

This section identifies the areas in Falmouth and Penryn that have the most potential for change. It sets out the strategic objectives for these areas, and the rationale that supports the objectives, based on the analysis described earlier in the document.

5.1

KEY AREAS OF CHANGE

The key economic and social objectives of the Development Framework are:

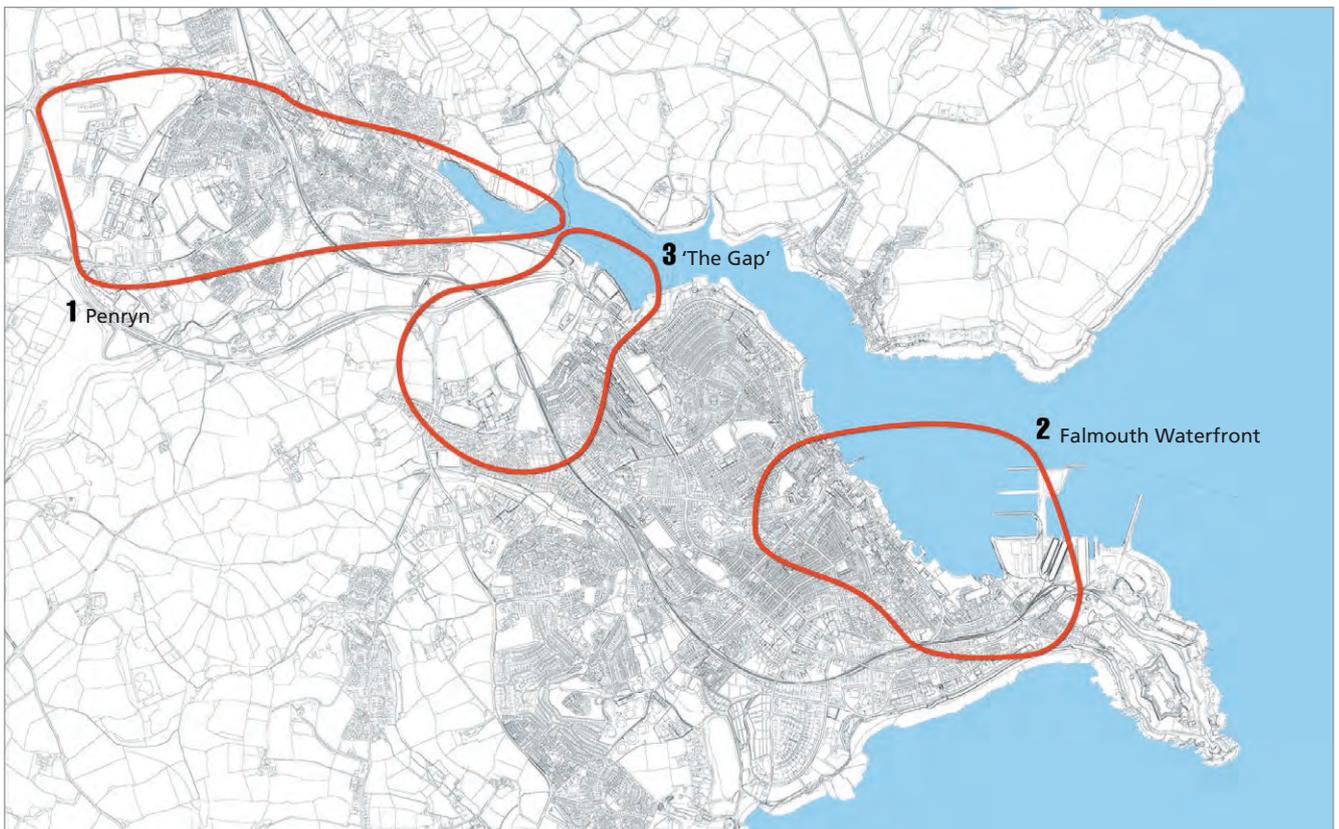
- **Strengthening the existing economy**
Tourism – enhancing the tourist offer.
Retailing – protecting the independent character.
The Docks – diversifying the marine businesses.
- **Diversifying the economy**
Knowledge economy – exploiting CUC.
Marine businesses – exploiting the Docks.
- **Reinforcing investment in major projects**
Tourism – NMMC.
Knowledge economy – CUC.

- **Delivering housing growth**
Sustainable expansion – identifying long term opportunities.
Affordable housing – for new and existing residents.
Community needs – health and recreation.
- **Ensuring strategic and local accessibility**
Car – strategic access and local parking.
Public transport – rail, bus and boat.
On foot and cycle – a network of integrated routes.

In addressing these objectives, the analysis has highlighted three main areas where development opportunities are concentrated, where change is likely to be focused, and which will be critically important in determining the scale and character of future growth in the two towns.

These Areas of Change are:

- 1 Penryn**
The whole town from CUC and Kernick Industrial Estate to Commercial Road and the waterfront. The strategy focus includes the Penryn urban fringe and Mabe, recognising the strong linkages between Carrick and Kerrier in this area.
- 2 Falmouth Waterfront**
The key opportunities lie broadly along the waterfront from Quarry car park to the Docks. Whilst there are important development sites elsewhere, these can be treated independently, and it is the waterfront area that will shape the future of the town.
- 3 The Gap**
This area plays an important 'separation' role between the towns, but has the potential to meet joint community and recreation needs in a sustainable location.



AREAS OF CHANGE

5.2

PENRYN STRATEGY

Penryn is the first area of change. The town faces a number of challenges including issues relating to traffic, a poor main shopping street, little access to the waterfront and how to capitalise the presence of CUC and the student population in the area. However, it has a number of key assets that provide the opportunity for growth and enhancement. These include:

- a modern and growing University at Tremough;
- established and successful industrial estates;
- a historic and attractive 'high street';
- successful 'bulky goods' trading at Commercial Road;
- a distinctive waterfront;
- strong demand for housing.

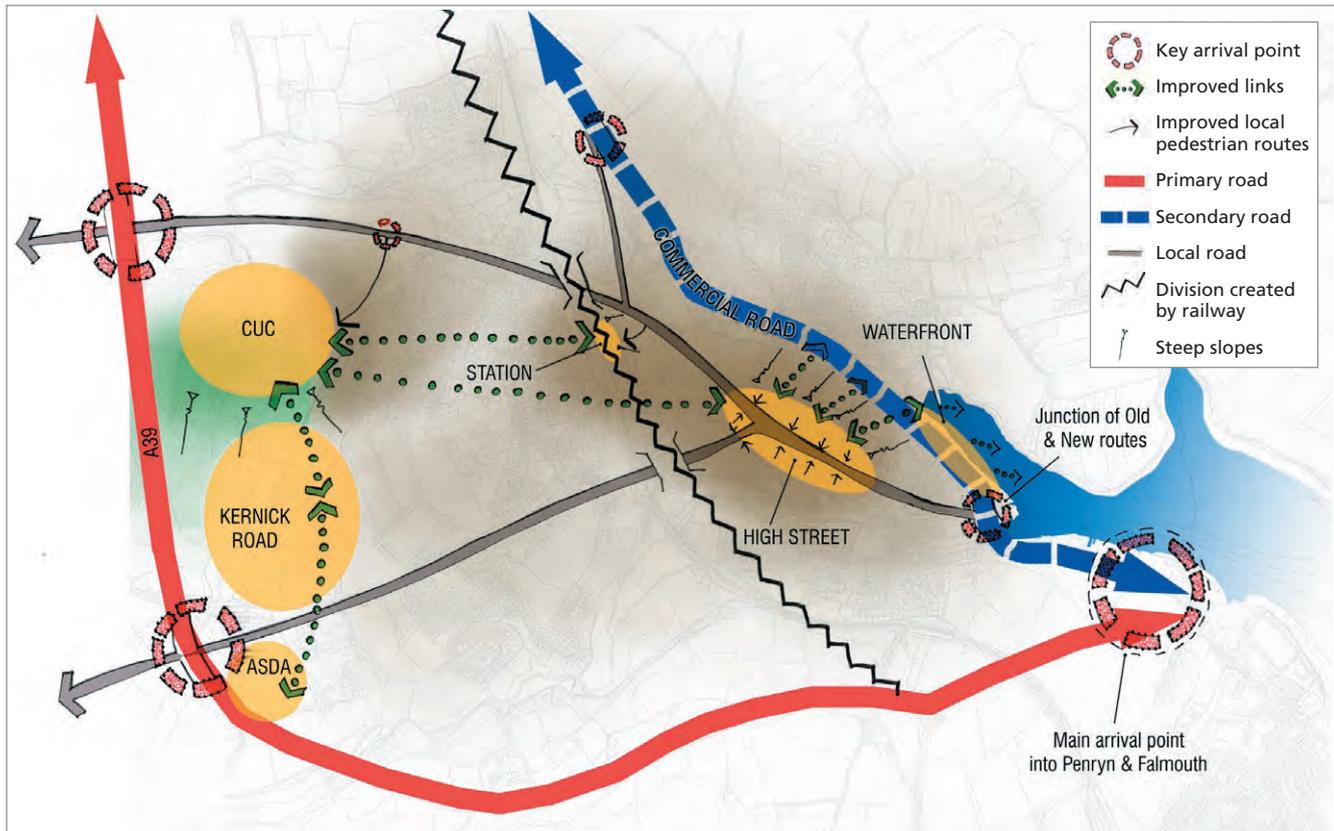
INTEGRATING CUC

The opportunities created by the CUC have been outlined earlier in this report. It is critical for the success of the University, in the longer term, that it is seen to be integrated with Penryn and with Mabe, located in neighbouring Kerrier. There are four elements to this strategy:

- promoting business growth which will strengthen and diversify the local economies;
- raising the physical profile of the CUC so that it presents a visible presence to visitors arriving at Penryn/Mabe;
- improving the physical connections with Kernick Industrial Estate to promote higher quality employment; and
- creating a network of pedestrian and cycle routes which will reduce car use between Penryn and the campus.

Promoting Diverse Business Growth

The starting point for this strategy is the desire of CUC to encourage 'spin-off' businesses. This is coupled with a need across Falmouth and Penryn to generate more jobs and diversify into new sectors. The CUC provides an opportunity to attract new businesses into the area. Some will be established firms but many, it is hoped, will be start-up businesses. These start-up businesses will need support and nurturing and will need to be located close to the CUC campus (preferably on the campus). The creation of flexible space for small businesses should therefore be a priority. In the longer term, should this initiative prove successful, there will be the need to plan for expansion and 'grow-on' space.



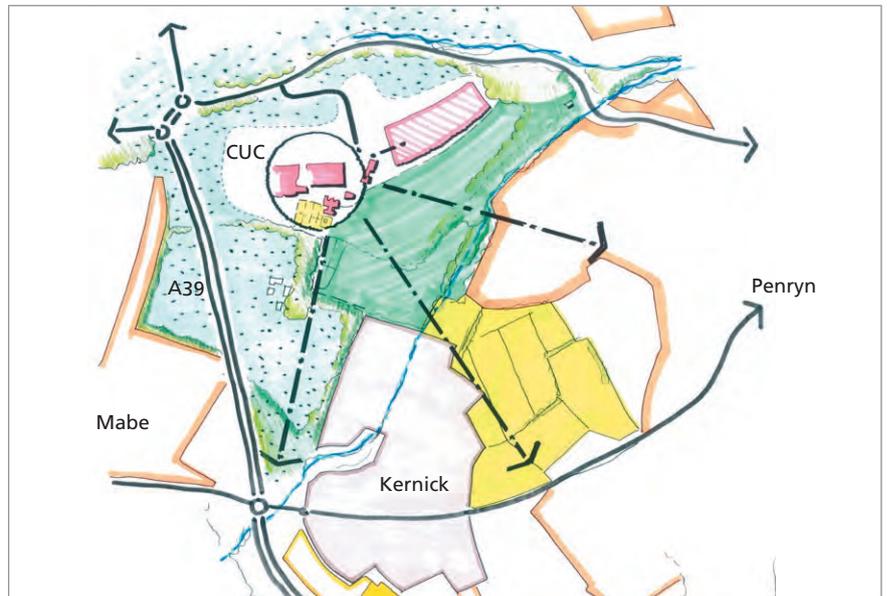
Raising the Profile

The CUC is a key gateway for visitors to Penryn and Falmouth, and also makes a clear statement regarding the potential of the knowledge economy. It should therefore announce its presence and create a sense of arrival at the town. The development of the Innovation and Technology Centre provides the opportunity to create a landmark building at the CUC roundabout.

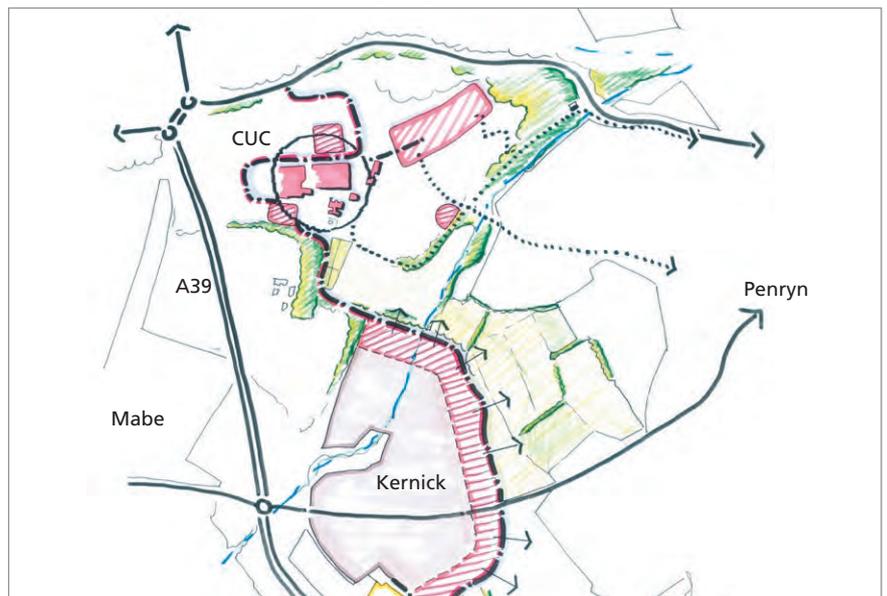
Connections with Kernick Industrial Estate

CUC and Kernick Road are key employment drivers located on the Carrick / Kerrier border. Despite their close proximity, the natural topography creates a barrier between them. A strategy to develop physical and economic linkages between CUC and Kernick Road will raise the profile of both areas, and create a major hub for the growth of the knowledge economy.

The Kernick Industrial Estate is already allocated for employment purposes and supports a variety of businesses and a mix of employment. The Combined Development Framework seeks to enhance the estate's potential by ensuring that existing land is used more efficiently and by providing additional development around the site in order to accommodate and encourage further economic growth. Although the existing mixed employment space provided at Kernick may not be attractive to all enterprises emerging from the University, the estate's proximity to the Tremough campus ensures that it will have a role to play in accommodating new businesses.



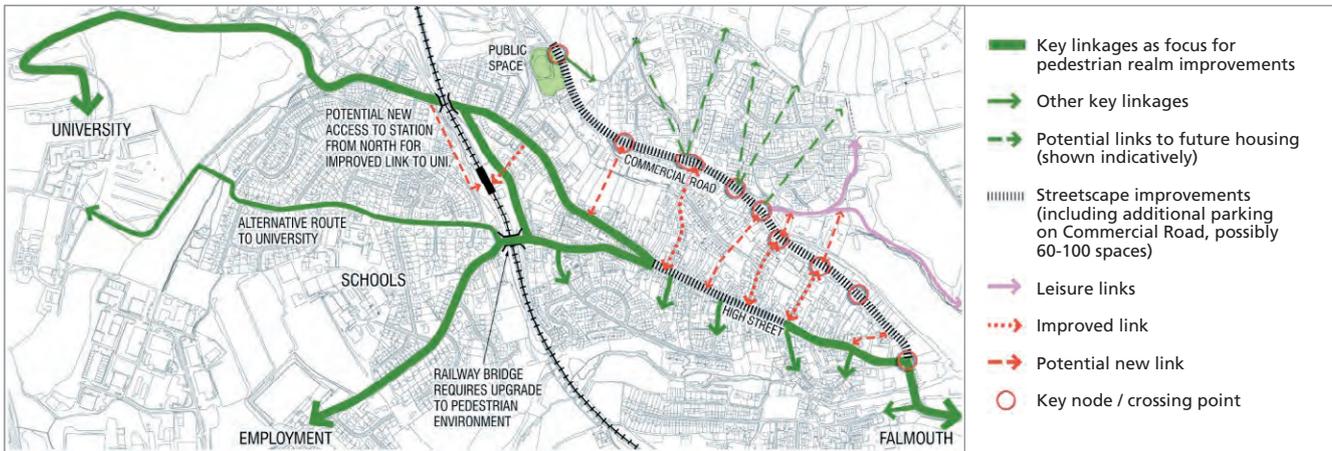
DEVELOPING A MORE OUTWARD LOOKING CAMPUS



LINKING CUC WITH KERNICK INDUSTRIAL ESTATE



VIEW OF KERNICK INDUSTRIAL ESTATE FROM CUC



AN INTEGRATED NETWORK OF ROUTES

Pedestrian and Cycle Routes

Integrating the CUC with Penryn is an important part of the transport strategy for the town, but also of creating a clear cultural and economic connection with Penryn. This should be part of a wider strategy to integrate Penryn town centre with its surrounding residential areas and with Commercial Road.

PENRYN TOWN CENTRE

It has been noted that Penryn has two distinct retail areas, which serve complementary functions. Commercial Road and the “high street” function as separate, linear streets, with very few connections between them and a poor quality ‘transition’ area in between the two, reinforcing this barrier.

The Development Framework seeks to change the perception of Commercial Road from a through route to a town centre ‘street’. Slowing traffic down through the street and providing more parking and landscaping will attract more visitors into the area and encourage greater interaction with the town centre. This will help to enhance the vitality and viability of the wider area with respect to tourism and retailing.

The key elements of the strategy for Commercial Road and Penryn town centre include:

- enhancing waterfront connections;
- linking key spaces;
- linking key destinations;
- integrating parking.

Transport Measures

There are four key transport issues affecting Penryn town centre which have been highlighted:

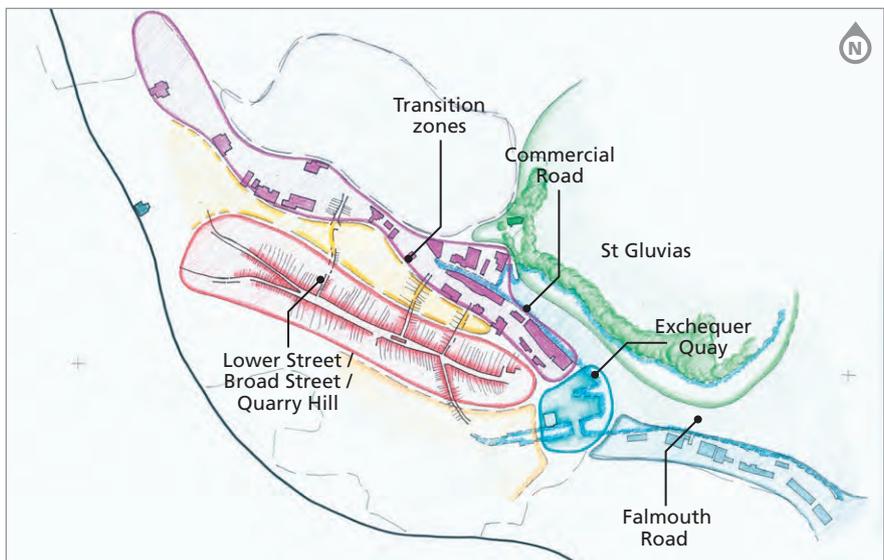
- the quantity of traffic using Commercial Road as a through route in preference to the A39, and the

limited opportunity for these people to stop and visit local businesses;

- the lack of appreciation of the presence of Penryn town centre when passing through on Commercial Road;
- the availability of convenient and secure car parking for residents of the town centre;
- the quality of pedestrian connections into and within the town centre.

In response to these issues, there are three interrelated components for potential transport improvements in Penryn:

- a pedestrian strategy creating new linkages between key areas;



LINEAR CHARACTER OF PENRYN TOWN CENTRE

- improvements to the amenity and accessibility of existing car parks;
- improvements to the street environment along Commercial Road, including additional car parking provision.

The Urban Centre Strategy for Falmouth and Penryn set out in the emerging LTP2 has been informed by the Development Framework. Priority schemes from the strategy below have been identified for implementation within the LTP timescale.

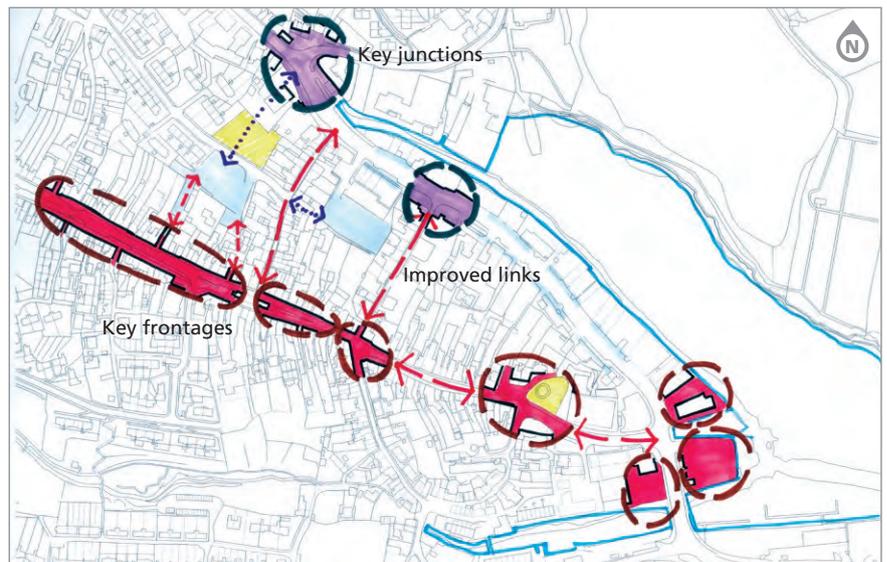
Pedestrian Strategy

A pedestrian strategy for Penryn should aim to improve connections between the core components of the town including:

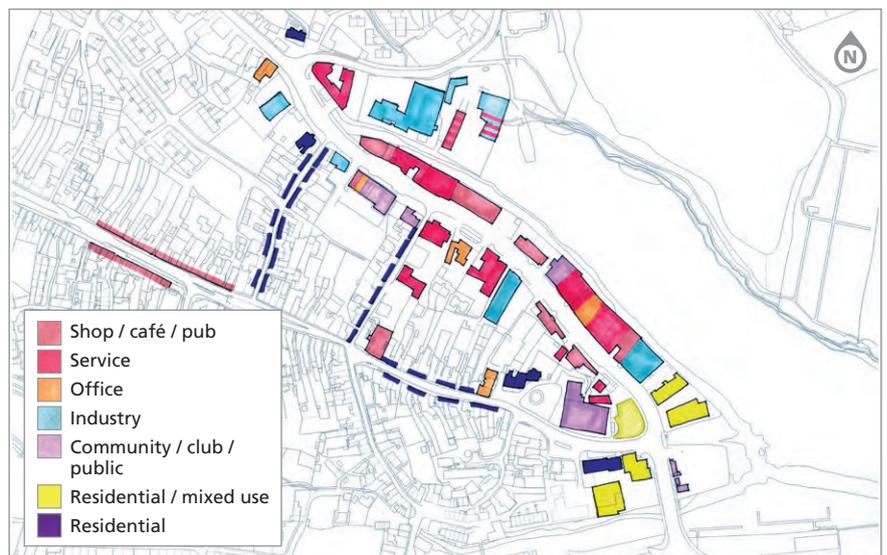
- the 'high street'
- Lower Street / Broad Street;
- Commercial Road;
- outlying residential areas (including proposed areas);
- Kernick Industrial Estate;
- the CUC Tremough Campus (including the proposed new academic and employment developments) and Penryn railway station.

Potential key linkages as the focus for pedestrian improvements could include:

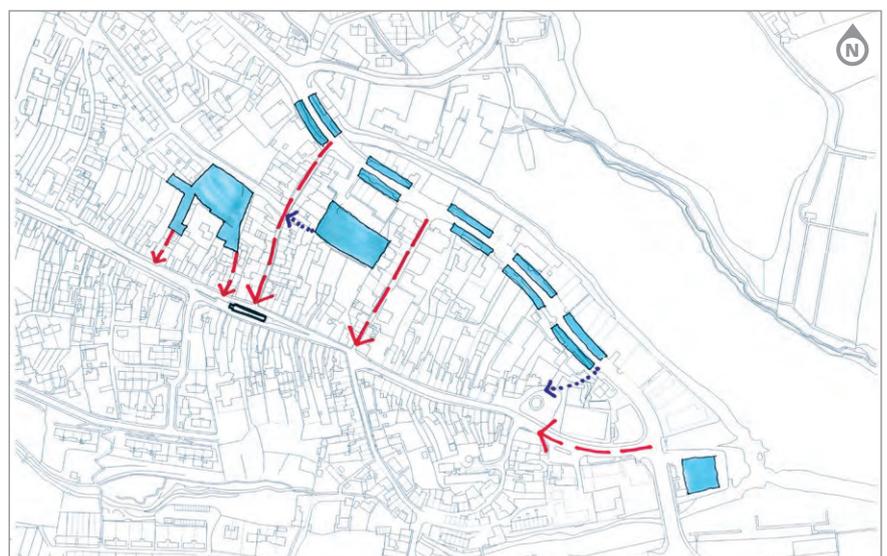
- Broad Street/Quay Hill/Higher Street/Lower Street and residential routes leading off this route;
- Helston Road/Green Lane and new link to the historic drive to Tremough Campus;
- West Street/Treliever Road and the historic drive to Tremough Campus;
- Helston Road/Kernick Road to



NEED TO DEVELOP LINKAGES ACROSS / BETWEEN THE TOWN CENTRE AND WATERFRONT



A MIX OF USES IN PENRYN TOWN CENTRE



CAR PARK LOCATIONS AND KEY LINKAGES

Kernick Road industrial estate and Mabe;

- Station Road between Treliever Road and Helston Road;
- routes to potential new housing areas.

Pedestrian improvement measures to enhance links to the CUC campus and the railway station are set out as priorities in LTP2.

It is also recommended that new links to the station could be created from the north and east.

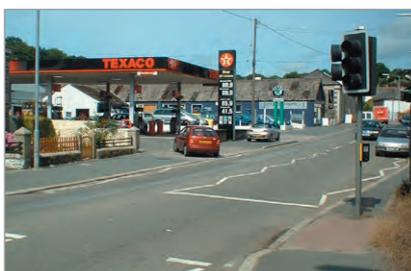
Routes between Commercial Road and Penryn town centre are enhanced and improved to connect with new junctions at Commercial Road, with car parks servicing both areas.

Leisure footpaths should also be made connect with the extended National Trail, the South West Coast Path.

Car Parking

To improve the existing car parking provision and use of car parking areas for Penryn residents, additional spaces could be provided on Commercial Road combined with an improved, safer street environment.

In addition, differing levels of car parking occupancy have been observed at the existing town centre car parks, according to their convenience (in terms of accessibility from the 'high street') and the quality of the car park. At night some car parks are highly congested



COMMERCIAL ROAD

whilst others are underutilised. Improvements to the existing car parking facilities should aim to maximise utilisation across all of the car parks, particularly at night for resident parking.

These improvements should include:

- new pedestrian links from the 'high street' to the existing Commercial Road car park to the east of the 'high street', subject to land ownership;
- security enhancements at all of the existing car parks (lighting and surveillance)
- in the longer term, introduction of parking charges for all car parks. Parking charges should be introduced only once the commercial environment of Penryn town centre is sufficiently robust to support such measures;
- in the longer term introduce parking charges amongst local traders and residents. Parking charges should be introduced only once the commercial environment of Penryn town centre is sufficiently robust to support such measures.

Commercial Road

The overall aspiration for Commercial Road is to provide an improved quality of environment such that businesses can thrive, and more people are encouraged to stop and explore the town. The condition of the street is such that it is currently seen as a traffic artery. At an early stage of the study, Cornwall County Council highlighted their concerns that it is still used as a cut through from the A39 through to Falmouth, rather than traffic using the bypass around Penryn. Improvements to Commercial Road are supported in the 2006-11 Local Transport Plan.

Proposed improvements include:

- More formal on-street parking, increasing the number of spaces overall.
- Reduced carriageway width and reduction in traffic speed to improve the pedestrian environment.
- Enhanced junctions to improve pedestrian crossing and links to the historic town centre.
- Improve public transport facilities.

These proposals will create a better pedestrian environment and improve links to the historic core whilst recognising the road's key role as a 'commercial road', and a destination for bulky goods retailing.

An Integrated Town

A key strategic objective is to create a more integrated town, with better links between the 'high street' area and Commercial Road.

Strategic integration between the uses on the A39 and the town centre should be encouraged where possible through improved pedestrian links along Green Lane and Packsaddle to the CUC, and along Kernick Road to the industrial estate and Asda.

Links also need to be improved between the 'high street' and Commercial Road, and this section has set out the key routes and the junction improvements on Commercial Road.

Thirdly, the links from the town centre into the residential hinterland are important and need to be enhanced where possible to encourage pedestrian journeys despite the gradient. These improvements will result in a more integrated network of routes that encourages pedestrian movement.

5.3

FALMOUTH WATERFRONT STRATEGY

The fundamental strategy for Falmouth waterfront is to create an integrated, accessible and attractive visitor environment from The Pier to the NMMC. This then includes links from the Pier to The Moor and Quarry car park, and from NMMC to the Docks area and to the TA car park.

MAIN STREET

The term 'main street' is used to refer to the length of shopping street from The Pier to Grove Place (comprising Market Street, Church Street and Arwenack Street).

Activity Hubs

The linear nature and sheer length of the main shopping street has been identified as one of the distinctive characteristics of the town centre, but also a potential weakness. Market

Street, Church Street and Arwenack Street function as a link between the two 'hubs' centred on the major new spaces at The Moor and NMMC (Events Square). This has evolved from the historic birthplace of the town at Arwenack House and The Moor. The Framework needs to capitalise on the public investment that has been made in these spaces and facilities, and to reinforce them as retail, leisure, community and cultural destinations.

Linear Character

Market Street to Church of King Charles the Martyr

Although The Pier to the Grove Place car park is a single linear street of 800m, it also operates as a series of streets of approximately 200m each in length.

Market Street runs from The Pier to Church Street car park. It is dominated by national retailers and is the prime pitch in the town centre.

The second 200m, Church Street, contains more independent

retailers, and a range of interesting and distinctive buildings such as Falmouth Arts Centre. It provides the pedestrian access points to Church Street car park (and the waterfront) and to Well Lane car park, and thus retains a high level of pedestrian flow.

There are two major weaknesses in this first 400m. First, there are no areas within the street to rest or pause whilst shopping. The narrowness of the street makes it difficult to accommodate cafés spilling out into the pedestrian environment and the quality of the waterfront spaces does not encourage similar activity. As a result, the 'dwell times' within the town centre are likely to be reduced.

Second, there is an absence of 'focal points' to act as staging points along the street. As a result whilst there is a wealth of interesting detail within the individual buildings, the street itself can appear dauntingly long and bland, which will deter visitors from proceeding along the whole length of the street.

This is reinforced by the change in character beyond the Church of King Charles the Martyr. Whilst the church is an attractive building, it presents a non-retail activity at the focal end of Church Street which suggests that this could be the end of the retail area. Again this will deter visitors from venturing to the end of Church Street.

Church of King Charles the Martyr to Grove Place

Beyond this point the character of the street changes again. The sense of enclosure is gradually lost, beyond Trago Mills with the Watersports Centre and car park providing poor frontage. There is little to attract pedestrians towards the NMMC. This is particularly evident at night. This final section of the main shopping street therefore needs more radical attention.



THE HIGH STREET LEADING TO CHURCH STREET



CHURCH STREET



CHURCH OF KING CHARLES THE MARTYR BLOCKS THE END OF CHURCH STREET

This assessment of the character is reflected in the findings of CB Richard Ellis Healthcheck, that only 30% of those visitors entering the town centre at The Moor visit Church Street (compared with 50% of those who enter the town centre via Trago Mills/



GROVE PLACE

the Grove Place car park), and only 17% proceed beyond the Church and into Arwenack Street.

The Development Framework's approach should therefore seek to:

- complete the final section of the main shopping street;
- enhance the quality of spaces and focal points along the main shopping street;
- provide opportunities for 'time-out' from the bustle and activity of the main shopping street.

PUBLIC REALM AND THE WATERFRONT

The main street is designed to provide shelter from the waterfront and presents a protected environment for shoppers and visitors. As a result it presents occasional access to, and glimpsed views of water.

It has been noted earlier that the 'in-out' nature of access to the waterfront has helped to sustain the vibrancy of main street as a distinctive shopping street. Creating an alternative route, or shopping destination, along the waterfront could serve to strengthen Market Street but undermine those areas of Church Street and Arwenack Street that are fundamental to the attractiveness of Falmouth as a retail centre.

The waterfront does not assist the main shopping street in the quality of the public spaces and in the uses, particularly car parking, which dominate the waterfrontage. Contrary to visitor expectations, those areas which provide public access to the water are generally those areas with the lowest quality public realm.

Prince of Wales Pier provides a disappointing arrival point for the town centre and views from the Pier are of poor quality buildings. Church Street car park is dominated by public parking, and has unattractive entrance points for pedestrians. Even Custom House Quay, which encourages retail activity, is undermined by the level of parking and traffic movements.

Improving the quality of these key public spaces would deliver the following benefits:

- it would enhance the sense of arrival for visitors;
- it would provide a focus for speciality retailing, bars and restaurants which would complement the main shopping street;



ARWENACK STREET - DAY AND NIGHT VIEW

- it would enhance views of Falmouth from the water, potentially attracting more visitors into the town centre; and
- it would help to draw visitors along the main shopping street from the Pier, providing destinations at key 'staging posts' along the way.

DEVELOPMENT OPPORTUNITIES

The constraints to expansion of the main shopping street have been highlighted previously. As a result, the main development opportunities are still at the hubs, although there are some smaller scale opportunities along the main street. These are considered to be:

- Quarry car park / The Moor;
- TA car park / the Grove Place car park;
- Church Street car park.

These three areas need to be considered together as the basis for an integrated strategy to tackle retail growth, enhancement of the waterfront and parking in the town

centre. Together with the Docks, they are the main components within the second area of change – Falmouth Waterfront.

Quarry Car Park and The Moor

The Quarry car park is an underutilised resource and provides a major development opportunity. Whilst it is an essential element in the overall parking strategy for the town centre, the potential exists to accommodate these spaces within a decked car park and also deliver an increase in residential, retail or leisure floorspace which would reinforce the town centre. Improvements would be needed to the vehicular access to the site, and pedestrian links back to the town centre would also need to be enhanced if the site is to deliver its full economic potential.

The Moor is an area of open space that has recently been reconfigured so that it consists of a raised square at the front of the Post Office. The area links the Quarry car park with the main shopping area and therefore needs to be considered alongside the Quarry car park.

TA Car Park / the Grove Place car park

At the other end of the main street, the TA car park is the most obvious development opportunity outside of the Docks. The critical objective is to overcome the perceived isolation of NMMC and to make it feel at the heart of the town. This requires the attractions at this end of the main street to be reinforced, for a visible destination to be created beyond Trago Mills and for NMMC to be connected back into the town centre.

