

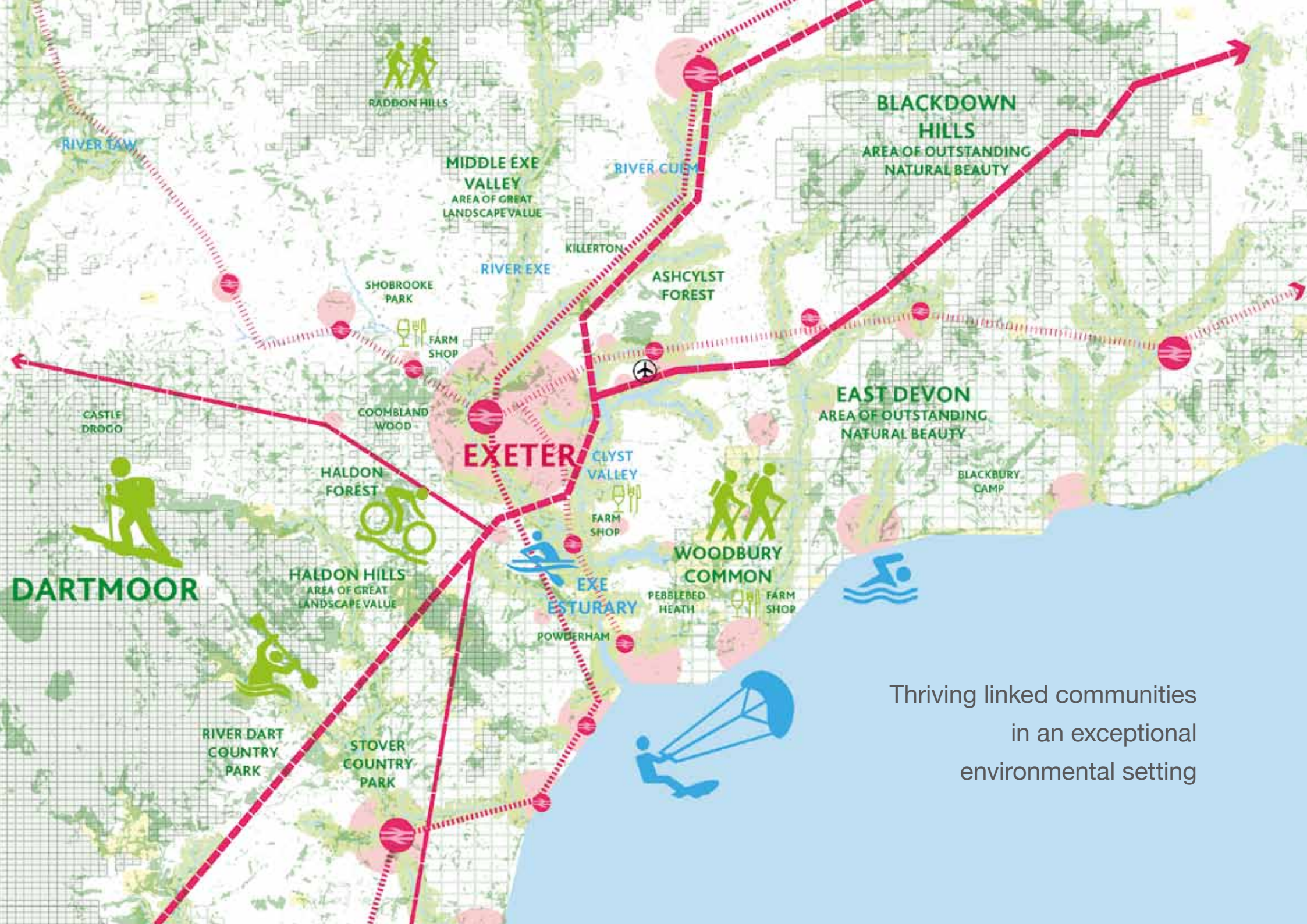


# LIVEABLE EXETER

A Transformational Housing Delivery Programme

EXETER  
LIVE BETTER





MIDDLE EXE VALLEY  
AREA OF GREAT LANDSCAPE VALUE

BLACKDOWN HILLS  
AREA OF OUTSTANDING NATURAL BEAUTY

EAST DEVON  
AREA OF OUTSTANDING NATURAL BEAUTY

DARTMOOR

HALDON HILLS  
AREA OF GREAT LANDSCAPE VALUE

EXE ESTURARY

WOODBURY COMMON

EXETER

CLYST VALLEY

HALDON FOREST

ASHCYLST FOREST

BLACKBURY CAMP

RIVER TAW

RIVER CULM

RIVER EXE

SHOBROOKE PARK

FARM SHOP

COOMBLAND WOOD

FARM SHOP

FARM SHOP

PEBBLED HEATH

POWDERHAM

RIVER DART  
COUNTRY PARK

STOVER  
COUNTRY PARK

Thriving linked communities  
in an exceptional  
environmental setting

# People Place Prosperity

Greater Exeter has a vision for growth as a connected city region consisting of thriving linked communities set within an exceptional environmental setting. This clear vision represents a commitment from the partners to the Greater Exeter Strategic Plan (GESP) to strengthen neighbourhoods; create new communities; invest in sustainable transport; and deliver the infrastructure needed to attract investment and improve quality of life.

The realisation of this vision for the city region is dependent on the continued success of the city of Exeter. Successful cities ensure the wellbeing and prosperity of their communities and act as a focus to jobs, leisure, culture and shopping. To stay successful, cities

must have a clear plan for how they will respond to, and take advantage of, major changes in technology, social expectations and the environment. Cities are in constant competition with each other and the winners are those with a clear idea of where they are going.

