

15 March 2021

Our Ref: NM/21.112

Planning Policy
East Devon District Council
Blackdown House
Border Road
Heathpark Industrial Estate
Honiton
EX14 1EJ

Sent by Email

Dear Sir / Madam,

East Devon Local Plan 2021 to 2040

Regulation 18 Issues and Options Consultation

This response to the regulation 18 Issues and Options Consultation (January 2021) is submitted on behalf of the Cherwell Group. The Cherwell Group control land to the north of the A3052 and to the west of Yeo Business Park and Hill Barton Industrial Estate. Together with land in the surrounding area, the Site formed part of an option for accommodating development within the Regulation 18 Greater Exeter Strategic Plan (SA-ED-3).

Given their land interest, the Cherwell Group are pleased to see the East Devon Local Plan progress to the Regulation 18 stage. Their responses to the specific questions posted within the consultation document are set out below.

To assist the Local Planning Authority, this representation is set out in the following order:

- Site Description of land to the north of the A3052 and to the west of Yeo Business Park and Hill Barton Industrial Estate;
- The Cherwell Group's development proposals for the subject Site; and
- The Cherwell Group's responses to the consultation document.

I have also appended a Vision Document, which has been prepared by Urban Wilderness with assistance from other consultancies. It explains how land to the north of the A3052 and to the west of Yeo Business Park and Hill Barton Industrial Estate could be developed for a mix of uses, either alone or as part of a multi-nodal urban extension in the western portion of East Devon and adjacent to Exeter.

The Vision Document has also been submitted to the Local Planning Authority's Housing and Economic Land Availability Assessment Call for Sites consultation.

Site Description – Land to the north of the A3052 and to the west of Yeo Business Park and Hill Barton Industrial Estate

The subject Site is wholly located within the administrative area of East Devon District Council. It is known as land at Axehayes and measures 32.34ha (79.9 acres). It is located between Clyst St Mary and Yeo Business Park / Hill Barton Industrial Estate. The Site's boundaries are defined broadly by:

- To the north – a country lane with the open countryside beyond;
- To the south – the A3052 with Exeter City's training ground and open countryside beyond. The A3052 links to Junction 30 of the M5;
- To the east – Yeo Business Park (also known as Axehayes Farm) and Hill Barton Industrial Estate. An extant planning permission for a waste to energy scheme is located in the northern tip of Hill Barton Industrial Estate. The village of Farringdon is located further to the east;
- To the west – The village of Clyst St Mary with Junction 30 of the M5 Motorway located further to the west; and
- To the north west – the Clyst Valley Regional Park.

The Site is greenfield in nature and is predominantly used for agricultural purposes. Whilst the majority of the Site is relatively flat, it rises towards the northern extent of the land holding. Field hedgerows and trees divide the land parcel and there are no Public Rights of Way located within it.

Wider Site Environs

The Site is located approximately 3km to the east of Junction 30 of the M5 Motorway. Exeter City centre is located approximately 8km to the west (as the crow flies). It is also located to the south and east of a number of strategic mixed use and employment developments that are currently being developed and/or where additional development is planned. These developments are all located along the A30, to the east of Junction 29 of the M5 and within the 'West End' area of East Devon. Exeter Airport is also located to the north east.

Accessibility

As set out within the accompanying Vision Document, the subject Site is located within a short walk of the Yeo Business Park and Hill Barton Industrial Estate and is within a 20-minute walk of Clyst St Mary. A number of local facilities can be found within Clyst St Mary, including a primary school, a post office, a shop and a public house. Topsham, Sowton Industrial Estate and the eastern parts of Exeter are within a comfortable cycling distance. The railway station at Digby and Sowton is within a 12-minute cycle ride of the Site, which enables travel to Exeter Central Station. Several bus services currently operate along the A3052, providing regular connections to Exeter, Sidmouth, Seaton and Honiton.

It is in the context set out above, that two Appeal Inspectors have found the location to be ***“well related in sustainability terms¹.”***

Other Considerations

Together with land in the surrounding area, land at Axehayes formed part of an option within the Regulation 18 version of the Greater Exeter Strategic Plan to accommodate a strategic development (Ref: SA-ED-3). A number of opportunities, sensitivities and requirements were identified for the option, which have been reflected within the development proposals outlined within the accompanying Vision Document.

¹ Planning Inspectorate, para. 20, Appeal Decision APP/U1105/W/19/3235610, September 2020.

We note that there is a Waste Allocation in close proximity to the Site's eastern boundary. As outlined in a report to East Devon's Planning Committee on 10th March 2021, the site, which benefits from planning permission for a waste to energy plant will be used to heat and power strategic developments in the surrounding area.

Accordingly, land at Axehayes is well located to take advantage of such an opportunity. Indeed, development at the subject Site would provide a strong fit with para. 151(c) of the NPPF, which suggests that Local Plans should ***"identify opportunities for development to draw its energy supply from decentralised, renewable or low carbon energy supply systems and for colocating potential heat customers and suppliers."***

Development Proposals

As outlined in the Vision Document the Cherwell Group are promoting land at Axehayes for the following mixed-use development:

- C.4.8ha of employment uses (Use Class E(g), B2 and B8);
- Up to 350 dwellings;
- A small local centre;
- C.17.2ha of green infrastructure;
- Access from the A3052; and
- Potential vehicular, pedestrian and cycle connections to land to the north.

The green infrastructure led proposal has been designed in a manner that allows the Site to be brought forward for development independently, or as part of a wider strategic allocation in the form of a multi-nodal urban extension in the western area of East Devon, in close proximity to the strategically significant city of Exeter.

The masterplan has had regard to a number of requirements within existing and emerging Development Plan Documents, as well as other constraints and opportunities. They include:

- Providing SANGS at a level of 8ha per 1,000 new residents;
- The delivery of net gains in biodiversity;
- In excess of 1 new job being created for every 1 new home being proposed;
- The proximity to a waste to energy scheme at Hill Barton Industrial Estate. The waste to energy plant has already been identified by East Devon District Council as being a scheme suitable to provide heat and power to development via a district heating network and private wire connections;
- With additional land to the north, the potential to provide an eastwards extension to the Clyst Valley Regional Park; and
- The potential to provide a vehicular connection to the Site's northern boundary that could, in time and if it came forward as part of a multi-nodal urban extension, form a vehicular connection from the A3052 to the A30.

Response to the Regulation 18 Issues and Options Consultation

Given their land interest, the Cherwell Group are pleased to have the opportunity to provide comments at this early stage of the development plan process. Accordingly, the following Section of this representation provides their views on the issues raised within the consultation document and their specific responses to the questions raised within it.

Question 2 - Form of the Local Plan

The Cherwell Group agrees with the Local Planning Authority; the most appropriate way forward is to produce a single Local Plan covering all key planning issues and opportunities within the District. The alternative approach, a plan covering strategic matters, followed by one or more additional plans covering non-strategic matters, will create a far more protracted process for delivering a complete up-to-date Development Plan for East Devon.

Question 3 - Neighbourhood Planning

Neighbourhood Plans can form important elements of a Development Plan. However, their use and scope is clearly established in legislation and national planning policy. For instance, para. 13 of the National Planning Policy Framework (hereafter NPPF) confirms that Neighbourhood Plans should support the delivery of strategic policies contained within local plans. In addition, the NPPF also confirms that Neighbourhood Plans should only contain non-strategic policies (para. 18) and that they should not promote less development than set out in the strategic policies for the area or undermine strategic policies. Moreover, in forming a Neighbourhood Plan, it is required to meet Basic Conditions, one of which is its requirement to be in general conformity with strategic policies contained within the Development Plan.

Consequently, it is clear that a Local Plan has primacy over a Neighbourhood Plan and that it is the role of a Neighbourhood Plan to support the delivery of the Local Plan.

Question 4 - Planning for Health and Wellbeing

Health and wellbeing is an important planning consideration and one which has been fully considered in the proposals for land at Axehayes. As shown on the accompanying masterplan, the proposed development would include the provision of around half the Site as green infrastructure. As well as helping to alleviate recreational pressures on Natura 2000 sites and providing significant biodiversity gains, the greenspace could be used to provide recreational opportunities for residents of the scheme and those in the wider area. Should the option of creating a multi-nodal urban extension be pursued by the Local Planning Authority, which encompassed land between the A30 and the A3052, there are opportunities for an eastwards extension to the Clyst Valley Regional Park which would provide similar benefits.

The location of new development is similarly important. The closer different forms of development are to one another, the greater the probability of residents accessing them by sustainable modes of travel. The proposals at land at Axehayes have been formed in a manner that will provide a sustainable community, with high quality homes, jobs, retail facilities and recreational opportunities. Two independent planning Inspectors have also acknowledged the sustainable credentials of the broad location.

Its location, on the edge of a regionally significant City would also ensure that development is located closest to where jobs are likely to arise; where there is the greatest potential to secure increased public transport investment and usage; and close to a regionally important retail and cultural offering (Exeter). Development in this location would therefore provide a strong fit with para. 103 of the NPPF.

