



TORBAY REGENERATION VISION: PAIGNTON

Torquay | Paignton | Brixham

CONTENTS

Torbay
Regeneration
Vision

01	Paignton Introduction	02	Paignton Analysis	03	Paignton Indicative Regeneration Vision
	Key Focus		Key Focus		Key Principles
	Heritage		Heritage		Roles of the sites
	Present Day		Social Demographics		Key Interventions
			Key Aims (Policy)		Summary
			Town Centre Zones		
			Uses		
			Conservation Areas		
			Vehicular Routes		
			Car Parks		
			Pedestrian Routes		
			Green Spaces		
			Topography		
			Flood Zones		
			Placemaking & Circulation		
			Summary		

PAIGNTON

Introduction

PAIGNTON

Key Focus

Paignton
Long Beaches | Family Entertainment | Leisure
Offers

Paignton is known for its beautiful beaches, family-friendly attractions, and traditional pier. Famous for its long sandy shoreline and Paignton Zoo, the town offers a blend of natural beauty and entertainment. Paignton's colourful beach huts, bustling promenade, and scenic coastline embody a classic British seaside experience. Its identity is a vibrant mix of coastal charm, recreational fun, and community spirit, making it a beloved destination for visitors and residents alike.

However the town centre currently faces significant economic challenges, which directly impact employment opportunities for the local population. The opportunity is there to build on Paignton's strong identity to attract more visitors, raising spending in the town centre and therefore providing more opportunities for local businesses to thrive.



PAIGNTON

The Town's Origins

Paignton, from "Paega's Town"

Paignton, a coastal town in Devon, has a deep history shaped by early human settlement, medieval development, and a later transformation into a popular Victorian seaside resort. Its story begins in ancient times, as archaeological evidence shows that the area around Paignton was inhabited by Bronze Age and Iron Age communities, due to its favorable coastal position.

The town's name is derived from "Paega's town," referring to an early Anglo-Saxon leader named Paega. By the time of the Domesday Book in 1086, Paignton, recorded as "Pagentone," was primarily a fishing and farming village.

18th and 19th Century: Growth and Prosperity

The town's character and economy remained relatively stable until the 19th century when Paignton experienced a dramatic transformation. The arrival of the South Devon Railway in 1859 connected Paignton to the broader region, making it easily accessible to visitors from all over the country. Paignton quickly grew into a popular seaside destination for Victorians drawn to its mild climate and sandy beaches. This era saw significant urban and infrastructural development, including hotels, guesthouses, and the construction of Paignton Pier in 1879, a Victorian pleasure pier designed to entertain holidaymakers.



Paignton in 1947

The Middle Ages

In the 14th century, Paignton Parish Church, dedicated to St. John the Baptist, was constructed and became a focal point of the town, with its tower added in the 15th century. This period also saw the establishment of the Bishop's Palace, an impressive residence for the bishops of Exeter, though it is now mostly in ruins.

It was owned by the Bishop of Exeter, which continued until the Reformation in the 16th century. In the medieval period, Paignton developed as a small yet thriving settlement, known for agriculture and its maritime economy.



Paignton in 1928

20th Century to Present

As part of the "English Riviera" alongside Torquay and Brixham, Paignton has since become a beloved resort town, known for its family-friendly beaches, vibrant esplanade, and attractions like Paignton Zoo, which opened in 1923. Modern Paignton is a blend of historical charm and contemporary tourism, while retaining traces of its ancient and medieval past.

However the decline of physical retail seen nationally has had its impact on the town centre, leading to a number of vacant retail units.

PAIGNTON Heritage

1860 →

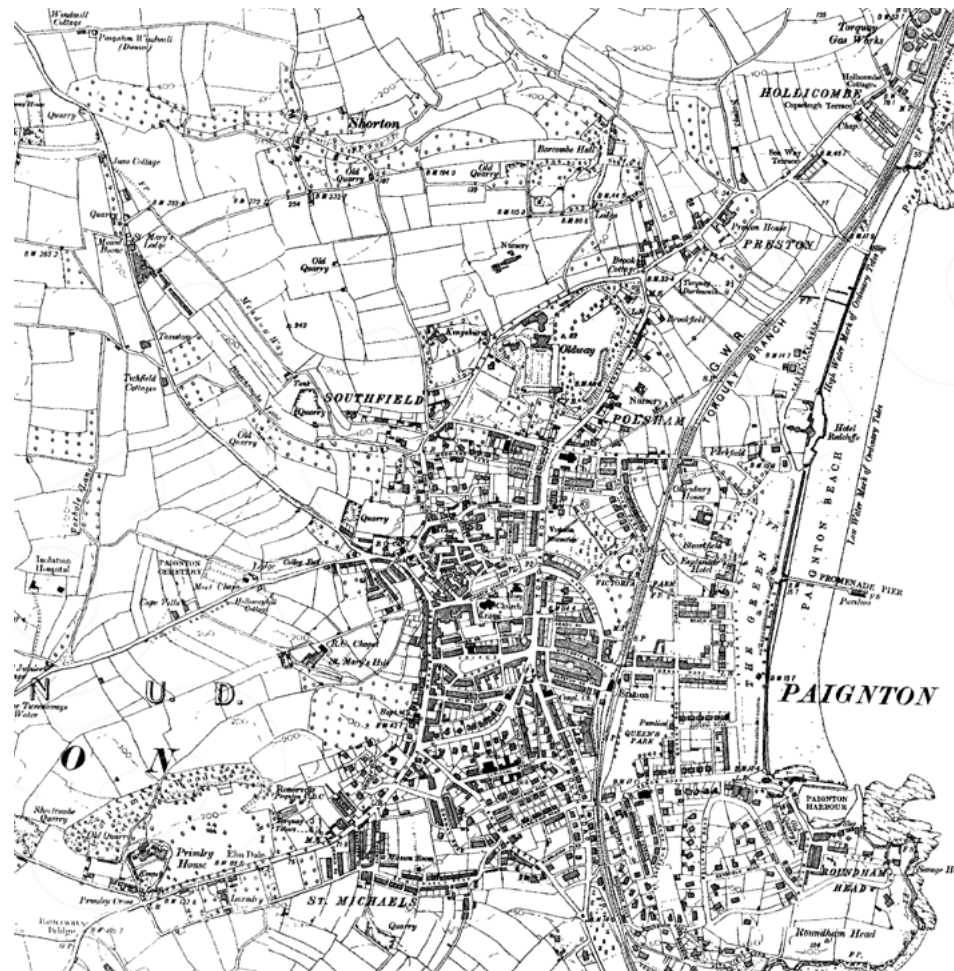
Between 1860 and 1900, Paignton underwent a remarkable transformation from a small fishing and agricultural village into a bustling Victorian seaside resort. This period marked a time of rapid urban, economic, and social change, spurred largely by improvements in transport and infrastructure that brought an influx of tourists. The biggest catalyst for Paignton's development during this period was the arrival of the South Devon Railway in 1859, which linked the town to Exeter, Plymouth, and further afield. The new rail connection made Paignton easily accessible to tourists from cities, leading to a tourism boom. In 1879, Paignton Pier was constructed, further solidifying the town's status as a seaside resort. The pier, designed by George Soudon Bridgman, offered a promenade, theatre, and amusements, providing entertainment for visitors. By the end of the 19th century, Paignton had firmly established itself as one of the prominent seaside resorts on the English Riviera, alongside Torquay and Brixham.

1900 →

The beginning of the 20th century was a period of consolidation and improvement in Paignton's tourism infrastructure. With the Victorian era's success, Paignton's tourism industry expanded to attract larger crowds. The seafront Paignton Green and Esplanade were improved and landscaped, more hotels and guesthouses were built for longer-stay visitors and the electric tram system connecting to Torquay and Brixham began operation in 1907. Following the war the 1920s represented the 'golden age' of Paignton's tourism. The pier was restored and expanded and became a lively centre for entertainment with cafes, theatres and funfair games. There were significant road and parking improvements implemented accommodating for day-trippers. Paignton Picture House opened in 1914 and the Zoo in 1923. By 1930, Paignton had solidified its reputation as a premier seaside destination, with improved amenities and a thriving social scene that attracted both families and young holidaymakers.

1930 →

Between 1930 and 1960, Paignton continued to evolve as a prominent British seaside resort. This period encompassed the Great Depression, World War II, and the post-war recovery, all of which shaped the town's development and tourism industry which remained resilient due to its appeal as a low-cost holiday destination. After the war, Paignton entered a new phase of prosperity as British seaside holidays became a central feature of post-war life. Damage from the war was repaired and revitalised to take advantage in the growth of domestic tourism due to increased disposable income and pent up demand for leisure. In the late 1940s and early 1950s, holiday camps became very popular, offering affordable, all-inclusive holidays with meals, entertainment, and activities. The demand for holiday accommodation grew, leading to the expansion of guesthouses, bed-and-breakfasts, and hotels. The pier was modernised and traditional seaside entertainments and the Zoo drew significant numbers of visitors.



PAIGNTON Heritage

1960 →

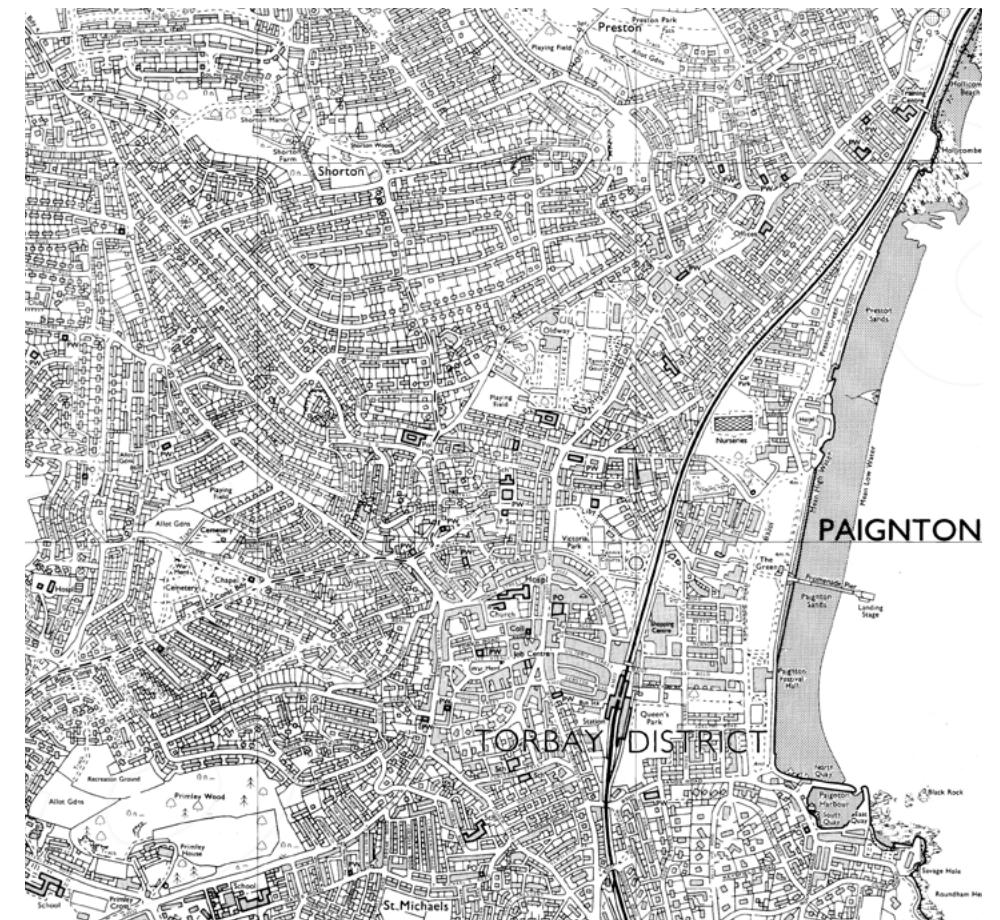
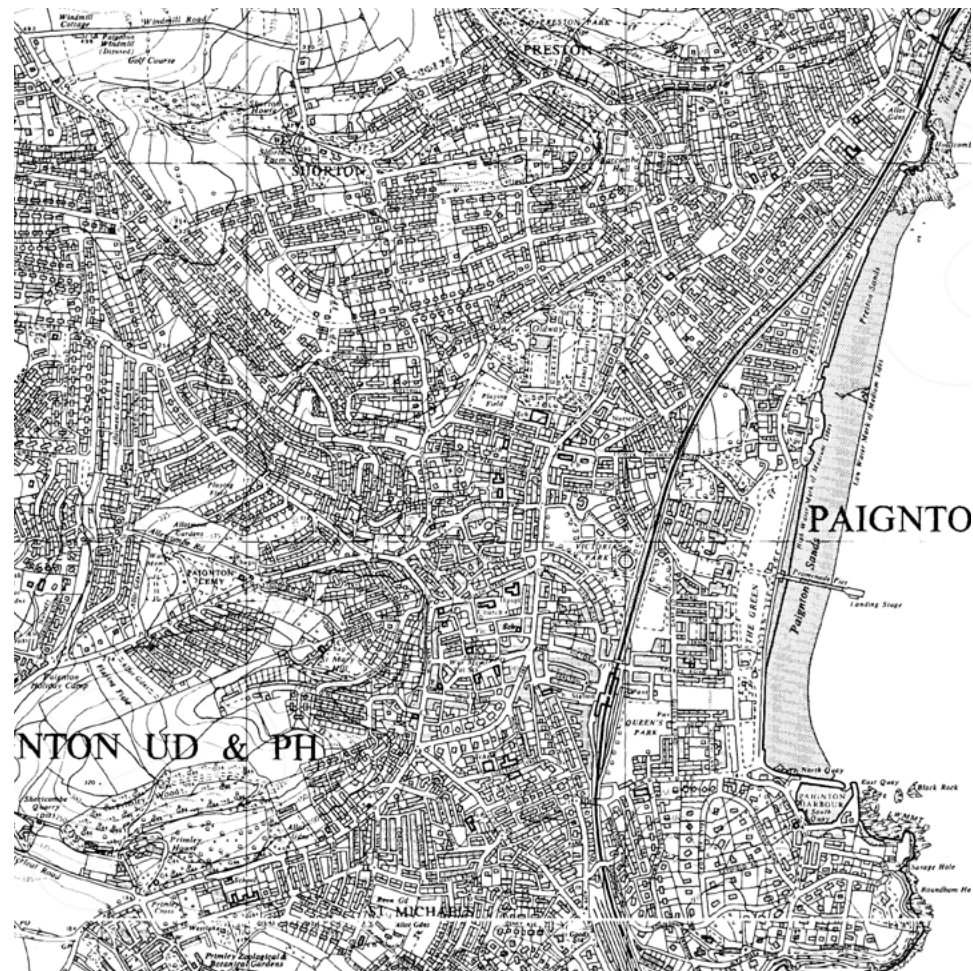
Between 1960 and 1980, Paignton continued to grow as a major British holiday destination. However, this period also saw new challenges as the town faced competition from increasingly affordable overseas travel. Paignton adapted by modernizing its facilities and diversifying its entertainment options to meet changing tourist expectations, but the impact of shifting travel trends began to shape its future. During the 1960's the Zoo expanded, hotels, guesthouses and holiday camps were improved and new arcades were built. Affordable package holidays abroad gained mass-market appeal in the 1970's leading to a decline in tourist numbers visiting Paignton. Efforts to reverse this trend included improving seafront facilities and building new indoor venues such as amusements, bowling alleys and leisure centres. The harbour was enhanced with a boat tours, cafes and shops adding to its appeal. The zoo expanded once more and more festivals and events were put on, such as the Regatta and Torbay Carnival.

1980 →

Between 1980 and 1990, Paignton continued to adapt to a changing tourism landscape. As more Britons travelled abroad, Paignton faced increased competition and needed to innovate to keep tourists coming. This decade was marked by a mix of modernization, efforts to reposition the town's appeal, and a growing emphasis on family-oriented attractions. The downturns of the early 1980's encouraged more 'stay-cations' which helped support Paignton's tourism industry. The 1980's also saw a concerted marketing effort to brand Paignton, along with Torquay and Brixham, as the "English Riviera," playing up its seaside charm, mild climate, and traditional British holiday appeal. This branding was aimed at differentiating the area from other coastal resorts in the UK and keeping it relevant despite growing competition from foreign destinations.

1990 →

From 1990 to today, Paignton has evolved to meet the changing demands of tourism while preserving its charm as a classic British seaside town. In the 1990s, Paignton strengthened its family-friendly focus, expanding attractions like Paignton Zoo and improving beach facilities. The 2000s saw the town's designation as part of the UNESCO English Riviera Geopark, along with upgrades to the seafront and indoor leisure options to make it a year-round destination. With the rise of digital marketing in the 2010s, Paignton used online promotion to reach broader audiences, tapping into the "stay-cation" trend and highlighting its natural beauty. Recent years have emphasized sustainable tourism, town centre revitalization, and transport improvements to keep Paignton attractive to both tourists and locals. Today, Paignton continues to balance modernization with its traditional appeal, working to secure its place as a resilient and welcoming seaside destination.



PAIGNTON Present Day

Present-day Paignton is a seaside town in transition, embodying both the enduring appeal of traditional British coastal resorts and the challenges facing many high street centres. The town remains a lively Devon seaside town with sandy beaches, a busy pier, and family-friendly attractions, with its pier serving as a charming landmark offering traditional attractions like dodgems and crazy golf in, old-fashioned 'kiss-me-quick' style.

The town's greatest strength lies in its tourism infrastructure and coastal location. Paignton Pier stands as one of Devon's top family attractions and remains among just a handful of traditional seaside piers still available to holidaymakers. The retail offering includes familiar names alongside independent stores, while visitors can find quirky independent stores alongside favourite high street regulars. The town benefits from its central position within the English Riviera, drawing visitors to its red sandy beaches and family-friendly atmosphere.

However, Paignton's town centre faces significant structural challenges. The ongoing high level of vacancies in the town centre represent both the town's biggest weakness and its greatest opportunity. The decline of physical retail nationally has had a significant affect on the town centre, with large scale retail assets now being converted into homes. The town centre is essentially caught between its past identity as a traditional seaside resort with and is currently undergoing major regeneration, creating both disruption and hope for renewal.



PAIGNTON

Town Centre Zones

PAIGNTON

Previously Defined Town Centre Zones

This diagram illustrates the zones of the town centre, as outlined in the Paignton Refresh Supplementary Planning Document, 2015.

