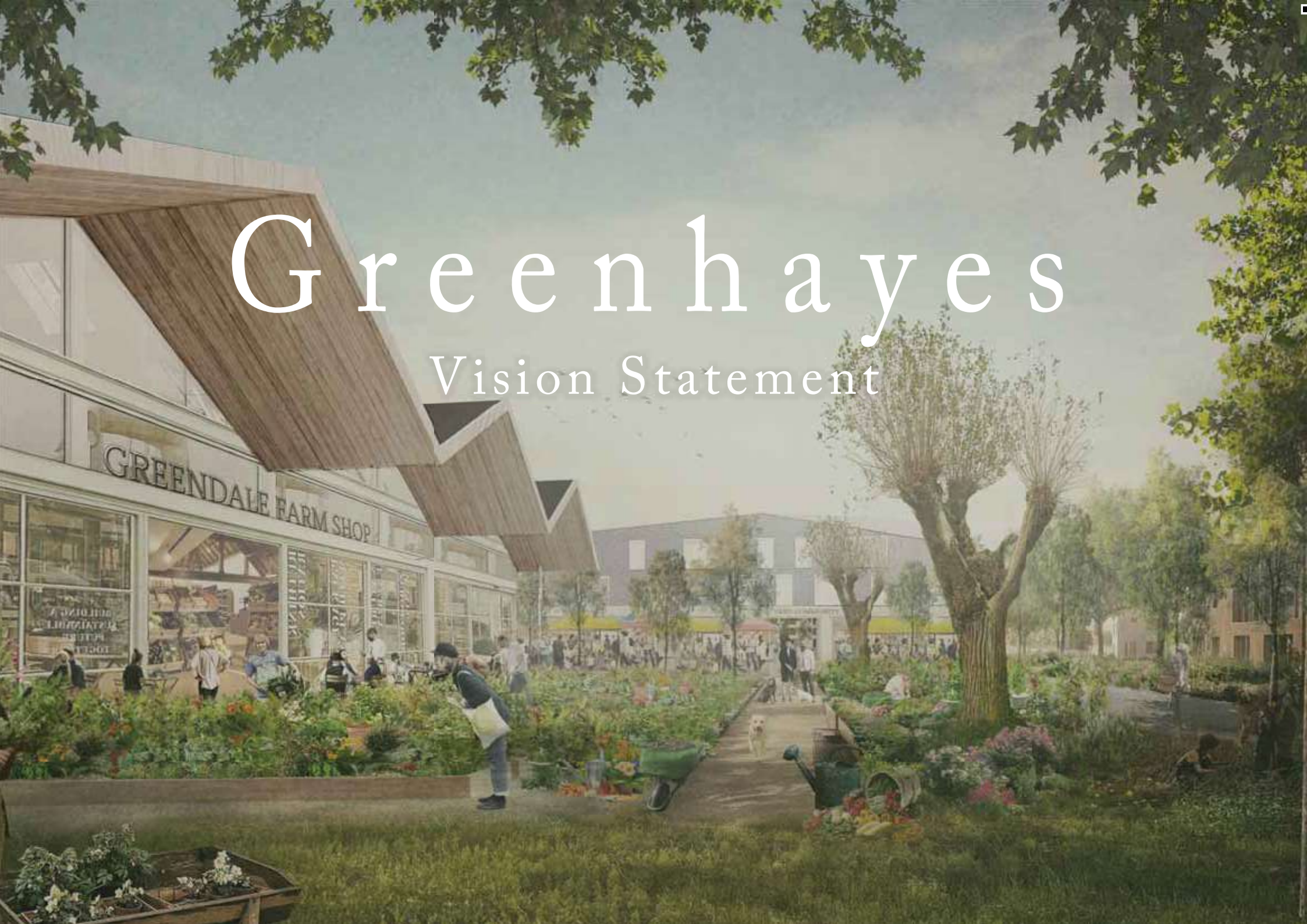


Greenhays

Vision Statement



Statement of Intent

There is a clear vision for Greenhayes to become a thriving rural community with the existing Greendale Farm Shop at its heart, taking advantage of the significant employment opportunities in the locality, whilst at the same time enhancing the environment within the site and preserving the character and setting of this part of East Devon.