The proximity to the waste to energy plant to the east of the Site also provides the opportunity for the development to be heated via a decentralised district heat network and to be powered by a private wire connection. This would be a significant benefit for the scheme and could support the Council's aspirations for carbon reduction.

Question 5 - Energy Efficiency of New Buildings

We recognise the Local Planning Authority's dilemma. However, their recent work on the Cranbrook Plan provides a useful understanding of the costs associated with the delivery of energy efficient development, including achieving zero carbon schemes. Using that example, the costs associated with delivering energy efficient development has had an impact on the level of developer contributions that can viably be provided, as well as levels of affordable housing.

Consequently, before committing to a certain level of energy efficiency, it is necessary to have a full grasp of costs associated with the delivery of such requirements and a strategy for achieving them. Without fully considering both, there is the potential that planned developments would be stalled, undermining the delivery of housing, affordable housing and other development, including employment land.

It is therefore suggested that on balance and having regard to competing pressures, the most sensible option would be to adopt Option 3. In doing so, new development would be required to deliver the standards outlined in Building Regulations. We are aware that these are being reviewed by Government at present through the Future Homes Standard Consultation and it is possible that more rigorous standards will be in place during the formation of the Local Plan in any event.

Question 7 - Carbon Saving Measures

The Local Planning Authority should explore other carbon saving measures, such as those set out in para. 4.8 of the Local Plan.

However, to be reflected in policy as requirements of development, there needs to be certainty that such measures are viable propositions, both financially and technologically. There is also a need to ensure that such measures would be supported through the development management process. In forming policy around carbon saving measures, the Local Planning Authority should be mindful of para. 16 of the NPPF which outlines that plans and therefore policies contained within them, should be ***“positively prepared, in a way that is aspirational but deliverable.”***

In these representations we have highlighted the opportunity associated with the waste to energy scheme at Hill Barton Industrial Estate, which has the potential to provide heat and power to the homes and employment opportunities proposed at land at Axehayes.

Question 8 - How Many Homes Should be Built?

Housing Need: The NPPF outlines that when considering how many homes are needed, strategic policies should be informed by a local housing need assessment conducted using the standard method in national planning guidance, unless exceptional circumstances justify an alternative approach. In the case of East Devon, we are not aware of any exceptional circumstances to depart from the use of the standard method.

At para. 5.8 of the Consultation Document, the Local Planning Authority correctly identifies that the latest local housing need figure for East Devon is 928 dwellings per annum². Para. 11(b) of the NPPF confirms that this is the minimum level of housing that should be provided within the emerging Local Plan.

² Ministry for Housing, Communities and Local Government, Changes to the Current Planning System, December 2020.

Further guidance is provided within the Planning Practice Guidance³, wherein it states that there are circumstances where Local Planning Authorities should consider providing housing at a level above the minimum requirements as set out in the standard method. Such considerations include:

- Where growth strategies for an area are in place; and
- Where an authority agrees to take unmet need from a neighbouring authority.

As the Local Plan evolves, it is likely that both circumstances will exist for East Devon.

Firstly, East Devon (and in particular the District's western areas) formed part of the Exeter and East Devon Growth Point, which had a target of delivering 25,000 new homes and 25,000 new jobs by 2026. East Devon's contribution to this target was 10,000 new homes and 10,000 new jobs, hence the position adopted in the existing Local Plan of creating an additional job for every new home built. Whilst the Growth Point has transitioned to the Exeter and East Devon Enterprise Zone, there remains, albeit with a greater focus on employment land provision, a clear growth agenda. Appropriate levels of housing will be a key component of attracting businesses and occupiers into the Enterprise Zone. It is possible that a level of housing in excess of the local housing need figure will be required to support the economic growth ambitions of the Enterprise Zone and the wider area.

Secondly, East Devon are under a legal obligation to co-operate with their neighbouring authorities on strategic planning matters⁴. The Duty, which *inter alia* relates to both sustainable development and the use of land where it would have a significant impact on at least two local planning authority areas, requires local planning authorities:

- To engage constructively and on an ongoing basis to develop strategic planning policy responses; and
- To consider joint approaches.

Further advice is provided within the NPPF. Para. 24 confirms that local planning authorities and county councils have a duty to cooperate with each other and with other prescribed bodies on strategic matters that cross administrative boundaries. Para. 26 confirms that effective and ongoing joint working with these parties is integral to the production of a positively prepared plan and a justified strategy. Matters relating to infrastructure and "**whether development needs that cannot be met wholly within a particular plan area could be met elsewhere**" are highlighted as being specific matters for consideration.

The latter point is particularly relevant in the Exeter city region. Given its tightly drawn administrative boundary, the availability of suitable land to accommodate housing and other viability concerns, it is likely that Exeter will not be able to meet its own objectively assessed need for housing in its new Local Plan. In line with their legal obligations under the Duty to Cooperate, it will be necessary for East Devon to consider a planning policy response to addressing this issue. The response would be for East Devon to meet some or all of Exeter's unmet housing need in the emerging Local Plan. This would require the delivery of a higher level of housing than the standard method suggested was necessary for East Devon.

Accordingly, and for the reasons set out above, the standard method derived housing need figure for East Devon should be considered as being a starting point only and there is likely to be a need to plan for a higher level of housing. Under those circumstances, providing any of Exeter's unmet housing

³ Ministry for Housing, Communities and Local Government, Planning Practice Guidance, Housing and Economic Needs Assessment, Paragraph: 010 Reference ID: 2a-010-20201216, Updated 16th December 2020.

⁴ Localism Act 2011, Section 110,

need adjacent to the City, but within East Devon, would be a logical strategy.

We therefore would advocate Option 2.

Housing Supply: Para. 5.3 of the Consultation Document outlines that the use of the annualised standard method derived figure for housing need (928 dwellings per annum) would suggest that over the 20-year Plan period there would be a need to plan for 18,560 new dwellings. The document also suggests that after deducting existing commitments, windfall provision and other sources of supply from the housing requirement, there would be a need to find land to accommodate at least an extra 6,615 dwellings.

Reference to 'at least' is important for two reasons as follows: (1) the scale of housing need is likely to be higher for the reasons outlined above; and (2) the sources of supply are unlikely to deliver in full over the Plan period.

In terms of the latter point, the supply figure outlined within the consultation document has been taken from Section 3 of the Council's 2020 Housing Monitoring Report. If the supply figure derived from the Monitoring Report represents all commitments and other components of supply and does not include a non-implementation rate, then this would be unrealistic. For reasons that are well rehearsed, not all planning permissions and commitments translate into a residential completion.

We note that in order to provide flexibility, the existing Local Plan identified a supply of housing that was over 7% higher than the objectively assessed level of housing need. A similar non-implementation rate should be applied to the identified local housing need figure in the emerging Local Plan.

Question 9 – Sites for Small Scale Housing

Para. 68 of the NPPF identifies that small and medium sized sites can make an important contribution to meeting housing needs and can often be built-out relatively quickly. Whilst these benefits are acknowledged, too great a reliance on such sites could have other unintended consequences. Often such sites do not deliver the infrastructure that is capable of being delivered by strategic scale developments. This places increased strain on the capacity of existing infrastructure and services. Accordingly, the approach adopted in the NPPF, for Local Plans to meet 10% of their requirements from such sites, is appropriate. We therefore advocate Option 1.

In addition, we note the Local Planning Authority's justification for promoting small scale development at para. 5.7 of the Consultation Document but consider that they are all matters which are capable of being controlled by the Local Planning Authority; employment skills strategies and housing mix can be conditioned or form an obligation of a legal agreement and planning permission can be refused for sub-standard design.

Question 12 – Preference for Location for Future Job Provision

As set out above, the existing Local Plan's spatial strategy for accommodating job provision within East Devon was considered against other reasonable alternatives and was considered to be the most appropriate. We are unaware of any circumstances that would suggest the need to reconsider this position. Indeed, Section 6 of the Consultation Document reaffirms the need for a continuation of the current economic development strategy by outlining the following:

- Many of East Devon's residents commute out of the district for employment, especially to Exeter;
- Large-scale employment developments have occurred on the edge of Exeter;

- Away from Exeter ***“there has been limited progress in bringing forward allocated employment sites⁵”***; and
- There is recognition that the greatest demand for inward investment will continue to lie close to Exeter and the M5 motorway.

Accordingly, it is necessary for the employment strategy to continue to focus employment growth in the western portion of the District, close to Exeter.

However, we are aware that there is a significant quantum of employment development planned to the north of the A30. The quantum of employment development in this location formed a large proportion of the committed employment development referred to in the Regulation 18 version of the Greater Exeter Strategic Plan. The Greater Exeter Strategic Plan noted that these commitments ***“have often been slow to come forward⁶.”***

Consequently, any further reliance on any additional land, over that already committed in areas to the north of the A30, risks not being deliverable over the Plan period and therefore would not be ***effective.***

Accordingly, so as to provide choice, there is a need to allocate land at a second location in the western portion of the District, which is close to Exeter. Land at Axehayes provides that viable alternative.

