

# SEATON

## TOWN DESIGN STATEMENT 2009



A UNIQUE, LIVING, WORKING, HOLIDAY TOWN,  
SET IN THE EAST DEVON JURASSIC LANDSCAPE,  
BORDERED BY SEA, CLIFFS, HILLS & RIVER.

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## **SEATON TOWN DESIGN STATEMENT**

### **What is the Town Design Statement?**

Town Design Statements are intended to provide guidance for all proposals for building development and to influence the way the planning system works locally. They are not intended as bulwarks against future changes to the built environment. They provide a way to ensure that the new developments are designed and located in a way that reflects local characteristics and the qualities that its residents value in their town and its surroundings.

Town Design Statements are produced by local communities for use by planners, developers, local authorities, householders, businesses and farmers. The Town Design Statement may influence policies in the review leading to future versions of the Local Plan.

At present, residents of a town may hear about proposals for building developments only when the design has been completed and approved. While town councils are asked for their views on planning applications, they may not have the opportunity to offer as much input as they would like, particularly in terms of the proposed design and materials of new building development. However, once the District Council has received and approved a Town Design Statement, it is aware in advance of the sorts of things that are acceptable or unacceptable to local residents.

We hope to maintain the town's most valued qualities while avoiding the mistakes of the past. A key point is that new buildings, additions, or alterations should be considered in the context both of their immediate surroundings and the location of the town as a whole in the Axe Valley. We wish to encourage good modern design which takes account of its context. We value the survivals from our town's past but also acknowledge the change that is a sign of modern life. Properly managed, change can both take account of tradition and create the traditions of the future.

### **How has the Town Design Statement been produced?**

The statement has been produced by the residents of Seaton with the support of Seaton Town Council and East Devon District Council (EDDC). It has evolved out of public consultation including:

- Public exhibitions
- Questionnaires in local newspapers and public areas
- On-going consultation with EDDC planning officers

### **Who is our Town Design Statement for?**

The Design Statement provides guidance for anyone considering a development or building alteration in the area.

It will be as valuable to individual householders wishing to build extensions as it will be to planners, developers and architects proposing new buildings. It should encourage good design and not stifle responsible innovation, originality or initiative.

### **What our Town Design Statement does not seek to do.**

We have tried to follow the Countryside Agency's guidelines for Design Statements in not expressing views on:

- The precise amount of additional development that should be permitted
- Preferred types of development – proportion of affordable housing, commercial premises, etc.

### **Other issues have been raised but are outside the remit of a Town Design Statement**

- The overall social and economic future of the town
- Provision of tourist accommodation and facilities
- Leisure and community facilities
- Both development on and the drainage of a floodplain

*Please note: For the purpose of this document, the town has been divided into 6 Zones with Zone 1 covering the Regeneration Site.*

## **“Glorious Seaton”**

***The distinguished author, playwright and critic, Mr. St John Irvine in 1935 on being asked why he lived in Seaton:***

*I live in Seaton for several reasons. The first is that its situation is among the most beautiful in England. I do not know any tract of English country so various in its beauty as East Devon, or one where it is still possible for the pedestrian to travel so far without being thrown into a violent agitation by honking horns and wild motor bicyclists. It is a fact, though this may seem incredible to those who live in other parts of the country, that a man may walk for miles through lanes in East Devon which are not infested by speed-maddened people on infernal machines, and that in each of these lanes a variety of lovely sights may be seen. Some of the most beautiful roads I have ever walked are within a radius of four miles of Seaton, and a radius of ten miles includes an exceptional diversity of loveliness. I searched a large part of England before I finally decided to settle in Seaton. In no other place did I discover so much that I wanted.*

*We have a lovely river, lovely at ebb and at tide and haunted by every sort of bird. I scarcely know whether I like the Axe more when the tide is in than when it is out. The bed of the river is a rich, red colour that becomes magnificent in sunlight. The long ruffled line of green hills that separate us from Lyme Regis are endlessly attractive and are never the same in appearance two days running. I have been looking at them now for six years and I am still unsatiated by the sight. Our headlands are as various as our inland country. The massive beauty of Beer Head, reaching into the sea like a great bastion; the gleaming chalk of White Cliff and the multi-colours of Haven Cliff; these make our sea front an unending pleasure to the eye. Add to this a kindly air that softens the sharpest of asperities of the winter, and you will have no difficulty in understanding why I live in Seaton”*

*Signed St John Irvine, Seaton Guide, 1935*

*Taken from “The Book of Seaton”, Ted Gosling*



## Introduction

### A COMMUNITY-LED INITIATIVE.

In 2006 it was noted that Seaton was one of the few towns in East Devon that had not yet produced a Town Design Statement. Members of the community were asked to become involved and interest was first stimulated by a public exhibition held on 6th & 7th July at the Town Hall, organized by the agents for the principal landowner of the regeneration site. At that exhibition it was decided to initially concentrate on the regeneration area by seeking the public's views on their vision for that site.

In December 2006 the public were invited to respond in more detail. A number of "mood boards" were compiled, located at the Town Hall, and the public were asked to indicate the designs they preferred. Options covered architecture, street furniture, public art, public open spaces, road surfaces, etc. Respondents were asked to explain the reasons for their choices and to offer additional comment on design principles that they thought should be adopted for the future. The questionnaire also asked people if they would be interested in serving on the Design Statement Group. This resulted in 20 local people, from diverse backgrounds, becoming involved. Work done, to varying degrees by members of this core group, has resulted in the production of this document.

A third consultation took place in August 2007 when a local paper kindly ran a questionnaire for us, in which members of the community were invited to comment on their own neighbourhood. This questionnaire was more detailed and, as with the earlier consultations, has been used in the formation of the final document. A resume of the results can be found in the appendix.

We would like to thank the people of Seaton for their input into this document. In particular we would like to thank those people who put so much time and effort into creating it and who worked tirelessly to ensure that it reflected the views of the whole community.



Visual mood boards forming part of consultation 2 (see appendix A, p56 ).

### PLANNING DOCUMENTS                      The East Devon Local Plan.

The document which currently sets out the planning guidelines for Seaton is the East Devon Local Plan 2005 – 2011, adopted in July 2006. This will be replaced by an East Devon Local Development Framework (LDF).

The "Local Planning Authorities" for this area are East Devon District Council (EDDC) and Devon County Council (DCC). DCC has responsibility for the preparation of the Structure Plan (with other Devon Structure Plan authorities) and also for regulating mineral extraction and the disposal of waste. EDDC has responsibility, within the framework of the Devon Structure Plan and in accordance with the Regional Spatial Strategy, for the preparation of the Local Plan / LDF for the District and for controlling development through receipt and determination of planning applications.

The "Highway Authority" is DCC for all aspects except trunk roads for which Central Government (in the form of the Department for Transport) is responsible.

To supplement the Local Plan policies and proposals, and give more detailed guidance, the Council issues Supplementary Planning Guidance (SPG) separately from the plan. Usually this takes the form of Development Briefs (such as that for the Seaton Regeneration Area), Design Guides and Town and Village Design Statements which are prepared in consultation with the public and which are then made the subject of an EDDC Council Resolution. Supplementary Planning Documents will be produced. These are similar in content and status to SPG's but must be subject to a Sustainability Appraisal. Both types of guidance will be taken into account as a material consideration in planning decisions.

## *Aims and Objectives*

### **AIM**

The Seaton Design Statement aims to reflect the aspirations of the town to ensure high quality and enduring good design throughout to both enhance and maintain the special character of Seaton.

It is also our aspiration that future generations will be proud of their town and its environment. This will be achieved by protecting and enhancing the best parts of the town whilst mitigating, if not eradicating, existing areas of poor design.

Any development must take into account the need for the continuance of the floodplain, the effective state of which should not be compromised.

### **OBJECTIVES**

Sustainability is clearly a very important and valid issue. We support the Bruntland's Report which states:

*“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

Definition developed by the World Commission on Environment and Development in 1987, and subsequently became known as the Bruntland Report.

Restoration, change and regeneration which increases civic pride whilst enhancing and protecting the aspects of any development site.

Design which encourages a thriving, vibrant and balanced community that goes forward confidently whilst treasuring the best of the past.

Good design which is uplifting and inspiring, improving the quality of existing buildings and spaces.

Design which is sympathetic to the existing town, its heritage, the local environment, integrating developments into its diverse physical context.

Design that reflects the aspirations of the people of the town.

Green design ensuring development achieves a high level of sustainability.



Buildings in Seaton indicating periods of architectural styles.

## *Seaton*

### **GEOGRAPHICAL LOCATION**

Seaton is in the district of East Devon, midway between Lyme Regis and Sidmouth.

Seaton is a Primary Gateway Town to the World Heritage Jurassic Coast with the South West Coast Path passing along the town's seafront and the East Devon Way to the north.

Seaton is a rural seaside town, bordered by the River Axe and its tidal salt marshes, a National Nature Reserve, and a Site of Special Scientific Interest (SSSI). It is surrounded by an Area of Outstanding Natural Beauty (AONB). Part of the town is built on a gradual hill slope to the West of the river giving views over rooftops to the river, sea or countryside. The remaining part of the town nestles in the estuary of the river (a floodplain) as it flows to the sea.

East of the town is Haven Cliff and the picturesque village of Axmouth. To the West is the geologically unusual Seaton Hole, dwarfed by "White Cliff". To the North is the village of Colyford and the town of Colyton. The sea forms the southern boundary of the town.



**HISTORY****To 1999.**

After being an important harbour and port in Roman times and an equally important area for producing salt in the 18<sup>th</sup> century, Seaton for many years made its living from the sea. With the arrival of the railway in Victorian times and the popularity of “sea bathing” Seaton had something of a building boom and changed quickly from being a small fishing village to a tourist town. Hotels and guest houses sprang up and day tourism became popular as the town was within easy reach of London. Many families chose to come to Seaton for the whole of the summer, renting large houses or apartments in the town.

In the 1920s and 1930’s Seaton was popular as a place for sports tourism. Tennis and cricket players came to the town for extended holidays to use the many tennis courts and cricket fields. Also, at this time, the holiday camp was built. It still attracts holiday-makers all year round, particularly from Wales and the Midlands.

The next major change to the town came in the 1960’s and 1970’s when some unsympathetic examples of architecture were allowed to be built on the seafront and modern houses and estates with very little character were built to the north of the town. There was a growing demand for bungalows for retired people and many were built on the outer fringes of the town. This meant that the population of the town became heavily weighted towards the older, retired population.

In the latter part of the twentieth century, more uniform and rather bland estates were built along the northern edge of the town, somewhat cut off from the main town centre, requiring local buses for the first time to bring outlying residents into the town. A somewhat smarter estate was built closer to the town at Ryalls Court, on land which had previously belonged to a school and another at St. Clare’s Court – formerly the grounds of a convent. Thus began the loss of many of the “green lungs of the town and sustained protest at the amount of green land which was being taken for housing development. Whilst some of this land (Tracey’s Field, Elizabeth Road playing fields) became open space, other undeveloped areas, either allocated for housing or redevelopment sites, were develop for housing. However, an important addition to public open space in the town centre was the creation in 1976 of Windsor Gardens on the site of the former Regal Cinema.

**2000 and beyond.**

In the twenty first century, there has been a drive to develop “infill” and “brownfield” sites in small, widely dispersed areas of the town, including gardens of large properties and by demolishing small industrial units or older homes to provide larger units of accommodation. Government requirements for higher density housing, purchase of sites by national development firms and “affordable housing” contributions which apply on sites of 15 or more dwellings have led to a situation where, although approximately 300 homes have been built since 2000, they are mostly piecemeal developments of “off the corporate shelf” homes which have been built in the same style all over the country.

The river and sea have contained development to the west of the River Axe’s flood plain.

One large regeneration area remains in the town in a prime site on the flood plain of the river, adjacent to the two nature reserves and close to the sea and town. This is the focus of much local and regional debate about the appropriate use of the site.

***Future development guidance Seaton 00.1-00.5:***

- **Climate change requirements must form an essential part of town design.**
- **Developments must be sympathetic not only to their sites but must also make best use of these sites.**
- **Future design must be sustainable and long-term.**
- **Coastal estuary architecture is favoured by the people of the town and should continue to be the preferred style where applicable (see material palette page 24)**
- **Urban green spaces and boundaries must be provided, protected, enhanced and extended.**

### *The town vernacular*

The town has a variety of architectural styles. There are still some mediaeval buildings within the town, showing evidence of its past as a fishing village and salt manufacturing centre. In the town centre and along the seafront there are many Victorian and Edwardian buildings – several of them showing obvious signs that they were once hotels or guest houses, but now mostly converted into apartments and nursing homes but retaining their grandeur. There are several larger houses which remain in private ownership and retain their original features.

Westcliffe Terrace, to the west of the town, stands high above the Chine and is a beautiful example of late Georgian/early Victorian architecture. There are some particularly striking examples of Art Deco/Bauhaus 1930's architecture on the western side of town – the area favoured by the wealthier home owners of Victorian and Edwardian times. This was where the Lord of the Manor (Sir Walter Trevelyan) and his friends built houses on cliffs overlooking the sea. His former home is the Check House Nursing Home, another striking building which was very modern in its time.

Those houses which were built in Victorian and Edwardian times are often finished beautifully on the outside with brick and flint – some of it taken from archaeological digs of the Roman remains - many of them in striking terraces such as those on Trevelyan Road and lower Harepath Road. Many have low walls covered in pebbles reminiscent of the “Devon Bank” – some natural Devon Banks still being used as borders for some private homes.

Parts of the town show strong signs of construction in the second half of the twentieth century, with many of the small estates on the outer edges of the town being uniform and plain. In these areas a preponderance of bungalows, mostly built during the 60's and 70's, have not enhanced the architecture of the town in any way. More recently, there have been several large housing developments for the over 50s within the town centre.



Architectural styles in Seaton selected as good examples of earlier building design.

### *Future development guidance Seaton 00.6-00.7:*

- **New developments should be sympathetic to and in keeping with the well established architecture within its zone and near neighbours. Vernacular architecture should be encouraged where it complements and enhances the locality.**
- **Colours used should be harmonious with the sea and countryside backdrop.**

### *Seaton and its economy*

## PAST, PRESENT & FUTURE

Seaton currently has a population of approximately 7,500, which is expected to grow by at least 1,000 within the next few years.

Until the mid-1960s, Seaton had its own railway station – a branch line from Seaton Junction. This was responsible for changing it from a small village whose main trade centred around the harbour and marine activities such as fishing into a transiently fashionable seaside resort in Victorian times. Later, just before the Second World War, it was the site of the very first Holiday Camp which was very popular in the 1940s and 1950s. The holiday village has traded continuously since it first opened, though it now occupies a site only about half the size of the original, and it accommodates approximately 400 visitors per night.

