

# Crediton Town Centre Masterplan

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## 1.0. Introduction



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# 1.1. Introduction

Crediton is a small town located in Devon, England. It is known for its rich history, picturesque landscapes, and vibrant community.

The town of Crediton has a population of around 8,000 people and has been settled since ancient times. It was once an important market town and played a crucial role in the wool trade during the Middle Ages. Today, Crediton retains its bustling market atmosphere and is home to various local businesses, shops, and cafes.

One of the notable landmarks in Crediton is the stunning Church of the Holy Cross, which dates back to the 15th century. This picturesque church is renowned for its impressive architecture and beautiful stained glass windows. The church holds regular services and is often a centre for community events and celebrations.

Crediton also boasts a number of green spaces and parks, providing residents and visitors with opportunities for outdoor activities and relaxation. The area surrounding the town is characterized by rolling hills, scenic woodlands, and tranquil rivers, making it a popular destination.

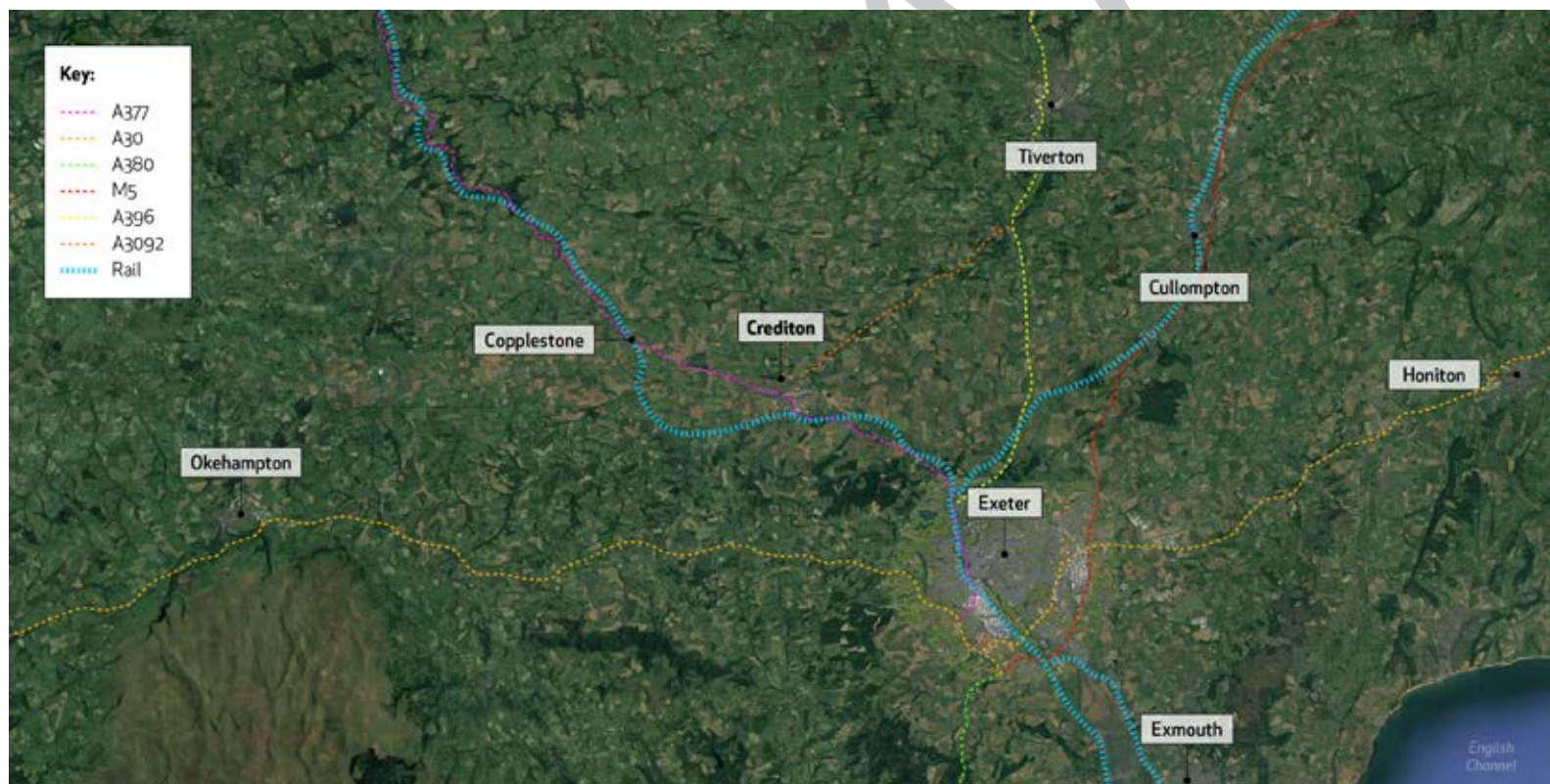
The community in Crediton is known for its strong sense of togetherness and active participation in local events and initiatives. Throughout the year, the town hosts a variety of festivals, fairs, and markets, which showcase the vibrant culture and traditions of the region.

In terms of amenities, Crediton offers a range of services including schools, medical facilities, leisure centre, and sports clubs. The town also benefits from good transport links, with regular bus services and a nearby train station, providing access to nearby cities and towns.

The Local Plan and Neighbourhood Development Plan are both clear in the need for regeneration and investment in Crediton.



↑ Existing Crediton Museum



## 1.2. Project Purpose

The town centre masterplan identifies a clear vision for the town centre and sets out a spatial framework to guide future development and investment in Crediton. The role of the masterplan is to provide principles and strategies that brings together the design and future delivery of development, public realm improvements, green infrastructure, and active travel and transport projects in Crediton.

The town centre masterplan has been developed in the context of several strategic allocations and projects planned in and around the town, set out in section 3.

With these strategic projects on the horizon, a clear vision and spatial strategy is needed to help ensure that Crediton town centre can realise its full potential as the civic and commercial hub of an expanded town, making the most of its distinctive characteristics. The masterplan sets a framework for these strategic projects to support one another and to have a positive impact on the future of the town that can be greater than the sum of their parts.

The town centre masterplan will be adopted as a supplementary planning document. It will be a material consideration in determining planning applications.





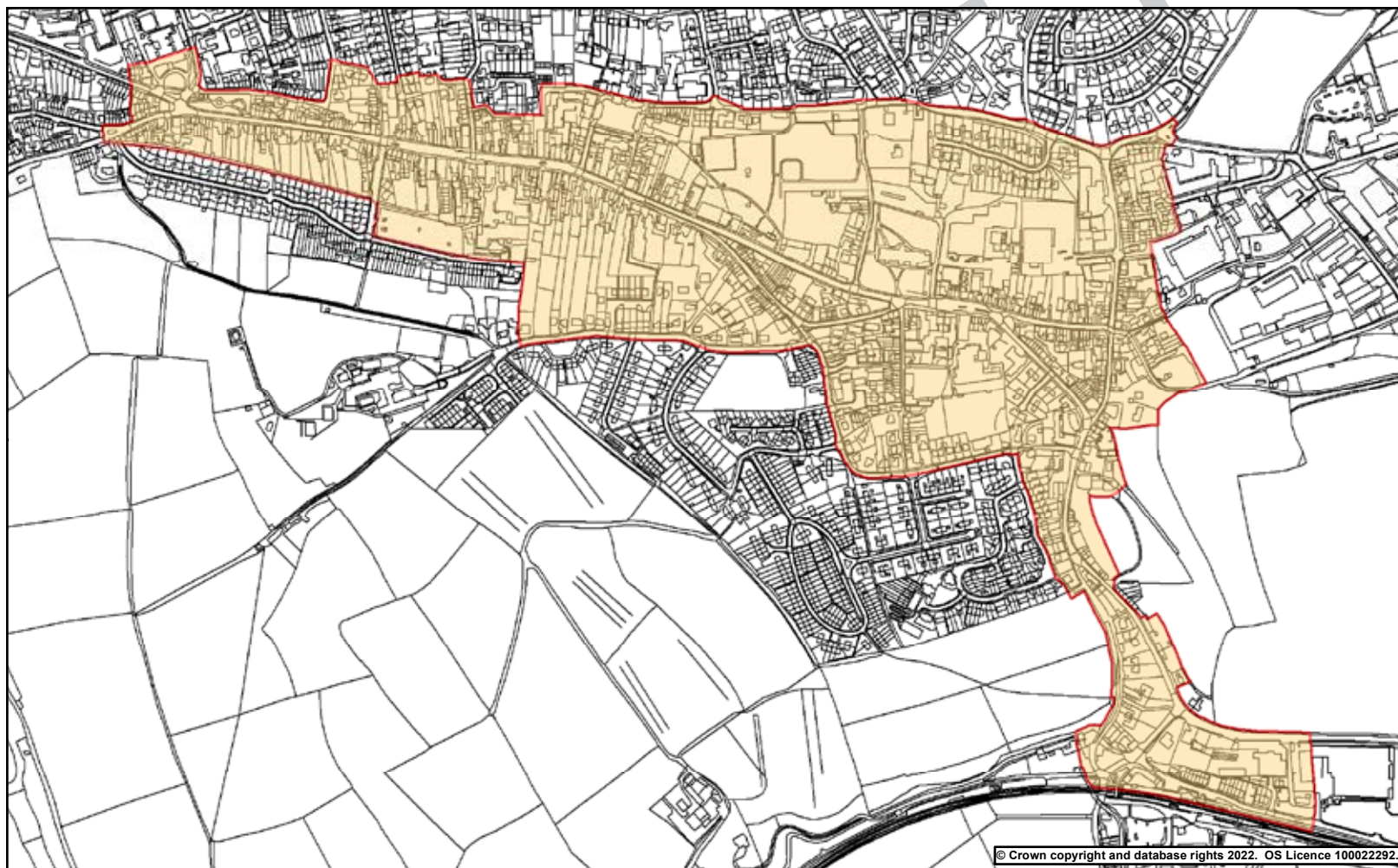
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**Crediton Town Centre  
Masterplan Boundary****Community Development & Regeneration**

Scale 1:4,562 @ A3

Date 21 September 2022

Drg. No.

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## 1.3. Engagement Process

### Overview of the Project Process

The project commenced in March 2023 and has been concluded in XXXX 2024.

Through the baseline analysis, issues, and opportunities key priorities emerged which evolved into a vision and key objectives for the town. These were consulted on as part of a two-stage consultation process; the first stage running for 6 weeks in July 2023, and the second stage during a 6 week long consultation period in January 2024, and a refined town centre masterplan was concluded in XXX 2024.

### Project Steering Group

The project was guided strategically by the Regeneration Working Group, chaired by MDDC.

The proposals were well informed by previous work including and the adopted Mid-Devon Local Plan Review 2013-2033 and the Crediton Neighbourhood Plan 2018-2033 and on-going community and stakeholder engagement in the town.

### Stakeholders and Consultees

Consultation activity was tailored to reach a wide range of audiences, of various ages and backgrounds. We focused on those with an existing connection to Crediton, either due to their place of residence or place of work in the area, but also engaged with a range of stakeholders based elsewhere with a particular interest in the town.

Our engagement activity was carefully targeted to reach individual stakeholders, including councillors, and community group leaders, for whom the regeneration of Crediton is a priority. We used a variety of methods, including correspondence, in person events, telephone calls, and video conferences in order to suit the needs and preference of this diverse group.

Key consultee groups and stakeholders included:

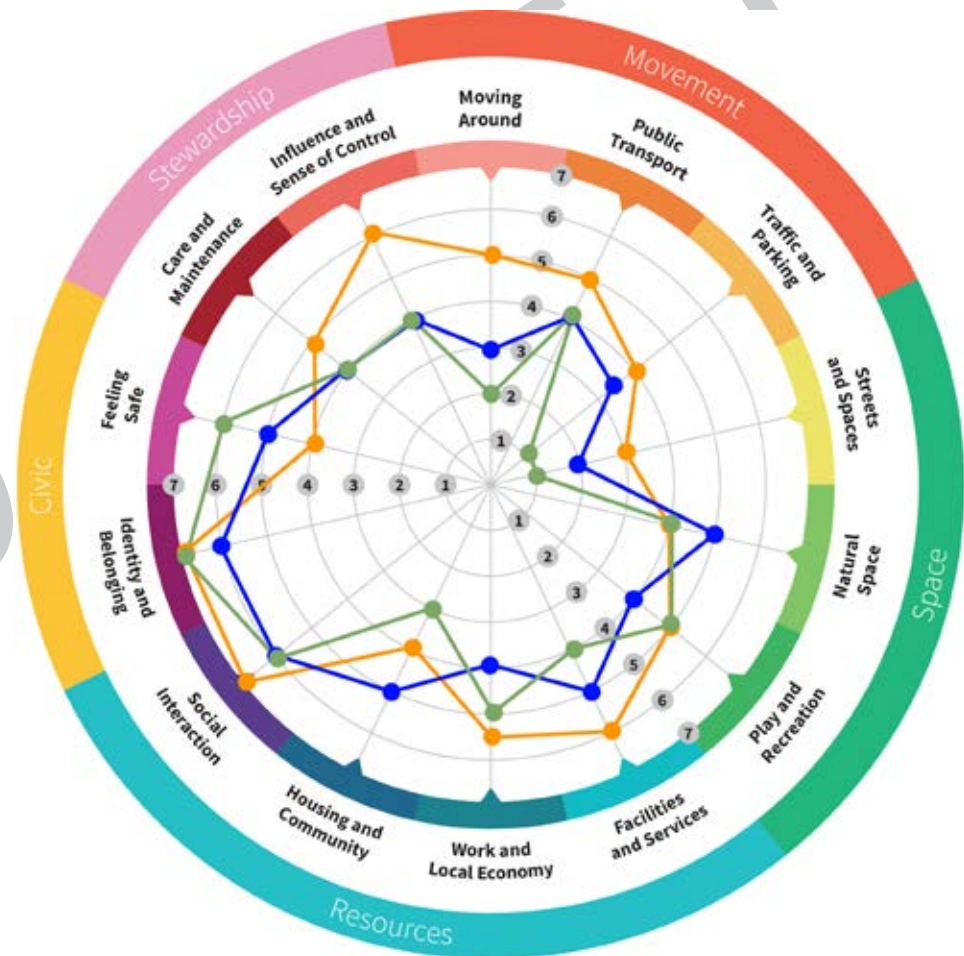
1. *Residents of Crediton and surrounding areas*
2. *Elected Local Government representatives (i.e. Democratic decision-making process of the Local Authority, Cabinet Decisions etc.)*
3. *Crediton Town Council*
4. *Devon Country Council Highways*
5. *Network Rail*
6. *Crediton Neighbourhood Planning Group*
7. *Queen Elizabeth School*
8. *Local businesses with premises in Crediton town centre*
9. *Local Enterprise Partnerships*
10. *Public transport providers*
11. *Police and emergency services*
12. *Community representatives / groups*

### Approach and Methodology

Engagement with the stakeholders identified comprised two workshop sessions as well as individual discussions through the masterplan process.