As outlined above, the Site is within an area that has been considered by Independent Planning Inspectors to be sustainable and can be accessed by sustainable modes of transport. It is also a proven employment location; take-up rates in the recently completed Winslade Manor development have been impressive, whilst the Council’s 2019 Employment Land Review confirmed that Yeo Business Park was fully occupied, whilst only seven units on the Hill Barton Industrial Estate were vacant.

Accordingly, we advocate an employment strategy that continues to focus growth where it is required (to the east of Exeter), but to provide the greatest potential for it to come forward within the Plan period, at an alternative location to areas to the north of the A30.

Question 23 – Promoting Access to Facilities

As alluded to in Question 23, the spatial strategy adopted in the emerging Local Plan will be a key determinant to promoting sustainable modes of travel, including walking and cycling.

Within these representations, we have highlighted that the spatial strategy adopted in the current Local Plan was considered at Examination to be the most appropriate when considered against reasonable alternatives. It also strongly aligns with national planning policy (e.g. para. 103 of the NPPF).

The strategy seeks to place the majority of development in the western area of the District, closest to the greatest number of services, facilities, jobs and public transport opportunities. In doing so there is a greater probability that these services and facilities and job opportunities will be accessed by sustainable transport modes, including walking and cycling.

We are not aware of any reason to pursue an alternative strategy, which would be less sustainable and more likely to encourage longer journeys and less sustainable commuting patterns.

⁵ East Devon Council, para. 6.6, Regulation 18 Local Plan, January 2021.

⁶ GESPA Authorities, para. 6.19, Regulation 18 GESPA, June 2020.

Accordingly, we would advocate a continuation of the current spatial strategy; the focus of new development at a small number of growth areas, located in the western edge of East Devon, adjacent to Exeter.

Question 27 – Retaining and Refining the Existing Settlement Hierarchy

As outlined in the emerging Local Plan, the spatial strategy adopted in the existing Local Plan recognises that **“Exeter is a vibrant city that supports many jobs, with many East Devon residents travelling into the City for work and also for the services and facilities⁷.”** The document also confirms that by focusing residential development close to Exeter, it means that people can benefit from shorter journey distances.

For these reasons, the Local Planning Authority continues to conclude that **“the importance and draw of Exeter provides a sensible planning reason to seek to accommodate growth in close proximity to the City boundary⁸.”**

We do not demure from these conclusions and would advocate that there are legitimate planning reasons to continue with the current strategy which focuses growth within the western portion of East Devon, in close proximity to Exeter.

However, the previous Local Plan has placed growth within the western portion of East Devon to the north of the A30. Whilst we do not raise any concerns over the delivery of those planned sites (including the sites coming forward through the Cranbrook Plan), any further reliance on land to the north of the A30 risks, due to the quantum of development already being planned for in that area, not being delivered within the Plan period.

Land at Axehayes, and potentially land further to the north, provides an opportunity to accommodate strategic development that accords with the spatial strategy, but at the same time is sufficiently distant from the development proposed to the north of the A30, to ensure that it is deliverable over the Plan period.

To facilitate this opportunity, we would suggest that land at Axehayes (and if brought forward as part of a multi-nodal urban extension, land to the north), is defined as forming part of East Devon’s expanded ‘West End.’

Question 28 – Broad Distribution of Housing Development

In response to previous questions, we have outlined that the emerging Local Plan should continue to focus growth within the western areas of East Devon and close to Exeter. The sustainability benefits of adopting such a strategy, the added advantages of delivering growth in areas where there is most demand and the environmental constraints contained within other areas of the District, mean that this is a strategy that should be continued. We therefore support Option 1.

Whilst there is an argument for additional growth to be focused within the western area of East Devon, we are mindful of the conclusions of the Inspector who examined the current Local Plan, who raised concerns about the quantum of housing proposed in the remainder of the District. For this reason, Option 1 strikes an appropriate balance between delivering the benefits associated with focusing growth in the western areas of East Devon, but in a manner that also responds to the housing needs of the District’s other towns, villages and rural areas.

⁷ East Devon Council, para. 13.3, Regulation 18 Local Plan, January 2021.

⁸ East Devon Council, para. 13.4, Regulation 18 Local Plan, January 2021.

Question 29 – Future Options for the Type and Location of Development

So as to ensure that the development needs of East Devon are met, there will inevitably be the need to plan for a variety of sizes of development and for it to be focused at various locations. This will include large-scale urban extensions / new towns on the edge of Exeter, through to smaller scale sites within and on the edge of the District's towns and villages.

However, given the scale of the local housing need, the Local Planning Authority will be required to identify locations for new strategic development. In line with our responses to other questions posed in the consultation, these should be focused in the western areas of East Devon, close to Exeter. Land at Axehayes provides a sustainable location that could accommodate strategic levels of development alone, or as part of a multi-nodal urban extension that includes land to the north.

Question 31 – Planning for Development Beyond 2040

If the results of the technical work underpinning the emerging Local Plan consider that the most appropriate long-term strategy for accommodating growth within the District is to focus development at a new town or a large-scale urban extension, then the Local Planning Authority should consider planning beyond 2040.

This view receives support from the current consultation version of the NPPF which states that:

"Where larger-scale development such as new settlements form part of the strategy for the area, policies should be set within a vision that looks further ahead (at least 30 years), to take into account the likely timescale for delivery?"

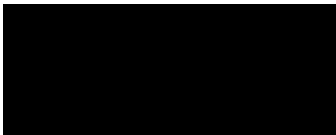
Summary and Next Steps

The representations outlined above provides the Cherwell Group's response to the Regulation 18 version of the emerging East Devon Local Plan. Together with the accompanying Vision Document, it sets out the development opportunity at land at Axehayes, which could come forward independently, or as part of a larger strategic development.

The Cherwell Group will continue to progress with the necessary technical information to support their promotion. They would, in due course, welcome the opportunity to meet with the Local Planning Authority to discuss their development opportunity.

Should you require any further information, please do not hesitate to contact me.

Yours sincerely,



Neil Mantell
Director

⁹ Ministry for Housing Communities and Local Government, para. 22, NPPF Draft Text for Consultation, January 2020.

Axehayes Exeter



CHERWELL
GROUP



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OUR VISION

To work with the landowner and their agents in order to create a development that is truly sustainable, which provides a framework for social inclusivity, and environmental stewardship, and which helps deliver continued economic prosperity for the region.



Axehayes

LANDSCAPE LED

This vision document describes our first thoughts with regards to the potential of the site at Axehayes.

The site is strategically located to support growth both now and in the longer term. It is capable of assisting in the delivery of a strategic road link between the A3052 and the A30, and would benefit from direct links to the existing waste to energy development to the east of the site.

The site offers the opportunity to create a mixed use urban extension that would see new commercial development, bolstering and diversifying current employment uses at Hill Barton Business Park, high quality housing, and community facilities embedded within the site's landscape through a robust and interconnected Green Infrastructure network. Indeed a generous Green Infrastructure that threads through the site will sensitively integrate development into the landscape, it will afford an attractive setting to residents, workers and visitors alike, and will deliver biodiversity net gain alongside excellent recreation opportunities.

We have evaluated the site's known constraints, characteristics and context, and have developed a vision for how the site could be developed sensitively within the landscape. We have also provided a high level evaluation with regard to how the site may be delivered.

Planning Context

NATIONAL PLANNING POLICY

The National Planning Policy Framework (NPPF) (2019) sets out the Government's planning policies for England and how these should be applied. The NPPF indicates that the purpose of the planning system is to contribute to the achievement of sustainable development, with three overarching objectives: economic, social and environmental. These objectives are interdependent and need to be pursued in mutually supportive ways, so that opportunities can be taken to secure net gains across each of the different objectives. They should be delivered through the preparation and implementation of plans but are not a criteria against which every decision can or should be judged (paras. 7-9).

At the heart of the NPPF is the presumption in favour of sustainable development. For plan making this means that plans should positively seek opportunities to meet the development needs of the area and be sufficiently flexible to adapt to rapid change. Strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas, unless

- (i) the application of policies within the Framework that protect areas or assets of particular importance provides a strong reason for restricting development; or
- (ii) any adverse impact would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

The planning system should help to create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future (para. 80). Para. 81 states that planning policies should identify strategic sites to meet anticipated needs over the plan period.

Para. 59 of the Framework requires that to significantly boost the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed.

Para. 72 confirms that the supply of new homes can often best be achieved through planning for larger scale development, such as new settlements or significant extensions to existing villages and towns, provided that they are well located and designed and are supported by the necessary infrastructure and facilities. In doing so, proposals should be informed by amongst other things:

- (1) opportunities presented by existing or planned investment in infrastructure;
- (2) the area's economic potential;
- (3) that it will function as a sustainable community, with sufficient access to services and employment opportunities within the development itself; and
- (4) that a variety of homes can be provided.

Planning Context

It is the planning systems role to actively manage patterns of growth and significant development should be focused on locations which are or can be made sustainable. This helps to reduce congestion and emissions and will improve air quality and public health (para. 103).

Planning policies and decisions should promote an effective use of land in meeting development needs, whilst at the same time safeguarding and improving the environment and ensuring safe and healthy living conditions. Amongst other things, the planning process should encourage multiple benefits from both urban and rural land, including through mixed use schemes and achieving opportunities to achieve net environmental gains (para. 117 and 118).

