



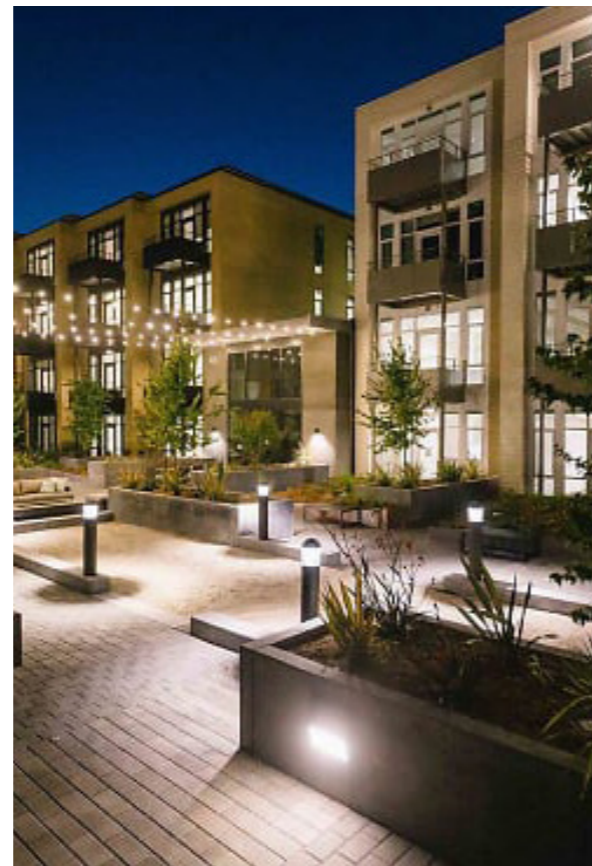
Existing view from Colleton Crescent

Whilst the initial pre-app scheme was generally supported, several comments / queries were raised through the informal discussions. These have all been addressed positively, with the key scheme changes subsequently presented, comprising;

- Height reduced from a maximum of 10 storeys initially considered to 6 storeys.
- To use 3D computer generated massing models to indicate the envisaged scale of proposed buildings and relationship to surrounding context, to demonstrate improved proposals following initial pre-app discussions with officers.
- Study of views from key locations to demonstrate that proposed massing would be workable within the existing context in a complimentary and acceptable manner.
- Key views from Colleton Crescent and at low-level from the quayside and riverside in-particular to be considered more closely.
- The block form was to be adapted and refined to accommodate further information regarding underground utilities running along the north western boundary.
- Internal and external amenity space optimised and nearby open space provision identified based upon City Centre location.
- Vehicle access consolidated to a single point, with a second being a pedestrian priority shared surface for use by emergency service vehicles only.
- Car parking reduced from 140 spaces to c.30 spaces, embracing the concept of lower reliance on cars and a more liveable walkable environment, relocating the limited parking away from residential frontages.
- Increased tree planting to soften streetscape and mitigate loss of existing trees.
- Proposed buildings moved away from rear of 'The Coolings' to improve relationship with this neighbouring properties.
- Town houses omitted as in the proposed location the gardens would be overshadowed and would need to be bigger.
- Split introduced to Block D for urban design reasons which enabled the creation of space at first floor for communal external amenity.

10.0 Design Development

Design Response & Precedents



Following on from the initial design consultation reviews, comments raised aided a refined design approach and rationale, taking on board officer's feedback while still maintaining much of the original design intent in terms of the building footprint and street form.

The vision for the site still allows the extended public realm and pedestrian route to extend through to Water Lane from Haven Road and Piazza Terracina.

In line with the Liveable Exeter concept/vision we propose that the development should seek to further reduce vehicular movements and reliance on cars and as such vehicles will only be able to enter and exit the site from Water Lane (save for specific emergency vehicles able to utilise the new pedestrian priority route between Water Lane and Haven Road) The site will be able to tap into and reinforce the excellent pedestrian and cycle network already available in the area.

The design intent seeks to create several perimeter building blocks facing onto the public realm, with limited car parking, away from this street in a designated area adjacent to one of the blocks. The design enables a good provision of private and semi-private amenity space to be created in addition to its significant public realm contribution.

