

Newton Abbot

Town Centre Masterplan Delivery Strategy

Vision Document

Nov 2018



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Doc No	Prepared By	Checked By	Date
15061_RT01	PK	PO	Sept 2016
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Introduction

1.1 Vision

This Vision Document summarises proposals comprising the enhancement and regeneration of Newton Abbot town centre, Market Walk/Sherborne Road area, Bradley Lane, Cricketfields and NA12 and surrounding area.

The document sets out how the development proposals for the town centre sites set out in the 2010 Site Opportunities Regeneration Study will be delivered and summarises the outcome of ongoing detailed analysis of key issues including land use, transport, parking, flood issues and building enhancements.

Further stakeholder engagement, including with Devon County Council and the Environment Agency, has helped inform the development of the proposals in this report.

Newton Abbot town centre has significant potential to develop into the premier South Devon market town; providing facilities for an increasing local and wider population. The town centre will become a pedestrian friendly place with good transport connections, increased leisure and entertainment opportunities, a high quality market and retail offer and an enhanced night time economy.

The masterplan focuses on reviving the core area of the town centre to strengthen the retail/night time economy and position the town to support a growing population and improve “the offer” in the face of increasing regional competition.

The Council is a strategic land owner, which has been strengthened by the Council's purchase of Market Walk shopping centre in 2016. This enables the Council to take a proactive and long-term approach to regeneration.

The proposals focus on key deliverable interventions and changes through the use of council owned strategic land and highway infrastructure. Flexibility in the phasing proposals will allow the scheme to adapt to changing funding, occupier and viability circumstances, particularly for development led phases.

Indicative visualisation - **Sherborne Road** ▼



Indicative visualisation - **Market Square** ▼



Newton Abbot town centre has significant potential to develop into the ***premier South Devon market town;*** providing facilities for an increasing local and wider population. The town centre will become a pedestrian friendly place with good transport connections, increased leisure and entertainment opportunities, a high quality market and retail offer and an enhanced night time economy.



Background

2.1 Planning Context

Newton Abbot is proposed to be the strategic centre for Teignbridge; and will be a focus for quality & investment in the district.

The Teignbridge Local Plan 2013-2033 sets out a number of policies and objectives for Newton Abbot which provide the basis for the emerging concept proposals. In summary;

- Newton Abbot is proposed as the strategic centre for the Teignbridge District.
- Proposed strategic development site allocations as part of Teignbridge Local Plan 2013-2033 will deliver over 3,500 new homes and approximately 10,000 new residents.
- Desire to enhance and expand the town centre to meet future retail, commercial and cultural needs required to serve a growing population & address changing retail market
- Requirement to improve existing transport infrastructure

Policy NA8 and NA10 identify key opportunities in the town centre, including:

NA8 Newton Abbot Town Centre Development:

- a) A masterplan for the town centre and adjacent areas to address area-wide issues include location of community hub/museum, bus movement and facilities/ locations for bus layover.
- b) Appropriate transport and access improvements including pedestrian and cycle links and facilities, relocation of the bus terminus if required and car parking solutions (which might include park and change).
- c) No net loss of car parking in the town centre and adjacent areas;
- d) Delivery of a broader evening economy through encouraging mixed use developments and leisure schemes as well as softer interventions such as events and lighting strategies in accordance with wider Council policies and the Newton Abbot Town Centre Regeneration Study.
- e) Improvements to views and access to the River Lemon and improving links between green Infrastructure to boost biodiversity and enhance sustainable transport choices.
- f) Contribution to improving air quality and meeting sustainable development objectives.
- g) Contributing to the improvement of the built environment and walking and cycling links throughout the town.

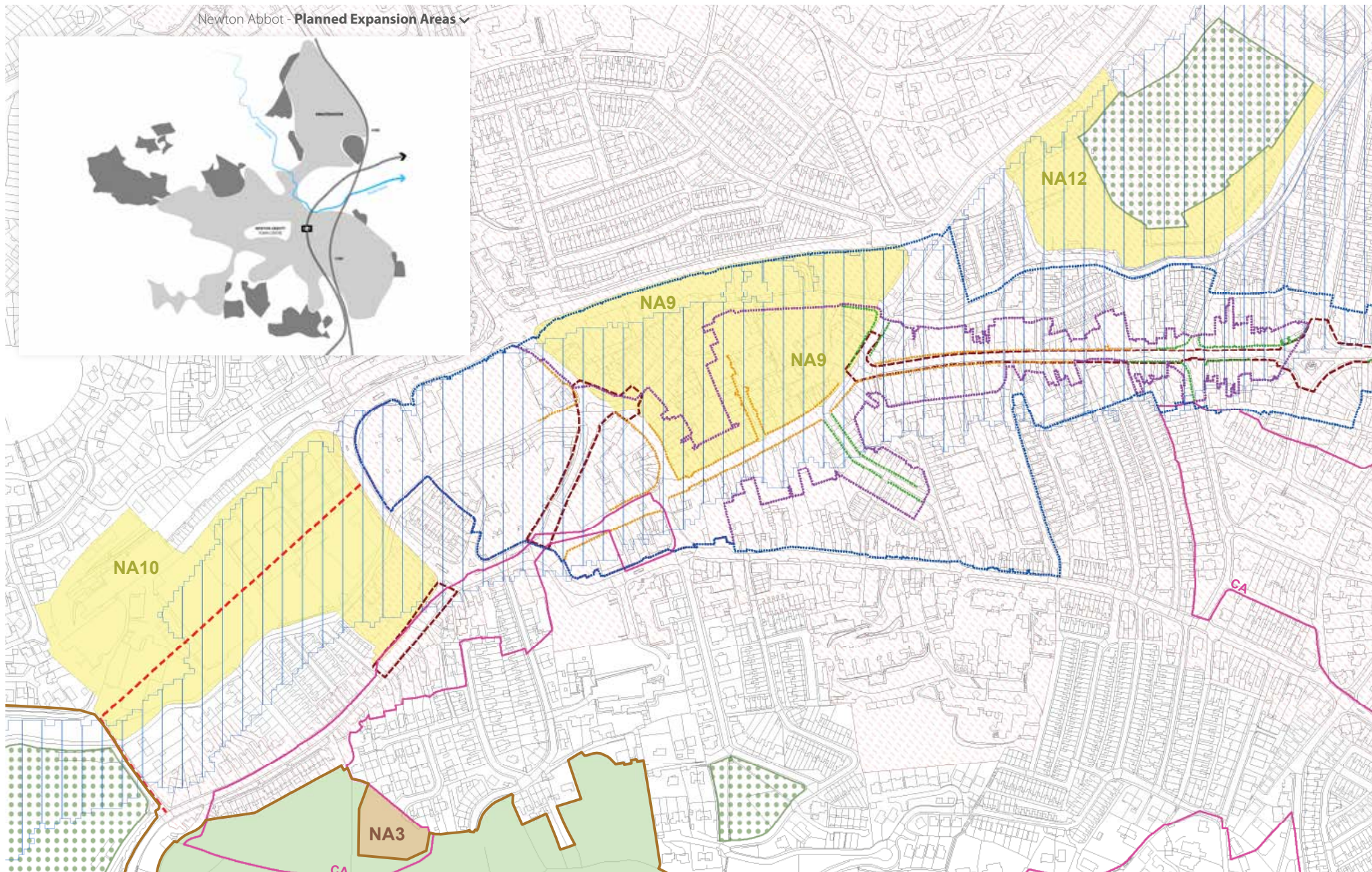
10 Opportunity Area: Bradley Lane

The Bradley Lane area will perform an important role in providing enhanced employment opportunities close to Newton Abbot town centre reducing the need to travel and boosting the daytime population in the area. It will:

- a) Deliver around 15,000 square metres of B-use classes, community and public uses.
- b) Deliver at least 170 homes with a target of 20% affordable homes.
- c) Seek to retain buildings that make a positive contribution to the physical environment and diversity of uses on the site.
- d) Investigate the potential to provide a link road through the site from Totnes Road/Wolborough Street to Bradley Lane/Highweek Street.
- e) Enhance links between Bakers Park and the remainder of the town centre – including flood risk management that will ensure that the town centre will be safe from flood risk.
- f) Take advantage of its gateway location and seek to reconnect with the remainder of the town centre through delivering very high quality urban design.
- g) Provide some short stay car parking.

In addition:

- h) Any retail floor space shall be ancillary in scale and shall not have an unacceptable impact on town centre vitality and viability. Comparison goods floor space in particular will be discouraged.
- i) Other town centre uses will be considered on their merits and subject to an impact assessment.



