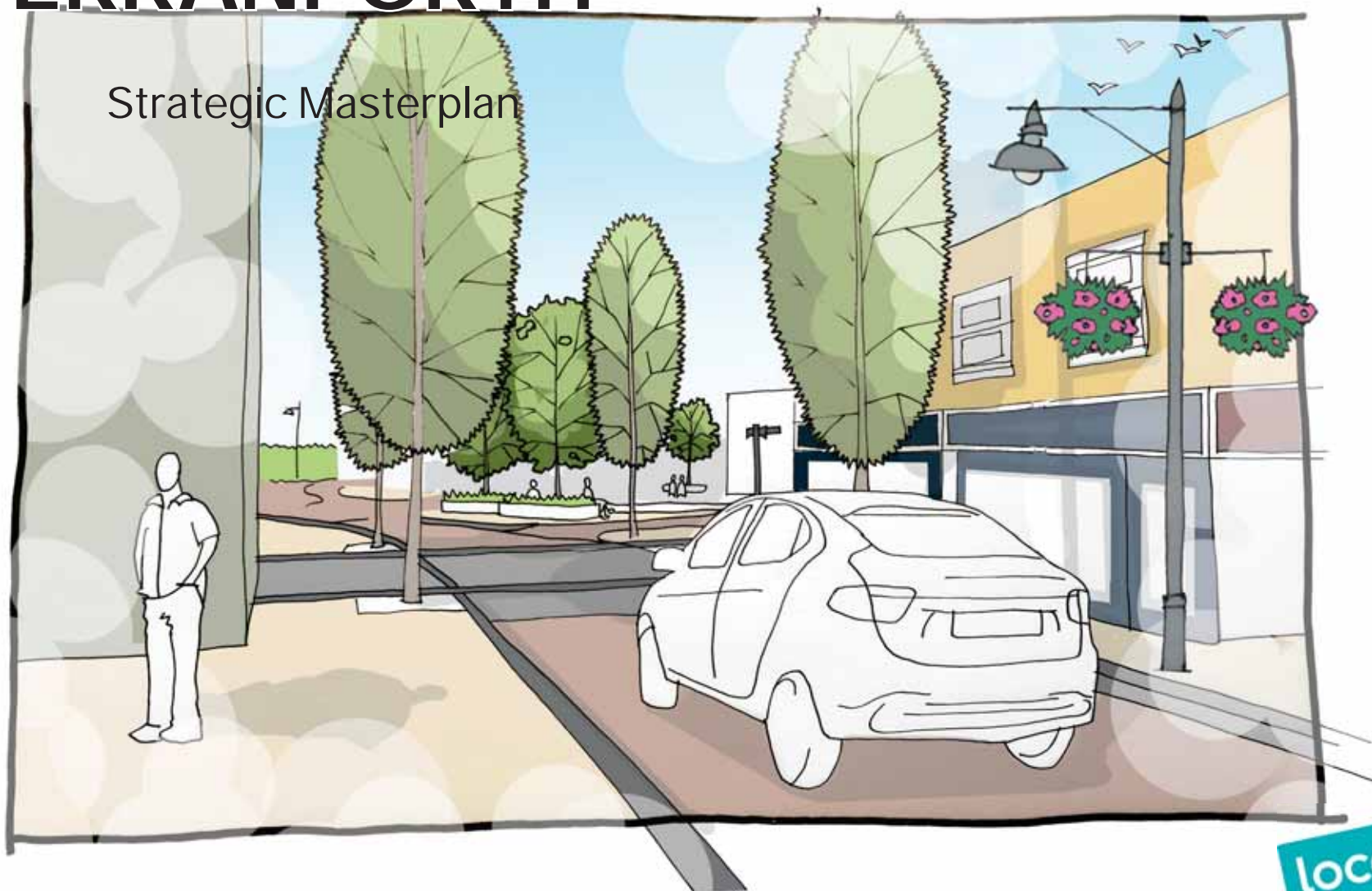


PERRANPORTH

Strategic Masterplan



Quality information

Document name	Ref	Prepared for	Prepared by	Date	Reviewed by
Strategic Masterplan Report	Perranporth	Locality	EMD	11/05/21	CA

Revision history

Revision	Revision date	Details	Authorised	Name	Position
04	14/09/21	Neighbourhood Plan Steering Group	PM	Philip Moore	Perranzabuloe Parish
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02	21/07/21	Neighbourhood Plan Steering Group	PM	Philip Moore	Perranzabuloe Parish
01	29/06/21	Draft Strategic Masterplan Report	EMD	Eimear McDonnell	Senior Landscape Architect
00	14/05/21	Internal Review	EMD	Eimear McDonnell	Senior Landscape Architect

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Introduction and Background

01

Introduction

Introduction

This report outlines a strategic masterplan study of Perranporth settlement, specifically St. Pirans Road and its immediate environs. This project is part of the government funded neighbourhood planning framework, working specifically with Perranzabuloe Parish.

The aspiration of the parish is to rejuvenate Perranporth high street through a strategic improvement plan covering public realm enhancement, shop front guidance and overall infrastructural improvements.

This document comprises of:

- Analysis of the settlement. Highlighting the opportunities and constraints found at the high street. Circulation is considered with connectivity related to the existing pedestrian routes in the settlement and opportunities of enhancement to the new All Saints Trail and SW coast path.
- Public Realm opportunities and Interventions. Looking specifically at the overall high street design, the main connecting pedestrian routes into the high street and its public realm enhancement opportunities. The aim is to enhance pedestrian access, with improved mobility and accessibility through upgraded surfacing and wayfinding. Parking in the settlement has been considered. Locations for proposed street furniture, public planting and wayfinding signage is outlined. Seasonal hospitality opportunities are explored with a seasonal intervention of the high street proposed.
- Shopfront Guidance is documented with guidance on overall frontages and protection of historical elements. Provision for Christmas lighting is noted.
- Concluding Next Steps with a summary of the findings and outlined methods to move forward.
- This study will provide a blue-print for cohesive design for the future of Perranporth settlement centre and beach approaches and frontage.

Objective

The objective of this report is to advise on how the existing layout of Perranporth High Street and surrounds can be enhanced by providing:

- Public realm improvements;
- Potential areas of intervention; and
- Shop front design guidance.

Process

The following steps were undertaken to produce this report:

- Initial meeting, site visit and walk around;
- Desktop research;
- Site design analysis;
- Development of public realm strategy and interventions;
- Preparation of shop front guidance; and
- Preparation of this draft report, for comment by the Parish Neighbourhood Plan Steering Group.



Figure 1.0 Aerial view of Perranporth Context (source Bing Maps)

Site Plan

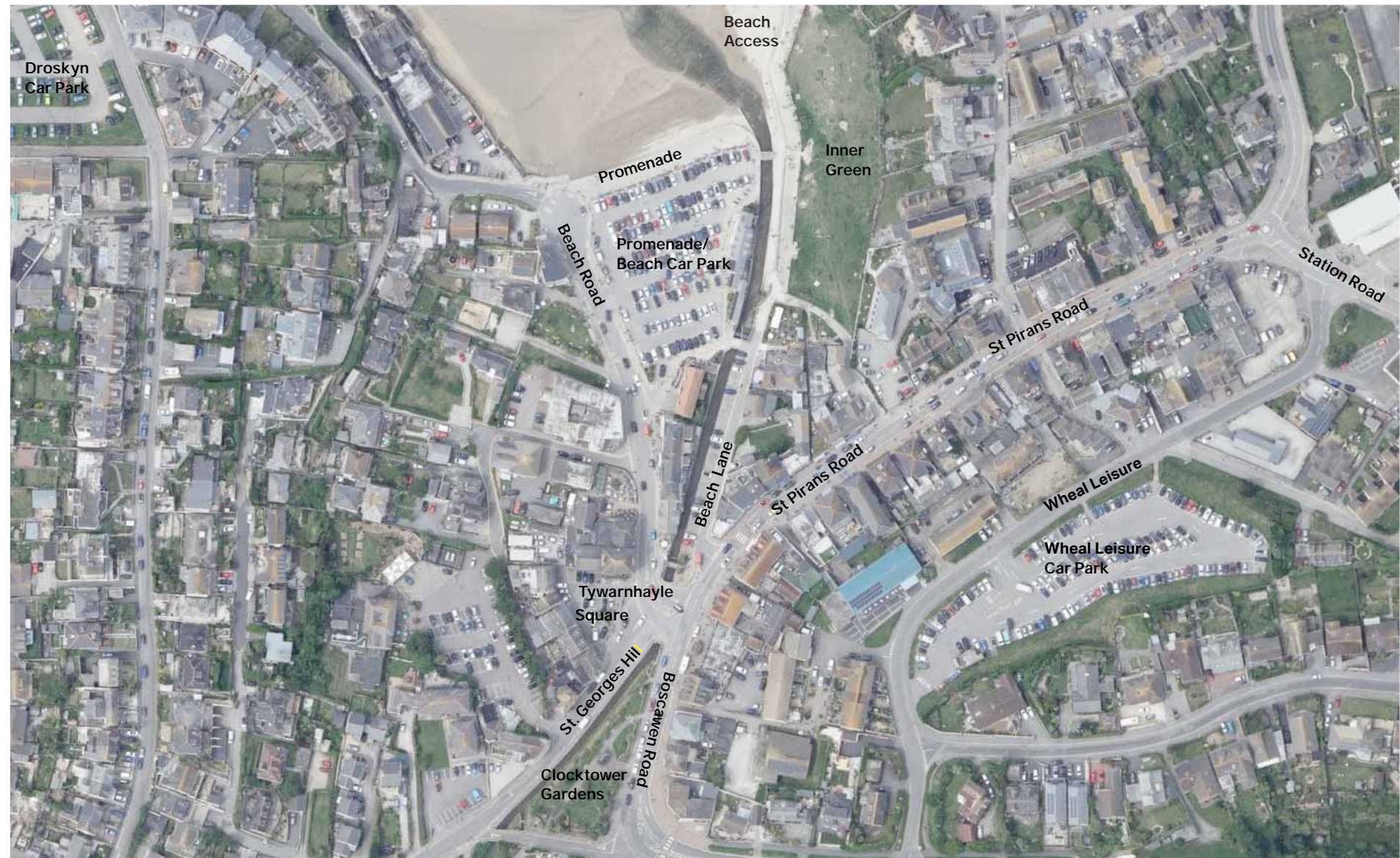
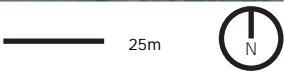


Figure 1.1 Aerial view of Perranporth Settlement Centre (source Google Earth)



Site & Existing Conditions

Location and Study Area

Perranporth is a seaside resort settlement on Cornwall's north coast. It is approximately 1 mile east of the St. Agnes Area of Outstanding Natural Beauty (AONB), and around 8 miles south-west of Newquay. It is the largest settlement in the civil parish of Perranzabuloe. The study area for this document looks at the centre of Perranporth, specifically its high street, St. Piran's Road.

Existing Site

History and Character

Perranporth formed from the Cornish mining trade. Originally a thriving settlement in the 19th century for mine workers and their families. Remnants of the mining history can be seen through the landscape. There is a lack of trees in the townscape due to the coastal environment and to felling or pit props. The scale of the settlement setting has not changed. Narrow streets forming off the main high street retain the historic scale. Cornish stone is utilised along a few building façades in the settlement which in turn stand out as good quality frontages. Stone walls are a lovely feature in the public gardens and along the riverside. For the most part however, the original character of the settlement has been eroded through differing development with flat roofs and dated façades. Inconsistent surfacing and furnishings further ingrain a poor quality to the settlement.

Access/Gateways:

Accessibility is an issue. Both Gateways into the centre suffer from seasonal traffic issues. Universal access is not provided throughout. Inconsistent surfacing and levels make this an issue, particularly from the Cliff and Wheal Leisure car parks. Wayfinding through the settlement is unclear with lack of signage an issue.

Existing Character



Irregular Facade and Shop Frontage



Narrow Pavement



Poor Surfacing



Inconsistent Shop Frontage



Some High Quality Shop Frontage



Traditional Cornish stone facade



Cornish Stone Wall



Perranporth Beach

Access



Western gateway



Eastern gateway



Wheal Leisure Access



Eastern Beach Access

Public Realm



Tywarnhayle Square



Promenade



Primary Access to Beach



Inner Green

Public Realm/Street Furniture

The overall streetscape has a lack of furniture and consistency throughout. A heritage style iron bench with green wooden slats can be found along the Promenade, Beach road and the Boat Lake.

Heritage street lighting follows the Boat Lake and Clocktower gardens but does not continue into the centre. A mixed variety of signage can be found in the settlement.

An attractive Fir green powder coated steel fingerpost sign can be found in the boat lake gardens. Lighting and signage is lacking from all main pedestrian routes.

