



TORBAY REGENERATION VISION: TORQUAY

Torquay | Paignton | Brixham

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Torbay
Regeneration
Vision

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TORQUAY

Town Centre Zones

TORQUAY

Key Focus

The Heart of the English Riviera

The desire is for Torquay to evolve as the principle town centre, it will become the largest retail and leisure centre of the Bay, whilst also becoming the key sub-regional retail and leisure destination.

The developments should strengthen the town’s commercial role whilst also conserving and enhancing the area’s historic character and environmental value.



TORQUAY

The Town's Origins

Torquay, from Torre “a rocky hill”

Torquay, a town on the English Riviera in Devon, England, boasts a rich heritage and intriguing origins that reflect its evolution from a humble fishing village to a prominent seaside resort. The town’s history stretches back thousands of years, offering a tapestry of cultural and historical influences.

From its prehistoric origins to its status as a beloved seaside resort, Torquay’s heritage is a testament to its enduring appeal and adaptability. The town’s historical layers offer a fascinating journey through time, showcasing the diverse influences that have shaped its development and continue to draw visitors from around the world.

Medieval Period
In the medieval period, Torquay was a small fishing hamlet. Its name is derived from “Torre,” an ancient village near the site of Torre Abbey, and “Quay,” indicating the town’s maritime connections. Torre Abbey, founded in 1196, played a crucial role in the area’s development. The abbey became one of the most influential religious establishments in Devon, contributing to the local economy and community.

18th and 19th Century: Growth and Prosperity
Torquay’s transformation began in the late 18th and early 19th centuries when it started gaining popularity as a health resort. The town’s mild climate and scenic coastal views attracted wealthy visitors seeking the therapeutic benefits of the sea air. The Napoleonic Wars (1803–1815) further boosted Torquay’s status, as the town became a retreat for the British naval officers stationed in nearby Plymouth.

The advent of the railway in 1848 marked a turning point, making Torquay more accessible to tourists. This period saw significant development, with the construction of grand villas, hotels, and public amenities designed to cater to the influx of visitors. The town’s architecture from this era, including the iconic Pavilion and the elegant Victorian terraces, reflects its Victorian prosperity.

Cultural Heritage
Torquay has a rich cultural heritage, most famously as the birthplace of the renowned author Agatha Christie. The town celebrates her legacy with the annual Agatha Christie Festival and a dedicated literary trail. Additionally, Torquay’s maritime history, Victorian architecture, and archaeological sites contribute to its vibrant cultural landscape.

Prehistoric and Roman Era
Evidence of human activity in Torquay dates back to prehistoric times. The most notable archaeological site is Kents Cavern, a network of caves containing tools and fossilized remains from the Paleolithic period. These findings suggest that early humans inhabited the area around 40,000 years ago. The presence of ancient artefacts underscores Torquay’s significance in prehistoric Britain.

During the Roman era, the region that includes modern-day Torquay was part of the Dumnonii territory. Although there are few substantial Roman remains in Torquay itself, the broader area of Devon was known to be influenced by Roman activities, including mining and trade.

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20th Century to Present
Torquay continued to flourish in the early 20th century, establishing itself as one of Britain’s premier seaside resorts. The town’s reputation for leisure and tourism persisted, with attractions like the Princess Theatre and the Torre Abbey Sands drawing visitors.

During World War II, Torquay played a role in the war effort, with its hotels and public buildings repurposed for military use. The post-war period saw a resurgence in tourism, although the latter half of the 20th century brought challenges as the rise of overseas travel impacted traditional British seaside resorts.

In recent years, Torquay has revitalized its tourism industry by promoting its heritage, natural beauty, and cultural events. The town is part of the English Riviera UNESCO Global Geopark, recognized for its geological significance and stunning landscapes.

TORQUAY Heritage

1860 →

Between 1860 and 1900, Torquay evolved from a modest seaside village into a thriving Victorian resort, renowned for its picturesque setting and health benefits. This period saw extensive urban development, with the construction of grand villas, luxury hotels, and elegant public buildings catering to affluent visitors seeking leisure and wellness. The extension of the railway to Torquay in 1848 was pivotal, significantly boosting accessibility and tourism. The town's infrastructure improved with new promenades, parks, and piers, enhancing its appeal as a fashionable destination. Cultural and social amenities, including theatres and assembly rooms, flourished, and the local economy benefited from the influx of visitors and the burgeoning hospitality industry. By the turn of the century, Torquay had firmly established itself as a premier resort on the English Riviera, celebrated for its beauty and refined atmosphere.



1900 →

Between 1900 and 1930, Torquay experienced significant growth and transformation, solidifying its status as a premier seaside resort. The town's development was marked by enhanced infrastructure, including expanded railway services and improved road connections, which made it more accessible to visitors. The hospitality industry flourished with the construction of new hotels, guest-houses, and entertainment venues such as the Pavilion, catering to the increasing number of tourists. World War I temporarily shifted the town's focus as it re-purposed many buildings for military use, but the post-war period, especially the prosperous 1920s, saw a revival in tourism and social activities. Modernization efforts and investments in public amenities, along with a vibrant cultural scene, further boosted Torquay's appeal, making it a beloved destination on the English Riviera.



1930 →

Between 1930 and 1960, Torquay underwent substantial development and change, navigating the challenges of World War II and emerging as a resilient and popular seaside resort. In the 1930s, the town continued to enhance its tourism infrastructure with new hotels, improved public amenities, and vibrant entertainment options. World War II brought a temporary halt to tourism as many of Torquay's hotels and buildings were requisitioned for military use and the town itself was involved in wartime activities. However, the post-war period saw a significant revival. The 1950s ushered in an era of renewed prosperity, with the town investing in modernization projects, including the reconstruction of war-damaged areas, the development of new housing estates, and the enhancement of tourist facilities. The rise of the domestic holiday market, fuelled by economic growth and improved transportation, solidified Torquay's status as a favoured destination, blending its historic charm with post-war optimism and innovation.

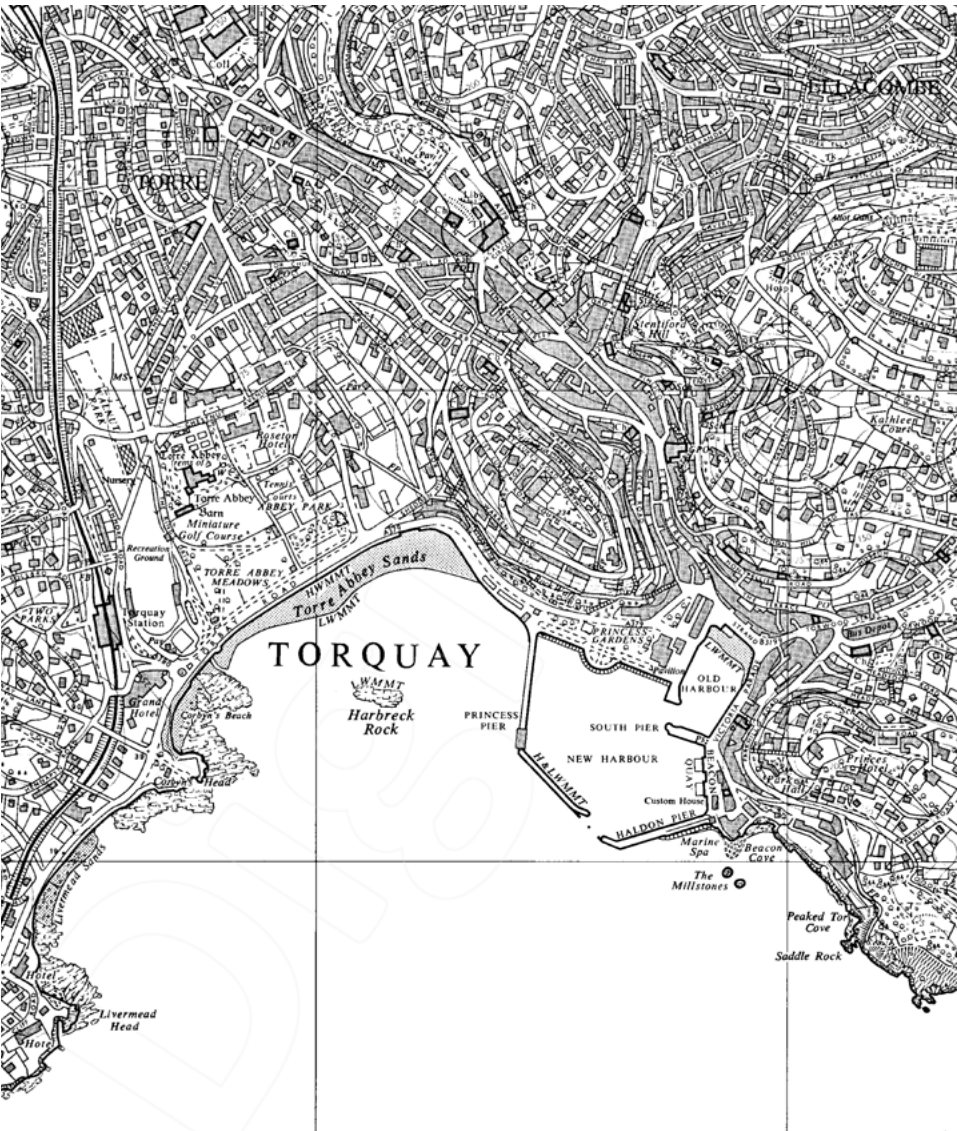


TORQUAY

Heritage

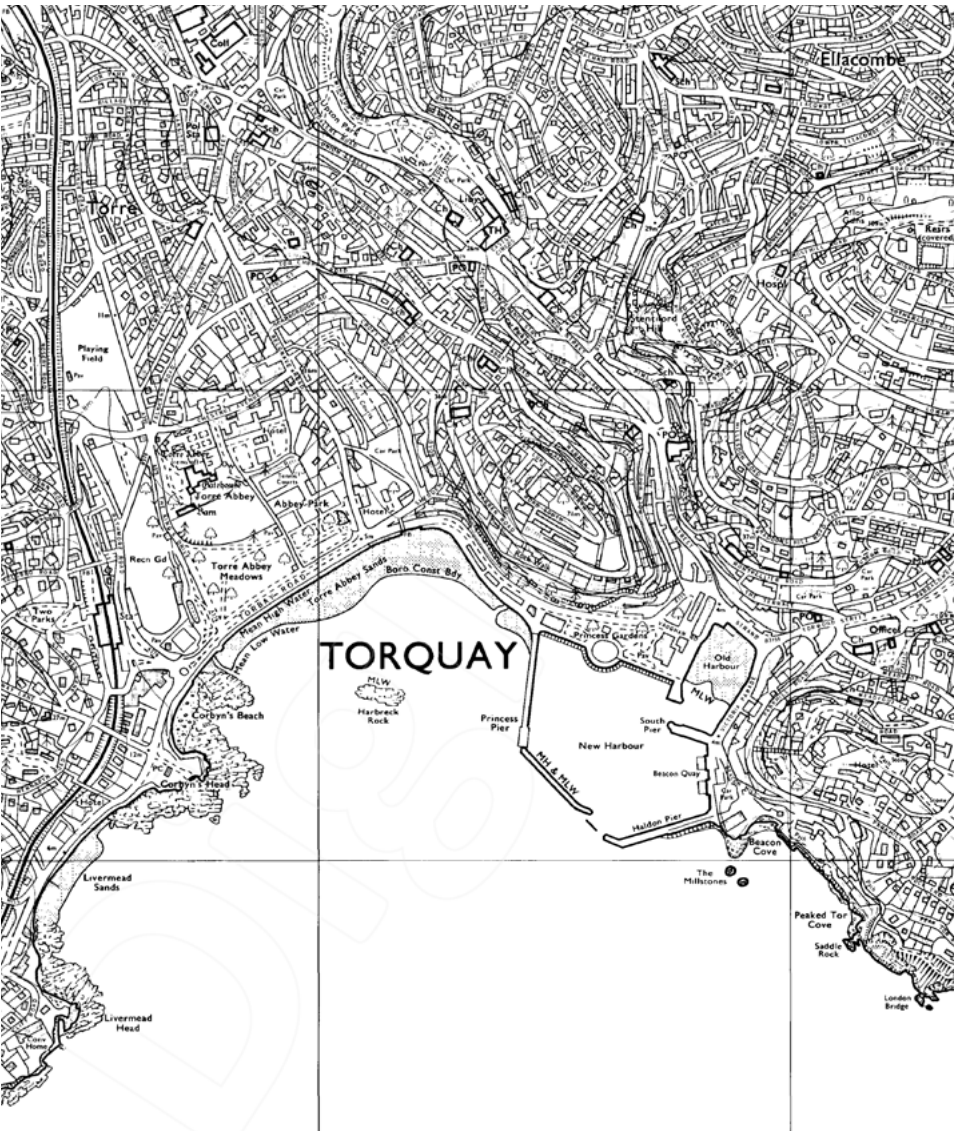
1960 →

Between 1960 and 1970, Torquay experienced significant modernization and a boom in tourism, further cementing its status as a premier seaside destination. This decade saw substantial investment in infrastructure, including the construction of new hotels, holiday camps, and modern tourist facilities to accommodate the growing number of visitors. The rise of car travel led to improved road networks and parking facilities, making the town more accessible. The local economy thrived with the influx of tourists, leading to the expansion of entertainment venues, restaurants, and shops. Efforts to promote Torquay as part of the “English Riviera” were successful, attracting both domestic and international tourists. The development of leisure attractions, such as the expansion of the marina and the creation of family-friendly activities, contributed to Torquay’s vibrant holiday atmosphere during this dynamic period.