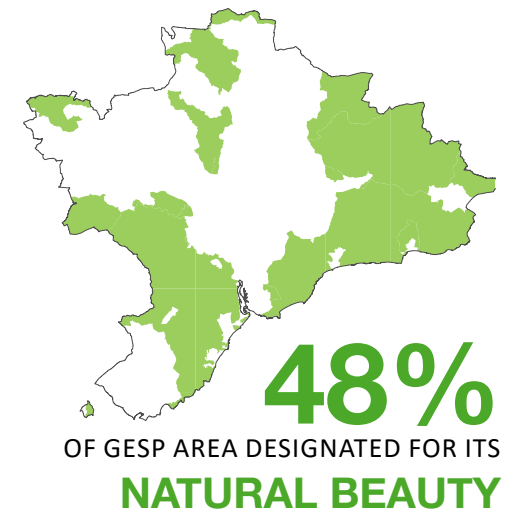
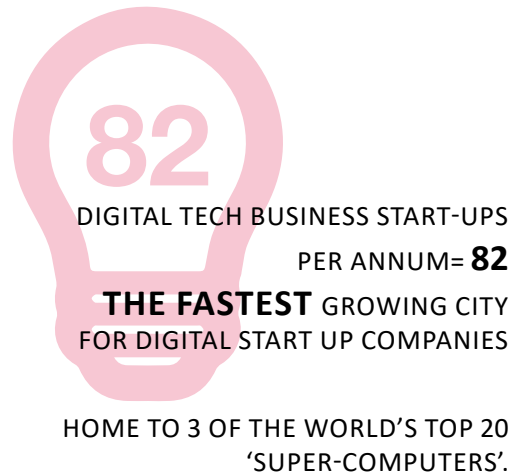
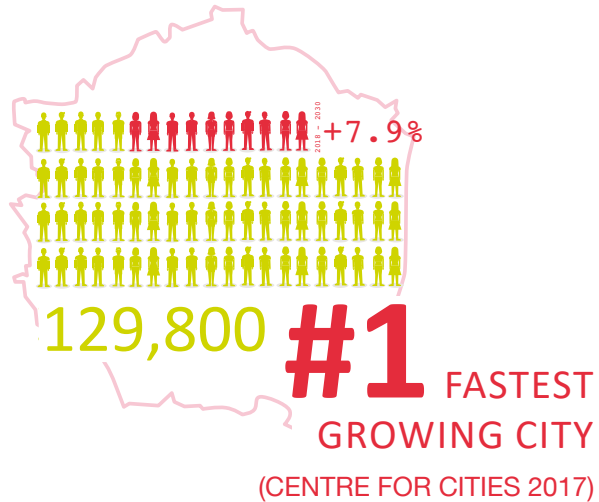
Successful cities are people places. 'Business as usual' planning and development processes on their own will not be enough to ensure Exeter can achieve its potential and give all its citizens the chance to live the best possible lives. Strong private sector partners are essential, but the public sector, in particular Exeter City Council, must have a clear vision for the sort of change that is

needed to benefit the people and businesses of the city. It must also have a clear understanding of how to work differently to achieve this vision.

This document is about ensuring that, as Exeter grows, its success is sustained. It highlights how a transformational housing delivery programme can be the means to bring major investment into the city and renew its infrastructure for the 21st Century with the aim of improving people's lives and wellbeing. It demonstrates the capacity for urban renewal and densification to also relieve pressures on the infrastructure and communities of the surrounding more rural districts and protect the setting of Exeter.



## Greater Exeter in numbers



Source: Times Higher Education  
World University Rankings 2018



# On The Up

Exeter is a young, vibrant and increasingly successful city. New homegrown businesses based on local strengths and energy are emerging. Many of its businesses, communities and individuals are active participants in the city's success.

The city has an impressive programme of events and a leisure offer that bring its public spaces to life. It is one of the most successful locations for investment in the UK and has an emerging tech industry as well as strengths in environmental and life sciences. People from all over the UK are choosing to make their

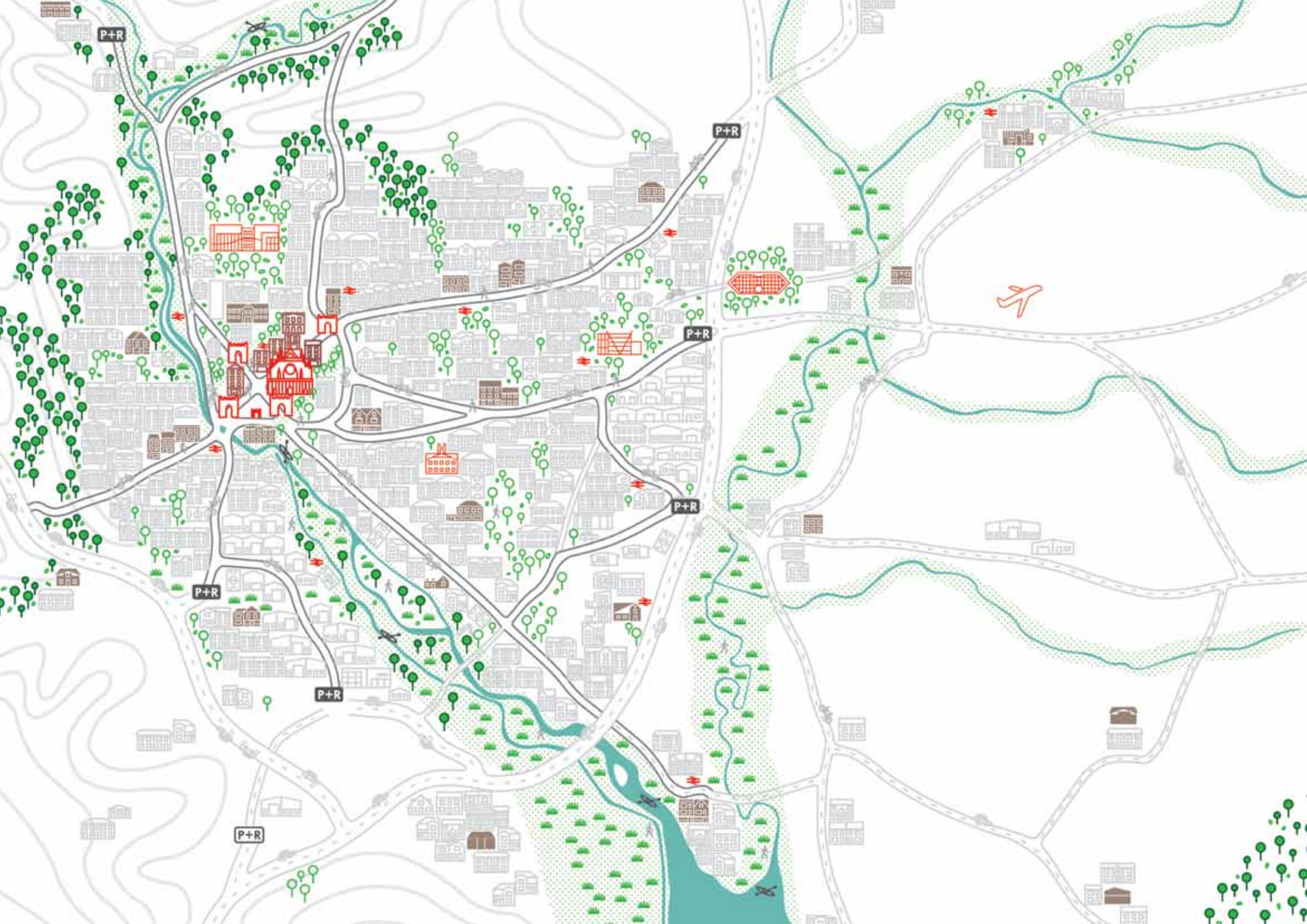
lives in Exeter and it is attracting talented and committed people from other leading cities. The strengths of the city are captured by the Live Better brand.

