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Plymouth’s identity and the image it projects to the outside world is largely defined by the City Centre and the Waterfront. This is a masterplan for Plymouth City Centre but there is also a masterplan for the Waterfront too, set out in another document. Both have been prepared in concert and taken together they provide a seamless plan that connects the two things that make the City what it is.

Preparing a masterplan for both Plymouth City Centre and the Waterfront carries with it enormous responsibility and the very humbling prospect of following in the footsteps of such luminaries as Sir Patrick Abercrombie and more recently, David Mackie. In 1943, Abercrombie’s task was to plan and build a city centre from the ground up. We start from a very different place in every respect. Firstly, in the shape of the Plymouth Plan we have probably the biggest conversation the City has ever had with its local communities and its partners, something that has never happened before at this scale. We have never been so well-informed at the outset of preparing a masterplan but even in the information age there is always the danger that too much information can sometimes obscure the bigger picture.

In this instance the wisest approach is always to return to the art and the science of place-making. The greatest cities are those that put people and place first. Plymouth has all the greatest attributes at its disposal, an unrivalled natural setting and a rich layering of history right up to the latter half of the 20th Century. These are the vital ingredients of place and the building blocks for making the best kind of 21st Century City Centre. The focus of the masterplan is about bringing people and place together. That means more people, living, working, shopping and visiting in the City Centre. It is about allowing the best of the building stock to be re-used and repurposed but it is also about knowing where to intervene to create more intensely-developed places, managing the incremental journey from low-rise to mid-rise City Centre. In very simple terms, the masterplan seeks to double the capacity of the City Centre over the coming decades with taller buildings, typically 5 to 6 storeys as opposed to the 2 to 3 storeys that exist now. It means better-designed and more purposeful public spaces and streets that will bring life, activity and commerce back to the City Centre.

This is not the top-down imposition of a rigid and deterministic masterplan, it is a vision and a framework that springs from the work of the Plymouth Plan. Its aim is to attract and direct investment and it is an open invitation to the people of Plymouth, as well as those who will be attracted to the City in the future, to discover and recolonize the City Centre as their own. This is about making a great city greater.

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody”
Jane Jacobs, The Death and Life of Great American Cities

Bernie Foulkes
LDA Design
1.0 INTRODUCTION

By the mid-part of this century it is predicted that 75% of the world’s population will be living in cities, up from just over 50% now. Cities are playing an increasingly important role in shaping the world around us as the natural focus for human interaction and as places that encourage human ingenuity, enterprise and progress. They are also the places that can help us best combat climate change through using public transport, walking and cycling, re-using and recycling waste and water and forming strong, self-supporting communities. City Centres should reflect the very best aspects of city life in all its diversity and this is why this masterplan for Plymouth City Centre is such an important step in managing and delivering change.

In 2043 Abercombie and Watsons Plan for Plymouth City Centre will be 100 years old. By then, the driving forces for change will be unrecognisable from those that faced the City Centre following the devastating destruction of WW2. In the middle part of the 21st Century, cities everywhere are faced with seismic shifts in human activity brought about by growth and movement in population, the massive impact of new technologies on every aspect of life and the effects of climate change. These changes will be felt everywhere and by everyone but it is in city centres where they will be most evident.

We call this a strategic master plan for the City Centre, part of the evidence to support the Plymouth Plan. The plan is strategic by nature and any proposals shown will be subject to further detail design, testing and modelling but its’ aim is to set the framework and direct change and investment in the City Centre for the plan period up to 2036, not quite up to the centenary of the Abercrombie and Watson Plan but nevertheless setting a course for Plymouth City Centre well into the Mid-part of the 21st Century. Plymouth has a unique set of challenges and opportunities in relation to its City Centre. No other comparable city in the UK was faced with the entire reconstruction its City Centre well within the period of two decades in the way that Plymouth did. Now, more than 70 years on, with the growing popularity and influence of mid-century architecture, design and culture, is an ideal time to review this remarkable piece of city planning including its building stock, its infrastructure and land uses to identify opportunities for investment and intervention.

In the 70 years since the City Centre was rebuilt there have been some very significant moments. The Mackay Vision in 2003 generated an enormous amount of interest and provoked great deal of debate in the city about Plymouth's potential and the importance of the city's extra-ordinary built and natural environment. The transformation of places like Royal William Yard, Millbay Docks, Devonport, the University and College of Art, Sutton Harbour, are all progressing well and there are major plans for investment in a History Centre to the north east of the centre. In the City Centre itself there are emerging plans for a new leisure based redevelopment of the Bretonside coach station with the relocation station to Mayflower Street, provision of a new library at Mayflower Street, investment in the City Market at the heart of the Independant Quarter and the emergence of student accommodation in the centre bringing young population living in the City Centre and giving the University greater presence in the centre.

The masterplan could equally be seen as an investment plan too. The purpose of a strategic plan and this masterplan is to help direct change and investment in a way that brings the greatest benefit to Plymouth and its citizens, making sure that the city’s extra-ordinary built, natural and historic environment and its neighbourhoods and communities thrive and can be sustained well into the next century in line with the provisions of the NPPF. In the decades ahead it may be that the political and economic landscape looks very different too. Certainly different from the way it looked before the economic crash. The move towards greater devolution of power and self-determination from central government to cities and city regions looks set to continue. The increasing role that local communities play looks set to continue too.

The master plan document is structured in two volumes. The first volume is about the Vision and should be read as a prospectus for change and investment, focussing on the look and feel of the City Centre of the future. The second volume is a more about the processes, approach, technical work and design principles that underpin the masterplan, opportunities and interventions shown.
2.0 THE CITY CENTRE - FORCES FOR CHANGE

How much of the city must change and what level of intervention is appropriate? This is not just about which buildings and spaces must remain and which can be demolished and replaced but it is also about defining the mix and distribution of land uses and the presence or otherwise of all the things that make a thriving 21st century city centre.

CHANGING RETAIL
The evidence base set out in Part One of the Plymouth Plan provides the basis for understanding these forces for change. The changing nature of retail is probably the biggest force for change affecting city centres everywhere. Shoppers can buy most goods now online and no longer have to visit city centres to buy goods. They have the choice. The most successful city centres are those that can not only offer choice and quality in shopping but can provide the best all round experience, from the quality of the station or multi-story car park to quality of the public realm to the choice of restaurants, bars and cafes, cinemas, art galleries and theatres.

There are a number of strategic measures that the city can take to protect its retail position going forward and ensure the City Centre can be strengthened as the main centre for non-food retail in the sub region in line with the objectives of the Plymouth Plan Part One. The Plymouth City Centre Study (2014) identified that opportunity remains to attract new retailers to the city. Furthermore, Plymouth has been listed fifth in the top one hundred retail locations with the greatest mass-market potential in the UK, according to this year’s hot hundred retail ranking from PropertyWeek. The measures that this masterplan will explore range from more city centre living and offices to support retail, planning for larger and more flexible retail floorplates to suit modern retail needs through to public realm improvements, and events and attractions to offer a better quality and diverse environment to attract and retain shoppers.

CITY CENTRE LIFE AND THE 1943 PLAN
The Abercrombie and Watson Plan is widely acknowledged as one of the most significant chapters in British urban planning. It is a remarkable piece of urban planning history and something that is unique to Plymouth. There are three core elements of the plan which make it so distinctive to Plymouth; the gridded layout, a broad consistency of architectural style and consistency of height which are explored in more detail in the Plymouth Precinct Retail Study Design Appraisal (2014) and Plymouth: Vision of a Modern City by Jeremy Gould which form the baseline for this masterplan. The implemented plan of course, turned out to be quite different from that originally envisaged and one of the legacies of this was a fairly rigid zoning of land use in the City Centre. In this period the policy was to separate land uses rather than mix them up and allied to this was the desire to separate traffic from people, making the roads and pedestrian precincts large in scale compared to the surrounding buildings. Plymouth City Centre consequently has an urban character very different to most others which have evolved and intensified over time. What should be done about this? Should we change the Plan, adapt the Plan, or keep the Plan as it is?

The city’s population is projected to grow to something close to 300,000 people by the mid part of this century and the drive will be to intensify land use in the City Centre, mixing it up, increasing building heights and recolonizing and re-populating parts of the City Centre that are now vacant or underused making use of the large scale streets and spaces beneath. This does not mean re-drawing the 1943 Plan but working with it, maintaining its clarity and its pattern of streets and building blocks and retaining buildings identified as better quality or historical
significance but equally it means being bold and replacing parts of the City Centre that don’t work, adapting and re-using buildings, making new connections and new lanes where necessary. Other UK cities have successfully re-introduced city centre living, new business districts, university quarters and new life, through selective regeneration and re-using derelict Victorian building stock for loft-living and workspace. Plymouth must do the same with its 20th Century building stock, creating trendy and buzzy City Centre neighbourhoods based around the growing popularity and influence of mid-century architecture, design and culture.

MOVEMENT: CITY CENTRE, THE WATERFRONT AND ITS SURROUNDING NEIGHBOURHOODS
One of the challenging aspects of the 20th century legacy is the poor connectivity between the City Centre grid and the pre-existing historic street connections. The benefit of the large scaled streets has been that the City Centre is less congested than many other comparable city centres and traffic is relatively free-flowing but in places, this is at the expense of strong pedestrian and cyclist connectivity into adjoining neighbourhoods and the perception is that the city is car-dominated even though its traffic volumes are relatively modest. The Mackay Vision highlighted this back in 2003 and it remains an obstacle to place-making. The city must take this opportunity to review and balance the needs of the car and all other modes of transport and to elevate the importance of place-making in future strategies.

One of the most puzzling relationships for anyone new to the City is the perceived disconnect between the City Centre and the Waterfront. For a city that sets its stall out as one of Britain’s great maritime cities this needs to be addressed. It is not an uncommon situation either, many other prominent waterfront cities have also had to gradually reclaim the waterfront from former industrial or port uses or from military use.

THE CHANGING WORKPLACE AND THE KNOWLEDGE ECONOMY
Plymouth has never historically supported a large-scale and diverse private sector office sector in the way that some other cities have. Plymouth’s employment pattern is characterised by being well-distributed with larger pockets of office and employment space distributed across the city with the main clusters forming in Derriford and Tamar Business Park and around Sutton Harbour. There is no recognisable office cluster in the City Centre. The big difference projecting forward is the growth in the knowledge sector, a factor in city growth across the globe and the increasing influence in Plymouth of the University, the College of Art, and the Marine Technology and Research sector. The City Centre is perfectly placed to accommodate a wide variety of workplace environments from small-scale shared workspace for incubation and spin-offs from the University to more conventional larger floorplate office space for occupiers like the Council themselves and other bigger employers. There is great opportunity to capture the best and the most enterprising of the City’s graduates and to help them start and grow new businesses in the City Centre, partly by identifying appropriate space.

There is a powerful message running through all the forces for change set out above and that is the essential ingredient of “place” and the art of place-making in attracting investment and in generating enterprise. This means place-making in its widest sense from bringing the right kind of land uses and activities together to generate community life and commerce to improving the built environment. Plymouth has an extra-ordinary advantage over most other cities by virtue of its remarkable location and the stunning natural setting. No other city can boast of such natural riches in terms of place-making. The clear message for the City Centre going forward is that the focus on “place” in the built environment,
something that can match the city’s natural setting, will sustain investment and bring success and that the purpose of this masterplan is to shape decision-making in pursuit of this goal.

MID CENTURY CHIC - CAPTURING THE STYLE AND SPIRIT OF THE CITY CENTRE

It would be wrong for any masterplan strategic or otherwise to dictate or prescribe any particular design style or language, but for those seeking inspiration for development through design whether it is via architecture, furniture and decoration, fabric design and fashion, jewellery, art or pottery, there is a rich source of material in Plymouth City Centre. The City Centre has been erroneously described as Beaux Arts, Modernist or Brutalist and the reality is that it is both none and all of these. It defies any strict architectural or style categorisation but slowly through popular culture via interiors, furniture and fabric design rather than snifffy architectural taxonomy, the phrase Mid-Century Modern has gained currency. It is an umbrella term that has come to encompass a huge diversity of styles for a period from the ’30s through to the ’60s – and maybe the early 70s. It is a movement that is now celebrated and coveted worldwide – from Sydney to Seattle. Vintage shops, ’50s Fairs’, Palm Springs motels, Danish furniture, Sputnik chandeliers and atomic coat hooks, neon signs, hipster cafes with utility tiles and bare bulbs. People love and value the period’s embodied hopefulness and, these days, the architectural establishment and developers with nous embrace it as a legitimate aesthetic. And central Plymouth is the Mid-Century Modern city par excellence. It just doesn't seem to know it yet.

Over the decades some of this Mid Century fabric has been lost or become obscured and it would be tragic if the City discovered this source of inspiration too late to save the best examples from demolition or inappropriate alteration. The City Centre's heritage is well-documented and the excellent English Heritage/University of Plymouth publication Plymouth: Vision of a Modern City by Jeremy Gould is the definitive guide to the City Centre and to this period. There is plenty too to be learned from other examples cities like Park Hill regeneration by Urban Splash in Sheffield, the Bikini building in Berlin, Kødbyen, the former meat market in Copenhagen with its ostensibly un-prepossessing single-storey units, is now one of the liveliest spots in the city and Le Havre where the enthusiastic appropriation and reinvention of their post-war legacy has resulted in a new Mid-Century cool.

The City Centre’s distinctive style is valuable and increasingly rare but it shouldn’t mask the underlying issues that the City Centre faces such as poorer quality buildings heading north in the City Centre or the lack of intensity and life that comes with a low-rise, low occupancy urban fabric. The message is to be bold and decisive when intervening and to not be afraid to replace poor quality City Centre building stock, but equally to appropriate and re-cast the Mid Century built heritage with confidence in a way that reflects the optimism and style of that age and carried out with the same unwavering belief in the importance of design in modern life.
3.0 THE VISION - PLYMOUTH CITY CENTRE MASTERPLAN

We have entitled this masterplan “Plymouth City Centre Strategic Masterplan”. The title is simple and is self-explanatory. It follows on from the Abercrombie and Watson Plan the “1943 Plan” if you will, and Mackay’s Vision which reset the direction for the City Centre for the first two decades of this century. Each successive vision and masterplan should build upon the progress made in the previous plan and reset and adjust the strategic direction where necessary to reflect the forces for change set out above. This is a strategic masterplan and is inevitably described later on as a physical and spatial three dimensional plan because we have to identify the physical territory where change is planned and we also have to describe the physical environment we want to see in the future, its function, its scale, its look and feel. However, place-making as we have described above is fundamentally about city life, the coming together of people, activity and the built environment. The vision we set out below is really a description of the how we want Plymouth City Centre to perform and what kind of place we want it to be. It is also about building in long term resilience and recognising that the City Centre must withstand and adapt to the forces of change.
“Plymouth City Centre Masterplan: The 2043 Plan”  A picture painted in 1000 words

The City Centre will wear the best parts of its 20th Century heritage with style and confidence and continue to reflect the sense of belief and optimism of the Abercrombie and Watson Plan. But the 21st City Centre will be very different. The simple cruciform structure of streets and boulevards that characterised the 1943 Plan will remain in place but the blocks in between will be intensely developed, more tightly packed with new buildings, taller buildings, busier streets and spaces. City Centre gardens and courtyards within blocks and behind buildings will replace surface car parks. Post-war precincts will feel more like city streets. A new network of narrow laneways running north/south will bisect a number of the existing blocks, providing a very different experience for the visitor. They will be more intimate in scale and each one will have its own distinctive character, some made-up of cafes and restaurants others formed from small independent retailers, others mainly residential.

