



PLYMOUTH
CITY COUNCIL



QUALITY HOTEL SITE, THE HOE, PLYMOUTH, PLI 3DL

Site Planning Statement

This Planning Statement provides guidance for the development (or redevelopment) of this site. It does not establish policy, but assists the development process by bringing together key planning and design issues.

Site Context

Site area: 0.9 hectares approx.

Ownership: Plymouth City Council

A major site on the prominent high ground at the western corner of the attractive Hoe Park, with far reaching panoramic views over Plymouth's waterfront to the south and Cornwall to the west. The site lies just outside the Hoe Conservation Area boundary, which passes the site to the immediate east. It is located in a predominately residential area, with Plymouth Marine Laboratories to the north and Territorial Army land to the north west. The existing 10 storey hotel in the 1970s Brutalist style has a slab-like form and concrete elevations, and is identified by the Hoe Conservation Area Appraisal and Management Plan as being of "negative quality".

Plymouth City Council is currently demolishing the building such that the site will be cleared and prepared for development by Summer 2016.



View northwest to site from Plymouth Sound

Development Principles

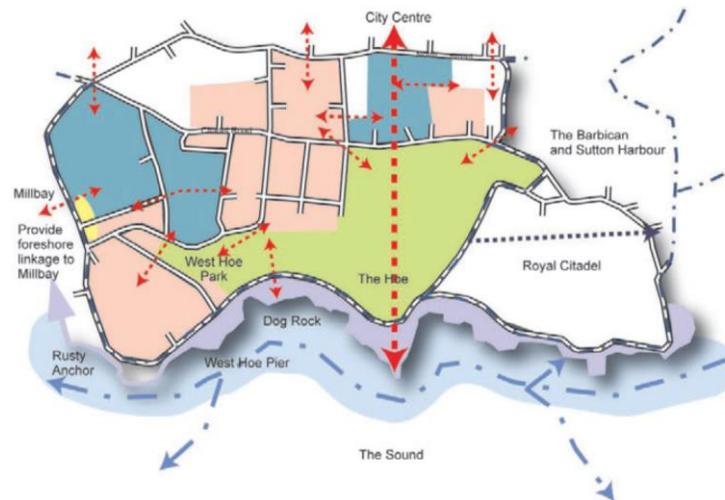
Land Uses

The site forms part of a wider area identified for mixed-use regeneration in the adopted Core Strategy (2007). The emerging Plymouth Plan will deliver a review of the Core Strategy. Policy 33 in the Plymouth Plan Part I – Approved September 2015 – specifically supports the delivery of quality visitor accommodation. This includes working proactively to attract 4 and 5 star and boutique hotels to the city, identifying strategic site opportunities (especially those which reinforce Plymouth’s waterfront and offer views over Plymouth Sound), and resisting the loss of such sites to alternative uses. The evidence base document that supports this approach is the Plymouth Hotel Market Study (2014) which recommends that the Quality Hotel site be protected for hotel use. The site is also identified in the emerging Plymouth Waterfront Masterplan.

A high quality hotel use should be provided on the site, either as a single use proposal or as part of a wider mixed-use scheme where a hotel use is a significant part of the scheme. Other uses as part of the overall proposal could include conference space, office, residential, restaurants and cafes, and small scale retail uses which support the tourism role of the area.

Planning Policy Context

Core Strategy Hoe Vision Diagram



-  Mixed use regeneration
-  Improve connectivity
-  Improve access and enhance public enjoyment. Create high quality waterfront with improvements to foreshore infrastructure
-  Safeguard and enhance public enjoyment. Upgrade facilities and amenities
-  Preserve historic townscape and ensure new development is sensitive to its historic setting
-  Promote/Enhance water transport links
-  Possible long term connections through Citadel
-  National Cycle Network and South West Coast Path
-  Local centre



View east from site



View south from site



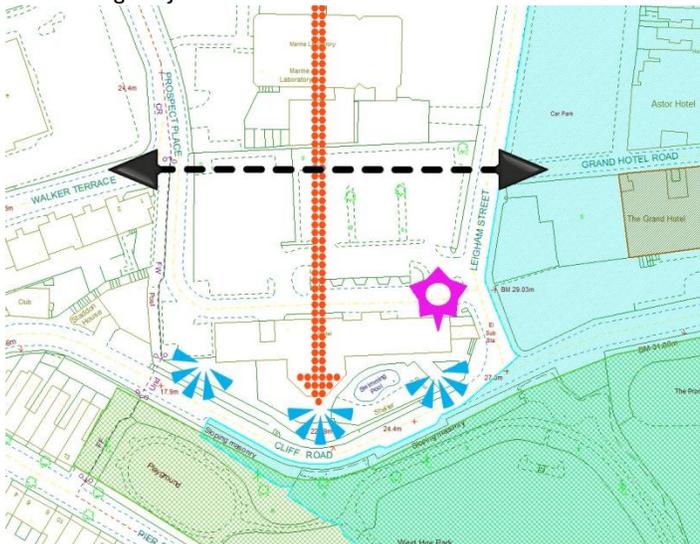
View west from site

Development Principles (cont'd)

Layout

- Development should have regard to the building line established by buildings fronting the Hoe and to the alignment of Cliff Road and make a positive contribution to public waterfront views from the Hoe.
- Development should deliver a new east-west pedestrian/cycle link through the site along the retained tree line of the site's northern boundary - connecting Leigham St and Walker Terrace. This will deliver an important public connection to the Hoe area. Although it could provide vehicle access to the scheme (from either end), through vehicle access should be prevented.

