LDĀDESIGN



PLYMOUTH WATERFRONT STRATEGIC MASTERPLAN

VOLUME I: PRIORITY THEMES AND MASTERPLAN OPPORTUNITIES

FINAL VERSION: FEBRUARY 2017

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PLYMOUTH CITY COUNCIL

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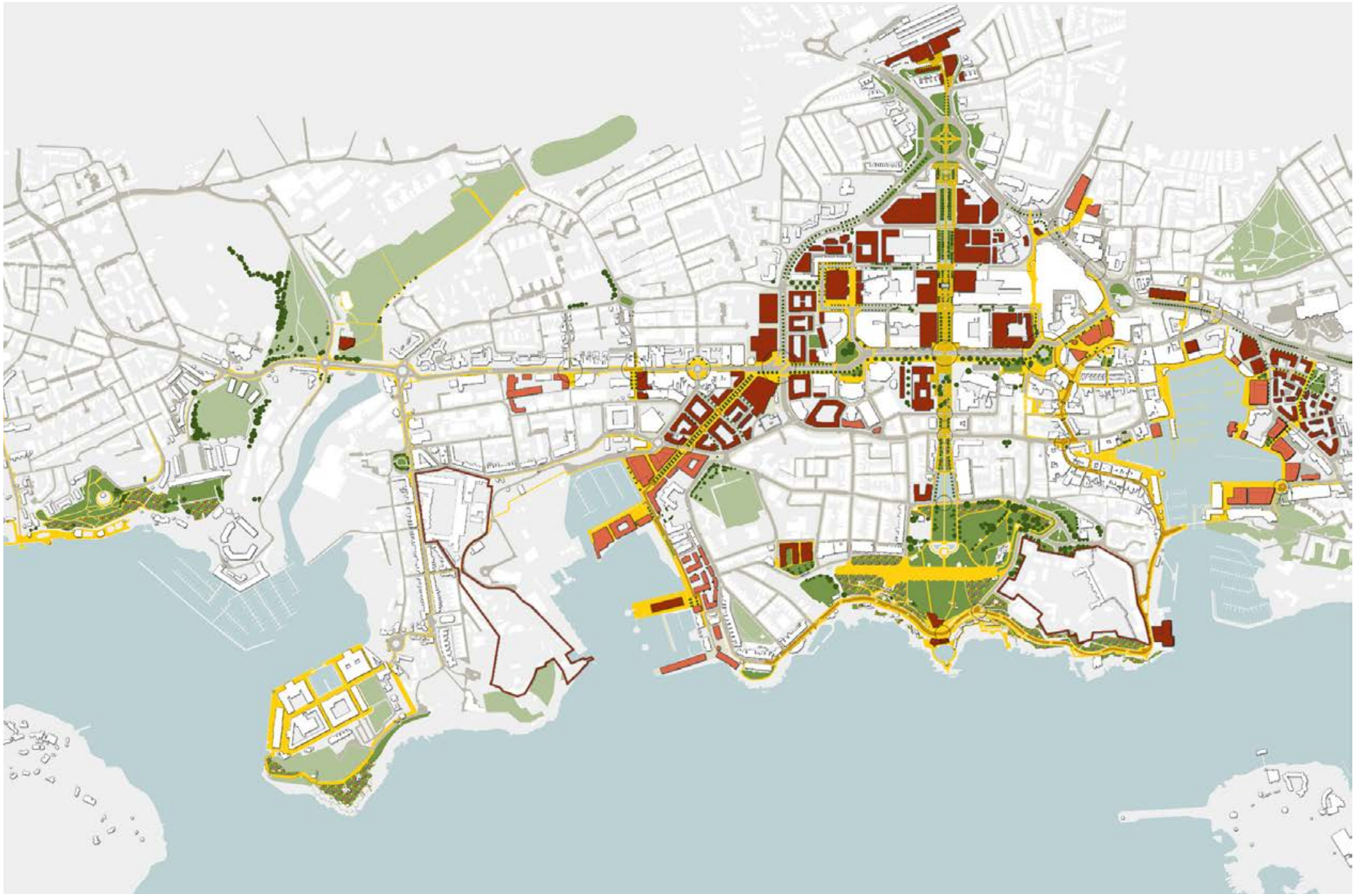
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COMBINED CITY CENTRE AND WATERFRONT MASTERPLAN

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PREFACE

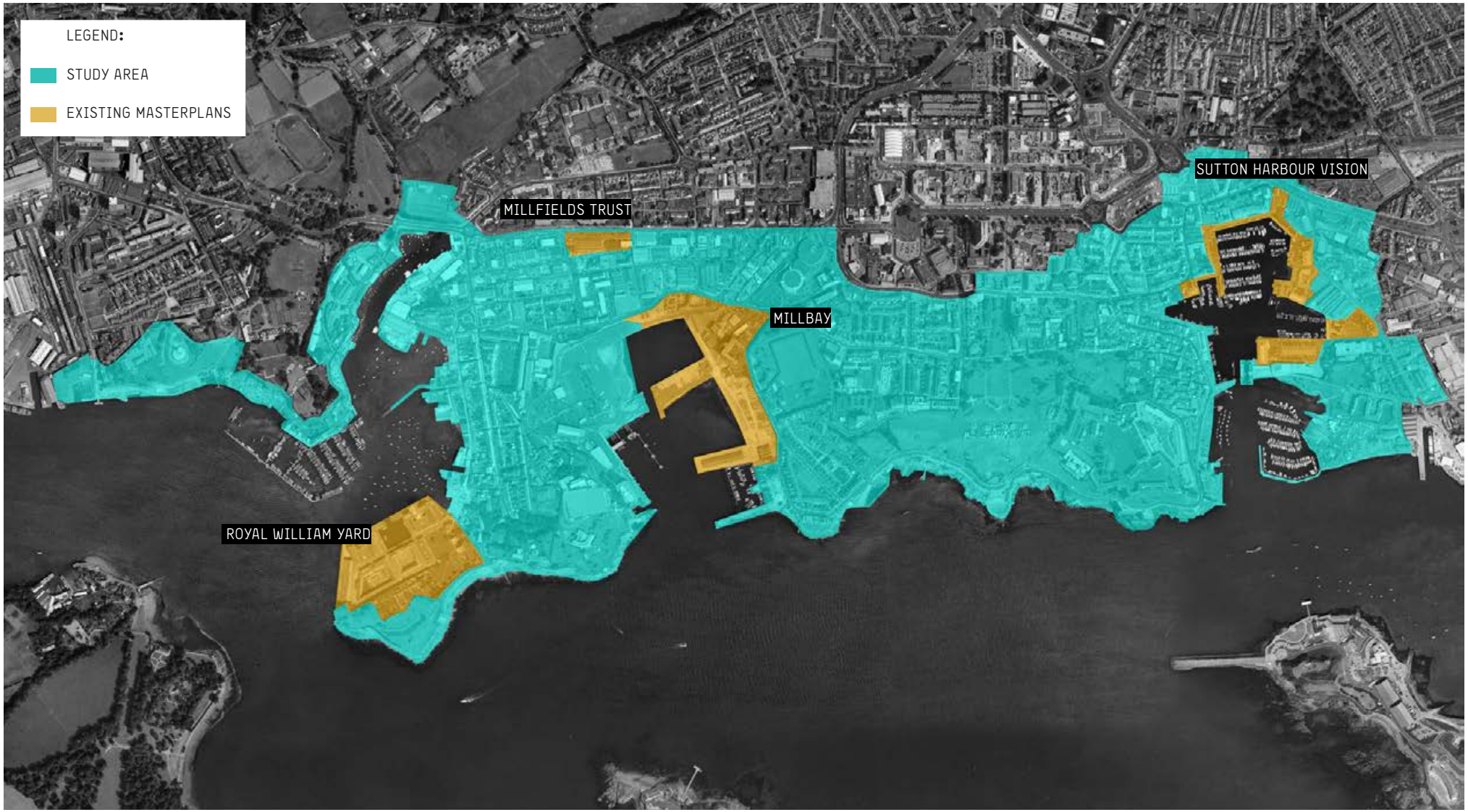
The enduring attraction and fascination of waterfront cities is universal. Around half the world's population live within 60km of the sea and more than three quarters of the world's cities are located on the coast. As an island nation, our waterfront cities should be more celebrated than they are. Plymouth's Waterfront tells a powerful story about the City's enduring relationship with the sea but it also tells the bigger story of Britain's maritime history and an age of discovery and adventure. The sea has, arguably, played the leading role in shaping the identity of the City and in defining the spirit of Plymouth and its communities. It is so much more than a physical meeting of land and water and a sinuous and intriguing line on a map.

It could be that the magical bond between city and sea had been diminished by the downsizing of the defence industry and other economic changes in the last two or thee decades, but that relationship is being re-kindled, by the gradual and incremental revival of the City's waterfront. The regeneration hotspots of Devonport, Royal William Yard, Stonehouse, Millbay, taken together with the improvements to the Barbican and the redevelopment of Sutton Harbour add up to a genuine Waterfront Renaissance for the City.

We could be forgiven for thinking that all we need to do now is join up the dots to complete the task. This is true in part, but the much bigger vision is of a seamless and dramatic connection of three things: Plymouth Sound with its astonishing setting, natural treasures and its ever-changing moods; the Waterfront with its unique and unbroken braid of places, old and new; and, a recolonized and intensified City Centre. This begins to paint a picture of a 21st Century Waterfont City unlike any other.



Bernie Foulkes
LDA Design



WATERFRONT MASTERPLAN AREA

1.0 INTRODUCTION

In the 21st Century, Cities are playing an increasingly important role in shaping the world around us. They are the natural focus for human interaction and places that stimulate ideas, ingenuity and enterprise. Plymouth's population is likely to reach 300,000 over the coming decades and there are great opportunities to direct growth into parts of the Plymouth, like the City Centre and parts of the Waterfront, that will stimulate city life and all the energy and "buzz" that this will bring. The prospect of new and growing communities living, working and relaxing, using the Waterfront as their playground, mixing with more visitors and tourists, all begins to paint a very healthy picture for the City Centre and Waterfront over the coming decades.

Plymouth's waterfront is extensive, but this masterplan focuses on the central part of it, from Mount Wise in the west to Sutton Harbour in the east. It comprises around 12 km of waterfront. This Waterfront Masterplan and the City Centre Masterplan have been prepared and considered in concert. Each supports the other, with the same strategic aims but with different types of intervention and different solutions. The term world-class waterfront can often be over-used but the City's extra-ordinary natural setting and its role in the history of a nation and in the discovery of new worlds make it so. It doesn't have the picture-postcard iconography of a Sydney Harbour or San Francisco Bay but it has an intricate and layered complexity of natural cliffs and headlands, historic buildings and compounds, grand villas and terraces, harbours and jettys that all have their own story to tell. In the middle of it all is Plymouth Sound with its grandeur and its ever-changing moods framed by the headlands and dotted with islands and rocks. It is the most beguiling and beautiful settings for any City.

There are clear signs across the UK that many coastal towns and cities are beginning to enjoy something of a 21st Century revival. Good food, cultural events, the arts, warmer summers and the universal attraction of the sea all seem to be driving increasing visitor numbers, increased investment and new regeneration initiatives. Plymouth stands in a better place than many to ride this wave of optimism and things are already happening on the Waterfront. The Plymouth Waterfront Partnership and the City Council are securing funding and delivering 42 projects through their BID (Business Improvement District) programme and the City has been very successful in attracting major sailing events such as the Transat. The Mayflower 400 event in 2020 will also put the City on the itinerary for US tourists and other visitors.

The Waterfront Masterplan has to do a number of important things. Firstly, it has to provide a spatial plan that ensures that all these extra-ordinary pieces of the jigsaw fit together and read as one grand plan. It must focus, as it does in the City Centre Masterplan, on the art and the science of place-making. When people and place are brought together, great things happen. City life, colour and vibrancy rarely happens by chance. The masterplan can make it happen. The plan is strategic by nature and any proposals will be subject to further detail design, testing and modelling but the purpose of a strategic plan and this masterplan is to help direct change and investment in a way that brings the greatest benefit to Plymouth and its citizens, making sure that the city's extra-ordinary built, natural and historic environment and its neighbourhoods and communities thrive and can be sustained well into the next century in line with the provisions of the NPPF. In the decades ahead it may be that the political and economic landscape looks very different too. Certainly different from the way it looked before the economic crash. The move towards greater devolution of power and self-determination from



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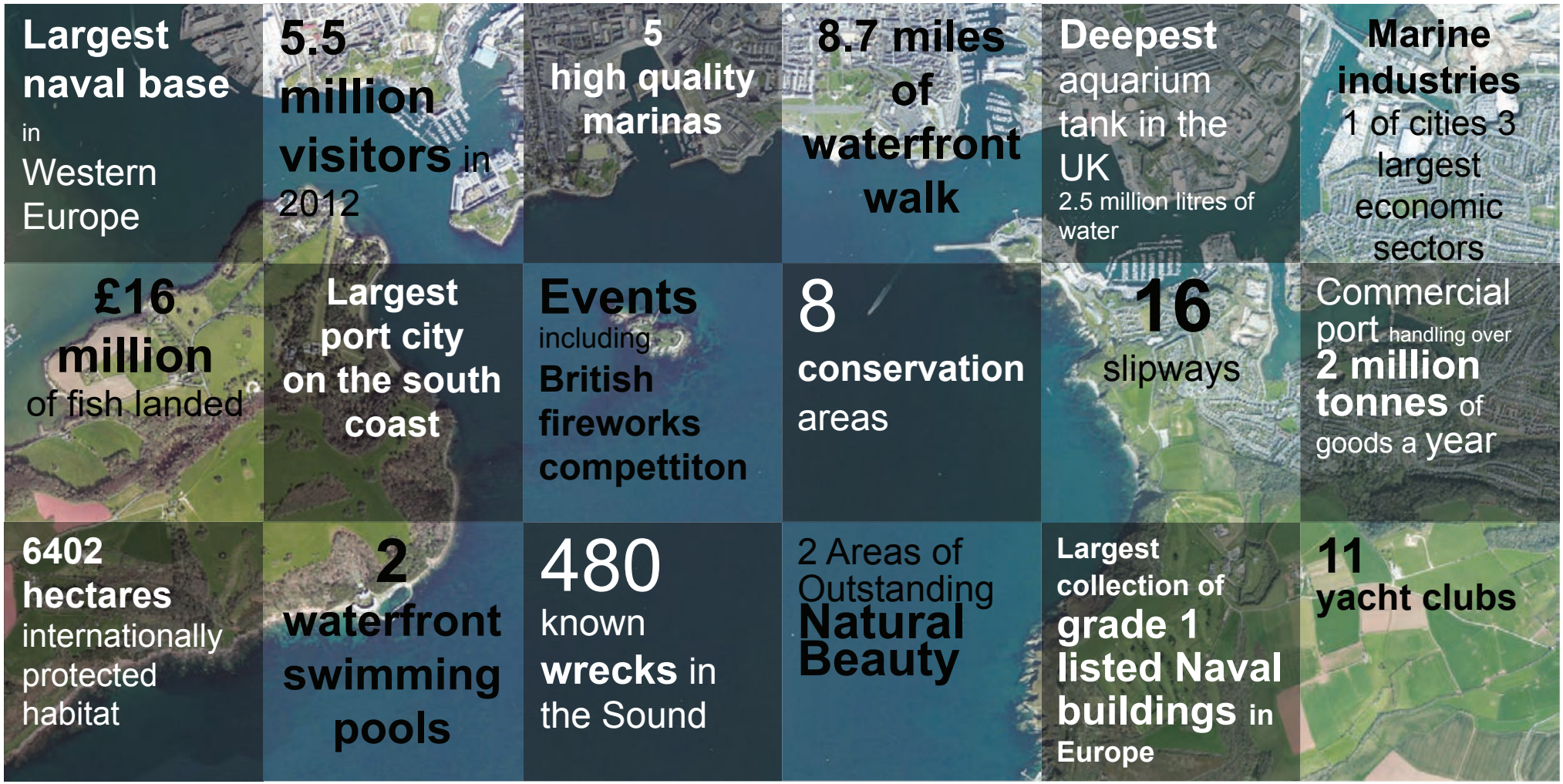


IMAGE CREDIT © ROBERT PITTMAN

central government to cities and city regions looks set to continue. The increasing role that local communities play in determining their future looks set to continue too. New and evolving existing communities will start to make the waterfront their own.

In preparing this strategic masterplan we have consulted with a wide range of individuals and organisations from members of the Waterfront Partnership, businesses and organisations who depend on the Waterfront for their livelihoods to research organisations, property managers and developers. There is great passion for the City's waterfront and a collective resolve to make it great again.

The master plan document is structured in two volumes. The first volume is about the Vision and should be read as a prospectus for change and investment, focussing on the look and feel of the waterfront of the future. The second volume is a more about the processes, approach, technical work and design principles that underpin the masterplan, opportunities and interventions shown.



PLYMOUTH FACTS

2.0 FORCES FOR CHANGE

CLIMATE CHANGE ADAPTATION

Climate change affects us all wherever we are. For coastal Britain, amongst other things, it means rising sea levels, more frequent and violent extremes of weather and the effects of changing sea temperatures on marine life. This means greater investment in sea defences and the development of more resilient infrastructure and waterfront architecture. The City has a major world-leading role to play in developing climate change adaptation and in increasing understanding of the effects of climate change on the oceans and marine life. Its marine research organisations already enjoy a global reputation and it is clear that this will be a huge driver in attracting research funding together with the expansion of the University.

Apart from the importance of access to the water for research vessels there is also the supporting businesses and spin-off technology and innovation opportunities. There is a great opportunity to raise awareness and to celebrate the City's role in this important area of research through more outward facing institutions, great new buildings and facilities and public information and events.
The south-west peninsula also leads the UK and the world in the development of renewables and wave-hub technology. Massive tidal power schemes such as Swansea Bay are now in the planning and it could be that the City has a much bigger role to play in the development of renewables.

INCREASING ENVIRONMENTAL AWARENESS

This is very much linked to previous force for change. Plymouth Sound and its waters is one of the most remarkable marine environments anywhere. The work of the National Aquarium and other key institutions is already increasing knowledge and awareness of the ecological value of the waters around Plymouth and the south-west and new generations are becoming increasingly interested and committed to tackling issues such as sea pollution and marine conservation. This has the potential of bringing greater visitor numbers, throughout the year, greater demand for boat trips, dive services and the need for much better interpretation and knowledge-sharing.

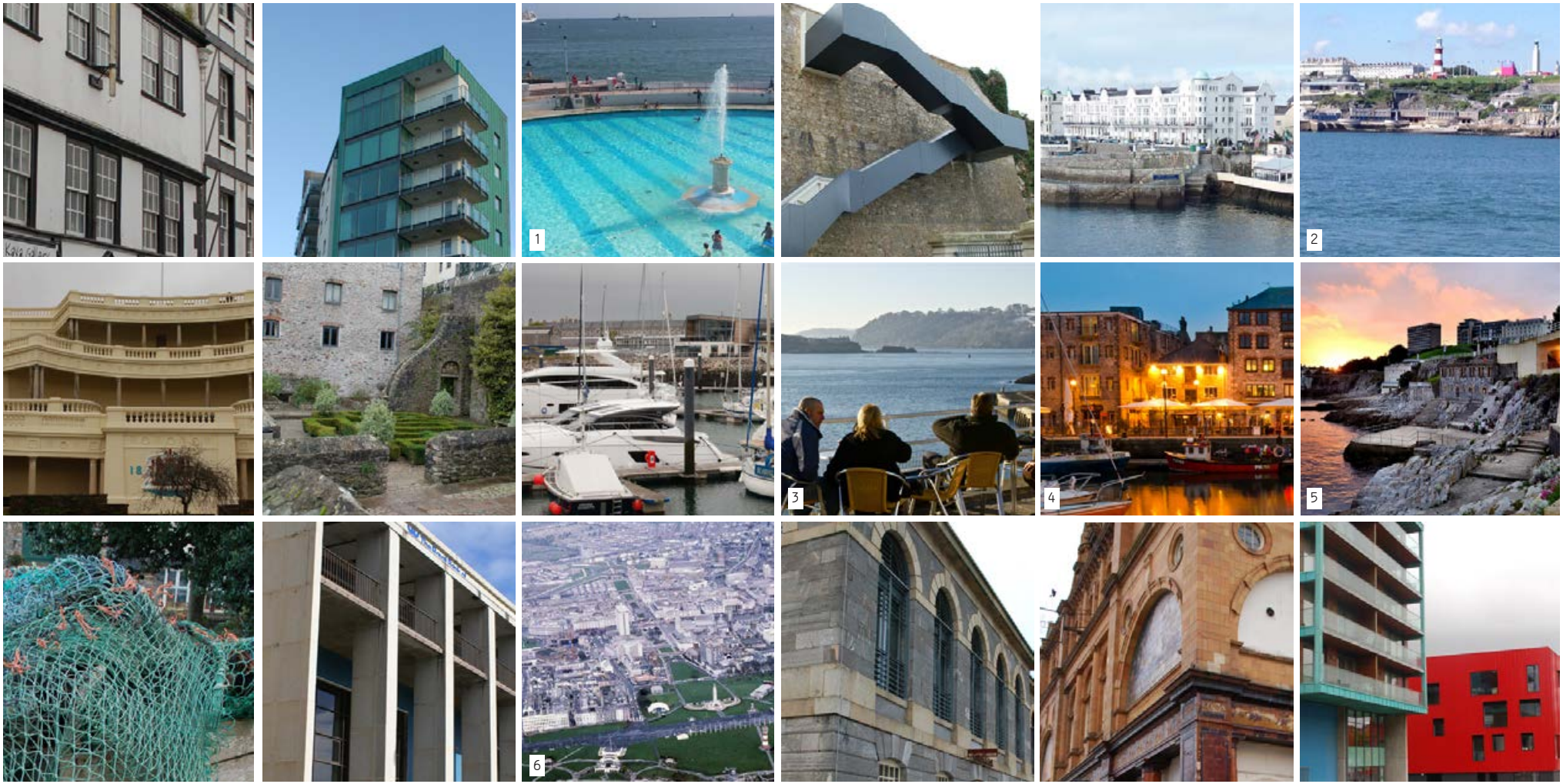
THE REVIVAL OF SEASIDE "COOL"

There is a burgeoning 21st Century revival in the UK's coastal towns and cities. It is not happening everywhere but it is happening in places as diverse as Cardiff Bay, Leith Docks, Liverpool waterfront, Scarborough, Brighton, Blackpool, Weston-Super-Mare, Hastings and Margate. In Plymouth, Royal William Yard is probably the best example of this. Previously neglected and unloved seaside towns and derelict waterfronts are becoming fashionable and cool again. There is no regeneration model that can easily be transplanted from one place to another. However, there are a number of common themes that seem to be driving change.

