



CHULEY ROAD, ASHBURTON **REVISED DRAFT MASTERPLAN** **APPENDICES**

OCTOBER 2014

REP.BDP.001

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A1

key issues

THE SITE

The site is located adjacent to the Devon Express Way, the A38. Ashburton has direct road links to the major cities in the region; it is 30 km south west to Plymouth, and 27 km north east to Exeter where the A38 joins the M5 to Bristol.

Ashburton is 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, in addition to enabling accessible rail connections to all major cities across England, Wales and Scotland.

The Chuley Road site abuts the south eastern edge of the centre of Ashburton, flanked by the A38 to the east and Ashburton Recreation Ground and St. Andrew's Church Yard to the west. South west of the site lies the residential area of Stone Park. To the north of the site lies the residential street of St Lawrence Lane, which provides the main access connecting the site to the town centre.

The site forms the 'working heart' of Ashburton and currently contains 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. There is a more diverse mix within the northern part of the site

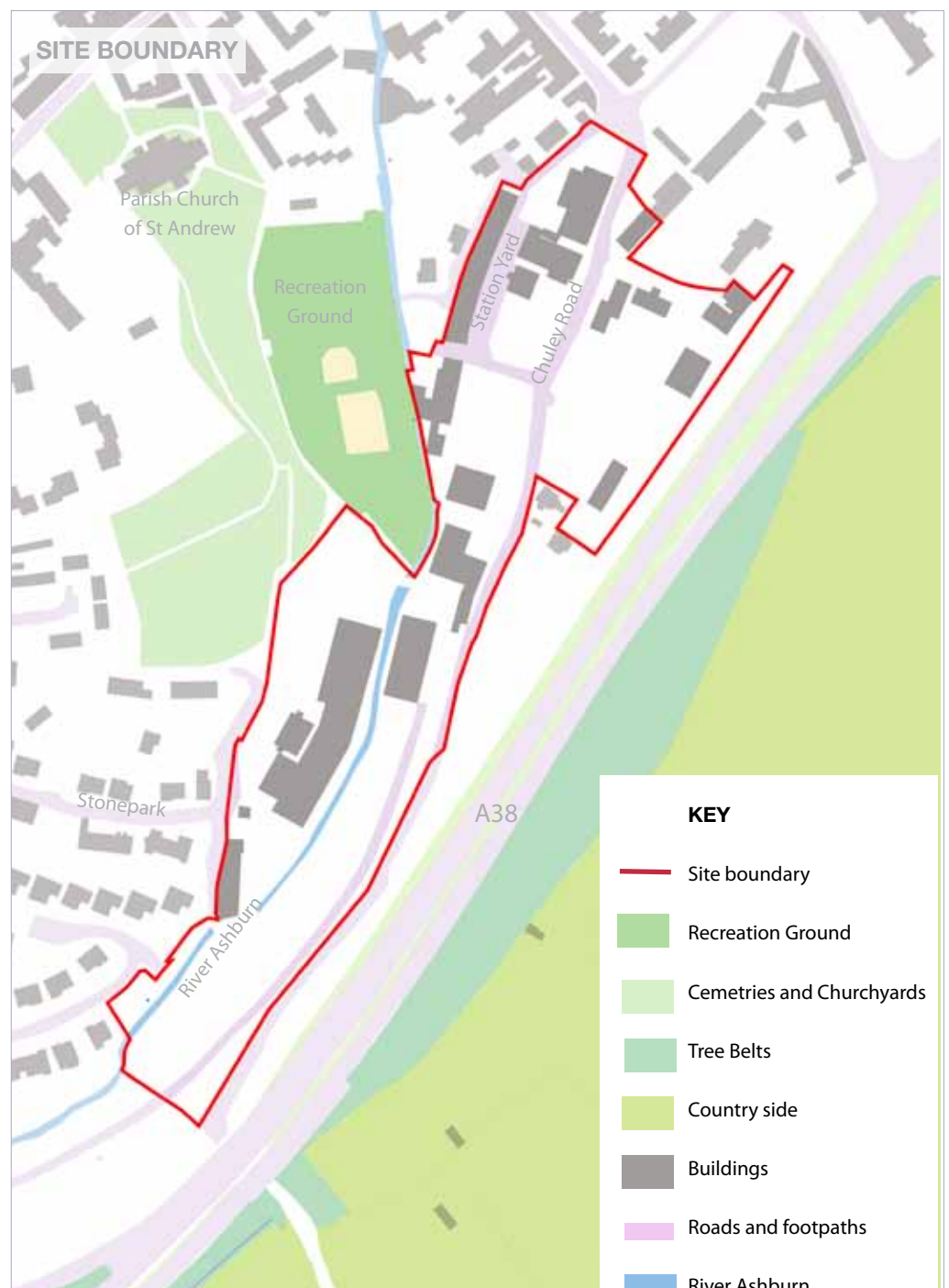


FIGURE 4.1 - The location and context of the Chuley Road masterplan site

where the light industrial uses are interspersed by offices, residential, a community building and caravan sales site to the east.

The Chuley Road site is of historical significance to Ashburton, partially falling within the Ashburton Conservation Area and including the site of the former Ashburton railway complex. There are a number of buildings which are of significant heritage value distributed throughout the site these include the Station Building, the Engine Shed and the Grade II listed Goods Shed. These buildings are generally in good condition and provide a distinctive character across the site.

Situated within the fringe of Dartmoor National Park, the Chuley Road site also benefits from

a high quality natural environment. The River Ashburn runs from the north western boundary through to the south of the site, creating a corridor of significant ecological and aesthetic value. The southern and eastern edges of the site contain large mature trees and scrub land, which provide landscape and amenity value and habitats.

Beyond the boundaries of the Chuley Road site to the west lies the recreation ground and St. Andrews Churchyard which provide important open green space connecting directly to the site.

The wider landscape of Ashburton consists of undulating rural hinterland frequently dissected by narrow valleys, creating compelling views across the site.

LAND OWNERSHIPS

Land ownership across the Chuley Road site is complex, with almost 30 different landowners in total; this presents a constraint in assembling sites for development. However, a number of key landowners have expressed a desire to explore the redevelopment potential of their sites and this has now created the opportunity for a comprehensive redevelopment of the area.

The pattern of land ownerships is formed of six main land ownerships labelled A to F for reference on the land ownership diagram on the opposite page.

A - Station Garage

B - Chuley Road Garage

C - Outdoor Experience

D - Middle commercial section (containing a number of different light industrial plots and ownerships)

E - Tucker & Sons

F - Auction Rooms

Recognising the potential issues presented by multiple land ownerships, it is important that the masterplan considers the sequence for redeveloping the site making sure it is sufficiently flexible to be able to respond to the needs of existing landowners and businesses. This would include, for example, ensuring that the proposals can be divided up so that sites can be developed at different times, existing businesses can remain in-situ if they wish, whilst still delivering the site-wide and community benefits.

A number of the landowners have expressed an interest in redeveloping their sites. Based on previous consultation, we understand that the businesses located within sites A, B and C do not require relocation; however, any redevelopment of site E is dependent on the satisfactory relocation of the existing business to a new site within the local area. We also understand that some businesses within site D may wish to stay and therefore

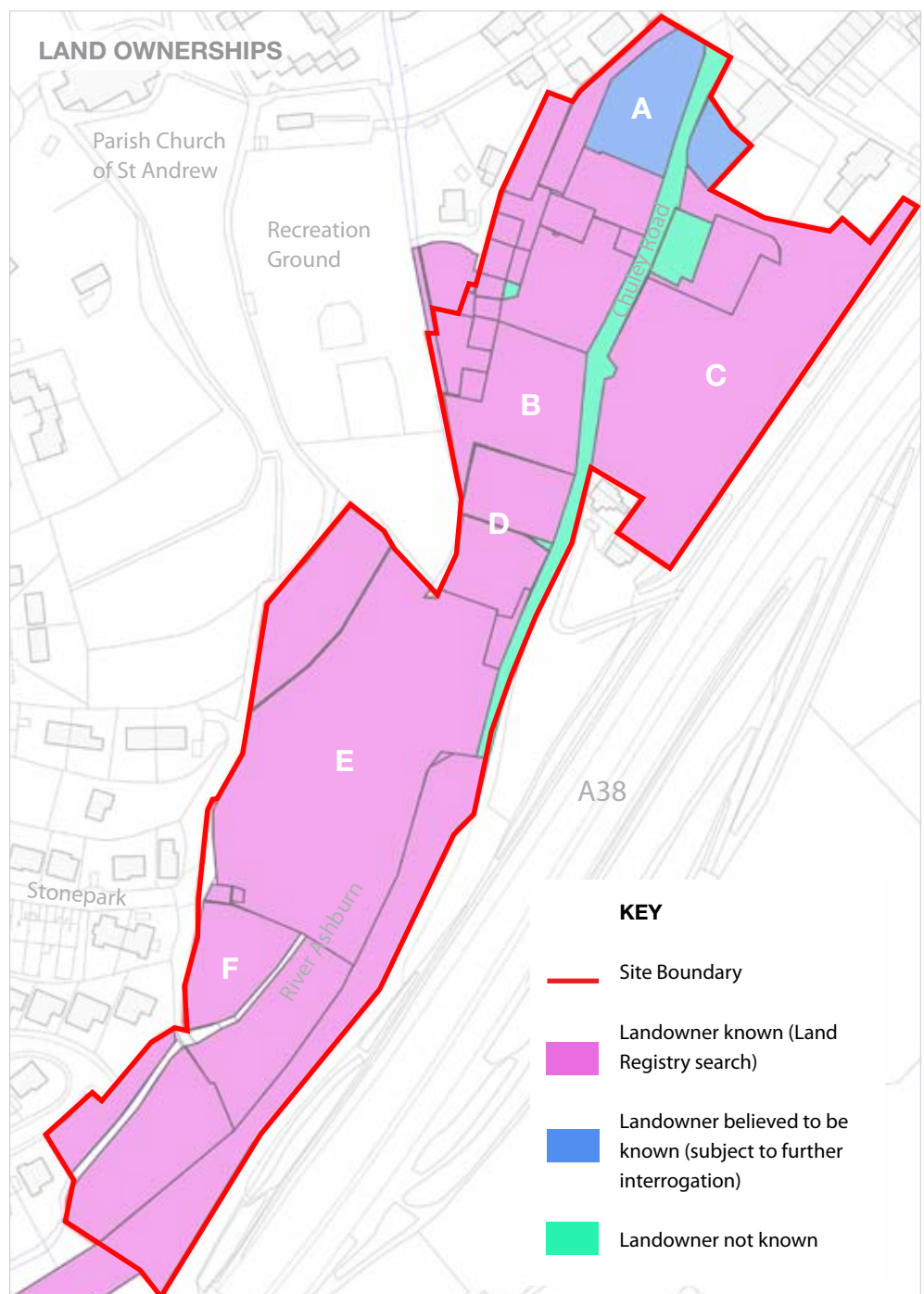


FIGURE 4.2 - The Chuley Road site is in a number of different ownerships which will present a challenge for future development

this must be allowed for in the masterplan and their ability to continue operating not compromised by new residential development.

In order to achieve a sequence of development the masterplan will need to be divided into development zones or 'parcels'. To deliver the desired community gains and site wide infrastructure, it is likely that a number of those parcels will contain several different ownerships. This will present challenges in future, requiring landowners to come together to bring forward schemes that meet the needs of the community.

CONSULTATION

In order to understand the site and ascertain the communities needs and aspirations

the masterplan process has involved a comprehensive programme of public consultation. Consultation and engagement on the Draft Chuley Road Masterplan was undertaken between June 2013 and October 2014. This process sought to capture the issues and opportunities facing the site and the aspirations of the local community and landowners through a variety of different engagement methods and forms of communication and media.

- **Chuley Road Facebook page,** email circulation, press releases and community newsletters (ongoing) – sought to raise awareness amongst the local community and interested

parties about the preparation of the draft Masterplan, keep them informed of progress, and collect people's aspirations and feedback on proposals.

- **Stakeholder Surgery** (6th June 2013) – held one-to-one meetings with 44 people from the local community, including landowners and businesses to collect valuable site information, and understand the community's and landowner's aspirations for redevelopment of the site.
- **People's Panel** (24th July 2013) – hosted a workshop with approximately 50 people from the local community to present and develop ideas for the Vision, Objectives and spatial options for the Masterplan.
- **Draft Masterplan Launch** (29th January 2014) – presented the draft Masterplan to approximately 45 people from the local community, guiding people through the Masterplan document and providing an opportunity for people to ask specific questions and listen to community feedback. The event launched a five week period of public consultation.
- **Formal Public Consultation** (29th January 2014 - 5th March 2014) – invited the community to read the draft masterplan and provide their feedback on the draft proposals. The formal public consultation received a reasonable response rate with 55 written responses and over 195 separate topics raised. The Consultation Report (available at www.dartmoor.gov.uk/ashburtonmasterplan) summarised the responses to the draft Masterplan and acknowledged that further work needed to be carried out in order to deliver a Masterplan which successfully addresses the site constraints and meets the local community's aspirations. In response the revised draft Masterplan was developed involving the following consultation events:
- **Meeting with stakeholders** (Business owners, Environment Agency, South Dartmoor Academy (June/July 2014) – a number of meetings were held in order to discuss outcomes of the consultation, and the way forward with the Masterplan process
- **Ashburton Town Council** (29 July 2014) – a short meeting was held with the Town Council discuss the outcomes of the consultation, the way forward

with the Masterplan process and the priorities and opportunities identified by Town Councillors.

- **Steering Group** (12th September 2014) – the Steering Group was advised of the consultation responses, and the issues and options emerging. A number of potential options were considered and a preferred option was identified by the Group.
- **Stakeholders** (businesses and landowners) Meeting (6th October 2014) – held a session to discuss an emerging draft preferred option with those directly involved in the redevelopment. There was a focus upon viability and deliverability of the scheme.
- **Neighbourhood Plan Group Workshop** (16th October 2014) - held a session to discuss an emerging draft preferred option, with the aim of focussing on the scope of the redevelopment and the role it can play in addressing wider issues in the town.

