

EXETER

LIVE BETTER

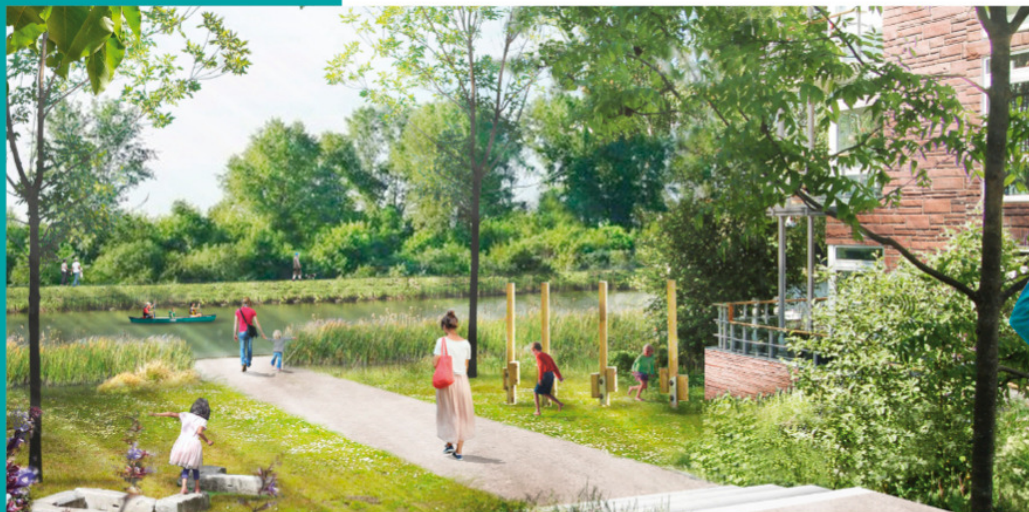
THE BRILLIANT ALTERNATIVE

A Vision for a Transformational Housing Delivery Programme

Karime Hassan
Chief Executive
& Growth Director



This is not a planning document



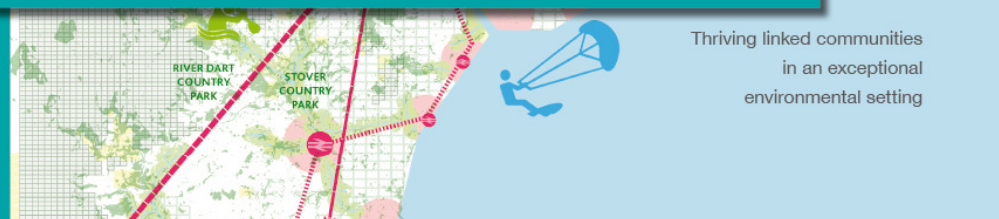
LIVEABLE EXETER
A Transformational Housing Delivery Programme

EXETER
LIVE BETTER



544
HOMES

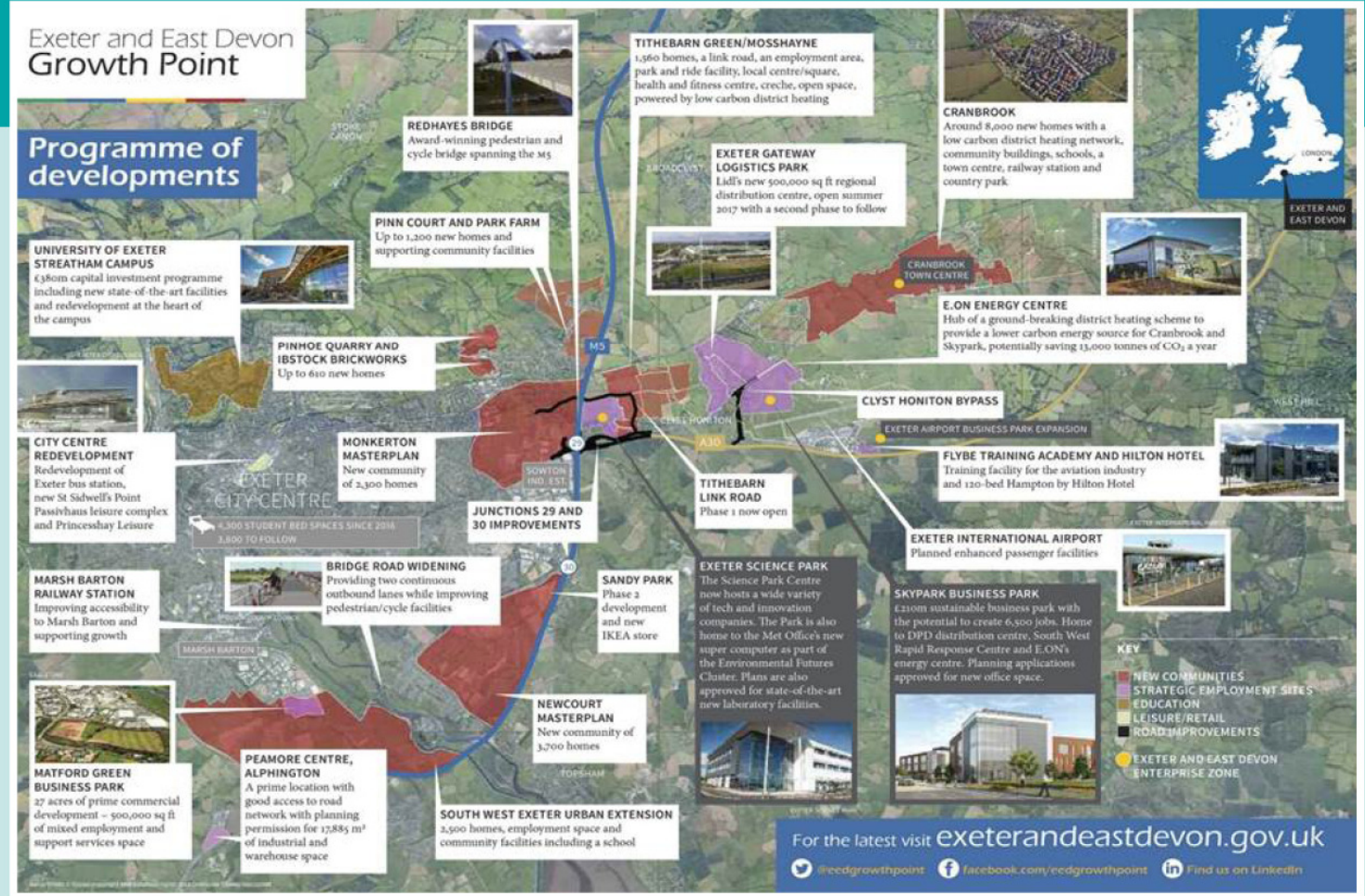
It is a vision looking to
2040 to inform plan making
and an interpretation of the
Exeter 2040 vision statement



