

This is our city, this is our future!

The plan will touch the lives of everyone living in the city as well as those working, studying or visiting Exeter, so everyone needs to own it and have a say.

We now have an Outline Draft Exeter Plan which is out for consultation with all of our communities and partners across the city.

Having your say now will help to shape the Exeter of the future.



What is the Exeter Plan?

The Exeter Plan will shape the future of Exeter for the next twenty years, to 2040, and will be the basis for how the city continues to evolve and meet the needs of the community.

The Exeter Plan is the new name for the Local Plan. It will be the main planning policy document for Exeter, setting out where development should take place and providing the policies which will be used in making decisions on planning applications. Eventually, it will replace our current plans.

How have we got here?

Exeter City Council started work on a new plan in 2020 and has been busy putting together background evidence. The plan was launched in autumn 2021 with an Issues Consultation which explained the key issues for the plan and started to look at what the pattern of development in the city might look like in future. We have used the input from that first consultation to write this Outline Draft of the plan.

What is the Outline Draft of the Exeter Plan?

The Exeter Plan is starting to take shape and the Outline Draft is the first version of the plan. It includes the vision for the city, a spatial strategy, potential development sites for a mixture of uses including housing, and a set of draft policies on issues such as climate change and the economy.

This version is not a full draft. Further policies will be written and other sites may be included in future rounds of consultation.

Vision

The city's ambitious Exeter Vision 2040 has been brought into the Exeter Plan.

The Vision's seven place based outcomes are the golden threads that will drive the entire Exeter Plan.

The vision has seven key outcomes:

- An innovative and analytical city
- A healthy and inclusive city
- The most active city in the UK
- Accessible world class education
- A liveable and connected city
- A leading sustainable city
- A city of culture



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

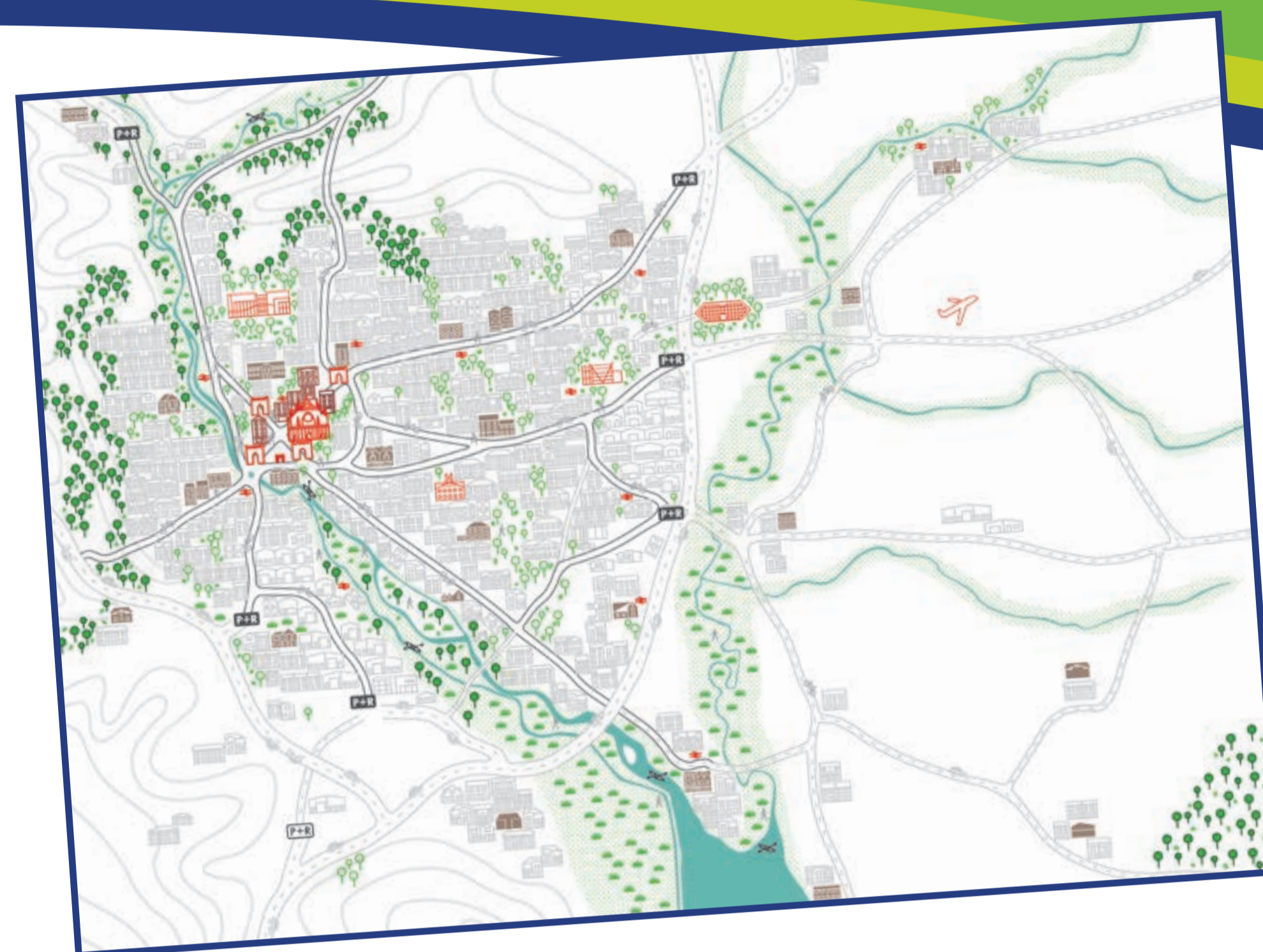
Spatial strategy

A key part of the Exeter Plan is the spatial strategy

The spatial strategy sets out the main principles for guiding the pattern and characteristics of development in the city.

