

# Cranbrook: your town your future your say



## Cranbrook development plan

Issues and options report  
June 2016



Cranbrook Phase 1 from the West (Image credit: Still Imaging)

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Visit the Council at <http://www.eastdevon.gov.uk/>

# Foreword

The idea of creating a new community in East Devon can be traced back to the early 1990's. Although initially the proposals proved controversial, a milestone was reached in 2010 with the granting of outline planning permission for the first 2,900 homes. Building started in June 2011.

The first residents moved in during the Summer of 2012 and progress has continued to be rapid ever since. St. Martin's primary school has grown from fewer than 40 pupils in September 2012 to over 400 just over 3 years later. Devon's newest 'all-through' school, Cranbrook Education Campus, opened in September 2015. Cranbrook's first neighbourhood shops and eagerly anticipated train station followed shortly thereafter.

Key building blocks were put in place early to ensure Cranbrook's community was a close-knit affair. The work of the first Minister for Cranbrook, a dedicated community development worker and the availability of the Younghayes Community Centre were all important factors to help Cranbrook develop as a genuine community from the outset. With over 40 clubs and societies now active in Cranbrook and the Town Council meeting every fortnight there's no doubt that the town has taken the first important steps to fulfil its vision to become a vibrant and attractive place.

Around 3,000 people live in Cranbrook now and the results of the resident surveys indicate that over 90% of people have moved from within Devon – truly a case of local homes for local people. The results also show that a strong community spirit exists.

Looking to the future, East Devon District Council's recently adopted Local Plan anticipates that Cranbrook will quickly grow to a population of around 20,000 people. It will become the second largest town in the district and one of the largest in Devon. The opportunity that now presents itself is an important crossroads for Cranbrook - a chance to refresh the original vision for the town and guide its future growth. Cranbrook is your town. How it will look is down to you. It's time to help shape the development of Cranbrook to 2031.



Cllr. Paul Diviani

Leader of the Council

# HAVE YOUR SAY!!

See something you want changed?

Have ideas for the future?

We cannot stress enough how important it is that you let us know your opinions and ideas. We can make suggestions but we need your input to help us deliver the future for Cranbrook that you want.

There are a few ways that you can get involved:

- Complete the online questionnaire at:

**[eastdevon.gov.uk/cranbrook](http://eastdevon.gov.uk/cranbrook)**

- Come along to one of the meetings or exhibitions in Cranbrook. You can find out when and where these are online at: **[eastdevon.gov.uk/cranbrook](http://eastdevon.gov.uk/cranbrook)**
- Print and fill in the questionnaire that is available online at [eastdevon.gov.uk/cranbrook](http://eastdevon.gov.uk/cranbrook) or write us a letter with your comments. Post it to;

**Cranbrook Consultation  
East Devon District Council  
The Knowle  
Station Road  
Sidmouth EX10 8HL**

...or drop it into the Cranbrook Team, upstairs in the Younghayes Centre in Cranbrook.

- email your comments to **[plancranbrook@eastdevon.gov.uk](mailto:plancranbrook@eastdevon.gov.uk)**

If you need this document in large print or any other formats or would like a paper copy of the questionnaire to be sent to you please call:



**01395 516 551**



**[plancranbrook@eastdevon.gov.uk](mailto:plancranbrook@eastdevon.gov.uk)**

All completed questionnaires and comments must be with us by

**5pm, Monday 25th July 2016**



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## Period of Consultation

Formal consultation on this document will take place for six weeks between:

**13th June  
and 25th  
July 2016.**



**01395 516 551**

**plancranbrook@eastdevon.gov.uk**

East Devon District Council  
The Knowle  
Station Road  
Sidmouth EX10 8PL

### **The Issues and Options Document (THIS DOCUMENT)**

This Issues and Options document describes the issues facing Cranbrook and key objectives for future plans. These will be used for assessing options for how the town grows. A combination of options will steer the development of Cranbrook to 2031 to deliver the requirements of the East Devon Local Plan.

The document provides information to the local community and other stakeholders in Cranbrook about the purpose and background of the plan and invites comments and views on:

- **A draft vision for Cranbrook**
- **The draft objectives of the Plan**
- **The issues being addressed by this Development Plan Document**
- **How different choices affect development**

The document should be read in conjunction with the **Strategic Environmental Assessment (SEA) and Sustainability Appraisal (SA)**, a high level evaluation of options carried out by external consultants to assess possible social, environmental and economic impacts. It can be downloaded at:

**<http://www.eastdevon.gov.uk/cranbrook>**

**Comments are welcomed specifically on the SEA/SA**

**These should be clearly marked as relevant to the SEA/SA document and process and should be sent by email or letter to:**

**SEA/SA Consultation  
Communications  
East Devon District Council  
Knowle  
Station Road  
Sidmouth, EX10 8HL**

or drop it into the Cranbrook Team, upstairs in the Younghayes Centre, Younghayes Road, Cranbrook during normal office hours.

## Understanding Cranbrook

This document uses a wide evidence base, some commissioned specifically to help guide the future development of Cranbrook. It builds on policies contained within the East Devon Local Plan requiring around 7500 new homes at Cranbrook during the plan period and for Cranbrook to develop as a sustainable, vibrant new town. Evidence gathering and a series of workshops and technical meetings held during 2015 have helped develop the Issues and Options. Evidence documents used for this report can be viewed at:

<http://www.eastdevon.gov.uk/cranbrook>

## What Will Happen Next?

This Issues and Options document is being published for consultation with local communities, businesses and other key partners, including developers and landowners. In fact anyone can comment. All comments received during this consultation will be considered by the Council when assessing the Options identified in this report or any other matters raised. We will then undertake further detailed planning work, including further consultation in order to prepare for the final publication plan. This is the plan that will include our precise detailed policies and the justification for them. The Council will publish its responses to comments submitted during the Issues and Options Stage, and indicate how they influence the process of making the Plan.

Formal Plan Publication is the stage at which the plan is made available for comment and all comments received, along with the plan itself and any background documents, are sent to the Planning Inspectorate for Examination. For any consultation work we undertake we will produce a statement setting out how consultation has been undertaken, the feedback we have received and how this has informed the overall plan.

## The Plan Area and Boundary

The boundary of the study area for the Cranbrook DPD covers just over 8.8 square kilometres. Historically the area has been part of four different parishes; Whimble to the east, Rockbeare to the south, Clyst Honiton to the west, and Broadclyst to the north. The 2006 East Devon Local Plan first allocated land for the development of a new town and since 2015 Cranbrook has existed as an administrative area governed by its own Town Council.

# 1 Introduction

## Why this Document is being prepared

**1.1** The development of Cranbrook is already well underway. At the time of writing (May 2016) there are over 1250 new homes supported by two new schools, a new train station and a neighbourhood centre. Work is progressing on delivering the remaining housing within the existing planning permission and discussions about the delivery of the town centre are ongoing.

**1.2** The East Devon Local Plan (2013–2031) calls for around 7850 homes at Cranbrook along with all the services and facilities needed for it to become a ‘modern market town’ with a ‘vibrant day and night-time economy’. The vision for Cranbrook needs to point the way to how that will be achieved, what this will be like, and what this means for people who live there.

**1.3** Outline planning permission was granted for the new town in 2009. This covers the delivery of housing as well as a wide range of other facilities including the town centre. Detailed planning permissions dealing with some reserved matters, conditions and other planning matters have also been received and, in many cases, approved and agreed. Some applications are still pending.

**1.4** Everyone involved recognises the challenge in delivering an attractive town in just a few decades, which is why this document is being prepared. However, all stakeholders share the willingness to meet this challenge, part of which is making decisions and choices.

**1.5** Cranbrook will be an attractive, well designed, healthy and sustainable new town with its own vibrant day and night-time economy. This is required in the Local Plan and although it appears ambitious is no more than can be expected of a town of this size, new or old. It is also essential to achieve this to meet the minimum expectations of residents and create a sustainable town where people want to live, work and play.

**1.6** Cranbrook is the first new town to be built exclusively in the 21st century and this presents both challenges and opportunities. It is already home to around 3000 people who have bought into the ambitions set for this sustainable new town. They all, rightly, have high expectations.

**1.7** The document proposes objectives that will achieve these ambitions and explains the many issues faced trying to achieve them. This Issues and Options document describes some of the options and choices available and asks your opinion about them. Your responses to these options will be used to help shape the final master plan for Cranbrook.



## In this section

- Why this document is being prepared
- What this Development Plan Document (DPD) will do
- How have we got where we are
- How to prepare a DPD

## What this DPD will do

**1.8** Current and future residents and businesses, current and future developers, surrounding communities and developments, local and public bodies and authorities and other stakeholders all need to be confident that what is being delivered is, and will be, what is needed. This includes having a shared understanding of what, where, when and how development will proceed. The need for a shared vision is clear.

**1.9** Developers especially value certainty. They need to know and trust the plan they are delivering. They need to know that if they propose something that delivers this plan that it will be given planning permission without fuss or delay. Because Cranbrook is so big there will inevitably be more than one developer involved. All developers need the certainty that what they build forms part of the same vision and plan for Cranbrook. They need to be confident that all parts work together for mutual benefit and that what they build now will improve their ability to sell in the future.

**1.10** The new community living in Cranbrook must be confident that their new town will meet their needs and expectations where and when necessary.

**1.11** The District Council needs to be certain that it has a robust plan against which to consider proposals put forward by developers. This plan needs to have some flexibility in the way it is delivered but be rigid in maintaining the delivery of the quality and values agreed for the new town.

**1.12** The purpose of this DPD is deliver the certainty, confidence and flexibility needed by all stakeholders.

**1.13** The Cranbrook DPD will build on Local Plan policy. Many cross-boundary issues have been identified and addressed through the Local Plan. Those issues specific to Cranbrook have been included in this document.

## The DPD will:

**1.14** Establish a shared vision for the growth of Cranbrook

**1.15** Set a range of objectives to deliver this vision

**1.16** Act as a prospectus promoting the town to attract resources into Cranbrook

**1.17** Consider all the options available with preferred options selected after a thorough assessment against objectives through consultation, technical appraisal and Sustainability Appraisal;

**1.18** Ensure the ambitions of the document and relevant Local Plan policy are fully deliverable

**1.19** Provide land-use proposals and policies to guide development

**1.20** Guide planning for Cranbrook's development and land allocation, for all related strategies, plans and programmes, in the short, medium and longer terms;

**1.21** Be subject to monitoring and review in line with future policy amendment or other actions to ensure the delivery of the vision and objectives

## How we have got to where we are

**1.22** The first stages of developing this DPD have involved significant amounts of public and stakeholder engagement with numerous meetings, workshops and other events. This has included meeting with Devon County Council, Neighbouring Authorities, Statutory Consultees, development partners, communities, parish and town councils and other stakeholders.

**1.23** Our work included identification of cross-boundary issues, which have been fed into the plan. The issue identified included transportation, particularly motorway junction capacity and accessibility by rail, the train station, retail competition and the catchments for leisure facilities.

**1.24** We also sought views on what matters or issues the Cranbrook Plan should include - see;

<http://eastdevon.gov.uk/planning/planning-policy/emerging-plans/the-cranbrook-plan-development-plan-document-2015/comments-on-initial-cranbrook-plan-dpd-consultation/#article-content>



### Sustainability Appraisal

Planning documents have an independent **Sustainability Appraisal (SA)** to ensure the environmental, social and economic effects of the plan are considered. Where appropriate a summary of the SA findings are included in this document. The full SA document can be viewed at <http://www.eastdevon.gov.uk/cranbrook> and the deposit locations listed in the Foreword.



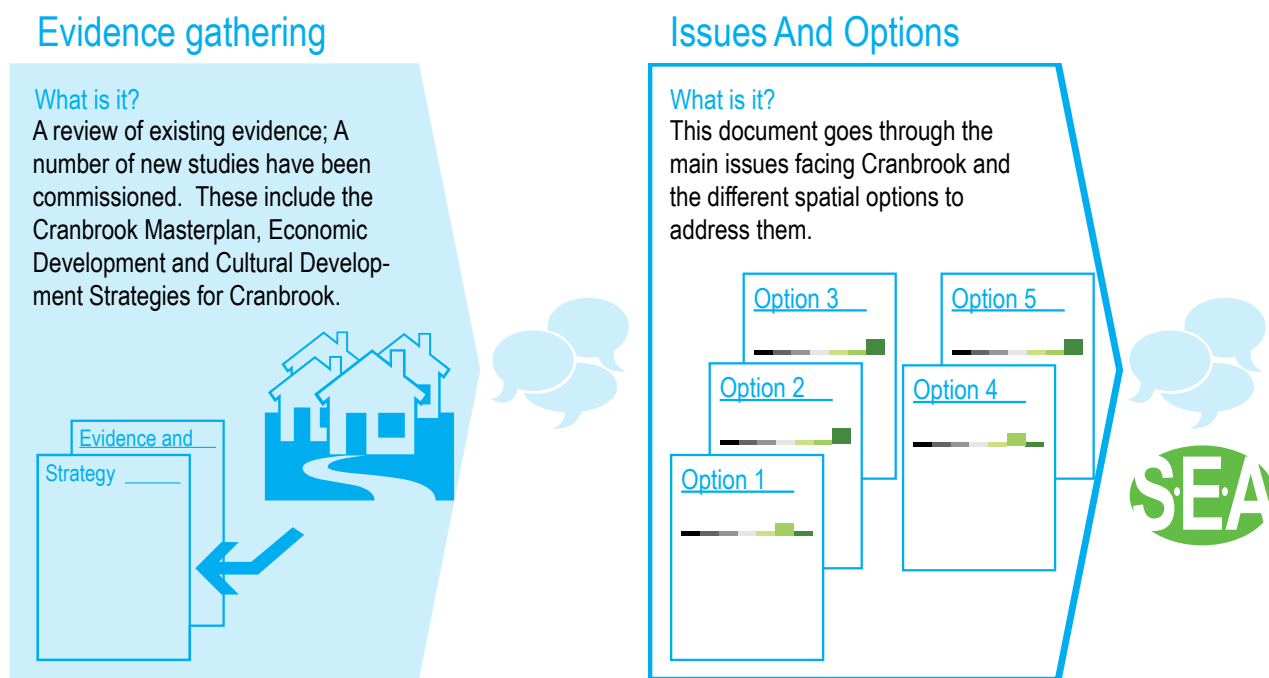
### Consultation

Anyone can comment on the plan and the Council will specifically consult with local communities and businesses as well as relevant organisations. The Local Plan was adopted in January 2016. Along with National Guidance this sets the wider policy context for the development at Cranbrook.

We have also undertaken or commissioned work looking at particular issues for Cranbrook. This includes the production of an Economic Development Strategy, Masterplan and Cultural Development Strategy. In addition other evidence gathering exercises have been undertaken including Design Council (Cabe) led workshops considering the town centre and the wider design, development and expansion of the town.

The next stage of this document is to prepare a preferred approach to development at Cranbrook which has been informed by the results of this consultation and any additional evidence available while it is being drafted.

**Figure 1.** The steps to prepare a Development Plan Document (DPD)





## Publication Plan

**What is it?**

The Council will prepare a Publication Plan taking into account comments on the Issues and Options report and feedback from other engagement and research. The Publication Plan will be made available for people to comment on. The publication period is the opportunity for those dissatisfied (or satisfied) with the plan to make formal representations to the

Publication  
Plan

inspector about its soundness.



## Examination and Adoption

The Publication Plan and the evidence behind it is submitted to the Government for independent Examination alongside representations made at plan publication.

The Plan will be examined by a Government appointed Independent Inspector who will issue a report saying what changes, if any, are needed to make the Plan "Sound". Further consultation may be necessary.

### Adoption

The Council will formally adopt the Plan. The document will now carry full statutory weight in the planning decision making process.



# The Policy Context

## National policy and wider context

**1.25** The National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG) have significantly reduced the amount of planning policy and guidance with the focus for Government being to increase the rate at which housing and economic development is delivered.

**1.26** A guiding principle of both the NPPF and NPPG is the 'presumption in favour of sustainable development'. Sustainable development means building a strong, responsive and competitive economy; supporting strong vibrant and healthy communities and protecting our natural, built and historic environment. Only by addressing these economic, social and environmental roles of sustainable development will Cranbrook be a truly sustainable town.

**1.27** Since it was first proposed in regional and local policy, Cranbrook has been conceived as a sustainable new town. The NPPF points out the importance of balancing economic, environmental and social interests to achieve sustainable development including making it easier to create jobs, achieving net gains for nature, improving design and making a wider choice of high quality homes.

**1.28** Outline planning permission for a new town at Cranbrook including 2900 new homes was given in October 2009. In 2014 full planning permission was given for an additional 587 homes within the boundaries of the outline permission. Construction of the new town started in 2011 and there are now over 1250 homes, two schools, a new train station, a district centre and the UK's largest new district heating system. Planning permission to expand Cranbrook to a total of nearly 8000 homes is now being sought.

**1.29** Since starting development Cranbrook has been recognised for what it has done in helping deliver the ambitions held at national and local level for the delivery of houses. A large number of new homes have been delivered during a significant downturn in the economic cycle helped

by investment from both the public and private sectors.

**1.30** Cranbrook is one of ten places nationally designated as a Healthy New Town development by NHS England. This gives it access to assistance to enable development at the new town to test and demonstrate ways to achieve excellent health and wellbeing outcomes in its community.

**1.31** The Heart of the South West Local Enterprise Partnership has included Cranbrook within its proposed Enterprise Zone. This will make it easier for businesses to get started in Cranbrook and help stimulate its economy.

## East Devon Local Plan 2013 - 2031

**1.32** The East Devon Local Plan was formally adopted in January 2016. It maintains an established strategy of delivering new homes alongside new jobs. In the West End of the District the Sky Park, Science Park and Distribution Centre are expected to support the creation of over 10,000 new jobs over the Local Plan period alongside 10,000 new homes. Our Vision for the West End is:

**"Securing the highest quality of mixed use large scale development to complement the role of the City of Exeter and serve and provide for the rest of East Devon. A series of inter-related developments in a high quality environmental setting will be at the forefront of sustainable design and development securing high quality new homes and jobs with associated recreation, educational and cultural facilities linked by modern and efficient transportation and electronic media facilities."**

**1.33** Strategy 12 provides the overarching agenda for the development of Cranbrook and the requirement to develop it as a modern, self-contained market town of nearly 8,000 homes between now and 2031.

**1.34** Figure 2 shows the West End of East Devon and the location Cranbrook has within this larger

growth area. Strategy 12 and the most relevant other strategies and policies for Cranbrook are summarised in the appendices.

## Neighbourhood Plans

**1.35** The parishes of Broadclyst, Rockbeare and Whimble were responsible for parts of the land that now make up Cranbrook. In 2014 Cranbrook town council was established and the boundary reflects the outline permission granted in 2009. This may need to be reviewed as Cranbrook develops in the future.

**1.36** A number of Neighbourhood Plans are being prepared by the communities around Cranbrook. The District Council is working with these communities to ensure that they develop plans for their future that build on the opportunity presented by Cranbrook.

**1.37** Neighbourhood plans are currently being prepared by Rockbeare, Broadclyst, Whimble and Clyst Honiton parish councils. The relationship between the neighbourhood plans, the Local Plan and this DPD is one of the issues considered by this document.



### Summary of Local Plan Strategy 12:

- Cranbrook will be a self-contained town that serves its local area with a vibrant day and night-time economy
- The Local Plan allocates land for 6300 new homes at Cranbrook
- An additional 1550 new homes will be provided on land within the boundary used within the masterplan. This will be on land not currently allocated in the Local Plan and also outside the neighbourhood planning areas of Clyst Honiton, Broadclyst and Rockbeare
- There will be 18.4 hectares of employment land throughout the town
- Cranbrook will have a full range of social, leisure, health, community and education facilities to meet the needs of its residents
- Cranbrook will sit comfortably in its landscape with high quality open spaces, including those for nature conservation.







Strategy 12 also precludes (does not allow for) the future expansion of Cranbrook in to the designated Neighbourhood Plan areas of Rockbeare, Broadclyst and Clyst Honiton.