The City Centre will be re-colonized by new communities joining those already living and working there, streets and spaces that were mainly for shoppers and that were previously deserted out of hours will be thronged with residents, office workers and visitors enjoying city life and colour throughout the day and evening. New and distinctive City Centre neighbourhoods will develop across different parts of the City Centre creating new destinations and new hotspots. This will include a new business and workspace hub in the Northern Quarter, close to the Station and to the University, providing everything from small shared workspace for start-ups to larger flexible floorplates for mainstream occupiers. A new Market Quarter will be formed around a rejuvenated City Market, now occupying centre stage and set within a new market square. Existing independent retailers and market traders will be supported by a growing residential population occupying new apartments and town houses where Colin Campbell Court once stood. The West End will
become a popular and sought-after place to live and in time, the new and growing Milbay and West End communities will become connected, helped by a new pedestrian and cycle crossing over Western Approach and Union Street, bringing the waterfront closer to the City Centre along the extended Millbay Boulevard. The Western Approach Road itself will change character, making more into a city street lined with new, taller, active buildings. Traffic will be calmed, pedestrian and cycle experience enhanced, trees planted and the overbridge at Frankfort Gate will disappear in favour of attractive at-grade crossings.

Car parking in the City Centre will change. Existing surface car parks tucked behind buildings and next to service yards will gradually disappear to be replaced by a small number of compact multi-storey car parks, some new, some refurbished all located conveniently around the edge of the City Centre just a few minutes’ walk from the shops. All will be well-designed, safe and well-lit. On-street parking in parts of the City Centre in the evening will be introduced to support the evening economy. New residential blocks will have their own secure undercroft and semi-basement parking garages.

Royal Parade will feel different from the way it is now. Enhanced public transport facilities, high quality cycle paths, wider tree-line pavements and more frequent crossings will mark the change. Royal Parade will come into its own again, looking and feeling genuinely like a European tree-lined boulevard with street cafes and smart new apartments above, facing south and flooded with sunlight. Derry’s Cross, that was once dominated by a large busy roundabout becomes a new pocket park, capturing the green space and mature trees that were once isolated in the middle of a roundabout to form new gardens and outdoor performance space bringing the life of the Theatre Royal into the city. St Andrews Cross Roundabout is similarly transformed into new gardens, marking one of the new routes down to the Barbican and Sutton Harbour.

Visitors arriving at the City’s Rail Station will be welcomed into a new station plaza, marked by cafes, shops, taxi rank and high quality cycle facilities. The existing, ugly multi-storey car park will be replaced by a new multi-storey tucked around the corner behind a refurbished Inter City House, one of a number of new student residences. The walking route to the City Centre will be clearly marked through a new mixed use building via an escalator and a bright, well-lit public precinct. On arriving at the upper level visitors will be greeted by a stunning view down Armada Way. The increased prominence of the University around North Cross and around the station will project a very clear message about the future of the City.

The stunning centrepiece for the city and its renaissance is a restored and revitalized Armada Way. It finally gains the recognition it deserves as one of the greatest civic spaces of any city in Europe. It’s identity as a singular and spectacular processional route has been gradually eroded over 70 years by piecemeal changes. Its restoration is essentially its reinstatement as a powerful axial route and urban park of more than a kilometre long, lined on either side by a simple, single-species avenue of trees. The central line of the axis will be free of clutter and obstacles both to preserve the spectacular views in either direction and to create a simple and unequivocal connection of city to waterfront, Rail Station to the Hoe. A route that can be walked, cycled, jogged, run or processed either in part or in full. Along its length and set to the side of the central promenade, below the tree line will be all manner of activities and uses from children’s play to busy workhub, street cafes to apartment block lobbies, art and sculpture to performance space, department store to pop-up kiosk. Looking up, above the tree line will be a pleasing rhythm of new taller buildings, generally 6 to 8 storeys, next to restored existing 20th century buildings, some sporting two or more additional floors. New balconies and roof terraces will provide some of the best views in the city, along the length and breadth of Armada Way, making it one of the city’s most sought-after addresses.... This is a snapshot of life in Plymouth City Centre in 2043.
GRAPHIC SHOWING THE RESIDENTIAL DENSITY OF PLYMOUTH COMPARED TO OTHER UK AND EUROPEAN CITIES

PLYMOUTH
10 PEOPLE PER HECTARE

MANCHESTER
66 PEOPLE PER HECTARE

LIVERPOOL
59 PEOPLE PER HECTARE

EXETER
52 PEOPLE PER HECTARE

VALLETTA
41 PEOPLE PER HECTARE

BRISTOL
41 PEOPLE PER HECTARE
(57 IN CABOT)

BERLIN
84 PEOPLE PER HECTARE
1. INTENSIFYING THE CITY CENTRE
Inevitably, this master plan ends up describing the physical fabric of the City Centre, but we all know that successful city centres are fundamentally about people and how they interact with their physical environment. This first priority is to bring more people into the City Centre and to create enough activity and attraction to keep them there for longer. Fundamentally, the City Centre in its current form cannot sustain sufficient human activity to fully support its current uses or to attract new uses. Plymouth City Centre remains relatively low intensity and low density with 2 and 3 storey buildings covering large parts of the central precinct and many with vacant or underused upper floors. The population density pattern also bears this out with only around 1000 people currently residing in the City Centre. In contrast, the population density increases markedly immediately beyond the boundary of the City Centre. We estimate that existing blocks in the City Centre currently have a very low built to unbuilt plot ratio of around 1:1. It is clear that the City Centre cannot sustain itself long-term in its current form and certainly not sustained by shoppers and visitors alone. With the city’s population projected to reach possibly 300,000 by the mid part of the century it is self-evident that some of this growth can be directed towards the City Centre. It needs many more people to occupy its streets, spaces and its buildings to deliver the kind of healthy and vibrant city centre that people want. It also needs this intensity long-term to protect and consolidate the existing retail floorspace. This masterplan contends that setting a goal of doubling the density and intensity of the City Centre over the next three decades is ambitious but essential. This would mean transforming Plymouth City Centre from its current low rise to a future mid-rise model, making the City Centre 5-6 storey average interspersed with some taller buildings by exception. The plot ratio could increase from 1:1 to 2:1 and that this increase would largely be made-up of new residential, business and workspace, entertainment and leisure, arts and culture, social infrastructure. The potential is that the City Centre population could rise from 1000 now to something like 3000 to 4000 in the future.

4.0 PRIORITY THEMES FOR THE MASTERPLAN

PLAN SHOWING RESIDENTIAL DENSITY OF NEIGHBOURHOODS AROUND THE CITY CENTRE
2. CITY CENTRE LIVING

It must be remembered that even in the 1943 Plan housing did not really feature and that one of the Abercrombie’s aims in the 1943 Plan was to eradicate pre-war overcrowding and insanitary housing conditions by dispersing residents to the suburbs and the wide open spaces at the edge of the city. The Mackay Vision and the City Centre AAP both proposed city centre housing but it is clear that reshaping the City Centre to make it attractive as a place to live is long overdue and one of the biggest challenges. There are pockets of City Centre housing at Morley Court, Colin Campbell Court and Frankfort Gate concentrated on the fringes of the West End but there is an overriding sense of isolation and separation from the things that create good neighbourhoods and a sense of place. One of the clear priority themes is to recast the City Centre as a great place to live and to change both the public perception and the market perception. One of the key ingredients is critical mass, simply creating enough housing to form a community and to make a neighbourhood. With this comes the need for social infrastructure in the form of community facilities, such as nurseries, schools, meeting places, health clinics, community buildings. This is the social glue that helps create a neighbourhood. Some of these facilities are needed in the West End but others could equally be in Stonehouse or Millbay but need to be easily accessible. Safety and security will be a high priority for anyone living in the City Centre and this means good, active, naturally surveilled streets with secure gardens and private spaces. Although City Centre living will provide the very best opportunity not to own a car, some secure car parking and cycle storage will be needed too. It is highly likely that over the next two decades, autonomous vehicles and advanced technology will offer all kinds of smart storage and rental solutions. At the heart of all of this is the creation of place and the need to create a popular development and investment proposition, something that will not only excite the market but also excite the public. Although the City Centre does not have the obvious advantages of the waterfront it does have other unique qualities that it can draw upon. These include its 20th Century architecture, design and styling that is very fashionable and in vogue, especially with the Millenial generation. It can benefit too from its courtyards and gardens, all part of the original 1943 plan but never realised. These can form green oases in the heart of the City Centre. Finally, it can benefit from a revitalized Armada Way, potentially, one the finest urban spaces of any city in Europe and the best address in the city.
3. RE-CONNECTING THE CITY CENTRE WITH ITS NEIGHBOURS

The disconnect between the City Centre and its surroundings has been highlighted many times and its remedy remains a high priority. There are three parts to this priority theme. The first part is strategic and it is about boosting the walking and cycling culture in the city and, specifically in the City Centre and between the City Centre and the Waterfront. This is partly about improving wayfinding and signage but also about highlighting new strategic linkages across and through the City Centre. The second part of this is very simply about improving and increasing the number of pedestrian and cycle links and crossings from the surrounding area into the City Centre. Pedestrians and cyclists currently are not prioritised. The priority must be to make more convenient, safe and attractive crossing points at key locations and in time to ensure that pedestrians and cyclists can move more freely to access the City Centre. Crossings should be single stage too wherever possible, to optimise pedestrian and cycle cross times and send a clear message about the importance of the needs of pedestrians and cyclists in a City Centre context. The final part of this priority theme is about the design of the ring road itself, ensuring that the overall impression it creates is the one Plymouth wants to convey about its City Centre. The ring road is crucial in setting the first impression of the city and there are opportunities for both the street itself and buildings enclosing it to improve this. This will be about improving it’s look and feel as a busy urban street rather than a road with new, taller, active buildings enclosing it. Opportunities to create more of a street character and improve the pedestrian and cyclist experience should be balanced against the needs of vehicles and tested in more detail which may include re- apportioning road corridor space in favour of the pedestrian, cyclist or buses, auditing and removing highways infrastructure and clutter including signage and barriers where possible, reducing vehicle speeds, introducing on-street parking, widening medians and introducing more street trees, planting and higher quality materials.
4. RE-ANIMATING THE PUBLIC REALM
This priority theme has a very simple goal and that is to re-populate and re-animate the public realm in line with the parallel theme of intensifying and increasing development within the City Centre. Although we describe the public realm in physical terms it is fundamentally about people and city life. This priority theme has two main parts to it. The first part is about establishing a clear hierarchy of public spaces and streets, something that reflects the bravura and the clarity of purpose of the 1943 Plan but also reflects the identity and the future ambition for Plymouth. The second part is about function and about how the public realm will support and promote every aspect of city life in a busier and more densely populated City Centre of the future.

If we think about hierarchy first then the most obvious consideration is scale. Much has been said about the scale and expanse of public realm and the challenges it brings in terms of keeping it active and managing it. The City must resist any temptation to shrink it or to subdivide it. Those parts of the City Centre that were originally intended to be grand and impressive such as Armada Way or Royal Parade and Union Street need to become so again. Armada Way is probably the most obvious example of this. It has the potential to be one of the finest and most dramatic public spaces of any city in Britain or in Europe by virtue of its scale and its powerful axis through the heart of the City Centre. Its clarity of purpose and its symbolic function has been gradually eroded over decades by piecemeal interventions and make-do measures. Think how important it can be with its power and function restored in the 21st Century.

The second part of this is about function and how we need to think about the City Centre public realm in a different way. In its current state, the city’s public realm is largely formed around a pedestrian precinct mostly dominated by retail, including parts where retail is shrinking and where footfall is decreasing. Development promotion and investment land use change needs to work hand-in-hand with public realm investment through the City Centre Masterplan to ensure that each supports and promotes the other and each helps deliver “place”. New intensively developed places in the City Centre will require public realm that performs a much wider range of functions and at different times of day and night. This is likely to include streets with residential lobbies and front doors, streets that can accommodate on-street parking or provide access to larger parking garages, streets that can accommodate servicing requirements for shops, places for children’s play, places to sit and socialise, places that are green and that can control and modify microclimate and provide sustainable urban drainage. In this new City Centre public realm there will be places too for arts and culture or places that are wired for technology and business use.
5. THE SMART AND ADAPTABLE CITY CENTRE

This priority theme is about how we build adaptability and flexibility into the City Centre and how we equip the City Centre with the physical structure and the infrastructure that can help it adapt and adjust to smart technology and to climate change. If we are looking to intensify and increase the City Centre population from its relatively low base of 1000 now to maybe something like 3000 to 4000 in the future then there is an opportunity with the City Council as both landowner, planning authority and investor to build a Smart City Centre community from the ground-up. Community micro-grids are a relatively new idea and are beginning to gain some traction in cities like Milton Keynes eg. the MK Smart. Plymouth in partnership with the University could continue to explore opportunities for using smart technology for understanding, managing and controlling, energy, transport, water drainage, data services, business services, community networks and other ground-breaking initiatives building on the momentum and progress already made with the hosting of Media City 5 conference in 2015 and Future Debates - Smarter Cities discussion and debate at the beginning of 2016. There is an opportunity to consider decentralisation of energy supply, using City Centre renewables in the form of rooftop solar and or CHP to benefit City Centre Community including businesses, the University, residents and other key organisations.

Smart City initiatives could also benefit the programming and utilisation of flexible workspace and community uses including more efficient childcare and care of the elderly within the City Centre. It could also provide health and fitness monitoring and better programming and event management in the public realm. Smart City initiatives could provide major benefits for efficient transport management from real time information and alerts through to car parking, car pooling and car storage with autonomous vehicle technology, efficient delivery of goods and click and collect systems.

A drainage strategy is being prepared on behalf of Plymouth City Council which covers the City Centre to explore the potential of integrating Sustainable Urban Drainage Systems and green roofs to help manage surface water and enhance bathing water quality.
1. TRAIN STATION
2. MAYFLOWER STREET WEST
3. MAYFLOWER STREET EAST
4. MORLEY COURT
5. CORNWALL STREET WEST
6. CORNWALL STREET EAST
7. PLYMOUTH CITY MARKET
8. NEW GEORGE STREET WEST
9. WESTERN APPROACH CAR PARK
10. COLIN CAMPBELL COURT
11. ROYAL PARADE WEST
12. NOTTE STREET
13. CIVIC CENTRE
14. ARMADA WAY
15. UNION STREET - ROYAL PARADE
16. WESTERN APPROACH
17. NEW GEORGE STREET AND CORNWALL STREET
18. STRATEGIC CROSSINGS
19. IMPROVED CROSSINGS
20. EASTLAKE STREET
21. CORNWALL STREET SOUTH
22. ROYAL PARADE EAST

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The Priority Themes set an aspirational vision for the City Centre which requires a substantial level of change, the following Masterplan Opportunities begin to identify areas of the City Centre where intervention would help to deliver aspects of the Priority Themes. The opportunities identified offer potential to meet demand for a particular type of space in the City Centre or are important in improving the quality of place and experience in the City Centre. As the title suggests the plan should be seen as an opportunity or invitation to reimagine an area of the City Centre and consider how it could be transformed to help the City Centre thrive. The plan is an important step in defining areas of the city where site allocations, intervention and investment are most needed and should be considered further. The opportunities have been identified through an extensive, collaborative design process which also draws heavily on the existing city centre evidence base. Volume Two sets out in more detail the process, consultation and evidence behind developing the masterplan. All the opportunities shown would be subject to further detailed design and testing.

