

Queen's Drive: Frequently Asked Questions

Autumn 2016

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1. Introduction

The following frequently asked questions and answers have been created to help people better understand where we are with the regeneration project in Exmouth and outlines the importance of investment and improvement for the town. This is the second edition of the FAQs and is dated November 2016.

East Devon District Council is planning to create a modern, exciting and attractive new leisure area on the seafront in Exmouth.

We would like the Queen's Drive leisure area to offer all-weather and all-year-round entertainment, suitable for all ages with a range of free and pay to play facilities, places to socialise, water sports, leisure and open spaces.

This Q&A leaflet answers some of the key questions you may have about the redevelopment.

2. Where is development happening on Queen's Drive?

The site covers the area between the old lifeboat station (next to the Ocean Centre) and the Maer. It is a 9-acre site, which equates to four football pitches in size. On the south it will meet the footpath and cycle path along the sea wall and to the north it borders the Madeira Bowling club. The Maer is a sensitive and protected site and will not be affected. Neither will the cricket ground, tennis courts or the bowling green. Similarly the beach will remain the same although we expect that the Queen's Drive development will attract even more people to Exmouth seafront and beach in and out of season.



Queen's Drive Development Site

3. What will the Queen's Drive development achieve?

The Queen's Drive development is a place that can bring new investment into Exmouth that reflects the changing leisure expectations of residents, visitors and businesses alike. There will be new opportunities for more businesses and a wider range of users.

4. Who will use the new Queen's Drive leisure attractions?

Based on what people have told us through consultation, we know that it is important that Queen's Drive offers all-year-round entertainment, free-to-use public spaces and a free play area, new pay-to-play attractions, more for different age groups and a national water sports centre. The mix of attractions will therefore cater for all the following groups and more:

- Families and couples enjoying a night out in Exmouth
- Three generations enjoying the space together
- Teenagers having a good time
- Watersports enthusiasts visiting from far and wide, staying and spending
- Rainy day and winter visitors
- Visitors and residents who have spent the day on Exmouth’s stunning beach
- The holiday park crowd
- Visitors using different accommodation

Exmouth has a national reputation as a water sports centre and is increasingly becoming known as one of the best UK locations for kitesurfing and as a centre for training and competitions as well as windsurfing, sea kayaking and paddle boarding. The water sports centre will create 45 jobs and we expect many more from the wider development. Redevelopment and the refreshing of the town’s leisure offer is important, as people’s tastes change and different destinations at home and abroad compete for their attention. When new investment happens people respond positively and the Strand and Premier Inn are evidence of that.

At the moment, the Queen’s Drive development area consists of a private play area, next to a car park and a cafe. The current play-park is weather dependent and is not always open throughout the winter.

5. What do the development proposals include (with map)?

The development will be a phased approach (see map below). Where possible and practical, the council has offered tenants the opportunity to keep trading until we need their site for development.



Queen's Drive Development Site

Phase 1 (blue)

New Road and Car Park

The road will be redirected behind the current car park. A new car park will be built behind the realigned road on the current mini golf site.

Phase 2 (yellow)

Watersports Centre (existing car park and road)

The site between the realigned road and the seafront will see a new, high quality centre for kitesurfing, windsurfing and other water sports. The current proposals are for training rooms, offices and equipment storage. It will cater for local school groups and youth groups as well as adult users.

We anticipate that the development may also include restaurant/café, retail and public space including an open-air event space.

This is a not-for-profit proposal that will be created ultimately for community benefit. The developer has already undertaken community engagement including meetings with Transition Exmouth, potential users, the water sports community and others.

The developer is currently looking at the design in order to provide the most sustainable, low-carbon development.

Phase 3 (purple)

Remainder of the Site (former Fun Park, Model Railway and Harbour View café) - Mixed Development

This is the area of the site which will comprise a mixed leisure development and we envisage that this could offer a combination of indoor and outdoor facilities, cafes, restaurants, free children's play and pay-to-play along with public open spaces. We also hope that we will achieve more hotel accommodation or holiday apartments on the site. The ground floor uses would be cafes and restaurants.

Because of the time elapsed due to legal challenges amounting to the best part of two years, we are going to review phase 3 to find the best mix of leisure uses that can be delivered. This will involve fresh thinking by experts in design, development and external public consultation.

The red area

The red area is not included in the development at this stage but in the future it is intended that it will be used as additional car parking spaces. The Amusement Arcade remains open.

6. Will there be open areas for people to relax and walk around?

An important aspiration for the area is to increase the amount of public space that is free to enter and available as space for meeting, socialising, relaxing and watching your children at play.

