

# PP2 Hayle and St Ives Community Network Area

## Introduction

**5.0** The Hayle and St Ives Community Network Area (CNA) covers the five parishes of Gwinear-Gwithian, Hayle, St. Erth, St Ives and Towednack.

## Key facts

Population 2007: **25,700**

Dwellings 2010: **13,173** (5.2% Cornwall)

Past housing build rates 1991-2010: **2,273**

Housing need (preferred area) 2012: **672** (Bands A-D) plus **954** (Band E) equates to 5.8% and 6.5% of Cornwall total respectively

Existing housing commitments 2010-2012: **1,744**

Hayle employees estimate (2011): Full time: **1,597** Part-time: **1,333**

St Ives employees estimate (2011): Full time: **2,271** Part-time: **2,179**

## Objectives

**5.1** Specific objectives to be addressed in planning for the Hayle and St Ives Community Network Area include:

### Objective 1 – Employment

Support new employment schemes both in the towns and in the rural areas. Emphasis should be given to quality, permanent work opportunities which break the cycle of seasonal labour. High speed broadband should be encouraged in all areas to meet modern working requirements. This should ensure prosperous town centres in Hayle and St Ives particularly supporting flexible workspace, arts and tourism in St Ives and providing a continued delivery of the regeneration of Hayle through waterfront development associated with Marine Renewables and development of employment land to the south of Hayle.

### Objective 2 – Housing

To deliver a mix of housing, of the size, type and tenure required to meet current and future housing needs, prioritising affordable and specialist accommodation.

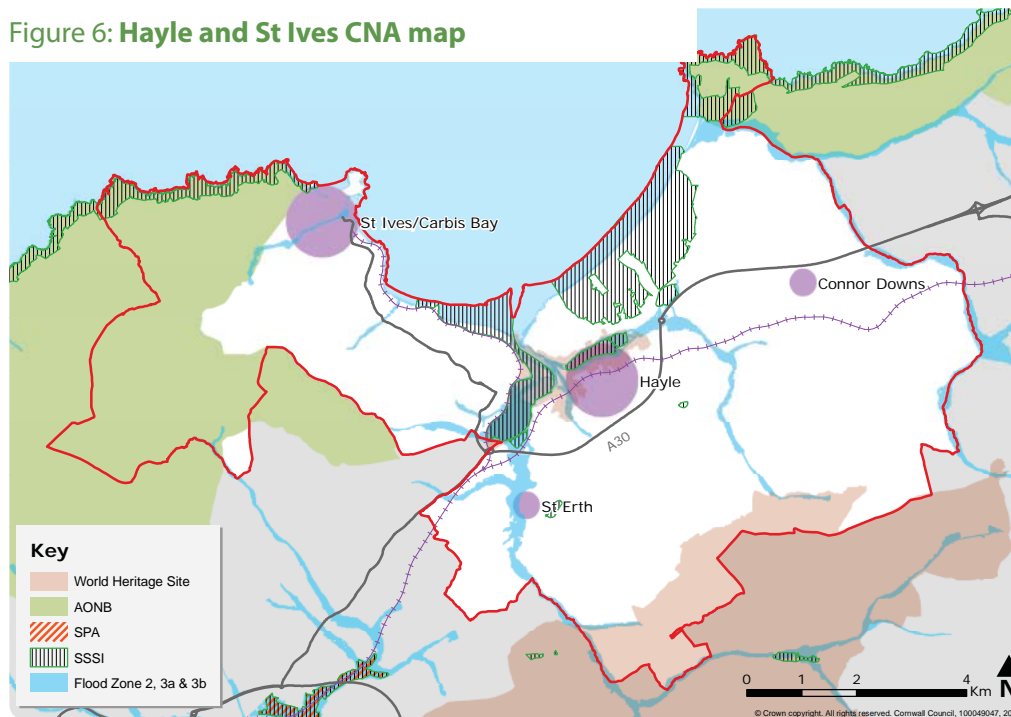
### Objective 3 – Community Infrastructure

Encourage investment in healthcare and GP coverage, education, neighbourhood centres, leisure facilities and open space provision and protect current levels of provision. Create better linkages between Hayle and its surrounding beaches, and improved and sustainable movement in St Ives.