Proposals exist for a small (3-screen) cinema which could be reinforced with a variety of different uses to include a boutique hotel, small foodstore or other 'destinations' which would complement the NMMC.

The Grove Place car park is situated in front of the NMMC and retail units, fronting Arwenack Street, in between the TA car park and Trago Mill, and is therefore a key site.

Church Street Car Park

This is the highest profile and most obvious waterfront opportunity. It is, however, a very important car park providing direct access to the main retail street. It provides a natural 'staging post' along Church Street, and could incorporate some bars/ restaurants/ speciality retailing which would reinforce the strength of the retail street and encourage greater pedestrian flow towards Arwenack Street. It also provides the opportunity for a new public space on the waterfront which would enhance access to the water, and views of the town from the water. The potential uses for this space would need to be carefully considered given the recent investment in civic and event spaces at NMMC and The Moor and, in terms of the environment, given the car park's location on the estuary.



QUARRY CAR PARK



TA CAR PARK



THE MOOR



CHURCH STREET CAR PARK

TRANSPORT MEASURES

Existing Traffic Issues

The problems generated by traffic along Church Street and Market Street have been outlined above. Despite the existing restrictions to vehicular access to this area, there continues to be a number of different types of traffic accessing through the main shopping street:

- traffic to Church Street car park;
- servicing vehicles making deliveries to shops;
- traffic directly accessing properties;
- traffic picking up bulky items from shops;
- through traffic, mostly locals using the street as a short cut;
- traffic picking up/dropping off people in the centre;
- traffic accessing cashpoint machines.

Only the first four are legitimate

within the current arrangement.

Existing restrictions have been abused and the road continues to be used as a through route and for pick-ups along the street.

Transport Proposals

Proposals have been developed that aim to significantly reduce the amount of traffic using the area during the day whilst maintaining accessibility and vitality within the street in the evening.

There are a number of key elements to the proposals:

Reversal of flow

The reversal of the flow of traffic along the main street will mean that traffic has to loop round the town centre and access the main shopping street from the opposite direction. This will reduce its appeal of the main shopping street as a through route, creating a better environment for pedestrians.

The closure of Church Street car park

The closure of Church Street car park would reduce the number of vehicles along this thoroughfare, improving access for pedestrians to the water via the opes, which are currently used by cars, as well as releasing an important waterfront site in the town centre. Access would still be allowed to properties, emergency services, public transport and access for people with disabilities, with access permitted at certain times of the day.

Reversal of the flow of traffic along the main shopping street could be implemented independently and before proposals relating to Church Street car park.

The reversal of the one way system along the main shopping street and restricted access to this street, are included as priorities in the LTP2 Annex 4.

A report conducted by Arup in 2000 predicted that access restrictions in the main street, reversal of traffic flow and the closure of Church Street car park



PARKING AND DROP OFF ON MARKET STREET AND CHURCH STREET

would together reduce traffic along the main street from 3,402 vehicles a day to approximately 950 vehicles a day, or reduce existing flows by 40%.

Well Lane Car Park

The closure of the Church Street car park means that much of the main shopping street is a considerable walking distance from any large car park.

Therefore, proposals include the reposition of car parking lost at Church Street car park to Well Lane for short stay parking, and TA centre and The Quarry for long stay.

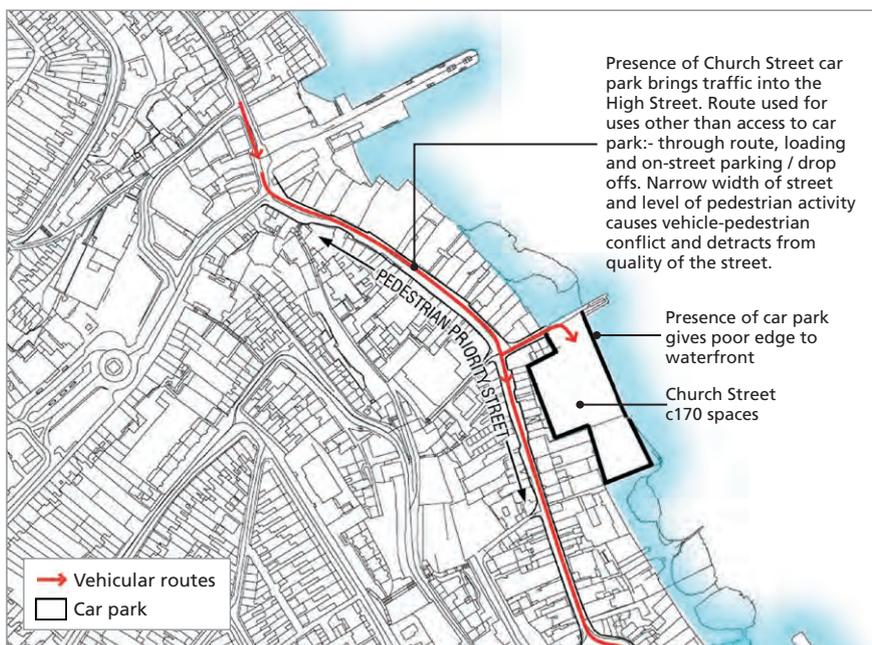
An increase in provision at Well Lane has been proposed previously in a scheme that extended the car park to the back of the cinema. However, a more modest and sensitive design would create 120-140 spaces. This

would leave a deficit of 60-70 spaces which could be accommodated at the Quarry car park where an additional 160-170 spaces are proposed.

Supporting Measures

In order to support these changes, there will be a need for other measures:

- improved signage throughout the town centre to direct visitors and locals to car parks for tourist attractions (TA centre) and shopping (the Quarry) and the introduction of variable message signing providing information on parking spaces for Well Lane and Grove Place;
- providing a connection between the car parks via a new town centre minibus service. This service should be set up by the County Council in association with the changes to the car parking. The level of patronage can then be assessed to determine the viability of the service, whether this be as a commercially operated or subsidised service.



EXISTING SITUATION IN MAIN STREET



REMOVAL OF CHURCH STREET CAR PARK LEAVES SIGNIFICANT AREA OF THE MAIN STREET MORE THAN 300M FROM A MAJOR CAR PARK

An additional benefit arising from this redistribution of parking and the reversal of flow in the main street is that these changes will provide the opportunity to rationalise vehicular circulation around The Moor, and discourage cars from coming down towards Webber Street and Market Strand.

Therefore a combination of measures, in particular the reversal of traffic flow combined with the closure of Church Street car park and clear signage, is required to deliver any significant reduction in the amount of traffic using the main street.

Following the implementation of the above measures, traffic using the main street should be at a level of comfort

for pedestrians. However, this should be kept under review to determine whether further measures might be required to enforce the access restrictions.

SUMMARY

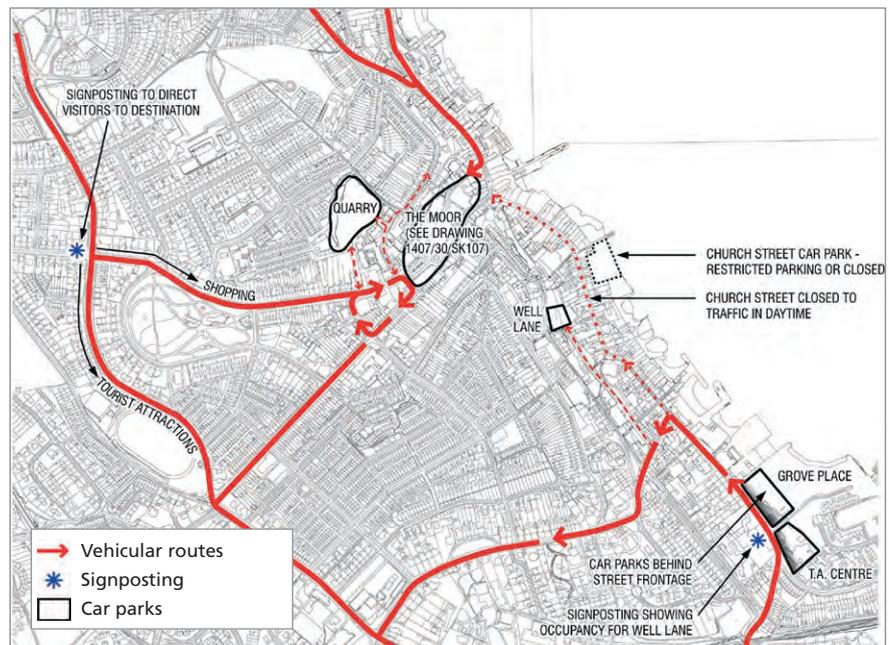
Falmouth town centre and waterfront is a key area of change, with a number of significant opportunities. It does, however, suffer from key problems relating to access, vehicular / pedestrian conflict, quality of the pedestrian environment and the overall quality of the public realm, particularly on the waterfront.

Key strategic objectives for this area are to:

- improve the quality of pedestrian access to the waterfront;
- enhance the public realm but particularly key waterfront spaces;
- reduce the impact of cars in the town centre to improve the pedestrian environment;
- improve linkages between the different areas of the town centre;
- create an integrated parking strategy.



INCREASED CAPACITY IN WELL LANE CREATES A MORE BALANCED PARKING STRATEGY



PROPOSED CHANGES TO TRAFFIC MOVEMENT THROUGH THE TOWN CENTRE

5.4

THE GAP

The area between Falmouth and Penryn is important as it creates a physical and a visual separation between the two towns. It acts as a strategic gap protecting the distinct identity of the towns, and is predominantly open in character. The area is in a semi-rural location on the urban fringe, and is sensitive in landscape terms due to its prominence.

Falmouth Homes and Healthy Living Partnership was set up by a number of key stakeholders across the town to help work towards two of the Council's most important objectives; a decent home for all and secure healthy and active communities. The Falmouth and Penryn area has a shortage of affordable housing, a shortage of leisure facilities and activities for young people, poor quantity and quality of playing fields, and limited local health services and facilities. The area between Falmouth and Penryn could assist in working towards these objectives, and was identified by the Partnership as being able to provide some of these community needs.



PROMINENT AREA OF AGRICULTURAL LAND IN YELLOW, HATCHED AREA NOT VISIBLE

The drawing above shows a yellow 'shield', where development would be least desirable because it would encroach on the strategic gap. This is the area visible in the photograph below.

The hatched area is well hidden, protected in part by tree cover and is currently occupied by school and sports facilities, and the Vospers site (car showroom, industrial units and former quarry).



THE STRATEGIC GAP BETWEEN FALMOUTH AND PENRYN

SPORTS / EDUCATION / HOSPITAL USE

The area comprises a number of different users including Falmouth College, Falmouth Cricket Club, Budock Hospital (predominantly vacant) Falmouth Green Centre and agriculture.

The diagram below shows the area's current layout, with a strong green band of vegetation dividing it in two. The southern section contains the school buildings and some playing fields. The northern section, currently used for sports pitches, the cricket club and farmland, is more open in character. The areas hatched in red are laid out as sports pitches, but are not well-used since they are some distance from the school. These areas are concealed from wider views and are more suitable for development.

All of the existing users would like to upgrade their facilities.

- **Falmouth School's** sports provision would be greatly improved if pitches were located closer to the school buildings, and they would ideally like a multi-use all weather pitch which could be used throughout the year and would be an important community resource.
- **The Cricket Club** has recently significantly upgraded their clubhouse facilities. They rent land from the County Council to use as a second pitch, although this is some distance away from their club house and ideally they would like a pitch closer to facilities.
- **The Central Cornwall Primary Care Trust** own the Budock Hospital site which is predominantly disused. The continuing availability of this site for a health facility is important to the PCT's plans to deliver a new community

hospital and improved health facilities for the town. Currently they rent land to the rear of the hospital to the Falmouth Green Centre, and allow the school access to neighbouring pitches.

- **The Green Centre** is a local community-based organisation that uses some of the land currently owned by the PCT on a short lease. Whilst the Centre is broadly happy with their currently arrangements, ideally they would like a larger site. They would like to remain close to the local community, reducing the need to travel to their site.

OTHER SPORTS FACILITIES

There are a number of other sports clubs in Falmouth that would like to upgrade their existing facilities:

- **Falmouth Rugby Club**, currently located on Tregenver Road, are interested in relocating in order to upgrade their facilities and meet RFU requirements, which includes an additional pitch.

- **Falmouth Sports and Racquet Club**, currently located towards the centre of the town on Melville Road, also would like to relocate in order to improve facilities and provide an increased number of squash and tennis courts.

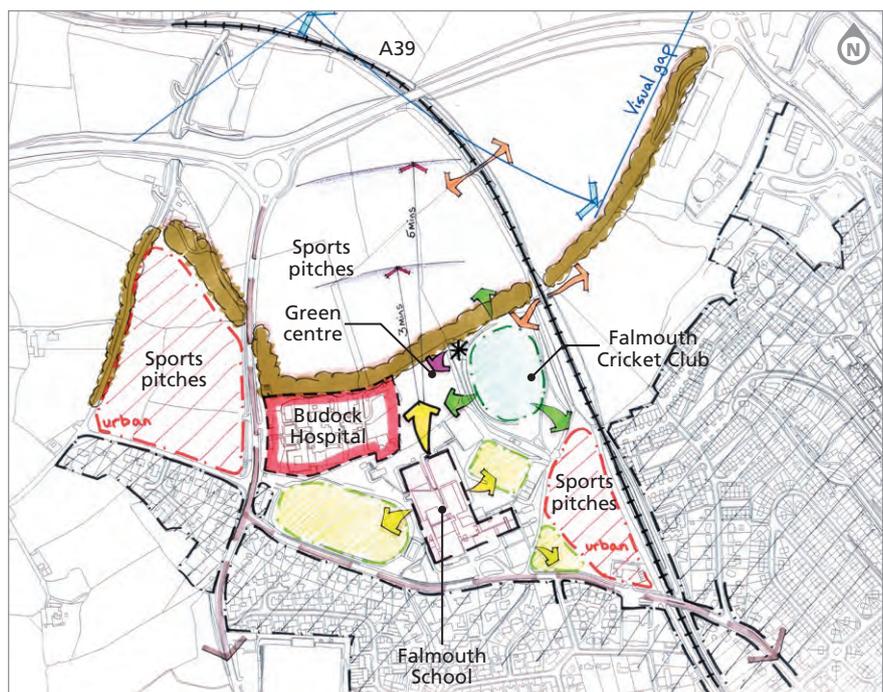
DEVELOPMENT OPPORTUNITIES

This gap area between the two towns provides a number of opportunities in which to improve the sports provision in the town.

There is the potential to incorporate other sports facilities currently based elsewhere in the town. There is also the opportunity, through the consolidation of uses, to address some of the issues of housing need.

The strategy therefore considers the opportunities within this area for the provision of a sports and community hub.

The site at Vospers is a key gateway site and is also considered for development, separate to the sports and community hub.



EXISTING LAYOUT OF AREA AND RATIONALE FOR FUTURE USE

5.5**SUMMARY OF KEY
AREAS OF CHANGE**

The three areas of change have been identified as those areas which have the most potential. They are currently successful areas in their own right, and the proposals do not look to change their intrinsic qualities. For example, both Commercial Road and Falmouth shopping centre are buoyant retail areas and Kernick Industrial Estate is a prosperous employment centre. However, there are opportunities to make these areas work better, building on their success by reconfiguring some of the uses, and sensitive redevelopment of sites, alongside integrated traffic and transport proposals that consider traffic movement and car parking.

The following section sets out the Strategic Policy Framework for the area, within which are more detailed proposals for the areas of change, which are set out in Section 7.

As outlined earlier, the Framework will link directly into the preparation of local and strategic planning policy. This section outlines the policy context and the key issues which need to be addressed to support the Framework strategy.

It considers the following policy areas:

- Housing;
- Employment;
- Retail;
- Tourism;
- Transport.

6.1

HOUSING POLICY

POLICY OBJECTIVES

In responding to population and housing growth, planning authorities are required to have regard to the principles of sustainable development. While the Planning and Compulsory Purchase Act 2004 places a duty on planning authorities to contribute towards the achievement of sustainable development, recent guidance, such as the 2003 agenda 'Sustainable Communities - Building for the Future' and the 2005 Planning Policy Statement on 'Delivering Sustainable Development' (PPS1), explains how plans should:

- make sure land available for development is in line with the economic, social and environmental objectives to improve people's quality of life;
- contribute towards sustainable economic development;
- protect and enhance the natural and historic environment, the quality and character of the countryside, and existing communities;
- ensure high quality development through good and inclusive design and the efficient use of resources;
- ensure that development serves existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities (Para 5, PPS1).

The Sequential Test

The objectives for achieving sustainable development have recently been set out in the document 'Securing Our Future' (Match 2005). The report

explains how housing policies should ensure that brownfield land is developed first, and how new housing should be built at higher densities than previously, thereby reducing the need for development on greenfield sites.

Both of these goals, which are key to the government's promotion of an 'urban renaissance', are set out more explicitly in Planning Policy Guidance 3: Housing that was published in 2001. Underpinned by the need to maximise the re-use of previously developed and empty properties, as well as facilitate the conversion of non-residential buildings for housing, the guidance sets out a sequential approach to development that begins with the re-use of urban sites to the provision of planned urban extensions.

HOUSING REQUIREMENTS

Carrick District's Local Plan Housing Monitoring Report (2004) considers the supply of housing to 2016, and examines the District's progress in meeting the requirements set out by the October 2004 Structure Plan for both the District (6,500 homes) and its composite areas, such as Falmouth and Penryn (1,700 homes).

For each of these areas, the report calculates the residual requirement by subtracting the total number of completions and commitments from the Structure Plan target.

The table below provides an overview of the commitments at the survey date of April 2004.

The greatest contribution arises from twelve Urban Capacity sites. Although yielding some 629 homes, their overall capacity was discounted by 20% (to 505) to take account of some of the constraints and delays that can often be associated with brownfield land such as contamination, multiple ownership etc.

From the summary it can be seen that, on the basis of the 2004 data, Falmouth had a residual requirement of 301 homes. Consequently, provision must be made for this figure if the housing requirements set by the Structure Plan for the period to 2016 are to be met.

EXISTING ALLOCATIONS

The requirements included in the first alteration Structure Plan (190 homes in the period 1986 to 2011), and the fact that by April 1996 the Council calculated the total number of completions and commitments to be 2,084, mean the adopted Local Plan contains only three housing allocations at Kernick Farm, Penryn, Truro Lane, Penryn and Poltair Road, Penryn.

In terms of Kerrier, the second deposit Local Plan allocates only one site, at Hillhead in Penryn (150 dwellings)

TABLE 6.1 SUMMARY OF RESIDUAL REQUIREMENTS

Housing requirement 2001-2016 (113 per annum)	1,700
Less:	
Completions 2001-2004 (120 per annum)	359
Land with planning permission on sites >10 units	262
Urban Capacity Study sites >10 units (20% discount)	505
Windfall allowance for sites <10 units (15pa)	180
Greenfield sites <10 units with planning permission	13
Local plan allocations on previously developed land	0
Local plan allocations on greenfield sites	80
Residual requirement	301

NEW HOUSING SITES IDENTIFIED

As already mentioned, there is a shortfall of 301 dwellings per annum to 2016. The housing sites allocated can only provide a proportion of the total number required. Therefore a number of additional sites need to be identified.

A number of other sites have been identified and housing capacity amended (see diagram opposite):

- redevelopment of the Quarry car park (F1 - 128 units);
- redevelopment of Church Street car park (F2 - 33 units);
- redevelopment of Well Lane car park (F3 - 17 units);
- redevelopment of Falmouth Rugby Club (F5 - 130 units);
- former Dales garage/existing Co-op store (F11,F12,F13 - 92 units);
- Health Centre, Trevaylor Road (F14 - 36 units);
- Falmouth and District Hospital and surgeries (F15,F17,F18 - 65 units);
- Falmouth Sports Club (F16 - 30 units).

The northern oil tanks site and Prislw Fields, both at Swanpool, were also identified. However, there are a number of uncertainties regarding delivery of the site, in particular access issues, and therefore it has been discounted from calculations. The sports field site north of Lambs Lane was also identified and could yield 60 units, this was also discounted because of a need to reprovide open space elsewhere.

In addition to the 'urban sites' there are also six urban fringe sites. Some have previously been identified for development (for example, in Penryn

Town Plan). Other sites have been suggested on the basis that they can assist with 'rounding off' existing development (such as Bickland Hill) while the land at Union Corner in Falmouth has previously been allocated for employment/Park & Ride development.

The six sites are:

- land to the west of Bodinar Road, Penryn (P1 - 50 units);
- land to the north of Bollehand Rise and Round Ring, and to the west of Truro Hill (including Gabbons Nursery and Belmont Cottages, Penryn (P2 - 330 units);
- land to the east of College Hill/ West of Hillhead (P3 - 116 units);
- land to the west of Mabe Burnthouse (P5 - 90 units);
- Bickland Hill, Falmouth (P8 - 198 units);
- Union Corner, Falmouth (P9 - 141 units).

AFFORDABLE HOUSING

The shortfall in housing at a price that local people can afford is a particularly acute problem in Cornwall and across Carrick. Prices have increased by an average of 53% over the period 2001 to 2003, compared with an increase of 37% over the period 2000 to 2002.

The Carrick 1998 Local Plan refers to how the authority will seek an element of affordable housing on sites in excess of 1 hectare or 25 dwellings in settlements of over 3,000 population. The policy also identifies particular quantities of affordable housing for known sites.

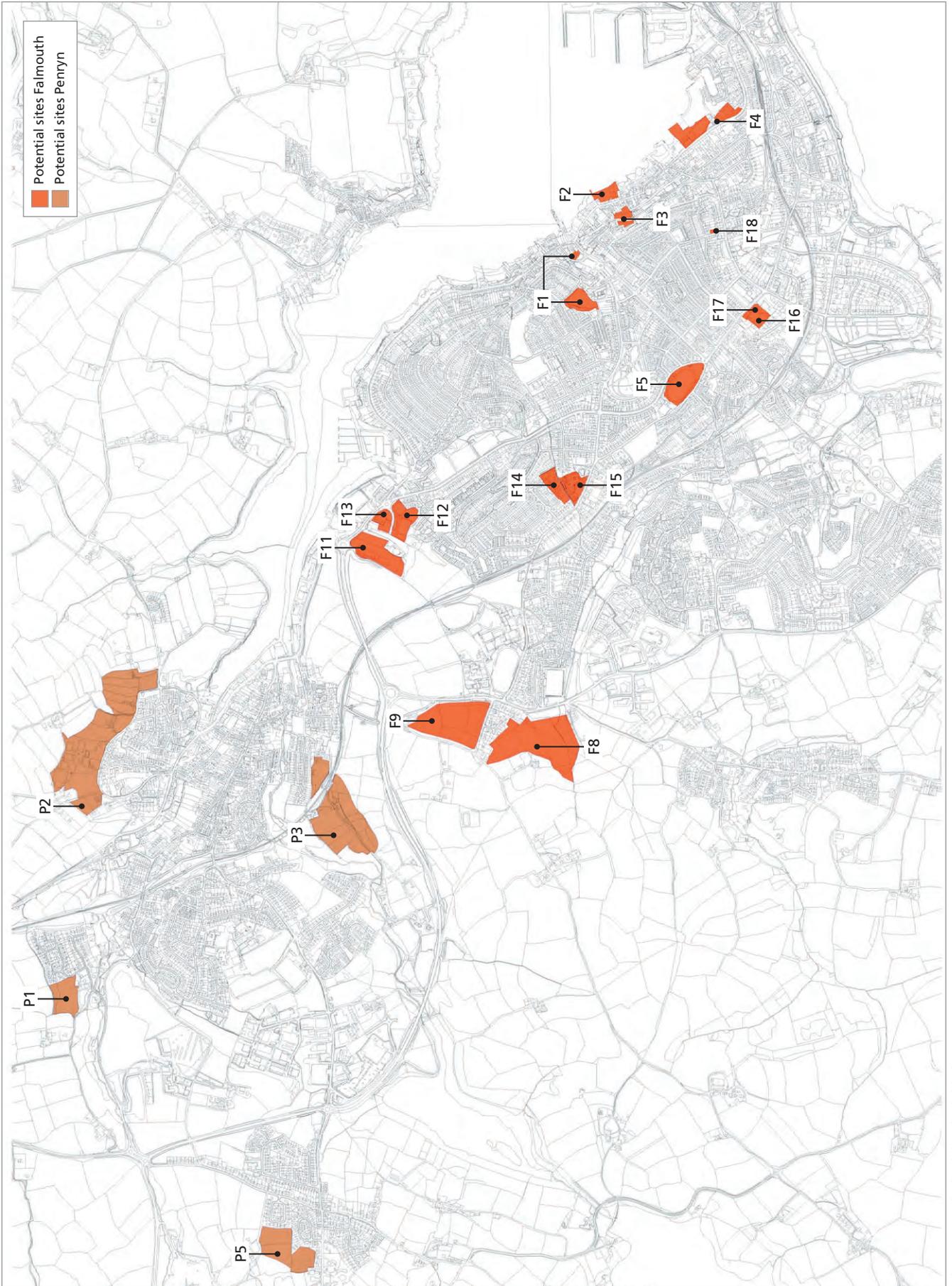
In order to promote a greater mix of housing, the preferred options for the Balanced Housing Markets Local Development Document includes six

policies which, in time, will replace the guidance set out in the Local Plan. The most significant of these is Policy BHM2 that sets out revised threshold targets to help increase the supply of affordable housing. This policy states that in Falmouth and Penryn, on sites of more than 0.3 hectare or where 10 or more dwellings are proposed, the Council will seek to negotiate for an element of affordable housing: 20% social housing for rent and/or shared ownership through a housing association and 20% other intermediate housing (i.e. 40% of a site's total housing)

Kerrier's Revised Deposit Draft Local Plan states that affordable housing will be sought at a proportion of 25% (or higher) on the allocation sites and on those sites (within the built-up area) that are capable of delivering 15 dwellings or more, or are more than 0.5ha in size. For those villages with a population of up to 3,000 people, the threshold is reduced to 10 dwellings or sites of 0.33 ha or more.

The Issues Report, that sets the context for the seven DPD documents that Kerrier will prepare in the period 2004-07, includes more stringent thresholds. Specifically, it states that, as an alternative to national guidance, a minimum 25% affordable contribution should be sought from all urban development sites of four or more houses. Similarly, it states that a minimum 50% contribution should be sought from all housing development sites of two or more houses outside of the urban areas.

An overall affordable housing policy for both districts would be helpful for sites in and around Penryn and Falmouth. A more co-ordinated approach would provide clarity for developers and assist in delivering more affordable housing in the area.



ADDITIONAL REQUIREMENT

The sites identified above ensure that Falmouth and Penryn can meet their housing requirement for 2016. However, provision will need to be extended to cover the policy requirement to 2026, assuming that, as widely expected, the RSS maintains or exceeds the growth of the current Structure Plan. Cornwall County Council's recent representations to the RSS were that Falmouth and Penryn are allocated 3,500 dwellings. Additional housing may also be required in order to accommodate the growth emanating from the CUC suitably, and further provision may be necessary to provide sufficient cover should a proportion of the brownfield capacity be incapable in delivering the scale, form and tenure of the housing being demanded.

With regard to the brownfield sites, while we have sought to limit these 'non-delivery' issues by ensuring that potential constraints are identified, and by ensuring that the development of a particular site is feasible from both physical and financial perspectives, a number of the sites have complexities that are difficult to anticipate, especially given the timescales involved.

Similarly, with respect to type, it is accepted that whilst many of the town centre sites will be able to deliver flats or apartments, many within the housing market will wish to purchase family homes away from Falmouth's town centre. Likewise, even though all of the sites we have identified are capable of including an element of affordable housing, greenfield sites are likely to be more capable of delivering this than brownfield sites where, for example, significant investment in infrastructure is required.

PREFERRED LONG TERM OPTIONS

Consideration needs to be given to where additional housing can be accommodated, and whether it should be focused at one particular location, or 'peppered' around the study area. This is particularly important given that a more strategic form of development is likely to be more capable of delivering the amount of affordable housing being sought, and the range of infrastructure and community facilities that may need to be provided.

The following areas were considered under the sustainability criteria in order to assess their suitability for further housing growth:

- West of Penryn;
- North of Penryn;
- North east of Penryn;
- The Gap;
- West of Falmouth;
- South of Falmouth.

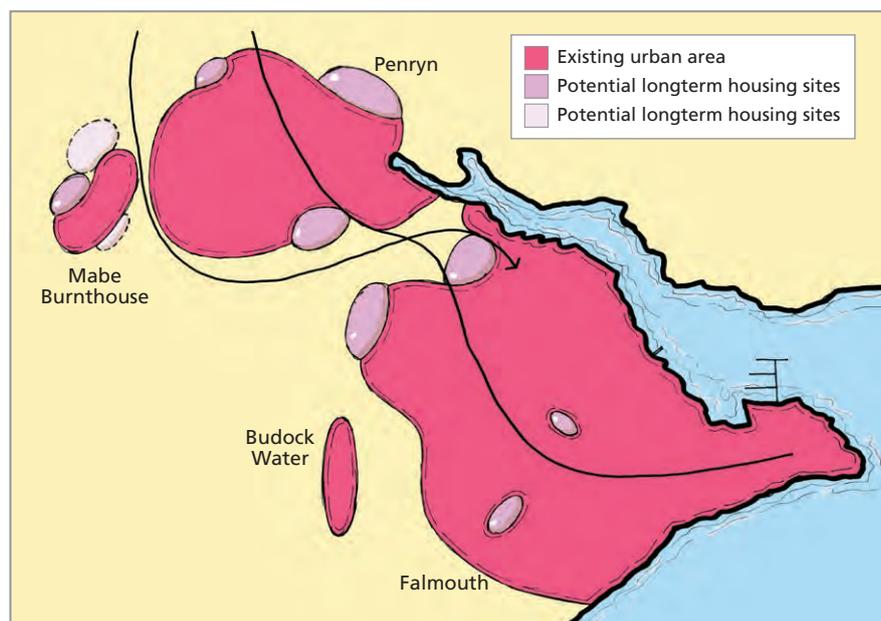
Despite the differing characteristics of each area, additional housing in some form could potentially be delivered

across the six locations. However, the acceptability of providing a significant amount of housing is likely to vary from the low (to the south of Falmouth) to the high (to the west of Penryn and at The Gap).

With respect to delivering a more strategic form of development, the area around Mabe Burnthouse is considered to represent the most sustainable option and the most suitable at delivering a significant amount of affordable housing at once.

From our initial investigations, the land to the north west of Mabe could deliver up to 450 homes. Land to the south of Coronation Cottage could deliver a further 80 homes. Additional housing may also be possible to the east of this site, meaning that potential capacity could be in the region of say 650 homes.

Additional housing land may need to be provided to accommodate growth and further work is therefore required. More detail regarding this can be found in the Sustainability Appraisal/ Strategic Environmental Assessment Report.



HOUSING SITES IN FALMOUTH AND PENRYN

SUMMARY OF POLICY

Whilst the exact requirements for housing to 2026 are not yet known, the latest RSS figures (based on Cornwall County Council's representations) estimate 3,500 dwellings to 2026. This compares with the figures based on projections, which estimate a need for 2,568 dwellings 2003 - 2028 rising to 3,739 including students and staff.

Projected housing yield from current commitments, town centre sites and sites on Penryn urban fringe can meet current housing requirement to 2016.

Post-2016, additional housing land is required, and the area around Mabe Burnthouse is considered the most acceptable location, although this may not be able to fulfil the total requirements to 2026.

There is a need for affordable housing in the area, greenfield sites are more capable of providing this and therefore some greenfield sites may be brought forward earlier in the plan period.

6.2

EMPLOYMENT POLICY

Employment projections based on existing activity show employment growth of 5.7%, with significant growth in hotels and catering, and the retail sectors. Alongside this, there is substantial potential for growth in the key sectors of marine-related industry and knowledge / education based industry, the latter related to the CUC.

OFFICE MARKET

Office accommodation in Falmouth and Penryn is characterised by converted space accommodation within the town centre and is generally of poor quality and not Disabilities Discrimination Act compliant. However, there are some bespoke units located on the existing industrial estates.

New office development has been located on the existing industrial estates within Falmouth adjoining industrial accommodation and has tended to be purpose built for owner occupiers. Existing market values have made speculative development of office accommodation unviable.

Limited new development and the unsuitability of existing stock has restricted the supply of quality office accommodation in Falmouth and Penryn; however, demand is also extremely limited. There is no obvious requirement for additional office space in Falmouth or Penryn; as the towns are not strategic locations and have a shortage of available quality office accommodation, this is not unusual.

The Cornwall Property Focus (which provides a comprehensive register of vacant accommodation in Cornwall) identifies just one vacant office suite which is located in Falmouth and totals 735 sq ft.

Demand has historically been from local firms, and although there is no accurate source of information, it is thought that most enquiries would be for less than 2,000 sq ft of accommodation. The former DHI Magnatronics building, extending to approximately 6,000 sq ft, on Bickland Industrial Estate, sold to The Mortgage Company in December 2003 for £450,000 equating to £75 per sq ft. This building was purpose built for Magnatronics. An office building was purpose built for Mowlem plc for their regional headquarters extending to approximately 15,000 sq ft, and was recently sold on a sale and leaseback basis. The lease was agreed at a rent equating to £12 per sq ft.

Rents for office accommodation on existing industrial estates are adversely affected by their location close to industrial accommodation and are estimated to be in the order of £9 - £10 per sq ft. We consider a new bespoke individual office development could achieve rents of up to £12 per sq ft.

Town centre office accommodation is currently achieving between £5 and £10 per sq ft depending on the size, condition and specification. Competitively priced, modern, speculative office development could attract more office occupiers to Falmouth and Penryn; however, this is currently untested. There is currently insufficient demand to warrant new speculative office development in the town centre. Where additional employment land is allocated elsewhere, this should allow for office use.

INDUSTRIAL MARKET

Falmouth has an industrial history based around the shipping / shipbuilding / ship repair industries which are concentrated around the port. Falmouth also provides the following industrial estates:

- Tregoniggle Industrial Estate;
- Bickland Business Park;
- Falmouth Business Park.

Industrial development at Penryn is concentrated at Kernick Road Industrial Estate. There has been limited new industrial development in Falmouth or Penryn in recent years and the existing estates are characterised by accommodation constructed between the 1960s and 1980s.

National and regional industrial occupiers, particularly distribution occupiers, require accommodation that is easily accessible to the main arterial routes (such as the A30) and the motorway network. Demand for Falmouth and Penryn from occupiers therefore tends to be localised as communication links are poor in comparison to towns situated on the A30 which attracts the regional/national occupiers.

Demand for Falmouth and Penryn therefore tends to be from local firms. Our research suggests that most demand the towns is for units of up to 3,000 sq ft with larger requirements tending to be located in Falmouth and being from specialist/nautical-related manufacturers.

No specific demand from marine-related industries has been identified, although anecdotal evidence suggests that the market is buoyant and there may be a need to create a niche business park to provide for these uses. This requires further investigation direct with these industries, in order to establish their current status and potential property needs.

The Cornwall County Council Employment Land Survey (2000) provides data on the area of key industrial estates in Cornwall. In Falmouth and Penryn, the 10 main

estates identified provide between them almost 55ha industrial land. However, very little of this land is now available and the few remaining sites are rapidly being developed, for example, Seacore is moving to the Bickland Estate.

Analysis of the availability of vacant industrial accommodation within Falmouth and Penryn has produced the Table 6.2 (below) illustrating the availability of industrial accommodation by size range.

Based on this information, it is estimated that there is a total of approximately 447 sq m (4,817 sq ft) of industrial floorspace available in Falmouth and 854 sq m (9,192 sq ft) available in Penryn.