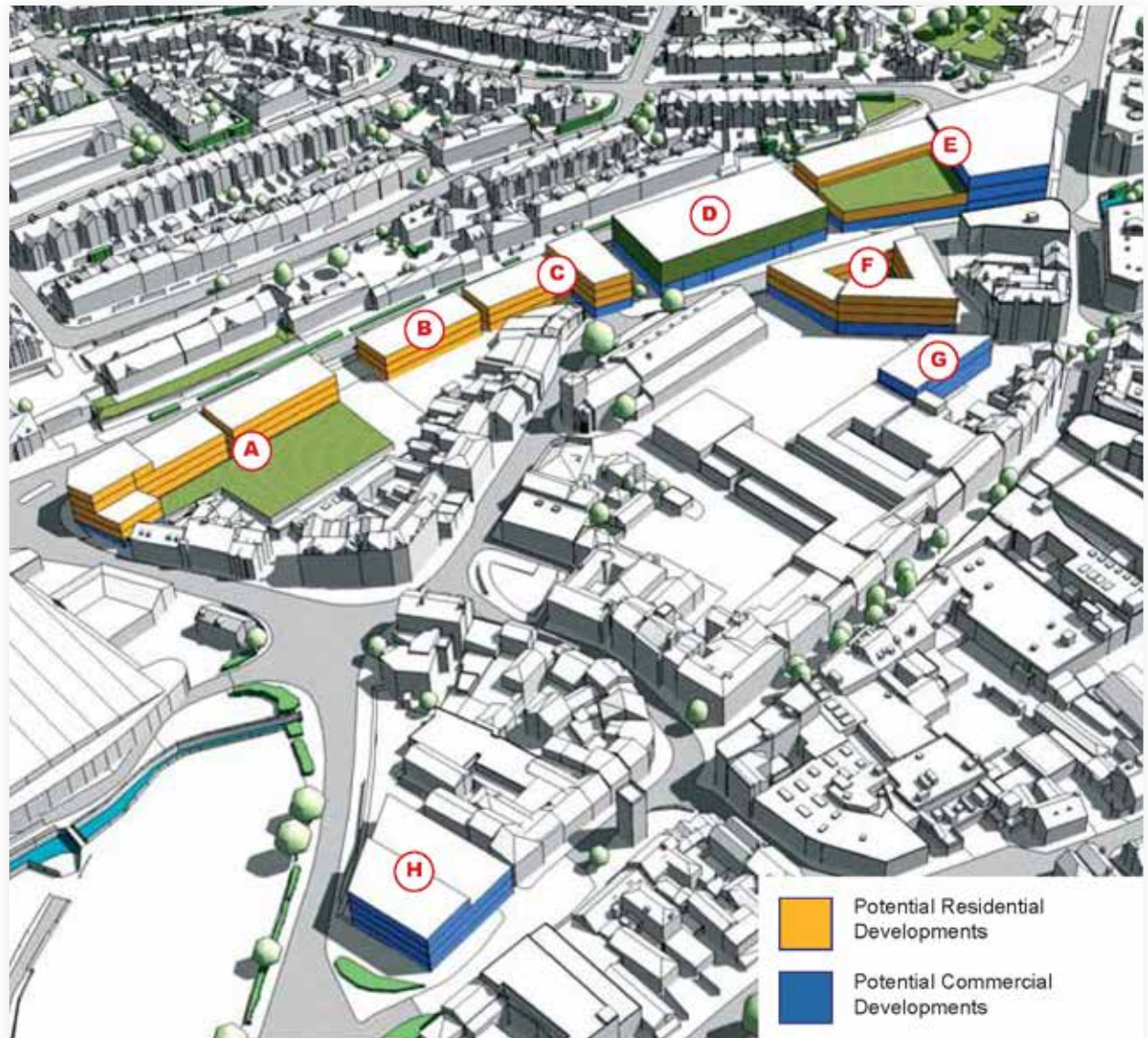
2.2 Previous Study - Newton Abbot Opportunities Regeneration Study

The 'Newton Abbot Town Centre: Site –Opportunities Regeneration Study' adopted by Teignbridge District Council identified a number of key projects and development opportunities within the town centre, and was subject to a thorough consultation process in July and August 2010. The consultation included meetings with key stakeholders and a public consultation which informed the final Regeneration Study.

Key proposals included:

- Redevelopment of the Town Centre to expand Newton Abbot's retail and leisure offer, including the opportunity to attract new larger floorplate retailers and leisure uses.
- Enhancements to the Market Square and Market Hall
- Relocation of the Bus Station to a new location within the town centre and/or rationalisation of bus stops.
- Improvements to the multi-storey car park and reviewing location and provision of parking across the town centre.
- Regeneration of Bradley Lane
- Public Realm improvements

Extract from Site Opportunities Regeneration Stud - **FCB Studios** ✓



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Town Centre Appraisal

3.1 Town Centre Appraisal

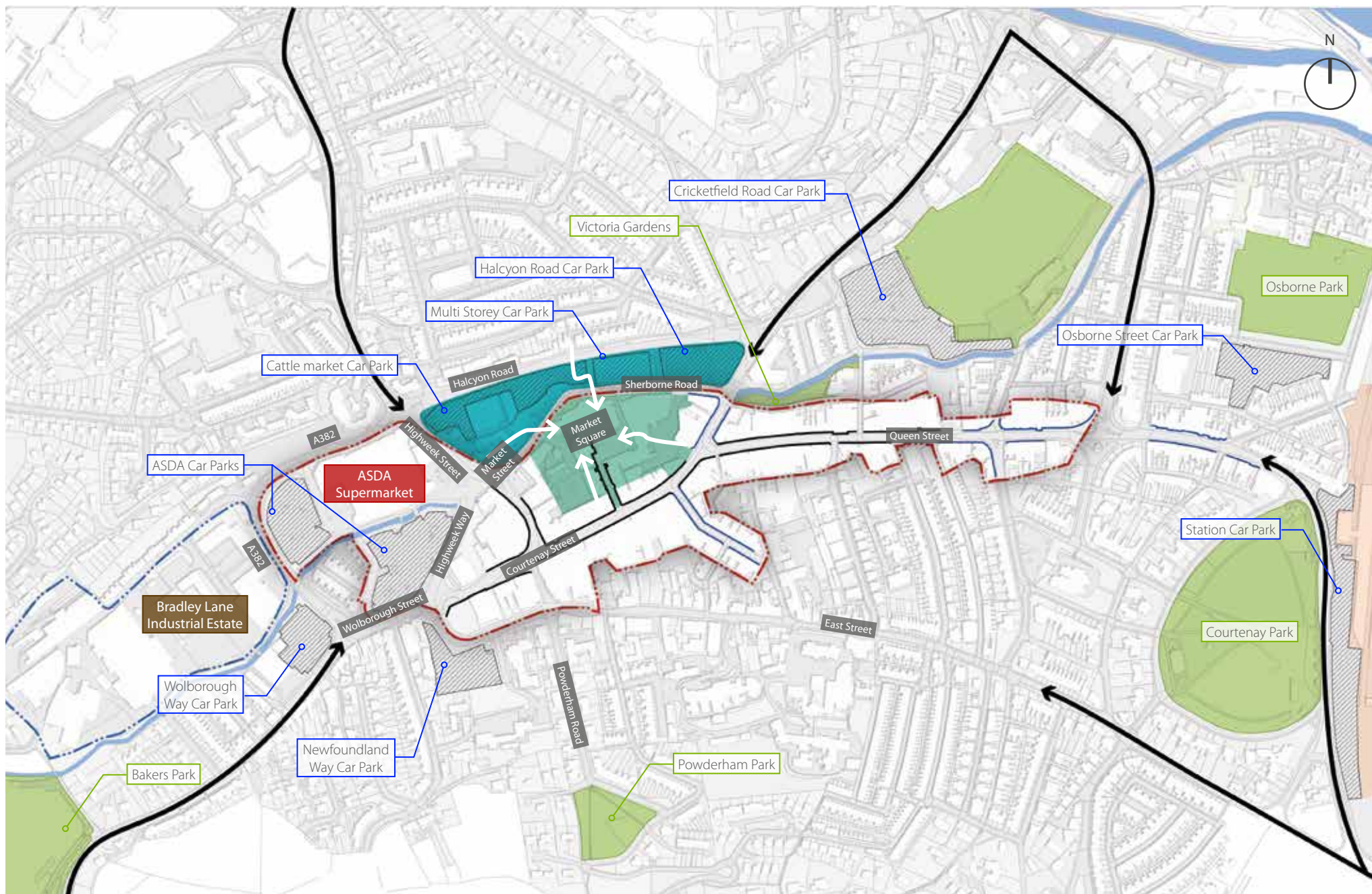
The core regeneration area is focused around the Market Walk Shopping Centre, the Cattle Market and Sherborne Road and Halcyon Road car parks. This offers the opportunity to expand the town centre to the north and provide additional retail and leisure space.

The Market Square has potential to become a key focal space, linking the area to the north with Courtenay Street. Enhancements to the Market Hall, Market Walk shopping centre and the public realm are essential to improvement connectivity and the attractiveness of the town centre.

To facilitate regeneration the existing car parking can be rationalised and enhanced, with potential to relocate some parking with improved pedestrian connections and make better use of the multi-storey car parks where there is untapped capacity.

Key

-  Primary Shopping Area
-  Car Parks
-  Parks
-  Railway Station
-  Potential to Enhance Market Square
-  Potential to Enhance Town Centre
-  Primary Shop Frontage
-  Secondary Shop Frontage
-  Bradley Lane Industrial Estate
-  Potential Enhanced Pedestrian Access Routes
-  Key Vehicular Access Routes



3.2 Key Regeneration Opportunities

The initial focus for regeneration is proposed to be the Market Walk shopping centre and car parks to the north (Halcyon Road, Sherborne Road and Cattle market car parks). This has potential to provide additional capacity for expansion of the existing town centre to the north of the existing primary shopping area.

Additional car parking provision at Cricketfield Car Park has potential to allow for flexible reduction of parking within the town centre, allowing for an expanded retail/leisure offer.

Further redevelopment at Bradley Lane, to the west of the town centre, will allow for further regeneration, including increasing the resident population in the town centre. This area, along with Bakers Park, could also potentially accommodate measures to attenuate flood waters upstream of the town centre.

There is potential to enable managed change of use to eastern part of Queen St., and the peripheral areas, to focus retail / commercial activity in the town area.

Key:

-  Primary Shopping Area
-  Queen Street Secondary Shopping Area
-  Gateways to the Town Centre
-  National Cycle Routes
-  Bus Stops
-  Key Pedestrian Routes
-  Key Vehicular Access Routes
-  Key Vehicular Access Routes

Stage 1 - Market Walk & Town Centre

Stage 2 - Cricketfield Car Park

Stage 3 - Bradley Lane

3.3 Existing Views of the Town Centre Regeneration Area





3.4 Existing Issues - Town Centre

The regeneration area primarily comprises poor quality buildings and public realm around the Market Hall, Market Walk Shopping Centre and Sherborne Road.

Key issues include:

- Significant potential to enhance tired retail frontages and the public realm
- The multi-storey car park is an unattractive structure which dominates adjacent streets and provides a poor quality street frontage and access/egress.
- The Market Square is surrounded by poor quality public realm and low quality building frontages;
- Pedestrian routes into the Market Square run through service areas with poor pedestrian experience;
- Weak visual anchors and gateways fail to attract pedestrians into the market from Courtenay Street;
- Footfall and use of Market Street and Sherborne Road is low;
- Market Walk has seen little capital investment since it was developed near 30 years ago, and to attract new occupiers a modernisation of the façades will be important to change perceptions
- Poor quality cycle routes through bus station /Sherborne Road
- River Lemon built over presenting an underutilised feature.
- Potential flood risk

Key:



Key Architectural / Visual Anchor



Higher Quality or Well Maintained Building Frontage



High / Reasonable Quality Public Realm



Low Quality Public Realm in Market Square and Market Walk



Negative / Poor Condition Public Realm



Poor Quality Pedestrian Route



3.5 Wider Market Area Circulation

Poor quality public realm to Sherborne Road and the area around the Market Square reduces the attractiveness of the town centre. Key issues include:

- Two pedestrian routes into the market square through service areas with poor pedestrian experience;
- Low footfall and use of Market Street and Sherborne Road;
- Main pedestrian flows along Queen Street, Courtenay Street and Bank Street towards ASDA miss the market area;
- Potential for Sherborne Road to become a shared space with reduced vehicle movements;
- Poor quality cycle path connections running through the town centre area with few and hidden cycle parking.

