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Mary Arches, Exeter
Webinar Presentation

May 2025

EUTOPIA
HOMES

1 Introduction

1.1 Executive Summary

Overview

This Webinar document has been prepared by Darling Associates on behalf of Eutopia Exeter Arches Ltd, to set out our development visions for land at Mary Arches, Exeter.

Purpose of Document

This document looks at the site's existing constraints and sets out the development opportunities and vision for the site.

Vision

The client and design team aspire to work in partnership with the local community and Exeter City Council to co-create a shared vision for the project underpinned by the following vision:

- Redevelop the central site to deliver an independently branded co-living community with 309 units and high quality amenity spaces for residents.
- Deliver a scheme of the highest quality that maximises the site's development potential and is in keeping with the local vernacular.
- Create a sustainable proposal that promotes strong community and increases biodiversity.
- Create a new high-quality development that is knitted into the existing urban fabric and respects nearby heritage assets.

Site Location: Mary Arches Street, Exeter

1.2 Developer Profile - Eutopia Homes

The Client

At Eutopia Homes, place making is at the heart of everything they do. They strive to acquire projects in locations that can help be a catalyst for urban regeneration and deliver homes and communities that people aspire to live in.

Focusing on urban brownfield sites, Eutopia Homes start from the ground up and work with some of the leading design and place making practices to create long-term communities. At the heart of all of the projects is a sustainable ethos, be that proximity to local transport hubs or utilising off-site construction techniques to reduce waste.

Eutopia Homes creates homes across the complete housing spectrum from affordable housing, private for sale and the private rental sector. Eutopia Homes provides local amenities and residents facilities on their sites to help deliver a sense of community both within and outside the projects.

Eutopia Homes 'Ethos'

The core values of Eutopia Homes are;

- Delivering homes in great places
- Developing a strong sense of community
- Focus on good quality landscaping
- Producing homes that people can afford to buy or rent
- High quality design with great space planning
- Regenerating brownfield urban sites
- Delivering creative spaces and co-working opportunities
- Modern design philosophies that focus on shared communal landscaping for high density environments

EUTOPIA HOMES

Eutopia Homes Projects

1.3 Eutopia Homes - Recent Developements

319 Ordsall Lane, Salford

Status: In Construction (Planning Consented 2020)

The property at 319 Ordsall Lane occupies an excellent waterside location between south west Manchester and Salford Quays. In the immediate vicinity, Ordsall Lane is under-going a significant change towards being a residential destination.

Our vision was to initially create 250 new homes which complement the emerging masterplan for Salford Quays.

Exmouth Junction, Exeter

Status: In Construction (Planning Consented 2021)

Transforming 15 acres of redundant storage land, this important city centre site has been underutilised as a former railway interchange site for the last three decades.

Our vision is to create a vibrant community of starter homes, family houses, affordable housing and apartments to rent and buy within an urban parkland setting. Delivering over 400 residential units and a new retirement facility, the project will deliver much needed housing close to both the city centre and the university.

Camp Hill, Birmingham

Status: In Construction (Planning Consented 2020)

As part of our major regeneration project for Digbeth, we are seeking to deliver 480 homes alongside artists' studios, creative workspace, and a 150 bed hotel.

Designed to overlook landscaped courtyards, a mixture of 1, 2 and 3 bed apartments are planned in a series of linked blocks with balconies and roof terraces.

Set to benefit from major transport infrastructure improvements, the project lies within the HS2 enterprise zone which will benefit from the opening of the new high-speed rail link in 2022 and which will coincide with expected delivery date of the residential units.

321 Ordsall Lane, Salford

Status: Planning Consented 2020

The property at 321 Ordsall Lane is the second phase of the Ordsall Lane masterplan.

The second phase create a total of 500 homes currently submitted for planning in the Greater Manchester area.

1.4 Eutopia Homes - Current Live Projects

The Hay, Exeter

Status: Completed

Situated in close proximity to our Exmouth Junction site, the 0.5 acre site is well located within close proximity to Exeter City Centre, Exeter University and two local train stations.

Exeter Gateway has been designed to provide leading environmental standards – including a car club, electric charging points and increased cycle storage (100 spaces) – reducing car dependency for sustainable urban living

A generous communal roof terrace is provided for residents, along with balconies for some of the larger units.

Isca Gardens, Exeter

Status: In Construction

Isca Gardens comprises of 92 residential units in close proximity to the City Centre and University of Exeter. The development will benefit from access to a new urban park, running track and woodland walk.

The scheme provides a mix of 92 x 1 bed, 2 bed and 3 bed apartments 18 of the units will be delivered as Discounted Market Rental Units (20% discount) to key workers.

A children's outside play area will be located to the south of the development with access to the main entrance lobby.

A residents hub is provided on the ground floor to include a dedicated home-working hub and reception foyer.

Central, Gloucester

Status: Planning Consented Q1 2024

The brownfield development site extends to 8 acres in Central Gloucester scheduled for a minimum of 300-homes. The site is adjacent to Gloucester City train station and the hospital.

The site will consist of a mixed tenure development of houses and apartment blocks. As well as properties to buy there will affordable, private rented and retirement homes available.

The residents will have access to private gardens as well as a public garden that will be restored and landscaped, creating high quality green spaces that people will want to use.The site's central location will help to reduce car dominance and encourage sustainable trips through walking and cycling.

St Johns Court, Chatham

Status: Planning Consented Q1 2025

The 5.8-acre site, currently serving as a school with dilapidated buildings, fields, and a two-story house, is strategically located near Chatham town centre and train stations.

The scheme provides a mix of 138 x 1 bed, 2 bed and 3 bed homes (including 78 houses).Close proximity to Chatham town centre (0.5 miles), Chatham train station (0.3 miles), and Rochester station (1 mile)

Situated in the Medway Towns area of Kent, Chatham is renowned for its historical dockyards and barracks. Recent housing developments have revitalised the area, attracting buyers seeking affordable new-build properties within commuting distance to London

2 Appreciation of Local Area

2.1 Site Location

Overview

The site is located in central Exeter, within the Exeter City Council authority and county of Devon.

Exeter Central Station is approximately 0.4 km (0.25 miles) north of the property which provides frequent, direct rail services to and from London up to c.90 trains per day (journey times of approx. 3 hours), Salisbury (journey times of 2 hours) and Bristol (journey times of 1 hour).

Additionally, the site is 0.65 km (0.4 miles) from A377 providing access to the A30 to the south which also connects to Junction 31 of the M5 linking to Bristol and further afield.

The site is well-located, being within walking distance of a range of city centre facilities and amenities as well as the strategic transport network. Also, both the University of Exeter's campuses and the Royal Devon and Exeter NHS Foundation Trust are within reasonable proximity.

Key:

- The Site
- Railway Routes
- Major Roads
- Local High Street
- Schools/Universities
- Exmouth Jct.Development
- Public Green Spaces
- City Centre

Site location within the City of Exeter

2.2 Local Area - Building Uses & Heights

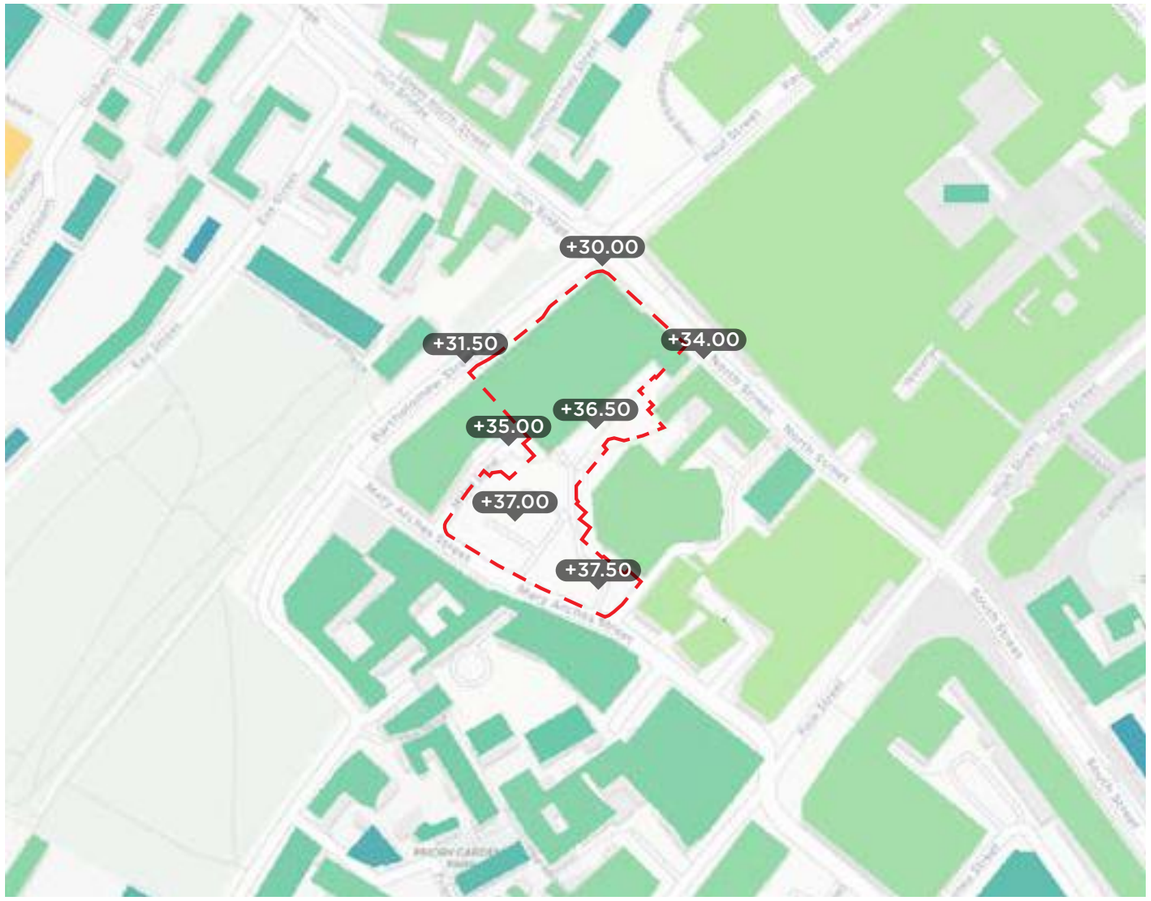
Existing land use

- The site is located on the edge of the town centre, bordering both the central retail zone to the East and residential areas to the West. There is a pocket of mid-rise Student accommodation to the South-West and the majority of commercial buildings on North Street have residential units on the top stories.
- Both plots neighbouring the site have consent to be redeveloped or converted into residential from commercial.

Key

- Site
- Residential
- Retail/Commercial/Parking
- Religious/ Cultural
- Residential Planning Consent

Existing Building Heights



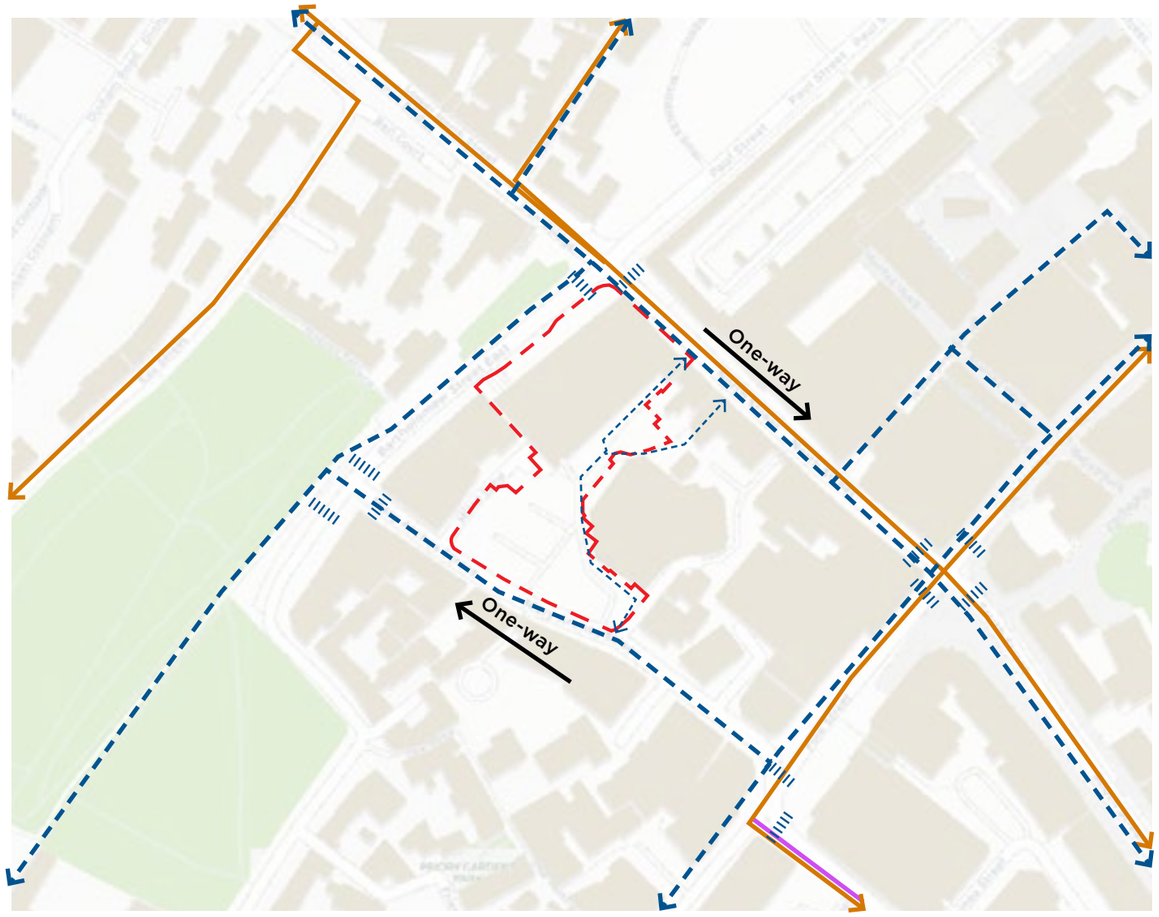
- The site is immediately surrounded by a mixture of building heights ranging between 10m to 20m. The buildings that are taller tend to be new student accommodation or commercial units.
- There is significant topography in the area which impacts the perceived building heights, with the elevation rising to the South and East of the site.

