

PYDAR STREET

Creating a 'community of the future'

The Vision

Pydar Street will pioneer new ways of living, learning, working and playing; putting the community back into the heart of Truro and creating a prosperous, inclusive and sustainable urban neighbourhood.

It will champion the very best of Cornwall; from cutting-edge digital technology and high-growth, high-value businesses, through to individuals proudly continuing traditional skills and industries.

It will be home to exciting, diverse and multi-generational housing and a new innovative learning and living environment to help grow both a vibrant local community and Cornwall's wider economy

It will embrace the riverside and offer a range of engaging leisure, hospitality and cultural facilities and events.

With a focus on providing low energy and low cost buildings, sustainable transport and increased biodiversity, Pydar Street will be adaptable, resilient and fit for future living.

By becoming a go-to destination for all who love Cornwall and seek to explore central Truro, the buzz of Pydar will help shape a strong future for 'Truro 2030 // Thriving River City.

Pydar Street is a place where the future will become the present and where ideas, innovation and imagination will come to life.

The redevelopment of Pydar is for everyone – one and all.

Core objectives

Truro needs to change.

It currently lacks affordable accommodation in the city centre, its traditional retail offering is struggling to cope with changing consumer behaviour, and it has close to 20,000 people commuting into the city to work every day - the second highest in percentage terms in the country - but leaving as soon as they finish.

The challenge Truro faces is to better integrate its retail, educational and commercial offering with residential opportunities in the city centre while providing a distinctive 'destination' where people can enjoy their leisure time.

It needs a catalyst for change which can create jobs, boost the economy, tackle social inequality, and attract new visitors.

The redevelopment of Pydar Street is this catalyst for change. Led by Cornwall Council, the development will create a dynamic, inclusive community, where affordable homes, innovative businesses, new social and cultural opportunities, and an active waterfront become both a destination and a gateway to Truro, driving the city's significance and prosperity into the future.

Truro has a positive track record of adapting with the times; building on the strengths of the past to succeed in the future. Pydar Street will follow this proud tradition: creating a community within the city centre, where people live well, work productively and contribute to a strong and resilient place in balance with the environment.

Key Messages

The redevelopment of Pydar Street will:

1. Boost Truro's economy and benefit the wider Cornish economy by creating new jobs in the most exciting and fastest growing creative industries;

New research from Nesta, in partnership with the Creative Industries Council, reveals creative industries across the UK are driving local and national economic growth. It shows that local economies have grown their creative industries employment by an average of 11 per cent, twice as fast as other sectors. Close to one million jobs are set to be created in creative industries in the UK by 2030.

Tech Nation's survey of the UK digital economy in 2018 confirms that Cornwall has a fast-growing tech-cluster. The Pydar project will cement Cornwall as the perfect place for tech and digital business.

Pydar Street will be the heart of Cornwall's creative economy. It will be home to 'The Hive', a digitally focused and entrepreneurial new innovative learning and living environment led by Falmouth University that will help create jobs in high-growth, high-value business that will benefit Cornwall's wider economy.

Creativity fuels economic growth and Pydar will attract investment into Truro, creating jobs and prosperity, for both local talent and those who seek to re-locate to Cornwall to grow their businesses to the collaborative and thriving future riverside environment of Pydar.

2. Attract visitors from all over the county and all corners of the world; Cornwall's visitor economy is worth nearly £2 billion each year and growing.

Pydar Street will become a key destination and gateway to Truro – linking the site to the city centre, the river and the cathedral with new walking and cycling routes and improved transport links, driving the city's significance and prosperity for the future.

The Pydar 'buzz' will increase city centre footfall, and transform Truro's day and night-time economies, bringing more people into the area and ensuring they stay for longer, generating round the clock spending power.

3. Tackle social inequality with an exciting accommodation mix and rich public realm;

The redevelopment will revive historic streets, build upon Truro's unique character and connect places through memories and heritage, creating a distinct neighbourhood and community with its own identity.

It will be a beacon to pioneer new ways of living and will tackle the climate emergency by being plastic free and having 'carbon zero' buildings while championing clean energy, urban agriculture, and the electric revolution.

Pydar Street will increase the housing provision in Truro, including 35% of affordable housing and a variety of tenures. This will help reduce wealth inequality and meet the demand for private rental accommodation in the city centre.

