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PROPERTY & PLANNING CONSULTANTS

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Development Management
Exter City Council
Civic Centre
Paris Street
Exeter
Devon
EX1 1JN

17 October 2025

Dear Sir / Madam

**Application for Planning Permission**

**Seasonal Markets at Princesshay, Catherine Street, Exeter, EX1 1QA**

Please find enclosed our client's application for temporary planning permission for the occasional use of parts of the exterior spaces at Princesshay as Seasonal Markets.

The proposal seeks consent for up to 3 markets per year for the next 5 years.

The application comprises the following documents and drawings and follows discussions with your Laura Dymond.

- Application Form
- Drawing no. T4922 A4 050 rev - Site Location Plan
- Drawing no. T4922 A4 051 rev - Site Plan – Zone 1, Eastgate
- Drawing no. T4922 A4 060 rev - Site Plan – Zone 2, Bedford Street
- Drawing no. T4922 A4 061 rev – Site Plan – Zone 3, Princesshay Square
- Drawing no. T4922 A4 061 rev – Site Plan – Zone 4, Princesshay Mall
- Appendix 1 – Proposed dates and times of operation & works
- Appendix 2 – Schedule of proposed units
- Appendix 3 – Photographs of typical units
- Appendix 4 – Management & Operations Plan
- Heritage Statement

The fee has been paid via the Planning Portal.

**Proposal**

Our clients wish to build upon and regularise their existing ad-hoc market & event space provision and so allow better forward planning and marketing alongside other activities in the City Centre.

The scheme is based on four main areas, each responding to its particular setting and available space so as not to compromise other parts of the wider host site or nearby public realm.

The overall objective of this proposal is one of enhancement of the current offering at the contemporary Shopping Centre site and its commercial neighbours while respecting the broader historic setting.

As might be expected, the proposal is intended to be seen and welcoming in order to encourage visitors to the centre while linking to the High Street and other activity within the City Centre. The proposed layout seeks to avoid dominating its surroundings through careful siting amongst existing buildings and avoiding more sensitive parts of the host site in the area of the City Wall.

All units are of a temporary, quickly constructed and derigged, movable nature and proposed to be located on existing hard surfaced areas such that no material preparatory or reinstatement works nor harm to the green spaces are anticipated.

- Eastgate is proposed to host two units, the first a repurposed double decker bus together with a container-based food and beverage stall.

- Bedford Street is proposed as a mixed parade of food and beverage and traditional market chalets, anchored by a gateway unit (German themed at Christmas) at the High Street end.

- Princesshay Square is proposed as a courtyard of units to create a semi-enclosed space comprising a seasonal centrepiece (such as a tree at Christmas) together with a bar an associated covered seating and a range of traditional market chalets.

- Princesshay Mall is proposed as a parade of chalets along with a gateway unit and food and beverage stall.

Images of typical units and their approximate dimensions are contained at Appendix 2 & 3.

It is anticipated that the number and position of deployed units will flex based on demand and time of year with 27 (full sized) units (in general accordance with the attached plans) being a likely maximum.

Units are partly proposed to screen empty space at the host site and take advantage of secondary elevations, establishing an active frontage at these key

visitor times, contributing to the applicants desire for a vibrant and inviting street scene.

This approach is in line with the City's own Plan objectives around economic development, tourism, retail & culture as well as the NPPF which seeks to support and encourage economic vitality in city centre locations.

Our clients are seeking a period of 5 years to allow spring, summer and winter markets that have a degree of flexibility in use, allowing operating dates that link to key holiday times and thus visitor numbers coming into the City.

Appendix 1 sets out proposed operating duration & times in more detail.

Further contributing to the city's economy, the units are likely to employ up to 50 people (when in situ); a range of full and part time positions across the stalls, in addition to the work created by installation, removal and supporting activities.

Our clients acknowledge the Conservation Area status of the host site and submit a Heritage Statement for your further consideration.

Our clients do not anticipate any impact on trees as a consequence of this proposal.

Should you have any queries in respect of this application or require additional detail we would be happy to discuss this with you.

Yours faithfully.