The overall paving in the settlement is dated and inconsistent. It has no relationship to the town's heritage or surrounding building facades. The overall character of the public realm is dreary and dated with a lack of warmth and consistency throughout.

Urban Form/ Shop Frontage/ Landmarks

The urban form and shop frontage in the settlement is underwhelming. No apparent landmarks can be seen from the high street. The facades using Cornish stone with original pitched roofs stand out as good examples. Newer development however in the centre has flat roofs and no relatable materials in common with the surrounding heritage. Specific shop frontages stand out as good quality but overall the existing high street is dated, with no relatable palette making the experience inconsistent, uninspiring and forgettable.

Public Realm continued



Wayfinding - Beach Lane to beach



Wayfinding - High Street to Wheal Leisure



Wayfinding - High Street to Wheal Leisure



Wayfinding - High Street to beach

Street Furniture



Street furniture- iron bench with green wooden slats found at Beach Road bus stop, Promenade and Boat Lake Gardens



Street furniture- inconsistent bollards at High Street and Promenade



Signage- inconsistency throughout. Fir green heritage style fingerpost found in boat lake gardens. A white coastal steel fingerpost is found in the centre with the coast path wooden sign on the pathway and the gateway signage into the settlement found to be playful and artistic but inconsistent with everything else.



Lighting- heritage lighting and typical high street lighting

Shop Frontages



Good examples- Cornish stone with pitched roofs are certainly the warmest and most desirable palette found in the existing streetscape.



Poor Quality- flat roofs with inconsistent shop frontage design provide a poor quality facade finish with a visually cluttered streetscape.

Desktop Research

Perranporth Transport Study

Two transport studies have been completed on Perranporth. The most recent one was completed in 2008 by Pell Frischmann.

There were numerous recommendations proposed. See the relevant findings from the report summarised below;

“St. Pirans Road Recommendations

The most effective and desirable measure to prohibit parking from the centre of the village (at least during summer season) and relocate carriage space to pedestrians, cyclists, delivery vehicles and buses.

Liskey Hill. St. Georges Hill Junction Recommendations

Closing the bridge to motor vehicles will allow the junction to be redesigned at minimal cost and in a way that will be safer and simpler for drivers and pedestrians alike.

Twyarnhayle Square Recommendations

Twyarnhayle Square can be closed to motor vehicles and resurfaced so that it appears to encroach out into St. George's Road, and gives passing drivers the feeling that they are crossing a pedestrian area and encourages them to slow down and take special care. Traffic calming can be incorporated into the design.

Twyarnhayle Square/Beach Road Recommendations

As long as the Beach car park remains open it is not going to be possible to redesign this junction without very significant sums of money, which could not be justified. Only a major, radical scheme, such as traffic signals, would have any impact. The existing design makes the best of an undesirable situation.

Car Park Signing Recommendations

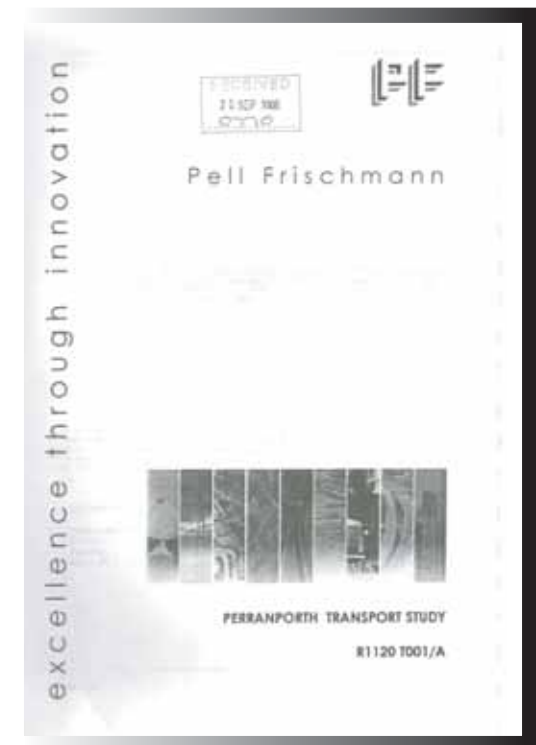
A recommended Signage Strategy will assist in reducing traffic volume through the village.

Traffic Management Recommendations

The car parks are privately operated and control over them is limited. The suggestions made would all assist in preventing congestion on the highway. It is beyond the scope of this study to find how they are licensed and regulated, but it may require some form of external control to change the operating methods.

Pedestrian Facilities Recommendations

The key route from the car parks to the beach, main shopping street and other key destinations can be identified and surveyed, and requirements for information Boards, Direction Signing and other pedestrian facilities can be drawn up.”



Surrounding Interest

Perranporth and its surrounds have ample interest to provide tourism and commercial revenue throughout the year. Below are some examples which can be developed.

1. Ancient History:

- Perranporth has a fascinating ancient history. According to mythology, St. Piran, the patron saint of Cornwall washed up on Perranporth where he built a Christian oratory in the dunes. His first disciples were a badger, fox and bear. The ruins of this chapel and cross from the 6th century are preserved in the sand dunes today. There is opportunity to expand this ancient mythology into the branding. Trails could be developed with this in mind and accessed via QR code/app.



2. Cornish Mining:

- The coastline to the south of Perranporth falls within the St Agnes Mining District of the Cornwall and West Devon Mining Landscapes World Heritage Site (WHS), the largest WHS in the UK.
- It is said that St. Piran discovered tin, which became a predominant material mining in Cornwall. Perranporth had working mines from the 19th century. Perranporth Museum displays historical information upon its mining history. This narrative could be enhanced and better links to the library provided.



3. World War History:

- The last remaining intact Spitfire & Hurricane Airfield in the UK is located at Perranporth Airfield. The Nobel Family munitions and explosives factory at Cligga is also part of the world war history in the locality.

4. Environment and Biodiversity:

- The environment surrounding Perranporth is outstanding. It includes the Coastal Walk (South West Coast Path (SWCP) and the World Heritage Site-Cligga). There is an opportunity to enhance links into the settlement centre from these walks and the proposed 'All Saints Trail'.

5. Beach and Surrounding Activities:

- Swimming
- Surfing
- Cycling
- Walking
- Golfing
- Orienteering
- Triathlon
- Coaststeering



Site Analysis

02

Site Analysis

Existing Open Space

Perranporth has good quality gardens and pitches located within walking distance of the centre. The beach is the largest amenity in the town and brings a wealth of seasonal visitors. Pedestrian links connecting these elements are not currently in place, with inadequate pavements on traffic dominated routes not giving pedestrian priority.

Identifiable pedestrian routes would improve the quality of space from the existing amenities and parking locations.

The pedestrian route from the Cliff car park to the beach and centre is an inappropriate width for safety. This pathway would be optimally 3m wide with adequate wayfinding and lighting from the South West Coastal Pathway (SWCP). An opportunity to create a cantilevered pathway connecting into the Seiners Arms would perhaps benefit both Perranporth and existing business. Improved access in sensitive locations can be achieved. Tintagel Castle footbridge is an example of such in Cornwall.

There is an opportunity to form a pedestrian/cycle route linking into the proposed All Saints Trail through the Hendrawna Gap. This would connect west to east through pedestrian and cycle infrastructure.

The existing signage at the Boat Lake Park is sympathetic to the existing context and should be carried through into the settlement. A clear signage strategy with bollards, finger posts and information signs would enhance wayfinding throughout the town and strengthen the towns sense of identity.

Street tree planting will provide a better visual clarity for pedestrians and motorists alike, outlining pedestrian priority spaces. Careful species selection and adequate planting pit detailing with maintenance would be key to survival of any tree planting in this location.

Please refer to the Open Space Plan on the following page for reference.

Existing Open Spaces

1. Beach & Dunes
2. Perranporth Rugby & Football Ground
3. Tennis Club (only publicly accessible grass courts remaining in Cornwall)
4. Bowls
5. Boating Lake
6. Sundial Park
7. The Promenade
8. Inner Green
9. Boscowan Gardens
10. Bolenna Park (with playground)
11. Hendrawna Allotments
12. Ramonth Way Gap
13. Hendrawna Gap
14. New Road Wet Woodlands/Bolingey Marsh
15. Walks- South West Coastal Pathway (SWCP)
16. Proposed All Saints Trail-Perranporth to Newquay



1. Beach and Dunes



7. From the Promenade

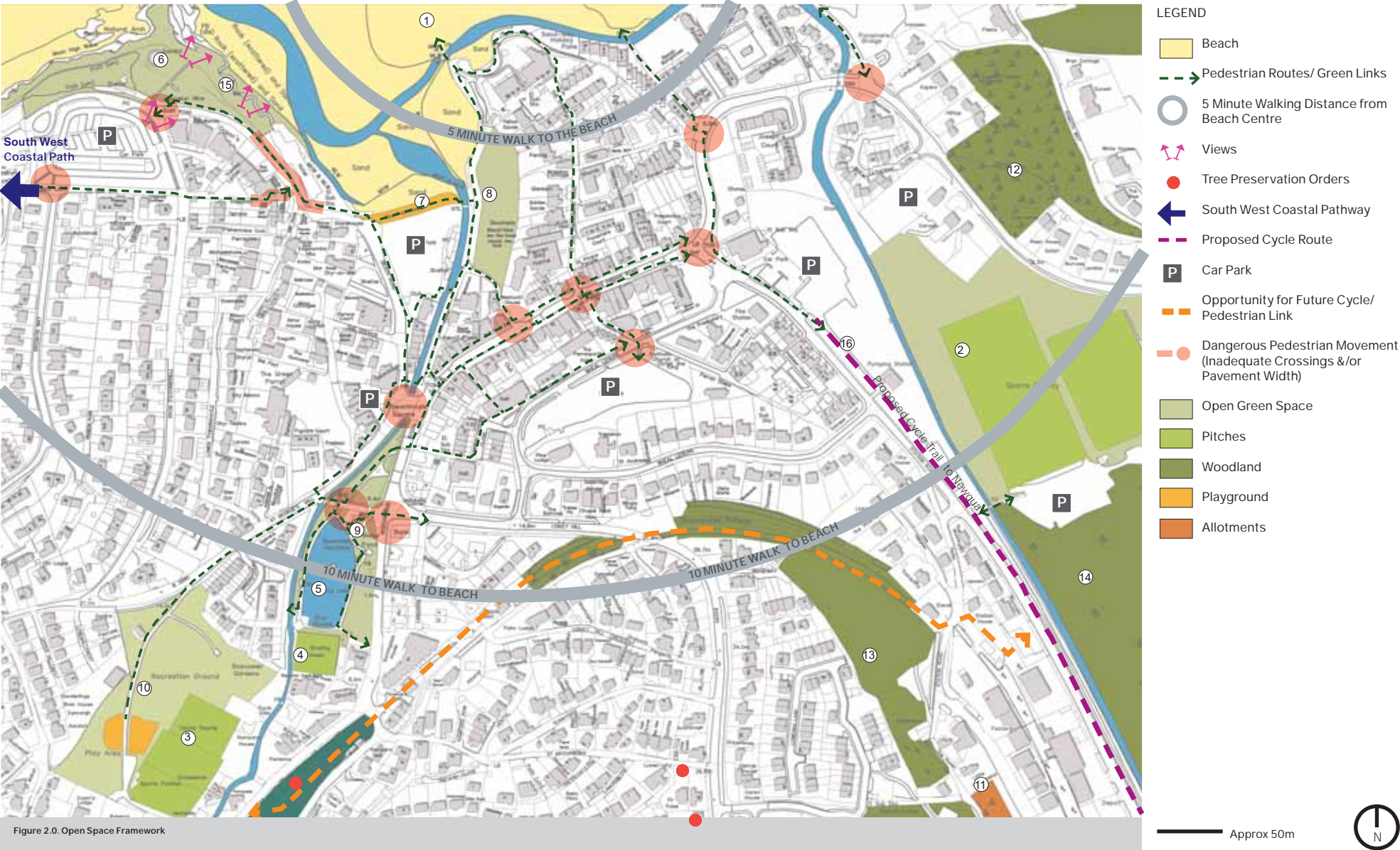


8. Inner Green



10. Bolenna Park

Existing Open Space Plan



Land Use of Perranporth

This document has been produced during the Covid Pandemic. It is important to note the government policy has been updated regarding permitted development rights (PDRs), many of which have been in response to Covid-19. Specifically, a new PDR has been allowed for the change of use from the new used class E (commercial, business and service) to C3 residential. This may have a influence on the land use of towns in the coming years. The following section outlines the current land use of Perranporth.

St Piran's road is the settlement high street. It is long traversing street approximately 450m in length, south west to north east.

The current land use of Perranporth is mixed with dwellings and commercial buildings found in the centre.

There appears to be a lack of connectivity between the town's car parks and high street. This would be a key issue to resolve in aiding the future development of the town.