The consultation process highlighted significant priorities for the local community. The following sub-headings reflect the key issues and priorities highlighted through the consultation period and supporting research and analysis.

HOUSING

The residential property market in Ashburton is buoyant and GL Hearn identified that residential uses will play an important role within the masterplan. There is an identified need to provide affordable housing in Ashburton to meet the needs of the local community; policy ASH2 of the DMD recognises the role this site could play in meeting that need.

In Ashburton, a total need of 33 units comprising a mix of rented and intermediate units was identified through a housing needs assessment. Two sites were identified in Ashburton in the DMD to meet this need. The masterplan has explored options to deliver affordable housing, and whilst it represents a viable mechanism to provide for the housing needs of the local community, this must be balanced against other demands of the site, such as car parking and flood mitigation.

Outside of affordable housing need, there is strong demand in Ashburton for open market houses and apartments. Demand is coming from two distinct sectors with around 60% coming from local households but 40% of

transactions from people wishing to relocate or retire to Ashburton from outside the county.

Despite high levels of demand however, currently there is a limited supply. There has only been a limited amount of housing developments in recent years in the town, which reflects the limited capacity for growth of this National Park town.

COMMUNITY

Ashburton has a strong community and a wealth of services and facilities to support the needs of its residents, including the shops, Post Office, churches, halls and Recreation Ground. There are a range of facilities which lie within a five minute walk of the site that could meet the needs of future residents or occupants of the Chuley Road site. The site is also located in close proximity to existing dwellings, and therefore the masterplan presents a good opportunity to provide the existing community with increased service provision and amenity space.

Within the town there is a shortfall in formal or informal public outdoor meeting space. When the numerous fairs 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.

The site is also located adjacent to the Ashburton recreation ground which provides a large area of green open space and opportunities for recreation activities, including children's play space. The recreation ground also includes a new skate park, which was completed in 2014.

Ashburton is served by three schools - academy run South Dartmoor Community College and Ashburton Primary, and privately run Sands School. As Sands school is privately run future development is not required to contribute to increasing its capacity. However, future residential developments at Chuley Road may be required to contribute to the creation of extra capacity at South Dartmoor Community College and Ashburton Primary school.

Devon County Council has indicated that South Dartmoor Community College has an adequate capacity to accommodate the amount of development likely to be delivered by the Chuley Road Masterplan, with a projected capacity of 409 school places for the academic year 2015/16.

Ashburton Primary has a projected capacity of only 14 places for the academic year 2015/16; therefore future development of Chuley Road will be required to contribute to the creation of new primary school places through Section 106 contributions. The calculations for contributions have been discussed with Devon County Council and have fed into the viability appraisal for the masterplan.

BUSINESSES

Ashburton's economy is currently performing well, with a successful convenience and comparison goods offer, specialising in food and antiques. However, there is a delicate balance between all the different functions of the town as a place to live, work, shop, learn, visit and enjoy, with each activity complementing rather than competing. It is vital that the masterplan encourages development which maintains and supports this delicate balance.

RETAIL

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 6,866 sqm of floorspace.

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 two national high-street retailers, the Co-op and Spar, although, the town 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.

The desirability of the town from independent traders is illustrated by the lack of available units, which 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.

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 a range of independent food stores and delicatessens. There are larger stores in Newton Abbot; however none of the major food store operators are represented in Ashburton.

Given the limited current provision of national high street retailers and major food store operators it is likely that they would have demand for a food store within the Chuley Road Masterplan site. However, while the Chuley Road area is of sufficient size to be capable of providing a food store, this is not considered appropriate on this site due to the likely impact it would have on the operation of existing businesses in the town centre and the amount of traffic this would generate.

There is however the potential for a small convenience store (circa 400 - 500 sqm, suitable for everyday shopping as opposed to large weekly shops) to be accommodated within the Chuley Road site as part of a mixed use development, which could provide for the existing need within the town centre and complement existing town centre businesses. While there is some opposition to a convenience store of any kind, a large proportion of the community has expressed a desire for such a service given the restricted provision in the town currently and the fact that many residents have to rely on shopping in other towns or online deliveries. A small convenience store could be accommodated with limited parking provision, which would ensure that traffic generation does not have a negative impact on the local highways network.

COMMERCIAL LEISURE

Ashburton's small resident population, combined with its proximity to larger centres, renders it an unsuitable location for a number of the key commercial leisure sectors. That said, 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. The town is also home to the Ashburton Cookery School, which is recognised as one of the UK's top private culinary schools.

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 clearly important elements in making the town unique. Therefore we believe there is considerable demand for the commercial

leisure sector and there is an opportunity to provide cafes or restaurants within the Chuley Road Masterplan.

EMPLOYMENT

For its size Ashburton has a very diverse economy, driven by its location on the edge of the Dartmoor National Park and also its accessibility to the regional road network.

There are four industrial estates in Ashburton, namely Chuley Road, Linhay and A38 Garage Business Parks, and Dolbeare Business Park. In addition to the quarry, which provides limestone and building products, the public sector and various health and educational facilities are all significant employers in the town.

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 clearly an important use and there is already a hub of office activity within the Chuley Road Masterplan area.

CHULEY ROAD MASTERPLAN SITE

Chuley Road is the historic employment area in the town and has a range of businesses comprising some higher knowledge office uses, some food retail, businesses aimed at the tourism industry, and light industrial industries accommodating a variety of trades. Although the buildings vary in quality the area appears to have limited vacancies. The businesses across the site have a variety of aspirations for the development of Chuley Road, with some of the larger landowners looking to retire or relocate their businesses and other businesses who wish to remain in Chuley Road. Therefore the masterplan needs to be flexible to support the retention of businesses and also support those who wish to relocate or cease to operate.

HERITAGE

The site benefits from a distinctive character formed by high quality heritage assets, derived primarily from the site's strong rail history. The Buckfastleigh, Totnes and South Devon Railway was formally closed in 1971, leaving behind buildings of significant quality, including the station building, Station Yard, the Grade II Listed Old Goods Shed, the Engine House and the Stonepark Auction Rooms.

The buildings are of a high quality and distinctive style characterised by limestone rubble and red brick facades, with slate roofs and large brickwork arches. The distinctive character of the buildings provides visual interest and creates coherence across the existing buildings within the masterplan area. These buildings are an important part of the site and town's heritage and the buildings and their settings should be conserved and enhanced where possible.

The disused track bed has been naturalised and its alignment forms the Bulliver's Way Public footpath, which provides direct links between the Dartmoor National Park boundary and Ashburton town centre, and is popular amongst hikers and dog walkers.

The northern part of the site is within the Ashburton Conservation Area and a key issue will be to ensure that the masterplan proposals conserve or enhance the character and significance of the area. Key features within the Conservation Area for the masterplan to consider include the former station building, associated railings, and the Grade II Listed Goods Shed.

The heritage assets within the Chuley Road site provide visual interest and create a distinctive character, which is important in communicating the history of Ashburton. Heritage assets therefore play an important role in developing a successful masterplan, with its own distinct vision which is also connected to the history and character of Ashburton.

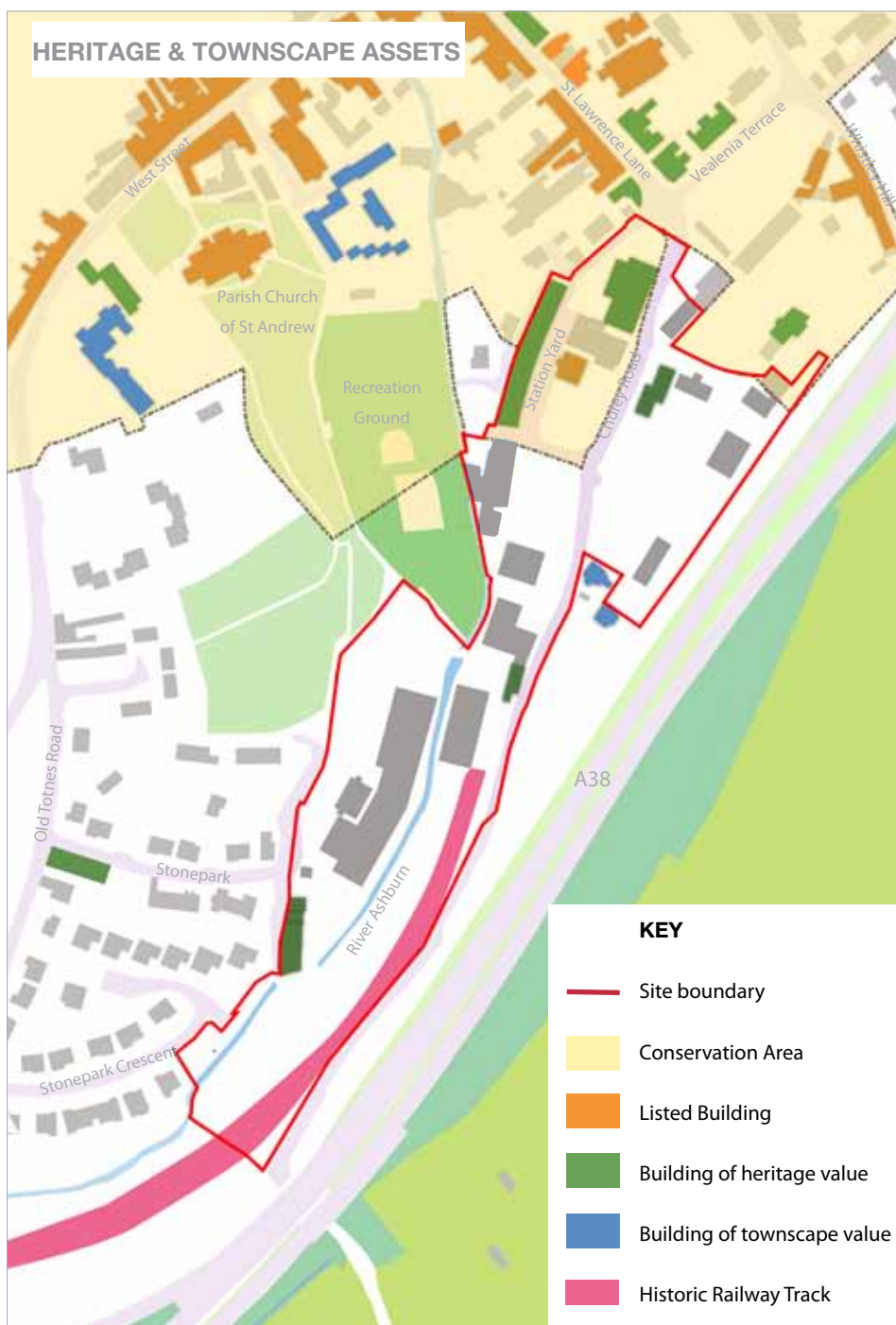


FIGURE 4.3 - A number of heritage assets are located within Chuley Road, which need to be successfully incorporated into the masterplan



PARKING PROVISION

During our discussions, the community clearly raised parking availability across the town as an issue for Ashburton. Planning policy requires further public parking to be provided within the Chuley Road site to provide for the town centre, and the masterplan brief identified an objective to achieve a net gain in public car parking on the Chuley Road site.

The parking study conducted by Urban Flow identifies public parking within the site along Chuley Road, with an estimated 30 (mostly unmarked) on-street spaces. A reasonably long section of the northern end of Chuley Road is restricted with double yellow lines, thereby preventing daytime vehicle parking. Along the street alone, there is an opportunity for the masterplan to improve parking availability in Ashburton by providing additional publicly available parking spaces over and above the existing 30 spaces provided.

In addition to the 30 public parking spaces there are areas currently used by businesses for private parking within the Chuley Road site. Such provision is informal and undesignated, with an estimate of 190 spaces across the site in total. These areas are predominantly used by existing businesses within the Chuley Road site, as well as by visitors to those businesses. Given the issues with wider parking availability in Ashburton, and the importance of supporting existing businesses, the masterplan parking strategy must consider what will happen to any displaced parking as a result of the proposals and provide a reasonable proportion of alternative parking options.

Beyond the masterplan site there is public parking available within the wider town centre. The Urban Flow study identifies that there are:

- 180 spaces within Kingsbridge Lane car park providing a mix of long and short stay car parking.
- Around 83 formal spaces on streets within the town centre (16 on North Street, 56 on West/East Street and 11 in St Lawrence Lane). These spaces are set out within the

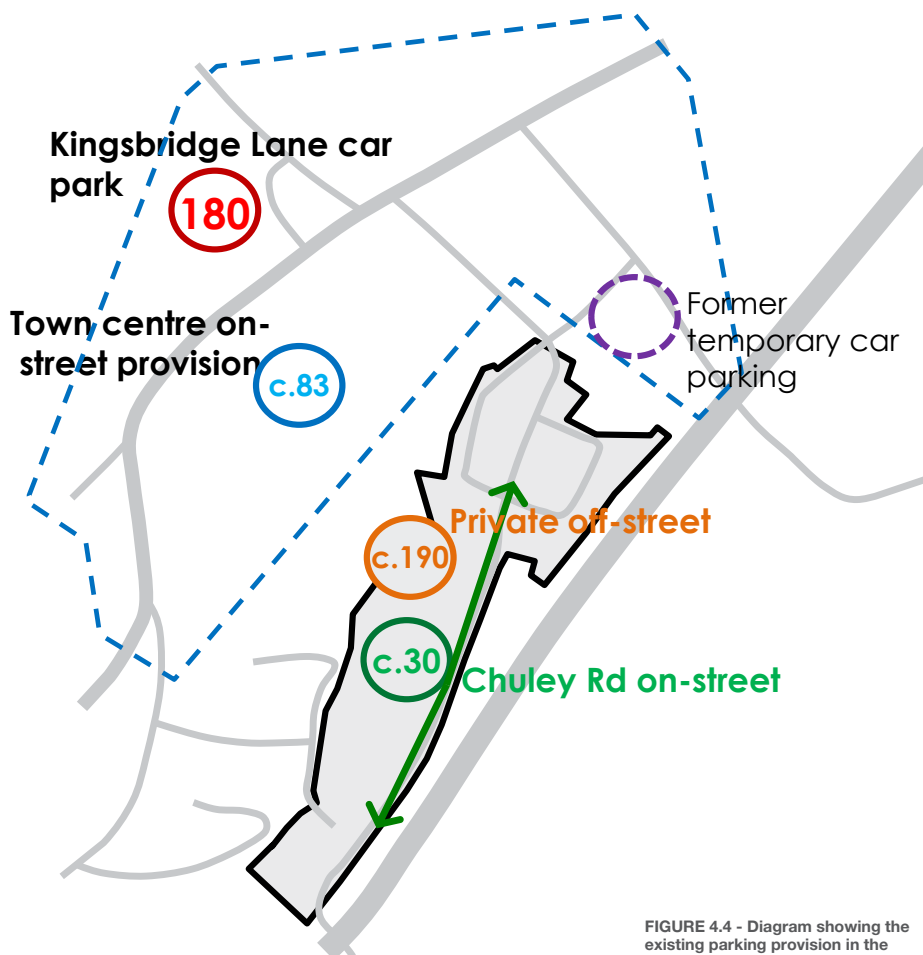


FIGURE 4.4 - Diagram showing the existing parking provision in the town centre and Chuley Road

Restricted Parking Zone which identifies where vehicles can park but without any time limitations.