To enable us to structure conversations and feedback the Place Standard Tool was used to identify key issues in the first workshop held in May 2023. This is a simple tool to structure a conversation about a place. It helps people to think about both the physical and social aspects of places, and the important relationship between them. It has 14 themes, each with a main question and further prompts to support conversations, inform the assessment and identify issues for improvement.

Stakeholders completed scoring as displayed on the compass diagrams below, which enabled the identification of aspects of the town centre that were perceived as performing well or poorly.



↑ Completed Stakeholder Place Standard Scoring



The completed diagrams show some consistent trends and demonstrate that;

- *There is a strong sense of identity and social interaction with the highest scores – averaging just over 6/7. This reinforces comments that there is a strong and engaged community within Crediton.*
- *Streets and spaces scored the lowest with an average score of 2/7 and traffic and parking scoring 3/7. This suggests that the physical nature of the streets and spaces is the most pressing issue that stakeholders feel the need to address to improve the town centre.*
- *Average scores were achieved in the Resources and Stewardship category, which reflects comments that stakeholders were generally satisfied by the level of facilities available within the town centre (albeit with some issues raised).*

### Public Consultation

The community were engaged as part of a two-stage consultation process; the first stage running for 6 weeks in July-September 2023, and the second stage during a 6 week long consultation period in January 2024.

### Community Engagement 1 - Website Portal

The draft Crediton town centre masterplan were launched on a project specific website portal on 21st July 2023. The website portal contained key information about the project and a dedicated feedback page. The portal had 78 respondents by the time the consultation closed on 4th September 2023.

### Community Engagement 2 - Event

Note - To be completed after Public Consultation in January 2024

### Summary of Public Consultation Feedback

Note - To be completed after Public Consultation in January 2024

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## Summary of Public Consultation Feedback

Note - To be completed after Public Consultation in January 2024

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### Summary of Community Feedback

A summary of the main themes of this community feedback is shown below.

Consultation feedback received has been considered where possible in shaping the projects and strategies contained within the final masterplan strategies and projects contained within this report.

#### TRANSPORT

- *High traffic volumes through town centre*
- *Traffic speeds*
- *Lack of crossing points in the High Street*
- *Creation of safer cycle routes*
- *Improved connectivity to the Railway Station.*
- *Electric car charging infrastructure*
- *Maintain free parking in High Street*
- *Consider improved coach parking provision*

#### ECONOMY

- *Redecoration of shop fronts*
- *Maintain free parking in High Street*
- *Support retail shops & businesses in the town centre*
- *Support tourism - specifically in relation to the town's heritage and international connection with St. Boniface.*

#### ENVIRONMENT

- *Address Air Pollution*
- *Pedestrianise/improve pavements within High Street*
- *Introduce more Trees and wildflower planting*
- *Improve biodiversity and green spaces*

#### COMMUNITY

- *Support market activities*
- *Desire for a modern and flexible community centre*
- *Improved CCTV to address anti-social behaviour*
- *Provide improved public toilets*
- *Improved facilities for youth groups*

## **2.0.** **Crediton Today**

### A Case for Regeneration

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## 2.1. Overview

### A Case For Regeneration

Although Crediton remains as a vibrant market town, the Local Plan and Neighbourhood Development Plan are both clear in the need for regeneration and investment in Crediton.

Changing trends in the way communities are using High Streets and town centres are also exerting forces that are requiring adaption.

Stakeholder and public consultation feedback also suggests there are opportunities to improve the town centre.

The masterplan plays an important role to consolidate regeneration objectives and demonstrate viable projects to improve the town centre.

### Socio-Economic Conditions

A summary of the relevant 2021 census data for Crediton is provided opposite. There are some key trends apparent that are relevant to the masterplan study and may reflect the town's rural location;

The town has a proportionally older population compared to the national average with a lower than average population of young and middle aged adults.

This is reflected in a higher proportion of single person households and high proportion of the population that is not in employment.

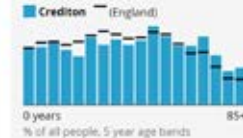
The trends in the socio-economic classifications may also reflect the types of employment associated with the rural economy with higher than average semi-routine and routine occupations and lower than average managerial and professional occupations.

#### Crediton

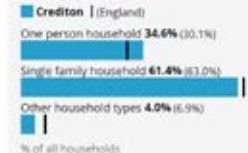
**Population**  
**8,100**  
people

56,490,000 people in England  
Rounded to the nearest 100 people

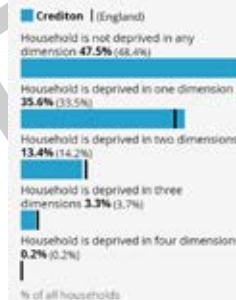
#### Age profile



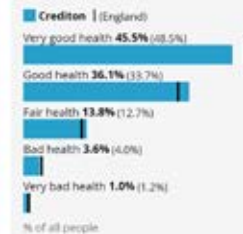
#### Household composition



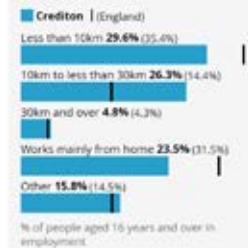
#### Household deprivation



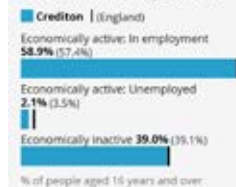
#### General health



#### Distance travelled to work



#### Economic activity status



#### Employment history



#### Socio-economic Classification (NS-SEC)







↑ Church of the Holy Cross



↑ Town Square



↑ Sculpture of Saint Boniface



↑ War Memorial

## 2.2. Historical Context

Crediton stands as a testament to the rich and diverse history of the region. Often referred to as the "Gateway to Devon," this charming town has a storied past that dates back over a thousand years. From its humble beginnings as a Saxon settlement to its thriving market town status, Crediton's history is a tapestry woven with threads of agriculture, religion, and innovation.

### Early Settlement and Saxon Origins

The story of Crediton begins in the early Saxon period when it was known as "Kirton." This name derives from the Old English word "cyrt" or "crutt," which means a homestead or settlement. Crediton was part of the Kingdom of Wessex and became an essential centre for early Christian activities in the region. The establishment of a monastery here in the 7th century AD under the guidance of Saint Boniface marked the town's significance in the spread of Christianity in Britain.

### The Monastic Era

Crediton's prominence grew during the monastic era, thanks to the efforts of Saint Boniface, who later became the patron saint of Germany. The monastery, founded by Saint Boniface, served as a hub for religious education and missionary work. It attracted scholars and pilgrims from far and wide, contributing to the town's cultural and intellectual vibrancy.

### Market Town and Economic Prosperity

By the medieval period, Crediton had transformed into a thriving market town. Its strategic location on the crossroads of several trade routes contributed to its economic prosperity. The market, granted a charter by Henry I in 1107, further boosted Crediton's

status as a trading hub. The town was known for its woolen and textile industries, and the weekly markets brought in merchants and traders, adding to the local economy.

### Religious Heritage

The religious heritage of Crediton continued to flourish through the centuries. The parish church of Holy Cross, a remarkable example of Norman architecture, stands as a testament to the town's enduring spiritual significance. The church's impressive stained glass windows and ornate interior serve as a reminder of Crediton's religious history.

### Notable Figures and Events

Crediton has produced several notable figures and played a part in significant historical events. The birthplace of Saint Boniface, who became the "Apostle of Germany," is a place of pilgrimage for those interested in Christian history. Additionally, Crediton was briefly the seat of the Bishopric of Devon and Cornwall in the 10th century.

### Decline and Resurgence

In the 19th century, Crediton experienced a decline in its textile industry, which had been a vital source of income for the town. However, the advent of the railway in the mid-1800s brought new opportunities for trade and transportation, leading to a resurgence in the local economy.



Today, Crediton continues to captivate visitors with its historical charm, providing a glimpse into its rich history.

Much of the town centre is allocated as a Conservation Area, and a number of buildings and features are recorded as having special architectural and historical interest in the Conservation Area Appraisal, including;

- 232 listed buildings including the Grade I 15th century church of the Holy Cross, the Grade II 16th century Spurways Almshouses, the Grade II Chapel of St Lawrence.
- Historical Street pattern with burgage plots that created alleyways and rear courts.
- Historical shopfronts and remnants of the pannier market
- Crediton Railway Station

The masterplan strategies seek to preserve and enhance these special historical features to celebrate the rich heritage of the town.



↑ Crediton town centre Conservation Area



↑ Historical OS Map -1892-1914

## 2.3. Key Issues

The engagement and masterplanning process have identified a number of key issues that Crediton faces, which the masterplan strategies should seek to address.

### **The changing Role of Town Centre and Needs of Rural Communities:**

Town centres are evolving due to many factors including the rise of online retail trading and rise in remote/flexible working patterns, and this is leading to a rethink about the role of town centres will play in the future.

At the same time rural communities including Crediton, face long term trends of ageing populations, the challenges of affordability for younger people and a decline of rural services that have led to pockets of deprivation and isolated communities.

The projected growth of the town will lead to an increased population, and this presents a good opportunity to reinvigorate and support the town centre.

By providing a greater variety of uses there is an opportunity for Crediton to reinvigorate what it means to be a market town in the 21st century.

**Highways:** Crediton is not dissimilar to many historic rural market towns, where a single highways route - the A377 - runs through the historic linear town centre linking the surrounding rural communities with Exeter. Over time this main route has become busier and is now dominated by through traffic leading to congestion, car-dominance, air pollution and a poor and unsafe urban environment with a lack of adequate walking and cycling routes.

**Air Quality:** Due to the high traffic volumes passing through Crediton town centre studies have found there to be unacceptable levels of air pollution and the town was placed in to the Mid Devon Air Quality Action Plan. Therefore, masterplan strategies should seek to reduce or ameliorate air pollution where possible.

**Connectivity:** Being a rural area, connectivity and access to essential services can be a challenge in Crediton. The Station is a key asset for the town but is in a detached location with poor connectivity with the town centre. Therefore, a key objective of the masterplan will be to enhance connectivity and support active travel and public transport travel options.



↑ High traffic volumes on the A377 running through the High Street

**Economic Diversification:**

Although the town has a vibrant mix of independent businesses, continuing to support market activities and promoting economic diversification is essential to create a resilient and sustainable economy for Crediton. Encouraging the growth of other industries, such as tourism, technology, or creative sectors, could help to strengthen the local economy and provide a broader range of employment opportunities.

**Protecting Crediton's Heritage and Character:**

A key issue that the masterplan needs to address will be how to balance heritage and regeneration within the town centre in a positive way that both preserves existing heritage features whilst enhancing the special character present and unique to Crediton.

**Growing Sustainably & Addressing the Climate**

**Emergency:** Mid Devon District Council is a signatory of the Devon Climate Declaration Therefore, sustainability should be a central theme to all masterplan strategies to demonstrate how the town can grow sustainably.

**Affordable Housing and Community Infrastructure:**

Crediton, similar to many areas in the country, faces challenges with affordable housing. The rising cost of living, limited availability of social housing, and high property prices can create difficulties for individuals and families to find suitable and affordable homes.



↑ Crediton Station



↑ Independent Retail

A summary of the strengths, weaknesses and opportunities for Crediton Town Centre identified through the masterplanning process are provided in the table below.

	Strengths	Weaknesses	Opportunities
<b>Connectivity</b>	<ul style="list-style-type: none"> <li>The town benefits from its own railway station with regular services to Exeter, Okehampton and Barnstaple</li> <li>Regular bus services to Exeter, Tiverton, Okehampton, Barnstaple and intervening rural villages</li> <li>A377 provides a main road link</li> <li>Some existing Public Rights of Way present to offer connectivity</li> </ul>	<ul style="list-style-type: none"> <li>High traffic flows through the town centre</li> <li>Poor Air Quality (AQMA)</li> <li>Poor connections between the town centre and Railway station</li> <li>Poor provision of walking and cycling routes linking areas of the town</li> <li>Lack of gateways and wayfinding reduces legibility</li> <li>Some existing Rights of Way are in poor upkeep</li> <li>Topography presents a barrier to active travel to some users</li> </ul>	<ul style="list-style-type: none"> <li>Introduce improved pedestrian and cycle routes to promote active travel</li> <li>Opportunity to improve the railway station and ongoing connectivity</li> <li>Improve Park &amp; Ride services and ensure connectivity to the railway station</li> <li>Create the new multi-use Boniface Trail to connect Crediton with Exeter</li> <li>Introduce E-Bikes, EV charging points and Mobility Hub</li> <li>Changing facilities at the railway station</li> <li>Create safer and healthier streets</li> </ul>
<b>Employment</b>	<ul style="list-style-type: none"> <li>Vibrant market town with Independent business and regular farmers market.</li> <li>Existing work hub provision</li> <li>Good connectivity to strategic road and rail network.</li> </ul>	<ul style="list-style-type: none"> <li>National trend in the changing nature of town centres.</li> <li>Rural location limits job opportunities for some.</li> </ul>	<ul style="list-style-type: none"> <li>Introduce co-working hub.</li> <li>Support market activities.</li> <li>Improve travel connections to support economic activity</li> </ul>
<b>Community Infrastructure</b>	<ul style="list-style-type: none"> <li>Engaged local community and strong community identity</li> <li>Good range of facilities located in the town centre</li> </ul>	<ul style="list-style-type: none"> <li>Some community facilities in need of modernisation</li> <li>Lack of a modern community space for events</li> <li>Lack of youth facilities</li> <li>Some anti-social behaviour</li> </ul>	<ul style="list-style-type: none"> <li>Deliver a new community space</li> <li>Regenerate Union road toilets area</li> <li>Provide improved youth facilities</li> <li>Potential Tourist Information Centre</li> </ul>
<b>Environment</b>	<ul style="list-style-type: none"> <li>Newcombes Meadow provides a significant green space</li> <li>Town square is well used</li> <li>Rural location offers access to the countryside</li> </ul>	<ul style="list-style-type: none"> <li>Traffic dominates High Street and leads to poor air quality</li> <li>Poor quality Public Realm areas</li> <li>Poorly connected green spaces</li> <li>Lack of activity within green spaces in the town centre</li> </ul>	<ul style="list-style-type: none"> <li>Enhance Newcombes Meadow as a key green space</li> <li>Plant new street trees and urban greening</li> <li>Deliver biodiversity &amp; ecological enhancements</li> <li>Improve links to the existing green spaces</li> </ul>





↑ Existing photo of High Street



↑ Existing photo of Newcombes Meadows



↑ Town Square



↑ War Memorial



## **3.0. Policy Context**

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## 3.1. Policy Context Summary

The masterplan responds to and is informed by a number of current National and Local Policy and guidance. A summary of the relevant documents to the masterplan are provided below.

### Latest National Policy and Guidance

In recent years Government policy has strengthened its position on the importance of walking and cycling in positively addressing health and wellbeing, congestion, air quality and climate change.

In April 2017, the Government published its Walking and Cycling Investment Strategy, which aimed to deliver better safety; better mobility and better streets by 2040.

The July 2018 update of the National Planning Policy Framework includes repeated reference to pursuing the opportunities to promote and improve walking and cycling provision through the Local Plan and planning processes.

In July 2020, the Government announced £2bn funding for cycling and walking and released two key documents, seeking to create a golden age for cycling and influencing behaviour change through better quality and safer infrastructure as well as introducing policy changes and funding initiatives to encourage more participation in active travel modes.

