

1 Tiverton Town Centre Regeneration

MASTERPLAN AND INVESTMENT PROGRAMME

Introduction

Tiverton Town Centre Masterplan and Investment Programme is a key regeneration project that Mid Devon District Council (MDDC) has commissioned to enhance the economic prospects of the town and provide a clear strategy to make sure Tiverton builds on its existing qualities and assets to meet its full potential as a thriving market town.

The council is keen to focus on delivering the masterplan and assisting the regeneration of the town centre. It owns a large proportion of land that could be made available to help kick-start improvements with other land owners and investors. The council is eager for the local community to have a key role in the development of the masterplan and the future of the town centre.

This is an opportunity for you to comment on the draft options.



What is this about?

This is part of the stage 1 public consultation to raise wider awareness of this town centre regeneration project to test opinion on the draft options, and gain feedback from the local community, businesses and key stakeholders to help shape the final masterplan and investment programme for the town centre. Further public consultation will be undertaken before the masterplan is finalised.

When did it begin?

In December 2016 the council commissioned planning and design consultants, WYG and property experts Thomas Lister to prepare the masterplan and investment programme. The project began fully in January 2017 and a series of consultation events have been held to engage with stakeholders of the town, including setting up a steering group to help guide the project and feed information back to the wider public. This is the first formal public consultation event on the draft proposals and it will run for six weeks. A second public consultation event will be held on the full master plan report and implementation programme before it is adopted by the council as a Supplementary Planning Document, to guide and shape future planning decisions in the town centre.

What is the masterplan and what will it do?

The masterplan will provide the spatial framework for the town centre helping to guide future development. The draft master plan will be supported by an action plan and implementation programme to help start the regeneration of Tiverton town centre.

Why is this happening?

The town centre has and is still facing a number of challenges and needs a clear vision for the future to help secure investment and create a vibrant town centre and 21st century market town. Past projects have attempted to do this with limited success due to the lack of joined up thinking and an overarching approach.

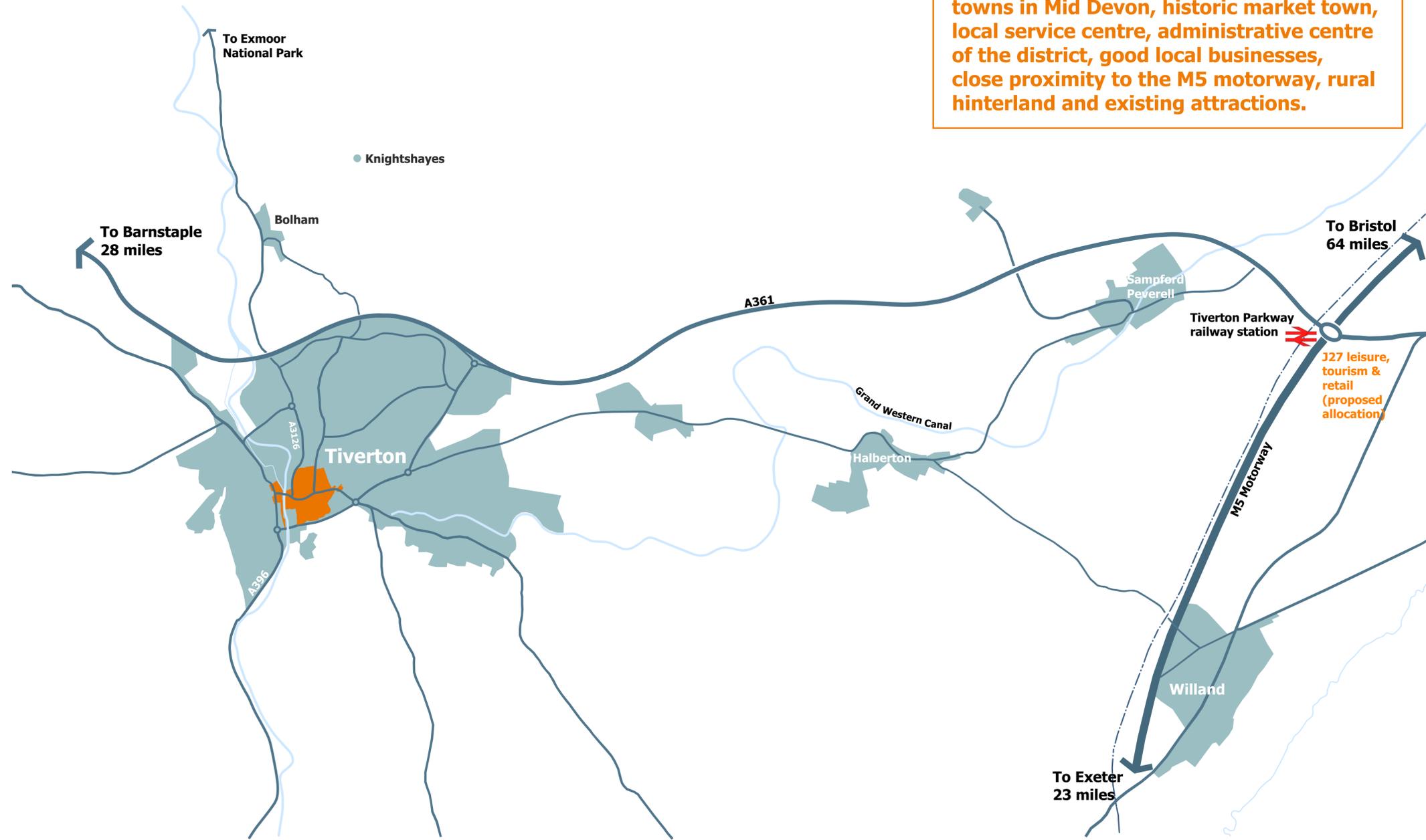
The study area

The aerial photograph above highlights the study area boundary, which this masterplan focuses on and includes West Exe, the River Exe riverside, the core town centre and eastern gateway.