Key

- Site Boundary
- 40m
- 30m
- 20m
- 15m
- 10m
- 5m

2.3 Local Area - Accessibility

Pedestrian & Cycle Movement

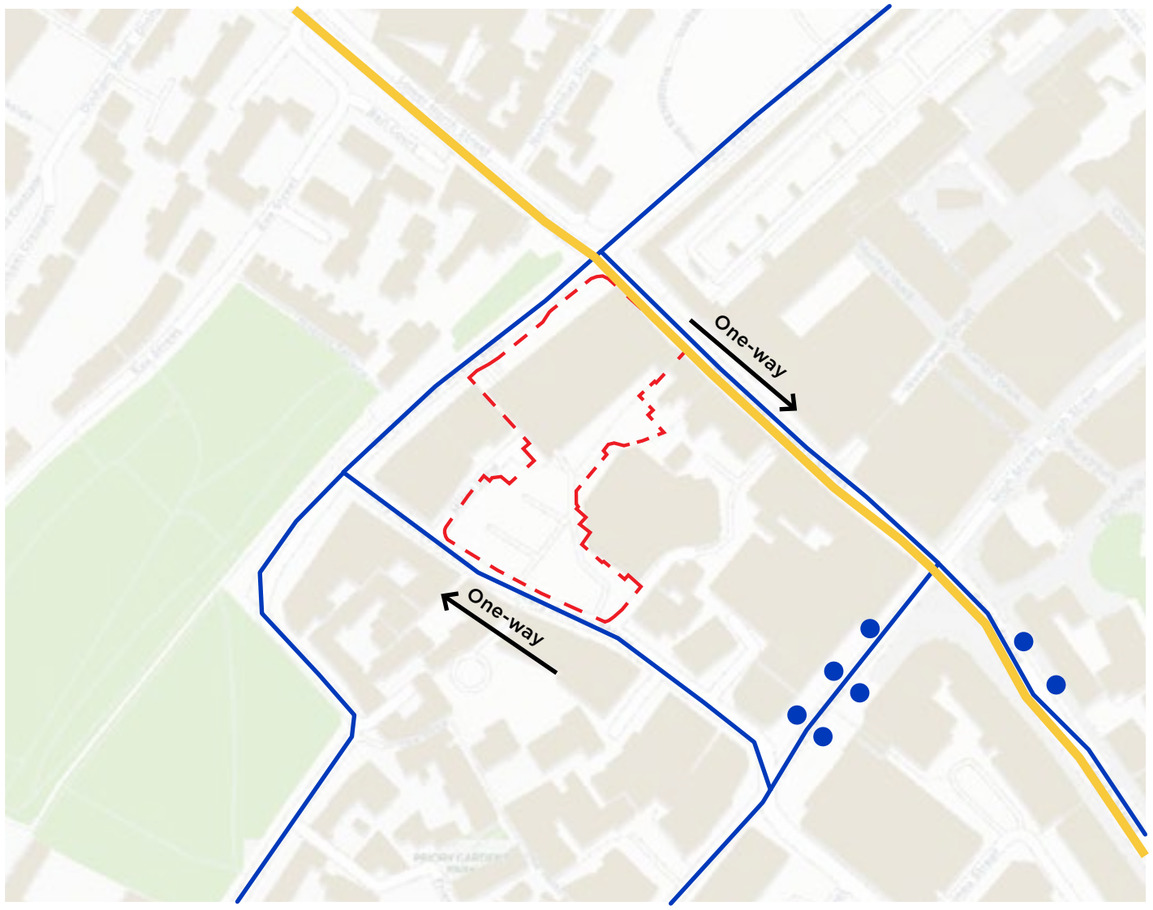


- Existing pedestrian movement is mostly along the main roads: North Street and High Street. There is relatively free pedestrian movement around the site and many pedestrian crossings. Currently, there are two footpaths running through the site via passageways linking to North street.
- Many of the roads surrounding the site are part of the city's advisory cycle routes. Additionally, there is an on-road cycle lane that starts South-East of the site.

Key

Main Cycle Routes
On-road Cycle Lane
Main Pedestrian Routes
Passageway Routes
Pedestrian Crossings

Existing Road Hierarchy & Public Transport



- The site is located to the east of the A3015, one of the main roads cutting through Exeter. Additionally, the site is 0.65 km (0.4 miles) from A377 providing access to the A30 to the south which also connects to Junction 31 of the M5 linking to Bristol and further afield. The site is mostly surrounded by tertiary roads that follow a one way system.
- Due to the site's location in the town centre, there's an abundance of bus stops that provide routes through Exeter and beyond.

Key

Bus routes
Bus stops
Primary Roads
Secondary Roads

2.4 Conservation Areas

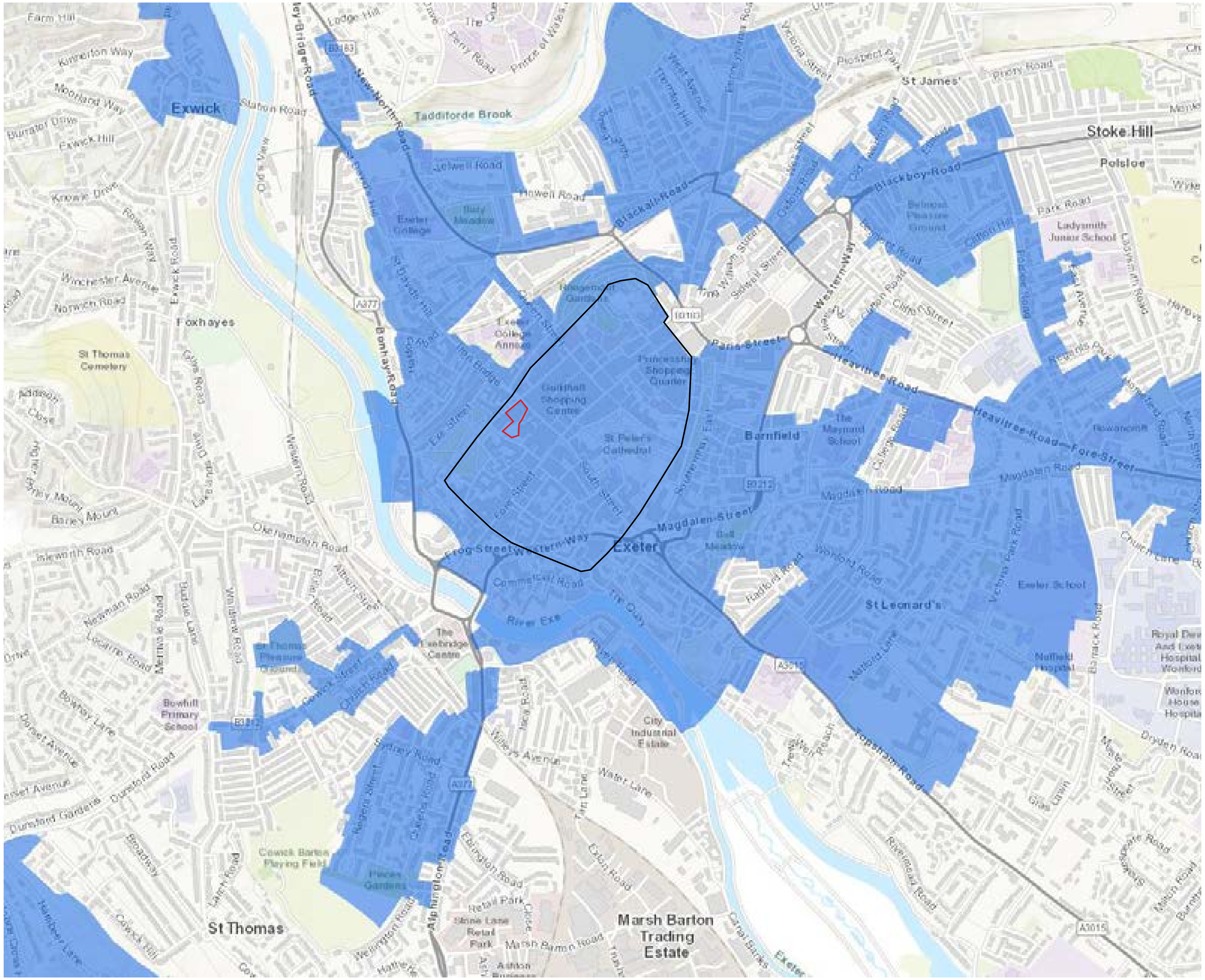
Overview

The site is within the Exeter Central Conservation Area. This areas is categorised as the area within Exeter which sits within the old City Walls and includes a variety of buildings of differing ages and varying functions, including some key listed buildings within the city.

The Central conservation area has also been divided into six ‘Character Areas’ according to their character and appearance in the City Council’s conservation area appraisal and management plan. The site itself sits within Area 3: High Street and Guildhall.

The High Street and Guildhall area is the section of the city which lies between the ‘old’ High Street and city walls and is the part of the city which survived the bombing of the 1940s. However subsequent development of the Guildhall shopping centre in the 1970s brought regrettable demolitions and changes to he historic street layout to the north-west of the High Street. The High Street frontages are characterised by tall terraced houses with narrow plots which reflect their medieval origins. Similar types of buildings can be found along the south-west side of North street.

The characteristics of this area, the historic influences that affect the shape of the architecture and materiality and the surrounding listed buildings will all be considered in the design development for the site.



Key

Site	(red outline)
Conservation Areas	(blue fill)
Exeter Central Conservation Area Boundary	(black line)

2.5 Site History & Evolution

Overview

The site has been located in a built up urban environment for a long time, as shown in the map from 1810. At this point, the site housed a school and Alms houses, both most likely associated with St Mary Arches church, and merchant houses facing onto North Street.

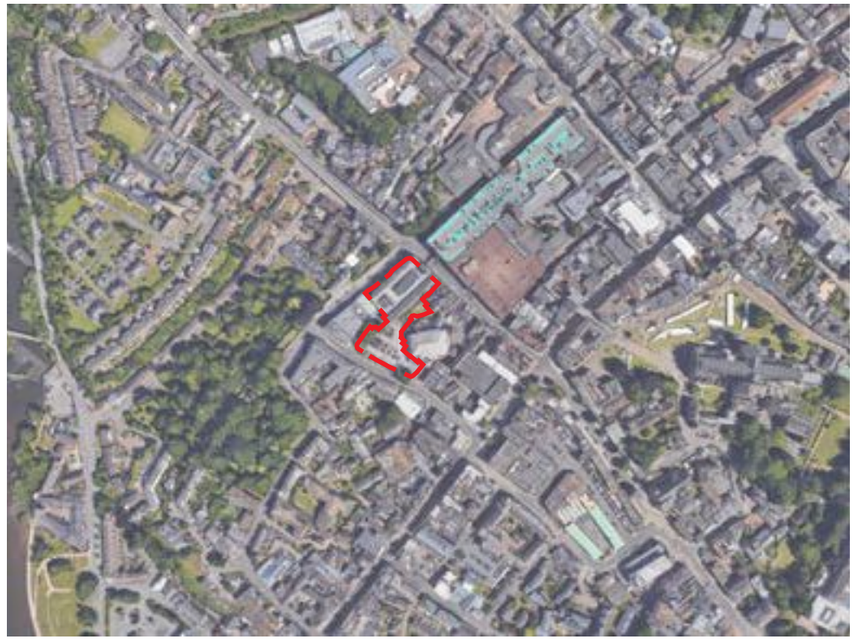
The land immediately surrounding the site has had a mixed commercial-residential use throughout its urban history. The rising dominance of cars and suburban development in the 20th Century led to the area being used for car parking by the 1960s. Commercial activity reached its peak in the 20th-Century with the expansion of the Higher market (c.1838) towards North Street to create the Guildhall Shopping Centre (1976). However, recently, the trend has shifted back towards residential use, as seen in the development of student housing at the corner of Bartholomew Street and Mary Arches, along with proposed projects along Paul Street.

The design vision aims to retain the existing structure's prominent presence on the corner of North Street. Additionally, the proposal seeks to enhance the provision of open space on the site and capitalize on its location at the northern gateway to the city centre, creating stronger connections to the surrounding urban fabric and engaging with the historically significant routes through the city centre.

Site - c.1810

Site - c.1851-1854

Site- 1860s



Site - 2024

Maps: (University of Exeter) (Google Earth)

2.6 Site Constraints/Considerations

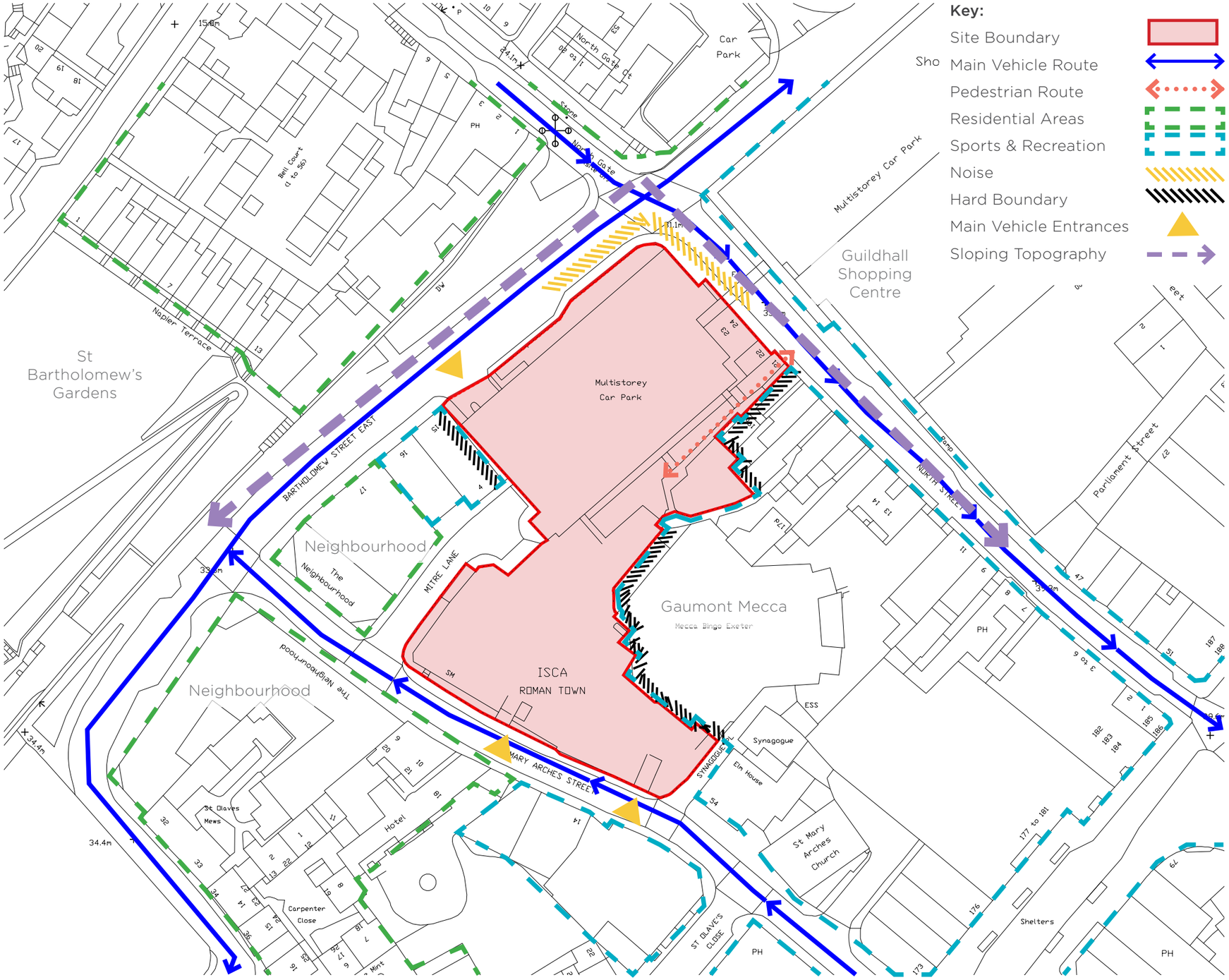
Overview

The site sits on a significant slope heading downwards the north west and is bound by hard boundaries on the east and partially west sides. The upwards sloping nature of both Bartholomew Street E and North Street, originating from the top corner of the site highlights the importance of the site's interaction with the street level along each of these streets and be key to assessing how the scheme fits into the existing surroundings.

Additionally, the site's position on a corner, facing the historical North Gate, means it plays a prominent role in the streetscape of the city and both North Street and Bartholomew Street E. It has the unique opportunity to be a focal point on this junction and compliment the neighbouring buildings and streets.

Currently the site has both vehicle and pedestrian access routes, including a small pedestrian route that runs into the site behind the existing multi-storey car park and to the surface car park, off from North Street.

The major areas situated around the site are residential and recreation areas that are still currently used by the local community. There are also some listed buildings within the vicinity of the surrounding streets.



2.7 Existing Car Parks

Overview

The site currently comprises of the Mary Arches Car Parks over a 1.2 acre site. It contains a multi-storey car park (0.75 acres) to the north-eastern area and a surface car park (0.45 acres) to the south-western area.

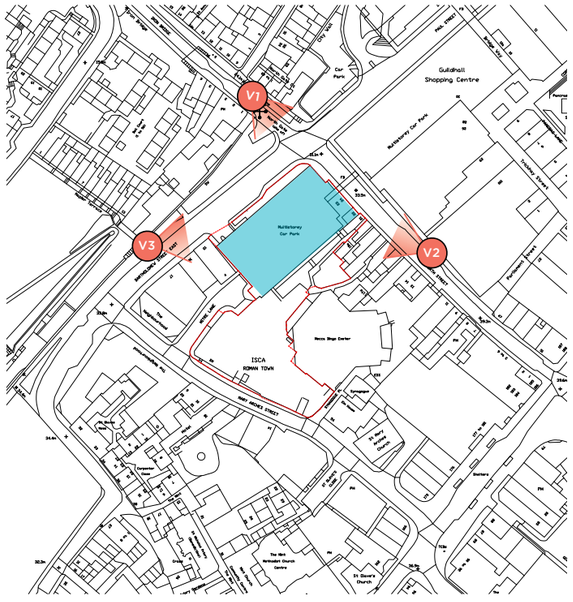
The surface car park can be accessed off Mary Arches Street whilst the main multi-storey car park is accessed off Bartholomew Street E. However access to the multi-storey car park is also possible from a secondary entrance in the surface car park area, connecting the two together.

