



CHULEY ROAD MASTERPLAN

BASELINE REPORT 2013

REP.BDP.001 Rev 02

BDP.

FOREWORD

This report presents the initial 'baseline' findings for the Chuley Road Masterplan study area. It presents the results of the initial stage of research which has sought to analyse the existing site and surroundings to identify key issues, constraints and opportunities for development. The findings in this report will inform the next stage of developing a vision for the masterplan vision and design options.

This report is intended to provide a focus for discussion with the client steering group, stakeholders and community to seek feedback and ensure we have understood the current attributes of the site and wider context of Ashburton.

The report has been prepared by BDP, with input from GL Hearn and Urban Flow, on behalf of Dartmoor National Park Authority and Teignbridge District Council.



AERIAL OF THE SITE

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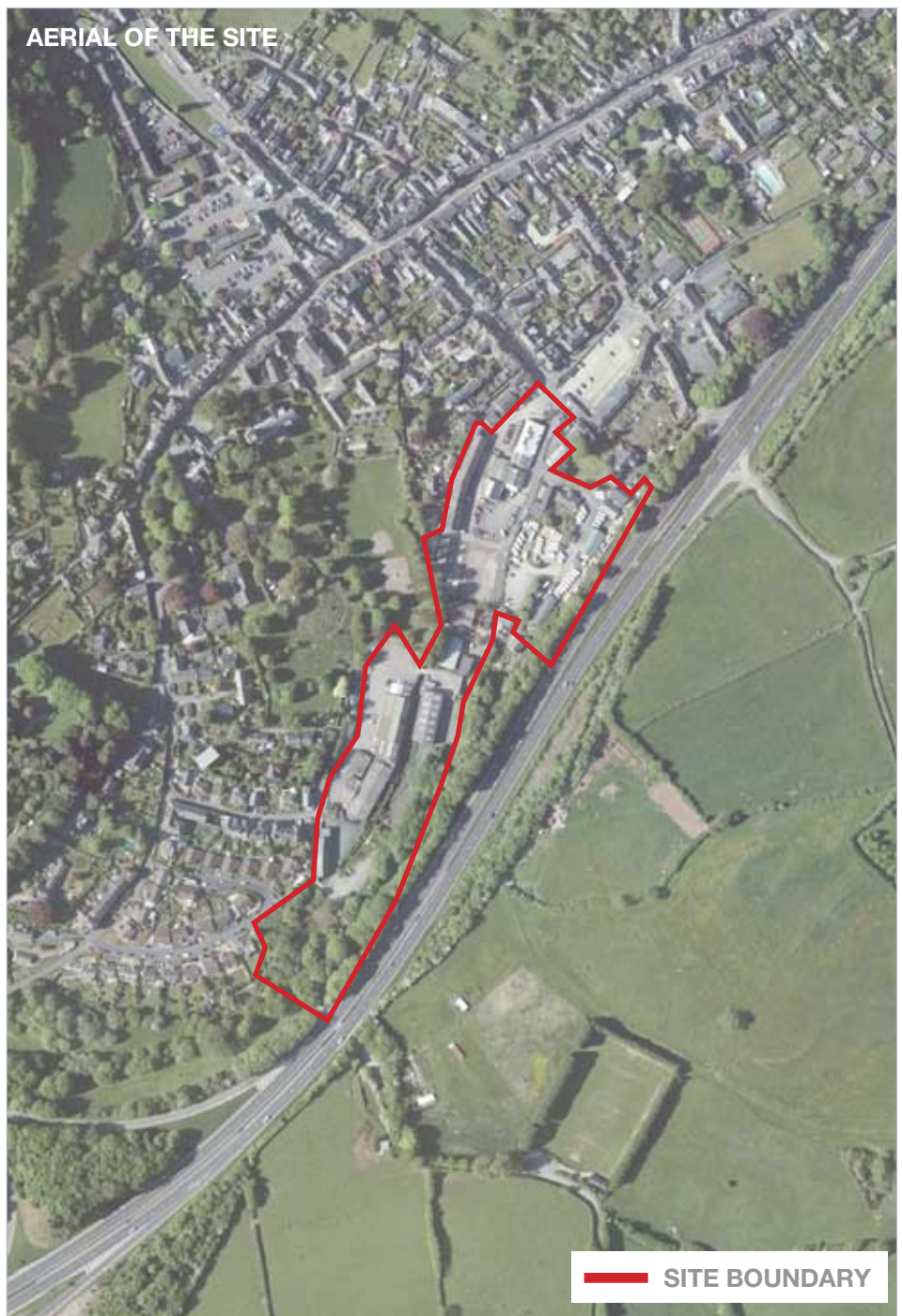
 **SITE BOUNDARY**

Figure 1 - Aerial showing the masterplan site and wider context of Ashburton

1 introduction

INTRODUCTION

A realistic masterplan must be based on a good understanding of the existing characteristics and function of the site and surroundings. With this knowledge it is possible to build on the things that are already working well, and to make improvements to any issues.

This report summarises the findings from the analysis of the town planning, urban design, landscape, transport, economic and property market context for the Chuley Road site. The masterplan study area is indicated on figure 1 and described in more detail in subsequent sections of this report.

There are a number of other studies and previous exercises that are relevant to and set a context for any ideas on future development at the Chuley Road site. The following are a number of key documents that have been reviewed in detail to form a base for the analysis and to ensure we have a comprehensive understanding of the site:

- National planning policy.
- Devon Sustainable Community Strategy.
- Dartmoor adopted planning policy (and evidence base).
- Teignbridge planning policy (and evidence base).
- Dartmoor Parish Housing Needs Assessment.
- Strategic Housing Land Availability Assessment



- Dartmoor Strategic Flood Risk Assessment (and other environmental studies)
- Dartmoor Landscape Character Assessment.
- Dartmoor Biodiversity Action Plan.
- Ashburton Conservation Area Appraisal.
- Devon Local Transport Plan.
- Dartmoor Traffic Management Strategy.

The following studies are currently being undertaken that will also feed into the masterplan process:

- Flood Risk Assessment (Parsons Brinckerhoff)

Many other background documents and studies have also been analysed. A full list of the information that has fed into our analysis can be found at Appendix A.

The baseline analysis has also included site visits and topic-based workshops with officers.

2 context

- City
- Town
- Local Centre
- Road Connection
- Rail Connection

REGIONAL CONTEXT

The town of Ashburton, situated within the heart of Devon and set within the south eastern fringe of the Dartmoor National Park, is in an important strategic location within the region.

Ashburton is well connected by rail to local, regional and national destinations via Newton Abbot and Totnes. Newton Abbot is 10 km to the east of the town and provides direct train links to Penzance, Bristol, London and Birmingham and enabling accessible rail connections to all major cities across England, Wales and Scotland.

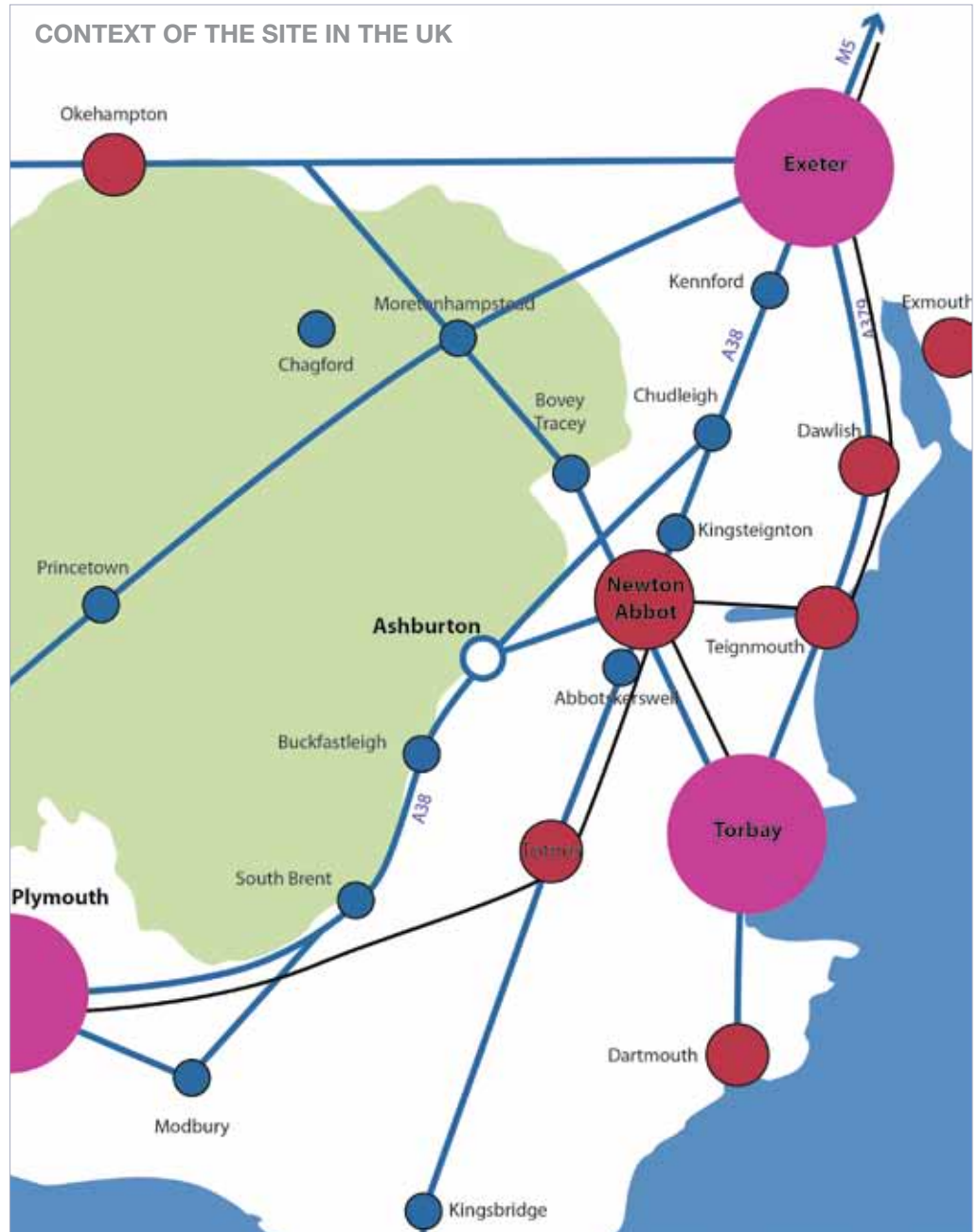
The site location within the region presents opportunities for the retention and growth of local commerce and visitor attractions. Established businesses and institutions such as the universities of Exeter and Plymouth provide a diverse local skills base and the growth of technology services businesses provides opportunities for a sustainable economy.

SUB REGIONAL

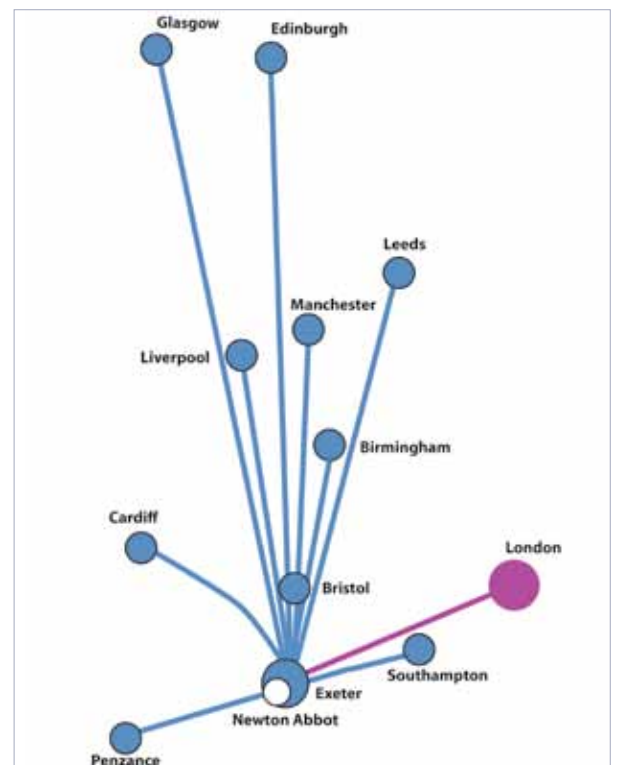
Ashburton is an attractive stannary town which extends to an area of 2,742 hectares (6,936 acres) and has a resident population of 4,689 (according to 2011 census data). The town forms the gateway to Dartmoor and is the largest town in the Dartmoor National Park.

Ashburton is centred between the major cities in the region; it lies 30 km north east of Plymouth, 27 km south west of Exeter and 16 km west of Torbay. The town is flanked by the Devon Expressway (A38) linking Exeter with Plymouth, and joining into the M5 Motorway near Exeter.

CONTEXT OF THE SITE IN THE UK



As the largest town in the National Park, Ashburton provides a range of convenience and comparison goods for its resident population and those living in the surrounding rural hinterland. The town is also a popular destination for visitors to the Park and provides tourism trade in the form of bed and breakfasts, hotels, restaurants, antique shops and gift shops.



PLANNING POLICY

This section contains a summary of the key planning policies that set the context for the Chuley Road masterplan. The masterplan will provide a further level of guidance for future developments on the implementation of these policies on the Chuley Road site. The Authority has prepared a Development Management and Delivery DPD ("the DMD"), which includes detailed planning policy to guide development management decisions and site allocations, including policy proposal ASH2 which covers the mixed use redevelopment of the Chuley Road employment area.

Effective masterplanning requires the engagement and support of local communities along with a wide range of other interested parties and stakeholders. The DMD acknowledges the role of masterplans in achieving sustainable development, and reference is made to them in Policy DMD45 which requires applications on specific sites allocated in the Development Plan to be supported by a development brief or masterplan for the entire allocated site, prepared in association with the local community, relevant stakeholders and the Authority, which demonstrates how the proposal will help sustain the vibrancy of the community and contribute towards meeting the settlement vision over the plan period.

Design Quality

Central to all development across the National Park is a need for high quality design to minimise the development's impact and contribute towards conserving and enhancing the National Park's rich local distinctiveness.

Policy COR4 of the adopted Dartmoor National Park Authority Core Strategy requires development to be appropriate to its setting in terms of its scale, layout and density. Policy DMD3 seeks to sustain the quality of places in the National Park by responding to and

reinforcing local distinctiveness among other measures. The requirement for high quality design is further reiterated within the Dartmoor Design Guide Supplementary Planning Document (SPD) (November, 2011), which seeks to ensure that the design of development is derived from existing influences and reinforces Dartmoor's unique sense of place. In securing good design within the National Park particular attention should be afforded to meeting the requirements of standards such as BREEAM Code for Sustainable Homes, the Lifetime Homes Standard and Secured by Design.

Housing

Due to the special qualities of the landscape and the constrained nature of development within the National Park there is a policy requirement to locate development in previously built up areas where there are high quality transport connections. Policy COR2 and COR15 of the adopted Dartmoor National Park Authority Core Strategy (April, 2008) direct development towards the defined Local Centres within the National Park, including 60% of new housing. DMD proposal ASH2 includes a requirement for new housing to be delivered on the Chuley Road employment area site.

Affordable housing is a key issue within Ashburton and the National Park. The Ashburton Housing Needs Report (September, 2009) identified a need of 33 units comprising a mixture of socially rented and intermediate housing. Policy DMD21 of the emerging DMD focuses on achieving a minimum of 50% affordable housing for all new development; however, the policy provides for flexibility where a higher proportion of open market housing is essential to secure the viability of the development or significant community benefits.

Retail

Local policy identifies the importance of reinforcing local centres as thriving areas of

commerce with DMD policy DMD 19 seeking to achieve a net increase of retail floorspace. Ashburton's retail offer is unique in character, the convenience stores are plentiful and nicely augmented by a good number of independent comparison units. Teignbridge Retail and Leisure Study Volume 2 (January, 2010) portrayed a clear message that there is a substantially greater need for comparison goods floor space compared to that for convenience goods.

Leisure

Local policy aims to sustain and enhance those local services, facilities and resources needed for safe, satisfying and healthy life styles. Policy DMD31 of the emerging DMD seeks to locate recreation and leisure facilities in highly accessible areas, well related to existing settlements, where they have the ability to serve the largest population.

Employment

Due to a low supply of potential employment land within the National Park, Policy COR18 of the adopted Dartmoor National Park Authority Core Strategy seeks the retention of all employment land for business purposes unless there are substantial and clear benefits. Within the National Park significant growth has been observed in the creative industries, information and communications, and the renewable energy sector.

By virtue of the historic nature of Ashburton, floorspace tends to be better suited to small independent business units. In order to support the unique and vibrant offer, local policy seeks to support small scale development needed to facilitate the establishment of office, light industrial, service, creative industries and home-based enterprises, including live-work units.

Open Spaces

Ashburton benefits from an outstanding rural setting, allowing access for the community to

surrounding open countryside across the National Park. Within the boundary of the town there is an adequate supply of outdoor sports space; however, a 0.3ha shortfall of play space per 1,000 people has been identified by the Dartmoor National Park Authority Open Space, Sport and Recreation Study (June, 2011). The Dartmoor Design Guide identifies that open spaces should relate directly to the height of enclosure, requiring new squares to conform to a general rule of a 1:4 height to width ratio.

Environmental

Policy ASH2 of the emerging DMD identifies the majority of the site as being within a flood zone 3. Policy COR 9 of the adopted Dartmoor National Park Authority Core Strategy resists development in locations at risk from flooding; however, in exceptional circumstances development may be permitted when it can be demonstrated that: (i) there is no suitable locations of lower flood risk, (ii) appropriate flood protection and resistance measures can be incorporated; and (iii) a sustainable drainage system can be secured through conditions.

A key aim of local policy is to ensure that development respects the special qualities of the National Park and conserve, enhance or restore biodiversity and geodiversity.

Tourism

Local policy seeks to promote tourism throughout the National Park, attracting additional visitors and encouraging them to stay for longer trips. Policies COR19 of the adopted Dartmoor National Park Authority Core Strategy and DMD43 of the emerging DMD seek to expand tourism ensuring that it reinforces the special qualities of the National Park. Tourism development should increase visitors understanding and

enjoyment, and not generate an increased level of activity that would significantly detract from the quality of the environment or the quality of life of local residents.

Heritage

Chuley road benefits from a rich local history, which communicates a key story in the development of Ashburton. Policies COR5 of the adopted Dartmoor National Park Authority Core Strategy, and DMD8 of the emerging DMD seek to conserve and enhance the special qualities and settings of the historic built environment. The incorporation of heritage assets into future development is important in maintaining them for future generations. Alterations to buildings of heritage significance are only deemed acceptable if they do not adversely affect their original historical, architectural or cultural significance.

The centre of Ashburton, including the northern tip of the Chuley Road site, is a designated Conservation Area. Policy DMD12 of the emerging DMD seeks that all development within the conservation area must ensure that its unique qualities are preserved or enhanced.

Parking

Parking is a significant consideration for development in Ashburton. The historic street pattern and limited available land, paired with a rural imperative for the private motor vehicle result in a perceived shortfall in capacity which can be exacerbated during the summer months. The emerging DMD policies DMD 40 and DMD 41 set out the target parking requirements for new development. The Dartmoor Design Guide SPD seeks to minimise the impact of cars by breaking up surface car parking to ensure they are attractively and efficiently laid out.



PLANNING APPLICATIONS

There are a number of previous planning applications that have been made for development on the Chuley Road site. Some of the more significant applications provide an interesting background for future development on the site.

No	Reference	Location	Proposal	Decision	Notes
1	0112/13	Land at Stonepark Crescent	Erection of two dwellings (one affordable)	Refused 25/04/2013	<ul style="list-style-type: none"> Over development - detrimental impact upon the character and appearance of the site and its surroundings. Overlooking – detrimental impact on the residential amenity of No. 7 Stonepark Crescent Ecology – Lack of information on mitigation measures to protect bat ‘flyway’.
2	0661/12	4 Station Yard	Change of use of commercial property (B1 use) to yoga studio use (D2)	Granted with conditions 11/02/2013	<p>Conditions:</p> <ul style="list-style-type: none"> Exclusive use - Premises shall be used as a yoga studio only and for no other purpose, including any other D2 Class Uses <p>Notes:</p> <ul style="list-style-type: none"> Retention of employment use through relocation to retail unit opposite. The proposed use D2 was considered ‘compatible with the mix of uses and amenities of the area. Well connected to the town centre and as such sustainable modes of transport do did not necessitate car parking spaces.
3	0087/11	3 The Old Umber Works, Chuley Road,	Creation of office space within existing building to be used in conjunction with workshop	Granted with conditions 19/04/2011	<p>Conditions:</p> <ul style="list-style-type: none"> Exclusive Use - Must not be used for any purposes that are not ancillary to the ground floor workshop and shall not be treated as a separate unit. Materials – Roofing must be in natural slate.
4	0021/08	Old Umberworks , Chuley Road,	Siting of two linked caravans for residential use of one family	Refused 18/03/2008 Appeal dismissed 10/03/2009	<p>Reasons for refusal:</p> <ul style="list-style-type: none"> Loss of Employment - Residential use in a predominately industrial area could set a precedent for future employment to residential conversions. Flood Risk - Caravans would be a highly vulnerable type of dwelling within a area at high risk of flooding.
5	0030/05	4 & 5 Station Yard, Ashburton	Change of use of first floor to residential accommodation over ground floor offices	Granted with conditions 05/04/2005	<p>Conditions:</p> <ul style="list-style-type: none"> Exclusive Use – To only be occupied by persons employed within the adjacent and attached business units.
6	0651/04	Unit 1-2, The Old Gasworks, Chuley Road	Half storey vertical extension to provide new office space	Granted with conditions 04/10/2004	<p>Conditions:</p> <ul style="list-style-type: none"> Exclusive Use – premises shall only be used for purposes within Class B1. Materials – details of materials required to be submitted before development could be

No	Reference	Location	Proposal	Decision	Notes
					carried out.
7	0195/04	Drawers, Chuley Road, Ashburton	Change of use of flat and ground floor retail unit to a single dwelling house	Granted with conditions 07/05/2004	Conditions: <ul style="list-style-type: none"> External alterations – no material alterations to the external appearance of the building was permitted.
8	0317/03	Outdoor Experience	Residential development of outdoor leisure centre with 45 homes	Refused 06/06/2003 Appeal dismissed 16/03/2004	Reasons for Refusal: <ul style="list-style-type: none"> Over development - Detrimental impact upon the character and appearance of the site and its surroundings. Loss of Employment - Residential use in a predominately industrial area could set a precedent for future employment to residential conversions. Access – Residential development would result in an undesirable mixing of residential, pedestrian and commercial traffic.
9	0234/02	Chuley Road	Residential development (45 homes)	Refused 03/05/2002	Reasons for Refusal: <ul style="list-style-type: none"> Over development - Detrimental impact upon the character and appearance of the site and its surroundings. Loss of Employment - Residential use in a predominately industrial area could set a precedent for future employment to residential conversions. Access – Residential development would result in an undesirable mixing of residential, pedestrian and commercial traffic.
10	0076/00	Prigg Meadow, Ashburton	Change of use from offices to day care nursery	Refused 17/04/2000	Reasons for Refusal: <ul style="list-style-type: none"> Inadequate parking provision – Result in parking on the highway. Lack of pedestrian footways – Result in conflicts between vehicular traffic and pedestrians.
11	5/31/113/98/03	Land adjacent to Stonepark, Ashburton	Housing development comprising three 2-bedroomed houses and two 3-bedroomed houses; improvements to drainage	Refused 10/06/1998	Reasons for refusal <ul style="list-style-type: none"> Over development – scale of development was not in fitting with existing dwellings of Stone Park and would constitute an extension to the built up area of Ashburton. Access – sub standard junction, pedestrian and vehicular arrangement Flooding – development would interfere with flood flows and storage.

HERITAGE

The earliest documentary evidence for Ashburton is found in the Domesday Book of 1086 under the name of Essebretone. The original beginnings of the town before this point are not precisely known, but it was not long until Ashburton became established as a town of importance. It had its own market by 1155, had achieved borough status by 1238 and by 1305 it had become a Stannary Town.

Stannary Town

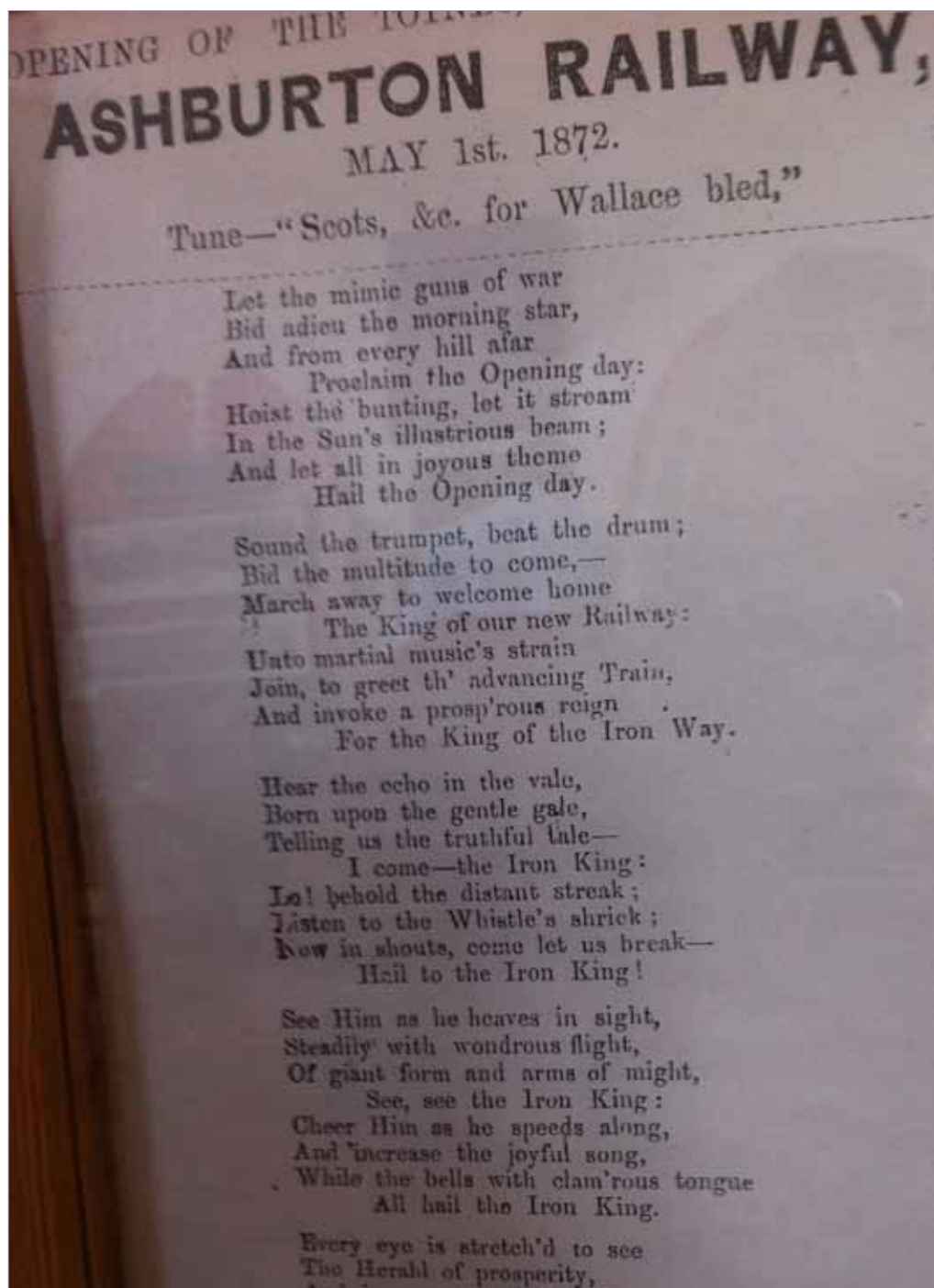
A prominent factor in the history of Ashburton is owed to its geographical location, in close proximity to valuable seams of tin. Through the extraction of tin, the population of Ashburton were able to capitalise on the mineral wealth the area produced and the town rapidly grew in size and prosperity from the middle of the 12th Century. In 1305 Ashburton was awarded the status of one of the four official Stannary Towns of Devon and was charged with the responsibility of the coinage (weighing, stamping and taxing) of tin.