### Gear Change: A bold vision for cycling and walking

This document commits to building more protected cycle lanes but also covers a wider range of considerations, including proposals for cycle training, improving access to e bikes, bicycle repair initiatives and strengthening the Highway Code around safety. It also describes creating low traffic neighbourhoods, tackling air quality and prioritising areas where it can boost low levels of physical activity and poor mental health.

The document focuses around four themes:

- better streets for cycling and people,
- cycling and walking at the heart of decision-making,
- empowering and encouraging local authorities,
- enabling people to cycle and protecting them when they do.



### Local Transport Note 1/20: Cycle Infrastructure Design

Alongside the Gear Change document, LTN 1/20 outlines the health, wellbeing, congestion, air quality and climate change impacts of cycling as well as the benefits to local business and the economy. Essentially, it sets out 'how to deliver the ambition, with tools, methods and new design guidance, setting out minimum standards for cycle infrastructure including cycle lanes, tracks, junctions and crossings. The five main principles of LTN 1/20 are described below:

- **Coherent** - people must be able to reach their destinations easily, along routes that connect, are simple to navigate and are of consistent high quality.
- **Direct** - routes should provide the shortest and fastest way of travelling from place to place.
- **Safe** - routes must be safe and must also be perceived to be safe.
- **Comfortable** - routes should be good quality, well-maintained, smooth, have minimal stopping-starting and avoid steep gradients.
- **Attractive** - environment should be attractive, stimulating and free from litter.

### Decarbonising Transport: A Better, Greener Britain

Running parallel to the governments policy support for active travel is the DFT's Decarbonising Transport, which outlines the governments plan to decarbonising transport to meet Britains 2050 Net Zero target. Three key strategic priorities are set within the document as shown below.



## 3.1. Policy Context Summary

### Mid Devon Local Plan

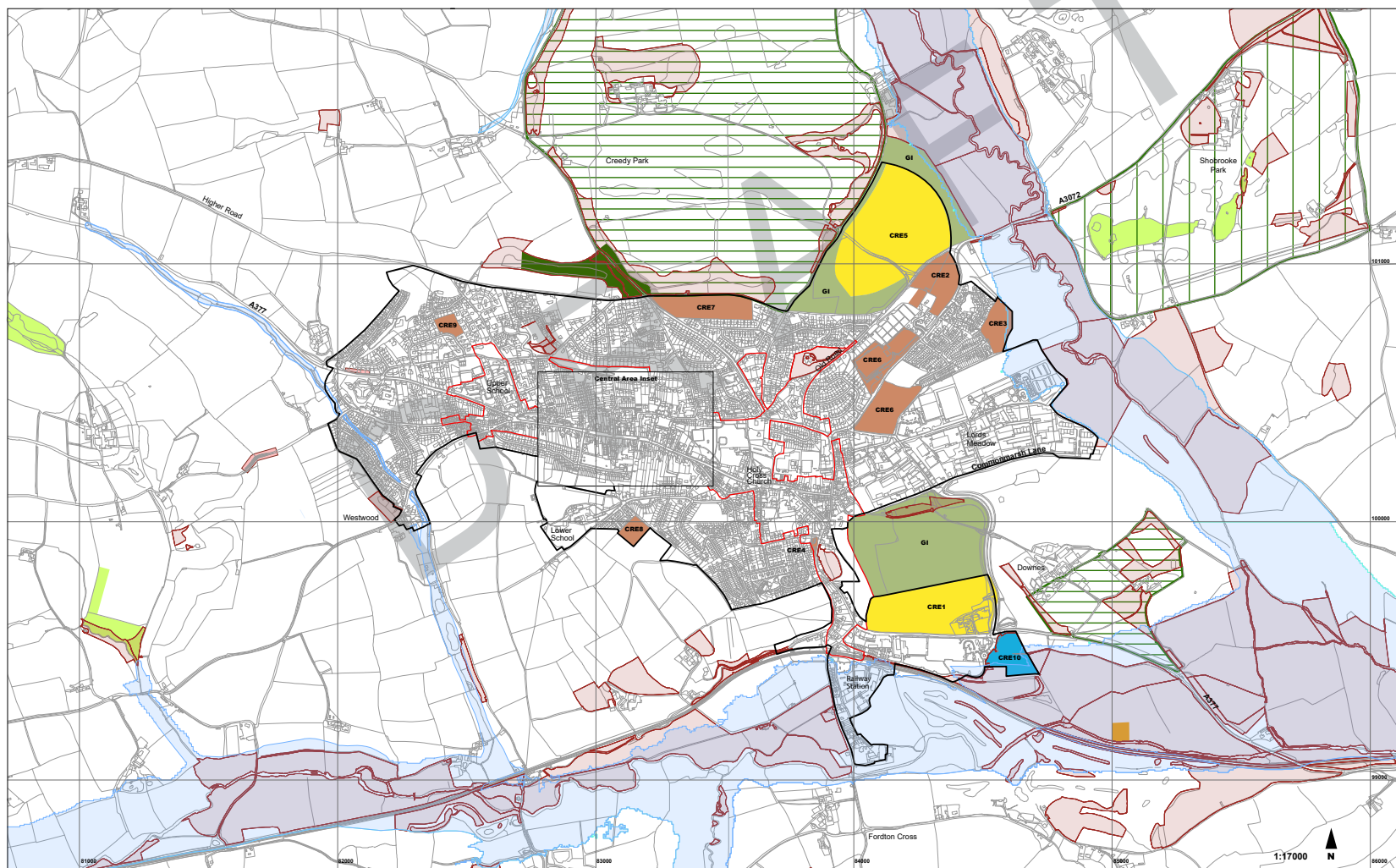
The Local plan sets a vision, objectives and policies for Crediton. The vision states;

*Crediton will continue to develop in its role as a small and vibrant market town, serving a rural hinterland in the western part of the district. The strategy aims to improve access to housing within the town, expand employment opportunities and improve the quantity and quality of the existing retail provision. Proposals will provide for approximately 786 dwellings, of which 220 will be affordable, and 14,700 gross square metres of commercial floorspace over the plan period.*

*The following development will be supported over the plan period:*

- a) Proposals which support the economic regeneration of the town centre, including the provision of new homes, commercial development, cultural facilities and other key town centre uses which support the town centre's viability and vitality. Particular support will be given for proposals which improve the quantity and quality of existing retail provision within the town centre. All proposals within the town centre will need to play a positive role in sustaining and enhancing the significance of the area's heritage;*
- b) Proposals which respect the setting provided by the open areas of hillside and the adjoining historic parklands of Creedy Park, Shobrooke Park and Downes;*
- c) Continuation of measures to support the implementation of the Crediton Air Quality Action Plan, including enhanced walking and cycling opportunities around the town;*
- d) Enhance the tourism facilities and visitor role of the town and surrounding area; and*
- e) Community and education facilities and other infrastructure to support the development proposed, including green infrastructure.*





## 3.1. Policy Context Summary

### Crediton Neighbourhood Plan

The Crediton Neighbourhood Development Plan is the community's vision and priorities for how they would like to see the town develop and change in the coming years.

It was written taking in to account the wider socio-economic and planning policy context and sets a vision for Crediton as well as key objectives and policies.

#### Vision:

*"We are a creative and sociable community that is committed to developing, over the plan period, a sustainable town alongside our valued heritage and environment."*

#### Objectives:

To achieve the vision, the neighbourhood plan has eight key objectives:

- *To facilitate housing, businesses and infrastructure that fulfil our economic, social and environmental ambitions for the town;*
- *To encourage our strong community spirit by fostering an active community life with town events for all;*
- *To create a vibrant town where people enjoy living, working and spending their leisure time;*
- *To improve the quality and quantity of sustainable transport options, especially for walking and cycling;*
- *To move towards becoming a more low carbon economy and more resilient in the face of climate change;*
- *To promote a wide range of business opportunities, and facilities for home-working;*
- *To maintain our heritage of historic buildings and enhance their use with well-designed additions and refurbishments; and*
- *To maintain the town's setting between the rivers Yeo and Creedy, and all its green infrastructure with enhanced biodiversity.*

## Devon Climate Plan

In recognition of the impact of climate change, Mid Devon District Council agreed to unanimously support the ambitious cut in carbon emissions by signing the Devon Climate Declaration on 26 June 2019.

The declaration acknowledges the need to understand the near-term and future risks for Mid Devon and beyond, and sets out the joint ambition with our partners to plan for how our infrastructure, public services and communities will have to adapt to a 1.5°C rise in global average temperature.

The Devon Climate Plan lays out the eight key objectives (see below) and areas of action which will lead the council towards its 2050 net zero target.

Devon Climate Emergency partners are committed to achieving rapid and fair emissions reductions in the next 10 years of at least a 50% reduction in production and consumption emissions by 2030 below 2010 levels.

Some of the key actions include:

**Travel** – Promoting the '20-minute neighbourhood' and support active travel by improving cycling and walking Infrastructure, increasing Electric Vehicle (EV) charging points, and supporting the improvement of public transport infrastructure.

**Economy and Resources** – Avoid waste and create a circular economy and support communities and businesses to transition to net-zero.

**Energy** – Use less energy, transition to renewables and increase storage.

**Buildings** – Retrofitting existing homes and commercial premises and ensuring new buildings meet net-zero targets.

**Nature** – Adopt principles set within the Devon Local Recovery Strategy and Trees for Devon Initiative. Increase tree planting and biodiversity value.



Fossil fuels phased out as an energy source



Minimise energy consumption



Engaged communities acting for resilience and a net-zero carbon Devon



Carbon captured and stored from the burning of fuels



Minimise fugitive greenhouse gas emissions



Resilient local economies with access to green finance



A circular use of resources



Maximise carbon storage in marine and terrestrial environments

### Mid Devon District Council Air Quality Action Plan

This report outlines the actions that Mid Devon District Council will deliver between 2017-2021 in order to reduce concentrations of air pollutants and exposure to air pollution; thereby positively impacting on the health and quality of life of residents and visitors to the Mid Devon District area.

The report concluded that there were unacceptable levels of air pollution in parts of Crediton town centre and designated it as an Air Quality Management Area (AQMA), in which a reduction in NOx emissions is required to meet national standards.

### Devon County Council Local Transport Plan 3 & 4

Devon's current Local Transport Plan (LTP 3) covers the period 2011-2026.

Since it was published in 2011, the local, regional and national context has changed significantly, particularly in regard to tackling the climate emergency and achieving net-zero emissions.

The next Local Transport Plan (LTP 4) is currently in the process of being produced and will address the current transport challenges, build on new opportunities and support the changing priorities of the county.

The draft vision and objectives were issued in August 2023 and will inform LTP 4.

The document sets a vision and four key objectives shown below.

*Devon's transport will support reaching net-zero carbon by 2050 at the latest. Well-integrated, accessible and inclusive transport options will create a system that facilitates clean growth and puts people first, supporting the health and wellbeing of everyone across the county*



#### Carbon Emissions

We will support reaching net-zero carbon emissions by 2050 at the latest through reducing the need to travel, shifting trips to sustainable transport options, and using technology and innovation to reduce emissions.



#### Health and wellbeing

We will enhance and protect all people's health and wellbeing through facilitating active and safe travel, improving air quality, conserving Devon's natural environment, and strengthening sense of place.



#### Economic Growth

We will support clean economic growth through integrated planning, improving transport links within and between growth areas, and using technology to widen connectivity.



#### Accessible Transport choices

We will promote well-integrated, inclusive and reliable transport options for residents and visitors in both rural and urban communities.

↑ Source: Devon County Council

### Crediton Conservation Area Appraisal

With much of Crediton town centre area being designated as a Conservation Area the Crediton Conservation Area Appraisal provides guidelines on how special architectural and heritage features can be preserved and how future development and enhancements can be delivered sensitively within the historic context.

### Streets for All

This guidance, from Historic England, provides guidelines for anyone involved in planning and implementing highways and other public realm works in sensitive historic locations.

The guidelines set out five goals which ensure that public realm works consider the conservation and enhancement of the historic environment. These comprise:

1. An Inclusive Environment
2. Public safety and ease of movement
3. A healthy environment that supports our wellbeing and cohesion
4. A high quality environment
5. Economic benefit



### Streets for All

Advice for Highway and Public Realm Works in Historic Places



The masterplan strategies contained within this report draw upon all policy and guidance documents.



## **4.0. Vision and Objectives**

DRAFT

## 4.1. Vision and Objectives

### The Vision

A vision and key objectives for Crediton have been set within both the current Mid Devon Local Plan 2013-2033 and the Neighbourhood Plan (refer to section 3 of this report).

It is important that the town centre masterplan is aligned with these commitments and works towards effective delivery of the vision and objectives agreed through these democratic processes.

Therefore, the vision of the town centre masterplan is set to complement those set within the Local Plan and Neighbourhood Plan.

### Regeneration Objectives

The vision is underpinned by a series of objectives. Sitting above the neighbourhood or site-specific scale and operating beyond physical interventions, these objectives capture our commitments and expectations and are intended to inform decision making, development and investment over the next 15 years and beyond.

The masterplan requires all objectives to be embraced and delivered to achieve the full ambition and address current issues.

## Masterplan Objectives

1. Support redevelopment that maximises economic benefit within the town centre.
2. Enhance the quality and character of the High Street and public realm within the town centre area.
3. Support active travel and improve public transport infrastructure.
4. Enhance recreational and natural green spaces and introduce Urban Greening.
5. Improve the community infrastructure within the town centre.
6. Create new town centre gateways and improve legibility.
7. Improve safety within the town centre.

## **5.0. The Town Centre Masterplan**



DRAFT

# 5.1. The Town Centre Masterplan



























The masterplan comprises a series of strategy layers that come together to offer a comprehensive spatial vision for Crediton.

