

Proposed Mixed Use Development
HONITON ROAD / FITZROY ROAD, EXETER



DESIGN, ACCESS, SITE WASTE MANAGEMENT AND SUSTAINABILITY REPORT
16009 - OCTOBER 2025

ON BEHALF OF CPG



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1.0 Introduction

This Design and Access Statement has been prepared by The Harris Partnership Ltd (Architects) on behalf of CPG. The requirement for Design and Access Statements has arisen in response to the need to promote better quality and more sustainable design in development – an objective embedded in successive national planning policy guidance and confirmed in the National Planning Policy Framework (NPPF) published March 2012.

The proposal comprises of:-

- Mixed use development consisting:
 - Block A** - Unit 1 of 1,161 sq.m GIA (929 sq.m ground floor and 232 sq.m mezzanine), Unit 2 of 929 sq.m GIA, Unit 3 of 3,437 sq.m GIA (1,858 sq.m ground floor and 1,579 sq.m mezzanine), Unit 4 of 1,858 sq.m GIA, and Unit 5 of 1,361 sq.m GIA (929 sq.m ground floor and 432 sq.m mezzanine), providing a total GIA of 8,746 sq.m.
 - Block B** - Retail unit of 1,394 sq.m GIA ground floor and 1,207 sq.m GIA mezzanine.
 - Block C** - Retail unit of 372 sq.m GIA ground floor and 111 sq.m GIA mezzanine.
 - Block D** - Coffee Drive thru unit of 167 sq.m GIA.
 - Block E** - Fast food Drive thru unit of 403 sq.m GIA.
- Associated parking facilities comprising across the total development plot of 376 no. spaces. The development is to include 23 no. Disabled, 10 no. Parent and child spaces and 8 no. spaces will be served by EV charging points.
- Access vehicular, pedestrian routes and servicing.
- Structured landscaping.

This statement takes account of advice and particularly the Communities and Local Government "Guidance on information requirements and validation" published in March 2010 it addresses amount, layout, scale, landscaping and appearance in terms of design with brief comments' on use.

It provides information on:

- The site and its surroundings.
- The application proposals.
- Design principles adopted in the scheme.
- Sustainability

It then appraises the design of the development scheme in the context of the site and its surroundings and concludes that the design is appropriate in this context such that a grant of planning permission on design grounds is appropriate. It goes on to address broad access issues. The statement is to be read in conjunction with all other supporting information, reports and studies as required to form this full planning application.

2.0 Site and Surroundings

Wider site context and connectivity



2.0 Site and Surroundings

The total overall development site extends to 32,536 sq.m (8.04 acres) and is located off Fitzroy Road which is off Honiton Road on the outskirts of Exeter city centre. Honiton Road is an arterial road linking the M5 at junction 29, past the site, to the B3183 which leads directly into Exeter city centre. The site is defined as 'one of the main entrances into the city' in the Monkerton Masterplan and is easily accessible for customers travelling to and from Exeter and from the existing and new residential areas surrounding the site.

The site has the benefit of an outline planning approval for a mixed-use scheme and is earmarked as a site for employment uses to serve the existing residents and business community in the area. Being approximately 2.5m higher than Honiton Road as existing, the site offers no contribution to the existing streetscape along Honiton Road.

The proposal will enable the investment that is required to develop the site improving the visual appearance and providing substantial investment in the area and job opportunities.

The existing site levels fall between 2 and 4m from north to south with a steep level change of approximately 2m at the southern boundary where the site meets Honiton Road. The site is a large arable field with access already in place shared with the adjacent Premier Inn and Brewers Fayre family pub.

To the northern boundary is a newly constructed area of residential houses with the met office headquarters adjacent this.

To the east is the existing access point, hotel and pub which are bound by Fitzroy Road and Exeter business park.

The southern boundary is bound by Honiton Road with small commercial units fronting this and Sowton industrial estate further south.

The western boundary is immediately bound by the railway with existing well established residential areas further west.

An existing well-established infrastructure and transport links to the local area exist around the site which is in easy walking distance of the nearby residential streets, a pedestrian crossing is located directly off the southern boundary along Honiton Road.