- A further 20 formal public spaces are available on the Cattle Market site; these are identified for public permit holders in order to reduce long stay use of the Kingsbridge Lane Car Park.

As mentioned above, there are issues currently with parking availability in the town centre and there is an opportunity for a net gain in public parking provision and availability across the town as a whole as a result of the masterplan. However, in order to achieve this it is important that the parking space provision within the Chuley Road site complements the provision in the wider town centre in terms of the intended usage and stay durations to ensure it is effectively and well used.

It is important to note that with every additional parking space created, there is a related new two way vehicle movement using the access roads. The number of additional two way movements created as a result of any additional parking provision must be kept to appropriate and manageable levels to avoid additional traffic congestion.

Given the above, in order to establish the appropriate level of net gain within the Chuley Road site, how to deal with any displacement and measures to manage the existing availability of parking spaces within the town, Urban Flow conducted further investigations into parking usage levels and patterns and traffic movements across the town centre.

An added issue is to understand and ensure that future development within the Chuley Road site does not further impact on the onsite publicly available parking provision. A key issue for the masterplan has therefore been to ensure that there is sufficient developable land available for adequate parking provision to meet the needs of the existing and new uses proposed within the Chuley Road site.

The masterplan must include a strategy to ensure that the new land uses and amounts of development will not negatively impact on parking availability in Ashburton.

It should also provide a strategy to accommodate existing businesses' car parking needs, which was raised as a high priority consideration through consultation.

TRANSPORT ACCESS

Both the key feeder roads to the Chuley Road Masterplan site, St. Lawrence Lane and Vealenia Terrace, are narrow and constrained and have associated low levels of vehicle carrying capacity. The carrying capacity is 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 is 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.

To ensure that the masterplan is based on a thorough understanding of the existing transport access issues, transport consultants Urban Flow have carried out a traffic survey for the existing access to the Chuley Road Masterplan site (further details of which are

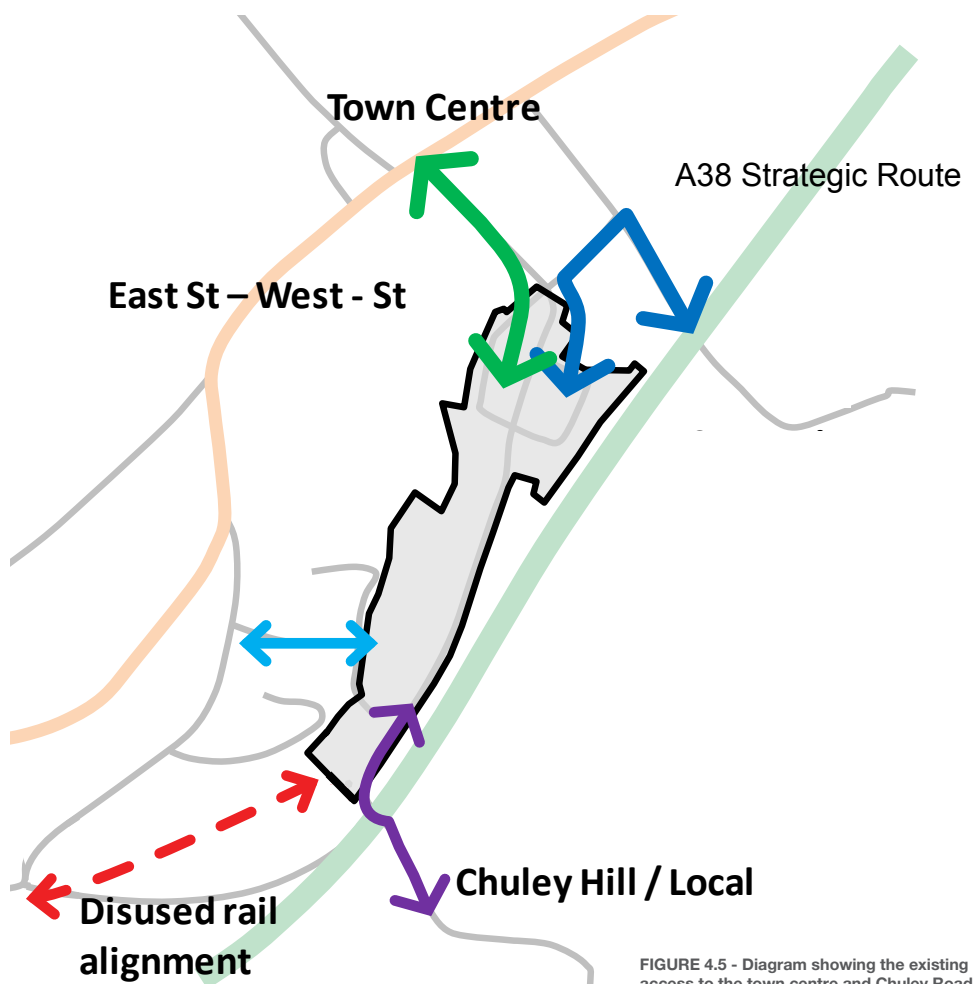


FIGURE 4.5 - Diagram showing the existing access to the town centre and Chuley Road

included in Appendix 4).

There is a dense network of public rights of way in and 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.

Due to the rural location of Ashburton, there is a reliance on the private car as the primary mode of transport, with very few trips made on foot or bicycle. The masterplan will seek to encourage more sustainable modes of transportation, by creating a better walking and cycling environment, and exploring opportunities to increase the provision of public transport. The masterplan also seeks to secure a sustainable mix of land uses, which reduces trip generation by linking homes, employment and services all in close proximity.



FIGURE 4.6 - Development at Chuley Road will be constrained by the presence of underground utilities

FLOOD RISK

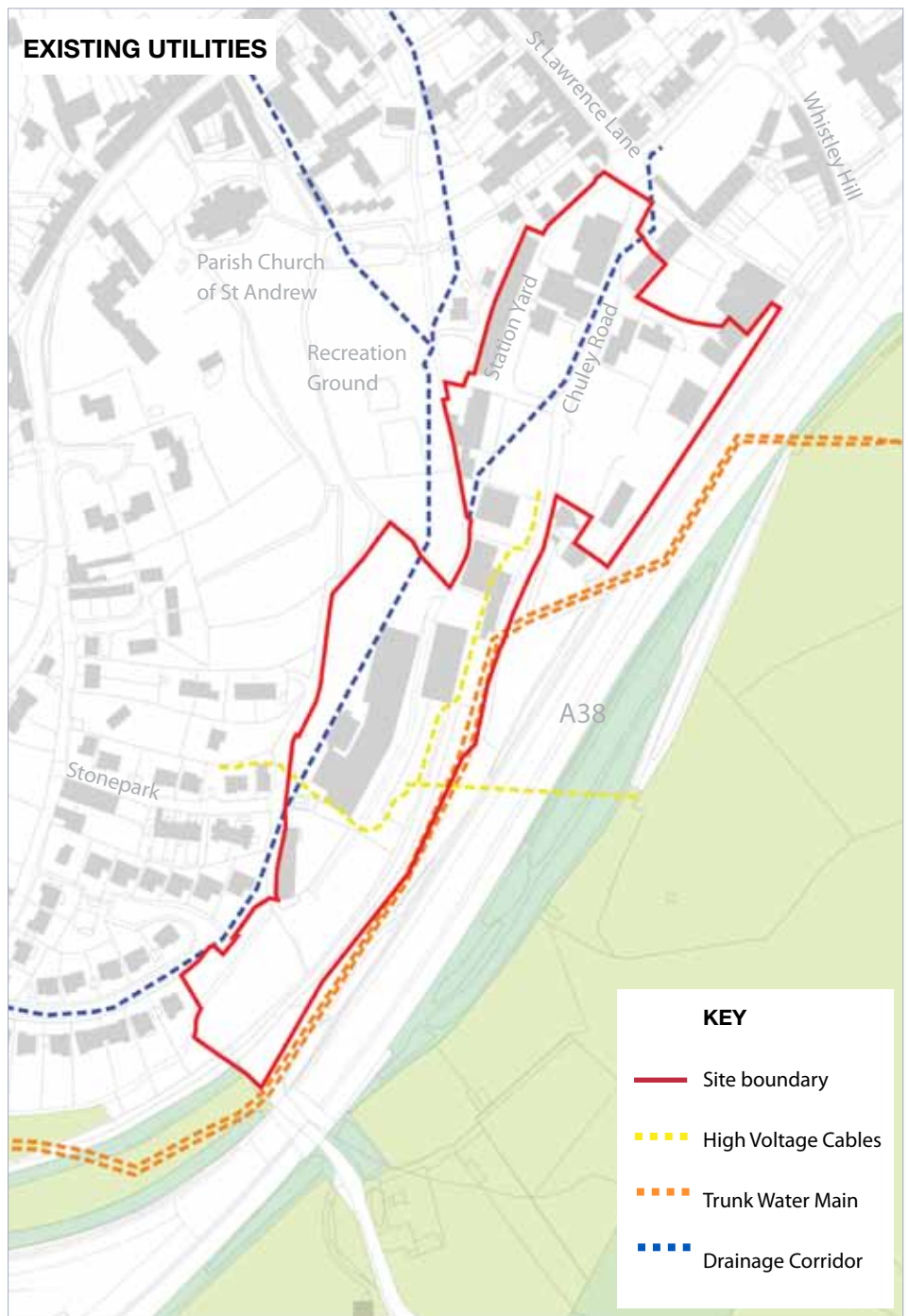
The extensive history of flooding in Ashburton highlights the high level of fluvial and surface water flood risk in the town. The majority of the Chuley Road Masterplan site lies in a Flood Risk Zone category 3 and the site has regularly experienced localised flooding problems.

Parsons Brinkerhoff, commissioned by Dartmoor National Park Authority, has produced a Level 2 Strategic Flood Risk Assessment (SFRA) of the Chuley Road Masterplan site, which has provided the masterplan with a detailed understanding of the flood risk across the site. Computer modelling of the site identified the mechanisms of flooding across the site and the range in velocity and depth of the flooding, enabling an assessment of the hazard from flooding.

The Flood Risk Assessment concluded that there are two principle causes of flood risk on the site and the surrounding area; firstly the Balland Stream culvert which runs underground in the northern portion of the site before flowing into the River Ashburn, has limited capacity and is prone to blockages.

The analysis has shown that the current Balland Stream Culvert is liable to flooding in events with a relatively high annual probability, a one in ten year event. Secondly, there is fluvial flood risk from the River Ashburn for areas alongside the river with greatest risk in areas upstream of structures in the water course. Within the Chuley Road masterplan site, the risk is greatest at the southern end of the site and just below the centre 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.

In addition to the SFRA, which modelled flood alleviation scenarios, the revised masterplan has been informed by the Edenvale Young Ashburton Summary Modelling Report, which models additional scenarios in response to consultation feedback (for further information on flooding please refer to Appendix 2).

BELOW GROUND SERVICES

There are a number of below ground services that will be constraints for development in future. These include in particular the Balland Stream culvert and other main foul and surface water sewers which form a significant corridor through the site.

There is also a significant trunk water main that crosses and substantially reduces the developable area of site 2 (Tuckers) and a high voltage cable, and potentially other services.

Relocating or diverting these services would add a significant cost to any development and is unlikely to be commercially attractive on balance. The masterplan has therefore assumed that these services are retained in situ, with resulting limitations on the amount of developable land.

In addition the masterplan has also been developed in consultation with South West Water, who have confirmed there is sufficient water supply capacity to comfortably accommodate approximately 70 residential dwellings.

LANDSCAPE & ECOLOGY

NATURAL ENVIRONMENT

Ashburton is a 'gateway' to Dartmoor National Park, characterised by its rural setting, situated amongst the wider landscape of undulating hills dissected by frequent narrow valleys. The surrounding rural character is evident in the significant environmental assets which are present across the site:

- There are a significant number of trees across the site ranging in condition and maturity. In order to understand the nature of the trees across and surrounding the site, Dartmoor National Park Authority commissioned a Tree Survey. The survey identifies areas of semi-mature mixed species trees running along the eastern boundary of the site. These trees form a natural buffer between the site and the A38, providing important landscape and amenity value, in addition to creating diverse habitats.
- The recreation ground and St. Andrew's Churchyard to the west of the site provide important open green space, directly adjacent to the site.
- The River Ashburn running through the centre of the site is channelised and culverted thus reducing its habitat value. The river also leads to flood risk across the site. Improvements such as the channel widening through Tuckers will also therefore provide opportunities for biodiversity enhancements.

The masterplan must seek to protect and enhance the special environmental qualities of the Chuley Road site, ensuring that they remain integral to the character of the site, are maintained for the enjoyment of the local community, and enrich ecological value.