This new spatial strategy is different to the one we had previously which included large amounts of development on greenfield sites on urban extensions to the city. The new approach is for most development to be on brownfield sites – about 85% of the homes included in the sites are on brownfield land.

The spatial strategy flows from Exeter’s Vision 2040 and was also discussed in the Issues Consultation in autumn 2021. The spatial strategy plans for the city’s growth taking account of the wider area, recognising Exeter as the most sustainable location for major development and reinforcing its position as the area’s economic engine.



The protection of the city’s hills and landscape is a vital element of the strategy. Another key strand is to steer the majority of development to brownfield sites to retain Exeter’s environmental quality. This strategy will also help to achieve Exeter City Council’s net zero 2030 ambition, help nature thrive, continue Exeter’s economic success and support a healthy and inclusive city.

Drawing from the vision, we have developed a series of six key principles which will set out the expectations we have for the delivery of future large-scale development proposals in the city, providing high quality places. These principles will apply to the original transformational Liveable Exeter sites which we have included in the site proposals in the plan.

The Liveable Exeter Principles

Memorable places

Exeter has strengthened its relationship with key features that define the image of the city including the River Exe, the City Centre and the surrounding hills.

Outstanding quality

Exeter has high-quality living, working, learning, leisure, cultural and historic environments which help to attract top businesses and the best talent.

Welcoming neighbourhoods

Exeter is made up of a network of compact and well-connected neighbourhoods where people can access day to day services such as care, schools, work and social spaces by walking and cycling.



The Liveable Exeter set of principles are tools to contribute to delivering the outcomes of the Exeter Vision 2040. They are structured under 6 headings which directly relate to the 3 pillars.

Spaces for people & wildlife

Exeter’s urban and natural spaces are attractive and well-connected environments well used for recreation, active travel and support a thriving wildlife.