From the 1960s onwards – and particularly after the loss of the railway branch line in the “Beeching cuts” - Seaton suffered the fate of many coastal towns which saw their visitors relocate to Mediterranean countries and the town began to decline. Hotels and guest houses were gradually turned into rest or nursing homes and this, coupled with the building of a large number of bungalows, encouraged retirement to Seaton.

In the late 1990s the town’s major employer – an electronics factory – moved out of the area. As a result, a high proportion of people left to seek work elsewhere. Inadequate roads, poor transport links and high house prices made it difficult for them to return.

Seaton’s current major commercial tourist attraction is the extremely popular Tramway, which carries in excess of 100,000 visitors per year.

The town has a relatively low proportion of holiday and second homes and is therefore a very settled community, large enough to be interesting but small enough to be intimate and friendly.

The changing demands of tourism resulted in a large area of land becoming available for sensitive regeneration due to the unique location.



Diversity of housing in Seaton.

### *Future development guidance Seaton 00.8-00.9:*

- **There is a genuine requirement for affordable housing which should not be discriminated by design or choice of building materials.**
- **The town needs a diversity of design which stimulates tourism, employment opportunities and the use of local skills.**

### *General problems affecting Town Design*

#### **1. Public Open Spaces.**

Apart from Seaton having an attractive pebble beach, it has less open space than should be expected of a major coastal town. Open spaces for unspecified, informal recreational purposes tend to be small and scattered.



Town Centre



Sea Front

Open space for play and recreation tends to be marginal and under-resourced. The town does not meet National Playing Fields Association standards in terms of the amount of space dedicated to open air sporting activity. Outdoor leisure facilities are minimal.



Seafield Gardens



School playing field.

More sports and recreation facilities are required in the town. Growth in the town should be matched by a commensurate increase in sports and recreation facilities.



View across Seaton.

## 2. Town Design and traffic and pedestrian movement.

Two of the town's main roads are parallel to the River Axe (Harepath Road & Colyford Road). A third road off the main A3052 into the town, the B3172 (Seaton Down Hill), is perhaps the most stunning - particularly at the top near the Seaton Heights Hotel site - dropping dramatically from the East Devon

plateau to the sea. From this panoramic approach the whole town unfolds with the full expanse of Lyme Bay and beyond.

The only other main route to the town is along the east bank of the River Axe, through the neighbouring village of Axmouth, and along Waterside. This is perhaps the prettiest way into the town, following the river course over a bridge, parallel to a pedestrianised bridge which is the oldest concrete bridge in the country. This bridge and its associated Toll House are designated as Scheduled Ancient Monuments.

*These 3 main access roads into the town have “pinch points” making large transport movement extremely difficult.*

Pedestrian movement in the town can vary from good access in the town centre and on the seafront, to poor accessibility along roads such as Colyford Road very limited pedestrian links into the town and to the sea. The Local Plan recognizes that walking is important for recreation purposes, health, the environment and as a means to travel of work, entertainment or school.. To promote walking as the most important mode of sustainable travel for short trips therefore, the needs of pedestrians must be met in any new development.

Cyclists have few dedicated cycle routes, however, the final phase of the prestigious National Cycle Route (Sustrans), will terminate in Seaton forming a Hub, joining the Southern Devon Route (NCN2) between Plymouth and the Dorset border. Any future development should seek to provide more cycling lanes, not only to promote cycling as a most important mode of sustainable travel, but to reinforce green tourism and green transport initiatives.

The coach park, located along the Underfleet near to its junction with Harbour Road, should be retained as it is ideally situated near the centre of the town. By providing safe pedestrian access to all tourist and commercial activities, it carries out an important role in attracting visitors.

Residential parking provision in the centre of town is currently inadequate. All future development must include parking, especially for each new dwelling, which should adhere to, or improve on the Local Plan provision.

View over Seaton, across the Regeneration site, from Axe Cliff.

Photograph by Dave Shakleton



### ***Future development guidance Seaton 00.10-00.12:***

- **The creation of public open spaces, including sporting and leisure facilities, should be sought wherever this is required by local plan policies as part of new development and regeneration proposals.**
- **The hierarchy of requirements in urban layout design terms for safety of movement should be those of (1) pedestrian (2) cyclist (3) other road users including wheelchairs and mobility scooters. This can be achieved through the use of dropped curbs, covered water gulleys, limited use of steps, different materials and colours of surfaces to distinguish usage.**
- **Community/public art should be integrated into new developments as part of the town’s design.**  
*What makes Seaton different from the neighbouring towns and parishes?*

Seaton is geographically and historically unique along the World Heritage Jurassic Coast in that from the town all three periods of geological time seen along the coast are within a few minutes walk of the seafront and town centre. Seaton Hole, which marks the western boundary of the town, is a geological

anomaly – an “unconformity” where a major fault line exposes two geological eras which would not normally be found side by side.

Seaton has a more diverse character than many of its neighbouring towns being quieter and less commercial, balancing a thriving community with tourism. Its shopping centre is easily accessible and is the main shopping area for the surrounding villages. Unlike many towns, its shops are predominantly locally-owned and independent, with only a few nationally-branded stores. Its seafront is not a main road and is therefore relatively free of traffic. It is a “destination town” in that it is necessary to detour from the main A3052; there are no major roads within the town. It maintains its rural links with fields and woodland surrounding the town, and grazing livestock within the town borders.

Seaton has a primary school which has achieved national recognition for its enterprising ecologically friendly campus, re-cycling waste and generating most of its own energy through wind and solar technology.

One big difference between Seaton and neighbouring seaside resorts is that it has extremely easy access to all the natural beauty of its outdoor resources within minutes of the small, pedestrianised town centre. The sea, beaches, river, cliffs, marshes, coastal path, nature reserves and the rich, estuarine bird life – none of these is more than a ten to fifteen minute walk from the centre of the town or the seafront.

Seaton, in contrast with other coastal town in East Devon, has several buildings whose utilitarian, block-style designs are entirely out of character for their locations. These buildings were constructed in the 1960’s and 1970’s on prominent sites such as the seafront. These are uniformly unpopular with the residents of the town who consequently have an aversion to this type of architecture, preferring designs which harmonise with their surroundings rather than standing out from them.

As a seaside town, Seaton has the longest beach on the East Devon Coast and a more relaxed atmosphere than many of its neighbours. It has major year round-tourist attractions centred on the sea, the river, the marshes, coastal footpath and other outdoor activities, it attracts both eco-tourists and holidaymakers.

In keeping with its emphasis on outdoor activities, Seaton is the southern terminus of a major Sustrans cycle route which stretches 70-plus miles from Minehead on the west coast of Somerset. It is also the base for the world-famous Grizzly, a tough, 20-mile multi-terrain race, recently voted the third most popular road race after the London Marathon and the Great North run by a national running magazine

The town’s unique commercially-based tourist attraction is Seaton Tramway, which operates narrow-gauge trams between Seaton, Colyford and Colyton, travelling alongside the River Axe estuary through two nature reserves. It gives an unrivalled view of the abundant wading bird life.

#### ***Future development guidance Seaton 00.13-00.15:***

- **Encourage the continuation of small, local employment initiatives of a scale and design appropriate to their surroundings.**
- **Developments along the coastline frontage must reflect Seaton’s position along the World Heritage Jurassic Coast and must therefore be of the highest quality in terms of design and materials.**
- **Pedestrian priority must be given in order to maintain easy access to the pedestrianised town centre and outdoor resources. Surface design should clearly delineate pedestrian paths and emphasise pedestrian priority areas.**

#### ***The town and its environment***

From any direction, the views from Seaton are breathtaking and the town is in harmony with the landscape.

The 1960's and 1970's, out of character and scale, architecture has unfortunately blighted parts of the town, particularly along the seafront. This style of architecture is unsympathetic to its surrounding and should not be repeated in future developments

The seafront was once the focus of an important and busy boating and fishing industry with landing stage facilities. Paddle steamers brought tourists to the town and took them on sea trips and the local fishermen would take visitors out sea fishing. In recent years a cruise boat has called in from Exmouth when it has made trips along the Jurassic coast. There has been renewed interest and support for boating activity on the beach.



Looking towards Beer Head



Town's seafront



Looking towards Axe Cliff

As the regeneration area north of Harbour Road is in such a controversial and ecologically sensitive area, its design should reflect its surroundings and the link between should “lead” the residents and tourists to the town centre, the river and the marshes in an eco-friendly and sympathetic way.

Given the new challenges of global warming, trees could be planted in many more areas around the town, including the town centre and seafront, where very little tree or shrub cover exists. In order to harmonise with the landscape and to reduce the carbon footprint, existing areas should be critically assessed for additional planting and landscape architecture is essential for new builds. All development and regeneration areas should have a significant tree and shrub accompaniment.

In order to minimize the use of tarmac and other hard materials, roadsides and curbs should be improved with more trees, shrubs, banks and grass. Some of the more modern, rather bare estates with minimal gardens, need to be softened by appropriate landscape design.

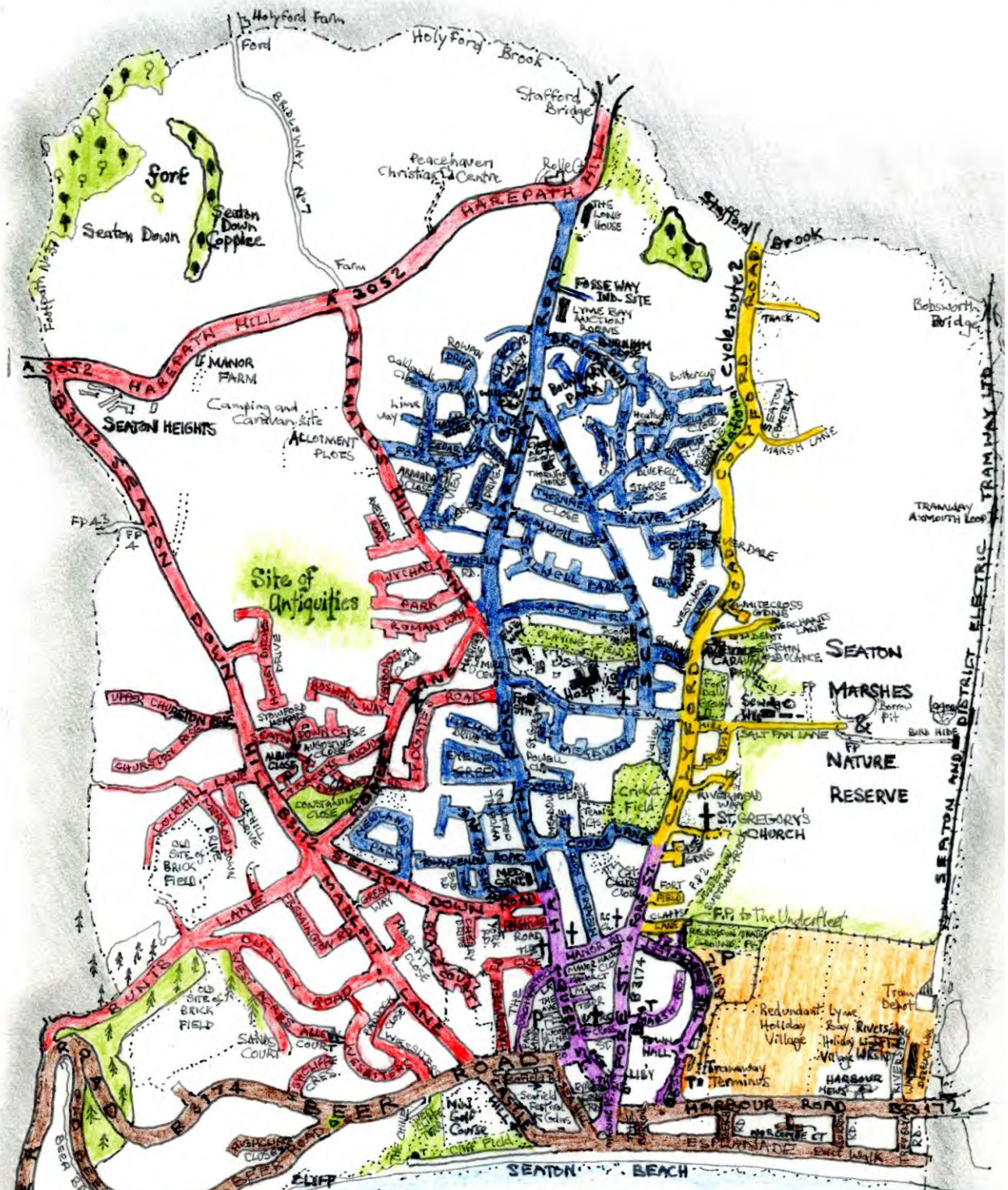


Devon Bank and suggested planting. (For more information on indigenous planting, see Appendix B, p61 )

