



Newquay

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Newquay is one of the UK's most popular seaside holiday resorts and the largest town on the north coast of Cornwall. It is recognised internationally as a premier surfing destination and has become established as the country's 'surf capital'. It has a natural setting and wonderful beaches that are second to none and succeeds in attracting 750,000 visitors per year, many of which use the town as a centre to visit other attractions in Cornwall.

The past two decades have seen a change in the tourism market, and growing competition from other UK and international resorts. Because of this, the Newquay tourism market has suffered. There has been a lack of investment and deterioration of many buildings, streets and spaces within the town. This has contributed to a lack of quality and negative perceptions which inhibit revitalisation and diversification of the tourist industry. The unemployment rate is high compared to other areas, and fluctuates seasonally. These factors also detract from the experience of actually living and working within the town.

There are signs that the regeneration of the town is starting to happen, for example with the new Fistral Surf

Centre and the Extreme Academy. Restormel Borough Council and the Town Council have delivered a number of significant regeneration projects and Cornwall County Council are implementing significant public realm enhancements in the town centre, setting a new standard for high quality natural materials. There are many exciting development opportunities within, and on the edge of, the town that could bring substantial benefits to its population and visitors, but only if developed appropriately.

Recognising the potential of Newquay and the growing developer interest in the town, in 2002 Restormel Borough Council and the South West of England Regional Development Agency formed the Newquay Core Group, now the 'Surf Capital Steering Group' (SCSG). The aim of the group was to agree a vision for the town and take active steps to deliver that vision working with the rest of the community.

One of the first tasks of the Surf Capital Steering Group was to commission LDA Urban Design to develop the vision in consultation with the community and prepare an Action Framework to co-ordinate and prioritise development within the town.

The brief set out by the SCSG called for a document which set out:

- a clear vision and direction for the regeneration of Newquay;
- an Action Framework developed with the agreement and participation of key stakeholders;
- an Action Plan describing the key tasks necessary to implement the framework.

introduction

the approach and context

Newquay has been studied several times in the past. This study builds on the previous work and brings together key proposals into an achievable set of actions. From the outset our aim was to produce an exciting piece of work that served to provoke debate, raise aspirations and inspire. At the same time we recognised that even the most radical ideas had to be deliverable.

The approach involved:

- reviewing the planning context and all the previous studies;
- talking to local people and organisations to better understand the concerns and priorities of the community;
- undertaking our own analysis of the problems and opportunities within the town;
- agreeing the basic priorities for the Action Framework with the steering group;
- developing initial ideas for the regeneration of the town and discussing these with SCSG and Newquay Regeneration Forum (NRF);
- preparing a Draft Action Framework and holding a series of press briefings prior to a public exhibition held over two days in September;
- carrying out cost and market viability testing of the proposals;
- carrying out a sustainability appraisal of the proposals; and,
- finalising the Action Framework.

This document represents the outcome of this work. It should be noted that it does not exhaustively re-visit all of Newquay's regeneration opportunities and constraints. The previous work has ensured that these are comprehensively reviewed elsewhere. This framework therefore focuses on the overall urban framework, the site specific proposals and the steps necessary to deliver.

Planning policy context:

In recent years there has been a considerable shift in emphasis of planning policy in order to achieve the goal of sustainable development. The Government sees the planning system as the main mechanism by which it will deliver on the commitments set out in the UK Strategy for Sustainable Development, which seeks to achieve social progress which recognises the needs of everyone; effective protection of the environment; prudent use of natural resources; and, maintenance of high and stable levels of economic growth and employment. Over recent years Government Planning Policy has increasingly strengthened commitments to sustainable development, promoting the use of already developed areas in the most efficient way whilst making them attractive places to live and work; conserving the natural and built environment; and, shaping new development patterns in a way that minimises the need to travel.

Sustainability means that when making planning decisions social, environmental and economic objectives must be considered together, not just one at the expense of the others. Thus if an economic objective is pursued then it should not detract from social and environmental objectives. The overarching theme of sustainable development is effectively reflected in the policies of Cornwall County Council Structure Plan (Deposit Draft 2002) and the Restormel Borough Council Local Plan (2001-2011). When applied to Newquay these policies mean:

- making the best use of previously developed land in the town centre;
- increasing the density of people living and working in the town centre to maintain its viability and attractiveness;
- ensuring an adequate provision of employment land to meet future needs and ensuring that it is accessible by non-car modes of transport;
- improving public transport to reduce the reliance on the private car;
- enhancing the quality of the built environment to ensure that the town remains a place where people want to live and holiday; and
- protecting and enhancing the natural and cultural heritage of the town.

This framework takes into account Government, regional and local planning policy and aspires to best practice in urban regeneration. Proposals have been subject to a sustainability appraisal which has demonstrated that they effectively balance social, environmental and economic objectives.

The Action Framework also takes into account changes to the planning system proposed under the Planning and Compulsory Purchase Bill (2003). This envisages a new system of Regional Spatial Strategies and Local Development Frameworks (LDFs). The latter will replace the local plan. LDFs allow for considerable input into the planning process by the community and the production of a number of Local Development Documents (LDDs), including area action plans and supplementary planning documents. The way this document has been produced accords entirely with the LDF process meaning that the document can be given statutory weight as a LDD in the future.

Previous studies:

- *Newquay Regeneration Programme (July 1995) Atlantic Consultants*
- *Mid Cornwall (St Austell and Newquay) Regeneration study (Nov 1997) ICE Consulting*
- *Newquay Harbour and Fistral Beach Regeneration study (Feb 1998) Moucel Consultants*
- *Newquay Town Centre Design Guide*
- *Newquay Shop Front Design Guide*
- *Newquay Growth Area (July 2000) Restormel Borough Council*
- *Newquay and its Rural Hinterlands Regeneration Masterplan (Sept 2001) Hyder Consulting*
- *Historic Characterisation for Regeneration NEWQUAY (April 2003) Cornwall and Scilly Urban Survey*
- *Cornwall County Council Structure Plan (Deposit Draft 2002)*
- *Restormel Borough Council Local Plan (2001 - 2011)*



The Action Framework has been prepared working closely with the SCSG, the Newquay Regeneration Forum and many others throughout the course of the project. A presentation of the draft framework was made to key stakeholders in August 2003 at the Headland Hotel. The proposals contained in the framework take on board many of the views and priorities of these groups and organisations.



In preparing the framework we recognised that it was also vital for the people of Newquay to have an opportunity to see the plans, provide comment and input their own ideas. To this end a two day public exhibition was held in mid-September 2003.

This was preceded by a comprehensive press briefing and widespread local press coverage in the Newquay Voice, Cornish Guardian, BBC Spotlight News and Westcountry Live. The newspapers in particular provided extensive coverage including plans, illustrations and explanations of all the key proposals.

The exhibition was extremely well attended with over 500 people attending over the two days. Attendees were given the opportunity to complete consultation forms giving feedback on all the proposals. Of those returning forms 76% expressed support for the vision and the ideas presented. Only a very small percentage (4%) did not support the proposals at all. There was a very strongly expressed desire to see positive change and the regeneration of the town. However a small number of the proposals were less well received, even amongst those who expressed overall support. For example the potential to develop the golf course as an exemplar of sustainable tourism related to the 'surf capital' brand was opposed by nearly 40% of people who filled in a form and many more who attended the exhibition. In light of these concerns we have modified the proposals contained in this framework.



A final chance for the public to comment was given in a widely advertised open meeting arranged by the Newquay Regeneration Forum. This was attended by the Surf Capital Steering Group and LDA. The meeting was billed as the last chance to provide input into the framework. Approximately 80 people attended the meeting and the overall response was very positive with the focus being on how to make regeneration happen rather than any particular opposition to the ideas presented.

Overall, we have been impressed by the commitment of the people of Newquay to revitalise their town. The challenge now is to turn that commitment and goodwill into positive actions to deliver the proposals set out in this framework.

LEFT
Photographs of the public exhibition of the draft Action Framework which included a film.

public consultation



School pupils were asked to imagine how they would like to see Newquay change in the future.

The images above show some of their ideas. These informed the preparation of the draft Action Framework.



The Vision for Newquay: aerial view showing key development opportunities and public spaces.

the vision for newquay: surf capital of the uk

At the outset we were given a very clear idea of the SCSG aspirations for the project. The vision prepared by the group for the town sees Newquay as the 'Surf Capital of the UK' and seeks to 'capitalise on Newquay's unique asset, the quality of surf and beaches, by being a quality resort for tourists and locals alike. Also to be a leader in sustainable coastal tourism where a superb and accessible natural environment supports a healthy and vibrant resident community of all ages.'

One of the misconceptions that we encountered during the consultation process was that the proposals were just for the visitor. Nothing could be further from the truth. Our starting point is the desire to make Newquay a better and more sustainable place for the residents and businesses of the town. It can become a place with a populated town centre all year round, enlivening streets and spaces and supporting the economy; a place where there is easy access to some of the best coastal scenery in the country but also many of the benefits of urban living including good places to eat and drink, arts and cultural facilities, and good public transport. It will in the future attract a wider diversity of people, both as residents and visitors and these will contribute to a thriving year round economy. There is potential for some wonderful new architecture on the seafront - buildings that could put the town on the international map - and new exemplar sustainable development on the edge of town that can bring new employment opportunities and community buildings.

The overarching vision is more fully explained in the accompanying document - 'Newquay Vision'. This document brings the vision to life by clearly showing what it means for each area of the town and key development sites.



newquay today

Newquay is the largest town on the north coast of Cornwall, stretching along the cliffs and slopes from Watergate Bay to Pentire. Facing into the Atlantic swell, subject to the ocean's moods and seen in ever-changing coastal light, the town really is the Surf Capital of the UK. There is no better place to feel the salt air, experience the fury of a winter storm, watch the setting sun turning the waves into beautiful back-lit artworks, surf in the eye of an Atlantic depression or bask in the summer sun.

Newquay gives rise to contrasting feelings and impressions. Its stark relationship with the sea makes the town a special and unique place. Sitting on Fistral beach on a warm summer evening as the sun drops below the horizon there can seem no better place to be. But visit the town on a wet Saturday in October and it is all too apparent that its wonderful natural setting is terribly let down by the quality of streets, spaces and buildings. This is just one of the more obvious signs of the need for regeneration. Seasonal unemployment is high, and the town's economy needs to diversify, both in terms of employment and retail opportunities. Late on a Friday or Saturday evening it is obvious that the town's nightlife is thriving but lacks the quality and variety to attract a broad range of people. The town is almost too busy during the short summer months but is not busy enough throughout the year to sustain a vibrant economy.

But the town is beginning to change. There is a palpable desire amongst the local authorities, agencies and the community to see real regeneration that builds on the many assets of the town. Cornwall County Council are currently implementing public realm enhancements within the town centre. The private sector is investing in the town and high profile developments such as the Fistral Surf Centre and The Extreme Academy have started to raise its status.

