MASTERPLAN VISION

The evolution of the masterplan vision has been driven by the desire to create a vibrant, sustainable community on previously developed land. It is a vision of local living, not just for the new development but for the neighbouring communities, with more attractive day-to-day facilities within easy reach. The concept plan has been developed around central communal spaces and a village high street, linked to the rest of the new and existing communities by primary and secondary routes for pedestrians and cyclists to move easily around and beyond the site.

The surrounding green spaces, disconnected by the site’s former function, have been extended into the scheme to create a network of green spaces and routes and a robust landscape within which a variety of new and exciting uses can evolve.

Key buildings and locations will be created to provide the community with its own character and local distinctiveness and to give the settlement a unique sense of place based upon garden suburb principles.
UNIVERSITY QUARTER

A tree lined avenue and urban square will create an impressive gateway entrance for the University of St Mark and St John at the western end of the site, giving a true sense of arrival to the University and new community. A broad, semi-pedestrianised boulevard connects the University’s new entrance with a second square, in front of the University’s multi-purpose sports arena. The square creates a focal point for the whole community and will connect into courtyards, student accommodation and the veterans’ rehabilitation village.
A NEW FACE FOR THE UNIVERSITY

Investment and regeneration of the site will allow the University of St Mark & St John to expand and flourish. As well as enhanced sporting facilities, new public spaces, amenity shopping and improved parking, the existing university campus could be enhanced forming a new centrepiece for the masterplan.
VILLAGE GREEN AND GREEN SPACES

The north-west area of the masterplan is focused around a pair of expansive green spaces. The first is a traditional village green, surrounded by trees, which sits within a crescent of detached houses, echoing the character of a rural English village. The green allows for both formal and informal relaxation for residents and visitors. The green is complemented by sports fields, making up a second green space. These fields are associated with the University’s first class facilities to the west, the multi-purpose community buildings, public house and community sports pitch.

The central green spaces create a focal point for the community and will form one part of the network of green spaces and green fingers which are integral to the plans. The green fingers and landscaped areas link the site to surrounding green spaces and create opportunities for relaxation, health and fitness, as well as providing valuable habitat corridors for the City’s wildlife.
LOCAL HIGH STREET

A local high street of small shops and village style public houses and restaurants runs between the central amenity spaces to a dedicated parking zone to the north of the plan. The shops and restaurants, along with the primary school and community facilities, will provide for the daily needs of residents albeit complementary to the City Centre. The high street also provides a dedicated space for community enterprises and opportunities for not for profit businesses.

The boulevard links the University and rehabilitation village into the residential areas, with access limited to public transport, taxis, bikes and pedestrians. The southern end of the boulevard is anchored by an hotel with views over the public square and high street. A new primary school faces the University, easily walkable by new and existing residents.
Plym Vale provides the opportunity to create a new residential area which is suitable for 21st Century living, designed with sustainability in mind. The site offers the opportunity to provide homes in a variety of tenures and sizes to accommodate people’s needs and aspirations from first homes and family houses, to supported homes for older members of the community.

The Vision is based on the development of distinctive, high quality designs, based on traditional urban typologies and will offer a variety of detached, semi-detached, terraces and apartments organised to suit the infrastructure, topography and vistas across the site. The site naturally lends itself to distribution of different types of housing in different areas, with denser accommodation along the north-eastern fringe, moving to a lower density typology to the south.

The site has been specifically designed to minimise the need for motorised transport, based on an environment which encourages walking and cycling over other forms of travel. The central village facilities, school, shops and leisure opportunities ensure that the site will be a walkable development while employment opportunities are close to hand in the expanded University, Derriford Hospital, and in the employment zone at the eastern tip of the site at Estover.
MOBILITY & MOVEMENT

Better mobility is at the heart of cohesive communities giving, better more sustainable living.

Mobility cues are taken from what is happening in society already, the technology that is transforming our lives, and our need to accommodate more homes, more jobs and more activities into the same spaces.

Managed in the right way, developing this site is a catalyst for modern mobility, community integration and sustainable movement throughout the north Plymouth area. Managing it in the right way is exactly what is proposed, with a masterplan that makes the most of the site’s already excellent location, bringing down the barriers to movement that are currently posed by its impermeability, and creating a pleasant and attractive environment at the pedestrian scale. Where, for instance, travel for education is the biggest reason for peak period movement, connectivity, including routes to schools and Marjon University, are all at the pedestrian scale, promoting active travel (walking and cycling) as the highest priority.

The site being next to a University, that has aspirations for significant growth, major employment sites, such as Derriford Hospital, Plymouth Science Park and the adjacent business park, healthcare, schools and many leisure destinations, including the National Park just to the north, is one of the very best places in Plymouth for access and mobility, and so for growing the city. The Park and Ride site on the doorstep is the destination for drivers from outside of Plymouth, from where movement and mobility is expected to be efficient and sustainable.

The trend, particularly amongst the younger Millennial Generation, to design their lifestyles around technology, and in particular the increasing trend for virtual mobility, through the internet and home working, is catered for in the scheme as a top priority. Many day-to-day facilities will be available as a result of the development by active travel, and through internet based routes. Micro consolidation centres (local parcel drop sites) will complement and make this easier for the whole community, reducing the inefficient impacts from the ‘last mile of travel’. Active frontage travel routes will encourage pedestrian scale interaction, benefiting the community where to some this may feel somewhat disparate at present.

Public transport is excellent, and access to the road network is superb.

So, this masterplan concept scheme makes the very best of the site’s excellent location. In mobility terms there is a wealth of options for travel, so that there is less or no reliance on any one form of travel. The pedestrian scale environment promotes more local activity and hence community integration in the local area, which contributes to the virtuous circle of more shared mobility. It responds to the current trends for mobility, and the needs of mobility into the future for a successful society.
GENERATING THE MASTERPLAN

EXISTING TOPOGRAPHY PLAN (NOT TO SCALE)
community rooms with community concierge
new university reception & facilities with public plaza
hotel
cycle service centre
allotments & pocket park
employment including social enterprise workspace
multi-use sports pitch
local shops & restaurants
primary school
cricket pitch
transport & mobility hub
high street boulevard
regional sports arena & conference centre
student accommodation
rehabilitation village
local shops & restaurants
primary school
cricket pitch
transport & mobility hub
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