Site aerial



3.0 Site Context



View of existing estate access from Fitzroy Road



View from Honiton Road looking north towards site



View from railway bridge along Honiton Road looking east



View across site looking towards Honiton Road (South)



View across site looking along northern boundary



View across site towards existing family pub (South/east)

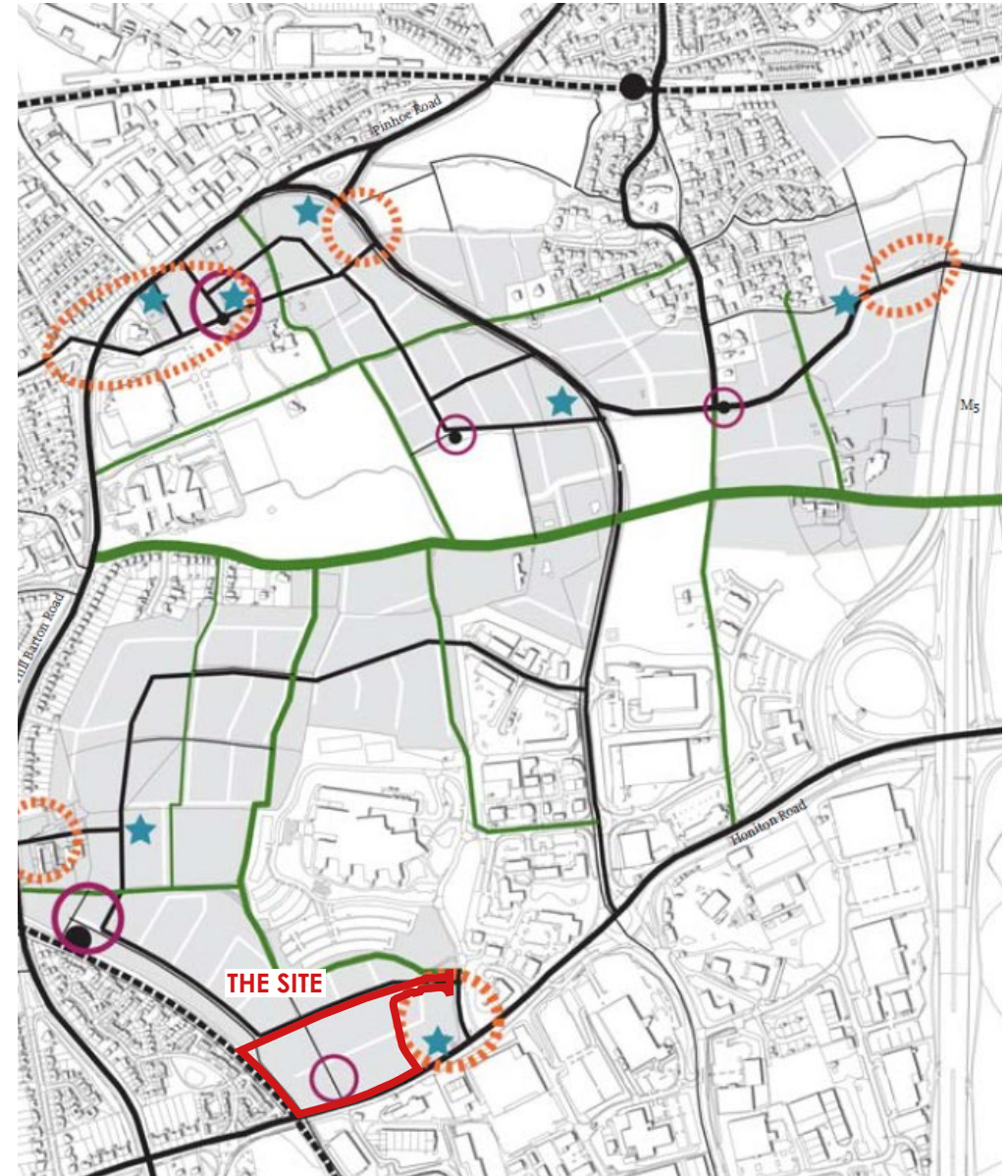
4.0 The Process and Design Principles

General Design Principles

The following key design principles for the development of the site have been identified from the detailed assessment of the site and surroundings, an evaluation of issues and opportunities, a consideration of planning policies and initiatives and LA guidelines which have informed the development.