The images on the following pages graphically illustrate some of the key issues, including poor quality streets and spaces, sites which are not being made the most of, economic, social and transportation issues.

natural
quality
of
natural
environment
natural
environment

spectacular



coastline
coast

visitors
most like



the beaches & sea

40% of visitors



cliffs
go walking along the cliffs



gannet
estuary

spectacular
headlands



barrowfields

direct air connection
between
newquay and london

links
with

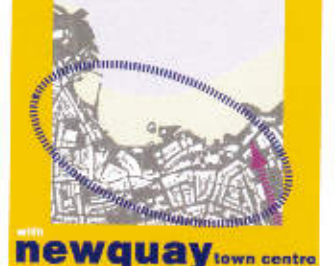
regional
national and
international
community

8% of people
visiting newquay



arrive
by
bus or coach

direct rail connection



newquay town centre

3% of people
visiting newquay



arrive
by
train

good access to . . .



regional road network

no sense
of
arrival

by

train,
car or
bus

too much
clutter



poor
quality
signage

too many types
of material



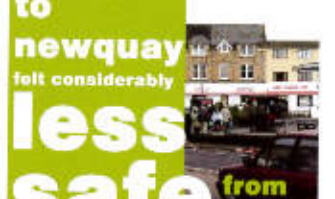
too little
quality

pedestrian
vehicular

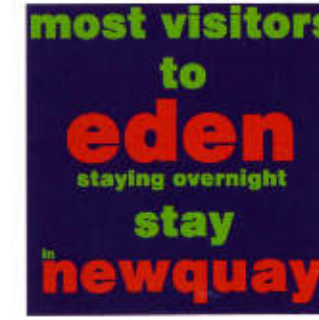
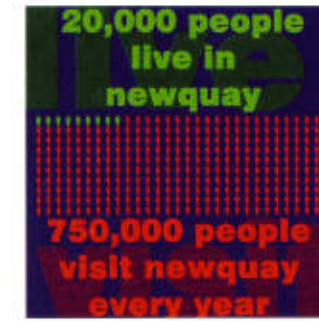
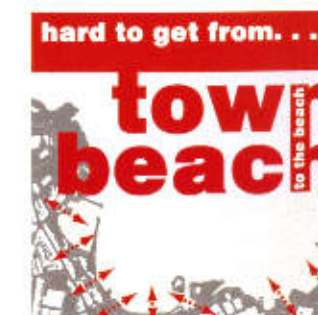
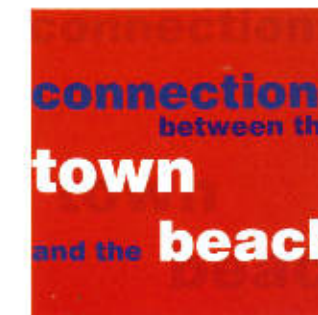
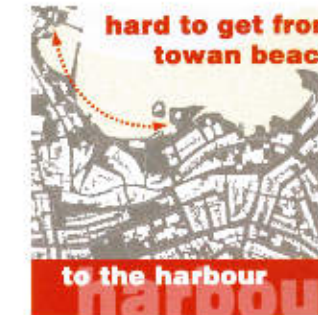
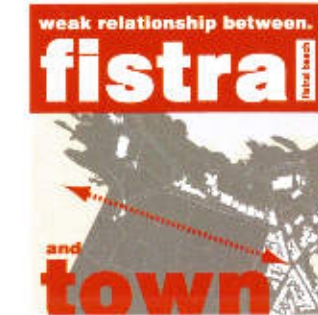
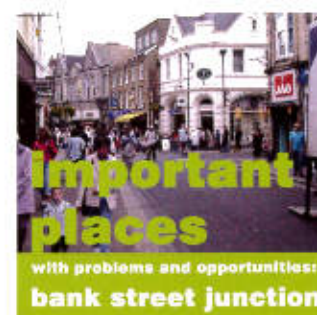
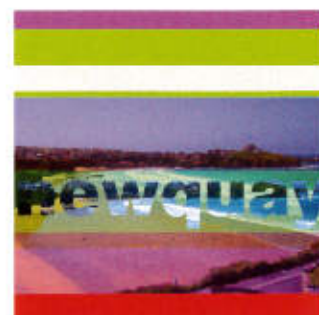
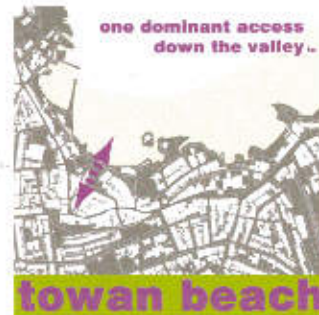
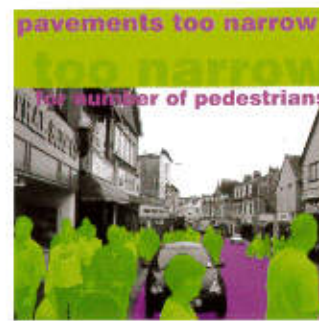


conflict

visitors
to
newquay
felt considerably



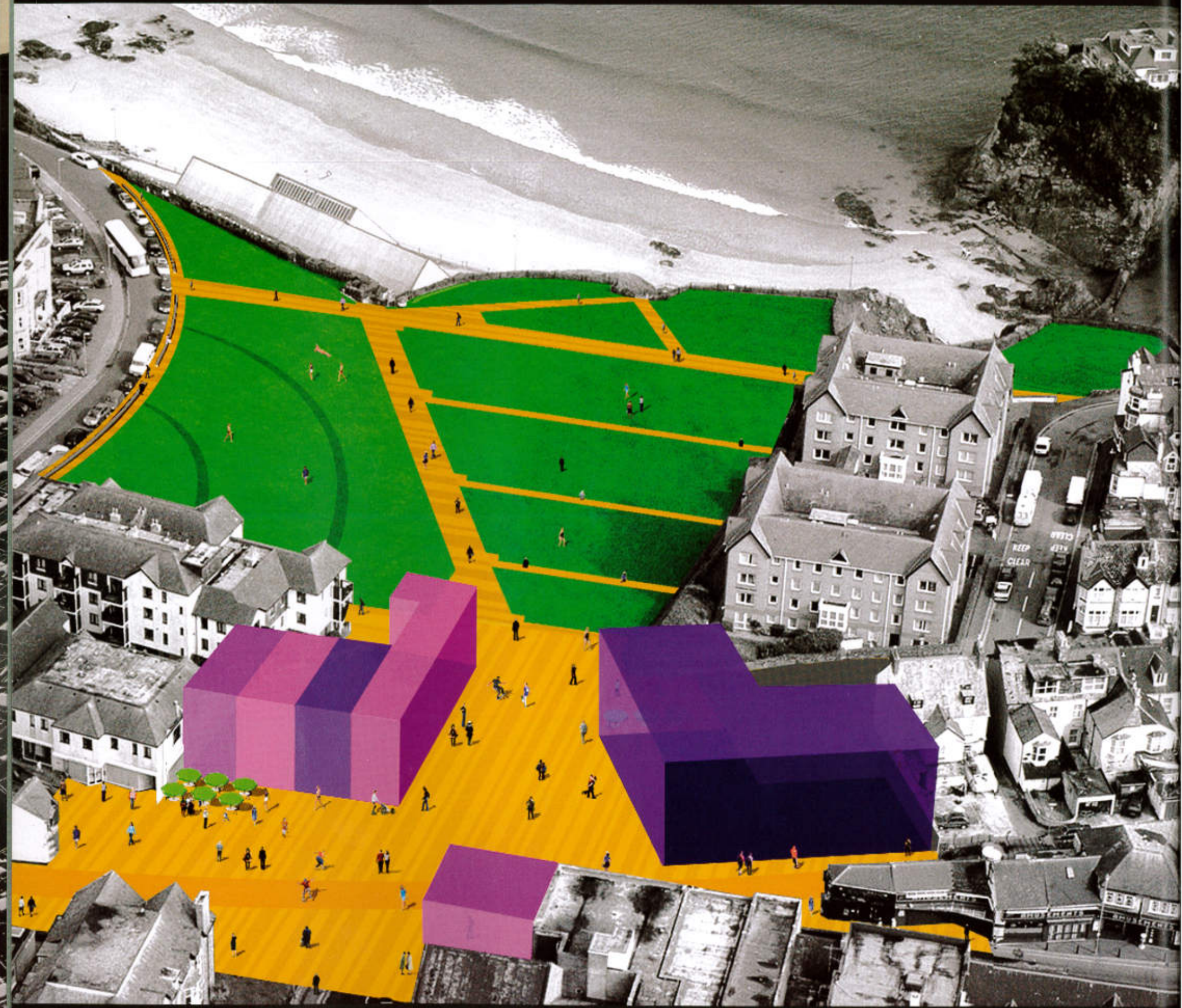
less
safe
from
traffic
than at other UK resorts



The natural environment is let down by the built environment. It is essential to enhance the quality of buildings, streets and spaces within the town

Linkages between the town and the beach need to be improved

The seasonal economy needs to be diversified and extended over the whole year.



The Newquay Action Framework provides a co-ordinated tool for planning, public realm enhancement and development. It identifies how the development of the key sites should be prioritised and sets out a comprehensive plan for action. The aims of the framework are to:

- extend the attraction of Newquay throughout the year;
- maintain the vitality of the town throughout the year;
- broaden the economic base of the town;
- provide greater choice in housing, workplaces, shopping, leisure and recreation provision;
- improve public transport provision;
- improve the quality of the built environment; and,
- direct the strategy on the balance between peripheral growth and renewal.

To achieve this, the framework has five main elements:

- **Part 1** describes how the various parts of the town that are defined by different uses and character should evolve in the future. This includes describing the sorts of uses considered appropriate in each area and the general character that should evolve over time.
- **Part 2** provides a public realm strategy for the town. This sets out the role of streets and spaces within the town and provides guidance on how they should be improved / enhanced in the future. The public realm strategy seeks to strengthen the image and legibility of the town and clearly define the main urban spine of the town.
- **Part 3** sets out a transport and infrastructure strategy for the town, which includes a preferred approach to resolving parking issues.
- **Part 4** describes how each of the priority sites within the town should be developed, and establishes clear design and development aspirations for each site.
- **Part 5** reviews the viability of the development proposals for each of the key sites and identifies where public sector funding may be necessary and sets out a clear action plan including prioritised actions and responsibility.

the newquay action framework



part 1 land use and character framework

The framework identifies a number of areas which should be distinct in terms of land use and character. The areas identified and the key principles that should guide planning and development within each are described below. The principles reflect the *'Historic Characterisation for Regeneration - NEWQUAY' (April 2003) Cornwall and Scilly Urban Survey*.

	Commercial Core		The Harbour
	Towan Valley		The Headlands
	Fore Street		Killacourt
	The 'Zone of Tranquil Pursuits'		Trenance Gardens and Leisure Park - the 'Green Heart'
	The 'Bohemian Triangle'		Residential Areas
	The Golf Course		Growth Area

Commercial Core: This is the main retail heart from the railway station to Central Square. It should continue to be the main commercial core and include Manor Road and the railway station site. Over time the current mix of businesses should be encouraged to change to achieve higher quality and greater diversity, a reflection of the more diverse profile of the people living in and visiting the town. The priority uses will be retail with less of an emphasis on fast food outlets, pubs and clubs.

Towan Valley: This is recognised as the main route to the beach; an area to eat, drink and people-watch. Major development opportunities provide the possibility of new arts, leisure and retail development, together with some holiday accommodation or residential uses. Over time the area should attract a broad range of people, both day and night, and provide a diverse and high quality night-time economy. Although bars and restaurants may be appropriate, they should be of a high quality and able to demonstrate management measures to discourage excessive alcohol consumption and encourage their use by a broad cross-section of the community.