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BACKGROUND

Tiverton today



Population c22,000, one of three main towns in Mid Devon, historic market town, local service centre, administrative centre of the district, good local businesses, close proximity to the M5 motorway, rural hinterland and existing attractions.

Key assets

The environment – framed views of the historic streets; the River Exe and Lowman that wrap the town; the green slopes of Exeter Hill, the Castle and St Peters, and more.

The Pannier market – historically embodying the Town’s entrepreneurial spirit and the regional character of Mid Devon.

The independent shops – range, diversity and distinctiveness alongside the big names too.

Cultural offering – cinema, theatre, churches, New Hall, library, civic offices, performance spaces.

Convenient parking – at every end of the town.

Key issues facing the town centre

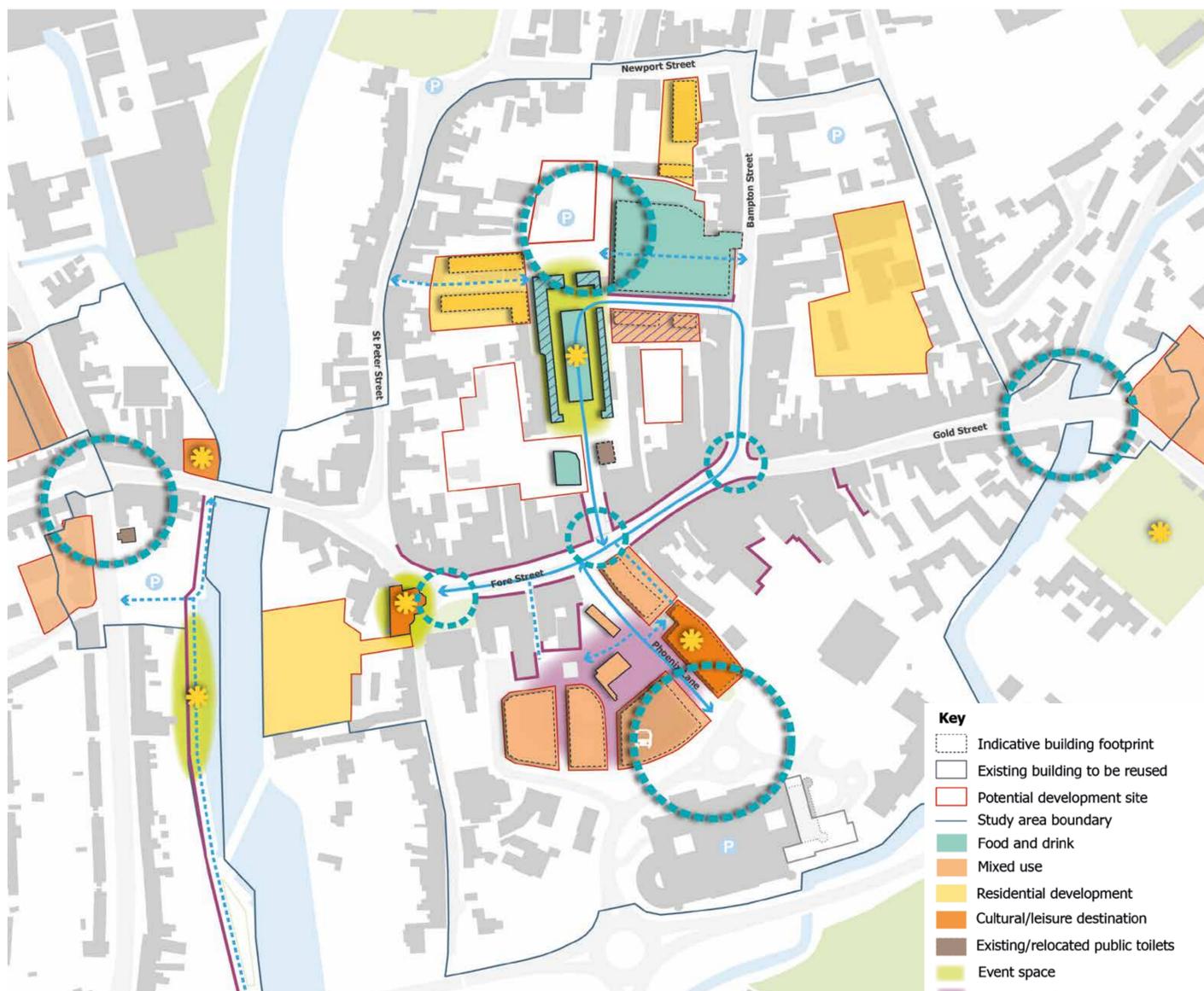
- Lack of vibrancy and vitality
- Competing nearby local centres
- Local people shopping elsewhere
- Outflow of retail spend; set to increase
- Parking costs more than at competing locations in some areas of town
- Environment is historically rich, but does not offer a continuous experience of quality
- Town centre layout is not conducive to maximising footfall
- The Pannier Market is looking tired
- Narrow retail offering
- Limited night time economy
- Limited property market demand.