Some of Exeter's institutions and events are internationally important and recognised. Its university is in the top tier internationally and has ambitions to match the very best in the world.

The city is home to the Met Office and has a stake in the Exeter Science Park. The annual TedxExeter has been ranked fourth highest in the world for the number of talks with views of

over one million. Working with Sports England as one of 12 national pilots, Exeter aims to be the most active city in the UK by creating an infrastructure that simultaneously reduces congestion and improves the health and wellbeing of its citizens.

Exeter is on the up and has reached a tipping point that comes only once in a generation; an ambitious and joined-up vision combined with a focus on delivery can ensure that growth delivers real benefits for its people and businesses.



# Liveable City

The people of Exeter know their attractive and historic city as a great place to live and work, and cherish its surrounding hills, stunning coast and special landscapes. Students and scientists know it as a place recognised internationally as a centre of learning, research and innovation. Businesses know that the quality of life the city offers helps them attract and retain staff, making the city one of the favoured destinations for investment in the UK in 2017.

Exeter combines the strengths of a global city with a local perspective; the neighbourhoods

and communities that make up the city retain the qualities of the villages that once surrounded it. Its valley parks bring green space into the heart of the city and allow people to move around in a natural and green setting. Its heritage and environment make it a liveable and active city.

As Exeter grows it will be important to recognise and improve the qualities that make it liveable. The streets, spaces and parks that link neighbourhoods and the city centre need to be safe and attractive to use, encouraging people to be active, healthy and use cars

less. The major institutions and business that give the city its strength and status need to be recognised and supported to respond to shifts in technology, shopping patterns, and social patterns. The investment achieved through a transformational housing delivery programme will be the means by which these outcomes will be achieved.





PLAYABLE STREET

GATHER

VILLAGE HALL

NEW HOMES

PEACEFUL

SCHOOL

DOCTOR

OFFICES

PHARMACY

DENTIST

PUB

SCIEN  
PAR

CITY  
CENTRE

CORNER  
SHOP

FRIENDS

TRANQUIL STREET

CAFE

BIRDSONG

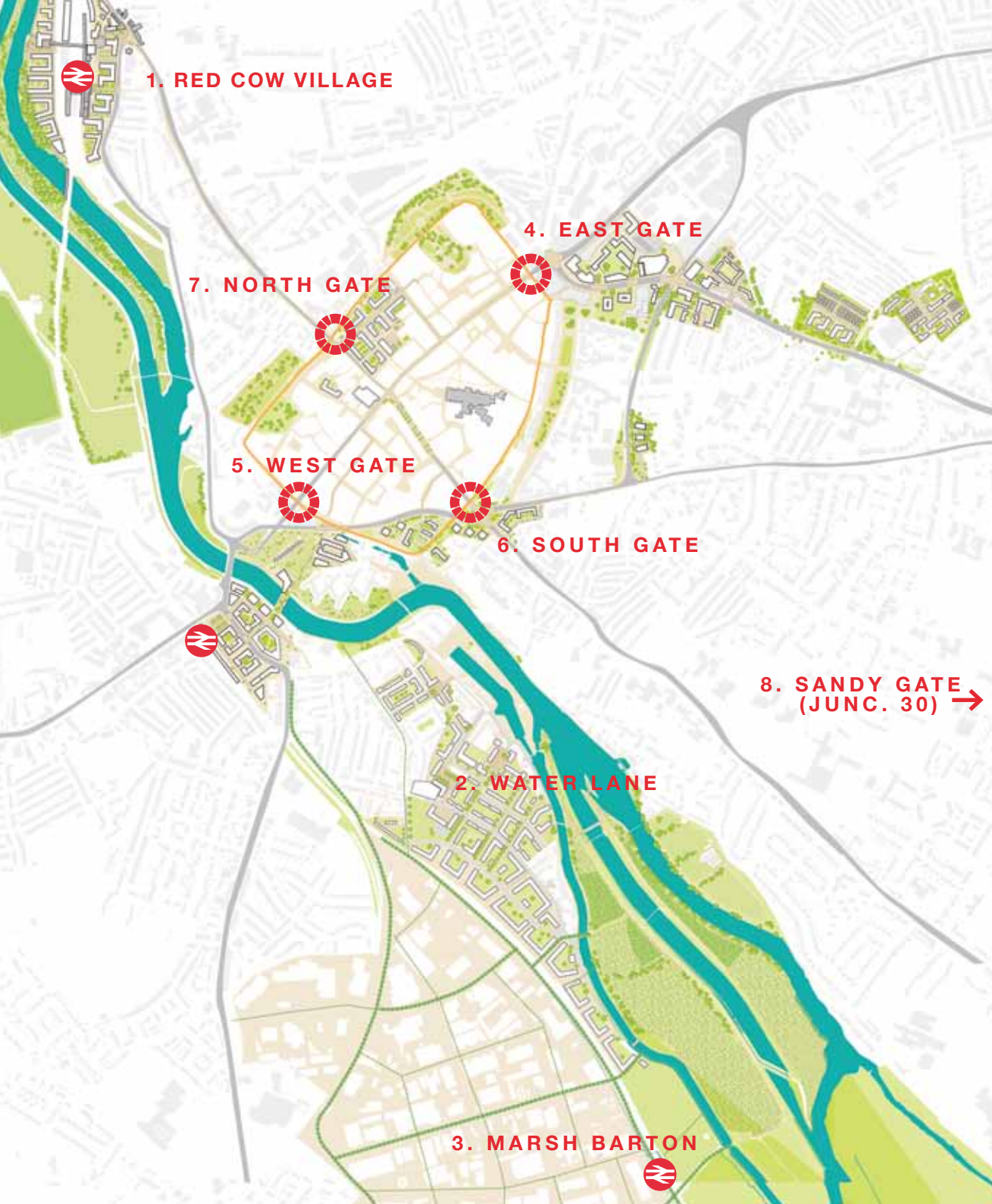


# Liveable Neighbourhoods

Many people's experience of Exeter starts with the neighbourhoods that they live in. Whilst the city centre may be important to them, their local environment is what they experience day in and day out. If it hasn't been invested in and lacks services, they will feel that growth is not benefiting them. Exeter can grow in a way that enables everyone to contribute to its success, and benefit from it too. People should prosper and have access to similar opportunities.

