

## 02 Area Appreciation

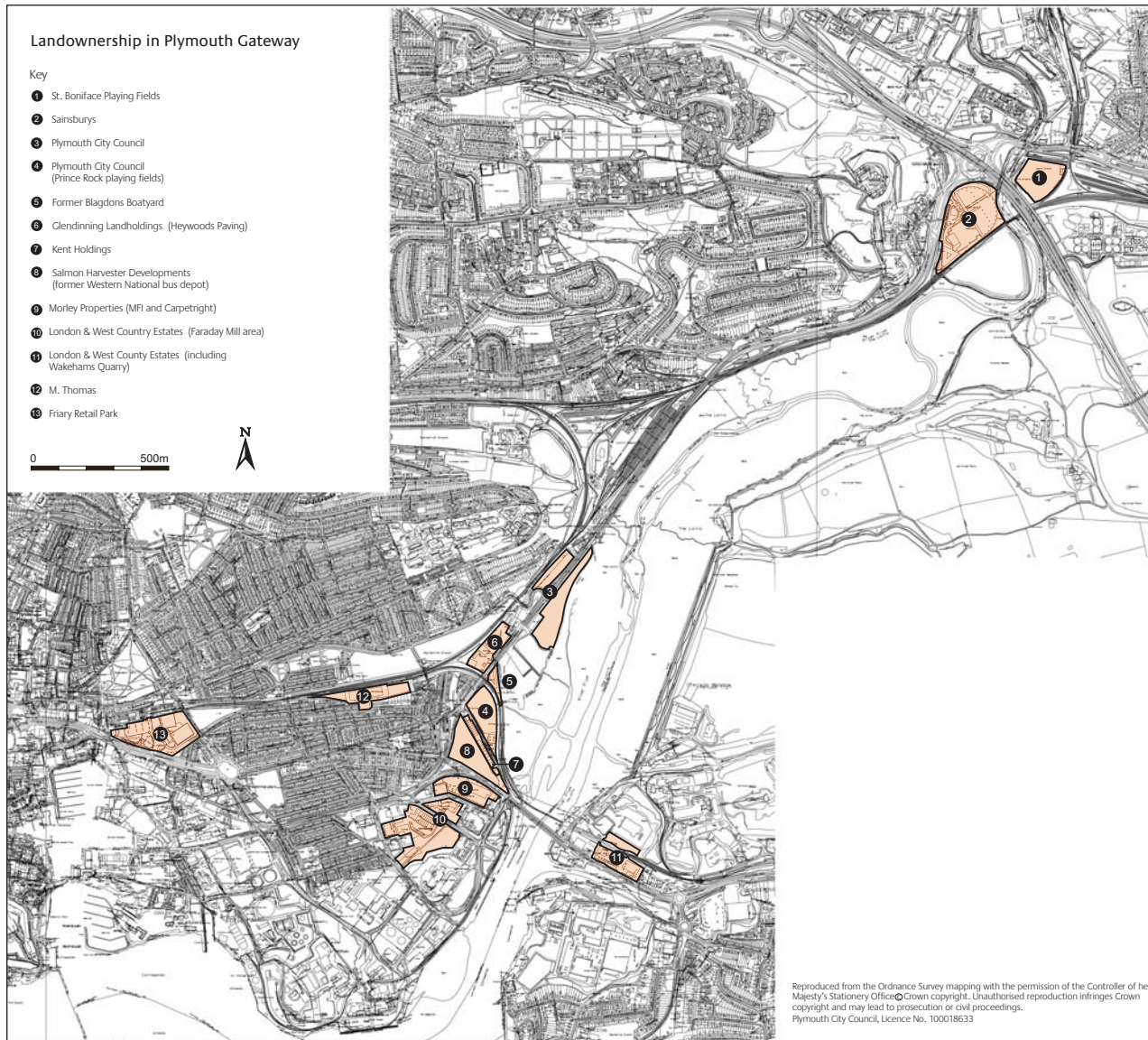


Figure 2.8: Key sites and land ownerships in the Gateway area

clearly have a major influence on the future. The land use, which is the subject of numerous current proposals and ideas is non-food retail. This will clearly have an affect both within and beyond the study area. As things stand at present, with the exception of food retail, this is the highest land value generator and capable of contributing significantly through planning gain.

The aggregation of retailers at Marsh Mills and Coypool contrasts with the dispersed nature of the consents at Laira and Exeter Street. Furthermore a qualitative comparison reveals shortcomings in the provision at Laira and Exeter Street. The opportunity to consolidate these consents into one composite location which benefits everyone should be investigated.

The feasibility of a further major foodstore has not been ruled out. Planning policy is however more likely to support intensification of use rather than a new designation. Thus, the expansion of Sainsbury's cannot be ruled out.

What is clear from our consultations is the need for radical change in order to achieve a dynamic shift in the way that real estate works within the Gateway. Relocations of Sainsbury or Laira Depot are unlikely, however re-routing vehicular movement around Prince Rock/Laira is. Accessibility and conflicts with main traffic movements are working against each other around the diverse and unplanned range of current land uses. A re-ordering of uses in a new structure would alleviate and resolve many of the existing logistical problems. To achieve this new roads will need to be built. The inescapable driver of property values remains "location, location, location", which in today's market means "access, access, access".

It is important to note that the key sites capable of facilitating substantive change are all in different ownerships. Each of these owners is seeking to maximise their return from their ownership whether through operational or development profit.

The greatest prospect for partnering will be where the development process has yet to commence or where obsolescence/operational constraints exist. It is encouraging that Westbury, Heywoods Paving (now owned by E and JW Glendinning Ltd), Midas, Sainsbury, Salmon Harvester and London & Westcountry all have development opportunities which if embraced positively could bring about real change in the study area.

## 2.7 Key Criteria against which to test options

From this analysis, key principles have been established. It is considered essential that the development concept chosen for the gateway attracts very positive responses to the following assessment.

Any proposed development concept will be assessed for its performance in terms of:

### **Transport and Movement:**

How does the option perform in transport terms, in terms of benefits for the local communities and, in particular, with regard to increased traffic and development east of the Plym?

### **Environmental Quality:**

What kind of place could the strategy provide and how successful is it in terms of environmental quality?  
Does it provide a suitable gateway?

### **Economic Viability:**

How does the strategy deal with key sites and how well does it perform in terms of economic potential?

Three options were developed for this strategy and each tested against these criteria. The process undertaken to establish three key options is described in the following chapter. The Options are then described and evaluated individually in Chapters 4,5 and 6 before being compared in Chapter 7.