

Community Network Areas

P1 West Penwith Community Network Area

Introduction

4.0 The West Penwith Community Network Area is at the far south west of Cornwall and includes the Lands End peninsula. The Community Network Area contains the 15 parishes of Ludgvan, Madron, Marazion, Morvah, Paul, Penzance, Perranuthnoe, Sancreed, Sennen, St Buryan, St Hilary, St Just, St Levan, St Michael's Mount and Zennor.

Key facts

Population 2007: **39,300**

Dwellings 2010: **20,663** (8.1% Cornwall)

Past house build rates 1991-2010: **2,867**

Housing need (preferred area) 2012: **906** (Bands A-D) plus **1,228** (Band E) equates to 7.9% and 8.4% of Cornwall total respectively

Existing housing commitments 2010-2012: **950**

Penzance employees estimate (2011): Full time: 4,916 Part-time: 4,706

Objectives

4.1 Specific objectives to be addressed in planning for the West Penwith Community Network Area include:

Objective 1 – Housing

To meet the local housing needs of the area.

Objective 2 – Economy

To broaden and diversify the local economy, fostering a culture of economic growth and innovation – particularly through developing and promoting opportunities and employment prospects within the marine and rural economies; developing and expanding the existing entrepreneurial culture, creative industries, and local skills base; promoting and developing high end tourism and the area's natural assets. Developing Penzance as West Cornwall's retail centre, tourism hub and a strategy for the harbours and waterfront of Penzance and Newlyn; and where appropriate providing a more diverse range of property to meet the local needs and conditions for micro-businesses and opportunities that arise.

Objective 3 – Travel

To manage traffic impacts, to support and develop more sustainable travel and freight solutions. Consider the long term future of the mainline rail network as a strategic operation for Cornwall and the UK, and the provision of air and sea routes to the Isles of Scilly and public transport provision in the far west.

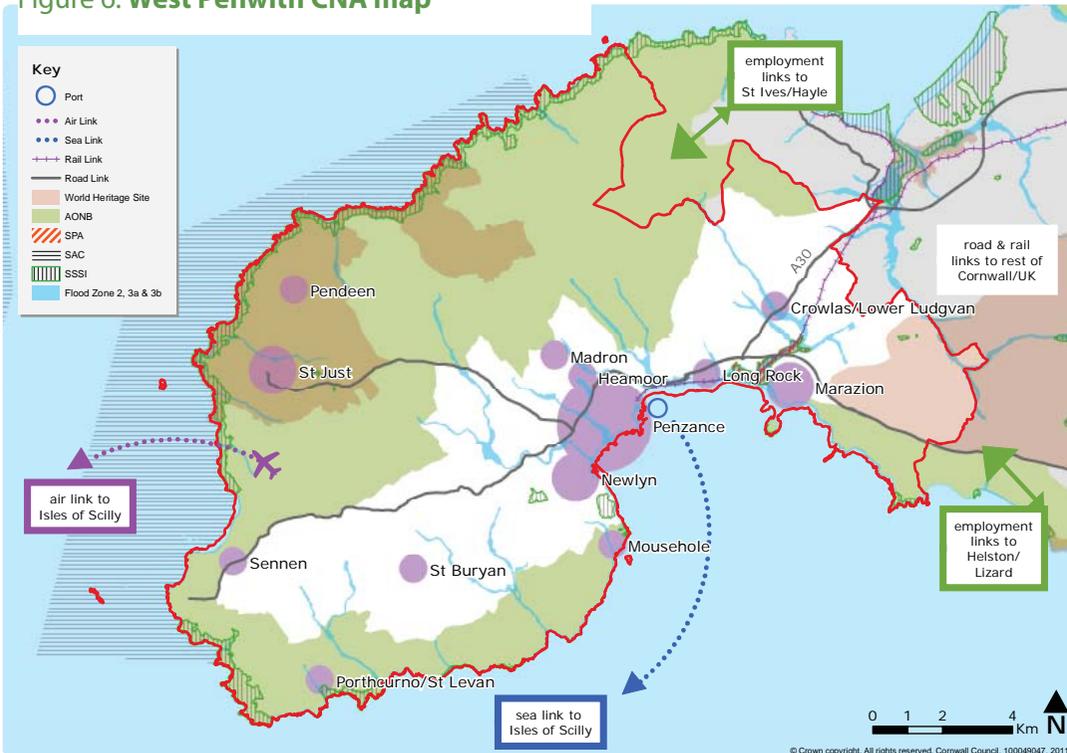
Objective 4 – Infrastructure

To ensure that the appropriate levels of strategic and social infrastructure requirements are delivered and maintained. This includes maintaining the current level of hospital provision; and consideration of the needs of the rural communities in respect of health care and community services.