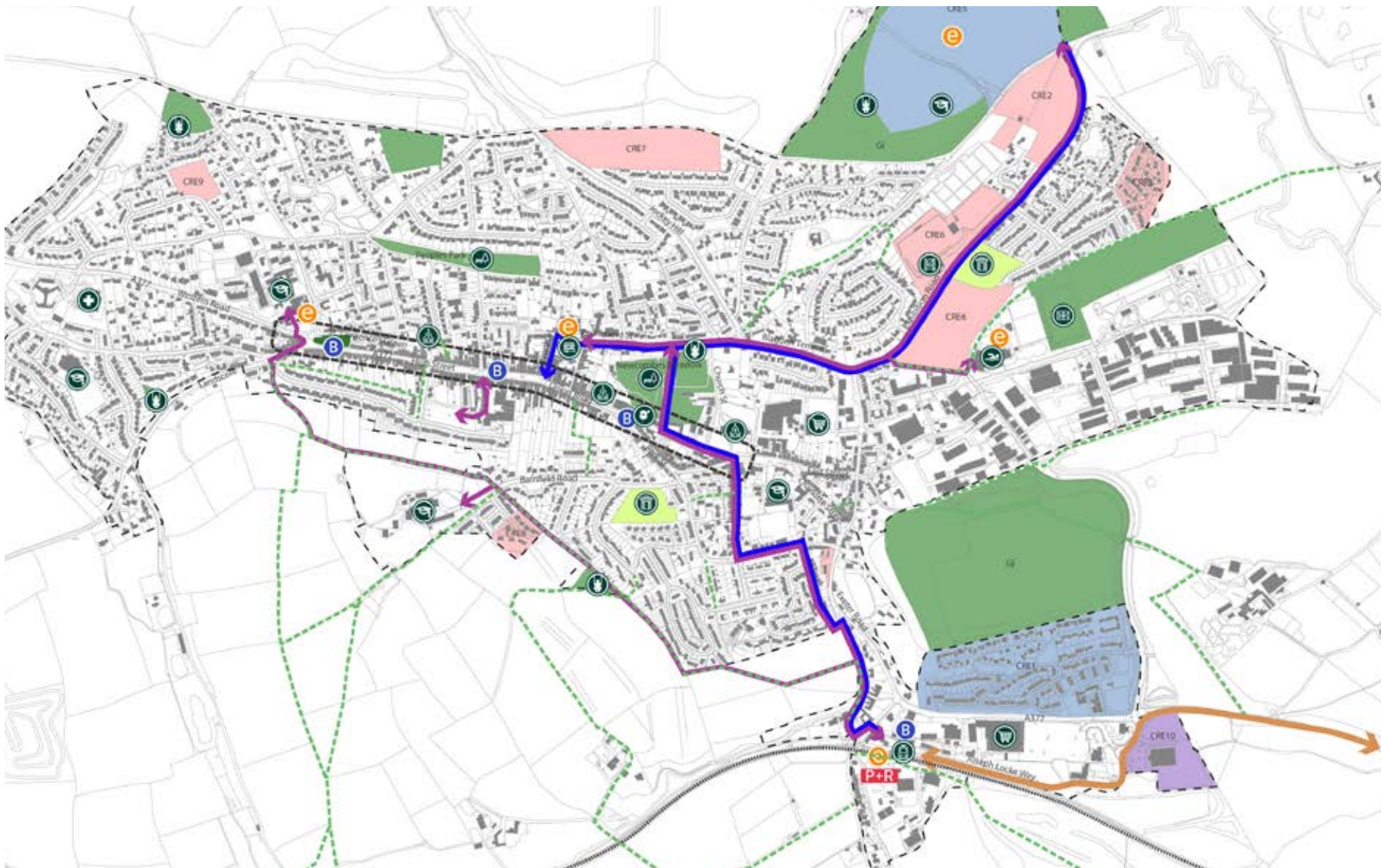
Each layer is considered in the subsequent sections of this report:

- **Circulation and Movement Strategy:** articulation of the approach to movement across Crediton, to support increased use of public transport and modal shift to active travel modes;
- **Land Use and Development Strategy:** the scale of change and land use mix strategy, responding to the wider development allocations and future development opportunities;
- **Green and Blue Infrastructure:** The Framework approach to green and blue Infrastructure, open space and public realm;
- **Community Infrastructure Strategy:** identified need for supporting social and infrastructure delivery as part of the wider programme;
- **Sustainability and Climate Resilience Strategy:** identify initiatives that help to address the climate and biodiversity emergency and accord with the Devon Climate Plan.

**Improving Wayfinding and Legibility:** identify initiatives that help to improve wayfinding and legibility within the town centre.

Masterplan projects are provided under each heading, which give greater detail on what enhancements could be made within the town centre over time.

	Settlement Boundary		Settlement Boundary
	Green Space		Crediton Hospital
	Allotments		Church
	Mixed-Use Allocation		Supermarket
	Residential Allocation		Town Square/Farmers' Market
	Employment Allocation		Railway Station
	Enhanced Walking Routes		Green Space
	Enhanced Cycle Routes		Play Area
	Existing Rights of Way		Sports Pitches
	Potential Boniface Multi-use Trail		Settlement Boundary
	Railway		Lords Meadow Leisure Centre
	Enhanced Bus Stops		Allotments
	Potential E-Bike Hub		
	Enhanced Park & Ride		



## 5.2. Circulation and Movement Strategy

The Framework sets out an ambitious programme of projects, that delivered together, will transform Crediton. At the heart of this programme is the recognition of the sustainability of Crediton and the need to tackle the climate crisis by changing the ways in which we travel.

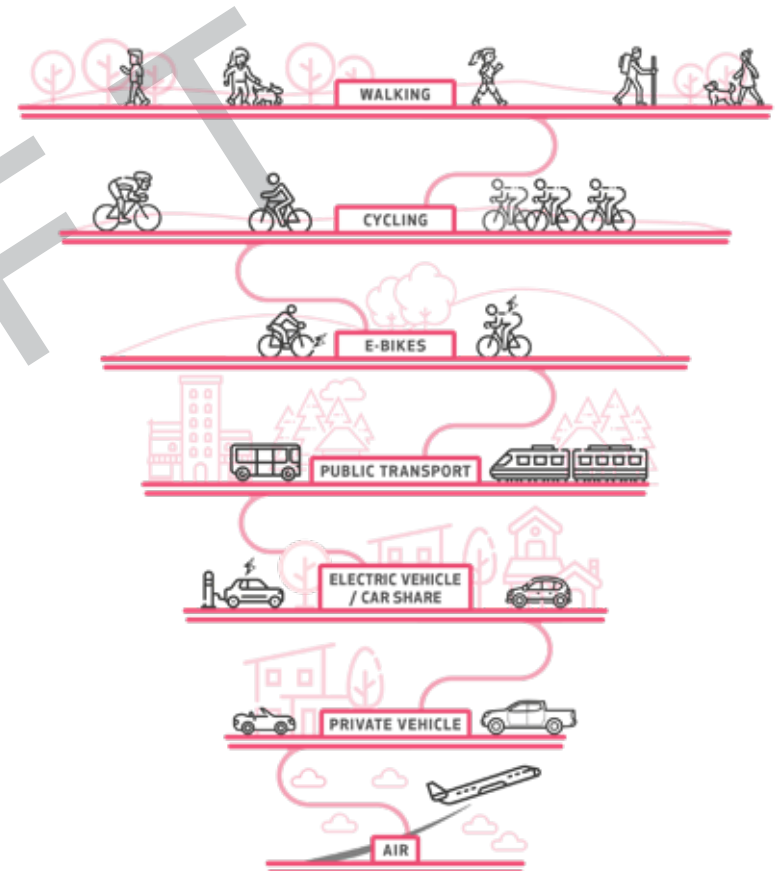
Helping people and goods to move around efficiently, cleanly, safely and healthily by the most appropriate mode is an integral element of our vision for Crediton.

The Council will work with partners to ensure that public transport is accessible and inclusive to all residents and users as part of our strategy to increase patronage and reduce the need for reliance on private vehicle journeys into the town centre.

The masterplan will adopt the principles of a sustainable transport hierarchy and create opportunities to facilitate active travel and new neighbourhoods and realise our sustainable living potential.

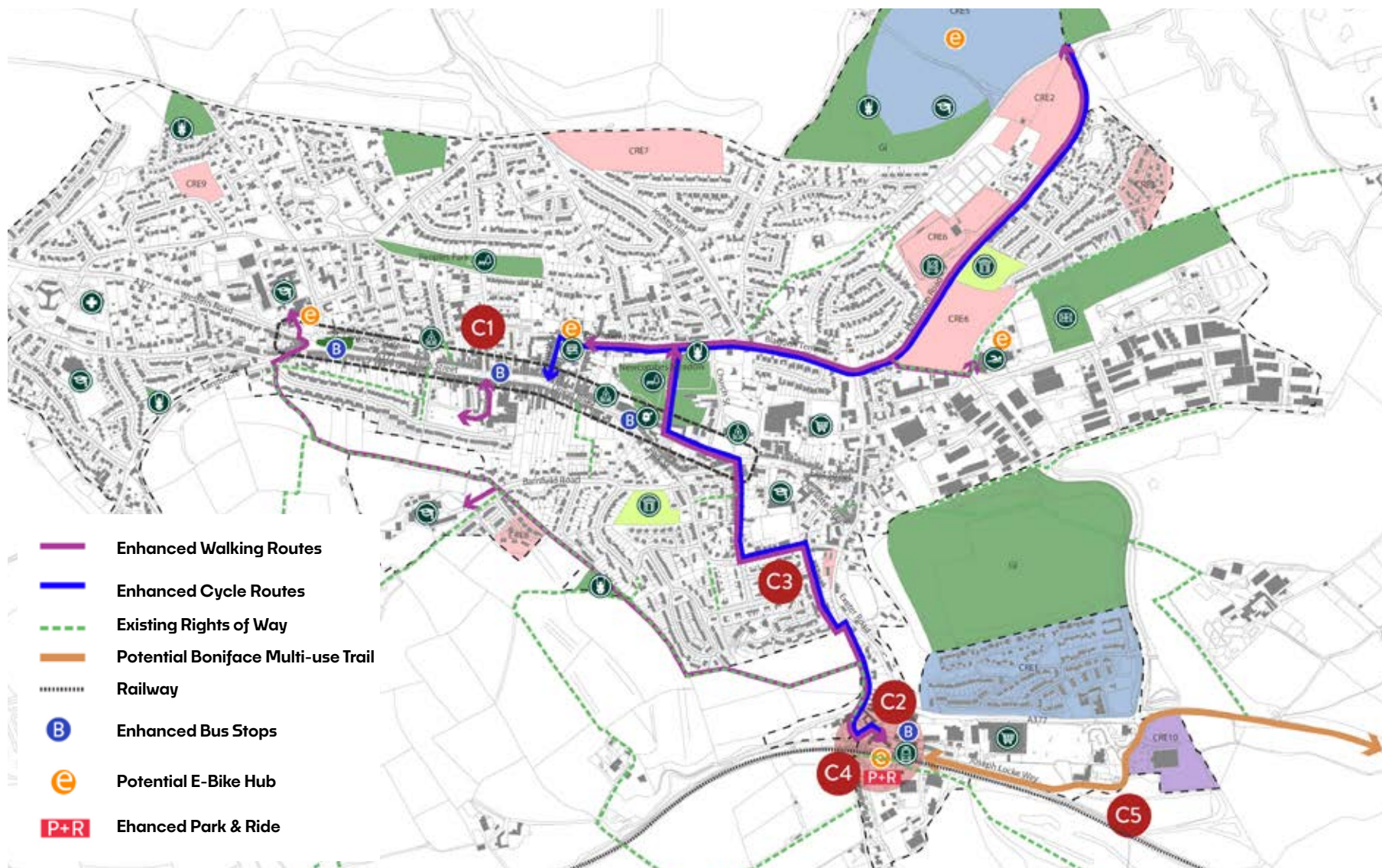
### PROJECTS

- C1 – High Street Urban Realm Enhancements
- C2 – A More Welcoming and Well Connected Crediton Railway Station
- C3 – Enhanced walking & Cycling routes and Infrastructure
- C4 – Enhanced Park & Ride and Public transport Infrastructure
- C5 – Boniface Multi-Use Trail



**Sustainable Transport Hierarchy**







## 5.2.1 Project C1 – High Street Urban Realm Enhancements

A key regeneration priority of the masterplan is to deliver enhancements to the High Street.

This has previously been highlighted in the Crediton Neighbourhood Plan and has been the focus of a separate Traffic & Urban Realm feasibility study commissioned by Crediton Town Council that was undertaken in 2018.

Consultation feedback during the masterplanning process confirms this remains as a priority for residents and a number of issues have been raised, including:

- High traffic volumes
- Traffic speeds
- HGV and agricultural vehicles
- Lack of safe crossing points
- Air quality
- Lack of street trees and planting
- Street camber and levels

These issues together with the preliminary proposals set out within the feasibility study have been used as a starting point to inform the opportunities and through consultation with DCC Highways have been updated to reflect feedback on acceptability.

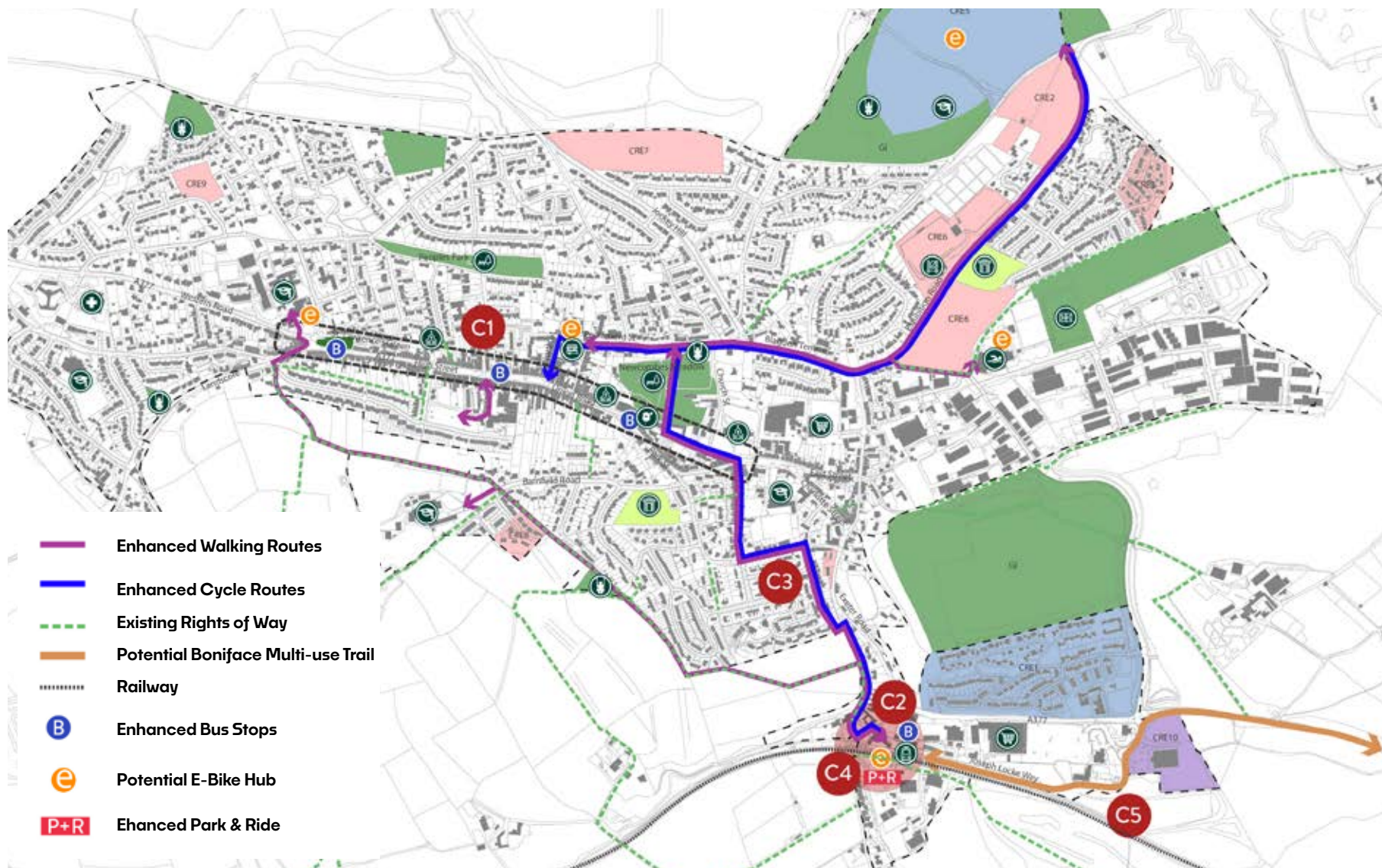
It is important to recognise that the masterplan proposals do not seek to fully resolve the designs, which would be subject to a future detailed study and reflect the available budget constraints.

