

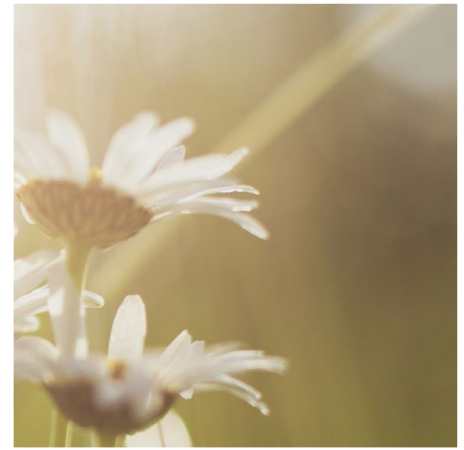


A **Sustainable New Village** in the
West End of East Devon



Vision Statement

March 2025



THE DESIGN TEAM



MASTERPLANNING



CARNEYSWEENEY
PLANNING

PLANNING



TRANSPORTATION



ECOLOGY



DRAINAGE/
ENGINEERING



LANDSCAPE/
ARBORICULTURE



HERITAGE/
ARCHAEOLOGY

THE LANDOWNERS

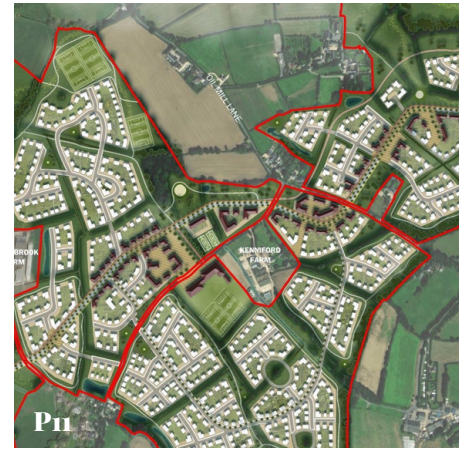
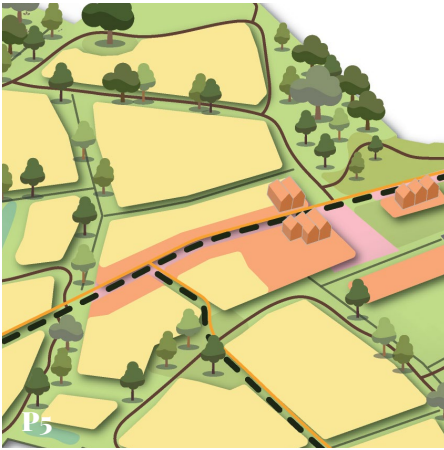
Our clients control land within East Devon's 'West End' and are actively promoting the development of a new village, which will ultimately form part of and complement the selected 2nd New Community proposal.

Both clients are major local employers: Crealy Theme Park and Resort and Hill Barton Business Park have a significant stake in the local economy. Two common themes have emerged when they speak with their employees:

1. Poor access to decent, affordable open market housing; and
2. A range of high-quality local services and accessible open spaces near, to where they work.

This proposal responds in part to these aspirations. But it also seeks to meet a more strategic need – a gilt-edged opportunity to secure the proper planning of the area way into the future.





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Introduction

Making the Case

A golden opportunity to support the strategic planning of the West End to meet the need for housing and jobs for the next 30 years.

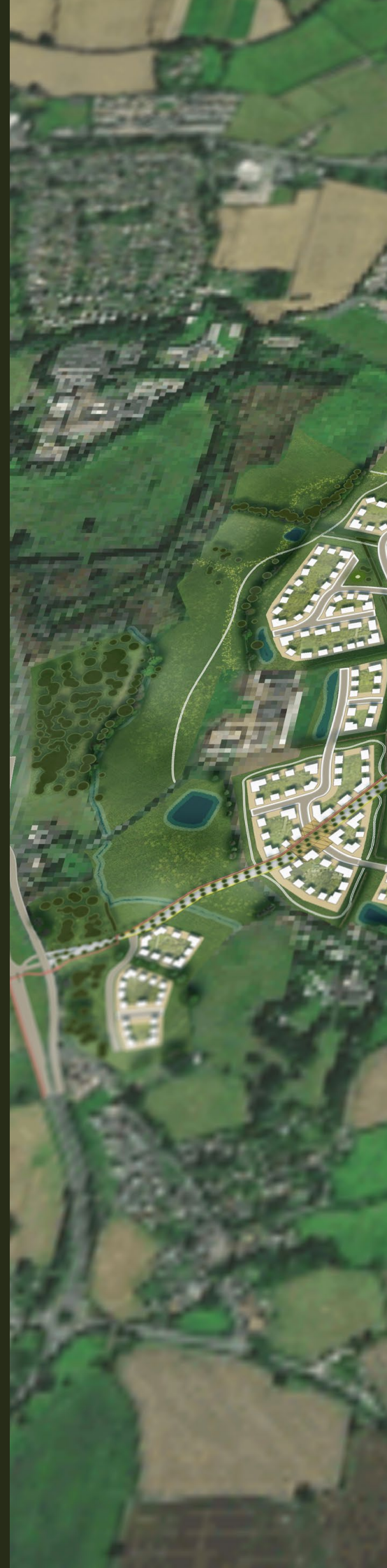
The aim of this Vision Statement is to demonstrate a robust and engaging case for a sustainable new neighbourhood on land between Clyst St George and the A3052 in East Devon's 'West End' to support the allocation of the site within the Local Plan Review (2022-2042) and which builds on the Council's positive technical assessment of the site as part of its consideration of site opportunities for a 2nd new community.

