WHAT CHANGES SHOULD WE MAKE TO IMPROVE THE CITY CENTRE?

Plymouth Plan topic paper
City Centre
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What is this topic paper about?

What changes should we make to improve the City Centre?

This topic paper has been published as part of Plymouth Plan Connections. It is one of a series of topic papers that are being published to provide information and support ongoing discussions with local people and organisations about the future of the city.

This topic paper sets out options for change in Plymouth City Centre over the period to 2031. The paper starts a discussion as to how the City Centre should change, by identifying what works well in the City Centre, what needs to be improved and how improvements could be delivered. It also seeks views as to what type of City Centre Plymouth needs, now and in the future, taking into account the City’s ambitious growth agenda and the aspiration to become one of Europe’s most vibrant waterfront cities.
Introduction

Plymouth is the second largest city in the South West of England after Bristol. With a population of nearly 260,000 people and a hinterland stretching into south west Devon and south east Cornwall, including towns such as Tavistock and Ivybridge, it is the primary service centre for an extensive catchment area and acts as a regional centre for much of Devon and Cornwall and beyond.

Plymouth City Centre is the clear focus for the city and its growth aspirations. As Plymouth’s showpiece, the place which is experienced the most by the city’s residents and visitors, it is crucial that it represents well the city’s role and ambition. The City Centre was completely rebuilt around Abercrombie and Watson’s Plan for Plymouth following the destruction of the earlier centre in WW2, leading to a centre which is both iconic and of national historic importance. The rebuilt centre, however, had some inherent flaws which mean that today’s City Centre has some issues to address if it is to change and be successful. These issues are set out in evidence and summarised below. However, the City Centre has huge potential. Many of the issues it needs to overcome are also the opportunities it needs to reinvent the Centre in a world where shopping patterns are changing, quality urban living is sought after, and culture and leisure opportunities are understood as crucial to any truly successful city.

The City Centre has a retail floorspace of 1,530,400 sq ft which makes it the largest retail centre by floorspace in the South West, larger even than Bristol City Centre (source: Experian GOAD). It competes with centres such as Truro, Exeter and Bristol, and in terms of the national retail rankings it is 29th in the country (slightly behind Exeter which is 27th). Its retail offer was substantially improved in 2006 with the opening of the Drake Circus Shopping Centre which presented a number of new retailers to the city in a covered shopping mall. In 2010 the City Council adopted the City Centre and University Area Action Plan (AAP) which set out a comprehensive strategy for the enhancement and improvement of the centre. However, since the AAP was drawn up the City Centre has suffered due to the effects of the economic downturn and recession, which saw the worst retail economic position in over 60 years. Nevertheless, the area around Drake Circus has weathered the recession particularly well, and the signs are clear that there is renewed investor interest in City Centre sites. The challenge now is to understand the changed nature of retailing and people’s shopping preferences, and to create a new plan for the City Centre which will drive forward its evolution and cement its position at the centre of Plymouth’s transformation.
Evidence Base

Plymouth City Centre has been examined and its strengths and weaknesses catalogued in a number of major studies. Cushman and Wakefield set out their findings in the City Centre Development Strategy in 2009, which underpinned the City Centre and University Area Action Plan. Roger Tym and Partners completed a City Centre health check as part of their 2012 Retail and Centres Study, and finally GVA have updated and evolved the work in both of these pieces of work in their 2014 Plymouth City Centre Development Study, which is published in draft form alongside this Topic Paper for comments. The GVA work is the first study to look at the City Centre’s strengths and weaknesses, and the challenges and opportunities facing it, since the end of the recession. It can therefore take account of the impact the recession has had on the retail economy and high streets across the country, and can look at how City Centres like Plymouth might evolve over the next 15 to 20 years. In addition, the GVA study is informed by an assessment by AHC and NEW of the heritage assets of the City Centre and the legacy of the 1943 Plan for Plymouth. This work informs the identification of areas of the City Centre with capacity for change, as well as the most valued heritage assets.
The Issues facing the City Centre, and the Drivers for Change

The City Centre has a number of issues which need to be addressed, and along with the opportunities which are also present, form a set of drivers for change which the Plymouth Plan will use to develop a strategy. Many of these issues have been well documented in the City Centre and University AAP and its evidence base. They are also picked up in the City Centre Development Study.