These include:

- The celebration of good food, especially locally sourced food, fish and seafood, food festivals;
- A growing arts community with cheap and affordable gallery space and the curation and management of big arts events, festivals and art fairs;
- The re-use and appropriation of iconic historic buildings and structures such as piers, warehouses and boat sheds;
- New boutique hotels and bars;
- Great new public realm spaces and facilities that focus on comfort and relaxation with pop-up cocktail and juice bars, places to lounge and to socialise;

IMAGE CREDIT ©
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2. KOOKIE
3. HERRY LAWFORD
4. GERRY MACHAN
5. ROBERT PITTMAN
6. GRAHAM RICHARDSON



VARIETY OF CHARACTER ALONG THE WATERFRONT

- The increasing interest in active and extreme sports and in particular activities like diving, wild swimming, kayaking, kite-surfing, sailing, triathlon and other endurance sports
- More people using the water generally, more sailing, power boating, jet skiing and increased use of ferries and water taxis;
- National and International events such as major sailing races, tall ships, national fireworks events, music festivals and sports events such as marathons and fun runs.

A CONNECTED MOVEMENT NETWORK ON LAND AND WATER

In the City Centre Masterplan we have highlighted the importance of connecting the City Centre and the Waterfront. As the City population grows there will be an even greater demand to improve the quality of public transport in terms of service, frequency and experience. Pedestrian and cycle networks will need to be improved with better crossings of busy roads. The potential for water transport to become a mainstream public transport option is clear. It is largely recreational rather than a commuter service at present but this could change over time. The challenges are sea conditions, especially in winter, investment in suitable craft with all the regulation and safety considerations, investment in landing facilities and the co-ordination and co-operation of individual operators, common timetabling and real time information. All things that could in time deliver a comprehensive transport network that connects every part of the city on land and on water.

LIVING HISTORY

The layering of history in a city like Plymouth stimulates great interest and an increasing thirst for interpretation and knowledge. Few cities can have such a rich layering that can span the Vikings, the Spanish Armada, the voyage of the Pilgrim Fathers, Napoleonic War, Transatlantic travel by ocean liner, World War II and the pioneering sailors who conquered the globe single-handed and many more things besides. With 480 wrecked ships on the seabed in Plymouth Sound much of the Cities history remains unseen and relatively unknown. The development of the History Centree will provide a huge stimulus, not only as an educational facility for the City and for future generations but also as a major visitor attraction. There is a great opportunity to develop a comprehensive network of history trails and interpretive material to bring the whole waterfront to life in a way that it has not done before.

There is a powerful message running through all the forces for change set out above and that is the essential ingredient of “place” and the art of place-making in attracting investment and in generating enterprise. This means place-making in its widest sense from bringing the right kind of land uses and activities together to generate community life and commerce to improving the built environment. Plymouth has an extra-ordinary advantage over most other cities by virtue of its remarkable location and the stunning natural setting. No other city can boast of such natural riches in terms of place-making. The clear message for the City Centre going forward is that the focus on “place” in the built environment, something that can match the City’s natural setting, will sustain investment and bring success and that the purpose of this masterplan is to shape decision-making in pursuit of this goal.

PRESSURE ON THE WATER’S EDGE AND THE SQUEEZING OF MARINE INDUSTRIES AND MARINE RELATED EVENTS

The great value that waterfront locations generate, particularly for residential development, but also for other uses too like food and drink, hotel and leisure can put real development pressure on industries and events that depend upon access to the water and land-side storage and service areas. Marine industries and marine related events big and small not only make a vital contribution to the City’s economy and support local jobs and highly specialised skills but they also make the City’s waterfront what it is. A city like Plymouth owes its existence to marine related industries, fishing and hosting large events and it will be important to protect those uses that rely on the waterfront and to maintain its working character and its grittiness. This must not be lost in the pressure to find sites and deliver other areas of economic development.





IMAGE CREDIT © GERRY MACHAN



3.0 PRIORITY THEMES

1. SIGHTS AND SOUND

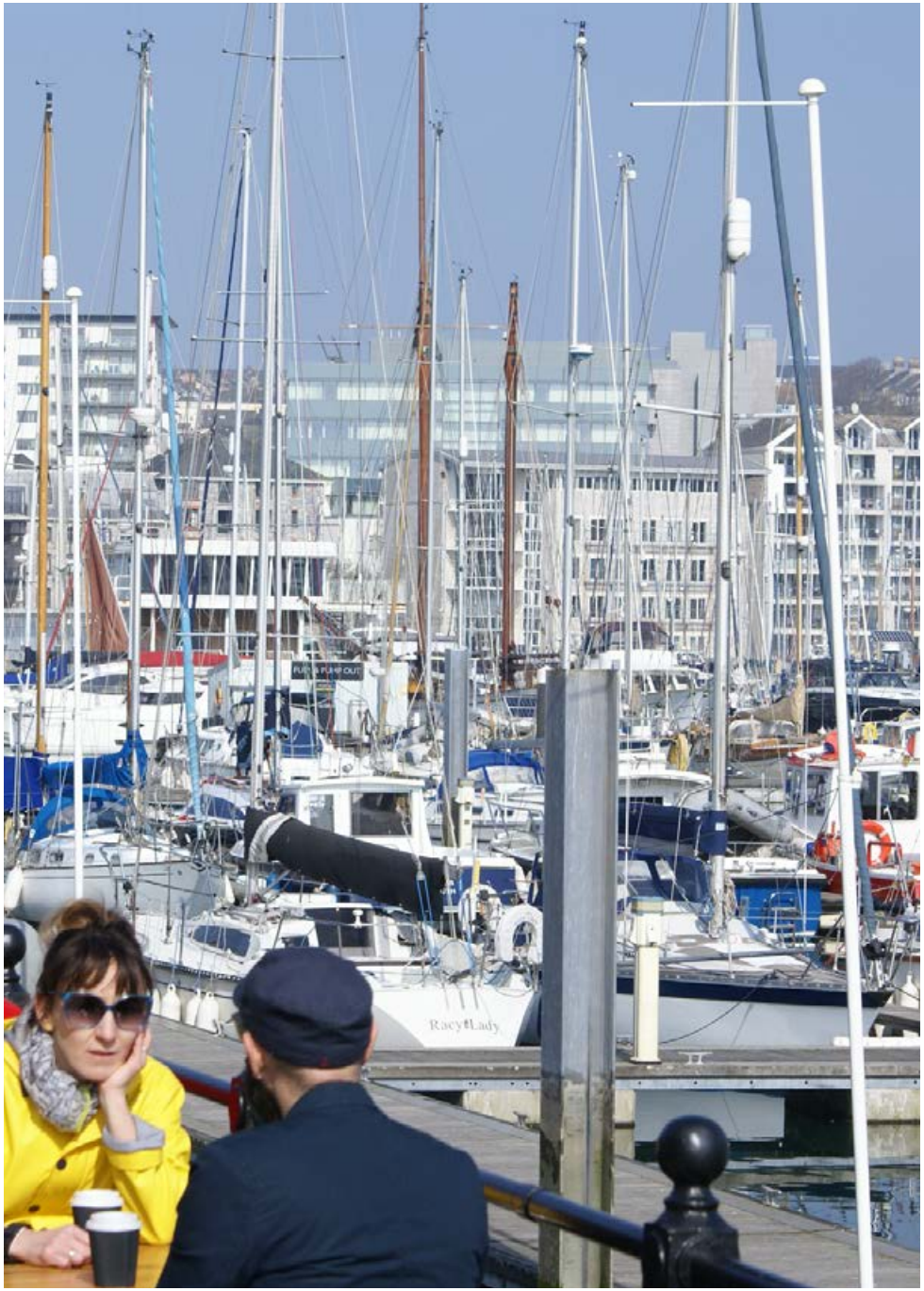
This priority is about promoting the Sound in its broadest sense as the unique, defining and unifying element at the centre of the city. This remarkable body of water is a key part of the life, history, culture, identity and economics of the city it is also an internationally recognised and protected habitat and creates a setting of outstanding natural beauty. As diverse as the waterfront areas are in terms of their use and character, the Sound is the one element that ties everything together and can be used to set Plymouth apart from any other city when promoting what the city can offer. Plymouth is Britain's Ocean City and the natural harbour of the Sound is one of the main reasons why.

For the masterplan this will be about prioritising sites that have a front row seat on the Sound which can continue to shape Plymouth's future and enhance the enjoyment of this most incredible setting. The masterplan will also seek to ensure that routes to it are clearly defined. These routes should act as key lines of activity in the city drawing people to the waterfront and allowing the influence of the water to spread further into the city via direct and attractive links which can drive change. This theme is also a recognition of the wider range of sites which share this complex waterfront and ensuring proposals fit within the wider context. The masterplan will also explore opportunities to increase use and enjoyment of the Sound both in terms of views of it and opportunities to get into and next to the water, increasing its use for recreation and transport while recognising the ecological importance and sensitivities associated with it.



2. A WORKING WATERFRONT

Plymouth's waterfront has shaped the history of the city and continues to host a vast range of activities and users which are critical to it's economic success. Among other things, the waterfront is home to the largest naval base in western Europe, a commercial port which handles over 2 million tonnes of goods a year, an incredibly successful and busy fishing industry, research, development and industrial institutions, 5 Gold Anchor Award marinas and international ferry terminal. The Plymouth Plan Part One sets a clear policy direction that gives priority to development that requires close proximity to the sea. It also safeguards the port functions and the area's role in providing key infrastructure and land to support the marine sector, particularly for those sites with deep water berths. This priority theme is therefore about building into this masterplanning process a recognition of the importance of the waterfront area to a wide range of users and the need to safeguard port functions and marine related industries and events while meeting the need to improve use of and access to underused waterfront sites, to regenerate and support waterfront neighbourhoods and improve key waterfront visitor destinations and experience to support the visitor economy. This priority theme is also a recognition that an authentic, working waterfront will be the most interesting to experience and is clearly the only sustainable future for the waterfront. There are opportunities to balance these needs for example making parts of the fish quay in Sutton Harbour more accessible and visible to visitors as part of the waterfront experience and among many others, Aukland Sydney and Looe present successful ways of achieving that.



3. IMPROVING WATERFRONT EXPERIENCE

This priority theme is about quality of place, increasing activity and enhancing resident and visitor experience of the waterfront. The masterplan will be reviewing an area of the city which already has so much to offer visitors to the city from individual attractions such as the National Marine Aquarium, Lido and Hoe Park to thriving and beautiful city quarters such as Sutton Harbour, Barbican and Royal William Yard as well as the stunning setting of the Sound itself and the opportunity to discover the history of the city. Plans are emerging and progressing all the time for new and improved assets such as the growing Millbay neighbourhood, History Centre and Mayflower 400 programme. One of the priorities for this Masterplan is to continue to identify opportunities to sensitively enhance and renew what is already there and explore whether there is potential for more substantial change in other areas. This may mean refreshing areas which are already important destinations, not just finding new ones, and making sure they are working as hard as they can in terms of quality of experience year round and that they send the right message about the life and future of the city. For example, the area around the Hoe is one of the most visited areas of the waterfront and is ingrained in the identity and image of the city but interestingly doesn't score that well on visitor reviews on quality of experience and this is one area which the masterplan will focus. This priority is equally important for visitors to the city as it is to existing residents, ensuring that the image and first impression gives the desired message about the city. Finally, is also about ensuring that there is the right kind of accommodation to allow people to stay for longer trips and support high profile destinations and events, in particular there is a need for high quality hotel accommodation and one of the objectives for the masterplan is to identify attractive and landmark sites which are capable of providing a great visitor experience.



4. CONNECTING WATERFRONT NEIGHBOURHOODS

The perceived disconnection between areas of the City Centre and waterfront is one of the challenges for the masterplan. The strategic masterplan will explore how to improve peoples understanding of what is on offer, how areas of the city relate to each other and the best way of moving between them. One of the key parts of this priority theme is strategic and it is about offering genuine choice in modes of travel in this part of the city including boosting the walking and cycling culture and, specifically between the City Centre and the Waterfront. This is partly about improving wayfinding and signage but also about highlighting new strategic linkages across and through the city. Through co-ordination with the City Centre Masterplan this can partly be achieved by clearly defining the major lines of activity connecting key parts of the city and exploring opportunities to improve the public realm and pedestrian/cycle experience of moving along them. It is also about defining how people arrive at the city and considering where car parks are located or not located to reduce traffic on smaller roads and encourage other modes of transport within the core areas.

The waterfront walk is already an important part of connecting waterfront neighbourhoods, it also forms part of the South West Coast Path and is therefore a key part of the visitor experience. There are inherent challenges in navigating areas of the waterfront particularly around sensitive land uses and topography but one of the priorities for the masterplan is to look to increase activity and enhance the experience of moving along key sections of this route at all times of the day and year. There are opportunities too for greater use of water transport to link areas all the areas of the waterfront but particularly those which are more difficult to reach by walking and cycling. Here, there is an opportunity to improve coverage and raise the profile of water transport so that using the water for movement and transport is an inherent part of peoples understanding of how to experience and move around Plymouth, even before they arrive. This requires a simplicity and clarity to when, where and how movement is possible. A map which is memorable and provides the clarity of London's underground map, Venice's Vaporetto Route Map or even the St Mawes Ferry Map in Falmouth's is a key ingredient as is the method of buying and using tickets for instance day passes which could be combined with land based transport or parking to make using the service as convenient as possible.

Finally, this priority theme is about channelling investment where it can have the greatest effect; by ensuring that existing destinations and areas already undergoing investment are effectively joined up and well connected to ensure the combined effect of any interventions can be greater than the sum of its parts. The Masterplan Strategy will explore this in more detail.



IMAGE CREDIT © READING TOM

5. A WORLD CLASS WATERFRONT

This priority theme is about ensuring that any interventions in the waterfront are driven by the qualities which are capable of helping Plymouth stand on the world stage. Partially this is about ensuring that the standards of design are raised everywhere but in particularly in landmark locations to match that of the stunning surroundings. It is about recognising the areas which are key to defining the image and identity of the city and insisting on absolutely the highest standards of design. This is particularly important as the opportunities for change are so limited and any intervention, no matter how small, can have a dramatic effect on how the waterfront is perceived. The character of the waterfront varies dramatically from medieval cobbled streets of the Barbican, the grand 19th century terraces of the Hoe, through to the impressive mid century character of the City Centre and incredible set pieces such as Royal William Yard. Each of these areas are a distinct and visible part of Plymouths story setting it apart from anywhere else and it is essential that design intervention responds to and strengthen the unique character, qualities and heritage of each of the distinct waterfront neighbourhoods in an imaginative and forward looking way.

Also, as Britain's Ocean City this priority theme is about developing a coastal design language for the public realm which celebrates the special qualities of large scale, open, exposed coastal location using materials and planting which naturally colonise waterfront locations and ensuring that the public realm allows the full appreciation and enjoyment of such a special setting.

Finally, this priority theme is about continuing to uncover and tell the stories which have shaped Plymouth, some such as the sailing of the Mayflower are well known and cause for large scale celebration, but there are countless other untold stories and facts which can be told and discovered. Emerging work on heritage trails and public art strategies will be key in realising the potential of this and the masterplan will explore opportunities to create a framework for these initiatives to come forward.



One of the most important jobs of the Strategic Waterfront Masterplan is to focus interventions and investment in a way which can enhance the existing experience of visiting the City Centre and waterfront. There was a shared view that the waterfront is Plymouth's unique selling point and already has so much to offer and that investment is already underway in a number of key locations to expand that offer. However, one of the most common issues discussed with local groups was the lack of legibility and barriers or at least perceived barriers to movement between key areas and destinations in the city. At the highest level the strategy for this masterplan is therefore to understand where the key destinations and areas of investment are, clarify the major lines of activity between these and prioritise interventions which bring together the city centre and waterfront areas to ensure that future investment is channelled and focussed in a way which captures the full potential and delivers the greatest impact for the waterfront.

This strategy is illustrated below and demonstrates how this approach could provide a more coherent structure for the waterfront and city centre area and points to a masterplan which prioritises enhancement of key waterfront locations and draws activity, value and investment back along a number of major waterfront connections.