All proposals would need to be developed in close collaboration with DCC Highways and meet the current adoptable standards.

Investment and enhancements to the High Street would introduce environmental improvements to help mitigate the impacts of air pollution and support local businesses and encourage residents and visitors to spend more time in the town centre. This project is central to our vision for Crediton's regeneration.



↑ Existing photo of High Street



## Illustrative Layout

The illustrative layout opposite shows how the High Street urban realm enhancements may look and is based upon the key principles proposed within the Traffic & Urban Realm Feasibility Study Crediton Town Council undertook in 2018, which should be referred to for greater detail regarding potential changes to Highways.

Given the extents, cost and complexity of the potential enhancements it is likely that phased delivery would be required as funding becomes available.

Therefore, the project could be broken down into sub-projects with phasing based on priority and impact.

### Key Opportunities

- *Making adjustments in the High Street to create safer and healthier pedestrian focussed streets that support activity and local businesses.*
- *Introduce safer pedestrian crossing points at key locations*
- *Introduce continuous pedestrian crossing points at side-street junctions.*
- *Introduce new street tree and planting where possible (subject to service constraints)*
- *Extending the width of pedestrian footways and space at key locations*
- *Introduction of new cycle and public transport infrastructure to support sustainable and active travel.*
- *Introduce new and additional street furniture.*



↑ Illustrative Layout





## Key:

-  Proposed Uncontrolled Crossing point
-  Existing Controlled Crossing point

-  Proposed Controlled Crossing point
-  Existing Zebra Crossing point



### Illustrative Street Character

The Illustrative GGI opposite shows how an enhanced street scene could look within the town centre core area.

It is important to note that any alternations to Highways would be subject to further consultation, a detailed design exercise and dependent upon site service constraints and Devon Highways Authority consent.



↑ Example of a Highways crossing



↑ Examples of a Highways crossing



↑ CGI image of what the High Street could look like





### Resolving Street Camber

The existing camber present on the southern edge of part of the High street is currently an issue in some places, creating difficulties in circulation, accessing parked vehicles and issues with surface water.

Feedback from Devon County Highways has confirmed that they would not support the creation of stepped access points between car parking bays and the adjacent footway. Any designs would need to meet accessibility standards.

However, the public realm enhancements could seek to introduce stepped features in localised points where widened footways and podium areas create additional useable level space and/or planting beds. However, this will require the relocation of an agreed number of on-street parking bays.

An example of what this could look like are shown opposite.



↑ Potential localised podium areas to provide additional spill out



↑ Potential localised raised planters integrating seation options



### Early Interventions

It is accepted that the urban realm enhancements identified would take time to deliver and delivered in a phased manner linked to available funding. All designs would be subject to further detailed design and agreement with DCC Highways.

Therefore, several early and lower-cost interventions may be possible to improve connectivity, lift the quality of the public realm and develop momentum for change. These comprise:

- *Close off selected existing on-street parking bays to enable use of the space by local traders and/or temporary planting and parklets.*
- *Introducing temporary raised planters and street furniture*



↑ Temporary Parklets utilising selected parking bays



↑ Living pillars



↑ Raised planters

## 5.2.2 Project C2 – A More Welcoming and well Connected Crediton Railway Station

Connectivity is a crucial driver for investment, and Crediton's link to the main line rail network is a central part of our vision for regenerating the town centre.

Crediton Rail Station has not always represented the most attractive and usable gateway to the town.

The station is located approximately 1km south of the High Street and separated from the residential areas of the town with poor pedestrian and cycle connectivity – an issue that was raised as part of consultation process.

As part of this project, we have identified several opportunities to enhance the setting and connectivity of Crediton Rail Station, including:

- Creating a new mobility hub to offer access to different types of transport to support sustainable and active travel.
- Improving the public realm setting to develop a high-quality gateway to Crediton town centre.
- Potential Highways improvements to provide safer pedestrian and cycle access at the junction with Station Approach, Station Road, and Four Mills Lane.
- Improvement of the Park & Ride Facility (Refer to project C4).

These proposals have been developed in consultation with Network Rail and Great Western Railway (GWR) who are responsible for the management and operation of the station.

The illustrative plan opposite, shows the potential enhancements that could be made as part of the project.

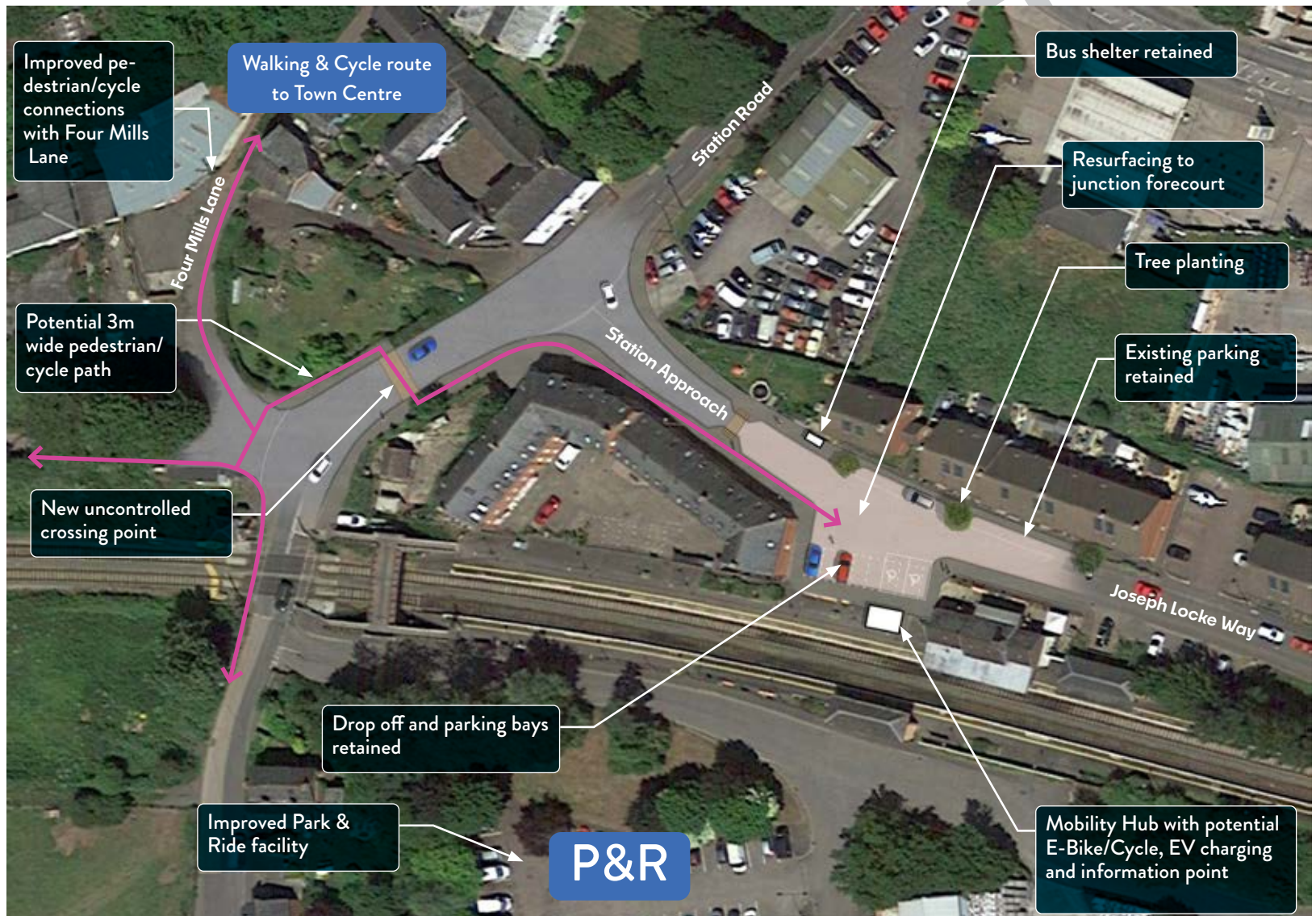


↑ Existing station approach provides an underwhelming gateway



↑ Station Road/Station Approach







### Illustrative Street Character

The Illustrative sketch opposite shows how an enhanced station forecourt could look along with some features that could be integrated.



↑ Plan/Diagram/Image Caption



↑ Plan/Diagram/Image Caption







## 5.2.3 Project C3 – Enhanced Walking and Cycling Routes and Infrastructure

Increasing walking and cycling is central to Government's strategy to decarbonise transport in the UK, with the aim that half of all journeys in towns and cities will be cycled or walked by 2030.

Therefore, it is important that adequate walking and cycling infrastructure is provided as part of the masterplan, connecting key destinations within the town centre.

From consultation feedback and site observations it is clear that some areas of the town centre lack safe and adequate connections.

Therefore, four strategic walking and cycling are proposed as part of the masterplan as shown opposite.

Potential enhancements to these routes will vary in nature and depend upon relevant Highways standards where relevant. However, they could comprise;

- Improved signage
- Improved lighting
- Enhanced footways or segregated cycle paths
- Enhanced pedestrian and cycle crossing points

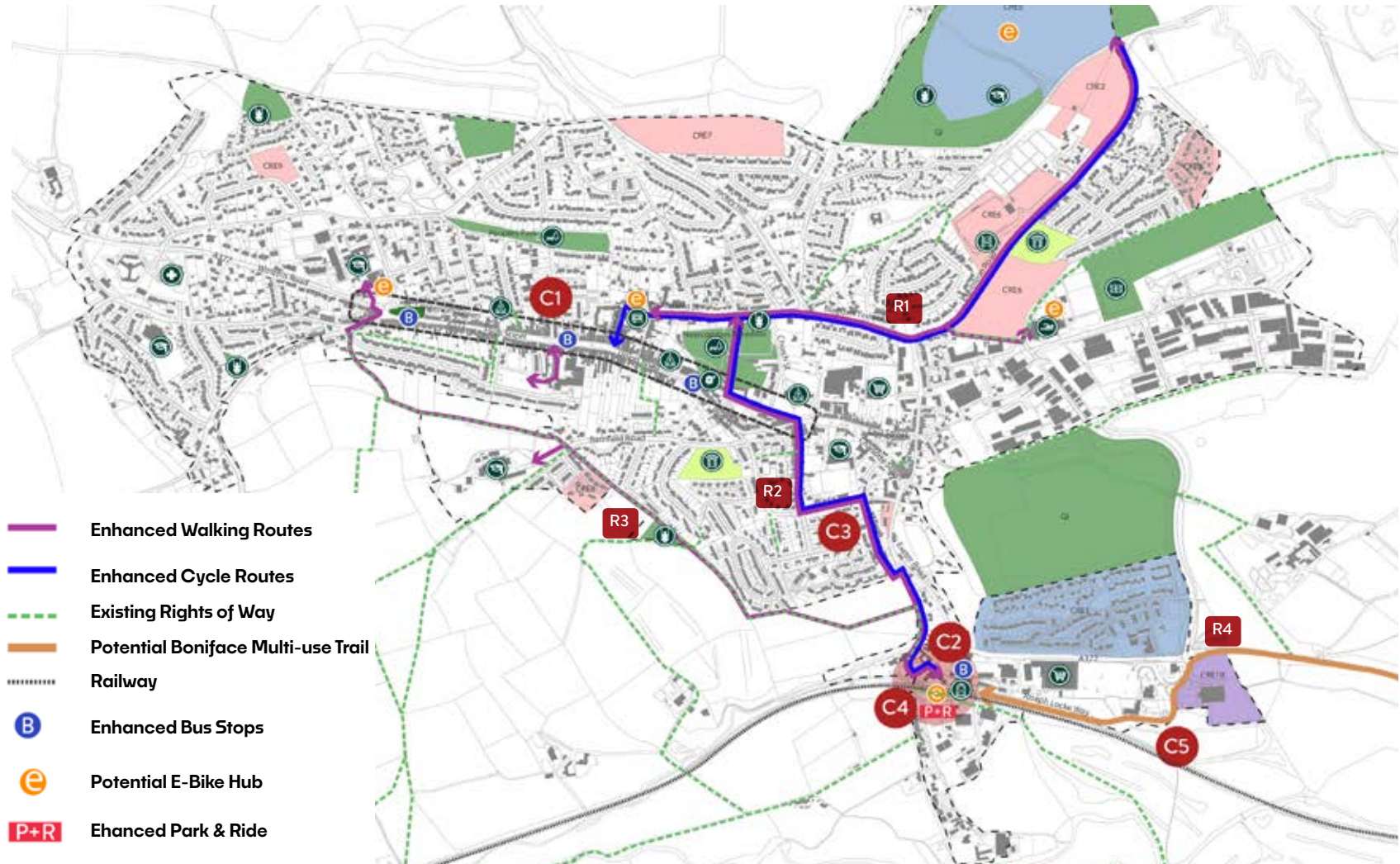
Any new cycling infrastructure will conform with the LTN 1/20 Cycle Infrastructure Design Guidance and any other relevant standards.

### Enhanced Walking and Cycling Route

A series of strategic walking and are proposed within the Town Centre:

- **R1** - Exhibition Road (A3072)/Blagdon Terrace/Belle Parade/Parliament Street
- **R2** - Four mills Lane/ Saxon Close/Park Road/Dean Street
- **R3** - Stonepark Lane/PROW
- **R4** - Boniface Trail





↑ Proposed Walking and Cycling Routes

## 5.2.4 Project C4 – Enhanced Park & Ride and Public Transport Infrastructure

Public transport will play a critical role in supporting sustainable travel.

Crediton is currently well served by regular bus services that connect the town with Exeter, Tiverton, Okehampton, Barnstaple, Great Torrington, and intervening towns and villages.

Most of these bus services run through the town centre using the A377 and several bus stops are located within the town centre.

An existing Park & Ride car park is located at Crediton Station, providing 50 free parking spaces to encourage rail use and bus connections.

The masterplan has identified a number of opportunities to improve the existing public transport infrastructure.

### Key Opportunities

- *Improve the Park & Ride facilities at the Station in partnership with Network Rail/ Great Western Railway (GWR)*
- *Provide a Mobility Hub at the station (refer to project C2) to support a modal shift/active travel modes.*
- *Continue to upgrade bus shelters at key bus stops within the town centre area to include modern bus shelters with seating and real time bus service displays.*
- *Improved and additional coach parking areas at the Park & Ride facility.*





## 5.2.5 Project C5 – Boniface Multi-Use Trail

The Boniface Trail is a planned multi-use trail between Crediton and Exeter. It is designed to be a safe route for walkers, runners, cyclists and wheelchair users. It will also link communities en-route such as Dunscombe, Smallbrook, Newton St Cyres, Langford, Half Moon and Cowley.