The conceptual building arrangement and notional massing has a number of significant objectives;

- The massing and layouts should recognise and compliment the scale and privacy of adjacent residential elements while not necessarily reflecting their form.
- Areas where greater height are acceptable should exploit and enjoy the benefit of longer distance views to city, the river valley and the distant hills.
- In the northeastern corner of the site facing Haven Road the location and designs should exploit views into the Piazza and canal basin while also enhancing the link across Haven Road.
- Last, but by no means least, to screen the blank rear elevation of the climbing centre left when two thirds of the electricity generating building was demolished.

Design Response & Precedents



Clearly creating an integrated expansion of this residential neighbourhood that is inspired by the community that already exists is a strong objective for the proposals.

Our analysis of the site history and observation of the skyline and the backdrop for the development, suggests that there is the opportunity to include some mid-rise elements on the site, without compromising the neighbouring developments or wider city views.

The proposals consider a much-reduced level of parking in line with Exeter City Council's preference for car free developments within close proximity of the City Centre with 32 spaces allocated along the private screened southern access road. The opportunity for car sharing and car clubs would be investigated and exploited as part of further discussions and analysis. Potentially commercial companies such as Enterprise Car Club or Exeter-based Co Cars could maintain and manage shared cars serving the site and potentially wider area.

The development sought to provide excellent secure cycle and motorcycle parking facilities in a manner that will not compromise the public realm, whilst retaining active frontages at ground level.

The existing site has several trees on it that are subject to Tree Preservation Orders, however a number of these appear to be of limited amenity value and they would compromise any development if retained. Where possible, existing trees on the site will be retained and protected, but where removal is required and is supported by an arboricultural assessment, these will be replaced with a higher quality landscaping scheme, ensuring overall gains in biodiversity and urban greening.

These landscape proposals were to be developed hand in hand with the evolving urban and architectural design proposed to fully address biodiversity gains alongside sustainable strategies for carbon neutrality, on site renewable energy generation and SUDS.



Precedent Images

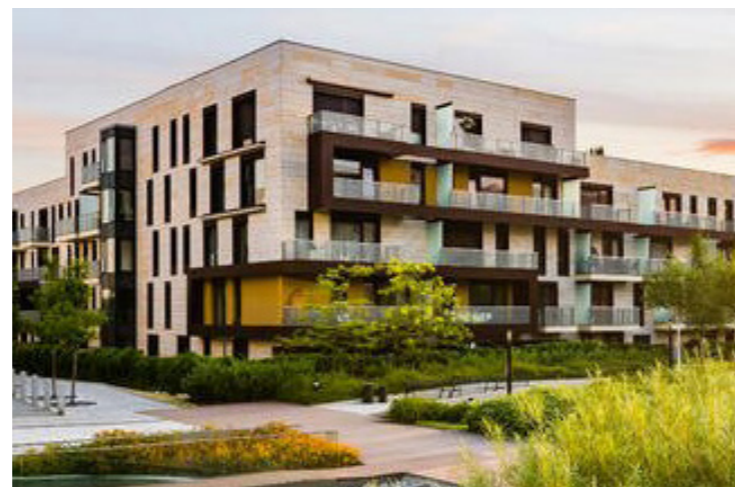
Accommodation Mix - Build to Rent Model

Preliminary designs focussed on massing and notional 'flats' rather than for specific sectors of the residential market where 'flats' are adjusted to provide specific/unique features for the chosen target market.

The "Build to Rent" and "Co-living" models are both well suited to the dynamics of modern life and the creation of vibrant and thriving communities in and around our city centres. As such, their inclusion has been explored in great detail before inclusion in the latest proposals, whereby a new Co-living block is introduced along the north-eastern boundary in lieu of the previously proposed townhouses.

Creating a professional, well connected, respectful community is key to successful communal living, placing a key focus on the resident's experience and the opportunity they have to benefit the local area and economy.

A professionally managed 'Build to Rent' offer can be more than just a place to live with a distinct and desirable sense of community with modern facilities geared around community living.