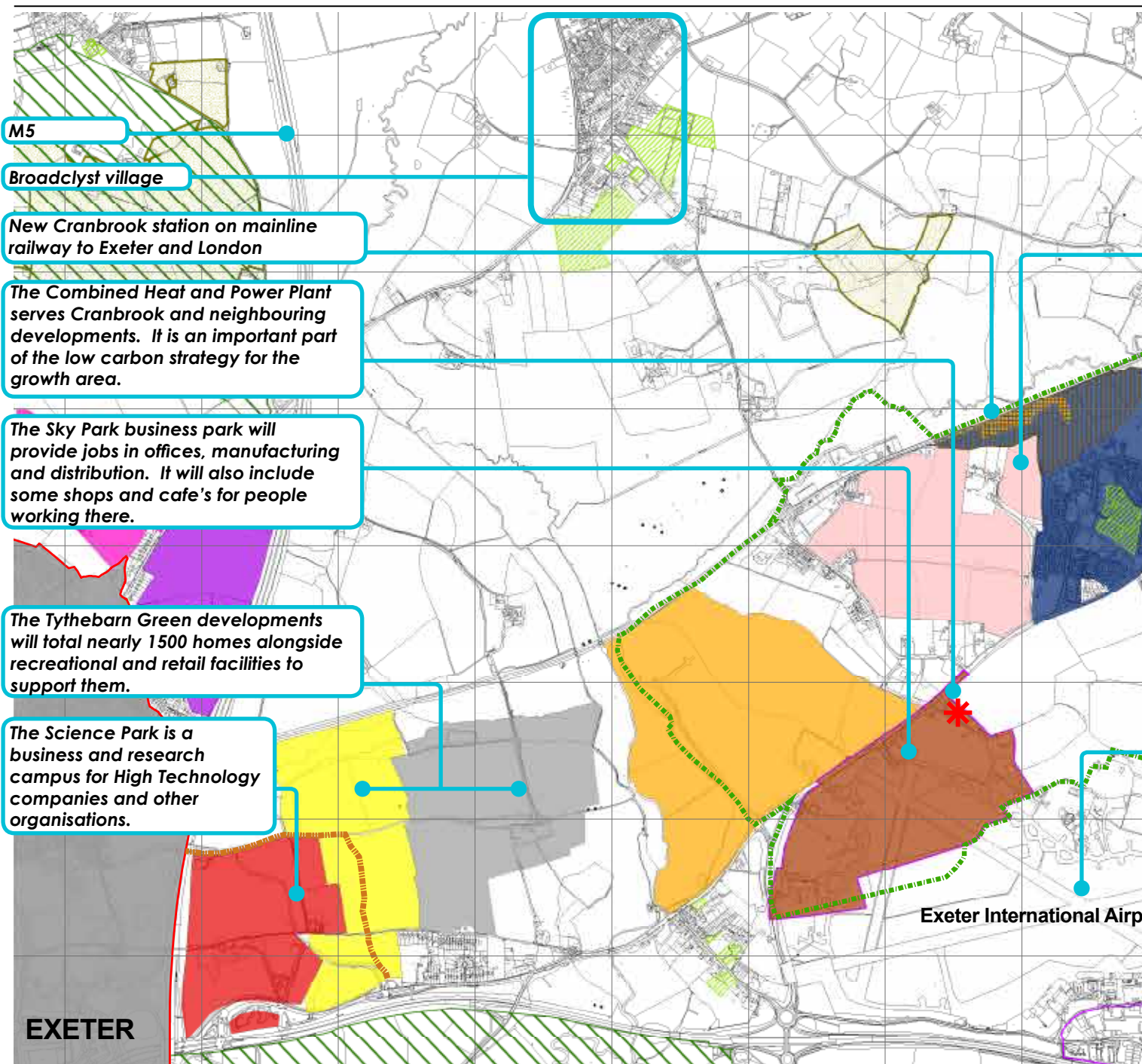
**Figure 2. West end development****Local Plan Policies**

-  Cranbrook Plan Area (Strategy 12)
-  Employment Allocation (Strategy 18)
-  Green Wedge (Strategy 8)
-  Proposed Clyst Valley Regional Park (Strategy 10)
-  Cranbrook Phase 1 (Strategy 9, 12)
-  Cranbrook Expansion Areas (Strategy 9, 12)
-  Old Park Farm (Strategy 9, 14)
-  Pinncourt Farm (Strategy 9, 14)
-  North of Blackhorse (Strategy 9, 13)
-  Mosshayne (Strategy 9, 13)
-  Skypark (Strategy 9)

-  Science Park (Strategy 9)
-  Intermodal Interchange (Strategy 9, 15)

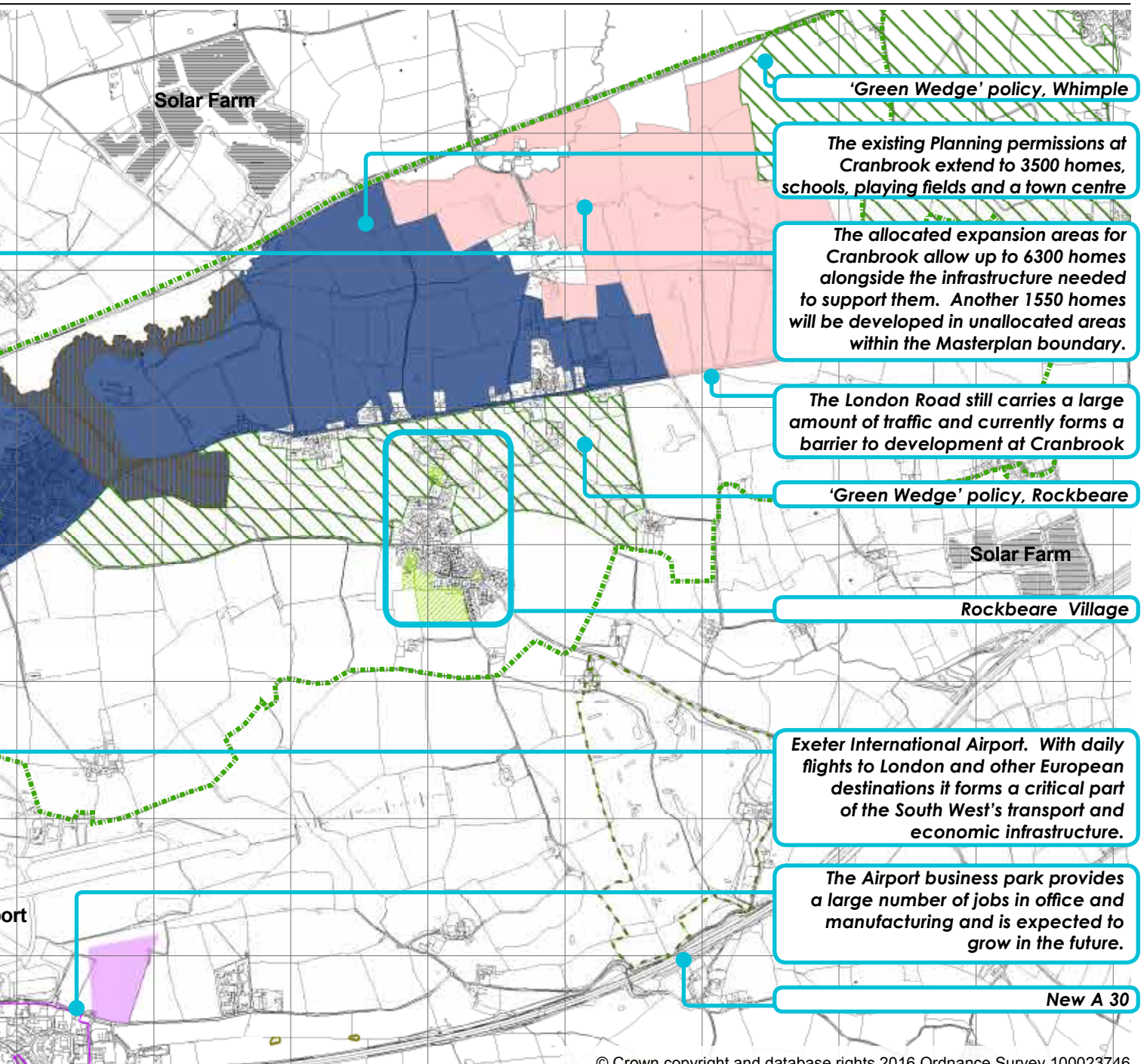
**For Information**

-  Proposed Tithebarn Green Road
-  Boundary Existing and Proposed Employment Area
-  Conservation Area
-  Recreation Areas, Allotments, Accessible Open Space
-  Floodzone 2
-  Cranbrook Train Station





-  Cranbrook Country Park
-  County Wildlife Sites
-  Historic Park or Garden
-  Combined Heat and Power Plant
-  East Devon District Council Boundary
-  Outside Plan Area



# 2

## Background and Evidence

### Introduction

**2.1** Getting to this point in developing this Development Plan Document has involved drawing on a wide range of existing evidence and information. Although Cranbrook is a new development the idea, and evidence to support the idea, of a sustainable new town in this location has a long history. There is an archive of information that has been used to justify this development including information prepared for the Devon Structure Plans of 1995-2011 and 2001-2016, and the draft Regional Spatial Strategy. Although this evidence is dated it provides a useful context to the history of the policy development in relation to Cranbrook.

**2.2** New evidence has been commissioned to help draft this document including the Economic Development Strategy and Cultural Development Strategy. These have helped further refine and, where relevant, quantify what is needed to make Cranbrook the sustainable, vibrant new town that policy has always envisaged.

**2.3** These documents have been prepared with extensive engagement with the community and other stakeholders to ensure a deep understanding of the issues involved. This engagement was also designed to raise awareness of the issues facing the community and generate support for recommended outcomes.

## In this section

- Cranbrook Economic Development Strategy
- Cranbrook Cultural Development Strategy
- Airport Noise Study 2016
- Cranbrook Sports and Leisure Study 2015
- Cranbrook Health and Wellbeing Strategy
- Technical Groups and Workshops

## Cranbrook Economic Development Strategy

**2.4** The Economic Development Strategy for Cranbrook was produced during 2015 in parallel with a similar document for the Cranbrook community, the Our Place Plan. The production of these documents included significant community involvement enabling the consultants to gauge both what the community wanted and needed, and what they were prepared to support.

**2.5** The Economic Development Strategy (EDS) suggests that the most effective way to build a strong economy and community in Cranbrook is for the town to develop as a 'Small Enterprise Town'. To do so the town's economy would grow and develop in parallel with that of the community, with small businesses and start-ups being encouraged and supported within the town. It is therefore critical to the town's economic success that suitable spaces and premises are provided in terms of both locations and numbers. This will mean that businesses are free to develop where they are most likely to succeed and provide benefit to the community.

**2.6** The Executive Summary of the Economic Development Strategy can be found in the appendices to this document.



**Figure 3.** The Cranbrook community was engaged throughout the development of both the Economic and Cultural Development strategies. Events like this workshop provided valuable information on the preferences of the community for the way in which the town develops.

## Cultural Development Strategy

**2.7** The Cultural Development Strategy will be finalised in June 2016. Information about what Cranbrook will need for a strong culture and community to develop in the town forms an important part of the evidence for the masterplan and this Development Plan Document to ensure good health and wellbeing outcomes.

**2.8** Again, preparing this strategy has involved the community to both find what cultural activity and history is already taking place in Cranbrook, and also to find what the current community feels is necessary to allow culture to develop and flourish in Cranbrook.

## Airport Noise Study 2016

**2.9** This document is different from the others as it concentrates on a single technical issue.

**2.10** Exeter International Airport is a major asset to the South West but Airport operations are understandably noisy. Although not an issue in existing parts of Cranbrook, as Cranbrook grows some future new areas closer to the airport could be affected.

**2.11** This study looks at the noise levels across those areas to understand what sort of development would be appropriate within them. It also provides evidence and guidance on how and where the Council should place limits to noise sensitive development in areas subject to Airport noise.

**2.12** The impact of ground noise from the Airport can be mitigated, but this is less easy for noise from aircraft take-offs and landings. How a balance is to be struck between noise levels, acceptable mitigation measures and the need for housing will be subject to further work once the results of this consultation are taken into account.



### Cranbrook Sports and Leisure study 2015

**2.13** This is an in-house evidence paper taking available advice and guidance for the provision of sports, leisure and open space facilities for existing long established towns and communities and applied them to Cranbrook. The document clearly sets out the sports, open space and leisure needs that a community the size of Cranbrook will have. It also includes recommendations for delivery.

**2.14** One of the main conclusions of the document is that Cranbrook should have two main 'sports hubs' that provide facilities for a range of different sports. This enables different sports to share facilities, increasing viability and enabling additional community benefits, such as social space.

### Cranbrook Health and Wellbeing Strategy

**2.15** The Health and Wellbeing Strategy for Cranbrook is being prepared by the Public Health team at Devon County Council alongside the NHS Clinical Commissioning Group (CCG). The strategy will be produced in 2016.

**2.16** The Health and Wellbeing strategy looks at the wider determinants of ill-health, as identified in 'Fair Society Healthy Lives', the 2010 Marmot Review into health inequalities. It will aim to provide a framework to help ensure that Cranbrook provides an environment that enables good, equal health outcomes for all its residents.

**2.17** The strategy will work alongside the national Healthy New Towns program to guide the design and delivery of Cranbrook.

### Technical Groups and Workshops

**2.18** Technical groups and workshops have formed an integral part of the evidence gathering process.

**2.19** The technical meetings addressed topics relevant to Cranbrook and were discussed by professionals and stakeholders. The issues discussed were:

- Housing and design
- Energy and Climate Change
- Landscape and biodiversity
- Transport
- Education, culture and community
- Health and wellbeing

**2.20** The discussion within these groups focussed on two things. Firstly, what opportunities or challenges Cranbrook faces both now and in the future. Secondly, what can be done to capitalise on opportunities and address potential issues. The outcomes of these meetings were used to inform the agenda of the workshops that followed.

**2.21** A number of workshops were held as part of the initial masterplanning process. These included a series of presentations explaining some of the issues and options for Cranbrook. Workshop participants visited the areas of land where Cranbrook could grow to understand what each area was like and the associated opportunities and constraints in each of them.

**2.22** Workshop participants were then split into different groups. Each group was asked to produce a plan showing how the town could grow to contain the necessary number of homes and other uses to make a town.

**2.23** All but one of these plans conformed with the established development pattern of Cranbrook.

# 3

## Vision

### Introduction

**3.1** People are excited by Cranbrook because they want to know what it means to be in a ‘Sustainable New Town’. Looking and feeling like any other new development is not enough.

**3.2** This is what the vision is for. It provides direction for the new town and helps to describe the way forward. The vision says how Cranbrook will develop in a way that sets it apart, what will inspire people and draw them to the town to help make it their own.

**3.3** The vision is not optional or just nice to have. It is a critical part of what will enable the town to develop properly. Without it there is nothing to go on and no direction.

**3.4** The Vision leads and gives us a shared goal.

**3.5** The original planning application for Cranbrook included a series of eight vision statements within a Strategic Design Guide to help direct design and development in Cranbrook. The context has changed since they were written and it is helpful to review them in light of what has been achieved and learnt from the development so far.

**3.6** One of the outcomes from the workshops was a wish to move from a vision of Cranbrook being ‘of Devon’ to being ‘of Cranbrook’ and ‘of our time’ to enable the new town to define its own identity.

**3.7** Cranbrook needs to thrive within the rapid social, cultural and technological changes that we are currently witnessing and to which development must respond. Cranbrook will need to be able to grow and develop in a way that makes it a town that will last for the long term and this Vision must reflect that need.

# A Vision

## For Cranbrook

**3.8 What is it like to live in a healthy, happy town?**

**3.9** It is where you are able to socialise and know your neighbours, have ready access to a rewarding career on your doorstep, enjoy good health and feel safe. Where you know your children have an excellent education within their community and it is safe to play outside on streets and in open spaces, free to engage with the world around them and exercise their curiosity to explore and create adventure.

**3.10** It is where the best and most efficient technology puts information at your fingertips and makes your life in Cranbrook easier. Where a journey from your door, through your town can take you into pristine countryside or to a world leading Science Park depending on which way you turn. A ten minute journey on public transport takes you to the City Centre of Exeter or a flight to a summer holiday.

**3.11** You and your children walk without fear of traffic but car use is not hindered. When you travel down your street to work you meet and chat with your neighbours along the way. Spaces along streets are welcoming, inviting you to pause on your journey.

**3.12** When you want or need to buy something the town centre is the first place you look. It is exciting to visit with shops, bars, galleries and everything else you would expect. It's like a normal town centre but better.

**3.13** Why? Your town is enterprising and has helped people start and grow their own businesses. This has helped to create the wide range of shops, businesses, restaurants and cafe's. The businesses are those of your friends and neighbours. It's where you pop out for milk, for screws you need for your new shelves, for the best coffee and cake. Where you can play a game of 5-a-side football and catch a play after or celebrate a birthday.

**3.14** This is your home, Cranbrook. The town you helped make.

Got Comments and Answers?

See **Question 4** in the  
QUESTIONNAIRE



# 4 Objectives

## Introduction

### What are objectives?

**4.1** Objectives are what need to happen to turn a Vision into reality. The objectives for Cranbrook need to be ambitious but realistic, taking advantage of available opportunities and tackling known issues. They need to reinforce each other and be measurable to create a robust and accountable framework.

**4.2** The objectives of the Cranbrook DPD provide something against which to test proposals and future planning applications. They have been informed by evidence and best practice, national and local policy, discussion within technical groups and input from other stakeholders.

### How will the objectives help with options?

**4.3** Options within this document will be tested against the objectives to see to what extent they contribute towards meeting the identified objectives. Different options are likely to contribute more to some objectives than others.

**4.4** Any options considered must be realistic and feasible and deliver the Vision for Cranbrook.

## In this section

- a. Health and wellbeing
- b. Culture, sport and community
- c. Economy and enterprise
- d. Energy and climate change
- e. Transport
- f. Landscape and biodiversity
- g. Design and housing
- h. Delivery and flexibility

**Got Comments and Answers?**

**See Questions 5 to 7 in the  
QUESTIONNAIRE**



## a. Health and wellbeing



### Objectives

- 4.a.1** Health and wellbeing is integrated into all parts of the town
- 4.a.2** A balanced, active community with the best health and wellbeing outcomes in the UK
- 4.a.3** A town that, is designed to help prevent long-term health conditions such as obesity and depression from developing
- 4.a.4** From the start new technology helps health and wellbeing services work together to provide the most effective services
- 4.a.5** The best outdoor environment for everyone, including the young and vulnerable

### Background

**4.a.6** As a 'Healthy New Town' pilot Cranbrook should be designed to encourage healthy, enjoyable lifestyles and foster a population with good social relations and the highest level of happiness and health.

**4.a.7** Health and wellbeing is dependent on every aspect of life, from job satisfaction to relationships, to diet and level of activity or access to green space<sup>1</sup> making health and wellbeing outcomes the lead indicators of success as all other objectives must be met to deliver them.

**4.a.8** Wellbeing measures people's contentment with life and is a good indicator of wider health outcomes as people's happiness affects their health. People's ability to direct their own lives and be a part of a community is particularly important.

**4.a.9** The physical environment has a major effect on how people live their lives, either helping or hindering a healthy, enjoyable life.

<sup>1</sup> Marmot M. (2010). Fair Society, Healthy Lives: Strategic review of health inequalities in England, UCL, London.



## b. Culture, sport and community



### Objectives

**4.b.1 A supportive, balanced, diverse community with community, sport and cultural facilities for everyone**

**4.b.2 Strong cultural and community activity that brings the community together and brings those from neighbouring communities into the town**

**4.b.3 A range of flexible community buildings and spaces that enable the community to interact as and when they wish**

**4.b.4 A town that supports and encourages local creative projects**

**4.b.5 Schools that are at the heart of the community**

**4.b.6 Sports activities are accessible to all, part of the fabric and community of Cranbrook**

### Background

**4.b.7** A strong, happy, inclusive community is essential for good health and wellbeing and needs a shared local culture to develop<sup>1</sup>. Cultural activity also increases the value of housing and attracts economic activity<sup>2</sup>.

**4.b.8** Cranbrook needs the cultural activity and space expected of a town of 20,000 people but could go further. Communities need both formal and informal spaces for people to come together and develop a shared identity and culture. Opportunities for volunteering enables people of all ages and abilities to contribute to their community.

**4.b.9** Innovation and stakeholder cooperation are required to plan and deliver these services and develop and support a healthy, happy community.

**4.b.10** A community needs a balance of all ages and backgrounds for social cohesion<sup>3</sup>. A good mix of attractive, well designed homes and surroundings, good schools and a strong community are important factors when choosing a place to live. A balanced, healthy, happy community reflects a well designed town.

<sup>1</sup> TCPA (2013) Culture and sport planning toolkit. Town and Country Planning Association

<sup>2</sup> CEBR (2013) The contribution of the arts and culture to the national economy. Centre for Economics and Business Research

<sup>3</sup> DCLG (2006) Transferable Lessons from the New Towns

## c. Economy and Enterprise



### Objectives

- 4.c.1** Cranbrook secures its identity as a small enterprise town with a successful business community, recognised for identifying new business opportunities
- 4.c.2** Cranbrook residents are encouraged to start their own small businesses within the town and are given help to grow them
- 4.c.3** External businesses are attracted to Cranbrook because it is a thriving and vibrant town
- 4.c.4** All residents can access excellent education to develop the skills they need to fulfil their ambitions
- 4.c.5** Vibrant town and neighbourhood centres which are busy and successful both in the day and evening

### Background

**4.c.6** A strong local economy is vital for a strong community<sup>1</sup>. Good, satisfying jobs are important for people to lead healthy, happy lives.

**4.c.7** The economic development strategy for Cranbrook recommends that it become a 'Small Enterprise Town', encouraging and supporting start-ups and enterprise to create a strong economy from within the community. This will help create a diverse, creative, resilient economy, able to evolve and create a unique economic identity for Cranbrook that is part of its attraction.

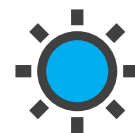
**4.c.8** Cranbrook can play a major role in the region's economy with the opportunity to meet the demand for small business space that cannot be provided elsewhere. Cranbrook is included in a proposed Enterprise Zone, recognising its potential to play a complimentary role to other business developments.

**4.c.9** Unlike most towns that have developed slowly over time Cranbrook must develop its economy and economic identity relatively quickly. Cranbrook needs to deliver the jobs and services expected of a mid-sized town.

**4.c.10** Flexibility of land-use and buildings is critical to success so that the town's economy can adapt and evolve to changing need. There is significant demand for business space from within the community itself. Meeting this would help create a unique town centre and vibrant town economy.

<sup>1</sup> DCLG (2006)

## d. Energy and Climate Change



### Objectives

**4.d.1 Reduce the amount of harmful greenhouse gases Cranbrook sends into the atmosphere by being more energy efficient and making greater use of renewable energy**

**4.d.2 Be fully informed and prepared for the effects and impact of climate change**

**4.d.3 Encourage residents to minimise their carbon footprint by using public transport, walking and cycling and reducing the energy they use**

**4.d.4 To encourage the purchasing of local goods and materials by residents and the developers and ensure that waste is recycled wherever possible**

### Background

**4.d.5** Cranbrook already has a combined heat and power system that provides all hot water and space heating to the town and the Sky Park as well as generating electricity. However, Cranbrook has the potential to do more in terms of fabric efficiency<sup>1</sup> of buildings and renewable energy. Cranbrook can be designed to resolve the apparently tensions between making buildings efficient, good design and affordability.

**4.d.6** Cranbrook could increase its efficiency and reduce greenhouse gas emissions further if housing layouts were optimised for active or passive solar energy, for example, or more jobs and services were provided within the town to reduce the need to travel. This could reduce climate change potential, increase resilience and improve the prosperity of the town.

**4.d.7** The effects of climate change are already being felt. Measures to offset the effects of climate change often create more pleasant urban environments. Storm run-off is a critical part of the national flood strategy and measures such as a good urban tree canopy reduce summer heat levels, slow storm run-off as well and make places more attractive.

**4.d.8** Climate change has been identified as one of the greatest risks to people's health and wellbeing. Mitigating the impacts of climate change and ensuring resilience is therefore a critical design challenge for Cranbrook.

<sup>1</sup> Fabric efficiency is the efficiency of the building itself. Homes in Cranbrook are built to Building Regulations standards, however higher standards of energy efficiency could be achieved.

## e. Transport



### Objectives

**4.e.1** An integrated, coordinated transport system enabling people to move easily within Cranbrook and to its neighbours and beyond

**4.e.2** Have as many public transport routes and services as possible and make walking and cycling around the town as easy as possible

**4.e.3** Reduce car use by making public transport, walking and cycling attractive alternatives

**4.e.4** Be ready for future developments in transport technology

### Background

**4.e.5** The transport strategy to support the development of Cranbrook has already led to the delivery of major infrastructure improvements including the Clyst Honiton By-pass and improvements to Junction 29 of the M5. But the road network will reach capacity before Cranbrook is complete and it will be challenging to provide further highways improvement.

**4.e.6** A successful transport strategy for Cranbrook hinges on reducing car use by reducing the need to travel by providing jobs and services in Cranbrook itself, having excellent digital connectivity and excellent sustainable transport options where travel is needed.

**4.e.7** Walking or cycling forms an integral part of a good transport strategy as well as being part of a healthy lifestyle. Reducing the number and speed of motor vehicles in towns increases the ability of people to socialise, reduces risks of accidents and the levels of pollution.