Our masterplan includes up to 2,000 new homes and a range of services, facilities with high quality public open space, striking a balance between critical mass and viability while minimising environmental impact. This development will enable the phased creation of a balanced and sustainable neighbourhood within the new Local Plan period, without the need for external funding.

This document highlights how the design opportunities offered at Clyst have arisen from the comprehensive analysis of the site and how this has shaped the design concept. Drawing on best practice for urban design strategies and placemaking principles, a framework masterplan has been developed that articulates the vision we have for the site. This document will demonstrate how the masterplan will deliver a connected and cohesive place to live, work, play and visit.

In design terms, the strategic location in the West End provides a key ingredient to achieving a truly mixed use development that meets the planned growth for East Devon, in terms of infrastructure priorities and an extension to the Clyst Valley Regional Park. This development is also following the aims of the New Towns Taskforce in helping to provide a sustainable critical mass of new homes, as well as supporting the Council's preferred option for East Devon's 2nd new community to the north.

Initial engagement has taken place with the Parish Councils. Designing and growing a community of this scale will take time and this Vision Statement reflects a starting point of a collaborative approach to engage with a diverse range of stakeholders so the masterplan naturally evolves and responds to these discussions.





Strategic Planning Context

Selected Site for East Devon's 2nd New Community

There is at present no delivery model for the Council-led 2nd New Community and as such there is no evidence against which an assessment of its viability and deliverability can be undertaken, noting that significant external funding will be required to deliver the associated transportation and wider infrastructure required. It follows that the claim that the 2nd New Community will start to deliver new homes in 2030 cannot be justified and is at best highly optimistic.

There can be very little confidence that the 2nd New Community will achieve what is required of it in the timescales needed to meet development needs. This is in the context of a District that is subject to significant development pressures arising from within the District and Exeter City, one that is heavily constrained in environmental terms and one where political continuity at a sub-regional level cannot be guaranteed by virtue of impending local government reorganisation.

Draft Exeter Local Plan (Regulation 19)

It is considered that the draft Exeter Plan will not deliver the homes required of it. Furthermore, the City Council failed to engage with East Devon District Council under the Duty to Co-operate to explore the ability of unmet need in Exeter to be met in the adjoining East Devon District. It is further considered that the best place to meet this need would be the West End for the reasons acknowledged by the draft East Devon Local Plan.

Delivering New Homes in East Devon

An accompanying representation submitted on behalf of the landowners of the proposed development claims that as drafted, the policies and provisions in the draft East Devon Local Plan will prevent development from coming forward on allocated and other windfall sites needed to meet the District's needs – let alone those unmet needs originating in an adjoining administrative area such as Exeter City. New development will be unable to achieve the bewildering array of environmental and other standards required by the draft Local Plan. Even if it can, it is likely to be challenged in viability terms.

Where Does this Leave Us?

Put simply, the draft East Devon Local Plan must allocate land for another sustainable new village in the West End. Our clients firmly believe that their site is the most sustainable and deliverable option to address the national housing crisis and what will amount in the short term to significant unmet local need.

The Strategic Vision

Our proposal will help to meet the need for housing and jobs in the District for the next 30 years. It will become a sustainable, healthy, and active new community, set within a locally distinctive, high quality environment that is sensitively and seamlessly integrated with the surrounding landscape. The village will foster sustainable and active transport connections to existing infrastructure as well as infrastructure delivered by the 2nd new community to the north. It will also support the Council's zero carbon ambitions and provide a range of social and community infrastructure along with employment, leisure, a range of other facilities and green open space in step with the delivery of new homes. Over time, the new village will become a functioning part of the 2nd new community, adding critical mass and supporting the delivery of higher order services and facilities.

The Council's Assessment of Sites for the 2nd New Community

Following a call for sites in 2017 and 2021, submitted options were assessed and these led to the identification of three new community options. The site at Clyst was identified as Option 3, while land between the A3052 and the A30 (known locally as "Denbow") was identified as Option 1.

An Options Appraisal Report was presented to the Council's Strategic Planning Committee in November 2022 which set out detailed technical assessment work undertaken for three 'main contender' sites – Options 1, 2 and 3. The sites were scored and Option 1 (37.5) and Option 3 (37.4) were scored almost identically. A further assessment report was considered in December 2023 with an updated scoring, which is set out in the table below. Option 1 scored 38.3 and Option 3 scored 37.4.

Overall, the scoring of Options 1 and 3 was similar. The single biggest difference in scoring was on deliverability. This was because the Option 3 site included the highest number of different landowners – about 20 - as well as five areas of unregistered land within the site boundary.

The Option 3 site is now reduced significantly in size and comprises just three landowners with legally binding agreements to work together to bring the site forward. Accordingly, prospects for delivery are considered to be significantly and materially increased and it is entirely possible that were the sites to be re-scored, Option 3 would score the highest.