Example of Build to Rent

Accommodation Mix - Co-Living Model

Similarly, Co-living offers a platform for younger professional generations in particular, but not exclusively, to create and embrace communal living and shared experiences in encouraging young professionals living in Exeter to stay and settle.

The quality of accommodation is high and adaptability in unit size key, with various options available, providing flexibility to match demand.

The high level of communal facilities within the scheme promotes opportunities to interact with other tenants regularly, again encouraging the community feel these schemes are geared around.

The managed nature of the co-living model with concierge facilities ensures a well-run and maintained tenure.



Example of Co-living Developments

Accommodation Mix - Co-Living Concept Section

- Communal areas focussed on an integrated hub of shared amenity space for living, working and playing.
- Flexible work and lounge space.
- Shared kitchen and dining facilities.
- Communal private dining room for hire.
- Mix of accommodation sizes.
- Private cinema.
- WeWash.
- Flexible first floor roof terrace with shared facilities spilling out into the space.
- Courtyard external amenity.
- Extensive secure cycle provision.



Initial concept sketch for co-living communal hub

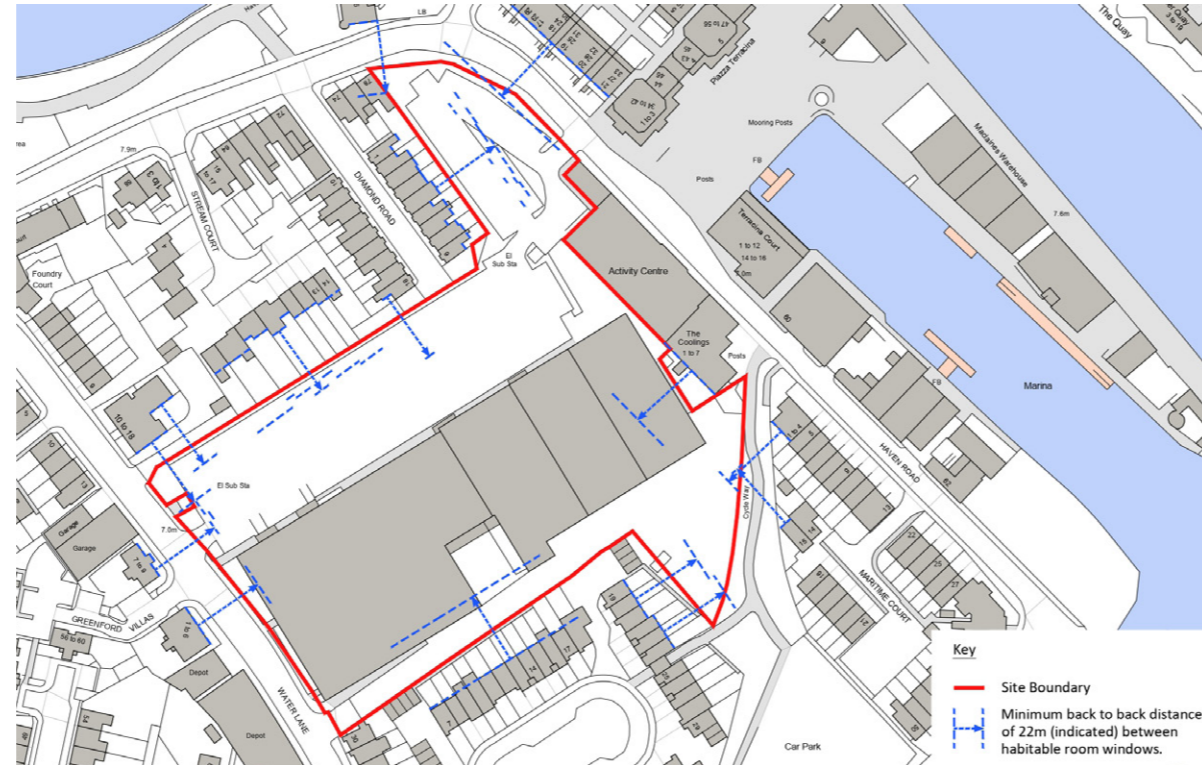
Design Evolution

Following initial consultations, the revised site layout reduced vehicular permeability through the site and significantly enhanced the pedestrian dominance of the public realm connecting Water Lane and Haven Road.