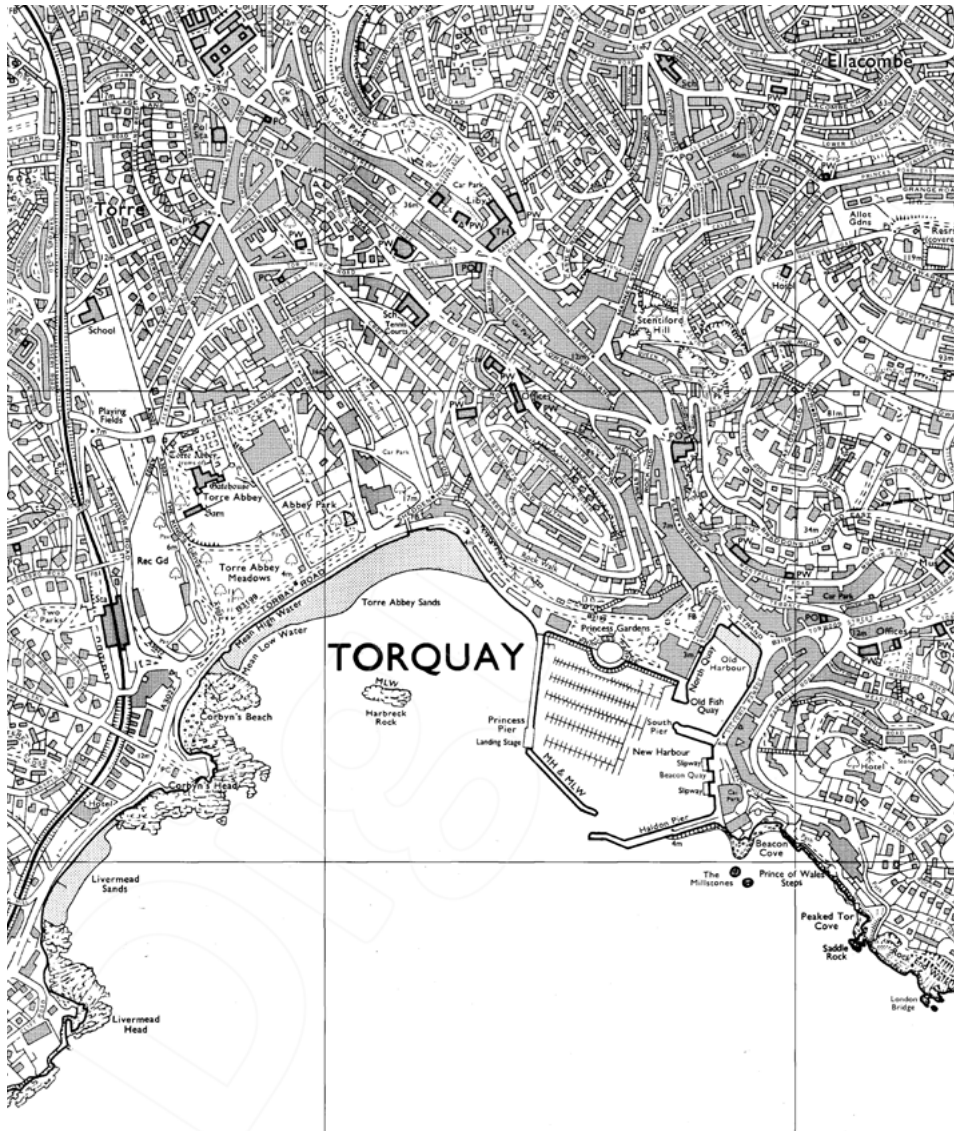
1970 →

Between 1970 and 1990, the town invested in modernizing its tourist infrastructure, including refurbishing older hotels and building new accommodation options to meet the changing demands of travellers. The development of attractions like the Riviera International Conference Centre, which opened in 1987, helped diversify Torquay’s appeal beyond traditional holiday-making to include business tourism. However, the rise of affordable overseas travel in the 1970s and 1980s posed competition, leading to fluctuations in domestic tourist numbers. In response, Torquay focused on enhancing its unique offerings, such as promoting its maritime heritage, natural beauty, and events like the annual regatta. Urban renewal projects aimed at improving public spaces and amenities also took place, helping to maintain the town’s charm and attractiveness. By the end of the 1980s, Torquay had adapted to the changing tourism landscape, balancing its historic allure with modern enhancements.



1990 →

From 1990 to today, Torquay has undergone significant transformation, balancing modernization with the preservation of its historical charm. The town has invested in revitalizing its waterfront and public spaces, enhancing the appeal of its picturesque harbour and promenade. The tourism industry has adapted to contemporary trends, with an emphasis on eco-tourism, cultural events, and gastronomic experiences, attracting a broader range of visitors. Developments such as the Living Coasts marine zoo, opened in 2003, and the continued growth of the Riviera International Conference Centre have diversified the town’s attractions. Torquay’s inclusion in the English Riviera UNESCO Global Geopark has highlighted its unique geological and natural heritage, drawing in tourists interested in outdoor and educational activities. Efforts to improve transport links and sustainable tourism initiatives have also been key focuses.



TORQUAY

Present Day

A multi-functional town centre

Torquay is the largest town in Torbay. The economy is centred on tourism. The retail sector has struggled in recent years, following the national trend of contracting retail sectors,

A high class natural environment focussed on the harbour and coast makes the town an attractive place for visitors and investors. However there are also communities with significant levels of deprivation and the economy has traditionally been hampered by infrastructure constraints.

Torquay needs planned growth and sensitive development of new homes and jobs to help deliver social and economic benefits while protecting its strong environmental assets and tourism value.

- 1 The Pavilion
- 2 Princess Theatre
- 3 Princess Gardens
- 4 Fleet Walk
- 5 Living Coasts
- 6 Debenhams Site
- 7 Hilton
- 8 Premier Inn
- 9 Former Post Office Building (Tesco)
- 10 GPO Roundabout
- 11 BT Building
- 12 Lower Union Lane MSCP
- 13 Union Square Shopping Centre
- 14 Town Hall
- 15 Rivera International Centre
- 16 Torquay Museum



TORQUAY

Town Centre Zones

TORQUAY

Previously Defined Town Centre Zones

As identified in the 2014 document: Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera.

The town centre effectively covers the harbour, Fleet Street and Union Street along with the adjoining context. The retail centre is currently oversized and has declined from being a leading retail destination since the late 1960's.

The 'Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera' identified three character areas in Torquay town centre, shown to the right, these include:

- 1. Harbour / Tourism Area (Parade / Strand)
- 2. Retail Core (Union Street and Fleet Walk)
- 3. Civic and Parks Quarter (Torre and Upton)

There are a number of major development opportunities throughout these three zones, which are outlined through this document.

- Harbour
- Retail Core
- Civic & Parks
- Links between Zones



TORQUAY

Previously Defined Town Centre Zones

Zooming-in to the regeneration area.

The regeneration area is covered by the harbour and retail core zones, with the link to more residential neighbourhoods around Castle Circus representing the northern boundary.

The following chapters will reference these zones, and question whether they should be adapted in the future.

- 1 The Pavilion
- 2 Princess Theatre
- 3 Princess Gardens
- 4 Fleet Walk
- 5 Living Coasts (shut during Covid)
- 6 Debenhams Site
- 7 Hilton
- 8 Premier Inn
- 9 Former Post Office Building (Tesco)
- 10 GPO Roundabout
- 11 BT Building
- 12 Lower Union Lane MSCP
- 13 Union Square Shopping Centre
- 14 Town Hall
- 15 Rivera International Centre
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- Harbour
- Retail Core
- Civic & Parks
- Links between Zones



TORQUAY

Town Analysis

TORQUAY

Ground Floor Uses

- Residential & B&B's
- Hotels
- Shops
- Food and Beverage
- Shopping Centre
- Supermarket
- Leisure
- Multi-Storey Car Park
- Warehouse / Light Industrial
- Storage



TORQUAY
Use Zones

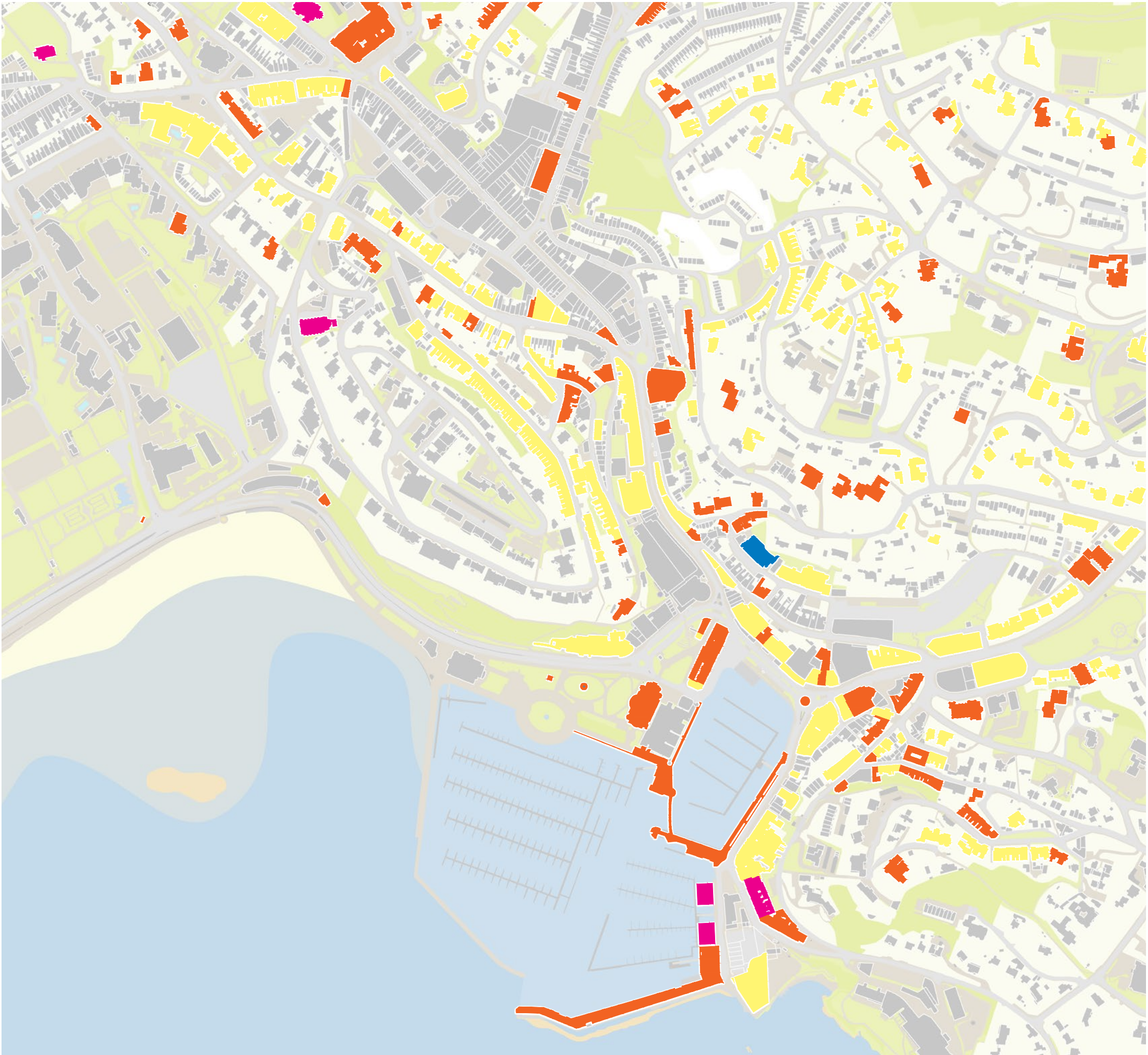
- Green Spaces
- Retail | F&B | Businesses
- Heritage
- Community Leisure | Entertainment
- Residential & Hotels
- Key Streets



TORQUAY

Listed Buildings

- Grade I Listed
- Grade II* Listed
- Grade II Listed
- Buildings “which make a significant contribution to the townscape”



TORQUAY Conservation Areas

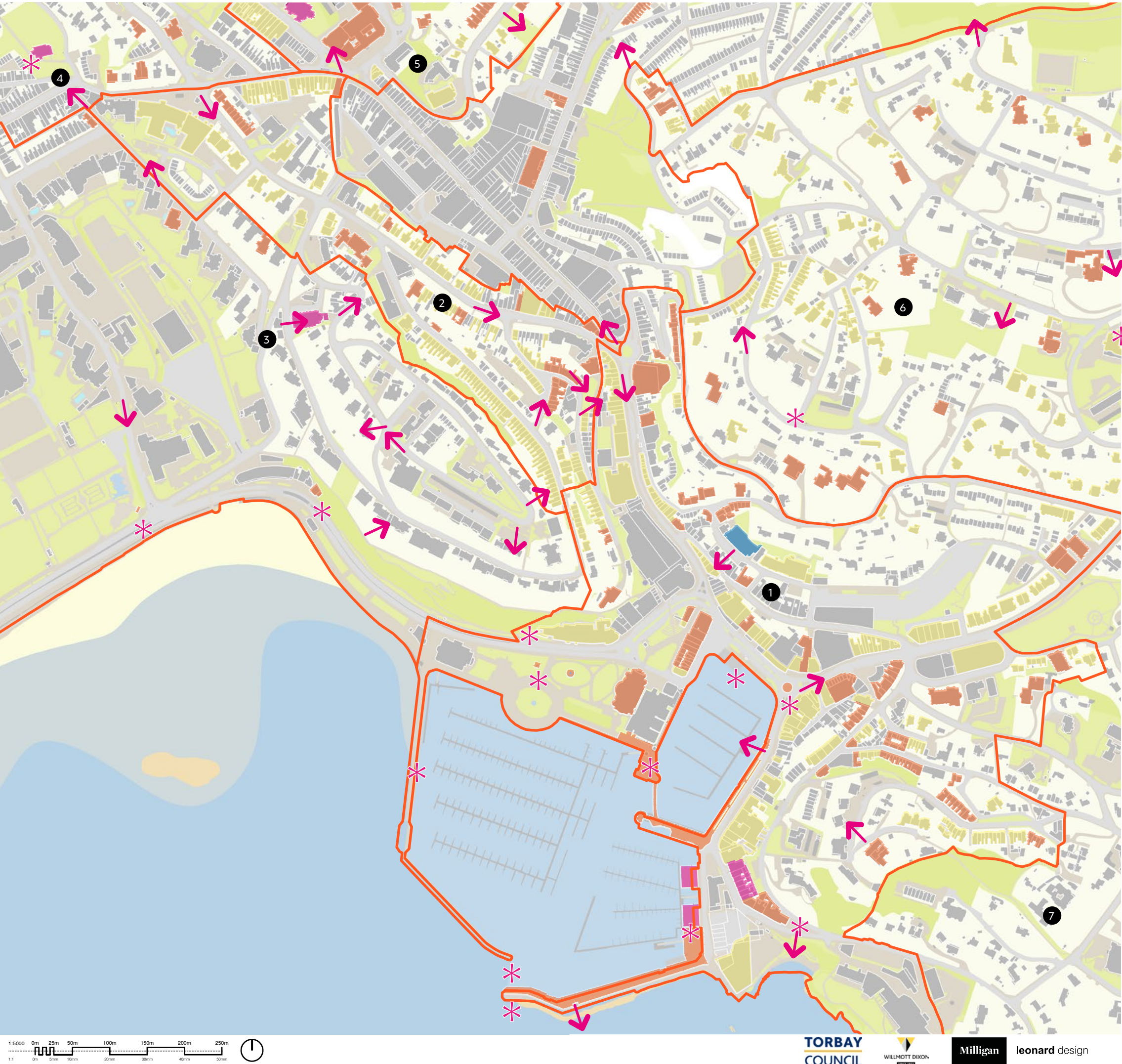
There are 7 Conservation areas encompassing the town centre.

Union Lane, Market Street and Lower Union Lane are the only areas of the regeneration vision not covered by conservation areas. The harbour and Fleet Street are within the Harbour conservation area. The Town Hall and northern junction of Union Street is in the Upton conservation area and the areas to the east and west are within the Belgravia and Warberries conservation areas respectively.

The latest conservation area review and documents are from 2004. Some aspects may be out of date or currently under review.

The next few pages highlight key aspects from these conservation areas.

- ➔ Viewpoint
- * Feature of special interest
- 1 Torquay Harbour
- 2 Abbey Road
- 3 Belgravia
- 4 Tormohun
- 5 Upton
- 6 Warberries
- 7 Lincombes



TORQUAY

Main Vehicular Routes

As identified in the 2014 document: Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera.

- Main route through to the seafront
- Main route through to the town centre
- Main routes in from local centres
- Pedestrianised zones
- Bus only access
- Fork causing confusion for drivers
- P Car park



TORQUAY

Main Vehicular Routes

As identified in the 2014 document: Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera.



TORQUAY

Car Parks

As identified in the 2014 document: Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera.

- 1 Shedden Hill (258)
- 2 Fleet Wall (450)
- 3 Marina (111)
- 4 Beacon Quay (118)
- 5 Harbour (165)
- 6 Union Square (415)
- 7 Lower Union Lane (664)
- 8 Shoppers (32)
- 9 Abbey Park (28)
- 10 Torre Valley (150)
- 11 Town Hall (205)
- 12 Meadfoot Road (57)
- 13 Melville Street (36)
- 14 Torquay Station (60)
- 15 Brunswick Square (89)
- 16 Coach Park

Total: 2,838 Spaces



TORQUAY

Car Parks

As identified in the 2014 document: Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera.