All decisions for Greenhayes will be underpinned by its overarching design and how it sits within this wider landscape. On this basis, both families are committed to delivering a residential-led housing scheme which:

- creates a real sense of “community” and a place where residents will want to live, work and play in their immediate surroundings, with the provision of fantastic sports and recreational facilities, “grow-your-own” opportunities and a beautiful rural backdrop;
- maximises the potential of the location and its proximity to existing and growing major centres of employment, providing further employment opportunities and a work hub to enable future residents to live within walking distance of their place of work and to minimise employment travel to and from their homes;

- takes full advantage of the existing facilities within the site, building upon the thriving Greendale Farm Shop and café and developing additional shops and services (including future farmer’s markets);
- provides sustainable transport opportunities for those wishing to live at Greenhayes and work elsewhere, improving the existing public transport services for Greendale Business Park, Hill Barton Business Park and visitors to Crealy Theme Park & Resort;
- sits comfortably within the environment, restricting development to those parts of the site which have capacity for change while at the same time providing significant Biodiversity Net Gain and a natural environment which promotes the wellbeing of residents and an outdoor living culture;

- seeks to achieve the highest energy and sustainability standards, maximising energy conservation and utilising existing and proposed on-site renewable energy generation and storage; and
- respects the vernacular and character of local villages and promotes the highest quality of design.

To ensure that their aspirations for Greenhayes are realised, both families have decided to take the lead in promoting Greenhayes thus far and it is their intention to retain a high level of involvement throughout each stage of the process.

1.3 Site Overview

TOPOGRAPHY & DRAINAGE

The site comprises 132.83 hectares (ha) / 328.23 acres (ac) of predominantly Grade 3 agricultural land (with some Grade 2 land) set within the overall landownership of approximately 330 hectares.

The land generally falls from a high point at Windmill Hill towards the north-east, with the Farm Shop also on this higher and relatively level ground. The land then falls away to the south and towards the Grindle Brook, with steeper sections to the south of the proposed housing.

The Grindle Brook flows along much of the southern boundary and sits within an area of floodplain.



The existing Farm Shop and its car parking occupies relatively level land in a broadly central location

LANDSCAPE & ECOLOGY

The site comprises fields divided by hedgerows (some of which are native species-rich), with a number of mature trees. Several small copses and specimen trees are distributed across the site.

Long range views are available from the upper slopes towards Exeter; however, due to the topography there is only limited inter-visibility with the Area of Outstanding Natural Beauty (AONB) to the south-east..

A small pocket of ancient woodland lies along the Grindle Brook, which itself is lined by semi-natural broad-leaved woodland.



The site enjoys long-distance views and is crossed by a footpath from the Farm Shop to Woodbury Salterton

ACCESS & MOVEMENT

The existing vehicular access to the land from the A3052 is via the Greendale Farm Shop. There is the opportunity for new vehicular accesses to both the west and east, off the A3052, which would enable a through-route to be created and with it the potential for buses to penetrate the development, with enhanced services and a connection to the new proposed park and ride facility.

While not crossed by any Public Rights of Way (PRoWs), a permissive footpath connects the Farm Shop to Honey Lane at the edge of Woodbury Salterton in the south. Local bus stops lie on the A3052 and pass through Greendale Business Park.



The site is surrounded by commercial uses, including Crealy Adventure Park and Resort, along the A3052



HILL BARTON
BUSINESS PARK

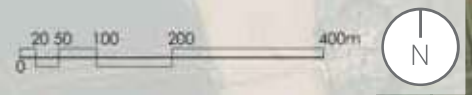
CREALY THEME
PARK AND
RESORT

THE SITE

A3052

GREENDALE
BUSINESS PARK

WOODBURY
SALTERTON



Aerial photo of site and context

2.1 Development Vision

With a long-established history in East Devon, it is the aspiration of both landowners to create a thriving and sustainable rural community in every sense, where residents can enjoy working and living healthy and active lives in natural surroundings.

Both landowners wish to retain a long-term interest in the site to ensure it is delivered in line with their aspirations.