Fore Street: This street has a smaller scale than the commercial core and is one of the oldest streets in the town. It has the potential to become a 'café quarter', a street with quality eating and drinking opportunities mixed with small-scale retail and creative businesses. Large-scale pubs and clubs should be discouraged in this area. The impact of traffic should be reduced, heritage buildings enhanced and opportunities created for outdoor eating. There will be colourful, well designed and highly active frontages addressing the street to create a street with a 'buzz' at all times of the day.

The 'Zone of Tranquil Pursuits': This area extends east from the Rocklands Hotel along the frontage of the hotels that address Narrowcliff. These hotels are frequented by a range of people including more mature visitors and coach parties. The aim within this area is to create a relaxing and beautiful promenade, making the most of the stunning views and natural environment. The area should feel very different to the hustle and bustle of the town centre on a summer evening. It should be an area for walking and watching the sea with a safe and tranquil ambience. Barrowfields should be enhanced as a gateway into the town, perhaps through the introduction of a more natural landscape management regime and through the introduction of new street furniture. The impact of the road and the speed of traffic on it should be reduced by appropriate traffic calming.

The 'Bohemian Triangle': This is an area with a number of small-scale, creative industries and businesses. The area offers opportunities for talented and creative people to lease small workshops and studios to start new businesses. They create a colourful and vibrant area with artists, small surf businesses, and other creative industries. These uses are important and add to the vitality of the town. The conversion of this area to housing should be avoided and its role as a cultural quarter should be protected by improving the employment accommodation. However an innovative mixed use development that combines employment and residential uses may be acceptable.

The Golf Course: The area of the golf course serves to provide a separation between the main part of the town and Fistral beach. This strong landscape separation is important to the image of the town, allows views down the coast and enhances the experience of getting to, and being on, Fistral beach. It is clearly the view of many within the community that the golf course should be protected in its entirety, and this view is supported by the framework. However, if the facility is really to contribute to the future renaissance of the town it needs to perform much better in terms of its appearance and the image that it gives. It should be enhanced through appropriate landscape design and management to become a much more attractive 'links' landscape creating a beautiful semi-natural backdrop to Fistral beach. It would be wrong if this document failed to acknowledge that in the future it is possible that the golf course will relocate, and other uses may be proposed for the area. In this instance, any development that simply 'rolls' the town out to the edge of Fistral beach should be avoided. If, in the future, any alternative use for the golf course area is proposed it should be a truly spectacular development, something that will put Newquay on the international map. At the same time it will need to maintain the openness of the landscape. We believe that an appropriate use may be a beautiful high quality 'surf village' as an exemplar of sustainable tourism. Stunning low and unobtrusive buildings could be set in a strong landscape structure linked to the town by publicly accessible open space and possibly incorporating a nine-hole golfing facility.

The Harbour: The harbour should retain all of its existing economic uses - it should remain very much as a working harbour and existing uses should be protected. However, the area also offers a different experience to other parts of Newquay and could be an important part of a more diverse night-time economy. It is a tranquil backwater, and in the future should capitalise on this to provide a quality area for eating and drinking away from the bustle of central Newquay. Large scale noisy pubs and clubs should be avoided.

The Headlands: The natural environment of the headlands should be managed to protect and enhance their natural qualities. Indigenous coastal vegetation should be encouraged to emphasise the natural qualities of the landscape, and robust and well designed furniture should be provided. Access from the town around the whole coast should be promoted and, as development occurs around the cliff edge, opportunities should be taken to create a continuous coastal link from Watergate Bay to Pentire.

Killacourt: This area should continue to be the main green space in the town centre. It should be improved to provide better facilities for events and recreation but its essential character should remain largely unchanged.

Trenance Gardens and Leisure Park - the 'Green Heart': This area comprises the green heart of the town, and offers a remarkable recreational resource for residents and visitors alike. It should be promoted as a single leisure facility providing a range of recreational opportunities. An overall masterplan for the area should be developed to unite all the different uses and encourage excellence and consistency of design approach.

Residential Areas: A key part of the framework is to encourage more people to live in the town centre. Opportunities for residential development include The Manor and Mount Wise car parks, the area to the west of Tower Road and the growth area. New residential development should be of the highest standards of design and meet Government guidance on density. In existing residential areas unnecessary traffic use and 'rat-running' will be discouraged. Some streets will become home zones, with very low traffic speeds and improved surfacing and landscape. These areas will also continue to contain a large number of hotels and guest houses. These uses should be encouraged, and quality accommodation should be encouraged.

Growth Area: The area allocated for future growth to the east of the town centre offers an opportunity to provide much needed employment land to the town. At the same time, Newquay still has a well preserved landscape setting, and it is important not to compromise this with the wrong type of development. In the future it is envisaged that the growth area will be developed to provide high quality employment land related to the surf industry, other niche industries, some 'traditional' employment and other appropriate uses. Large-floorplate uses, warehousing and heavy industry would be directed to other employment centres within the District. We would not wish to see the area filled up with 'bog-standard' retail parks and large sheds that would detract from the image of Newquay. The growth area could be developed in two clusters, around Trencreek and Gusti Veor, each would have their own facilities and neighbourhood centres and would create real places. They would need to be extremely well linked into the existing urban area of Newquay. The scale of the buildings would be modest, architecture would respond to the need to achieve well-designed sustainable development within the context of the local microclimatic conditions. The growth area should have its own rail halt which could potentially be linked to a park and ride facility.

part 2 public realm strategy

The public realm strategy identifies the key streets and spaces, and the design standards that should apply to each. Simply, the strategy seeks to reinforce the urban structure. It establishes a simple hierarchy of streets and spaces and sets out the design principles that should apply. Generally high quality natural materials should be used, detailing should be very simple and robust and avoid unnecessary patterning and street furniture. The key principle is that for each level on the hierarchy of streets and spaces, a standard materials palette is developed. This can then be applied to all public realm and streetscape works that occur within that level on the hierarchy.

Approach Roads

It is essential that the arrival experience when arriving in Newquay by car presents a positive image. It should be very clear where to go to park. The approach roads need to be designed to have well-defined attractive frontages to adjacent properties. Landscape, street furniture and surfacing should create a very clear legibility and help define the routes to the main car parks.

Primary Streets

These are the main streets that make up the dominant urban structure. There are four different categories of primary street:

- **Pedestrian core - inner:** These areas should be pedestrianised at all times apart from for servicing and access. They should be defined by the use of high quality natural materials and furniture and flush surfacing between the building lines where appropriate.
- **Pedestrian core - outer:** Slightly away from the main urban core there is a slightly greater requirement to accommodate traffic movement. It is proposed that these streets are designed to be pedestrianised at key times of the day during the peak season, though some limited vehicular movement will be allowed for access. They should operate on a one-way basis where feasible in order to regain street space for the pedestrian, and allow for businesses to make use of the pavements. High quality materials will define footways and kerbs. Surfacing of the carriageway should be either an appropriate natural stone sett or asphalt depending on available budget.
- **Edge of core:** At the edge of the urban core all traffic movements will need to be catered for. Where possible, for example where the road is excessively wide, space should be won-back to improve the pedestrian environment. Footways and kerbs should be high quality natural materials.
- **Promenade:** Between the town and Fistral Beach, and along Narrowcliff there is a need for a high quality pedestrian environment related to the natural environment and the town. Traffic movement also needs to be accommodated. These areas should be developed as promenades with a spacious footways, planting and high quality furniture.

Secondary Streets

These are less important to the urban structure. The public realm strategy sees these as improved, with opportunities taken for enhancement of the pedestrian environment where possible.

Laneways and Gunnels

These form an important part of the urban structure, and in particular provide the links from higher ground down to the beaches. A number of new gunnels are proposed within new development, and others should be enhanced. High quality natural paving materials should be used. These should be of a small unit size reflecting the scale of the spaces.

Key Spaces

- **Urban spaces:** A key characteristic of the town are the small public spaces along the main street and elsewhere. The strategy identifies these, including new spaces arising from proposed development. Each space should be simply designed with the minimum of clutter using high quality natural materials. Pedestrians should be given priority over the car where possible, and any road surfaces should be integrated into the space by using smaller units of the same paving material. Flush paving surfaces are recommended where possible, though low kerbs are preferable to a forest of bollards.
- **Green spaces:** The key green spaces within the town should be formal, well designed and robust. The two areas are Killacourt and the proposed new Mount Wise Gardens. Killacourt should essentially retain its existing character, but would benefit from simplification and provision of better facilities for temporary events. The new Mount Wise Gardens should be attractive and contemporary, and of a high design standard. They should provide an important resource for local residents to the south of the town centre.
- **The natural environment:** The headlands and Barrowfields are a key part of the public realm. They should be managed to enhance their natural qualities. Linkages from the town to the headlands, and around the top of the cliffs should be enhanced and developed.

Green Links

Green Links are existing and potential pedestrian routes through a predominantly 'green' environment. They include links to the Growth Area and the Gannel Estuary. These should be attractive safe routes with well maintained tree and shrub planting and surfacing appropriate for both pedestrians and cyclists.

Possible Future Links

Depending on the future of the golf course, there are potentially important links west from the town centre, over the golf course to Fistral. The nature of these links will depend on the eventual use of the golf course area. Although difficult to achieve, there is also a future possibility to achieve a link around the top of the cliffs from the Railway Station to Killacourt.



	approach roads		secondary streets		green links
	primary streets:		laneways and gunnels		possible future links:
	pedestrian core - inner		key spaces:		future cliff top link
	pedestrian core - outer		urban spaces		possible important links dependent on golf course option
	edge of core		green spaces		car park
	promenade		the natural environment		

part 3 transport and infrastructure framework

The nature and quality of transport infrastructure in Newquay is absolutely fundamental to successful regeneration. The town simply cannot afford to get any busier during summer months without a serious impact on both its livability and attractiveness as a place to visit. Park and ride is a priority together with improved public transport and a review of parking arrangements within the town. We have suggested potential sites for improved parking within the town, but these should only proceed together with a concerted effort to transfer people to public transport on the edge of the town. Each aspect of the transport strategy will require further detailed study and consultation prior to implementation.

There are a number of key issues that any transport and infrastructure strategy needs to address.

- The Newquay branch line is heavily subsidised and has very low patronage, resulting in an infrequent service of 7 trains a day. The branch line is not used by commuters, as there is no connection to St. Austell. Given its penetration into Newquay the rail line represents a massively under-utilised opportunity to decrease vehicular traffic into the town.
- The park and ride facility operated also by First Western National during the tourist season from Quintrell Downs does not operate successfully and fails to impact on the volume of traffic entering the town.
- Many of the existing car parks are in the heart of the town or close to the beaches and these serve to attract and draw traffic through the town centre. With many car parks having low numbers of spaces, the queuing, waiting and unnecessary circulation around town to find parking spaces, is a primary reason for town centre congestion and inefficient usage of the road network. Parking charges at 40p - 50p an hour are too low to act as a deterrent to town centre parking.
- Traffic congestion in Newquay is a summer season problem. Of the 750,000 visitors a year, about 40% arrive in July and August. The resident population of 20,000 swells to over 100,000 during the summer. Nearly 90% of people arrive by car, with a significant number of coaches bringing mainly elderly tourists from the Midlands, Wales, and the North. Most hotels do not have adequate parking for coaches, which park on the street, and carry out lengthy boarding and alighting activities also on street. The resultant heavy congestion often causes a complete breakdown in traffic flow, and lengthy delays for traffic coming into town.

