

Liveable Exeter Principles

A city-wide initiative of
transformational change



DELIVERIES
E-BIKE HIRE
GYM
WORK
SQUA
HEALTH
COM

Introduction

“By the time they are an adult, a child born in Exeter today will live in a city that is inclusive, healthy and sustainable - a city where the opportunities and benefits of prosperity are shared and all citizens are able to participate fully in the city’s economic, social, cultural and civic life.” Exeter Vision 2040

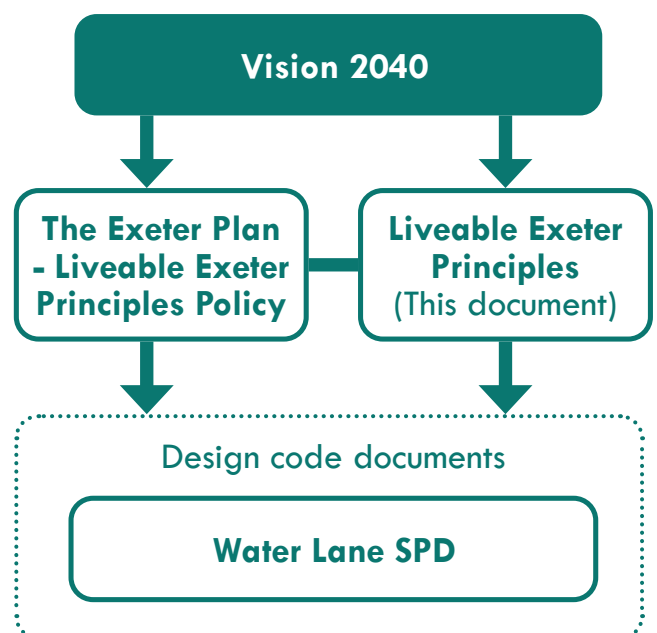
Exeter has a Vision for 2040 to be a global leader in addressing the social, economic and environmental challenges including climate change and urban renewal. With a commitment to transformational change and sustainable growth, the Vision has seven key outcomes:

- An innovative and analytical city
- A healthy and inclusive city
- The most active city in the UK
- Accessible world-class education
- A liveable and connected city
- A leading sustainable city
- A city of culture

The Exeter Plan, the main planning policy document for the city for the next 20 years, is entirely driven by achieving these outcomes and they are embedded across all key policies and development sites within the draft plan.

Liveable Exeter is an Exeter City Council initiative which will support the Exeter Plan to deliver the Exeter Vision 2040. It defines how the growth of the city can be shaped by its unique qualities in a way that benefits people, the environment and the economy.

Hierarchy of Council documents related to Liveable Exeter:





Liveable Exeter was established to deliver at least 12,000 homes, in new neighbourhoods, on strategic brownfield sites around the city, including Water Lane. Through partnerships and collaboration the Liveable Exeter initiative will draw together the core threads of the Exeter 2040 vision to address major challenges including, infrastructure and renewal, low-carbon development and sustainability.

This document sets out the over-arching Liveable Exeter Principles which will guide delivery of large-scale brownfield developments and infrastructure projects, to ensure that changes in the built and natural environment will deliver the outcomes of the Exeter Vision 2040. The Principles are key to the Exeter Plan; they directly flow from and are complementary to the development strategy and have been included as policy.

The Principles will be used as a tool for planning officers, Members, developers and others discussing and bringing forward proposals for the strategic brownfield developments within the city. The Principles apply at all stages of planning and design from locating development and identifying projects for infrastructure renewal down to the detailed design of individual buildings. They are high-level principles but are strongly rooted in the distinct Exeter context. This ensures that they are able to be responsive to social, environmental, economic and technological changes and can enable innovative proposals, whilst maintaining a focus on delivering the changes Exeter needs.

People Place Prosperity

Successful cities are places for people, where the wellbeing and prosperity of communities is ensured with a focus on jobs, housing, leisure, culture, infrastructure and services. To maintain success, cities must have a clear plan for how they will respond to, and take advantage of, major changes in technology, social expectations and the environment.