- 1 Shedden Hill (258)
- 2 Fleet Walk (450)
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- 7 Lower Union Lane (664)
- 8 Shoppers (32)
- 9 Abbey Park (28)
- 10 Torre Valley (150)
- 11 Town Hall (205)
- 12 Meadfoot Road (57)
- 13 Melville Street (36)

Total: 2,689 Spaces



TORQUAY

Key Movement Routes

- Primary Car / Bus route
- Secondary Car/ Bus Route
- Tertiary Route
- Primary pedestrian route
- Secondary pedestrian route
- Cycle route
- Ferry route
- Bus Stop
- Car Park



TORQUAY
Key Pedestrian Links

→ Pedestrian Links



TORQUAY
Permeability and
views to the edge

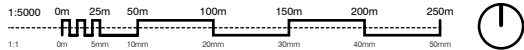
- Enhance the visibility out onto the Bay and from the bay to the shoreline
- Open up the retail and F&B areas to create more public realm and event spaces
- Enhance the waterfront public realm and connectivity to utilise the beach fronts.



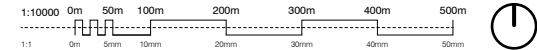
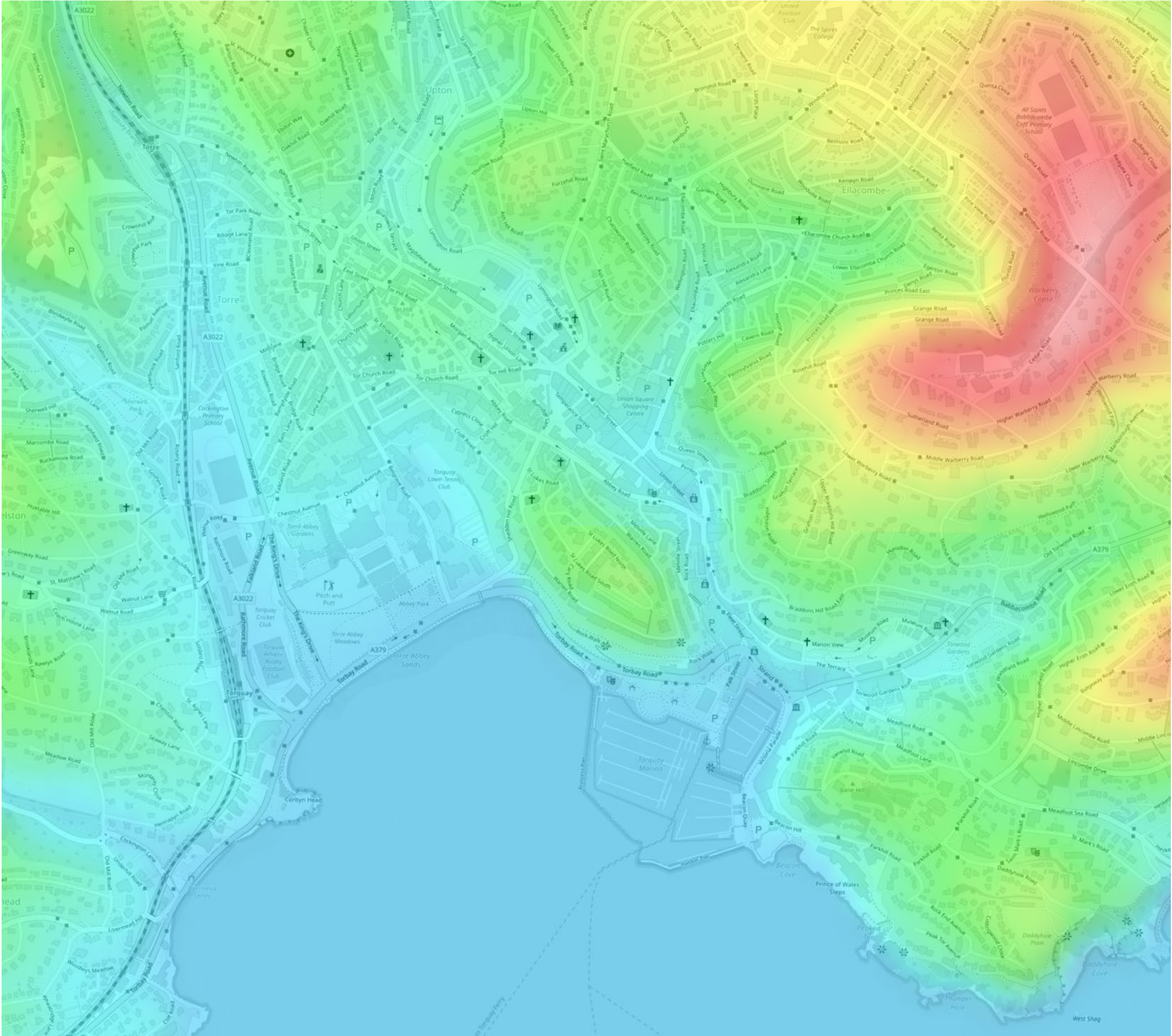
TORQUAY

Green Spaces

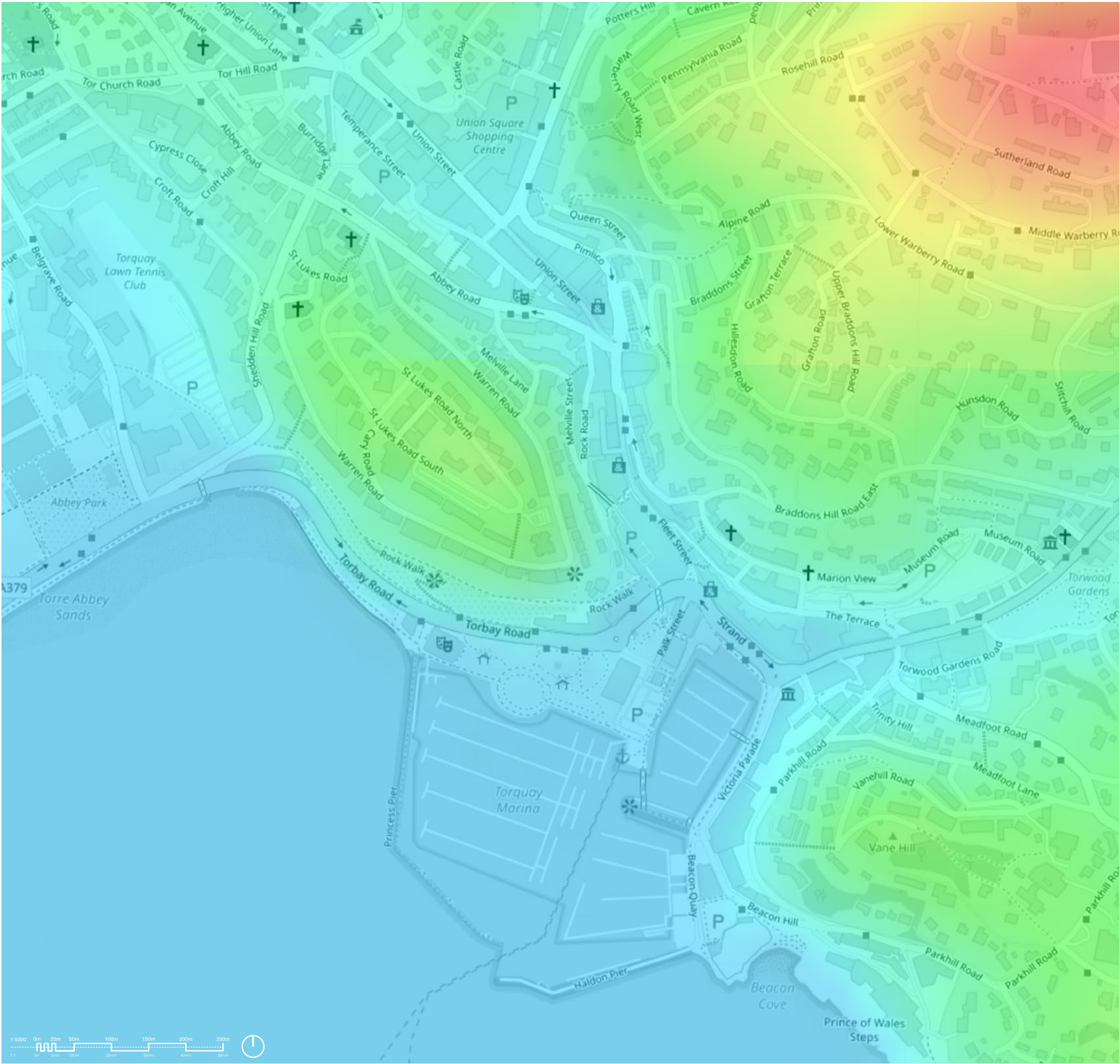
- 1 Princess Gardens
- 2 Royal Terrace Gardens
- 3 Abbey Park
- 4 Abbey Park and Gardens
- 5 Torwood Gardens



TORQUAY Topography





TORQUAY Topography



TORQUAY Flood Zones

From the government's Flood Map for Planning
service at:
www.flood-map-for-planning.service.gov.uk

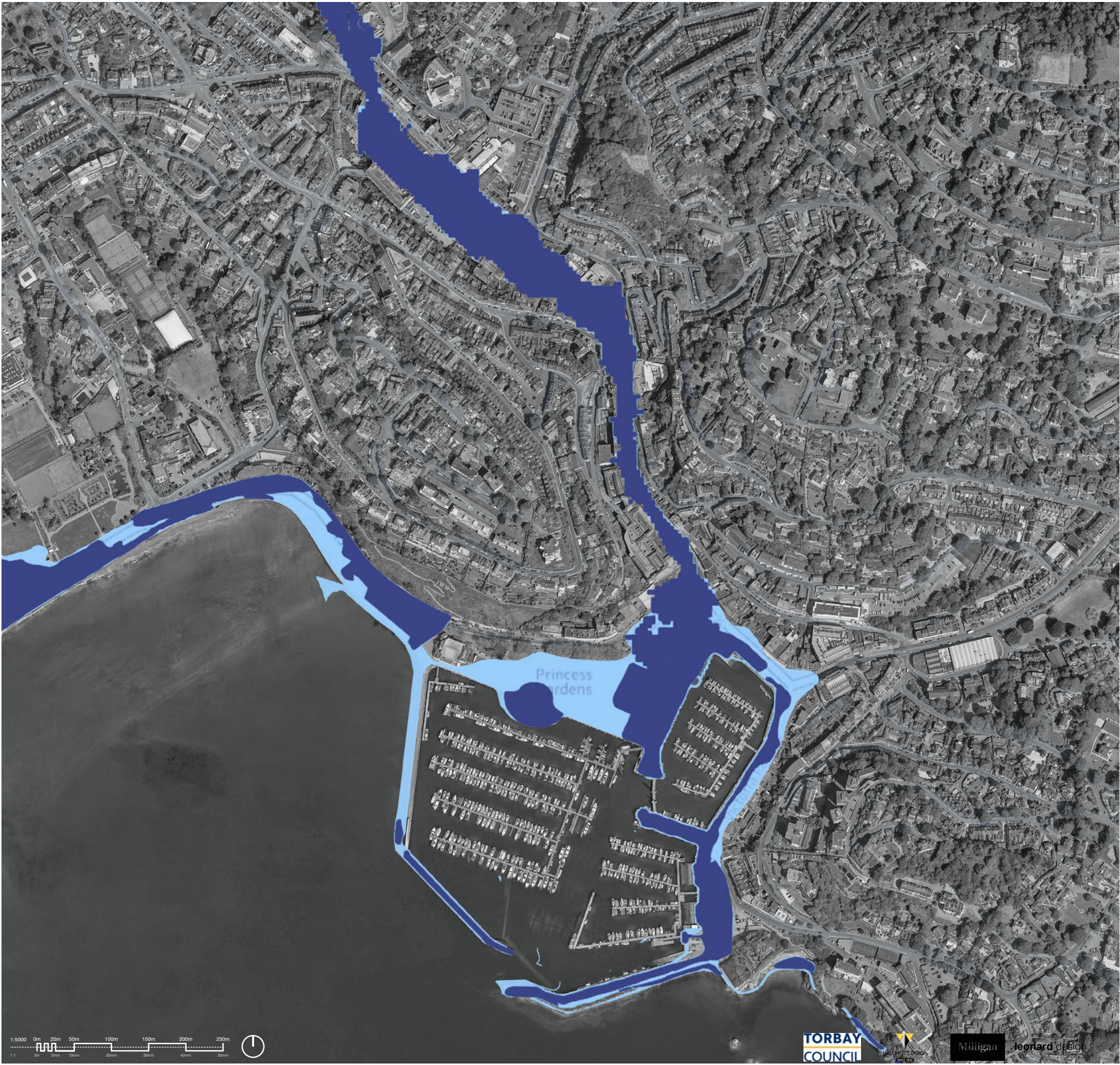
-  Flood Zone 2
-  Flood Zone 3



TORQUAY Flood Zones

From the government's Flood Map for Planning
service at:
www.flood-map-for-planning.service.gov.uk