KEY

— Site boundary	● Tree Preservation Order (TPO)
■ Scrub	■ Play Space
— River Ashburn	■ Churchyard
■ Amenity Green Space	■ Building
■ Farmland	— Roadway
— Woodland Trees	
— Hedgerows	
● Mature Trees	

FIGURE 4.7 - There are a number of natural features across the Chuley Road site which present both constraints and opportunities for future development

CREATE A PLACE THAT IS 'ASHBURTON'

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

- The majority of buildings are of three storeys, which significantly outweigh the numbers of one or two storey buildings. Other than the church and chapel 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 St Lawrence Lane and Woodland Road, 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' curbstones feature throughout the town providing a distinctiveness in the public realm as well as the built form.

The masterplan must ensure that the special qualities of Ashburton conserved and enhanced and that the character, form and style of new development fits within and adds to the quality of the existing townscape. There is an opportunity for the development on Chuley Road to adding to the quality of the architecture and character of Ashburton through well designed contemporary development.

THREE STOREY SCALE



MATERIALS & 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



A2

flood risk

LEVEL 2 STRATEGIC FLOOD RISK ASSESSMENT

Parsons Brinckerhoff was commissioned by Dartmoor National Park Authority to undertake a Level 2 Strategic Flood Risk Assessment (SFRA) for the Chuley Road area of Ashburton. The purpose of the report is to provide a detailed understanding of the flood risk to inform future planning decisions in Ashburton. The report builds upon the findings of the 2010 Dartmoor Level 1 Strategic Flood Risk Assessment and should be reviewed alongside this document.

In support of the Revised Draft Chuley Road Masterplan, DNPA commissioned Edenvale Young Associates (who were involved in the Parsons Brinckerhoff Report) to undertake analysis of additional scenarios, in order to test further flood mitigation options.

Existing assessment of flood risk

Existing Environment Agency indicative flood mapping showed the study area to be at high risk of fluvial flooding from the River Ashburn and the Balland Stream. Much of the Chuley Road site was shown to be in the high risk Flood Zone 3, with an annual probability of flooding of greater than 1%.

The indicative assessment was based on broad-scale mapping which did not consider the impact of existing flood defences or the complex overland flow paths in urban flood events. Importantly, a flood relief culvert was constructed on the River Ashburn in the 1980s to divert peak flows away from the centre of Ashburton and reduce flood

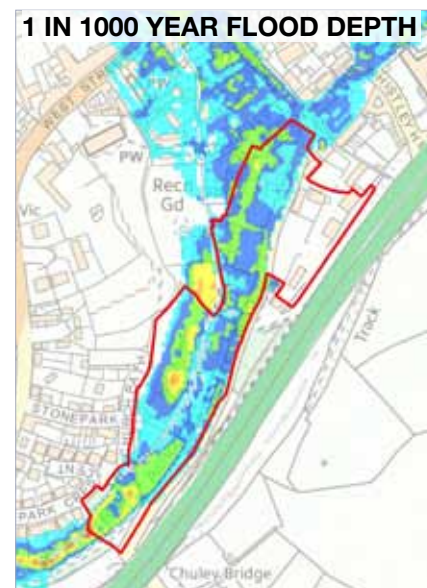
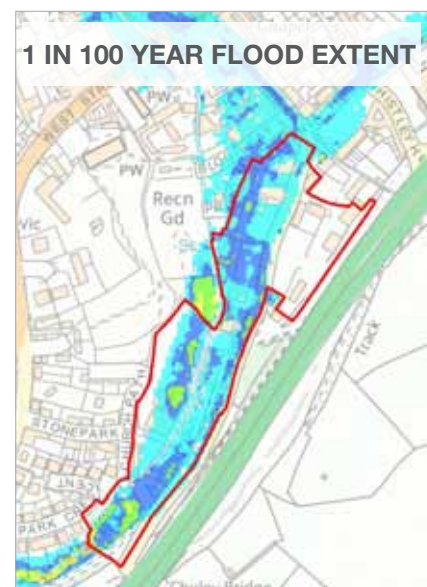


FIGURE 5.14 - Parsons Brinckerhoff have analysed the flood risk across Chuley Road for a range of scenarios

risk. The impact of this culvert and other defences was not considered in the indicative assessment.

The Dartmoor Level 1 Strategic Flood Risk Assessment highlighted that further detailed assessment was required in Ashburton to improve understanding of the flood risk in the town and to enable effective planning of new development.

Methodology

The assessment drew upon the findings of a review of records and reports of past flood events and consideration of the flood risk from other sources, such as surface water, groundwater and sewer flooding. The site was surveyed in detail. This information was then subject to technical modelling in order to provide a detailed understanding of the current flooding problems and the impact of different interventions or masterplan development options.

Results of assessment

The flood model showed a high risk of flooding from both the River Ashburn and the Balland Stream. The extent of flooding shown was similar to the existing indicative flood map, but showed reduced likelihood of flooding in parts of the site. The modelling also provided understanding of the mechanisms of flooding across the site and the range in flow and depth of the flooding, enabling an assessment of the hazard from flooding.

Summary of flood risk

The technical flood modelling and records of past flood events have revealed two principal causes of flood risk in the Chuley Road site and surrounding area:

The Balland Stream culvert has limited capacity and is prone to blockage. Analysis has shown that the current Balland Stream culvert is liable to flooding in events with a

relatively high annual probability (1 in 10 year event). Recent events have also highlighted that blockage in the Balland Stream culvert has the potential to greatly increase the likelihood and extent of flooding.

There is a fluvial flood risk from the River Ashburn for areas alongside the river, with greatest risk in areas upstream of structures in the watercourse. Within the Chuley Road site, the risk is greatest at the southern end of the site and at the north of Tuckers Yard. The flood relief culvert is shown to protect central Ashburton from flooding in events up to the 1 in 50 year event. The Chuley Road site is downstream of the outlet from the flood relief culvert and does not benefit from the flood relief culvert.

Review of surface water flood maps has shown a high degree of crossover between areas at risk from surface water flooding and those at risk of fluvial flooding. No significant risks were identified from groundwater flooding or sewer flooding.

Spatial Planning and Development Guidelines

The results of the SFRA have been used to inform spatial planning guidelines to inform the future development of the Chuley Road site. These guidelines follow the 'sequential' methodology, with development guided into areas at lowest flood risk.

The requirements of developers preparing Flood Risk Assessments are set out, with guidance provided on reducing flood risk and making development safe, including Sustainable Drainage Systems (SuDS) and flood mitigation measures.

Flood Risk Mitigation

A review has been undertaken of potential approaches to reduce the flood risk in the Chuley Road site and the surrounding area. These approaches would aim to reduce flood risk to existing properties in addition to protecting new development.

The review found that the solutions with the greatest potential benefit for improving flood protection to the Chuley Road site include reprofiling the River Ashburn to increase flood storage within the channel and works to modify ground levels to control the route of overland flow from the Balland Stream. A new flood relief channel or culvert to increase below ground capacity for the Balland Stream would also reduce flood risk significantly.

In order to deliver the scheme, further work will be needed as the masterplan moves

forward, to determine the most appropriate balance of cost and benefit. Importantly this may change over time, as land values alter in response to potential development opportunity.

Flood Alleviation Options

The technical modelling in the SFRA shows high fluvial flood risk through much of Ashburton, including throughout the Chuley Road site.

The SFRA identified that there may be potential for relatively small scale flood alleviation measures to reduce flood risk and increase the potential for redevelopment within the Chuley Road site. To this effect Parson's Brinckerhoff produced a report in support the original Draft Chuley Road Masterplan, which summarises the assessment of a range of these measures, using modifications to the baseline model to provide a quantitative assessment of flood alleviation scenarios. For a full account of the Parsons Brinckerhoff flood alleviation scenarios please refer to the Chuley Road Flood Alleviation Report December 2013, which forms part of the evidence base of the Revised Draft Chuley Road Masterplan.

Following feedback from the consultation on the original Draft Chuley Road Masterplan and subsequent changes to the masterplan Edenvale Young have carried out testing of additional scenarios, to provide a further detailed analysis of potential flood alleviation measures. The following scenarios consist of the individual flood alleviation measures and combined flood alleviation measures modelled by Edenvale Young.

Each scenario has been assessed for the 1 in 100 year return period event with flows increased by 20% to allow for the potential impact of climate change.

The individual flood alleviation measures tested were:

A. Baseline case, pre-construction - as SFRA assessment.

O. Masterplan implemented with no further mitigation.

M. Masterplan implemented with interceptor drains and new culvert discharging into the River Ashburn - The installation of an interceptor culvert shows significant benefit to the site with reduction in flood depths throughout. It is particularly beneficial to the northern portion of the site and in the area around Blogishay Lane outside of the

site boundary. There are some isolated cells which show an increase or decrease in flooding outside of the site area.

N. Masterplan implemented with 0.8m raised platform on Chuley Road and associated 1.2m flood wall - typically causes a reduction in flood depths in the site area, particularly downstream. There are also areas, particularly in the west of the site adjacent to Church Path, where flooding is removed. There is also a reduction in flood depths along Blogishay Lane and Vealenia Terrace.

As may be expected there are localised increased flood depths to the north of the flood wall, in addition to increased flooding in the recreation ground.

Q. Raised platform on Chuley Road and associated flood wall, with floodproofing of the UMBER Works by 'glasswalling' the building (i.e. raise by 10m) - Raising the UMBER Works causes very similar changes in flood extent as in Scenario N. The primary difference is that the footprint of the UMBER Works is now shown to be flood free which is expected given that the building has been 'glasswalled' within the model.

H. High flow storage area in the recreation ground - Scenario H shows reduced or removed flooding in much of the site compared to the pre construction case. There are isolated cells of increased or new flooding.

It should be noted that the difference is largely due to the implementation of the masterplan rather than due to the presence of the storage area and is not considered a worthwhile option.

U. Re-profiling of the river channel downstream of the recreation ground - Re-profiling the channel sections generally reduces flood levels and removes some areas of flooding. By re-profiling the sections, the overtopping is reduced or removed from this part of the channel. However, overtopping still occurs further upstream along the right bank close to the recreation ground. This water flows south and causes flooding adjacent to Church Path. Much like Scenario H, large areas of benefit shown in the difference plot are on the basis of implementing the masterplan rather than specifically from this option.

The following combinations of flood alleviation measures were then tested to determine the most effective scheme of

mitigation:

MU. Interceptor culvert and re-profiled sections - does not result in any large areas of disbenefit. The majority of the site experiences a decrease in flood levels. In comparison to Scenarios MNU and MNQU there are, however, fewer areas of flood removal, particularly along Chuley Road.

MNU / MNQU. Interceptor drains and culvert, raised platforms on Chuley Road and associated flood wall, re-profiling of the river channel downstream of the recreation ground and lifting the floor level of the Umber Works as part of a redevelopment - The impact of Scenarios MNQU and MNU are largely similar. Raising the Umber Works in Scenario MNQU results in some increased levels east of the Umber Works building, but the overall impact is broadly similar.

KEY FINDINGS

The additional Edenvale Young modelling suggests that whilst no engineering option removes a significant portion of the site from the modelled flood extent during the 1 in 100 year plus allowance for climate change event, it is shown that there is potential to reduce the flood extent and peak flood levels. It is also notable that simply by implementing the masterplan without any additional mitigation measures there is a general reduction in peak flood levels and flood extent within the site during the 1 in 100 year plus allowance for climate change event.

Review of the peak level difference plots suggests that either Scenario MU or MNU would provide the most benefit of those considered. However, in both cases there are areas of disbenefit outside of the site and these would need to be addressed with the environment agency to ensure they are within agreed tolerances. As previously highlighted, there is shown to be greater disbenefit at lower return period events and particularly in the 1 in 50 year event.

Whilst outside the scope of this study, it is recommended that upstream improvements to the Balland Culvert and its catchment area are explored as they would likely have a significant positive impact.

GUIDELINES FOR DEVELOPMENT

Following assessment of the range of potential development scale flood alleviations, it is recommended opportunities for development across the site should be

subject to the following considerations:

- NPPF (2012) Paragraph 103 - *“When determining planning applications, local planning authorities should ensure flood risk is not increased elsewhere and only consider development appropriate in areas at risk of flooding where, informed by a site-specific flood risk assessment following the Sequential Test, and if required the Exception Test, it can be demonstrated that:*

- *within the site, the most vulnerable development is located in areas of lowest flood risk unless there are overriding reasons to prefer a different location; and*

- *development is appropriately flood resilient and resistant, including safe access and escape routes where required, and that any residual risk can be safely managed, including by emergency planning; and it gives priority to the use of sustainable drainage systems.”*

- All applications must be supported by a Flood Risk Assessment (FRA).
- An approach of collective contributions to flood mitigation will be required in order to achieve site-wide improvements
- Specific restrictions on new uses within zones across the site, including

- A. Areas restricted to non-residential development only; although the Environment Agency has indicated that residential development may be permitted at upper floors provided appropriately designed emergency evacuation routes are provided into areas where there is no flood risk.
- B. Areas where development is unlikely; however, the Environment Agency has indicated that parking may be permitted in these areas provided there is appropriate local flood defence design.
- C. Areas where development (including car parking) will not be permitted.

The modelled extents presented in the Edenvale Young studies show that some flooding occurs to the site at the 1 in 10 year return period event. NPPF does not recommend that non-water-compatible development takes place in areas where this level of flood risk is present. In this study, no

1 in 20 year return period event has been run and therefore the 1 in 25 year event is taken as being representative of Flood Zone 3b, the functional floodplain. It is recommended that the modelled extents for the 1 in 25 year event are taken into consideration to inform the final masterplan layout.

It should be noted that this guidance is based on Parsons Brinckerhoff and Edenvale Young's interpretation of the results, an ongoing strategy will be subject to the advice of the Environment Agency.