- To create a development which is in line with the Local Authority's vision for the Monkerton masterplan. (Legibility framework taken from masterplan document)
- To create a modern, well positioned and exciting addition to the local area.
- To create a sensitive contemporary design that respects the materials and detailing and essential qualities of the area.
- To visually enhance the area by developing a vacant plot on the gateway into the city.
- To enhance the street scene along Honiton Road to create a strong urban space without impacting on adjacent properties.
- The creation of strong pedestrian routes through the site from the surrounding area.
- To complement existing landscaping and add new landscaping where needed to complement the overall design.
- To create a safe and convenient vehicular and service access to the site.
- To create job opportunities for the local area employing local contractors and labour during the construction of the store, local people within the store plus addition employment for maintenance, window cleaning etc

Plan referenced from masterplan document



5.0 The Scheme

5.1 Use

The development proposes five retail units joined with one of them being 2 storeys (Block A), two retail units with partial cover mezzanine (Block B&C), coffee drive thru (Block D) and fast food drive thru unit (Block E), all accessed from the main estate road linked to Fitzroy Road. Car parking is shared across the development with defined and strong pedestrian links connecting all unit entrances. Servicing is primarily separated and takes place to the north and west of the site behind the larger units. The smaller units have service zones indicated and will operate a service management plan. Extensive landscaping has been indicated throughout the site. The proposal is designed to support and integrate between the local residential community and provide employment use to serve the area.

The site is in a prominent position off Honiton Road in an area consisting mainly of residential with some surrounding retail & industrial uses.

The site also benefits from being in an accessible location and provides a suitable opportunity for retail led regeneration to serve the local community. The site is ideally located to serve passing by trade and the needs of residents of the surrounding area within a large walking catchment which will enhance the local area.

5.2 Amount

The proposal comprises of the following:

- **Block A**
A1 - Retail unit of 929 sq.m GIA ground floor and 232 sq.m GIA mezzanine.
A2 - Retail unit of 929 sq.m GIA.
A3 - Retail unit of 1,858 sq.m GIA ground floor and 1,579 sq.m GIA mezzanine.
A4 - Retail unit of 1,858 sq.m GIA.
A5 - Retail unit of 929 sq.m GIA ground floor and 432 sq.m GIA mezzanine.
- **Block B** - Retail unit of 1,394 sq.m GIA ground floor and 1,207 sq.m GIA mezzanine.
- **Block C** - Retail unit of 372 sq.m GIA ground floor and 111 sq.m GIA mezzanine.
- **Block D** - Coffee Drive thru unit of 167 sq.m GIA.
- **Block E** - Fast food Drive thru unit of 403 sq.m GIA.

5.3 Layout

The proposed site layout is informed by the design parameters on the site including the position of existing landscape, site levels, adjacent properties and by the way in which the public can approach the site on foot, by bicycle and by car and for ease of servicing for operational needs and format.

The accommodation has been located across the site to make best use of the existing level changes, and the scale of the development is a response to the surrounding context, providing local shopping facilities and job opportunities in the area.

The larger Block A unit consisting of the five retail units has been located towards the west of the site with the main building elevations facing onto both the car park and Honiton Road creating an active street frontage.

The smaller scale Blocks C, D and E have been located adjacent the southern boundary to firstly continue the active street frontage but to be located in the most practical area for pedestrian linkages to the site, naturally creating a hub of activity along the frontage of the site.

Block B sits adjacent the access and acts as a feature entrance to the site guiding customers around the double glazed frontage to the centre of the site and parking area.

The positioning of the buildings allows ample space for shared parking for the site which is accessed immediately off the estate road. The car parking is central to the scheme and formed around strong pedestrian links to all unit entrance points.

The servicing element of the scheme is predominantly located to the north and west of the site, behind the larger blocks A and B. This is to primarily maximise the ability to create and open and inviting development but to also locate the servicing away from store entrances and in turn away from pedestrian activity.

The proposed landscaping will enhance the view into the site from Honiton Road and to the north of the site and will aid in softening the boundaries to the development.

6.0 The Scheme

Site aerial



6.0 The Scheme

5.4 Form and Scale

The proposed units have been designed to make the most efficient use of the site and to complement each other providing a contemporary and sustainable development. The shape has been designed for flexibility and ease of trading for the various occupiers.

The scale of the proposal has been driven by the objective to address local need and meet customer expectations. In design terms the relationship of the site and the new units within its setting is an important guiding consideration in that the site needs a distinct gateway development.

The buildings in the immediate vicinity of the site vary in terms of form and scale with residential dwellings being pitched roofs and 2 - 3 storeys. Commercial units are pitched roofs at 1 - 2 storeys. The hotel is a flat roof at 3 storey with the pub being a multi pitched roof 2 storeys high.