The tin trade was at its peak towards the end of the 15th Century, with Ashburton accounting for nearly 40% of the total output of Devon. The trading of tin was highly important to the evolution of the town, ensuring a steady stream of tinners, merchants and royal officials. However, the mining of tin fell into decline during the 18th Century when tin seams were exhausted and mining no longer profitable.

Wool Trade

The hinterland of Ashburton was well suited to the rearing of livestock such as cattle but particularly sheep, which helped to establish not only the medieval market but also a flourishing wool trade as early as the 12th Century.

The success of the wool trade is also attributable to the existence of the River



Ashburn, which was used to power the mills and wash the wool.

Wool was an important raw material for Ashburton, reaching the height of its trade in 1831 with exports worth more than £100,000 per annum destined for China. However with the arrival of the industrial revolution the production and trading of wool shifted to large towns in the north of England and with it the large scale woollen trade that Ashburton had once enjoyed disappeared.

Railway Line

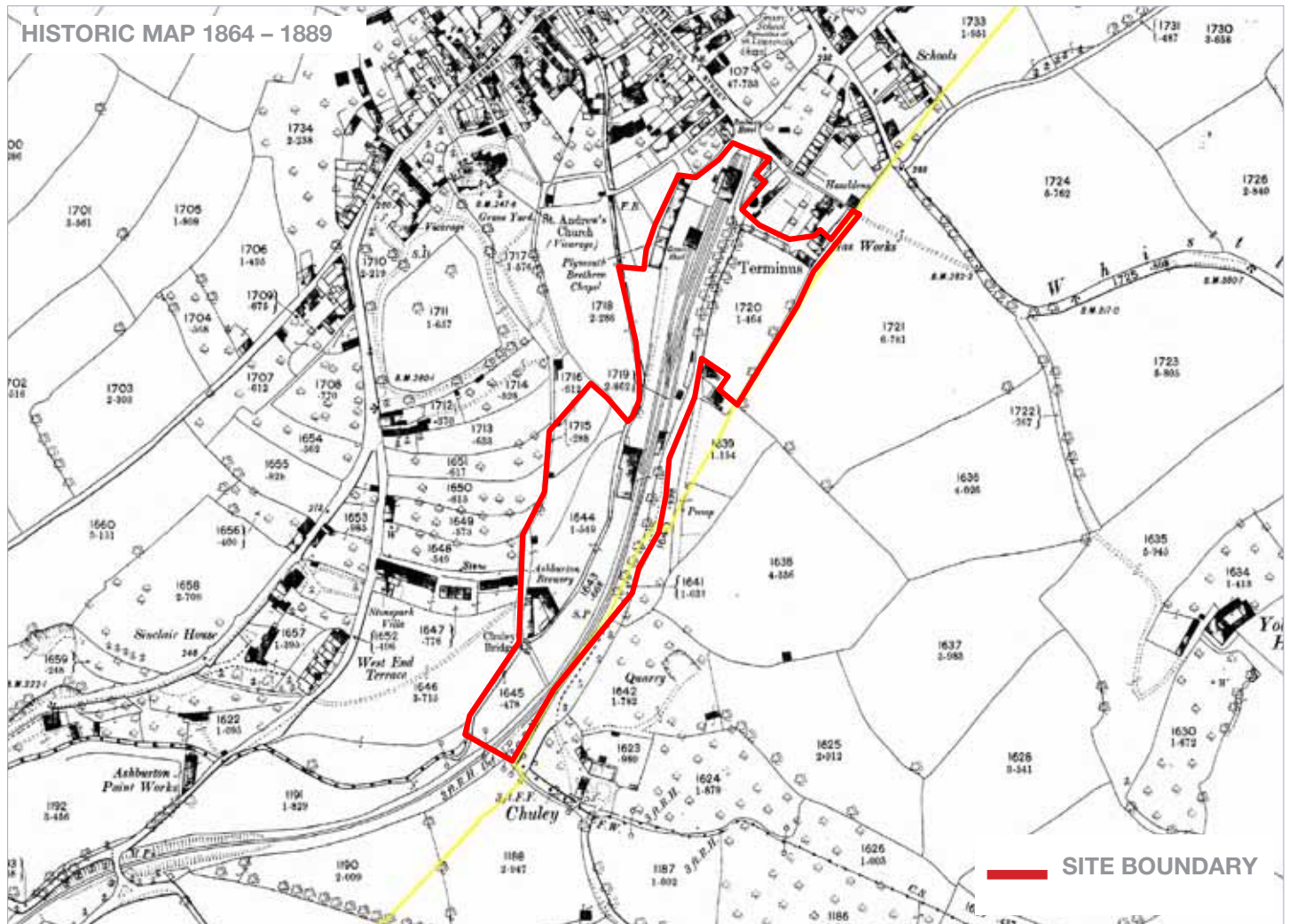
Ashburton was linked to the Plymouth to Exeter mainline on 1st May 1872 via the Buckfastleigh, Totnes and South Devon Railway branch line. The life blood of the line was formed by goods

traffic transporting, coal, wool, cider and agricultural items. However, the line fell in to rapid decline during the 1950's due to the arrival of the motorcar.

Following attempts to reinvigorate the line with a heritage trail, the line was formally closed in 1962, leaving behind the Chuley Road's high quality heritage assets.

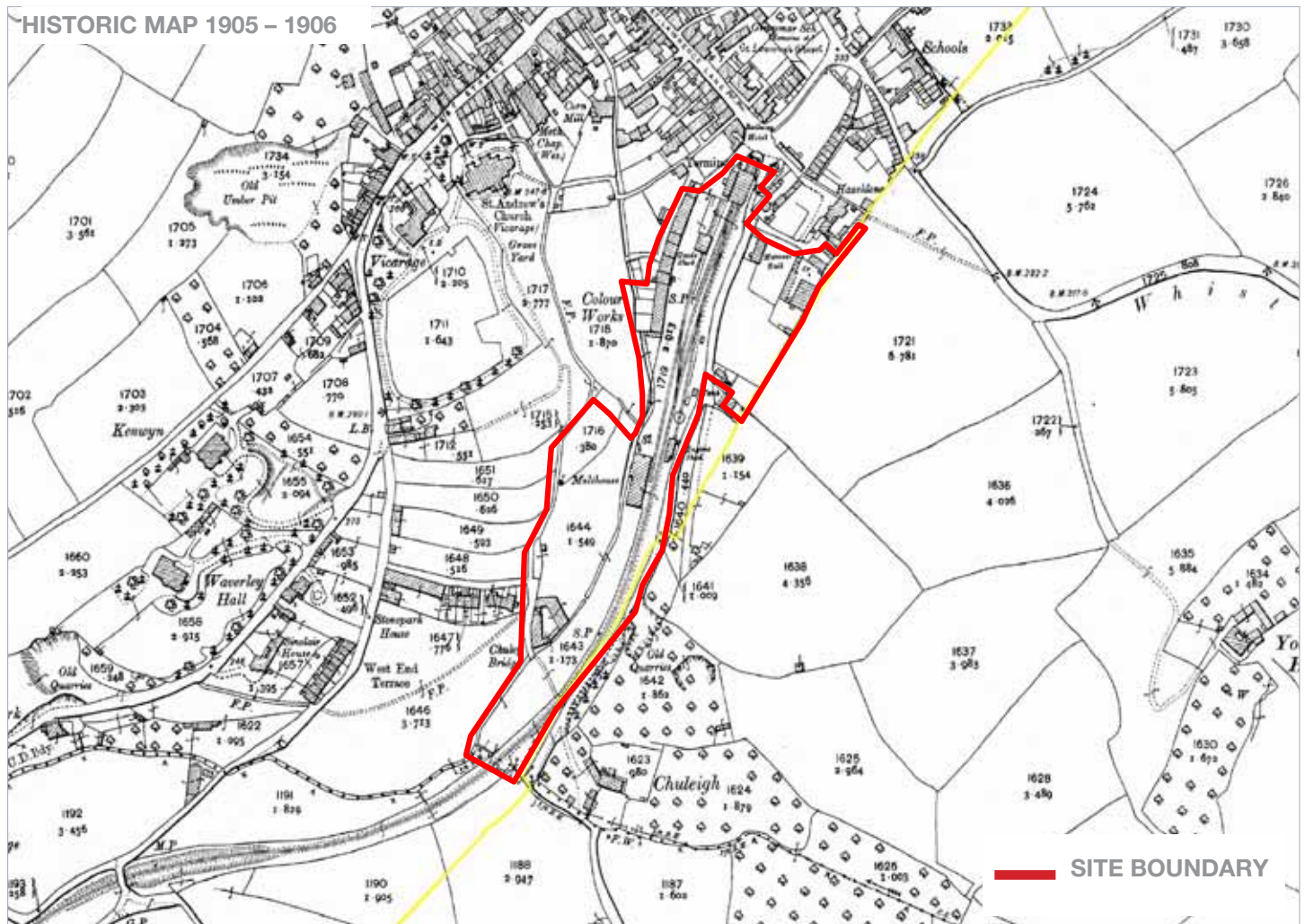
Former station and goods buildings, such as the grade II listed warehouse to the north of the site, characterised by large brickwork arches are still prominent across the site. To the south west of the site the last surviving half mile of the trackbed now forms the Bulliver's Way public footpath, deriving its name from the railway engine that used to run along the line.

HISTORIC MAP 1864 – 1889



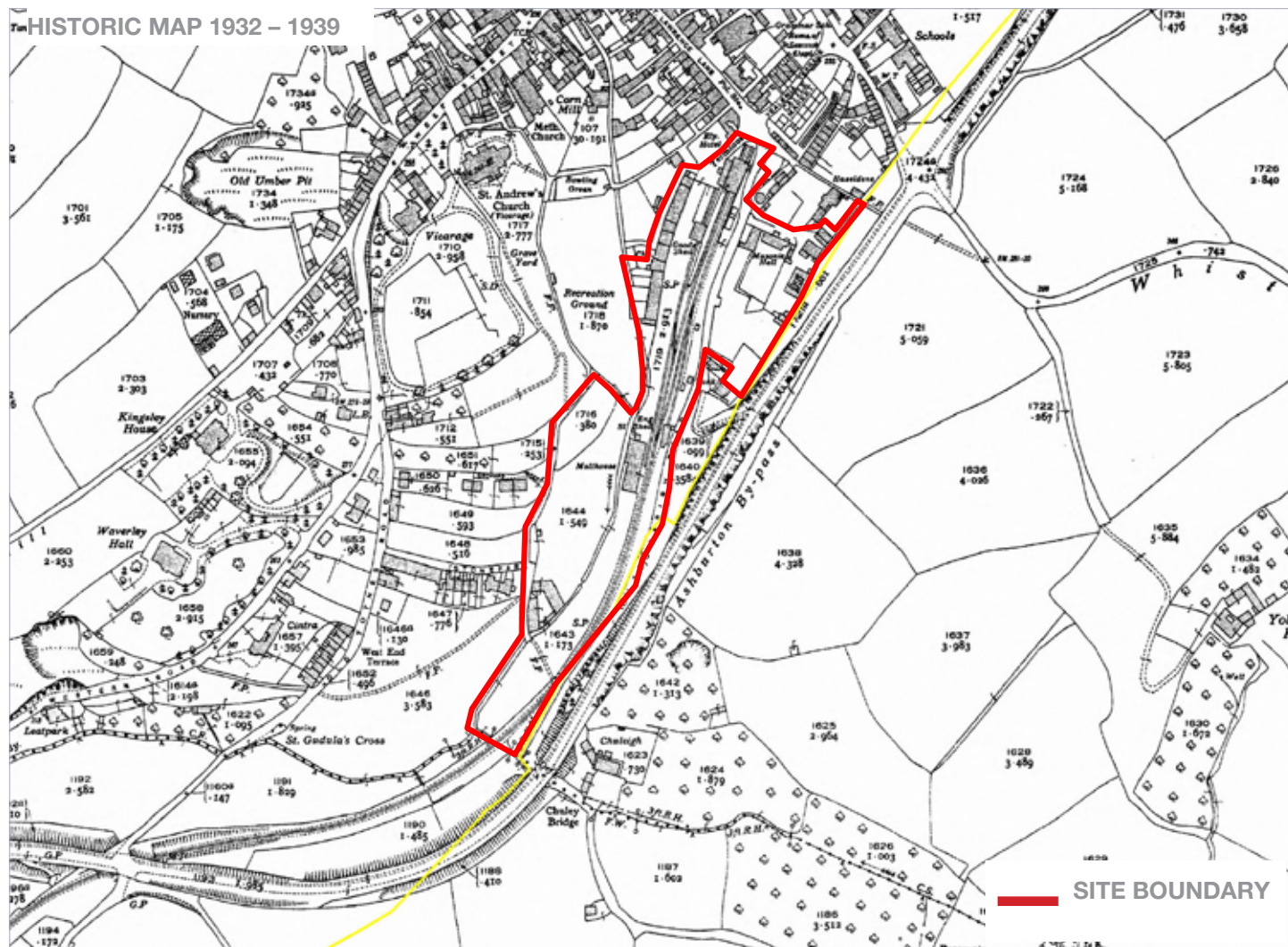
SITE BOUNDARY

HISTORIC MAP 1905 – 1906



SITE BOUNDARY

7m HISTORIC MAP 1932 – 1939





During the night of 1923-24, there was a 14ft x 10ft long inspection pit inside and a slightly shorter one (24ft 6in) outside in the main shed. The second fence controlled the loop and yard entry.



The back of the engine shed, as seen from Parish Road in 1947. The small annex, on the main building, was used as a stores/mess and equipped with cupboards and a table where the men could rest. For most of its existence the difference in floor levels result drop into the annex, but in the early 1930s the floor was raised with ash and clinker.



POPULATION ANALYSIS

To gain an understanding of the socio-economic profile of Ashburton and highlight significant recent trends, a range of data sources have been analysed, including the 2001 and the 2011 Censuses and the Devon County Council Town Population Projections (July, 2007). To use the most up to date information, and build a realistic picture of the context of the population most closely related to the study area, data has been collected at the ward level for Ashburton and Buckfastleigh.

Population

As of 2011 the population of Ashburton and Buckfastleigh was 7,718 people. Since 2001, the total population number has largely remained constant with only a 0.8% (or 54 people) increase to 2011. However, the Ashburton and Buckfastleigh Devon Town Population Projections (July, 2007) forecast an increase in the rate of population growth, predicting an increase of 322 people between 2006 – 2021, which equates to a 3.5% rise.

The largest age group of the population in the Ashburton and Buckfastleigh ward is aged 45 to 59, accounting for 22.1% of the total. Graph 1 shows the breakdown of ages. The age categories covering 45 to 90 account for 51.3% of the total population, and are significantly above the regional and national average.

Between 2001 and 2011 there was a marked increase in the population of 60 to 64 year olds, which rose by 258 people. In contrast, the proportion of the population within the age categories between 15 to 44 are below regional and national averages, with the ward level being 7% below the national average.

The Ashburton and Buckfastleigh Devon Town Population Projections (July, 2007) indicate a growing age divide between 2006 – 2021, with an increase of 38.6% of the population within the 70 to 74 age group and a decrease of 9.4% of the population within the 0 to 19 age group.

Economic Activity

The proportion of the population of Ashburton and Buckfastleigh who are economically active is 66%, which is broadly the same as the district, regional and national average.

The Ashburton and Buckfastleigh ward has also experienced significant growth in the proportion of the population with flexible working patterns. Chart 2 demonstrates that 24% of the population who are economically active are self-employed, which is 12% above the national average. There has also been a 2% increase in the proportion of the economically active population with part time jobs between 2001 and 2011.

Chart 3 indicates that, of the population who are economically inactive, 47% are retired which is a significant 12% above the national average. The numbers of retired people has seen considerable growth between 2001 and 2011 and is reflective of the aging population structure across the ward.

Chart 3 indicates the proportion of the population who are economically inactive due to sickness or disability and caring responsibilities. The proportion of the economically active population who are unemployed, has experienced a slight increase between 2001 and 2011, which is likely to be attributed to the effect of the economic downturn.

GRAPH 1: POPULATION AGE STRUCTURE (2011)

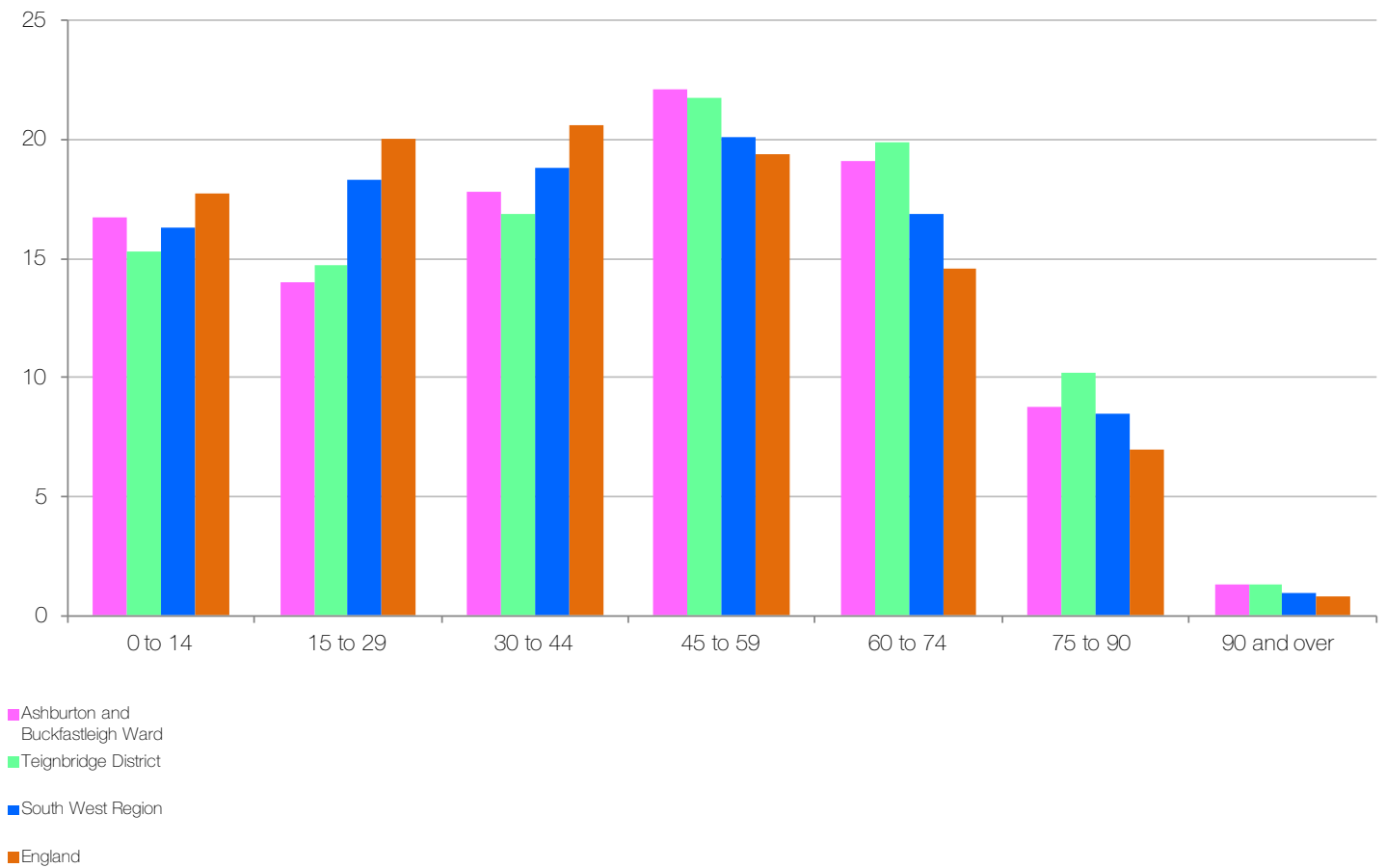


CHART 2: ECONOMICALLY ACTIVE (WARD LEVEL 2011)

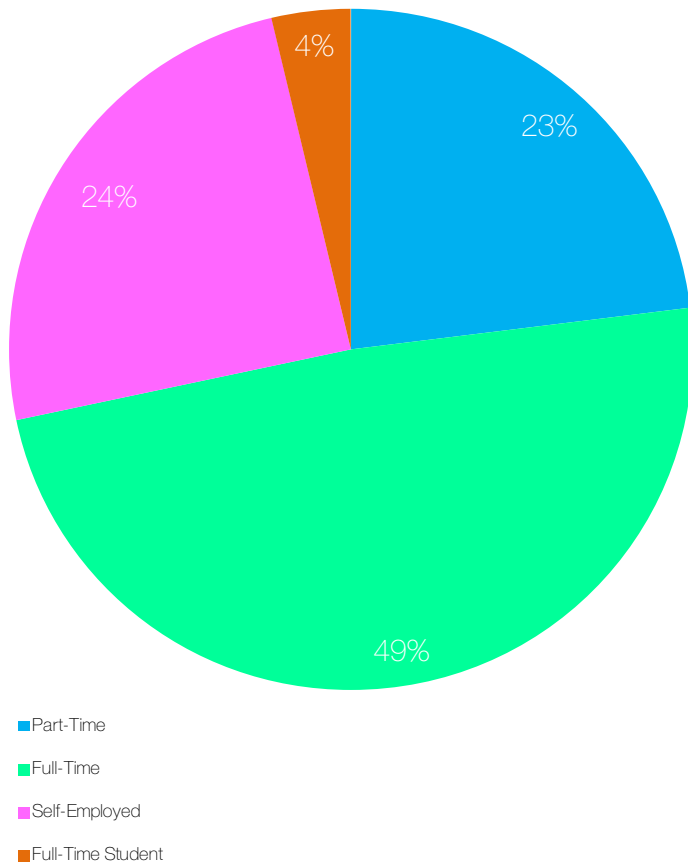


CHART 3: ECONOMICALLY INACTIVE (WARD LEVEL 2011)

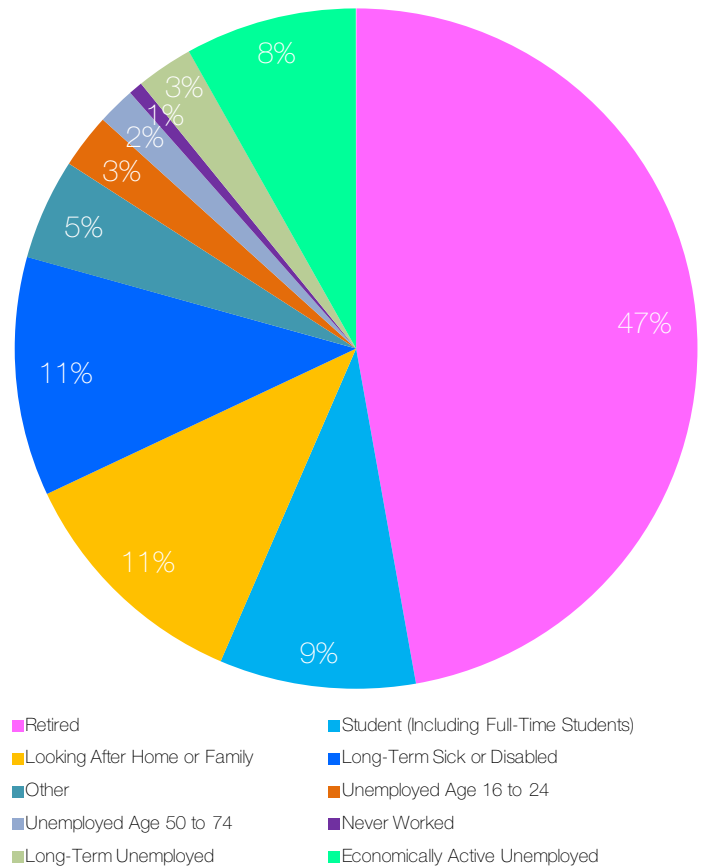


CHART 4: TRAVEL TO WORK MODES (WARD LEVEL 2011)

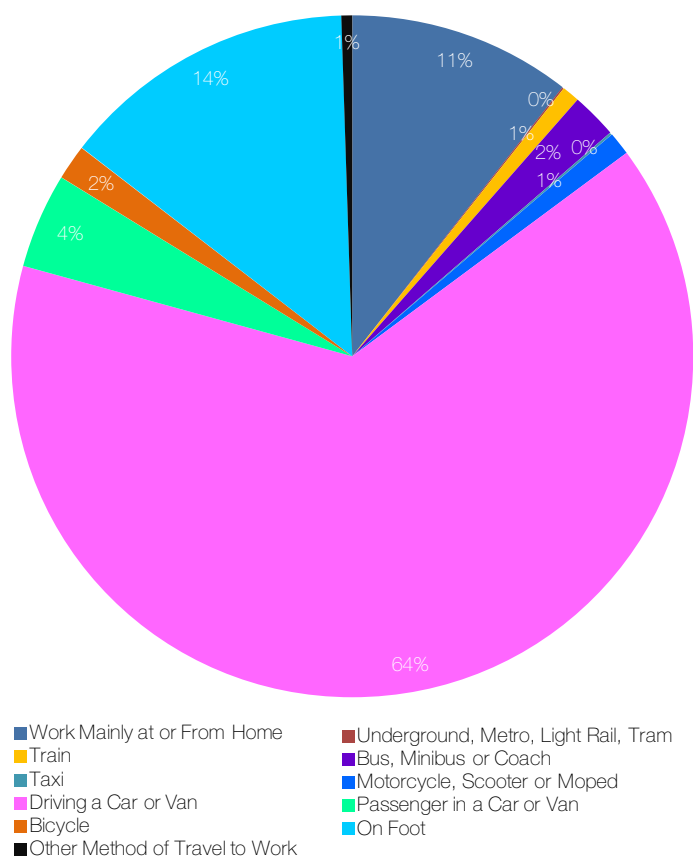
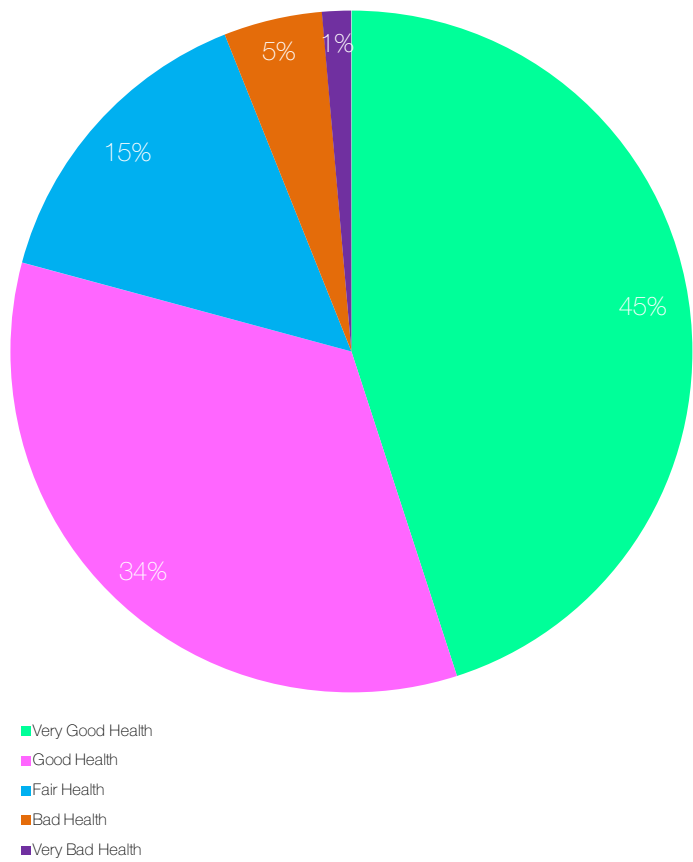


CHART 5: HEALTH (WARD LEVEL 2011)



Method of Transport to Work

The preferred mode of transport to work across the ward is indicative of Ashburton and Buckfastleigh’s rural setting with the vast majority of the population, at 64%, driving a car or a van (see Chart 4).