- Flood Zone 2
- Flood Zone 3

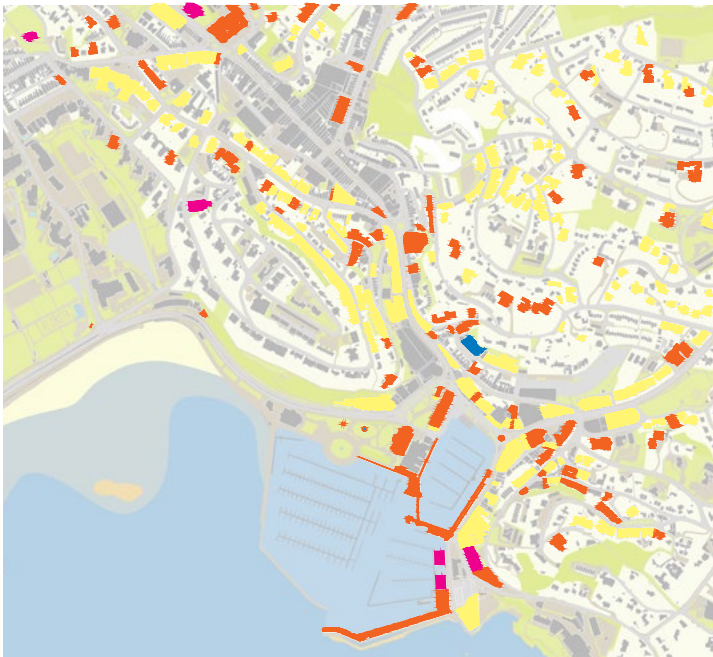


TORQUAY

Mapping Summary



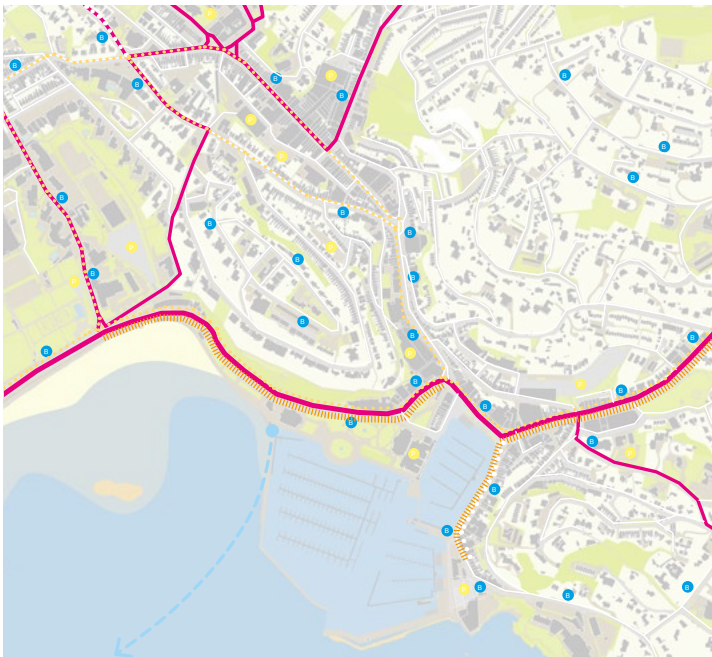
Zones



Listed Buildings



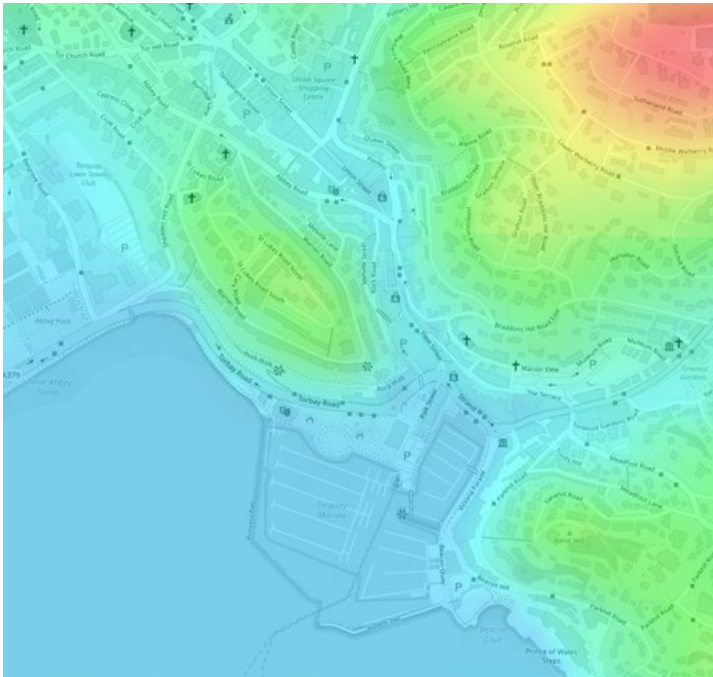
Uses



Movement



Flood Zones



Topography



Green Space



Parking

TORQUAY

Summary Analysis

Strengths	Weaknesses	→ Opportunities
<div><div>1. Brand: The English Riviera.</div><div>2. Business: A strong business community in the town, captured by its BiD status.</div><div>3. Diversity: The town caters for a wide range of customers including locals, families and young people visiting, business visitors and 'empty nesters' on holiday.</div><div>4. Local Demand: A substantial number of locals with higher than national average domestic income.</div><div>5. Heritage: A part of the UNESCO Global Geopark network, Torquay is part of the world's only urban geopark.</div><div>6. Integrated offer: Close proximity between harbour, main shopping street, central services and beaches providing a unique offer.</div><div>7. Investment: Torquay's Harbour has benefited from sustained and significant public and private sector investment.</div><div>8. Retail: Torquay is not a stereo-typical carbon copy shopping area with a mix of large and small, national and local retailers.</div><div>9. Leisure: Hotels are highly regarded.</div><div>10. Night-time Economy: Vibrant evening economy and the town centre has been awarded a Purple Flag.</div><div>11. Car parking capacity is approximately 60% greater than demand so no shortage of parking at present.</div></div>	<div><div>1. Demographics: The town centre is split between tourism in the south (harbour) and local shopping to the north (Union Street).</div><div>2. Retail offer: The retail offer is seen as poor quality with little high quality choice. This is judged to be partly a response to the local demographics around the town centre where some of the poorest neighbourhoods can be found. Shoppers will either go to Exeter or Plymouth for higher quality retailers.</div><div>3. Retail Size: The retail street is too long and struggles with occupancy levels.</div><div>4. Night-time Leisure: The High Street is poor at night and the perception of 'stag and hen nights' is prevalent.</div><div>5. Town Centre Homes: Town Centre residential provision is poor with few apartments above shops and a large proportion of social rented and HMO's close to the centre.</div><div>6. Leisure: For a long time the holiday market has been biased towards cheaper coach trips and lower quality B&B's.</div><div>7. Ownership: Varied ownership picture across the town centre.</div><div>8. Funding: Both for major and minor redevelopment.</div><div>9. Business Rates.</div><div>10. Car Parking: Locations not optimum, quality and management.</div></div>	<div><div>1. Rebalance the holiday market to higher quality hotels, self catered apartments and shorter year-round breaks to take advantage of this growing market.</div><div>2. Change Torquay's perception from a 'Seaside Destination to a 'Vibrant Coastal Town'.</div><div>3. Reduce the size of the retail core. Strengthen retail south of the GPO roundabout.</div><div>4. Encourage a mix of uses to the north of the GPO roundabout. Potentially a mixed-use, residential neighbourhood targeted at local residents.</div><div>5. Fix the issues around Castle Circus..</div><div>6. Restore the Pavilion to a cultural destination.</div><div>7. Better connect across Torbay via roads, cycling and public transport.</div><div>8. Improve the public realm.</div><div>9. Improve the public realm of Fleet Street.</div><div>10. Encourage more street activations, including a market, street food, entertainment and events.</div></div>

TORQUAY

Indicative Regeneration Vision

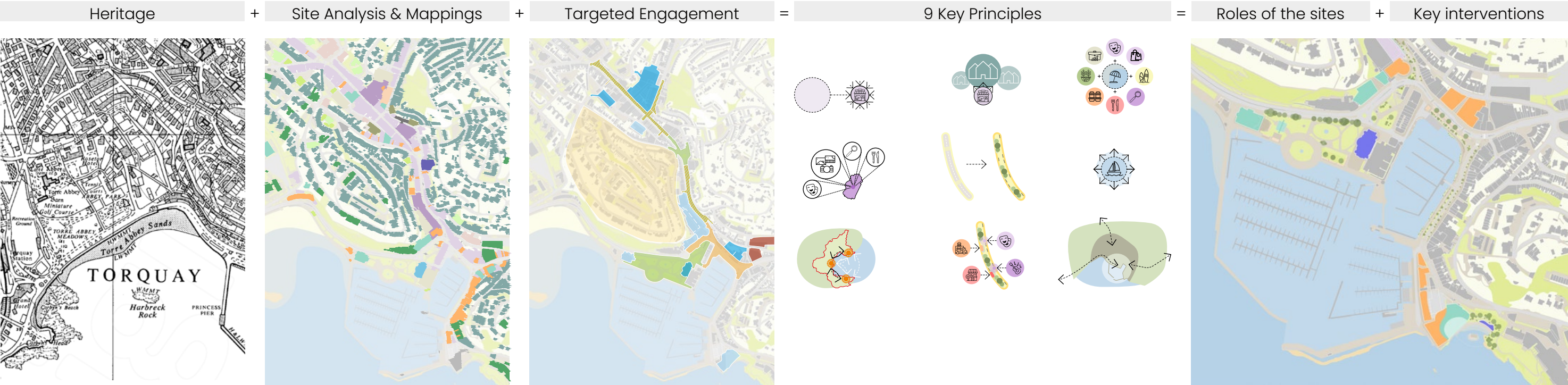
TORQUAY

Indicative Regeneration Vision

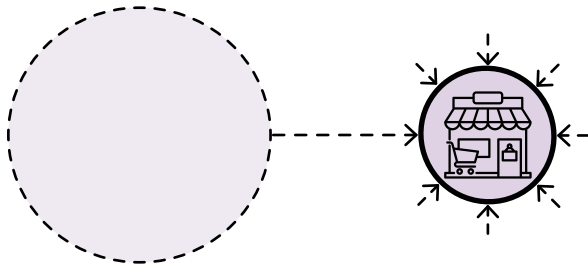
This chapter combines the learnings from the first 2 chapters, including heritage, Torquay’s identity, the site analysis and mappings, with workshops to result in a number of key principles.

These key principles inform the overall strategy for the area. The roles of the different sites are then outlined, before identifying a number of key interventions that can contribute to the overall vision over time.

Overleaf are outlined the 9 key principles identified for the regeneration of Torbay.



TORQUAY Key Principles



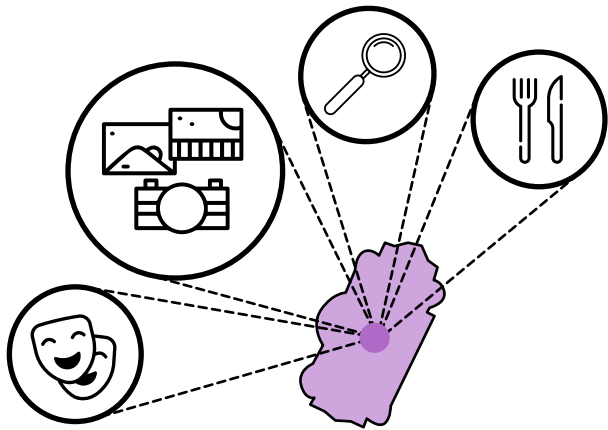
Reduce the size of, enhance and strengthen the Retail Core



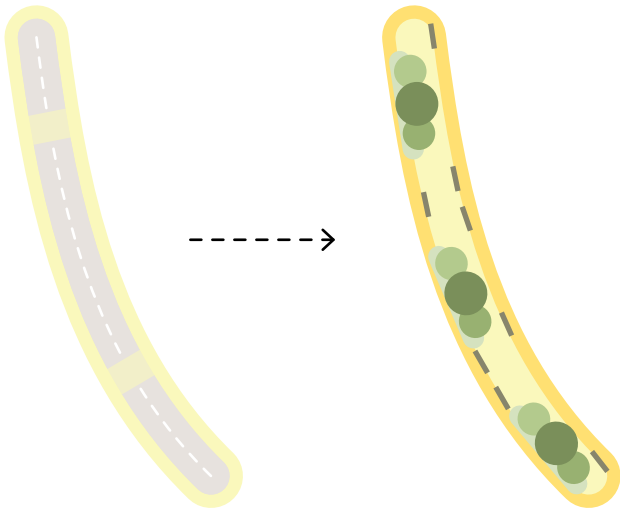
Encourage mixed-use, residential neighbourhoods to the north of the GPO roundabout



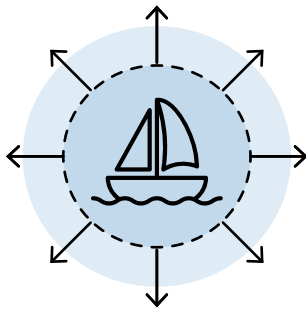
Change the perception of Torquay from a 'Seaside destination' to 'Vibrant Coastal Town'



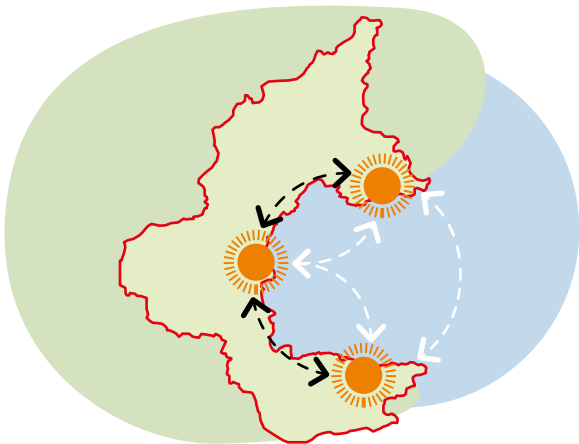
Restore the Pavilion into a cultural destination



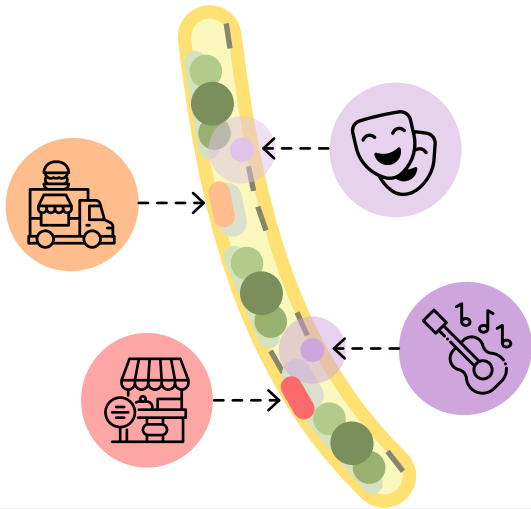
Improve the public realm of Fleet Street



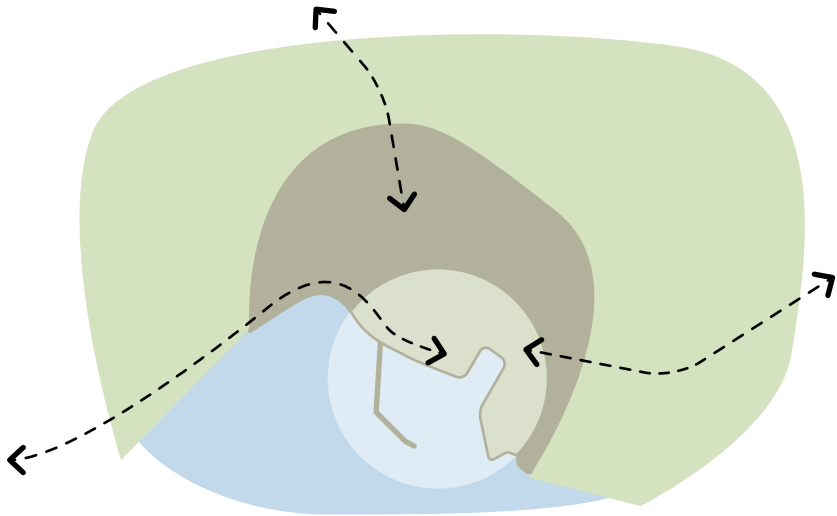
Focus on the Harbour area and work outwards



Better connect across Torbay



Encourage more street activations: A market, street food, entertainment and events



Improve the arrival experience into Torquay

TORQUAY

Key Focus Areas

From the previous site mappings, internal workshops and engaging key stakeholders the following list of key sites have been identified across the town centre.

- Delivered Sites
 - 1 Hilton
 - 2 Premier Inn Torquay Harbour
- Sites In Progress
 - 3 Harbour Public Realm
- Proposed Sites
 - 4 The Pavilion
 - 5 Debenhams
 - 6 Union Square
 - 7 Lower Union Lane
- Opportunity Sites
 - 8 Living Coast
 - 9 Fleet Walk
 - 10 The Arcades
 - 11 BT Building
 - 12 Princess Theatre
- Public Realm Opportunities
 - 13 Princess Gardens
 - 14 GPO Roundabout Public Realm
 - 15 Fleet Street Public Realm
 - 16 Union Street
 - 17 Market Street
- Other Opportunities
 - 18 Making Melville Marvellous
- Other Public Realm Opportunities
 - 19 Beacon Quay
 - 20 Victoria Parade



TORQUAY Timeline

These sites form a timeline illustrating how Torquay town centre can be regenerated in the years to come.



TORQUAY

Previously Defined Town Centre Zones

As identified in the 2014 document: Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera.

The town centre effectively covers the harbour, Fleet Street and Union Street along with the adjoining context. The retail centre is currently oversized and has declined from being a leading retail destination since the late 1960's.

The 'Torquay Rethink, Town Centre Masterplan: A Vision for the Heart of the English Riviera' identified three character areas in Torquay town centre, shown to the right, these include:

- 1. Harbour / Tourism Area (Parade / Strand)
- 2. Retail Core (Union Street and Fleet Walk)
- 3. Civic and Parks Quarter (Torre and Upton)

There are a number of major development opportunities throughout these three zones, which are outlined through this document.