At the moment the leisure areas include spaces that people have to pay to use the individual play facilities. Furthermore, the space is not openly available for public use or for events, other than those organised by the current operators.

The council expects to see extensive public open space as an important part of the development site including outdoor seating in front of cafes, open air performance space and public free play areas.

The new leisure space will cater for all sectors of the community, including young children. Eating out at cafes and restaurants is an increasingly popular leisure attraction for families, teenagers and adults alike.

The public open spaces will be car free and the relocation of the current car park will mean that movement from beach to leisure facilities and play areas will be safer and in part, no longer requiring having to cross a road. Putting a bend in the road and reducing sight lines from the road with new buildings can be planned in ways that slows drivers down as well.

Exmouth will have a new place on the seafront for people to meet and relax whether they want to use the different mix of leisure uses or not. So Queen's Drive will become a social and cultural space for Exmouth's residents and visitors, as has been seen with the Strand.

7. When will the work on the road and car park start?

The council has been considerably delayed in delivering the regeneration aims for the site due to the lengthy litigation process that it was drawn into.

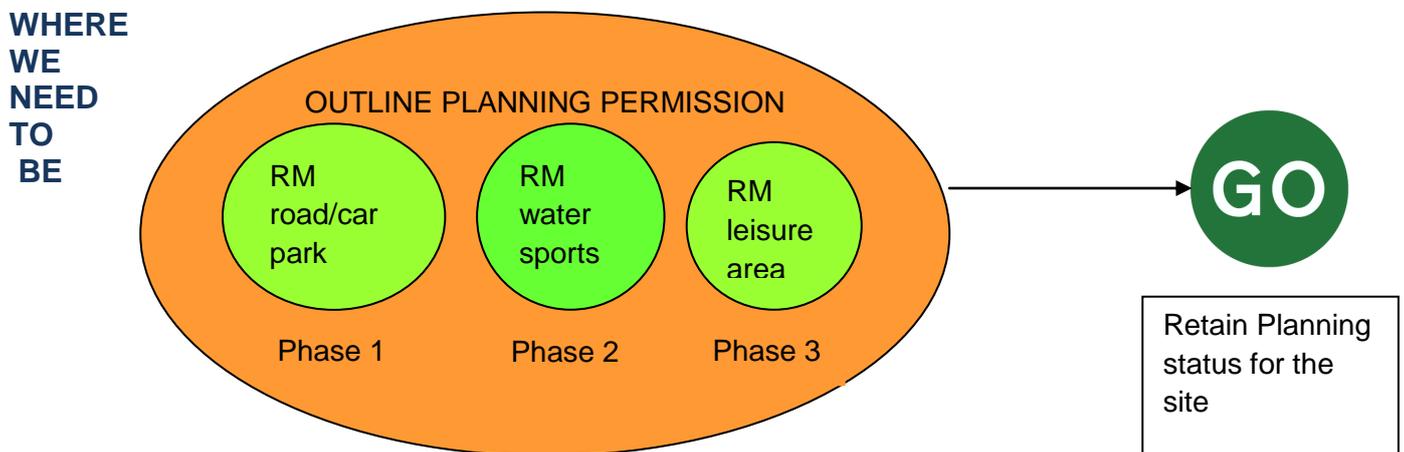
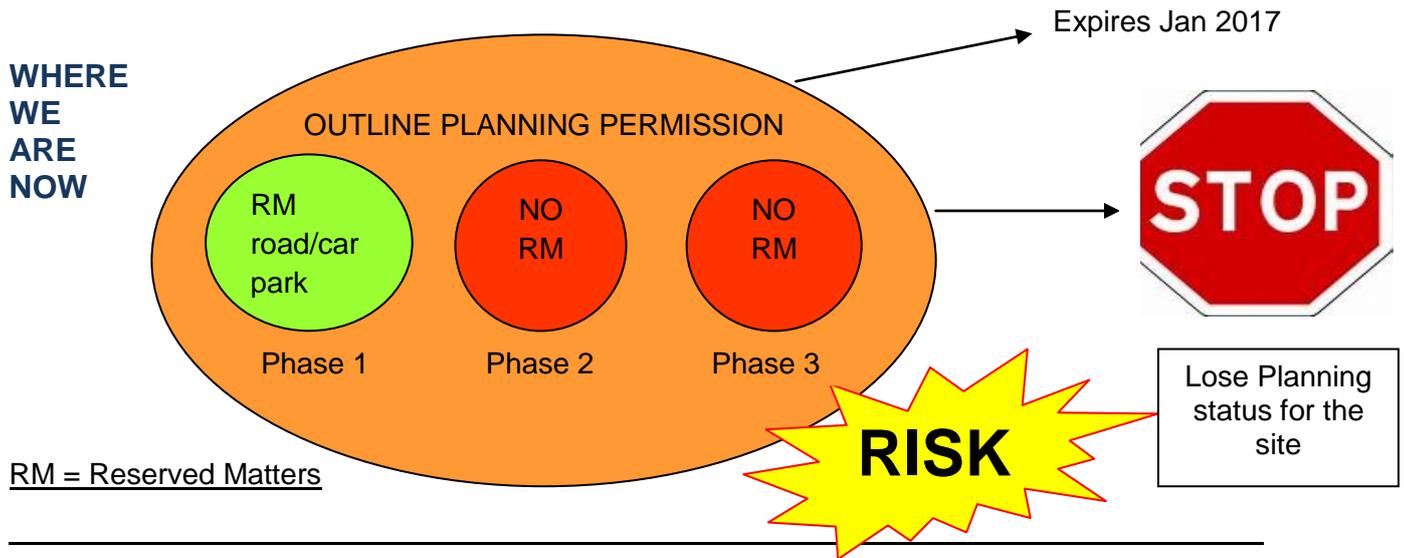
We will wait until Grenadier has planning permission for the watersports centre before we commence work on the road and car park and therefore envisage that we will begin works in autumn 2017.