Para. 96 of the NPPF also identifies the importance of providing access to a network of high-quality open spaces and opportunities for sport and physical activity.

The planning system should also support the transition to a low carbon future in a changing climate. It should, inter alia, help to contribute to radical reductions in greenhouse gas emissions and support renewable and low carbon energy and associated infrastructure (para. 148). To increase the use and the supply of renewable and low carbon energy and heat, plans should identify opportunities for development to draw its energy supply from decentralised, renewable or low carbon energy supply systems and for co-located potential heat customers and suppliers (para. 151).

LOCAL PLANNING POLICY

The principal document in the Development Plan relevant to the development proposed within this document is the East Devon Local Plan 2013-31, which was adopted in January 2016. It establishes the overarching policy framework for East Devon. In doing so it confirms where development will take place and how the natural and built environment in the area will be protected and enhanced. Key strategic sites are identified in order to meet the development needs of the area.

Strategy 1 identifies a need for 17,100 dwellings across the Plan period, which equates to 950 dwellings per annum.

Strategy 2 confirms that 10,563 dwellings (60%) of all new housing within the Local Authority area will be focused within the West End. The supporting text for Strategy 1 confirms that the West End will also be the focal point for economic development over the plan period.

Accordingly, the spatial strategy seeks to focus development closest to where jobs are likely to arise; where there is the greatest potential to secure increased public transport investment and usage; and close to where there is an existing sub-regionally important retail and cultural offering (Exeter). Development within this area also assists Exeter to realise its full potential as an economic and commercial centre.

Given the requirements of national planning policy at the time the Local Plan was written, this strategy for accommodating East Devon's needs must have been considered the most appropriate when considered against other reasonable alternatives.

Planning Context

FUTURE DEVELOPMENT REQUIREMENTS AND SPATIAL STRATEGY

The planned levels of growth and the spatial strategy adopted within the existing Local Plan provide important considerations for the new Local Plan, which has reached the Regulation 18 stage.

The latest expressions of housing need provided by the Government's new standard method suggest that there is a minimum annual housing need of 928 dwellings per annum. This is not a dissimilar figure to the annual housing requirement contained within the existing Local Plan (950 dwellings per annum). However, Government advice confirms that this should be a starting point and there are instances where it might be appropriate to plan for a higher housing need figure. Such circumstances include where there are growth strategies in place for an area, or where an authority agrees to take unmet development from a neighbouring authority. Both circumstances exist for East Devon.

EXISTING GROWTH STRATEGY

The Exeter and East Devon Enterprise Zone, which is located in East Devon, seeks to promote growth to four major employment sites on the edge of Exeter in the West End of East Devon. The designation of the Enterprise Zone was a logical progression from the Exeter and East Devon Growth Point, which covered Exeter and parts of three other Local Authority Areas, including East Devon. It was tasked with delivering a programme to create around 25,000 new homes and 25,000 jobs in the period up to 2026. This part of East Devon is clearly a location that the Council considers to be suitable to accommodate significant and sustained economic growth. There will continue to be a need for appropriate levels of housing to support the area's economic growth ambitions.

NEIGHBOURING AUTHORITY DEVELOPMENT NEEDS

In addition, a combination of Exeter's tightly drawn administrative boundary and its lack of availability of suitable land for housing that can be viably developed is likely to mean that it will not be able to meet its own needs when it begins to review its own Development Plan. Under the existing Duty to Cooperate arrangements, there is a legal obligation for East Devon to cooperate with Exeter on such matters. In addition, and as set out above, para. 11(b) of the NPPF states that, subject to the tests outlined in para. 11(b)(i) and (ii) strategic policies in Local Plans, should, as a minimum, provide for objectively assessed needs, as well as any others that cannot be met from neighbouring areas, which in this case is likely to be Exeter.

Consequently, whilst there will be a need for the Local Plan to plan as a minimum, for a comparable level of housing to the existing Local Plan, there is clear justification for the Council to consider planning for potentially even higher levels.

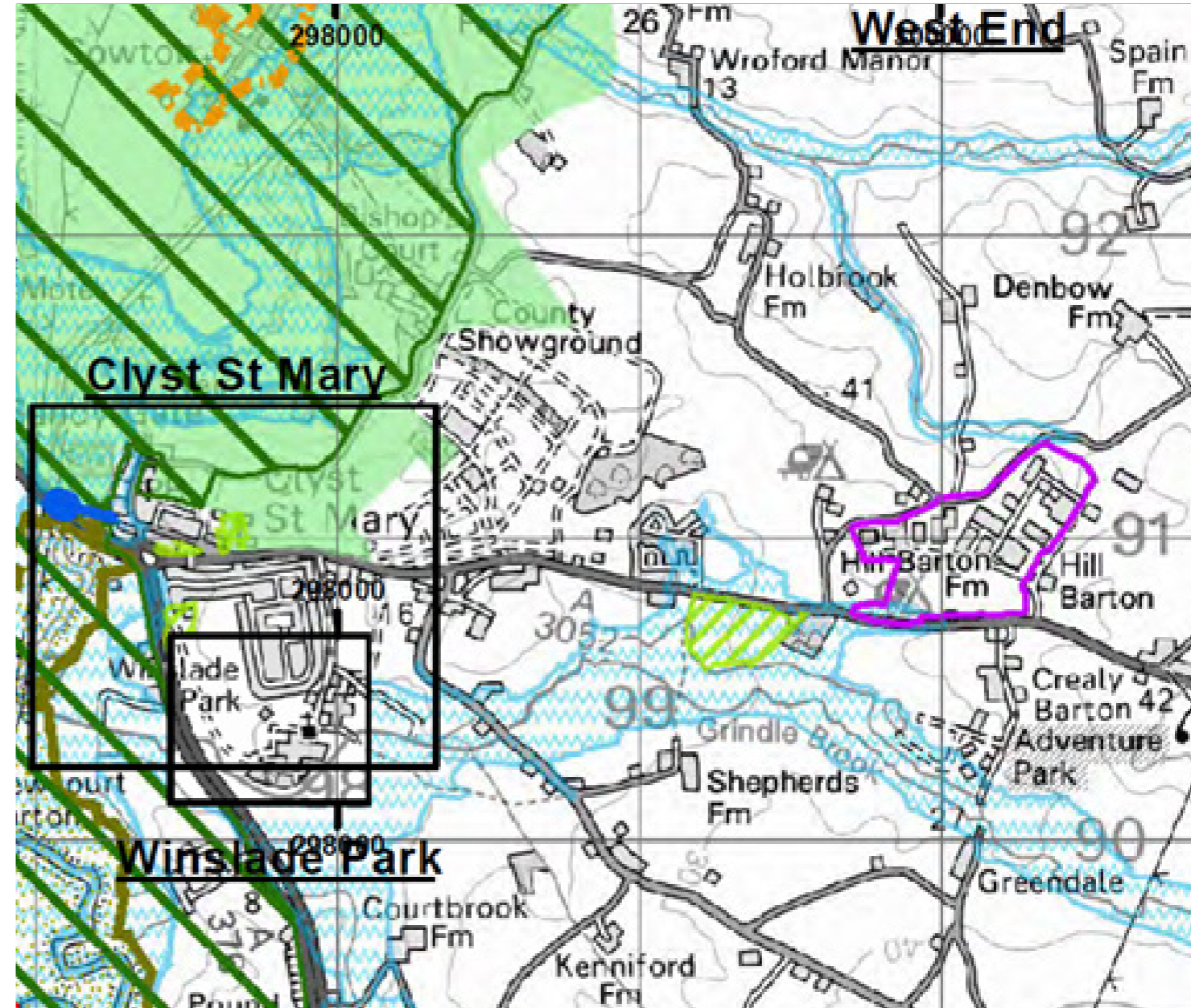
In terms of distribution, the existing strategy has focused growth to the West End of East Devon. This strategy is undeniably the most sustainable for the reasons set out above. It is an approach that is firmly based on a thorough assessment of sustainable development objectives, including those contained within the NPPF (para. 103 for instance). However, a number of these strategic sites have only recently begun to deliver and there is further development proposed at areas which have previously been identified as being foci for growth.

In addition, and as was reported in the Regulation 18 version of the Greater Exeter Strategic Plan (June 2020), whilst there a large number of employment land commitments on the edge of Exeter, "these commitments have often been slow to come forward, some having been allocated or permitted for many years."

Planning Context

Consequently, any further reliance on these locations to deliver additional development would be unrealistic. There is therefore a need to find further opportunities within East Devon, but close to Exeter, to accommodate housing and employment growth. Land at Axehayes, which is within the western portion of East Devon, but close to Exeter, is one such location.

It is located within an area of East Devon that has twice been considered by the Planning Inspectorate to be a sustainable location for further development and is a proven and successful employment location. It was identified within the Regulation 18 Greater Exeter Strategic Plan, together with land in the surrounding area, as an option for accommodating strategic levels of development. Few technical constraints were identified within the evidence base supporting the Greater Exeter Strategic Plan and none are considered to be insurmountable.