The active frontages along the high street are reducing, with the recent loss of the bank as an example. The butchers and post office would be considered the most active frontages along the high street.

A combination of cafés, restaurants, takeaways and drinking establishments are located along the high street and Tywarnhayle square.

The Memorial Hall is located at Wheal Leisure, and is well used. A pedestrian route from Wheal Leisure through the hall to high street is a short route occasionally used by the locals.

Seasonal shops are scattered throughout the high street and provide active frontage from Easter to Autumn.

Residences occur as the street graduates east and coincides with a reduction of pedestrian traffic in the high street.

To aid appropriate growth the following is proposed:

- Form a strong town core. Refer to the drafted Neighbourhood Development Plan for reference on zoning.
- Ensure new development from core vacant sites have an appropriate palette of materials that reinforces the heritage of the settlement. The use of Cornish stone and pitched roofs is to be encouraged.

Address pedestrian priority with;

- Enhanced pedestrian links to and from the high street. This can be achieved through a strong wayfinding strategy. Care needs to be given in de-cluttering the streetscape alongside this.
- Provide adequate universal access routes with upgraded surfacing and parking facilities.

Note an upgraded public realm will retain foot traffic in the area optimising commercial viability.



Butchers and Post Office



Vacant Sites



Residential Dwellings on High Street



Seasonal Shopfronts

Figure 2.1 Existing Land Use Diagram

Movement and Circulation











The current circulation in Perranporth is car dominated. The traffic flow pattern changes dramatically during the summer season compared to the rest of the year. Inappropriate parking due to lack of alternatives can cause traffic jams and are potential hazards.

St Pirans road contains numerous pinch points that can cause traffic problems in the high season.

Pedestrians and cyclists are often compromised by the lack of safety passing areas. A defined and improved pedestrian framework from the existing parking /St Pirans road to the beach is needed.

A proposal to enhance the high street whilst making it safe for vehicles and pedestrians alike is needed.

LEGEND

-  Vehicular-Primary Route
-  Vehicular-Secondary Routes
-  Gateway/Nodes
-  Key Junction
-  Car Park
-  Bus Stops
-  Pedestrian Routes
-  Access (Beach/Parks)
-  Walks-Coastal Walk
-  Cycle Trail-Proposed Perranporth to Newquay

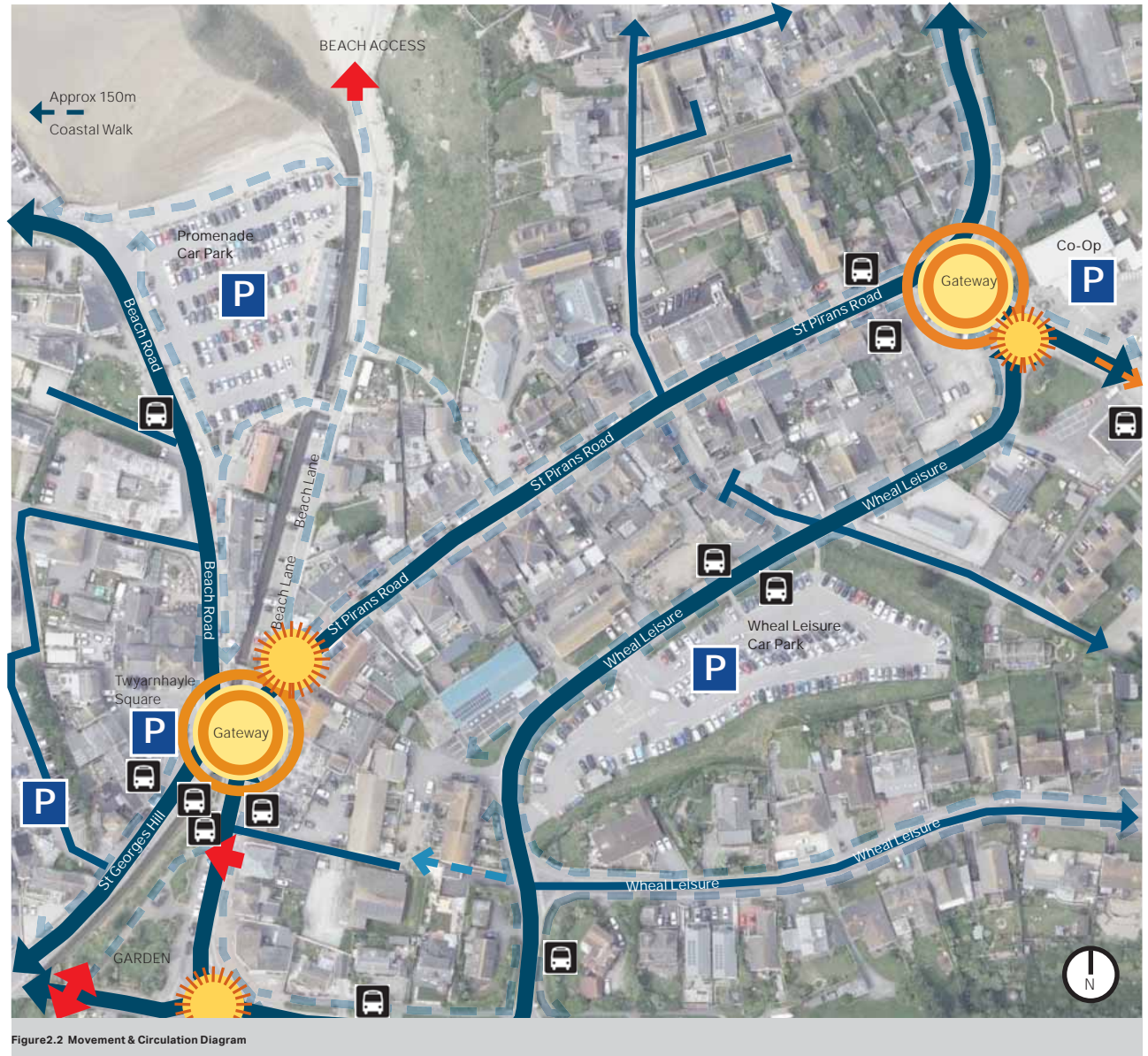


Figure2.2 Movement & Circulation Diagram

25m

Car Parking

Perranporth has a combination of on street parking, private, public and seasonal car parks.

The locality does not want to lose any existing parking on site. Local observations have noted part of high street parking has been fenced off during Covid, reducing foot traffic.

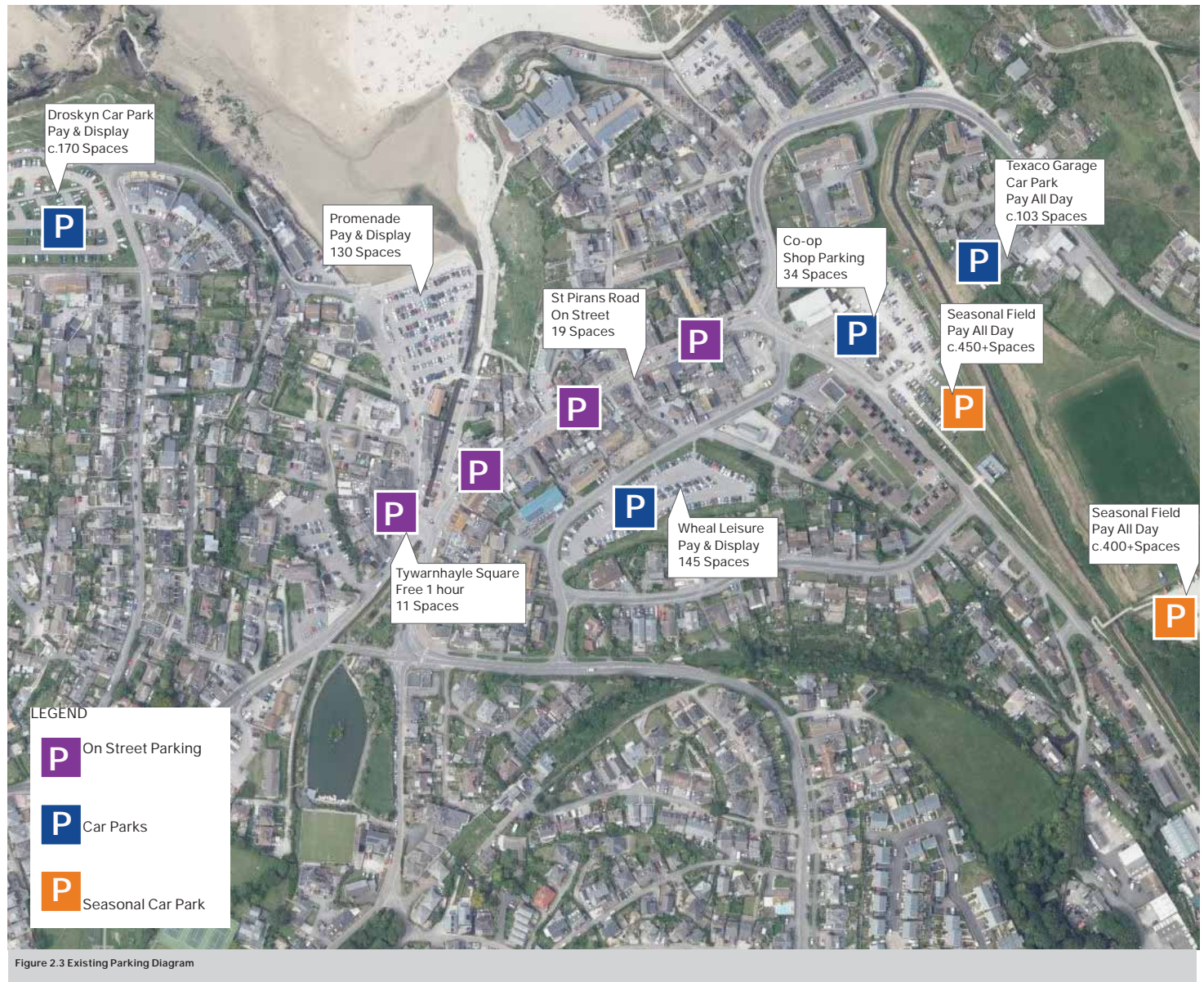
On street parallel parking is provided along the high street. These are very narrow spaces 2m in width.

Parking during the tourist season is problematic and can cause issues for locals and tourists alike. There is an opportunity to provide local permits to residences and enforce a 30-minute parking rule for all other users on St Pirans Road.

Park and ride locations are to be proposed outside of the settlement with appropriate public transport connection in the aspiration to ease seasonal traffic. Care will need to be taken to select appropriate locations which do not conflict with landscape character locations, land use policies, views or settlement gaps.

Wheal Leisure car park is currently underutilised with its existing parking layout. A landscape island in the car park will help provide numerous additional spaces to the scheme whilst providing an added amenity to the space.

Information boards (as part of the overall signage strategy) should be added to all car parks (including seasonal) for wayfinding clarity. There are opportunities for shelters, showers and storage in these locations.



— Approx
50m



Key Findings

Following the site survey, desktop research and overall analysis undertaken of Perranporth, the following has been found:

- The character of the settlement has been eroded overtime. Appropriate development façade treatment and public realm palette can reinforce this character. Encourage use of Cornish stone and pitched roofs in future development of the central core.
- An inconsistent public realm palette of street furniture, lighting and pavements provides a poor-quality finish to the settlement. A unified surfacing and site furniture palette with a warm heritage feel will not only enhance the character of the settlement but it will upgrade the overall streetscape.
- Pedestrian circulation is an issue with unclear wayfinding and inadequate connections and pavement width. Universal access would optimally be provided from all car parks to the centre. Pedestrian crossings at pedestrian nodes are needed with a clear wayfinding strategy to be undertaken.
- Existing car parks need to be upgraded with information boards, and facilities such as toilets, recycling and storage where appropriate.
- Traffic is an issue in the town, particularly during the tourist season. A proposal to enhance the high street, making it safe for both pedestrians, cyclists and motorists alike is needed.
- Parking is an issue during summer months. Park and ride locations are to be proposed seasonally with appropriate links into the centre.
- There is a opportunity for a cycle connection through Hendrawna Gap to the proposed All Saints Trail.

Assessment Tools

Guides

How can we create complete and connected places? What guides are available to help professionals and users alike create successful places and neighbourhoods?

- The Healthy Streets Approach by Lucy Saunders, a specialist in public health and transport has provided a assessment tool which highlights '10 Indicators of a Healthy Street'.
- The Town and Country Planning Association (TCPA) have created a 20-Minute Neighbourhoods Guide for creating healthier, active, prosperous communities in England.
- The National Design Guide - planning practice guidance for beautiful, enduring and successful places outlines well designed places with ten characteristics to consider,
- Building for a Healthy Life (BHL) is a design tool for creating places that are better for people and nature. It contains a 12-point structure and underlying principles.
- NHS "Putting Health into Place" has worked on 10 demonstrator sites, one of which was Cranbrook in Devon. From developing these sites it formed 10 principles for development and place making which has been outlined in four publications of the Healthy New Towns Programme.