Key elements:

Pydar Street – dawn to dusk

The new Pydar Street neighbourhood will complement, not compete with, what Truro already offers.

Pydar Street will create a thriving cultural quarter that will help re-energise the city and support community life.

Creating a vibrant and sustainable community, with more people living and working in the centre of the city and year-round and all-weather activities for the city, Pydar Street will promote shopping and leisure facilities, make the city more attractive to employers, reduce the need to travel and support the night time economy.

Living in the city centre

Pydar Street will put community back into the heart of Truro, creating a thriving neighbourhood with well designed, award winning homes, that support and lead a low carbon urban lifestyle.

There will be around 300 new homes, the majority of which will be apartments for rent and approximately one third of all homes created will be affordable. Different generations will live alongside each other in homes which meet their needs, learning from and supporting each other.

The new homes at Pydar will be well connected to all that central Truro has to offer. Residents, workers and visitors alike will help support existing town centre shops, events and services.

Pydar Street will pioneer a new kind of living within the city centre, where people live well, work productively and contribute to a strong and resilient place in balance with the environment.

Connectivity and routes :

High-quality, diverse and vibrant streets and squares will be created leading down to the River Allen from Pydar Street.

Play areas and open spaces will be accessible to all and provide a green and natural link from the Viaduct to the town centre beyond the new Pydar neighbourhood.

The Pydar redevelopment will revive historic links, build upon Truro's unique character and connect places through memories and heritage, creating a distinct neighbourhood and community linked to the existing communities of Daubuz Court and Rosedale.

Public realm, play, open space and ecology

The redevelopment of Pydar Street is for everyone. The mix of outstanding public realm, the natural environment and leisure uses will have a vital role to play in making this happen.

Interactive and robust indoor and outdoor environments, with adaptable and flexible uses, will put community at the core of Pydar Street. There will be historical walks, improved and sustainable transport links, cafés, restaurants, nature trails, a hotel and a range of engaging leisure, hospitality and cultural facilities. It will connect the city with the River Allen and its waterfront - opening it up for all to enjoy.

Colour and diversity will play a huge role in transforming the area into a visually stunning landscape where everything from playable environments through to communal gardens will take root, grow and flourish.

With rooftop gardens and a wealth of green spaces, the project will help "re-wild" the city centre, increasing biodiversity and creating new habitats.

It will be a beacon to pioneer new ways of living and will tackle the climate emergency by having 'low carbon' buildings while championing clean energy, urban agriculture, and the electric revolution.

Community, innovation and education

Pydar Street will transform the creative economy of Truro, setting a blueprint for how cutting edge innovation, enterprise and education can work together.

It will be home to 'The Hive', a digitally focused and entrepreneurial new innovative learning and living environment that will help create jobs in high-growth, high-value business that will benefit Cornwall's wider economy.

The Hive at Pydar Street will become a hub for the creative industries, creating jobs and wealth, while ensuring top talent stays in Cornwall.

Home to students, researchers and entrepreneurs from Falmouth University, as well as local digital start-ups, the Hive's design and culture will be based on open access and open innovation, enabling the people who work and study there - as well as the public - to engage uniquely in the creative innovation and development process.

Falmouth University's substantial expertise and assets in screen, immersive technologies, games, entrepreneurship and regeneration will be leveraged to enable creative entrepreneurs to design and grow successful creative ventures based on innovative technologies.

Education, research, innovation, entertainment, incubation and acceleration will be brought together into a 'porous' environment where disciplines, practices and technologies will coexist and converge.

The Hive will become a fully functioning innovation hub which provides a true learning experience, is seamlessly integrated with a variety of high growth sectors, and attracts serious money and investment. A place where different sectors and technology converge and where there are no boundaries between living, learning, playing and working; the Hive will nurture emergent new business models and accelerate the future of Cornwall's creative economy.

Celebrating and encouraging new thinking, imagination and resourcefulness, Pydar Street will provide spaces where innovators, entrepreneurs and owners of small business can develop their ideas, and build new ways for people to interact, engage and connect.

Creativity fuels economic growth and Pydar will attract investment into Truro, creating jobs and prosperity, for both local talent and those who seek to re-locate to Cornwall to grow their businesses to the collaborative and thriving future riverside environment.

Ends