Assessment Category	Option 1	Option 2	Option 3
Landscape Sensitivity	2	2	3
Ecological Impact/Biodiversity*	3.4	3.6	3
Flood Risk	4	4	4
Minerals	3	1	5
Historic Environment	3	3	3
Sustainable Accessibility*	4.3	2	4
Highways*	4.8	4.1	4.6
Utilities*	3	2.3	2.3
Net Zero Carbon*	3.3	2.3	3
Climate Resilience*	2.7	3.4	2.7
Deliverability*	4.5	3	2.5
TOTAL	38.3	31.7	37.4

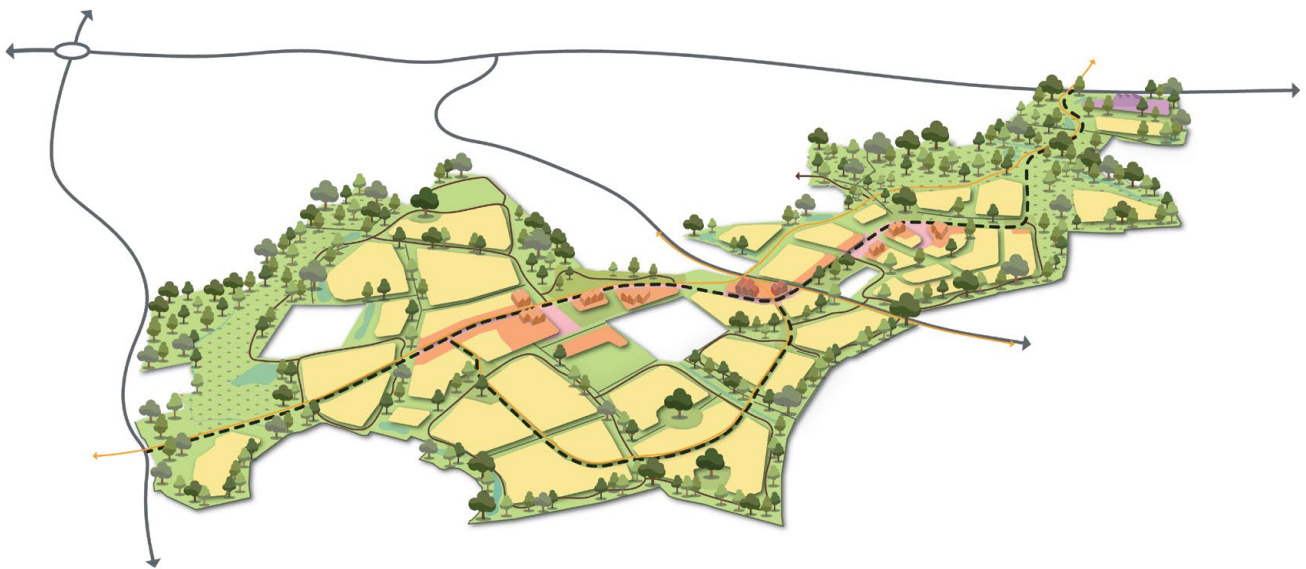
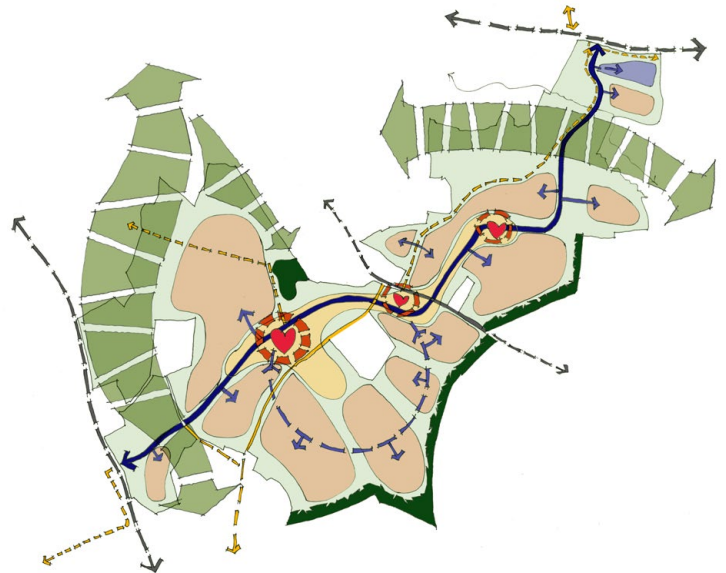
Summary

The proposed new village would deliver the following tangible benefits:

- Supports the proper long term strategic planning of the west end to meet the need for housing and jobs for the next 30 years. This is a rare opportunity to avoid successive local plans having to grapple with the same challenges time after time;
- Supports the Council's preferred 2nd new community proposal. The new village would not compete with the 2nd new community. It is intended to complement it and ultimately to become part and parcel of it. However, the new village would be able to deliver faster, thereby plugging an expected delivery gap while the significant infrastructure for the 2nd new community is planned and constructed;
- Relatively unconstrained site in planning, physical and environmental terms. This is confirmed by independent technical analysis undertaken on behalf of East Devon District Council (EDDC);
- The site is controlled by three landowners who are all signed up to deliver the new village. The authorities can therefore be confident in a comprehensive masterplanned approach and timely delivery, in accordance with a to-be-agreed Infrastructure Delivery Plan;
- Can deliver up to 2,000 new homes, with a range of densities, house types and tenures;
- Delivers social and community infrastructure in step with new homes. The absence of expensive infrastructure frees up funds for social and community infrastructure to come forward early in the delivery phases;
- Connects to existing employment, leisure and retail destinations in the area. Supports connections to employment, leisure and retail facilities proposed in the 2nd new community. Will incorporate an in-scale range of shops, services and facilities. This will promote self containment and trip internalisation, reducing the need to travel. It will encourage active travel through masterplanning and placemaking; and
- Supports the delivery of the Clyst Valley Regional Park including its extension into this site.

