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1. THE VISION

INTO THE FUTURE—A VISIT TO THE NEW COMMERCIAL CAPITAL OF CORNWALL (2011)



I was brought up in the Camborne–Pool–Redruth area. I remember the sense of identity the communities showed; an example being the pride we took in the Cornish and our local rugby teams. But what had been a prosperous mining and industrial area had experienced a long period of economic decline. When I left, it was difficult to get jobs. Even if you did, it did not pay much. My father reluctantly moved us up-country where he had found a better job. I went to university and embarked on a career of my own. Last week, after ten years, I returned to what I still regard as home. They say you should never go back. I disagree. What a transformation.

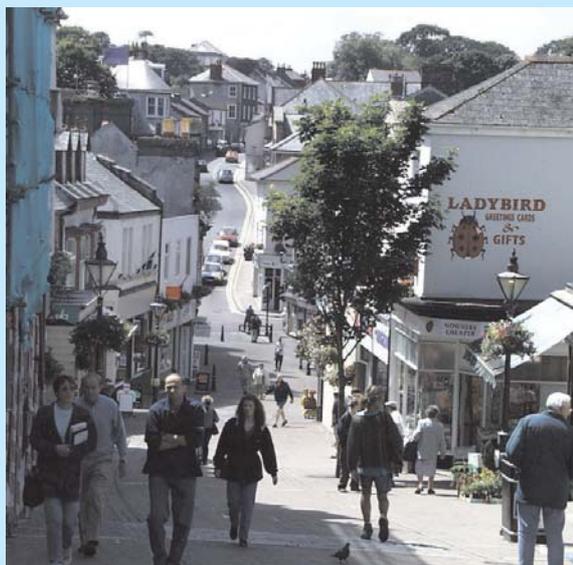
I remember much of the housing was run down, the town centres were drab and the shops struggling. There were abandoned buildings and great areas of derelict land. The heritage of a once prosperous mining area was everywhere, but the mining and everything that went with it had gone. They were trying to re-open the last mine to close. People had come together and were working hard to address these problems to improve the town centres, the college and recreation centre, developing industrial estates and business parks, and there were lots of community action initiatives. But there was much to do. The area felt run-down and the only new things were drive-in retail and industrial sheds. It was said that it was the bit of Cornwall, the tourists simply drove past. They don't now.

This must be something to do with how the area now looks and works. While the three towns and the nearby villages remain quite individual and distinctive, the place feels part of its wider landscape. Carn Brea still dominates the valleys but these now contain parkland and heritage trails across the Great Flat Lode, providing the rural setting in which the urban areas seem at ease. Old buildings have

been renewed and the new buildings are somehow both modern and distinctly Cornish. The community work that had started when I was young had obviously proceeded apace—the streets and squares have been designed and landscaped to become attractive and comfortable places. It is now, I discovered, a place to walk, relax and enjoy. There is that special feel of the best of old towns; a mix of uses, a vitality and a cohesion as you move from one street to another. There is real sense of quality and, yes, prosperity. A place at ease with itself. There has clearly been a substantial growth in good stable jobs and a rise in incomes. There is a wide range of new and improved housing with choices of rent or purchase and much of it now affordable to those enjoying the economic benefits that are so evident.

Getting around is quite different too. A new web of avenues and streets provide easier access suitable for buses, pedestrians and cyclists as well as cars. The car traffic moves at a gentle pace. Despite the greater economic activity you can get about the area much easier than when everything had to be reached on the old spine road.

This has got a lot to do with the quality of the bus system which provides reliable linkages to the renewed and busier railway stations and has priority over other traffic, providing a ten minute service to every part of the area. No one lives more than a couple of hundred yards or so from a bus stop, as local hoppers serve the area. This is great for the non-car users like the kids, the old folk and others who do not have access to one, like me on my visit.





I got off the train in Redruth. There was a bus waiting at the station, synchronised to pick up us passengers. However, I decided to walk round the town first. The centre always had real character with its fine old buildings and sloping main street. It is now sparkling. The shops, cafés and pubs are attractive and busy. The ancient coaching route has really found new life. At the bottom of the hill, you can now easily walk across into a revitalised West End. There is a new traffic management arrangement that has made this possible, and which they tell me has reduced the congestion at the three junctions here.

There used to be vacant sites and buildings around the centre. Infill schemes of housing, small businesses and new shops, galleries, restaurants and cafés have created a lively lived-in place. There are widespread street improvements and the place is a pleasure to walk around. The redevelopment of the old hospital site and other such improvement projects have effectively expanded the centre and its vitality throughout the West End; and a new park and other landscape improvements add to the sense of quality.



I jumped on the bus which is called 'the Overground' to go to Camborne. I must say it is efficient, and really comfortable. The journey took no time and the views from the window were intriguing. There was a lot I could recognise, but also new things most noticeably the sense of a high quality series of linked streets and avenues. Passing through Pool was a real surprise and I determined to look around there later.

The centre of Camborne is now bustling and attractive, a fine mix of the new and old. You get a real sense of arrival as you approach from both the A30 and the Railway Station. There are new parks and tree-lined avenues to complement the fine old civic buildings, villas and cottages. The main street and its frontages have had a total face-lift and there is new housing, shopping and service industries on a series of once derelict sites. The new car parking, bus access, traffic management and signed parking arrangements work very efficiently and in harmony with the environmental improvements throughout the centre.



I started my look around Pool on the Camborne side of the Red River. Tuckingmill had totally changed. A new village character had emerged. The older buildings and the new housing, offices and workshops were very much as one.





A splendid new park runs down the valley all the way from the railway to the A30. It features another great Cornish garden, a modern water garden; a visitor focus between the Eden Project and the Tate of the West. This is enclosed by rich woodland on the slopes up to Pool. The winding gear of South Crofty provides a distinctive landmark from a distance.

New housing, offices and a splendid new hotel sit on the edge of the park - providing a fine entrance to the area from the A30, especially with the new college buildings on the other side of the road. The expanded college, part of the popular Combined Universities in Cornwall, is now part of the town linking to an urban complex on what I remember as wasteland.

There is a central square with a "Regeneration Centre"; a sort of one stop shopping place for marketing community action, new investors and business networking – and where each of the agencies responsible for regeneration have an office. The design of this building is stunning, and is proudly referred to as an exemplar of environmental design. This and a new Cornwall "Expo" Centre, demonstrating the best of Cornish services and products, is complemented by a major heritage centre focussed on the old buildings at Robinson's Shaft. Along side this is a high quality wholesale outlet facility, local shops and a wide mix of new offices, small scale business uses and housing. The expanded and renewed Carn Brea Recreation Centre, which is intensely popular with locals and tourists, is now part of the complex. Altogether there's a thriving new centre of Pool; there are artists and studios, galleries, cafés, restaurants and pubs. It was a pleasure to wander around and reflect on the scale of change that had taken place.

As I explored more widely, I found the villages of Illogan, Troon and Tolvaddon were all enjoying the benefits of the widespread regeneration.

I felt like the Prodigal Son as I gradually learnt what had happened. The three towns have become the Commercial Capital of Cornwall, in industrial, services, educational, social services and leisure terms. There are new and expanded business facilities easily accessible from the A30 and served by a new rail freight interchange. A key element in gaining community commitment was the extent and quality of affordable housing on offer. There has been a wide mix of new local and inward enterprise and investment. This came about with a great deal of focussed community level effort and skill training as well as support by local, regional and central government, as well as the contribution of European funds.

Activity and prosperity mean that the people of the area can now stay here and have a good life, rather than leave. Indeed it attracts new people. I concluded it was time for me to return home. We can both get jobs, live in a lovely place, and the kids will enjoy the access to the countryside, the coast and the national cycle network.

2. INTRODUCTION

2.1 BACKGROUND

The Historical Legacy

Camborne, Pool and Redruth (CPR) taken together form a continuous corridor of urban development for over five miles along the inland western spine of Cornwall. This sits astride the traditional road and rail links back to the rest of the UK. The heritage of fine buildings and structures, of historic centres, of attractive streets and lanes, of generous villas, terraces and cottages, of stone, brick and slate, and of mature trees and planting speak of a different age. The "Great Flat Lode" is extraordinary; miles of derelict mining buildings sitting like distinct and separate sculptures in an abandoned landscape. This must once have been as prosperous a place as one could find. It must also have been brimming with activity, enterprise and energy.

Today, much of the traditional economic base has gone, replaced in part by a range of new industrial and service sector industries. But the legacy of such decline remains.

In this context, the Camborne–Pool–Redruth area poses a major regeneration challenge. It demonstrates a difficult combination of adverse economic circumstances, environmental damage and social problems. It has suffered generations of industrial decline and lack of investment, exacerbated by a range of factors deterring new sectors of the economy. It is an area with a poor image within the County, and is virtually unknown elsewhere.

The structural weakness of the local economy has led to unemployment, low incomes and social exclusion for many people in their local communities, and the cycle of decline now shows a weak skills base, a preponderance of very small businesses, and a lack corporate commitment to the area. Low incomes and limited local authority budgets have meant a lack of resources for public and community facilities, and the decline of traditional sectors of the economy has ultimately led to market failures and a serious lack of private sector investment in sites, buildings, infrastructure and services.

Recent Momentum for Change

The response to these problems has, in recent years, been effective and impressive, and the momentum for change has begun. The local authorities have worked to implement programmes of economic development, town centre enhancements and environmental repair—and notably have worked with partners to win and deliver Single Regeneration Budget, European, Objective 5 b and other regeneration funds. In addition, funding from the South West Regional Development Agency and formerly English Partnerships, into Partnership Investment Projects, the Community Investment Fund and Land

Reclamation Grant; and from the Rural Development Commission and West Cornwall LEADER have supported key projects. The work of Kerrier District Council, the West Cornwall Initiative, Business in the Community, Prosper and others has been extremely successful in these processes, and the consolidation of their efforts in the work of the Action Team provides a solid base on which to build. The Combined Universities in Cornwall initiative is also set to channel major investment into the Cornwall College Campus in Pool.

All this is supporting the Government policy focus to create an "Urban Renaissance" and eliminate social exclusion by integrating plans for physical and economic regeneration with other initiatives in the locality such as Education, Sport and Health Action Zones. The CPR regeneration project is set to become a regional demonstration of best practice. In gearing up to make this happen a focus on community involvement means that there are now much stronger and more experienced groups and individuals with a range of opportunities to participate in the shaping of a new future for the area.

This effort is now translating into major improvements on the ground - including landscaping of both Camborne and Redruth town centres, Tolvaddon Energy Park, the new Tolgarrick Park, expansion of Cornwall College, improvement to Pool Recreation Centre, and restoration of West End Stores and Alma Place.

The Need for a Comprehensive Strategy

The delivery of the EU Objective 5(b) programme has provided useful experience in identifying and delivering key projects. But the scale of public investment targeted for the area over the coming years is unprecedented. The South West Regional Development Agency has identified this regeneration area as one of only five key strategic locations for support within the region. The area is also eligible for a share of EU Objective One and other funding which will inject £750 million into Cornwall over the next six years. In excess of £100 million of this is expected to flow into the CPR area.

The potential scale of change is therefore huge. This has highlighted the need for an area-driven approach to regeneration and specifically the need for an overarching Urban Framework Plan to guide the transformational change necessary to realise the area's full potential.

The Urban Framework Plan (UFP)

Set out within this report are proposals for establishing a comprehensive strategy to create regeneration activity and to guide the range of development and environmental improvements needed to completely regenerate the area over the next ten years. Radical solutions are necessary to really turn the fortunes of the area around. The starting point for the vision for Camborne–Pool–Redruth is to:

- build on existing strengths, the commitment of the community, and the successful investment of recent years;
- enhance the unique characteristics of the area by creating distinctively Cornish solutions;
- achieve a confident, outward-looking, welcoming and dynamic stance which attracts businesses, investment and innovation, and where communities work together, acknowledging differences and diversity, rather than competing in decline;
- build an area which is physically appropriate and able to adapt to changing employment and community needs and opportunities—by, for instance, maximising the potential for the use of high-tech applications in business and community life and providing sports, leisure and community facilities responsive to "consumer" tastes and standards.

To realise this vision the Urban Framework Plan puts forward a range of projects and initiatives. The urban structure and form of the area as a whole, the proposed town centre improvements in Camborne and Redruth, the Pool heartlands, and other development areas are designed to stimulate a rich mix of uses by area that promote:

- a wide variety of business activities, housing and support facilities;
- flexibility in terms of location, tenure, building and space requirements;
- strong linkages between uses and to educational, leisure, cultural and social facilities;
- accessibility by foot, cycle, public transport and vehicles.

In all, this mixed use, place-creating strategy, is designed to generate an urban environment of outstanding quality and character. This builds upon the fine heritage of existing places and adds new places of equal worth where there is currently dereliction and wasteland. Proposals include:

- larger flagship developments which will be key to putting in place the new "infrastructure" of the area, establishing a new profile and kick-starting the new phase of regeneration;
- essential local facilities and economic development projects, working within the grain of the area and consolidating strengths and opportunities;
- area-wide improvements, including landscape and environmental projects, housing areas, infrastructure, transport and movement;

- new and enhanced processes and standards—including continued community involvement in regeneration, new design approaches and standards—and new delivery mechanisms, such as an Urban Regeneration Company and Community Trust;
- initiatives to raise confidence within the area and improve its profile in national and international arenas.

Implementation of these projects will have far-reaching effects, such as:

- introducing a range of integrated measures to boost the vitality and viability of the two established town centres, Camborne and Redruth;
- major restructuring of the Pool area, creating a new focus of activity that includes modern high quality business, leisure, educational and commercial opportunities in a series of inter-connected mixed-use neighbourhoods;
- Using housing development as a regeneration-driver, building vibrant urban areas with a mix of homes, the labour force to support new industries and the spending power to support retail, leisure and service facilities;
- restructuring public transport services and routes to maximise the potential for movement within, in and out of the area.

Ensuring such implementation happens will require a range of delivery mechanisms to be applied - making full use of conventional methods such as securing contributions from developers via Section 106 agreements, but also introducing new structures such as an Urban Regeneration Company.

Relocation

Certain proposals in this plan imply changes to sites currently occupied and in use. This is a long term plan, a 10 year programme, and some of these relocations will be required later rather than sooner. As detailed proposals are worked up, the regeneration agencies involved in implementing the project will prepare a relocation policy and programme that retains the economically active uses in the area and meets the disturbance, relocation and compensation requirements involved. These matters will be the subject of ongoing discussions with the property owners and occupiers prior to any relocation plans being put in motion.

2.2 THE PROJECT AND CLIENT TEAM

In September 2000 Kerrier District Council, Cornwall County Council, the South West Regional Development Agency and The Prince's Foundation joined forces to appoint a consultant project team, led by Llewelyn–Davies, to prepare an Urban Framework Plan and Implementation Strategy for the revitalisation of Camborne, Pool and Redruth. The role and responsibilities of each of the core project team members is summarised as follows:

Llewelyn–Davies:	lead consultant, town planning, transport and urban design;
Atlantic Consultants:	socio–economic analysis, property consultants and implementation;
Scott Wilson Kirkpatrick:	engineers;
CSMA Consultants:	mining/environmental technology.

In addition, Davis Langdon Everest and Scott Burridge Chick have provided advice on costings and local property valuation respectively.

Two main client bodies have been established to guide the project:

The CPR Partnership Advisory Board. Membership of the Partnership Advisory Board is shown in the table opposite and has been constituted to ensure a cross–section of the community is fully represented.

The CPR Management Group—an executive grouping of representatives of each of the client organisations.

MEMBERS OF THE PARTNERSHIP ADVISORY BOARD

John McFarland
Chair and Business Representative

Candy Atherton MP
Vice Chair and Member of Parliament

Dr Alan Stanhope
Vice Chair and Principal of Cornwall College

Councillor Rex Sadler
Councillor, Kerrier District Council

Councillor Mark Kaczmarek
Councillor, Kerrier District Council

Geoff Cox
Chief Executive, Kerrier District Council

Councillor Mark Jeffrey
Councillor, Cornwall County Council

Peter Davies
Chief Executive, Cornwall County Council

Colin Molton
Director of Development, South West Regional Development Agency

David Warburton
Director of Development and Regeneration,
The Prince's Foundation

John Berry
Managing Director, Cornwall Enterprise

Gordon Kelly
Combined Universities in Cornwall

Richard Leonard
Community representative.

2.3 OVERALL PURPOSE

The overall purpose is to prepare a strategic Urban Framework Plan and Implementation Strategy for the revitalisation of Camborne, Pool and Redruth, which:

- establishes a shared view on the future scale, form and nature of the area, including opportunities for economic diversity. This should articulate key elements which will continue to reinforce local identity and uniqueness.
- establishes a set of flagship development, infrastructure and environmental projects to act as anchor schemes to create the necessary framework for the revitalisation of the area within the context of creating a series of inter–reliant, sustainable mixed–use neighbourhoods of differing scales and activities.

The Urban Framework Plan proposals will be incorporated into the second stage deposit draft of the Kerrier District Council Local Plan. The Urban Framework Plan will also be adopted in its entirety as Supplementary Planning Guidance to reinforce its planning status. This will ensure that the Urban Framework Plan is used as the basis for development control and investment decisions, which will combine to shape regeneration of the area. A separate Implementation Strategy has been prepared to ensure that proposals are realistically founded and deliverable. These detail proposals for new delivery structures such as an Urban Regeneration Company and Community Trust.

2.4 A FLEXIBLE FRAMEWORK

It is important to recognise that this document represents a *framework* for guiding development decisions, rather than a rigid blueprint or masterplan. Conditions change and it is vital that plans are capable of being adapted to respond to this change or take advantage of new opportunities. What is necessary, however is that each of the partners included in the management of change keep hold of the vision, the strategic direction and the underlying principles to create a high quality urban area.

In preparing the Urban Framework Plan, many ideas have been put forward. These included for example a large 'family entertainment centre', the Trevithick Tower, an artificial ski centre, and a major indoor surfing centre with a retractable roof. Any strategy of this kind does not exclude these or other concepts if they can be accommodated within the proposed urban design framework and are developed to the point of being viable and fundable projects.

Other opportunities will arise as a result of increased investment and community initiative within the area. These should be evaluated against the overall Urban Framework Plan and the strategy for the relevant target area.

2.5 APPROACH

Preparation of the Urban Framework Plan has been carried out in five stages:

Stage 1 Audits and Analysis

Review of baseline information and engagement with local community groups and stakeholders in undertaking a range of audits to underpin proposals.

Stage 2 Preparation of Strategy Options

Preparation of preliminary ideas as the basis for further community participation and market testing.

Stage 3 Preparation of Draft Urban Framework Plan and Implementation Strategy

Consolidating proposals into the first full draft of the Urban Framework Plan based on public consultation feedback.

Stage 4 Formal Public Consultation on Draft Urban Framework Plan

Undertaking a range of public consultation and community involvement initiatives to publicise and encourage feedback on the Draft UFP.

Stage 5 Preparation of Final Report and Formal Adoption

Refinement of the UFP in the light of consultation exercises and formal adoption of the proposals by each organisation by each organisation represented on the Partnership Advisory Board as the basis of a regeneration strategy.

2.6 PUBLIC INVOLVEMENT AND CONSULTATION

The project and client team shares a joint commitment to harnessing the energy and views of local people and key stakeholders. The project process therefore continues to proceed on the basis of maximising the engagement of the local community and other interested parties at every opportunity.

Strategy

The consultation strategy adopted in preparing the UFP comprised six key steps:

- Review of past audits, surveys and questionnaires
- Engagement with the existing community groups
- Whole day Action Planning events held in central locations
- Review of the issues arising from the events with the community groups and feedback into the Draft Urban Framework Plan.
- Formal consultation on the Draft UFP comprising exhibitions and a collaborative consultation event.
- Feedback from the formal consultation into the final Urban Framework Plan.

The following community groups have assisted by providing inputs on a local and strategic level:

- Camborne Partnership for Regeneration
- Illogan Regeneration Group
- Carn Brea Regeneration Committee
- Redruth Vision and Strategy Group
- Camborne, Pool, Redruth Leadership Trust

These groups have a broad level representation of the local community of all ages covering the voluntary sector, members and officers of the Parishes, Towns and District councils, agencies such as the Police and Youth Service and the local Chambers of Commerce. The Town Forums of Camborne and Redruth and the Crofty Community Forum are also represented.

During the first Action Planning Events, efforts were made to widen the debate further to make sure everyone affected was given a range of opportunities for participating in the creation of a far-reaching strategy to guide the area's revitalisation.

Feedback and Lessons Learnt From The First Round Of Action Planning Events

The Action Planning events presented a major opportunity for the community to express their views about a whole range of issues. Comments ranged from those of a political, national and regional nature through specific comments on the issues and proposals presented to very detailed comments on the specific needs of individuals and areas within the community. The views expressed by the community covering the range of issues presented at the events were summarised in a separate publicly available Stage 2 Consultation Report.

In summary the most frequently raised issues at the events were:

- A plea for higher paid sustainable employment.
- The future of South Crofty: support for and against re-opening the mine.
- A large number of comments on road and transport issues ranging from local to strategic.
- Support for the Combined University in Cornwall initiative, the expansion of Cornwall College, and the continued presence of the Camborne School of Mines.
- Support for the Carn Brea Recreation Centre and greater leisure facilities.
- A plea for more involvement of the Cornish in determining their future.

It was clear that very few young people attended the events despite assistance from youth leaders in the area. The consultants therefore undertook focussed workshops with local secondary schools to plug this gap. The information gained from these workshops was fed into the Draft Urban Framework Plan.

The Second Phase of Community Involvement and Consultation

A further series of public consultation exercises were undertaken on the Draft Urban Framework Plan. These sought to ensure that local people were provided with a range of opportunities for contributing to the formulation of plan proposals. This comprised:

- A mobile exhibition, taken around Camborne, Pool and Redruth, the outlying villages and estates;
- A one day Action Planning workshop at which key stakeholders collaborated to further define potential projects and strategic solutions;
- Copies of the Urban Framework Plan deposited with copies of the exhibition at public venues throughout the area, such as local libraries;
- Ongoing consultation with Regeneration Groups, Town and Parish Councils.

These exercises were comprehensively publicised via:

- supplements within local newspapers, which were also distributed to local groups;
- posters pinned up throughout the area;
- leaflet 'flyers' advertising events;
- local TV and radio features.

All comments arising from the consultation process were recorded. A report summarising these comments is publicly available. Broadly there was a high degree of community support for the proposals. A thorough review of plan proposals has been undertaken in the light of these comments and amendments made prior to the finalisation of the plan.

2.7 A GUIDE TO THE REPORT

The Urban Framework Plan is presented in seven chapters:

- Chapter 1** **The Vision**—describes how implementation of the Urban Framework Plan will create transformational change.
- Chapter 2** **Introduction**—presents the background to the project.
- Chapter 3** **Context**—considers the project within its wider geographic, historic and policy context.
- Chapter 4** **Overall Framework**—presents the 'big picture' by setting out the key strategic proposals and demonstrates how individual projects are to be integrated.
- Chapter 5** **Building and Design Code**—provides detailed guidance to ensure that high standards of design are applied.
- Chapter 6** **The Plan by Area**—looks at Camborne, Pool and Redruth in turn, providing a more detailed account of each of the individual projects proposed.
- Chapter 7** **Implementation**—summarises the recommended outputs and explains the priorities for delivery.



Mobile exhibitions staffed by project team members were used to explain proposals and encourage feedback.

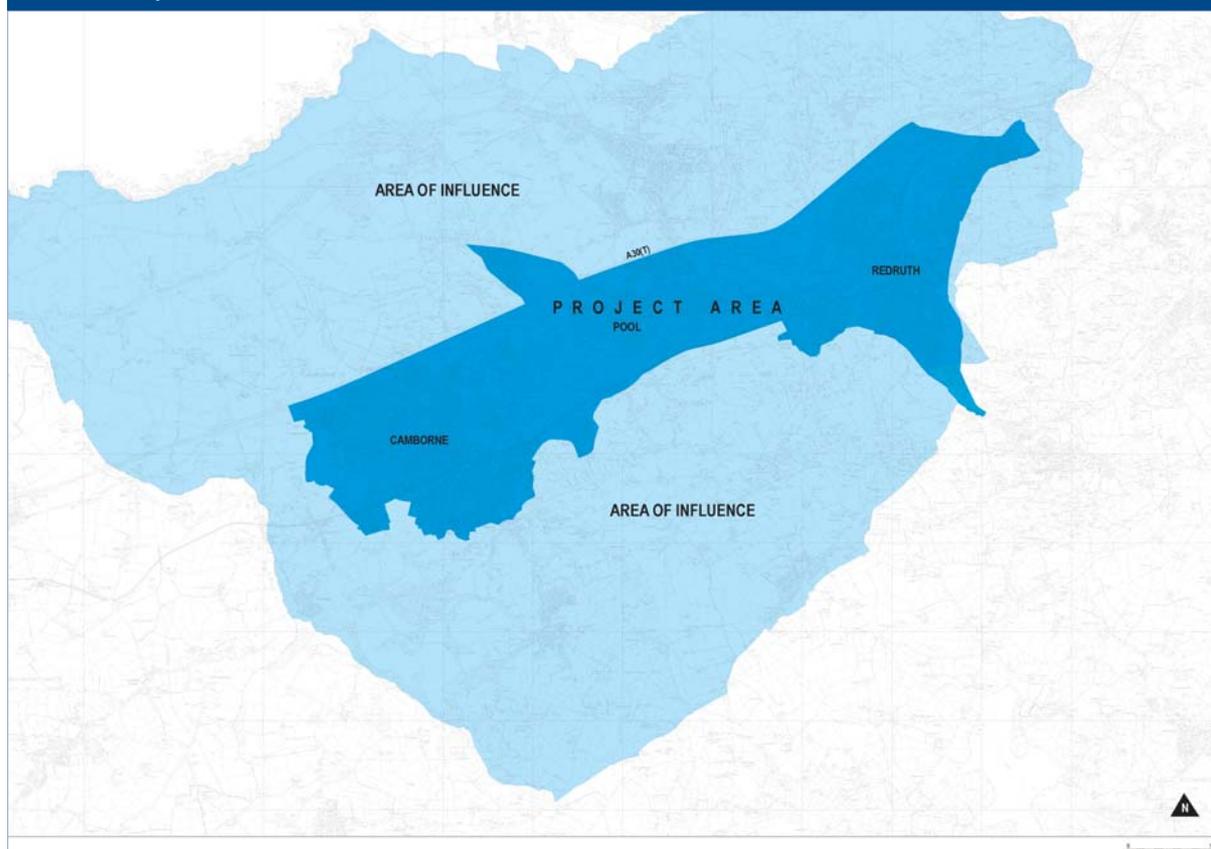
3. PROJECT AREA CONTEXT

3.1 LOCATION

The project area is illustrated in Figure 3.1, which defines where it is envisaged that most funding will be focussed. This also shows the wider area of influence, based on the ward boundaries of Camborne, Illogan, Redruth and Carn Brea.



FIGURE 3.1 Project Area and Area of Influence



3.2 CORE POLICY ISSUES

The Urban Framework Plan proposals have been formulated to dovetail with European, National, Regional, County - wide and local policy, as summarised below.

European

Cornwall qualifies for European Structural Funding and falls with the 2000 - 2006 Objective 1 Programme. The Single Programming Document (SPD) provides the basis of this major source of funding for economic development, community regeneration, business support, and sustainable physical regeneration in the CPR area.

The EU requires that 'Integrated Action Plans' (IAPs) are prepared to harness Objective One funding. Within the CPR area, the Tin Country Integrated Action Plan is currently in draft form and is being prepared by the Kerrier District Council Action Team and managed by the Tin Country Partnership. This sets out the strategic aims, objectives and partnership arrangements for the plan and how it relates to the SPD.

The Tin Country IAP is a three year plan and focuses on help for the local economy and small businesses, town and village centre improvements, community facilities, transport, local heritage and distinctiveness.

The IAP has been informed by:

- Involvement in a range of regeneration programmes in the area.
- Kerrier District Council's experience of the Accountable Body role.
- Two year programme of work Camborne /Pool /Redruth Action Team.
- Range of consultation with local communities and agencies
- Two Community Seminars to progress the Partnership

It is important to recognise the distinction between the Urban Framework Plan and the Integrated Action Plan. The UFP is presented as a strategic over-arching framework to guide investment and development decisions. Within this framework, the IAP is being taken forward in parallel to harness funding for a range of relatively small-scale community based projects. In sum these will have a significant impact and it is critical that each individual project brought forward under the IAP relates to the strategic proposals set out in the Urban Framework Plan.

National

The Urban Framework Plan reflects the current national thinking on urban design and regeneration which is set out in the recent Urban White Paper (2000). It has also been formulated in accordance with the Government's strategy for sustainable development, "A Better Quality of Life - A Strategy for Sustainable Development for the United Kingdom" (DETR,1999). This strategic direction, builds on proposals for regeneration policy put forward in the Government's Urban Task Force Report 'Towards an Urban Renaissance' (1999). The following key principles of the Urban Task Force report are extremely relevant and are adopted as the basis for the Urban Framework Plan:

1. Combat the social and physical decline of urban areas instead of continuing to allow homogenous and soulless suburban sprawl.
2. Recognise the importance of urban form as providing a safe and attractive environment which people want to be associated with.
3. Promote more compact, mixed and socially and physically integrated neighbourhoods.
4. Minimise the need to use a private car by orienting development around public transport modes and improving the safety and attractiveness of the pedestrian environment.
5. Manage the environment to achieve long term results and high quality places.
6. Start regeneration with positive projects which have a catalytic effect in the area.
7. Establish the long-term priorities and projects which will help achieve them.

Proposals have also been formulated within the context of national planning policy, notably:

- PPG1 - General Policies and Principles
- PPG3 - Housing
- PPG6 - Town Centres and Retail Developments
- PPG13 - Transport
- PPG9 - Nature Conservation

Relevant transport policy is described in more detail in Chapter 4.6.

Regional

Draft South West Regional Planning Guidance (RPG10), published by Government Office for the South West includes a Spatial Strategy, which is particularly relevant to the CPR Urban Framework Plan. Key proposals are to:

- alleviate remoteness through investment in transport infrastructure and other communications networks;
- create the conditions for growth, regeneration and diversification in the sub-region by promoting economic development and environmental improvements and, in Cornwall and the Isles of Scilly, maximising the opportunities of Objective 1 funding;
- focus major new employment, social and cultural investment at Plymouth and at Camborne Redruth, and maintain Truro's role as a sub-regional shopping and administrative centre;
- designate a 20ha "strategic employment site" in the wider Camborne-Pool-Redruth area. This would be located outside the core project area;
- encourage appropriate investment in tourism;
- conserve and enhance the coastline, landscape, historic and industrial heritage of the sub-region and recognise them as major assets in the drive to encourage regeneration;
- maintain and enhance the physical and cultural distinctiveness of Cornwall, Devon and the Isles of Scilly.

