



# COMMERCIAL ROAD, PENRYN

## URBAN DESIGN STUDY/ DEVELOPMENT FRAMEWORK

JULY 2002



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**COMMERCIAL ROAD, PENRYN  
URBAN DESIGN STUDY/  
DEVELOPMENT FRAMEWORK**

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**for Carrick District Council**

**July 2002**

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## 1.0 INTRODUCTION

### 1.1 Purpose of the study

1.1.1 In February 2002 Carrick District Council commissioned urban designers Roger Evans Associates to prepare an Urban Design Study/ Development Framework for the Commercial Road area of Penryn. The work is conceived as a vision for the future that, whilst primarily focusing on promoting the vitality and viability of the historic waterfront area, recognises the role the area can play in the sustainable regeneration of Penryn as a whole. It proposes a variety of physical interventions that will protect and enhance the environmental and architectural quality of Commercial Road, and secure the long-term economic and social future of the area and the wider town.

1.1.2 In early spring of 2002, the study team spent time in the town to complete a detailed site analysis and to discuss local issues, aspirations and ideas with local businesses, residents, students, groups and other interested parties. One to one meetings with key players were complemented by an extensive public participation programme which included a workshop session held on the 2nd March, a public meeting on 23rd April and a day long drop-in-session on the 24th April. The issues, concerns and ideas raised at these participation events have been considered in the drafting of this report.

1.1.3 Many groups and individuals kindly contributed to the preparation of this study. Roger Evans Associates would like to thank all involved and particularly all those who attended the participation events in March and April. Particular thanks should go to Penryn Vision Community Development Forum who have provided a major input based on their previous campaigning and work, and also to the businesses on Commercial Road, who although not formally linked as a group have generated enthusiasm and very useful suggestions.

1.1.4 All facts and figures contained within the report were correct at the time of going to print.

### 1.2 Background

1.2.1 The Commercial Road area's role as a commercial centre has been tested in recent times. The quays for coal and dressed granite and the warehouses for merchants and chandlers were once the lifeblood of Penryn. Though a level of vitality remains with the continuing presence of boat yards and chandlers alongside new commercial activities (timber merchants, vehicle maintenance, diving shops etc) many of the inherent qualities and assets of the area have been compromised. The relationship between the water, the road and town centre has been broken; Commercial Road (B3292) has become car dominated, resulting in a poor pedestrian environment; many architecturally significant buildings have been subjected to insensitive façade treatments or have fallen into disrepair; and key opportunity sites have remained undeveloped. The overall consequence of a physical decline in the area has been the loss of any real sense of place, identity and vitality. At the same time the importance of the town centre and its ability to meet the needs of the local community have diminished with the service centres of Falmouth and Truro (3 and 10 miles away respectively) exerting increasing economic pressure and influence. The town is often overlooked by tourists and investors resulting in a decline in economic activity and associated problems of unemployment.

1.2.2 It is in the context of these problems, the current Local Plan review and a number of unique opportunities which have recently opened up to Penryn (listed below) that Carrick District Council and its partners commissioned the study. The result of the study is a physical vision for the area providing the necessary structure and direction in which opportunities can be best realised for the benefit of the local community.

1.2.3 Specific opportunities can be summarised as:

- The designation of Cornwall as a European Union Objective 1 region, the highest priority area for ERDF (European Regional Development Fund) and ESF (European Social Fund) grant aid. Penryn is an eligible area for funding through the programme which, set to run until 2007, contains aid worth £300 million for the region.



- The proposed extension of Penryn's Conservation Area, presently focused on the town centre, to include the Commercial Road waterfront area and the Heritage Lottery Fund Townscape Heritage Initiative bid for the town. If successful the bid will provide grant aid towards enhancement, conversion, adaptation works to 19th century elements of the Commercial Road area, of which the Anchor Warehouse is a key site.
- Creation of the Combined University for Cornwall, a partnership between the established regional universities of Plymouth and Exeter (including Cambourne School of Mines) and Falmouth College of Arts. The CUC 'hub' is to be a purpose built development at Tremough, Penryn, that will ultimately be the campus for up to 5,000 students with approximately 300 employees. The University is looking for three sites in Penryn for student halls of residence (each capable of accommodating 150 bedspaces) and it is anticipated that there will be further spin off benefits for the town with demand for ancillary services and facilities. CUC also has a desire to engage in the so-called '3rd strand' of education, developing new collaborations with local business.
- The development of local tourism including the National Maritime Museum in Falmouth, a proposed water bus along the estuary and, at the local level, a Penryn heritage trail. Penryn Vision, amongst other local groups, are proposing a heritage interpretation centre for the waterfront area.
- Recent changes in ownership of some of the key sites and a related increase in interest amongst landowners in seeing the redevelopment of their sites become a reality.

1.2.4 The study brings together existing proposals, opportunities and local aspirations for the future of Commercial Road and Penryn. It demonstrates how the potential of the waterfront area can be unlocked and how it can change over the next decade to properly benefit the town as a whole.

### 1.3

### Study objectives

#### 1.2.4

The brief for the study was determined by Carrick District Council, the draft Penryn Vision report (amongst several background studies/papers) and the participative workshop held on the 2nd March (see Appendix A). Attendees at the workshop were asked to identify the ten key issues that the project must achieve/address, which can be summarised as follows:

1. **resolution of traffic issues on Commercial Road (volume, speed, HGV usage, pedestrian crossings);**
2. **creation of gateways (buildings and spaces) at the northern as well as southern entrance to the study area;**
3. **improved public access to and utilisation of the waterfront;**
4. **improved partnership working both between businesses, and between businesses and the local community;**
5. **promotion of mixed-use development and the fostering of specialist marine, artisan and university related businesses;**
6. **restoration and redevelopment of the Anchor Warehouse and surrounding site and development of Jubilee Wharf;**
7. **provision/improvement of public space;**
8. **management of opportunities brought about by the University, exploiting the positive consequences of its development whilst mitigating the possible negative impacts (i.e. increased house prices and parking requirements);**
9. **improving existing buildings of architectural value and encouraging new high quality architecture; and**
10. **provision of youth facilities, responding to local needs.**



- 1.3.1 The study seeks to provide a framework for future development that:
- is flexible yet robust;
  - identifies key opportunities to be exploited and protected;
  - gives direction for future development and change;
  - can be implemented as opportunities arise (no rigid critical path);
  - illustrates one or more possible outcomes;
  - provides a vision for the future of the area to guide development and to attract investment, support and local engagement.

1.3.2 Previous plans for regeneration have often foundered because they have concentrated on the issues and constraints of individual sites. Some sites, like the Anchor warehouse, have fairly intractable problems that are hard to resolve in land-use, policy, and financial terms on their own. The framework shows how a mix of uses can be established throughout the whole area, preserving its employment potential and supporting it with new uses (residential, retail, leisure and services).

1.3.3 The study draws on the wealth of previous work that has investigated various aspects of Penryn but tries to avoid unnecessary repetition (see bibliography on page 67) .

### 1.4 Report Structure

1.4.1 The report is broken down into three discrete sections. Section 2.0 comprises a number of analytical studies that explore the form, characteristics and qualities of the study area. The findings of this work, alongside the issues, aspirations and ideas identified during the public participation programme, are translated into a strategy for the area in Section 3.0. Section 4.0 provides recommendations on how to make the vision a reality.



2.0 ANALYSIS

2.1 The study area

2.1.1 Penryn is situated at the mouth of the tidal Penryn River where it forms an inlet into the estuary of the River Fal. The town centre, a relatively small string of shops, businesses and a post office along the historic Market Street, occupies a narrow ridge which drops away steeply to the north and south. Penryn River to the north and College River to the south, terminating in Penryn Creek and the Inner Harbour form the natural boundaries on either side of the town.

2.1.2 The study area covers the foot of the slope north and east of the town centre and its surrounding residential streets. Penryn Creek forms a natural eastern boundary to the study area; its northern boundary is defined by the Commercial Road-Church Road junction whilst the Eastwood Road-Commercial Road junction beyond the Inner Harbour over-bridge represents the southernmost extent of the area.

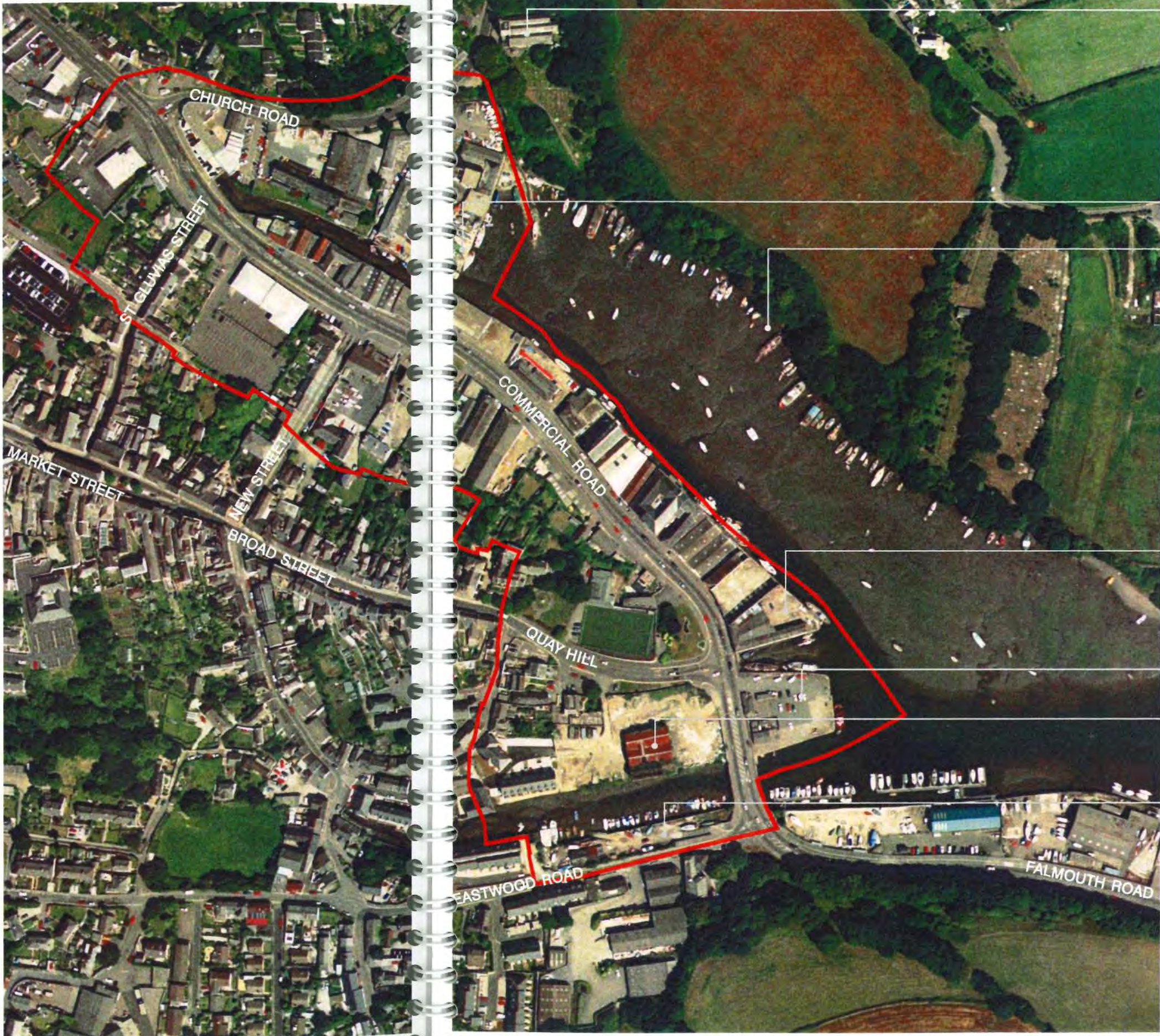


Figure 2.1: Aerial photo of study area

St. Gluvias Church

Islington Wharf

Church Beach

Jubilee Wharf

Exchequer Quay

Anchor Wharf

Watty's Wharf



## 2.2 Historical context

2.2.1 Historically the Commercial Road area formed the backlands of the medieval plots of Market Street. The shoreline was further inland roughly on the line of Commercial Road itself. With Penryn's increasing pre-eminence as a harbour, six quays were built out into the Creek on made ground from the late 17<sup>th</sup> century through to the mid 18<sup>th</sup> century. These quays were accessed from St Gluvias Street, New Street and Market Street (Broad Street) until Commercial Road itself was built in the mid 19<sup>th</sup> century.

Table 2.1 Potted History of Penryn

<b>1236</b>	The Borough of Penryn was enfranchised by the Bishop of Exeter. Its location on a natural harbour meant it became one of the principal ports of Cornwall
<b>1259</b>	Henry III granted to the Bishop of Exeter a weekly market at Penryn
<b>1265</b>	The Collegiate Church of Glasney was founded
<b>1327</b>	Reflecting the considerable foreign trade through the harbour, it is recorded that half the population of Penryn consisted of foreigners. The town prospered.
<b>1547</b>	The Reformation saw the suppression of Glasney Collegiate Church
<b>1619</b>	The Charter of Incorporation (of Penryn). Early 17th Century saw trade grow further.
<b>1676</b>	Landing places were enrolled in the Exchequer resulting in the building of quays, the first being Town Quay or 'Exchequer Quay'.
<b>1738 &amp; 1761</b>	Further quays built following legislation restricting how merchandise should be landed. Six quays were constructed along Commercial Road by 1788.
<b>1800s</b>	The Killigrew family developed nearby Falmouth
<b>1810-20s</b>	The granite export trade became well established with cutting and polishing works along Commercial Road
<b>1832</b>	Increasing industrialisation led to Penryn being abandoned by the middle classes in favour of Falmouth
<b>1830-1840s</b>	Commercial Road, initially called Under Road, was completed.
<b>1844</b>	The Meads family built Anchor Warehouse, a bone meal and fertiliser works.
<b>1859</b>	Falmouth branch line railway completed.
<b>1863</b>	Penryn Rail Station opened.
<b>1860s</b>	Penryn became a centre for the import of grain, flour and meat.
<b>1870-1914</b>	Decline in the local copper and tin mining industry resulted in an economic downturn for the town and a decline in population
<b>1942</b>	Buildings on the south side of The Square damaged during a German bombing raid and were subsequently demolished.
<b>1990s</b>	A39 Penryn by-pass constructed





Picture 2.1: Until the early 1990s development occupied the now vacant site in front of the Anchor Warehouse



Pictures 2.2 and 2.3: The view of the waterfront area from Church Beach in 1890, top, remains much the same today, above

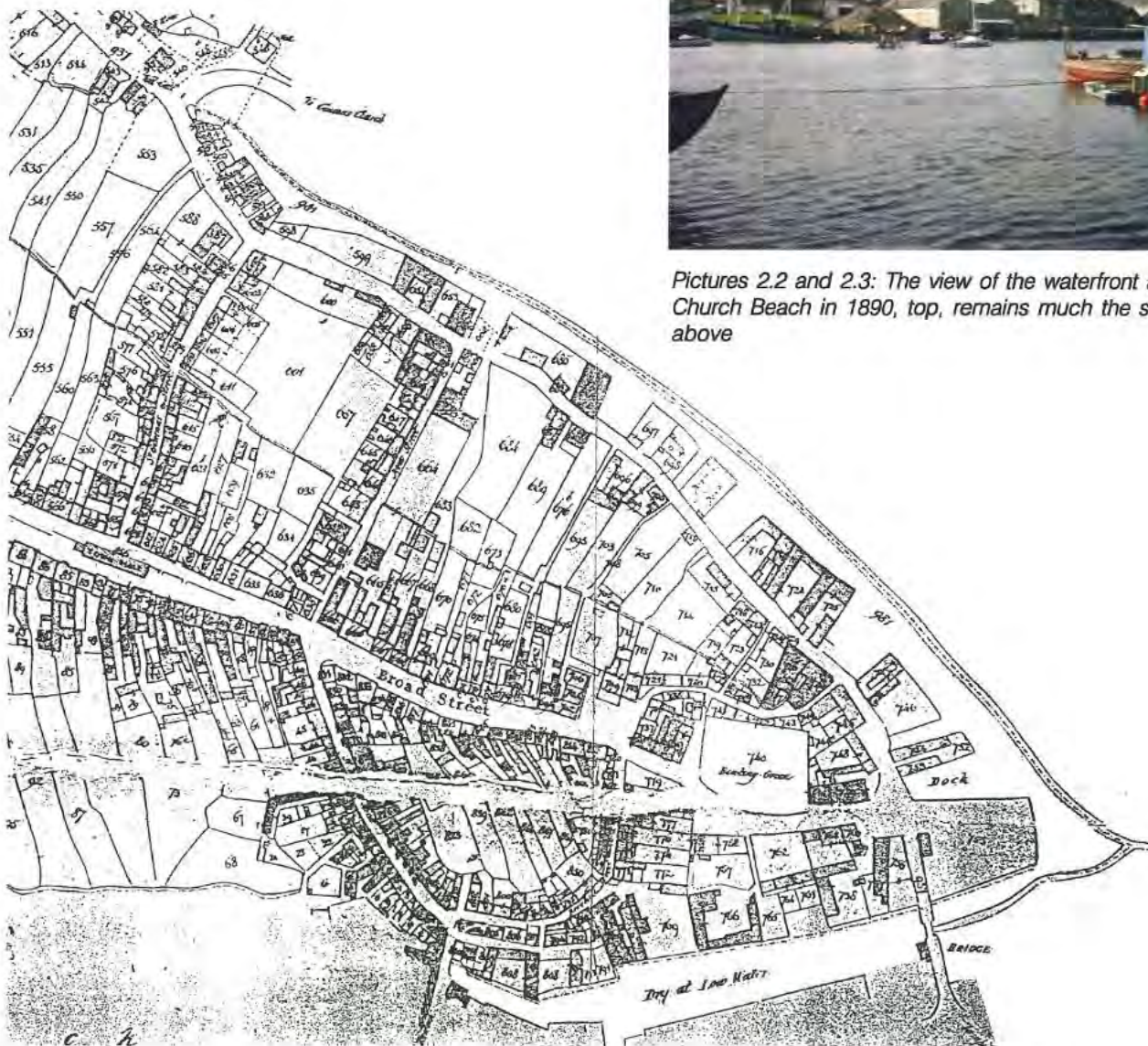


Figure 2.2: Commercial Road circa 1888 - the Quays once protruded out into the creek



## 2.3 Land Use

2.3.1 The maritime character of the Commercial Road area is still much in evidence with many marine related businesses including boat yards and chandlers still found along its length. Though tested in recent years by the general economic downturn confronting most of Cornwall, the commercial vitality of Commercial Road has remained reasonably healthy with, for example, few long-term vacant buildings. Diversification of uses found in the area has helped with shops, garages, offices, diving schools and most latterly houses (at the Inner Harbour) now found alongside surviving marine based activities.

2.3.2 Commercial Road is the main centre of commercial activity in Penryn providing services for a catchment beyond the immediate neighbourhood. By comparison, the historic town centre provides very limited local services.

2.3.3 There are bespoke arts/craft shops and a seafood shop and restaurant at Islington Wharf. In Commercial Road several buildings have been converted to office use including the former police station, St Mary's House and the Grade II listed Carrick Business Centre.

2.3.4 There are 17 Grade II listed buildings (including Exchequer Quay) in or partially within the study area.



Picture 2.4: The Boathouse is an example of the many marine related businesses that remain along Commercial Road



Picture 2.5: Diversification of uses has been a feature of the area for some time



Figure 2.3: Land-use plan

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## 2.4 Movement and access

2.4.1 The B3292, the old Falmouth to Truro road, sweeps along the eastern fringe of the town. As Commercial Road it runs the length of Penryn Creek starting, from south to north, at the bridge over the Inner Harbour to its junction with Church Road. Market Street and Commercial Road run parallel to each other, linked by the steep narrow residential streets of St Gluvias Street and New Street, before converging to form an important gateway junction at the foot of Quay Hill. The prominent Exchequer Quay and Jubilee Wharf are located near this junction.

2.4.2 Traffic flow along Commercial Road is considerable, with significant through traffic (especially HGV's) preferring to use this route to Falmouth rather than the by-pass which has a steep incline in both directions. It is paradoxical that the by-pass was intended to address traffic conflicts in Penryn and especially on Commercial Road but fails to do so whilst it possibly diverts tourist trade away from the town. Signposting and the imposition of weight restrictions could assist in rectifying this situation.

2.4.3 The wide proportions of Commercial Road belie its present status as a local route. Its scale and the lack of calming measures along its length inevitably encourage higher traffic speeds and the pedestrian environment is poor with the car dominating the street scene. This uncomfortable relationship between the car and pedestrian is particularly acute on the waterfront side of the road where there is no defined pedestrian area. Crossing points along the road are limited.

2.4.4 Cycle lanes, denoted by painted lines in the carriageway are a feature on both sides of the road. Comprehensive street improvements were planned by the Highway Authority in the 1990s and could have made significant improvements to the safety and appearance of Commercial Road. However, strong objections by businesses and residents resulted in the reduction of the scheme to the cycle lanes and undergrounding of services. This underlines the importance of clear information that enables the public to understand the benefits of public realm schemes.

2.4.5 There are pedestrian links from Market Street to Commercial Road via the steep roads of New Street and St Gluvias Street. Several narrow opes off Market Street provide access to the town's main car park (just outside the study area) and backland areas off Market Street. At present, however, none of these provide direct access through to Commercial Road. The car park within the study area, hidden from Commercial Road behind the Employment Services building, presently has no pedestrian linkages to the town centre and is therefore poorly used.

2.4.6 On-street parallel parking is a feature along the length of the road which local businesses wish to see protected and where possible expanded.