This figure has increased by 5% between 2001 and 2011. Other more sustainable modes such as cycling and walking have also experienced increased patronage between 2001 – 2011.

Health

Taking in to consideration the age structure across the ward, overall health is generally very good (see Chart 5). The majority of the population in the ward has very good health, at 45%. With regard to bad and very bad health, the ward experiences levels broadly comparable to regional and national averages.

COMMUNITY FACILITIES

Ashburton has a strong community and a rich provision of services and facilities to support the needs of its residents. There are a range of facilities which lie within a 5 minute walk of the site and could therefore meet the needs of future residents or occupants of the Chuley Road site.

- **Recreation** - The Recreation Ground provides a good quality play space for young children and a skate park and basketball net for the older youth. While this park is in good condition it would benefit from further investment to expand the facilities on offer and there is an opportunity for the boundaries, some of which are of poor quality and feel oppressive, to be opened up so that it is more accessible from the surrounding area. There is also a swimming pool and football pitches. The countryside is a natural resource within 5 minutes of the site accessible via Bullivers Way.
- **Education** - The nearest schools are Ashburton Primary School, Sands School and South Dartmoor Community College. The College currently has available places but places at the primary school are limited. Any future residential development on the Chuley Road site will therefore need to make a contribution towards primary school places.
- **Shops and services** - There is a vast range of shops and services in the North, East and West Streets which are largely independent and provide an exceptional range of goods for residents and visitors. These include (to name but a few) a number

of cafes and restaurants, clothing and artisan boutiques, specialist food shops, butchers, bakeries, opticians, a post office, pharmacy and veterinary surgery. There are two local superstores which meet daily convenience needs. The community is proud of shopping locally and supporting independent retailers and it is important for the masterplan to protect the independent nature of retailers in the town.

- **Meeting and performance spaces** - The Town Hall provides spaces for meetings and events, and the St Lawrence Chapel provides spaces for musical performances and recitals.
- **Tourism and information** - There is a tourist information centre and a number of hotels in Ashburton and the surrounding rural areas.
- **Health** - Ashburton Surgery and the Haven Health Clinic are both in reasonable proximity to the site.
- **Places of worship** - The town is well provided for in terms of places of worship with the Parish Church of St Andrew, the Methodist Church, and the Roman Catholic Church.
- **Museums** - St Lawrence Chapel and Ashburton Museum house a range of historic materials about Ashburton, the railway heritage, William Wills the explorer and other interesting local heritage.
- **Youth provision and charities** - Bank Youth Project, AU3 charity, St Andrew's and

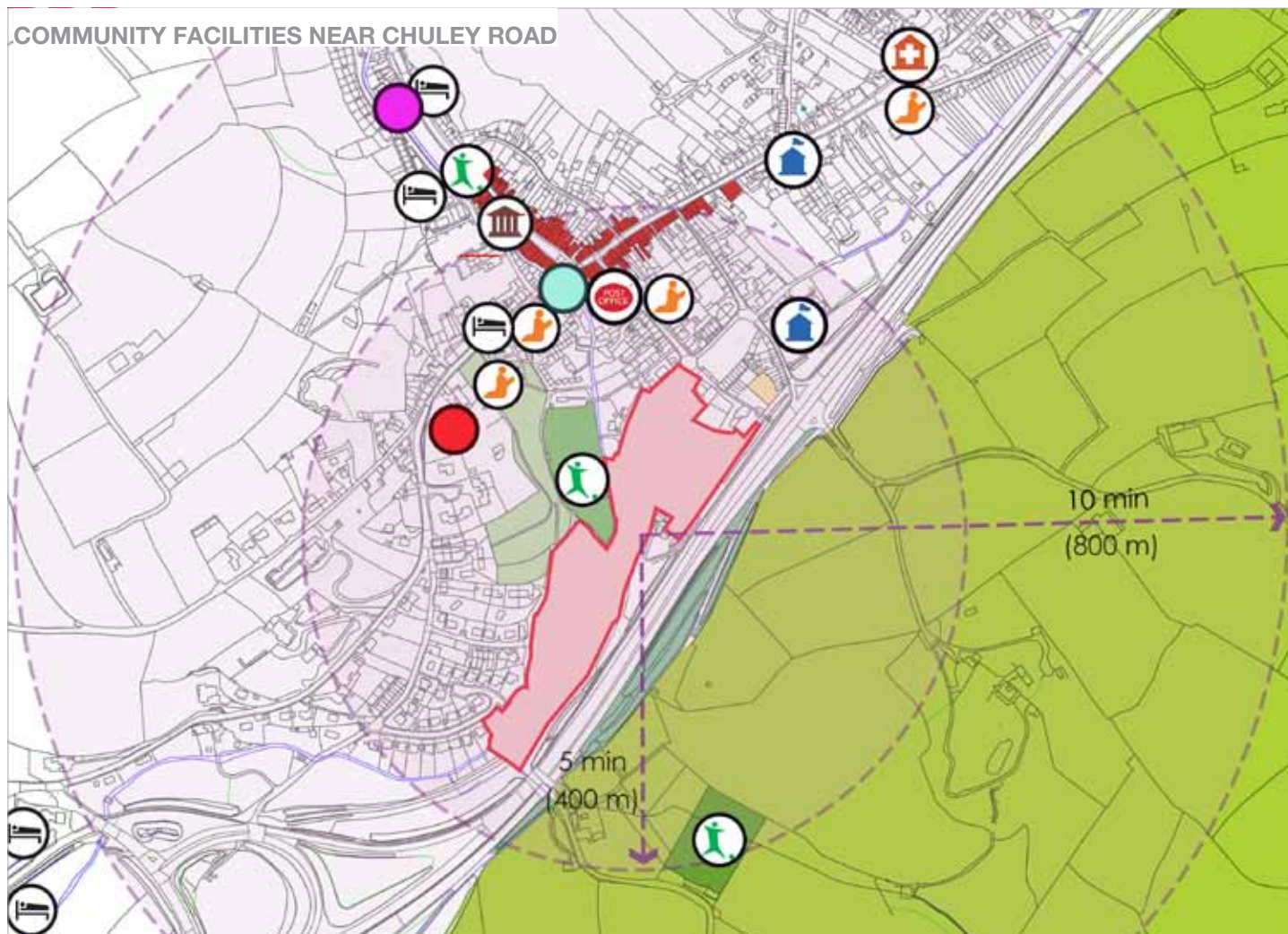
the Methodist Church Halls provide a range of youth and nursery groups.

- **Allotment Association** - Many people in the town do not have gardens and this is therefore an important association for meeting people's gardening needs.

Buildings within the site also provide services for the community including the farm shop, garden goods and market at Tuckers, and the recently opened Yoga studio in Station Yard.

There is an opportunity for the masterplan to connect the future community of the site to the rich diversity of existing facilities in the town and also to provide new facilities for the community.

COMMUNITY FACILITIES NEAR CHULEY ROAD

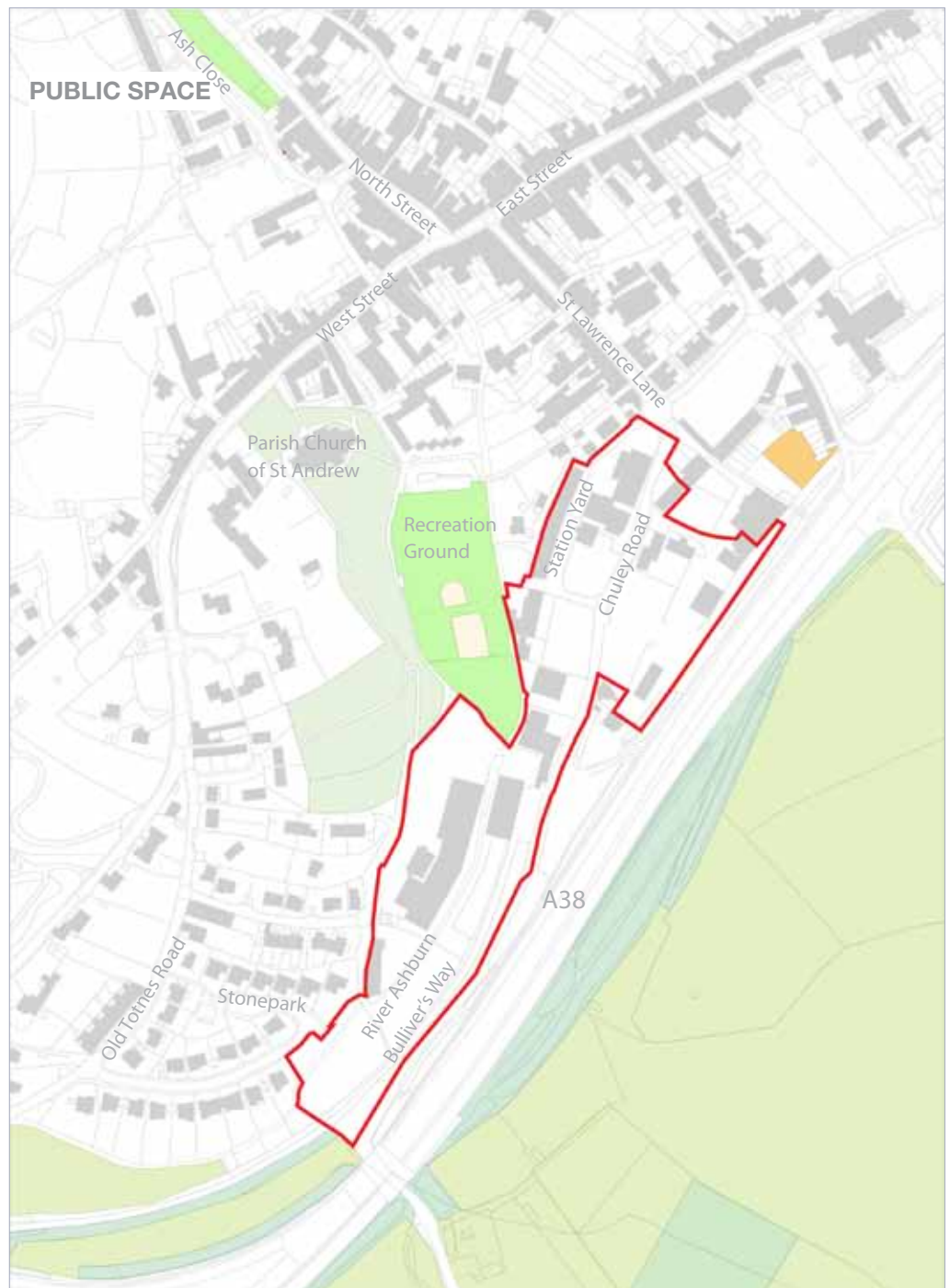


- Site
- Town hall
- Recreation
- School
- Health Centre
- Church
- Town centre shops/facilities
- Post Office
- Hotel
- Care home
- Library
- Museum
- Teignbridge Local Planning Area
- Recreation Ground
- Allotment
- Cemetery

PUBLIC SPACE**PUBLIC SPACE**

There are two main green amenity spaces in Asburton, namely the Recreation Ground and Cleder Place. The surrounding countryside provides an invaluable resource for walking and other outdoor pursuits.

However, within the town there is currently very little formal or informal public meeting space. When the numerous fayres take place in town they are on the streets, which is a positive attribute for the town. However, there is an opportunity to explore whether public space can be provided in the masterplan for day to day gathering, meeting and resting, and for more regular events or markets.

**KEY**

- Site boundary
- Amenity greenspace
- Cemeteries and Churchyards
- Allotments
- Surrounding country side
- Buildings

THREE STOREY SCALE

TOWNSCAPE CHARACTER

Ashburton has an outstanding townscape with a highly distinctive local character. A number of the key attributes of the townscape character are highlighted below:

- The majority of buildings are of three storeys, which significantly outweigh the numbers of one or two storey buildings. Other than the church spires, there is little in the townscape that rises above 3 storeys. Buildings are predominantly arranged in terraces giving a strong definition to the street frontage.
- Properties range in scale from modest houses, such as those in Roborough and St Lawrence Lanes, to substantial town houses or inns, such as those in East and West Streets.
- Buildings mostly have pitched roofs with eaves running parallel with the street. There is a notable variety in the roof lines and stepping of roofs and frontages which provides a unique visual interest and diversity.
- There is a real juxtaposition of styles, materials and colours, with stone buildings, rendered facades coloured white, cream or in pastel shades, and the unique half slate facades.
- Intimate routes and alleyways feature around the town.
- Views and vistas along streets lead out to views of the countryside or to landmark buildings.
- Glimpses of the countryside can be seen behind buildings, presenting a stunning backdrop.
- Marble pavement curbs feature throughout the town providing a distinctiveness in the public realm as well as the built form.



DETAILS UNIQUE TO ASHBURTON



COUNTRYSIDE BACKDROP



VARIETY IN ROOFLINES AND BUILDING FRONTAGE ALIGNMENT



INTIMATE ROUTES AND GLIMPSES OF LANDMARKS

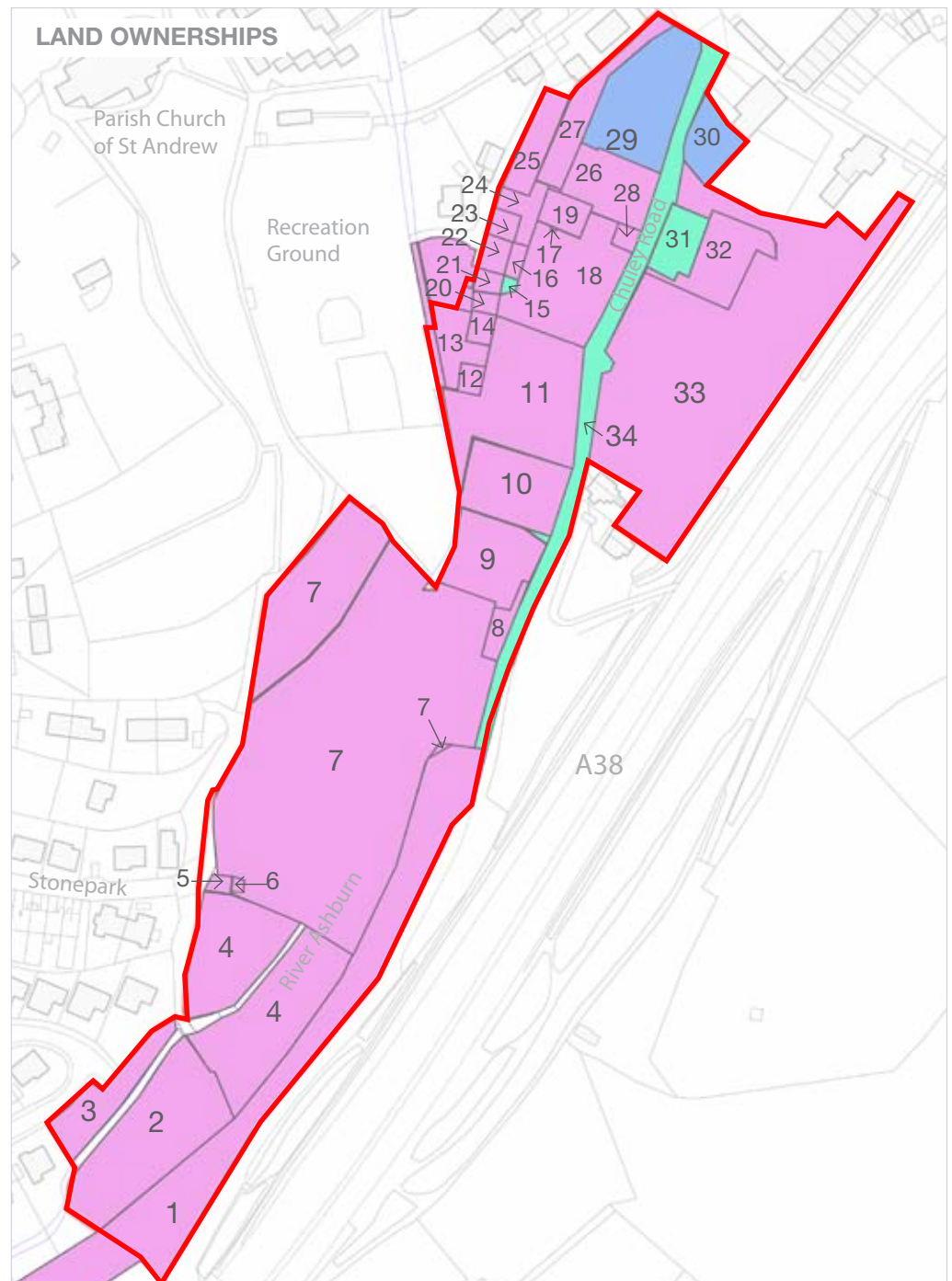


JUXTAPOSITION OF STYLES, MATERIALS AND COLOURS



3 the site

LAND OWNERSHIPS



LAND OWNERSHIPS

The regeneration of the Chuley Road area has been an aspiration of the Authority for some time and as such a number of studies have been undertaken and the Authority has commenced dialogue with a number of the key stakeholders in the area.

Land ownership across the site is complex, but there are number of key landowners who have expressed a desire to explore the redevelopment potential of their sites and this has now facilitated the potential for a comprehensive redevelopment of the area.

We have built up a detailed understanding of land ownership from the land registry, but ultimately the masterplan will need to be sufficiently flexible and responsive to the needs of existing landowners and businesses and the strategy will need to reflect the potential for sites to come available at different times whilst still delivering a coherent finished product.

The area comprises the ownerships indicated on the adjacent plan. As illustrated by the diagram, there are almost 30 different landownerships within the site. We are also aware of a number of access and other rights which will need to be respected or addressed by future development.

The largest landowner (number 7) operates as an agricultural wholesaler, as well as a country store selling local produce. We understand that they have expressed an interest in redeveloping their site but this is dependent on the satisfactory relocation of the existing

business to a new site within the local area. Other land owners have been approached and have also expressed an interest in redeveloping their sites.

It is important for the masterplan to propose a comprehensive development vision for the site; however, due to the large number of individual land ownerships, the masterplan must be sufficiently flexible to allow development to come forward in phases if necessary so that existing operations can be maintained alongside new developments.

KEY

- Site Boundary
- Landowner known (Land Registry search)
- Landowner believed to be known (subject to further interrogation)
- Landowner not known (further investigation required)

LAND USES

The study site is currently occupied by a range of different land uses and activities.

The southern and central parts of the site are occupied by larger buildings containing an auction house, with an associated private car parking area, and the agricultural wholesaler with its ancillary retail and storage areas.

Moving northwards there is a transition towards light industrial and commercial activities within smaller units, which are seen as important to the character of the site.

There is a more diverse mix within the northern part of the site where the light industrial uses are interspersed by offices, houses, a community building and caravan sales site to the east.

The mixed light industrial character of the site provides a unique identity that is derived from the former historic uses of the site.

There is an opportunity for the masterplan to build upon the existing activities within the site, developing the mixed employment related focus, but encouraging development that is more in keeping with the surrounding residential neighbourhoods and countryside.



KEY

- Site boundary
- Residential
- Auction House
- Agricultural Wholesaler
- Light industrial
- Office
- Caravan Sales
- Mixed office and residential
- Community
- Vehicle repair garage
- Mixed light industrial and office

HERITAGE & TOWNSCAPE ASSETS

HERITAGE ASSETS

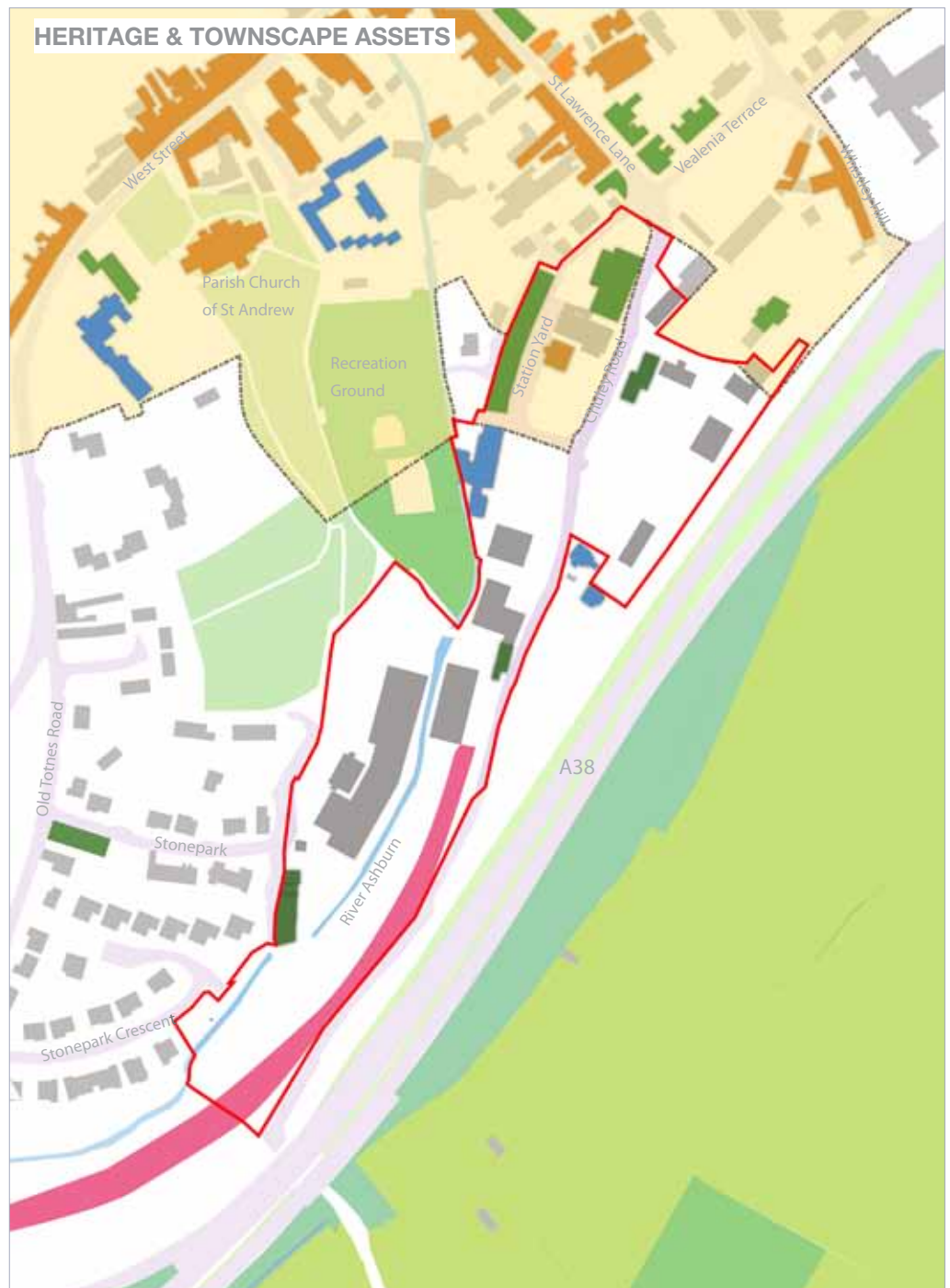
The site benefits from a strong rail heritage. The Buckfastleigh, Totnes and South Devon Railway dating from 1872 was formally closed in 1962, leaving behind the site's high quality heritage assets.

Former station and goods buildings align Chuley Road, such as the grade II listed warehouse to the north of the site, characterised by large brickwork arches.

To the east of the site the last surviving half mile of the trackbed now forms the Bulliver's Way public footpath, deriving its name from the railway engine that use to run along the line.

The north of the site is within the Ashburton Conservation Area and a key issue will be to ensure that the masterplan proposals preserve and enhance the character and significance of the area. Key characteristics of the Conservation Area, particularly the part within the study area, include:

- Station Garage.
- Station Yard.
- The Engine House.
- Masons Hall.
- Bullivers Way (the former railway line).