1. TRAIN STATION
   - Transform the existing, cramped station forecourt which is dominated by the multi-storey car park into a world class arrival into the City via train encouraging greater prominence and use of the station.
   - To complete the northern end of Armada Way which is the centre piece of the City Centre with a new mixed use city quarter.
   - Intensifying and making better use of vacant and under used space in such a strategically important location.
   - To create an entrance and direct route to the station from the top of Armada Way capturing fantastic views to the south and the opportunity for much clearer pedestrian and cycle links into the rest of the City Centre.
   - Explore potential for a pedestrian/cycle link to the north linking to Central Park via either a bridge or tunnel across the railway.
   - Incorporate landmark buildings giving the station visible presence from the City Centre.
   - Relocate multi-storey car park to create a new public space in front of the station.
   - Provide space for mixed use development with potential for office, education, public sector hub, retail, hotel and residential uses creating an active city quarter around the station.

2. MAYFLOWER STREET WEST
   - Redevelopment of the Armada Centre to transform the western edge of the City Centre improving the built frontage to both Western Approach and Armada Way.
   - Potential to greatly increase the floorspace on the site, including the retention of food store and retail at ground floor but adding office and residential uses above to transform the identity of the northern quarter of the City Centre.
   - Reconfigure multi-storey parking, moving it to the centre of the site, adding spaces and removing the visual impact of the existing parking and blank facades on Armada Way.
   - Intensify the City Centre grid to create a greater level of activity, floorspace and diversity of land uses.

3. MAYFLOWER STREET EAST
- Safeguard office space in the City Centre in line with the Priority Themes in an area which can take advantage of links to the Train Station and the quality of environment offered by Armada Way giving the best chance for office space to succeed.
- Introduce office space and increase overall floorspace to ensure a range of uses and a greater level of activity in the northern area of the City Centre avoiding this area becoming dominated by a single use.
- Improve the frontage to both Mayflower Street and Armada Way.
- During the course of preparing this masterplan, Mayflower House has been subject of a planning application for student accommodation which includes 2 floors of office space with entrances onto Armada Way.

4 MORLEY COURT

- Explore opportunities to improve the impression of the City Centre from Western Approach and identify opportunities for an overall increase in residential floorspace by replacing any poorer quality buildings.
- Retain existing mix of uses and buildings of higher quality.
- Improve the frontage to Western Approach and quality of garden space around Morley Court by providing a clearer definition of public and private space and greater continuity of building frontage to Western Approach.

5 CORNWALL STREET WEST

- To intensify a low density and underutilised area of the City Centre replacing buildings of lower quality and creating a greater level of activity, floorspace and diversity of land uses while retaining the new coach station site which is currently under construction.
- To extend the residential community in the City Centre.
- Introduce a new north – south 'Lane' improving connectivity and providing smaller scale spaces in the City Centre to support a greater range of land uses.
- Provide a re-developed multi-storey car park accessed via Mayflower Street with pedestrian access directly into shopping streets to improve the experience of arriving by car.

6 CORNWALL STREET EAST

- Provide new retail frontage to Cornwall Street with flexibility for a range of larger footprint retail space to help meet demand for modern retail space in the city and ensure retail investment can be accommodated in the City Centre.
- Improve the frontage to Armada Way with taller mixed use buildings including residential and office space above shops which better enclose the space and provide a greater level of intensity and activity required for a vibrant City Centre.
- Provide retail space which rebalances retail offer back towards the core of the City Centre, capturing the success of Drake Circus without allowing the centre of gravity to shift too far to the east.
- Re-develop multi-storey parking allowing vehicle access directly via Mayflower Street with pedestrian access directly into shopping streets to improve the experience of arriving by car.
- Create a new north – south 'Lane' improving connectivity and providing smaller scale spaces in the City Centre.

7 PLYMOUTH CITY MARKET

- Explore opportunities to celebrate the market building and activity of the market by making it more visible and prominent in the City Centre and a clear focus for the west end. Open up views to the market and allow space in the street to be used for open air stalls to extend and complement the activity of the market building.
- Place the Market building at the heart of the West End as a landmark building within a large Market Square.
- Introduce a new north – south 'Lane' along the eastern edge of the market building improving connectivity and proving space for outdoor or covered market stalls.
- Refurbish frontages around the market building to make the most of the outstanding building.
- Widen the entrances and celebrate the character of the existing building.
- Explore the opportunities of lighting and adding evening activities to raise the profile of the market and support activity in the west end.

8 GEORGE STREET WEST

- Make better use of surface level parking in rear courtyards by providing potential space for larger footprint retail units to meet the current demand for modern retail space in the city.
- Increase the overall footprint of the City Centre with residential and office uses over retail within taller buildings which better enclose Armada Way and provide a greater level of activity.
- If possible retain and extend the fabric of the existing building identified as being of ‘good quality’ in the plymouth precinct retail study design appraisal 2014.)
9 WESTERN APPROACH CAR PARK

- Combine with improvements to Western Approach to transform the western edge of the City Centre making better use of the parking facility and better integrate the City Centre with surrounding areas.
- Explore potential to replace pedestrian bridges with much improved at grade crossings to better connect the car park with the west end, increase its utilisation and explore opportunities to improve vertical movement through the car park to enable removal of bridge.
- Enhance and re-clad existing poor quality buildings to improve appearance of buildings from surrounding streets.
- Retain and extend large footprint retail with improved multistorey car parking facility above.
- Create a new east - west pedestrian/cycle connection between the City Centre and Rendle Street to the west to improve connections between the City Centre and the neighbourhoods to the west.
- Explore the potential to create landmark buildings signifying the northern end of the Millbay Boulevard where it meets Union Street.
- Improve the appearance of the car park, ensure the size of the spaces serve modern cars and review charging schedules to ensure the car park can support local traders and the evening economy.
- Further feasibility work and building surveys should be undertaken to identify the extent to which the existing structures can be retained and enhanced to meet these objectives.

10 COLIN CAMPBELL COURT

- Transform the western edge of the City Centre with a much intensified, mixed use neighbourhood improving connections between the City Centre and Millbay.
- Improve the frontage onto Western Approach replacing poorer quality buildings with landmark and larger scale buildings to better define the edge of the City Centre.
- The influence of the Independent Quarter, Millbay and nearby cultural uses along with existing higher quality buildings in the area creates an opportunity to introduce substantial element of much needed residential uses into the City Centre.
- Retain and transform buildings of higher quality.
- Include a substantial element of retail, food and drink and some car parking at ground floor level to maintain the intensity of use and activity in this strategically important site between Millbay and the City Centre.
- Create attractive north - south lanes and gardens offering a new scale and type of space which fit with the City Centre and improve connections to Millbay.

11 ROYAL PARADE WEST

- Re-use and intensification of one of the most iconic buildings in the City Centre enclosing one of the most interesting post-war spaces in Britain.
- Retain the basic fabric and elevation of the existing building but explore the opportunity for refreshing and extending the retail space at ground floor and the residential space above.

12 NOTTE STREET

- Take advantage of vacant building plots and intensify large areas of surface car parking in the City Centre.
- Large scale, mixed use development providing opportunity to better link the City Centre to the waterfront areas and neighbourhoods to the south via Athenaeum Street and Millbay Road.
- Significant change in level providing opportunity for split level development with undercroft car parking and gardens.
- To improve the streets, spaces and setting of buildings of higher quality in the area including the Athenaeum and the cinema building on Derry’s Cross.
- Complete the building frontage onto Notte Street improving the impression of the City Centre.
- Incorporate new north-south links between Notte Street and Derry’s Cross to improve links between the City Centre and the surrounding areas.

13 CIVIC CENTRE

- Mixed use refurbishment of one of the most iconic buildings in the City Centre enclosing one of the most interesting post-war spaces in Britain.
- Opportunity to restore the listed public square as part of refurbishment.
- Maintain some public/civic function within the refurbishment of the building in recognition of the significance and history of the building.
- Explore the opportunity to provide better frontage to Old George Street, The Bank and Theatre Royal in place of the existing surface level parking to the rear of the Civic Centre.

14 ARMADA WAY
- Develop an overarching plan and design principles which can be implemented over time to open up views and provide the opportunity to walk and cycle down the centre of Armada Way to allow an appreciation of the scale of the route and help realise its potential as a world class vista, urban park and the centrepiece of the City Centre grid. This area is explored further in the Major Interventions section but design principles should also seek to:
- Achieve greater continuity and simplicity in public realm design style to give a single, unifying identity and primacy to Armada Way over other routes in the City Centre and minimise ongoing maintenance.
- Use strong avenue tree planting to emphasise the scale and linearity of the space.
- Incorporate more water into the route to signify the connection to the waterfront and incorporate opportunities for sustainable urban drainage.
- Incorporate clearly defined provision for cyclists along the centre of the route to take advantage of funding secured to deliver walking and cycling improvements in the city centre.
- Extend landscape treatment of Armada Way to the proposed new entrance to the Train Station.
- Introduce a soft public space such as lawn to the north of the public toilets to allow a greater range of activities to take place within the City Centre including play.

15 UNION STREET - ROYAL PARADE

- Extend the outstanding character and quality of Royal Parade into Union Street in recognition of the long standing significance of this route in connecting neighbourhoods in Plymouth.
- Reconfigure the Union Street - Western Approach junction using the improvements to define where the Millbay Boulevard meets Union Street and the City Centre Grid and improve opportunities for pedestrians/cycles to cross the ring road between Millbay and Colin Campbell Court.

16 WESTERN APPROACH

- Define a new approach to the City from the West ensuring that the overall impression Western Approach creates is the one Plymouth wants to convey about it’s City Centre.
- Improve the look and feel of Western Approach as a street rather than a road with new, taller, active buildings enclosing it.
- Explore opportunities in more detail for improving pedestrian/cycle experience and creating an urban street character. Subject to more detailed modelling, opportunities may include re-apportioning road corridor space in favour of the pedestrian, cyclist or buses, auditing and removing highways infrastructure and clutter including signage and barriers where possible, reducing vehicle speeds, introducing on-street parking, widening medians and introducing more street trees, planting and higher quality materials.
- Introduce new vehicle access points into the City Centre grid at locations such as Frankfort Gate using new junctions to improve at grade pedestrian and cycle crossing points.

17 GEORGE STREET AND CORNWALL STREET

- Environmental improvements/update to the main shopping streets using public realm design to celebrate the scale of these streets including planting
and seating arranged elegantly to emphasise the scale and linearity of the City Centre grid and removing obstructions to movement.

18 STRATEGIC CROSSINGS

- Create a hierarchy of pedestrian and cycle crossing using strategic crossings at locations where attractive routes are essential to achieving the long-standing ambition to reconnect the City Centre to its surrounding neighbourhoods.
- Recognise the importance of these crossings in the success of the City Centre with a grand gesture to actively invite pedestrians and cyclists across the ring road. Use attractive, direct crossings, with absolute minimum number of stages and align with desire lines. These are explored further in the Major Interventions Section.

19 IMPROVED CROSSINGS

- Improve surface level crossings at other key places along the ring-road to achieve the long-standing ambition to reconnect the City Centre to its surrounding neighbourhoods.
- Make crossings as clear and direct as possible by minimising the number of signal stages required to cross the street and align crossings with pedestrian and cycle desire lines.
- Include environmental improvements including decluttering traffic and highways related signage, signals and barriers to make the crossings more attractive to pedestrians and cyclists.
- Favour at grade crossings over grade separated crossings with the exception of North Cross

20 EASTLAKE STREET

- Potential for large pavilion buildings and kiosks along a wide and inactive section of street between the City Centre and the university to improve the quality of the link between the two, direct people to the crossings and make better use of the under utilised space at Jigsaw Park.

21 CORNWALL STREET SOUTH

- If the BHS store at Cornwall Street South is to close this will leave a significant retail unit along the primary shopping streets which will be capable of providing large, flexible space to attract modern, new retailers into the city.
- The opportunity should be taken to refurbish one of the key mid-century buildings identified as ‘good quality’ in the Plymouth Precinct Retail Study Design Appraisal (2014) and explore the opportunity for the sensitive addition of additional floors helping to intensify the city centre area and possibly provide additional land uses such as residential or office space above.

22 ROYAL PARADE EAST

- Royal Parade East offers the opportunity to refurbish and update the retail space which fronts the link between Drakes Circus and proposed Drakes Leisure to provide space for and attract new retailers to the city centre.
- These buildings are amongst the highest quality in the city centre and should be refurbished sensitively while exploring opportunities to update the retail space. The opportunity should also be taken to utilise the upper floors for high quality residential space taking advantage of the location and quality of the buildings.
- Interventions should be accompanied by public realm improvements to Old Town Street as a key part of the link between the proposed History Centre and the Barbican.
Each of the Major Interventions have been identified and explored in more detail because of their significance in achieving one or more of the Priority Themes. They have been defined as a priority for the City Centre over other Masterplan Opportunities because they are capable of meeting a clear market need or represent an overriding place-making opportunity to transform an underperforming area of the City Centre. The Major Interventions are capable of delivering landmark projects which can introduce new land uses, change perceptions of the city and act as a catalyst for further regeneration. They are focussed around the axial route of Armada Way as the revived centrepiece of the City Centre and strengthening links to the south west to capitalise on the success of Millbay allowing the influence of this growing neighbourhood to extend into the City Centre. Each of the following projects will be tested in more detail to help define which sites ought to be allocated in the Plymouth Plan Part 2.

A  Train Station
B  Colin Campbell Court and Western Approach
C  Armada Way
D  Strategic Crossings
E  Retail Scheme
F  Office Scheme
The need to improve the first impression of Plymouth when arriving by train is widely recognised. The Train Station has been identified as one of the major interventions to explore how the sense of arrival can be transformed into a world class gateway into the city. The number of visitors expected in city during the Mayflower 400 events in 2020 creates a clear impetus to improve the area around the station as a priority.

On arrival at the station the best qualities of Plymouth are hidden from sight and the route to the City Centre is not clear, pedestrians and cyclists are directed either east or west along vehicle routes rather than heading directly south to join the top of Armada Way. The arrival space immediately outside the station is congested and dominated by traffic and the imposing, poor quality and outdated multi-storey car park opposite. The buildings around the station are also underutilised with single storey and vacant buildings and surface level car parking. Intercity House is a prominent building in the area but is also underutilised with vacant office space. From the upper level of the station site near Caprera Terrace there is potential for incredible views down Armada Way towards Smeaton’s Tower offering potential for a landmark building in this location which would define the northern extent of Armada Way and give the station a visible presence in the City Centre. The landownership around the station is split between Plymouth City Council, Great Western Railway and Network Rail offering a unique opportunity to reimagine the whole area around the station.