There is no data detailing the amount of industrial take up in Falmouth and Penryn; however, it is unlikely that it exceeds 929 sq m (10,000 sq ft) per annum. Demand currently outstrips supply in both Falmouth and Penryn; however, as already mentioned this is

more to do with the lack of available units rather than strong demand.

New industrial development in the town has been restricted by low capital and rental values making development unviable; however, the shortage in supply has stimulated growth in values, and values could now support commercially viable industrial development. 1960s accommodation on Tregoniggle Industrial Estate is currently achieving rental values in the order of £3 per sq ft, whilst 1980s accommodation between 2,000 and 3,000 sq ft is currently achieving in the order of £4 - £4.50 per sq ft on the estate. 1980s accommodation of up to 2,000 sq ft on Kernick Business Park in Penryn is currently achieving in the order of £5 per sq ft.

We estimate that newly built industrial accommodation could achieve as much as £5.50 - £6.50 per sq ft for units of up to 5,000 sq ft. We have been unable to identify any

TABLE 6.2 INDUSTRIAL ESTATES (SOURCE: CCC EMPLOYMENT LAND SURVEY 2000)

Site	Area (ha)	Date first developed / allocated
Bickland Business Park	1.80	1980
Eastwood Park	0.69	1976
Falmouth Business Park	4.25	1987
Kernick Road	16.47	1976
Tregoniggle	12.99	1976
West Street, Penryn	0.44	1981
Bickland Water Road	5.19	-
Kernick Road, Mabe	5.96	-
Longdowns (rural workshops)	0.8	-
Union Corner, Budock	6.0	1992
FALMOUTH AND PENRYN	54.59	-

TABLE 6.3 AVAILABLE UNITS IN FALMOUTH AND PENRYN

Site range (sq ft)	Number of available units	
	Falmouth	Penryn
0 - 1,500	-	2
1,501 - 3,000	1	1
3,001 - 6,000	1	2
6,001 - 10,000	-	-
10,001 +	-	-

freehold sales in Falmouth or Penryn; however, we are of the opinion that newly built accommodation could achieve a freehold values of in the order of £55 - £65 per sq ft.

POLICY REQUIREMENTS

There is no clear justification (in terms of demand) at present for significantly increasing land allocated for general business growth. Consolidation of existing users on local industrial estates, particularly at Kernick, would free up land for more employment use if there is the demand. Land has been allocated for employment at Union Corner for years but has not been taken up to date, suggesting the market, and perhaps the location, are unsuitable.

Kernick Industrial Estate should be promoted as the preferred location for major business growth and inward investment in the period to 2016. There appears to be scope for rationalisation and consolidation of existing uses on the site which would free up more space for general manufacturing users and a more diverse range of 'added value' businesses.

Research carried out as part of this study indicates an under supply of 'science park' provision in the South West region. Given the role of the CUC and the opportunities outlined earlier there is potential for a facility located close to the CUC campus in a prominent and accessible location. It will need strong links and support from CUC and an 'innovation centre' approach to accommodate start up enterprises.

Funding will affect the size of this facility, but as a minimum it should be 15,000 sq ft with 20,000 – 25,000 sq ft being a target size subject to affordability. Innovation centres are not commercially viable in terms of capital cost and indeed often

need revenue cost subsidy. Serviced land needs to be available in close proximity (preferably adjoining) the innovation centre for grow-on space and stand alone science-related users.

The University has plans to develop an Information and Technology Centre (ITC) adjacent to the existing campus. This would be funded by the Regional Development Agency and Objective One funding.

If this is successful, there will be demand for further space post-2016. This should reinforce the 'knowledge-hub' being created around the CUC. The creation of the transport spine would make it highly accessible by public transport. Housing growth in the area would also support the sustainability of growth in this part of Penryn/Mabe.

Marine-related uses within Falmouth Road should be protected. Land available with deep water access within the Docks should be reserved for marine-related employment uses. Whilst tourism-related uses can increase the commercial viability of the Docks, and enhance the towns as a whole, they should not prejudice the long term operational viability of the marine-related businesses.

The strategy for the Docks and marine employment in general is based on:

- reinforcing the existing employment;
- encouraging diversification within the marine business sector (including commercial leisure operations) if this assists with the competitiveness of the existing operations;
- promoting a marine business park facility to take advantage of the deep water access and potential scale of land available within the Docks.

SUMMARY OF POLICY

Policy for the provision of employment sites can be summarised as follows:

- There is currently insufficient office demand to warrant new speculative office development, although allocated employment land should allow for office use.
- Current demand for industrial space is predominantly from local firms, although very few sites are currently available.
- Union Corner has been removed as an employment site since it has not been taken up as an allocation, and is more suitable for alternative uses.
- Consolidation of land on Kernick industrial estate would free up more land for general industrial use.
- Growth of the knowledge-based industry related to CUC will be provided for through an Information Technology Centre at the University, and future expansion space may need to be provided, also close to the Tremough Campus.
- Marine-related uses should be protected throughout Falmouth and Penryn, particularly in Penryn, Falmouth Road and the Docks.
- Diversification of marine-related employment should be encouraged, and there is the potential for a marine-related business park within the Docks.

6.3

RETAIL POLICY

The overall policy approach reflects national guidance to strengthen and protect town centres. The strategies reflect the differing roles of Penryn and Falmouth town centres, seek to integrate key edge of centre uses into the town centre, direct new investment to these centres wherever possible and only permit out-of-centre development where there is a clear justification and where it would not have an adverse impact on the town centres.

PENRYN

The key objectives for the town are to:

- retain the existing shops on Penryn 'high street' and encourage new occupiers into the area;
- maintain and enhance the historic built environment and environmental quality of the 'high street' area to encourage visitors;
- look at potential for enhancing on-street parking on 'high street' to encourage trade;
- maintain the capacity of Commercial Road (for two reasons, first to ensure businesses still benefit from passing trade, second to ensure Commercial Road is retained as a potential alternative route to the by-pass when required);
- encourage passing trade to stop more regularly within Commercial Road, by slowing traffic and increasing the number of parking spaces;
- encourage those who have stopped to visit other shops by

enhancing the quality of the pedestrian environment and making it easier to cross the road;

- encourage visitors to stop in Commercial Road by creating a high quality town centre environment and announcing the arrival into Commercial Road;
- encourage more visitors who stop in Commercial Road to visit the town centre by enhancing physical and visual links to the 'high street';
- encourage local residents to walk or cycle to Commercial Road and the town centre by improving the quality and safety of the environment for pedestrians and cyclists, thus reducing congestion and pressure on parking;

The key policy requirements are to:

- protect businesses on Commercial Road by restricting bulky goods provision in out of centre locations; and
- reinforce the town centre and Commercial Road by locating new housing development within easy walking distance.

FALMOUTH

The analysis has shown that there are limited opportunities for development. The strategy for Falmouth town centre is therefore based on the following objectives:

- Strengthening the two anchors – NMMC and The Moor – with national retailers and leisure operators.
- Strengthening the links between the main retail street (Church Street – Arwenack Street) and these anchors.

- Taking the opportunities to reinforce the independent retail offer by improving access to the water and enhancing the quality of the environment.
- Improving accessibility to the two 'anchors' and maintaining the level of short stay accessibility to the heart of the town centre.

OUT OF TOWN RETAIL

Retail within the area is largely confined to the town centres. However, there is a large Asda store on Kernick Road in Penryn, with plans for a B&Q store also in this area, on the outskirts of Penryn. Bulky goods retailers are located on Commercial Road and Trago Mills on Arwenack Street, both on the edge of the town centres.

Bulky goods and traditional 'out-of-town' retail goods require good access by road and plenty of car parking. In general, a policy of restraint is recommended. This is because it is important to support the existing areas of bulky goods retail, namely Commercial Road and Trago Mills, because they are important to the vitality and viability of the areas of the town centre where they are located. Bulky goods stores take up large areas of land and employment densities are relatively low. Therefore in general, any land that does come forward for development should be developed for other more important uses such as residential or employment.

It is understood that the Co-op might be interested in relocating to the neighbouring Vospers site and including in their development a bulky goods store. Their existing site would be redeveloped for housing. The Vospers site is at a prominent location on the Ponsharden

roundabout. As long as the design of the development was appropriate to gateway role of the site, development of two complementary Co-op stores would be acceptable because it makes good use of a difficult site, the site is well located and it means a housing site would be released.

In the future, where sites do come forward and there is an identified need, development should only be permitted where there are good road and public transport links.

SUMMARY OF POLICY

The strategy should be based on the following objectives:

- Protecting land for residential, employment and other important uses
- Directing food retailing to town centre locations and protecting existing bulky goods retailers in Penryn and Falmouth town centres (particularly Commercial Road).
- Identifying in the longer term sites where bulky goods retailing can deliver wider benefits to Falmouth and Penryn as part of a package of development.

6.4 TOURISM POLICY

Falmouth is an established tourist destination providing a range of accommodation and attractions as well as a variety of retail and eating establishments. The town has an exceptional maritime environment with a strong history and considerable contemporary activity. Falmouth has had to adapt to changes in the demands of visitors, having experienced a significant decline in the volume of seaside main holidays and developing new markets such as marine-related tourism, events, cruise liners and day visits. A survey of visitors undertaken in 2002 identified the marine and harbour environment, the relaxed atmosphere, scenery and shops as the factors most appreciated by visitors, whilst the availability of public toilets and public seating, range of places to eat, cleanliness of the streets, ease of car parking, pedestrian signage and quality of the shopping environment did not score so well. There have been some improvements since then, which should be reflected in the results of the 2005 survey, available in December.

Penryn is not a focus for tourist activity at present. This situation is likely to change with the increasing number of students based at the Tremough campus attracting visits by friends and relatives. The University already offers holiday accommodation, both self catering and bed and breakfast, from July through to September targeting special interest groups, and it is developing recreational courses such as garden design in the summer holiday periods using student accommodation.

A number of key trends have been identified for the development of tourism in the future:

- Increasing numbers of older travellers who will in general be healthier and have more money to spend.
- Increasing interest in holidays which promote good health and well-being.
- A better educated customer resulting in more holidays in which arts, culture and history play a prominent role.
- Increase in the use of the internet for accessing information about holidays and for making bookings.
- Increasing concern about the environment resulting in greater demand for destinations which preserve and promote their natural assets.
- Increasing pressure on people's daily lives continuing the trend of more, but shorter, holidays.
- Growing importance of combining holidays with hobbies and interests.
- Increasingly discerning customers who expect and demand quality and value.
- Increasing numbers of visitors looking for authentic experiences which provide a flavour of regional culture, traditions and history.

Forecasts for the future of tourism in the South West indicate that there will be a 30% growth in the number of staying trips between 2001 and 2011, but the average length of stay is likely to continue to fall. Growth will be concentrated around short breaks, business trips and visits to friends and relatives and the number of nights is forecast to grow by 11%. Key market opportunities and products will be:

- weekend breaks aimed at couples;
- breaks of any length and

additional holidays aimed at the post-family market;

- breaks and additional holidays aimed at affluent families;
- main summer holidays aimed at less affluent families;
- breaks and holidays aimed at key Western European markets.

Within these potential markets, resorts such as Falmouth have much to offer. They provide robust environments, are places of fun and entertainment and provide wet weather attractions and essential services. Key issues in developing the markets for Falmouth are:

- investing in infrastructure and the environment to improve and update their appeal;
- diversifying the appeal to include activities, lifestyle and health markets;
- managing market contraction of some aspects e.g. lower quality accommodation;
- identifying areas of market advantage e.g. the outstanding marine environment;
- improving the quality of existing accommodation and encouraging the development of new types of facility such as boutique hotels, gastro pubs and restaurants run by celebrity chefs;
- improvement of quality of existing accommodation should also include skills development.

ROLE OF CUC IN PROMOTING TOURISM

CUC can play an active role in attracting visitors to the area for activity holidays and short breaks by promoting a range of packaged

breaks based on short courses in recreational subjects such as painting, garden design, environmental awareness etc. with accommodation provided in student halls of residence out of term time.

CUC will perform another important role in attracting visitors outside the main holiday season through the visits of parents and friends of students in term time. This market could perform an important function in increasing occupancy in serviced accommodation over a much longer period of the year and support a wide range of services such as restaurants, shops, entertainment venues as well as local attractions such as NMMC and Pendennis Castle.

Other events associated with CUC, such as graduation ceremonies, will provide income to the local economy, but will require a large volume of accommodation and associated services.

ROLE OF NMMC IN PROMOTING TOURISM

The NMMC has the potential to raise the profile of the Falmouth and Penryn area significantly and perform a similar role in stimulating the local economy to that provided by the Tate St Ives in St Ives. The Museum has an outstanding collection of small boats and the ability to tell the story of those boats using a range of media.

Publicity and a range of activities are needed to raise the profile of the Museum to potential visitors inside and outside the county. There is the potential to offer packages of accommodation, travel, visits to the Museum and perhaps even trips on some of the craft, as short breaks. Free parking could be incorporated into a ticketing system (currently there is a three hour limit at the Grove Place car park). It is important to

protect the area around the Museum to accommodate events. Events Square should be used to promote the Museum wherever possible, building around themes relating to the Museum, food and the sea. It should look into the feasibility of extending opening hours past 5pm in the summer months.

LINKS TO ATTRACTIONS

There are a number of other important attractions in the town. Pendennis Castle is an English Heritage-run site that is open all year round and is the second most popular attraction after the NMMC. Another important attraction is the service provided by Fal River Links, which co-ordinates boat trips to destinations around the Carrick Roads as well as a more local ferry service. These important attractions, along with others in the town including the NMMC, need to be linked in a more co-ordinated way, for example with multi-pass tickets, family packages and linking attractions such as the Castle and NMMC with specific relevant guided boat trips. The role of the Park & Float is also important as it can act as a starting point for visitors, ferrying them to attractions and reducing the use of the car in the town centre.

ROLE OF THE WATERFRONT

The waterfront is a key attraction for the town centre, particularly between Greenbank and the TA car park. There are a number of different destinations along this stretch including the Prince of Wales Pier, Custom House Quay, NMMC and two marinas. Access to the waterfront is limited to these key places, and also at Church Street car park, a key opportunity site. These areas are important as they allow

views out to the Fal estuary, Docks and Carrick Roads, offer respite from the main shopping street and provide access to water taxis and boat trips.

In terms of policy, the enhancement of these areas is important to encouraging and retain visitors in the town. There are a number of development proposals for these areas, and these are set out in more detail in Section 7.

ROLE OF THE SEAFRONT

The seafront is an important area of the town centre, with its beaches, promenade and gardens. It is located on the southern side of the headland and feels relatively cut off from the main town centre area. The area contains a substantial amount of the town's hotel and self-catering accommodation, rising back towards the town centre.

The traditional seaside character of the area should be retained where possible. This includes in particular the large hotels that dominate the seafront. Better signage would improve the links between the main shopping street and the beaches, and encourage visitors to walk between the two.

VISITOR ACCOMMODATION

There are 164 visitor accommodation businesses in Falmouth and Penryn, with the majority being located in Falmouth. Forty percent of the businesses offer serviced accommodation i.e. hotels, guest houses, bed and breakfast. Hotels represent 37% of the serviced accommodation market, but account for 72% of the bedspaces. There are five hotels with in excess of 100 bedspaces. Occupancy levels in Carrick are slightly higher than the Cornwall

average (61% compared to 58%) and peak occupancy in Carrick is between June and September, with a market peak in August.

Cornwall has been successful in generating a number of boutique hotels and gastro restaurants which have had a very positive impact on the level of publicity received by the county in the national press and in reinforcing positive connotations. These types of establishment provide a way in which destinations such as Falmouth can compete with the eating out and retail offers from competing city break destinations. Encouraging the development of a boutique hotel could help raise and reinforce the image of Falmouth.

The report has discussed the importance of maritime events to the area's economy and the requirement for substantial serviced accommodation to accommodate the many journalists, team members etc. that are associated with large-scale events. Falmouth has lost a number of large hotels to residential development in recent years, and consideration should be given to ensuring the retention of the remaining serviced accommodation establishments and encouraging them to improve their standards. The loss of the larger hotels that can provide a higher standard of accommodation and service to customers (through their greater ability to train their staff, to invest and to provide all year round employment) could jeopardise the promotion of large scale events in future as well as the exploitation of the short break market for high earning individuals and the parents of students at CUC.

In order to support the retention of serviced accommodation in Falmouth, there will be a need to invest in the public realm to ensure that the public areas of the town and its environs

complement the private facilities and encourage visitors to return. A number of opportunities have been identified in the Development Framework to improve the public realm in areas such as shopping streets, the waterfront and the seafront.

CO-ORDINATED APPROACH

Towards 2015: A Draft Tourism Strategy for the South West, published by South West Tourism, promotes the "customer experience" instead of a more traditional approach to marketing destinations, and identifies "brand clusters" that signify new and emerging markets. Falmouth and Penryn already cater for families, people looking for adventure and discovery and those wanting some peace and tranquillity. It manages to combine traditional beach attractions alongside stunning natural environment and heritage. However there are some aspects that it needs to develop.

Whilst it is an excellent destination for a traditional family beach holiday, it does not cater so well for families with pre-school children and this is a market it can develop further. Other new areas include expanding the offer for visitors looking for indulgence, for example through fine dining using speciality local produce, luxury hotels and spas. In addition, the landscape, beaches and setting mean that it is a perfect destination for special breaks away or wedding/ honeymoon trips.

The type of accommodation on offer needs to reflect these customer markets. Hotels need to be retained and there is the opportunity for more up-market 'boutique' hotels. In addition, the needs of the pre-school market emphasises the importance of the self-catering sector in the town.

Improved public realm will also attract new markets. Enhancing streets and spaces will result in the town centre becoming a more attractive, clean and comfortable place to visit. This will also appeal to families who want a safe and convenient place to bring their children.

SUMMARY OF POLICY

Key policies for tourism include:

- conserving and enhancing the natural, historic, cultural and built environment assets in Falmouth and Penryn;
- supporting existing visitor attractions and events;
- targeting growth sectors such as the short break market and cruise liners;
- extending the traditional season by developing niche markets for autumn, winter and spring breaks, sustained by improved infrastructure, and supporting out of season events;
- maintaining and improving the quality of the tourism infrastructure including retaining quality serviced accommodation facilities, and improving shopping areas, the built and natural environment, transport infrastructure, and assets such as the seafront and its gardens.

6.5 TRANSPORT POLICY

OBJECTIVES

In order to address the issues raised by the strategy objectives, the following key aims have been established in defining the transport strategy for the Combined Development Framework:

- to contribute to an improvement in the quality of the environment within Falmouth and Penryn, particularly in the town centres;
- to relate the location and form of new development to the existing and proposed infrastructure in a way that supports and enhances the overall quality of provision;
- to increase the inclusiveness of the transport networks in Falmouth and Penryn;
- to meet the needs of existing and new residents in serving new development without increasing dependence on the use of the private motor car;
- to encourage sustainable transportation by upgrading the quality of provision for walking, cycling and public transport;
- to support the continued economic viability of the two towns.

In addition, the Framework recognises Cornwall County Council's strategy to improve the links between Falmouth and Penryn, Truro and the Camborne/Pool/Redruth area as part of a wider strategy for economic development in the region.

These aims and aspirations have been interpreted into four key objectives (described below) which are the core of the strategy, and in turn form a basis of the framework for delivery of the proposed improvements.

The Urban Centre Strategy for Falmouth and Penryn set out in the Local Transport Plan 2006-2011 Annex 4 (LTP 2) has been informed by the Development Framework. Priority schemes from the strategy, set out below, have been identified for implementation within the LTP timetable.

Objective 1: Promoting Sustainable Transport

The key driver for the transport strategy is the potential expansion of the total population of Falmouth and Penryn by around 20%. Without intervention in the approach to transport, this could lead to a corresponding increase in traffic of around 20% (this is worst case because it assumes visitor traffic grows in the same proportion). A growth in traffic of this scale would potentially require significant upgrade to the existing strategic highway network and increased car parking requirements, which would have major negative implications for the quality of environment in these historic towns. Equally, the capacity of the A39 to Truro, which is already heavily congested, is a constraint to external traffic growth.

The transport strategy therefore aims to offset a major proportion of any increase in levels of traffic and car use through a transfer to more sustainable modes of transport, targeting the existing and new communities, and internal and external trips. In this case it should be possible that any residual increase in traffic on the strategic road network can be accommodated on an existing, albeit improved road network. The need for local highway improvements to accommodate growth in traffic from specific developments will remain.

The ambition arising from this strategy should be to maintain current traffic levels by achieving a modal shift away from car use in the order of 20%. This level of shift is consistent with recent Department for Transport research into the potential for transfer to sustainable transport Smarter Choices Changing the Way We Travel (Department of Transport July 2004), and with the targets established as part of the transport strategy for the Camborne/Pool/Redruth area.

Objective 2: Improving the Environment

There are a number of areas in the two towns where the dominance of vehicular traffic is detrimental to the quality of the environment. In particular, these problems are most evident in Falmouth town centre and on Commercial Road, Penryn. The strategy identifies physical measures that could be implemented to redress the balance in the environment in those areas whilst maintaining current levels of accessibility.

Objective 3: Maintaining the Quality of Movement

The attractiveness of Falmouth and Penryn as a place to live and visit is a function of both the quality of environment and ease of access. Whilst the private motor car will still be an important mode of travel, the strategy is based around encouraging the use of alternative modes. It will be critical that the alternative forms of transport maintain, and potentially enhance, the overall quality of any journey experience.

Objective 4: Facilitating Development

In order to attract investment into development in Falmouth and Penryn, it is essential that the structure of a viable transport system is in place. The authorities will need to lead the process of delivering these infrastructure requirements. Equally, developers will need to play their part, in some instances at a strategic level, but also in making the road networks around their individual sites work.

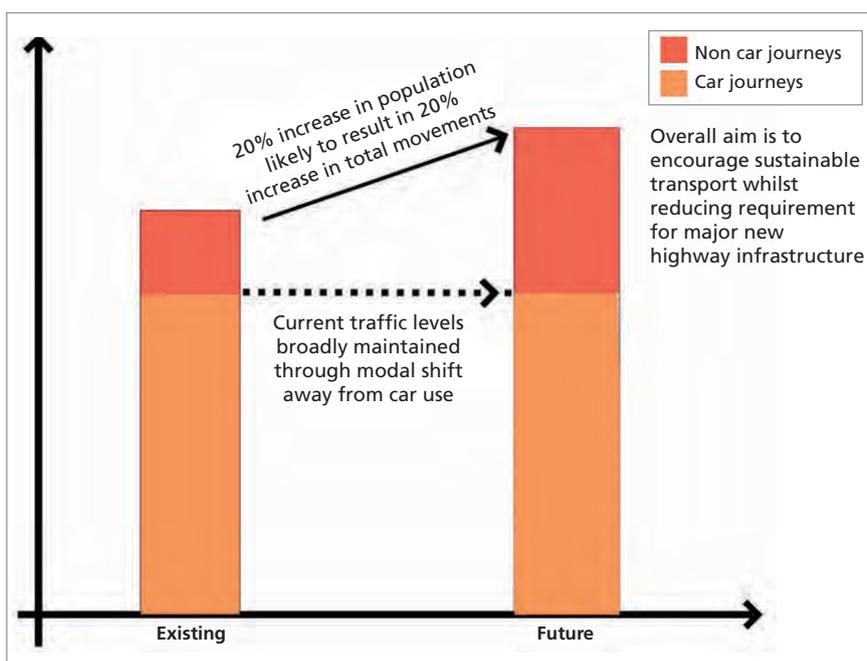
The key elements of the strategy that will allow these aims to be achieved include:

- improvements to pedestrian and cycle links;
- major new public transport corridor (the Smart Link) linking key movement generators within the two towns;
- improvements to rail services to Truro, and rail station improvements;
- improved integration between bus and rail services;
- enhanced role for ferry services;
- enhanced role for Park & Ride/Park & Float;
- highway upgrades and changes to traffic management arrangements in the town centres;
- changes to the management of resident and visitor car parking;
- a range of sustainable transport initiatives to support physical measures aimed at encouraging people out of their cars.

The strategy elements which together form the Transport Package has been defined in consultation with Cornwall County Council to ensure that it aligns with their objectives for the emerging LTP2.

The transport strategy has been defined based on the layering of modes of transport that will be available in the two towns. This approach forms the basis of the physical improvements that will be necessary to facilitate the level of development envisaged by the strategy.

Equally important will be the 'softer' measures that will encourage people to use alternative modes of transport



to their car, such as car share schemes and integrated ticketing.

This section now sets out both the physical and the ‘soft’ measures – together described as the ‘Transport Package’. The measures are considered to fall into two categories; strategic improvements and local improvements.

Strategic improvements: aiming to increase transport capacity to support new development whilst encouraging a transfer to more sustainable modes of transport amongst existing and new residents. Funding for such improvements should be primarily through the Local Transport Plan and S106 contributions from developers.

Local improvements: are required to serve individual developments by connecting them in to the strategic transport networks. These would be primarily funded from S106 contributions from developers.

TRANSPORT PACKAGE

Walking

The development of a coherent network of pedestrian routes is key to sustainable transport, to encourage people to walk more and drive less. Linkages can be divided into core pedestrian routes and local pedestrian routes.

- Core pedestrian routes: national trails and key day to day and leisure routes connecting the town centre and key town components such as the main street, employment areas and schools and public transport nodes. An initial indication of potential routes within the core network is shown in the diagram below.
- Local pedestrian routes: interconnecting routes joining proposed development areas into the core network.
- extending the South West Coast Path to run along the coastal route from Falmouth to Penryn, and

It is recommended that the core network becomes the focus for pedestrian improvement measures funded through the Local Transport Plan. The draft LTP2 acknowledges the need to enhance the network. The initial route network should be developed through further audit work in consultation with local people. This work should be led by local representatives of Cornwall County Council’s new Pedestrian Forum. This group will also need to identify and prioritise improvement requirements of core linkages. The LTP 2 identifies a small number of key locations for pedestrian improvement measures, including routes to visitor destinations and railway stations. These requirements may include a combination of:



STRATEGIC PEDESTRIAN FRAMEWORK

from Penryn to Flushing and St Mawes;

- extending existing routes to connect with other development, central and rural areas;
- upgrading existing junctions and crossing points;
- enhancing footways, steps, and passages under railway lines;
- improving lighting and signage in urban areas;
- providing street furniture such as handrails and street benches.

At a local level, developers should be required to improve and increase the provision of local routes linking into the core network. This should include fronting new development onto pedestrian routes to provide informal security and a greater sense of enclosure.

Cycling

Cycling is an important alternative mode of transport. Due to the topography of the area special considerations may need to be in place, such as making routes attractive with stopping points at viewing areas, to encourage greater use of cycling for daily and frequent journeys.

The design cycling routes will need to take into account differential speeds along the uphill and downhill routes.

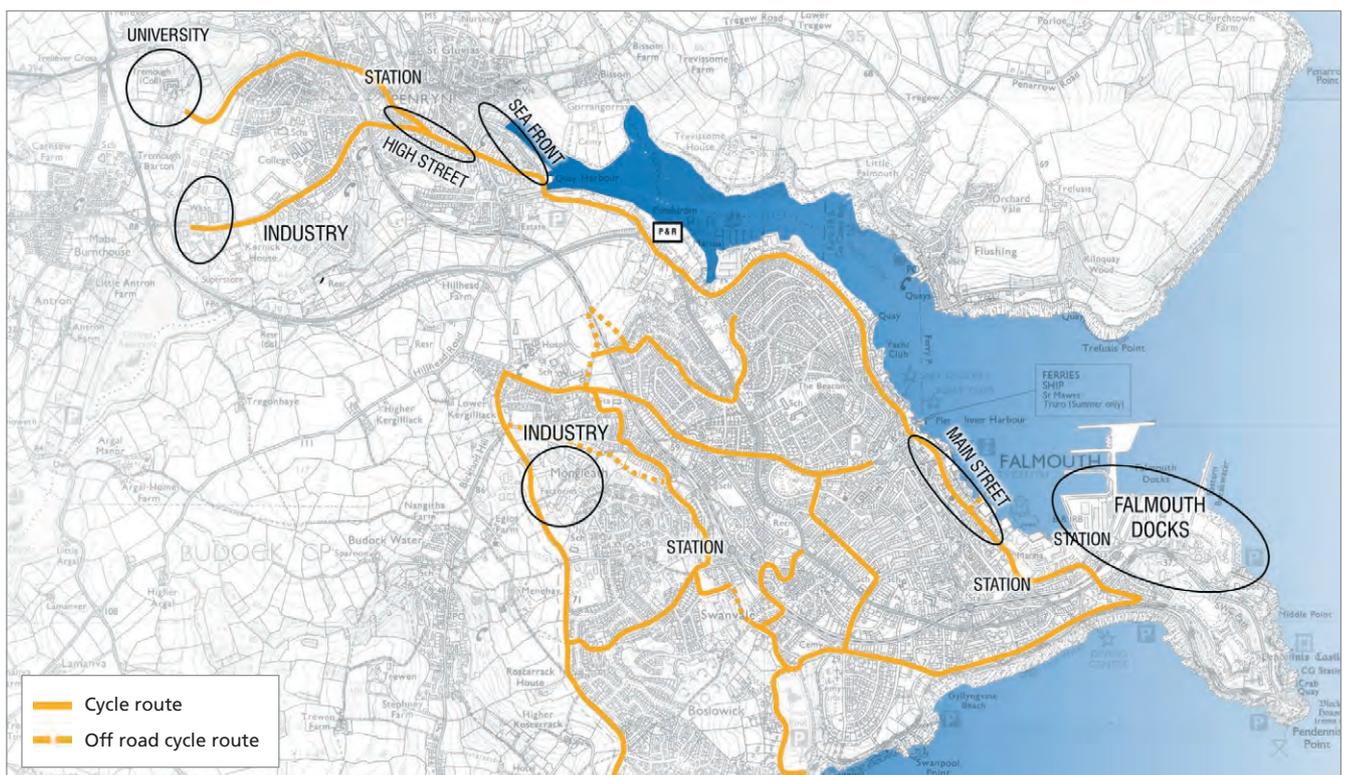
Cycling provision for Falmouth and Penryn may involve:

- development of strategic network of core cycle routes through dialogue with the local cycle group(s). This will be developed during the LTP 2 period;
- local improvements relating to specific developments;
- careful consideration of topography;
- network and improvements integrated with pedestrian route network;

- combination of on- and off-street routes, and routes for different users;
- provision of cycle parking facilities at key locations (existing and proposed);
- the development of a signposting strategy.

Power assisted bikes may be an alternative to traditional pedal bikes to tackle the hills and encourage greater use of bikes for local journeys to work, school and leisure. These have been trialled in Bath and North East Somerset. A feasibility study into the promotion and use of power assisted bikes in Falmouth should be undertaken.

It is understood that Mouchel Parkman has developed a cycling strategy for Falmouth and Penryn on behalf of Cornwall County Council and this has informed the LTP2.



STRATEGIC CYCLE FRAMEWORK

PUBLIC TRANSPORT

Buses

The key to mitigating the impact of increased traffic caused by rapid growth is encouraging modal transfer to more sustainable forms of travel than the private motorcar (see Objective 2 above). For local journeys in Falmouth and Penryn that are longer than 800m, travel by bus is often the most viable transport alternative. The best way of attracting a greater bus patronage is to introduce a step change in the quality of public transport provision – through improved service frequency, better quality vehicles and enhanced information provision.

To achieve this, the strategy proposes a major new bus corridor service (the Smart Link) to connect the key movement generators in Falmouth

and Penryn, including expanded Park & Ride and Park & Float services. The envisaged Smart Link service will run along a 7 km corridor from CUC Tremough campus in the north to the National Maritime Museum Cornwall and Falmouth Docks in the south, via Penryn Station and ‘high street’, the Ponsharden Park & Ride site, the Beacon and The Moor in Falmouth.

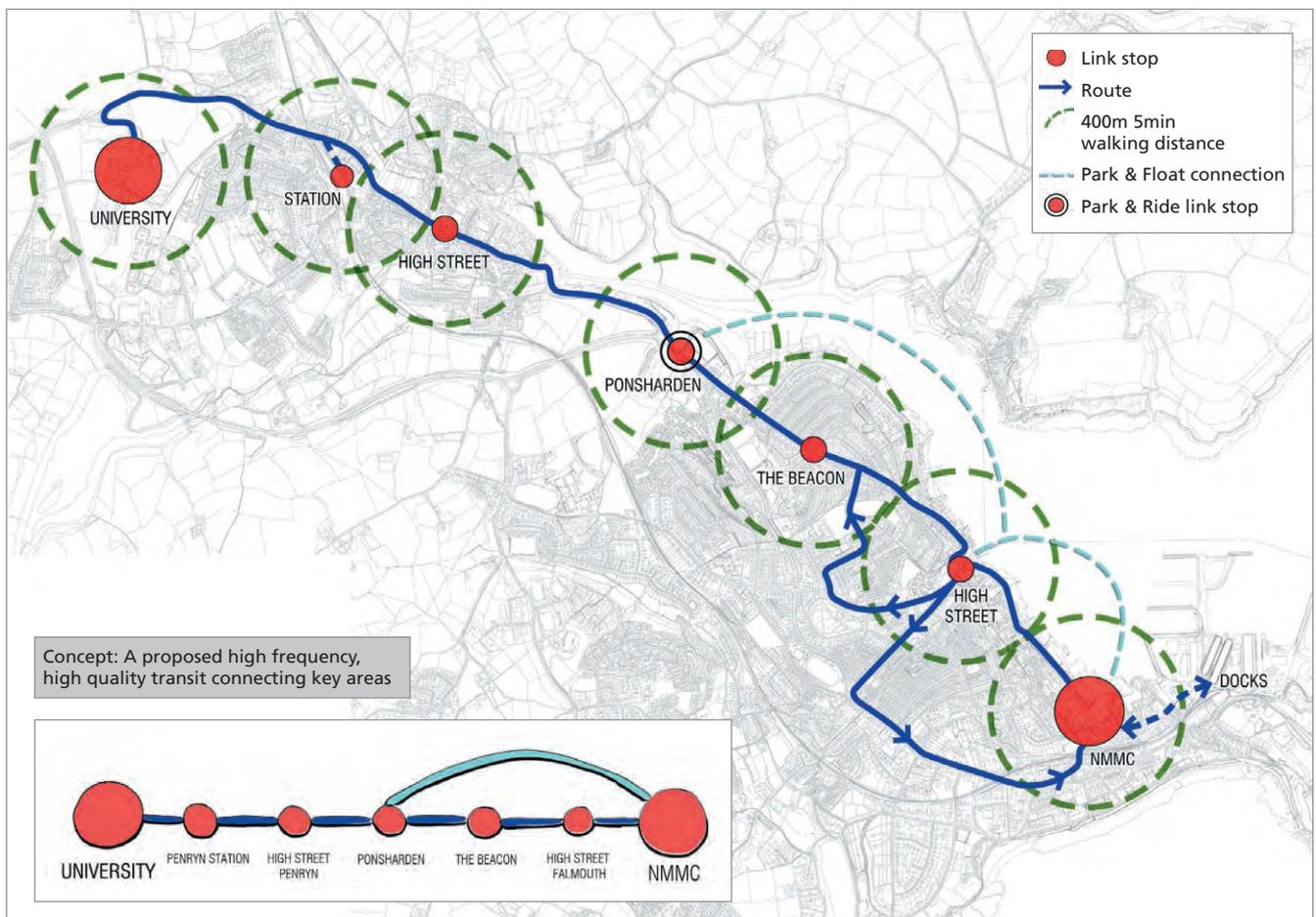
The potential for the new bus spine exists within the existing bus provision and routing system. Services that tie in with key future trip generators in the area do exist and can form the basis of a flagship bus spine or Smart Link.