This complements the existing South West Regional Sustainable Development Framework "A Sustainable Future for the South West", which forms an important part of the regional policy context.

Regional Planning Policy is reinforced by the work of the South West Regional Development Agency, which has established the CPR area as a key strategic location for investment.

County

The Cornwall County Council Structure Plan, adopted in 1997, puts the concept of sustainable development at the heart of the overall planning strategy. This supports integration between land use and transport planning to reduce the need to travel.

The Structure Plan is backed by the Local Transport Plan, published by the County Council in 2000, which establishes the strategic transport planning framework and sets out a five-year investment plan.

Other County Council policy documents relevant to the CPR project include the:

- Cornwall Waste Local Plan (2001 deposit draft);
- Minerals Local Plan (1997);
- Cornwall Design Guide.

District

The Kerrier District Council Local Plan 1996—2011 is currently at the Deposit Draft Stage and is expected to be adopted in 2003 after further public consultation and a Public Local Inquiry in 2002. The Local Plan seeks to accommodate pressures for development mostly within the main built up areas, targeting the CPR area for major growth.

Included in the Local Plan are certain strategic designations of relevance to the CPR area, including:

- Areas of Outstanding National Beauty;
- Areas of Great Landscape Value;
- Areas of Great Historic Value;
- Sites of Special Scientific Interest.

It is intended that the Urban Framework Plan will be formally adopted as Supplementary Planning Guidance (SPG) and proposals incorporated into the next review of the Local Plan.

It is also important that UFP proposals are taken forward to dovetail with both local Agenda 21 initiatives and with the range of projects promoted to further social inclusion, particularly area based initiatives such as Education Action Zone and Sure Start. The framework also will need to continue to link with the Local Strategic Partnership and the Neighbourhood Renewal and Community Strategies as they are developed.

3.3 SWOT SUMMARY

Within this policy context, a series of audits were undertaken during the initial stage of the project to form the foundations of Urban Framework Plan proposals. These covered:

- Planning, Transport and Landscape
- Historical evolution
- Existing land use
- Transport and accessibility
- Land ownership
- Urban grain
- Townscape
- Landscape
- landform
- Socio-economic profile
- Market demand
- Delivery mechanisms
- Ground conditions
- Site services
- Renewable energy potential

Analysis of these audits was undertaken in conjunction with community feedback on local issues and possibilities.

Based on these preliminary findings, the Strengths, Weaknesses, Opportunities and Threats (SWOT) within the CPR area are summarised in Table 3.1.

TABLE 3.1 SWOT Summary

Strengths

- Recent positive experiences in regeneration
- Community enthusiasm and skills
- Strong cultural identity
- Major education and training facility
- Relatively large resident population
- Heritage assets and proximity to major tourist destinations
- Land availability and environmental quality
- Road accessibility to employment sites
- Good trunk road and rail links

Weaknesses

- Low GDP, Low Wages, Low Household Incomes
- Small Business Economy lacking representation in growth sectors
- Low skills, particularly in growth sectors
- Poor educational attainment
- Limited ability to afford housing
- Pockets of severe deprivation and social exclusion
- Poor quality employment sites and premises
- Poor image of the area to potential investors, developers, house purchasers
- Land contamination and dereliction
- Recent developments (such as the Big W) dependent on the car
- Over-generous parking provision in Camborne & Redruth
- Difficult entrances to Camborne and Redruth
- Poor cycling and walking and interchange facilities

Opportunities

- Potential growth in e-business
- Potential for growth in "new industries" and "high tech" sectors including renewable energy, geoscience, environmental industries
- Expanding leisure/sports markets
- New tourism markets
- Derelict land
- Objective 1 funding and SW RDA priority area
- Potential of Strategy and Masterplan to raise the profile of the area and address fundamental problems
- Potential to integrate land use and transport planning, and concentrate on development on the A3047 corridor and in Camborne and Redruth
- UNESCO bid for World Heritage status

Threats

- Competition from e-business (based elsewhere)
- Lack of matched funding
- Tradition of outward migration
- Competition in housing from retirees and second homes
- Development of Truro as primary business, professional and retail centre
- Deteriorating heritage buildings
- Continued environmental degradation and low quality new development

4. OVERALL FRAMEWORK

4.1 INTRODUCTION

This chapter establishes the core strategic elements of the Urban Framework Plan. The intention is to define a flexible framework that, rather than serving as a straight-jacket, provides the conditions for change, identifies catalyst projects and articulates how these could be conceived in three-dimensional terms. This chapter provides the broad overview, but makes reference to specific projects where these are necessary to realise strategic intentions.

Strategic proposals are presented according to seven key elements:

- Creating sustainable communities
- Economic development strategy
- Strategic development opportunities
- Information Communications Technology (ICT)
- Transport
- Landscape, leisure and heritage
- Energy and resource efficiency

The eighth key consideration, the urban structure and design of urban form, is described in more detail in Chapters 5 and 6.

4.2 THE BASELINE

The starting point, however, is a series of proposed improvement measures that cross-cut these themes and serve as the baseline for the project. Table 4.1 summarises the key themes to come out of recent public consultation initiatives. A range of issues and possibilities has been raised by local community groups and individuals that are common to the whole area and underpin strategic intentions. Many of these proposed improvements serve as a foundation for the strategy—that, for example, further streetscape upgrading of each of the town centres and degraded housing estates is undertaken. Other suggestions will require detailed investigation to ascertain their feasibility.

Other issues raised by the community, which are specific to each area, are summarised in Table 4.2, and are picked up in Chapter 6.

TABLE 4.1 Key Themes Raised in Consultation

Employment

- Protection of existing employment as far possible in a commercial environment.
- More opportunities for sustainable local employment and better quality well paid jobs.
- A need for training initiatives to support new employment.
- Parallels should be drawn from other areas and incentives provided to assist existing and new businesses.
- Priority should be given to regenerating Redruth and Camborne Town Centres. Regeneration of Pool should focus on uses that do not conflict with the towns.
- Promotion of the traditional rural industries and concerns over too much dependence on ICT industries.
- Promotion of the area as a service centre for the whole of Cornwall.
- New industry linked to the new University campus (e.g. Energy, Earth Sciences).

South Crofty, mining and waste

- Divided views supporting and against the re-opening of South Crofty.
- Encouragement for better dialogue between Baseresult and the SW RDA.
- Need for a strategy that protects Cornwall's long-term mineral reserves.
- Concerns over the adverse affects of imported waste and waste disposal.

Housing

- Resistance to new housing other than affordable housing and for special needs.
- Resistance to luxury housing or as second homes.
- Environmental improvements needed to existing stock.
- Strong resistance to a housing or additional population led strategy for the area.
- The regional housing policy should be sensitive to the local area

Heritage, Culture and Tourism

- Promotion of the Cornish Language and preservation of Cornish Culture focusing on the needs of local people
- More cultural venues and events
- Promotion of Public Art
- Better promotion of tourism and the heritage assets
- Attraction of overseas visitors.

Town Centres and Retail

- Concerns that any major re-development at Pool would be in conflict with the existing town centres.
- Promotion of the sale and distribution of local products
- Better local retail facilities and centres.
- Support for the continuation or improvement of Pool market

Education and Training

- Support for a local Combined University in Cornwall Campus and keeping the Camborne School of Mines in the area.
- Small/ Medium Business promotion and assistance.
- IT and Technology Training linked to future employment.
- Local craft and skills training also linked to future employment
- Need to involve business in education at all levels.

Community

- Better provision for and representation of the youth.
- Good distribution of local community, counseling and information centres throughout the area.
- Strong support for the Carn Brea Recreation Centre with suggested new facilities.
- Plea for the strategic plans to not compromise the demands for better local facilities.

Environment

- Concerns over the anticipated adverse effect of additional development.
- Concerns over future air quality and affect of the importation of waste into the area.
- Regeneration of redundant buildings and open space.
- Concerns over the level of litter and fly tipping.
- Protect and enhance the natural and built environment.
- Protection of wildlife corridors.
- Promote the area's local distinctiveness and the definition of each town and village.
- Area should be a model for recycling and more sustainable energy systems.
- Use local materials and services.

Transport

- Improved public transport systems.
- Promotion of alternative means of transport such as trams and cycle routes.
- Better transport linkages between the villages and the urban areas.
- Better access to the A30.
- Improvements to the A30.
- Better regional transport network.
- Remove traffic congestion on the A3047 Camborne to Redruth spine road.
- Appropriate control of heavy goods vehicles into the area.
- Support for a rail freight terminal.
- Generally against opening a rail station at Carn Brea.
- Suggested local road improvements and traffic calming throughout the area.

Health

- Improved local healthcare in areas of social exclusion.
- Better access for those with special needs.
- Concerns over the adverse affect of incinerators and dumping of waste.

Safety and Crime

- Continued improvement to policing.
- Promotion of neighbourhood watches.
- More security cameras or other security measures.

Other Area wide issues

- Remove the negative image projected of Cornwall and in particular the Camborne, Redruth Pool area.
- Attention to Local Identity, language, culture, geography and way of life.
- Link the UFP into an overall vision for Cornwall other countywide strategies.
- Raise the local level of expectation and confidence.
- Lack of confidence in the agencies tasked with delivering the UFP and a call to improve communications between the public, the local agencies and councils.
- Better utilities infrastructure, e.g. gas distribution to villages, burying of power cables and IT network.

Delivery and Funding

- Creation of an effective delivery mechanism involving the local and business community and other agencies.

TABLE 4.2 Other Key Themes Specific to Each Area

Camborne

- Promote Camborne as a business gateway.
- Better integration of rail, road and public transport facilities.
- Continued improvement and expansion of town centre retail and community facilities.
- Continued environmental improvements including the surrounding villages.

Redruth

- Promotion of Redruth as a specialist shopping destination and encourage a mixture of uses in the town centre.
- Continue past initiatives to bring the large number of derelict or under used historic buildings back into use as part of a comprehensive tourism, arts and cultural strategy.

Illogan / Carn Brea / Pool

- Regeneration of Brownfield sites
- Remove pressure on Greenfield sites from housing developers.
- Provide a framework for regeneration projects like the Penhellick Village and Trevithick Tower.

4.3 CREATING SUSTAINABLE COMMUNITIES

Integrating the Different Aspects of Sustainability

The overarching aim of the regeneration strategy is to create a more integrated series of sustainable communities. Key sustainability criteria will be incorporated into project briefs and form one basis for monitoring project implementation progress. The principal concern is that each sustainability theme is integrated and pursued in conjunction.

Community and Local Identity

An overriding concern of all the local community groups within the area is that the regeneration initiatives proposed, although linked, respect each town or area's local quality and identity. They must complement each other and the success of certain areas must not be to the detriment of others. Strengthening the local identity and uniqueness of each of the communities or neighbourhoods located within the project area, whilst at the same time fully integrating them so that they benefit from one another, is the key to the creation of sustainable places.

Such integration also needs to be considered in relation to service-provision—for instance the potential to cluster health, leisure or educational facilities to avoid duplication and promote complementarity. Close liaison will be required between service providers and the regeneration agencies charged with implementing the Urban Framework Plan. This will need to ensure, for example, that sufficient creche and nursery facilities are provided to help support workers taking up the 4000 + new jobs created.

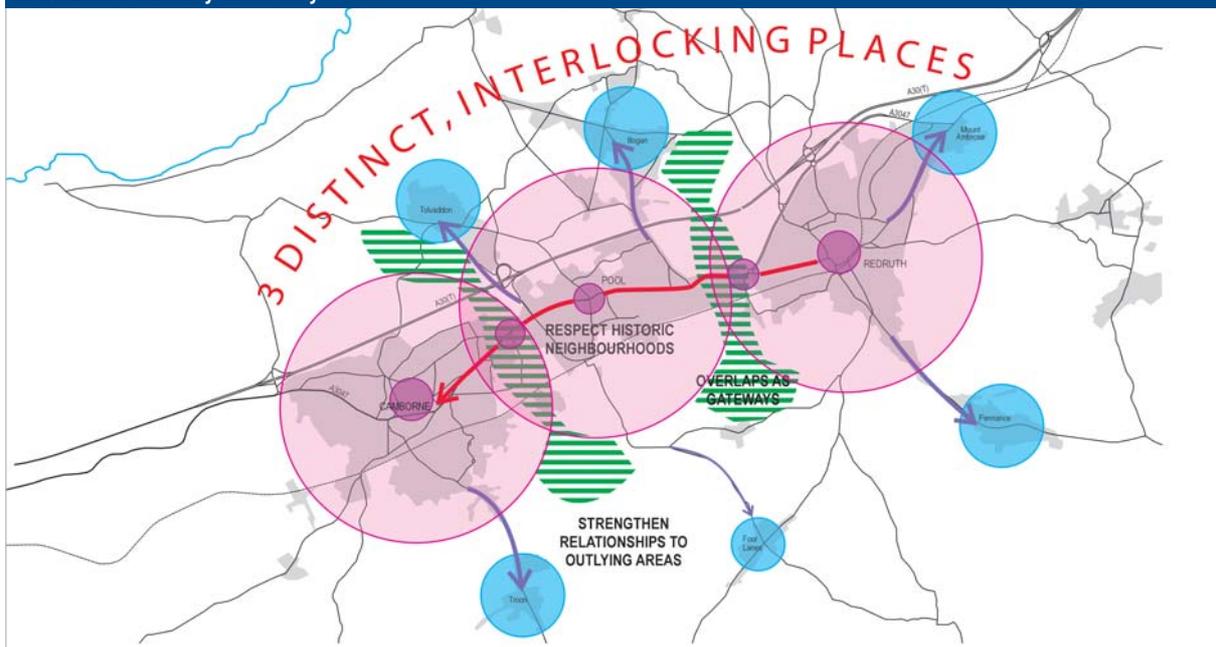
Figure 4.1 illustrates this fundamental premise, to reinforce community identity. The starting point is the recognition of each of the historic focal points of community activity, such as Chapel Road/East Hill in Tuckingmill or Church Road/Fore Street crossroads in Pool. Attention needs to be paid to the overlapping areas between Camborne–Pool and Pool–Redruth to promote measures that strengthen the distinctiveness between each place whilst avoiding segregation. This could translate into striking landscape elements or the introduction of eye-catching sculptures or landmark buildings.

Public transport links between the core CPR study area and outlying villages such as Illogan and Troon are also proposed to be strengthened, with landscaping improvements introduced to reinforce these key routes.

Figure 4.2 shows how this focus on each of the core communities of the area and the links between them forms the basis of the Core Concept underlying the Urban Framework Plan. In particular:

- To concentrate new development within each of the central areas within walking distance of the railway stations and key bus routes to help promote sustainable travel;
- To promote a high frequency bus corridor linking the area, together with a new east–west avenue to provide an alternative route to the A3047;
- To enhance the 'green corridors' along the valleys with new parkland; and
- Implement environmental improvements to outlying villages and estates.

FIGURE 4.1 Community and Identity

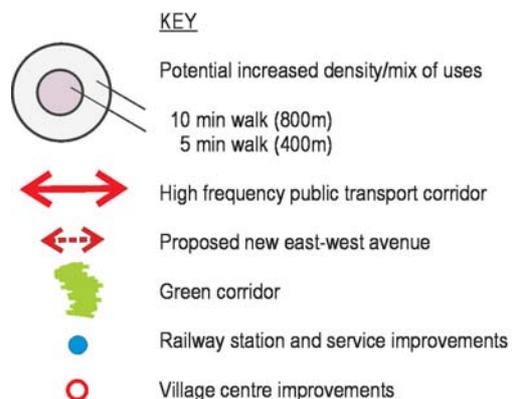
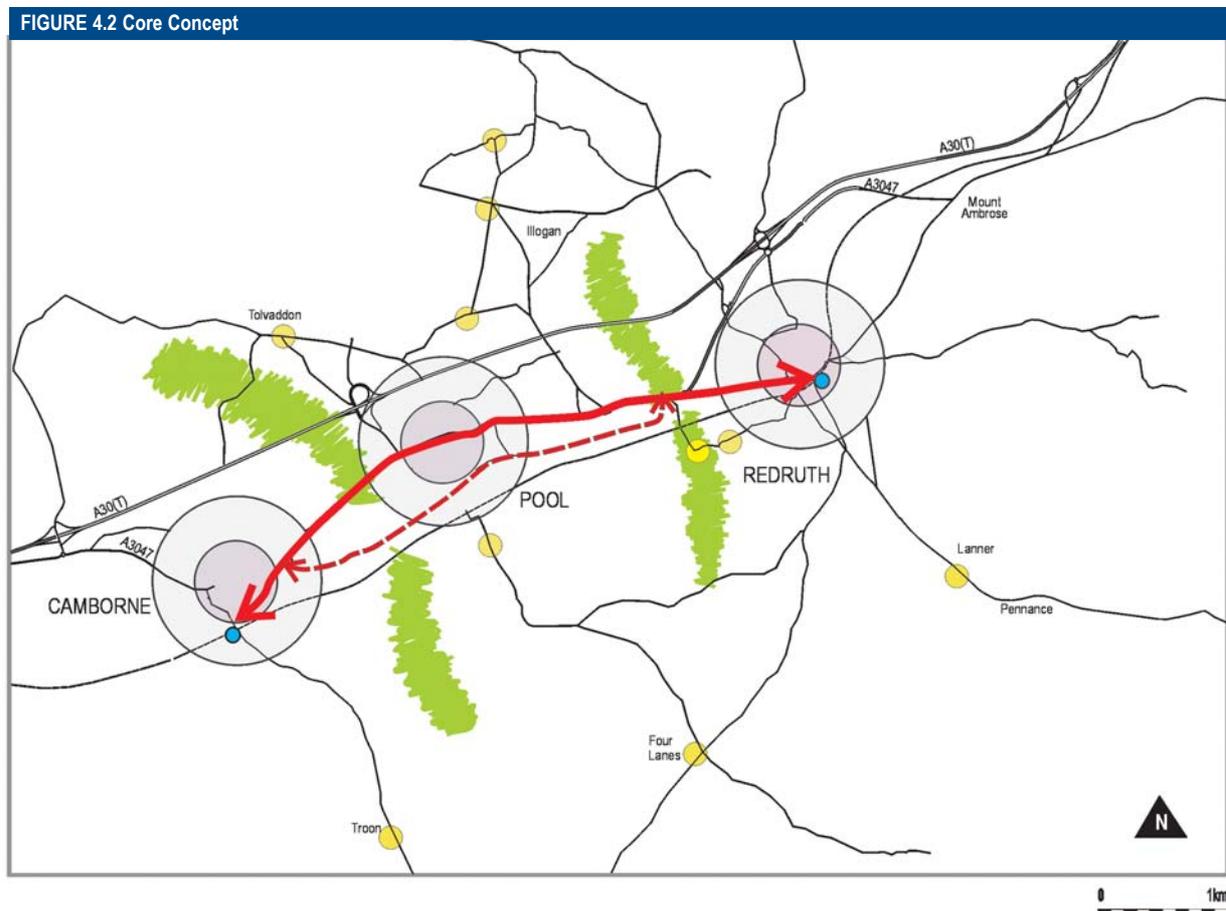


A Socially Inclusive Place

A fundamental principle to the creation of sustainable communities within the CPR area is to ensure development projects fully dovetail with initiatives geared to the promotion of social inclusion. This means, for instance:

- ensuring that a range of employment opportunities are accessible to all, by relating them to training and skills development initiatives such as the Sure Start programme
- integrating with and capitalising upon Education, Sports and Health Action Zone projects;
- promoting mixed tenure housing projects so that each new development incorporates an appropriate level of social housing;
- planning development so that it is easy to reach on foot, by bicycle or public transport - to overcome car reliance that favours some at the expense of others.

FIGURE 4.2 Core Concept



The Housing Strategy

The Housing Strategy for the area rests on four main principles:

- affordability - ensuring that there is sufficient housing at every level of price or rent to meet the needs of people who wish to live in the area, particularly established residents and those least able to afford market prices and rents
- quality - all housing should be provided to high standards of quality and design, so new housing must be constructed to new standards and existing housing should be improved through environmental schemes, community-based initiatives and investment programmes to raise standards across the area
- building communities - ensuring a diverse range of housing opportunities to meet the full range of needs and to support sustainable growth of a balanced urban community. This means the creation of mixed-tenure, mixed-use neighbourhoods.
- protecting and enhancing the environment - respecting existing heritage and buildings of quality, building where possible on "brownfield" land and minimising the demand for new greenfield sites.

The strategy will seek to reverse the recent demographic Cornish trend of continuing out-migration of younger people. However, movement of families within Cornwall and in-migration of older working-age and retired people is likely to continue. This strategy attempts to ensure that existing households have access to housing opportunities to meet their needs and ambitions and that the area can accommodate the overall population growth forecast for the Camborne Pool Redruth area in the Cornwall Structure Plan and the draft Kerrier District Local Plan. A key aspect of the integrated proposal to regeneration is requiring that residents have the opportunity to access good quality, well paid jobs which enable them to remain within the area and afford good quality housing.



The number of dwellings to be provided in the area follows the current Cornwall Structure Plan and draft District Local Plan. Within the Plan period up to 2011 a total of 3,060 dwellings are to be provided within the study area, of which approximately 800 are already built or under construction—leaving a balance of approximately 2250 to be provided within this Strategy.

There is sufficient land allocated in the draft District Local Plan and/or with planning permission to accommodate nearly 1300 dwellings. About 350 are expected as "wind-falls"—development of small plots within existing housing areas. Some of these 1,650 dwellings may not come to fruition because of difficulties with site acquisition, contamination, etc. There is thus a need to identify the sites which may accommodate at least 600 dwellings in the area. This can be achieved by:

- raising densities on some allocated sites above the current expectations which average approximately 8.5 dwellings/acre (to meet the 30 dwelling units/hectare threshold required of PPG3)—for instance the Church View Road/Chapel Road sites at Tuckingmill.
- promoting mixed use schemes which include housing on "brownfield" sites—for instance the "core area" to the south of Trevenson Road.
- supporting housing schemes in the Town Centres, particularly provision of flats above shops.

It is important to recognise that most of the sites identified in the Urban Framework Plan for "proposed housing and mixed -use development" (see Figures 6.1, 6.2 and 6.8.) take the housing site allocations identified in the current draft Local Plan as the starting point. However the green-field housing designations in particular are being critically reviewed in the light of:

- The Cornwall Urban Capacity Study undertaken for the County Council by Baker Associates, which further details potential sites to accommodate housing growth; and
- continuing emphasis, backed by government guidance, on the strategic priority to concentrate the development focus on urban brownfield land.

The recently completed District Wide Housing Needs Survey found that there is an overall need for 750 affordable dwellings in the area. These should be provided over a 5 year period (a rate of 150 per year) to meet urgent needs. 89% of these 668 dwellings should be social rented and 82 should be shared ownership. Current plans agreed by the Housing Corporation, Kerrier District Council and the West Cornwall Joint Commissioning Partnership include investment in around 400 new social housing units within the overall total of 2,250 new dwellings. Some sites have been identified, including the "urban village" scheme at Redruth Hospital by Devon & Cornwall Housing. However, there is a need to identify sites for the remainder of these 400 dwellings.

Much of the need for affordable housing is for one- or two-bedroom accommodation, though new build schemes should also seek to contribute to achieving a better overall balance of dwelling sizes in the area. In general, there is a problem that there is not enough larger sized accommodation and the majority of unsatisfactory housing, unable to meet the needs of everyone living there, is one- or two-bedroom housing. Housing Renovation Grants and Town Centre schemes should be supported to help address these and other housing issues, and to support sustainable regeneration. Wherever possible, the use of local materials will be supported and encouraged - both for reasons of boosting local identity and economic development.

There are concerns that the rate of development needed for affordable housing is likely to be higher than the existing Registered Social Landlords (RSLs)—Housing Associations within the West Cornwall Joint Commissioning Partnership—can deliver. They are currently aiming for 120–130 units per year, but have not achieved this so far, and may not be able to achieve 150 per year required in the near future. Indeed as confidence in the area's regeneration increases, it may be both necessary and desirable to increase construction rates further. Potential deliverability problems may be compounded by the types of scheme required to implement the development on brownfield sites and Town Centres. There is a need for secure funding to support this programme and there may be a need of more complex schemes to introduce other Associations or developers with experience in mixed-use regeneration projects.

The private sector has generally delivered around 150 units per year. In the context of the regeneration strategy and housing numbers required within the programme, this is adequate. However, it is important that they provide the range of housing types and sizes, and the design quality and densities, required to deliver the strategy. This will require close liaison with the developers and negotiations at an early stage to ensure that sites are brought forward, planned and built in a viable and regenerative way. Again, it may require introducing new developers to the area and co-ordinating development programmes to achieve the best quality and quantity of output. There are concerns about a lack of skills and labour available to support the overall scale of the programme, including housing projects, which will need to be addressed.

Housing aimed at groups with special needs should be incorporated in the overall mix, and in particular student accommodation should be included in the light of the Combined Universities in Cornwall proposals. At present there is a range of lower priced housing available and Cornwall College has not attempted a student housing scheme because of concern about the financial risk. An initial pilot scheme of around 40 units should be included in early development in the Pool area, with the intention of pursuing at least two further schemes of similar size within the Strategy. This will require Housing Association or developer partnership with the College.

4.4 ECONOMIC DEVELOPMENT STRATEGY

Overview

The aim of the Economic Development Strategy is to support the development of a sustainable, balanced thriving community for the 21st Century and beyond.

The key economic objective is to establish Camborne–Pool–Redruth as the Commercial Capital of Cornwall, containing all sectors of business relevant to a sustainable urban economy. Its structure of businesses, employment, skills, premises and infrastructure should reflect its position as the largest urban centre in the County. It should complement, not compete with, existing centres—particularly complementing Truro (the centre of public administration and services and of high street retailing) and Falmouth (the centre of maritime industries and activities)—to form a powerful economic heart in West–Central Cornwall.

There is a need to regenerate the existing economy—encouraging investment by indigenous industries and new stakeholders in the local economy. Regeneration must be balanced to provide:

- more, better quality jobs, paying higher wages and salaries;
- all sectors of the economy—particularly regionally relevant and growth sectors;
- all skill levels and occupations;
- equality between men and women; and
- full- and part-time jobs.

The strength and importance of the academic and training sector—represented currently in Cornwall College and soon to be enhanced by the proposals for the Combined Universities in Cornwall "Rim" at Pool—is a key plank of the Strategy, providing programmes for skills development, business support and entrepreneurial development.

The aim is to develop Camborne–Pool–Redruth into an economy which:

- competes nationally and internationally in niche markets for high added value, low volume products and services
- serves the whole of Cornwall as a major centre of commerce
- serves its local resident and business community
- achieves sustainable growth in sectors which have particular relevance in a Cornish context, including:
 - high value/low volume manufacture: current examples include electronics / instrumentation / control systems / industrial and medical filters
 - "weightless" industries—e.g. "knowledge industries", computer software, web site design
 - regionally-relevant industries—e.g. renewable energy, environmental industries
 - leisure/health/personal service industries

Key to this is understanding future business needs, and providing the high quality environments that give these physical expression (see fig 4.4). The dynamics of modern businesses require flexible solutions in terms of location and setting, in building specification and in office technology and IT provision. The urban block structure proposed in the Pool heartland in particular creates great flexibility in terms of location, tenure and individual building requirements within the context of an overall mixed-use, place-making strategy. A good "menu" of accommodation to meet the differing needs of both indigenous firms and inward investors can be provided..

Proposals to provide new modern business space should be accompanied by measures to encourage redevelopment and refurbishment of existing premises where necessary to upgrade the overall standard of accommodation offered.

To evaluate progress, targets should be set for new jobs and increased incomes in the area which relate to the intended impact of the Objective One programme and the needs of people in the area. The Objective One programme is intended to create nearly 21,000 more net new jobs (effectively a 15% increase in full-time equivalent employment) and to increase GDP by at least 10%. If we translate these targets into Camborne Pool Redruth, and acknowledge the importance of this area to the economy and regeneration of Cornwall, it will be appropriate to aim for at least 4,000 net new jobs and an average increase in wages/salaries of 15% at least by 2011.

A strategy for ICT development sits at the heart of this Economic Development Strategy, and links to community regeneration and e-government (discussed further in 4.6). Other infrastructure issues are fundamental to the economic future of the area. Major investment in road, rail and air links to and from the area is important to bring the quality of infrastructure up to the highest international standards. The A30 trunk road links to the M5 and the railway main line links to Exeter, Bristol, London and the European mainland are essential to the future of the area, as are air links via Newquay.

A fundamental principle of the Urban Framework Plan is to safeguard and enhance the vitality and viability of two existing town centres, Camborne and Redruth. During consultation of the draft plan, concern was expressed at the potential negative impact on the existing centres of further drive-in retail park or "big box" retail warehouse development in the Pool area.

Because of this:

- (a) there will be a general presumption against most forms of further retail development in any other place than in the two town centres; and
- (b) all of the retail proposals within the UFP will be carefully assessed via a detailed retail impact study to ensure that they do not have any adverse impact on the town centres.

Summary of Key Economic Development Projects

In essence, the economic development strategy seeks to create jobs (including 240 permanent jobs in construction), enhance the quality of environment, raise skills, and promote the use of local suppliers and materials.

An important additional economic consideration is that all the capital investment projects will require construction workers with appropriate skills. At this stage it is only possible to give a broad estimate of the implications, but as an indication, a total capital expenditure of £150m over 10 years, this should create approximately 240 full-time, permanent jobs.

Many of the project proposals make a contribution to the strategy for the area as a whole, and are summarised in Table 4.3. Individual strategic projects are described in Chapter 6, focussing on each of the areas in turn, though key strategic economic development proposals for Camborne, Pool and Redruth are summarised in Tables 4.4, 4.5 and 4.6 respectively.