Extract from East Devon Local Plan - Proposals Map

Landscape Context

LANDSCAPE & VISUAL

This section of the document considers the baseline condition for the site and context, including relevant designations, character assessments and preliminary descriptions of visual amenity. Based on this information landscape and visual considerations are recommended for any future design. Observations within this report are derived from desktop study and a visit to the site and its context on the 4th and 5th March 2021.

BASELINE

The site is approximately 32.3 Ha in size and located directly north of the A3052. It lies approximately 2km east of the edge of Exeter and 1km east of Clyst St Mary. The land comprises entirely of arable farmland, subdivided into irregular fields by mature hedgerows, trees and timber fencing.

The site is defined by vegetation aligning the perimeter, with the exception of sections to the north west and the south east, which are defined by no physical boundary and a small linear bund respectively. The site is accessed via a route from the A3052 and from two points to the north from a minor road. This minor road also provides a circuitous 'country' route between the A3052 and the A30 to the north. These A roads in turn connect to the M5 at Junctions 30 and 29 respectively, to the east of Exeter.

Levels within the site range from approximately 18.5m Above Ordnance Datum (AOD), to the south western corner and 40.5m AOD to the north; part of a local ridgeline formed alongside the road abutting the site. The site falls generally from north to south, with the steeper sections focussed to the north.

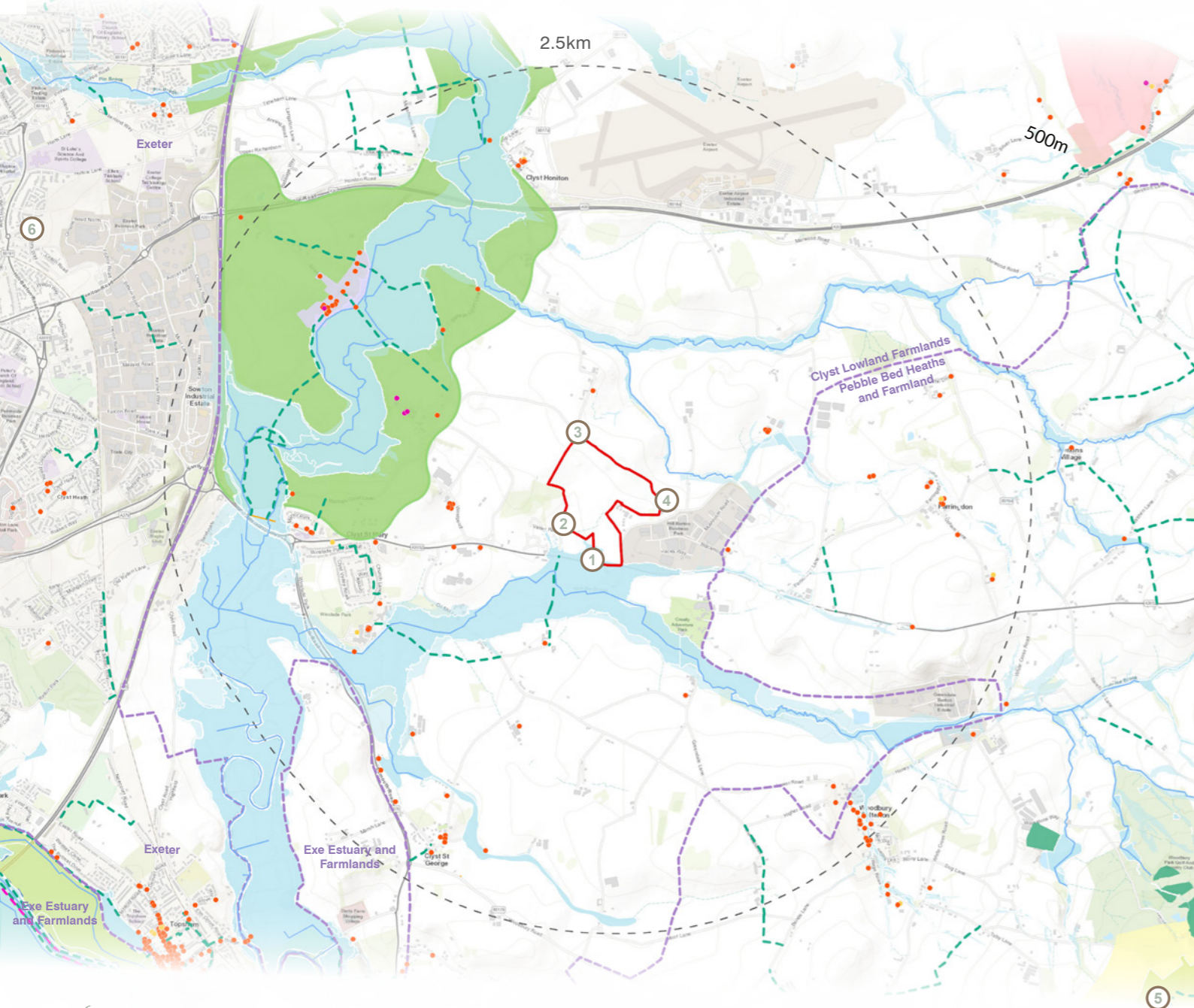
The sloping site provides an open face to potential receptors to the south. Whilst the ridge is visible in all directions it acts to screen the southern slopes from land further to the north. The wider landscape is undulating and ranges from circa 5m to 70m AOD. A ditch line runs west to east across the centre of the site connecting to the Grindle Brook, located near to the west of the site. The Holbrook is located approximately 1.5km north of the site. Both run west and form tributaries to the River Clyst and Clyst Valley.

The majority of the site adjoins farmland, which is the dominant land use within the local area. A small section of the Cat & Fiddle residential park is located to the south west corner of the site, with the remainder separated from the site by an intervening field.

A small woodland abuts part of the western boundary. The eastern edge of the site wraps around Axehayes Farm; a working farm and small business park. The eastern boundary of the site neighbours a cat protection centre, and the Hill Barton Business Park and Hill Pond Caravan and Camping Park. A recent permission for a new waste to energy centre within the Business park is of note and affords a potential connection to the site. Beyond the A3052 directly south lies Exeter City Football Club's Training Ground.

The local landscape incorporates a large number of urbanising features, including the A3052, overhead powerlines that traverse this route, and the Hill Barton Business Park. Accessible from the A3052, within short distance of the site, there are a number of commercial, leisure and infrastructure projects including Westpoint, an event centre, Crealy Theme Park and Resort, the Cat & Fiddle Inn, Yeo Business Park / Axehayes Business Park, Old Mill Sewage Works and a number of small groups of residential properties.

There are no Public Rights of Way (PRoW) within the site, although there is an extensive network of routes accessible within the local countryside.



- Site Boundary
- Study Area
- Public Rights of Way
- Existing Water Course/Water Bodies
- Flood Zone 2 & 3 (approx. extents)
- Special Protection Areas/SSSIs
- East Devon Area of Outstanding Natural Beauty
- Ancient Woodland
- Conservation Area
- Listed Buildings**
- Grade I
- Grade II*
- Grade II
- Cyst Valley Regional Park
- East Devon Landscape Character Areas
- 1 Viewpoints (see following pages)

Landscape Context

DESIGNATIONS

The site does not fall within any designations. The nearest of note include:

- The East Devon Area of Outstanding Natural Beauty (AONB) (approximately 4.5km to the east),
- East Devon Pebblebed Heaths Special Protected Area (SPA), Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI) (4.5km to the south east), and
- Exe Estuary SPA (approximately 3.1km south west).

Landscape Context

LANDSCAPE

The site falls within the National Character Area 148 'Devon Redlands', produced by Natural England and the local character area 'Clyst Lowland Farmlands' by East Devon District Council. The study area is typical of the local character area and the following key characteristics recorded in the study are relevant:

- 'Lowland, undulating farmed landscape...'
- 'Landscape crossed by streams and meandering watercourses which feed into the more distinct valleys of the Clyst (a tributary to the Exe)...'
- 'Generally well treed appearance due to significant numbers of hedgerow trees although few woodlands...'
- 'Mixture of small to medium scale fields often with curving boundaries reflecting medieval origin'
- 'Mixed farming including arable and some pasture along watercourses where there is seasonal flooding, as well as areas of horsiculture and hobby farming'

- 'Nature conservation interest provided by unimproved neutral grassland and marshy grassland, particularly fringing streams and plantation/ semi-natural and ancient woodland in the north-west'
- 'Historic parkland in the north-west of this area with notable areas of parkland and veteran trees'
- 'Dispersed pattern of small villages...'
- 'Overarching perceptions of tranquillity and quintessential English lowland farmland when away from infrastructure and communication corridors and a sense of isolation in parts'
- 'Views to surrounding ridges of higher land'

Of most relevance to the site and its context, the document promotes the following objectives.

Protect:

'Protect the character and setting of the parkland landscapes, ensuring any new development does not encroach upon the historic landscape or views to it'

'Protect the sparse settlement pattern of clustered hamlets, villages and farmsteads, preventing the linear spread of development along river valleys and roads wherever possible'

'Protect the landscape's network of quiet lanes enclosed by woodland and species-rich hedgebanks...'