Urban design objectives



- | | | | |
|--|------------------------------|--|----------------------------|
| | safeguard waterfront views | | registered park and garden |
| | panoramic views | | hoe conservation area |
| | create pedestrian connection | | listed building |
| | accent key corner | | |

- Innovative solutions to the provision of car parking will be encouraged. A podium approach would hide car parking and maximise useable area on the site, although the primary frontages to surrounding streets should be animated to provide positive frontages. Covered and secure cycle parking should also be provided.
- The layout should seek to maximise light penetration and permit views through the site from the north – safeguarding the future redevelopment potential of the Plymouth Marine Laboratory site.
- The south eastern corner of the site should be designed as the primary public-facing access to the scheme and should provide for strong pedestrian connections to Hoe Park.

Height, Scale and Massing

- The site presents the opportunity for a building of significant height, expected to be in the region of about 10 storeys, similar to the Azure development, at the site's southeast corner.
- Height should reduce to around 4 storeys to the west and north to follow topography and respond to the scale of adjacent residential buildings.
- Particularly high quality, innovative architecture may justify the case for a taller building than the Azure development.
- Shadow studies will be needed to assess the impact of the building. Further requirements to assess tall buildings are set out in the [Sustainable Design SPD](#).

Form, Architecture and Materials

- The scheme for a major new hotel use should provide an environment worthy of the prestigious location.
- Sustainable, locally distinctive materials will be sought. Appropriate materials characteristic of the area include Plymouth limestone, slate, granite and copper as an accent material. Although render features heavily on building elevations in the local area, it is not considered appropriate for exposed and taller elevations here, as render has failed in similar situations locally.
- Building roofs should be carefully designed to acknowledge the site's landmark location and prominence. Green roofs and roof garden amenity spaces will be sought. Plant requirements should be carefully considered in advance to avoid the need for unsightly roof-level additions.
- Innovative lighting schemes will be sought.
- Areas of public realm adjacent the site shall be enhanced and redesigned as part of the site's regeneration, including the covered walkway against the retaining wall forming the site's southern boundary.
- Tree planting should be included to "green" the site's street frontages and open spaces, enhancing the environment and absorbing air pollution.
- Water and space heating shall be designed such that it could be connected to a future District/Community Heating Scheme. A financial contribution towards the delivery of such a scheme may also be sought in lieu of policy CS20's requirement to offset 15% of CO2 emissions through on-site renewable energy generation. The design should take account of the potential for passive heating and ventilation.

Development Principles (cont'd)

- High quality, memorable building design solutions will be sought, given the site's relationship with the Hoe Conservation Area, and wide prominence, including from the sea and coastline.
- It is critical that the development contributes to a positive image of Plymouth and a positive sense of arrival, particularly in relation to the approach to the city by water.
- The integration of artists within the design process will be encouraged.

Planning Obligations and CIL

- Policy CS15 of the Core Strategy and policy 15 of the emerging Plymouth Plan require at least 30% of homes to be provided as Affordable Housing (subject to viability). The way in which this is provided will be subject to discussion during pre-application discussions.
- A financial contribution towards the delivery of an area-wide District/Community Heating Scheme will be sought
- Other S106 obligations will be sought (depending on the uses proposed) as set out in the [Planning Obligations and Affordable Housing SPD](#).
- PCC's CIL charging schedule is due to be updated by the end of 2016. The [current schedule](#) levies charges for development envisaged by this statement as follows:
 - Residential £0 per sq m
 - Hotel £0 per sq m

Supporting Information Required for Planning Applications

Information required to validate a planning application is outlined in the [Local Validation List](#). The following will be particularly important:

- Transport Assessment
- Travel Plan (to encourage people to travel sustainably)
- Affordable Housing Statement
- Heads of Terms for Section 106 Planning Obligations
- Details of applicant's solicitors and title deeds
- Details of refuse disposal
- Ground Contamination Report
- Biodiversity Mitigation and Enhancement Strategy providing net gain
- 360° View Appraisal
- Shadow Study

The Council is keen to work in partnership with developers to support the delivery of this proposal. This statement aims to offer guidance on the Local Planning Authority's preferred form of development for this site. If you require further guidance we offer pre-application advice through our [Development Enquiry Service](#) <http://www.plymouth.gov.uk/developmentenquiry>

We can also offer an integrated Planning and Building Control service - at your request Building Control can provide free pre-application advice to ensure Building Regulation compliance is considered as part of the planning process.

Building Control

01752 304343

Contact for further details

John Douglass – Planning Case Officer 01752 308668

Stuart Wingfield - Strategic Growth Manager 01752 398931

Please read this note carefully:

This guidance note does not constitute a formal response or decision of the Council in respect of any future planning applications. The guidance is provided without prejudice to any formal consideration of any planning application, which would be taken after the Council had consulted with local people statutory consultees, and other interested parties.