The Boniface Trail is listed as one of Devon County Council approved projects and included within the Exeter Local Cycling and Walking Infrastructure Plan (LCWIP).

However, the project is still in the process of securing funding to deliver the route in a phased approach.

The masterplan considers this route as an important masterplan project that will deliver a number of benefits to Crediton.

### Key Opportunities

- *Support sustainable travel*
- *Provide a safe route to walk and cycle*
- *Increased health & well being to users*
- *Attractive leisure amenity that will contribute to Crediton's economy.*
- *Help to improve air quality by encouraging people to use active travel modes.*



↑ Example of a Multi-Use Trail



↑ Project Key Plan

## 5.3. Land Use and Development Strategy

The land use and development strategy is largely formed by and reflects the existing adopted Mid Devon Local Plan and the Crediton Neighbourhood Plan allocations and policies.

There are several new neighbourhoods planned, which will contribute towards the overall growth and development of Crediton and contribute new green spaces, play spaces and community facilities that will benefit new and existing residents.

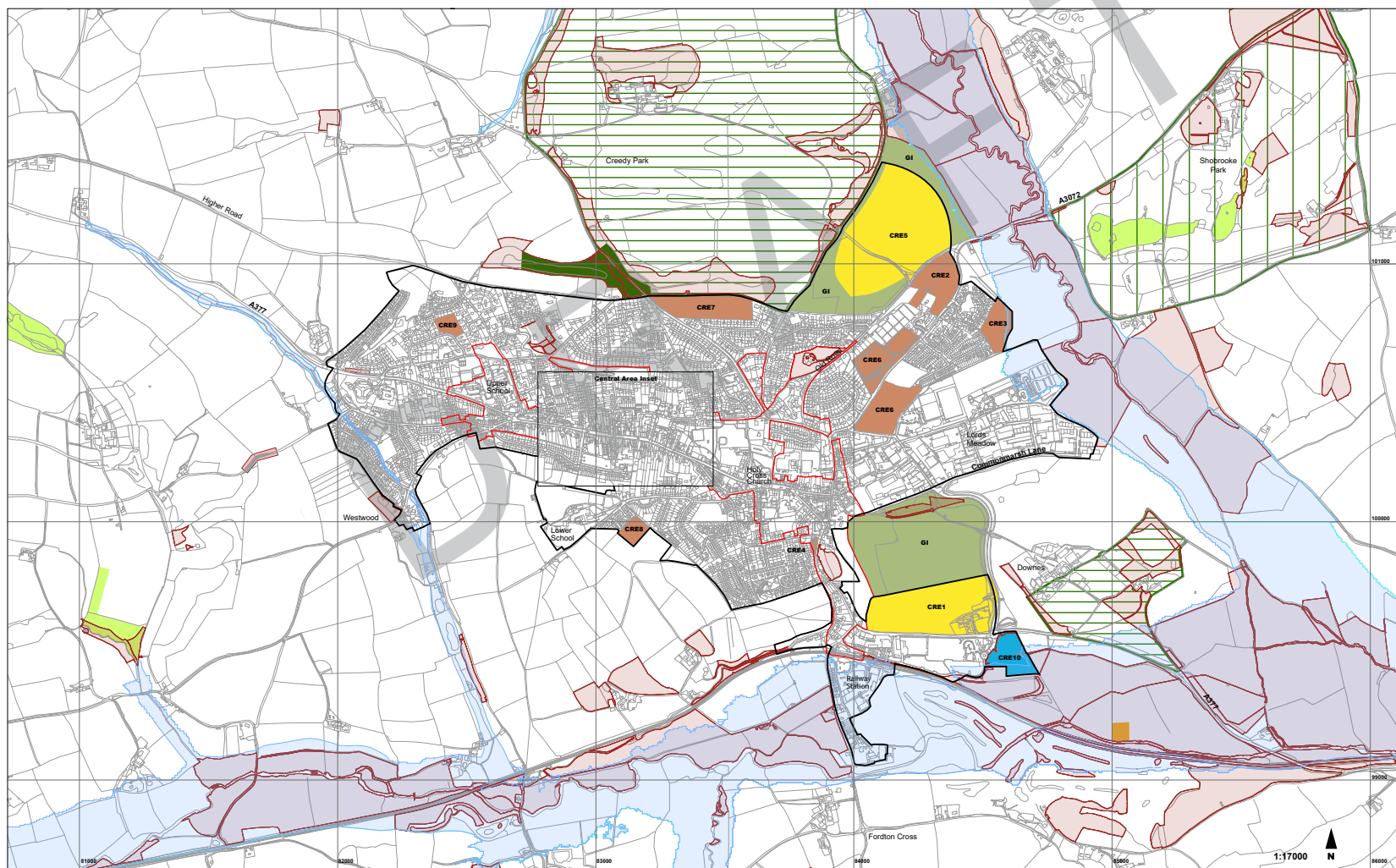
These allocations are likely to deliver 786 number of new dwellings and increase the population of Crediton. The supporting strategies contained within the framework will ensure that these new neighbourhoods are integrated in a way that supports economic, social and environmental benefits.

Opportunities to develop brownfield sites within the town centre will be supported to provide infill development within central and sustainable locations within the town centre.

At the time of writing this masterplan report a separate estates review of the Queen Elizabeth School campus is being undertaken. Subject to the outcome of this study, there may be a longer-term opportunity to redevelop part of the campus area for new uses.

Market Street car park also occupies a central location. Although this is well used presently, it may offer valuable brownfield land that could provide development opportunities in the future.

The identification of brownfield development opportunities and is not part of this study and may form part of the future Local Plan review.



↑ Existing Local Plan policies map showing existing Development

## 5.4. Green and Blue Infrastructure

The masterplan promotes investment in the existing established parks and green spaces to maximise their potential to serve existing and new residential neighbourhoods across Crediton.

This will capitalise on the potential of St. Laurences Green and Newcombes Meadow to deliver amenity to existing and future communities.

Investment should enhance their safety and inclusive use, and physical connections between them and residential communities in the future as an absolute priority.

Beyond investment in Crediton's existing strategic green spaces, the masterplan also promotes the delivery of new green spaces as part of consented developments to develop a network of green corridors to connect green spaces that encourage healthy lifestyles and increase biodiversity.

Streets play a fundamental role not just in the movement of people, but also in the creation of place. Investment will be made in the street network across Crediton to increase street tree planting to provide green routes that connect the town centre and green spaces.

It is also imperative that green spaces are safe and inclusive – offering a range of uses for a wide range of age groups.

### PROJECTS

A series of projects are proposed as part of the Green and Blue Strategy:

- *G1 – Newcombes Meadow Enhancements*
- *G2 – St. Lawrence Green Enhancements*
- *G3 – High Street Urban Greening*
- *G4 – Green Routes*



## Green and Blue Strategy PLAN





## 5.4.1 Project G1 – Newcombes Meadow Enhancements

Comprising an area of approximately 2.5 Ha, Newcombes Meadow plays a key role within Crediton town centre to provide recreational and natural green space for the community.

Although the park is already well used and provides a range of uses, consultation feedback and observations suggest that there are issues and opportunities that could be reviewed to enhance the space. This will ensure the park continues to meet the needs of the community, whilst contributing to improve biodiversity gains in the future.

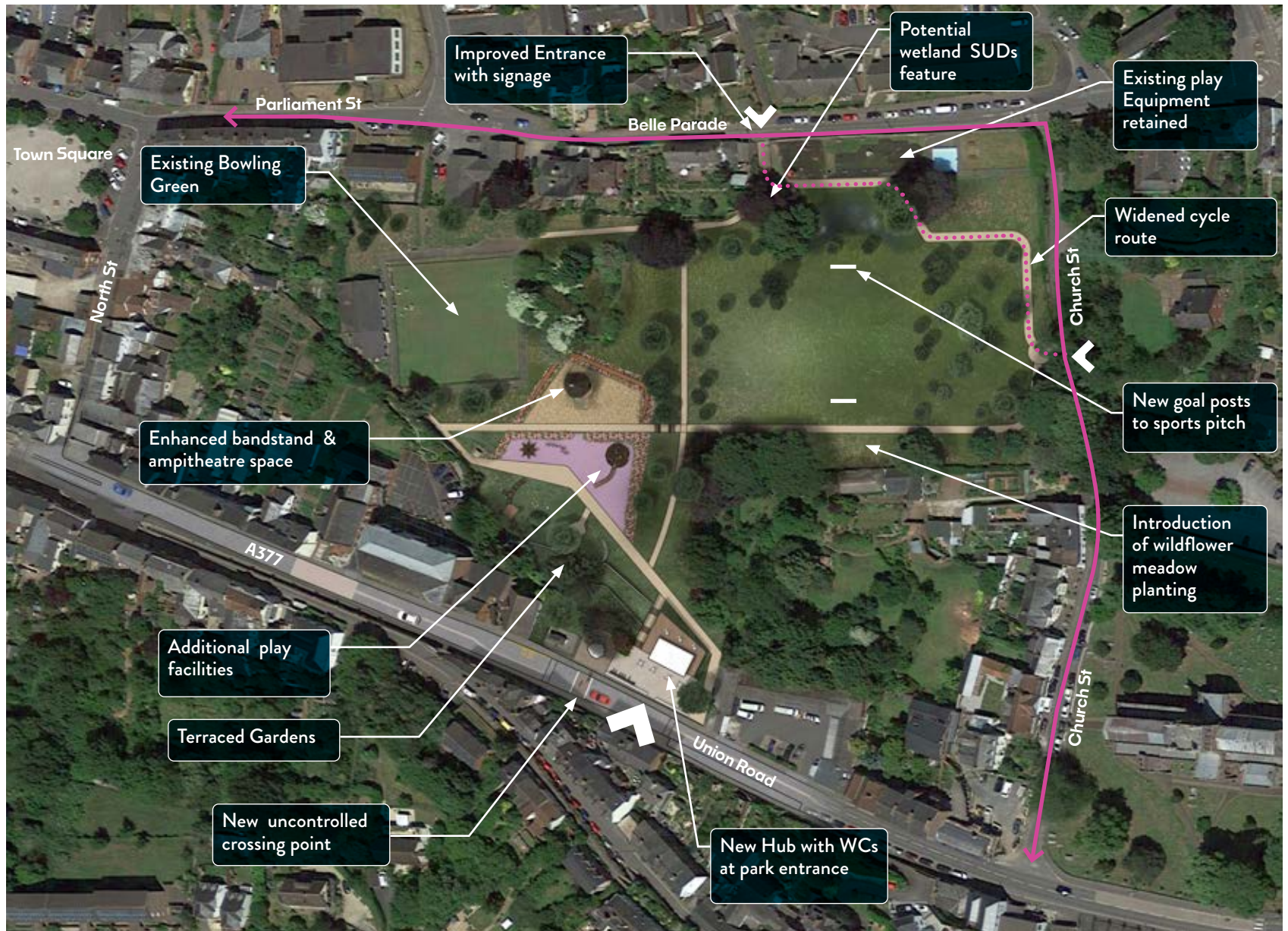
Key issues identified comprise:

- *Poor pedestrian gateways – the park seems hidden*
- *Shared pedestrian and cycle route through the park could lead to conflicts in user types and does not meet current LTN1/20 Cycle Infrastructure design guidelines.*
- *Steep pedestrian routes leading up to Union Road may deter some users*
- *Underutilised Bandstand*
- *Absence of facilities for teenage users*
- *Anti-social behaviour*
- *Lack of lighting makes use at night feel unsafe.*
- *Large areas of amenity grass provide little biodiversity or habitat value.*

The Newcombes Meadow Enhancement project proposes a series of interventions to address the issues identified and improve the park. These are shown on the illustrative concept plan below and comprise:

- *A new entrance Hub building and enhanced gateway space off Union Road (see project C11)*
- *A potential bike pump track (pending outcome of wider review of facilities at Lord's Meadow).*
- *New and separate pedestrian and cycle routes*
- *New natural play facilities that make the most of the landform*
- *An enhanced setting around the bandstand*
- *Additional seating*
- *New lighting to key routes through the park at night*
- *New wildflower, tree planting and SUDs/ wetland features to increase biodiversity*









↑ Illustrative sketch of potential Newcombes Meadows enhancements



↑ Precedent images showing potential character







## 5.4.2 Project G2 – St.Lawrence Green Enhancements

St Lawrence Green plays an important role, marking the gateway to the town centre when approaching from Western Road.

It is also situated close to the interface and gateway with Queen Elizabeth secondary school.

Although the park is currently in good upkeep, the proximity to the surrounding busy roads detracts from the setting and does limit accessibility.

The potential for a new roundabout junction as previously proposed within the Urban Realm Feasibility Study was discussed with Devon Country Council but disccounted by them.

Therefore, several interventions to enhance the space itself are proposed which are shown on the illustrative concept plan below and comprise:

- *Enhancements to the setting of the existing kiosk*
- *Potential to reinstate railings to the perimeter of the space as identified in the Conservation Area Appraisal objectives.*
- *Additional new seating*
- *Areas new ornamental and wildflower planting*
- *Introduction of a new welcome sign/feature to announce the gateway into the town centre.*



↑ Existing photo of St.Lawrence Green



↑ Existing photo showing how Highways impede connectivity to the space





↑ Illustrative plan



↑ Example of a gateway feature



↑ Example of wildflower planting



↑ Example of enhanced kiosk setting with

### 5.4.3 Project G3 – High Street Urban Greening

The High Street is currently a Highways dominated space with very little planting present.

Due to the high volumes of through traffic on the A377, Crediton High Street has high levels of air pollution as identified in the MDDC Air Quality Action Plan, which need to be reduced.

Street planting has been shown to directly absorb and mitigate the impacts of air pollution and is therefore considered an important component of the masterplan.

The Public realm enhancements proposed in Project C1 will provide some additional space within the High Street that may enable additional planting into the streetscape.

The nature of the planting possible will depend upon existing service constraints (unknown at this stage) but could include tree planting, rain gardens and inground planting, raised planters, hanging and vertical planting features.

Therefore, to enhance the Green, several interventions are proposed which are shown on the illustrative concept plan opposite and comprise:

- *Introduction of Living Pillars that can be retrofitted to existing lighting columns.*
- *Green Wall Installation*
- *Street Tree Planting*
- *Raised planters and/or Parklets*
- *Rain Gardens*

New planting should be considered and developed in partnership with DCC Highways, Crediton Town Council and Crediton In Bloom to ensure that it gains consent and mechanisms for ongoing

Urban greening is shown on the concept plans below and integrated as part of the Urban realm enhancements delivered as part of project C1.



↑ Existing High Street devoid of planting





↑ Example of street tree planting



↑ Example of raised planters



↑ Example of hanging baskets



↑ Example of rain gardens



## 5.4.4 Project G4 – Green Routes

Existing green spaces within the town centre are presently disconnected from the wider Green infrastructure network.

Therefore, there is an opportunity to improve connectivity between the existing open spaces for both amenity and biodiversity benefits.

These green routes will compliment and add to the connectivity of the Green Corridors proposed and advocated by the Neighbourhood Plan, which will connect the town centre with the rural hinterland.