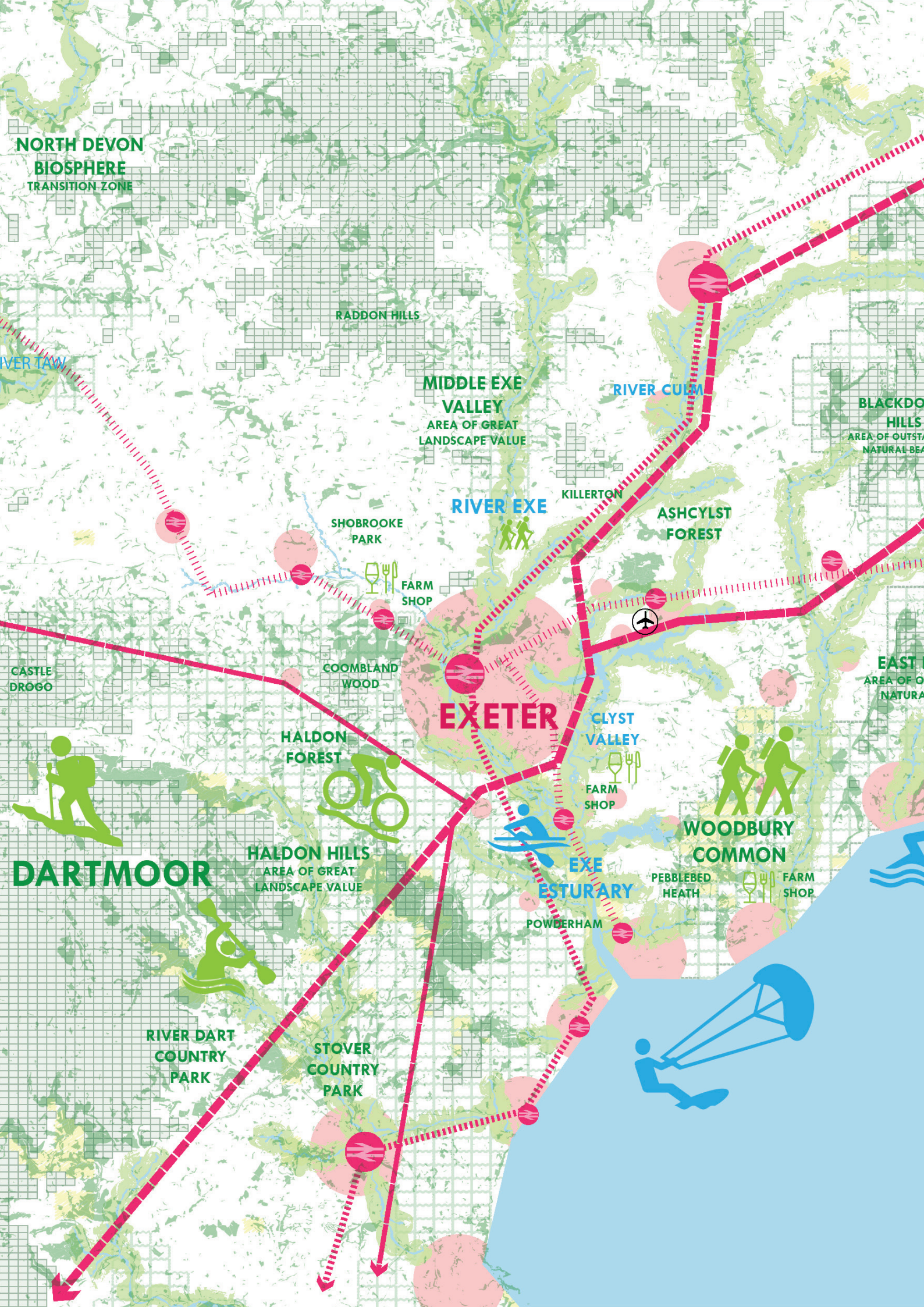
Conventional planning and development processes on their own will not be enough to ensure Exeter can achieve its potential and give all its citizens the chance to live the best possible lives. Exeter City Council has clearly communicated its ambitions for the city in the Exeter Vision 2040.

