



7.1 KEY PROPOSALS

The role of Ilfracombe is as a coastal town, a place to live and work serving local residents. The success of the local economy is key to the regeneration of the town, and therefore the key town centre sectors – tourism and retail – need to be strengthened.

The proposals can be grouped under the following headings:

- Uses and activity in the town centre
- Environmental enhancement
- Key development proposals
- Access and movement

Uses and activity in the town centre

The uses and activity should support the key attractions within the town centre. In general, active ground floor uses are appropriate, (cafés, restaurants, retail and bars) as they create vitality, viability, interest and surveillance. Active ground floor uses should especially be encouraged:

- along the length of the main shopping street, so that it remains the key commercial area in the town;
- along Wilder Road where there should be a mix of uses should be encouraged, reinforcing leisure/attraction element;
- along Northfield Road, should the garage sites come forward for redevelopment; and
- along Fore Street, particularly at the Montebello garage site.

Environmental enhancements

Many areas of the town centre would benefit from environmental enhancements and improved public realm. Better signage, appropriate paving, public art, landscaping would all assist in creating a more comfortable and interesting pedestrian environment.

Walking audits of the town centre would identify the key links to be improved, where there should be new crossing points, better lighting, better maintenance etc. This should focus on:

- High Street;
- Wilder Road between Bath Place and The Quay; and
- The Quay and the pier.

The audits would provide impetus for a more detailed public realm strategy for the town centre, which would help to focus improvements.

Access and movement

The study has highlighted a number of issues related to access and movement.

Traffic congestion on High Street and The Quay at peak times needs to be understood more fully before more detailed changes to road layouts can be tested. Traffic modelling may be required along High Street in order to understand the implications of the realignment of the road.

A town-wide car parking study would help understand supply and demand, and inform the redevelopment potential of a number of sites currently used for car parking. A residential car parking strategy should also be considered, which would include an assessment of the viability of a controlled parking scheme.

The proposals for the tourist and residential bus loops also need more detailed testing as part of a town-wide strategy that includes the relocation of the bus station.

The study highlighted the poor provision for cyclists around the town. Cycle parking should be provided at key locations, for example at the Landmark Theatre, the harbour and perhaps in the future at Market Square.

Key development proposals

The study highlights four key development opportunities that will help to deliver regeneration in the town centre:

- Bus station - to provide active frontage to Broad Street and links between the harbour and High Street.
- Market Street/Avenue Road – to improve links to High Street from Wilder Road and provide the main shopping street with some much-needed open space.
- Wilder Road car park – to provide frontage to Wilder Road and to improve links from the car park to Church Street.
- South Quay and the pier – to provide more active uses, a new attraction in the swing bridge and create a pedestrian circuit.

The sensitive redevelopment of these sites would bring about real change to their local environments and improve the town centre as a whole.

There are a number of other sites that might provide the opportunity for redevelopment. Where they come forward, their redevelopment should comply with the guidance set out earlier in this document.

7.2 NEXT STEPS

A number key priorities and next steps for the Community Alliance have been identified:

Parking and movement

- Carry out a town centre car parking strategy to inform potential on Wilder Road car park, Wilder Road and the pier.
- Work with bus company to develop an integrated bus strategy.
- Revisit the feasibility of a tourist bus.
- Develop cycle strategy and look at potential for electric bike scheme.
- Set up a Pedestrian Forum to identify key areas for public realm improvements.