Neighbourhoods are the building block of the city. The improvement and creation of liveable neighbourhoods, combining new homes with meaningful and high value jobs and services, is at the heart of this vision. Neighbourhoods that promote wellbeing and physical activity can be achieved at scale through investment that can flow through the implementation of a transformational plan for delivering homes in the city.

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



### Active Design

Sport England have set out 10 principles of active design. These take a fresh look at the opportunities to encourage and promote sport and physical activity through the design and layout of our built environment. Exeter is committed to working with these principles as a means to improve health, wellbeing and to cut congestion in the city. Each of the right projects have these principles at heart.

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
9. Management, maintenance, monitoring and evaluation
10. Activity promotion and local champions



# Eight Transformational Projects

This programme represents nothing less than ambitious and long term renewal of the city's fabric to meet people's needs for homes, jobs and services in the 21st Century.

Exeter grew from the historic city along roads, streets, tracks and natural features to encompass surrounding villages. From these features land was made accessible and was planned and developed on to meet the city's needs. Over time this clear urban structure, based on historic patterns of movement and natural features has been put under pressure by the growing demands of the city and by the devastating effects of bombing in the Second World War.

Streets have become congested and have lost their historic qualities as new infrastructure has been introduced into historic streets. Green spaces and linear routes along valleys and watercourses do not always connect and provide a safe and healthy way of moving around the city.

Land ownerships have become fragmented in key locations and some areas are in need of comprehensive renewal. Much could be done to improve the city for the people who live, visit and invest in it.

There is a once in a generation opportunity to renew the structure of the city so that it can accommodate the sort of change and attract the investment it needs for its communities to prosper in the future.

A transformational housing delivery programme is the means by which this can be achieved. Those parts of the city that are currently hindering and detracting from its wider success can be improved through a concerted and joined effort across public and private sectors. Transformational housing

delivery goes hand in hand with an ambitious plan to build a modern, forward thinking and innovative city.

Exeter is a popular place to live and city homes continue to be in strong demand from an increasingly urban population. A transformational housing delivery programme focussed on priority sites in public ownership or large areas requiring land assembly can achieve a significant uplift in housing numbers, quality and pace to achieve 'public good'. Because of the location of the key sites, they will also drive a city transformation that will underpin Exeter's role as the driver of the regional economy, bringing wider benefit to its neighbourhoods and communities.

# 1. RED COW VILLAGE



Work hub at St David's Square

Station entrance and Red Cow Village square



**664**  
NEW HOMES





## What will the project achieve?



- A strong sense of arrival which benefits Exeter's identity, status and culture
- A new neighbourhood based around the historic Red Cow Village
- New work space, including use of under-utilised station buildings, in a highly accessible location
- Making rail the most attractive and convenient means of travel to and within Exeter to take pressure off roads
- A new living offer for Exeter
- Open up access to the river from the station for all
- Improve walking & cycling routes to the city centre