In December 2019, the Liveable Exeter Place Board adopted the Exeter Vision 2040. Working together to bring about transformational change and sustainable growth, the Liveable Exeter Place Board is made up of representatives from leading public and private sector organisations from within the City of Exeter and Greater Exeter region, demonstrating a clear understanding of how the city needs to work differently to achieve its ambitious vision.

This Liveable Exeter document is about ensuring:

- **The delivery of the Exeter Vision 2040.**
- **That Exeter's success is sustainable.**
- **That growth delivers real benefits for its people and businesses.**

This document will be used to guide transformational regeneration of strategic brownfield sites to bring major investment into the city, renew its infrastructure, improve people's quality of life and take pressure off the surrounding rural areas and protect the setting of Exeter.



**NORTH DEVON
BIOSPHERE
TRANSITION ZONE**

RADDON HILLS

**MIDDLE EXE
VALLEY**
AREA OF GREAT
LANDSCAPE VALUE

RIVER CULM

**BLACKDO
HILLS**
AREA OF OUTST
NATURAL BEA

RIVER EXE

KILLERTON

**ASHCYLST
FOREST**

**SHOBROOKE
PARK**

**FARM
SHOP**

**COOMBLAND
WOOD**

EXETER

**CLYST
VALLEY**

**FARM
SHOP**

**EAST
AREA OF O
NATURA**

**CASTLE
DROGO**

**HALDON
FOREST**

HALDON HILLS
AREA OF GREAT
LANDSCAPE VALUE

**WOODBURY
COMMON**

DARTMOOR

**EXE
ESTURARY**

**PEBBLEBED
HEATH**

**FARM
SHOP**

POWDERHAM

**RIVER DART
COUNTRY
PARK**

**STOVER
COUNTRY
PARK**

On the up

Exeter is a young, vibrant and increasingly successful city. New home-grown enterprises based on local strengths and energy are emerging. Many of its businesses, communities and individuals are active participants in the city's success.

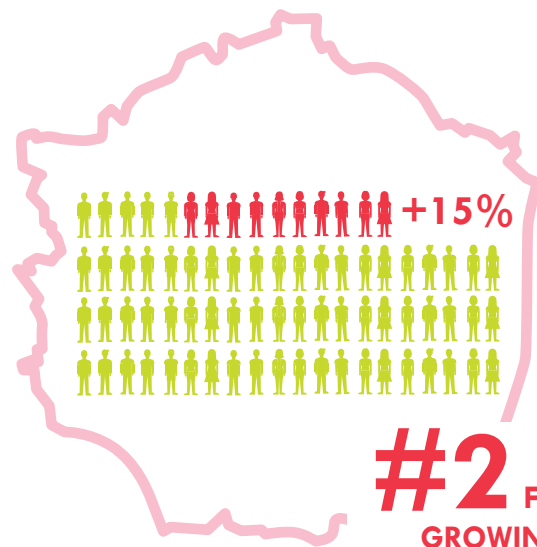
The city has an impressive cultural offer that brings its public spaces to life. It is one of the most successful locations for investment in the UK and has an emerging knowledge economy as well as strengths in environmental and life sciences. People from all over the UK are choosing to make their lives in Exeter and it is attracting talented and committed people from other leading cities.

Some of Exeter's institutions and initiatives are internationally important and widely recognised:

- **The world class research in environmental intelligence and climate science at the University of Exeter, the Met Office and Exeter Science Park, uniquely positions Exeter as a global leader in tackling the climate emergency and achieving net zero.**
- **Exeter has built world-class credentials in culture and creativity; the UNESCO City of Literature status is evidence of this.**

- **Working with Sports England, the 'Live Move' initiative aims to make Exeter the most active city in the UK by creating an infrastructure that simultaneously reduces congestion and improves the health and wellbeing of its citizens.**
- **Exeter aims to lead the way to a low carbon economy through the Net Zero Exeter Plan 2030.**
- **Exeter's ambitious programme of brownfield regeneration has also secured government backing on the Garden Communities programme.**

Exeter is on the up and has reached a key point in time that comes only once in a generation; the ambitious and cross-cutting outcomes of the Exeter Vision 2040 combined with a focus on delivery can ensure that growth is truly transformational and achieves real benefits for all of its people and businesses.