Thriving linked communities
in an exceptional
environmental setting



THE CURRENT DEVELOPMENT STRATEGY FOR EXETER & SUB REGION



HOUSING COMPLETIONS IN EXETER 2016/17

STUDENT

Purpose Built Student
Accommodation

Total
270 Units



EXETER
LIVE BETTER



RESIDENTIAL

Cranbrook & periphery
of Exeter in East Devon

335 Homes

Exeter
urban area

508 Homes

Exminster
Area

45 Homes

Total
888 Homes



Exeter
City Council

GREATER EXETER STRATEGIC PLAN (GESP)

A new plan

The new document, looking forward to 2040, will be called the **Greater Exeter Strategic Plan**.

The purpose of preparing the Greater Exeter Strategic Plan is to:

- Have a joined-up vision and aspirations for the area
- Meet the area's housing needs in the right locations
- Secure economic growth and increased prosperity
- Provide transport and infrastructure improvements needed to support sustainable growth
- Conserve and enhance the area's environment



DISTRIBUTION OF “NEED”

Assessed housing need
of sub-region 2,663pa
53,260 over 20 years

Mid Devon

363

7,260

Exeter

655

13,100

Teignbridge

785

15,700

East Devon

860

17,200

...this may not be the right strategy for the Greater Exeter sub-region, what does Exeter need to do to meet its need within the municipal boundaries?

THE EMERGING EXETER VISION 2040

THE EMERGING EXETER VISION 2040

Exeter needs a new vision to replace Exeter Vision 2020. We have been working with our partners and communities to understand their aspirations for the next 20 years. The emerging picture is captured below and we will be refining this over the coming months.

"By the time they are an adult, a child born in Exeter today will live in a city that is inclusive, healthy and sustainable – a city where the opportunities and benefits of prosperity are shared and all citizens are able to participate fully in the city's economic, social, cultural and civic life."

INNOVATIVE & ANALYTICAL CITY

Exeter will be a model of strong local democracy. Communities will organise themselves and use their assets and resources to reduce inequalities and create a sense of belonging. Active, engaged citizens and communities will be empowered to create, share and use data to respond to shared problems and needs. Exeter will be a young people-friendly city and young people will have a meaningful voice in the decisions that affect them and their communities.

An innovative and analytical culture will support communities, businesses, civil society and public bodies to work together to solve the city's challenges and achieve its ambitions.

HEALTHY & INCLUSIVE

Exeter will be healthy and happy and local services will support people to live their lives well, in the ways that matter to them. Every resident will have a home that is secure, affordable and healthy in a balanced and connected neighbourhood that supports wellbeing and reduces social isolation. Access to clean, secure and affordable energy will help to eliminate fuel poverty. Health, care and wellbeing services will be designed and delivered in partnership with the communities who use them.

THE MOST ACTIVE CITY IN THE UK

Exeter will be the most active and accessible city in England – transport will not be a barrier to economic or social activities, and sustainable means of travel will be cheaper, quicker and more convenient than private car ownership. Land currently dominated

by driving and parking will be freed up for social, economic and environmental uses and air will be clean and healthy. A high-quality and accessible built environment and green spaces, with great arts and cultural facilities, will encourage healthy, active lifestyles. A comprehensive network of safe routes will ensure that most everyday journeys are made by walking and cycling.

ACCESSIBLE WORLD-CLASS CITY

Exeter will be a world-class city, with a strong economic growth and resilient. Local supply chains will be stronger, supporting the city's businesses and social enterprises and keeping more money within the local economy. All residents will have access to world-class education and training, and meaningful, high-quality employment with fair wages. The life-changing benefits of access to and participation in arts, culture and physical activity will be realised. Employers will be able to recruit, nurture and retain a skilled local workforce as well as attracting the best global talent.