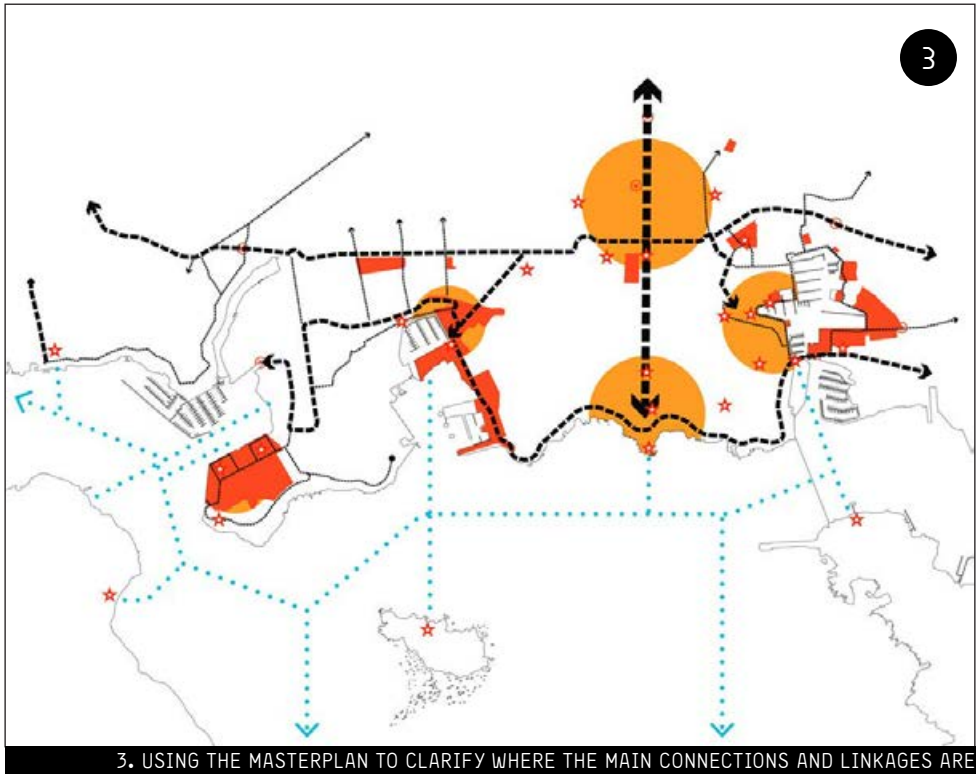


1. EXISTING MAJOR DESTINATIONS AND ATTRACTIONS

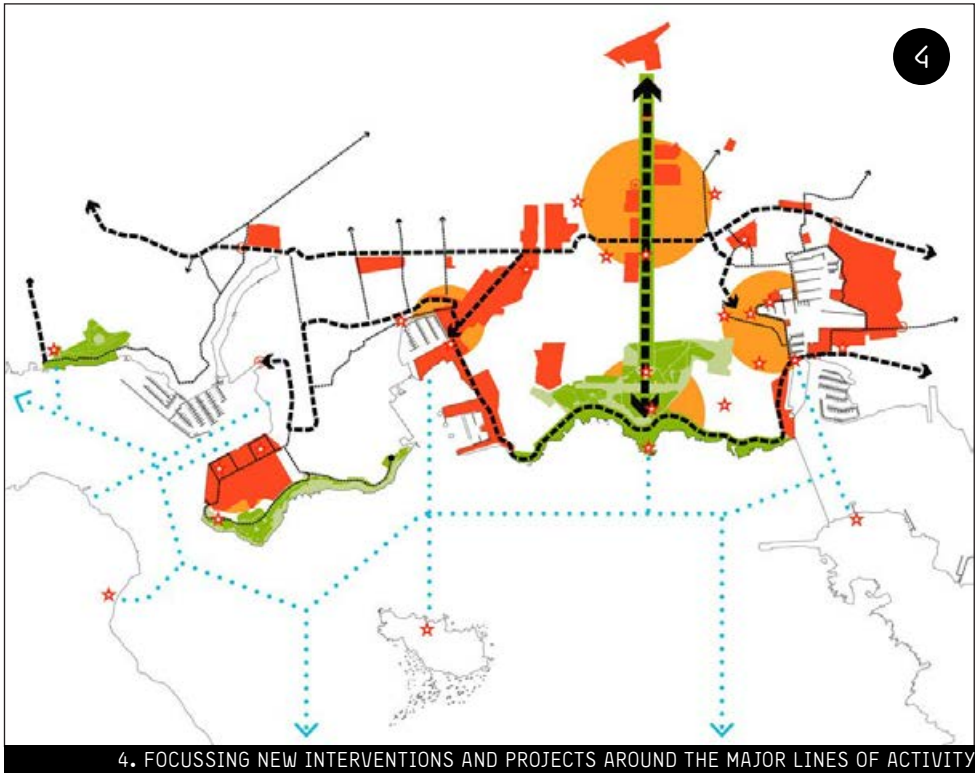


2. PLANNED INTERVENTIONS AND PROJECTS

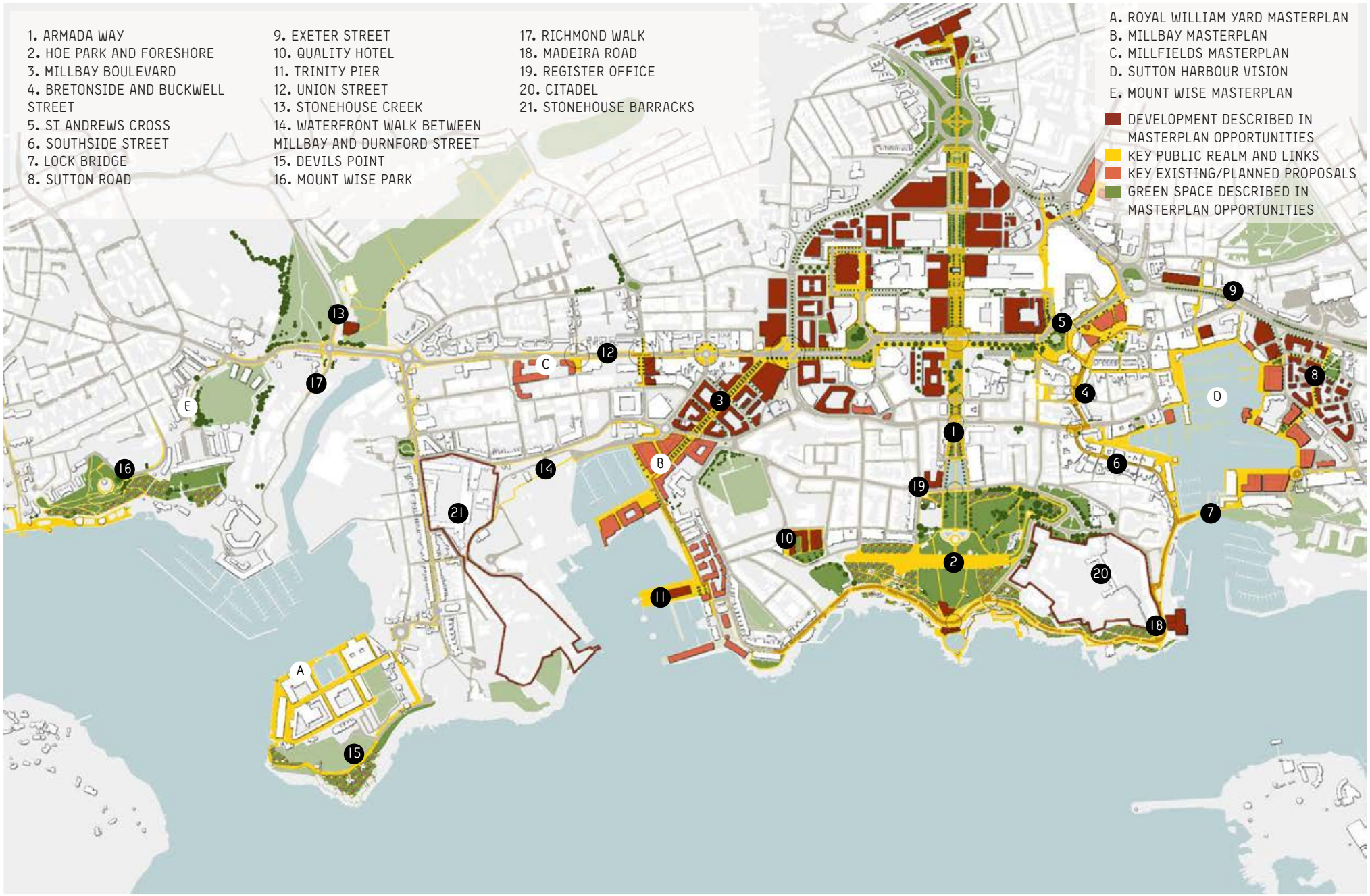
4.0 MASTERPLAN STRATEGY



3. USING THE MASTERPLAN TO CLARIFY WHERE THE MAIN CONNECTIONS AND LINKAGES ARE



4. FOCUSSING NEW INTERVENTIONS AND PROJECTS AROUND THE MAJOR LINES OF ACTIVITY



MASTERPLAN OPPORTUNITIES

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5.0 MASTERPLAN OPPORTUNITIES

The Priority Themes set an aspirational vision for Plymouth's waterfront which requires a substantial level of change, the following Masterplan Opportunities begin to identify areas of the waterfront where intervention would help to deliver aspects of the Priority Themes. The opportunities identified offer potential to meet demand for a particular type of space in the city or are important in improving the quality of place and experience. As the title suggests the plan should be seen as an opportunity or invitation to reimagine an area of the waterfront and consider how it could be transformed to help the city thrive. The plan is an important step in defining areas where site allocations, intervention and investment are most needed and should be considered further. The opportunities have been identified through an extensive, collaborative design process which also draws heavily on the existing waterfront evidence base. Volume Two sets out in more detail the process, consultation and evidence behind developing the masterplan. All the opportunities shown would be subject to further detailed design and testing.

1 ARMADA WAY

- The City Centre Masterplan positions Armada Way as the centrepiece and show stopping feature of the city centre. As an axial route and urban park through the city it has the potential to be a major asset for Plymouth but the scale, purpose and grandeur of the route has been lost over time and it is perhaps the most significant opportunity for the transformation of the city and its relationship with the waterfront.
- There is potential to reconfigure and simplify the public realm and prioritise development opportunities which front onto this route to help recapture its grandeur, scale, potential and purpose as the primary connection between the city centre and waterfront. The opportunities for this route are highlighted in the Plymouth City Centre Strategic Masterplan report and in the Major Inventions section below.

2 HOE PARK AND FORESHORE

- The area around The Hoe offers significant opportunity for improvement, the park is one of the most visited places on the waterfront but could perform better on reviews on quality of experience. It is an inherent part of Plymouths identity offering elevated views over the Sound, playing host to iconic monuments and accommodating major city events.
- Opportunities to increase and extend activity into quieter times of day and year, to enhance the character and quality of the public realm and improve the connectivity between the Park, Hoe Road and the Foreshore are explored further in the Major Interventions section.

3 MILLBAY BOULEVARD

- The aspiration to create stronger links between the city centre and waterfront areas couldn't be more strongly expressed through conversations with local stakeholders and interest groups. The proposed Millbay Boulevard is a crucial part of achieving that aspiration. A clear, direct and attractive route is key in drawing the growing influence Millbay towards the city centre and allowing the value and attraction of the waterfront to spread further into the city.
- The Boulevard has been implemented in part to the south in the emerging Millbay neighbourhood and the opportunity exists for it to continue north as far as Union Street with substantial

redevelopment of the land on both sides of the route to extend the residential led mixed use neighbourhood around Millbay. This opportunity is explored further in the Major Interventions section.

4 BRETONSIDE AND BUCKWELL STREET

- There is a need for a direct and clear link between the city centre and Sutton Harbour; the equivalent of Armada Way and Millbay Boulevard to the west. Currently there are a number of potential routes to take but it is not clear how to move between the two in the most efficient way.
- Bretonside and Buckwell Street offer the most direct way of connecting the key areas of activity; that is the area around the Parade Ground and Southside Street in Sutton Harbour and the junction of Royal Parade and Old Town Street which in turn lead into the rest of the city centre.
- That is not to say that this is the only link between the city centre and Sutton Harbour, other routes take visitors through attractive areas and streets of the Barbican and past key heritage assets on the way to the waterfront. However, there should be a distinction between routes which may appear on a heritage trail which allow slower exploration of an area and a route which is clearly signposted on the ground and is simply about moving efficiently from one area to another.
- Opportunities to allow Buckwell Street to become a key connecting route are an important part of the Mayflower 400 events and are explored in the Major Interventions section:

5 ST ANDREWS CROSS

- St Andrews Cross sits at an important point in the city centre and is key in defining its relationship with the Barbican and Sutton Harbour. Reconfiguration of St Andrews Cross from its current roundabout arrangement to simplified junction would help to improve connections between the city centre towards the Barbican, Sutton Harbour and proposed Drakes Leisure
- It would also help to bring areas of green space and the fountain in the centre of the roundabout back into beneficial use as accessible areas of public realm which would extend seamlessly back into the generous, green character of Royal Parade.
- Enhanced public realm and extended green space would provide a fitting setting to the surrounding historic buildings and provide space for new pavilions and kiosks to introduce greater activity and life along this route.

6 SOUTHSIDE STREET

- Explore the potential to make Southside street pedestrian/cycle priority at busy times of the day and year and to minimise the visual and physical intrusion of vehicles to support its role as an attractive, narrow, bustling shopping street.
- The first phases could be low cost interventions which seek better management of access, on-street parking and servicing to avoid busy times of the day.
- Longer term phases could seek to implement public realm and paving scheme to give greater continuity of materials with other streets around the Barbican with use of natural stone from building edge to building edge.

7 LOCK BRIDGE

- The Lock Bridge is a crucial piece of the waterfront walk which is in need of investment.
- Given the significance of the bridge in connecting key areas of the waterfront, the need for repairs and proximity to the Mayflower Steps there is perhaps an opportunity to replace the structure with a more substantial landmark bridge which can also commemorate the Mayflower 400 events.
- Any changes should seek to make adequate provision for both pedestrians and cyclists.

8 SUTTON ROAD

- Positioned between Exeter Street and Barbican Approach, the site can help form part of an improved gateway as part of one of the principal arrival points into Plymouth.
- The area around Sutton Road offers the opportunity to define a new residential led mixed use neighbourhood with a significant element of office accommodation, business start up space and active ground floor uses away from key marine and fishing sites.
- The site offers the opportunity to introduce a greater residential population into the waterfront area to help increase levels of activity throughout the day and year. The opportunities are explored further in the Major Interventions section.

9 EXETER STREET

- Improve the arrival to the city from the east by road.
- Explore opportunities to provide improved surface level pedestrian/ cycle crossing at the junction with Vauxhall Street to provide a better link between neighbourhoods to the north of Exeter Street and Sutton Harbour. Crossings should aim to optimise pedestrian and cycle cross times in a single stage where possible and make environmental improvements to improve pedestrian/cycle experience.
- New built frontage in key locations to improve the sense of arrival and approach into the city centre. Key areas include the area opposite Jury's Inn replacing two storey retail units with larger scale landmark buildings with student accommodation and office space over retail uses at ground floor level.
- Explore potential for avenue tree planting, audit highways infrastructure to minimise visual clutter and introduce planting in wider sections of footpaths.
- Make improvements to the underpass along North Street including enhanced lighting scheme and providing greater level of enclosure and overlooking of the approach to the underpass from the north as part of the potential development scheme opposite Jury's Inn.

10 QUALITY HOTEL

- The Quality Hotel site occupies one of the most enviable locations in Plymouth overlooking Hoe Park and the Sound; it has a front row seat on Plymouth's iconic waterfront. Unfortunately the building has sat vacant and been subject to vandalism and fire damage leaving a significant eye sore in the city.
- The quality hotel site has recently been bought by Plymouth City Council and a significant opportunity exists to comprehensively redevelop the site with potential to meet existing unmet demand for 4* hotel accommodation as well as substantial residential development in keeping with surrounding areas.
- The site also offers the opportunity to improve east – west connections between Walker Terrace and Grand Hotel Road improving waterfront links between West Hoe and Millbay.

11 TRINITY PIER

- The current proposal to combine the ferry terminal and cruise terminal at Millbay would potentially free Trinity Pier up for other uses as well as offer the opportunity to improve the arrival experience at the port environment.
- Any reuse of this pier should safeguard access to the water at the end of the pier and ensure publically accessible areas around the waters edge.
- Subject to structural surveys, the site offers potential for a new buildings as part of the ongoing regeneration of Millbay.
- A significant public-facing marine technology, marine events, cultural, events or arts space potentially offering new flexible exhibition and studio space should be explored to offer a major new attraction making Millbay more of a destination. The area around Millbay is described in more detail in the Urban Design Framework section of Volume 2.

12 UNION STREET

- Originally built to connect the towns of Plymouth, Stonehouse and Devonport, Union Street is a busy, transport corridor connecting east – west across the city. It must also play the role of a neighbourhood street linking the communities to the north and south providing a centre to the surrounding area and a fitting gateway to the city centre from the west.
- There are a number of potential interventions along the length of the route which could help Union Street fulfil its multiple functions:
  - The northern section of the Millbay Boulevard, which along with a re-configured junction with Western Approach and redevelopment of Colin Campbell Court and Western Approach car park will define a new eastern approach to Union Street and a seamless connection into the west of the city centre.
  - The proposals on the Millfields Trust site aim to place this site at the heart of the Stonehouse community. The Genesis building was the first phase of this community based regeneration scheme.
  - Re – use of the Palace Theatre and Revival Prayer Centre in the impressive art deco building will introduce new life in key landmark buildings providing a catalyst for wider regeneration.
  - Improved north – south links across Union Street could be explored further improving connections between surrounding neighbourhoods.

13 STONEHOUSE CREEK

- The secondary school use allocated in the Millbay and Stonehouse Area Action Plan for this site is no longer required.

- The site offers the opportunity to provide a new small community led or leisure based land use and parking facility to encourage greater use of the green corridor, help better define the western end of Union Street and relieve pressure on city centre, waterfront and Royal William Yard car parks at busy times.

14 WATERFRONT LINK BETWEEN DURNFORD STREET AND MILLBAY

- Plans are progressing for a pedestrian and cycle route through the ferry terminal between Durnford Street and the emerging Millbay waterfront. The intention is to better connect Millbay with Stonehouse Peninsula and Royal William Yard completing a missing piece of waterfront walk.

15 DEVILS POINT

- Improve the character and quality of green space around Devils Point including introduction of planting, materials and furniture to reflect the coastal character and ecological value of the site.
- Promote a circular walk around Devils point and Admiralty Road which can form part of the experience of visiting Royal William Yard.
- Introduce feature lighting and public art as part of comprehensive schemes for the waterfront.
- Maintain and Restore access points to the water and salt water pools and fishing access.
- Explore potential for additional parking on the reservoir site to support further regeneration in Royal William Yard.

16 MOUNT WISE PARK

- Mount Wise Park is as important as a neighbourhood park to Devonport and Mount Wise as it is a part of the rest of the city waterfront. Park uses and activities which support these neighbourhoods will be key to realising the potential of this space. Existing play and lidos are key part of that role.
- Improve arrival points from George Street and James Street which are the main links back to Devonport and Mount Wise, and provide better signage and improved links between the park and Richmond Walk as part of a waterfront route
- Improve the character and quality of green space including introduction of planting, materials and furniture to reflect the coastal character and ecological value of the site.

17 RICHMOND WALK

- Retained as a working area of waterfront and marine related employment with potential for small scale introduction of other uses including live-work or potentially residential to support activity and the streets role as a part of a waterfront walk.
- Public access maintained along Richmond Walk with any new development planned to better address and overlook the street to improve the quality and safety of the route.

18 MADEIRA ROAD

- This is an outstanding landmark site located at the western side of the entrance to Sutton Harbour. The site was identified for development as part of the Sutton Harbour AAP. Elphinstone Quay offers potential for a landmark building which could help draw activity up Madeira Road potentially accommodating a hotel to help meet the need for high quality accommodation in the city. Any proposals would need to demonstrate that the wider Commercial Wharf and Phoenix Quay sites can still be safeguarded to support marine events.
- The prominence of the site, proximity of listed buildings and structures, presence of the Barbican Conservation Area and the proximity of the Citadel would require a design response of the very highest standard.
- Sufficient space for car parking, boat storage, access to quays and slipways should also be retained.

19 REGISTER OFFICES

- The register office sits at a strategically important site at the point where Armada Way meets Hoe Park. However in its current form does not

contribute enough to the enclosure and activity of these important spaces.

- An opportunity exists to greatly increase the amount of development on this site including office, hotel or residential in landmark building with active ground floor uses to encourage greater activity in Hoe Park and Armada Way. The prominence of the site would require a building design of the highest quality.
- If the register office use is not retained on this site it should remain in close proximity to the area around the Hoe.

20 THE CITADEL

- In the short term, plans are progressing to maintain access and tours into the Citadel which are subject to agreement with the MOD.
- If in the longer term the site is no longer required by the MOD, this would raise significant questions over the future of this incredible site. In the context of this masterplanning study, a clear desire to see Plymouth celebrate its heritage and cultural identity have been expressed and sites such as this would offer a unique opportunity to do just that. It is a unique site which could transform the identity of the waterfront if the right use can be found. Should the site become available opportunities for a major cultural or events venue should be explored in full instead of simply following a market-led outcome.

21 STONEHOUSE BARRACKS

- The site has been identified for future release as a development opportunity. This is a large and complex site with significant heritage and recreational assets. A thorough analysis of the site and its assets and a careful masterplanning exercise required to determine the extent and nature of the future opportunity. Subject to the outcome of the masterplan the site is initially considered suitable for a mix of uses including residential, leisure, hotel and recreational.

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MAJOR INTERVENTIONS LOCATION PLAN

6.0 MAJOR INTERVENTIONS

Each of the Major Interventions have been identified and explored in more detail because of their significance in achieving one or more of the Priority Themes. They have been defined as a priority for the City Centre over other Masterplan Opportunities because they are capable of meeting a clear market need or represent an overriding place-making opportunity to transform an underperforming area of the city centre. The Major Interventions are capable of delivering landmark projects which can introduce new land uses, change perceptions of the city and act as a catalyst for further regeneration. They are focussed on enhancing and connecting key areas of the waterfront in line with the Masterplan Strategy highlighted above. Each of the following projects will be tested in more detail to help define which sites ought to be allocated in the Plymouth Plan Part 2.

A Armada Way

B Hoe Park and Foreshore

C Millbay Boulevard

D City Centre to Sutton Harbour

E Sutton Road

ARMADA WAY

The City Centre Masterplan positions Armada Way as the centrepiece and show stopping feature of the city centre. As an axial route and urban park through the city it has the potential to be a major asset for Plymouth but the scale, purpose and grandeur of the route has been lost over time and it is perhaps the most significant opportunity for the transformation of the city and its relationship with the waterfront. It should be planned as the pre-eminent route in the City Centre and be read as a single continuous linear space connecting multiple neighbourhoods across the City Centre from the train station to the Hoe.

The City Centre Masterplan identifies opportunities for redevelopment along its length starting with the train station defining a new arrival and northern extent of the route. Changes are proposed to the route itself too; giving a clear function to sections of the route as well as allowing movement through the centre of the space and rationalising planting into compact and linear avenues to open up views and provide the opportunity to appreciate the impressive scale and significance of the route. This treatment should continue into the waterfront area to ensure Armada Way can perform its role as the primary connection from the waterfront at the Hoe to the train station in the north through the heart of the city. Walking and cycling improvements to Armada Way will be delivered by 2021 as part of the long term transformation of this route.

- The section of Armada Way between Princess Street and Hoe Park currently suffers the same problems as northern sections of the route where sub division and insensitive planting have domesticated the space and do not allow an appreciation of the whole route. The spaces along the route are also underutilised. Opening up views, removing obstructive level changes and walls allowing movement through the middle of the route will all help to recapture the grandeur and scale of Armada Way while rationalising planting and materials will reduce ongoing maintenance.
- Possibly introducing water into this section of Armada Way through terraces would offer drama and intrigue in an area where the enclosing buildings do not offer much activity. This could offer a more sheltered and enticing encounter with water before the local landform, which keeps the Sound hidden from view, takes visitors back up hill onto Hoe Park offering exposure and exhilarating views over the Sound.
- Armada Way should be one of the primary addresses in the city and where possible opportunities should be explored to focus investment and regeneration along this route. For that reason the Masterplan Opportunities identifies the Register Office as an opportunity to add a greater level of intensity and activity fronting onto this section of the route and should be used as an opportunity to add high quality residential, office or hotel accommodation.

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MASTERPLAN EXTRACT: ARMADA WAY







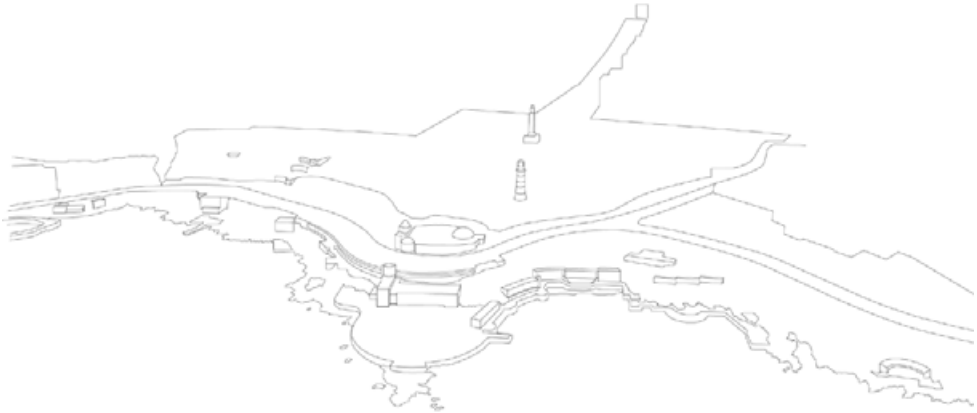
IMAGE CREDIT © DANIEL LOBO



IMAGE CREDIT © CLAIRE BORLEY

INTRODUCING WATER, OPENING UP VIEWS AND ALLOWING MOVEMENT THROUGH THE CENTRE OF ARMADA WAY

HOE PARK & FORESHORE



The area around The Hoe offers significant opportunity for improvement, the Park is one of the most visited places on the waterfront but could perform better against reviews on quality of experience. It is an intrinsic part of Plymouth's identity offering elevated views over the Sound, playing host to iconic monuments and accommodating major city events.

The Park is an important events space for the city and as such needs to retain that flexibility and open nature which allows the space to be used in any number of ways. Equally, on quieter days the setting of the monuments and iconic structures and elevated, panoramic views of the Sound must also be respected.

INTRODUCING A COASTAL DESIGN LANGUAGE

The quality of experience will therefore, to an extent, be determined by the activity and mix large scale and day to day programme of events on offer. However, one of the key opportunities for improving the quality of visitor experience day and year round revolves around introducing a new, coastal design language for the park replacing the current municipal character of the planting and public realm which wouldn't be out of place in any park in any other English town or city. Instead, interventions could be made which celebrate the special qualities of such a large scale, open, exposed, coastal location. In practice this may mean introducing planting such as long grasses and native flowering plants at the margins which colonise other local areas of seafront naturally, using weathered materials, colours and textures which you would expect to find, see and touch when visiting the coast and introducing more playful elements which make a virtue of the wind and light which is unique to these kinds of places. Any planting interventions at Mount Wise, The Hoe and Devil's Point must reflect the County Wildlife Sites in these locations and use suitable, native locally sourced species.



