

# Regeneration of Haven Banks Retail Park

Planning committee  
briefing note

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November 2023

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# Regeneration of Haven Banks Retail Park



**These sustainably located regeneration proposals will reinvigorate an underused and predominantly redundant retail park, creating a vibrant new sustainable neighbourhood while delivering on the Liveable Exeter vision.**

Our bold vision will transform the retail park with **much needed high-quality homes, new retail, community uses and leisure facilities**, alongside **public and green space** which will complement and benefit the wider Haven Banks area.

Following **comprehensive consultation and engagement** with the local community and stakeholders, we have put forward a high-quality scheme which we are proud of and which will deliver a wide range of benefits to the local area.

We are pleased to have received a **recommendation for approval** from Exeter City Council having worked closely with the council's planning and design officers over the last 2.5 years.

This document provides a snapshot of the benefits that the regeneration of Haven Banks Retail Park will deliver. It is designed to help everyone understand the opportunity, how we have engaged on the proposals, what's in the planning application, and how the development would help to deliver the **council's Liveable Exeter vision**.



## Our proposals will:

**Re-energise the site** with a vibrant and sustainable new neighbourhood

Provide much-needed **new homes** in modern formats

Provide new **family homes**, while freeing up existing HMOs in Exeter to convert into additional family homes

Deliver **affordable housing** with 84 homes at Discount Market Rent

Create high-quality **public realm**, green space and landscaping, available for all to use

**Reduce carbon** through design and operation of the development, including through renewables and energy efficiency

Encourage and provide **sustainable transport** options

Create a progressive, **low car scheme** which **encourages walking** and active travel

Contribute to **public transport and community facilities** through **s106 and CIL contributions**

Offer new opportunities for **public art** by local artists

Re-use a **brownfield site** that's not currently fit for purpose.

More information visit:

[www.havenbanksregeneration.com](http://www.havenbanksregeneration.com)

View the planning application (Ref: 22/1145/FUL) at:

[publicaccess.exeter.gov.uk/online-applications](http://publicaccess.exeter.gov.uk/online-applications)

# What's in the planning application?

Our masterplan is based around sustainable, walkable principles, delivering an attractive new neighbourhood comprised of:

**423 new homes** split across 239 build-to-rent apartments and 184 co-living studios

**High-quality and energy efficient buildings** using **locally inspired materials** to respect, reflect and enhance the canal basin and the immediate area

**Comprehensive and managed landscaping** including community gardens, new greenery and trees

**New retail space** that will accommodate **local shops, community uses, restaurants or cafés** with **active frontages and outdoor seating** to create vibrancy

**Pedestrian focused public realm** that connects with Piazza Terracina, the riverfront and to local bus stops on Water Lane



# What's in the planning application?

## Why build-to-rent and co-living?

Since 2011, Exeter's population has grown by 11% – almost double the speed of average growth in England. This has led to increasing demand for housing, including for more affordable rental units – currently 64% of private rental properties are occupied by 1 or 2 people, while in St David's ward alone there are 53 licensed HMOs.

Our plans for new build-to-rent and co-living homes will alleviate some of these pressures by providing high quality new homes within professionally managed schemes that have access to generous communal facilities and foster a thriving community. Furthermore the proposals would free up family homes in existing HMO use across the city.

Co-living offers an opportunity for younger people in particular to embrace independent communal living and shared experiences. It is not student accommodation, rather aimed at young professionals. Nor do we see this as a location that would be suitable or attractive for students and student accommodation.

Residents have their own private bedroom, bathroom and kitchenette with extensive communal areas focused around flexible work, lounge, kitchen/ dining space, a private dining room, a roof garden and more.



Geared towards graduated and young professionals this accommodation will help to attract and retain talent in the city by providing more affordable housing within a strong community. It can be a solution for 'brain drain' and people otherwise needing to leave the city to find affordable living elsewhere.

Build-to-rent provides the benefits of **high-quality managed accommodation**, a strong sense of community and generous provision of community space for residents. They are more secure (from a lease perspective) and reliable than privately rented homes, with longer tenancy options, professionally managed by reliable landlords and with lower fees. They are institutionally owned and managed for the long term.

We have researched and understood examples of successful co-living and build-to-rent schemes and consulted with operators to inform our designs and layout. This diligent approach will ensure our scheme provides an exemplary living environment.

These proposals will add to the overall mix and choice of new accommodation coming forward as part of the wider Water Lane area improvement, complementing the homes planned for other nearby sites.

# Consultation and engagement

Throughout the design process, we've listened and responded to what people have said. The proposals are refined and improved resulting in many design changes.

We have carried out a comprehensive engagement programme on our proposals. We held a public consultation in May 2022, which included two public drop-in events and further information online, as well as various meetings with the local community and stakeholders since.

We have engaged with a broad range of stakeholders, from formal meetings to correspondence, cups of tea and home visits, including:

- Local residents
- Haven Banks Residents' Group
- LDA Design on the Liveable Water Lane SPD
- Neighbouring Water Lane developers
- Exeter City Council officers
- Historic England
- The Design Review Panel
- Ward councillors for St Davids
- The Environment Agency
- Exeter Civic Society
- Friends of Exeter Ship Canal

The feedback received helped us to refine our proposals, resulting in some design changes through collaboration with stakeholders ahead of submitting the planning application.