### Objective 4 – Environment

Ensure development is sensitive to the outstanding natural, built and historic environment of the area, particularly sensitive to the World Heritage Site status of Hayle and the historic harbour of St Ives, giving careful consideration to the location, scale and design of all new development.

Figure 6: Hayle and St Ives CNA map



## Development Strategy Hayle

**5.2** The strategy for Hayle is to build on the regeneration of the town that has already begun. The Hayle harbour proposals are fundamental to the future opportunities for the town; delivering high quality uses and coordinating these opportunities and projects together

with the future southern expansion of the town is a key objective, ensuring that a strategy works for the whole town in terms of access and movement and necessary community infrastructure for the short and long term.

**5.3** The strategy aims to deliver high quality employment opportunities building on the Marine Renewables Business Park on North Quay and

the wave hub facility. Visitor, leisure and retail offer will be enhanced by development opportunities on North and South Quay linking to and strengthening both the Copperhouse and Foundry town centre.

**5.4** The large area to the south of the town up to the A30 provides the opportunity for future expansion of the town, delivering a significant number of new homes in a high quality masterplanned and expanded community; ensuring that access, movement, quality open spaces and other community infrastructure is delivered in a comprehensive and coordinated manner.

## Retail

**5.5** Hayle has potential to improve its retail offer to provide for existing and additional demand arising from the growing population:

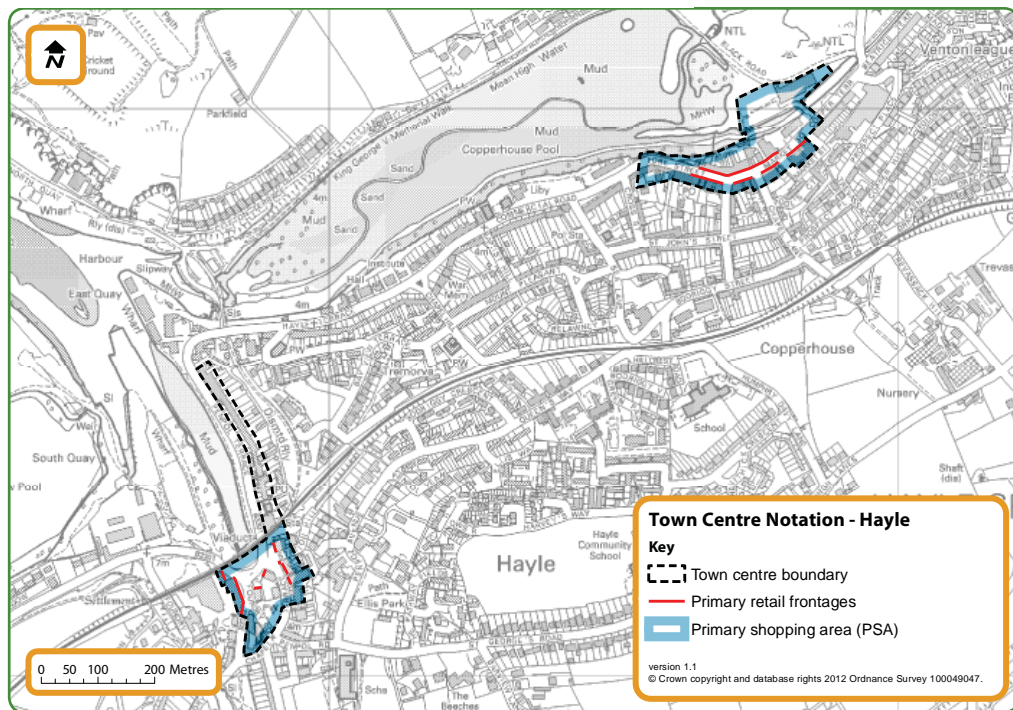
- Copperhouse – there are limited opportunities for any expansion of the existing town centre area so the focus is on enhancing, marketing and strengthening the existing offer.
- Foundry – the proximity to South Quay retail proposals will strengthen



the town centre and there may be future opportunities for new retail uses on edge of the Foundry centre if sites become available.