Bus services currently operating along this corridor include buses from Truro (No.88), Camborne/Pool/Redruth (No.41) and an internal Falmouth/Penryn service (No.68). Rather than replace these services, the Smart Link concept is to incorporate and/or rationalise them,

creating a corridor of integrated, high quality, high frequency and reliable transit operations, increasing the attractiveness of bus travel for residents and visitors. Together these should provide a combined frequency of a bus every ten minutes, subject to the successful integration of timetabling. This concept fits in with the provisional Quality Bus Corridors set out in LTP2.

To achieve this, a number of improvement measures should be implemented, including:

- physical measures, such as improved bus shelters, roadwork to widen constrained roadways along the route and improve turning movements where necessary, safer crossings adjacent to bus stops, the removal of some on-street parking to prevent bottlenecks and the provision of bus standing bays. Requirements



POTENTIAL SMART LINK ROUTE

for bus priority measures on the A39 should be appraised through Cornwall County Council's A39 Route Management Strategy (see Roads section, page 93 onwards);

- vehicles should be low-floor buses, with low-or zero-emission engines and wheelchair accessibility. Possibly even using the tram-like 'streetcar' vehicles although the suitability of these would need to be tested in more detail;
- improved branding of the Smart Link buses to allow these to be easily identified without reference to timetable information;
- intelligent Transport Systems (ITS) measures, such as automatic vehicle location linked to real-time information signage at bus stops, cashless or on-street ticketing and bus prioritisation at signalised intersections;
- improvements to customer information services, like mapping and timetables at stops, route identification, unified vehicle branding;
- improved safety and security using onboard CCTV;
- high frequency service with buses running at 5 to 10 minute headways in each direction during peak periods.

It should, however, be noted that in a number of places along the route (particularly Church Street in Falmouth, West Street, Lower Street and Broad Street in Penryn, and in the vicinity of the Beacon Estate) the available roadway width is very limited. This may make the proposed route unsuitable for using the tram-like 'streetcar' vehicles.

A broad appraisal of possible demand for the Smart Link service indicates that this could be in the order of

18,000 one-way bus trips per week. These figures are, however, subject to more detailed feasibility studies.

Project realisation should be through significant early improvements to existing operations. It will be critical to obtain support from existing operators and funders at an early stage. Discussions have been held with these parties and support has been received in principle from First Buses and the County Council. Further investigation and dialogue is required to establish the detailed principles of this concept.

Rail

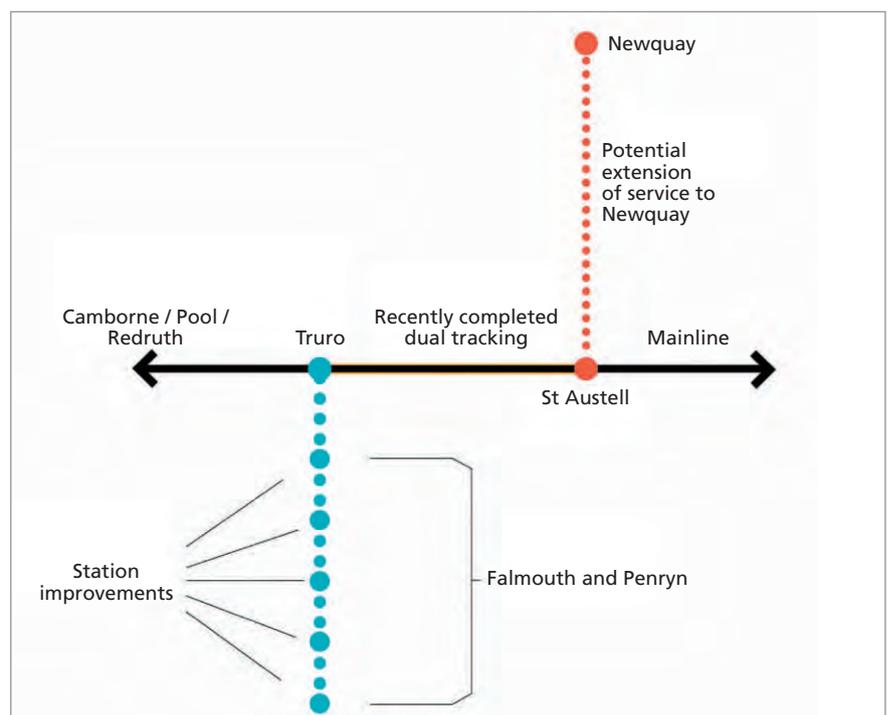
Improvements to the existing rail service on the Falmouth to Truro branch line will be critical to encouraging a modal shift for external journeys and the moderation of traffic levels on the A39 to Truro. These improvements are therefore key to the expansion and economic prosperity of Falmouth and Penryn.

Any proposed upgrade of the branch line would aim to:

- support economic development in the Falmouth and Penryn area;
- relieve congestion on the A39 and accommodate commuter needs;
- provide swifter travel;
- improve access/links to tourist destinations, the NMMC and the Eden project;
- improve access to the CUC.

Improvements to the rail service are included in the draft LTP2. These include an increased frequency along the Falmouth to Truro line to two services per hour. This will be facilitated by the construction of a new passing loop / bay.

Alongside improvements to the line described above, there is potential for improvements to the railway stations in Falmouth and Penryn to create an accessible and attractive station environment for existing and potential passengers. These may include:



RAIL UPGRADE

- the development of a westbound platform to Penryn Station to improve accessibility for pedestrians from the CUC, Kernick Road and residential areas in the west;
- upgrading platforms, improving access to platforms;
- improving approach routes to provide safe and secure access;
- improved lighting and signage at the stations and approaches;
- removing overgrown areas and controlling vegetation growth at stations and approaches;
- removing litter and other detracting elements;
- provision of real-time information and connections with other public transport services.

Further audit work will be necessary to identify and prioritise station improvements. These could then be linked to new development opportunities.

WATERBORNE TRANSPORT

Waterborne transport within the Fal Estuary can make a significant contribution to the range of sustainable transport modes available, particularly if integrated well with land-based modes, such as bus and rail, as well as walking and cycling routes.

The service provided by the Fal River Links partnership has already made significant progress in developing an integrated water-based transport, activities and attractions network on the Fal Network. The package offered by the Fal River Links can also be consolidated and strengthened, to appeal to a wider range of users; in particular for local people, commuters and more frequent users. A study

by Atlantic Consultants in March 2005 identified a range of short and long term improvements to the existing package, with the intention that these will increase the use of public transport by local residents and businesses as well as visitors and providing a greater provision outside of the main visitor season.

Recommended short term improvements involve:

- developing a more formal system of management and control and access to staff time to develop and implement the initiatives identified;
- joint ticketing with other transport operators, service providers and attractions;
- improving transport links with other operators by improving information, extending the partnership to include other modes and improving the coordination of land (bus, rail and air) and water-based transport;
- improving footpath links, such as extending the South West Coast Path around the estuary, through discussions with land owners;
- extending the area of service to the Helford River and inter-estuary river links;
- encourage the display of information with other transport stops and coordinated with other operators, for example at train stations and through Traveline;
- investigating the potential for subsidies outside the main visitor season.

Longer term recommendations and goals include:

- a full joint ticketing system which is operated by all participants via a cash or credit card;

- an extension to the services offered including new routes and destinations which will involve the purchase of new vessels;
- lobbying to achieve an extension of the South West Coast Path around the estuary, so that the area can benefit from the higher profile that would result;
- developing packages with transport operators (air, train, coach, bus and ferry) accommodation providers, attractions, service providers;
- developing and marketing packages for cruise liner passengers and forming a consortium between the public and private sectors to sell the packages to cruise liner operators;
- developing a system of contributions from all Fal River Links Partners to ensure partnership self sufficiency in the longer term and at least one dedicated staff member.

Improvements to provision by the Fal River Links in the LTP include:

- expanding the use of ICT;
- provision of visitor information terminals;
- co-ordination of public transport timetables around Falmouth;
- Tressilick Landing Stage: promotion and co-ordination of ferry timetables.



LOCAL FERRY

ROADS

The strategy proposes that capacity in the transport network to accommodate additional development is created through improvements to the sustainable transport network. The overall aim of the strategy, to tie in with Objective One, is that the growth in overall movement in Falmouth and Penryn is matched by a broadly equivalent shift towards sustainable transport, primarily to buses and rail. As a result of this approach, there should be a reduced adverse impact relating to traffic associated with new development.

In addition, the aim is that the new development can be accommodated on the existing highway network, without a requirement for new strategic roads and with a limited requirement for major highway upgrades. Such new development would be accompanied by significant environmental impacts and be contrary to current Government

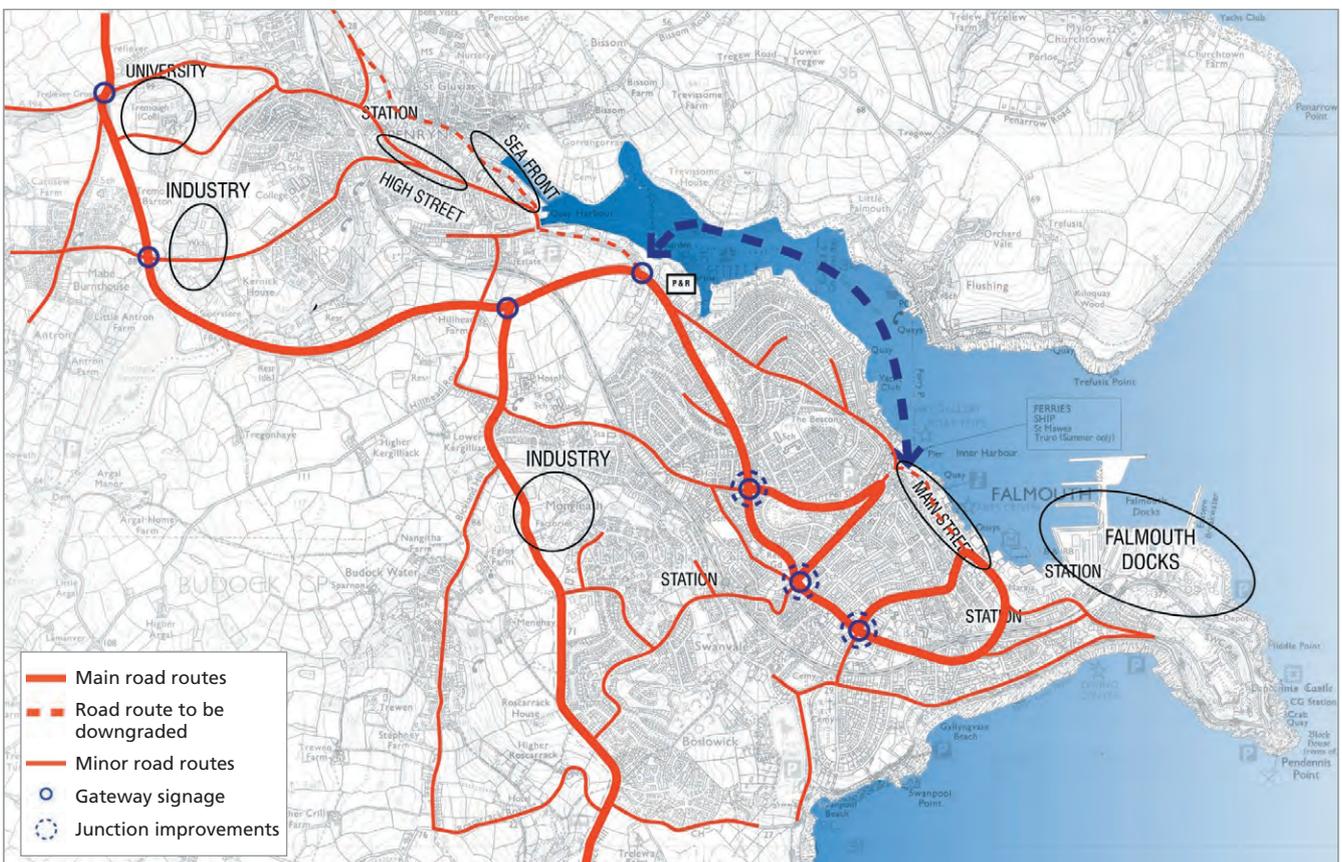
policies. This approach is critical on the A39 to Truro, which it is understood is already heavily congested and highly constrained in terms of potential for capacity enhancements.

Although through the strategy it is intended that overall growth in traffic will be constrained, higher levels of growth will be experienced locally on roads around specific development sites. This type of growth in traffic will be most significant on local access roads. However, it will also be likely to extend in some locations onto the key strategic approach routes into and across the towns and it is likely that growth on the A39 will be higher than the general trend due to its strategic function. The pattern of development is such that this broader impact will be dispersed. This impact of this type of growth should be appraised by developers as part of the Transport Assessment produced for their schemes.

To cope with the growth in traffic on local roads and locally on the A39, potential highway upgrades are necessary. These are divided into two groups:

Strategic Upgrades to A39

Upgrades to the A39 contain a number of elements: A Route Management Study for the A39 within Falmouth, included by Cornwall County Council in their programme of work under LTP2 2006-2011, will identify capacity enhancements. Enhancements are required to solve existing capacity issues and potential local capacity issues generated through new development, and include potentially lane widenings/changes to junction operation/etc. There is also potential for improvements to the legibility of approach routes, mainly through signposting but measures might include landscaping/



STRATEGIC ROAD NETWORK

environmental enhancements. It is also suggested that the Route Management Study should consider areas where bus priority measures might be beneficial/feasible. In this respect, it might be useful if this study were to extend to Penryn.

Local Upgrades

Upgrades to the local network includes serving development of specific sites, subject to Transport Assessments for those developments. Upgrades might also include the creation of new access junctions and improvements to local junctions.

CAR PARKING

Town Centre Car Parking

Strategies have been defined for both town centres. An adequate level of enforcement is a critical element of both strategies.

Falmouth Town Centre

With the exception of the proposed Tesco store in the Quarry car park the Combined Development Framework does not propose a major increase in retail floor area in Falmouth town centre. Studies have shown that the current level of car parking provision is sufficient. Four of the six town centre car parks are short stay and are mainly used for shopping and personal business by visitors and locals. Discussions with local traders indicated that Falmouth is saturated with visitors at peak times and that the level of short stay car parking is a useful control on visitor numbers. The proposed strategy, therefore, is to maintain as a minimum current levels of car parking in the town centre but not necessarily to increase the level

of provision (except where this might be related to new development). However, it is important to recognise that conditions change over time and therefore the strategy allows tolerance for car parking levels to be varied (up and down) as part of a management strategy for the town.

There are problems of vehicle-pedestrian conflict in Falmouth town centre relating to both car parking locations and traffic management. The strategy for dealing with these issues, alongside a locational strategy for car parking is described in section 5.3.

Penryn Town Centre

Car parking in Penryn town centre serves two core functions:

- providing for town centre visitors;
- providing parking for residents living in the town centre.

Concerns have been raised during discussions with local residents about the level of car parking available in the town centre to serve these purposes, and in particular, the problems of finding parking spaces close to their homes during the evenings and at night. Observations on site suggest that this in particular relates to the car parking located off Permarin Road. This is likely to relate to the convenience of access to this car park from surrounding areas. The other car park, Commercial Road car park, has been observed to be almost empty at night.

There are two key elements to the strategy for car parking in Penryn Town Centre which aim to address these issues:

- improved pedestrian connections to the Commercial Road car park to provide more convenient access

to the town centre and increase its attractiveness to residents;

- an increase in the level of town centre car parking on Commercial Road to provide for pass-by trips to the commercial units on this street. This forms part of a wider scheme to improve the quality of the environment on Commercial Road, which is described in section 5.2 and section 7.3.

Although not part of the strategy, it has been observed that there may be potential due to the topography of the area to deck the Commercial Road car park without significant visual impacts. Such an approach would be subject to an appropriate funding mechanism being found but, as with the approach in Falmouth town centre, may provide a useful tolerance to increase car parking in the town centre if prevailing conditions require this in the future.

At present the two town centre car parks, Permarin and Commercial Road are free. It is understood that current arrangements are under review.

Resident Car Parking

As Falmouth and Penryn grow the pressures on on-street car parking will increase through increased car ownership levels. A number of areas have been identified during the course of discussions with local residents which already suffer as a result of over-subscribe car parking facilities.

The Highway Authority in consultation with local residents should keep the need for a Resident Car Parking Permit Scheme under review. This should include completion of an opinion survey and feasibility study to set the criteria under which such a scheme would be implemented.

Student Car Parking

There is significant concern amongst local residents that the growth of the University will result in increased levels of long stay car parking on streets within Falmouth and Penryn. This problem may be particularly associated with an increase in multi-occupancy dwellings.

A strategy to deal with levels of student car ownership should be subject to discussion between the highway authority and CUC as part of the preparation of any plans for future expansion of the University. These discussions should include:

- definition of CUC policy to dissuade students from bringing cars;
- need for resident car parking permit scheme to control student car parking;
- initiatives to reduce the need for students to bring their cars and provide alternative means of transport (covering both trips linked to their college work and leisure trips);
- identification of sites that could potentially accommodate long stay car parking for student cars.

Park & Ride

In order to reduce traffic flows on roads in Falmouth and Penryn during peak periods, and to release car parking in the town centres for visitors, the role of the Park & Float/Park & Ride at Ponsharden should potentially be increased to serve people working in the towns using any spare capacity. This would require alternative charging structures to the current service. This could be an additional potential tolerance to allow for any growth in parking levels if required in the future.

Information about the level of patronage of the Park & Float during its first season of operation suggests that there is some capacity (possibly around 100 spaces) in the existing site during the peak summer period that could be used for commuter Park & Ride. Marshalling of car parking would probably be required to release this capacity.

It has been observed that the spare capacity is significantly greater during the winter period. However, the role of Park & Ride during this period is less critical due to the reduced overall pressures on parking and traffic in the town centres. Subject to the take up of such a service, consideration could then be given to expanding the Park & Float through a new/expanded site, subject to land acquisition. The actual number of spaces should be the subject of detailed study if this becomes necessary in the future.

In addition, if, due to parking pressures in the town centre, it becomes necessary to expand car parking provision this should be accommodated in new Park & Ride facilities. The most appropriate location for such facilities would be close to the CUC or around Ponsharden which both have good access and relate to the Smart Link.

Coach Parking

Discussions with local residents and stakeholders have indicated that existing arrangements for coach parking are satisfactory. However, there are problems associated with coaches dropping off visitors on The Moor. The town centre management should liaise with regular coach companies with the aim of staggering drop off/pick up.

Potential alternative locations for these facilities is limited. Therefore, as part of developing new traffic and parking arrangements for Falmouth Town

Centre, the potential to expand these facilities should be explored. Coach parking could be linked to the Park & Float. Coaches could wait in the car park for passengers to return. This would require an alternative parking structure.

SUSTAINABLE TRANSPORT INITIATIVES

Travel reduction measures will be needed to maintain the equilibrium between existing movement patterns and the growth of the area. The purpose of such measures would also be to change existing travel behaviour and patterns to more sustainable patterns.

A package of sustainable transport initiatives for new residential and employment developments might include:

- locating new developments close to public transport corridors and pedestrian networks, fronting new development along routes;
- promotion of Cornwall Car Club and other car sharing schemes;
- encouraging greater use of taxis;
- enhancing the local retail offer, and providing local amenities within new developments that are located away from local centres;
- providing cycle parking within the design of flats or houses;
- limiting the number of parking space per household;
- offering public transport ticket reductions and packages;
- encouraging internet shopping and providing safe delivery areas within the design of new houses or flats;
- improving the pedestrian environment with better surface treatments, lighting and signage;

- inclusion of live/work unit within new developments and as conversions of existing buildings;
- provision of an electric bike hire facility.

Sustainable transport should be given a high priority within Transport Assessments for new development. Developers should be required to demonstrate how the development being promoted will contribute to the achievement of the target modal transfer away from car use. This should include developers for both new residential and employment schemes being required to prepare Travel Plans to accompany their proposals.

Marketing and Travel Awareness

A key element of the package of measures to encourage people (existing and new residents) to transfer their trips to sustainable modes of transport is the provision of clear and concise information about travel options. This information should be provided in the following ways:

- new walking and cycling map for Falmouth and Penryn, focusing on both day-to-day and leisure routes;
- simplified bus mapping and timetabling information, including information about the proposed Smart Link service;
- these maps should be provided in a concise booklet alongside other information about sustainable transport initiatives in the town, which can be issued to all existing and new dwellings;
- a dedicated Falmouth and Penryn travel website with the above information and with access to realtime running information for key public transport services.

The proposals for improvements to the Fal River Links include improved marketing, timetable and mapped information. The above proposals should be integrated with the Fal River Links marketing proposals.

SUMMARY OF POLICY

The strategic transport policy consists of a number of different elements. Key policies are:

- developing an integrated pedestrian network;
- upgrading cycle route and facilities
- improvements to bus services to include a Smart Link, which could be delivered based on existing and planned bus routes;
- improvements to existing rail services;
- developing a more formal integrated water-based taxi/ferry service, and extending services where appropriate;
- implementation of strategic and local road upgrades;
- reorganisation of town centre parking in both Falmouth and Penryn, including residential car parking and Park & Ride;
- sustainable transport initiatives for new residential and employment development to reduce the need to travel.

6.7

SUMMARY OF STRATEGIC POLICY DIAGRAM

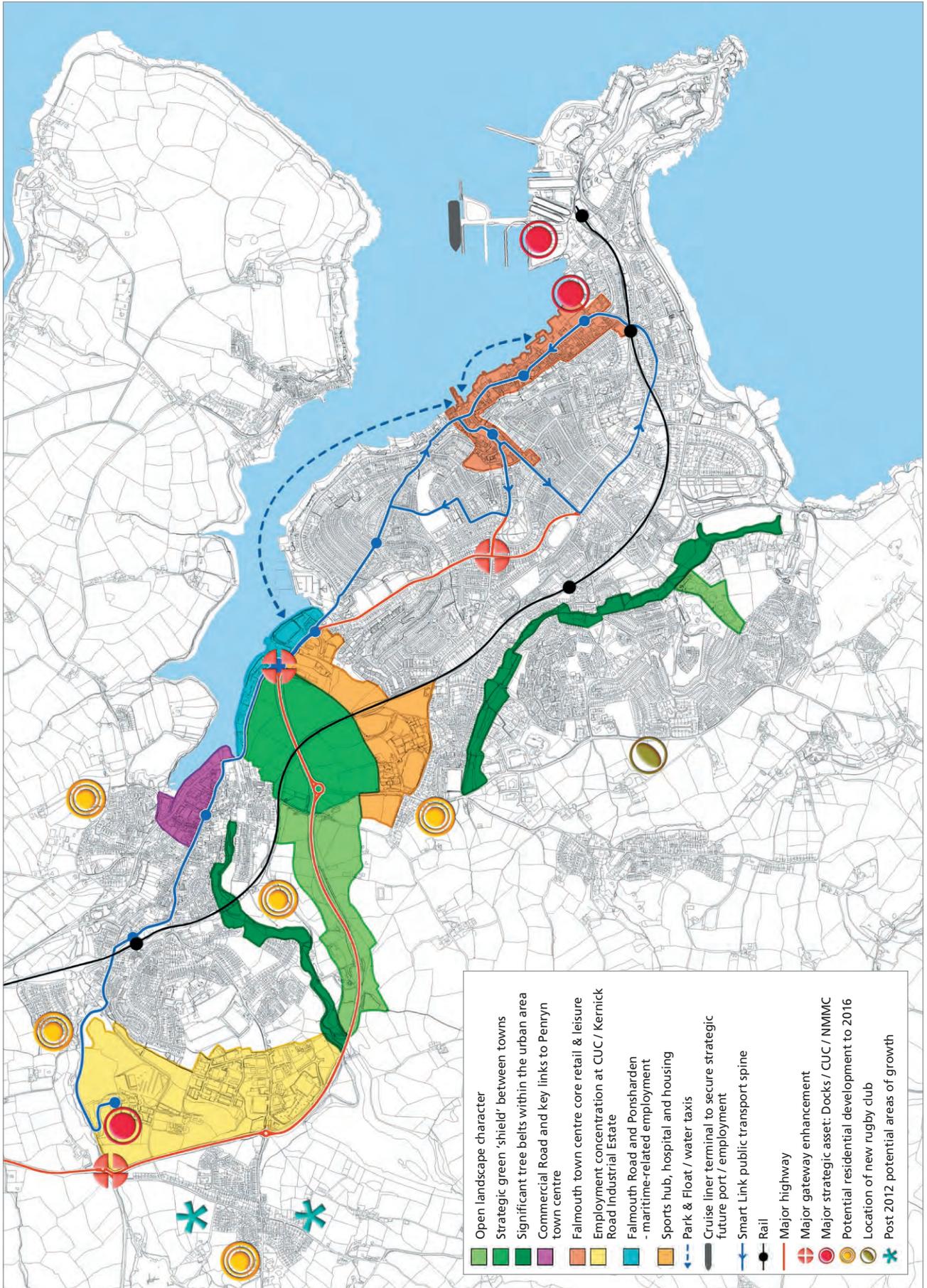
The diagram opposite shows an overview of the key policy recommendations.

It identifies the major strategic assets of the Docks, NMMC and CUC. It shows the key areas of change on Commercial Road, Falmouth waterfront and the sports and community hub on the edge of Falmouth. It also identifies key employment areas around CUC and Kernick, Falmouth Road and Ponsharden.

With regard to landscape, it identifies areas of open landscape character, significant tree belts within urban areas, and the prominent area of land or green 'shield' which separates the towns.

In terms of future housing growth, the diagram identifies areas for residential development in the medium term to 2016, and in the longer term broad areas for future development, depending upon the requirements of the emerging Regional Spatial Strategy.

The following chapter sets out more detailed proposals for development opportunities within the key areas of change.



LAND USE STRATEGY DIAGRAM

SECTION 7

DEVELOPMENT PROPOSALS FOR KEY AREAS

This section considers the detailed proposals which together will deliver the strategy objectives outlined within this report.

7.1

DEVELOPMENT PROPOSALS FOR KEY AREAS

Within each of the areas of change, there are a number of opportunities for development. Those identified were then grouped into the following packages, relating to their location and delivery:

- CUC/Kernick Industrial Estate
- Commercial Road
- Vospers Garage and the Co-op
- Sports/Community Hub and the Rugby Club
- Quarry car park, The Moor and the Prince of Wales Pier
- Church Street car park and Well Lane car park
- NMMC, the Grove Place and the TA car parks.

For each of these areas, a set of development objectives was established, based on location, context, and contribution that the site/s could make to the wider strategic objectives of the Combined Development Framework.

Once the objectives for each site were agreed, analysis of the site and its surrounding uses led to the creation of a set of design principles that guided the development of more detailed design proposals.

Proposals were presented to local stakeholders and the community through a series of workshops and a public exhibition, and refined in the light of the comments received.

The emerging proposals were tested in terms of their viability with an assessment of costs and expected market values, and this helped inform an overall assessment of delivery.

The proposals have been developed against the backdrop of the Government's sustainable communities agenda, and promoting sustainable development. Given that this document is intended to inform the preparation of the emerging South West RSS and the Area Action Plan that will be developed as part of the Local Development Framework, it is important that the approach reflects the basic principles of Sustainability Assessment/Strategic Environmental Assessment.

Each of the proposals were therefore subjected to an appraisal based on a number of objectives already being used to appraise the Regional Spatial Strategy, the emerging Carrick Local Development Framework, and those identified by the OPDM and set out in the Strategic Environmental Assessment Directive 2004. The objectives are not just environmental, but also economic and social, and include indicators relating to:

- Landscape quality – including the extent to which development has an adverse impact on statutory designations, Ancient Woodlands and other important areas of landscape and open space;
- Transport and accessibility – including how development promotes more sustainable modes of transport, accessibility to education, local services and employment, and access to town centre;
- Floodplain – the extent to which a development will increase the risk of flooding;
- Agricultural land – the extent to which development will affect the best and most versatile land;
- Natural heritage – the extent to which development will have an adverse impact on wildlife sites and the habitat of protected species;

- Cultural heritage – the extent to which the development will have an adverse impact on Conservation Areas, listed buildings and other areas of archaeological and historic interest;
- Land use – including minimising the impact from existing and adjoining land uses and maximising the use of previously developed land;
- Infrastructure – the availability of infrastructure and services requirements.

More detail can be found in the Falmouth and Penryn Combined Development Framework Sustainability Appraisal/SEA (November 2005) which is included as an Appendix.

7.2

CUC / KERNICK INDUSTRIAL ESTATE

OBJECTIVES FOR THE AREA

The economic objectives for CUC and the Kernick Industrial Estate have been described in Section 4. They include:

- facilitating the long terms expansion of the CUC as proposed within its master plan;
- encouraging the growth of small businesses through an Information and Technology Centre (ITC) to capitalise on the research profile of the CUC;
- encouraging high quality, and more diverse, companies to locate within the Kernick Industrial Estate based on its proximity to CUC;
- encouraging housing development and public transport

enhancements in the area to create a more sustainable and integrated campus; and

- at Kernick, to consolidate existing users in order to release additional employment land in order to accommodate and encourage future growth.

DESIGN PRINCIPLES

The key design principles are very broad at this outline stage but include:

- the need for the ITC to create a landmark building at this key gateway location;
- the need to concentrate the built element of any future growth of ITC within this area, with car parking extended into potentially more sensitive areas to the south;
- creation of a strong new edge to the Kernick Industrial Estate.

PROPOSALS

The proposals for CUC incorporate the objectives of the University's 2004 master plan. Phase 2 of the expansion is concentrated in the north around the main building. In the longer term subsequent phases envisage expansion south towards the Kernick Industrial Estate and on the western side of the A39 towards CUC.

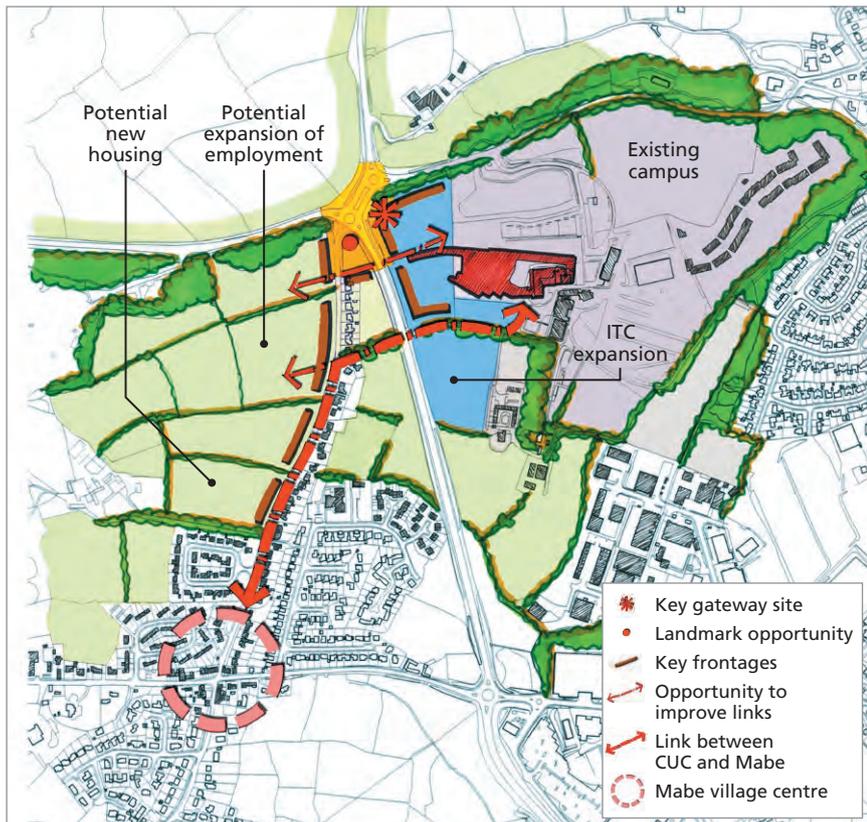
Proposals at Kernick are less developed, however, new development on the site should make better use of existing land, and encourage links with the CUC.

STAKEHOLDER ENGAGEMENT

The proposals respond to discussions with CUC management, with representatives of Penryn Vision/ Chamber of Commerce and Mabe Parish Council and to wider stakeholder consultation.

The general feedback is that both Penryn and Mabe are supportive of the CUC and its longer term ambitions. Mabe Parish Council expressed a desire to see a University campus better integrated with the village. This has led to a longer term examination of the land west of the campus, and west of the by-pass which could be reserved for strategic expansion of the CUC and associated employment and housing development.

Residents of Penryn were concerned that not all new businesses were concentrated within the CUC campus, and that wherever possible they would be encouraged to find premises closer to the town centre where they could reinforce the existing businesses.



POTENTIAL LONG TERM GROWTH AT CUC

OUTPUTS

The proposals will deliver:

- an expanded and more competitive CUC;
- around 25,000 sqft of commercial floorspace for start-up businesses/ adjacent to CUC;
- further land at Kernick through rationalisation of existing needs;
- land for high quality inward investment;
- support for a sustainable transport spine;
- longer term expansion space for CUC and for sustainable housing/ economic growth.

SUSTAINABILITY APPRAISAL

Proposals for CUC and Kernick contain a number of different elements that were all subject to a Sustainability Appraisal.

Information Technology Centre

This was judged to:

- meet economic objectives, fostering closer links between business and academia and assist with developing of new and emerging sectors;
- maximise existing investment;
- raise profile of the CUC and Falmouth and Penryn in general.

Kernick Industrial Estate

Enhancing this estate is judged to:

- ensure existing land is used more efficiently;
- meet economic objectives by accommodating further economic growth both from CUC and the ITC, or from elsewhere in the area;
- relate well to other major developments (B&Q and Asda), reducing the need to travel. Penryn town centre is 15 – 20 minute walk away, and the site is well located to public transport routes and strategic road network;
- Development is not judged to affect the landscape or environment, the estate will be 'skinned' by more attractive development.

Land to the West of Mabe Burnthouse

If land is released in the long term for employment:

- the loss of green field land is considered acceptable in landscape terms;
- the site is accessible to bus services and is within walking distance of Kernick, the CUC and Mabe;
- the development would lead to the loss of Grade 3 agricultural land;
- there are no other implications for natural heritage, cultural heritage, landscape or infrastructure;
- further liaison with South West Water will be required to understand the implications for water supply and the discharge of foul flows.

FUNDING AND DELIVERY

Phase 2 of the CUC expansion has been the subject of an Objective 2 funding bid. The ITC will be funded by SWRDA. At this stage the development of such facilities for small businesses cannot be delivered by the private sector. As interest in Falmouth and Penryn grows however, the value of grow-on space should increase and become more viable. It could also be funded as part of a wider package of business and residential growth post-2016.



This integrated strategy for Penryn town centre shows proposals for Commercial Road and links between Commercial Road and the historic core. It also highlights long term development opportunities, should these sites become available, where frontage improvements should be a priority. Proposals for Commercial Road are discussed in more detail in the following pages.

7.3

COMMERCIAL ROAD,
PENRYN

OBJECTIVES FOR THE AREA

Commercial Road is an important retail area for both Falmouth and Penryn, providing bulky goods retail which complements the town centre offer. It is one of the main arrival points into Penryn but presents no clear sense of arrival, and no natural linkages with the waterfront or the historic area.

The key objective is to enhance the retailing environment for the benefit

of the existing businesses. The wider objectives for Commercial Road include:

- supporting the existing businesses through increased parking and better facilities for visitors;
- enhancing the pedestrian environment by reducing the speed of traffic (whilst ensuring that the number of vehicles passing through Commercial Road is not reduced);
- creating a sense of arrival into Penryn;
- enhancing links with the historic core of Penryn town centre;

- enhancing the relationship with the waterfront.