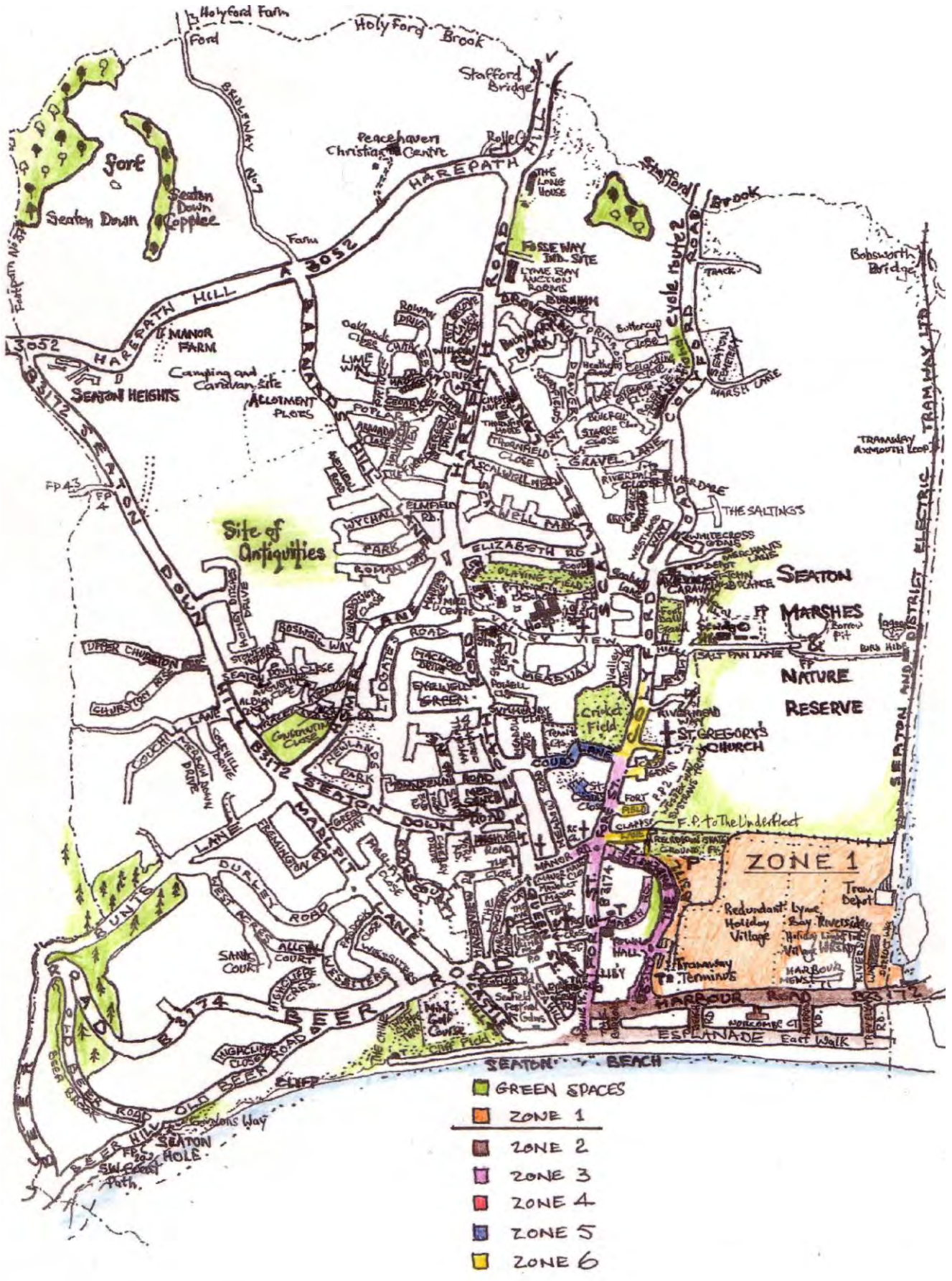
### ***Future development guidance Seaton 00.16-00.18:***

- **The area where town meets sea needs particularly sensitive design treatment, especially given its location on the Jurassic coastline and the town's dependence on tourism.**
- **There needs to be harmonious and visual links, with good pedestrian access, from the regeneration area to the town and sea.**
- **Trees and shrubs are an essential ecological part of any development to counteract global warming and helping to harmonize new buildings and the environment.**

# SEATON Design Statement, Town Zones - 1 to 6



- GREEN SPACES •
- ZONE 1 •
- ZONE 2 •
- ZONE 3 •
- ZONE 4 •
- ZONE 5 •
- ZONE 6 •



## ZONE 1

### THE SEATON REGENERATION AREA



#### **The Geographical Setting.**

The siting of the Seaton Regeneration Area (SRA) is unique. It nestles between a World Heritage site, the Jurassic Coastline, a Site of Special Scientific interest (SSSI) and East Devon Area of Outstanding Natural Beauty (AONB) and is bounded by an area designated as being “Of Great Landscape Value”. To the north is the local wetland nature reserve; to the east the River Axe and the Undercliff National Nature Reserve; to the south east the harbour, and to the north east the village of Axmouth; to the south the sea and to the west the town centre.

#### **The Urban Setting.**

The SRA is in the Axe Valley flood plain, north of Harbour Road on the south eastern edge of the town. It is located strategically between the Town Centre, the Seafront, the Axmouth Harbour, the tidal River Axe and Seaton Marshes covering approximately 17.8 hectares (44 acres) of low lying land. 200m to the south is the beach, and World Heritage Coast of Lyme Bay.

This extensive area, currently available for redevelopment within Seaton, offers a unique opportunity to improve its structure and the physical connections between the site, the town, the seafront, marshes and the riverside. In addition it will create a sense of place and encouraging regeneration of the town through further sensitive development and investment appropriate for a flood plain.

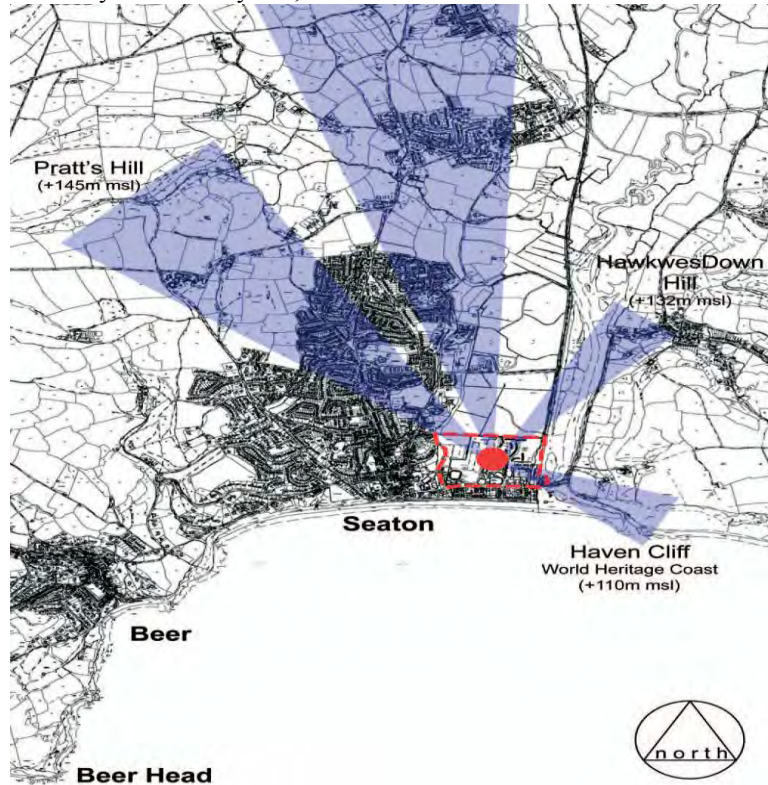
The SRA occupies a major part of the town. Its development will potentially make a huge impact on the infrastructure of the community and, in addition, will make a significant and lasting impact on the social, economic and environmental life of the town. High quality, design led, innovative, development is essential to enhance Seaton’s reputation as a vibrant town in which to live, work, play and to visit.

This document describes the design approaches, building forms and function, and facilities that the local community feels is most appropriate for this regeneration area of the town. The Design Statement guides developers towards realising those design approaches whilst recognising the wider needs of the community and aims to:

- Enhance the character and reputation of the town;
- Ensure that the design of new and replacement community facilities is sympathetic to, and in keeping with, the design vernacular;
- Encourage tourism through good design;
- Guide building density, height, mass and scale;
- Ensure provision of open and green spaces for all to use;
- Avoid erosion of the town’s intrinsic character;

***A unique location with strategic views.***

SE towards Haven Cliff (World Heritage Site), NE towards Hawkesdown Hill and Axmouth, N towards Colyton and Colyford, NW towards Pratt's Hill



Map taken from Development Brief for Seaton Regeneration Area.

**Views from the regeneration site:**

South East to Haven Cliff



North East to the Marshes



Due North to the Marshes



North East to Axmouth

**Current usage and/or designation on this site is:**

Factory site with part river frontage.

The depot and the Terminus for Seaton Tramway.

A Tourist Information Centre.

A popular trading holiday village of 500 plus beds.

A former chalet park.

A busy 365 bay car park (long stay and short stay parking), seating area and adjacent public toilets.

Cycle lockers in preparation for the completed Sustrans project.

A two storey building formerly housing the Youth Centre and community based activities.



Tramway terminus



Tramway track



Tourist Information Centre

**Bordering the area are:**

The light industrial Riverside Workshops and other industrial land holdings. These include diverse businesses such as engineering works, builders merchants, boat builders, car sales etc.

A much needed play area.

A well used multi skate park facility.



Engineering works



Play area



Skate board and roller-blade park

The site is currently split approximately 70% tourism and 30% other uses. The Marshes and the River Axe are unique and irreplaceable and are used for nature and sports tourism – bird watching, boating, sailing, canoeing, fishing. A significant area is designated for tourist use; the Tramway, the car park, the Tourist Information Centre and the Holiday Village, the facilities of which were actively used by local residents until its closure in January 2009 – with the loss of gym, fun pool, day nursery and a purpose built function room. None of these facilities are currently available elsewhere in the town.



**Eastern boundary** - boatyard, former factory and the Tramway workshop.



**Western boundary** - existing development on the of the SRA



**Southern boundary** - existing developments looking East (above), West (below).



*Planning Context*

The Development Plan policy, which specifically applies to the regeneration site, is contained within the Devon Structure Plan (adopted October 2004), the East Devon Local Plan (adopted July 2006) and the Supplementary Planning Guidance (SPG) „Planning Brief – Seaton Regeneration Area.’ The SPG envisages a mix of uses on the site including up to 400 homes, live/work units, commercial and retail development, a Jurassic Coast Interpretation Visitor Centre, community facilities and a re-sited Tramway terminus. Regional and national planning policies also apply. The Regional Spatial Strategy has not yet been adopted and therefore only limited weight can be attributed to it.

As the Local Planning Authority, East Devon District Council informed all landowners that its preferred method for developing the regeneration site was by comprehensive master plan but it is recognised that the development of each individual land ownership, could be brought forward separately.

The East Devon Local Plan, at paragraph 13.91 states:

“Parts of the Regeneration Area are visually prominent in relation to the nearby World Heritage Coast and include and adjoin areas of nature conservation importance. Part of the land is identified by the Environment Agency as falling within the indicative fluvial floodplain of the River Axe”



Looking South East across the Seaton Regeneration Area towards the sea.

The most specific references to design objectives for this area are contained in the East Devon Local Plan - Chapter 13, section 13.91 - 13.103 and Local Plan LSE 1. This Design Statement supplements and expands on the Local Plan and SPG but in the event of any conflict, the Local Plan and SPG will take precedence.

The Design Objectives for the Regeneration Area include proposals to:

Create a high-quality gateway development linking to the World Heritage Coast designation;

Strengthen the role of Harbour Road as a secondary retail area;

Provide new complementary employment uses to the town centre;

Promote an attractive riverside edge to the town;

Provide a mix of high-quality housing units;

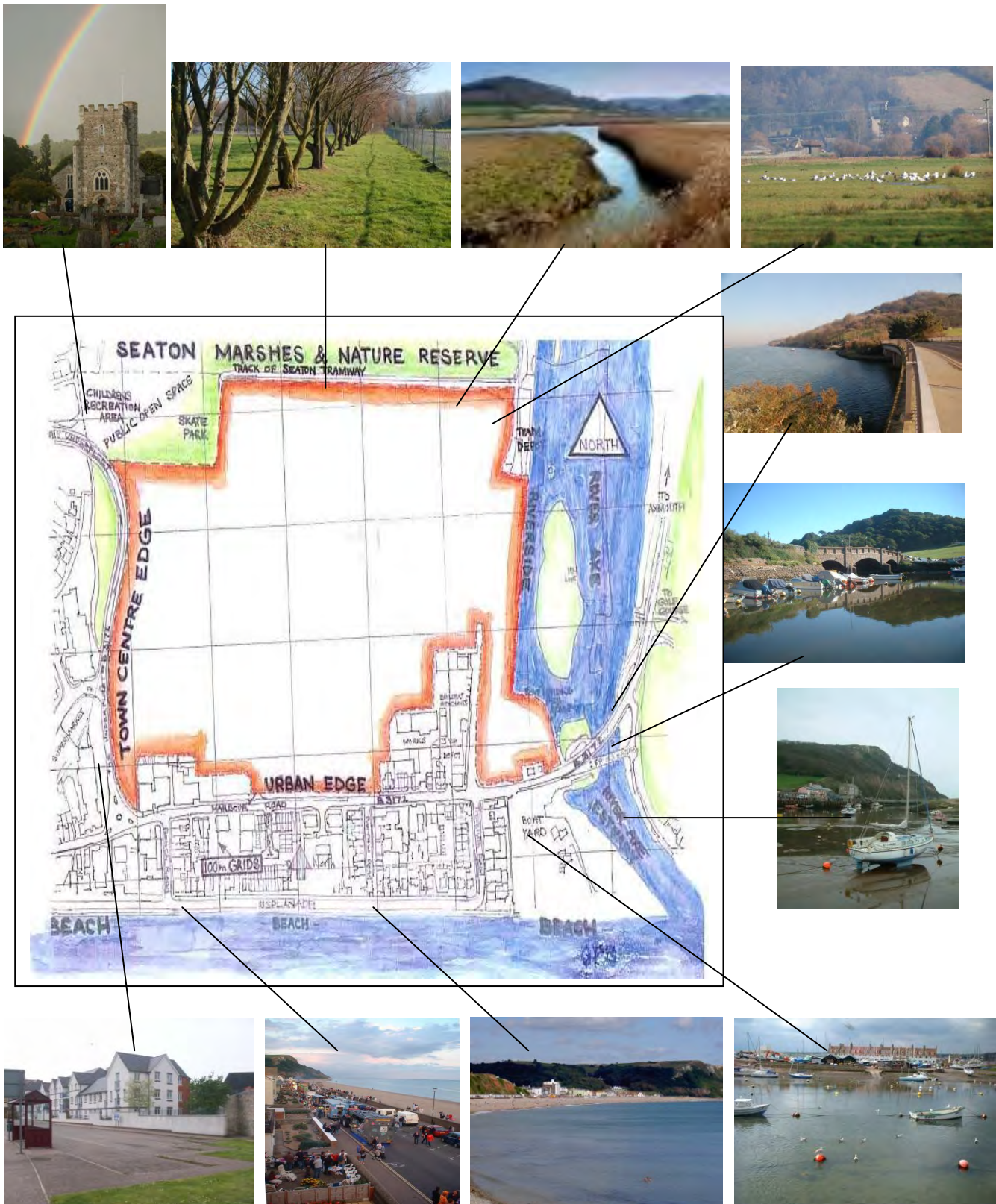
Create improved pedestrian linkages;

Minimize the impact of traffic on pedestrian movement between the Regeneration Area and the town centre and the sea front;

Minimize the visual impact of car parking areas;

The SRA is bordered by the softer edges of the marshes, nature reserve, estuary and natural landscape to the north and east, and the harder urban edges of the town centre and seafront to the west and south. As a result the area requires a mix of design approaches to respond to the changing context of the site, from natural to urban using sustainable high-quality building materials.

Map of Seaton regeneration site indicating borders to the town, marshes, river and its close proximity to the seafront.



**Future Development Guidance Zone one 01.1-01.65:  
(01.1-01.12)**

**Landscape and views:**

The primary consideration is to protect the important landscape setting of the site, as demonstrated by the numerous local, national and international designations on the land which surround it and the prominence of the site when viewed from those designated areas.