Beneath this over-arching vision are a number of separate but inter-linked objectives and aspirations, including:

- 1: Creating a new commercial centre around the existing Farm Shop, meeting the needs of new residents and the wider community from the outset and encouraging opportunities for residents to grow and consume locally sourced food and produce, even selling these through future Farmer's Markets;
- 2: Creating a new working hub within the heart of the new community and promoting further employment opportunities to compliment the circa 3,600 of existing jobs within the surrounding employment centres, encouraging residents to avoid commuting and promoting the increasing work-from-home culture;
- 3: Promoting sustainable modes of travel via a new park and ride facility, improved bus routes and a network of new cycle and pedestrian paths linking residents to nearby employment centres, towns, villages, cities and the surrounding natural environment;
- 4: Creating a high quality natural environment to reflect the characteristics of the area and for residents to enjoy for generations, providing biodiversity enhancement beyond national targets and helping to combat climate change;
- 5: Promoting high quality design that respects local vernacular and incorporates existing and proposed renewable energy systems and other sustainable design principles.



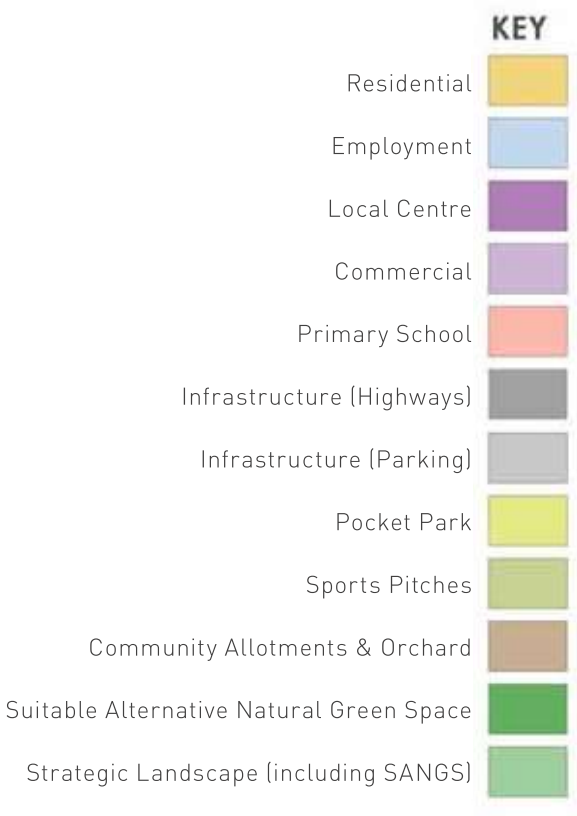
The proposals will respond sensitively to landscape features, helping create an attractive Garden Village