DESIGN PRINCIPLES

The key design principles include:

- public realm improvements at key junctions – this will enhance links between Commercial Road and the 'high street';
- creating a more pedestrian-friendly environment – through the improvements to public realm and a reduction in traffic speeds;
- redefining road to create more of a 'Street' – through re-alignment of space, slower traffic speeds, more efficient parking;
- more efficient parking with additional spaces.

PROPOSALS

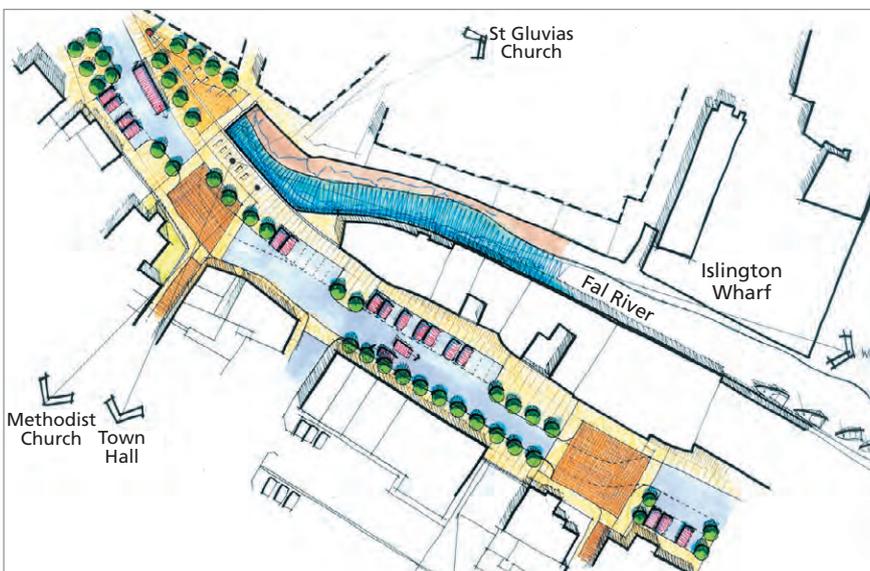
The proposals look at how to make the street a better shopping and trading environment and improve links with the town centre.

Proposals involve changes to the layout of the road to create more parking spaces, either by end-on or chevron parking. This would provide almost 100 parking spaces, from the 60 that are currently there. A narrow 'buffer' will allow cars coming out of car parking spaces to reverse half way out before joining the traffic, so ensuring that disruption to the traffic flow is minimised and rejoining it is done in the safest manner possible.

The use of landscaping and different paving will help to visually link the road to the 'high street' by highlighting key views to the Town Hall and the Methodist Church, St Gluvias to the north and the water.



COMMERCIAL ROAD PUBLIC REALM IMPROVEMENTS



MORE DETAILED PROPOSALS

These areas will also provide the key crossing points for pedestrians.

Traffic speeds on the street need to be reduced to a 20mph limit in order to enhance the pedestrian environment and allow more vehicles the opportunity to stop and visit shops. Currently the limit is set at 30mph but this, anecdotally, is generally ignored.

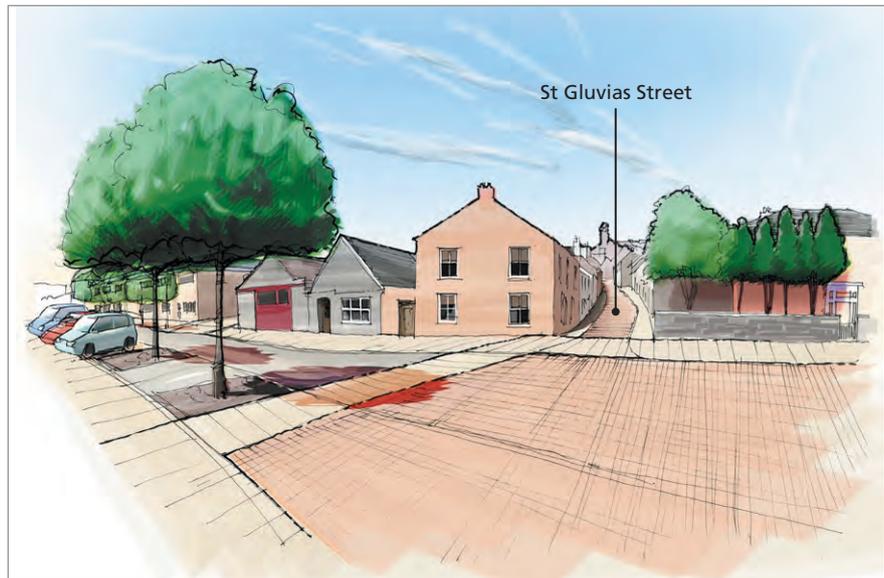
STAKEHOLDER ENGAGEMENT

These proposals were discussed with local businesses, Penryn Vision and with the wider public during the public displays. There was general consensus that parking should be increased, there should be more crossing points and that traffic was travelling too fast along the road. However, there was some concern regarding the lowering of the current speed limit from 30mph to 20mph. It was perceived that a lowering of traffic speeds would reduce capacity and create congestion, particularly when the bypass was also busy, and if speed was controlled to the current speed limit then there would be benefits to the environment along the road.

OUTPUTS

Proposals on Commercial Road are therefore:

- to change the layout of the road to provide more organised parking, servicing bays and areas;
- to enhance views up to the historic core;
- to reduce speed of traffic to provide a better environment for pedestrians.



IMPROVING THE STREETScape AT KEY JUNCTIONS

SUSTAINABILITY APPRAISAL

In terms of the sustainability appraisal, the proposals at Commercial Road are judged to :

- Attract more visitors to Commercial Road and the historic core by providing a better environment and improving links, which will help the vitality and viability of local businesses;
- Provide more parking which will benefit local businesses;
- Reduce the conflict between the pedestrian and vehicular traffic, encouraging more sustainable forms of travel;
- Minimise the noise and pollution problems which currently occur as a result of traffic speed.

FUNDING AND DELIVERY

There are a number of opportunities for funding. The Smart Link proposals could provide a justification for the funding of enhanced pedestrian links to the 'high street' via the Local Transport Plan, or through CUC contributions. More specifically, S106 contributions could be sought from developers of those housing allocations close to Commercial Road and which would be within easy walking distance of the facilities.

Flooding may be an issue on Commercial Road and this would need to be addressed at the detailed design stage.

7.4

VOSPERS GARAGE
AND THE CO-OP

OBJECTIVES FOR THE AREA

The main opportunity site identified in this area is the 'Vospers' site. The site is located at a key gateway to Falmouth and Penryn, at the Ponsharden Roundabout and presents a poor first impression to visitors. It is owned primarily by the Co-op but incorporates the Ford car showroom. Access is also required to the gas pipe and storage facility at the rear of the site.

The site is also known as 'The Quarry' site, and as the name suggests has steep sides and a canyon-like environment at the rear which makes it unsuitable for general housing. It has planning permission for a new foodstore for the Co-op involving the relocation of its existing store from an adjacent site. The Co-op no longer wishes to implement this permission as the approved store is now too large for its preferred trading format, neither does the company appear prepared to dispose of the site to an alternative retailer.

Previous studies have suggested that the existing Co-op store is not trading particularly well, although the Co-op itself has declared that the store is trading satisfactorily given its location. The existing site has a poor access and layout, but is potentially a high value retail location with views available to the waterfront. The same is true of the small industrial estate which is also owned by Co-op. The company has also expressed a possible desire for non-food trading space in the town.

To the rear of the Quarry site, there is a site to the north of Lambs Lane in Town Council ownership currently used as a playing field. The site



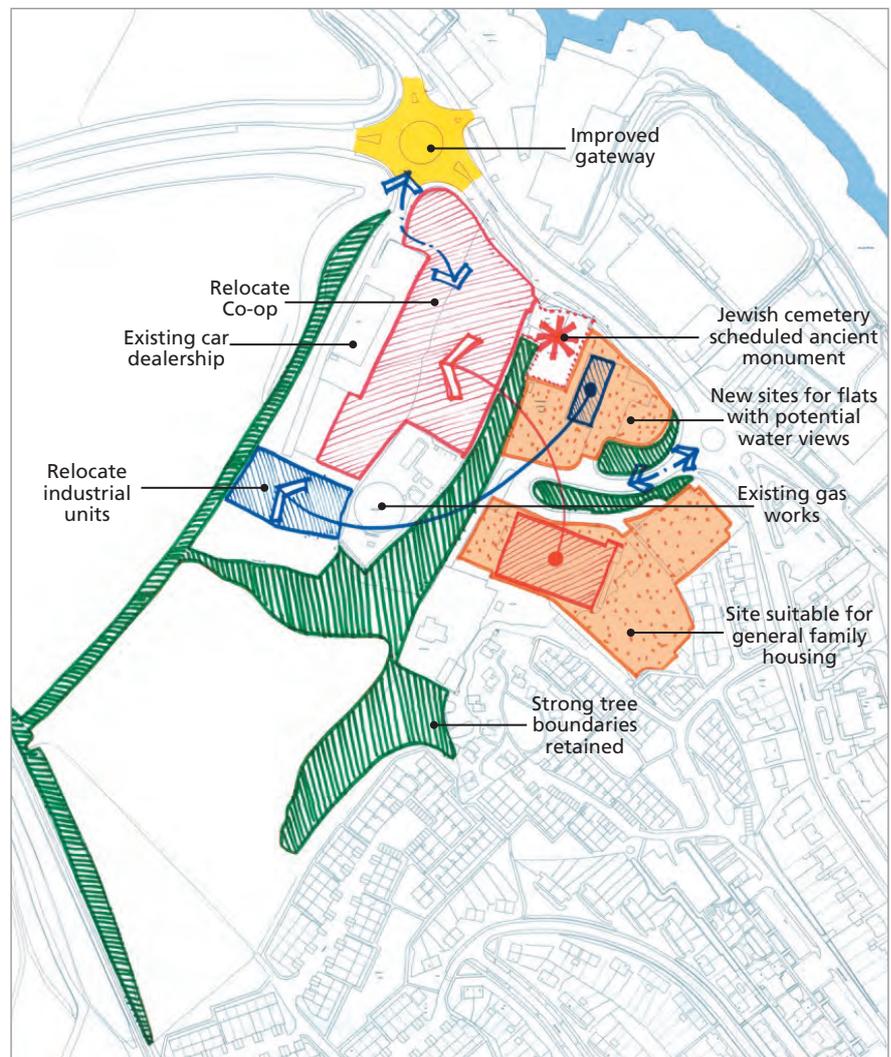
ENTRANCE TO VOSPERS SITE



VOSPERS SITE AND CAR SHOWROOM

incorporates an all-weather pitch but is in very poor condition. The Sports/Community Hub proposals seek to provide a comprehensive approach to enhancing sports provision within the area, and include a new all-weather pitch. These new facilities are in close proximity to the Town Council site, and could potentially

justify the release of this land. If so the land is eminently suitable for family housing and could be accessed via existing residential development. We understand, however, that there will be sensitivities regarding such a proposal and that the open space would have to be reprovided elsewhere. We suggest that the



VOSPERS SITE - DESIGN PRINCIPLES

discussions be progressed in parallel with the detail of the Sports/Community Hub. The site is not included within the detail of the Vosper proposals, or in the housing figures in chapter 5.

The key objectives for the area are therefore to create a comprehensive approach to the opportunity sites which:

- enhances the sense of arrival at the Park& Ride/Float roundabout;
- makes more effective use of an urban brownfield site;
- releases high quality land for housing.

DESIGN PRINCIPLES

The key principles for development of the Vosper site are:

- development to front Falmouth Road at a general height of three storeys;
- the opportunity for a taller building (up to five storeys) to create a landmark at the Ponsharden gateway;
- the retail units, the car showroom and the industrial units should all front a central visitor parking area;
- strong tree boundaries should be retained around the site;
- access to the gasholder to be retained.

A scheduled monument, a Jewish cemetery, lies between the existing Co-op site and the adjoining Vospers land. Measures to ensure its proper protection could be taken forward at a later stage of design.

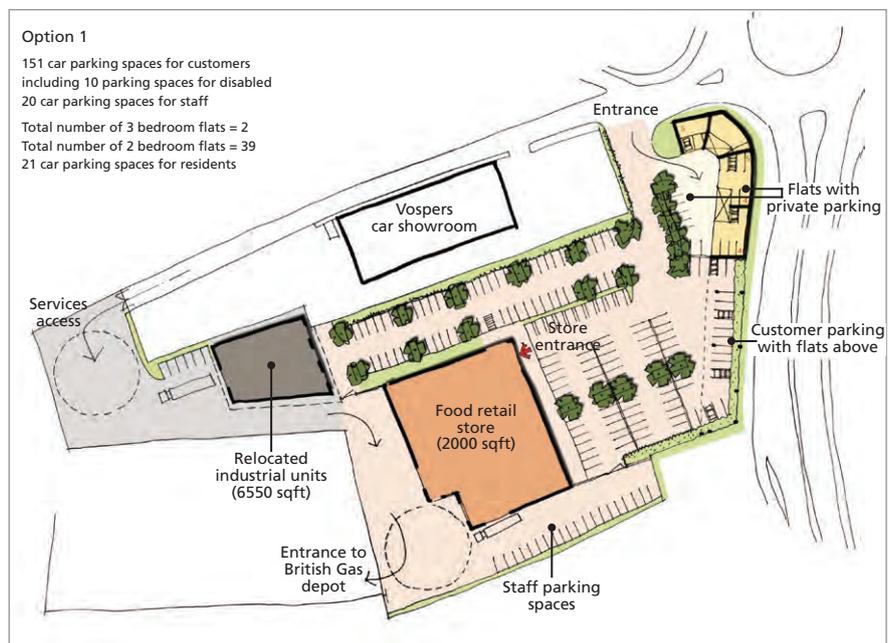
PROPOSALS

The comprehensive proposals envisage the relocation of the existing foodstore and the industrial units to the Vosper 'Quarry' site. The foodstore site is proposed for housing use. The industrial site is considered more appropriate for apartments.

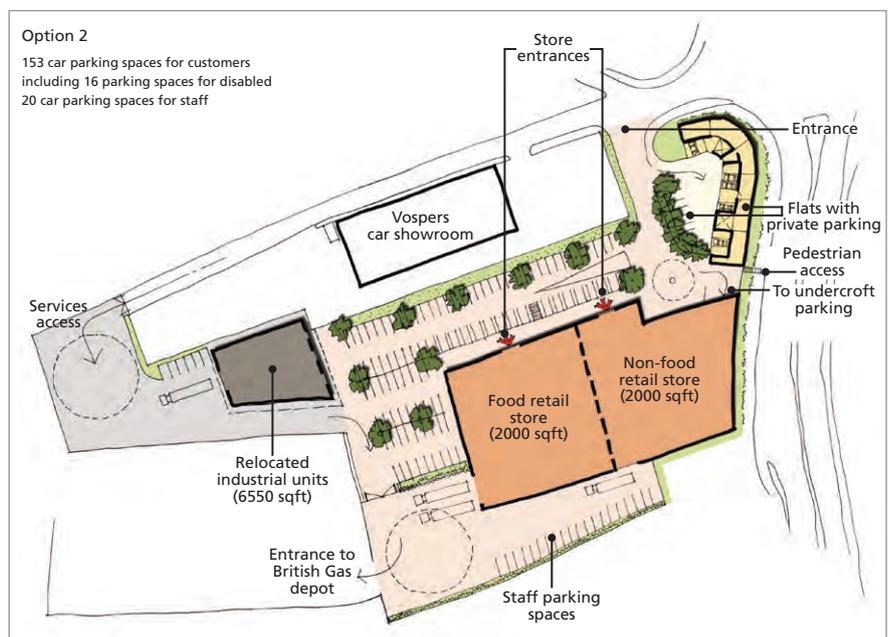
The potential of the existing Co-op store for housing was identified in the countywide Urban Capacity Study that

was undertaken by Baker Associates in 2001. It was also identified in Carrick District Council's Local Plan Housing Monitoring Report.

The industrial units are re-provided at the rear of the Quarry site. Apartments are provided fronting onto Falmouth Road and creating a strong presence at this gateway. A new foodstore is provided within the site and two options have been presented to the Co-op.



VOSPERS PROPOSALS: GROUND FLOOR PLAN - OPTION 1



VOSPERS PROPOSALS: GROUND FLOOR PLAN - OPTION 2

The first option considers just a foodstore of the size currently sought by Co-op which would mean no net increase over their existing store (20,000 sq ft trading).

The second option also provides a 20,000 sqft non-food store for occupation by the Co-op. In the second option flats are provided above the food retail unit, which also fronts the street giving the opportunity for a landmark design. Residential parking is also provided on the roof of the store, accessed from the residential development to the south.

This is made possible by the changes in levels between the sites and enables more residential development to be accommodated within the Quarry site.

STAKEHOLDER ENGAGEMENT

The detailed proposals for the Vosper site were not the subject of formal public consultation as the intentions of the Co-op had not been established at that stage of the study. The proposals have now been discussed with the Co-op who are keen to consider the principles in more detail.

OUTPUTS

The proposals will deliver:

- new housing and apartments (41-49 in total);
- an improved food and non-food retail offer for Falmouth and Penryn;
- an enhanced gateway to the town.

SUSTAINABILITY APPRAISAL

Proposals at the existing Co-op store and at Vospers garage have been assessed in terms of their sustainability:

- proposals will help to revitalise an important gateway area;
- residential development on the existing Co-op store relates well to existing neighbourhoods;
- residential development will generate activity and promote natural surveillance and greater security;
- proposals on the Vospers site retain the overall level of food retail provision in the area ensuring no adverse impact upon the vitality and viability of the town centres;
- the impact of non-food retail is considered to be broadly acceptable but would need to be assessed in more detail;
- proposals include an element of affordable housing;
- both sites are located on an established public transport route and are close to Park & Ride and Park & Float;
- contamination may be an issue and needs further investigation;
- development is acceptable in landscape and environmental terms and there are no known implications with respect to natural heritage, cultural heritage or infrastructure, providing that measures are taken to protect the site and setting of the scheduled Jewish Cemetery that lies adjacent to the site.

FUNDING AND DELIVERY

All land is within the ownership of the Co-op. Delivery is therefore controlled by one landowner and developer.

No formal viability assessment has been undertaken. Significant residential value would be released from the existing Co-op sites and with non-food retail and residential development on the Vosper site the proposals should deliver a healthy developer profit. Contamination, related to the site's previous use, is an issue and requires further investigation.

The key consideration will be the willingness of the Co-op as a retailer to consider a move in its trading location. In this respect, the proposals have the key advantage of enabling the new store to be built whilst the existing store continues to trade, ensuring no break in trading and minimising the risk of losing existing customers.

Similarly, the new industrial units could be provided before the existing units are demolished. It would be for the Co-op to agree new leases and relocation arrangements as appropriate.

The precise goods to be sold from the non-food unit would need to be agreed with the Co-op and its retail impact assessed, however, the recent study by CB Richard Ellis indicated that a limited increase in furniture and household goods provision would be acceptable with minimal retail impact.

7.5

SPORTS / COMMUNITY HUB, RUGBY CLUB

OBJECTIVES FOR THE AREA

The land between Penryn and Falmouth is important as it provides a physical barrier between the two towns. It is also visually very prominent, particularly from Flushing.

The area is currently predominantly agricultural use. However, closer to the edge of the built up area the land contains a mix of uses including:

- sports pitches associated with Falmouth School;
- Falmouth Cricket Club and associated pitches;
- Budock Hospital, now predominantly vacant;
- the Falmouth Green Centre – a community farm and garden.

Key development objectives for the area are:

- that it retains its open character between the two urban areas;
- that it helps to deliver some of the key aims of the Falmouth Partnership for Homes and Healthy Living, without impinging upon the strategic gap.

DESIGN PRINCIPLES

The design principles for the proposal are based on the need to retain the green 'shield' - the prominent area of agricultural land visible from the AONB - that creates a physical gap between Falmouth and Penryn. Built development is therefore limited to within the area obstructed from view.

In addition:

- the proposals ensure that, as far as possible, sport pitches are located close to the existing school buildings;
- the recently refurbished cricket club and pitch are to remain unaffected;
- an area of land known as the "Poser's Pitch" is to be retained for school use, located adjacent to the main school buildings with frontage to Trescobeas Road.

PROPOSALS

The drawings overleaf look at how this area of Falmouth might be redeveloped, improving current sports provision by creating a 'sports hub', and potentially releasing land for housing.

Falmouth School Sports Pitches

The option overleaf shows the re-provision of the sports pitches closer to the school with a multi-use all weather pitch on land to the rear of Budock Hospital for use by the school, hockey club and other groups. Existing pitches would be improved as part of this proposal. Pitches that are no longer required, i.e. at Union Corner, would be released for housing development. This site is not prominent and is relatively well related to the existing uses in the area and would help to deliver family housing.

Union Corner is currently allocated for employment and Park & Ride uses in the Kerrier Revised Deposit (and, in part, in the Carrick Local Plan) but has failed to be developed as yet, and although redevelopment would be a loss of green space, the site is not well-used in its current format.

Sports and Racquet Club

This club would be relocated from Western Road to an area close to the cricket club and the school, allowing the potential for the joint use of facilities including cricket nets. The proposal allows the school to retain the field known locally as 'Poser's Pitch' close to the school buildings, and this means that the Sports and Racquet Club does not have the road frontage, or the number of tennis courts that it originally wanted. However the location of the club's main building at the back of the plot provides more synergy with the cricket club.

Budock Hospital

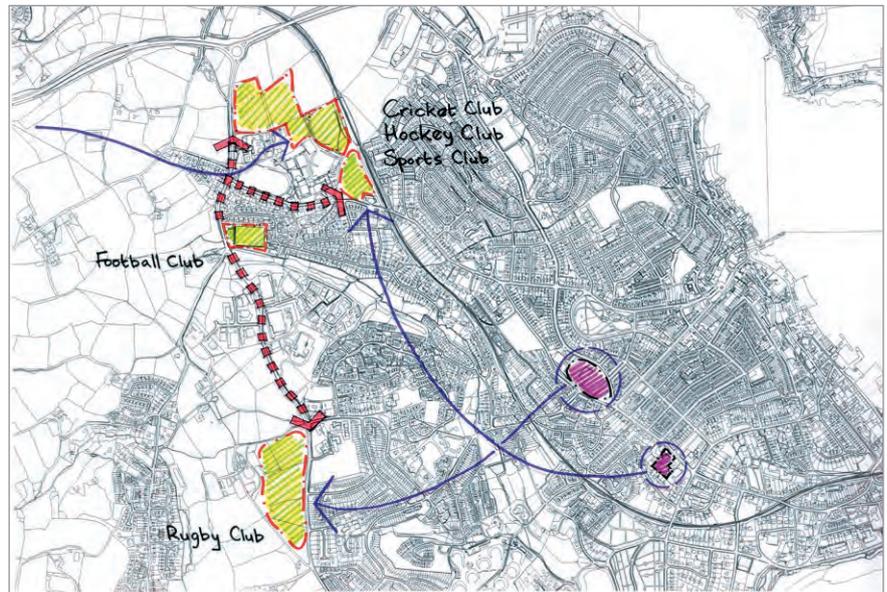
West Cornwall PCT have indicated that they would consider the relocation of the Falmouth and District Hospital and other primary health care services to Budock Hospital.

The proposal retains the majority of the Budock Hospital site for health use, given the uncertainties surrounding the future requirements of health care in the Falmouth area. Union Corner was considered as an alternative site for health-related uses, but this site does not relate as well to the existing neighbourhood, is more suited to residential uses than Budock Hospital, and is outside Mid Cornwall PCT.

Existing facilities would be suitable for residential development, which will include an element of affordable housing. The land at Trevaylor Road, which is currently used as a health centre and ambulance station, could be developed for residential use. Residential uses would also be most appropriate for the doctors' surgeries, should they be relocated to Budock. All sites are located within the existing urban area, in predominantly residential districts.

Cricket Club

The Cricket Club remains largely unchanged in the short term, particularly given the club's recent investment in the existing facilities. The proposals do, however, include upgrade and improvements of their second pitch which is currently located on school playing fields known as the 'Channel 4 pitch'. In the long term there is potential for the cricket club to relocate its second pitch closer to existing facilities, on land currently owned by the Church Commissioners.



RELOCATION OF EXISTING CLUBS

Green Centre

As part of these proposals, the Green Centre would need to be relocated to an alternative site. Options for relocation need to be considered in more detail and agreed between the Green Centre and with Carrick District Council.

Falmouth Rugby Club

This proposal does not include the rugby club, which does not fit well into this area for the following reasons:

- the steep slopes in the area creates significant problems in accommodating the number of pitches required;
- flood-lighting would create significant light pollution, visible from the surrounding area;
- relocation to this area would require the acquisition of land from private ownership;
- the Rugby Club provides only a limited opportunity to co-locate/share facilities and create a 'hub', due to its intensive use of pitches, car parking and club house requirements;

- the land take required would reduce the land available for residential development, which would help to fund the scheme.

In order to facilitate a housing development opportunity within the urban area on the existing rugby club ground, an alternative site for the rugby club needs to be found and assessed for its suitability and sustainability.

A landscape assessment of alternative locations for the rugby club was carried out as part of this study.

The results of this are set out in the separate document 'Landscape Assessment of Alternative Sites for Falmouth Rugby Club', October 2005.

The conclusions were that all sites, if developed, would have some significant landscape and visual effects. Therefore the consideration of alternative sites needs to take into account additional issues such as accessibility, topography and deliverability.

SUSTAINABILITY APPRAISAL

There are a number of elements to the Sports and Community hub that need to be assessed in terms of their sustainability.

Sports Hub

- The proposal is acceptable in landscape terms given the sports pitches will allow the green "shield" to be retained, and built development is limited to areas where it will have minimum visual impact.
- The area is well related to existing development and its potential users, maximising sustainable forms of travel.
- The development is accessible by public transport and to the strategic road network, though improvements to the junction with the A39 may be necessary.
- The development will focus current provision in one area, creating the opportunity to minimise the number of trips.

- The development will provide community benefits with modern facilities and equipment offered.

Redevelopment of the Existing Rugby Club Site

- The proposal relates well to surrounding area which is predominantly residential.
- The proposal is accessible to a range of services and facilities within the town centre.
- The site is within walking distance to Penmere station, a range of bus routes and the strategic road network.
- The site is currently protected as open space although the quality of existing facilities is poor.

- A more detailed sustainability assessment of alternative locations for the rugby club, including in particular transport and environmental implications, needs to be completed.

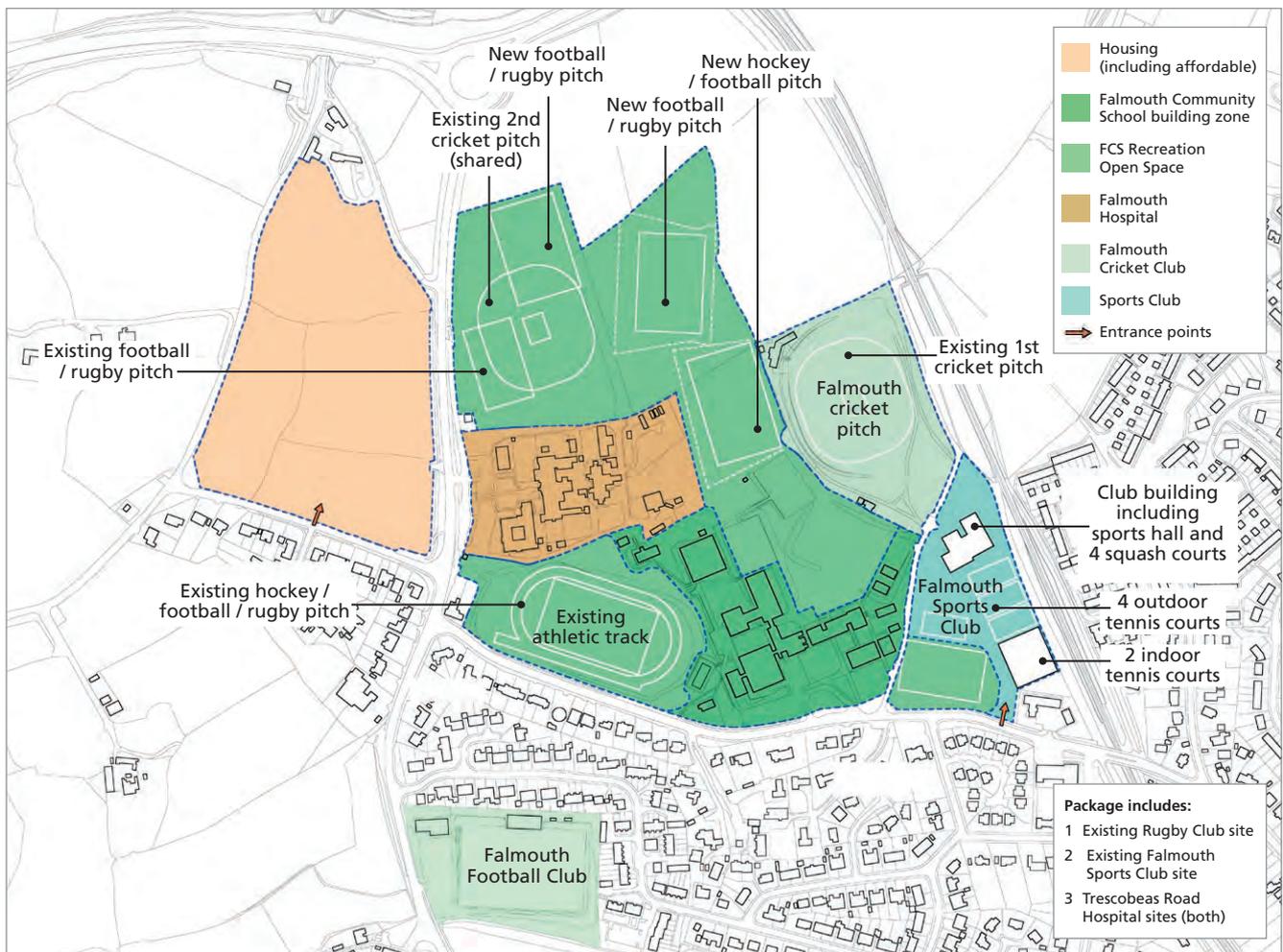
Relocation of Hospital and Primary car Facilities to Budock Hospital

- The proposal makes use of existing underused brownfield site at Budock Hospital.
- The Budock Hospital site relates well to neighbouring residential areas, public transport routes and the strategic road network.
- Budock Hospital is further away from the town centre therefore increasing the need to travel for some local residents.

- Existing primary health care sites would be suitable for residential development, including an element of affordable housing.

Redevelopment of Sports and Racquet Club, Western Terrace

- The site is well located to facilities and amenities available in Falmouth town centre.
- The site is well located in terms of public transport network and is within walking distance of the Town and Penmere railway stations.
- Residential development on this site would include an element of affordable housing.



PROPOSAL FOR SPORTS AND COMMUNITY HUB

Redevelopment of Union Corner Sport Pitches

- The site is well located to existing and proposed development, in walking distance of Falmouth School, Budock Hospital and the Sports Hub, and is close to Falmouth Business Park.
- The site has good access to the local road network, though upgrades to the A39 junction may be necessary.
- Proposals will include a significant element of affordable and family housing.
- The site is relatively contained in landscape terms.
- There may be issues regarding drainage which will need to be addressed at a more detailed stage.

DELIVERY

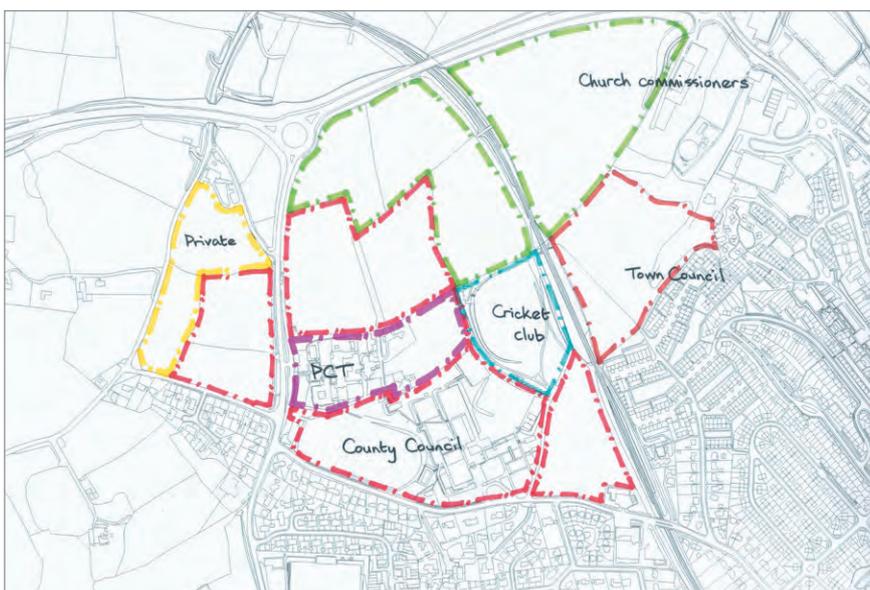
The proposal has been careful to ensure that development it retained on publicly owned land, which will help to promote delivery in the short term. Land further north abutting the bypass is in private ownership. This should be protected to maintain its buffer role and any future development should relate to those associated with the sports uses and not detract from its principally open character.