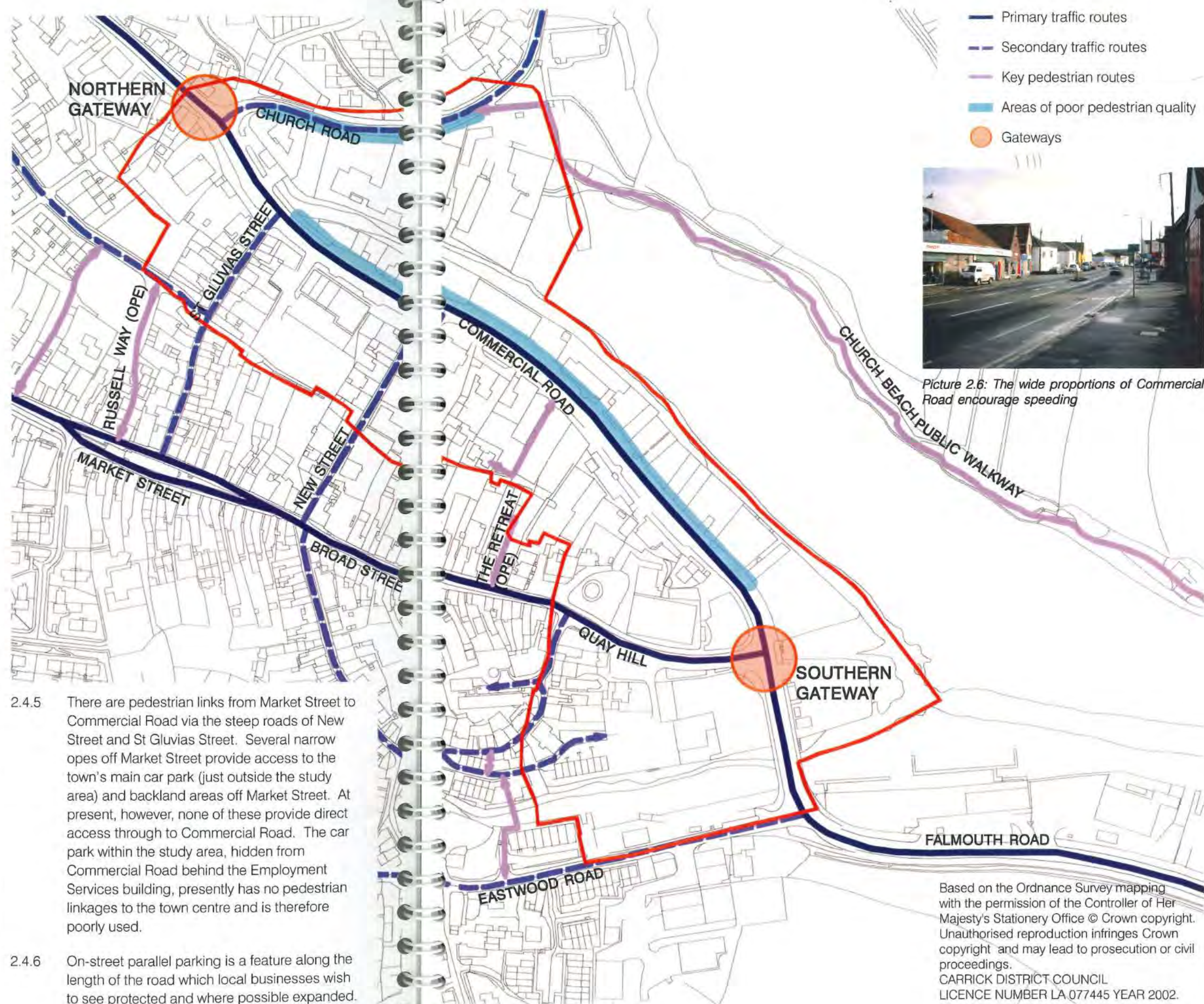
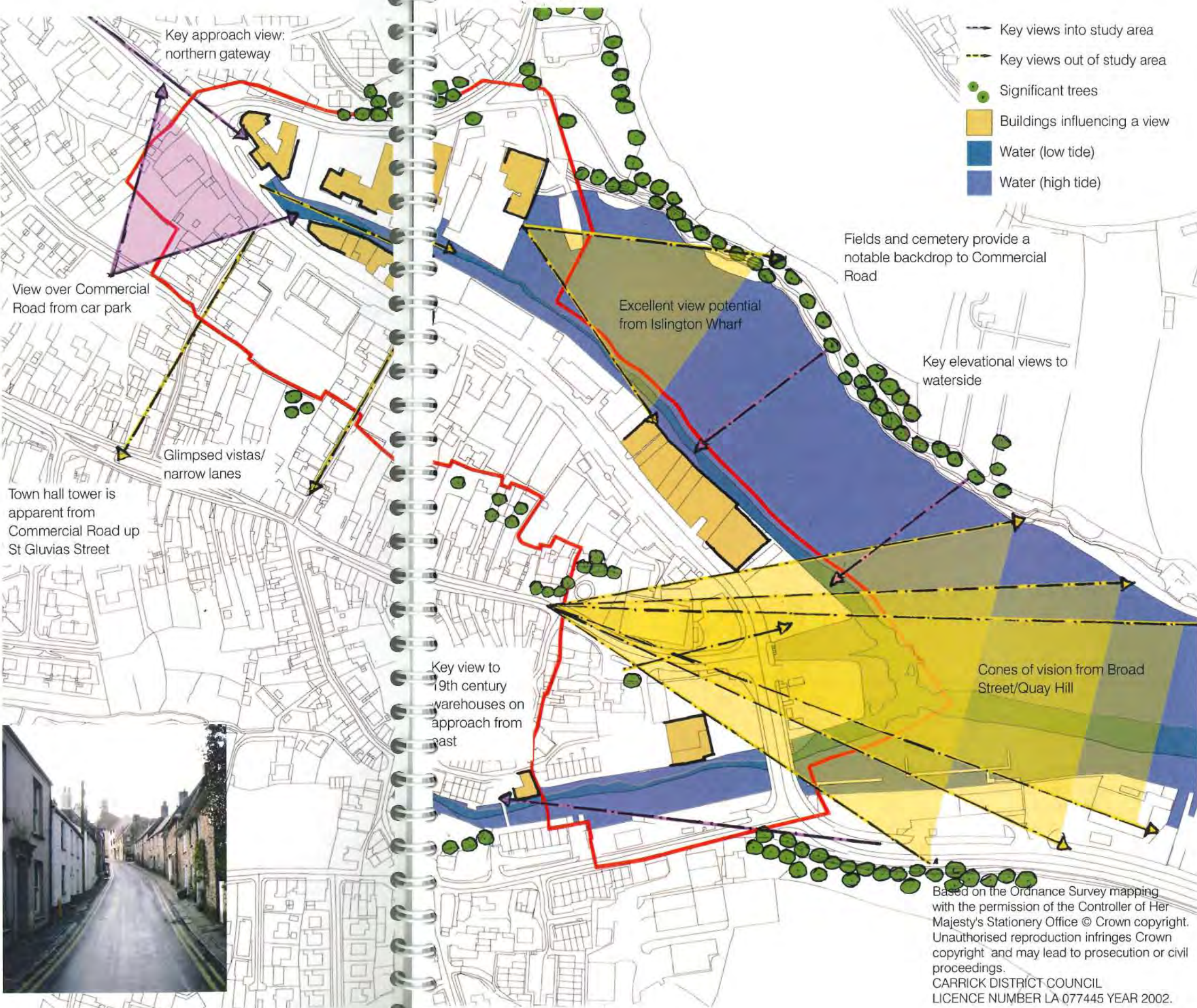


Figure 2.4: Movement and access



2.5 Views

- 2.5.1 Penryn's position on a promontory between two rivers makes for some dramatic views both across the river valleys and down the Fal Estuary. These views are a notable feature of the study area where, in contrast to the glimpsed vistas afforded by the tight medieval street pattern of the town centre, a loose open urban form provides expansive views in several directions.
- 2.5.2 This opening up of views is particularly apparent where Broad Street becomes Quay Hill around the Memorial Garden and the Bowling Green (spaces created by World War II bombing which removed buildings that had previously constrained the views down to the water). Views from the Bowling Green down the Fal Estuary are particularly impressive, as are those from Exchequer Quay at the foot of Quay Hill.
- 2.5.3 Strong visual links to Penryn Creek and along the estuary to Falmouth are a notable feature of Islington Wharf, although dry docked boats largely obscure these.
- 2.5.4 The fields on the eastern side of Penryn Creek, above Church beach, represent a notable green backdrop to the study area and are of particular value to outlooks of any redevelopment on the Commercial Road waterside.
- 2.5.5 Vistas down St Gluvias Street and New Street to Commercial Road are important with glimpsed views of riverside buildings and the green backdrop of the eastern side of Penryn Creek. Penryn Town Hall is a landmark building that dominates the view up St Gluvias Street.
- 2.5.6 Key views into the study area include the view to Daniel's Warehouse and the railway viaduct beyond from Falmouth Road, those from Church Beach over the Creek and from the main public car park behind the BT Telephone Exchange building and play park across Islington Quay to St Gluvias Church.



Picture 2.7: The view up St Gluvias Street to the Town Hall is one of several important views in the area

Figure 2.5: Key views plan



2.6 Townscape

2.6.1 There are primary gateway spaces at both the southern (Quay Hill- Commercial Road) and northern (Church Road- Commercial Road) entrances to the study area. They are the 'book ends' that contain and define the study area and as such need to be developed and strengthened. Opportunities for improving these gateways is considerable. The key development sites (Anchor Wharf, Jubilee Wharf and Watty's Wharf) as well as the important Exchequer Quay are clustered around the southern gateway and a number of sites suitable for redevelopment adjoin the northern gateway space (particularly the BT Telephone Exchange building).

2.6.2 Two key public spaces, the Memorial Gardens and Exchequer Quay are part of a succession of spaces on Quay Hill starting from Broad Street and the town centre. The first of these linked spaces start, from west to east, with The Square, enclosed on the west and north side by grand Georgian buildings, followed by the Memorial Gardens, then the private bowling green which sits approximately 5 metres above a grassed area. This green open space abutting Commercial Road lies on top of a sunken sewage holding tank and is therefore undevelopable. Exchequer Quay, the historic Town Quay, lies immediately across Commercial Road. Collectively these spaces form an important green 'wedge' from the waterside to the town centre. And there are opportunities to bring them together in a comprehensive landscape treatment for Quay Hill.

2.6.3 The buildings on the Penryn Creek side of the road form fairly large-scale blocks, many built right up to the water line and filling the entire space between the road and the river. The town side of the road comprises a more ad-hoc range of buildings with some art-deco style 1930s buildings alongside those of the 1960-80s. Older buildings are of stone with slate roofs, although pantiles and corrugated asbestos are also found. Most of the more modern buildings are rendered.

2.6.4 The 3 storey Grade II Listed Anchor Warehouse is one of Penryn's landmark buildings. St Gluvias Church and the Town Hall, though outside the study area, are other important landmarks apparent from several places along the waterfront.

2.6.5 The level change from the town centre down to the Creek is considerable and is a significant determinant in the design of any development on the western side of Commercial Road. It provides opportunities for interesting design solutions that maximise outlooks although it can also restrict the extent and nature of development.

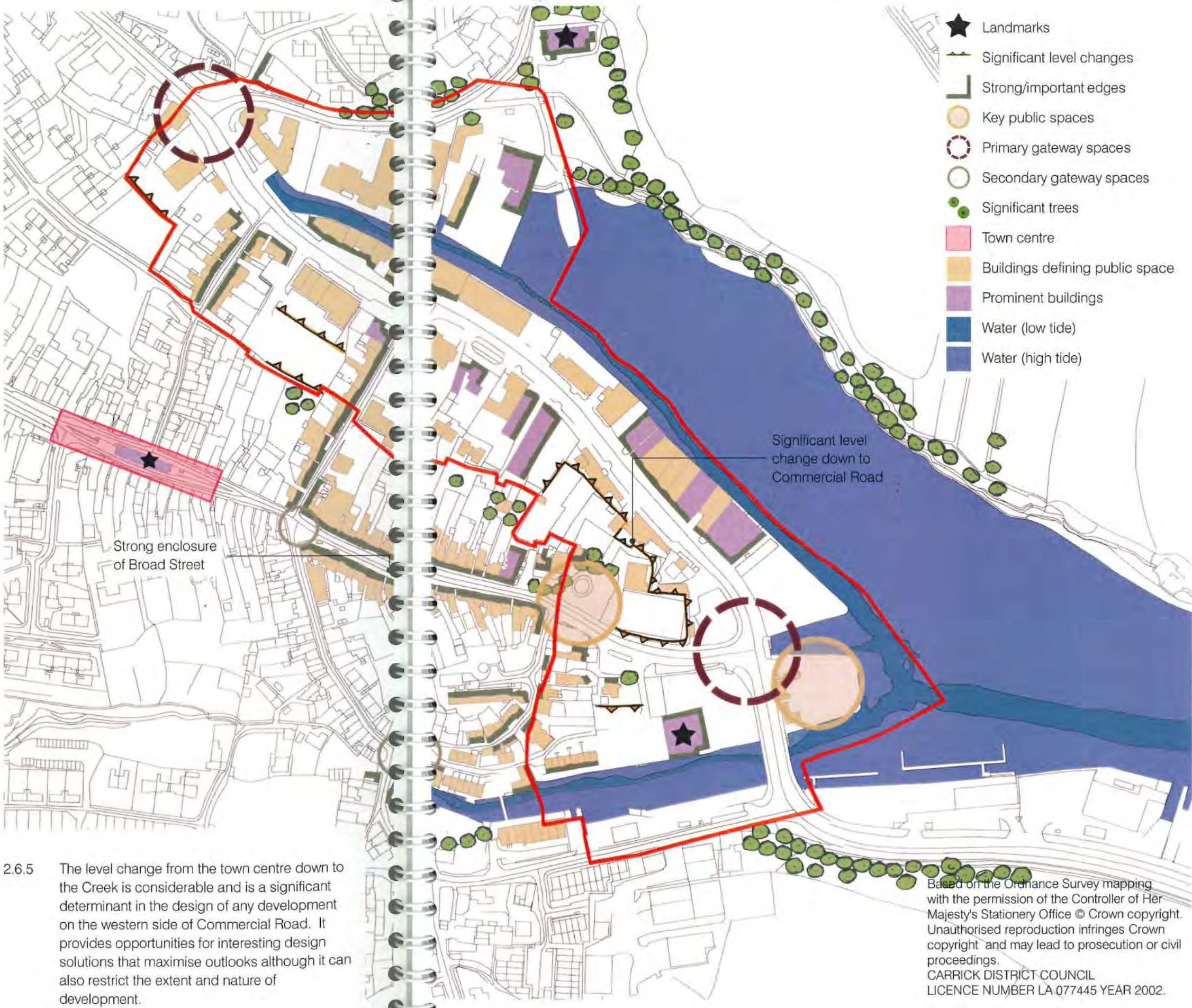


Figure 2.6: Townscape analysis plan



## 2.7 Development assets

2.7.1 It is helpful to consider development and land in the study area in five broad categories based on their relative importance and potential. There are buildings (coloured red in Figure 2.7) that should be retained due to their historical, architectural, commercial or civic importance including the Anchor Warehouse, the Monsen building and the Islington Wharf complex. In contrast to these valuable long-term assets there are other buildings (orange) which could be redeveloped or improved as opportunities occur to contribute to the economic strength of Commercial Road. e.g. the Employment Services, Sea Cadets and BT Telephone Exchange building.

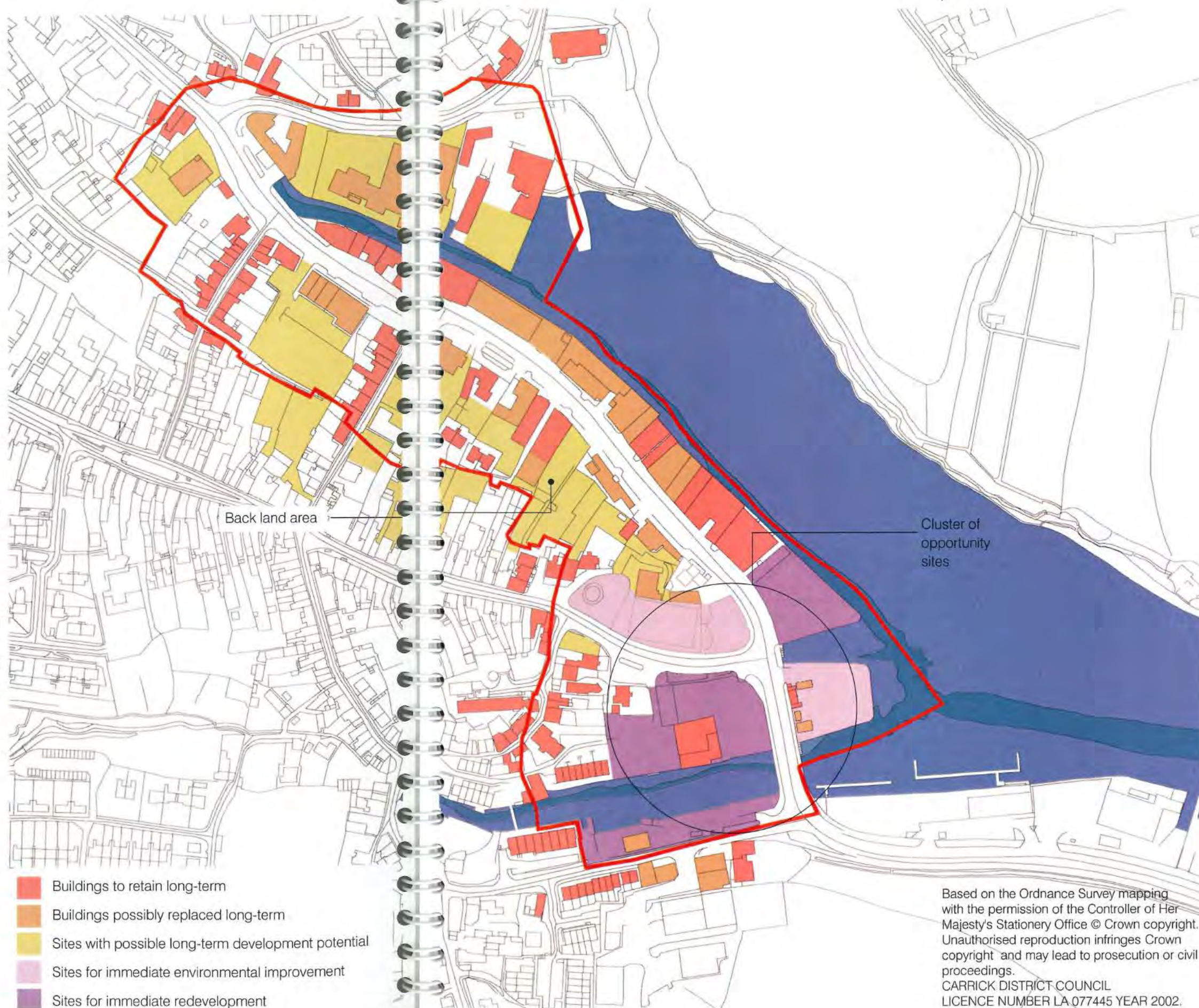
2.7.2 Several high profile and possibly high impact sites (purple) are more or less immediately available for development and could make a major economic and or environmental contribution to the area. These are primarily clustered at the southern gateway to the study area.

2.7.3 There are a number of key open spaces (lilac) that should be retained and enhanced in the near future as part of a strategic network of spaces connecting the town centre with Commercial Road.

2.7.4 Other sites (yellow), including the large gardens and backland areas between Market Street and Commercial Road have longer-term potential to accommodate new development. The framework encourages 'opportunistic' development of these sites by owners as and when it becomes appropriate for individuals to do so.

2.7.5 There are a number of key landowners in the area. Carrick District Council owns several units along Commercial Road, which are let out on long-term leases. The Anchor Warehouse site is in single ownership as is Jubilee Wharf and Watty's Wharf. Islington Wharf, the neighbouring timber yard and part of the Volvo garage are also in single ownership. Exchequer Quay is owned by the Council, the bowling green is owned by a private bowls club and the area in front of the bowling green is owned by South West Water.

2.7.6 See Appendix B for a detailed inventory of buildings and key sites in the study area.



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Figure 2.7: Development assets plan



### 3.0 URBAN DESIGN FRAMEWORK

#### 3.1 Strategy

##### Quarters

3.1.1 At the heart of the strategy for the area is the concept of four distinct but interdependent town quarters: Town Centre Quarter; Commercial Road Quarter; Opportunity or Southern Gateway Quarter; and Islington Wharf Quarter. Each has a different function and character.

3.1.2 The objective of the framework is to strengthen the identity, vitality and viability of each quarter while at the same time reinforcing their interrelationships and getting each to work for the others. The town centre could, for example, benefit from visitors attracted to a redeveloped Southern Gateway Quarter.

##### Links

3.1.3 Well-defined and attractive links between the quarters are an essential aspect of this interplay. For example, visitors to the waterfront area or Islington Wharf will only consider walking up a steep incline to the town centre if the route is simple, interesting and inviting. Similarly, shoppers in the town centre may be less inclined to walk to Islington Wharf if they have to follow the present pedestrian unfriendly route up Church Road.

3.1.4 Existing links need redefining or upgrading to ensure that the pedestrian is given priority whilst new links are required, for example, to Islington Wharf off Commercial Road and to Commercial Road from Market Street via the car park behind the Employment Services building. Another important new link is a riverside walkway/ boardwalk (effectively on stilts in the Creek) that could, with the permission of landowners, run the length of Penryn Creek from Jubilee Wharf to Islington Wharf - connecting the three quarters that lie within the study area. Sections of this walkway running alongside new development would be relatively easy to implement whilst stretches behind existing properties would be subject to detailed negotiation with owners.

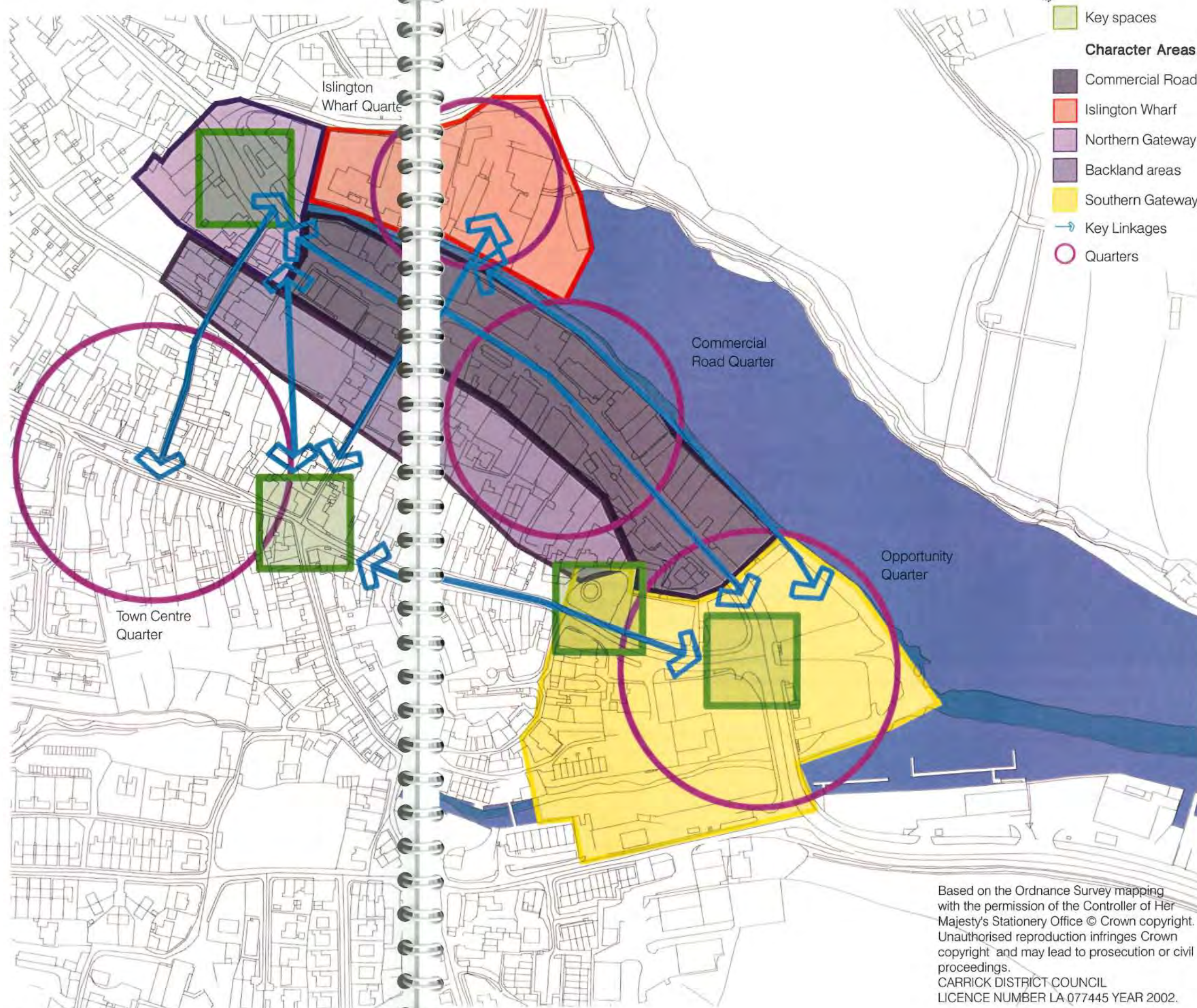


Figure 3.1: Commercial Road strategy drawing



### Key spaces

- 3.1.5 An integral feature of the public realm framework, alongside these new/improved linkages, is the enhancement or creation of four key spaces representing hubs of activity within the area. Public spaces are suggested at the northern and southern gateways of Commercial Road whilst a space on Quay Hill could help draw visitors and activities up the hill towards the town centre.