- Clear views of the natural landscape from within the regeneration site must be retained. These views may be framed by buildings, features or landscaping within the regeneration site. See images on page 15.
- Developments should ensure that the green visual backdrops bordering the site take precedence in any design; for example to the north the marshes, to the east the River Axe and Haven Cliff, to the west the heart of the old town and to the south the beach. See images on page 19.
- The regeneration site can be viewed from most of the town, cliff tops and Seaton Down Hill. Therefore consideration should be given to the use of „Green’ roofs, especially where large footprint buildings are proposed, to ameliorate their visual impact.
- Where commercial/retail areas adjoin sensitive landscapes and domestic development, features such as Devon Banks, tree planting and green banks should be used to soften the visual impact and promote wildlife. (See appendix 4).

#### **Amenity space:**

Seaton has less open space than expected of a major coastal town. Good quality green space enhances the quality of urban life and contributes to wider government objectives such as improved health, more sustainable neighbourhood renewal and better community cohesion.

New open spaces are essential to provide an important link from neighbouring wildlife areas.

Additional green space in towns offers, for residents and visitors alike, a significant environmental benefit including pollution control, water management, wildlife havens and biodiversity.

- Front gardens should be encouraged where appropriate, to contribute to a sense of privacy for occupiers. Soft landscaping can contribute to the overall scheme of open aspects and assisting water drainage.
- Trees have an important ecological function and should be used extensively to provide screening to soften development impact, to encourage wildlife, as well as to provide windbreaks, absorb sound and stop erosion. (See appendix 4 for lists of planting).
- There should be significant and imaginative use of green open spaces, particularly to link the site to the marshes, nature reserve, sea and river.
- Green spaces should be planted, not just grassed, so that they function as informal kick about areas and also provide habitat for native species. They should be soft in appearance and not hard engineered.
- New open and green spaces should be designed as a linked network of areas that also provide for sensory and disabled use. These should be planned early in the design process. The use of „verges’ left over after development should not be considered as part of the open space requirement.
- Open spaces should be of a variety of scales to allow for informal and formal play activities.
- Open spaces should be designed for the whole community’s use to help create and promote social well being and community spirit amongst users, regardless of their level of physical mobility. Some spaces should be sufficiently large to allow ball-games to be played without hazard to other users. Those specifically laid out for use by children should be visible from surrounding properties to increase safety and security.
- The current skateboard park and play area facilities meet demand generated by existing housing. This important amenity should be retained or, if necessary, relocated to an area within close proximity to its current location.



Windsor Gardens



Cliff Field Gardens with Coastal footpath and Labyrinth



Bowling green at Seafield Gardens

#### **Movement:**

Movement around the site should seek to provide safe, fluid and attractive pedestrian links to the seafront and town centre whilst limiting vehicle speeds and emissions.

*(01.13-01.23)*

- To make walking and cycling a real, viable, alternative to car use.
- The movement network across the regeneration site should open up routes east-west and north-south.
- Priority should be given to pedestrians, cyclists and mobility vehicles in any highway design.
- Highway layouts should be designed to reduce vehicle speeds.

**Roads and Pavements:**

- Hard wearing, naturally finished materials should be used as the norm.
- Walking surfaces in a mixture of easily repairable, small brick, interlocking paviers, natural stone and granite setts in different textures, colours and styles, should be used to complement the unique setting of coast, estuary and its wildlife. A good example is the area surrounding the Tramway Terminus.
- Granite kerbs, already in use in parts of the town, as opposed to concrete, should be used where possible.

**Other public spaces:**

- Large areas of a single material should be avoided such as asphalt/tarmac/concrete.
- A cycle way or path should be accommodated through the site, linking the proposed Sustrans terminus with Axmouth Bridge. The terminus should be designed so as to provide all required facilities for cyclists.
- Where tarmac has to be used, finishes should be varied in colour to continue the theme of mixed materials and colours to reflect the landscape. Car parks should be softened by the use of a variety of planting, (see appendix 4). Surfaces should be finished in different colours. Areas which are subject to less use or are in sensitive natural environments should be surfaced in natural, permeable materials, to soften their impact. For instance, grass block paving used for overspill car parking and bound gravel, logs or bark chippings used in pathways through open spaces.
- Permeable surfaces should be used wherever possible to return surface water to the ground. This is particularly important where large expanses of hard surfacing are proposed- eg. car parks and courtyards. This would also be useful for patios and hard-standings in residential areas where more natural surfaces are not considered appropriate.

A variety of surfaces to add interest within a development.



- 1/ Contrasting colour interlock blocks.
- 2/ Resin bonded gravel pathways, permeable and non-slip.
- 3/ Contrasting surfacing to demarcate pedestrian and wheel transport, with natural wooden bollards.
- 4/ Differing materials to demarcate restricted road or footway.
- 5/ Mixture of brick paving and flagstone.
- 6/ Curbs and channel setts in granite

**Buildings – Design:**

Building design should reinforce the most valued local architectural qualities as identified throughout this document.

(01.24-01.30)

- High quality contemporary design should be encouraged.
- Where appropriate, homes should be bordered to the front by low-level walls ideally of local stone, pebbles or Devon Banks, to promote residential social inclusion and preserving good visual aspects across the site.
- Buildings should front on to public open spaces or streets.
- Terraced development should ordinarily use a rhythmic consistent roof form, but variations in form and material are desirable adding interest to the street-scene and areas of particular character in the site.
- Large footprint buildings, such as retail units or supermarkets, should use a modulated roof form and eaves line to add variety and interest to the street-scene.
- In common with most of the town, roofs on residential buildings should ordinarily have a pitch of approximately 40 degrees.
- Windows used in residential properties should have a proportion of 1:2 width:height ratio reflecting the traditional town design.

Examples of valued local architecture using local materials



### Buildings – Height:

Of particular concern to the local community is the height and visual impact of any new development. As the site is in a flood risk area, the Environment Agency will ensure that any new habitable space etc. is

constructed above the flood risk level. This requires a significant increase in existing site levels to mitigate the flood risk. Some parts of the site will need to be raised by a minimum of 2m, approaching a storey in height. When seen in this context what was proposed as 3 or 4 storey development could visually appear to be significantly taller.

The Design Statement does not intend to oppose tall development per se, but highlights the need to carefully consider:

- How to assess the visual impact of tall development, especially in relation to the surrounding natural landscape and town centre;
- How best to design any tall buildings to mitigate detrimental visual impacts;
- Where best to incorporate tall buildings on the site;

Typical taller Seaton buildings:



Buildings of 3 or more storeys should be:

*(01.31-01.33)*

- Assessed in terms of their visual impact on the natural surrounding landscape.
- Designed to reduce or mitigate any detrimental visual impact by using rooms in the roof or different roof forms.
- Used where there is a logical basis for their use i.e. as an urban edge facing onto the Underfleet.



Varied roof heights, allowing views through the development.



An example of offsetting roofs to add interest.

**Site Coverage:**

*(01.34-01.40)*

- To reduce the need for any subsequent extensions to buildings, provision should be made for internal adaptation of residential dwellings. Reference, Department for Communities and local Government, “Code for sustainable Homes”.

## Materials:

- Both traditional and contemporary materials should be appropriate for the site, the location, and the building type being designed. For example – a 3 storey residential building facing onto Harbour Road should not be thatched whereas it would be appropriate on a cottage close to the marshes and river.
- A mix of materials may be used together on a building if its overall design is enhanced by their use.

## A basic material palette for the site:



### Walls

Render (through-colour render or painted using non toxic paints and pigments) with brick dressings.

Timber cladding from certified sustainable sources

Red brick with light coloured mortar (to be used sparingly)

Chert stone / Beer stone / Hamstone

Popples (to be used sparingly for details or as boundary treatments)

Knapped flint in dark mortar

### Roofs

Red clay tiles (mainly plain but with limited use of Roman tile)

Natural slate

Green roofs - sedum etc. especially for flat roofs ( <http://livingroofs.org/livingpages/practicalinstall.html>).

Thatch where appropriate

Metal roofs should only be used in small expanses, non-reflective finish and muted greys and greens. Metal roofs are not commonly used in Seaton.

- Environmentally beneficial photo-voltaic roof tiles and solar panels should be encouraged. These should be incorporated into the roof design where possible rather than as an add-on for first generation development.

### Doors and Windows:

- Sustainable timber windows in oiled, painted, muted or neutral colours, should normally be used as opposed to PVC.
- Residential external and garage doors should normally be timber in varied design.
- Aluminium or composite windows may be used where appropriate in commercial development. When used, finishes should be in muted, neutral tones.

## Seaton building styles and materials



*(01.41-01.55)*

**Gutters and Rainwater Pipes:**

- Cast iron or aluminium (to simulate cast iron) should be used, with consideration for external rainwater storage.

**Details:**

- Eaves, fascias and barge boards should normally be timber in oiled, painted, muted or neutral colours.

**Colour:**

- The use of colour for renderings or claddings should be limited to muted pastel shades that reflect the natural surrounding landscape and seascape. Typical colours are:- Blues / Blue-greys / Grey-greens / Pale yellows / Earth colours.
- External joinery should be oiled, muted, neutral colours.

**Parking:**

- Private parking should be provided to meet Local Plan Standards. These area should have permeable surface and be screened from public view, eg. in rear courtyards.
- Public car parking should be designed with a mix of hard and soft landscaping to reduce visual dominance and soften its impact. Landscaping should not be an afterthought but an intrinsic part of the design.

**Sustainability:**

There are a raft of policies in the Local Plan, Structure Plan, RSS and other legislation that address this issue.

- Where used, renewable energy generation equipment such as solar water heating or photo-voltaic panels, should be incorporated into the roof design, where possible, rather than as an add-on to first generation development.
- Environmentally friendly and sustainable materials should be used throughout.
- Larger retail and commercial or mixed-use developments should make full use of renewable energy and sustainable materials.

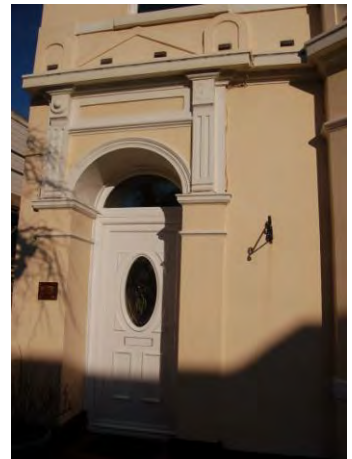
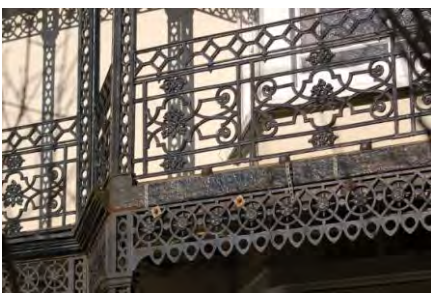
**Services:**

- Due to the topography of the surrounding area, design should seek to locate ventilation or air-conditioning at low level. If roof top location of these services is unavoidable, adequate screening must be provided to mitigate their visual impact.
- Where appropriate, communal recycling points should be functional and appropriately screened, e.g. natural timber to blend with the rural landscape.
- Service areas should be discreet and sensitively screened where possible.
- In all cases, lines of visibility should be in place to address security issues.
- Communal domestic refuse and recycling facilities should, where possible, be provided at the rear of properties with access for collection vehicles. This would obviate the necessity for refuse being taken through homes.
- Any design for refuse facilities must take into account the problem of seagulls in a coastal town.



The river Axe flood plain adjacent to the Seaton Regeneration Site

**Examples to show building detail taken from properties in Seaton**



**Signage:**  
*(01.56-01.65)*

- The size of commercial signage, whether freestanding or fixed to buildings, should work with the surrounding architecture and be kept to a minimum. To avoid light pollution and over-spill, only low impact, externally lit projected lighting should be permitted.

**Lighting:**

- All lighting should be appropriate to its task and should be designed to minimise light pollution, light spill and light trespass.
- Commercial lighting should not intrude on, or disturb, residents and wildlife.
- Street lighting should follow “dark skies” guidance, be locally distinctive in structural design and should follow Seaton’s established style and maroon colour.
- Lighting in open and green spaces and river walks should be assisted by solar and wind power with passive infrared detectors. It should, ideally, be low level and vandal resistant.
- The lighting of open service areas should be carefully considered to avoid light pollution.

**Public Art:**

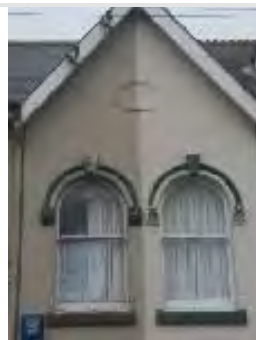
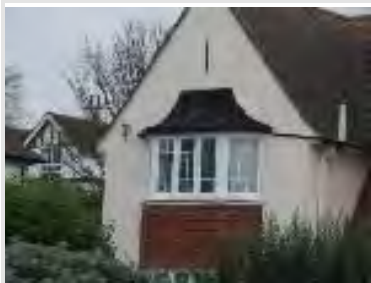
- Public art should be specific to the World Heritage Coast, tourism and wildlife with a percentage of the development’s costs allocated to this purpose.
- Local artists should be commissioned to provide work to fulfil this criteria.
- Suitable locations would be: the circumference walkway area; bordering the river; as a link to focal points i.e. the town square and marshes; forming trails and links between the SRA and town centre; and to provide ‘trails’ to integrate the whole site.

**Street Furniture:**

- Street furniture should follow Seaton’s established styles and maroon colour to link with the town centre.



**Details of Architecture from Zones 2-6**



## ***INTRODUCTION ZONES 2 – 6***

The seaside town of Seaton nestles in the valley of the River Axe which contains two Wetland Local Nature Reserves (LNR), a World Heritage Site, and is bordered by hills and the cliffs of the Jurassic Coast. What other town can boast such a prime position amongst areas of Special Scientific Interest (SSI), the East Devon Area of Outstanding Natural Beauty (ANOB), The Undercliff National Nature Reserve, a Coastal Preservation Area and surrounded by an area designated as being “Of Great Landscape Value”. This Country Wildlife Site is currently being considered for recognition as a “Special Area of Conservation” (SAC).

Seaton’s distinctive characteristic is the diversity of natural views throughout the valley, the floodplain, nature reserve and towards the sea, hills and cliffs, parts of which can be enjoyed from each zone. This unique environment must be protected and thus requires any development to be of high quality design. Buildings should not visibly encroach, dominate or impact on this sensitive setting.

The growth of Seaton has resulted in distinctive areas and architectural styles which, for consultation purposes and for ease of Design Statement Guidance, have been broken down into 6 zones. Each zone has varying features and styles of architecture.