Riverside living along the Exe Valley Park

New neighbourhood centre including work space, homes shops and schools

## 2. WATER LANE



**1,567**  
NEW HOMES

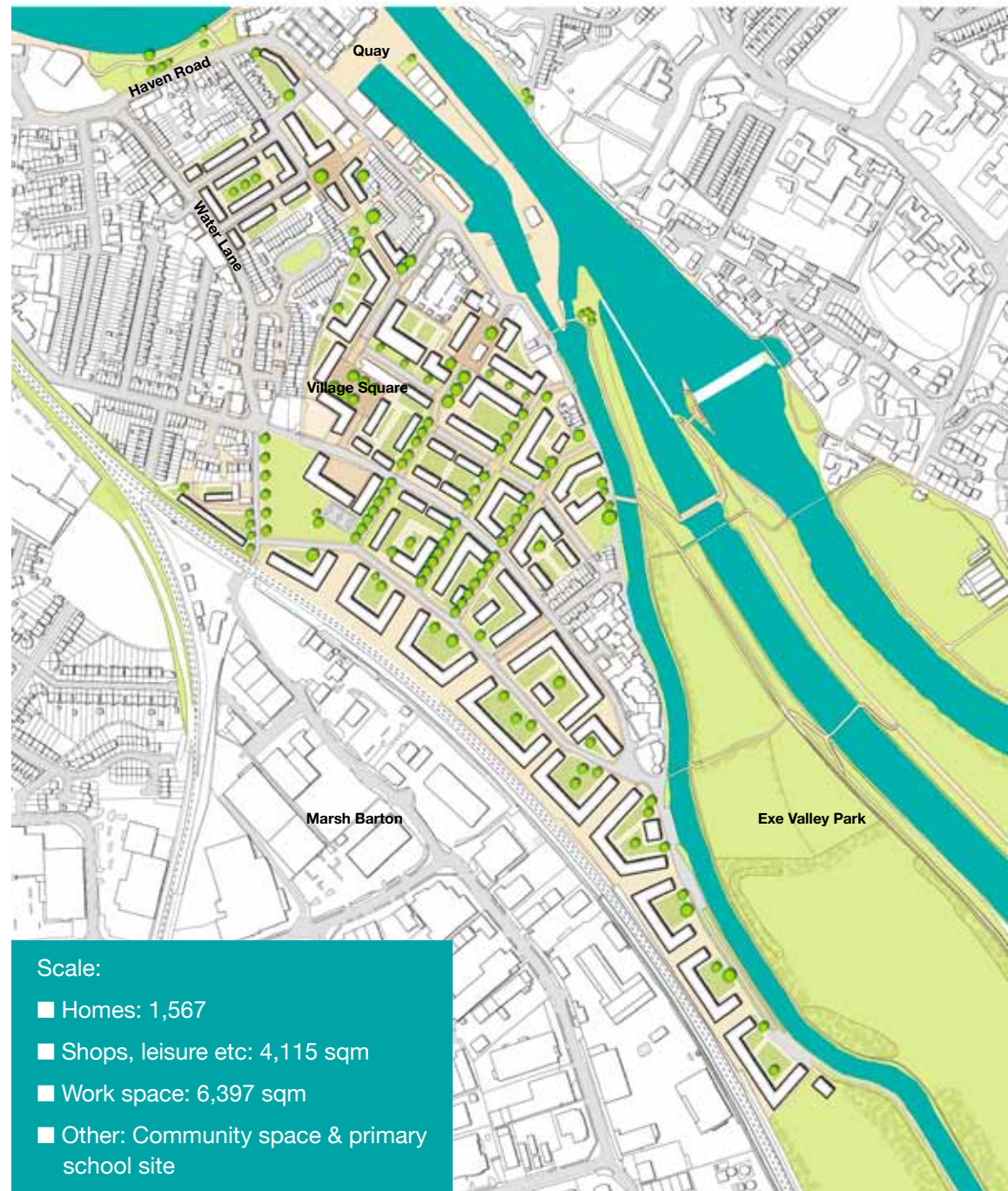




## What will the project achieve?



- 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

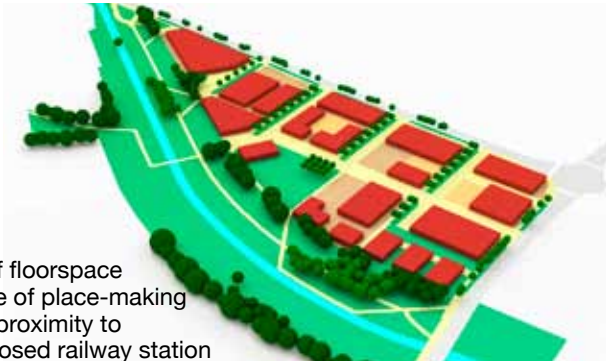
Existing Marsh Barton block plan.  
Approx. 16,350 sqm footprint



2

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

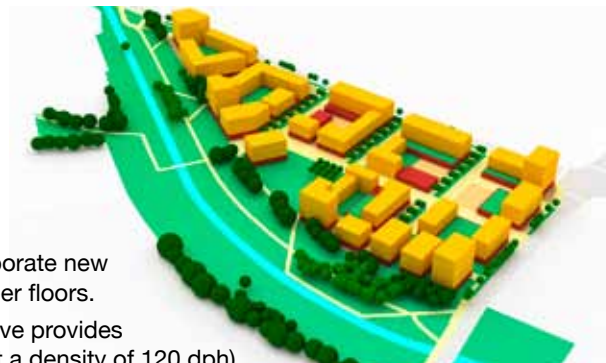
Approx. 16,606 sqm commercial space as a mix of flexible commercial, light industrial, office, workshops and retail.



3

Potential to incorporate new homes on the upper floors.

(Block testing above provides 553 new homes at a density of 120 dph).



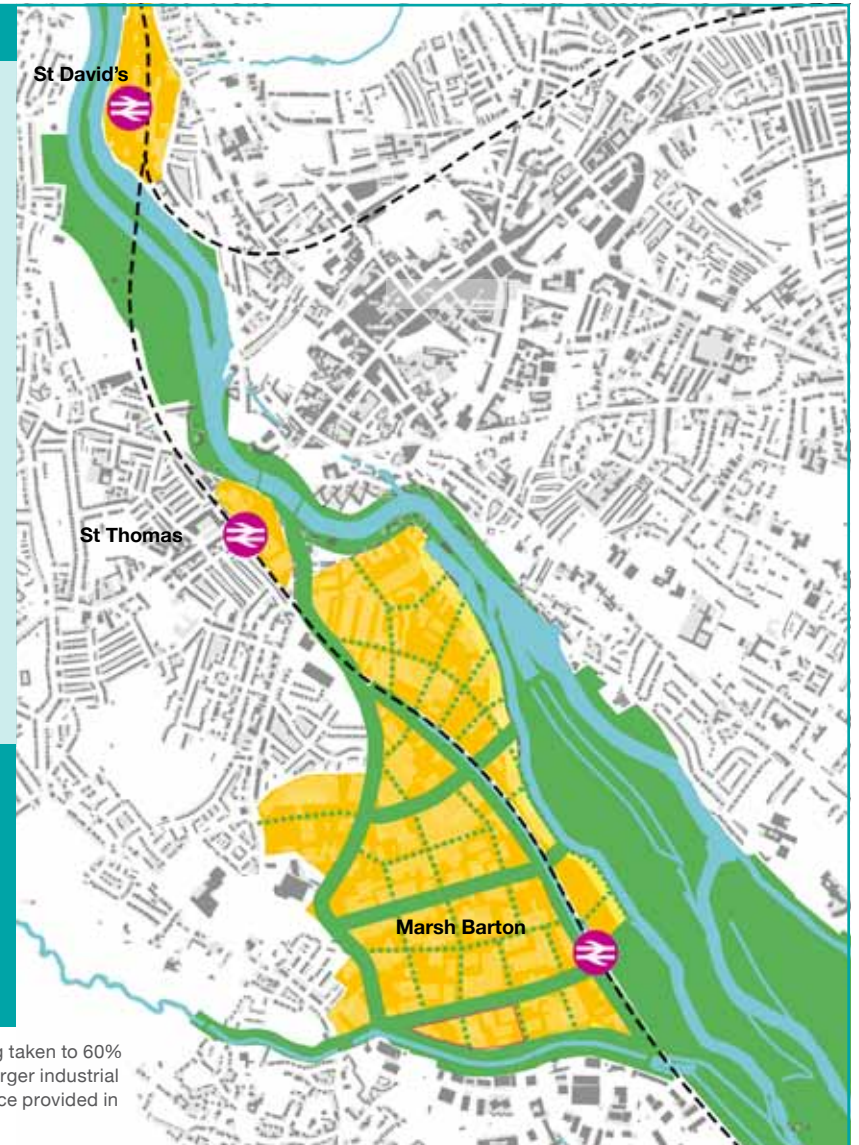
#### What will the project achieve?