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VISION AND OBJECTIVES

The Vision: Tiverton is preparing to transform into a 21st Century Market Town. The town will grow in size and have a population of more than 30,000. There are already a number of projects identified for change and development in the town centre, Tiverton Eastern Urban Extension, and Tiverton Community Arts Theatre. The challenge is to grow Tiverton without losing the intimacy and character of a market town, but providing all the arts, culture, education, leisure you want in a thriving town over the next fifteen years.



The vision will be delivered over the next fifteen years through a range of projects and town centre initiatives, which together will create a vibrant and distinctive market town.



To do this Tiverton needs:

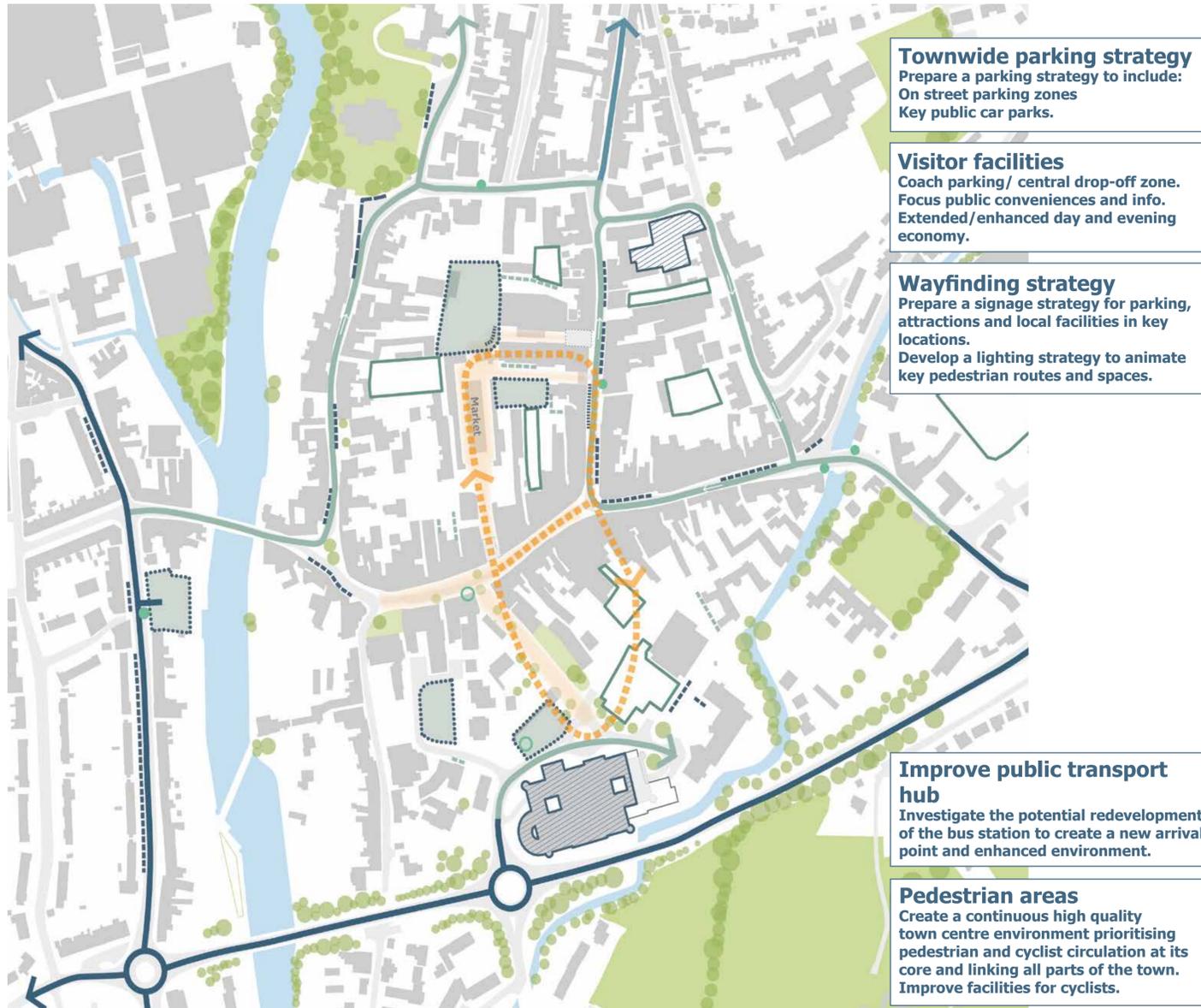
- **A great environment**
- **Ease of movement** (and a small retail loop to get the most out of every visitor – expanded footfall from the same number of people!)
- **A vibrant market**
- **Inviting gateways**
- **An expanded cultural programme**
- **An active waterfront**
- **An expanded/new cinema**
- **Larger retail footprints**
- **An enlarged residential component**
- **Quality public and greenspaces.**

