Dear Inspectors,

Please note that this is a draft masterplan that has just been submitted to the LPA to provide additional information on the landowners’ current approach to the delivery of its part of Policy PLY38 – Derriford Commercial Centre.

The LPA has not yet considered the masterplan in detail in relation to its compliance with the principles set out in Policy PLY38 but do note that the masterplan has been strongly informed by the masterplan framework diagram set out in the JLP.

Our understanding is that the landowner (Plymouth City Council) is intending to undertake consultation on the masterplan prior to its finalisation, and to use the masterplan in support of marketing of land and to inform the preparation of planning applications.

Any proposal coming forward in response to the masterplan would be tested against the provisions of the Joint Local Plan, including particularly Policy PLY38.

Kind regards,

The Joint Local Plan
Derriford Commercial Centre - South
Creating a new mixed-use heart for northern Plymouth

Masterplan summary report – February 2018

CliftonEmery design
With Peter Brett Associates, MAZE Consulting and Randall Simmonds LLP

Draft
‘The commercial centre will have the status of a district centre in Plymouth’s retail hierarchy. The role of the centre’s retailing function is to fill a gap in main food shopping provision in the north of Plymouth and to provide retail facilities to serve those who work, study and visit the area’s facilities and services. It will also provide a catalyst for the wider regeneration and development of the Derriford area, helping to create a new heart for the north of Plymouth.’

Extract from Policy PLY38 Joint Local Plan Plymouth, South Hams and West Devon
Creating a new mixed-use heart for northern Plymouth

The delivery of a commercial heart for Derriford is a strategic objective for Northern Plymouth and is identified in the submission version of the Joint Local Plan for Plymouth, South Hams and West Devon. This masterplan report, commissioned by Plymouth City Council (PCC), explains how a commercial centre could be designed in a manner that meets the vision of the plan - creating a dynamic new place which can become a dignified civic heart for Derriford and moreover, how it could be delivered in a way that is viable, market tested and costed.

The report describes how a series of related projects could be implemented across short, medium and long term time horizons to create a mixed-use centre for Derriford with the services and facilities that are necessary to support the area – these include; a supermarket, sheltered homes, affordable and market homes, café, restaurants, smaller shops, a pub, offices and other employment opportunities, community facilities, a local park, bus and cycle facilities, car parking and a new bus loop connecting to the Derriford Hospital hub.

The report has been prepared by a team of consultants led by Clifton Emery design (urban design and architecture) and supported by Maze Consulting (commercial agents), Peter Brett Associates (transport planners) and Randall Simmonds LLP (cost consultants). The consultant team has worked alongside PCC officers during the Autumn of 2017 to review constraints and opportunities and prepare the masterplan in this document. The new commercial centre is proposed on land that falls, to the most part, in PCC freehold ownership control and can therefore be delivered in a joined-up way. It is on land formerly known as the Seaton Barracks Parade Ground and on part of the Derriford Business Park.

The report explains the background to the project, describes the planning, transport and development context, sets a vision for the centre as a touchstone for the proposals, and illustrates a phased masterplan with identified projects that can be delivered over time. The report concludes by clarifying how the plan can be implemented and why it is viable. It also explains how the delivery of successful projects in the short term can lead to an improved context for the delivery of later projects. A separate report about the viability of the masterplan has been prepared for PCC.

Executive summary

Land not within PCC ownership/ control
Derriford Commercial Centre
Masterplan report

Derriford
To City Centre
To Tavistock
B&Q
Plymbridge Lane
Plymouth Airport
3
4
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6
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8
9
10
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12
13
14
15
16
17
18

Derriford Transport Scheme (in construction)

Derriford Hospital Interchange (constructed)
Planning policy context – re-interpret the plan in the Local Plan

The most relevant local planning context for this masterplan report, as identified in the project brief, is contained within the Joint Local Plan for Plymouth, South Hams and West Devon. The Plan includes a vision for a new Commercial Centre in Derriford. Strategic Objective 4 and Policy PLY38 provide the specific policy context. The masterplan has been developed with the objectives of these in mind.

Strategic Objective 4 and Policy PLY38 are set out in full in appendix 1.