- 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

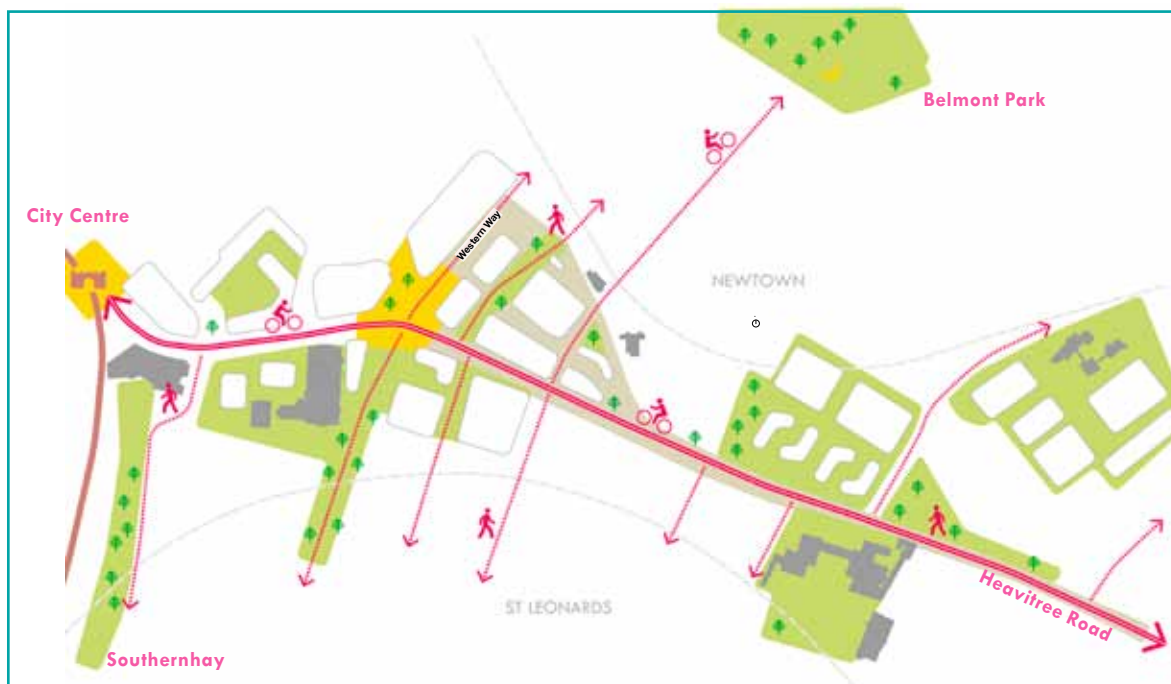


**962**  
NEW HOMES

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







### What will the project achieve?

- An enhanced approach to the City Centre from the east - Heavitree Road has reduced traffic and greater provision for public transport, walking and cycling
- New places to live close to the City Centre and existing neighbourhoods
- Space for new community facilities within the St Leonards and Newtown neighbourhoods



### Scale:

- Homes: 962 units (894 net)
- Shops, leisure etc: 2,875 sqm. (plus leisure centre)
- Work space: 18,557 sqm. (including relocated Civic Centre)
- Other: Community space



