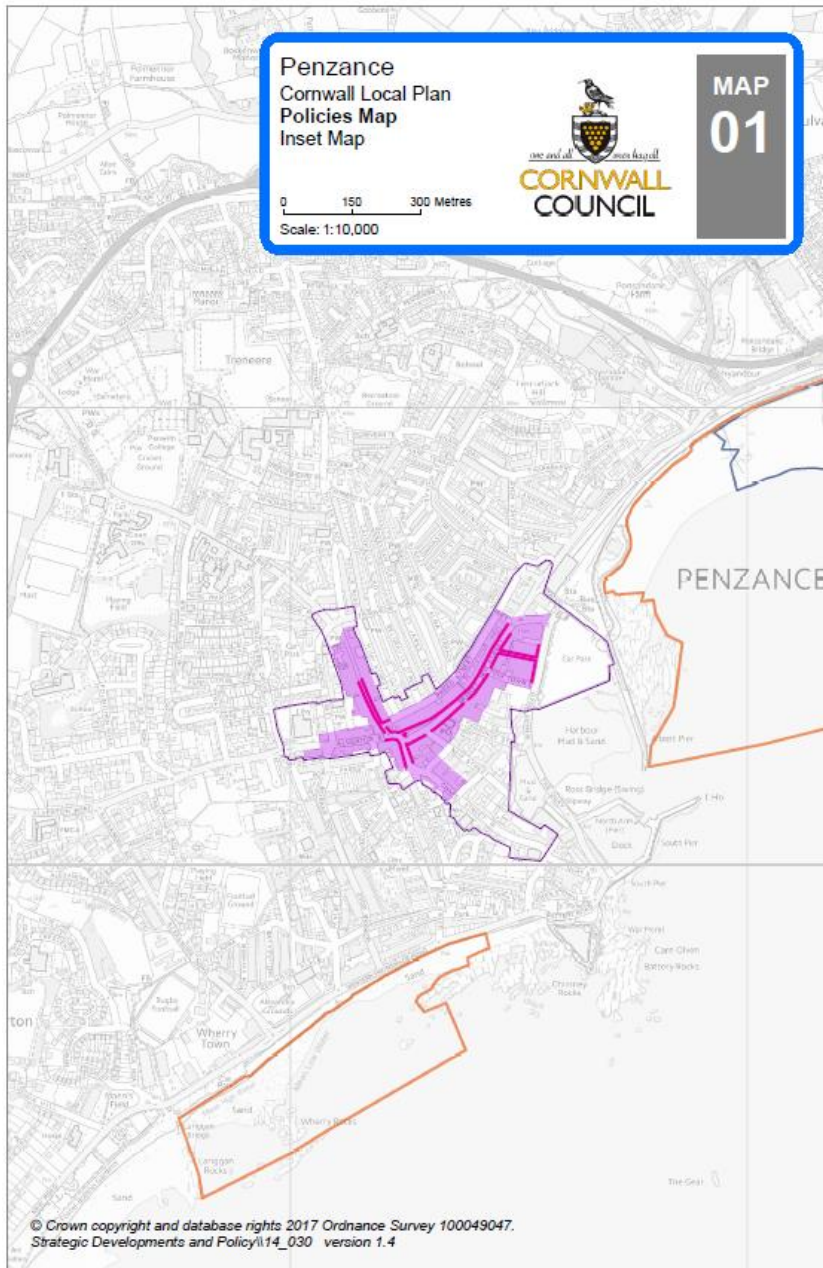


## APPENDIX 2: EXTRACTS FROM THE ADOPTED SITE ALLOCATIONS DPD



September 2023

The following policies and inset maps have been reproduced from the adopted Cornwall Site Allocations Development Plan Document, available to view here - <https://www.cornwall.gov.uk/planning-and-building-control/planning-policy/adopted-plans/#np> . These are reproduced for ease of reference only and to provide a snapshot, or a “flavour” of strategic policy which relates to Penzance, and the policies and inset maps reproduced should not be used in isolation from the rest of the adopted documents when developing or considering planning proposals.