City Centre Issues – Points of Concern:

- **City Centre footprint.** The City Centre is very large with a footprint of similar size to those of Manchester or Liverpool but without the level of commercial activity of these centres. This issue is further compounded by the density of development in the City Centre, which is very low. This is as a result of the post war pattern of development which laid out large courtyards at the centre of the City Centre blocks - which are largely used for servicing and car parking.

- **Anchor Store Distribution.** There is a poor distribution of anchor stores in the City Centre. Anchor stores are the large, well-known retailers which attract large numbers of shoppers and help to increase pedestrian footfall. Currently, the anchor stores are clustered along New George Street East and Drake Circus. This means that 75% of the shop units in the City Centre are poorly anchored.

- **Size of shop units.** The shop units in the City Centre were designed and built to meet the needs of retailers in the 1950s and 1960s. Since then, retailing has changed fundamentally and national, multiple retailers are looking for much larger units. The City Centre units today are on average half as large as national retailers are looking for.

- **Vacancies.** The recession has hit all town and city centres hard and this has lead to high vacancy rates. In the City Centre the latest data from Experian GOAD (as used in the City Centre Development Study) shows that in December 2013, 13.9% of shop units were vacant (compared to 12.6% in England). Most of these vacancies are concentrated in the West End, and particularly in New George Street to the west of Armada Way.

- **Character of the City Centre.** The Centre’s character is shaped by the dominance of retail uses with very few areas of housing, leisure uses or offices; its low density of development, which means that the retail uses are spread out across the footprint in a uniform manner; and the quality of the buildings, which in large parts of the City Centre, particularly towards the north of the grid, are of a very low quality. These factors combine with a tired public realm to produce a poor environment in places.

- **Impact of the Recession.** The impacts of the recession have lead to people having less disposable income and therefore less to spend on shopping. This clearly has an impact on retailers’ ability to expand and therefore the economic justification for city centre redevelopment. It seems clear in 2014 however that the economy has climbed out of recession and is now starting to show solid growth. The strength of growth is still subject to some uncertainty, but there seem to be increasing confidence.

- **Changing shopping behaviours.** Changing consumer behaviour, including greater use of new technology and evolving forms of retailing which make use of the internet and mobile devices, are changing the way in which shopping takes place. This has led
to a slow-down in the rate of increase of new demand for retail space, especially for items such as clothing and electrical goods.

- **Competition from other centres.** The City Centre is subject to competition from neighbouring centres. In particular, Bristol has a dominant role in the south west region and the recently opened Cabot Circus has strengthened its offer. Exeter has succeeded in attracting key retailers such as John Lewis and Ikea which complement the Princesshay development, and Truro successfully serves the west of Cornwall. Plymouth City Centre must find a way to distinguish itself from these centres.

- **Market Signals.** Rents across the City Centre are low, although in the West End they are particularly low, standing at between £30 - £90 per square foot. Yields are high, standing at 6.5% compared to 5.75% in Bristol and 5.25% in Exeter. These indicate that confidence in retail property investment in Plymouth is currently low by comparison, and the Plan needs to put in place a positive strategy which enhances confidence.

- **Poor Quality Environment and Gateways to the City Centre.** The City Centre’s image suffers from its environmental quality, the poor impression given by a number of routes into the City Centre, and by key gateways into the centre. Frontages onto Western Approach, for example at Colin Campbell Court and the Armada Centre, are very low quality buildings and uses and often have no activity along them at all, effectively creating a barrier. Other factors giving a poor first impression include congestion on the ring road and along key routes such as Exeter Street, bus congestion along Royal Parade, and the Railway Station which is surrounded by unattractive buildings and does not have an immediately obvious walking route to the City Centre. The centre also does not make best use of its attractions to create usable public spaces – for example, around Charles Church and St Andrew’s Cross. The low environmental quality, and poor public realm in places do not give a welcoming feel to the City Centre and may also be a factor limiting the centre’s ability to attract investment.

- **Transport Routes Into, Out of and Around the City Centre.** The ways in which pedestrians, cyclists, buses and vehicles move around the City Centre, and access the City Centre are of critical importance to its success. Due to its location, the strategic road network serves visitors to the City Centre, but also serves developments at Millbay and Sutton Harbour, and traffic using the Millbay ferryport. A vision for the City Centre will need to include an understanding of how these movements can be better served and improved. A key issue is the role of Royal Parade. Royal Parade is a critical link in the City Centre road network even though it is not classified as a main road. The road acts as the city’s bus station but also provides the setting for St Andrew’s Church and the Guildhall. The current arrangement for buses is extremely congested, the pedestrian environment is cluttered and not particularly friendly; this causes difficulties for shoppers, bus passengers and bus operators. The street does not place the historic buildings in the best setting and is in need of improvement for public realm and transport purposes.