Both car parks are owned and operated by the Council who has confirmed the demolition of the multi-storey can go ahead to facilitate redevelopment.

These car parks are considered to make a negative contribution to the Exeter Central Conservation Area and the setting of nearby Listed Buildings. They are also poorly located from a traffic circulation perspective. The multi-storey car park is also a poor-quality visitor experience and hence the site is an opportunity for redevelopment.

As of right now, there is minimal landscaping on the site. We intend to improve landscaping within our proposals at ground level, as discussed later in this presentation.

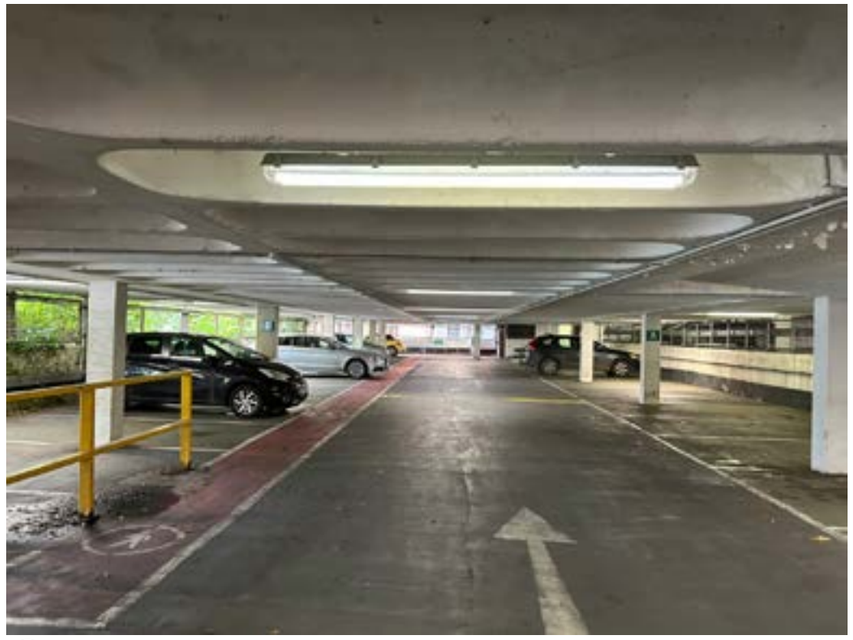
2.8 Existing Multi-Storey Car Park



V1 Corner view of multi-storey car park from historic North Gate location

V2 View down North Street towards multi-storey car park

V3 View down Bartholomew Street E towards multi-storey car park



V4 Interior view of multi-storey car park level

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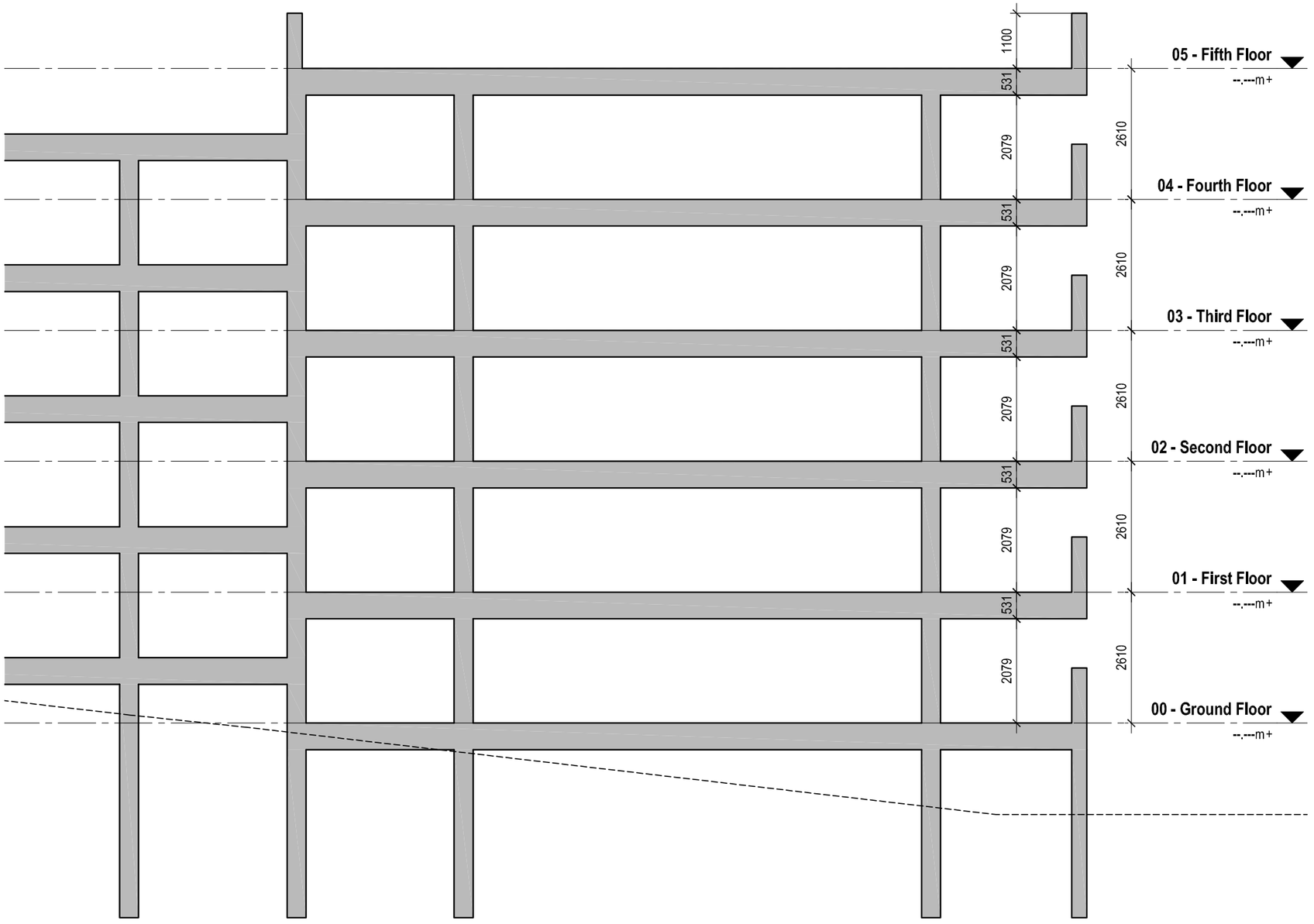
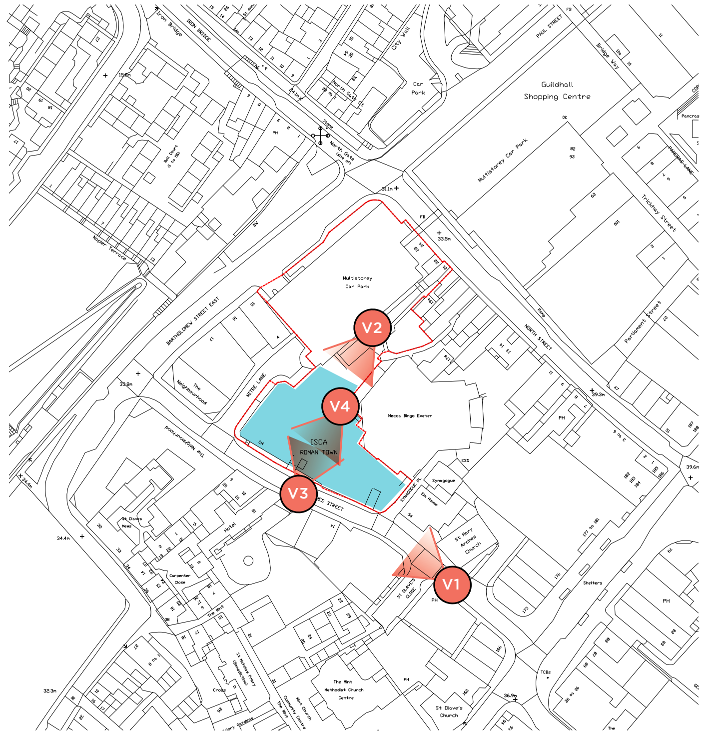


2.10 Existing Surface Car Park



V1 View down Mary Arches Street towards surface car park

V2 View from behind multi-storey car park, towards the surface car park

V3 View from Mary Arches Street towards surface car park

V4 View from within the surface car park

3 Co-living

3.1 Co-living Market Analysis

WHO LIVES IN CO-LIVING SCHEMES?

Co-living attracts a diverse range of people from across the age, social economic and wider demographic spectrum. Generally, though, a high proportion of those living in co-living schemes are under 35 years old and are seeking two key benefits from their choice of housing:

- **Convenience:** The best co-living developments are in well connected locations combined with simplicity and protections of all inclusive monthly payments that cover utilities, wifi, shared amenities and living spaces. Contracts of a flexible length are also appealing.
- **Community:** The opportunity to make new social and professional connections is a key draw for residents in co-living communities. This is facilitated by a blend of well-designed communal space along with a creative, compelling, and vibrant events programme.

Target residents are recent graduates and young professionals who want to live in vibrant urban centres with a strong sense of community and access to high quality amenities.

Co-living provides an attractive option for people moving to a new town/city, providing them with an ideal environment from which to establish new roots, due to tenancy flexibility and the vibrant social scene within schemes that makes it easy to meet new people.

It offers an alternative to a house share (HMO), which are often poorly managed, but also have limited shared amenity and living spaces.

Co-living offers numerous advantages, including providing a high-quality of managed residential accommodation, which, due to the sharing of facilities, is cost effective

New co-living developments also have the added benefit of relocating tenants in house shares within the local housing stock, therefore freeing up more homes for families.

WHY ARE RESIDENTS CHOOSING CO-LIVING?

- High Rents in Build to Rent developments.
- Shortage of rental stock.
- High quality professional managed accommodation.
- Range of amenities available – co-working, gym, cinema etc.
- Bills all inclusive in the rent.

CO-LIVING OFFERS GREATER CHOICE FOR THOSE UNABLE TO BUY, OR WHO WANT THE FLEXIBILITY OF RENTING

Housing values have risen to a point in comparison with average earnings that has made buying increasingly unaffordable for many, especially young people, who wish to live in cities, close to their jobs and amenities.

Average first-time buyer deposits are at record highs, meaning that generally, only those lucky enough to benefit from the 'Bank of Mum and Dad' have a chance to get on the housing ladder. This has meant the private rented sector has continued to grow.

Across the UK there were nearly 2 million more households in the private rented sector (PRS) in 2019 than there were in 2011. This represented a 50% increase, with the total number rising from 3.9 million to 5.9 million. In London alone there are 1.1 million PRS households, an increase of more than 300,000 over the same period.

While this is not a new trend, the extensive house price growth over the past 18 months has pushed home ownership even further out of reach for first-time buyers, adding to the attractiveness of Co-living.

Impact of house price growth

Key Stats	London	UK
Average first-time buyer deposit	£158,196	£60,718
Affordability ratio (median income to house price)	13.7	8.9*
% increase in number of PRS households (2019 vs 2011)	38%	50%*

*England and Wales **Source** UK Finance, ONS, Census, Experian

Rental values in co-living schemes are often mistakenly thought to be at a premium to the wider residential market and therefore only available to higher earners. However, the reality is that co-living rents are targeted at a c.20% discount versus the all-in cost of living in other PRS accommodation.

For many tenants, having high-quality amenities within their building and everything included in one simple monthly rental payment, more than compensates for the smaller bedroom space and makes Co-living a compelling offer.

3.2 Creating well-designed spaces within co-living schemes

As well as an alternative way to live, co-living schemes provide a range of amenities for residents, alongside their fully furnished rooms, to help create a convenient and comfortable living environment, and foster a sense of community through their provision of communal spaces.

To ensure this scheme provides well-designed and quality spaces which respond to resident needs, Elder have partnered with a market-leading operator and rental specialist, VervLife, to aid in the design process and layouts of all communal spaces the scheme will provide. Some key factors they have highlighted to be incorporated into the design include:

- Creating private rooms which give each residents their own space to relax, sleep and store their belongings. All rooms should be well ventilated and provide as much daylight as possible.
- Providing communal Kitchens with ample space for cooking, eating and socialising with other residents.
- Gym and other fitness facilities.
- A Resident's lounges for activities, entertainment and socialising.
- Co-working area providing a designated work space, particularly useful for hybrid workers.
- A designated dining area for more social eating.
- Laundry facilities.
- Media/Games/Entertainment spaces.
- Outdoor terraces & courtyards with space for allotments and organised activities.


Private Rooms

Communal Kitchens


Co-working area


Gym


Resident's Lounges

Laundry


External terraces


Media/Games Room


Dining area

3.3 Summary

THE NEED FOR CO-LIVING

With growing affordability constraints and the increasing desire for many to live in highly sustainable urban locations, co-living is becoming a popular way to offer more affordable and professionally managed housing choices to renters, with bills all inclusive.

A growing number of renters and a shortage of rental homes in most cities has led to rapid growth of the sector. The rising costs within the private rental market are causing renters to look for alternative housing options. This is particularly the case in well connected areas, such as London & other key regional towns and cities such as Exeter, where renters in the PRS market are slowly being priced out of living there.

The increasing need and demand for co-living, and location of the site, has driven the design of our proposal. Our aim is to provide high-quality rental accommodation and design a building which supports communal living by creating spaces that are more than just places to live.

The site's central location in Exeter, adjacent to the main shopping and High Street areas of the city, and with good transport connections, make it very suitable for a high quality co-living scheme.

OUR VISION

Our vision for a co-living scheme at Mary Arches involves designing to the following principles and features:

- **Designing a range of co-living units, of various sizes, across 2 buildings, to maximise space, provide high quality living space and cater to multiple needs.**
- **Providing an alternative form of living accommodation in Exeter through the provision of market and affordable co-living units.**
- **Creating high quality architecture and a build-able, viable and deliverable scheme.**
- **Ensuring well-designed and generous amenity space is at the heart of our proposal by designing the best community spaces within our development.**
- **Facilitating this sense of community through the provision of a variety amenity space, including an upper level floor and terraces with views of the town, which provide areas for social, community and working uses.**
- **Creating a scheme which is well suited to the area and fits into the surrounding context, both current and emerging.**
- **Providing a building which can be managed effectively and allows the provision of resident facilities within.**

4 Response to Development Brief

4.1 Response to Development Brief

Overview

A development brief has been provided by Exeter City Council, outlining the vision and key requirements for the redevelopment of the Mary Arches multi-storey and surface car park. These key requirements for the site have be taken into consideration for the design development of the proposal. Listed is how the design team have responded the key development requirements for the scheme.

1. Proposals must respond well to the historic setting of North Street, it's grain, general scale, and rhythm - whilst successfully relating development to the sloping nature of the site. Greater height may be justified at the corner with Bartholomew Street, providing this is well-articulated as part of the overall development form.

The proposal will look to introduce a finer urban grain back into the site This will be done through the massing of the scheme, which will take into consideration the neighbouring building heights, facade articulation and materiality. Influences from the surroundings and the key historical factors of the site will also be taken into consideration. A more defined and differentiated corner element will also be introduced to the building proposed at the junction of Bartholomew Street and North Street to provide a well-designed key node to the scheme which will face the historical North Gate and City Walls.

2. Ensure that 'active fronts and uses' will animate most ground floor elevations along North Street and St Bartholomew Street, with priority being given to the corner condition and to the lower part of North Street.