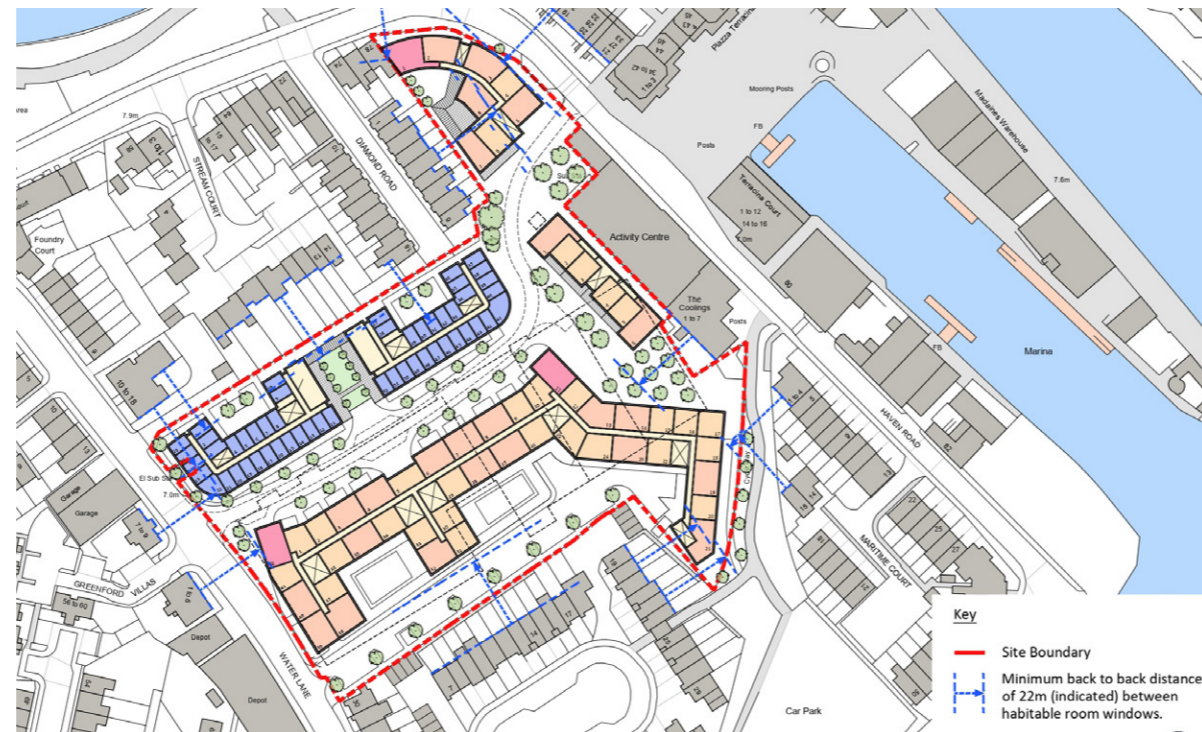
The site constraints influenced the layout of the scheme in order to respect privacy of neighbouring properties. Building blocks are sited at respectful distances from neighbouring properties whilst habitable rooms in close proximity to neighbours would be designed in to mitigate overlooking whilst avoiding the creation of blank façades.

The proposed Building heights plan opposite highlights a significant reduction in the mass of the scheme as it has continued to develop, with a maximum height of 6 storeys (ground floor + 5). Building forms were further refined and continue to tier down to neighbouring properties and boundaries. This massing has been determined using our massing model and giving careful consideration to neighbouring properties and key long distant views.