**City Centre Issues – Points of Opportunity:**

- **Drake Circus Shopping Centre.** Drake Circus is one of the largest and most successful shopping centres in the South West. It attracts many visitors to the City Centre from Plymouth and beyond, and is the home to many of the larger national retailers. Drake Circus is owned by British Land and they may wish to build on its success.
The University and PCA. Alongside the City Centre is the campus of Plymouth University, and the Plymouth College of Art. These institutions are vital to the success of the City Centre, both in terms of the students and staff who are users of the City Centre, and in terms of the mix of activity and character which these places bring to the central area of the City. The future expansion plans of these institutions, if there are suitable places for them to use in the City Centre, may be a real opportunity to address some of the issues identified above and to reinvent the role and identity of parts of the centre.

Relationship to the Waterfront. Although the links between the City Centre and the waterfront areas have rightly been highlighted in the past as a weakness, the proximity of the City Centre to waterfront areas such as Sutton Harbour and the Barbican, the Hoe and seafront, and to the new developments at Millbay, is a potential strength.

City Centre historic environment. The City Centre’s post-war heritage is unique and is a distinctive and nationally important characteristic of the centre. The grid layout and architecture, based around the 1943 Plan for Plymouth by Abercrombie and Watson, exemplifies a boldness of vision to re-build a new heart for the city, with an aspiration for high quality buildings and public realm.

The West End. Although the West End as a whole has suffered during the recession and has seen high vacancy levels, the area around the City Market (the Independent Quarter), comprising the western end of Cornwall Street and Frankfort Gate, has retained its independent retail character. This is a unique and distinctive part of the centre which provides a range of retail experiences, and the fact that it has survived the recession should be celebrated. Its role should be strengthened as the West End strives to find a new identity.

Public Realm. The public realm along Armada Way, Cornwall Street and New George Street is based on the Beaux Arts movement as set out in the 1943 Plan for Plymouth and provides a valued space for shoppers, workers and visitors to the City Centre. The quality of the public realm is, however, poor in places and this can also be seen as a point of concern, as set out above. There is an identified need for better connectivity within the grid, to provide better movement around the City Centre.

Land Ownership. The City Council is the freehold landowner of most of the City Centre. This presents a valuable opportunity for the City Council to promote regeneration.

Civic Spaces. The City Centre contains some wonderful, distinctive spaces which are not fulfilling their potential. Places such as the grand boulevard of Armada Way, Royal Parade and the spaces around St Andrew’s Church and the Guildhall, Charles Church, St Andrew’s Cross, Derry’s Cross and Frankfort Gate all have the potential to be gathering places, informal event spaces, informal recreation spaces or simply places to stop and enjoy the City Centre’s environment. However, to enable these places to fulfil this potential will require transport challenges to be resolved and considerable investment in the public realm.

High Quality Urban Living. There is the opportunity to create high quality environments which will be attractive to people who are looking for the opportunities to live in vibrant and attractive city centres. To create this opportunity, many of the issues and opportunities set out in this section will need to be realised, including crucially looking at access for traffic and the extent of the pedestrianised areas.
City Centre – what must the Plymouth Plan address?

These points of concern and points of opportunity form a set of key drivers which lead to the strategy the Plymouth Plan must set out. If the City Centre can respond to the challenges and opportunities in these drivers, there is an opportunity to transform the City Centre so that it truly represents the growth of Plymouth and its role as the regional centre for the south west peninsula.

The key drivers of change are:

- **The changing nature of retail and changing role of town and city centres.** What emerging trends will shape retailing over the next 20 years? Can the Plymouth Plan use these emerging changes to position the City Centre so that it can be at the forefront of responding to retailers’ new requirements? At the same time, the Plymouth Plan must also address the need and demand for car parking to ensure that adequate car parking provision is made to serve the City Centre. A study has been commissioned to examine and advise on car parking needs and provision across the City, including the City Centre.