The main amenity and commercial spaces provided for the scheme will be located along Bartholomew Street, North Street & Mary Arches Street to help re-activate these street frontages and connect the site back to the street. Larger glazed windows will also be introduced to provide a visual connection to the site. The frontage along North Street will also look to tie into the existing frontage along that row of buildings.

3. Establish a general 'shoulder height' to Bartholomew Street that relates well to the massing of the Guildhall shopping centre. Greater height may be possible as particular 'accents' and an 'attic storey' could be considered - providing that this is set back sufficiently from the building line and not visible from ground level in the immediate street scene. The silhouette of the elevation to St Bartholomew Street is an important consideration in terns of city skyline.

The proposal will consider the heights of the surrounding buildings when the massing is established, The proposed corner of the site at North Street & Bartholomew Street will be the tallest element and use Guildhall shopping centre and the existing car park heights as a benchmark. The elevation facing Bartholomew street will also be addressed through the introduction of an 'attic storey' and a variation in facade articulation and materiality to ensure the long facade is broken down, provides variety and gives the appearance of multiple buildings, rather than one large mass.

4.2 Response to Development Brief

4. Ensure that the public communal spaces within the urban block are attractive and welcoming with strong landscape design. Any conflicts between the public routes and semi-private areas need to be elegantly and effortlessly resolved through the layout and cross sections.

There will be deliberate engagement with Parkhood, who are a dedicated landscape consultant, to develop the design and usability of all external amenity spaces and boundary areas within the scheme. They will create a strategy which will address the various street faces, external areas within the site and complex site levels across the site.

5. Continue to facilitate the historic pedestrian permeability between North Street and Mary Arches Street.

The historic pedestrian route through from North Street to Mary Arches Street will be maintained and maximised within the proposed scheme for the site. It will look to also connect the two buildings proposed on the site.

6. Anticipate the reconfiguration of St Bartholomew Street East and it's public realm as part of the new street cross section - to include street trees, landscape and improved provision of cycling.

Increased interaction and provision of new pathways and landscaping will be proposed along Bartholomew Street.

7. Address the high potential for buried heritage.

A dedicated archaeological survey of the site will be produced to inform the proposed development.

8. Consider ventilation design as North Street experiences low air quality and is part of the Air Quality Management Area.

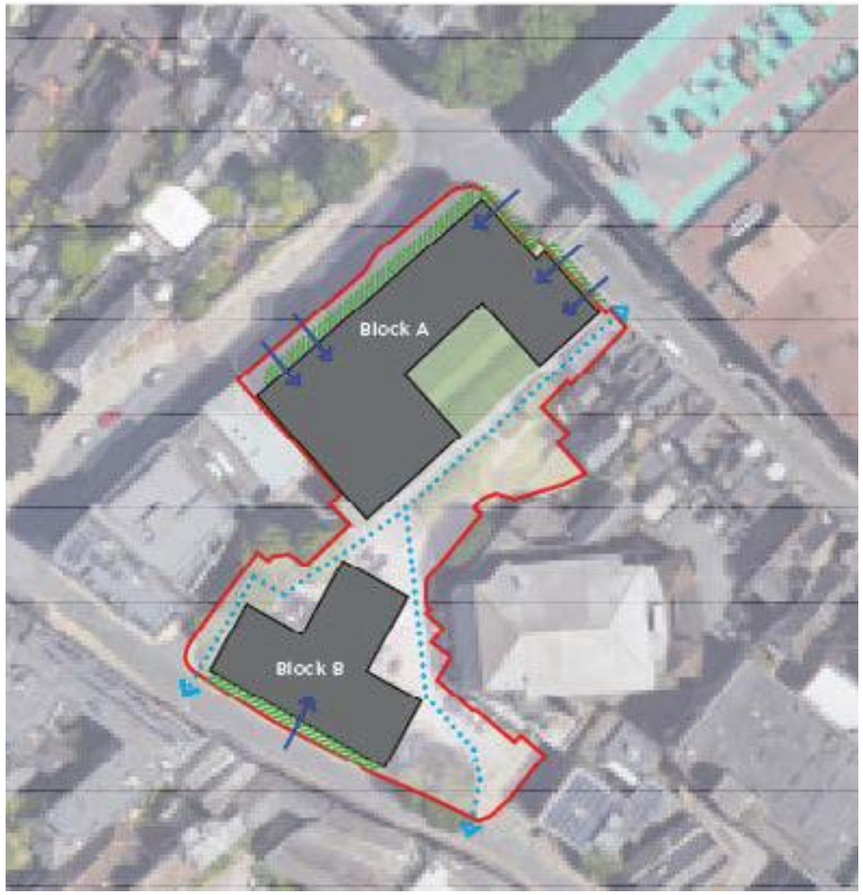
The proposed development will be assessed to ensure the design allows for adequate ventilation across the whole site, and in particular along the North Street facade.

5 Pre-Application and Design Review Process

5.1 Pre-Application 2 Scheme - Key Design Features & Amendments

The following is a summary of the key design amendments we've made in response to feedback received from the Design Review Panel with Design West on 27th March 2025.

- Building A's footprint has been adjusted to be a U-shape, widening the gap within the courtyard to create a more generous external amenity space.
- A pavilion has been introduced to link Level 01 amenity in Building A with Level 00 in Building B. The pavilion will provide an additional amenity space which overlooks the central open space for the scheme and create a continuous journey through the scheme for residents.
- The entrance for Block B has been repositioned to the eastern facade, through the proposed pocket park to create a more welcoming frontage to the building.
- New amenity spaces have been introduced in Building A at Level 01 to provide an active frontage to Mitre Lane.
- Building B has been set further back from the street to create a softer frontage.
- Building B's footprint has been adjusted to move the shoulder further away from the Mecca Building, widening the route through the rear of the site and eliminate any pinch points.
- The main elevations of both buildings have been readjusted to create façades which respond more to the surroundings.
- A gap between Building A and the neighbouring building on Bartholomew Street E has been introduced to allow for level access to the ancillary space.



Design Review Panel Scheme (27/03/2025)

Revised Scheme

6 Design & Layout Approach

6.1 Design Strategy

Overview

We aspire to deliver a design-led, high-quality co-living scheme within the centre of Exeter that will provide 316 co-living units and high quality amenity spaces for the city. It will respond to the needs of the changing property market and ever-evolving housing and renter requirements in the town.

The design approach is centred on creating a coherent built form through the delivery of two buildings, which are connected by a single storey pavilion, with an established surrounding landscape strategy, which houses a range of spaces required to foster a strong and welcoming co-living community. It will also look to connect with it's surroundings, both existing and emerging, through its architecture, materiality and street level active frontages.

Both buildings will focus on responding to the existing major streets they face whilst also responding to the changing site levels and constrained central space..

Key:

Site

Proposed Footprint

Pedestrian Routes

Main Access Points

Main Routes

Active Frontage

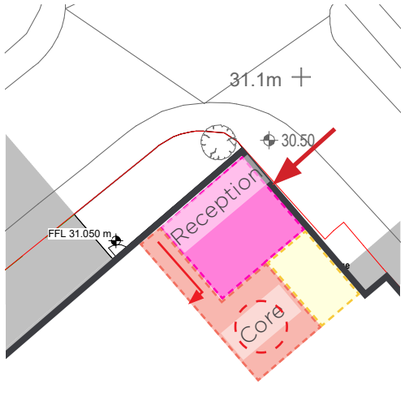
6.2 Layout Rationale - Ground Floor (& Lower Ground)

Overview

The ground floor spaces has been designed to maximise the building footprint and create strong visual and physical connections throughout to create a generous and welcoming set of spaces for the residents to use.

The larger block will host the main amenity spaces that will be accessible for all residents across both blocks. This floor will have added ceiling height towards Bartholomew Street to mitigate the site's terrain and be accessible from street level where the reception is located. The amenity spaces have been positioned to help activate the western and northern facade of Building A and will look into the sunken courtyard to provide a welcome feel. Along North Street, some of the ground floor space will be allocated for a commercial unit, that will face out onto North Street and add to the existing retail shops already on the street.

The smaller block to the south of the site, Building B, will provide a reception amenity area as you enter at ground level off Mary Arches Street, which will then lead into the main core, ancillary space and co-living units.



Revised Scheme - Lower Ground

Revised Scheme - Ground Floor

6.3 Layout Rationale - First Floor

Overview

At first floor, a pavilion has been introduced to connect both Building A & Building B together and provide an additional internal amenity space, providing a journey through both buildings and which will overlook the site's open landscaped areas. Additional amenity space has been introduced here, to create a generous area for residents to cook and dine in and can be accessed from both buildings and a feature stair coming from the ground floor lounge.

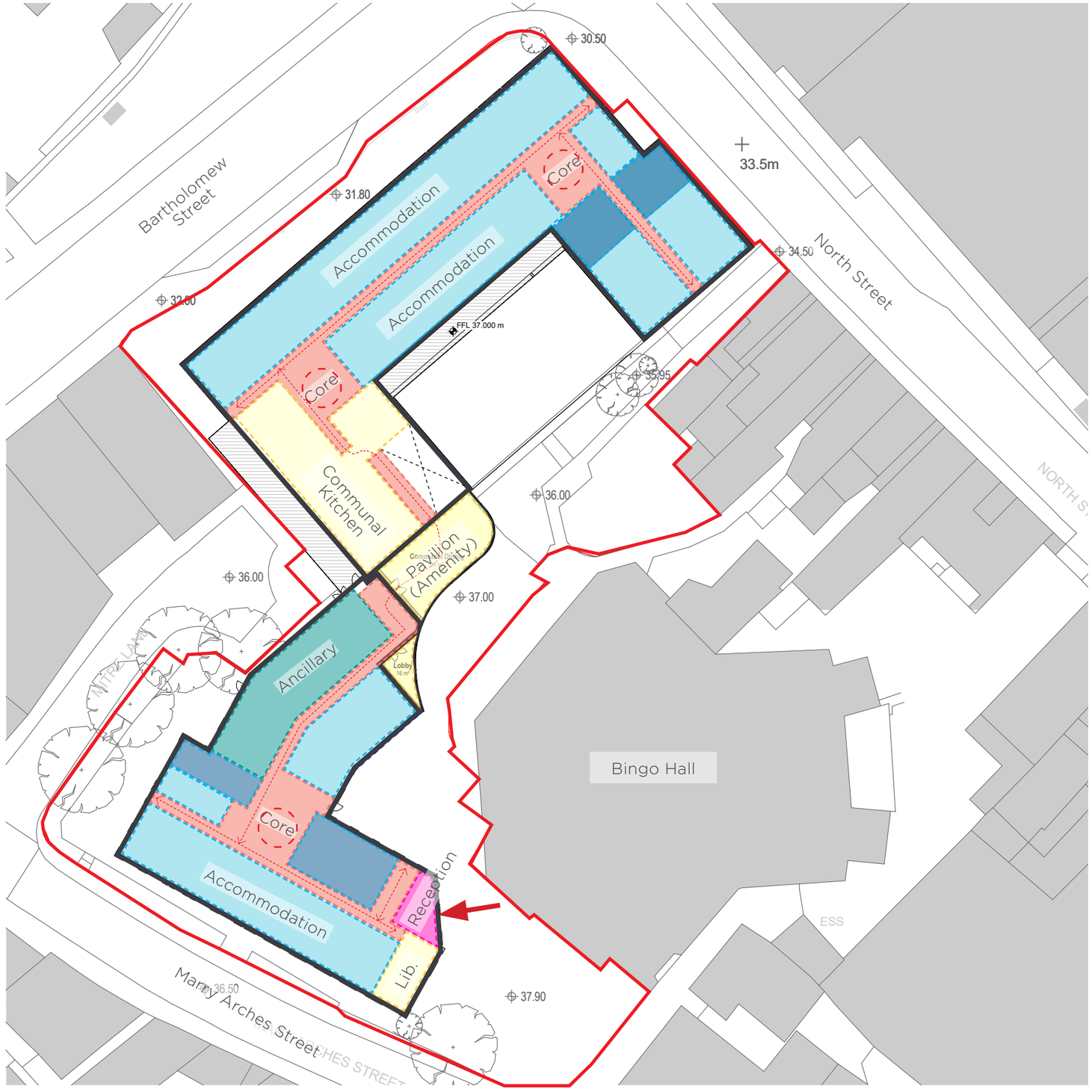
The secondary entrance to Building B is available on the building's eastern facade and will be accessed through a proposed pocket park, to provide a welcoming entrance to the building.

A variety of co-living units (standard and large accessible) has also started to be introduced at this level in both buildings.

Key

Standard Units

Large Units



Revised Scheme

6.4 Layout Rationale - Typical Floor (02-03)

Overview

There are two different sizes of rooms available on the typical floors of each building:

- Standard (18-27m²)

- Large (28m²+)

All rooms have been designed to maximise the views out, minimise overlooking and increase daylight levels.

Building A will have two cores, each with a stair and lift(s). Building B will have one central core which will provide two stairs and lifts.

Revised Scheme

Key

Standard Units

Large Units

6.5 Layout Rationale - Upper Floors (04-05)

Overview

At Level 04, Building A steps back to the south, providing space for a private resident's external roof terrace. The set back will also allow for more light to reach the inner sunken courtyard and units facing it.

At Level 05, Building B will also be set back to provide another roof terrace for residents. This will create another external amenity area for residents to socialise and spend time in.

Revised Scheme

Key

Standard Units

Large Units

6.6 Unit Mix & Area Breakdown

Unit Mix

	Building A		Building B	
Unit Type	**Standard**	**Large**	**Standard**	**Large**
Ground				
1st Floor	32	2	15	3
2nd Floor	42	3	24	3
3rd Floor	42	3	24	3
4th Floor	32	3	24	3
5th Floor	32	3	13	3
Total	**180**	**14**	**100**	**15**
Units Per Block		**194**		**115**

Overall Summary

Totals Summary	Size Range	No.	
Standard	18-27m2	280	91%
Large	28-42m2	29	9%
Total		**309**	

Building A

Name	Level	Number	Category	Area SQM	Area SQF
Reception	LG	1	Internal Amenity	80	861
Post & Storage	LG	1	Ancillary & Plant	27	291
Under-stair storage	LG	1	Ancillary & Plant	12	129
Co-Work	00	1	Internal Amenity	86	926
Co-Work	00	1	Internal Amenity	95	1023
Gym	00	1	Internal Amenity	75	807
Fitness Studio	00	1	Internal Amenity	49	527
Lounge	00	1	Internal Amenity	85	915
Lounge	00	1	Internal Amenity	80	861
Lounge	00	1	Internal Amenity	100	1076
Cycle Hub	00	1	Ancillary & Plant	87	936
Commercial	00	1	Commercial	239	2573
Bin Store	00	1	Ancillary & Plant	63	678
Laundry & Games	00	1	Internal Amenity	50	538
Plant	00	1	Ancillary & Plant	105	1130
Management	00	1	Ancillary & Plant	35	377
Sunken Courtyard	00	1	External Amenity	362	3897
Communal Kitchen	01	1	Internal Amenity	100	1076
Communal Kitchen	01	1	Internal Amenity	45	484
Pantry	01	1	Internal Amenity	25	269
Private Event Space	01	1	Internal Amenity	40	431
Roof Terrace	04	1	External Amenity	261	2809

Building B

Totals

Amenity	GIA sqm
Internal Amenity	1,050
External Amenity	930
	1,980

1027 SQM required by London Plan Guidance

309 SQM required by London Plan Guidance

(6.4 SQM PER RESIDENT)

	GIA sqm
Entrance	103
Ancillary & Plant	481
Commercial	239

6.7 Standard Unit

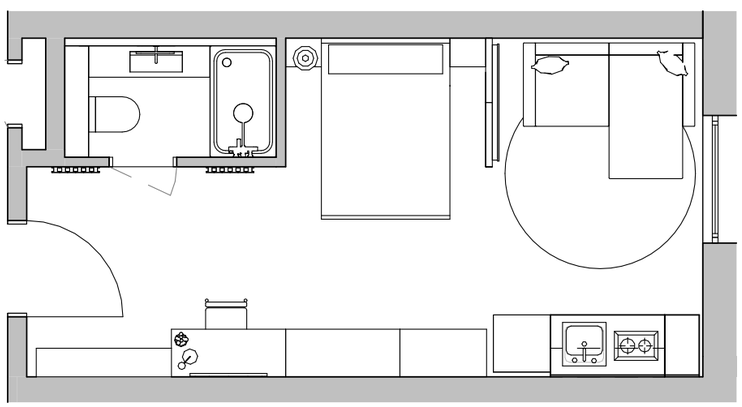
The design strategy is centred on maximising the site to provide 309 co-living rooms across all floors for future residents. A variety of standard and large accessible rooms have been designed into the scheme, creating different options for future residents.

