

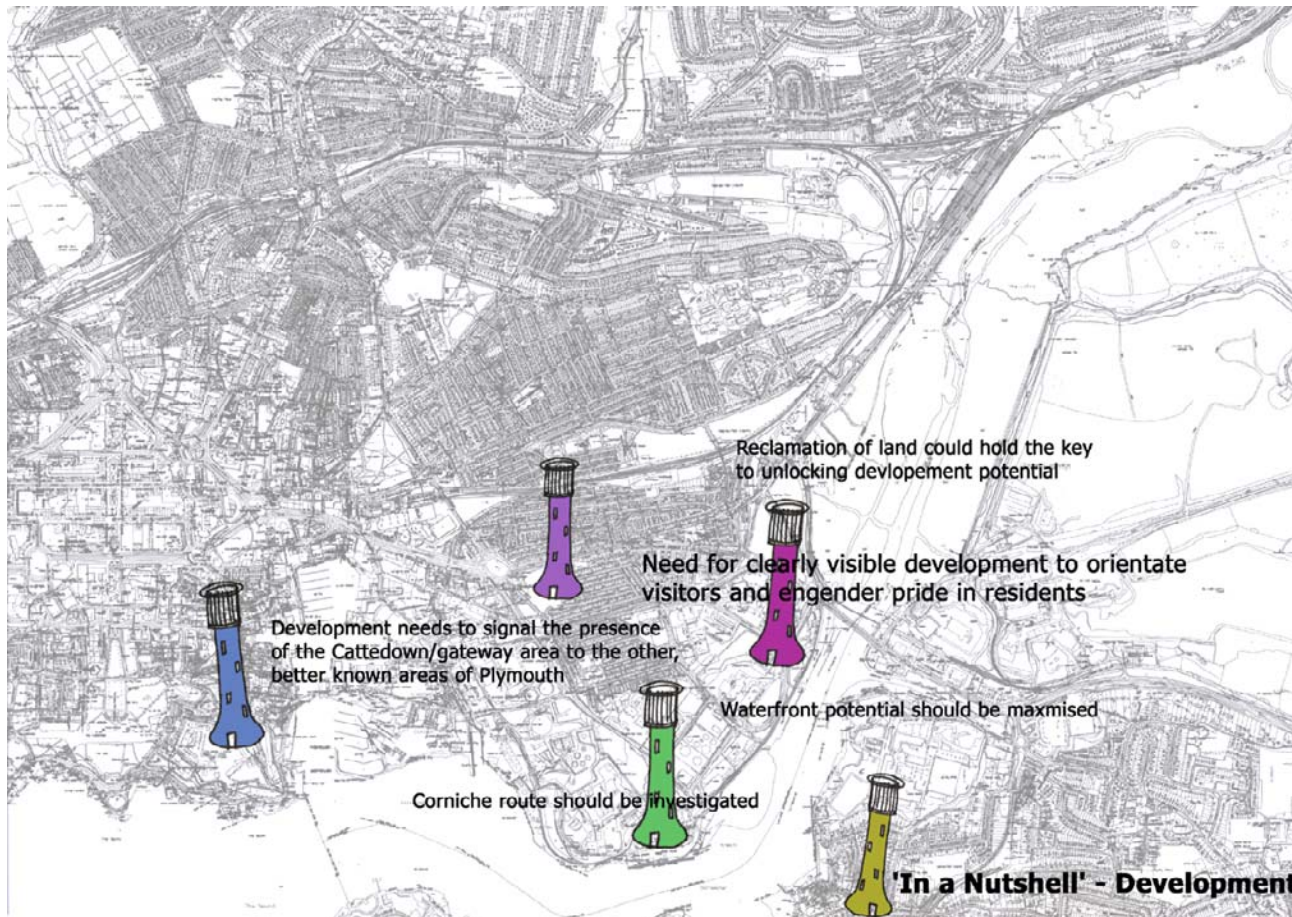
What is clear from our consultations is the need for some radical change to occur in order to achieve some dynamic shift in the way that real estate works within the Gateway. Realistic relocations of Sainsbury or Laira Depot are unlikely, however re-routing vehicular movement around Prince Rock/Laira is. Accessibility and conflicts of priority movements are working against each other with the diverse and unplanned range of land uses that exist. A re-ordering of these uses would alleviate and resolve many of the existing logistical problems but 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".