Taking this into account, the scheme proposes a scale and massing which will have no adverse impact upon the locality.

The general reference to the scale is to be:

- Block A - 11.5m at its highest
- Block B - 10.5m at its highest
- Block C - 8.5m at its highest
- Block D - 6m at its highest
- Block E - 6m at its highest

5.5 Appearance

The properties in the immediate area of the site vary in quality with the predominant material palette of brick, render and cladding.

With this in mind and taking into account the adjacent properties and the materials in the immediate vicinity the overall design of the proposal has been developed in a contemporary modern style, with a simple palette of materials designed to complement the nearby properties whilst also creating a crisp and sharp edition to the streetscape. The proposal will be striking and clear in overall form.

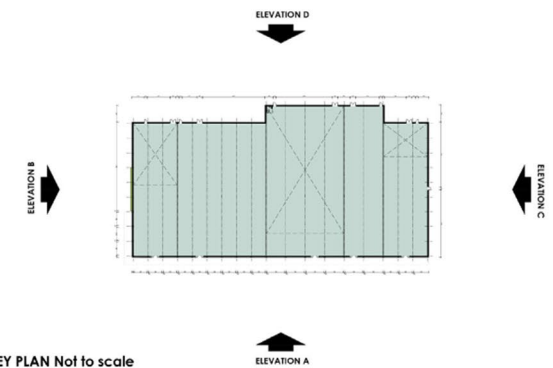
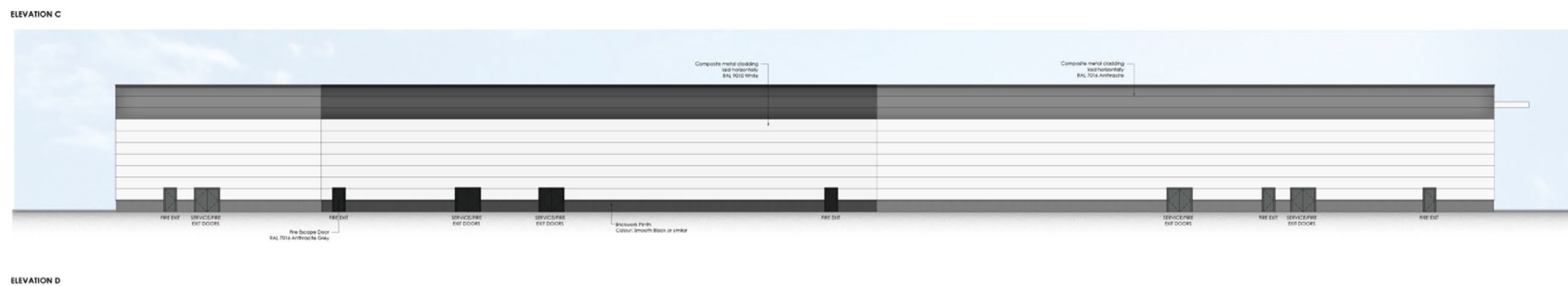
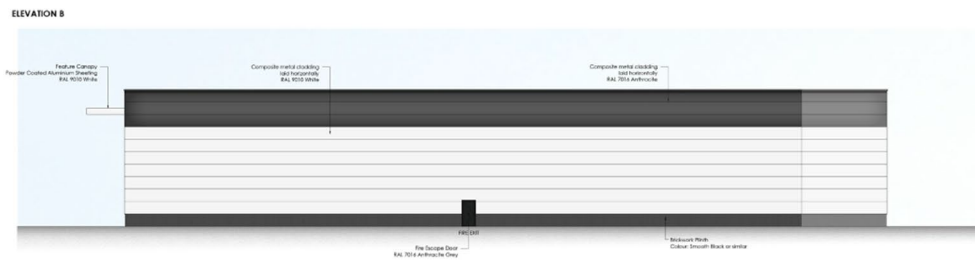
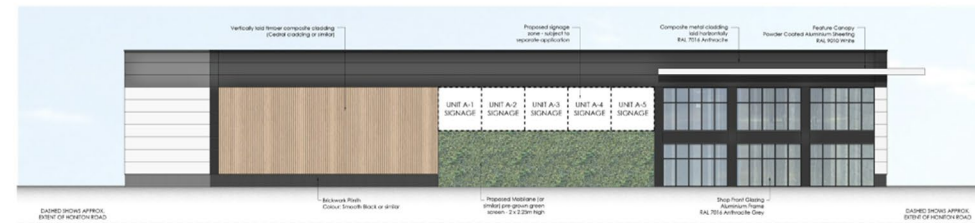
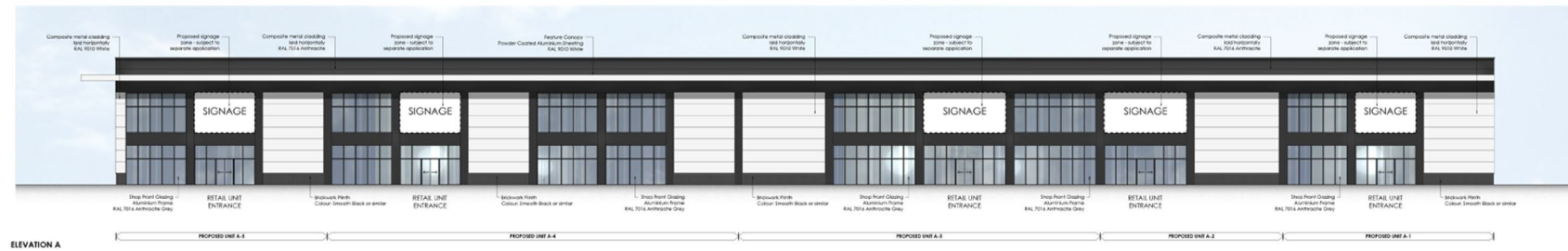
The contemporary feel to Blocks A and B is created by using large elements of shopfront glazing combined with an oversailing minimalist canopy. The use of horizontal white cladding and vertical anthracite cladding on the main elevation creates a strong contrast, while vertical timber cladding softens the elevations against the landscaped boundaries. Double-height glazing signifies the store entrances, and the anthracite frames work alongside the grey engineering brickwork plinth to create harmonious primary views into the site and from key public approaches. On the primary elevations, green walls have been introduced to enhance visual interest, provide a natural contrast to the modern materials, and contribute to the site's overall sustainability and biodiversity credentials.