The proposals for the station seek to establish a new mixed use city quarter around the existing station building by increasing the overall building floorspace,
introducing new land uses, creating more direct links and providing more high quality public realm where it is most needed. The proposals include:

- Demolition of the existing multi-storey car park to create space for a new public square in front of the station with single storey retail units to the south enclosing the space and screening the steep vegetated slope behind. A new, modern multi-storey car park would be built in a less prominent position to the east of the station.
- A direct pedestrian and cycle link between the new public square in front of the station and the top of Armada Way via covered escalators, steps and lifts making the connection between the station building and the City Centre much more direct, clear and attractive.
- A new gathering space along Caprera Terrace at the top of Armada Way offering incredible views down Armada Way towards the waterfront allowing Armada Way to fulfil its role as an axial route connecting the Station and the waterfront through the City Centre.
- New and re-developed end terrace units to both the east and west offering potential for ground floor retail and residential units enclosing the new space along Caprera Terrace.
- A new landmark building sitting at the top of Armada Way giving the station visible presence from the City Centre and offering outstanding views down Armada Way towards the waterfront. The building would offer substantial space suitable for a variety of uses including university space and office.
- Intercity House should either be retained and refurbished if practicable or demolished. Existing station infrastructure is retained in the basement beneath the building.
- Redevelopment of the blocks to the west of the station building and east of the proposed multi-storey car park offering suitable space for hotel or office and office space respectively. The site to the west would occupy a prominent location from the main road and would raise the profile of the station to passers-by. The office space to the east would be aimed at station operators and would include additional surface parking for workers and retain vehicle access to the tracks.
- Consider the feasibility of a pedestrian/cycle bridge from the station to Central Park to the north.
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<tr>
<td>Student accommodation</td>
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**Indicative Land Use Summary**

**BLOCK 1**
- Residential: 888sqm (10 apartments)

**BLOCK 2**
- Retail: 177sqm
- University: 7425sqm

**BLOCK 3**
- Retail: 151sqm
- Residential: 453sqm (6 apartments)

**BLOCK 4**
- Office: 1796sqm

**BLOCK 5**
- Multi-storey parking: Approx. 300 spaces
- Office: 3044sqm

**BLOCK 7**
- Retail: 418sqm

**INTERCITY HOUSE (REFURBISHMENT OR DEMOLITION):**
- Student accommodation: 126 units
PROPOSED VIEW OF THE NEW GATHERING SPACE ALONG CAPRERA TERRACE WITH COVERED STEPS DOWN TO THE STATION AND NEW LANDMARK BUILDING AT THE TOP OF ARMADA WAY
PROPOSED VIEW OF THE NEW ARRIVAL SPACE IN FRONT OF THE STATION BUILDING WITH COVERED STEPS TO THE TOP OF ARMADA WAY
Colin Campbell Court stands in a strategically important location; it defines the western edge of the city from Western Approach and Union Street and is situated between the expanding neighbourhood at Millbay Docks and the core City Centre area. The site offers the potential to capitalise on the success of Millbay allowing the influence of this new neighbourhood to migrate in to the City Centre over time. It has been identified as a regeneration priority for many years and the City Centre Masterplan offers a new opportunity to consider the site in the context of the rest of the centre. The proposals for Colin Campbell Court have been drawn to include Western Approach due to the influence this street has on the site.

The western and southern sides of Colin Campbell Court are dominated by traffic and highways spaces which combined with the existing buildings create a poor first impression of the City Centre. The Large outward facing urban block in its current form fails to provide a link between the City Centre and the proposed route of the Millbay Boulevard, the large internal courtyard dominated by surface level car parking also underutilises valuable City Centre space and situated to the rear of the city block does not offer attractive or safe arrival space. The large parking courtyard and 2 and 3 storey buildings result in a lack of intensity expected in a City Centre block and are insufficient in scale for the strategic location and scale of the surrounding streets and spaces. The eastern edge of Colin Campbell Court and the area around Derrys Cross contain some of the highest quality buildings in the City Centre but cannot currently be appreciated because of the dominance of traffic on the large roundabout.
The proposals for Colin Campbell Court seek to establish a new neighbourhood on the western edge of the City Centre which introduces a greater level of activity and intensity and improves the connections between the City Centre and Millbay. The influence of the Independent Quarter, Millbay and surrounding cultural uses creates an opportunity to introduce substantial element of much needed residential accommodation into the City Centre bringing additional levels of activity and support to local shops and services. Maximising active ground floor uses such as shops and food and drink will establish a level of activity and intensity appropriate to the location. The proposals for Colin Campbell Court include:

- A finer grain urban form which works with the Abercrombie and Watson plan and introduces a choice of routes, particularly between the City Centre and Millbay. Union Street is the point at which the diagonal Millbay Boulevard meets the north–south grid of the City Centre and new streets and urban blocks of Colin Campbell Court should align with the city grid rather than the Millbay Boulevard. The new streets and spaces should be seen as Lanes and Garden which introduce a new type of space into the centre of Plymouth which was originally shown in the Abercrombie Plan and contrasts the other streets of the centre which are straight, long and wide. The Lanes and Gardens can provide spaces which are more appropriate to residential uses or in places offer a different type of smaller scale retail street.

- Transformation of the western edge of the City Centre with improvements to Western Approach itself and new landmark and larger scale buildings along this route which better define the edge of the City. Improvements to Western Approach should be explored in more detail and seek to improve pedestrian and cyclist experience and create an urban street character. Subject to more detailed modelling, opportunities may include re-appointing road corridor space in favour of the pedestrian, cyclist or buses, auditing and removing highways infrastructure and clutter including signage and barriers where possible, reducing vehicle speeds, introducing on-street parking, widening medians and introducing more street trees, planting and higher quality materials.
- A rationalised junction arrangement into a more space efficient crossroad at Union Street will allow much improved surface level crossings linking into the northern end of the proposed Millbay Boulevard. Junction improvements at Frankfort Gate would allow vehicle access from Western Approach into Frankfort Gate and see the removal of the existing pedestrian footbridge in favour of an attractive surface level crossing linking the City Centre to the neighbourhoods to the west and crucially into Western Approach Car Park to encourage better utilisation of this strategic car park.

- Retaining and refurbishing existing buildings of higher quality, in particular the art deco facade of Colin Campbell House if practicable as part of the wider Colin Campbell Court regeneration. The alignment of Colin Campbell House is significant as one of the few buildings which pre-date the Abercrombie Plan and does not follow the alignment of the rest of the City Centre grid. Its alignment allows an opportunity for narrower Lanes to open out into a local Garden space.

- The proposals are planned to be phased allowing the retention of areas of public parking in early phases. In later phases as much parking as possible will be retained with opportunities for relocation behind Colin Campbell House as well as additional local on street parking, new and improved strategic city centre parking sites such as Western Approach will include improved crossing and accessibility to the market and shops to ensure better utilisation of these important parking sites.

Each of the masterplan options considered in detail for Colin Campbell Court include a substantial element of residential accommodation and retail or food and drink at ground level. However, masterplan testing of the site has demonstrated that in addition the site could include office space, a hotel or incorporate a limited amount of student accommodation on plots less attractive for market residential. The inclusion of these uses should not dominate the area or compromise the establishment of a residential neighbourhood in this location.

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**3D LAND USE PLAN**

**INDICATIVE LAND USE SUMMARY**

| BLOCK 1 | Retail: 1477 sqm  
Residential: 7588 sqm (90 apartments, 7 townhouses)  
Undercroft parking: 73 spaces |
| BLOCK 2 | Retail: 896 sqm  
Residential: 5168 sqm (53 apartments, 9 townhouses)  
Undercroft parking: 44 spaces |
| BLOCK 3 | Retail: 2189 sqm  
Residential: 7823 sqm (104 apartments)  
Undercroft parking: 46 spaces |
| BLOCK 4 | Retail: 219 sqm  
Residential: 774 sqm (9 apartments) |
| BLOCK 5 | Retail: 598 sqm  
Residential: 2392 sqm (31 apartments)  
Courtyard parking: 15 spaces |

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PROPOSED VIEW ALONG UNION STREET LOOKING AT THE NEW JUNCTION, PEDESTRIAN/CYCLE CROSSING AND LANDMARK BUILDING AT THE JUNCTION WITH WESTERN APPROACH
PROPOSED VIEW ALONG A NEW NORTH - SOUTH LANE WITHIN COLIN CAMPBELL COURT SHOWING RETAIL AND FOOD AND DRINK USES AT GROUND FLOOR WITH RESIDENTIAL ABOVE
Armada Way is the stunning centrepiece for the City Centre and deserves recognition as one of the greatest civic spaces of any city in Europe. A single, simple overarching public realm plan for the route is essential; the plan will be implemented in sections as opportunities arise but each stage must be part of a clear vision for the future of the whole route.

Armada Way is a powerful axial route and urban park over a kilometre long which links from the train station to the waterfront at the Hoe through the centre of the city. Its identity as a singular and spectacular processional route has been gradually eroded over 70 years by piecemeal changes which have domesticated the scale of the route and introduced elements which interfere with long range views.

Armada Way is the centrepiece of the City Centre Grid, as a ‘vista’ its scale and ambition is capable of standing on an international stage. It should be planned as the pre-eminent route in the City Centre and be read as a single continuous linear urban park connecting multiple neighbourhoods across the City Centre from the train station to the waterfront. The proposals for Armada Way are to:

- Recapture scale and grandeur of the route by opening up views, allowing movement through the centre of the space and paring back design interventions which have domesticated and sub-divided spaces along the route allowing the route to be appreciated as one single linear space.
- Give the route primacy over other City Centre streets by introducing greater continuity in design language and giving the sense that Armada Way is continuous and other routes are crossing it.
- Ensure that the continuity of the route extends from the Train Station to The Hoe with improved crossings, improved visibility and more consistency in materials.

- Allow local variations in character to reflect different parts of the City Centre. Northern sections up to Cornwall Street will primarily be about movement and spill out space for adjacent buildings, between Cornwall Street and New George Street there is opportunity to include a softer space such as lawn to contrast the large, hard events space around Royal Parade and provide much needed opportunities for play in proximity to cafes and public toilets.

- Tree planting and replacement should primarily be contained within avenues using species which maintain a compact form to allow visibility along the length of the route with the exception of the listed gardens in front of the Civic Centre.

- Incorporate opportunities for sustainable urban drainage.

- Declutter and rationalise planting and materials to achieve a simple, elegant design which infers manageable ongoing maintenance.

- Use Armada Way to increase the presence of the Waterfront in the City Centre, not just through improved connections but through introduction of bold water features, installations and public art which reference the Waterfront.
CROSS SECTION THROUGH ARMADA WAY SHOWING SIMPLIFICATION OF PLANTING AND MOVEMENT DOWN THE MIDDLE OF THE ROUTE

PRECEDENT IMAGES FOR THE CHARACTER OF ARMADA WAY

IMAGE CREDIT © CLAIRE BORLEY

IMAGE CREDIT © DANIEL LOBO

PRECEDENT IMAGES FOR THE CHARACTER OF ARMADA WAY
The disconnect between the City Centre and its surroundings has been highlighted many times and its remedy remains a high priority. The perception of the City Centre as an island cut off by a busy road with few pedestrian and cycle crossings and no clear sense of it being part of the wider city network of streets and spaces has been consistently cited in conversations with local groups and stakeholders. The Strategic Crossings are clearly aimed at achieving the Priority Theme of Reconnecting the City Centre with its neighbours but in reality they are essential for achieving any of the Priority Themes effectively.

Western Approach to the west, Coburg Street and Charles Street to the east and Union Street, Royal Parade and Exeter Street to the south currently enclose all sides of the core City Centre area and represent substantial obstacles to pedestrian and cycle movement. North Cross offers grade separated crossing with a sequence of pedestrian and cycle underpasses. North Cross has an impressive scale to it with short sections of underpass broken by large open spaces which are light and relatively well screened from traffic noise. The scale of the crossing combined with the pedestrian/cycle dominance of the route and direct links into Armada Way make North Cross a relatively attractive crossing to the north. The at grade crossing of Royal Parade where it meets Armada Way is also a successful crossing; the localised narrowing of the carriageway through removing lanes, single stage crossing and alignment with a clear desire line avoid this crossing feeling dominated by highways and traffic. There are a number of other crossings along sections of these roads. Although typically they are oriented more to the needs of vehicles than pedestrian or cyclist experience and convenience with convoluted routes enforced by guard rails, multiple stage crossings, un-calmed traffic.
While the ring road clearly needs to continue to fulfil its traffic role, this is the core City Centre area which as set out in the introductions cannot thrive or to reach its potential if it remains cut off from surrounding neighbours whose success are equally reliant on inviting pedestrian and cyclist movement, quality of place and visitor experience.

The Strategic Masterplan proposes ‘Strategic Crossings’ at a limited number of locations along the ring road. In the fullness of time it may be possible to upgrade more or all of the crossings leading into the centre but this initial hierarchy provides a focus to where improvements would bring the greatest benefit. The intention of the crossings is to actively encourage and draw people across the ring road rather than just making it possible. The design of each crossing will vary to suit the location. New crossings will need to be rigorously designed to follow desire lines rather than fitting in and around junctions designed primarily with vehicles in mind and be designed so that the carriageway can be crossed in the minimum number of stages and single stage wherever possible to optimise pedestrian crossing times. The crossings should also be designed with the pedestrian and cyclist in mind which subject to detailed design means minimising highways oriented signage, removing pedestrian guards, using high quality materials rather than just traditional highways materials, reducing vehicle speeds and incorporating tree planting where appropriate.
EXISTING CROSSING AT NORTH CROSS

EXISTING CROSSING AT ROYAL PARADE

SINGLE STAGE CROSSING ALIGNING WITH DESIRE LINE OUTSIDE SHEFFIELD TRAIN STATION

GRANBY STREET GATEWAY, LEICESTER

OXFORD CIRCUS CROSSING
The Plymouth Plan Part 1 sets out Policy which seeks to capitalise and strengthen the City Centre’s position as the main centre for non-food retail in the sub region to ensure its future growth and prosperity. The Plymouth City Centre Study (2014) reinforces this message by identifying that the opportunity remains to attract new retailers to the city. The City Centre Masterplan therefore identifies a number of locations where redevelopment could provide modern retail space to meet this demand and ensure retail investment is focussed in the city centre.

A number of locations have been identified. Cornwall Street East is the largest of the sites identified, the block typifies the post war blocks of Plymouth City Centre with low rise, lower quality, single use buildings and a large urban block structure with parking to the rear and a lack of north – south links. This size and location of this site offers a good degree of flexibility in how multi-storey parking, north - south link and flexible, large footprint retail space could all be provided.

Two sites lie to the west of Armada Way; Royal Parade West, this building is one of the most iconic buildings in the City Centre overlooking the primary public spaces. However the building is currently under utilised given its location and prominence. The site on New George Street west also typifies the post war blocks of Plymouth City Centre; while the buildings are identified a good quality they generally remain low rise, single use buildings and do not suit the needs of modern retailers. This site also has a large urban block structure with surface parking in an unattractive court to the rear.
Two further opportunities, Royal Parade East and Cornwall Street South, have been shown which offer the opportunity to meet the objectives above and are explored further below.

Each of the sites offer the potential to provide significant modern retail floorspace in the core retail area, the sites are shown to ensure that as investment opportunities in retail space arise in Plymouth they can be accommodated in the City Centre to support its role over others as the main centre in the sub region.

Cornwall Street east is the most substantial retail site identified. The proposal would provide significant new retail frontage to Cornwall Street with flexibility for a range of larger footprint retail spaces to help meet modern retail standards. The site offers the potential to improve the frontage to Armada Way with taller mixed use buildings including opportunity for residential and office space above shops which better enclose the space and provide a greater level of intensity and activity. A re-developed multi-storey car park is shown in the northern half of the block allowing vehicle access directly via Mayflower Street with pedestrian access directly into shopping streets to improve the experience of arriving by car. A new north – south lane is shown through the eastern edge of the block improving connectivity and providing a new type of space in the City Centre contrasting the wide streets of the Abercrombie grid. The redeveloped blocks could be serviced from the rear and be sub divided in a number of ways both vertically and horizontally to achieve the amount and arrangement of floorspace required by prospective retailers. Residential and office entrances could be provided via grand entrance lobbies onto the main streets.

If the BHS store at Cornwall Street South is to close this will leave a significant retail unit along the primary shopping streets which will be capable of providing large, flexible space to attract modern, new retailers into the city. The opportunity should also be taken to refurbish one of the key mid-century buildings identified as ‘good quality’ in the Plymouth Precinct Retail Study Design Appraisal (2014) and explore the opportunity for the sensitive addition of additional floors helping to intensify the city centre area and possibly provide additional land uses such as residential or office space above.

Royal Parade east offers the opportunity to refurbish and update the retail space which fronts the link between Drakes Circus and proposed Drakes Leisure to provide space for and attract new retailers to the city centre. These buildings are amongst the highest quality in the city centre and should be refurbished sensitively while exploring opportunities to update the retail space.