#2 FASTEST GROWING CITY
(CENTRE FOR CITIES)



100K+
VISITORS
TO EXETER
CATHEDRAL PER
YEAR



LARGEST NUMBER
OF CLIMATE CHANGE
SPECIALISTS IN THE UK

A Liveable City

The people of Exeter know their attractive and historic city as a great place to live and work, and cherish its characterful neighbourhoods and its surrounding special landscapes. Students and scientists recognise it as an internationally significant centre of learning, research and innovation. Businesses know that the quality of life the city offers helps them attract and retain staff, making the city one of the favoured destinations for investment.

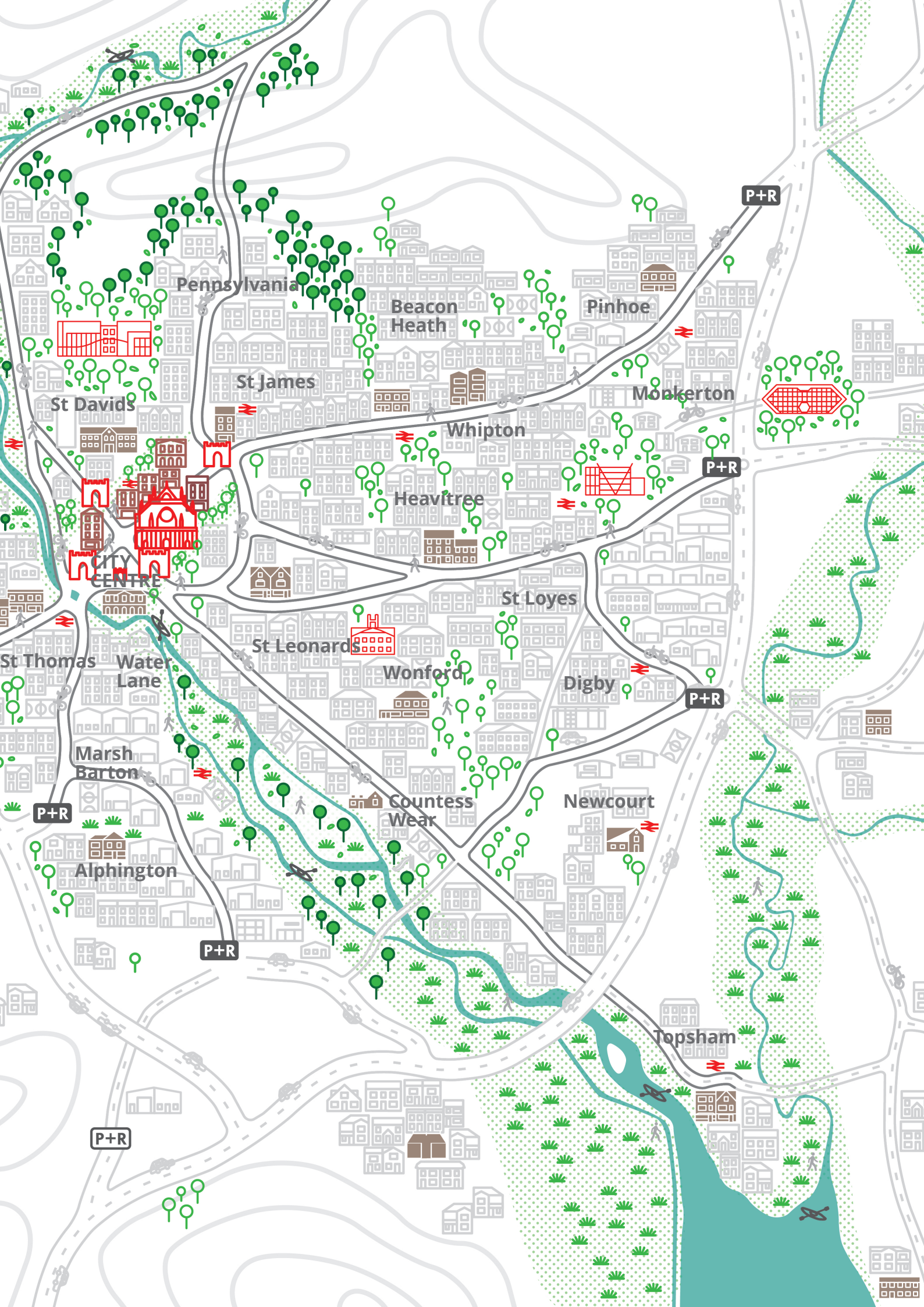
Exeter combines the strengths of a global city with a local perspective; the network of neighbourhoods that make up the city retain the qualities of the villages that once surrounded the city wall. The city's rich cultural and heritage offer, the river Exe, the valley parks and the surrounding countryside on the doorstep give Exeter a unique character and appeal.