The Vision

Guiding Themes



Located between the existing settlements of Clyst St Mary and Clyst St George, there is a clear opportunity to grow a new settlement within a new 21st century parkland formed by connected neighbourhoods. This development will be a forward thinking and sustainable place that will delight those who live, work and visit.

The proposed development will address housing and job needs for the next 30 years, creating a sustainable, healthy, and active community. It will promote sustainable transport and support the Council's zero carbon goals. The development will offer social and community infrastructure, employment, leisure, and major green infrastructure and bio-diverse habitats alongside new homes. While it can be developed independently, it will complement the second new community and extend the Clyst Valley Regional Park, a key aspiration of the Council's draft Local Plan.

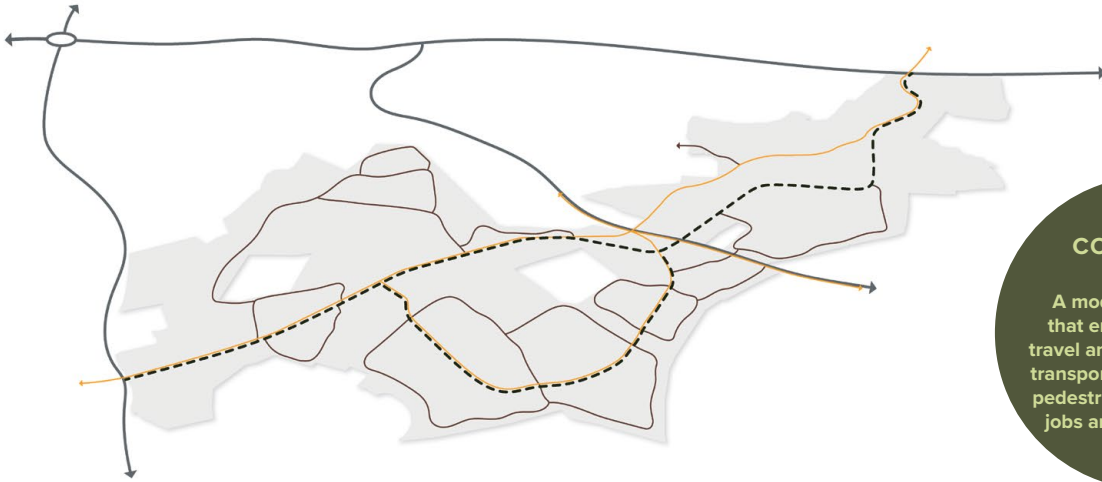
The proposals will establish the necessary physical and community infrastructure to

support growth within East Devon's West End. The mix of up to 2,000 homes, in a number of sub-neighbourhoods and character areas, will be tied together by a multi-functional Green Infrastructure (GI) network, creating a unified community offering lasting value to existing and new residents.

The vision is set around a variety of memorable, public open spaces and routes that respond to the unique ecological and landscape opportunities at this location. The layout will retain existing site features to create a naturalistic environment, enhancing biodiversity through a collection of existing and proposed water features and a series of green corridors.

A network of low-speed and distinctive streets will create a connected development that promotes walking and cycling within the development and between this neighbourhood and the wider settlements in the area.

It will look beyond its boundaries to unite the growing economies of the region. It will make the most of its position close proximity to and the potential to connect with existing infrastructure, services and facilities in the surrounding area, such as Crealy Theme Park and Resort, Winslade Park, Greendale and Hill Barton Business Park, and Greendale Farm Shop complex.



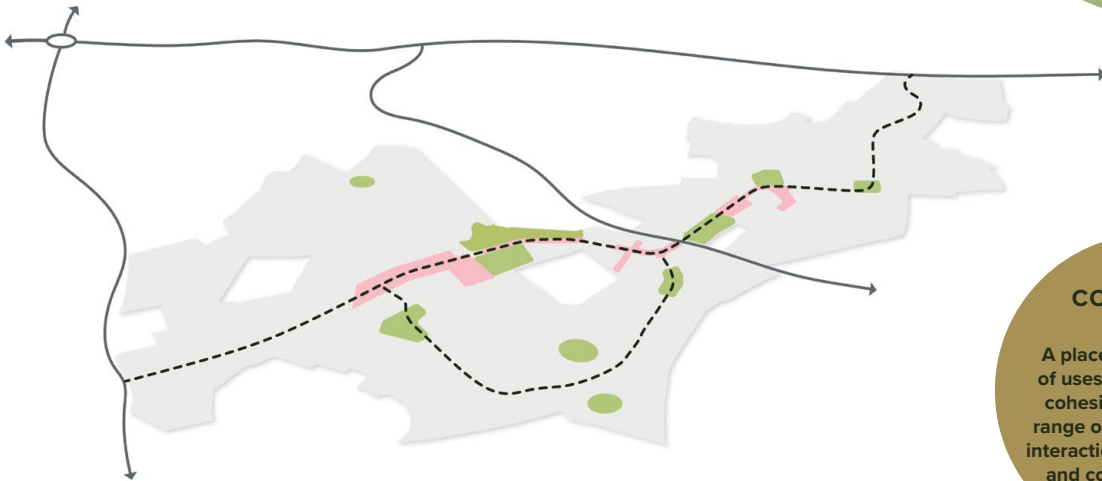
CONNECTED

A modern community that embraces car-free travel and promotes public transportation, bicycle and pedestrian connections to jobs and local facilities.