280 standard rooms have been provided, ranging between 18 m^2 - 27 m^2 and designed to create a comfortable space for sleeping, eating, working and relaxing for each resident. Each will provide a double bed, wardrobe and sufficient storage space, full bathroom with shower, kitchenette and space for a dining table and living area.

All co-living rooms have been designed to meet the relevant design standards and follow the Emerging Local Plan's policy and London Plan Guidance for LSPBSL.

Typical Standard Unit

- Double Bed (with bedside cabinet)
- Kitchenette
- Seating area
- Desk with worktop space
- Wardrobe & Storage
- Bathroom (with shower)



6.8 Large Unit (Accessible)

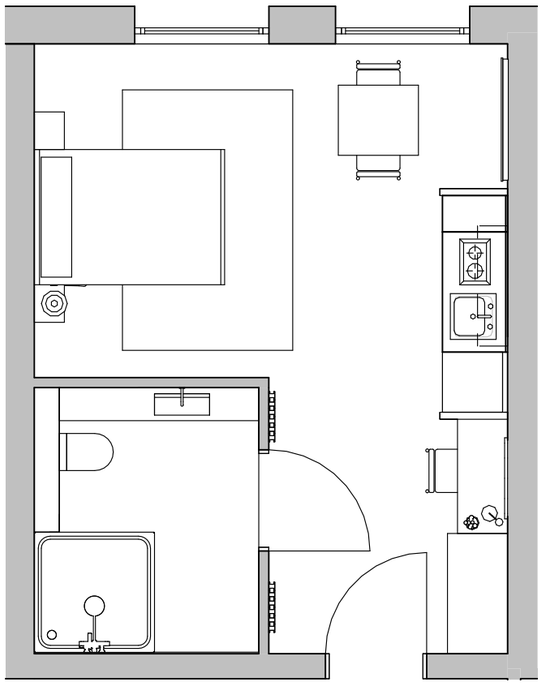
CO-LIVING UNITS - LARGE

29 larger accessible rooms will also be provided within the scheme, all providing 28m² or above. These units will provide more space and accessible facilities and movement around them, on top of what is provided within the standard units.

All co-living rooms have been designed to meet the relevant design standards and follow the Emerging Local Plan's policy and London Plan Guidance for LSPBSL.

Typical Large Unit

- Double Bed (with bedside cabinets)
- Kitchenette
- Seating area
- Desk with worktop space
- Wardrobe & Storage
- Accessible Bathroom (with shower)



7 Massing & Appearance

7.1 Views, Density and Heights Study (Allies & Morrison report)

Analysis of the North Gate site which is key to development on the Mary Arches allocation site has been highlighted below:

Character

- The site sits adjacent to the ancient North Gate, a historically important entry point to the city, and the city walls are a scheduled monument.
- North street is an important approach route to the city centre.
- The western portion of the site retains finer grain elements facing High Street/Fore Street and the central portion of North Street, but is still dominated by larger buildings such as Mary Arches car park.

Constraints & Opportunities

- The site sits wholly within the Central conservation area.
- The key view along North Street needs to be respected and enhanced.
- Opportunities to support the reintroduction of a finer grain to the urban structure should be sought.
- The Mary Arches site offers the opportunity to enhance the setting and environment of the North Gate entry to the city.

Grain

- Large footprint bulky buildings have significantly reduced the quality of the environment and detracted from the status of this area. Redevelopment sites across North Gate offer the opportunity to improve the quality of the built form.
- The North Gate location and presence of the city walls can be much better celebrated and views to the Cathedral towers can be enhanced.

Heights

- Redevelopment offers the opportunity to introduce greater variety of building heights and more intricate massing. Developments for much of the site is currently equivalent to 5 storeys.
- Heights on North Street need to be carefully managed to avoid re-establishing a canyon - a maximum of 6 storeys would be appropriate here.
- On Mary Arches Street, heights of between 4 and 5 storeys would be appropriate.

Fig 15 Example layout for North Gate

7.2 Massing & Form Development

Overview

The massing of the proposed scheme continues to be informed by the site's location and surrounding context. The first step taken was to identify the footprint of the proposed scheme, which will ultimately determine the space at ground level and the massing of the building. The footprint has considered not to impose on the proximity of the surrounding buildings such as the bingo hall whilst still providing sufficient space for amenity, co-working, gym, reception and plant areas.

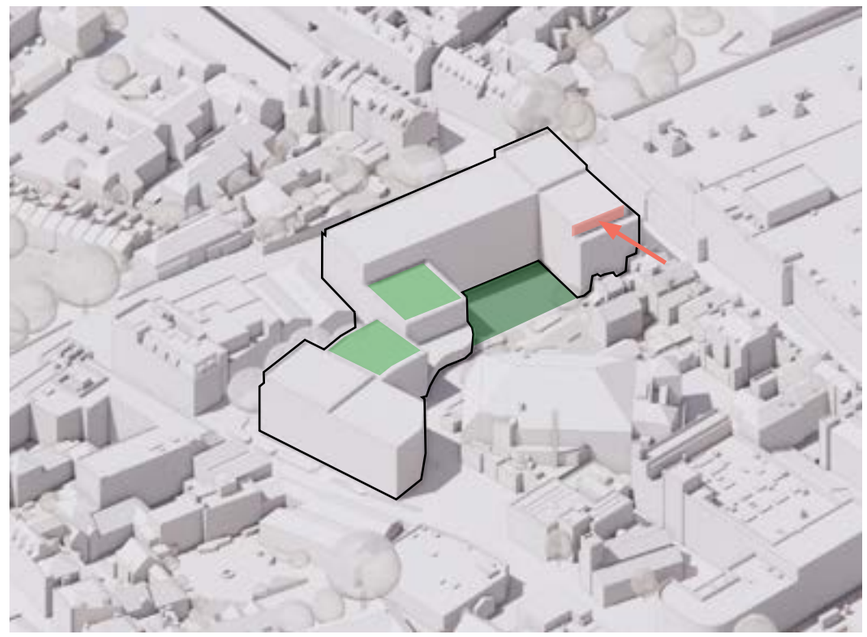
An external courtyard area to centre of the site creates the "U" shaped footprint for building A. The proposed footprint for Block A provides a larger courtyard area. Block B is set slightly further back from the street front than before and chamfered on one corner to be less imposing and allow better access through the site. Both blocks are joined via an amenity pavilion at ground level.

Building A's footprint is extruded to G+5 storeys, and the B is extruded to G+4. Multiple levels are then established to create a "stepping down" effect towards the centre of the site, at point allow more daylight into the courtyard. At ground level in Building A, the level height is taller along Bartholomew Street to combat the slope of the site. This height is then used to define the plinth of the proposal, which is used to activate the frontage and create a relationship with the street.

1 The foot print of the proposed scheme is identified, responding to the shape of the site.

2 The proposed foot print is extruded upwards.

3 Both Blocks are then connected at ground level via amenity space. The extruded massing is then reduced at certain points to reveal a variety of levels stepping down towards the centre of the site. This allows more natural light to enter the courtyard. Block B's corner is chamfered to not intrude on the bingo hall.



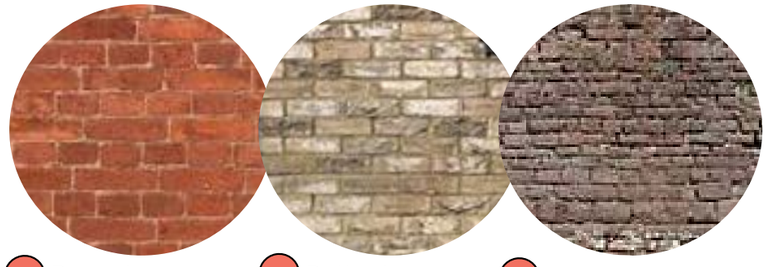
4 Lower roof levels are provided with green roofs as well as the external sunken courtyard at ground level will be landscaped and designed as external amenity spaces. The top level of the fifth floor is stepped back so that the buildings profile is less imposing to the surrounding context.

7.3 Exeter's Character & Materiality Analysis

Overview

Exeter has a variety of historically significant architectural styles, most of which have undergone alterations, repairs and additions throughout time.

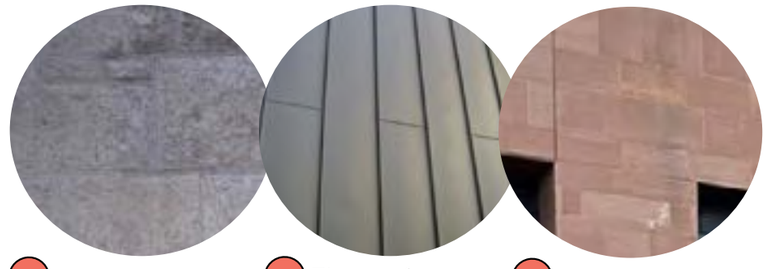
To ensure the architectural character of the our proposal is in-keeping with the context, a focus on the local materiality is key. As the site is a gateway landmark into the city centre, it is vital that the design lives up to the quality and style that reflects the cities characterful heritage. This presents the opportunity to trophy some of Exeter's significant heritage in our design.



1 Red brick

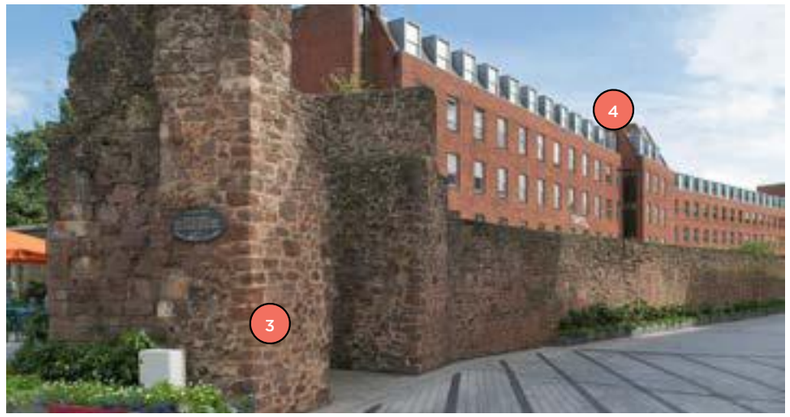
2 Buff brick

3 Red Stone



4 Zinc roof

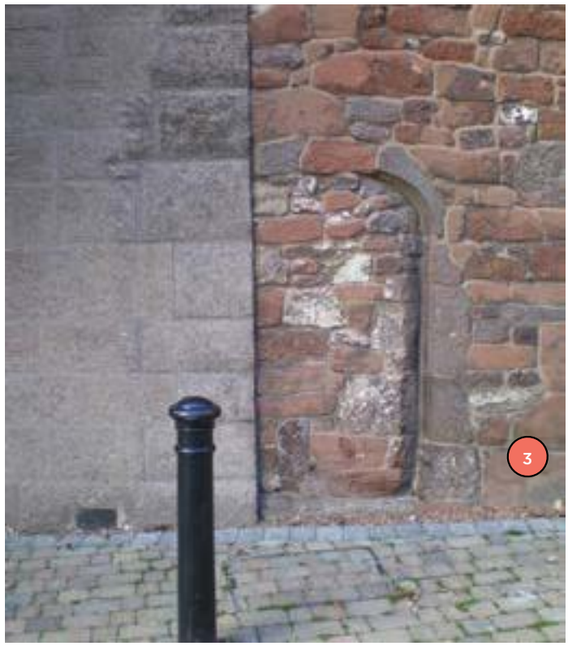
5 Soft Red Stone



Student Accommodation Bartholomew Street

Student Accommodation Bartholomew Street

Georgian Terrace houses, Southernhay Street



Mary Arches Church, North wall, Mary Arches Street

Georgian Terrace houses, North Street

7.4 Exeter’s Existing Vernacular - Key principles

Overview

Throughout our design development, we have been using the town’s local vernacular as a catalyst for our massing and architectural approach, taking note of the similarities between the varying buildings and their uses around the town.

Ground Floor & Upper Residential Levels

Most buildings include defined ground levels that have a greater amount of detail when compared to those above, and strong vertical and horizontal banding to define the base, middle and top sections of each building. This can be seen particularly on the High Street, where commercial use is generally located at ground level and other uses, such as residential, above.

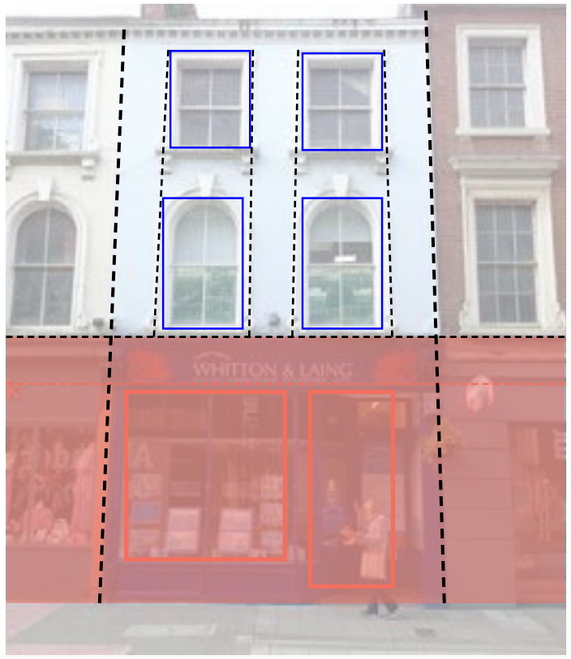
Roofscapes

Variety of roof scales and profiles creates a strong urban grain and individuality to each highstreet.

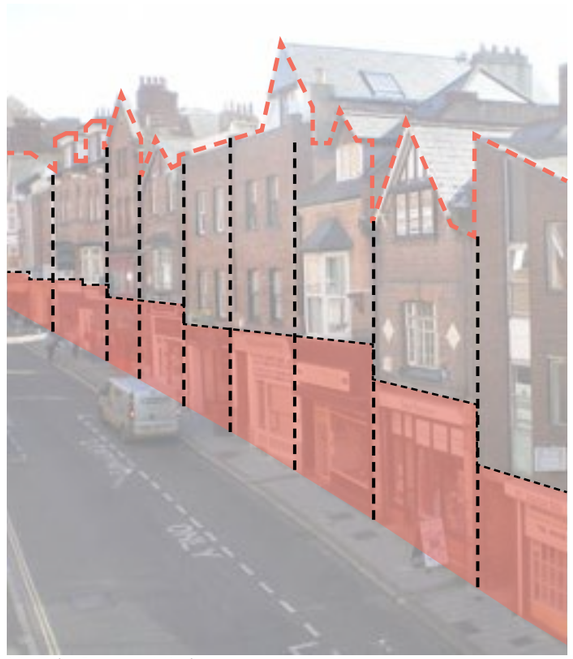
Corner buildings

Open welcoming frontage creates a connection with those walking by.