Natural, green and open spaces are a distinctive characteristic across the zones providing softening and screening, amenity value to promote quality of life and a natural habitat for wildlife. It is a priority that these are safeguarded, maintained and increased.

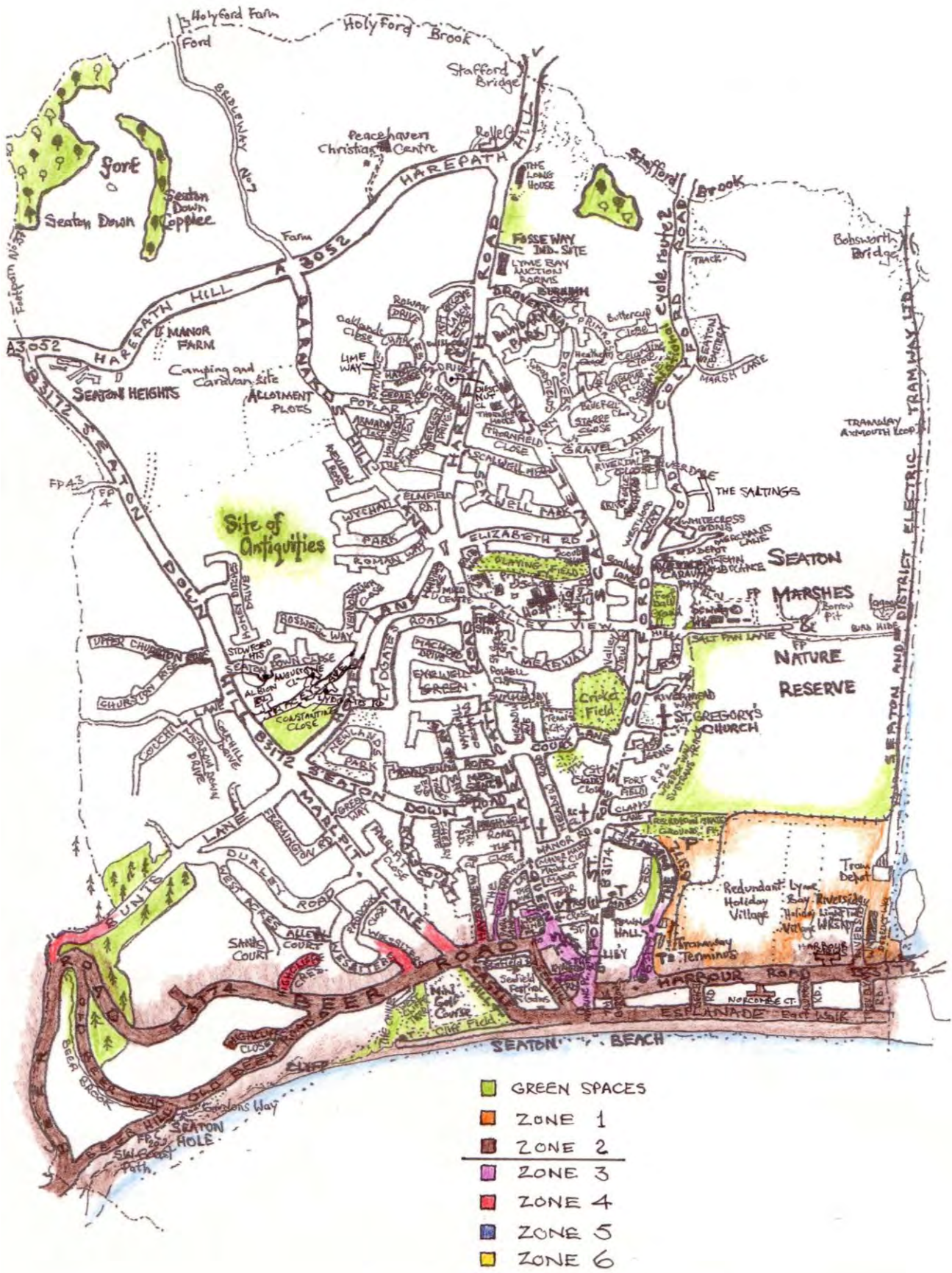
Seaton’s “green wedges” separate the town from its neighbouring parishes. These important features vary according to their topography and provide wildlife movement, open spaces, agricultural benefits, public footpaths and bridleways, screening and noise pollution control.

Please note that zones share similar characteristics and therefore should be read in conjunction with each other.



*Future development guidance: [Intro 00.1-00.6](#)*

- Due to the sensitivity of the town’s position in relation to its special setting, any development must be of high quality design.
- New development should not detract from or be detrimental to the diverse natural views from within the zones.
- Future development should seek to complement the characteristic features of each zone, particularly in terms of scale, layout and mass.
- Natural and green spaces should be protected and where possible enhanced and increased.
- The important green wedges need to be retained in order to protect the town and parish identities.
- Green boundaries and screening must be maintained in perpetuity.



## ZONE 2

Beach Road  
Beer Hill  
Beer Road  
The Burrow  
Burrow Road  
Castle Hill

East Walk  
The Esplanade  
Harbour Mews  
Highcliffe Close  
Marine Place (lower)  
Old Beer Road

Riverside Way  
Seahill  
Seafield Road  
Trevelyan Road  
Westcliffe Terrace  
West Walk

Zone 2 is adjacent to the sea and enjoys an open, natural landscape view of the neighbouring parish of Axmouth. It stretches from Trevelyan Road and the Axe Yacht Club in the east to the junction of Beer Road and Beer Hill in the west. It is adjacent to the southern boundary of the Seaton Regeneration Area and also covers the southern edge of the Conservation Area.



Looking across the harbour from Seaton to Axmouth.

The dominant and readily visible features of this zone are mainly natural comprising the sea, the shingle beach, Haven Cliff to the east and White Cliff to the west. The sea wall, promenade and beach huts in summer are notable man-made features, the former of which was considered visually un-appealing by 20% of respondents who would have liked better visual access and improved quality of design and materials.



Seawall and Promenade.

To the west of the zone lies an area characterised by large detached homes of varying architectural styles and historical interest from Victorian/Edwardian to more modern, mostly set in their own extensive grounds. It has a number of open spaces including Cliff Field Gardens and Seafield Gardens, the latter providing tennis, bowls and a children's playground.



Part of Seafield Gardens.

Seaton Hole, with its own distinctive geological formation, forms the sheltered western end of Seaton's extensive beach. It has its own pedestrian access via „Gordon's Way'. It is a valuable, but vulnerable natural resource and habitat for small marine life which makes it popular for scuba diving and rock pooling. At the Head of Seaton Hole we can approach the South West Coastal Footpath via Beer Hill.



Coastal footpath and green wedge between Seaton and Beer.

It is mainly residential in the west of the zone with some pasture land forming a green wedge between Seaton and Beer.

The east of zone 2 is dominated by new blocks of apartments interspersed with, and overshadowing the older Edwardian properties. At the eastern edge are two and three storey, detached and terraced properties, some of which are faced with local pebble.

The sea front properties on The Esplanade include a number of former hotels and guest houses many of which have been converted into apartments enjoying uninterrupted views of the sea and both headlands. Some 1960s high-rise developments have destroyed the rooflines and any remaining symmetry in this area.



Ex hotels and apartments along sea front.

Properties in the west are a mixture of Victorian/Edwardian and mid 20<sup>th</sup> century, mainly houses and bungalows, many with large gardens.



Older style terrace overlooking the sea at the Chine.

There are four listed properties and other building groups of architectural importance. There is also a mixture of commercial, light industrial, bus garage and bus station, shops and tourist facilities within this zone.

Street furniture is particularly evident along the town's promenade but lacks a sense of identity in terms of style and colour, in relation to the template established within the town.

Mixed periods and styles along and near the sea front



**Zone 2:  
Looking along the shoreline towards Beer.**



**From the bridge at Axmouth**



***Future development guidance: Zone 02.1-02.5***

- Open spaces, pastureland and private gardens to be retained to maintain the character of the area, the coastal views, the coastal footpath and to preserve the natural parish boundary between Beer and Seaton.
- New developments should be sympathetic to the existing architecture, using traditional building materials where possible.
- Future developments on the seafront should return to the smaller scale and sky-lines of the pre-war style seafront properties.
- The Esplanade and Sea-wall should be considered in any future developments.
- New development should address the lack of cohesion between zone 2 and the established trends in the conservation area, especially with regards to surfacing, kerbing and street furniture.

Zone 2 building styles and materials





### ZONE 3

The Avenue  
Beer Road  
Cross Street  
Eyrecourt Road  
Fore Street  
Major Terrace  
Manor Court

Manor Road  
Marine Place  
Marsh Road  
The Orchard  
Parklands  
Queen Street  
The Square

Stock Lane  
The Underfleet  
Woodbine Place  
Private road to The Grove and  
the Coop supermarket  
Jubilee Lodge & Cottages

**Zone 3 is predominantly a conservation area. It is adjacent to the seafront and forms the heart of the town.**

A significant proportion of the town's employment is located here providing a mix of retail, office, food and drink outlets and tourist attractions.



This area is partly pedestrianised, with a small Town Square, Windsor Gardens and housing the Town Hall, Museum and Library.



Within the town centre, there are mostly 2 and 3 storey properties of the Victorian and Edwardian eras. Although varied in style they present a sense of cohesion and reflect Seaton's transition from village to town during the Victorian boom.



This Zone also retains eight listed properties (six in Fore Street, one in Queen Street and one in Harepath Road), numerous buildings in the Local List as well as other key buildings of architectural importance.



A unique characteristic of the town centre is the outstanding view down Fore Street towards the sea, and

the view of Axe Cliff from the Town Square.



Tucked behind the street-level shops with their accommodation above, are clusters of small cottages reminiscent of Seaton's village origins. There is very little on-street parking with no opportunity to increase this.



Towards the outer edges of this Zone are a mixture of modest size houses with pleasing features and 3 storey detached houses set in their own grounds.



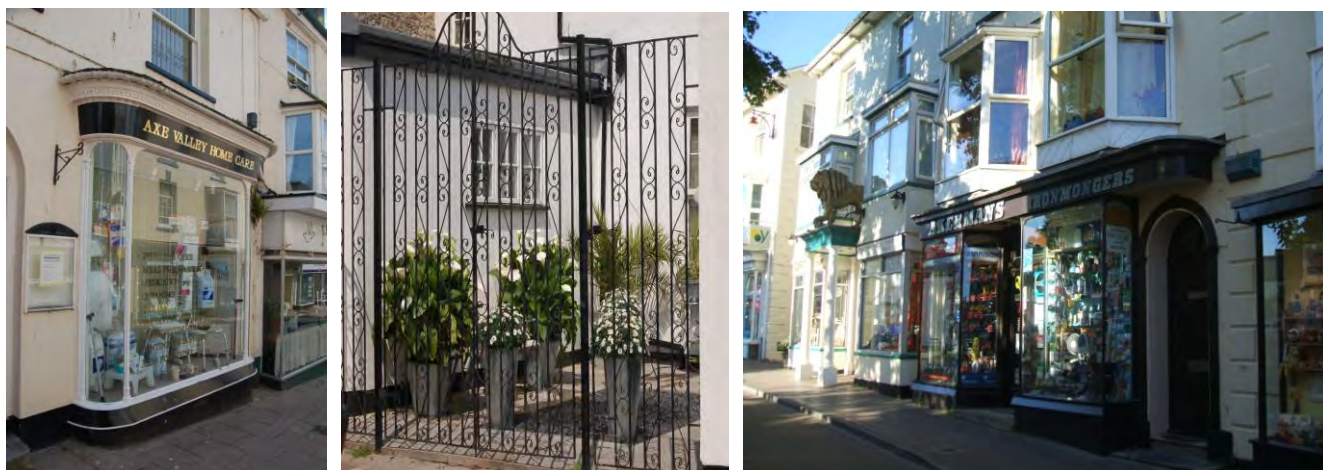
On the fringes are found a number of apartment blocks, some providing sheltered housing.



There is a valuable coach and bus park at the southern end of the Underfleet which enables easy, safe and convenient access to the town centre, seafront and Tramway Terminus.



### Interesting features of zone 3



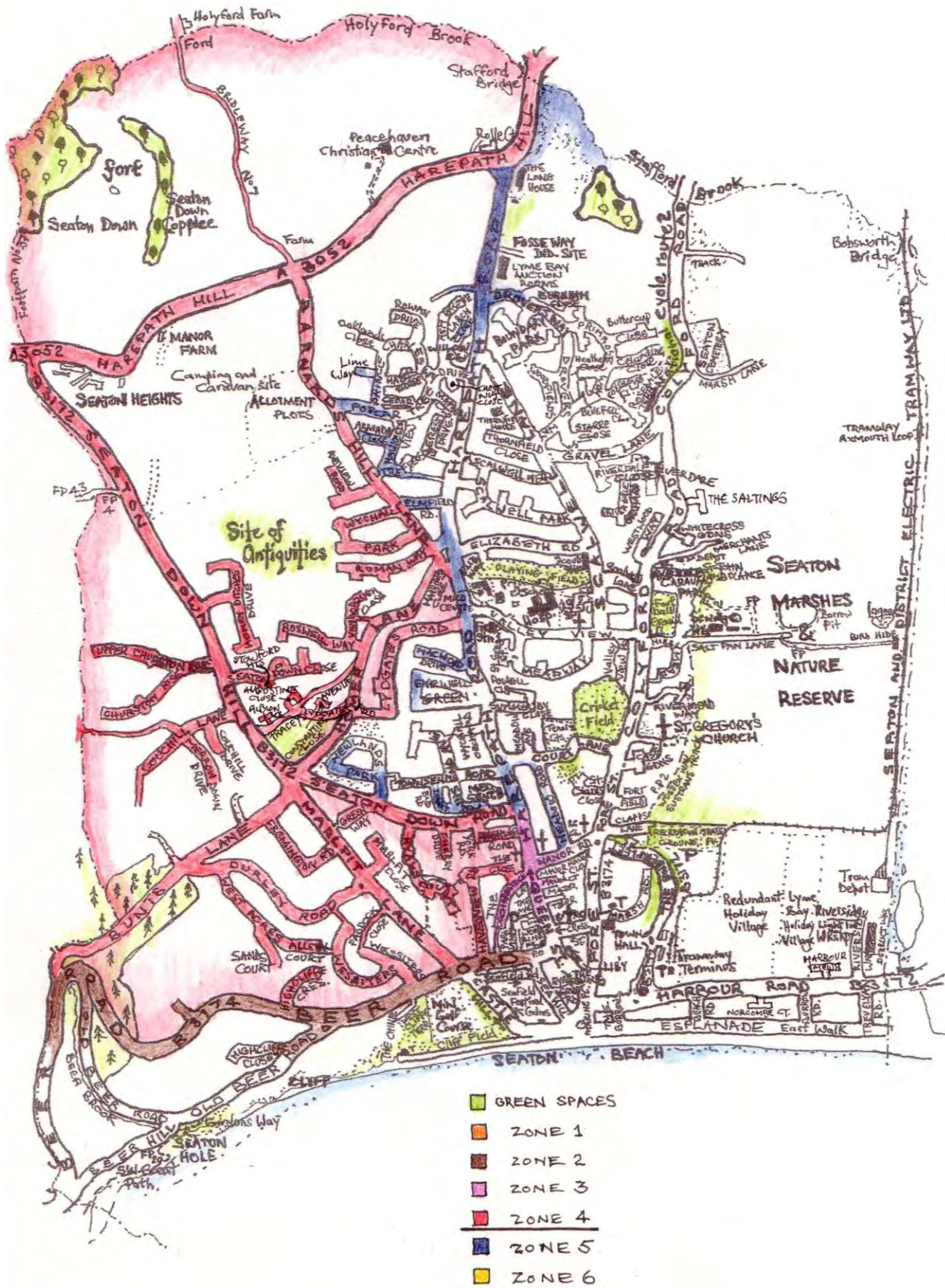
Shop fronts and Mews in Preservation area



Community learning buildings, formerly private house and school.