Objective 5 – Environment

To promote and enhance the area's coastline and natural assets and ensure development is sensitive to the outstanding natural, built and historic environment of the area including the AONB and World Heritage Site, historic landscapes, primary agricultural land, giving careful consideration to the location, scale and design of new development and responding to climate

Figure 6: West Penwith CNA map



Penwith peninsula is an area of outstanding historic and landscape heritage

change to create a more sustainable future. Maintain the separate identities between Penzance, Newlyn, Heamoor, Gulval and Longrock

4.2 Penzance (including Newlyn) is the main settlement within this area and acts as the service centre to the many surrounding smaller settlements.

4.3 While all communities will require some development to meet their needs in line with the more dispersed approach advocated in the strategy, larger scale development should be focussed on Penzance. This is based upon its role as the area's major service centre and to meet significant local housing need and support its role as an economic focus.

4.4 The Strategy for Penzance and Newlyn is to focus on their existing economic and natural assets and maximise the opportunities that they generate. The harbours at Penzance and Newlyn are of strategic importance - one being the primary fishing port in Cornwall the other providing the only freight and passenger ferry link to the Isles of Scilly. However both have significant opportunities to diversify their marine related activities to

maximise the unique opportunities of the wider Mount's Bay.

4.5 The area acts a major service hub for the community network area, playing an important role in providing employment, leisure, education and tourism functions that support its hinterland. Penzance also provides a wider strategic shopping centre for west Cornwall although it needs investment and retail growth to ensure it maintains its role in relation to Truro and alongside developing destinations such as Falmouth, St Austell and Camborne, Pool & Redruth. Penzance also provides a strategic rail terminus and service facility that ensures Cornwall as a whole benefits from mainline rail connection direct



Right: Penzance harbour



to London and other destinations. Development opportunities to enhance this service are supported in principle.

Employment

4.6 The towns of Penzance and Newlyn are committed to ensuring that they are well placed to meet the economic demands for the forthcoming years. In particular the communities are keen to promote and secure investment in key elements that will ensure economic success, such as: diversification in maritime assets to promote marine



Promoting and expanding Penzance and Newlyn's cultural and arts based creative industries

leisure related activities and capitalise on their unique location; a more diverse range of business properties and new technologies to support the number of micro businesses and other traditional small businesses that exist within the communities; artisan and creative based industries; expanding local further and higher education opportunities, young people graduating from apprenticeships; high end tourism; and the infrastructure required to support these activities.

4.7 Strategic employment growth opportunities revolve primarily around Penzance harbour and town centre which combined with the rationalisation of existing space at Newlyn harbour could support existing industries and trigger significant employment growth in the marine leisure related industries. Investment in these harbours could also act as catalysts for other appropriate marine leisure developments to come forward within the wider Mount's Bay area.

4.8 Longrock will continue to provide the major opportunity for industrial related growth. This growth will be supported by other employment opportunities, including regeneration and expansion of existing employment areas and appropriate properties and uses within new neighbourhood extensions and other larger housing developments.

4.9 The economic ambitions for Penzance and Newlyn also trigger the need to train and re-train the local workforce to ensure their skills match the employment needs maximising their opportunities for the towns younger people to remain in the area and live and work locally.

4.10 The Council will seek to develop the potential to maximise the opportunities for educational and skills delivery in a range of technologies and areas of expertise. Delivering opportunities for improving education and skill levels locally will help spin off employment opportunities and will help to drive

economic well being through improved skills and labour generation facilitating employment and business creation.