MASTERPLAN EXTRACT: HOE PARK AND FORESHORE

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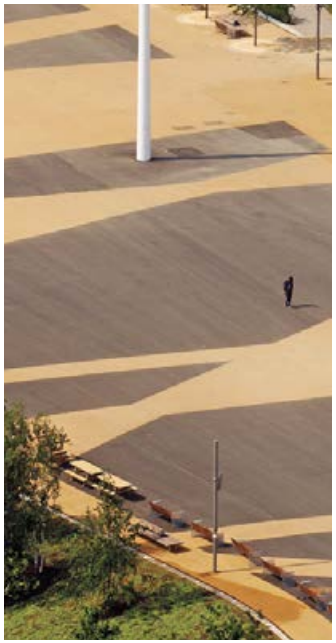



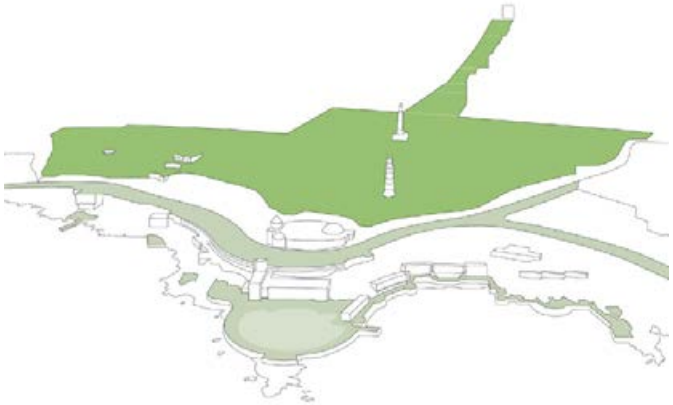









IMAGE CREDIT © LANDSKIPPY



THREE SEPARATE ENTITIES: THE PARK, PROMENADE AND FORESHORE



CONNECTING THE PARK AND PROMENADE

CONNECTING THE PARK AND THE PROMENADE

Another key opportunity revolves around how the relationship between the Park, Hoe Road (or promenade) and Foreshore works. These are the three key elements to the Hoe and each in their own right offer a unique experience for visitors. However, each are currently experienced as separate entities divided by substantial changes in level. To capture the full potential of all three elements they must be seen and experienced as one place.

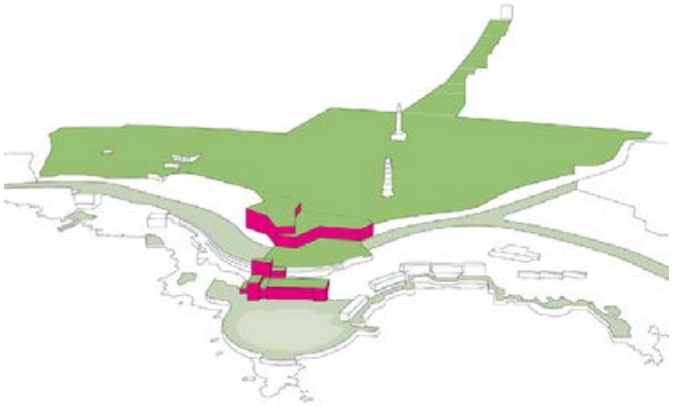
The biggest challenge for the masterplan in this part of the waterfront is to use the change in levels as the thing which unifies the three elements seamlessly and forms a positive part of the waterfront experience. The fundamental challenge in achieving this is creating seamless connectivity between the Park and Hoe Road.







PRECEDENT IMAGES – PLANTING AND SEATING TERRACES TO MAKE THE CHANGE IN LEVEL BETWEEN THE PARK AND PROMENADE AN ASSET RATHER THAN AN OBSTACLE



CONNECTING THE PARK, PROMENADE AND FORESHORE

There are a number of ways of achieving this including:

- Using bold coastal planting and seating terraces cut into and stepping down the slope offering south facing views over the Sound.
- Using the change in level to accommodate a new public building cut into the landscape and extending from the park offering roof access and a series of terraces and internal access to move between the levels. The building could provide around 2,000sqm of space accommodate a range of leisure, culture, heritage and arts space.
- Visually tie the elements together with grater consistency in design language including materials, street furniture and planting.





IMAGE CREDIT © LIAN CHANG

PRECEDENT IMAGES - A PAVILLION BUILDING FOR THE TIP OF HOE PARK WHICH SITS COMFORTABLY IN A PARK SETTING AND PROVIDE ACCESSIBILTY BETWEEN HOE PARK AND HOE ROAD





PROPOSED VIEW LOOKING ALONG HOE ROAD SHOWING PUBLIC REALM IMPROVEMENTS TO HOE ROAD AND POTENTIAL PAVILLION BUILDING AND NEW PLANTING AND STEPS LINKING HOE PARK AND ROAD



IMAGE CREDIT BIG ARCHITECTS



IMAGE CREDIT BIG ARCHITECTS



IMAGE CREDIT BIG ARCHITECTS



IMAGE CREDIT BIG ARCHITECTS



IMAGE CREDIT BIG ARCHITECTS

PRECEDENT IMAGES - A WORLD CLASS BUILDING FOR THE TIP OF HOE PARK WHICH PROVIDES CULTURAL LAND USE , CAN DEAL WITH THE LEVEL CHANGE AND CAN DRAW ACTIVITY TO THE FPRE SHORE AT ALL TIME OF THE DAY AND YEAR. BUILDING SHOWN IS THE DANISH NATIONAL MARITIME MUSEUM BY BIG ARCHITECTS.

LIGHTING

- The park, promenade and foreshore are poorly lit, and opportunities to provide improved functional and feature lighting as part of a broader lighting strategy for the waterfront should be explored. This is particularly important in extending activity into the evening and through quieter time of year. A functional lighting scheme should focus on enhancing the pedestrian/cycle environment and could also extend up Armada Way helping to provide continuity and enhance legibility into the evening. The scale of these spaces would mean a co-ordinated lighting scheme would make a dramatic change to the area.

THE PARK

In addition to the opportunities outlined above, the following interventions could also help improve the quality of experience at Hoe Park.

- The Park lacks seating and there are significant opportunities to build generous seating into the slope and edges of the park offering stunning south facing views of the Sound which would also help to draw activity closer to the Foreshore and avoid cluttering and limiting the flexibility of the space to host events of all scales.
- Discussions with local stakeholders have also revealed a need for a bandstand somewhere within the park possibly near the entrance from Armada Way which would help the space to host small scale events and also a need for improvements to the guard hut at the eastern entrance to the park. Any interventions, no matter how small must be of a quality which matches that of the stunning setting of the park and reflect a coastal character.
- Continue to programme and plan both large scale and small events and installations for the Park as the pre-eminent gathering space for the whole city.

THE PROMENADE

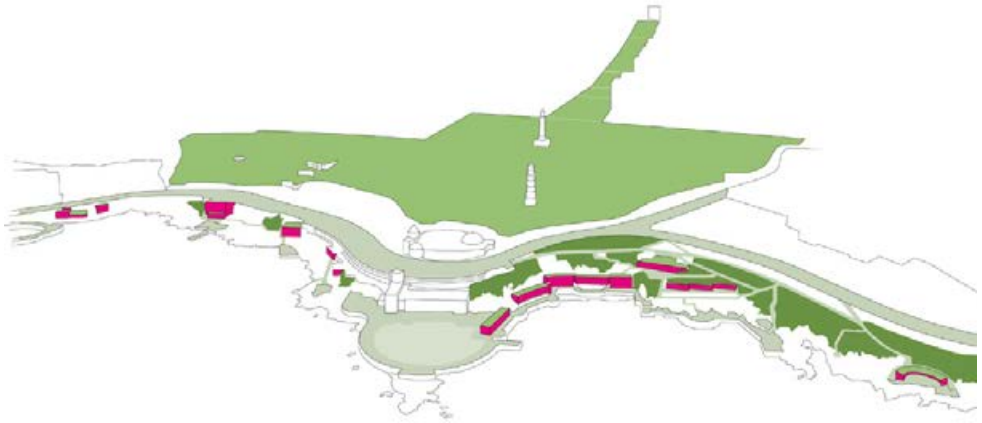
In addition to the opportunities outlined above, the following interventions could also help improve the quality of experience at Hoe Road.

- Hoe Road should be conceived as a linear park or promenade rather than retaining the municipal and engineered character of a road. In practice this means improving the quality of experience for pedestrians and cyclists, continuing the coastal design language of materials and planting described above for the park and making the park more visible and accessible from Hoe Road.
- So many other waterfront cities have large distributor roads cutting the city off from the waters edge, here this is not the case. The needs of vehicle access can comfortably be balanced with provision for pedestrians/cyclists, and promenading. In quieter times of the day and year the existing arrangement seems to work well, at busier times opportunities to either reduce the amount of on street parking or restrict vehicle access should be fully explored to provide adequate space for the volumes of pedestrians, cyclists and space for temporary kiosks and stalls to be set up along the route.
- A new iconic public building at the tip of Hoe Park could help to transform Hoe Road offering around 2,000sqm of programmable cultural and events space which can bring year round activity and better connect with the park through roof top access and internal routes. This site is one of the pre-eminent locations along the waterfront, a beautifully designed building which also provides some visual presence on the park could transform the image of the waterfront.
- The ever-changing, fascinating view of the Sound is enough to draw people along this route and in return unbroken views of the Sound should be offered from the promenade. This may mean removing light columns from the seaward side of the road, removing unnecessary signage and preventing built interventions which obstruct views.
- Opportunities for improved functional and feature lighting as well as public art should be explored as a linear trail and part of a comprehensive strategy for the whole waterfront.

THE FORESHORE

The Foreshore offers the most precious of opportunities for any waterfront city; physical access to the water. The infrastructure is in place to capitalise on this opportunity with access points from Hoe Road built into the rocky cliff side and steps, jettys and shingle beaches lead into the water and the lido offers seasonal opportunities for swimming. However, the majority of the buildings beneath Hoe Road to the east of the lido are empty and the walkways and railings need repairing in places to maintain safe access.

- Given the physical constraints in this area there are relatively few opportunities for intervention, this means that when investment and intervention is made it should demand the very highest standard of design. The quality of the design should match the quality of the incredible setting. This applies to any intervention along the waterfront, even the most modest structure or building in terms of scale can transform the identity of the area if well designed.
- The opportunity to find new uses for the empty buildings and structures should be seized, they could be filled with cafes, and shops offering bean bags, canoes, sun loungers, boat hire etc. but should focus on making the foreshore more comfortable and enticing when conditions are favourable but can be easily locked up and protected from the elements at other times.
- Any opportunities to encourage enjoyment of the water would be



INTERVENTIONS ALONG THE FORESHORE

encouraged including the possibility of opening up saltwater pools, providing pontoons, platforms and diving boards in the water to help tackle the problem of diving from inappropriate parts of the waterfront (tombstoning). Again, this may be something which is in place when conditions are favourable but can be removed at other times.

- The quality of experience is as much about the programing of events and imaginative use of the spaces which already exist. These could lend themselves to temporary exhibitions, installations or performance. Also temporarily covering over and using the lido space when not being used for swimming for these sorts of uses would make use of this incredible space at other times of the year.
- There should be a consistency in design language between this area, Hoe Park and Hoe Road so that it all feels part of the same single park or destination. This means consistency in types of planting, lighting, railings and street furniture. Opportunities to build additional seating into steep slopes could also be tested further. A key part of introducing a coastal design language is to use planting and materials which are suited to marine conditions and will weather naturally over time adding richness and require minimal maintenance and ongoing cost, for instance using materials which do not require painting each year to keep them looking their best.



A COASTAL DESIGN LANGUAGE: PLANTING









IMAGE CREDIT © CHAD SPARKES



IMAGE CREDIT © NAOTAKE MURAYAMA



IMAGE CREDIT © TRUBBLE



IMAGE CREDIT © KAREN BLAHA



IMAGE CREDIT © JIM CHAMPION

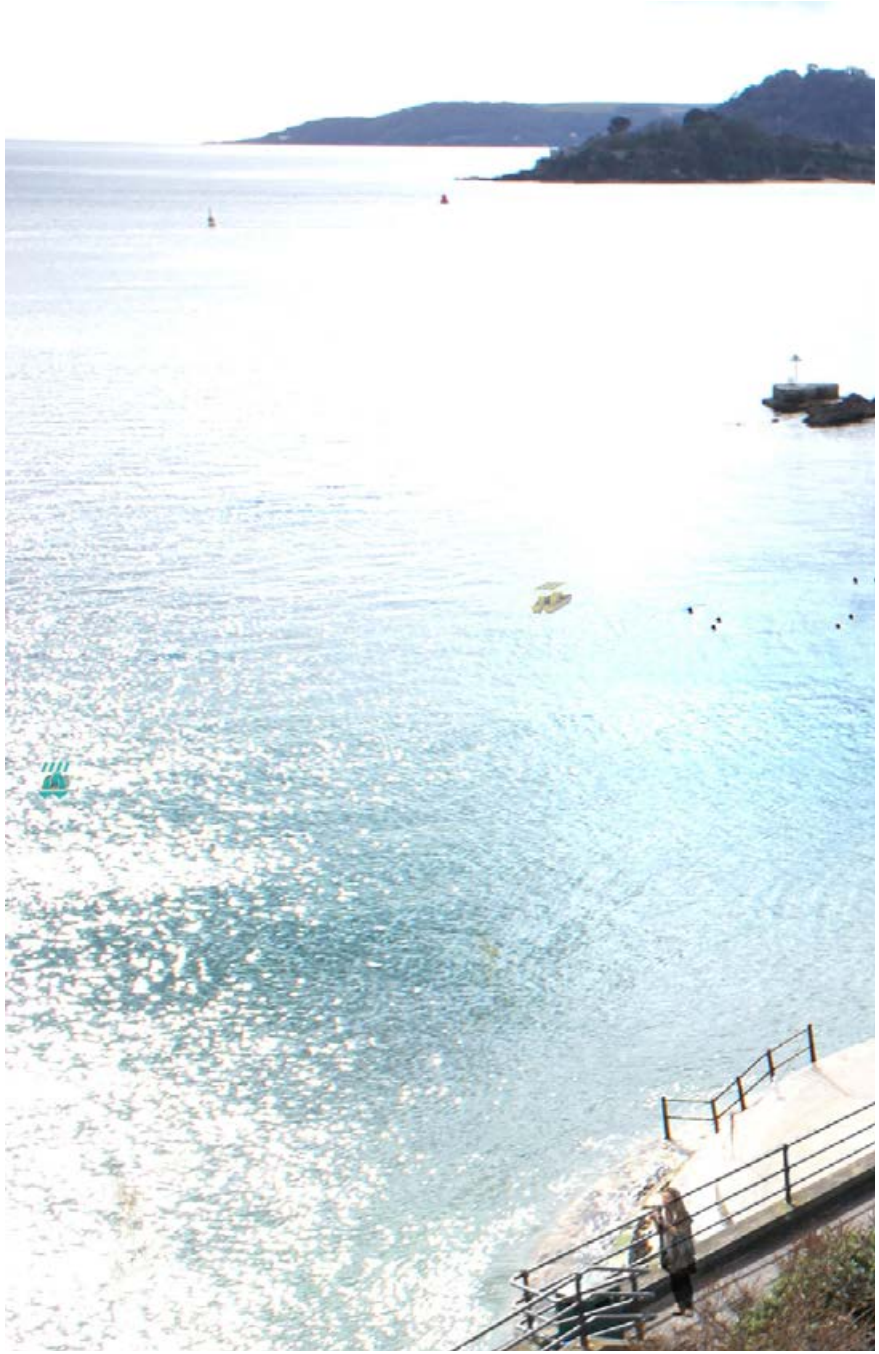


IMAGE CREDIT © TP HOLLAND



IMAGE CREDIT © TOM

INTRODUCING ACTIVITY AND MAKING SMALL SCALE BUT WORLD CLASS INTERVENTIONS ALONG THE FORESHORE





PROPOSED VIEW LOOKING DOWN TOWARDS HOE FORESHORE FROM HOE ROAD SHOWING RESTORATION AND RE-USE OF BUILDINGS AND STRUCTURES AND INTRODUCING COASTAL PLANTING AND MATERIALS

MILLBAY BOULEVARD

The aspiration to create stronger links between the city centre and waterfront areas couldn't be more strongly expressed through conversations with local stakeholders and interest groups. The proposed Millbay Boulevard is a crucial part of achieving that aspiration. A clear, direct and attractive route is key in drawing the growing influence Millbay towards the city centre and allowing the value and attraction of the waterfront to spread further into the neighbourhood. The route along Bath Street is proposed as the only alignment which will fully achieve all the aspirations, promise and potential of the boulevard.

- The Boulevard has been implemented in part to the south through the work by English Cities Fund in the emerging Millbay neighbourhood and the opportunity exists to continue on its existing alignment to the north as far as Union Street with substantial redevelopment of the land on both sides of the route.
- To the west of Bath Street, a new residential led mixed use neighbourhood is proposed with strong building line and active ground floor uses fronting onto the boulevard giving a comprehensive and consistent frontage to the boulevard from new landmark buildings at Union Street all the way to Millbay Road to meet the existing proposals to the south.
- To the east of Bath Street on the Pavillions site a new residential led mixed use neighbourhood is proposed with strong building line and active ground floor uses fronting onto the boulevard. While it is anticipated this area will include a significant element of residential, there is also scope to include some office space and potentially a hotel. The Pavillions itself will require substantial alterations during the plan period to relocate the ice rink and

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MASTERPLAN EXTRACT: MILLBAY BOULEVARD

remove the disused swimming pool elements as well as accommodate significant change around it. Two options are currently shown to the east of Bath Street; one which retains the arena element of the Pavillions in its current location with improved frontage and presence on the Boulevard with new development blocks to the north and south; the second option shows the relocation of the arena to the northern end of the site along Union Street. This option is subject to funding but would give it greater prominence as part of a series of large scale leisure and cultural venues along this route which includes the Theatre Royal, Palace Theatre and Revival Prayer Centre. Additional development blocks are shown to the south in this option.

- The Boulevard terminates at Union Street which is an equally important route in the city and meets the new neighbourhood proposed at Colin Campbell Court which in turn completes the link into the heart of the city centre.
- The sites either side of the Boulevard should explore the potential for better east – west pedestrian and cycle connections between Martin Street and Millbay Road to improve links between Stonehouse and West Hoe.



MILLBAY BOULEVARD OPTION WITH ARENA RETAINED IN CURRENT LOCATION



MILLBAY BOULEVARD OPTION WITH ARENA RELOCATED TO THE NORTH ALONG UNION STREET

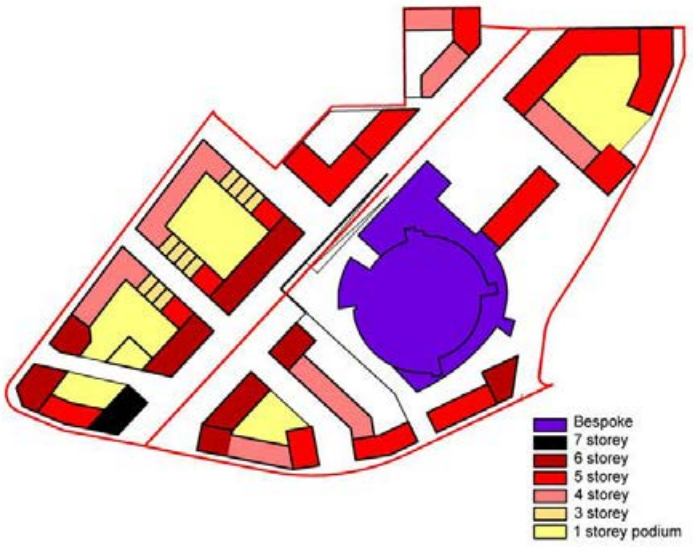
RETAINED ARENA BUILDING

BATH ST WEST

	Total GEA	Total units
Retail	2351m2	
Residential apartments	20299m2	271
Undercroft (ground level) parking	2564m2	
Maisonettes	1200m2	10
Townhouses	1650m2	11

BATH ST EAST

	Total GEA	Total units
Retail	1158.5m2	
Residential apartments	19768m2	264
Undercroft (ground level) parking	1857m2	
Maisonettes	1320m2	11
Townhouses	0m2	0



MILLBAY BOULEVARD: INDICATIVE BUILDING HEIGHTS



MILLBAY BOULEVARD: INDICATIVE LAND USES

* LAND USE MIXES ARE INDICATIVE AND WILL BE SUBJECT TO FURTHER TESTING

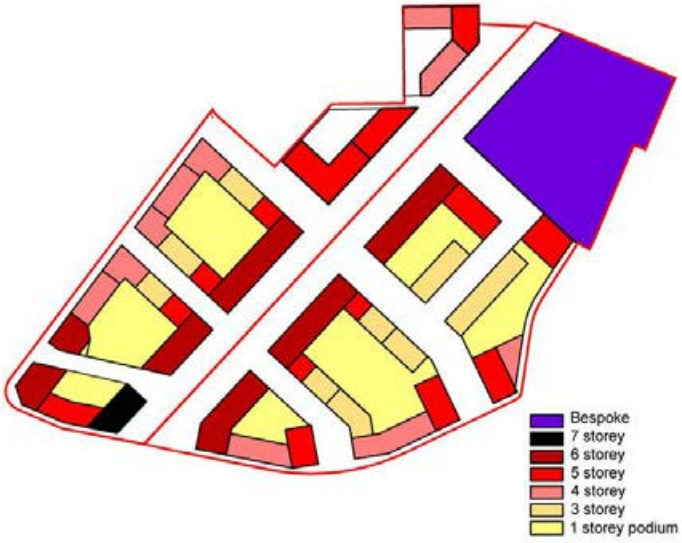
RELOCATED ARENA BUILDING

BATH ST WEST

	Total GEA	Total units
Retail	2351m2	
Residential apartments	20299m2	271
Undercroft (ground level) parking	2564m2	
Maisonettes	1200m2	10
Townhouses	1650m2	11

BATH ST EAST

	Total GEA	Total units
Retail	1074m2	
Residential apartments	20585m2	294
Undercroft (ground level) parking	3621m2	
Maisonettes	960m2	8
Townhouses	3150	21