Figure 2.4 Healthy Street Indicator

Concept Masterplan

03

Opportunities & Constraints

There are numerous opportunities and constraints that we have identified for the development of Perranporth strategic masterplan.

They are as follows:

- Green Spine: There is an opportunity to connect the existing green infrastructure in the settlement centre. Form a pedestrian priority route through the central core to the beach.
- Green Links (pedestrian priority routes): Enhance pedestrian priority routes providing visual clarity to both vehicular and pedestrian traffic.
- High Street (St Piran's road) Upgrade: Address pedestrian connectivity, traffic and parking constraints whilst providing an attractive streetscape that can enhance shop frontages.
- Enhanced Public Realm: Opportunity to enhance locations with passive recreation and art installations. There is scope for enhanced connection to the river.
- Vehicles: The existing vehicular infrastructure is a constraint with either side of the high street starting with busy junctions. Art interventions can help form landmarks to these junctions forming distinctive nodes.
- Parking: Any parking removed from the town core will need to be reallocated nearby as a mitigation measure.
- Cycle Connections: Opportunity to form a strong cycle connection along the old railway route at Hewdrawna Gap connecting the green framework into the new proposed All Saints cycle route from Perranporth to Newquay.

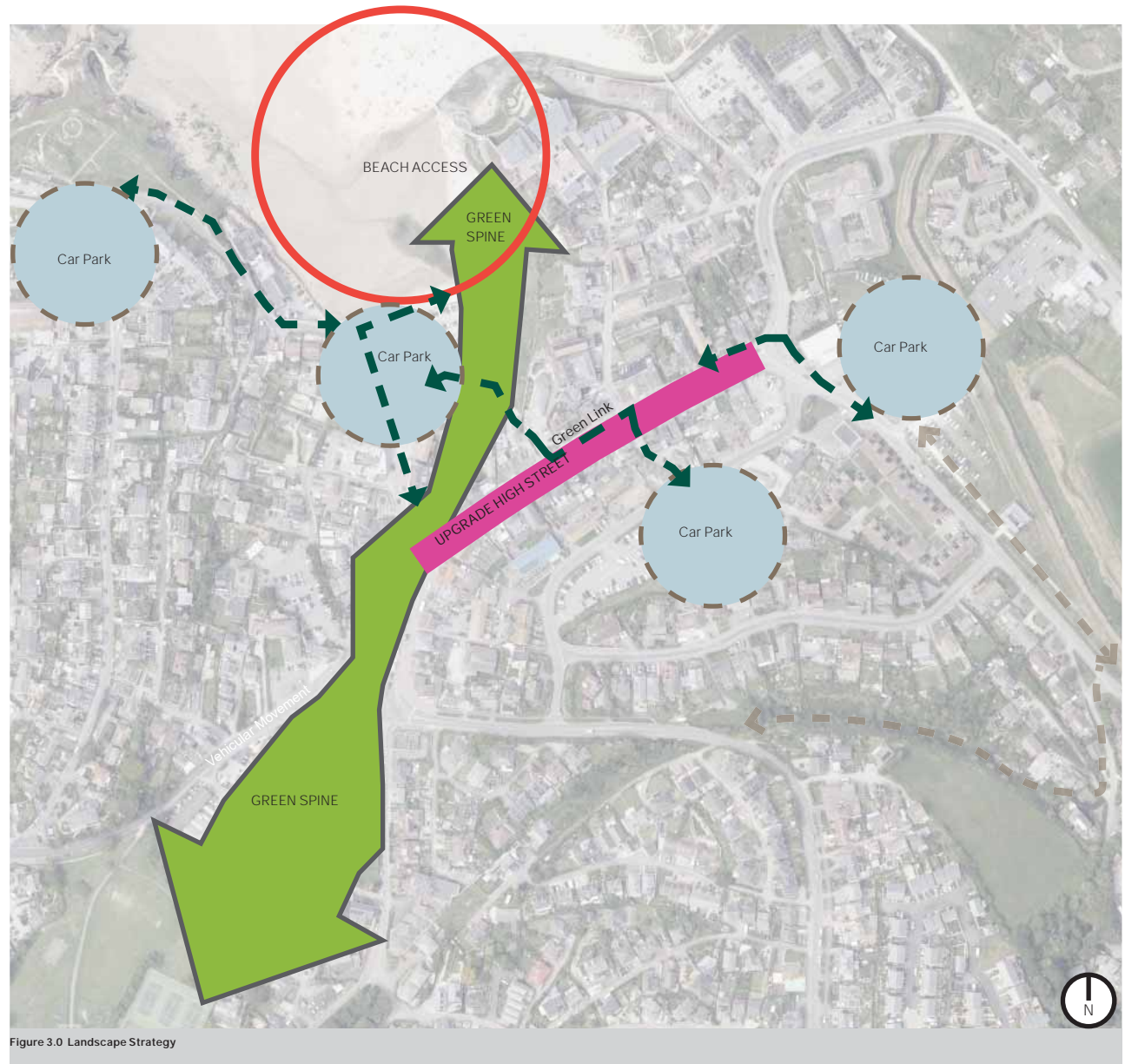
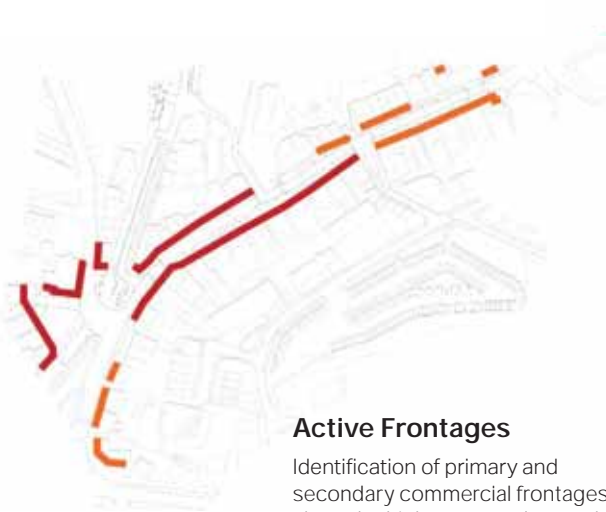


Figure 3.0 Landscape Strategy

25m

Concept



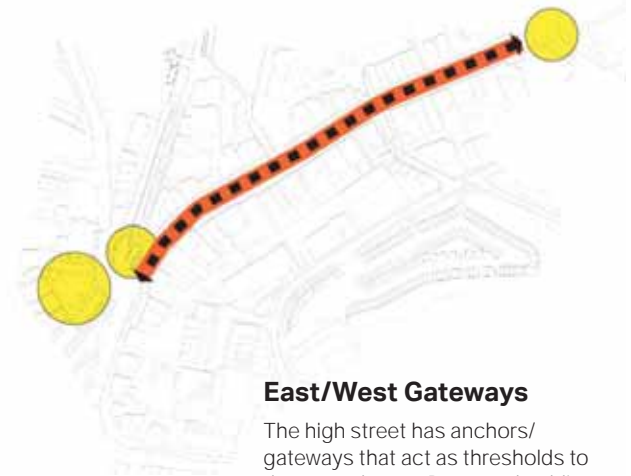
Active Frontages

Identification of primary and secondary commercial frontages along the high street and central core.



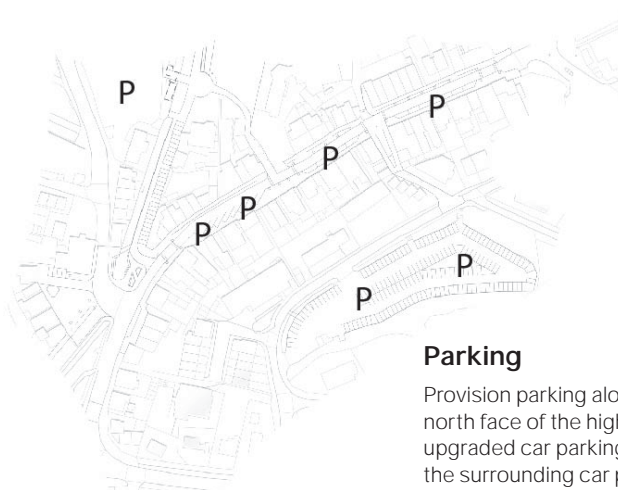
Connectivity/Green Links

Provision for better pedestrian routes with defined surfacing, signage and spaces for passive recreation.



East/West Gateways

The high street has anchors/gateways that act as thresholds to the central core. Proposed public realm enhancement to the West and Gateway art to the East.



Parking

Provision parking along the north face of the high street with upgraded car parking facilities in the surrounding car parks.



Recreation

Provision public amenities in upgraded public realm with passive recreational facilities along the south face of the high street.

Public Realm Strategy

Public Realm Strategy

Protect, Enhance and Connect Existing Green Framework

Improved pedestrian crossings, upgraded surfacing, street tree planting, and clear wayfinding signage along the existing network will help form pedestrian friendly routes to and from the central core, beach and surrounding amenities.

Pedestrianizing the bridge (between the boat lake and gardens) coinciding with an upgraded junction layout directing vehicles will provide safer routes for both pedestrians and vehicles alike.

Upgrade the St. Pirans Road

St Pirans Road and Wheal Leisure (from the car park) is proposed as a one-way 20 mph system. Reducing the carriageway to 4.6m wide, travelling anti-clockwise, providing an upgraded surface for both vehicles and cyclists on the carriageway, with a widened footpath for pedestrians. The upgraded carriageway and footway surface will have clear demarcations at crossings and pedestrian priority routes.

Parking has been relocated to the north facing side of the street providing passive recreation opportunities for pedestrians along the south face of street. Seating and appropriate way finding can be found along these locations. Pedestrian crossings have been upgraded and increased allowing for pedestrian priority routes through the high street to the beach and car parks.

Provision of a streetscape hierarchy with active primary frontages and secondary frontages given differing landscape treatments. Temporary parklets can be located along the south face of the active frontages on the high street whereas street trees and street furniture can be implemented along the southern faced secondary frontages.

An implemented colour scheme for the high street frontages can enhance community spirit whilst providing a distinctive backdrop to the centre.

Pedestrian priority routes have been enhanced with street tree planting, distinctive paving and wayfinding elements such as signage and banners.

Smart Seasonal Street - Formation of a Destination

The aim is to make the high street a destination which will increase pedestrian dwelling time in the area. This can be achieved with differing festivities, temporary play opportunities and temporary parklets. It is recommended to make the high street a car free zone during peak tourist season.

Electric drop bollards can be installed, where they are positioned above ground from 11am to 4pm during peak season.

A traffic management study will need to be undertaken to facilitate this with the likely proposal being two way traffic through Wheal Leisure at this time.

Opportunity for park and ride drop-off and public bus access will be allowed in order to mitigate traffic issues. Vehicular movement will be able to traverse the town through Wheal Leisure during these times.

Enhanced Public Realm

The existing **square** can be upgraded to become pedestrian priority. Removed parking can be accounted for in the **upgraded Wheal Leisure car park**, providing additional parking and passive recreation with the adjusted layout. The enhanced town square can be increased in size with quality resurfacing extending onto the adjacent carriageway emphasising pedestrian priority and formation of a key town landmark. This plaza style environment will be able to host community festivities and temporary outdoor seating for surrounding business. There is also the opportunity for art interventions with a focal point sculpture or tree forming a key vista through the town and high street.

Beach Lane- This laneway is currently a primary gateway for beach access through the high street. An enhanced public realm space with passive amenities for pedestrian comfort would be opportunistic. Connection to the river could be opened forming a unique town space for the community and visitors alike. The lane itself needs to be reconfigured with pedestrian priority in mind. Adjusted location of parking would open a river park laneway. Resurfacing will reinforce a pathway feel providing an appropriate gateway to the primary amenity to the town-the beach.

Green Links (pedestrian priority routes)- Following on from Beach Lane proposals, provision of further green links within the centre are to be highlighted and established. These will connect key nodes such as the high street and the beach. Resurfacing of these locations with a high-quality shared surface material bookended with tree planting at pedestrian crossings will provide a visual clarity and streetscape hierarchy to the public realm. Opportunities for art installations and passive recreations can be found at these locations. Implementing an appropriate signage strategy throughout.