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**Table: Indicative Land Use Summary**

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ROYAL PARADE WEST

**BLOCK 1**
- Retail: 1947sqm
- Residential: 3936sqm (52 apartments)

**BLOCK 2**
- Retail: 1723sqm
- Residential: 4420sqm (58 apartments)

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**NEW GEORGE STREET WEST**

**BLOCK 1**
- Retail: 12920sqm

**BLOCK 2**
- Retail: 2570sqm
- Residential: 2301sqm (30 apartments)

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<tr>
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The opportunity should also be taken to utilise the upper floors for high quality residential space taking advantage of the location and quality of the buildings. Interventions should be accompanied by public realm improvements to Old Town Street as a key part of the link between the proposed History Centre and the Barbican.

The Royal Assurance building offers the opportunity to refurbish, re-use and add floorspace to one of the most iconic buildings in the City Centre. The basic fabric and elevation of the existing building is retained but there are opportunities for refreshing and extending the retail space at ground floor and increasing the residential space above.

New George Street west offers the opportunity to provide larger footprint retail units to meet the demand for modern retail space by extending the building to the rear making better use of surface level parking in rear courtyards. Service access could be retained to the rear but substantial parking provision is excluded in a move to provide strategic parking in more accessible locations around the edge of the City Centre. The site also offers potential for substantial residential and office space over the retail units within taller buildings (6-8 storeys) which better enclose Armada Way and provide a greater level of activity to the public realm below. Both the New George Street and Royal Assurance building site would encourage prime retail space to span both sides of Armada Way which is key to ensuring that the streets of the City Centre do not become artificial edges or barriers to investment, movement and people's perception of areas of the city.
VIEW ALONG ARMADA WAY LOOKING AT A POTENTIAL NEW DEVELOPMENT PROVIDING MODERN RETAIL SPACE AND CITY CENTRE APARTMENTS
There is no recognisable office cluster or central business address in the City Centre however it is perfectly placed to accommodate a wide variety of workplace environments from small-scale shared workspace for incubation and spin-offs from the University to more conventional larger floorplate office space for occupiers like the Council themselves and other big employers. There is a great opportunity to capture the best and the most enterprising of the City’s graduates and to help them start and grow new businesses in the City Centre. A mix of uses is essential to a successful, busy and attractive City Centre. Office space is a key part of that mix, ensuring activity throughout the day and early evening consistently throughout the year. A landmark office development in the heart of the city can act as a catalyst along with other regeneration projects for a wider business community to evolve and thrive.

The area to the north of Mayflower Street in the Plymouth Plan Part 1 was identified as the Northern Precinct. The area has significant prominence in the city with Amada Way cutting through the centre of it and the ring road enclosing the north east and west sides. It is well located for direct vehicle access from Mayflower Street to the south and has the potential for very strong links to the train station, University and College. The area is slightly removed from the main retail streets of New George and Cornwall Street and currently suffers from a lack of activity. Neither the Armada Centre with internalised shops units and a low rise carpark fronting Armada Way to the west or the mix of student accommodation, Salvation Army building, office building and small scale retail space to the east of Armada Way are sufficient to bring this area of the city to life or give it a strong identity.

These blocks offer an opportunity to intensify this area of the City Centre. An application for student accommodation and office space has recently been granted for Mayflower House and while student accommodation brings clear benefits to the City Centre, there is a danger that this area of the city could become dominated by this as a single use. Office space can ensure greater degree and consistency of activity throughout all times of day and year and offers space to meet the demand for public sector space and/or start up space in the city. Safeguarded office space in this location can take advantage of the quality of address on Armada Way and the value of links to the train station giving the best chance for office space to succeed in the City Centre. An element of retail could be retained on the ground floor but grand entrance lobbies should be incorporated to celebrate the address of the main streets and smaller scale start up spaces should be created to support graduate retention programmes in the city. It is anticipated that parking standards could generally be reduced in this area due to the City Centre location but parking spaces could be shared with other strategic parking sites to ensure more consistent average utilisation.
**MAYFLOWER STREET WEST**

**BLOCK 1**
Retail: 1370sqm
Offices: 14614sqm

**BLOCK 2**
Retail: 3580sqm (incl. servicing)
Residential: 11088sqm

**BLOCK 3**
Multi storey car park: 480 spaces

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**MAYFLOWER STREET EAST**

**BLOCK 1**
Office: 22932sqm
Retail: 1079sqm
Parking: 37 spaces

**BLOCK 2**
Office: 11200sqm

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Through the course of meeting local people and interest groups it is clear that there is a great deal of energy and interest in the future of the City Centre and a clear desire to see it improve around its strongest assets. The projects and interventions highlighted on the preceding pages are all ambitious projects which are capable of transforming a particular area or block of the city through major intervention and investment. However, the cumulative effect of smaller scale and community or trader led projects can be equally effective in changing perceptions of the city and can play their part in achieving the objectives set out in the Priority Themes. These opportunities are highlighted below.

**ADDING ADDITIONAL FLOORS AND MIXING USES VERTICALLY**

Large areas of the City Centre are characterised by 2 and 3 storey buildings in single use as retail units. One of the Priority Themes for the City Centre masterplan is to intensify the City Centre by increasing the overall floorspace and introducing a greater range of land uses. This is essential to creating a vibrant and active City Centre throughout the day and providing better enclosure to the wide streets within the City Centre grid.

The Major Interventions outlined above identify a number of projects which are capable of helping to achieve this objective but there remains an opportunity for other areas of City Centre to contribute to this objective. The adopted Sustainable Design SPD highlights a zone of intensification. In this area of the City Centre existing building heights can be increased making space available for a wider range of uses and activity above shops. The Major Intervention sites are focussed on sites where this may be possible as part of a larger scale redevelopment but the remaining buildings within this zone of intensification would equally benefit from the sensitive addition of additional floors. It is anticipated that within this zone of intensification building heights could generally be increased to around 6 storeys with opportunities for taller buildings on landmark and gateway sites identified in the Masterplan Framework in Volume 2.

The detail of the best way of achieving this increase will be determined on a site by site basis and the ability of the existing structure to take additional floors. Regard should be had to the quality of the existing buildings, where buildings of good and highest quality should be retained and extended to protect the mid-century character of the City Centre. Access to the upper floors will need to be considered and must be possible from active streets and spaces rather than via rear parking and service courtyards. This may be through either:

- Substantial conversion of the rear courtyards into lanes or gardens.
- Residential lobbies and entrances brought down to ground floor on the main retail streets either where the individual width of the unit allows it or where internal circulation can be provided above a number of shop units to service a row of apartments or offices above.

**EXTENDING BUILDING FOOTPRINTS**

One of the characteristics of the buildings in the City Centre is the relative uniformity and small size of the shop footprints. Demand has been expressed in the past to increase the footprint of buildings in the City Centre to allow growth and provide more modern and larger retail space. Extensions to existing building footprints to the rear of shops will provide increased retail floorspace and make...
ZONE OF INTENSIFICATION

PLAN SHOWING ZONE OF INTENSIFICATION OVERLAID WITH BUILDING QUALITY (TAKEN FROM THE PLYMOUTH PRECINCT RETAIL STUDY DESIGN APPRAISAL 2014)

LEGEND:
- ZONE OF INTENSIFICATION
- BUILDINGS OF HIGHEST QUALITY
- BUILDINGS OF GOOD QUALITY
- BUILDINGS OF MODEST QUALITY

ADDING ADDITIONAL FLOORS TO EXISTING TWO STOREY RETAIL UNITS
better use of existing surface car parks which in time will be replaced by more strategic parking. Extensions to the front of shops should not be permitted to avoid piecemeal alterations to building line and avoid reducing the scale of the streets in the City Centre grid which are so distinctive to Plymouth's post war heritage. Rather than seeing the streets as too wide this strategic masterplan seeks make better use of the street width through increasing the overall amount of floorspace.

LINKS TO THE HISTORY CENTRE
The History Centre is a major new destination planned for Plymouth which will help visitors and residents understand the history of the city. The intention is to consolidate collections and archives onto one site but allow smaller satellite spaces and trails to undercover the specific history of one area or aspect of the city. The significance of the post war planning and architecture in Plymouth's City Centre is one such aspect which would warrant its own interpretation. This could be in the form of a planned heritage trail around the key streets of the City Centre grid and possibly a small visitor centre providing interpretation of the history of the City Centre and celebration of the significance of the grid and the mid century architecture.

PUBLIC ART
Opportunities to introduce more public art either as permanent installations or flexible space to allow temporary installations should be explored. Well integrated public art has the potential to complement the scale of the public realm and provide a colourful and playful foil to the scale and uniformity of the buildings and City Centre grid. Appropriately integrated art can bring about innovation, reveal histories, marry form and function, challenge perceptions and bring a smile. Public art should be distinctive to place and play its part in the shaping the future of Plymouth by helping the town to assert its individuality with bold design and high quality materials. Overt reference to the past should be avoided in favour of an imaginative and forward looking interpretation of local history which helps to forge a new and distinctive image for the city.

SMALL SCALE AND TEMPORARY STALLS AND KIOSKS
Temporary stalls and kiosks are an important part of an active City Centre. Small scale, temporary stalls already pop up in the City Centre either as part of events, promotions or providing additional day to day retail and food and drink offer. Larger scale kiosks which are not removed on a daily basis can also bring extra activity and interest but because of their semi permanent nature need to be carefully integrated into the urban form to avoid creating awkward public spaces or block key views and movement corridors. The Masterplan Framework in volume 2 identifies potential locations for larger scale and semi permanent kiosks which work from an urban design perspective.

DESIGN CODING
The city's heritage has been documented before, in heritage audits and the English Heritage/University of Plymouth publication Plymouth: Vision of a Modern City by Jeremy Gould. However, it is worth emphasizing once more; the City Centre's distinctive style is valuable and, increasingly, a rare survivor in the UK context. It would be tragic if Plymouth discovered this potential positive identity just too late to save its mid-century treasures from redevelopment or inappropriate alteration. In order to provide sufficient framework for protecting and bringing the best out of Plymouth's mid century heritage a Design Code should be written. This should be focussed on raising design quality and shaping an architectural language which can become a powerful economic and cultural tool capable of attracting commercial development, for visitor marketing and instilling the civic pride and social cohesion that stem from a positive self-identity.

CYCLE HUB
Armada Way plays an important role in connecting neighbourhoods of the City Centre and waterfront and walking and cycling improvements will be delivered by 2021. To reflect this a cycle hub offering information and city wide cycle hire could be located at one or more locations along its length allowing visitors to explore the city from the train station to the waterfront.
AN INVESTMENT PLAN
This is a masterplan document, but it could equally be seen as an investment plan too. The City Council is in the enviable position of owning the large majority of the land-holding in the City Centre. Ultimately, through its investment decisions and through the implementation of the Plymouth Plan it can ensure that its property portfolio not only delivers a great city centre but also secures long-term value and revenue for the City and its citizens. Unlike private sector investors the City Council has to take the long view, rather than always looking for a quickest return on investment. This an opportunity too for the City Council to build in long term resilience into the City Centre. The fortunes of City Centres have been so bound up with the success or otherwise of retailers that it is hard to imagine any other model, but resilience is about building in flexibility and adaptability. The City Centre Master Plan is a physical spatial plan but it is also an investment prospectus too. The parts of the city centre where intervention is planned are also the places of opportunity, where the confluence of public and private sector investment streams can build value and create a virtuous cycle of investment leading to increased revenue leading to increased investment and so it goes on. The key message is that the masterplan provides the spatial framework for important investment decisions to be made and that the City Council itself is in the driving seat both as majority landowner and planning authority.

DELIVERY OPTIONS FOR THE CITY
Despite being majority landowner there are nevertheless, still complicated and long-standing leasehold agreements in place in many parts of the City Centre and other land ownerships to contend with, particularly around some of the highest priority sites. Gaining control of site assembly is the first critical delivery step and this is achieved either through negotiated site assembly, acquiring freehold control and extinguishing long-leaseholds or through Compulsory Purchase Orders (CPO). Having gained control of key sites, there are a number of delivery mechanisms open to the City Council. These are as follows:

**Direct Development:** This is where the City Council themselves act as developer on their own land. There are increasing numbers of examples across the country where this is happening with Councils. This option is best-suited where the Council itself is the major beneficiary, such as the building of a new civic centre. The Council can also potentially secure long term income from third party occupiers.

**Land sales:** once all of the land interests have been acquired by the City Council, development parcels can be identified and placed in the market for developers to bid and acquire the land. This could be based upon a subject to planning contract with an adopted design brief or the City Council could secure planning permission prior to marketing.

**Partnering:** a partnering agreement, either by way of a joint venture or development agreement could be secured with a developer/investor/occupier to work alongside the City Council to deliver the proposed masterplan on a site or on a number of sites. This partnering arrangement could be put in place at the outset, prior to the acquisition of the third party land or it could be adopted once the relevant land interests are acquired.
PHASING PRIORITIES
The Phasing priorities set out below are partly determined by opportunity, partly by scale of change and critical mass of development, and partly by transformational impact. The two key sites where these factors are most apparent are Colin Campbell Court and the Rail Station and these are the top priority development sites. The third priority is Armada Way and the projects that are located along its length.

Key phasing priorities are:
- Colin Campbell Court;
- Rail Station;
- Armada Way and associated development.

Colin Campbell Court: it provides an unparalleled opportunity to transform a significant part of the West End. Its critical mass makes it a good development prospect, however, there are delivery challenges. The site is large, complex, ownership is mixed and there are long leaseholds. Viability will be an issue but the opportunity to include ground floor retail with a significant residential component above will ease delivery. A combination of a phased partnering approach, together with the possibility of direct development by the City Council would appear to be the best delivery mechanisms.

Rail Station: The Station plays such an important role in the identity of any city and one of the top priorities for Plymouth is the transformation of the arrival experience for visitors and commuters into the City. With increasing passenger numbers there are also important commercial opportunities to consider. Through the partnering of two public sector organisations, the City Council and Network Rail there are few obstacles in terms of land assembly and this provides a good basis for taking development forward. The Station site also has the potential to accommodate some of the needs of a growing University, in the form of academic space and student housing. Its location adjacent to the University Campus and its role as a Gateway into the City makes the Station site an ideal location for this to happen. The phasing of the site itself is complex. Maintaining a fully-working and operational mainline station including its car parking and other servicing and operational needs during construction will be challenging. Given the key interests of the City Council, Network Rail, Great Western Railway and Plymouth University a partnering approach is likely to be the best means of delivery.

Armada Way: This is the grand set-piece for the City and its delivery more than any other project would signal a new era for Plymouth City Centre. The greatest delivery challenge is its sheer scale and its cost. The primary source for funding Armada Way would be via the Council’s Community Infrastructure Levy (CIL) and other potential sources might include the Heritage Lottery Fund. Larger planning applications on projects located on Armada Way could also include the delivery of a section of its length. The key priority is to draw up a public realm scheme for the entire length of Armada Way capable of being phased in a number of different ways it is essential to have this in place to take advantage of and channel funding sources as they arise.
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THIS DOCUMENT HAS BEEN PREPARED AND CHECKED IN ACCORDANCE WITH ISO 9001:2008
1.0 INTRODUCTION

BACKGROUND
The Plymouth Plan is an integrated and long term plan setting out how the city will change between 2012 and 2036. The Plymouth Plan is informed by a topic driven evidence base, and will reflect the aspirations of the Council and its partners, local businesses and communities across Plymouth. The Plymouth Plan supersedes Plymouth’s Core Strategy (2006) and the City Centre & University Area Actin Plan (2010). The Plymouth plan is being prepared in two parts. Part One sets out the strategic framework for the city and has been formally adopted by the Council. This masterplanning study will form part of the evidence base required to inform the Plymouth Part Two. Plymouth City Council appointed LDA Design as masterplanning consultants to lead the preparation of the study with support from Transport Consultants WSP – Parsons Brinckerhoff and Property and Planning Consultants Bilfinger GVA whose work is appended to this masterplan report.