MILLBAY BOULEVARD: INDICATIVE BUILDING HEIGHTS



MILLBAY BOULEVARD: INDICATIVE LAND USES

* LAND USE MIXES ARE INDICATIVE AND WILL BE SUBJECT TO FURTHER TESTING

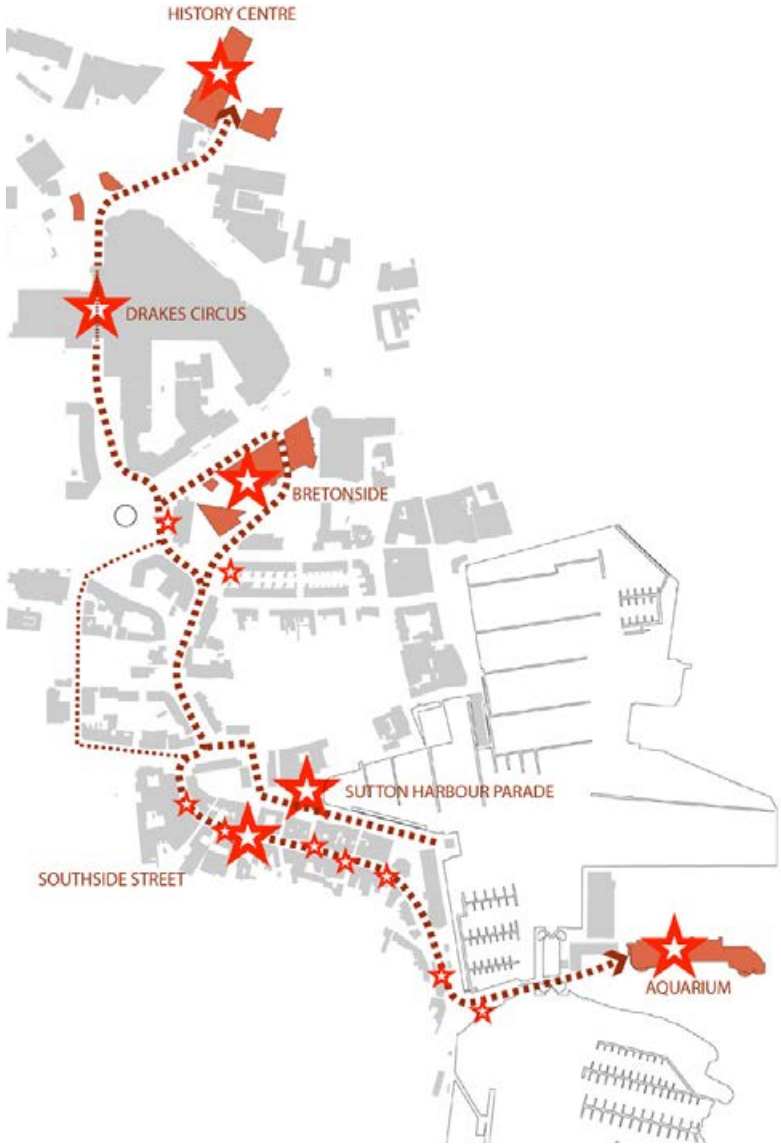


PROPOSED VIEW LOOKING ALONG THE MILLBAY BOULEVARD TOWARDS THE MARINA

CITY CENTRE TO SUTTON HARBOUR

This Major Intervention is a combination of a number of the Masterplan Opportunities highlighted in the previous section which together can help improve the connectivity between the city centre and Sutton Harbour. The purpose of this link is to have one clear route which links the key areas of activity in this part of the city in the most efficient way, this would be the equivalent to Armada Way or Millbay Boulevard to the west. The purpose of defining one route is to improve the clarity over how to move between one area of the city and another, this would be the signposted route and the main line of activity which could focus wider regeneration and investment of key sites along the route over time. That is not to downplay the significance of the numerous other routes which it is possible to take but rather to differentiate between leading people in the most direct way to key destinations and having other routes which are more about trails and discovery and slower movement. The route also follows one of the trails promoted through the Mayflower 400 work to allow the legacy of those events to be translated into the long term legibility of this important route and maximising the benefit from investment in wayfinding, public art, streetscape improvements and existing and enhanced assets in this area of the city. The Masterplan Opportunities highlighted which can help to deliver this Major Intervention include:

- St Andrews Cross
- Bretonside and Buckwell Street
- Southside Street
- Lock Bridge
- This would also capitalise on the potential improvements to Old Town Street and Eastlake Street discussed in the City Centre Masterplan.



CONNECTING KEY LOCATIONS BETWEEN THE CITY CENTRE AND SUTTON HARBOUR

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WATERFRONT MASTERPLAN EXTRACT: CITY CENTRE TO SUTTON HARBOUR

PROPOSED HISTORY CENTRE

IMPROVED CHARLES ST CROSSING (AS IDENTIFIED IN THE PLYMOUTH CITY CENTRE STRATEGIC MASTERPLAN REPORT).

OPPORTUNITY FOR NEW PAVILLIONS ALONG EASTLAKE STREET (AS IDENTIFIED IN THE PLYMOUTH CITY CENTRE STRATEGIC MASTERPLAN REPORT).

EXISTING ROUTE THROUGH DRAKES CIRCUS

PUBLIC REALM IMPROVEMENTS TO OLD TOWN STREET (AS IDENTIFIED IN THE PLYMOUTH CITY CENTRE STRATEGIC MASTERPLAN REPORT).

RECONFIGURATION OF ST ANDREWS CROSS ROUNDABOUT TO JUNCTION OFFERING IMPROVED CROSSING, MORE ACCESSIBLE PUBLIC SPACE AND ENHANCED SETTING FOR THE SURROUNDING BUILDINGS.

IMPROVEMENTS TO PUBLIC REALM AND WAYFINDING ALONG BUCKWELL ST TO REDUCE THE DOMINANCE OF HIGHWAYS AND MAKE MORE OF A HIGH QUALITY PROCESSIONAL ROUTE

ENHANCED CROSSINGS AT ALL SIDE ROADS ALONG BUCKWELL STREET TO GIVE GREATER PROMINENCE AND PRIORITY TO PEDESTRIANS AND CYCLISTS.

LONG TERM OPPORTUNITY TO RE-ESTABLISH CONTINUITY OF ST ANDREWS STREET THROUGH RELOCATION OF MAGISTRATES COURT.

BUCKWELL STREET: EXPLORE THE POTENTIAL TO REDUCE THE LEVEL OF THROUGH TRAFFIC AND REDUCE CARRIAGEWAY WIDTHS TO GIVE GREATER SPACE TO PEDESTRIANS AND CYCLISTS

IMPROVEMENTS TO SOUTHSIDE ST GATEWAY INCLUDING IMPROVED CROSSING AT VAUXHALL STREET

OPPORTUNITY TO CONTROL/RESTRICT VEHICULAR ACCESS ALONG SOUTHSIDE ST DURING PEAK TIMES TO SUPPORT ITS ROLE AS AN ATTRACTIVE, BUSY SHOPPING STREET.

SUTTON HARBOUR VISION SITE: OPPORTUNITY TO INCLUDE AN IMPROVED ARRIVAL SPACE TO SUTTON HARBOUR AND POTENTIAL ROUTE THROUGH FISH QUAY TOWARDS LOCK BRIDGE

OPPORTUNITY FOR NEW ICONIC LOCK BRIDGE FOR PEDESTRIANS AND CYCLISTS.

IN THE LONG TERM AS THE STREET BECOMES A MAJOR LINE OF ACTIVITY OPPORTUNITIES FOR REGENERATION AND INVESTMENT OF KEY SITES ALONG THE ROUTE SHOULD BE EXPLORED TO IMPROVE BUILDING ENCLOSURE AND ACTIVE GROUNDFLOOR USES.

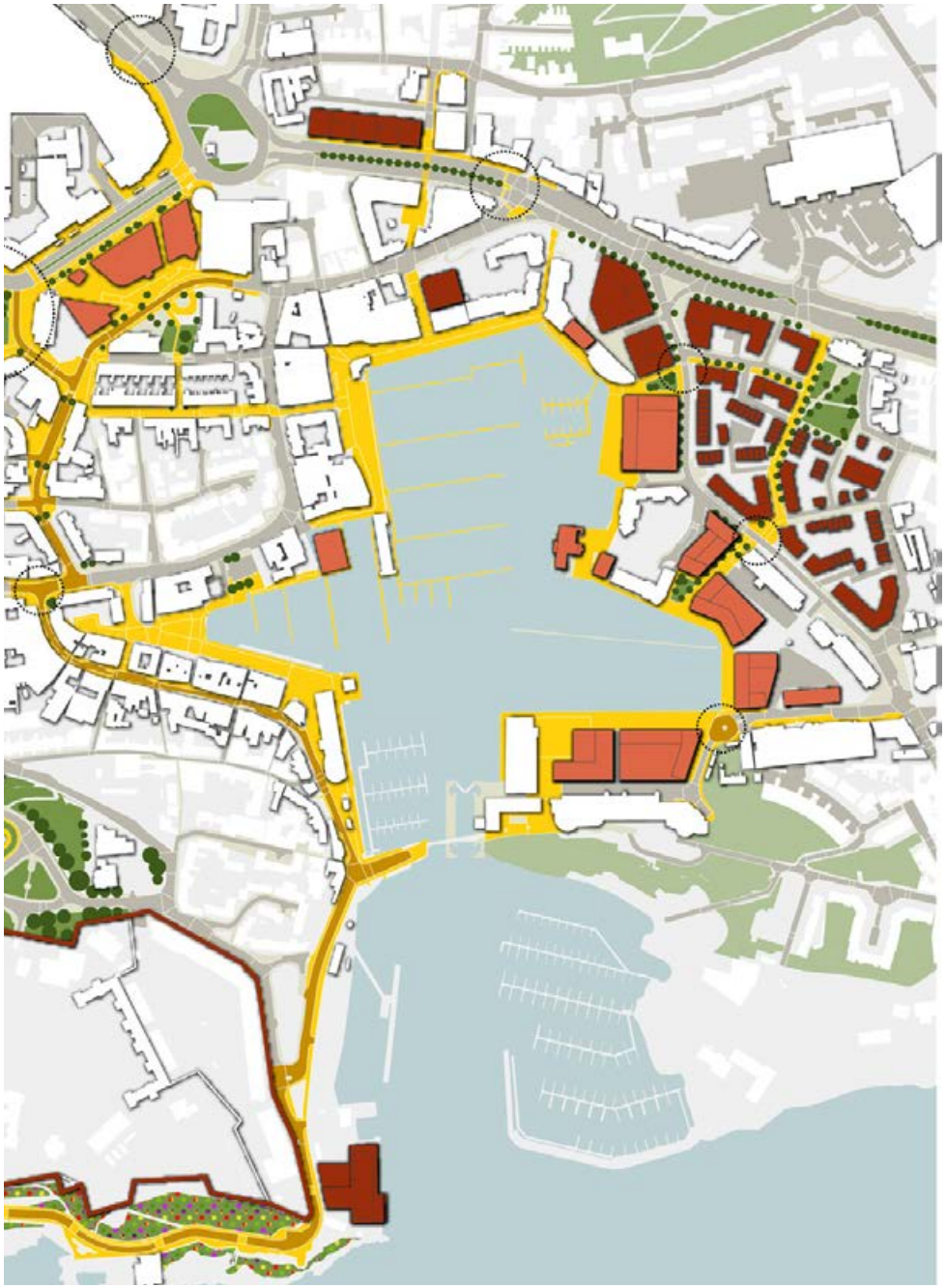
SUTTON ROAD

The area around Sutton Road was allocated in the Sutton Harbour Area Action Plan to create an integrated, sustainable, new neighbourhood with a vibrant, publically accessible waterfront destination and a balanced mix of uses. The site has not come forward but there remains an opportunity for this site to play a key role in helping to define a new approach to one of the busiest routes into the city. Positioned between Exeter Street and Barbican Approach, the site can help form part of an improved gateway from the east. This area around Sutton Road offers the opportunity to define a new residential led mixed use neighbourhood with a significant element of office accommodation, business start up space and active ground floor uses in key locations. The site can build on and extend the office and professional services clusters around Sutton Harbour and introduce a greater residential population into the waterfront neighbourhood away from key marine related sites to help increase levels of activity throughout the day and year.

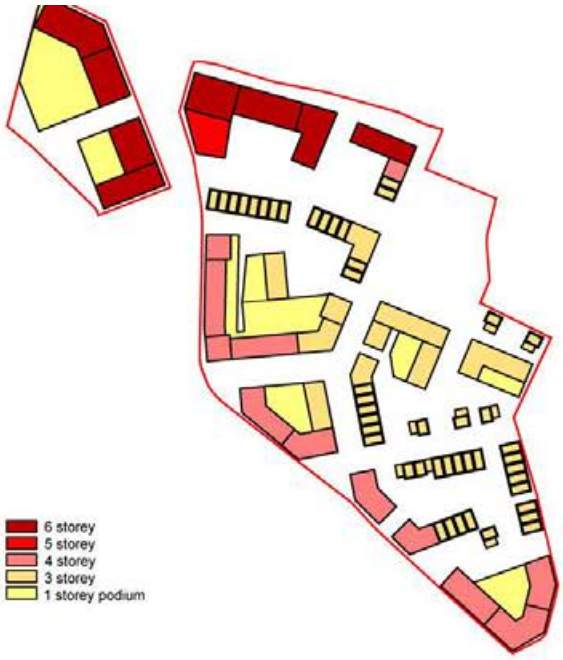
One of the key challenges to delivering this new neighbourhood is the fragmented landownership of the area. The masterplan approach illustrated below adopts an urban block plan which works with the complex and fragmented land ownership pattern. The intention is to allow phased implementation of the site starting with the most prominent sites allowing the gradual change and momentum to build over time. This approach results in a masterplan with a finer grain urban structure which suggests a contemporary version of the turning streets of Sutton Harbour and the Barbican rather than the large scale, linear, gridded blocks proposed at Millbay.

The site also offers the potential to improve the setting of St John the Evangelist

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MASTERPLAN EXTRACT: SUTTON ROAD



SUTTON ROAD: INDICATIVE BUILDING HEIGHTS



SUTTON ROAD: PROPOSED LAND USES



MASTERPLAN INSET SUTTON ROAD

Church on Exeter Street and improve the frontage to Exeter Street itself including avenue tree planting and strong built frontage. The site should be seamlessly linked and complementary to proposed development at Sutton Harbour with pedestrian/cycle crossings on Sutton Road. Local open space and services including shops should form part of the plan to help to establish a new neighbourhood to the east of Sutton Harbour.

SUTTON RD CAPACITY STUDY

	Total GEA	**Total units**
Office/ commercial	15237m2	
Residential apartments	22563m2	282
Undercroft (ground level) parking	6920m2	
Townhouses	12000m2	42

	Total GEA	**Total units**
Detached 2.5 storey house	2340m2	6

INDICATIVE LAND USE SUMMARY

SMALL SCALE INITIATIVES

Through the course of meeting local people and interest groups it is clear that there is a great deal of energy and interest in the future of the waterfront and a clear desire to see it improve around its strongest assets. The projects and interventions highlighted on the preceding pages are all ambitious projects which are capable of transforming a particular area through major intervention and investment, they are intended to be a catalyst for further investment and improvement. However, there are clearly already an ever increasing number of other projects and initiatives which are either planned or underway. The cumulative effect of these smaller scale projects can be equally effective in changing perceptions of the waterfront and can play their part in achieving the objectives set out in the Priority Themes. Some of these opportunities which have been discussed as part of this strategic masterplan are highlighted below, they have informed the recommendations of this work and Opportunities and Interventions highlighted in this report should be seen as helping to facilitate these.

MAYFLOWER PROGRAMME OF EVENTS AND PROJECTS

Mayflower 400 in 2020 represents a once in a lifetime opportunity to commemorate the sailing of the Mayflower from Plymouth UK to Plymouth Massachusetts in 1620; a voyage which changed world history and which resonates with Americans and other nationalities across the world. Plymouth's Mayflower 400 programme aims to capitalise on this significant anniversary by creating a world-class 'Mayflower Experience', regenerating existing assets and creating new attractions and events to provide an ongoing cultural legacy for residents, visitors and businesses. This will tie in with wider developments, including investment in the public realm and capital infrastructure, to assert Plymouth's status as a major European and international waterfront destination and support the city's 'Britain's Ocean City' brand.

A separate study is currently underway which has been coordinated with study to identify common threads on how Plymouth can capitalise and celebrate this opportunity, in particular the Mayflower work includes:

- A definition of the 'Mayflower Experience'
- A review of important assets such as Merchants House, Elizabethan House, Mayflower Steps, the Elizabethan streetscape as well as any other relevant historic buildings and collections.
- Suggestions for a Mayflower Monument and location for a visiting Mayflower ship.
- Details of 'Mayflower Trails' and complete interpretation proposal.
- A business case for the long term sustainability of identified assets.

PLYMOUTH WATERBUS LINKS

With so much on offer along Plymouth's waterfront one of the fundamental challenges in improving visitor experience is how to improve peoples understanding of what is on offer, how destinations relate to each other and the best way of moving between them. The Sound is the single unifying element to all these mini destinations and can provide one means of meeting that challenge. There are already a number of water bus services around Plymouth's waterfront but there is an opportunity to improve coverage and raise its profile so that using the water for movement and transport is an inherent part of peoples

understanding of how to experience Plymouth. This requires a simplicity and clarity to when, where and how movement is possible. A map which is memorable and provides the clarity of London's underground map, Venice's Vaporetto Route Map or even the St Mawes Ferry Map in Falmouth's is a key ingredient as is the method of buying and using tickets for instance day passes which could be combined with land based transport or parking to make using the service as convenient as possible. Discussions are already underway with existing waterbus operators to rebrand a co-ordinated service which better links distinct areas of the waterfront.

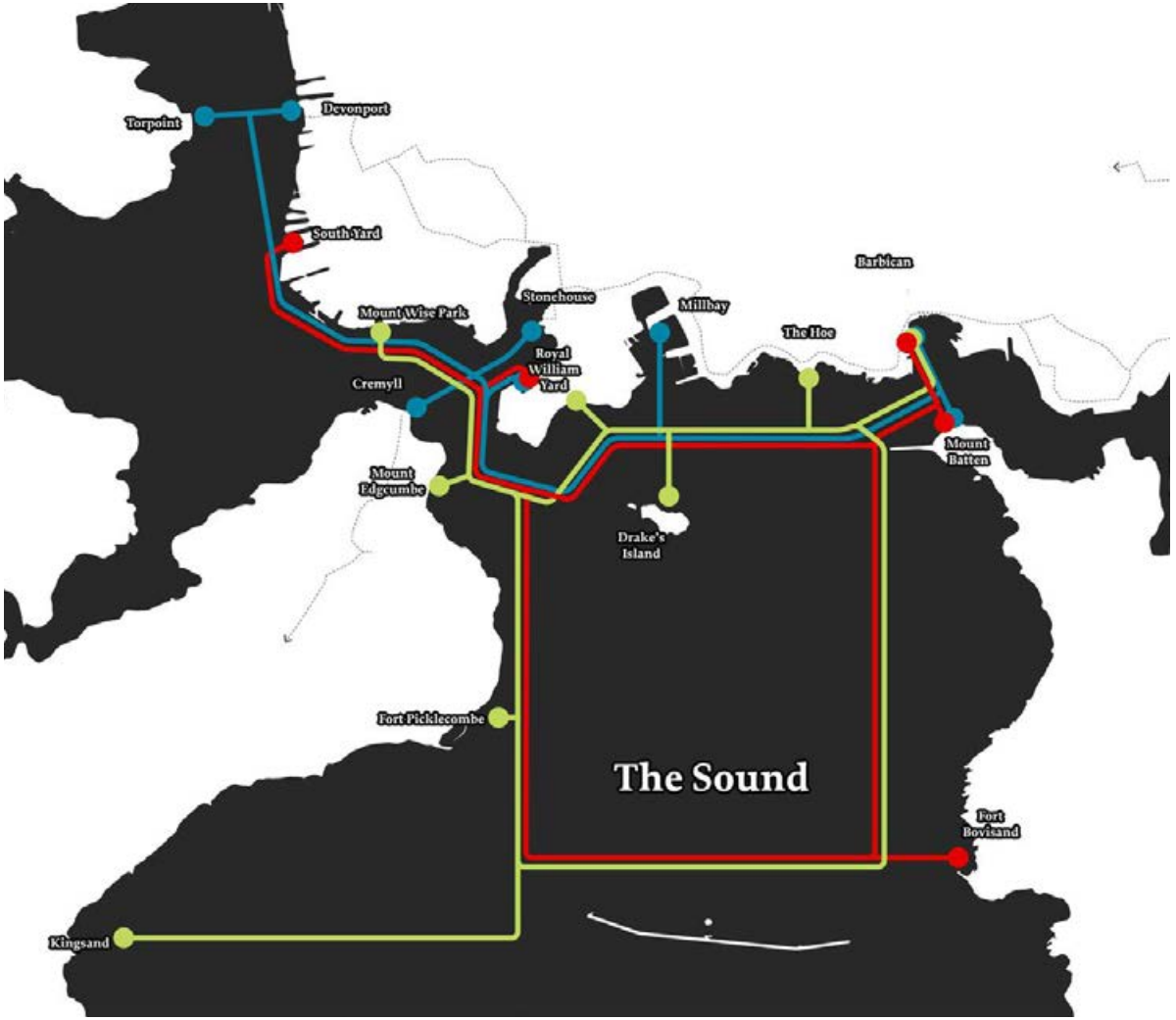
THE WATERFRONT WALKWAY

The Masterplan Opportunities and Major Interventions outlined above show a number of locations where improvements may be possible to the Waterfront Walkway, improvements are also planned through Millbay bringing a walking and cycling route down to the waterside. In addition, a co-ordinated plan for wayfinding, signage and interpretation could be developed to make the most of Plymouth's contribution to the South West Coast Path and Sustrans Route 27 in recognition of the importance this route has on visitor experience and the ability to move between key waterfront locations.

IMPROVED ACCESS TO THE CITADEL

A strong desire to see continued and enhanced access and tours into the Citadel were expressed throughout conversations with local groups. As a major point of interest occupying such a prominent site between the Hoe and barbican any opportunities to extend access should continue to be explored with the MOD.