## Cornwall Site Allocations Development Plan Document: Publication Draft Proposals Map

### Education

Allocated education site

### Employment

Allocated employment site

Future direction of growth for employment

Allocated employment site (marine use only)

Area reserved for access to waterfront

### Housing

Allocated housing site

Allocated mixed use

Future direction of growth for housing

Future direction of growth

### Retail

Allocated retail site

Town Centre Boundary

### Safeguarding

Safeguarded employment site

Green buffer area - for Hayle please refer to Hayle Neighbourhood Plan

Landscaping buffer (within allocated site)

Retained open space

Existing sports pitches

### Highways

Strategic highway proposals

Highways infrastructure safeguarding area

### Cornwall Local Plan - Strategic Policies

World Heritage Sites

Air Quality Management Areas

Special Areas for Conservation

Special Protection Areas

Sites of Special Scientific Interest

County Geology Sites

County Wildlife Sites

Areas of Outstanding Natural Beauty

Areas of Great Landscape Value

Legend





# 3: Penzance and Newlyn

**3.1** Set within Mount's Bay on the south coast of West Cornwall, Penzance and Newlyn act as the service centre for a significant hinterland. Penzance and Newlyn are located on the A30, Cornwall's main trunk road and Penzance also has the advantage of being the terminus for the mainline railway link with London and the rest of the UK.

**3.2** The peninsula is an area of outstanding landscape quality and heritage and has a thriving and well developed tourist sector. As the main town on the south of the peninsula, Penzance (with Newlyn) does benefit from the tourist economy by providing key facilities not available elsewhere on the peninsula. Penzance, together with Newlyn, Heamoor, Gulval and Long Rock, collectively represent Cornwall's 5th largest conurbation.

**3.3 Key Facts:**

- Population (2011 Census) : 21,045
- Dwellings (2011 Census): 11,236
- Average house building rate (2005-2015): 68 per annum
- Homechoice Register: Bands A-E (Feb-17): 922
- Average Wage (ONS Annual Survey 2013): £383 per week

**3.4** The area covered by this chapter encapsulates the communities of Penzance, Newlyn, Heamoor, Gulval and Long Rock; however for brevity the rest of this chapter will refer to this collection of communities as 'Penzance and Newlyn'.

**3.5** The overall vision and strategy for Penzance and Newlyn is set out within this section; however there is also a Neighbourhood Development Plan, which was in preparation at the time of writing covering Penzance and Newlyn, which focuses on the town centre and waterfront. Furthermore, Ludgvan Parish are preparing a Neighbourhood Plan, which incorporates the community of Long Rock. As a result, both the Allocations DPD and Neighbourhood Development Plans should be referred to when developing proposals within these areas.

“ The peninsula is an area of outstanding landscape quality and heritage ”

## Vision Objectives and Targets

**3.6 The vision:**

To celebrate the setting of Mount's Bay, maximising its economic potential and in doing so becoming West Cornwall's premiere tourism destination, whilst a thriving economy in the marine, creative and leisure industries.

**3.7** The strategic objectives for the West Penwith Community Network Area, which Penzance and Newlyn sits within, are set out in the Cornwall LP:SP document; these relate to: Housing; Economy; Travel; Infrastructure; and the Environment.

**3.8** A series of specific strategic aims for the Penzance and Newlyn conurbation have also been established, which are set out below:

1. To broaden and diversify the local economy by stimulating and promoting ICT and artisan industries, and an entrepreneurial culture.
2. To promote and expand Penzance and Newlyn's cultural and arts based creative industries and support the existing high number of "self-employed" workers
3. To strengthen Penzance Town Centre as a thriving retail, leisure and economic hub
4. To enhance Penzance and Newlyn as a the key service centre and economic hub for the Penwith peninsula
5. To support the harbours of Penzance and Newlyn, protecting their role for traditional industries, whilst offering opportunities for other marine related businesses
6. To utilise the setting of Mount's Bay to promote and develop the leisure, recreation and business opportunities, to stimulate the economy
7. To maintain and improve the area's strategic transport connections with the Isles of Scilly, develop high end tourism and promote Penzance as West Cornwall's Tourism Hub and destination in its own right.
8. To respect the natural and historic environment, whilst promoting, developing and maintaining the town's natural and man-made green and blue infrastructure.

9. To ensure the settlements of Penzance, Newlyn, Heamoor, Gulval and Long Rock maintain their individual and distinctive characters
  10. To develop, enhance and promote the existing public transport, cycle route and footpath network within the town and develop the coastal cycle route around Mount's Bay and its links into the wider heritage and garden landscapes as a tourism attraction
  11. To improve the entrance to the conurbation, through improvements to infrastructure, public realm and the quality of the architecture
- 3.9** The Cornwall LP:SP has set the following targets for Penzance and Newlyn:
- To develop 2,150 dwellings between 2010 and 2030
  - To support the provision of around 16,083sqm of B1a office accommodation and 16,083sqm of B1c / B2 / B8 Industrial space

## The Strategy

**3.10** Strengthening the town centre and reconnecting the towns to the waterfront represent the two primary aims when reinvigorating Penzance and Newlyn. To successfully deliver against these key aspirations, focus should be placed upon Penzance and Newlyn's existing economic and natural assets and to maximise the opportunities arising from them, such as:

- the presence of the harbours;
- the outstanding natural and marine environment that surrounds the towns, providing associated opportunities for both leisure and tourism;
- the retail draw that Penzance offers for its local residents and significant hinterland;
- its role as a strategic transport hub; and
- the town's function as a major service centre for education, employment and healthcare within the Penwith Peninsula.