Harbour area

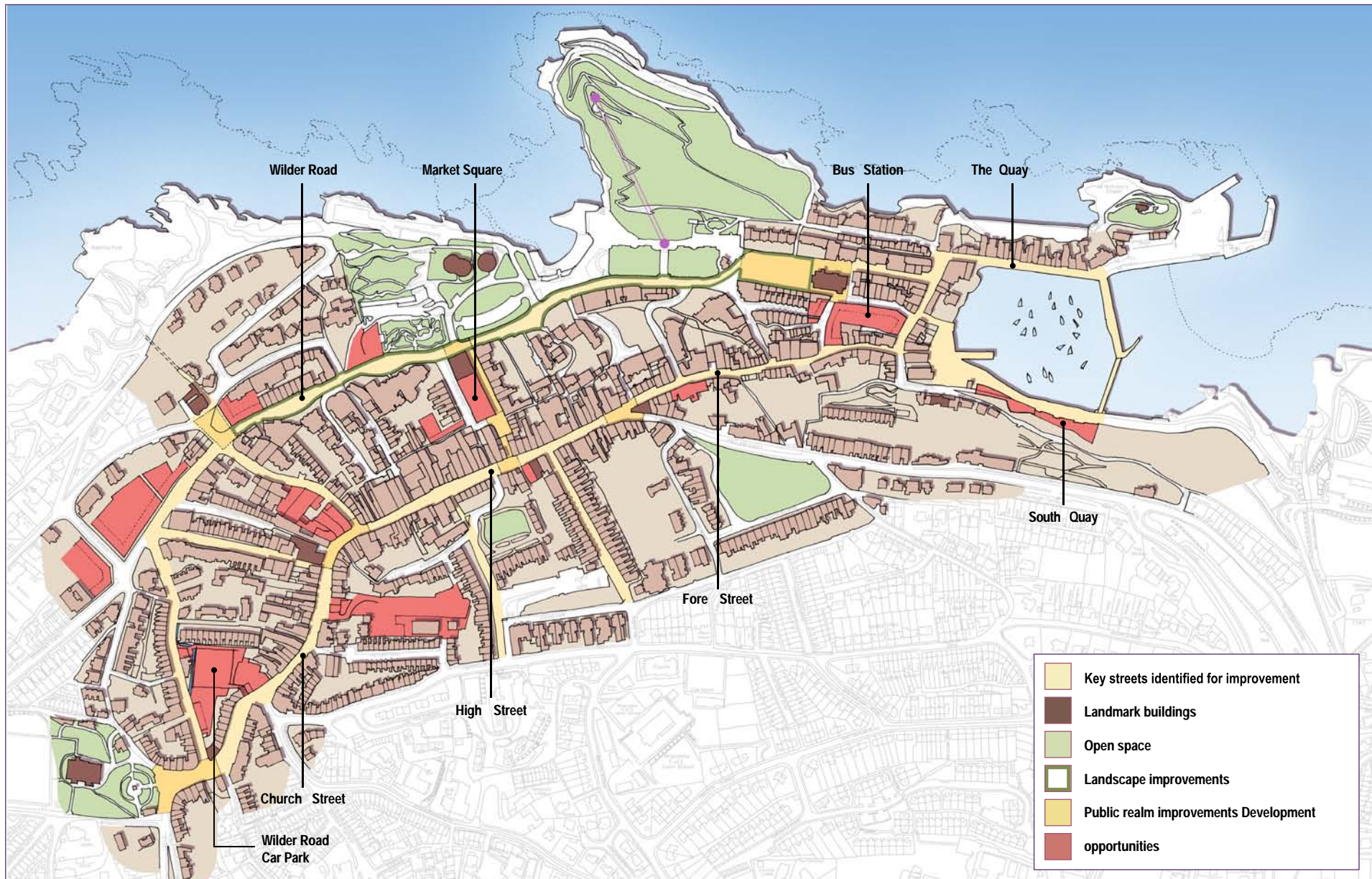
- Bus station - secure ownership of the site and relocation of bus station operations and prepare development brief for redevelopment of the site.
- Southern quay – prepare a development brief for the site and investigate the potential for a swing bridge.
- Continue to develop the harbour side proposals, as set out in the Community Strategy.

Public realm

- High Street – develop a scheme for High Street that includes changes in the road layout, with implications for traffic circulation.
- Develop a car parking approach and public realm strategy for Wilder Road, integrating it better with open space and leisure attractions.
- The Quay - develop a scheme for the area in conjunction with public realm improvements on the pier.

Other

- Market Square – discuss with the developer the potential for land swap, or if this is not possible, a revised approach to include some open space.
- Wilder Road car park - investigate development potential and opportunity for direct link with Church Street, with or without increasing car parking.



The master plan