## 3.2 The Quarters

3.2.1 The **Town Centre Quarter** is currently under-performing as a shopping and service centre for the local community, in part because of the increasing influence of the larger neighbouring towns of Falmouth and Truro. Several shops have been converted to residential accommodation whilst others are only open at limited times of the day or week. There is a general lack of vitality with implications for long-term viability. On the positive side the medieval street pattern and many buildings of architectural interest endow the area with a special character and identity which could be better exploited.

3.2.2 The **Commercial Road Quarter**, with its distinctive waterside buildings, functions as the commercial centre of Penryn. Whilst maritime-based business and activity continue to be the backbone of the area its continued success can be attributed to a level of commercial diversification. Though this level of commercial diversity is important there are some businesses that have no obvious relationship to the waterfront i.e. a furniture superstore, timber yard and car dealership that would perhaps be better located on Falmouth Road or at Kernick Industrial Estate, for example. Relocation of such uses may provide opportunities for the introduction of new uses that are more in keeping with the waterfront setting. Other considerations for the area include the need to improve the relationship with the water and the need to ensure that the road becomes far more human in scale.

3.2.3 The **Islington Wharf Quarter** is a low-key mixed-use commercial area centred on a Grade II Listed historic waterfront warehouse building. With small-bespoke craft/arts workshops and shops alongside a restaurant, fishmonger and boat yard the range of uses is diverse yet very much in keeping with the setting. The Quarter's potential to become an interesting, thriving place is presently constrained by problems of access. Links to Commercial Road and the town centre are convoluted and uninviting.

3.2.4 The **Opportunity or Southern Gateway Quarter** comprises a cluster of important sites and buildings around the Quay Hill/Commercial Road junction. Creation and improvement of public spaces within these sites alongside imaginative and inclusive mixed-use development that directly relates to and makes full use of the river and harbour frontage is a fundamental goal of the framework. New development here would almost inevitably involve some housing but it would be incidental to the main river related and leisure uses which would provide the majority of the floor space, particularly at ground floor level. As identified in previous studies and by Penryn Vision, the area has the scope to accommodate a major visitor attraction which could have a pivotal role in stimulating the local tourism economy.



Picture 3.1: Town Centre Quarter



Picture 3.2: Commercial Road Quarter





Picture 3.3: Islington Wharf Quarter






Picture 3.4: Southern Gateway Quarter

### 3.3 Action Areas

3.3.1 Opportunities for change in each of the three quarters that lie within the study area are considered in some detail in the following pages of the report. The study area and the quarters are broken down into 'action areas' as detailed in Figure 3.2. These discrete areas afford the framework a desired level of flexibility with the realisation of proposals for one 'action area' not being reliant upon those of another area. Similarly, changes in proposals for one area can be accommodated without necessarily undermining those of adjoining areas or indeed the overall vision. This allows for ideas and opportunities to adapt over time, as the whole framework evolves and economic conditions change.

1. Anchor Wharf
2. Exchequer Quay
3. Watty's Wharf
4. Jubilee Wharf
5. Quay Hill
6. Commercial Road (south)
7. Commercial Road (north)
8. Below the square
9. Old Police Station
10. Car park
11. Northern Gateway
12. Timber Yard
13. Islington Wharf

-  Islington Quarter
-  Commercial Road Quarter
-  Opportunity Quarter



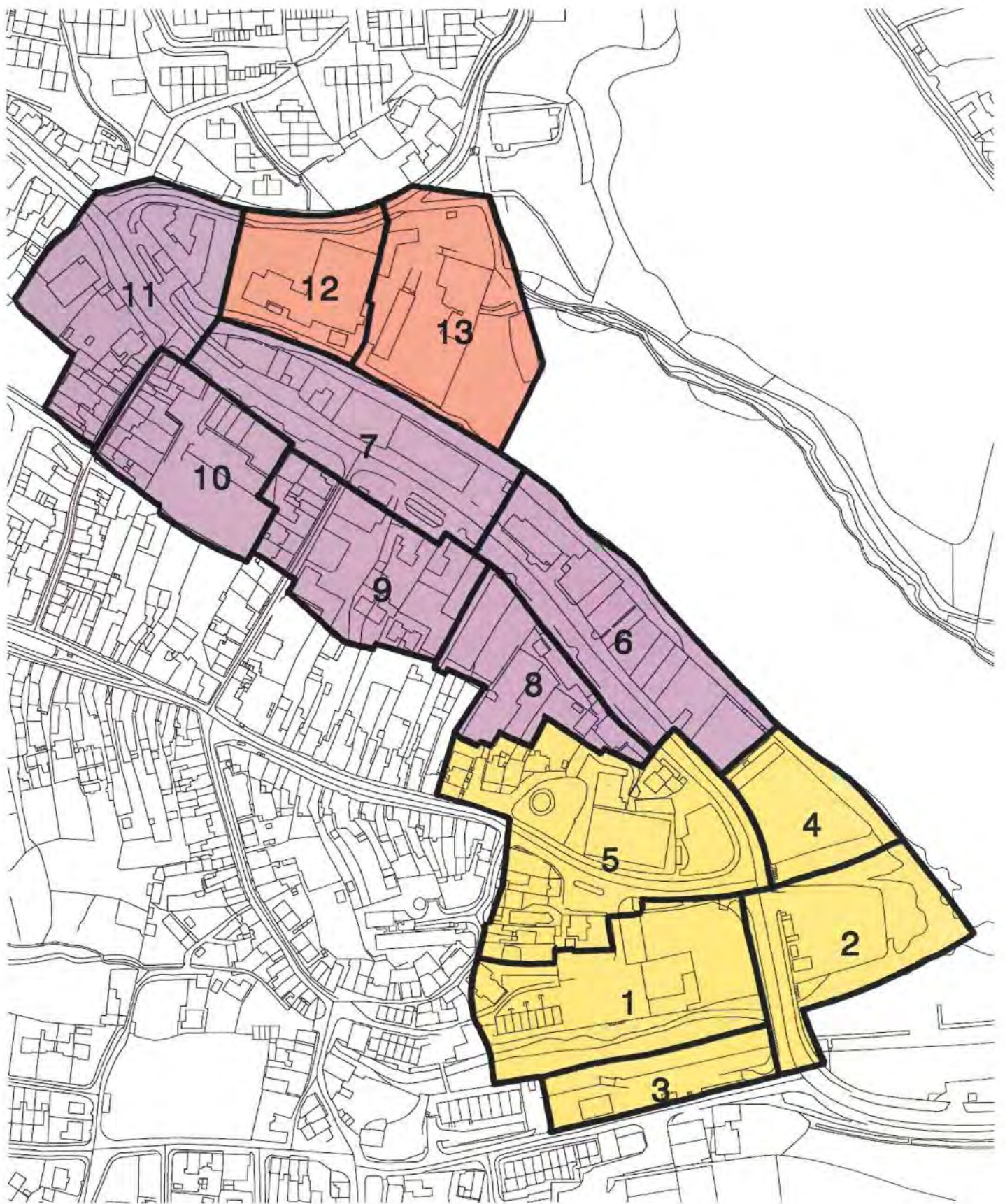


Figure 3.2: Action areas plan



### 3.4 Guiding principles

3.4.1 Key considerations or 'guiding principles' that have shaped the urban design/development framework can be summarised as follows:

- Mixed uses must be allowed in the waterfront area to develop vitality and more activity but this must be controlled to avoid the development of a 'gentrified residential area'. Commercial Road's role as the commercial centre for Penryn must be protected.
- The moored boats and the various maritime activities along Commercial Road that give the area its special character must also be retained and expanded with, for example, new pontoons.
- Proposals must ensure that the net level of car parking provision within the area is not affected.
- Exchequer Quay must be retained as the major public and working space. Facilities must be developed to enable better use for events, boat access, markets etc.
- The visitor offer must be developed by fully exploiting the assets of the area, the water, the historic buildings, the views etc and possibly by introducing a major visitor attraction such as the widely promoted Heritage Interpretation Centre.
- Key views into, through and out of the area must be protected.

- Substantial improvements must be made to create direct, safe and accessible pedestrian routes, connecting Commercial Road, the waterfront, Islington Wharf and the town centre.
- The historic townscape, an asset to the town, must be protected and enhanced and local distinctiveness must be strengthened.
- The width of Commercial Road must be reduced whilst cycle lanes need to be retained on both sides of the road.


### 3.5 Framework plan drawing

3.5.1 Figure 3.3 is a composite of the preferred development/environmental improvement options identified for each of the action areas.





Figure 3.3: Commercial Road urban design study/development framework

- |   |                              |   |                    |
|---|------------------------------|---|--------------------|
|  | Pedestrian footways          |  | Significant trees  |
|  | Public spaces/shared surface |  | Existing buildings |
|  | Green open space/gardens     |  | New buildings      |



## SOUTHERN GATEWAY QUARTER

### 3.6 Area strategy 1: Anchor Wharf

#### Objective:

Re-use of Anchor Warehouse and development of surrounding vacant land as the heart of the Southern Gateway (Opportunity) Quarter.

#### Key principles:

- protection of key views to Anchor Warehouse;
- creation of a public space to frame the Warehouse; and
- introduction of a range of uses to achieve commercial viability and the desired level of activity.



Picture 3.5: Anchor Warehouse and surrounding land presently lies vacant



Picture 3.6: New residential development has already occurred on the more desirable areas of the site

Roads and access	<p><b>Road changes</b> Quay Hill realigned (see Area Strategy 9).</p> <p><b>Parking</b> Resident/staff parking primarily provided in a central court to the rear of the warehouse (A) with further parallel parking on the northern side of Quay Hill. There would be scope for incorporating parking at ground floor level of the town houses (B &amp; C). Visitor parking would primarily be on the adjoining Exchequer Quay with possible over-spill parking on the public square in front of the warehouse.</p> <p><b>Service Access</b> Principal access off Quay Hill with further entrance/exit points off Commercial Road and Summercourt.</p>
Urban form	<p><b>Height</b> Generally 3 or 4 storeys in height with the landmark corner building (D) possibly rising to 5 storeys in height.</p> <p><b>Landmarks</b> Corner building (D) and Anchor Warehouse.</p> <p><b>Character</b> Busy mixed-use waterfront area, the hub of the quarter. Whilst respecting Anchor Warehouse new development should be contemporary in style.</p>
Public realm	<p><b>Street and squares</b> The new public square would be an active space in which markets, festivals and events can take place. It has a close relationship with Exchequer Quay (see 3.6) and would be linked by a raised table over Commercial Road.</p>
Uses	<p><b>Ground floor/upper floor</b> Anchor Warehouse could accommodate a range of uses including, on the ground floor, a heritage interpretation centre, university related facilities, workspace units and or shops/café with upper floors given over to apartments, workspace etc. Block D is suited to residential (possibly student accommodation) above shop units. Block B and C are envisaged as town houses.</p> <p><b>Active Edges</b> The Quay Hill frontage (D) should be active as should those frontages onto the public square.</p>





Figure 3.4: Anchor Warehouse preferred option



Figure 3.5: Anchor Warehouse option 2, Quay Hill alignment retained as at present, increasing the level of parking to the rear of block D, but restricting views down Quay Hill. Slightly different configuration to blocks B and C

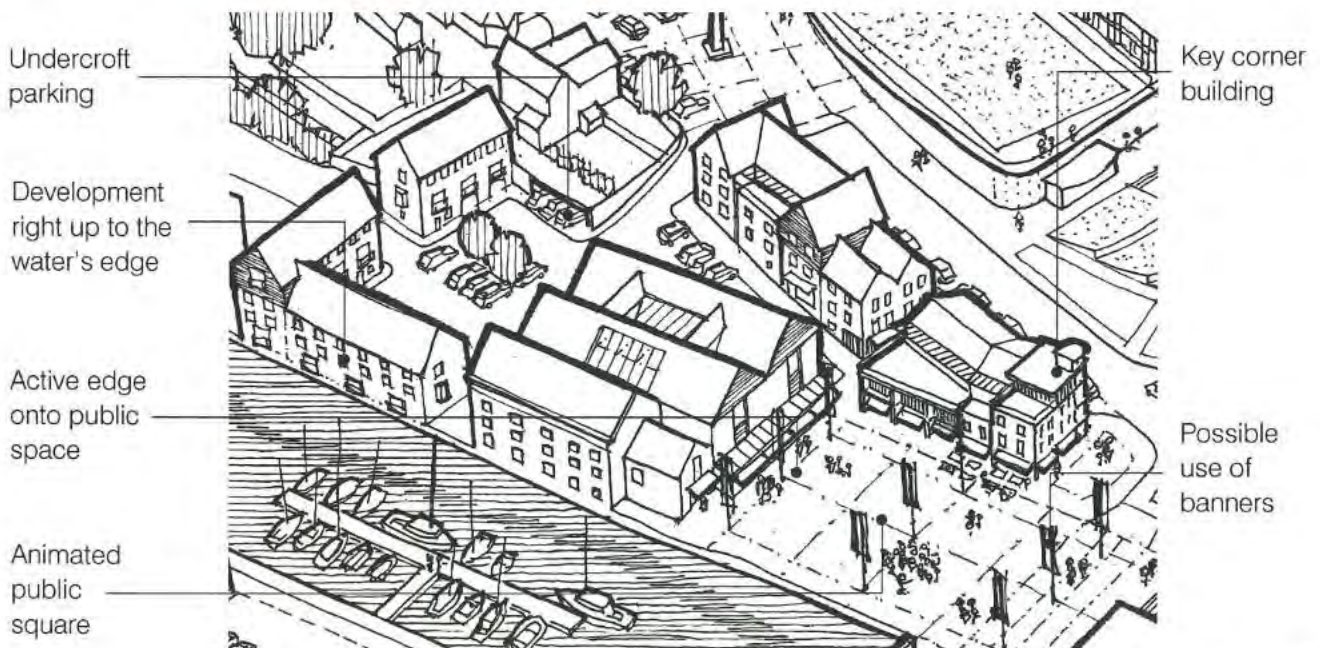


Figure 3.6: Birds-eye view of Anchor Warehouse development



## SOUTHERN GATEWAY QUARTER

### 3.7 Area strategy 2: Exchequer Quay

#### Objective:

To reinforce the role of the Quay as an important civic space.

#### Key principles:

- protection of key views across the Creek and down the Fal Estuary;
- retention and expansion of marine based activities on the Quay whilst increasing usage by introducing new activities; and
- improvement of public realm whilst protecting Grade II Listed elements of the quay.



Picture 3.7: The Town Quay or Exchequer Quay in the mid 1800s



Picture 3.8: Exchequer Quay today - its civic importance remains

<b>Roads and access</b>	<p><b>Road changes</b> Raised table over Commercial Road to Anchor Warehouse (see 3.5) improving pedestrian links. Reworked Commercial Road – Quay Hill junction reflecting the realignment of Quay Hill.</p> <p><b>Parking</b> Current level of parking provision retained. Parking restricted at eastern end of Quay to facilitate the landing of fish from the working boats.</p> <p><b>Service Access</b> As at present. A new slipway has been suggested and could be accommodated.</p>
<b>Urban form</b>	<p><b>Height</b> Building A could be 2 storeys in height with access off Commercial Road at the 1<sup>st</sup> storey by virtue of the change in levels. Access from the Quay would be at ground floor.</p> <p><b>Landmarks</b> Though not a landmark, building A would represent an important gateway marker.</p> <p><b>Character</b> Busy town quay. The gateway building could be contemporary in style.</p>
<b>Public realm</b>	<p><b>Street and squares</b> The Quay would continue to be an active space in which markets, festivals and events could take place.</p> <p><b>Connections</b> The much-reduced width of Commercial Road and a raised table would improve the link between the Quay and the Anchor Warehouse site.</p>
<b>Uses</b>	<p>The Quay should be a flexible multi-functional space accommodating a working fish quay alongside car parking and markets/special events. The Quay could also function as the termination point for the proposed river bus from Falmouth (presently proposed to terminate at the Ponsharden park and ride site).</p> <p><b>Ground floor/upper floor</b> The gateway building could accommodate the existing boathouse on the ground floor with café, community room, youth facilities etc. on the first floor.</p> <p><b>Active Edges</b> The gateway building must have an active frontage onto Commercial Road.</p>





Figure 3.7: Exchequer Quay preferred option



Figure 3.8: Exchequer Quay option 2, broadly the same environmental improvements but with the retention of existing boathouse and mobile cafe

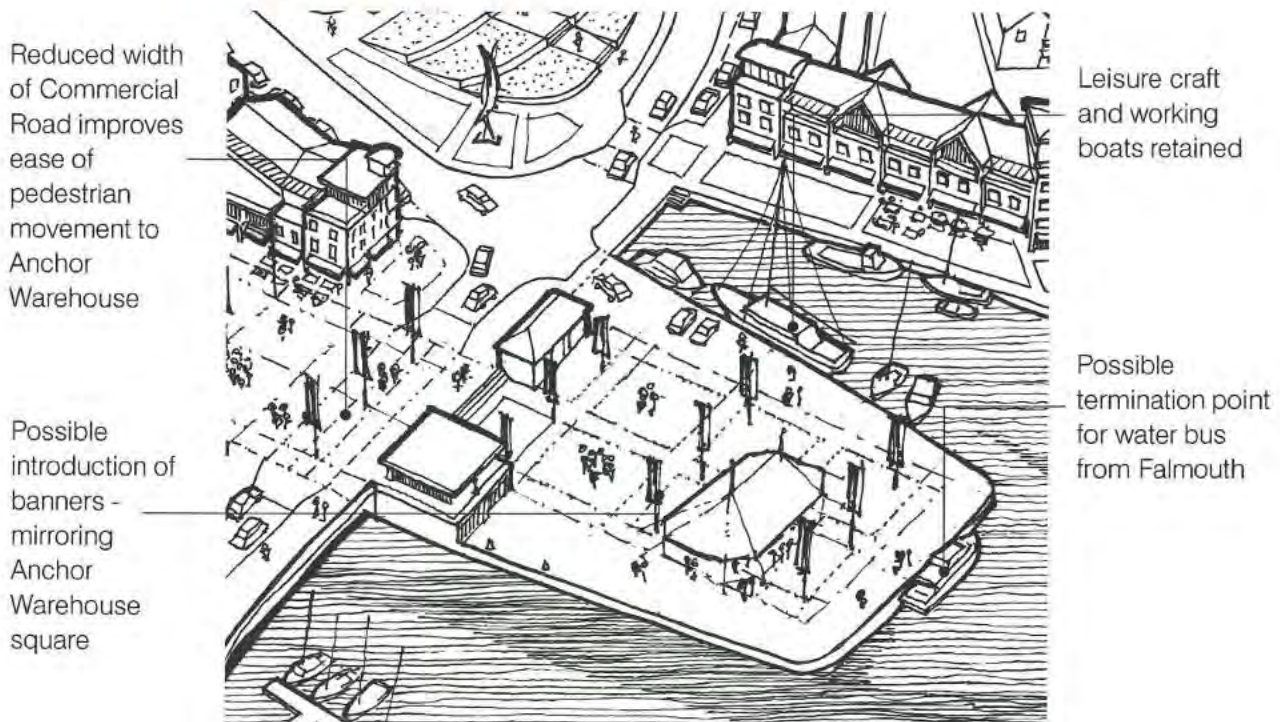


Figure 3.9: Birds-eye view of Exchequer Quay improvements



## SOUTHERN GATEWAY QUARTER

### 3.8 Area Strategy 3: Watty's Wharf

#### Objective:

Mixed-use redevelopment of boatyard, responding to and improving the Inner Harbour.

#### Key principles:

- protection of key views to Anchor Warehouse and Daniel.s Warehouse by limiting development to western end of the site;
- promotion of mixed-use development; and
- protection of boundary wall.



Picture 3.9: Watty's Wharf, overlooking the Inner Harbour, presently operates primarily as a dry dock. Its long term viability is in question because of limited access below Commercial Road bridge.