Together, these distinct qualities create the foundations of what we mean by a liveable city.

As Exeter grows it will be important to recognise the qualities that make it liveable as well as significantly improve the places across the city which are reducing the city's appeal. Exeter needs to remain compact with a focus on developing brownfield land and less growth on the fields around the city. The streets, spaces and parks that link neighbourhoods and key destinations like the city centre need to be safe and attractive to use, encouraging people to be active and use cars less. The major institutions and business that give the city its strength and status need to be recognised and supported to respond to shifts in technology, shopping patterns, and social dynamics.

The investment and funding achieved through transformational development and infrastructure renewal projects will be how the outcomes are achieved.





Liveable Neighbourhood

Neighbourhoods are the building block of a city. The improvement and creation of new urban communities, combining new homes with meaningful and high-value jobs and services, is at the heart of the Liveable Exeter initiative.

A resident's experience of Exeter starts with the neighbourhoods that they live in. Whilst the city centre may be important to them, their local environment is what they experience every day. If it hasn't been invested in recently and potentially lacks services, they might be sceptical that growth will benefit them. Instead, Exeter can grow in a way that enables everyone to contribute to its success, and benefit from it too. People should prosper and have access to great opportunities in their local area.

Exeter is made up of a network of connected neighbourhoods, most of which originate from historic villages which once surrounded the city walls. These neighbourhoods are key building blocks which structure the city alongside the river, the valley parks and the surrounding hills. To deliver the Exeter Vision 2040, it is essential to strengthen existing neighbourhoods and create new liveable neighbourhoods which combine new homes and meaningful, high value jobs with local facilities and services. Neighbourhoods that promote wellbeing, physical activity and opportunities for cultural place-making, can be achieved through investment generated from transformational housing growth within the city.





GROW

PLAYABLE STREET

GATHER

SCHOOL

PEACEFUL

VILLAGE HALL

DOCTOR

ARMACY

DENTIST

PUB

CORNER SHOP

FRIENDS

TRANQUIL STREET

BIRDSONG

Making it happen

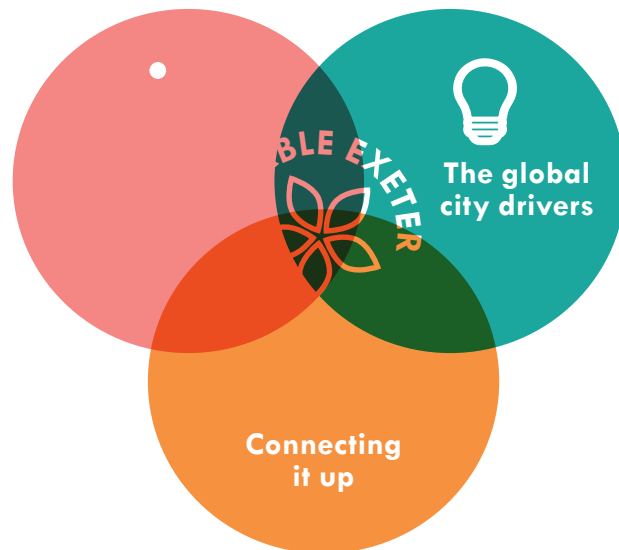
If each development opportunity and infrastructure project is looked at in isolation and brought forward through conventional planning and development processes, the Exeter Vision 2040 is unlikely to be realised. Each site may have viability and delivery challenges which, if not tackled collectively, could result in a gradual compromise in terms of quality. As a result, the people and businesses of Exeter may not benefit from the full potential of growth.