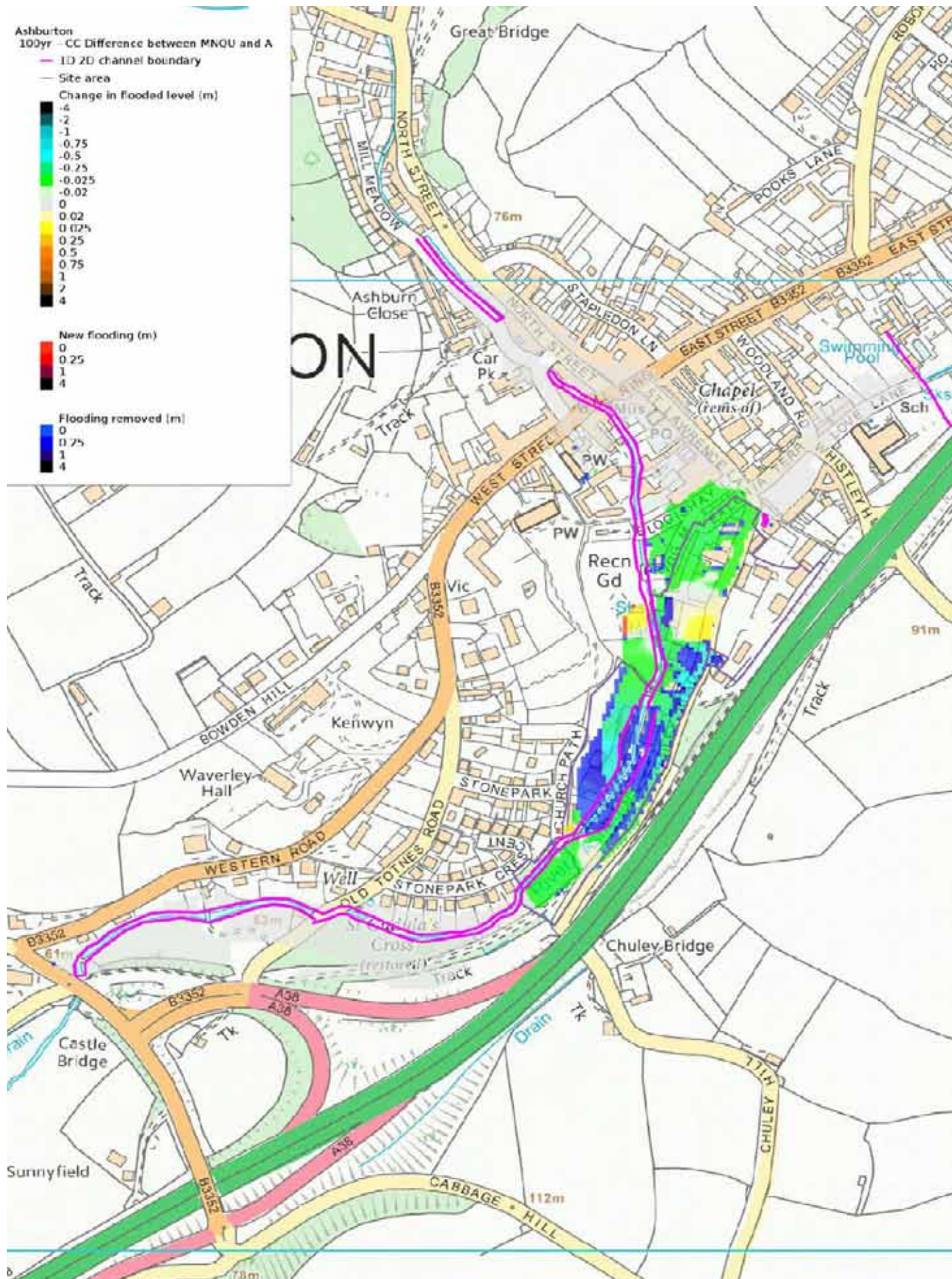


FIGURE 5.15 - Scenario MNQU difference plot 1 in 100 year event plus climate change

Extract from Eden Vale Young scenario modelling study
Please note this study is in draft form and subject to further discussions with DNPA
and the Environment Agency

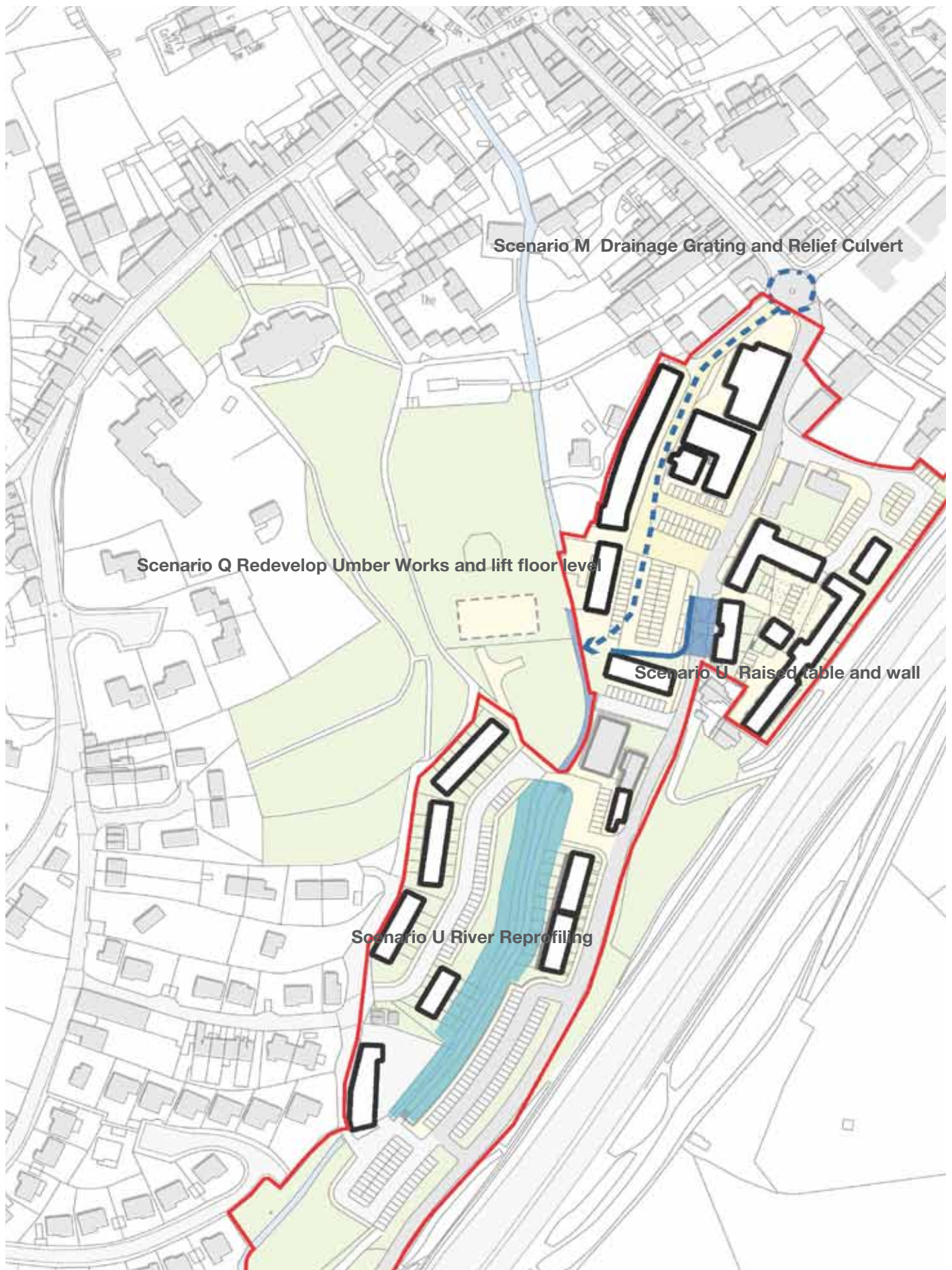


FIGURE 5.16 - Location plan for mitigation scenario MNU

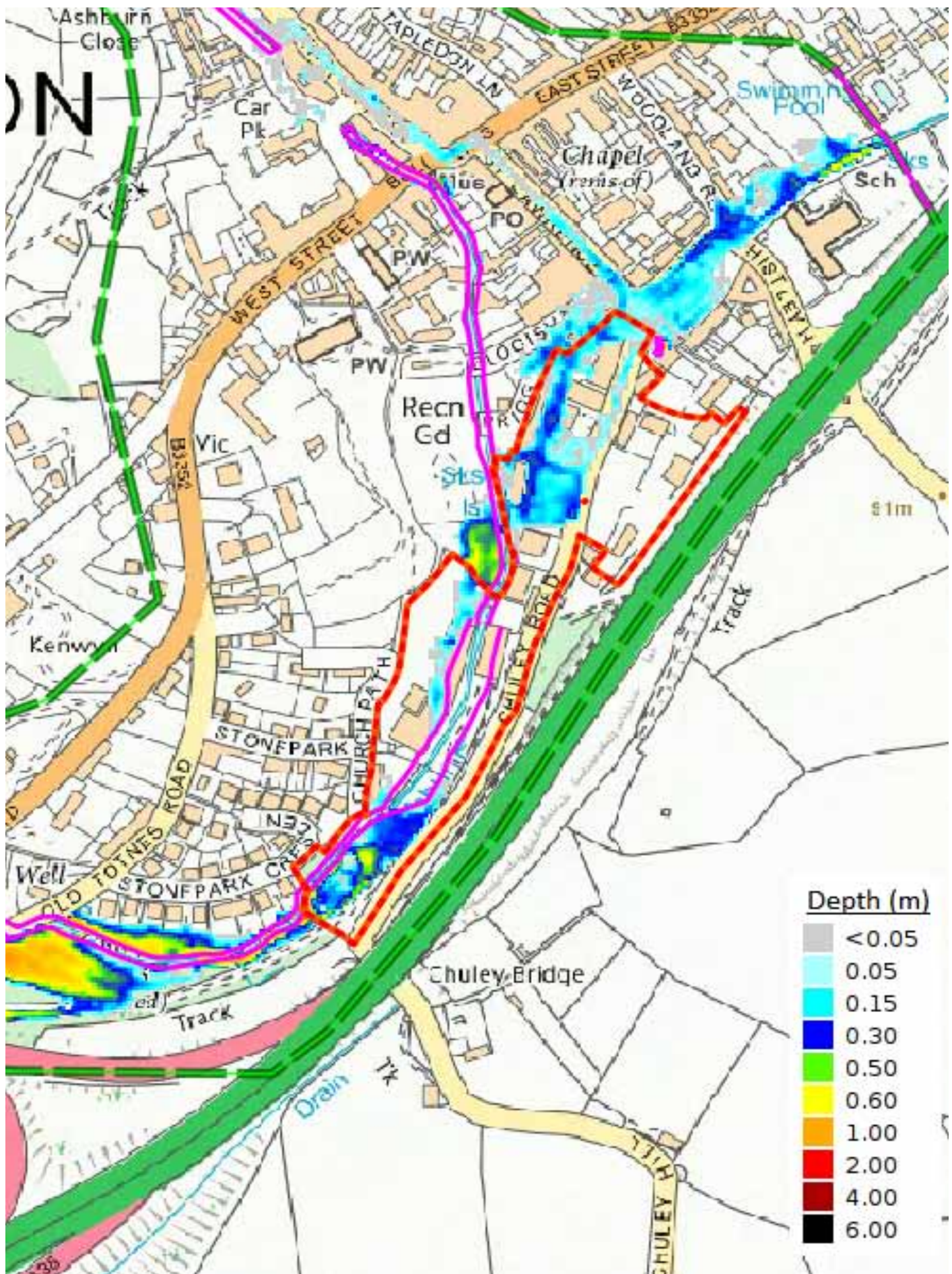


FIGURE 5.17 - Scenario MNQU 1 in 25 year event

Extract from Eden Vale Young scenario modelling study
Please note this study is in draft form and subject to further discussions
with DNPA and the Environment Agency

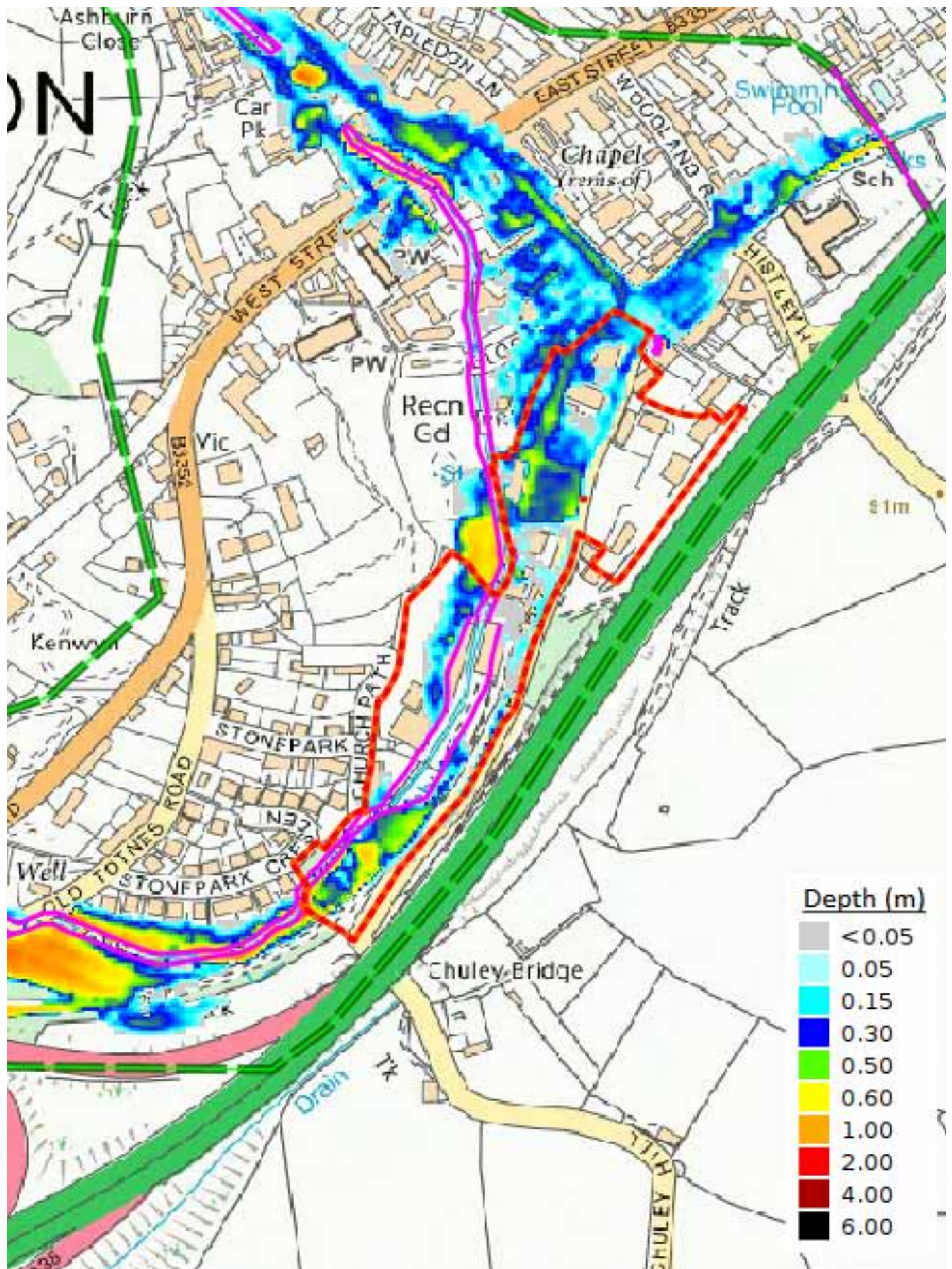


FIGURE 5.18 - Scenario MNQU 1 in 100 year event plus climate change

Extract from Eden Vale Young scenario modelling study
Please note this study is in draft form and subject to further discussions
with DNPA and the Environment Agency