Picture 3.10: The Wharf's maritime character is apparent



Picture 3.11: The bridge over the Inner Harbour is poorly defined

Roads and access	<p><b>Road changes</b> None</p> <p><b>Parking</b> Parking should be concentrated in the eastern part of the site with sufficient space available to possibly accommodate some visitor parking.</p> <p><b>Service Access</b> Access would remain off Eastwood Road. Access to the water would be via existing slipway and possibly a new pontoon arrangement.</p>
Urban form	<p><b>Height</b> 3 or 4 storeys in height.</p> <p><b>Landmarks</b> None</p> <p><b>Character</b> Waterside development in keeping with buildings fronting the Inner Harbour, the Anchor Warehouse in particular. A contemporary design incorporating locally used materials would be appropriate.</p>
Public realm	<p><b>Street and squares</b> Eastwood Road needs upgrading. The car park area to the east of the proposed building should be publicly accessible and could double up as a public space.</p> <p><b>Connections</b> The bridge over the Inner Harbour connecting the wharf to the rest of the Southern Gateway Quarter needs improving. The carriageway should be narrowed and the floorscape improved alongside the possible introduction of vertical elements such as banners and the punching through of holes in the wall to allow views into the Inner Harbour from the road.</p>
Uses	<p><b>Ground floor/upper floor</b> Whilst the development is likely to have a residential dimension (town houses, apartments and possibly student accommodation) a commercial element is considered to be desirable to continue its existing character of usage. Work/live units would be appropriate comprising workspaces on the ground floor with residential above. Alternatively the eastern most unit/s could be given over to commercial/leisure/retail uses.</p> <p><b>Active Edges</b> The development must address both the Inner Harbour and Eastwood Road. An active frontage would be particularly desirable on the eastern edge of the development.</p>



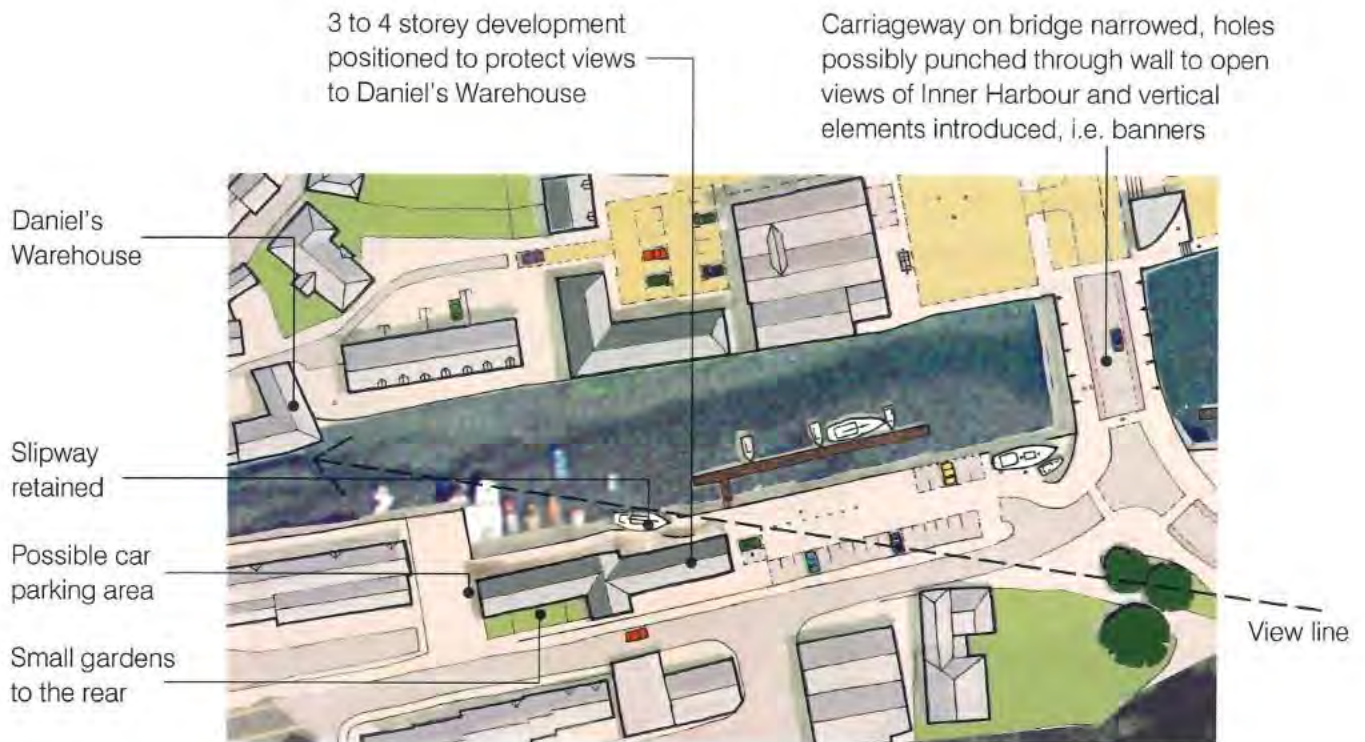


Figure 3.10: Watty's Wharf preferred option



Figure 3.11: Watty's Wharf option 2, essentially the same as preferred option, difference in form of development to accommodate more commercial uses

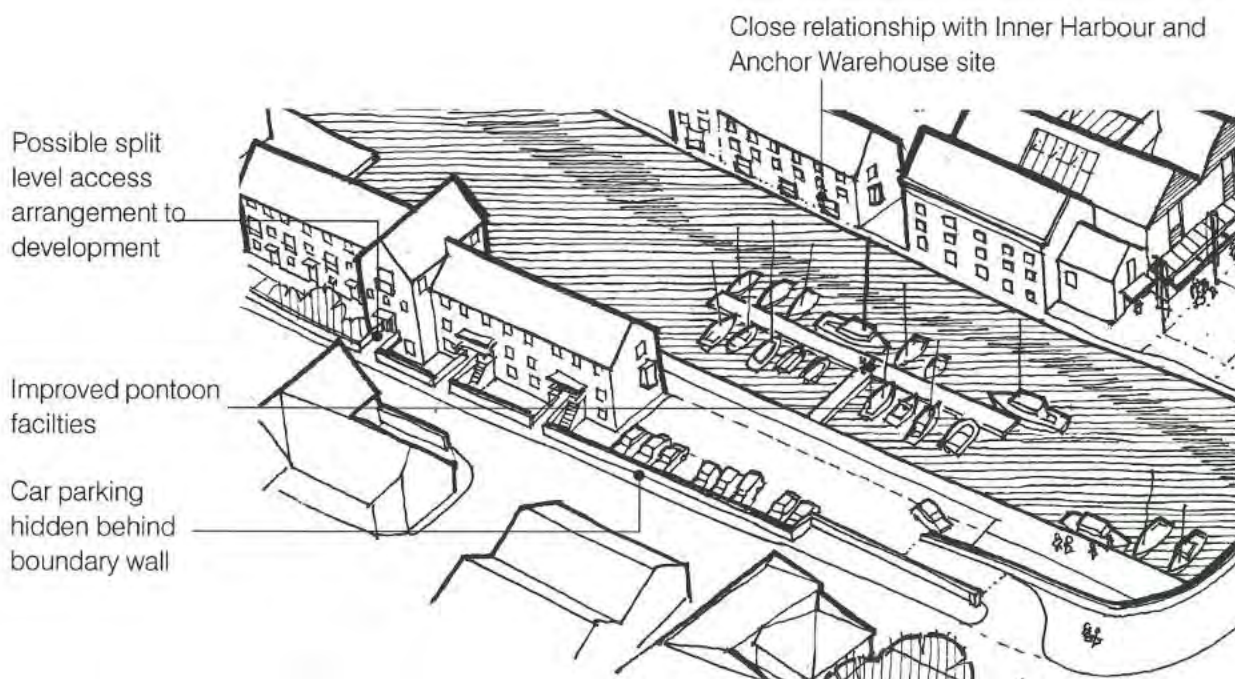


Figure 3.12: Birds-eye view of Watty's Wharf development



## SOUTHERN GATEWAY QUARTER

### 3.9 Area Strategy 4: Jubilee Wharf

#### Objective:

Redevelopment of prominent vacant site.

#### Key principles:

- inclusion of public space within the development;
- creation of a strong perimeter block; and
- mixed-use development.



Picture 3.12: The recently cleared Jubilee Wharf is a key development site

Roads and access	<p><b>Road changes</b> N/A</p> <p><b>Parking</b> Residential and staff parking (approximately 16 spaces) to the rear of building (A)</p> <p><b>Service Access</b> New access point off Commercial Road</p>
Urban form	<p><b>Height</b> Primarily a 3 storey development possibly rising to 4 or 5 storeys in height at the eastern edge of the development which would have commanding views across Penryn Creek and down the Fal Estuary.</p> <p><b>Landmarks</b> The eastern most corner of the site is ideally situated to take a landmark building that would be seen from Quay Hill, Falmouth Road and from the Fal Estuary.</p> <p><b>Character</b> Vibrant mixed-use complex with an internalised semi-private/private space and publicly accessible promenade along the waterfront. A contemporary building style is preferred to complement the development on Quay Hill (see 3.9). Mooring facilities should be retained.</p>
Public realm	<p><b>Street and squares</b> A new broad footpath would be constructed on the waterfront side of Commercial Road using high quality materials. The space to the southern side of the main development (A) would be multi-functional with activity from ground floor uses such as café, bar, shop able to spill out onto it. The space affords impressive views down the Fal Estuary and this should be reflected in the positioning of street furniture.</p> <p><b>Connections</b> The Wharf could represent the start of the boardwalk up the Creek to Islington Wharf although this would be subject to the agreement of owners of neighbouring properties.</p>
Uses	<p><b>Ground floor/upper floor</b> Building A could accommodate shop/s, café/s, artist studios, flexible community space at the ground floor with possibly apartments, offices or further workspace above. Building B could be given over to community uses, workshops, offices or a café.</p> <p><b>Active Edges</b> Active frontages are required onto both Commercial Road and the waterfront space.</p>





Figure 3.13: Jubilee Wharf preferred option



Figure 3.14: Jubilee Wharf option 2, greater building set back from water's edge, increasing area of public space



Figure 3.15: Jubilee Wharf option 3, full perimeter development with internalised private space/ car park, block B is lost from scheme

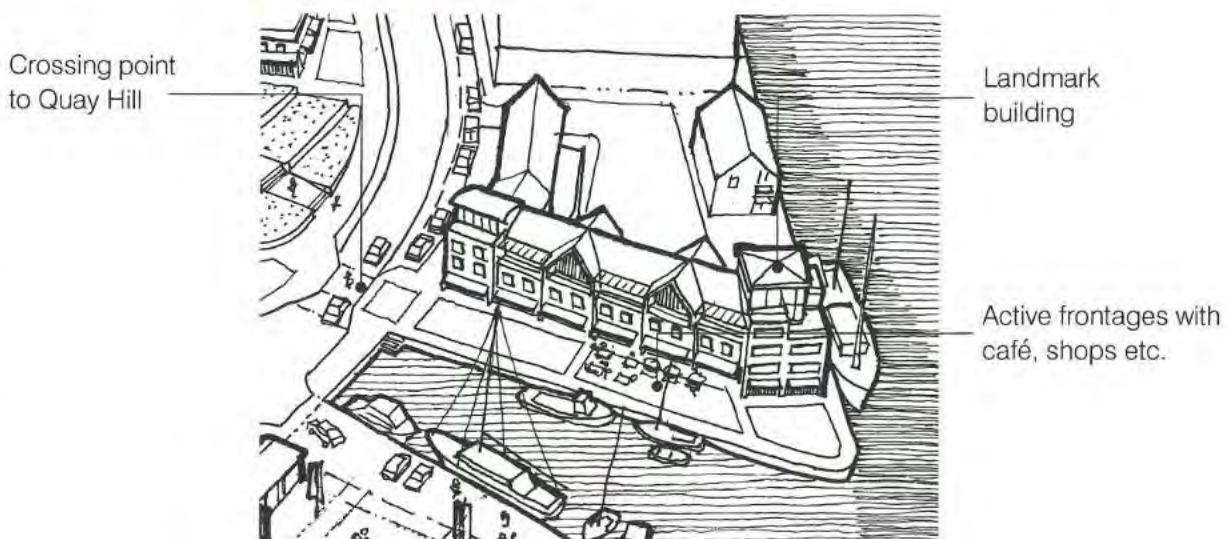


Figure 3.16: Birds-eye view of Jubilee Wharf development



## SOUTHERN GATEWAY QUARTER

### 3.10 Area Strategy 5: Quay Hill

#### Objective:

Creation of a coherent succession of public spaces from the Town Centre Quarter to the Opportunity Quarter enclosed by new development.

#### Key principles:

- maximisation and protection of key views;
- improvement in the pedestrian environment of Quay Hill;
- new development to enclose spaces; and
- opening and joining up of public spaces along Quay Hill.



Picture 3.13: The bowling green with impressive views along the Fal Estuary is not publicly accessible



Picture 3.14: There is a poor level of enclosure down Quay Hill with the informal car parking arrangement being rather untidy

<b>Roads and access</b>	<p><b>Road changes</b> Quay Hill is narrowed and realigned to maximise pavement depths, particularly on the northern side of the road which is to be an important draw down from the town centre to the waterfront. Introduction of a raised table at the junction of Quay Hill and the main entrance to the Anchor Warehouse development and again at the junction with Commercial Road.</p> <p><b>Parking</b> The existing informal parking area on the southern side of the road is formalised and upgraded with a shared surface and public art feature. Parallel parking on Quay Hill is relocated to the southern side of the road to ensure that views down the northern footpath aren't obscured.</p> <p><b>Service Access</b> N/A</p>
<b>Urban form</b>	<p><b>Height</b> Development A, partly replacing the Bowls Club pavilion building*, would be 2/3 storeys in height working with the change in levels. Building B is either 2 storey extension to the existing flat roofed building or possibly a split level rebuild accessed off the former bowling green as well as Commercial Road. The lean-to building (C) is likely to be a single storey in height.</p> <p><b>Landmarks</b> N/A</p> <p><b>Character</b> High quality realm with broad pedestrian streets and series of open spaces. The building (A) enclosing the northern edge of the memorial garden should reflect the architectural style of buildings fronting The Square. Development B can be more contemporary as can the lean-to building (C).</p>
<b>Public realm</b>	<p><b>Street and squares</b> The green open space of the memorial garden would, by and large, remain as it is at present although it could be extended to connect directly to the bowling green space which it is suggested be grassed as a key public amenity space with viewing positions at its eastern edge. The grassed area at the foot of the bowling green would be terraced to add a greater level of interest. The footpath on the northern side of Quay Hill fans out to become a public square at the corner of the junction with Commercial Road. A piece of public art at this point would represent an important marker and focal point for views down Quay Hill and along Commercial Road.</p> <p><b>Connections</b> A new connection from Quay Hill to Commercial Road could be opened up of The Square (see 3.8)</p>
<b>Uses</b>	<p><b>Ground floor/upper floor</b> Development A would be given over to houses, B is appropriate for a commercial, retail or leisure use and C would make an ideal café or community facility.</p> <p><b>Active Edges</b> Outlooks onto the open space needs to be optimised. Building B clearly requires an active frontage both on Commercial Road and onto the terraced open space to the south.</p>

\* Redevelopment of the existing bowling club pavilion and the opening up of the green to the public would be subject to negotiation with the club.





Figure 3.17: Quay Hill preferred option



Figure 3.18: Quay Hill option 2, alignment of Quay Hill remains as is



Figure 3.19: Birds-eye view of Quay Hill improvements and development



SOUTHERN GATEWAY QUARTER



Picture 3.15: Present view down Quay Hill

Figure 3.20: Impact of proposals on view down Quay Hill



SOUTHERN GATEWAY QUARTER.



Picture 3.16: Existing view of Southern Gateway Quarter from Falmouth Road

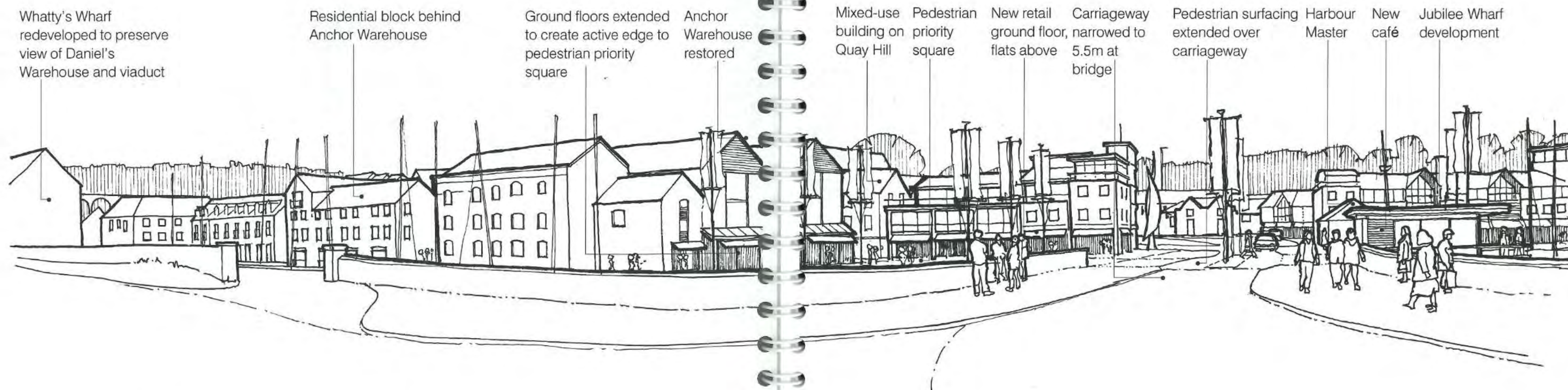


Figure 3.21: Impact of proposals on view to Southern Gateway Quarter from Falmouth Road



SOUTHERN GATEWAY QUARTER

Quay Hill above Anchor Warehouse treated as a square with parking and vehicular access to Anchor Warehouse

New green spaces linked between bowling green, memorial gardens and Commercial Road

Quay Hill: mixed-use with (e.g.) student housing above commercial ground floor

Anchor Warehouse restored with active ground floor frontage

Watty's Wharf redeveloped for commercial uses, housing and quay access, retaining views to Daniel's Warehouse

Jubilee Wharf with mixed uses and active quayside

Exchequer Quay retained open for flexible use for town events, car parking and new café

New pedestrian priority square in front of Anchor Warehouse, for events and performances

Figure 3.22: Birds-eye view of Southern Gateway Quarter



## COMMERCIAL ROAD QUARTER

### 3.11 Area Strategy 6: Commercial Road (South)

#### Objective:

Redevelopment of certain buildings to open up new waterfront public spaces and facilitate new development more in keeping with the harbourside character.

#### Key principles:

- new commercial development that mirrors the form and style of existing warehouse buildings;
- creation of publicly accessible spaces/car park areas between buildings, fingers of space reconnecting Commercial Road to the waterfront; and
- reduction in the width of Commercial Road, introduction of footway and protection of parallel parking and cycle ways.



Picture 3.17: View north along Commercial Road South



Picture 3.18: A number of bulky warehouse buildings are a feature of the area



Picture 3.19: Relocating the Sea Scouts would enable the replacement of a faceless building with a public space

<b>Roads and access</b>	<p><b>Road changes</b> Commercial Road is narrowed to become more human in scale. Raised tables over the road should be introduced wherever a new public space to the waterfront is opened up assisting pedestrian movement through the area.</p> <p><b>Parking</b> Staff and patron parking can be accommodated in the public spaces opened up along the waterfront as long as it is not at the expense of public accessibility. Existing parallel parking on Commercial Road is retained and expanded. Development B, if configured as suggested, would be able to accommodate parking to the rear.</p> <p><b>Service Access</b> New access points off Commercial Road would be required to service new car parks.</p>
<b>Urban form</b>	<p><b>Height</b> The new buildings should be no more than 2/3 storeys in height reflecting the scale of neighbouring buildings</p> <p><b>Landmarks</b> N/A</p> <p><b>Character</b> Busy commercial area grounded in areas maritime past. New development (A &amp; B) on the waterfront side of Commercial Road must replicate the form, proportions and style of the existing harbour warehouse buildings. Building footprints should ideally extend from the waters' edge to the line of the newly constructed footway. Development (C &amp; D) on the western side of the road can be much freer in terms of design although it should be sympathetic to the waterfront warehouses and the adjoining art-deco buildings.</p>
<b>Public realm</b>	<p><b>Street and squares</b> Spaces opened up along the waterfront should give the public access to views over Penryn Creek. Street furniture and possible public art would complement a high quality floorscape. Bollards would denote car parking areas. Again, a new broad pavement would be constructed along the waterfront side of the road.</p> <p><b>Connections</b> The boardwalk, running along the waterfront would be accessed, via steps and or a ramp, off the public spaces created between the buildings.</p>
<b>Uses</b>	<p><b>Ground floor/upper floor</b> Development A and B are suited to commercial, retail; workshop uses although residential apartments could be a feature of upper floors. Buildings C and D, with considerable frontages onto Commercial Road would be suitable retail uses at ground floor levels possibly with residential of offices above.</p> <p><b>Active Edges</b> An active frontage onto Commercial Road would be required for each development. Building A would also need to address the new public space. Outlooks over Penryn Creek would be a key feature of development along the waterfront.</p>



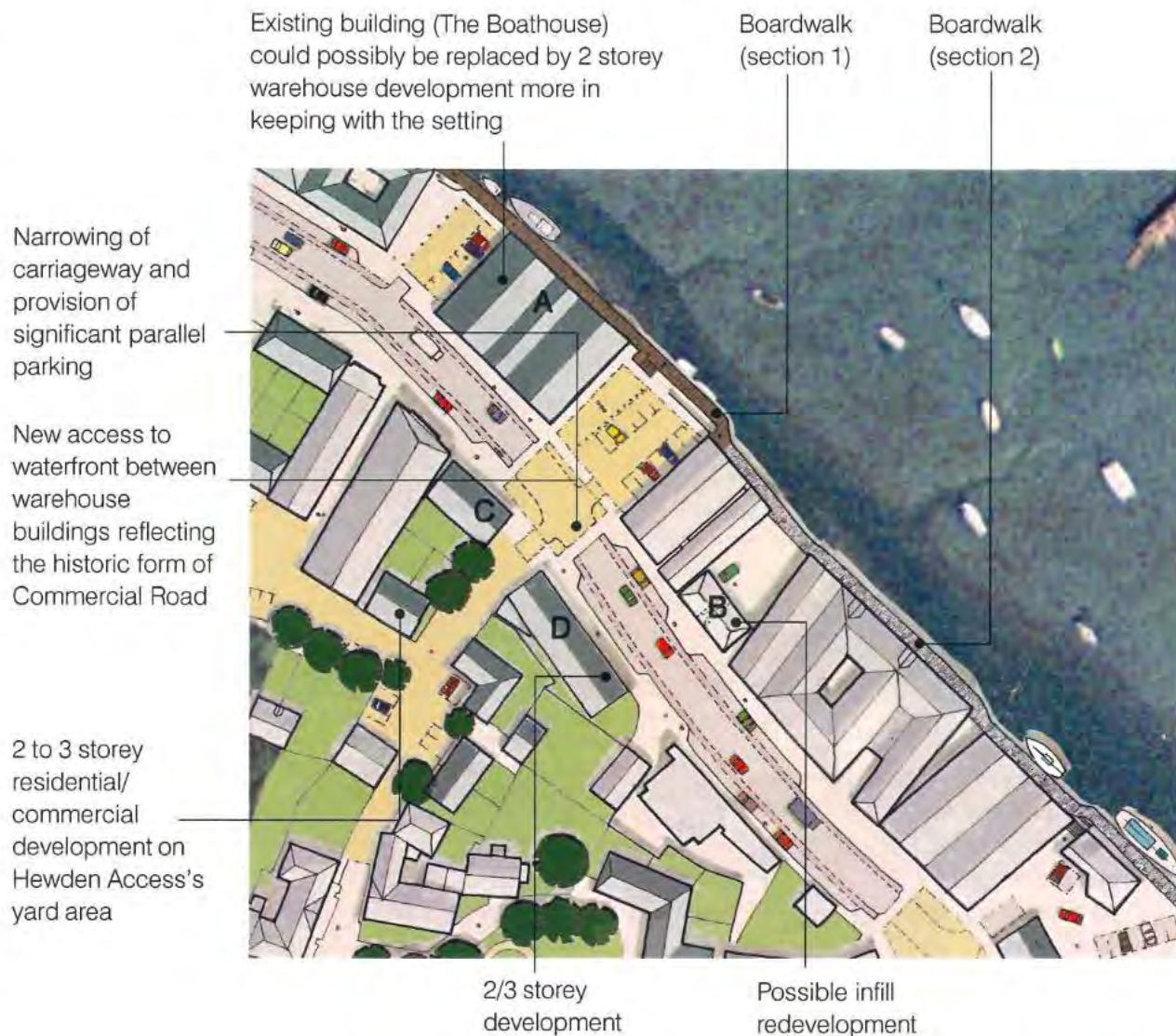


Figure 3.23: Commercial Road (south) preferred option



Figure 3.24: Commercial Road (south) option 2, the space created by the possible clearance of the Tallack Windscreens building could remain open as a further access point to the waterfront. Block A could be a different configuration - in this option it creates two private courts to the rear of the Commercial Road frontage although this results in the loss of a publicly accessible opening to the waterfront



## COMMERCIAL ROAD QUARTER

### 3.12 Area Strategy 7: Commercial Road (north)

#### Objective:

Redevelopment of certain buildings to open up new publicly accessible spaces and facilitate new development more in keeping with the harbourside character

#### Key principles:

- new commercial development that mirrors the form and style of existing warehouse buildings;
- creation of publicly accessible spaces/car park areas between buildings, fingers of space reconnecting Commercial Road to the waterfront;
- creation of a new foot-bridge link to Islington Wharf; and
- reduction in the width of Commercial Road, introduction of footway and protection of parallel parking and cycle ways.