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TOWN CENTRE INITIATIVES

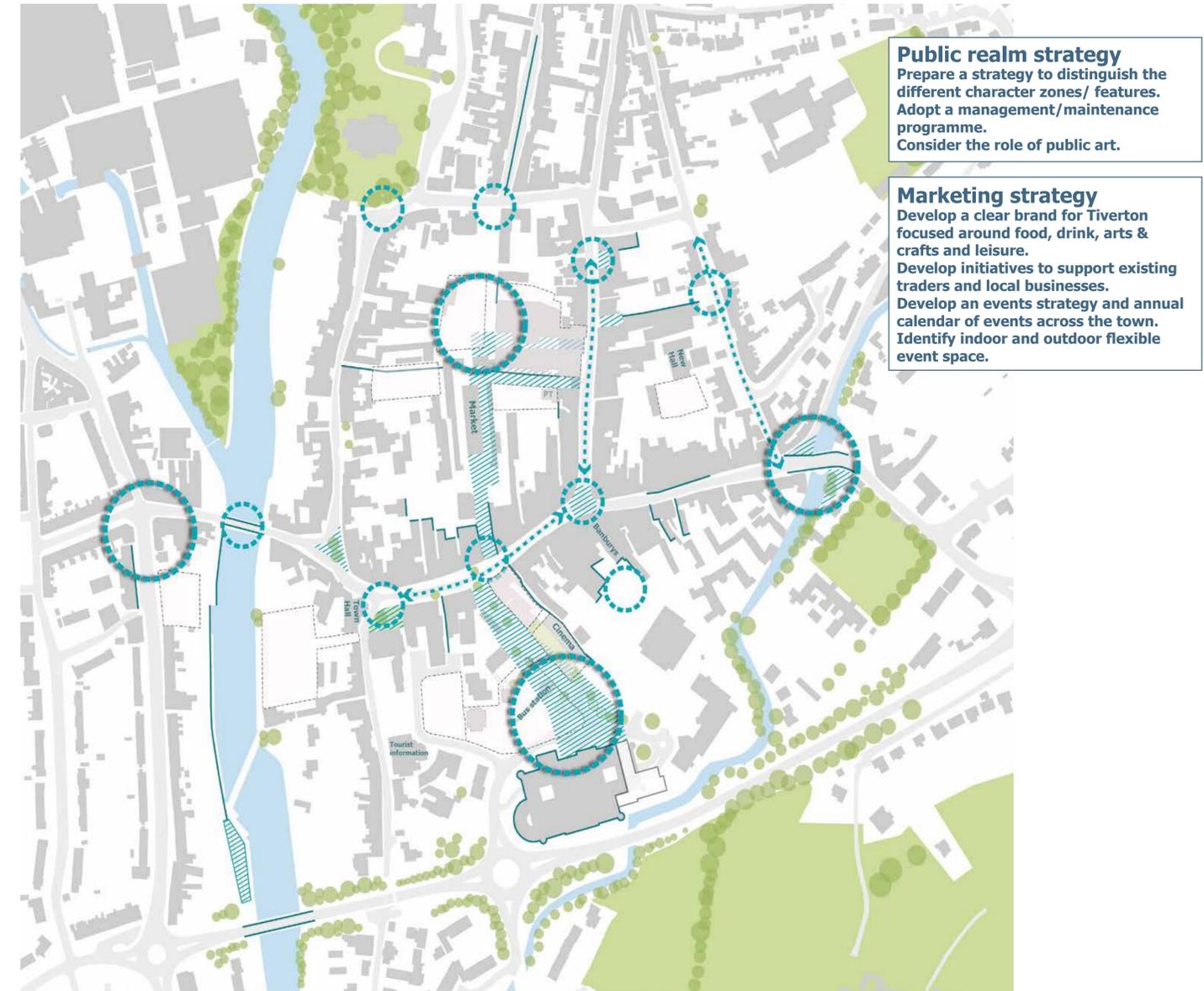
Accessibility

Tiverton town centre - an easily accessible destination with good road connections to the surrounding villages, towns and cities, train stations and airports, pedestrianised areas and a one-way system to control traffic in and around the town centre, a walkable town with high quality public realm and cycle routes.



Identity

Tiverton town centre - a quality market town and destination. With attractive gateways and pauses within the town centre creating an appropriate sense of arrival and quality environment, adding variety to the different characteristics of the town. The design of the public realm, must combine to give a unified place with special character areas focusing on food, craft, shopping and leisure.