- **The need for new retail floorspace.** The GVA City Centre Development Study sets out that there is a quantitative need for 52,600 sq m net of new non food retail floorspace in Plymouth up to 2031, and 12,000 sq m net of food retail floorspace. This assessment does not attempt to identify the level of qualitative need in the city, which can be driven for example by spatial distribution of food retailing across the city, the quality and make up of existing retail floorspace in the context of commercial demand, or regeneration objectives. Additionally, were parts of the City Centre to be converted to non-retail uses as part of the strategy to reduce the size of the retail centre, then the equivalent floorspace could be replaced elsewhere within the City Centre without eating into this quantitative need.

- **Diversification of uses.** The City Centre is dominated by retail floorspace, and this harms its vitality and viability outside of shop opening times. Finding ways to bring more leisure, residential, food and drink and employment uses into the City Centre must form part of a renewed strategy.

- **Address the structural issues.** The Plymouth Plan must find solutions to the issue of the size of the City Centre, the size of retail units and the poor distribution of anchor stores. The Strategy to achieve this may need to look at radical new ways of understanding how the City Centre works both now and in the future.

- **The Abercrombie Grid.** There is a real opportunity to embed the Abercrombie grid and the importance of the City Centre’s heritage at the heart of a renewed strategy. The Plymouth Plan needs to identify the Abercrombie legacy – i.e. to understand how the 1943 Plan for Plymouth was implemented, and to identify the key design principles and buildings that should be preserved and should inform and guide future development in a way that respects and enhances this legacy. At the same time, a better understanding of the City Centre’s heritage will help to identify areas of lesser architectural quality that have capacity for change.
The Key Elements of a new City Centre Vision

Putting all of these drivers together and using the conclusions of the City Centre Development Study provides indications of the key opportunities in Plymouth City Centre which should underpin the refreshed Vision for change. The following bullet points set out the key strategic objectives which could go on to form the basis of the strategy for the City Centre in the Plymouth Plan.

Question 1

Do these objectives describe the characteristics of the City Centre you would like to see in Plymouth in 2031?

- **Capitalise on the City's success stories.** Drake Circus is one of the most successful shopping centres in the south west of England. Plymouth University has grown dramatically in recent years. It now has over 30,000 students and has been ranked a Top 50 research university, with 80% of its research ranked as of international importance. It houses Europe’s largest Marine Institute and the recently completed Marine Building contains the UK’s most advanced wave tank. Plymouth College of Art has also seen very substantial growth and investment with a recently completed new frontage to the college buildings creating a high quality environment at their Cobourg Street campus. The recently announced funding for the Plymouth History Centre will create a nationally important cultural facility which will drive further activity around North Hill. Meanwhile a major leisure investment proposed at Bretonside Coach Station will finally deal with a long-standing environmental issue for the centre and create a strong and attractive link to Sutton Harbour and the Barbican, while the major regeneration of Millbay which is now gathering pace and redevelopment of the Pavilions site will open up links between the West End and new waterfront activities and residents at Millbay. The City Centre vision and strategy could use these success stories to drive new ways of perceiving the City Centre.

- **Address the Size of the City Centre.** The City Centre is too large, both in terms of its footprint and the amount of retail floorspace. The City Centre and University AAP suggested defining different parts of the City Centre as districts serving different purposes. It may be that the Plymouth Plan could take this a step further, and define the City Centre closely around the area which provides the shopping destination for most visitors – the area around Drake Circus, New George Street and Cornwall Street to the east of Armada Way. The Plymouth Plan could also set out a vision of the role the West End will then play, as a separate destination for niche retail and other uses as discussed below, and to provide food shopping for the local communities in and around the City Centre.

- **Celebrate the City Centre’s heritage.** Plymouth City Centre is unique in the UK and symbolises the rebuilding of the City following the war. Abercrombie and Watson’s 1943 Plan for Plymouth shapes the City Centre and gives it a character and historic importance...
which should be celebrated. The key principles of the Abercrombie Plan that were successfully implemented could be preserved and enhanced in the existing built form, particularly the Beaux Arts grid, and the key design principles could be used to inspire the design and scale of future development. However, the zoning approach promoted by Abercrombie is not considered appropriate in a twenty-first century city centre.

- **The Focus for Shopping.** Drake Circus has cemented the City Centre’s position in the top tier of South West city centres. There is a need for further retail floorspace, both for food shopping and non-food shopping, to support the City’s growth to a population of over 300,000 people by 2031. This floorspace need could be used to drive further growth in the quality and breadth of retail available in the City Centre. Additionally, support needs to be given to strengthen the retail core of the Centre, which follows a north-south line from the University through Drake Circus and Old Town Street. Improvements to existing stores in this area would strengthen values and increase confidence to invest. The role of the West End as an independent shopping quarter can be strengthened through, for example, renovations and enhancements to the City Market.