WELLBEING

A new sustainable neighbourhood integrated into the landscape to maximise biodiversity, promote healthy lifestyles and embrace the natural world.



COMMUNITY

A place that offers a mix of uses to improve social cohesion and provide a range of public spaces for interaction, flexible working and community events.



Site Overview

The Setting

The site is situated south of the A3052 and east of the A376, between Clyst St Mary and Clyst St George. It is adjacent to Crealy Theme Park and Resort to the north-east, with the M5 running north to south to the west of the site. Exeter city centre is about 6.5 km to the north-west, and Topsham is roughly 2 km south-west.

Junction 30 of the M5 is about 2.8 km west, offering direct access to Taunton, Bridgewater, and Newton Abbot. National Cycle Network Route 2 is approximately 1.5 km south-west, providing a largely traffic-free link along the eastern edge of the Exe estuary via the Science Park.

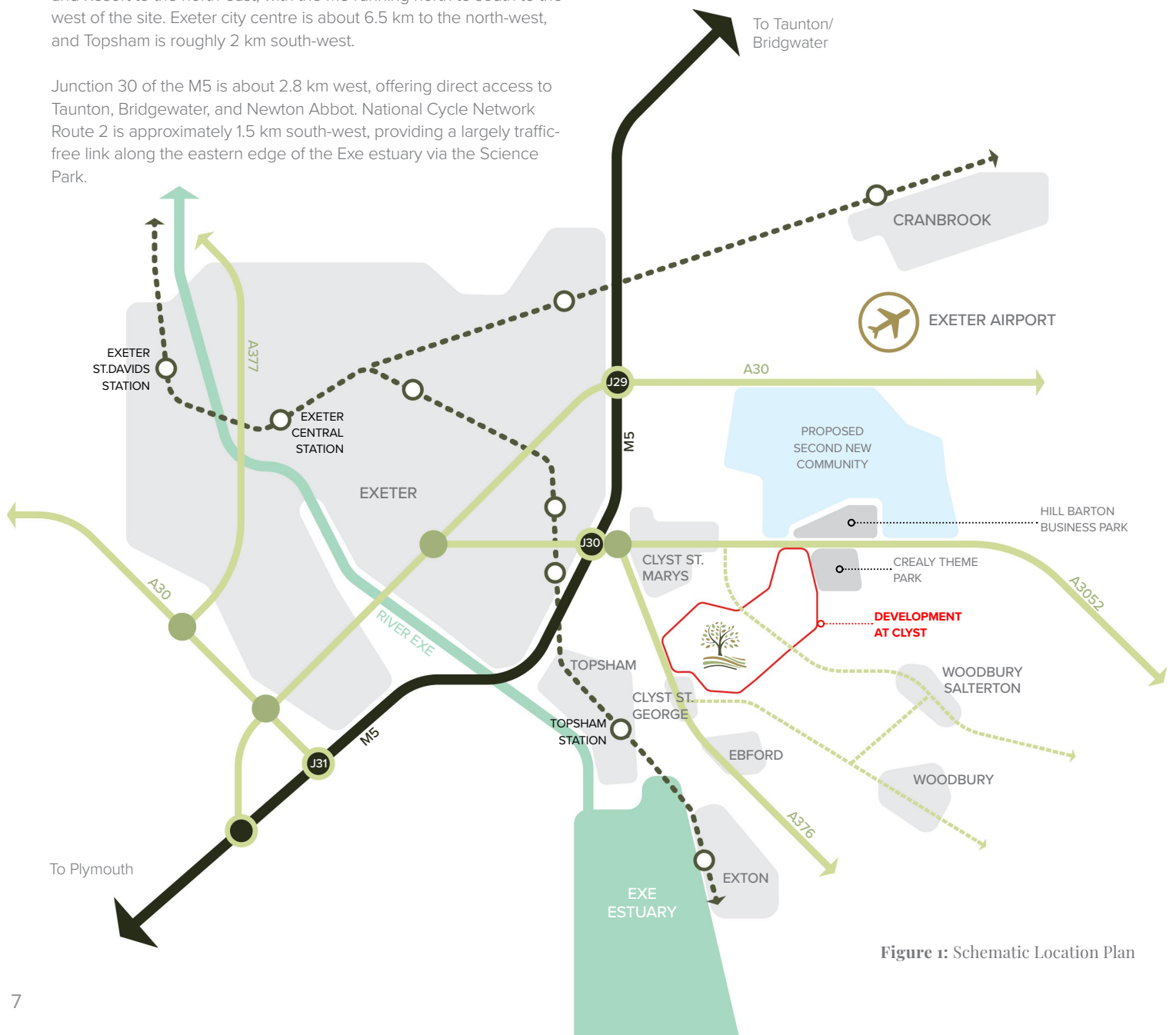


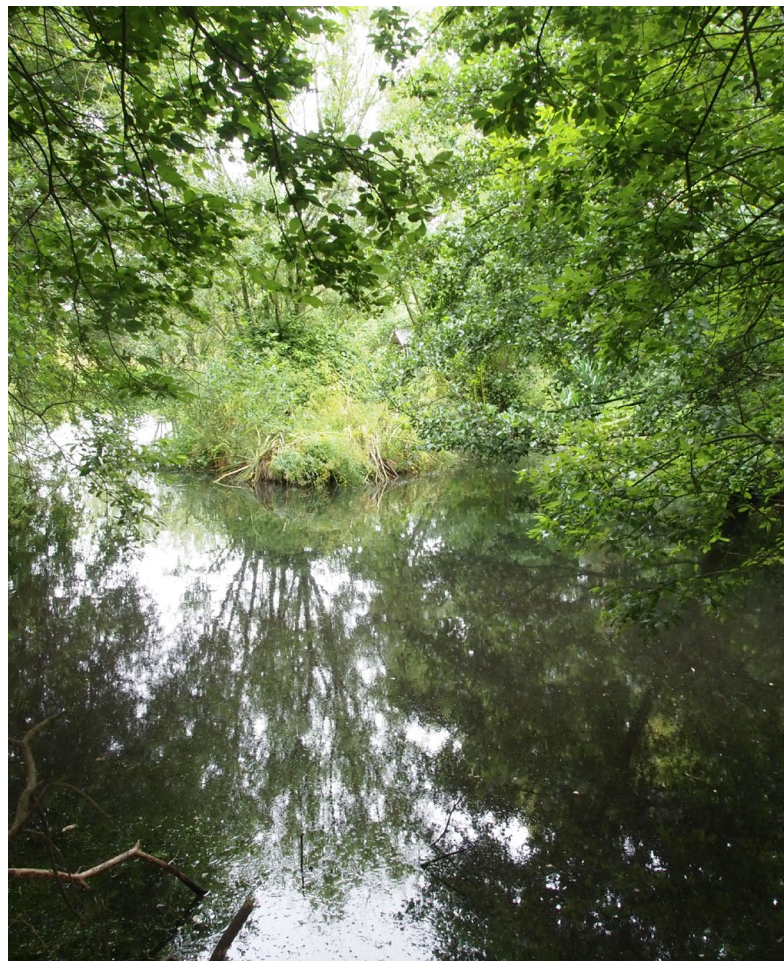
Figure 1: Schematic Location Plan



↑ Existing Lane between Oilmill Lane and Clyst St. George



↑ Existing Residence at Kenniford Farm



↑ Pond and watercourse on site



↑ Watercourse and woods looking from Kenniford Farm



↑ View to north across Oilmill Lane toward A3052

The area features a mix of urban and rural settings, with existing road networks connecting Clyst St Mary and nearby villages to the strategic road network. Access is available at various field entrances, and the site includes several farms and residences, with Grindle Brook running east to west in the northern field.

Covering approximately 157 hectares, the site is currently used for agriculture, with fields separated by hedgerows and scattered trees. It is well-suited for housing development, offering local services and facilities, and connections to nearby amenities. The site is 250 meters south-west of Hill Barton Business Park and about 2km west of Greendale Business Park, both providing employment, retail, and leisure opportunities. Greendale Farm Shop is 1.5km to the east.

Bus stops on the A3052 offer regular services to Seaton, Honiton, Sidmouth, and Exeter, which has a wide range of supermarkets and employment opportunities, including Sowton Business Park and the city centre. Exeter Central Station and St David's provide extensive connections.