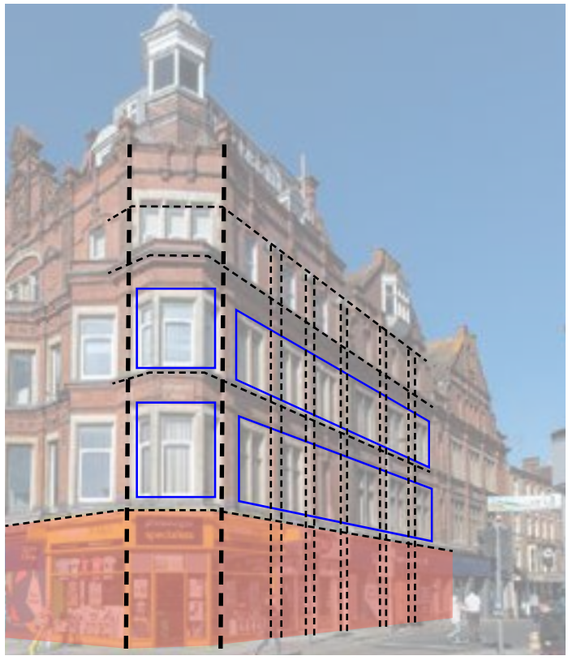
Fore Street Highstreet



Queen Street Highstreet



North Street Highstreet



Paternoster House Fore street / North Street

7.5 Analysis of Character and Materiality on Bartholomew Street East

Bartholomew Street E

Quieter frontage at street level despite it being a popular route into the centre.

Prominent corners of buildings, focus points / gateways leading into the high-street. Currently an eyesore on the site, something to consider when designing. The existing building is clearly visible by North of the site on the iron bridge.

Design Factors to consider:

- Opportunity for a more active street frontage
- Recesses along street facade
- Corner of the site is a is key entry point / gateway and landmark to the city - historical importance.

Bartholomew Street Elevation

Site Elevation on Bartholomew street

7.6 Analysis of Character and Materiality on North Street

North Street

A lively urban grain that relies on rhythm and alignment of windows and openings.

Active frontages at street level

Staggered frontages to adapt to the North street sloping down to the north.

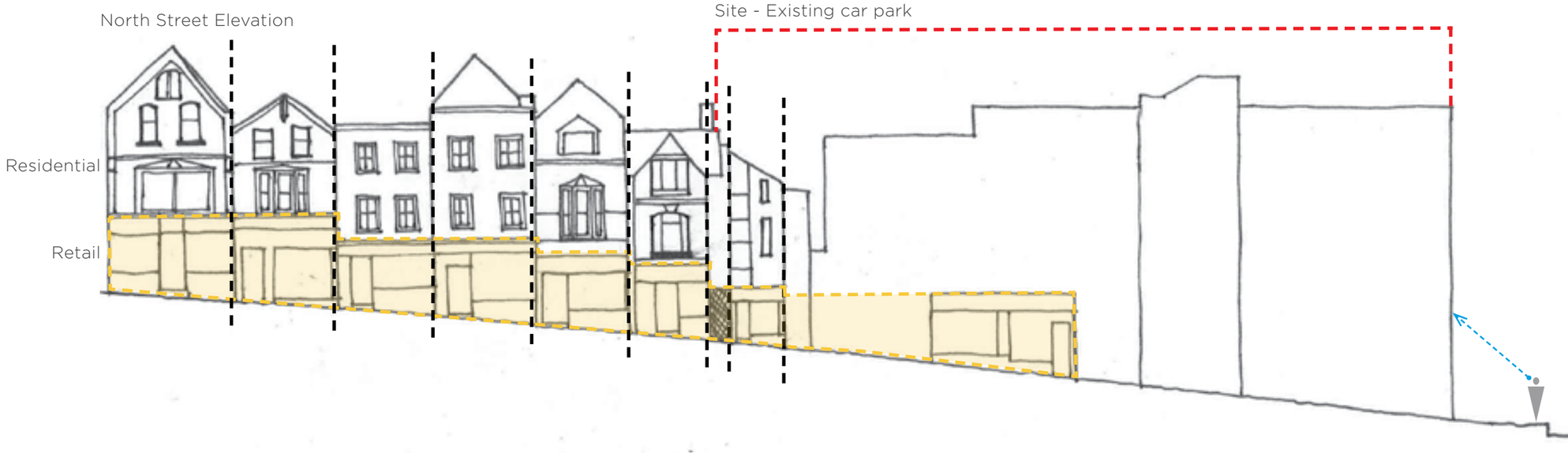
Horizontal and vertical break up of the façades with banding and

Design Factors to consider:

- Topography
- Open and distinctive frontage at street level
- Recesses along the street facade
- Corner of the site is a is key entry point / gateway and landmark to the city - historical importance.

North Street Shop frontages at ground level and retail above.

North Street view



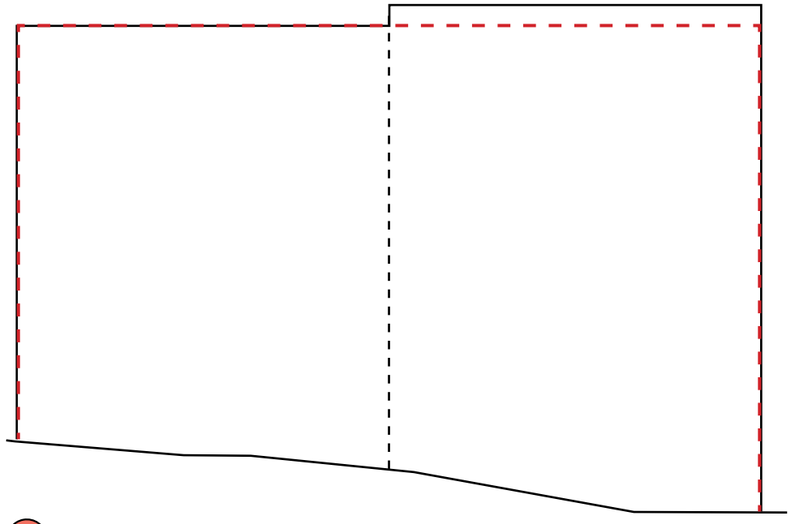
7.7 Elevational Strategy & Rationale

Overview

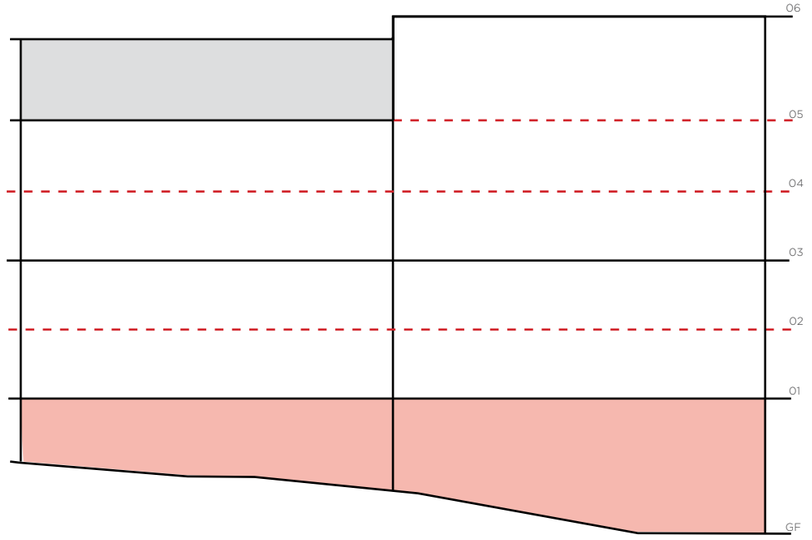
The elevation along North street continues to propose the opportunity to enhance the high street and improve from the existing.

The elevational strategy is to separate the façades to allow for the corner to have a stronger presence and the rest of the elevation to step down and blend more into the existing North Street elevation. A taller ground floor level has been introduced to the corner to help match the ceiling height across the elevation and allow the commercial unit to be accessed from street level.

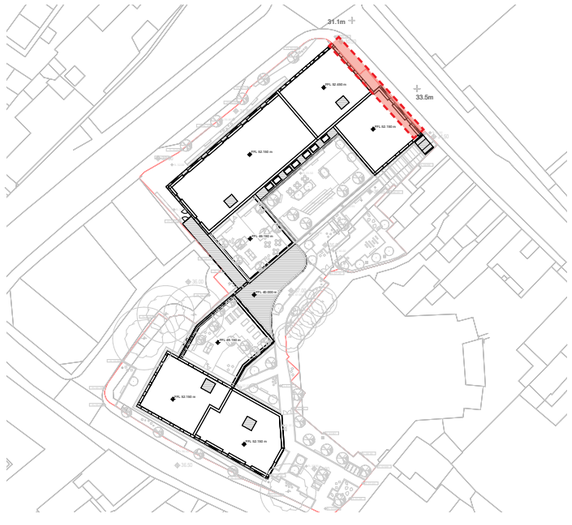
The elevation has been changed to provide a series of pitched elements which will frame the windows for the units along this facade. It will also introduce a separate architectural language for the facade and help further define the strong corner element of the building.

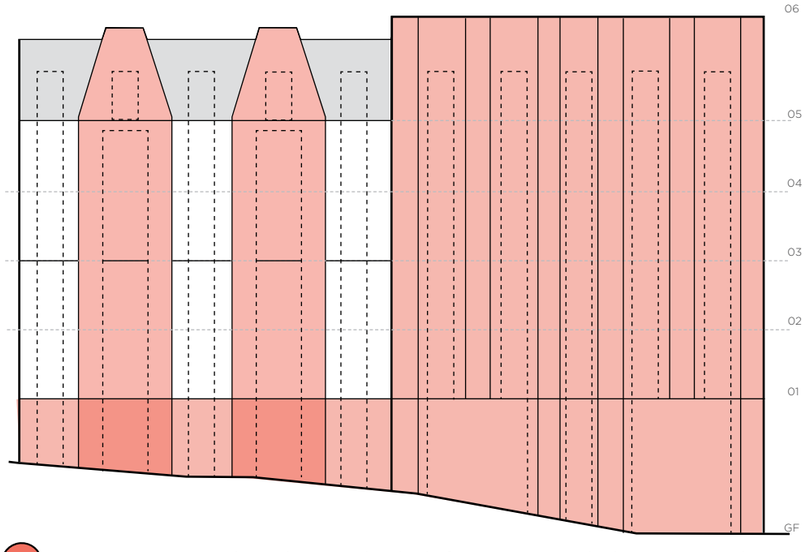


1 The existing building height and the proposed extension up a storey.



2 Established massing is formed, defining horizontals across the street front as well as creating a welcoming street front. Horizontal banding is introduced, completing the strong grid fenestration.





3 A strong vertical grid is applied, defining vertical elements within the facade, which is typical of Exeter's context. A key focus will be put the corner of the block.

4 Additional vertical and horizontal elements emphasise both planes. Windows are grouped together to form bays.

7.8 Elevation Treatment - North Street

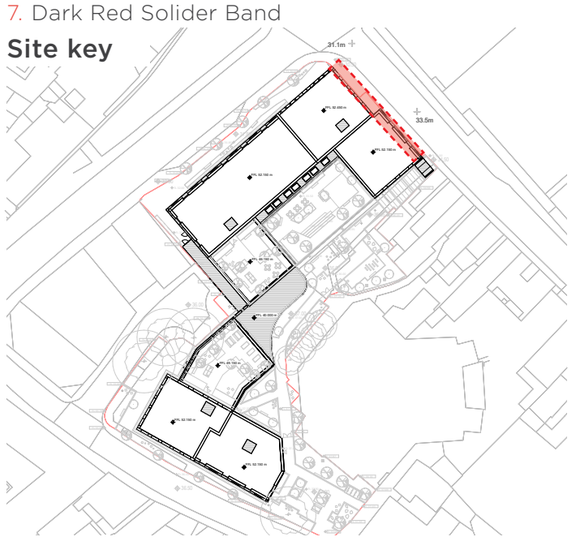
Overview

The elevation on North Street will be characterised by its prominent high street front that resembles a modern interpretation of the neighbouring terraced high-street buildings along North Street and throughout Exeter. The facade echoes the traditional open street frontage at ground floor which is defined by a contrast in materiality to the above residential levels. The levels above then rely on the vertical and horizontal rhythm of the window layouts as well as recesses where necessary to create a finer urban grain. This is relevant for all elevations.

Palette of Materials

1. Buff Brick
2. Dark Red Brick
3. Textured Dark Red Brick
4. Light Brick Banding
5. Glazing
6. Metal Cladding
7. Dark Red Solider Band

Site key



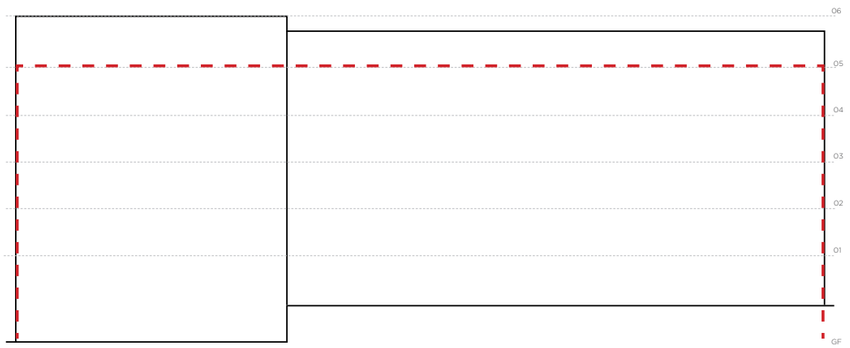
7.9 Elevation Treatment - Bartholomew Street E

Overview

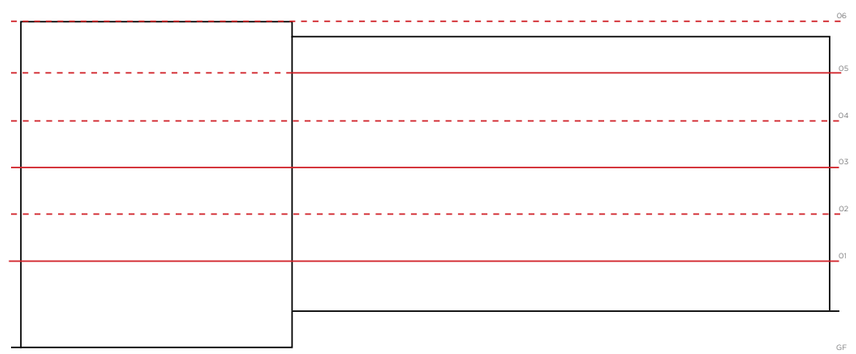
The elevation along Bartholomew Street for the proposed scheme will be broken down into vertical and horizontal elements and there will be an emphasis on the ground floor level which will be provide a tall welcoming space and entrance.

Emphasis will be placed on the corner of the building as a key focus point for the scheme by varying the pattern and materiality of the facade as well as extruding it taller amongst the rest of the scheme.

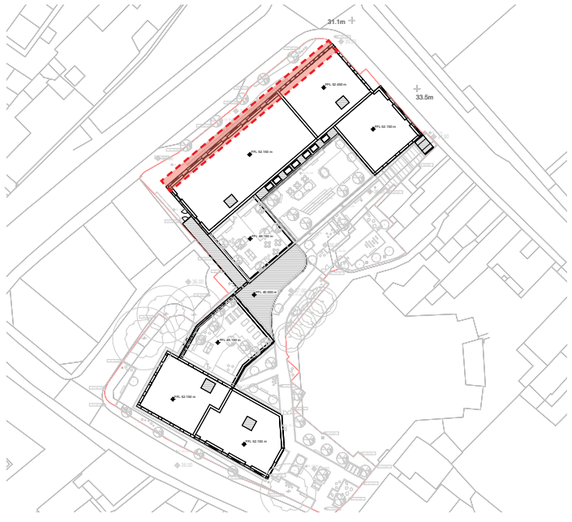
The elevation has been changed to provide a series of pitched elements which will frame the windows for the units along this facade. It will also introduce a separate architectural language for the facade and help further define the strong corner element of the building.