It is thought that development could be delivered in the following way:

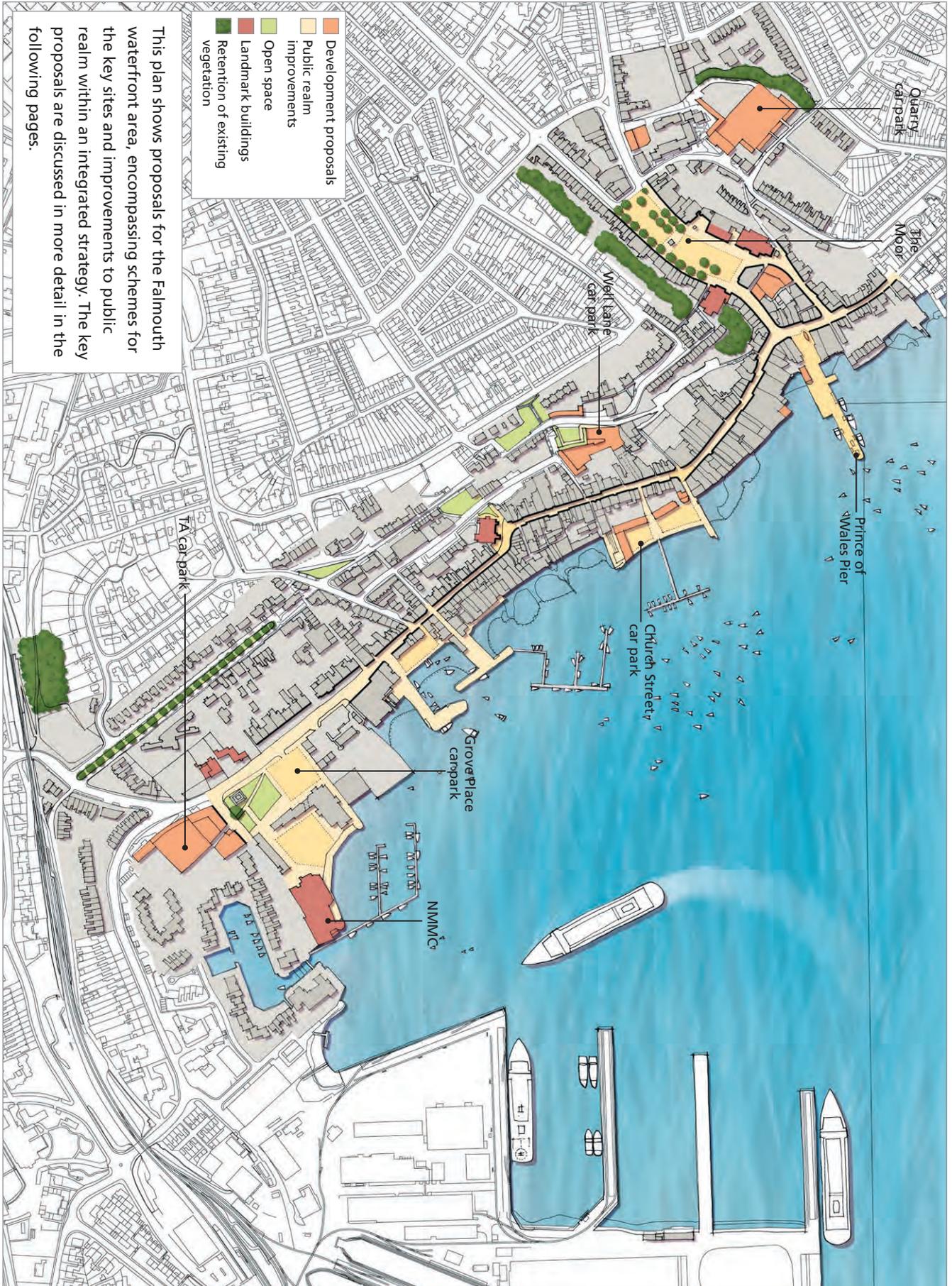
- sale of existing land (currently freehold) on Western Road would fund the acquisition and development of the new facilities;
- sale of land at Union Corner would fund improvements to existing sports pitches and the new multi-use all weather pitch;
- sale of existing rugby club site for housing would fund the redevelopment of the rugby club in a suitable location.

OUTPUTS

- Falmouth Sports and Racquet Club to include club building (sports hall, 4 squash courts, bar, meeting rooms) 4 outdoor tennis courts, 2 indoor tennis courts, car parking for approximately 80 cars.
- Hockey/Football all-weather flood lit pitch 100 x 60m.
- Improvements to existing sport pitches and 2nd cricket pitch.
- Housing at Union Corner, and off-site provision of housing at former Sports and Racquet Club.



LAND OWNERSHIP AT LOCATION OF PROPOSED SPORTS HUB



7.6

THE QUARRY CAR PARK, THE MOOR, THE PIER

OBJECTIVES FOR THE AREA

The area between Quarry car park and Prince of Wales Pier is an important arrival point into Falmouth by car, bus and boat. It includes key public spaces and marks the start of the prime shopping area. The following objectives were defined for the area:

- to enhance the Pier as a public space and as a gateway to the town centre;
- to reduce the severance of The Moor from the core of the town centre, by reducing traffic flow;
- to make more effective use of the Quarry car park;
- to enhance linkages from the car park to The Moor and the town centre;
- to reduce the visual impact of the existing Tesco Metro store.

The whole area has been considered as one in order to secure a comprehensive strategy for improvement.

Quarry Car Park

This former quarry is used as a car park to serve the northern end of the town centre. Currently the car park is underused, mainly because it does not relate well to the town centre. There is a very steep incline from The Moor which shoppers have to negotiate and the car park is not visible from The Moor as the entrance to the car park is obscured by Quarry Hill flats. In addition, the approach by car is along Quarry Hill, with shoppers and visitors signposted off the road into the car park before seeing the town centre, which also discourages use by visitors.

The Moor

The Moor is an area of open space, recently reconfigured to include a raised square in front of the post office, parking along Killigrew Street and dedicated bus and taxi spaces. It is the main public transport interchange for the town. The Moor divides into Webber Street and Killigrew Street, narrow thoroughfares that link this area of town with the 'high street' and the Pier and are blighted by traffic and create a poor shopping environment. There are a small number of poor quality buildings that disproportionately affect the overall character of the area. The worst of these is the Tesco Metro which obscures views from The Moor to Prince of Wales Pier.

The existing Tesco store would be demolished and redeveloped to provide space for a national retailer who would like to operate in Falmouth but cannot find suitable premises.

Prince of Wales Pier

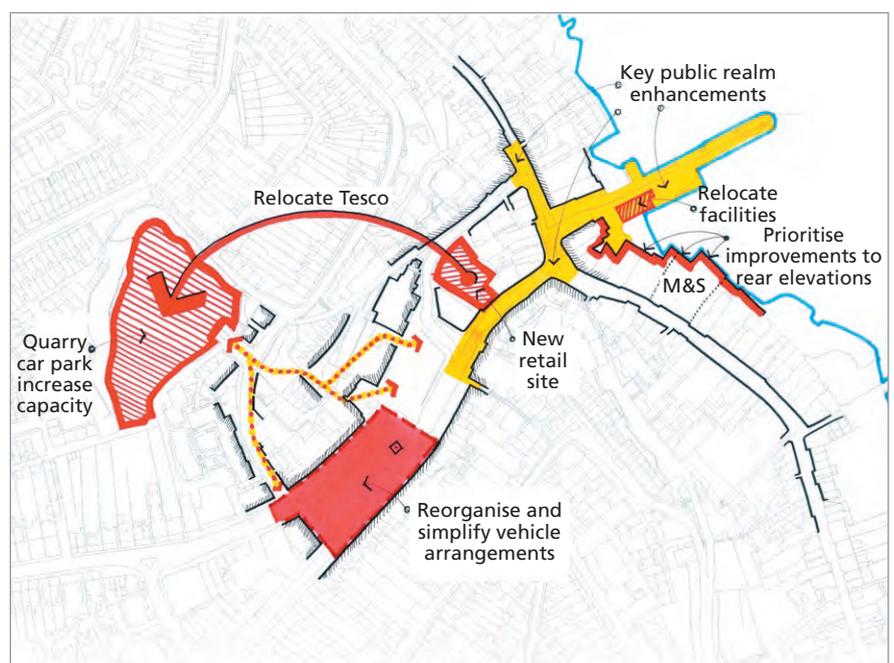
The Prince of Wales Pier is an important destination in the town

centre, a key ferry interchange and a focal point at the northern end of the main shopping street. Currently it is a cluttered and untidy space, characterised by numerous small buildings (kiosks selling boat trips, tourist information etc.). Views from the Pier back into the town are obscured by buildings such as the Tesco Metro, and blighted by the backs of many of the retail units, most notably Marks & Spencer and Peacocks.

DESIGN PRINCIPLES

The key principles for development are:

- better use of the Quarry car park by incorporating a Tesco store on the lower level with decked parking and residential development above;
- the opportunity to remove the existing Tesco store and replace with a more sensitively designed building that relates well to the street frontage on Webber Street and 'high street' and ensures views between The Moor and Prince of Wales Pier are not obscured;



INITIAL DESIGN PRINCIPLES AT THE QUARRY CAR PARK, THE MOOR AND PRINCE OF WALES PIER

- rationalisation of buildings in Prince of Wales Pier so views to water are not obscured but are enhanced;
- retaining active frontage on Webber Street and 'high street';
- improve links from the Quarry car park to The Moor;
- improve buildings that front the water behind Prince of Wales Pier;
- a landscape strategy that improves the public realm on Prince of Wales Pier, 'high street', as a priority but also on The Moor.

PROPOSALS

Proposals for this area improve the overall environment for shoppers, reducing the impact of cars, creating links to key destinations, both visual and physical, and enhancing the overall environmental quality of the area. They also meet economic objectives to improve the retail offer encouraging national retailers into the town.



QUARRY HILL



LOCATION OF THE TESCO STORE AT QUARRY HILL

Quarry Car Park

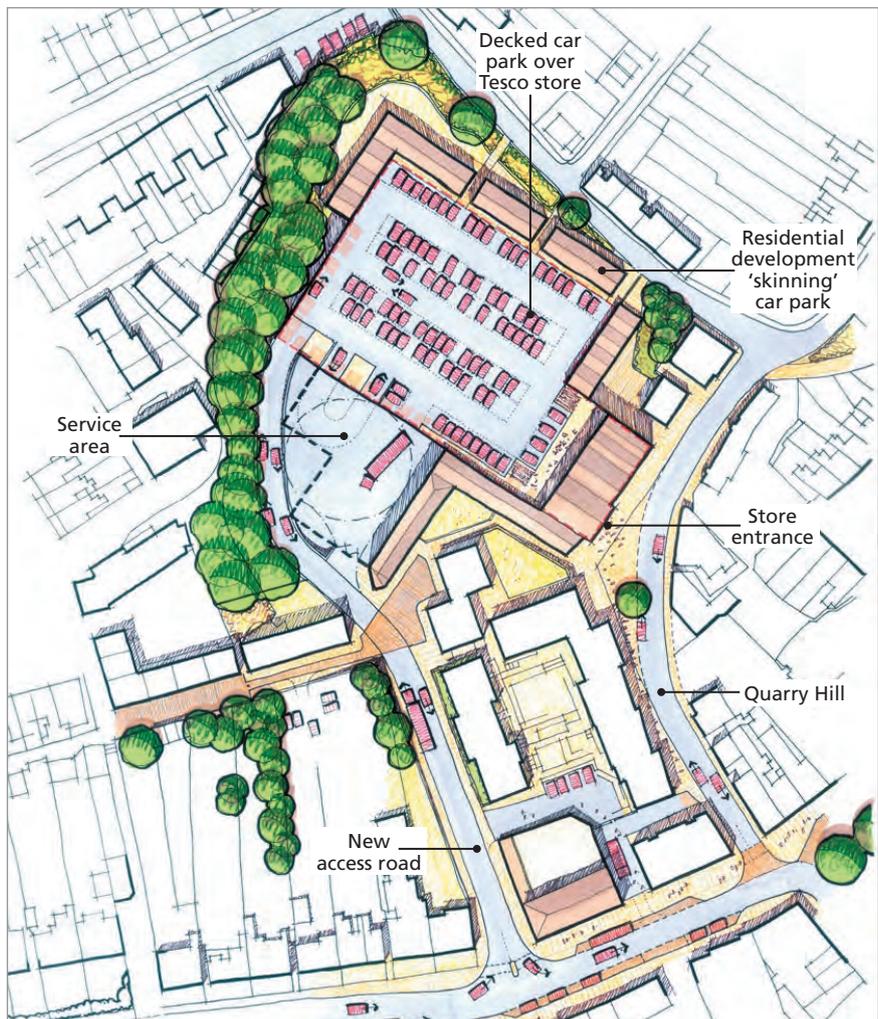
A key proposal for the town centre is the relocation of a larger Tesco store to the Quarry car park. A larger food store within the town centre would improve the retail offer and help to strengthen The Moor as a shopping destination. The height of the quarry means that car parking would be reprovided above the foodstore, with no reduction in spaces.

The new Tesco foodstore would be accessed on foot via Quarry Hill, with an enhanced entrance and escalators up to the shop floor and car parking above. These new access arrangements would make it easier to walk into the town centre, and make it a more attractive car park for visitors and shoppers. The entrance would be visible from The Moor to

encourage people up Quarry Hill. The maisonettes on Quarry Hill would need to be relocated, but these could be reprovided, along with additional residential units, within the development either above or 'skinning' the foodstore and car park.

Vehicular access to the car park, Tesco store and servicing would be provided via a new route across land currently occupied by Falmouth Tyres, which would have to be relocated to a mutually acceptable location. This access arrangement would also require the redevelopment of the existing Argos store, possibly providing some office space above.

This proposal also includes improvement to existing vegetation at the back of the quarry.



REDEVELOPMENT OF QUARRY CAR PARK

The Moor

The relocation of the Tesco store to the Quarry car park would improve the trading of existing stores in The Moor. A proviso of the development of a new Tesco store at Quarry car park, is that the existing store is redeveloped thus improving the appearance of the building and reinstating views to the Pier. The development of additional retail units and, potentially, residential units above, will improve the quality of shopping on Killigrew Street and Webber Street, and strengthen this part of town as a shopping destination. The unit/s would be larger than the average unit in Falmouth, attracting national retailers.

Public realm improvement to Killigrew Street and on Market Strand in the form of new hard stone paving would improve the shopping environment on these streets. In addition, while The Moor has recently been subject to large scale public realm investment, it would benefit from some further expenditure order to enhance the roundabout and make it more pedestrian friendly.

Traffic Management

Reversing the flow on Church Street can bring significant benefits to the area. Traffic using Market Strand and Killigrew Street would be substantially reduced, and pedestrians would have priority throughout the day. The Pier can be linked more effectively into the 'high street' and The Moor, creating a more attractive shopping environment.

The Pier

Proposals for the Pier are based on small scale improvements to the public realm. New high quality stone paving along the length of the Pier would greatly improve the environment. The demolition of the kiosks would remove

clutter and provide a better view to the water. In their place, proposals include a new public toilet facility, and a better positioned single building that could accommodate all the local ferry firms at different booths under one roof, as well as a café.

A modest extension to the building currently occupied by Marks & Spencer would provide the shop with enhanced café overlooking the water, and greatly improve the views from the Pier.

This proposal has been discussed with the Environment Agency and English Nature who are supportive in principle.

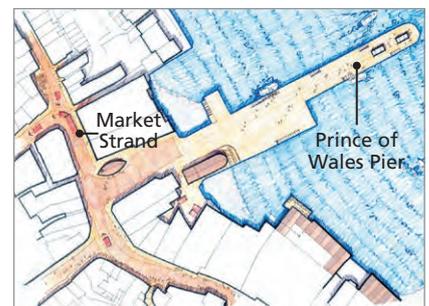
STAKEHOLDER ENGAGEMENT

There was general support for the proposals, and in particular for the improvements to the Pier area.

There was some concern amongst members of the public regarding the potential impact of a new foodstore on other retailers in the town centre, but this concern was not expressed by the retailers themselves. Those who expressed concern generally felt that any negative impact was more than outweighed by the wider benefits of

the proposals, and in particular the redevelopment of the existing Tesco Metro store.

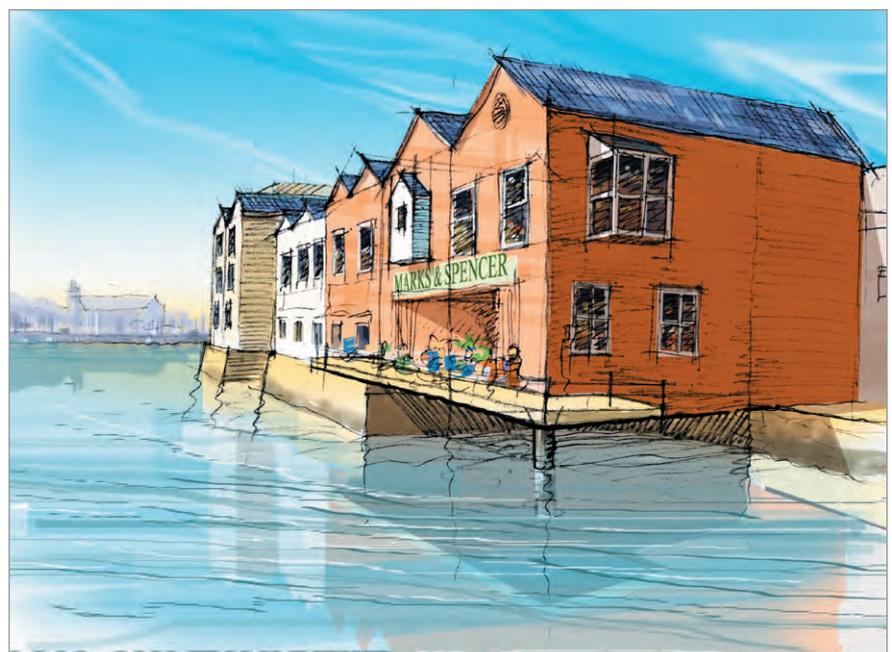
Some members of the Town Centre Forum expressed disappointment with the loss of the original harbourside scheme that proposed a board walk from Prince of Wales Pier to Church Street car park. However, the majority understood that this solution is more viable and appropriate to the town centre.



PUBLIC REALM IMPROVEMENTS
- PRINCE OF WALES PIER



EXISTING VIEW FROM PRINCE OF WALES PIER



POTENTIAL EXTENSION OF MARKS & SPENCER

Improving the physical and visual connections between the Quarry car park and the town centre is an integral part of the proposals and should ensure that the new foodstore brings positive benefits to the town centre.

OUTPUTS

The proposals will deliver:

- 62000 sqft Tesco store, new service road;
- 128 residential units;
- 450 car parking spaces;
- new café and kiosk on the Pier;
- 4000 sqft office space above retail;
- new Argos store to replace old;
- 1000 sqft new retail unit/s;
- paving and landscape enhancements to Prince of Wales Pier, 'high street' and part of Killigrew Street, The Moor, Quarry Hill.

This area of town is an important destination. The proposals will enhance this area of town and create a better impression for visitors.

SUSTAINABILITY

The proposals for the Quarry car park, The Moor and the Prince of Wales Pier have been subject to a sustainability assessment. This found that:

- Proposals on the Quarry car park maximise the use of a previously developed site.
- On the Quarry car park there are no implications for landscape, floodplain, natural heritage, cultural heritage or infrastructure, although there may be some contamination and ground

condition issues which require further investigation.

- Proposals increase accessibility of the town centre by providing more car parking, and compensate for the loss of car parking at Church Street car park.
- The new foodstore will improve the retail offer, enhancing the existing provision within the town and allowing national retailers into the town centre, and should therefore not affect the vitality or viability of the town.
- Proposed residential development will be within walking distance of the town centre and close to public transport services.
- Residential development will generate activity and promote natural surveillance and greater security.
- Proposals will enhance the character of the area by softening the impact of the existing car park.
- Environmental enhancement to The Moor, the Pier and neighbouring streets will help to upgrade this area.
- Improvement to the backs of buildings and the extension to the Marks and Spencer will create a busy and active space that will significantly improve the Pier.
- The Moor, and the streets around Prince of Wales Pier will benefit from the reversal in the flow of traffic.
- The extension of Marks and Spencer will require careful design in order to minimise the effect on the SAC, and to mitigate flooding.

FUNDING AND DELIVERY

The need for a comprehensive approach to the treatment of the The Pier, Tesco Metro, The Moor and Quarry car park means that the proposals are based on a new Tesco store at the Quarry car park.

The viability assessment of the scheme includes provision for:

- enhancements to the Pier and the wider public realm as indicated on the plans;
- 40% affordable housing;
- acquisition of a number of properties needed to deliver enhanced access, notably Argos, Falmouth Tyres and Quarry Court Flats.

However, there may also be issues of contamination and ground conditions that need to be addressed. The proposals have been assessed as deliverable without public subsidy and will help to encourage further regeneration. The degree of viability depends on the level of Tesco's desire to enhance their presence in the town. The principle of relocation has been discussed with representatives of Tesco Plc who are supportive of the general proposals and keen to improve their presence in Falmouth. We would generally expect the viability of a scheme to be enhanced through any detailed assessment by Tesco.

Tesco accept that the proposals for a new foodstore are based wholly on the redevelopment of the existing Tesco Metro (which we understand is owned by Tesco Plc). If agreement cannot be reached with Tesco then we consider that the Quarry car park could accommodate a significant increase in the number of apartments. The principles of the enhanced access arrangements for vehicles and pedestrians should still be incorporated into any revised scheme.

7.7

CHURCH STREET CAR PARK AND WELL LANE

OBJECTIVES FOR THE AREA

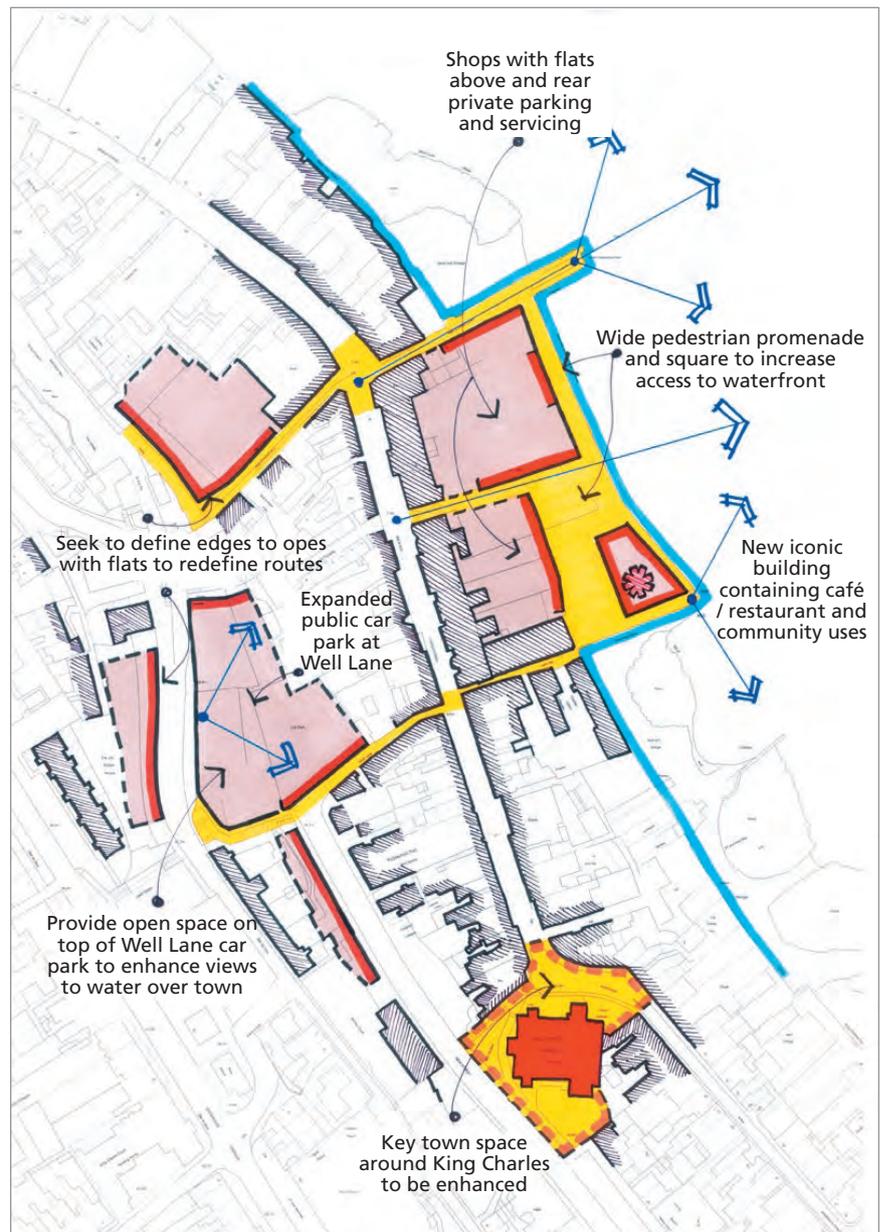
Church Street car park's serves an important role as a town centre car park, providing approximately 170 spaces in the heart of the main shopping street. It is supplemented by about 40 short stay spaces on Well Lane.

Despite being dominated by cars, Church Street car park still functions as an important public space, providing access to the waterfront and views of the activity on the water.

Whilst Quarry car park and the TA site have been identified as the main car parks for the town centre, it is difficult for them to provide the quality of short stay provision for retailers in Church Street. The desire to retain parking in this area, but at the same time enhance the waterfront environment and remove traffic from Church Street, was one of the driving factors behind the Harbourside proposals.

The key objectives for the area are to:

- reduce traffic on the main shopping street and improve the quality of its pedestrian environment;
- encourage pedestrian movement along Church Street and through to Arwenack Street;
- enhance Church Street car park as a waterfront space;
- maintain sufficient parking to serve local businesses;
- reinforce the specialist retail offer of the town centre.



INITIAL DESIGN PRINCIPLES ON CHURCH STREET CAR PARK AND WELL LANE CAR PARK

DESIGN PRINCIPLES

Three key principles have informed the different options for Church Street car park.

1. Maintaining the existing building line

This gives a clear and defensible building line along the waterfront. It does, however, create a very large open space, for which there is little obvious demand. The new spaces at Events Square and The Moor

cater for major events, and there is a danger that without sufficient activity to 'animate' such a large space on the waterfront, and with the parking removed, it could appear bleak and unwelcoming.

2. Extending the opes to the waterfront

This principle continues the tradition of the opes taking pedestrians directly to the waterfront. As a result it delivers more of a promenade than a public space on the waterfront.



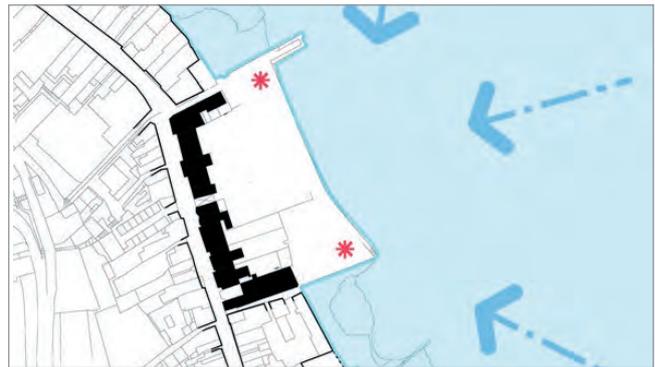
FOLLOWING THE HISTORIC BUILDING LINE



DEVELOPING PERIMETER BLOCKS



EXTENDING THE OPES TO THE WATERFRONT



OPPORTUNITY FOR LANDMARKS, VISIBLE FROM THE WATER

3. Creating landmark features on the waterfront

There is a desire to enhance views to the waterfront, particularly for those visitors arriving on the cruise liners. A landmark would serve to draw visitors both into the town centre, and along the waterfront from the Pier and the Maritime Museum.

These have informed the development of the following principles:

- A wide pedestrian promenade should be maintained across the whole site. A large public space should provide an attractive amenity/viewing area, and a place for retail/leisure activity to spill into.
- Views to the Pier should draw people into the space from Church Street. Views into the centre of the site from Church Street should be kept clear through to the water. They could potentially provide a direct view to the new cruise liner terminal. Views from the site should be extensive from the both the north and the south.

Active frontages should be presented to the public areas, with retail and leisure uses at ground floor. Parking is hidden behind the frontages (within courtyards) to reduce the visual impact.

- An iconic building should draw visitors into the town centre and along the waterfront. It should, ideally, be visible from The Pier, from Events Square and from the new cruise liner terminal.
- Building heights should not impinge upon the views from the water of the terraces that rise up the hill behind the town centre.
- New spaces should be created at the entrances to Church Street car park and to enhance the setting of King Charles the Martyr Church. These spaces draw visitors down the street and strengthen the independent retail offer of Church Street and Arwenack Street.

At Well Lane the principles are:

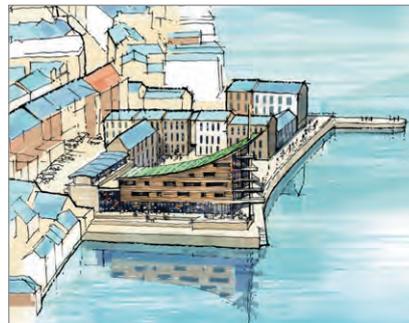
- To ensure views from the streets behind Well Lane are retained.
- To maintain car park within the existing area, rather than extending across to include the cinema, as proposed in a 1996 planning application on this site.
- Active uses, residential and retail, should front the streets around Well Lane car park.
- Improved pedestrian routes should link directly from Well Lane car park to Church Street and the waterfront. It may also be possible to create an access through the existing arcade.



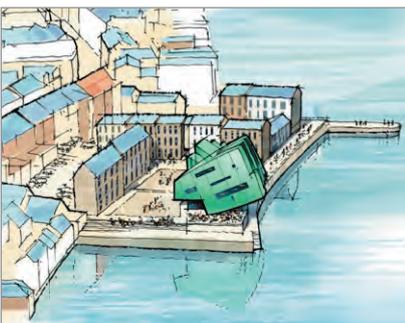
EXISTING CHURCH STREET CAR PARK ON THE WATERFRONT



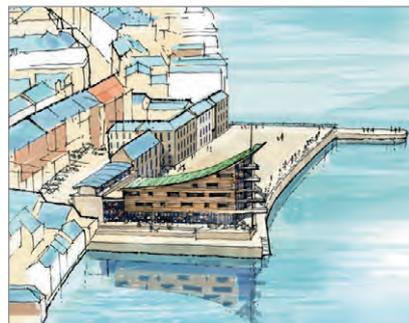
DEVELOPMENT ON CHURCH STREET CAR PARK TO INCLUDE RETAIL, CAFÉ / RESTAURANT, RESIDENTIAL USE AND OPEN SPACE



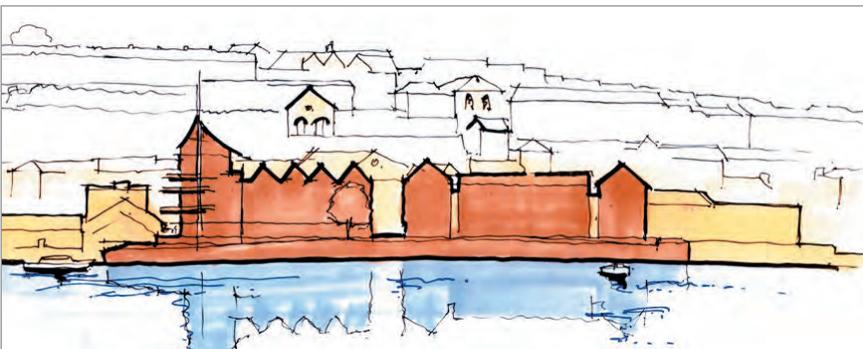
MORE AMBITIOUS BUILDING DESIGN



AN ICONIC BUILDING



THE PREFERRED OPTION IN TERMS OF MINIMISING FLOOD RISK



BUILDING HEIGHTS SENSITIVE TO THE TOWN'S TOPOGRAPHY

PROPOSALS

The proposals present a comprehensive approach to the treatment of Church Street and Well Lane car parks to provide:

- a mixed-use redevelopment of Church Street car park;
- a high quality public space on the waterfront;
- an alternative short stay car park at Well Lane sensitively extended to include a local park.

Four alternative options were produced to demonstrate different development scenarios.

Removing the public car parking on Church Street will reduce the need to drive through this part of the town centre. It provides the opportunity to meet two of the key objectives of the Harbourside scheme:

- to improve the retail/leisure offer of the town centre; and
- to create a high quality public space on the waterfront.

It does, however, mean alternative parking provision needs to be made in the vicinity to meet the need for short stay parking. Our assessments indicate that a total of 138 short stay parking spaces are needed to replace those currently in existence on Church Street and Well Lane. Those using Church Street car park for visits in excess of 2 hours are considered capable of using the enhanced provision at the TA car park or Quarry car park.

Proposals at Well Lane look at increasing the capacity at the existing car park to between 120 and 140 spaces. This can be achieved by decking the car park and changing the road layout. Residential development at the entrance and Gyllyng Street provides improved street frontage. A pocket park on the roof of the car park ensures that the views of the

Fal Estuary and the Carrick Roads currently enjoyed by local residents is retained. In addition this new park provides flat open space, in contrast with the steeply sloping green spaces that are currently found within the neighbourhood.

STAKEHOLDER ENGAGEMENT

Three options were presented for Church Street car park within the stakeholder workshops.

There is general support for the principle of closing Church Street car park and widespread support for the proposals to deck Well Lane car park (despite the opposition to the

previous Well Lane scheme). There is no consensus yet on the appropriate scale of development on Church Street car park.

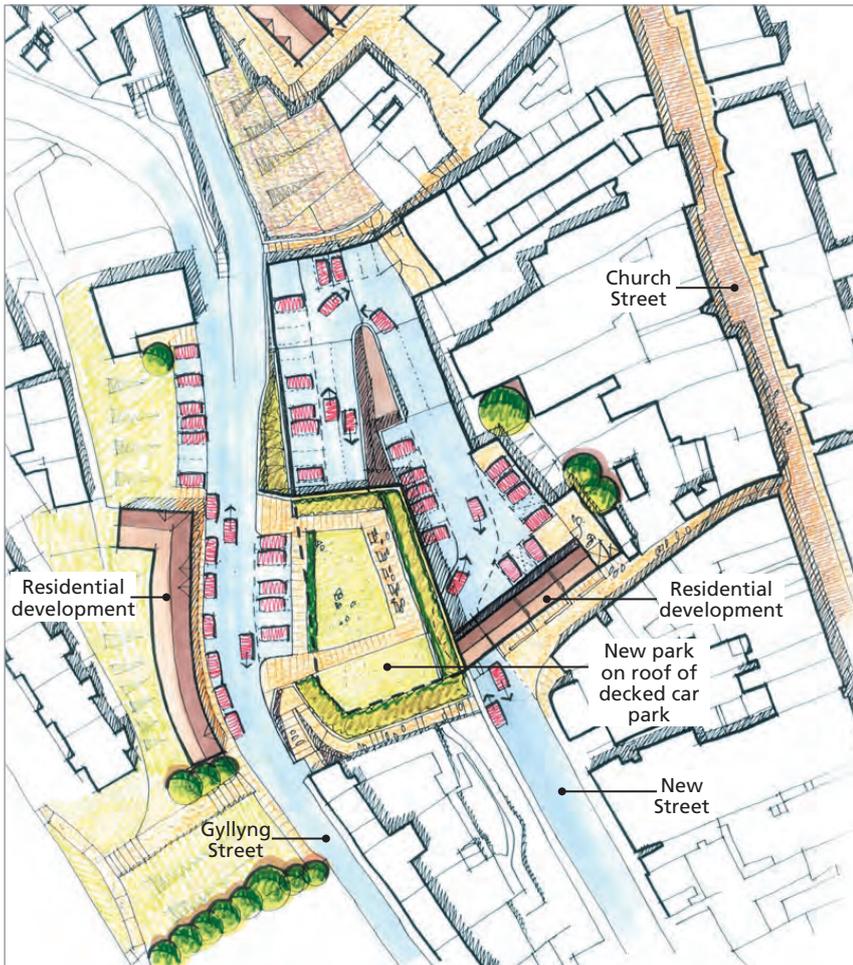
The Environment Agency have concerns regarding the flooding of the site, particularly in relation to wave and storm damage. As a result, an additional option was produced with minimum development on the area most at risk from flooding. A detailed flooding assessment is required.

Some members of the Town Centre Forum expressed their disappointment that proposals do not include a promenade between Prince of Wales Pier and Church Street car park. The strategy focuses on maintaining pedestrian flow along Church Street and enhancing the opportunities to access the waterfront spaces. This was generally accepted.

OUTPUTS

Development would provide a mix of uses on Church Street car parking including:

- 32-39 residential units;
- public open space including promenade and stepped park;
- a mix of other uses including cafés, and opportunity for community uses;
- better access to the waterfront.



WELL LANE PROPOSALS



CROSS SECTION OF WELL LANE PROPOSALS

SUSTAINABILITY

The proposals at Church Street car park were subject to a sustainability assessment, which found that:

- Mixed use development at Church Street car park will have a positive impact by increasing vitality and viability of the town centre.
- Proposals will improve environmental quality and enhance the character and appearance of the Conservation Area.
- Proposals will also improve the appearance on the town for those visiting by water.
- Proposals leads to a loss of parking provision but this is balanced by increases at Well Lane, and at The Quarry car park.
- The proposals at both sites are within walking distance of local services and amenities and public transport services.
- Both sites have moderate access to the strategic road network.
- Residential development will generate activity and promote natural surveillance and greater security.
- Affordable housing will be incorporated into both developments.
- Proposals on Church Street car park have significant implications in terms of flooding and detailed assessment is required. However there are no alternative sites that could deliver this economic benefit without impacting to an even greater extent on flooding and environmentally sensitive areas. Proposals have minimal impact on the SAC.