Picture 3.20: View south along Commercial Road (north)



Picture 3.21: Falcon Couriers\*- buildings on the waterfront side of the road typically run the full depth of the plot between the water's edge and the road

<b>Roads and access</b>	<p><b>Road changes</b> Commercial Road is narrowed to become more human in scale. Raised tables at the junction of commercial road and New Street improve pedestrian connections to waterfront and Islington Wharf.</p> <p><b>Parking</b> Staff and patron parking can be accommodated in the public space opened up along the waterfront. Existing parallel parking on Commercial Road is retained and expanded possibly with the introduction of echelon parking.</p> <p><b>Service Access</b> New access points off Commercial Road would be required to service new car parks.</p>
<b>Urban form</b>	<p><b>Height</b> The new building (A) should be no more than 2/3 storeys in height reflecting the scale of neighbouring buildings</p> <p><b>Landmarks</b> N/A</p> <p><b>Character</b> Busy commercial area grounded in areas maritime past. As with Commercial Street South (see X) new development must replicate the form, proportions and style of the existing harbour warehouse buildings. The building footprint should ideally extend from the waters' edge to the line of the newly constructed footway.</p>
<b>Public realm</b>	<p><b>Street and squares</b> If the Furniture Warehouse business relocated from their existing premises a new opening onto the waterfront could be created. This space would be somewhere people passed through on their way to and from Islington Wharf and should be designed accordingly. Again, a new broad pavement would be constructed along the waterfront side of the road.</p> <p><b>Connections</b> A pedestrian bridge (cantilever or swing bridge) would connect Islington Wharf with the new public space, the Commercial Road Quarter and the Town Centre Quarter beyond. The boardwalk, running along the waterfront would also start/end at this point.</p>
<b>Uses</b>	<p><b>Ground floor/upper floor</b> Development A is suited to commercial, retail; workshop uses although residential apartments could be a feature of upper floor/s.</p> <p><b>Active Edges</b> An active frontage is required onto both Commercial Road and the new public space.</p>

\* NOTE - the Falcon Couriers building is in principle eligible for Townscape Heritage Initiative grant funding





Figure 3.25: Commercial Road (north) preferred option



Figure 3.26: Commercial Road (north) option 2, replacement of Falcon Courier building\* and narrowing of pedestrian route to Islington Wharf by moving building A northwards



Figure 3.27: Commercial Road (north) option 3, replacement of Falcon Courier building\* with an increase in size of the public square/car park



Figure 3.28: Birds-eye view of Commercial Road (north) proposals



## COMMERCIAL ROAD QUARTER

### 3.13 Area Strategy 8: Below the Square

#### Objective:

Speculative long-term development of gardens/backland areas between Quay Hill and Commercial Road.

#### Key principles:

- creation of a new link route between Commercial Road and Quay Hill; and
- residential development that works with the levels and respects the historic character of plot boundaries/burgage plots.



Picture 3.22: Possible road access point to gardens off the square



Picture 3.23: The change in level is one consideration

<b>Roads and access</b>	<b>Road changes</b> The road serving properties fronting the Square is extended northwards as a mews style road (shared surface) down the slope to Commercial Road. As a no-through road vehicles would access the development off Commercial Road. <b>Parking</b> Resident parking is to the front of new development. <b>Service Access</b> Houses would be accessed off Commercial Road.
<b>Urban form</b>	<b>Height</b> Houses (A,B,C,D) would be 2 storeys in height. <b>Landmarks</b> N/A <b>Character</b> Quiet mews style residential area that respects and works with the grain of the historic plot boundaries. Building design should be sympathetic to the Georgian houses fronting The Square.
<b>Public realm</b>	<b>Street and squares</b> The new street would be a shared pedestrian vehicular <b>Connections</b> New connection between Commercial Road and Quay Hill.
<b>Uses</b>	<b>Ground floor/upper floor</b> Residential <b>Active Edges</b> Outlooks onto the mews are important for natural surveillance.

NOTE - : Archaeological investigation is likely to be required prior to any new development in this area.





Figure 3.29: Preferred option for the area below The Square



## COMMERCIAL ROAD QUARTER

### 3.14 Area Strategy 9: Old Police Station

#### Objective:

Speculative development of backland areas and creation of a new public square/park on New Street.

#### Key principles:

- creation of a new link route between Commercial Road and Quay Hill (see 3.8);
- mixed-use development that works with the levels down the hill; and
- creation of new public space/park.



Picture 3.24: The Old Police Station recently converted to offices - St. Mary's House



Picture 3.25: Existing car park/yard area could be improved as a public square/park

Roads and access	<p><b>Road changes</b> The road taken off The Square to service proposed housing to the east (see 3.8) could be extended in a westerly direction behind buildings on the landward side of Commercial Road to connect with an existing service road onto Commercial Road. This road would require the demolition of the very end of the Hewden Access building.</p> <p><b>Parking</b> Resident parking to the front of new development.</p> <p><b>Service Access</b> Houses would be accessed off Commercial Road. Building A would be serviced from Commercial Road.</p>
Urban form	<p><b>Height</b> Houses (B &amp; C) would be 2/3 storeys in height. Responding the adjoining NKB Sails building, St Mary's House Building A could be up to 3 or 4 storeys in height.</p> <p><b>Landmarks</b> N/A</p> <p><b>Character</b> Quiet mews style residential area to the rear of Commercial Road frontage. Building A could replicate the bulk of several warehouse buildings on Commercial Road.</p>
Public realm	<p><b>Street and squares</b> The new street would be a shared pedestrian vehicular route.</p> <p><b>Connections</b> New connection between Commercial Road and Quay Hill. Pedestrian route between the Hewden Access building and NKB Sails building.</p>
Uses	<p><b>Ground floor/upper floor</b> Residential Buildings A and B are residential. Building A is appropriate for commercial and retail uses on the ground floor with the possibility of apartments on the upper floors.</p> <p><b>Active Edges</b> An active frontage onto Commercial Road is considered important.</p>





Figure 3.30: Preferred option for Old Police Station area



Figure 3.31: Old Police Station option 2, possible development of house adjoining NKB Sales as opposed to bulkier commercial building



## COMMERCIAL ROAD QUARTER

### 3.15 Area Strategy 10: Car Park

#### Objective:

Residential development of backland areas, improved connections to car park and possible redevelopment of Commercial Road frontage.

#### Key principles:

- creation of a new link from town centre to car park and Commercial Road;
- development of gardens/backland areas working with changes in levels; and
- possible long-term redevelopment of building on Commercial Road.



Picture 3.26: The rectangular block breaks the character and style of neighbouring buildings



Picture 3.27: Car park to the rear of Employment Services building

<b>Roads and access</b>	<p><b>Road changes</b> Extension northwards of the access road off New Street to open-up garden/backland areas for new residential development. Though feasible, a vehicular through route from New Street to St Gluvias Street via these garden/backland areas is considered undesirable.</p> <p><b>Parking</b> Parking provision in the car park would remain at present level with improved access likely to have an impact upon usage. The lower tier parking area would be restricted to staff and/or residents of building A and B. Residential parking for building D and C will be incorporated within a mews court arrangement. Car parking along Commercial Road could take the form of parallel or echelon parking.</p> <p><b>Service Access</b> Service access arrangement for building A would continue as at present. Buildings C and D would be accessed off New Street.</p>
<b>Urban form</b>	<p><b>Height</b> As houses, buildings B, C and D, are likely to be 2 storeys in height and certainly no more than 3 storeys tall. Building A should be 3 storeys in height although this may increase to 4 storeys at its north western corner.</p> <p><b>Landmarks</b> N/A</p> <p><b>Character</b> Buildings D and C would form part of a quiet mews style residential area. Building A is very much part of Commercial Road and could be contemporary in design whilst respecting its historic setting and context.</p>
<b>Public realm</b>	<p><b>Street and squares</b> The pavement on Commercial Road would be upgraded.</p> <p><b>Connections</b> The cobbled but presently covered street that runs behind houses fronting New Street could be reinstated as part of a new connection off New Street to the car park. Ramps and steps, negotiating a change in level, would facilitate access into the car park. A further connection from the car park to Commercial Road could feasibly be achieved by running a footpath between Building A and the Masonic Lodge.</p>
<b>Uses</b>	<p><b>Ground floor/upper floor</b> Building A could accommodate uses found in the existing building and or residential apartments, perhaps on the upper floors.</p> <p><b>Active Edges</b> An active edge is required along Commercial Road. Building D and C would need to address the street.</p>



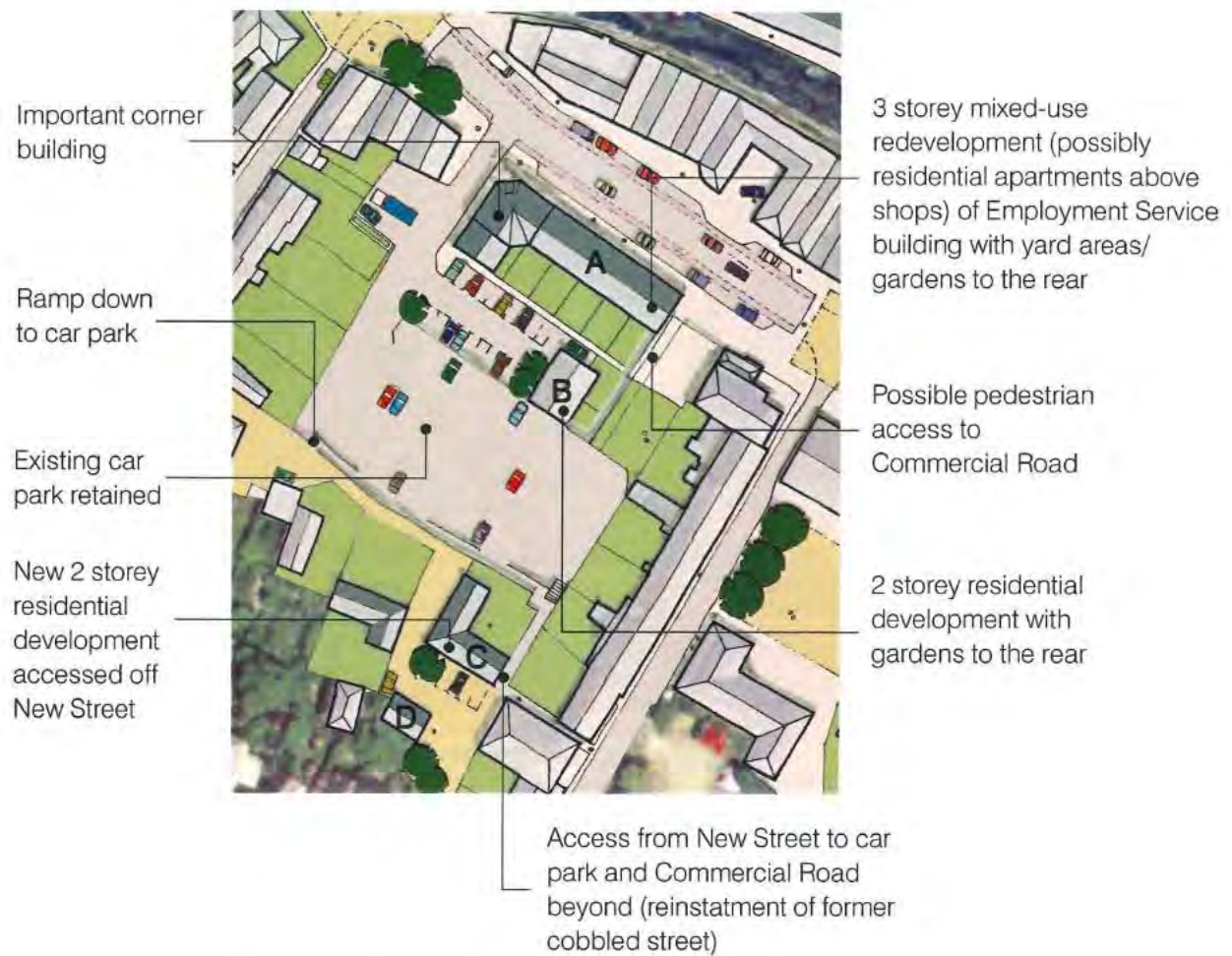


Figure 3.32: Preferred option for car park



### 3.16 Area Strategy 11: Northern Gateway

#### Objective:

Improvement/reinforcement of northern gateway entrance to Commercial Road area.

#### Key principles:

- possible long-term mixed-use redevelopment of key corner site currently occupied by Kessells Volvo Garage;
- upgrading of Commercial Road- Church Road junction;
- possible long-term redevelopment of BT Telephone Exchange building/yard area; and
- narrowing of the Commercial Road carriageway, improvement of the streetscape and retention of cycleway.



Picture 3.28: The Volvo garage represents a prominent corner building at the junction of Commercial Road and Church Road



Picture 3.29: The BT Telephone Exchange building is disproportionate in size to its usage and represents a key redevelopment opportunity

<b>Roads and access</b>	<p><b>Road changes</b> The present access road to Prospect House B &amp; B would be upgraded and extended to open up the BT Telephone Exchange site for redevelopment. The Commercial Road – Church Road junction would be narrowed as would Commercial Road itself. A raised table junction could be introduced where St Gluvias Street meets Commercial Road.</p> <p><b>Parking</b> Shared resident parking should be provided to the front of houses (C and D) within the mews development. Parking on Commercial Road could be a variety of parallel and echelon parking. Staff/patron parking for building A would be to the rear, accessed off Church Road.</p> <p><b>Service Access</b> Service access to buildings B, C and D would be via the extended access point to Prospect House. The existing BT Telephone Exchange entrance would be closed.</p>
<b>Urban form</b>	<p><b>Height</b> Developments B, C and D would be 2 to 3 storey townhouses. Building A could be up to 3 to 4 storeys in height with possibly the north-western corner pushing 4 to 5 storeys in height.</p> <p><b>Landmarks</b> The corner of building A, sitting on the Commercial Road – Church Road junction, will be an important marker point into the area when travelling in a southward direction.</p> <p><b>Character</b> Busy mixed-use area on Commercial Road itself with development on the BT site being a quiet residential area. Given its prominence, building A needs to embody the key characteristics of the area and whilst possibly being contemporary in design should be sympathetic to its context.</p>
<b>Public realm</b>	<p><b>Street and squares</b> The pavement width on both sides of Commercial Road will be increased possibly to include boulevard tree planting on the western side.</p> <p><b>Connections</b> A new connection from the town centre to Commercial Road is made possible by the mews court development on the BT site. A new ramp and steps up would allow access from the site to the play park, main car park and town centre beyond.</p>
<b>Uses</b>	<p><b>Ground floor/upper floor</b> Building A is suited to retail and commercial uses, however, it would be possible to provide residential apartments on the upper floors. Buildings B, C and D are town houses/apartments (possibly student accommodation).</p> <p><b>Active Edges</b> An active edge is required onto Commercial Road.</p>



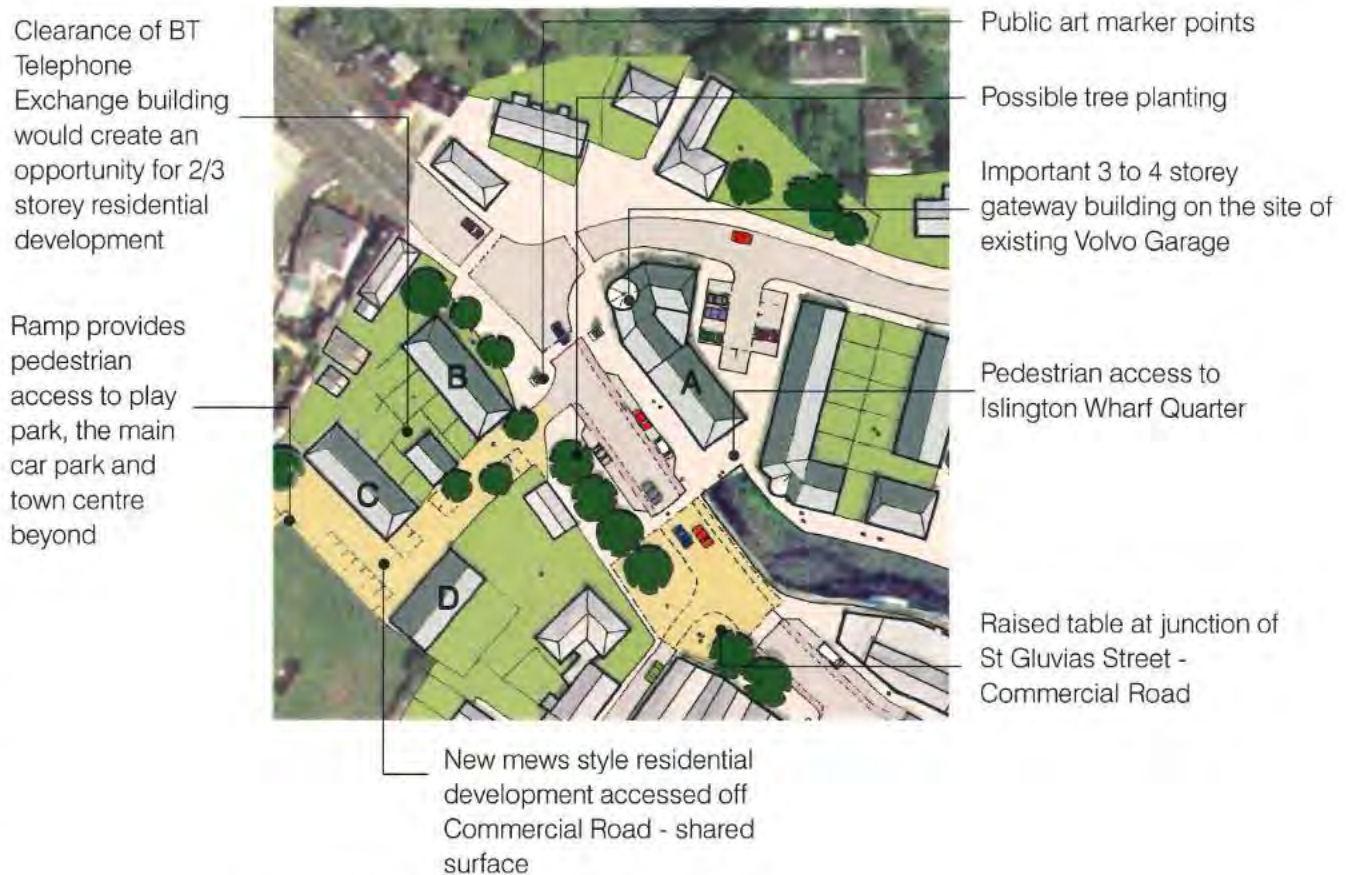


Figure 3.33: Preferred option for Northern Gateway

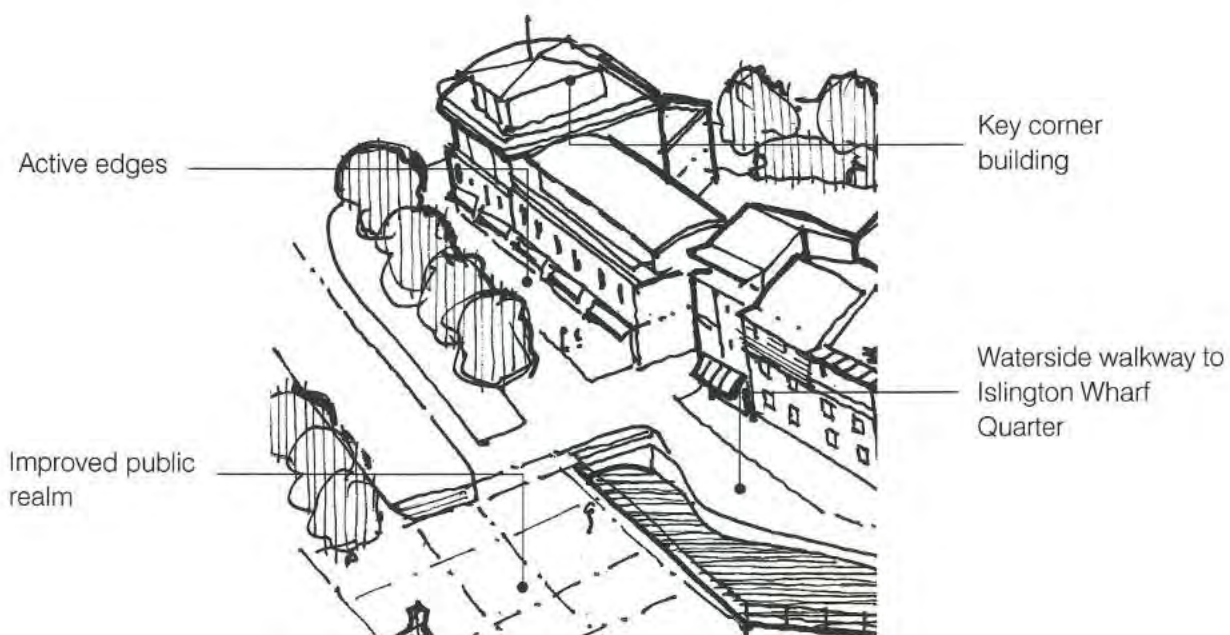


Figure 3.34: Birds-eye view of important corner building



COMMERCIAL ROAD QUARTER



Picture 3.30: Existing view from Commercial Road (south) northwards to the Southern Gateway Quarter



Figure 3.35: Impact of proposals on view to Southern Gateway Quarter from Commercial Road (south)



## ISLINGTON WHARF QUARTER

### 3.17 Area Strategy 12: Timber Yard

#### Objective:

long-term redevelopment of timber yard introducing a new level of activity and vitality into the Islington Wharf Quarter.

#### Key principles:

- development of part or all of timber yard (possibly retaining the existing waterside frontage);
- creation of a new waterside pedestrian route;
- improvement to Church Road pedestrian environment; and
- improvement in the physical relationship of areas that make up the Islington Wharf Quarter.