4.11 The delivery of appropriate start up and grow on space in the towns to support the areas growing entrepreneurial, artisan, creative industries and other micro businesses will help to secure the longer term success of new and growing business in the area. This will support new opportunities, encourage economic diversity and add to the economic well being of the towns.

4.12 Opportunities to maintain enhance and expand the provisions of the Penwith College should consequently be supported and maximised.

Retail

4.13 Penzance is an important local retail centre of strategic importance within the County, attracting a wide catchment from the surrounding rural towns and villages.

4.14 It provides a primary supporting role and until recently was only second in the County to the main retail centre at Truro. However despite recent retail developments in other towns that have

seen this position change, the town remains part of the main retail hierarchy for the County, along with Falmouth and St Austell.

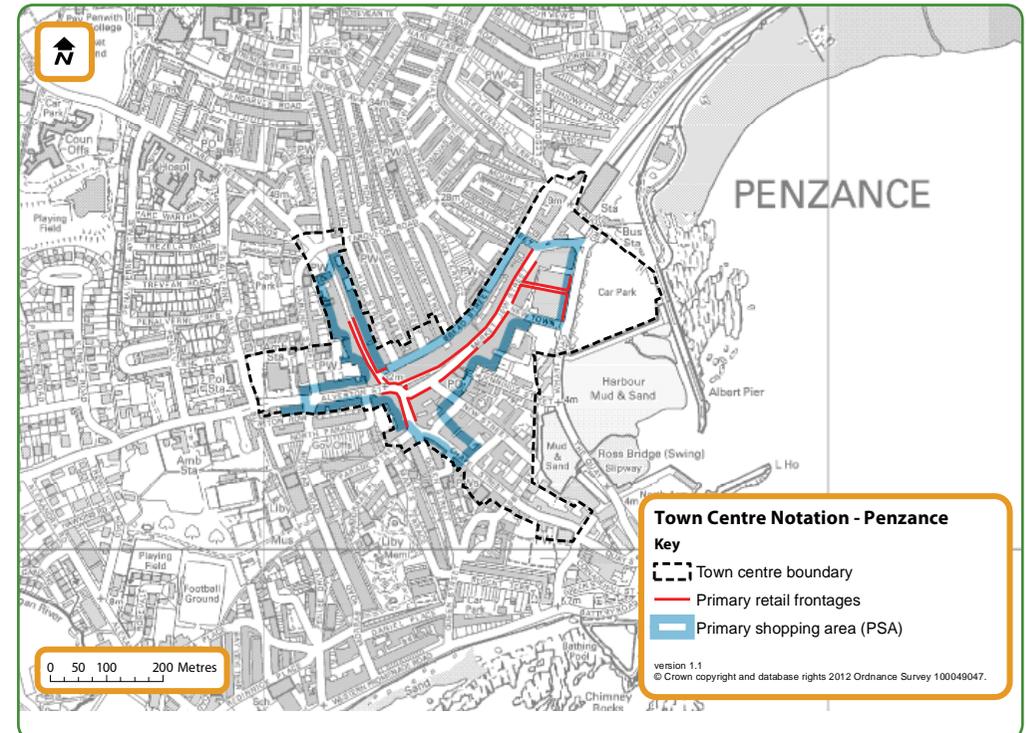
4.15 The town is keen to maintain its strategic function but recognises that it needs to revise the nature of its retail space offer to maintain this function. Unfortunately, due to its topography, constrained nature and diverse range of land ownerships, there are limited opportunities within the existing centre to accommodate new development. Consequently, it will be necessary to consider redevelopment on land immediately adjacent to the town centre.

4.16 The opportunities to strengthen the town and provide new comparison retail offers may surround one or more of the following sites:

- Harbour Car Park;
- Clarence Street Car Park;

4.17 In seeking to deliver opportunity sites for retail growth the Council does not propose developing on all of the car park sites. Car parking provision and quality links to the town centre will be an essential element of any future

Figure 7



retail development. Consequently, the Council will promote a car parking strategy to deliver and maintain appropriate car parking for the existing and future requirements for the town.