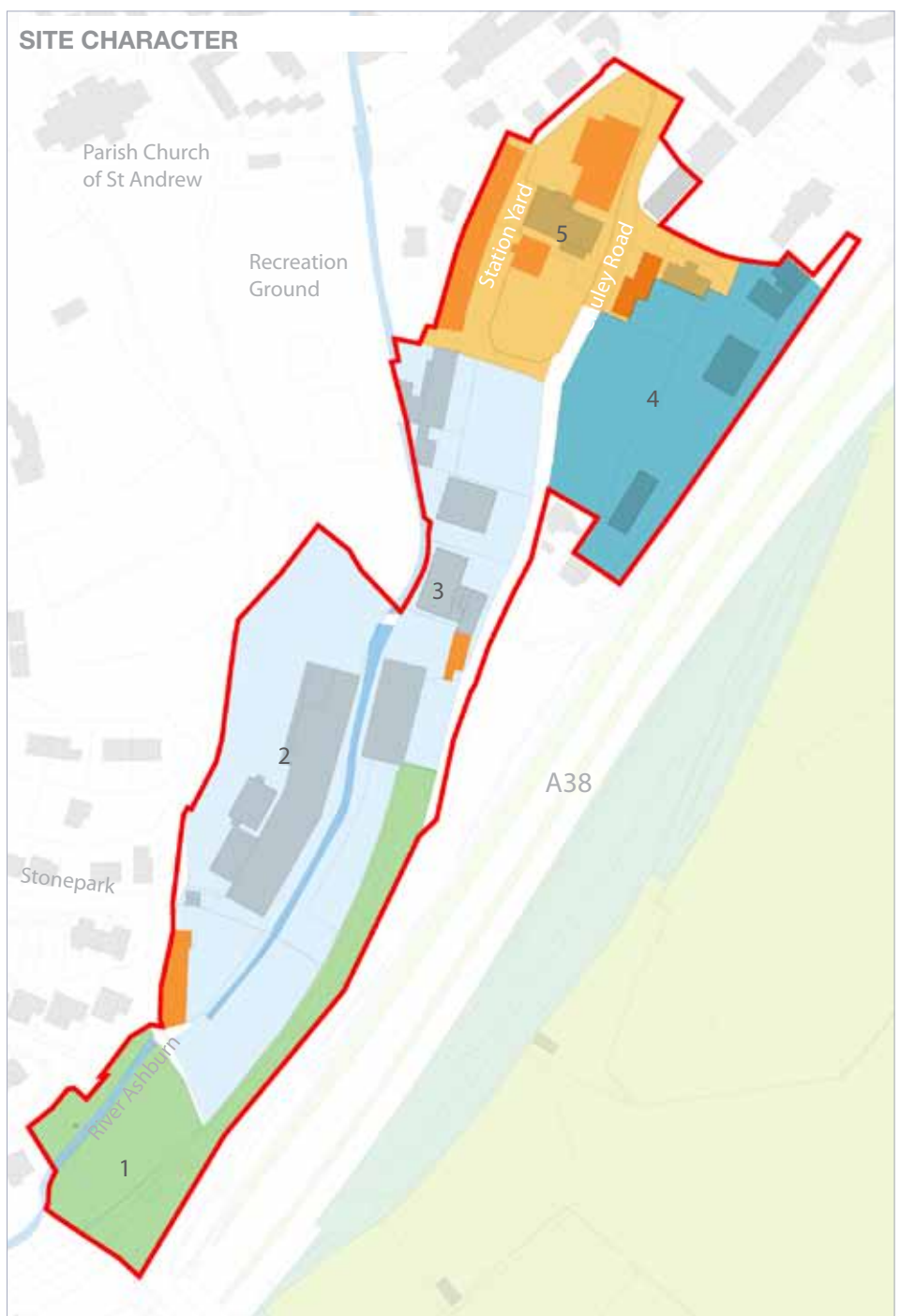
KEY

- Site boundary
- Conservation Area
- Listed Building
- Building of heritage value
- Building of townscape value
- Historic Railway Track

CHARACTER

The site displays a number of different character areas which are illustrated on the adjacent diagram and are summarised as follows:

1. Natural zone - to the south of the site there are areas of more natural scrub land and leafy footpaths.
2. Commercial zone - moving north the commercial activities and associated hardstanding dominate the character.
3. Light industrial zone - in the centre the site is characterised by light industrial plots and uses.
4. Hillside plateaux - to the east, the site rises up towards the A38 and the topography characterises this part of the site.
5. Heritage zone - the former heritage of the site creates the character in the northernmost part of the site and in distinct areas throughout.



CHARACTER ZONE 1



CHARACTER ZONE 2



CHARACTER ZONE 3



CHARACTER ZONE 4



CHARACTER ZONE 5



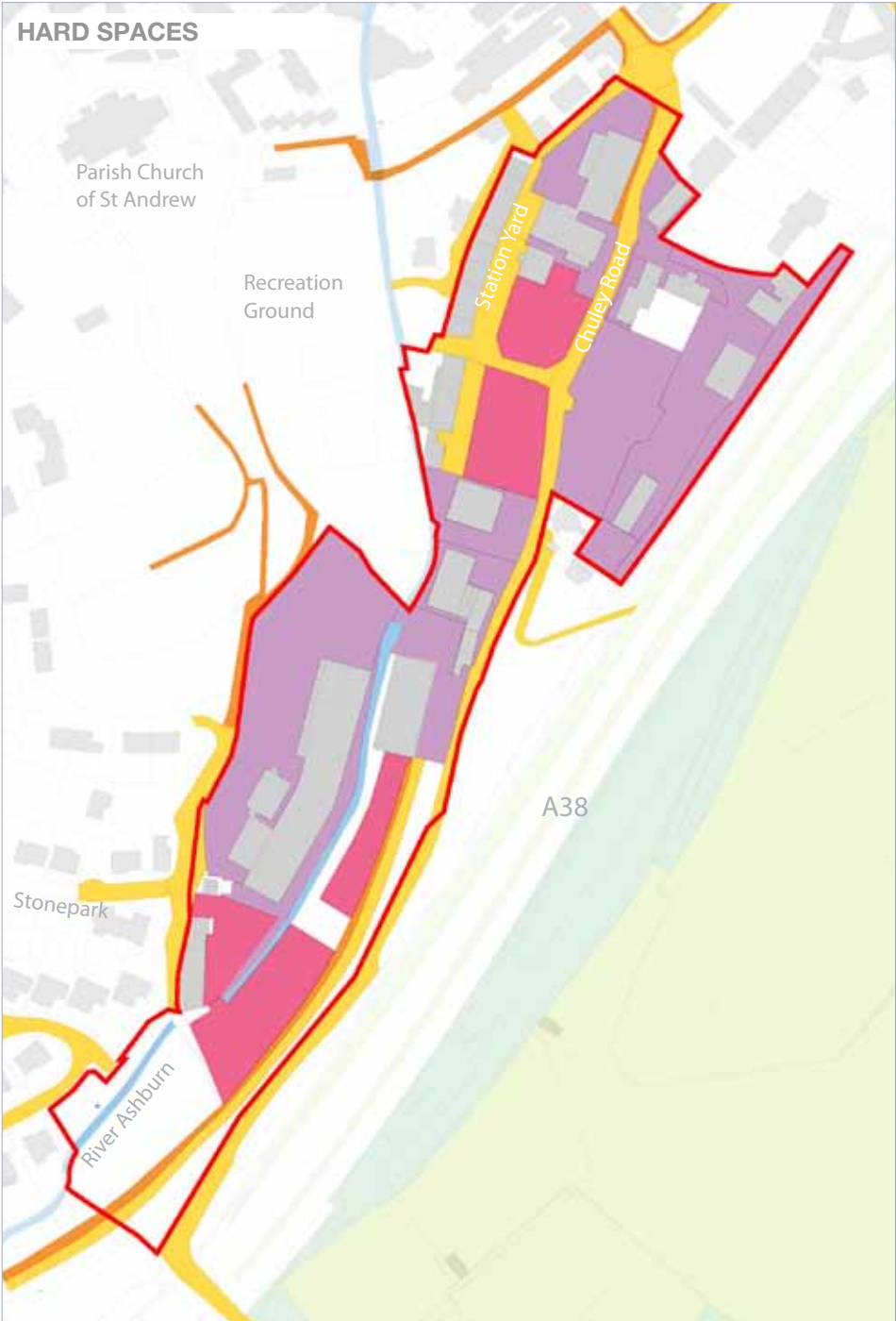
HARD SPACES

While there are a number of soft green spaces in the surrounding area, and also the presence of the wider countryside expanding out to the east, the masterplan site consists predominantly of hard surfacing.

As shown on the adjacent diagram, there are a number of distinct types of hard surfacing, including hardstanding, private parking areas and roadways. When added to the existing buildings, there is very little soft, natural or permeable surfacing on the site.

Given that the site is in an area of flood risk, the impermeable nature of the surfacing will result in excessive surface water run off and exacerbate flooding issues.

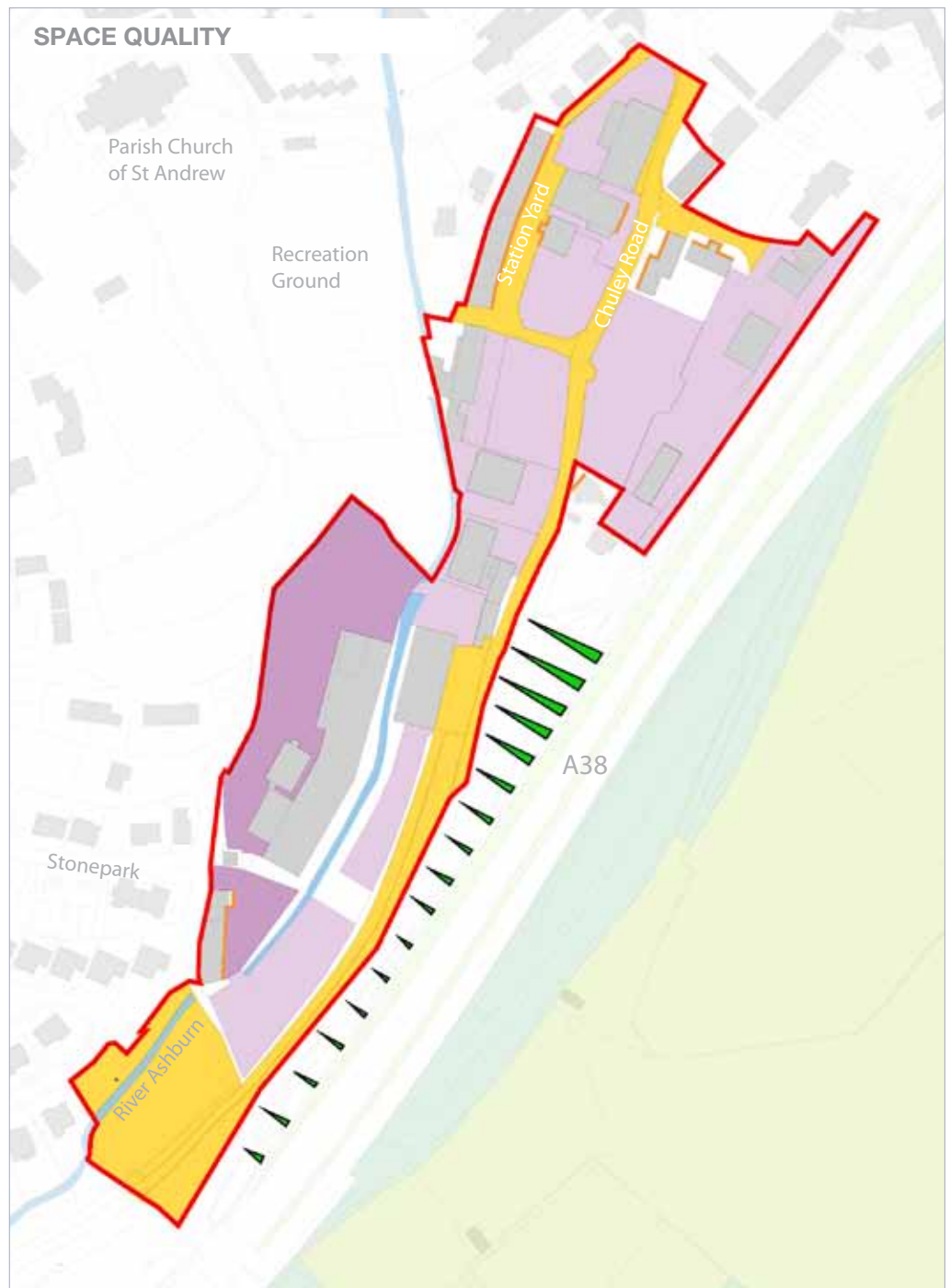
There is an opportunity for the masterplan to improve this situation by increasing the amount of soft space on the site, better integrating it with the surrounding green spaces and reducing the risk of flooding. There is also an opportunity for the masterplan to connect the green spaces of the recreation ground to the west and countryside to the east.



KEY

- Site boundary
- Private parking
- Hardstanding
- Roadway
- Building
- Footpath

SPACE QUALITY



SPACE QUALITY

As well as being largely covered by impermeable hard surfaces and built form the spaces within the site are also of relatively low quality when compared to other parts of Ashburton.

In particular, the majority of spaces in the site are not well defined by buildings and do not have a good level of enclosure, which results in a confusing environment where people move through rather than staying.

In addition to this there is a lack of 'active' frontage at the edges of the site, and along roadways and access routes, with the exception of the frontage onto Station Yard. Frontages that are active have entrances, windows and other aspects that enliven the street and provide natural surveillance from the presence of people. Frontages that are inactive do not have entrances that address the street.

When combined with the lack of enclosure and definition of spaces, this results in a lack of clarity in the structure of the routes and an environment that is difficult to understand and navigate. Other than the natural areas to the south, there are very few outdoor places within the site where people can congregate.

There is an opportunity to address these issues within the masterplan by creating a better defined structure of buildings, spaces and routes, providing good quality public and private spaces, and improving the pedestrian environment within the site.

KEY

- Site boundary
- Public realm
- Poorly defined space
- Private enclosed space
- Building
- Active frontage

LANDSCAPE & ECOLOGY

While the northern and central parts of the site are largely dominated by hardstanding and built form, the eastern and southern parts are leafy and vegetated. The following natural assets are notable, as illustrated on the adjacent image:

- The recreation ground and churchyard to the west providing an important green open space in the context of the site.
- The River Ashburn running through the site and providing a potential habitat for biodiversity.
- Mature trees within the southern part of the site and in the surrounding area providing important landscape and amenity attributes, but also providing potential habitats for biodiversity.
- Woodland screening between the site and the A38 roadway to the east providing a natural buffer edge to the site.
- A TPO group immediately bordering the site to the east.
- Open countryside beyond the roadway to the east of the site.

As illustrated by the diagram on this page, the built form on the site provides a divide between the natural countryside to the east and the green spaces to the west, and there is an opportunity for the masterplan to provide green linkages.

It is also important that the natural and green landscapes, and potential ecological habitats, are protected by the masterplan proposals and enhanced where possible.



KEY

The Landscape Sensitivity and Capacity Study conducted for Ashburton (Teignbridge Council, 2012) places the site within the Ashburn Valley & Ridges (LCA) and 3A Upper Farmland & Wooded Slopes (LCT). Some of the key characteristics of the Ashburn Valley & Ridges Landscape are:

- Undulating small rounded hills frequently dissected by narrow valleys;
- Extensive views in places towards Dartmoor and across rolling farmland to the east, contrasting with enclosed character of narrow valleys;

The site is adjacent to an area which is assessed as being of high to medium sensitivity, which means 'key distinctive characteristics are vulnerable to change; frequently occurring sensitive features.'

	Site boundary		Play Space
	Scrub		Churchyard
	River Ashburn		Building
	Amenity Green Space		Roadway
	Farmland		
	Grass		
	Woodland Tree Planting		
	Hedgerows		
	Mature Trees		
	Tree Preservation Order (TPO)		
	TPO Group		

ENVIRONMENT

There are a number of environmental factors on the site that present both opportunities and constraints for development.

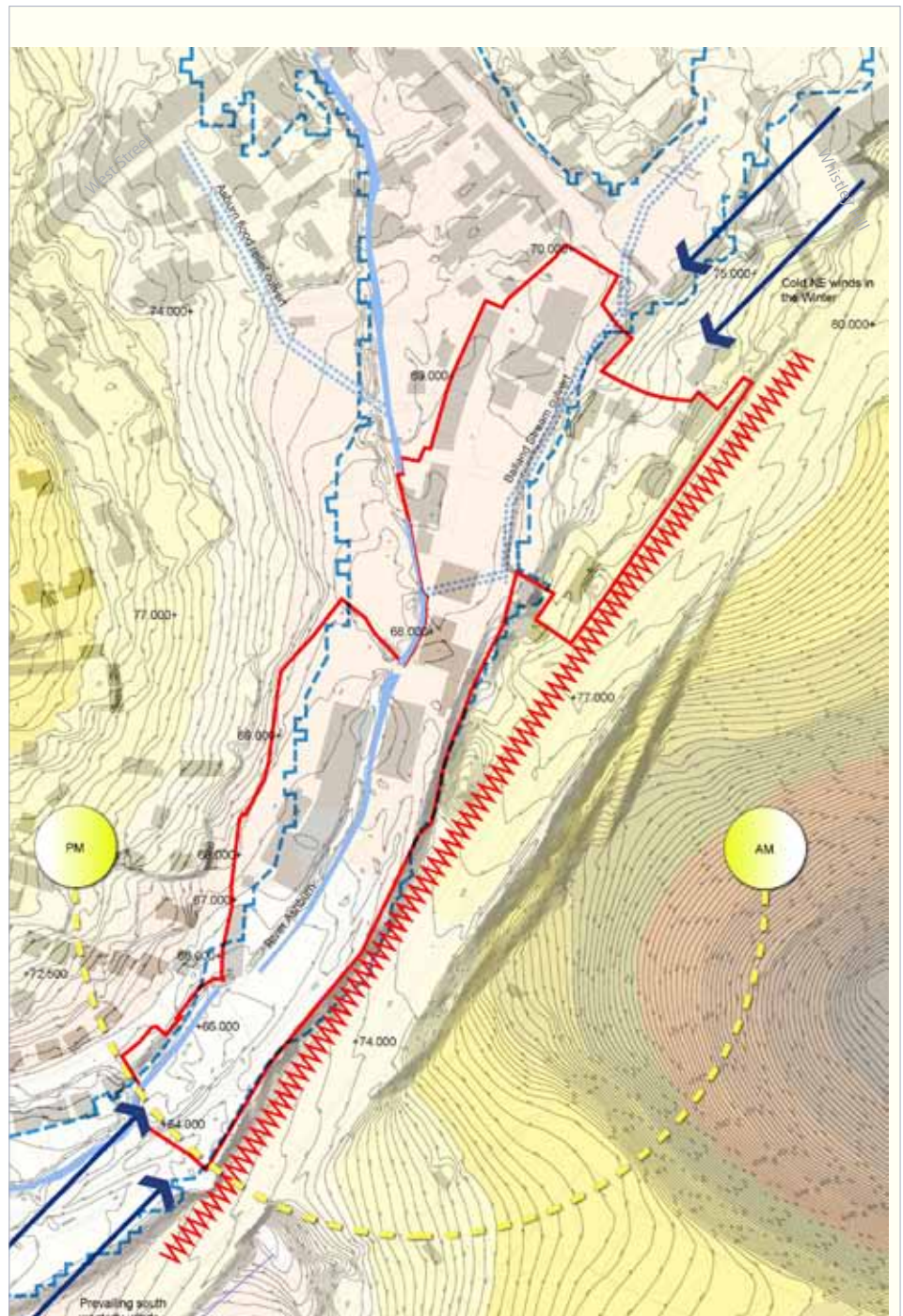
The site is reasonably linear with a predominantly north south orientation which is not ideal for the orientation of buildings in a sustainable manner relative to the sunpath. However the high ground to the west and east will reduce the impact of low level morning and evening sun.

The site is sheltered and sits on the valley floor which will influence its microclimate in terms of sun, shade and wind.

The River Ashburn passes through and the majority of the site lies in a Flood Risk Zone category 3. In addition there is an underground culvert carrying surface water from Balland Stream which is prone to flooding upstream and which bisects the northern part of the site. This places restrictions on the type and form of development that is appropriate on the site, but also presents opportunities for creative thinking in the masterplan on how to design development to reduce the risk of flooding.

It also presents opportunities for the masterplan to help alleviate current flooding issues through measures such as:

- Increasing the amount of soft (green) or permeable surfacing throughout the site so that surface water can infiltrate slowly into the watercourse, rather than running off quickly into the river and surrounding areas.
- Incorporating sustainable drainage features, such as Swales, so that water can infiltrate directly into the soil and reduce the amount of water reaching the



watercourse.

A Flood Risk Assessment is being conducted for the site and we are awaiting notification of the recommendations, which will feed into our baseline analysis and masterplan options development.

In addition to flooding, the site also lies in close proximity to the A38 which is at an elevated ground level above the site.

While the majority of the site is situated at a sufficiently low level so that the noise carries over and is attenuated by trees and vegetation, more elevated parts of the site in the east do suffer from noise pollution. Any development proposals on these parts of the site must be designed to avoid impact on the amenity of future occupants.

KEY

- Site boundary
- ⚡ Noise from A38
- - - Flood risk zone (category 3)
- - - Sun path
- Building
- ⋯ Culvert
- +70.000 Existing site levels

FLOOD RISK

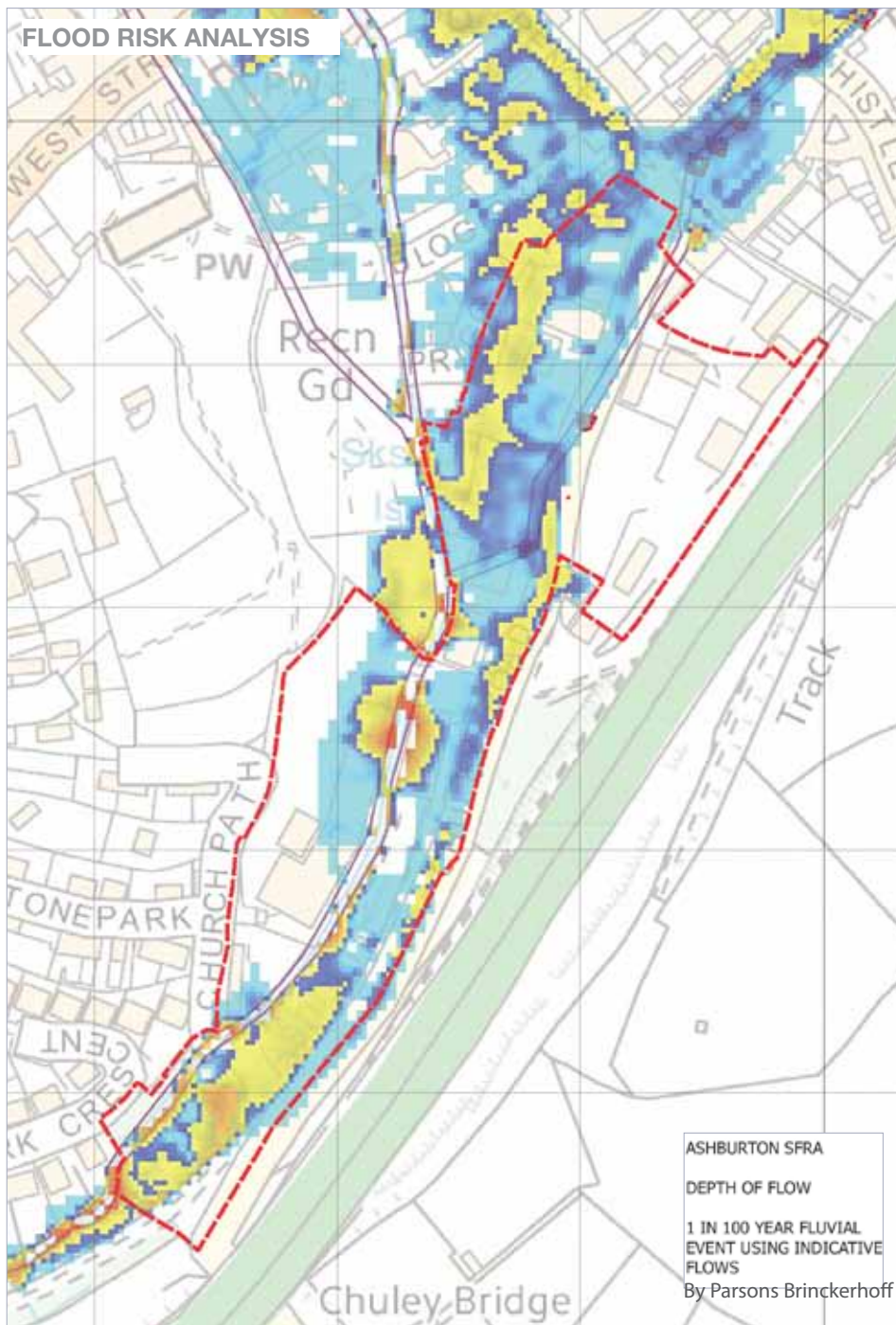
Approximately 75% of the ASH2 site lies within Flood Zone 3a (high risk) and 3b (functional floodplain). Two main rivers, the Ashburn and the Balland Stream (culverted), lie within this part of Ashburton and there is a history of flooding. A flood risk assessment for the entire area is being prepared by Parson's Brinckerhoff (PB) to inform the masterplanning process and assist in the determination of relevant planning applications.

BDP have held an initial liason meeting with PB to review initial findings. The following points were discussed:

- PB are investigating what impact a 1 in 100 year storm would have on the site area and have produced the adjacent diagram(WIP) highlighting areas effected by the event.
- Without upstream flood defence improvements, they would recommend no residential or other vulnerable uses in the coloured areas on the adjacent plan.
- Commercial and employment uses seem ok as is parking and open space.
- Care needs taking that the redevelopment doesn't cause downstream flooding.
- Lifting floor levels above flood levels with links to higher ground as suggested on mitigation concepts on opposite page were discussed. PB were not convinced that this is sustainable. This will be discussed with the Environment Agency.

Other possibilities of mitigation risk were discussed such as:

- Designing in overland flows.
- Widening the river zone to create more developable area.
- Considering breaking out of culvert enhance the recreation ground - design it to flood?



A stakeholder workshop with the Environment Agency to discuss flood risk and masterplan options will took place on 20th June 2013. The options will be further considered through the development of the design ideas. The assessment will need to consider technical feasibility as well as viability.

