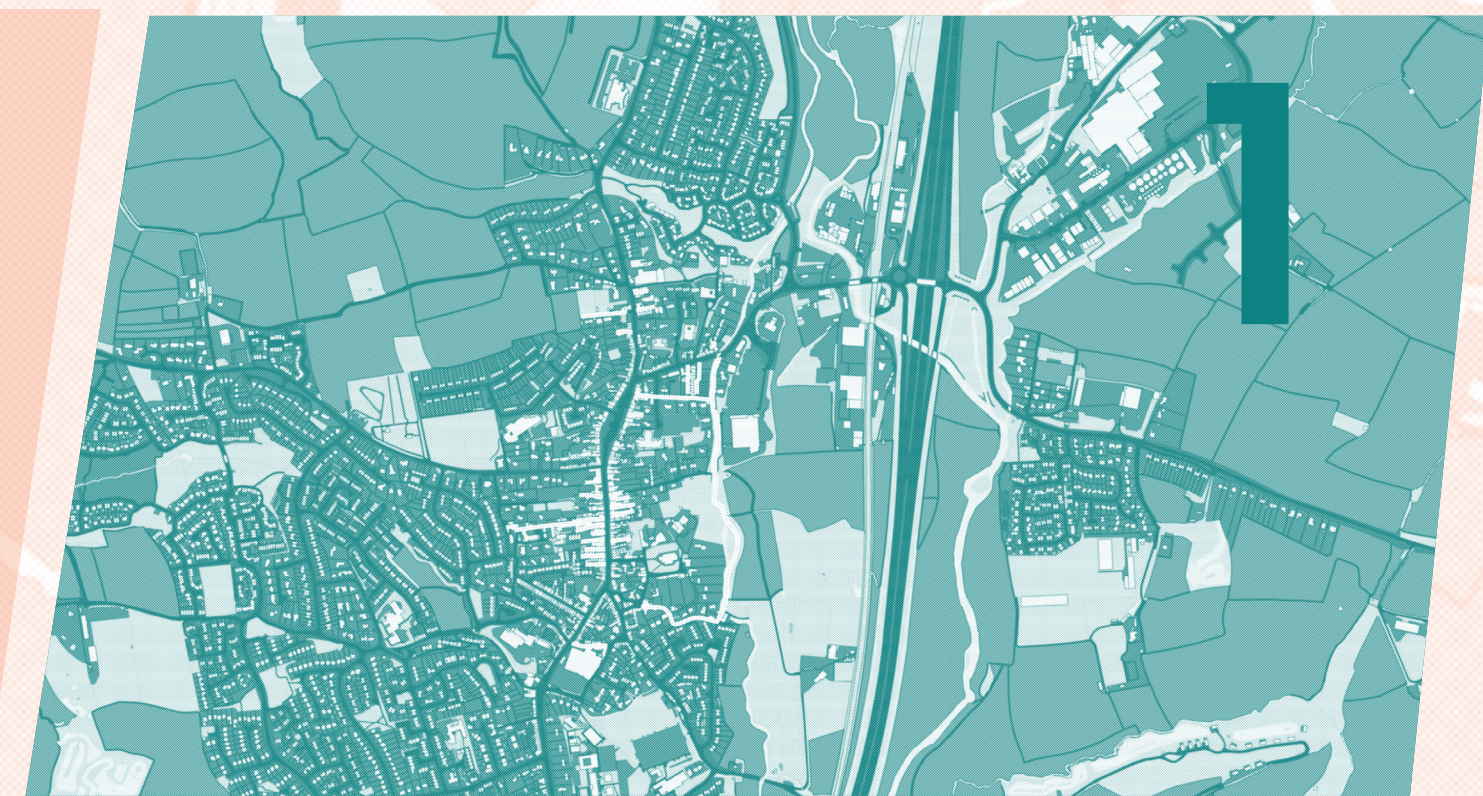


# CULLOMPTON

## TOWN CENTRE MASTERPLAN AND DELIVERY PLAN

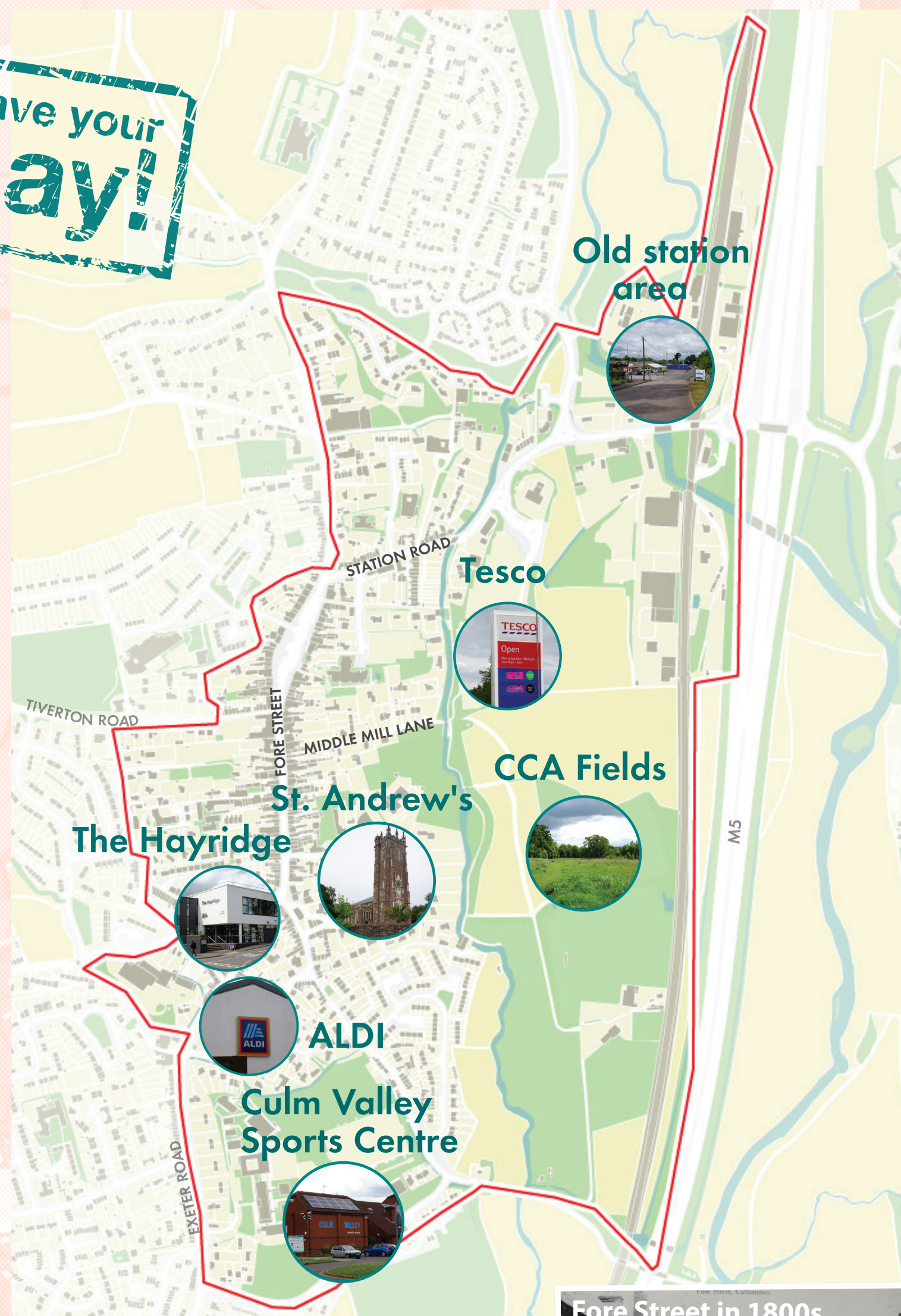


### Welcome

Thank you for taking your time to visit our exhibition. Mid Devon District Council has prepared a draft masterplan, heritage strategy and delivery plan for Cullompton Town Centre. The document identifies a clear vision for the future of the town centre and guides future development and investment. We are now asking local people what they think of the draft masterplan and heritage strategy. These are set out on the following boards. We would love to hear your feedback.