**4.e.8** Trends in transport technology mean we can expect significant numbers of electric vehicles and a shift to greater automation. This will have profound implications for the way people live their lives and how transport in towns will operate<sup>1</sup>. Cranbrook needs to be prepared for this through forward thinking and flexible design.

<sup>1</sup> Alix Partners (2015) A Complex Road Map to the Car of the Future

## f. Landscape and biodiversity



### Objectives

**4.f.1** Cranbrook has high quality accessible natural green spaces

**4.f.2** Green spaces and landscape features within and around Cranbrook are linked and have a variety of functions, making sure that they as valuable as possible to the community and wildlife

**4.f.3** Buildings and open spaces include nesting boxes and other features to create wildlife habitats that the community can also enjoy

**4.f.4** Features such as ponds and ditches are used to collect storm water and designed so that they help to create attractive streets and open spaces

### Background

**4.f.5** Cranbrook is located within a high quality landscape and provides residents with an excellent environment in which to live. There is a lot of evidence for the importance of good quality and accessible green open spaces and bio-diversity to peoples health and wellbeing. By making green infrastructure an integral part of Cranbrook's design at all scales, from buildings to the way it becomes part of the landscape, the new town can maximise the benefits to its residents.

**4.f.6** Suitable Alternative Natural Green Space (SANGS) will meet the needs of Cranbrook residents to access areas of open, natural green space on their doorstep so they do not have to visit sensitive habitat sites to experience somewhere beautiful, natural and tranquil. SANGS must be provided before homes are occupied to protect European Wildlife Sites from disturbance and damage from overuse.

**4.f.7** Through good design Cranbrook can have a positive effect on the natural environment. It can turn environmental constraints such as storm-water into opportunities, offset the effects of climate change, provide more, and better, habitats for both people and wildlife.

## g. Design and housing



### Objectives

- 4.g.1 Buildings and spaces are well designed to make an attractive, thriving town**
- 4.g.2 A wide range of homes are available to rent and buy**
- 4.g.3 Streets are social spaces, connecting people, not just places**
- 4.g.4 Spaces and buildings are designed to encourage people to talk to one another, allow people to trade goods and services and can easily be changed to meet the changing needs of the community**
- 4.g.5 Spaces and buildings are designed to prevent crime and anti-social behaviour without the need for visible security**

### Background

**4.g.6** Good, distinctive, design is not something that is just ‘nice to have’ it is essential to the proper functioning of a place. Design is not just about aesthetics but also about how well somewhere functions for people and retains value. Good design makes places recognisable, fosters community pride and increases the chances of places being well loved and maintained.

**4.g.7** Good design is not always achieved in new developments. However, well designed examples have enabled developers to maintain profitability through economic cycles and home owners have seen values increase faster than in surrounding areas.

**4.g.8** Every part of Cranbrook, from the large-scale to the small must be designed so that as the town progresses people’s lives are inevitably healthier and happier.



## h. Delivery and flexibility



### Objectives

**4.h.1** Cranbrook's delivery will be supported by a clear policy framework in the Local Plan, Cranbrook DPD and Neighbourhood Plans that provide clarity and certainty to developers, communities and other stakeholders

**4.h.2** Development at Cranbrook recognises change over time and allows flexibility of use and provides opportunity and space for emerging needs of the community

**4.h.3** Cranbrook will develop as a sustainable new town, phased to ensure the community's needs can be met both during development and long into the future.

### Background

**4.h.1** Cranbrook is the most important development taking place in East Devon. It must provide the homes, jobs, services and all the other benefits that come from a town and thriving community.

**4.h.2** Good governance is intrinsic to successful delivery of good development. It provides all stakeholders with a consistent framework to which to refer and ensure that the ambitions held for Cranbrook are delivered. Self determination of the community and its members is an intrinsic factor in achieving good health and wellbeing.

**4.h.3** Flexibility will enable Cranbrook to adapt to and provide for changing and emerging needs. Without flexibility there is a risk that the community will not be able to satisfy its needs or realise its identity.

**4.h.4** Enabling flexibility within a planning framework is a challenge that makes good governance and a robust process for delivering this crucial.

# 5 Issues

## Introduction

### What are Issues?

**5.1** Delivering a healthy new town at Cranbrook raises a number of different, but connected, issues. These are issues that we are trying to resolve by delivering Cranbrook and are contained within the objectives and the Vision. There are also issues that may stand in the way of achieving the objectives and vision for Cranbrook. The issues that we have identified are explained in this section.

### How will the issues help us find the right option?

**5.2** The evidence, workshops, technical groups and other stakeholder engagement to date has helped to draw out the various issues that need to be addressed in the Cranbrook DPD. This work has also identified issues that affect the design and delivery of Cranbrook that can be either constraints or opportunities.

**5.3** This consultation seeks your views on the relative importance of these issues, how we might resolve them, and whether there are any other issues that you think need to be addressed. It also sets out the land-use constraints and opportunities and seeks comments on these where there are choices to be made.

**5.4** This section considers the issues affecting Cranbrook individually. It needs to be recognised that these issues interrelate and that these interrelationships are what inform the options that come in the next part of this document.

**5.5** There are a number of constraints to the growth of Cranbrook that could limit the number of homes that can be built as well as where they can be built. Some of the constraints are inflexible and others depend on what compromises are made. In some cases there are opportunities to mitigate or improve development to overcome constraints.

## In this section

- Constraints and opportunities plan
- The Issues
  - a. Health and wellbeing
  - b. Culture, sport and community
  - c. Economy and enterprise
  - d. Energy and climate change
  - e. Transport
  - f. Landscape and biodiversity
  - g. Design and housing
  - h. Delivery and flexibility












**Got Comments and Answers?**

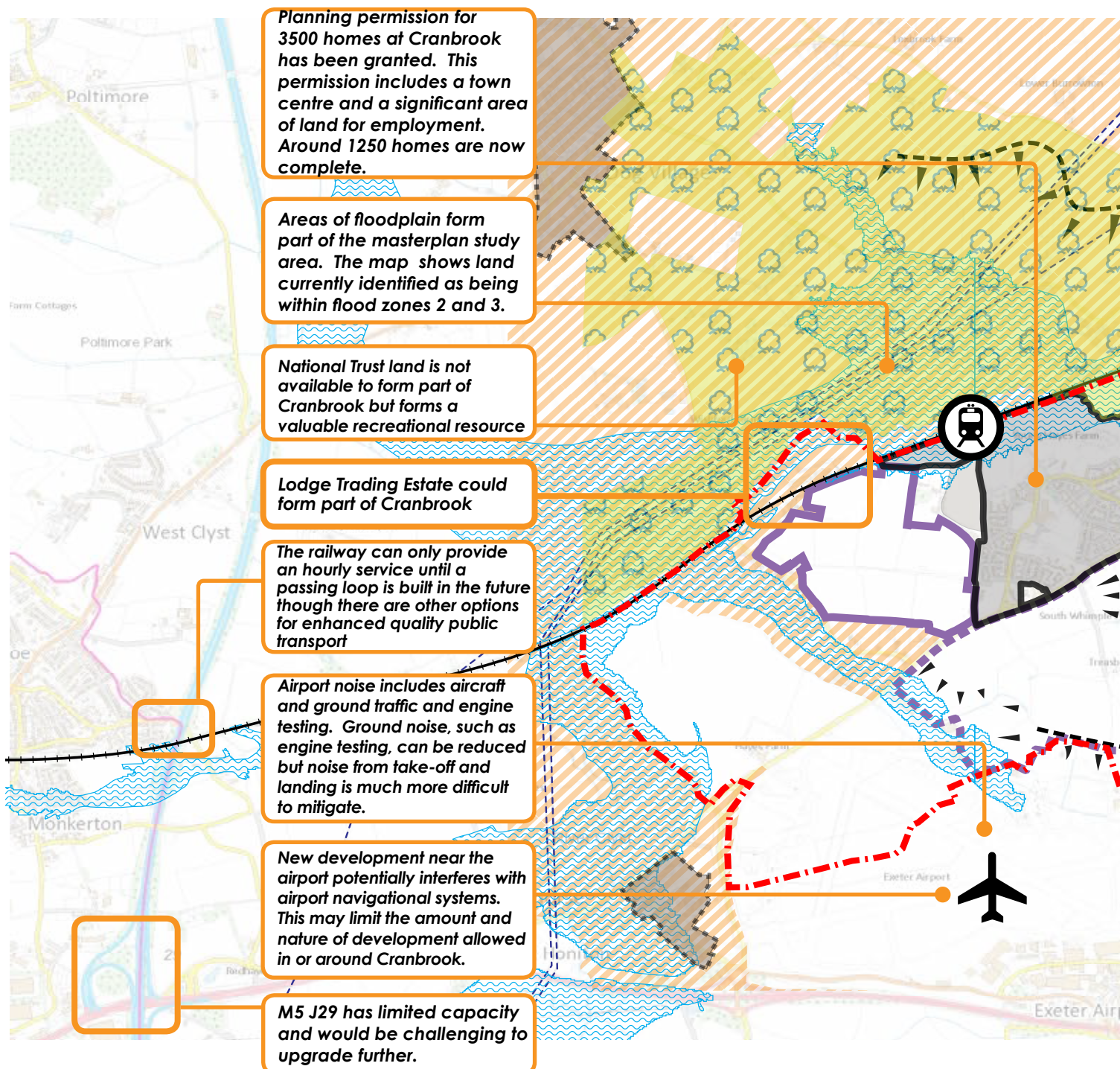
**See Questions 8 to 44 in the  
QUESTIONNAIRE**



## Figure 4. Constraints and opportunities plan

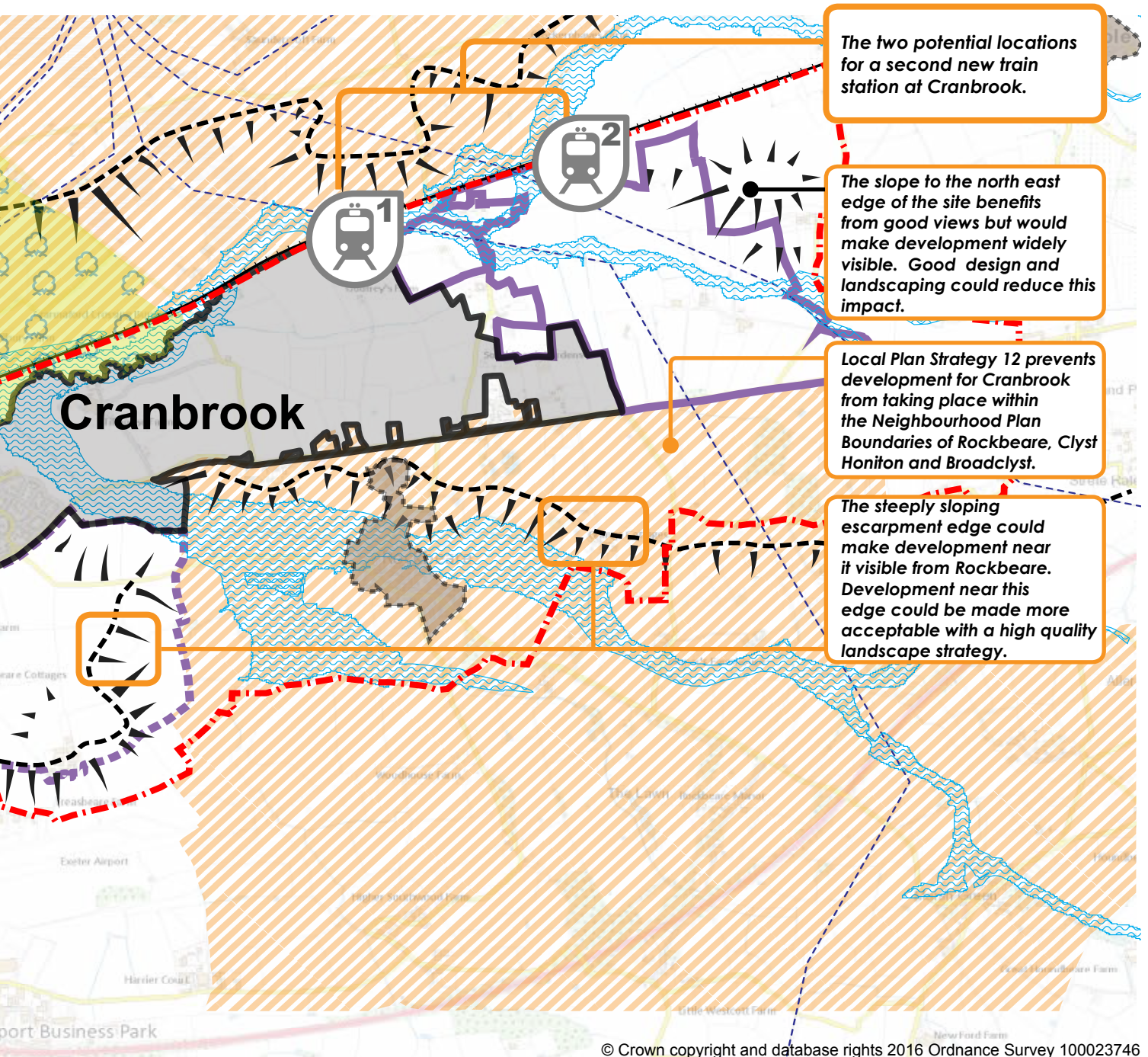
### Key

-  Prominent slope
-  Escarpment edge
-  High voltage line
-  Planning application - allocated land
-  Planning application - unallocated land
-  Neighbourhood Plan areas
-  National Trust Killerton estate
-  Flood zone 2
-  Existing settlement
-  Existing station
-  Proposed new station location





**5.6** Figure 4 shows some of these constraints and opportunities. When taken together these start to give some idea of where development could or should go but judgements and choices need to be made. For instance, allowing development to expand into areas over a ridgeline will make it much more visible from other areas, but this may need to happen if other constraints are judged to be more important, such as the level of exposure to noise that people in new development have or the density at which development takes place. These issues need to be balanced to create a town that is sustainable, attractive to residents and does not have a negative impact on surrounding communities.



## 5a. Health and Wellbeing



### Issues

**5.a.1** How can Cranbrook deliver good local jobs, places for people to socialise formally and informally and have good natural green spaces?

**5.a.2** What can Cranbrook do to help people to be physically and mentally healthy?

**5.a.3** How can we put Health and Wellbeing at the heart of the design and delivery of all aspects of Cranbrook?

**5.a.4** How can Cranbrook deliver the health and social care needed to serve a rapidly growing community when the role of the NHS and other health care providers is changing and new technologies are emerging?

**5.a.5** How can Cranbrook best deliver health and wellbeing services to a wider area such as surrounding villages and towns as well as meeting the needs of residents?

**5.a.6** How can Cranbrook ensure that health and wellbeing is not negatively affected by noise from the Airport?

### The importance of Health and Wellbeing

**5.a.7** The Marmot report of 2006 looked at the causes of ill-health, both physical and mental. The report pointed out that both were as important as each other. It identified the range of factors affecting health and wellbeing and demonstrated the level to which social, environmental and economic factors impact on health. These factors were referred to in the report as the 'wider determinants of ill-health'. The report concluded that health and wellbeing depend on a range of factors from having good jobs and education, to staying active, to good homes and natural environments and having good personal and social relationships and avoiding loneliness. Good health and wellbeing outcomes are therefore a good indicator that sustainable development is being successfully delivered.

**5.a.8** Cranbrook is being developed at a time when the factors affecting health and wellbeing are being better understood and this thinking can be incorporated into the design and delivery of the new town. This has been recognised at national level with Cranbrook becoming one of ten Healthy New Town pilot developments by NHS England. The opportunities this provides for the community to have excellent health and wellbeing outcomes must not be missed.

### A social community

**5.a.9** The ability to form good, close-knit social relationships is an important determinant of health. Loneliness is known to increase the risk of both physical and mental ill-health. Cranbrook must offer good social opportunity as early as possible in its development and for all age groups. Lack of social or recreational opportunity reduces



**Questions 8 to 10 in the  
QUESTIONNAIRE**



community cohesion and increases the chances of anti-social behaviour.

**5.a.10** Research has shown that it takes up to 15 years stable social networks to form within a new community<sup>1</sup>. This makes it all the more important for Cranbrook to provide significant formal and informal social infrastructure to help the community accelerate the formation of these strong social bonds.

### **An active, engaged community**

**5.a.11** Cultural and social activities are what make communities. Creativity, flexibility and self-determination are all important elements of mental health. For individuals, cultural and social activity is crucial for their wellbeing.

**5.a.12** A wide range of good quality sports facilities enable more people to participate in the sport of their choice. This helps people to remain active and healthy for longer and provides good opportunities to socialise. Sports clubs are also an important part of the identity of a place.

**5.a.13** Many health problems caused by unhealthy lifestyles are made easy as a result of modern life. Suburban densities and the modern planning practice of putting different building uses into different 'zones' makes it harder to achieve an active walkable town. Building at typically low suburban densities means that homes, schools, community facilities, work places, open spaces and sports facilities are dispersed and not within easy walking or cycling distance. Cars are often the easier choice for everyday travel as a result.

**5.a.14** Higher densities can promote more active travel by placing more people within easy walking distance of shops and services, making it less likely that they need to use the car. This has the additional benefit of increasing social interaction by making it more likely that people meet each other on the street. Some people prefer living in a lower density environment with additional space around them even if this means that they are not so close to services and facilities. The density of development in Cranbrook is one of the many choices to be made.

### **A prosperous community**

**5.a.15** People's health and wellbeing depends on their being able to access good quality jobs and careers. For a community this means that there must be access to good schools and educational opportunities. Equally, there must be access to good jobs and support for entrepreneurial activity. Doing so gives people greater ability to direct the course of their lives. This has been shown to have major positive impacts on health and wellbeing.

### **Providing Health Services**

**5.a.16** A rapidly growing population with changing health needs is particularly challenging to plan for. Providing the health infrastructure for a town of 20,000 people long before it is needed is expensive and inefficient, especially given the changing nature of the need. The nature of health care is also changing as the health system adapts to take advantage of advances in technology and moves to a care system centred around helping people to understand their own health needs so that they can be more healthy.

**5.a.17** For Cranbrook these two factors present a risk of building healthcare facilities that become rapidly obsolete. With development set to continue for at least another 15 years the need to provide forward looking health care is urgent. The rapid development of Cranbrook means that there needs to be considerable flexibility and innovation around where and how this is provided.

### **Airport Noise**

**5.a.18** Exeter International Airport is a significant asset to the south west regional economy but normal airport activity generates high noise levels. It is important that any development near the Airport, including Cranbrook, does not limit its ability to continue functioning or to grow as a business. The Council has consistently upheld this position.

**5.a.19** Noise from the Airport comes from both general airport activity and engine testing on the ground. Take-off and landing noise is difficult to mitigate. However, building orientation and layouts, landscaping and the location of uses that are less sensitive to noise as barriers have the potential to offer some mitigation. These

<sup>1</sup> DCLG (2006) Housing: Transferable lessons from the New Towns

solutions may have other positive or negative impacts. Engine testing causes the highest levels of noise and currently takes place intermittently in an area towards the north east corner of the Airport apron. Again there are options to mitigate the impact of this including the installation of an engine testing pen.

**5.a.20** Before any development can take place in areas affected by high levels of airport noise, mitigation measures would need to be proven to protect both indoor and outdoor spaces. As well as homes these would include private gardens and parks where people would reasonably expect a degree of tranquillity, and sports and leisure facilities where noise may reduce people's ability to take part in activities.

**5.a.21** A Noise Study has been undertaken by EDDC specifically to address this issue, to review available research and provide recommendations and guidelines on the noise levels that would be acceptable for people to be exposed to in their homes or gardens. The study provides good practice guidance on avoiding noise issues when addressing planning decisions.

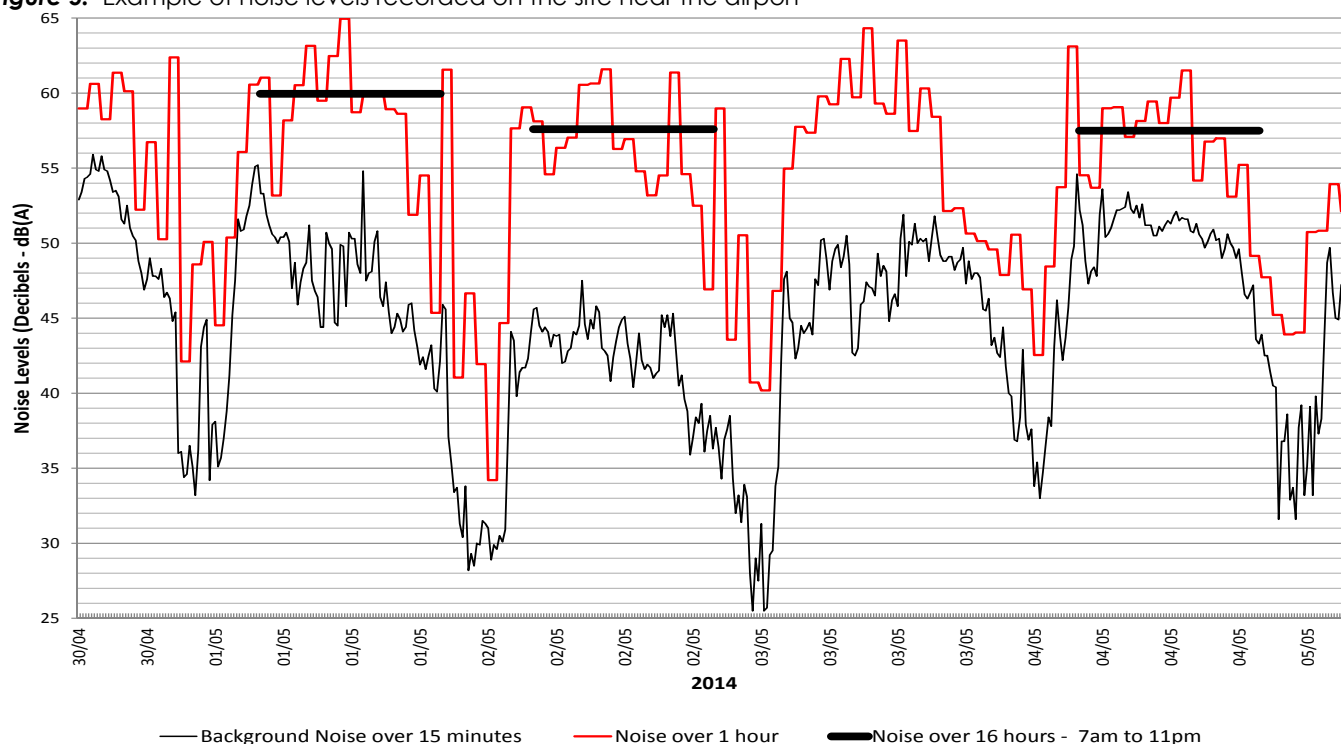
**5.a.22** The World Health Organisation and

British Standards Institute recommend an average outdoor noise limit of 55dB measured over 16 hours, to achieve acceptable indoor or outdoor noise levels without negative health effects or significant annoyance to residents. This means that at times over the 16 hour period noise levels can be significantly above of below 55dB.