The reality of our investigations is 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, Midas, Sainsbury, Salmon Harvester and London & Westcountry all have development opportunities which if embraced positively could bring about real change in the study area.

These principal landowners should therefore be immediately engaged in the delivery process before they commit to implementing their own plans, which are unlikely to unilaterally accord with the Gateway outputs.

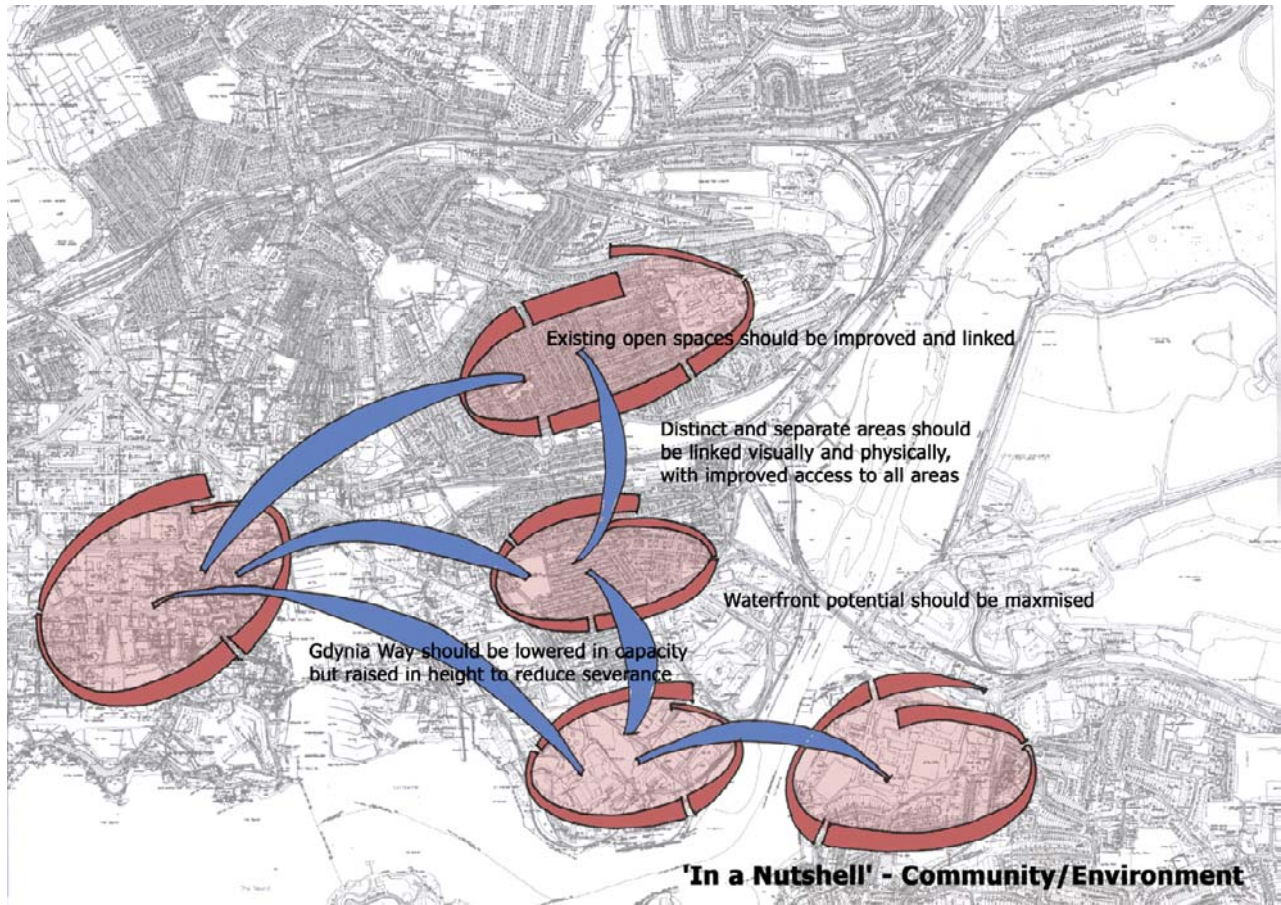
7 Initial Concepts

This chapter briefly discusses initial development concepts for the study area. The study team began by trying to ascertain key principles from which any framework should begin. These are discussed briefly below, with accompanying sketches which aim to encapsulate 'In a Nutshell' aspirations in terms of transport, development and the environment and community benefits.