FIGURE 4.4 Understanding Future Business Needs

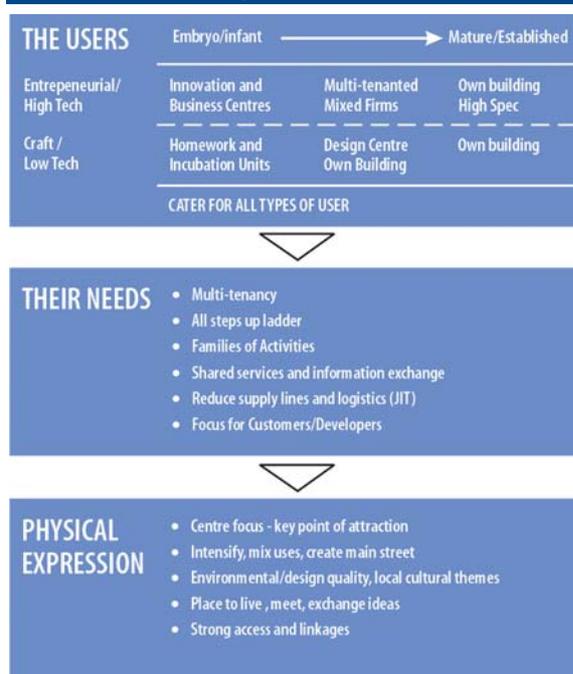


FIGURE 4.5 Creating Joined-up Places

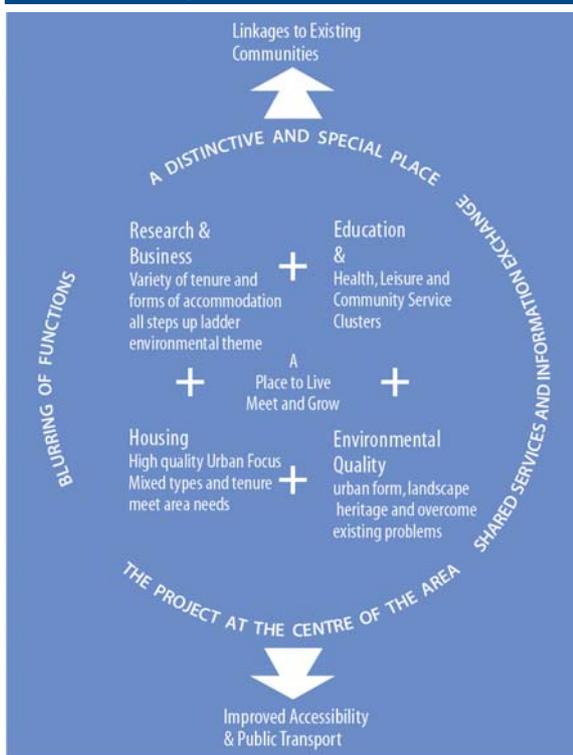


TABLE 4.3 The Economic Development Strategy: Project summary**Town Centre Regeneration**

- Renew and restore the historic built environment
- Diversify the Town Centres, reintroduce housing, employment and community life
- Enhance access, safety, on - street environment and amenity
- Market the Towns
- Town Centre Partnership Management

ICT development

- Broadband infrastructure
- E-Business Centre in Cornwall College/CUC, linked to:
- E-Business Support, Services and Demonstration Facilities
- E-Business Incubator Units
- Corporate ICT user(s)

Business support and development

- programmes of business support and development
- E-business support and development (see above)
- Cornwall Expo Centre - product marketing, exhibition, supply chain development and sales
- Links to training, especially Cornwall College and Cornwall Enterprise
- Business Networking

Development of Urban Economy

- Flexible office/workshop (B1) accommodation in mixed use schemes, existing business parks and Town Centres
- Mixed industrial accommodation (B1/B2/B8) in existing business parks/industrial estates
- Retail, leisure, heritage, visitor attractions
- Local Logistics hub
- Refurbishment/recycling of poorer quality existing industrial estates and relocation of certain uses

Regeneration Centre

- Construction of a new building at the heart of the regeneration area, to bring together all the key agencies; provide a "one-stop shop" for business and community for information and participation in the regeneration process; and a base for e - government/e - community activity
- Partnership Regeneration process management
- Marketing success - celebrating the success of Camborne Pool Redruth with local businesses and residents, and telling the world

Infrastructure

- Landscape Structure
- Environmental Improvements
- New Streets and Squares
- Public Transport
- "Gateways" - enhancement and development of "gateway" sites - in Scorrier, Redruth, Pool, Camborne
- ICT broadband infrastructure

TABLE 4.4 Camborne Key Economic Development Strategy**Town Centre Regeneration**

- Renew and restore the historic built environment, including shopfront improvements and landscaping
- Diversify the Town Centre; reintroduce housing, employment and community life, including 2,500 sq.m. in offices, non-retail uses on new sites and within existing premises
- Pursue two flagship mixed-use projects—on the Bus Station and former Holman sites respectively
- Enhance access, safety, on-street environment and amenity
- Marketing Camborne
- Town Centre Partnership Management

Flexible Office/Workspace (B1/B8)

Up to 2,500 sq.m. within new mixed-use schemes and existing business park environments/business cluster development.

Industrial Sites (B1/B2/B8)

Up to 100,000 sq.ft. (10,000 sq.m.) of general employment floorspace for manufacturing, storage, distribution with ancillary offices, etc.—minimum of 3 ha of employment sites to be designated within the area.

TABLE 4.5 Pool Key Economic Projects**Regeneration Centre**

Co-location of key regeneration agencies/activities at heart of the area, in a icon building, preferably to include:

- CPR Urban Regeneration Company office - (all functions)
- Kerrier District Council - Area-wide information; local service delivery; full e-government public suite and facilities;
- CPR Action Team (relocated from Old Cowlin's Mill)
- RDA local office (relocated from Truro)
- Small Business Service (special CPR team and services, with full ICT links to Bodmin, Plymouth, etc.)
- Learning and Skills Council (area office)
- Cornwall Regeneration (part of Cornwall Enterprise, managing SRB programme)

Internet-based public information and service centre, preferably to include:

- CPR web - site/portal (needs technical/information/marketing staff + servers)
- Kerrier ICT/e - government service department and computers (relocated and expanded)

E-Business Centre

Four main components which should preferably be located adjacent to each other:

- CUC/Cornwall College E-Business School (teaching, research, business relations)
- E-Business Support, Services and Demonstration Facilities
- E-Business Incubator Units
- Corporate ICT premises (to accommodate at least one larger ICT user)

Cornwall Expo Centre

Flagship building to house a permanent display of Cornish products and renewable specialist displays for key sectors - particularly aimed at industry purchasing from outside and within Cornwall, with full range of purchasing/supply chain support services.

Flexible office/workspace (B1)

125,000 sq.ft. (12,500 sq.m.) of good quality flexible business space to be provided in a range of accommodation, within mixed use development in the centre of Pool.

Employment Accommodation (B1/B8)

25,000 sq.ft. (2,500 sq.m.) of flexible office/workspace within mixed-use schemes or existing business park environments/business cluster development.

Industrial Sites (B1/B2/B8)

200,000 sq.ft. (20,000 sq.m.) of general employment floorspace for manufacturing, storage, distribution with ancillary offices, etc. - minimum of 6 ha of employment sites to be designated within the area.

Either Wholesale Outlet or Specialist Craft/Niche Retail

75,000 sq.ft. (7,500 sq.m.) floorspace integrated with mixed-use development, but particularly to heritage, visitor and leisure attractions and to suitable car parking and public transport.

"Robinson's Shaft" – "Cornish Industrial Heritage Centre"

Major Heritage attraction—top quality and large enough to attract 250,000–500,000 visitors per year—based on the complete story of the Cornish Industrial Revolution, including mining, steam, engineering, explosives, transport and the people, towns and businesses which shaped it.

Leisure/Sports Facilities

Proposals to be developed in the light of current work for Carn Brea Recreation Centre, probably to include:

- Sports Centre of Excellence
- Local sports and training facilities
- Centre for Indoor Active Leisure as a hub for residents and visitors to West Cornwall—e.g. indoor surfing
- Possible Sports Stadium

Business Hotel and Conference Centre

3- or 4-star hotel specifically aimed at business customers, with appropriate restaurant, pool, fitness facilities as well as full e-mail / Internet / telecomms access, meeting/work rooms. Meeting/conference/seminar facilities, linked to E-Business Centre.

TABLE 4.6 Redruth Key Economic Projects**Town Centre Regeneration**

- Renew and restore the historic built environment, including shopfront improvements
- Diversify the Town Centre, reintroduce housing, employment and community life, including 2,500 sq.m. in offices, non-retail uses on new sites and within existing premises
- Enhance access, safety, on-street environment and amenity
- Marketing Redruth
- Town Centre Partnership Management

Employment Accommodation (B1/B8)

25,000 sq.ft. (2,500 sq.m.) of flexible office/workspace within mixed-use schemes or existing business park environments/business cluster development.

Industrial Sites (B1/B2/B8)

200,000 sq.ft. (20,000 sq.m.) of general employment floorspace for manufacturing, storage, distribution with ancillary offices, etc. - minimum of 6 ha of employment sites to be designated within the area.

Local Logistics Hub

3ha site offering storage/distribution accommodation and vehicle parking for local road/road transfer and distribution, with 4,000 sq.m. in smaller units and space for larger unit to meet demand. (Employment generated by this project also includes vehicle drivers).

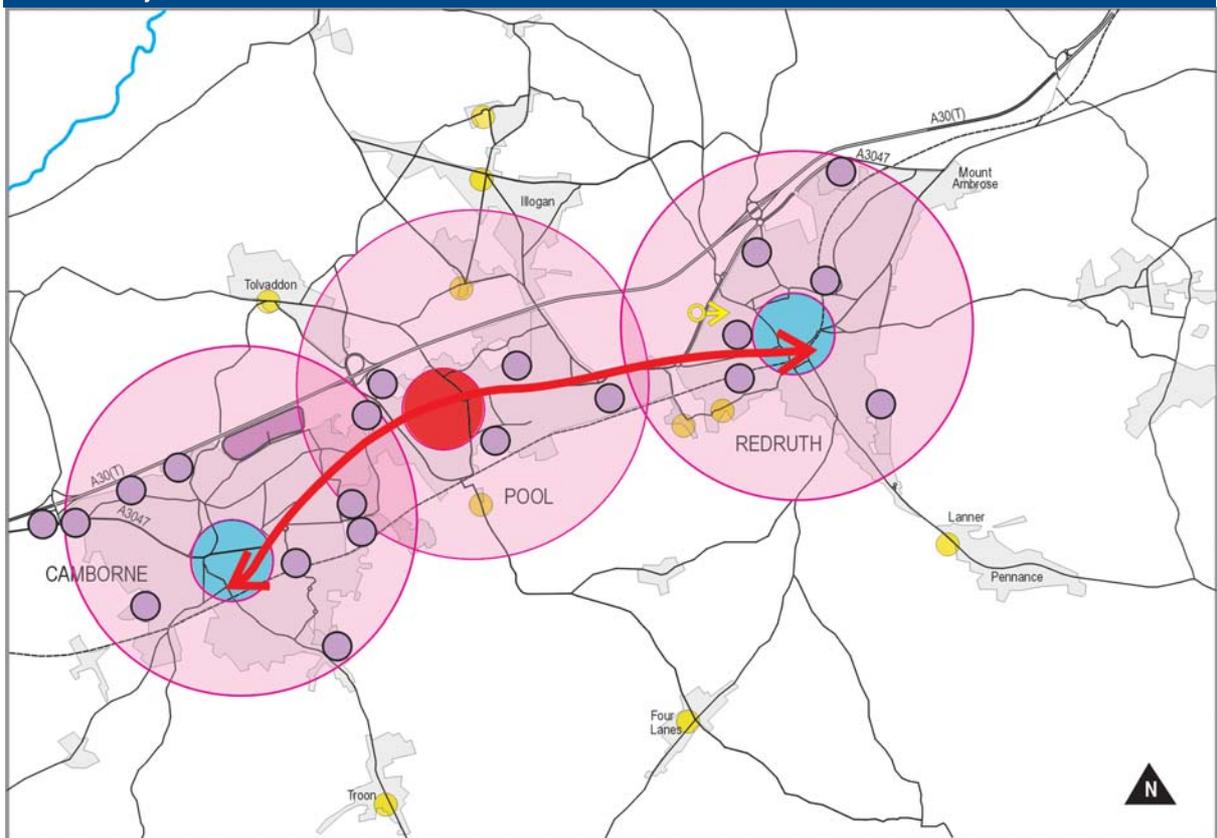
4.5 STRATEGIC DEVELOPMENT OPPORTUNITIES

Figure 4.3 provides a conceptual illustration of the strategic development opportunities within the CPR area. This emphasises where the most concentrated action is to be focused—on the two town centres and the considerable derelict and under-used land resource centred on Pool. Improvement projects are also proposed for outlying village centres and estates. A more detailed account of individual site development opportunities is summarised in Chapter 5.

As shown in the conceptual diagram, the majority of other development opportunities are edge-of-town mixed-use housing and industrial sites. Many of these are allocated in the Local Plan, but will be reconsidered as part of the Local Plan review process in the context of ensuring that the focus of investment and development is on brownfield land. In recent years, development activity has focussed

on such less constrained greenfield sites or upon the development of drive in retail sheds on the larger brownfield sites, especially in the Pool area. However, a fundamental starting premise of this strategy is to reverse this trend - to grasp this once in a lifetime opportunity to clean up, restore and put the area's brownfield land to productive use. Whilst acknowledging that many allocated edge-of-town sites are likely to be developed during the next 10 years being planned for, it is proposed to focus investment and development energy on the inner urban brownfield sites. It is these sites that are best able to integrate with the existing towns, are accessible by foot, bicycle or public transport, and thus have the greatest sustainability credentials. This focus on brownfield sites gives rise to a series of implementation considerations (refer back to 4.3).

FIGURE 4.3 Key Action Areas



KEY

- Town centre improvements
- Major brownfield development at Pool
- Village centres
- Other potential development sites

Issues such as the relocation of 'bad neighbour' uses to remove blight and open up opportunity, and the briefing of development proposals so that strategic aspirations are incorporated into individual schemes, will require detailed attention.

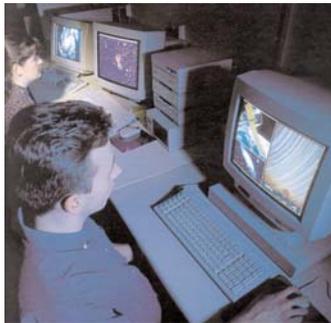
Focussing on brownfield sites also raises questions of capacity; whether existing supply of vacant land is sufficient to cater for projected demand in each of the development sectors. Land requirements for each of the proposed uses, have therefore been assessed, based on market demand assessment, and are summarised in Table 4.8.

Levels of demand are based on analysis of existing and likely future levels of take-up. This strategic demand-supply review demonstrates in overall terms the adequacy of the brownfield land resource potentially available to fulfil the Urban Framework Plan vision.

Development Sector	Estimated Levels Of Land Demand
employment	min. 20 ha to be identified immediately (in addition to Tolvaddon, etc.) with potential for further 20ha probably within 10 years
retail (arts and craft / wholesale outlet/specialist)	23–35 ha including car parking etc. Minor additional requirements to town centres
housing*	Approx. 2,500 units —at 30dph min. = 83 ha
College/education	Possible re-shaping of campus boundaries Local primary school expansion in major housing development areas.
Approximate Land Demand Approximate Land Supply	160 ha + 178 ha

* For Local Plan period: A significant proportion of this has already been allocated.

4.6 INFORMATION COMMUNICATIONS TECHNOLOGY (ICT)



A key strategic component of the Urban Framework Plan is the role of Information and Communications Technologies (ICTs). The development of ICT in the area is fundamental to its future, for four reasons:

- business competitiveness - the impact of ICT-based applications is spreading rapidly throughout every sector of business, and those businesses which do not use applications appropriate to their products/services/markets will fail to compete with their competition, both locally and further afield.
- ICTs provide effective access to suppliers, peers and markets in any location. However, ICTs also tend to reinforce the importance of places by clustering expertise and infrastructure. Ensuring that the environmental quality of the CPR area is second to none, by creating attractive and convenient mixed-use places with a range of facilities close at hand is therefore of paramount importance.
- as a business "sector" in its own right—implementation of ICTs creates a wide range of jobs including, e.g. software writing, web site design, hardware/infrastructure engineering, computer support services.
- supporting holistic regeneration, linking economic development objectives to community regeneration - particularly by supporting initiatives for ICT-based public information, e-government, community activities, and encouraging the development of ICT skills throughout the resident and business community.

This is not solely a question of ICT infrastructure, though the Urban Framework Plan requires that Camborne Pool Redruth becomes a "wired community" with excellent connectivity:—at the very least providing easy access to "broadband" communications anywhere within the area.

ICT should be an immediate priority for any initiatives pursued under the Objective One programme, to "roll out" broadband access, particularly to businesses in the local community. This is necessary both because of the regeneration needs of the area and because of the critical mass of potential domestic and business users which can create demand for telecommunications companies and related ICT industries.

The key issue is to ensure that the key facilities and services are in place to:

- facilitate business take-up of ICTs in all sectors of the economy
- support entrepreneurship and business growth in ICT-based sectors
- support academic research, teaching and skills development in e-business
- support e-government and community-based initiatives to provide access to information, services and community activities
- ensure that ICT thinking pervades the whole regeneration agenda
- create demand for ICT use
- ensure supply of ICT connectivity, services support and 'content'

The ICT strategy proposes creation of an IT cluster at the heart of Pool, bringing together key projects which will meet user needs and will be mutually supporting, comprising:

- An E-Business Centre (training/research)
- A Business Development Centre (support / demonstration)
- An ICT Industries Centre
- Major ICT Corporate(s)
- A KDC/Community ICT Centre

The key is that these facilities are integrated. The E-Business Centre, for example, cannot exist in isolation to other e-business functions and combines student learning with research and development, business support, demonstration projects and incubators.

These projects are described further in Chapter 6.

4.7 TRANSPORT AND ACCESSIBILITY

A transport and accessibility strategy, aimed at managing the demand for travel, is a crucial part of the development framework. It embraces improvements to both strategic and local movement. It is important to recognise that transport is not an end in itself, but a means of creating a high quality environment that is easy to get to, attractive to business, and comfortable to walk around. The overarching principle is to plan for the regeneration of Camborne, Pool and Redruth, whilst moving away from car dependency. This means promoting economic growth but at the same time avoiding further traffic growth (see Figure 4.6) by balancing business, tourist and local needs.

A major thrust of the strategy is to hold use of the car at somewhere near current levels, with increased movements taken up by bus, rail, cycling and walking.

Networks and facilities for travel will be developed to encourage walking, cycling and public transport; and to give these modes priority over the private car. The car will continue to be the dominant mode of travel in rural areas.

FIGURE 4.6 DECOUPLING THE TRAFFIC AND ECONOMIC GROWTH LINK

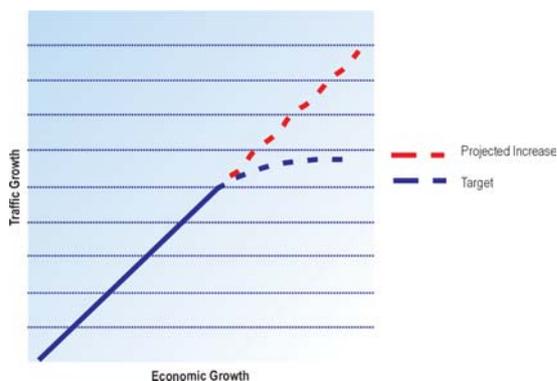
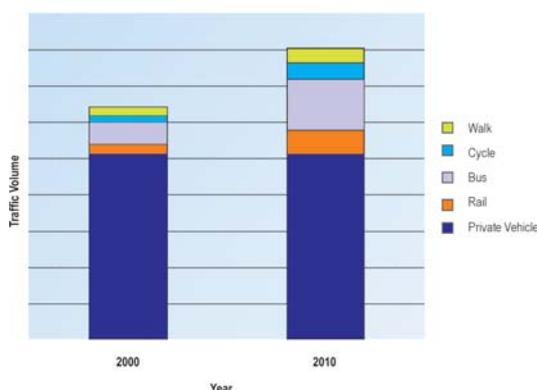


FIGURE 4.7 TARGET MODE SHARE



More compact development will enable greater mode choice in urban areas. The strategy aims to create places and spaces for people which are attractive, have their own distinctive identity and respect and enhance local character.

Key Principles

The transport and accessibility strategy is underpinned by the following key proposed initiatives.

- Develop the A3047 as a *high frequency public transport corridor*: bus service timetables will be simplified and branded in a similar manner to Underground tube services and known as the 'Overground' service. Other quality enhancements will be made, including modern low emission vehicles and high quality waiting facilities at bus stops;
- *Land use planning to be integrated with transport initiatives*: with higher density, mixed use developments encouraged in the main public transport corridor and in the Camborne and Redruth town centre 'ped-sheds' (the 10-minute walking catchment areas). This land use planning approach will help to support and encourage public transport patronage and move the area away from car dependency;
- *Places for walking and cycling*: giving support for further pedestrian and cycle priority measures in Camborne and Redruth, ensuring that development in Pool is compatible with walking and cycling networks, and adding 'feeder links' to the National Cycle Network;
- Developing *joined-up, integrated places*: this means 'binding' places together, in particular Pool with its surroundings. It also means creating a street network that overcomes congestion at Pool crossroads and provides new access routes to open up development opportunities. Specific proposals include a permeable and traditional grid route network in Pool and a new east-west avenue linking Camborne through to Pool and Redruth;
- Ensuring traffic uses *routes which are fit for purpose*, for example by:
 - using the A30 bypass as a bypass,
 - improving accessibility to the A30 (particularly for HGVs) and
 - downgrading the A3047 for through movement. This also means that Redruth West End should give priority to public transport, walking and cycling; in order to improve the quality of the local environment and encourage alternatives to the car;

- *Improved rail services* serving Camborne and Redruth: with increased frequencies, clockface departures, improved interchange and a re-consideration of the balance between regional and local service patterns;
- *Rail freight interchange*: aimed at shifting freight traffic from road to rail and supporting industrial growth, where this is compatible with the surrounding area land use and regeneration proposals;
- *A parking strategy*: which supports an appropriate level of parking that does not undermine environmental quality. The town centre parking stock will be managed and resident parking schemes developed where conflict exists with commuter parking;
- Finally, a 'hearts and minds' *travel awareness* exercise should be developed, with targeted implementation of travel plans.

Why Seek to Improve Transport Choices?

"We face an enormous challenge to deliver our vision of a transport system that supports sustainable development - we need a new approach, bringing together the public and private sectors in a partnership which benefits everyone."

The transport strategy means:

- cleaner air to breathe by tackling traffic fumes;
- quality places to live where people are the priority;
- thriving town centres by cutting the stranglehold of traffic;
- increased prosperity backed by a modern transport system;
- reduced rural isolation by connecting people with services and increased mobility;
- easier and safer to walk and cycle;
- revitalised towns and villages through better town planning".

DETR (1998) *The Transport White Paper*

The Movement Policy Context

Government policy on transport and accessibility has undergone a significant change in emphasis over the last few years as a result of widespread concern about the social and environmental impact of development and traffic growth. 'The Transport White Paper' (DETR, 1998) establishes the national policy framework for integrating land use and transport planning. In addition, the recent guidance issued by Government in the form of revised 'PPG13' (DETR 2001) offers a number of broad principles

to influence the planning of development. These include: locating the majority of new development to or within larger urban areas, locating major generators of travel demand in existing centres, and siting development where it is accessible to means of travel other than the private car.

'Places, Streets and Movement' (DETR, 1998) provides good practice guidance on the application of these principles in development proposals. It emphasises the need to provide networks of routes and spaces to shape development, rather than layouts designed solely for car access.

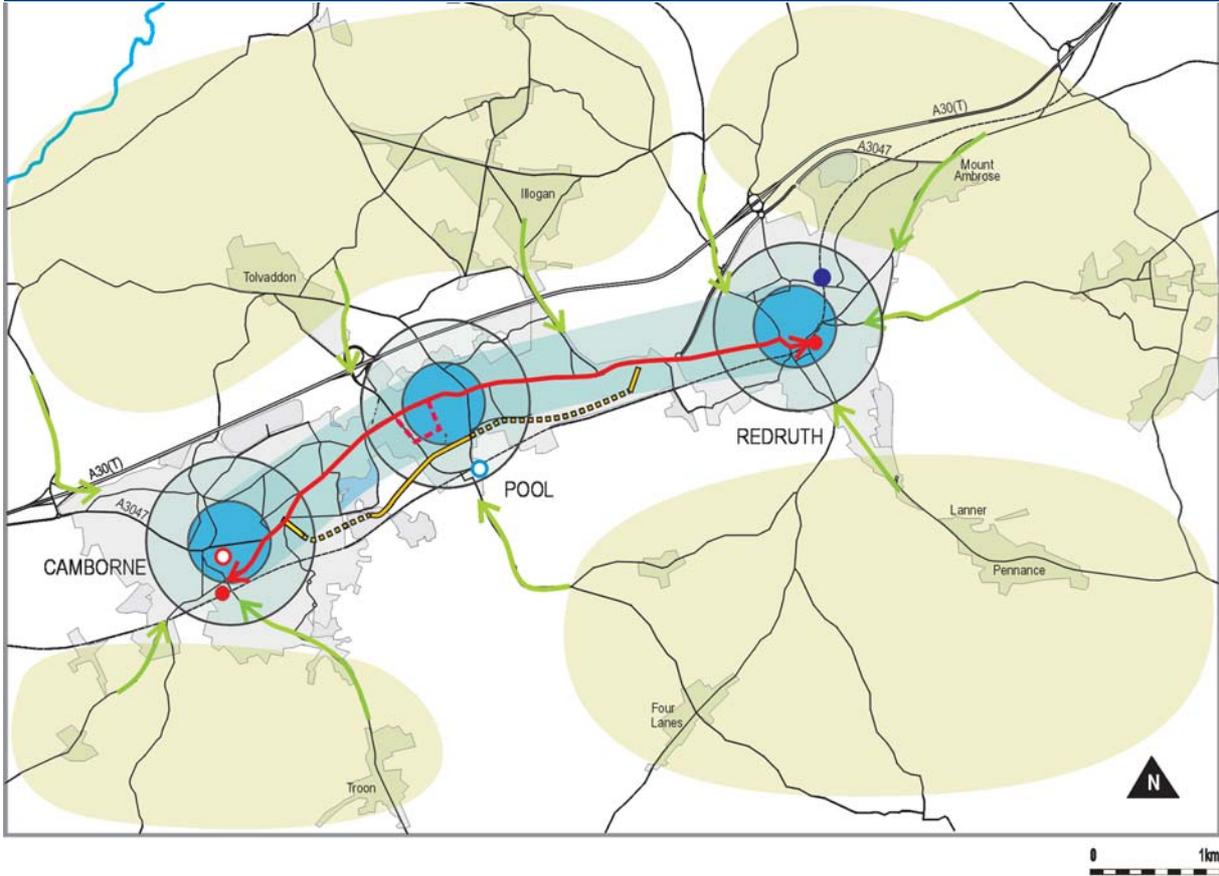
At the county level, the Structure Plan (Cornwall County Council, 1997) and Local Transport Plan (CCC, July 2000) establish the strategic planning framework for the spatial distribution of development and transport investment. This reinforces the need to concentrate most development in existing towns to encourage regeneration. The five transport aims of the LTP are:

1. To reduce the adverse impact of transport, in order to promote health, and protect and enhance the built and natural *environment*;
2. Improve *safety* for all travellers;
3. Contribute to an efficient local *economy*, and support sustainable economic growth;
4. Promote *accessibility* to work, facilities and services for all people, especially those without a car;
5. Promote the *integration* of all forms of transport, and reduce the need to travel through co-ordinated transport and land use planning.

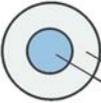
The Urban Framework Plan puts forward proposals that draw on this policy background. These seek to fundamentally change how people choose to travel to produce more sustainable travel patterns, in terms of:

- Choice of destinations which are closer to home. People do not need to make fewer trips, but impacts will be reduced if they travel shorter distances (the number of daily trips from home has remained roughly constant over the last 50 years, however average distances have increased dramatically – a fourfold increase in daily travel distances since the 1950s);
- A higher proportion of trips made on foot, by bicycle and public transport;
- Providing facilities close to where people live, or close to public transport stops. New development throughout the CPR project area offers the opportunity of generating such habits from the start, through the design, layout and provision of connections to facilities. 'Retrofitting' of existing development is also proposed.

FIGURE 4.8 Integrating Public Transport and Land Use Planning



KEY

-  Potential increased density/mix of uses
 10 min walk (800m)
 5 min walk (400m)
-  400m bus stop catchment area
-  High frequency public transport corridor ("Overground" bus service)
-  Railway station and service improvements
-  Potential longterm railway station
-  Multi-modal freight interchange
-  Bus station improvement
-  Feeder bus services
-  Demand responsive feeder bus services
-  New east-west avenue

Strategic Route Networks

Despite significant improvements to the transport system in recent years, the effects of distance and remoteness from the rest of the UK are still evident. The motorway network starts at Exeter. Two trunk roads travel into Cornwall, the A30 via Okehampton and the A38 via Plymouth. Both have received major upgrading in the last two decades.

The A3047 is the key spine route in the local highway network and is used by local and through traffic. Of primary importance is the future role and design of the A3047 and how to integrate future transport investment with land use planning and urban form. The A3047 may be seen as a linear urban corridor, linking Camborne, Pool and Redruth. It is potentially well served by bus routes linking the two towns and also provides access to most of the key development sites.

Public Transport

Existing public transport provision is reasonable, though services are not sufficiently frequent or clear to attract car users. The Urban Framework Plan proposes considerable improvement to both bus and rail services. This needs to be closely integrated with land use planning (see Figure 4.8).



Buses

The strategy seeks to develop the A3047 as a high frequency public transport corridor. Current bus service provision is complicated and the timetable is not easy to use – there are 25 different routes using the corridor. The following proposals are put forward:

- Bus services and timetables will be simplified and branded in a manner similar to Underground services, and a 10-minute composite frequency provided. This will be known as the 'Overground' service. All the major attractions will be served along the corridor – a route running from Camborne bus station, along the

A3047 into Tuckingmill and Pool, West End and finally on to Redruth rail station. Such an approach draws on good practice from the rest of the UK, in places such as Glasgow and Birmingham;

- Existing and new bus services will be used to link outlying developments into the main high frequency corridor. There is great potential to use demand-responsive services in rural areas. Cornwall County Council, in partnership with First Western National, have recently been awarded funding for a pilot demand responsive transport service serving a route between Bodmin Parkway station and Padstow. A similar service plan should be drawn up for the rural areas surrounding Camborne, Pool and Redruth. Good practice examples elsewhere in the UK include services in Sussex and Wiltshire;
- In both Camborne and Redruth, improved linkages are proposed between the bus and rail stations and the town centres. Camborne bus station is particularly well hidden at the moment and needs improved pedestrian links to the rail station and Trelowarren Street. This means improved crossing facilities on Trevenon Street and active frontage on New Connexion Street. In Redruth, improved pedestrian routes are proposed between the rail station and Fore Street ;
- Bus stop information should be improved. In particular, Camborne bus station should be sign-posted from Trelowarren Street. Maps showing the surrounding area, marketing initiatives and real-time information are required at major bus stops;
- Public transport enhancements should also embrace the ICT strategy (see Chapter 4.5). Example projects should include travel smart cards and zero emission buses.