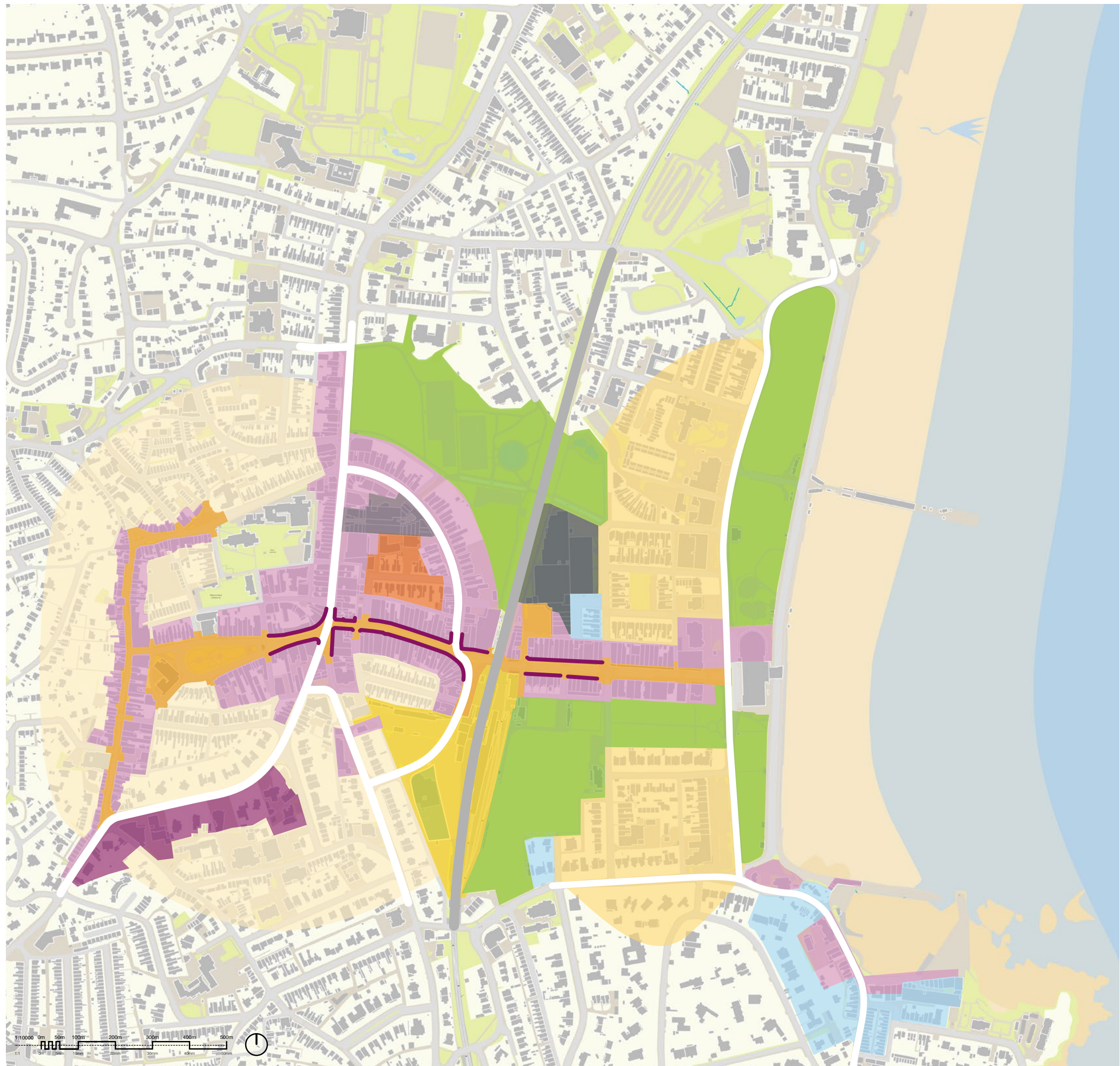
They indicate that the principal holiday accommodation and tourist offer lies to the east of the railway lines, linked to the retail core of the town via Torbay Road, which terminates with the view of the existing cinema building.

The main pedestrian route of the town lies along Torbay Road and Victoria Street to Palace Avenue. This route links all of the key visitor uses together in the town centre.

Important transport links split this route into three sections, with independent retailers to the west, high street nationals generally in the central section (Victoria Street), and a mix of restaurants, cafes, pubs, amusements and shops leading to the seafront along Torbay Road.

- Retail / Business with residential over
- Primary Shopping Frontage
- Mainly Offices / Residential
- Mainly commercial / Health Facilities / Residential
- Purely Residential Neighbourhoods
- Public Open Space
- Principal Holiday Accommodation Area
- Transport Gateway
- Main pedestrian Route

As identified in the 2015 document: Paignton Refresh Supplementary Planning Document



PAIGNTON Ground Floor Uses

This diagram clearly indicates the retailing activities of the town are located along the east to west axis between Torbay Road and Winner Street via Victoria Street and Palace Avenue. The surrounding areas are generally residential, with the higher concentration of hotels and bed and breakfasts located to the east of the train lines.

This diagram does not illustrate vacant units.

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



PAIGNTON Use Zones

Zoning these areas illustrates the principal holiday accommodation area is largely to the east of the train lines. The closer to the sea, the higher concentration of hotels and holiday lets.

This indicates the zones of local residents and tourists. The retail core of the town, being located on the strong east-west axis. Illustrates the core area to focus on when looking to raise the aspirations of the town centre.

Victoria Square and Crossways are indicated in grey on the diagram, and represent two key opportunity areas to revitalise the town.

- Green Spaces
- Retail | F&B | Businesses (with Resi over)
- Heritage
- Commercial / Health Facilities
- Offices / Residential
- Residential
- Principal Holiday Accommodation Area
- Transport Gateway
- Key Streets
- Parking



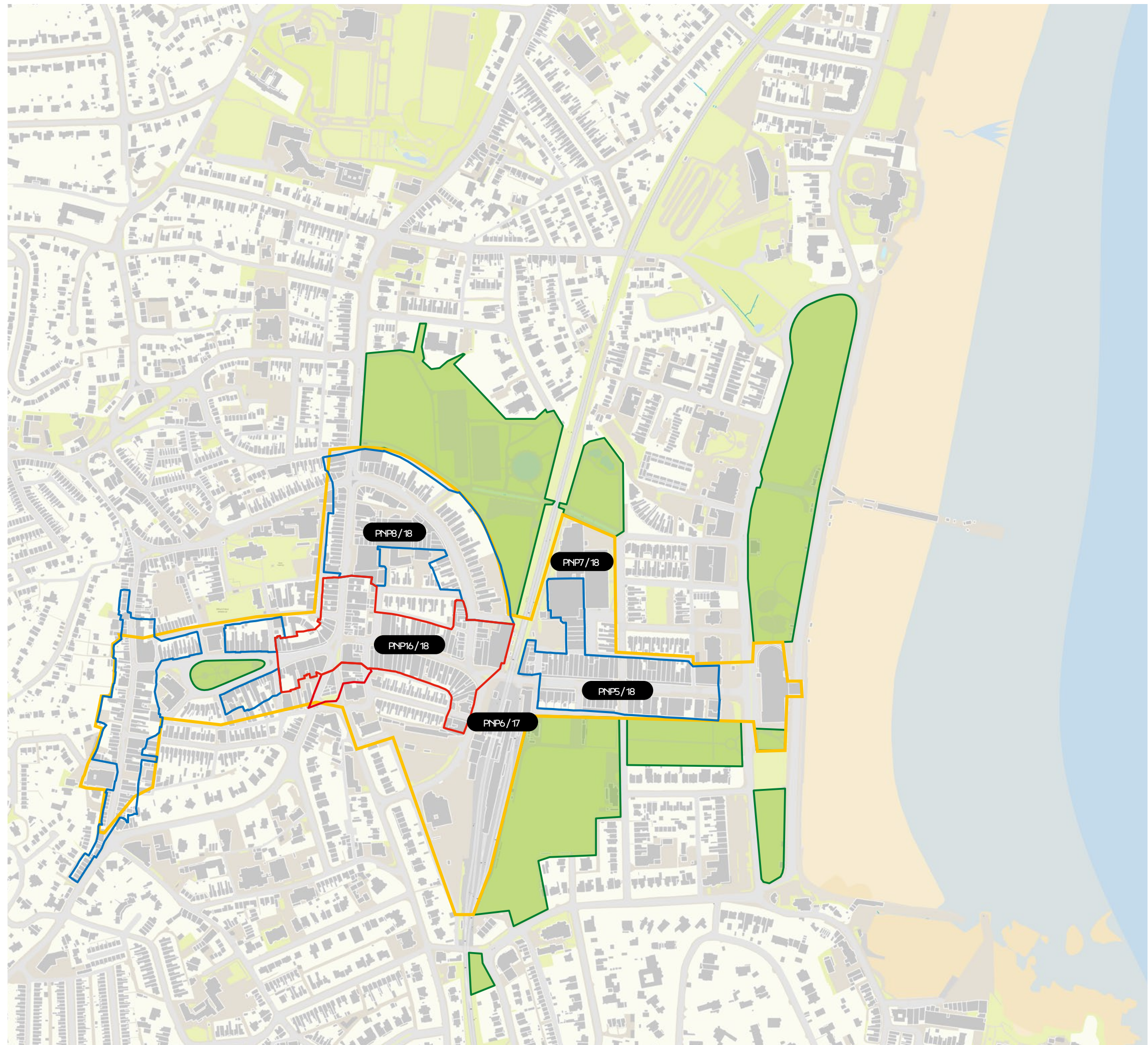
PAIGNTON Neighbourhood Plan

PNP2 – Town Centre. Development within the Town Centre area shown on the Town Centre boundary as shown in the Torbay Local Plan 2012–2030 will be expected, where appropriate, viable and deliverable to support the recreation of the Garden Town by improving and linking green spaces, greening the streets and buildings that connect them and permeability to the seafront and historic Old Town.

Proposals will be supported where they:

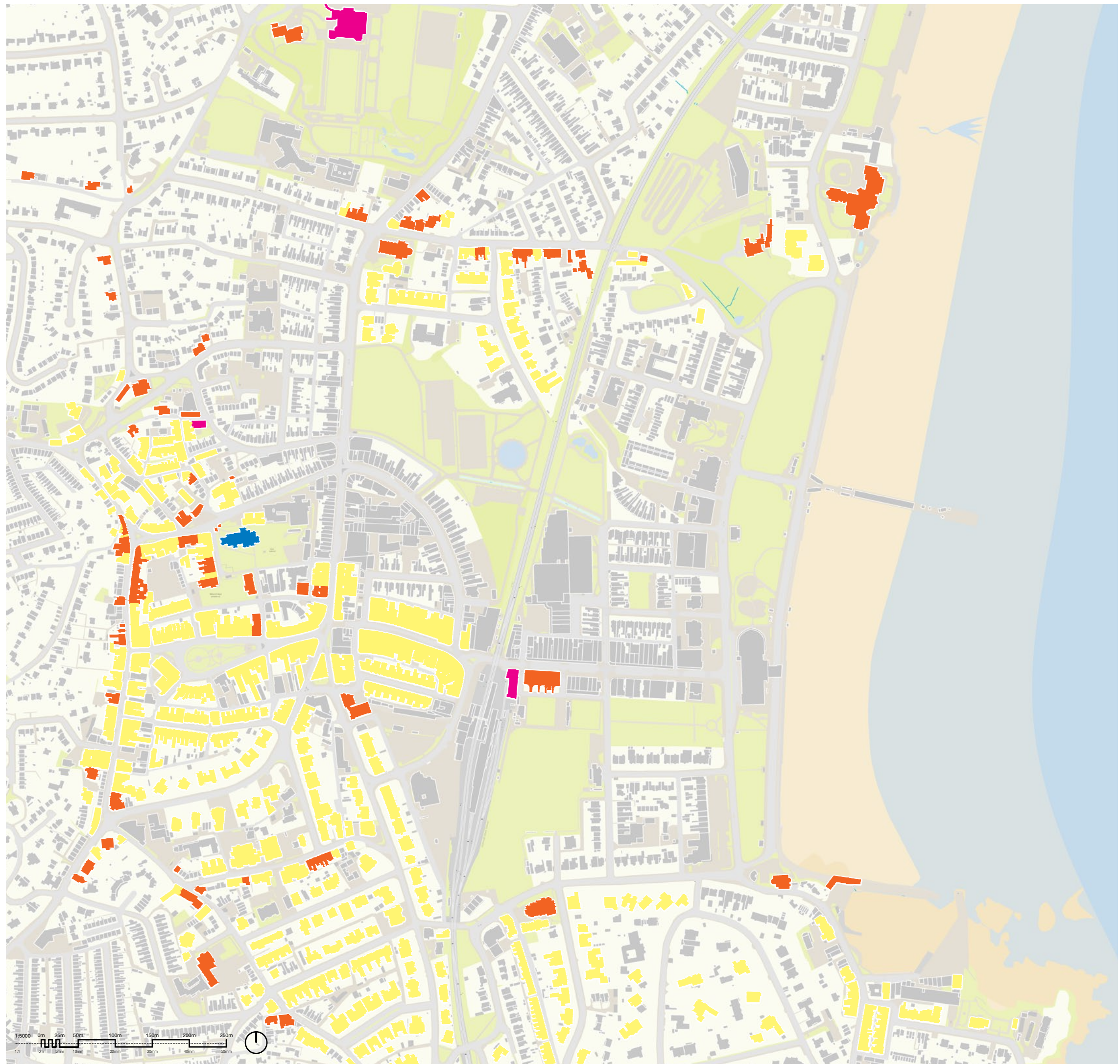
- Improve the vibrancy, cultural experience, appearance, and layout of the area;
- Take full account of flood risk;
- Focus retail use within the Town Centre and promote retail growth;
- Make it easier to move around by all forms of transport according to the 'hierarchy of sustainability' set out in policy TA1 of the Torbay Local plan;
- Increase residential accommodation within the area;
- Protect heritage assets and remove unattractive features which have a negative impact upon the character of the area;
- Enhance the provision of urban wildlife corridors and biodiversity links within the area, and with adjoining areas; and
- Meet the relevant Design Guide criteria set out in Policy PNPI(c).

- Site Specific Policies
- Local Open Green Spaces
- Town Centre – PNP2
- Primary Shopping Area
- Secondary Shopping Area



PAIGNTON Listed Buildings

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



PAIGNTON Conservation Areas

There are 3 Conservation areas encompassing the town centre.

These are subject to review.



- ➔ Viewpoint
- Feature of special interest
- 1 Old Paignton
- 2 Roundham & Paignton harbour
- 3 Polsham

PAIGNTON

Conservation Areas

Old Paignton



The Old Paignton Conservation Area extends over urban areas that have been settled for more than millennia, including small densely set streets whose plan forms have been determined by the organic medieval layout; and additionally it encompasses a highly designed late 19th century commercial centre and residential suburb, of fine quality. Until the advent of the Heritage Economic Regeneration Scheme (HERS) in 2000-2004 some of the historic buildings exhibited the results of dreadful neglect and very poor treatment. Many had been allowed to deteriorate, or showed the defects of inappropriate repair.

However the HERS provided the opportunity for economic regeneration by applying the best conservation philosophy. This meant making maximum use of the published design and/or planning guidance both national (English Heritage) and local – the council's own Conservation Team within the Planning Division. The comprehensive approach to conservation did not preclude enhancement of the townscape: promoting quality new-build, matching modern materials with a compatible aesthetic. That two such schemes were brought to fruition in Well Street, outside the HERS core area of Winner and Church Street, is a testament to its influence and success.

Roundham & Paignton Harbour



Unlike the densely populated Old Paignton, Roundham is characterized as a late Victorian and Edwardian garden suburb. Despite some late-20th century degradation, the area has largely retained its original quality due to the preservation of boundary walls and mature trees.

The 20th century saw detrimental changes such as unsympathetic extensions and infill additions, which threatened the area's character. However, recent developments like Ambassador House and Regents Court have shown that new buildings can respect and enhance the existing character. There has been a significant loss of period details, such as original windows and doors, often replaced by PVCu, which is regrettable.

Holiday-related buildings have introduced visual intrusions like prominent signage and discordant colour schemes, which do not align with the garden suburb aesthetic.

Polsham



Polsham Park is a notable example of late 19th-century Victorian planning in Paignton, well-defined by Torquay Road, Lower Polsham Road, the railway, and Victoria Park. Its designation as a conservation area was prompted by the demolition of two large houses, leading to the implementation of Article 4(2) directions to control development.

Unlike the densely populated Old Paignton, Polsham Park remains a quiet Victorian garden suburb, retaining much of its original character despite some demolitions and new developments. The area near the seafront features dense trees and open green spaces, offering a quieter environment compared to the main esplanade. The loss of period details has been halted by the withdrawal of permitted development rights, allowing for better conservation practices and increased awareness of the area's collective value.

PAIGNTON Main Vehicular Routes

The main vehicular routes through Paignton town centre are structured around a network of A-roads that connect the town to the wider Devon transport system:

Primary Routes

The A380 forms part of the Paignton ring road, coming down from Newton Abbot through Gallows Gate roundabout, Preston Down roundabout, and Churscombe Cross roundabout before reducing to single carriageway as it enters Paignton, finally ending at Collaton St Mary where it meets the A3022.

Key Town Centre Connections

The A385 starts about a mile outside Paignton at traffic lights with the A380 and A3022, providing the main route westward toward Totnes. The A3022 and A379 share the same physical road through the Torbay area (though only the A3022 is signed), with the roads diverging at Paignton where the A379 follows a route through Goodrington.

Ring Road System

The ring road A3022 serves as one of only two routes from Brixham towards Torquay/Newton Abbot, making it a critical arterial route. The ring road system includes the major roundabouts mentioned above, which help manage traffic flow around the town centre rather than through it.

The road network reflects Paignton's role as a key hub within the English Riviera, with routes radiating outward to Newton Abbot (A380), Totnes (A385), and along the coast via the A3022/A379 system.

- ➔ Major Road (A)
- ➔ Distributor Road (B)
- ➔ One Way town centre through routes
- ➔ Pedestrianised (shared space)
- ➔ Rail Lines
- P Car park



PAIGNTON Parking

Council Car Parks

- 1 Victoria (221)
- 2 Great Western (70)
- 3 Station Lane (73)
- 4 Crown and Anchor (76)
- 5 Churchward Road (37)
- 6 Roundham (100)
- 7 Colin Road (87)
- 8 Oldway Mansion (88)
- 9 Hyde Road (Crossways) (140) (Temporary)

Total: 892 Spaces

On-Street Parking

- 10 Eastern Esplanade S (127)
- 11 Eastern Esplanade N (81)
- 12 Torbay Road (44)
- 13 Adelphi Rd & Ln, Queens Rd & Sands Rd (64)
- 14 Hyde Road (16)
- 15 Dendy Road (20)
- 16 Palace Avenue (74)

Total: 426 Spaces

Private Car Parks

- 17 Paignton Station (74)
- 18 Kernou Road (20)

Total: 94 Spaces

Total town centre: 1,412 Spaces

Council Car Parks Goodrington

- 19 Youngs Park (124)
- 20 Clennon Valley (458)
- 21 Quay West (970)
- 22 Goodrington (14)

Total Goodrington: 1,566 Spaces



PAIGNTON

Pedestrian Movement

The walking routes through Paignton Town Centre have been significantly impacted by recent regeneration efforts and traffic management changes. Here are the main pedestrian routes:

Primary Walking Streets

Torbay Road underwent a trial of pedestrianisation after public consultation in early 2022, which was amended to partial pedestrianisation in early 2023, with further changes made to the layout and traffic flow in summer 2023. This remains one of the key walking corridors through the town centre, featuring shopping and leisure with independent businesses.

Historic Walking Areas

Winner Street represents part of the historic core of Paignton, with Old Paignton being “an area rich with history going back to Anglo-Saxon times and with many beautiful and handsome buildings”. This area offers a more traditional walking experience through the town’s historic quarter.