A holistic delivery plan is required to demonstrate the potential to create a virtuous cycle of investment and return. The Liveable Exeter Place Board, and other partnership boards, structures and strategies already give the public sector a strong leadership role as well as a mechanism for collaborating with the private sector. Together with the Liveable Exeter Principles they provide tools to support delivery of the Exeter Vision 2040. By staying true to the Vision over a sustained period, transformational growth can be directed to achieve the investment needed to ensure Exeter continues to thrive in future generations.

The Liveable Exeter Principles: introduction

The Liveable Exeter Principles have been created to clearly articulate what success will look like for the development of strategic brownfield sites and associated infrastructure renewal projects in the city. They set out the high-level outcomes that proposals are expected to achieve, which directly support the overarching Vision for the city. By focusing on the desired outcomes, the Principles allow flexibility for individual proposals to choose the best solution for that specific site or project. To ensure successful outcomes are achieved, it is crucial that the Principles are considered at every stage of a project, from initial feasibility to detailed design, and that people are engaged in the process from the outset.

The Principles build on the unique qualities of the city described on previous pages and the importance of protecting and enhancing these qualities for the success of Exeter. They build on the following simple concept which sets out the main spatial components that make up the city and what is needed to support a Liveable Exeter:



1. The global city drivers: The city needs to strengthen the strong image and identity of Exeter on which its status is based. It requires investment into creating high quality places which enhance the natural and historic environment, alongside supporting the institutions and businesses that put Exeter on the global stage. This will ensure the city can attract the talent and jobs of the future and compete with the best places.

2. The local communities: Each development and infrastructure renewal proposal should always be thought about in terms of the quality of life it can bring to the communities that make up the city. This means investing in the things that support local daily life such as new community facilities, better green spaces and better local high streets. This will ensure proposals deliver the homes, services, jobs and infrastructure that new and existing residents need.

3. Connecting it up: The city needs to invest in its streets and spaces to ensure they are of the highest quality and support healthy lives and wellbeing. With Exeter's large travel to work area, improvements to the wider city-region connectivity also needs to be considered to maximise the opportunity for transformational change. The renewal of the city's streets and spaces will create the framework for new homes and jobs to be delivered successfully.

The Liveable Exeter Principles are set out under 7 themes which together capture the key outcomes Exeter is seeking to achieve. The following page captures all 7 themes and its overarching city-wide ambition. This is followed by further details of what is expected of development within each theme.

Liveable Exeter Principles

Memorable places

Exeter has strengthened its relationship with key features that define the image of the city including the River Exe, the City Centre and the surrounding hills.

Outstanding quality

Exeter has high-quality and net zero carbon living, working, learning, leisure, cultural and historic environments which help to attract top businesses and the best talent.

Welcoming neighbourhoods

Exeter is made up of a network of compact and well-connected neighbourhoods where people can access day to day services such as care, schools, work and social spaces by walking and cycling.

The Liveable Exeter Principles are delivering the outcomes of the themes capture the outcomes



Liveable built environment

Exeter's new and upgraded infrastructure will contribute to an attractive and well-designed spaces where people can spend time.

These are tools to contribute to the Exeter Vision 2040. The 7 themes Exeter is seeking to achieve.



Buildings

Adapted buildings
active city and are
where people enjoy

Connected culture

Exeter has a diverse and accessible cultural offering, connecting our world leading climate science, arts and literature, heritage, learning and innovation.

Spaces for people and wildlife

Exeter's urban and natural spaces are attractive and well-connected environments well used for recreation, active travel and for supporting wildlife.