- Harbour
- Retail Core
- Civic & Parks
- Links between Zones



Reducing the retail core to be bookended by Hoopers and Primark, to extend along Fleet Street between The Strand, GPO roundabout and along Union Street. Over time retailers should be encouraged to relocate from Union Street to Fleet Walk, providing a critical mass of retailers to ensure vitality in the long term.

-

By reducing the retail core to the GPO roundabout, the current high levels of vacancy along Union Street can be, over time, converted into mixed-use residential neighbourhoods. In practice this could be a combination of converting upper floors into residential and retaining convenience retailers with local restaurants and diversifying the ground floor to provide a mix of uses, tailored to residents of Torquay.



-

TORQUAY

Roles of the sites

Overlaying the identified sites onto the zones illustrates where development will be targeted in the future.

Each of the sites should seek to enhance the offer of each distinct town centre zone.

The map opposite shows the harbour area has the greatest number of different opportunities. With the retail core concentrated to Fleet Street & Fleet Walk. The GPO roundabout becomes the division between mixed-use residential areas and the retail core. Major developments at Union Square and Lower Union Lane are connected by Union Street.

- Harbour
- 1

 Hilton
- 2

 Premier Inn Torquay Harbour
- 3

 Harbour Public Realm
- 4

 The Pavilion
- 5

 Debenhams
- 6

 Living Coast
- 10

 The Arcades
- 12

 Princess Theatre
- 13

 Princess Gardens
- 19

 Beacon Quay
- 20

 Victoria Parade

Retail Core

9

 Fleet Walk

14

 GPO Roundabout Public Realm

15

 Fleet Street Public Realm

Mixed-Use Residential Neighbourhoods

7

 Union Square

8

 Lower Union Lane

11

 BT Building

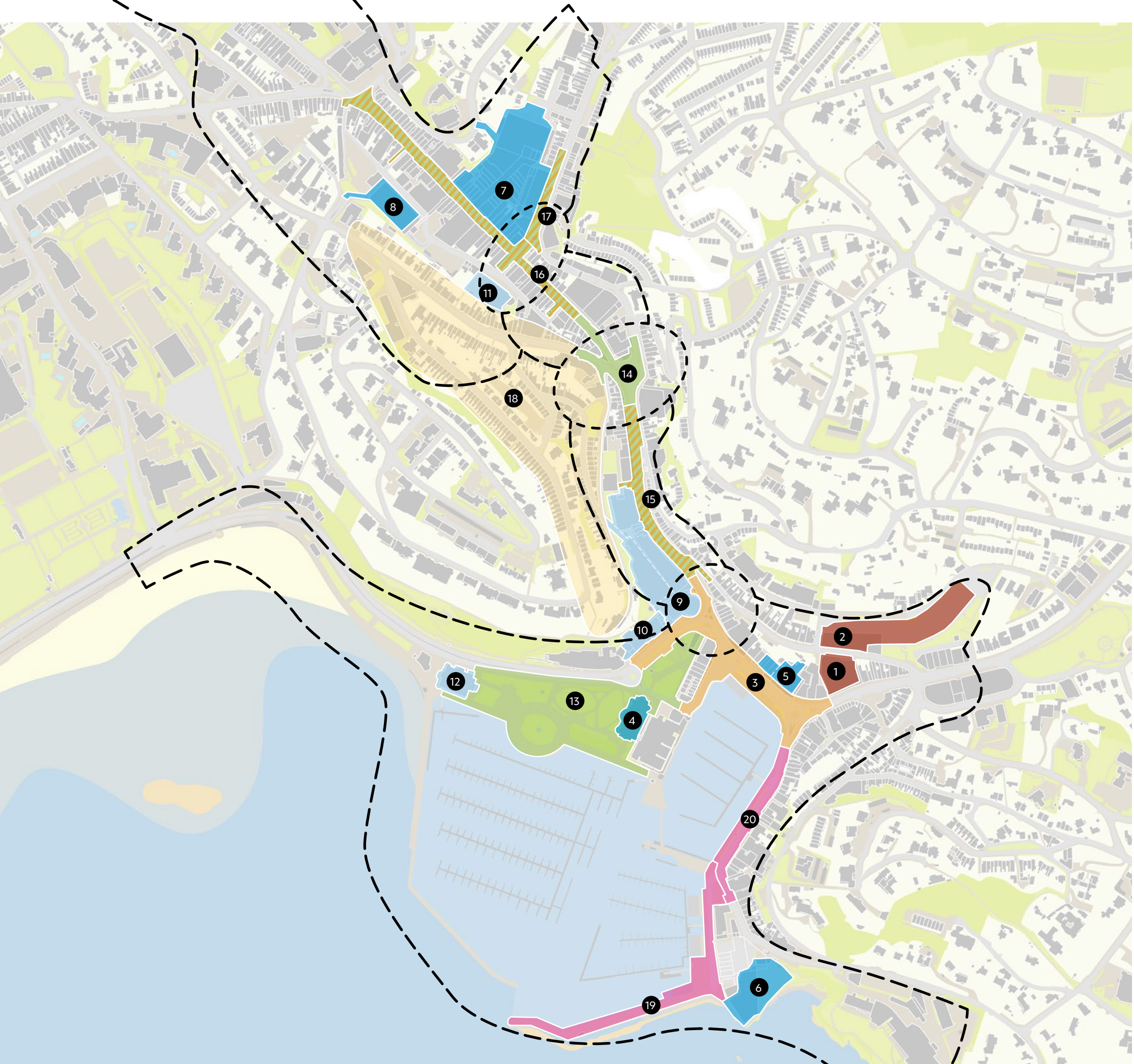
16

 Union Street

17

 Market Street

18

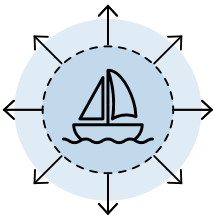
 Making Melville Marvellous

TORQUAY

Roles of the sites

A timeline

Focus on the Harbour area and work outwards



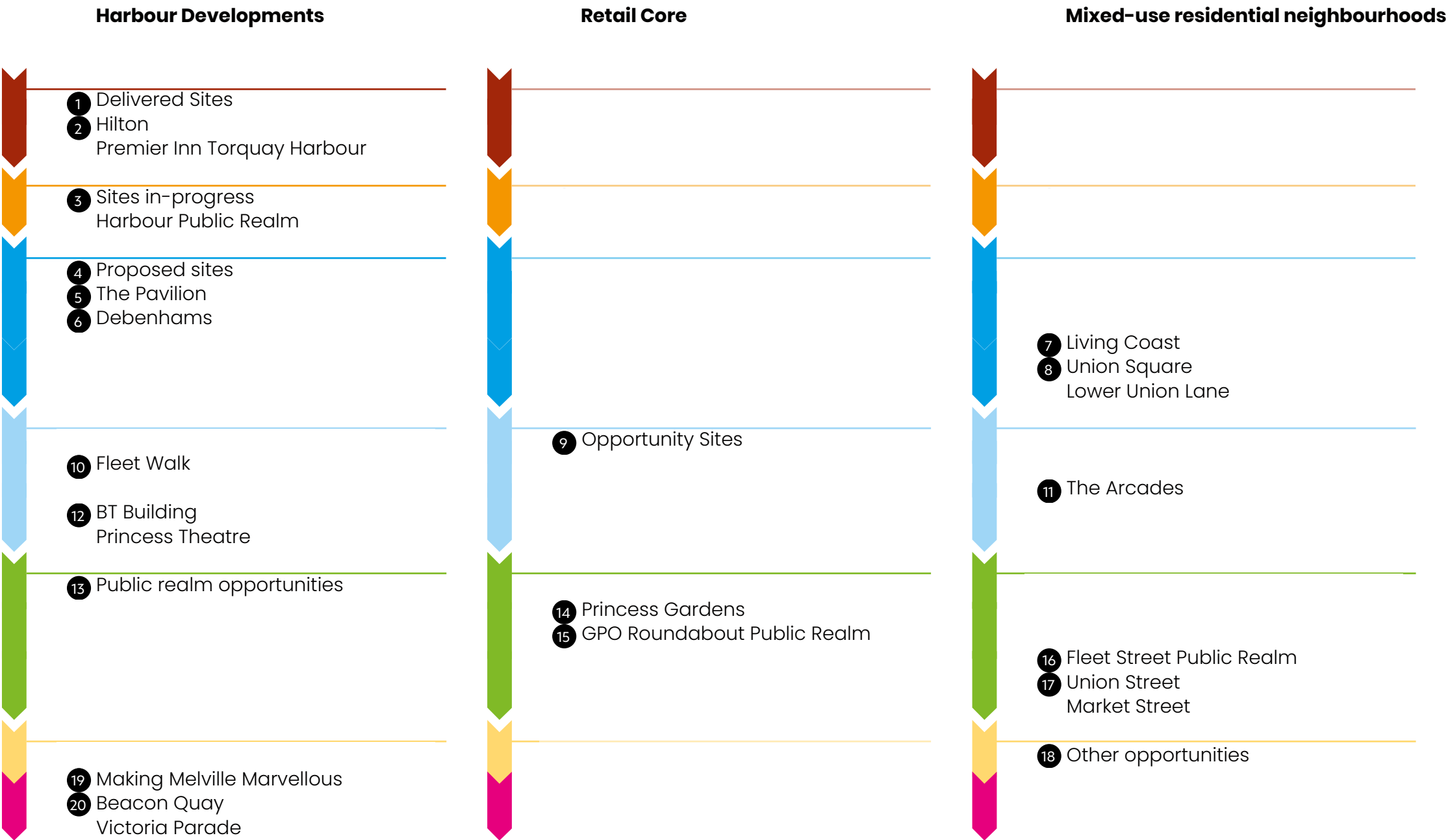
This page illustrates the timeline of delivery separated by town centre zone.


Harbour Developments
Both delivered and sites in-progress are in the harbour area, as well as a mix of short and longer term opportunities.

Retail Core
The public realm of Fleet Street, the GPO roundabout and Fleet Walk all represent opportunities to improve the retail core.

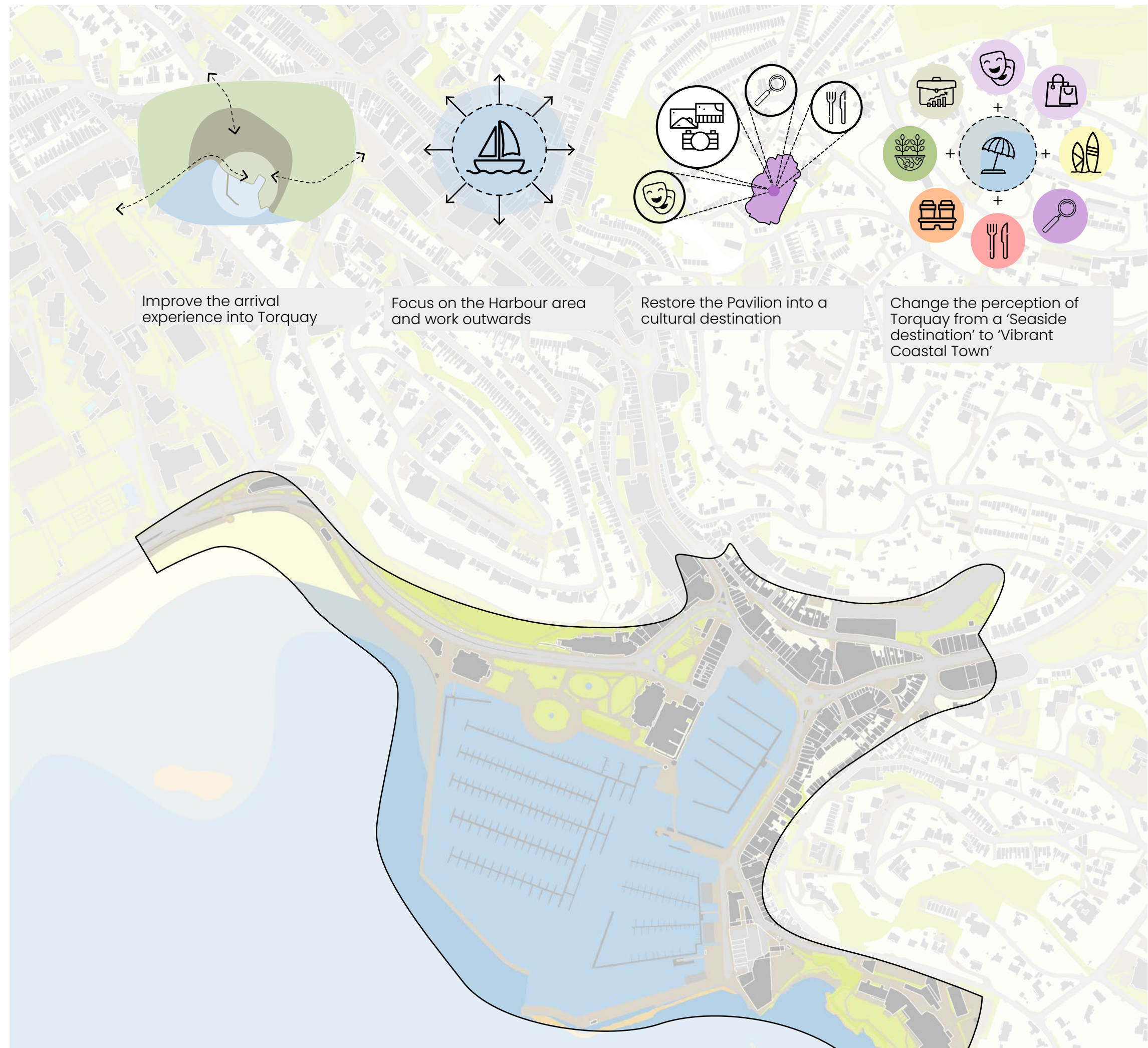
Civic and Parks - Mixed-use residential neighbourhoods
Significant opportunities to convert key buildings to be more residential-led exist at Union Square and Lower Union Lane, as well as opportunities to improve the connecting street fabric connecting into the retail core. There are also a number of vacant buildings which could represent additional opportunities for conversion.

The next three sections zoom in to the three zones to illustrate potential interventions.





- 1 Delivered Sites
- 2 Hilton
Premier Inn Torquay Harbour
- 3 Sites in-progress
Harbour Public Realm
- 4 Proposed sites
- 5 The Pavilion
- 6 Debenhams
- 10 Fleet Walk
- 12 BT Building
Princess Theatre
- 13 Public realm opportunities
- 19 Making Melville Marvellous
- 20 Beacon Quay
Victoria Parade



HARBOUR AREA Key Interventions

Key aspects of the Harbour Area include the following sites.

- Delivered Sites**
 - 1 Hilton
 - 2 Premier Inn Torquay Harbour
- Sites In Progress**
 - 3 Harbour Public Realm
- Proposed Sites**
 - 4 The Pavilion
 - 5 Debenhams
 - 6 Living Coast
- Opportunity Sites**
 - 9 Fleet Walk
 - 10 The Arcades
 - 16 Princess Theatre
- Public Realm Opportunities**
 - 17 Princess Gardens
- Other Opportunities**
 - 18 Making Melville Marvellous
- Opportunities highlighted in targeted consultation**
 - 19 Beacon Quay
 - 20 Victoria Parade



HARBOUR AREA Experience

Key to the success of the Harbour will be linking the different activities in a loop around the marina.