LIVEABLE & CONNECTED

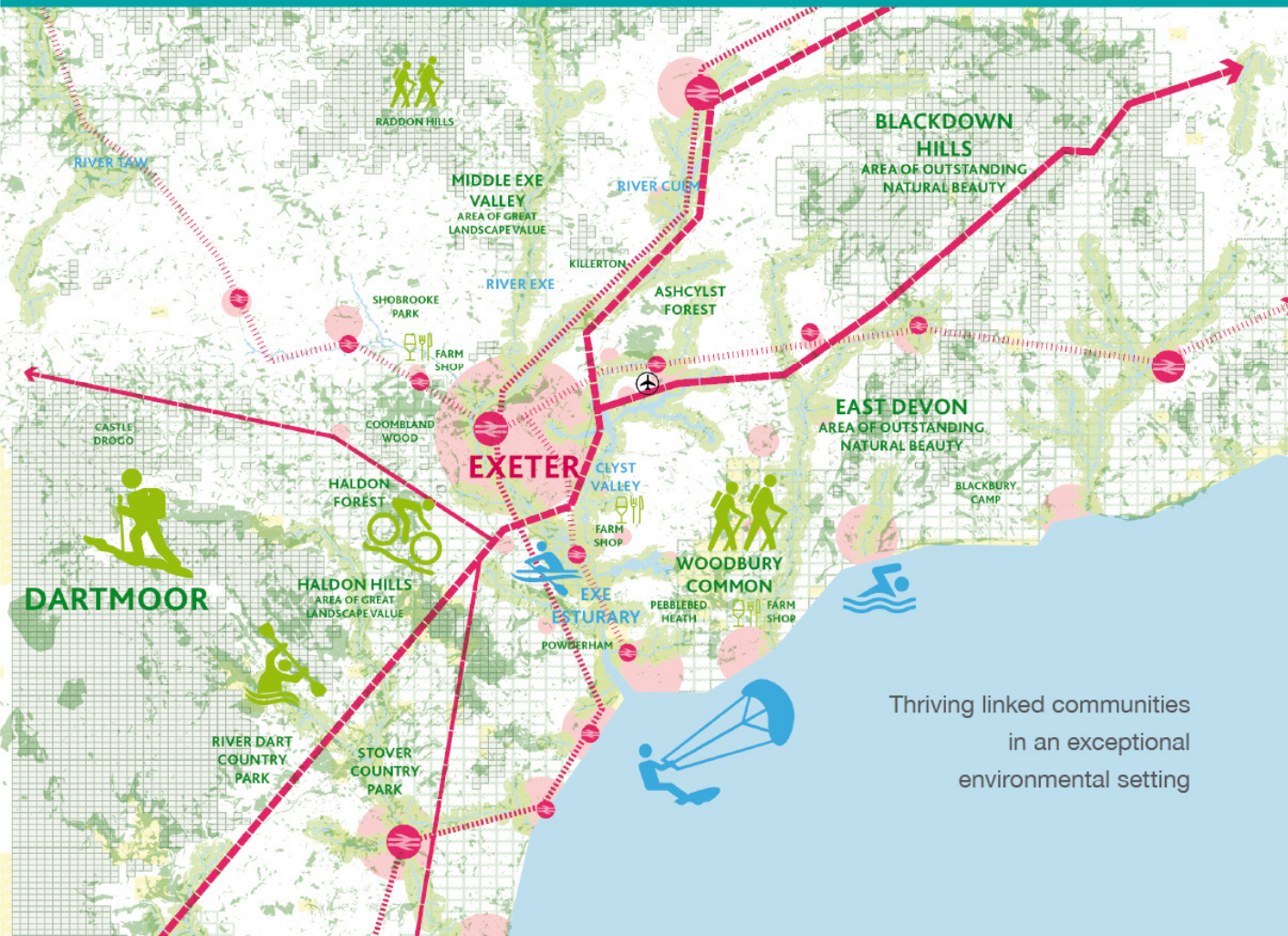
Exeter will be a liveable city, with a thriving city centre, within a network of thriving rural and coastal towns and villages. The pace of growth will be managed and communities will be helped to adapt to change.

A LEADING SUSTAINABLE CITY

Exeter will be recognised as a leading sustainable city and a global leader in addressing the social, economic and environmental challenges of climate change and urbanisation. The Exeter of the future will have grasped the opportunities ahead of us today.

- Liveable city
- Active & Accessible
- Thriving city centre
- High quality built environment
- High quality contemporary design
- Safeguarding the iconic landscape setting
- Network of safe routes for walking and cycling
- Leading sustainable city
- Global leader in addressing environmental challenges of climate change and urbanisation

A CONNECTED CITY REGION



■ Thriving linked communities

■ In an exceptional environmental setting

Thriving linked communities
in an exceptional
environmental setting

LIVEABLE NEIGHBOURHOODS

“LIVEABLE EXETER:
A COMPACT GLOBAL
CITY OF LINKED
NEIGHBOURHOODS”

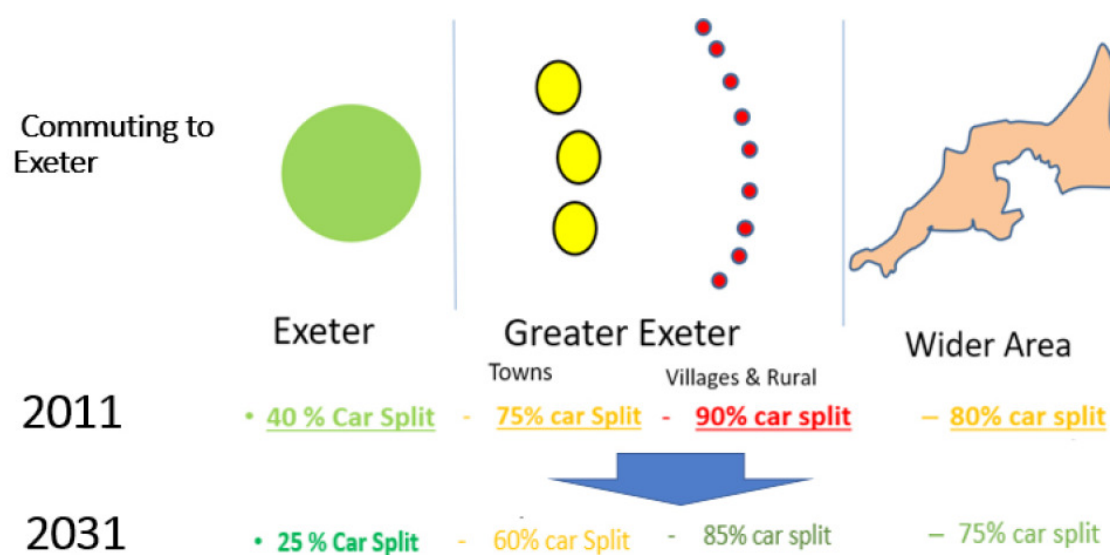


- The neighbourhoods throughout the city retain the qualities of the villages that once surrounded the city walls.
- These provide the model for investing in existing and creating new active neighbourhoods.