LOVE LANE FLOODED BY BALLAND STREAM MARCH 2013



KEY

Site Boundary



Depths

0.1

0.3

0.3

0.6

0.6

1

1.0

2.0

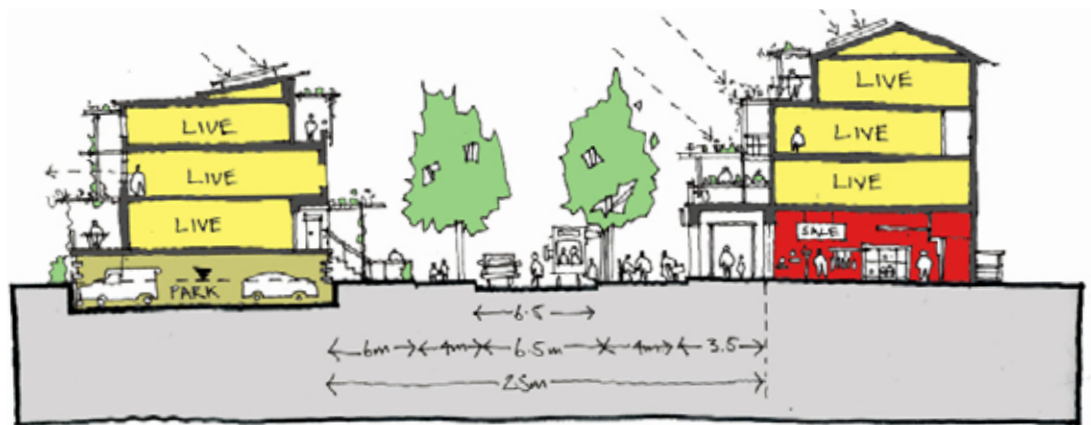
2.0

10.0

FLOOD MITIGATION CONCEPTS FOR CONSIDERATION

Concept 1 - Less Vulnerable Uses at Ground Floor

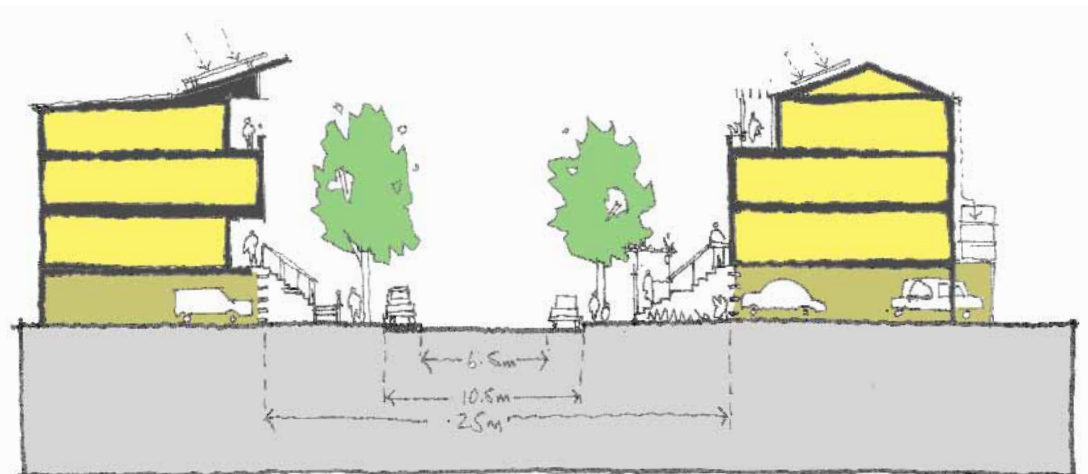
This concept seeks to reduce flood risk by placing non residential uses such as shops and commercial uses at ground floor. This solution creates active ground floors and may be appropriate in certain sections of the study area.



Concept 2 - Car Parking at Ground Floor

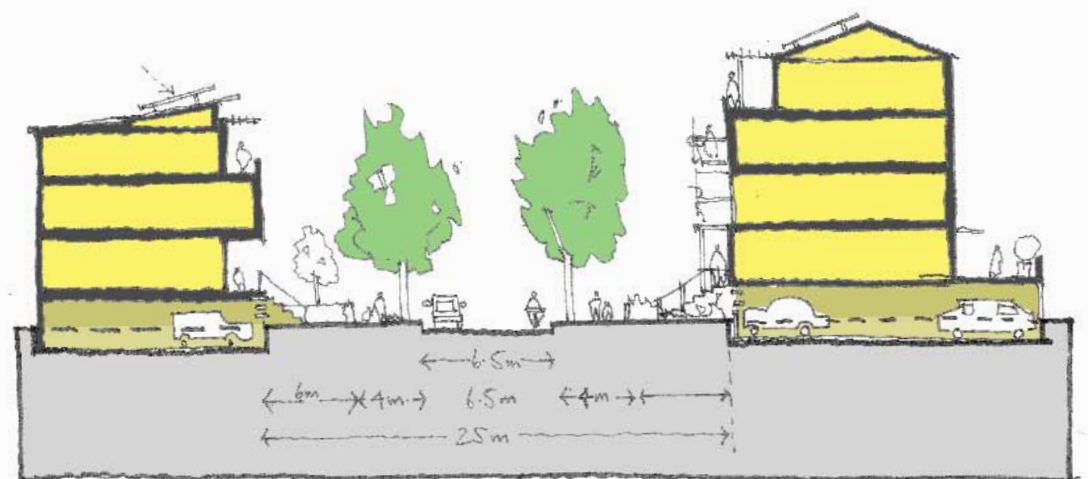
This concept seeks to reduce flood risk by parking at ground floor. This approach creates an inactive and potentially hostile relationship between the buildings and the public realm and should be avoided if possible.

If no other options are available the streetscape should be activated at regular intervals with access cores and stairs.



Concept 3 - Semi Basement Parking

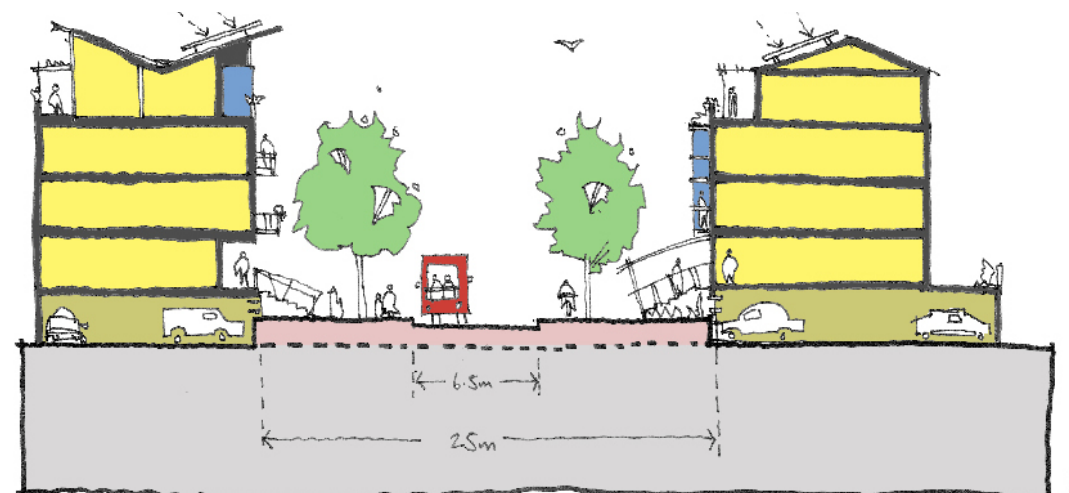
This concept seeks to minimise the impact of ground floor car parking through the use of undercroft / semi basement parking solutions and brings active residential uses closer to the street level.



Concept 4 - Raised Public Realm

This final concept seeks to minimise flood risk and provide a safe access and egress route into and out of the town by raising the level of the street and the public realm.

This solution is the most capital intensive and has a number of issues with regards to tying into the levels of existing buildings and potentially increasing flood risk in other areas of the town.



GROUND CONDITIONS

Due to the previous activities that have taken place on the site, namely the railway, gas works and industrial activities, there is the potential for land contamination on the site. The adjacent diagram provided by TDC Environmental Health Officer shows all sites of potential concern in the vicinity of Chuley Road.

The potential for contamination is an issue that will need to be considered in developing the masterplan, with recommendations for further studies, remediation and the likely costs of remediation factored into the viability appraisal.



Address

- 1 Prigg Meadow
- 2 part Ashburton Caravans
- 3 Chuley Road
- 4 Chuley Road Garage
- 5 Station Garagae
- 6 Ashburton Hire
- 7 Hazledene
- 8 St Andrew's Cemetery
- 9 Chuley Road
- 10/11 Ashburton station
- 12 Chuley Road Gas Works

KEY

- Site boundary
- Factory
- Cemetery
- Filled Ground
- Former Railway
- Former Gas Works

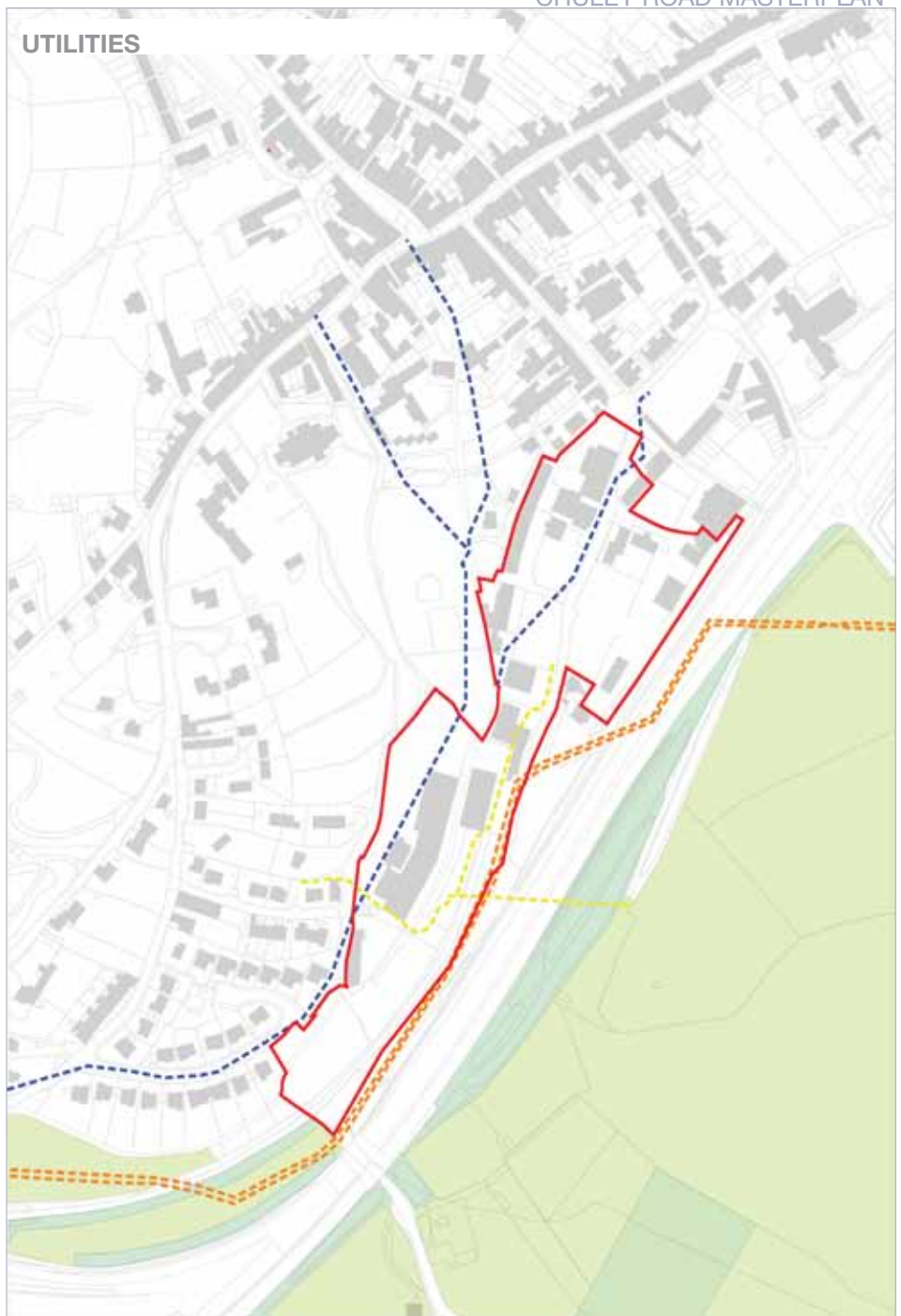
UTILITIES

INFRASTRUCTURE

The adjacent diagram highlights that there are a number of other below ground constraints in the form exiting infrastructure and utilities.

The Balland Stream culvert and other main foul and surface water sewers form a significant corridor through the site. There is also a trunk water main and a high voltage cable. Gas and telecoms information was not available and further searches need to be made at the appropriate stage of masterplan development.

The existing infrastructure presents a significant constraint on future development. It is unlikely that the cost benefit of diverting infrastructure to unlock development potential will prove to be commercially attractive. Therefore masterplan options will need to respect these corridors.



KEY

- Site boundary
- High Voltage Cables
- Trunk Water Main
- Drainage Corridor

VIEWS AND LANDMARKS

Due to the topography and location of Ashburton, there are a number of views out from the site to the surrounding countryside. There is an opportunity for the masterplan to improve those views by restructuring the urban form of the site, while making sure that local views and the townscape are respected.

There are also numerous important local views to local landmarks, such as the church spires and recreation ground, which make an important contribution to the local distinctiveness and sense of place in Ashburton.

Other local views exist from neighbouring residential properties into the site, and there is an opportunity to both enhance and protect the amenity of neighbouring residents in the masterplan.



- KEY
- Site boundary
 - Important view to landmark
 - Important view to countryside
 - St Andrew's Church
 - St Lawrence Chapel



G1



G2



G3



G4



G5



G6



G7



O1



O2



O3



O4



O5



O6



O7



O8

PEDESTRIAN MOVEMENT

The pedestrian domain within the site is poor quality with very few footpaths requiring movement on Chuley Road itself.

The main pedestrian movements within the site are between its car parking areas and the workplace and commercial premises.

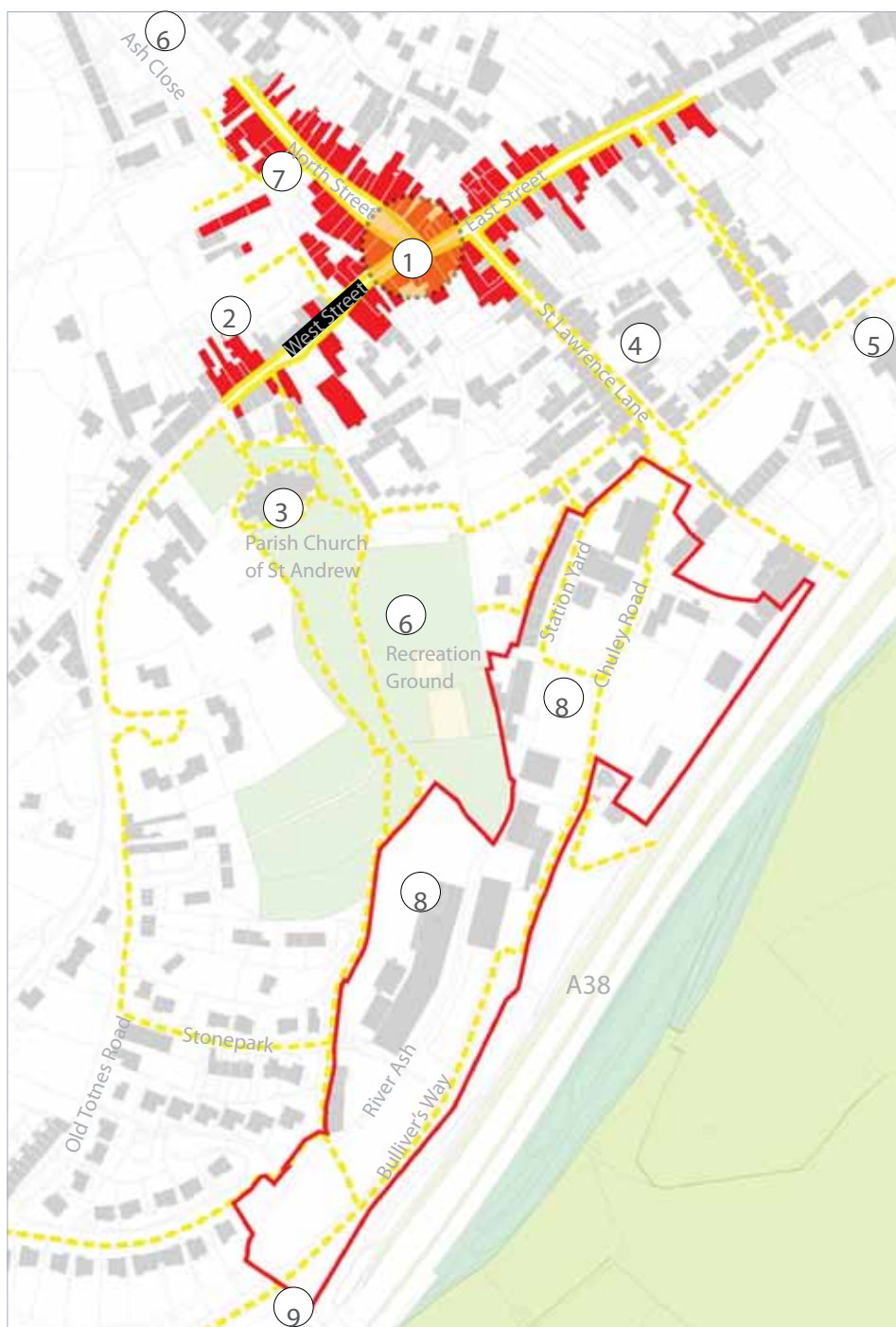
As the site is located a few minutes walk from the town centre, there is a good amount of footfall between the workplace, parking areas and town centre amenities.

The main connection route is via St Lawrence Lane. Footway widths are narrow with a significant amount of on street parking. This route is also a key link to Ashburton Primary School and at busy times there is considerable congestion. The masterplan should consider ways of improving the public realm along this corridor to ease congestion and improve pedestrian safety.

Two other key pedestrian routes are worthy of note. Church Path provides a distinctive and off road connection between the site and the town centre via some narrow alleyways which lack natural surveillance.

Bullivers Way to the south of the site is an important amenity for the town connecting it with the countryside along the old railway and river corridor.

The river is a good but hidden amenity for the site, it seems a shame that pedestrian access along it is restricted to a few bridging points. The masterplan should explore opening up access and improving visual awareness.



ANCHORS AND DESTINATIONS

- 1 Heart of Town
- 2 Town centre car park
- 3 St Andrew's Church
- 4 St Lawrence Chapel
- 5 Primary School
- 6 Amenity green space
- 7 Town Hall
- 8 Employment land
- 9 Bulliver's Way

KEY

- Site boundary
- - - Pedestrian routes
- Main street pedestrian routes
- Town centre shops
- Buildings
- Highest footfall

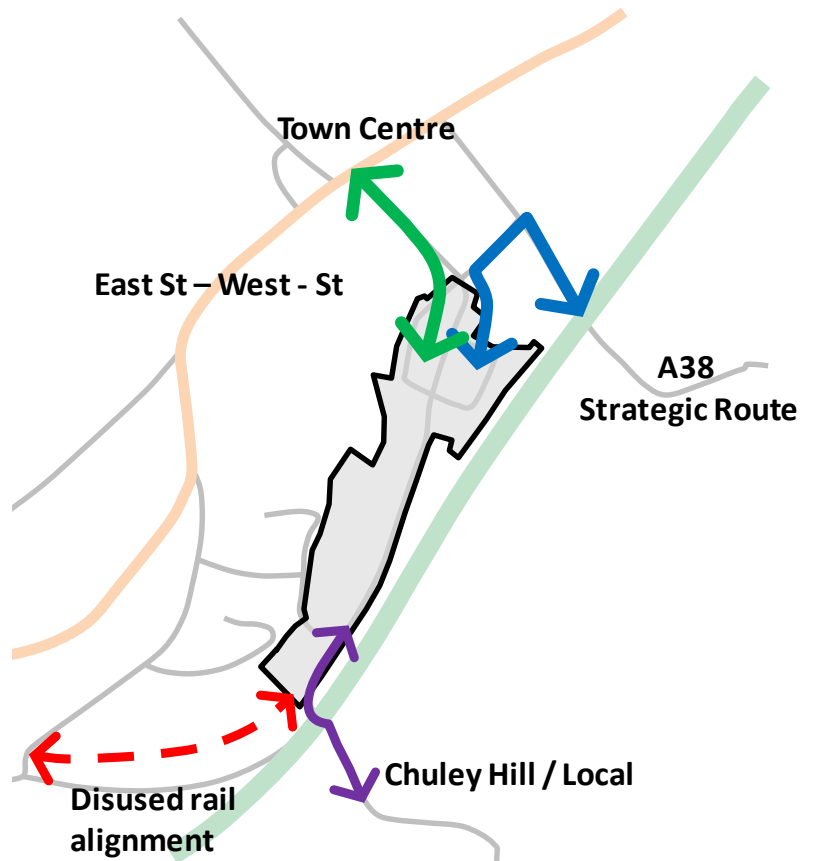
4 transport

LOCATION

The masterplan site is located in the heart of Ashburton between the historic east-west corridor of the B3352 (East Street / West Street) and the A38 trunk road.

It is a long, linear site centred on Chuley Road following the River Ashburn with main accesses coming from the town centre to the north.

The A38 forms a major route between the Whistley Hill n/e bound slip roads and Chuley Hill to the s/w.



VEHICULAR NETWORK

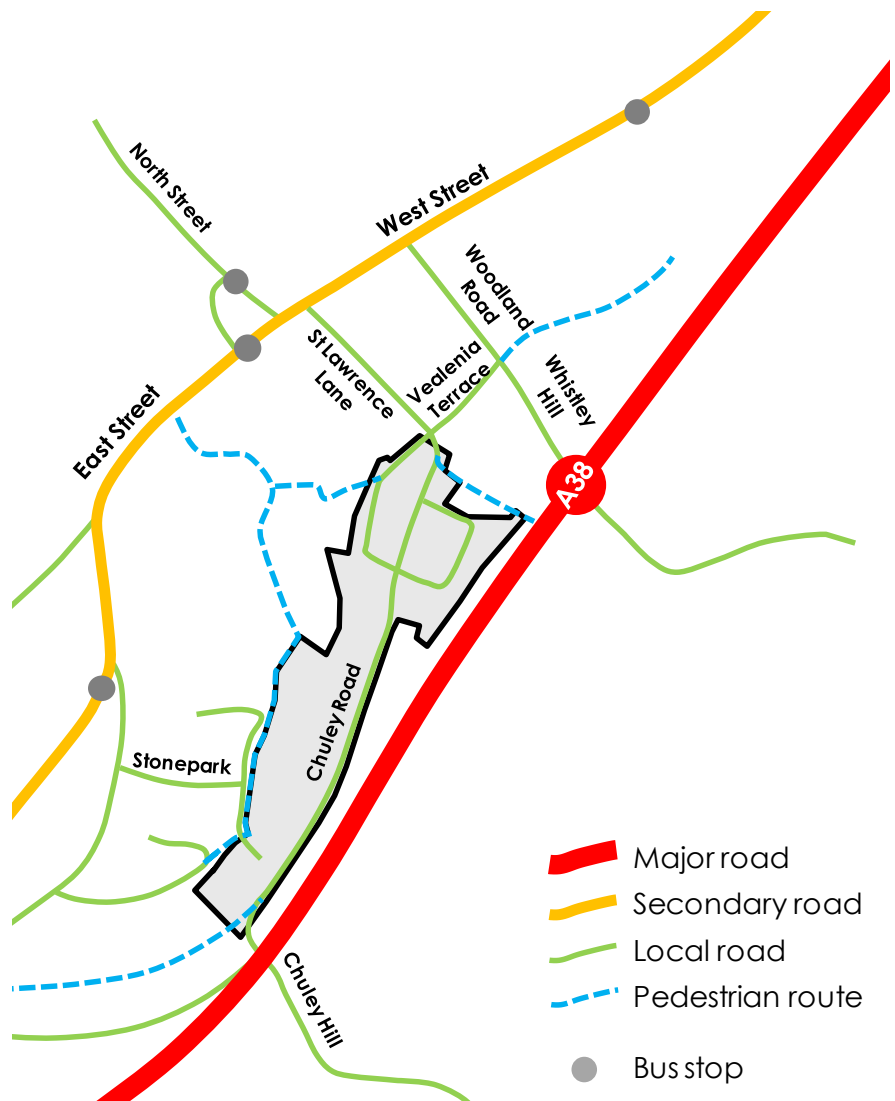
Access to the strategic highway network is made through the nearby Whistley Hill / A38 junction or other junctions via East and West Streets.

This junction is difficult to negotiate for motorists entering / leaving the A38 encountering substantial gradient on Whistley Hill and a challenging diverge slip from the A38.

Chuley Road continues south alongside the A38 providing local access to the town's rural hinterland. It is width constrained and subject to ad-hoc parking along its length which further limits its attractiveness as a through route.

There is a disused rail corridor within the site heading west towards Buckfastleigh that is now used as a public right of way known as 'Bullivers Way'.

Though a highway link along the disused rail corridor would appear to offer the potential for providing additional site access to the south west, the limited corridor width and A38 slip road constraints mean this would be a major infrastructural undertaking, notwithstanding other associated planning and environmental issues.



KEY DESTINATIONS

Ashburton has a compact town form with a wide range of important services and facilities all accessible and conveniently located.

The main town centre retail area is just some two hundred metres or so from the town centre, equivalent to just over a two-minute walk from the heart of the masterplan area. Health (surgery, hospital), primary school and leisure (swimming pool) services are also all within close, walking distance. South Dartmoor Community College is located further out of town but still within comfortable walking / cycling distance.

This all suggests the potential for a highly walkable / cyclable development for local people with little need to use the car for the majority of Ashburton's facilities and amenities.

PUBLIC TRANSPORT

Bus Access

There are several bus services that operate in Ashburton – all use East Street and/or West Street meaning there are no services in the immediate vicinity of the masterplan site:

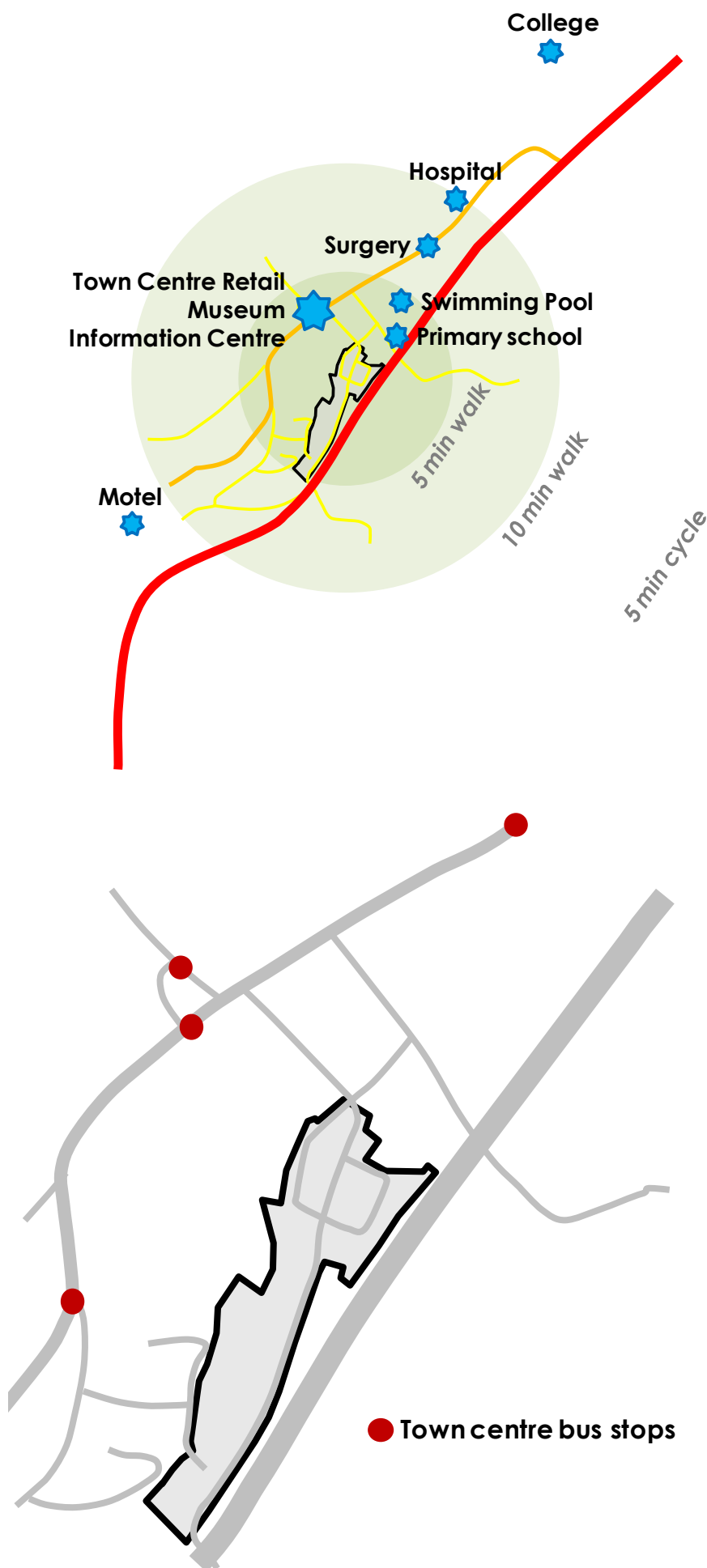
- Service 88 operates a broadly hourly weekday service (also Saturday but not Sunday) between Newton Abbot > Ashburton > Buckfastleigh > Totnes > Paignton
- Service X38 operates two-hourly on weekdays / Saturday (limited service Sundays) between Exeter > Ashburton > Plymouth
- There is also Service 898 and Service 193 which operate infrequently on weekdays.