Green bridge and new cultural venue at Exe Bridges



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



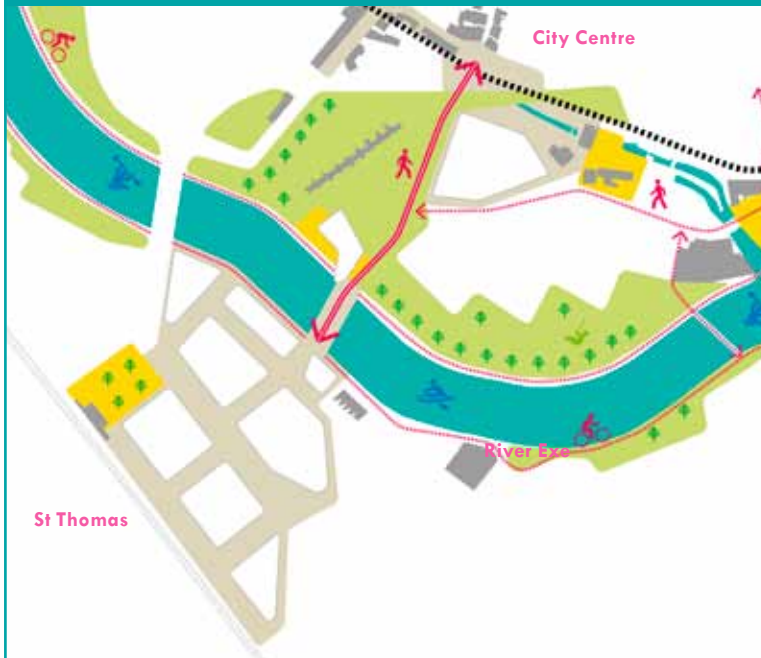
## 5. WEST GATE



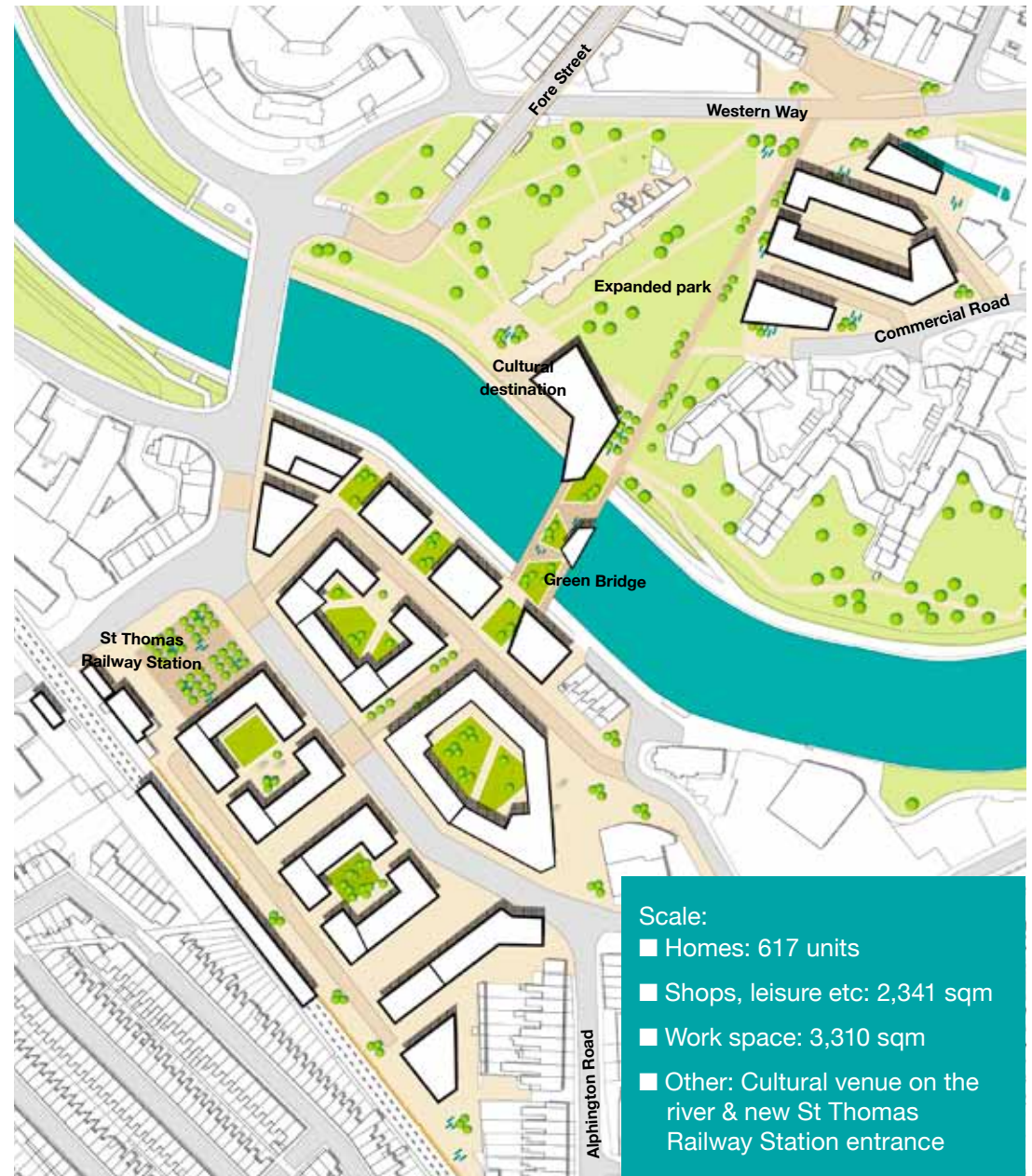
**617**  
NEW HOMES



## What will the project achieve?



- Opening up access to the river and canal from the city centre
- A new cultural destination on the river
- An expanded and connected park at the heart of the city around the bridge remains
- Promoting active travel across the river - the Green Bridge
- Phased delivery responding to changes in transport technology and growth in active travel



### Scale:

- Homes: 617 units
- Shops, leisure etc: 2,341 sqm
- Work space: 3,310 sqm
- Other: Cultural venue on the river & new St Thomas Railway Station entrance



## 6. SOUTH GATE



**300**  
NEW HOMES



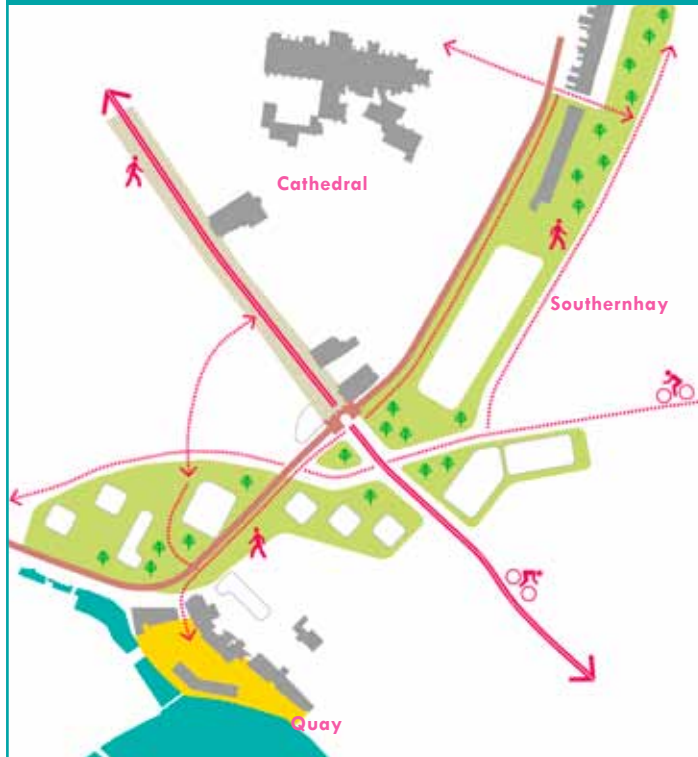
The reconfigured junction at Holloway Street/South Street/Magdalen Street/Western Way providing better pedestrian and cycle links between the City Centre and Quayside