You can view the full masterplan report, consultation boards and survey here:  
[www.middevon.gov.uk/CullomptonTownCentre](http://www.middevon.gov.uk/CullomptonTownCentre)



### The study area

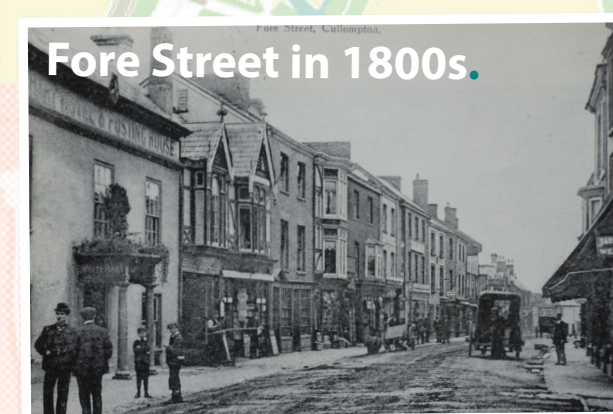
The study area takes in the main spine of the historic High Street, the CCA fields, Culm Valley Sports Centre and the Station Road area to the north. The red line on the plan shows the boundary.



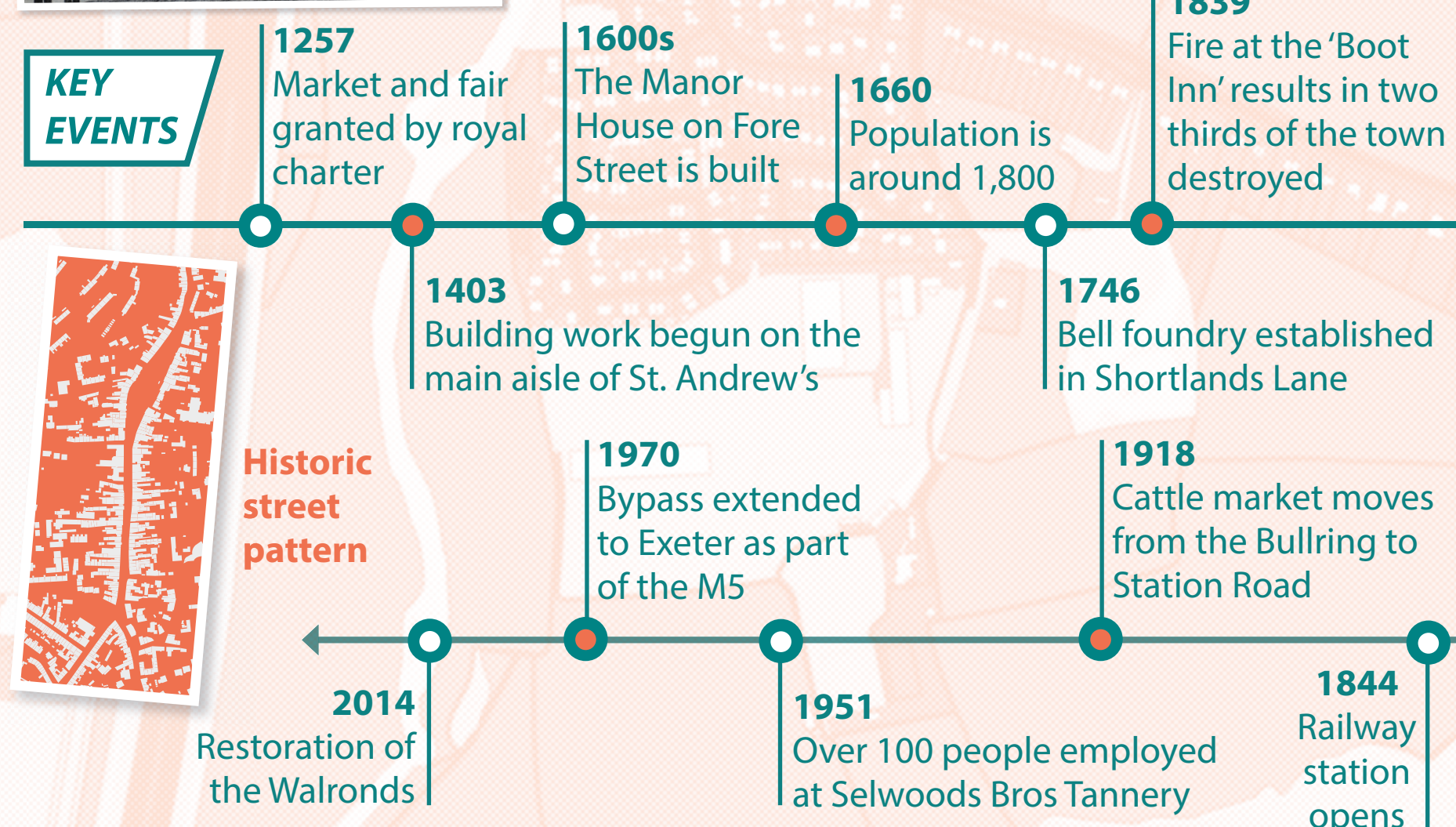
### Looking back...