**3.11** The harbours at Penzance and Newlyn are of strategic importance, with the former providing the only freight and passenger ferry link to the Isles of Scilly; whilst Newlyn represents the primary fishing port in Cornwall. However, both need to rationalise and upgrade their facilities in order to maintain and expand on these functions.

**3.12** Whilst directly adjacent to the sea, Penzance and Newlyn fail to fully exploit the opportunities offered by the location and setting of Mount's Bay. Improving links and views to the sea, together with the development of waterside sites, will help to reconnect the towns to the waterfront, such sites include: the Harbour Carpark (PZ-M1); Coinagehall St (PZ-M2); and Wherrytown (PZ-M3). The development of these sites, together with Penzance and Newlyn harbours, will provide a set of linked destinations that will not only reconnect the town to the waterfront, but also offer the opportunity to connect the sites to the town centre.

**3.13** Penzance town centre acts as a shopping centre for its local residents as well as for West Cornwall; however it is in need of further investment to ensure it represents an attractive destination. Due to the growth of internet shopping, it is recognised that if the centre is to flourish it needs to develop a complementary mix of uses – providing a destination where the shops form part, albeit the most important part, of a wider leisure experience. Plus there is an aspiration to deliver high quality workspace within the town centre, so that it creates additional footfall, which will in turn support its retail offer. This mixed use approach could be extended from the existing town centre to the waterfront, offering another opportunity to reconnect the town with its major asset, Mount's Bay.

**3.14** Penzance and Newlyn represents an important economic hub for West Cornwall, with key employment sites including the harbours, the existing industrial estates at Long Rock, Eastern Green and Stable Hobba, plus Penzance town centre. These locations, together with new employment sites, are identified to help drive the towns' economic growth; in doing so supporting the requirements of the harbours and their associated industries; provide grow on space to support the development and evolution of the micro-business sector which flourishes in West Penwith; and to deliver the regeneration of prominent sites within the community. Focus should also be given to the reuse of empty or underused property and other sites that could support and strengthen the town centre.

**3.15** Tourism represents an important sector for the area, but one which could be further enhanced; in doing so ensuring the conurbation maintains and enhances its role as the 'Gateway to Penwith'. One strand of this offer relates to the aspiration to develop a waterside cycle route,

linking Marazion, Penzance and Newlyn. As well as offering an attractive route for residents and visitors, it will also link the waterfront regeneration sites, which will represent nodes from which people can make use of cafes and facilities, whilst also representing points from which they can gain access back into the town centre.

**3.16** Housing also represents a key strand to the overall strategy; supporting the economic aspirations and providing much needed affordable housing. When delivering the targeted housing growth for Penzance and Newlyn, priority has been given to the utilisation of brownfield and urban sites; however only approximately half of the growth can be provided within the existing urban area. Consequently, the remaining growth will need to be provided on a selection of Greenfield sites that have been identified. In most instances these greenfield sites should represent extensions to existing communities. Any such extensions must be delivered sensitively, ensuring their design and location support the principle of maintaining the separate identities of the communities of Penzance, Newlyn, Heamoor, Gulval and Long Rock.

**3.17** Fundamental to the delivery of the strategy will be the enhancement of Penzance and Newlyn's infrastructure, including improved healthcare and academic facilities; enhancing the highway and sustainable transport network; and providing new and improved public open space.

**3.18** The enhancement of Newlyn and particularly Penzance's transportation network will be necessary to enable the regeneration and growth ambitions. Improving public transport, the area's pedestrian and cycle network and junction capacities all represent important components of the strategy. Furthermore, with a significant proportion of the housing growth located to the north of the A30, measures to make the road more permeable for pedestrians will help to reconnect these communities to the town centre.

**3.19** Penzance railway station acts as the mainline terminus in Cornwall; furthermore located between Eastern Green and Long Rock is a strategic rail servicing facility that ensures Cornwall benefits from mainline services direct to London and other major cities in the UK. Maintaining and enhancing this Train Care Centre will support both the town's and Cornwall's economy.



“ The harbours at Penzance and Newlyn are of strategic importance, with the former providing the only freight and passenger ferry link to the Isles of Scilly ”