Key:



Key Focal Point / Visual Anchor



Key Nodal Spaces



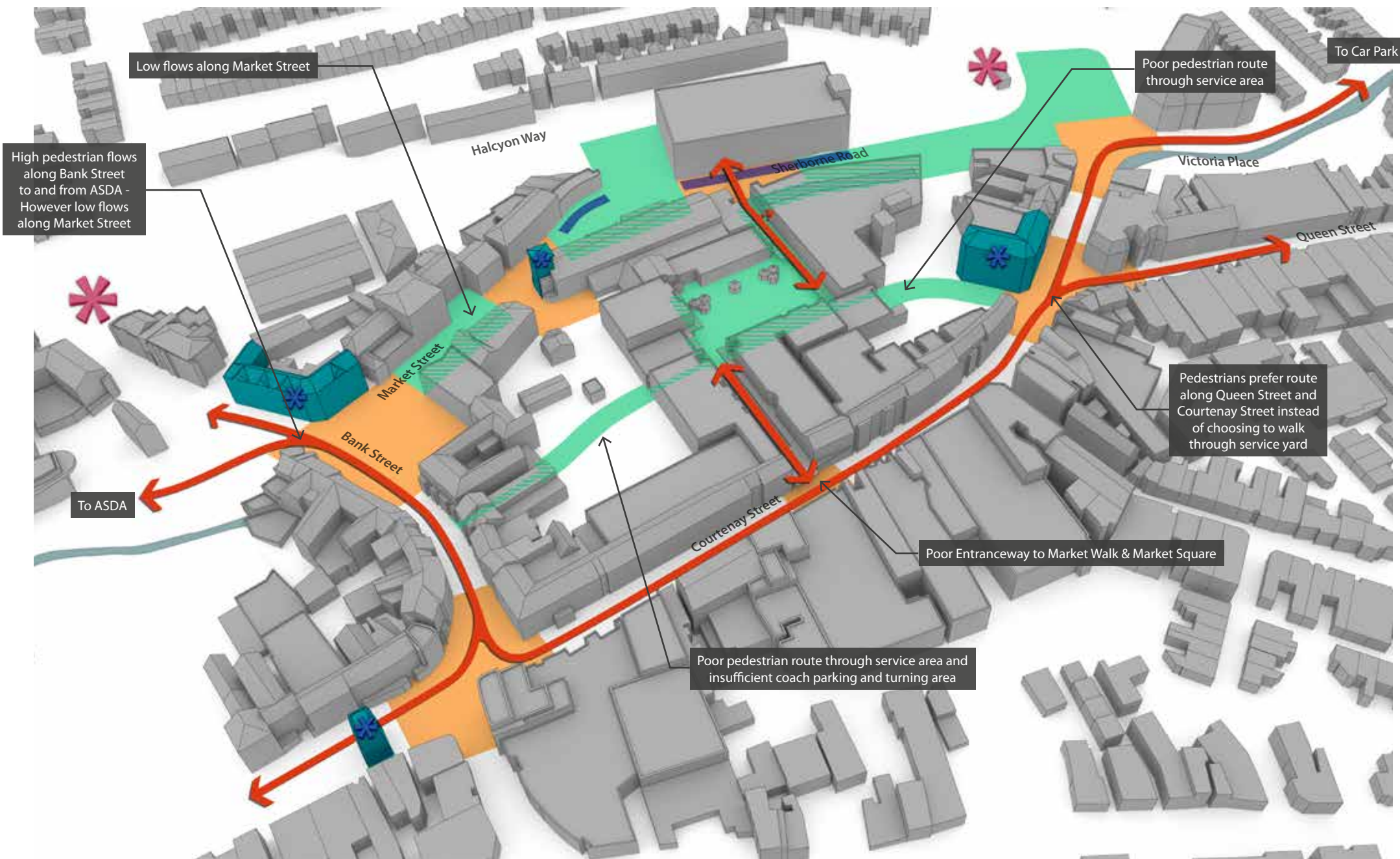
Primary Pedestrian Flows
(Size indicates flow)



Potential Focal Point



Pedestrian Public Realm
Improvements - Shared Space



3.6 Market Square Issues & Opportunities

The Market Square and adjacent areas suffers from poor connectivity and unattractive public realm which discourages people from using the area.

Key issues include:

- Poor quality building façades
- Poor quality public realm
- Weak pedestrian and cycle links and arrival spaces
- High quality Market Hall facade hidden
- Views into square obstructed by buildings and canopies

There are clear opportunities to improve the quality of the built environment and public realm, to enhance the attractiveness and offer of the Market, Market Square and Market Walk shopping centre, and to provide a reinforced focus for the town centre.

Key:



Poor quality frontage



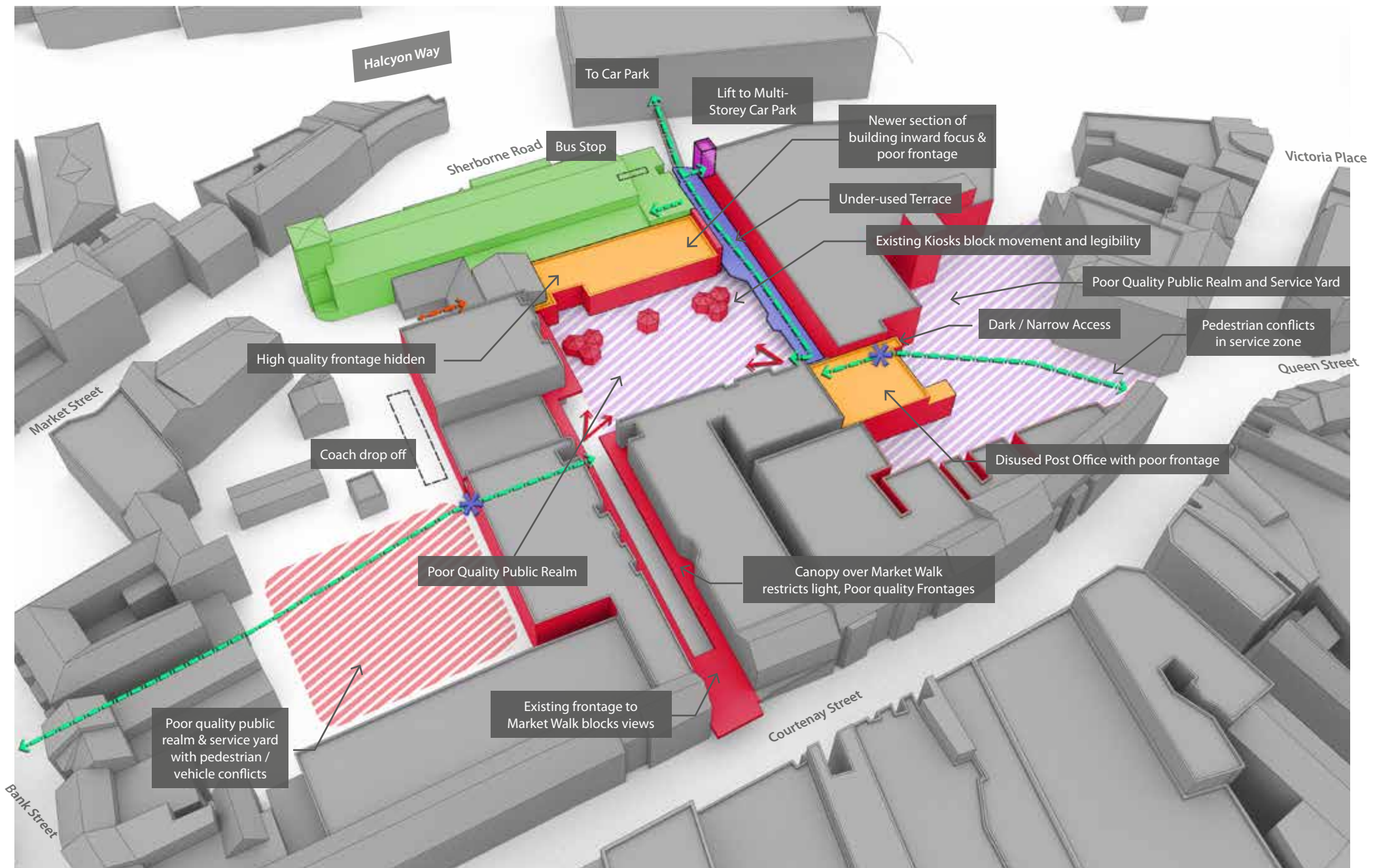
High quality frontage - Market Hall



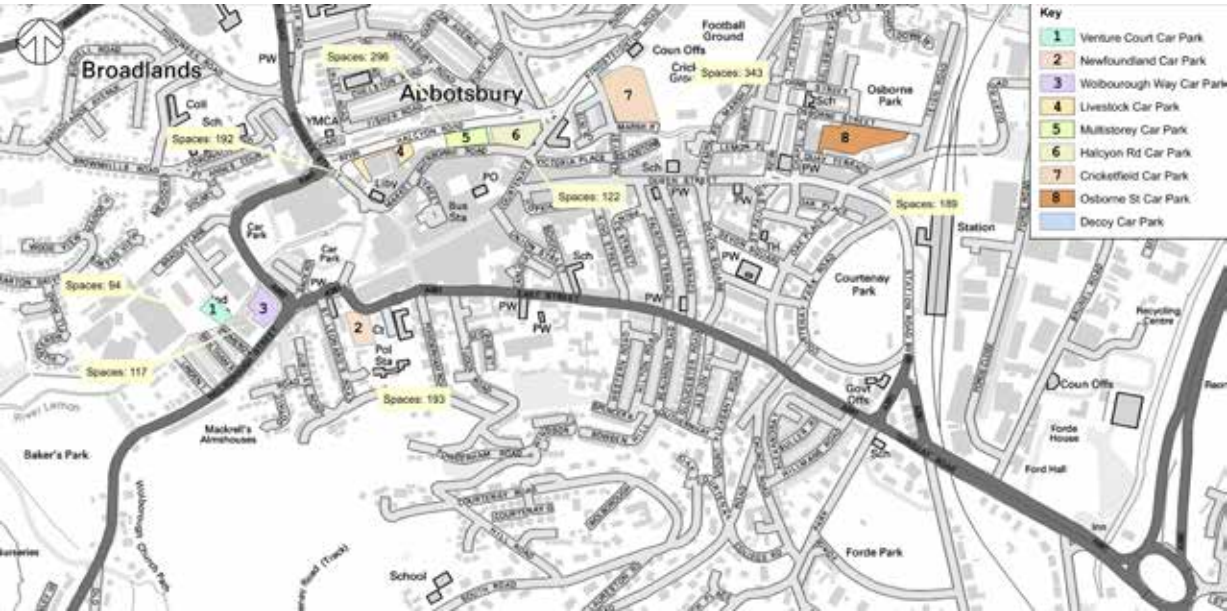
Under-used / Poor quality Terrace



Potential re-development



3.7 Existing Car Parking Usage



Car Parking

There is potential to generate additional parking capacity to the edge of the town centre (e.g. Cricketfield Car Park) to release central areas for development. Careful phasing is required to maintain parking capacity in the town centre during the regeneration programme.