We call this the City Centre Strategic Masterplan. As part of the evidence to support the Plymouth Plan Part Two, (site allocations and City Centre policies) its aim is to set the framework and direct change and investment in the City Centre for the plan period, not quite up to the centenary of the Abercrombie and Watson Plan but nevertheless setting a course for Plymouth City Centre well into the Mid part of the 21st Century.

The master plan document is structured in two volumes. The first volume is about the Vision and should be read as a prospectus for change and investment, focussing on the look and feel of the City Centre of the future. The second volume is a more about the processes, approach, technical work and design principles that underpin the masterplan, opportunities and interventions shown.

The City Centre Strategic Masterplan follows on from the City Centre Study and Plymouth Plan Part One and uses the City Centre Appraisal, consultation and findings of that work as the starting point for this study. In addition, the design team have been able to draw on consultation undertaken as part of the parallel Waterfront masterplanning work and have undertaken their own site appraisal and programme of consultation to build a clear understanding of the existing context and aspirations of local groups and City Centre Stakeholders. The work has been undertaken in close collaboration with officers at Plymouth City Council and reviewed at meetings with Leadership and Steering Groups at the Council. This study draws heavily on the existing wealth of studies, background documents, evidence, policy as well as existing proposals and planning applications. Some of the work used and referenced includes:

- Plymouth City Council. (2009) Design Supplementary Planning Document (including tall building study)
- Colliers. (2014) Plymouth Hotel Market Study
- GVA. (2014) Plymouth City Centre Development Study
- NEW Masterplanning. (2014) Plymouth Precinct Retail Study Design Appraisal
- Asset Heritage Consulting. (2014) Heritage Audit and Statement of Significance
- Plymouth City Council. (2010) City Centre and University Area Action Plan
- Plymouth City Council. The Plan for Parking
CONSULTATION EVENTS

PLACE PARTNERING VISIT FROM THE ACADEMY OF URBANISM

The design team attended the two day event arranged by the Academy of Urbanism and the Plymouth City Centre Company primarily to observe the discussion. The event was held on the 12th and 13th August. Its primary purpose was to identify and explore the potential of the West End to perform better as a retail and business centre within the City Centre and the obstacles that may prevent this potential from being realised. The timing of the event was arranged to co-inside with this masterplanning work, the discussions on the day and the subsequent diagnosis provided by the Academy of Urbanism have informed the preparation of the City Centre Masterplan. The recommendations or diagnosis was structured around the following issues:

- Identity
- Working with Abercrombie
- Connections, severance and access
- Retail
- The public realm
- Making better use of assets
- Social enterprise economy
- Leadership and influence

ONE TO ONE CONVERSATIONS AND MEETINGS

A number of conversations were held with local groups and City Centre stakeholders at the start of our work to gather thoughts and ideas on what the priorities for change in the City Centre should be. Aside from building a general understanding of the active parties and initiatives in the City Centre, a number of key themes emerged from those conversations and went on to inform the preparation of the masterplan options. The key themes include:

- Links to the planned History Centre, both physical links across the ring road and potential for smaller scale interpretation centres and heritage trails which link back to the main centre.
- Need for improvements at the Train Station to improve the sense of arrival.
- To explore opportunities to incorporate visible SUDs features where appropriate in the City Centre.
- Need to champion design excellence to respect the quality of the unique buildings and spaces.
- Possibility of a management plan similar to that used for a conservation area to control design quality and shopfronts.
- The need for clearer links to the waterfront from the City Centre.
- Fit within the brand values of the Ocean City.
- Need for more activity into the West End.
- Need to attract more visitors and recognise that majority of visitors to Plymouth also shop.
- Public realm improvements and removing the pedestrian barriers around the City Centre.
- Celebrating unique heritage of the Abercrombie legacy in the design of the streets and spaces.
- Celebrate the quality and wealth of the mid-century architecture in the City Centre in the architectural language of new buildings.
- Considerable scope for improvement, intensification and diversification of the City Centre blocks while retaining and enhancing the best buildings and spaces in the city.
- The need for a visual identity to the West End possibly based around the arts, food and drink and Market.
- The need for more residential accommodation in the City Centre.
- The need to improve graduate retention in the City Centre.
- Opening up empty buildings on short term leases for artist and graduate/start up space.
- The need for an ambitious art strategy which can put Plymouth on the international map, the masterplan can support initiatives run by the college, university and others by ensuring the public arts is a priority for the design of public realm and that streets and spaces are capable of accommodating art, events and performances.
- Need for a large scale events destination for over 1000 people.

STAKEHOLDER WORKSHOP ON INITIAL IDEAS

On 25th September 2015 Plymouth City Council and the design team arranged a workshop to discuss the emerging Priority Themes and initial Masterplan Opportunities. The Workshop was well attended by City Centre Stakeholders and following an initial presentation of ideas from the design team a positive discussion about the challenges and opportunities facing the City Centre provided useful feedback on the emerging work which has been reflected in this completed study.

RIBA SOUTH WEST - WEST END DEBATE

Members of the design team attended and contributed to the debate on the future of the West End arranged by RIBA South West. The debate around the future of the West End and City Centre more widely was arranged to follow on from an
architectural ideas competition for the West End. The event provided a range of useful perspectives on the future of the City Centre particularly from the consortium of local architects working on the competition and other speakers at the event from Plymouth City Council, WSP Parsons Brinckerhoff, Space Syntax, Network of Wellbeing and Copenhagen City Council.
One of the 3 strategic themes of the Plymouth Plan Part One is to establish Plymouth as one of Europe's greenest cities and amongst other things the Plan calls for a transport system that delivers a step-change in walking, cycling and public transport as the travel modes of choice for journeys in the city. Arguably, the greatest potential for achieving this step-change is in the City Centre and waterfront area. It is here where the combination of a number of initiatives and big moves can have the biggest impact, effecting behavioural change, allowing appreciation of the City Centre and waterfront offer and creating a perception of a greener city model with genuine travel choice in line with the Plan. The movement vision sets out a high level direction and potential strategic moves to both bring about this step-change and support the delivery of the City Centre and waterfront masterplans. Each require more detailed studies but include the following:

- Making the City Centre and waterfront into a walkable neighbourhood by increasing its resident and working population and placing people closer to facilities and to key destinations.
- The transformation of the image and identity of the Rail Station.
- The relocation of the Coach Station and coach drop off into the City Centre.
- The alteration of the ring road balancing the traffic role with the need for a high quality public transport route and urban street and as the main access and arrival point into the City Centre.
- Reducing design speeds and speed limits across the area for safer streets which can cater for multiple users.
- Definition of clear routes of activity for pedestrian and cycle priority including the reinstatement of Armada Way as the City Centre's central public space and pedestrian and cycle thoroughfare.
- The phased introduction of Strategic Crossings to link key neighbourhoods and facilities across busy streets (see page 46).
- The consolidation of car parking to create fewer, but better located car parks on the edge of the city centre and waterfront area and at main arrival points in the city. Allowing accessible spaces at key locations.
- Managing selected parts of the City Centre precinct as shared space that can accommodate pedestrians, cyclists, some on street car parking (particularly in the evening), servicing and limited car access to new residential and business premises.
- Improve the quality of car parking in the City Centre to enhance overall visitor experience and contribute to the quality of the urban fabric (see page 38 for precedent images of multi storey car parking).
- Introducing smart technology and way finding information systems to improve legibility, orientation, safety and knowledge.
- Cycle hubs offering cycle hire and information making movement by bike more attractive and convenient.
- Better utilisation of Waterbus services through improved co-ordination, marketing and coverage.
GREATER RANGE AND INTENSITY OF LANDUSES AND A MOVE AWAY FROM LAND USE ZONING
One of the challenges facing the City Centre is the legacy of rigid zoning of land uses which dominated policy making at the time the Abercrombie and Watson Plan was drawn. The result is a city precinct dominated by single use retail space and a lack of other uses required to create vibrancy and activity at all time of the day and year. The Priority Themes in Volume one of this study set a vision which seeks to intensify the City Centre; bringing together complementary uses which are capable of supporting each other and bringing new life to the centre. The land use framework will therefore be less about defining large areas intended for a particular use and instead to understand some of the features and influences of the existing City Centre which will give key land uses such as residential and office the best opportunity of establishing in the City Centre. The move away from a zoning approach to land use is key to avoiding perceived barriers and edges to the city which could artificially restrict investment and activity.

STUDENT ACCOMMODATION
There is a clear demand evident in recent planning applications for student accommodation throughout areas of the City Centre. The proximity to public transport, shops, leisure and the university itself as well as the aspiration to increase activity in the City Centre generally would suggest that this type of accommodation can be supported and bring with it clear benefits to Plymouth. Most areas of the City Centre are currently attracting student accommodation proposals, but anunchecked proliferation of this use may be counterproductive to the long terms aims of the City Centre by making it more difficult to attract other land uses such as residential or office in the longer term. To prevent this, the challenge will be to retain some of the sites which will be most attractive to office or residential development and to prevent student accommodation from dominating a particular urban block or street to the point it would discourage other uses which are essential to delivering the wider objectives for the centre to establish nearby.
RESIDENTIAL

The Mackay vision and City Centre AAP both proposed City Centre housing but it is clear that re-shaping the City Centre to make it attractive as a place to live is long overdue and one of the biggest challenges. One of the clear priority themes is to recast the City Centre as a great place to live and to change public and market perception. The scale of transition required demands that the most suitable sites are identified and safeguarded to give residential neighbourhoods the best opportunity to establish and thrive. The most attractive housing sites will be in locations where they can:

- Benefit from the social infrastructure and critical mass offered by existing neighbourhoods to the west of the City Centre.
- Capitalise on the success and growth of the new residential neighbourhood at Millbay, allowing the influence of this neighbourhood to spread in to the City Centre from the south west.
- Be in close proximity to new and existing leisure uses along Royal Parade.
- Have strong links to the waterfront.
- Benefit from the quality of environment and connections offered by Armada Way and Royal Parade.
- Have strong links to the train station.
- Utilise the highest quality mid century buildings in the City Centre.

RETAIL

As set out in the Plymouth Plan Part One the primary retail loop in Plymouth is focussed around New George Street and Cornwall Street anchored at one end by Drakes Circus and the other end by the Market. The strength of these two anchors creates an area of influence around them which inevitably creates a difference in character but with retail focussed around this primary loop the City Centre remains very walkable with a 15 minute walk around this circuit. It is therefore important that perceived barriers are not put in place which limited investment in modern retail space to one side or the other of Armada Way. All the streets of the City Centre grid should be seen as connecting influences rather than edges to city zones.
OFFICE
Like residential, office uses are an essential ingredient for a successful 21st century city, the Major interventions highlighted in Volume One of this study propose a landmark project for both of these to act as a catalyst for promoting the benefits of the City Centre. The most attractive office sites will be in locations where they:
- Are in close proximity to the train station.
- Can benefit from the quality of environment and connections offered by Armada Way and Royal Parade.
- Can offer potential for links to the University.
- Be in a prominent and high profile location visible from Armada Way and the Ring Road.
- Be in close proximity to other supporting uses such as hotel and conference facilities.
The purpose of the Masterplan Framework is to guide decisions about the future of the City Centre without prescribing specific design outcomes. In order to achieve this flexibility the Framework will focus on the character and qualities of place which define the experience of visiting the City Centre.

The Masterplan Framework will be split into sections which describe the essential character of each of the streets and spaces and where they might change over time to achieve the Priority Themes.

This approach recognises that the streets and spaces of the Abercrombie and Watson Plan are the main fixed element of the City Centre and is the starting point for setting Plymouth apart and promoting the City Centre on an international stage. It also acknowledges that streets should not form the edge to city zones creating a perceived barrier between one part of the city and another in a way which might restrict movement or investment. Instead, the Framework will allow the streets to be seen as the unifying elements of the city influencing the role, character and function the street itself and the buildings which enclose both sides of it.

Each section of the Framework will be written as a character statement which will:

- Be descriptive with an aim to provide clear direction for change and the expectations for development;
- Aim to direct change over time to achieve strategic intentions of a particular area;
- Provide a snap shot of the future state of an area, guiding developers, planners and the community;
- Provide an impression of the intensity and performance of uses, general characteristics that will be sought from development.

It is important to remember that all built interventions in the City Centre should also be driven by the Vision and Priority Themes set out in Volume One and be subject to more detail design, testing and modelling.
ARMADA WAY

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LOCATION PLAN

ARMADA WAY SKETCH
ROLE AND FUNCTION:
Armada Way is the centrepiece of the City Centre Grid, as a ‘vista’ its scale and ambition is capable of standing on an international stage. It should be planned as the pre-eminent route in the City Centre and be read as a single continuous linear urban park connecting multiple neighbourhoods across the City Centre from the train station to the waterfront. A single overarching public realm plan and design principles for the route are essential, the plan will be implemented in sections as opportunities arise but each stage must be part of a clear vision.

PRIORITIES FOR CHANGE:
- Recapture scale and grandeur of the route by opening up views, allowing movement through the centre of the space, including planned cycle improvements and paring back design interventions which have domesticated and sub-divided spaces along the route.
- Give the route primacy over other City Centre streets by introducing greater continuity in design language and giving the sense that Armada Way is continuous and other routes are crossing it.
- Ensure that the continuity of the route extends from the Train Station and The Hoe with improved crossings, improved visibility and more consistency and simplicity in materials.
- Promote Armada Way as one of the most desirable addresses in the city allowing greater diversity and intensity in building uses fronting the route.
- Use Armada Way to increase the presence of the Waterfront in the City Centre, not just through improved connections but through introduction of waterfeatures, installations and public art which reference the Waterfront.

URBAN DESIGN PRINCIPLES:

BUILDING MASSING
- Buildings within development blocks which front Armada Way should have a consistent building line to frame views and maintain the existing width of Armada Way.
- Buildings which address Armada Way within the City Centre Grid should generally have a uniform building height inkeeping with the general uniformity of heights in buildings which address the streets of the City Centre grid.
- Taller buildings should be restricted to landmark locations at gateways into the City Centre grid and/or buildings which serve an important Civic Function.
- Buildings along Armada Way were not built at the scale originally intended, there is scope to increase the building heights to around 6-8 storeys, which
may be taller than those on other city centre streets to achieve a greater level of enclosure and to better frame views along this strategic route.

LAND USE
- The ground floor of buildings addressing Armada Way should be a mix of active ground floor uses with grand office and residential lobbies which celebrate the scale and importance of Armada Way as a pre-eminent address in the city.
- With potential as one of the most desirable and high quality addresses in the City Centre market residential accommodation and office space is favoured over student accommodation.
- Armada Way moves through and connects a number of neighbourhoods so does not have a consistent building use along its length.
- Kept free from large, permanent or semi-permanent pavilion buildings to maintain visibility along the route. Smaller, temporary stalls and installations which introduce additional activity are encouraged.