Picture 3.31: View along Penryn River, where it leaves its culvert, towards the Timber Yard (on the left) and Islington Wharf



Picture 3.32: The Timber Yard may be better suited to the out of town Kernick Industrial Estate



Picture 3.33: The character of Church Road should be considered in the design of any frontages onto it

Roads and access	<p><b>Road changes</b> None</p> <p><b>Parking</b> Resident and staff parking is provided in a central court (approximately 24 spaces). Further parking can be incorporated at ground level in townhouse developments.</p> <p><b>Service Access</b> Service access would remain as it is at present off Church Road</p>
Urban form	<p><b>Height</b> Development fronting the waterfront (A, B and southern end of C) could be up to 3 to 4 storeys high whilst those set back from the water should be broadly 2 to 3 storeys in height.</p> <p><b>Landmarks</b> None</p> <p><b>Character</b> Fine grained (relative to existing) waterfront development. A contemporary style of development would be appropriate for the waterfront whilst behind this frontage development needs to address Church Road and the scale and architectural style of its Listed Buildings.</p>
Public realm	<p><b>Street and squares</b> A new waterside promenade would connect the Northern Gateway area with Islington Wharf. A new footpath along on the southern side of Church Road (achieved by setting new buildings back from the road) would improve the pedestrian environment.</p> <p><b>Connections</b> The new promenade along the waterside is an important connection that is possible to achieve whether the existing frontage is retained or not. It does require the bridging of a small inlet.</p>
Uses	<p><b>Ground floor/upper floor</b> Whilst the waterfront development (A and B) could accommodate commercial or retail on the ground floor with offices above, residential may be more appropriate – protecting the Islington Wharf area (see 3.13) from unnecessary competition. Buildings C, D, E, F and G are likely to be entirely residential. Building E and A, requiring a double frontage, would be appropriate for apartments (possibly student accommodation).</p> <p><b>Active Edges</b> Active edge is required along the promenade. Active frontages onto the courtyard car park and Church Road itself are also important.</p>





Figure 3.36: Preferred option for the Timber Yard



Figure 3.37: Timber Yard option 2, retention of the Timber Yard's waterside frontage which is considered to have some architectural/historic value

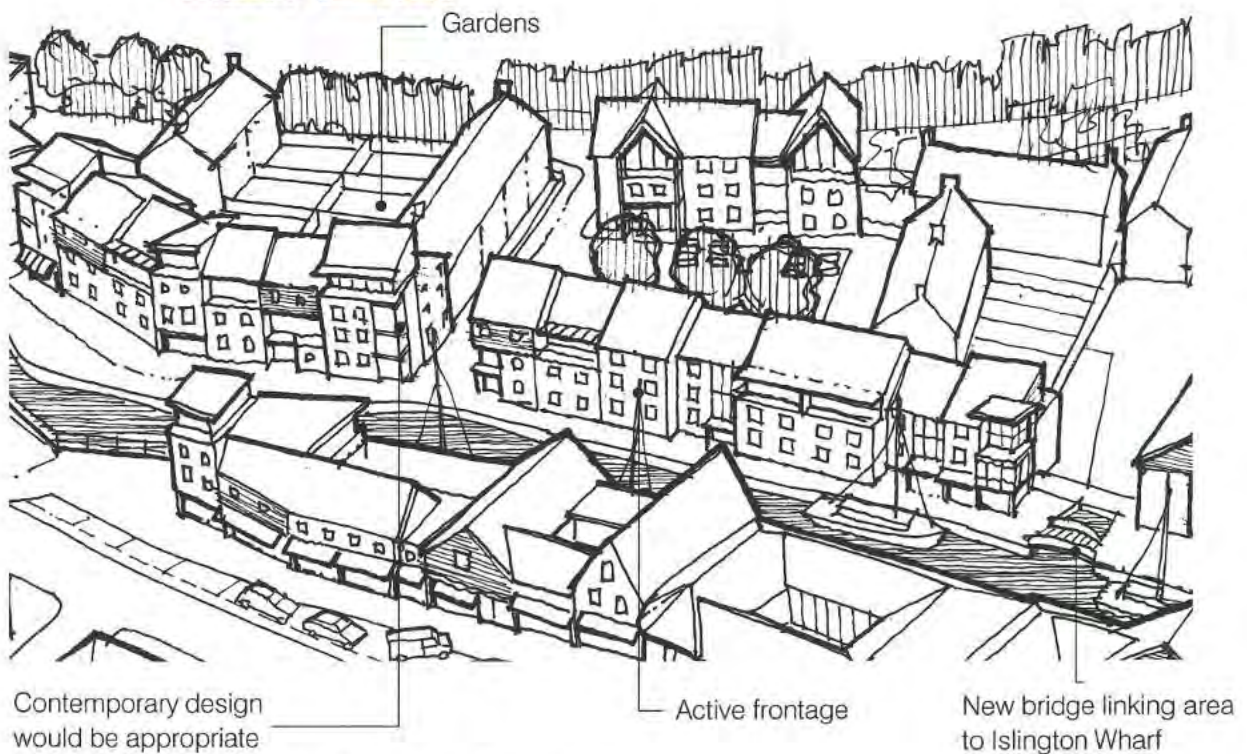


Figure 3.38: Birds-eye view of Timber Yard proposals



## ISLINGTON WHARF QUARTER

### 3.18 Area Strategy 13: Islington Wharf

#### Objective:

Protection and reinforcement of the area as an interesting maritime/arts based mixed-use area.

#### Key principles:

- improved connections between the Wharf and the Commercial Road area;
- possible introduction of a feature building;
- creation of a public space; and
- protection/development of small-scale marine/arts based businesses in the area.



Picture 3.34: Whilst retaining the marine-based activities and character Islington Wharf could be enhanced



Picture 3.35: The warehouse building offers commanding views down Penryn Creek

Roads and access	<p><b>Road changes</b> N/A</p> <p><b>Parking</b> The main visitor car park in the north eastern corner of the site is capable of accommodating up to 30 vehicles. Two further spaces could function as additional over-spill car parks.</p> <p><b>Service Access</b> Service access would be as at present.</p>
Urban form	<p><b>Height</b> Building A should not dominate/obscure views into or out of the Wharf and must therefore be no more than 2 storeys in height.</p> <p><b>Landmarks</b> N/A</p> <p><b>Character</b> Vibrant marine/arts based commercial area with an informal character reflective of its setting. The corner building (A), a possibility should the dry dock facility be rationalised, needs to reflect the character of neighbouring maritime buildings.</p>
Public realm	<p><b>Street and squares</b> The pavement on the southern side of Church Road should be widened. A new publicly accessible promenade is feasible along the water's edge. The walkway along Church Beach also needs upgrading to ensure it is accessible to all. It is possible that the buildings could be framed by a central space capable of performing a number of functions including a continued role as a dry dock as well as a car park, venue for markets and events and/or as a formal public square.</p> <p><b>Connections</b> In addition to the promenade along the waterfront, improved connections to Commercial Road would be achieved by constructing a footbridge over the Penryn River outlet.</p>
Uses	<p><b>Ground floor/upper floor</b> Existing uses (restaurant, fishmonger, art/craft studios/shops) should be protected and encouraged to expand. The corner building is ideally located to accommodate a café, a shop and/or artist workspaces.</p> <p><b>Active Edges</b> Edges onto the public space must be active. The corner building needs to have a dual aspect with an active frontage onto this space and the water.</p>



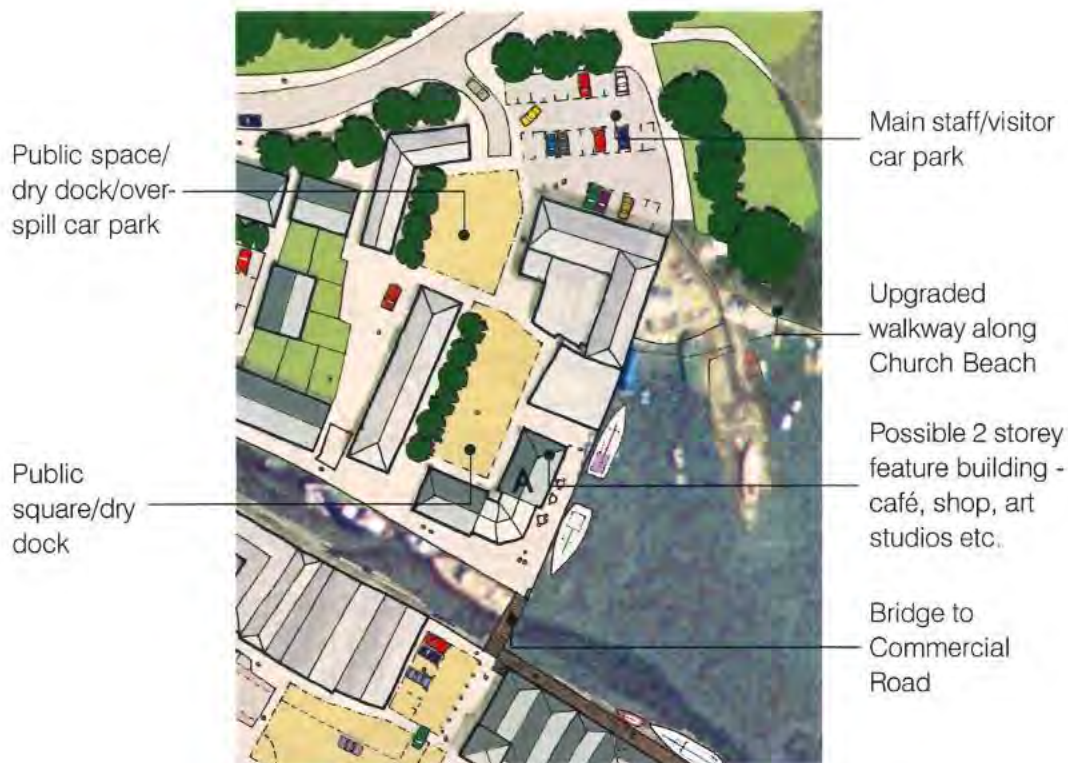


Figure 3.39: Preferred option for Islington Wharf



Figure 3.40: Islington Wharf option 2, without building A the area presently given over to dry docked boats could remain as such

Boats continue to be  
moored along quay side

Formal square framed  
by new and existing  
buildings

Active edge

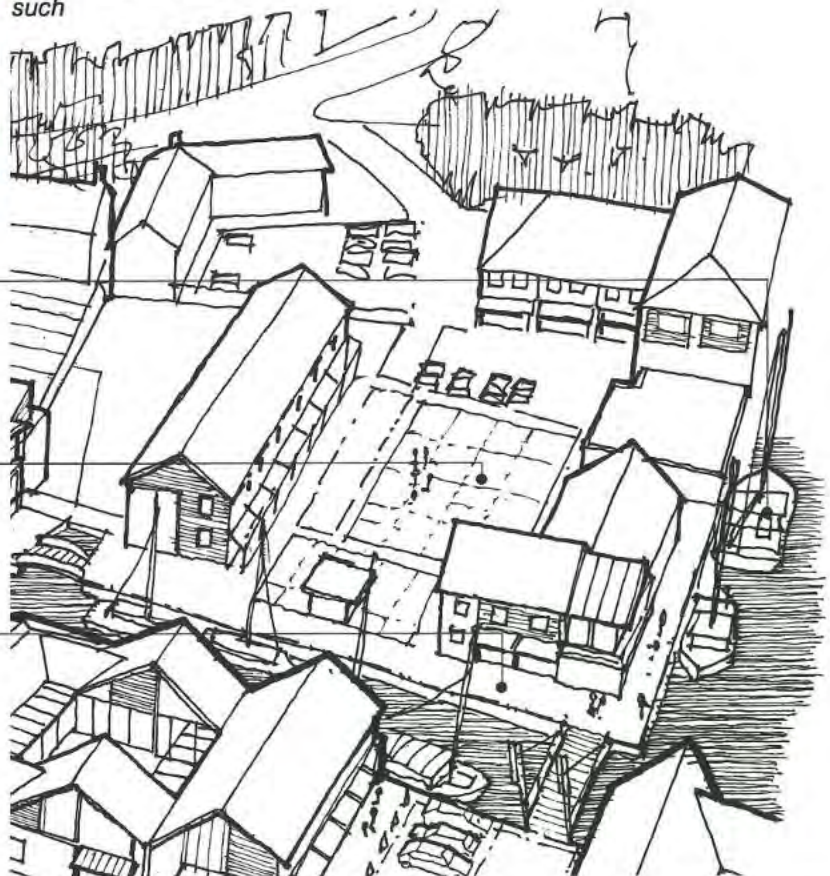
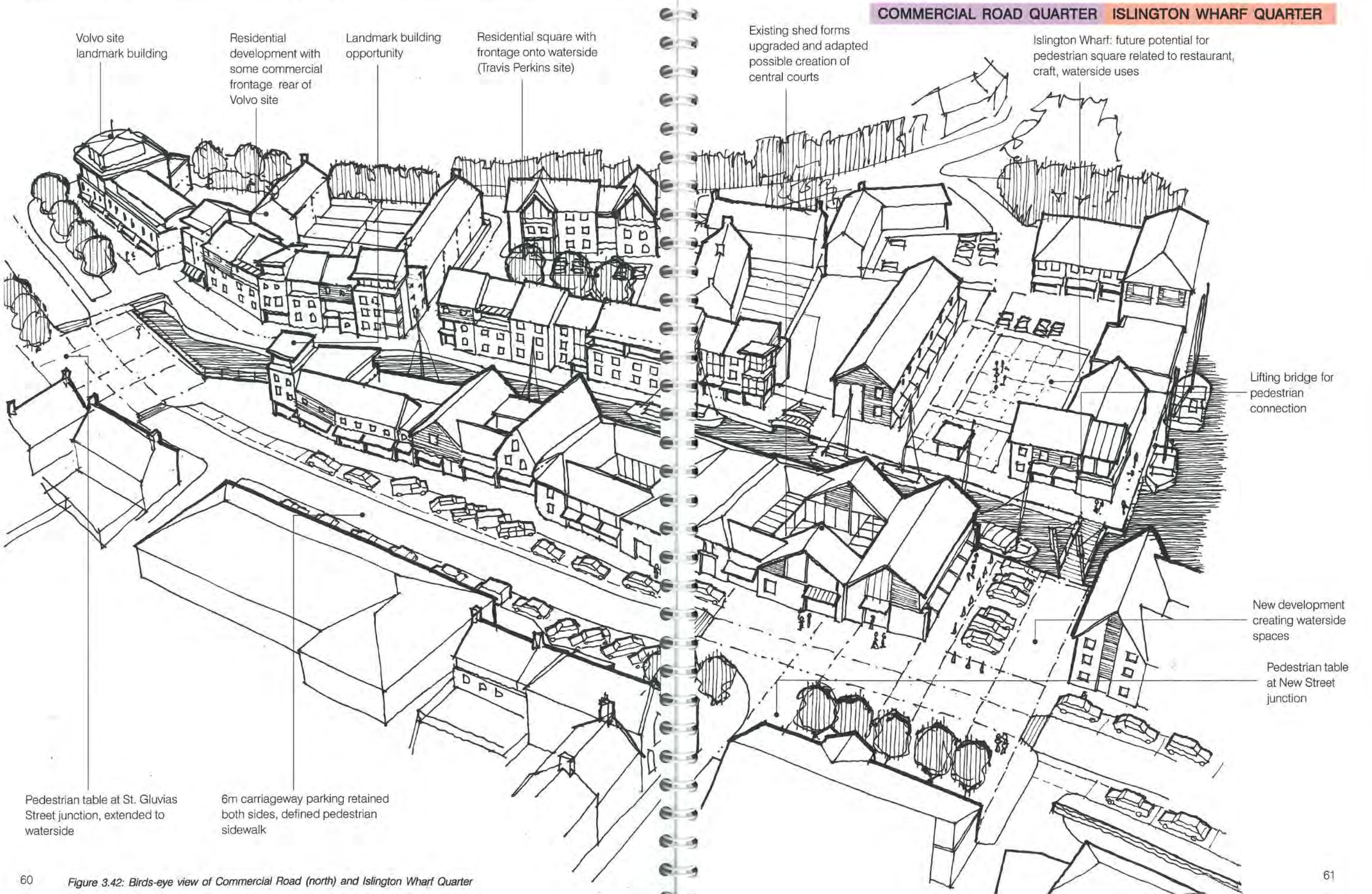


Figure 3.41: Birds-eye view of Islington Wharf





60 Figure 3.42: Birds-eye view of Commercial Road (north) and Islington Wharf Quarter



## 4.0 THE WAY FORWARD

### 4.1 What happens next, and who is going to do it?

4.1.1 The Urban Design Study/Development Framework is intended to help guide the future development and improvement of the Commercial Road area over the next decade. It consolidates the many ideas and proposals that have preceded it and provides the foundations upon which future detailed project-specific studies, proposals and funding bids can be developed.

4.1.2 The extensive public participation exercise undertaken in drafting the report should ensure that the local community and businesses are able to broadly subscribe to its key objectives and proposals. It is for the Council and its partners to continue with this iterative process of participation and consultation ensuring an ongoing sense of ownership and involvement in the regeneration process.

4.1.3 The Council and its partners should use the study as a promotional/lobbying tool in securing the commitment of the various funding agencies as well as private investors in the revitalisation of the study area and the wider town.

4.1.4 The implementation programme (Table 4.1) below seeks to establish broad priorities for action over a 10 year period. Projects are categorised into the time frame in which they would ideally be realised with short-term being 1 to 3 years, medium-term 3 to 5 years and long-term 5 to 10 years. Those projects capable of illustrating clearly that 'things are happening' and lifting investor confidence are considered as potential early win initiatives. The sequence in which initiatives are ultimately realised will, however, be determined by the close interrelationships of some projects, economic considerations and the expectations and needs of the local community and business. The programme will need to be constantly reviewed in this context.

*Table 4.1: Key projects implementation plan*

Key Projects	Priority	Lead agencies /partners	Possible funding bodies
<b>Anchor Wharf</b>			
• Anchor Warehouse Feasibility Study (refurbishment options including exploration of heritage interpretation centre proposals)	Short-term	P, CDC, EH, SWEDA, PV, PTC	P, SWEDA, HLF, GOSW (Obj1), WCTB
• Anchor Wharf Development/Design Brief	Short-term	P, CDC, SWEDA	P, SWEDA
• Anchor Wharf Square (possible design competition?)	Short-term	P, CDC, PV, PTC	P, SWEDA, PG
<b>Exchequer Quay</b>			
• Exchequer Quay Improvement Scheme (possible design competition?)	Short-term	CDC, PV, PTC, EH	CDC, SWEDA, EH, NOF
• New café building (design brief)	Medium-term	CDC	CDC, T, P
• Raised table across Commercial Road	Medium-term	CDC, CCC	CCC (LTP), CDC
<b>Watty's Wharf</b>			
• Redevelopment scheme (development/design brief)	Short-term	P, CDC	P, SWEDA
• New pontoons	Short-term	P, CDC, HM	P, SWEDA, PG
• Penryn Bridge improvements (design competition?)	Short-term (early win)	CDC, CCC, PTC, PV, SWA	CCC, CDC, PG, SWEDA, SWA



# COMMERCIAL ROAD, PENRYN: DEVELOPMENT FRAMEWORK

<b>Jubilee Wharf</b> <ul style="list-style-type: none"> <li>Development/design brief</li> </ul>	Short-term	P, CDC	P
<b>Quay Hill</b> <ul style="list-style-type: none"> <li>Opening up of bowling green as public space</li> <li>Landscaping (terracing) of grassed area (design brief)</li> <li>Narrowing of Quay Hill and streetscape works</li> <li>Formalisation of parking area</li> <li>Public Art Work</li> </ul>	Short-term (early win) Medium-term  Medium-term  Short-term  Medium-term	P, CDC  SWW, CDC  CDC, CCC P, CDC  CDC, SWA	CDC, NOF, SWEDA, T SWW, CDC, SWEDA, NOF CDC, CCC SWEDA P, CDC  CDC, SWA, SWEDA
<b>Commercial Road (South)</b> <ul style="list-style-type: none"> <li>Redevelopment opportunities (design/development briefs)</li> <li>New waterfront public/parking spaces (design brief)</li> <li>Raised table across Commercial Road</li> </ul>	Medium/long-term Medium/long-term Medium/long-term	P, CDC CDC, P CDC, CCC	P, SWEDA  CDC, SWEDA, P CDC, CCC (LTP)
<b>Commercial Road (North)</b> <ul style="list-style-type: none"> <li>Footbridge to Islington Wharf (Feasibility Study)</li> <li>Redevelopment opportunities (design/development briefs)</li> <li>New waterfront public/parking spaces (design brief)</li> <li>Raised table across Commercial Road</li> </ul>	Short-term (early win)  Medium/long-term Medium/long-term Medium/long-term	CDC, P  P, CDC CDC, P CDC, CC C	CDC, P SWEDA, GOSW (Obj1) P, SWEDA  CDC, SWEDA, P CDC, CCC (LTP)
<b>Below The Square</b> <ul style="list-style-type: none"> <li>Speculative housing development</li> </ul>	Long-term	P	P
<b>Old Police Station</b> <ul style="list-style-type: none"> <li>Speculative housing development</li> <li>Creation of public square/play park</li> </ul>	Long-term Long-term	P P, CDC	P CDC, NOF, T
<b>Car Park</b> <ul style="list-style-type: none"> <li>Employment Services building (development/design brief)</li> <li>Speculative housing development</li> <li>New link route to car park and Commercial Road</li> </ul>	Long-term Long-term Short/medium-term	CDC, P  P  CDC	P  P  CDC



<b>Northern Gateway</b> <ul style="list-style-type: none"> <li>Volvo site development/design brief</li> <li>BT Telephone Exchange site development/design brief</li> <li>Reworked Commercial Road – Church Road junction</li> <li>Boulevard tree planting</li> </ul>	Medium/long-term Short/medium-term Short/medium-term Short/medium-term	P, CDC P, CDC CDC, CCC CDC	P P CDC, CCC CDC
<b>Timber Yard</b> <ul style="list-style-type: none"> <li>Development/design brief</li> <li>Riverside promenade (design brief)</li> </ul>	Medium/long-term Medium/long-term	P, CDC P, CDC	P P, CDC, SWEDA
<b>Islington Wharf</b> <ul style="list-style-type: none"> <li>Feature building design brief</li> <li>Public square and general improvement works (design brief)</li> </ul>	Medium/long-term Medium-term	P, CDC P, CDC	P, SWEDA, P, SWEDA, GOSW (Obj1)
<b>Miscellaneous</b> <ul style="list-style-type: none"> <li>Building improvements</li> <li>Road narrowing, streetscape improvements, cycle way improvements</li> <li>Tidal sill feasibility study</li> <li>Waterside boardwalk</li> </ul>	Short-term Short-term Short-term Short/medium term	P, CDC CDC, CCC, PTC, PV CDC, PV, PTC P, CDC	P, CDC, HLF, GOSW (Obj1) CDC, CCC (LTP), SWEDA, P P, CDC, SWEDA, GOSW (Obj1) P, CDC, SWEDA, GOSW (Obj1), T, NCTB
<b>Strategic</b> <ul style="list-style-type: none"> <li>Carrick Local Plan Review - consideration of study recommendations</li> <li>Town Plan (currently being prepared by Penryn Town Council) – consideration of study recommendations</li> </ul>	Short-term Short-term	CDC PTC	N/A N/A



Funding and possible implementation partners/mechanisms	
Listed below are some sources of assistance that may be able to support aspects of the framework either in terms of funding (F) or implementation (I).	
CDC	Carrick District Council (F, I)
CCC	Cornwall County Council (F, I)
SWEDA	South West of England Development Agency (RDA) (F, I)
P	Private Investor (landlord, developer, tenant etc) (F, I)
GOSW	Government Office for the South West (Primarily Objective 1 ERDF funding) (F)
PG	Planning Gain (F)
NOF	New Opportunities Fund (F)
SWA	South West Arts (F)
WCTB	West Country Tourist Board
EN	English Heritage (I, F)
HLF	Heritage Lottery Fund – Townscape Heritage Initiative (F)
PV	Penryn Vision (I)
PTC	Penryn Town Council (I, F)
HM	Harbour Master
T	Trust Funds (inc. Shell, BG Group, Tudor Group, CO-OP) (F)
<p>Note 1. To apply for funding from any organisation, the project must fit exact requirements of the offered fund. Some of the project concepts may therefore need tailoring in order to meet varying eligibility requirements.</p> <p>Note 2. Potential SWEDA funding could, given the agency's broad remit and single funding programme, be used as match funding in a number of projects identified, especially where they contribute to meeting the objectives of the regional economic strategy.</p>	



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**APPENDICES**

**APPENDIX A: 2ND MARCH,  
PARTICIPATION WORKSHOP  
REVIEW**



## Workshop review

### Participative Workshop, 2<sup>nd</sup> March 2002

On the morning of Saturday the 2<sup>nd</sup> March a participative workshop event was held at the Temperance Hall, Penryn to which local community representatives, business people, students of Falmouth Art College and other interested parties were invited. In total some 28 people attended the session which was overseen by 5 facilitators representing Carrick District Council and the urban design consultants, Roger Evans Associates. The session provided an opportunity to engage key stakeholders in exploring issues relating to both Commercial Road and Penryn as a whole. The aim was to find areas of consensus on the key opportunities and threats, and to start to consider the various scenarios for the development and improvement of the area. The session also allowed Roger Evans Associates to augment their base data collection work of the previous week and provided a basis for the next stage of REA's work, the exploration of development options.