Current issues for the town

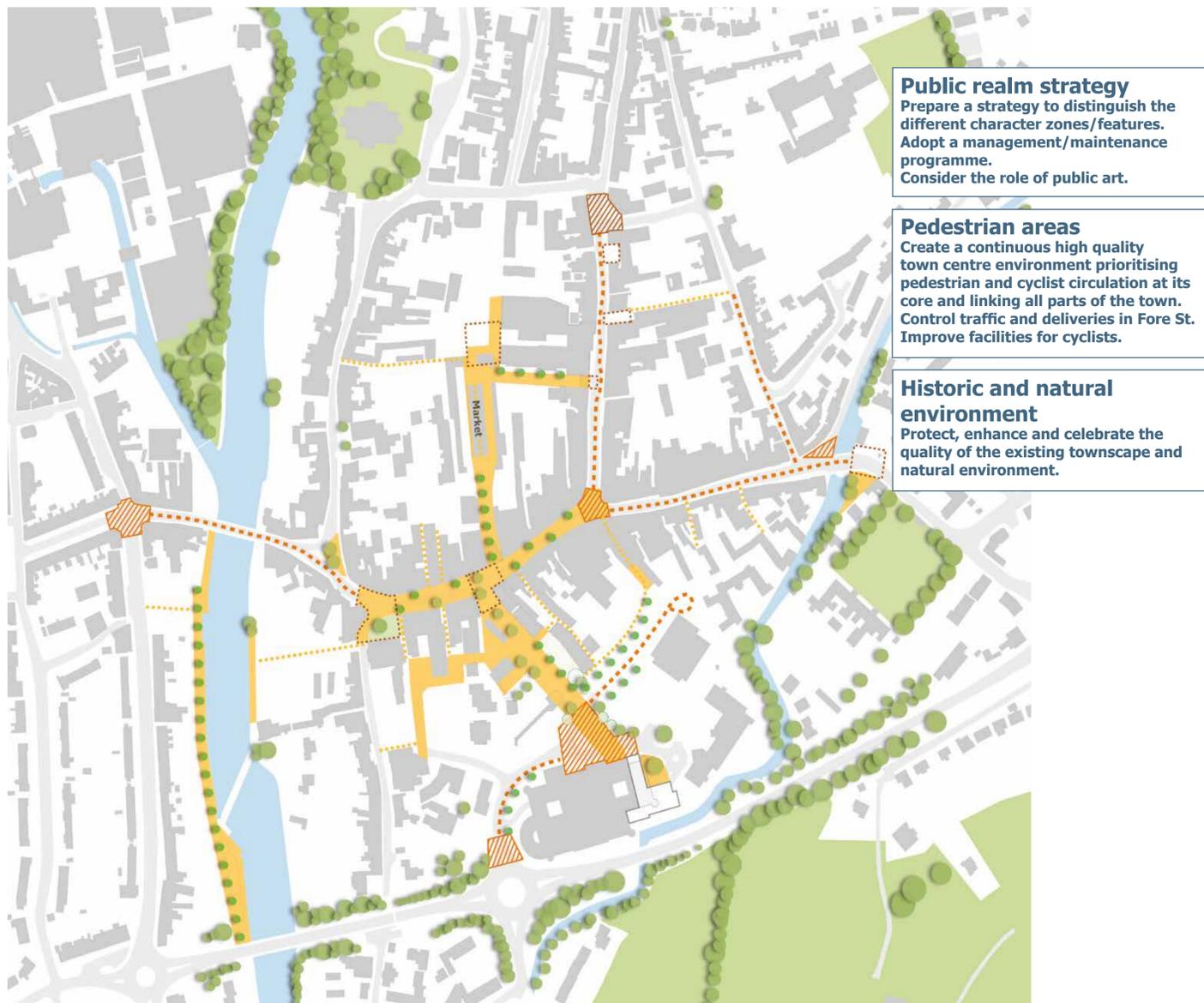
Disconnected from existing train station.
Better connections to nearby shopping centres.
Poor quality public realm and facilities.
No clear signage or legible routes.

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TOWN CENTRE INITIATIVES

Environment

Tiverton town centre - a distinctive, high quality market town set within the wider landscape of Mid Devon. A place that accommodates a variety of activities and experiences for a range of user groups from shoppers to walkers, workers to tourists. The streets and spaces include key features and historic buildings, open views, townscape and riverside.