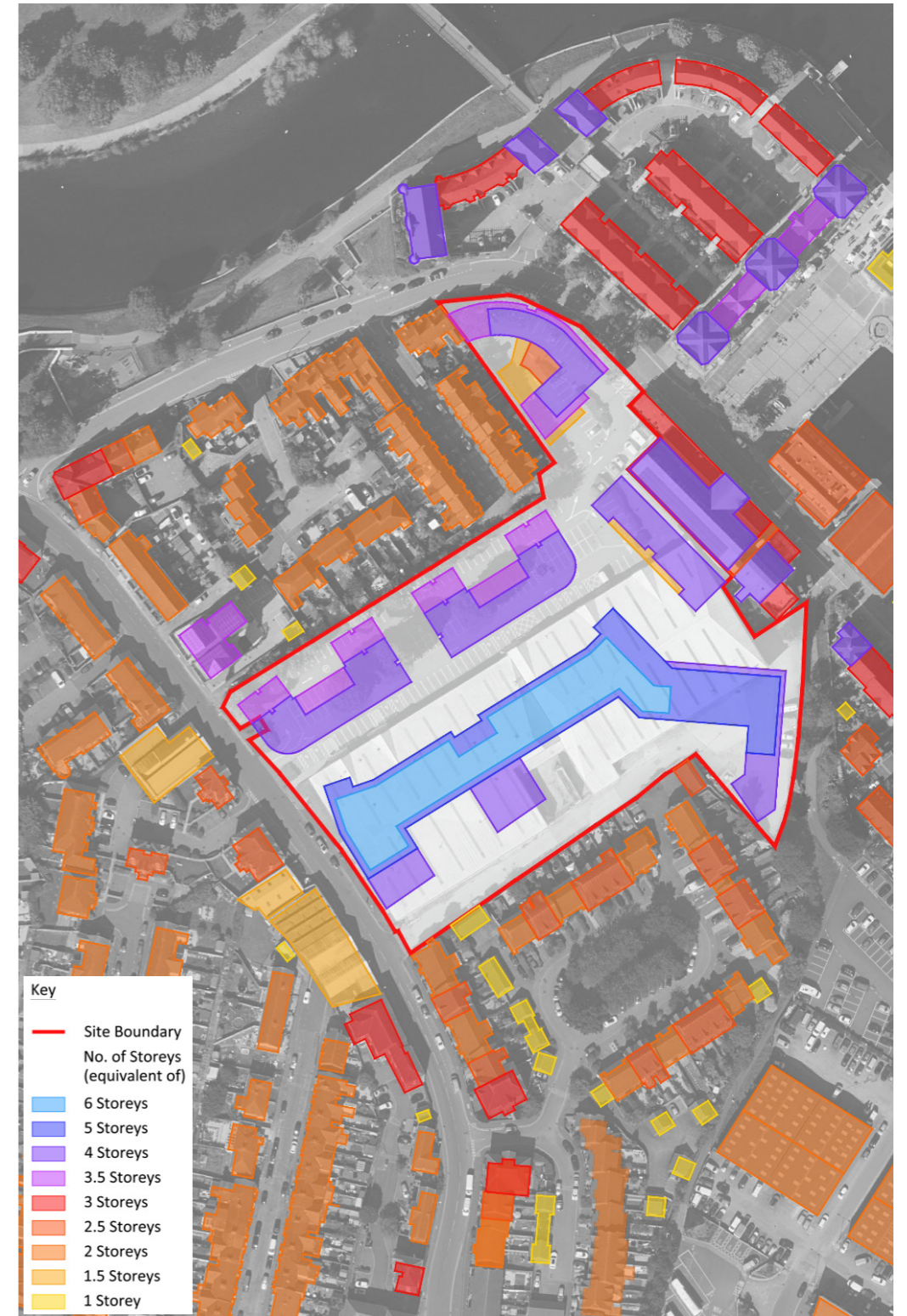
The developed proposals sat far more comfortably and successfully within the surrounding context. This 'bedding in' would be further enhanced through the exploration and development of the materials palette which will further embed the scheme in the urban context of this part of Exeter.