The Urban Framework Plan demonstrates how land use planning should be integrated with these public transport initiatives. Higher density, mixed use developments are encouraged in the main public transport corridor and also within the Camborne and Redruth town centre 'ped-sheds' (the 10-minute walking catchment areas).

Current development densities along the corridor are low and high traffic generating uses, such as the Big W, have been permitted away from the corridor. They are therefore difficult to serve by public transport and strongly dependent on the car. This situation is exacerbated by over-generous parking provision. The strategy moves away from this history of poor land use and transport integration. Firm 'lines of containment' are defined in areas away from the development corridor and town centres. In areas beyond the walkable catchment development is likely to be car dependent, therefore only low intensity trip generators are allowed.

Rail

The study area is served by Redruth and Camborne rail stations. The rail network is based on the mainline through Cornwall from Penzance to Plymouth. Through services are operated between Penzance and London, the Midlands, the North and Scotland by Great Western Trains and Virgin Trains. Journey times have reduced significantly in recent years (discounting the difficulties in the Winter of 2000/01) with the introduction of high speed trains. Wales and West relinquished their franchise in April 2001 and this will be open to tender this summer.

Virgin Trains have a number of service improvement aspirations for the coming years (to be fully implemented by June 2003). These include:

- A new diesel train fleet offering increased comfort and speeds;
- Improved frequencies – by 2003 Penzance to Birmingham will be served by 4 trains per day in each direction;
- Interval timetables – based on the Swiss ‘Taktfahrplan’ concept, where services run at regular times, e.g. always at a certain number of minutes past the hour.

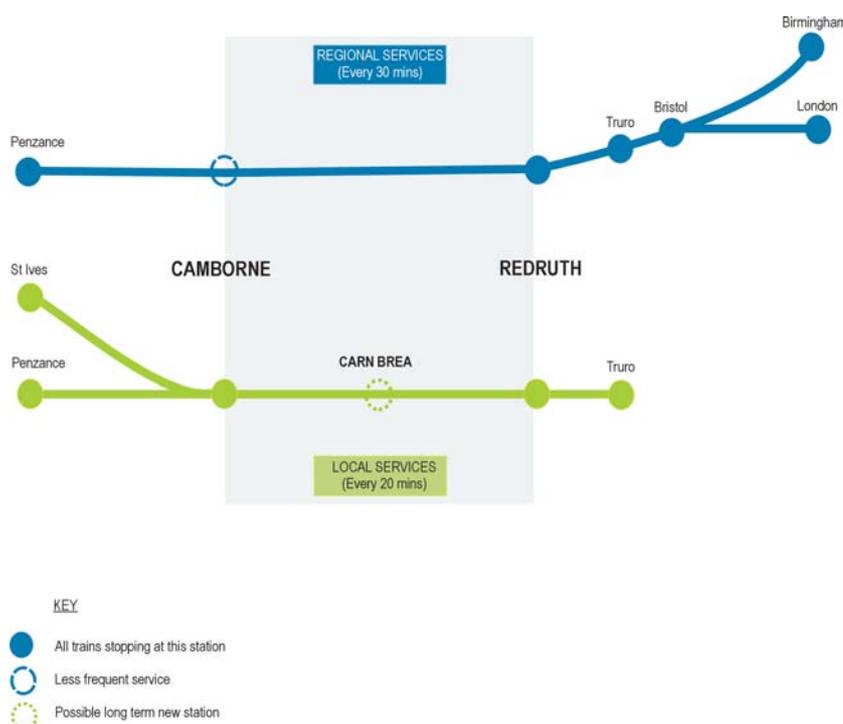
First Great Western have similar plans with a possible 6 trains per day in each direction from Penzance to London, with improved journey times, increased in-carriage comfort, and low emission trains.

The Urban Framework Plan, bringing increased economic activity, will support these rail service improvements. However, it is recommended that the regeneration partners encourage even stronger services in the region, and better access to stations in Camborne and Redruth. The preferred model is illustrated in Figure 4.9. Cornwall County Council are seeking half-hourly regional service frequencies, to improve upon the current hourly service plans. The model shows inter-city services stopping every time at Redruth, but less often at Camborne. A local peninsular metro service should then provide more frequent links between Truro–Camborne–Redruth–St. Ives–Penzance, of use for local residents and tourists.

Platform 2 of Redruth rail station has been upgraded recently and is of good quality, and the new Platform 3 added. However, Platform 1 is in a poor condition - creating a negative image for those arriving at Redruth, and therefore requires upgrading upgrading. In addition, the ticket office closes early in the evening and could be opened for longer hours.

Camborne rail station is of very poor quality and should be subject to a major upgrade. The station can feel lonely and isolated, with a real fear of crime and attack at night. Project C2 suggests major structural improvements.

FIGURE 4.9 Rail Service Improvements



There have been suggestions to re-open the former Carn Brea Station. This is somewhat locally sensitive, with a fear that a new station here, especially a station with parking, would seriously reduce demand at Redruth and Camborne. There is insufficient demand at present for three stations within the CPR area. A new station may however be feasible on the back of major commercial and residential development in Pool. The station would be used for services linking local settlements, rather than for long distance travel. A new station should therefore be considered in the future if there is sufficient critical development mass to sustain both this and the existing stations at Camborne and Redruth. As the project matures, feasibility studies should be undertaken to ascertain whether patronage thresholds have been breached and whether a third station is viable. The Urban Framework Plan has been prepared with sufficient flexibility to accommodate a new station at Carn Brea in future years.

Bus and Rail Integration

Bus and rail integration needs to be improved, particularly in Camborne, by:

- Making the 'Helston Branch Line' bus service more frequent to connect with all train services at Redruth;
- Extending good practice at Redruth rail station, so that "Platform 3" becomes augmented with a "Platform 4", hosting bus services in the opposite direction. Improving the walking environment between Camborne's Railway Station and Bus Station. Information on bus departures should also be provided on rail arrival screens in Camborne station and signage enhanced to orientate the pedestrian.

Park and Ride was considered as an option for Camborne and Redruth, but ruled out because of the lack of potential catchment. There is no corridor within the study area which has sufficient movement flows to warrant a park and ride scheme. The strategy therefore concentrates on maintaining and improving the public transport network.

Finally, some form of tourist public transport service may be considered to link the old mineral workings. Robinson's Shaft, Taylor's Shaft and Mitchell's Whim Engine House are the most frequently visited and may benefit from a service linkage.

Rail and Road Freight

The transfer of freight movements from road to rail needs to be encouraged. Regional planning guidance suggests that a new multi-modal freight interchange depot could be developed in the Redruth or Camborne area in order to support regeneration objectives. The County Council is to consider this as part of a comprehensive sub-regional rail-freight study.

The County Council's current policy is to develop the main rail line for freight traffic only as far as Falmouth. This will involve the widening of track (twin-tracking) and the widening and raising of bridges and tunnel strengthening (gauge enhancement). Although extending these rail improvements to Camborne and Redruth is strongly encouraged, this would be an expensive operation, and a sound commercial case would have to be made. At present Railtrack have no plans for improvements west of Taunton.

The location of a multi-modal freight interchange should satisfy the following criteria:

- The freight distribution centre should be located close to the A30 and the main line railway (so that a rail siding can be provided);
- The centre should demonstrate regeneration benefits in terms of: employment generated, decreased road based freight traffic, and linkage to a sustainable industrial development strategy;
- Impact on surrounding land uses should be considered and compatibility demonstrated with wider regeneration proposals.

Within the CPR area, site R14 in Cardrew Industrial Estate, Redruth, is supported as the most suitable site for a freight interchange, subject to a detailed feasibility study demonstrating viability. It is close to the A30, adjacent to an industrial estate and can accommodate a rail siding.

A phased approach to the introduction of a freight interchange at Cardrew is proposed. In the short term it would be developed as a local freight interchange centre, and in the longer term safeguarded for use as a major multi-modal interchange. It could become a major rail hub for freight, serving the Cornish peninsula. Consideration may also be given to including freight transshipment and logistic planning into the working practices of the distribution centre. Good practice examples can be found elsewhere in Europe, e.g. Germany, Denmark and Sweden.

The South Crofty site also has room for a rail siding, which could be reintroduced to transport freight by rail should the re-opened tin mine prove viable. However, use of this site as an intermodal freight interchange is not supported as this would conflict with neighbouring regeneration proposals and create unacceptable levels of HGV movement in Pool.

Providing for Walking

Accommodating and encouraging walking is key to creating a sustainable development solution. Current facilities for walking are generally extremely poor throughout the project area. Footpath quality is variable. The main problems for pedestrians are at junctions, where there is often no provision, and at vehicle crossovers (which are invariably created without thought for pedestrians). Pedestrian crossings are not always conveniently sited and seem to be for the convenience of vehicle traffic rather than for pedestrians. An example is the pelican crossing near Tesco in Camborne.

Streets designed for low traffic speeds are generally safe for walking. People prefer to walk along routes where they can be seen by drivers, residents and other people.

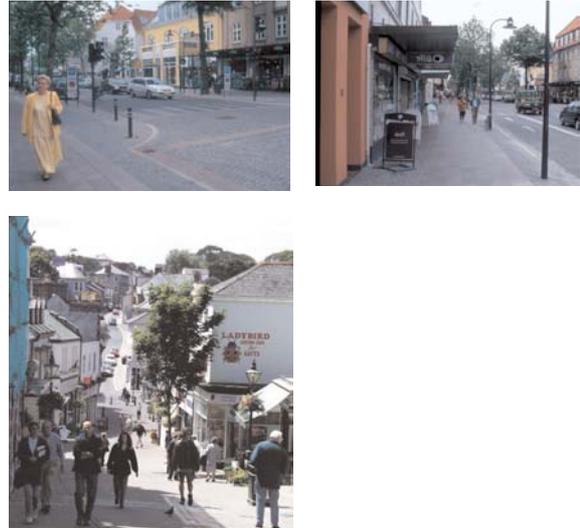
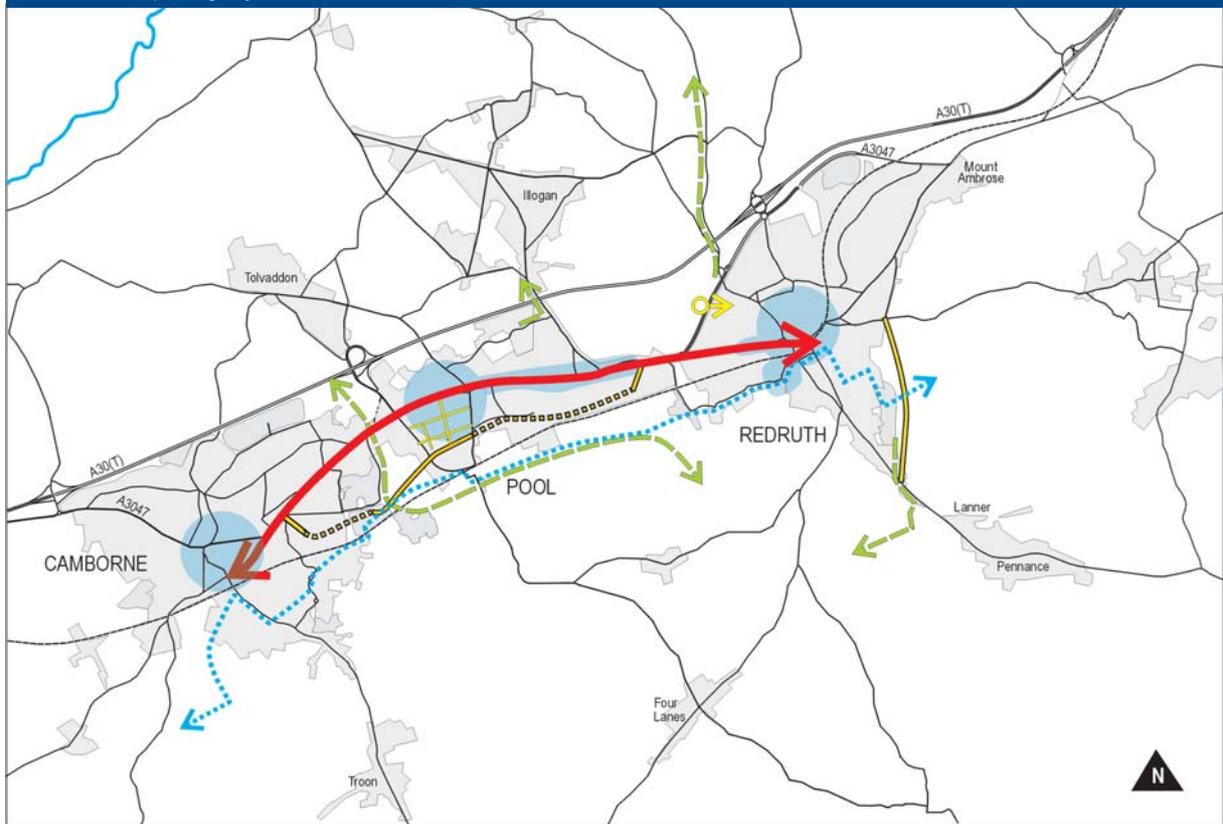


FIGURE 4.10 Improving Key Routes



KEY

-  Main Spine
-  New/upgraded key routes(dotted area new sections)
-  Other new streets and squares
-  Traffic management and pedestrian priority
-  Improved road access to Redruth
-  Cornish Way-national cycle route
-  Mineral Tramways route

Footway and footpath networks should offer a positive experience for people on foot and should meet the '5 Cs' of a quality walking network:

- Connected – routes which connect the places where people want to go;
- Convenient – direct routes following desire lines, with easy-to-use crossings;
- Convivial – attractive routes, well-lit and safe, and with variety along the route;
- Comfort – good quality footways, with adequate widths and obstructions removed;
- Conspicuous – legible routes, easy to find and follow, with surface treatments and signs to guide pedestrians

Specific pedestrian improvement projects are included in Chapter 5, such as improved routes from Camborne railway station into the town centre, from Redruth station into the town centre, and in Pool centre. For safety purposes, all unmanned pedestrian crossings of the rail line should be removed and replaced with pedestrian signals.

Providing for Cycling

There are real opportunities to encourage the use of cycling in Camborne, Pool and Redruth, particularly for trips under 5km in length. Current dedicated cycling provision is limited. The Cornish Way cycle route passes through the study area. This is part of the Sustrans National Cycle Network, and stretches 180 miles from the county boundary east of Bude westwards to Land's End. The Engine House Trail (the local section of the Cornish way) uses a largely traffic free route along the base of Carn Brea. The maintenance of this should be significantly improved. No other dedicated cycle routes are found in the study area. There are a number of cycle parking stands in the centres of Camborne and Redruth.

The basic requirements for safe and convenient cycling are similar to those for walking. Like pedestrians, cyclists prefer clear, direct routes, without breaks or diversions. The 5 Cs of quality also apply for cycling. The National Cycling Strategy (DETR, 1996) and policy documents "Transport in the Urban Environment" (IHT, 1997) and "The National Cycle Network: Guidelines and Practical Details" (Sustrans, 1996) provide good guidance on scheme design. Segregation of cyclists from motor vehicles is not essential as an objective. A good cycle network should be coherent, direct, attractive, safe and comfortable to use. Broadly speaking this means:

- On low speed streets (below 20mph) cyclists can mix with vehicles. Traffic calmed streets are ideal for cycling, especially where speed reducing features are designed as part of the overall layout rather than treated as later additions;

TABLE 4.9 Urban Street Hierarchy

Classification	Role	Speed	Typical Width
Primary 'A' Road	Main road for traffic travelling through the study area, e.g. A30	60mph	Dual carriage-way
Avenue	Links to different parts of the study area, and collector and local streets, e.g. A3047 and the new East-West link	30mph	Single, 6.0m- to 7.3m plus cycle lanes
Parade/Shopping Street	Part of an avenue which give access to local facilities and where speeds and priorities change, e.g. Pool	20-25mph	As above, possibly with 4.8m service lanes
Collector and Local Residential Street	Routes within residential and Local Street or commercial areas, feeding one or more avenues, e.g. Chapel Street	20mph	Single, 4.8m to 5.0m depending on peak flow and composition
Square/ Mews/ driveways	Access to properties and links to local streets	5-10mph	Min path for vehicles 3.7m, turning places may be required
Mode-Specific Links	Preferential route for for pedestrians, cyclists or buses, e.g. West End, Fore Street	20mph	Gate, bollard or other measures exclude general vehicular traffic

- On busier streets with higher traffic speeds (above 30mph) there should be clearly defined cycle lanes, with special provision at junctions. These routes should be clear and coherent; disjointed sections of cycle routes are ineffective and probably counter-productive in terms of accident risk;
- Secure cycle parks should be designed as an integral part of the street layout. Covered 'Sheffield' parking stands are generally acceptable for short term parking. Lockers and supervised cycle parks provide better security and weather protection for longer term parking.

A comprehensive cycle network should be formulated, providing access between Camborne, Pool and Redruth and acting as a 'feeder' network to the Cornish Way. The redesign of the A3047 main spine and the creation of a new street network in Pool should design this in. The detailed design of routes and junctions should follow advice from Sustrans in relation to off-road provision and guidance from Cornwall County Council in relation to on-road provision.

Discussions should be held with rail and bus operators to seek to allow bicycles on board trains and buses.

Structuring the Street Network: Fit for Purpose

Street Types

A new street classification is required which can help to shape the movement network and open up potential development sites. Table 4.9 provides the basis for this. Illustrated detailed design considerations are set out in Chapter 5.2. This should be further developed in relation to locationally specific street functions and design speeds, not just in relation to projected volumes of motor traffic.

The street network, illustrated conceptually in Figure 4.10 and further detailed in relation to Pool in Figures 6.5 and 6.6, builds on the existing hierarchy and seeks to improve connectivity and permeability, whilst providing a strategy for speed management and the routing of public transport and HGVs.

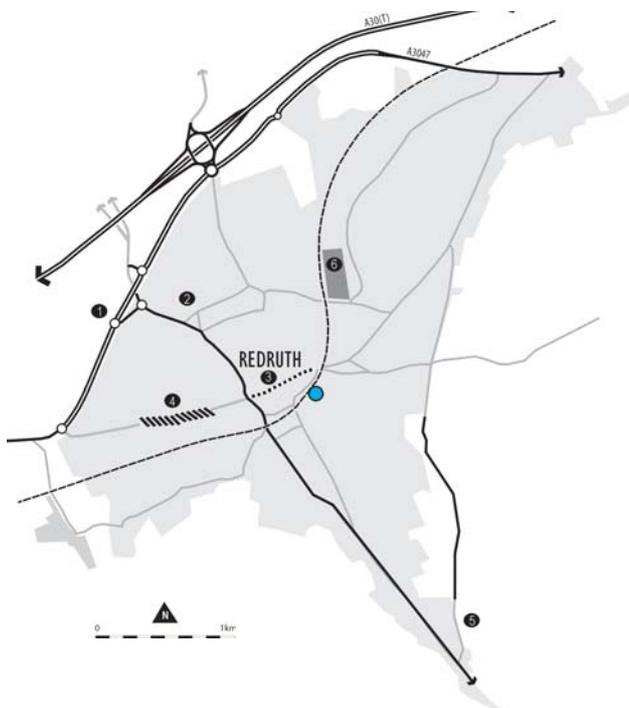
The rural street hierarchy will need to be designed in a slightly different manner. Again, it will include a number of layers:

- Main through routes;
- Lesser-trafficked routes with unrestricted access, suitable for HGV movements;
- Routes with speed-moderated sections in villages;
- Routes with restricted access and calmed sections, e.g. green lanes.

Use of such a street hierarchy will have importance at a number of particular locations in the study. For example:

- **Restructuring Pool.** A permeable and traditional grid route network is proposed as the base for a well designed, joined-up and integrated new centre at Pool. Critically, new development will be 'bound' together with existing land uses, developing Pool as a complement to its surroundings;

FIGURE 4.11 Improving Movement in Redruth



- ① New Roundabout easing movement into and out of Redruth and onto the A30
- ② Main entrance into Redruth
- ③ Current pedestrianised Fore Street
- ④ Improved environment at West End with bus priority measures
- ⑤ Sandy Lane improvements allowing easier North-South movements and links to the A30
- ⑥ New Freight interchange terminal

■ A New East-West Avenue

A new East-West Avenue is proposed (identified in Figure 4.10) to run from the Wesley Street/Roskear roundabout beside Tesco in Camborne, along Dolcoath Avenue, through Tuckingmill, along the southern periphery of the South Crofty site, south of Robinson's Shaft, along Wilson Way through the Barncoose Industrial Estate and on to Redruth, joining Barncoose Terrace at a new signalised junction in front of the hospital. The route combines widened stretches of existing road with new links and signalised junctions. It comprises five sections:

Section A	Wesley St/ Dolcoath Avenue junction to Dolcoath Avenue/ Lower Pengegon
Section B	Dolcoath Ave/Lower Pengegon junction to Dudnance Lane
Section C	Dudnance Lane to Station Road
Section D	Carn Brea Ave to Wilson Way
Section E	Wilson Way to Barncoose Terrace (incorporating new Hospital access)

This new avenue is considered necessary and beneficial in terms of:

1. Connectivity - physically binding Camborne, Pool and Redruth together and overcoming the reliance on just one connecting route between the settlements (A3047)
2. Permeability and access - providing a choice of routes and spreading the traffic load. Enhancing access both to individual sites, providing commercial frontage to the southern Pool area (currently backlands), the water park and urban village, and to the A30.
3. Improving the environment of the A3047 - a more pleasant place for pedestrians and cyclists and improved effectiveness as a public transport corridor.
4. Taking HGVs serving the Barncoose Industrial Estate out of Pool.

The creation of this new route will not only create more balance to the structure of Pool and help stimulate its regeneration, but also provide a new link of strategic importance to the whole CPR area. Attractive landscaping will ensure that the treatment of this route follows Cornish traditions, as shown in the illustrations below.

A separate, more detailed preliminary engineering study has been prepared, which shows the road to be feasible in engineering terms. It also demonstrates that it is capable of being designed so as not to encumber the proposed South Crofty tin mining operations, landscaping proposals or existing/proposed rail links. It is proposed that this work is progressed and that plans are re-evaluated as and when an operational plan for South Crofty becomes available.

The new east-west avenue will not only therefore provide an important strategic function, but also comprises a series of segments that create local benefits. However, given the time taken for these necessary technical studies to be completed and due to priorities elsewhere, implementation for this project in its entirety is not a Phase 1 priority.

■ **Use of the A30 and A3047:**

Private cars will be encouraged to use the A30 for journeys between Camborne and Redruth. Current connections to the A30 are poor, and this means that the A30 does not operate effectively as a distributor for local people and businesses. Linkages from Redruth to the A30 are particularly indirect and inefficient. Figure 4.11 shows the particular improvements to movement in Redruth. This package of measures will serve to ensure that the A3047 north of Redruth operates, as intended, as a bypass. However, it is recommended that this stretch of road is re-landscaped as an urban avenue—a space for pedestrians as well as cars. The main route into town will be via a new roundabout on the A3047 bypass and along Foundry Row and Chapel Street.

■ **West End:**

There is great potential here to improve the quality of the local environment for residential, retail and commercial usage and to reduce the adverse impact of traffic. High quality landscaping measures will help create an ‘urban village’ character. There are a number of traffic management measures which could be used to improve the local environment. The preferred method, at this stage, would be to give priority to pedestrians, cyclists, public transport and emergency vehicles in a highly traffic calmed environment. Servicing and residential access would remain. A detailed traffic management study, drawn up using full local consultation, will be undertaken to assess different options and define a package of suitable measures. This will include analysis of the adequacy of existing Falmouth Road signal arrangements and consider the potential for pedestrianisation of Alma place.

■ **Improvements to Sandy Lane, Redruth**

These proposals follow those set out in the Cornwall Local Transport Plan. These aim to improve access to residential development and improve access to the A30 to the east of Redruth.

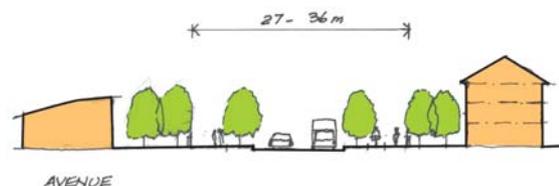
Speed management

The street hierarchy provides the basic speed management framework. Desired maximum vehicle speeds are related to the position of the street in the overall hierarchy. Achieving driving speeds below these maxima will be determined by the details of street design. Speed moderation can be achieved by a combination of measures, including the overall layout and arrangement of buildings and speed reduction features such as speed control humps or cushions or narrowed carriageways (see Chapter 5.2). The aim in designing new development should be to achieve speed reduction with the minimum number of add-on traffic calming measures.

In designing new places which will be naturally traffic calmed, and where vehicles do not dictate the layout, the essential tool to use will be ‘tracking’. The principle of tracking allows the roadway to flow through the space created by the arrangement of buildings without adversely dominating the streetscape.

A number of additional traffic management measures should be pursued throughout the study area:

- 20mph zones – the streets in all residential developments should form part of 20mph zones. Speed restraint measures should be used as necessary throughout the zones;
- Home zones – Home zones aim to encourage more people to use the street as a public space, leading to lower levels of crime and strengthened relations between neighbours. This means retrofitting existing streets or a group of streets to ensure that pedestrians have priority and cars travel very slowly, under 10mph



The new avenue will be lined by high quality building frontages and landscaping



Bus priority junction—with separate lights (Esslingen, Germany)



Car parks should be designed as attractively landscaped spaces

The change in status is emphasised through signing, surfacing, traffic calming, street furniture and planting. Retrofitting existing streets such as Carn Brea Lane in Pool for example should be given further consideration. New local streets should also design—in these characteristics.

Signing is also inefficient and confusing in certain places in Camborne and Redruth. For example, the signs directing traffic along the A3047 in a east–west direction through Camborne are difficult to follow. The signing strategy needs to be reviewed and improvements implemented. It should aim to reinforce the street hierarchy and keep traffic on appropriate routes.

Rethinking junction design

Junctions are also crucial to identifying the character of a place: as the entrance to an area they set the tone for what follows. Junctions are the main points of potential conflict between different road users. The design of junctions should aim to:

- Reinforce the sense of place;
- Moderate vehicle speeds;
- Allow pedestrians convenient and safe crossing opportunities.

Within the project area, considerable stress is placed on the Pool crossroads junction, especially as a result of the volume of eastbound A3047 traffic. Recent conversion of the junction from lights to a double roundabout has improved traffic flows. However, the adequacy of this arrangement will need to be reviewed as the development proceeds. Roundabouts do not operate more effectively than light controlled junctions where there are heavy flows, and are difficult for pedestrians to use.

Further junction enhancements include:

- Improved entry to Cardrew industrial estate, perhaps with a new traffic signal arrangement;
- Improved entry to Cornwall College from the west, with a new roundabout on the approach road from the A30.
- A new signalised junction linking Wilson Way/Barncoose Terrace;
- New 'squares' along Trevenson Road—linking the Cornwall College campus with new development to the south.

Parking

The supply and design of parking has a major influence on the character of an area and may also affect how people choose to travel. National guidance expects the level of parking in new developments to be reduced. A maximum parking standard of one space per residential unit is to be applied within the CPR area (see 5.2). Maximum standards will also be applied for non-residential uses as part of a package of measures to promote sustainable transport choices.

Camborne has on street restrictions around the town centre and on the main roads. However, shoppers and visitors can park for 30 minutes in on–street bays. Parking supply in Camborne meets demand, with some spare capacity evident. The new Aldi store in Camborne (on the corner of Church Street/Wellington Rd) has an approximate 90 space car park, but this is dedicated to the store. This is a wasted opportunity for a public car park to serve the west side of the town centre. It should be re–negotiated as a shared resource if at all possible.

Off–street parking seems sufficient in Redruth, with both long and short stay provision well sited in relation to main shopping area. However, the adequacy of parking provision at Redruth Station should be further analysed.

Recent developments in Pool in particular have excessive car park provision. In warehouse developments such as the “Big W”, car parks are only occasionally fully occupied. The parking strategy for Camborne, Pool and Redruth has four parallel strands:

- a balance of parking supply across the study area, addressing maximum standards for new development, private and public spaces and on and off-street parking;
- Parking for retailing, tourism and servicing should be retained to help maintain business competitiveness;
- Employee parking should however be restrained to encourage use of alternative means of travel for the journey to work;
- to encourage communal parking that makes more intensive use of car parks and develop pricing strategies that reduce demand through management measures. Shared management of parking will be pursued in the Pool area in particular, which will require addressing the issue of land ownership and redesign of existing facilities.

A phased strategy is recommended. Short term improvements should formalise the current parking situation—for example, through the designation of free parking bays, double yellow lines and improved enforcement practices. In the longer term, a more comprehensive approach will be required which gives priority to operational and visitor parking. The growth of short stay parking in Camborne and Redruth should be avoided. This is only likely to tempt more residents to make short car trips for which walking, cycling or the bus can provide a reasonable alternative. Free long stay parking on-street or in warehouse retail developments should be reduced gradually over time.

Further detailed analysis of HGV parking provision and the adequacy of existing town car parks is being undertaken as part of the County Council Camborne and Redruth transport studies.

Travel Plans

Travel plans can be highly effective tools in promoting improved accessibility and travel reduction strategies. They can help manage the travel needs of staff, reduce car dependency and facilitate transport choice by encouraging more sustainable alternatives to car use, along with changes in working arrangements.

The principles of travel plans are now well established, and successful schemes have a number of defining characteristics, including:

- A survey of existing travel behaviour;
- Appointment of a travel coordinator, acting as a ‘champion’ to develop travel plans with local businesses;
- Detailed consultation and participation with employers and employees;
- High level public debate about transport problems, options and future developments;
- Continuous review, where targets and objectives are set, reviewed and adjusted and become more rigorous over time as public transport, cycling and walking facilities are enhanced and car parking strategies developed.

The strategy recommends that individual travel plans should be drawn up for Camborne, Pool and Redruth. A travel planning programme should be developed with local businesses, and all major new developments be required to draw up travel plans as part of s.106 agreements. All travel plans should be monitored and include mode shift targets.