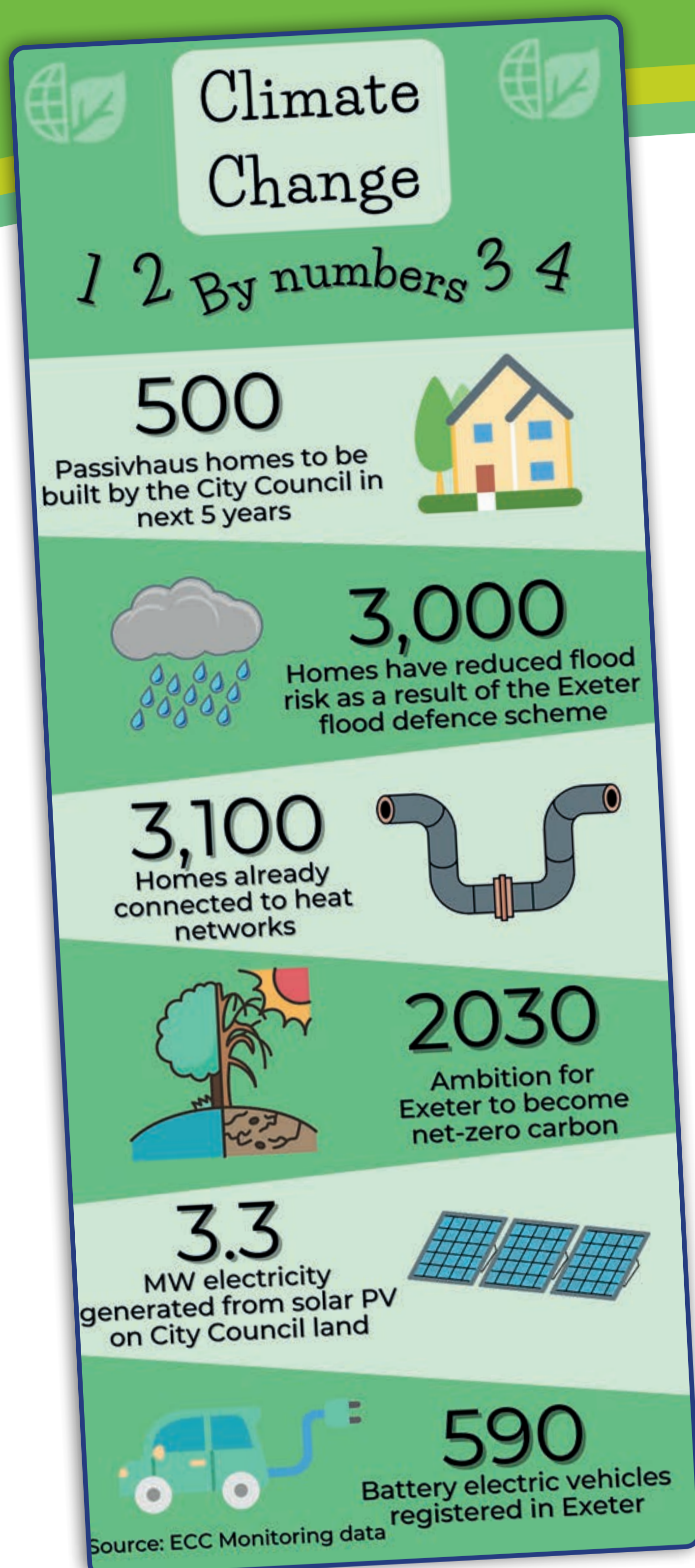
Active streets

Exeter has transformed into a city with high-quality streets where active travel, public transport and shared mobility are the natural and most convenient choice for most journeys.

Liveable buildings

Everyone can find a good quality home that suits them, within a welcoming neighbourhood and at a price they can afford.

Climate change



The planet is facing huge environmental challenges caused by human activity which is increasing carbon dioxide and other greenhouse gas emissions. Exeter City Council has declared a climate emergency and pledged to work towards creating a carbon neutral city by 2030, 20 years before the national target. We have an action plan which sets out what Exeter will need to put in place in order to be net zero carbon by 2030.

The city's net zero ambition is incredibly challenging but the nature of the issue justifies this position. Success will only be achieved through a genuinely collective effort; we need all organisations, individuals and institutions to play their part.



The Outline Draft Exeter Plan includes policies that:

- Require development proposals to show how they will support the achievement of net zero
- Propose local energy networks and require new development to support connections to these networks
- Recognise flooding as a key issue for development and require Sustainable Drainage Systems (SuDS)


Homes


Homes

1 2 By numbers 3 4

62,000

Existing homes







14,300

Homes we are planning to build by 2040

85%

Proportion of new homes we are proposing on brownfield land







£5.4m

Received from housing development in 2020/2021 towards community infrastructure

75%

Target for additional University students to be housed in purpose built accommodation





4,762

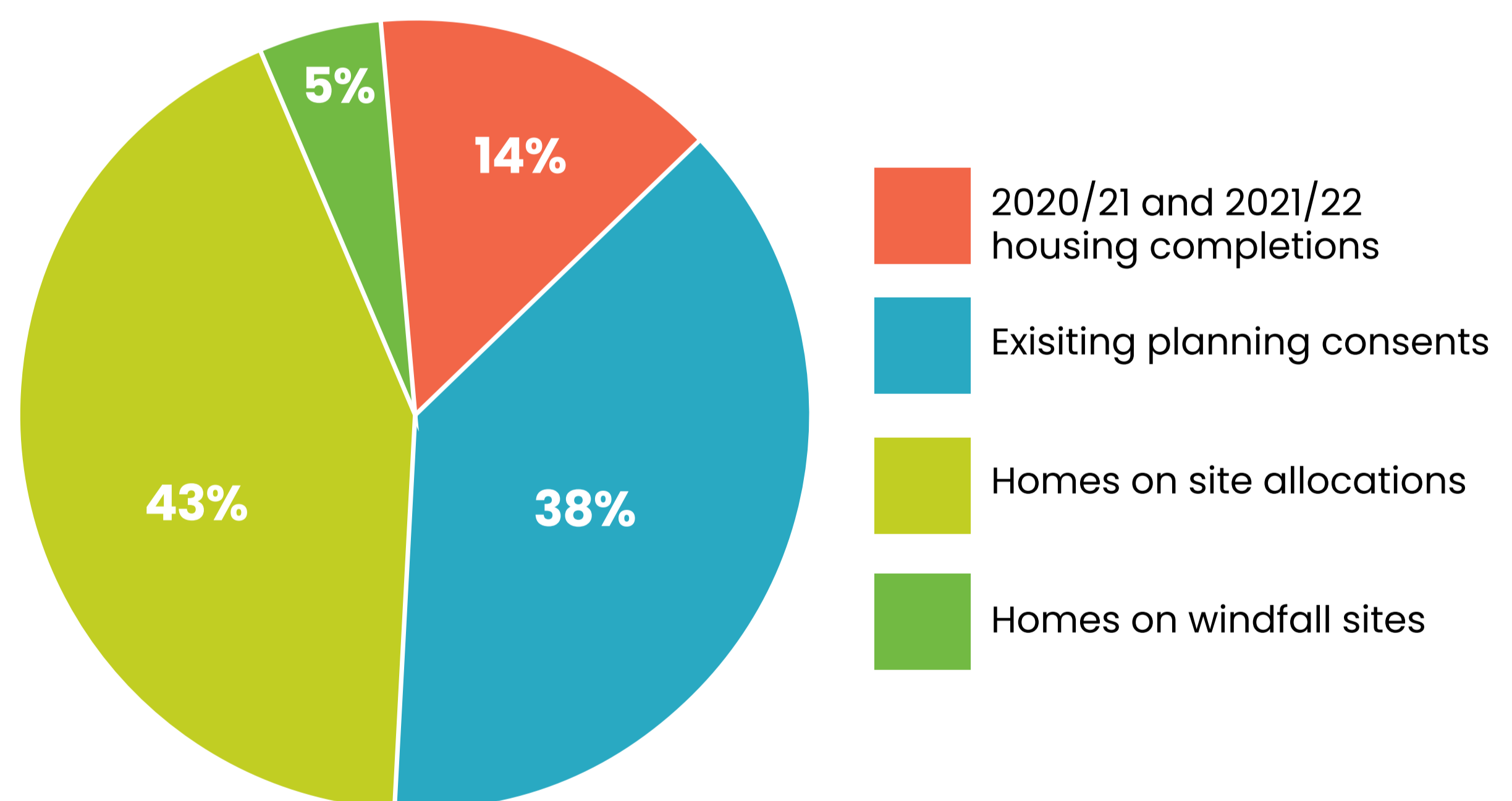
Social houses owned by Exeter City Council