Manage:

'Manage the landscape's distinctive hedges to strengthen the strong square field pattern. Reinstate coppicing to mature sections and grown-out trees to ensure the future survival of these characteristic features'

Plan:

'Create, extend and link woodland and wetland habitats to enhance the water storage capacity of the landscape, reducing soil erosion, agricultural run-off and downstream flooding and improving water quality'

'Encourage the natural regeneration of woodland and new planting...to link fragmented sites'

'Minimise soil erosion and reduce diffuse pollution by replanting of former hedgelines'

'The planting of hedgerow trees including oaks to provide vertical elements and future veterans for wildlife.'

'Plan to ensure the sensitive location of new development...avoiding prominent open ridges and slopes'

Landscape Context

VISUAL

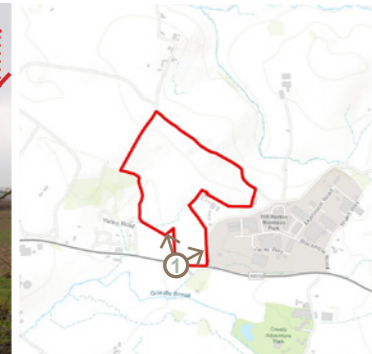
The site is aligned by two single storey residential properties representing a portion of the south western edge, set beyond a dense hedgerow boundary, with views across the centre of the site towards the business parks to the east. These residential receptors, given their proximity to the site and any potential change of view are considered to be sensitive to the effects of development. In addition, approximately ten more properties, including those aligning Valley Road and two properties south west of the A3052 may appreciate similar views, seen across the intervening field. These properties would similarly be sensitive to development. It is not anticipated that any additional residential receptor within the study area would be able to view the site.

The southern boundary of the site is defined by the A3052. The vast majority of the route would be screened from views of the site by either existing vegetation or built form. Opportunities to view the site and distant countryside to the north are restricted to a short stretch leading up to the southern boundary, upon passing Hill Pond Caravan and Camping Park from the east and Cat & Fiddle Park from the west.

Road users experiencing views of and across the site along this route would be largely restricted to motorists and cyclists, as no footpath aligns the abutting section of road. Road users would experience a break along a route largely defined by built form, or otherwise enclosed by vegetation. Motorists would experience the site quickly and obliquely, whilst cyclists would appreciate the environment for longer. It is therefore judged that the motorists would have a low sensitivity to the nature of the change proposed, whilst the cyclists would have a medium sensitivity.



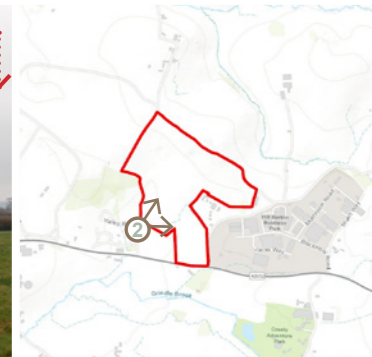
Viewpoint 1 | View from A3052 towards the Site



Viewpoint 1 | Key Plan



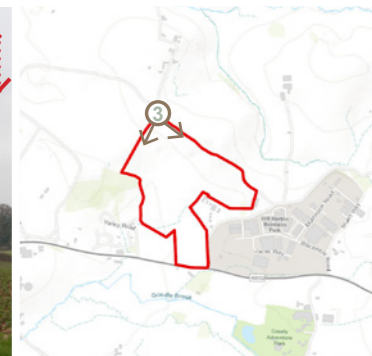
Viewpoint 2 | View from Meadow Close, Cat & Fiddle Park, towards the Site



Viewpoint 2 | Key Plan



Viewpoint 3 | View from unnamed lane towards the Site



Viewpoint 3 | Key Plan

Landscape Context

VISUAL

The unnamed roads wrapping around the east and north of the site, are both narrow, framed by hedgerow and are national speed limit. From the east, the site is seen above hedgerow and experienced in the context of the A3052, vegetation associated with the route, properties fronting the Cat & Fiddle Park, the neighbouring woodland, Axehayes Farm, Hill Barton Business Park, and glimpsed distant views to the south west. Further north, beyond Axehayes Farm, a portion of site is visible in isolation, rising to the form a ridge. The route bounding the north of the site is set within a more rural context and is afforded distant views across the site towards the countryside and a ridgeline to the south. The site is clear, but experienced within the context of prominent commercial buildings located beyond Axehayes Farm to the south east and residential properties within Cat & Fiddle Park to the south west. Given the routes are local routes likely to be navigated at slower speeds by cars, and enjoyed by cyclists and pedestrians for leisure, all receptors would have a medium to high sensitivity to change.

It may be possible to see the site from a limited number of receptors within the immediately surrounding business parks, albeit occupants and visitors are judged to have a low sensitivity to change.

There are a very small number of distant receptors found 1km or more from the site, that would receive a glimpsed or partial view of the site. In all cases, the site would be appreciated as a small part of a scene, not the focus of the view, and typically seen alongside urbanising elements, such as the surrounding business parks, or intervening theme park and often set against a backdrop of the urban form of Exeter.

It is not anticipated that the site will be visible from the local Public Right of Way network.

From the AONB the site is visible at distance within the context of the neighbouring business parks, a theme park, and seen against a backdrop of Exeter. The site appears as a small part of the scene and not the focus, as part of a landscape accommodating a mosaic of land uses set within countryside. The receptors from this designation would be sensitive, but any development would realise slight change at this scale of view.

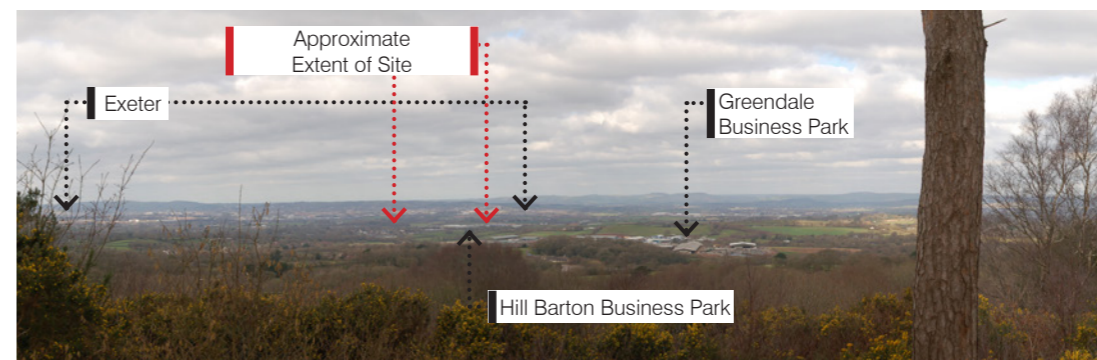
It is not anticipated that any views of the site exist from any Listed Building, Registered Parkland or Scheduled Monument.



Viewpoint 4 | View from unnamed lane towards the Site



Viewpoint 4 | Key Plan



Viewpoint 5 | View from East Devon AONB towards the Site



Viewpoint 5 | Key Plan



Viewpoint 6 | View from Exeter towards the Site



Viewpoint 6 | Key Plan

Landscape Context

LANDSCAPE & VISUAL RECOMMENDATIONS

Any landscape strategy should seek to embed the following considerations, to ensure the proposed development is sensitive to the landscape and visual assets of the site and its context:

















- Existing vegetation on site should be maintained and supplemented to aid assimilation of the development within any view, whilst reinforcing effective green infrastructure for the benefits of function, setting and ecology.
- Proposed woodland belts are to be established within the development, across and up the slopes, to soften and screen sensitive views, whilst promoting an attractive residential and commercial setting.
- Opportunities should be taken to create and enhance wetland to promote ecology, amenity and sensitive water management.
- Land use should be designated to respond to setting and neighbouring land uses.
- Promote a positive setting to existing residents aligning the west of the site, through set back of properties, appropriate planting and/or arrangement of open space and land use.
- Development should be avoided to the ridge line and building heights are to reduce towards the top of slopes perceptible from sensitive locations.
- Buildings are to be high quality and designed to respond to local vernacular.



Considerations

CONTEXT IS KEY

Understanding the Site and its constraints is a crucial part in helping us to develop a sense of place at Axehayes. Further detail concerning the site's key constraints are provided overleaf. These environmental considerations have informed the plans represented within the Emerging Narrative to follow.