Several Green Routes are proposed within the town centre which are shown on the illustrative concept plan opposite. Features of green routes could comprise:

- *New street tree planting (where possible)*
- *Native Hedgerow planting*
- *Wildflower planting to verge areas*
- *New raised planters*
- *Fruiting and pollinating plants*
- *Bird and Bat Boxes*
- *SUDs features*

The nature of these routes vary so it is understood that any features proposed are appropriate for the location.

### Green Routes

A series of Green Routes are proposed within the Town Centre:

- **GR1** - *Exhibition Road (A3072)/Blagdon Terrace/Belle Parade/Parliament Street*
- **GR2** - *Four mills Lane/ Saxon Close/ Park Road/Dean Street*
- **GR3** - *Stonepark Lane/PROW*



↑ Proposed Green Routes



↑ Wildflower to roadside verges



↑ Pollinators



↑ Tree Planting



↑ Bird Boxes

## 5.5. Community Infrastructure Strategy

The Framework recognises the intrinsic value of culture and its importance to thriving communities. The regeneration of CREDITON presents an opportunity to enrich its cultural and social infrastructure to enable more people to participate in cultural events and to enrich the community overall.

This is a key area where the implementation of the Framework can improve conditions, quality of life and opportunities for our existing communities.

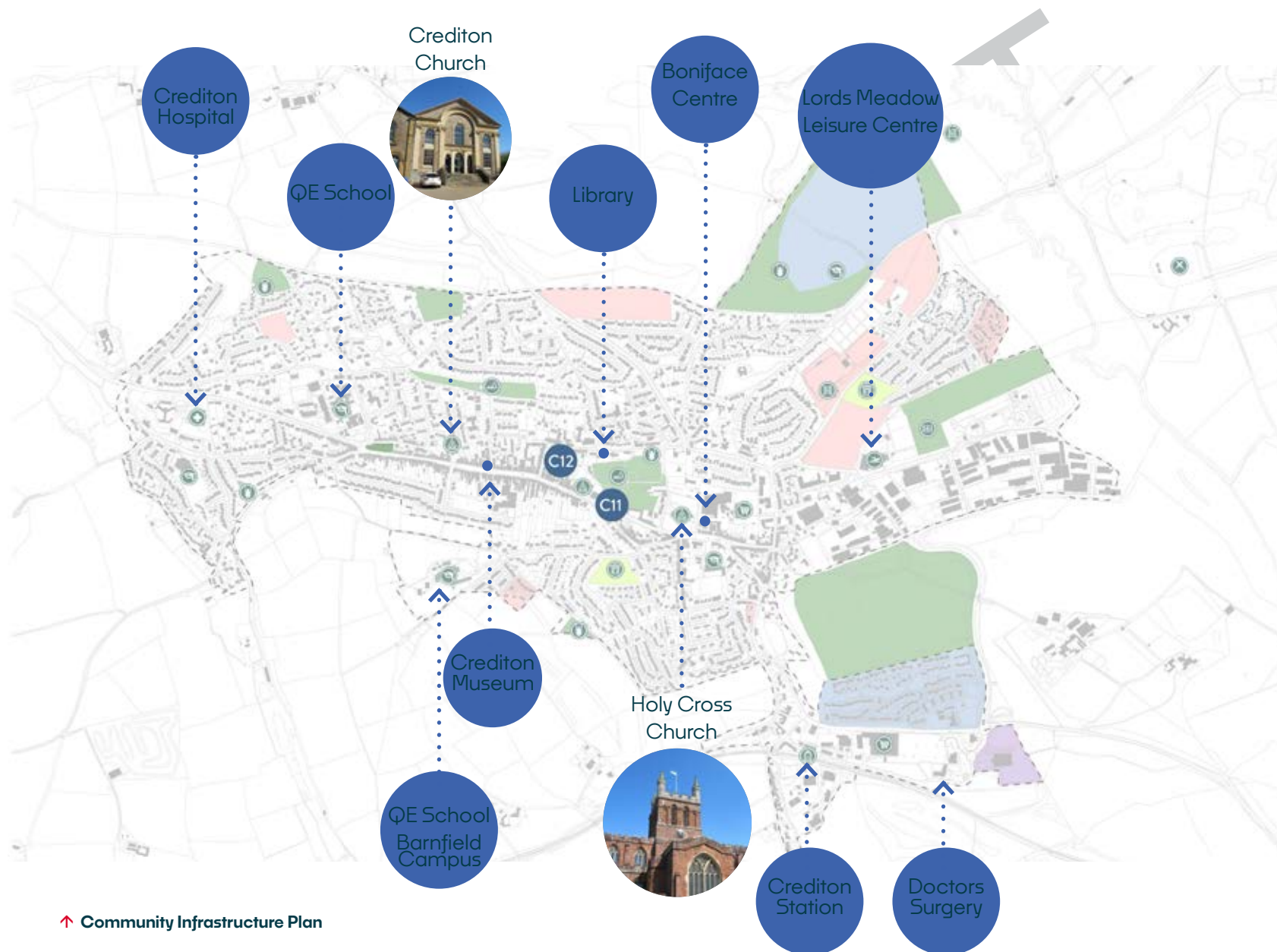
The masterplan includes for the provision of services and facilities that will meet local and strategic needs and contribute towards a good quality of life. It includes for access to health provision, education, community, play, youth, recreation and sports. It also includes for green infrastructure including playing pitches and in all its forms being a key component of social infrastructure.

All new social infrastructure will be easily accessible by walking, cycling and public transport in accordance with the captured within the circulation and movement framework.

### PROJECTS

- *CI 1- New community café and hub at Union Road*
- *CI 2- Supporting market activity within Town Square*





## 5.5.1 Project CI 1 – New Community Café and Hub at Union Road

At present, the existing disused toilet block and space at Union Road detract from the setting of the War memorial and bus stop and creates a poor gateway in to both the town centre and Newcombes Meadow.

In addition, crossing Union Road at this point is difficult with traffic being a dominant feature.

This offers a great opportunity to create an enhanced eastern gateway space to announce the arrival into the town centre and attract more visitors to Newcombes Meadow by improving facilities at the park's entrance.

To activate this space, a new community café and Hub is proposed which may comprise:

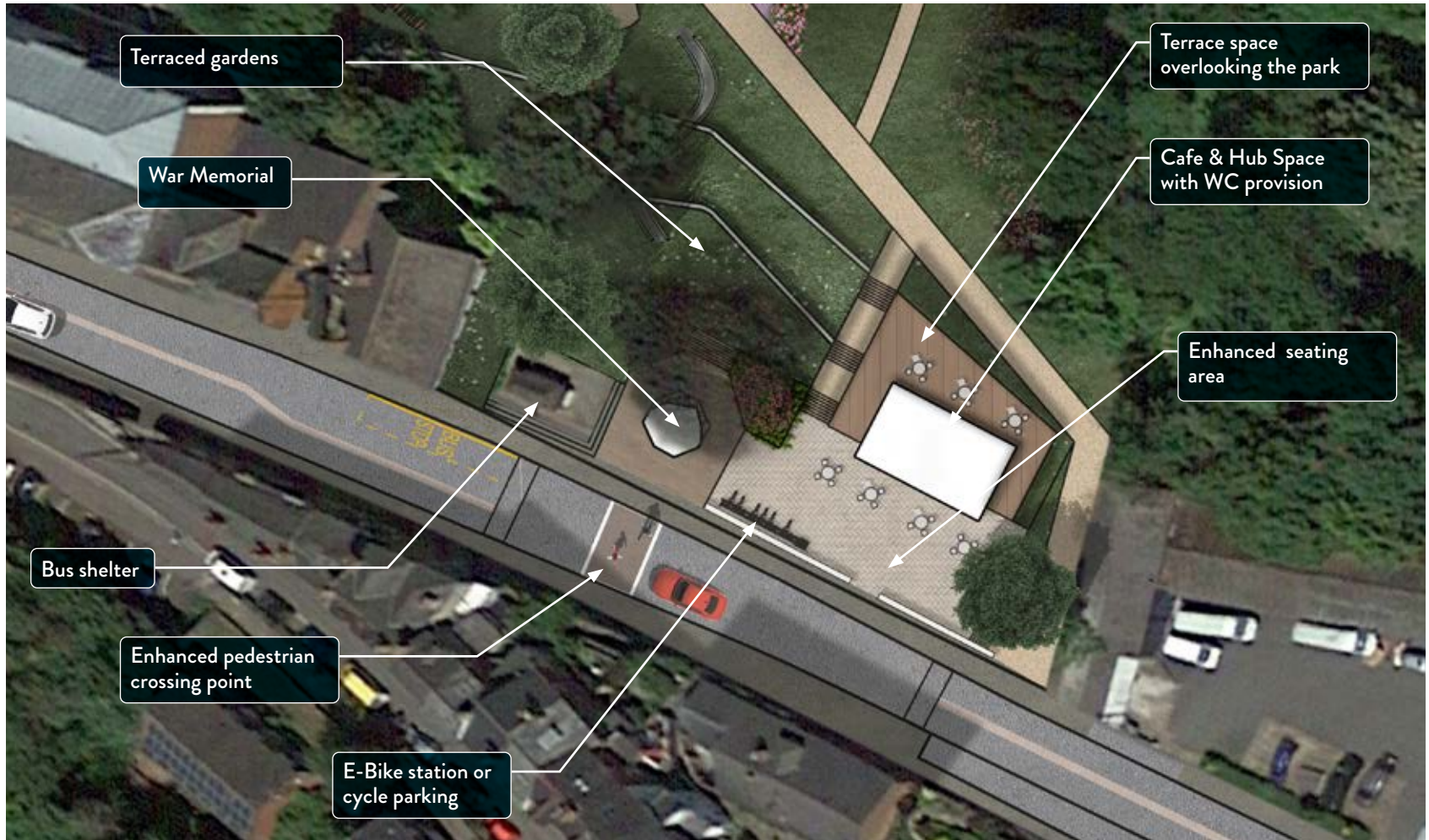
- Renovation of the existing disused toilet block into a modern café/hub space with improved public toilet facilities.
- Introduction of an uncontrolled crossing point to Union road to make road crossing safer and easier.
- Enhanced planting and terraced gardens.
- E-Bike or additional cycle parking.
- Improved paving and seating with terrace with views across the park.

The illustrative CGI below and plan opposite demonstrate what the new Hub space could look like.



↑ Illustrative CGI of the potential Union Road Hub





↑ Example of a Cafe Hub



↑ Cycle Hub



↑ Existing setting



↑ Example of a terraced garden



## 5.5.2 Project CI 2 – Supporting Market Activity within Town Square

As a historic market town, Crediton has a long history of markets within the town centre.

A successful farmers' market is held on the Town Square on the first and third Saturdays of every month. This is an important event to promote local and seasonal produce and enterprise, supporting both the economy and community.

Having consulted with the market operators during the masterplan engagement process several opportunities have been identified to support market activity.

These comprise:

- Introduction of Inground and/or pop-up power supplies
- Introduction of a free WIFI zone within the Town Square
- Introduction of a potable water supply and drinking fountain
- Improved surfacing to the Town Square space better suited for market use. This could include resurfacing with a resin bound surface finish or other suitable bound paving.



↑ Crediton Farmers Market



↑ Inground power supply



↑ Introduction of Free WIFI Zone



↑ Existing Town Square

## 5.6. Sustainability and Climate Resilience Strategy

The delivery of the Framework will work in accordance with and towards the targets set within the Devon Climate Plan helping Mid Devon District Council reach its Net Zero target.

### Interventions

The masterplan seeks to integrate a range of sustainable features:

#### Travel

- *New EV charging points integrated into High Street Car Park*
- *Introduction of an active travel strategy with new Travel Hub and enhanced pedestrian and cycle routes*
- *Enhancement of the railway station to encourage travel by rail and modal shift.*
- *Creation of walkable streets advocating the '20-minute neighbourhood'*

#### Waste

- *Introduction of new recycling points*
- *Introduction of water drinking fountains within key town centre locations to help reduce the use of single use plastic*

#### Energy

- *Consideration of renewable energy creation with solar car park canopies within High Street Car Park*

#### Buildings

- *Retrofit and reuse of existing community buildings*

#### Business and Economy

- *Enhanced town centre commercial core*
- *Support street trading licenses*

#### Food and Agriculture

- *The potential creation of a new community orchard and allotments linked to the creation of new neighbourhoods.*

#### Nature

- *Protection and enhancement of existing green spaces to include new biodiverse habitats*
- *Adopt principles set within the Devon Local Recovery Strategy and Trees for Devon Initiative.*
- *Increase tree planting and biodiversity value.*





↑ solar generation within car park areas



↑ Water drinking fountains



↑ Recycling bins



↑ Walking and cycling routes

## 5.7. Improving Wayfinding & Legibility

The legibility of Crediton town centre is a key to supporting the town's economy by encouraging visitors to explore and make the most of their experience.

It is also important to ensure that the town connects its key assets sustainably by supporting walking and cycling routes.

The masterplan proposed three projects to improve wayfinding and legibility.

### PROJECTS

- *W1- Improve Wayfinding*
- *W2- Introduce a Public Art Strategy*
- *W3- Celebrate historic alleyways and courtyards*

### 5.7.1 Project W1 – Improve Wayfinding

Consultation feedback has raised that legibility within the town centre is an issue with certain town locations such as Newcombes Meadow feeling slightly hidden.

Key pedestrian gateways into the town centre are particularly poor and the link from High Street car park and the town centre is not clear at present to those unfamiliar with the town.

Existing wayfinding within Crediton is piecemeal and takes the form of finger posts that have been located within the town centre over time. Many of these have an over-allocation of information that becomes confusing to visitors.



↑ Poor signage to route to car park



↑ Historic street sign



↑ Modern wayfinding on building facade



↑ Ground-finding

The St. Boniface Heritage Trail is a positive recent feature, that encourages visitors to explore Crediton's connection with St. Boniface and the wider town centre.

Therefore, it is considered that improvements to waymarking and signage could be made to create a more legible and well interpreted place, where visitors are provided with adequate wayfinding and visitor information to enable and encourage them to explore Crediton town centre on foot and on bike, and interpretive information that adds to the richness of the experience.

Wayfinding features should exhibit a consistent character and contribute towards enriching the visitor experience.

### Proposed Wayfinding Features

A range of wayfinding signage elements are needed to provide the right amount of information in the right locations. These features could include:

- Wayfinding totems at key gateways and nodal points
- Directional finger posts – used sparingly at minor intersections.
- Street name Plates - located on boundary treatments/buildings.

In addition, more creative wayfinding techniques could be explored such as ground-finding – a method of developing routes via features set on the ground. This may be appropriate if future trails around the town are considered.



↑ Wayfinding totem



↑ Gateway totem



↑ Finger Post



## 5.7.2 Project W2 – Introduce a Public Art Strategy

A vibrant public art programme offers a range of benefits and opportunities for enhancing the urban environment, increasing the use and enjoyment of public space, and building social cohesion. Public Art provides a means of celebrating Crediton's culture, community and rich history. It offers shared symbols which build social cohesion, contribute to civic pride and help forge a positive identity for the town. Through this art, the town projects its collective identity and vision.