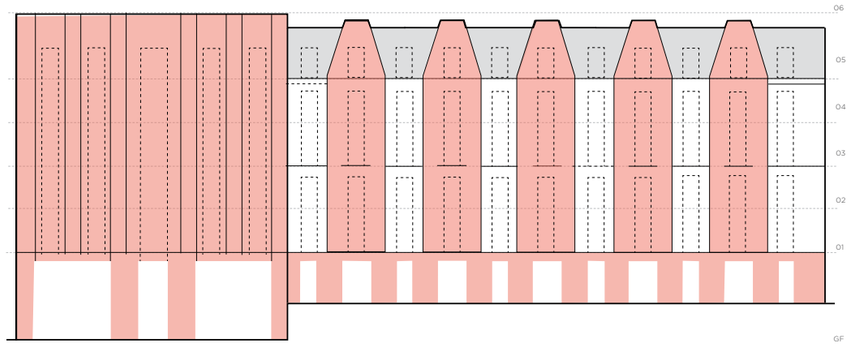


1 The existing building height and the proposed extension up a storey.



2 Established massing is formed, defining horizontals across the street front as well as creating a welcoming street front. Horizontal banding is introduced, completing the strong grid fenestration.





3 A strong vertical grid is applied, defining vertical elements within the facade, which is typical of Exeter's context. A key focus will be put the corner of the block.

4 Additional vertical and horizontal elements emphasise both planes. Windows are grouped together to form bays.

7.10 Elevation Treatment - Bartholomew Street E

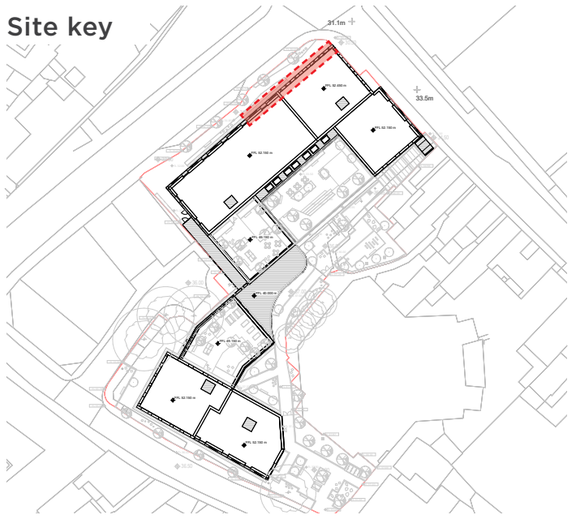
Overview

The elevation on Bartholomew Street E will be characterised by its prominent street front that resembles a modern interpretation of the neighbouring terraced street buildings. At street level the facade will provide a new active frontage that is defined by a contrast in material to the residential levels above. The top floor will be pushed back to minimise the building's profile whilst remaining at the corner to act as a gateway landmark as people approach from the North and East. Vertically the elevation will be visually broken up using recesses where relevant.

Palette of Materials

1. Buff Brick
2. Dark Red Brick
3. Textured Dark Red Brick
4. Light Brick Banding
5. Glazing
6. Metal Cladding
7. Dark Red Solider Band

Site key

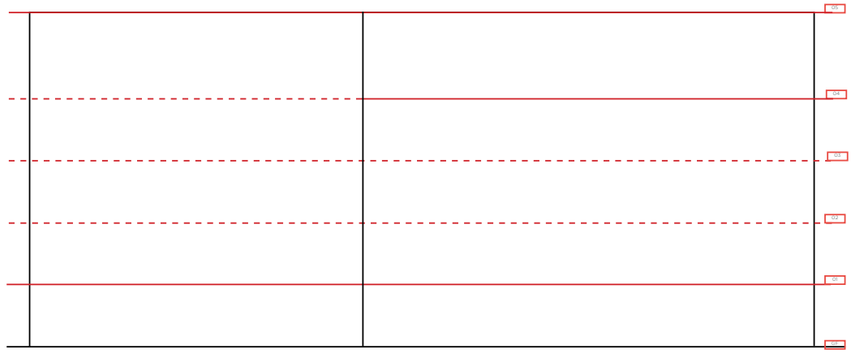


7.11 Elevation Treatment - Mary Arches Street

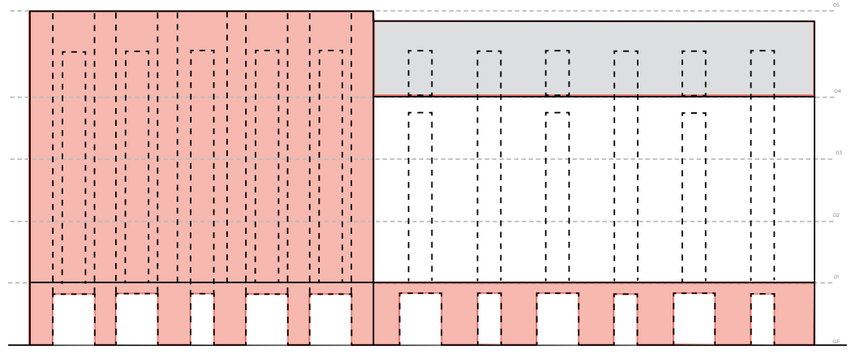
Overview

The elevation along Mary Arches will remain at low building height in response to the streets built context and views.

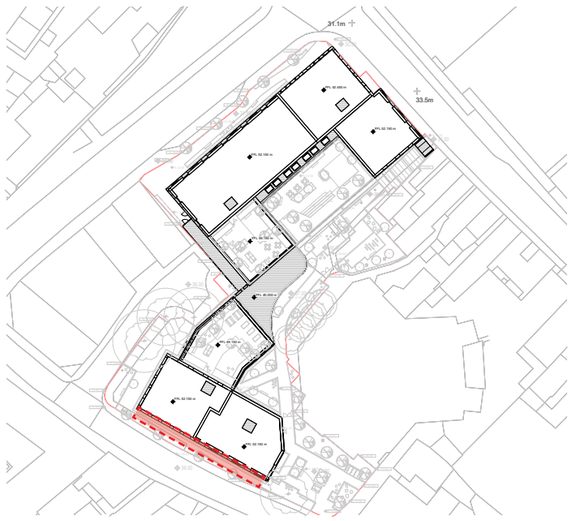
Once again the elevation will focus on breaking down the body of the block with strong horizontal and vertical elements and design features. A definitive street level hight and recessed top floor will be key to braking down the blocks appearance and tying in with existing buildings on the street.

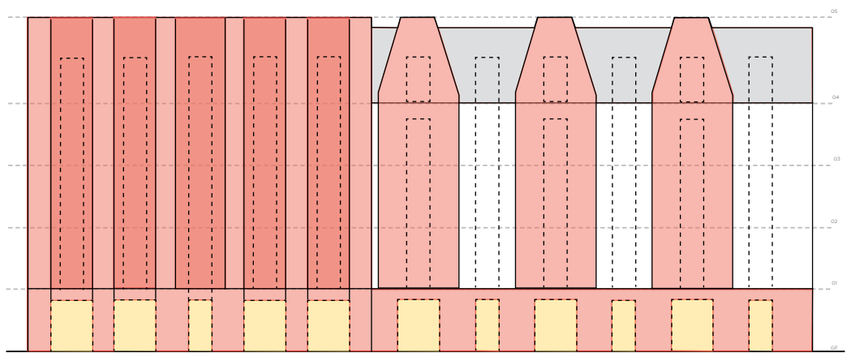


1 The existing building height and the proposed extension up a storey. Established massing is formed, defining horizontals across the street front as well as creating a welcoming street front. Horizontal banding is introduced, completing the strong grid fenestration.

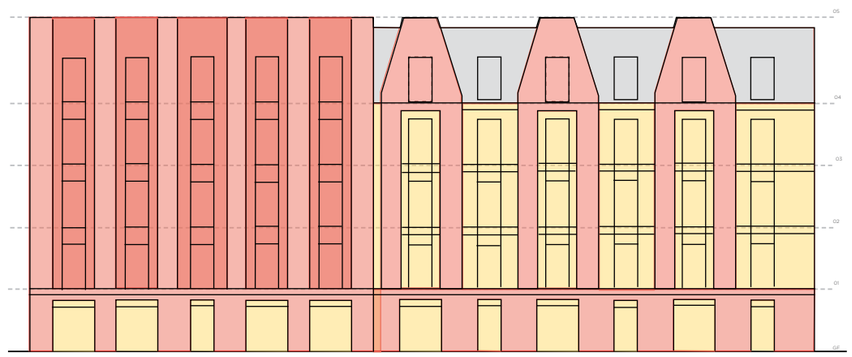


2 A strong vertical grid is applied, defining vertical elements within the facade, which is typical of Exeter's context.





3 Additional vertical and horizontal elements emphasise both planes. Windows are grouped together to form bays.



4 Final block will feel like individual units along the street, demonstrating Exeter's character.

7.12 Elevation Treatment - Mary Arches Street

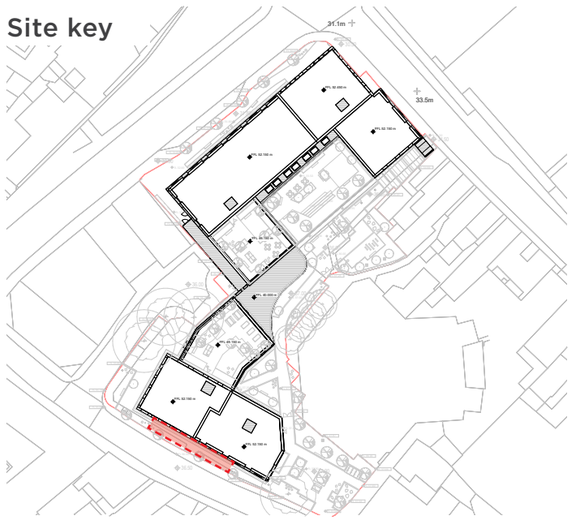
Overview

The elevation on Mary Arches Street will be characterised by its prominent street front and low-rise design that resembles a modern interpretation of the neighbouring terraced street buildings. Both the base and the top of the block are defined by a variation in materiality which is in keeping with similar projects along the street as well as making it feel less imposing amongst similar height projects from the context.

Palette of Materials

1. Buff Brick
2. Dark Red Brick
3. Textured Dark Red Brick
4. Light Brick Banding
5. Glazing
6. Metal Cladding
7. Dark Red Solider Band

Site key



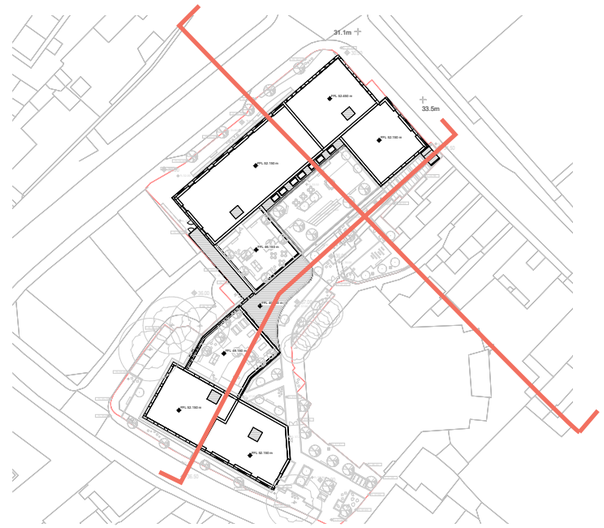
7.13 Proposed Site Sections

1 **Site Section - Bartholomew Street East**
Scale 1 : 500

2 **Site Section - Mary Arches Street**
Scale 1 : 500

3 **Site Section - North Street**
Scale 1 : 500

7.14 Proposed Site Sections



8 Proposed Views

8.1 View from corner of North Street and Batholomew Street East

Existing View

Proposed View

8.2 View from corner of Batholomew Street East and Mary Arches Street

Existing View

Proposed View

8.3 View from corner of Fore Street

Existing View

Proposed View

9 Landscape Strategy

Park Hood
Chartered Landscape Architects

9.1 Site Opportunities and Constraints

Constraints

Existing Site Conditions

- Recognising existing spatial and contextual links
- Existing trees to be retained where possible
- Interpreting site adjacencies (existing buildings, uses etc.)

Opportunities

Enhanced Circulation

- Enhancing site connections and access
- Assessing focal / feature point opportunities within the site
- Addressing elevation changes and existing site levels

Enhanced Public Realm

- Identifying opportunities for public realm enhancement
- Assessing different spatial functions (i.e. public, private)
- Understanding site boundaries

Key

- Grade I Listed Building
- Grade II Listed Building
- Main Road
- Existing Site Access
- Site Boundary
- Existing Shop Frontage
- Existing Trees

Key

- Key Nodes
- Building Access
- Proposed Routes
- Contextual Connections
- Gateways
- Outdoor Amenity Area
- Indoor / Outdoor Amenity Space
- High Points
- Low Points

Key

- Roof Terrace
- Sunken Courtyard
- Boundary Treatment
- Pocket Park
- Enhanced Street Frontage
- Enhanced Public Realm

9.2 Spatial Layout

The layout of the Mary Arches site is designed to address a variety of areas, levels, and locations, each serving diverse functions for both private and public use.

Garden courtyards and rooftop terraces within the co-living buildings will offer communal spaces for residents, fostering connection and outdoor engagement.

The surrounding landscape will seamlessly connect Mary Arches Street with North Street, creating a dynamic and inviting public space where people can relax, play, and socialise, enriching the overall community experience.

Key

- Resident's Rooftop Terrace
- Resident's External Amenity
- Pocket Park
- Communal Open Space
- Enhanced Street Frontage
- Landscape Feature Points
- Boundary Treatments
- Building Access Point
- Proposed Route
- Building - Active Frontage
- Connection Beyond Site
- Existing Trees
- Grade I Listed Building
- Grade II Listed Building