Housing

4.18 In delivering the housing target for the Penzance and Newlyn Framework area priority should be given to the utilisation of brownfield and urban sites. However, it is acknowledged that the urban capacity within the towns and settlements covered by the framework is limited due to the constrained nature of the towns.

4.19 Consequently, growth will need to be provided on Greenfield sites; the identification of appropriate Greenfield options will be established within the Cornwall town's allocation document developed from the framework plan for the area.

4.20 In delivering the housing growth for the towns, focus should be given to delivering an appropriate mix of housing type and tenure to address local housing need.

Infrastructure

4.21 Fundamental to the delivery of the strategy will be the enhancement of Penzance and Newlyn's infrastructure, including:

- **Healthcare** - Improved healthcare services to provide for the larger, and aging, population.
- **Education** - Improved school and academic facilities to provide for increasing demand, as well as maximise the opportunities arising from the Penwith College campus.
- **Utilities and Drainage** - Strategic and localised investment in the area's utilities and drainage infrastructure to cater for the demand from the additional housing and economic growth.
- **Green Infrastructure** – Maintain / enhance existing strategic green corridors to help preserve the identities of the communities that they separate; whilst also providing walking and cycling routes, ecological corridors, etc. Deliver new and improved public open space and green links as part of new developments to provide an enhance range of recreational facilities, linking

the town with the Coast and the countryside and also help to deliver some of the sustainable transport objectives.

- **Transportation** - The enhancement and promotion of sustainable transport options forms the heart of Penzance's transportation strategy. Consequently developments to proposals which improve the quality and frequency of bus and rail services and facilities for cycling will be encouraged. However, it is recognised that highway improvements will also be required at key junctions along the A30 and along key routes linking Penzance and Newlyn to address local congestion hotspots, and improve capacity and safety concerns.

Housing requirements

4.22 The Community Network Area should plan for around 2,500 dwellings (about 125 dwellings per year) over the period between 2010 and 2030.

4.23 As the existing main settlement and primary service centre in the Community Network Area, with good employment and transport

provision, Penzance will be required to accommodate the majority of those dwellings. Within the rural area a number of towns and villages act as local service centres supporting a network of smaller villages and hamlets. As a consequence co-ordination will be needed amongst the parishes within the rural area of the CNA to ensure that local employment and housing needs are met elsewhere. The Council will support the preparation of Neighbourhood Plans as a way of planning for the needs of those areas.



Facilities for cycling will be encouraged

Policy PP1 – West Penwith CNA

1. Development will be permitted where it can be demonstrated that the following priorities for Penzance can be satisfied:

- a. The protection of the vitality and viability of Penzance town centre through the promotion of retail, office and leisure uses. Proposals for change of use or redevelopment will only be permitted within the Primary Shopping Area if the proposal adds to the attractiveness of the centre and does not reduce the predominance of A1 retail use;
- b. Supporting the provision of new town centre retail capacity to strengthen the role of the town centre;
- c. Supporting the provision of around 12,650 sqm of B1a office accommodation and 12,650 sqm of Industrial space has been identified. This has the potential of accommodating 1,000 jobs in

the CNA over the plan period and provides a guide for potential scale of growth;

- d. Supporting the diversification and growth of the local economy, particularly the creative, marine, leisure, tourism and agricultural sectors plus support for the diversification of the rural economy;
- e. Supporting the provision of around 1,400 dwellings in the period up to 2030 with a focus upon meeting housing for local needs;
- f. Supporting the provision and maintenance of air and sea routes to the Isles of Scilly and public transport provision in/to the local area;
- g. Supporting the delivery and maintenance of key infrastructure and facilities for the community.

2. In the remainder of the Community Network Area development will be permitted where it supports the following priorities:

- a. The provision of around 1,100 dwellings in the period up to 2030. Additional housing and employment growth should be of a size, nature and scale appropriate to the needs, character, role and services available of the settlement;
- b. Development should help rebalance the communities by providing facilities, economic development or housing for local needs of a scale that is appropriate to the settlement and reduces the need to travel;
- c. Development supports either by the direct provision of, or contributions towards: the retention and/or delivery of community facilities; the appropriate improvement or provision of facilities, service and infrastructure to maintain the sustainability of the local community.