Key Connection Points

The town centre’s walking routes are anchored by several key areas including (currently being redeveloped), the seafront area near the pier, and Victoria Street area. However, the demolition of Victoria Shopping Centre and Victoria multi-storey car park is significantly altering pedestrian flow patterns through the centre.

Coastal Connections

The coastal path connects through Paignton harbour and continues to the cliff top houses, linking to the longer beaches of Goodrington

-  Pedestrian Crossing
-  Cycle route
-  Ferry route
-  Bus Stop
-  Vehicle Routes
-  Primary pedestrian route
-  Secondary pedestrian route



PAIGNTON Green Spaces

Paignton Town Centre has several important green spaces that serve as community gathering places:

Palace Avenue Gardens serves as the town's central ornamental space. Palace Avenue Gardens is situated just beyond the junction of Brixham Road and Totnes Road. It is an ornamental garden in the centre of the town and in which is also the location of the War Memorial for Paignton. The gardens are a focal point for both residents and visitors.

Victoria Park provides active recreation space in the centre of Paignton, with tennis courts, skate park and a playground, key amenity spaces for young people. .

Goodrington's Youngs Park is a natural habitat for swans, geese and wild birds, it features a boating lake, mini golf, toilets and a cafe right by the seafront, with swan boats and spinny boats for hire, plus a play park and crazy golf.

Coastal Green Spaces extend the green network. Roundham Head, Paignton, is at the top of the cliff with parkland and views out to sea all round.

These green spaces collectively provide a mix of formal ornamental gardens, active recreation areas, wildlife habitats, and coastal parkland, creating a diverse network of green infrastructure that serves both the town centre's residents and its many visitors.

- ❶ Victoria Park
- ❷ Geoplay Park
- ❸ Paignton Green
- ❹ Torbay Park
- ❺ Queens Park
- ❻ Oldway Formal Gardens & Park
- ❼ Palace Avenue Park
- ❽ St John the Baptist Churchyard
- ❾ Parkfield
- ❿ Torbay BMX Club / Paignton Skatepark
- ⓫ Preston Green

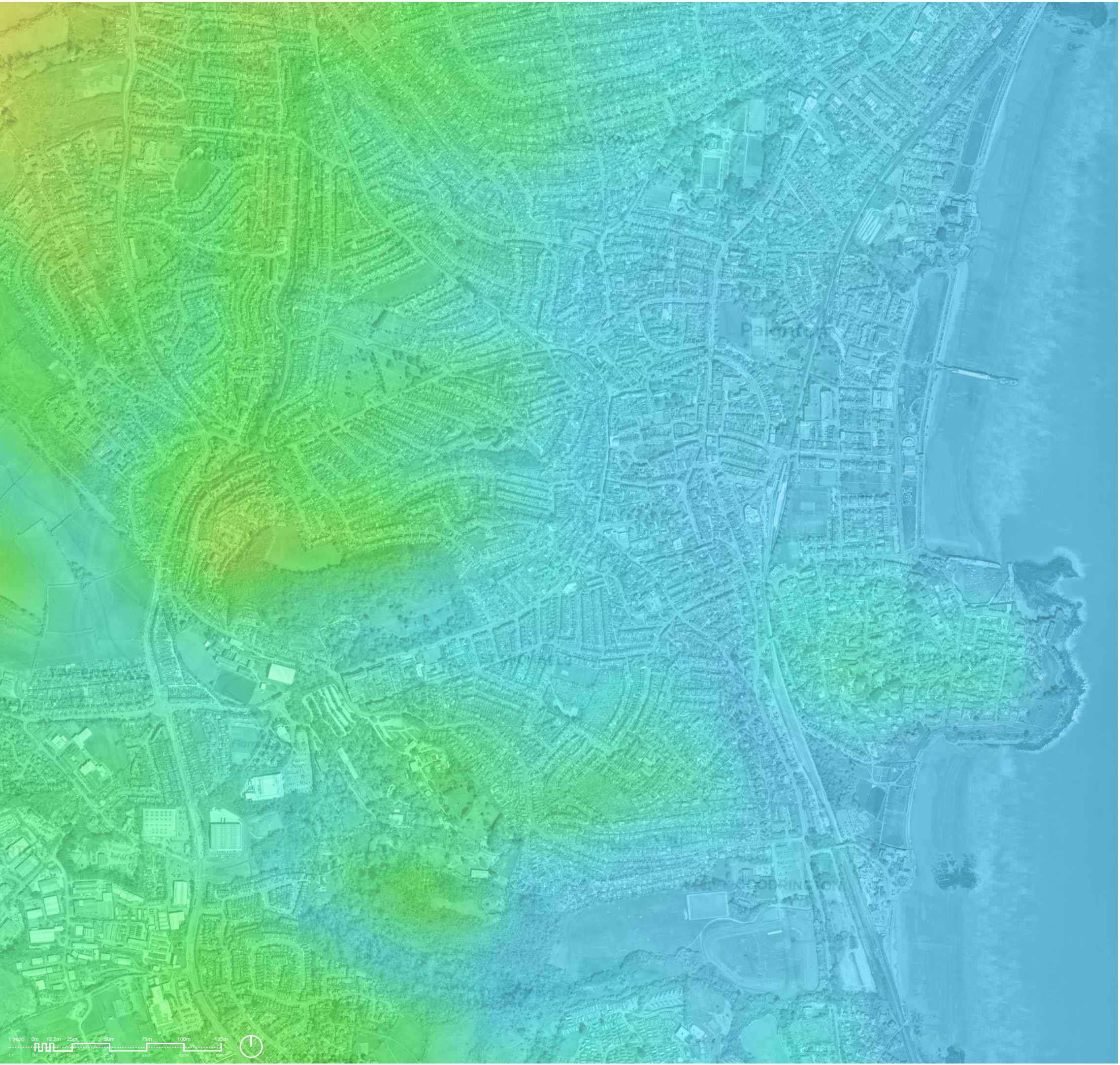


PAIGNTON
Topography

- AOD
- 161m
 - 150m
 - 139m
 - 129m
 - 118m
 - 107m
 - 97m
 - 86m
 - 76m
 - 65m
 - 55m
 - 45m
 - 35m
 - 25m
 - 16m
 - 6m
 - 0m



PAIGNTON
Topography



PAIGNTON Flood Zones

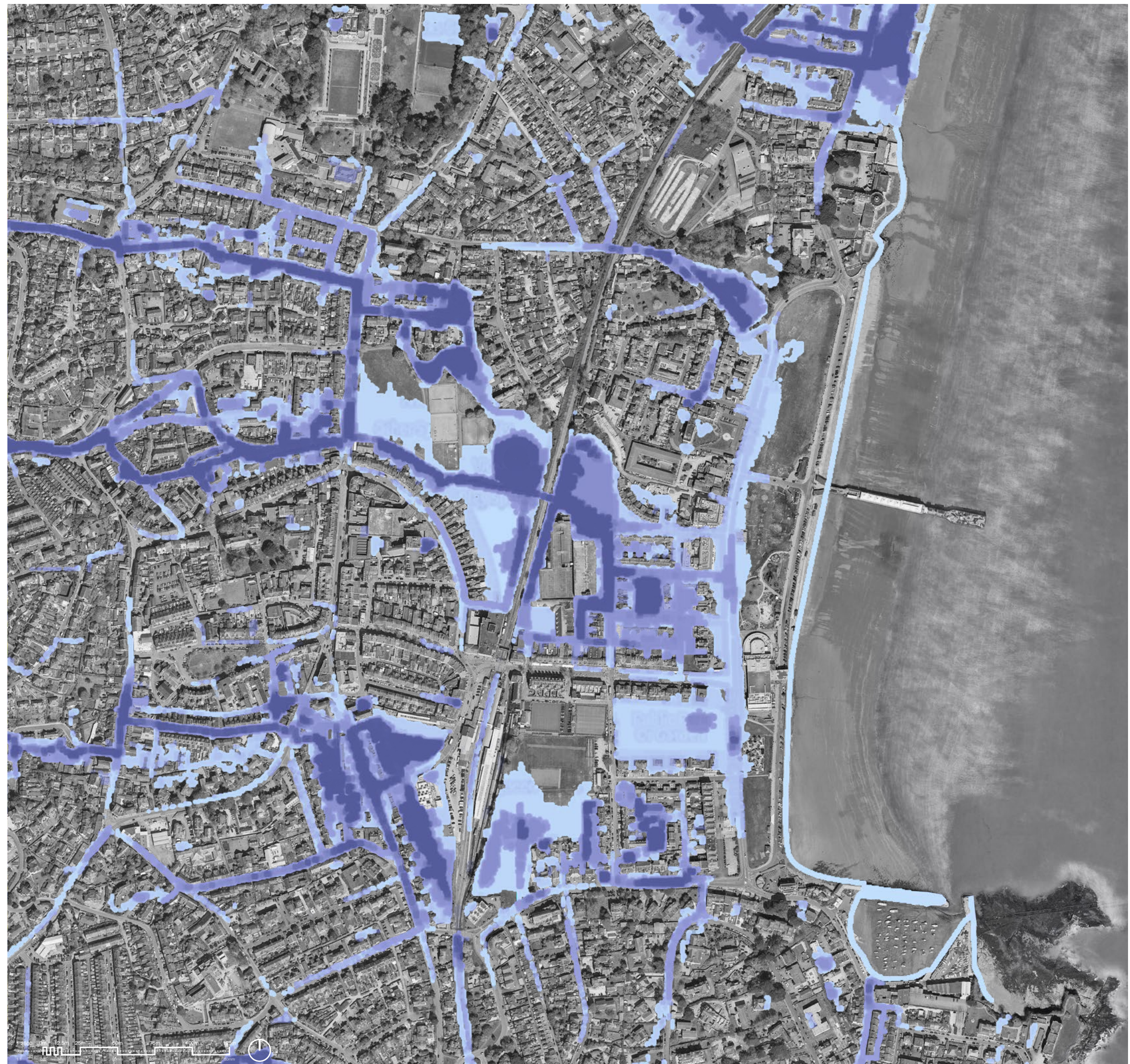
From the government's Flood Map for Planning
service at:
www.flood-map-for-planning.service.gov.uk

 Flood Zone 2
 Flood Zone 3



PAIGNTON Surface Water Flood Risk

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



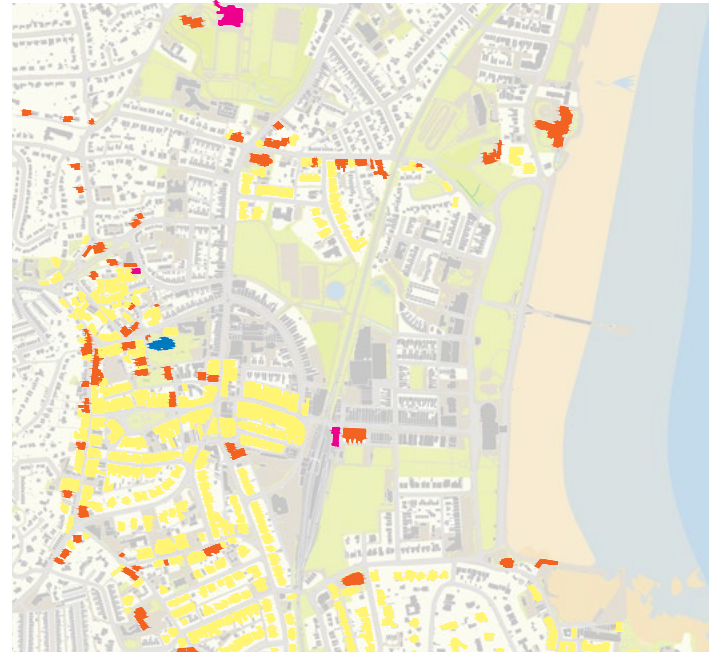
Surface Water Flood Risk

- Low: Under 1% chance each year
- Medium: Between 1% and 3.3% chance each year
- High: More than a 3.3% chance each year

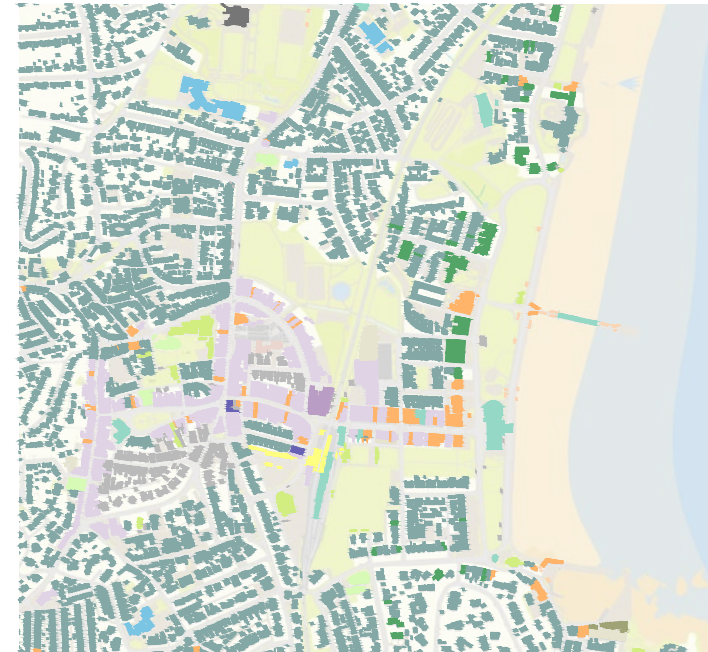
PAIGNTON Mapping Summary



Zones



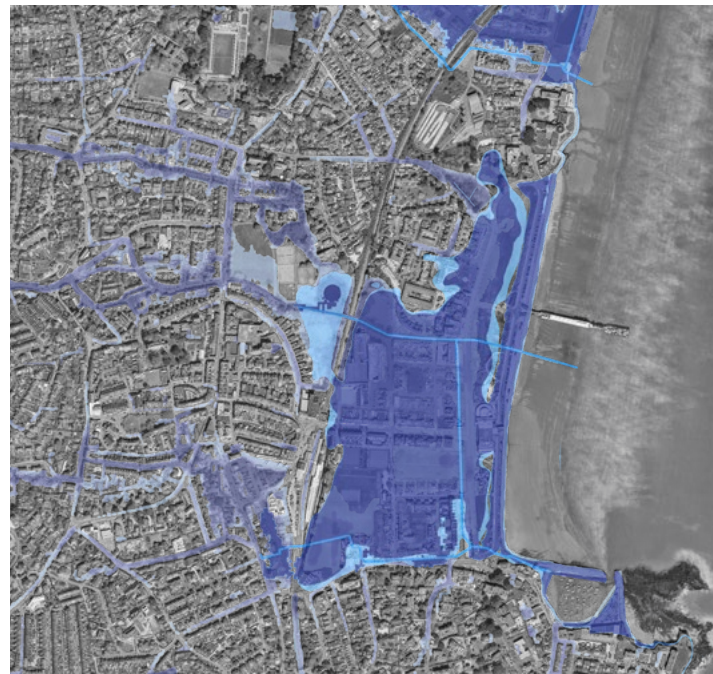
Listed Buildings



Uses



Vehicle Movement



Flood Zones



Topography



Green Space



Pedestrian Movement

PAIGNTON
Summary Analysis

Strengths	Weaknesses	→ Opportunities
1. The steam railway is a major tourist draw. 2. Paignton Harbour and Paignton Green. 3. Outdoor bars and restaurants around the harbour. 4. Picture House. 5. Palace Theatre. 6. Yacht Club. 7. The sandy beaches are a huge attraction. 8. The Geoplay park. 9. The heritage of Oldway Mansion, if it is restored. 10. Paignton Zoo. 11. The town is a part of the UNESCO World Heritage site. 12. Beach huts along Preston seafront. 13. Victoria Park as a green space. 14. Parkfield, skatepark and BMX track. 15. Paignton has a strong identity of a traditional seaside resort. 16. Paignton is more affordable to live in than other coastal towns, making it attractive to families. 17. There is a strong sense of community.	1. The town centre / Torbay Road are poorly connected to the seafront. 2. Parking along the Esplanade blocks views of the sea from the greens and reduces the safety of the seafront. 3. Poor seating provision along the promenades. 4. Lack of biodiversity. 5. Vehicular congestion through the town, the one-way system needs rethinking. 6. Public facilities, such as WC's along the promenade, need improving. 7. Perception of safety is poor, especially in Victoria Park, Victoria Street, Palace Avenue and Gerston Road. 8. Parking quality is very poor. 9. Signage and wayfinding across the town is poor. 10. The economy is heavily reliant on tourism in the summer seasons, leading to quieter periods in the off-peak months. 11. National trends are reflected in the struggling retail environment of the town centre. 12. Paignton struggles to expand from its perception as a traditional seaside town. 13. Local competition from Torquay, Brixham and Totnes	1. Support and enhance the popular leisure attractions of the town. 2. Provide new leisure offers and attractions to bring in a wider variety of visitors and extend the season beyond the summer months. 3. A number of regeneration opportunity sites currently exist across the town centre which could support its vitality going forwards. 4. Diversify the economy beyond tourism, through initiatives such as supporting local businesses and attracting new industries. 5. Implement a signage and wayfinding strategy to better connect across the town. 6. Simplify the road system to ease congestion across the town centre. 7. Alongside wayfinding, signage and simplifying the roads network, rationalise the parking strategy for the town. 8. Concentrate the retail of the town in the centre. 9. Better connect the town centre and Torbay Road to the seafront. 10. Create a safer environment along the seafront and promenade.

PAIGNTON

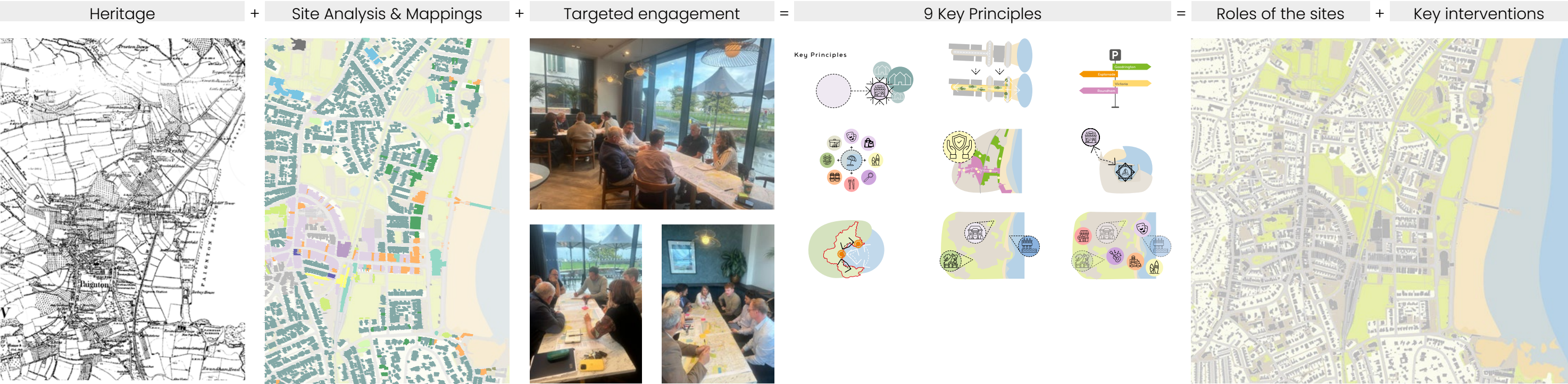
Indicative Regeneration

Vision

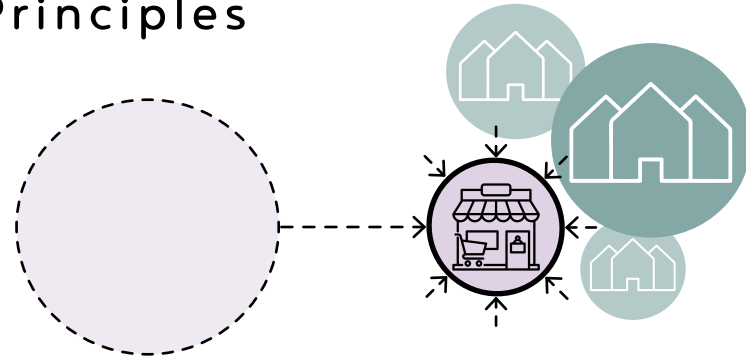
PAIGNTON
Indicative Regeneration
Vision

This chapter combines the learnings from the first 2 chapters, including heritage, Paignton's identity, the site analysis and mappings, and combines with the targeted engagement conducted on the 25th September 2024, to realise a number of key principles.