- Constraints**
- Site Boundary 
 - Public Right of Way 
 - Existing Water Course/Water Bodies 
 - Existing Woodland/Hedgerows 
 - Flood Zone 2 & 3 (approx. extents) 
 - Existing Field Gate / Vehicular Access 
 - Existing Business Park Pedestrian Access 
 - Existing Bus Stops 
 - Existing Overhead Power Cables 
 - Views Across Site & Wider Countryside 
 - Mobile Home Park Sensitivity 
 - Dominant Architectural Presence of Hill Barton Business Park 
 - Energy Recovery Site (Devon Waste Plan: Policy W6C) land within 0.5km subject to requirements of waste consultation zone (Devon Waste Plan: Policy W10) 
 - Existing Employment Area 
 - Existing Sports Facility 
 - Contour Lines (5m) 

- Opportunities**
- ① Potential for landscape frontage to the site with wetland enhancements
 - ② Opportunity to provide public open space with wide ranging views and enhanced landscape composition of higher slopes
 - ③ Use of rural lanes for active travel routes linked to Clyst Valley Regional Park to be explored as wider potential development comes forward
 - ④ Integrated green infrastructure network to be explored, utilising the framework provided by existing landscape features
 - ⑤ Potential to deliver A3052/A30 link road through the site and land immediately to the north
 - ⑥ Links to potential District Heating Network facilitated by nearby Energy Recovery Site to be explored
 - ⑦ Opportunity to expand employment offering in the local area & deliver much needed housing with associated community facilities



Notes

Site extents and surrounding area fall within Aerodrome Safeguarding Zone. All development within the Site requires consultation with Exeter Airport or Defence Estates.

East Devon AONB and East Devon Pebblebed Heaths (SPA/SCA/SSSI) are 4.5km south-east of the site.

Exe Estuary SPA is 3.1km south-west of the site.

Considerations

DESIGN CONSIDERATIONS

The analysis of site characteristics has identified the following considerations to inform site design:

Flood Risk

To the south of the site is Grindle Brook, which is a tributary to the River Clyst. Grindle Brook is subject to fluvial flooding as identified by the Environment Agency and as such is bound by Flood Zones 2 and 3. There will be no buildings located within this zone. The siting of a primary site access from the A3052 should be explored in more detail, making use of the most narrow stretch of Flood Zone/Site overlap, and the multiple options for the necessary floodplain mitigation available within the bounds of the site.

The site contains a single ditch running east/west across the site, which runs from the boundary of Cat & Fiddle Park to the existing Axehayes Farm. The Environment Agency indicates that the ditch is likely to experience surface water flooding.

Flood risks can be managed through implementation of sustainable drainage systems within the site to capture water and reduce rate of surface water flow, whilst improving quality.

Character and Views

Steep slopes are present in the north of the site which are visible to the east, south and west in the wider landscape. The nature of the landform also restricts development in this area of the site. The Hill Barton Business Park is located immediately adjacent the south-eastern site boundary and is a strong visual influence upon this area. Further business parks are located to the south east and east at Yeo Business Park and Axehayes Business Park. Consideration should be given to complementary land uses in this location.

Site Access

The primary site access could be delivered off of the A3052 on the southern boundary of the site. Within the immediate extent of the site, the A3052 is subject to a 50mph speed limit and provides a single traffic lane in each direction, but does not provide any formal footways or street lighting. New footway infrastructure should be explored along the A3052, connecting the site to local facilities.

Exeter Airport

The site sits within the Exeter Airport 'Aerodrome' Safeguarding Zone, requiring all developments to consult with the Airport and Defence Estates.

Access and Transport

Development of the site has the potential to come forward as appropriate to reflect a detailed understanding of A3052 traffic capacity. A phased approach should be explored that directly correlates with this understanding.

There is potential to deliver an A3052/A30 link road through the site and to the land immediately to the north, that has potential to relieve the M5 motorway (between Junctions 29 and 30) and also open up access to the proposed Clyst Valley Regional Park.

Development

The site offers the opportunity to expand the employment offering in the area as well as deliver much needed housing and associated community facilities.

Connections

There is potential for new pedestrian links across the site improving access to, and the experience of, the wider countryside. Furthermore, existing rural lanes could be re-imagined as active travel routes linked to Clyst Valley Regional Park as wider potential development comes forward.

Waste to Energy

There is potential to connect the site to a permitted waste to energy plant within the Hill Barton Business Park to the east of the site.

Green Infrastructure

An integrated green infrastructure network should be explored, utilising the framework provided by existing landscape features. The northern slopes have potential to deliver dynamic public open space with wide ranging views and an enhanced ridgeline.

Additional functions should also be explored, including wetland enhancements for nutrient neutrality as required, improvement of strategic ecological networks, sustainable drainage systems, walking loops, active travel networks and recreation opportunities.

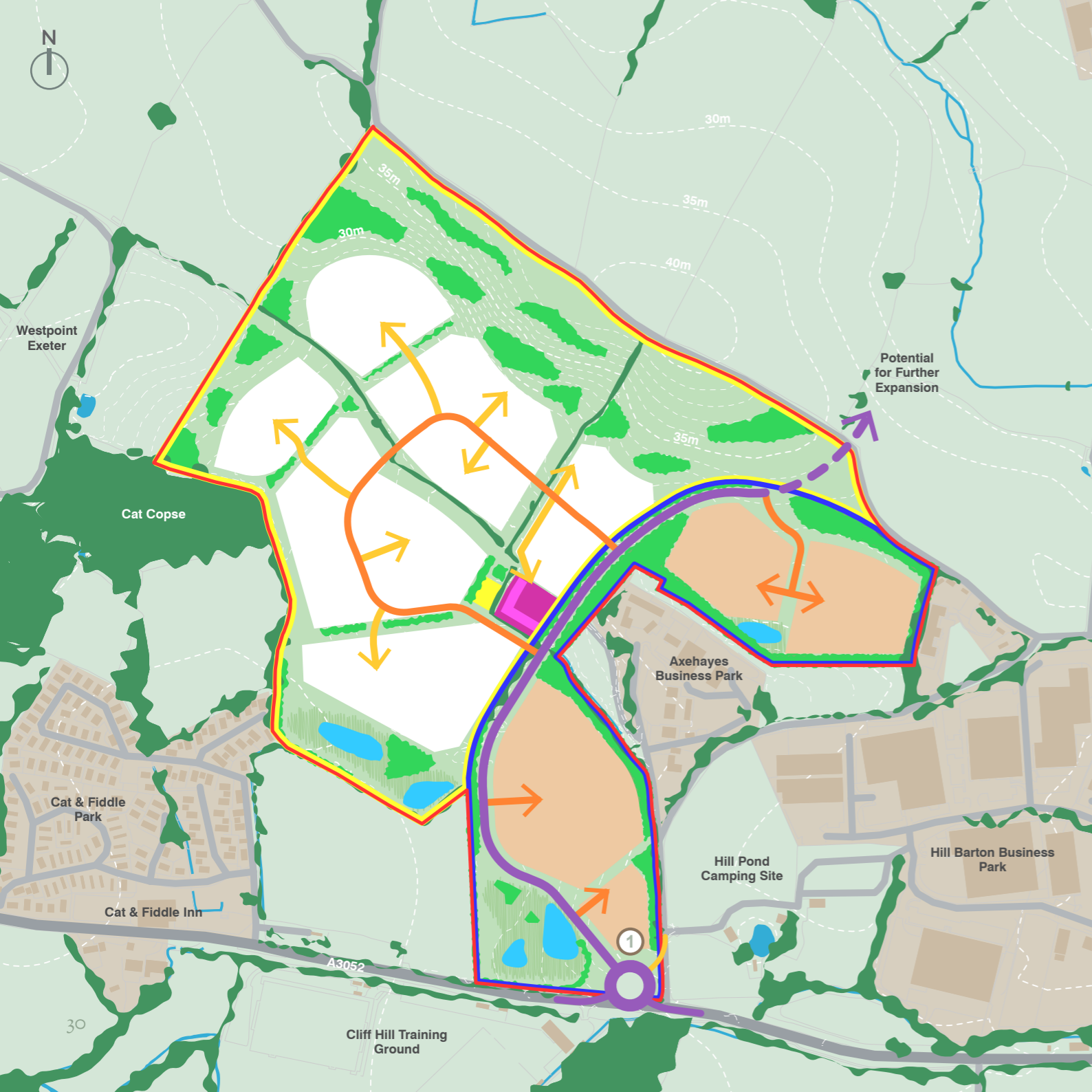
Emerging Narrative

LANDSCAPE LED MASTERPLAN

The site offers the potential to deliver commercial and residential development alongside supporting community infrastructure, set away from sensitive landscapes and within a sustainable location. The extension of neighbouring land use into the site is logical, and offers the opportunity for accommodation within a sensitive landscape framework.

This 'landscape led' scheme, would respond to existing assets and sensitivities, maximising the value of the site to deliver development appropriate to context and for the benefit of the existing and future communities. Considerations include the siting of built form away from ridgelines, the retention and enhancement of landscape patterns to positively shape the development, and the inclusion of multifunctional and connected green infrastructure, offering ecological, water management and amenity benefits, to the site and wider setting.

The proposed land uses are consistent with contextual patterns and offer a logical transition of character as perceived locally and through the site.



- Site Boundary - 32.3 Ha
- Phase 1 - 10.2 Ha
Employment - 4.8 Ha
Green Infrastructure (incl. key road infrastructure) - 5.4 Ha
- Phase 2 - 22.1 Ha
Residential - 10.0 Ha (Up to 350 Dwellings at 35 Dwellings per Hectare)
Local Centre / Community Use - 0.3 Ha
Green Infrastructure - 11.8 Ha
- Employment
- Residential
- Local Centre / Community Use
- Primary Road (Potential to Extend North, Forming A3052 and A30 Link Road)
- Secondary Roads
- Tertiary Roads
- Potential Equipped Play
- Public Open Space
- Proposed Structural Planting
- Potential Sustainable Drainage Features
- Potential Wetland Habitat
- Existing Structural Planting
- Existing Topography
- 1 Potential Retail/Convenience Store Provision at Site Frontage

HIGH QUALITY EMPLOYMENT USE

The first phase of development would deliver the primary site access, linking the A3052 to a new employment provision with potential to deliver high quality warehousing, office space and associated retail possibilities.