5.0 Landscape Concept - Illustrative Plan

1.1 Level 2

Aspirational Landscape Works
Outside red line boundary

Lay-By / Drop-Off

Entrance / Arrival

Garden Courtyard
Resident's Outdoor Amenity Area

Maintenance and Service Access

Existing Trees

Roof Terrace
Resident's Outdoor Amenity Area

Enhanced Street Frontage

Enhanced Street Frontage

Sunken Courtyard
Resident's Outdoor Amenity Area

Welcoming Entrance Point

Gateway

Boundary Planting

Integrated Play

Communal Open Space
Public Open Space

Outdoor Amenity Space

Gateway

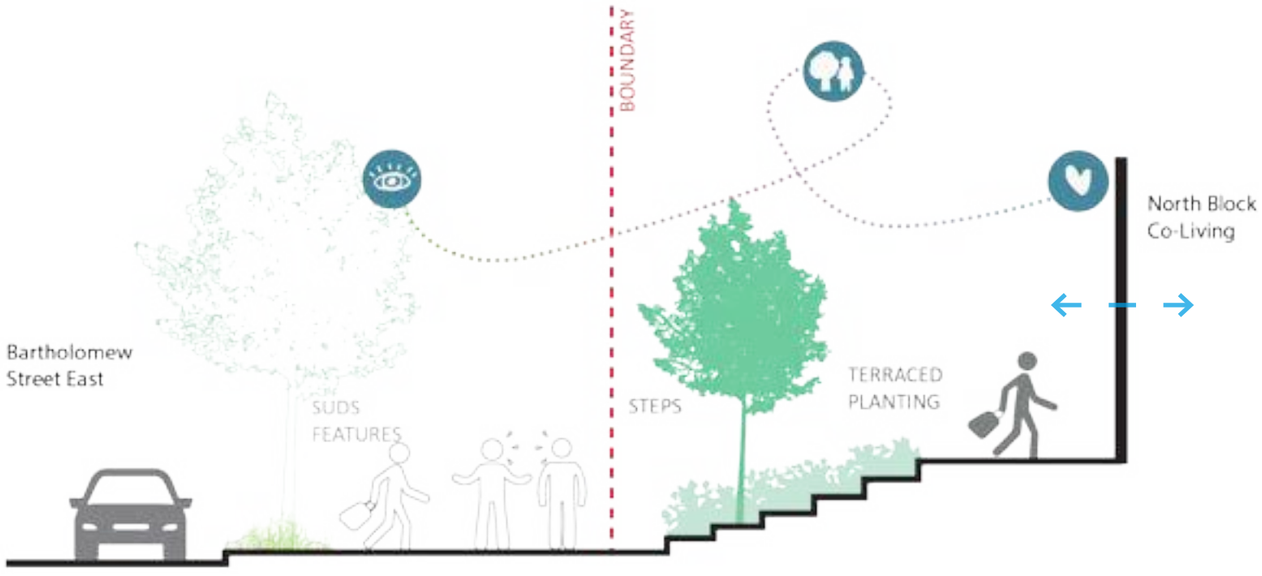
Boundary Planting

Pocket Park

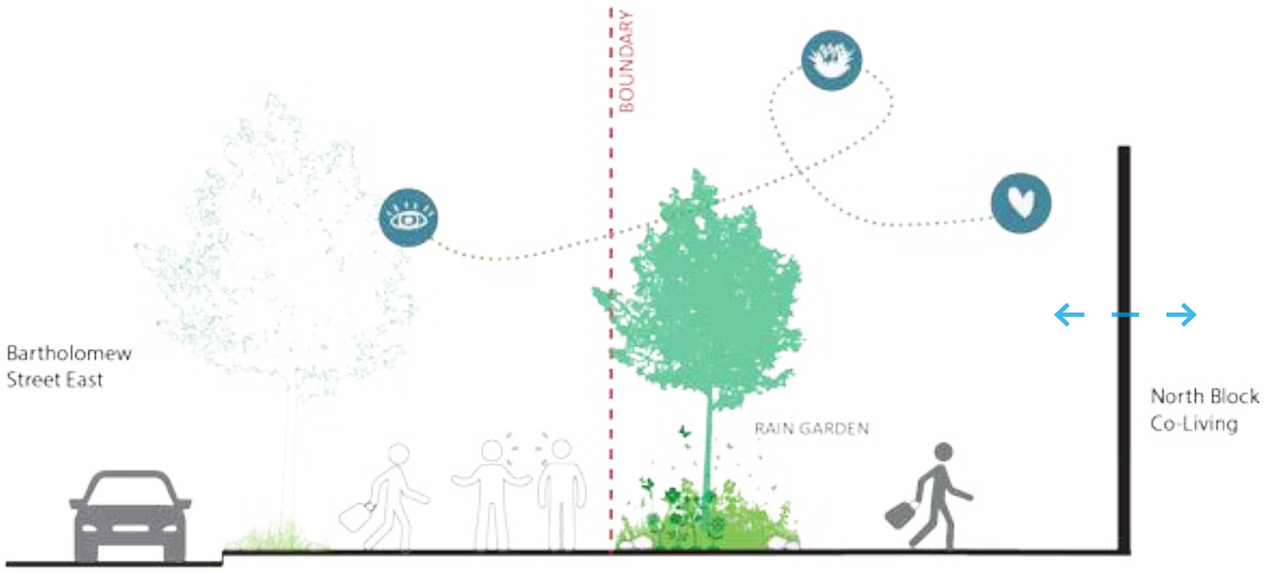
Note: Works shown outside of red line boundary are shown as aspirational.

7.0 Enhanced Street Frontage

1.1 Level 2



Illustrative Concept Section - Street Frontage - A



Illustrative Concept Section - Street Frontage - B

Key Plan

Rain garden with tree planting

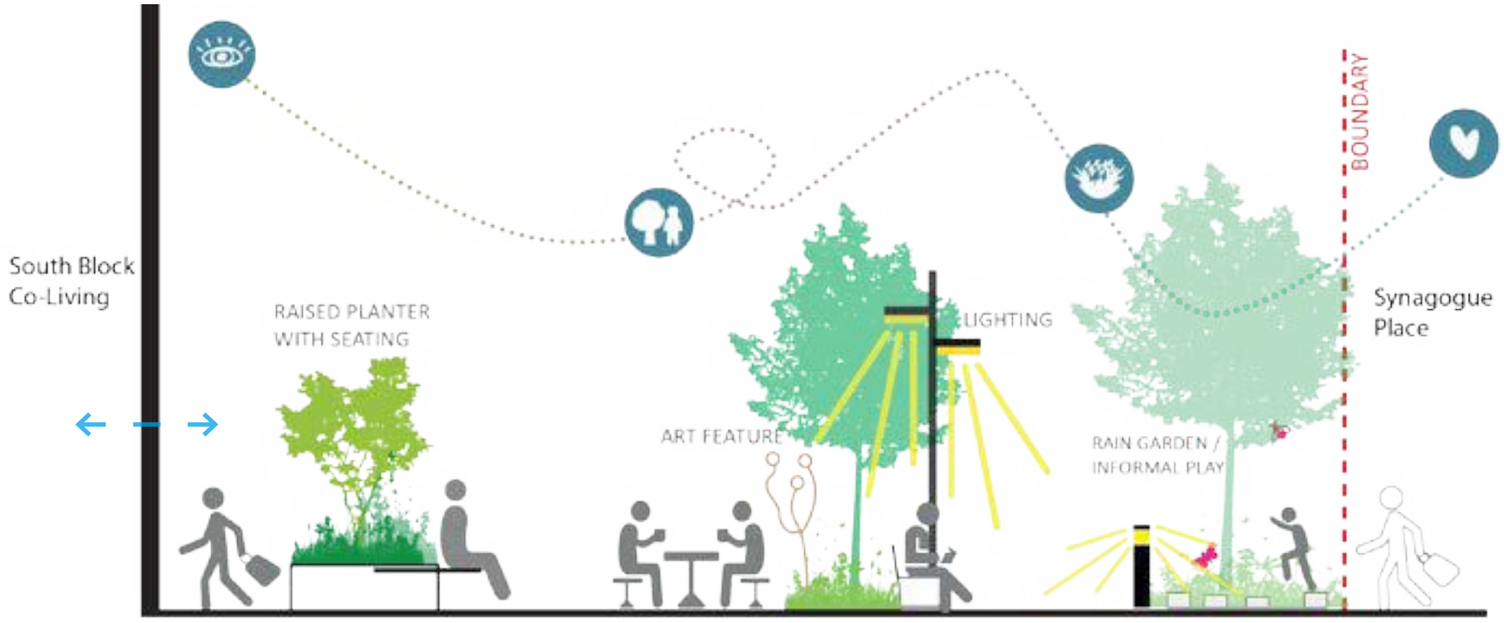
Raised planters with integrated seating

Raised planters with seating

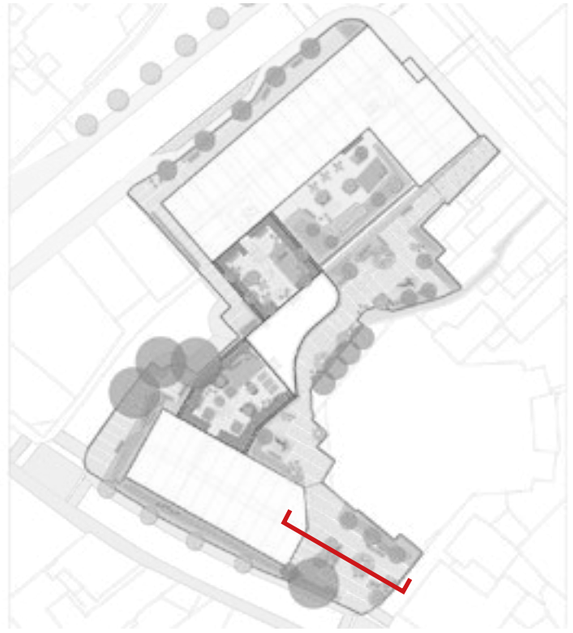
Tree planting

Terraced seating and steps

1.1 Level 2



Illustrative Concept Section - Pocket Park



Key Plan

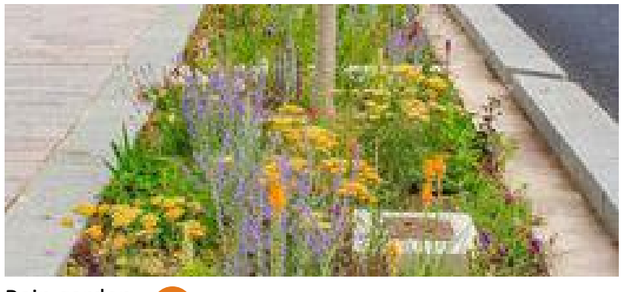
Boulders and paving pattern

Gathering space and seating area

Natural planting

Integrated play

Public art features

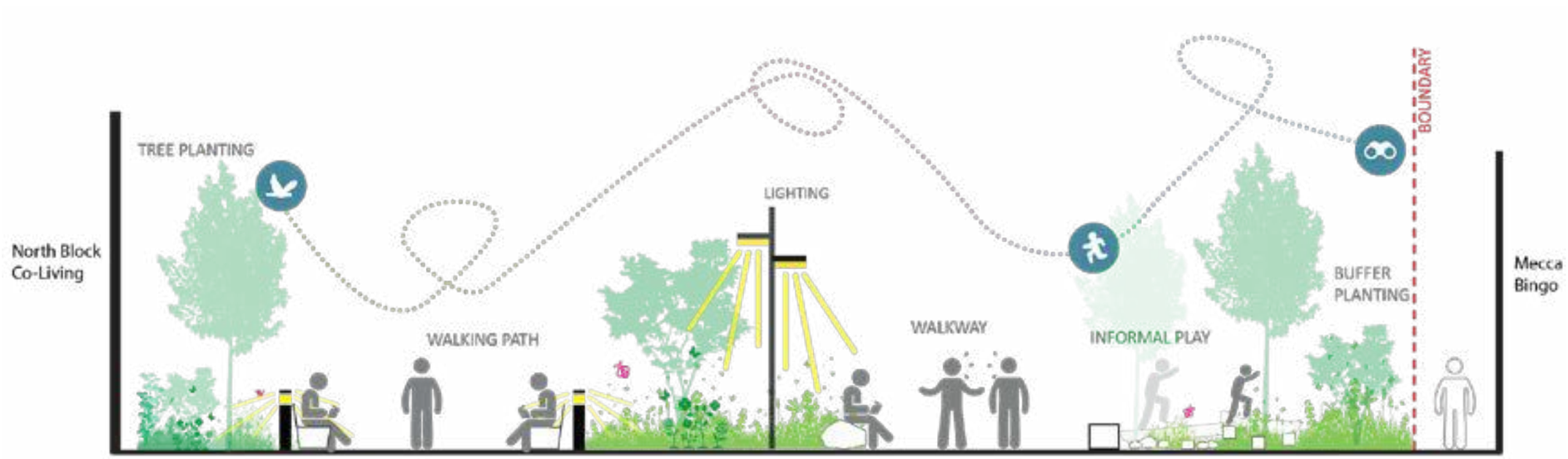


Rain garden

Seating

Cycle parking

Integrated play



Illustrative Concept Section - Communal Open Space

Key Plan

Natural play elements

Gathering points

Informal paths / Play

Accessible paths

Natural planting design

Integrated play

Creative connections

Integrated lighting

Integrated play

10.0 Resident's Sunken Courtyard

Landscape Strategy

1.1 Level 2

Illustrative Concept Section - Resident's Sunken Courtyard

Key Plan

Feature trees

Embracing external views internally

Natural planting and stone seating

Gathering Space

Outdoor Exercise

Scenic spaces

Gathering Space

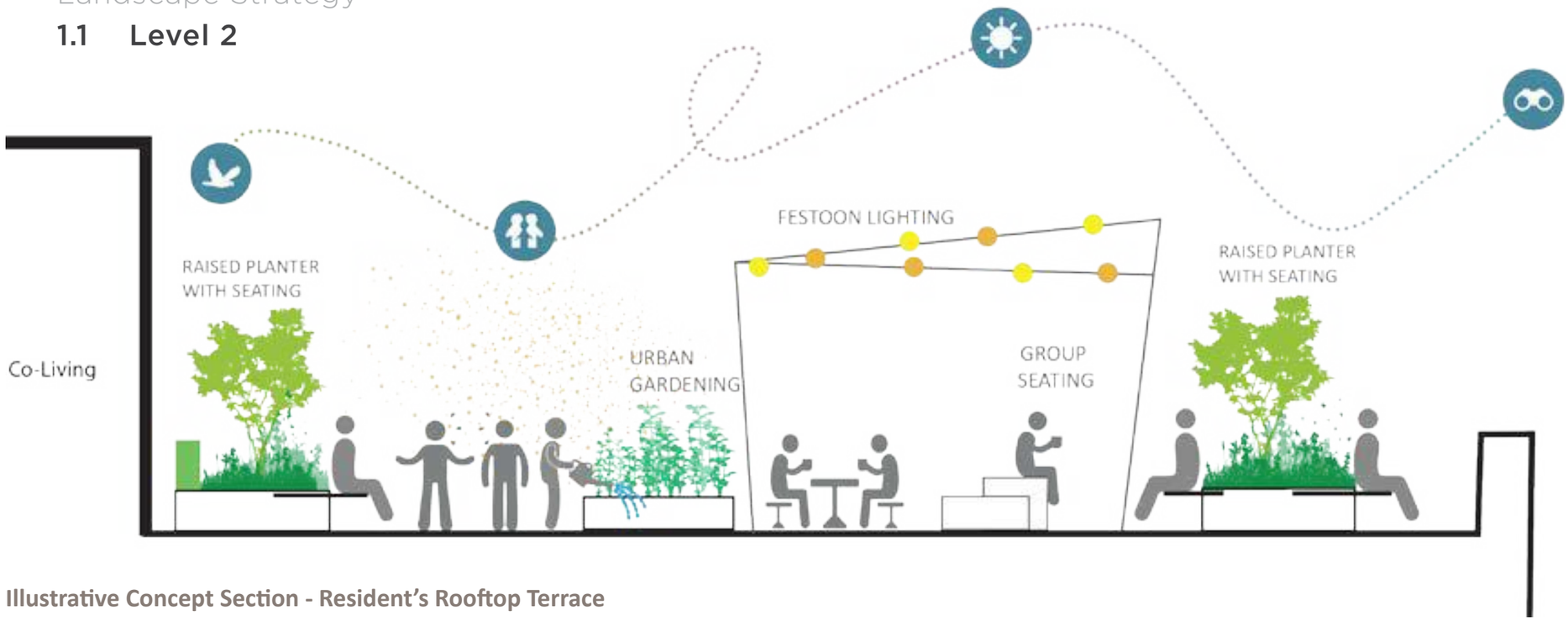
Terraced Seating

Terraced Seating

11.0 Resident's Rooftop Terrace's

Landscape Strategy

1.1 Level 2



Illustrative Concept Section - Resident's Rooftop Terrace

Key Plan

Lounge seating

Space for growing

Natural planting

Outdoor activities

Gathering space

Social space

Deck space

10 Technical Strategies

Mary Arches, Exeter
Energy Strategy

Environmental Services Design

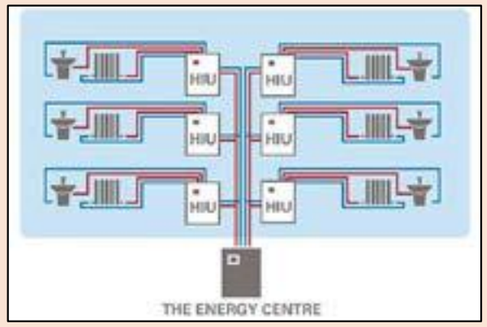
Be Lean
Reduce Energy Demand

Fabric first approach – Minimise heat losses through the building envelope to reduce energy consumption.

Energy efficiency – Recover heat lost through ventilation by using MVHR. Reduce electricity consumption with LED lighting throughout.

Be Clean
Supply Energy Efficiently

Decentralise energy supply – Generate heat on site and distribute efficiently through the building.



Future energy networks – The development will be designed to connect to the future Exeter Energy Network when available.

Be Green
Maximise Renewable Energy

Renewable heat – Use the heat energy in the air to provide renewable heat to the building.

Photovoltaics – Generate renewable electricity to the building by installing PV on the roofs.

DARLING ASSOCIATES ARCHITECTS

AFFORDABLE HOUSING

EDUCATIONAL

HERITAGE + LISTED BUILDINGS

HEADQUARTERS

INTERIOR ARCHITECTURE

LEISURE + HOSPITALITY

LUXURY

MARKETING + SALES SUITES

MASTERPLANNING

PRS/BUILD TO RENT

RESIDENTIAL

RETAIL

TALL BUILDINGS

WORKPLACE

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