The morning began with an introduction from Terry Grove White, Carrick District Council, followed by a brief PowerPoint presentation by Rob West of Roger Evans Associates, explaining the purpose of the morning and providing some initial stimulus material with images of the study area and surroundings.

#### First Group Session: S.W.O.T and Issues

In the first of two round table group sessions people (split into four groups) were asked to focus on issues using SWOT analysis as a broad structure for discussion. The objective of the exercise was to get groups' views on issues that the project must address/achieve. A target of 10 issues – the "10 Commandments" – was sought.

The key recurring issues raised by the groups from the SWOT analysis are summarised as follows;

#### Strengths

- Historic character and architecture of the town
- Views both from and into the town (including those recently opened up at Jubilee Wharf)
- Waterfront
- Transport links particularly by road to neighbouring towns
- Exchequer Quay as a public space

#### Weaknesses

- Traffic along Commercial Road and problems of speeding
- Lack of open space
- Parking, both on the road and in the designated car parks
- Lack of tourist facilities (accommodation, shops and attractions) and profile
- Lack of pedestrian access to water and difficulties in crossing Commercial Road
- Tidal nature of Penryn River which restricts its usability and attractiveness

#### Opportunities

- Combined Universities of Cornwall
- The Bridge as a gateway feature
- Anchor Warehouse
- Jubilee Wharf
- Town's heritage (possibilities for historic trails, museums etc.)
- Local artisan community

#### Threats

- Lack of funding to realise projects
- Lack of 'student experience' in supporting a significant student population
- New housing, its implications for property prices and its potential dominance over community/employment uses
- Competition from Falmouth and Truro





## 10 Commandments

There was a good consensus about issues the groups wished the project to deal with. The top 10 issues are listed below, and the number of groups that identified each issue is shown in brackets;

1. Resolution of traffic issues on Commercial Road (volume, speed, HGV usage, pedestrian crossings) (4)
2. Creation of gateways (buildings and spaces) at the northern as well as southern entrance to the study area (4)
3. Improved public access to and utilisation of the waterfront (4)
4. Improved partnership working both between businesses, and between businesses and the local community (3)
5. Promotion of mixed-use development and the fostering of specialist marine, artisan and university related businesses (3)
6. Restoration and redevelopment of the Anchor Warehouse and surrounding site and development of Jubilee Wharf (2)
7. Provision/improvement of public space (2)
8. Management of opportunities brought about by the University, exploiting the positive consequences of its development whilst mitigating the possible negative impacts (i.e. increased house prices and parking requirements) (2)
9. Improving existing buildings of architectural value and encouraging new high quality architecture
10. Provision of youth facilities, responding to local needs.



Group 1

SWOT

University Town  
width + length — potential for enhancing  
History + Character — Tourism  
Potential  
Views — (Waterfront)  
Business (G2)  
Employment source — Business Centre  
Waterfront  
Cafe on quay  
£ Andon Got Potential  
Traffic Link between Two / Falmouth  
Potential

Weaknesses

- Traffic — Speed / wrong kind Traffic by
- Width — Speed
- Apology
- Communication with Business
- Town has lost its heart
- No walking space / crossing
- Lack of Green Space
- Parking
- Out of Town Shopping
- Loss of School for Centre
- Lack of Community facilities
- NO Tourist ~~settling~~ accommodation Business
- Lack of Linkage between Areas
- Access to pedestrian Areas
- Pub not a feature
- Traffic Humps
- Muddy Beach

Opportunities

- Water (water / tourism)
- Bridge — new road / way
- Anchor
- ~~Water~~ Water front — don't reach
- Width of road / water — made in Great
- opportunity for Green / blue lines — Lake
- Traffic Calming — Street Market
- Heritage / Museum — Falmouth to Falmouth
- SureStart — like live in the heart
- Sensory Garden / Hub — have potential for
- Bus stop / Bus — Small Business
- Historic sites — connection to Falmouth
- Green Trail — opportunity to provide route
- Young people — shopping park / ramp
- University / Hotels of Falmouth
- Sports day at Bottom of Bay
- Green to Anchor — link to Falmouth
- Falmouth — related to Carrick — a contrast

Threats

Carrick District Council

- Highways
- Lack of finance
- Misrepresentation
- Falmouth
- Thrive
- Lack of Student experience
- Two Districts
- Traffic
- Change
- Lack of ownership
- Property values
- Loss of People who cannot afford to live — Affordable housing

Group 2

<p><u>S</u></p> <p>Water access architecture outlook Scale bridge (gate way) quay</p>	<p><u>W</u></p> <p>not 'on the map' car parking traffic lack of open space tidal river Pedestrian access money lacks character</p>
<p><u>O</u></p> <p>Obj One University water</p>	<p><u>T</u></p> <p>at of county develops University</p>



Group 3

STRENGTHS

SPRAYS DOWN THERE NOT TO BE  
FLOODING NOT A PROBLEM  
FLOODING NOT A PROBLEM  
FLOODING NOT A PROBLEM  
FLOODING NOT A PROBLEM

OPPORTUNITIES

THE BRIDGE IS A KEY FEATURE  
HARBOUR IS A KEY FEATURE  
HARBOUR IS A KEY FEATURE  
HARBOUR IS A KEY FEATURE  
HARBOUR IS A KEY FEATURE

WEAKNESSES

ACCESS TO THE WATER  
THE QUALITY OF THE WATER  
THE QUALITY OF THE WATER  
THE QUALITY OF THE WATER  
THE QUALITY OF THE WATER

THREATS

TOURISTS  
MONOPOLY BY ONE GROUP  
COMMERCIAL DEVELOPMENT  
AND COMMUNITY DEVELOPMENT  
MISMANAGEMENT OF THE AREA  
LOSS OF THE AREA  
LOSS OF THE AREA  
LOSS OF THE AREA

Group 4

STRENGTHS	WEAKNESSES
VARIETY	TRAFFIC
SPACE ON RIVER	LACK OF JOB OPPORTUNITIES
SPECIALIST COMMERCIAL ACTIVITY	TIDAL RIVER
LANDSCAPE ON EAST SIDE OF RIVER	PEDESTRIAN CROSSING
MUSEUM	AVAILABILITY HOW HIGH
TOWNSCAPE - GEORGIAN PENRYN	AGEING POPULATION
STRONG ARTISTIC COMMUNITY	HARD TO LAUNCH A SMALL BOAT
	SMALL BUILDING TO SUPPORT BUSINESS

OPPORTUNITIES	THREATS
ANCHOR WAREHOUSE	MOTOR CAR
UNIVERSITY	INDUSTRIAL ESTATE
JUBILEE WHARF	DEVELOPERS PREFER HOUSING
PENRYN COLLEGE	
ESTABLISH SPECIALIST BUSINESS E.G. BOOKS/MAPS	
HERITAGE/CONSERVATION TRAILS	
CONCEPT OF 'ARTISTAL MARKET TOWN'	
OUTLET FOR ARTISTIC COMMUNITY	



## 10 Commandments

- ### ISSUES
- ① LACK OF BUSINESSES IN PENRIN
  - ② RESOLUTION OF TRAFFIC ISSUES
  - ③ LACK OF FACILITIES
  - ④ OPEN SPACE
  - ⑤ PENRIN GATEWAY
  - ⑥ WATERSIDE FEATURES / ACCESS
  - ⑦ ARCHITECTURE
  - ⑧ UNIVERSITY IMPACT
  - ⑨ YOUTH FACILITIES

- ### COMMANDMENTS
1. IMPROVE PARKING
  2. PUBLIC ACCESS TO WATERFRONT
  3. COMMERCIAL RD. MUST REMAIN SUCCESSFUL COMMERCIALITY
  4. MARINE-BASED DEVELOPMENT
  5. BETTER USE OF THE RIVER
  6. IMPROVE COMMUNICATION BETWEEN BUSINESS & RESIDENTIAL COMMUNITIES
  7. FLEXIBILITY OF USES
  8. FOSTER THE ARTISTIC COMMUNITY
  9. GET HGVs OFF COMMERCIAL RD.
  10. NORTHERN GATEWAY?

- ### 10 PRINCIPLES
- MUST HAVE PROPER PARTNERSHIP OF COMMUNITY + BUSINESS + AGENCY
  - MUST ~~DEVELOP~~ DEVELOP A MIXTURE OF USES IN THIS AREA - NOT ONE WORD - MORE VITALITY
  - IMPROVE ACCESS TO THE WATER - PROMOTING / BUILT UPON / BUSINESS
  - DIVERSIFICATION OF SCALE OF BUILDINGS - ARCHITECTURAL STYLE - ROADS + SPACES
  - LINK FROM ROAD TO TOWN CENTRE
  - REASON FOR RESIDENTS TO GO DOWN TO COMMERCIAL ROAD - NEW USES - PUBLIC SPACE
  - LINKING LAUNCH BEACH TO THE TOWN
  - IMPROVE CIRCULATION AND PROTECTION / TRAFFIC CONTACT
  - GATEWAY NEEDS MARKING OUT - LOCAL BUILDING RESIDUE - ANCHOR - OR SPACE - DO NOT MISS THE OPPORTUNITY

- ### 10 Principles
- Anchor / Jubilee Wharf + Bridge
  - Northern Gateway
  - Traffic Management + Environmental Enhancement
  - Pedestrian Link → Green link to develop link
  - Link to the water / Access to the water
  - Community + Business Involvement / Partnership / Education
  - What The Youth Want
  - Understanding and Providing a good University Experience
  - Grasp The Commercial Opportunities Now
  - The University
  - Holiday Arrangements / Hotel



## Second Group Session: Generation of Ideas

In the second round table session groups were asked to respond to the issues, using them as a brief for an ideas exercise.

Plans of the study area were provided and groups were encouraged to draw up how elements of their 'wish-list' for the project might be achieved.

Key ideas that the drawings illustrated were:

- A pontoon/bridge over the Penryn Creek connecting Church Beach with Commercial Road
- Protection/enhancement of Exchequer Quay as public space with development restricted to small-scale office, cafe, and kiosk. Retention of working boats.
- Provision of public space on Jubilee Wharf either as part of new development or taking up the site in its entirety
- Provision of a public boardwalk/pontoon along the entire length of the Commercial Road waterfront
- Improvements/replacement of the existing bridge
- Pedestrian crossings at strategic positions along the Commercial Road
- Retention and refurbishment of Anchor Warehouse with development and public space provision on surrounding site
- New links or fingers from Commercial Road to the waterfront, in some cases requiring the demolition or remodelling of existing buildings
- New links i.e. via a bridge to Islington Wharf
- Upgrading of the walkway along Church Beach
- Removal of some of the area's worst buildings i.e. the Job Centre, BT Telephone Exchange.

- Creation of public space landscaped areas along the southern side of Commercial Road.
- Introduction of student accommodation, pubs, restaurants, maritime and arts related businesses, workshops and office space.

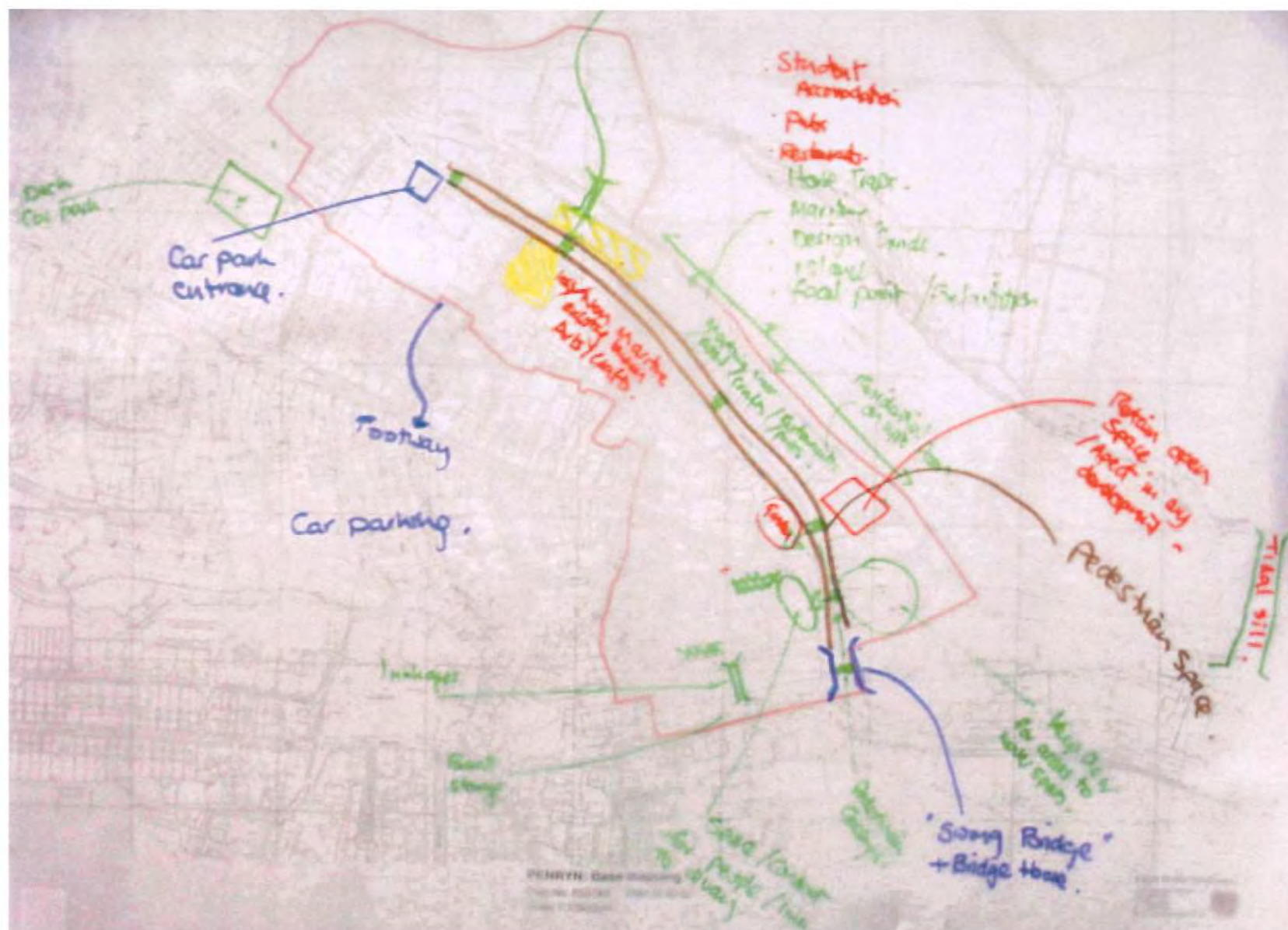
Issues and ideas generated by the workshop are to be considered in the next stage of the work identifying options for the development and improvement of the Commercial Road area.