Over its long history, Cullompton's fortunes have waxed and waned but its slow, steady growth has resulted in an exceptionally well-preserved street pattern. Its medieval market spaces; long, narrow Burgage plots; and lanes extending from both sides of the High Street are all still traceable. Multiple fires over the centuries mean there are surprisingly few buildings before the Victorian period. But those that do survive are of high quality and include the restored Walronds and St. Andrew's Church - one of the finest churches in Devon. Both buildings have links to the cloth trade, which brought the town great prosperity in the 16<sup>th</sup> and 17<sup>th</sup> centuries.



#### KEY EVENTS

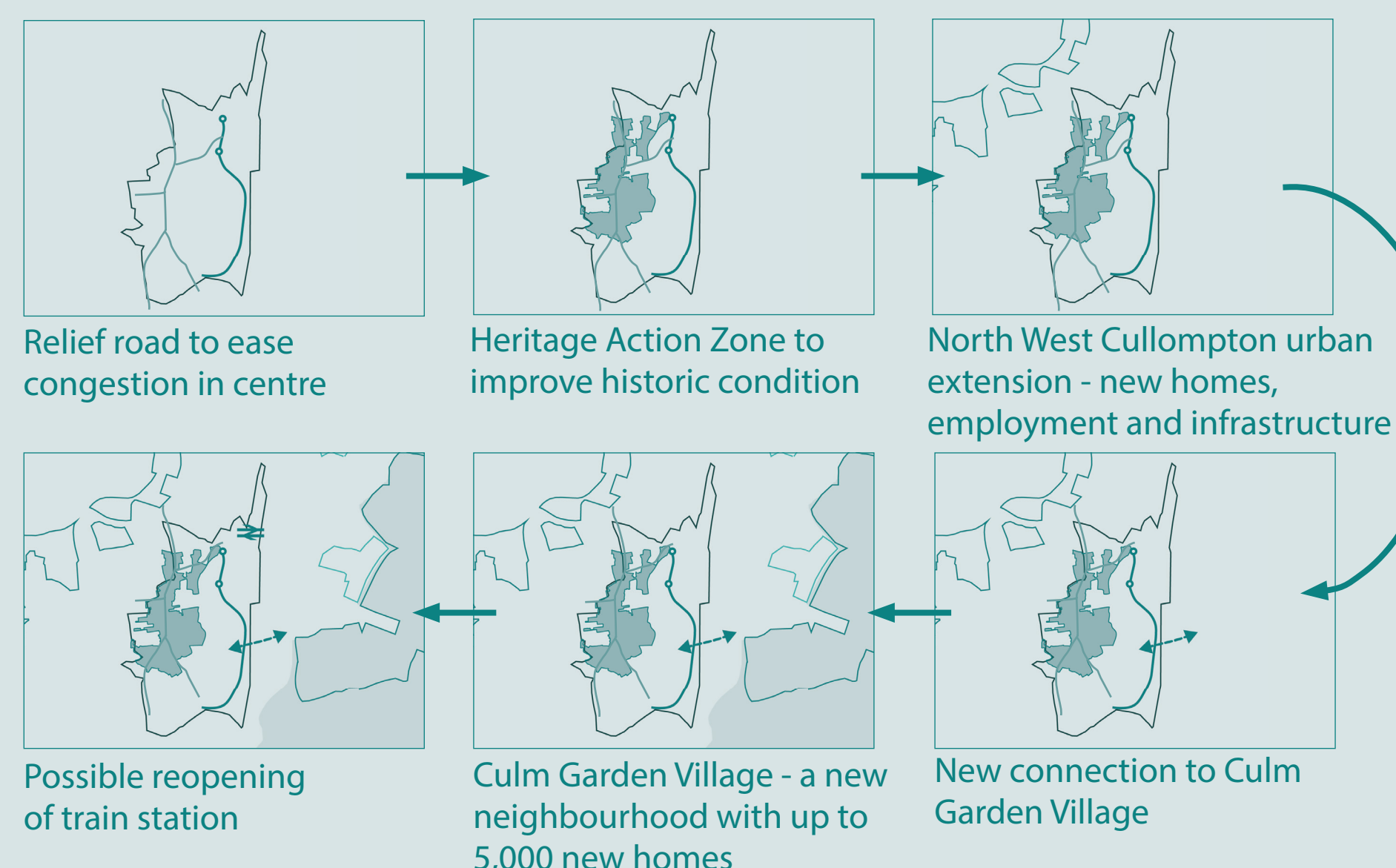


### What's planned for Cullompton?

Strong coordination will be needed to ensure these projects are mutually beneficial and that investment achieves the greatest impact.

The masterplan has been developed in the context of several strategic projects planned for Cullompton, including sites around town which are to be built, investment from the Heritage Action Zone, implementation of the Relief Road and a potential new station. These are significant changes through which a very different future for the town can be imagined.

New residents will create more demand for shops and services and help to bring historic buildings back into use. Reducing traffic along Fore Street and investment in heritage could help to re-establish a vibrant historic heart for the town. The masterplan and strategic projects will support one another and have a positive impact that can be greater than the sum of their parts.





