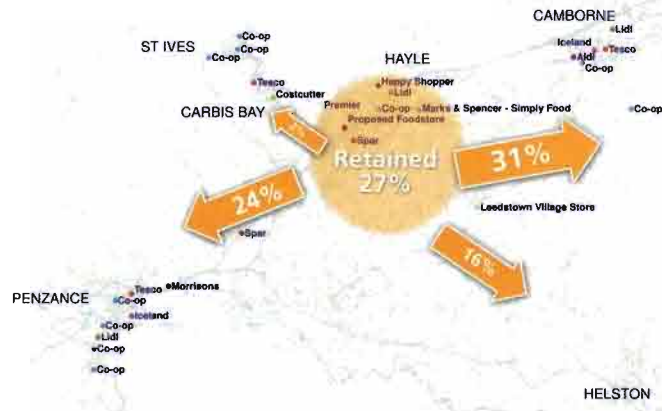




Hayle Harbour Regeneration – South Quay

Hayle currently lacks a major foodstore and, as a result, residents and visitors carry out their main food shopping at out of town, purpose built, stores and more distant centres – particularly Penzance and Camborne.



South Quay provides the ideal location for a larger format supermarket that will act as a new anchor to Hayle's retail offer. In planning policy terms, South Quay is the best available site for a foodstore development in Hayle due to its proximity to the centre of the town. Policy encourages this to promote vitality and viability, and to allow for a wide range of services to be provided in an accessible welcoming environment.

The proposals address the need for new retail floorspace where it can be accessed by modes of transport other than private car (public transport, cycle and on foot) and it will save considerable car miles as a result of residents shopping more locally.

The proposed foodstore is intended to be fully accessible by a variety of transport options. It will integrate with existing public transport and pedestrian infrastructure provision, thereby enabling visitors to take advantage of sustainable travel modes.



It is proposed that car users will be able to access the site directly by means of a new roundabout on Carnsew Road. A new road will be created from this roundabout, leading onto the quay

For further information and contact details please visit www.hayleharbour.com



Hayle Harbour Regeneration – South Quay



The vision for South Quay is to provide a lively and vibrant waterfront area, that will both strengthen and complement the town centre and commercial heart of Hayle.

The Council resolved to approve ING Real Estate's outline planning application (OPA) for the regeneration of Hayle Harbour on 24 March 2009. The application provided the principles and framework for the redevelopment and regeneration of the harbour and its environs.

At the time ING indicated that detailed planning applications would be brought forward for the various elements based upon prioritising the areas according to the regeneration needs and market opportunity.

The first phase of the project will be the subject of a

planning application to creation of a foodstore and associated retailing, dining, cafe's and public space on South Quay. These elements will be developed first because they enable us to proceed with the project immediately and will act as a catalyst for the transformation of the whole site.

- It will provide:
- a place to shop
- a place to enjoy a casual meal or drink
- a place to work and create new business and personal connections



The new foodstore will extend to 40,000 sq ft (3,700 sq m) net and will offer a full convenience goods range and non-food items.

The store will benefit from approximately 350 car parking spaces that will be conveniently located to allow for linked trips within the town centre.

The smaller retail and restaurant buildings will provide an attractive physical connection to The Foundry and will be located alongside high quality public spaces.



Sustainability & landscaping

Sustainability is a key consideration for ING. Working with our environmental consultants, we are currently looking into various initiatives that will help to minimise the environmental impact of the project, during both its development and subsequent use. In addition, our proposals will use landscaping to enhance the visual appeal of the development and enable it to better integrate with the surrounding environment.

Waterside

We will ensure that the development is sensitively integrated with the surrounding quayside area. Visitors to the quay will enjoy spectacular waterside views from buildings and public spaces that have been designed to make the most of the site's vistas. We have also considered the impact that the development will have on views from other parts of the town. We will use landscaping and building materials that will help the scheme to sit comfortably within its surroundings.

In addition, we recognise that the quay is used for a range of waterbase activities and will therefore ensure that access for boats and fishermen is maintained.



Heritage

The development team is committed to respecting Hayle's unique heritage. Our proposals reflect the town's historic evolution and will create a diverse new townscape that will complement existing structures.

Where appropriate, the design of the scheme's public spaces will be inspired by Hayle's history. In addition, we recognise that after many decades of neglect, much of the harbour wall is now in a poor state. We are therefore committed to repairing and strengthening the South Quay walls and returning the area to its former glory.

Architecture

Our proposals envisage a varied mix of buildings and high quality architecture that will be of visual interest and appropriate to the area.

We have refined the scale and massing of the scheme so that it blends as effectively as possible with the rest of the town. This reflects feedback that we received during previous exhibitions and our discussions with other stakeholders.



Linkages & public areas

Our plans envisage the creation of new pedestrian and vehicular routes that will open up the harbour area and improve links between the different parts of the town.

South Quay will be easily accessible for all, including the disabled, elderly and parents with pushchairs - we are committed to creating a development that accommodates everyone's needs.