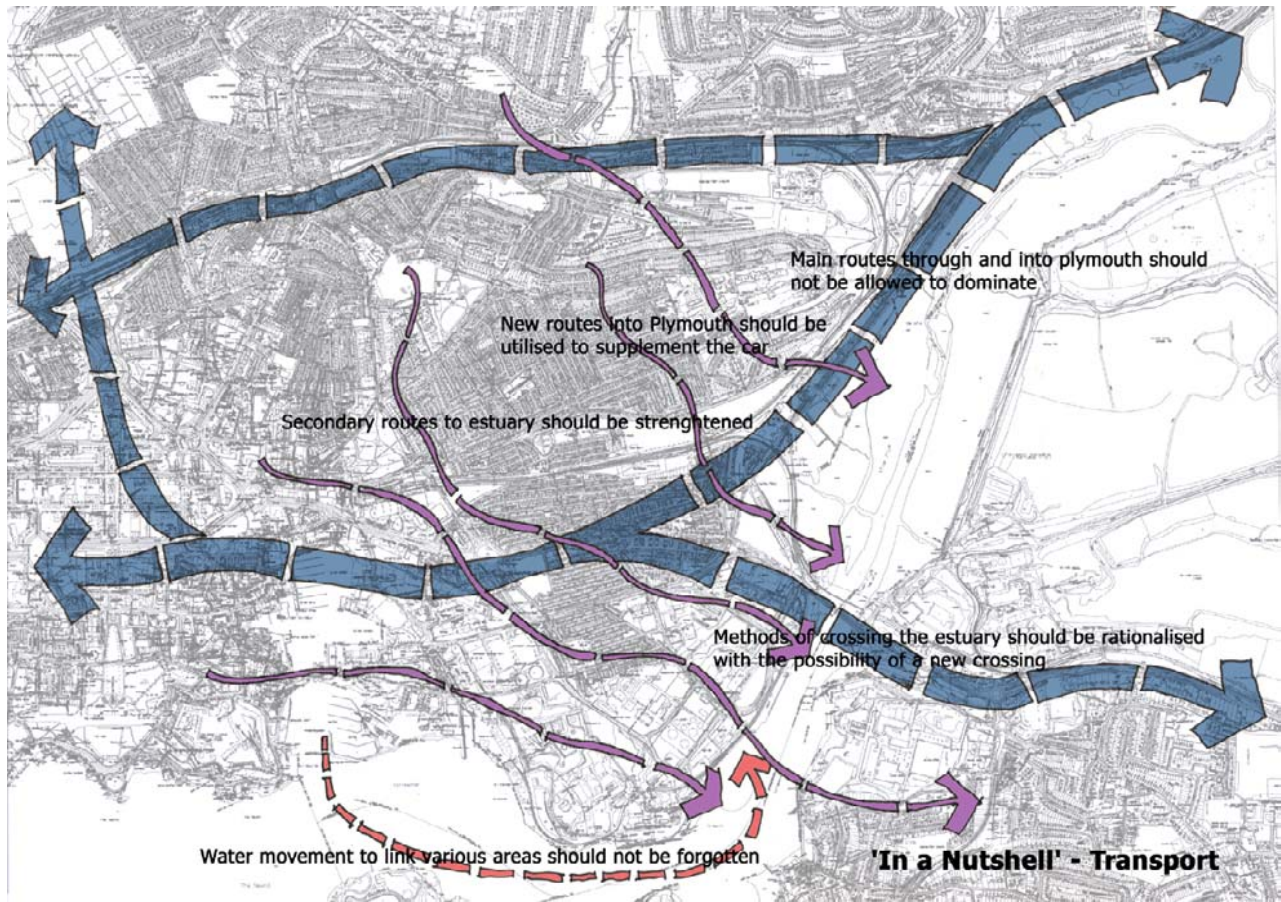
7.1 Views

The study area is the key entrance to the city of Plymouth, and as such is currently under-exploited, subject to ad hoc development. The topography of the area, along the banks of the River Plym, gives tremendous views, and one of the fundamental principles of this is to capitalise on and enhance the views both onto the site from other locations, such as the eastern River Bank, and the views of the city from the site. There is the opportunity to create a sense of place through innovative architecture and high buildings.



7.2 Environmental Quality

The environmental quality of the area is currently poor. Each option should aim to improve the environmental quality both for the visitors entering the city, but also for those living in the communities within the study area, for instance along Embankment Road.



7.3 Transport and Movement