Opportunities and Constraints

Site Analysis and Considerations



The masterplan design has been informed by site visits and initial inputs from a range of environmental and technical surveys that identified a range of opportunities and constraints that have shaped the plan (see Figure 2 and Figure 3), and are summarised below:

- Opportunity to deliver up to 2,000 new market and affordable homes, with a ranges of sizes, types and tenures;
- Opportunity to provide a new Local Centre and community hub providing essential everyday shops and facilities, community buildings, open space, and a two-form entry primary school;
- Opportunity to provide new employment facilities to complement existing facilities at Winslade Park, Hill Barton Business Park and Greendale Business Park;
- Opportunity to provide a mobility hub that connects new residents with nearby employment, local/neighbourhood centres and the wider Public Right of Way (PRoW)/active travel network to reduce car use/travel in the area (particularly the proposed Clyst Trail Route and Denbow development);
- Opportunity to retain and enhance existing hedgerows and trees into a network of GI and public open space that would contribute significantly to the Council's ongoing aspiration for the Clyst Valley Regional Park;
- Buffer development from sensitive viewpoints, particularly from the western end of the site;
- Maintain existing trees and hedgerows and supplement with additional planting to screen and enclose development;
- Incorporate existing public rights of way into GI corridors, and provide active travel connections, to offer a safe and convenient car-free pathways throughout the development and connecting to adjacent uses;
- Keep development and infrastructure outside flood zones at the north and west boundaries, and enhance floodplain with planting and habitat for wildlife;
- Offset development and create dark corridors along hedgerows to safeguard important ecological habitats and species;
- Where development is adjacent to existing residential development, sensitively locate new development to avoid overlooking;
- Mitigate the effects of built development on the more visible western ridge (west of the A376), so as to minimise visual impact on the River Clyst river valley and Exe Estuary; and
- Incorporate SuDS into GI corridors that provide benefits to wildlife and provide habitat in addition to their drainage function.