Active streets

Exeter has transformed into a city with high-quality streets where active travel, public transport and shared mobility are the natural and most convenient choice for most journeys.



Memorable places

City-wide ambition: Exeter has strengthened its relationship with key features that define the image of the city including the River Exe, the City Centre, and the surrounding hills.

Large scale development will:

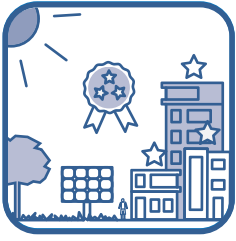
- ➔ Contribute positively to an area's character and identity, creating local distinctiveness and reinforcing its role within the city.
- ➔ Respond positively to local topography, open spaces and watercourses and maximise views to Exeter's natural and built landmarks and features.
- ➔ Make efficient use of land so Exeter remains compact and walkable.
- ➔ Enable sustainable transport for access to the city centre, district and local centres, employment areas, the River Exe and the Valley Parks.
- ➔ Contribute to the varied and innovative social, economic and cultural offering in the city.



Water Lane is proposed to be a new waterfront neighbourhood which will strengthen the city's relationship with the river Exe and maximise the positive place-making opportunities this location offers



A glimpse view of Exeter Cathedral was created as part of the Princesshay development which strengthens the distinct character of the city



Outstanding quality

City-wide ambition: Exeter has high-quality and net zero carbon living, working, learning, leisure, cultural and historic environments which help to attract top businesses and the best talent.

Large scale development will:

- ➔ Build at optimal density and maximise the development footprint, incorporating the highest densities in the most accessible and sustainable locations.
- ➔ Incorporate innovative solutions within buildings, transport provision, energy and other infrastructure to achieve our ambitions for a net-zero city by 2030.
- ➔ Enhance Exeter's natural, built and historic environment, particularly at gateway and arrival points, main routes into the city, city centre, the Ship Canal and Basin, the River Exe and the Valley Parks.
- ➔ Provide innovative and exciting education, research, skills, work and leisure destinations in prominent and accessible locations.
- ➔ Ensure neighbourhoods function effectively in the long term by incorporating stewardship measures which provide for the effective management and maintenance of the public realm and communal private spaces.



St Sidwell's Point is the UK's first Passivhaus pool demonstrating the City's commitment to leading the way in net zero carbon, promoting innovation and placing Exeter on the global stage



High quality streets and spaces well overlooked by high quality buildings which help to define the quality aspiration of the City, Princesshay Exeter



Concept proposal for St David's station as an improved gateway of outstanding quality for people arriving into Exeter



Welcoming neighbourhoods

City-wide ambition: Exeter is made up of a network of compact and well-connected neighbourhoods where people can access day to day services such as care, schools, work and social spaces by walking and cycling.

Large scale development will:

- ➔ Provide a variety of high quality, affordable market and specialist homes catering for local needs.
- ➔ Support a wide range of accessible, local jobs and provide the education and skills to support local employment.
- ➔ Support thriving high streets, district and local centres, and create new centres where appropriate, delivering local shops, open spaces, community, education and health facilities.
- ➔ Provide safe, healthy, accessible and inclusive streets and public spaces which are people-friendly, human in scale, well managed and cared for.
- ➔ Phase delivery to ensure important infrastructure and facilities are provided early on.



A mid-rise, higher density development with people-friendly spaces providing high-quality, affordable and energy efficient homes for. The Gardens Whipton, Exeter
 The materials and landscaping used for these computer-generated images is indicative only.



A vibrant local centre within a walkable neighbourhood providing facilities for a broad demographic, North West Cambridge



Liveable buildings

City-wide ambition: Exeter's new and upgraded buildings contribute to an attractive city and are well-designed spaces where people enjoy spending time.

Large scale development will:

- ➔ Ensure that homes are adaptable to changing demands and lifestyles.
- ➔ Include beautiful buildings which complement local character using high quality designs and materials.
- ➔ Ensure buildings are energy efficient, adopt a fabric first approach and apply high performance standards such as Passivhaus and whole-life carbon assessment.
- ➔ Provide homes that are predominantly dual-aspect ensuring high levels of natural daylight and ventilation.
- ➔ Be laid out and designed to maximise internal air quality.