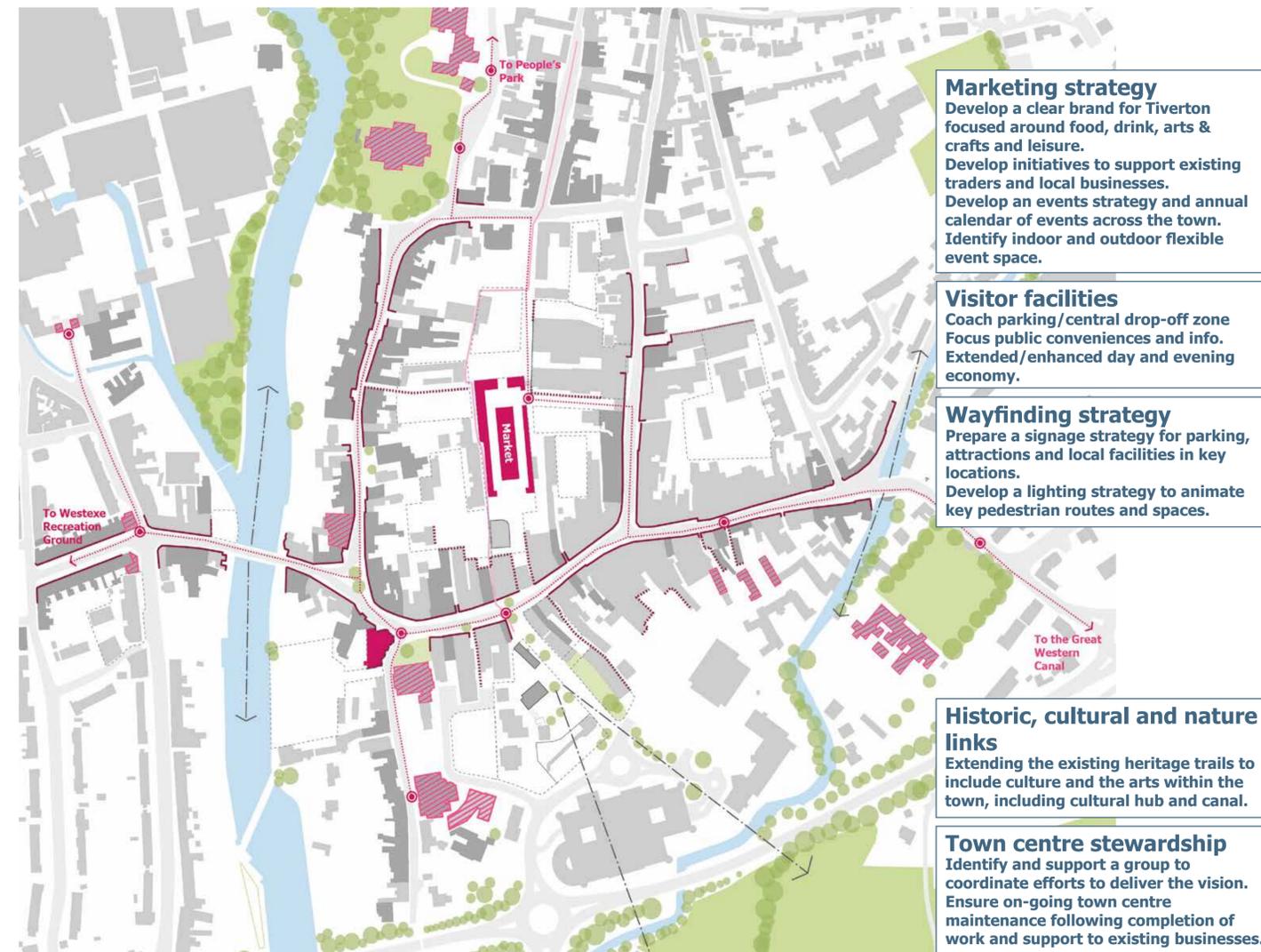
Public realm strategy
Prepare a strategy to distinguish the different character zones/features. Adopt a management/maintenance programme. Consider the role of public art.

Pedestrian areas
Create a continuous high quality town centre environment prioritising pedestrian and cyclist circulation at its core and linking all parts of the town. Control traffic and deliveries in Fore St. Improve facilities for cyclists.

Historic and natural environment
Protect, enhance and celebrate the quality of the existing townscape and natural environment.

Quality

Tiverton town centre - a quality shopping and recreational destination in Devon. An improved environment offering a range of facilities for local people and visitors. A high quality public realm to enhance the historic setting.



Marketing strategy
Develop a clear brand for Tiverton focused around food, drink, arts & crafts and leisure. Develop initiatives to support existing traders and local businesses. Develop an events strategy and annual calendar of events across the town. Identify indoor and outdoor flexible event space.

Visitor facilities
Coach parking/central drop-off zone. Focus public conveniences and info. Extended/enhanced day and evening economy.

Wayfinding strategy
Prepare a signage strategy for parking, attractions and local facilities in key locations. Develop a lighting strategy to animate key pedestrian routes and spaces.

Historic, cultural and nature links
Extending the existing heritage trails to include culture and the arts within the town, including cultural hub and canal.

Town centre stewardship
Identify and support a group to coordinate efforts to deliver the vision. Ensure on-going town centre maintenance following completion of work and support to existing businesses.

Key issues for the town

- Lack of joined up marketing strategy or promotion.
- Poor signage and information.
- Often hidden or unknown, such as the river and green spaces.
- Lack of information on websites.
- Coach parking is out of the way.
- Poor public facilities and night time economy.
- Inconsistent footfall.

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DRAFT MASTERPLAN

Key projects

Key site 1: West Exe

Owned by MDDC. Potential for comprehensive redevelopment or property enhancement of the shops/flats above. Wider longer term development opportunities linked with West Exe car park site opposite. Potential opportunities for recreational uses on the river.

Key site 2: St Andrews street

Opportunity for riverside frontage and public access as part of the redevelopment. Currently being progressed.

Key site 3: Town Hall

Owned by Tiverton Town Council. Opportunity to enhance as events/cultural venue, including an element of commercial space with new public square and gateway.

Key site 4: Beck Square Car Park

Owned by MDDC. Opportunity for mixed use development, residential accommodation and restaurant/cafe.

Key site 5: Southern Gateway

Partly owned by MDDC. Potential to improve public realm and provide mixed use development with bars and restaurants/offices and residential.

Key site 6: Bus station

Owned by MDDC. Potential longer term redevelopment/ relocation of the bus station to be investigated.



Key sites 7/8: Phoenix Lane

Potential cinema expansion with new entrance to Fore St and Phoenix Lane. Opportunity for residential development with restaurants and cafés on the ground floor to complement the cinema. New and enhanced public spaces linking to the planned hotel and multi storey car park.

Key site 9: The Market

Owned by MDDC. Incentives needed to attract people and traders back to the Market with regular events/late night opening. Potential future role and use as food & drink/ arts & crafts hub. Support proposals in current Market action plan.

Key site 10: Private land

Longer term redevelopment opportunity to further enhance the Market area.