Emerging Narrative

LANDSCAPE LED MASTERPLAN

The site is deliverable in phases, as determined by the capacity of the serving A3052. The commercial development could be delivered initially, alongside a section of link road, unlocking a potential strategic development connecting through to the A30 in the north.

Emerging Narrative

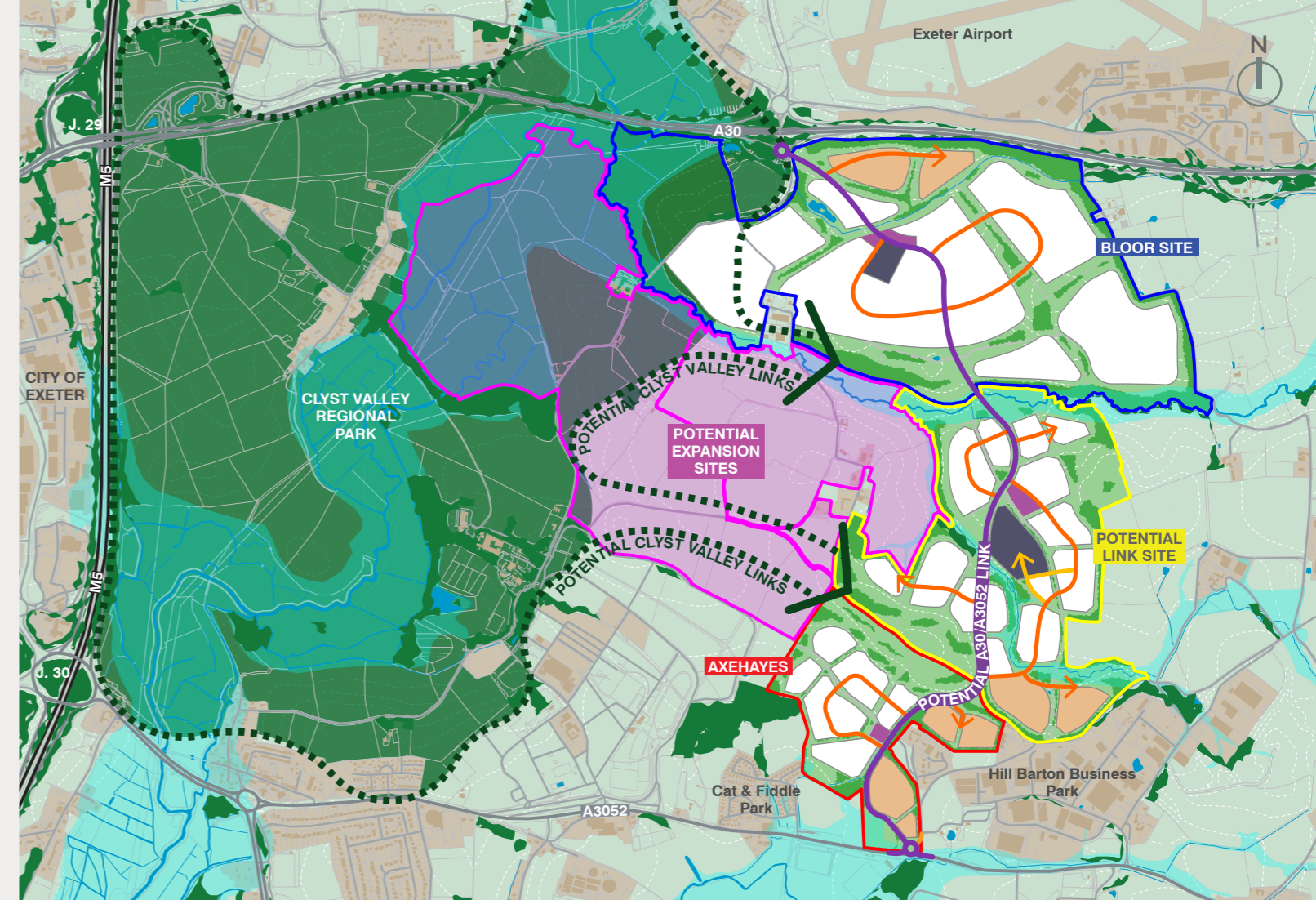
CLYST VALLEY COMMUNITY

The site could become a key part in a strategic swathe of development between the A3052 and the A30. Such a strategy would deliver a new multi-nodal urban extension, with associated services and employment opportunities. This community would benefit from generous green infrastructure that provides a positive setting to the development and strong recreational corridors throughout with potential to link through to the proposed Clyst Valley Regional Park. Axehayes could provide a nucleated first phase in this vision, and provide the catalyst to extend development northwards.

As with the option of delivering the site independently, the site could be achieved in phases, alongside a section of link road, providing access to land at the heart of the strategic land.

Possible 'landscape led' strategic development, promoting housing and commercial land use alongside associated schools and infrastructure, with strong links to the Clyst Valley Regional Park.

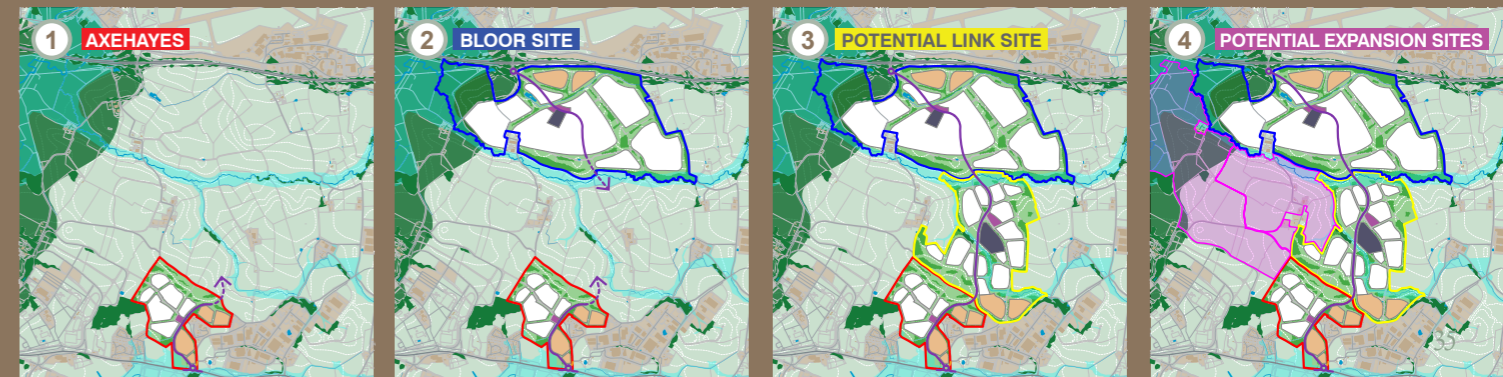
Potential road link, providing direct route through to A30 via access to swathe of strategic land. Efficient link road offers potential of easing pressure on local road network, including the M5.



A PHASED APPROACH

There is an opportunity to deliver the strategic vision in phases. A logical approach would be to commence with the commercial potential of the Axehayes site and the associated first phase of the link road, which would serve future residential phases of this site and the strategic vision of the wider area.

Each phase of development should seek to provide a coordinated and comprehensive network of green infrastructure, with routes and planting potentially implemented ahead of associated built works, to promote early ecological benefit of proposals. The illustrations represent a potential means of phasing the delivery of Clyst Valley Community.



The Team

EXPERIENCED PLACEMAKERS

The Cherwell Group

The Cherwell Group was established in 1991 and is a privately owned residential and mixed use development company specialising in high quality new build developments across London, the home counties and the west country.

The Cherwell Group is based in the London Borough of Wandsworth since inception and has successfully designed, built and delivered prime residential and mixed use projects on demanding and complex sites. The Cherwell Group are passionate about creating unique destinations of high architectural merit whilst ensuring our projects are sustainable.

Urban Wilderness

Established in 2010, Urban Wilderness is a landscape design, masterplanning, urban design and environmental consultancy based across two design studios in Holbeck, Leeds, and Sheffield City Centre.

Urban Wilderness are place makers and strategists with a track record in the promotion, and detailed design of strategic sites across the UK.

LRM

LRM Planning Ltd is an independent town planning consultancy, that was founded in 2013. Operating from offices in Exeter and Cardiff, they are heavily involved in promoting sites through both the development plan and development management processes.

LRM Planning is heavily involved in the promotion of strategic land and have secured a great many allocations on behalf of their clients. Many of these are large scale strategic projects and are central to Development Plan strategies.



Axehayes Exeter

MARCH 2021

Prepared for and on behalf of The Cherwell Group by