Transport Framework - Objectives

The summer season congestion is already affecting the local economy. Potential visitors are already aware of the situation from TV and radio programmes, but more importantly repeat business suffers from the experience and frustration of traffic congestion. The transportation and infrastructure framework focuses on the following key factors:

- decreasing traffic in the town centre
- rationalisation of car parking provision
- increased or differential car parking charges
- improved car park signing information
- improved public transport penetration into the centre of the town
- rationalisation of coach parking provision
- provision of effective park and ride facilities
- improved facilities for pedestrians and cyclists
- provision of suitable supporting traffic management measures on the town centre road network

Transport Framework - Opportunities

Public Transport

The key to any improvement in urban traffic congestion is investment and improvement of public transport services and integrated ticketing. Critical to this is consideration of the use of the heavy rail line into Newquay station, improved interchange with buses and other modes, park and ride facilities outside town, and the further penetration of public transport into the town centre.

Our work suggests that there is an exciting opportunity to reconfigure public transport and park and ride facilities. We envisage a comprehensive redevelopment of the Newquay Station site to provide a new integrated transport interchange, a multi-storey car park, coach parking, and facilities for hotel shuttle buses. From the interchange there would be a new public transport service, penetrating into the town centre, perhaps a guided bus or light rail system. This would be routed along Manor Road, potentially continuing to Fistral Beach. Circular bus services could link the Station interchange to the Mount Wise and Tower Road car parks and major hotels.

We are aware of work elsewhere that shows light rail can prove far more cost effective than heavy rail, particularly in rural areas. We believe there is a possibility for light rail to be extended out of town on the existing heavy rail right of way, to be integrated with a park and ride facility (say) at the proposed Growth Area at Trencreek or Quintrell Downs. A new station and public transport interchange could be located here which could even become the new heavy rail terminus. The Growth Area or Quintrell Downs could also be the site of a new park and ride facility and act as a staging facility for visitors going to and from attractions elsewhere in Cornwall. Passengers would change to light rail at the new interchange, and be joined by park and ride passengers. The light rail vehicles would then use the existing heavy rail tracks and right of way as far as Newquay station, and then penetrate further into the town on the suggested new alignment.

Tour coaches often carry a split load of passengers for a number of hotels. We believe the transport interchange at the Growth Area or Quintrell Downs could also have facilities for coach interchange. Smaller shuttle buses could be used to transfer guests, removing the larger vehicles from the town centre.

Trencreek Growth Area Connections

Current growth area proposals include a spine road linking Henver Road to the A392 into Newquay in order to minimise the impact of traffic and avoid capacity restrictions at Trencreek. We believe strongly that any such road should be integrated into the overall masterplan for the growth area. It should not be a 'traditional' spine road but a street with a clearly defined character.

The 'link' road strengthens the case for locating the park and ride within, or on the edge of, the growth area. Traffic coming along the coast from the north could easily be diverted through the growth area to a park and ride facility and transport interchange linked to Newquay via light rail. The location of this facility would be such that it may even be possible to encourage traffic from the south to use it. The combination of employment and residential uses in the growth area and park and ride would give year round viability to the light rail link and enhance the status of the growth area as a 'place'.

Car Parking

Car parking is a major issue for the town. We do not foresee any short term prospect of reducing provision. However, car park pricing can be used as a management tool. Analysis of parking charges at other seaside resorts has shown that Newquay charges are low. Parking charges could, for example, be trebled during July and August, with the possibility of discounted prices for local residents and businesses. This would increase the short stay charges for visitors from £0.50 per hour to £1.50 per hour, and the 24 hour charge up to £10. The increased revenue could fund public transport improvements. We are aware of the sensitivity of proposals of this sort, and economic impact would have to be established prior to the implementation of changes. The recommended pricing increases would need to be accompanied by the park and ride facilities we have described. For drivers who drive into the town centre there must be clear signing, before the Trevemper Road roundabout, to 3 main town centre parking areas:

- A new multi-storey car park at Mount Wise with up to 4 levels, providing approximately 650 spaces. This would replace car parks at Fore Street, Beach Road, St. George's, Manor Road/Crantoek Street, representing a net gain of about 50 spaces.
- A second multi-storey car park at the railway station site, also providing approximately 650 spaces. This would replace parking on Oakleigh Terrace and Albany Road, and would represent a net gain of about 450 spaces.
- A surface car park alongside Tower Road, encompassing parking at Belmont and next to the golf club. The number of spaces would be similar to existing.

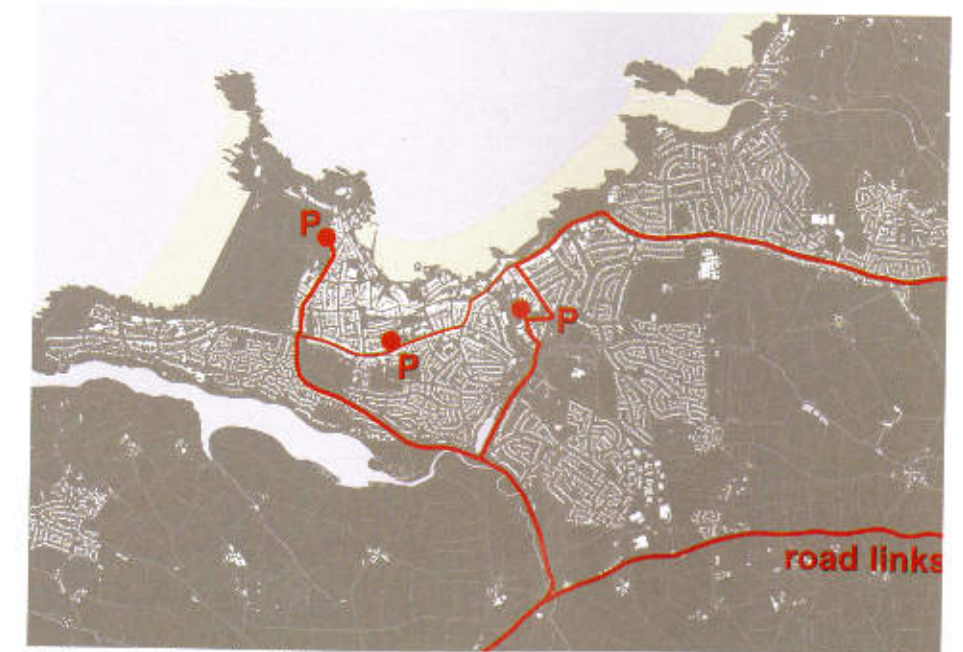
The clear identification of these facilities, together with closure of smaller inefficient car parks would help to reduce congestion within the town centre and make it easier for visitors to know where to park. Other key parking areas on the edge of the town centre, such as the Lusty Glaze car park, should remain, appropriately signed to reduce pressure on the town centre parking.

Coach Parking

Coaches are very important to the economy of Newquay, and need to be catered for. However, we recognise that on-street coach parking, boarding/alighting, loading/unloading and manoeuvring under tight site space constraints causes much congestion. Coach parking could be integrated with an efficient park and ride facility and 'staging post' on the edge of the town. We believe important town centre sites such as the railway station site are too important to be used for coach parking. Existing on-street and off-street coach parking can be continued where it does not conflict with the Action Framework.



Transport interchange at the station site



Main car parks and vehicle access

Strategic Transport Options

The transportation objectives together with the opportunities can be brought together into a holistic transport solution in a number of ways. We have identified four potential options, graphically illustrated opposite. All options embrace the opportunities discussed under 'car parking' above, i.e. the development of three main car parking areas for the town centre. Bus transport will be an absolutely essential part of the public transport solution and must be catered for. All options envisage an integrated transport interchange at the station site and some use of the railway that penetrates into the town. Whilst these options may seem ambitious, we believe they are achievable as part of a 20 year vision. The status quo is not tenable, and to get people out of their cars the alternative has to be fast, efficient and 'sexy'. Newquay is one of the UK's leading holiday destinations and has been described as the 'bed space for Cornwall'. It deserves nothing less than a modern transport system.

Strategic transport option 1

This option envisages the continuation of heavy rail into the town centre where it would terminate at an integrated public transport interchange, which would include a redeveloped railway station. The railway line would be used by a heavy rail shuttle which would operate from a park and ride on the edge of town, located either at Quintrell Downs or The Growth Area. The Growth Area would have a new rail halt. Public transport would operate from the integrated interchange in the town centre and serve all parts of the town.

Strategic transport option 2

This option proposes continuation of heavy rail into the town centre. This would be supplemented by a light rail system which would run on the same line between the town centre and a park and ride facility on the edge of town, either at the Growth Area or Quintrell Downs. The light rail would continue from the railway station along the lines of the old tram tracks, and through the town to Fistral. The railway station site would be developed as an integrated transport interchange and would need to accommodate both the train and the light rail. Buses would service the rest of the town and Cornwall from the interchange. The park and ride facility could also function as a staging post for trips to other parts of Cornwall, and also as a drop off point for coaches. People from the heart of the town would be able to get public transport direct to the coach pick up point.

Strategic transport option 3

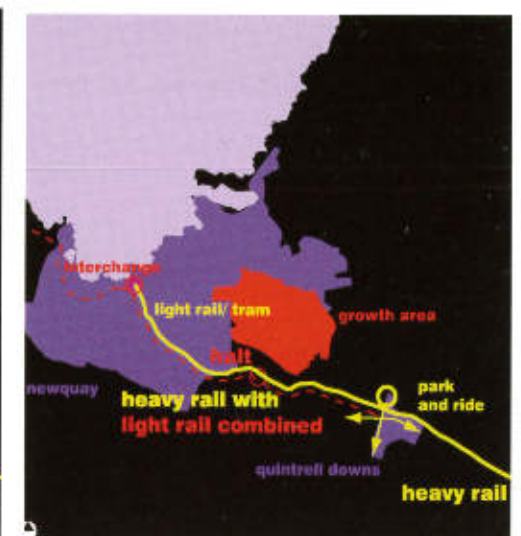
Option 3 envisages the termination of heavy rail at Quintrell Downs or within the Growth Area. The route into the town centre could be converted to light rail, or even operate as a guided bus which would continue through to Fistral. Hotel shuttles would operate from the park and ride so that coaches could also drop off here. In addition the facility could serve as a staging post from which it would be possible to get trips to other parts of Cornwall. Because the heavy rail would no longer enter the town centre there would be no requirement for a large railway station at the transport interchange, and the station site could therefore be freed up for other forms of development.

Strategic transport option 4

Option 4 is similar to 3 above. However, it shows the benefits of locating the park and ride in the Growth Area together with a new railway station. The park and ride would be able to utilise the link road across the growth area to attract vehicles entering Newquay from the north. It would also be close enough to entry to Newquay from the south to attract drivers from this area as well.



Strategic transport option 1



Strategic transport option 2



Strategic transport option 3



Strategic transport option 4

part 4 priority sites to deliver regeneration

The real catalyst to regeneration will be the appropriate development of a number of key sites within the town. This part of the Action Framework establishes a set of use / urban design principles that should guide the development of what we believe to be the key sites. These will offer the most significant regeneration benefits if developed; they are the ones to get right.