**Stuart Wellman MRICS**
Director
stuart@ardentland.com
07414 101 273

# Appendices

Appendix 1

Proposed dates and times of operation & install / derig

**Duration**

5 years from Christmas 2025 to Christmas 2030 (inclusive)

**Dates of Operation**

| | |
|---|---|
| Spring Market | upto 20 days in April / May in each year |
| Summer Market | upto 42 days in July / August in each year |
| Christmas Market | upto 56 days in November / December / January in each year |

**Opening Hours (hours within)**

General Trading

10am to 9pm Monday to Saturday
10am to 6.15pm Sunday & Bank Holidays

Bar & Licenced Units

10am to 10pm Monday to Sunday

**Installation & Derig**

7am to 10am & 6pm to 11pm Monday to Saturday (not Sunday or Bank Holidays)*

* Princesshay has a no vehicle policy 10am to 6pm

Appendix 2

Schedule of proposed units & approximate footprint

| Zone | Zone Name | Unit Description | Unit No: | Depth m | Length m |
|---|---|---|---|---|---|
| | | | | | |
| Zone 1 | Eastgate | Fudge Bus | 1 | 2.5 | 7 |
| | | Whisked (F&B) | 2 | 2.5 | 6 |
| | | | | | |
| Zone 2 | Bedford Street | Bratwurst (F&B) | 10 | 5 dia | |
| | | Churros (F&B) | 11 | 2.5 | 6 |
| | | Carvery (F&B) | 12 | 2.5 | 6 |
| | | Market chalet | 13 | 2.5 | 3 |
| | | Market chalet | 14 | 2.5 | 3 |
| | | Market chalet | 15 | 2.5 | 3 |
| | | Market chalet | 16 | 2.5 | 3 |
| | | | | | |
| Zone 3 | Princesshay Square | Market chalet | 20 | 2.5 | 3 |
| | | Market chalet | 21 | 2.5 | 3 |
| | | Market chalet | 22 | 2.5 | 3 |
| | | Market chalet | 23 | 2.5 | 3 |
| | | Market chalet | 24 | 2.5 | 3 |
| | | Market chalet | 25 | 2.5 | 3 |
| | | Bar Seating - 1 | 26 | 2.5 | 6 |
| | | Bar (F&B) | 27 | 2.5 | 6 |
| | | Seasonal centre piece | 28 | 5 dia | |
| | | Bar Seating - 2 | 29 | 2.5 | 6 |
| | | | | | |
| Zone 4 | Princesshay Mall | Market chalet | 30 | 2.5 | 3 |
| | | Market chalet | 31 | 2.5 | 3 |
| | | Market chalet | 32 | 2.5 | 3 |
| | | Market chalet | 33 | 2.5 | 3 |
| | | Market chalet | 34 | 2.5 | 3 |
| | | Market chalet | 35 | 2.5 | 3 |
| | | Emmas soap | 36 | 4 | 5 |
| | | Greek (F&B) | 37 | 2.5 | 5 |

Appendix 3

Photographs of typical units (illustrative, not in proposed positions)

Market Chalet

Fudge Bus & Carvery

Whisked & Bratwurst

Bar & Seating Area

Churros & The Greek

Emmas Soap

Appendix 4

Management & Operations Plan

| Serial | Item | Management & Operational Overview |
|---|---|---|
| 1 | Power Supply | Use of existing on-site connections.<br>No generators to be deployed. |
| 2 | Toilets | Existing on site facilities have sufficient capacity. Additional cleaning and supply visits to be made. |
| 3 | Vehicle Movements | No vehicle movements between hours of 10am & 6pm (save for emergencies where a marshal will be deployed as required). |
| 4 | Refuse & Recycling | Existing on site team with additional receptacle provision & emptying during peak periods. |
| 5 | Cleaning | Existing on site team with additional staff during peak times. |
| 6 | Security | Existing on site team (24/7). Bar operators to provide venue specific SIA door supervisors & patrols. |
| 7 | Event Licencing | Exeter City Council Markets & Licencing to be obtained. |
| 8 | Medical | Existing on-site first-aiders on call. Additional first aid cover as required by event licencing. |
| 9 | Install & Derig | Risk assessment and method of works alongside event licencing process including asset protection. |
| 10 | Music & Noise | Centre Management to monitor and manage potential pitch operator noise nuisance issues. |
| 11 | Signage & light | Static illuminated overhead signage, edge of pitch A boards / displays, side hanging signs and soft lit fairy & festoon lights only.<br>No flashing or strobing operators signage to be permitted.<br>Illuminated pitch signage to be switch off outside of authorised operating hours.<br>Existing on site lighting is adequate for general visitor navigation of the host site.<br>Note independent Christmas etc decorations and any potential for cumulative impact. |