Key site 11: Private car park

Potential for comprehensive redevelopment with land to the north to provide residential development within the town centre.

Key site 12: Northern car park

Owned by MDDC. Opportunity for rationalisation of car park and creating an improved public realm as part of wider Market area redevelopment.

Key site 13: Private garage

Opportunity for future redevelopment as part of Market Walk.

Key site 14: Market Walk

Owned by MDDC. Redevelopment opportunity as a food and retail hall with improved frontages to Bampton St and the Market.

Key site 15: Market Walk South

Potential for relocation of public toilets and creation of a new street with small craft workshops and retail/ exhibition space linked to the Market.

Key site 16/17/18: Private land

Longer term development opportunities within the town centre to bring forward for development.

Various locations

Opportunity to create a new inviting coach drop off/ pick up point.

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DRAFT MASTERPLAN

The draft Masterplan identifies potential major interventions which include, The Market, West Exe/The Riverside and Western Gateway, and the Southern Gateway.

1. Potential development site

- Consider the longer term management of areas around the market and the potential for future development.

2. Creating a central pedestrian loop

- Public realm improvements
- Shop front enhancement scheme and promote external enhancement of properties
- Rationalisation of existing on-street and private parking
- Relocation of community transport point
- Pedestrian and cycle links.

3. Potential development site

- Consider the longer term management of areas around the market and the potential for future high quality development
- Consider opportunities for property grant funding.

4. Enhancement of existing pub

- Promote and encourage external enhancement of properties surrounding the market.



The Market

5. Food and craft focus for the town

- Redevelopment of Market Walk as a food/retail hall to offer local produce
- Small scale workshop space promoting arts and crafts with exhibition/demonstration space adjacent and around the Pannier Market
- Explore opportunities for the inclusion of high quality residential development.

6. Market Walk

- Creating new frontages and places to shop/eat/sit/learn
- Enhanced public realm and greenery
- Rationalising parking areas to release land for development of workshop space and high quality residential development.

7. The Market

- Hosting monthly events and activities
- Activities to spill out into the surrounding streets and spaces
- Improving the overall environment and experience
- Promote food/retail and crafts in smaller units around the Market
- Improve vitality and footfall.

8. Potential development site

- Consider the longer term management of areas around the market and the potential for future high quality development.

9. Opening up the town to the Market

- Remove existing buildings along Fore Street to widen the gateway into the Market and to create an inviting entrance and public space.