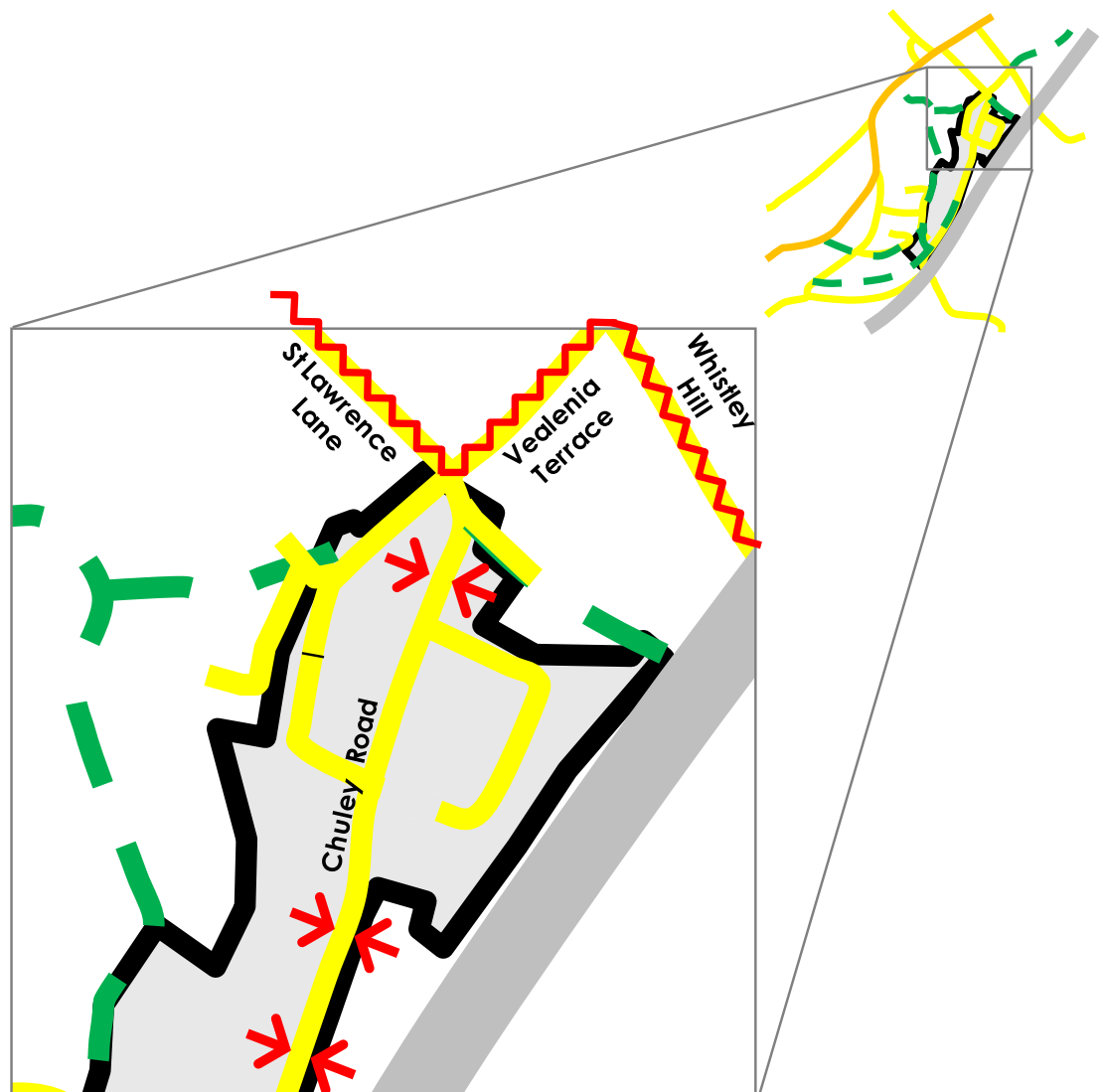
These services provide a good level of public transport provision but not to the extent that bus is a credible competitor to the private car in most cases, lacking the frequency of service and coverage beyond those specific destinations. Furthermore, the limited scale of possible masterplan development is unlikely to support any substantial step-change in public transport provision in Ashburton.

Rail Access

The nearest rail stations are located 15 minutes away by car in Newton Abbot and Totnes, with both stations offering direct services to Exeter, Plymouth and beyond. As such, it is attractive for car-borne commuters to access those destinations from the site.

Where services are less frequent, bus access to the station is less attractive. However, this does suggest an opportunity for car sharing / Car Club(s), or a minibus rail shuttle from the site to minimise individual car movements to/from the station dependant on land use and scale.





MASTERPLAN AREA ACCESS

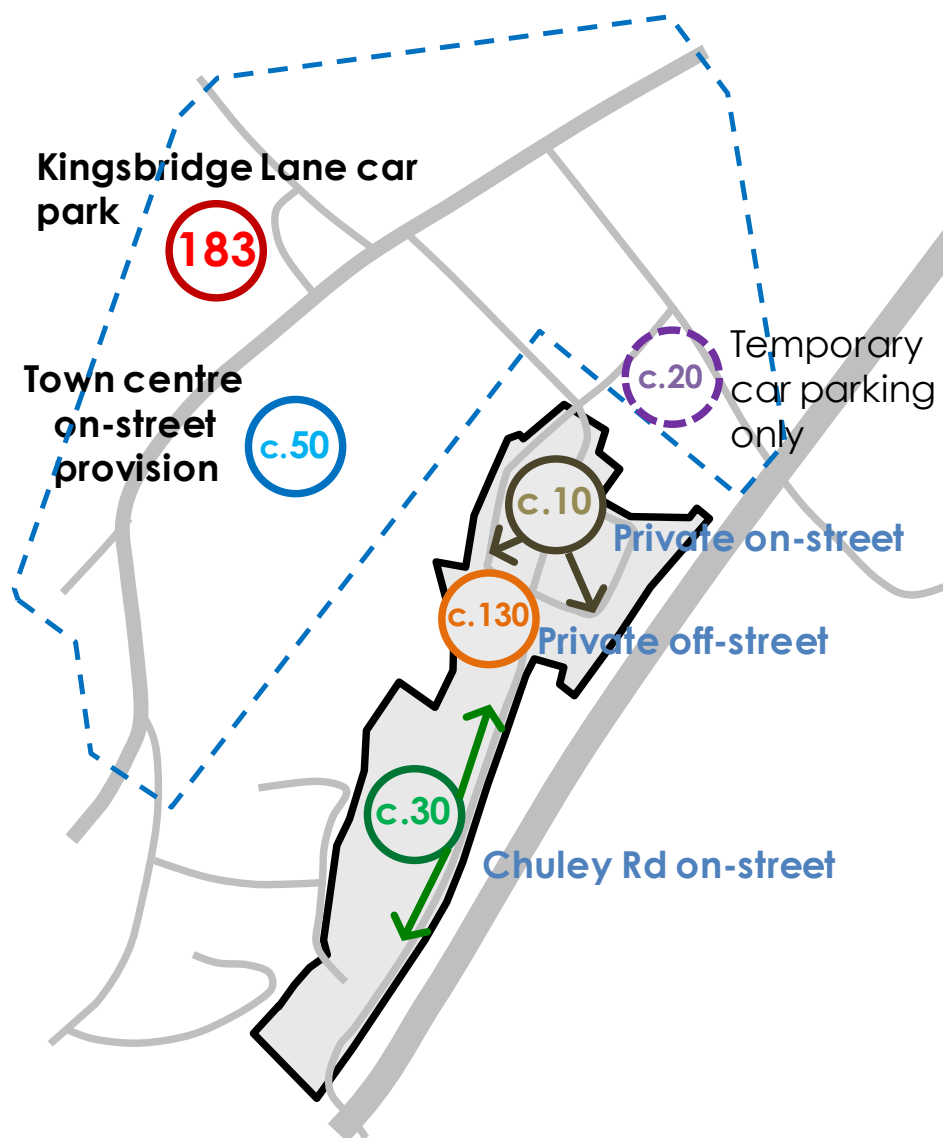
Both the key feeder roads to the site (St Lawrence Lane and Vealenia Terrace) are narrow and constrained and have associated low levels of vehicle carrying capacity – further limited on St Lawrence Lane by considerable kerbside parking activity.

Chuley Road itself is also narrow in a number of locations, particularly towards the southern end of the masterplan site. Combined with unrestricted parking activity on verges, this makes the road even narrower and adds to congestion at peak times.

A particular issue are the number of larger vehicles, including HGVs and other delivery vehicles associated with the disparate commercial activities on site. These vehicles further accentuate the narrowness and congestion and adversely affect overall amenity for site visitors.

Leading off Chuley Road there are a number of smaller side streets leading mainly to independent businesses. These side streets are of typically low quality with vehicles found parked ad-hoc. The side streets do however provide good levels of permeability within the site and to/from the surrounding area.

There is a dense network of public rights of way in / around the site offering additional access for pedestrians and, in some instances, cyclists. Some of these routes could be enhanced to provide improved connectivity between the site and its surroundings.



PARKING SUPPLY

There are three main components to the town centre parking supply: on-street; formal, publicly run off-street; and private off-street.

Kingsbridge Lane car park

Kingsbridge Lane car park is the town's main off-street car park with 183 spaces available. It provides good quality off-street parking for a modest charge considering the town centre location, with long-stay parking encouraged by 4 hour parking at £4, and 4 hours + at £ 1.70.

This tariff profile promotes a possible low space turnover issue, reducing the chances of short-stay visitors (e.g. less than 60 minutes) finding a free space at peak times.

Town centre On-Street

Within the town centre area (dotted line boundary) there is limited on-street provision due to narrow highway widths with c.50 spaces being laid out formally.

Temporary Parking Site

Some motorists previously parked their vehicles on the Cattle Market development site on Vealenia Terrace which providing c.75 spaces.

This site is currently being redeveloped separately to the masterplan with housing, accompanied by some 20 formal public parking spaces. Most of those vehicles that made informal use of this development land therefore will need to find other parking locations in town following redevelopment of the Market site.

Chuley Road

Within the masterplan site there are a number of individual businesses with their own off-street parking provision totalling an estimated 170 spaces. It is however often difficult to discern whether that capacity is solely used for private parking in all instances, with some public use of that capacity likely.

Chuley Road Parking Numbers

- Public: on-street = c. 30 spaces max
- Private: off-street = c. 170 spaces
- Private: on-street = c.10 spaces

Public Parking - Total Capacity

Town Centre = c. 253 spaces (183+50+20)

Chuley Road = c. 30 spaces

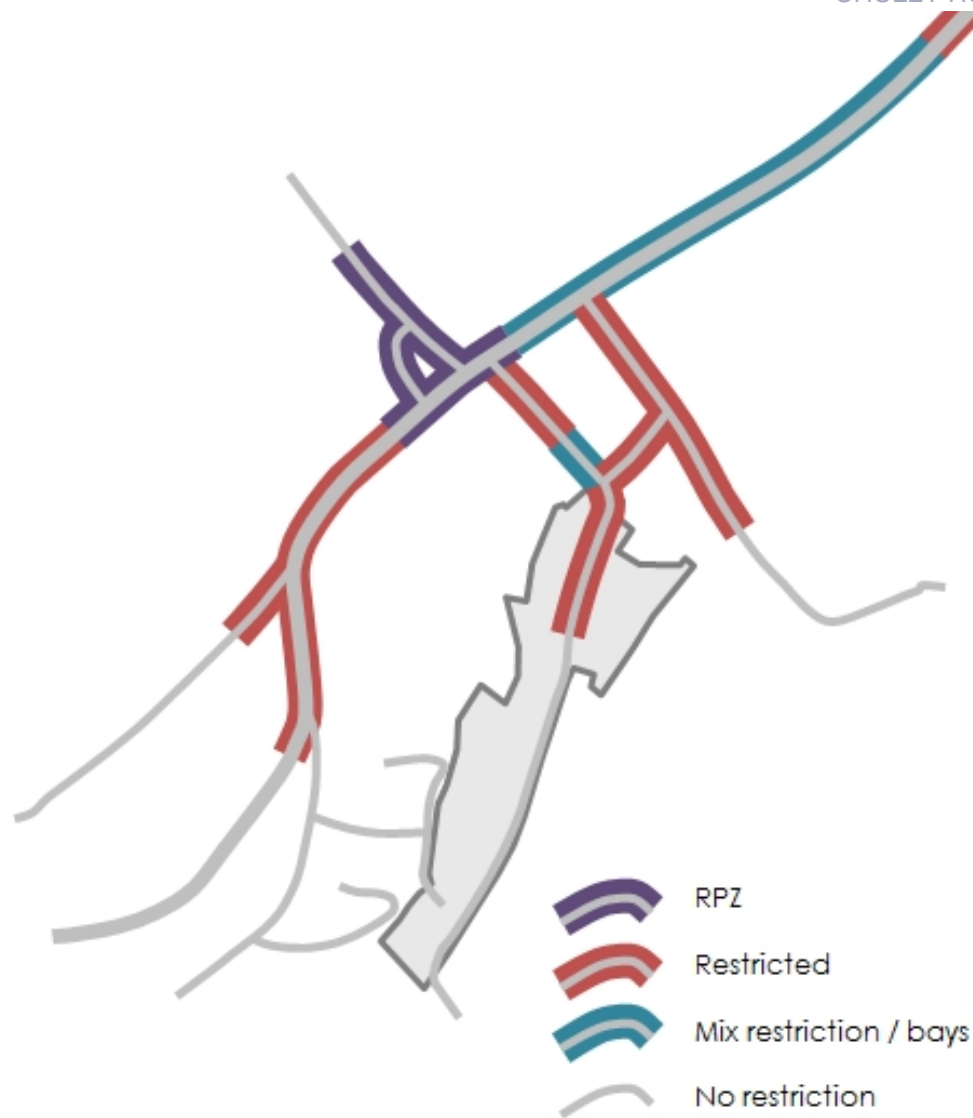
The totals presented here have been obtained through desk study and site observation only. A parking survey would be beneficial to determine specific totals and usage.

Site observations suggest some public parking may be taking place within Chuley Road private parking areas.

PARKING NUMBERS

Town Centre Parking Numbers

- Kingsbridge Lane car park = 183 spaces
- Town centre on-street = c.50 spaces (within dotted blue boundary)
- Temporary Market Site
- 20 formal public spaces post-development of Cattle Market site



ON-STREET PARKING

A Restricted Parking Zone (RPZ) covers the heart of the town centre controlling on-street parking. An RPZ is simply a Controlled Parking Zone in effect, though the RPZ simply sets out where vehicles can park i.e. within marked bays, without recourse to yellow lines (particularly unhelpful in rural / historic streets) showing where they should not park.

Most of the other streets in the town centre are restricted with a combination of single yellow / double yellow lines preventing daytime vehicle parking. This includes the northern end of Chuley Road in the masterplan site.

The southern section of St Lawrence Lane and East Street have some on-street parking bays but these are limited in number.

Where bays are provided they appear well-used, though with some concern over the length of stay of some vehicles in them.

Elsewhere there are no restrictions to on-street parking. This includes Chuley Road as it passes through the masterplan site where unmanaged on-street parking occurs.

Though convenient for access to frontages, for the most part this kerbside parking exacerbates the impact of the narrow streets, adding to access difficulties and congestion. It also makes some streets more difficult to cross for pedestrians, and in some instances detracts from street appearance, obscuring the generally otherwise very attractive streetscape.



WIDER PARKING ISSUES/ CONSIDERATIONS

Increasing parking availability

There is an expressed desire for a net increase in publicly available parking provision as a result of the masterplan. The achievement of this will though depend on a number of factors:

Whether currently available parking areas are developed over, without equivalent reprovision

Whether further provision can be accommodated within the site without compromising wider masterplan objectives

The extent to which current ad-hoc public parking would be reprovided within the new development.

Along with the generally positive addition of parking capacity, there may be some negative aspects to this desired net parking increase:

For each additional space provided come at least two additional vehicle movements on the constrained local road network

The additional parking will not necessarily mean that parking demand is satisfied – greater parking and movement demand may follow the addition of greater supply

Parking spaces occupy valuable land that could be put to other uses, such as green space or additional development.

Establishing present parking use

In order to determine if the masterplan delivers a net parking increase, it is necessary to assess the current publicly available supply on site. However, determining those vehicles which are currently not associated with the various on-site land use activities is difficult as many

parking areas are informally arranged and with little or no apparent control or enforcement. Determining business, staff, visitor parking, and other uses is therefore problematic.

It is though possible to gain a more robust view of current behaviour and numbers through a parking duration (or 'beat') survey of the site. As the site is part of the wider town centre parking system, it would be beneficial to cover wider town centre provision too in order to assess the current contribution to parking demand made by the site, and the desirable level of provision within the masterplan site. We are given to understand that no such survey information is presently available.

DEVELOPMENT CONSIDERATIONS

Parking – a site sensitive increase

In order to minimise adverse impacts of on-site publicly available parking provision, four possibilities are worthy of further examination:

- Formal long-stay town centre public parking located at the southern end of the site – ie in the more difficult to use area of flood plain
- Implementation of Shared Space running as a spine road through the site – parking could be located within this area, within subtly marked areas, to reprovide current Chuley Road ad-hoc parking, and possibly increase it in number without undue, adverse amenity impact
- Parking areas may be shared between developments where demand for that space occurs mainly during different parts

of the day – identifying those possible uses and parking areas will help to minimise needed on-site parking provision

- Rationalising town centre supply – see below.

The site already forms part of the existing town centre parking supply, and as such the masterplan development will change the dynamics of the town-wide parking system. In planning the site, there is the opportunity to demonstrate how a better town centre parking management system could result too, which importantly, will help minimise public parking provision on-site.

Our preliminary investigations have identified what appears to be a system out of balance with current demands, with short-stay off-street and on-street town centre parking available to medium and long-stay motorists either through the low car park tariff, or the lack of on-street charges to ration precious on-street space usage. One clear course of action is then to explore such parking management options further in order to:

- Maximise best use of the present on-street town centre supply
- Maximise best use of the existing car park supply
- Minimise the need for short-stay parking provision on the masterplan site
- Achieve the target to improve the availability of parking provision for the town centre post masterplan development.



Sustainable transport initiatives

Ashburton's rural setting means that the car will remain as the dominant means of travel for many – and this is accepted in relevant supporting planning policy. Those same policies though recognise the national and regional sustainable transport imperative to minimise car-borne travel.

To this end, an important focus for masterplan development should be the careful consideration of the means by which the development can minimise the need for occupants to travel beyond the site by car. There are several ways by which this can be achieved, such as:

- Car sharing
- Car clubs
- Home / remote working facilities within buildings
- Live / work on-site
- Live (on-site) / work in town & vice versa
- Providing and improving walk and cycle routes to / from, and within the site.

Land Use Mix

As shown overleaf, the mix of site land uses will have an important bearing on the achievability of a substantial minimisation of car-borne travel. Generally speaking, residential use will be complementary to this objective. So too is B1 office use where there are 'captive' occupants that may be steered corporately to desired travel behaviours (within reason).

Less attractive are medium to large scale retail uses such as foodstores, generating relatively large volumes of car-borne visitors throughout the day, with shoppers expecting to be able to park within a few metres of the store entrance.

Land Use		Week Day				Saturday				Shared Parking	Parking Vicinity	Spaces Needed	Overall Impact
		Morning	Midday	Afternoon	Evening	Morning	Midday	Afternoon	Evening				
Residential	Veh Movements	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
	Parking Activity	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Office / General Commercial	Veh Movements	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
	Parking Activity	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Leisure / Community	Veh Movements	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
	Parking Activity	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Restaurant / Cafe / Bar	Veh Movements	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
	Parking Activity	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Retail	Veh Movements	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
	Parking Activity	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
Veh Movements		High road network impact				Med road network impact				Low road network impact			
		<div></div>				<div></div>				<div></div>			
Parking Activity		Highest parking demand/occup				Medium parking demand/impact				Low parking demand/impact			
Shared Parking		Propensity for sharing parking capacity with another user group											
Parking vicinity		The relative desirable nearness of the parking supply											
Spaces needed		Ratio of floorspace/units to space provision											
Overall Impact		How friendly the landuse is in overall terms to the road network and parking pr											

MOVEMENT FRIENDLY DEVELOPMENT

Some land uses are 'friendlier' than others in terms of net vehicle movements and parking provision. The table above illustrates how various land uses compare generally in movement generation 'friendliness' using a simple three point Red-Amber-Green scale. Achieving the optimum balance in land uses will help minimise total vehicle movements on the road network, and the needed parking provision on-site. The next stage of masterplan development will focus-in on the optimum land use composition.

For example, an office may tend to attract a relatively high number of visitors, focusing movement activity around morning and peak hours and pressurising roads and junctions during those times. Its parking need may be substantial too as visitors may travel from distance and then park for the entire working day. Conversely, a restaurant or cafe for instance may only attract movements from lunchtime, but continue in to late evening. Its parking need may be negligible, possibly shared with other daytime provision, such as that for office use.

FINDINGS

Movement Design Principles

This baseline review has identified a series of initial design principles to take forward to the next stage of masterplan development.

Site Access

Vehicular site access is possible from the northern point via the Vealenia Terrace / St Lawrence Lane junction but not practicable south of that point limiting the potential for the site (access) to accommodate substantial additional vehicle movements beyond current levels.

Similarly, the junction's feeder roads are constrained and at times congested also limiting capacity. In addressing these issues:

The Vealenia Terrace / St Lawrence Road junction will benefit from rationalisation and enhancement to raise the profile of the site entrance, provide efficient site access, and an enhanced pedestrian environment

The masterplan should then aim to match development to those constraints, recognising the level of present site movements and minimising additions to them

Present HGV movements are problematical for the site in its current layout – the masterplan should seek to minimise the potential for such impacts in the future through sensitive land use planning and site layout.

Traffic Impact

The level of vehicular movement generated by the development will depend principally on the land use mix, and scale of development, and there will be an optimum development land use mix meeting masterplan objectives and minimising associate vehicular movement

'Friendly' land uses in the Chuley Road context will be those

Encouraging occupants to stay within the site / Ashburton rather than travel further by car to meet their needs

Low-medium vehicle trip generators rather than higher generators such as food store retail

Land use mixes complementary to each other in terms of site arrival and departure profiles and car park sharing, e.g. office and restaurant uses.

Sustainable Movement

It is important to recognise that in this location, travel by car will continue to be important given the understandable constraints of travel by bus and rail.

Though the likelihood of encouraging significant travel mode shift is limited, the development may however minimise car-borne movement through sensitive site and land use planning to encourage occupants to remain on-site, and within Ashburton, accessing local amenities and destinations on foot or bicycle

Accordingly, site design development should consider the incorporation of features including; live / work, car sharing, Car Club(s), rail minibuses, remote working facilities, and a site layout encouraging walk and cycle links with the town.

Parking

A stated objective of the masterplan is to achieve a net gain in parking supply through the masterplan development.

Along with such a gain, there may be some associated negative outcomes including increased town centre traffic movements associated with those spaces, and the possibility that those spaces will be quickly filled attracting further and 'new' parking demand.

From initial examination of the parking supply, there appears to be significant potential to release capacity already lying within the town centre parking system through supply rationalisation

The masterplan site is part of that supply system, and will continue to be so. As such, it should be considered in that context, with changes to demand and supply considered system-wide

A comprehensive rationalisation of the parking system may include the following:

- The encouragement of shorter stays and -higher space turnover within the town centre on-street and off-street parking supply
- Dedicated short-term (only) parking provided for within the town centre shopping area
- Long-term parking provided for at remoter points within the town centre (possibly at the southern end of Chuley Road)
- Consideration of wider parking controls to encourage parking behaviours which support the town's economy.

4 property

DEVELOPMENT CONSTRAINTS

As illustrated by the preceding sections of this report, the Chuley Road site is affected by a range of development constraints which are likely to have an impact on the developable area, proposed uses, form and ultimately the viability of development. The precise extent and implications of these constraints are unknown at this stage but a clear mitigation strategy will need to be put in place to provide developers with sufficient confidence that these constraints will not render development unviable.

For ease of reference, set out below are the main development constraints identified (in no particular order):-

Flood Risk – A significant proportion of the site is in Flood Zone 3. It is apparent from the NPPF that whilst there is a general presumption in favour of sustainable development, that development in flood risk areas needs to be “sustainable” and balanced with other policies in the NPPF. With regard to flood risk, the NPPF requires new development to be steered to areas with the lowest probability of flood risk. This has implications for the planning strategy for the subject site which we need to be considered further at the option development stage.

A parallel study is being undertaken by Parsons Brinckerhoff which is exploring the extent (if any) of contamination which exists. The outcome of the findings will need to be reflected in the development proposals and also the viability analysis in due course.



Access and Highway Infrastructure

– The Chuley Road area currently suffers from traffic and parking problems. In particular congestion can be caused by heavy goods vehicles accessing businesses in the area via poor access through St Lawrence Lane and Whistley Hill. Ashburton Primary School abuts the east side of the study area and also generates a number of vehicle movements during the school day. The subject site is also adjacent to the Devon Expressway (A38) which can cause considerable noise pollution.

Contamination – Given the area's former and current employment uses, contamination may be present.

Heritage – Part of the area lies within the Ashburton Conservation Area, and within the site there is one listed building and other buildings deemed to have heritage significance.