## A stylized map of a residential area, possibly a neighborhood or town, with a large number 2 overlaid on the right side. The map shows various streets, buildings, and green spaces. The number 2 is a large, dark, serif font. The map is tilted slightly to the right. The background of the slide is a light blue gradient with a pattern of small white dots.

Response	Percentage
yes	90.5%
no	9.5%



# A VISION FOR CULLOMPTON



## 1 Cullompton's distinctive historic buildings and landscape should be enhanced and restored.

- Find viable uses for empty historic buildings
- Improve appearance and setting of the historic buildings
- Protect, enhance and create key views, green spaces and waterways
- Seek opportunities to enhance the attractiveness, use and public enjoyment of the CCA fields
- Seek to increase Cullompton's attractiveness as a place to work, visit and enjoy



## 2 Cullompton's centre should rediscover its historic role as a place of work.

- Seek out potential of vacant or under used sites & buildings to complement employment and enhance town centre vitality
- Celebrate the town's history and how it can contribute to Cullompton's identity and future offer
- Enhance infrastructure to meet needs of businesses and secure productive use of historic buildings through occupation
- An attractive offer to those working in Cullompton's peripheral employment areas
- Seek to forge opportunities between businesses and higher educational institutions



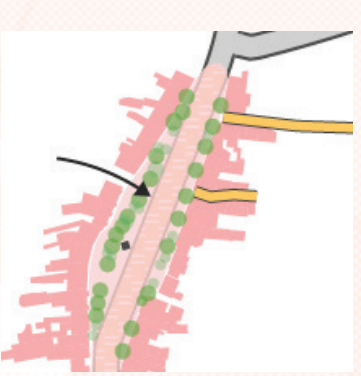
## 3 An enticing experience for visitors will aim to draw people into Cullompton's town centre.

- Transform 'gateway' into town to create a positive first impression
- Encourage holiday-makers en-route to the south west to venture beyond the M5 service station
- Raise the profile and make use of Cullompton's main attractions, historic buildings, courts, lanes & open spaces
- Strengthen Cullompton as a food and drink destination
- Enhance the retail, leisure, food and drink offer within an improved historic environment
- A holistic view of the town centre's parking provision and on-going requirements



## 4 Cullompton's spaces should be reclaimed and redesigned to support a vibrant community life.

- Alleviate traffic along the high street and redesign the space creating a better pedestrian and cycle environment
- Establish the Bull Ring as the town's primary outdoor civic space enabling flexible use by the community
- Upgrade the approaches to the town centre
- Seek opportunities to bring the historic courts and passageways off Fore Street into use
- Link new developments through a network of attractive spaces enhancing connectivity to the town centre



## 5 Cullompton should be a sustainable town for its growing community: with homes, education, community and recreational facilities.

- Make it easy for all new residents to shop locally
- Seek opportunities to encourage life-long learning
- Ensure recreational outdoor space and leisure facilities support healthy living and social interaction for all
- Support and expand Cullompton's popular street markets
- Provide new homes in the town centre
- Explore the potential for the community and voluntary sector to forge partnerships



## 6 It will be easy to move around on foot, on bicycle, by bus and by train.

- Create high quality pedestrian and cycle links to proposed train station and new homes
- Give more space and priority to people getting around on foot, on bicycle and by bus
- Encourage uses which are reliant on large delivery vehicles to relocate from the historic core where possible
- Improve links between Fore St and CCA fields
- Address points of conflict between road traffic, cyclists and pedestrians where possible
- Establish strategic cycle links
- Improve signage to encourage exploration around town