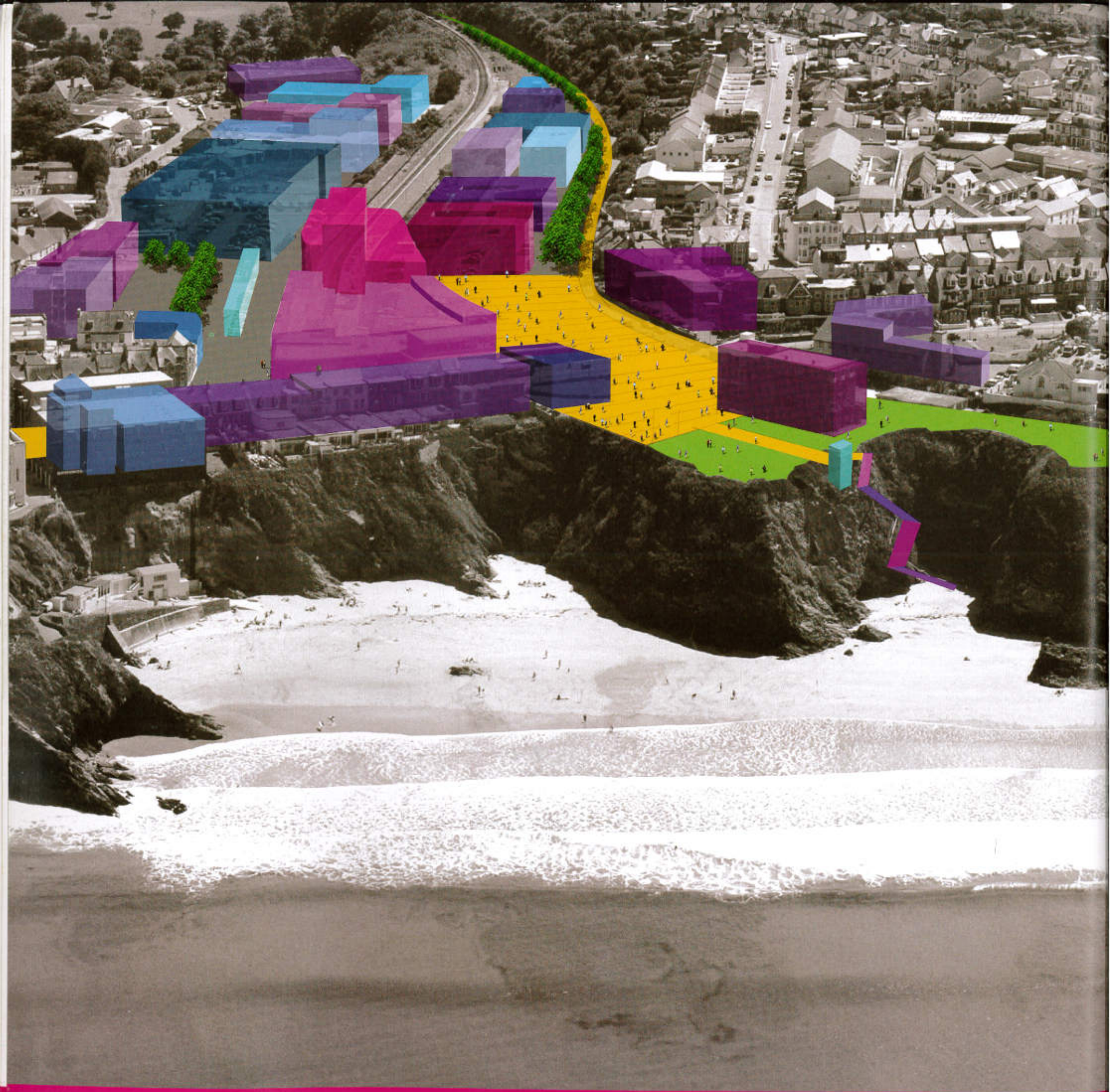
Broadly all of the proposals comply with the RBC Local Plan policies. Where proposals diverge from Local Plan policies, the justification is given. More complete guidance on the current planning position and development principles are provided in the accompanying site development leaflets. These are intended to form the basis for future supplementary planning guidance (SPG).

There are of course many other sites within the town, and new site development opportunities will arise in the future. It will be essential to pursue appropriate site development goals for any such areas with reference to the Land Use and Character Framework, the Public Realm Strategy and the overall vision for Newquay.



ABOVE Location of Priority Sites:

- | | |
|-------------------------|--------------------|
| 1 The Station | 7 Somerfields |
| 2 Towan Square | 8 The Harbour |
| 3 Manor Road | 9 Tregunnel |
| 4 Mount Wise | 10 Fistral Edge |
| 5 Towan Valley | 11 Fistral |
| 6 The Bohemian Triangle | 12 The Growth Area |



1 The Station

Issues:

- 4.8 hectare site situated around the existing railway line and station to the east of the town centre.
- Site is included within the town centre boundary shown in the Local Plan. It is therefore suitable for retail development with traditional frontages addressing the street with larger floorplate uses to the rear of the site. The development of a retail 'anchor' at this end of the town would help to revitalise the area between the station and the High Street. The site could accommodate a new foodstore for the town.
- No sense of arrival at this point by train or by road. The station has a deserted atmosphere, the building is unattractive and with a very poor quality public realm. The disused Beachcroft Hotel and unattractive 1960's development are prominent in the main approach to the town centre.
- Lack of sea views or public access to the beaches despite Cliff Road running close to the cliff edge.
- Large areas of wasted space around the railway, largely left undeveloped - significant development opportunities.

Development Principles:

This area should become a mixed use development incorporating retail, employment and community uses together with a modern, efficient transport interchange in the heart of Newquay, integrating rail, bus, shuttle, car, and pedestrians. The area should be focussed on an urban, civic space which defines the start of Newquay town centre and which provides an exciting and memorable sense of arrival at the sea.

- Development of an interchange bringing together rail, bus, park & ride and town centre shuttle services.
- Development to incorporate possible tram/guided bus links from Quintrell Downs / Growth Area through town along the tramway to Fistral beach (see transport strategy).
- New multi-storey provides short and long stay car parking adjacent to the interchange.
- New high quality public space fronted by shops and cafes at entrance to transport interchange.
- Space continues onto Beachcroft Hotel site providing sea views and possible access down onto Great Western beach.
- Beachcroft Hotel site an integral part of development site, with residential / hotel / mixed use providing attractive edge to space and addressing both the street and the coast.
- High quality architecture with buildings providing frontage to tramway route, Cliff Road, Station Parade, Station Approach and Tolcarne Road.
- Possibility to use space as ice rink over winter.
- Possible site for 4000m² foodstore with employment/ community uses to south of proposed interchange.



RIGHT: PLAN OF PROPOSED STATION SITE

BELOW: PROPOSED NEW PUBLIC SPACE



ABOVE: PLAN OF EXISTING STATION SITE



2 Towan Square

Issues:

- A focal part of the town with links to Killacourt. Planning policy covering the area proposes predominantly retail use but there is potential also to create a public space.
- Opportunity for comprehensive development to incorporate adjacent poor quality retail units to open up views to Killacourt.
- Pedestrian/vehicular conflict currently creates an uncomfortable space.
- Poor connection between commercial spine and Killacourt.
- Lack of architectural & civic quality.
- Poor setting for Council building.

Development Principles:

Towan Square should become the primary civic space located within the heart of Newquay. The area will become a comfortable uncluttered space with unobstructed sea views. The space would connect East Street, Bank Street, Marcus Hill and Killacourt, whilst accommodating a range of uses including eating, drinking and seating.

- New flexible, high quality civic space that connects the main commercial street with Killacourt and the sea.
- Buildings address and enclose the space, with residential accommodation over shops and cafes fronting the space. A new mixed use landmark building on the site of the old bus station addresses Killacourt and the sea, as well as the main commercial street from east and west approach.
- Redevelopment of adjacent low quality retail units to improve shape of space and linkage to Killacourt and un-obstructed views down Marcus Hill.
- Space needs to be designed to incorporate potential new public transport link along the old tram lines.

RIGHT: PLAN OF FORMER BUS STATION SITE AND KILLACOURT

BELOW: PLAN OF PROPOSED NEW PUBLIC SQUARE CONNECTING TO KILLACOURT



3 Manor Road

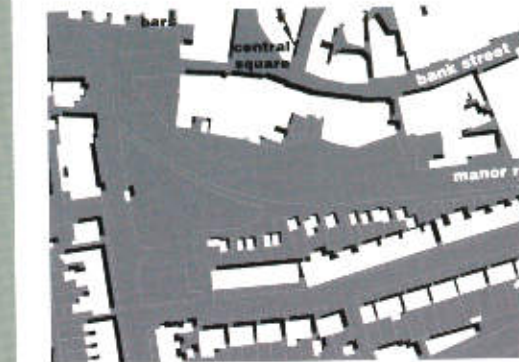
Issues:

- Area within the town centre, currently used as temporary bus stations.
- Location immediately to the south of the main commercial spine makes the site attractive for future expansion of retail and community uses.
- Currently a poor quality streetscape, characterised by gaps in the built form - an under-used back area with a lack of activity generating uses.
- Backs of buildings along Bank Street visible.
- Good route for public transport link within town centre.

Development Principles:

The area will be a lively mix of uses with continuous frontage along Manor Road ending with a landmark building at the corner of Manor Road and St George's Road, and small public space linked to Central Square. The street will be lively both by day and night, potentially with a new public transport link delivering people in the centre of town. A mix of new uses including residential accommodation will contribute to the vitality of the town centre.

- Mixed use development, including retail, sheltered residential and community uses.
- New public space off Manor Road with new connection to Central Square.
- Development to allow for new transport link along Manor Road.
- Frontage along Manor Road, St George's Road and East Crantock Street with new development filling existing gaps in the urban fabric to create an enclosed street.
- Landmark building at the corner of Manor Road and St. George's Road.



