Appendix J
City Centre and University AAP special sites newsletter
E-mail of notification sent to consultees for special sites newsletter
Plymouth City Council is producing an Area Action Plan (AAP) for the City Centre and University area. The purpose of the AAP is to set out a plan for delivering the regeneration of Plymouth’s City Centre. It aims to enrich and diversify the activities taking place in the area, as well as creating a regional destination for shopping and leisure activities.

We asked you to make your comments on a consultation document towards the end of 2008. This set out basic facts about the City Centre and suggested ways in which the area could be significantly improved.

Having looked at all those comments, we have published a summary that you can read by going to www.plymouth.gov.uk/ldf

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**We need your help again!**

We are now working on the draft AAP, which will be published in summer 2009. This will set out how these aspirations for the City Centre can be turned into reality. It will include more detailed policies and proposals.

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**Before we finalise the draft Plan...**

We would like to provide one further opportunity for you to put forward your thoughts about sites within the City Centre and University area.

In this edition of ‘involve...’ we have identified some of the key sites that the AAP will be considering.

We have also identified what our evidence base reports suggest might be appropriate ideas for these sites. Whilst this information formed a part of the November 2008 consultation, it is of such importance that we would like to continue our dialogue with you in relation to this aspect of the AAP.

Some sites may be suitable for redevelopment, others for conservation because of their heritage or architectural value.

This is not a formal stage of consultation, but it is part of our commitment to involve you in the preparation process of our plans.

If you wish to make any comments, remember that the AAP is a long term plan, looking to 2021 and beyond. In light of the current economic climate, some of the ideas identified are unlikely to be delivered for several years. However, it is important that we plan now for the future of our City Centre.

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Find out what the Local Development Framework is about: www.plymouth.gov.uk/ldf
Areas that could see major change...

**Colin Campbell Court**
Colin Campbell Court could be redeveloped to create a mixed use development providing new attractions to draw more people into the West End.
This may include:
- Retail, leisure, cultural and community uses to encourage more people to visit the area, as well as new homes.
- Creating a distinctive and vibrant environment which enriches the area through high quality design and architecture.

**Cornwall Street**
This part of the City Centre could see the greatest change. A redevelopment here would provide in the longer term improved shopping facilities and improved public areas. This could create an exciting environment, with a variety of new uses and a number of new homes, including:
- A new large department store.
- Possibly 600 new homes of a variety of sizes and types.
- Exciting new architecture, public places and covered areas.
- A major new car park.

North Cross and the Railway Station
The North Cross area could be developed to create a new office quarter with the opportunity for a modern railway station and public transport worthy of a regional city.

Royal Parade
Royal Parade is already the main place in the City Centre to catch a bus. There are opportunities for us to use traffic management to give greater priority to buses and improve the area for pedestrians. This would allow us to:
- Get rid of street clutter and barriers and create a more pleasant, open boulevard.
- An improved environment with less cars.
- Bring Charles Church, St Andrews Cross and Church and Derry’s Cross back into public places.

Areas to be conserved and enhanced...

**The City Centre**
The City Centre has a rich heritage with some high quality, important buildings. The influence of the architect Patrick Abercrombie, with his Beaux Arts plan for the post-War reconstruction of the City Centre and particularly the spine route created by Armada Way, is a key element of the area’s character. These assets need to be respected as they provide the essential atmosphere, which along with the proposed modern high quality developments, will create an interesting, attractive and exciting place for people to visit and shop in.

**The Royal Parade Blocks**
The North of Royal Parade forms the historic core of Abercrombie’s rebuilt City Centre. They are high quality buildings, great examples of post-war architecture and design, and contribute to the appearance of Royal Parade.

**South of Royal Parade, East of Armada Way**
This area holds the oldest buildings in the City Centre and is where the ‘civic’ functions are concentrated. It also contains the Royal Bank of Scotland building, which is one of the best post war buildings in the City Centre.

Areas where change may be more gradual...

**The AAP could include broad policies to allow some changes to occur over the next decade or so, as and when appropriate schemes come forward.**

**The Independent Quarter Central Block**
Rejuvenating the City Market by providing a variety of attractions like local food outlets, cafes and performance spaces. It could also encourage new businesses. Changes to individual units could improve appearances and allow new and more vibrant uses. We could also create routes between New Street and Cornwall Street.

**The Northern Triangle and the Armada Centre**
Gradually this area could start to feel a part of North Cross with more office and student accommodation. The Armada Centre could be replaced by non-retail uses.

**University of Plymouth**
Access to and around the area could be improved with better and clearer links to the City Centre and North Cross.

**Plymouth College of Art**
Plymouth College of Art want to improve its facilities and expand its campus.

**South of Derry’s Cross**
There are a number of development sites and different uses in this area. Opportunities may exist for residential development, hotels, better car parking and a new location for the City Library. The Civic Centre is a key opportunity site within this area.

**Drake Circus and New George Street**
There are opportunities for improvements to retail units and for improvements to shop fronts. The purple boardings outside Drake Circus are a potential development site for a mix of uses including office, residential and public spaces.

**Morley Court and Harwell Court**
This is a very popular residential area and is one of the only parts of the City Centre where people currently live. The area will remain as housing, but there may be opportunities over the next 10 to 20 years to improve the quality of the homes, provide more homes and perhaps introduce other uses, such as a healthcare facility or workplace for creative industries.
The Next Steps

All the comments received so far are being considered as the draft AAP is being prepared.

Whilst this is happening please make any further comments about what is set out in this special newsletter, or the information set out in the summary report of comments, by going online to www.plymouth.gov.uk/ldf or via the contact details below.

It would be helpful if you could let us have your comments by 9 June 2009. You can still let us have your comments after this date, and we will take account of them as much as we are able, until the end of September when we need to agree the submission AAP.

What happens next

Draft Area Action Plan discussed at Full Council in August (the public can attend).

Following this there will be six weeks for you to comment on the draft plan (pre-submission stage).

October 2009 Submission of a finalised draft to the Government.

Please note: You can view all the comments made so far, and the summary report of comments so far, by going to www.plymouth.gov.uk/ldf

If you haven’t got access to a computer, paper copies are available at the Civic Centre and Central Library or you can request your own paper copy by calling 01752 305477.

Please make your comments online...

Visit the website at www.plymouth.gov.uk/ldfgetinvolved

If you would like this newsletter in an alternative format please call 01752 305477.

Keep in touch...

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What else should be in the newsletter?

This newsletter should be useful for you – if it's not what should it have in it?
Let us know by contacting us.
Dear Miss Hannah Dempsey

The City Centre and University Special Edition Newsletter will be available for you to view and comment between the following dates:

Start date: 20/05/09 09:00

End date: 31/07/09 15:57

Please select the following link to view this event:

http://plymouth.consult.limehouse.co.uk/portal/ldf/ccaap/ccleaflet

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