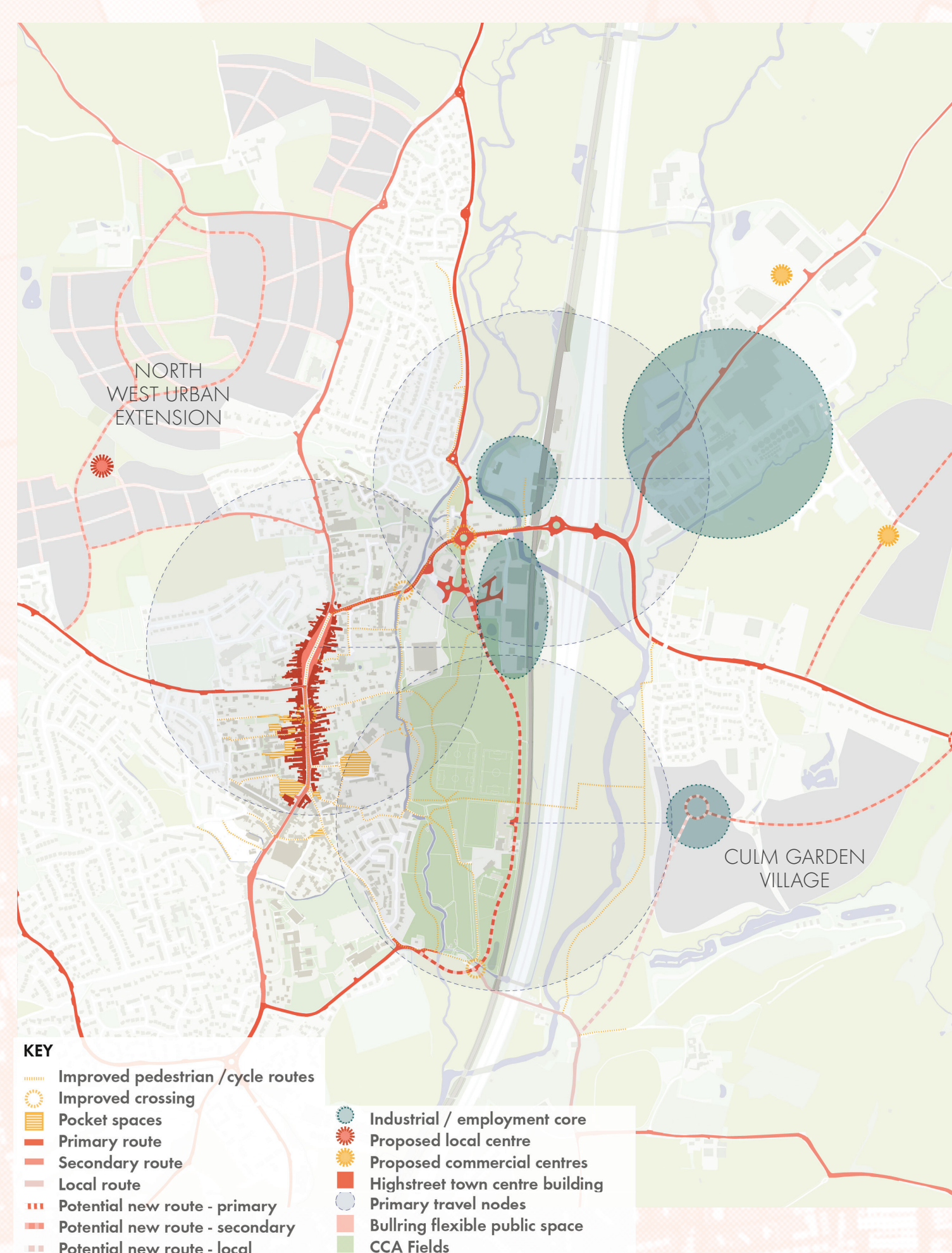


# KEY ASPECTS OF THE MASTERPLAN

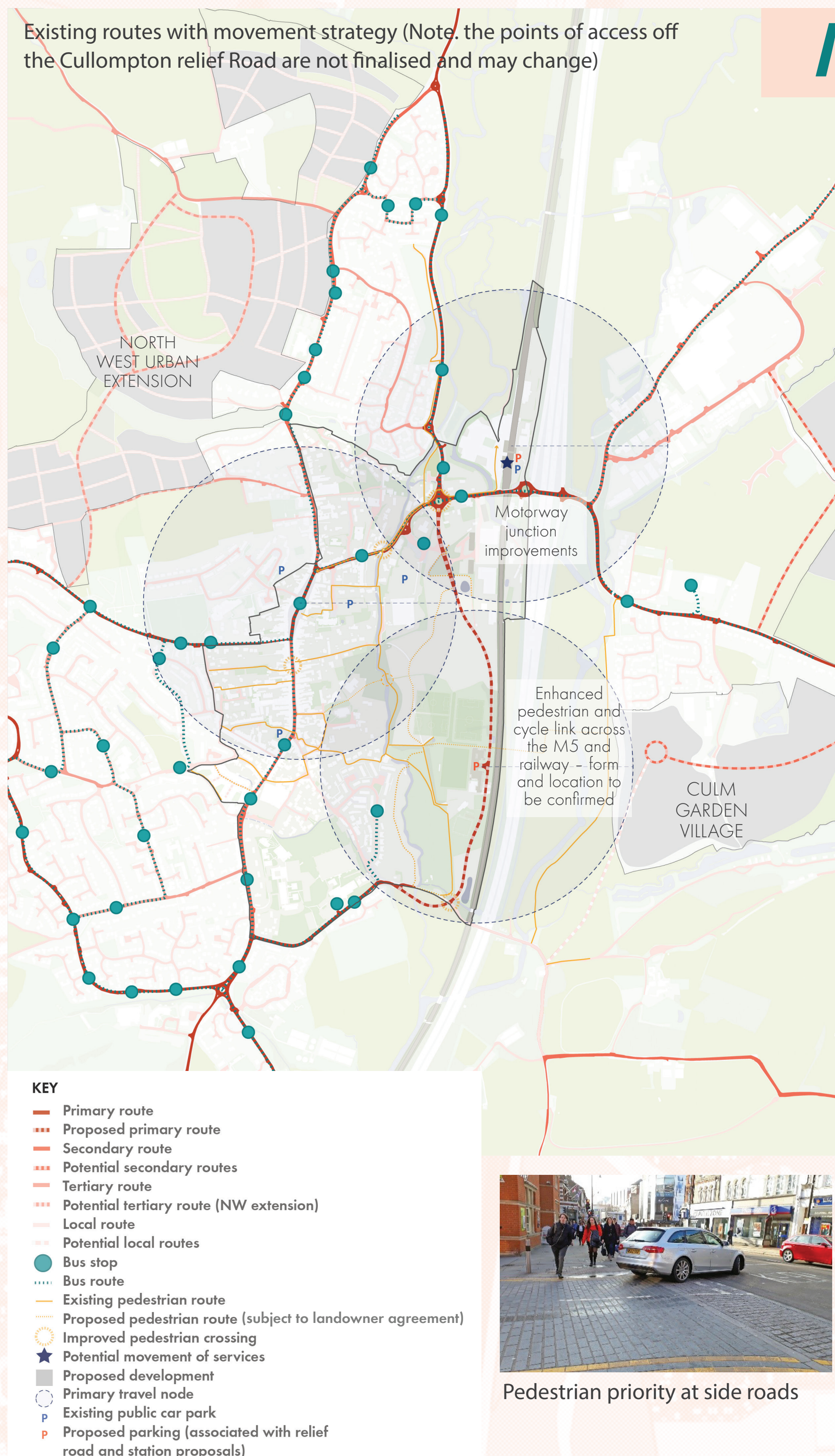


## Overview

The masterplan sets out a vision for Cullompton and provides planning and design guidance to achieve this vision. It provides detail on movement, public realm and open space, activity and land use, environment and sustainability. The diagram below shows the main areas of activity within the town centre and its immediate environs.



Existing routes with movement strategy (Note: the points of access off the Cullompton relief Road are not finalised and may change)



Pedestrian priority at side roads

## Movement

In line with national and local guidance, the masterplan looks to support a shift in travel modes, decreasing use of private vehicles and increasing walking, cycling and public transport. This shift would benefit Cullompton residents through decreasing town centre traffic, improving air quality, making travel more affordable, helping respond to the climate emergency as well as boosting the health and wellbeing of residents.

The masterplan's approach to movement is also shaped by a number of proposed projects: the Relief Road, the new station and J28 improvements.

## Pedestrians

The town centre should be improved for those on foot. This includes widening footways along the high street, rationalising parking to increase pedestrian areas and creating flexible space for various activities. Side roads should prioritise pedestrians across junctions.