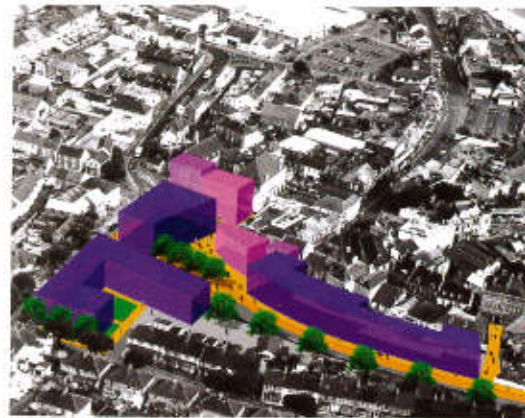
LEFT: EXISTING PLAN OF MANOR ROAD

BELOW: PLAN OF PROPOSED MANOR ROAD SCHEME WITH NEW DEVELOPMENT, PUBLIC TRANSPORT LINK AND PUBLIC SPACE

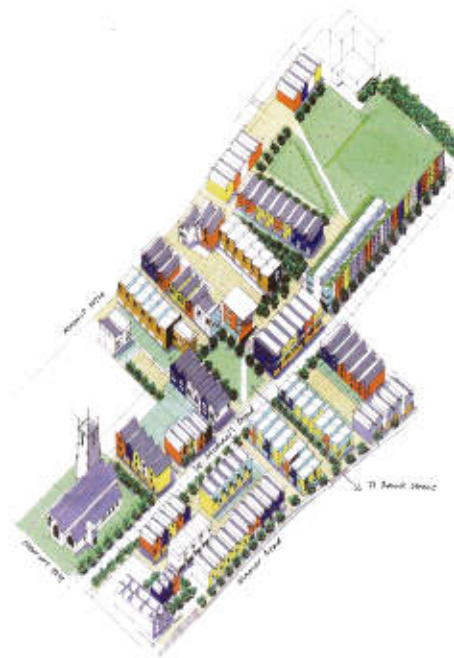




ABOVE: AERIAL VIEW OF PROPOSED TOWAN SQUARE



ABOVE: AERIAL VIEW OF PROPOSED MANOR ROAD SCHEME



ABOVE: AXONOMETRIC SKETCH OF PROPOSED HOUSING AND PUBLIC OPEN SPACE

RIGHT: PROPOSED PLAN OF MOUNT WISE SITE

4 Mount Wise / The Manor

Issues

- 2.75 hectares of sloping land immediately north of the main shopping street, situated on the hill above the linear shopping street, with views out to sea.
- Area currently zoned for mixed use development. Current policies allow for retail development, and The Manor car park has been considered for this use. However it is likely that only large floorplate uses would be attracted to this site. Such uses would detract from St Michael's Church and be prominent in views. We believe residential uses which increase the density of population in the town centre, thereby enhancing its year-round viability, should be preferred. Larger floorplate uses should go to the station site.
- A lack of urban grain - the site is open and used mainly as surface car parking providing a total of 405 pay and display parking spaces.
- Mount Wise Public Gardens to the south are not used to their potential.
- The library on Manor Road is unattractive and could re-locate to a more suitable building.
- Several buildings along St Michael's Road are unattractive and run-down.
- St Michael's Church is grade II listed and requires a proper setting. The church tower forms a landmark on the skyline.

Development Principles:

A high quality residential development should be developed on this site. The development should be compact at 40+ dwellings per hectare and should be arranged around a series of streets and spaces stepping down the hill to encourage pedestrian activity and street life. The development will capture the best features of urban living, combined with proximity to beaches and stunning sea views from uppermost properties.

- Development to include new, accessible, high quality public gardens which take advantage of stunning sea views.
- Residential development (40+/ha) based around a strong structure of streets and spaces reflecting Cornish vernacular to link this area back into the town centre.
- Frontage to Manor Road, St Michael's Road and Mount Wise.
- Maintain and improve the setting of St Michael's Church with new community building to create frontage to a new church space.
- Maintain and improve existing north-south gunnel links with housing facing the footpaths. A new north-south link should extend through the site from Cheltenham Place.
- New link to the proposed Towan Square and the Killacourt.
- New multi-story shoppers car park to provide minimum 650 short-medium stay spaces with residential 'skin' to north facade to ensure that views from headlands back to the town centre are not disrupted.



ABOVE: EXISTING PLAN OF MOUNT WISE AND THE MANOR





5 Towan Valley

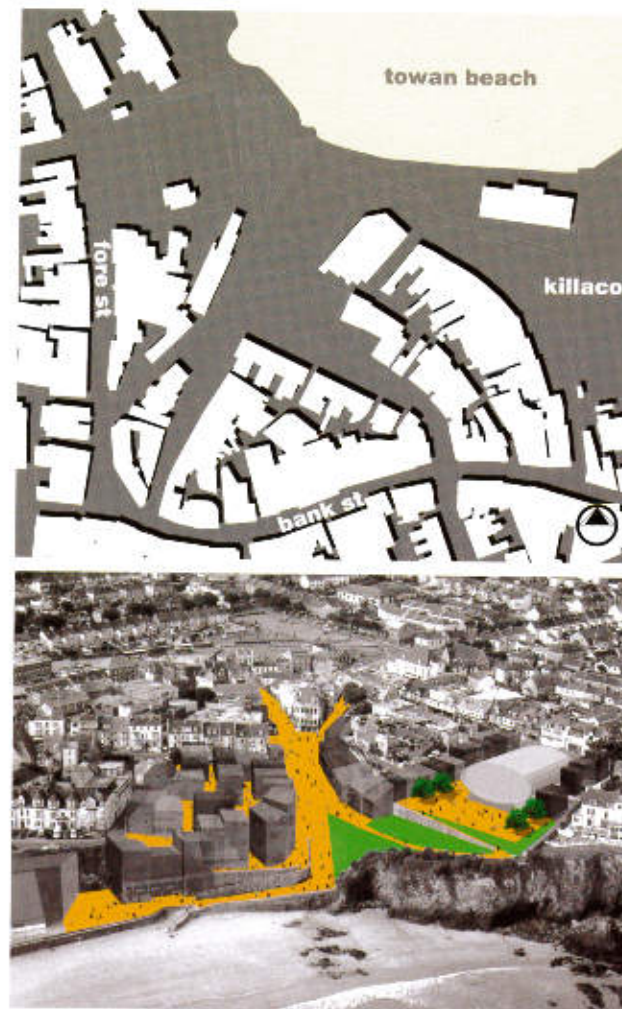
Issues:

- Currently much of the area is identified in the Local Plan for mixed use development with some formal and informal green space. Taken as a whole it represents a stunning opportunity for a comprehensive waterfront development. To optimise the potential the bowling green site should form part of any comprehensive development proposal.
- Beach Road and Gover Lane follow the path of a natural valley to the sea, providing the easiest access from the town to the main family-friendly beach.
- Public realm clutter, unsympathetic alterations, extensions and conversions to buildings stepping down the valley characterise the area.
- The streetscape enclosure of Beach Road and Gover Street ends as built form fizzles out along the valley, opening out into an undefined and unorganised clutter of green space, car parking (providing only 25 spaces), and left-over space.
- Large scale buildings of no architectural merit, such as the Walkabout, emphasise the poor quality of the area.
- The valley lacks legibility, and with little to draw you to the sea, is a missed opportunity to create a unique and special link between the town and sea at the heart of Newquay.
- Gap in built form provided by Fore Street car park allows for views out of the urban core to the coast. This area could be made more of as a place to view the coast.
- Access from the car park to Towan promenade is via a narrow, hidden path to the side of the car park and bowling green.

Development Principles:

Towan Valley offers an opportunity to develop a stunning highly individual centrepiece for the town. The main aim is to create an beautiful, dynamic and exciting link between the town and the sea. An area to eat, drink and people-watch, the valley should attract a broad diversity of people, both by day and by night, and provide a diverse and high quality night-time economy. Major development opportunities provide the possibility of new arts and leisure development, retail development and holiday accommodation which will add to the attractiveness of Newquay as a resort and provide facilities for local residents.

- Mixed use development within valley to create a street leading from the town, down the valley to the sea.
- Development to be made up of small units stepping down the sloping valley to the seafront, to create a diverse built form arranged around a series of spaces on different levels - large scale buildings should be avoided.
- Larger buildings to be broken up visually with varied heights of building.
- New public space to be created at junction of Beach Road and Gover Street to draw people into the 'valley'.
- New public terrace off Fore Street with panoramic views out to sea, contained by mixed use development. Beautiful focal building to be created within public space, with arts centre type uses including a cinema and café/bar.
- Development of bowling green site only to proceed if an alternative facility with an equivalent setting can be provided.
- Ramped access from the public terrace down through the park to Towan Promenade and the sea.



ABOVE TOP: EXISTING PLAN OF THE TOWAN VALLEY SITE

ABOVE & RIGHT: AERIAL VIEW AND PLAN OF PROPOSED TOWAN VALLEY



9 Tregunnel

Issues:

- 5.8 hectare open site in the south west area of Newquay, bounded by Gannel Road to the south and west, Mount Wise to the north and Tregunnel Hill to the east.
- The site consists of three small to medium sized fields and a car park to the east off Tregunnel Hill. The car park has 534 car parking spaces and is used mainly in peak season.
- An existing row of houses along Mount Wise backs onto the north edge of the site.
- The site is surrounded by housing.
- The site is currently identified as a park and ride in the Local Plan, with the existing parking retained. The site is too close to the town centre to be effective as a park and ride. Whilst other regeneration proposals are being implemented the site is useful for overflow car parking. In the longer term its use needs to be resolved. In line with the principle of trying to ensure as many people as possible live within walking distance of the town centre, the site has potential for residential development.

Development Principles:

The area should become a residential area linked to the existing surrounding housing areas and the town centre. Development should be arranged around a grid of pedestrian priority streets connected into existing streets and pedestrian routes, to create a permeable development with close proximity to a wonderful natural environment in particular Fistral beach to the north east and the Gannel estuary to the south. Some mix of uses may be appropriate provided that they are well integrated into the urban structure and avoid significant areas of car parking.

- Residential development (40 dph) arranged on a grid structure designed to create a pedestrian priority environment.
- Vehicular access to development off Tregunnel Hill.
- Maintain pedestrian link onto Mount Wise.
- New pedestrian linkages onto Gannel Road and Tregunnel Hill.
- Development to provide frontage to Gannel Road and Tregunnel Hill and internal streets.

BELOW: PLAN OF PROPOSED DEVELOPMENT



10 Fistral Edge

Issues:

- An area comprised of existing parking areas, a small corner of the golf course, some existing residential uses, the golf course building and pitch and putt. The area is identified as a priority because it offers the opportunity to rationalise parking and create a strong edge to the town.
- The area makes no contribution to the quality of Tower Road and the experience of arriving in Newquay.
- Poor quality links with the town centre and with routes across the golf course to Fistral beach.
- There is an opportunity for a comprehensive masterplan that brings together the fragmented uses and maximises development potential.

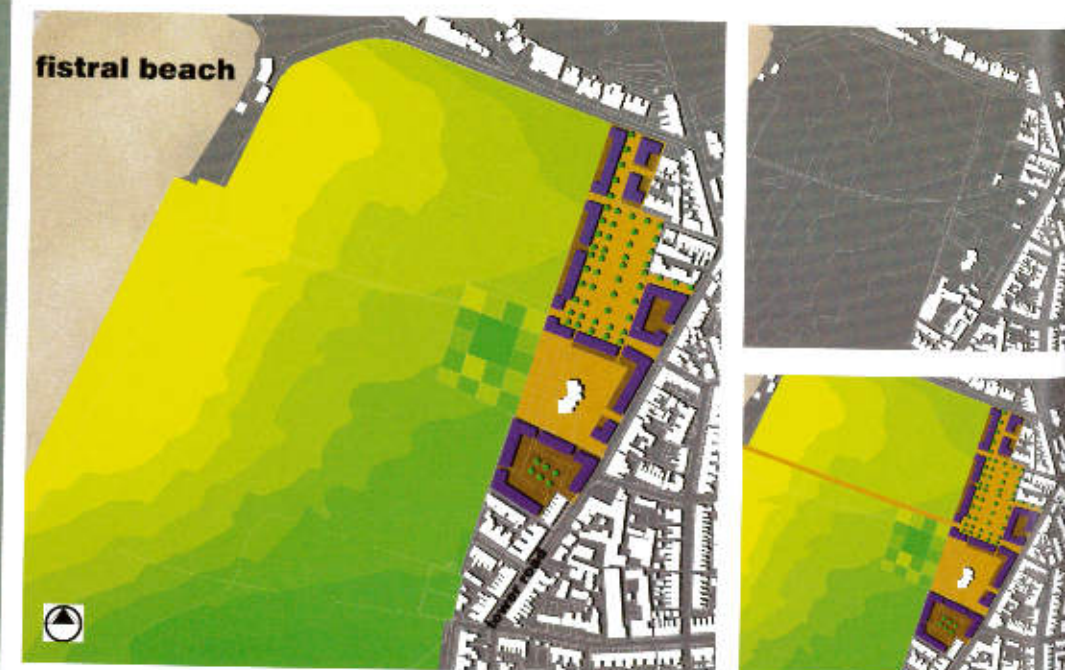
Development Principles:

The area will create a key arrival experience into Newquay off Tower Road. The existing residential character will be reinforced and existing development stitched into the new urban fabric whilst creating improved links with the town centre. The new development will create a distinct edge to the town. There is an option to create an alternative access to Fistral beach making Red Lion Square a more comfortable pedestrian environment.