A3

southern access
road

The table below summarises the main positive and negative factors in providing a new A38 – town centre link road along the improved Chuley Road. Any new road would need to be funded through Section 106 – this legal agreement enables a planning authority to ensure that a proposal is consistent with policy, and is the mechanism used for bringing forward contributions which are required in order to make a development acceptable, where it otherwise would not be. Section 106 is the only current route for funding infrastructure such as this, Dartmoor National Park is not covered by a Community Infrastructure Levy, nor would the scheme attract public funding, given the minimal change in traffic levels prescribed by the Masterplan.

On this basis a road would only be funded by development value. As is clear throughout the Masterplan there are already a range of other draws on development value such as flood mitigation works, highway works, public car parking, and affordable housing. The Masterplan sets out an approach which prioritises public car parking over affordable housing contributions, given the strength of view from the community its importance. Were a new road justified, this would have to be balanced again with the other contributions and other aspects, for example public car parking, would have to be sacrificed in order to deliver a road.

There are important test for Section 106 contributions. They are that these contributions must be necessary to make the development acceptable in planning terms, directly related to the development, and fairly and reasonably related in scale and kind to the development. On the basis of the proposal in the Masterplan, a road link from the south would fail this test, as it is not necessary given it is intended the redevelopment will not lead to a net increase in traffic serving the site. DNPA would therefore not be able to require contributions towards a new road.

POSITIVE FACTORS	NEGATIVE FACTORS	COMMENT
DELIVERABILITY		
ROAD CONSTRUCTION Use of the disused former railway alignment appears feasible in principle.	ROAD COST The order of cost for such a road would be a minimum of £1.25m. ROAD CONSTRUCTION Considerable further technical investigations and works would be required to ensure a wider 2 lane carriageway would be suitably supported. A38 JUNCTION Detailed technical investigations and works would be required to provide a substantial new junction with Old Totnes Road / A38 access roads ENVIRONMENTAL Road provision in this area would negatively impact on this green recreational area. FLOODING Road construction would require construction within the flood plain. ACCESS Loss of quiet public footpath in favour of road side pavement. HERITAGE Complete loss of the trackbed, embankment and cutting	ROAD COST The anticipated minimum road construction cost lies considerably beyond the expected masterplan development affordability. ROAD CONSTRUCTION There are a number of significant deliverability factors negatively affecting road link feasibility.
GENERAL TRAFFIC		
SITE ACCESS CONVENIENCE The road would provide convenient access to Chuley Road and Ashburton town centre principally for longer distance traffic arriving/departing via the A38. LINK OFFERS TWO PRINCIPAL POINTS OF SITE ACCESS ON EXTERNAL ROAD NETWORK Generally preferred in principle – although Chuley Road already offers (less convenient) secondary A38 access via Chuley Hill. Discussions held with the Highways Agency have indicated that there is currently no intention to close the Whistley Hill junction. IMPROVE SAFETY AROUND ASHBURTON PRIMARY the road would replace Whistley Hill as the primary access to the A38, helping to improve pedestrian safety around the school.	RAT-RUNNING In providing a higher convenience alternative link / route between the town centre and the A38, Chuley Road is likely to become a rat-run for A38 access traffic. WOODLAND ROAD, VEALANIA TERRACE, ST LAWRENCE LANE CONGESTION Already subject to occasional congestion, the likelihood of additional rat-running traffic would worsen this situation.	NET TRAFFIC MOVEMENT IMPACT Current Chuley Road traffic movements are low at c. 100 vehicles per hour, less than 2 vehicles a minute. The additional traffic added by the preferred option masterplan proposal is estimated to add an extra 28 vehicles in the morning peak hour, and an additional 68 vehicles in the evening peak hour. In comparison to existing traffic levels, this would equate to an additional one vehicle every two minutes in the morning peak hour and an additional one additional vehicle every one minutes in the evening peak hour. Although additional traffic movements are generally unwelcome in the town centre owing to the highly constrained nature of town centre roads, this addition is considered very modest and entirely manageable, particularly in the context of other proposed improvements. TRAFFIC COMPOSITION The land uses proposed within the masterplan do not include for premises likely to attract a substantial proportion of longer distance A38 traffic, i.e. over and above that presently on site.

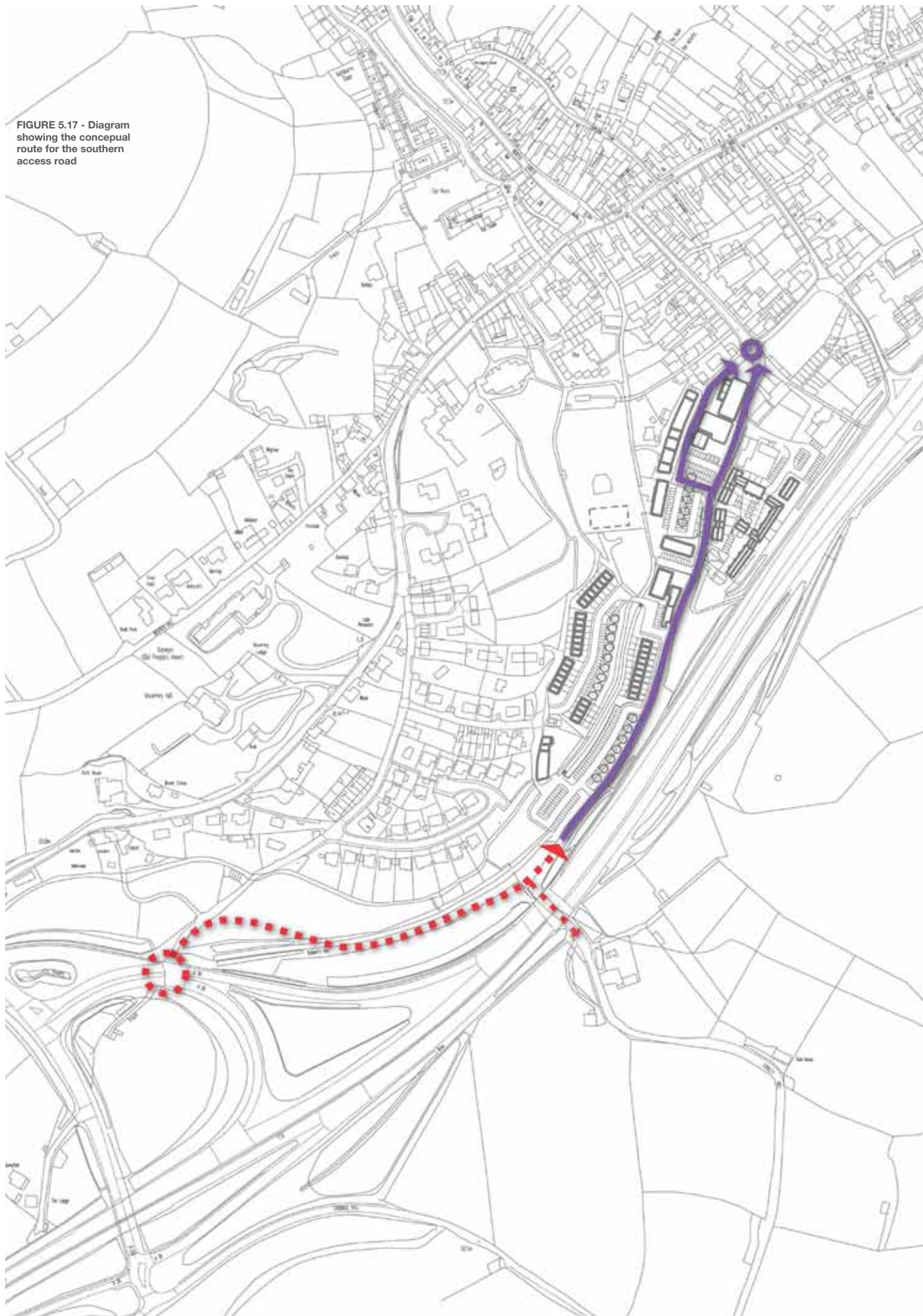
POSITIVE FACTORS	NEGATIVE FACTORS	COMMENT
HEAVY GOODS TRAFFIC		
<p>OFFERS DEDICATED SITE ACCESS ROUTE FOR HGV TRAFFIC TO THE SOUTH</p> <p>Offers HGV traffic the possibility of accessing Chuley Road and the town centre from the south. This would contribute to potential safety benefits, potentially reducing flow on the Whistley Hill junction. However, the as previously noted, the Highways Agency do not intend to close the Whistley Hill junction.</p>	<p>CHULEY ROAD AND TOWN CENTRE HGV TRAFFIC IMPACT</p> <p>A new Chuley Road access route via the south may provide an attractive additional through route to the town centre for A38 HGV access traffic via the narrow streets of Woodland Road, Veale- nia Terrace, and St Lawrence Lane and likely:</p> <ul style="list-style-type: none"> - Congestion - Amenity impacts - Possible generation of additional HGV movements. 	<p>NET HGV TRAFFIC MOVEMENT IMPACT</p> <p>Current HGV traffic movements are very low on the Chuley Road site with only one vehicle of greater than 3 axles recorded by survey every two hours based on a typical 10-hour day (8-6pm). No articulated HGVs were recorded.</p> <p>This accords with the narrow carriageways and tight urban form of Chuley Road and the town centre connecting 'loop' of Woodland Road, Vealenia Terrace, and St Lawrence Lane.</p> <p>The masterplan does not propose any net addition to dedicated industrial land use on the site and therefore it is not expected that the HGV flows will rise from present very low levels.</p> <p>The masterplan proposes an improved and regularised Chuley Road street environment with less likelihood of HGVs obstructing the carriageway as can happen presently under the present street arrangement.</p>

The positive features mainly relate to the general traffic distribution attributes of an additional and secondary southern access for this linear site, effectively creating a new road link between the A38 access roads to the south and the town centre.

The negative features relate to the likely attraction of through 'rat-running' traffic along Chuley Road, that is, traffic without specific reason to visit properties within the masterplan site. The principal concern is the impact of that additional traffic on the town centre's narrow streets.

The comments note the small estimated increase in traffic flows anticipated for general traffic and resulting from the masterplan proposals which fall some considerable way short of justifying provision of a new road link in terms of vehicle volume, type, size, and journey purpose. We may expect such infrastructure to be supplied in support of considerably larger retail superstores, or large scale residential use, but not for such modest increases.