The coffee drive thru will incorporate large elements of shopfront glazing, render, and timber style cladding to complement the overall development site. The vertical tower features will use render and timber cladding, providing visual interest and variety to the elevations. The fast food drive thru is designed with similar principles, featuring a prominent double-height glazed entrance. The use of grey engineering brick and timber creates a harmonious link to the rest of the park, while a green wall has been introduced to the elevation facing Honiton Road to soften its appearance, enhance visual amenity, and reinforce the sustainable character of the development.

Combined, these elements will work alongside the softer landscaped elements around the boundary edge and within the site to provide a more complementary proposal for the site.

6.0 The Scheme

Block A Elevations



6.0 The Scheme

Block B Elevations



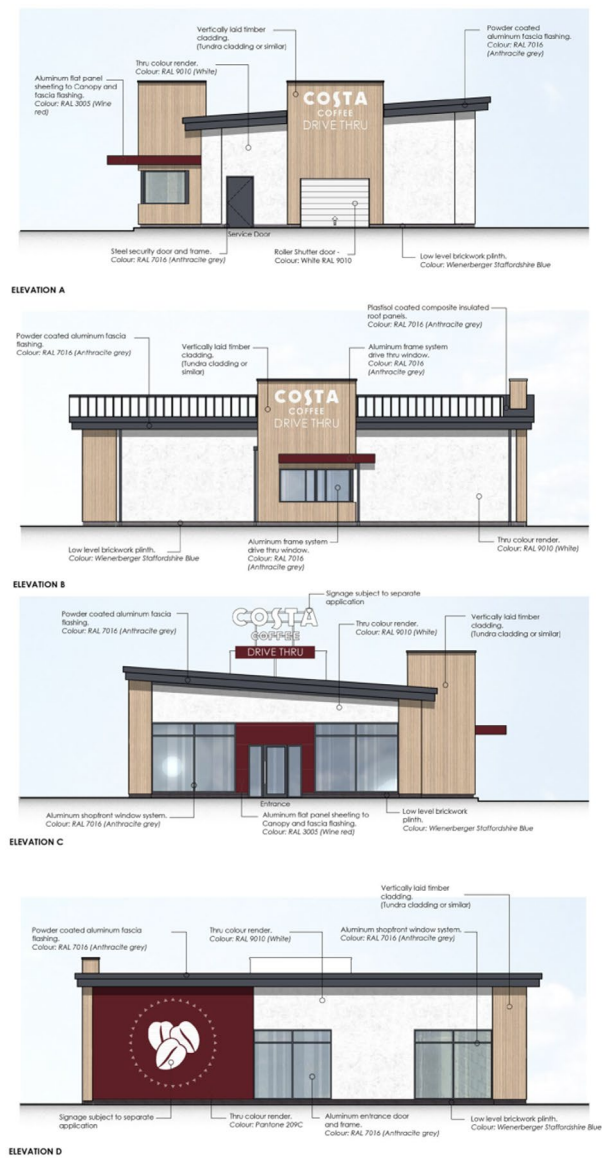
6.0 The Scheme

Block C Elevations



6.0 The Scheme

Block D Elevations



Block E Elevations



6.0 The Scheme

CGI view



6.0 The Scheme

CGI view



6.0 The Scheme

CGI view



6.0 The Scheme

5.6 Access

The proposed site access to the site is from the existing estate road from Fitzroy Road which is shared with the existing pub and hotel site. By nature of how the access enters the site, servicing and customer traffic can be separated for the most part to ensure clear access to the development for customers and for efficient servicing.

The scheme will also incorporate new pedestrian links across the site to allow pedestrian connections between the 5 uses along with access off existing public footpaths to and around the site, primarily from Honiton Road by means of the proposed stepped and ramped link.

The inclusive design proposal will be fully DDA compliant with a level access threshold to all entrances with gentle graded levels throughout the site to create free flowing movement. Pedestrian links are also included into the site to all entrances. Contrasting tactile paving and dropped kerbs will be provided to the road crossing points giving safe access.

In accordance with current DDA standards, there is provision for 23 no. disabled parking spaces and 10 no. parent and child spaces. The disabled spaces will be 6.0m by 3.6m and level with footpaths. Disabled parking and parent and child spaces are easily accessible located adjacent to the entrances together with a dedicated areas for cyclist visitors around the site. The general car parking spaces will be 5m by 2.5m.

High levels of transparency and visibility will be the approach for the new development with suitable directional signage provided to the site informing visitors where to go. External areas will be suitably illuminated.