8. Why is the council submitting reserved matters?

Although the council already has an outline planning permission for the entire site and a reserved matters permission for phase 1 (road and car park), the outline planning permission, which was granted in January 2014, expires in January 2017 unless reserved matters are approved for the remainder of the site. Therefore, in order to retain the potential to develop under the existing outline planning permission, the council needs to apply for reserved matters for phases 2 and 3 of the site.

This is a **technical exercise** in order to continue the existing planning approval and the council does not intend to implement these designs and proposals for buildings. The important proposals for consideration will be the **full applications** that will come forward by the developers for phases 2 and 3. The **flowchart below** illustrates this further:

Reserved Matters Flowchart



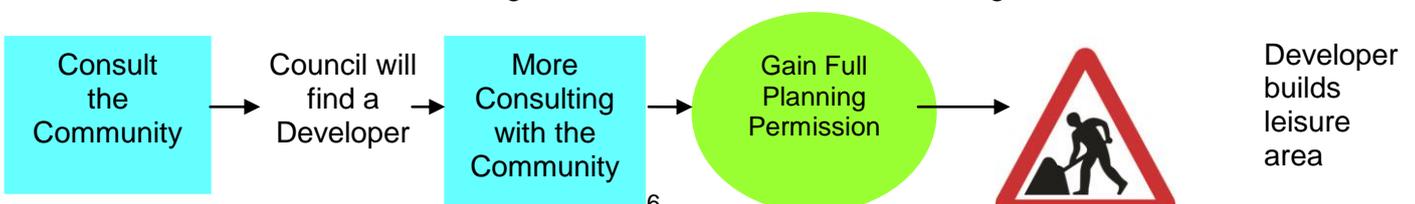
Therefore we are submitting reserved matters for phases 2 and 3 in December 2016.
BUT, this is a **TECHNICAL EXERCISE** to secure the planning status for the site.
 The council does not intend to build the proposals shown in the reserved matters for phases 2 and 3.
THEREFORE to avoid confusion we are **NOT** consulting the community on the reserved matters application **prior** to submission (but the planning process will still include a consultation period).

WHAT HAPPENS AFTER THAT.....?

Phase 2- Watersports centre. Grenadier will prepare designs for the water sports centre.
 Grenadier will:



Phase 3 – Leisure Area. Further design work will be considered. The design team will:



9. Why is the council not consulting on the reserved matters permission?

The reserved matters process is just a *technical exercise*, therefore the council, as landowner, will not be undertaking a separate consultation on the details of the reserved matters. As referred to in [Question 8](#) the council does not intend to implement the designs within the reserved matters. The council does not want to create confusion within the local community by showing illustrations and designs of the reserved matters scheme which it does not intend to implement. The Local Planning Authority will, however, consult as part of its normal planning process.

The important designs for the local community to be consulted on will be those prepared by the developers for their **Full Planning Applications** for phases 2 and 3 respectively.

10. Will there be further consultation about the development as a whole?

The council has held a number of previous consultation exercises as indicated in the table below showing the “**Building Blocks of Consultation**” and is committed to undertaking further consultation as shown. The previous consultation took place as part of the preparation of the 2012 masterplan and then twice again, as part of the outline planning process for what was then called “Exmouth Splash” in 2012/13.