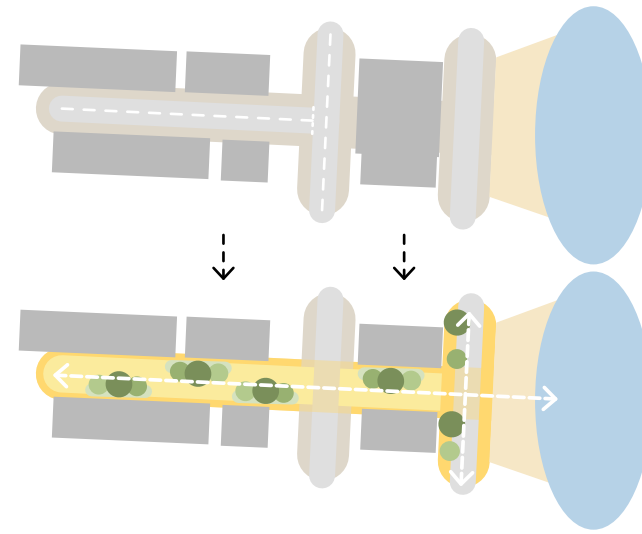
These key principles inform the overall strategy for the area. The roles of the different sites are then outlined, before identifying a number of key interventions that can contribute to the overall vision over time.



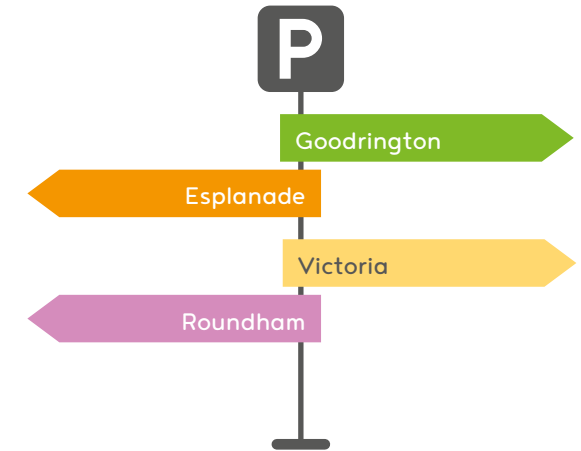
PAIGNTON Key Principles



Reduce the size of the Retail Core to support Torbay Road as the primary retail and leisure boulevard.



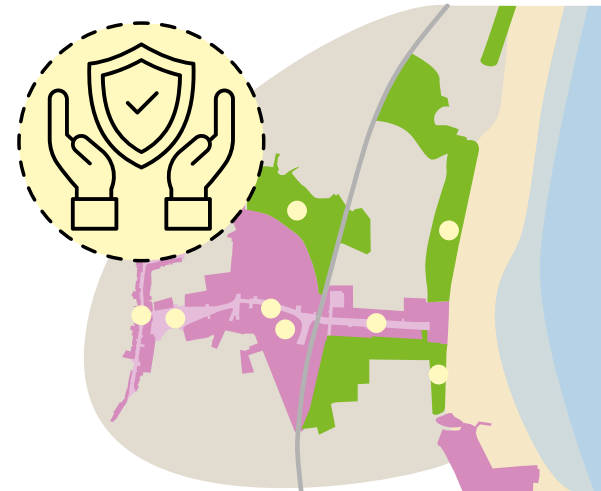
Opportunity to reconnect the centre of town with the seafront along Torbay Road.



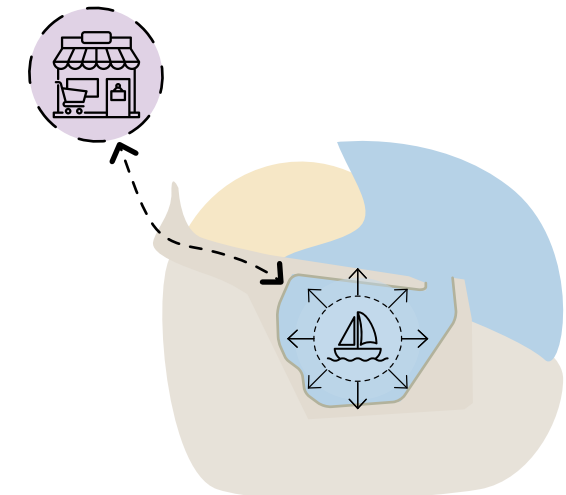
Improve signage and wayfinding to Paignton's car parks.



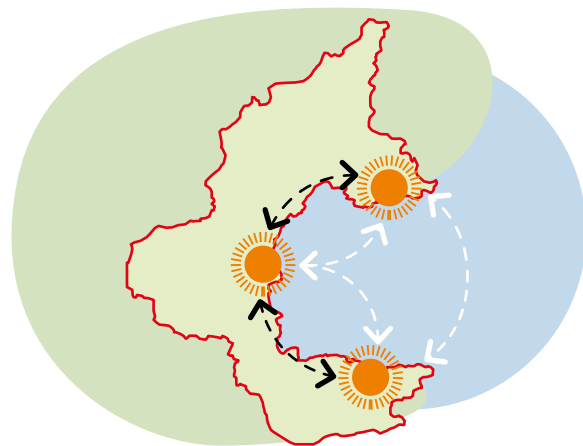
Provide space for events and festivals to enliven the town, and extend the visitor season.



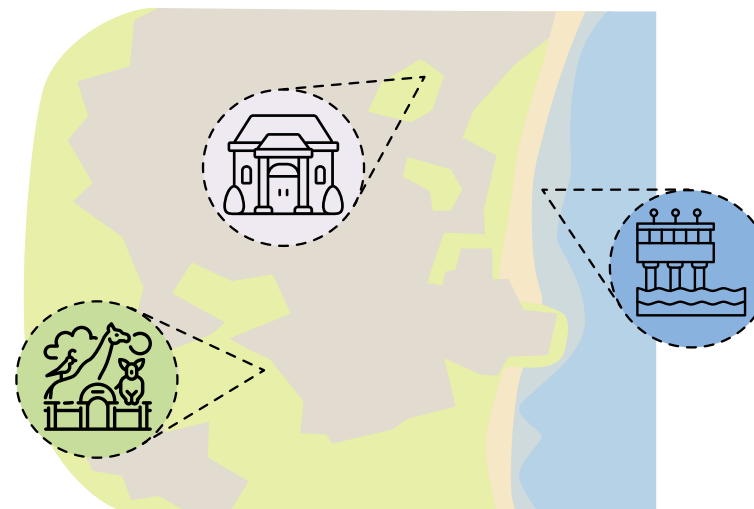
Increase the perception of safety in the town, particularly around Victoria Park, Victoria St, Palace Ave. and Gerston Rd.



Extend an support the Harbour Market to create a destination experience.



Better connect across Torbay.



Protect and support key assets such as Paignton Zoo, Oldway Mansion and the Pier.



Provide space and activities for younger residents, including key leisure uses such as the theatres, watersports and an improved cinema offer.

Paignton Key Focus Areas

This map was provided as a starter for 10 identifying the timeline of key sites in the town, from already delivered sites to future opportunities.

Delivered Sites

1 Mercure Hotel

2 Ibis Styles Hotel

Sites In Progress

3 Paignton Picture House

4 Paignton and Preston Coastal Defence and Public Realm Scheme

Proposed Sites

5 Victoria Centre

6 Crossways

Opportunity Sites

7 Area around Paignton's Transport Hub

8 Cinema

9 Bus Station

10 Library

11 Pier

12 Oldway Mansion

13 Harbour Area

Streetscape Opportunities

14 Torbay Road Public Realm

15 Victoria Street Public Realm

16 Palace Avenue Public Realm

17 Winner Street Public Realm

18 19 Esplanade Road Public Realm

Green Space Opportunities

20 Paignton South

21 Paignton Green & Geopark

22 23 Victoria Park

Other Opportunities

24 Goodington Car Parks

25 Paignton Zoo

Torbay Business Park:

26 EPIC

27 The Electronics and Photonics

Production Park

28 South Devon College

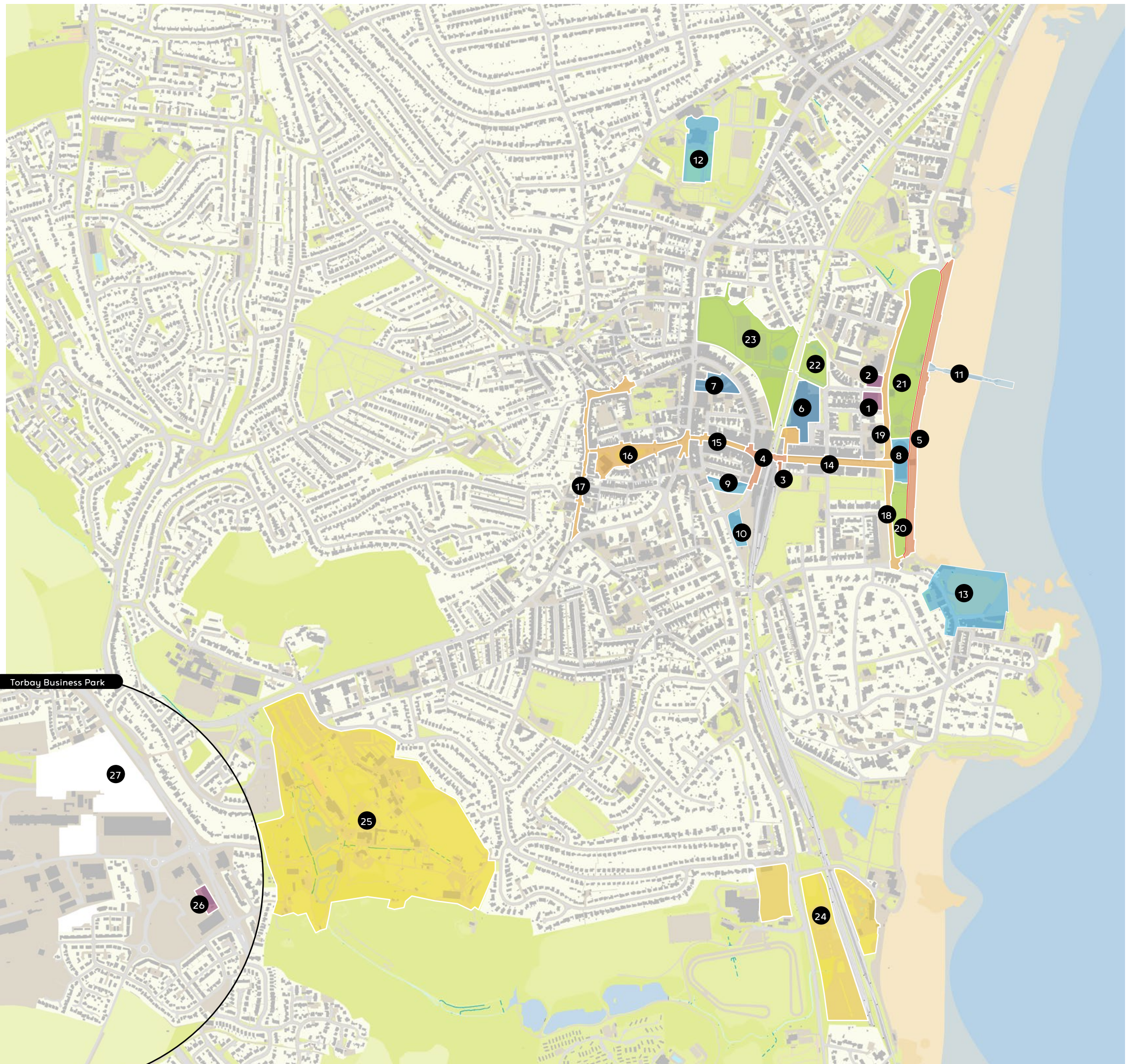


PAIGNTON

Key Focus Areas

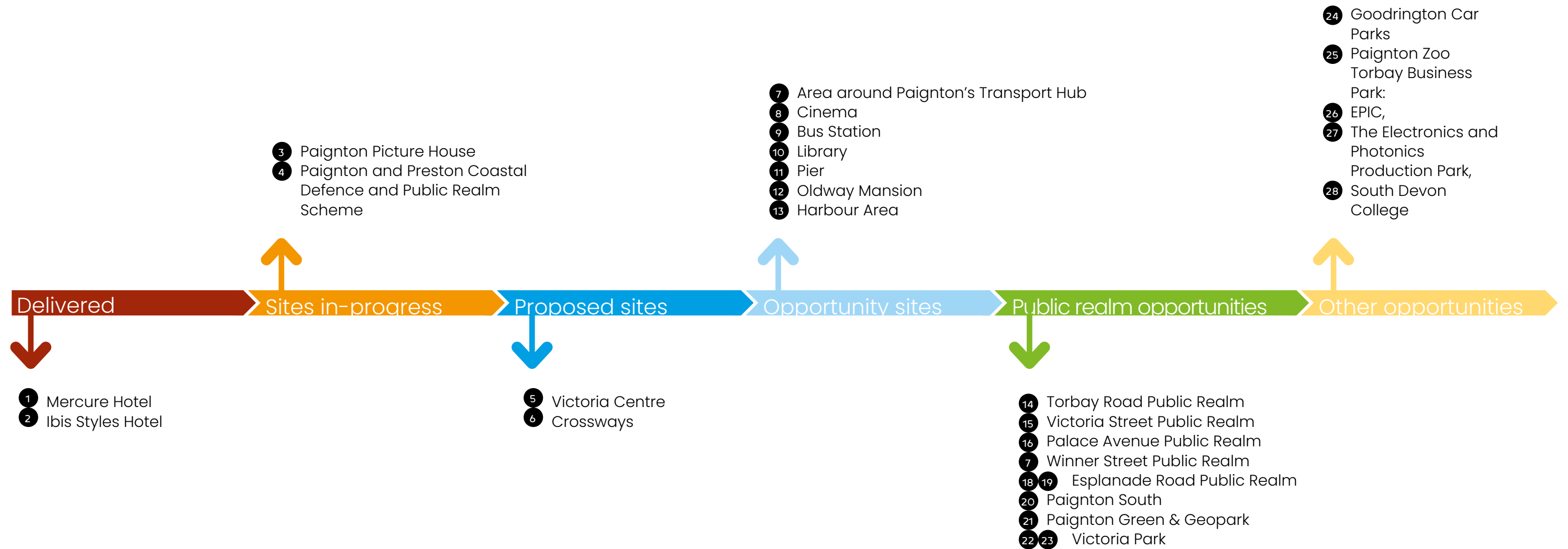
This map was provided as a starter for 10 identifying the timeline of key sites in the town, from already delivered to future opportunities.

- Delivered Sites
 - 1 Mercure Hotel
 - 2 Ibis Styles Hotel
- Sites In Progress
 - 3 Paignton Picture House
 - 4 Paignton and Preston Coastal Defence and Public Realm Scheme
- Proposed Sites
 - 5 Victoria Centre
 - 6 Crossways
- Opportunity Sites
 - 7 Area around Paignton's Transport Hub
 - 8 Cinema
 - 9 Bus Station
 - 10 Library
 - 11 Pier
 - 12 Oldway Mansion
 - 13 Harbour Area
 - 14 Streetscape Opportunities
 - 15 Torbay Road Public Realm
 - 16 Victoria Street Public Realm
 - 17 Palace Avenue Public Realm
 - 18 Winner Street Public Realm
 - 19 Esplanade Road Public Realm
 - 20 Green Space Opportunities
 - 21 Paignton South
 - 22 Paignton Green & Geopark
 - 23 Victoria Park
- Other Opportunities
 - 24 Goodrington Car Parks
 - 25 Paignton Zoo
- Torbay Business Park:
 - 26 EPIC
 - 27 The Electronics and Photonics Production Park
 - 28 South Devon College



PAIGNTON Key Sites Timeline

A timeline of delivery



PAIGNTON

Previously Defined Town Centre Zones

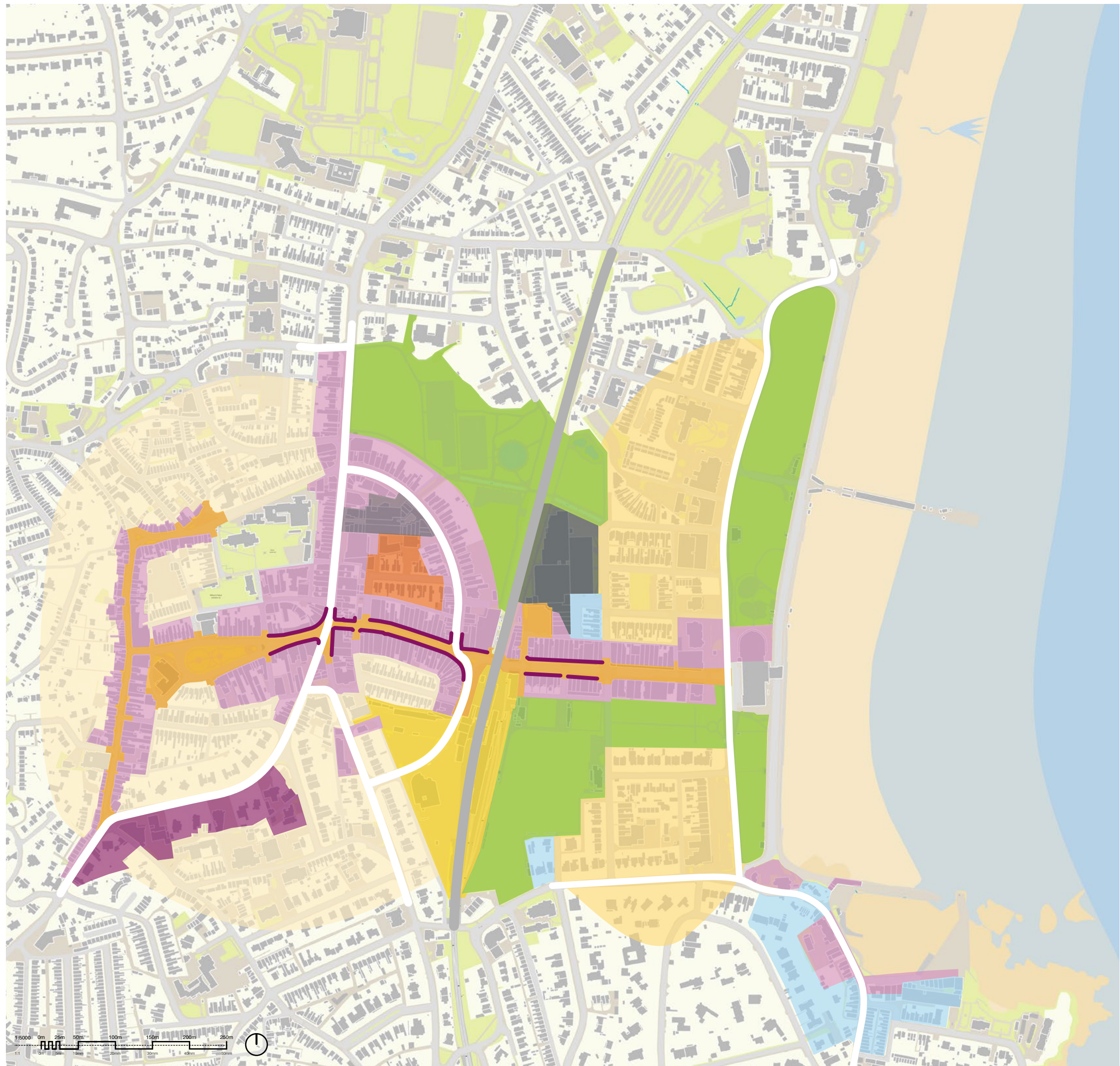
These zones illustrate the zones of the town centre, as outlined in the Paignton Refresh Supplementary Planning Document, 2015.