Outside of the town centre, there is an opportunity to improve east-west connections through better signage, surfacing and widened footpaths where possible. Work is required to understand what type of pedestrian and cycle-bridge would be feasible to link the town centre with Culm Garden Village.

## Cyclists

Cycling should be an alternative to cars for short journeys and should be addressed in designs for the Bullring and Fore Street. Cycle lanes could be considered, and measures should also be implemented on Station Rd, Willand Rd and Tiverton Rd where space permits. Cycle parking should be provided in convenient and safe locations around town. The level of provision should factor in the growing population and behavioural change post-Covid. Opportunities to upgrade existing and new paths through the CCA fields for walking and cycling should be explored.

## Train

Re-instating the train station aims to provide sustainable transport options for residents and visitors to Cullompton and will also be a catalyst for regeneration of the town.

## Bus

Buses are to be retained within the High Street. Any future traffic management will need to ensure that the provision of bus journeys are accommodated. Bus provision should be extended to areas of new development ie. the NW Urban Extension and Culm Garden Village.

## Vehicles

The Relief Road will help reduce traffic on the high street. A narrowed carriageway, lower speed limit, a weight limit or the use of shared surfacing along the high street are all measures that could help slow cars and improve the pedestrian environment. Options to address capacity issues at J28 are being explored.



Mini Holland scheme in Waltham Forest showing cycle lanes and zebra crossings



# KEY ASPECTS OF THE MASTERPLAN



## Public realm and open space

Cullompton has a number of public and green spaces. However, the connections between them currently lack cohesion and the town centre environment could be much better for people.

### CCA fields

The CCA Fields are a key asset to the town. Opportunities exist for enhancing this green space including opportunities for walking and cycling.

### Bullring

The Higher Bullring has the potential to be upgraded as a flexible and historic public space which can support markets and events of different sizes. Separate consultation as part of the HAZ project will gather views on possible enhancements to this space.

### Courts and lanes

Signage could help raise the prominence of through routes and direct people towards landmarks. The lanes themselves could be improved through re-surfacing and decluttering.

### Pocket parks

A number of small spaces in the town have the potential to be enhanced for public seating, play, pop up activities, tree planting and/or rain gardens.

#### KEY

- Existing public rights of way
- Proposed informal foot/cyclepath
- Improved town centre route
- Improved pedestrian and cycle connection to future station
- Improved pedestrian crossing
- Proposed species rich grassland
- Proposed wetland
- Proposed seasonal bulb planting
- Bullring flexible public space
- Pocket spaces
- Courts and lanes - potential for improvement
- Improved frontage
- Improving bullring / highstreet
- Drainage ponds
- Reinstatement of former leat crossing and proposed informal foot / cycle path (subject to landowner agreement)
- Proposed rail station
- Consider options for tree planting

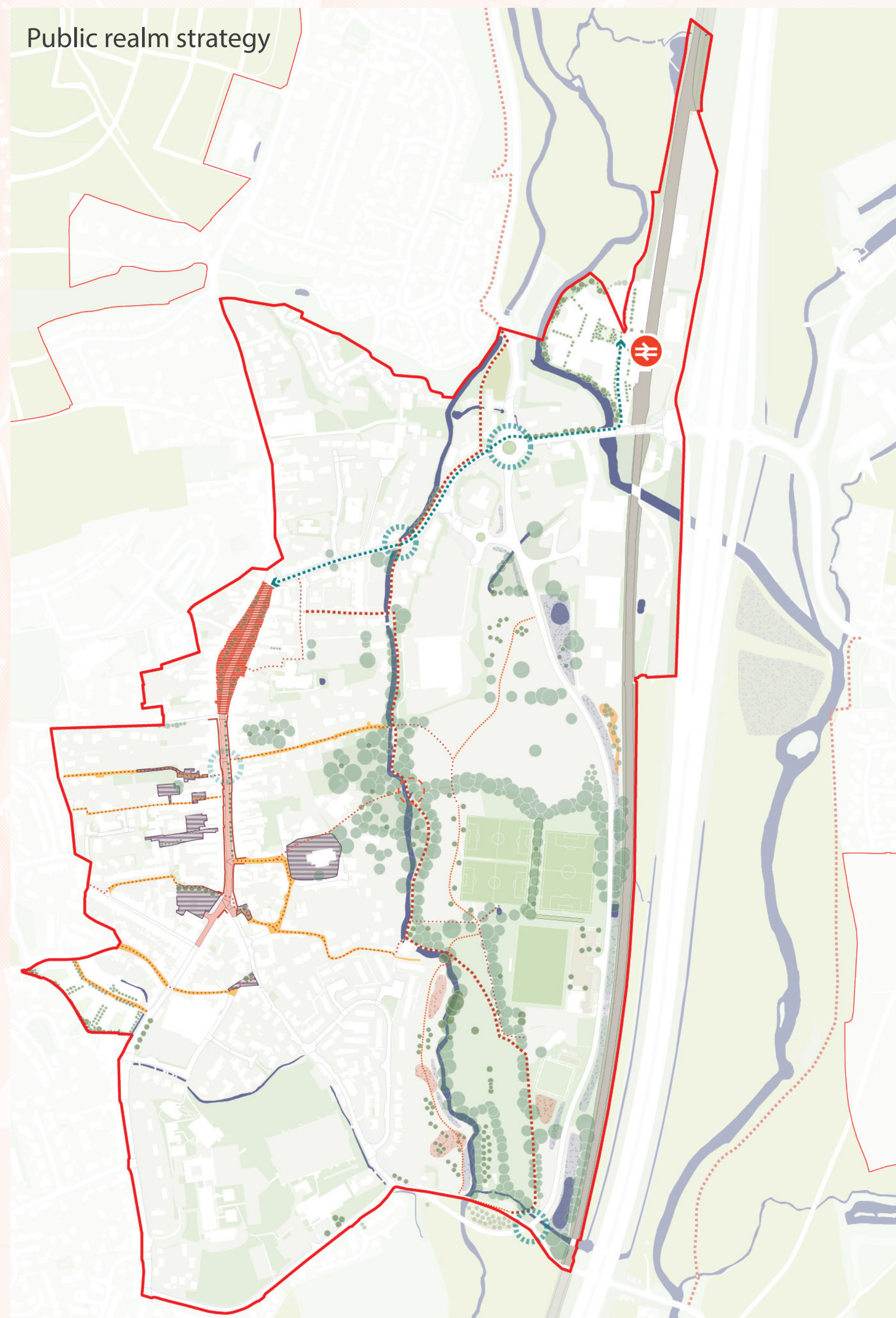
### Fore Street

Once the Relief Road is in place, there is an opportunity to re-design the Fore Street to enhance the pedestrian environment. Separate consultation as part of the HAZ project will gather views on possible enhancements.