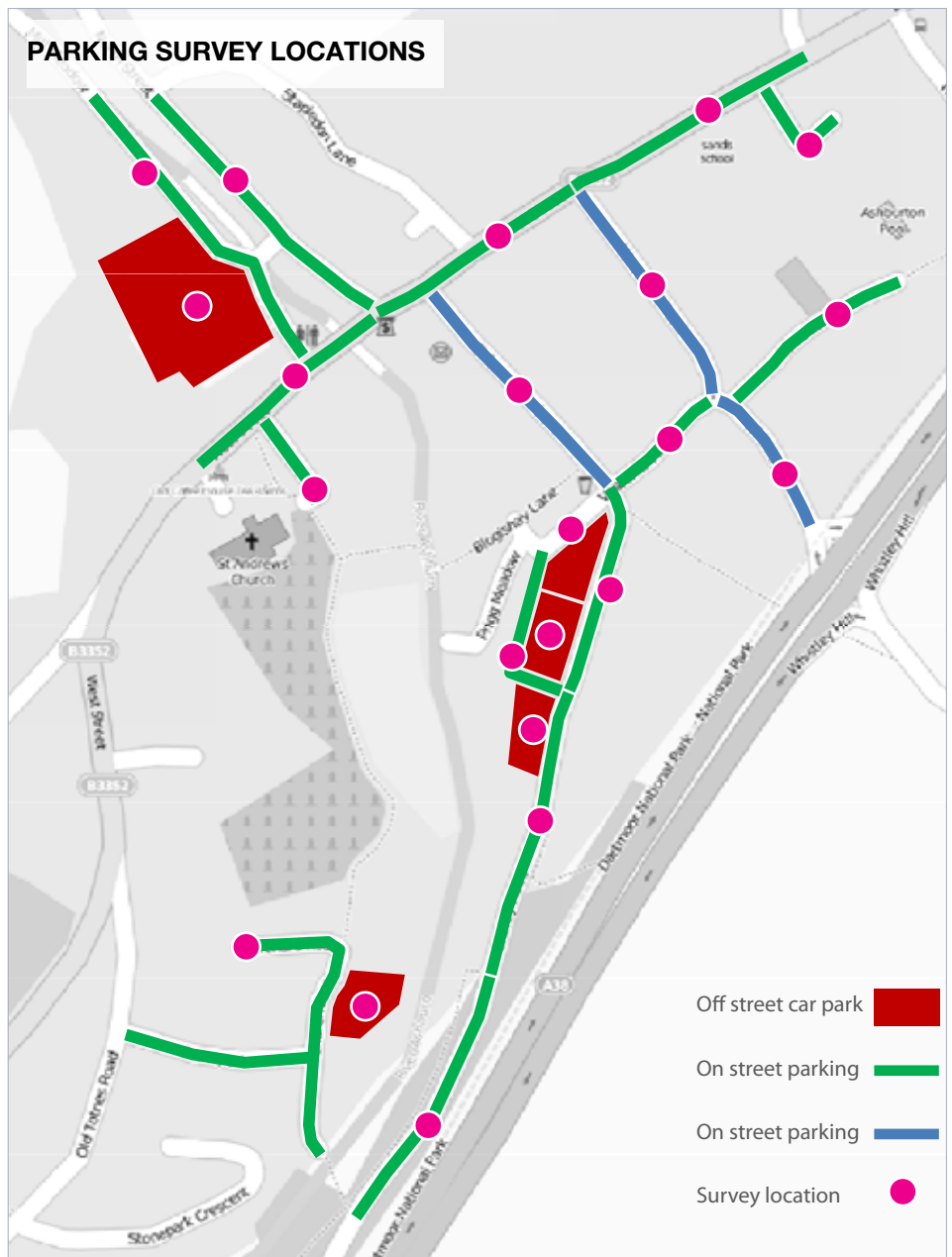
FIGURE 5.17 - Diagram showing the conceptual route for the southern access road



A4

parking

FIGURE 5.8 - Diagram illustrating the parking survey locations



PARKING SURVEY

There is an expressed desire for a net increase in publicly available parking provision and there are opportunities to improve the availability of parking provision in Ashburton as a result of the masterplan. However, care must be taken to ascertain the amount of additional public parking provided having regard to the additional vehicle movements on the road network created by each new space (with at least two related vehicle movements on an already constrained local road network), the extent to which additional parking spaces will satisfy demand in terms of the stay duration, desirability of the parking space location and the fact that more parking spaces may simply result in an increased demand.

In addition it is important to note that additional parking spaces will take up valuable land that could be used for other community uses, and the number of spaces should therefore be considered on balance with the value to the town centre and the cost benefit of displacing other potential uses. It is recognised though, that the community considers parking high priority.

A technical investigation was therefore conducted by Urban Flow into the optimum arrangement of town centre wide parking with future development on Chuley Road in place. This work presents findings founded on the results of a parking survey to ascertain the current behaviour and numbers undertaken by independent specialist survey sub-contractors on Saturday 7th September

and Wednesday 11th September 2013, between 7am and 7pm.

The investigation not only considers the Chuley Road site, but also the operation of parking in the wider town centre. This is because the site forms part of the existing town centre parking supply; therefore the proposals have the potential to change the dynamics of the town-wide parking system. Considering the amount of net gain and the type of additional provision (e.g. long and short stay) in the context of improvements to the wider town centre parking management system will also help to increase the likely usage and effectiveness of any parking gain in improving parking availability within the wider town.

The investigation considers a range of potential options that could be used to increase publicly available parking provision on the Chuley Road site while minimising any

adverse impacts:

- Formal long-stay town centre public car parking on the site.
- Increased on street parking.
- Sharing parking areas for use at different times of day.
- Rationalising the town centre supply.

Results – Summary of Headline Findings

Within the wider town centre, the key findings for the existing parking spaces are summarised as follows:

Kingsbridge Lane car park is very well used, with over 90% average usage on a weekday and 70 – 80% on a Saturday, including periods when the car park is full. The average duration of stays is 2 – 4 hours (medium to long stay) and turnover of the spaces is lower

FIGURE 5.9 - Diagram showing the maximum parking space utilisation on a weekday

than expected, although the capacity would otherwise appear sufficient for Ashburton town centre visitors.

North Street is operating well in providing convenient and efficient short-stay (less than 60 minutes) on-street parking with an average of 60 – 70% utilisation on a weekday and 70 – 80% on a Saturday. Urban Flow suggest that these spaces are over-working to make up for the lack of similar supply elsewhere in the vicinity (e.g. Kingsbridge Lane car park and St Lawrence Lane), as demonstrated by lack of space availability.

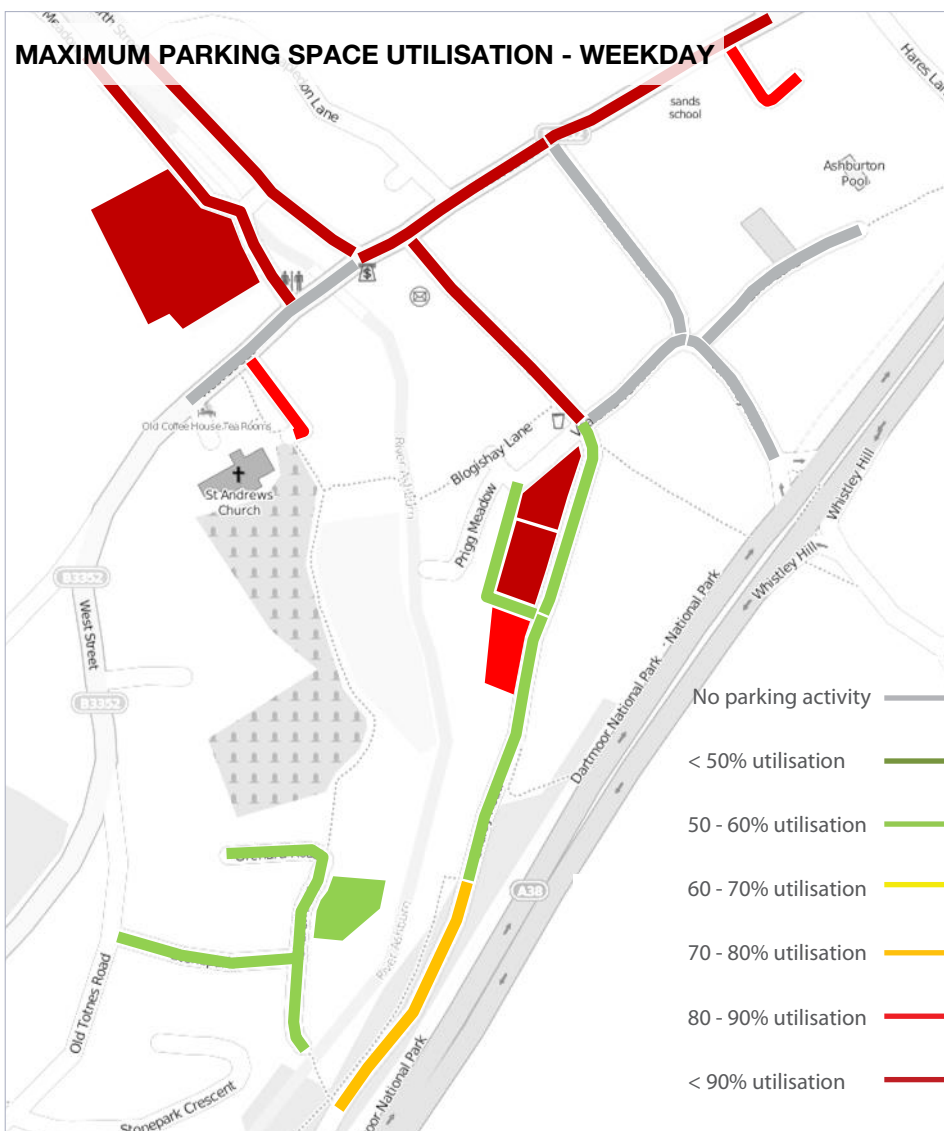
East / West Streets are similar to North Street with an average of 80% to over 90% utilisation on a weekday and 60 -70% usage on a Saturday, although stay durations tend to be short to medium term (rather than short stage on North Street) moving along to East Street away from the town centre activity.

St Lawrence Lane is very well used with 80 – 90% utilisation on average on a weekday and over 90% on a Saturday. Despite the proximity and convenience to the town centre, this parking is mostly being used for medium to long-stay parking, probably by residents and businesses given the stay durations. This parking effectively narrows the carriageway causing single, alternate lane working and delaying access to and from the town centre for local people and visitors alike.

Within the Chuley Road site, the key findings for the existing parking spaces are summarised as follows:

Chuley Road on-street (northern section) has average utilisation levels, with less than 50% on a weekday and 80 – 90% on a Saturday, with intensive parking at peak times. This indicates that the double yellow parking restrictions are not being observed. It is used for medium to long stay parking (over 6 hours on average on a weekday and Saturday), perhaps by those otherwise seeking space nearer to the town centre on a Saturday but content to park in this location for longer stay parking given the short walk involved. It is possible that there is some use by displaced residents of St Lawrence Lane.

Chuley Road on-street (southern section) has low utilisation levels with less than 50% on average during weekdays and on Saturdays. It is home to long-stay parking (over 6 hours) with very low space turnover. This location is



however walkable to the town centre and, if better laid out for parking, could see greater use.

Chuley Road private parking areas in the north of the site are well used on weekdays, with between 60 – 90% utilisation on average and intensive use at peak times. It is in long stay use (over 6 hours). When compared to weekday use however, these private parking areas are less intensively used on Saturdays although they do still accommodate some long-stay use. This is most likely related to weekend commercial use, as evidenced by the low space turnover.

It is important to note that since the parking survey was carried out, an additional 20 public car parking spaces have been created in the Cattle Market site.

Summary of Recommendations

On the whole, although clearly under pressure at peak times, town centre visitors generally observe posted parking regulations and little indiscriminate parking has been observed. Urban Flow advise that they may

have expected to find evidence of more congested conditions.

However, it is acknowledged that in this location, use of private cars will remain important for many given the inherent difficulties of providing alternative public travel modes throughout rural areas. As such the strategy seeks to provide additional parking spaces within the masterplan area in order to:

- Provide a better level of service for users by improving parking space availability and providing a net gain in public car parking;
- Provide for usage variations – for example, during local festivals; and
- Provide private car parking spaces within the Chuley Road site to meet the demands of future development.

Private car parking will be provided within the Chuley Road site for staff, visitors and users of businesses and there is a clear opportunity for the wider town centre to

FIGURE 5.10 - Diagram showing the maximum parking space utilisation on a Saturday

benefit from that car parking during the quieter weekend and evening periods, which have been identified by the parking survey data. New residential uses on the site will provide car parking dedicated to residents of those properties, in addition to public car parking provision.

It is important the masterplan includes a strategy to accommodate existing and future businesses parking needs, as these are key to maintaining Chuley Road as the 'working heart' of Ashburton and contributing to the success of the town.

Parking and Access Movements

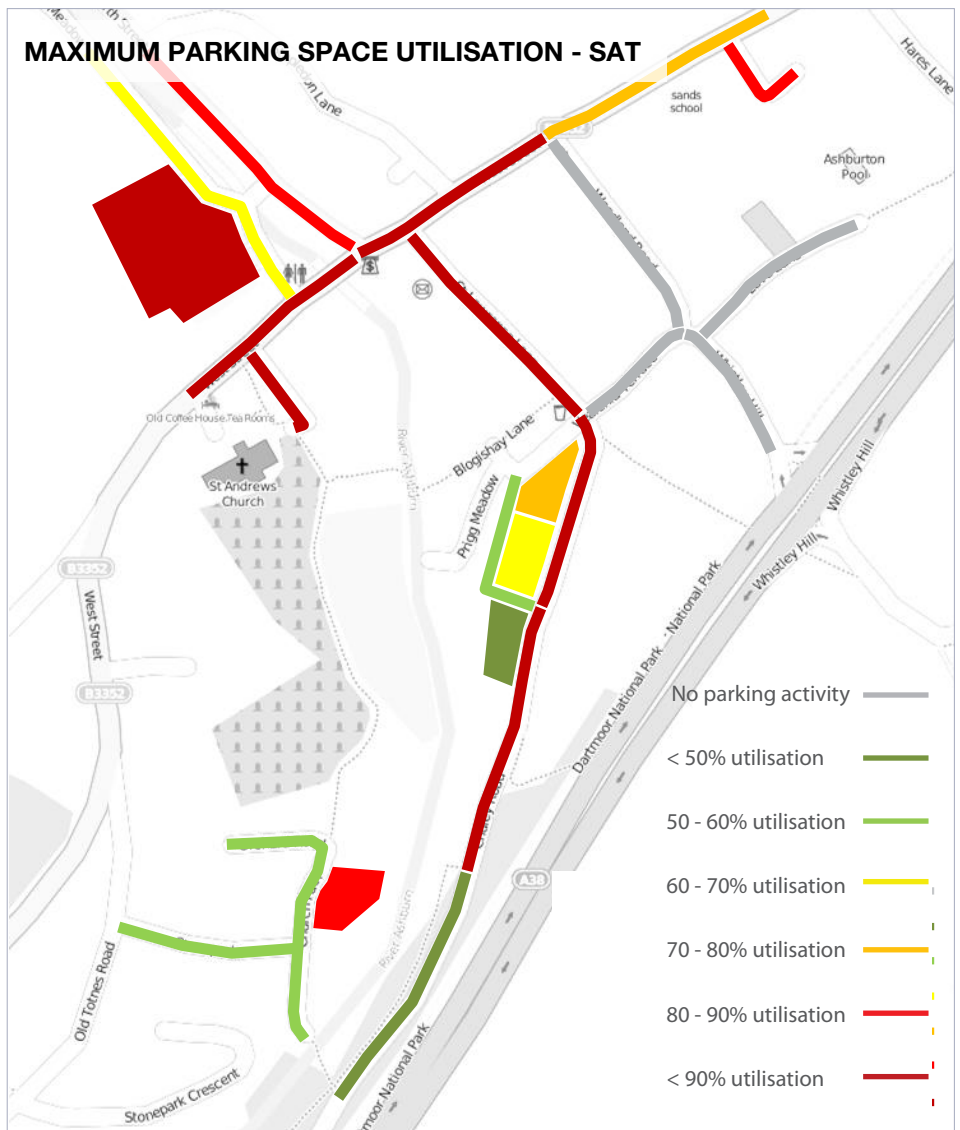
The level of parking provided should however be managed carefully as with each space there is a related two-way access movement using town centre roads. Accordingly, the masterplan should aim to provide a flexible parking provision initially, which can expand and contract in relation to actual parking activity in terms of capacity and use (eg. public / private).