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**

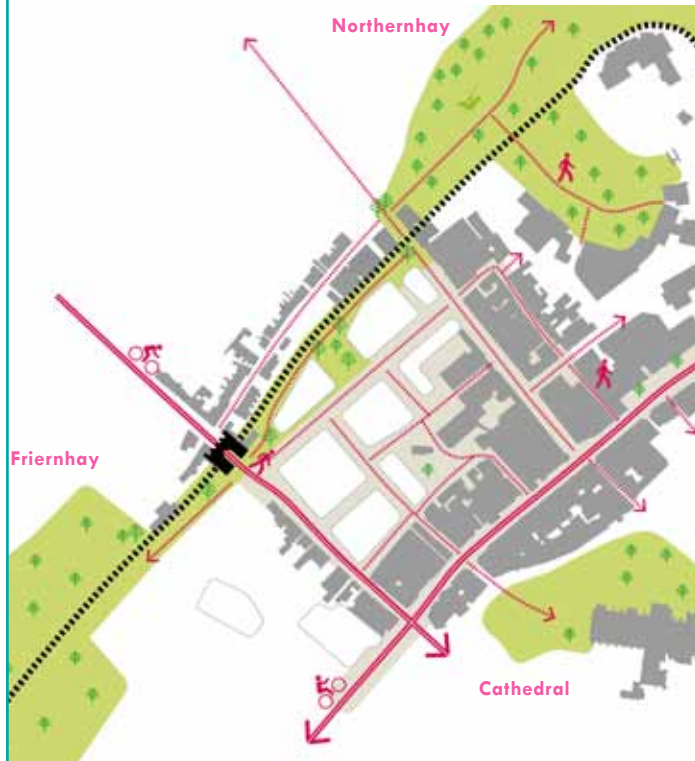
NEW HOMES

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

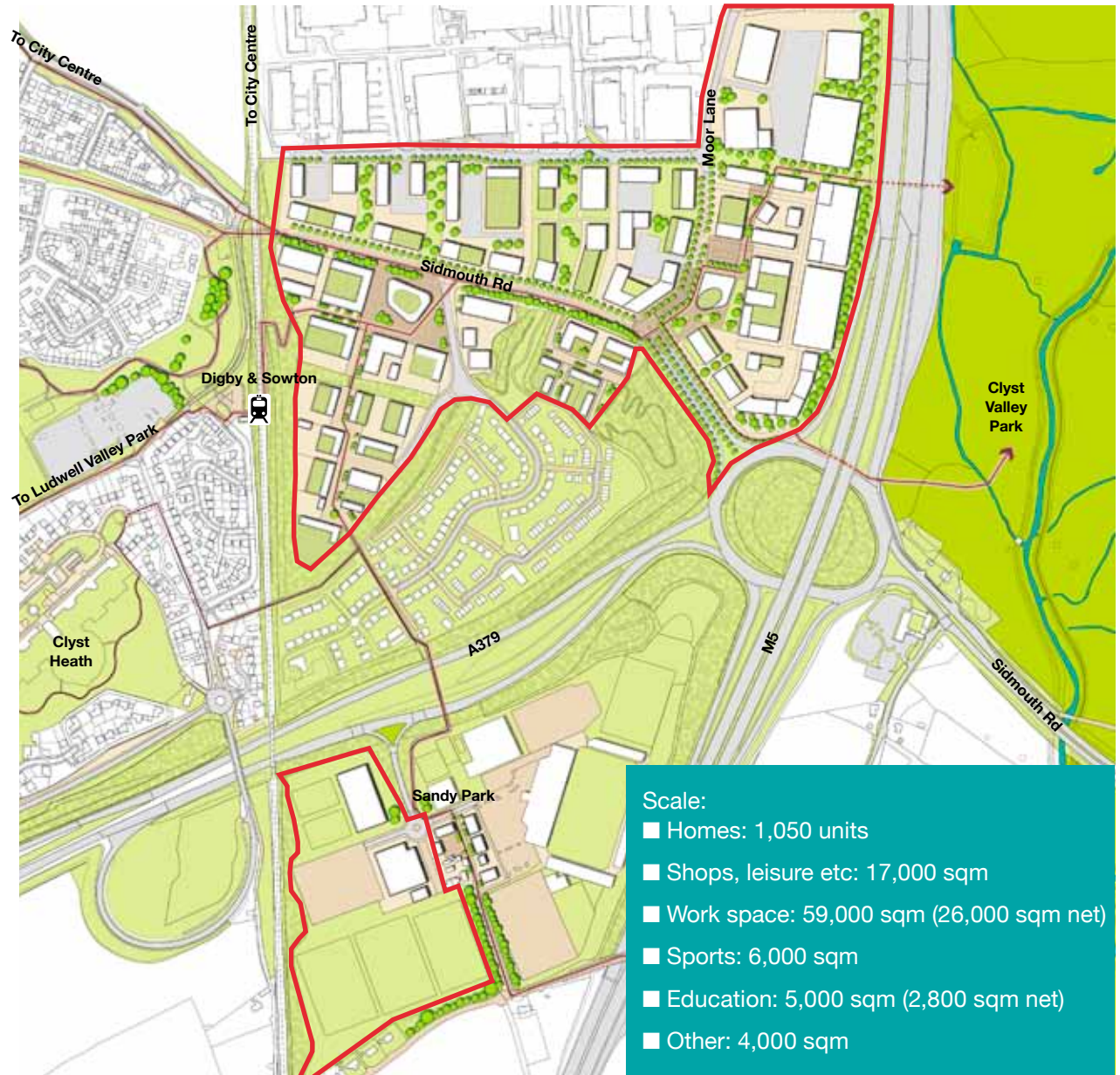




## What will the project achieve?



- 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 Cyst Valley Park





# Making it Happen

If each site is seen as an individual development opportunity brought forward through business as normal planning and development processes, the vision is unlikely to be realised. Each site on its own will have viability and delivery challenges which could result in incremental compromises in terms of quality. As a result the people and businesses of Exeter may not benefit from growth.

The Council needs to be clear about what it is seeking to achieve. A holistic delivery plan will be required to demonstrate the potential to create a virtuous cycle of investment and return. This will require public sector leadership and an agreement with the development industry demonstrating the commitment of the public and private sectors. Developers willing to sign up to the outcomes of the vision and developments that start to implement it should be supported.

By staying true to the three pillars of delivery set out opposite, over a sustained period, transformational housing growth can be directed to achieve the investment to ensure Exeter continues to thrive in future generations.





# Three Pillars of Delivery

## 1. The communities & neighbourhoods

This pillar means looking at each development proposal in its neighbourhood context to ensure that proposals deliver the homes, services and jobs that new and existing residents need. It requires a people first perspective in which development is always thought about in terms of the public good that it can bring to the city.

## 2. The prosperous city

This strengthens the strong image and identity of Exeter on which its status is based. It requires investment to ensure the City Centre can compete with the best shopping, living and leisure destinations across the UK. It means supporting the institutions that put Exeter in the global stage, attracting the jobs of the future and being at the forefront in the use of data analytics and technology.

## 3. Great streets & open spaces

This involves ensuring that the streets and spaces that form the public realm of the city are of the highest quality and encourage activity and wellbeing. These create the framework within which homes and jobs will be created and shape how people move around the city, influencing congestion and health. Applying the Sports England Active Design Principles across the city is a key objective of this pillar.

It means connecting the city and the river, creating a remarkable Exe Valley Park and using the Valley Parks to connect the communities and neighbourhoods of Exeter together. It means investing in infrastructure to create a public realm to make walking and cycling the preferred choice of transportation and reducing congestion and volumes of traffic.



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Produced by LDA Design  
February 2019



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LIVE BETTER