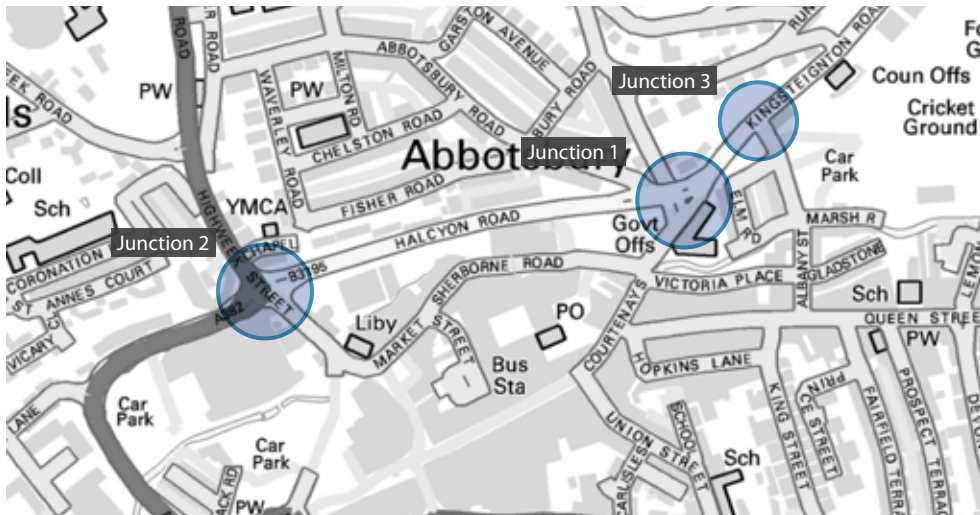
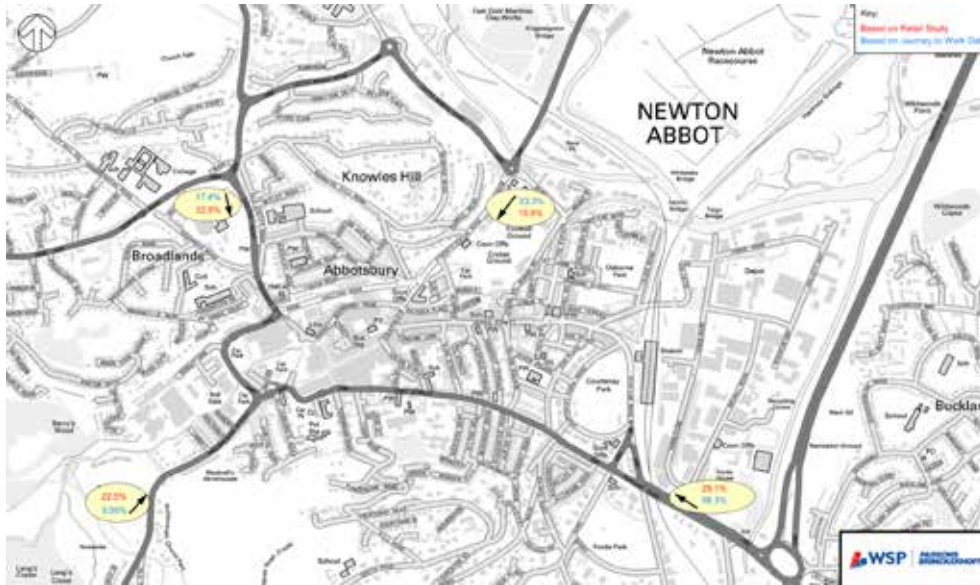
- Car parks are distributed around the town centre with a total of 1546 spaces provided in various TDC sites.
- The car parks are generally linked to the retail area by pedestrian routes.
- Perception is that car parks have high utilisation – however data analysis shows that all car parks in town centre do not reach full utilisation.
- Usage data for Saturdays – the key timescale for retail impact is given below.

Car Park	Saturday
Halcyon Road	74%
Osborne Street	22%
Venture Court	1%
Wolbourn Way	72%
The Livestock Market	25%
Newfoundland Car Park	53%
Multi-storey Car Park	39%
Cricketfield Car Park	85%



- Key points to note are low usage of the Multi-storey as opposed to the high usage of the adjacent Halcyon Road car park and the low usage of the parking in the Livestock Market area. The low usage of both of these car parks is also reflected in the weekday data.
- The functionality and appearance of both of these car parks is no doubt having an influence on their usage. Whilst the multi-storey car park benefits from a clear, column free design, the vehicle entrance ramp and pedestrian entrances need to be improved.
- The Cricketfield Car Park is the most popular of the TDC car parks.

3.8 Key Shareholder Engagement - Traffic Issues



The town centre regeneration will provide opportunities for the rationalisation of a number of existing transport issues that impact on the town centre retail area. This includes:

- Improved connectivity for pedestrians and cyclists.
- Better provision for buses and improved facilities for passengers
- Relocation of parking facilities to realise a reduction in traffic on Sherborne Road and to facilitate improvements to the public realm.
- Improvements to the Multi-storey car park.
- Increased parking at Cricketfield Car Park.
- Provision of cycle parking at key access points/destinations.
- The proposed changes and additions to the retail and leisure provision within the town centre are likely to increase the length of stay for shoppers and visitors contributing to the vitality and sustainability of the town centre. In traffic terms this will influence the daily profile of vehicular traffic, although in overall terms is unlikely to result in an increase in traffic in the peak periods.
- Some limited analysis has been carried out on the likely distribution of trips based upon census data and the findings of the retail study for the town centre that had been previously carried out by Roger Tyms and Partners. This suggests some differences between the two data sets and therefore that any consideration of the need for related transport improvements will need to consider both weekday journey to work and retail related journeys.
- Consultation has been carried out on the emerging proposals with Devon County Council as Highway Authority.
- The rationalisation of the car parks within the town centre and the proposed bus station will result in a redistribution of some of the traffic movements around the town.
- Key junctions that are likely to be affected are:
 1. Halcyon Road/Abbotsbury Rd/Kingsteignton Road
 2. Halcyon Road/Bradley Lane/Highweek Street.
 3. Kingsteignton Road/Cricketfield Road
- The feasibility work to date has included the following transport work to underpin the option studies.
- Distribution of traffic into the town centre
- Assessment of car park usage and capacity utilisation.
- Improved access options for Multi-storey car park.
- Feasibility of providing a decked car park at Cricketfield Road.
- Outline consideration of junction options
- Bus Station options and impact on existing routes.
- Through consultation with Devon County Council it has also been identified that the base traffic data for the town centre is not up to date and it is understood that DCC have been carrying out some further surveys and are also considering the impact on traffic around Newton Abbot following the opening of the South Devon Link Road.
- Further potential transport infrastructure and improvements, such as links through Bradley Lane, should be considered as part of wider proposals.

3.9 Key Shareholder Engagement - Flood Issues



The River Lemon

The River Lemon runs through the centre of Newton Abbot. This is a main river, as classified by the Environment Agency, which is heavily modified with concrete walls and sections that are culverted. The river is then surrounded by residential and commercial properties.

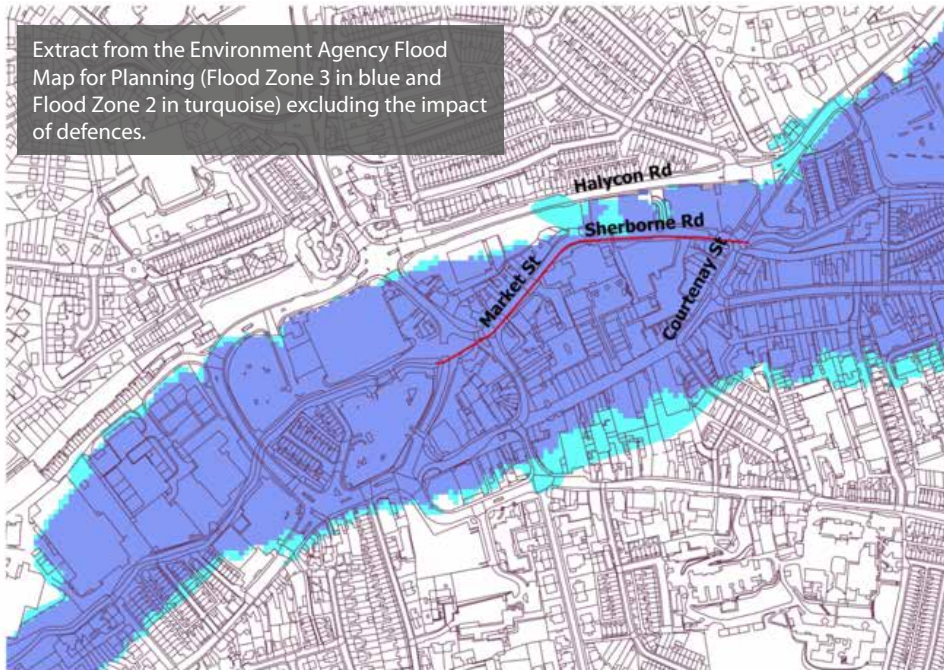
There is a section of culvert (approximately 340m in length) that runs underneath Sherborne Road as shown above. The inlet of the culvert is near the car park west of Market Street, and the outlet is located to the east of the junction of Sherborne Road and Kingsteignton Road.

