

## 1 Introduction

### 1.1 Background to the study

Plymouth City Council have commissioned consultants Llewelyn Davies, in association with transport consultants SIAS and Scott Wilson, and property advisors King Sturge, to carry out a Framework Study for one of the key gateways to the City of Plymouth.

The Eastern Gateway area is a focus for one of the major regeneration initiatives in the city. The Transport and Planning Service of the City Council has identified the need for a framework plan to illustrate how the area could be improved and developed.

The study is one of a series of measures aimed at improving the East End. It has been designated a Strategic Opportunity Area in the Plymouth Local Plan, which seeks to promote residential and commercial led regeneration in the East End.

The East End Regeneration Strategy and Master Plan Consultation Draft, which was prepared in September 2002 and has been adopted as Supplementary Planning Guidance (SPG) by the Council, aims to create both sustainable residential areas and address the area's capacity to play a more significant role in the city's economic performance. Clearly the Eastern Gateway Study draws on much that is contained in the East End Regeneration Strategy.

The East End Regeneration Strategy contains measures which aim to tackle many of the problems identified in this study and significant investment is already being made in this regard by Plymouth City Council. The emphasis of this study however is to analyse these issues in conjunction with the gateway entry into the city.

Coordination of the initiatives of the East End Regeneration Strategy with the wider gateway proposals will be essential.

This study is being carried out alongside the Plymouth Single Regeneration Budget (SRB) Gateway Project. The SRB Scoping Report is contained in Appendix 3.

### 1.2 Study Objectives

The area forms the entry point to Plymouth from the east and has an important role to play in this regard. At the same time, the area is fractured by a complex road and rail network, severing access to some residential communities and potential development sites.

The overriding aim of the Study is:  
*“To identify and evaluate integrated solutions to transport, development and environmental issues within the Study area, having regard to the impacts of development and other proposals planned to take place outside of the Study area; and from this to identify deliverable short, medium and long -term proposals.”*  
 (PCC Brief)

In line with this aim, the Council has set out a number of key objectives for the Development Framework:

- To gain the fullest understanding of the existing and future issues affecting the study area;
- To identify potential transport measures or combinations of measures to enable future travel demand from developments impacting on the study area to be met, within the context of the need for a high quality built and natural environment;
- To identify a strategic framework which accommodates the transport measures and sets a framework for new development and environmental improvements throughout the study area;

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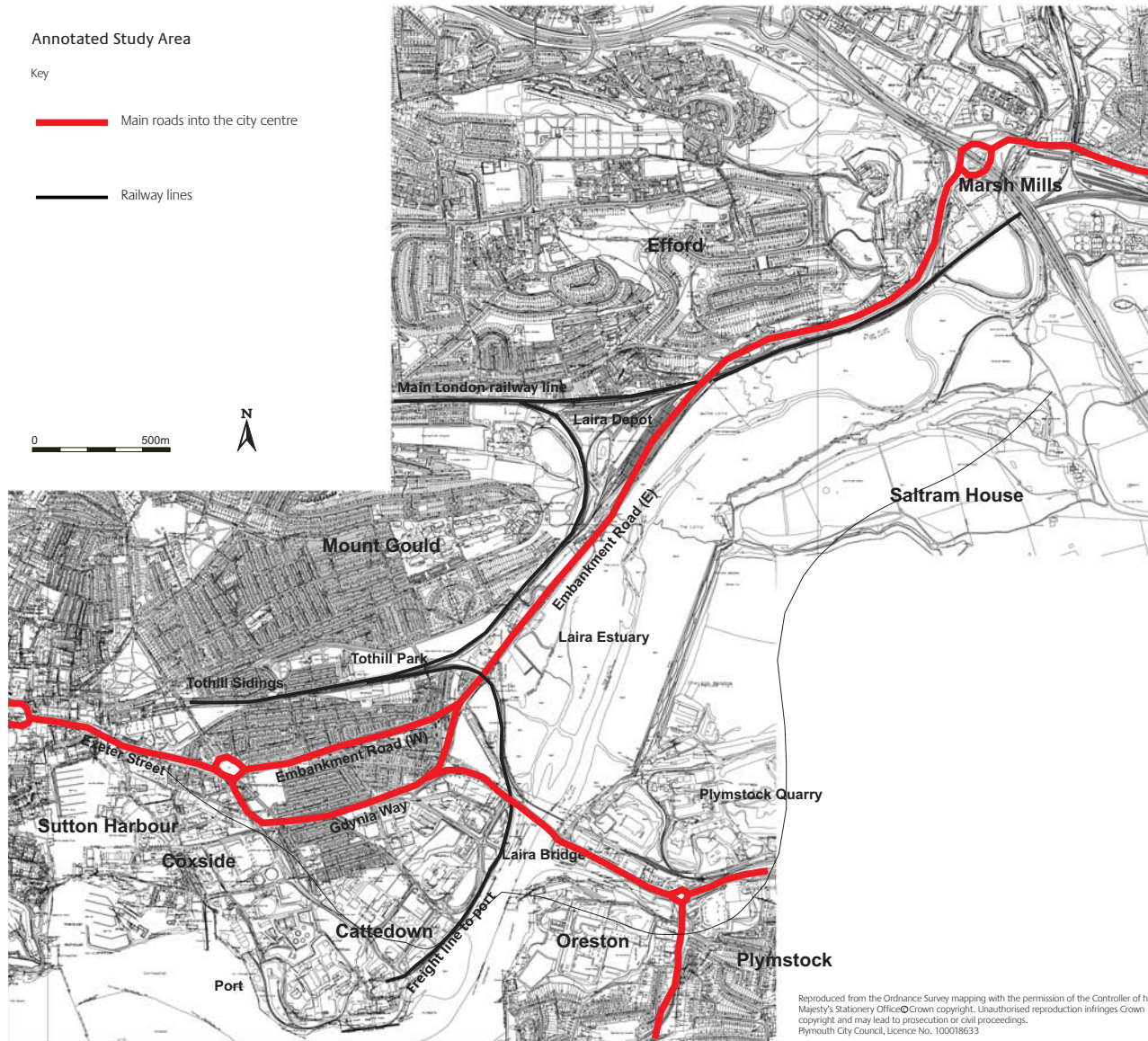