### *Future development guidance: Zone 03.1-03.10*

- The special character of the Conservation and Town Centre Areas must be preserved.
- In order to retain the identity and existing character of the town centre, only small scale developments in terms of density, height and footprint should be permitted.
- The existing roof lines should be retained throughout the zone.
- The Shop Front Policy for this area should be rigorously enforced
- Conversion of shops into residential accommodation should be resisted in order to preserve the economy and character of the area.
- The policy of non-conversion of retail to residential in the Prime Shopping Area should be enforced.
- Good pedestrian and disabled access to and from the town should be maintained.
- The green link that borders the eastern edge of the Underfleet, in front of Jubilee Lodge, should be retained and expanded in the event of the regeneration of the adjacent zone, to help blend and minimise any new development.
- Windsor Gardens and The Square should be preserved as land of local amenity importance. The vibrancy of the Square and the peace and tranquillity of Windsor Gardens provides an oasis within a commercial area and their diverse amenities are valued by residents and visitors alike. Any enterprising activities that promote their use without detracting from their character should be encouraged.
- There is an expectation, by residents, that businesses and landlords should take responsibility for maintaining the exterior of their building/s to a high quality and standard, and complementary to its architectural style/s.



## ZONE 4

Albion Close  
Augustine Close  
Axeview Road  
Barnards Hill Lane  
Boswell Way  
Bunts Lane  
Cherry Drive  
Churston Rise and  
Upper Churston Rise  
The Close  
Constantine Close  
Couchill Lane  
Couchill Drive

Durley Road  
Fossway Industrial Estate  
Fremington Road  
Greenway  
Harepath Hill  
Havenview Road  
Highcliffe Crescent  
Highwell road  
Homer Lane  
Honey Ditches Drive  
Lydgates Road  
Marlpit Close  
Marlpit Lane

Merrow Down Drive  
Paddock Close  
Roman Way  
Ryalls Court  
Seaton Down Close  
Seaton Down Hill  
Seaton Down Road  
Stowford Rise  
Traceys Avenue  
Venborough Close  
Wessiters  
West Acres  
Wychall Park  
York Road

**Zone 4 consists mainly of established detached houses, many with views of the sea, the surrounding countryside and the valley. Common features for these houses are large gardens and extended driveways.**

Within this zone are a number of buildings of individual character. The properties cover many periods and architectural styles, built throughout the twentieth century with some earlier examples evident.



This is a relatively low density zone with mature private gardens often screened by planting, thus giving a leafy but open feel to the area.

Many routes within this area have evolved from agricultural lanes and tracks giving this zone its individual character.

Immediately north of Harepath Hill are a small pocket of detached dwellings in their own grounds within an agricultural setting.

A significant number of the twentieth century developments are in cul-de-sacs and no-through roads.



Between the north of the built up part of zone 4 at Harepath Hill to the Town Parish boundary at Holyford Brook, it is mostly woodland, agricultural or traditional grazing farmland. This green area forms a substantial Green Wedge between Seaton and the adjacent Parish of Colyford.

This important route, together with adjoining roads of Seaton Down Hill and Barnards Hill Lane, provide natural screening for wild life habitats and assist in diminishing the effect of noise, air and visual pollution.



To the south of the A3052 is; farm land, a petrol station, former hotel and leisure complex, camping and caravan site for tourists and well maintained allotments which command strong year-round support from local residents. The area is divided by the busy but tree and hedge lined A3052 Coastal road.



This Zone contains an ancient monument of particular historical interest. There are also the remains of ancient civilisation settlements and traces of a Roman Villa and Bath House.

Treasured features of the area are agricultural land and public open spaces such as Honey Ditches and Tracey's Field. Other parts have generous landscaping, green verges, mature trees and hedges of indigenous species (see Appendix).



To the west there is access to the historic common „Brickyards field' near Sands Court woods, forming part of the green boundary between Seaton and Beer.

The land to the west and north rises towards the East Devon Plateau. An important feature of the valley is the view above the developed area of a green, untouched, natural skyline.



There are spectacular views of the valley, coastline, town and sea from many locations in this zone.

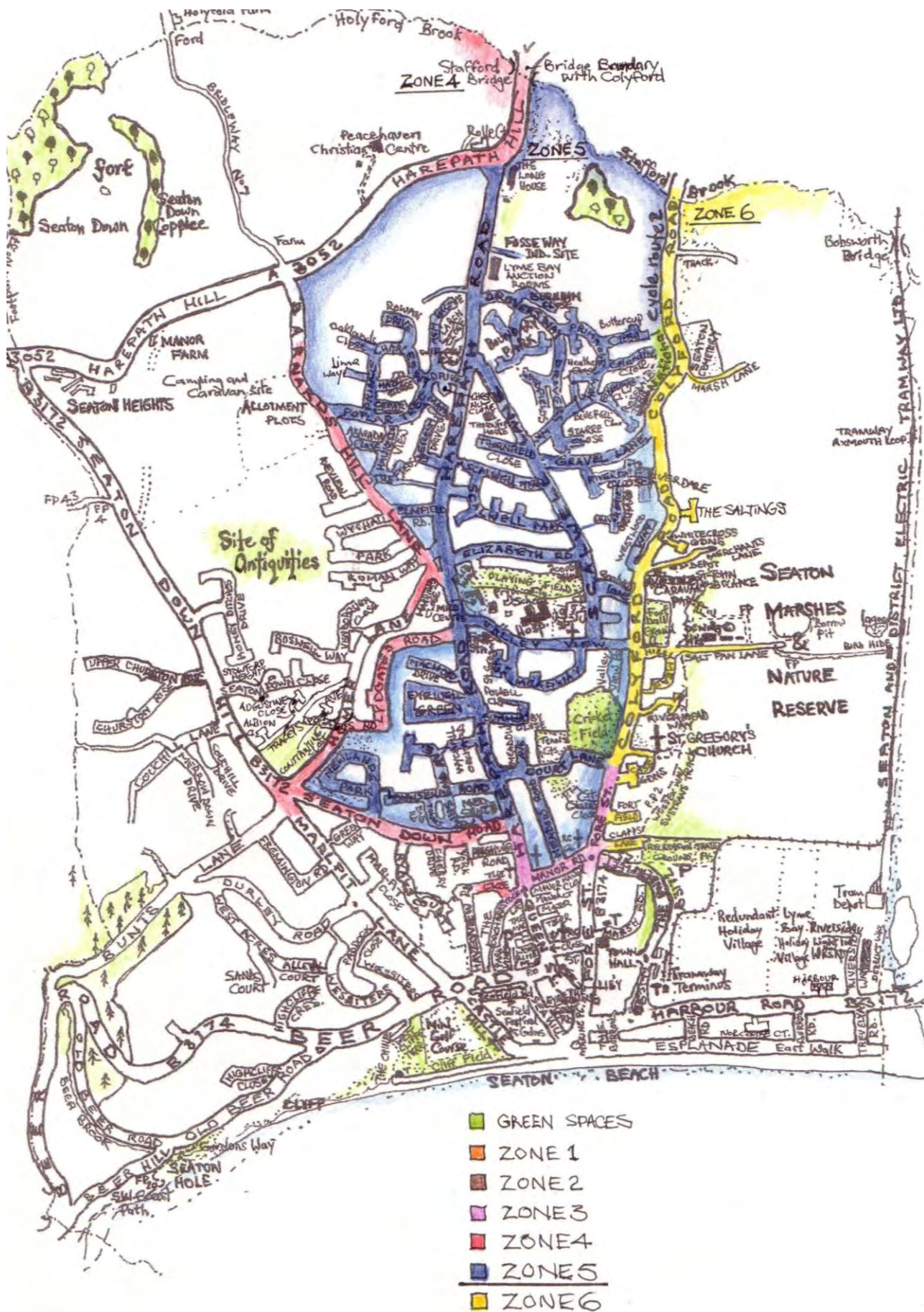


In particular are the unsurpassed views when entering Seaton from Seaton Down Hill



***Future development guidance: Zone 04.1-04.10***

- Any new development or property extension should be sympathetic to the immediate environment and wider vista, taking into consideration the existing architecture and character of the area. It should also embrace existing roof lines, scale, and traditional materials, encouraging fine craftsmanship and good design.
- Apartment blocks and high density in-fills would be out of context and conflict with the zone's established and distinguishing characteristics.
- In order to retain the mix between the urbanised edge of zone 4 and the open green areas that surround it, substantial green planting must form part of any new development. New developments and applications for new buildings should include a tree and planting schedule, seeking to introduce indigenous species, (see appendix for planting recommendations).
- Hedges, trees and banks that line roads must both be retained and wherever possible, be increased to provide natural screening, wildlife habitats and to reduce the effects of noise, air and visual pollution.
- Mature trees of special interest are an important feature of this zone. These trees should be retained in any future development.
- The high landscape and environmental qualities which are evident on the western and northern sides of the built up area boundary, should be preserved to form a natural boundary between Seaton and neighbouring parishes.
- Where possible, property boundaries should be constructed from stone, flint or Devon bank. These soften the landscape and allow small mammals, insects and micro climates to flourish. (Refer to Local Plan Policy D2)
- The allotments provide important economic, social and environmental benefits to their users and the community. They should be retained, protected, and if possible, extended.
- Archaeological sites and artefacts need to be protected and particular care taken when undertaking any development in their vicinity.
- It is important that development does not encroach on the western slopes in order to retain an undeveloped, natural skyline.



**ZONE 5**

Armada Close  
Ash Grove

Harepath Road (n of junction with Seaton Down Rd)  
Hawksdown View

Riverdale Close  
Riverdale Orchard

Blue Bell Close  
 Boundary Park  
 Burnham Close  
 Buttercup Close  
 Cedar Close  
 Cellandine Close  
 Chestnut Close  
 Court Lane  
 Drovers Way  
 Elizabeth Road  
 Elizabeth Way (pedestrians only)  
 Elmfield Road  
 Everest Drive  
 Eyewell Green  
 Fosseyway Industrial Estate  
 Foxglove Road  
 Gravel Lane

Hazel Close  
 Heather Close  
 Larch Close  
 Lime Way  
 Littlefields  
 Macwood Drive  
 Maple Close  
 Meadow Avenue  
 Meadow Road  
 Meadway  
 Newlands Park  
 Oaklands Close  
 Poplar Tree Drive  
 Powell Close  
 Primrose Way  
 Prince Charles Way  
 Riverdale

Rowan Drive  
 St Clares Close  
 St Gregorys Court  
 Scalwell Lane  
 Scalwell Mead  
 Scalwell Park  
 Summersby Close  
 Starre Close  
 Thornfield Close  
 Tolman Crescent  
 Townsend Avenue  
 Townsend Road  
 Valley View  
 Valley View Close  
 Westwood Way  
 Willow Close  
 Woodfields  
 Wychall Orchard

**The northern boundary of zone 5 is characterized by open fields with established mature banks, hedges and trees, and forms the green wedge between Seaton and Colyford. This zone is highly visible from other key areas of Seaton and the neighbouring parish of Axmouth, with dwellings on the western slopes enjoying uninterrupted views across the valley.**



Photograph by Dave Shackleton

Going south towards the town centre, the built-up density increases. Buildings vary in style and periods from 19<sup>th</sup> to late 20<sup>th</sup> century. Many older properties have large frontages, rear gardens, off-street parking and grass verges. Between the older properties are area of higher density, infill development. The compressed housing creates barriers, which restrict views to the marshes, but the green ridge on the eastern side of the lower Axe Valley still dominates above the roof line from every point of view.



The older buildings closer to the town centre have individual character, some of which are listed. Post-war development are characterized by simplicity of form, materials and colours. There are several repeated designs constructed in groups, which create small communities. They are balanced in style, material and height. The emphasis in this zone is family accommodation with some social housing. Many homes have integral or attached garages, some of which have been converted into additional accommodation space.



The design of buildings in zone 5 is predominantly of one or two storeys with pitched roofs mainly in two slopes of 30 degrees. The roof materials are confined to slates and tiles. The use of several materials on the same wall surface, combining bricks with painted wooden boards, render or pebbledash, make elevations look more expressive.



This zone contains a significant proportion of the town's health and community buildings: Seaton Primary School, Hospital, two busy Medical practices, the town's Fire Station, Churches and Fellowships. In addition' are a football pitch, a playing field, several convenience stores as well as small, light industrial and commercial areas.



Zone 5 contains the main access to the town centre, Harepath Road, carrying the principal bus routes and direct access to the town's health, educational, emergency services and community facilities. It is a busy and, in parts, winding road with on-street parking which reduces the width and visibility of the carriageway. This main road also feeds light industrial sites.



The essential sport and play facilities in this zone are well located in the heart of the community, potentially reducing the need for vehicular use. Of equal importance are the green areas and open spaces which cater for mixed age groups and a variety of uses including the promotion of wildlife habitats.