Strategic Landscape Plan

(Refer to page 25 for key number reference)



Figure 3.1. Public Realm Strategy and Framework Diagram

STRATEGIC PLAN LEGEND (Refer to page 24)

St. Pirans Street Streetscape Upgrade

1. One-way carriageway for vehicles and cyclists (4.6m wide).
2. Upgraded pavements with widened south facing pavement where feasible. Existing pavement kerb highlighted in blue dashed line.
3. Reallocated parking to northern face of high street
4. Street tree planting.
5. Upgraded pedestrian crossings.
6. Enhanced building frontages (Refer to section 5 in document).
7. Seasonal parklet locations.
8. Proposed street furniture locations.

Public Realm Enhancement - General

9. Primary pedestrianised route/green link.
10. Opportunities for temporary art installations.
11. Gate way art intervention at this roundabout.
12. Upgraded Wheal Leisure road and pedestrian crossing
13. Proposed universal access from Wheal Leisure car park to the town hall. Opportunity to upgrade town hall building and provision of lift access to the high street.
14. Upgraded Wheal Leisure car park and street trees.

Public Realm Enhancement - Twyarnhayle Square

15. Pedestrian priority high quality shared surface,
16. Parking removed and relocated to wheal leisure car park.
17. Street tree planting with street furniture at bus stop.
18. Focal point with feature tree or Cornish sculpture.
19. Open paved area to act as temporary café seating and transform to seasonal market space.

Public Realm Enhancement - Beach Lane/Beach Access

20. Opened river access creating an amenity.
21. Raised planters with focal trees and seating.
22. Revised bridge locations.
23. Upgraded junction.
24. Pedestrian priority route to the beach with a high-quality shared surface.
25. Lighting and flower baskets creating visual clarity whilst screening back of house services.
26. Relocated parking with increased Wheal Leisure car park allowing for removed spaces.
27. Pedestrian node with new pedestrianised bridge.
28. Demolished buildings relocated to venue outside of settlement core.
29. Upgraded Inner Green with a natural sand play centre and upgraded grounds with tree planting and banners providing clear visual clarity of direction to beach. Strengthen Visual links between Green and Perran Bay.
30. Upgraded pedestrian promenade with feature planting and banners guiding to the beach.







Figure 3.2 St Pirans Road/High Street Axo

Smart Seasonal Street

LEGEND

-  Moveable Bollards
-  Pedestrianised Zone

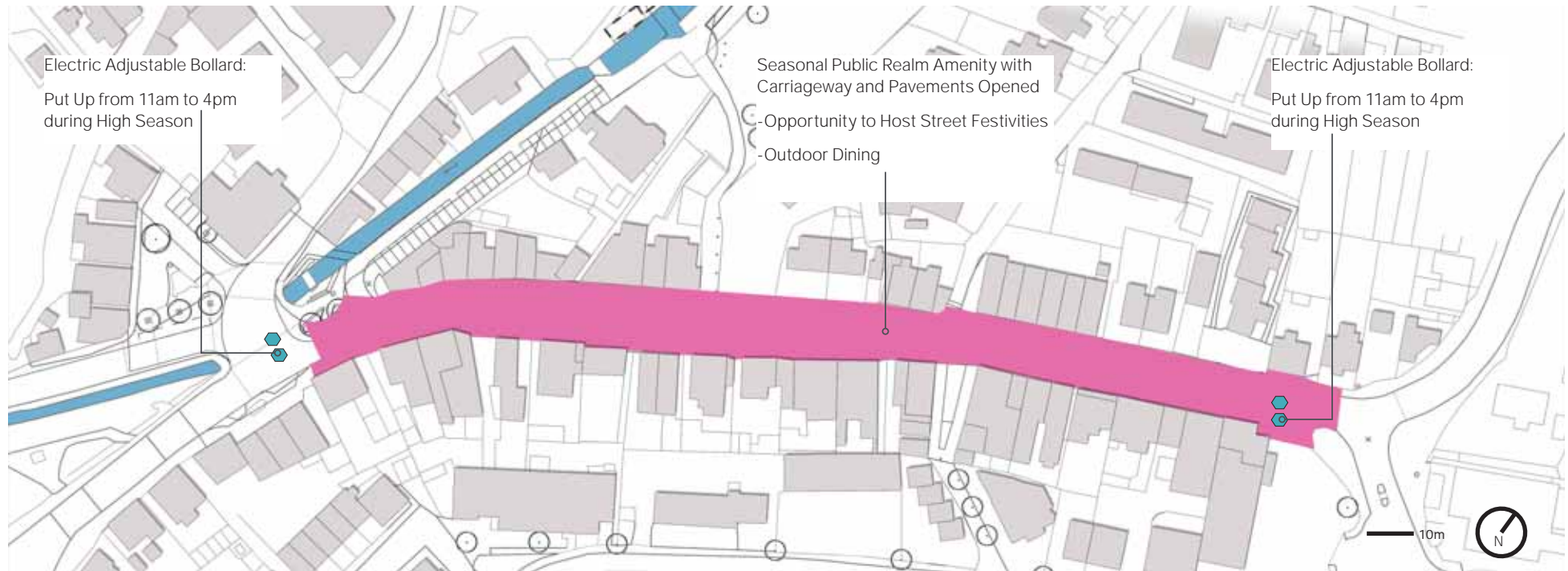


Figure 3.3 Seasonal Pedestrianised Zone (10am to 5pm)

Reference Images



Street Festivals



Outdoor Dining



Temporary Play

Precedent: Frodsham, Chester

A pedestrian priority shared space scheme. Designed to appear as a pedestrian environment to encourage pedestrians to engage in retail and social activities but enabling vehicle penetration, particularly buses, to the heart of the city centre. The layout encourages drivers to be very respectful of pedestrian priority and drive very slowly.

A clear-zone, free of all street furniture is located along each side of the street to ease navigation for blind and partially sighted users. This is demarked by tactile paving. This design element would be proposed on St. Piran's Road.

This project is one of the few shared space schemes that is praised by blind and partially sighted users.

Before image ▼



De-cluttered Street Furniture and Robust Materials: The street was decluttered of unnecessary furniture and a simple robust palette was designed provided visual cohesion and pedestrian priority. ▼



Pedestrian Priority: Pavers define the pedestrian crossings with buff coloured asphalt covering the carriageway picking up on the historical setting. ▼

Signage and Branding: A wayfinding and signage package was designed and implemented giving an enhanced sense of identity to the scheme. ▼



Wayfinding for Visually Impaired: Clear-zones demarked by tactile paving ▼



Precedent: Clonakilty, Cork, Ireland

An Urban Design 'holistic design-led approach' was adopted for the Clonakilty Main street works delivering a new streetscape amenity initially from a civil engineering drainage scheme intervention which required extensive excavation along the main street thereby creating an opportunity for the reconfiguration of the streetscape.

A crucial criterion was safety and accessibility where pedestrian priority is further established over the motor car thanks to the introduction of contemporary traffic calming measures consisting of raised traffic tables as shared space, quality materials and placemaking principles.

The design concept is based on the reduction of street clutter and the provision of wider pedestrian zones including "mini squares" at strategic location. While improving the legibility of the street, these shared raised tables act as informal gathering place for people.

During peaks in the tourist season the main street is closed off to host festivities. One such event is the street carnival in June which has everything from street food, music, clowns, jugglers, kids games, street table tennis, bouncy castles, face painting, stilt walking, magicians, drummers and lots more. This is something that could be achieved on St. Piran's road.

Public space has been opened up for the pedestrian in strategic locations.



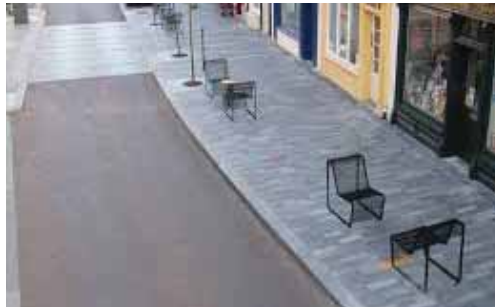
Pedestrian Priority: Street furniture and trees are part of transition "home zone" areas designed to create enclosure and to act in lieu of bollards.



Before



Materials: Red Chipped Hot Rolled Asphalt surfaces the carriageway with stone pavers signifying raised tables for pedestrian crossings.



Proposals
Traffic, Circulation & Wayfinding

04a

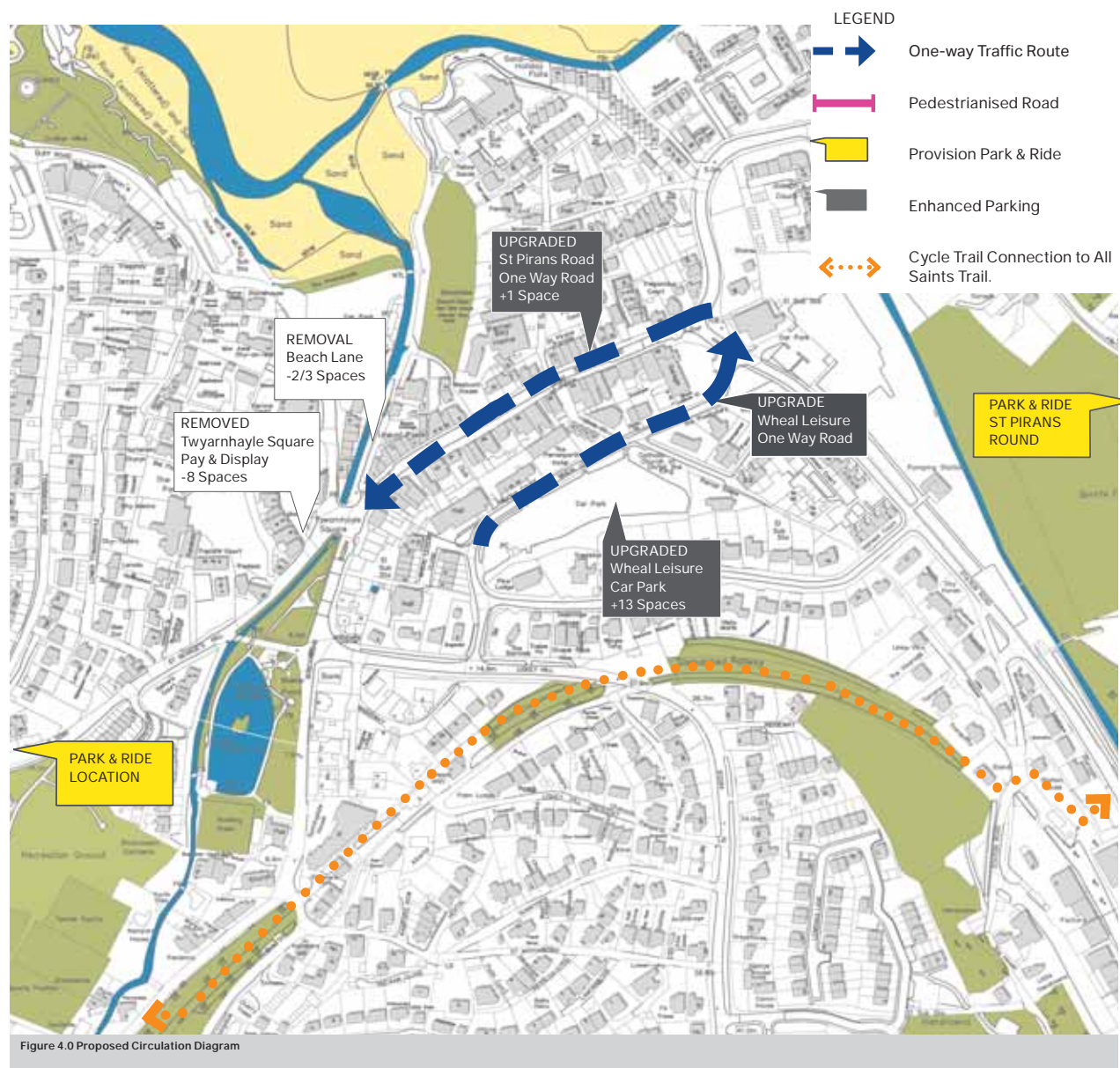
Proposed Axonometric Recommended Circulation Routes

Traffic Management:

- One-way traffic system, counter clockwise, 4.6m wide (as recommended in the Manual for Streets 2, CIHT 2010 for bus and cyclists) is proposed on St. Pirans Road and from the car park at Wheal Leisure. Two-way flow is maintained on Liskey Hill and Station road. The traffic system will provide adequate space to improve the streetscape along Wheal Leisure and the high street. Creating safer routes for vehicles, pedestrians and cyclists alike. Note a detailed transport strategy would be needed prior to this implementation. It is recommended that a Signage Strategy is undertaken that will assist in reducing traffic volume.
- The existing traffic is an issue, particularly during the summer months. Imposing a 20mph speed limit will reduce traffic movement down to a safe speed and transfer pedestrian priority to the core.
- Opportunity to put in place a 30-minute parking rule could apply for all on street parking in the town with residents being given a permit mitigating this.
- It is envisaged these proposals will deter seasonal vehicular movement through the centre and encourage the use of seasonal parking locations on the periphery of the settlement.
- During peak season in the summer months it is proposed to close St Pirans road from 11am until 4pm. This will allow for the high street to become a destination. and host festivals, outdoor dining, and seasonal parklets.