Town Car Clubs

Consideration should also be given to developing car sharing schemes. One such scheme could be a ‘Town Car Club’. A number of cars would be made available to a group of residents or employees. They would be available for use on a short term hire basis, in a similar manner to conventional car hire, but dedicated to a development or group of businesses. The cars may be leased or owned by a resident or employee management company. Schemes are underway in several towns and cities on the continent; such as Bremen, Germany. The UK’s first scheme began in Edinburgh in 1999. A pilot Town Car Club should be considered within the CPR study area.

4.8 LANDSCAPE, LEISURE AND HERITAGE

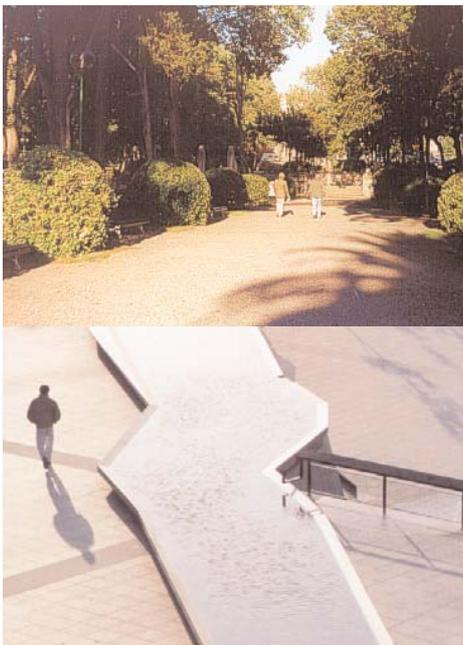
One walk over the dramatic Great Flat Lode is enough to demonstrate how landscape, leisure and heritage are inextricably interwoven in the CPR area. One of the overall strategic intentions of the Urban Framework Plan is to make much more of the superb existing assets. This means pursuing *excellence* in relation to every development and environmental proposal. Major icon or flagship projects are required to raise the profile of the area.

Strategic proposals should be developed in relation to the broader context - improving psychological and physical links to the nearby Tehidy Country Park and coastline beyond to the north, Carn Brea to the south and valleys that run north-south between Pool and each of the towns to its east and west. Much more could be made of the Mineral Tramway routes.

It is important that proposed transport improvements are fully integrated with landscape, leisure and heritage initiatives. Public transport should become a tourism draw in itself, based on a heritage theme perhaps and, most critically link each of the key facilities/venues. The "CPR Overground" bus /tramway should have a "wow" factor that is sexy and difficult to ignore! A single integrated ticketing multi-modal system would improve user-friendliness and could be designed to encourage visitors to use strategically located car parks and then use public transport linking CPR attractions.

Tourism Strategy

A comprehensive Tourism Strategy is needed, and pursued in an inclusive way so that leisure and recreation facilities are packaged to benefit students, residents and visitors alike. An emphasis on the quality of the leisure on offer should also be used to attract inward investment.



Three key themes include:

- Mining Heritage-integrating existing mining visitor centres, the new Robinsons Shaft facility and the Minerals Tramway routes;
- Green/Environmental Sustainability-alternative energy, ecology etc., which could be jointly promoted with the Eden project.
- Sports/recreation-providing a range of wet weather facilities.

Measures to improve existing sports and recreation facilities and create new attractions have been given particular attention. It is proposed that an expanded Carn Brea Recreation Centre is promoted as a centre of excellence and a major flagship regeneration project. Consideration should be given to this including a 50m pool and indoor surf centre. A variety of exciting potential projects are continuing to be considered and will be incorporated into the Plan should they be proven viable. These include an indoor/outdoor tennis centre, ice rink, ski centre, indoor and outdoor bowling, for instance. A new hotel is proposed to provide additional accommodation and high quality campsites could be promoted close to the transport links and recreational trails and marketed to attract European visitors and backpackers.

Demand has also been expressed for a range of smaller-scale, community based sports/recreation facilities. Most notable amongst these is a skateboard park(s), requested during consultation exercises in a variety of locations throughout the CPR project area. Other proposed facilities included basketball/netball courts and youth clubs, as well improved sporting facilities at local schools. Such proposals will need to be pursued in conjunction with Sports Action Zone initiatives. Flagship tourist draws should be strategically encouraged at Camborne and Redruth, as well as Pool, perhaps aimed at different target markets. However there is the real potential for targetting the Pool area in particular as a focal point for young people. Recreational facilities should be considered in relation to bars and nightclubs, for instance - establishing Pool as a positive focal point for evening youth entertainment.



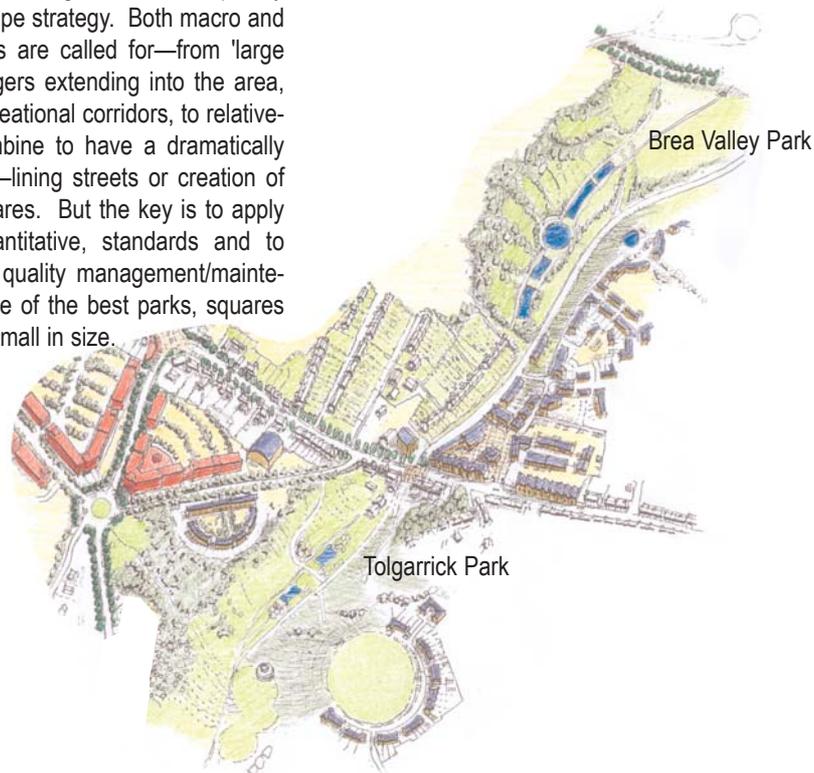


The incredible richness of planting in walls, gardens and parks creates a mixture of urbanism and softness that is distinctively Cornish.

A focus on landscape quality

The need to 'green' the area is a very strong message to come out of community consultation exercises. A comparison between much of the CPR area and many of the historic outlying settlements reveals why. A stark contrast exists between the way that the landscape has traditionally almost effortlessly interwoven between buildings and the area's postwar housing estates, commercial and industrial developments sometimes almost entirely deficient in tree planting.

The quality of landscape and open space provision is an important component of the overall regeneration strategy—to create a more attractive and convivial series of places to live, work and relax. Figure 4.12 conceptually illustrates the overall landscape strategy. Both macro and micro landscaping measures are called for—from 'large gestures' such as green fingers extending into the area, providing ecological and recreational corridors, to relatively small measures that combine to have a dramatically uplifting effect, such as tree-lining streets or creation of small pocket parks and squares. But the key is to apply qualitative, rather than quantitative, standards and to ensure that there is a high quality management/maintenance regime. After all, some of the best parks, squares and gardens are often very small in size.



The landscape strategy combines seven key proposals:

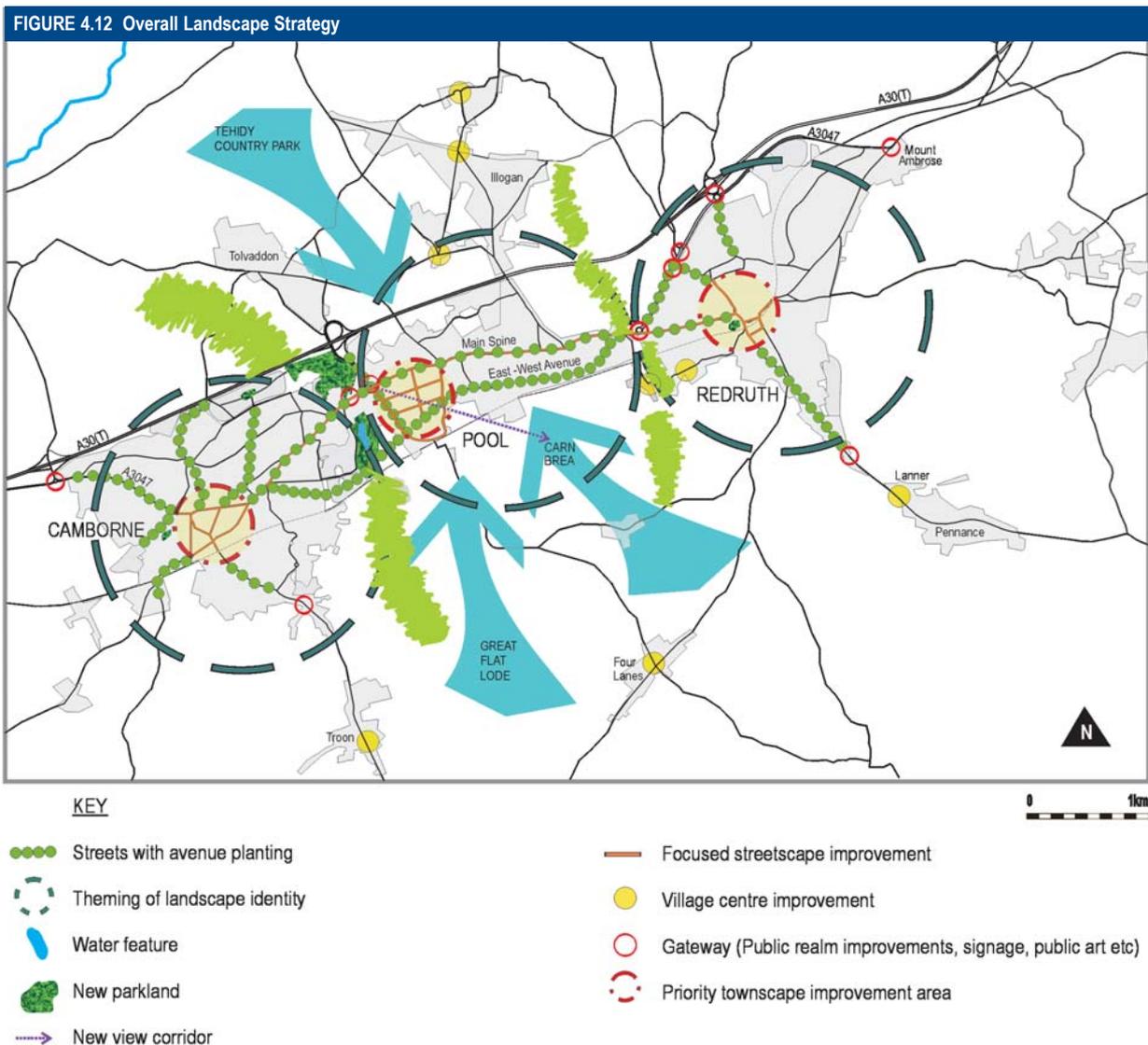
1. To reinforce the identities and unique landscape characteristics of each of the three core areas, whether it be measures to enhance the drama of the Redruth railway viaduct or the intimate setting of Camborne's town centre.
2. To focus on 'gateways' at key entry points and the overlapping areas between Camborne, Pool and Redruth. Such gateway buildings and features should promote and reinforce local identities and utilise local materials.
3. To create three new public parks, at:
 - a) Rectory Road, Camborne (project reference C6)
 - b) Brea Valley Park, Pool/Camborne (project reference C16)—extending the Tolgarrick Park landscaping southwards along the Red River valley. This will not only enhance the environment and ecology at the local level, but also provide a new attraction of regional and national significance. Landscaping could potentially include dramatic water features, a sculpture park and/or demonstration sculptured earth buildings.
 - c) Fairfield, Redruth (project reference R3).
4. To introduce tree-lined streets throughout the area—particularly along the main spine (A3047) and the new east-west avenue, but also wherever possible by retrofitting existing road space

The combination of the new Brea Valley and Tolgarrick Parks will provide a major new landscape feature.

5. To expand on the successful environmental improvement projects introduced in Camborne and Redruth town centres—improving streetscapes in each of the core areas with attractive hard and soft landscaping, bespoke street furniture and public art. To design this into the re-structuring of Pool, creating strong view corridors to Carn Brea and creating new squares and pocket parks (Figure 5.6 provides further detail).
6. To enhance key village centres and outlying estates—creating squares and attractive focal spaces in places currently dominated by highway engineering-led design
7. To restore existing historic buildings and, where possible, encourage conversion and re-use. This will help support other initiatives notably the UNESCO bid for World Heritage status, to celebrate the area's industrial heritage.

This strategy is founded on the principle of maximising the area's existing landscape assets and built heritage, enhancing their accessibility and sphere of influence. Environmental improvements are at the forefront of the transformational agenda proposed—in terms of location, type and design of facilities, and most importantly how they are managed and maintained. New management structures will need to be considered in relation to each strategic development project and new open space proposed.

Environmental improvements will not only generate a much more attractive backcloth to development projects, but will serve to lift the overall image and profile of the area. Major “greening” initiatives will be an early win priority. Well designed projects also help foster a greater understanding and appreciation of the numerous natural and man-made landscape resources. Integrating landscape design with each development project will also help to orientate visitors and relate each individual initiative to its wider context. Key to this will be fully integrating landscaping requirements into Development Briefs and applying the Chapter 5 Building and Design Code.



4.9 ENERGY AND RESOURCE EFFICIENCY

Overview

A key component of the strategy to foster sustainable communities within the CPR area is to implement a programme of energy and resource efficiency. There are several opportunities for exploiting renewable energy sources and implementing building energy conservation measures. Potential projects generally fall into three categories of scale:

1. Projects implemented by individuals or individual companies/organisations. This might consist of, for instance, heat pumps or solar design measures introduced into individual houses, offices or hotels.
2. Self-build programmes with a high degree of community involvement. For instance, a network of self-assembly wind turbines can be introduced by a particular community, such as a village, and energy can be sold to a nearby industrial user.
3. Large-scale integrated schemes, constructed by a developer with in-built energy systems and possible joint management arrangements for renewable energy generation sources.

It is proposed that projects be pursued at each of these scales, with action particularly focused on the key icon projects. These are summarised below (references relate to Chapter 6):

In Camborne

- Redevelopment of the Bus Station site (C1)
- Redevelopment of the Former Holman site (C2)

In Pool

- The Business Hotel and Conference Centre (P4)
- The E-Business centre or ICT Hub (P3)
- The Expo Centre (P9)
- The Cornwall Industrial Heritage Centre at Robinson's Shaft (P12)
- The Regeneration Centre (P14)
- An upgraded Carn Brea Recreation Centre (P26)

In Redruth

- Significant infill sites (such as R2 or R7)

As well as boosting the sustainability credentials of the project and generating very high quality architecture, the application of renewable energy features into buildings can also:

- a) be a tourism draw, incorporating innovative features into the Heritage Centre, for example (the wind turbine and associated interpretation centre in Swafham, Norfolk, for example, is an attraction in its own right and provides 1.5MW of energy to the local community); and
- b) dovetail with the economic development strategy. To provide an example, BP is in the process of setting up a £8m solar panel assembly plant in Germany to support the German government's 100,000 roof solar programme. The UK government has recently allocated an additional £3m for a similar programme in the UK. The CPR project could seek to attract such a manufacturer, with the added incentive of a large market on the doorstep as environmental design specifications are applied to building projects. Already there are local companies manufacturing renewable energy equipment that could be tied into this process.

Although these technologies provide long term savings in energy costs, their initial capital cost is higher than conventional fossil fuel based energy systems. It is recommended that a ring-fenced 'Renewable Energy Fund' is set up to help lever additional funding sources and serve as the basis for grant-aiding of projects, which will build on the Tolvaddon Energy Park project currently being undertaken by the SWRDA.

Potential Projects

A review of potential renewable energy projects has been undertaken. Feasible schemes are summarised below:

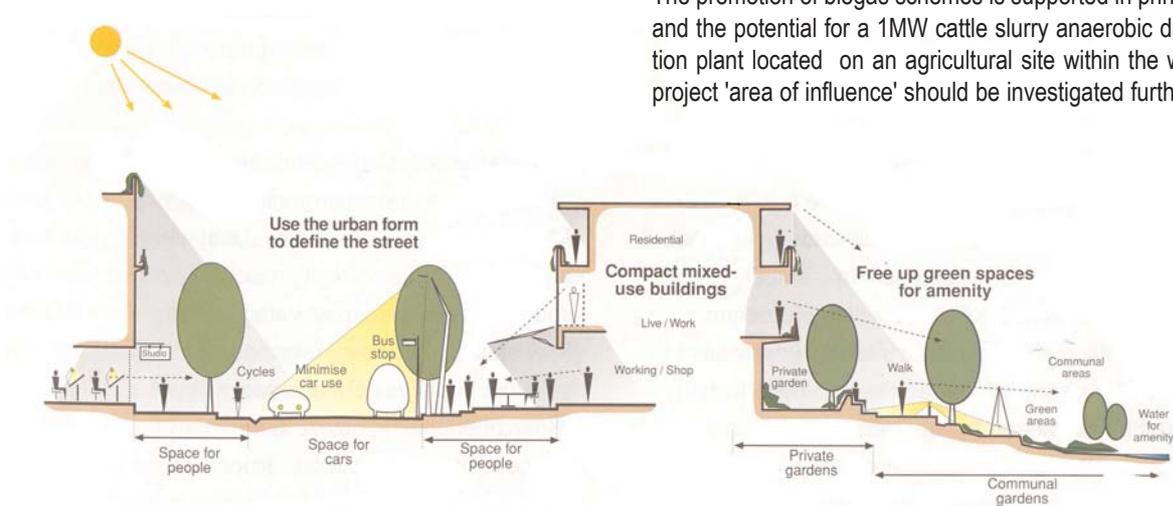
1. Solar Energy

a) Passive Solar Design

Opportunities exist for utilising passive solar design techniques in new housing, retail, commercial and community/institutional developments. These techniques maximise the amount of natural solar heating of the building from a southerly direction (eg. large glazed facades) and minimise heat loss from windows, doors etc. facing other directions. Also they can incorporate large plenum areas and massive internal solid structures, eg. concrete floors, that act as heat stores. Coupled with good quality insulation systems, they will minimise the amount of additional heating required over a building's lifetime and therefore offer good value for money. The key is to design buildings, street and squares to maximise passive solar design potential, whilst still conforming to the principles of good urbanism—with buildings designed to define and animate the public realm.

b) Active Solar Design

Active solar panels (photovoltaic and thermal) should be promoted to augment other sources of heat and power in both new and existing buildings. All new buildings should be designed with south facing roofs, wherever possible, that would allow active solar devices eg. Photovoltaic cells or hot water panels, to be installed in the future, if uneconomic initially. Although they constitute a very marginal economic proposition at present, this will require Objective One and other public sector grant aiding.



2. Ground Sourced Heat Pumps (GSHPs)

GSHPs can be deployed almost anywhere within the project area and are one of the few renewable energy sources appropriate for urban schemes. Heat pumps take advantage of the temperature difference between the ground and the air for both heating and cooling. The energy gained from extracted ground water can be used for heating purposes. In summer, GSHPs can be run backwards to provide air conditioning, extracting the heat from the building and returning it to the ground. Design and construction methods employed should maximise the benefit from GSHP technology, through the use of under floor or ducted air conditioning systems, for instance. Although GSHPs are more expensive to install, they are highly competitive in overall lifetime costs compared to conventional energy sources, and are almost maintenance free. They are currently being pioneered by the SWRDA in the area at Tolvaddon Energy Park, and one GSHP system is manufactured by a local company. This technology has mostly been implemented in social housing schemes or community services elsewhere in the UK.

3. Wind

The potential to develop wind farms within the wider 'area of influence' either as local community based projects or as an adjunct to industrial/commercial projects for local energy supply should be investigated further. Smaller wind roof turbines could be incorporated into demonstration projects within urban areas.

4. Combined Heat and Power Plants (CHPs) and Waste-to-Energy Plants

The use of gas-fired CHP systems and waste-to-energy plants is supported in principle and should be considered in conjunction with large development proposals. However, the location of such facilities would have to be carefully considered.

5. Biogas

The promotion of biogas schemes is supported in principle and the potential for a 1MW cattle slurry anaerobic digestion plant located on an agricultural site within the wider project 'area of influence' should be investigated further.

Passive solar design should be maximized, whilst still conforming to the principles of good urbanism.

5. BUILDING DESIGN CODE

5.1 CREATING SUSTAINABLE PLACES

The Camborne–Pool–Redruth area aims to become a model of sustainable regeneration. The project partners are committed to setting new standards of quality and therefore development proposals will be assessed according to the design codes set out on the following pages. These are intended to encourage and guide high quality design, rather than stifle the creativity of the designer, and provide a framework for preparation of site development briefs and specific development proposals.

The essence of the codes is to procure development that exemplifies best practice in urban design. A checklist is provided in Table 5.1 summarising key issues to consider in preparing planning applications and providing supporting information.

More detailed design guidance and individual site development briefs will be prepared to further augment this. This will be used by a CPR Project Design Panel to assess applications and ensure high design standards.



The town centres demonstrate many of the principles of good urbanism - with landmark and corner buildings and streets comfortable for pedestrians.



National best practice, such as this mixed-tenure housing project in Frome, Somerset, provide lessons in good place-making.

TABLE 5.1 Summary of Expected Information to Accompany Planning Applications

Creating Sustainable Places

Depending on the scale of the proposals, prepare a Development Framework, Masterplan or urban design analysis with reference to the "seven principal qualities of successful places", that illustrates relationships to:

- surrounding built form and uses
- public transport nodes and local facilities
- the strategic movement network

Transport

- integrate site access with the surrounding street network
- favour pedestrian, cyclists and public transport, whilst calming car traffic
- create a network of high quality, legibility places, linking a network of streets, squares and focal points
- demonstrate measures to reduce car parking

Building Form

Demonstrate how consideration has been given to buildings and open spaces that:

- create pedestrian priority
- create active street frontage
- focus on corners
- apply BREEAM best practice on environmental design
- apply solar design principles

Mixing Uses

- design development blocks and buildings with long-term flexibility in mind
- 'wrap' existing big-box developments with new forms
- create fine-grained mixed-use buildings wherever possible, mixing both horizontally and vertically

Landscape and the Public Realm

Undertake landscape analysis, illustrating with particular reference to the Cornish context the response to:

- landform
- microclimate
- existing vegetation and wildlife
- existing buildings
- networks of open space, footpaths, cycleways etc.
- service routing
- ground conditions



There is a need to rediscover the principles of high quality Cornish building and reinterpret these in a contemporary way (Carn Brea).

The recently published manual *By Design: Urban Design in the Planning System* (DETR and CABE, 2000) provides a key reference document and establishes that there are seven principal qualities of successful places (see Table 5.2). The *Cornwall Design Guide* (Cornwall County Council) relates this to the local context and advises on how to achieve high quality design that is distinctively Cornish.

Two other reports provide important guidance on procuring design quality:

- *Places Streets and Movement: A Companion Guide to DB32* (DETR, 1998); and
- *Urban Design Compendium* (English Partnerships and The Housing Corporation, 2000).

Two key themes run through each of these documents- 'sustainability' (development that meets the needs of the present without compromising the ability of future generations to meet their own needs) and 'quality' (to create places of beauty and distinct identity). Sustainable quality is therefore an aspiration at the heart of the Building and Design Code.

TABLE 5.2 Seven Principal Qualities of Successful Places

- **Character:** Promote townscape and landscape which respond to the *genus loci* and generate a local sense of place. Built upon the inherent sense of identity has harboured by local landmarks, places, people.
- **Continuity and Enclosure:** Promote continuity of street frontage, with buildings that clearly define public fronts and private backs, and provide physical closure of the public realm.
- **Quality of the Public Realm:** Promote open spaces and routes which are safe, and secure, with 'eyes on streets', uncluttered, active (plenty of windows and doors rather than blank walls) and easily identifiable.
- **Ease of Movement:** Promote places for walking, cycling, public transport and the motorist that offer direct and well-integrated connections.
- **Legibility:** Promote buildings and public realm elements (such as landmarks and clear routes) that help to make places easily understood by those who use them.
- **Adaptability:** Promote flexible and versatile buildings and open spaces that can respond to changing social, technological, economic and market conditions.
- **Diversity:** Promote a fine-grained mix of uses that help to create vital and viable places.

(By Design: Urban Design in the Planning System, DETR and CABE, 2000)

5.2 TRANSPORT

Connecting People and Places

The quality and functionality of areas can be greatly enhanced if the design of each element reflects its role within the overall structure of the street network. Creating connections to existing neighbourhoods and allowing for sustainable growth of built up areas in the future are key considerations when planning for new development. The ability to move within, between and through the neighbourhood by foot, cycle and public transport is crucial. The table opposite provides a summary of principles for network design.

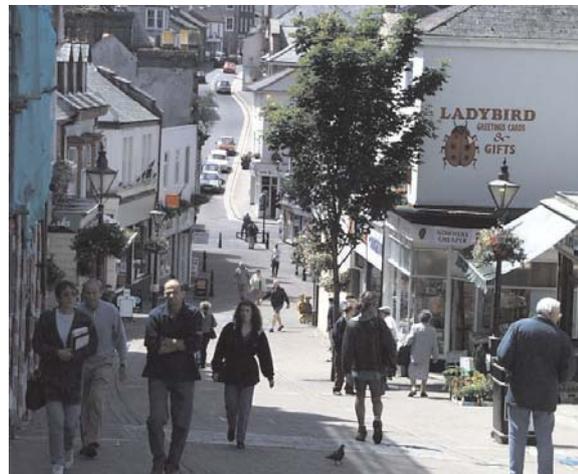
Traditional village layouts in Camborne, Redruth and Pool have developed over time to form organic networks. These are at times convoluted, but are fine grained and well connected. Development proposals need to connect with the existing layout and respect the scale and design of streets and buildings. Recent cul-de-sac developments fail to do this.

Older suburban layouts show a well-connected and permeable street pattern with a clear hierarchy of spaces. Again more recent suburban layouts lack permeability and discourage walking and cycling through long convoluted routes.

Compact urban layouts are found in parts of Camborne and Redruth. The streets are well connected and permeable. Recent urban extensions have however failed to continue these traditional urban street patterns and instead adopted less compact and less connected forms. Such an approach is land consuming and leads to 'urban sprawl'.

TABLE 5.3 NETWORK DESIGN PRINCIPLES

- Building communities and making connections—the ability to move within, between and through places is fundamental to their success. Creating frequent and clear connections can integrate communities and provide the flexibility for future extension;
- Creating a permeable movement network making it convenient to walk, cycle or catch the bus. This will help minimise car dependency and create socially and physically functional places where local services are within easy reach;
- Structuring the street network—streets are multi-functional places and should be designed according to their role within the wider structure. A hierarchy of street types that combine movement and speed with design capacity and character—from the dual carriageway, through to avenue and local mews or courtyard—requires consideration for not only the layout of the street, but also the buildings and uses that line it;
- Streets for people—streets are social places and should be designed for the convenience, enjoyment and comfort of residents and visitors alike. This means attending to the composition of street components—the carriageways, parking bays, footpaths, junctions and amenity spaces; and making sure that these work together;
- Safe and attractive places—well designed streets contribute to the sense of personal and community safety and stimulate the senses through the attractive design of buildings, landscape and street furniture. They can help generate lively, well-lit places that are free from traffic danger



Recent improvements to Camborne and Redruth town centres have created environments much more conducive for walking and cycling.

Building Communities by Making Connections

A good street network is easy and pleasant to walk through, providing routes which connect people, facilities and activities. It is one that gives priority to pedestrians, cyclists and public transport while still allowing movement by car.

A permeable network is open and flexible, respectful of topography, existing streets, paths and buildings. The time-honoured way of achieving such connections is to create a grid. A permeable layout has several distinct advantages:

- Frequent connections to the existing movement network;
- Good accessibility within the development area;
- Direct routes for pedestrians, minimising journey distances;
- Walking and cycling as attractive alternatives to the car;
- Legibility;
- Bus friendly, both in terms of buses being able to move directly through the development and people having direct access on foot to bus stops;
- Spreading traffic impacts;
- Variety of traffic management options;
- Adaptability of land and building uses over a long period of time

By contrast, single access layouts dominated by long cul-de-sacs and loop roads reduce direct and safe pedestrian access within and through an area. They promote isolation not integration, increase car dependency and are less easy to link with future developments. Such 'loops' should be avoided.

Within this network of streets, squares and paths individual schemes should be designed to:

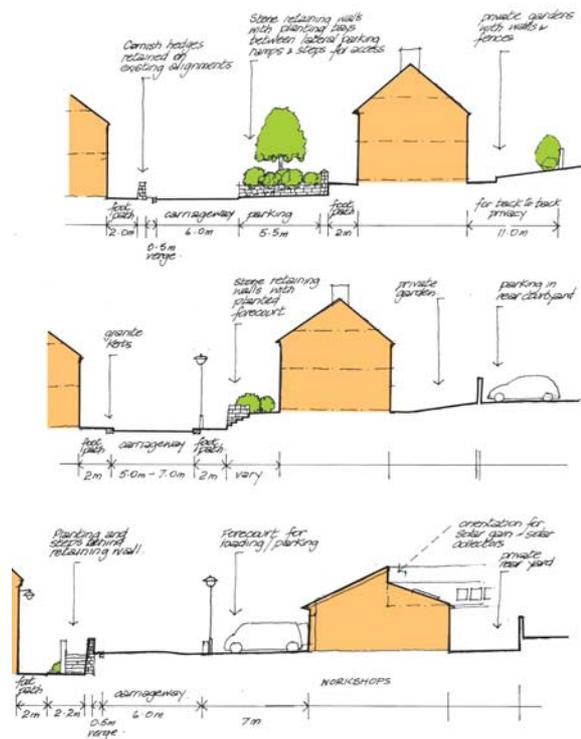
1. Prioritise the needs of pedestrians with disabilities, cyclists and public transport users ahead of private motor vehicles.
2. The design of streets and squares should follow a logic which is defined by the form and function of spaces, buildings and people movement patterns.
3. All routes should be designed as through routes for pedestrians and cyclists.
4. There will be a presumption against cul-de-sac and large parking lots in front of buildings.
5. Locate major activities that attract a large number of people at public transport, cycling and pedestrian nodes.
6. Where relevant, provision for public transport routes, cycle networks and walkways should be included into any development costing exercise.



