

FAO Jill Day

RE: Planning application 19/1676/FUL

OBJECTION

I have been a resident of Willeys Avenue for 10 Years and am vehemently opposed to the development in it's current format, there is simply no need, no desire or requirement in Exeters Development strategy for a large block of 9 flats of this scale in the context of 1900's residential area.

If Exeter councils planning department wish to continue their race to the bottom in terms of "developing" this one time historic city then they seem to be overwhelmingly succeeding in their objectives to reduce this city to a shadow of its former self.

The developer has done nothing to address the "Mass and Scale" the factor for which Exeter Planning cited as the reason the previous plan was rejected. The mass and scale of the development have in effect been increased and still the design references the Brewers court development as an aspect to increase the scale at that side of the development which has no connection to Willeys avenue whatsoever!

Again the developer in their statement have tried to obfuscate the planning department by using views and imagery in their statement which factually incorrect and deliberately misleading, to try and reduce the impact this development will have on the local area, the use of this falsification of imagery can only infer the intent of the developer.

This proposed development directly contradicts point 6.17 in the Exeter Core Development plan. "Careful and innovative design is key to achieving the highest appropriate density in a particular location. A proposal which would harm the character of the neighbourhood or site through excessive density, poor design or inadequate open space will not be acceptable."

Not only is the design of the lowest possible architectural quality the site is simply too large for this terraced street, the stepped design referencing the "northern approach" is simply not an argument that can be used to justify the scale of the building.

The planning committee need to visit the site to fully experience the consequence of allowing the developer to keep submitting plans of this scale. The street needs a row of small family houses in keeping with the local neighbourhood (See the old Motorworks on Isca road for reference of temperance and sympathetic approach to development rather than quaquary avidity of the developer.

The streetscape will be destroyed by the stepped approach if they will not conform to the existing eaves height of Willeys avenue. Again "the northern approach" is not visible from Willeys avenue or Isca road. The brewers court and nursing home are in effect on a different street and cannot be used as a point of reference to Willeys avenue.

1) The proposal would be contrary to paragraph 127 (a, b, c, and d) and Paragraph 130 of the National Planning Policy Framework (2019), objective 9 and Policy CP17 of the Exeter Local Development Framework Core Strategy (2012), Policies DG1 (b, g, and h) of the Exeter Local Plan First Review (2005) and the Residential Design Guide SPD (2010) because:

- i) by virtue of its scale and massing this apartment block would be dominant and visually intrusive within the streetscene, unsympathetic with and detrimental to the character of this established residential area.
- ii) the proposed development represents poor design that would fail to take the opportunities to improve the character or quality of the area, would not contribute positively to the visual richness and amenity of the townscape and would not raise the quality of urban living through excellence in design.

The architects vision effectively laughs in the face of Residential Planning design DPD 9.68/9.74 which states "all developments to demonstrate high architectural quality, enhancing streetscapes and designs that are aesthetically pleasing." Again they have come up with a design which attempts to reference some aspects of the street but does so in an clumsy amateurish attempt with only a small nod to the classic 1900's architecture in which it will be surrounded, the style and design of this type does nothing to enhance the area. A valuable opportunity has been lost to introduce a needed green space which would perfectly capture the spirit of the vision to increase the amenity and well being of a neighbourhood by the avarice of Exeter Planning and Developers who would place urbanisation over the lives of those they affect.

Yet again there is no Daylight impact assessment in the developers proposal it is therefore clear that the developer is confident that the building will fail especially those at the far end of Isca Road who will spend the winter months completely over shadowed by the three storey building towering over them.

The properties 36,37,38 will receive no light in their living rooms as a direct result of this development a geolocated 3D model of this development shows the impact that this mockery of the principles of Architecture will have on the area.

There is a thriving habitat of Migrating Swallows, nesting birds foxes and hedgehogs in the area and it is clear that there will a significant impact of their habitat.

Any attempts at Netting the area will not be tolerated on this street and WILL BE IMMEDIATELY REMOVED.

Please refer to Section 41 of the Natural Environment and Rural Communities Act 2006.

There has been no thought given the infrastructure of the area, which has only one way in and out of haven banks and adding what can amount to another 18 cars into the area is an egregious affront to the quality of the lives in the area which is ostensibly an area with young families already forced to cross the dangerous high speed traffic along the overly congested Alphington road.

This street is at full capacity due to the increased amount of house of multiple occupancy, there is simply no room for more cars both in the city as a whole and within this street.

In summary the developer has failed woefully to address and of the previous complaints the Mass and Scale of this development flagrantly ignores the regional development plans and a property of this type fails to meet even the lowest standards of aesthetic and quality.