Source: ECC Monitoring data

We know that housing is a big issue, in terms of the number of homes we need and their quality. The Exeter Plan will help to address the shortage of affordable homes in the city and consider how best to provide the good quality accommodation we all need.

The Government requires the City Council to plan for 650 new homes to be built in Exeter each year. To meet this target between 2020 and 2040, and to allow for a headroom of 10%, the Exeter Plan will aim to deliver 14,300 homes. This will include planning for around 6,200 homes on sites in the Plan.

How we will meet our housing requirement

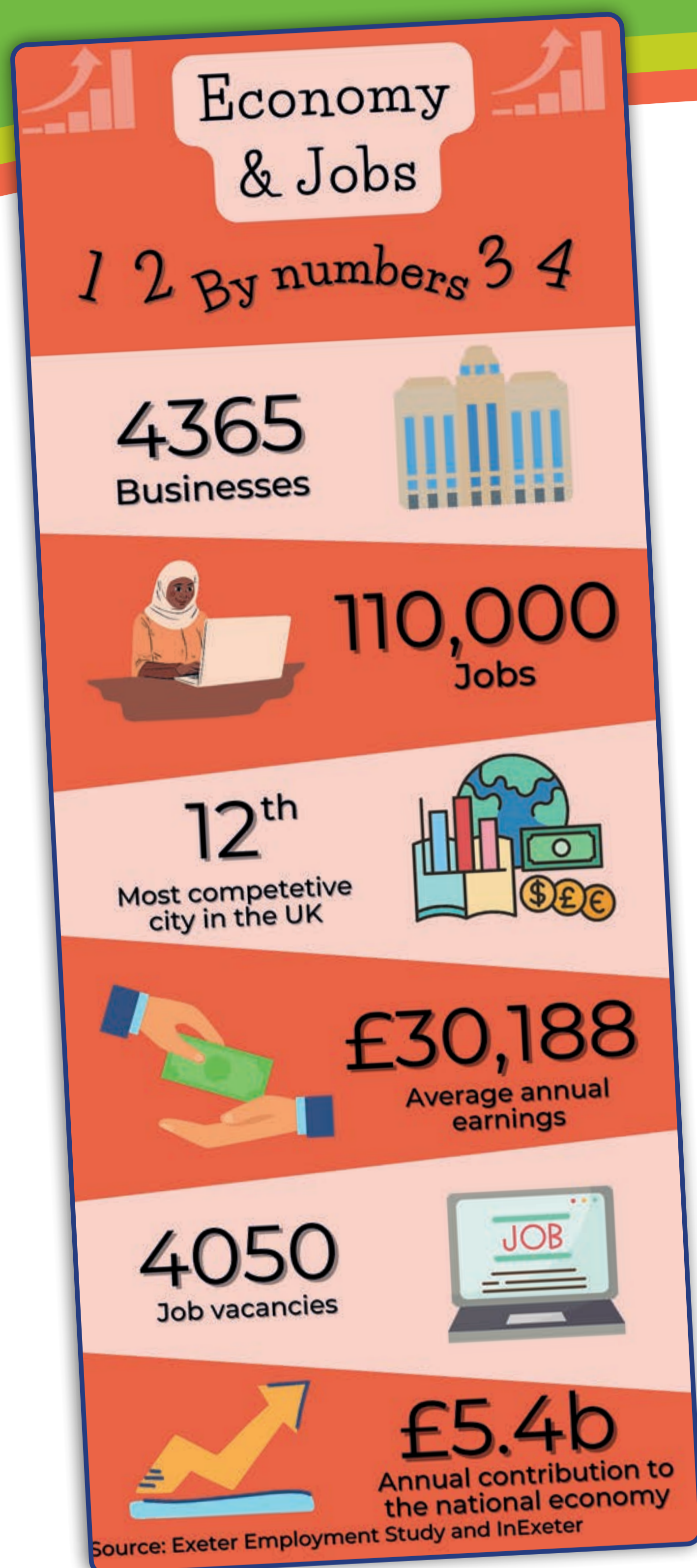


The Outline Draft Exeter Plan includes policies that:

- Set out our proposed approach to meeting the Government's housing requirement for Exeter taking account of existing planning consents and new sites.
- Propose development sites that should be allocated to help meet the housing requirement.

We are also gathering evidence about the different types of homes that are needed in Exeter. Detailed policies for the provision of homes to meet these needs will be included in the next full draft of the Exeter Plan.