B Tourist bus dropoffs
Tourist buses should drop-off at Princess Gardens to capture the most attractive part of the town, from which the route around the harbour captures a number of different attractions, including:

- 1** Princess Theatre
- 2** Wheel
- 3** Activations / events in Princess Gardens
- 4** The Pavilion - Cultural destination
- 5** Outer Harbour food and beverage
- 6** Living Coasts
- 7** Beacon Cover watersports
- 8** Restaurants
- 9** The Strand marketplace
- 10** Childrens pontoon
- 11** Restaurants
- 12** Link to Fleet Street retailers



HARBOUR AREA Experience - Parking

Key to the success of the town centre in general is also the availability and access to parking, while not being detrimental to the vitality of the town centre.

Car parks in the immediate vicinity of the harbour include:

- Fleet Walk (450)
- Marina (111)
- Beacon Quay (118)
- Harbour (165)
- Meadfoot Road (57)

A wider strategy should be implemented to minimise non-essential traffic driving across The Strand to improve the area for visitors and pedestrians.

Eastern traffic is serviced by:

- Shedden Hill (258)
- Fleet Walk (450)
- Marina (111)
- Abbey Park (28)
- 847 Spaces

Traffic from the west is serviced by:

- Beacon Quay (118)
- Harbour (165)
- Meadfoot Road (57)
- 340 Spaces

- Main visitor traffic
- Minimised visitor traffic
- Car Park



HARBOUR AREA F&B Offers

Also key to the success of the Harbour are the successful food and beverage offers around the harbour. Allowing these to operate with al-fresco seating areas around the harbour will further enhance the environment.

- Independent bars and restaurants
- National Chain bars and restaurants
- Al-fresco seating areas



HARBOUR AREA Vision

Key aspects of the Harbour Area include:

Harbour Public Realm, Beacon Quay and Victoria Parade

- 1 Safeguard the harbour,
- 2 A destination for restaurants,
- 3 Al-fresco dining on the harbour-side,
- 4 Create a market along The Strand,
- 5 Create a pontoon for children (crabbing, play etc.),
- 6 Extend events from Princess gardens,
- 7 A prime location for mixed-use with offices in the marina area.

- 8 The Pavilion
Create an Agatha Christie cultural destination, to include:
 - The archives displayed and celebrated,
 - A place for plays and events,
 - A similar role and status of the Tate Galleries,
 - High quality cafe and seating.

- 9 Debenhams
Very important frontage for the town,
Potential link up to The Terrace,
A mix of uses with active ground floors.

- 10 Living Coasts
The opportunity to create a destination to complete the loop around the harbour, which could be:

- 11 An exhibition for the Geopark,
- 12 Open-air theatre, 'on-the-water' theatre.
- Watersports hub looking to Beacon Cove.
- World famous fish market,
- Event space / festival location,

- 13 Refurbish the restaurant and conference rooms.

Princess Theatre and Gardens

- 14 Extend the theatre to accommodate national shows,
- 15 Potential open-air theatre,
- 16 Uplift the restaurant.
- 17 More seats, pop-up stalls, WC's & infrastructure, Build on the success of the Bay of Lights, Wheel and Agatha Christie trail.

Arcades

- 18 The opportunity for a diverse range of leisure offers.
The opportunity for conference facilities.
- 19 Residential or hotel on additional floors above.
- Improved accessibility to Rock Walk.



HARBOUR AREA Vision



English Riviera Wheel



The Pavilion



Princess Theatre



Debenhams Redevelopment



Harbour Public Realm



Living Coasts



Marketplace



Interaction with the water



Public realm and streetscape



Seasonal activations



Al-fresco dining



Beacon Cove watersports & experiences

Torbay Regeneration Vision
PLACEHOLDER

PROPOSED SITE Debenhams - The Strand

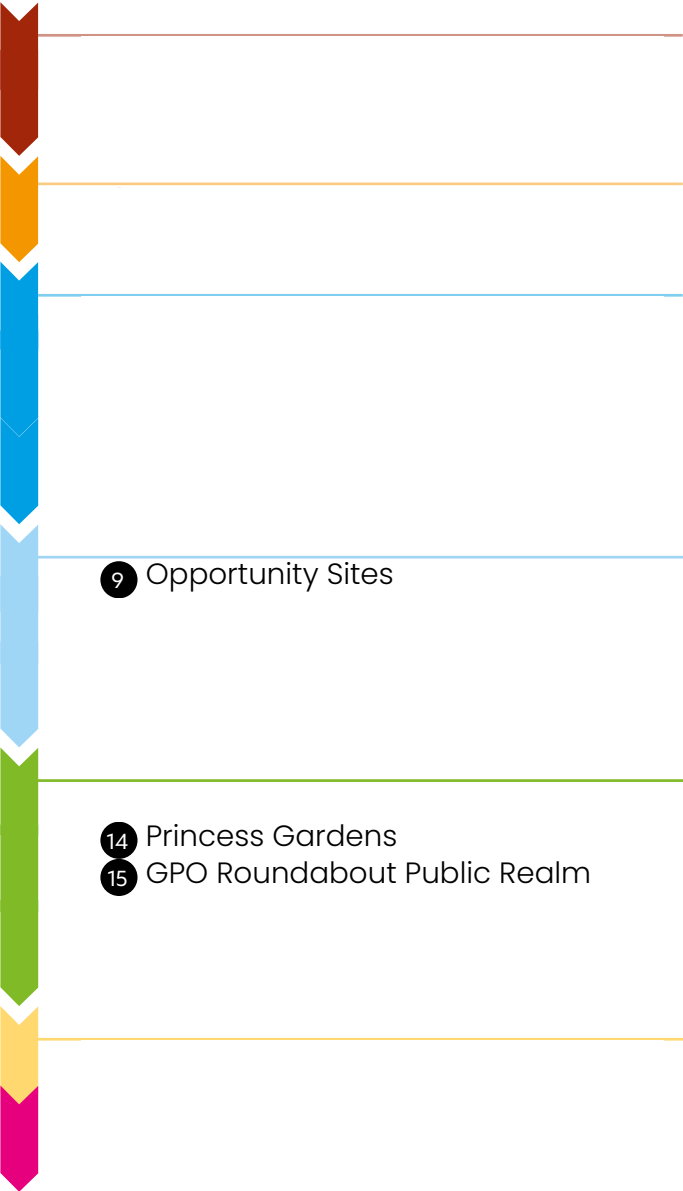
Development Information...





2 RETAIL CORE

This second section looks at the compressed retail core of the town.



RETAIL CORE

Key Interventions

Key aspects of the Retail Core include the following sites.

- Sites In Progress**
 - 3 Harbour Public Realm
- Opportunity Sites**
 - 9 Fleet Walk
 - 10 The Arcades
- Public Realm Opportunities**
 - 14 GPO Roundabout Public Realm
 - 15 Fleet Street Public Realm
- Other Opportunities**
 - 18 Making Melville Marvellous



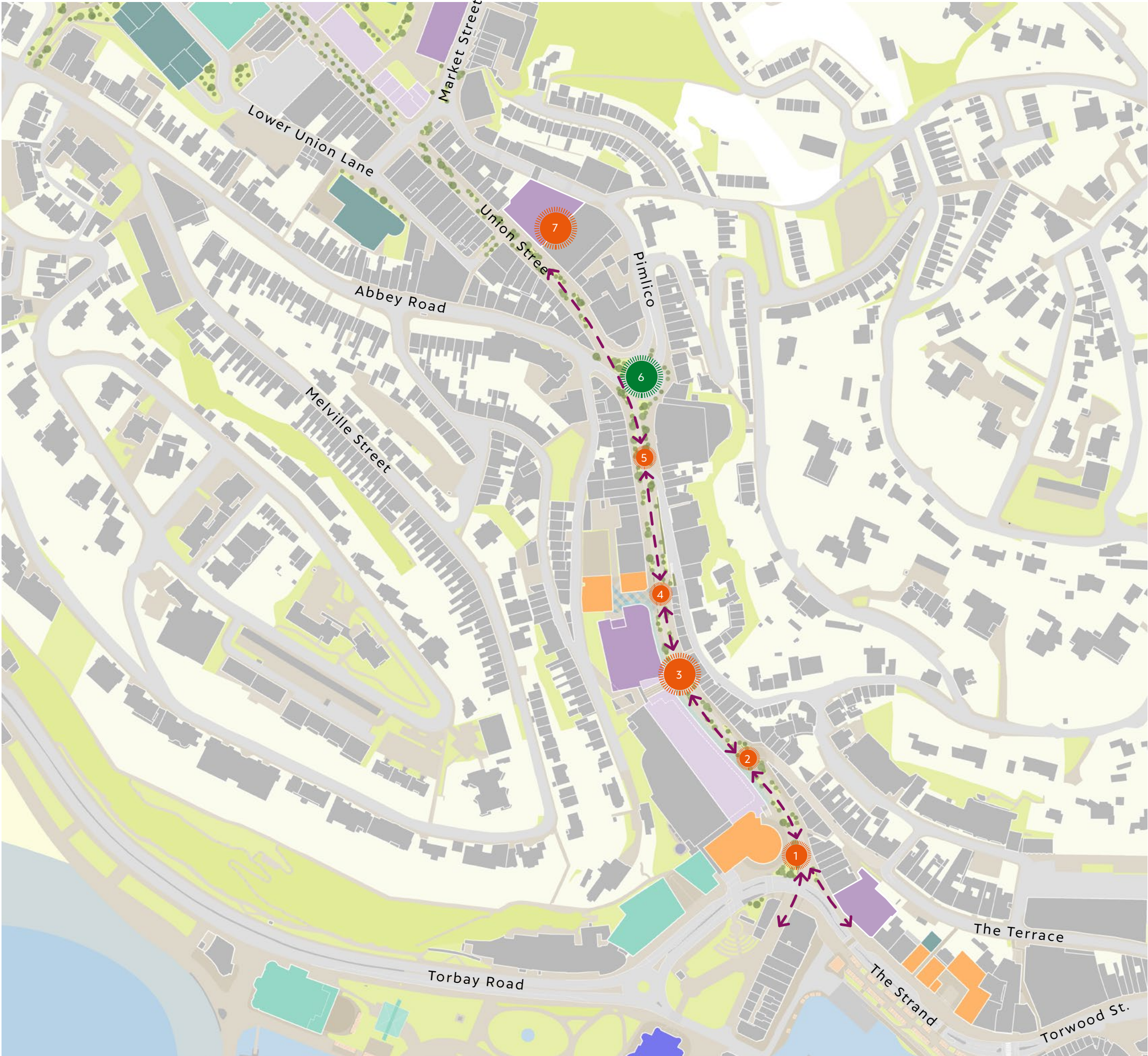
RETAIL CORE

Reducing the length of the retail core

A key part of the strategy is to consolidate the retail uses in the town along Fleet Street to strengthen and enhance the street.

A number of nodes can be created to draw people along Fleet Street and provide a different offer from the Harbour area, these include:

- 1 Junction to The Strand
Enhance the outdoor seating to the south of Fleet Walk and provide greenery with places for people to sit.
- 2 Junction to The Terrace
Potential for a place for performance in the public realm to attract people from The Strand up Fleet Walk.
- 3 Fleet Walk Entrance
Enhanced entrance with additional greenery, seating, lighting and access up to the upper level of Fleet Walk.
- 4 Rock Garden Entrance
Create an attractive entrance to Fleet Walk & Rock Garden. With artwork on the blank south-facing frontage and performance space in the street.
- 5 Outside the former Post Office building
Soft landscaping can enliven the link closer to the GPO roundabout.
- 6 GPO Roundabout
As the new link between more residential neighbourhoods to the north, there should be additional greenery to soften the route and a large crossing linking to Union Street.
- 7 Union Street
The ground floor can provide shops and services for the local neighbourhoods as well as converting into residential over time, with the larger format stores representing the only opportunity to accommodate larger floorplate retail offers.



RETAIL CORE

Key Interventions

Key aspects of the Retail Core include:

Fleet Street

- 1 Improve the public realm of Fleet Street. Turning Fleet Street into an extension of the harbour area:
- 2 Create a better connection to the harbour
- 3 Have activities at key nodes to encourage people to walk up the street,
- 4 Create a 'wow' moment in the centre.
- 5 Paint a mural on the south facing elevation next to the entrance to Rock Garden

Throughout the streetscape:

- Provide art and cultural elements.
 - Provide more seating and greenery,
 - Support and encourage independent retailers,
 - Activate the streetscape with pop-ups, markets, entertainment,
 - Provide public amenities such as water fountains and public WC's,
- Ensure pride of place in the primary retail street of the town:

- Ensure the street is clean,
- Tidy up the bins,
- Tidy up the shopfronts, including a strategy for vacant units,

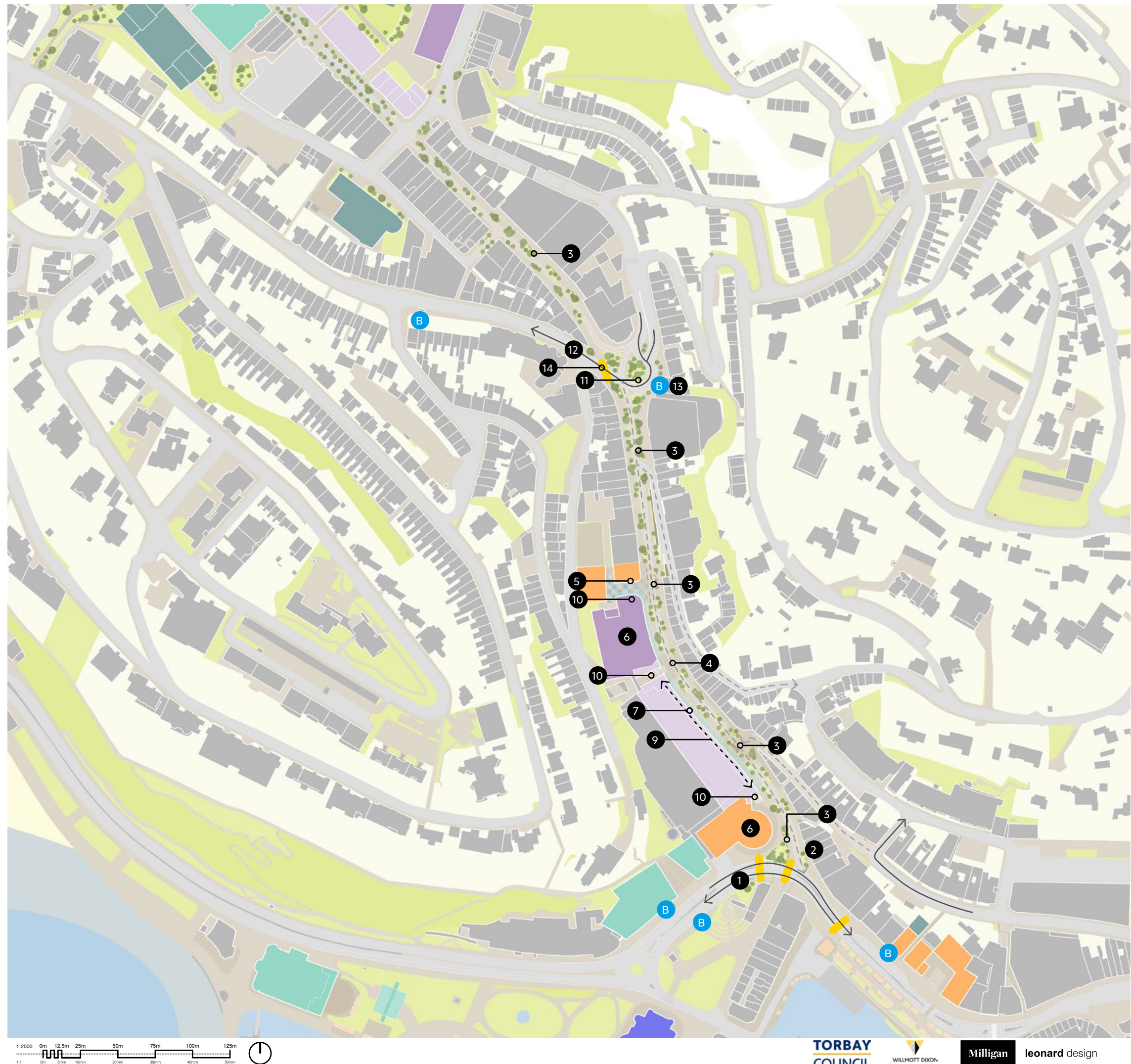
Fleet Walk

- 6 Bring in anchors to enhance the streetscape,
- 7 Enhance the frontage along Fleet Street,
- 8 Enhance the canopy,
- 9 Create a strategy for the upper level arcade,
- 10 Enhance and make more of the staircases up to the arcade.