***Future development guidance: Zone 05.1-05.14***

- Housing development within this zone should remain in established styles using materials, colours and scale which match the existing environment. The integrity of roof shape (slope and angle and materials) appropriate to its locality, must be kept.
- New development should remain mixed to include smaller scale, low cost properties, with no discrimination in design. They should seek to follow the established styles which incorporate: large frontages, rear gardens, off street parking and green verges.
- Any additional development, including the Fosseway Industrial Estate, should follow existing heights and roof lines.
- There is a need for older properties in the zone to be protected or listed.
- Car parking should be kept off the streets for safety purposes and to avoid interrupting a free flow of traffic
- Any new sport facilities should include parking as an integral part of the development.
- Safety of pedestrians and cyclists on Harepath Road needs to be re-assessed, particularly if there is likely to be an increase in traffic volume and heavy goods vehicles.
- Any significant new development must seek to provide adequate provision for the safety of pedestrians and cyclists to link up with an alternative route to the school and into the town.
- Any Community development should include a landscape planting schedule. See Appendix.
- All commercial and industrial developments must be screened to eliminate noise and visual intrusion both to the landscape and the local residents. A planting schedule should be submitted. See Appendix.
- Green edges formed by existing hedges, trees and banks bordering Harepath Rd, Harepath hill and Barnards Hill Lane must be retained to provide valuable natural screening and wildlife habitats, and to alleviate the effects of noise, air and visual pollution.
- Green spaces are a distinctive characteristic of this zone. Future development should seek to maintain the ratio between them and built areas to ensure that the valuable wildlife habitats and the open features of zone 5 are not lost.
- Future commercial or residential development should extend green recreational facilities to meet any increase in population.
- All existing play, recreation and green areas should be protected to meet current requirements.



## ZONE 6

Case Gardens  
Clapps Lane  
Colyford Road  
Fore Street  
(north of junction with Manor Road)

Fortfield  
Hillymead  
Manor Gardens  
Marsh Lane

Merchants Lane  
The Saltings  
Rivermead Way  
Salt Pan Lane  
(private track, with no public vehicular access)

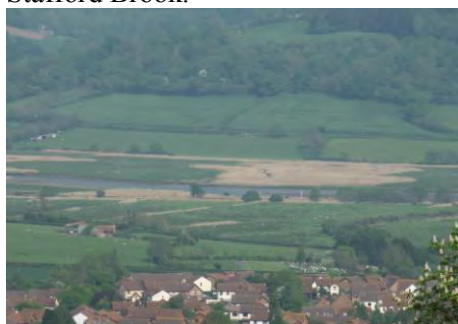
Underfleet FP/SUSTRANS

Whitecross Gardens

**Zone 6 is the least developed, most tranquil and untouched area of the town with unsurpassed views across the valley to Axmouth and the woodlands of Boshill, Hawksdown and Haven Cliffs plantation. It covers the eastern edge and lies north of zone 1.**



The eastern boundary follows the bank of the River Axe with views across to the Parish of Axmouth. The western boundary runs along Colyford Road finishing at the soft edge of the Colyford Parish boundary at Stafford Brook.



The major part of the zone is the wetland made up of tidal saltmarsh, reedbed, fresh water grazing, marsh ponds and a saline lagoon. The nature reserve (EN5) includes the remains of the Roman salt production beds.



This area is a floodplain within an Area of Great Landscape Value (EN2), bordered by an AONB (EN1) and is close to an SSSI (EN4). It provides an important habitat for wildlife and is also used extensively for grazing. East Devon District Council Countryside Services continues to improve the management of wildlife on land within the Lower Axe Estuary. This will enhance the estuary for wildlife and also attract further visitors.

[www.eastdevon.gov.uk/countryside.axe\\_estuary](http://www.eastdevon.gov.uk/countryside.axe_estuary)

[www.axevaleconservation.co.uk](http://www.axevaleconservation.co.uk)

Up to the mid 20th Century, the few buildings that existed in this zone mainly belonged to the Church. Buildings were typically constructed from local materials such as stone and flint with slate tiles.



Because of the vulnerability of the zone to flooding, most of the development took place elsewhere. However, from the 1950's, redevelopment of larger properties took place and saw a thin ribbon of cul-de-sacs emerging to the west of the zone, attracting mixed aged occupancy. This has resulted in numerous architectural styles, often detached dwellings of one or two storeys, with private gardens.



Zone 6 includes some important and coveted leisure facilities such as the football ground and clubhouse, the Sustrans National Cycle Route 2 and footpath, and the nature reserve with its bird hide. There are also permissive footpaths in this zone.



Other significant facilities within this zone are the Parish Church of St Gregory which originates from the 12th Century, with its historic graveyard and modern Church Hall. Further features include Seaton Cemetery, St. John Ambulance centre and a privately owned static caravan park. Services within zone 6 include a recycling centre, a small light industrial unit, a well screened sewage treatment plant and the track of the electric tramway.

The visual impact of dwellings on the Colyford Road has been reduced by the use of green screening and boundary walls, predominantly constructed from stone, enabling many of the houses in this area to retain their private feel. A further characteristic of many properties in this zone is their uninterrupted views of the river valley.



Colyford Road is part of the National Cycle Route 2 and one of the four access roads into Seaton. The northern section, including Seaton Cemetery, becomes little more than a country lane with no dedicated provision for pedestrians or cyclists.



It is also speed derestricted and narrow in parts, and is therefore unsuitable for any increase in volume of traffic, HGV's or fast moving vehicles.



*Future development guidance: Zone 06.1-06.7*

- Protect and retain the marshes, as they play a very important ecological function in their own right, and together with wildlife and wetland, represent a mosaic of ecosystems.
- The views across the marshes and hills must be retained, protected and enhanced.
- Green screening and stone boundary walls, in keeping with the established styles, should be incorporated to reduce the visual impact of any new development.
- In keeping with the established developments, cul-de-sacs are desirable to encourage small, safe, mixed aged communities.
- Retain, protect and enhance all leisure facilities.
- In keeping with the established parking provision within this zone, off road parking must be provided.
- As the main route serving this zone, Colyford Road offers very limited safe provision for pedestrians and cyclists. Any new development should seek to meet the need of current and future mobility requirements.

## **APPENDIX**

### **A/ PUBLIC CONSULTATIONS**

#### **CONSULTATION 1**

The first public consultation was undertaken in July 2006 during an exhibition of proposals for the regeneration site, organised by the then owners of the site.

Most respondents confined their comments specifically to the proposed plans for the site and those comments therefore generally related more to facilities than to design issues.

Comments that were relevant to design are reproduced below:

*Proposals too crowded and cramped;*

*Too many houses being proposed;*

*Need a broad choice of housing;*

*Need to retain Seaton's charm of a small, friendly town;*

*Commercial units too close to the seafront;*

*Curved roads/crescents/circuses would be more attractive;*

*Keep river walks;*

*Waterfalls and shaded areas needed;*

*Pedestrian link to town should be up and over attractive bridge;*

*Sustainable transport provision essential;*

*Links with "old town" should be more developed, pedestrianised routes continuous and not broken by road crossings;*

*Include footbridge and underpasses;*

*Trees in car parks;*

*Boulevard to be a feature in its own right;*

*Larger retail units needed rather than small;*

*Boatyard to become quality marine area/working harbour;*

*Don't lose greenbelt;*

*Pedestrianised shopping areas good;*

*New housing should have plenty of space and a good mix of property type with energy efficiency and sustainability features;*

*All build needs to be of highest design and use sustainable building methods and materials;*

*New build too concentrated in one place – needs dividing across site;*

*Substantial shelter belt of trees, evergreen and deciduous should be established on northern boundary;*

*As few trees as possible should be felled to ensure a "mature" feel of development;*

*Any 5-storey development should be limited and confined to western side to retain views of sea and harbour from the slopes to the west of the present built-up area;*

*Development not to be too high on Harbour Road and Underfleet;*

*Current planting east of Underfleet should be retained;*

*Propose lower storey parking to reduce problems of unsuitable in-fill;*

*Concerned at traffic and pollution for Harbour Road;*

*Recreational spaces with seating and appropriate bins a requirement*

#### **CONSULTATION 2 – "Build Your Own Design"**

In December 2006 the public were invited to "build their own design" for the town's regeneration site. Some "mood boards" were compiled and were installed at the Town Hall for 2 weeks during which time the public were asked to indicate their preferences for, as well as their dislikes of, the styles displayed. Options covered „The Modern Built Environment’, „The Traditional Built Environment’, „Street Furniture’, „Surfaces’, „Public Art’, „Urban Landscape’ and „Open Spaces’. Comments were also invited on general design principles for the regeneration area. A good response was generated, with feedback being incorporated into the final draft.

Preferences indicated a desire for traditional styles, with green roofs and eco-friendly design. Colourful, large open spaces were important, with oases of green throughout the site. Seating should be comfortable with distinctive, themed street furniture. Additional comments produced a consistency of vision. All comments that are design-related are listed herewith:

### **PREFERENCES**

#### **Design Themes**

*Design should fit into the existing Seaton landscape;*

*The area should be developed as sympathetically as possible to retain its natural appearance;*

*A mixture of styles would be appropriate with colours harmonious with the sea and country backdrop;*

*Designs should be based on the best traditional architecture of the area complemented by modern methods of energy conservation and regeneration;*

*There should be a variety of styles in high quality buildings (eco-houses), live/work units;*

Buildings should connect with the landscape and materials, eg pebbles;  
 World Heritage standard should be achieved everywhere;  
 Seaton is described as a Victorian town, so house facades of this design in some places with eco-designed interiors and technology;  
 Variety is a must;  
 Seaton's heritage coast is about Evolution so cottages, small terraces up to Victorian semis and detached, fishermen's cottages, small lanes, street, crescents, all with gardens and space around them;  
 The older designs of Seaton property have merit;  
 New property designs and layouts should follow established patterns using up to date materials, i.e modern bricks, stone, iron, aluminium etc., together with green areas, in particular shrubs and trees;  
 Must fit in with seaside architecture;  
 Architecture should be commensurate with seaside/estuary setting with natural looking materials;  
 Building should not be too high or too close to each other  
 Edwardian/Victorian or good inspired modern architecture;  
 Seaton is an old fashioned town and it would be a great mistake to try to be too modern;  
 The new must blend with the old  
 Modern with style  
 Seaside as in traditional Georgian, Regency properties;  
 Buildings should be varied and affordable and built in a style and using materials which reflect and fit into the local landscape;  
 Architecture should blend in with the background of the surrounding countryside  
 Need mixed designs;  
 Go for quality, interest  
 Give area a nautical feel with open vistas towards harbour/marshes/hillside/estuary;  
 Not too tall, not too much light at night, simple and high quality;  
 Keep it low so it doesn't take away views of river/sea through valley  
 Greenery more important than art;  
 Traditional to cottage style housing;  
 Modern built environment – lots of glass and wood panels;  
 Bring estuary into the housing development to provide "finger development" and berthing;  
 Go for tried and tested proportions  
 Small developments around traffic free zones<sup>30</sup>  
 Should retain Victoria period style within modern standards and facilities;  
 Emphasise substantial traditional seaside town  
 Variety of sizes/materials/sympathetic to the other things around, sitting comfortably in the landscape, i.e. not too dominant but having interesting detail;  
 What about sustainability issues and some really inspired "grand housing" – what about vision;  
 Cottage type housing with open green spaces

### **Open spaces**

Trees shrubs and planting a must;  
 Emphasis on pedestrian and cycle ways with green lungs and park areas;  
 Houses should have reasonable garden spaces;  
 Open spaces for recreation and grass, flowers;  
 Peaceful atmosphere  
 Tranquil area with lily pond and fountain  
 Areas for children to play and elderly to sit and enjoy;  
 Flowing lines rather than straight, angular paths and buildings;  
 Public space making full access to all of the beautiful River Axe;  
 Family friendly area  
 Need plenty of grass and trees  
 Play area for pre-school children where mums can meet and chat  
 Open spaces  
 Children need space for recreation and older children a place to meet;  
 Open areas with gardens and flower beds  
 Should be open space and wetland  
 Best vision is for "green", wooden, flowers, gentle landscaping, a pleasure to look at  
 We need to keep as much greenery, trees, flowers and views of the sea;  
 Plenty of airy but slightly formal open spaces;  
 More trees, shrubs, flowers, etc., to be planted;  
 Bright open spaces;

*Easy for disabled people*

*Benches along path by estuary to watch birds and wildlife*

**Style**

*Seaton's unchanging asset is the sea – let's keep it as a pleasant, small, friendly, unpretentious seaside town, not attempting to mimic a city or a centre of modern art/architecture;*

*Design should be modern but cohesive, elegant curves and not cramped;*

*This is an opportunity to create a stylish development using local materials/sculptures/small open spaces/views and small work units for artisans/small businesses – and don't forget alternative forms of energy;*

*Stone and brick in preference to glass and steel;*

*Elegant and inviting;*

*Natural wood, stone*

**Street Furniture**

*Street furniture should be suited to all mobility levels and in keeping;*

*Continue the furniture currently in pedestrian zones;*

*Street furniture to be as simple as possible within a function/style discipline;*

*A band stand with seats around;*

*Seats to accommodate older people – not too low;*

*Simple street furniture*

**DISLIKES**

*Don't want gaudy, bright colours;*

*No high rise and blocks of flats;*

*Nothing too stark and glaringly modern;*

*No flat, square boxes;*

*No ugly geometric concrete blocks;*

*Buildings not too high or too close together;*

*No straight, angular paths and buildings;*

*No loss of views;*

*Nothing blatantly modern or shocking or controversial in any way;*

*No close built apartment blocks or square shapeless rows of housing;*

*Ultra-modern would not be suitable;*

*No repetition of recent developments in Seaton;*

*No plastic, colours other than muted greens/browns, nothing loud;*

*Nothing too modern;*

*Avoid modern, bright, daring, bold;*

*No unremitting concrete slab type buildings/anything too high;*

*No high rise flats;*

*No ultra modern, bright primary colours;*

*High rise and modern is boring;*

*No more repetition of recent bland development;*

*No more blocks of flats;*

*No rabbit-hutch sized houses;*

*Avoid high rise structure, trendy designs and garish colours;*

*Do not mimic a city or a centre of modern art/architecture;*

*Avoid extremes;*

*Avoid anything "cutting edge";*

*Avoid changing the feel of Seaton just to be trendy;*

*No 1960's box style that has ruined Seaton*

**RESPONDENT PROFILE**

**35.8% of respondents were male**

**56.7% of respondents were female**

**7.5% unknown**

**Respondents by age group:**

**0 – 16            8.3%**

**17 – 30          3.7%**

**31 – 45          7.0 %**

**46 – 65          43.3%**

**66 – 80          26.9%**

**80 plus          6.0 %**

**not known      4.8%**

**CONSULTATION 3 (Zone 1)**

In February 2008 the Draft Design Statement for Zone 1 was ready to undertake its final public consultation prior to submission to the District Council. The document was very widely publicised with copies made available at the Town Hall, Seaton Library, St. Clare's Adult Education Centre, Seaton Primary School as well as 2 local cafes. Both local papers gave coverage to the document, ensuring that everybody had the opportunity to comment on it. In addition, copies were supplied to the Parish Councils of Axmouth, Beer and Colyton as well, of course, to all members of Seaton Town Council and the town's District Councillors, and to Seaton Development Trust. The consultation ran for 3 weeks and was the final stage of a very extensive consultation process.