DRAFT EXETER TRANSPORT STRATEGY

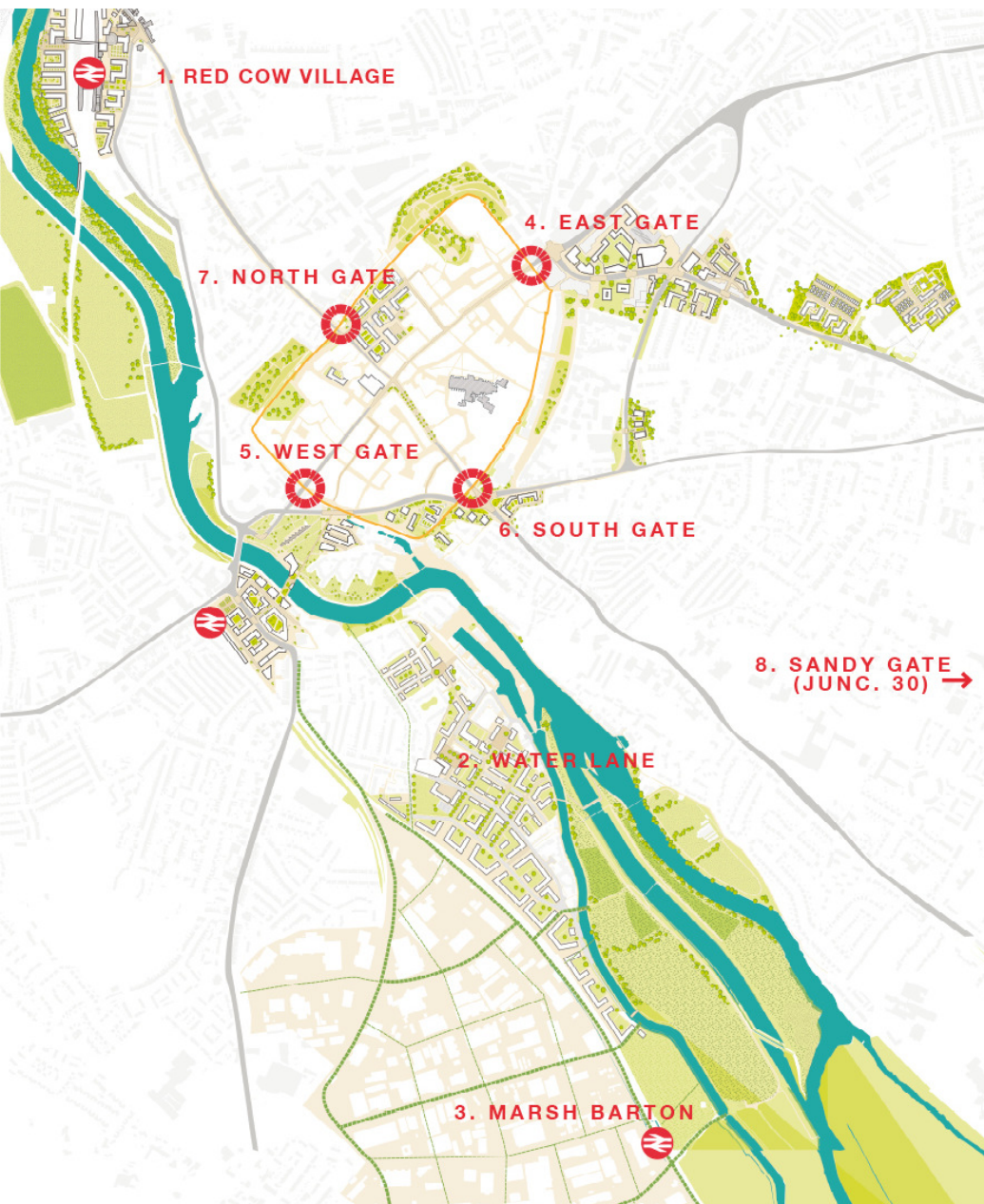
Policy Impact

Modal Shift in Travel Patterns



Active Exeter

■ 50% of Exeter originating work trips to be made on foot or by cycle



TRANSFORMATIONAL HOUSING GROWTH

11,000 HOMES
8 STRATEGIC PROJECTS

Active Design

1. Activity for all
2. Walkable communities
3. Connected walking and cycling routes
4. Co-location of community facilities
5. Network of multifunctional open space
6. High quality streets and spaces
7. Appropriate infrastructure
8. Active buildings



Work hub at St David's Square

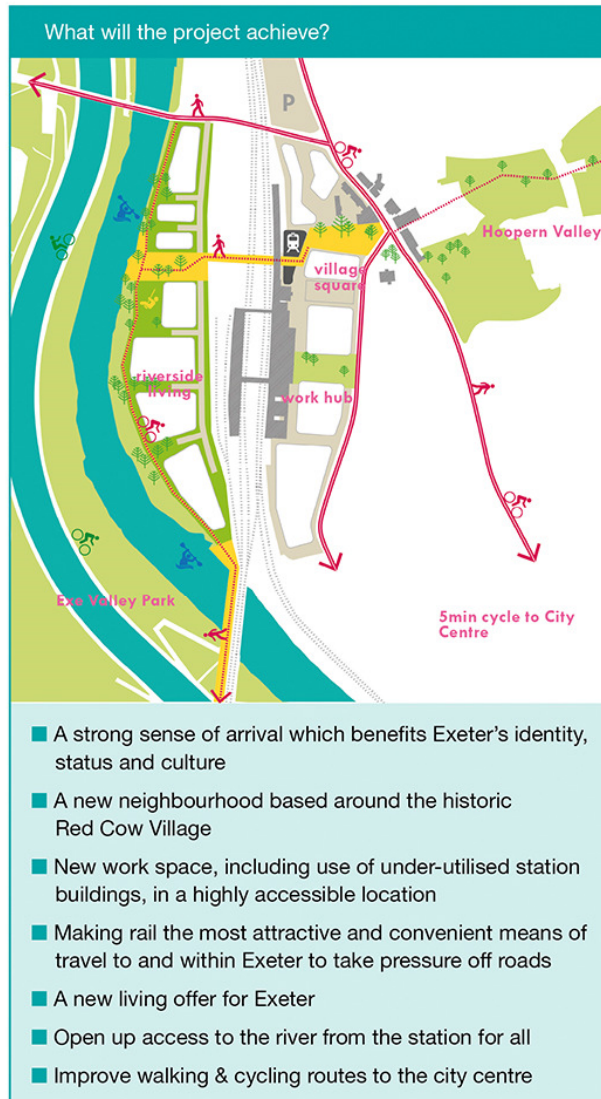
Station entrance and Red Cow Village square