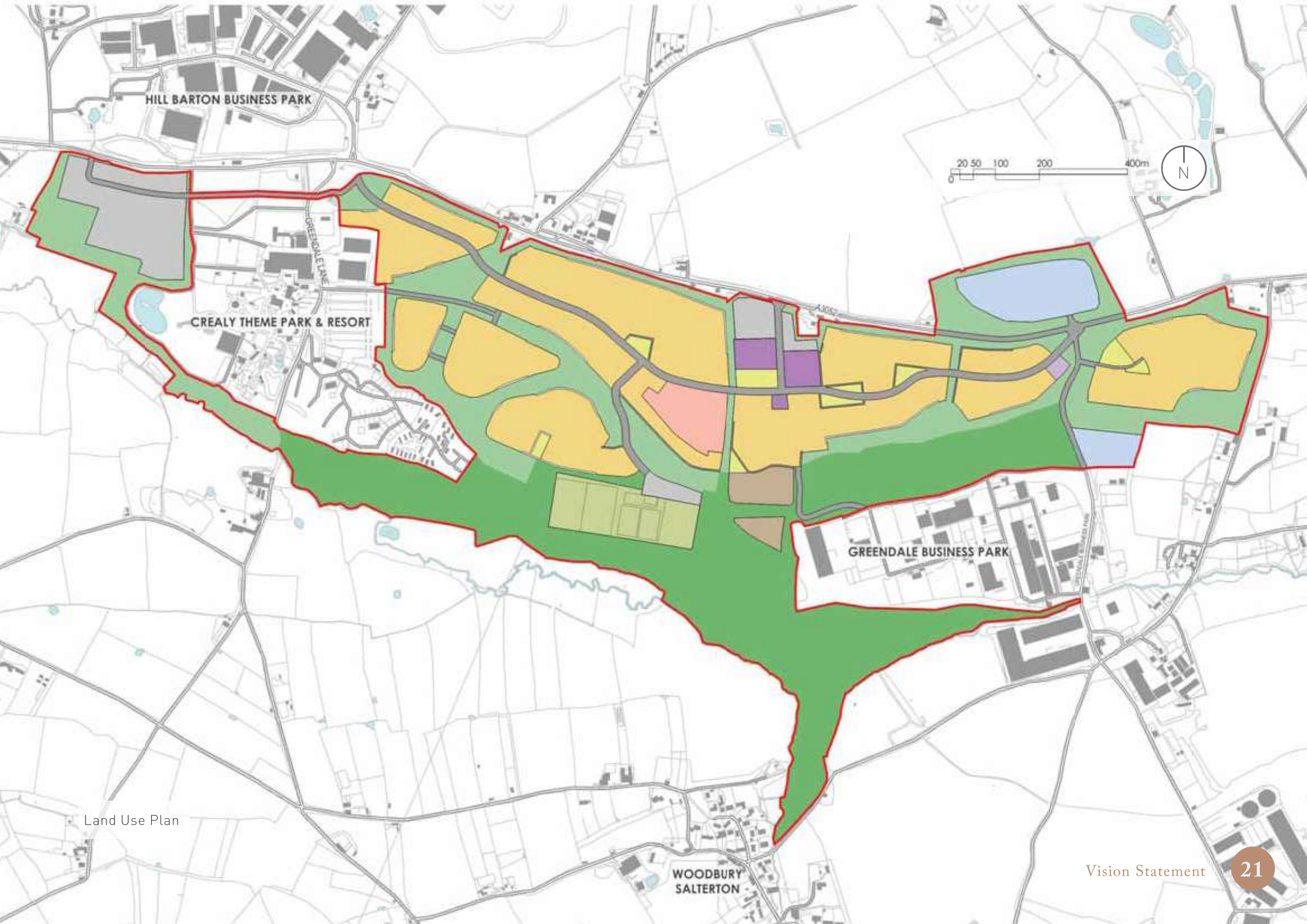
2.2 Potential Land Use

Greenhayes will provide a complimentary mix of land uses, delivering approximately 38 hectares of residential land (circa 1300 – 1500 dwellings), approximately 4.5 hectares of employment land and a range of other shops, services, facilities and infrastructure, all as summarised in the following table:

Use	Ha	Ac
Residential	37.65	93.04
Employment	4.55	11.24
Community Hub	1.43	3.53
Potential Commercial Use	0.16	0.40
Primary School	2.00	4.94
Infrastructure (Highway)	7.69	19.00
Infrastructure (Parking)	6.65	16.43
Parks & Recreation (including Play Space)	1.65	4.08
Sports Pitches (including all-weather pitch)	3.74	9.24
Community Allotments & Orchard	1.67	4.13
Suitable Alternative Natural Green Space (SANGS)	36.19	89.43
Landscape (including amenity open space & SANGS)	66.17	163.51
Total Provision	133.36	329.54

Indicative Land Use Schedule





2.8 Concept Masterplan

A Concept Masterplan has been prepared which brings together the robust technical assessments of the environment within and surrounding the land; our evaluation of the constraints and opportunities that arise as a consequence; and the Vision for Greenhayes outlined on the preceding pages.

This Masterplan shows how the new community would be book-ended by the significant employment opportunities at Greendale to the east and Crealy / Hill Barton to the west. The new community hub, anchored by the relocated Farm Shop and café, sits at its heart; continuing to serve the wider community but also acting as a focal point and meeting place for the new residents. A tree-lined street would link the two primary vehicular access points, providing easy active travel and public transport connectivity for all of the new homes. Substantial green open spaces would complement the expansion of the Clyst Valley Regional Park, providing sport and recreational opportunities for residents and the wider community. Between Hill Barton Business Park and Crealy is the proposed new Park & Ride.