Economy and jobs



The city of Exeter is at the heart of Devon and has one of the fastest growing economies in the UK. The Liveable Exeter initiative sets out a vision for a growing, thriving city region where significant housing delivery attracts major business investment and high-value jobs with attractive salaries.

Whilst Exeter has, like all cities, been significantly affected by Covid-19, predictions are that it will be one of the quickest to bounce back. There is a strong ambition to grow the economy with a focus on:

- innovative business sectors
- making the most of a skilled workforce
- the benefits of the University and the world-leading research on climate change.

The new Exeter Plan needs to support the economy and green growth by identifying the employment space and infrastructure we need. This will help to increase prosperity and wellbeing.



The Outline Draft Exeter Plan includes policies that:

- Support growth in the new transformational sectors
- Promote new forms of employment
- Ensure new development provides access to jobs and skills
- Protect employment land

The future of our high streets

The future of our high streets

1 2 By numbers 3 4

61%

Increase in city centre visitors from 2021 to 2022



81%

National average City Centre recovery in visitors from pre-pandemic levels

92%

Exeter city centre recovery in visitors from pre-pandemic levels



150+

Independent retailers in the City

Source: InExeter Monitoring data

Our high streets are changing. Traditionally centres for shopping and work, in recent years the growth of internet shopping has dramatically changed how we use the city centre and our smaller high streets in local communities. This change has accelerated since the start of the Covid-19 pandemic. We need a greater focus on the vitality of our high streets so that they continue to play an important role in how we live our lives during the day and evening. Shopping is likely to be just one part of this future – a greater variety of uses need to be included in the future city centre to widen its attractiveness as a destination.

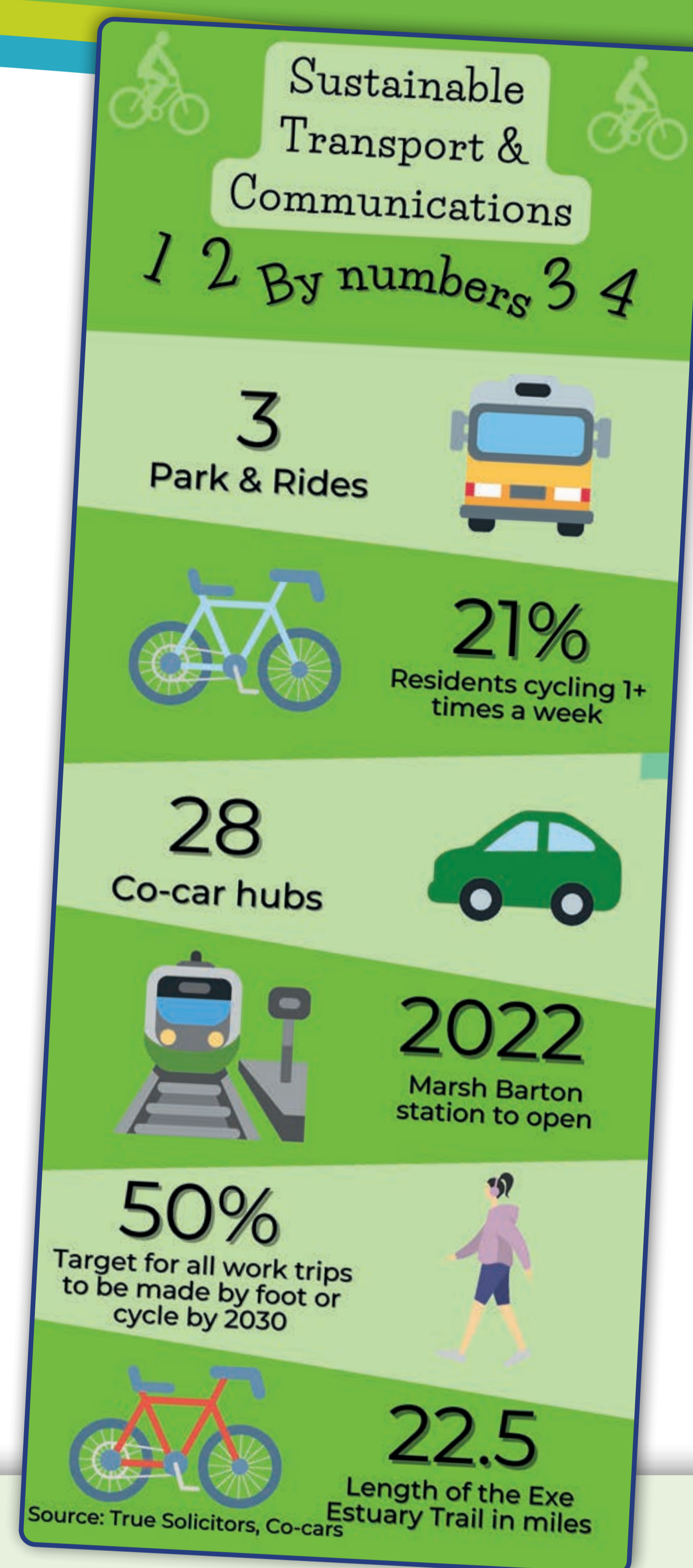


The Outline Draft Exeter Plan includes a policy that:

- Supports and enhances the vitality, viability and resilience of the city centre, and other centres in our communities

Sustainable transport and communications

The way we travel is vital to the success of Exeter. It will be central to achieving net zero carbon, growing prosperity, healthy lifestyles and improving our environment. In future, travel won't just be about whether we walk or drive – digital communications will also be key. The Exeter Plan will need to ensure that the city is resilient to change, supporting innovative development in the right places, providing real options and promoting fresh approaches to transport.