### Access to countryside

There are opportunities to improve access to the countryside for residents, for example: upgrading key exit/entry points from the town for pedestrians and cyclists and respect/enhance existing rights of way in new developments.

#### Public realm strategy



## Activities and land use

Cullompton is the shopping and civic centre for town and the surrounding villages and countryside. The Masterplan aims to increase the town's vibrancy through:

- Encouraging greater footfall on the high street
- Broadening Cullompton's offer
- Enhancing the visitor economy
- Considering creation of a Business Improvement District (BID).

Creating new jobs and supporting businesses is also proposed through:

- Intensifying industrial uses at Alexandria Business Park, Longbridge Meadow and Kingsmill Industrial Estate where possible
- Creating small flexible office and co-working space
- Securing high-speed broadband connectivity for Cullompton

## Environment & sustainability

The masterplan explores ways in which the town can respond to the climate transition to a sustainable future

- Enhancing biodiversity in green spaces
- Shifting to sustainable transport modes (walking, cycling)
- Embracing ambitious design and construction for new buildings

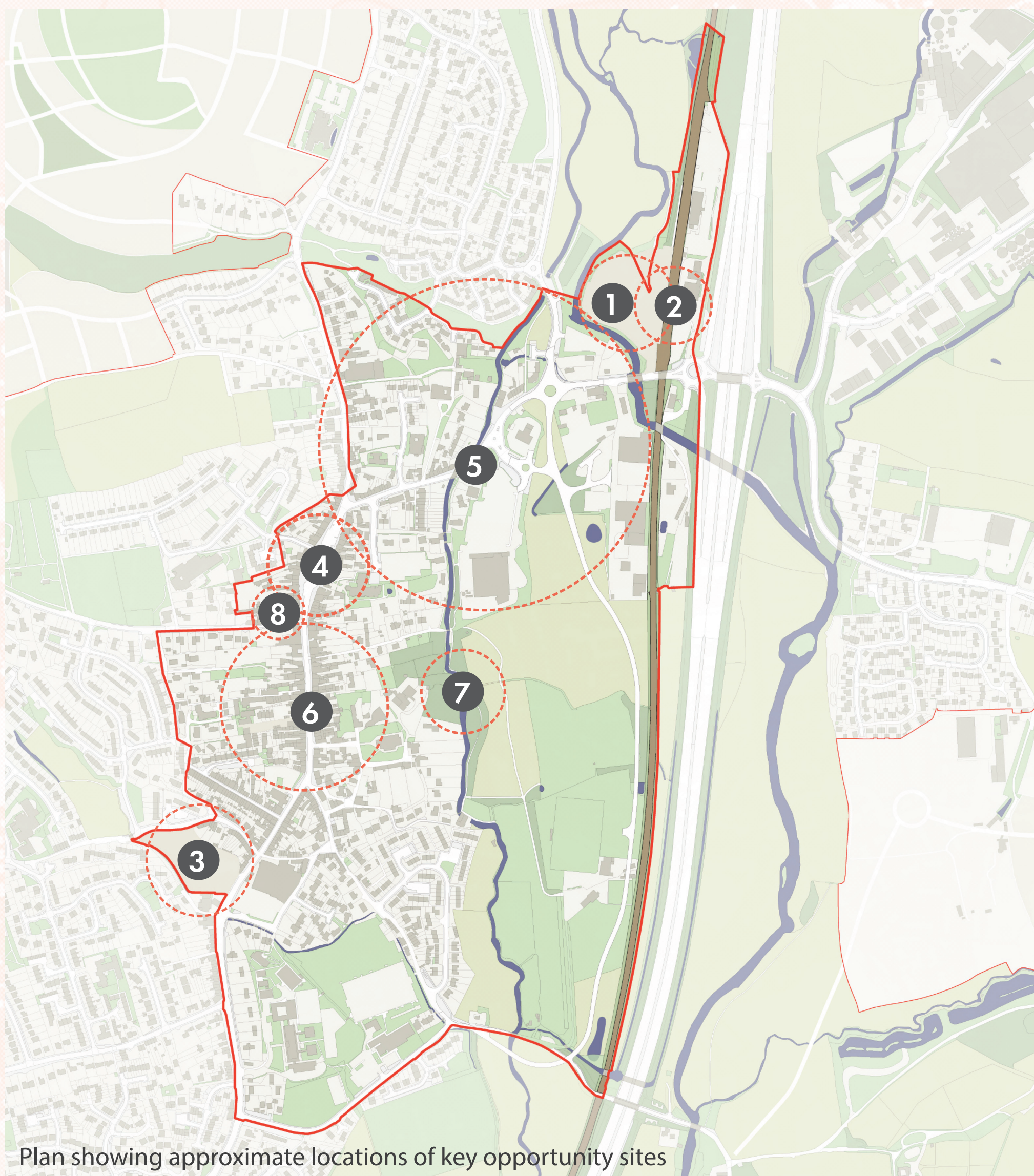




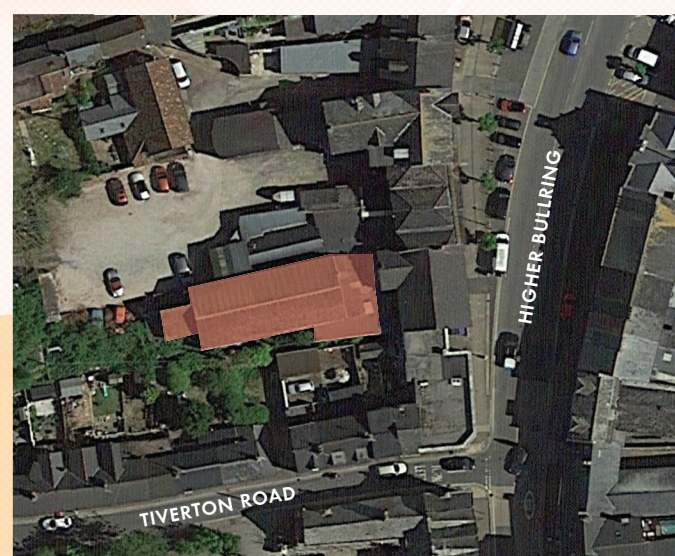
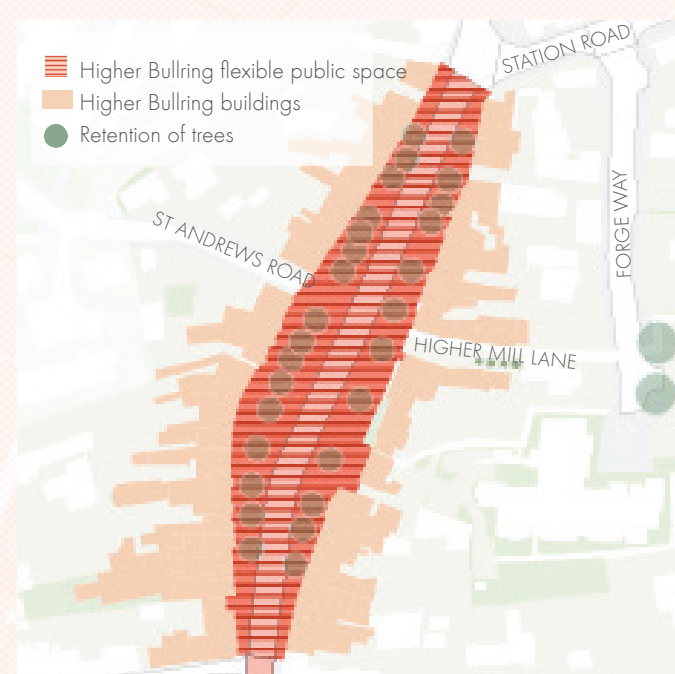
# KEY SPATIAL OPPORTUNITIES

## Overview

In order to enhance the town centre, a number of key sites have been identified which may be subject to future development. Landowners and potential future developers have the potential to be involved in a range of broader proposals and opportunities to increase the footfall and vitality of the town. This will help enhance the viability and will improve connections, the public realm and condition of historic buildings across town.



Plan showing approximate locations of key opportunity sites



Old Cinema site location

**Higher Bulling** - To seek agreement to bring development opportunities forward.



# THE HERITAGE STRATEGY



## Introduction

Cullompton has a fascinating, diverse past - its history reflected in the great number of designated heritage assets in town. A key part of the masterplan's vision is that Cullompton's unique heritage will be celebrated and enhanced. Taking care of Cullompton's heritage will play a crucial part in the regeneration of the town.

The strategy sets out what makes Cullompton's heritage special and what challenges it currently faces. It explores the benefits heritage can bring to the town and the different organisations that can play their part in realising these benefits. It provides objectives and actions for improving the historic environment, structured within three themes - perceive, protect and promote.