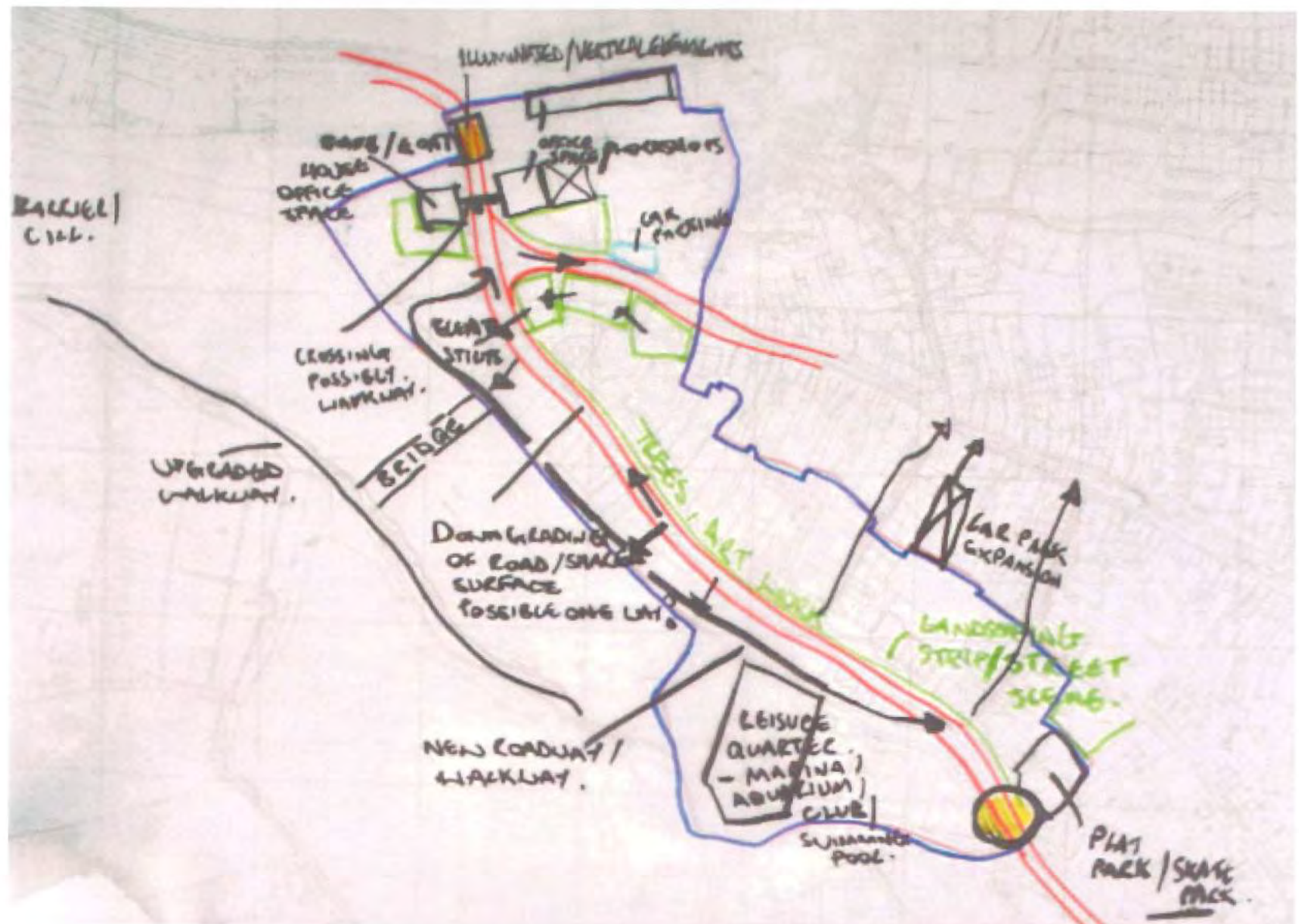




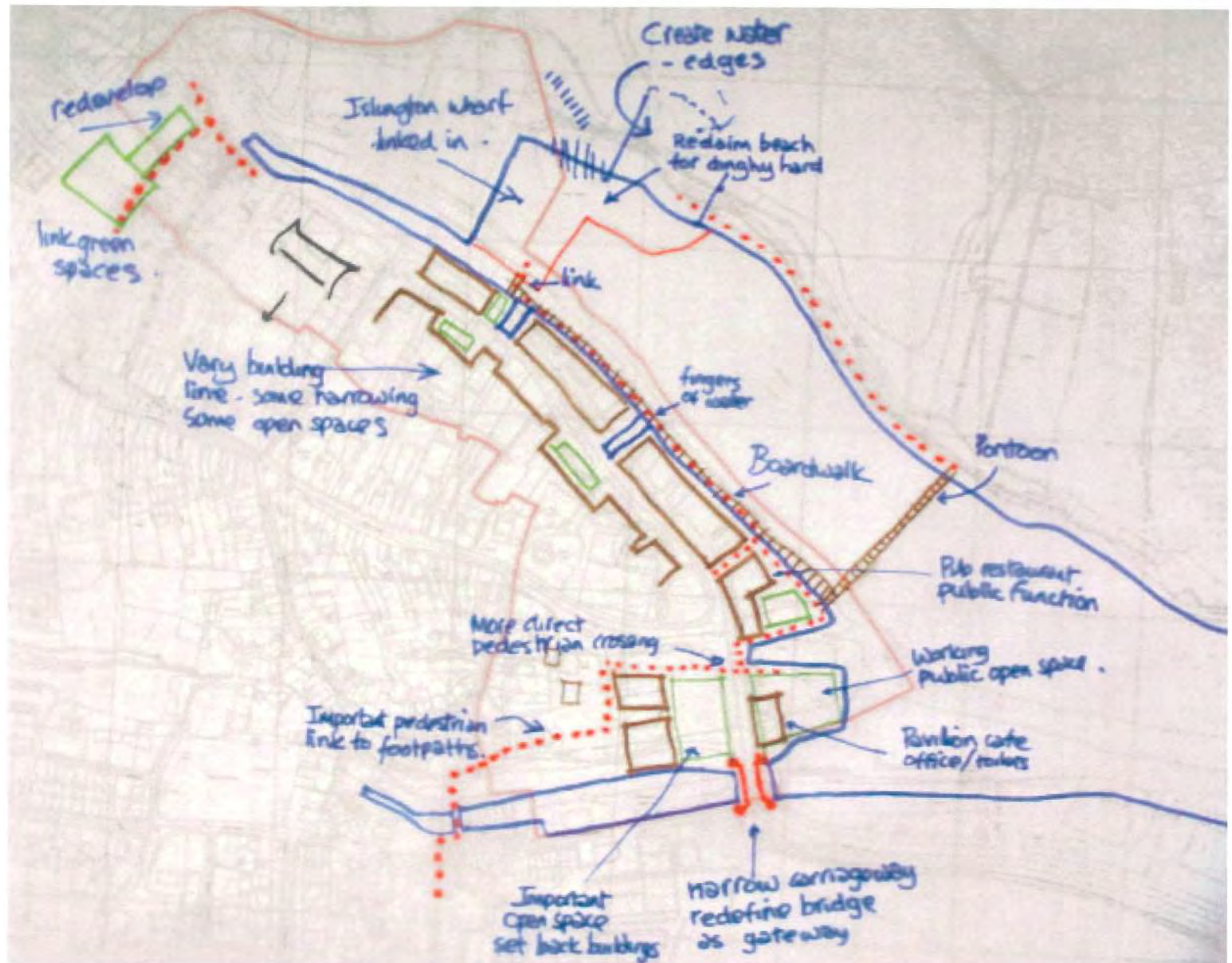














## APPENDIX B: INVENTORY OF KEY SITES AND BUILDINGS IN THE COMMERCIAL ROAD AREA

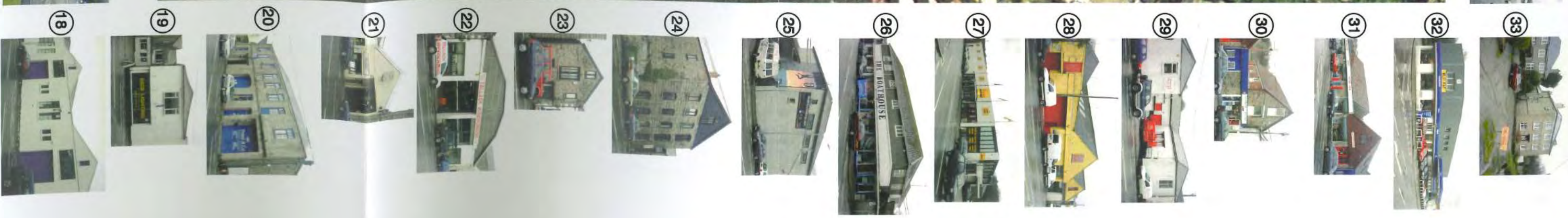
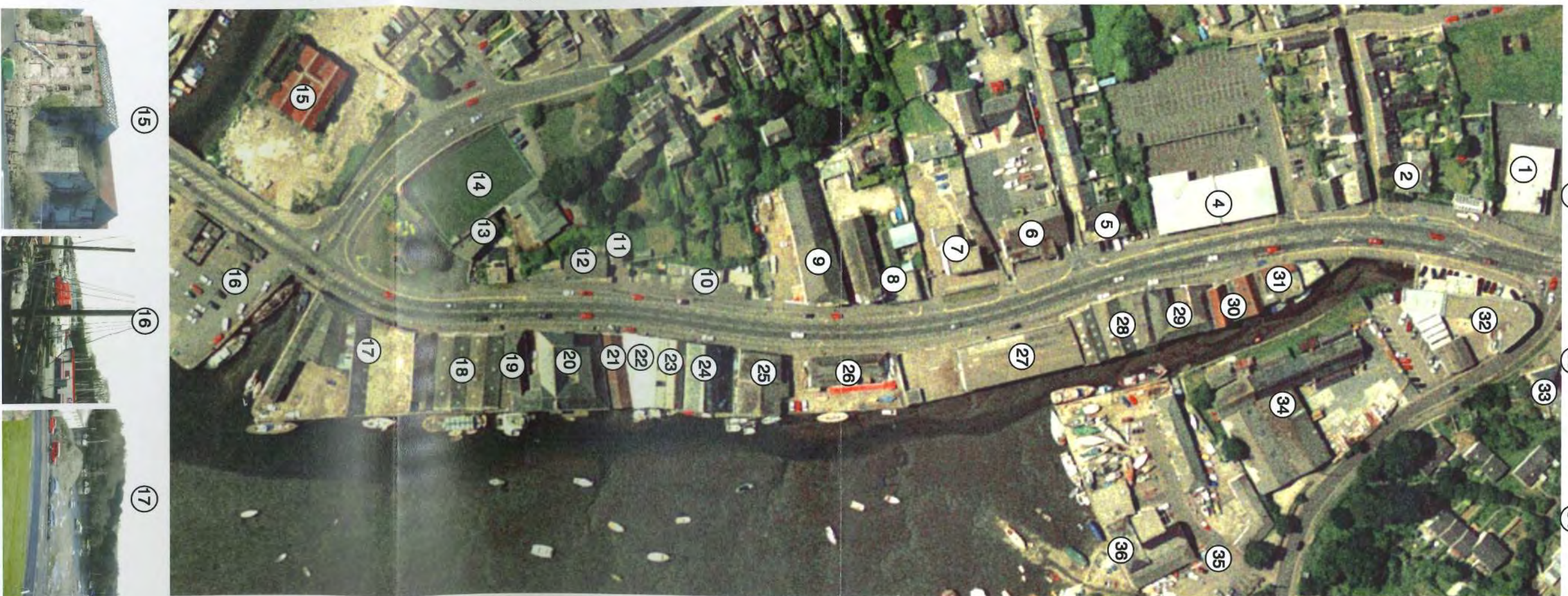
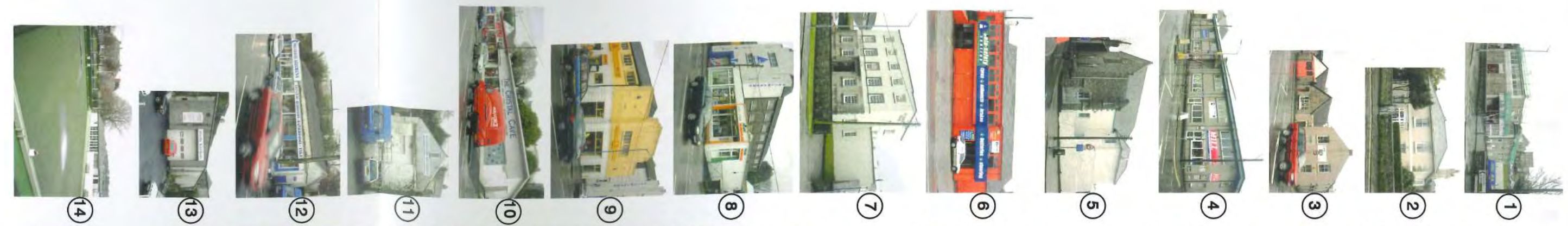
- |     |   |     |   |
|-----|---|-----|---|
| 1)  | 1960s telephone exchange. In use. Bland office block, two and three storeys. Development opportunity.   | 11) | 'Waterside Kitchens'. Pre-1880. White painted stone gabled front facing Commercial Road with corrugated sheet to first floor above ground floor stonework.*   |
| 2)  | 'Prospect House B & B'. Grade II listed house.  | 12) | 'Waterside Kitchens'. Bathroom and tile shop. In use. Modern ground floor shopfront to 1930's single storey range with corrugated sheeting to roof. Rendered walls.   |
| 3)  | 'Exco'. In use. Two storey former house now offices and 19th century single storey pair of workshops/stores with two steeply pitched gables to Commercial Road.*(part)  | 13) | 'Duchy Kitchens'. 1960s warehouse now joinery shop. In use. Single storey industrial building of no merit.  |
| 4)  | Rectangular 2 storey block of 7 bays with shallow pitched roof. 3 uses - Job Centre/ Employment services, Mills Auto Supplies (car accessories), Duchy Financial Advisors (Accountants).  | 14) | 1960s single storey clubhouse for bowling green. Unattractive building in very prominent location but fulfilling a social function.   |
| 5)  | Freemasons Hall. In use. Pre-1880. 2 to 3 storey. Important in views down New Street and along Commercial Road.*  | 15) | Anchor Warehouse. Redundant former bone meal and fertiliser works. 1840s. 2/3 storey. Grade II Listed landmark building.*   |
| 6)  | 'National Tyre and Exhaust Centre'. In use. Pre-1880. Substantial stone warehouse with shallow pitched roof covered in concrete tiles. South elevation from New Street very important. The ground floor has been extended with 1960s 2 storey shops/workshops.* | 16) | Exchequer Quay. Town Quay constructed in 1670s. Continues to have an important civic function. Granite quay walls are listed.   |
| 7)  | St. Mary's House. Former Police Station. 1930s neo-Georgian offices. Three storeys. Flat roof. 5 windows wide. Sash windows.  | 17) | Jubilee Wharf. Former coal yard. Now demolished.  |
| 8)  | 8.A 'SKB Sales'. In use. 1930s. Large building with prominent three storey façade in Art Deco style to Commercial Road.   | 18) | 'Sterling Wharf' formerly 'A. E. Monsen'. In use. 1930s. Substantial former warehouse. Symmetrical front of 2 storeys, with two gables to Commercial Road, of painted render. Double door entrances underneath each gable. Double gables also overlooking Penryn Creek.*  |
| 8)  | 8.B 'Frame Warehouse'. In use. 1960s single storey flat-roofed shop. 1930s pitched roof behind.   | 19) | 'GNGB Lighting Shop'. Vacant. Pre-1880. 2 storeys, L-shaped with courtyard between it and Pound & Co building. Shallow hipped slate roof. Rendered front to Commercial Road with modern ground floor shop front. Good 2 storey stone elevation to Penryn Creek continuing (almost) line of Pound & Co building.*  |
| 9)  | 'Hewden Hire Centre'. In use. Large, prominent 1930s building with Art Deco front to Commercial Road painted white and yellow. Large car park to side with important views up to trees in the rear gardens of houses in Broad Street.                           | 20) | 'Pound & Co'. In use. Mid 19th century. Listed Grade II. Rectangular plan. Substantial 2 storey frontage to Commercial Road. Granite ashlar front with plinth, string course and keyed elliptical arches; hipped grouted scantle slate roof behind plain coped ashlar parapet. Original ground floor wide doorway with arched head plus two modern doorways at either end.*(part) |
| 10) | 'The Crystal Cane' and 'Motor World'. 1930s single storey shops.  |     |   |



## COMMERCIAL ROAD, PENRYN: DEVELOPMENT FRAMEWORK

- |   |   |
|---|---|
| <p>21) 'Truro Glass'. In use. 19th century warehouse with gables to Commercial Road and the creek, much altered. Rendered walls, pantiled roof, van entrance to Commercial Road.</p> <p>22) 'Tallack Windscreens'. In use. 20th century warehouse with gable to Commercial Road and hipped end to the creek. Corrugated sheeting roof. Small section of stone on creek elevation but otherwise a building of no architectural value although it does fit into the pattern of warehouses along the quay.</p> <p>23) In use. Much smaller building than no. 24 but presumably in same ownership as also converted to office. 2 storeys with gable to street. Rubble stone and slate roof. Stone gable to Penryn Creek. Important in its relationship with the listed building adjacent.</p> <p>24) 'Carrick Business Centre', former warehouse, now offices/workshop units. Listed Grade II Pre-1880. Deep rectangular plan. 3 storeys, three windows plus loading door to each floor facing Commercial Road. Rock-faced granite ashlar front with plinth, string courses and keyed segmental arches; timber front gable to road with wide horizontal timber boards. Dry slate roof and 20th century brick stack near front left corner. Modern two light windows.</p> <p>25) 'Falmouth and Penryn Sea Scouts'. In use. Front section shown on 1880 map, but much altered. 3 storeys with modern cladding and just a few small windows at third floor level facing Commercial Road. Shallow pitched hipped roof covered in concrete tiles. Behind this building, which lies parallel to Commercial Road, are a number of lean-to sheds, single storey, covered in the same tiles.</p> <p>26) 'The Boat House' chandlers. In use. Pre-1880. Double pile, 2 storeys, set along edge of pavement. Shallow pitched roof with hipped ends, covered in artificial slate. Front elevation - pebble dashed first floor with modern shop front beneath. Obtrusive deep fascia to Commercial Road. Windows to first floor c. 1900. Large boat/ car storage area between building and edge of creek.</p> | <p>27) 'Furniture Warehouse'. In use. c.1970s. 3 storey flat roofed store/shop clad in corrugated sheeting. Sits on stone walls to Penryn Creek. Customers' car park.</p> <p>28) 'Falcon Couriers'. In use. 2 storeys. Three ranges. Timber boarding to first floor and to gables facing Penryn Creek. Some stone and modern sheeting material facing Commercial Road. First range has hipped ends. Other two ranges have gabled ends. All have corrugated sheeting roofs. This range of buildings is a mixture of 19th century warehousing, overlaid by modern accretions which although carried out using 20th century materials, produces a group whose general bulk and form is in character with the surrounding area.</p> <p>29) 'Falmouth Divers Ltd'. Pre-1844. In use. 2 storeys. Rendered to Commercial Road, stone to Penryn Creek. Shallow pitched roof with hips to Commercial Road. Indented courtyard facing Commercial Road.</p> <p>30) 'Seaways'. In use. 19th century warehouse at right angles to Commercial Road with gabled second floor and pantiled roof. Stone walls.</p> <p>31) 'Toymasters'. In use. 19th and 20th century. Single storeyed stone building set parallel to Commercial Road, with 1970s single storey flat roofed extension. Main block slightly truncated on Commercial Road corner. Second block has a gable to Commercial Road, and both have pantiled roofs.</p> <p>32) 'Kessells' Volvo Garage. In use. 1970s. Flat roofed. 2 storeys. Prominent blue canopies.</p> |
|---|---|
- \* buildings targeted in Townscape Heritage Initiative







## APPENDIX C: COMMERCIAL ROAD BUSINESS SURVEY SUMMARY DOCUMENT

### Penryn Business Survey

The following information is based upon 30 completed questionnaires (27 of which are from Commercial Road Businesses = 75% of businesses on Commercial Road). Clearly much more detailed analysis will follow but this information illustrates the answers to each individual question.

#### ALL RESULTS ARE PERCENTAGES

#### Section 1 - Background Information

Q4 Which of the following categories would best describe your business? (Please tick)

Local Independent 77%

Multiple (Part of a larger group) 23%

Q5 Do you own the freehold for the building from which you currently operate? Yes 43% No 57%

Q6 What is the main function of your business? (Please tick as many boxes as necessary) (All answers = %)

Manufacturing	20	Wholesale	17	Service Provision	23
Construction	3	Retail	40	Leisure	3
Distribution	17	Finance / Property	7	Marine Related	30
Garage / Motor Trade	10	Warehousing / Storage	7	Other (Please Specify)	17

#### Section 2 - Current Operation

Q7 How long has your company been in operation / operating from these premises?

a) been in operation?	0-1 yrs	3	2-5yrs	23	6-10 yrs	20	11+ yrs	53
b) in these premises?	0-1 yrs	7	2-5yrs	47	6-10 yrs	17	11+ yrs	30

Q8 How many staff does your company currently employ? (Please include the proprietor if applicable)

a) Full Time (over 20 hrs / week)	1-5	67	6-10	13	11-15	10	16+	10
b) Part Time (under 20hrs / week)	1-5	40	6-10	0	11-15	0	16+	0

Q9 Does your business currently take any energy saving or waste management measures e.g. Energy efficient appliances, recycling of waste etc.? (Please tick the relevant options below & provide details)

Yes 33%

No 67%

Q10 Does your business currently use technology to help with operations?

Email	80	Buy / Sell over Internet	43	Have web site	83
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# COMMERCIAL ROAD, PENRYN: DEVELOPMENT FRAMEWORK

Project Management Packages  Accountancy Packages  None

Would additional technology equipment, training or advice help your business to operate more effectively?

Equipment	Yes	37%	No	63%
Training	Yes	43%	No	57%
Advice	Yes	37%	No	63%

## Section 3 – Recent Company History

**Q11** How has your company performed in the last 3 years? *(Please tick one box for staff employed and one box for turnover)*

<b>Staff Employed</b>	Increased	<input type="text" value="60"/>	No Change	<input type="text" value="23"/>	Declined	<input type="text" value="17"/>
<b>Turnover</b>	Increased	<input type="text" value="63"/>	No Change	<input type="text" value="20"/>	Declined	<input type="text" value="17"/>

**Q12** Do the staff you employ need to possess any particular skills? *(Please tick as many boxes as appropriate)*

Information Technology	<input type="text" value="57"/>	Literacy	<input type="text" value="43"/>	Specialist Skills	<input type="text" value="80"/>
Communication Skills	<input type="text" value="50"/>	Numeracy	<input type="text" value="47"/>	Other (please state below)	<input type="text" value="17"/>

No Problems Recruiting = 3%

**Q13** Do you find it difficult to recruit staff for any reason?

Cost of advertising	<input type="text" value="13"/>	Lack of candidates	<input type="text" value="23"/>	Lack of skills	<input type="text" value="40"/>
Other (please state below)	<input type="text" value="7"/>	No Difficulty	<input type="text" value="37"/>		

**Q14** Have you or any of your staff undertaken any formal training?

In the last 12 months?	Yes	67%	No	33%
In the last three years?	Yes	77%	No	23%

**Q15** Would you like either yourself or any of your staff to undertake any formal training in the future?

Yes 77% No 23%

If Yes – What form would you like the training to take?

College based one off course	<input type="text" value="20"/>	Over the Internet / Cd-Rom	<input type="text" value="30"/>
College based day release	<input type="text" value="17"/>	Through Correspondence Course	<input type="text" value="17"/>



# COMMERCIAL ROAD, PENRYN: URBAN DESIGN STUDY

At your Premises

37

In their own time

10

## Section 4 – The Future

**Q16** What plans do you have for your business over the next 3 years?

<b>Staff Employed</b>	Increase	73	Stay the same	23	Decline	4
<b>Turnover</b>	Increase	80	Stay the same	20	Decline	0

**Q17** Are there any constraints which mean you are unable to achieve your plans?

Finance	23	Lack of business advice	3
Lack of space	7	Staff skills shortages	13
Premises not suitable	17	Business planning	7
Marketing	20	Economic conditions	17
Lack of equipment	10	Declining market	20
Staff travel to work problems	3	Other (Please state below)	20

**Q19** Do you currently work with other local businesses to help reduce your costs e.g. joint waste recycling, collaborative marketing, shared storage etc?

Yes 50%

No 50%

**Q20** If it were proven to be beneficial, would you be interested in working with other businesses to try and reduce costs to your business?

Yes 73%

No 27%

## Section 5 – The Wider Environment

**Q21** Please state how you feel about the following statements

	Agree	Disagree	Don't Know	Not Relevant
Current levels of passing traffic are good for my business	40	23	0	37
A lower speed limit would be good for my business	43	17	3	37
HGV traffic should be limited to servicing only	47	27	13	13
There is enough designated car parking in the area	43	50	0	7
The way on street parking is organised is acceptable	53	37	0	10



## COMMERCIAL ROAD, PENRYN: DEVELOPMENT FRAMEWORK

More people walking by my business would be helpful	53	17	0	30
The area is generally clean and tidy	60	33	7	0
I do not think my business is at risk from crime	40	53	7	0
Public realm improvements would benefit my business	67	13	10	10
Increased public access to the waterfront would help	80	13	3	3

### Section 6 – Additional Information

**Q22** Is your business a member of the Port of Penryn Chamber of Commerce?

Yes 13% No 87%

**Q23** Is your business a member of any other regeneration partnership, if yes please state?

Yes 27% No 73%

Other Groups \_\_\_\_\_

**Q24** Would you be interested in future consultations on the regeneration of Penryn?

Yes 93% No 7%

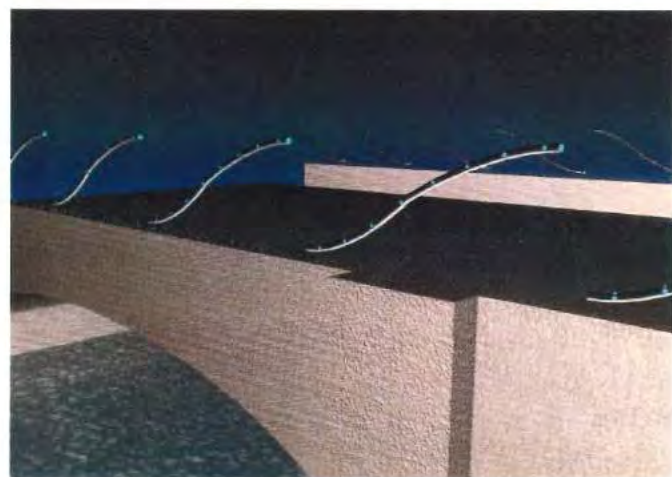
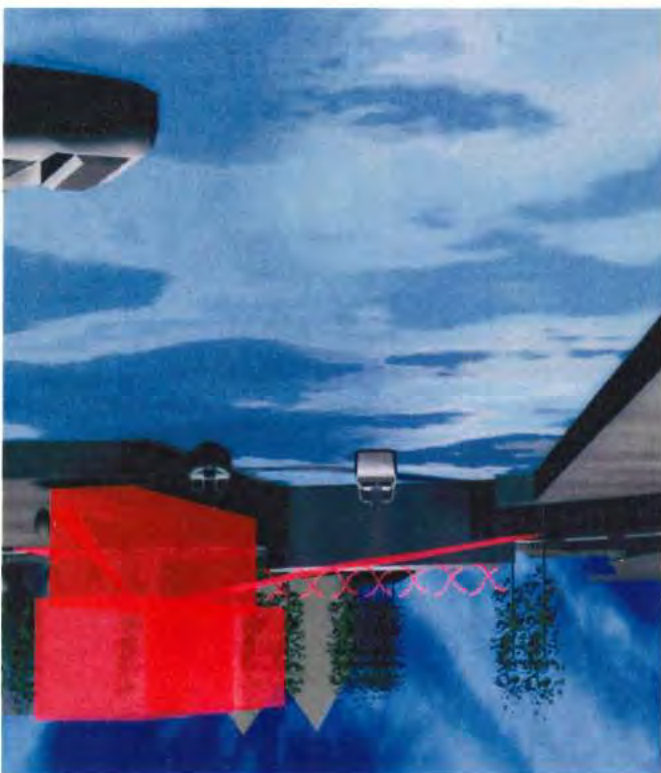
**Q25** Would you like to receive a copy of the results of this survey?

Yes 90% No 10%



## APPENDIX D: FALMOUTH COLLEGE OF ART STUDENT PROJECT - PENRYN GATEWAY

During the spring of 2002 2nd year students on the B.A (Hons) 3D Design and Spatial Design course at Falmouth College of Art undertook a complimentary piece of work exploring design possibilities for the the southern gateway to Penryn. Many of their ideas (as seen below) helped shape the final study recommendations.



### 3D Design

Anthony Greenwood  
Lynne Abbot  
Micke Ormonroyd  
Peter Spilsbury

### Spatial Design

Alex Green  
Pia Fernando





## APPENDIX E: EXAMPLES OF GOOD PRACTICE IN TRAFFIC CALMING



*Borehamwood: Traffic is calmed in the high street, reducing traffic speeds to a steady, calm and safe 20mph. Drivers willingly give way to pedestrians at each of the informal crossing places.*



*Borehamwood: Flat top hump to slow traffic down and help pedestrians cross; combined with a narrow carriageway and wide central island.*



*Hennef, Germany: Flexibility within the narrow carriageway*