The capacity of that car park should be capped so that the town centre vehicle movements associated with those spaces are kept within manageable levels. The survey of traffic movements in the masterplan site vicinity demonstrates that current vehicle movements via Woodland Road, Whistley Hill and St Lawrence Lane are low in number (1 - 2 vehicles per minute); however those movements are constrained by the narrow carriageways in general and kerbside parking, particularly in St Lawrence Lane. As such, the low vehicle movement numbers may still result in a disproportionate impact on local amenity. The low numbers of movements do however offer the prospect of a degree of capacity for additional masterplan traffic flows relating to parking activity.

Parking Reallocation Approach

The parking strategy approaches the provision and rationalisation of town centre parking from the standpoint of:

- Accepting additional masterplan-related parking activity will result from the proposals and accounting for it in general terms given known proposals;
- That the present town centre parking supply will benefit from reorganisation to make better use of this valuable asset;



- and
- That some motorists will be displaced from some locations (e.g. Kingsbridge Lane car park) in order to prioritise availability; however, providing the right type of parking in the most appropriate locations will result in a wider benefit for the town centre for those that live and work within it, and those visiting. Since the parking survey was undertaken this has partly been implemented, with the designation of a number of short-term parking spaces in the Kingsbridge car park.

Additional Public Parking within the Chuley Road Site

The regeneration of Chuley Road offers the opportunity to provide additional public parking for the wider town centre.

The parking survey found little occurrence of indiscriminate parking in the town centre, though most marked spaces were occupied. It is therefore likely that the level of access to parking motorists perceive is not what they

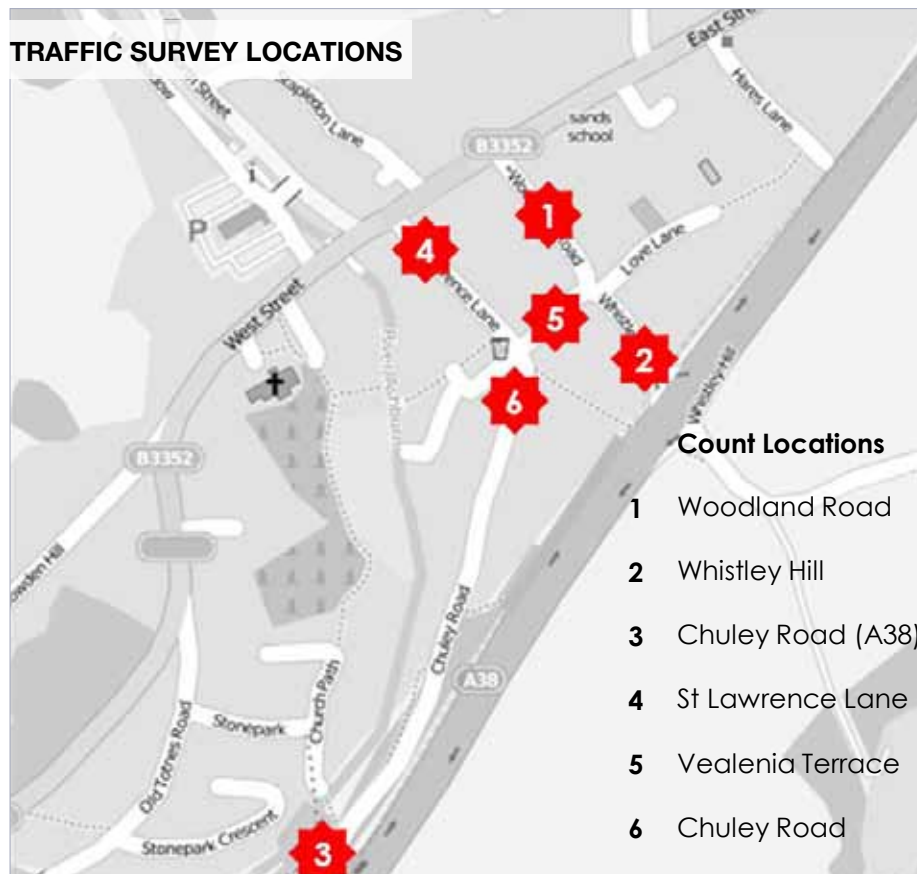
would wish and additional supply would be welcomed (as reported through masterplan consultation discussions). Accordingly, the strategy includes for additional public parking within the Chuley Road masterplan site.

The final capacity of that additional public parking will depend on the final masterplan development land use mix and scale, and the resultant parking requirements. However, that provision should be based on best judgement of:

- Suppressed town centre parking need;
- The likely impact on local roads of the associated traffic access movements; and
- The associated relocation of present site and town centre supply.

Urban Flow recommends that the public parking provision should total 50 - 100 spaces, including the existing 20 - 30 (unmarked) on-street spaces to be re-provided on the re-planned Chuley Road

FIGURE 5.11 - Diagram showing the locations of the movement survey



TRAFFIC MOVEMENT SURVEY

The community reported issues of traffic congestion around the access to Chuley Road, particularly at peak hours and school pick and drop off times. It was also reported that heavy goods vehicles frequently move to and from Chuley Road, accessing the town centre and causing congestion and fear of accidents by pedestrians.

In order to better understand the current situation, identify and propose measures to alleviate any current problems with traffic movement related to the Chuley Road site, and to avoid adding to or creating any new problems, further investigations were conducted by Urban Flow.

Those technical investigations included a traffic movement survey based on the results of an automatic traffic counter (ATC) survey programme undertaken between 25th September and 1st October 2013. Having a continuous week-long dataset enables a more reliable assessment to be made of traffic flows and travel patterns in the Chuley Road area.

A total of 6 ATCs were used to ensure full coverage of the masterplan area and surrounding streets/roads. Each counter collected data on vehicle flows, vehicle types and vehicle speeds.

Summary of Findings and Interpretation

Overall, peak hour vehicle flows are low at typically less than 100 per hour in any direction, i.e. less than two vehicles a minute. Narrow carriageways and footway widths and the tight urban structure of Ashburton tend to accentuate the impact of these otherwise

modest flows, leading to a disproportionate impression of moving (and parked) vehicles in the local area.

The traffic data indicates that there are on average around 350 vehicle trips generated per day by activity in the area. Whilst the Chuley Road site generates trips, there are other, larger trip generators such as through trips (between the town centre and A38) and school traffic.

The masterplan proposals for the types and amounts of uses have been developed against the objective of development being 'trip generation' neutral i.e. traffic movements in future not exceeding the number generated by existing uses. The masterplan options were appraised against this objective, indicating that all options would be trip generation neutral.

It is also important to consider the intensity of use at various times of day as different uses have the potential to generate a greater amount of journeys at different times as, for example, residential developments may generate more trips in the morning or evening peaks than commercial uses. This has been considered in analysing the likely highways impact of the options.

Goods vehicle flows are generally low in number, notwithstanding the commercial/ industrial nature of many of the businesses along Chuley Road. There were very few instances of large goods vehicles accessing the surveyed area, with no more than one 3 axle goods vehicle, bus or coach accessing the Chuley Road site every two hours on a typical weekday, and only one single instance of a 4 axle (articulated) goods vehicle surveyed on Whistley Hill. St Lawrence Lane appears to be the preferred route for ordinary (3 axle) goods vehicles which may lead to isolated instances of highway congestion at particular times.

Recommendations for Access to Chuley Road

The survey of traffic movements in the masterplan site vicinity demonstrates that current vehicle movements via Woodland Road, Whistley Hill and St Lawrence Lane are low in number (1 - 2 vehicles per minute); however those movements are constrained by the narrow carriageways in general and kerbside parking, particularly in St Lawrence Lane. As such, the low vehicle movement numbers may still result in a disproportionate impact on local amenity.

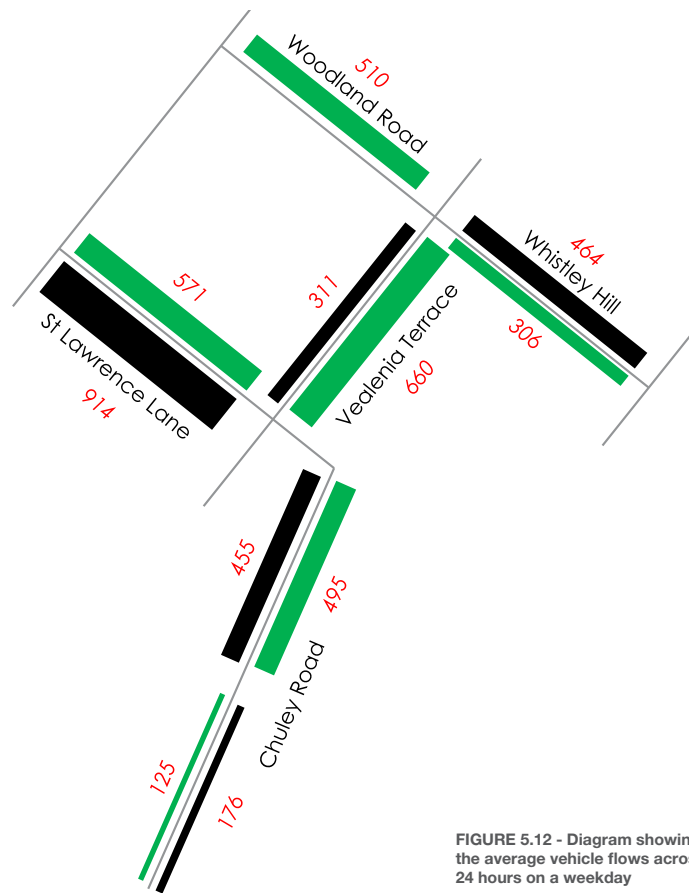


FIGURE 5.12 - Diagram showing the average vehicle flows across 24 hours on a weekday

Despite the low vehicle flows, it is therefore recommended that changes are made to improve traffic flows along St Lawrence Lane, including by relocating the existing parking that constrains the carriageway and pavement widths and thereby allowing smooth two way flows. It is also recommended that public realm improvements are made to improve the pedestrian experience, reduce the fear of accidents and to encourage people to walk between the town centre, the school and the Chuley Road site; reducing the perception of heavy traffic flows and high speeds.

The low hourly traffic flows on the Woodland Road – Vealania Terrace – St Lawrence Lane circuit, with 1 – 2 vehicles per minute during peak hours, is evidence of the effect of the narrow carriageways and kerbside sporadic activity on traffic movement.

The community has expressed a desire for a new link road connecting to the A38 south of the Chuley Road site. Concerns have also been raised regarding pedestrian safety around the new development at the Cattle Market and Vealeania Terrace, particularly when accessing the nearby school.

Based on the findings of the traffic movement surveys, a new and higher capacity road connection to the south of the masterplan site would have a negative impact in drawing greater traffic flows through that circuit. This is one of the reasons that such a link has been discounted, along with significant concerns over deliverability, environmental impact and cost (see Appendix A3).

Based on the traffic movement survey findings, and appropriate highways modifications, it is therefore proposed that the limited amount of traffic accessing the

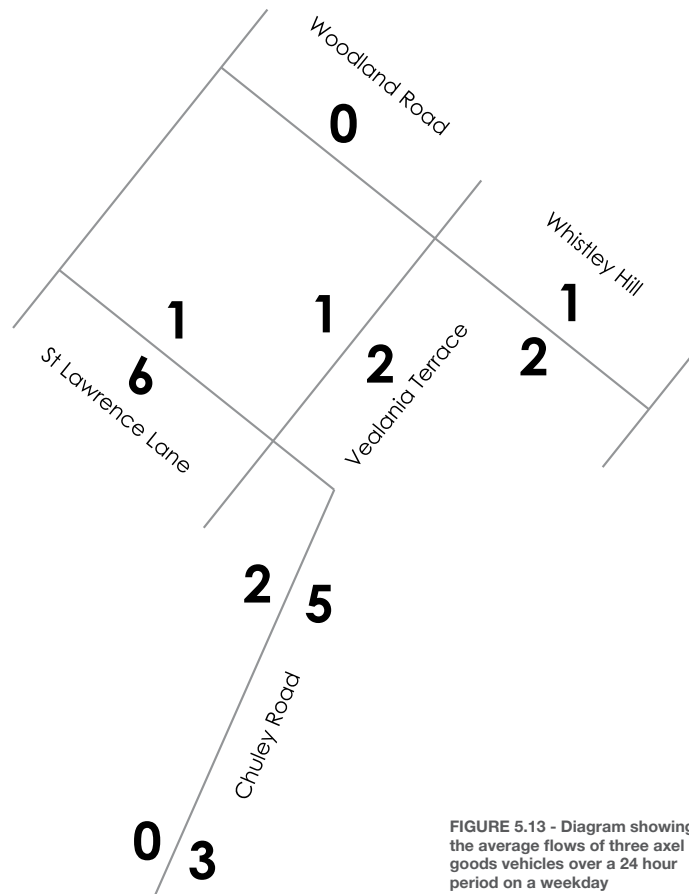


FIGURE 5.13 - Diagram showing the average flows of three axel goods vehicles over a 24 hour period on a weekday

Chuley Road site in future should be from the north with some restricted access to the south from Stonepar