FUNDING AND DELIVERY

The planning and transport justification for a comprehensive approach to the treatment of the Church Street and Well Lane car parks has been outlined. There is no justification for increasing the provision on Well Lane car park unless parking on Church Street car park is reduced. Conversely, it is not possible to redevelop Church Street car park until replacement parking is provided on Well Lane.

The costs of the Well Lane car park are significant, and can only be met through the value generated on the Church Street car park. It is essential therefore that the two schemes are considered comprehensively.

Whilst there is general support for the principles of redevelopment of Church Street car park, there are different opinions regarding the scale of redevelopment acceptable. For this reason, whilst the viability assessment has been undertaken for all options, the option with the least development has been used for the purposes of assessing deliverability.

The viability assessment includes provision for:

- 40% affordable housing;
- a large new waterfront space;
- enhancements to Church Street at the entrances to the new space;
- 120-140 space public car park on Well Lane;
- a new 'public viewing platform' on Gyllyng Street.

The assessment is shown to be viable at this stage. However, a more detailed investigation of storm wave modelling with the Environment Agency could identify further restrictions or constraints on development. These detailed

investigations, in parallel with the development of a more detailed scheme should therefore be the next stage of work for the Church Street car park proposals.

7.8

NMMC / WATERSPORTS CENTRE / THE GROVE CAR PARK / TA CAR PARK

This area is located at the southern edge of the town centre. It begins with Trago Mills, a popular destination in this area of the town centre and, despite some accessing issues, an important attraction. The Watersports Centre which consists of a main clubhouse and associated buildings, is located on the adjacent site. The frontage to Arwenack Street is poor, with a chain link enclosing boat parking space. The slipway is one of the few in the wider area that has public access, and is well-used during the summer months.

The Grove Place car park is adjacent to the Watersports Centre and is a moderately well-used car park that fronts new retail development, with Killigrew monument on its frontage, opposite the historic Arwenack House. The Maritime Museum is on the waterfront but difficult to find from the main shopping street. Adjacent to this, also on Arwenack Street, is the TA site currently used as a car park.

This area of town therefore provides very little frontage to the main shopping street, with poorly used open areas containing no definition. There is no sense of arrival and it is difficult to locate the Maritime Museum behind new buildings and the car park.

OBJECTIVES FOR THE AREA

The key objectives of any proposals for the area are therefore considered to:

- enhance the sense of arrival and gateway function;
- promote waterfront activity;
- enhance the sense of arrival for visitors;

- improve the relationship of the NMMC with the rest of the town centre;
- enhance the Grove Place car park as a space and the setting of Arwenack House;
- create a destination within the TA car park redevelopment;
- increase short and long stay parking provision.

DESIGN PRINCIPLES

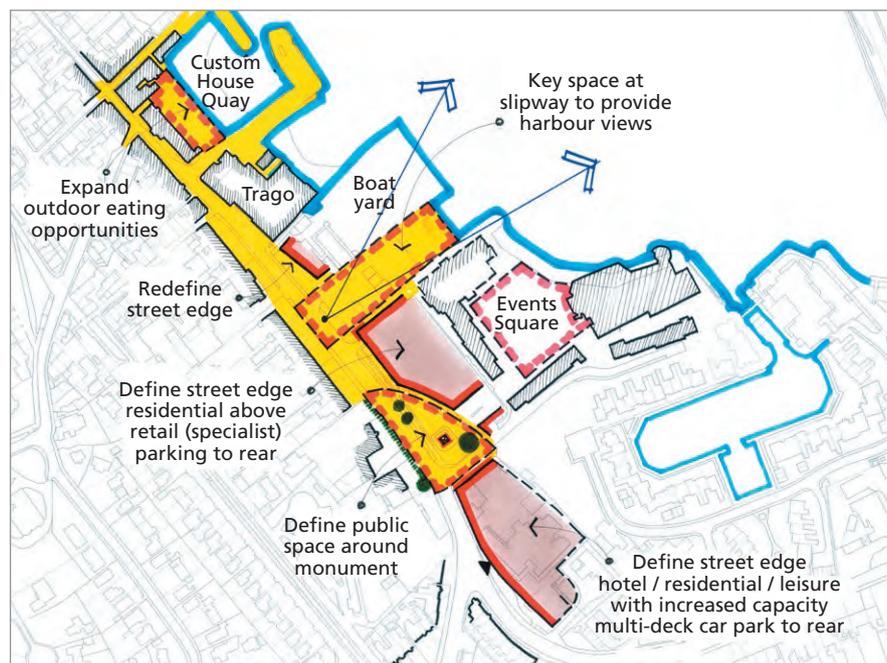
Key design principles for the area are:

- better definition of Arwenack Street;
- enhance views to the harbour;
- define public space around the monument;
- create more activity to draw people into the area.

PROPOSALS

A key objective is to improve links with the main shopping street, so that the area feels a part of the town centre and people are encouraged to walk through to the NMMC and the shops and cafés around Events Square. As with the other proposals, the starting point for the scheme was that it should be broadly viable and our initial proposals looked at development on all three components, the Watersports Centre, the Grove Place car park and the TA car park.

At the Watersports Centre site, the priority is to improve this poorly maintained area of the town centre. Rationalisation of the site, potentially with the relocation of the centre to provide street frontage, would upgrade the area. An additional opportunity is provided by the Marine School, which is currently located in Killigrew Street and would like to relocate to an area closer to the water. The School already has strong links with the Watersports Centre, therefore co-locating in a building adjacent to the slipway would be an ideal location.



INITIAL DESIGN PRINCIPLES AT GROVE PLACE



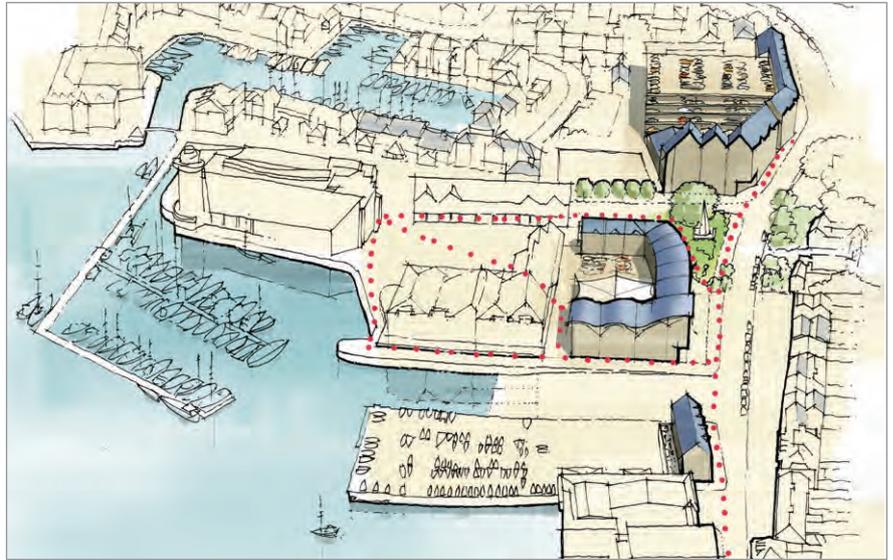
NMMC, THE GROVE CAR PARK, TA CAR PARK AND WATERSPORTS CENTRE

An alternative option was considered that relocated the Marine School to Grove Place, and a third that consisted of a mix of development on Grove Place, to include retail uses on the ground floor and residential development above, serviced by an internal courtyard.

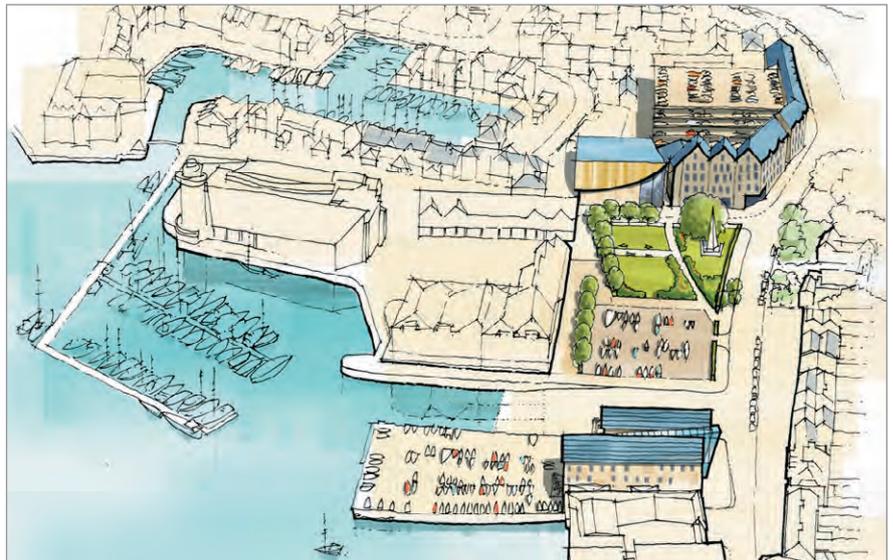
Whilst the aim was to create a scheme that was broadly viable, the options raised issues of overdevelopment, and a desire to see an area of green space within the town centre in this location. A further option was for a small park on Grove Place car park, alongside some hardstanding, which would be flexible enough to provide additional boat/general parking when required during the peak season. Whilst views out to the Fal estuary are already hindered by the NMMC, they will be compromised further by the development of the remaining block A, which has planning permission. The scale of this open space would depend upon whether there was any other development on the site.

The TA car park would be redeveloped as a boutique-style hotel and residential development 'skinning' a decked long stay car park.

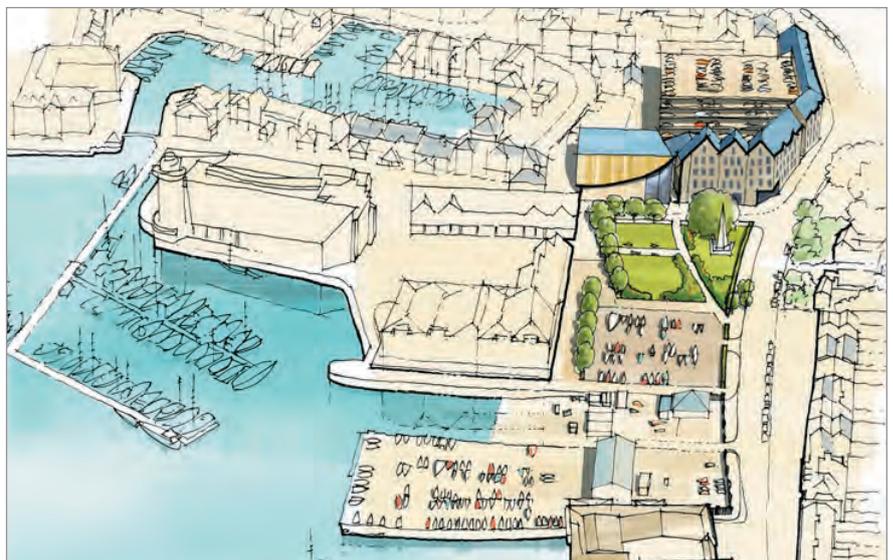
Historically there has been planning consent for a cinema adjacent to the NMMC, but the museum is unable to release the land until it is confident it won't be required for museum-related uses. Instead there is the potential for a small cinema on the adjacent private car park site and this is included in the



IMPROVEMENTS TO THE WATERSPORTS CENTRE, MARINE SCHOOL/MIX OF RESIDENTIAL AND RETAIL ON THE GROVE, AND PARKING/RESIDENTIAL/HOTEL ON THE TA SITE



MINIMUM DEVELOPMENT ON GROVE PLACE, MARINE SCHOOL CO-LOCATED WITH THE WATERSPORTS CENTRE, MIXED USE (AS BEFORE) ON THE TA SITE TO ALSO INCLUDE A CINEMA



INTERIM OPTION: NO CHANGE TO WATERSPORTS CENTRE, PARK ON GROVE PLACE, AND MIX OF USES ON THE TA SITE

proposals. We understand that this has developer interest, but this would be brought forward separately.

Trago Mills, currently operating adjacent to the Watersports Centre, would remain as is, although opportunities to improve the frontage should be taken where possible. It is an important use in this part of town, encouraging visitors and locals, and its continued trading from this site should be encouraged. Trago Mills is currently serviced by all town centre car parks but particularly the Grove Place car park. The relocation of some parking spaces from this car park should not adversely affect the shop, since the TA car park is still within easy walking distance, and very bulky goods are picked up from outside the store.

STAKEHOLDER ENGAGEMENT

The options for the Watersports Centre site were drawn up and discussed with the Marine School and the Watersports Centre. Whilst the Marine School were broadly happy with proposals to relocate either to a building co-locating the Watersports Centre, or to a stand alone building on the Grove Place car park, the Watersports Centre were very concerned about potential change, their overriding aim to retain ownership and control over their existing building and land.

At the public displays, the local community were asked to comment on two options. Both options showed the relocation of the Watersports Centre to the front of their site to provide better frontage and the redevelopment of the TA car park as described above. On the Grove Place car park, one option showed more intensive development than the other.

There was a general consensus that change was required, particularly development at the Grove Place car park site. There were some concerns over the scale of development, and how it creates an additional barrier to the estuary, despite the fact that views are already obscured by the retail development. There was a strong demand for an element of green open space in the area.

Therefore an interim option was developed. In the long term, the preferred option is to develop the Watersports Centre to create a better facility for the local users and improve the frontage and links to the town centre. However, this requires more work with the centre to ensure they support the detail, the design and address issues of ownership.

OUTPUTS

Based on the interim option, the proposals will deliver:

- 31 flats over 4 floors;
- 1,405 sqm public green space;
- 50 surface parking spaces;
- 276 long stay parking spaces;
- a hotel;
- a cinema (to be developed privately).

Proposals will improve the quality of the street-scene, and enhance the role of this area as a gateway and destination.

A new park will offer green sitting space within the urban character of the town centre.

A mix of uses will create interest, diversity and more pedestrians into this part of town.

SUSTAINABILITY

The proposals at the NMMC, the Grove Place and TA car parks were subject to a sustainability assessment, which found that:

- Proposals retain the overall level of parking and increase levels of long stay parking in order to enhance accessibility to the NMMC and encourage more linked trips to the town centre – therefore proposals should not affect the town's vitality or viability.
- Residential development is within walking distance of the town centre and close to public transport.
- Development is well related to employment in the town centre and at the Docks.
- Residential development will generate activity and promote natural surveillance and greater security.
- The retention and improvement of existing boat storage will retain the maritime feel of the area, whilst improving the local environment.
- If the relocation of the Marine School is included in the proposals, this will reinforce the employment and education role of Falmouth and support the leisure and tourism role of the Watersports Centre and the NMMC.
- The inclusion of green space on the Grove Place car park will provide a park close to the waterfront.
- Proposals should enhance the character of the Conservation Area and have regard to the cultural and historic significance

of the Killigrew Monument and Arwenack House.

- Proposals do not include development in the flood plain, although the Environment Agency has raised some concerns regarding the Grove Place car park area, and this needs to be addressed at the detailed design stage.

proposals as owners of the TA site, and Carrick as owners of the Grove Place car park. There would appear to be potential benefits in widening the scope of the scheme to include the adjacent land in the ownership of New Cornwall Developments.

FUNDING AND DELIVERY

The cinema proposals are assumed to be funded by New Cornwall Developments and have not therefore been included in the viability assessments. No sites have been identified for the relocation of the Marine School.

The assessment is shown to need in the region of £1m cross-subsidy. This reflects the scale of decked parking provided and the scale of the new public space created on the Grove Place car park. Development content is relatively limited, reflecting the response to the public comments. Hotels do not create significant financial returns and the value created on the TA site is not therefore sufficient to fund the schemes which deliver wider public benefit.

Increasing the scale of residential provision (at the expense of the hotel) would enhance value, but would not meet the key objective of creating a leisure destination at this end of the town centre. However, options for cross-subsidy may exist from the values created within other schemes.

There are potentially issues of flooding which would need to be addressed at the detailed design stage.

It is anticipated that SWRDA will take the lead on the redevelopment

SECTION 8

SUMMARY

BACKGROUND

This section summarises the main findings of the study, and identifies the key measures required to maintain progress towards implementation.

The Falmouth and Penryn Combined Development Framework sets out a strategy for the future development of the two towns. It addresses existing problems and provides a vision to encourage new investment and maximise the benefits of existing investment in the area.

A key objective of the study is to feed into the development of the Carrick Local Development Framework, as set out in new planning legislation, providing the framework for the Area Action Plan for Falmouth and Penryn.

Local officers and members have been involved throughout the process, refining policy objectives and proposals for key areas. Stakeholder groups and the local community have also been important in the development of proposals for key sites.

Key Issues

A detailed assessment of physical, social, economic, market, transport and movement conditions was undertaken as a key part of the study.

Issues included:

- Accommodating housing growth to 2016 and beyond, and demand for more affordable and family housing.
- Strengthening the local economy, particularly in key sectors such as tourism, marine-related industry, retail and the emerging knowledge economy.
- Strengthening the town centres by bringing forward key underused sites, encouraging a mix of uses, enhancing key links between

different character areas and improving the environment and public realm.

- The need for a strategic and local transport strategy that will address issues of congestion, poor pedestrian environment and parking.
- The need to capitalise on the significant public sector investment within the area, for instance at the NMMC and CUC, and for new development to be private sector funded.

A key part of the project was to understand the character of the two towns. The maritime heritage, the importance of the waterfront in its different facets from Flushing around the estuary to Gyllyngvase and Swanpool, and the way the towns relate to the waterfront creates a unique environment, and also provides enormous potential.

Areas of Change

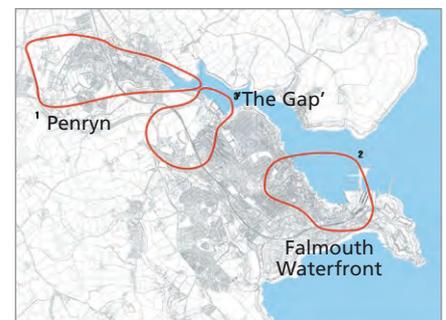
The study identified three key areas of change:

- Penryn;

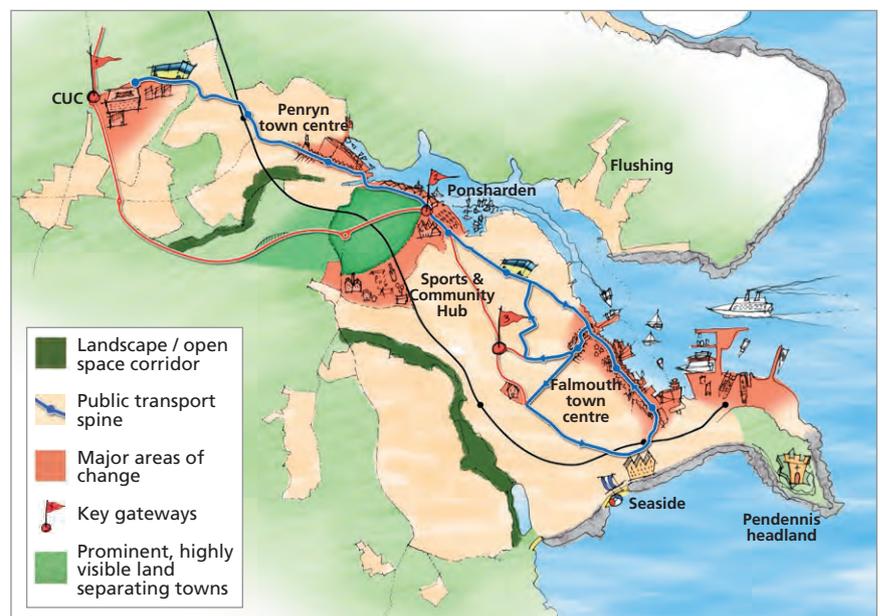
- The gap between Falmouth and Penryn;
- Falmouth Waterfront.

These areas were specifically identified because of their crucial existing function, and their potential in the future to contribute to the development of a robust and sustainable economy, that benefits local residents and the wider sub-region.

Within each of the areas of change there are a number of development opportunities. Proposals for these opportunities ensure that each scheme contributes to the overall objectives for the study area. The proposals were grouped into development packages and a broad viability appraisal carried out to assess deliverability.



AREAS OF CHANGE



STRATEGIC VISION

PENRYN

Penryn is located on the River Fal and has a distinctive maritime heritage. The town has a strong retail element on Commercial Road, but a less successful historic core, with poor links between the two and the waterfront.

The older part of the town has retained its narrow street pattern and contains some fine historic buildings. Further out of the town centre, suburban housing affords excellent views of the estuary and surrounding countryside and there is strong housing demand.

Economic Potential

The town has a successful industrial estate further to the west at Kernick, and has recently benefited from the development of the Combined University Cornwall on the fringes of the town adjacent to the village of Mabe. The university provides a unique opportunity for the town to enhance its local economy, and capitalise on the opportunities that the influx of students and staff will bring.

The town therefore has a wealth of assets (education, employment, historic centre, attractive waterfront) and a level of market demand which should underpin a robust and viable town centre.

Transport and Movement

Historically West Street, Lower Street and Broad Street carried traffic through the town until Commercial Road offered a more direct route, avoiding the congested historic core. More recently Penryn has been bypassed by the A39 which provides direct access to Falmouth. This pattern has assisted Falmouth at the expense of Penryn, and has resulted in loss of trade within the town, and separated the historic town centre from the more recent growth on the A39.

The overall strategic objective is therefore to address the 'bypassing' of Penryn and to create a more integrated town, which maximises the potential of its disparate parts. Enhanced gateways to the town centre are essential.

Within this overall strategy detailed proposals for Penryn are therefore divided into two:

- CUC and Kernick Industrial Estate;
- Commercial Road and links to the 'high street'.

CUC and Kernick Industrial Estate

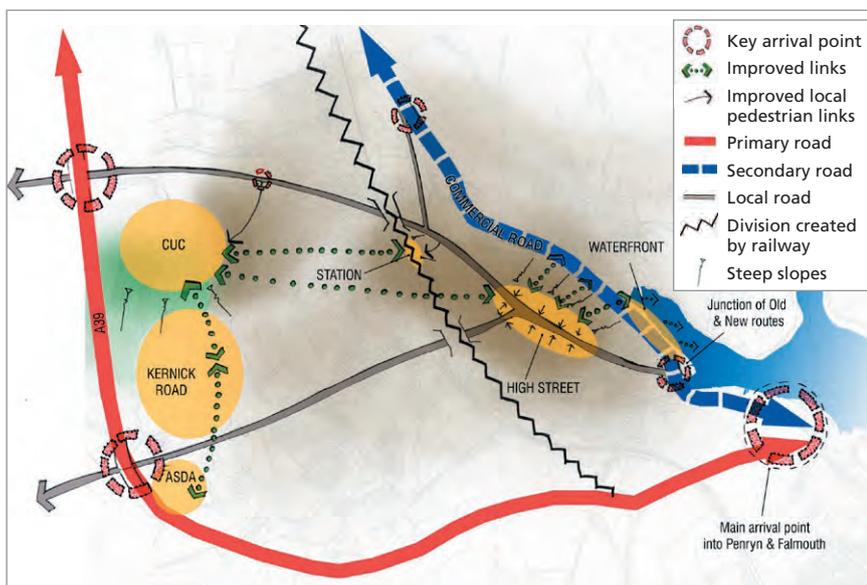
CUC was opened in 2004 and has plans to grow over the next five years to include an Innovation and Technology Centre which will provide small managed workshop-type units for new university-related businesses. In the medium to long term, if this is successful then additional 'grow on' space will need to be provided.

Priorities are to support the growth of CUC and encourage spin-off benefits for the two towns and encourage diversification of the economy and higher value employment. Proposals for this area look at the future of growth of the CUC southwards, linking it with Kernick Industrial Estate where there is the opportunity for the consolidation of existing uses to free up development space, and to provide a better road frontage. In the long term the University may need to expand towards Mabe, potentially in conjunction with housing growth.

New development in this area needs to be of the highest quality and provide, where appropriate, a gateway feature or building that announces the arrival to the town at one of the county's most important and exciting projects at CUC.

Commercial Road

The fundamental objective is to improve the shopping and trading environment on Commercial Road, and enhance links to the town centre, whilst recognising the road is an important route into Falmouth. The aim is not to reduce overall parking but make it easier for motorists to stop and for shoppers to cross the road.



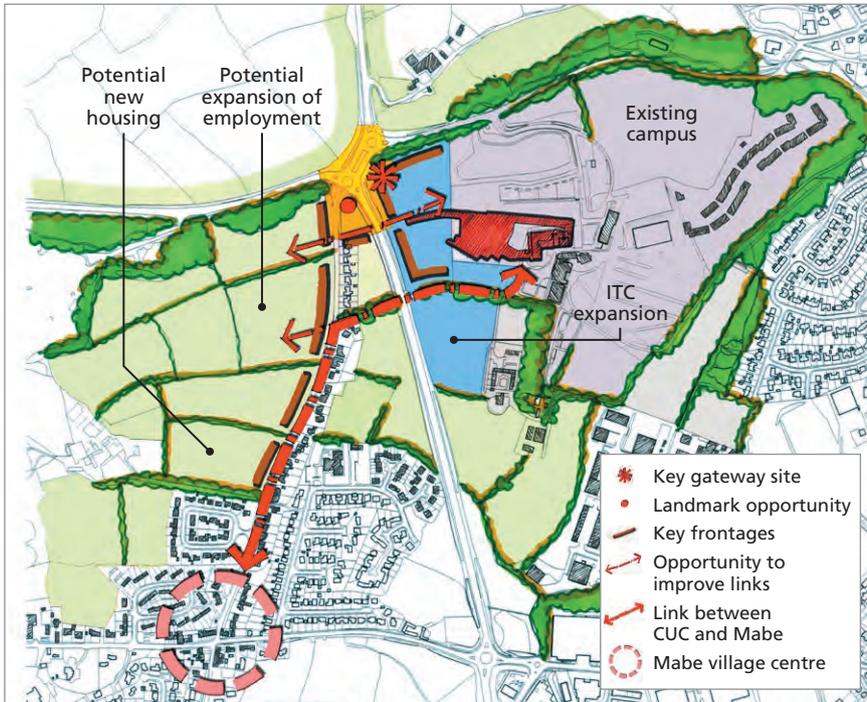
NEED TO CREATE AN INTEGRATED TOWN

Proposals to improve the public realm at key junctions, to enhance links to the historic core, realigning the

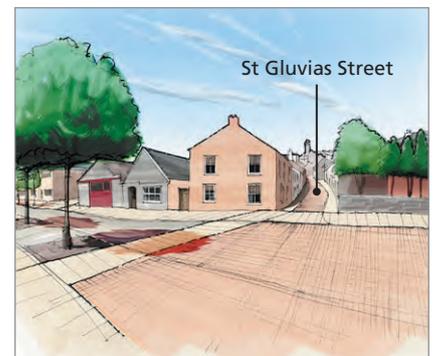
road to create more of a street and encouraging slower traffic speeds will all help create a better environment

for pedestrians and traders. More efficient parking with additional spaces will help ease parking congestion along Commercial Road, and in the older part of the town centre.

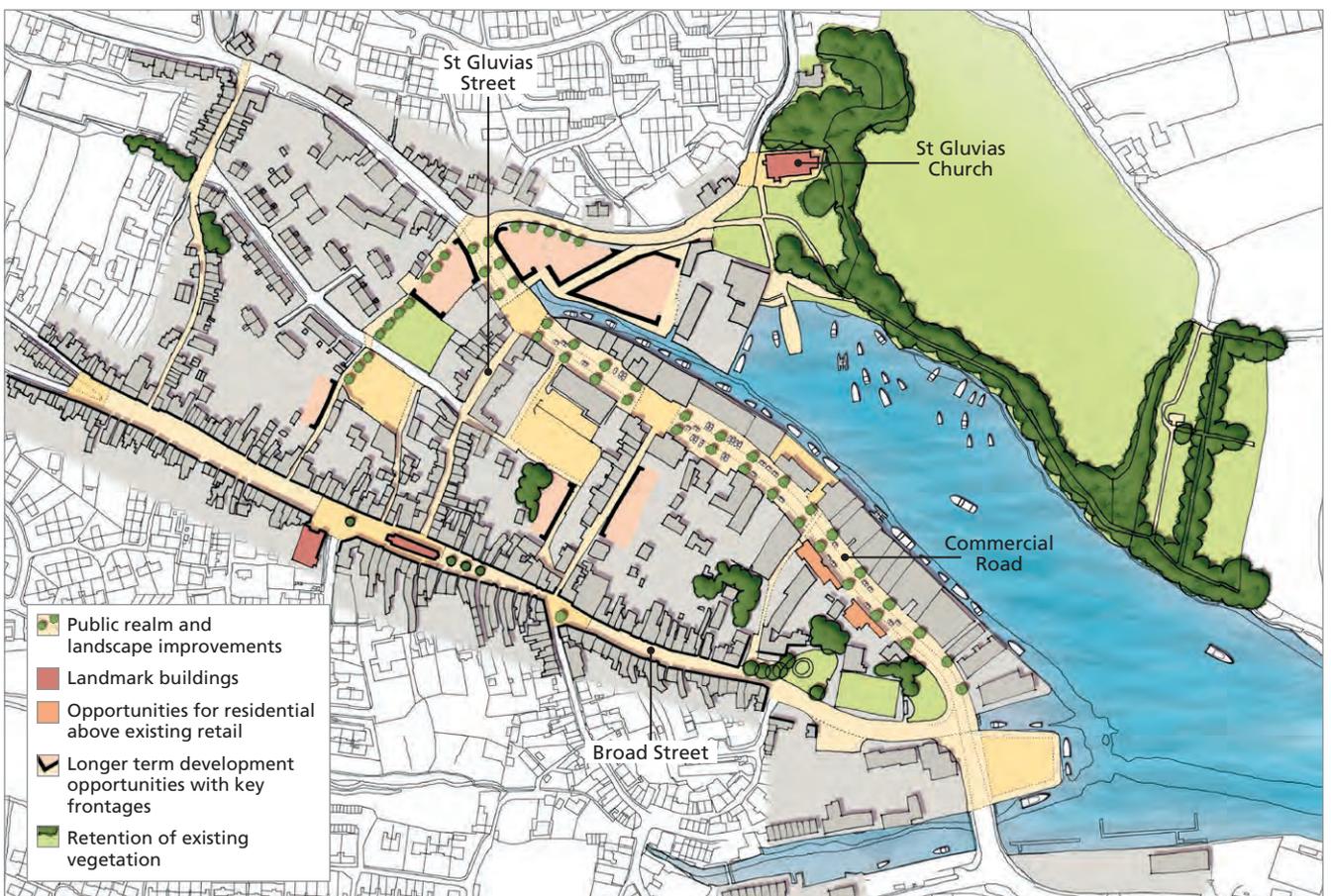
Detailed discussions with local traders and the County Council helped inform development proposals.



POTENTIAL LONG TERM GROWTH AT CUC



IMPROVING THE STREETScape AT KEY JUNCTIONS



PENRYN TOWN CENTRE STRATEGY

FALMOUTH

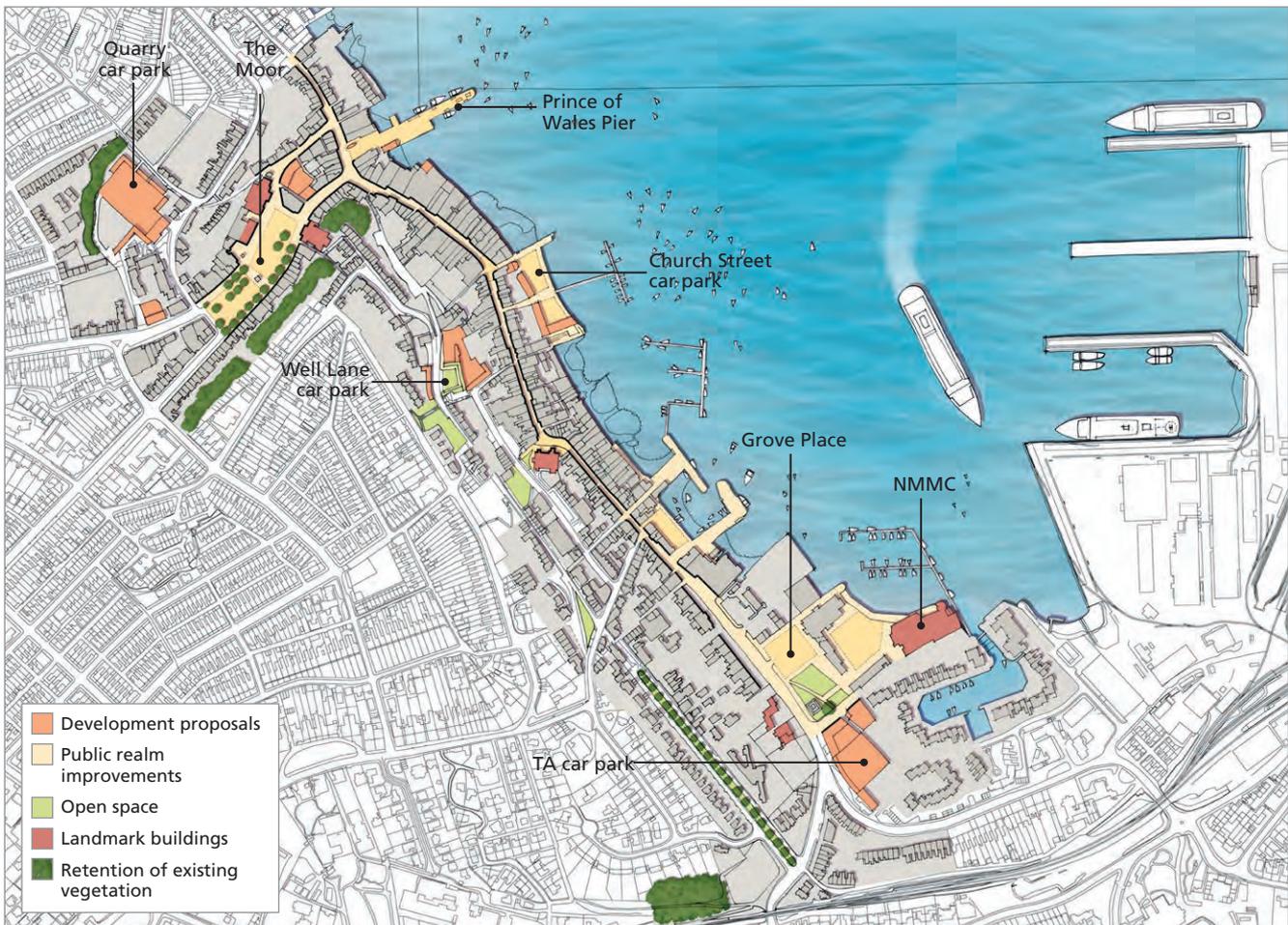
Falmouth town centre is focused on the main shopping street, which is about a kilometre in length and runs parallel with the waterfront. The Prince of Wales Pier and Moor to the north, and National Maritime Museum to the south, 'anchor' the main street.