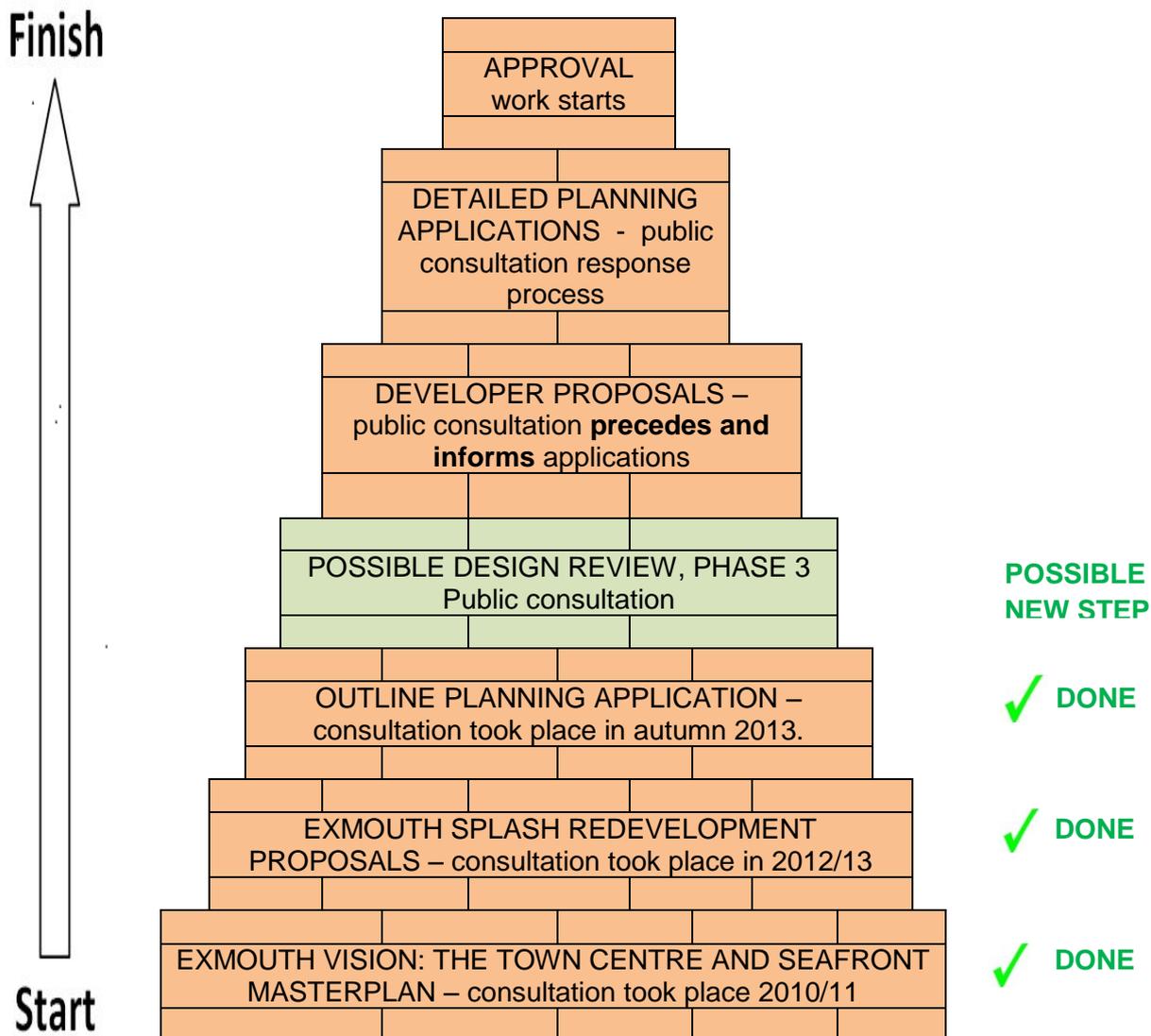
The following future consultation exercises are envisaged:

1. The Local Planning Authority will, on receipt of the reserved matters application, conduct its normal process which will involve a consultation.
2. Grenadier will conduct their own pre-application consultation on their proposals for phase 2, the watersports centre. Their full planning application will then follow.
3. The Local Planning Authority will, on receipt of Grenadier’s full planning application, conduct its normal process which will involve consultation.
4. Phase 3 will have a possible design exercise in the short term and if this takes place it will involve public consultation.
5. The developer selected for phase 3 will conduct their own pre-application consultation on their proposals for phase 3, the leisure area. Their full planning application will then follow.
6. The Local Planning Authority will, on receipt of the phase 3 developer’s full planning application, conduct its normal process which will involve consultation.