The Outline Draft Exeter Plan includes policies that:

- Require development to support sustainable movement to help Exeter achieve net zero carbon, support sustainable growth and to improve accessibility, health and the environmental quality of the city
- Require development to provide for active transport, public transport and shared mobility
- Show how the City Council will work with partners, including the County Council, to prioritise and improve the active travel and public transport networks
- Support the improvement of digital communications and require major, new development to incorporate digital infrastructure as an essential utility

Natural environment

Exeter has a high quality natural environment, with valley and city parks, public rights of way and the Exe Estuary. The hills to the north and north-west of the city give Exeter a distinctive character while the city also contains a rich variety of wildlife habitats. The Exeter Plan will need to manage development pressures on our local environment to provide benefits for landscape and wildlife, whilst helping us to combat climate change and providing a high quality environment for people to enjoy.



The Outline Draft Exeter Plan includes policies that:

- Protect Exeter's distinctive and valued landscape setting
- Protect and enhance the Valley Parks and ensure easy and sustainable access from new large scale development
- Require development to protect, enhance and restore wildlife
- Ensure development protects, enhances and provides new green infrastructure such as public open space

History and heritage



Exeter's rich historic environment makes the city unique and special and continues to shape the city's culture today. It improves our communities' quality of life and pride in the city and helps to support economic prosperity. New development can raise challenges for our historic environment but the Exeter Plan provides an opportunity to protect and enhance Exeter's historic assets whilst exploring culture and linking the past with an exciting future.



The Outline Draft Exeter Plan includes a policy that:

- Requires development to protect and enhance the city's rich heritage, historic character and identity

Culture and tourism

Culture & Tourism

1 2 By numbers 3 4

100k+

Number of visitors
to Exeter
Cathedral per year



2019

Year Exeter was
awarded UNESCO City
of Literature status

2

Number of
Premiership titles
won by Exeter Chiefs



1m+

Number of objects held
by Exeter's Royal Albert
Memorial Museum

Source: RAMM

Culture provides identity and distinguishes one place from another. Exeter is a historic but modern city whose compact size and location means it offers a great balance between urban and rural life. Enhancing Exeter's exciting cultural offering will be key to future success, building a sense of place and belonging in the city. Exeter is committed to being a healthy and active city with culture embedded as standard to enable people to live fulfilled lives. This will help to promote Exeter as a city of culture on the national and international stage.



The Outline Draft Exeter Plan includes a policy that:

- Requires development to demonstrate how it supports Exeter's cultural offering and tourism uses

High quality places and design

The quality of the places in which we live and work is fundamental for so many reasons, including to support our health and wellbeing, attract investment, generate pride in our city and help achieve our net zero ambitions. Development offers opportunities to create high quality places that show Exeter's distinct characteristics, reflect local culture and integrate with existing neighbourhoods, promoting social cohesion and healthy lifestyles.



High Quality Places & Design

1 2 By numbers 3 4

6

Liveable Exeter principles to deliver high quality development 

2012

Exeter City Council Residential Design guidance wins urban design award. 

197

Planning applications refused for design reasons (2017 - 2021) 

2022

St Sidwell's Point wins "Best Project" RTP1 Planning award. 