They illustrate that the principal holiday accommodation and tourist offer lies to the east of the railway lines, linked to the retail core of the town via Torbay Road, which terminates with the view of the existing cinema building.

The main pedestrian route of the town lies along Torbay Road and Victoria Street to Palace Avenue. This route links all of the key visitor uses together in the town centre.

- Retail / Business with residential over
- Primary Shopping Frontage
- Mainly Offices / Residential
- Mainly commercial / Health Facilities / Residential
- Residential Neighbourhoods
- Public Open Space
- Principal Holiday Accommodation Area
- Transport Gateway
- Main pedestrian Route

As identified in the 2015 document: Paignton Refresh Supplementary Planning Document



PAIGNTON

Futureproofing the town

The town needs to attract more people to Paignton, to drive spend so that businesses can thrive and local people can benefit from a greater choice of higher paid employment.

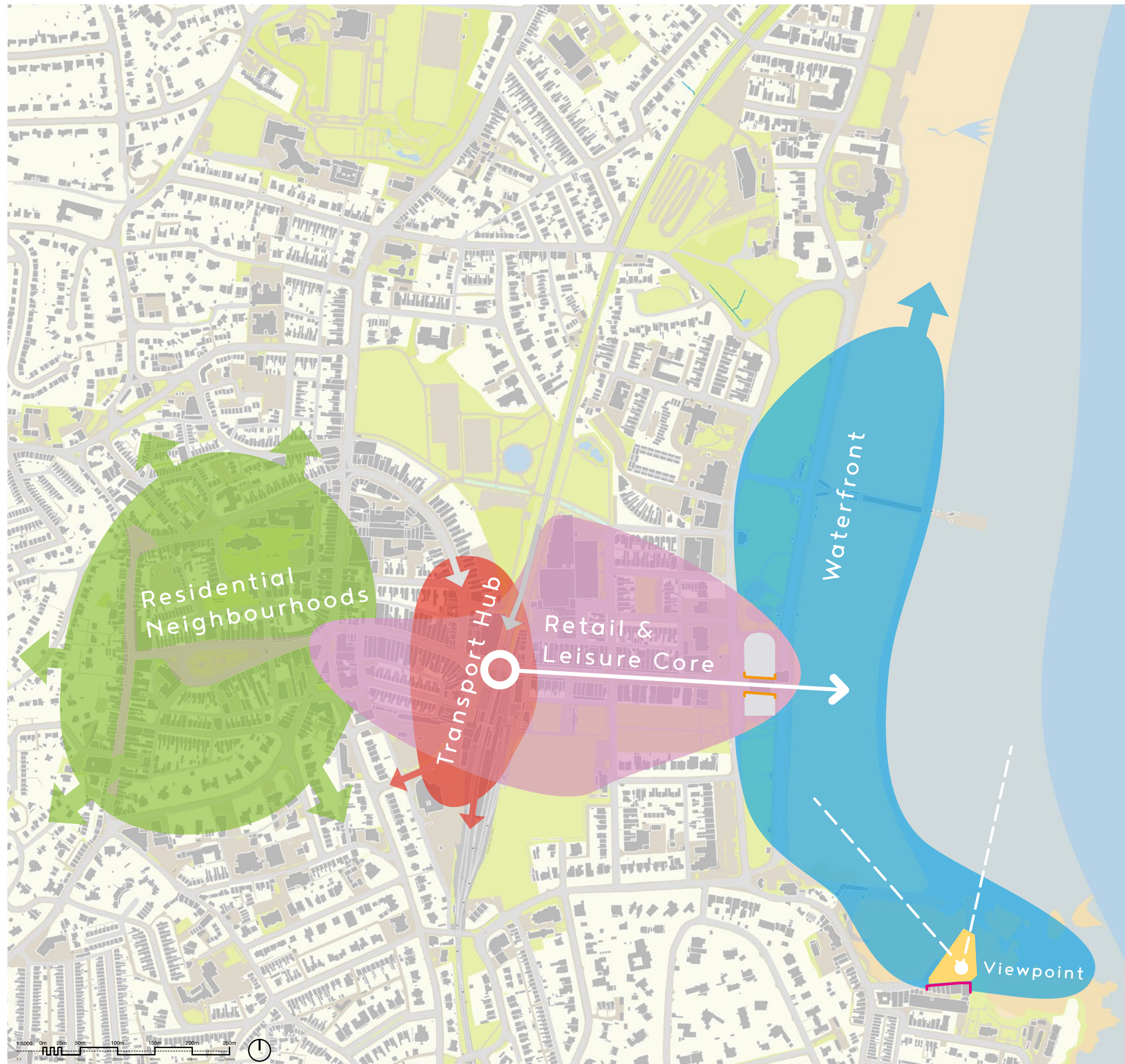
There are two distinct areas of Paignton:

1. The lower lying harbour area, the waterfront, old retail town centre and some of the residential streets surrounding the area.

This area requires direct intervention to improve the employment options and choices for the population of Paignton and Torbay. This should be the focus for the regeneration of Paignton.

2. The residential, employment and retail areas on the hills above and beyond.

This area does not currently need intervention in the same way. The priority should be on the harbour area and retail core of the town. Shown here as the waterfront and retail and leisure core areas.



PAIGNTON Movement Framework

Primary landing point into Paignton:

Train or by Car

1. The primary route runs from the transport hub at the train station & the town centre car parks, to the seafront along Torbay Road.

Via Coach

Coach trips are an important part of Paignton's tourism offer and should be accommodated accordingly.

Parking at Goodrington

If utilising the major car parks at Goodrington (Clennon Valley, Quay West, Youngs Park) you can arrive into town in:

3 minutes by bus to the train station
(every 12 minutes) + 12 minute walk

5 minute taxi

23 minute walk

OR a dedicated shuttle could connect these major car parks to the seafront

Shopping / visiting the town:

2. Walking along Victoria Street from the transport hub represents the main retail street in the town centre.

3. Continuing west along Palace Avenue leads to Winner Street, which represents smaller scale retailers and independents with more residential neighbourhoods beyond.

Visiting the seafront:

4. Connecting along the seafront between the harbour and the pier.

5. Walking inland to the leisure uses at Parkfield Torbay, the BMX club and Skatepark.

6. Connecting North to Preston Sands and Preston Green.



PAIGNTON Parking Strategy

Goodrington Long-Stay Car Parks

A significant issue at peak times is congestion in the town centre, which negatively affects the atmosphere of the town centre. To reduce the parking demand on the town centre, existing car parks at Goodrington could be better connected to the town centre to encourage park and ride.

The current route - 15 minutes total:

- 3-5 minute walk from car park to bus stop;
- 3 minute bus into the bus station;
- 12 minute walk to the seafront.

A dedicated shuttle bus - 5 minutes total:

- 5 minutes directly to the seafront.

Parking strategies should be based upon the busiest days of the year to accommodate for the appropriate number of tourists and locals.

Town Centre Parking Potential Phasing:

Phase 1.

- + 150 Spaces: Surface Car Park at Crossways
- + 100 Spaces: Provided across the town

Phase 2.

- 420 Spaces: Victoria Square demolished in phases

Phase 3.

- 500 Spaces: Victoria Square temporarily a surface car park

Phase 4.

- 500 Spaces: Victoria Square redeveloped into a mixed-use development.
- 150 Spaces: Crossways redeveloped into a mixed-use development.



PAIGNTON

Roles of the sites

Waterfront

- 1 Mercure Hotel
- 2 Ibis Styles Hotel
- 4 Flood Defences & Public Realm
- 8 Cinema
- 11 Pier
- 13 Harbour Area
- 18 19 Esplanade Road Public Realm
- 20 Paignton South
- 21 Paignton Green & Geopark
- 33 Paignton Club, Paignton Vista & Harbour Light
- 34 Inn on the Green Site (recently sold)

Transport Hub

- 3 Paignton Picture House
- 7 Area around Paignton's Transport Hub
- 9 Bus Station
- 10 Library and Car Park

Retail and Leisure Core

- 14 Torbay Road Public Realm
- 15 Victoria Street Public Realm
- 5 Victoria Centre
- 6 Crossways
- 22 23 Victoria Park

Residential Neighbourhoods

- 16 Palace Avenue Public Realm
- 17 Winner Street Public Realm
- 31 Palace Theatre
- 32 Palace Avenue Methodist Church Community

Opportunity Sites

- 12 Oldway Mansion
- 25 Paignton Zoo
- 26 27 28 Torbay Business Park (EPIC, The Electronics and Photonics Production Park, South Devon College)
- 29 Parkfield Torbay Skatepark & BMX track
- 30 Parkfield House CIC

Infrastructure

- 24 Goodrington Car Parks



PAIGNTON
Roles of the sites
A timeline

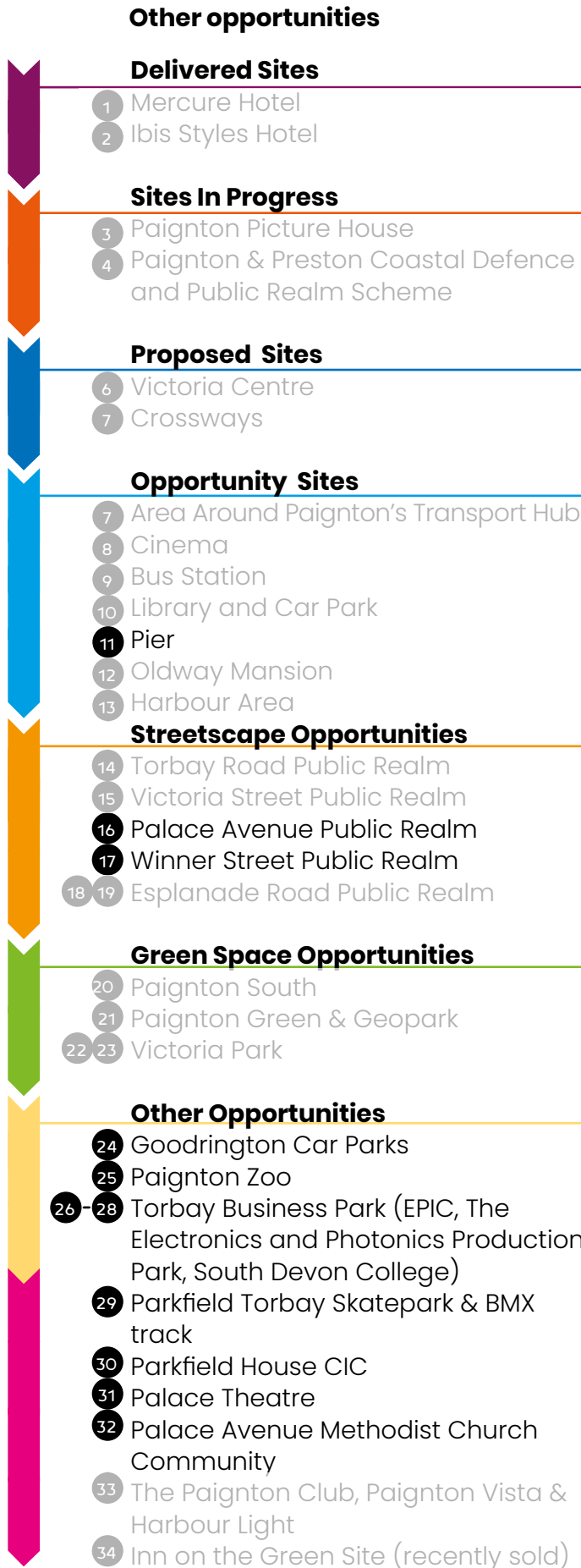
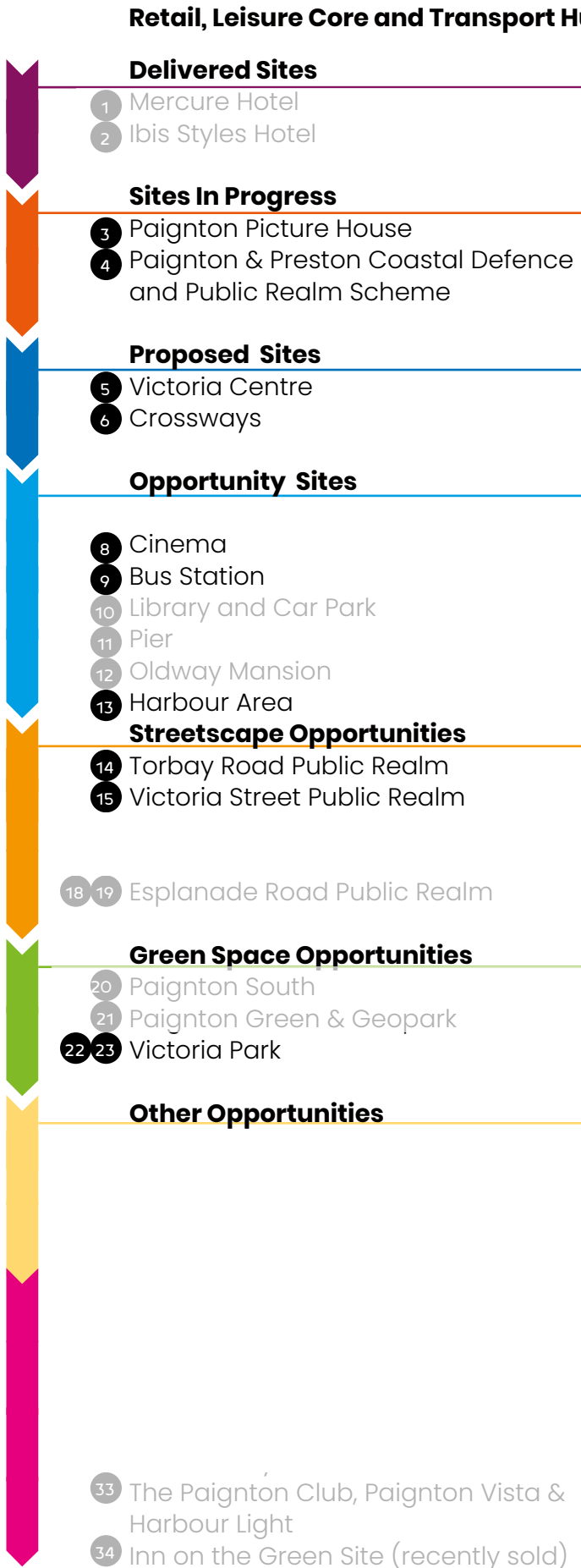
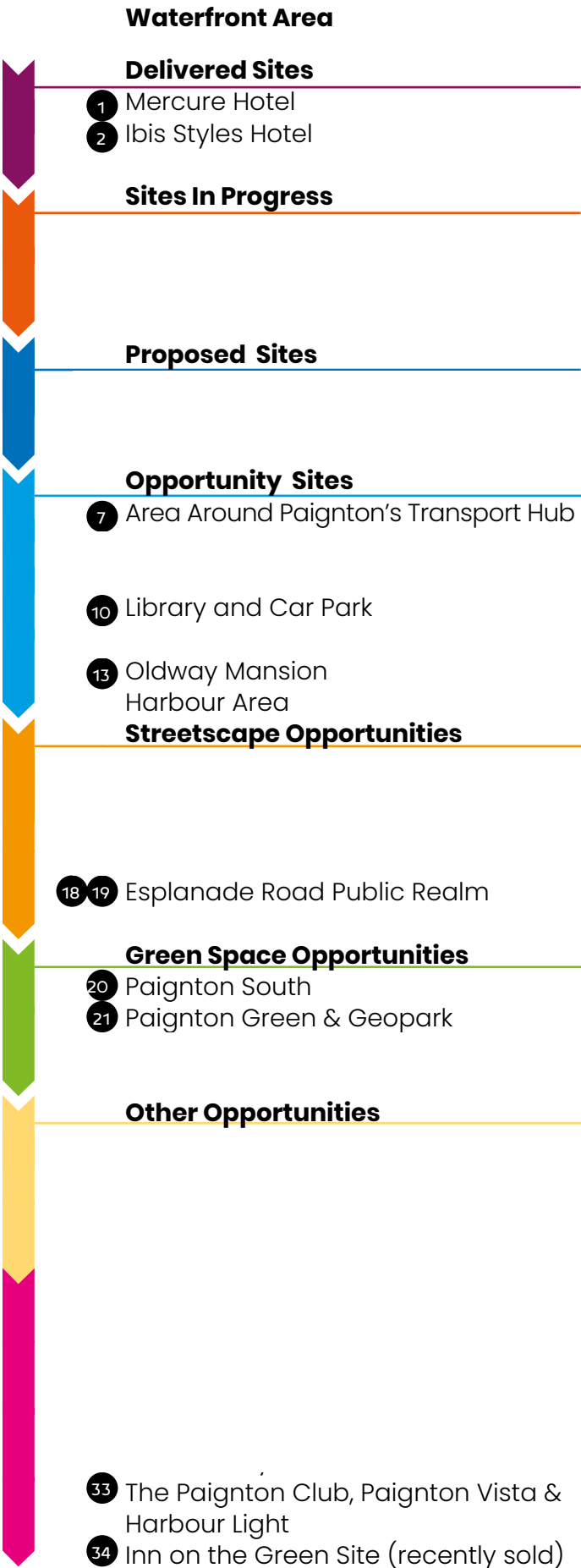
This page illustrates the timeline of delivery separated by town centre zone.

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

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

Other Opportunities
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.



Key waterfront sites & activities.