‘The commercial centre will have the status of a district centre in Plymouth’s retail hierarchy. The role of the centre’s retailing function is to fill a gap in main food shopping provision in the north of Plymouth and to provide retail facilities to serve those who work, study and visit the area’s facilities and services. It will also provide a catalyst for the wider regeneration and development of the Derriford area, helping to create a new heart for the north of Plymouth. Food retailing shall be provided at a level which anchors other retail facilities in the centre and meets the need for main food and convenience shopping facilities for local communities. Non-food shopping and leisure floorspace should be limited to a scale and type which will not result in the centre having a significant adverse impact (including when assessed cumulatively) on the vitality and viability of, and investment in, the City Centre, nor on the ability of other centres in the retail hierarchy to perform effectively their primary role for their local communities. All proposals which form part of the development of the commercial centre or future changes to it which include retail floorspace will be determined and controlled in accordance with the application of the sequential and impact tests.’

Extracts from Policy PLY38 Derriford Commercial Centre.

The masterplan only forms part of the Derriford Commercial Centre as set out in Policy PLY38.
The masterplan concept

1. Green link
2. Foodstore
3. Foodstore car parking
4. Foodstore servicing
5. Foodstore entrance
6. Commercial/residential wrap around northern and eastern elevation of foodstore – capable of delivery independent of the foodstore. For retail/food and drink/leisure/community use with residential above
7. Commercial food and drink/retail/financial and professional services onto Tavistock Road
8. Car parking for food and drink
9. Pedestrian route between car park and local park/centre
10. Improved bus facilities onto Tavistock Road - high quality bus shelter with real time passenger information
11. Proposed vehicle access to centre from Tavistock Road
12. North-south vehicular route through the site - including new bus and cycle route
13. Bus-gate between northern and southern development parcels
14. Retained stand of pine trees
15. Opportunity for foodstore advertising on north-western corner of block – to achieve easy visibility to road users travelling north and south along Tavistock Road
16. Proposed food and drink with associated car park
17. Public realm enhancement of roundabout
18. Short stay car parking in the park
19. Residential/office/commercial accommodation
20. Residential/office/commercial accommodation
21. Residential/office accommodation
22. Residential blocks
23. Tree lined streets and street parking
24. Positive urban frontage onto Tavistock Road
25. Link between park and Brest Road
26. Brest Road gateway into site
27. Future green bridge link over Tavistock Road
28. Sheltered housing
29. The Range
30. Café
31. Key worker buildings
32. Land not within PCC ownership/control
Creating a new mixed-use heart for northern Plymouth

The masterplan

Background

“The overall balance of uses will be influenced over time by market conditions. However, the site should deliver a genuinely mixed-use development of urban scale and density.”

Extract from JLP Policy PLY38.

The masterplan for the commercial centre will perform a number of roles. It will establish a vision for the centre and critically will illustrate a viable route to successful delivery. This will include a pragmatic phasing plan with well-considered triggers for the implementation of supporting community infrastructure.

In this context, the phasing of development will have a key role in developing a momentum for unlocking the potential of the site in its entirety and ensuring that the quality of what is delivered in the early phases is maintained throughout the life of the development.

The centre will be developed in the short, medium and long terms – placement of the right sort of development in the right place at the right time will have a significant bearing on the appetite for developing later phases in a way that maintains place-making continuity and ensures that development values are maximised – this will form an integral and essential part of the way in which the masterplan is conceived.

By providing a flexible masterplan that can respond to different circumstances over time, including variations in market conditions, it is more likely that a successful centre can be developed. It is also more likely that development on sites around the centre will respond positively to the form and character of the new centre.

By establishing a new development confidence through successful masterplan implementation it is more likely that other sites in the Derriford area will be developed positively in response.

A well-conceived masterplan that is viable, practical and inspirational will underpin the success of the new centre and have a key role in coordinating successful place-making.

Masterplan General Arrangement

The objective of the detailed masterplan is to provide the basis for achieving a deliverable commercial centre for Derriford that is manifestly viable, can be achieved sensibly through logical and realistic phasing and will secure the vision of creating a high quality urban and civic heart for the area in this way.

In order to achieve this, development of the centre will be incremental and will be delivered by different developers – it is important that the nature and quality of each individual development scheme contributes positively to the overall whole.

Exclusions – this masterplan has been prepared without detailed information in relation to the following and as such is an illustrative masterplan at this stage: Utility information/ site legals/ ecology report/ tree survey/ archaeology report/ ground conditions/ contamination.
The masterplan has been designed flexibly so that delivery can be achieved in a number of different ways and so that implementation can respond to changing circumstances over time.