Parking:

- Twyarnhayle Square currently provides parking facilities for a small number of vehicles. It is proposed to remove most of the parking from this location and upgrade the square into a plaza environment for pedestrians use. High quality shared surface material is to extend across St. George's Hill carriageway reducing traffic speed and reinforcing pedestrian priority to the space.
- Beach Lane is one of the major pedestrian gateways to the beach. Beach Lane should be resurfaced to look like a pedestrian priority. The parking is proposed to be moved east of the lane allowing for the pedestrian movement to run adjacent to the water course. This will reduce the availability of parking by three spaces due to premises and dwelling openings.



Recommended Car Parking and Vehicle Circulation cont.

- Wifi would be useful particularly in the car park locations.
- Opportunities for bus stop shelters, recycling points, showers, storage and toilet facilities should be considered.

Parking continued:

- Wheal Leisure car parks layout has been updated to mitigate any parking removed from the local square and Beach Lane.
- On street parking is proposed along the northern face of St. Pirans Road in the form of parallel and diagonal parking bays. Allocation of on street parking has been increased in this proposal.
- Park and ride facilities are proposed at the west and east of the outer settlement, to mitigate the seasonal traffic into Perranporth. A regular local transit system will need to be implemented to facilitate these locations.
- A signage strategy is recommended to be undertaken before implementation of these proposals. This will assist in directing visitors to the nearest car park without directing them through the centre.

Car Parks:

- Car Parking facilities can be enhanced. Allowance for information boards in all car parks with mapping on updated artwork. See reference figure 4.1 completed in 2017.
- Wayfinding fingerposts from car parks to the high street and beach are needed. Charge points need to be considered in the car parks future proofing development plans.

Pedestrian Movement:

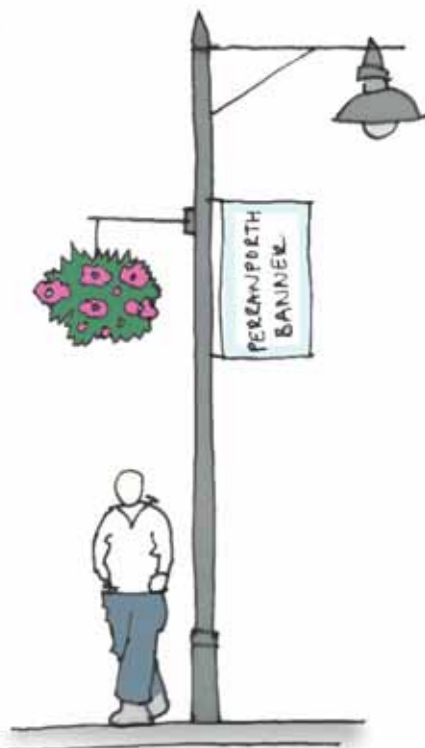
Universal Access is not provided for in Perranporth. This is due to the pedestrian routes having no footpaths, or footways being too narrow, steep or having steps. The following proposals aim to remedy these issues where feasible:

- Universal access can be provided for in the upgrade of Wheal Leisure car park through the western edge with a designed ramp. An upgraded hall building with lift facilities could provide a safe universal access from Wheal leisure through to the centre.
- The Droskyn car park footpath to the beach and high street is inadequate and needs to be widened with sensitive street lighting design along the paths edge. There is an opportunity to work together with the adjacent businesses along the walk may allow for a wider cantilevered approach into the centre. This would promote the businesses and provide a safe route for all.
- Pedestrian crossings at all car parks are lacking and need to be implemented alongside a clear wayfinding strategy.
- The Liskey Bridge road located between Boscawen Park and Clock Tower Gardens should be pedestrianised. This will enhance pedestrian priority from the existing green framework. Closing the bridge to motor vehicles will allow the Liskey Hill junction to be redesigned at minimal cost and in a way that will be safer and simpler for drivers and pedestrians alike. This intervention was originally proposed in the 2006 transport recommendations highlighted in section 2.
- An opportunity to link into the proposed All Saints cycle trail can be found through developing the disused railway infrastructure at Hendrawna Gap.



Figure 4.1 Existing artwork in can be used as information boards at car parks

Proposed Wayfinding Elements

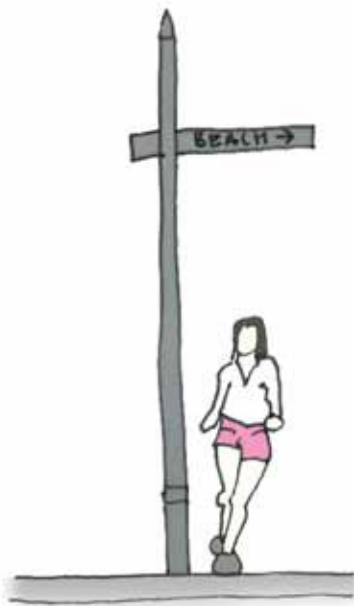


Lighting Column with Brackets

A upgraded lighting scheme is needed. New lighting columns and lanterns should be low energy, and designed to hold double hanging basket brackets and or banners. The scheme should allow for commando sockets for feature/festive lighting. Columns are to have smart technology built in so they are future proofed.

Lighting columns to be designed to have capacity for the following, ensuring no additional clutter on streetscape:

- Banners
- Flower Baskets
- Seasonal Lights



Fingerpost Sign

A clear signage strategy is needed throughout the town with fingerposts to be seen from every car park and pedestrian route in the central core.

Please refer to the proposed locations on the next page plan.



Information Sign

Information signs are to be located at every car park. These should hold a map (such as figure 4.1), showing current location and general facility information of the car park itself.

Wheal Leisure Car park is to be upgraded to the gateway car park. A solar powered tidal chart may be included.

Reference Images



Signage Strategy

Utilising the good quality signage found at the boat lake and continuing the palette into the high street and surrounds.

- Powder coated fir green (RAL 6009) steel.
- All elements designed for coastal wind loadings.

Wayfinding Strategy Plan

Pedestrian Route along Cliff Path to have lighting, fingerposts and information board at car park



LEGEND



Information Boards to be located in all Car Parks



Lighting/Banners/Hanging Baskets through High Street and Main Pedestrian Routes.



Wayfinding Fingerposts at Entrances and Exits of Primary Pedestrian Routes

25m



Figure 4.2 Wayfinding Plan

Proposals
The Central Core

04b

- Cyclist movement through the centre will be facilitated with the proposed one-way carriageway at 4.6m in width and the provision of bicycle parking at all the pedestrian entrance routes to the beach.

Following a strategic review of the central core of the settlement, four areas have been identified as opportunities for intervention.

These locations are key nodes and would aim to improve the townscape with a view to kick start commercial rejuvenation.

The locations are as follows:

Areas of Intervention

LEGEND

-  Viewpoints
-  Public Realm Enhancement
-  Streetscape Upgrade
-  Enhanced Pedestrian Routes
-  Upgraded Gateway Car Park
 - Exterior Planting
 - Upgraded Layout
 - Universal Access Ramp to Town Hall
 - Enhanced Facilities
 - Implemented Wayfinding Strategy

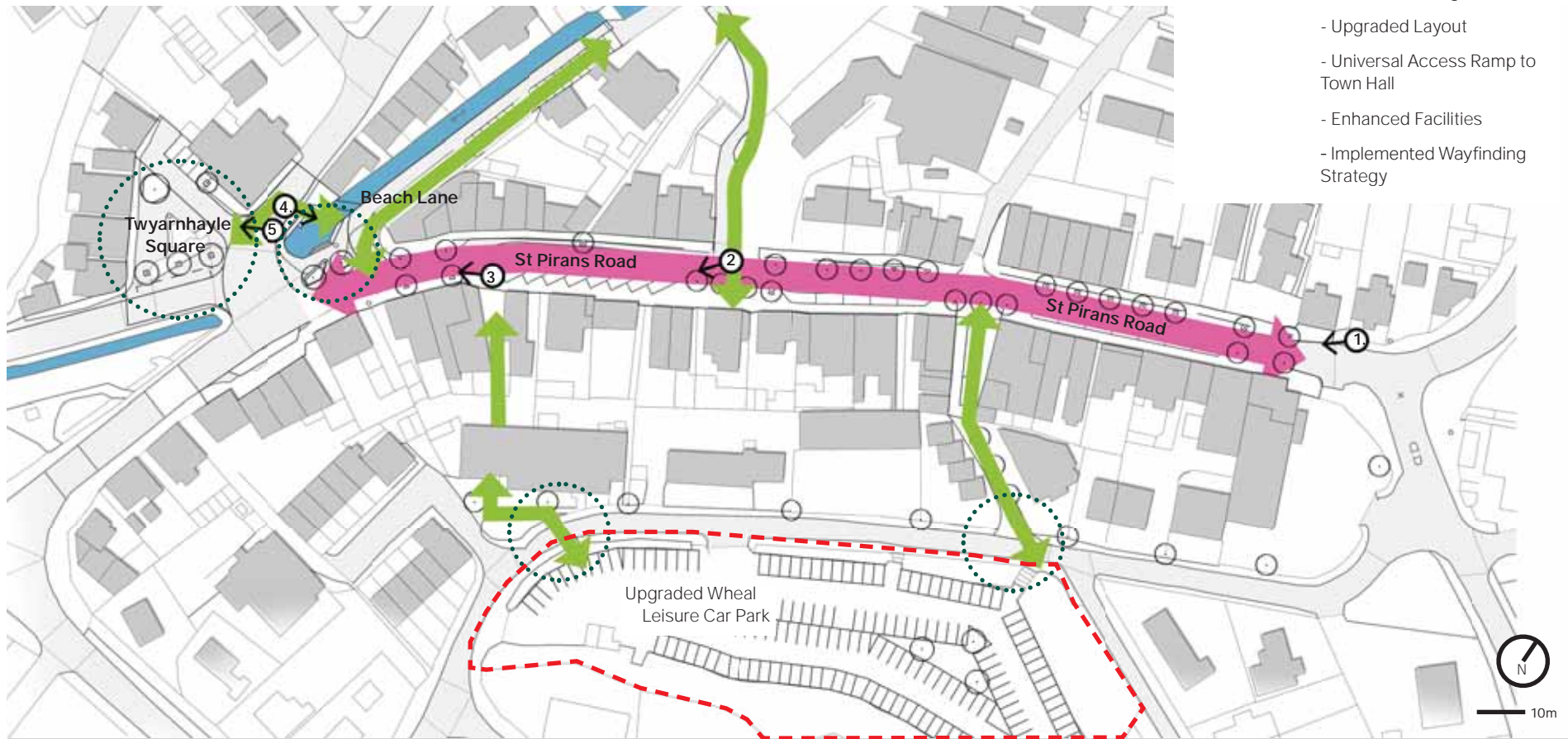


Figure 4.3 Interventions Plan

View 1: Saint Piran's Road

Pedestrian Crossings

1. St Pirans Road and corresponding pedestrian links upgrade (View 1-3)
2. Beach Lane (View 4)
3. Twyarnhayle Square (View 5)

4. Wheal Leisure (Upgraded car park, street tree planting and pedestrian crossing)

View 1 is located East of St Piran's road with the first pedestrian crossing east of the high street. Upgraded paving with demarcated crossings and focal trees will provide visual clarity to the high street.