**5.a.23** Surveys undertaken in 2014 and 2015 at the proposed southern expansion area indicated that maximum noise levels often exceed 77dB and can be as high as 100dB when engine testing is taking place. When averaged out over a 16 hour period with times of much lower noise these high levels can appear less significant but even for short periods these levels could impact on the health and wellbeing of residents. Figures 5 shows noise levels recorded on site compared to the background noise levels, figure 6 shows what different noise levels sound like. Figure 7 shows the area most affected by noise.

**5.a.24** The Council needs to set goals and objectives in relation to airport noise to inform the Cranbrook DPD and planning applications. These may restrict the amount of land available for housing close to the Airport and require other areas of land around Cranbrook to be developed in

**Figure 5.** Example of noise levels recorded on the site near the airport



order to deliver enough housing for the District.

### Airport Expansion

**5.a.25** Exeter International Airport has prepared a masterplan that runs to 2031. This predicts passenger numbers increasing from the current level of around 800,000 to around 3.2 million per annum. The noise study predicts future noise levels from the airport using these projected passenger numbers and on-site noise measurements. The study goes on to project how this would affect noise levels across development areas south west of Cranbrook.

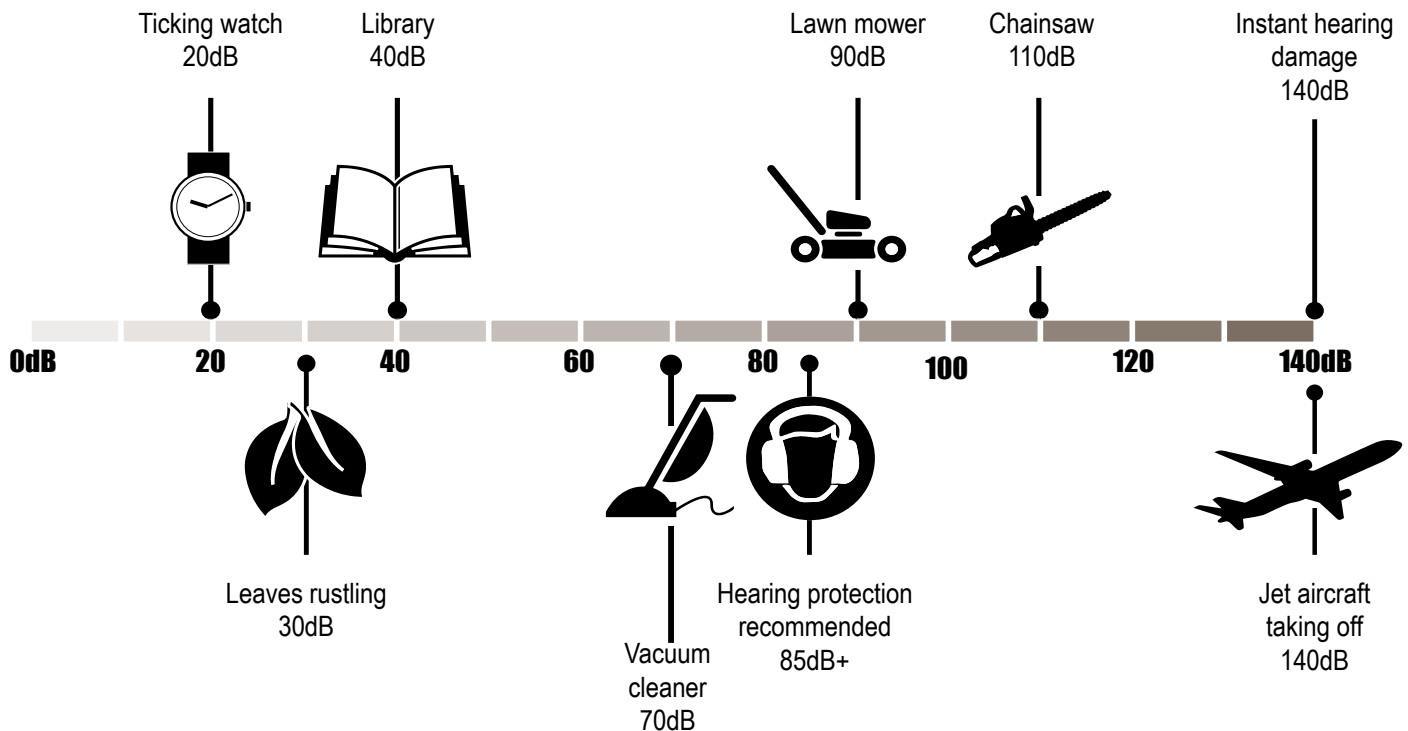
**5.a.26** Allocating or allowing homes to be built on land exposed to higher than recommended noise levels in Cranbrook would not only impact on the quality of life of residents but could also restrict the future expansion of the airport. The orientation and design of buildings close to the airport also has to be carefully considered so that it does not impact on radar and guidance systems.

**5.a.27** Different standards and solutions exist for addressing noise levels. Whatever option is chosen noise must not undermine the good health and wellbeing of future residents and visitors to

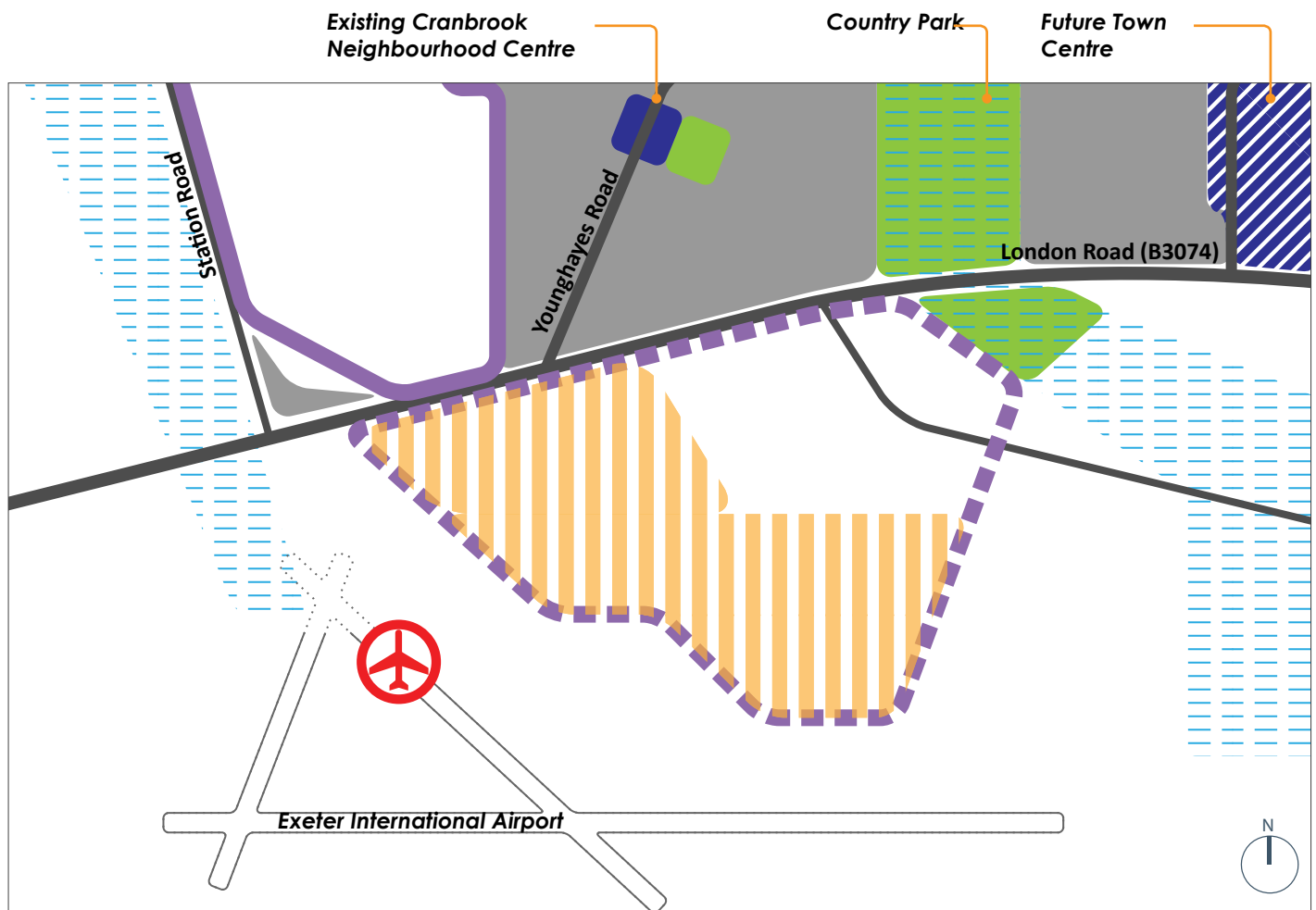
Cranbrook and the future of the airport must be protected.

**5.a.28** Figure 7 shows where noise levels exceeding the World Health Organisation Standard affect land next to the airport. One of the key choices for Cranbrook will be whether to restrict development to this line or allow development beyond this line and accept the impact this may have on residents in terms of noise levels. Development beyond this line might be able to be mitigated to minimise the impact of noise on the amenity of residents, however, at the current time it is unclear what that is possible or what knock-on impacts it may have.

**Figure 6.** Examples of noise sources and their noise levels



**Figure 7.** Where airport noise affects potential development



## Key

- Existing road
- Existing development
- Existing open space
- District Centre
- Future Town Centre
- Engine ground testing site
- Development proposed on land allocated for development
- Development proposed on land NOT allocated for development
- Land affected by airport noise above WHO recommended levels

### Why is the W.H.O. 55dB standard important?

55dB is the average noise level over the 16 hours during the day when people are active. This means that:

- Sometimes it is very loud
- Sometimes it is very quiet
- If 55dB were constant it would mean that you would have to raise your voice to be heard in normal conversation

## 5b. Culture, community and sport



### Issues

- 5.b.1 **How can Cranbrook create a community where residents feel like they belong and the community has a shared vision?**
- 5.b.2 **How can Cranbrook ensure that social and cultural activities such as clubs, societies, theatre groups etc are developed by the community for the community**
- 5.b.3 **How does Cranbrook make the most of the existing landscape and buildings and develop the existing cultural activities?**
- 5.b.4 **What role can formal and informal spaces play in developing a strong and vibrant community that everyone feels a part of and shares in its vision?**
- 5.b.5 **How can Cranbrook have cultural and social facilities like bars, restaurants, cafes, youth facilities and meeting spaces before there are enough residents to make them profitable for a business?**

### Identity

5.b.6 Identity comes from a shared understanding of where you live or come from. It starts from what a town is known for, includes the things it does or produces. Social activity, heritage, culture, sports and economic activity are all necessary parts of a community's identity. For a community to be healthy and happy these things are needed and strategies that improve social and cultural wellbeing are required in national and local planning policy.

### Heritage

5.b.7 Although Cranbrook is a new town the area in which it is being built has a rich past. Capitalising on existing heritage is important for communities to be able to develop a sense of place and shared identity. Heritage assets such as the Grade 2 listed Till House farm can form important assets to a community.

5.b.8 The land in and around Cranbrook also holds significant remains from the past, including Roman and Iron Age artifacts. These form part of the story of human habitation on this site of which Cranbrook now continues.

### Space for social and cultural activity

5.b.9 Previous generations of new towns have shown the challenge involved in creating cohesive communities, cultural activity and identity when starting from scratch. It is not enough to just provide formal cultural infrastructure such as theatres, cinemas or leisure centres. The informal spaces that give people the ability to meet and socialise are as important, if not more so, for the community to develop its own culture and identity.

5.b.10 Formal and informal social and cultural spaces are available in established towns in much greater numbers than in new towns and developments because they have grown over many centuries and these spaces were provided as the need arose. Pubs, cafes, churches, meeting rooms, WI huts, working men's clubs are just some of the often overlooked informal spaces that form an important part of our culture and identity. Historically towns have grown with these specific spaces built to meet specific needs and this is an option for Cranbrook. Modern building methods however mean that flexible spaces can now be built with moveable walls, foldaway stages and seating etc. This means that a smaller number



**Questions 11 and 12 in  
the QUESTIONNAIRE**



of spaces could potentially be provided to meet the full range of cultural and social needs of a community like Cranbrook.

### Schools

5.b.11 The schools in Cranbrook also have an important role to play in developing the community and its culture. Aside from being a place where the children of Cranbrook can learn, meet and play together they are also important places for parents to meet. Schools develop a community of their own that includes the children, parents, teachers and others involved in the operation of the school. They also present an opportunity for the children to learn about culture and community and to develop their social skills. Often sports form a large part of the social aspects of school life as well as other groups and societies that may be run for and by the children both before and after school.

### Sports

5.b.12 Cranbrook already has a large number of active sports clubs. To develop its full potential

as a happy, healthy new town, there need to be good quality, dedicated sports facilities. Sport helps to bring people and communities together and good quality, well designed spaces and sports facilities are a necessary part of a community's infrastructure. There needs to be a wide range of sporting facilities that are easily accessible so that the broadest range of people can take part. However, sports pitches and associated facilities can take up large areas of land and be expensive to maintain. It may be that sports pitches are provided over a number of sites comprising only 1 or 2 pitches on each and located throughout the town so that they are easily accessible to everyone but would only be able to provide limited facilities. Conversely large sports hubs in a couple of locations would have the potential to provide more and better pitches and also to provide club houses, changing facilities, social venues that would support sports clubs and enable other social events to take place.

### How to provide facilities

5.b.13 A wide range of both formal and informal facilities for culture, community and sports are

**Figure 8.** Goronwy Thom performing at Sidmouth Folk Week 2006. A range of different, well designed urban spaces can enable a town to become a stage for events that help develop its cultural identity (Image credit: Marshall Colman)





needed in Cranbrook. In the long term we can be confident that these will be delivered as the larger numbers of people make them economically viable. However, this will not address the very real needs the community has in the meantime.

5.b.14 Cranbrook needs to be able to offer spaces and buildings, now and in the future, to enable the same richness of sports, culture and community activity to develop and thrive. Market forces will enable bars, cafes and restaurants to be delivered in the long term and the developers will be required to provide youth facilities and further meeting spaces in the future. In the short term, however the construction of permanent buildings for these activities is not viable and will not happen.

5.b.15 Waiting for these facilities to be provided is an option, however it would also be possible to deliver many of these spaces through temporary buildings and spaces at low cost using well-designed temporary facilities.

**Figure 9.** The Cineroleum, designed by Assemble Studio, was a temporary cinema in a disused petrol station designed and built for £6500 from reclaimed building materials (Image credit: Morley Von Sternberg)



## 5c. Economy and Enterprise



### Issues

**5.c.1** How can Cranbrook support the growth of businesses within Cranbrook so residents are helped to start their own small businesses within the town and are given help to grow those businesses?

**5.c.2** How does Cranbrook make the most of the opportunities that having Science Park, Sky Park, the freight terminal and Exeter on its door step provide?

**5.c.3** How does Cranbrook create a variety of businesses that can adapt to changes over time and provide jobs that are attractive to a wide range of people?

**5.c.4** How can Cranbrook reduce the risk and cost to developers of providing space for small businesses to start up and grow so that residents can set up their own small businesses for local employments and skills, and to provide goods and services to local residents?

**5.c.5** How can Cranbrook provide a unique alternative to nearby shopping and commercial centres so that it does not compete with them but works alongside them?

**5.c.6** How can Cranbrook deliver the facilities, buildings and spaces Cranbrook residents need to keep their skills and training up to date in an economy and job's market that is always changing.

### Supporting local entrepreneurship

**5.c.7** In 2015 we consulted on an Economic Development Strategy for Cranbrook which found that to ensure good long term economic prospects Cranbrook needs to support local entrepreneurship. 94% of respondents either agreed or strongly agreed with the statement "The aim of the Economic Development Strategy should be to build an enterprising culture and so provide employment for Cranbrook residents who want to work, or run businesses, locally." It is important that through the Cranbrook DPD we consider how the initiatives detailed in the strategy can now be delivered on the ground.

**5.c.8** The schools of Cranbrook could have an important role to play in developing a community with an enterprising culture by teaching the children about economics and business and help them to gain some experience with the support of local businesses. Teaching children these skills from a young age could be vital developing successful small businesses at Cranbrook in the future. There would also need to be good support services post education available to both the young and old to help those that want to develop their own business to develop the skills and knowledge to do so.

**5.c.9** There is evidence of significant local demand for small business space that would help develop this entrepreneurship. This type of development is often perceived as being risky by the mainstream development industry. This is because there is a significant risk of start up businesses failing and those that do succeed can quickly move on to bigger premises. This means that small start up business units have a high turnover of tenants making them expensive to manage and leaving periods where units can be left vacant. This can mean that mainstream developers are reluctant to provide them.



**Questions 13 to 18 in the QUESTIONNAIRE**

**5.c.10** In reality a range of business spaces are needed to support a business ladder whereby there are a range of different spaces for businesses to occupy as they develop and grow and their needs change.

**5.c.11** To ensure that facilities to host and support small business and entrepreneurship are developed Cranbrook could seek to appeal to more specialist developers or take positive actions to develop suitable facilities itself. Without taking steps to attract these business ideas and opportunities there is a risk that they will either go elsewhere or never be realised.

### Creating a Unique Selling Point

**5.c.12** The Economic Development Strategy highlights the risk posed to Cranbrook's economic success if it tried to compete with nearby town and city centres, and out-of-town developments. Cranbrook needs to ensure that what it offers compliments and adds to these other centres. Cranbrook needs to offer something unique to draw people and businesses in.

### The need to innovate

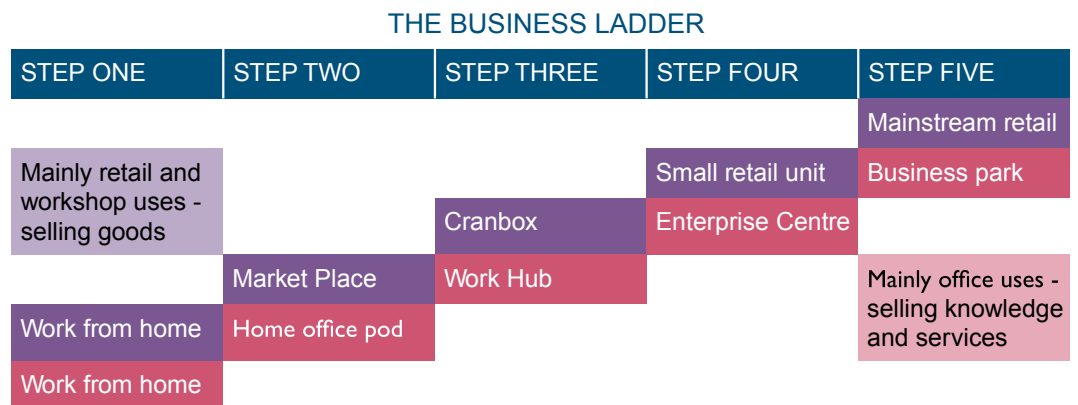
**5.c.13** To ensure suitable buildings and spaces are provided for Cranbrook to develop as an enterprise town the risk involved needs to be reduced or shared. Doing so will demand innovation in design, funding and delivery.

**5.c.14** Rapid changes in technology and the economy are driving change in society and the way we live. These changes mean that we do not yet know what all the needs of a 21st century town will be. This makes it difficult to know what we need to design and build to make the town sustainable.

**5.c.15** Providing buildings for commercial use is expensive, especially in town centres. However, the demand for business space from within the Cranbrook community as well as the demand from the surrounding area needs to be met to enable Cranbrook to start developing its own economy and become sustainable.

**Figure 10.** The Cranbrook 'Business Ladder'

*This diagram from the Economic Strategy for Cranbrook shows the range of spaces retail uses (purple) and office uses (red) as they grow and develop from step one in their development as a business to step five. 'Cranbox' is proposed temporary business space referred to in the Economic Strategy.*



## The need for flexibility

**5.c.16** Standard planning and development practice can result in uses such as residential, employment, or retail space being segregated whether this is wanted or not. Ensuring that mixed use development is delivered is essential for Cranbrook to develop as a sustainable, happy, healthy, enterprise town.

**5.c.17** Established towns have developed and redeveloped over time, responding to needs as they emerge. This has led to uses being mixed throughout their built up areas and being provided where they are wanted. This has provided the flexibility needed to be able to adapt to change over the course of centuries and creates a varied and more interesting built environment. It has however meant that business activities often sit within residential areas meaning that some houses look out onto commercial premises and commercial uses can create noise and high demand for parking. Through careful design and layout of buildings and spaces these conflicts can be avoided. Cranbrook is a planned development but needs to have some flexibility designed into it to become, and function as, a sustainable, town.

## Connectivity and technology

**5.c.18** Cranbrook already has excellent broadband infrastructure that could enable the creation of a strong digital economy. Excellent connectivity is crucial to attracting external business interest and investment and to enabling residents to be entrepreneurial.

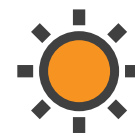
## Town and neighbourhood centres

**5.c.19** Changes in the retail industry and customer preferences means that the role of town and neighbourhood centres is changing. The previous focus on retailing is being supplemented by residential, cultural, social, leisure and commercial space. However, this is not something new. Town centres have always accommodated this rich mix of uses and many of the shops, cafes and restaurants would not be able to survive without these other employers being present in the town centres.

**5.c.20** Being the first new town to develop during the internet age is a clear opportunity for Cranbrook to help define what the vibrant day and night time economy of a future town centre is, and what it looks like. In doing so Cranbrook will define itself and develop for itself the unique selling point that it needs.



## 5d. Energy and Climate Change



### Issues

**5.d.1** How can Cranbrook be designed to reduce its harmful carbon emissions as much as possible, so contributing as little as possible to climate change?

**5.d.2** Should more be done so that Cranbrook's energy needs comes from natural resources such as the sun, wind, water and the earth's own heat, whilst reducing the amount of energy that is needed to do the same things?

**5.d.3** Should Cranbrook have more trees, natural drainage systems, grass roofs etc to deal with surface water and reduce risks of flooding in the future from climate change?

**5.d.4** How should the town be designed so that it uses as few resources as possible and causes the least amount of environmental damage for future generations?