At the inlet the culvert is rectangular, 2.1m high by 6.2m wide, with an arched opening. The outlet is then a rectangular concrete pipe, 3.2m high by 3.5m wide. There are also changes in culvert dimensions along its length, including a 3m wide box culvert.

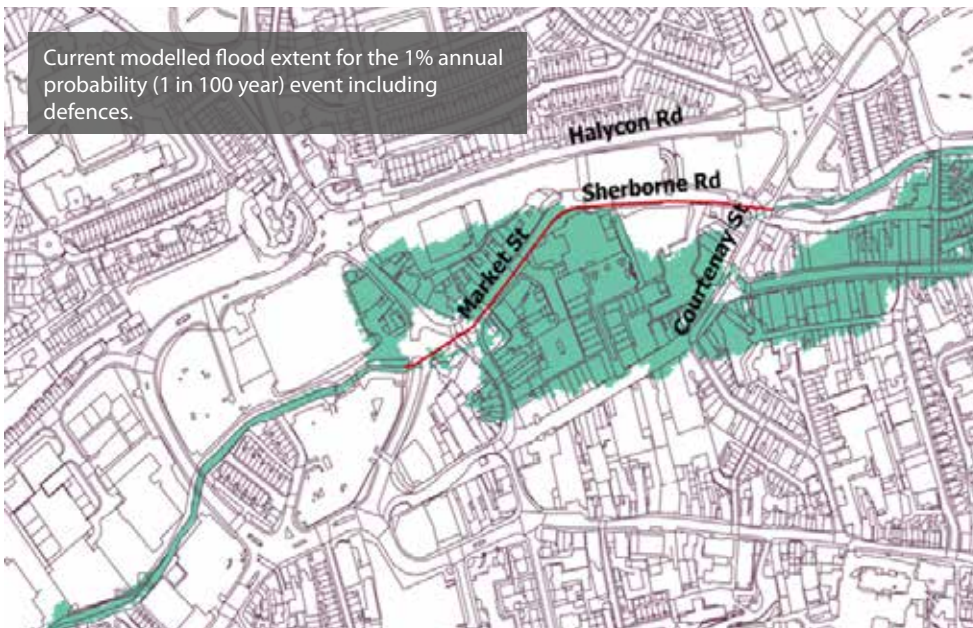
Further investigation is underway with the Environment Agency regarding the structural condition of the culvert and its capacity. This will inform discussions with DCC/EA regarding future remedial works to the culvert as part of works to the immediate vicinity.



Extract from the Environment Agency Flood Map for Planning (Flood Zone 3 in blue and Flood Zone 2 in turquoise) excluding the impact of defences.



Current modelled flood extent for the 1% annual probability (1 in 100 year) event including defences.



Current Flood Risk

There is a flood risk associated with this culvert and the river in general, as shown by the extract from the Environment Agency Flood Map for Planning below. This shows the regeneration area is located in Flood Zone 3, not taking account of flood defences.

Mitigation Measures

The hydraulic modelling confirms that flood mitigation measures will be required to support the regeneration of the town centre.

Discussions are underway between Teignbridge District Council and the Environment Agency regarding a Flood Mitigation Strategy for Newton Abbot, which would look to accommodate the regeneration of the town centre and provide wider benefits to the existing properties in Newton Abbot.

This could include improvements to the culvert or upstream storage. Further investigations are underway.

Surface water run-off may be reduced through the use of green roofs, attenuation tree pits, permeable surfacing, rills / swales, grey water use, rain gardens etc.

Hydraulic modelling has been undertaken by the Environment Agency in 2007, and revisited in 2016 by WSP | Parsons Brinckerhoff to support the town centre regeneration aspirations.

The hydraulic modelling shows that when all defences are taken into account flooding does occur but the town centre itself is not shown to be at risk up to and including the 1.33% annual probability event (1 in 75 years), however is at risk from the 1% annual probability event (1 in 100 years, shown below).

Hydraulic modelling has confirmed that flood mitigation measures will be required to support the regeneration of the town centre.

A Flood Mitigation Strategy for Newton Abbot shall include:

- A review of the current representation in the hydraulic model of the culvert under Sherborne Road – this is to ensure the risk associated with the culvert is clearly understood;
- Consideration of improvements that could be made to the culvert;
- Review the operation of Holbeam Dam; and
- Locations for upstream storage to reduce / control the flow that reaches the town centre.

This could include improvements to the culvert or upstream storage. Further investigations are underway of the following options:

- **Baker's Park** – this could be re-profiled to store excess flows in an extreme event, however the park is only 5 ha and so the storage potential is limited. This would therefore need to act as additional emergency storage as part of a larger upstream storage strategy.
- **Bradley Lane** – there is potential to re-profile the area surrounding the channel to provide additional storage. As with Baker's Park the volume available would be limited and so would not provide sufficient capacity on its own.
- New Dam on the Barham's Brook along with revisions to the operation of Holbeam Dam. The catchment downstream of Holbeam Dam is approximately 13km², 6.5km² of which relates to the Barham's Brook. A dam here could therefore manage half of the excess flow between Holbeam Dam and Newton Abbot.

4.0



Concept Masterplan

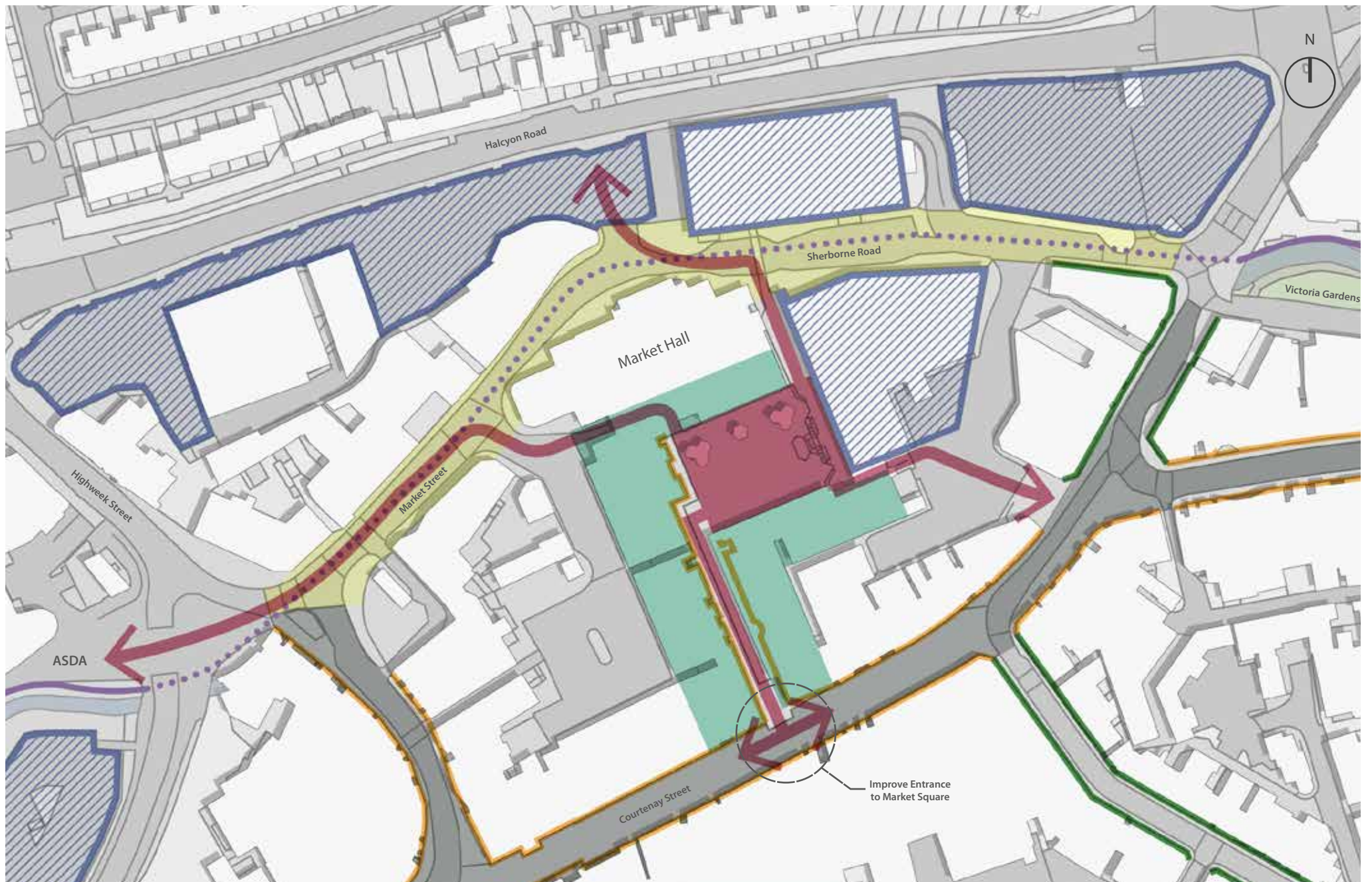
4.1 Town Centre Masterplan - Concept Diagram

The proposed masterplan includes:

- The primary development proposals located on council owned sites in the northern areas of the town centre along Sherborne Road and Market Walk.
- Development proposals consider scope to create larger format A1 units which are currently not available within the town centre for retail and leisure uses (including a cinema).
- Opportunity to create improved car parking offer with appropriate future capacity within the town centre.
- Market Square seen as the key civic space with improved pedestrian connections with other areas of the town centre.
- Improvements to existing building frontages within Market Walk proposed to improve the image of the centre to attract new occupier investment.
- Improvements to the streets and public realm considered as a key component in developing a cohesive and attractive town centre.
- Potential relocation of the bus station considered as part of the regeneration strategy within the town centre to reduce bus layover within Sherborne Road, thereby improving the quality of the environment to transform the "look and feel".