The accommodation schedule that accompanies the masterplan illustrates one particular approach which is viable at the time of preparing this work; a separate viability report with up-to-date costings has been prepared by Maze Consulting and Randall Simmonds - this is commercially sensitive and has been provided for Plymouth City Council as context / evidence.

### Masterplan - Accommodation Schedule

#### Phase 1

<table>
<thead>
<tr>
<th>Area</th>
<th>Land area (sqm / ha)</th>
<th>Use / Class</th>
<th>Gross per floor area (sqm)</th>
<th>Number of Storeys</th>
<th>Total Gross Floor Area</th>
<th>Number of Apartments</th>
<th>Car Park Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>9044</td>
<td>Supermarket / Food store (SA 1331 sqm)</td>
<td>2262</td>
<td>1</td>
<td>2262</td>
<td>0</td>
<td>112</td>
</tr>
<tr>
<td>b</td>
<td>3765</td>
<td>Gym</td>
<td>620</td>
<td>1</td>
<td>620</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retail</td>
<td>430</td>
<td>1</td>
<td>430</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Key worker / Residential</td>
<td>1140</td>
<td>up to 4</td>
<td>2700</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>c</td>
<td></td>
<td>Food / beverage (x2)</td>
<td>400</td>
<td>1</td>
<td>400</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>d</td>
<td>3957</td>
<td>Pub / restaurant</td>
<td>680</td>
<td>1</td>
<td>680</td>
<td>0</td>
<td>80</td>
</tr>
<tr>
<td>e</td>
<td>3006</td>
<td>Key worker</td>
<td>722.5</td>
<td>4</td>
<td>2890</td>
<td>36</td>
<td>45</td>
</tr>
<tr>
<td>f</td>
<td>4565</td>
<td>Commercial (x3 buildings)</td>
<td>300</td>
<td>1</td>
<td>900</td>
<td>0</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>Residential (x3 buildings)</td>
<td>335</td>
<td>3</td>
<td>3,015</td>
<td>36</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2.43</td>
<td></td>
<td>6889.5</td>
<td></td>
<td>13897</td>
<td>106</td>
<td>372</td>
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</table>

#### Phase 2

<table>
<thead>
<tr>
<th>Area</th>
<th>Land area (sqm / ha)</th>
<th>Use / Class</th>
<th>Gross per floor area (sqm)</th>
<th>Number of Storeys</th>
<th>Total Gross Floor Area</th>
<th>Number of Apartments</th>
<th>Car Park Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>11709</td>
<td>Assisted living / sheltered housing</td>
<td>470</td>
<td>4</td>
<td>1880</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assisted living / sheltered housing</td>
<td>915</td>
<td>4</td>
<td>3800</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Surface car park</td>
<td>1600</td>
<td>1</td>
<td>1600</td>
<td>0</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Open space (Public)</td>
<td>4178</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>b</td>
<td>14987</td>
<td>Café</td>
<td>100</td>
<td>1</td>
<td>100</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Open space</td>
<td>5890</td>
<td>0</td>
<td>-</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residential block A</td>
<td>492</td>
<td>4</td>
<td>1968</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residential block B</td>
<td>1735</td>
<td>4</td>
<td>6940</td>
<td>64</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residential block C</td>
<td>940</td>
<td>6</td>
<td>5540</td>
<td>56</td>
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<td>Total</td>
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<td>2425</td>
<td></td>
<td>21928</td>
<td>200</td>
<td>268</td>
</tr>
</tbody>
</table>
The following phased plan has been designed in order to fit with the ownership characteristics of the site and to develop a momentum for change that can evolve.

Essentially the plan is arranged in three broad phases – there are sub-phases within each of these: phase 1 covers the southern area of the site which is mainly in PCC freehold ownership; phase 2 covers the area of the northern part of the site that is in PCC control but subject to a number of leasehold arrangements with operators; and phase 3 covers the most northerly area of the site which is outside of PCC ownership control.

The phases are intended to be pragmatic and complementary.
Creating a new mixed-use heart for northern Plymouth

Phase 1 accommodation schedule

a. Supermarket / Food store (SA 1331 sqm)
b. Gym
   Retail
   Key worker / Residential
c. Food / beverage
da. Pub / restaurant
e. Key worker
f. Commercial
   Residential

Phase 2 accommodation schedule

a. Assisted living / sheltered housing
   Surface car park
   Open space (Public)
b. Café
   Open space
   Residential
   Sheltered housing
   Parking with gardens above
   Residential
   Commercial