## Benefits of heritage

*Heritage, a distinct sense of place, spaces to dwell and a diverse dining offer can all contribute to an enjoyable leisure and retail experience that entice people into town.*



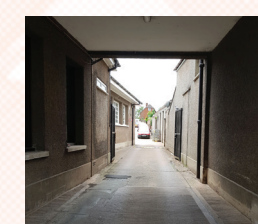
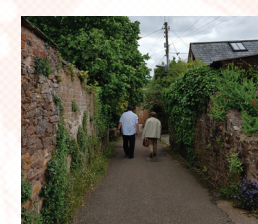
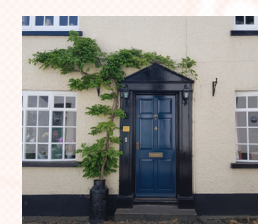
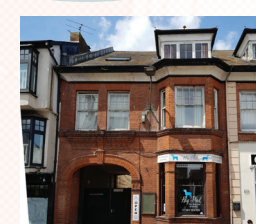
*On average, £1 of public expenditure on heritage-led regeneration generates £1.60 additional economic activity over a ten-year period (Heritage Counts 2017)*



*The re-use of existing buildings is often the most sustainable way to develop (Heritage Works, 2013)*



*Research shows how natural views can lower blood pressure and stress and improvements to the built environment have been shown to improve mental well-being (Benefits of Heritage, HLF, 2012)*



## Overarching vision for heritage

*To use the special qualities and historic character of Cullompton as the foundation for future change. To allow the town's heritage to shape a distinctive identity for the town - a place people are proud to call home and a welcoming place to visit.*



**Objective A** - Grow our understanding of Cullompton's unique past

**Objective B** - Understand the role of heritage in town life and the challenges and opportunities it brings to different stakeholders

View the **main document** to view the key actions for each objective



PERCEIVE

PROTECT

PROMOTE

Cullompton's heritage

*"Improve the look of Fore Street by smartening up those buildings and shop fronts which currently look so scruffy, and by putting in some greenery."*

Comment from earlier public engagement

**Objective C** - Update and strengthen guidance to manage Cullompton's heritage

**Objective D** - Bring vacant old buildings into use

**Objective E** - Refurbish stand-out buildings

**Objective F** - Improve the condition of Cullompton's historic lanes and courts

**Objective G** - Enhance Fore Street and improve the condition of its buildings

**Objective H** - Protect the Roman forts and camps at St. Andrew's Hill

**Objective I** - Improve the setting and appearance of historic buildings along Fore Street and in the Bullring

**Objective J** - Increase awareness of heritage in Cullompton's surrounding streets and spaces

**Objective K** - Raise the profile of Cullompton's distinct heritage through programming and events

**Objective L** - Strengthen links with other historic and cultural assets in the District

To find out about the Cullompton High Street Heritage Action Zone and how this links to the Heritage Strategy please visit [www.middevon.gov.uk/CullomptonHSHAZ](http://www.middevon.gov.uk/CullomptonHSHAZ)



Or scan the QR code