Key:

-  Parks
-  Primary Shop Frontage
-  Secondary Shop Frontage
-  National Cycle Route 2
-  Potential Development Blocks
-  Potential to Enhance & Connect Pedestrian Routes
-  Public Realm Enhancement to Market St / Sherborne Road (Review Bus Stop Locations)
-  Enhance Buildings Fronting Market Square
-  Key pedestrian flows



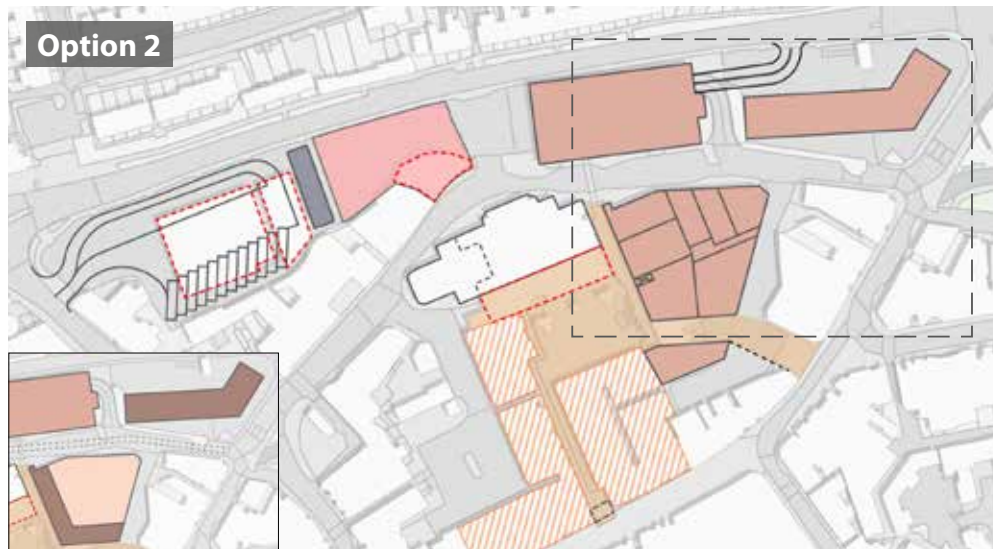
4.2 Town Centre Masterplan - Previous Options

A number of masterplan options were developed as part of the iterative design process. These were assessed with regards to viability, impact on the wider town centre and potential to accommodate new retail or leisure uses that would enhance the town centre offer.

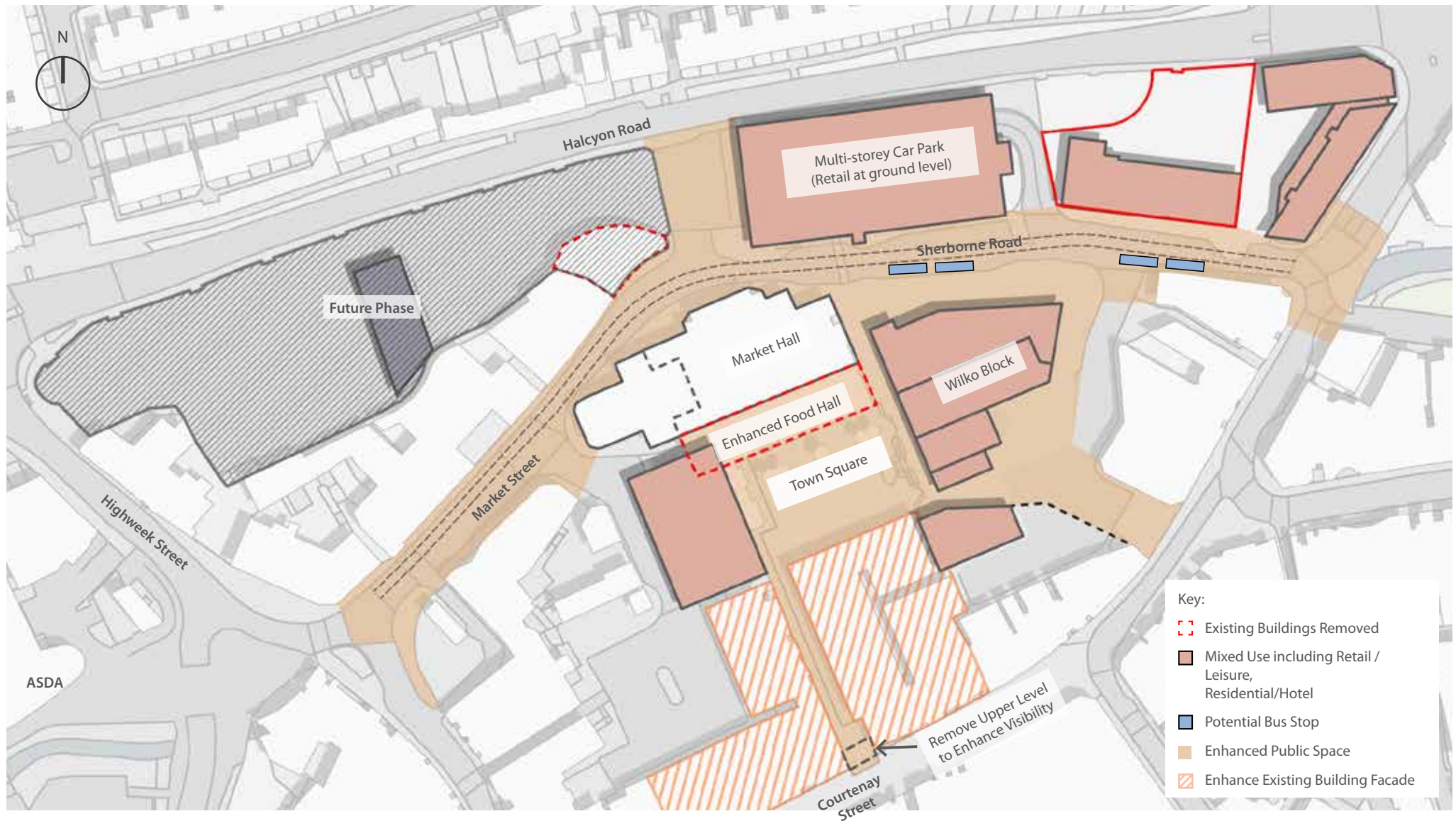
The preferred option on the following page has been developed through this appraisal process and has been used to base the financial feasibility studies and individual site appraisal work.

Key:

-  Existing Buildings Removed
-  Mixed Use including Retail / Leisure, Residential/Hotel
-  Potential Bus Stop
-  Enhanced Public Space
-  Enhance Existing Building Facade



4.3 Town Centre Masterplan - Preferred Option



4.4 Future Vision - Illustrative Block Plan - Area 1



5.0



Design Principles

5.1 Design Principles

A number of design principles should underpin proposals, inform the concept masterplan and guide the preparation of a development scheme for this area. The principles should allow flexibility in regard to the design layout and mix of uses, whilst ensuring that key principles are delivered.

Principle A

Development must be viable

Development must be viable economically, deliver a profit to the developer and landowner, and also provide facilities that are needed, will be used and will be financially viable in the longer term.

Principle B

Development in the town centre will be a retail and leisure led mixed use development

The site should allow the intensification of retail and leisure used to enrich the town centre to reflect the proposed residential growth of Newton Abbot.

The development should be retail led with a range of unit sizes and possibility for larger floor plan retail units, which the town centre currently lacks. The existing market should also be enhanced. The site offers the opportunity to complement these retail elements with a significant leisure element including a cinema and a new hotel to increase diversity in the town centre.



Principle C

Development must reinforce Newton Abbot as a Market Town, improve Market Street and Sherborne Road, and complement and enrich activity within the Town Centre.

Development should seek to strengthen the identity of Newton Abbot as a market town. The proposals should enhance Market Street, Sherborne Road and the Market Square – connecting these in seamlessly with the wider town centre.



Principle D

Development must create a network of accessible and people focussed streets and spaces.

Streets and spaces created should be of high quality and use materials appropriate to the Town Centre setting.

All building frontages onto streets and public spaces should have active frontages with a high degree of transparency. Outdoor spaces should provide for activities that bring interest to them. Design and layout should avoid creating dead space and service areas within the public realm. The development should be included in the CCTV network.

Lighting, street furniture, hard and soft landscaping and materials should be locally distinctive and contribute positively to a distinct character for the area.



Principle E

Buildings must be of a high architectural quality, with landmark buildings and gateways formed at key locations using materials appropriate to the location.

The development should have a distinct character reflecting its location and setting within the Town Centre. Scale of built form should be considerate of surroundings and appropriate to function. Buildings should be of high quality architectural design and meet relevant sustainability and energy standards.



Principle F

Vehicular traffic, servicing and car parking must be accommodated in such ways to minimise their impact.

Vehicular traffic should be directed to car parks around the perimeter of the Town Centre to minimise traffic within the town centre.

Bus services should be accommodated within Sherborne Road as effectively as possible and minimise impact upon pedestrian circulation.

Service areas should be screened from public view and not form large areas of dead space within the town centre. On street servicing and service access should be time restricted to reduce conflict with other users.

Multi-storey car parking should be integrated within high quality-built form.





Phasing Plans

6.1 Phasing Diagrams - Phase 1

Phasing Rationale:

Parking:

Creating a new access point into the multi-storey car park, removing the need for public vehicle movements in Sherborne Road and assisting the delivery of an improved pedestrian friendly area.

Market Walk Investment:

Facilitating a greater sense of place and working toward creating a Town Square. Setting the tone for future phases, improving the aesthetic of Market Walk, illustrating investment and confidence in the scheme, with investment to aid marketing of retail units.

Linkage with Other Phases:

Phases 2, 3 & 5

■ Market Square (Medium/Long Term)

- 1 Break out canopy/bulkhead to Courtenay street
- 2 Break out & remove fixed canopy to units along Market Square & Market Walk
- 3 Facade Enhancement
- 4 Public Realm Enhancement (to southern part of market walk)

■ Works to Existing Multi-storey Car Park (MSCP)

- New access to car park from Halcyon Road
- Signalised junction
- Demolition of existing incoming ramp
- Timing of works to link with development of Sherborne Road sites.