1. Enhance pedestrian crossings with narrow columnar street trees which will act as a wayfinding element throughout St. Piran's Road.
2. Distinctive paving bands will help provide a hierarchy of space to the street, clearly demarcating the pedestrian crossings and parking zones.
3. Upgrade St. Pirans Road into a 4.6m wide one-way system. This will provide room for vehicles and cyclists with implementation of parking bays (2.5m wide) along the north face of the street whilst creating opportunities for passive pedestrian recreation along the south face of the road. Opportunities for a smart street

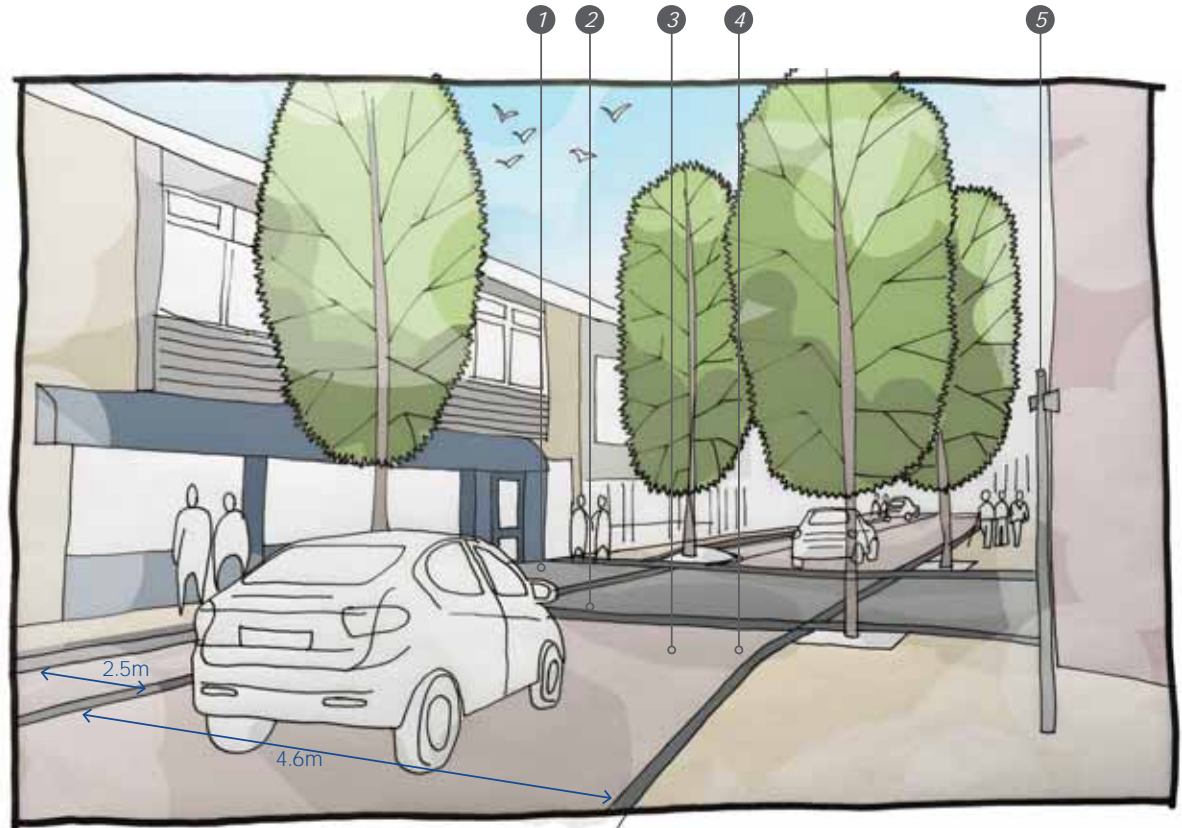


Figure 4.4: St Pirans Road Pedestrian Crossing



Figure 4.5: Example - Pedestrian Crossing



Figure 4.6 Example - Street Tree Planting

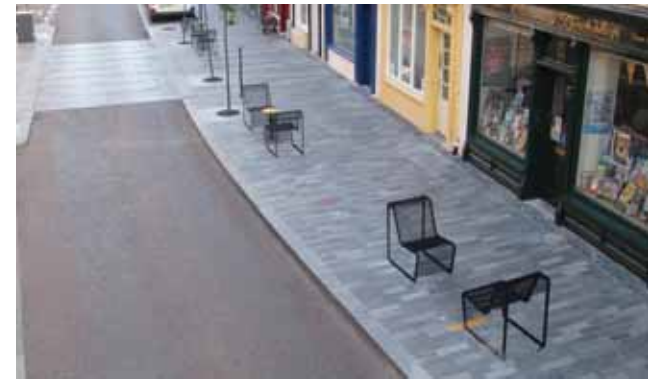


Figure 4.7 Example - Road Surface Update

View 2: Saint Piran's Road

Pedestrian Routes

system for season festivals will be implemented with electric bollards at the eastern and westerns ends of the street.

4. A high quality resurfacing of the roadway and widened pavements with a warm palette responding to its Cornish heritage will help reinforce pedestrian priority throughout the scheme.
5. A signage strategy throughout the settlement will help give clarity to beach and high street access.

View 2 is located at a key pedestrian route from the high street to the beach. Upgraded road layout with widened footpaths to the south face of the street, resurfacing and clear wayfinding reinforce these pedestrian routes.

1. Implement diagonal parking along the north face of St. Pirans road, removing all parking along the southern face of the road, increasing pavement width and providing opportunities for passive pedestrian recreational space on the street. See point 3.
2. Relocate pedestrian crossings in line with pedestrian links on site. Enhanced pedestrian crossings, signage and focal tree planting will act as wayfinding elements to the road.
3. Widen narrow footway to improve walking conditions and pedestrian flow. Retain a clear 2m route on either side of street frontages. Form a street furniture strip located between the carriageway and south facing footway - width pending on location. View 2 suggests a 1.8m wide strip which can be used



Figure 4.8 Green Links



Figure 4.9 Example - Green Link Pedestrian Priority



Figure 4.10 Example - Street Furniture and Seasonal Parklets



Figure 4.11 Example - Wayfinding Signage

View 3 Saint Piran's Road

Streetscape Upgrade

by adjacent cafés for temporary furniture and fixed furniture outside of appropriate commercial frontages.

4. Opportunity for provision of street furniture and seasonal parklets with consistent design and colour to develop a unified sense of place.
5. Formulate a clear signage strategy for the Parish providing clear wayfinding throughout the settlement. Removal of visual clutter with designed and branded signage. Refer to Section 4a.

View 3 is located south west of St Piran's Road looking at the pedestrian crossing beside the butchers.

1. Opportunity to enhance pedestrian crossings with demarked paving, signage and focal tree planting.
2. Opportunity to reduce St. Piran's Road carriageway to 4.6m width allowing appropriate room for pedestrian flow and parking. Resurfacing of this road with quality materials will put emphasis on the roads function as the towns central retail and gathering space.

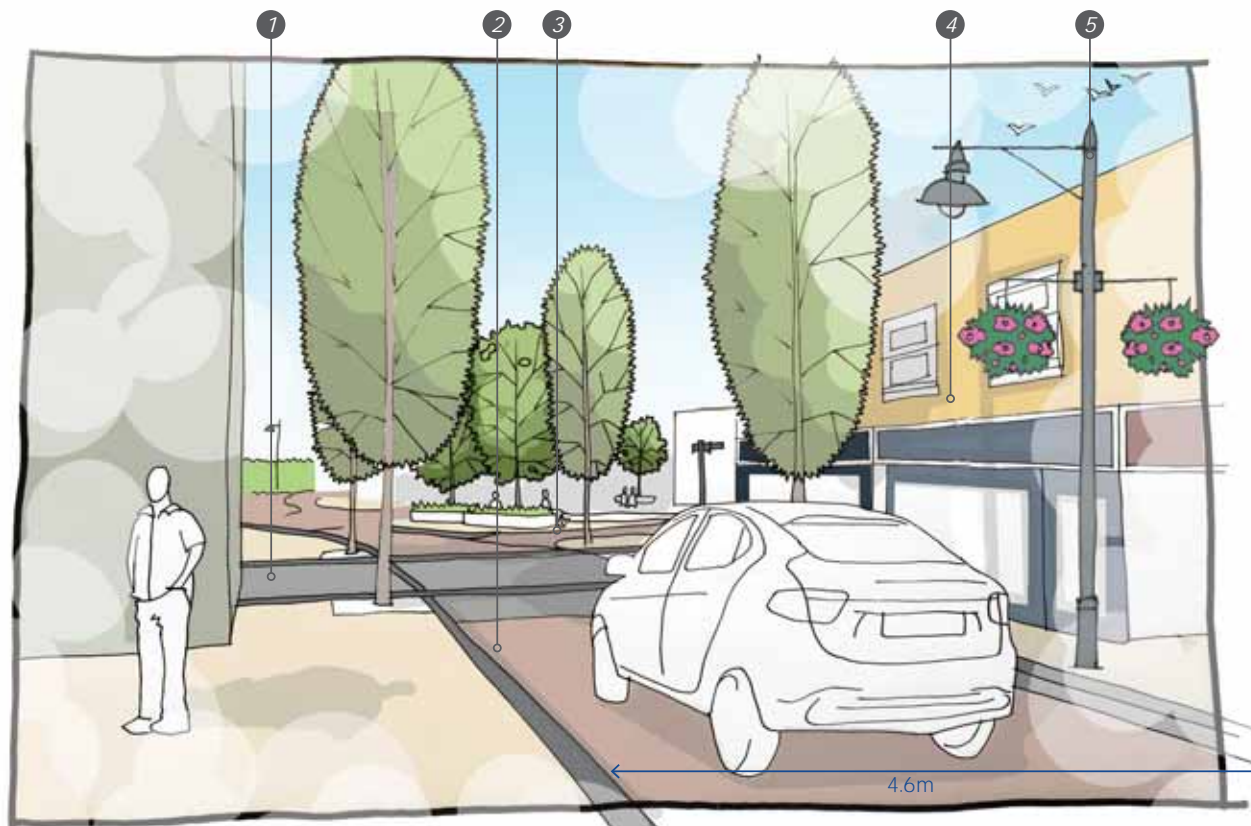


Figure 4.12 Street Upgrade



Figure 4.13 Example - Painted Building Frontages with a Overall Street Colour Palette



Figure 4.14 Example - Street Tree Planting



Figure 4.15 Example - Upgraded Streetscape

View 4: Beach Lane

Open Space Upgrade

3. Opportunity to introduce an upgraded public space adjacent to Beach Lane. Refer to view 5.
4. Enhance building frontages through a designated colour scheme for the street. This could enhance community spirit whilst creating a strong *genus loci*.
5. Upgrade lighting allowing for brackets with hanging baskets and hidden sockets for seasonal lighting. Align proposed planting with Cornwall's wider 'Green Infrastructure for Growth' initiative.

View 4 is taken from Beach Lane. An adjusted junction and high street carriageway give the opportunity to extend the pavement and create a feature public space at the entrance to Beach Lane. Pedestrian priority surfacing with access opened up to the river has the opportunity to form an attractive node.

1. Relocate parking along the wall side of the lane and resurface the carriageway with a high-quality shared surface material used throughout all the pedestrian priority routes/green links.
2. Provide better connection to river with a new amenity providing accessibility to the water.
3. Form a clear signage strategy with wayfinding, information and direction signage. Removal of visual clutter and replacement with designed and branded signage.
4. Seating and focal tree planting created from widened pavement from one-way traffic system on St. Pirans Road provides a clear pedestrian hierarchy in the central core.



Figure 4.16 Beach Lane Public Realm Upgrade



Figure 4.17 Example - Water Access



Figure 4.18 Example - Shared Surface Lane



Figure 4.19 Example - Street Furniture

View 5: Tywarnhayle Square

Public Realm Upgrade

5. Lighting is to be implemented with brackets allowing for hanging baskets. This will provide a visual focal point towards the beach whilst screening back of house development across the river.
6. Inner Green enhancement with feature planting, and play elements to be implemented. Enhance the footpath from the Inner Green to the museum. See Gyllyngdune gardens in Falmouth as a benchmark for this development.

View 5 is taken of Tywarnhayle Square.

This is a landmark location that can become a community hub throughout the year.

1. Opportunity to upgrade public square with a hardscaped design to provide space for outdoor furniture from café/restaurants. The space has been expanded in order to provide for seasonal and weekly events such as farmers and Christmas markets.
2. Opportunity for provision of street furniture with consistent design and colour to develop a unified sense of place.
3. Opportunity for a feature tree or art sculpture which will act as a landmark from St Pirans Road.



Figure 4.22 Example - Feature Paving



Figure 4.23 Example -Fingerpost wayfinding



Figure 4.24 Example- Focal Trees



Figure 4.20: Square with plaza like experience.



Figure 4.21 Example - Seasonal Markets

4. Shared surface paving will allow for deliveries and private access to the Twyarnhayle Inn.
5. Opportunity to formulate a clear signage strategy for the Parish, providing clear wayfinding throughout the centre and to the beach.



Shopfront Guidance

05

Healthy Streets Indicators

05. Shopfront Guidance

Introduction

This shopfront design guidance is intended to provide advice on the design of businesses and shopfronts within Perranporth. Although the guidance applies throughout the whole Neighbourhood Area, it has a particular focus on St. Pirans Road where most commercial properties are to be found. The variable quality of shopfronts, and the impact this has on the wider 'feel' of the area, has been identified as an area of concern. Perranporth centre feels dated and is in need of guidance to upgrade its overall appearance.

The purpose of this section is to encourage high standards of design and the use of appropriate and sympathetic materials in both new shopfronts and renovation of existing. Good design can make an important contribution to the character and appearance of the commercial streets, helping to create an attractive shopping environment.

