, liveability and appeal of Wallsend Town Centre as a destination of choice for new (and existing) residents.

#### Project 7 – Housing Development (New Build & Refurbishment)

Bring forward opportunities to refurbish existing homes and be proactive in bringing forward new build such as the Portugal Place/High Street West/Border Road site as well as windfall sites. This will be complemented by initiatives to raise housing standards especially in poor quality private rented homes. This will build on our success in North Shields where we have successfully delivered new housing opportunities and will broaden the Wallsend housing offer and will help attract new residents who are economically mobile and are able to support local shops and services.

#### Project 8 – Cycle Corridors

Wallsend is on the National Cycle Routes and therefore has a considerable reach into the local, national and international cycling communities. Improvements to the C2C/Route 72/Hadrian's Cycleway include a possible cycle hub and the creation of new routes north from the C2C via Holly Avenue to the town centre and via Park Road to Richardson Dees Park. These collectively will improve provision and the attractiveness of the routes to cyclists which will have spin off benefits for the town centre.

### Project 9 – Segedunum Transformation

The existence of a World Heritage Site within the Town Centre provides a raft of opportunities to drive footfall and spend in the town centre. It also provides the opportunity for the museum to become an asset in the heart of the community which benefits both residents and businesses. The masterplan therefore proposes the transformation of Segedunum Roman Fort & Museum through new galleries, stories about the wider history of the town, together with Augmented Reality (AR) & Virtual Reality (VR) experiences. Works will also involve repairing and reopening the Bath House, relocating the café, creating an outdoor events space and frontage improvements that shouts we're a world-class World Heritage Site. Segedunum presents a unique opportunity to redefine the town centre offer and to improve links to the retail core which will be an essential component of any scheme.

### Project 10 – Segedunum Linkages

As noted above, it is important to draw Segedunum into the town centre offer and to improve the linkages between the two. As such, the Masterplan considers options for interventions to improve and enhance the routes between Segedunum and the Metro Station and town centre which could include additional signage, planting, waymarkers, banners and coloured paving and surfacing.

### Project 11 – Historic Buildings & Conservation

Wallsend has some beautiful and well-appointed buildings which reflect the wealth and proud history of the town. The Masterplan proposes to initiate and support ways of restoring and finding new uses for much loved, historic

buildings such as the Buddle, the Civic Hall and the former Coach and Horses Public House. We will also investigate the scope for declaring a town centre Conservation Area.

#### Project 12 – Business Support

Growing the local economy and securing inward investment will be a key ingredient of future success. The Masterplan seeks to deliver a programme of bespoke business support using the grant funding from the Towns and High Streets Innovation Programme. This includes support for start-ups and established SMEs, a town centre business liaison officer and shop front grants.

#### Project 13 – Employment Support

One of our key policy objectives for Wallsend is to ensure residents are connected to good jobs and are able to fulfil their potential. Development of the Working Well Employability Hub will provide employment and skills support in one place. Initiatives will also assist people not using mainstream services as well as improving adult education provision. Digital inclusion will be a key element given that many job adverts and interviews etc are held on-line.

#### Project 14 – Events & Animation

Town centres thrive on activity and a varied events programme can help drive footfall, increase visitor spend and, importantly, leads to repeat visits. Expanding the scope and reach of Wallsend's existing programme to drive footfall and increase participation will be a major contributing factor to the town's future success. This can be achieved through greater use of the Customer First Centre and Segedunum and exploring new initiatives through AR and VR, town trails and attractions such as drone based light shows.