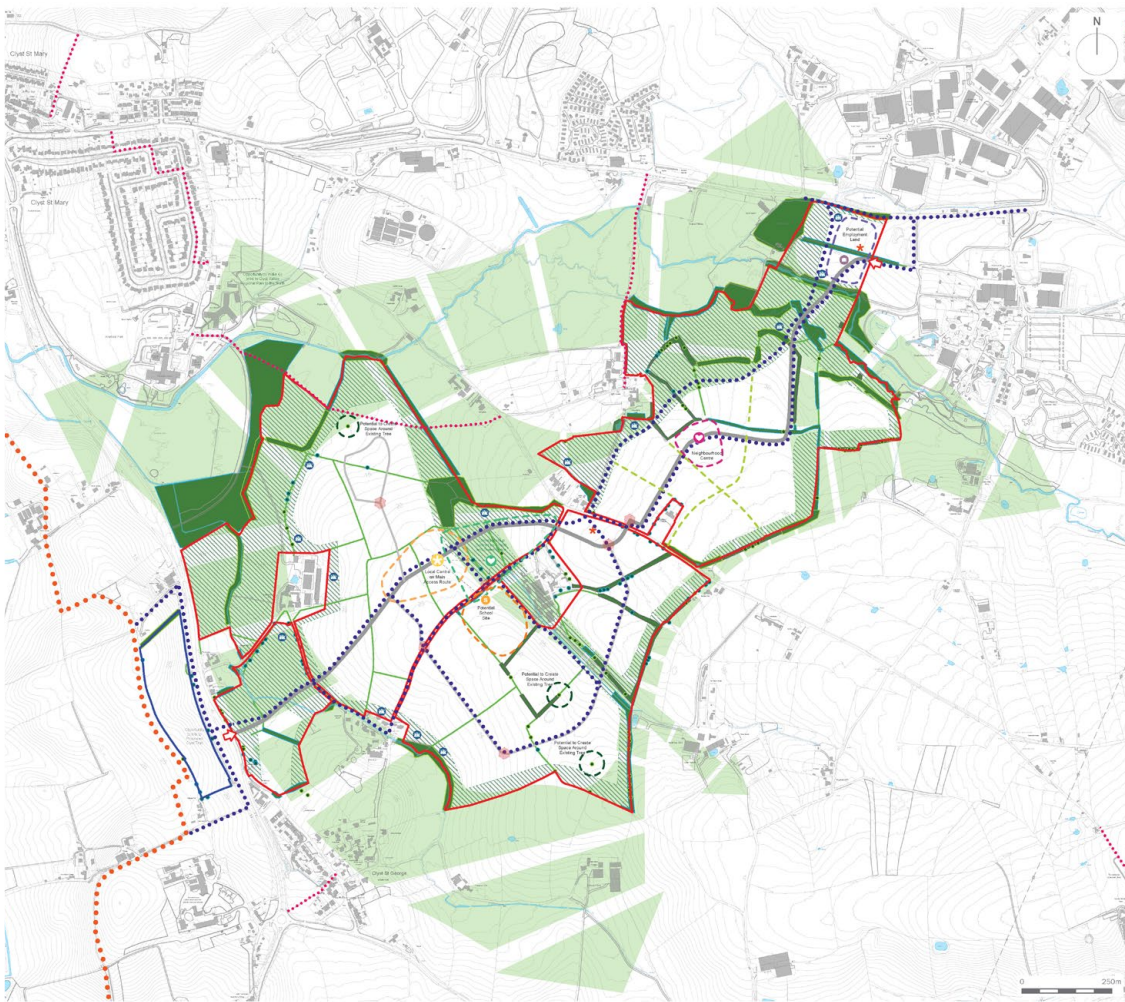


Figure 2: Opportunities Plan

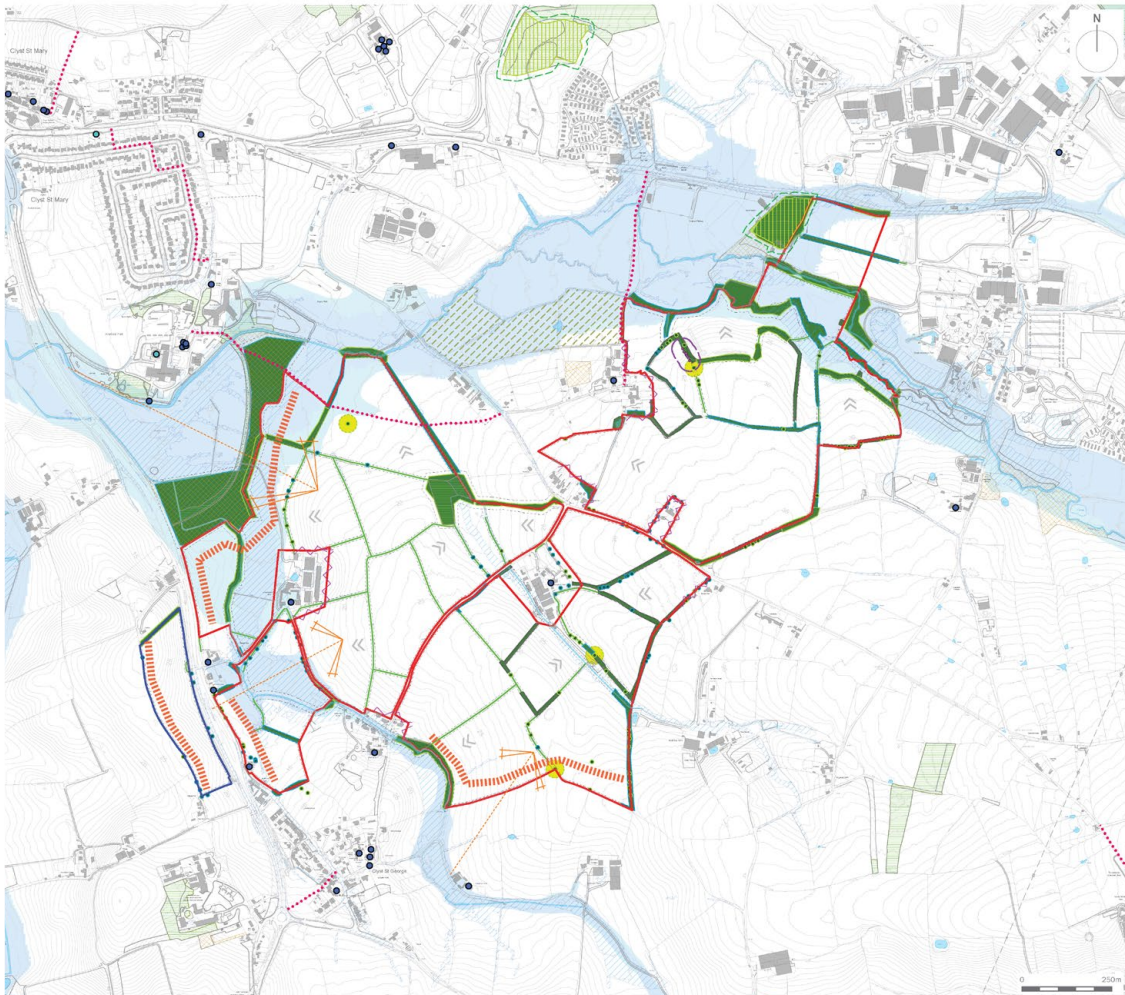


Figure 3: Constraints Plan

The Masterplan

A Landscape-led Plan

Our masterplan focuses on creating a comprehensive GI network, offering residents and visitors immediate access to nature. These multi-functional corridors will support wildlife, provide scenic views, and promote health and well-being through exercise opportunities.

Our masterplan aims to provide a balanced mix of everyday facilities and social infrastructure to enhance self-sufficiency. It includes various amenities to meet residents' daily needs, such as commercial and light employment spaces alongside new homes, complementing the heavier employment uses at Hill Barton Business Park. This approach ensures our masterplan enhances, rather than duplicates, the offerings of nearby areas.

The benefits are extensive. Residents, both new and existing, will have convenient access to schools, public open spaces, shops, leisure activities, and workplaces, all within the community.

The goal is to develop a sustainable community with diverse uses, including spaces for home working and socialising, mobility hubs with various services, and Active Travel Routes to encourage healthy lifestyles. The design aims to create compact, connected sub-neighbourhoods and character areas where daily needs are within walking or biking distance.

Beyond on-site infrastructure, residents can access neighbouring destinations on foot or bicycle easily, such as schools in Clyst St George or Clyst St Mary, employment at Hill Barton Business Park or Odhams Wharf, retail and leisure at Dart's Farm or Greendale Farm Shop and a wide range of employment, leisure and childcare at Winslade Park.

The allocation of a new neighbourhood at Clyst can therefore open the opportunity for a sustainable, healthy future where walking and cycling becomes the natural choice in this part of East Devon. Pedestrian and cycle connections can be made to the Clyst Valley trail, the proposed extension to the Clyst Valley Regional Park and the second new community (Denbow).





The Scheme

- Up to 2,000 new market homes reflecting local needs identified in the Council's Local Plan, and tenure blind affordable homes as a range of tenures including starter homes, social rent and shared ownership properties;
- A range of on-site social and community infrastructure and a range of services and facilities to meet daily needs including a local centre and a two form entry primary school, all delivered in step with housing;