1. RED COW VILLAGE



664
NEW HOMES







Riverside living along the Exe Valley Park

New neighbourhood centre including work space, homes shops and schools

2. WATER LANE



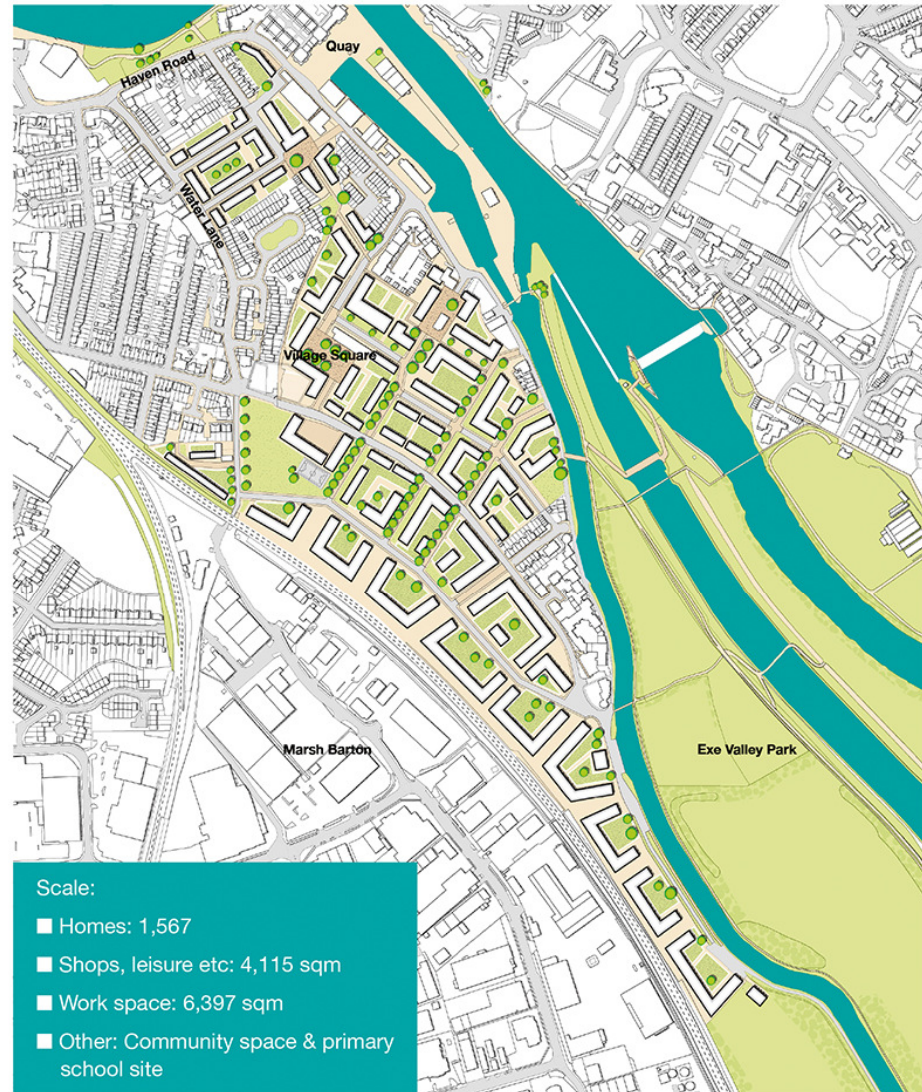
1,567
NEW HOMES



What will the project achieve?



- Place greater emphasis on the river as a place to live and to visit
- Delivery of new community facilities and services
- Investment into the Exe Valley Park including improved crossings, planting and places for people to gather
- Space for expanding leisure attractions near the quay
- Riverside living - a new type of place to live and work in the city
- Low traffic or car-free development with attractive cycle and walking connections



3. MARSH BARTON

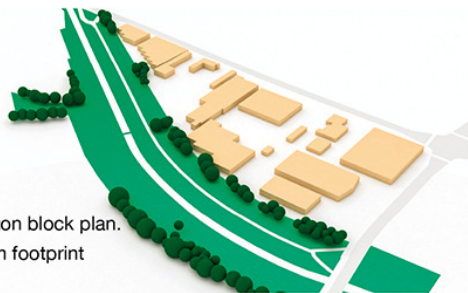
5,544
NEW HOMES

New neighbourhoods with space to live and work by the River



1

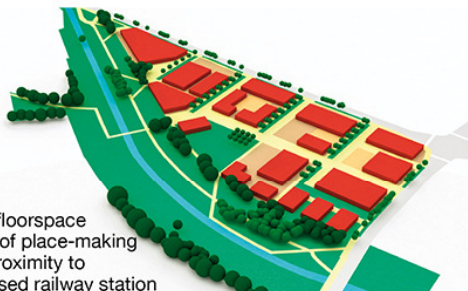
Existing Marsh Barton block plan.
Approx. 16,350 sqm footprint



2

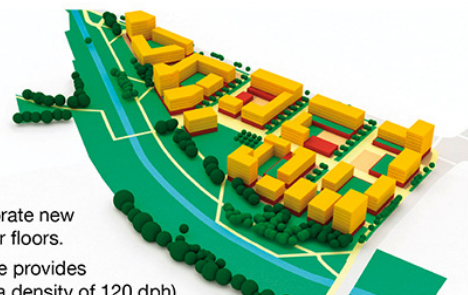
Reconfiguration of floorspace to make better use of place-making drivers, including proximity to Valley Parks, proposed railway station and existing village centres.