A key issue for the study is to address the current movement through and within the study area and address the issue of traffic blight. The weight of traffic entering the city from the eastern Gateway has seriously degraded the area, and needs to be managed and controlled, particularly given the future increase in traffic generate by new development to the east of the study area. Development options will all aim to reduce traffic blight and calm the area.

7.4 Initial Concepts

In developing initial concepts, the study team began by setting up four broad development categories, relating to levels of intervention in development –

1. Do minimum
2. Do something
3. Do something more
4. Do everything

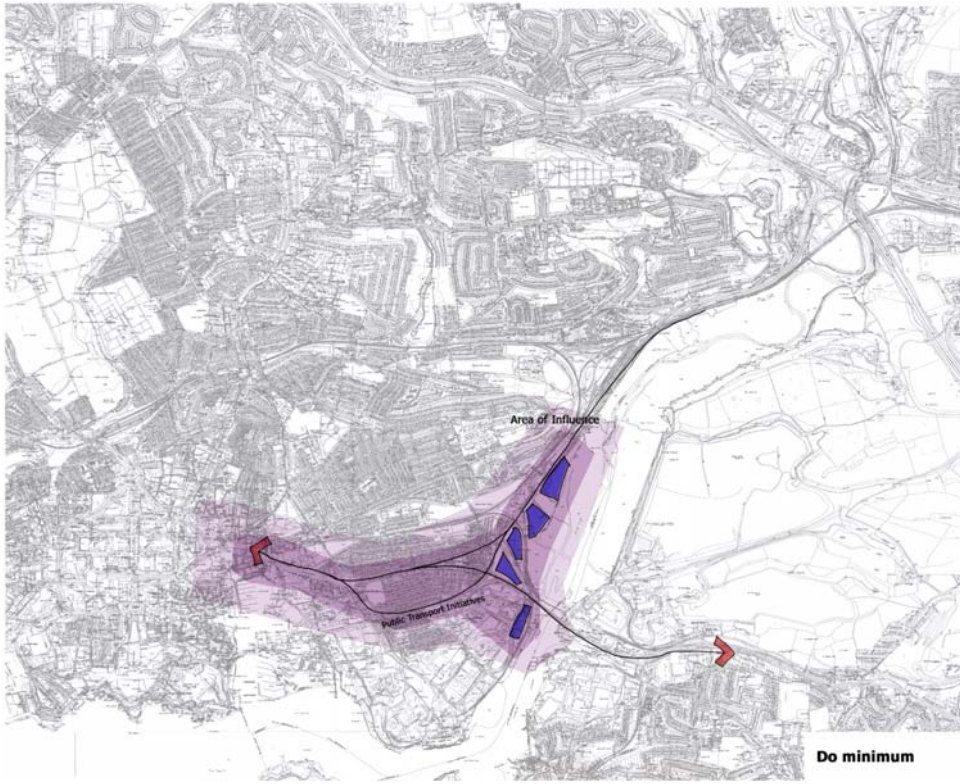
Do Minimum and Do Something describe a more reactive approach, with development occurring more or less in an ad hoc way, guided by current policy. Do Something More and Do Everything require a far more proactive approach, demanding more detailed planning guidance, local authority and regional authority intervention, and raise issues of funding streams, compulsory purchase and developer contributions.