PUBLIC ART



MAP: EXAMPLE OF A SINGLE, SIMPLE WATERBUS LINKS MAP (ALSO SHOWING STRATEGIC WALKING/CYCLE ROUTES

Opportunities to introduce more public art either as permanent installations or flexible space to allow temporary installations should be explored. Well integrated public art has the potential to celebrate the unique setting of Plymouth's waterfront, tell some of the untold or underplayed stories surrounding Plymouth and add a colourful and playful element to the waterfront offer. Appropriately integrated art can bring about innovation, reveal histories, marry form and function, challenge perceptions and bring a smile. Public art should be distinctive to place and play its part in the shaping the future of Plymouth by helping the town to assert its individuality with bold design and high quality materials. Overt reference to the past should be avoided in favour of an imaginative and forward looking interpretation of local history which helps to forge a new and distinctive image for the city.

MOUNT BATTEN

Although outside the study area for this work a strong desire to see better use of Mount Batten was consistently mentioned in conversations with local groups. Opportunities which were discussed include improved water links, better us of the breakwater as a pier, ongoing use as a major destination for outdoor and water recreation, improved lighting and to tell the story of TE Lawrence.

FORESHORE LIGHTING SCHEME

Lighting is a missed opportunity along the waterfront, both functional and feature lighting could be improved across the whole waterfront as part of a complete lighting strategy. This is particularly important in extending activity into the evening and through quieter time of year which cited regularly as a challenge for a waterfront which in places does not have sufficient evening attractions or large resident populations. A successful lighting scheme would move away from just functional highways lighting to introducing low level lighting and feature lighting which picks out key waterfront features to emphasise that this is an evening destination for everyone. Lighting schemes for the Hoe, Mount Batten, Drakes Island, Devils Point, Citadel, and potentially Mount Edgcumbe would link together these key destinations and allow lighting to be visible from all directions. There is also potential for lighting in one or more of these locations to provide a major permanent or seasonal attraction for the waterfront along the lines of the Enchanted Christmas at Westonbirt or The Festival of Light at Longleat.

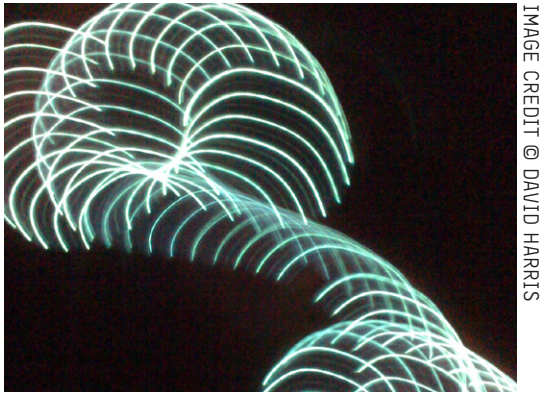


IMAGE CREDIT © DAVID HARRIS



IMAGE CREDIT © PAPAPIPER



LIGHTING DISPLAYS AT LONGLEAT AND WESTONBIRT

7.0 DELIVERY STRATEGY

AN INVESTMENT PLAN

This is a masterplan document, but it could equally be seen as an investment plan too. Unlike the City Centre, land ownership is more fragmented and the City Council do not control the same extent of land. However, the City Council still controls significant parts of the waterfront. The Plymouth Waterfront Partnership will play a crucial role in bringing together both public and private sector interests on the Waterfront and ensure that all parties and organisations support the masterplan and unite behind a delivery plan. Ultimately, the City Council through its investment decisions and through the implementation of the Plymouth Plan will ensure that its property portfolio not only delivers a great city centre and waterfront but also secures long-term value and revenue for the City and for its partner organisations and for its citizens. Unlike private sector investors the City Council has to take the long view, rather than always looking for a quickest return on investment. This an opportunity too for the City Council to build-in long-term resilience into the City Centre and the Waterfront.

The Waterfront Master Plan is a physical spatial plan but it is also an investment prospectus too. The parts of the Waterfront where intervention is planned are also the places of opportunity, where the confluence of public and private sector investment streams can build value and create a virtuous cycle of investment leading to increased revenue leading to increased investment and so it goes on. The key message is that the masterplan provides the spatial framework for important investment decisions to be made and that the City Council together with the Plymouth Waterfront Partnership are in the driving seat both as landowner, planning authority, and public and private partner oganisation.

DELIVERY OPTIONS FOR THE CITY

Despite being a key landowner there are nevertheless, still complicated and long-standing leasehold agreements in place in many parts of the Waterfront and other land ownerships to contend with, particularly around some of the highest priority sites. Gaining control of site assembly is the first critical delivery step and this is achieved either though negotiated site assembly, acquiring freehold control and extinguishing long-leaseholds or through Compulsory Purchase Orders (CPO). Having gained control of key sites, there are a number of delivery mechanisms open to the City Council. These are as follows:

Direct Development: This is where the City Council themselves act as developer on their own land. There are increasing numbers of examples across the country where this is happening with Councils. This option is best-suited where the Council itself is the major beneficiary, such as the building of a new civic centre. The Council can also potentially secure long-term income from third party occupiers.

Land sales: once all of the land interests have been acquired by the City Council, development parcels can be identified and placed in the market for developers to bid and acquire the land. This could be based upon a subject to planning contract with an adopted design brief or the City Council could secure planning permission prior to marketing.

Partnering: a partnering agreement, either by way of a joint venture or development agreement could be secured with a developer/investor/occupier to work alongside the City Council to deliver the proposed masterplan on a site or on a number of sites. This partnering arrangement could be put in place at the outset, prior to the acquisition of the third party land or it could be adopted once the relevant land interests are acquired.

Phasing Priorities
The Phasing priorities set out below are partly determined by opportunity, partly by scale of change and critical mass of development, and partly by transformational impact. It should be noted that long-running regeneration projects such as Millbay Boulevard are already the subject of detailed negotiations and discussions between the City Council, its regeneration partners and developers and investors. Future development around Sutton Harbour too will also require work on site assembly and partnering between the City Council and the private sector. For this reason, we have not included Millbay Boulevard or Sutton Road as phasing priorities. This is not because they are not a priority but because they will largely be driven by the private sector with the public sector playing an enabling and partnering role.

Key phasing priorities are:
- Armada Way;
- Hoe Park and Foreshore;
- City Centre to Sutton Harbour.

Armada Way: This is the grand set-piece for the City and its delivery more than any other project would signal a new era for the City. It is the primary device for connecting the Waterfront with the City Centre. The greatest delivery challenge is its sheer scale and its cost. The primary source for funding Armada Way would be via the Council's Community Infrastructure Levy (CIL) and other potential sources might include the Heritage Lottery Fund. Larger planning applications on projects located on Armada Way could also include the delivery of a section of its length. The key priority is to draw up a public realm scheme for the entire length of Armada Way capable of being phased in a number of different ways it is essential to have this in place to take advantage of and channel funding sources as they arise.

Hoe Park and Foreshore: This provides the key destination and focus set along the axis of Armada Way. Although this is identified as a single project, it is the sum of a number of individual projects that could be phased and prioritised in a number of different ways. The early-win projects are the interventions on the Foreshore and the opportunity to immediately change the experience of the waters edge. The overall aim is to reconcile the three different levels at the earliest opportunity. Hoe Park is another early-win project that could involve simple landscape enhancement. The high profile game-changer project is planning and design of a major arts and cultural building together with the work on the Promenade. This will be a public-sector-led capital project and will require public funding and match funding from a number of sources. This is such a high profile projects it should in the first instance probably be the subject of a feasibility study and a business plan to identify funding and delivery mechanisms. It should then be the subject of an international architectural design competition. This would serve the dual purpose of attracting the highest quality design ideas and raising the profile of the Waterfront at a national and international level. Thee will be a number of high-profile development projects such as the re-development of the Quality Inn site for example and there is an opportunity to part fund or include some of the project work for Hoe Park and the Foreshore through planning applications, Community Infrastructure Levy (CIL) and through Section

Centre to Sutton Harbour: With the opportunity to progress the Millbay Boulevard already in-hand and Armada Way a project waiting to happen, two of the three major connections from the City Centre to the Waterfront can be progressed. The third vital link is the route from the City Centre to Sutton Harbour. This is also an ambitious and large scale project made up of a number of smaller projects. First priority is to establish the overall project with a masterplan, define its limits and its scope and then to identify a delivery plan which will highlight how the different components are progressed. This will be primarily a public realm project with funding being largely through CIL and Section 106. It is important that these projects synchronise with other important initiatives such as the development of the History Centre and the projects associated with Mayflower 400.

LDĀDESIGN



PLYMOUTH WATERFRONT STRATEGIC MASTERPLAN

VOLUME 2: MASTERPLAN FRAMEWORK

FINAL VERSION: FEBRUARY 2017

REPORT PREPARED BY:
LDA DESIGN

WITH SUPPORT FROM:
BILFINGER GVA
WSP | PB

ON BEHALF OF:
PLYMOUTH CITY COUNCIL

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- Stonehouse Creek

FINAL VERSION**:** FEBRUARY 2017
(VERSION UPDATED FOLLOWING PUBLIC CONSULTATION 1ST JULY 2016 TO 12TH AUGUST 2016)

THIS DOCUMENT HAS BEEN PREPARED AND CHECKED IN ACCORDANCE WITH ISO 9001**:**2008

1.0 INTRODUCTION

BACKGROUND

The Plymouth Plan is an integrated and long term plan setting out how the city will change between 2012 and 2031. The Plymouth Plan is informed by a topic driven evidence base, and will reflect the aspirations of the Council and its partners, local businesses and communities across Plymouth. The Plymouth Plan supersedes Plymouth's Core Strategy (2006) and the City Centre & University Area Action Plan (2010). The Plymouth plan is being prepared in two parts. Part One sets out the strategic framework for the city and has been formally adopted by the Council. This masterplanning study will form part of the evidence base required to inform the Plymouth Part Two. The masterplan will also be used to inform the preparation of an economic plan for the Plymouth Coastal Communities Team; pulling together different aspirations for the waterfront to establish a shared vision to 2036.

Plymouth City Council and Plymouth Waterfront Partnership jointly appointed *LDA Design* as masterplanning consultants to lead the preparation of this waterfront study to be prepared alongside a separately commissioned city centre masterplan to ensure the areas are considered alongside each other. *LDA Design* are supported by Transport Consultants WSP – Parsons Brinckerhoff and Property and Planning Consultants Bilfinger GVA.

We call this study the Waterfront Strategic Masterplan. As part of the evidence to support the Plymouth Plan Part Two, (site allocations and city centre policies) its' aim is to set the framework and direct change and investment in the Waterfront area for the plan period, setting a course for Plymouth waterfront well into the Mid-part of the 21st Century.

The master plan document is structured in two volumes. The first volume is about the Vision and should be read as a prospectus for change and investment, focussing on the look and feel of the waterfront of the future. The second volume is a more about the processes, approach, technical work and design principles that underpin the masterplan, opportunities and interventions shown.

The Waterfront Strategic Masterplan follows on from the Plymouth Plan Part One and uses that evidence base as the starting point for this study. In addition, the design team have been able to draw on consultation undertaken as part of the parallel City Centre masterplanning work and have undertaken their own site appraisal and programme of consultation to build a clear understanding of the existing context and aspirations of local groups. The work has been undertaken in close collaboration with officers at Plymouth City Council and reviewed at meetings with Leadership and Steering Groups at the Council. This study draws heavily on the existing wealth of studies, background documents, evidence, policy as well as existing proposals and planning applications. Some of the work used and referenced includes:

- Plymouth City Council. (2015) The Plymouth Plan Part One
- Plymouth City Council. (2009) Design Supplementary Planning Document (including tall building study)
- Jeremy Gould. (2010) Plymouth - Vision of a Modern City.
- Colliers. (2014) Plymouth Hotel Market Study
- MBM Arquitectes with AZ Urban Studio. (2003) A Vision for Plymouth
- Plymouth City Council. The Plan for Parking
- Plymouth City Council. (2015) The Plymouth Plan, Toolkit South.
- Metaphor. (2016) Mayflower 400 Feasibility Study
- Plymouth City Council. Site Planning Statements for Bath Street, Register Office and Quality Hotel site
- Plymouth City Council. Area Action Plans for Sutton Harbour, Millbay and Stonehouse and Devonport
- Plymouth City Council. (2014) Waterfront Evidence Base
- Plymouth Waterfront Partnership. A Vision for the Waterfront
- Alan Baxter & Associates. (2006) Plymouth Waterfront Characterisation Study

- Plymouth City Council. (2007) Barbican, Union Street, Stonehouse Peninsula and Devonport Conservation Area Appraisal and Management Plans
- Plymouth City Council. (2008) The Hoe Conservation Area Appraisal and Management Plan
- Plymouth City Council. Plymouth Waterfront Topic Paper

CONSULTATION EVENTS

ONE TO ONE CONVERSATIONS AND MEETINGS

A number of conversations were held with key local groups and waterfront stakeholders at the start of our work to gather thoughts and ideas on what the priorities for change should be. These included landowners, developers and representatives from Mayflower Experience, Destination Plymouth and the Council. Aside from building a general understanding of the active parties and initiatives in the waterfront area, a number of key themes emerged from those conversations and went on to inform the preparation of the masterplan options.

The key themes and points raised include:

- The need for improvements to the Lock Bridge including public realm around it.
- Residential is a key land use to be accommodated, other emerging schemes are finding a residential driven market.
- The need for hotel site (in particular 4 star accommodation in outstanding location/s)
- Other consultants – Metaphor looking at projects related to the Mayflower Experience including Elizabethan House, Merchant House and public realm around New Street.
- Plans progressing for ongoing and improved access and guided tours within the Citadel.
- There is potential for improvements to Southside Street to improve pedestrian/cycle experience.
- Opportunities should exist for more military based heritage attractions. (possibly at South Yard and Mount Battern)
- Importance of design language and the need for it to reflect the distinct character areas of the waterfront.
- Importance of raising the quality of design in such an incredible setting.
- Challenges of delivering the Millbay Boulevard due to the mixed land ownerships of Bath Street and the requirements of the Pavillions Arena
- Limited office take up in some completed schemes, but aspiration remains to provide and fill office space around the waterfront.
- Plans exist to bring the walkway to the waters edge through Millbay area.
- Stronger links to Royal William Yard are required through both bus service and pedestrian/cycle links.
- Explore potential for start up homes and smaller apartment models.
- The waterfront as a whole at the moment is difficult to find your way around - the urban structure is complicated and confusing due to land uses and topography.
- There are hidden gems along the waterfront which aren't well connected - more could be made of these.
- Questions were raised over where industrial/marine uses could be located and how they relate to growing residential areas.
- Union Street currently offers a poor experience and acts as a perceived barrier to north – south movement.
- More provision for cycles and hire required.
- Potential for better links to Mount Wise.
- Potential to create a new social hub to Stonehouse along Union Street to tie together community.
- Too many absentee landlords along Union Street preventing investment in property maintenance.
- Some unmet demand in student accommodation but schemes in planning likely to be getting close to meeting that demand.
- Most visitors to the waterfront arrive from Embankment Road to the east – therefore need to improve the sense of arrival.
- Strategic parking in the east currently underutilised.
- Landownership has prevented a scheme to the east of Sutton Road from coming forward.
- Plans progressing separately for a waterfront walkway from Millbay to Durnford Street.
- Potential for some development at Commercial Wharf, Phoenix Wharf, Elphinstone and Lambhay Hill while safeguarding space for supporting marine events.

STAKEHOLDER WORKSHOP ON INITIAL IDEAS

On 11th February 2016 Plymouth City Council, Plymouth Waterfront Partnership and the design team arranged a workshop to discuss the emerging Priority Themes and initial Masterplan Opportunities. The Workshop was well attended by waterfront Stakeholders and following an initial presentation of context and ideas from the design team a positive discussion about the challenges and opportunities facing the waterfront provided useful feedback on where the priorities should lie. The findings and views have where possible been reflected in this completed study.

The key themes and points raised include:

- A major new cultural venue should be located somewhere on the waterfront,

either near the Hoe Park, in West Hoe or around the Citadel.

- There is a general lack of connectivity between major waterfront and city centre areas, or at least a lack of clarity.
- A need for a waterfront trail linking the whole waterfront east to west.
- Safeguard flexible events space at Hoe Park
- Can something happen with Drakes Island? An important site, a jewel in the Sound. Need to be clear over what it's future is e.g. green space or hotel?
- Need to integrate with public art trail and emerging public art strategy at an early stage. – A waterfront trail.
- Better use of water transport – including the idea of a 'heritage hopper' (either land or water bus) to move between waterfront assets and a link to Cornwall Beach (Devonport).
- There were conflicting views on the management of traffic on Hoe Road with mixed feeling on whether this could be closed to traffic to make more of a promenade versus the importance of vehicle access in supporting local business and providing access to key waterfront users.
- Need to improve access to the waters edge along the Hoe Foreshore.
- Feeling that the perception of the distance between the City Centre and the waterfront is greater than the actual distance.
- Can a bandstand be provided on the Hoe?
- Importance of preserving and enhancing heritage assets.
- Are the Citadel and Barracks opportunities for the future?
- The need for better north – south connectivity through waterfront neighbourhoods to connect people more clearly with the waterfront.
- Need to do something with the Quality Hotel site.
- Need for better promotion of a waterfront bus service, and re-instatement of route on Madeira Road.
- Opportunity to incorporate ideas for virtual as well as physical connections and ideas for smarter cities.
- The issue of striking a balance between social and market housing in each of the areas was discussed as part of a wider strategy in meeting the needs of a wide demographic in provision of new and renewed housing. The feeling seemed to be a need for more housing to enliven and support the waterfront areas year round.
- An aspiration to improve access to the Citadel.
- There is the lack of or missed opportunity for large cultural uses on the waterfront – missing the opportunity these present to put Plymouth on the map – citing Ilfracombe and Damien Hirst's Verity statue as a precedent.
- A need for more hotels was highlighted to allow visitors to stay for longer than a day.
- Opportunities for solar or geothermal heating for lido's and Tinside pool was discussed.
- Is there an opportunity for a beach at the Hoe?
- Opportunity to make more of marine heritage and marine archaeology to differentiate the city.
- Shift away from the garrison perception of Plymouths waterfront – there is more on offer.
- Is it possible to close Royal Parade to through traffic.
- Need to create a stronger link between the City Centre and the Barbican – the equivalent of Millbay Boulevard or Armada Way.
- Need to make more of a destination to the east of Tinside.
- Ferry terminal is a major city gateway where there is an opportunity to improve first impression of the city.
- Need for a new bridge across Sutton Harbour.
- Brettonside and the whole arrival from the east is an important gateway to the city.
- Union Street is an important route – opportunity for more community uses and a hostel?
- Mount Wise is an underplayed part of the waterfront experience - an important green space.
- Need to improve housing quality in the waterfront area.
- General feeling that there was not enough on offer to keep visitors longer than 2 – 3 days.
- The importance of the city to look beyond its own needs to think about how the city is perceived from outside and what is presented to the rest of the world was discussed.
- Armada Way is clearly an important link which is underused as a space.
- What makes Plymouth Unique?
- Need for a better sense of promenade along the Hoe Foreshore.
- A cable car from Devil's point to Millbay?
- More heritage ships?
- Still a sense that there was a need to focus on the key areas and get those right and the more peripheral areas can come later. Focus on the area around the Hoe, Sutton Harbour, Millbay and the city centre – improving those in the right way would be a major step forward in the Plan period.
- Need to improve the Hoe – that defines Plymouth but the quality of experience is currently lacking.
- Need more events along the waterfront, not just on the Hoe - can bring activity year round and celebrate what makes Plymouth special.
- Make more of the hidden history on the waterfront – potentially link with a festival and interpretation boards.
- There is a problem with Tombstoning so diving board should be re-instated.
- Could the History Centre or part of it be located on the Waterfront?

2.0 THE EXISTING WATERFRONT



WATERFRONT MASTERPLAN AREA

WATERFRONT MASTERPLAN AREA

The study area for this masterplan is the section of waterfront between Mount Wise Park in the west to Sutton Harbour in the east inclusive. The boundary has been drawn to meet the City Centre Masterplan area to the north to ensure these two areas are considered in parallel. This section of the waterfront is an area where significant change is either already underway or planned, particularly at Royal William Yard, Sutton Harbour, Millfields Trust and Millbay. The Strategic Waterfront Masterplan therefore uses these emerging plans for context but focusses interventions in areas of the waterfront which do not already have masterplans in place.

LEGEND:

STUDY AREA

EXISTING MASTERPLANS

NATURAL SETTING

As Mackay famously said in his 2003 vision 'Plymouth has one of the most enviable locations of any city in the world'. The setting provided by the Sound in particular is truly remarkable. As well as being so important to the life, history, culture, identity and economics of the city it is also recognised as being and internationally important habitat and any proposals along the waterfront will need to be assessed for their potential impacts. On land, within the study area there are two SSSIs and three County Wildlife Sites, environmental enhancements at Mount Wise, Devil's Point and the Hoe will need to have regard to these.