Approx. 16,606 sqm commercial space as a mix of flexible commercial, light industrial, office, workshops and retail.



3

Potential to incorporate new homes on the upper floors.
(Block testing above provides 553 new homes at a density of 120 dph).



What will the project achieve?

- Marsh Barton remains an important employment and retail area
- Integration of living and working where uses are compatible
- Placemaking to make better use of riverside location
- Linkage to proposed train station
- New types of work space including light industrial, workshops, office and shared work space
- New homes to build a new neighbourhood for Exeter

Scale:

- Homes: 5,544
- Shops, leisure etc: As existing
- Work space: As existing
- Other: Community space & school sites.

NB: Capacity based on approach below being taken to 60% of total Marsh Barton area. (Assumes some larger industrial uses retained and new schools and open space provided in remaining 40%). 120 homes per hectare.



Redeveloped bus station site



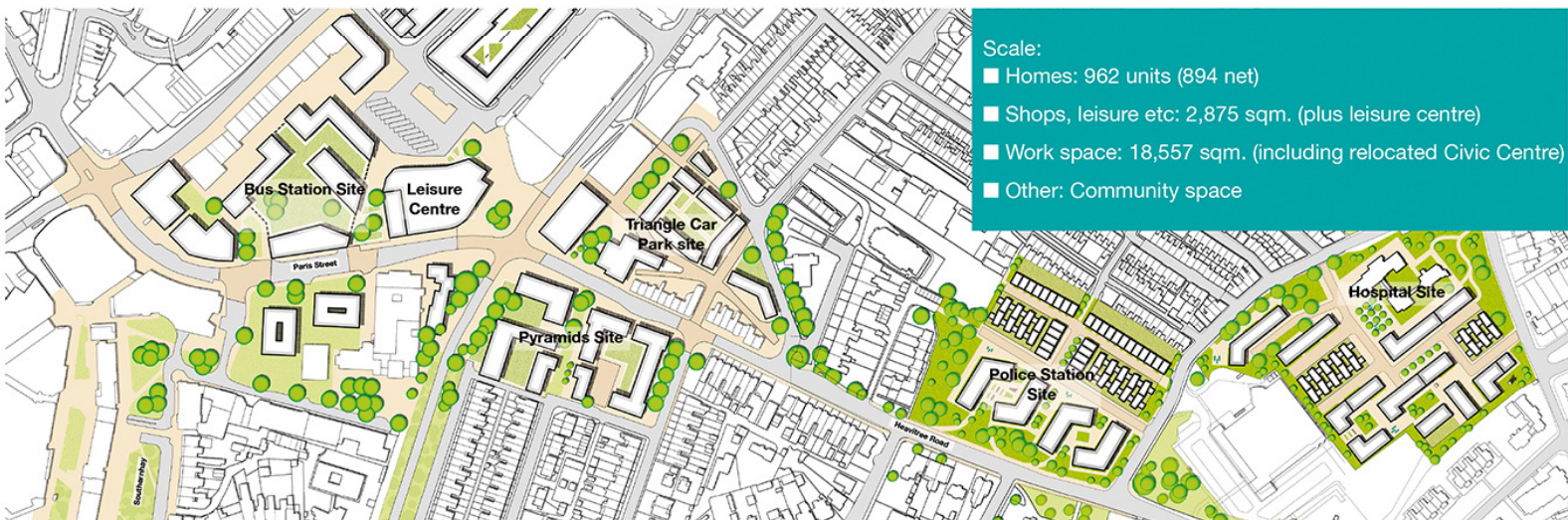
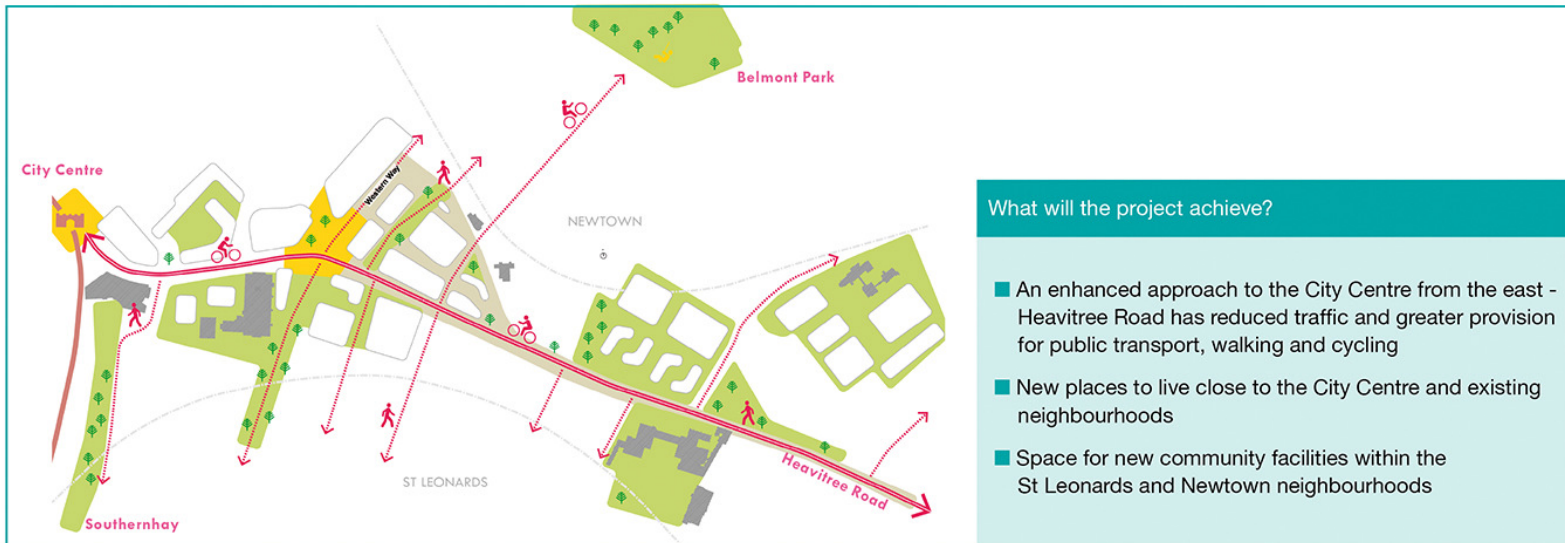
4. EAST GATE