PUBLIC REALM
- The significance of Armada Way demands an ambitious design response which sets a single vision and plan capable of defining a single linear urban park rather than a series of smaller spaces which cannot be appreciated as part of the bigger route. This may be implemented in stages but each stage should lead towards the completion of an overarching plan.
- Focus on an elegant and simple design which infers manageable ongoing maintenance.
- Although read as a single linear space through better visibility and continuity in materials and planting, Armada Way will still have local variations in character and land use to reflect the different parts of the City Centre. Northern sections up to Cornwall Street of the route will primarily be about movement and spill out space for adjacent buildings, between Cornwall Street and New George Street there is opportunity to include a softer space such as lawn to contrast the large, hard events space around Royal Parade and provide much needed opportunities and space for play in proximity to cafes and public toilets. Interventions in the public realm should ensure that movement and visibility are opened up through the middle of Armada Way to reinforce its role as a major connecting route.
- The design language of Armada Way should be continued across any intersecting streets so that visitors are aware they are crossing Armada Way and it can play its intended role in helping understand the structure of the City Centre.
- Any tree planting should primarily be contained within avenues using species which maintain a compact form to allow visibility along the length of the route. With the exception of the gardens infront of the Civic Centre.
- Use low level planting which celebrates coastal location such as ornamental grasses.
- Consider the introduction of waterfeatures such as stepped pools which signify the route to the waterfront.
- Opportunities for including well integrated play features into the space could be explored which would complement the projected increase in City Centre populations and offer visitors something new.
- Refurbishment to the Civic Centre must been as an opportunity to refurbish the Registered Park and Garden in front of the Civic Centre
- Incorporate opportunities for sustainable urban drainage.
- Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.

ACCESS AND MOVEMENT
- Any decisions about its future must ensure that pedestrians are able to move freely and are given priority.
- Cycling provision planned as part of the Strategic Cycle Network will be delivered by 2021 and must be considered as part of a coherent plan for the future of Armada Way. Integrating cycling into this type of environment successfully will require consultation on where this can be accommodated and whether it is segregated or shared with pedestrians.
- Servicing access should as far as possible be kept to the rear. However, as the intensity and diversity of city blocks enclosing Armada Way increases consideration may need to be given to opening service access onto additional parts of Armada Way. This should be controlled access and restricted to certain parts of the day and should not rely on physical delineation of carriageways on Armada Way.
PRECEDENT IMAGES SHOWING THE CHARACTER OF ARMADA WAY

IMAGE CREDIT © CLAIRE BORLEY

IMAGE CREDIT © DANIEL Lobo

PLYMOUTH CITY CENTRE STRATEGIC MASTERPLAN
For the purpose of this framework we have combined Royal Parade with Exeter Street (between St Andrews Cross and Charles Church roundabouts) and Union Street (between Derry’s Cross and Western Approach). This is because these streets largely perform the same function in the City Centre but also as an aspiration that the character and quality of Royal Parade can be extended into these other sections of street.

**ROLE AND FUNCTION:**
Royal Parade is the primary east – west route in the City Centre, it is one of the only routes running through the City Centre which extends beyond the ring road to directly connect into the surrounding neighbourhoods. This combined with the concentration of bus stops makes Royal Parade a key arrival point in the City Centre. The area is also blessed with containing some of the highest quality buildings and spaces in the City Centre, in keeping with this built quality the areas is defined by the cultural, leisure and civic uses which can be found along its length.

**PRIORITIES FOR CHANGE:**
- Royal Parade should be celebrated as a stunning series of streets and spaces of civic scale lined with buildings of outstanding quality. Changes should primarily seek to enhance the appreciation of it’s best qualities.
- To extend the character and quality of Royal Parade into Exeter Street and Union Street as part of planned development of Drakes Leisure and Colin Campbell Court.
- Link the City Centre to the northern end of the Millbay Boulevard through improvements to Union Street and its junction with Western Approach.
- Reconfigure Derry’s Cross roundabout to bring its large attractive green space and mature trees into beneficial use as an accessible and useable area of green space.
- Ensure existing underutilised and vacant buildings along this route are re-used in a way which capitalises
on the high quality of the buildings and spaces along Royal Parade.
- Reduce the dominance of the carriageway as far as possible by exploring opportunities to remove pedestrian guard rails and reducing carriageway widths to allow a greater appreciation of the quality of the surrounding built environment.
- Support the role of the street in providing high quality public transport.
- Explore opportunities for new landmark buildings along this route to signify the junction of Union Street and the proposed Millbay Boulevard.

**URBAN DESIGN PRINCIPLES**

**BUILDING MASSING:**
- The buildings which front Royal Parade are amongst the highest quality buildings in the City Centre, alterations are likely to be smaller scale interventions which respect the style, scale and setting of these buildings. Alterations may include re-use of underutilised building space and the sensitive addition of additional storeys or extensions to the rear making better use of surface car parking.
- New building frontage as part of more substantial re-development schemes must respect the scale, quality and language of the buildings along Royal Parade. Buildings along this route could be around 5-6 storeys and taller in the landmark locations i.e. gateways or sites which terminate long views.
- There is potential for additional landmark buildings along this route to mark the significance of the proposed Millbay Boulevard meeting Union Street and in recognition of the importance of this street in the wider context of linking neighbourhoods within Plymouth.

**LAND USE:**
- Land uses which make the most out of the quality of the built environment and the strength of the
connections into surrounding neighbourhoods. This may include preference for residential, offices leisure, cultural, civic uses over student accommodation.

**PUBLIC REALM:**
- Public realm intervention should allow appreciation of the quality of the built environment and help create an attractive arrival space into the city.
- Explore the potential to remove any unnecessary carriageway width and highways infrastructure to reduce the visual dominance of traffic.
- Tree and low level planting should be extended into Union Street and Exeter Street as far as possible to build on the wide, green character of this route.
- Explore the possibility of reconfiguring St Andrews Cross to improve connections between the City Centre towards the Barbican, Sutton Harbour and proposed Drakes Leisure and to bring areas of green space back into beneficial use as accessible areas of public realm.
- Explore opportunities to bring the large space and mature trees within Derry’s Cross back into beneficial use as accessible green space.
- Ensure that proposals at the Drakes Leisure and Colin Campbell Court incorporate generous provision for pedestrian and cycle space and convenient, attractive crossings along key desire lines to link the City Centre to the waterfront.
- Opportunities exist to take advantage of the scale and prominence of this route by incorporating large scale public art to celebrate the scale of the spaces, quality of the built environment and the role of the area in cultural and leisure uses.
- Explore opportunities to use planting and large green spaces along the route to incorporate sustainable urban drainage.
- Maximise space for low level planting and build a clear character for the planting using coastal species and grasses to give the wealth of green space more visual impact.
- Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.

**ACCESS AND MOVEMENT:**
- Proposals should support Royal Parade’s role as an attractive route for walking and extend this into Exeter Street and Union Street with generous footpaths and street planting.
- Explore the possibility of much improved crossing and Strategic Crossings in key locations as identified in the City Centre masterplan.
- Ensure that any interventions in vehicle access and movement provide for high quality public transport links.
WESTERN APPROACH

ROLE AND FUNCTION:
Western Approach must strike a balance between its transport role and its importance in offering pedestrian and cycle connectivity into the surrounding neighbourhoods and in setting the first impression of Plymouth’s City Centre.

PRIORITIES FOR CHANGE:
- Deliver the long standing aspiration to create better pedestrian and cycle links into the surrounding neighbourhoods.
- Create a better first impression of the City Centre when arriving by road. Both through environmental improvements to the street itself and through provision of better enclosure and frontage from surrounding buildings.
- Create an attractive and high quality public transport route.

URBAN DESIGN PRINCIPLES

BUILDING MASSING:
- Buildings fronting Western Approach generally do not help the appearance of the route. There is an opportunity to improve the level and quality of enclosure onto this street. This may mean taller buildings, more continuous building line, better definition of public and private space better overlooking and casual surveillance of the street.
- In line with the general aspiration of City Centre intensification buildings along this route could be built around 5-6 storeys and taller in landmark locations i.e. gateways or sites which terminate long views.

LAND USE:
- The buildings along the western side of the City Centre play an important role in drawing residential uses across the ring road into the City Centre area from the emerging and existing neighbourhoods in the south and west.
- The prominence and accessibility offered by the route also allow
potential for some secondary retail space and the potential for office space, particularly to the north which also benefits from accessibility to the train station.

PUBLIC REALM:
- Improvements to Western Approach should be explored in more detail and seek to improve pedestrian and cyclist experience and create an urban street character. Subject to more detailed modelling, opportunities may include re-apportioning road corridor space in favour of the pedestrian, cyclist or buses, auditing and removing highways infrastructure and clutter including signage and barriers where possible, reducing vehicle speeds, introducing on-street parking, widening medians and introducing more street trees, planting and higher quality materials.

ACCESS AND MOVEMENT:
- Explore opportunities and technically assess outcomes for the reallocation of carriageway space to provide better quality bus and cycle links and parking whilst keeping the strategic function of this distributor road.
- Explore the possibility of reducing design speeds and speed limits along this route.
- Explore the possibility and technically assess outcomes of much improved crossing and strategic crossings in key locations as identified in the City Centre masterplan.
- A rationalised junction arrangement into a more space efficient crossroad at Union Street would allow much improved surface level crossings linking into the northern end of the proposed Millbay Boulevard. Junction improvements at Frankfort Gate would allow vehicle access from Western Approach into Frankfort Gate and see the removal of the existing pedestrian footbridge in favour of an attractive surface level crossing linking the City Centre to the neighbourhoods to the west and crucially into Western Approach Car Park to encourage better utilisation of this strategic car park.
COBOURG & CHARLES STREET

ROLE AND FUNCTION:
Cobourg and Charles Street must strike a balance between their transport role and their importance in offering connectivity into the surrounding neighbourhoods and setting the first impression of Plymouth’s City Centre.

PRIORITIES FOR CHANGE:
- Deliver the long standing aspiration to create better pedestrian and cycle links into the surrounding neighbourhoods.
- Create a better first impression of the City Centre when arriving by road. Both through environmental improvements to the street itself and through provision of better enclosure from surrounding buildings in places.
- Create an attractive and high quality public transport route.

URBAN DESIGN PRINCIPLES
BUILDING MASSING:
- Buildings fronting these streets deliver a range of land uses and do not have a consistent building scale, line or architectural language. Any new interventions should be built at a scale which matches that of the wide streets and large scale and landmark buildings in this location.
- In line with the general aspiration of City Centre intensification buildings along this route could be built around 5-6 storeys and taller in landmark locations i.e. gateways or sites which terminate long views.

LAND USE:
- The proximity to the University and College have attracted proposals for additional student accommodation along this street. However, the prominence and accessibility offered by the route allows potential for some secondary retail space and the potential for office space, particularly to the north which also benefits from accessibility to
the train station and potential for links to the University.

PUBLIC REALM:
- Buildings fronting these streets deliver a range of land uses and do not have a consistent building scale, line or architectural language. It is therefore important that the street itself can tie together the variety in urban form. Environmental improvements must aim to create more of an urban street character to the route. Advantage should be taken of the width of this route through the inclusion of substantial avenue street tree planting to the centre and/or either side of the carriageway, attractive provision for walking and cycling should be made by exploring the potential to remove any unnecessary carriageway width and highways infrastructure to reduce the visual dominance of traffic.

ACCESS AND MOVEMENT:
- Explore opportunities and technically assess outcomes for the reallocation of carriageway space to provide better quality bus and cycle links whilst keeping the strategic function of this distributor road.
- Explore the possibility and technically assess outcomes of much improved crossing and Strategic Crossings in key locations as identified in the City Centre masterplan.
- Explore the possibility of reducing design speeds and speed limits along this route.
 ROLE AND FUNCTION:
Cornwall Street forms a key part of the gridded layout of the Abercrombie and Watson Plan and is one of the main shopping streets in the city. Cornwall Street has a more distinct difference between east and west compared to New George Street with the west containing more independent niche retail and having more of a neighbourhood street feel and a more typical high street character to the east which is clearly pedestrian priority.

PRIORITIES FOR CHANGE:
- Quality of experience is critical in supporting modern retail streets, the following priorities seek to breath new life into these streets through capitalising on the best qualities of the street while adding new levels of activity and intensity.
- The public realm has, in part, benefited from significant investment, interventions have been implemented which seek to balance the needs of vehicles and pedestrians and cyclists through adoption of the principles of shared spaces, provision of parallel on street parking in the west, use consistency in high quality paving and the rationalisation of street furniture items and tree planting into linear organising strips. There remains an opportunity for environmental improvements to the rest of the street which can bring more consistency and quality to the treatment of the public realm which is becoming dated and fragmented along its length.
- Opportunities to increase the overall amount of useable floorspace in the buildings enclosing the street would be encouraged.
- Explore opportunities to introduce new north – south lanes offering better connectivity in the City Centre grid.
- Opportunities to give the Market greater visibility and prominence onto this street should be explored.
- Provision of additional, modern retail space to ensure the City Centre remains the centre for shopping in the sub region and can
deliver unmet demand for this type of space. Some buildings along Cornwall Streets are regarded as being of lower quality offering the potential to consider more substantial intervention to achieve this.

**URBAN DESIGN PRINCIPLES**

**BUILDING MASSING:**
- The linearity, length and consistency in building line are characteristics which are so distinctive to Cornwall Street, and the wide street widths are typical of the Abercrombie Plan. This width and consistency should be retained by maintaining the existing building line fronting the street.
- Buildings along Cornwall Street were not built at the scale originally intended, there is scope to generally increase the building heights to around 5-6 storeys to achieve a greater level of enclosure, to better frame views along the route and to provide additional floor space to intensify the City Centre streets. Potential for taller buildings in landmark locations i.e. gateways or sites which terminate long views.

**LAND USE:**
- Cornwall Street is part of the primary retail loop, Armada Way should not be seen as a defining edge between one type of retail and another potentially limiting investment and reducing movement across the city. A retail loop between Drakes Circus and the City Market is only around 1400 metres which is comparable to other retail loops in the region and given the relatively flat nature of New George Street and Cornwall Street is walkable. Focus should be on improving the quality of experience rather than restricting the size of the shopping area.
- Retail and food and drink uses should predominate on the ground floor and may extend into the upper floors. However, an opportunity to add additional uses on the upper floors or within vertical extensions to the existing buildings does exist. This may include residential, student accommodation and office uses.
- The street should be kept free from large, permanent or semi-permanent pavilion buildings to maintain visibility along the route and to avoid creating awkward areas of public realm between the building frontages. Smaller, temporary...
stalls and installations which introduce additional activity are encouraged.

PUBLIC REALM:
- Public realm along Cornwall Street should celebrate the scale of these streets including planting and seating arranged elegantly to emphasise the scale and linearity of the City Centre grid and removing obstructions to movement. For example using tree planting restricted to avenue planting of single species which will maintain a compact form. Investment in quality of materials and furniture is also needed to realise the potential of the street as a modern retail street where quality of experience is critical.
- Public realm will need to facilitate the primary function as a shopping street which allows space for seating and planting without unnecessarily obstructing visibility or the free flow of people along or across the street. However, the generous scale of public realm will allow opportunities for other uses to be included such as space for well integrated play, SUDs and flexible space for small scale performance and events to take place or for shops and cafes to spill out.
- As with other east–west routes in the City Centre, the public realm design should change where the street meets Armada Way to reflect the primacy of Armada Way.
- Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.

ACCESS AND MOVEMENT:
- As the primary shopping street priority should be given to pedestrians over all other forms of movement. The long term parking strategy is to move more car parks into strategic locations around the edge of the city which will reduce the amount of traffic entering these City Centre streets to park. In time on street parking may also be managed differently to allow more disabled parking or to restrict on street parking to support evening economy without competing for space with shoppers during core retail hours. Shops will be supported by providing parking facilities in convenient, safe and attractive locations rather than ad hoc at the rear of urban blocks.
- The introduction of new land uses above shops such as residential and office will require vehicular access but this should be managed, particularly during the core retail hours, to limit any adverse effects on the convenience of pedestrian flow.
- Adopt integrated traffic management systems and investigate reducing vehicle speeds to 20mph throughout the City Centre area.
- Suitable cycle storage for residential and cycle parking for shoppers/visitors should be provided.
NEW GEORGE STREET

ROLE AND FUNCTION:
New George Street forms a key part of the gridded layout of the Abercrombie and Watson Plan and is one of the main shopping streets in the city. While the street allows some vehicle access along its length its priority is to support movement of pedestrians and provide a great streetscape for active city centre life.