The council is committed to providing information to local people and consulting on the proposals that the developers bring forward. We will be working closely with the developers and promoting a wide ranging consultation process when more information is available.

[For more information on the previous consultation process please see the earlier version of the FAQ’s dated Feb 2016.](#)

The Building Blocks of Consultation



11. When will we hear more about the watersports centre and be consulted on the proposals?

Grenadier will conduct their own pre-application consultation on their proposals for phase 2, the watersports centre. This is hoped to be in April 2017. Their full planning application will then follow.

12. When will we hear more about phase 3?

In order to achieve a refreshed approach to phase 3 the council is proposing to engage external expertise. In response to encouragement from the local community we are in discussion with Wayne Hemingway and his design company who have a particular expertise and sensitivity in the

regeneration of seafront locations. This is just one option that the council is exploring and will keep the public up to date with the outcomes.

13. When is work likely to start?

The expected timescales are as follows:

2016 - December – submission of the reserved matters.

2017 – March/April – Decision on the reserved matters for phases 2 and 3.

2017 - April/May – consultation by Grenadier on their proposals for phase 2, the watersports centre, followed by submission of their **Full application**.

2017 - Sept - phase 2 planning permission for watersports centre determined.

2017 - Autumn - phase 1 works commence on road and car park.

2017 - onwards - phase 3 progresses through possible design review, consultation stages, developer selection, more consultation and full planning process.

14. What will the development include that is specifically for children?

The council is committed to the provision of open space and ‘free-to-use’ play space where there is none at the moment. We would like the proposals to include water play features, a free play area as well as pay-to-play attractions. The area will also be car free. We also hope to have indoor leisure attractions and restaurants that will have a family feel to them and appeal to all ages.

15. Why put a Watersports Centre at this location – isn’t the water dangerous here due to the flow of the tides?

This location is very suitable for a watersports centre. It is the location most used by kite surfers and windsurfers because there is no conflict with swimmers on this stretch of beach (bathing being prohibited). The centre will be available for national and international events from where competitors and spectators will take part in and view competitions. It is entirely appropriate therefore that it is located close to the stretch of water that offers the best conditions for launching boards. The centre will also be available as a base for training and tuition for young people and for other water sports, but these users will be taken from the centre to safer areas of coastline more suitable for tuition as has always been the practice.

16. What will happen to the NCI Coastwatch Tower in the Harbour View cafe?

A new lookout area for The National Coastwatch Institution will be provided as part of the redevelopment of a new restaurant proposed for the site of the Harbour View cafe. The National Coastwatch Institution will also be occupying the former First Aid Post building in the short term

so as not to disrupt the service that they offer to water users. We have worked closely and positively with the NCI over recent years and are committed to ensuring their inclusion in the new development.

17. Why do you need to move the road?

The realignment of Queen's Drive will enable the development of the watersports centre to have direct access onto the beach. Moving the car park further back creates the space for a more attractive and modern seafront appearance. A car park is not an attractive look to a seafront and the new architecture and open space of a watersports development will enhance the look of the seafront from land and sea.

The promenade area will remain so that people will be able to walk and cycle along the seafront at this point without being adjacent to a road. Families, including young children, will have a car-free space connecting the beach to the mix of attractions without crossing a road.

Pushing traffic behind the development will also be an opportunity to slow the speed of road users.

18. Will there be enough car parking when the new attractions are built?

Within the development there is replacement car parking capacity at Queen's Drive. This will help in providing access for users of the Ocean, the watersports centre and the other new attractions. We also have car parks at Foxholes and Maer Road with over 500 spaces between them. These car parks are underused especially in the evening and off-season.

19. What is a reserved matters permission?

A reserved matters application is an application seeking permission for the details not considered as part of the outline application (e.g – access, appearance, scale, landscaping). It is those aspects of a proposed development which an applicant can choose not to submit details of with their outline planning application, i.e. they can be 'reserved' for later determination.

20. What is outline planning permission?

An application for outline planning permission allows for a decision on the general principles of how a site can be developed. Outline planning permission is granted subject to conditions requiring the subsequent approval of one or more 'reserved matters'.

21. What is full planning permission?

An application for full planning permission results in a decision on the detailed proposals of how a site can be developed. If planning permission is granted, and subject to compliance with any planning conditions that are imposed, no further engagement with the local planning authority is required to proceed with the development granted permission, although other consents may be required.