- Development along the edge of Tower Road to create an enclosed street.
- Development along the golf course edge.
- Principally residential development but with a small leisure and retail component.
- Ensure integration with existing terraced houses by protecting existing views where possible and respecting the existing scale and form of development.
- Improved links with the town centre.
- Creation of a distinct Newquay 'gateway' on Tower Road.
- Existing parking rationalised into new public car park linked to Red Lion Square.
- Opportunity to create an alternative vehicular route to Fistral beach.

RIGHT: PLAN OF EXISTING EDGE TO FISTRAL GOLF COURSE

BELOW: PLAN OF PROPOSED FISTRAL EDGE
BELOW RIGHT: OPTION FOR ALTERNATIVE ROUTE TO FISTRAL



11 Fistral

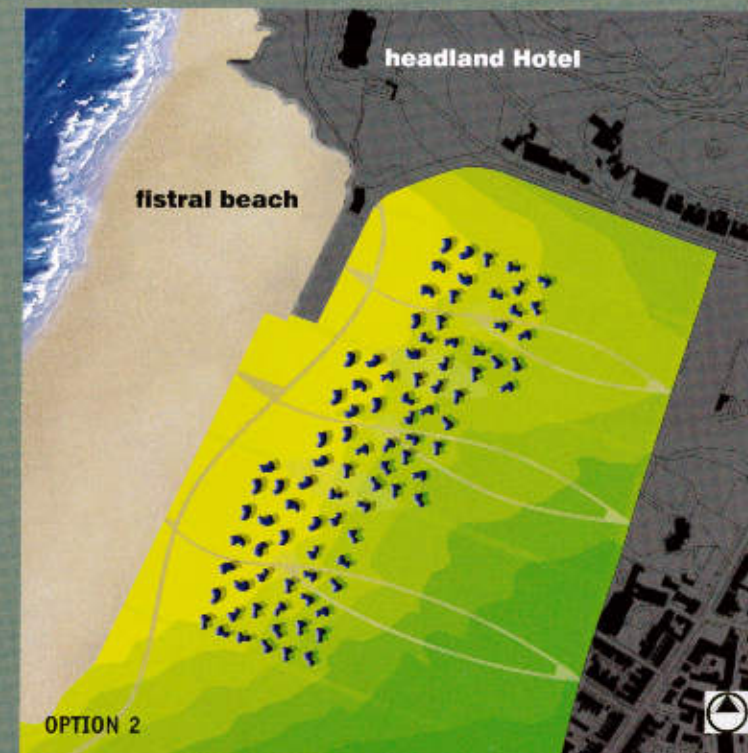
Issues:

- Important role as a space with a unique landscape dominant identity creating a characteristic separation between town and Fistral beach. The area is currently protected as formal open space in the Local Plan, and this study supports the continuation of this designation.
- World class sea views and sunsets enjoying a close proximity to one of the country's most well known surfing beaches.
- Small strip of quality dune landscape along the edge of the beach.
- Distinct topography gently rising from the beach towards the town.
- No existing development.
- Links to from the town to the beach are lacking, and there may be a need to investigate ways of enhancing linkages.

Development Principles:

Public consultation has revealed a strong public preference to avoid development of this area. *The preferred option therefore is to maintain the use of the area as a golf course.* However there should be investment to create a more attractive and 'natural' landscape akin to coastal dunes and heath. The revenue to fund this investment may be delivered by the 'Fistral Edge' development described previously. Although this study supports the use of the area as a golf course, there is a possibility, no matter how remote, that in the future the course may wish to relocate. In this instance we are clear that the town should not simply be 'rolled out' to the edge of Fistral beach. The area should only be developed as a truly stunning development of international significance. This is in keeping with its location. There can be few such sites in the whole of the UK. We believe there is an opportunity to create a sustainable development of exceptional and unique character held within a dominant landscape structure that maintains and strengthens the green/ open character, setting it apart from surrounding residential development. The landscape will be a rich and gradual transformation beginning with dunes leading from Fistral beach and ending in more conventional green space adjoining the western edge of town. Over this diverse and publicly accessible landscape a movement network can be sensitively overlayed connecting the town with the beach. A new north-south link along the top of Fistral Beach will provide spaces to sit and enjoy views over the beach and out to sea. The development will offer a unique world class sustainable tourism experience with extraordinary architecture held within and apparently floated over the dune landscape.

- An exceptional development with world class architecture - development should only occur if of the highest possible quality - otherwise it should remain open.
- Architecture set within a dominant landscape structure creating a strengthened spatial character and separation between town and Fistral beach.
- Development is situated on the lower topography of the site near the beach with a gap between existing and new development.
- All landscape is publicly accessible, progressing from dunes connected with Fistral beach to more conventional green space adjoining the west edge of town
- A movement network that connects existing pedestrian routes from town with Fistral beach.
- High quality north-south route/ park along the top of the beach joining with the existing coastal path
- No cars / parking on site - users must use public transport or park and ride to minimise impact on landscape.



ABOVE: PLAN OF FISTRAL

LEFT: OPTION 2
CONCEPTUAL PLAN SHOWING NEW CONNECTIONS WITH THE TOWN, NEW COASTAL ROUTE/ PARK AND THE LOCATION OF DEVELOPMENT WITHIN THE DOMINANT LANDSCAPE STRUCTURE THAT CHANGES FROM DUNES (yellow, lowest land) TO MORE CONVENTIONAL GREENSPACE TOWARDS THE TOWN (green, highest land)

BELOW: OPTION2
SECTION ACROSS THE SITE SHOWING THE GRADUAL TRANSITION OF DUNES LEADING FROM FISTRAL ON THE LEFT TO MORE CONVENTIONAL GREENSPACE TOWARDS THE TOWN ON THE RIGHT OF THE IMAGE



OPTION 2

12 The Growth Area

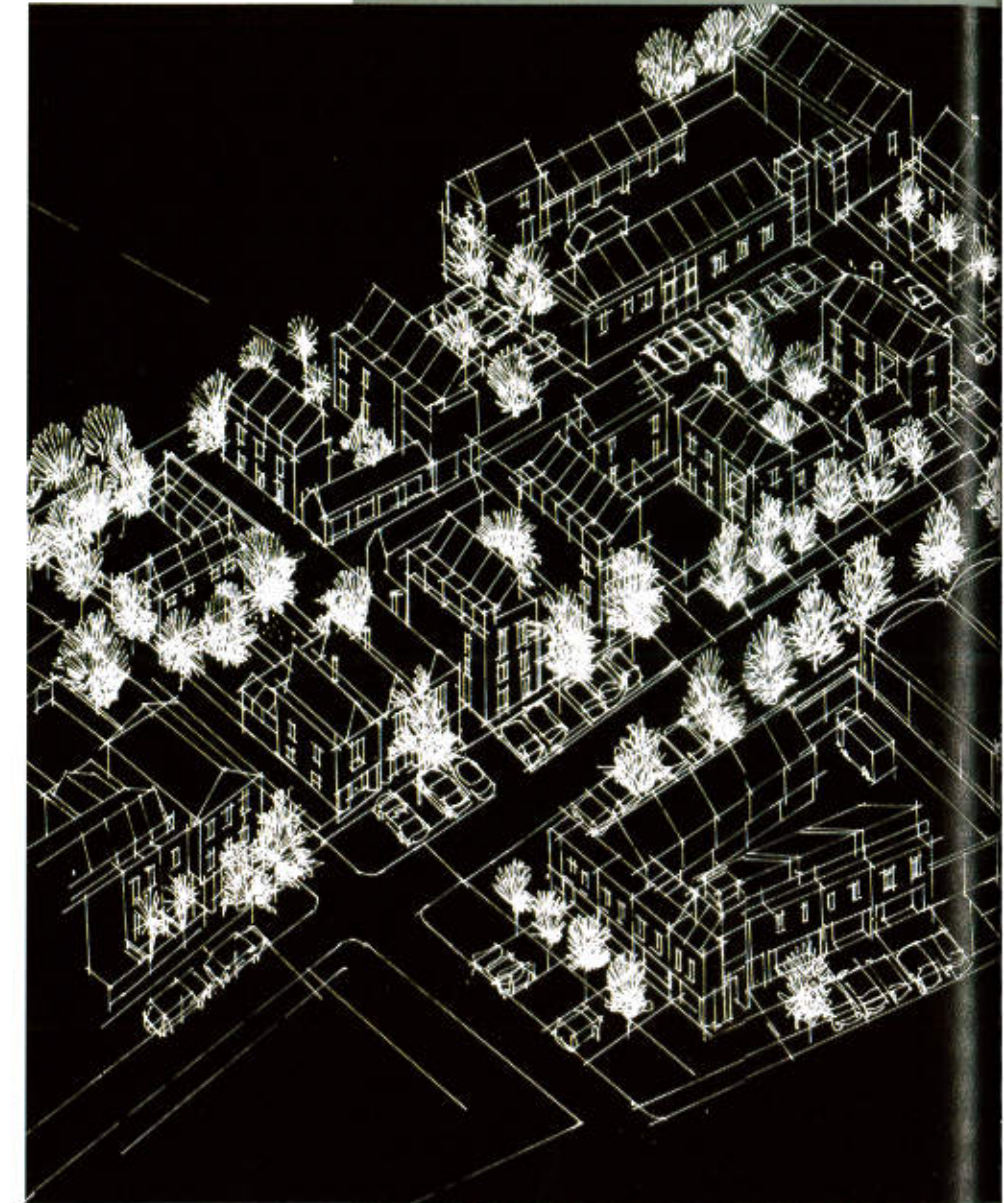
The growth area is a greenfield area to the east of Newquay. It offers the potential to provide a mix of uses including employment, housing, open space, education and community uses. It is identified as a priority for new employment space provision by the South West of England Regional Development Agency in its draft Employment Space Strategy for Cornwall.

Development Principles:

The area should be developed to be a positive addition to the urban area of Newquay, and should not compromise the landscape setting of the town. To achieve this it will need to be designed to achieve high quality architecture of an appropriate scale and form, set within a strong landscape structure. It should be a place in its own right. Non-residential uses should be generally higher quality, higher value businesses and industries, particularly those related to the surf industry and other niche markets.

The Growth Area development will be a sustainable, urban scale extension to Newquay. It will be physically connected to the town by good public transport, pedestrian and cycle links. It will be a place to live and to work where daily needs can be met on foot. It will have strong symbiotic connections with the Town Centre and will be able to meet needs that the town cannot thereby enhancing the strengthening the town.