Existing condition - Privacy constraints



Proposed condition - Privacy constraints

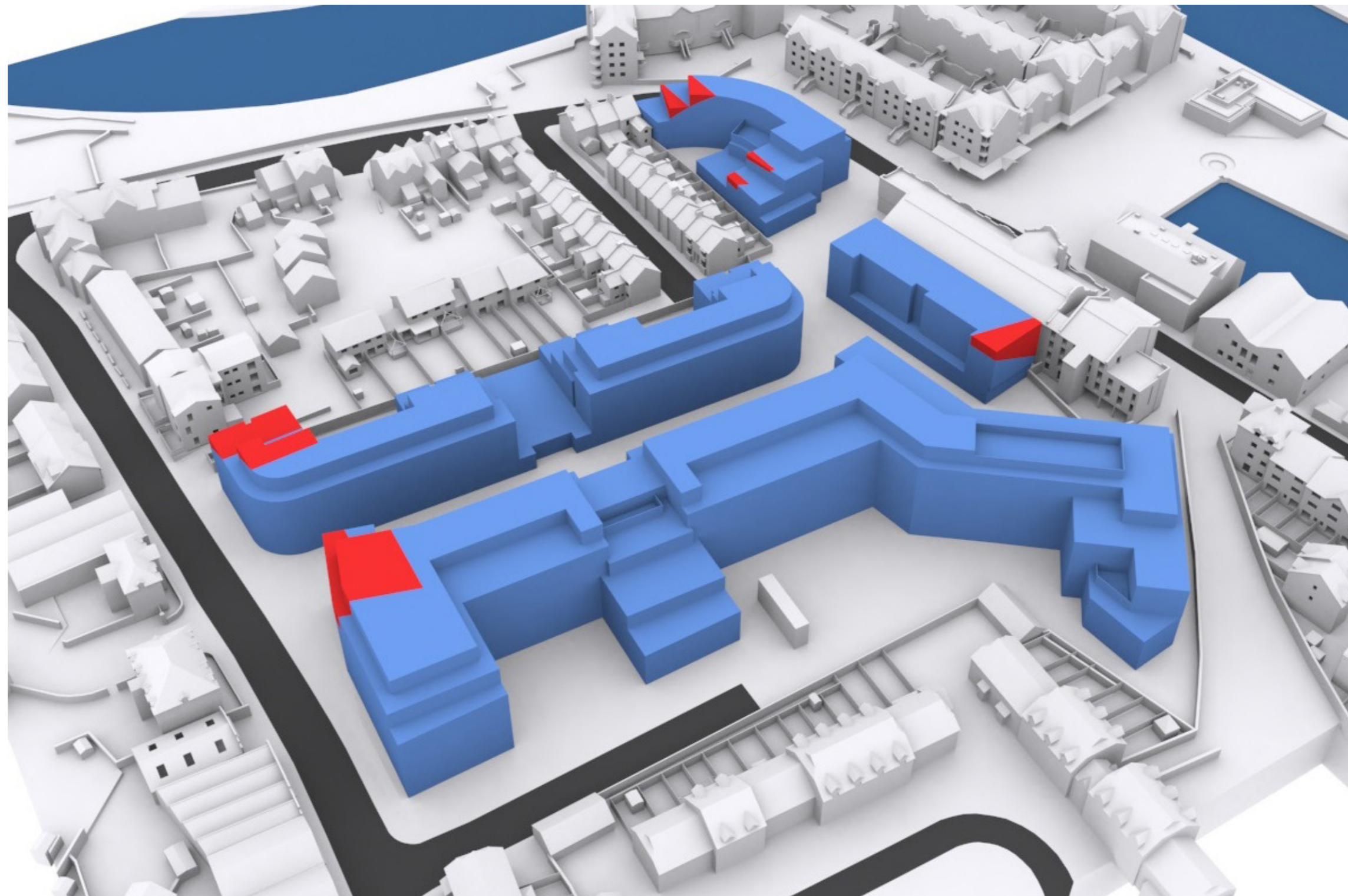


Proposed Building Heights Plan



Massing & Sunlight / Daylight Studies

The massing of the scheme has been informed and refined through daylight / sunlight analysis, using 3D computer generated models. These have assisted significantly in mitigating the impacts on the surrounding properties, whilst allowing the designs to exploit the potential of this key brownfield site. A full report into the sunlight and daylight impacts of the scheme on neighbouring properties accompanies this application.