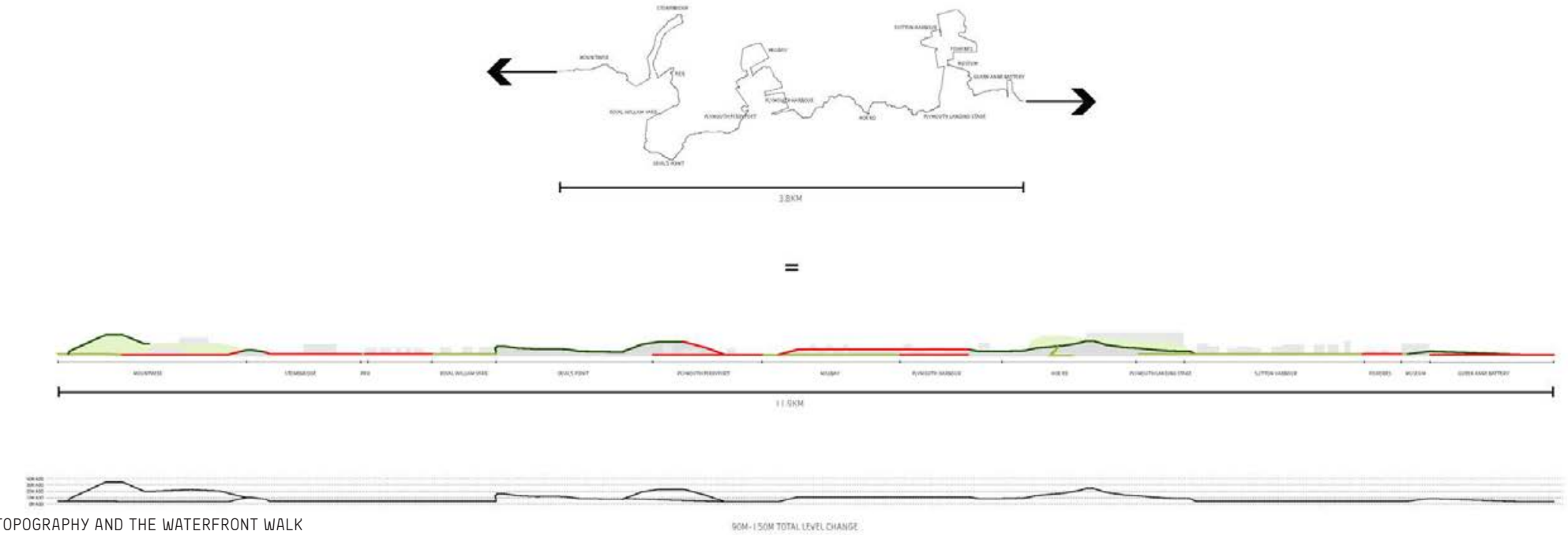
LEGEND:

- SPECIAL AREA OF CONSERVATION
- AREA OF OUTSTANDING NATURAL BEAUTY
- SITE OF SPECIAL SCIENTIFIC INTEREST
- EXISTING GREEN SPACE
- COUNTY WILDLIFE SITES

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NATURAL SETTING



TOPOGRAPHY AND THE WATERFRONT WALK



TOPOGRAPHY

TOPOGRAPHY

As shown in the adjacent plan, the landform around the waterfront is complex. As with many coastal locations accessibility is an issue with sections of lower lying land around harbours, inlets and made ground which give good access to the water compared with elevated cliff top sections of waterfront which in Plymouth are often characterised by areas of open space and parks offering stunning and panoramic views over the water.

KEY DESTINATIONS

The masterplan will be reviewing an area which already offers a wealth and variety of destinations. One of the priorities will be to identify opportunities for enhancing what is already there and making sure each are well connected.

HERITAGE

The plan opposite shows the wealth of heritage assets present in the waterfront area including conservation areas, scheduled ancient monuments, listed buildings and registered parks and gardens. The history of the city is there to see while walking around with large areas of intact townscape from the medieval, winding streets of the Barbican to the grand 19th Century terraces of the Hoe and new chapters being created all the time with the emergence of the unashamedly contemporary Millbay redevelopment. Equally important are the stories and significant moments in history which are associated with this section of waterfront and the masterplan will need to allow both to be expressed. Any proposals taken forward will be subject to further testing and scrutiny against these significant heritage assets.

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KEY DESTINATIONS



KEY HERITAGE ASSETS

LEGEND:

- LISTED BUILDINGS
- SCHEDULED ANCIENT MONUMENT
- REGISTERED PARKS AND GARDENS
- CONSERVATION AREA



POPULATION DENSITY

POPULATION DENSITY

The role of the waterfront in defence and industry and the zoning applied to the City Centre following the war is part of the unique history and evolution of both the City Centre and waterfront. This has resulted in relatively few people living in these areas compared with other parts of the city. One of the consequences of this is a lack of urban intensity and activity in certain times of the day and year. This is something which is beginning to change with the emergence of new and regenerated waterfront neighbourhoods and will continue to be considered as part of the masterplan.

LEGEND:

- 60-100 PEOPLE PER HA.
- 40-60 PEOPLE PER HA.
- 20-40 PEOPLE PER HA.
- 0-20 PEOPLE PER HA.

CHARACTER AREAS AND LAND USE

These plans broadly show the variety of land uses and diversity of character areas across the waterfront area. They show the importance of the waterfront to a wide range of users each operating in close proximity. These will drive decisions about where and what kind of change can take place.

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CHARACTER AREAS



PREDOMINANT LAND USE

LEGEND:

- PREDOMINANTLY RESIDENTIAL
- MIXED USE
- SCHOOL AND EDUCATION
- INDUSTRIAL/MARINE USE
- RETAIL/LEISURE/TOURISM
- MOD
- LIGHT INDUSTRIAL/LARGE SCALE REATIL
- PUBLIC OPEN SPACE



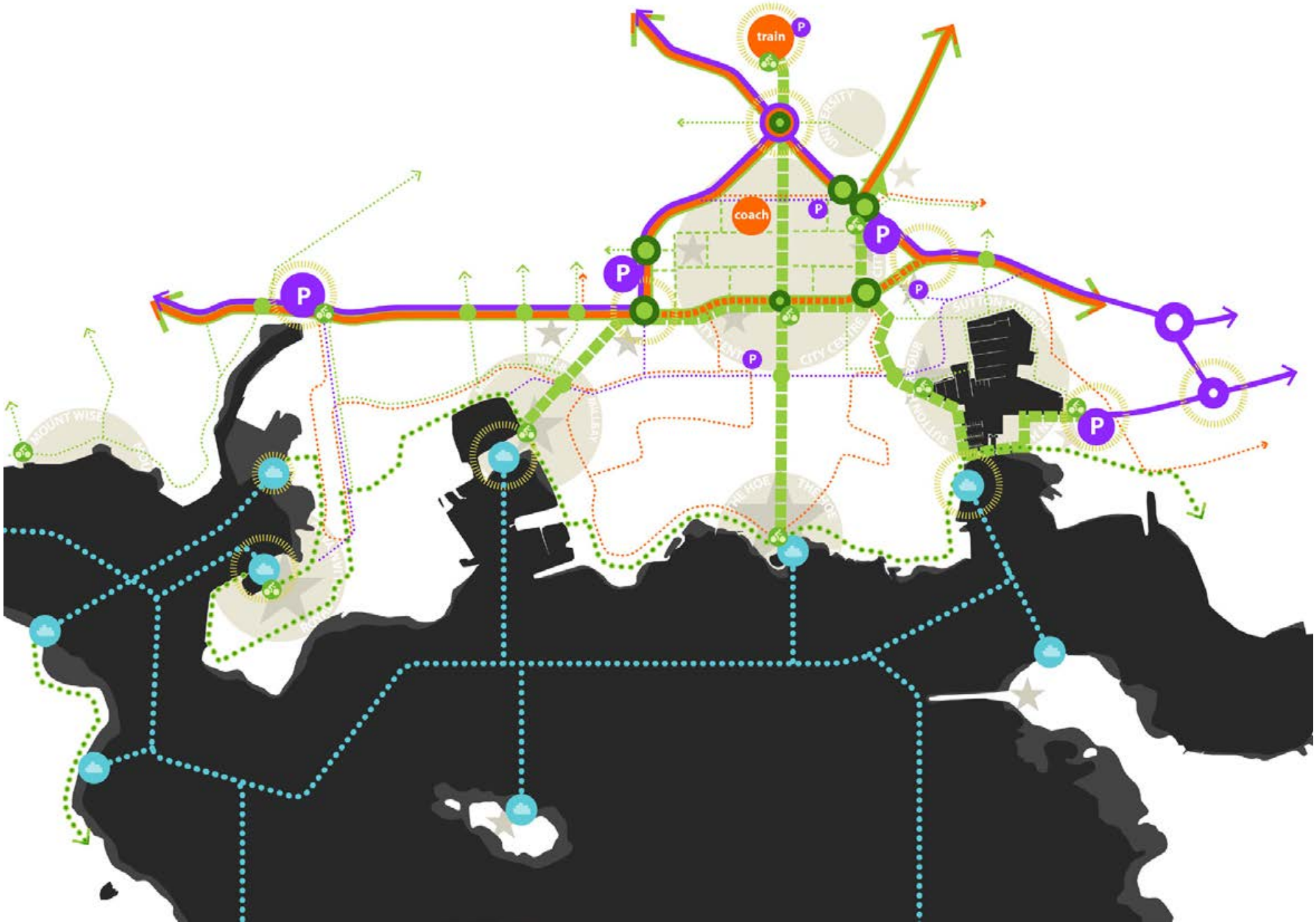
WATERFRONT WALKABLE ACCESS

The plan opposite shows the relationship between the waterfront walking access points which includes parts of the South West Coast path and National Cycle Network Routes 2 and 27 and the waters edge. It highlights the diversity of the walkable route as it moves from low lying to cliff top areas which provides interest and a variety of experiences but also sets out the challenge in terms of the height needed to climb to walk the entire length. It also shows the continuity of water views along the route highlighting where the walk currently deviates away from the waters edge typically to avoid sensitive land uses.

LEGEND:

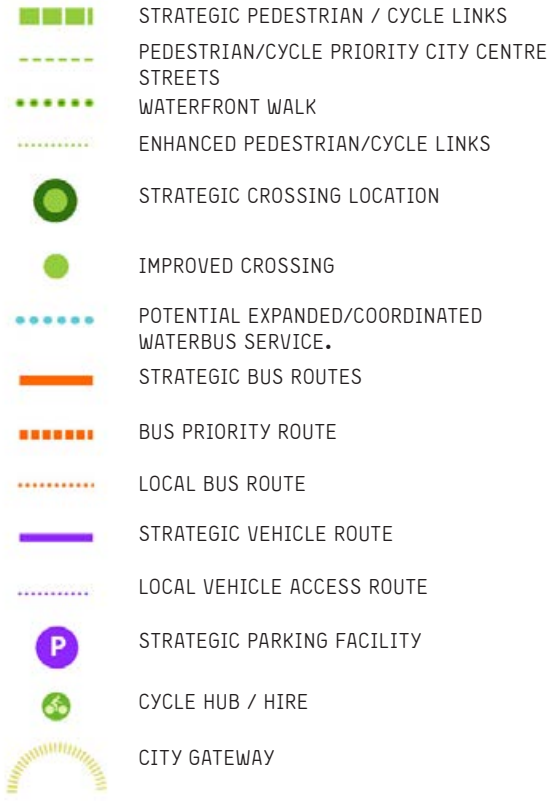
- ACCESS CLOSE TO THE WATERS EDGE
- PROPOSED ACCESS ALONG WATERS EDGE
- ELEVATED ACCESS ALONG WATERS EDGE
- ROUTE WITH REDUCED VISUAL ACCESS TO WATERS EDGE

WATERFRONT WALKABLE ACCESS



STRATEGIC MOVEMENT VISION

3.0 STRATEGIC MOVEMENT VISION



One of the 3 strategic themes of the Plymouth Plan Part One is to establish Plymouth as one of Europe's greenest cities and amongst other things the Plan calls for a transport system that delivers a step-change in walking, cycling and public transport as the travel modes of choice for journeys in the city. Arguably, the greatest potential for achieving this step-change is in the City Centre and waterfront area. It is here where the combination of a number of initiatives and big moves can have the biggest impact, effecting behavioural change, allowing appreciation of the City Centre and waterfront offer and creating a perception of a greener city model with genuine travel choice in line with the Plan. The movement vision sets out a high level direction and potential strategic moves to both bring about this step-change and support the delivery of the City Centre and waterfront masterplans. Each require more detailed studies but include the following:

- Making the City Centre and waterfront into a walkable neighbourhood by increasing its resident and working population and placing people closer to facilities and to key destinations.
- The transformation of the image and identity of the Rail Station.
- The relocation of the Coach Station and coach drop off provision into the City Centre.
- The alteration of the ring road balancing the traffic role with the need for a high quality public transport route and urban street and as the main access and arrival point into the City Centre.
- Reducing design speeds and speed limits across the area for safer streets which can cater for multiple users.
- Definition of clear routes of activity for pedestrian and cycle priority including the reinstatement of Armada Way as the City Centre's central public space and pedestrian and cycle thoroughfare.
- The phased introduction of Strategic Crossings to link key neighbourhoods and facilities across busy streets.
- The consolidation of car parking to create fewer, but better located car parks on the edge of the city centre and waterfront area and at main arrival points in the city. Allowing accessible spaces at key locations.
- Managing selected parts of the City Centre precinct as shared space that can accommodate pedestrians, cyclists, some on street car parking (particularly in the evening), servicing and limited car access to new residential and business premises.
- Introducing smart technology and way-finding information systems to improve legibility, orientation, safety and knowledge.
- Cycle hubs offering cycle hire and information making movement by bike more attractive and convenient.
- Better utilisation of Waterbus services through improved co-ordination, marketing and coverage.

4.0 URBAN DESIGN FRAMEWORK

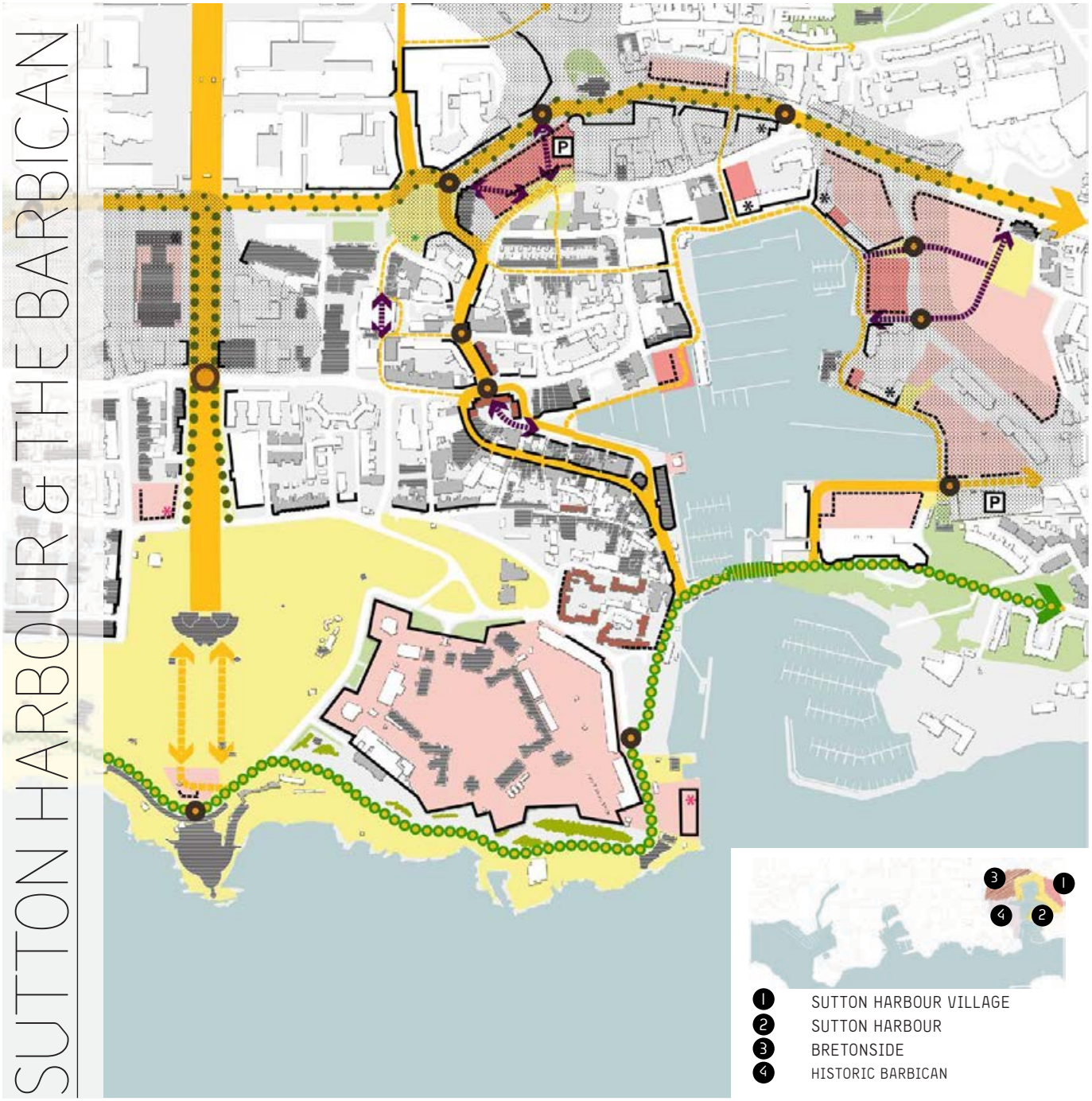
The Urban Design Framework is intended as a tool to help positively shape the future character of the waterfront. Due to the sheer scale and diversity of the waterfront it is not exhaustive in detail but rather can be used to check that development proposals are designed in relation to their context and are in accordance with the principles described elsewhere in the Strategic Waterfront Masterplan. The Framework builds upon the Masterplan Strategy outlined in Volume 1 of this work which aims to prioritise and focus change and intervention on areas which are of strategic importance to the role, image, identity and success of the waterfront as a whole. These strategic sites look to better connect and enhance key areas of the waterfront to make the most of what is already a vast and incredible asset to the city.

All the character areas each have their own firmly established role and function within the wider waterfront and the goal is to amplify these defining characteristics in any future built environment interventions to ensure that the unique, and very different qualities of each waterfront place are retained and enhanced. Reference should be made to the Conservation Area Appraisals and Management Plans for The Barbican, Stonehouse Peninsula, Devonport, The Hoe and Union Street. These cover the majority of the waterfront area and describe the characteristics and qualities of each of these areas in more detail.

The report is split into sections to help structure the guidance under the following headings; Priorities for Change help to articulate the most important areas of change for each of the areas. It defines specific objectives that should be thought of as high priority in order to realise the potential of the waterfront as a whole. Urban Design principles contain strategic advice on building massing as well as appropriate land uses. Finally high level guidance on public realm, access and movement interventions is provided. The waterfront is broken down into the following broad areas:

- Sutton Harbour & The Barbican
- The Hoe
- Union Street & Millbay
- Stonehouse Creek

SUTTON HARBOUR & THE BARBICAN



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LEGEND:

- OPPORTUNITY SITES-DEVELOPMENT/ CONSENTED
- OPPORTUNITY SITES
- OPPORTUNITY SITES-PUBLIC REALM ENHANCEMENT
- EXISTING TALL/LANDMARK BUILDINGS
- OPPORTUNITY FOR LANDMARK BUILDINGS
- ZONE OF OPPORTUNITY FOR TALL BUILDINGS
- EXISTING SIGNIFICANT BUILDING LINE
- POTENTIAL TO IMPROVE BUILDING LINE
- STRATEGIC PEDESTRIAN/CYCLE LINKS
- PEDESTRIAN/CYCLE PRIORITY STREETS
- WATERFRONT WALK/SOUTH WEST COAST PATH
- NEW WATERFRONT WALK LINKS
- OPPORTUNITY FOR FUTURE LINKS
- LISTED BUILDINGS
- BUILDINGS MAKING A POSITIVE TOWNSCAPE CONTRIBUTION
- STRATEGIC PARKING SITES
- ENHANCEMENT OF TOWNSCAPE IN KEY LOCATIONS
- STRATEGIC CROSSING
- IMPROVED CROSSING
- TREE LINED STREETS/ROUTES
- OPPORTUNITY FOR UPGRADED PEDESTRIAN/CYCLE BRIDGE

ROLE AND FUNCTION:

Forming the main part of the historic town of Plymouth formed around the 13th to 18th century this area is broadly defined by a finer grained medieval street pattern of narrow turning streets and significant historic buildings and spaces. The western side of Sutton Harbour provides a diverse mix of retail, tourism, cultural and food and drink uses which combined with the activity of the harbour and the aquarium to the east make this a popular visitor destination. As well as the significant fishing harbour, the east side of Sutton Harbour comprises more modern, taller buildings with some existing residential and office buildings.

PRIORITIES FOR CHANGE:

- Implementation of the projects planned as part of the Mayflower 400.
- Define Buckwell St as the most direct City Centre to Sutton Harbour pedestrian/cycle route, improving signage and quality of public realm.
- Complete development sites fronting onto Sutton Harbour to help enclose the Sutton Harbour Experience and enhance the walking loop while protecting the key marine uses such as the fish quay and hosting of major events.
- Explore opportunities for a new iconic Lock Bridge for pedestrians and cyclists.
- Define a new gateway space as part of the redevelopment of Sutton Harbour dock to allow pedestrians and cyclists to experience the working fish dock environment while providing a better 'front door' experience and route through to the Aquarium.
- Regeneration of the Sutton Road site to extend the Sutton Harbour neighbourhood and help to improve the approach to the city along Exeter Street and Barbican approach.

BUILDING MASSING

- Buildings within the Sutton Harbour Village character area should not seek to compete with the taller buildings enclosing the waters edge and should be up to 6 storeys generally and lower where it meets the 2 storey neighbourhood to the immediate east. Streets should encourage sequential views and be of a tight and intimate scale. Buildings along Exeter St should be up to 8 storeys to reflect the streets' role as a key strategic corridor.
- Buildings directly on the waters edge along Sutton Harbour should relate to the existing tall buildings and be consistent in height with an emphasis on vertical articulation to help 'break up' building lines.
- Ensure that future neighbourhood regeneration of poor quality building stock within the Barbican explores opportunities to open up views and movement to the harbour where possible, be respectful of the historic area in which they sit and include active ground floor uses.
- The Elphinstone Quay site, which sits in close proximity to the Citadel would require a bespoke design response of the very highest standard, allow the retention of functional vehicle access and parking and safeguard the ability of Commercial Wharf and Phoenix Quay to support marine events.

LAND USE

- Protect existing marine related uses including fishing quay.
- Sutton Road major intervention - Residential led, with office/ business uses located along Exeter St and small retail and community uses at key corners.
- Opportunities should be sought to increase the mixed use nature of Sutton Harbour and, in time, around Buckwell Street particularly at ground floor level. Where A3 uses are unviable consider small office, live work and start up space to enliven the area.
- New high quality hotel opportunity at landmark sites to meet city-wide demand.

PUBLIC REALM

- Materials and public realm treatment should take reference from the historic character of this area. The Conservation Area Appraisal and Management Plan should be referred to for more detail.
- For Southside St, consider the feasibility of repaving in natural stone to reinforce historic feel and express importance as a key pedestrian/cycle street in the area.
- Ensure wayfinding and art opportunities are maximised along Buckwell St through incremental public realm improvements. Explore opportunities to provide improved surface level crossing at the junction with Vauxhall Street.
- Explore potential for avenue tree planting along Exeter Street, audit highways infrastructure to minimise visual clutter and introduce planting in wider sections of footpaths.