At meetings and through discussion, the document received widespread public support with the vast majority of respondents endorsing the Draft in principle. Those submitting written responses (30 in total) made the following representations:

*Any development needs to be done on a small scale so as not to swamp Seaton's road and medical infrastructure;*  
*Buildings should be attractive and in keeping with the local styles;*  
*Seaton must not become "tarmac" town;*  
*Biodiversity will be lost in the construction phase forever unless design features to encourage its return are included at the design stage;*  
*Development at the old Racal site must be developed sympathetically;*  
*Textures of walkways need to be accessible for pushchairs and wheelchairs;*  
*Affordable housing needs to be supported by further local industry;*  
*Height and footprint of new retail and commercial buildings should be restricted to 2 storeys, and residential to 3 storeys;*  
*All design should demonstrate variety and aesthetic excellence;*  
*Construction should demonstrate imagination and carbon neutral materials and building method;*  
*The site must include community facilities;*  
*Everything possible should be done to mitigate the effects of global warming and to enhance the relationship with the adjacent World Heritage Coast and Local Nature Reserves;*  
*Nothing should affect the natural biodiversity of the area which, with careful design, can be conserved and enhanced;*  
*Buildings and open spaces within the site need to be designed around the essential floodwater storage. Floodwater storage areas and stormwater drainage channels can form a visual amenity but cannot be considered as public open space for people to walk and play;*  
*Individual buildings need to incorporate run-off storage so that they do not add to the flooding potential.*

**Seaton Town Council** suggest that metal/plastic corrugated roofs should not be used in preference to normal materials;

*Consideration must be given to design of roofing materials to discourage bird fouling;*  
*Apex dormer windows would be preferable to Velux;*  
*15% minimum renewables should be used on site;*  
*Design quality needs to enhance, not discourage, tourism;*  
*Recycling facilities need to be of a size commensurate with the population they serve;*  
*Design should avoid potential crimespots*

**Axmouth Parish Council** feels that stronger emphasis should be put on the design of any development along the riverside so that the appearance does not resemble a "cliff" of housing. Also, that any housing should be of the highest design and a restriction put on the height of all buildings of not more than 2 storeys, thus protecting the view looking across the town towards Beer Head from the Axmouth road which is one of the main routes into Seaton;

*An addition to page 11 should read: "...highest quality of design on the seafront and on the riverside and estuary";*

*The Design Statement should include support of Mear's yard and buildings as a continuing boat repair and building yard;*

**Colyton Parish Councillors** wish to see an allowance for the redevelopment of industrial units and would like a guarantee that the Green Wedge between Seaton and Colyford will be preserved.

In September 2007 the public were invited to take part in a consultation to ascertain their view of their neighbourhood. They were also invited to comment on the townscape and public amenities. The consultation ran for 3 weeks.

A questionnaire was reproduced in one of the local papers that is either delivered to the majority of households or is available for residents at outlets within the town. Other local newspapers ran coverage on the public consultation during the entire consultation period. In addition, the questionnaire was made available at the Town Hall, Seaton Library, Seaton Primary School, local cafes, the town's doctors' surgeries and local hospital. The document was advertised on public noticeboards in the town and outside the Town Hall.

297 residents completed the questionnaire, showing a high level of interest in, and concern for, their neighbourhood and their town. The matters that were most valued by respondents were the town's:

*extensive views*  
*open spaces*  
*trees and general planting*  
*sea views and seafront*

**Matters of concern were:**

*Lack of trees and planting*  
*Insufficient parking*  
*Insufficient traffic calming measures*  
*Loss of small shops*  
*Too much development/infill development*  
*Poor town amenities and public lighting*  
*Poor street furniture and lack of town signage*  
*Poorly maintained buildings*  
*Insufficient infrastructure*  
*Poor promenade facilities*  
*Ugly sea wall*  
*Poor beach/marine facilities*  
*Poor maintenance of public areas/vandalism/graffiti, particularly bus shelters*

When asked about homes, 221 respondents believed starter homes are a necessity, with 178 respondents believing new homes should be "built for life".

**Respondent profile**

<u>Age</u>	<u>Number</u>
Under 18	6
18 – 35	16
36 – 55	46
56 and over	229

**CONSULTATION 5 (zones 2 – 6)**

In October 2008 the final draft Town Design Statement for zones 2 – 6 was made available to the public for their comments. The document was displayed for an initial 3 weeks in the foyer of the Town Hall followed by a further week, with both periods well advertised in the press. The consultation document was also made available at the Library, Seaton Primary School, local cafes, local estate agent, the town's doctors' surgeries and local hospital. The consultation was advertised on public noticeboards in the town and outside the Town Hall. Additional copies of the full document, as well as individual zones, were made available at the Town Hall. Copies were also supplied to Seaton Town Council and members of the Parish Councils of Axmouth, Beer and Colyton.

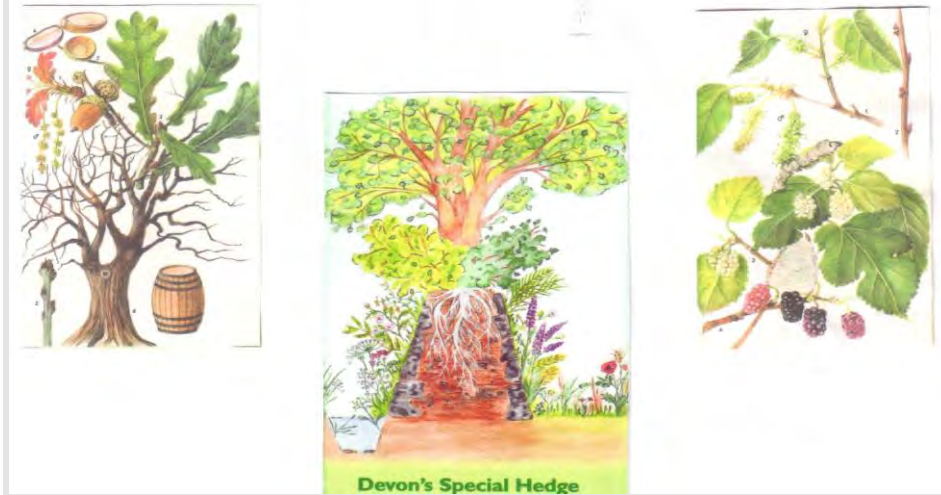
There was considerable interest in the document with many residents visiting the Town Hall during the consultation period, and we are advised by Town Hall staff that the majority expressed verbal support for the document and its recommendations. The few who wished to make specific comments (19) reinforced the findings of the previous consultations. Responses from the adjoining Parish Councils were supportive of the proposals contained in the document, and fully endorsed it.

**B/ PLANTING**

## TREES, SHRUBS AND HEDGING

Our town of Seaton, with its lanes, highways, verges, open areas and park and its public areas and boulevards, can receive many benefits with the introduction or addition of trees, shrubs and hedging. These benefits include land stabilization, habitat for wildlife of many types, shelter from wind and weather, and sheer good looks! A bonus is more release of oxygen to the atmosphere and less 'greenhouse' gases due to take-up through the plant leaves, more birds, insects and mammals – so it goes on!

Our Statement therefore calls for these benefits. We would like to see, where root spread will not cause damage, a new tree for every new home, small groups of trees and planting in dedicated pedestrian areas, positioned to enhance in a sensitive way. The following groups of plants have been selected for their suitability and longevity in this area, have average maintenance and are native to Britain. We consider it desirable to select from these plants and trees, either singly or in combination. Botanical names are included. D = Deciduous E = Evergreen.



### HEDGE PLANTING

Beech	FAGUS SYLVATICA
Blackthorn, sloe	PRUNUS SPINOSA
Crab Apple	MALUS SYLVESTRIS
Dog Rose	ROSA CANINA
Eunonymus	E. JAPONICUS (Evergreen)
Escallonia	E. MEDITERRANEA SUPERBA (Evergreen)
Hawthorn	CRATAEGUS OXYCANTHA, PAUL'S
SCARLET	
Hazel	CORYLUS MAXIMA ATROPURPUREA
Holly	ILEX (Evergreen) I. ACQUIFOLIUM
Hornbeam	CARPINUS BETULUS
Oak	QUERCUS ROBUR or Q. PETRAEA
Privet	LIGUSTRUM OVALIFOLIUM
Whitebeam	SORBUS ARIA

A detail is shown of a "Devon Hedge." This special hedge is unlike any other and found to be highly desirable wherever one could be included in our townscape. It is planted on an earth bank, often with a stone or turf face and bushy shrub, sometimes including a hedgerow tree on top. A ditch is often included on one side. Many plant species, insects, mammals and birds will live, frequent and feed in these special areas.

Much additional information on the Management of Roadside Verges in Devon can be obtained from the County Environment Directorate, County Hall, Exeter, EX2 4QW or on their website at [w.w.w.devon.gov.uk](http://w.w.w.devon.gov.uk). The appendix A of the above mentioned booklet gives trees and shrubs normally considered suitable for roadside verges and has been referred to in arriving at the Tree Species List.

It could be considered that residents would like to sponsor a tree or shrub, purchasing one or more from a reputable source. The Council Gardens Department would be requested then to plant these. Subsequently the donor would be asked to care for it regularly. It would be ideal if this donation could then be recorded at the local council office including the sponsors name.

## **SHRUB PLANTING**

Acanthus	A. MOLIS A. SPINOSUS
Amelanchier	A. CANADENSIS
Aucuba	A. MACULATA
Bamboo	B. PHYLLOSTACHYS
Berberis	
Buddleia	B.GLOBOSA
Ceanothus, Autumnal Blue	
Cornus	C. ALBA SIBIRICA VARIEGATA
Elaeagnus	PUNGENS MACULATA
Euonymus	E. EUROPAEUS BRILLIANT
Grevillia Juniperina	
Guelder Rose	VIBURNUM OPULUS
Mahonia	M. AQUIFOLIUM
Mexican Orange Blossom	CHOISYA TERNATA
Periwinkle	VINCA AUREO VARIEGATA
Periwinkle	VINCA FLORE PLENO
Senecio	S. LAXIFOLIUS
Skimmia	S. JAPONICA
Tamarix	T. PETANDRA
Viburnum	V. TINUS
Yucca	Y. FILAMENTOSA

## **TREE PLANTING**

Alder	ALNUS GLUTINOSA
Ash	FRAXINUS EXCELSIOR
Aspen	POPULUS TREMULA
Bay Willow	SALIX PERSTANDRA
Beech	FAGUS SYLVATICA
Bird Cherry	PRUNUS PODUS
Black Poplar	POPULUS NIGRA
Box	BUXUS SEMPERVIRENS
Crab Apple	MALUS SYLVESTRIS
Crack Willow	SALIX PRAGILIS
Common Oak	QUERCUS ROBUR
Downy Birch	BETULA PUBESCENS
Field Maple	ACER CAMPESTRE
Goat Willow	SALIX CAPREA
Hazel	CORYLUS AVELLANA
Hawthorn	CRATAGAEGUS MANOGYN
Holly	ILEX ACQUIFOLIUM
Hornbeam	CARPINUS BETULUS
Lime, large leaved	TILIA PLATYPHYLLOS
Lime, small leaved	TILIA CORDATA
Juniper	JUNIPERUS COMMUNIS
Maidenhair Tree	GINKHO BILOBA
Midland Thorn	CRATAEGUS LAEVIGATA
Rowan	SORBUS AUGUPARIA
Scots Pine	PINUS SYLVESTRIS
Silver Birch	BETULA PENCITA
Strawberry Tree	ARBUTUS UNEPO
Sessile Oak	QUERCUS PETRAEA
Walnut	JUGLANS REGIA
White Beam	SORBUS ARIA
White Willow	SALIX ALBA
Wild Cherry	PRUNUS AVIUM
Wild Service Tree	SORBUS TERMIDIALIS
Wych Elm	ELMUS GLABRA
Yew	TAXUS BACCATA

## **C/ Responses to the final draft of the Seaton Design Statement document, from Beer Parish Council, Seaton Town Council and Colyton Parish Council.**

Telephone conversation with Mr John Wells, Chairman, Beer Parish Council on Monday, 17th November 2008 at 4.26pm. **Re: The Seaton Design Statement document for Zones 2 - 6**

Mr Wells said: The [Beer Parish] Council thought it was an excellent document with a quality feel about it [to the work that had gone into the recommendations etc.]. The Council felt they had no comments to make in terms of suggested changes to the recommendations, although Mr Wells felt it would be beneficial to the document if each recommendation under 'Future Design Guidance' was given a separate reference number. This is so that each recommendation not only stands out more prominently from the others, but so that it can be cited in any future correspondence relating to planning issues.

This strategy they have found to be quite useful when their own document was referred to by the Planning Inspector for several planning applications that had gone to Inquiry. In addition, the validity of their own document was upheld by the Inspector.

Again, Mr Wells felt the Seaton Design Statement was an excellent document and hoped it would be adopted by East Devon District Council and given the same status as other town and village design statements that had already been adopted.

Ends

email from the Clerk to Seaton Town Council concerning our last consultation for Zones 2 - 6.

--- On **Tue, 18/11/08, Seaton Clerk <seatonclerk@btconnect.com>** wrote:

From: Seaton Clerk <seatonclerk@btconnect.com>

Subject: Seaton Design Statement

To: "ALAN MORGAN" <morgan100morgan@btinternet.com>

Date: Tuesday, 18 November, 2008, 2:36 PM

Dear Mr Morgan,

At the Council meeting last night I gave the Members an opportunity to make a Council response to the Zones 2-6 Report currently on display in the Hall. They kindly declined the offer as many of them have already made individual responses. They did however direct me to write and express their thanks and gratitude to yourself and all the members of your team for a splendid piece of work. They are under no illusions as to how many hours of painstaking labour has gone into the production of this highly important document which will influence the development of Seaton for the next couple of decades. You can all be rightly proud of your achievements and I take pleasure in saying Well Done!

Philip Higginson Town Clerk

Detail of letter to David Morgan, Chairman of the Seaton Design Statement group, from Colyton Parish Council, 11 November 2008: Ref:FC08/10/11/MET

The Seaton Design Statement zones 2-6 was circulated amongst Colyton Parish Council.

All Councillors agreed a letter should be sent congratulating the Working Party on this document which is well written, illustrated and easy to understand.

The Parish Council would like it to be noted they endorse this document and give their full support to its recommendations, Yours sincerely, Mary Thomas, Clerk