- A new access onto the A3052, designed to facilitate both vehicular access and a key active and shared travel connection, enabling integration with the existing highway network and supporting future connectivity to development to the north;
- A variety of access options from the A376, to come forward on a phased basis as part of a response developed collaboratively with the Council to public transport and active travel improvements;
- Strong active travel and bus connections to existing employment, retail and leisure destinations, including to and through a second new community;
- SuDS, Biodiversity Net Gain and public open space;
- New employment space enabling people to work close to where they live and fostering growth in small businesses; and
- Connecting into and supporting the delivery of the Clyst Valley Regional Park extension.

Figure 4: Illustrative Masterplan

Mobility Vision

The Arc of Movement

The vision aims to improve connectivity in the West End, reducing car reliance by creating high-quality active travel networks. Our proposed new village will complement the Council's preferred second new community proposal and form a connectivity arc linking destinations like Topsham, Ebford, Crealy, Hill Barton Business Park, Cranbrook, Skypark, and eastern Exeter.

The connectivity arc aims to improve connections between various settlements, commercial areas, and destinations in the West End, reducing reliance on cars by promoting active travel (walking and cycling) and shared mobility options.

The arc will link destinations such as Topsham, Ebford, Crealy, Hill Barton Business Park, Cranbrook, Skypark, and the eastern part of Exeter. It will also connect local areas like Winslade Park, Clyst St Mary, Clyst St George, Woodbury Salterton, and Cat and Fiddle.

The key features of the connectivity arc are:

- **Active Travel Networks:** High-quality walking and cycling paths will be developed, making these modes of travel more convenient and attractive;
- **Shared Mobility:** The arc will support various shared mobility options, including buses, scooters, bike and car shares, and potentially future mobility modes like connected autonomous vehicles; and
- **Local and Regional Access:** Residents will have easy access to daily needs within the development and to nearby destinations, promoting a shift from car travel to more sustainable modes.

Our site is ideally located to enable delivery of a new connected place providing for the day-to-day needs of residents and a range of services and employment opportunities, making our site distinctive and as a result, highly attractive.



Figure 5: Schematic of the 'Arc of Movement'

