

South Hams Local Development Framework

Site Allocation Development Plan Documents

Options Consultation

LEAFLET 7 – THE IVYBRIDGE AREA
*Covering Ivybridge and its hinterland including
Modbury, Yealmpton and the villages of Brixton, Holbeton,
Newton Ferrers, Ugborough and Wembury*

The full set of 9 consultation leaflets is listed at the end of this one.

Local Context and Key Issues

1. Ivybridge has grown very quickly in the past fifty years, from a village to become the largest town in South Hams. However, development of the full range of services and facilities necessary to support its size and function as an Area Centre has not kept pace and the town's heart is in need of regeneration.
2. Modbury and Yealmpton are recognised as Local Centres, also having a role in serving their surrounding rural areas, but at a lesser scale.
3. There is a need to provide sites for new homes (especially affordable homes) and employment development. Enabling measures are also required to enhance the self-sufficiency of Ivybridge, Modbury and Yealmpton and improve the provision of facilities appropriate to their functions as Area and Local Centres.
4. The Ivybridge Development Plan Document (DPD) will focus on the town itself and on finding suitable sites for about 100 dwellings and 5 hectares of employment land to 2016. It will also aim to indicate suitable sites to meet needs up to at least 2026 (the time horizon of the emerging Regional Plan). The affordable housing target for sites to be allocated in Ivybridge is 55%.
5. Local Centres will be considered in the context of the Rural Areas DPD. In each of the Local Centres (Modbury and Yealmpton in this area) suitable sites must be found for about 50 dwellings by 2016. It is also suggested that sites be found for 0.75 hectare of employment development in each Local Centre by 2016. The affordable housing target for sites to be allocated in Local Centres is 55%.
6. The villages will also be considered in the context of the Rural Areas DPD. There is an allocation of 400 dwellings to be provided on suitable sites in sustainable villages up to 2016. Provision must also be made for the period up to 2026 and beyond. The affordable housing target for sites to be allocated in villages is 60%.

A Vision for Ivybridge

7. A vision should be developed for Ivybridge which will be consistent with the Core Strategy vision for the LDF and reflect the vision of the town's community action plan. It should be distinctly suited to Ivybridge, but might include such elements as:

- Meeting needs locally
- Securing sustainable development and regeneration
- Priority for affordable homes and new jobs
- Protecting and enhancing environmental heritage
- Adapting to and mitigating the challenges of climate change
- A recognised destination
- Vitality
- Enhancing the public realm along the River Erme
- Further development as a sports hub

Selecting Sites for Development

8. **Leaflets 4 and 5** set out methods to select sites for development. A wide range of sites have been considered and are being assessed with regard to their suitability, sustainability, availability and deliverability.
9. This leaflet shows the range of sites which have been assessed. In particular, it sets out the results of the Sustainability Threshold Assessment (STA) process which compares the potential of various site options to deliver sustainable development.
10. In Ivybridge, there may be scope for a comprehensive town centre redevelopment. Other opportunities for development on brownfield land are very limited. Greenfield site opportunities exist to the east, west and south of the town. Development should aim to enhance the viability and self-sufficiency of the town and regenerate its heart.
11. The tables and maps set out more details of possible development site options in and around Ivybridge, Modbury, Yealmpton and the villages of Brixton, Holbeton, Newton Ferrers, Ugborough and Wembury and their sustainability.

Community involvement

12. The Council wants to identify the right sites for development, in the right places, at the right times and for the right reasons. To do so it is using inclusive methods which it believes will enable the right choices to be made in order to help build sustainable local communities.

13. The Prince's Foundation for the Built Environment has been commissioned to act as expert facilitators to guide the process. Their Enquiry by Design (EbD) process will be applied alongside the STA process to find suitable sites for development and establish principles to guide their design.

Consultation leaflets

14. This is the 7th in a series of leaflets published at the same time:

- **Leaflet 1 – “Overview”** setting out a simple overview of the LDF process
- **Leaflet 2 – “the LDF process”** sets out the LDF process in more detail, both as nationally prescribed and as developed and applied in South Hams
- **Leaflet 3 - “Establishing the Vision”** explains why a vision is needed for each DPD and how it will be developed
- **Leaflet 4 – “The method for site selection”** sets out more about the method to help select sites
- **Leaflet 5 – “Selecting Villages for Development”** deals with the choice of villages where development sites will be proposed
- **Leaflet 6 – “The Dartmouth area”** deals with Dartmouth and its hinterland including Blackawton, Kingswear and Stoke Fleming
- **Leaflet 7 – “The Ivybridge area”** deals with Ivybridge and its hinterland including Modbury, Yealmpton, Brixton, Holbeton, Newton Ferrers, Ugborough and Wembury
- **Leaflet 8 – “The Kingsbridge area”** deals with Kingsbridge and its hinterland including Salcombe, Chillington/Stokenham, Aveton Gifford, Loddiswell, Marlborough and Thurlestone
- **Leaflet 9 – “The Totnes area”** deals with Totnes and its hinterland including Dartington, Harbertonford, Marldon, and Stoke Gabriel

Yet more detail about the LDF can be found on the Council website (www.southhams.gov.uk).

All our publications are available in alternative formats, such as large print or a language other than English. Please contact us on 01803 861234 or email forward.planning@southhams.gov.uk.