- West Cornwall Retail Park – any future provision of further larger format stores would only be considered once town centre or edge of centre opportunities are delivered and if proposals do not impact on other town centre retail and regeneration objectives in west Cornwall.

Figure 7



## Employment

**5.6** New employment opportunities may arise for reuse of historic buildings in Hayle. On the edges of the town the Marsh Lane area may provide further employment or commercial opportunities over the longer term as Hayle grows. The St Erth industrial area may also offer opportunities for employment uses related to its A30

location or the west Cornwall public transport interchange.

## Infrastructure

**5.7** In delivering the strategy Hayle's infrastructure will need to be enhanced, including improvements to:

- **Healthcare** - Improved healthcare services to provide for a larger, and aging, population

- **Education** - an expansion of Penpol Primary school in the short term. Longer term expansion at Bodriggy, and review of Secondary capacity;
- **Utilities** - Localised investment in the area's utilities to cater for the demand from the additional housing and economic growth
- **Green Infrastructure** – Maintain / enhance strategic green corridors; provision of enhanced walking and cycling routes, and ecological corridors. New and improved public open space and green links will help provide much needed recreational facilities in the south of the town
- **Transportation** - The enhancement and promotion of sustainable transport options forms the heart of Hayle's transportation strategy. It is also recognised that highway improvements will also be required e.g. at Loggans Moor, St Erth, Carwin Rise, Foundry Square, Tolroy and the Causeway.

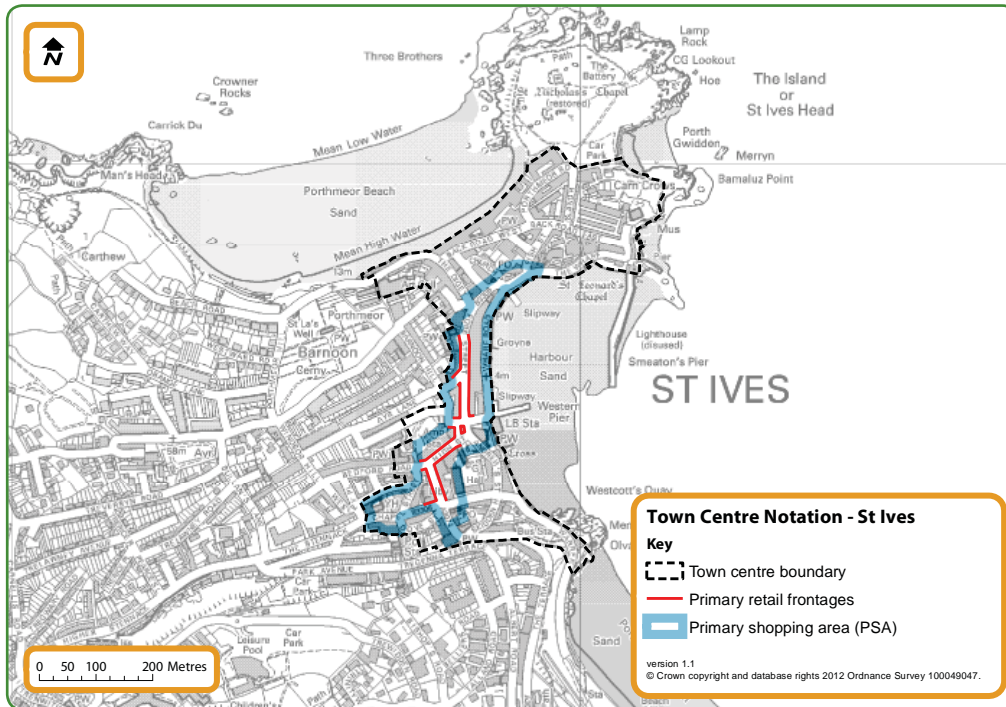
## St Ives and Carbis Bay

**5.8** The strategy for St Ives and Carbis Bay is to support and enhance its role as a key tourist destination, based on its unique setting and environment and its arts and cultural attractions, shops and restaurants. A further key element of the strategy is to assist in diversifying the local economic base through technology and flexible working. New homes with a focus on being affordable for local need along with enhanced and better access to community facilities particularly for residents in Carbis Bay are also key elements of the strategy.