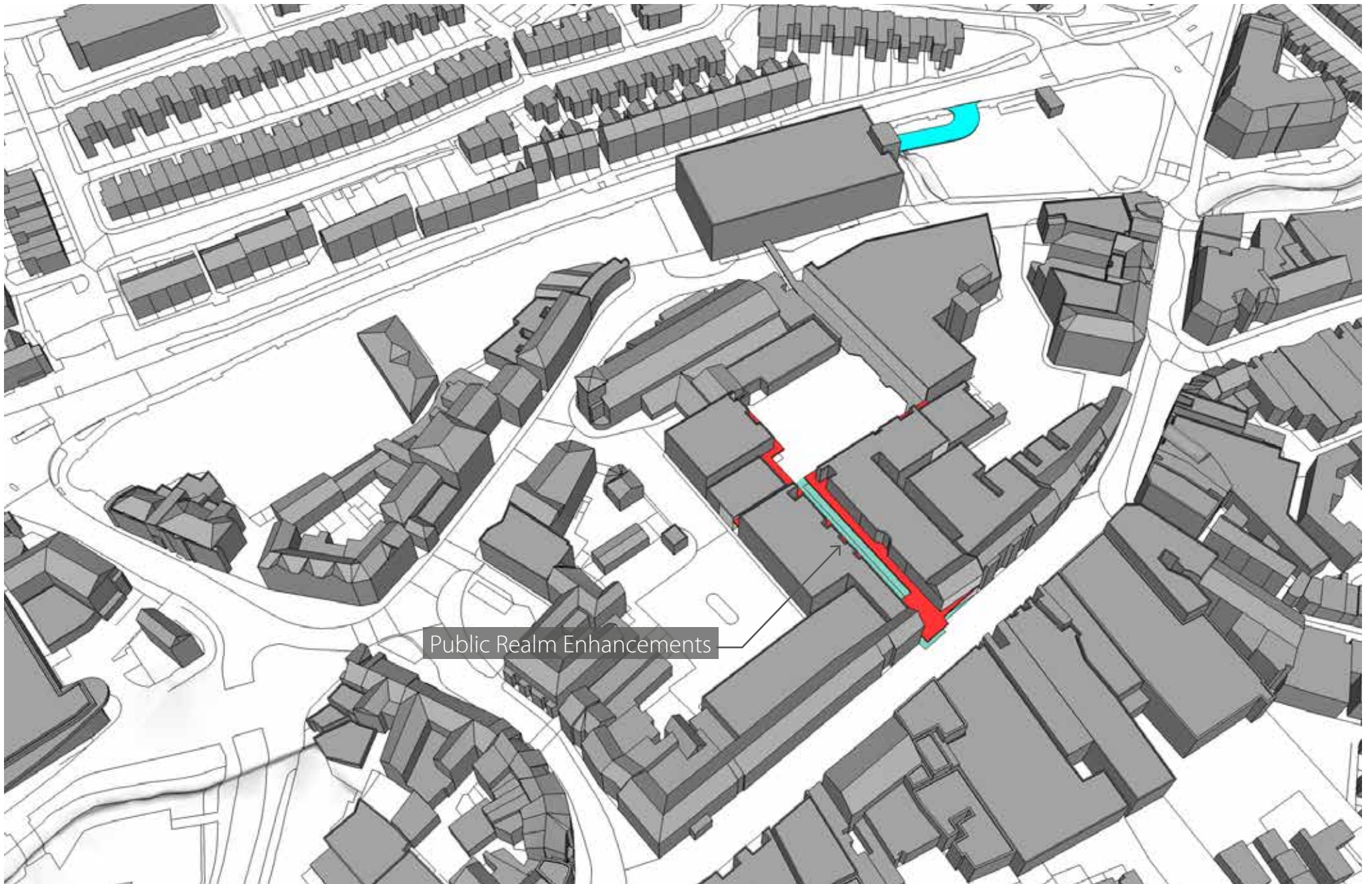


6.1 Phasing Diagrams - Phase 1

Key Features:

- Improvements to Market Walk and building frontages to improve the setting of Market Square.
- Reconfiguration of vehicular ramp to link with Halcyon Road enabling further investment in the existing multi-storey car park.





6.2 Phasing Diagrams - Phase 2

Phasing Rationale:

Stand alone site to create a new gateway development at the junction of Halcyon & Kingsteignton Road. Building on the success of the UTC Development.

Creating a sense of place in Sherborne Road, working toward an improved public area, opening up building frontages and defining the corner of the proposed development site

Linkage with Other Phases:

Phase 1 & 5

Redevelopment of Sherborne Road Car Park

Hotel

- Retail building / restaurant to ground floor
- Retail / Residential
- Retail / Leisure at ground floor
- Residential over 3 floors



6.2 Phasing Diagrams - Phase 2

Key Features:

- New hotel to front on to Sherborne Road.
- New retail and residential building defines corner of development area and fronts onto Kingsteignton Road and Halcyon Road.
- Hotel parking within the Halcyon Road MSCP.
- Hotel use to aid vitality of the town centre.





Public Realm Enhancements

6.3 Phasing Diagrams - Phase 3

Phasing Rationale:

Improved retail provision, creating flexible floorplates to suit the needs to retailers and provide accommodation for new retailers and employers in the town.

To be achieved in conjunction with an improved Bus layover area, working toward unlocking closed building frontages and improving the public realm.

Flexible floor plates will provide larger format units for new retailers.

Refurbished multi-storey car park to create improved customer experience and link to improving better usage of car park. Investment linked to a better "town centre" offer to retailers.

Linkage with Other Phases:

Phase 1,2, & 4

Retail Units to Ground Floor of MSCP

- 1 Create large format stores under the MSCP of a size that are not available within the town centre.**
- 2 Service corridor at rear**
 - White box shop environment
 - Temporary shop fronts
- 3 Refurbishment of MSCP:**
 - Move lift/stair core to Cattle Market end
 - Elevational treatments to improve image of car park
 - Paint ceiling/Surface lining
 - Re-lamp (LED fittings)
 - Re-locate pay-on foot machines @ ground level entry
 - New Lobby

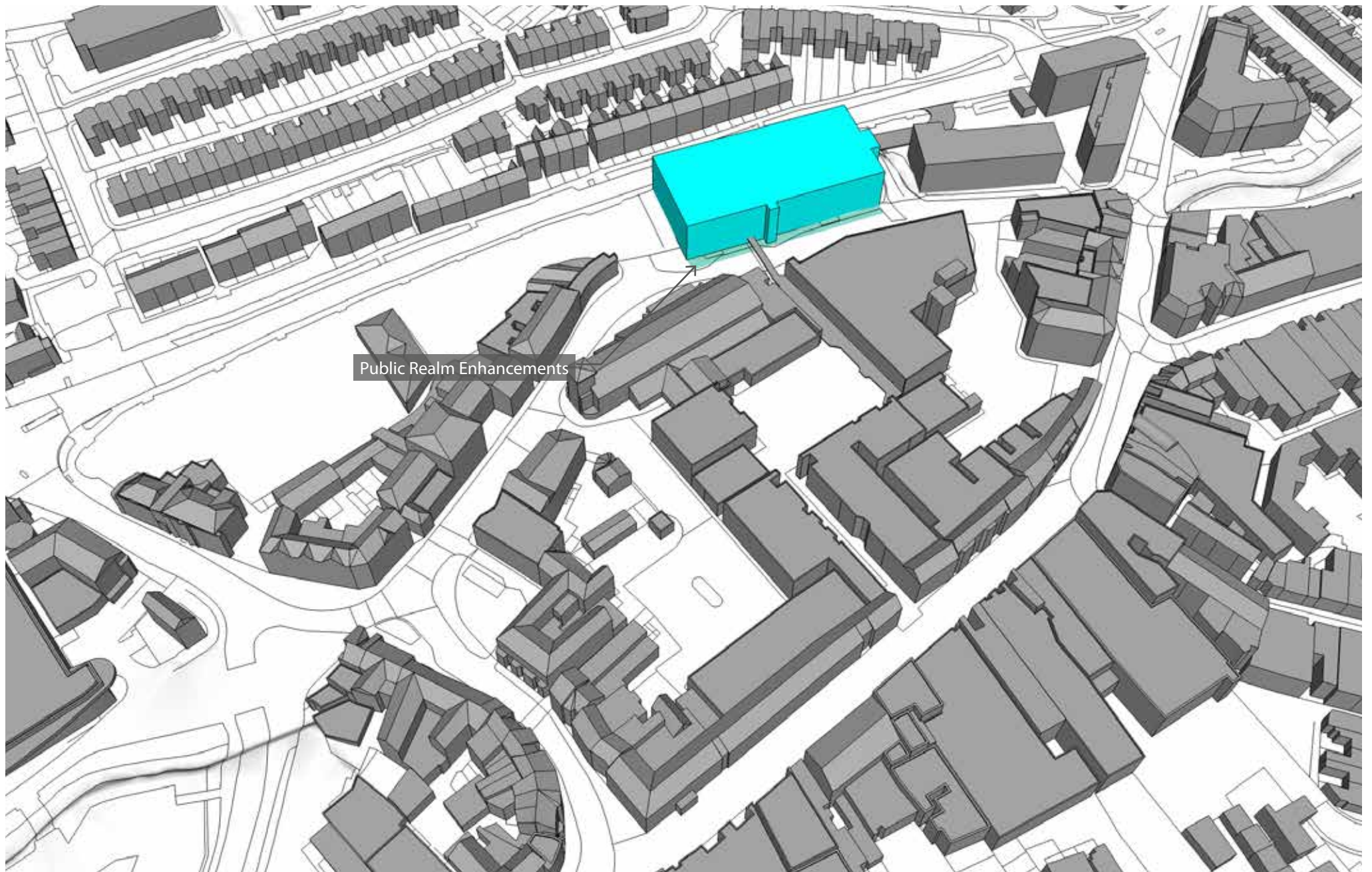


6.3 Phasing Diagrams - Phase 3

Key Features:

- Refurbishment of the existing multi-storey car park to improve it's visual appearance to Sherborne Road and Halcyon Road.
- New retail units positioned on the ground floor will activate Sherborne Road and form part of the wider masterplan.





6.4 Phasing Diagrams - Phase 3A

Phasing Rationale:

Identifying the change in shopping habits and working toward promoting the market as a shopping and leisure destination.