- **Better connections to surrounding areas.** It has long been recognised that links to the areas neighbouring the City Centre, which also offer a range of attractions and activities, are key to the success of the City Centre. The Centre should be the focus, and the activities it offers should complement those in Sutton Harbour, Millbay, the Hoe and seafront and even Central Park. The links and relationships to these places could be strengthened and clarified, and the offer of the entire City Centre and Waterfront area could be promoted to show the huge range of attractions available in Britain’s Ocean City.

- **Deliver a new residential community.** More people living in the City Centre will generate more life, activity and vibrancy, and will breathe new life into the centre beyond traditional shopping times. A high quality urban living environment needs to be created so that the centre the kind of place where people will want to live, enabling some of the considerable demand that exists for new housing in Plymouth to be provided for in the centre. Ways to introduce more people into the City Centre, families, young people, students and affordable homes, could be sought out and implemented through the Plymouth Plan.

- **New education and community uses.** The West End of the City Centre is searching for a new identity which is not only based around retail. The unique niche offer of the independent retailers in the West End has been successful, but the more traditional forms of retail have struggled leading to large numbers of vacancies. Plymouth University and the Plymouth College of Art are key players in the City Centre, with the potential to introduce more activities focused on delivering education and encouraging the development of creative businesses and activities. These opportunities could be developed in partnership with the education institutions and creative businesses and stakeholders, to foster the development of a hub for creative business in the
West End, based around new activities and business which will create an interesting, unusual and quirky identity for the area.

- **A vibrant leisure and culture destination.** The City Centre’s leisure offer is already being expanded and promoted through the Bretonside proposals for a cinema and food and drink, while the proposed History Centre will create a major cultural attraction. There is a clear potential to use leisure, culture and food and drink uses to further diversify the City Centre’s attractions away from simply a shopping destination, and to therefore create a role for the City Centre which responds to the changes in the retail economy evident since the economic collapse in the sector. A key aspect of retail and city centre developments in recent years has been the concept of ‘experience retail’. This covers more than simply retail, it describes the whole experience people have when visiting a centre and the diversity of activities they can engage in. The City Centre could use its public spaces to accommodate a huge variety of informal activities and events to enliven the experiences of visitors – including food and drink opportunities on Armada Way, spaces for festivals reflecting the success of Flavour Fest, and cultural activities building on the success of events in the Piazza. **Opportunities for leisure, culture and food and drink uses, and to generally widen the kinds of entertainment experiences available in the City Centre, could be set out in the Plymouth Plan.**

- **Better accessibility and movement.** The experience of people travelling to and arriving at the City Centre is crucial to its success. Parking needs to be easy to find and use, and close to the main attractions. Gateways such as the Royal Parade bus stops, the Mayflower Coach Station or the Railway Station should be attractive and welcoming, and routes into the City Centre should be inviting. It should also be easier for people to find their way around the City Centre, with more north-south connections to connect the main streets. **The ways people get to the City Centre must be convenient and easy to use, of a high quality, and when people arrive the experience should be welcoming and reflective of the City Centre’s ambition and the of a standard matching the City’s position as Britain’s Ocean City.**

- **Support Employment and Office Uses and Public Sector transformation.** Office and employment uses should be promoted within the City Centre. The transformation of the way public sector services are delivered is leading to significant changes and opportunities. The City Council is searching for solutions to its long term accommodation needs, while other public sector bodies are also looking for innovative ways to deliver their services. Included in this is the search for a new home for Plymouth Central Library, which could be a real driver unlocking difficult sites such as the Civic Centre or in the West End. **The vision and strategy should look at how these requirements could drive investment and the regeneration of important sites to create a Public Sector Hub in the City Centre, which would diversify activities and draw more people to the City Centre for different reasons.**

- **Intensification of City Centre Activity.** Many of the objectives described all lead to a greater intensity, variety and breadth of activities in the City Centre. The result is simple:
a higher quality, more engaging, exciting and inspiring experience for people visiting the City Centre which will bring more people, from further afield, who will stay longer in the City. To achieve these aspirations will need development which utilises taller buildings, particularly at key Gateways to the City Centre, and higher densities, all of which respect the Abercrombie concept but which will create a City Centre feel more similar to that found in larger cities like Birmingham and Manchester. The Plymouth Plan could set out that City Centre development should use higher density to create intensity of activity, and spell out that this ‘density bonus’ is a key aim of the City Centre strategy.