The key objectives in relation to business and shop front design and signage in Perranporth are as follows:

- To provide guidance on the retention, refurbishment or replacement of existing shop fronts including signs and fascias;
- To support the transformation of shopfronts in older buildings where the original design has been destroyed or otherwise compromised and the applicant is wishing to reincorporate a traditional retail frontage into the building or a modern interpretation of it;
- To protect and enhance the existing historical façades of the settlement;
- To inform and encourage a diversity of approach to shopfronts, while promoting good design;
- To ensure appropriate provision is made to meet the access requirements of all shopkeepers;
- To improve the front shop perceptions within the whole Neighbourhood Area although the guidelines are intended primarily for shops of St. Pirans Road; and



Figure 5.0 Existing High Street Frontage



Figure 5.1 Example of Colourful Frontage (Kinsale)

- To ensure only good quality shuttering and advertisements that reflect the design aspirations of the area are provided in places where they are suitable.

General principles of shop design

The most welcoming of shopfronts are inviting and attractive in themselves; they add to the shopper's experience and lend an area an air of quality and vitality. Usually, they have an entrance door set back from the back edge of the pavement; they will have a stall riser, one or two vertical mullions, and a transom rail at head of door level with clerestory or transom lights over.

New construction methods and materials have led to a diffusion of the "standard" modern shop front within shopping streets. This type of shop front is usually characterised by aluminium or plastic framework, with a large area of plate glass, often incorporating a doorway. If this is applied to a historic building, it gives a visually non-cohesive appearance.

There are historical Cornish stone façades which are valuable and are to be retained and protected. It is of heightened importance that new shops should incorporate traditional features, where these are present locally, and thus, avoid large areas of plate glass, or using aluminium and plastic as materials.

If the existing shopfront is to be replaced, the key principle is that the new shopfront should carefully take account of the building context and history as well as commercial concerns, being consistent with the whole architectural composition of the building. The design should take into account the period and style of the building above and of buildings in the immediate vicinity.

If the premises are in a more modern development, there is potential to explore more innovative and attractive approach to a shopfront. Even though, this may involve the use of non-traditional materials, high quality design should always be guaranteed. Shopfront design in this instance should be imaginative and appropriate to the style of the building, utilising high quality materials and be an example of a modern interpretation of the traditional configuration of shopfronts.



Figure 5.2 Examples of existing shop frontage in Perranporth



Figure 5.3a Examples of good shop front



Figure 5.3b Examples of bad shop front design

The design or redesign of a shop front in the Neighbourhood Area should take into account the age and architectural detail of the building as a whole and special attention should be paid to the following elements described.

Windows

It is highly recommended that the design of the windows is in keeping and should reflect and enhance the architectural style of the remainder of the building. The use of glazing panels, with mullions and transoms is preferred to the usually out of context large areas of glass. Shopfronts should ensure that their windows are used to effectively display products or maintain a visual link between the street and interior of the shop. In turn, shop fronts should avoid advertising displays, such as plastic film, that fully obscures the interior of the shop from the eyes of the pedestrian. Ground floor windows should ensure active street frontages. However it is also important to consider the first floor which may be used for another use such as residential.

Stall Riser

Traditional shopfronts are inviting and attractive in themselves; they add to the shopper's experience and lend a settlement centre an air of quality and vitality. Usually, they have an entrance door set back from the back edge of the pavement; they will have a stall riser, one or two vertical mullions, and a transom rail at head of door level with clerestory or transom lights over.

Materials

Materials should be selected in accordance with the building character and image. As a general guidance, the number and type of materials should be kept to a minimum, and always be based on the local architectural style of the street.

Signs and Advertising

Though diversity is encouraged between different shopfronts, signage should be consistent across an individual façade. There is some degree of flexibility in signage design, but as a general set of principles, the following branding is appropriate in the Neighbourhood Plan area:

- Encourage font that is the same across all external signage;
- Maintain a consistent foreground and background colour;
- Ensure that the colour palette used is reflective of the colour palette present across the whole façade, including the area above the shopfront;
- If there is a hanging sign that extends out in front of the building, this should be in keeping with the rest of shopfront, and not have an overbearing impact on the general street scene; and,
- Advertising external to retail premises (e.g. A-frames and blackboards) should be discouraged where they impede walkways or harm local character.

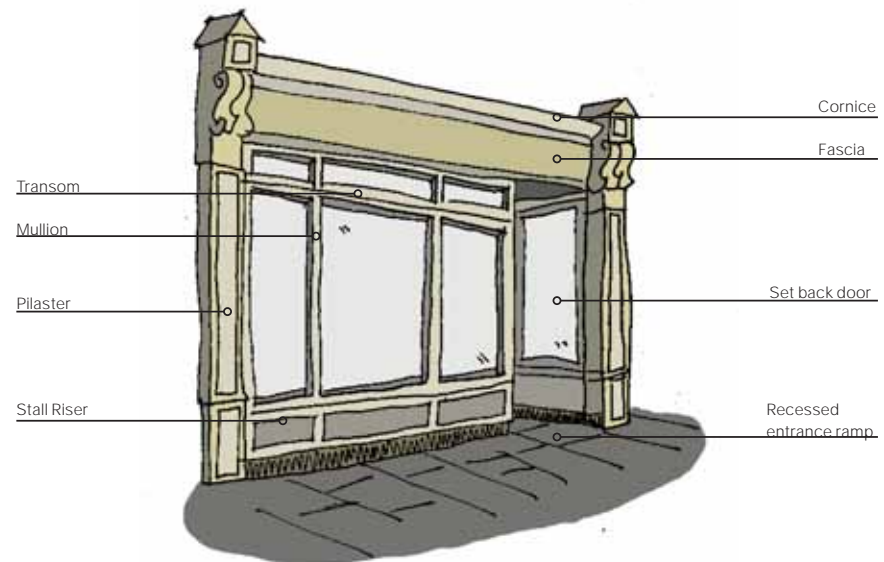


Figure 5.4 General principles of shop design



Figure 5.5 Traditional Shopfront Design



Figure 5.6 Modern reinterpretation of traditional shopfront design

Security

Addressing security is a key issue for both shopkeepers and community. The use of solid roller shutter blinds, which lead to a very unattractive environment when closed, should be discouraged. The use of open roller grills, removable grills or internal grilles and meshes are preferred since the shop display can still be seen, enhancing the perception of the street outside working hours. It is recommended that roller shutters and grills are integrated into the design of the shop and not additional items, non-contributing to the building appearance.

Awnings, Canopies and Blinds

If integrated into the shopfront design, awnings, canopies and blinds could be a very attractive addition to the street environment. Straight canvas canopies with particular retractable rollers design would be preferred and recommended instead of the use of inappropriate plastic coated blinds.

Seasonal Interventions

There will be occasional decoration proposed for the high street throughout the year in the form of Christmas lights, seasonal fairs and street festivals. To ensure a uniformed approach throughout the designated locations are to be decided upon by a parish committee. Fixings are to be fastened to street furniture as mentioned in section 4a.

Shopfront Quality Design

Proposals will be required to be of a high quality, contributing to an overall improvement in terms of urban design and architecture.

Proposals will:

- Use an appropriate choice of materials and colour;
- Be visually attractive from all angles;
- Enhance streets and spaces through quality design and architecture;
- Promoting visual links between the interior of the shop and the street; and
- Be suitable in terms of crime prevention, community safety and security.



Figure 5.7 Good window design and proportions



Figure 5.10 Bad window design and proportions



Figure 5.8 Grill type shutters create active shop fronts

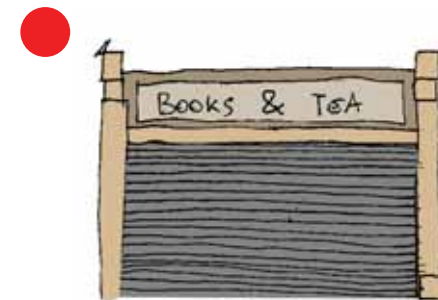


Figure 5.11 Roller shutter detract from the streetscape

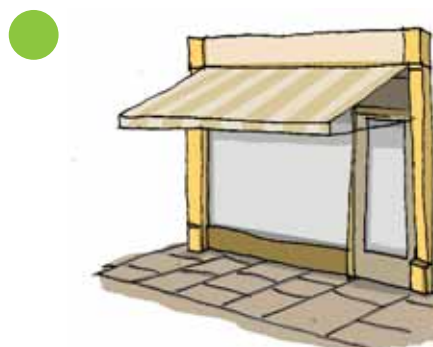


Figure 5.9 Example - Awnings

Next Steps

06

Next Steps

This report builds on the work already undertaken by Perranzabuloe parish in the development of a neighbourhood plan.

The recommendations are rooted in the engagement work that the Parish has undertaken, combined with the specialist skills of AECOM's planners and urban designers.

List of Actions

Upgrade St. Piran's Road;

Small Projects

- Implement a consistent and cohesive palette of street furniture for the public realm responding to the existing good quality design elements, such as the use of Cornish stone.
- Implement a wayfinding strategy through the settlement amenities from the above palette. Refer to section 4a.
- Apply a designed colour theme for the frontages in the high street which will help provide a cohesive aesthetic whilst reinforcing a sense of identity to the community.
- Provide a gateway art feature at the eastern mini-roundabout into St. Piran's Road from Station Road.
- Green up the centre with the planting of hanging baskets and moveable planters for the summer months. A green fingers community committee/Gardens Charity could undertake this project. Align proposed planting with Cornwall's wider 'Green Infrastructure for Growth' initiative.

Larger Projects (Traffic study and transport design will be needed before implementation of any of the below)

- Allow for implementation of a smart street, pedestrianizing the street from 11am until 4pm during peak tourist festivities. Refer to p. 23
- A one-way traffic system is proposed on St. Piran's Road and from the car park at Wheal Leisure (anti clockwise). Two-way flow maintained on Liskey Hill and Station road.
- Upgrade pedestrian crossing locations aligning with widened primary pedestrian routes. Demarcated with good quality, identifiable surfacing which will be vertically defined by specific vertical planting.

- Planting is proposed along core pedestrian movement.
- Allow for implementation of a smart street on the high street to pedestrianise the street during peak tourist festivities. Refer to p. 23.
- Resurface with warm high-quality materials that respond to the existing Cornish stone. This will aim to emphasise St. Piran's Road function as the central retail and gathering space;
- Relocated parking on the north face of the high street with increased bay widths for ease of access. Opportunity to implement restrictions on parking times to encourage passing trade, with opportunity for locals to use a permit facility;
- Street furniture located along the furniture strip provided for along the south face of the high street, utilising sun orientation and maximising the pedestrian amenities on the road.

Public Realm Improvement;

Small Projects

- Planting street trees along Wheal Leisure will improve the overall streetscape in the area whilst transforming the car park into the gateway car park.
- Upgrade the layout of Wheal Leisure car park with provision of universal access to the town hall. The upgraded layout of the car park will not only provide for more spaces but will allow for appropriate wayfinding in the area.
- Implement information boards in all car parks.
- Enhance Inner Green with tree planting and a sand play facility. Strengthen physical and visual links between Green and Perran Bay, increasing community use and connections. Is there a potential link to the museum viable? Queen Mary Gardens in Falmouth is a good benchmark to aspire to.
- Liskey Hill Junction upgraded following on from the bridge between the boat lake gardens and the clock tower garden becoming a pedestrian and cyclist only route.
- Pedestrian routes/green links are to be upgraded. Specific high-quality surfacing will provide clarity to these routes. This will be reinforced with signage, street furniture and art where feasible.
- Sensitive lighting design should be implemented along all main pedestrian routes, specifically from Droskyn car park to the

high street and beach, along the promenade, the high street itself, and along Wheal Leisure and Beach Lane. New lighting columns and lanterns should be low energy, designed for coastal wind loadings and balance safety and practicality with light spill in a sensitive ecological landscape. Refer to section 4a.

Larger Projects

- Demolish storage buildings by toilet facilities at the promenade to form a connection over the river, forming a key node before the beach, provide a key link from the centre to the beach promenade car park.
- Form a landmark square with removal of existing parking and revised overall layout providing a large open space plaza which can hold a focal element such as art acting as a landmark to the town.
- Upgraded junction to Beach Lane coinciding with St. Piran's Road one-way system upgrade gives provision for a pocket park to be located at the beginning of Beach Lane.
- Form a cantilevered pathway from the Droskyn car park to the promenade. Sensitive design and planning would be key to mitigate any impact on views.
- Upgrade Town Hall building to form a landmark in Perranporth and provide universal access to the high street and Wheal Leisure.

Next Steps

The recommended next steps for how to use the outcomes of this design options study are to:

- Engage the community and apply for additional funding through the UK Community Renewal Fund;
- Embed the report's content in the emerging Neighbourhood Plan;
- Engage with the Council to develop policies supporting the proposals;
- Engage with traders and landlords to begin to implement shopfront improvements;
- Identify public realm improvements to kick start the regeneration of St Piran's Road, using the sketches in Chapter 4 as inspiration; and
- Work with those local organisations that can help to implement the recommendations.



Figure 6.0: Pedestrianised Smart High Street

About AECOM

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