Market Hall is a key focal point for Market Walk. Its refurbishment helps set the tone for changing perceptions and linking to the marketing strategy for the centre.

Linkage with Other Phases:

Phase 1, 3 & 4

Market Hall Enhancements

Short Term Enhancements

- Develop outward facing units with better relationship with Market Square
- Reconfigure entrances & food court
- Investigate opportunities for greater diversity of Market Stalls

Long Term Enhancements

- Improve internal circulation & relocate toilets
- Reconfigure stalls into outward facing clusters
- Convert cinema into restaurant



6.4 Phasing Diagrams - Phase 3A

Key Features:

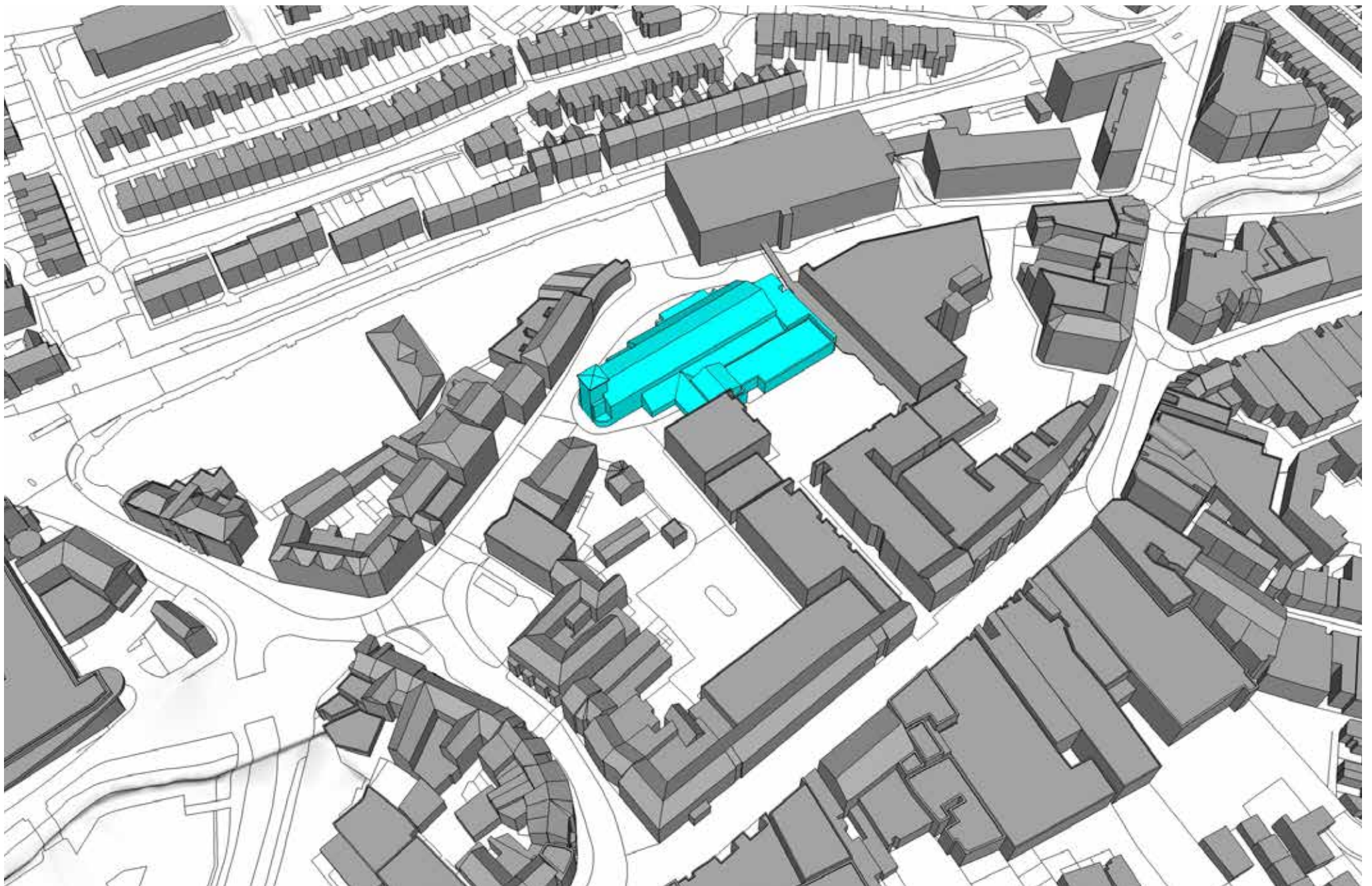
Short Term Improvements:

- Reconfigure existing food court entrance area with units around the perimeter and flexible space to the centre.
- Develop outward facing units to enliven the facade and generate stronger relationship with the market square.
- Investigate opportunities for greater diversity of market stalls (including potential specialist or artisan markets)

Long Term Improvements:

- Re-orientate market stalls into 'clusters' that are outward facing.
- Improve circulation to develop clear routes.
- Cinema to be converted into Restaurant and clear route through to Market Hall created.
- Toilets repositioned to the rear of Market Hall
- Food Hall created within new building structure to front of Market Hall
- Cafe to Eastern Entrance Area





6.5 Phasing Diagrams - Phase 4

Phasing Rationale

Potential bus layover area to facilitate the delivery of a pedestrian friendly Sherborne Road. Further options to be considered for location and potential future uses.

Linkage with Other Phases

Phase 5

- **Potential Bus Station and Public Realm Enhancements**
 - Possible bus station
 - Public realm enhancement to Sherborne Road / on street bus lay-by



6.6 Phasing Diagrams - Phase 5

Phasing Rationale

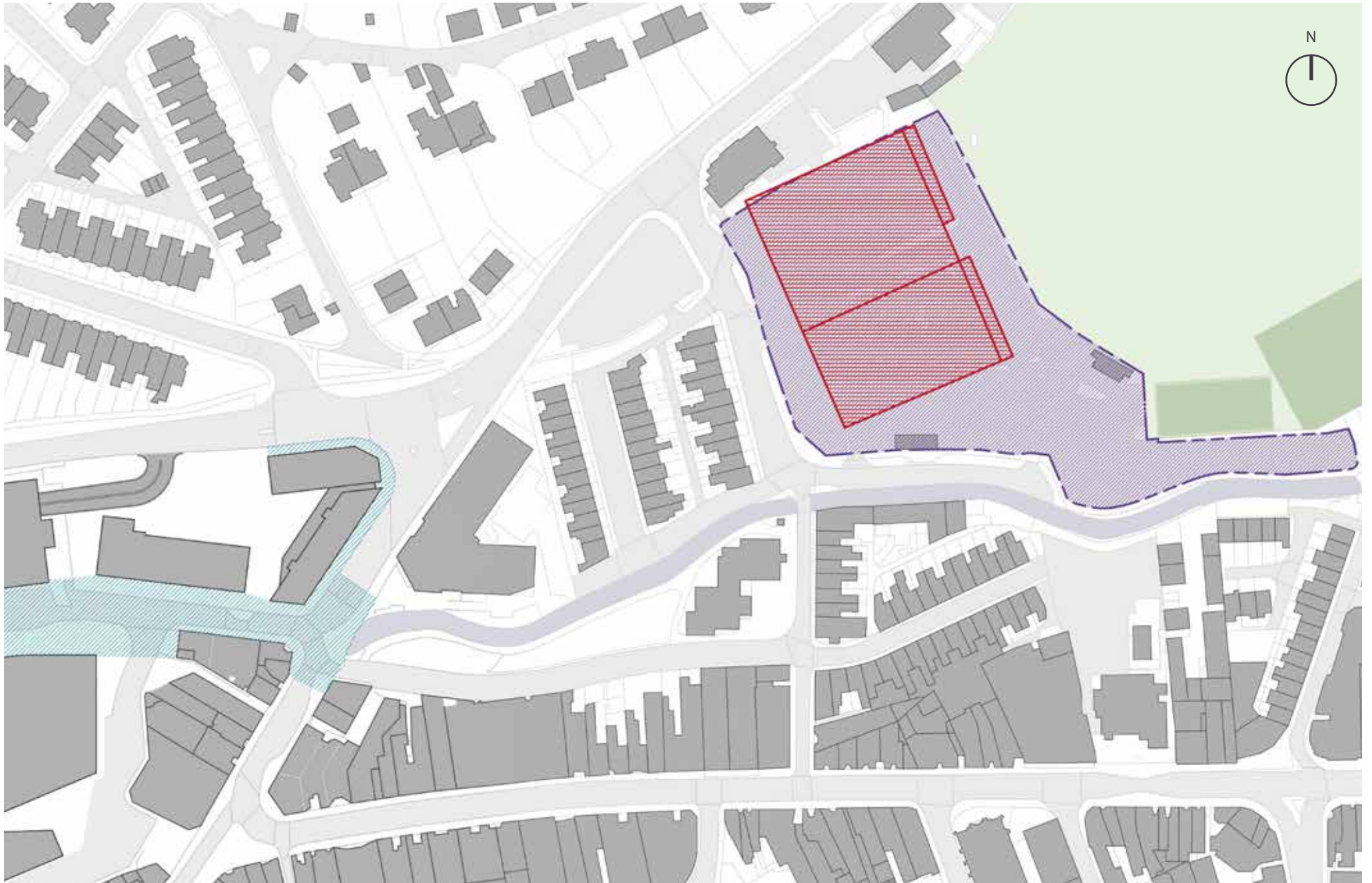
Enables the reallocation of car parking provision in the town, unlocking development site highlighted in phase 6.

Linkage with Other Phases

Phase 6

Key Features:

- Additional parking capacity supports regeneration of town centre.



6.7 Cricketfields Car Park

Car Parking

- Phased development of the Town Centre Regeneration requires the construction of additional car park spaces to ensure that the total spaces available are not reduced.
- The existing Cricketfield car park has sufficient area to consider adding additional spaces by constructing a decked car park.
- The current proposal is to provide 2 levels of decked parking over the top of the existing car park.
- A full deck delivering 150-170 spaces
- ½ deck delivering 80-100 spaces
- The car park would therefore be stepped from the existing car park levels at the south of the site to a double storey car park height adjacent to the Health Centre.
- The car park would be of modular steel construction and can have a variety of finishes applied to it.







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