Block A and B will be serviced via the dedicated service road running along the northern boundary accessed from the estate road. This format allows most vehicles to service the units away from customer traffic and therefore unit entrances. The remaining units will be serviced via the car park but will operate a service management strategy which is to be confirmed by tenants.

6.0 The Scheme

Pedestrian linkages



6.0 The Scheme

5.7 Landscaping and Boundary Treatment

The landscape design has been developed to create a pleasant setting which compliments the proposed Architecture and maximises the effective integration of the built form within the surrounding environment.

The proposed soft landscaping consists of trees, specimen shrubs, ornamental planting, formal hedges, grassland and native boundary hedge planting. Native planting has been introduced across the site where possible to enhance the sites ecological value and provide biodiversity enhancement.

Tree planting will provide structure to the landscape and provide an element of visual screening of the development from Honiton Road whilst enhancing the street scene.

Tree planting has been included within the car park to reinforce the site layout and provide visual interest. The trees will have a minimum clear stem height of 1.75m/2.0m to ensure sightlines are maintained across the car park towards the retail units to promote visibility and security through natural surveillance.

Soft landscape areas with ornamental planting, grassland, and hedges are used to define the access roads and pedestrian routes. Ground cover planting with specimen shrubs has been proposed within the development to break up the appearance of hard landscape and aims to soften the developments integration into its context. Specimen feature shrubs are proposed at strategic locations to provide additional height and structure.

The general planting design is to be formal and ornamental in character with the simple palette of shrubs arranged in groups to give a striking effect which will be easy to maintain. Proposed species have been selected based their suitability to the site, colour, form and seasonal interest. During species selection, consideration has also been given to each species ability to complement the existing landscape character.

Formal hedges are proposed to define boundaries and access roads whilst a mixed species native hedge is proposed along Honiton Road to provide a soft edge and appropriate boundary treatment. Hard landscape areas and walkways will provide a legible and safe pedestrian environment around the site for all users.