Daylight / sunlight analysis undertaken during the designs development, the Red highlighting areas where the massing potentially impacts neighbours. This has been further improved upon in the application proposals..

11.0 Southwest Design Review Panel, Local Authority Formal Pre-app Discussions and Public Consultation Engagement

Public Consultation

A public consultation was undertaken on the 13th and 14th May 2022 at the Haven Banks Outdoor education Centre following on from the creation of a dedicated project website presenting the key information and emerging proposals for the site which was launched on the 6th May.

Feedback was received in person at the consultation and via the project email, telephone, and postal address.

The proposals for the public consultation were in the main the same as those presented to the Southwest Design Review Panel.

We have subsequently taken on board a number of the comments raised as part of the review of the scheme along with those raised by the Southwest Design Review panel and during continued pre-application discussions with planning officers. These changes are highlighted on the following pages.

A full response to public engagement throughout the process is documented in the Statement of Community Engagement submitted with the application.



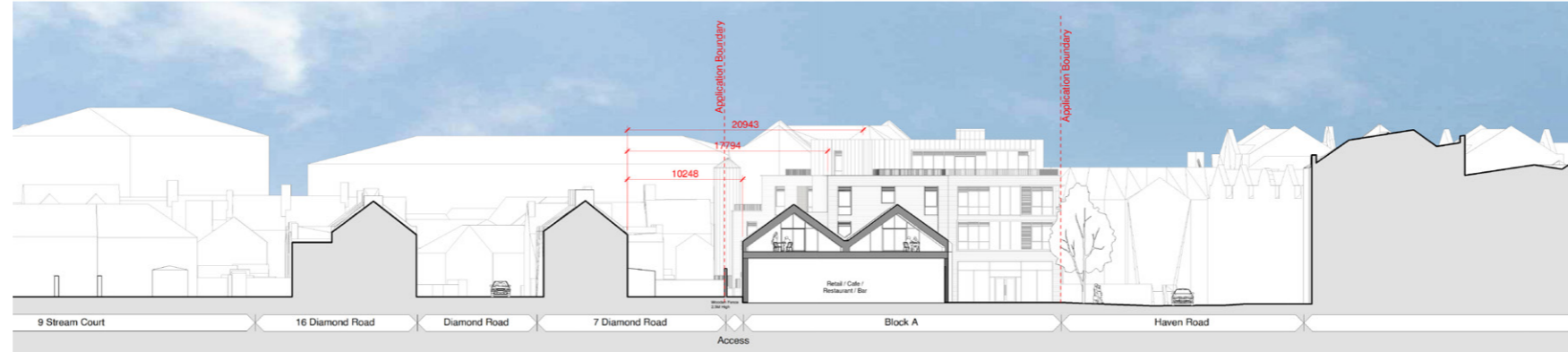
Design Review Panel

The scheme was presented to the Southwest Design Review Panel in early April 2022 as part of the pre-application process, prior to the further pre-app consultation. This was at a point where the design was developed enough to offer detailed information on the design intent from a layout, massing, and architectural perspective. The presentation involved a site tour by the entire panel before a formal presentation and discussion with written feedback received thereafter.