GPO Roundabout Public Realm

The key junction between retail core to the south and mixed-use neighbourhoods to the north,

- 11 Improve the public realm with greenery, seating and lighting,
- 12 Allow turning for vehicles connecting Pimlico to Abbey Road,
- 13 Provide bus stops to serve the north of Fleet Street,
- 14 Provide a wide pedestrian crossing to Union Street.



RETAIL CORE Vision



Maintaining shopfronts & façades



Streetscape



Injecting greenery



Activations along Fleet Street



Places to sit



Greenery and walkability



Street markets



Murals



Places to congregate



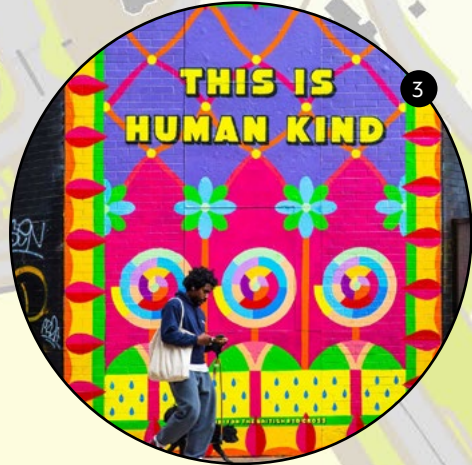
Seasonal activations



Sitting and meeting

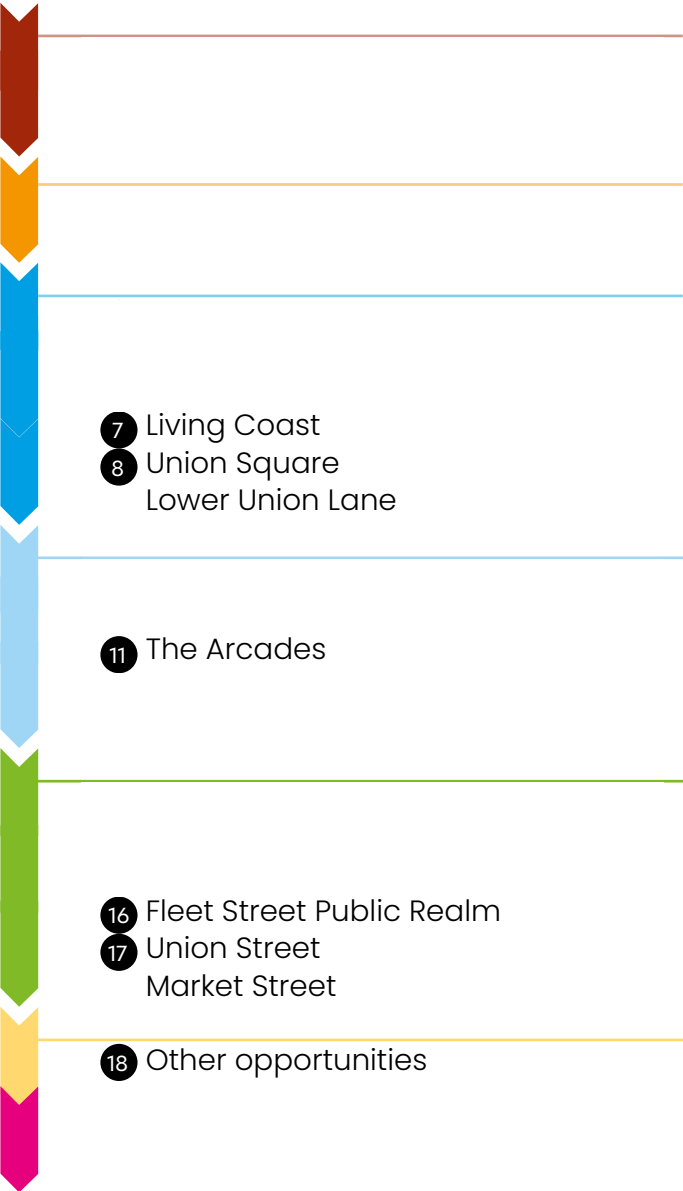


Public art



3 MIXED-USE RESIDENTIAL NEIGHBOURHOODS AREA

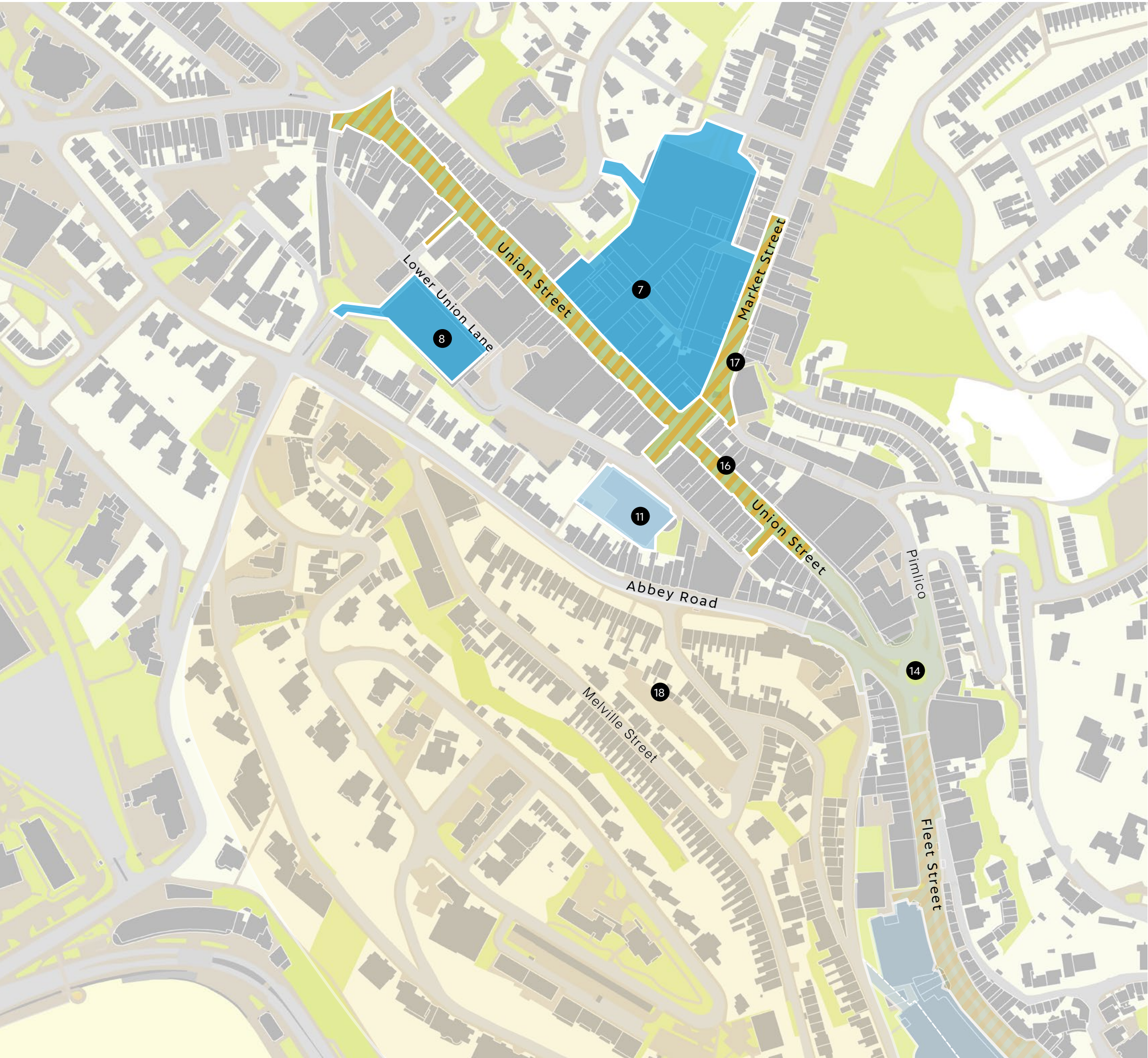
This third section looks at the area to the north of the retail core designated for mixed-use residential neighbourhoods.



MIXED-USE RESIDENTIAL NEIGHBOURHOODS Key Zones

Key aspects of the mixed-use residential areas include the following sites.

- Proposed Sites**
 - 7 Union Square
 - 8 Lower Union Lane
- Opportunity Sites**
 - 11 BT Building
- Public Realm Opportunities**
 - 14 GPO roundabout
 - 16 Union Street
 - 17 Market Street
- Other Opportunities**
 - 18 Making Melville Marvellous



MIXED-USE RESIDENTIAL NEIGHBOURHOODS Key Interventions

Castle Circus – Area around the Town Hall and Factory Road

- 1

There are significant issues with anti-social behaviour and homelessness around Factory Road and Castle Circus which both make the area feel unsafe for residents and workers, and also brings negative press for Torquay, potentially harming the local economy, Therefore appropriate, safe accommodation is required for homeless residents on Factory Road, Renovation of the existing buildings and streetscape would also encourage less anti-social behaviour, Lighting would also enhance the evening/night-time environment.
- 2

Union Street
- 3

Enhancements to the pedestrian public realm, including greenery, seating, street art and lighting,
- 4

Encourage the development of residential-led conversions to the existing buildings, particularly the large, currently vacant units,
- 5

Support to the New Central Cinema with a cluster of local food and beverage offerings.
- 6

Improve the public realm of Union Streets and Lower Union Lane.
- 7

Market Street
- 8

Retain the heritage buildings,
- 9

Encourage the conversion of commercial to residential premises.
- 10

Union Square
- 11

Potential to redevelop into a residential community,
- 12

With the multi-storey car park retained,
- 13

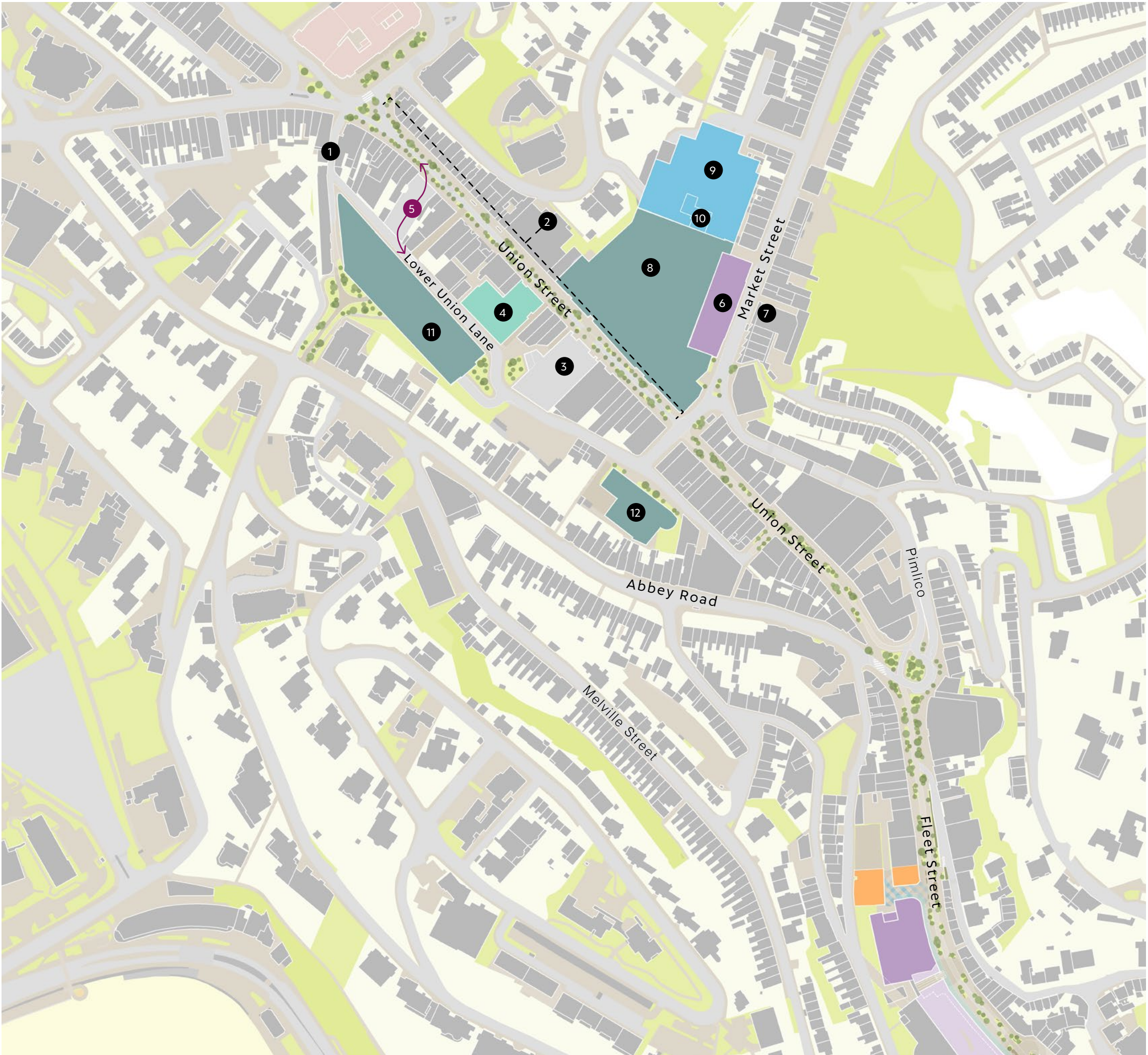
With the potential for other uses such as medical facilities for the NHS
- 14

Lower Union Lane
- 15

Potential for a residential development.
- 16

BT Building
- 17

Potential for a residential development.