- Two distinct centres focussed on Trencreek and Gusti Veor.
- Strong urban structure and urban grain with well-defined streets and spaces.
- There is an opportunity for high quality architecture that responds to the vernacular context, climatic and topographic features of the site.
- Creation of real and distinct places.
- Public transport and non-car links to Newquay, possible park and ride location linked to railway / tram with a new rail halt.



ABOVE: SKETCH OF PROPOSED GROWTH AREA

LEFT: PLAN OF PROPOSED GROWTH AREA WITH SIMPLE GRID PATTERN RELATED TO TOPOGRAPHY

part 5 the action plan

We have set out a framework for future planning and development within Newquay and a number of ambitious development projects within and around the town centre. All of these are, in different ways, vital to the regeneration of the town.

Other development opportunities not identified by the framework also inevitably exist. Planning and development decisions related to these should be informed by the 'land use and character framework' and 'public realm strategy' (see part 1 and 2).

This section of the Action Framework considers the viability of the key infrastructure and development proposals that we have outlined, and provides an agenda for future action. Each key project is described individually with commentary on the viability and implementation process. These are brought together into a prioritised programme at the end of the section with actions assigned to the parties who have signed up to the document.

In considering the viability and deliverability of proposals we have worked with Davis Langdon and Everest, quantity surveyors, who have established likely build costs. GVA Grimley have provided property and market advice and Halcrow have advised on preliminary engineering feasibility.

STRATEGIC PROJECTS

Public Transport

We have outlined an ambitious public transport solution for the town which involves reconsidering the future of heavy rail, new light rail/guided bus provision into the town centre, a new public transport interchange, potential linkage with the growth area and a park and ride facility outside of the town. We believe that these proposals are realistic and essential to the future management of traffic, visitors and the overall sustainability of the settlement.

Many aspects of the regeneration of Newquay are tied to future public transport. For example, if there is a future conversion of heavy rail to light rail there will be no need for a large scale train station within the town, with a significant impact of the development of the station site. Similarly, the configuration of the Growth Area needs to take into account the possibility that it may need to incorporate a public transport halt or park and ride.

The feasibility and viability of the public transport proposals needs to be tested in detail in consultation with Network Rail, the current train operator, CCC, RBC and the local community. Research carried out elsewhere in the UK has shown that conversion to light rail using existing heavy rail infrastructure has resulted in an increase in passenger numbers and a dramatic reduction in the need for public subsidy in rural areas. The potential to achieve this needs to be considered.

We propose an early meeting between the rail operators and Cornwall County Council to consider the proposals followed by the commissioning of a study to establish detailed feasibility and viability.

Parking

We understand the need to maintain adequate parking in Newquay, whilst at the same time reducing congestion and traffic impact on the town centre. There is an urgent need to achieve improved pricing and management of existing parking areas to encourage the use of effective park and ride facilities on the edge of the town. Opportunities to achieve this exist at Quintrell Downs and Trevemper in the short-medium term. We recommend a review of car park pricing, the development of a car parking management plan to encourage the use of park and ride (allied to investment in park and ride) and economic impact assessment of proposed parking changes.

The Action Framework envisages significant changes to the key parking areas within the town, most notably at Mount Wise/The Manor and at the edge of Fistral. New parking areas are proposed at the railway station site. Whilst these developments take place it will be necessary to maintain parking numbers within the town. The following actions are necessary to achieve this:

- Create and operate successful park and ride facilities.
- A comprehensive masterplan should be developed for the 'Fistral Edge' site to the west of Tower Road. This should involve all landowners who should be encouraged to sign-up to a comprehensive scheme. The masterplan would allow the early formalisation of parking in this area during the winter months. Subsequent phases of development could occur incrementally enclosing the car park with development according to the masterplan.

Towan Valley

Our analysis of build costs and market value suggests that this proposal is viable and can be achieved by the private sector. To ensure this office uses, which featured on initial proposals, have been replaced by residential uses. The scheme would include development of an arts / leisure building. There are sensitivities here related to the potential for relocation of the bowling green.

A comprehensive development brief should be prepared for this area. This should involve all parties and take a realistic view as to the relocation of the Walkabout Pub and the Bowling Green. In parallel, consideration will need to be given to an alternative bowling green location, either as part of the 'Fistral Edge' development or within Mount Wise Gardens. The exercise of preparing the development brief should be participative and creative, and must involve the members of the bowling club and other stakeholders. Market testing of the leisure / arts component will be essential.

The Harbour

As a single comprehensive development the proposals for the harbour are not viable when build costs are compared to likely market value. We suggest that a planning policy is developed for the harbour which reflects the land use and character framework. This should discourage certain types or scales of use. Future development proposals within this area should be considered on their merits taking into account the aspirations of the Action Framework. Opportunities to exploit maritime potential in line with the Structure Plan should be considered.

Manor Road

(Temporary Bus Station)

This site is important to the future consolidation of the town centre, although it is not an immediate priority due to the current use as a temporary bus station. It should not, however, be forgotten. The viability of this scheme is complicated by the proposal to include a significant new public building which may include a tourist information centre, library and council offices/one stop shop. The incorporation of the rear yards and extensions of buildings fronting Bank Street also complicate financial viability. These would require compulsory purchase and possibly the disruption to businesses on Bank Street. However it is difficult to see how this area will be resolved without a comprehensive approach. In terms of viability, if the proposed public building is funded as a public project through receipts raised elsewhere, the overall proposal is achievable and can be enhanced through the inclusion of retail/residential uses within the public building. A development brief should be prepared for this area for adoption by RBC as supplementary planning guidance.

The 'Bohemian Triangle'

The proposals for this area are not viable as a comprehensive scheme. There are two possible approaches:

- Planning policy and SPG should be developed to protect and enhance existing uses, and encourage small scale redevelopments. Any future large scale redevelopment should maintain employment and workshop uses;
- A much wider, innovative mixed use scheme could be developed, perhaps with the involvement of a public sector body such as English Partnerships. This could lead to something genuinely innovative, a retention of the existing employment floorspace with the addition of new retail and residential uses. This would require site assembly and acquisition and a comprehensive masterplan/development brief.

Tregunnel

Tregunnel is extremely viable as a future residential development. Alternative uses not in line with the Action Framework should be resisted. It is not a priority to bring the site forward for residential development. A development brief should be developed in due course for adoption as SPG.

The Golf Course

As a result of public feedback, the preferred option is to retain the golf course. However it requires investment to enhance its function and appearance. It really needs to deliver something special for the town. Development on Fistral Edge should realise funds to dramatically enhance the landscape of the golf course. A landscape masterplan and management plan should be developed showing how a more natural coastal landscape can be created which responds to the natural ecological zones of the site.

Should the golf club ever choose to relocate a comprehensive masterplan should be developed for the area. This should retain its open appearance and seek to create a truly extraordinary development as has been described previously.

OTHER INITIATIVES

Ensuring a common understanding of the Action Framework

Delivery of the Action Framework will require a concerted effort by all parties. To achieve this all concerned need to understand the proposals contained in the Framework and pursue desired outcomes in a co-ordinated way. We propose a series of seminars for Council Officers and Members of RBC, key groups within the town and CCC to ensure that the implications of the framework are understood.

Incorporation in the Regional Spatial Strategy / Local Development Framework

In the next 12 months the planning system is likely to change, with the replacement of the Structure Plan and Local Plan by Regional Spatial Strategies and Local Development Frameworks (LDF). The status of Newquay as a Strategic Urban Centre will be emphasised. The Action Framework may be given considerable statutory status through the adoption of the key principles as core policies within the LDF, with the more specific plans and proposals adopted as Action Plans and Supplementary Planning Documents. Action Plans will have full statutory significance as part of the LDF and will be more powerful than SPG.

Developers Seminar/Conference

We propose a developers conference in 2004 attended both by local developers and by developers from outside of the region. This will serve to stimulate developer interest in the key sites. It will also be an important opportunity to 'draw a line in the sand' and make it clear that from this point forward there will be a requirement for higher quality development in Newquay.

the action plan

It is unrealistic at this stage of a project to set out a programme with rigid timescales attached. It should be one of the first tasks of the Surf Capital Steering Group to take the priorities we have identified and draw up a comprehensive list of actions to occur over the next 12 months, together with a longer term programme. At the end of the year progress should be reviewed, and tasks redefined for the following year. Actions should be informed

by the relative priorities set out below with the initial focus being on tasks identified by columns 1 and 2. Inevitably programmes can quickly become obsolete. To assist in the prioritisation of projects we have tried to establish relative priority against a scale of 1-10. In carrying out this exercise it is clear that within, say, the next five years a considerable effort is required to achieve regeneration, as a programme of development brief

writing, site assembly and development proceeds apace. What has been made clear with events related to the proposed Aldi store on the Beachcroft Hotel site and the sale of the bus station site is the necessity to be proactive; to set out goals and aspirations for the town through a series of development briefs and masterplans before the 'market' puts forward proposals that may be inappropriate.

Strategic Projects

Strategic Projects	Timescale / Priority										Lead / Support
	1	2	3	4	5	6	7	8	9	10	
Public Transport											
Meeting - rail operators/CCC											CCC/ RBC
Establish detailed feasibility and viability of rail proposals											CCC/Consultant
Parking											
Review of car park pricing											CCC / RBC
Car parking management plan											CCC / RBC
Economic impact assessment of parking changes											CCC / Consultant
Park and ride											RBC / CCC
Public Realm											
Review against public realm strategy											SCSG / CCC
Co-ordinate proposals with Action Framework											RBC / CCC
Design Review											SCSG / Consultant
Implementation											CCC / RBC
Landscape Enhancements											
The Barrowfields											RBC
Narrowcliff											RBC
Tower Road											RBC / CCC
Golf Course											Golf Club / RBC

	Timescale / Priority										Lead Organisation
	1	2	3	4	5	6	7	8	9	10	
Action Framework seminars											RBC/LDA
Development of LDF											RBC
Developer seminar/conference											SWRDA/LDA

Priority Projects

Timescale / Priority

1	2	3	4	5	6	7	8	9	10	Lead Organisation
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taking the framework forward

The Surf Capital Steering Group and other organisations including the Newquay Regeneration Forum have achieved much to get to this point. Through the Action Framework Newquay has a clear set of goals and aspirations for the major development opportunities within and around the town. The key now is to maintain momentum. We have all seen projects and initiatives which have stalled following the publication of a consultant's report. It is always tempting to see a document as the end point of a project whilst in reality it is just the start; and the hard bit comes next. We don't believe that this will be the case in Newquay. The individuals involved have been committed and imaginative and we find this extremely positive for the future. However to maintain momentum the SCSG do need to continue to take an active role in implementation to ensure the key actions of the Framework are progressively achieved within an acceptable timescale. The group needs to keep abreast of development proposals and ensure that the aspirations of the Newquay Vision and Action Framework are met. There may be a need for a design/development champion who, over the next 2-3 years has the responsibility of reviewing development proposals, assisting planners and taking part in 'design surgeries' with potential developers.

Newquay is changing. We are seeing developer interest that has not been seen for a long time and the town's image and profile nationally gets stronger each year. The challenge now is to harness this interest in the most positive way possible. This means being totally committed to the Framework and never accepting badly conceived, poor quality development of any sort. It means genuine and close working between all public organisations and positive creative dialogue with the community and private sector.