DEVELOPMENT

- 1: Community hub alongside Farm Shop, with additional commercial opportunities, higher density residential use and green transport hub
- 2: Primary school and nursery co-located within hub
- 3: Medium density residential core
- 4: Existing houses alongside A3052
- 5: Low density area within landscape framework
- 6: New employment use and petrol filling station, within an attractive landscape setting
- 7: Health and sports facilities and venue
- 8: Low density area alongside parkland

ACCESS

- 9: Park and Ride shared with Crealy visitor parking
- 10: Western access to development from enhanced junction along A3052
- 11: Tree-lined central street, operating as part of blue/green corridors, cycle and bus route
- 12: Replacement access to new Farm Shop and community hub from A3052
- 13: Bus link between the Garden Village and Greendale Business Park
- 14: Enhanced junction and eastern access to development along A3052
- 15: Network of foot/cycle routes throughout development and to surrounding destinations
- 16: Retained permissive path to Honey Lane

LANDSCAPE

- 17: Network of naturalised attenuation ponds set within a strong landscape framework, including new/retained habitats to benefit biodiversity
- 18: Multi-functional green corridor alongside the A3052 lined by active frontage, accommodating new and retained planting, and a foot/cyclepath
- 19: North-south green corridor from parkland to A3052 edge via local centre, following parish boundary, with planting and a key foot/cycle route
- 20: Green link from northern landscape edge with framed view to Windmill Hill
- 21: Local food production (including allotments and community orchard) with green link to Farm Shop
- 22: SANGS provision with network of active travel routes (with semi-natural walks) and new/retained planting along Grindle Brook and wooded slopes
- 23: Green route to Park & Ride
- 24: Green corridor accommodating level change and new (light green) / retained (dark green) trees and hedgerows, and retained wildlife pond
- 25: Incidental spaces to aid placemaking, legibility and help to create a low speed environment
- 26: Network of play areas across the development
- 27: Sports pitches/tennis courts and other facilities, set within a strong landscape framework
- 28: Strong landscape framework including layers of strategic planting



HILL BARTON BUSINESS PARK

CREALY THEME PARK & RESORT

GREENDALE BUSINESS PARK

Concept Masterplan

Vision Statement

3.1 Conclusion

This Vision Document and masterplan illustrates the significant potential to create a truly thriving rural community between three significant existing employment centres and in a strategic position within East Devon.

It demonstrates the ability to deliver a commercial centre during the earliest stages of development, including an exceptional Farm Shop and providing further facilities to support residents and the wider towns and villages from the outset.

It highlights a sustainable strategy for transport, encouraging residents to work from home or within walking/cycling distance from home where possible (with circa 3,600 already existing jobs at Crealy Theme Park and Resort, Hill Barton Business Park and Greendale Business Park and further employment land within the proposals), park and ride facilities that avoid major strategic infrastructure schemes and investment and the provision of significant walking, cycling and bus routes between Greenhayes and surrounding areas.

It sets out ambitious proposals to create a natural environment within residential areas and with the creation of significant areas of SANGS/Biodiversity Net Gain and recreational and amenity space around the Grindle Brook, promoting wellbeing for residents and the wider community and helping in a small way to combat climate change.

Finally, it highlights the importance of design and sustainable design and how the landowners will deliver this through their long-term involvement in the site, reflecting and respecting the local vernacular and rural surroundings.



Artist's impression of the relocated Farm Shop at the heart of Greenhayes (Glenn Howells Architects)

3,600

EXISTING JOBS

within

walking & cycling

distance



Parkland

alongside

Grindle Brook



New

Homes

c.1300—1500

INCLUDING SELF/CUSTOM BUILD & AFFORDABLE



Retained
mature trees
& woodland



c.50%

OF THE SITE AS
GREEN
INFRASTRUCTURE



100s

of New Trees
to be planted



3.75ha

SPORTS PITCHES

inc. all-weather provision



c.3,500

PEOPLE WILL

LIVE HERE



Extended
CLYST VALLEY
REGIONAL PARK
INCLUDING WINDMILL HILL



1.7HA OF
NEW
allotments
& orchard

Park
& Ride



Enhanced
biodiversity



NEW
PLAY
Equipment



MILES
OF CONSERVED & NEW
HEDGEROW



4.6ha New Employment

Improved Farm Shop

 **420 NEW**
school places

c. 5 km 
NEW CYCLEPATHS