The existing attractiveness of these locations need to be supported and made more of. Key aspects of this area to support the future vitality of the town include:

Support and enhance the harbour market.

Diversify the range of events and festivals that can be held.

Enhance the pier.



WATERFRONT

Delivered Sites

1

2

Mercure Hotel
Ibis Styles Hotel

Sites In Progress

5

and Public Realm Scheme

Proposed Sites

8

Area Around Paignton's Transport Hub

Opportunity Sites

11

13

Library and Car Park
Oldway Mansion
Harbour Area

Streetscape Opportunities

18

19

Esplanade Road Public Realm

Green Space Opportunities

20

21

Paignton South
Paignton Green & Geopark

Other Opportunities

33

34

The Paignton Club, Paignton Vista &
Harbour Light
Inn on the Green Site (recently sold)



WATERFRONT Sea Defence Scheme

Paignton and Preston Community Seafront Masterplan, October 2022

Plot 5: Sea Defences. The scheme will transform the seafront of Paignton.

1. Primary flood defence line (+5.5m AOD). Comprising of landform, terraces, and short stretches of natural stone clad wall where flood gates/ boards are required.
2. Flood defence gate/ boards.
3. Resurfaced lower promenade to northern and southern sections.
4. New upper promenade to northern and southern sections with new planting terraces, seating terraces and accessible slopes.
5. New showers and beachside lockers provided adjacent to existing toilet block.
6. Existing shelters relocated to top of flood defences embankments, ensuring ongoing protection from storm events and panoramic views.
7. New bound gravel pedestrian footpaths provided over the Greens following historic path locations. These ensure the Greens are usable for all abilities year-round and increase

- permeability from Esplanade Road.
8. New turning head for disabled and servicing vehicles.
9. 11 disabled spaces located at the centre of the seafront providing easy access to the mobility toilet, and nearby seafront amenities.
10. Loading spaces.
11. Informal pedestrian crossings to seafront access steps and slopes.
12. GeoPark Cafe relocated behind the flood defences with space for outdoor seating and year-round access remain open when flood defences are closed.
13. Existing 'Proper Coffee Shop' relocated behind the flood defences to allow use year-round.
14. Space provided for existing summer kiosks.
15. Landward side of flood defences integrated into the Geoplay Park with opportunity for new adventure-filled play set within the 1.2m level change.

16. New seating opportunities provided along the length of the closed promenade.
17. New cycle parking spaces and facilities (such as repair and e- charging)
18. Realigned southern entrance road improving access to The Paignton Club and opening up sightlines of the seafront.
19. New vehicular access adjacent to the Adventure Golf to allow central section to be closed.
20. Portion of roadway in front of Vue cinema to be closed and accessible parking spaces moved on-street. Space for loading & taxi pick-up/drop-off moved to on-street. Space connects with closure of Torbay Road and provides a new entrance to the seafront.
21. Contra-flow cycleways retained to north and south Eastern Esplanade. Lanes resurfaced to provide clear distinction from adjacent carriageway.



WATERFRONT Sea Defence Scheme

Paignton and Preston Community Seafront Masterplan, October 2022

Plot 5: Sea Defences. The scheme will transform the seafront of Paignton.

Eastern Esplanade - Open Section

- New pedestrian footway located along the top of the embankment, providing panoramic views of the bay.
- The reconditioned shelters will be located along the top of the embankment, protecting them from storm events and allowing year-round use.
- The edge of the embankment will be terraced, providing new colourful planting and seating along the seafront edge. There is the opportunity for public art to be integrated into the terraces such as via a poetry trail or sandblasted patterns reflecting local character.



Eastern Esplanade - Closed Section

- New protected spaces for the GeoPark Cafe and The Proper Coffee Shop.
- Space provided for the summer kiosks that can turn into informal play during the quieter season when the kiosks aren't in place.
- Integration of the defences with the Geopark providing a new 'geological' play edge.
- New seating and lighting along the length of the seafront.
- Flexible use space along the closed section allowing for events to spill on to the promenade.
- Opportunity for new wayfinding and interpretation features along the length of the seafront (subject to separate funding).
- Further features are identified on the masterplan.



WATERFRONT Sea Defence Scheme

Paignton and Preston Community Seafront Masterplan, October 2022

Linking the Seafront to the rest of the town is important to ensure its viability. A number of 'projects' are set out in the masterplan and are outlined below.

Projects outside the coastal scheme scope:
Short Term Projects (0-8 years)

22. Pedestrian priority crossings to Esplanade Road.

23. Opportunity for more tree planting to the western edge of the central and northern Greens (using species specifically chosen for local microclimate and the appropriate tree anchoring system)

24. New wildflower planting located within the Greens in carefully chosen locations.

Long Term Projects (8-20 years)

25. Future opportunity for the Geoplay Park to be upgraded when the current park's life-span comes to an end. Current location to be retained.

26. Two-way cycleway located adjacent to Esplanade Road. This provides a fast cycling route and future proofs the scheme for future active travel needs.

27. Future opportunity, when funding allows, to implement a small toilet block near to the southern green to support events and use of this end of the seafront.



WATERFRONT Experience

Linking the Seafront to the rest of the town is important to ensure its viability. A number of 'projects' are set out in the masterplan and are outlined below.



- Proposed cycle lane
- Key attractions / locations

- Key pedestrian routes

- Parking

- Routes from parking

- Bus stops

1

Key link between the transport hub around the transport hub and the seafront.

Projects outside the coastal scheme scope:
Short Term Projects (0-8 years)

22. Pedestrian priority crossings to Esplanade Road.

23. Opportunity for more tree planting to the western edge of the central and northern Greens (using species specifically chosen for local microclimate and the appropriate tree anchoring system)

24. New wildflower planting located within the Greens in carefully chosen locations.

Long Term Projects (8-20 years)

25. Future opportunity for the Geoplay Park to be upgraded when the current park's life-span comes to an end. Current location to be retained.

26. Two-way cycleway located adjacent to Esplanade Road. This provides a fast cycling route and future proofs the scheme for future active travel needs.

27. Future opportunity, when funding allows, to implement a small toilet block near to the southern green to support events and use of this end of the seafront.



WATERFRONT Parking

Beach activities are key to the success of Paignton.

Parking close to the beach is invaluable for families with lots of luggage for a day out. However parking conflicts with a safe accessible environment for all to enjoy. Therefore a range of solutions needs to be accommodated for.

1. Local multi-storey car parks:

- 1 Victoria (420)
- 2 Roundham (100)

On-street parking:

- 3 Eastern Esplanade S (127)
- 4 Eastern Esplanade N (81)
- 5 Torbay Road (44)
- 6 Adelphi Rd & Ln, Queens Rd & Sands Rd (64)
- 7 Portion of promenade pedestrianised in the Seafront Masterplan

Significant parking provision at Goodrington that, with a dedicated shuttle service, can link over 1,500 spaces to the beach in 5 minutes:

→ 5 Minute shuttle bus route to:

Youngs Park (124)
Clennon Viley (458)
Quay West (970)
Goodrington (14)

Total Goodrington: 1,566 Spaces

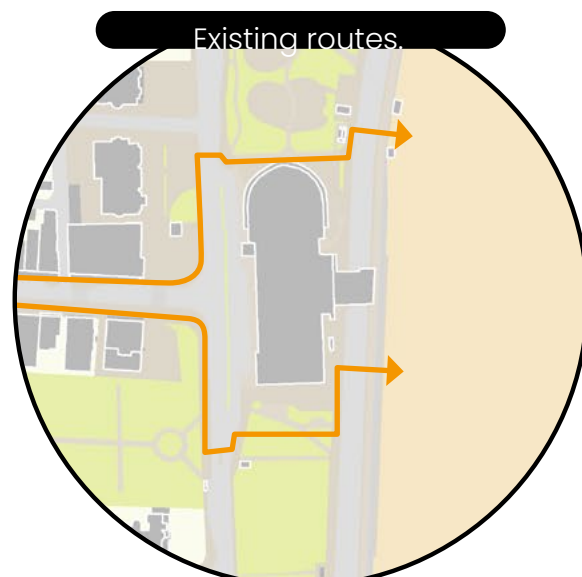


WATERFRONT Cinema Site

The cinema building is currently a blockage to the key route between the transport hub and the seafront.

Before the current cinema building was built, a historic gate, pavilion and pedestrian promenade led from Torbay Road to the beach.

Future development of the site should look to reinstate this historic route to provide a sightline to the sea from along Torbay Road.



View along Torbay Road towards the beach.



View from the Station along Torbay Road.



Paignton in 1928, showing an open route along Torbay Road to the sea.



Paignton today.

WATERFRONT Summary

- 1 Development of the Seafront Masterplan flood defence scheme with associate public realm benefits.
- 2 Improved planting along the Esplanade Road.
- 3 Improved pedestrian linkages across Esplanade Road.
- 4 Cycle paths north to south along Esplanade Road.
- 5 Improvements to the pier, with additional leisure opportunities and expanding the out of season functionality of the infrastructure.
- 6 Additional F&B pavilions anchoring the pier.
- 7 Improved public wc facilities and a new wc to the south.
- 8 Support and enhance the harbour marketplace with local business support and additional offers to attract locals and tourists.
- 9 Expand the restaurant and bar offers coupled to the harbourside. to maximise views north across the beach.
- 10 The potential future redevelopment of the cinema site to open up the vista along Torbay Road to the sea.
- 11 Future improvements to the geopark offer.
- 12 Infrastructure improvements to Paignton Green to allow for a wide range of events to be held year-round, including out-of-season opportunities.
- 13 Additional watersports opportunities.
- 14 Improved pedestrian routes from the parking at Victoria Centre, Queens and Adelphi Road.
- 15 Accommodation for a shuttle bus service to seamlessly connect the Goodrington Car Parks to Paignton beach.



2 TRANSPORT HUB & RETAIL/LEISURE CORE

The second section looks at the key transport interchange in the centre of town & the retail and leisure core.



TRANSPORT HUB & RETAIL/LEISURE CORE

Delivered Sites

- 1 Mercure Hotel
- 2 Ibis Styles Hotel

Sites In Progress

- 3 Paignton Picture House
- 4 Paignton & Preston Coastal Defence and Public Realm Scheme

Proposed Sites

- 5 Victoria Centre
- 6 Crossways

Opportunity Sites

- 7 Area Around Paignton's Transport Hub
- 8 Cinema
- 9 Bus Station
- 10 Library and Car Park
- 11 Pier
- 12 Oldway Mansion
- 13 Harbour Area

Streetscape Opportunities

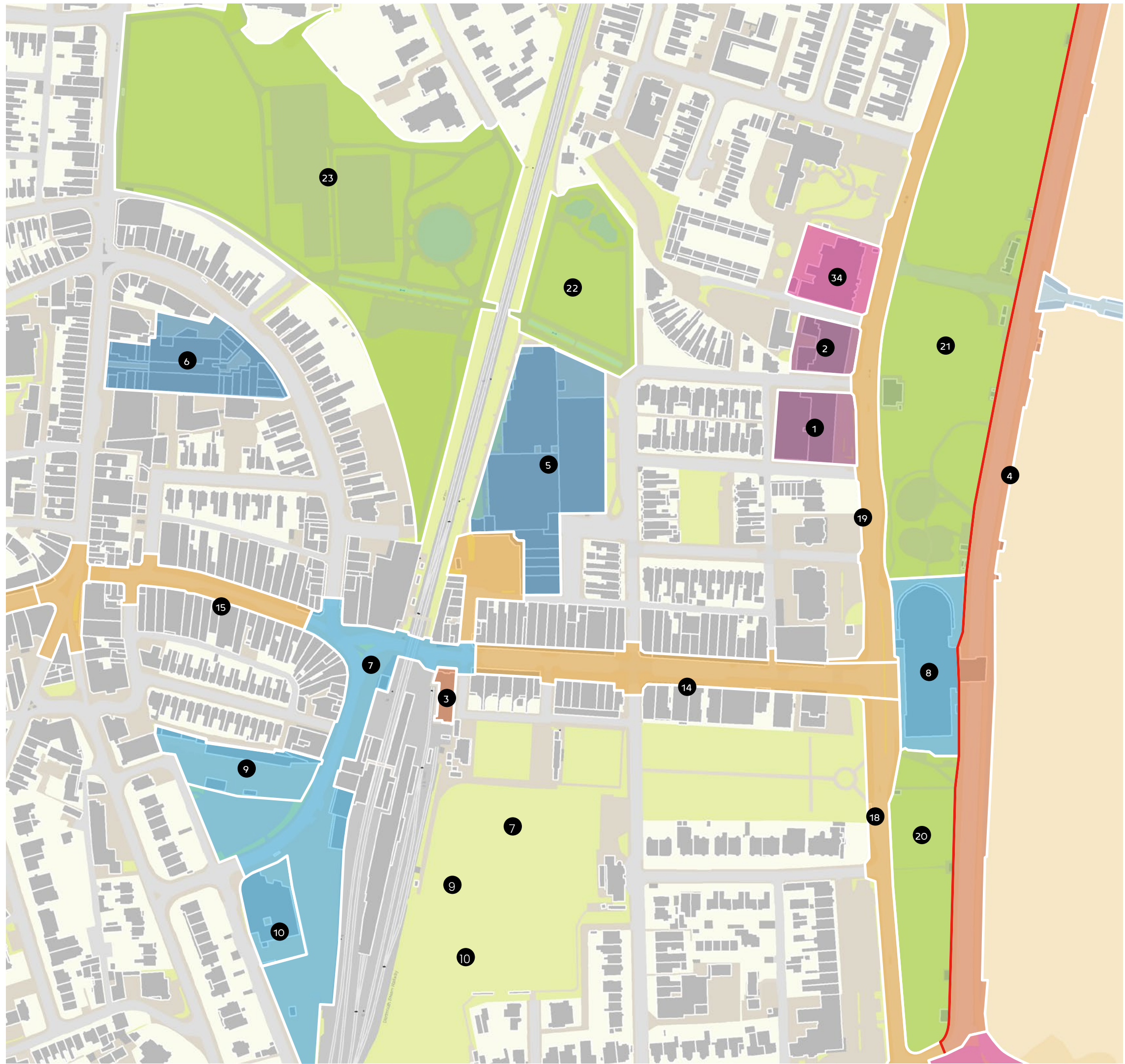
- 14 Torbay Road Public Realm
- 15 Victoria Street Public Realm

- 18 19 Esplanade Road Public Realm

Green Space Opportunities

- 20 Paignton South
- 21 Paignton Green & Geopark
- 22 23 Victoria Park

Other Opportunities



TRANSPORT HUB & RETAIL/LEISURE CORE Zones

To support the future viability of the town centre the key interventions should align to the overall vision for the town.

The transport hub, namely the junction of Torbay Road and Victoria Street, should act as a gateway into the town via rail as well as allowing vehicular traffic to pass through the town.

Key projects in the Transport Hub zone include:

- 3 Paignton Picture House
- 4 Area Around Paignton's Transport Hub
- 8 Cinema Site
- 9 Bus Station
- 10 Library and Car Park

The retail and leisure core should support the vitality of the town by providing a diverse range of uses for visitors and residents to enjoy.

Key projects in the retail and leisure zone include:

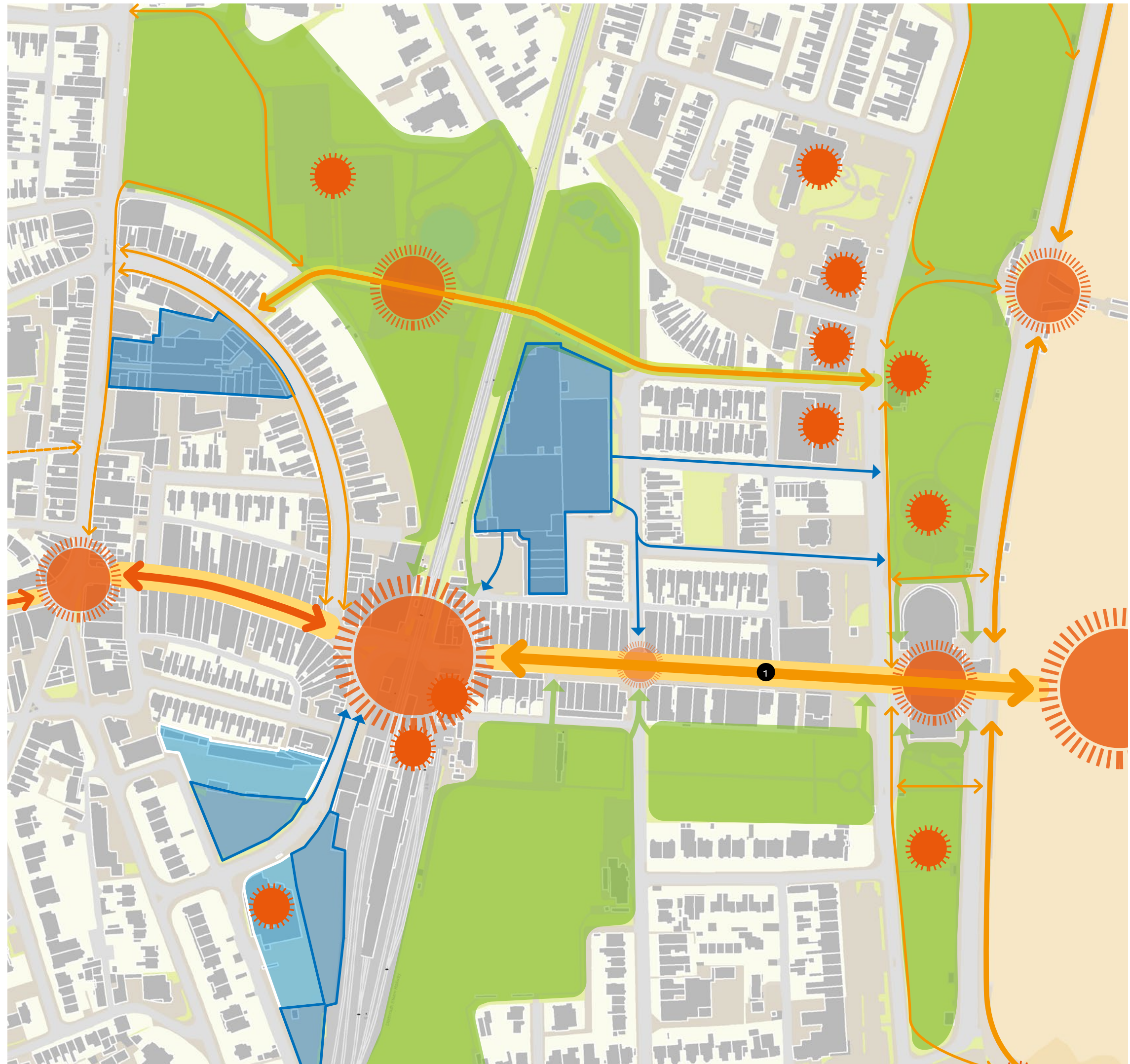
- 6 Victoria Centre
- 7 Crossways
- 14 Torbay Road Public Realm
- 15 Victoria Street Public Realm
- 18 19 Esplanade Road Public Realm
- 22 23 Victoria Park



TRANSPORT HUB & RETAIL/LEISURE CORE Movement Framework

Linking the Seafront to the rest of the town is important to ensure its viability. A number of 'projects' are set out in the masterplan and are outlined below.