Source: ECC Monitoring data

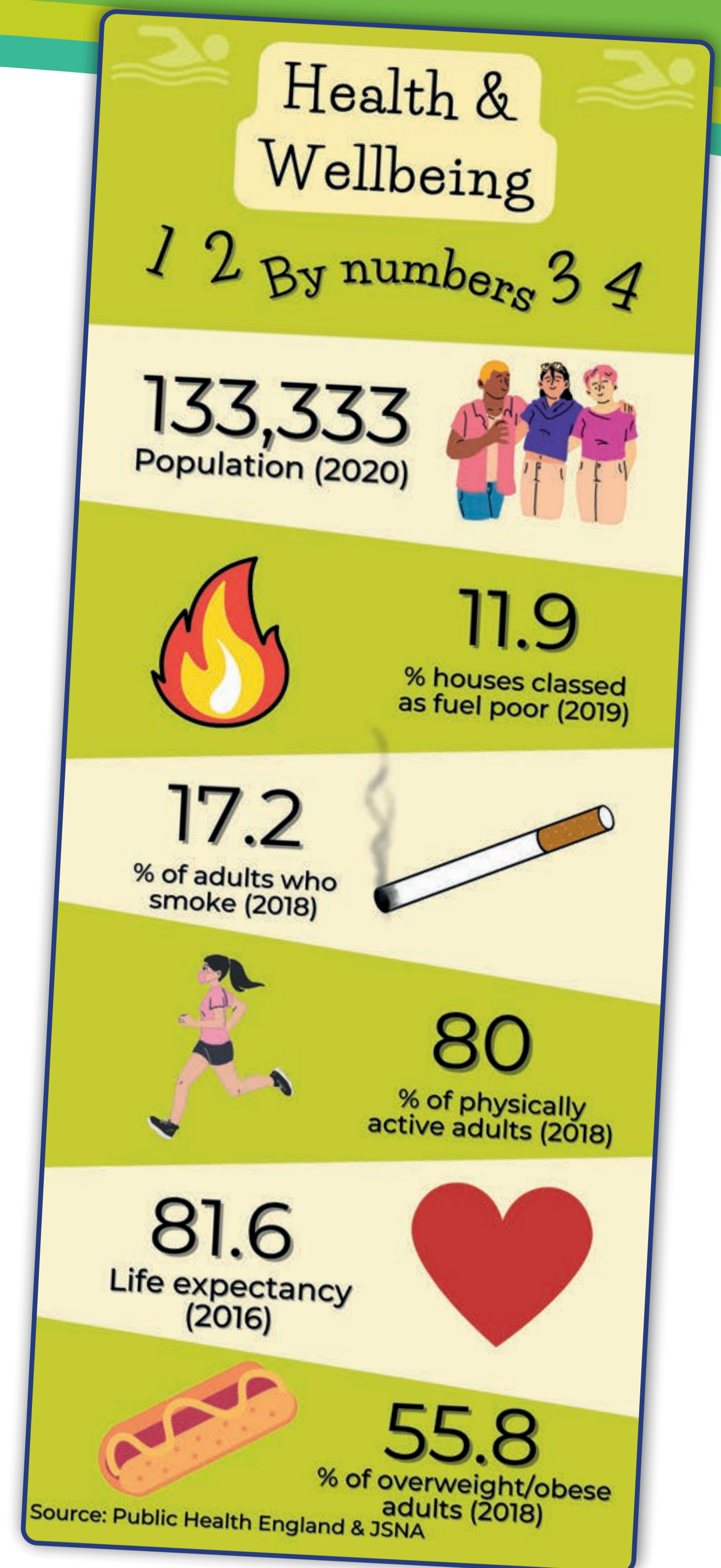
The Outline Draft Exeter Plan includes a policy that:

- Requires well-designed buildings and public spaces to create high quality places

Health and wellbeing

Generally, Exeter is a healthy city with a good quality housing stock, a large number of council houses and high levels of employment. Exeter also has high levels of walking and cycling and large areas of accessible green space which support wellbeing.

The Exeter Plan will play a part in improving health and wellbeing by providing quality housing, supporting jobs, increasing physical activity so that 50% of people walk or cycle to work, enhancing nature, supporting improvements in air quality and providing the health infrastructure we need.



The Outline Draft Exeter Plan includes a policy that:

- Supports development proposals that maximise opportunities for achieving positive mental and physical health

Infrastructure and community

Our communities rely on infrastructure to live their everyday lives; transport infrastructure helps us to get around, doctor's surgeries provide our health care, schools educate our young people, digital infrastructure helps us to communicate, and greenspace and leisure facilities provide us with the opportunity to relax.

More detail about the specific infrastructure and community facilities required to go alongside the various development proposals will be included in future policies for each of the large scale developments. These will be included in the next draft plan.



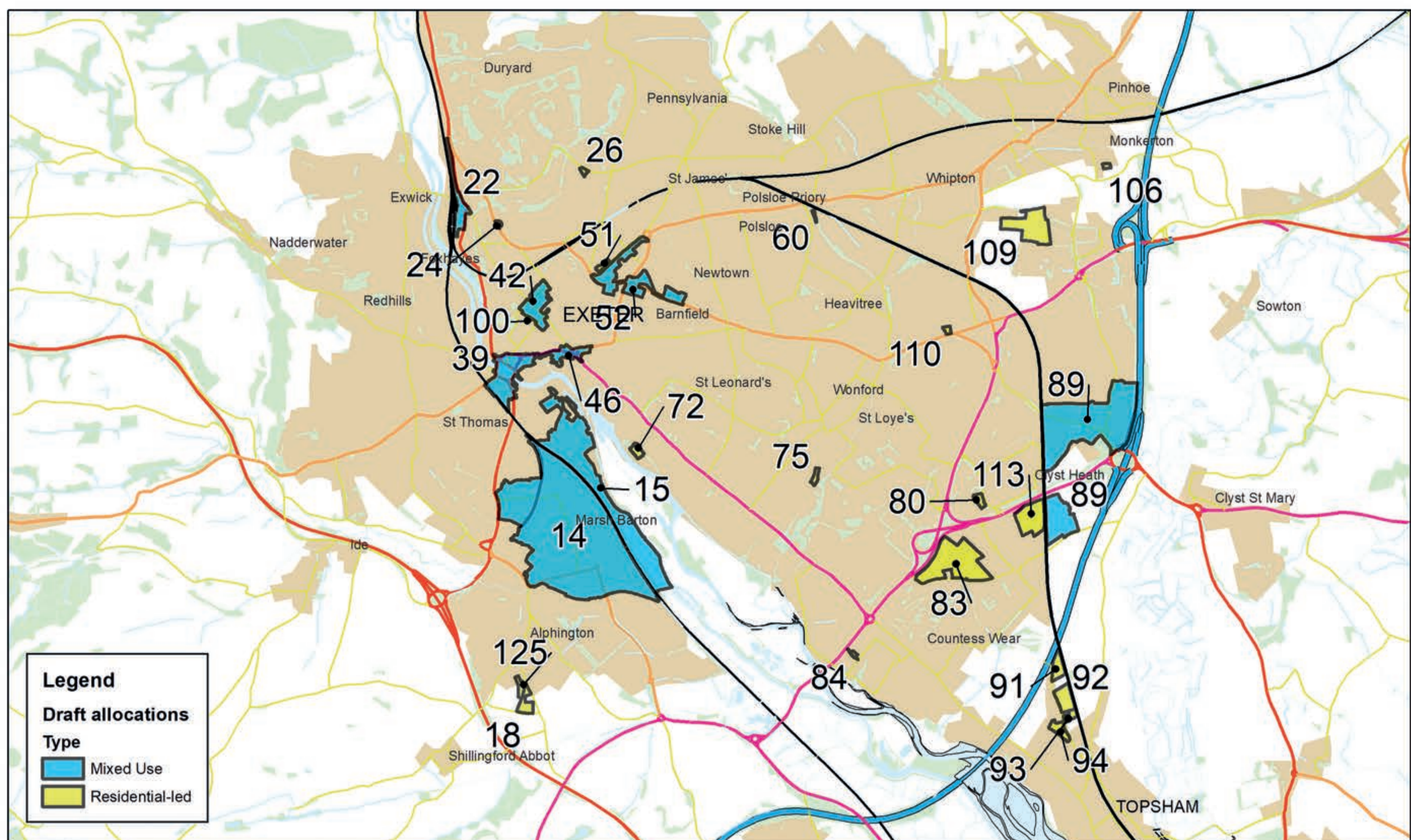
The Outline Draft Exeter Plan includes policies that:

- Require new development to deliver infrastructure at the earliest practical opportunity.
- Protect existing services and facilities that meet community needs and support new or improved provision
- Ensure developments meet necessary requirements and only deviate when there is significant evidence and justification

Potential development sites

We know that housing is a big issue and is a key concern to many people. The Government recognises this issue and sets out the numbers of homes each Council needs to plan for. In Exeter, the Government requires Exeter City

Council to plan for 650 new homes to be built each year. To meet this requirement, the Exeter Plan will target the delivery of 14,300 homes, of which around 6,200 will be provided on new sites.



Around 85% of the 6,200 new homes will be on brownfield land including on the eight large sites that were included in the original Liveable Exeter initiative – shaded in blue on the map. The numbers on the map show individual site reference numbers.



Potential development sites

Large scale brownfield development sites: mixed use

The eight large brownfield sites are located close to the city centre or key public transport hubs with good access to open, green space. These sites were originally included in the Liveable Exeter initiative to promote high quality, high density, mixed use neighbourhoods that minimise the need to travel and maximise walking, cycling and opportunities to use public transport. The eight sites will make a significant contribution towards meeting our housing requirement and economic growth ambitions.

Site	Number of homes
Marsh Barton	1,880
Water Lane	1,180
East Gate	750
Red Cow	430
Sandy Gate	250
North Gate	200
West Gate	200
South Gate	170

Predominantly residential sites

Twenty other sites are proposed for new housing development. Most of the sites are small, brownfield sites in line with the spatial strategy. A small number of sites are greenfield but the majority of these are

fairly small scale and have good access to transport hubs and/or existing jobs, services and facilities. Some of these sites are already allocated in our current plan but have not yet been built on.

Site	Number of homes
St Bridget Nurseries, Old Rydon Lane	334
Land to the north, south and west of the Met Office	225
Land south of the A379	184
12-31 Sidwell Street	51
Land east of Newcourt Road, Topsham	43
Devon & Exeter Squash Club, Prince of Wales Road	40
Land at Newcourt Road, Topsham	38
Land adjoining Silverlands, Chudleigh Road	37
Belle Isle Depot, Belle Isle Drive	33

Site	Number of homes
Land west of Newcourt Road, Topsham	31
Chestnut Avenue	26
Former overflow car park, Tesco, Russell Way	18
Land behind 66 Chudleigh Road	16
Land east of Pinn Lane	14
Land at Hamlin Lane	13
Yeomans Gardens, Newcourt Road, Topsham	13
Fever & Boutique, 12 Mary Arches Street	10
88 Honiton Road	10
Garages at Lower Wear Road	9
99 Howell Road	6

We are consulting on the future of our city

THE EXETER PLAN



**HAVE YOUR
SAY ON
OUR CITY**

This consultation is running between 26 September and 5 December 2022.

Engaging with residents and those who work, study in, or visit the city is a crucial part of planning and the responses will be used as we continue to prepare the next draft of the plan.

A further consultation will be held in 2023 before the Plan is submitted to the Planning Inspectorate for Examination.

A Planning Inspector will use a series of Examination discussions to decide whether the plan needs any changes and then if it can be adopted by Exeter City Council.

Getting involved now with the Exeter Plan is the best way to have your say on how we shape the Exeter of the future. Find out more about the policies and sites, and complete the survey, at:
<https://exeterplan.commonplace.is/>

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this is our future**



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EXETER
LIVE BETTER