962
NEW HOMES

Revamped Heavitree Road with reduced traffic. New work space and homes close to the City Centre, St Leonards and Newtown neighbourhoods





Green bridge and new cultural venue at Exe Bridges



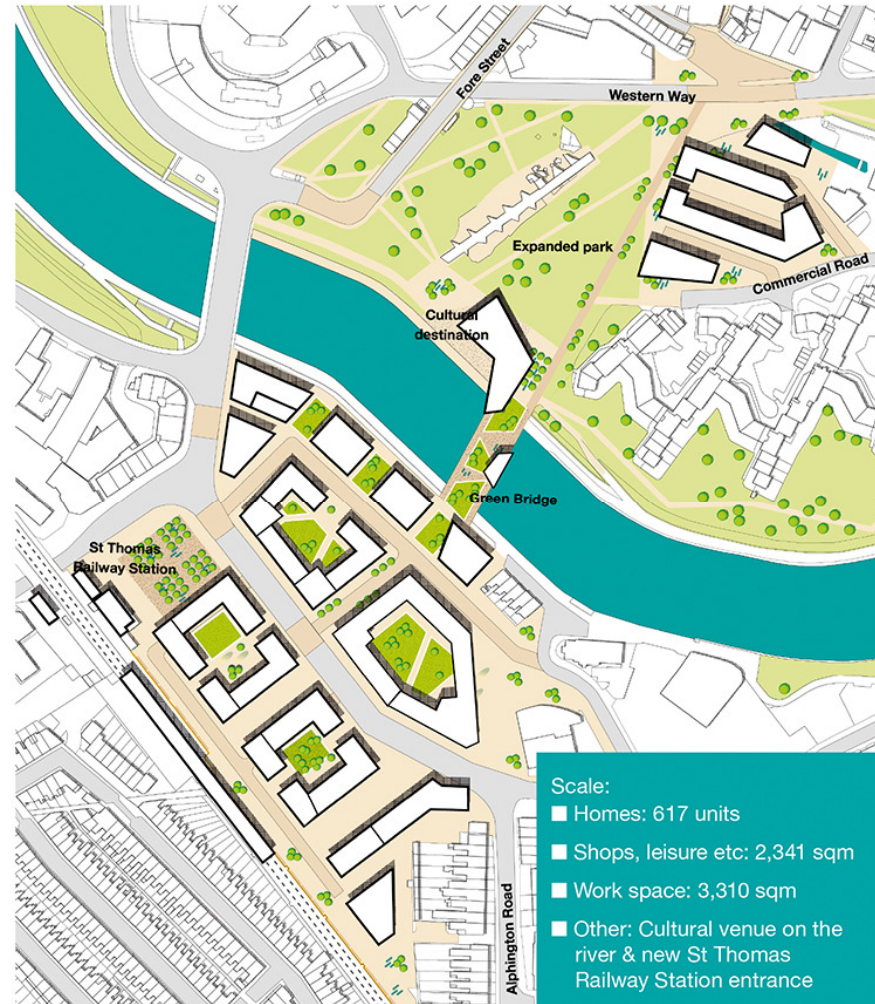
An expanded park, green bridge and new neighbourhood at St Thomas Station

5. WEST GATE



617
NEW HOMES







The reconfigured junction at Holloway Street/South Street/Magdalen Street/Western Way providing better pedestrian and cycle links between the City Centre and Quayside

6. SOUTH GATE

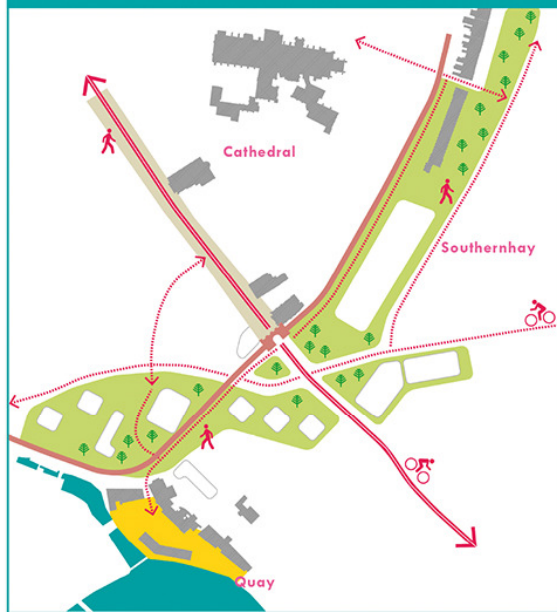


300
NEW HOMES

View along Topsham Road on the approach to the City Centre



What will the project achieve?



- Establishing an improved link between the city centre and the historic quayside
- Greater emphasis on the wall, city gates and Southernhay, linking from Southernhay to the quay
- A new arrival to the city centre from Topsham Road

Scale:

- Homes: 300 units (201 net)
- Shops, leisure etc: 565 sqm
- Work space: 3,310 sqm
- Other: Car parking retained at Cathedral and Quay



7. NORTH GATE

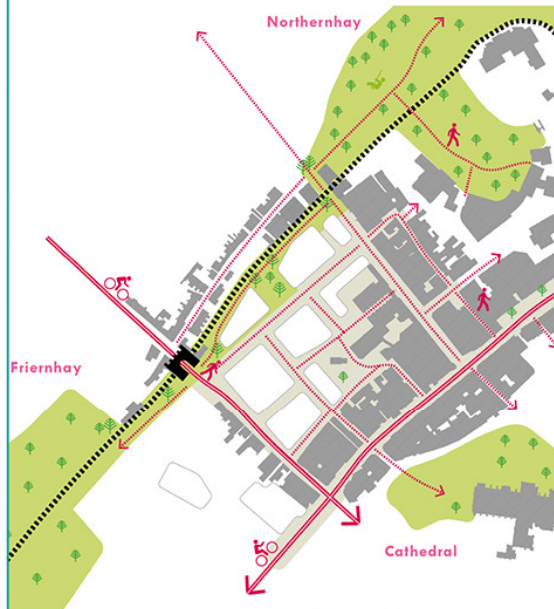


308
NEW HOMES

View from Iron Bridge looking up North Street



What will the project achieve?