Stone walls and lush planting define this traditional avenue in Camborne.



A traffic calmed street in Cologne, Germany; a high quality streetscape prioritising pedestrian and cyclist comfort



Lessons can be learnt from the traditional Cornish approach to street and building design—characterised in particular by the artful way that level changes are dealt with.

A Hierarchy of Streets

The design of streets is key to the overall character of a place. The conventional engineering-led approach to street classification is based solely on vehicular capacity and safety. Regarding these spaces as simply two-dimensional 'roads' prioritises their role as traffic conduits. 'Streets', such as avenues, lanes or mews on the other hand, are multi-functional spaces lined with buildings, public spaces and landscape treatments.

The traditional hierarchy of existing streets should therefore be emphasised with appropriately scaled buildings and landscaping. New streets should be designed to relate to this hierarchy, with main avenues lined by formal, generous landscaping and minor streets more intimately designed as the focus for small communities. Cross-sections should relate to an appreciation of local boundary treatments, slopes, paving materials and street furniture, for instance, to reinforce local identity.

A Network of High Quality Spaces

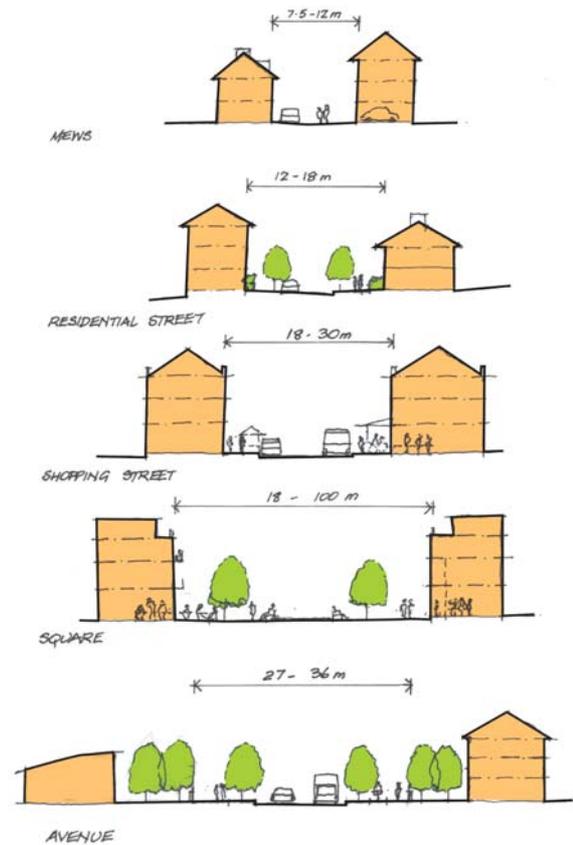
In accordance with Places, Streets and Movement, a Companion Guide to DB32 (DETR, 1998), the design philosophy is based first and foremost on creating high quality streets and squares within which the vehicle is accommodated. This means "a network of spaces rather than a hierarchy of roads; a layout of development in which roads play their part but are not dominant."

The principle of 'tracking' is critical to ensuring this happens. This also applies to junctions, where kerb radii should be kept tight and corner buildings prominently sited, forcing slower and more careful movement of vehicles.

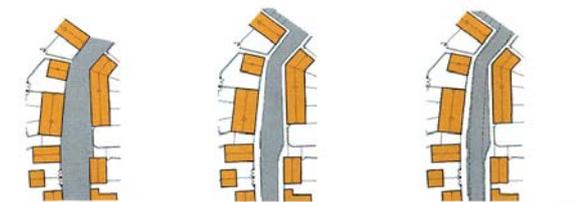
Creating Pedestrian and Cycle Priority

The character of streets should encourage walking and cycling. Key measures to ensure this include:

- creating a comfortable and convenient network of foot paths and cycle routes that integrate with surrounding areas.
- locating and designing crossings with care. This means continuing pedestrian desire lines at cross-roads and providing cycle-priority waiting areas on main street junctions.
- providing separate cycle lanes on busy streets
- pedestrianising streets in central areas with the greatest footfall.
- all new developments will be required to have convenient and secure cycle parking facilities.
- designing for ease of disabled access to buildings

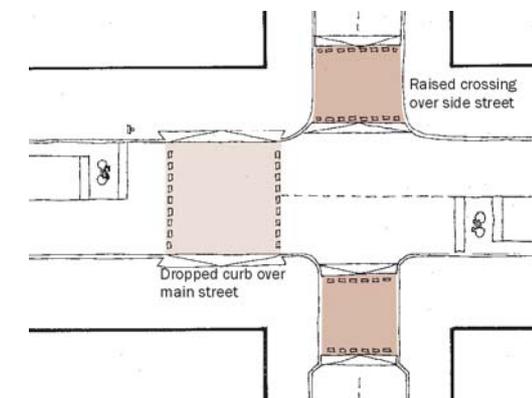


New streets will be designed according to their role in the hierarchy—which will also influence the design of buildings and landscaping



The principles of 'tracking'

1. Arrange buildings to form street enclosure.
2. Design footways to reinforce this.
3. Plot vehicle tracking path, to check carriageway width is sufficient.



Where necessary existing streets should be retrofitted to favour pedestrians and cyclists

Enhancing Public Transport

Pedestrian and cycle links to bus stops and railway stations will be made as convenient, attractive and safe as possible. Direct, well-lit links will be created, leading to comfortable shelters that have easy to use timetables.

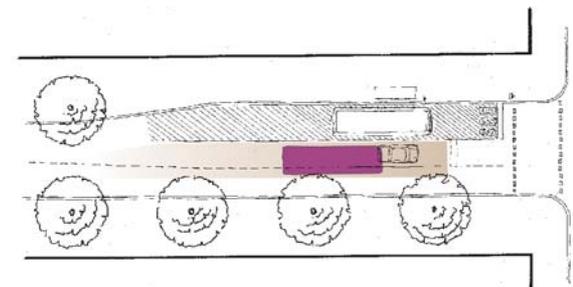
Public transport should be planned as an integral part of the street layout and where necessary bus priority measures introduced at junctions for example.



Continental Europe provides many examples of best practice in planning for public transport, such as this bus corridor in Benrath, Dusseldorf, Germany.

Calming Traffic Through Street Design

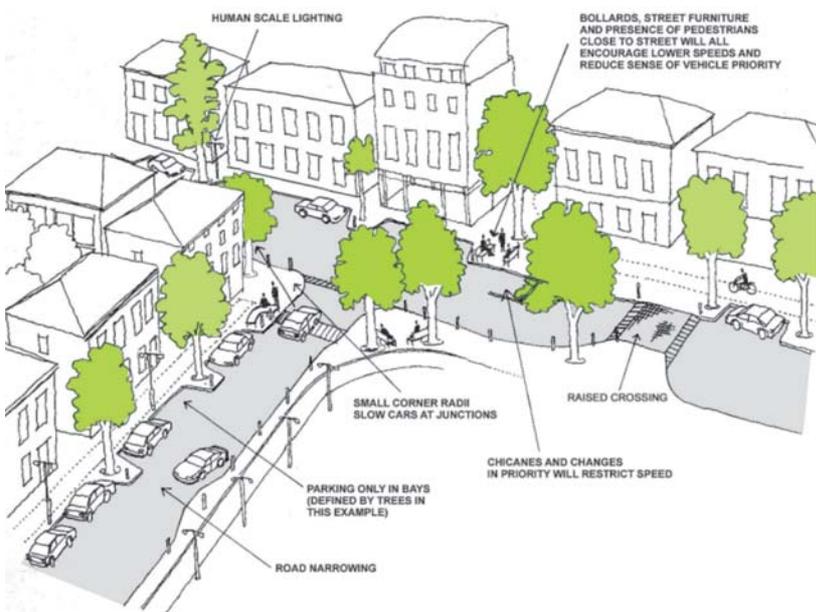
Traffic calming measures that work by affecting the driver's perception of the street environment should be used in preference to physical measures such as speed humps or chicanes. Perceptive measures include: trees, fences, railings and bollards by the road-side; tight turning radii at corners and junctions; and buildings positioned close to the pavement edge. On-street parking, and residential driveways with direct access from main traffic routes, will also contribute to traffic calming. Such approaches have the advantage of calming traffic speeds without recourse to intrusive physical measures, while still adhering to minimum required highway standards.



Example of a bus stop combined with a bus priority junction.



New Cornish housing design incorporating a discretely positioned carport.



A range of measures should be introduced to create a traffic calmed environment. This illustration particularly shows ways of retrofitting an existing street to favour pedestrians and cyclists

Accommodating the Car

The philosophy of encouraging more sustainable modes of travel - walking, cycling and public transport - and discouraging car use, means that parking levels are to be kept as low as possible.

Where necessary facilities are to be designed to reduce the visual impact of the car. On-street parking within a well-designed environment is encouraged. The remainder should be accommodated in rear courtyards, or undercroft / underground if viable. Parking in front of buildings on private forecourts is not permitted as this undermines vitality and is visually intrusive.

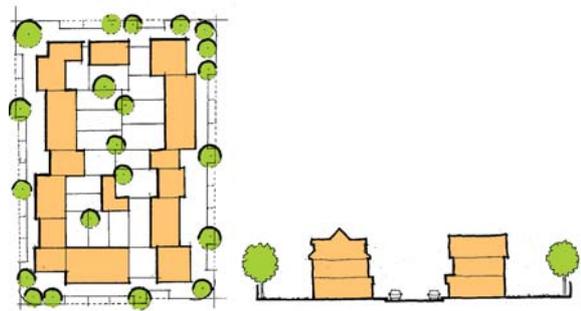
A maximum of 1 parking space per residential unit is applied. This is supported by PPG3 - Housing which states that there should be "significantly lower levels of off-street

parking provision..." and that "development with more than 1.5 off-street car parking spaces per dwelling are unlikely to reflect the Government's emphasis on securing sustainable residential environments..."

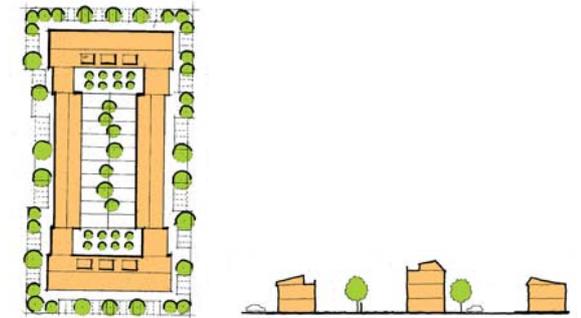
Maximum standards will also be applied for non-residential uses. Car parks should be designed to allow parking space to be released for further building over time as development pressures increase. The use of shared car parks will be encouraged to make more efficient use of land within the project area.



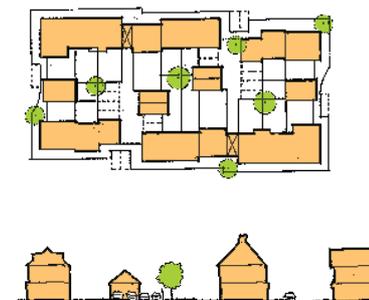
On street parking. Cars in line to street. Mostly large townhouses. At 1:1 parking ratio, 45 dwellings per hectare are possible.



On street parking. Cars end on to curb in small groups. Mix of terraced housing and apartments. At 1:1 parking ratio, 45 dwellings per hectare are possible.



Most parking in small groups in rear courtyard. Mix of detached, semi-detached and terraced housing. At a 1:1 parking ratio, 40 dwelling per hectare are possible, increasing to 52 dwelling with some flats.



5.3 BUILDING FORM

Mixed-use Perimeter Blocks with Clear Fronts and Backs

The development block is the land area defined by the street network. Whilst blocks vary in shape and size, new blocks of approximately 90 X 90m accommodate a mix of uses within a structure that is convenient for pedestrians.

The most fundamental requirement is ensuring that building fronts project their public face onto streets, squares or parkland, whilst the backs of buildings project onto private gardens or service areas. Lining the edges of blocks with a perimeter of buildings that hug the street line is the best way of ensuring that buildings make a positive contribution to the public realm. Such 'active frontages' with windows, doors and balconies and a wide range of uses, will not only ensure a vibrant street scene but also contribute to a feeling of security and help create genuine safety.

Particular attention should be paid to corner buildings. Designs must recognise the need to face both ways and recognise the special opportunities that corners present for mixing uses and creating distinctive local landmarks.

A Model of Environmental Sustainability

The drive for sustainable development will mean that best practice in environmental design will be applied with reference to the Building Research Establishment Environmental Assessment Method (BREEAM).

In particular, methods of 'passive solar design' will be strongly encouraged by orientating buildings towards the south wherever possible, although the principles of good urbanism must still be applied (see chapter 4.9). In addition, all new buildings most especially housing, will be built to attain high standards of environmental sustainability by:

- reducing CO2 emissions by maximising energy efficiency, with solar efficient layouts, highly insulated buildings and natural ventilation;
- using local natural, Cornish and recycled materials (stone, slate) to avoid longer transportation and manufacturing processes.
- maximising water conservation, by using water saving appliances;
- promoting more recycling, by establishing neighbourhood recycling centres and providing householders with recycling bins and composting facilities.



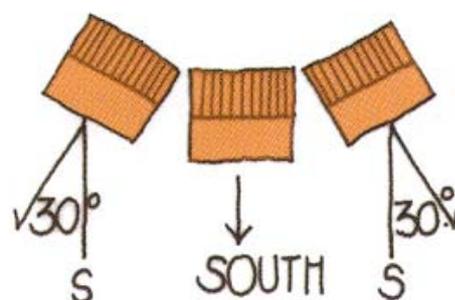
Traditional perimeter blocks found within the area comfortably accommodate a mix of housing types and tenures.



A clear definition between public and private space is a fundamental tenet of good urbanism



Sensitive design requires that buildings turn the corner and slopes are resolved locally to avoid grading large areas.



For optimum solar design, buildings should be orientated within 30 degrees of due south where this can be accommodated whilst still conforming to the principles of good urbanism.

Creating Distinctively Cornish Places

The Cornwall Design Guide provides the best starting point for advice on the creation of architecture that responds to local traditions relating to building form, siting, scale and materials. Cornwall County Council are currently augmenting this with other initiatives to promote the use of local materials where appropriate.

Building design will be expected to relate to the unique character of the Camborne, Pool, Redruth area. Lessons can be learnt from studying existing buildings in the local area. Respect for neighbouring buildings of architectural interest and local vernacular does not imply 'pastiche'. Weak imitation is to be avoided and modern interpretations to a high standard are encouraged.

Promoting a Human Scale

It is expected that buildings will generally be two storey in scale. However taller buildings will be encouraged in central locations well integrated with public transport. This is particularly the case at prominent landmark locations, key corners, crossroads and gateways into each of the town centres.

Retaining and Re-using Historic Buildings

There should be a basic presumption in favour of retaining historic buildings of character, whether, listed or unlisted. Such buildings provide continuity and act as reference points to create a context for new development. Conversion to compatible new uses will be encouraged to ensure their economic viability and to respond to local need for community facilities. Construction of new facilities should be avoided where old buildings with adaptive re-use could provide similar accommodation.



TYPICAL TOWN COTTAGES



TYPICAL SEMI-DETACHED TOWN HOUSES



TYPICAL DETACHED TOWN HOUSE

Examples of traditional Cornish housing located within the area, providing cues to be reinterpreted in a contemporary way.



Historic buildings within the area, such as these in Tuckingmill, should be restored and incorporated into development proposals.

5.4 MIXING USES

Designing Flexible Mixed-Use Blocks

New development blocks should generally be designed to achieve a mix of uses. Perimeter blocks, with buildings positioned close to the street, provide a flexible structure that enables the use of buildings and interior block space to change over time.

Wrapping the Big-box

Large stores and other 'big-box' units are often conceived as stand-alone structures, with exposed 'dead' frontages surrounded by expansive parking areas. Designed as such they pose a particular problem in forming active and attractive streets. However, with some thought such buildings can be designed to become more compatible with fine-grained urban settings by mixing them horizontally, as well as vertically, with other uses. It is proposed that modifications to existing big-boxes in Pool and any new introductions to Camborne and Redruth Town Centres are designed to integrate with a fine-grained mixed-use block structure. This can be achieved by wrapping them with smaller buildings to create active frontages to the street.

Building for Change

Both vertical and horizontal mixing in buildings is encouraged. It is desirable that all buildings are designed with sufficient flexibility to enable future changes of use to take place. Should demand not subsequently arise, these buildings can remain in single use. For instance, where appropriate certain houses could be designed to anticipate later change to ground floor business use. The design of many Georgian terraces, for instance, have shown this to be possible, with shallow plan depths, attention to scale, location of service cores and positioning to the street.

The principle of 'invisible tenures' will also be promoted. A mix of different tenures will be sprinkled throughout housing areas, rather than segregated by block.

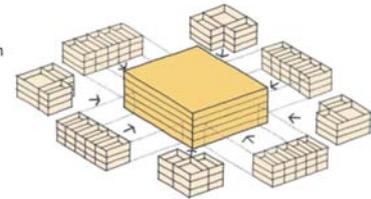


A fine-grained mix of uses is proposed at Station Road, Camborne.

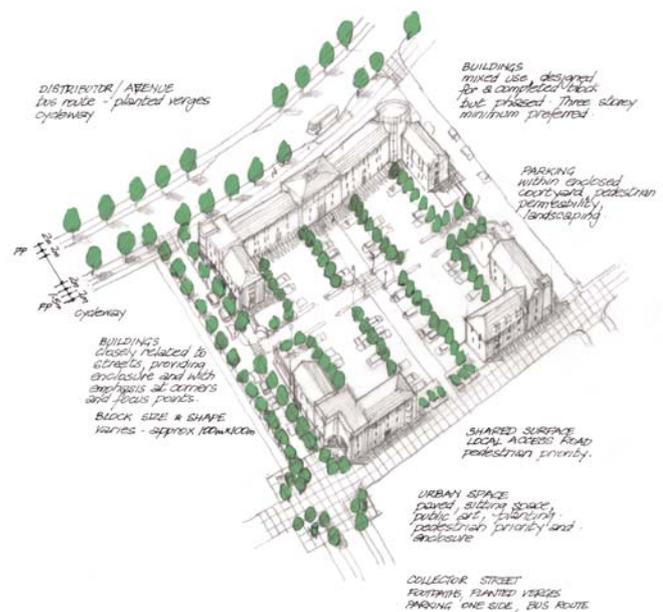


By turning the sales floor 90° and inserting the building into a perimeter block, access is provided from both sides but active street frontage is ensured

Wrap big boxes with smaller units to create active frontages



'Big-box commercial buildings should be wrapped with a mixture of smaller buildings.



New mixed-use blocks are proposed in the heart of Pool.

5.5 LANDSCAPE AND THE PUBLIC REALM

Distinctively Local Open Spaces

The Cornwall Design Guide provides a key point of reference on the design of hard and soft landscaping to reinforce local identity. It should be noted that the best streetscapes and squares are often noteworthy for a simplicity of design that uses a timeless palette of materials and which enhances pedestrian comfort. Impediments to pedestrian movement should be removed and new linkages created to make walking and lingering as pleasant as possible. Durability and maintenance specifications of materials must demonstrate that high standards of visual attractiveness and wear are sustainable long after the project has been constructed.

Think Ecology

Landscape species should be selected to encourage rich ecological habitats and planting planned to link open spaces. An overall 'greening' of the area will be promoted as contaminated land is cleaned up and brought back into productive use. Indigenous species will be encouraged to strengthen local identity and encourage wildlife. Recycling facilities will be improved and designed into developments, including community composting facilities.

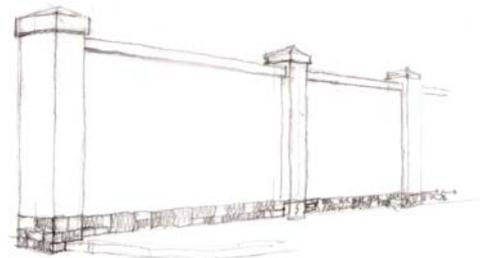
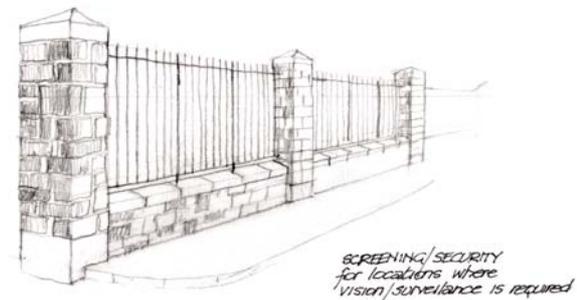
Focusing on Boundaries

Cornish hedges and walls will be encouraged to add to the distinctiveness of new development. Where the opportunity arises the incorporation and/or reuse of existing traditional materials (eg. in walls or pillars) in new building designs will be encouraged. Care must be taken, however, to ensure that these do not undermine street vitality.

Place-making with Art and Street Furniture

Adding emphasis to key open spaces (streets, squares and parkland) is encouraged. A well-coordinated and complementary range of bespoke street furniture should be designed to reinforce the sense of place. Excessive 'clutter' should be eliminated. This palette of items should include attention to :

- use of local materials in buildings/open space.
- themed bollards
- kerb and paving detailing
- custom designed railings
- specially designed lighting
- sculptures, murals and other art works at key points to enliven public spaces.
- grouped signs and use of surface markings in lieu of traffic signs where possible.



Distinctively Cornish boundary treatment and surface details should be incorporated into designs.



6. THE PLAN BY AREA

6.1 INTRODUCTION

This chapter outlines proposals for each area of focus—addressing Camborne, Pool, Redruth and the outlying villages and estates in turn. The central concept of the Urban Framework Plan that sees Camborne, Redruth and Pool as distinct but interlocking places is followed through to the identification of individual projects. Thus each place has its own niche, its own focal points of activity—but connected together by attractively landscaped streets, walkways and a highly convenient public transport spine. The objective is to create a framework for investment and development control in these areas that harnesses their full potential and is compatible with existing uses that are to be retained and further strengthened.

Plans defining the sites and infrastructure that present development opportunities have been prepared for each of the three core areas. These reflect the market testing, engineering feasibility work and community consultation that has been undertaken. Variations on these proposals may also be acceptable and in some cases alternatives are presented that equally fulfill the objectives of the Urban Framework Plan. Each opportunity identified as part of this strategic exercise provides the basis for further detailed feasibility studies that should test the market and physical potential further and provide the basis for Site Development Briefs.

Flagship projects are identified for targeted action. These projects will act as catalysts to achieve the overall vision of revitalising the area by:

- Creating confidence by bringing new life and activity to derelict and vacant sites, cleaning up land in the process that has been contaminated for many years;
- Bringing new activities to the area, broadening the economic base and creating opportunities for new industrial sectors, housing, community, cultural and tourism development, retail and other services;
- Acting as models of successful urban regeneration, demonstrating how a series of inter-reliant, sustainable mixed-use neighbourhoods can be created and enhanced by weaving together differing scales of development and activities.

In several instances, sites are identified for “mixed use development”. This is to grant developers maximum flexibility from projects that meet quality design criteria and combine a range of commercial, industrial, residential and community uses. Mixing uses both horizontally and vertically within a fine-grained block structure promotes vitality. Housing and offices on upper floors is to be encouraged.

The aim of the illustrative studies is to demonstrate the development potential, stimulate action and show in three-dimensional terms how the generic design guidance explained in Chapter 5 could be applied in practice to create places of real quality.

6.2 CAMBORNE

The Strategy for Camborne

As illustrated in Figure 6.1, the focus of the strategy for Camborne will be to uplift the town centre's vitality and viability. The traditional structure will be strengthened by concentrating on the "triangle of opportunity" in and around the Trelowarren Street–Basset Road–Trevenson Street area. This will involve conservation of the historic built environment, including shopfront upgrading and continued landscape improvements. A range of measures will also be implemented to diversify the town center by reintroducing new housing, employment and community facilities, including 2,500m² in offices, non-retail uses on new sites and within vacant existing premises. It is proposed that all this will be complemented by marketing initiatives and a Town Centre Partnership Management scheme.

The role of Trelowarren Street, in particular, as the principal high street will be reinforced, with its anchor of heritage buildings and commercial facilities around Church Street to west and with the Tesco supermarket and the striking visual presence of the Chapel forming an anchor at its eastern end. A new pedestrian entrance on the townside of Tesco is desirable for non car users. Improving the attractiveness and comfort of pedestrian links to the railway station is also a key consideration, as is the quality of transport and waiting facilities at the station itself (discussed in Chapter 4.6). At the core of this central area, there is the potential for two flagship development projects—at the Gas Street Bus Station and former Holman site in Trevu Road. Land acquisition of key sites by public bodies should be actively considered to facilitate development.

Within the town centre a range of new building, refurbishment and infrastructure projects are proposed for implementation with EU funding assistance under the Integrated Action Plan (IAP) (see Chapter 3.2). Each of these is relatively small-scale, and therefore not listed here, although key potential IAP projects are identified in Figure 6.1 to show the locational spread. In sum these represent a significant strategic boost to the town center and the linkages between each individual project needs to be carefully considered in relation to the overall Urban Framework Plan.



Further public realm improvements will build on the success of recent landscaping measures, helping to create a convivial atmosphere of high quality streets and squares, that overcome existing parking problems, and provide an attractive context within which site - based development or improvement projects are brought forward. A range of new activities is to be injected into the overall mix - strengthening the town's commercial base, adding new visitor experiences and enhancing the unique characteristics and feeling of quality of the town centre.

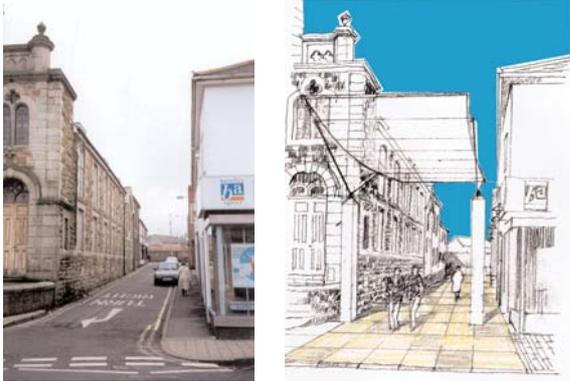
Thus new speciality shopping and leisure attractions are to be encouraged, together with offices and work spaces, heritage and community facilities. All this will be promoted in relation to regeneration initiatives in Pool and Redruth, and connections strengthened between each of these focal points of activity with improvements to public transport and new physical linkages.

Key opportunities beyond the town centre will also be advanced. These include:

- New gateway sites off the A30 to the north-west and new high-quality residential neighbourhoods such as Pendrea Park to the north.
- New parkland will provide a striking green backdrop, enveloping the eastern edge of the town by adding to the recent landscaping of Tolgarrick Park and linking this to a new Brea Valley Park along the valley to the south.
- An Urban Village is proposed to flank this at Tuckingmill, with its mixed-use heart centred on the fine heritage buildings at the junction of Pendarves Street and Chapel Road, and with mixed-tenure housing rolling over the Tuckingmill hill with views out to the surrounding countryside.

Individual Proposals

(Reference numbers relate to Figure 6.1)



C 1 *Mixed-use development, Bus Station and adjoining area*

By relocating the bus servicing garage, the full development potential of this prime site, just off Treloarwarren Street, could be exploited. This would involve combining improved bus station waiting facilities with a new mixed-use arcade. The arcade would extend from Chapel Street to the new reconfigured bus station, and link to Treloarwarren Street via a new covered walkway. This could provide about 1,200m² of floorspace, sub-divided into small speciality retail, arts and craft studios and work spaces.

This would also include pedestrian priority landscape improvements to the north side of Gas Street, confining vehicles to the southern end of Connexion Road. Attractive repaving and the creation of gateway structures on Treloarwarren Street and Chapel Street would enhance the context of this new development and announce the presence of this new destination, whilst improving access and servicing arrangements. Adaptive reuse of the Chapel on the east side of Connexion Street should also be incorporated into the scheme, which could generate a further 400 m² of floorspace.



Consideration should be given to combining the relocated bus garage with an HGV training facility (currently none exists in Cornwall or Devon), which could also potentially improve the viability of the project.

C2 *Mixed-use development, former Holman Site, Trevu Road*

Comprehensive redevelopment of this site and its surrounding context has the potential to become a flagship project. This would project active frontage on to Trevu Road and incorporate a new urban square or courtyard, creating a new focal point at the town's southern gateway. This would provide more than 2,500m² of floorspace for workshops and a business incubation center, community facilities (such as a centre for the deaf) and about 12 flats accessed from the east. Building height would range from one to three storeys, with a landmark corner building designed to project onto the Trevenson Street / Trevu Road junction.

Access to the station yard north of the old forge would be provided. Paving and landscaping improvements to the yard would create a high quality station forecourt. Improvements to passenger waiting facilities and advice on interchange arrangements between the trains and local buses would further enhance the overall quality of the facilities provided.

Development of the site would be complemented by restoration of the old fire station in Trevenson Street, which is being considered for a new art gallery. Major landscape improvements to the Trevenson Street / Trevu Road junction would include the repositioning of the Trevithick monument to enhance its setting, reconfiguring the roundabout and integrating pedestrian improvement measures with new bus stops.



Sensitive implementation of this project will involve industrial archaeological assessment and restoration of historic buildings. Selective demolition will be required and some business relocation may be necessary.

C3 *Development site, Trevithick Road*

Development of this derelict site is being brought forward for elderly persons accommodation. Alternative uses include a possible extension to Tyack hotel or speciality retail. About 600 m² floorspace could be generated.



C4 *Development Site (part of Compair premises), Dolcoath Avenue*

Creation of the new east–west avenue - linking the Wesley Street roundabout with Tuckingmill would require some land–take in the north–west corner of the Compair site, at the west end of Dolcoath Avenue. Partial reconfiguration and the provision of alternative facilities elsewhere within the site if necessary would be incorporated into this development package. A new site access to the factory would be required on the south side of the compound. A small triangular residual development site would result from this arrangement, on the north side of the road, which could be considered for light industrial or residential use and could generate about 600m² of floorspace.

C5 *Scrapyard redevelopment, Foundry Rd*

Relocation of the scrap metal business and subsequent decontamination of the land could offer a development site more compatible with surrounding uses in this central location. The east side, fronting Foundry Road could provide a location suitable for sheltered housing comprising about 600m² or about ten flats, with associated parking and landscaping located to the west.