Public art supports the creative industries, creating opportunities for artists and designers. Furthermore, public art acts as a catalyst for development and economic growth through innovation, attracting visitors and stimulating investment.

Public art also;

- Energises our public spaces
- Expands our thinking
- Transforms the places where we live, work and play
- Creates places of interaction
- Enables references and links to heritage
- Contributes to tourism offering, attracting new visitors
- Sense of civic pride which research shows leads to less crime

Public Art should not be seen as an add-on that can be delivered within an existing project as an after-thought and should be considered at an early stage. The artistic ambition of Crediton needs to be taken seriously and aligned to economic, artistic and the social values of Crediton to create a strong brand.

The nature of public art is collaborative and involves the public. It is therefore very important to engage communities through the development of the public realm. Community engagement is important in developing public art projects and appropriate mechanisms should be adopted for each project.



↑ St. Boniface Heritage Trail



↑ Lighting artwork feature

### Existing Public Art

At present, there are several examples of public art within Crediton's town centre, including the St. Boniface heritage trail pictured below.

However, it is considered that further artwork interventions would enrich the town centre and reflect the strong creative spirit within the town.

### Public Art Opportunities

There are a number of opportunities to successfully design public art into the public realm, which may include;

- Interpretation of the town's history within the public realm
- Permanent pieces of sculpture
- Artists input in to bespoke elements of street furniture and paving designs
- Artists input into external lighting designs

Indicative images below demonstrate precedents of how public art works could be integrated within the town centre in the future.



↑ Mural to building facade



↑ Artwork integrated in to street furniture

### 5.7.3 Project W3– Celebrate Historic Alleyways and Courtyards

The medieval street pattern of the town is noted as being of special historic interest with a main street running east - west, flanked by burgage plots running at right angles to the street frontage.

The street frontage would have comprised shops with associated living accommodation and workshops, including serge makers' spinning and weaving sheds to the rear.

The street pattern is still in evidence today with back courts such as Cockle Lane and the courts and yards running at right angles to the east -west alignment of High Street.

It is considered that as part of the masterplan there are opportunities to celebrate these historic alleyways to encourage visitors to use them as part of the wider circulation of the town and to appreciate the town's heritage.

Longer term support of small business units within the courtyards could be considered to reinvigorate these spaces as locations for artisan or craft activities – echoing the past whilst building upon Crediton's current strong independent business environment.

The images opposite show some ways the alleyways and courtyards could be enhanced in the future.



↑ Historic Entranceway to Francis Court





## **6.0. Delivery Strategy**

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## 6.1. Delivery Strategy

The Crediton Town Masterplan provides a clear vision and set of objectives to guide the implementation of a set of key opportunity sites and projects which will work together to transform the town centre. The success of those projects will depend on continued partnership working to secure the delivery of high quality and sustainable interventions in a timely manner.

The masterplan also enables decision makers a clear document to use to help inform and secure future funding mechanisms.

Monitoring will be an integral part of regeneration plans for the town. This will include monitoring of delivery of masterplan outputs and also tracking progress towards the framework masterplan objectives.

### Summary of Projects

This report has identified a number of urban design projects.

Further project development is required to refine project briefs and costings, identify potential funding and assess the viability of individual schemes.

The table opposite offers a summary of the projects identified.

### Indicative Costing

Indicative budget guidelines have been provided for each of the separate projects. Further input from a quantity surveyor is recommended to develop cost

estimates should any of the schemes be pursued.

### Phasing

It is anticipated that the projects proposed as part of the masterplan will be delivered through a pragmatic and phased approach.

### Funding Mechanisms

Various funding mechanisms will need to be sought to deliver projects identified as part of the masterplan. These may draw upon S.106 contributions, central Government funding initiatives, GWR Community Improvement Fund, Active Travel Funds and other sources as they become available.

Theme	Project	Name	Summary Description	Potential Funding/Delivery Mechanism	Budget Guidelines		
					Low (<£100K)	Medium (<£500K)	High (>£500K)
Circulation & Movement	C1	High Street Urban Realm Enhancements	Making adjustments in the High Street to create safer and healthier pedestrian focussed streets that support activity and local businesses. Phased works could include: • Introduce safer pedestrian crossing points at key locations • Introduce continuous pedestrian crossing points at side-street junctions. • Introduce new street tree and planting where possible (subject to service constraints) • Extending the width of pedestrian footways and space at key locations • Introduction of new cycle and public transport infrastructure to support sustainable and active travel. • Introduce new and additional street furniture.				
			Early and lower-cost interventions may be possible to improve connectivity, lift the quality of the public realm and develop momentum for change. These may comprise: • Close off selected existing on-street parking bays to enable use of the space by local traders and/or temporary planting and parklets. • Introducing temporary raised planters and street furniture				
	C2	A More Welcoming and Well Connected Crediton Railway Station	Improvements to enhance the setting and connectivity of Crediton Rail Station, including: • Creating a new mobility hub to offer access to different types of transport to support sustainable and active travel. • Improving the public realm setting to develop a high-quality gateway to Crediton town centre. • Potential Highways improvements to provide safer pedestrian and cycle access at the junction with Station Approach, Station Road, and Four Mills Lane. • Improvement of the Park & Ride Facility.				
	C3	Enhanced Walking & Cycling routes and infrastructure	Enhancements to four key cycle/walking routes that may comprise: • Improved Signage • Improved lighting • Enhanced footways or segregated cycle paths • Enhanced pedestrian and cycle crossing points				
	C4	Enhanced Park & Ride and Public Transport Infrastructure	• Improve the Park & Ride facilities at the Station in partnership with Network Rail/Great Western Railway (GWR) • Provide a mobility Hub at the station (refer to project C2) to support a modal shift/active travel modes. • Continue to update bus shelters at key bus stops within the town centre area to include modern bus shelters with seating and real time bus service displays.				
	C5	Boniface Multi-Use Trail	A new strategic multi-use trail linking Crediton and Exeter				
Green & Blue Infrastructure	G1	Newcombes Meadow Enhancements	The Newcombes Meadow Enhancement project proposes a series of interventions to improve the park. These are shown on the illustrative concept plan below and could comprise: • Improved gateways • New and separate pedestrian and cycle routes • New natural play facilities that make the most of the landform • An enhanced setting around the bandstand • Additional seating • New lighting to key routes through the park at night • New wildflower, tree planting and SUDs/wetland features to increase biodiversity				
	G2	St. Lawrence Green Enhancements	Enhancements to the green space that may comprise: • Enhancements to the setting of the existing kiosk • Potential to reinstate railings to the perimeter of the space as identified in the Conservation Area Appraisal objectives. • Additional new seating • Areas new ornamental and wildflower planting • Introduction of a new welcome sign/feature				
	G3	High Street Urban Greening	Introduction of additional planting in the High Street and town centre that may comprise: • Living Pillars that can be retrofitted to existing lighting columns. • Green Wall Installation • Street Tree Planting • Raised planters and/or Parklets • Rain Gardens				
	G4	Green Routes	Several Green Routes are proposed within the town centre to connect green spaces and improve biodiversity links. These could comprise: • New street tree planting (where possible) • Native Hedgerow planting • Wildflower planting to verge areas • New raised planters • Fruiting and pollinating plants • Bird and Bat Boxes • SUDs features				

Theme	Project	Name	Summary Description	Potential Funding/Delivery Mechanism	Budget Guidelines		
					Low (<£100K)	Medium (<£500K)	High (>£500K)
Community Infrastructure	CI1	New Community Cafe and Hub at Union Road	A new community café and Hub at Union Road which may comprise: • Renovation of the existing disused toilet block into a modern café/hub space • Improved public toilet facilities. • Introduction of a raised table crossing to Union road to make road crossing safer and easier, and to encourage vehicles to slow speeds as they enter the town centre. • E-Bike or additional cycle parking • Improved paving and seating				
	CI2	Supporting Market Activity within Town Square	Enhancements to Town square to support market activity: • Introduction of Inground and/or pop-up power supplies • Introduction of a free WIFI zone within the Town Square • Introduction of a potable water supply and drinking fountain • Improved surfacing to the Town Square space better suited for market use				
Improving Wayfinding & Legibility	W1	Improve Wayfinding	Undertake a wayfinding strategy and improve wayfinding and signage within the town centre				
	W2	Introduce a Public Art Strategy	Undertake a public art strategy and introduce public art within the town centre				
	W3	Celebrate Historic Alleyways and Courtyards	Enhance the historic alleyways and courtyards within the town centre				



### Next Steps

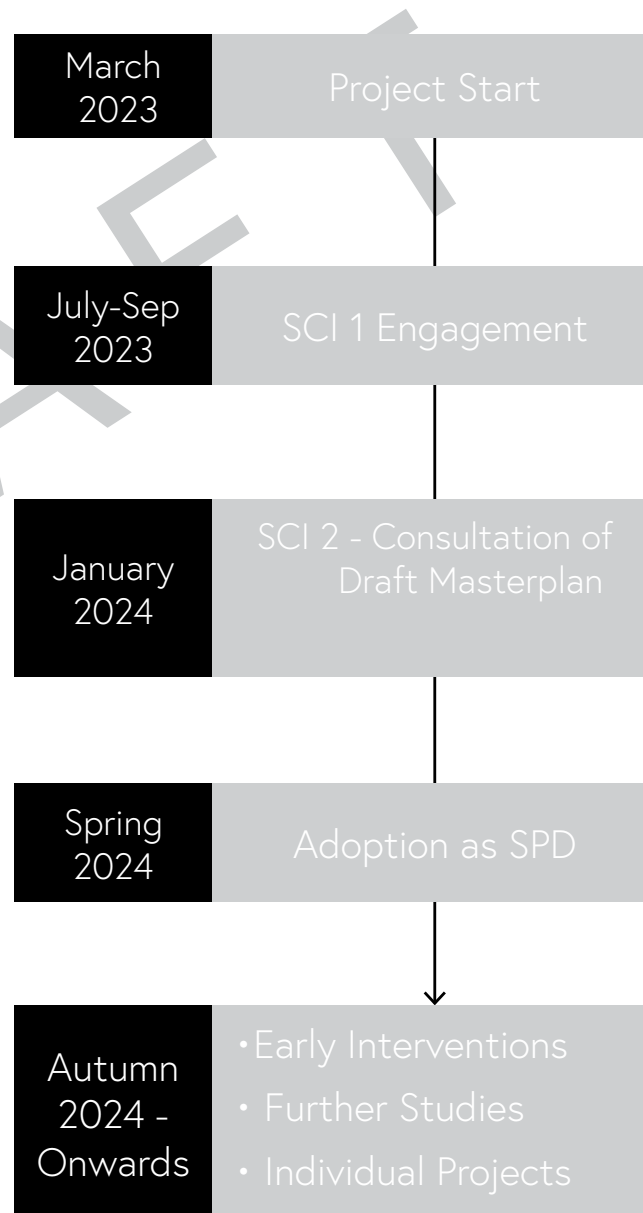
The town centre masterplan identifies a clear vision for the town centre and sets out a spatial framework to guide future development and investment in Crediton.

The town centre masterplan will be adopted as a supplementary planning document and it will be a material consideration in determining planning applications.

### Further Studies

A number of further studies would be recommended to test the viability and provide more in-depth design guidance to support potential projects as they come forward. Further studies may comprise;

- Detailed Highways and Public realm proposals for specific projects
- Wafinding and Public Art Strategy
- Feasibility studies to explore E-Bike and E-Charging points



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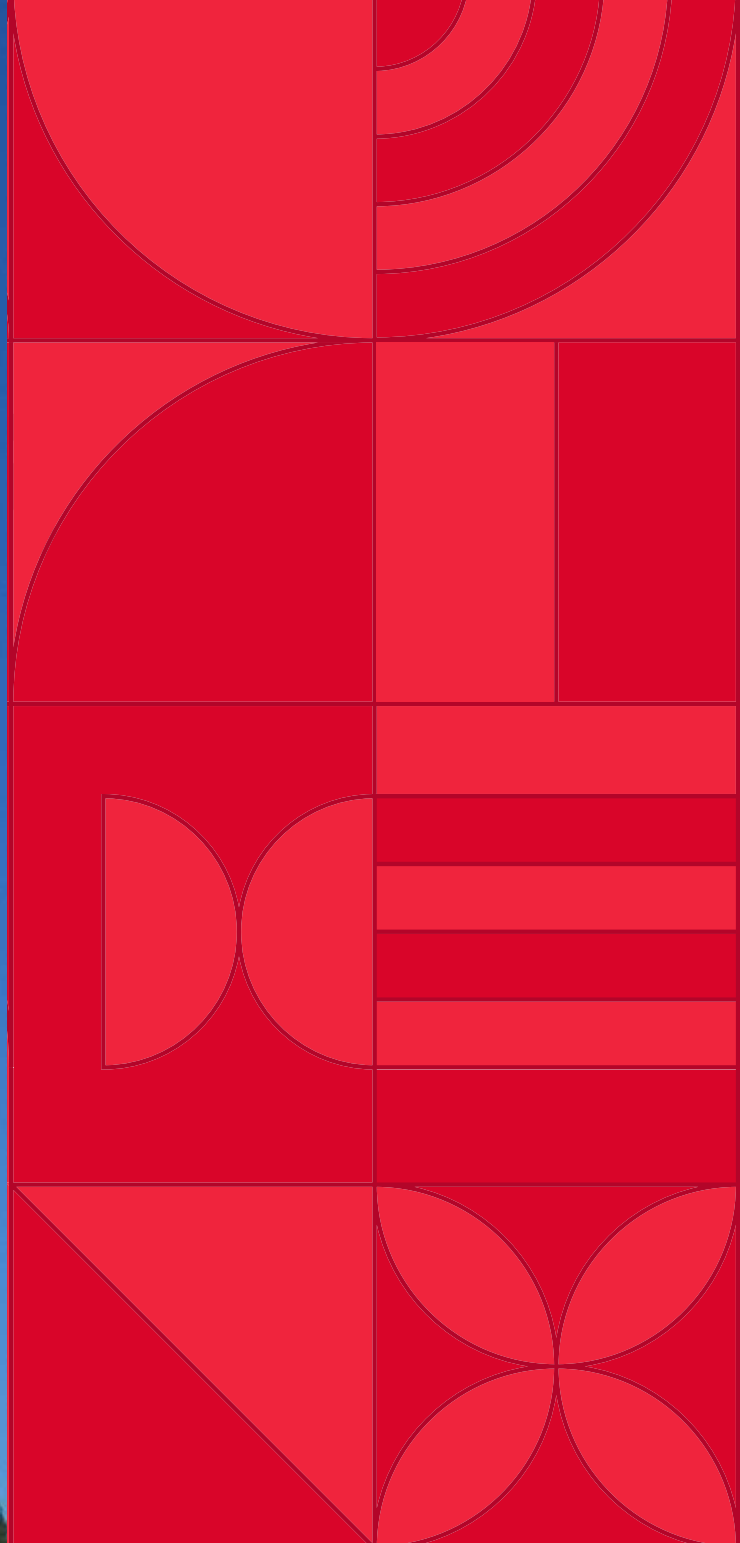
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