PRIORITIES FOR CHANGE:
- Quality of experience is critical in supporting modern retail streets, the following priorities seek to breathe new life into these streets through capitalising on the best qualities of the street while adding new levels of activity and intensity.
- The public realm to the west of Courtenay Street has benefited from significant investment, interventions have been implemented which seek to balance the needs of vehicles and pedestrians and cyclists through adoption of the principles of shared spaces, provide 90 degree on street car parking, use consistency in high quality paving and the rationalisation of street furniture items and tree planting into linear organising strips. There remains an opportunity for environmental improvements to the rest of the street which can bring more consistency and quality to the treatment of the public realm which is becoming dated and fragmented along its length.
- The buildings lining New George Street are generally regarded as being of higher quality, however opportunities to increase the overall amount of useable floorspace in the buildings enclosing street would be encouraged.
- Opportunities to give the Market greater visibility and prominence onto this street should be explored.
- Explore opportunities to introduce new north – south lanes offering better connectivity in the City Centre grid.
- Ensure existing underutilised and vacant buildings along this route are re-used in a way which capitalises on the high quality of the buildings.
- Provision of additional, modern retail space to ensure the City Centre remains the centre for shopping in the sub region.
and can deliver unmet demand for this type of space.

**URBAN DESIGN PRINCIPLES**

**BUILDING MASSING:**
- The linearity, length and consistency in building line are characteristics which are so distinctive to New George Street, and the wide street widths are typical of the Abercrombie Plan. This width and consistency should be retained by maintaining the existing building line fronting this street.
- Buildings along New George Street were not built at the scale originally intended, there is scope to generally increase the building heights to around 5-6 storeys to achieve a greater level of enclosure, to better frame views along the route and to provide additional floor space to intensify the City Centre streets. Potential for taller buildings in landmark locations i.e. gateways or sites which terminate long views.

**LAND USE:**
- New George Street is part of the primary retail loop, Armada Way should not be seen as a defining edge between one type of retail and another potentially limiting investment and reducing movement across the city. A retail loop between Drakes Circus and the City Market is only around 1400 metres which is comparable to other retail loops in the region and given the relatively flat nature of New George Street and Cornwall Street is walkable. Focus should be on improving the quality of experience rather than restricting the size of the shopping area.
- Retail and food and drink uses should predominate on the ground floor and may extend into the upper floors. However, an opportunity to add additional uses on the upper floors or within vertical extensions to the existing buildings does exist. This may include residential, student accommodation and office uses.
- The street should be kept free from large, permanent or semi-permanent pavilion buildings to maintain visibility along the route and to avoid creating awkward areas of public realm between the building frontages. Smaller, temporary stalls and installations which introduce additional activity are encouraged.
PUBLIC REALM:
- The existing public realm to the east of Courtenay Street is becoming dated and cluttered, the street is dominated by informal planting and inconsistency in materials and finishes which are generally poor quality and domesticate the route. Public realm design along New George Street should celebrate the scale of these streets including planting and seating arranged elegantly to emphasise the scale and linearity of the City Centre grid and removing obstructions to movement. For example using tree planting restricted to avenue planting of single species which will maintain a compact form. Investment in quality of materials and furniture is also needed to realise the potential of the street as a modern retail street where quality of experience is critical.
- Public realm will need to facilitate the primary function as a shopping street which allows space for seating and planting without unnecessarily obstructing visibility or movement along or across the street. However, the generous scale of public realm will allow opportunities for other uses to be included such as space for well integrated play, SUDs and flexible space for small scale performance and events to take place or for shops and cafes to spill out.
- As with other east–west routes in the City Centre, the public realm design should change where the street meets Armada Way to reflect the primacy of Armada Way.
- Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.

ACCESS AND MOVEMENT:
- As the primary shopping street priority should be given to pedestrians over all other forms of movement. The long term parking strategy is to move more car parks into strategic locations around the edge of the city which will reduce the amount of traffic entering these City Centre streets to park. In time on street parking may also be managed differently to allow more disabled parking or to restrict on street parking to support evening economy without competing for space with shoppers during core retail hours. Shops will be supported by providing parking facilities in convenient, safe and attractive locations rather than ad hoc in unattractive and unanimated car parks at the rear of urban blocks.
- The introduction of new land uses above shops such as residential and office will require vehicular access but this should be managed, particularly during the core retail hours, to limit any adverse effects on the convenience of pedestrian flow.
- Adopt integrated traffic management systems and investigate reducing vehicle speeds to 20mph throughout the City Centre area.
- Suitable cycle storage for residential and cycle parking for shoppers/visitors should be provided.
ROLE AND FUNCTION:
Mayflower Street is a key part of the gridded layout of the Abercrombie and Watson Plan and performs an important vehicle and arrival role as one of the few trafficked routes which crosses the entire City Centre connecting into the ring road to both the east and west. It will therefore provide an important role in accommodating public transport and providing vehicle access to car parks and the new coach station away from the principal shopping streets. Buildings addressing Mayflower Street will also play an important role in defining a new identity and role for the northern part of the City Centre grid.

PRIORITIES FOR CHANGE:
- The City Centre masterplan identifies opportunities to intensify the majority of the urban blocks to either side of Mayflower Street. This would involve taller buildings and a greater mix of uses intended to give a new identity to the northern part of the City Centre. This may include secondary retail space but as highlighted in the land use framework should include a substantial element of office and residential space above active ground floors to provide the much needed intensification of the City Centre.
- Safeguard the important transport role in providing bus stops, access to the coach station and provision of new strategic car parks accessed directly from the street rather than via unanimated and unattractive rear courtyards.
- Explore opportunities to introduce new north - south lanes offering better connectivity in the City Centre grid.

URBAN DESIGN PRINCIPLES
BUILDING MASSING:
- The existing, long, straight and linear building line of the City Centre grid should be retained.
- There are opportunities for a general intensification of
buildings heights to around 5-6 storeys to the length of the street to create greater level of enclosure and activity.
- As a key connecting street there are opportunities for taller buildings in landmark and gateway locations at the entrances to the City Centre grid.

LAND USE:
- There is a need for a general intensification of floor space and land uses in the City Centre. This area typifies that need with a predominance of single and two storey single use buildings. Residential, student and in particular office accommodation should be introduced over active ground floor uses to bring a new identity and vibrancy to an underused area of the City Centre.

PUBLIC REALM:
- Public realm design will need to reflect the important transport role of the street rather than clear pedestrian and cycle priority as with other streets in the City Centre.
- Investment in the quality of material and introduction of street trees will help the area play its role as an important arrival point to the City Centre.
- As with other east – west routes in the City Centre, the public realm design should change where the street meets Armada Way to reflect the primacy of Armada Way.
- Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.

ACCESS AND MOVEMENT:
- Mayflower Street plays an important role in accommodating buses and access to the new coach station.
- Adopt integrated traffic management systems and investigate reducing vehicle speeds to 20mph throughout the City Centre area.
- As one of the few routes with good connectivity to the ring road and located away from the primary retail streets the City Centre masterplan also identifies this street as a potential location for accommodating strategic car parks with access directly from the street.
- Remove on-street parking bays to better utilise strategic car parks and facilitate bus movement and stops.
ROLE AND FUNCTION:
As the name suggests Frankfort Gate should form an important arrival point into the City Centre from the west. It should provide a strong link across Western Approach to King Street and Western Approach car park. Frankfort Gate also plays an important role in providing the approach and setting to the City Market.

PRIORITIES FOR CHANGE:
Improved connectivity across Western Approach with removal of the pedestrian footbridge in favour of a new at grade crossing.

Environmental improvements to improve the first impression of the City Centre when arriving from the west.

URBAN DESIGN PRINCIPLES

BUILDING MASSING:
The existing building massing supports the role of this space and forms a distinctive part of the City Centre grid. The existing building line should be retained, while buildings are taller than elsewhere in the City Centre there is still some scope to increase the building heights from 4 storeys to around 5-6 storeys in line with the general principle of intensification in the City Centre.

LAND USE:
The existing mix of land uses support the role of the space well, any changes of use should retain active ground floor uses with residential or office accommodation above.

PUBLIC REALM:
An update to the public realm should form part of any scheme to improve accessibility to the west raising the quality and language of materials to match
other areas of public realm around the City Market.

Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.

ACCESS AND MOVEMENT:
As part of an improved link across Western Approach it may also be possible to introduce a new vehicular access point into the City Centre grid taking some of the pressure off New George Street and Raleigh Street as the main means of access.

One of the key principles of the City Centre masterplan is to locate much improved crossing in this location, in practice this means removal of the unattractive, dated and underused pedestrian bridge with an at grade crossing of Western Approach. This would transform this space, opening up visibility and access to the neighbourhoods to the west and encourage better utilisation of the Western Approach car park.
ROLE AND FUNCTION:
The north – south route from Eastlake Street to Old Town Street through Drakes Circus forms an essential connecting piece of the City Centre. It is the only north – south route connecting the main streets of the City Centre to the east of Armada Way. Its role extends beyond the boundaries of the City Centre by connecting to the University, College of Art and proposed History Centre to the north and to the south it provides a link towards the Barbican and Sutton Harbour and the proposed Drakes Leisure development.

PRIORITIES FOR CHANGE:
- Public realm improvements to Old Town Street and St Andrews Cross to strengthen the role as a key route.
- Greater level of enclosure and activity along Eastlake Street.
- Better utilisation of Jigsaw Park.

URBAN DESIGN PRINCIPLES

BUILDING MASSING:
- The existing frontage to Eastlake Street is poorly defined with a lack of active uses and poor building enclosure. Opportunities to improve this may be possible through the inclusion of larger permanent or semi permanent pavilions or kiosks including a pavilion building on Jigsaw Park. Design intervention should be of the highest quality to reflect the strategic nature of this route and the prominence of Jigsaw Park.
- Building quality and enclosure to Old Town Street is much better defined with active uses and higher quality buildings which should be retained. There is limited potential for physical intervention in these buildings with the possible exception of sensitive refurbishment, addition of new land uses and updating and extending the retail space.

LAND USE:
- New kiosks and pavilions should provide active ground floor uses such as retail and food and drink.

PUBLIC REALM:
- Public realm to Eastlake Street has benefitted from recent investment in high quality materials, tree planting and adoption of shared space principles and managed access to minimise the impact of vehicles on the pedestrian and cyclist experience. However, Old Town Street is currently dominated by traffic with a wide carriageway, loading and taxi drop off and turning. A comprehensive redesign of Old Town Street which aims to provide clearer and more attractive link towards St Andrews Cross and Exeter Street would
help the street perform its primary role as a connection between key areas of the city. The implementation of such a scheme offers clear benefits in defining better links from the City Centre towards the waterfront.

- Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.

ACCESS AND MOVEMENT:

- This route should continue to function as an important link, maintaining open access through Drakes Circus is essential.
- Taxi drop off on Old Town Street should be retained but a better balance struck with the needs of pedestrians and cyclists and making Old Town Street an attractive and clear route towards the waterfront.
- Adopt integrated traffic management systems and investigate reducing vehicle speeds to 20mph throughout the City Centre area.
NOTTE STREET & THE CRES CENT

ROLE AND FUNCTION:
Forming the southern boundary of the City Centre area; Notte Street and The Crescent play an important part of defining the connection between City Centre and the waterfront neighbourhoods to the south. This street must strike a balance between its transport role and its importance in offering connectivity into the surrounding neighbourhoods. Large vacant building plots also offer significant potential to transform the route into an attractive urban street with stronger north – south pedestrian/cycle connectivity.

PRIORITIES FOR CHANGE:
- Establish better links between the City Centre and the waterfront through significant development on the vacant plots to the north which can add greater level of activity to the area and introduce additional north – south links to the City Centre.
- Improve pedestrian and cycle crossings particularly where the route meets Armada Way.
- Celebrate the higher quality buildings along this route with the sensitive addition of contemporary new buildings on vacant development blocks.

URBAN DESIGN PRINCIPLES

BUILDING MASSING
- The more attractive sections of this street are located where the buildings address and enclose the street. There are significant opportunities to improve the consistency of building line and add to the lively mix of building styles along this route.
- This street offers opportunity for taller buildings; some of the existing buildings are 8-9 storeys high, and proposed student accommodation to the north of the Reel Cinema and Athenaeum building are around 14 storeys. The Street also falls within the zone of opportunity for tall buildings identified in the adopted Sustainable Design SPD.

LAND USE
- Located away from primary retail areas of the City Centre the area will be defined primarily by office, residential and student uses with some active ground floor uses of leisure, food and drink and small scale retail to animate the public realm along key routes between the City Centre and waterfront.

PUBLIC REALM
- In the current arrangement there is little to signify the presence of Armada Way when moving along Notte Street. As with other east – west routes in the City Centre, the public realm design should change where
the street meets Armada Way to reflect the primacy of Armada Way. This means that the materials and character of the planting should provide a break in the continuity of Notte Street around an enhanced crossing.

- Opportunities to reduce the visual intrusion of highways dominated signage, signals, materials, lining and guard rails should be explored to improve the pedestrian and cyclist experience along and across this route.

ACCESS AND MOVEMENT
- Explore the possibility of much improved crossing and Strategic Crossings in key locations as identified in the City Centre masterplan.
- Seek to provide better north – south links to the City Centre in the re-developed urban blocks to the north.
- Adopt integrated traffic management systems and investigate reducing vehicle speeds throughout the City Centre area.
**ROLE AND FUNCTION:**

The Lanes will offer the opportunity to re-capture the internal network and spatial qualities of the original Abercrombie and Watson plan and introduce a finer grain into its existing grand structure. A key part of this is the introduction of a series of north-south ‘Lanes’ which fit within the City Centre grid but offer an entirely new type of space and visitor experience. The ‘Lanes’ will encourage re-colonization and intensification of existing blocks by introducing flexible and adaptable plot characteristics capable of accommodating new richness in land use and offering investment opportunities currently missing from the City Centre.

**PRIORITIES FOR CHANGE:**

- To create new lanes through the subdivision of the large post war blocks, making better use of the inefficient and unattractive surface parking to the rear.
- Adapt, intensify and re-colonise existing, underused north-south routes in the City Centre.

**URBAN DESIGN PRINCIPLES**

**BUILDING MASSING:**

- The main streets of the City Centre grid are relatively uniform; they are very straight, long and wide and have a strong civic or public role. Introducing new north-south routes or adapting existing ones should be seen as an opportunity to vary scale and enclosure to provide a different type of space perhaps offering narrower lanes, covered streets, arcades, garden spaces or small public squares.
- Building heights along the lanes should generally follow the intended heights of the surrounding block inkeeping with the character of the City Centre grid, generally around 5-6 storeys.

**LAND USE:**

- The new type of spaces offered by the lanes should be seen as an opportunity to increase the floorspace, level of activity and range of land uses in the City Centre. All the lanes do not need to be the same in character and land use and may be designed to bring residential use to the ground floor or offer a different type of retail or food and drink space.

**PUBLIC REALM, ACCESS AND MOVEMENT:**

- Opportunities to design the spaces as semi private could be explored to make more attractive residential streets along with inclusion of garden and play space.
- The lanes would generally be intended to be narrower and lend themselves to non-intrusive forms of vehicle access such as shared space.
- Consider opportunities for weather protection for pedestrians where it can be fully integrated into the building frontage and does not obscure key views.