Property Type	Average Current Value	Average Beds	Average Price Paid (last 12 months)
Detached	£304,346	3.7	£286,350
Semi-detached	£216,283	3.1	£221,750
Terraced	£183,571	3.0	£170,200
Flats	£105,929	1.8	£80,750

RESIDENTIAL MARKET

National context

Much has been written over the last few years about economic performance and outlook of the residential sector. Following the “credit crunch” in 2007, banks began to increase the inter-bank lending rate (LIBOR) and sought to adjust their exposure to risk by adopting much more cautious lending practices. The net effect of this was to reduce liquidity in the financial markets and this has had a significant and sharp impact on the affordability of market housing, with the most noticeably affected being ‘first-time buyers’ and buy-to-let investors who are particularly reliant on more flexible lending criteria.

As a direct result the apartment market in many towns across the UK has seen a significant slowdown, with developers opting for lower density housing, which tend to appeal more to the owner occupier and family markets.

Over the past 18 months, especially in the south of England, house builders have returned to the market and are now actively pursuing new opportunities to repair their balance sheets after a period of relative inactivity. Indeed many of the major house builders have released strong trading figures in their latest set of accounts. However the extent to which this increased activity has been seen outside the south east and other more affluent areas is more limited.

Local Context

It is clear from our market research that the residential market in Ashburton is buoyant and that residential use will play an important role in the Chuley Road masterplan. Residential in or close to central areas adds vibrancy to the town as well as fuelling use of retail and leisure facilities. The scale and strategic nature of Chuley Road creates the potential for a range of residential uses alongside other commercial and community uses.

We have spoken to a number of local agents who confirm that there is strong demand for both houses and apartments. One agent indicated that demand was coming from two distinct sectors with circa 60% coming from local churn but 40% of transactions were from people wishing to relocate / retire to Ashburton from outside the county, which a large proportion of these from the London area.

Despite the level of demand agents confirmed a key constraint was the limited supply and this view is confirmed by Land Registry statistics, which indicates that only 124 properties have been sold over the past 3 years with 34 in the past 12 months. Currently there are 54 properties on the market within the local area.

Set out below are some further key residential indicators including the values currently being achieved in Ashburton. The table above illustrates that average values ranges of circa £200 - £220 per sq ft are being achieved depending on the residential typology.

Again it is important to highlight that although the above provides an indication of values the sample size is small. Most notably there have been a limited number of apartment transactions and this explains the relatively low average value indicated in the table above of circa £80,000 k.

Having spoken to local agents they report that good quality 2 beds (when available) are achieving in excess of £155,000 and if located within easy walk of the town centre (as the subject site would be) could attract a premium on current values.

There have been limited new build developments in the town, although we understand that the former Cattle Market site adjacent to the subject site is now progressing. The site is being developed by Dartmoor Homes Ltd and will comprise 18 market flats, 18 private parking spaces and 20 public car parking spaces.

Golden Lion Court, although built in 2004, is an example of relatively new good quality infill housing in the town. This development has 5 four bed properties which have an average current value of circa £340,000.

Despite the lack of new development within Ashburton the wider area and most notably in Newton Abbot has seen a reasonable level of new build development, which provides evidence of developer's appetite for residential development in the area.

Housing need and Affordable Housing Consideration

From our discussions with local agents it is clear that affordability remains an issue in the town. The housing needs survey in 2009 indicated a total need for the National Park of 230 units. In terms of Ashburton a total need of 33 units comprising a mix of rented and intermediate units was identified.

Inevitably affordable housing will be a key issue in respect of viability. The Authority's DMD Policy DMD21: Residential development in Local Centres provides guidance on the affordable housing requirement. The guidance indicates that the proportion of affordable housing to meet local need should not be less than 50% of the units provided. The guidance does however build in some flexibility stating the provision may be varied where a higher proportion of open market housing can be shown to be essential to secure the overall viability of development or the delivery of significant local infrastructure provision of clear benefit to the local community.

RETAIL AND COMMERCIAL LEISURE

National Context

There is no doubt that the economic downturn has had a significantly adverse impact on the retail and leisure market, initially bringing a sharp correction to an overheated investment market and subsequently feeding into the occupational market. The occupational market is now becoming healthier, with one of the main constraints on growth actually being the lack of new, good quality retail stock. However, the main focus of demand and activity remains in London, major regional centres and in larger affluent markets, and the expansion plans of most national multiple retailers remain cautious.

Local Context

In terms of Ashburton's town centre provision, the town centre is the largest in the Dartmoor National Park and comprises 80 units and approximately 73,900 sq ft of floorspace according to the latest GOAD data.

Given the scale and size of the offer in Ashburton its primary function is to provide a range of convenience and comparison goods to serve daily and weekly needs but also with a significant tourist trade.

The town has few high-street multiples (the Co-op and Spar being the two major occupiers) but has a good selection of specialist and independent shops as well as cafés and restaurants. The retail provision is largely centred on North Street and West Street although there are also retail units at the lower end of East Street.

In terms of demand from national

multiple retailers, having reviewed a number of leading property market databases no active requirements have been identified. However, we would highlight that this is not uncommon for small towns such as Ashburton as the size and configuration of units available often do not meet the operational requirements of national operators.

That said the desirability of the town from independent traders is illustrated by the lack of available units, which according to GOAD is at 2.5% compared to a UK average of over 12%. This indicates that the town is trading well and meeting the general needs of its immediate catchment. Further local agents indicate that there is a steady demand from independent traders for Ashburton and when units do come available they do not remain vacant for long.

The majority of in Ashburton comprises accommodation of less than 1,000 sq ft and these typically let between circa £5,000 - £12,000 per pa (£15 - £20 per sq ft on an overall basis). The relatively low rents achieved in the area are a reflection of the quality of units available but also reflect the rental values that smaller independent retailers can afford to pay.

There is very little evidence of investment sales in the area and therefore it is extremely difficult to analysis current investment yields. Retail yields have moved out considerably since 2008. Given the predominantly independent nature of the tenants in the area investment would be considered medium to high risk and therefore would be reflected in the investment yield achievable. Clearly new product / development which attract a national

covenant would secure a keener yield.

Chuley Road is a short distance from the town centre core and is linked via St Lawrence Lane, which is a narrow street comprising a range of small businesses and residential properties as well being the home of the town's local post office and the Silent Whistle public house.

Despite the masterplan's area being relative close to the town centre core it does feel somewhat remote from a retailing perspective. That said there the subject area is of sufficient size to create its own identity, which may include a range of commercial uses in addition to residential accommodation.

Food Retail

The convenience sector is one property market sector that has managed to buck the trend with the majority of operators reporting good returns despite the economic downturn. That said more recently trading results have started to tail off and this has resulted in the four largest retailers reconsidering their strategy towards larger format stores. Despite this most of the operators remain extremely acquisitive in respect of new sites for their own 'local' stores format.

Ashburton's main convenience store is the Co-op on North Street which is supported by a number of smaller convenience stores including the Spar and Edwin Tucker and Sons farm shop. Both Tesco and Sainsbury's have stores in Newton Abbot. Despite some recent interest from one of the big four operators, which did not come to fruition none are represented in the town.

Although we have not spoken to operators at this stage we are confident that demand would be there from food store operators given the limited current provision. Rental values and investment yields vary greatly depending on the location, size and format as well as other considerations such as the ratio of car parking space and integration of other uses etc. Rental values range from £17.50 per sq ft for smaller stores in secondary locations up to £25.00 for uncompromised stores in prime locations. In terms of investment yields the evidence would indicate a range from 4.5% to 5.5%.

Notwithstanding the inevitable technical issues around planning, land assembly and developing on former industrial areas, the Chuley Road area is of sufficient size to be capable of providing a food store alongside a mix of uses.

COMMERCIAL LEISURE

Clearly having a diverse mix of uses will generally enhance the vibrancy of a centre, and leisure can be a very important part of that mix. It is complementary to the main retail function as well as generating specific trips. That said, from a commercial perspective it is quite a 'low margin' use and is therefore reliant on significant visitation levels which impacts on the size of catchment area that it will be dependent upon.

Ultimately this is the problem for Ashburton. Its small resident population combined with its proximity to larger centres, will render it unsuitable for a number of the key commercial leisure sectors. For example, cinemas are increasingly seen as an important adjunct to a retail offer and the advent of digital cinema does make them more economical to provide on a smaller scale, but even so their required catchment will be well in excess of that provided by Ashburton.

The food and beverage sector is becoming a very important and ever more prominent part of the town centre mix and is certainly one of the more acquisitive occupational sectors in the market. Ashburton already has a good range of public houses, cafes and restaurants, which benefit from the tourist trade in the summer months. Examples of occupiers include Moorish, Agaric and Café Green Ginger. The town is also home to the Ashburton Cookery School, which is one of the UK's top private, culinary schools offering over 40 cookery courses.

A centre of the size of Ashburton will always struggle to compete with larger centres in the sub-regional catchment wholly based on its commercial leisure offer. If it is to attract more visits and extend those visits to maximise expenditure, it needs to ensure that it is offering a more diverse range of attractions, and clearly for Ashburton tourism, culinary and cultural uses are important elements in making the town unique.

Again although the level of demand is difficult to quantify at this stage but given the proximity of the subject site to the town centre we believe there to be further opportunity in the commercial leisure sector in the form of cafes / restaurants.

EMPLOYMENT MARKET

In addition to residential, retail and commercial leisure uses the other main land use to consider is the employment market. For its size Ashburton has a very diverse economy with is driven by its location on the edge of the National Park and also its accessibility to the regional road network.

There are two industrial estates in Ashburton, namely Chuley Road and Linhay Business Park. In addition the quarry, which provides limestone and building products, the public sector and various health and educational facilities are all significant employers in the town.

The Linhay Business Park is an edge of town office campus development in the eastern outskirts of Ashburton. The scheme totals around 70,000 sq ft of office and light industrial space. Occupiers include Devon and Cornwall Constabulary, Age Concern, Motorola, as well as other local and regional firms. Unit C4 on the estate is currently being marketed. The premises comprises a modern unit arranged over two floors comprising 4,265 sq ft and is currently being marketed for offers over £450,000 for a long lease interest with vacant possession on completion. Typically rents are between £10 - £12 per sq ft.

On the success of the Linhay Business Park, a joint venture between Poppy Properties Ltd and Blight and Scoble Ltd are promoting a second business park adjacent to the slip road of the A38 known as Linhay 21 Business Park. Linhay 21 comprises a site area of approximately 1.46 hectares and will provide circa 70,000 sq ft of modern business accommodation arranged over 5 two storey buildings ranging from 2,500 sq ft to 20,000 sq ft.

Chuley Road is the historic employment area in the town area has an extensive range of employment uses including some higher knowledge industries (Grey Matter) and also businesses aimed at the tourist industry and some vehicular related business. Although the buildings vary in quality the area appears to have limited vacancies.

That said Unit 4 Station Yard Terrace is currently being marketed at £9.50 sq ft for which

comprises a ground floor unit of just less than 1,000 sq ft. This provides an indication of office rental values in the area for premises suitable for start-up or smaller occupiers in Ashburton.

In addition to the employment areas mentioned there is a wide range of accommodation located throughout the town either standalone office accommodation or suites located above retail premises. The vast majority of stock is within older buildings which vary in quality.

With the exception of the business parks, office development in Ashburton would generally be seen as a secondary investment and as such it would be very difficult to secure private sector funding for speculative office development. That said it is a clearly an important use and there is already a hub of office activity within the masterplan area. Office use and building on the key sectors (as outlined in the Dartmoor's Sector Outlook Report 2013) already present in the masterplan area is important although the the current rental levels would indicate that this use may require an element of cross subsidy from higher value uses or public sector support.

5 consultation

BDP.



CHULEY ROAD MASTERPLAN

COMMUNITY NEWSLETTER ISSUE 1: INTRODUCING THE MASTERPLAN



INTRODUCTION

Engaging the community and other stakeholders is a critical part of forming a masterplan so that it addresses the issues being experienced by the local community, reflects their needs and is supported as a long term strategy for regenerating the site.

Our approach to the masterplan involves a comprehensive strategy for reaching out to the community and involving them in the decision making process, to ensure that the Chuley Road Masterplan will be community led.

The first steps have been to issue press releases and newsletters announcing the masterplan and notifying the community of how to get involved, setting up a range of online resources where information is published and the community can post discussions, and holding what we term a Stakeholder Surgery, where the community could drop in to see the team and share their views or have a dedicated one on one discussion.

This section contains a summary of the reach and responses received so far.

We have developed an initial visual brand for the Chuley Road Masterplan which has been used on promotional materials and online resources to give people an instant recognition of materials that relate to the project. The branding has been used on the front cover of this report and is also shown on the adjacent image.

INTRODUCING THE CHULEY ROAD MASTERPLAN

Dartmoor National Park Authority, working with Teignbridge District Council, has commissioned an exciting masterplan for the Chuley Road site in Ashburton. Award winning design practice BDP has been appointed to produce the masterplan, drawing on their unrivalled experience and expertise in delivering successful masterplans and engaging with local communities.

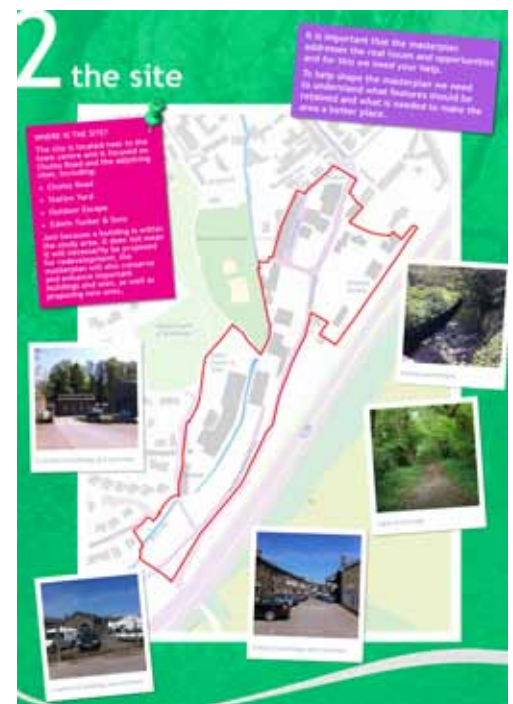
The masterplan will guide the regeneration of the Chuley Road site, identified in the National Park Authority's Development Plan for mixed use redevelopment, placing local people and its rich history at the heart of the plans. Working with the local community will be integral to the process to ensure that the proposals reflect local aspirations.

The masterplan will guide redevelopment and regeneration of the Chuley Road site to deliver business, housing, traffic circulation, parking and access improvements, and environmental benefits.

The final report will be ready by the end of 2013. The masterplan will set the direction of all future development on the Chuley Road site, providing a comprehensive framework for redevelopment, in line with an agreed vision for the area, and guiding future planning applications.

These community newsletters will keep you up to date with the masterplan project, share what we've done so far and let you know how you can get involved.

More information on the site, the process and how you can be involved are contained overleaf.



ONLINE

The online resources were launched early in May and there is now a strong online presence where the community and other stakeholders can find information and follow progress on the masterplan. So far, the dedicated Facebook page has achieved:

- 69 followers
- 8 people 'talking' about the project
- Wide reach – between 200 and 300 people viewing each post

The adjacent diagram shows the demographics of facebook followers and the extent of the reach. Updates on the project are also being 'tweeted' via the Dartmoor National Park Authority Twitter page, and there is a dedicated page on the DNPA website.

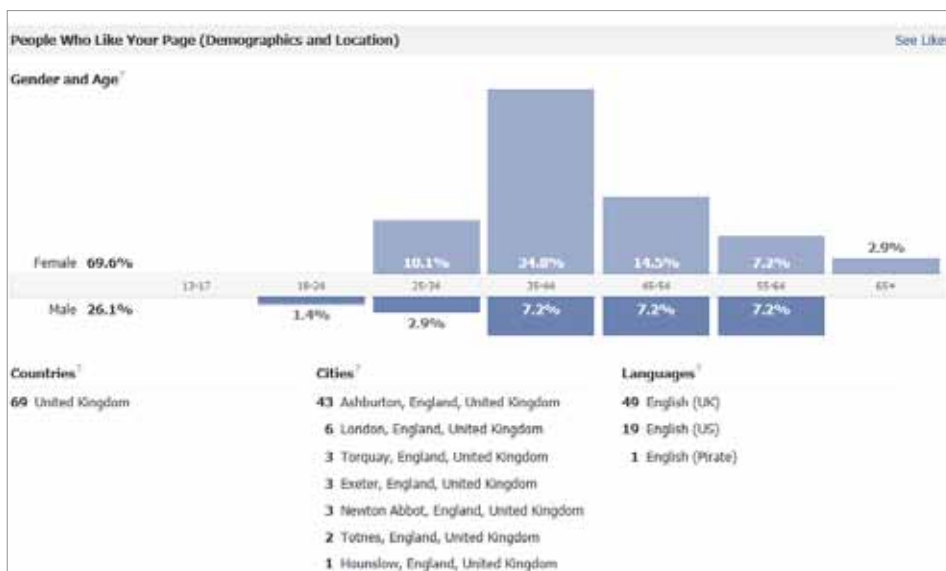
STAKEHOLDERS

We have held meetings or had discussions with the following people:

- Environment Agency
- Parsons Brinckerhoff
- Landowners and businesses
- Devon Council Education
- Devon Home Choice

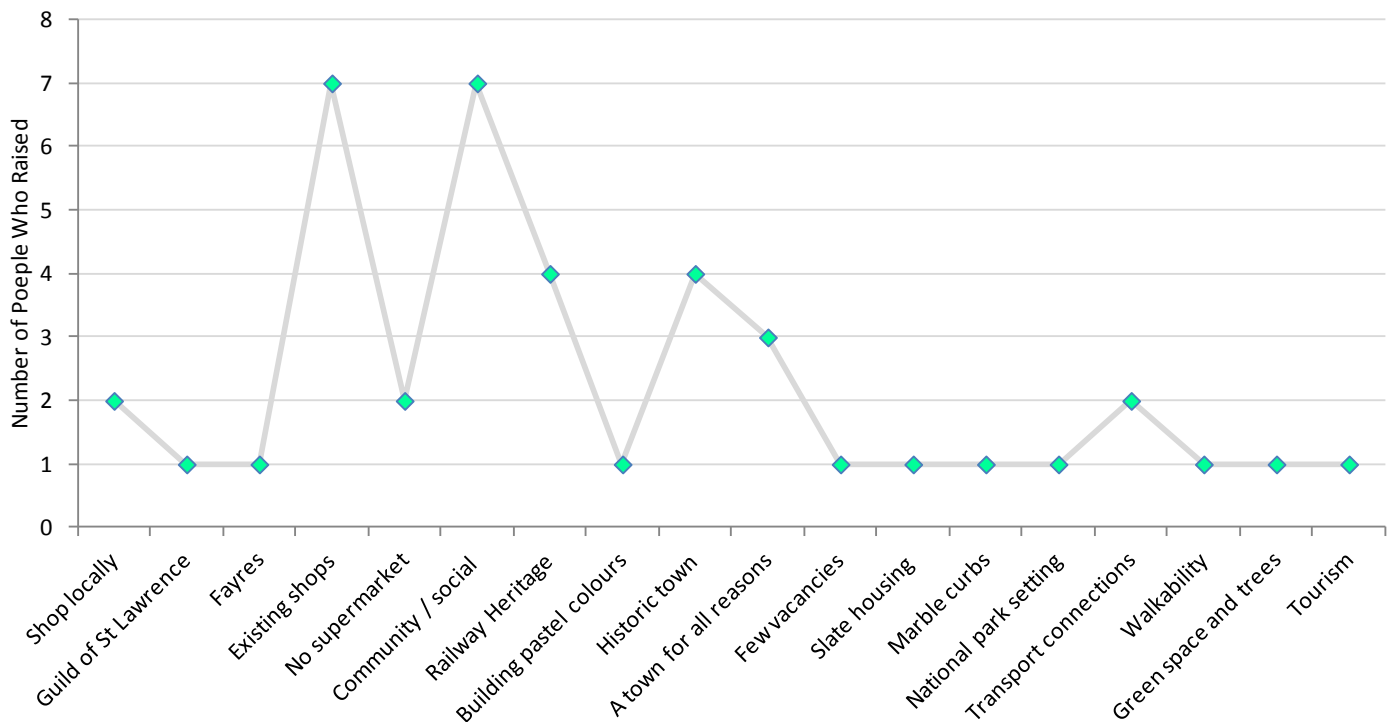
Other discussions still to be had include:

- Unknown landowners
- Chamber of Commerce



Charts 1 and 2 below illustrate the feedback we received on what are considered to be the strengths and weaknesses of Ashburton. The community told us that the two major strengths of Ashburton are the diverse range of independent shops and the active community with a wide range of local societies and organisations. Ashburton is seen as a 'town for all reasons' – a place to live, work, shop, socialise; it meets all the daily needs of residents and visitors, and that is an important characteristics to maintain.

Chart 1 - Ashburton's Strengths



STAKEHOLDER SURGERY

We issued 97 direct invitations, press release and community newsletters inviting the community of Ashburton to attend the Stakeholder Surgery.

This involved one on one discussions with 44 different people, with a range of local businesses, landowners, local residents and businesses in the town represented.

A further 9 questionnaires were received and others dropped by to chat to the officers.

The following pages provide charts showing the range of responses received to the various questions asked. These responses will inform the development of the vision for the Chuley Road site and the initial ideas for the masterplan.

Concerns with traffic congestion and pedestrian safety were key weakness identified, as well as a lack of parking availability throughout the town. The capacity of community facilities, including youth provision and the local primary school, to support new families was also a concern.

Chart 2 - Ashburton's Weaknesses

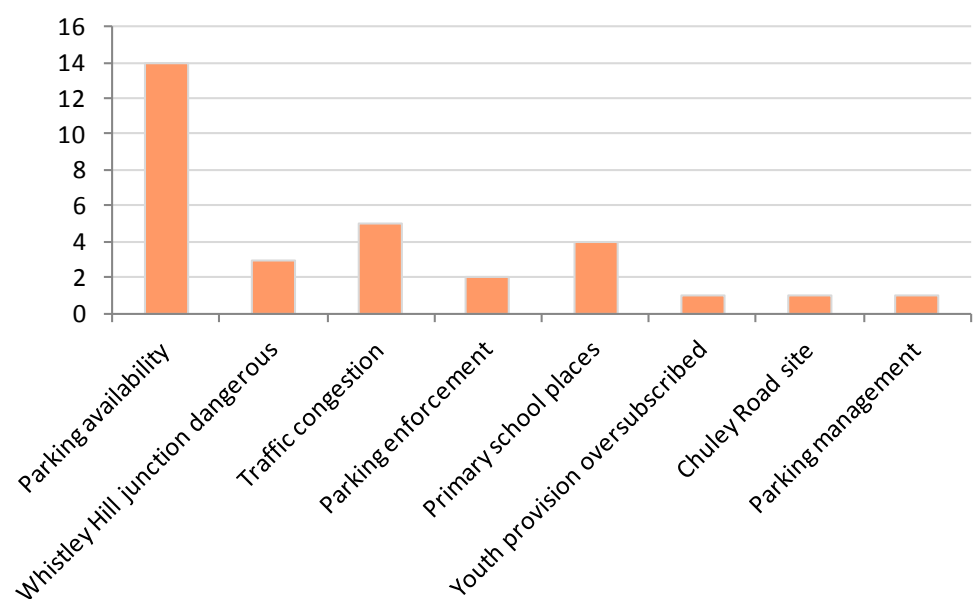


Chart 3 below illustrates the feedback we received on what the community consider to be the strengths and weaknesses of the Chuley Road site.

We were told that the Chuley Road site has a number of strengths, including the railway heritage, which is considered to be an important part in the history of Ashburton, environmental assets such as the river, views to the hills, access to the countryside and Bulliver's Way. The existing businesses on the site are a positive attribute, and the industrial heritage is recognised as an important characteristic.

Problems with flooding were most commonly cited as a major issue on the site. Access and traffic congestion are also considered to be important issues that the masterplan must address. A number of people suggested that the poor quality of existing buildings detract from the appearance of the site and negatively affect the other heritage assets and the National Park setting.

The masterplan will seek to maintain the strengths and improve on the weaknesses, moving the attributes towards the optimum position, to create a special place.