**5.9** St Ives has a vibrant and healthy town centre based on its retail offer and many restaurants. The lack of physical opportunities to expand the Town Centre along with its success means the strategy for retail is to maintain, support and enhance retail uses within the existing Town Centre area. There are some limited neighbourhood facilities at Carbis Bay; these should be enhanced and strengthened where possible to enable better access for the community.



## Supporting and enhancing St Ives and Carbis Bay as a key tourist destination



### Employment

**5.10** In St Ives and Carbis Bay there is a lack of opportunities and suitable sites for any significant larger scale employment uses, however many local jobs are over reliant on seasonal tourism related activity, therefore reuse of existing sites for smaller flexible workspace for businesses and home working should be encouraged.

### Infrastructure

**5.11** Improving access, movement, and parking issues particularly through the busy summer months is a key aim of the sustainable transport strategy for the area.

**5.12** In delivering the strategy for St Ives and Carbis Bay infrastructure will need to be enhanced, including improvements to:

- **Healthcare** - Improved healthcare services to provide for a larger, and aging, population, including better provision and access at Carbis Bay;
- **Education** – enhance primary school facilities. Secondary school facilities are under review;
- **Utilities** - Localised investment in the area's utilities to cater for the demand from the additional housing.
- **Green Infrastructure** – Maintain / enhance strategic green corridors; provision of enhanced walking and cycling routes, and ecological corridors. New and improved public open spaces and green links; and
- **Transportation** - The enhancement and promotion of sustainable transport options including promotion of the West Cornwall Transport Interchange at St Erth. Better signage and an improved parking strategy. It is also recognised that some minor highway improvements will also be required at certain key junctions.

### Housing requirements

**5.13** The Community Network Area should plan for around 2,400 dwellings (about 120 dwellings per year) over the period between 2010 and 2030.

**5.14** As the main settlements with good employment and transport provision, Hayle and St Ives will be required to accommodate the majority of those dwellings. The overall level of housing proposed for Hayle will require a step change in building rates and the provision of significant infrastructure improvements. As a result it is envisaged that taking into account completions since 2010 and current infrastructure constraints an annual building rate between 2013 and 2018 of 60 per annum rising to 75 per annum for the remaining 12 years to 2030 is an appropriate target.

**5.15** Co-ordination will be needed amongst the remaining parishes within the CNA to ensure that housing needs are met. The Council will support the preparation of Neighbourhood Plans as a way of planning for the needs of those areas.

## Policy PP2 – Hayle and St Ives CNA

### 1. Development will be permitted where it can be demonstrated that the following priorities for Hayle and St Ives can be satisfied:

- a. The protection of the vitality and viability of St Ives and Hayle town centres 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. The provision of around 8,450sqm of B1a office accommodation and 8,450sqm of Industrial space has been identified. This has the potential of accommodating 650 jobs in the CNA over the plan period;

- c. Support new employment schemes both in the towns and in the rural areas. Emphasis should be given to quality, permanent work opportunities which break the cycle of seasonal labour. High speed broadband should be encouraged in all areas to meet modern working requirements;
- d. The provision of around 1,300 dwellings in Hayle in the period up to 2030 to be phased in relation to infrastructure requirements;
- e. The provision of around 750 dwellings in St Ives in the period up to 2030;
- f. The regeneration of Hayle focusing mainly on the Hayle Harbour area and the development of the wavehub and associated employment development;
- g. Support for St Ives Bay as a key

tourist destination. Proposals should support sustainable tourism which will enhance the tourism offer and deliver year round employment opportunities.

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

- a. The provision of around 350 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 should deliver community benefits in the form of affordable housing for local people and contributions to requirements for facilities, services and infrastructure identified locally.