**5.d.5** How should Cranbrook minimise the waste that it produces and recycle as much as possible?

**5.d.7** The UK has a legally binding target to reduce greenhouse gas emissions by 80% from 1990 levels by 2050. Relatively simple design changes can have a huge impact on the amount of energy needed by buildings and towns themselves.

**5.d.8** Development at Cranbrook must not result in the production of additional avoidable greenhouse gases and the negative impact that this has on health and wellbeing. Measures to reduce emissions and mitigate the effects of climate change have the added benefit of making towns more pleasant and attractive places in which to live, work and play.

### Reducing emissions, increasing resilience

**5.d.9** Cranbrook is a new town designed to be efficient from the outset. Significant steps to reduce emissions have already been taken with the inclusion of the district heating system. Good, efficient design of buildings and urban areas and increased use of sustainable transport also play a major in reducing energy use. More could be done to reduce emissions from buildings by making them more efficient and by increasing the amount of energy they gain from natural sources like the sun. Cranbrook itself could produce significant amounts of energy if more opportunities were taken to install renewable energy systems. Figure 11 shows some of the ways homes in Cranbrook can become more efficient.

**5.d.10** Transport produces 40% of UK emissions so reducing the need to travel is a high priority to reduce emissions. Enabling jobs and services for Cranbrook's residents within the town makes it easier to make everyday journeys on foot or by bicycle and to have a sustainable, healthy lifestyle.

**5.d.11** The ability to grow food locally can reduce emissions and increases the resilience of Cranbrook to climate change but needs space.

### Climate Change

**5.d.6** Climate change is the single greatest challenge that we face. The measures that can be taken in towns to prepare them for the unavoidable effects of climate change often make them better, more pleasant places to live. There is an assumption that reducing emissions means reducing our expectations about our quality of life, but this is not necessarily the case. It simply means that we do things in different ways.



**Questions 19 to 21 in the QUESTIONNAIRE**

Urban greening such as gardens, allotments, street trees, green roofs, balconies and terraces can all play an important part in making Cranbrook more attractive and more resilient to climate change. A good Sustainable Drainage System (SuDS) would include all these as part of a holistic approach to reducing flood risk. Buildings, open spaces, roads and other parts of the town should be designed to work together as part of this system. Well designed SuDS also make development more attractive.

## Waste Management

**5.d.12** The Devon County Waste Local Plan states that Devon's households generate about 373,000 tonnes of waste each year and businesses generate around 455,000 tonnes, however around 55% of this is now recycled. Cranbrook is no different but one of the challenges facing the future of Cranbrook will be how we encourage households and businesses to recycle more. Designing in recycling bins into public places and adequate storage for the various recycling bins into private homes and businesses is one way in which recycling could be promoted.

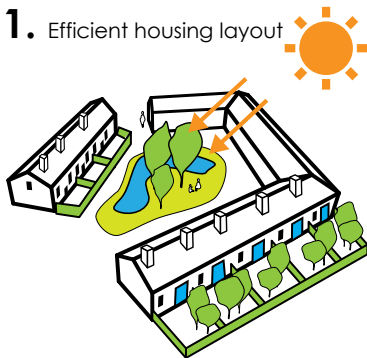
**5.d.13** The waste created by households and

businesses is far exceeded by that generated by construction, demolition and excavation activities which generate 1.2 million tonnes of waste a year in Devon. Clearly Cranbrook as the largest construction site in Devon needs to do what it can to minimise this waste and recycle material on site wherever possible. The construction industry at Cranbrook can also help to reduce its carbon footprint by using local materials wherever possible to avoid unnecessary carbon emissions from importing materials from other parts of the country and around the world.

**Figure 11.** A range of ways in which a house can become more efficient. Good masterplanning and which way a building faces are equally important to its efficiency.

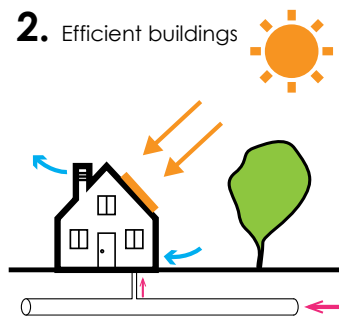
## Reduce energy need...

### 1. Efficient housing layout



- Locate things close to each other
- Winter sunlight and heat
- Summer light and shade
- Shelter from wind
- Comfortable micro-climates

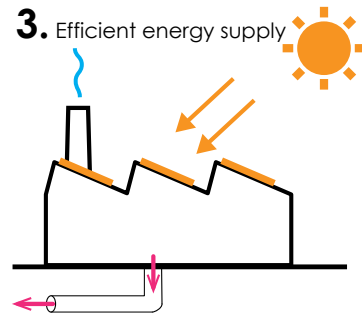
### 2. Efficient buildings



- Orientation
- Insulation
- Efficient materials
- Natural ventilation
- Natural daylight
- Energy recovery
- Thermal mass
- Renewable energy

## Use renewable energy...

### 3. Efficient energy supply



- Renewable energy sources
- Efficient generation

## 5e. Transport



### Issues

- 5.e.1** How does Cranbrook reduce the need to travel?
- 5.e.2** How can we improve transport routes through Cranbrook from north to south ?
- 5.e.3** How can we deliver good transport links to Cranbrook town centre?
- 5.e.4** How can we encourage people to leave their cars at home and travel sustainably?
- 5.e.5** How can we improve train and bus service frequency, make the services more accessible and encourage more people to use them?
- 5.e.6** How can we make walking and cycling more attractive and convenient?
- 5.e.7** How do we accommodate cars without them dominating the design of streets and spaces?
- 5.e.8** How do we reserve car use for journeys that cannot be made on foot, cycle or by public transport?
- 5.e.9** How do Cranbrook and the Airport make the most of each other as neighbours?

### General

**5.e.10** Significant improvements have been made to the road network serving Cranbrook. However, there are limits to capacity, which make reducing road traffic from Cranbrook a priority. We are also required to reduce carbon emissions and so there are few options other than to encourage the use of public transport, walking and cycling. The issues are therefore how we improve the attractiveness of these options and encourage their use.

**5.e.11** Having an integrated transport system is key to this and modern technologies could be used to make this happen. Figure 11 shows how Copenhagen has taken a forward thinking approach to an integrated transport system.

### Trains

**5.e.12** Cranbrook already has a new train station with services into central Exeter taking 9 minutes compared to travel times of up to 40 minutes by car at peak times. However, the line is single track limiting frequency and capacity. There are plans to increase the line capacity and service frequency but this would need significant investment. Good infrastructure and investment planning provides certainty but takes time. An initial feasibility study in to the delivery of a second station to serve Cranbrook has been completed. A second station to the east of the town could bring train services closer to residents particularly those living in the eastern expansion area making train services more accessible and convenient. This would however be an expensive piece of infrastructure and some may argue that it is not necessary to have two train stations and that appropriate access to services could be provided by offering good bus services around the town to take people to the existing train station. People are however reluctant to use more than



**Questions 22 to 26 in the QUESTIONNAIRE**



one form of public transport for a single journey and therefore this may not be attractive.

**5.e.13** If a second train station is to go ahead then a decision would have to be made about where it should go. There are essentially two options for the siting of the train station which are shown in Figure 4 on pages 36 and 37.

### Buses

**5.e.14** Buses offer public transport that is flexible and can easily be increased to cope with greater passenger numbers and routes changed to access new development. However, the nature of development can have a significant impact on the viability of services. Higher housing densities and direct routes help make buses viable.

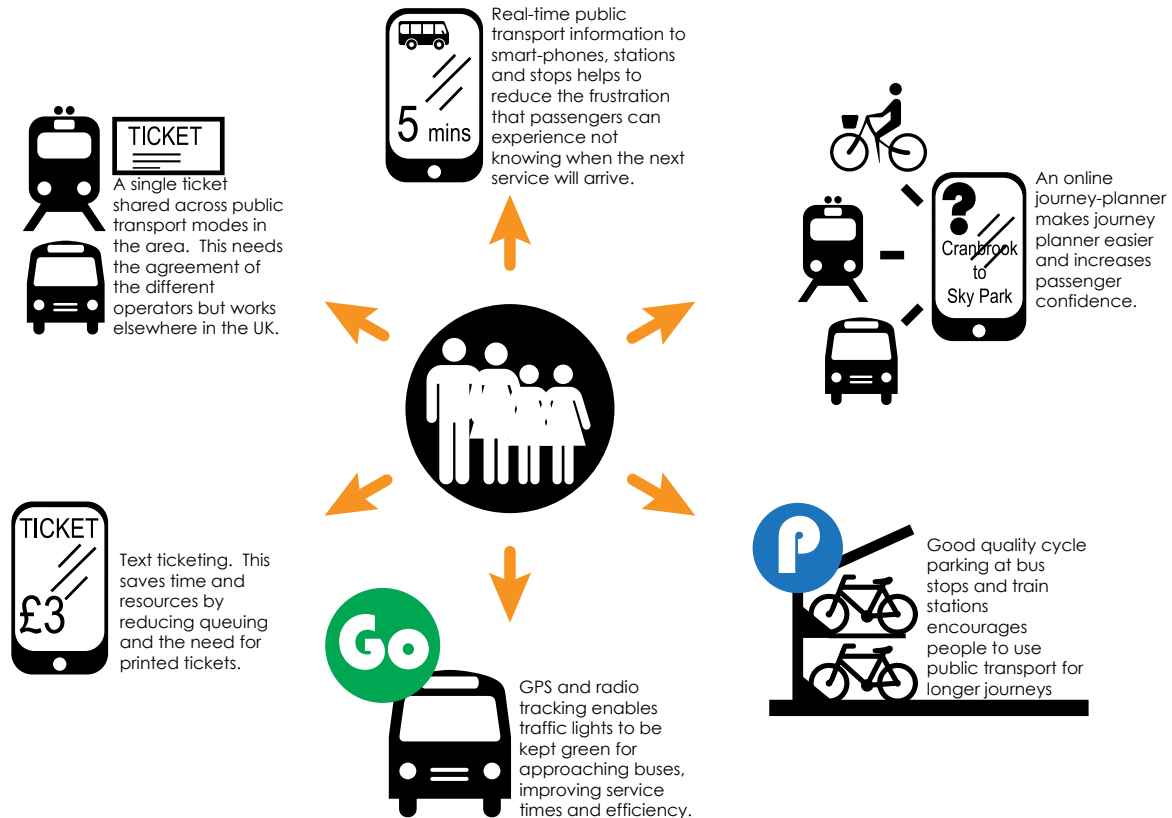
**5.e.15** Buses share the road network with cars and can suffer similar congestion problems especially in Exeter, which is likely to remain an important destination for Cranbrook residents.

### Walking and cycling

**5.e.16** Walking and cycling are important parts of the transport strategy for Cranbrook to reduce the need for car use.

**5.e.17** The lanes around Cranbrook are popular with cyclists. However, as Cranbrook grows traffic levels will inevitably increase which may reduce the attractiveness of these lanes for cyclists. There are already a dedicated cycle routes around Cranbrook and into Exeter. However, for cycling to become a routine form of transport in and around the town it needs to be seen as something much more than just a recreational activity. Best practice in cycle provision is evolving rapidly. Cranbrook could become an exemplar of sustainable, active transport showcasing the health and wellbeing benefits this could provide.

**Figure 12.** How the technology can help put the customer at the heart of a modern, integrated transport system



## Cars

**5.e.18** Statistics indicate that motor vehicles are the single greatest cause death due to accidents and pollution. However, due to its convenience and comfort private cars remain the most popular means of transport.

**5.e.19** It is challenging to upgrade the local road network any further. The network needs to cope with the additional traffic generated by both developments at nearby Mosshayne and Cranbrook itself. Evidence has shown that if car use continues at current levels the network capacity will be exceeded before Cranbrook is complete. Therefore, it is critical that measures to reduce car use are put in place before this occurs.

**5.e.20** At present Cranbrook has a high level of allocated residential parking spaces yet parking remains a concern. Although allocated parking is popular with house buyers, it is inefficient. It results in parking spaces being unavailable for use even when they are unoccupied and parking is in high demand. High levels of parking can also make areas appear dominated by cars and reduce the appeal of spaces to be used for socialising by adults or playing by children.

**5.e.21** Wherever parking is provided good urban and architectural design is needed to make sure spaces are provided without making roads and vehicles dominant in urban areas. Providing safe streets for play and car free routes to school are some ways of addressing this issue. Standard residential parking spaces can also frustrate local enterprise if spaces are too small for business vehicles.

**5.e.22** Evidence has shown that people living in areas with higher levels of traffic have fewer friends and are less able to develop social connections<sup>1 2</sup>. Design that gives too much weight to car ownership, and use, has been found to result in development that is unsustainable and makes good health and wellbeing outcomes less likely.

## Air travel

**5.e.23** Exeter International Airport is a critical part of the regional infrastructure and a major asset for the South West economy.

**5.e.24** The Airport is a significant draw for businesses to the local area and potentially to Cranbrook itself. Cranbrook has the opportunity to develop its role as a transport interchange and provider of services such as high quality accommodation, leisure and business facilities for travellers just minutes from the terminal.

1 Appleyard D (1981) Liveable Streets

2 Hart J (2008) *Driven to Excess: Impacts of Motor Vehicle Traffic on Quality of Life in Bristol UK*. Bristol, University of the West of England

## 5f. Landscape and biodiversity



### Issues

**5.f.1** How can Cranbrook maintain the high quality landscape around the town?

**5.f.2** How can development at Cranbrook be designed and located to minimise its impact on the landscape?

**5.f.3** How does Cranbrook provide residents with good quality natural outdoor spaces which reduce the need to travel to protected sites such as Woodbury Common and the Exe Estuary?

**5.f.4** How does Cranbrook connect to the surrounding countryside?

**5.f.5** How can nearby villages such as Rockbeare and Whimble retain their identity as Cranbrook grows?

**5.f.6** How can urban and green spaces be designed to work together as Sustainable Drainage Systems (SuDS) which provide low impact natural drainage?

**5.f.7** How can the parts of Cranbrook closest to the Airport provide attractive natural open spaces that allow residents to relax and enjoy the countryside without noise from the Airport spoiling their enjoyment?

**5.f.8** How can the overhead pylons be dealt with and the land around them used in the best way?

### The importance of landscape for Health and Wellbeing

**5.f.9** Access to nature is not just a 'nice to have', it is necessary for our physical and mental wellbeing. A lack of access to nature leads to higher rates of physical and emotional ill-health. Access to nature has been shown to improve people's health, mood, productivity and to play an important part in the healthy development of children.

### Landscape setting

**5.f.10** A town of 20,000 people will have an inevitable impact on its landscape but this can be reduced or made positive through good design and the careful siting of buildings. The Council and developers have a duty of care to the landscape setting in which Cranbrook sits.

**5.f.11** Putting development close to, or beyond, the ridgeline that runs south of the London Road could make it visible from Rockbeare and affect the setting of the village and the listed Rockbeare Manor. Likewise, the land rises sharply in the north east towards Whimble. Development here would potentially be visible to surrounding areas.

### Access to countryside

**5.f.12** Access to the available countryside around Cranbrook is restricted by the railway to the north and the London Road to the south of Cranbrook. It is important that safe walking or cycling routes permeate through Cranbrook into its surrounding landscape so that people in all areas of Cranbrook feel connected to the landscape and are able to access it for their enjoyment, health and wellbeing.



**Questions 27 to 31 in the QUESTIONNAIRE**

## Benefits of Green Infrastructure

**5.f.13** A new urban area, such as Cranbrook, can increase rainwater run off from hard surfaces such as roofs and roads which can overwhelm drains and watercourses, increasing flood risk. This will become more of a problem as the impacts of climate change increase with winter storms becoming more frequent and powerful. Although Public Open Space can also be used as floodplain this can make it inaccessible to people during much of the winter when it is underwater.

**5.f.14** Green infrastructure provides a wide range of benefits if designed well. A well designed SuDS system that integrates the design of buildings, roads and green spaces can be a more effective and less expensive way of reducing flood risk at source than traditional engineered solutions. This could include harvesting rainwater for use within the development as well as creating attractive landscape features. SuDS can, at the same time, provide benefits creating more attractive places, reducing urban heat island effect, increasing property value, creating distinctiveness and a sense of place, promoting economic growth and attracting a mobile workforce.

**5.f.15** Well designed green infrastructure integrates with buildings and urban areas performing multiple functions. As well as making urban areas more attractive open green space provides social opportunity and space for more active lifestyles. Research has repeatedly demonstrated the importance of good urban green infrastructure for good health and wellbeing outcomes, particularly mental health<sup>1</sup>.

<sup>1</sup> Foresight Mental Capital and Wellbeing Project (2008) Final Project report – Executive summary. The Government Office for Science, London

Green space also provides opportunity for food production which can help make communities stronger and more resilient. Increasing housing density makes room for other uses, which could include the provision of increased levels of quality public open space in residential areas.

## Natural Green Space and 'SANGS'

**5.f.16** Research shows that new development can put strain on nearby wildlife areas. New development at Cranbrook must provide, or contribute to providing, Suitable Alternative Natural Green Space (SANGS) before new homes are occupied. Future residents need to be able to enjoy good quality outdoor space without needing to visit nearby European Wildlife Sites, including the Exe estuary or Pebblebed Heaths which are particularly vulnerable during the winter months.

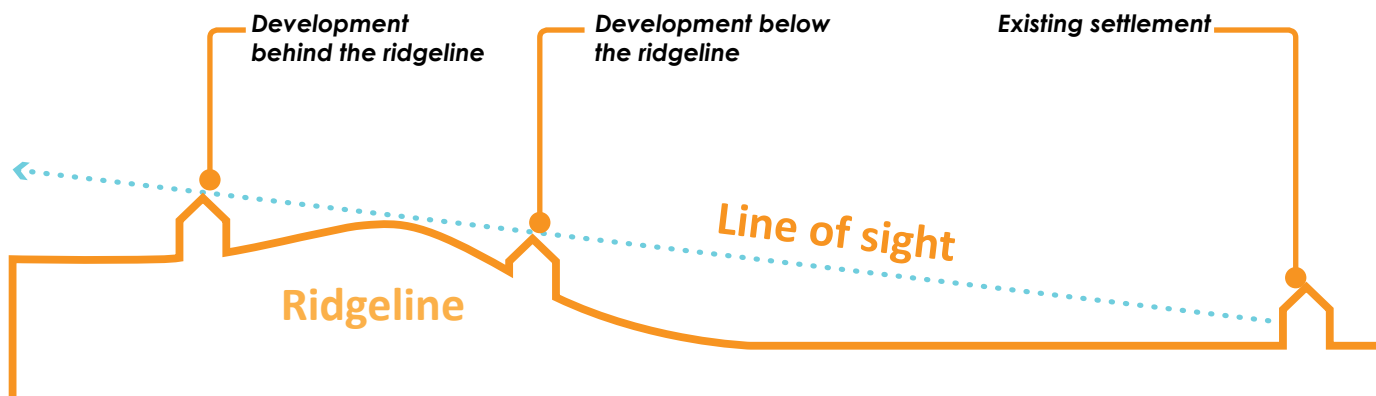
**5.f.17** A large area of SANGS is needed for Cranbrook but there are several factors to be considered when deciding where it should be provided. These include ensuring noise levels are acceptable, especially near the Airport and the year round accessibility of land in the flood plain.

## Biodiversity

**5.f.18** Planning legislation requires development to retain or enhance biodiversity. Cranbrook will cover nearly 4 square kilometres of high quality farmland that includes many important habitats for a large number of species, including several that are protected. As Cranbrook is built it is important that these are not lost and are properly incorporated into the new town. If areas are lost then alternatives should be provided.

**5.f.19** Cranbrook, as a new town, should create a

**Figure 13.** Where development takes place in relation to a ridgeline can dramatically reduce its visual impact.



new urban ecosystem including a well established and extensive urban tree canopy that can create new valuable habitats and areas of biodiversity. This was particularly highlighted as desirable by the community and stakeholders in technical group meetings.

**5.f.20** Where spaces are provided for wildlife these need to form part of continuous wildlife corridors. Noise, lighting at night, and other human activity can disturb wildlife so the location of different uses near to wildlife areas must be carefully considered.

**5.f.21** Creating new urban habitats helps to make towns more attractive. Buildings themselves can also provide space for wildlife. Current best practice for incorporating biodiversity in buildings will soon become part of British Standards, providing a simple, consistent guide for how to do this well in all developments.

## Nearby settlements

**5.f.22** The villages of Whimble and Rockbeare both neighbour the development area of Cranbrook and are buffered by 'green wedge' policies that restrict development around them. However, there are understandable concerns about how expansion at Cranbrook might affect these villages. The community at Rockbeare has already expressed concern about allowing development south of the London Road north of the village centre. However, avoiding this land may create the need for development in areas with a higher landscape impact on the village.