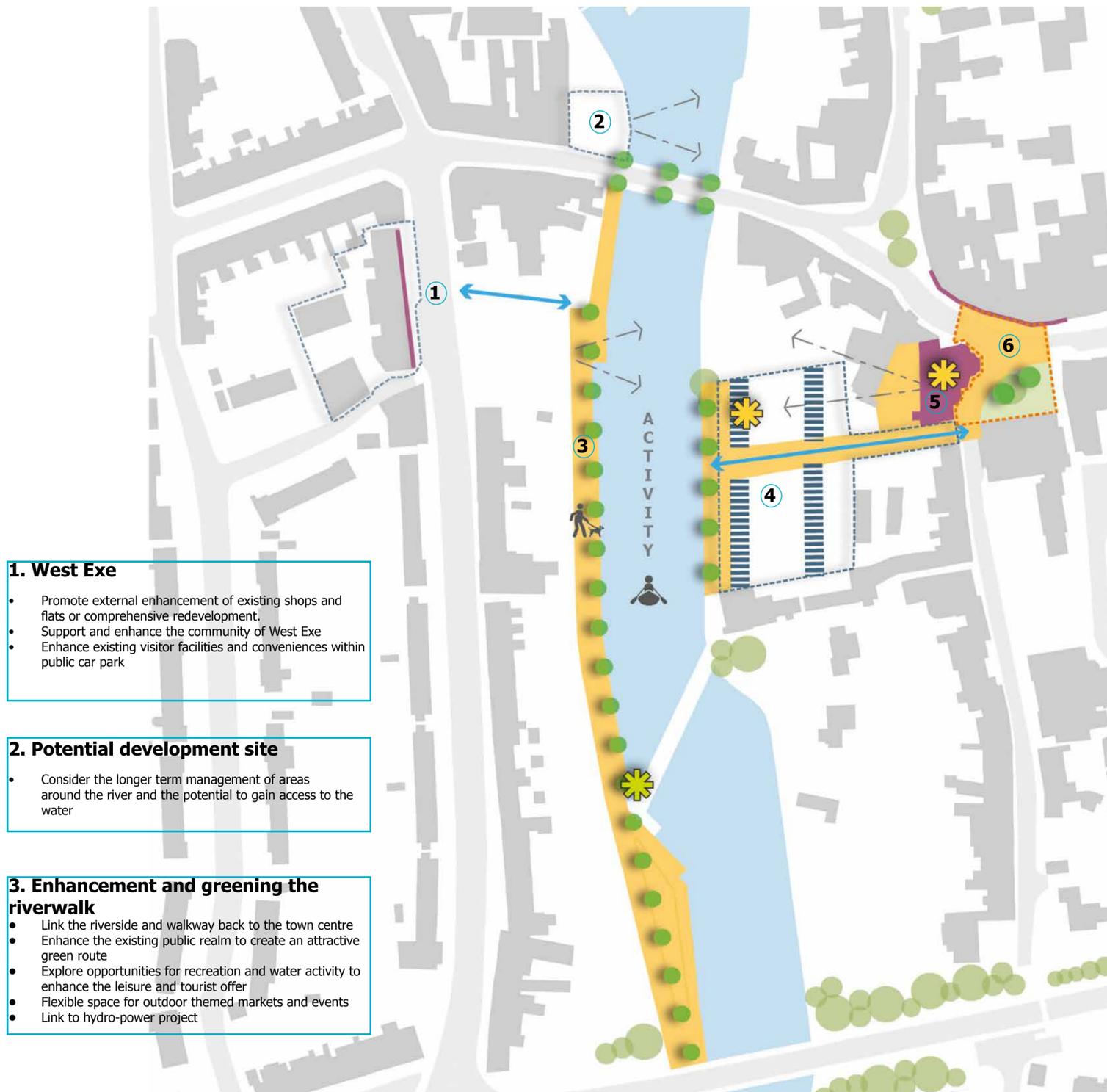


Visualisation of Market Walk and the Market

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DRAFT MASTERPLAN

West Exe, The Riverside and Western Gateway



- 1. West Exe**
- Promote external enhancement of existing shops and flats or comprehensive redevelopment.
 - Support and enhance the community of West Exe
 - Enhance existing visitor facilities and conveniences within public car park

- 2. Potential development site**
- Consider the longer term management of areas around the river and the potential to gain access to the water

- 3. Enhancement and greening the riverwalk**
- Link the riverside and walkway back to the town centre
 - Enhance the existing public realm to create an attractive green route
 - Explore opportunities for recreation and water activity to enhance the leisure and tourist offer
 - Flexible space for outdoor themed markets and events
 - Link to hydro-power project



Visualisation of new public space and gateway in front of the Town Hall

- 4. Residential development**

- 5. Town Hall**
- Events space for weddings and conferences
 - Creation of enhanced events/ cultural space for the town
 - Opportunities for activities to spill out into new area of public space

- 6. Western Gateway**
- Creation of a new public square and space connecting the town centre and western edge
 - High quality public realm link to pedestrianised area along Fore Street
 - Hosting a mix of activities including places to sit, watch, play and gather.

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DRAFT MASTERPLAN

Southern Gateway

1. Day and night time activity

- Encourage uses and space to support and enhance day and night time activities

2. Improved linkages

- Townwide enhancement of pedestrian and cycle routes
- Open up views and create new spaces

3. The Museum

- Improving the overall entrance and accessibility to visitor services
- Encourage hosting monthly events and activities to spill out into the surrounding streets and spaces
- Improving the overall environment and experience

4. Beck Square car park

- Redevelopment of car park to provide residential development and a cafe/ restaurant on the ground floor to enhance the offer of the museum
- Investigate the potential for underground parking.

5. Fore Street

- Public realm and property enhancement along street to create high quality space for pedestrians
- Explore alternative routes for buses
- Delivery and service vehicles to be restricted to certain times of day
- Enforcement of traffic restrictions

6. Phoenix Lane

- Enhanced public realm and spaces for outdoor performance along Phoenix Lane
- Retain trees and optimise views of surrounding landscape
- Mixed use area to support restaurants/ cafés/ leisure uses alongside residential and office space

7. Cinema redevelopment

- New cinema building with supporting facilities
- High quality design of building and surrounding spaces
- Improving the overall environment and experience
- Maintain frontage on Fore Street and create new frontage along Phoenix Lane
- Relocate memorial garden to suitable town centre site

8. Pedestrian crossing

- Consider improved crossing arrangements over Phoenix Lane from the multi-storey car park
- Potential to align pedestrianised area to car park and new hotel

9. New hotel

10. Redevelopment of bus station

- Future redevelopment of bus station as part of wider Phoenix Lane regeneration to be investigated

11. Multi-storey car park

- Enhancement of existing car park with lighting strategy and visitor facilities/ information.



Visualisation of Fore Street and the new link to the Market

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PHASING AND DELIVERY

Short term priorities (1-2 years)

- Adopt masterplan as SPD
- Use action plan to seek and apply for funding
- Central pedestrian loop – improve signage & public toilets
- The Market – enhance & promote/incentives
- Cultural quarter/night time economy
- Relocation of coach parking
- Shop front enhancement scheme
- Public realm/way-finding strategy
- Development Briefs for key sites
- Consider longer term stewardship arrangements.

Medium term priorities (3-7 years)

- Riverside frontage
- Food Hall opportunity
- Cinema redevelopment
- Southern gateway – detailed design
- Rationalisation of northern car parks
- Wider public realm improvements
- Market Walk redevelopment
- Investigate bus station redevelopment.

Longer term priorities (7+ years)

- Acquiring non council owned land to redevelop
- Transport links to potential junction 27 development.

Your comments

Your comments on these draft proposals are important to us, and we would be grateful if you could complete a comment form indicating what you think about the various ideas for Tiverton Town Centre.

Next steps

Following this six-week long public consultation exercise your comments will be reported to Mid Devon District Council. The steering group will consider these comments fully and use them to help refine the proposals before developing them into the final masterplan and investment programme. A further six-week period of consultation will take place on the final masterplan document prior to its adoption as a Supplementary Planning Document by the council.

Thank you for attending.