6.0 The Scheme

Landscaping plan



6.0 The Scheme

5.8 Site Security and Crime Prevention

Our proposal has been designed with safety and crime prevention in mind. We will adopt principles of secure design wherever possible to provide a secure building and site, designing out wherever possible any problems created by the existing building layout.

The following principles have been considered when designing the buildings:

External Layout

- The general layout of the development is relatively simple and easy for customers to understand, and it is clear where they should and should not be. Management of the site is also made easier. There are relatively few areas where criminal activity could occur unobserved.
- Most of the car parking area is well overlooked from the frontage of the buildings, allowing a good level of natural surveillance.
- Glazed areas to the front of the building are protected with ram raid bollards.
- The site has several pedestrian routes to cross the car park safely.
- Cycle storage for staff will be within the warehouse. Cycle parking for customers will be located around various points on the site in areas of natural surveillance.
- The proposal will introduce lighting columns across the site which will have flood lights fitted to give a uniform level to the car park and service area. Lights will be operated by a time clock and photocell override. Lights will be protected with covers against vandalism.
- Bin stores will be fully enclosed.
- Shopping trolleys are controlled on a coin operated system and will be secured at night to prevent theft/misuse.
- The site boundaries will be secure to prevent access into neighbouring properties.
- Planting and vegetation in vulnerable areas will be kept to a maximum height of 1m.
- The main service areas will be off the main car parks offering clear views for natural surveillance.

6.0 Environmental & sustainability statement

Growen Estates Ltd are committed to achieving sustainable development as part of its operations. The objectives for achieving sustainable development as part of their operations and the tenants ranges both between the day-to-day running, to designing sustainability initiatives within their new buildings.

Accordingly, they believe that we have a responsibility to work with our design and development team in minimising the environmental effect of our work wherever and whenever the case may arise.

6.1 Sustainability themes

- **Minimise Energy Use:** the objective is to minimise energy needs in development by following a hierarchical approach to minimising energy use.
- **Sustainable Building Materials:** this theme covers a range of sustainability impacts including, minimising the energy required for producing and transporting building materials, using recycled material from local sources as far as possible and by choosing materials with a low embodied energy.
- **Sustainable Construction:** This theme covers the methods used during the construction phase to reduce disturbance and the impacts on the surrounding environment.
- **Sustainable Transport and Accessibility:** the objective is to minimise car usage and to encourage walking, cycling and the use of public transport.
- **Waste Management:** the amount of waste generated in the construction process is to be minimised following the national waste strategy: reduce, reuse, and recycle.
- **Site Management:** the objective is to ensure that the site is managed effectively to ensure that sustainability measures are implemented effectively.

The sustainability measures that are proposed as part of the development proposals have been developed in accordance with these themes.

Therefore the project will:-

1. Comply with all Statutory Environmental Regulations
2. Ensure that all environmental matters are taken account of in any business decision
3. Ensure that any disturbance to the environment is kept to a minimum and that the quality of life of any local inhabitants is also respected
4. Endeavour to attain a reputation for effective environmental management
5. Attempt to maintain resources which are scarce or non-renewable
6. Attempt to stop the release of emissions or pollutants that may cause damage to the environment
7. Ensure that only suppliers and sub-contractors who have a high environmental regard are used
8. Ensure that due regard is taken so that the Health and Safety risks to both employees and communities are minimised
9. Undertake an ongoing procedure review of its operations in order to minimise the environmental effect of its operations.
10. We are ever mindful of our responsibility to the environment

6.2 Sustainable Construction

Growen estates Ltd look to use contractors that are a part of The Considerate Constructors Scheme, a voluntary Code of Considerate Practice, which is adopted by participating construction companies and everyone involved on the construction site. The scheme promotes socially responsible construction projects.

Efficient use of land and site layout.

Growen estates Ltd specialise in promoting retail and mixed use developments in a number of locations nationwide. By working with local communities, local authorities, statutory bodies and major commercial and retail operators Growen Estates Ltd aim to deliver significant investment into communities.

Situated within an accessible and mixed-use area, the application proposal represents a significant investment as part of the wider development. The development represents sustainable economic development, delivering new retail facilities and local employment opportunities.

6.0 Environmental & sustainability statement

6.3 Recycling and Waste Reduction

Growen Estates Ltd is wholeheartedly committed to minimising all waste and if it should occur every effort will be made to recycle such materials.