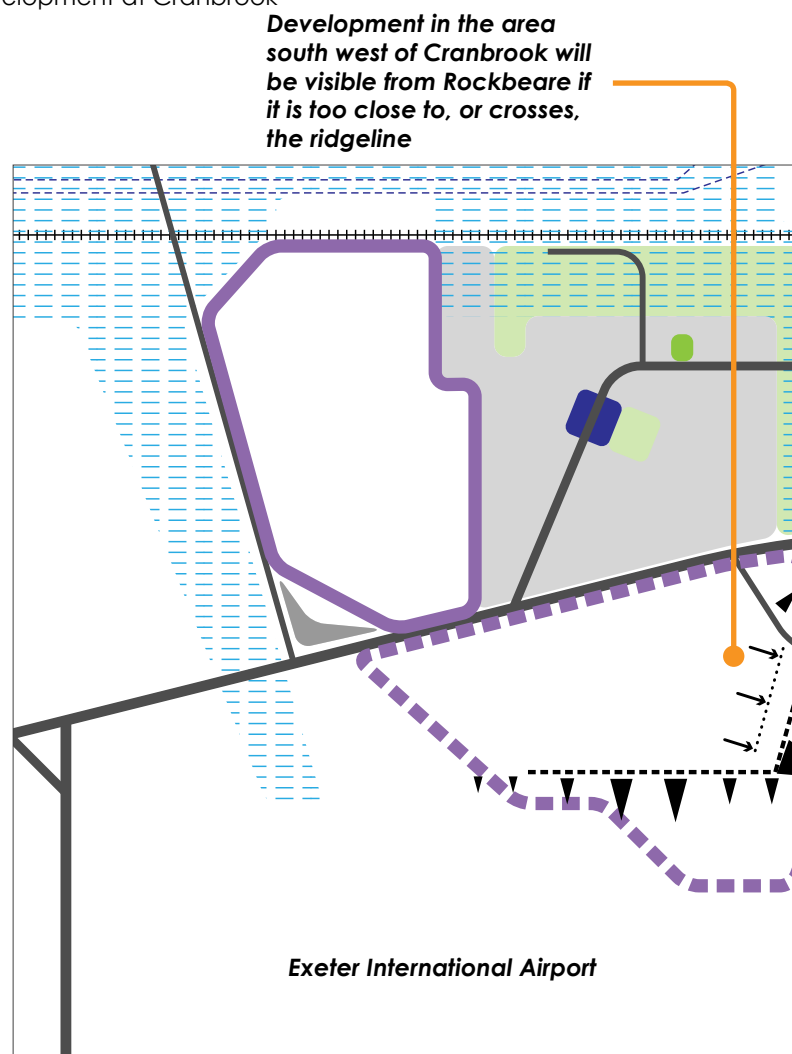
## Infrastructure constraints

**5.f.23** High voltage cables cross the eastern expansion area for Cranbrook. Regulation sets out a minimum distance of 30m on either side of the power lines within which built development cannot take place. These areas could be used to

**Figure 14.** Where landscape affects the visual impact of development at Cranbrook

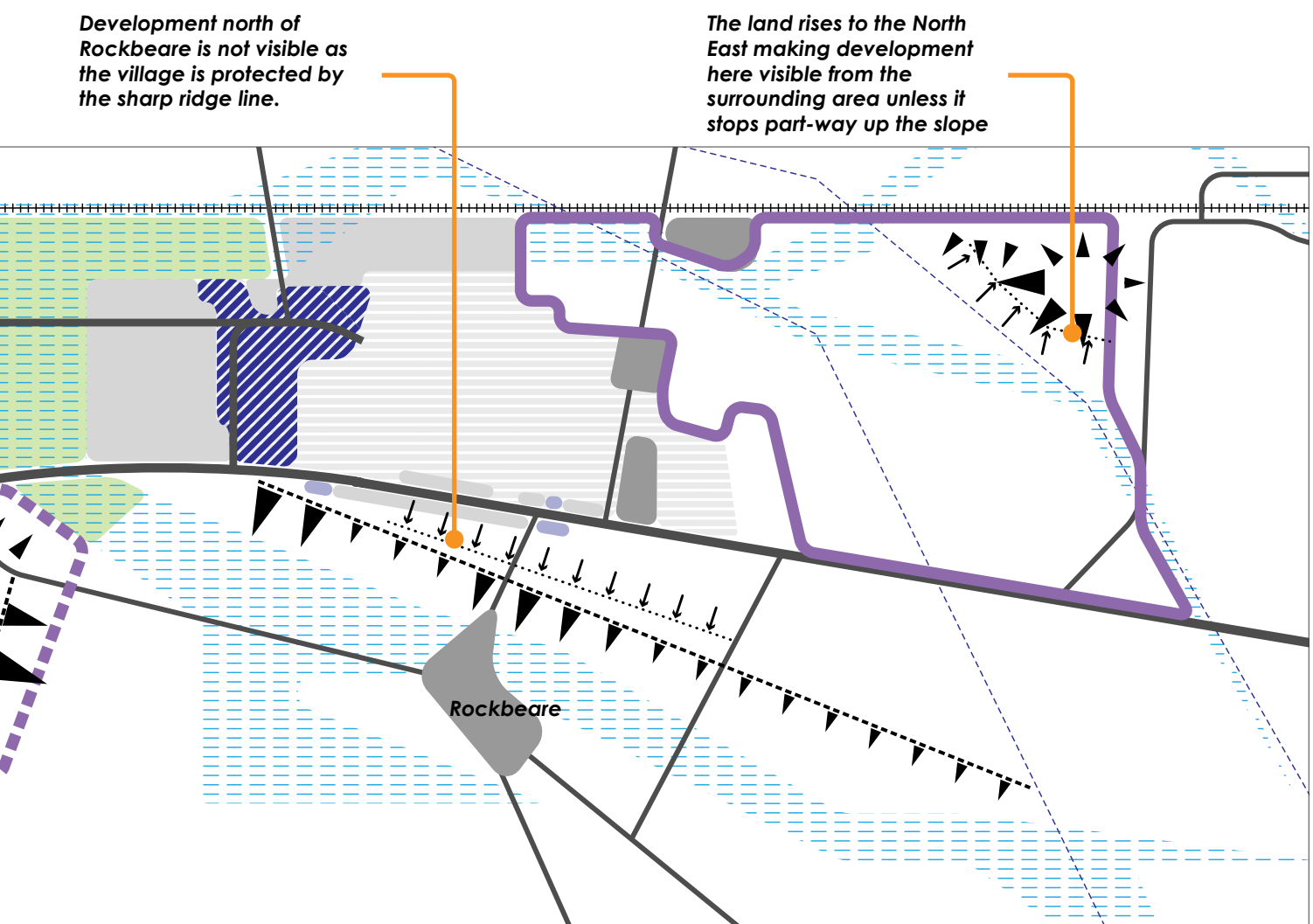
## Key

-  Existing road
-  Railway
-  High voltage lines
-  Existing development
-  Existing planning permission
-  Existing green space
-  Green space in flood zone 2
-  Flood zone 2
-  Development proposed on land allocated for development
-  Development proposed on land not allocated for development
-  Existing Cranbrook neighbourhood centre
-  Future town centre
-  Prominent slope and ridgeline
-  How close development can go to the ridgeline without breaking the skyline



connect open spaces and if well designed could be attractive areas in their own right.

**5.f.24** The way noise affects development is not limited to its affect on buildings. Open spaces also need to be able to provide adequate levels of tranquillity both in public open spaces, such as SANGS, and private gardens where people could reasonably expect to enjoy relative peace and quiet.





## 5g. Design and mix of use



### Issues

**5.g.1** How can we make sure that buildings and spaces are well designed and the town becomes an attractive and thriving place?

**5.g.2** Does Cranbrook need to have a wider range of homes to buy and rent such as care homes, sheltered housing and space for people to build their own home?

**5.g.3** How can Cranbrook make its streets safe, social, active spaces for people?

**5.g.4** How can Cranbrook provide spaces and buildings that can easily be changed to meet the changing needs of the community?

people with an equal chance to live where it is most suitable to them. Established towns have a great diversity of housing types and architectural styles enabling them able to provide homes for all. This creates a more balanced population and helps support the cohesive community necessary for a healthy, happy town.

**5.g.7** Providing housing diversity poses a challenge to large house builders who rely on standard house types which do not create an identity for the town. Standard house types can also limit the ability of schemes to take advantage of the opportunities a site can provide such as slopes or corners which become perceived as problems rather than assets.

**5.g.8** Housing needs to be seen within the wider context of the town and the role that a town performs. As a new town Cranbrook has the opportunity to showcase good, innovative design, including innovation on the part of the volume house builders. This could demonstrate how taking a different approach to the way in which the standard homes are delivered can result in better places with unique identities, building the sense of place whilst at the same time maintaining delivery.

### Designing a good mix of homes

**5.g.5** With Cranbrook expected to be home to nearly 20,000 people there is plenty of space for people of all backgrounds and ages. At present Cranbrook provides a high percentage of family homes. These have been attractive to the market and have sold successfully. However, to support a cohesive community there needs to be a wider mix of house types to enable a diverse community to develop. A wider mix could include apartments, bungalows, houses and apartments designed for older people, sheltered accommodation and housing with care, as well as the family homes already being provided.

**5.g.6** To provide a home for everyone different types and designs of houses and apartments are needed throughout Cranbrook. This provides

### Density

**5.g.9** The areas of Cranbrook that have now been completed have an average housing density of around 36 dwellings per hectare (DPH) with the densities in the different areas ranging from around 30DPH to around 70DPH along the main road through the town. The majority of the development is at the lower densities. Developing at lower densities means more land is taken for housing than other uses. Using a narrow range



**Questions 32 to 40 in the QUESTIONNAIRE**



**Figure 15.** Many of the areas of towns that attract the highest values are high density. Victorian terraces, like this one in Leeds are typically 60-80 dwellings per hectare. (Image credit: Stefan Baguette on Wikimedia Commons)



**Figure 16.** Abode, designed by Proctor and Matthews Architects in Great Kneighton, demonstrates that well designed homes at high densities attract similarly high values to high density areas in established towns. Great Kneighton, the development this forms part of, has an average density of 50.7 dwellings per hectare. (Image credit: Tim Crocker)



of relatively low densities in large areas of urban development can make it difficult for a sense of place to develop, reducing people's ability to navigate or relate to the places in which they live.

**5.g.10** Density has a major role to play in the design of towns and urban areas. Having a range of development densities allows a greater variety of types of home, enabling Cranbrook to broaden its appeal.

**5.g.11** Density plays an important role in making places sustainable<sup>1</sup>. By enabling more people to live within easy walking distance of shops, jobs and other services including leisure

<sup>1</sup> CABE (2004) Better Neighbourhoods: Making higher densities work

centres and public transport, higher densities help improve their viability and make it more likely that they are provided and survive.

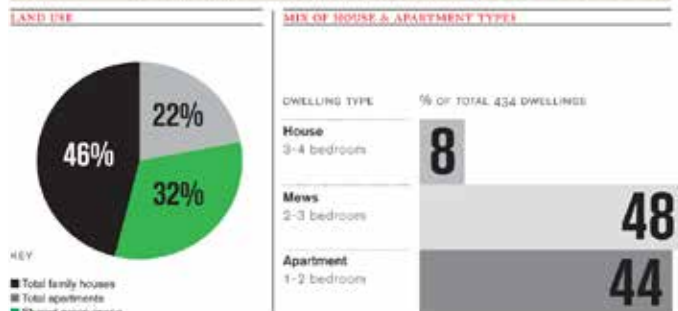
**5.g.12** Density enables places to develop different characters. Higher densities can create the sense of enclosure that gives town squares and other spaces the sense of place that people recognise and enjoy. Lower density can create a feeling of greater openness but is not so good at enabling a sense of place to develop.

**5.g.13** Increasing densities of residential development allows more land to be available for other uses. This means that high density development can feel more open than lower density development as there is more space

**Figure 17.** Higher densities can be achieved in many ways to create a range of urban spaces

### Option 1: 66dph (242 houses and 192 flats)

**Higher density family dwellings with some apartments** This brief is for four- to five-storey, one- and two-bedroom non-family apartments, and incorporates higher density three-storey family houses to increase the proportion of shared open space to over 30 per cent, achieving 434 units. The combination of family housing and shared open space at nearly 80 per cent of the development area creates a park-like suburban setting at a density of 66dph.



### Option 2: 64dph (233 houses and 192 flats)

**Mostly family dwellings with some apartments** The brief is for two- and three-storey family housing in combination with four- to five-storey, one- and two-bedroom non-family apartments, to achieve a total of 425 units at a density of 64dph. Although the apartments constitute 45 per cent of the dwellings, their footprint is limited to 22 per cent of the development area. Family housing and shared open space constitute nearly 80 per cent of the area.



Source: MJP Architects, Sustainable Suburbia (2008)



available for public open spaces and areas for play.

**5.g.14** There is a choice to be made about the mix of housing densities within the town and whether there should be greater variety in density than the existing development and also whether average densities should be increased. Higher densities does not mean having less open space or high rise blocks, but different housing types can naturally lead to higher densities. A greater number of semi-detached and terrace housing or developments of flats could all generate higher densities and reduce the land required to meet the housing numbers for Cranbrook envisaged by the Local Plan.

**5.g.15** At Cranbrook we are not looking at the higher levels of density but average densities could be increased in parts of the town to those in the central part of the diagram adding variety to the built form and a wider range of choice of housing for residents. Figure 14 shows different ways that a higher density could be achieved. This comes from a research project by MJP Architects, funded by the Homes and Communities Agency (HCA), looking into how to make suburban development sustainable.

### A balanced community

**5.g.16** Community cohesion and the building of a strong community depends on it having a good balance and mix of people. The community in Cranbrook has a much younger age profile than the UK average or that seen in other East Devon communities, which often have an older profile than the UK average. In the long term this could have an impact on community cohesion where a balance of young and old is usually needed. It could therefore be argued that Cranbrook needs to attract people from all backgrounds and walks of life and that we need to be proactive in ensuring that different types of housing are provided to meet their needs. Alternatively market forces could be left to decide the types of housing provided in Cranbrook and where there is sufficient demand for a specific type of housing then the developers be relied upon to meet that demand. Either way design has a critical role to play in ensuring homes can be provided that are attractive to all. Being successful in this will make it more likely that Cranbrook will be a healthy, happy new town with the strong social structures that enable people to support each other.

### Homes for all

**5.g.17** Increasing infirmity in old age can have implications for the homes we live in. At the simplest level this can mean making design allowance for infirmity so that people can continue to access their homes without hindrance. In others it can bring the need for access to higher levels of care and homes that are designed for this. Our aging population means these needs are increasing and Cranbrook will need to provide homes for all ages and levels of infirmity to maintain a balanced population and enable people to continue living in the town that they call home.

### Designing homes for Gypsies and Travellers

**5.g.18** The Local Plan requires provision for up to 30 gypsy and traveller pitches at Cranbrook. The traditional routes taken by Gypsies and Travellers through East Devon have historically been through the western part of the district around Cranbrook. It is, therefore, a logical place to meet the needs of this group. Ongoing work will establish a strategy for the delivery of Gypsy and Traveller sites across the district including the level of need at Cranbrook.

**5.g.19** The Gypsy and Traveller community has been a part of Devon's heritage for centuries and form a part of the rich cultural diversity in the UK. Gypsies and Travellers are a recognised ethnic group and have the same rights to live in the area as anyone else. This community has the same wants and needs for homes, jobs and access to services and facilities as the settled community though they may be delivered in a different way.

**5.g.20** Any Gypsy and Traveller pitches at Cranbrook would be carefully designed and laid out and would not be typical of many of the encampments that are reported in the press. Figures 15 and 16 show that a properly designed and managed site with proper facilities can be attractive. An unauthorised site without proper facilities will inevitably become untidy.

**5.g.21** A number of Gypsy and Traveller sites exist in the parishes surrounding Cranbrook. These range from single family sites to larger sites accommodating a number of families. Many Gypsies and Travellers are self employed and would require their own business space.

**5.g.22** To support integration with the settled community, best practice suggests that Gypsy and Traveller sites should have no more than 15 pitches. There are obviously other factors

to consider when locating and designing a site for the Gypsy and Traveller community. The same standards apply, including levels of noise, pollution and accessibility to shops and services. Choices can be made about the number, location and size of the sites and whether these include space for employment or not.

### Streets and spaces for people

**5.g.23** Historically, streets have played an important role in communities, providing space to socialise, play and enjoy other communal activity. It is only recently that their use has become predominantly about transport, leading them to become less used and for people to feel increasingly isolated. Research has demonstrated that where streets have higher levels of traffic residents have fewer friends or social interaction<sup>2</sup>. The fall in the level of outdoor activity and play among children is connected with this change. This can cause long-term health and wellbeing problems, increase the chances of obesity and reducing the ability to learn or build strong social bonds in later life. For adults too, streets need to

<sup>2</sup> Appleyard D (1980) Livable Streets, Protected Neighborhoods.

once again be places to meet, relax and socialise.

**5.g.24** Streets tend to be overlooked as active, social spaces. They are often perceived as being primarily transport links. This has become particularly prevalent over the course of the last century as cars have become increasingly dominant in towns. Cranbrook has the opportunity to also create streets where people meet, children play and communities gather.

**5.g.25** Streets also need to be designed to suit the activity envisaged along them. Narrow streets can encourage people to interact with the activities and uses along either side making them good places to put shops and other economic activity. Wider streets and spaces are often more suited to social, civic and communal activity where people can spread out and relax or where communities have the space to come together. Urban environments that feel disconnected from the natural environment do not encourage good health and wellbeing outcomes either.

**5.g.26** We are however a nation of car owners and when in our cars we want to be able to move quickly and safely from A to B. Streets that are only used by residents to access their homes and

**Figure 18.** An authorised Gypsy and Traveller site  
(Image credit: Saint Helens Borough Council)



**Figure 19.** An unauthorised Gypsy and Traveller site  
(Image credit: SWNS)



do not carry through traffic should be designed to enable children to play and residents to interact easily. At the other end of the spectrum main streets that carry passing traffic or are to be used by commercial traffic will need to be designed with a greater emphasis on the needs of motorists. In between these extremes will be many roads in Cranbrook where there will be choices to be made about how these competing needs are balanced.

### Commercial uses

**5.g.27** Established villages, towns and cities have a relatively high ratio of commercial, retail, social and other uses to the number of houses when compared to new developments. This mix developed within towns as they tended to grow around business and commercial opportunity to which people, and housing, were then attracted.

**5.g.28** Commercially led developments like Cranbrook build homes before businesses. Residential development is less risky than providing buildings and spaces for retail, business and other town centre uses. There is also a need to have a community that creates a demand for the goods and services that businesses would

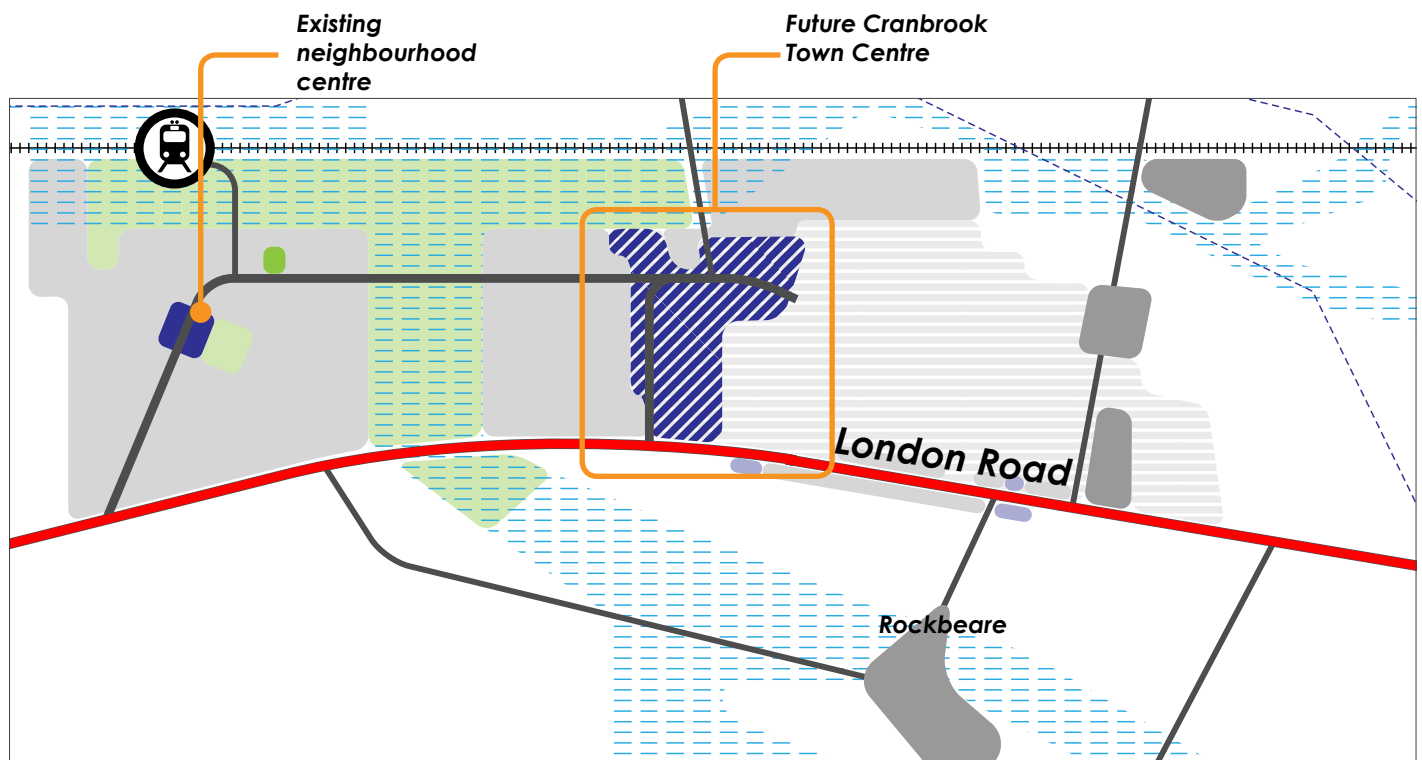
provide and potential entrepreneurs looking to own and run such businesses before business spaces are viable. The result is that there are fewer businesses and business spaces than would be expected in an established town for the number of homes provided.

**5.g.29** Commerce, culture and civic functions are normally concentrated in town and neighbourhood centres. However, in established towns these uses are also spread throughout urban areas, creating the points of interest and identity that are integral to the enjoyment of a town. The existing plans for Cranbrook include a town centre and two neighbourhood centres. As an enterprise town Cranbrook needs to find a way to be responsive to demand from both residents and potential businesses, not limited to the identified centres or timeframes set by the developers and council. These need to be satisfied both during the development period and long into the future.

### Successful town centres

**5.g.30** A key measure of the success of town

**Figure 20.** The location of London Road in relation to the rest of Cranbrook



centres is the diversity of uses within them<sup>3 4</sup>. This recognises that diversity is a powerful draw to visitors. The mix of uses within the town centre and is therefore a key choice to be made about the future development of the town. Enabling diversity is could therefore be a key part of the strategy for Cranbrook. Doing so would require properties that can be used for a wide range of uses. Diversity also means creating distinctive areas and buildings with their own character and design. This would make different areas more recognisable which helps people navigate their town. It also means that different areas can foster different activities or uses that can help make a more diverse, and therefore stronger, community.

### The future of London Road

**5.g.31** Up until now, the design of Cranbrook has intentionally focused development on land to the north of the London Road. This has created a convenient southern boundary to development.

**5.g.32** The London Road is the way most people will encounter Cranbrook yet at present it serves as a bypass. This has some benefits in that it prevents roads within Cranbrook from having to take passing traffic which reduces traffic through the town. However, this loses many of the benefits that the road could bring such as acting as a gateway or introduction to the town, or drawing in passing trade that may make business spaces and the town centre viable much sooner.

**5.g.33** Within a few years Cranbrook will become the second largest town in East Devon. To help support the business activity that would be expected of such a town the London Road could become a functional asset, and a part of Cranbrook itself, rather than a way out or a bypass. It could provide an attractive and functional gateway to the town, encouraging people to stop and visit the new town, building awareness of the great potential it offers.

**5.g.34** Development fronting onto the London Road on its north side and within the existing consented area and allocated expansion areas could help the London Road to start to fulfil this role and this is an option to be considered. The open countryside to the south would not however give the impression to passers-by of being part of a town and there is a danger that it would still feel like a bypass.

<sup>3</sup> Portas M. (2011) The Portas Review: An independent review into the future of our high streets

<sup>4</sup> DCLG (2012) High Streets at the Heart of our Communities: the Government's response to the Mary Portas review

**5.g.35** An option for the future may be to bring forward some limited development on the south side of the London Road to further create an entrance into Cranbrook and a feeling of being within the town when driving along London Road that would tempt people to stop and have a look around. This would bring passing trade into the town and visitors that would help to make the town centre a vibrant and active space.