- A new approach to the city from St David's
- Uncovering the medieval city wall between Friernhay and Northernhay Gardens
- A new living opportunity at density in the heart of the city

Scale:

- Homes: 308 units
- Shops, leisure etc: approx 11,993 sqm
- Other: Car parking retained at Mary Arches. Assumes ground floor commercial with residential above



8. SANDY GATE



1,050
NEW HOMES

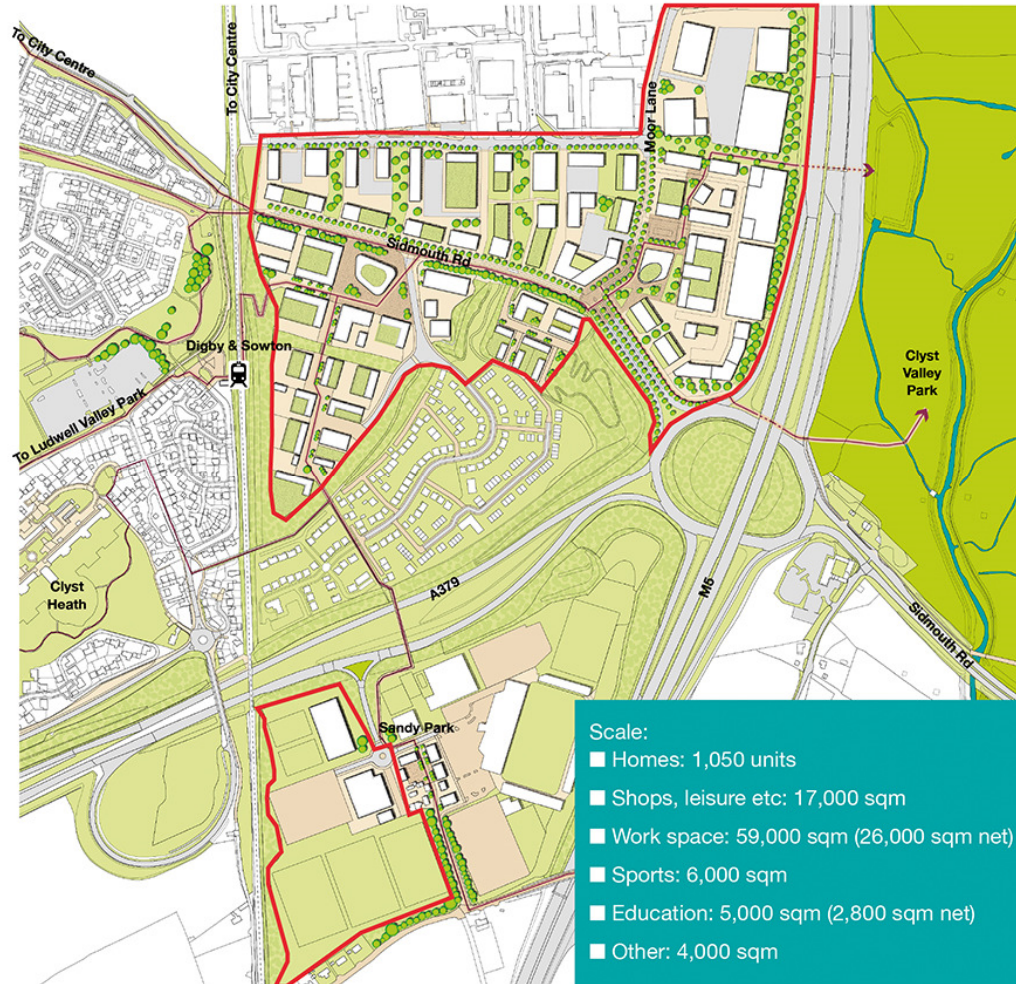
View within mixed use community looking towards Sandy Gate



What will the project achieve?



- A new sustainable and well connected mixed-use neighbourhood
- Bridging between the city and the new and existing neighbourhoods to the east
- Reducing the impacts of growth on the city's streets with an attractive travel interchange
- Providing recreational, cultural and entertainment space where Exeter meets the newly formed Clyst Valley Park



- Scale:
- Homes: 1,050 units
 - Shops, leisure etc: 17,000 sqm
 - Work space: 59,000 sqm (26,000 sqm net)
 - Sports: 6,000 sqm
 - Education: 5,000 sqm (2,800 sqm net)
 - Other: 4,000 sqm

THREE PILLARS OF DELIVERY



DELIVERY

EXPERIENCE TAKEN FROM CRANBROOK AND DEVELOPMENTS EAST OF EXETER

- Cranbrook and the development to the east of Exeter required in excess of £100m of public sector funding to open up the sites, brown field developments in urban areas require similar levels of infrastructure support, hence the bid we have made under the Greater Exeter Industrial Strategy.
- Land assembly, land acquisition, master developer role, environmental & technical studies, transport studies, CPOs, master planning, relocations, front funding of infrastructure, ring master role, financing, development briefs and design guides etc

ADOPTION OF THE TRANSFORMATIONAL HOUSING PROGRAMME WILL:

- Inform the production of the Greater Exeter Strategic Plan (GESP)
- Provide a strategic context for redevelopment of the City Council's assets & production of Site Planning Statements to clarify expectations on sites offering scope for redevelopment
- Assist planning responses to an acute housing land supply problem in Exeter
- Allow us to explore options that result from the Government's removal of the cap on local authorities' borrowing to fund the delivery of new council housing

EXETER

LIVE BETTER

THE BRILLIANT ALTERNATIVE