Chart 3 - Chuley Road Site Strengths and Weaknesses

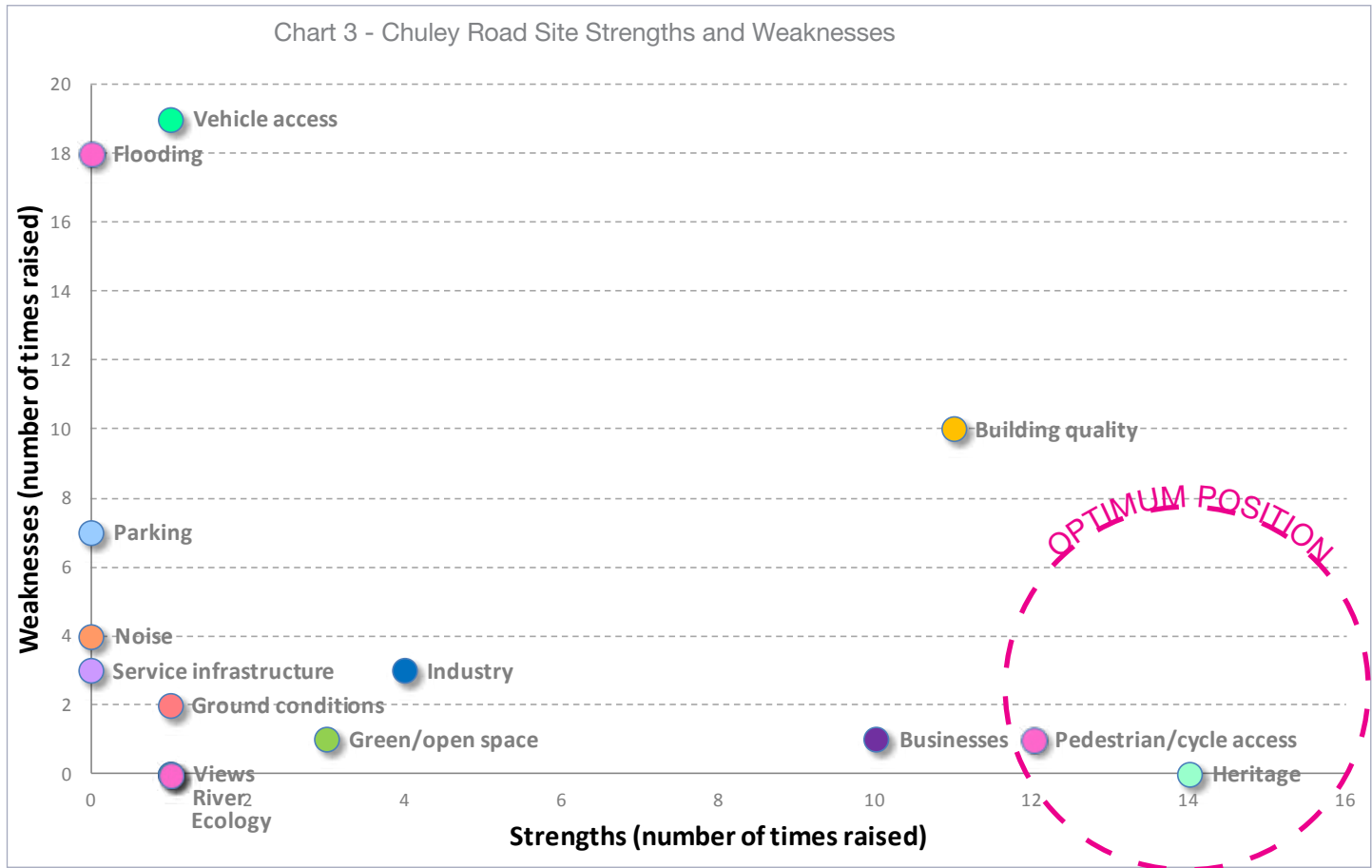
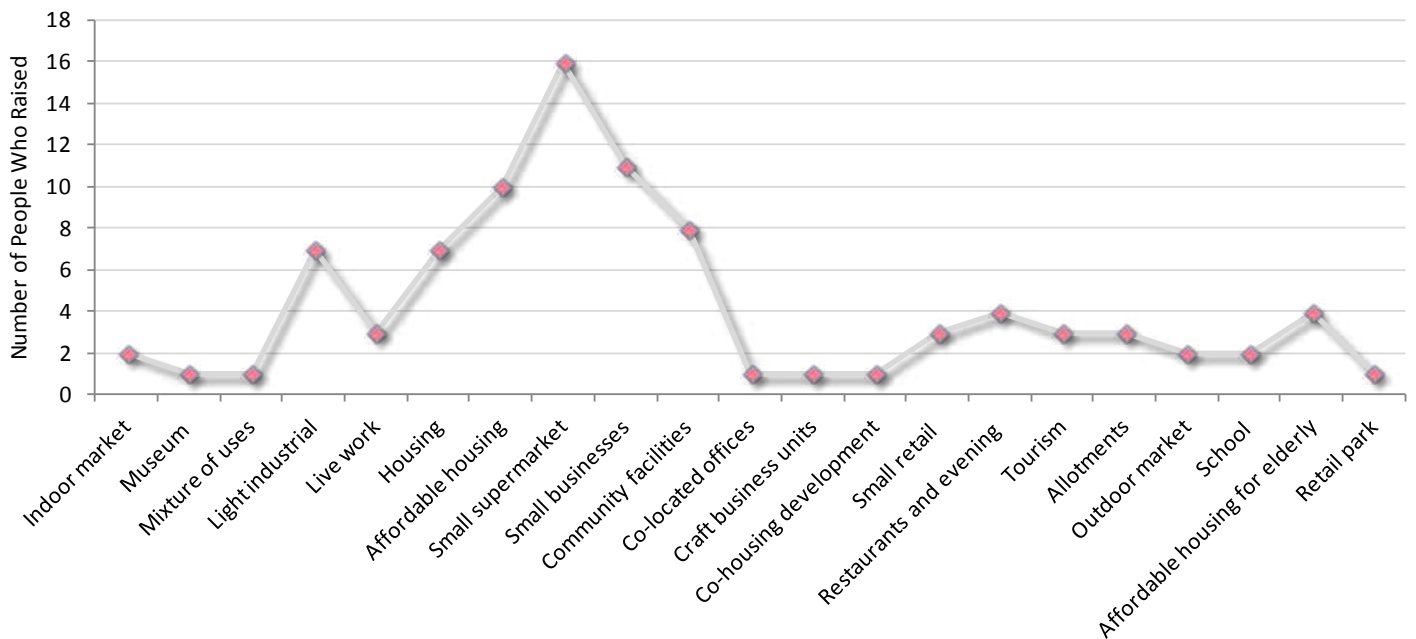


Chart 4 illustrates the feedback received on aspirations for uses of the Chuley Road site. We heard a wide range of ideas, with one of the most common being for a small and sympathetic supermarket to increase convenience shopping in the town. Chuley Road is also however seen as an important site for employment and housing provision, as well as other community and leisure uses.

A number of people highlighted an opportunity to expand upon the existing successful businesses within the site, such as Grey Matter and Marketing Means, and an aspiration for live work units and new light industrial uses. Feedback also indicated that the local community consider Chuley Road a suitable site for both private and affordable housing, and also for providing homes for the elderly. Other opportunities included small retail units, tourism, indoor or outdoor markets, restaurant and evening uses, a youth centre and allotments.

Chart 4 - Aspirations for future activities on Chuley Road site

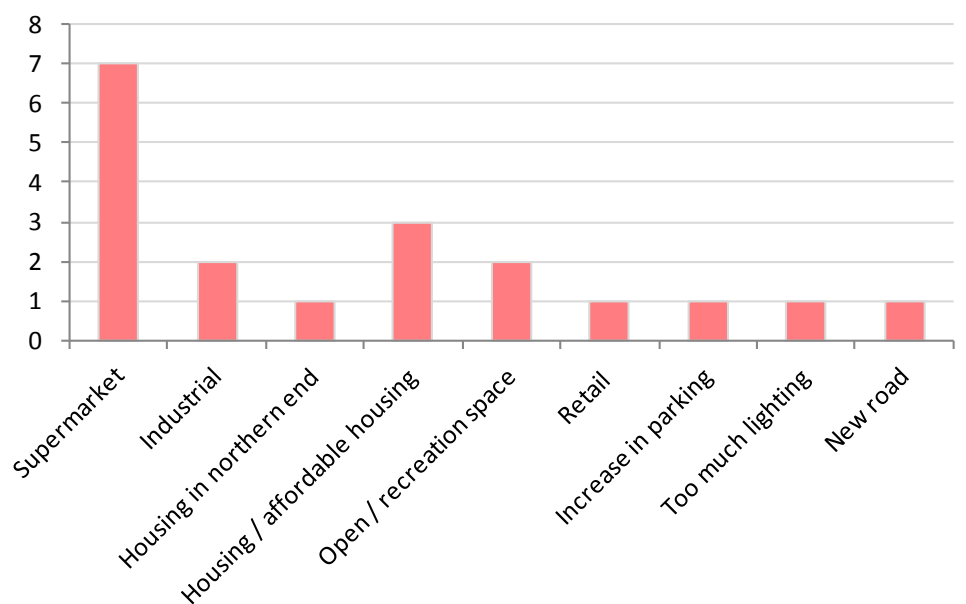


We also asked what people would not want to see happen on the site and the responses are shown in Chart 5.

The main concerns related to development which would upset the balance of Ashburton and impact on its unique character.

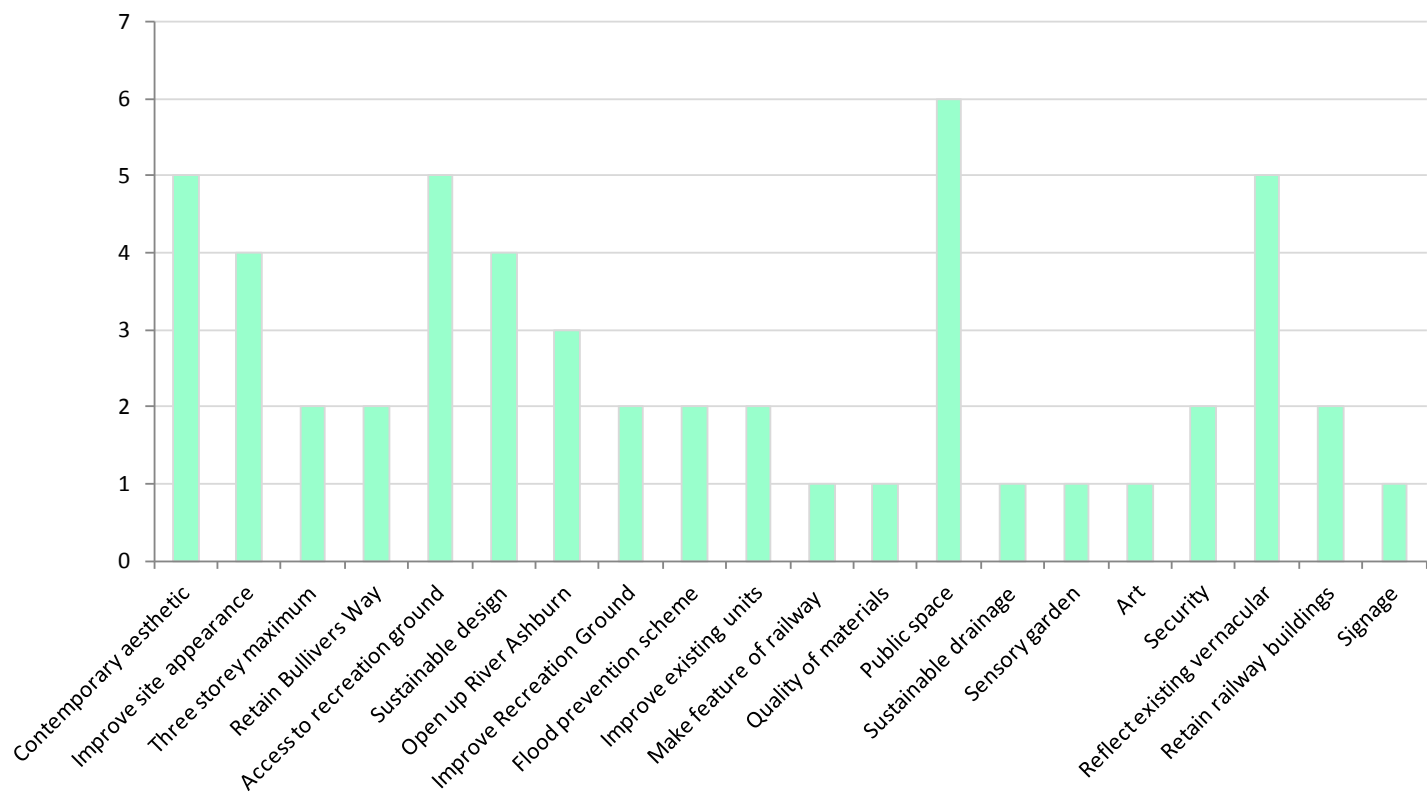
A number of people were specifically opposed to including a supermarket within the masterplan, and particularly a large one. A small number of people were also opposed to housing, industrial and other retail uses.

Chart 5 - What are people opposed to?



Charts 6 and 7 below illustrate the feedback we received on design and transport opportunities for the site. We heard many ideas for the future design of the Chuley Road site, with one of the main aspirations being to create new public space and improve connections to the recreation ground. There was also a strong desire to improve the appearance of the site; paired with an aspiration for a contemporary aesthetic which reflects the existing vernacular of Ashburton. Others saw an opportunity for sustainable development on the site, to incorporate sustainable drainage and make more of the river as one of the sites valuable assets.

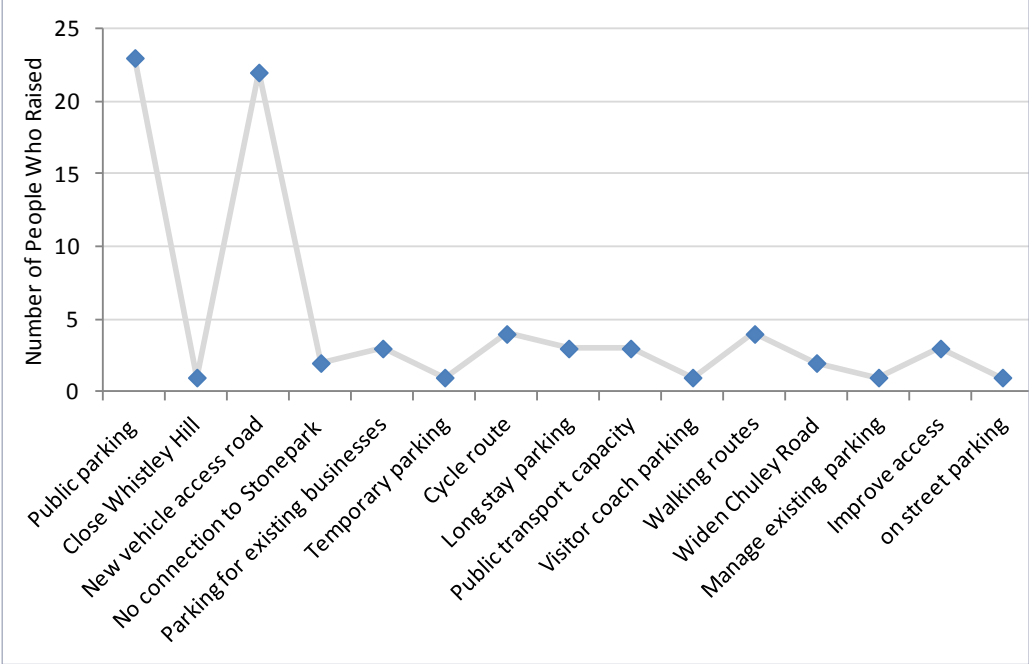
Chart 6 - Design aspirations for the Chuley Road site



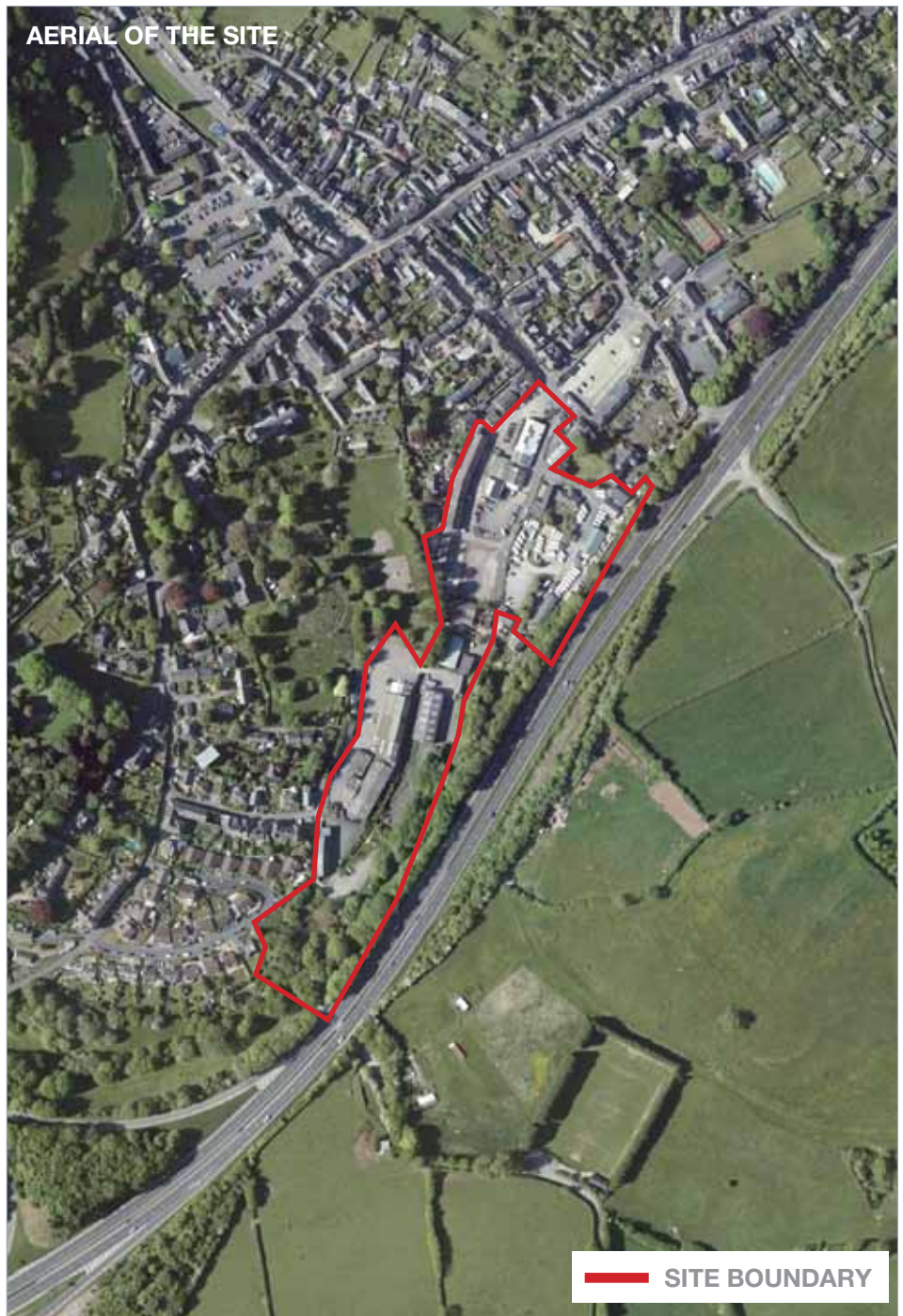
The feedback indicated there are two important priorities for transport on the Chuley Road site – providing public car parking and considering alternative options for road access.

The feedback also revealed an interest in improving opportunities for sustainable movement such as new walking and cycling routes.

Chart 7 - Transport aspirations for the Chuley Road site



AERIAL OF THE SITE



NEXT STEPS

Following feedback on the baseline report and receipt of the outstanding information, we will provide feedback to the community on the key messages received during the initial community consultation. We will then start to develop the vision, objectives and initial concepts and will issue a draft study to the client steering group.

Following agreement on the initial ideas, we will hold the first People's Panel session to debate the ideas with the community and stakeholders before selecting a preferred option.

- **Vision and Options** - The team are now developing a vision and initial ideas for the site. The options will look at different uses and layouts for future development. The People's Panel will be invited to analyse and adapt the options to reflect community aspirations.
- **Draft Masterplan** - The preferred option will be worked up into a draft masterplan, including the proposed mix of activities, spaces, routes and building blocks, and a design palette.
- **Public Consultation** - Later in the year BDP will host an exhibition where the community can see the draft masterplan proposals and give their thoughts.
- **Final Masterplan** - Following 4 weeks of consultation, the masterplan will be updated to reflect the community feedback and the final version published.

A information
analysed

INFORMATION ANALYSED		ON FILE	ONLINE	ONLINE LINK (IF AVAILABLE)
DESIGN / PLANNING INFORMATION				
1	OS plan of the study and wider area	✓		
2	Land ownership details (including plans)	✓		
3	Aerial photograph	✓	✓	
4	Historical maps / historical data for the area	✓		
5	Tree Survey / TPO information (as appropriate)	✓		
6	National Planning Policy Framework	✓	✓	
7	NPPF Technical Guidance	✓	✓	
8	Local Plan (2004)	✓	✓	
9	Proposals Map	✓	✓	
10	Ashburton Inset Map			
11	Core Strategy (2008)	✓	✓	
12	Core Strategy Consultation Responses (relative to Ashburton)	✓	✓	http://www.dartmoor.gov.uk/_data/assets/pdf_file/0017/43208/ldf_core_strategy_representations_in_plan_order.pdf
13	Development Management DPD	✓	✓	
14	DMD Consultation Responses (relative to Ashburton)	✓	✓	http://www.dartmoor.gov.uk/planning/pl-forwardplanning/pl-localdevframework/pl-development_management_and_delivery_development_plan_document/independent-examination/?a=43271 http://www.dartmoor.gov.uk/_data/assets/pdf_file/0017/43280/pl-dm_dpd_exhibition_feedback_report.pdf http://www.dartmoor.gov.uk/_data/assets/pdf_file/0017/183131/DMD_Parts1_2_3_Response_Table.pdf http://www.dartmoor.gov.uk/planning/pl-forwardplanning/pl-localdevframework/pl-development_management_and_delivery_development_plan_document/independent-examination/?a=189773 http://www.dartmoor.gov.uk/planning/pl-forwardplanning/pl-localdevframework/pl-development_management_and_delivery_development_plan_document/preparing-the-dmd/2012-05-11_Complete-Representation-Report-Plan-Order.pdf
15	DMD Environmental Report	✓	✓	http://www.dartmoor.gov.uk/_data/assets/pdf_file/0005/182777/20110628-DMD-SA-Stage-B-Environmental-Report-DLincl-annexPublication_update.pdf http://www.dartmoor.gov.uk/_data/assets/pdf_file/0010/268525/20120724-DMD-SA-Stage-B-Part-6-additional-data.pdf

INFORMATION ANALYSED		ON FILE	ONLINE	ONLINE LINK (IF AVAILABLE)
				http://www.dartmoor.gov.uk/_data/assets/pdf_file/0020/322463/20130318_SA_SEA-of-Main-Modifications-to-DMD.pdf
16	Statement of Community Involvement	✓	✓	
17	Teignbridge Core Strategy	✓	✓	
18	Devon Sustainable Communities Strategy	✓	✓	
19	Dartmoor Parish Housing Needs Assessment	✓	✓	
20	Strategic Housing Land Availability Assessment	✓	✓	
21	Exeter and Torbay Strategic Housing Market Assessment (Dartmoor)	✓	✓	
22	Devon Green Infrastructure Plan	✓	✓	
23	Bat Screening Report – Ashburton	✓	✓	
24	Dartmoor SFRA	✓	✓	
25	Ashburton Focused Assessment (SFRA)	✓	✓	
26	Dartmoor Landscape Character Assessment	✓	✓	
27	Dartmoor Biodiversity Action Plan	✓	✓	
28	Ashburton Conservation Area Appraisal	✓	✓	http://www.dartmoor.gov.uk/livingin/li-consareas/li-draftconareaappraisals/li-ashburton_appraisal
29	Tree Survey (in Conservation Area)	✓	✓	http://www.dartmoor.gov.uk/_data/assets/pdf_file/0017/42029/Ashburton-web-quality-Appendix-A.pdf
30	Below ground services infrastructure drawings (including drainage)	✓		
31	Land contamination potential map	✓		
32	Map showing settlement services and facilities, open space and employment land	✓	✓	
33	Map showing areas of flood risk, and environmental designations	✓	✓	
34	Map showing any listed buildings, conservation area and other heritage designations	✓	✓	
35	Map showing sites identified as having potential for housing development	✓	✓	
36	Ashburton Landscape Sensitivity Study	✓		
37	Sites submitted as part of Strategic Housing Land Availability Assessment (SHLAA) for Ashburton	✓	✓	

INFORMATION ANALYSED		ON FILE	ONLINE	ONLINE LINK (IF AVAILABLE)
38	Housing Needs Assessment (2009) for Ashburton	✓	✓	
39	Ashburton Town Plan (2005)	✓	✓	
40	Any relevant, updated or emerging plans / reports / strategy documents not included above (or unavailable online).	✓	✓	http://www.dartmoor.gov.uk/_data/assets/pdf_file/0011/268526/20120813_Infrastructure_Delivery_Plan.pdf
41	List and details of recent/active planning applications in the study area – application number, site location, address, landowner/interest, scheme details (use, scale etc), summary of Council's responses to date.	✓		
42	Contact list of key stakeholders	✓		
43	Information on community facilities	✓	✓	http://www.dartmoor.gov.uk/_data/assets/pdf_file/0012/43401/pl-ldf_ashburton_community_assets.pdf
TRANSPORT INFORMATION				
1	Devon Local Transport Plan	✓	✓	
2	Dartmoor Traffic Management Strategy	✓	✓	
3	Dartmoor Traffic Management Strategy – Review of Priorities	✓	✓	
4	Recreation and Access Strategy for Dartmoor	✓	✓	
5	Other relevant transport policy documents	✓	✓	http://www.dartmoor.gov.uk/_data/assets/pdf_file/0008/244169/CD10-4.pdf
6	Public transport maps / diagrams – including bus stops	✓	✓	http://www.pollardsprint.co.uk/teignbridge/index.html Area Bus Timetable - Teignbridge
7	Cycle facilities and route maps / diagrams	✓	✓	http://www.walkjogrun.net/cycling-routes/UK/Devon/Ashburton/ Ashburton Cycle Route Map
8	Public Rights of Way	✓		
9	Car park details - location, charges, ownership	✓		
10	On-street parking - plans of restrictions	✓		
11	Transport Assessments of any consented / proposed developments in Ashburton (and land use schedules)	✓		
12	Pedestrian footfall counts for Ashburton	✓		

INFORMATION ANALYSED		ON FILE	ONLINE	ONLINE LINK (IF AVAILABLE)
PROPERTY AND MARKET INFORMATION				
1	General land ownership / tenancy information	✓		
2	A view from the Council in respect of Housing need in the town (based on housing need / SHLAA) - affordable housing preferred tenures, unit mix, sizes etc.	✓	✓	Ashburton Housing Needs Assessment
3	Details of recent or proposed schemes in the town.	✓		
4	Any technical studies i.e. specifically relating to potential contamination of the area given its former use.	✓		Land contamination surveys conducted previously on site.
5	Key officer contact details – housing, property etc.	✓		
REGENERATION AND SOCIO-ECONOMIC INFORMATION				
1	Economic strategies	✓	✓	See http://www.devonics.info/ for info on Devon-wide strategies and data – and more specifically below (DJ)
2	Tourism strategies	✓	✓	http://www.dartmoor-npa.gov.uk/visiting/vi-enjoyingdartmoor/recreation-strategy http://www.dartmoor-npa.gov.uk/_data/assets/pdf_file/0011/59186/a_tourism_strategy_for_dartmoor_2009.pdf
3	Employment land study	✓	✓	http://www.dartmoor.gov.uk/_data/assets/pdf_file/0005/238082/CD10-29-DNP-Employment-Sites-Survey-2010.pdf http://www.dartmoor.gov.uk/_data/assets/pdf_file/0006/238083/CD10-31-DNP-Employment-Sites-Survey-Update-2012.pdf Mapping and individual employment site occupancy available http://www.teignbridge.gov.uk/CHttpHandler.ashx?id=33299&p=0 Teignbridge Employment Land Review February. Final Report 2010
4	Any Local Economic Assessment documentation	✓	✓	http://www.devonics.info/sites/default/files/documents/Devon%20LEA%20-%20Final%20-%20May%202012.pdf
5	Any further economic research	✓	✓	See Dartmoor economic sectors research in attached file. http://www.teignbridge.gov.uk/CHttpHandler.ashx?id=33300&p=0 http://www.teignbridge.gov.uk/CHttpHandler.ashx?id=33301&p=0

INFORMATION ANALYSED		ON FILE	ONLINE	ONLINE LINK (IF AVAILABLE)
				http://www.teignbridge.gov.uk/CHttpHandler.ashx?id=33302&p=0
6	Socio economic population data for Ashburton	✓	✓	http://www.devon.gov.uk/census_profile_-_ashburton_and_buckfastleigh.pdf Ashburton & Buckfastleigh 2011 Census Profile http://www.devon.gov.uk/mosaic_profile_ashburton_buckfastleigh.pdf Ashburton & Buckfastleigh Mosaic Profile 2010 http://www.devon.gov.uk/ashburtonbuckfastleighplacesurvey2008.pdf Ashburton & Buckfastleigh Place Survey 2008 http://www.devonhealthandwellbeing.org.uk/wp-content/uploads/2011/07/JSNA-Market-Town-Health-Profile-Ashburton-Buckfastleigh2.pdf Ashburton & Buckfastleigh Joint Strategic Needs Assessment 2010-11