**5.g.36** The Local Plan indicates that development will not be permitted within the neighbourhood plan areas including that of Rockbeare to the south side of the London Road on the town's eastern edge. Development in this area could not therefore come forward in the near future as things stand. It is however an option for some limited development that would not encroach on the setting of Rockbeare village to be considered for the longer term development of the town. Similarly land at Lodge Trading Estate to the north of the railway line at Broadclyst station lies within the neighbourhood plan area for Broadclyst could potentially be brought forward as part of Cranbrook in the future. The land is separated from the town by the railway line and a bridge would be very expensive but there has been some developer interest and it is an option to be considered.



## 5h. Delivery and flexibility



### Issues

**5.h.1** What policies do we need to put in place so that the developers know what is expected of them and the community can know what to expect?

**5.h.2** What role should the town council, district council and the wider community have in the delivery of Cranbrook?

**5.h.3** How can development at Cranbrook enable flexibility of land-uses and in the design of spaces and buildings?

**5.h.6** Cranbrook must be given the means to evolve as rapidly as the context in which it is developing. The stakeholder that is best placed to know what the needs of, and to develop the potential solutions for the community, is the community itself. Already there are examples of where community-led initiatives, such as the community market, have helped to provide a service that would not otherwise have been possible.

**5.h.7** There are inherent tensions in delivering a new town. There are challenges between providing certainty for delivery and the need for flexibility and innovation. There is a tension between the wish for short term returns on investment and the need for long term interests to be recognised and delivered. Whilst the desire is to have as many services and facilities available as early as possible some of these may not be commercially viable in the short to medium term and different ways of delivering them need to be explored.

**5.h.8** Many of the public sector funding streams that benefited the first phases of development are simply no longer available. There is a need to ensure that new facilities are provided in a cost effective and financially sustainable manner. The desire of the Town Council to take on and manage key assets within the town and the establishment of groups such as the Berrybrook Community Interest Company to help provide employment space show that there is a strong desire from within the community to ensure that Cranbrook is supported by a wide range of high quality facilities.

### Delivery

**5.h.4** The DPD will provide the vision and ambitions for Cranbrook. These will maintain a consistent direction for all involved in Cranbrook. The delivery of a town of 20,000 people will require substantial investment over a sustained period of time and will require a wide range of stakeholders including the Local Authorities, developers and service providers to work together.

**5.h.5** Of foremost importance are the community in Cranbrook. Having literally bought into Cranbrook the community need to know that what they are living within will deliver on the aspirations contained in the description of Cranbrook as a sustainable new town. The community also need to know that the facilities that they need, and could rightly expect to see in a new town will be made possible at the point at which they need them.



**Questions 41 to 44 in the  
QUESTIONNAIRE**

## Flexibility

**5.h.9** The timing at which critical infrastructure improvements are brought forward and delivered is a particular area of focus. There are good examples in the first phase of Cranbrook where facilities, such as St Martin's Primary school, were brought forward in advance of the trigger point set in the legal agreement accompanying the planning permission. The initial availability of spare space in the school allowed coffee mornings to be accommodated and the school continues to provide space for evening exercise classes amongst other things.

**5.h.10** This is an example of where a building can be used flexibly and there are potentially further ways of supporting this. This could include allowing the change of use of ground floor space in homes to retail or commercial space along key routes.

**5.h.11** Ultimately it is very difficult if not impossible to predict all of the needs and aspirations of a community over a 15 years period. This is particularly the case given the pace of change in key societal and economic trends.

Ensuring that there is the ability to respond quickly to these needs is another challenge facing Cranbrook. There will though be areas of land, including within the town centre of Cranbrook, that will not be fully developed for a considerable period of time.

**5.h.12** The ability to accommodate so called 'meanwhile uses' would be another means of ensuring that there is the potential to respond quickly and efficiently to meeting the needs of the community. "Meanwhile uses" are temporary uses of land and buildings that could meet the immediate needs of the town by providing temporary shops, cafes and other business units enabling small businesses to establish themselves. If the business fails then the losses are minimised as rents would be low and leases short. However if a business is successful then it could move to a permanent building where it can grow. A space to provide these uses would itself be temporary and could ultimately be built on as part of the town centre, however the town centre will be built out over a number of years where as there is a need now for a space where some of the activities that are associated with a town centre can take place.

**Figure 21.** Well designed temporary architecture enabled Christchurch to provide its community with high quality space for retail and social use within months of the 2011 earthquake that destroyed much of the city centre. (Image credit: University of Canterbury, New Zealand)



**5.h.13** Building in flexibility is key to a number of the issues discussed in this document including the provision of community and sports facilities, business units and the town centre. The future is uncertain and if every piece of land at Cranbrook is built on there will be little scope to provide extra buildings and spaces that the community may need in the future. Similarly buildings that are not designed and built in a way that enables them to be readily adapted to other uses risk leaving Cranbrook with vacant or boarded up units.

### Self and custom built homes

**5.h.14** Self- and custom-build homes in the UK make up less than 1 in 10 of the new homes built every year. This is far lower than the European average, where self-build is often the norm and not the exception.

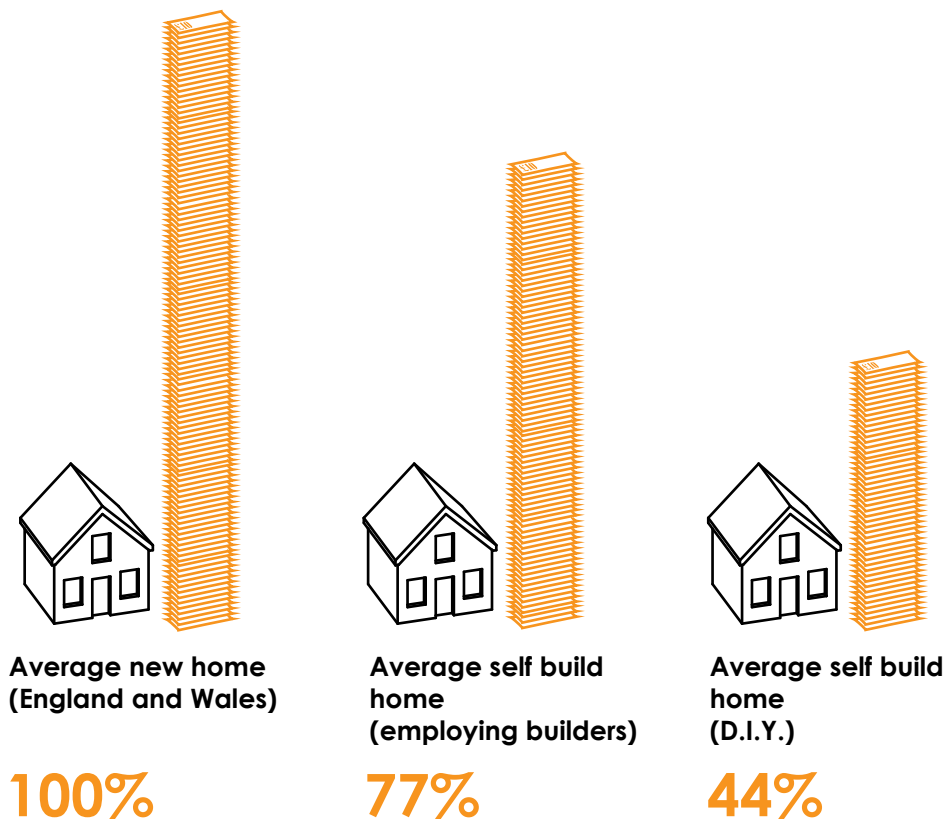
**5.h.15** Self- and custom-built homes can be designed and built to the exact needs and wishes of the buyer. People occupying self-build homes tend to stay in their homes for 15-25 years compared to the average new-build buyer who moves every 5 years or less. People moving less

frequently helps create distinctive places and stronger, lasting communities. Self building can also be a much cheaper way of buying a home.

**5.h.16** Although the large house builders will continue to provide the majority of homes in Cranbrook smaller, more local builders, and potentially residents themselves can play an important role in creating the range and mix of homes that is needed. Self- and custom-built homes increase the diversity of housing, help create greater community stability and a greater sense of place.

**5.h.17** The government is keen to significantly increase the amount of self and custom build in the UK, something that the Local Plan supports. Lack of available land and finance are the two main barriers to self-build delivery. Cranbrook is well placed to enable greater levels of self-build by making land available.

**Figure 22.** Typical savings of self-build and custom build homes over a standard new-build home (based on 2011 figures from Land Registry, Home Builders Federation, National Self Build Association)



# 6

## Next steps

### Introduction

#### **What are objectives?**

**6.1** Objectives are what need to happen to turn a Vision into reality. The objectives for Cranbrook need to be ambitious but realistic, taking advantage of available opportunities and tackling known issues. They need to reinforce each other and be measurable to create a robust and accountable framework.

**6.2** The objectives of the Cranbrook DPD provide something against which to test proposals and future planning applications. They have been informed by evidence and best practice, national and local policy, discussion within technical groups and input from other stakeholders.

#### **How will the objectives help with options?**

**6.3** Options within this document will be tested against the objectives to see to what extent they contribute towards meeting the identified objectives. Different options are likely to contribute more to some objectives than others.

**6.4** Any options considered must be realistic and feasible and deliver the Vision for Cranbrook.

## In this section

- What the Scenarios show
- The Scenarios

**Scenario 1.** Current density and development within areas subject to noise levels above recommended limits

**Scenario 2.** Current density and development in Neighbourhood Plan areas

**Scenario 3.** Increased average density to 45dph and development within areas subject to noise levels above recommended limits

**Scenario 4.** Increased average density to 45dph and some land within Neighbourhood Plan areas

Got Comments and Answers?

See **Question 45** in the  
QUESTIONNAIRE



## What the Scenarios show

**6.5** The previous section identified the issues and options facing the current and future delivery of Cranbrook. These have been set out by topic area but all the issues are clearly inter-related.

**6.6** Some of these issues will result in policies in the Development Plan Document (DPD). These policies will be used by the council to help determine planning applications and by developers to inform the preparation of their applications. The policies will be informed by the responses from this consultation.

**6.7** Other issues and options have spatial implications for the development of the town and impact directly on one another. For example choices about housing density will impact on the amount of land that is needed to accommodate the number of homes proposed for Cranbrook.

**6.8** This section sets out a series of scenarios that take into account the main spatial options which are the following:

- Airport noise
- Density
- Landscape impact

**6.9** There is a tension between these 3 issues in particular because the density of development will

impact on how much land is needed to achieve the housing numbers envisaged by Strategy 12 and therefore the pressure that is placed on the landscape and the need to develop into areas affected by noise from the airport. The priority that is therefore given to these issues is vital to understanding how we balance these issues and develop Cranbrook into the future.

**6.10** Other tensions also exist such as the need to provide open space and natural spaces, the mix of housing, how and where we provide sports pitches and a variety of other issues raised in this document also affect how much land is needed. For the moment we are focusing on Airport Noise, Density and Landscape Impact. The following plans set out a series of scenarios that explore how different decisions on one of these factors impacts on the other factors to give you a flavour of how these issues are interrelated to help to inform your comments on the priority that should be given to each issue. These scenarios will be tested in the next stage of our work once we have received and considered comments on this consultation so that our consideration of these scenarios and any others are appropriately tested against the contents of this document and the views expressed on it.



# Scenarios

## Scenario 1 - Current density and development within areas subject to noise levels above recommended limits

**6.11** This uses the densities currently being achieved by the developers.

**6.12** It complies with the Local Plan strategy 12. However, this scenario requires development in areas that are subject to noise above the WHO recommended limits and therefore will not comply with Local Plan Strategy 17. It also requires development to take place on or over ridgelines making development visually intrusive.

**6.13** This option uses land allocated by the Local Plan and land within the masterplan study boundary that is not within a neighbourhood plan area.

## Scenario 2 - Current density and development in Neighbourhood Plan areas

**6.14** This uses the densities currently being achieved by the developers.

**6.15** Avoiding development in areas subject to excessive noise levels in compliance with Local Plan Strategy 17 requires the inclusion of land that falls within Neighbourhood Plan boundaries. Therefore, this is not in compliance with Strategy 12. However, it does deliver the housing numbers and some of the wider objectives of Strategy 12.

## Scenario 3 - Increased average density to 45dph and development within areas subject to noise levels above recommended limits

**6.16** This option uses the densities above those being achieved in the current development.

**6.17** This option uses land allocated by the Local Plan but also requires land within areas subject to noise in excess of WHO recommended limits, therefore not complying with Local Plan Strategy 17.

**6.18** This option is able to deliver the housing numbers contained within Strategy 12, complies with its wording but may not deliver good health and wellbeing outcomes because of the noise issue.

## Scenario 4 - Increased average density to 45dph and some land within Neighbourhood Plan areas

**6.19** This option uses densities above those being achieved in the current development.

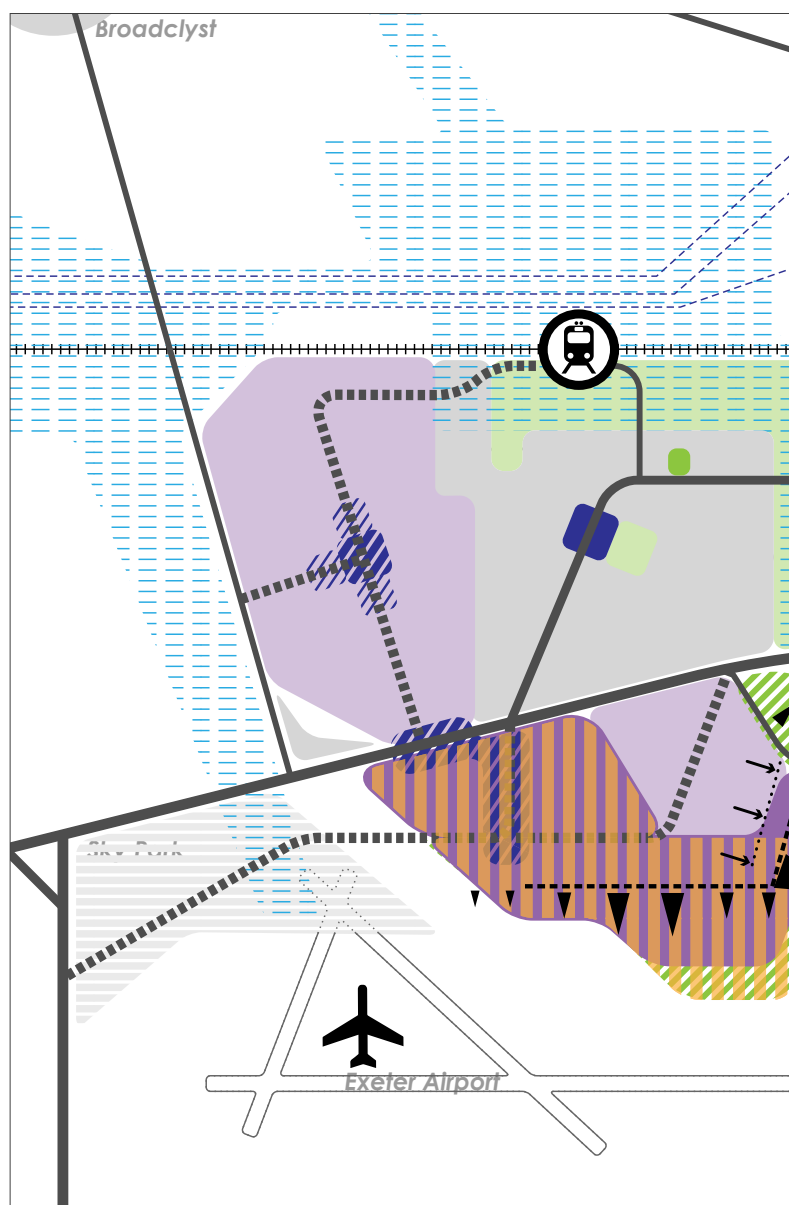
**6.20** This option uses land allocated by the Local Plan and avoids developing in areas subject to noise in excess of WHO recommended limits to comply with Local Plan Strategy 17.

**6.21** This option avoids developing on or over ridgelines making development less visually intrusive.

**6.22** This option also requires some land within the Neighbourhood Plan areas to be developed but less than required in option 2. Therefore, this is not in compliance with Strategy 12. However, it does deliver the housing numbers and the wider objectives of Strategy 12.

**Figure 23. Scenario 1**

Current density and development within areas subject to noise levels above recommended limits

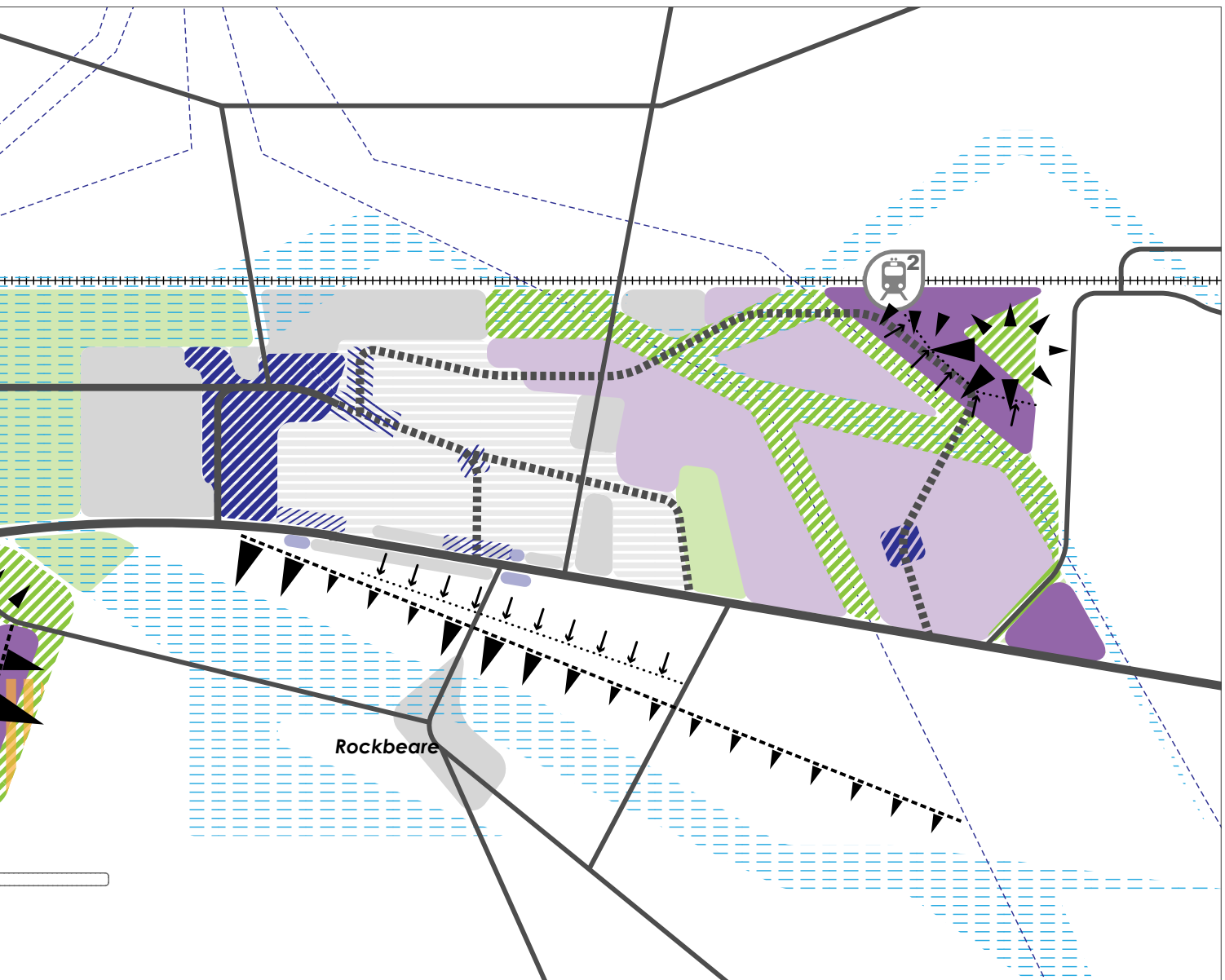


### Impact of Scenario 1

**6.23** By placing development in areas subject to noise levels above recommended limits this option risks significant noise nuisance to some residents impacting on their health and well being. There may be options to mitigate noise that would enable development in some areas. Mitigation is however technically challenging and may be too expensive to be deliverable.

**6.24** By needing to develop over a wider area, development would have to take place on or beyond ridgelines using land that may be better used for other purposes. This would make development visible to existing settlements,



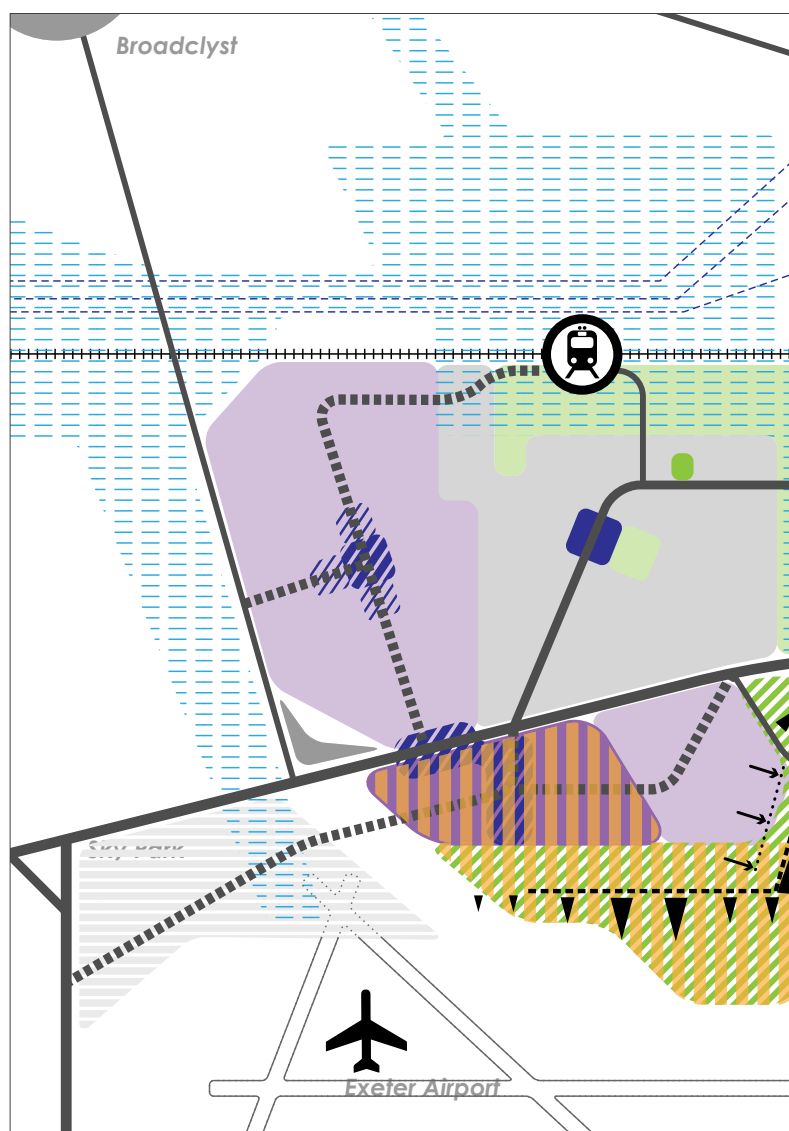


particularly Rockbeare. How harmful this would be and whether this harm should prevent development of these areas is a judgement call.