ACCESS AND MOVEMENT

- Removal of the St Andrews Cross roundabout and replacement with a T-junction will offer opportunities to improve north/south pedestrian and cycle movement as well as further reinforcing City Centre to Sutton Harbour route.
- Explore opportunities to restrict vehicular access at key times along Southside St. in order to provide a more comfortable pedestrian/cycle experience.
- Highway narrowing and reduced traffic role to access only and public transport priority on Buckwell Street to be explored.
- Improve the junction and approach between Barbican Approach and Gydnia Way to create a better first impression on arrival to the city from the east and making Barbican Approach a more obvious route to take to the waterfront.
- Environmental improvements at Exeter St. crossings to provide better links into Sutton Harbour.

THE HOE



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1. HOE PARK AND FORESHORE
2. GRAND PARADE
3. WEST HOE
4. ARMADA WAY
5. EAST HOE
6. CITADEL

LEGEND:

- OPPORTUNITY SITES-DEVELOPMENT/ CONSENTED
- OPPORTUNITY SITES
- OPPORTUNITY SITES-PUBLIC REALM ENHANCEMENT
- EXISTING TALL/LANDMARK BUILDINGS
- OPPORTUNITY FOR LANDMARK BUILDINGS
- ZONE OF OPPORTUNITY FOR TALL BUILDINGS
- EXISTING SIGNIFICANT BUILDING LINE
- POTENTIAL TO IMPROVE BUILDING LINE
- STRATEGIC PEDESTRIAN/CYCLE LINKS
- PEDESTRIAN/CYCLE PRIORITY STREETS
- WATERFRONT WALK/SOUTH WEST COAST PATH
- NEW WATERFRONT WALK LINKS
- OPPORTUNITY FOR FUTURE LINKS
- LISTED BUILDINGS
- BUILDINGS MAKING A POSITIVE TOWNSCAPE CONTRIBUTION
- STRATEGIC PARKING SITES
- ENHANCEMENT OF TOWNSCAPE IN KEY LOCATIONS
- STRATEGIC CROSSING
- IMPROVED CROSSING
- TREE LINED STREETS/ROUTES

ROLE AND FUNCTION:

This area is dominated by the 17th Century Citadel which is designated as Scheduled ancient monument and Hoe Park, a Grade II registered historic part and garden and an iconic part of Plymouth's waterfront. the area surrounding the park is characterised by large, grand 19th Century townhouses and terraces, predominantly residential, hotel and guest house in use. The grand Armada way axis currently offers a pedestrian connection from the City Centre to Hoe Park but its significance is currently underplayed.

PRIORITIES FOR CHANGE:

- Sensitive but transformational change of Hoe Park. The use of coastal materials and planting, new robust public realm to help break up vast expanse of lawn and programme of events and activities to make the space more useable in all weather conditions.
- Redefining Hoe Road as Hoe Promenade, conceiving of this route as a linear park and extension to the Hoe.
- Recapture the scale and grandeur of Armada Way as the centrepiece and major city vista of the City Centre and waterfront area.
- Explore opportunities for delivering a new, iconic public building on the southern tip of Hoe Park in order to terminate the grand axis more appropriately and introduce a building which can support activity of the Hoe at all times of the year and day as well as a space which Plymouth can be proud of and use to express its cultural identity and heritage.
- Re-development of the Quality Hotel site overlooking Hoe Park.
- Encourage greater use of the Hoe Foreshore by opening up disused buildings to allow water related activities and food and drink.

BUILDING MASSING

- New public building on the southern tip of Hoe Park to be sensitively positioned with a viewing deck above to enhance dramatic views across the Sound. Building should be integrated into the landscape and should help to facilitate vertical circulation between Hoe Park and the Promenade. This should be an iconic building of world class design to raise the profile and image of the whole waterfront.
- Any new buildings directly fronting Armada Way should relate to the neighbouring frontages and should address the street with an active frontage, preferably with A3 uses/ grand lobby spaces where possible.
- Opportunity for a landmark mixed use hotel/ residential development on the Quality Inn site to be up to 10-12 storeys at the eastern edge and stepping down at the west to around 6 storeys. Buildings should extend the existing building line unless a building of sufficient quality can create a fitting landmark enclosing the western end of the park.

LAND USE

- Continue to promote residential uses within the Hoe area to ensure a greater residential population in the waterfront to support day and year round activity.
- Utilise key waterfront sites to provide much needed high quality hotel space in the city.
- A new public building offering programmable events, conference, exhibition, arts and cultural space at the tip of Hoe Park which can support greater level of activity through the day and year in this part of the waterfront.
- Small scale food and drink and temporary/seasonal water related businesses should be encouraged along the promenade and the un-used foreshore buildings.

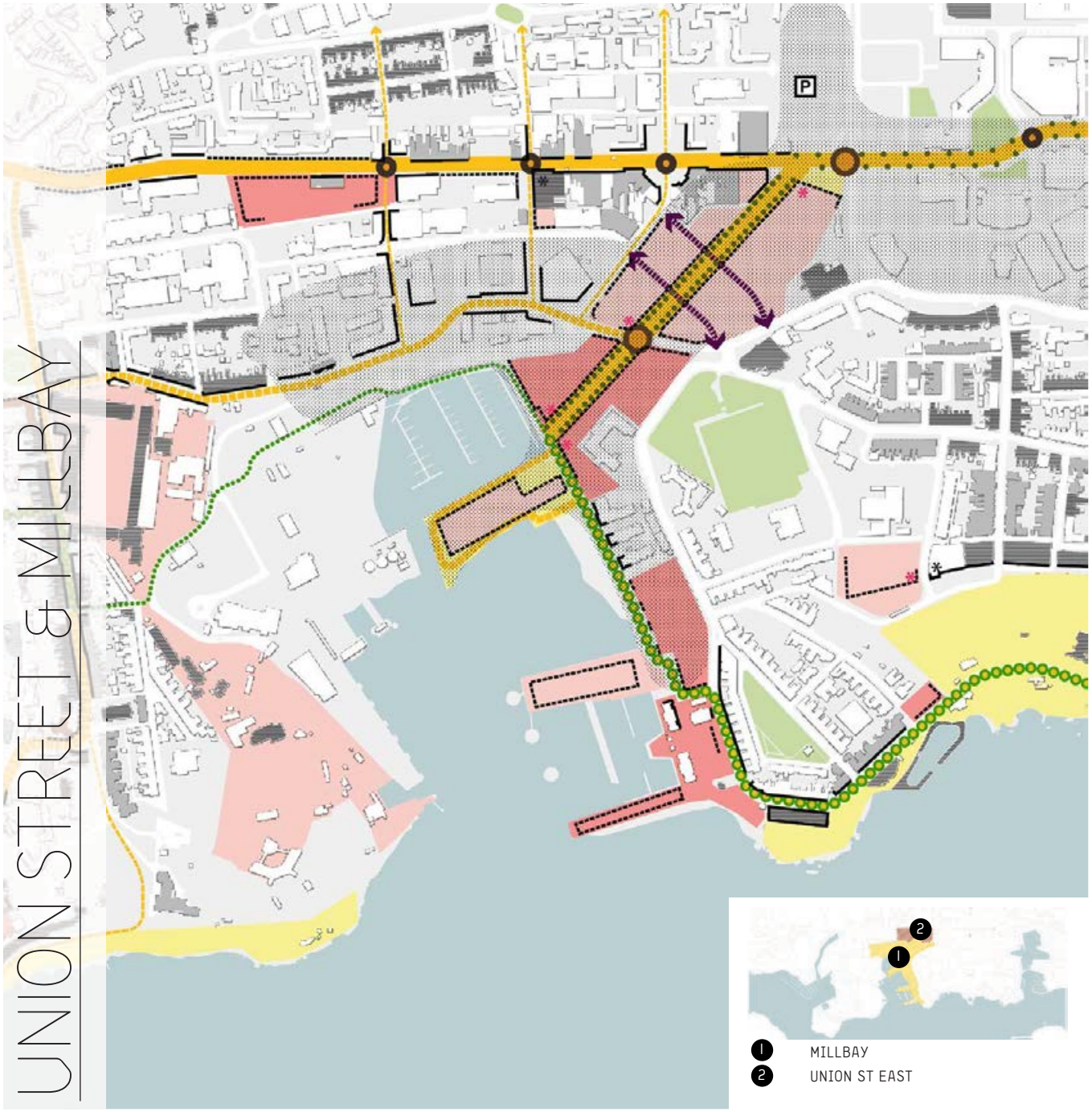
PUBLIC REALM

- Hoe promenade should have a distinct coastal language inherent in the furniture and ecological planting.
- Any vertical elements should be minimised along Hoe Road including buildings, structures, sculptures, light columns and signage to avoid interrupting the incredible views over the Sound.
- A more attractive, pedestrian/cycle oriented lighting scheme should be developed for Hoe Park and promenade.
- Opportunities to connect the different levels between Hoe Park, Road and Foreshore should be in accordance with access for all principles where possible and help these three elements appear as one.
- Complete the transformation of Armada Way, consider a grand water feature near the Holiday Inn to reference the close proximity of the Sound hidden from view on the other side of the Park and to animate an otherwise underused part of the waterfront.
- Explore the feasibility of improved and accessible pedestrian/cycle link between Higher Lane and Palace Street.
- Should the opportunity arise, reinstate the route along St Andrews Street which was severed by the Magistrates Court.

ACCESS AND MOVEMENT

- Look at restricting vehicular access at key times along Hoe Rd. and considering a shared surface promenade at key points in order to rebalance the movement hierarchy in favour of pedestrians and cyclists.
- Consider seasonal use of the parking bays for temporary stalls and markets, keeping accessible parking spaces but encouraging greater use of strategic car parks at the edge of the waterfront area.
- Provide a strategic cycle link down Armada Way from the Train Station to the Hoe with opportunities for cycle hire and information along the way.

UNION STREET & MILLBAY



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1 MILLBAY
2 UNION ST EAST

LEGEND:

- OPPORTUNITY SITES-DEVELOPMENT/ CONSENTED
- OPPORTUNITY SITES
- OPPORTUNITY SITES-PUBLIC REALM ENHANCEMENT
- EXISTING TALL/LANDMARK BUILDINGS
- OPPORTUNITY FOR LANDMARK BUILDINGS
- ZONE OF OPPORTUNITY FOR TALL BUILDINGS
- EXISTING SIGNIFICANT BUILDING LINE
- POTENTIAL TO IMPROVE BUILDING LINE
- STRATEGIC PEDESTRIAN/CYCLE LINKS
- PEDESTRIAN/CYCLE PRIORITY STREETS
- WATERFRONT WALK/SOUTH WEST COAST PATH
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- LISTED BUILDINGS
- BUILDINGS MAKING A POSITIVE TOWNSCAPE CONTRIBUTION
- STRATEGIC PARKING SITES
- ENHANCEMENT OF TOWNSCAPE IN KEY LOCATIONS
- STRATEGIC CROSSING
- IMPROVED CROSSING
- TREE LINED STREETS/ROUTES

ROLE AND FUNCTION:

Millbay is a neighbourhood undergoing major regeneration; characterised by high density, formal and linear urban perimeter blocks with a mixture of apartments and townhouses of a fitting contemporary design and language adding a new chapter and piece to Plymouth's eclectic waterfront areas. The proposed boulevard will act as an connecting armature from the City Centre down to the docks and is intended as a key strategic pedestrian and cycle route. Union Street is an important route, originally built to link the towns of Plymouth it still has important transport role but must also form an attractive approach to the city and most importantly a community focus to the surrounding neighbourhoods.

PRIORITIES FOR CHANGE:

- Ensure that the Millbay Boulevard alignment is fixed and designed to provide a direct and bold connection between the City Centre and Millbay. Ensure that development fronting onto the boulevard has active frontages at ground floor.
- Reconfigure the junction of Union St and Western Approach as part of either the Colin Campbell Court or Millbay Boulevard projects in order to enhance the setting of these neighbourhoods, provide a better first impression of the city and provide a more seamless pedestrian and cycle route between the City Centre and Millbay dock.
- Continue to support the Millbay regeneration schemes.
- In addition to the residential and leisure uses consented explore potential at Trinity Pier or Clyde Quay for a significant public-facing marine technology,marine events, cultural, events or arts space potentially offering new flexible exhibition and studio space to offer a major new attraction making Millbay more of a destination.
- Investigate the potential of improving several north-south routes bisecting Union St to connect the communities either side of Union Street.

URBAN DESIGN PRINCIPLES:

BUILDING MASSING

- New urban blocks should be enclosed and well fronted. Up to 6 storeys along the boulevard. Consider the use of a colonnade at ground level to provide all-weather route. Taller buildings located along main roads and at key junctions.

LAND USE

- Predominantly residential use to increase the population of the waterfront areas to help support day and year round activity.
- Explore potential at Trinity Pier or Clyde Quay for a significant public-facing marine technology,marine events, cultural, events or arts space potentially offering new flexible exhibition and studio space to offer a major new attraction making Millbay more of a destination. Any reuse of this pier should safeguard access to the water and ensure publically accessible areas around the waters edge. Residential uses to be considered only if alternative site in Millbay is identified for a substantial visitor destination. Consideration should be given to the use of roof space on low buildings to offer additional flexible public space and offer vantage points over the water.
- Support the community-led regeneration at Millfields Trust Site to allow Union Street to fulfil its role in connecting surrounding neighbourhoods.
- Support the re-use and recolonisation of major landmark sites along Union Street such as the Palace Theatre which along with improved links into the City Centre and Millbay at Western Approach can act as a catalyst for wider regeneration of the area.

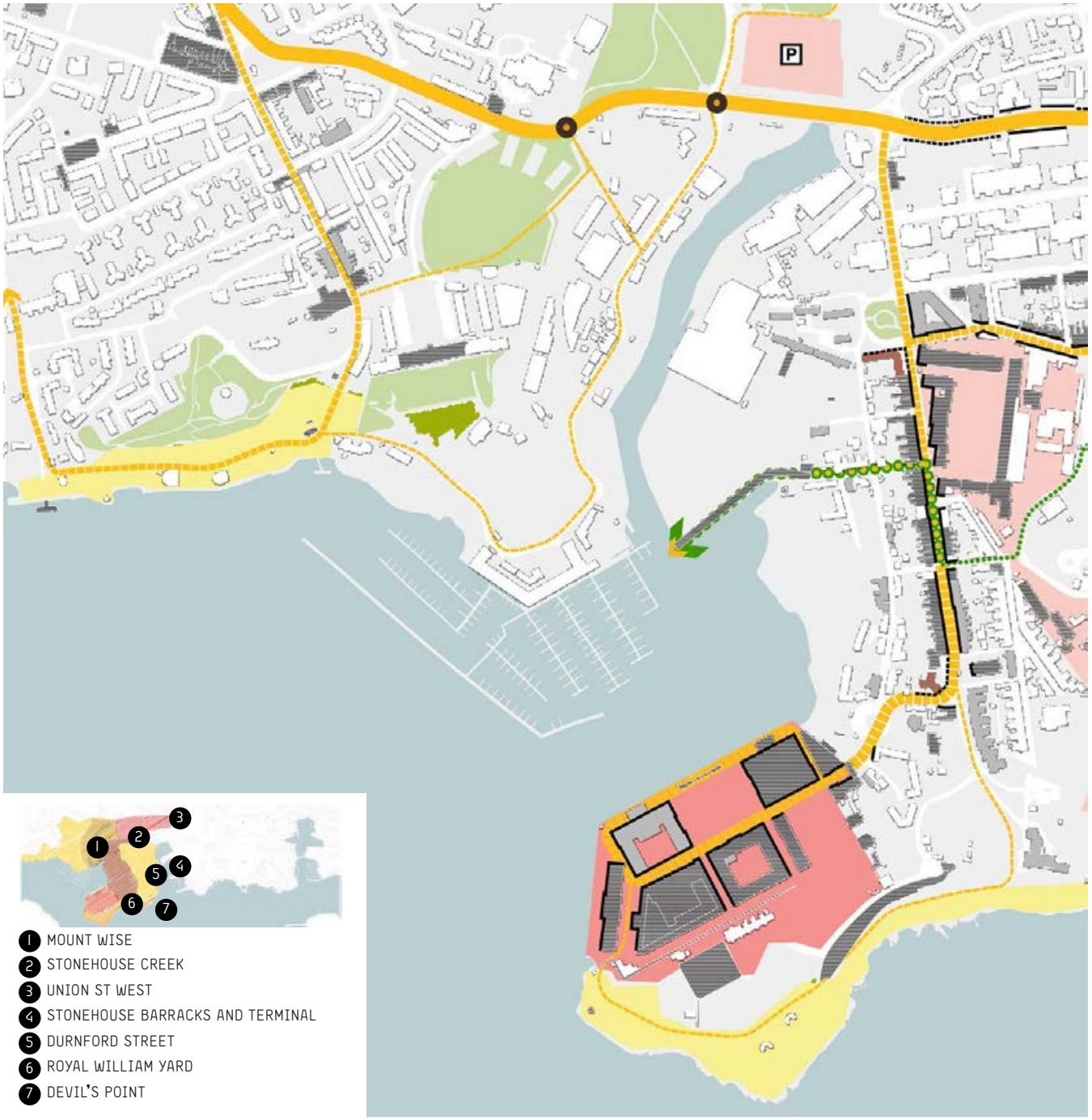
PUBLIC REALM

- Ensure planned Millbay developments include open, attractive and safe waterside access to the public completing major sections of the waterfront walk.
- Explore potential to include more public open space on Clyde Quay to provide ongoing support to large scale marine events and to open up views/waterfront reveal at the end of the Millbay Boulevard.
- Explore the potential for improving the port environment and arrival space for visitors as part of any interventions.
- Complete public realm design of the Boulevard to fix the alignment and design of the route.
- Explore the potential for environmental improvements at key crossing locations along Union Street. To include improved materials, planting and audit of highways infrastructure.

ACCESS AND MOVEMENT

- Implement the Boulevard as a pedestrian and cycle priority route with servicing and access only for vehicles.
- Investigate possibility of public realm improvements to Union St/Octagon St roundabout to improve the approach into the city from the west while retaining access to the docks.
- Complete the new waterfront pedestrian and cycle link from Millbay docks onto Durnford Street.

STONEHOUSE CREEK



1. MOUNT WISE
2. STONEHOUSE CREEK
3. UNION ST WEST
4. STONEHOUSE BARRACKS AND TERMINAL
5. DURNFORD STREET
6. ROYAL WILLIAM YARD
7. DEVIL'S POINT

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LEGEND:

- OPPORTUNITY SITES-DEVELOPMENT/ CONSENTED
- OPPORTUNITY SITES
- OPPORTUNITY SITES-PUBLIC REALM ENHANCEMENT
- EXISTING TALL/LANDMARK BUILDINGS
- OPPORTUNITY FOR LANDMARK BUILDINGS
- ZONE OF OPPORTUNITY FOR TALL BUILDINGS
- EXISTING SIGNIFICANT BUILDING LINE
- POTENTIAL TO IMPROVE BUILDING LINE
- STRATEGIC PEDESTRIAN/CYCLE LINKS
- PEDESTRIAN/CYCLE PRIORITY STREETS
- WATERFRONT WALK/SOUTH WEST COAST PATH
- NEW WATERFRONT WALK LINKS
- OPPORTUNITY FOR FUTURE LINKS
- LISTED BUILDINGS
- BUILDINGS MAKING A POSITIVE TOWNSCAPE CONTRIBUTION
- STRATEGIC PARKING SITES
- ENHANCEMENT OF TOWNSCAPE IN KEY LOCATIONS
- STRATEGIC CROSSING
- IMPROVED CROSSING
- TREE LINED STREETS/ROUTES

ROLE AND FUNCTION:

This area contains a substantial amount of marine related uses with a heavy military prescence, both extant (Stonehouse Barracks) and former (Royal William Yard) Stonehouse Peninsula remains remarkably intact with the Georgian terraces and outstanding victual complex at Royal William Yard creating a strong sense of identity and clear history of place. The Creek itself is heavily influenced by the presence of working boat yards, Princes Yachts and industrial sites with smaller pockets of housing. Mount Wise Park sits to the west removed from the rest of the waterfront area by the Creek and the related uses.

PRIORITIES FOR CHANGE:

- Explore the feasibility of a strategic parking facility on the Stonehouse Bridge site to provide a greater strategic parking resource, freeing up streets and spaces in the core City Centre and waterfront areas for people and supporting greater use of other modes of transport at busy times. This would also provide a large scale and long term parking facility to support Royal William Yard.
- Improve wayfinding and signage along the waterfront walk from the landing of the Cremyll Ferry at Admiral's Hard Slipway and at the Royal William Yard.
- Public realm improvements to the appearance and use of Devils Point and Mount Wise Park including potential for a lighting scheme at Devils Point which can be viewed from other parts of the waterfront.
- Encourage a circluar walking route around Devils Point as part of the experience of visiting Royal William Yard. Linking back through Admiralty Road.
- Continue to support the regeneration and re-use of the Royal William Yard.

BUILDING MASSING

- Ensure any opportunities for renewal or redevelopment of insensitive post war development sitting on key sites on the peninsula are considered in the wider context of the waterfront capturing the opportunity to make a statement about design quality and identity of the waterfront including potential for well designed, destinctive, bold landmark buildings

LAND USE

- Richmond walk to be retained as a working area of waterfront and marine related employment with potential for small scale introduction of other uses including live-work or potentially residential to support activity and the streets role as a part of an active waterfront link.
- Utilise key waterfront sites to provide much needed high quality hotel space in the city.

PUBLIC REALM

- Promote a circular walk around Devils point and Admiralty Road which can form part of the experience of visiting Royal William Yard.
- Introduce feature lighting and public art as part of comprehensive schemes for the waterfront at Devils Point.
- Maintain and Restore access points to the water and salt water pools and fishing access.
- Mount Wise Park is as important as a neighbourhood park to Devonport and Mount Wise as it is a part of the rest of the city waterfront. Park uses and activities which support these neighbourhoods will be key to realising the potential of this space. Existing play and lidos are key part of that role.
- At Mount Wise Park, improve arrival points from George Street and James Street which to strengthen the links back to Devonport and Mount Wise.
- Provide better signage and improved links between the playing fields and Richmond Walk as part of a waterfront route.

ACCESS AND MOVEMENT

- Improved parking to help consolidate car parking away from the City Centre on Stonehouse Bridge site. This would help to establish Union St as a key bus corridor into the City Centre.
- Explore potential for additional parking on the reservoir site to support further regeneration in Royal William Yard.

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