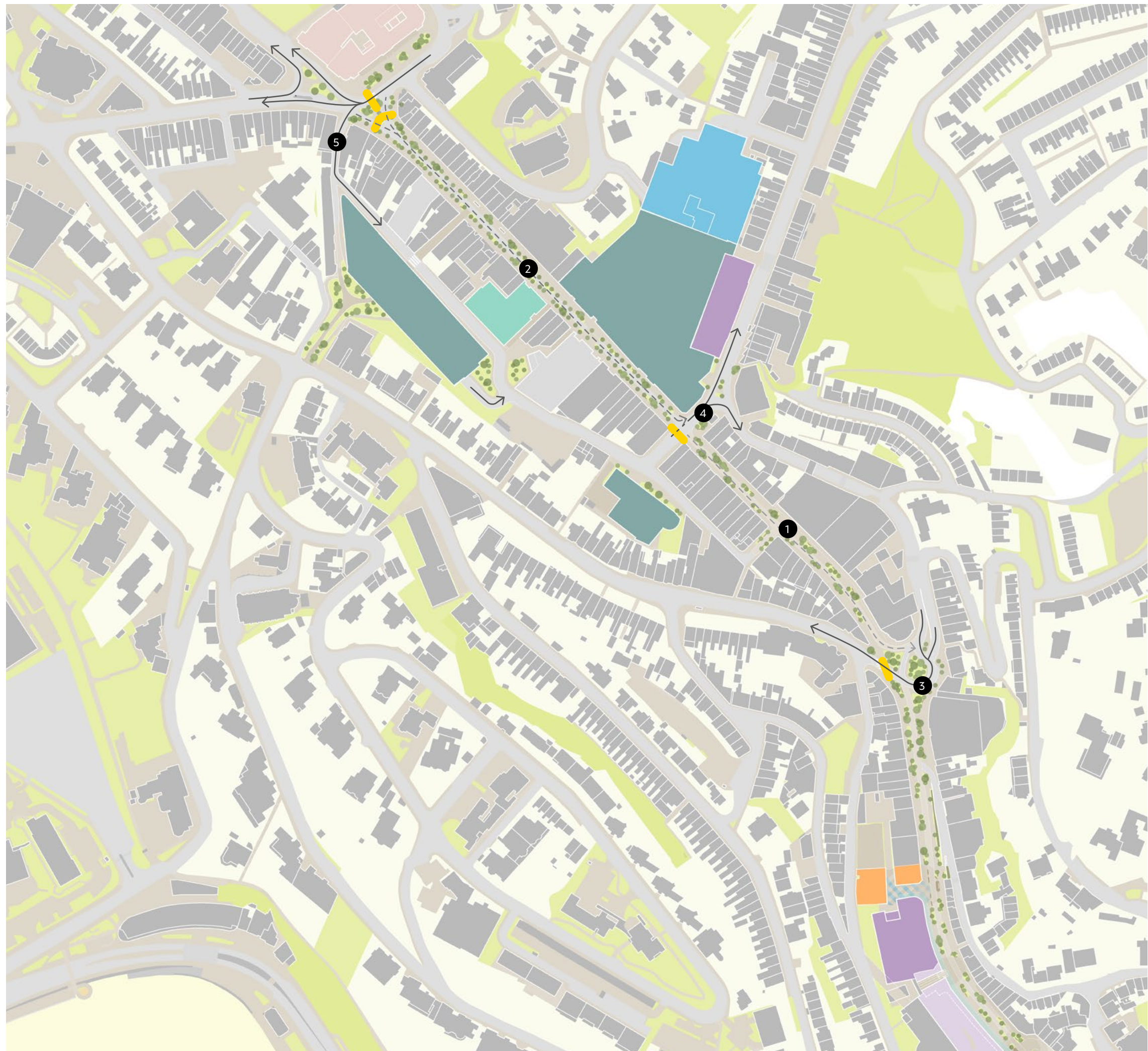
MIXED-USE RESIDENTIAL NEIGHBOURHOODS Movement & Public Realm

Gradually transforming the area from an ailing retail environment, into a mixed-use residential neighbourhood will require a gradual re-purposing of the existing buildings along Union Street.

A key part of its success will be the accessibility along the streetscape between the GPO roundabout and Town Hall.

The key spaces are outlined below:

- 1 Union Street South**
Already pedestrianised, additional greening and seating could improve the environment for the gradual shift from retail to residential neighbourhood.
- 2 Union Street North**
Currently one-way going south, there is the opportunity to improve the quality of the streetscape on Union Streets and Lower Union Lane.
- 3 GPO roundabout**
As the new link between residential neighbourhoods and retail core, there should be additional greenery to soften the route and a large crossing linking to Union Street.
- 4 Market Street**
Improved crossings should link Union Street South to North.
- 5 Factory Road**
The redeveloped Lower Union Lane residential scheme can revitalise Factory Road with the opportunity for overlooking residential properties, lighting and public realm to enhance a perception of safety.



Torbay Regeneration Vision
PLACEHOLDER

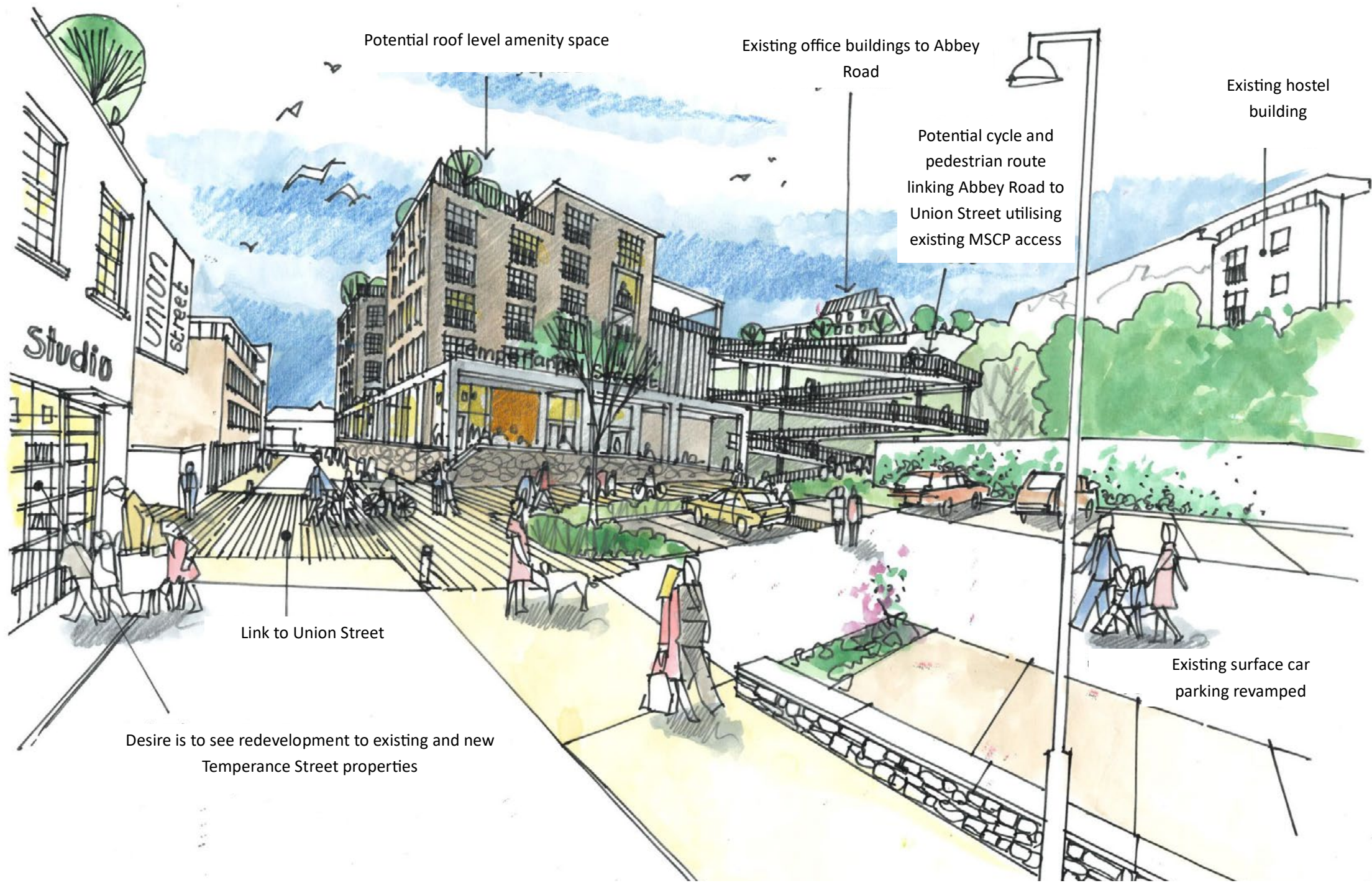
OPPORTUNITY SITE
Union Square

Development Information...



Torbay Regeneration Vision
PLACEHOLDER
OPPORTUNITY SITE
Lower Union Lane

Development Information...



MIXED-USE
RESIDENTIAL
NEIGHBOURHOODS
Vision



Potential new public square



Restore the Pannier Market



Playable furniture



Reclaiming street-space



Restaurants supporting the cinema



Boundary between pedestrians and traffic



New public square



Mix of housing types



Places to for children to play



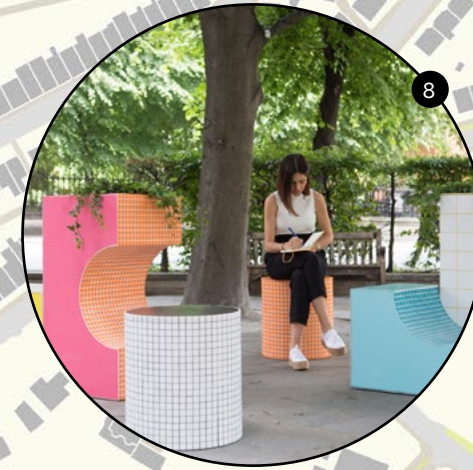
Playable streets



Restore the market building



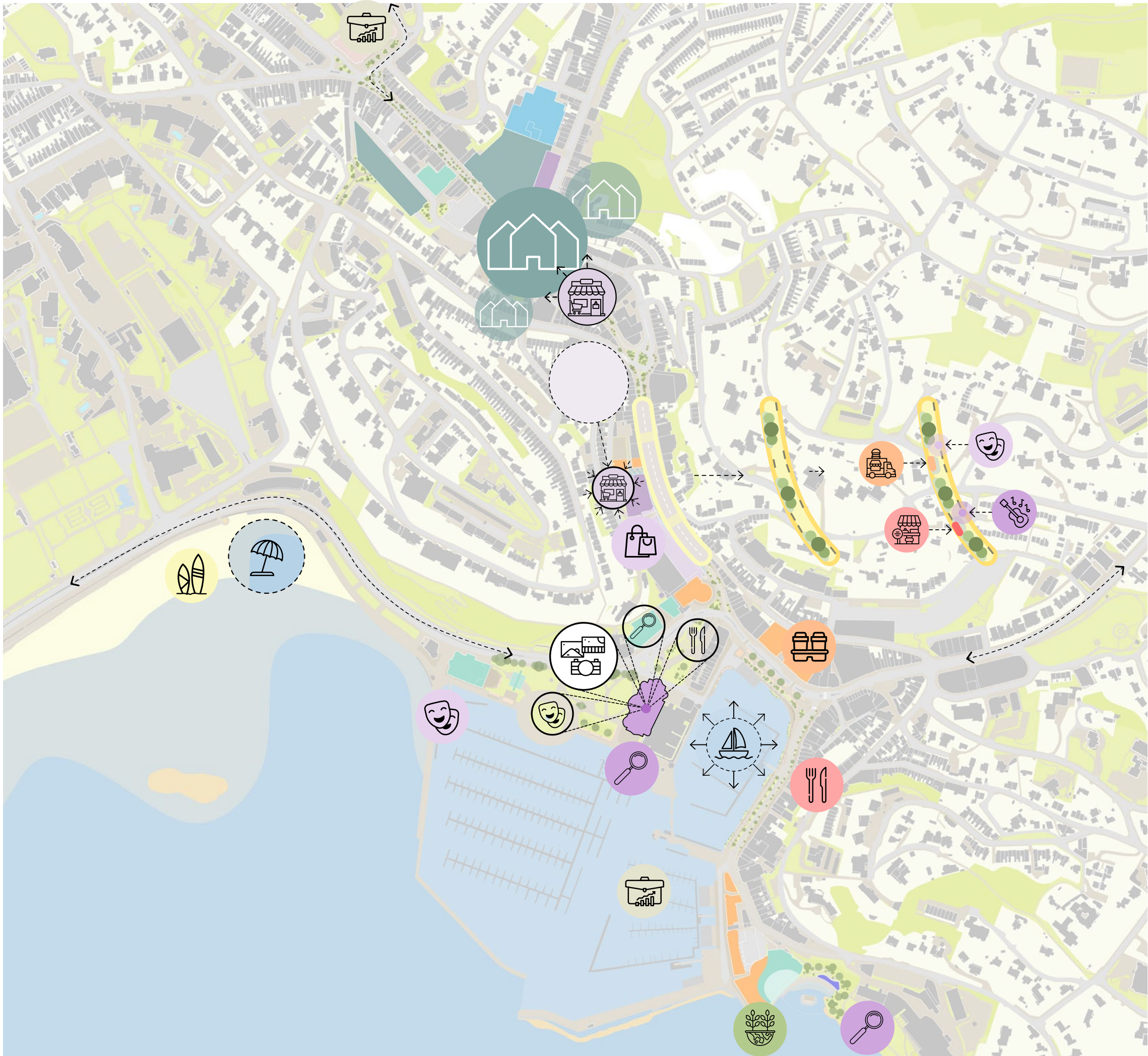
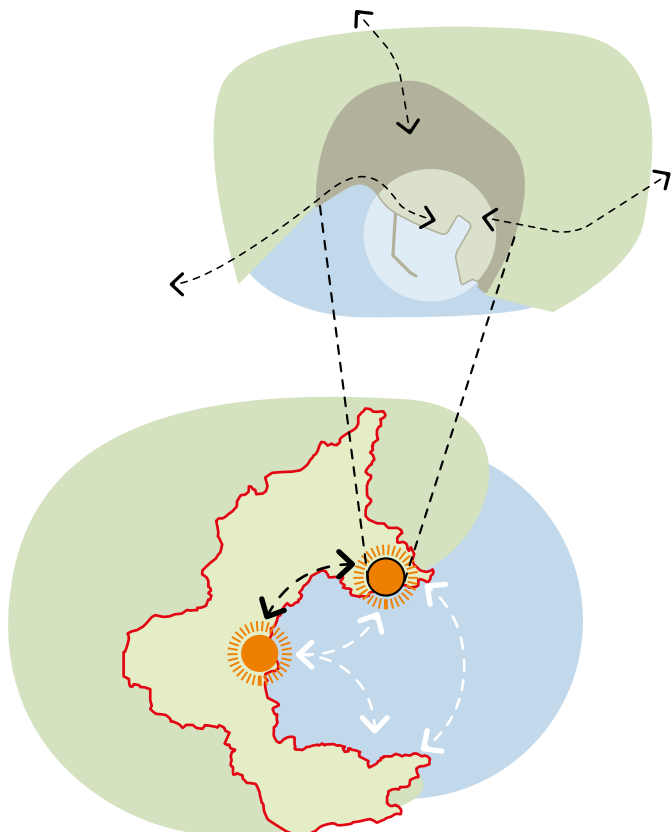
Space for play

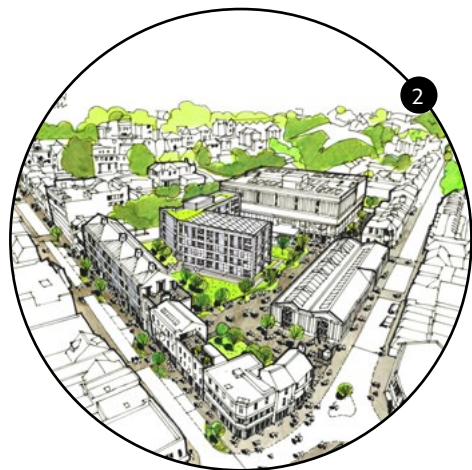


SUMMARY

Key Principles

- Reduce the size of, and strengthen the Retail Core
- Encourage mixed-use, residential neighbourhoods to the north of the GPO roundabout
- Change the perception of Torquay from a 'Seaside destination' to 'Vibrant Coastal Town'
- Restore the Pavilion into a cultural destination
- Improve the public realm of Fleet Street
- Focus on the Harbour area and work outwards
- Better connect across Torbay
- Encourage more street activations: A market, street food, entertainment and events
- Improve the arrival experience into Torquay





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