-  Key attractions / locations
-  Key pedestrian routes
-  Parking
-  Routes from parking
-  Bus stops
-  1 Key link between the transport hub around and the seafront.



TRANSPORT HUB & RETAIL/LEISURE CORE Neighbourhood Plan

Policy PNP5 – Torbay Road

Enhancement of the Torbay Road Area from the railway crossing in the west to the seafront in the east will be encouraged and development proposals supported that:

- Bring the Picture House back to life as a tourist attraction
- Provide better pedestrian links to the seafront; and
- Explore the option for pedestrianisation. Schemes will be expected to include where appropriate, achievable and subject to viability;
- Improvement and extensions to the walkway canopy locations that are sympathetic to the heritage and greening of the area; and
- Landscaped links to enhance the green infrastructure network and urban wildlife corridors of the existing road and adjoining areas between the level crossing and seafront.

Food and drink developments fronting onto wide pavements on the southern side will be encouraged to make greater use of the route during hours of opening in a manner that does not impede ease of pedestrian movement.

Policy PNP7 – Victoria Square

Opportunities to improve the Victoria Square Area will be encouraged and development proposals supported that where appropriate:

- Improve the use and amenity of the area;
- Include parking provision to adopted standards
- Encourage 'themed markets' on the square;
- Retain public open space, trees, amenity areas, or pedestrian links that contribute to the greening the town centre;
- Connect to and enhance the green infrastructure network and urban wildlife corridors of the adjoining areas, especially between the square and seafront;
- Include provision for electric vehicle charging points for low emission vehicles recharging and parking space for cycles and motor cycles for use by residents Multi-storey car and tourists alike.

Policy PNP16 – Victoria Street

To support and enhance the vitality and viability of the Victoria Street area development proposals will be supported that, where appropriate:

- Retain existing street trees and public seating capacity in the area;
- Make more efficient use of vacant floors at upper levels, in particular, to facilitate the delivery of residential units in accordance with PNPI(e);
- Include proposals for the enhancement of existing buildings;
- Make more use of the street for open air markets and similar attractions; and
- Include greater use of the street surface for food and drink outlets fronting onto the pedestrianised area during hours of opening where there would be no detriment to pedestrian accessibility and ease of movement.

Policy PNP8 – Crossways, Hyde Road, and Torquay Road

Development proposals in the Crossways, Hyde Road, and Torquay Road Area will be supported that:

- Retain the secondary retail frontages along Hyde Road and Torquay Road;
- Enable reoccupation of the existing Crossways shopping centre for retail use, or redevelopment for retail or mixed use at ground floor level with residential accommodation above; and
- Retain a pedestrian link between Torquay Road and Hyde Road in a manner that contributes towards improvement of the pedestrian network and green infrastructure links.

Policy PNP6 – 'Gateway'

Improvement of the Area will be encouraged and proposals supported where they will:

- Enhance the public realm;
- Showcase the Picture House and Steam Railway as tourist attractions;
- Enhance the provision of transport interchange facilities; and
- Provide financial contributions that enable implementation to be achieved.

Subject to other policies in the plan, improvement of the area will be supported that better the function, amenity and public enjoyment by design detail that will:

- Open out the area, reduce congestion, encourage low vehicle speeds, create a pedestrian-friendly environment, discourage inappropriate parking, retain heritage features, increase public seating provision, improve street furniture and signage, and incorporate quality planting to green the area;
- Enhance the provision of existing interchange facilities at , the level crossing, station approaches to surrounding streets and paths with the aim of improving access for all, especially the elderly and persons with mobility limitations;
- Provide space for additional modes of transport that include park-and-ride facilities to connect with outer Paignton, nearby on-street provision for Car Club providers to serve the area, and secure additional cycle parking facilities in the area.

Policy PNP18 – Supporting the Retention of Retail Uses

The locations shown for the provision of primary and secondary retail facilities within the Town Centre Area will be retained. Any change of use from A1 retail, requiring planning permission, within this area will only be supported where evidence has been provided that the use is no longer viable unless it supports other policies in the Neighbourhood Plan for wider town centre regeneration.

TRANSPORT HUB & RETAIL/LEISURE CORE Torbay Road

Torbay Road, otherwise known as The Golden Mile, has a rich history dating back to the 1880s. Originally intended as a tree-lined residential avenue, it eventually transformed into a bustling commercial street, earning its nickname due to the significant revenue generated by traders during the summer months.

1880s: Torbay Road was initially planned as a residential area with grand houses and gardens.

Late 19th Century: The arrival of the railway in 1859 boosted Paignton's popularity as a seaside resort, leading to increased commercial activity along Torbay Road.

Early 20th Century: The road continued to develop, with shops, cafes, and entertainment venues catering to visitors and locals alike.

Mid-20th Century: The Golden Mile experienced a period of growth and prosperity, attracting tourists from across the country.

Late 20th Century: The demolition of certain buildings led to the emergence of new retail outlets.

Present Day: The Golden Mile remains a vibrant part of Paignton, offering a mix of shops, restaurants, and entertainment options. Plans are underway to reverse the part-pedestrianisation of parts of the street.



Temporary traffic reduction scheme, 2022.



Two-way Torbay Road, pre-2022.



Torbay Road in 1905.



The Kings Coronation in 1911.



Queens Park Mansions, 1914.



Torbay Road in the 1920s.

TRANSPORT HUB & RETAIL/LEISURE CORE Torbay Road

The connection along Torbay Road between the station and the beach is the most important thoroughfare for visitors to the town.

Other popular destinations have had considerable success with traffic reduction schemes providing improved visitor experience and ensuring the success of businesses. A few examples include:

Tenby
From 11am–5:30pm between July and September Tenby is a primarily vehicle-free zone. The scheme has created a cafe culture in the streets, allowing bars, pubs and restaurants to thrive.

Shrewsbury
Sales in pedestrianised areas of Shrewsbury town centre rose by 14% in the same period pre-pandemic. The streets were closed to traffic everyday from 10am to 4pm.

Brighton
New Road in Brighton was pedestrianised and the public realm improved, it has resulted in a more inviting, vibrant destination for both tourists and locals. Foot traffic has significantly increased, leading to increased dwell time benefiting local businesses.



Brighton North Lane alfresco dining.



New Road Brighton.



Shrewsbury traffic-free.



Tenby summer pedestrianisation.



TRANSPORT HUB & RETAIL/LEISURE CORE

Transport Hub

There is the opportunity to transform the major entrance point into the town to improve its image and character, increase safety, reduce anti-social behaviour, provide much needed new parking provision, improve the bus station, train station, taxi rank and steam railway entrance and potentially provide new homes. Interventions could include:

- Overall regeneration of the area bringing back into use and use the land more productively.
- Potential to deliver affordable houses in the Town Centre.
- Provide a new MSCP on the west side of the railway line for a significant number of new parking spaces serving the town on the major transport route.
- Public Realm improvements to better connect Victoria Street, Torbay Road and Great Western Road.
- Potentially reduce the bus station footprint and improve access/egress and the environment for passengers.
- Improve the architecture of the train station to better reflect the town.
- Encourage the refurbishment of facades facing onto the transport hub to create a better entry into the town.
- Better wayfinding to signpost the towns different attractions.



PROPOSED SITE Public Realm

and Torbay Road are some of the most popular areas in Paignton. The area has good transport links and is the social hub of the town.

The council has allocated over £3million of Future High Streets Funding to make improvements to these areas.

The council has been working with and listening to the community since 2015 to develop plans for the area that will:

- Provide a pleasant town centre space
- Improve pedestrian areas
- Deliver much needed high-quality public realm improvements
- Create more social spaces for the community and visitors

Supporting community plans:

- Local Plan 2012-2030 (refreshed in 2015)
- Paignton Masterplan refresh (2015)
- Paignton Neighbourhood Plan (2019)

Since 2022 the council has been trialling different layouts and capturing feedback to ensure that the final scheme meets the needs of:

- Businesses
- Pedestrians
- Motorists
- Transport operators

The council has agreed a permanent scheme design for with key stakeholders and has appointed a contractor (Montel Civil Engineering) to deliver the scheme. The council is expecting work to begin on this project in early 2025.

<https://www.torbay.gov.uk/leisure-sports-and-community/regeneration/station-square/>



PROPOSED SITE

Picturehouse

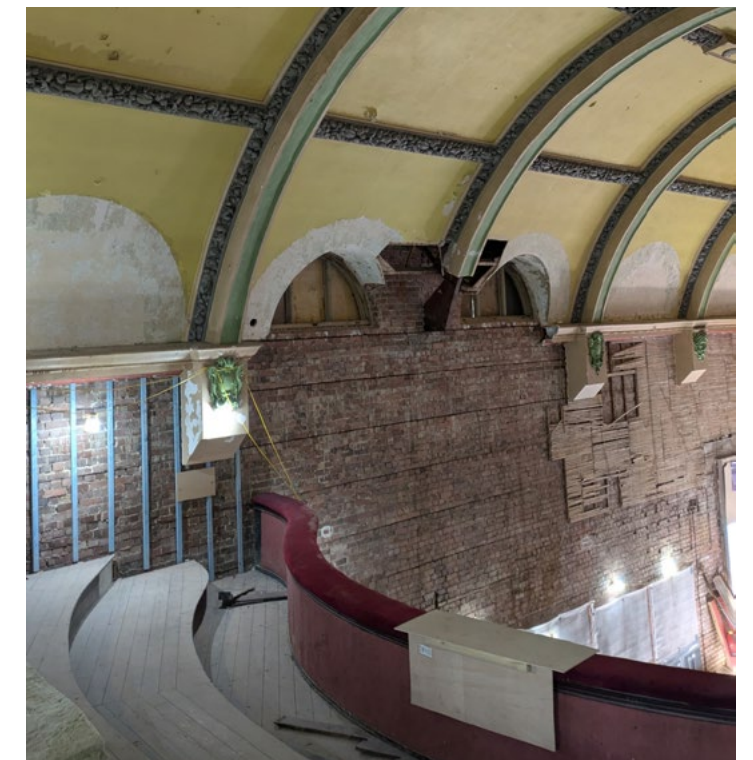
The restoration of Paignton Picture House, a Grade II* listed building from 1914 and one of Europe's earliest purpose-built cinemas, is underway after years of delays. The £8 million project aims to restore what was known as Agatha Christie's favourite cinema to its former glory, with a grand opening planned for 2026.

The restoration is being funded through a partnership including Torbay Council (contributing over £2 million in Future High Streets Funding plus £3 million in Cultural Development Funding), Arts Council England, the Colwinston Trust, Historic England, The Pilgrim Trust, and public fundraising efforts.

The redevelopment will create a vibrant cultural hub while preserving the building's historic features. The transformed auditorium will retain its spectacular barrel-vaulted ceiling, with improved accessibility including a new lift and level access seating. Original features like the marble mosaic floor, arts and crafts staircase, and stained-glass windows will be conserved as part of a welcoming new foyer.

A sandstone extension will house modern facilities, and sustainability measures include thermal upgrades, air source heat pumps, and rooftop solar panels. The project also discovered the cinema's original 1914 screen configuration during restoration work.

The cinema, which closed in 1999 and was placed on Historic England's "At Risk Register," will offer mainstream and independent films, live performances, educational programs, a café, and community events when it reopens next summer. The Paignton Picture House Trust, established in 2013, continues to seek volunteers and donations to support the project.



D R A F T

Torbay Regeneration Vision
PLACEHOLDER

PROPOSED SITE Victoria Centre

Updated 1st November 2024:

The Victoria Centre is in the heart of Paignton. It is the largest and most comprehensive redevelopment opportunity in the town centre.

The site was identified for redevelopment and improvement in the Paignton Town Centre Masterplan (2015) and formed part of our successful Future High Streets Fund bid.

The council have already started to unlock this site for redevelopment by demolishing the former Garfield Road car park.

The scheme will:

- Provide around 200 new homes,
- Rejuvenate the area,
- Attract businesses back into the town,

In early 2025 the council will start demolition work. The site is being demolished in controlled phases throughout 2025. The site will be temporarily returned to a surface level car park whilst work to secure planning, and an investor / developer continues.

Victoria multi-storey car park will remain open and accessible until further notice.

<https://www.torbay.gov.uk/news/pr9253/>



DRAFT

Torbay Regeneration Vision
PLACEHOLDER

PROPOSED SITE Crossways

In 2020 the council gained planning permission to deliver around 90 extra care and sheltered homes. Like with many of the council's capital projects, the council was unable to move forward with delivering this scheme due to considerable inflationary pressures that have been ongoing nationally since 2020/21.

With the council's Regeneration Partners, Willmott Dixon and Milligan, the council is working on developing a revised design that will still provide extra care homes in the town centre.

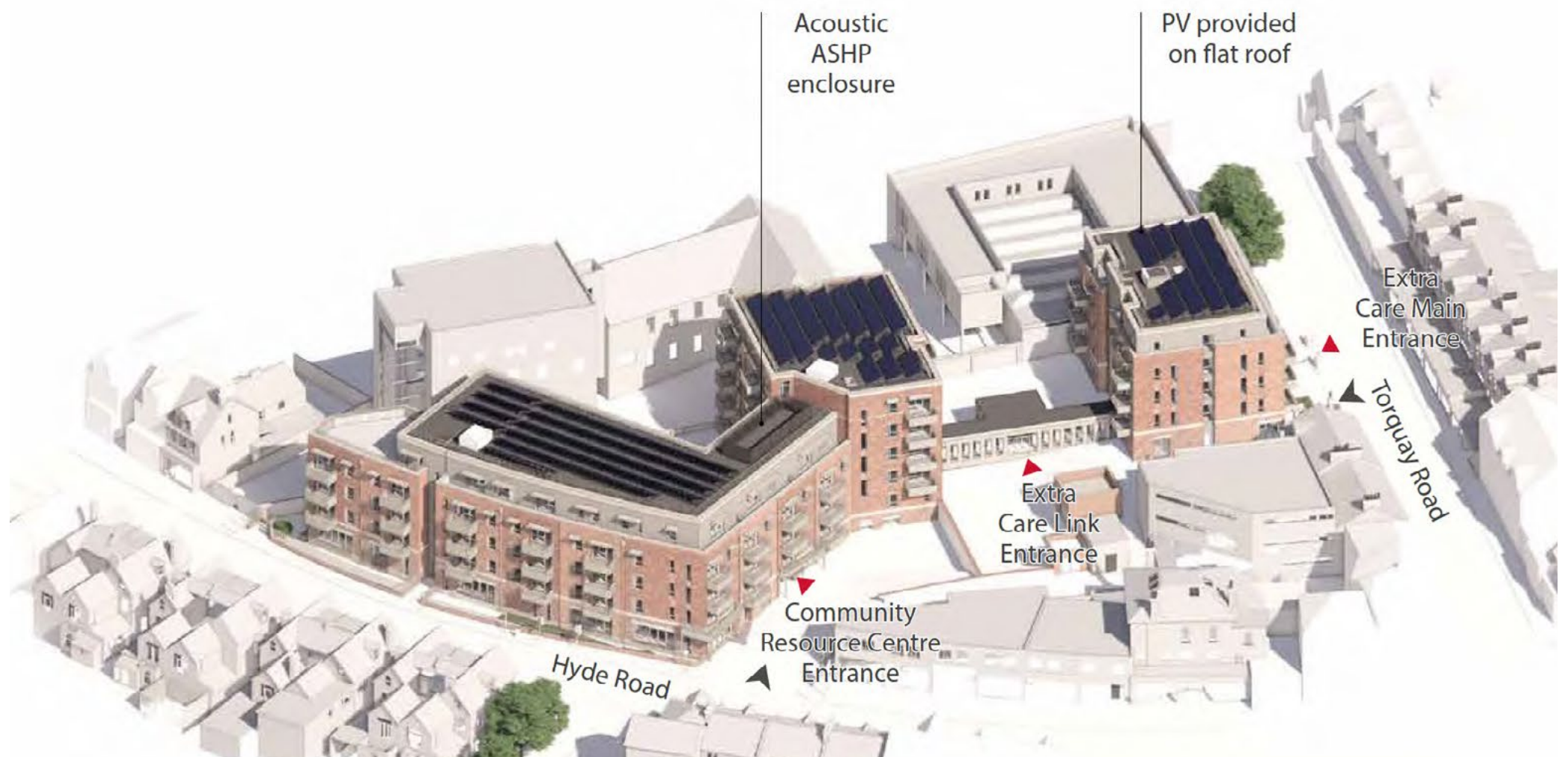
The council will need to get planning permission for the revised scheme, and is anticipating this will be submitted in the first half of 2025.

In the meantime, the council will be introducing a temporary car park at the site to help maintain parking capacity in the town centre as the council brings forward several transformational projects. The council opened the car park in early winter 2024.

The project will:

- Provide much needed housing for local people
- rejuvenate the area
- Attract businesses back into the town

<https://www.torbay.gov.uk/crossways/>
Imagery from: Crossways, Paignton, Design and Access Statement, July 2025



TRANSPORT HUB & RETAIL/LEISURE CORE Key Interventions

- 1 The area around Paignton's transport hub to be revitalised.
- 2 Picture House Cinema Restoration.
- 3 Pedestrian-friendly improvements to Torbay Road, including greenery, signage, lighting and alfresco dining.
- 4 Future redevelopment of the cinema site to open up the thoroughfare to the seafront (in Waterfront section).
- 5 Public realm improvements connecting the redeveloped Victoria Centre to Torbay Road, potentially a square for events.
- 6 Mixed-Use redevelopment of the Victoria Centre, potentially with a foodstore (to cater new residential, depending on demand).
- 7 Restore historic façades and encourage residential conversions of upper levels.
- 8 Explore options for consolidation and futureproofing of the bus station.
- 9 Potential development opportunities at the Library car park.
- 10 Mixed-use conversion of the Crossways site.
- 11 Potential for artworks through the railway viaduct connecting both sides of Victoria Park and beyond to the seafront.
- 12 Leisure and sporting events / offers at Victoria Park whilst retaining the open green space and amenity for residents. For example a padel tennis club maximising use of the existing court space, or other activities providing healthy activities for free.



3 RESIDENTIAL NEIGHBOURHOODS

The third section looks at the area around
Palace Avenue and Winner Street.