C6 *New town park, Rectory Road*

The site provides a location suitable for housing, but existing mature tree cover provides a valuable resource, which should be preserved. An alternative use for the site could therefore be the creation of a new town park, a facility that Camborne lacks. This would complement the hard surface landscape improvements planned for elsewhere within the central area and the existing building could be converted for a complementary civic or community use.



C7 and C8 *Western gateway, A30/A3047 Treswithian junction (west) and Western Gateway, A301/A3047 Treswithian junction (east)*

These two vacant sites, comprising about three hectares, should be developed for employment use to form attractive landmarks, announcing the western gateway to the town. This would require building to a high standard of architectural design, using quality materials and detailing. Landscaping to the adjacent public realm would reinforce this as an entry point.

C9 *Pengegon Parc upgrading*

The overall residential environment of Pengegon Parc could be greatly enhanced by addressing the fundamental shortcomings of the outmoded layout design. This could constitute a pilot project that sought to overcome the existing problems provided by the rigid separation of roads and walkways that creates muddled fronts and backs to properties. This would require the retrofitting of external spaces with a more traditional street arrangement, with houses facing onto attractively landscaped streets designed to accommodate dedicated parking spaces, screen walls to back gardens and for surplus public space to be converted to private gardens.

This could only be progressed with the full consent of local residents and their involvement in the design process. If successful other housing areas facing similar fundamental problems (such as North Country and Troon) could be improved in the same way.

C10 *Extension to Dolcoath Avenue*

Creation of the new east–west avenue would require partial realignment of the road leading from the eastern end of Dolcoath Avenue, which would be introduced in conjunction with landscaping of adjacent green open spaces.



C11 *Conservation Area enhancement, Tuckingmill*

This site is proposed as a mixed–use business complex, serving as the heart and principal pedestrian entry point to Tuckingmill Urban Village (see below). This should involve the restoration and reuse of the valuable historic buildings. All buildings of conservation interest, such as the Northlights building, should be retained and protected from further damage. Selective demolition of low–grade structures will be necessary. New potential uses would comprise 3,500m² of workshops and offices, integrated with the adjoining residential development. This will require improved access onto Chapel Road and a variety of pedestrian access points, including walkways connecting to the Urban Village to the south. The re–use of the Chapel at the junction of Chapel Road and East Hill should be promoted in conjunction with this project, with pedestrian priority landscaping works helping to reinforce this as a key gateway between Camborne and Pool. This should connect with efforts to upgrade the Mineral Tramways walkway to Tolgarrick Road Park.



C12 *Tuckingmill Urban Village*

This site is proposed to be promoted as Tuckingmill Urban Village, a new distinctive high quality neighbourhood, with approximately 300 new homes of differing tenures. Private family townhouses and flats will be fully integrated with social housing, specialist accommodation (eg. sheltered housing) and a mix of other uses centred on Tuckingmill Conservation Area (see above) including workshops, offices and local scale shops. Houses would be designed to work with the natural land contours and orientated to overlook the new Red River Park to the east. Slopes on the eastern side of the site, adjoining Chapel Road, will be landscaped to blend with this new parkland. Main access points are to be provided from Dolcoath Avenue and an improved link to Chapel Road.

C13 *Residential development, Pendrae Park*

A new housing crescent is proposed to wrap around the recreation area (a possible cricket pitch) to be designed as part of the new Tolgarrick Park proposals. This will project a positive face onto the park (rather than the backs of existing properties, and provide attractive views out towards the sea to the north. As this is a former landfill site, implementation of this proposal will be contingent on satisfactory resolution of any ground condition problems.

C14 *Residential–led mixed–use development, Boiler Works Road*

A major development site is identified for a predominantly residential scheme, that should include other uses, to the north of the town. Site layout should be designed to ensure that footpaths and internal access arrangements fully integrate with surrounding streets. New well-landscaped open spaces will provide focal points and buildings designed to enhance local distinctiveness.

C15 *Industrial development, Dolcoath Avenue*

It is proposed that this reclaimed vacant 2.1 hectare site is developed for employment use, possibly in conjunction with the C4 project proposals affecting the Compair premises.

C16 *Brea Valley Park*

A major new park is proposed along the Brea Valley. This will connect with the new Tolgarrick Park to the north, and provide attractively landscaped walkways linking with Tuckingmill Urban Village to the west and Pool to the east. The potential for this to include exciting new water features should be explored.

6.3 POOL

The Strategy for Pool

The core area of Pool, from Tolvaddon and the A30 in the north to the railway and Carn Brea in the South and from Tuckingmill to Barncoose west to east can be totally restructured to create a 21st Century urban area of great interest, quality and attraction. This will require a wide spectrum response. The range of problems currently experienced cannot be solved by a single iconic structure. However, the creation of an outstanding landmark or attraction building(s) or structure is encouraged, and a range of potential uses are suggested.

The key to regeneration of the area is to create an integrated network of development blocks, occupied by a lively mix of different activities spilling out of buildings of the highest architectural order, linked by attractive streets, squares and parkland. Figure 6.2 illustrates the range and scale of development opportunities in the area. Figure 6.3 shows in illustrative terms how this can be thought of three dimensionally.

Fundamental to this restructuring will be to strengthen the character and attractiveness of the A3047 as the main street linking the area, whilst at the same time taming the car by ensuring that buses, pedestrians and cyclists have priority. Thus new buildings will be introduced to provide attractive street frontage, junctions and crossings designed to favour those on foot and road space redefined with paving and street trees.

A parkland valley along the Red River will become a new north-south spine extending between Tuckingmill and the A30. All low order buildings and uses would be removed, and a series of sites for new uses and first rate architecture created around its edges and overlooking the park. These could include:

- a hotel and conference centre at the gateway from the A30;
- high-tech industrial, research and development facilities, forming new landmarks buildings adjacent to the College;
- a crescent of housing facing onto a village green, extending from the Pendrae Park housing area on the north western edge of Tolgarrick Park.

This would give a totally new unique and visual approach to the area, and one which linked back to the north-side of Camborne and the College site. It would also stage set the major sites for the south; Tuckingmill, South Crofty and the land leading through to the Robinson's Shaft complex. In Tuckingmill, the regeneration effort would combine the fine heritage of old buildings, with new housing and associated mixed-use development; a new Urban Village overlooking the new Brea Valley Park and picking up of the character and quality of Tuckingmill around the Chapel.

Across the valley, big-box 'shed' building would stop in the heart of Pool and low-grade industrial structures would be relocated. A new multi-functional place would be established, bursting with activity, blending a mix of housing, commercial and leisure uses, leading through to the Robinson's Shaft complex, which would serve as the centre piece of a major new heritage attraction. A Cornwall Expo Centre located at the Trevenson Road / Dudnance Lane junction would provide another complementary facility of regional and national significance. Within this central area (encompassing sites P8, P15, P16 and P21), 125,000 sq.ft. (12,500 sq.m.) of good quality flexible office/workshop space is to be provided in a range of accommodation.

A new urban street would be created, leading from the heart of an upgraded Cornwall College campus, past the Robinson's Shaft complex, a new Regeneration Centre (designed as an exemplar of environmentally conscious architecture), and onto a new marketplace, past the big stores and reaching onwards to a new revamped Carn Brea Recreation Centre. This could be further improved as a sports-leisure-fitness centre of great quality and scale capable for attracting visitors from the whole of West Cornwall, a real centre of excellence.

This critical mass of activity could increase the tourism attraction of the area, extend the season, and comprise a series of great foul weather attraction. New buildings would be designed to contain and frame the existing retail sheds and associated parking areas. They would no longer dominate the scene.

Tree-lined avenues and streets would reinforce this as a place of real landscape quality. There would be new squares and public spaces; excellent public transport accessibility, and ample car parking visually contained within this new urban form.



FIGURE 6.3 Pool Illustrative Plan



Critical Sites

Within the strategic core several sites occupy locations of key importance. The sensitive development of these sites in accordance with a coherent framework plan is critical to realising the revitalisation of the area. These include:

- Sites fronting onto the East Hill / Tolvaddon Road / Trevenson Road / Dudnance Lane junction—the main gateway to the area;
- Sites in and adjacent to Tolgarrick Park in order to capitalise on the major landscaping proposals currently underway;
- The SWEB depot adjacent to the College—a prime frontage site;
- The contiguous land parcel around Robinson's Shaft in the heart of the Pool regeneration area;
- the land between Pendarves Road and Dolcoath Road at Tuckingmill
- South Crofty between Dudnance Lane and Chapel Road.

Two key implications arise from a focus on these sites:

- a) that land acquisition needs to be considered in order to bring the development of these sites forward in an integrated way. It may be necessary to transfer certain sites into public ownership to assemble land for strategic purposes and facilitate implementation of key proposals. The need to consider undertaking Compulsory Purchase should be considered as a last resort where necessary to bring important projects forward; and
- b) that a review of District and County Council operations is necessary in relation to these sites to ensure that proposals are complementary with the emerging strategy in terms of, for instance:
 - briefing of housing developments
 - current planning applications
 - Tolgarrick Park design
 - sale of local authority land
 - highway design

Creating a More Joined-up Place

The overriding principle for achieving the vision for Pool is integration, integration, integration. New development must be designed in such a way as to join existing facilities via new streets and footpaths that mesh together a series of places, attractive forms and centres of activity that are a pleasure to walk through. Figure 6.4 illustrates diagrammatically how this is certainly not the case at present. The existing spine road (A3047), as the only east-west route, is overstressed and Pool crossroads congested at peak times. The result is an ineffective vehicle route, unsatisfactory public transport connections, a poor living environment in nearby residential areas and a lack of integration in terms of pedestrian connections both north-south over the road and between Pool and the adjacent areas to the east and west. As this illustrates in abstract terms, to overcome the

structural weaknesses of the existing area a grid-like structure of streets, walkways and development blocks is proposed which, in the time-honoured traditions of good towns, ensures maximum integration.

Creating an Urban Design Framework for Pool

Figure 6.5 takes this further by illustrating the key layers of consideration necessary to formulate a coherent urban structure for the Pool area. These comprise:

- Urban places—providing a network of streets and squares enclosed by attractive building forms;
- Landscape structure—a network of tree-lined streets, planting belts and parkland, providing a major new recreational and ecological resource;
- Vistas and landmarks—with new landmark buildings introduced at key locations, and existing landmarks respected and further enhanced by preserved view corridors. Strategic views out to the surrounding countryside will also be opened up, particularly to Carn Brea;
- Transport structure—creating a permeable place that is a pleasure to walk around, where public transport is conveniently to hand and in which there is a clear hierarchy of street types, access and servicing arrangements.

Figure 6.6 gives this more expression, by providing an Urban Design Framework Plan that shows how buildings and landscaping could be considered in this context.

Perimeter blocks frame a network of streets and walkways, each accommodating a mix of uses, with buildings positioned to face onto and animate the public realm. Woven into this structure is a network of landscaped spaces, with tree-lined streets and paths linking public squares and parkland.

FIGURE 6.4 Increasing Permeability at Pool Crossroads

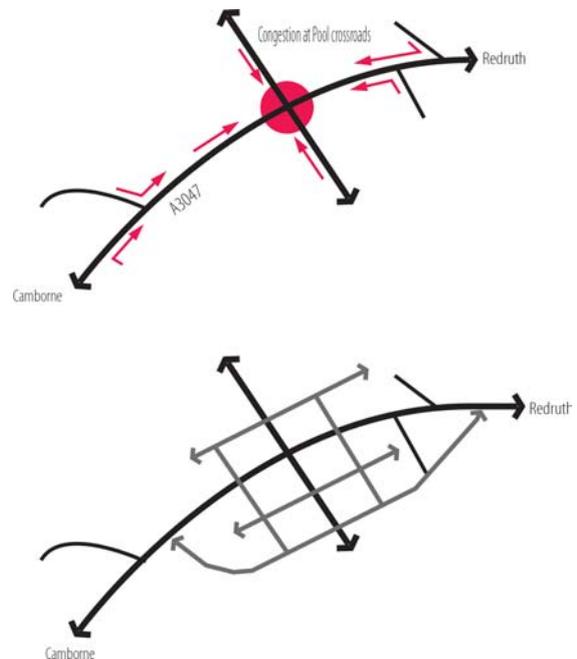
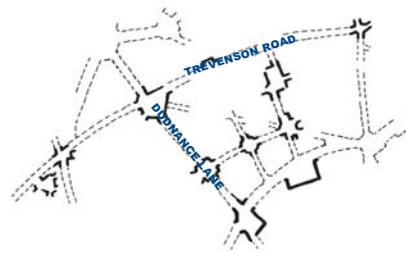


FIGURE 6.5 Layers of Consideration in Restructuring Pool

URBAN PLACES



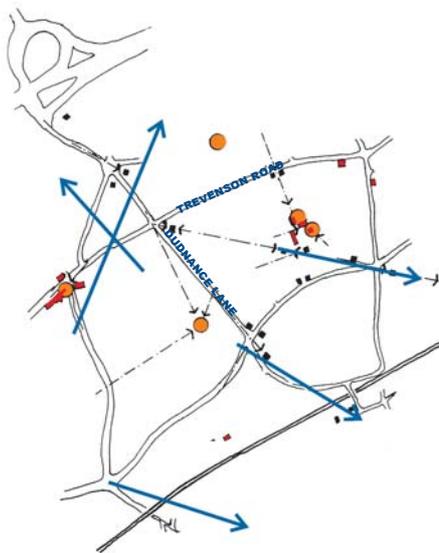
- New and improved Urban Spaces
- - - New and Improved Street Enclosure

LANDSCAPE STRUCTURE



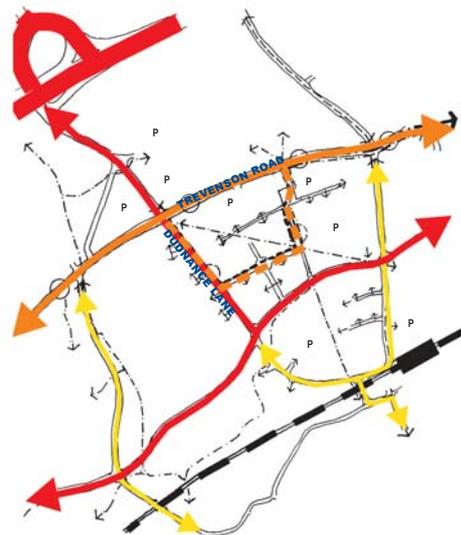
- ▨ Parkland
- Screen Planting
- ⋯ Tree lined streets and squares

VISTAS AND LANDMARKS



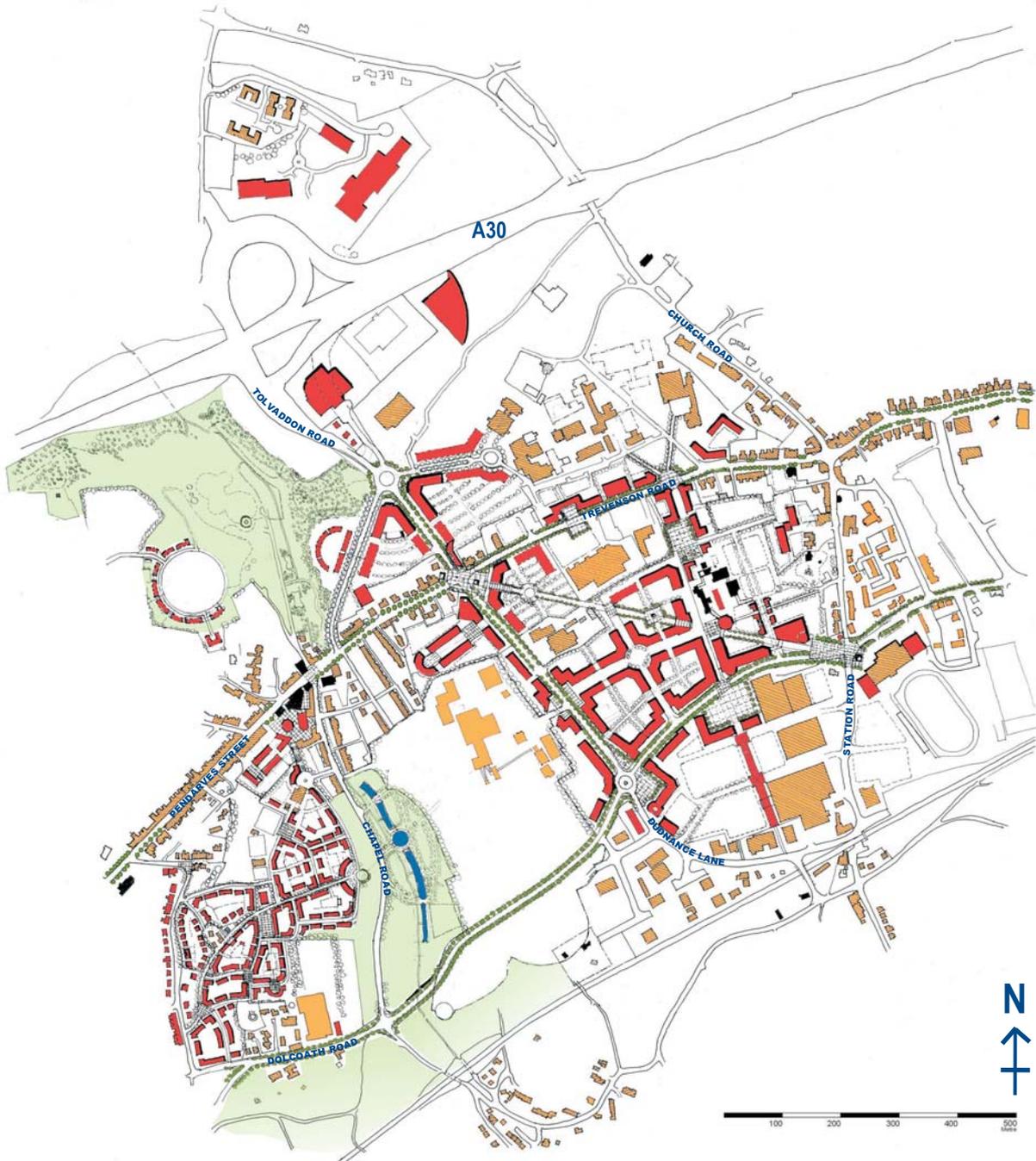
- New landmark buildings
- Existing landmarks
- ← View corridors to principal landmarks
- Listed buildings
- ← Views out to surrounding countryside

TRANSPORT STRUCTURE



- ← Pedestrian routes
- Service roads/mews
- P Public facilities parking
- Railway and possible future station
- ⋯ Feeder bus service
- High frequency bus service
- ⋯ Possible deviation of above to serve new centre
- Highway
- Secondary street
- Local street

FIGURE 6.6 Pool Urban Design Framework Plan



KEY

-  Key existing historic buildings to be retained and converted
-  Existing buildings
-  New buildings
-  New water feature

This form of layout provides a choice of routes, reduces the dominance of the A3047 and makes walking, cycling and public transport accessibility as convenient as possible. North–south connections establish a 'dumb–bell' structure, with a central boulevard or 'mall' linking the college campus with two existing local commercial anchors—the retail park adjacent to Trevenson Road to the north, with the Big W and other retail facilities to the south. The potential for this to link onwards to Tolvaddon Energy Park via a footbridge is a possible extension to this north–south link.

The new east–west avenue extends from the roundabout at Tesco in Camborne past the new Tuckingmill Urban Village, around the South Crofty site and on to the Barncoose Estate, eventually linking with Barncoose Terrace, west of Camborne and Redruth Community Hospital (see Chapter 4.6).

A key pedestrian route (shown clearly in Figure 6.3) is proposed to run diagonally through the area - extending from the Expo Centre to the Recreation Centre - picking up dramatic views of Carn Brea beyond. This will need to be briefed into individual development projects.

A Cautionary Note

The radical transformation envisaged above will not be possible if the existing default approach to development continues.

Continued low order development will make it virtually impossible to promote a higher order and quality of mixed–use development in the area. Positive synergies between uses, sites and activities are and will remain unlikely without a sea change.

This existing 'default approach' is characterised by, for instance:

- Lorry Parks and vehicle related uses and buildings.
- "inward" looking building forms and layouts.
- "drive in" convenience activities.
- retail 'shed' development.
- open parking in a low order landscape.
- Deteriorating heritage buildings.

The market for innovative high quality urban development is difficult to create in this location in any event. The potential obstacles illustrated by the 'default approach' if not radically reversed virtually eliminate the ability to create the catalytic impact needed to bring about regeneration of the area. Without a wholesale new approach to planning, controlling and designing development a major venture of the sort articulated here will not be achievable. This is particularly so in respect of the high profile sites around the Pool crossroads (Tolvaddon Road/Trevenson Road) where further development of retail warehouse or 'drive–in' commercial buildings would fundamentally prejudice the ability to bring about positive change and raise environmental quality. If necessary such sites should be regarded as priorities for public sector acquisition to ensure development is sympathetic with Urban Framework Plan objectives.

Individual Proposals

(Reference numbers relate to Figure 6.2)

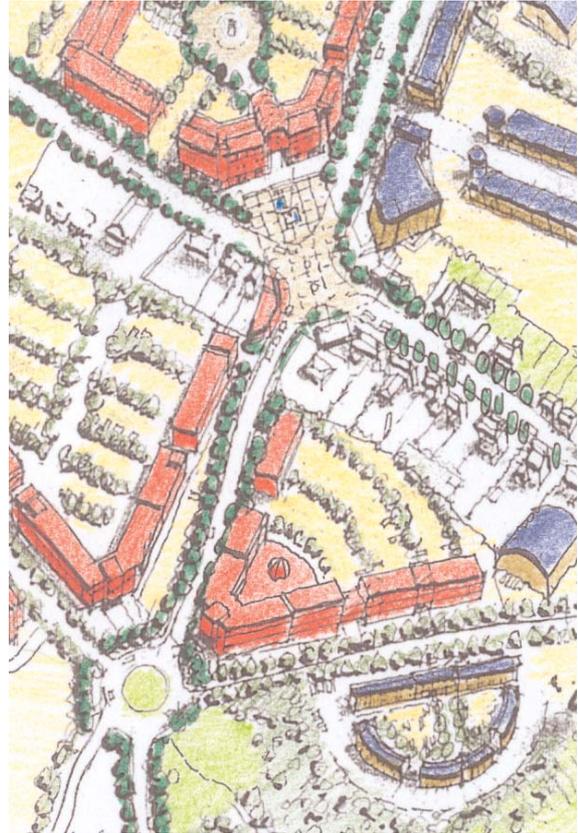
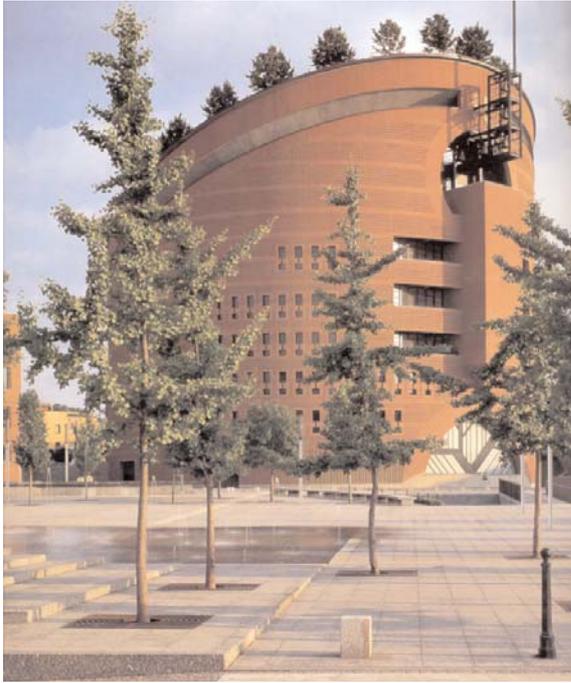
A number of exciting projects are envisaged—some based on proven market demand and social need, others more speculative in nature that are likely to require major public investment.

Six major set–piece projects stand out as dynamos for the area's transformation:

- A business hotel and conference centre (P4)
- The E–Business centre or ICT Hub (P3)
- The Expo Centre (P9)
- The Cornwall Industrial Heritage Centre at Robinson's Shaft (P12)
- The Regeneration Centre (P14)
- An upgraded Carn Brea Recreation Centre (P26)

Each of these would be integrated with a fine–grained mixture of complementary industrial, community, residential and retail uses.

To achieve full integration, it is important to note that sites P13 to P18 will require a comprehensive approach to development - with implications for site assembly, project briefing and management.



Major new gateway buildings provide a striking new enhance to Pool from the A30.

P1 Development site, A30 gateway

This slip road, extending south from the A30, predates the dual carriageway and is now considered superfluous. This could therefore be combined with adjacent land to assemble a high profile 1.3 hectare site, ideally suited for a College-related use.

P2 Development site, adjacent to Tolgarrick Park

This site has the potential to capitalise on the amenity value afforded by the newly landscaped Tolgarrick Park. At present it is earmarked as a lorry park, but longer term it is envisaged that the site is developed for a mix of uses that could include housing, college-related R and D facilities, community or sympathetically designed small office/workshop premises.



P3 ICT Hub, Tolvaddon Road

An e-business centre is proposed for this site as one of the area's key projects—a potential 'engine house' for growth and innovation. This would become a regional hub for Information Communications Technology (ICT), and would be strategically located alongside the college to combine R & D facilities, incubator units for start-up businesses and a large high-profile anchor company.

Thus three clusters of activity are envisaged, designed as an integrated unit:

1. The Combine Universities of Cornwall or Cornwall College E-Business School (teaching, research and business relations)
2. Corporate ICT premises (to accommodate at least one large ICT user of national or international significance)
3. E-Business Incubator Units

Each of these functions would revolve around a shared core, offering e-business support, services and demonstration facilities. A landmark hi-tech building of the first order is envisaged, symbolising the re-birth of Pool as a truly 21st Century place.

P4 Development site, Tolvaddon Road

A three or four star hotel and conference centre specifically aimed at business customers is proposed here, overlooking the park. This would include a restaurant, pool, fitness facilities as well as full e-mail/Internet/telecommunications access and meeting/work rooms.

P5 Mixed-use development, Trevenson Road (west) and P6 Mixed-use development, Trevenson Road (east)

Development of both of these sites would provide attractive frontage onto Trevenson Road. The sites would ideally be successfully developed as part of the College campus, possibly as student accommodation (both sites combined would yield some 90 residential units). Alternatively a mix of uses could be accommodated, including community, office (B1) and retail premises. These must be designed to consolidate the new centre, rather than create ribbon development.



P7 Cornwall College Campus

A key to realising the required integration between existing and proposed buildings and facilities within the area is to progressively change the College campus layout so that it makes a really positive contribution in urban design terms. The campus has evolved somewhat organically over time as an introverted facility—concentrating on internal functional relationships rather than facing outwards to make a more confident contribution to its surroundings. The conceptual approach envisaged here is therefore to reverse this process—to celebrate the existence of this institution and improve the way it relates to the rest of Pool. Thus the college reaches out to the park and the new Pool heartland to the south, and the park reaches into the campus. Links with Tolvaddon Energy Park to the north are strengthened. The vacation of Trevenson School will provide additional space for business or academic use.

A three-dimensional campus masterplan has been prepared to help direct future growth of the CPR campus of Cornwall College as the Combined Universities in Cornwall programme is implemented. This will establish a University "hub" at Penryn, but also heralds major investment in the CPR campus, as a major "rim" facility.

The Masterplan should seek to generate a clear structure of internal routes, spaces, landscaping and building relationships that bind the campus together and connect it in a more integrated way with the outside world.

P8 Development site, Dudnance Lane

This site wraps around the northern limits of the South Crofty site. The priority for development here is to project a positive frontage to Dudnance Lane, particularly in the north-eastern corner, towards Pool crossroads, the area's principal gateway. Light industrial/office (B1) use would be most appropriate—providing an interface between South Crofty and the mixed-use development blocks to the east.



P9 Expo Centre, Trevenson Road / Dudnance Lane

This site constitutes one of the most important for the Pool area. Its high-profile nature will set the tone for the area. An icon building is proposed that houses a permanent visitor display with associated retail sales of Cornish products and renewable specialist displays for key sectors—particularly aimed at industry purchasing from outside and within Cornwall, with a variety of purchasing or supply chain support services. Displays should encapsulate the full range of Cornish industry strengths and include assistance to rural industries as well as local target high-tech and environmental engineering industries for example—with links to other sector development and business cluster projects. This will also provide services to local industries, particularly micro-businesses, including full marketing, ordering, handing, logistics, invoicing and customer care services for local industries. Business space would include offices, meeting rooms and other services to accommodate incoming buyers from retail chains or corporate customers.

The building would be designed to include a walkway extending diagonally through to the Regeneration Centre (P14), encouraging pedestrian access between projects. This will be graded to account for level changes and designed to ensure that the functioning of service yards to existing retail premises is facilitated.

P10 Mixed-use development, Trevenson Rd (current training and antiques centres)

This collection of sites provides an important entry point to the central Pool area, at the northern end of the pedestrian 'mall'. Small-scale terraced mixed-use buildings are envisaged to wrap around the street corners, providing about 2,800m² of accommodation for housing, offices, workshops and specialist retail.

P11 Cornwall Enterprise Workshops

This site is identified for further expansion of the Cornwall Enterprise workshops (BI), generating about 2500m² of floorspace in high quality two-storey buildings.

P12 Robinson's Shaft Heritage Centre

A major 'Cornish Industrial Heritage Centre' attraction is proposed here. This would constitute a major facility, a really top quality destination based on the complete story of the Cornish Industrial Revolution, including mining, steam, engineering, explosives, transport and the people, towns and businesses which shaped it. The buildings would centre on the Robinson's Shaft complex, facing onto a vibrant new square, but outreach to the various mining facilities of the area and provide sufficient critical mass to attract 250,000–500,000 visitors per year. This would offer an attraction of similar scale and profile to the much-praised Beamish in Northumberland, for example.



P13 Mixed-use development, Dudnance Lane

A fine-grained mix of development is proposed here—weaving together housing with offices / workshops.

P14 Regeneration Centre, Dudnance Lane

It is proposed that each of the key regeneration agencies or activities should join together within one icon building located in the heart of the area. The building would be a physical manifestation of the unified purpose and commitment, and provide enhanced opportunities for joint-working arrangements. This would include:

- The new CPR Urban Regeneration Company office—spearheading the area's revival
- Kerrier District Council—providing area-wide information, local service delivery and full e-government public suite and facilities;
- CPR Action Team (relocated from Old Cowlin's Mill)
- SWRDA local office (relocated from Truro)
- Small Business Service (special CPR team and services, with full ICT links to Bodmin, Plymouth, etc.)
- Learning and Skills Council (area office)
- Cornwall Regeneration (part of Cornwall Enterprise, managing the SRB programme).