It is a healthy town centre, containing many good quality independent retailers and very few vacancies. However, in many ways the town centre is vulnerable:

- Whilst there are many independent shops, there are few multiples because of the lack of suitably-sized premises, which means that shoppers travel elsewhere for these types of retailers.
- The spaces on the waterfront are poor quality, particularly Church Street car park which is a key site but is currently used for parking.
- The volume of traffic within the main shopping street, and the narrowness of the street, results in congestion, pedestrian/vehicular conflict and poor air quality, particularly during the summer.
- The National Maritime Museum Cornwall is only a short walk from the main shopping street but feels separated from the heart of the town because of the car parking and lack of activity in the space between the museum and Trago Mills. It needs to be integrated more with the rest of the town.

Fundamental to regeneration is the rationalisation of transport and parking within the town centre. The Development Framework therefore includes a detailed transport strategy, an overview of which is set out overleaf.

The strategy drawing below sets out the key proposals for the town centre, which are considered in more detail on the following pages.



TRANSPORT

The Framework has been prepared in close consultation with the County Council to address the strategic transport issues, and more local concerns that relate specifically to the town centres. The overall strategy is guided by four key objectives:

- Promoting sustainable development – offsetting a major proportion of any increase in levels of traffic and car use through a transfer to more sustainable modes of transport.
- Improving the environment – physical measures that could be implemented to improve the local environment.
- Maintaining the quality of the local environment – recognising the car is an important mode of travel but encouraging the use of alternative modes.
- Facilitating development – in order to attract investment into the area it is essential that the structure of a viable transport system is in place.

Road Network

New development can be accommodated on the existing highway network without a requirement for new strategic roads and with only a limited requirement for major highway upgrades.

Car parking

Town centre car parking should support the local retail and leisure function of the central areas, but it affect on the local environment should be minimised. The role of the Park & Ride at Ponsharden should be increased, using any spare capacity to serve local commuters. In residential areas particular where there is pressure from student parking, the local authority and educational institutions should consider strategies to manage car parking for example through controlled parking schemes and initiatives to reduce the need for students to bring their cars.

Public Transport

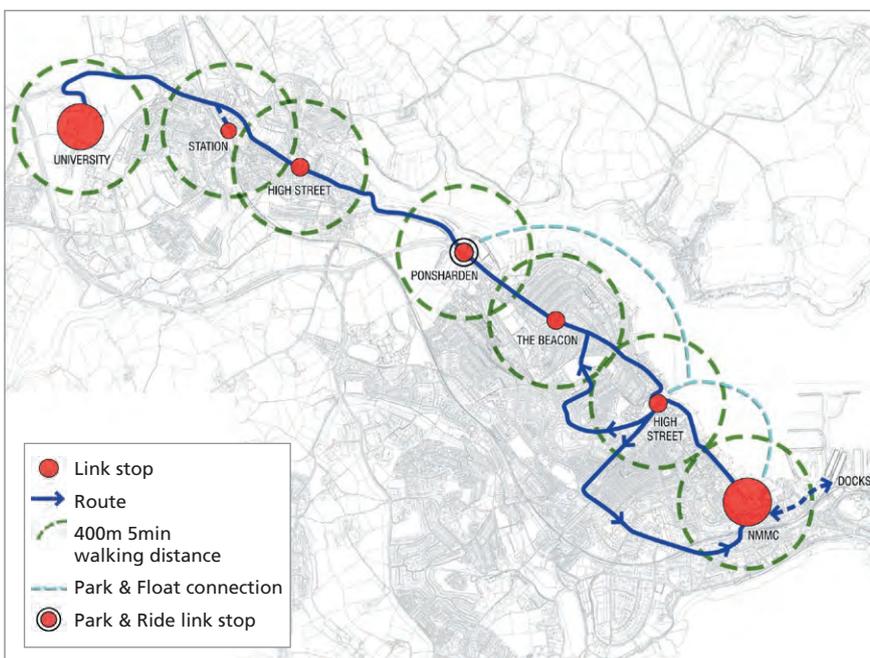
Improvements to the local bus services are an important part of the overall strategy. A major new bus corridor service (Smart Link) is proposed and would connect the key movement generators in Falmouth and Penryn, including expanded Park & Ride and Park & Float services. The potential for the new bus spine exists within the existing bus provision and routing system.

Pedestrian and cycle routes

A relatively high proportion of residents walk to work compared with other similar sized towns, but this could be enhanced. Improving cycling routes, particularly reducing the dominance of the car, and providing resting points on the steep inclines and at viewpoints, would encourage the greater use of cycling within the towns.

Water-borne transport

The service provided by Fal River Links, which has already made significant progress in developing an integrated strategy, should be consolidated and strengthened to appeal to a wider range of users particularly commuter and local people.



POTENTIAL SMART LINK ROUTE

Falmouth Town Centre

Traffic within Falmouth town centre adversely affects the quality of the public realm detracting from the quality of the street environment and creating pedestrian/vehicle conflict. Street semi-pedestrianisation and the one-way system has had limited success because Church Street car park permits vehicular access.

To address these issues, whilst accommodating legitimate access needs, proposals for the main shopping street from Market Strand to Arwenack Street include:

- The closure of Church Street car park.
- Retaining restricted access to Church Street at certain times of the day.
- Reversal of the flow of traffic along the main shopping street to reduce its appeal as a through route.

- Relocate parking provision lost from Church Street car park by expansion of surrounding car parks including Well Lane for short stay, and longer stay parking at TA centre and The Quarry.

The measures are considered in more detail within each of the key development proposals.

These measures work as part of an integrated package alongside the development proposals considered overleaf, to enhance the local environment and strengthen the town centre as a retail and leisure destination. However reversal of the flow of traffic along the main shopping street could be implemented independently and before those relating to Church Street car park.

Church Street Car Park

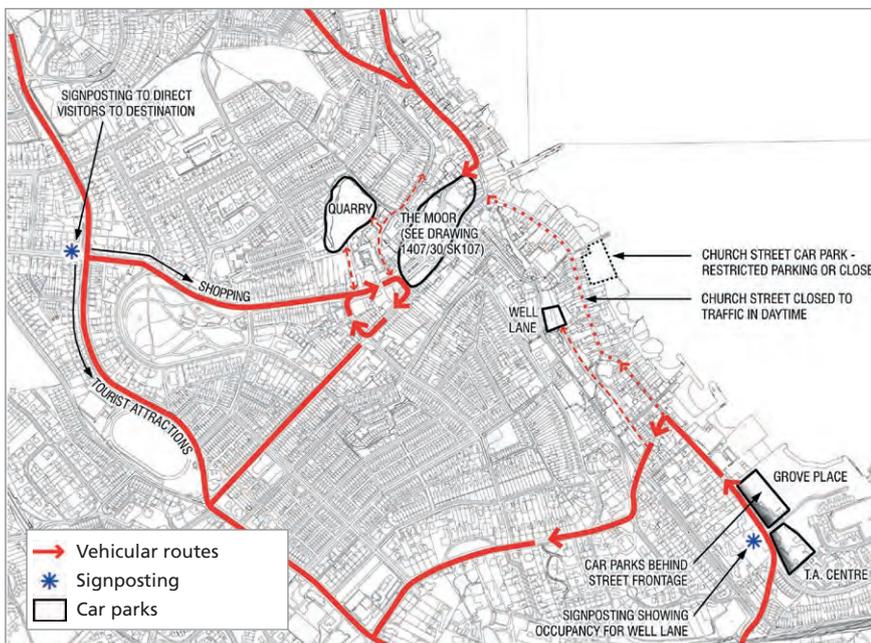
Access to the waterfront is limited to a small number of spaces at Prince of Wales Pier, Church Street car park, Custom House Quay and the constant flow of pedestrians between shops and waterfront has helped to sustain the vitality and viability the town centre. However the quality of the public realm at key waterfront space is poor, and nowhere is this more evident than at Church Street car park.

Church Street car park serves an important role as the town centre car park and along with Well Lane, provides short stay parking close to the main shopping area. The car park has been at the centre of numerous development proposals over the last 10 years.

Despite being dominated by surface car parking, Church Street car park still functions as an important public space, providing access to the waterfront and views to activity on the Fal Estuary. However its current role as a car park is a poor use for such a prominent and important site. Furthermore, the cars accessing the car park are responsible for much of the traffic within the main shopping street.

Closure of Church Street car park provides the opportunity to create high quality public space on the waterfront, and a mixed use development that strengthens the town centre. Key design principles include:

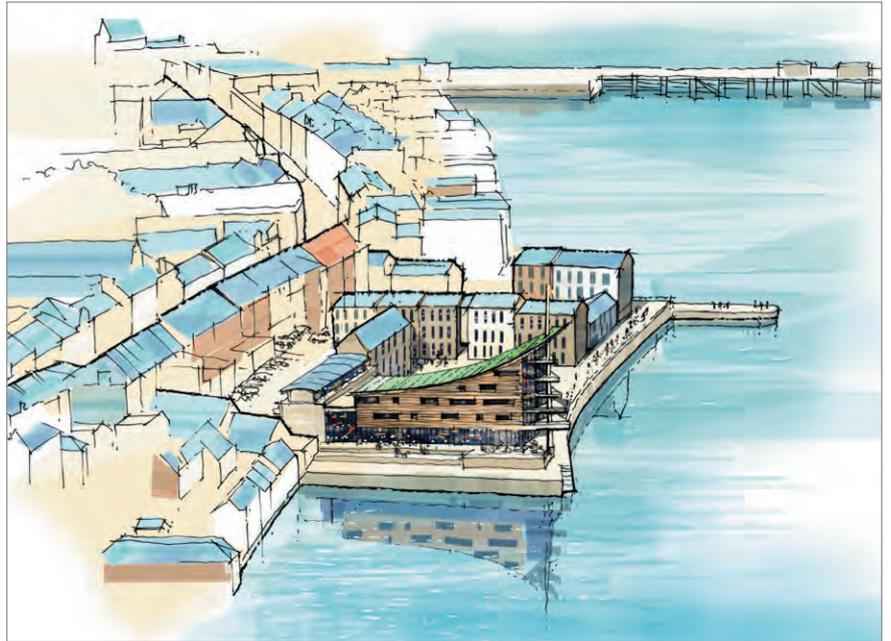
- a wide pedestrian promenade which should be maintained across the site;
- maintaining key views to the site, for example from the Docks (and potential cruise liner terminal), from Flushing and from Prince of Wales Pier, should be retained;



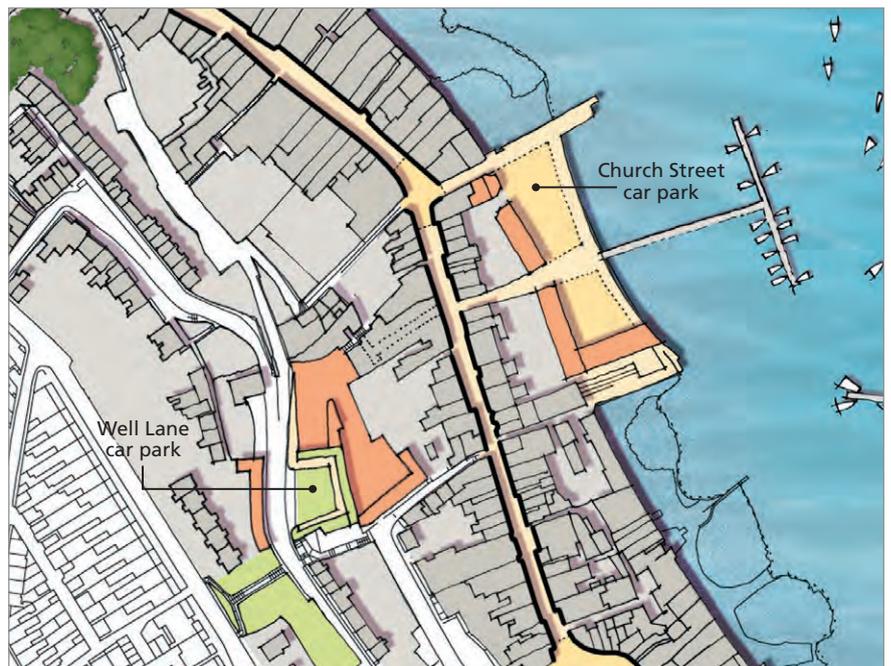
PROPOSED CHANGES TO TRAFFIC MOVEMENT THROUGH THE TOWN CENTRE

- development on the site should encourage people into the area, and therefore there is an opportunity for a landmark building on the site.

Alongside the closure of Church Street car park, the study proposes increasing car parking numbers at Well Lane. Proposals ensure views from the streets above are retained, and that the car park remains within the existing area rather than extending across to include the cinema. A small park is provided on the roof of the car park with access from Gyllyng Street providing a new, flat amenity area with extensive waterfront views.



AN AMBITIOUS BUILDING DESIGN



COMPREHENSIVE REDEVELOPMENT OF CHURCH STREET AND WELL LANE



CROSS SECTION OF WELL LANE PROPOSALS

Quarry Car Park, The Moor, Prince of Wales Pier

The area between Quarry car park and Prince of Wales Pier is an important arrival point by car, bus and boat, to the town centre. However, the area does not relate well to the main street, and is regarded as a secondary shopping area, often bypassed by those using Church Street car park. The aim is to strengthen this area so that it contributes to the overall vitality and viability of the town centre.

Currently the Quarry car park is underused being a steep walk from The Moor.

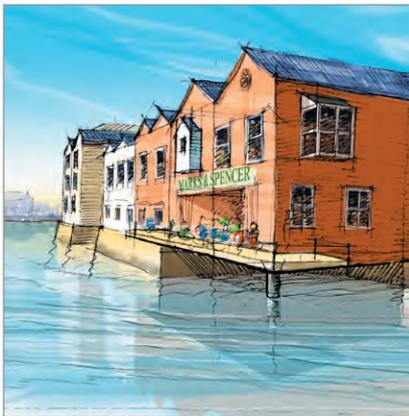
The visual impact of the Tesco Metro store, the kiosks on the Prince of Wales Pier and the poor public realm, create a cluttered and untidy environment which detracts from the quality of the buildings and waterfront location. This is exacerbated by the traffic flow which separates this area from the rest of the town centre.

The area has been considered as one in order to secure a comprehensive strategy for improvement, and includes the following:

- The relocation of the Tesco Metro to a larger store on the Quarry car park, increasing car parking

provision and adding residential development. This larger food store would improve the retail offer within the town. Tesco shoppers parking at the Quarry are likely to visit the town centre before completing their weekly shop.

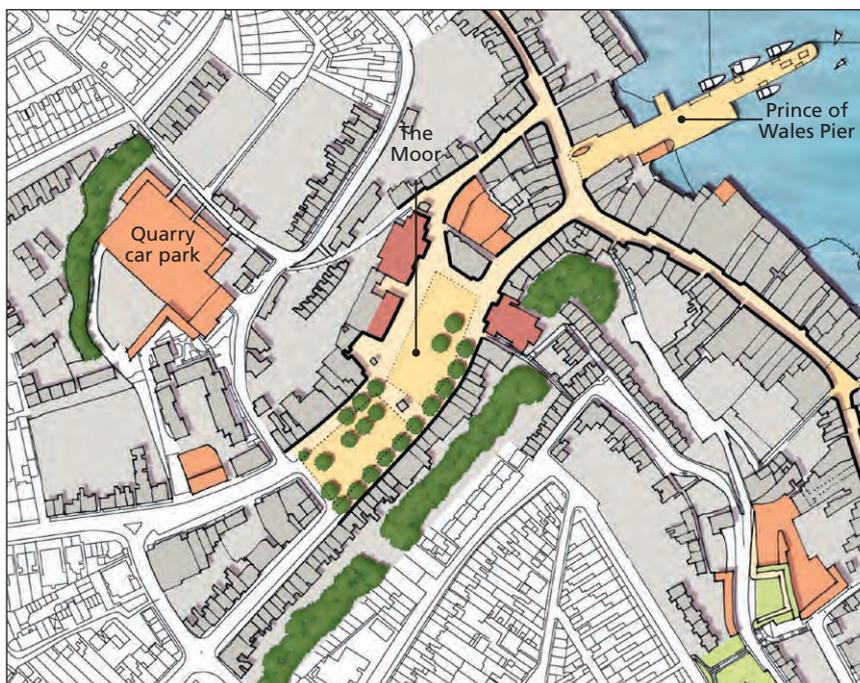
- The redevelopment of the existing Tesco Metro to provide more sensitively-designed retail units that would attract multiple retailers.
- Improvements to the public realm to include enhanced landscaping and paving, a new café and kiosk on Prince of Wales Pier, improvements to the backs of retail units on Market Strand and the extension of the Marks & Spencer to provide a larger café.
- Reversing the flow on Church Street which will bring a reduction in traffic within this area, creating a better pedestrian environment.



POTENTIAL EXTENSION OF MARKS & SPENCER



LOCATION OF THE TESCOS STORE AT QUARRY HILL



COMPREHENSIVE REDEVELOPMENT

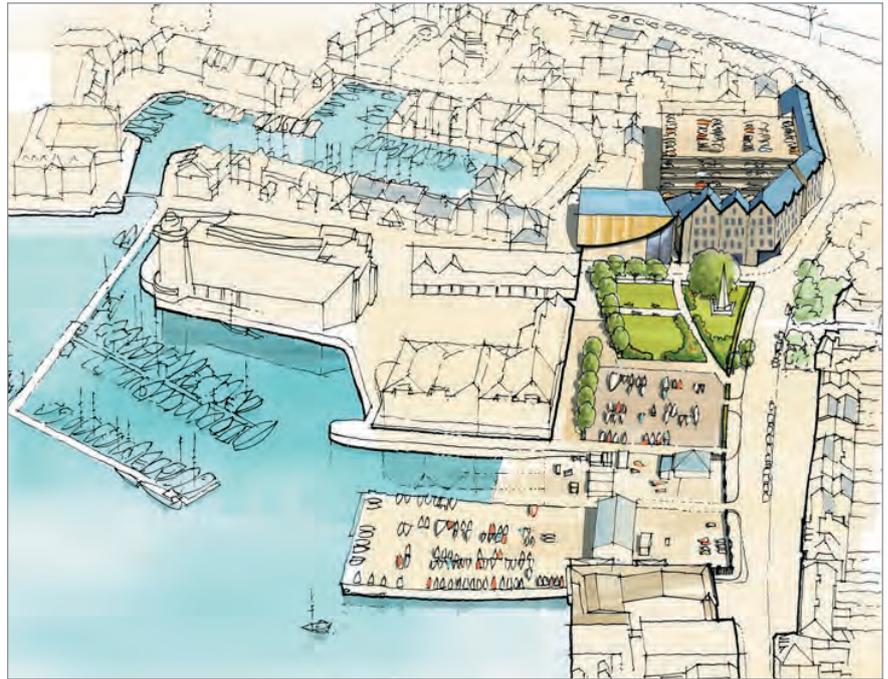
The Grove Place Car Park, TA Car park

At the end of the main shopping street, Arwenack Street widens out into Grove Place. This area is dominated by car parking and poor public realm with uses such as the car park and the Watersports Centre providing poor frontage to Grove Place and Arwenack House. The National Maritime Museum is hidden from view and there is nothing visible from the shopping area that encourages the visitor into this part of town.

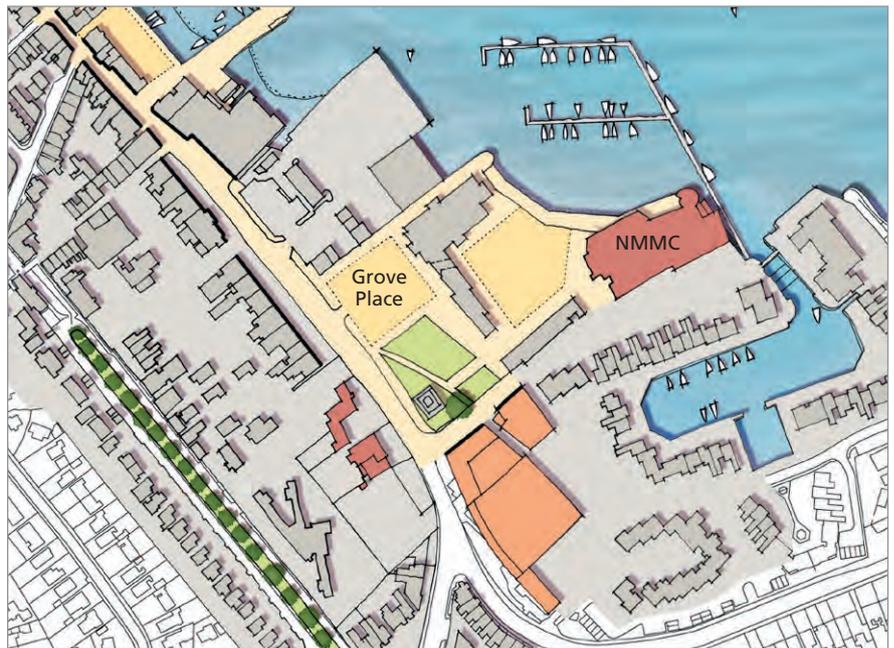
Key objectives are therefore to enhance the sense of arrival and the gateway function of this southern end of the town centre, improve the relationship of the NMMC with the rest of the town centre and create a destination to encourage people to walk into the area from the main shopping street. A fundamental design objective is to improve the frontage from Trago Mills to the TA car park.

Proposals include a mixed use scheme on the TA site, with residential development and potentially a hotel and/or retail uses fronting the street with car parking hidden behind.

The study considered the potential to relocate the Marine School from its existing site in Killigrew Street to either Grove Place car park, or to co-locate with the Watersports Centre and provide enhanced facilities, although no stakeholder consensus was reached. An interim option, responding to the community's requests for additional open space, includes a public park on the Grove Place car park, however, this option raises particular issues regarding viability.



INTERIM OPTION: A NEW PARK ON THE GROVE AND A MIX OF USES ON THE TA SITE TO INCLUDE HOTEL, CINEMA, RESIDENTIAL AND CAR PARKING



COMPREHENSIVE REDEVELOPMENT OF GROVE PLACE AND TA CAR PARK

Docks

The Docks are an important element of the Falmouth Waterfront and their symbolic presence means they are an intrinsic part of the town's identity.

The Docks should continue its port function, and build upon its engineering and manufacturing base. It should capitalise on the

emerging cruise ship industry, and work with key partners to overcome the environmental and financial issues related to the necessary dredging. The potential for a marine business park, and possibly the relocation of the Marine School to this area, would strengthen employment in the area, and support the knowledge based high-tech marine sector.

THE GAP

The area between Falmouth and Penryn is largely agricultural in use, and plays an important ‘separation’ role between the towns. However, it also has the potential to meet joint community and recreation needs in a sustainable location.

Much of the area is highly visible from Flushing and the AONB, and therefore should be retained as open space. Falmouth School sports pitches and the cricket club are located further south on Trescobeeas Road.

The study considered how this area of Falmouth might be redeveloped to improve current sports provision

as well as potentially release land for housing.

Proposals consolidate existing sports field provision into an area closer to and more convenient for the School, with an all-weather multi-use sports pitch on land to the rear of Budock Hospital. This would require the relocation of the Green Centre to an agreed alternative site elsewhere. The Falmouth Sports and Racquet Club would relocate to land between the School and the cricket club with their facilities greatly enhanced.

The relocation of the existing hospital and some of the local primary care facilities to Budock Hospital has been discussed with the West Cornwall PCT

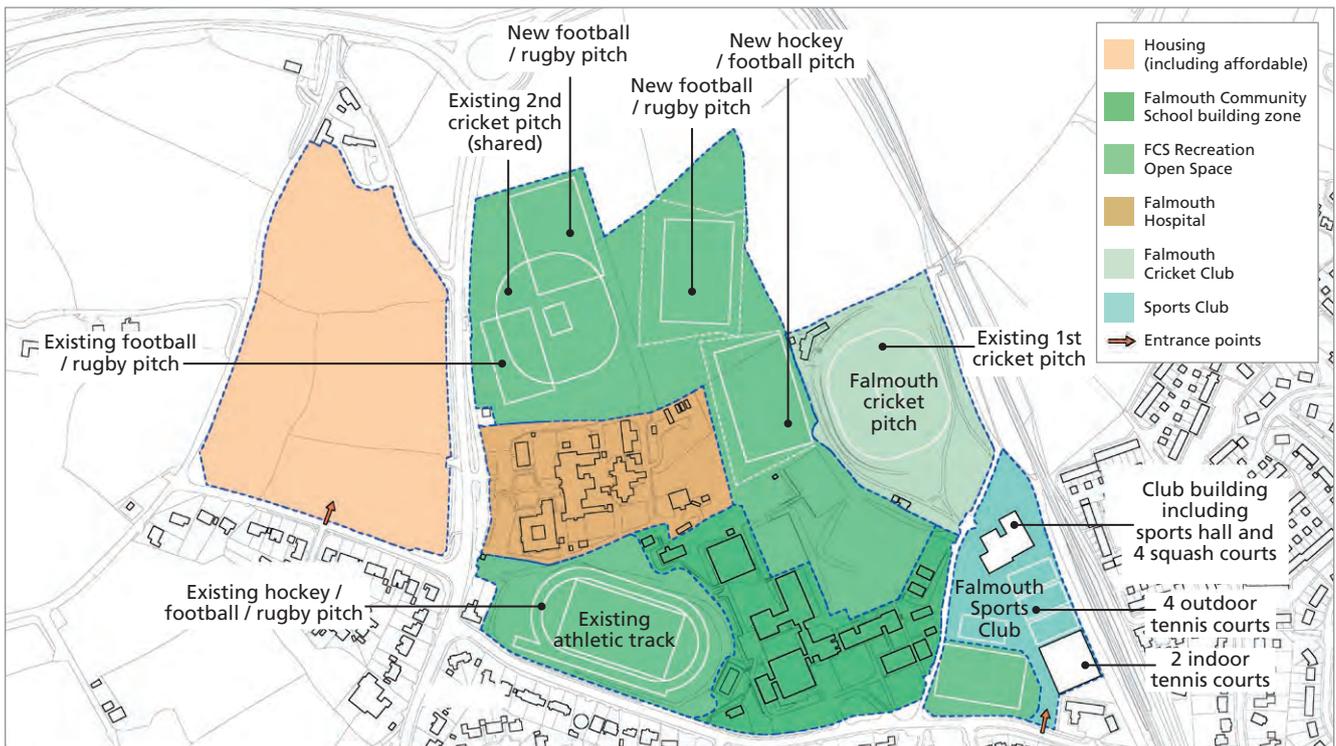
and is an option in the long term. This would then release the existing hospital and surgery sites in the town centre for residential development.

The study also considered the relocation of the Falmouth Rugby Club to the sports hub. However, issues of scale, flood lighting and topography mean that this area is not ideal and alternative options should be considered.

These proposals not only provide greatly enhanced sports facilities for the local community, they also result in more land becoming available for residential development, and many of these sites will be able to provide housing for local needs.



PROMINENT OPEN SPACE BETWEEN FALMOUTH AND PENRYN



PROPOSAL FOR SPORTS AND COMMUNITY HUB

CONCLUSIONS AND NEXT STEPS

This document outlines a long term framework for sustainable regeneration, but also provides an immediate framework that can accommodate new development in the short term.

It sets out realistic and deliverable projects which:

- enhance the character of the town centres;
- minimise public sector funding;
- reinforce the strategic public sector investment, which has already taken place.

The proposals for each of the key areas combine to create an integrated vision for Falmouth and Penryn that will guide development in the town over the next 20 years.

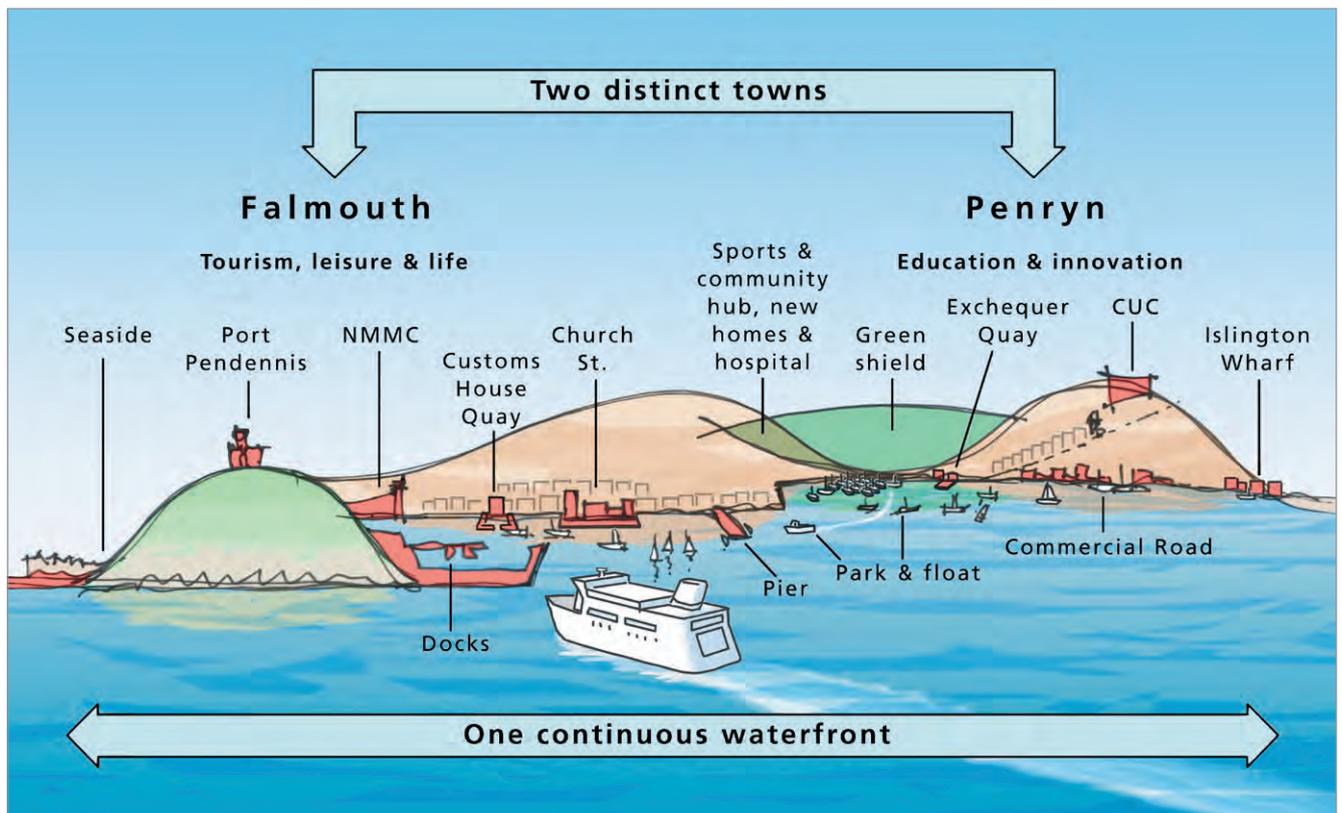
Proposals are underpinned by an appreciation of the towns' context, particularly their waterfront location, and the importance of the marine environment, in terms of both the local economy and its unique identity.

The proposals have been subject to a viability assessment. The majority of proposals can be delivered either through the private sector or, in the case of the highway improvements, through the Local Transport Plan (the draft LTP 2006-2011 already contains some of the proposals put forward within this document). The interim option at Grove Place requires significant amounts of public sector funding.

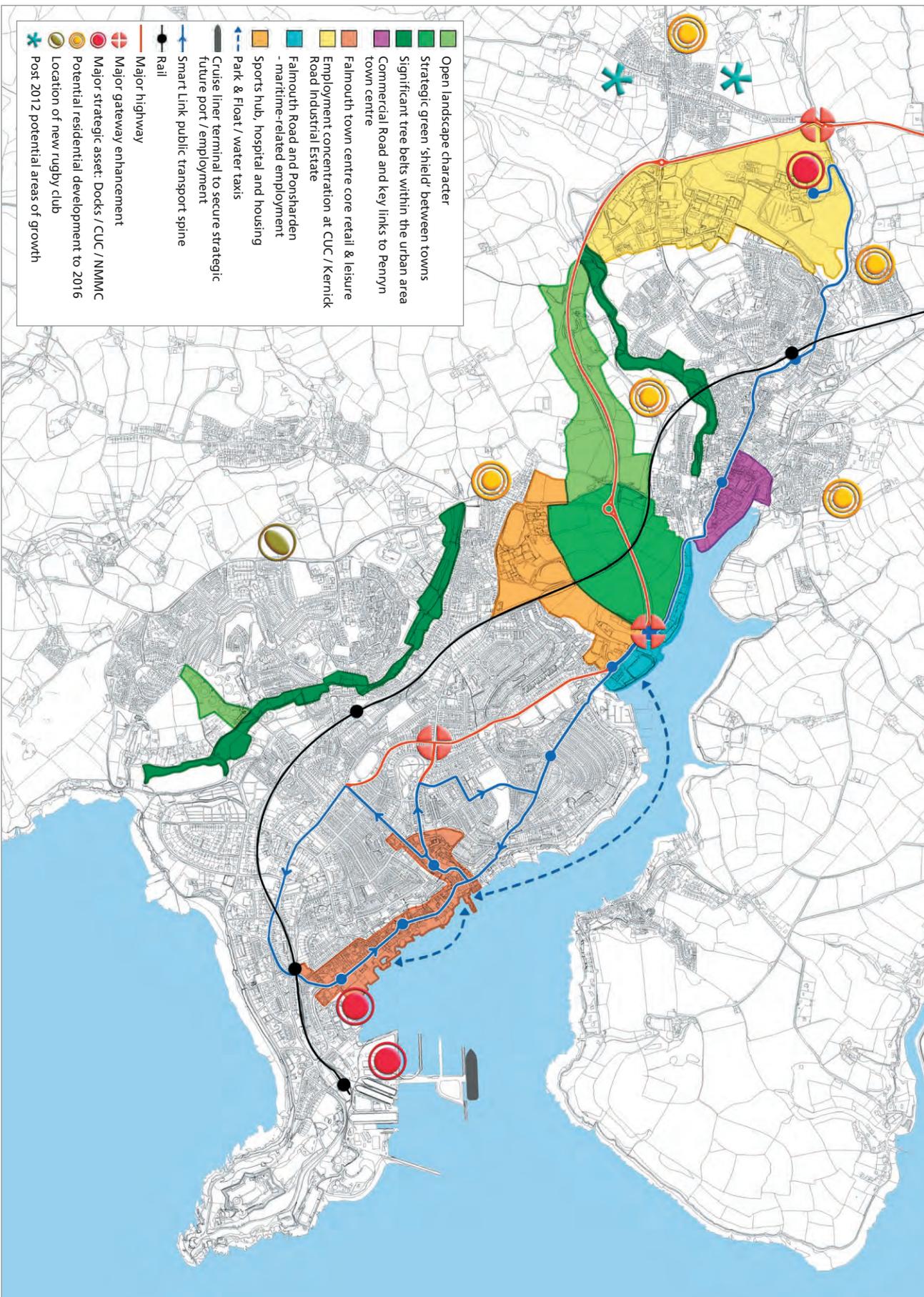
This document has been prepared in partnership with a range of stakeholders and been subject to significant public involvement. As a result, substantial consensus has already been established. It will be submitted to the District Council for

formal consideration by officers and members, before it is republished as a draft Area Action Plan, with further opportunity for comments before it is adopted sometime in 2007.

In the interim, however, there is a need to demonstrate continuing progress towards implementation. Many of these sites can come forward for development within the existing planning framework. There is already developer interest in a number of sites. Other sites require more detailed assessment of physical and environmental constraints. The momentum created by this study needs to be maintained.



TWO TOWNS, ONE WATERFRONT



LAND USE STRATEGY DIAGRAM