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Development providing a mix of energy-efficient, high-quality homes and apartments supported by great outdoor spaces, Clifton Mews, Exeter
The materials and landscaping used for these computer-generated images is indicative only.



High-quality homes with direct access to outdoor space and streets for active travel and a mix of homes for key workers, students and the general public, Eddington, Cambridge.



Active streets

City-wide ambition: Exeter has transformed into a city with high-quality streets where active travel, public transport and shared mobility are the natural and most convenient choice for most journeys.

Large scale development will:

- ➔ Incorporate active travel and passive surveillance measures at the outset of development design.
- ➔ Make direct connections to the active travel network and key destinations.
- ➔ Reallocate road space to maximise active travel, public transport, shared mobility and the provision of attractive public spaces through seating and planting.
- ➔ Maximise parking and storage for cycling, provide infrastructure to support electric vehicles and bicycles and minimise parking for private cars.



Redesign of street removing general traffic and repurposing space for active travel, seating and planting which incorporates existing mature trees, Alfred Place, London



Street with generous space for active travel alongside generous areas of planting creating a pleasant environment where people choose to walk or cycle, Eddington, Cambridge



Spaces for people & wildlife

City-wide ambition: Exeter's urban and natural spaces are attractive and well-connected environments well used for recreation, active travel and for supporting wildlife.

Large scale development will:

- ➔ Provide and enhance connections to existing green networks and spaces including the Valley Parks and Green Circle.
- ➔ Maximise opportunities for landscaping, planting and trees using tools such as the Urban Greening Factor.
- ➔ Promote vitality and inclusivity by providing safe and attractive places for play, recreation, food growing and socialising outdoors.
- ➔ Ensure that space is created specifically for nature to deliver biodiversity gains within the city.



Different types of spaces providing opportunities for socialising, recreation and space for wildlife, Burgess Park, London (Left) & Westgate, Oxford (Right)



Redesign of a poor-quality street and space to include rich planting, new and retained mature trees, space to sit, informal play and space for active travel, Alfred Place (Left) & Whitfield Gardens (Right), London



Investment into the improved flood defence along the river Exe also provided enhancements to the Exe Valley Park for people and wildlife



Connected culture

City-wide ambition: Exeter has a diverse and accessible cultural offering connecting our world leading climate science, arts and literature, heritage, learning and innovation.

Large scale development will:

- ➔ Use research and technology to improve development quality to drive investment for sustainability and resilience to climate change in Exeter.
- ➔ Support local economic growth by providing flexible space for creative industries.
- ➔ Create resilient, adaptable, networked communities and successful local centres that support civic pride, express local identity and support learning.
- ➔ Support high quality cultural place-making projects in the public realm and community facilities to achieve exemplary social value and environmental quality, including public art, greening and community facilities.
- ➔ Safeguard, promote access to and reflect creative talent through civic participation in culture and support 'meanwhile uses' whilst sites are being developed.
- ➔ Harness Exeter's rich heritage, to inspire, innovate and celebrate a sense of community identity and pride, cultural creativity and innovation using the city's history and its traditions.



Water front regeneration, incorporating public art and retained historic features, Gloucester Docks



Outdoor cinema, Jubilee Square, Leicester. Image credit, Ian Davis/ LCQPB



Street art creates a memorable feature, and enlivens a blank wall, Whitfield Gardens, London



The Blackpool comedy carpet is a high quality public artwork which reflects local cultural identity and heritage

Next steps

These Liveable Exeter Principles set out what is expected from large-scale, strategic brownfield site developments and infrastructure renewal projects. They will provide a robust starting point for collaboration between developers, stakeholders and Exeter City Council.

The Principles match the policies of the draft Exeter Plan to provide consistency and an interim set of requirements until the Exeter Plan has been adopted. The Liveable Exeter Principles and requirements will be kept under review alongside the Exeter Plan process.







Exeter
City Council



EXETER
LIVE BETTER

LDĀ DESIGN