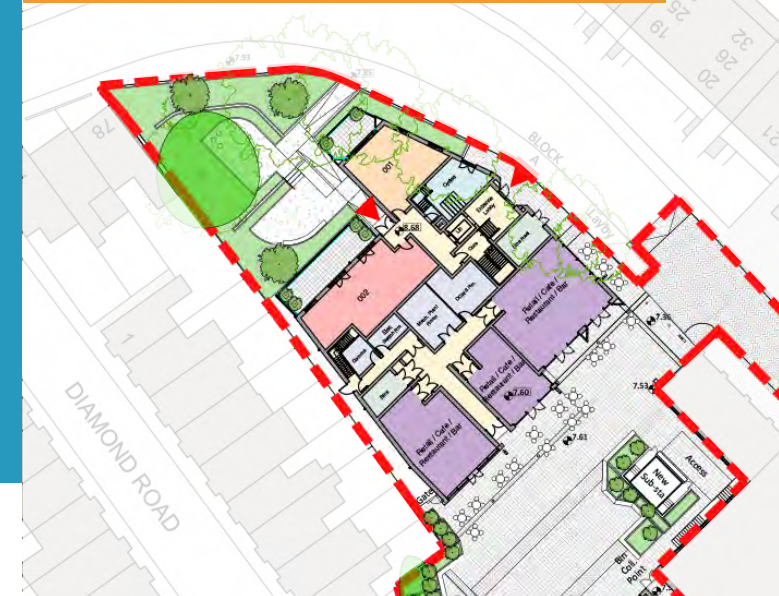
## Some fundamental design changes

- Block A (the building on Haven Road facing the quayside) was **redesigned, reduced in scale, and stepped back** from Haven Road and properties on Diamond Road to alleviate concerns raised by residents. We are also retaining more trees and the green space around block A.
- We have **removed roof plant** on Block C to reduce the visual impact and protect the heritage view from Colleton Crescent to the distant hills.
- A number of window positions were reorganised to ensure that there will be no loss of privacy to neighbouring properties. Roof terraces have been omitted or where retained, screening has been added to ensure no overlooking into neighbouring windows or gardens.

Block A configuration before consultation



Block A configuration after consultation



# Consultation and engagement

## Other design changes

A summary of the key design changes made as a result of this engagement include:

- We have increased the amount of amenity space for the co-living units.
- We have made changes to the roofscape to improve the relationship with the skyline and townscape.
- We have taken on board comments about the proposed building materials and refined the texture, palette and type of materials.
- In block A, a new gable feature has now been incorporated within the design to **reflect the character of the canal basin** and the more historic architecture of adjacent buildings.
- **Living roofs** have been added to encourage biodiversity following suggestions from local ward councillors.
- We are proposing to **retain more of the existing trees** on the site following comments from local ward councillors.
- We have redesigned the internal structure of the blocks to **reduce corridor space** and increase the number of dual aspect apartments.
- We have adjusted the design of Block A in response to **comments on daylight/sunlight** and to make other improvements.



Our proposals have since been revised further to reflect feedback from Officers, local residents and the Design Review Panel, with updated and improved plans submitted in **February 2023** and then subsequently in **June 2023**.

# Delivering on Liveable Exeter



The regeneration of Haven Banks Retail Park is anchored by the Liveable Exeter principles. It will connect wider regeneration areas to the southeast with the city centre, and act as a catalyst for the broader regeneration of this part of Exeter.

We are excited to contribute to the future of the city and its Liveable Exeter vision, delivering on its objectives as outlined below.

## Liveable Water Lane Supplementary Planning Document (SPD)

We are aware of and actively contributing to the process for putting in place the Liveable Water Lane Supplementary Planning Document (SPD).

We have met with and are in a dialogue with LDA Design (which is leading on this initiative for the council).

Our proposals for regeneration at Haven Banks are aligned with the principles and objectives of the SPD.

In particular, the themes of a high quality, low car neighbourhood are coherent with our application, as are the statements on density and height.

## We are very excited to bring forward this application and deliver a high-quality scheme with a broad range of benefits for Exeter.

We hope members support our vision to reinvigorate the site and create a vibrant, sustainable new neighbourhood which will provide much needed new homes and help deliver on the council's Liveable Exeter vision.

We are fully committed to investing at Haven Banks and would anticipate **starting construction in late 2024**, subject to planning permission being granted before the end of 2023.

### Strengthen neighbourhoods



We're reinvigorating a redundant retail park, creating new public spaces and retail space, and contributing to the overall regeneration of the Water Lane area

### Create new communities



We're delivering new homes of a mix of size and tenure focused around community living and new amenities – all helping to create a diverse and vibrant new community

### Invest in sustainable transport



We're delivering new pedestrian and cycle routes, accommodating nearly 500 cycle parking spaces and contributing to public transport improvements via Section 106

### Become a carbon neutral city by 2030



We're proposing energy-efficient buildings with solar panels and air source heat pumps to contribute to carbon reduction

### Become an active and accessible city



We're supporting the council's vision for low car usage in Exeter, prioritising walking and cycling through the site towards the riverfront and town centre

### Building 12,000 new homes for the city by 2040



We're delivering 423 much-needed new homes on redundant brownfield land in a highly sustainable location



Thank you

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More information visit:  
[www.havenbanksregeneration.com](http://www.havenbanksregeneration.com)

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