Under each of these headings, the study team looked at different transport initiatives, development outcomes and environment and community improvements.

The table below, and accompanying concept drawings, set out initial development concepts based upon public sector intervention. It is meant as a discussion piece only, from which different options can be developed, and different potential solutions can be explored.

	1.Do minimum	2.Do something	3.Do Something more	4.Do Everything!
Transport	Existing transport system - management Public transport priority initiatives	As 1. but to include charging (at bridge)	As 4. but no new bridge and no bypass Gdynia Way to be dropped and area created redeveloped	2 dedicated public transport routes Park and Ride New local bypass Use of railway/rail use
Development	Development of infill sites Development of current planning permissions Market driven redevelopment "sheds"	As 1. and select from a few quality sites for development, guided by development brief	As 2. plus land reclamation on discreet sites	Major land reclamation New cornice to Sutton Harbour Development of hill Development of other available sites e.g. Laira Barrage?
Environment/community	Environment does not get worse Development sites are not vacant but used and made safe Loss of open space	As 1. but some environmental improvements as a result of traffic reduction.	As 2. but increased improvements to community as a result of dropping Gdynia Way Creation of new waterfront area	Residential community without severance New waterfront environment
Tests	Deliverability – land assembly (CPO), environmental impact e.g. reclamation, funding, Viability Sustainability Timing/Phasing			
	Reactive		Proactive	