These strategic objectives, when translated to the City Centre today, may create a spatial vision and strategy which looks something like this:
The City Centre Development Study suggests where the key sites which will drive opportunities for change in the City Centre may be. These sites are shown in Figure 2 and summarised below:
**Area 1:** Armada Way – Improve sense of enclosure through sensitive use of taller buildings and enhance the public realm.

**Area 2:** North Precinct – Change away from retail use and towards more residential (including student accommodation), office and education uses.

**Areas 3 & 5:** The West End – Opportunities for sensitive use of taller buildings, and redevelopment/changes to blocks to introduce new uses such as leisure, residential, innovative and new businesses, a creative hub, and niche retail. Better north-south connections should be created.

**Area 4:** The Core Retail Area - Cornwall Street East – The location for a redevelopment of this area to provide additional retail floorspace/expansion of Drake Circus to provide high quality retail units with the possibility for other uses above.

**Area 6:** Colin Campbell Court – Priority area for change, for uses which will draw more people into the West End. Potential for: supermarket, residential, creative, business uses and/or the Public Sector Hub. There is also an opportunity for taller buildings.

**Area 7:** Project Vision (Bretonside). This site is proposed for a multiscreen cinema and associated food and drink uses to create a high quality leisure destination and a strategic link to Sutton Harbour.
Alternative Approaches.

The City Centre Development Study examines a number of alternatives for taking forward the City Centre vision and strategy, using as a starting point the adopted strategy set out in the City Centre and University AAP (adopted 2010).

The Study looks at:

- An approach with less detail than the AAP, which would effectively give the market the maximum amount of flexibility to deliver development. There are a number of drawbacks with this approach – the lack of a clear strategy and direction could create uncertainty for investors and lead to long drawn out planning application processes given the lack of guidance over what is acceptable. Wider regeneration issues, such as the creation of sustainable communities in the City Centre would be harder to achieve and there would also be a lack of focus on heritage issues and the preservation of the Abercrombie concept. In effect, this is a do minimum approach, which would be likely to see the City Centre’s weaknesses exacerbated.

- An approach with a much greater level of detail than the AAP, which would lead to an exercise of masterplanning every area of the City Centre. This would allow regeneration aspirations and the heritage of the City Centre to be fully explored and set out in the Plan, as design work could be undertaken to set out precisely how these objectives would be delivered by development, and therefore this approach may seem to be attractive. However, this approach would lead to a particularly rigid framework for change which would limit the ability of investors to create commercially attractive solutions to some of the development challenges in the City Centre. It would also be difficult for such a strategy to adapt flexibly to changes in retailing which will almost certainly occur over the plan’s timescale to 2031.

The approach set out above therefore follows the AAP approach by setting strategic vision and principles to be used but without prescribing too rigid a set of plans. The Plymouth Plan Part Two (sites and designations) may look to provide a more detailed masterplan approach for key sites which will deliver the changes the vision and strategy seek.

The City Centre Development Study also assesses the potential demand for development in the City Centre by looking at what the outcomes may be if looked at in a pessimistic way, a ‘business as usual’ way and an aspirational way. These assessments are set out in the Study.

The Vision and Strategy set out in this Topic Paper suggests that the correct approach for the Plymouth Plan to take is to use the AAP as a starting point, to take an aspirational view of the growth prospects of the City Centre, and to set out a level of strategy and guidance which will guide investment and provide certainty, will set out key heritage and regeneration objectives, but will not be too rigid and restrictive and deter investment.
What happens next?

Any comments received on this topic paper will be considered in the preparation of the Plymouth Plan. You can make comments at www.plymouth.gov.uk/PlymouthPlan or by email plymouthplan@plymouth.gov.uk. Alternatively, please post your comments to:

Strategic Planning & Infrastructure Department
Plymouth City Council
Ballard House
West Hoe Road
Plymouth
PL1 3AE

The closing date for consultation responses is 25 October 2014.

List of key Plymouth Plan evidence base documents

- Awakening the West End, LHC Urban Design/Plymouth City Centre Company, 2006.
- Plymouth City Centre Precinct – Assessment of strategic options for the management of its heritage assets, Plymouth City Council, 2008.
- City Centre and University Area Action Plan (adopted 2010), Plymouth City Council.
- Plymouth City Centre Development Study, GVA (with NEW and AHC), 2014.