Figure 1.1: Eastern Gateway Study area: The key features

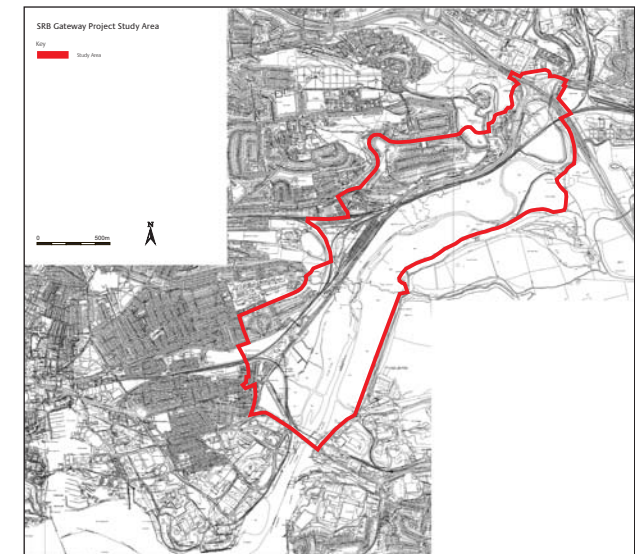


Figure 1.2: SRB Gateway Project Study area

- To identify short, medium and long-term proposals which are deliverable, viable and sustainable;
- To produce a robust appraisal system by which the framework options and short, medium and long-term options are tested, and from this to make recommendations on preferred proposals.

### 1.3 The Study Area

The study area covers a broad area which affects or is affected by the eastern entry routes into Plymouth from Marsh Mills, along Embankment Road to Heles Terrace or Laira Bridge to St. Andrew's Cross roundabout. Intentionally, the area of the study was kept broad to ensure concepts which were well integrated into this part of the city and in keeping with the strategic nature of the area. An outline of the study area is given in Figure 1.1.

The study area is to the east of the city centre abutting the River Plym. The study examines the key routes into the city from the east from the A38 expressway which links Plymouth to the motorway network at Exeter, the A374 from Marsh Mills and the A379 from the east into the city as far as Heles Terrace/Laira Bridge. It also looks at the routes taken in the final approach to the city centre through the East End. It pays particular attention to the way in which the East End is affected by these routes.

The majority of the study area is within the wards of Sutton, Efford and Mount Gould. Sutton and Mount Gould in particular suffer from deprivation compared with other wards in the city, with high levels of unemployment, crime and low car ownership. More details of the socio-economics of the area are set out in detail in Appendix 3.

A key issue is that a complex road and rail network passes through the area, severing and restricting access

to residential communities and potential development sites.

The gateway area incorporates potential development sites such as the former Western National bus depot, Blagdon's boatyard and Heywoods Concrete Works.

It also includes large sites owned by the council: Embankment Road public open space, a series of playing fields and other public open space.

The locations of some of these sites and the nature and quality of their future treatment will be critical to the quality of the area in the future and thus its regeneration. These sites are discussed in Chapter 2 and further steps needed to ensure they are properly integrated into regeneration is assessed and discussed in Chapter 9.

### 1.4 Report format

The report is set out in the following way:

- Chapter 2 provides an overview of the study area in terms of key issues and guiding principles;
- Chapter 3 looks at the study methodology and development of possible actions and measures;
- Chapters 4, 5 and 6 set out the three development concept options and include rationale, description and appraisal;
- Chapter 7 assesses the options and presents a Preferred Option;
- Chapter 8 examines the Preferred Option, especially its phasing, in more depth;
- Chapter 9 sets out the conclusions and recommendations.

The Appendices document includes previous reports, as part of this study, and other background material.