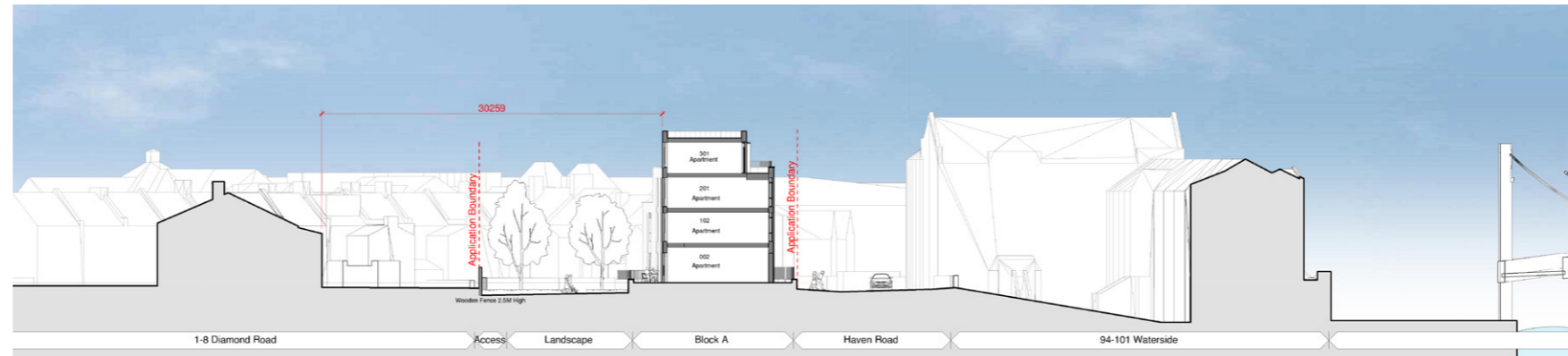
The panel supported the comprehensive redevelopment of the Haven Banks Retail Park and commended the ambition to form a 'key part of a vibrant urban village' and to 'integrate the site with the Water Lane and the Piazza at the head of the canal basin.'

The panel acknowledged the aim to accentuate the pedestrian and cycle dominance in the area and supported the net loss of 220 parking spaces. No fundamental in principle problems were identified with the scheme and the opportunity presented to significantly enhance the site and area should the ambitions presented be maintained through to completion. Despite the overall positive feedback from the panel, some areas were identified as potentially needing further consideration. These areas were reviewed further as the design developed in the following ways.

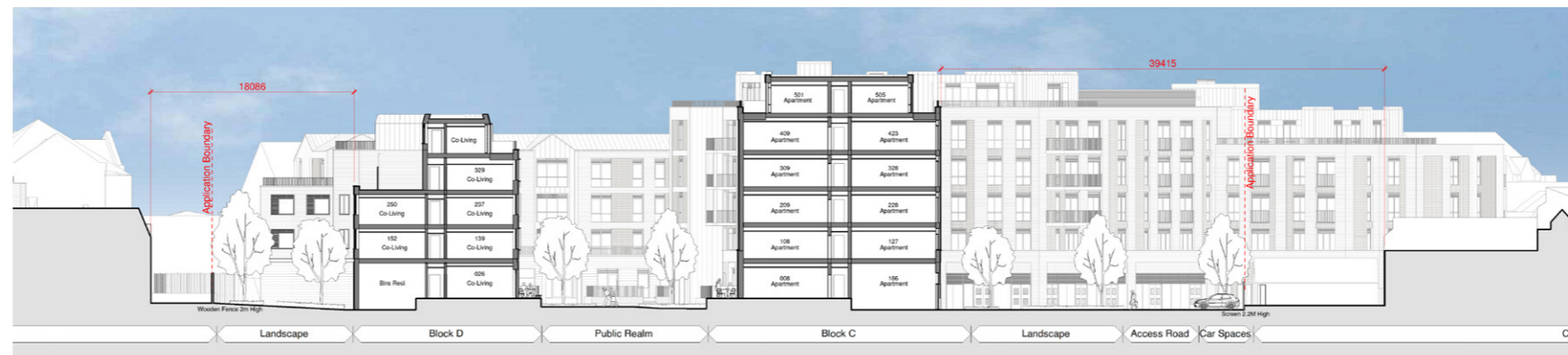
Site Sections demonstrating proximity to neighbouring buildings, based upon the 'Residential Design Guide SPD'.



Site Sections P1-P1



Site Sections P2-P2



Site Sections P3-P3

Massing and neighbouring relationships -

Although the massing and height across the site was deemed as appropriate to the location and long-distance views, DRP suggested further demonstrations of the impact to immediate neighbours needed to be investigated. To this end we have subsequently demonstrated how constraints principles established early on have been adhered to in regards to relationships to neighbouring properties using our 3-dimensional model.

Where these relationships were unsatisfactory they have been further improved by adjusting proposed massing and screening and reducing terraces where privacy may have been overlooked. Obscure windows have been introduced on elevations where overlooking may have been an issue, thus improving relationships to neighbours.



