



Higher storey heights would be appropriate along the waterfront and set against the large expanse of the river. They would also give the necessary mass to give a sense of place to the new quarter.



As well as residential, the quarter would contain leisure and retail to create a balanced mixed-use quarter where people can live, work and spend their leisure time. The removal of through traffic from the area would greatly enhance the quality of this experience.



The boulevard would be a wide tree-lined street with a pleasant pedestrian environment and broad at-grade crossings as well as direct links (vehicular links where possible to link the road into the local urban fabric, but also pedestrian links). Where space is available, development along the street would create a strong lively façade where active uses at ground floor would be encouraged.

The railway line is on an embankment at its eastern end and in a cutting at its western end. The width of its reservation also varies. The design of the new road and the way in which it is integrated into its surroundings will therefore need to vary along its length. This is examined in greater detail in the following chapter.

6.4.4 Land Use Feasibility/Market Appraisal and approach to key sites

The Do-Maximum Option will have a more dynamic effect on the way market forces influence land use. The option affords the opportunity to capture the beneficial development potential of the Intermediate Option. Furthermore, a far reaching new road hierarchy would impact on those areas beyond the immediately definable areas benefitting from the new road system. The East End would be the obvious beneficiary as would the new residential proposals in the Plymstock area and possibly beyond. The multi-model dynamics of the option also have benefits particularly for the rail and port related activities within Cattedown. Consequently the opportunity for increased land value capture and wider economic benefits are opened up by this option.

Inherent within the proposal will be the opportunity to consider new market opportunities and reconsider previously unworkable proposals, in particular the opportunity to relocate uses which are now considered inappropriate. Examples would be a number of the industrial uses within the East End and the relocation of the Plymstock Bus Depot for additional residential development. Inevitably there will be untouchables such as the statutory undertakers plants at Finnegan Road.

In this option, the Friary Boulevard is the main route into the city centre running between The East End and St.Jude's. It would be a tree-lined street with wide pedestrian crossings.

06 The Do-Maximum Option

This, the most far reaching of the options, provides the greatest opportunity to reorder land use in such a way that it is complementary to the wider objectives of the Gateway Study. In particular the creation of a predominantly residential but nonetheless mixed-use waterfront promenade on previously unused land offers exciting development opportunities. Undoubtedly expensive but in land value terms a major enhancement.

6.5 Indicative Costs

This Option is the most costly as it requires some major infrastructure building and innovative techniques to overcome changes in levels along the railway line. The total estimated cost of engineering and infrastructure is £63,500,000.

This includes:

- New bridge over River Plym and new road links;
- Revisions to existing roads;
- Amendment to rail links;
- Relocation/adjustment of level of electricity pylons.

Additional costs for the waterside promenade, green links (including improvements to Tothill Park) and a green bridge, although difficult to estimate, are expected to bring about a cost in the order of £4-5,000,000.

This gives a total estimated indicative cost in the order of £68,500,000.

6.6 Summary of the Appraisal

A summary of the assessment of this option is given in Table 7. There are numerous benefits of this option, including:

- The potential for an extremely high quality waterfront;
- The potential for an impressive gateway to the city;
- The divisive and negative environmental effects of the existing through routes -Embankment Road (west) and Gdynia Way - would be removed and a new urban quarter would become possible;
- The route would serve the development at Plymstock Quarry;
- The new bridge would release additional public transport capacity on the existing bridge to serve Plymstock Quarry and Sherford;
- Rail access to Cattedown would be improved;
- Road access to Cattedown / Prince Rock would be improved;
- Potential development sites would be rationalised;
- Limited-stop express bus services could be routed along Friary Boulevard to enhance their attractiveness to 'longer distance' passengers, while multi-stop services could continue to serve the heart of the East End;
- The new bridge would provide a replacement for the existing bridge before the latter reaches the end of its life and would enable it to be subsequently replaced on its current alignment to a smaller scale for public transport/pedestrian/cyclist use.

The option does create some potential local difficulties for properties adjoining the new route. These difficulties, which would be addressed through excellent design solutions, are far outweighed by the advantages which the option would bring to the area and the city as a whole.

THE CRITERIA	How well does the option address the following issues?	Comment	Rating
VISUAL GATEWAY QUALITY	Provides an impressive new gateway to Plymouth?	Excellent approach across bridge or from Marsh Mills with views of the new bridge, followed by smooth route along Friary Boulevard.	●●●
	Makes best use of the views from the site?	New development opportunities with potential to make use of views and better access to waterfront.	●●●
ENVIRONMENTAL QUALITY	Provides opportunities for high quality development?	Provides opportunity to radically alter the area and offer sites for development, especially along the waterfront.	●●●
	Provides opportunities for a lively waterfront?	Provides excellent opportunities for a lively waterfront with good access from local communities.	●●●
	Provides opportunities for high quality open space and amenity?	Improvements to existing green links and access to waterfront. Improved waterfront and opportunities for rationalised green space network behind existing ad-hoc uses.	●●●
	Provides an improved living environment for the local communities?	Better connections between local communities by rerouting main approach to town. Opportunity for better connections to waterfront. Through traffic removed from local centre.	●●●
TRANSPORT	Provides traffic improvements for the local communities?	Removes through traffic from heart of local community.	●●●
	Provides a successful transport solution?	Takes route away from local communities. Provides better provision of public transport to local communities.	●●●
	Provides a transport solution suitable for expansion in the East?	Yes. The solution is able to accommodate growing traffic pressure.	●●●
VIABILITY	Provides development potential?	It provides good opportunities for new development.	●●●
Key: ● Performs poorly ●● Performs well ●●● Performs very well			

Table 7: Summary of Assessment of the Do-Maximum Option.