6.4 Operational Waste

Waste reduction is maximised wherever appropriate and the use of environmentally friendly cleaning agents which do not contain phosphates or CFC's. Appropriate facilities for storage of operational recyclable and non-recyclable waste will be provided.

6.5 Site Waste

Strict site procedures help to keep site waste to an absolute minimum which not only helps environmentally, but also reduces costs applicable to our own operatives.

As with operational waste, every effort is made to recycle the waste. The use of nickel cadmium rechargeable batteries for tools is also encouraged. Where recycling is not possible, materials will be disposed of safely and efficiently.

All waste materials are stored in a safe and secure manner and kept in appropriate containers. Waste that is generated on site will be monitored and reported,

Growen Estates Ltd utilise registered waste carriers and where substances, which we are not registered to be disposed of are involved, we ensure that only companies with the relevant waste disposal management licence are contracted. When waste changes hands we ensure that transfer notes are completed and signed by both parties and a written description of the waste handed over.

6.6 Sustainability Issues

Where we can influence the design for the project, we will base decisions on a sustainable basis where the health and safety of the occupants can be combined with the conserving of resources for future generations. It will be about using resources efficiently with the minimum of energy consumption, to deliver a project that is flexible, durable, has longevity and, where practical, fixtures and fittings that can be re-used.

Materials and Suppliers

Wherever possible building materials will be sourced from suppliers that possess an accredited Environmental Management Systems (EMS) or similar standard. In doing so, this will ensure that the environmental impact from the use of such materials will have been fully considered throughout the procurement process.

Materials will either be of longlife usage or, where there is potential for frequent changes and the item cannot be re-used, the material will be of recyclable type.

Growen Estates Ltd are committed to using FSC timber and materials that are highly rated within the BREEAM 'Green Guide' wherever possible. The materials specified for the building are generally low maintenance and as non-toxic as possible to the environment.

Where possible materials and labour will be sourced locally to create energy savings.

Lighting within the Retail areas

The use of large windows to the front of the units help to provide natural light to the units and will improve the atmosphere and quality of working environment for staff and customers.

The use of natural light will also reduce the energy demand required for lighting within this area. The extent to which daylight can penetrate the unit is dependent on the specifics of each development proposal and will be influenced by the orientation of the windows, the layout of the sales floor and shading from neighbouring buildings and landscaping.

The proposed units will exceed the minimum Buildings Regulations standards for thermal performance, thereby reducing the heating requirements of the building.

All windows will be double glazed to minimise heat loss from the building.

6.0 Environmental & sustainability statement

Lighting external areas

Lighting will also be supplied to the car parking areas to ensure the security and safety of the sites users. This lighting will be designed in accordance with the CIBSE Lighting Guide. The lighting will be controlled by time switch and photocell arrangement, to ensure that the lighting is not used during daylight hours, when not required. External car park lighting columns will be switched off by a time switch after the store has closed to minimise energy use.

6.7 Conclusion

The environmental issues facing us all are extremely important, and it is evident by the aims set out that Growen Estates Ltd are fully committed to these issues.

7.0 Conclusion

This design statement is submitted in support of a proposal for the comprehensive and coherent development of a key site along Honiton Road, Exeter. Careful consideration has been developed to determine appropriate locations for building layout, massing and pedestrian routes, whilst also focusing on the existing topography, landscaping and neighbouring properties that are in close proximity to the site.

The proposal comprises of Block A - Unit 1 of 1,161 sq.m GIA (929 sq.m ground floor and 232 sq.m mezzanine), Unit 2 of 929 sq.m GIA, Unit 3 of 3,437 sq.m GIA (1,858 sq.m ground floor and 1,579 sq.m mezzanine), Unit 4 of 1,858 sq.m GIA, and Unit 5 of 1,361 sq.m GIA (929 sq.m ground floor and 432 sq.m mezzanine), providing a total GIA of 8,746 sq.m. Block B - Retail unit of 1,394 sq.m GIA ground floor and 1,207 sq.m GIA mezzanine. Block C - Retail unit of 372 sq.m GIA ground floor and 111 sq.m GIA mezzanine. Block D - Coffee Drive thru unit of 167 sq.m GIA. Block E - Fast food Drive thru unit of 403 sq.m GIA, utilising a contemporary design with materials that complement the surrounding area and character of Exeter.

The overall massing design is consistent with many local buildings. A strong built frontage, glazing and detailing have been proposed to ensure a high quality development that integrates successfully with the existing urban grain.