RESIDENTIAL NEIGHBOURHOODS

Delivered Sites

- 1 Mercure Hotel
- 2 Ibis Styles Hotel

Sites In Progress

- 3 Paignton Picture House
- 4 Paignton & Preston Coastal Defence and Public Realm Scheme

Proposed Sites

- 5 Victoria Centre
- 6 Crossways

Opportunity Sites

- 7 Area Around Paignton's Transport Hub
- 8 Cinema
- 9 Bus Station
- 10 Library and Car Park
- 11 Pier
- 12 Oldway Mansion
- 13 Harbour Area

Streetscape Opportunities

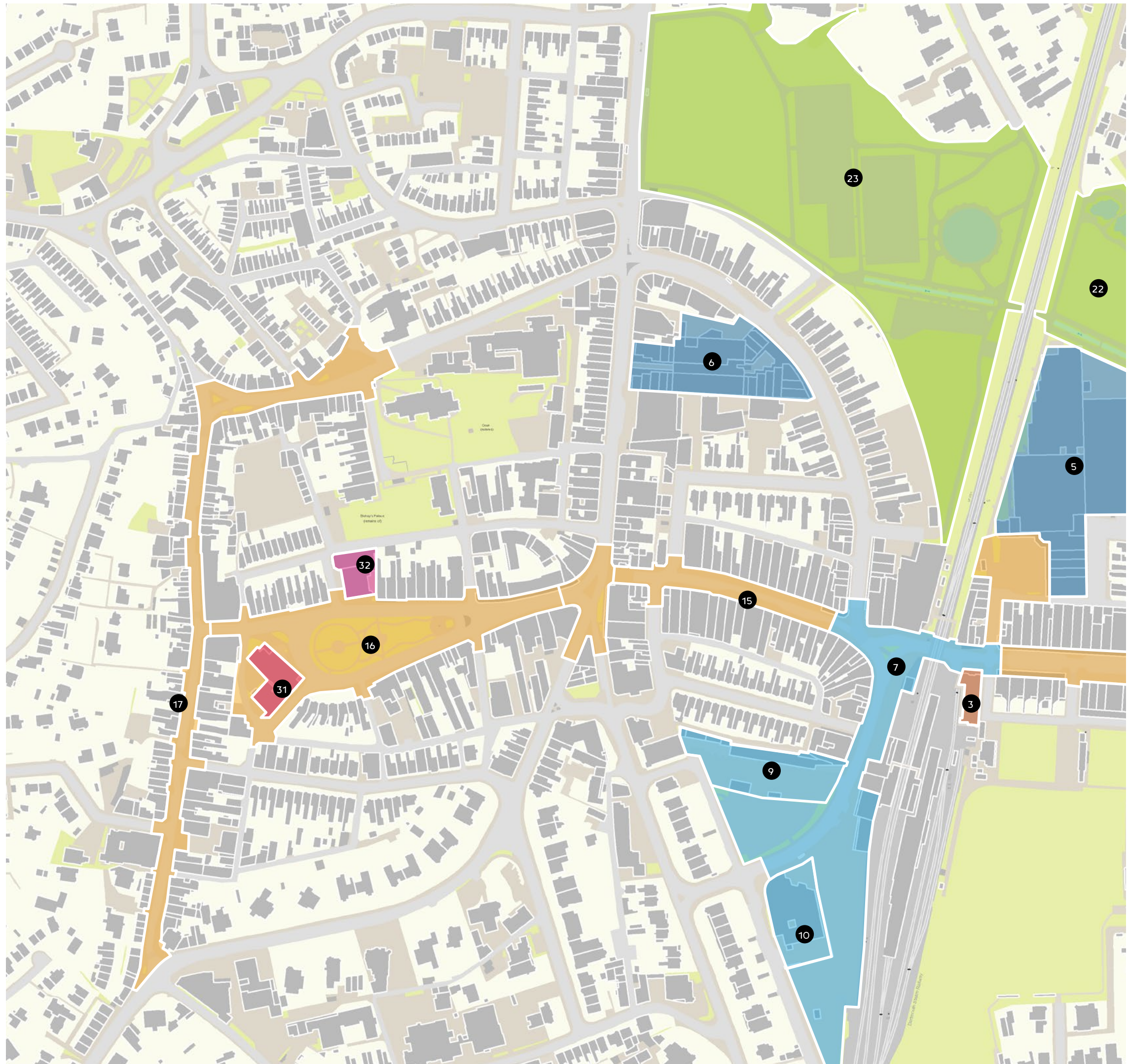
- 14 Torbay Road Public Realm
- 15 Victoria Street Public Realm
- 16 Palace Avenue Public Realm
- 17 Winner Street Public Realm
- 18 Esplanade Road Public Realm
- 19 Esplanade Road Public Realm

Green Space Opportunities

- 20 Paignton South
- 21 Paignton Green & Geopark
- 22 Victoria Park
- 23 Victoria Park

Other Opportunities

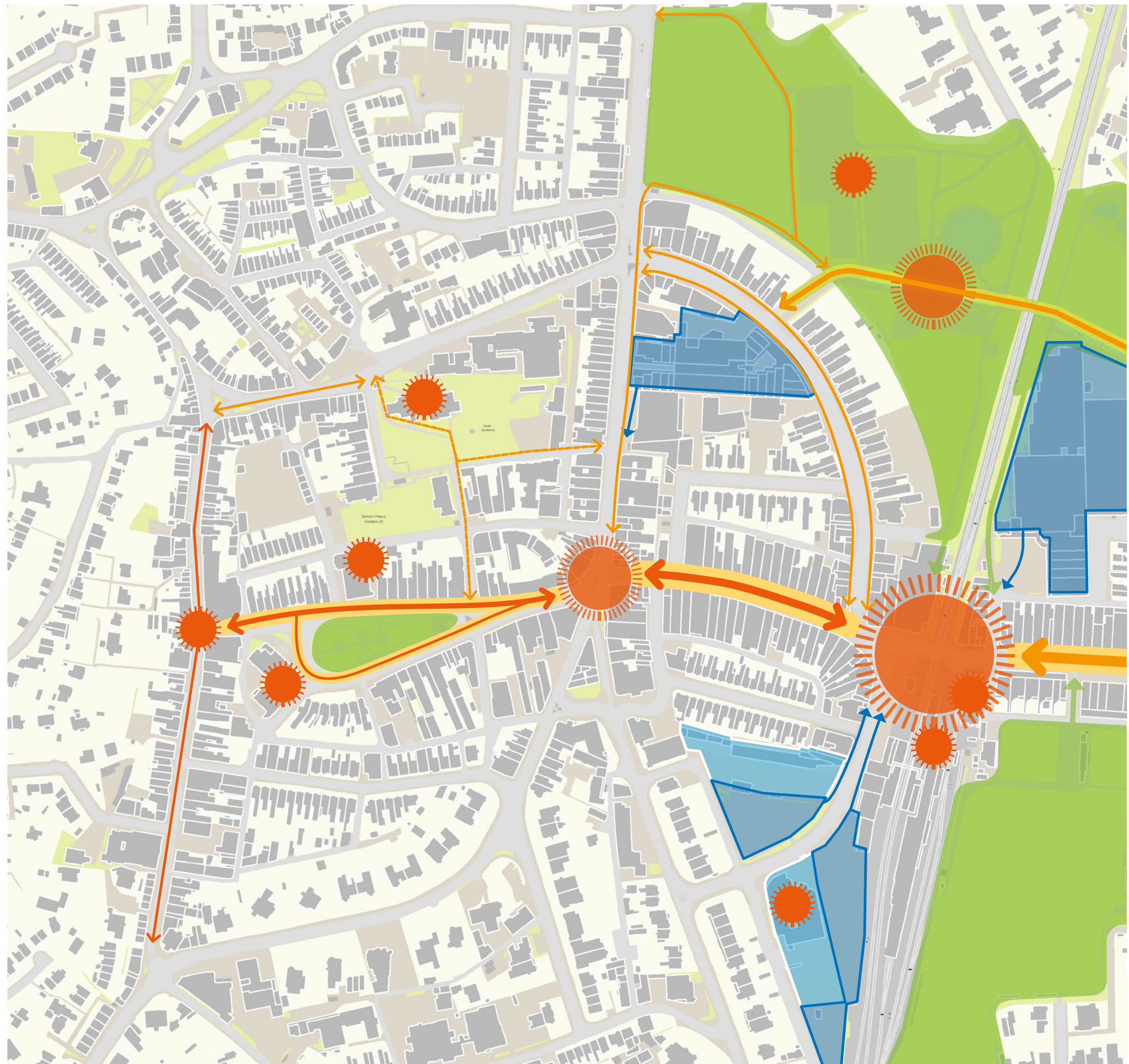
- 24 Goodrington Car Parks
- 25 Paignton Zoo
- 26-28 Torbay Business Park (EPIC, The Electronics and Photonics Production Park, South Devon College)
- 29 Parkfield Torbay Skatepark & BMX track
- 30 Parkfield House CIC
- 31 Palace Theatre
- 32 Palace Avenue Methodist Church Community
- 33 The Paignton Club, Paignton Vista & Harbour Light
- 34 Inn on the Green Site (recently sold)



RESIDENTIAL NEIGHBOURHOODS Movement Framework

Various shops and businesses reside along Palace Avenue, with smaller and more independent retailers along Winner Street. The environment is less tourist-focussed in nature and looks to cater more towards residents.

- Key attractions / locations
- Key pedestrian routes
- ▭ Parking
- Routes from parking
- Ⓑ Bus stops



RESIDENTIAL NEIGHBOURHOODS Key Interventions

- 1 Improved Pedestrian crossings over Totnes Road.
- 2 Encourage independent retailers and businesses to take up units in Palace Avenue, with national brands locating along Torbay Road or Victoria Street.
- 3 Encourage residential conversion of the upper floors of retail buildings where possible.
- 4 Improve lighting along Palace Avenue and Winner Street.
- 5 Incorporate improved wayfinding illustrating the variety of destinations on offer, including the Palace Avenue Theatre and Coverdale Tower.
- 6 Maintain Palace Avenue Park.
- 7 Explore traffic reduction measures on Winner Street.
- 8 Explore incorporating planting and public realm improvements such art murals, art and seasonal activations connecting Palace Avenue and Winner Street. Eg. 'Paignton in-bloom'.



4 OTHER LEISURE OPPORTUNITIES

Delivered Sites

- 1 Mercure Hotel
- 2 Ibis Styles Hotel

Sites In Progress

- 3 Paignton Picture House
- 4 Paignton & Preston Coastal Defence and Public Realm Scheme

Proposed Sites

- 5 Victoria Centre
- 6 Crossways

Opportunity Sites

- 7 Area Around Paignton's Transport Hub
- 8 Cinema
- 9 Bus Station
- 10 Library and Car Park
- 11 Pier
- 12 Oldway Mansion
- 13 Harbour Area

Streetscape Opportunities

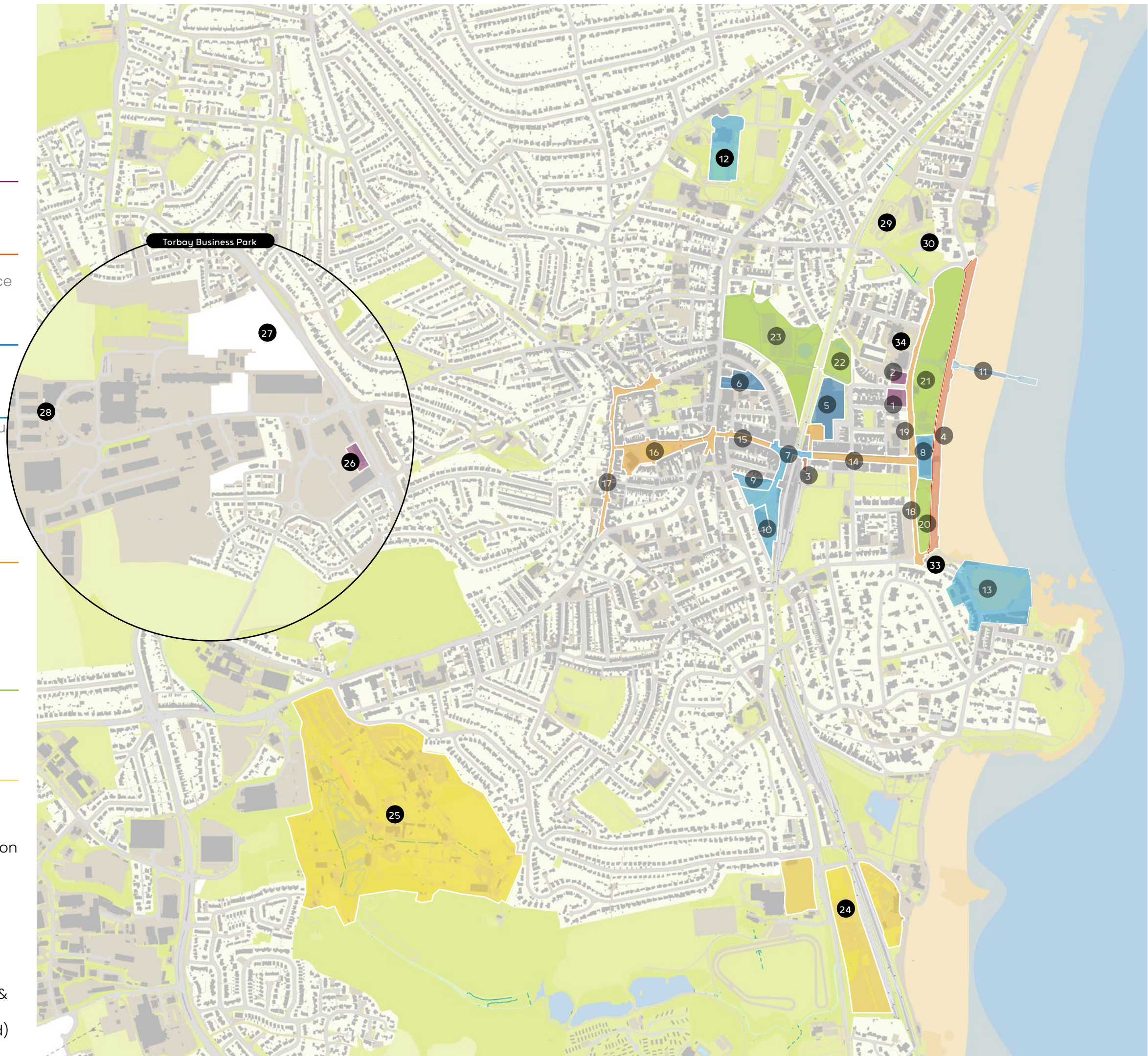
- 14 Torbay Road Public Realm
- 15 Victoria Street Public Realm
- 16 Palace Avenue Public Realm
- 17 Winner Street Public Realm
- 18 Esplanade Road Public Realm

Green Space Opportunities

- 20 Paignton South
- 21 Paignton Green & Geopark
- 22 Victoria Park

Other Opportunities

- 24 Goodrington Car Parks
- 25 Paignton Zoo
- 26-28 Torbay Business Park (EPIC, The Electronics and Photonics Production Park, South Devon College)
- 29 Parkfield Torbay Skatepark & BMX track
- 30 Parkfield House CIC
- 31 Palace Theatre
- 32 Palace Avenue Methodist Church Community
- 33 The Paignton Club, Paignton Vista & Harbour Light
- 34 Inn on the Green Site (recently sold)



DRAFT

Torbay Regeneration Vision
PLACEHOLDER

PROPOSED SITE Oldway Mansion

Development Information:

The restoration of Oldway Mansion in Paignton, Devon is a complex project that is expected to cost around £54 million and take several years to complete:

Funding

The initial phase of the restoration is being funded by £1 million from Torbay Council and £8 million from the government.

Phases

The restoration will be phased over several years. The first phase will focus on making the mansion wind and watertight, and will include repairs to the mansion, outbuildings, and grounds.

Partners

The council is working with commercial partners to help revive the property.

Community engagement

The council is engaging with the community at every stage of the project.

3D model

A 3D model of the building is being created as a permanent record and to help with the restoration process.



LEISURE OPPORTUNITIES

Key Interventions

- 1 Restore Oldway Mansion and its gardens back to its former glory as an outstanding destination for the region.
- 2 Support, restore and explore expansion opportunities for Parkfield, the skatepark and BMX track.
- 3 Support and enhance Goodrington Beach, Quaywest and the surrounding area for tourists.
- 4 Revitalise and ensure the ongoing operation of Paignton Zoo as a key part of Paignton's family-friendly offer.
- 5 Provide a shuttle service connecting the large car parks at Goodrington to the centre of Paignton.
- 6 Support the expansion of businesses at Torbay Business Park.
- 7 Support the expansion of South Devon College.



SUMMARY

Key Principles

Reduce the size of the Retail Core to support Torbay Road as the primary retail and leisure boulevard.

Opportunity to reconnect the centre of town with the seafront along Torbay Road.

Improve signage and wayfinding to Paignton's car parks.

Provide space for events and festivals to enliven the town, and extend the visitor season.

Increase the perception of safety in the town, particularly around Victoria Park, Victoria Street, Palace Avenue and Gerston Road.

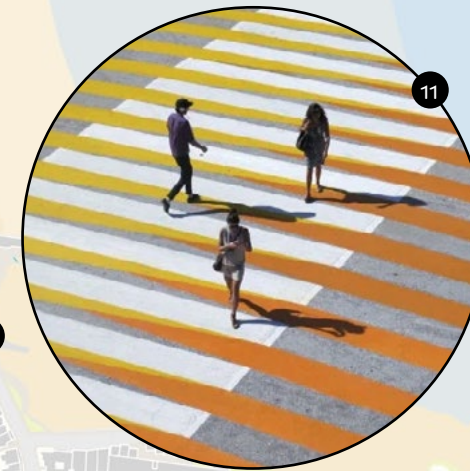
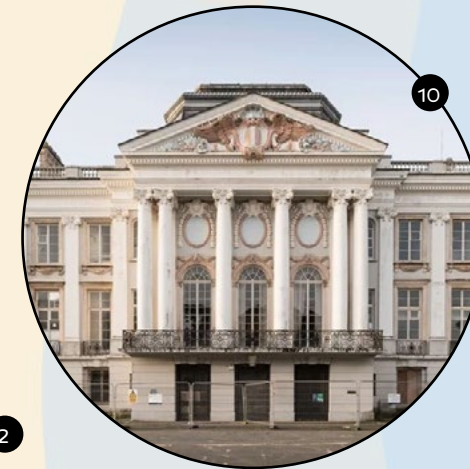
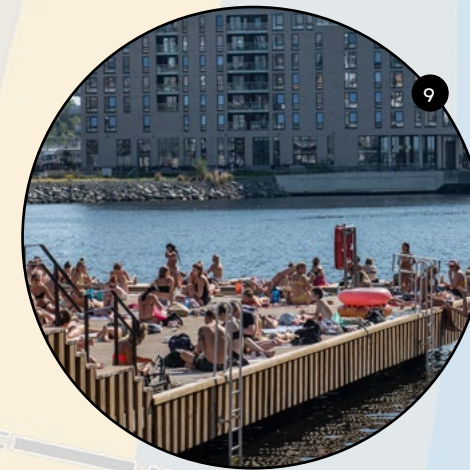
Extend and support the Harbour Market to create a destination experience.

Better connect across Torbay.

Protect and support key assets such as Paignton Zoo, Oldway Mansion and the Pier.

Provide space and activities for younger residents, including key leisure uses such as the theatres, watersports and an improved cinema offer.





www.leonard.design

Nottingham UK

Albion House
5-13 Canal Street
Nottingham
NG1 7EG

+44 (0) 330 165 7889

London UK

Baird House
15-17 St Cross Street
London
EC1N 8UW

+44 (0) 207 440 9960

Berlin GER

Dom Palais
Charlottenstraße 62
10117 Berlin

+49 (0) 301 663 6573

Kuala Lumpur MY

Unit 11-01A
Vida Bukit Ceylon
Jalan Ceylon
50200 Kuala Lumpur

+60 (0)3 2022 2105

Sydney AU

Level 1, 60 Miller St
North Sydney
NSW 2060

+61 (0) 498 323 080