An internet-based public information and service centre, would provide access to:

- The CPR web-site or portal (which needs technical, information, marketing staff and servers);
- Kerrier District Council ICT / e-government service department and computers (relocated and expanded).

Internet-based Information and services would include, for example employment opportunities; training/education information; on-line training; events information, booking and interactivity; specialist service information and interaction—elderly, childcare, medical, etc.; real time tramway shuttle information; local community events programme; other interactive local content; local bulletin boards/chat-rooms.

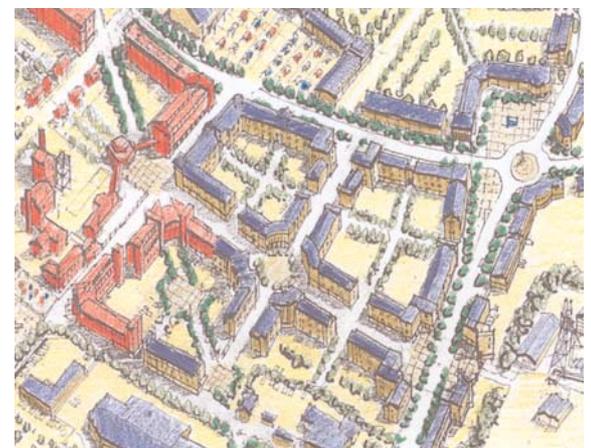
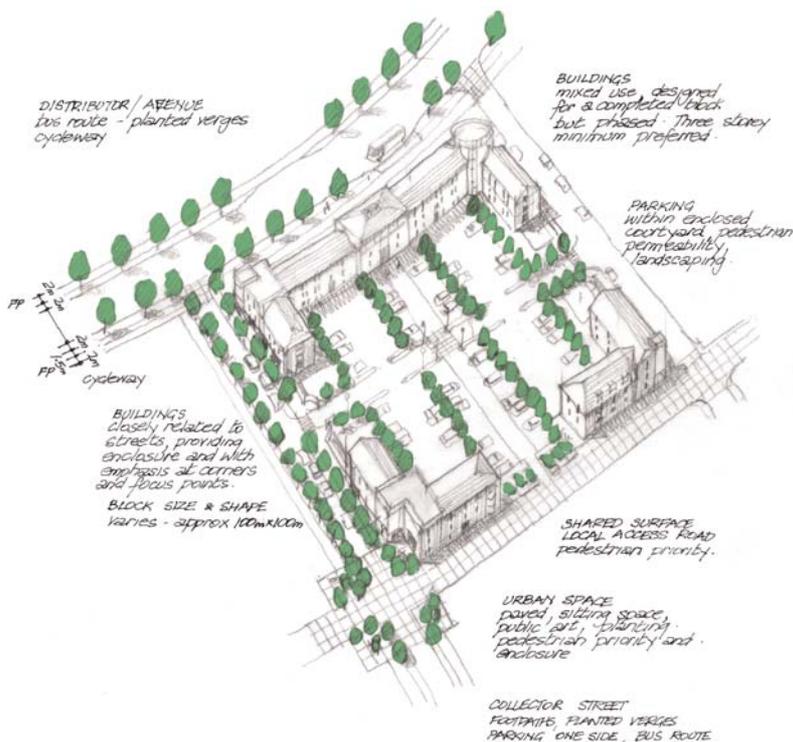
The building would be designed as a stunning new addition to the Pool landscape, demonstrating the best of environmentally conscious architecture. It could be conceived as a flexible structure, to be converted to a mix of uses following completion of the regeneration programme.

P15 Mixed-use development, Dudnance Lane

and P16 Mixed-use development, Dudnance Lane

These sites are proposed for mixed-use development that incorporates 'specialist' housing sectors, (particularly on the northern side of blocks), including private retirement housing and possibly student accommodation in conjunction with the college. The southern side of the blocks could accommodate factory outlet street frontage, in conjunction with the creation of the new east-west avenue and development of P17.

URBAN CORE - BLOCK DEVELOPMENT.



A series of mixed-use perimeter blocks are envisaged in the heart of Pool.



*P17 New marketplace, Dudnance Lane
and P18 Development site, Dudnance Lane*

Both these sites need to be developed in a comprehensive manner. The P17/P18 “mega-block” is so designed to enable the existing big-boxes to be wrapped with finer-grained cellular uses (see 5.4). Further “big-box” forms are not promoted.

A new semi-covered marketplace is envisaged in P17, terminating the southern end of the north-south pedestrian ‘mall’, and relating to the existing indoor market facility. A new factory outlet centre is proposed, designed as a ‘Cornish Village street’ development, combining the northern edge of P17 and the southern edge of P15 and P16 into a new festival shopping street. 75,000 sq.ft. (7,500 sq.m.) of floorspace is required, linked to the mixed-use development to the north and particularly the heritage, visitor and leisure attractions in the area.

P19 Workshop site, Dudnance Lane

This 0.25 hectare site ideas proposed for workshops, projecting attractive frontage onto the newly landscaped Dudnance Lane.

P20 South Crofty, Dudnance Lane

The Draft Urban Framework Plan can accommodate a re-opened tin mine at South Crofty. However, this will need to meet the environmental standards applied by the Environment Agency, the Mining Inspectorate and the local authorities. Existing mining permissions are required to be updated to provide for the environmental safeguards set out in the 1995 Environment Act. The environmental standards require, for instance:

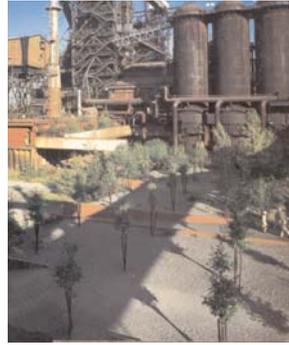
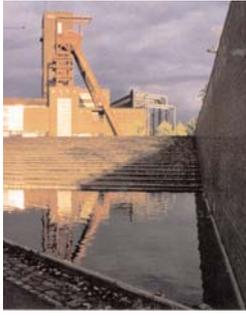
- Attention to architectural design;
- Dense tree screening of industrial structures and storage areas on the western and southern flanks, and appropriate building and landscape treatment to the east;
- Minimisation of any potentially adverse environmental impacts associated with traffic generation, and satisfactory vehicular access arrangements;
- Measures to limit noise and dust;
- Avoidance of air, ground and water pollution.

The South Crofty headgear will serve as a symbol of the area’s heritage, but other buildings of a lower order will be visually contained by the frontage development of P8 and P21 along Dudnance Lane.

The new east-west avenue (described in Chapter 4.7) is shown in illustrative terms in the accompanying plans to traverse the South Crofty site. Preliminary engineering feasibility analysis has been undertaken to ensure that the proposed alignment and profile does not constrain potential mining operations. Figure 6.7 illustrates in principle how this can be achieved. Option A routes to the south of the South Crofty decline, whereas Option B accommodates an internal access linking the decline with operational buildings in the north of the site.

FIGURE 6.7 Potential Alignment of East-West Avenue





The avenue will be designed to:

- Accommodate internal access movements between the decline in the south-west corner of the mining site and the storage areas and operational buildings to the north east;
- Facilitate the longer term potential for a rail freight siding into the site; and
- Enable serviceable land to be provided for adjoining sites to accommodate other ancillary operations under consideration.

However, at the time of preparing this Plan, the proponents of the venture to reopen the mine and undertake a range of ancillary operations have yet to submit any formal proposals to obtain the necessary statutory approvals. The government officers and departments involved, the local authorities and other statutory bodies have made clear the application will be considered on its merits as an when put forward, as with any other development proposals. The requisite procedures will be followed. As long as the necessary requirements can be met, the Urban Framework Plan will not constrain this venture.

Figure 6.2 provides an inset that shows in illustrative terms how if the mining operation does not prove viable the site could be assembled for other purposes. Alternative development proposals would need to take into account the need for minerals to be safeguarded and the longer term potential for mining.

P21 Development site (current recycling centre), Dudnance Lane

Consideration is to be given for potential future relocation of the recycling centre to make way for higher order industrial development. This would provide flexible office/work-space within a high quality landscaped environment.

P22 Mixed-use development, Taylor's Shaft and Safeway
The attraction of Taylor's Shaft is compromised by its position to the rear of the supermarket car park and low visibility from the main road. A programme of improvement should be considered in conjunction with Safeway to partially relocate the Esso petrol station to land to the east of its present position. It is proposed to then provide more focus to the approach to Taylor's Shaft by enclosing the east and west side of the car park with arcaded small-scale shopping and office use related to the visitor attraction, and enclosed with tree planting. The paper works north of Taylor's are expected to become part of the complex.

P23 Pool Industrial Park Upgrading

The following improvement works are recommended here:

- Screen walling at boundary surrounding Mitchell's Whim Engine House;
- Tree belt screening to rear of houses on Agar Road and along south boundary of aggregates depot south of railway;
- change of priority at junction of Carn Brea Lane and Wilson Way subject to former becoming east-west avenue;
- Avenue planting on Carn Brea Lane.

P24 Eastern Barncoose Industrial Park development

Over the course of the plan period that vacant plots, both within and beyond the park, totally about 6.3 hectares, will be built out for employment use. However, Park boundaries will be reconfigured to enable:

- An extension Wilson Way to be created, to connect with the Barncoose Terrace roundabout;
- An Additional hospital entry to be formed and increased area of land to be reserved for a future hospital extension.
- An Access road to be provided to service the road at the rear of properties on the south side of Barncoose Terrace.
- Tree screening at the north edge of industrial plots, and avenue planting on Wilson Way.

Space for industrial units ranging from 5,000 - 40,000 sq ft is required, providing general employment floorspace for manufacturing, storage, distribution with ancillary offices, etc

P25 Tescan Redevelopment

The Tescan site is considered suitable for either an extension to the Carn Brea Recreation Centre (see below) or industrial development compatible with adjacent land uses.

P26 Carn Brea Recreation Centre Upgrading

Assessments are currently being made into possible options for renovation and extension to the existing centre to further enhance the quality and scope of community health, sports and leisure activities offered. This needs to be considered in relation to improved college sports facilities, and/or in conjunction with a new private gym/fitness centre. Proposed improvements could include:

- Sports Centre of Excellence
- Local sports and training facilities
- Centre for Indoor Active Leisure as a hub for residents and visitors to West Cornwall - e.g. indoor surfing
- Possible Sports Stadium

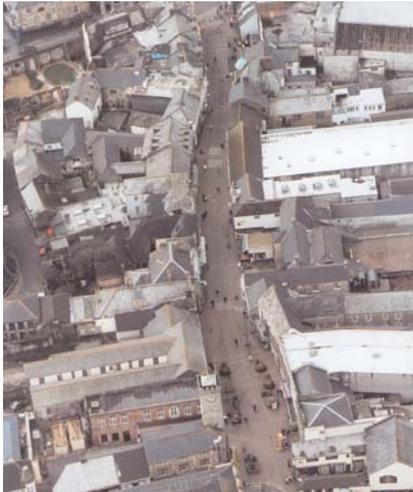
Such improvements are necessary to underscore the Recreation Centre's importance to the economy as a local employer, a focus of skills development in sports/leisure industries and business management, and an attraction able to bring spend into the area.

Unused land to the east and a plot adjoining the north east corner should be considered in relation to requirements for additional facilities and improvements to the landscape setting. If rebuilding is necessary it can occur on the existing site. Its profile will be improved by being positioned on the proposed east-west avenue and at the end of a view corridor and diagonal pedestrian route through the core development proposed at Pool.

P27 Tolvaddon Energy Park Extension

The site is proposed to be reserved for further expansion of the Tolvaddon Energy Park concept - growing 'new industries' in high tech Environmental Technology sectors. Such sectors include renewable energy, air pollution control, environmental services, waste management, environmental monitoring and instrumentation, waste and waste water treatment, noise and vibration control, contaminated land remediation, energy management and marine pollution control. Footpath links to the Pool heartland should be developed via Church Road and a possible landmark footbridge connecting with the College could be considered as part of this longer-term prospect in relation to Masterplanning of Cornwall College Campus (Project P7).

6.4 REDRUTH



The Strategy for Redruth

Figure 6.8 illustrates the range of development opportunities proposed for Redruth, concentrating in particular on those of a strategic nature. The thrust of the strategy for Redruth will be to focus on further upgrading the vitality and viability of the town centre, whilst enhancing transport and access arrangements throughout the town and improving the attractiveness of land provision necessary to sustain industrial growth.

As described in relation to the plan for Camborne (see Chapter 6.2), a range of relatively small-scale individual projects are presently being considered under the Integrated Action Plan (IAP), being initiated to harness EU funding. This strategic project list also does not cover small sites requiring physical and or visual enhancement, projects committed under existing programmes, (for example SWRDA or County Council) or housing sites (except where part of mixed-use or strategic proposals). All sites will require detailed feasibility and briefing work, and be subject to ground condition surveys. Land acquisition of some of these key sites should be actively considered by public sector regeneration agencies where necessary to facilitate development.

In sum these smaller projects will have a major impact, including possible measures to:

- Renew and restore the historic built environment, including shopfront improvements and landscaping measures;
- Convert empty properties (particularly those above shops) to affordable flats or offices
- Create new community facilities, visitor attractions and innovative building demonstration projects
- Promote Redruth as a centre for Cornish Arts and Culture
- Enhance access and safety, the streetscape environment and overall amenity

- Market Redruth's attractions and regeneration successes
- Introduce Town Centre Partnership Management

To complement this, it is proposed that measures be taken to diversify the Town Centre, reintroduce housing, employment and community life, including 2,500 sq.m. in offices and non-retail uses on new sites and within existing premises. Thus bars, restaurants and specialist shops will strengthen the role of the centre and further promote it as a tourist base. The town's heritage and the drama created by the viaduct, for instance, will be used as the basis for cementing a special local identity and real feeling of quality.

The overall feel and attractiveness of Redruth will be given a major boost by implementing the transport proposals put forward in Chapter 4.6. This would involve removing extraneous traffic and extending pedestrian and public transport priority measures up West End in conjunction with landscaping improvements and other Urban Village proposals that will inject life into this part of town.



Individual Proposals

(Reference numbers relate to Figure 6.8)

R1 Redruth Hospital Urban Village.

A Development Brief has been prepared for these two sites measuring 3.25 hectares (east) and 0.9 hectares (west) respectively for a major mixed-use scheme.

The former vacant Redruth Hospital building is to be refurbished to provide for a mixture of uses including offices, workshops and community accommodation. Approximately 105 mixed-tenure homes are scheduled. Footpath access should be secured between Trevingey Parc south of the railway and Redruth School. The unguarded "at grade" rail crossing should have signals installed. As Blowinghouse Hill is in cutting a footbridge linking the hospital site with the Old School site should be achievable giving a level and safe crossing of the road for pedestrians and continuing north to the new school.



R2 Mixed-use development, Old School Site

The original building is of considerable architectural quality and should be restored for reuse as business premises. The remainder of the site offers redevelopment opportunities for a mix of residential, business and community uses. The potential of accessing the site from the main road should be considered in conjunction with the improved site access to the R1 site. Existing access is provided from West Road. Indicative accommodation would be 2000m² of business floorspace and 12 residential units.

R3 Fairfield Open Space Upgrading

Acquisition of this area should be sought to formalise its use as public open space for Redruth. The site requires improvement and substantial landscaping. It has tremendous potential and forms an attractive green backdrop as one looks from the upper part of Fore Street, a view that could be further enhanced with attractive parkland landscaping. The introduction of some small-scale infill housing should be considered, to promote surveillance, subject to a design feasibility exercise being undertaken.

R4 Carn Brea House conversion / redevelopment

Subject to disposal by the Cornwall Health Trust, these premises of 1.27 hectare will become available for reuse or replacement for residential community, institutional or business use.

R5 Trengweath conversion / redevelopment

As is the case for R4, disposal of this site by the health authority will make this site available for mixed-use development, which could include office use and/or residential.



R6 Mixed-use development, former Cattlemarket sites and surrounds

This project would combine the development of the following sites:

a) The restoration of existing buildings along back lane west for mixed residential and business use. This will involve infilling the gap site on the east side, providing access to parking space at the rear, and undertaking complementary landscape improvements to the site at north east corner of the street, including reconstruction of walls;

b) Development of the former Cattlemarket site for mixed-use development. This should consist of new buildings, facing onto a town square, designed as an attractive setting for the farmer's market. This would require attractive landscaping, extending to adjacent streets, and could also include the opening up of pedestrian access in the south-west corner to give the site greater permeability.

R7 Mixed-use development, British Gas Depot and Old Fire Station

The relocation of existing activities to a nearby industrial estate would make this prime site available for development. Joint development of the site is recommended to provide access to the rear of the Old Fire Station, improve the leat and footpath, and provide attractive built street frontage to Treruffe Hill. Restoration of the existing house on the site should be incorporated into a mixed residential and business project, which could also accommodate a pub/restaurant. The site is estimated to generate 1200 m² of flexible floorspace plus 12 residential units.

R8 Development site, Treruffe Hill

The re-use of this derelict site should be promoted, making use of existing buildings where possible, but probably involving some demolition. Reconstruction of the street frontage (yielding about 600m² flexible floorspace plus 6 residential units) is recommended, with rear parking.

R9 West End streetscape improvements

Landscape improvements to West End and the introduction of pedestrian priority measures in conjunction with adjacent development proposals (R1, R2, R3, R4, R5) constitute a major strategic component of the regeneration strategy for Redruth. As discussed in Chapter 4.6, the feasibility of different high way engineering options, in relation to signalisation of junctions and vehicle routing, would need to be tested in detail, and could be handled in a variety of ways. However, the objective will be to create pedestrian and bus priority and re-route through movement around the bypass, calming through-traffic as much as possible and creating a much more convivial atmosphere.



R10 Mixed-use development, Post Office Site

It is recommended that 'back of house' Post Office sorting activities are relocated to an industrial estate (except for the Post Office itself). This project will require the demolition of buildings on station road and conversion of buildings in the interior of the site for reuse. A mixed commercial/residential project is envisaged (1,000m² total floor area), possibly including an indoor market, subject to demand. A pedestrian route should be created, lined by shop frontage, between Station Road and Fore Street and with gateway features at both ends. The small wooden building next to the mining office could also be relocated for use as a kiosk.



R11 Conversion, Chapel Plain—an Gwarry

Renewed attempts should be made to have this building preserved as an architectural gem within the conservation area. The extant consent (for demolition and residential development) would be more sensitively replaced with permission for restoration as a place of worship or adaptive reuse for housing, leisure, business or community purposes. Acquisition of the site to enable the Chapel facade to be retained as a minimum requirement should be pursued.

R12 Development site, Chapel Street—West Side of Cinema and Chapel

The street frontage destroyed by road widening should be replaced by a building to adjoin the Cinema. This could possibly be an extension to the cinema itself or accommodate other leisure uses. The gap is a serious scar on the townscape at the centre of Redruth, notwithstanding the ground level improvements which have been made. A three-storey building is envisaged, with a floor area of 400m². An alternative suggestion would be to introduce a major mural on the cinema wall.

Opposite the above site is a derelict chapel, which should be promoted for conversion to housing (about 300m² floor area). A modern rear extension can be demolished to create parking space.

R13 Redruth Rugby Club improvements

Improvements to the Rugby Club facilities are proposed by the Redruth Recreation Trust. This involves excavation to carry out excavation to enable the practice pitch to be moved eastwards and allow space for a stand and other facilities between the pitches including increased parking. Use of new social and activity accommodation will take on a community function in accordance with the Trust's role. Use by the Murdoch Estate residents may be part of this and avoid separation facilities.

R14 Potential freight interchange (south)

As discussed in Chapter 4.6, use of this site should not exclude long term use as an inter-modal freight depot, if not by heavy goods then for parcels and business consignments. The potential for this site to be promoted as a freight interchange will be considered as part of a sub-regional rail freight study to be undertaken by the County Council. This three-hectare site offers potential storage/distribution accommodation and vehicle parking for local road/rail transfer and distribution, which could include 4,000 sq.m. of smaller units and space for a larger unit to meet demand. Similarly two sites (one vacant) to the south on Drump Road should maintain the potential for a van depot.

R15 Employment site/potential freight interchange extension, Cardrew Estate

This vacant site is suitable for employment use, though its future development should be considered in relation to the adjacent proposed inter-modal freight facility at R14.

R16 Treleigh Business Park development

This vacant land is suitable for employment use and consists of one hectare of land in existing business park and 4.5 hectares in the extension area, requiring site preparation and infrastructure.

Within Redruth about 25,000 sq.ft. (2,500 sq.m.) of flexible office / workspace (B1/B8) within a high quality parkland environment or business cluster development.

Land is also provided for about 200,000 sq.ft. (20,000 sq.m.) of general employment floorspace (B1/B2/B8) for manufacturing, storage, distribution with ancillary offices, etc.

R17 Cardrew Estate entrance upgrading

These vacant sites (totalling 1.4 hectares) at the road junction and adjacent site north of Pall are available for employment use. The development should be high quality and create an entry statement. Other low order uses in this area could be relocated if possible and replaced with higher quality development. The road entry to the estate should be upgraded (possibly with a roundabout) and landscaping scheme introduced.

R18 New Portreath Road upgrading

Large-scale plant yards and vehicle servicing areas create a visually poor environment particularly on the Mineral Tramways route and on the approach to the Cornish Goldsmiths attraction, the largest visitor draw in the area. Relocation to an industrial estate should be the aim, with screen planting adopted in the short term.

R19 New Tolgus Vean / A3047 roundabout

A new roundabout on the A3047 (Redruth Bypass) is proposed as referred to in Chapter 4.6, with associated gateway landscaping treatment.

R20 Gateway development and landscaping

Gateway schemes are proposed at these principal entry-points to the town centre;

- redevelopment of the vacant former Avers Garage site (for residential, flexible workshop/office space(B1) or community use) with landscape improvements to the roundabout
- landscape improvements at the western end of Blowinghouse Hill (entry to Redruth Urban Village);
- landscape/junction improvements to the entry of Cardrew Industrial Estate.

R21 Sandy Lane upgrading

Improvement of Sandy Lane is proposed to connect sections already completed at the northern and southern ends. This will help alleviate town centre through movement traffic. Improved access will also be provided to housing development sites on the west side of this new avenue.

R22 Sandy Lane housing development

This site is identified for a major strategic housing land release. A mixed-tenure scheme should be provided, fully integrated with the surrounding area and presenting positive frontage onto the upgraded Sandy Lane.

R23 Flowerpot site

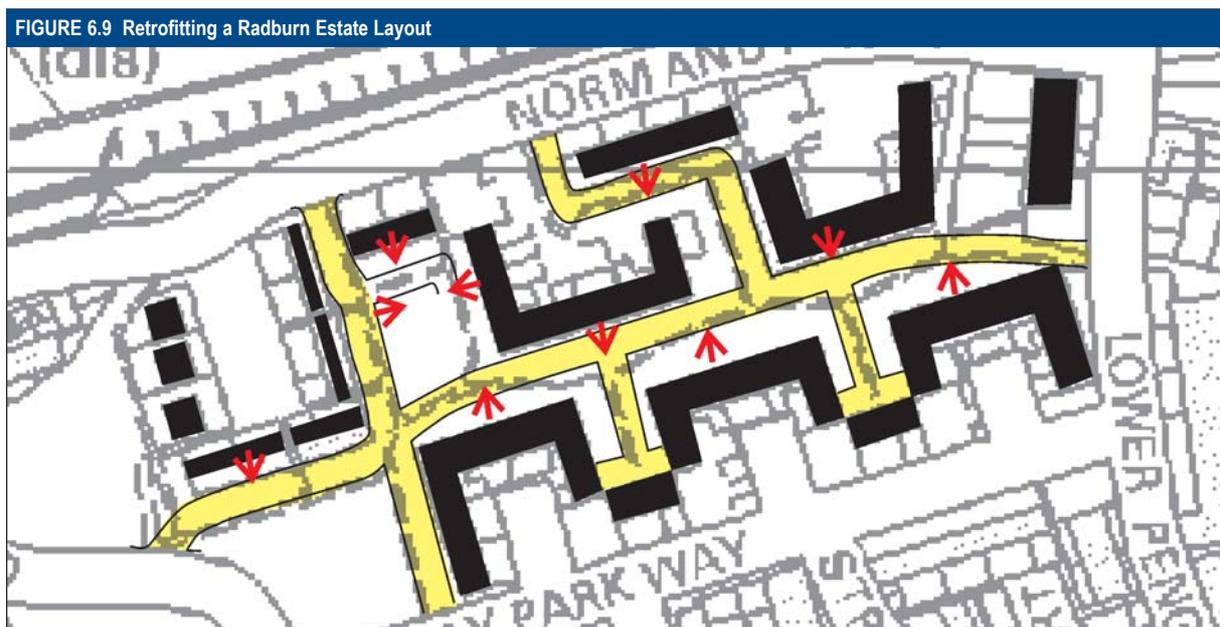
This site, off Ford's Row, is identified for mixed-use development that could include residential, workshop, office, community and retail uses.

5.5 OUTLYING VILLAGES AND ESTATES

A range of integrated improvement measures should be implemented for particular outlying villages and estates. These should be considered in relation to the community, transport and environmental improvements proposed under the Integrated Action Plan (IAP) programme and in conjunction with refurbishment/upgrading proposals planned by the various Registered Social Landlords operational in the area. Three particular initiatives are proposed in the Urban Framework Plan:

- to integrate bus hopper feeder services with other strategic bus proposals and to upgrade the quality of waiting shelters and timetable information on offer (see Chapter 4.6);
- to introduce landscape improvements and traffic calming to village centres, reinforcing them as focal points and downgrading the visual impact of current car, rather than pedestrian-orientated spaces (see Figure 4.12), and where possible extending these landscaping measures to the core project area ;
- considering the retrofitting of Radburn Estate layouts to overcome fundamental flaws in their arrangement. Figure 6.9 illustrates how this could be considered conceptually in relation to Pengegon Park, Camborne (project C9). Other potential candidates for such comprehensive improvement programmes include North Country and Troon, for example.

Whilst these initiatives will go a long way to improving the overall liveability of the outlying villages and estates, consultation exercises during the plan preparation period have highlighted the need for more detailed analysis of individual community needs at the local level. This will continue to be pursued as part of the IAP process and integrated with strategic VFP proposals as implementation proceeds.



Evaluate the potential for layout to be retrofitted so that houses face onto streets and squares with dedicated street parking and improved back gardens

7. IMPLEMENTATION

7.1 OUTPUTS

A detailed Implementation Strategy has been prepared for the UFP Partnership Advisory Board to ensure that project proposals are based on sound advice relating to project viability, funding, phasing and delivery structures. Set out below is a summary of the Key Outputs created through implementation of the Urban Framework Plan over the next ten year period (2001 - 2011):

- 2,250 new dwellings completed, of which around 670 are social housing and 80 shared tenure.
- over 4,000 net new permanent jobs, including 1,000 in new flexible office/workspace in Pool, Redruth and Camborne Town Centres; 1,000 in new "B1/B2/B8" workspace within new mixed-use areas and existing business parks/industrial estates; and nearly 1,000 in new retail, leisure, heritage, and visitor facilities - and approximately 500 specifically in ICT related industries.
- all the capital investment projects will also require construction workers with appropriate skills. Assuming a total capital expenditure of £150m over 10 years, this would create approximately 240 full-time, permanent jobs.
- an area served by "broadband" ICT infrastructure, supporting a "wired community" in which business, community and local government are connected, skilled and active "on-line"
- an increase in wages and salaries of at least 15% in real terms above current levels.
- Environmental improvements, including street enhancement schemes, new squares and parkland.
- Improved pedestrian and cycle links and connections;
- Measures to enhance vehicular access, calm traffic where necessary and contain car parking;
- Structure for delivery of the Urban Framework Plan vision, potentially including an Urban Regeneration Company and a Community Trust(s) to oversee management and maintenance of the public realm.

To ensure project progress, benchmarks for the quantifiable outputs summarised above will need to be set and regularly monitored. This should be supplemented by attitudinal research that evaluates measures targeted at raising the environmental quality and business profile of the area, for instance. Outputs flowing directly from implementation of the Urban Framework Plan, will be augmented further by complementary social and economic regeneration work. This includes skills and training initiatives, for example, which will require close liaison between business and education.

7.2 PHASING PRIORITIES

Phasing of the development should as far as possible be driven by strategic priorities, meeting most immediate needs first and creating a framework and structure for regeneration.

A preliminary detailed phasing plan has been prepared for the project partners to ascertain the level of funding required over the next ten year period and to establish a logical overall approach for taking development and infrastructure proposals forward in tandem. It is clear that the following constitute short-term priorities:

- Continued work to safeguard and further enhance the vitality and viability of the town centres. This will combine further traffic and environmental measures, with initiatives to further diversify through housing, retailing and other business use development.
- To focus on the 'gateways' to the towns, particularly from the A30, so that each approach gives a sense of interest and excitement. Development of sites around Pool Crossroads should be completed as soon as possible, such as the E-Business centre (progressed under the CUC programme), the Hotel and Conference Centre and Expo Centre.
- Continued 'greening' of the area, most notably Tolgarrick Park.
- Construction of the east-west avenue - particularly through the Pool heartland - Barncoose and east to Redruth. The Compair/South Crofty stretches will follow later, though detailed feasibility work is required now.
- The Regeneration Centre.
- Detailed feasibility of the Robinson's Shaft Heritage Centre.
- Employment sites identified, assembled and developed to maintain a steady flow of sites and premises for immediate occupation.
- A flow of appropriate housing and mixed-use sites throughout the area, with flagship mixed-use developments earmarked in each of the three areas.

Other projects requiring more complicated site assembly and feasibility work are earmarked for medium-term implementation. A range of technical studies will require ongoing input, such as town centre traffic management and retail impact.

7.3 NEXT STEPS

Following endorsement of the Final UFP by the CPR Partnership Advisory Board and Management Group the respective partner organisations will be requested to formally adopt the document as the key reference for planning and investment decisions. Immediate next steps will now be:

- For Kerrier District Council to adopt the UFP as Supplementary Planning Guidance and incorporate it into the next Draft District Local Plan.
- Develop delivery structure proposals and adopt the Implementation Strategy to take these proposals forward.
- Confirm Phase I project funding and procurement arrangements.
- Initiate development briefs, feasibility studies, design development and project marketing required to take both Phase I and longer term projects forward.