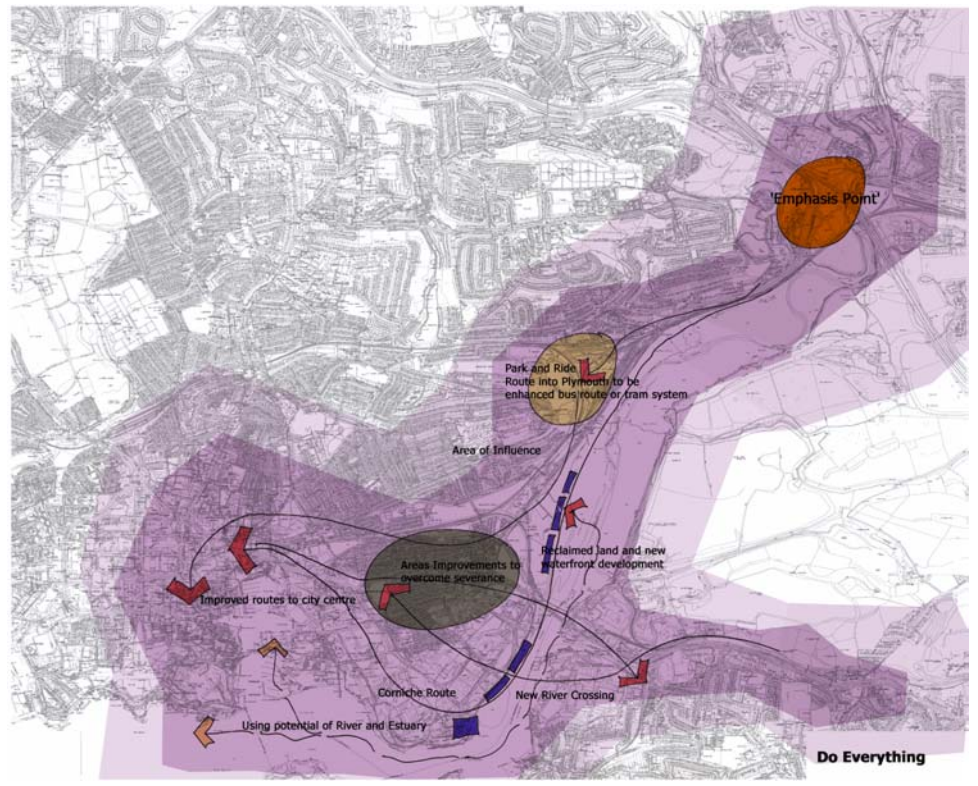
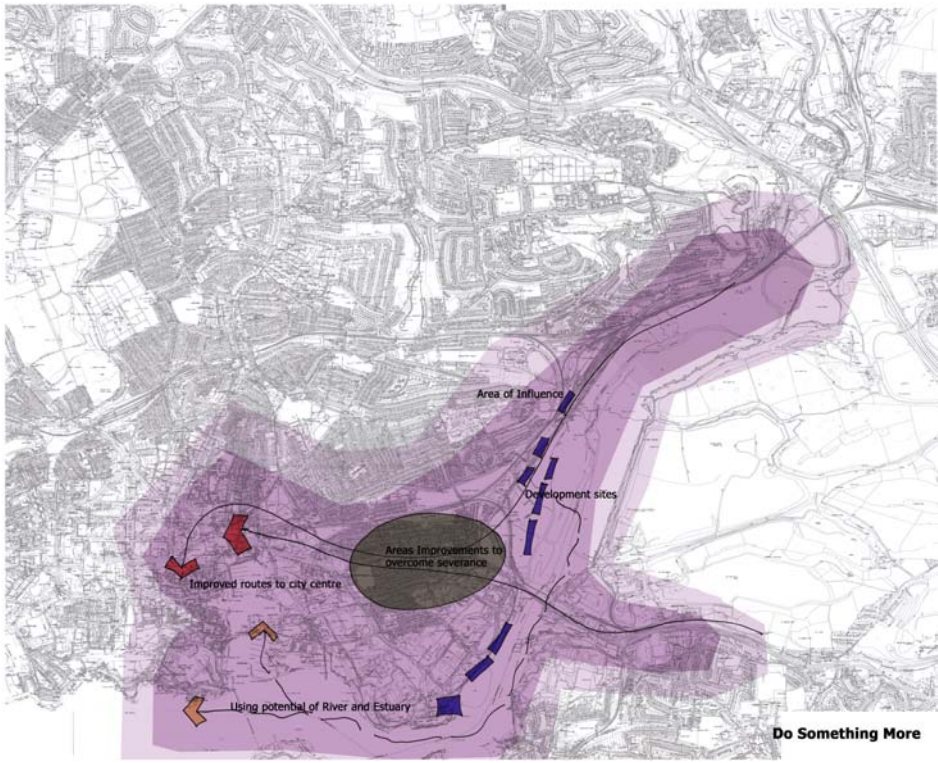
The following conceptual diagrams intend to show how each level of intervention may impact positively on the surroundings. In each diagram, the area of positive influence is shown graded around each element. These diagrams and in particular the areas of influence shown do not relate specifically to site boundaries or to various physical interventions. The diagrams are aim to show how larger scale interventions can have wider positive effects, and also how larger scale interventions can be amalgamated to produce a outcome 'larger than the sum of its parts'.



Do minimum



Do something



8 Next Steps

In Stage 2 a number of different development "solutions" or "options" for the site will be created, and then placed within a set of "integrated options".

Each of the options will be subject to a testing/appraisal criteria in terms of fit with wider transport, regeneration initiatives, social issues and environmental constraints. The appraisal criteria, based upon the Government's New Approach to Transport Assessment (NATA) and used for the Multi- Modal Studies, will form the basis, supplemented by local objectives.

Once tested, options can be refined with Stage 3 setting out the final Preferred Option.