**6.25** Maintaining current densities may be considered to be the safe option by some, however well designed areas of higher density can add variety in terms of design and the types of housing provided as well as making businesses and services more viable.

## Figure 24. Scenario 2

### Current density and development in Neighbourhood Plan areas

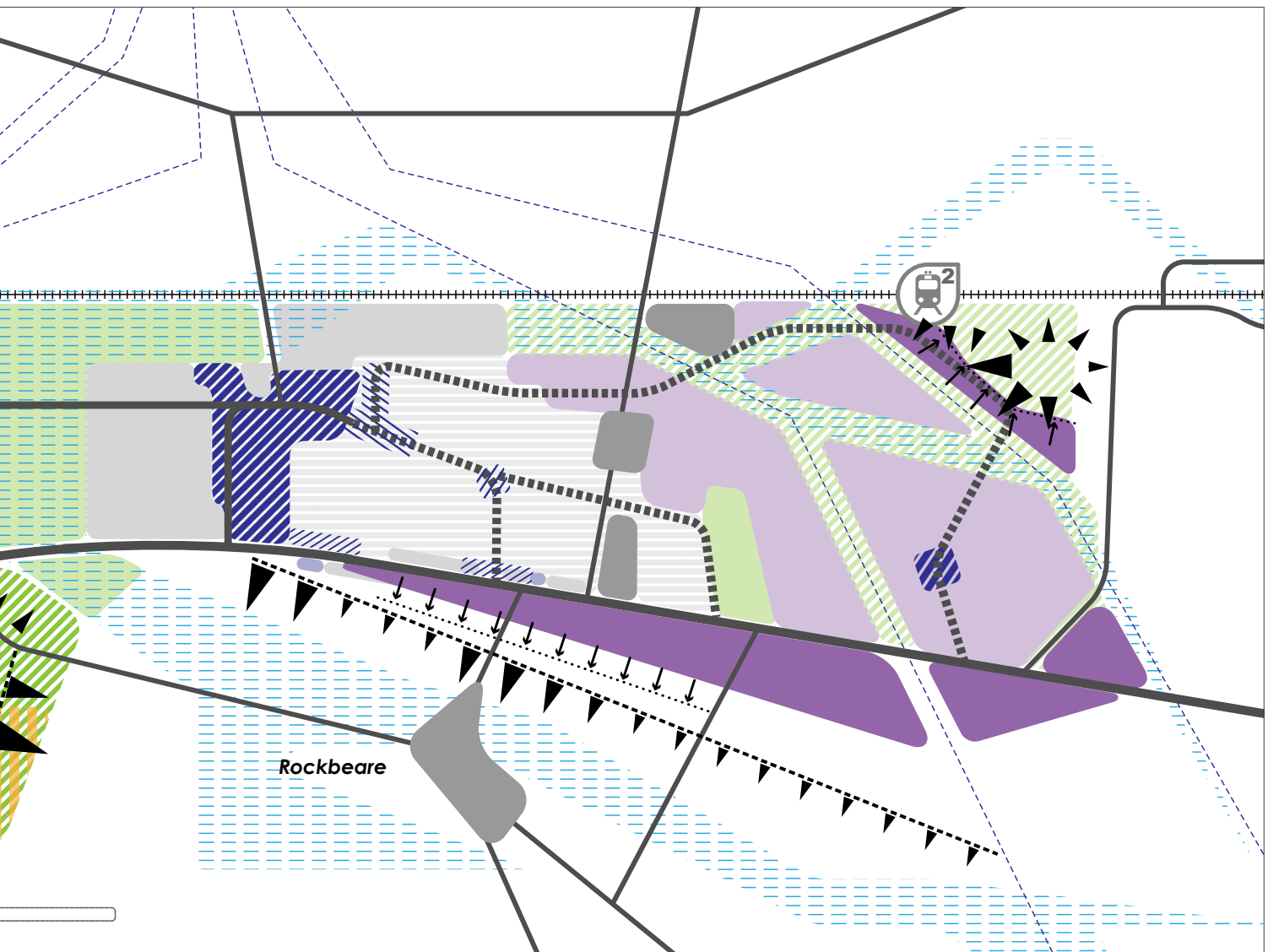


### Impact of Scenario 2

**6.26** To avoid development in areas subject to noise levels above recommended limits and land that may be visually intrusive to existing settlements this scenario would need to use significant areas of land within Neighbourhood Plan Boundaries.

**6.27** Developing in these areas increases the risk of Cranbrook merging with Rockbeare as development would need to take place in areas that are closer to the village. This could undermine the identity of Cranbrook and Rockbeare, contrary to expressed community wishes and the direction of the Local Plan.

**6.28** However if development into Neighbourhood Plan areas is limited then the



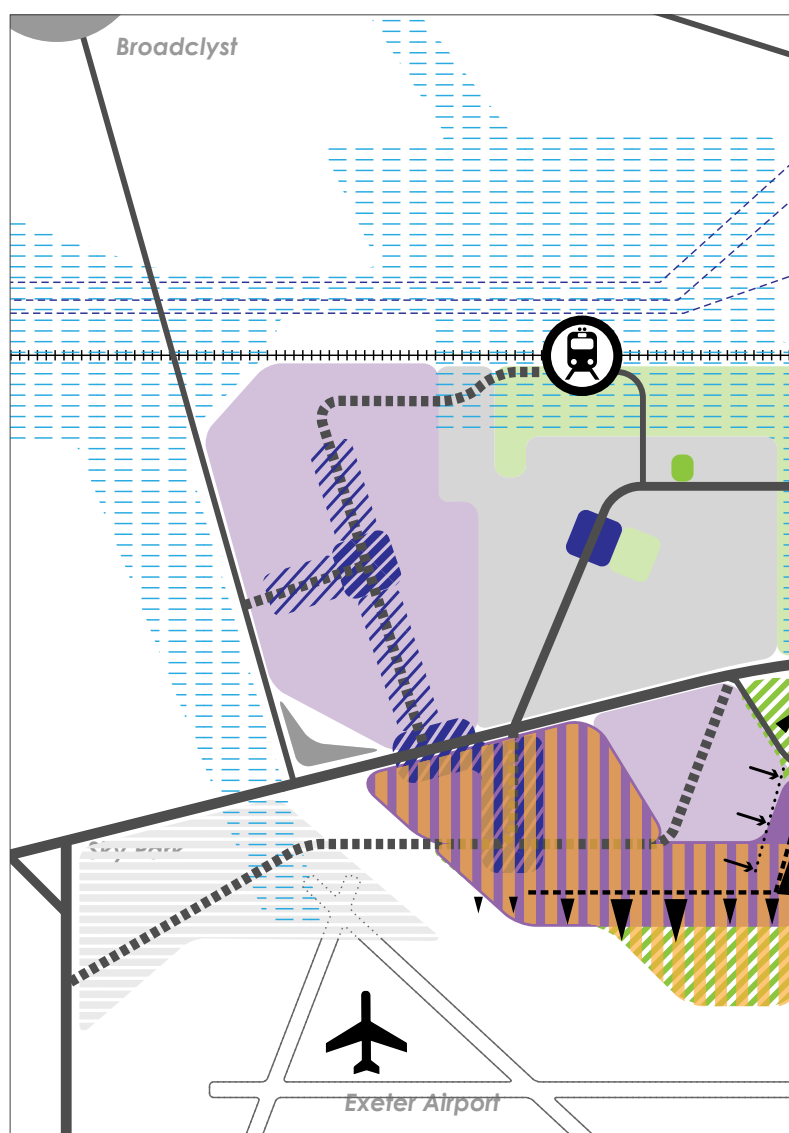
impact on Rockbeare could be restricted and this option could create an attractive and vibrant frontage onto London Road that welcomes people into the town and would help to make businesses in the town particularly those that benefit from passing trade more viable.

**6.29** The continuation of existing densities may be seen as attractive and a safe option but shops and services could be more viable with higher densities and walking distances could be minimized.

## Figure 25. Scenario 3

Increased average density to 45dph and development within sensitive landscape areas and areas subject to noise levels above recommended limits

- Existing road
- ■ ■ ■ Indicative future road layout
- +++++ Railway
- - - - High voltage lines
- Existing development or settlement
- ▨ Existing planning permission
- Existing green space in flood plain
- Possible green space
- Possible development without issues
- Possible development with issues
- Existing town or neighbourhood centre
- Possible / proposed town or neighbourhood centre
- Possible mixed use / flexible use areas
- Flood zone 2
- ▲ Prominent slope
- ▲ Extent of development that avoids becoming visually intrusive
- Development in area with noise levels exceeding WHO recommendations
- Green space in area with noise levels exceeding WHO recommendations
- Ⓜ Existing train station
- Ⓜ<sup>1</sup> Proposed train station
- ✈ Airport

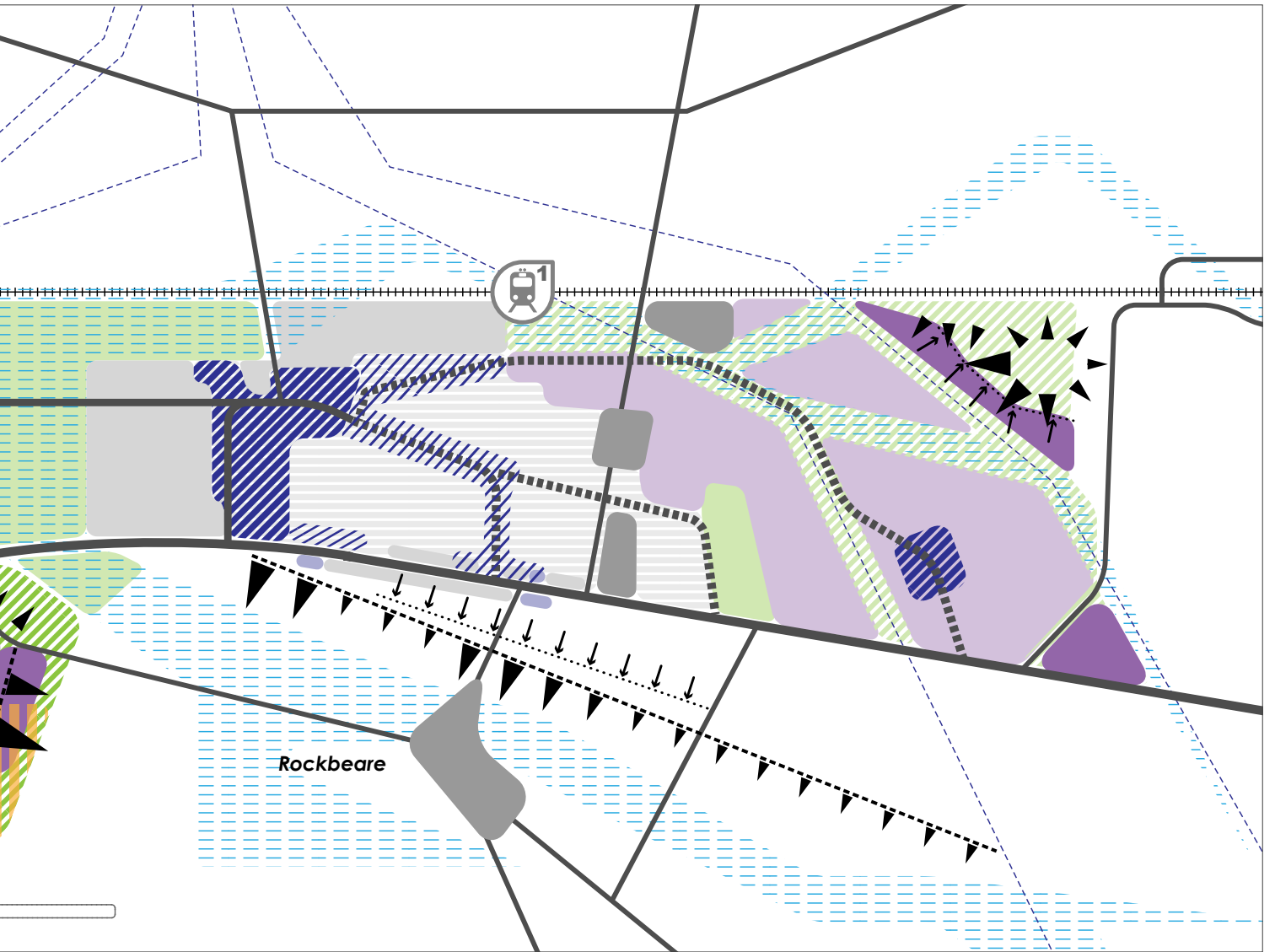


### Impact of Scenario 3

**6.30** This scenario is able to deliver the housing requirement of the Local Plan without using land in the Neighbourhood Plan areas. To do so development would have to take place on land subject to noise levels above recommended limits.

**6.31** To try to avoid using Neighbourhood Plan areas this option would need to use land that is on or beyond ridgelines and may be considered to be visually intrusive to surrounding areas and particularly the village of Rockbeare. However by using higher densities it is likely to improve the viability of shops and services.

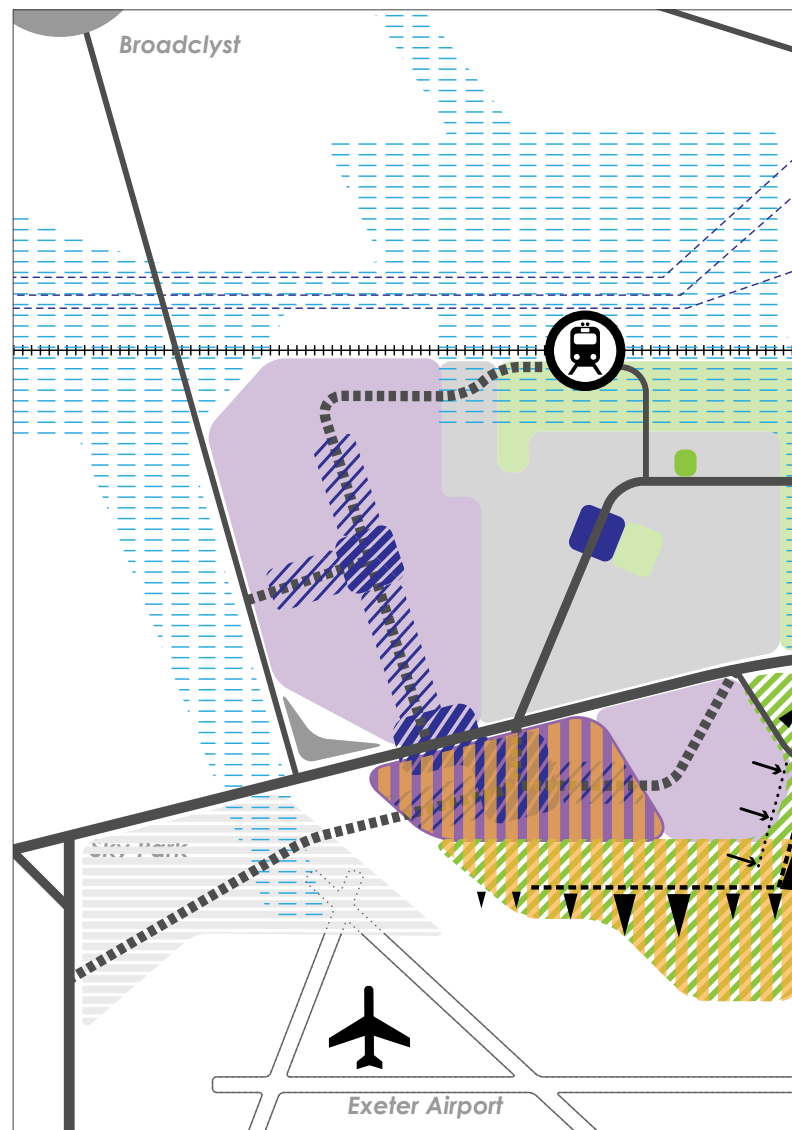




## Figure 26. Scenario 4

Increased average density to 45dph and some land within Neighbourhood Plan areas

- Existing road
- ■ ■ ■ Indicative future road layout
- +++++ Railway
- - - - High voltage lines
- Existing development or settlement
- Existing planning permission
- Existing green space in flood plain
- Possible green space
- Possible development without issues
- Possible development with issues
- Existing town or neighbourhood centre
- Possible / proposed town or neighbourhood centre
- Possible mixed use / flexible use areas
- Flood zone 2
- Prominent slope
- Extent of development that avoids becoming visually intrusive
- Development in area with noise levels exceeding WHO recommendations
- Green space in area with noise levels exceeding WHO recommendations
- Existing train station
- Proposed train station
- Airport

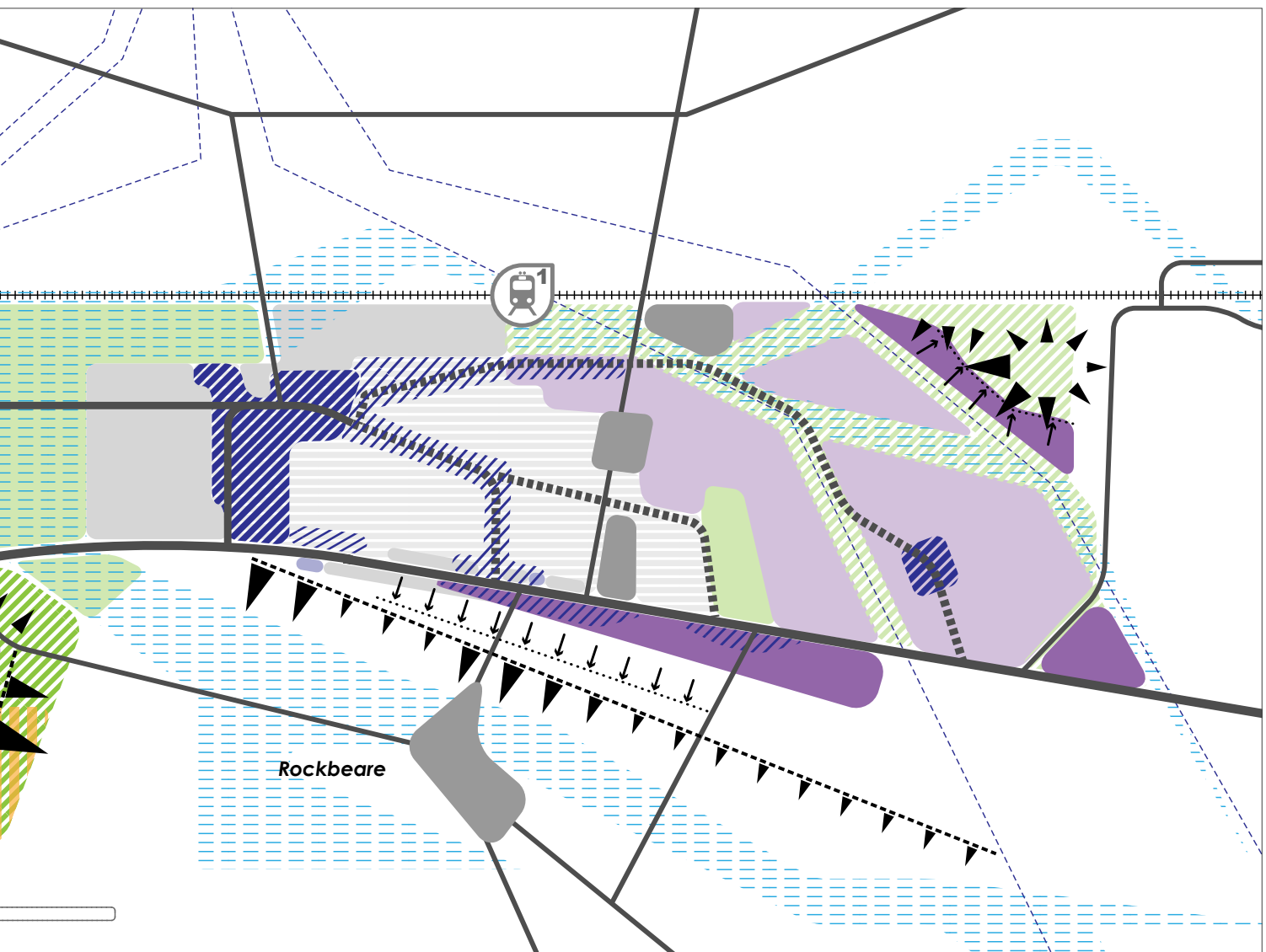


### Impact of Scenario 4

**6.32** This scenario would avoid development on land that is subject to noise in excess of recommended limits.

**6.33** It also avoids development on or near to ridgelines thereby avoiding potentially visually intrusive development, particularly when viewed from Rockbeare.

**6.34** It would however lead to some development within Neighbourhood Plan areas potentially impacting on the separation between Rockbeare and Cranbrook. By placing development on both sides of the London Road this option means that this road would become a functioning part of Cranbrook, forming a gateway and potentially supporting the development of commercial activity



and helping to support businesses in Cranbrook.

**6.35** Higher densities would reduce the amount of land needed overall. Some may however feel that higher density is not appropriate and favour maintaining existing density levels, to do so would require more land than is shown in this scenario.

## Next Steps

**6.36** This document has provided information on the Vision, Objectives, Issues and Spatial Options for Cranbrook. To give your opinion on these please fill in the accompanying questionnaire.

**6.37** Your responses to the Vision, Objectives, Issues and Options will be analysed and used to help inform the contents of the final document and shape the accompanying masterplan. In doing so your responses will help direct the future course and fortunes of Cranbrook.

**6.38** Where comments are received that raise issues needing further consideration, additional evidence will be collected and research conducted. Your comments will help decide which spatial options will be progressed. It will also inform the range and scope of policies that direct how development takes place.

**6.39** Thank you very much for your help.



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## Notes

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## Notes



✉ East Devon District Council    📧 [csc@eastdevon.gov.uk](mailto:csc@eastdevon.gov.uk)  
The Knowle  
Station Road  
SIDMOUTH EX10 8HL

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