

Planning policy

Cranbrook Town Centre

Supplementary Planning Document (Draft)



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Introduction

The concept of developing a new town on the eastern edge of Exeter can be traced back to the early 1990's and was first included in planning policy in the 1995 Devon Structure Plan, with a new community of around 2000 homes proposed. The new town of Cranbrook began development in 2012 within an outline Planning Permission for 2900 homes, new schools, country park, a neighbourhood centre and town centre. Since then, a further 661 homes have been granted permission while a masterplan and the Cranbrook Plan Development Plan Document are being prepared that will expand the town to a total of almost 8000 new homes and will result in the town centre being supported by a total of three neighbourhood centres.

At the time of writing more than 2100 homes have been completed and occupied giving the new town an estimated population of around 5000 people. A number of community services and facilities have been built alongside these homes including a new railway station, primary school, all-through school, GP surgery, a Country Park, play areas, sports pitches, public house, seven shops and a multi-purpose community building at the Younghayes neighbourhood centre.

The town centre lies at the heart of Cranbrook, at the geographic centre of both the existing permission and the expansion proposals in the masterplan and The Cranbrook Plan. The Cranberry Farm public house was completed and opened in 2017. It represents a well-designed and popular start but three years on remains the only commercial building to have been completed at the town centre, reflecting some of the challenges faced in commercial and high street development ever since the financial crash of 2008 and the fact that until now, the town's population was not big enough to attract supermarket operators or investors interested in developing a high street. The Covid 19 pandemic has only added to the economic pressures but with the changing times and fortunes there will be new sectors and opportunities that the town can potentially benefit from.

Outline planning permission for the Town Centre exists under the original permission for the development of Cranbrook (ref. 03/P1900), with reserved matters applications able to be submitted until October 2022. The developer consortium (Persimmon Homes, Taylor Wimpey and Hallam Land Management, known as the New Community partners, NCp) have legal obligations to deliver 500 sq. m of retail floor space as 5 shops in the town centre and others relating to community facilities such as a library, children's centre, town council offices and land for a health & wellbeing centre. However, beyond these obligations, development of the town centre land is a commercially driven entity. Working with a specialist company, the developer consortium have produced a proposal for a supermarket led development alongside a number of shops with flats above and a children's day nursery at the town centre. There is no doubt that such facilities would be welcomed by residents of the town and the surrounding area and East Devon District Council has provided pre-application advice on this scheme. However, these

developer led proposals would also see much of the remaining town centre land used for housing development, reducing the commercial potential at Cranbrook and its ability to become a sustainable place to live. In addition, the diversity of employment and other spaces that would be expected within a town centre, particularly social, leisure, office or cultural, would be missing should the developer led proposals go ahead. This would not only have an impact on the economic sustainability of Cranbrook, it would also have a negative impact on the health and wellbeing of people at Cranbrook as it would unduly restrict the social and cultural opportunity available and act to weaken the community bonds that are so important to foster at the very start of this new town.

Economic development at Cranbrook town centre is a fundamental part of the ability of the town to function effectively. Without it, residents will need to travel outside Cranbrook to work and go about day-to-day tasks and the town will lose a vital tool in establishing its own identity. Cranbrook has a railway station and a regular bus service, providing access to Exeter City Centre in particular, however they don't presently directly link to other major employment areas in the locality, such as the Royal Devon & Exeter Hospital or Marsh Barton. Without Cranbrook having suitable levels of economic development, the need to travel for work will put pressure on the highway network and prevent the town from being sustainable. As a result, East Devon District Council has maintained a policy vision and focus for the town centre at Cranbrook that would see it providing a 'vibrant day and night time economy' at the heart of this new town.

The Economic Development Strategy¹ for Cranbrook, and the Delivery Plan² prepared at the same time for the Cranbrook community, provide a good framework on which to grow the town centre and future neighbourhood and employment centres at Cranbrook. The need to enable flexibility, innovation, small and local enterprise, the importance of creating a 'Unique Selling Point' for the town to attract businesses and visitors are all highlighted as necessary features to enable a sustainable town centre to successfully grow from scratch. It is this that the Council seeks to address within this Supplementary Planning Document, working with the particular circumstances at Cranbrook and recognising the challenges faced by our partner developers.

¹ Cranbrook Economic Development Strategy <https://eastdevon.gov.uk/media/2260179/Cranbrook-Economic-Development-Strategy.pdf>

² Cranbrook Our Place Plan <https://www.eastdevon.gov.uk/media/2260197/edvsa-our-plan-operational-plan.pdf>

Purpose of this document

This document is being produced to build upon the policies contained within the East Devon Local Plan 2016-2031³, and the forthcoming Cranbrook Development Plan Document ⁴ to provide further detail, clarity and guidance on the development of Cranbrook Town Centre

This document will provide a policy framework to provide clarity on the type of development that would be acceptable in policy terms in the town centre. The plan for the town centre is to promote prosperity, a strong community and good health and wellbeing. It is hoped that this will provide the certainty needed to encourage investment.

The document will describe the principles that development should follow to achieve the vision and objectives held for the town centre in the East Devon Local Plan and the forthcoming Cranbrook Development Plan Document that form the basis for this document.

Study Area

The plan below identifies the area covered by this Cranbrook Town Centre SPD. The boundary corresponds to the area covered by the Cranbrook Town Centre Enterprise Zone and identified in the Cranbrook DPD. Town centre infrastructure identified in the Section 106 agreement with the developer consortium who hold the outline permission for the first phase of Cranbrook's development will be delivered within this area boundary.

³ <https://eastdevon.gov.uk/planning/planning-policy/local-plan-2013-2031/>

⁴ <https://eastdevon.gov.uk/planning/planning-policy/cranbrook-plan/>

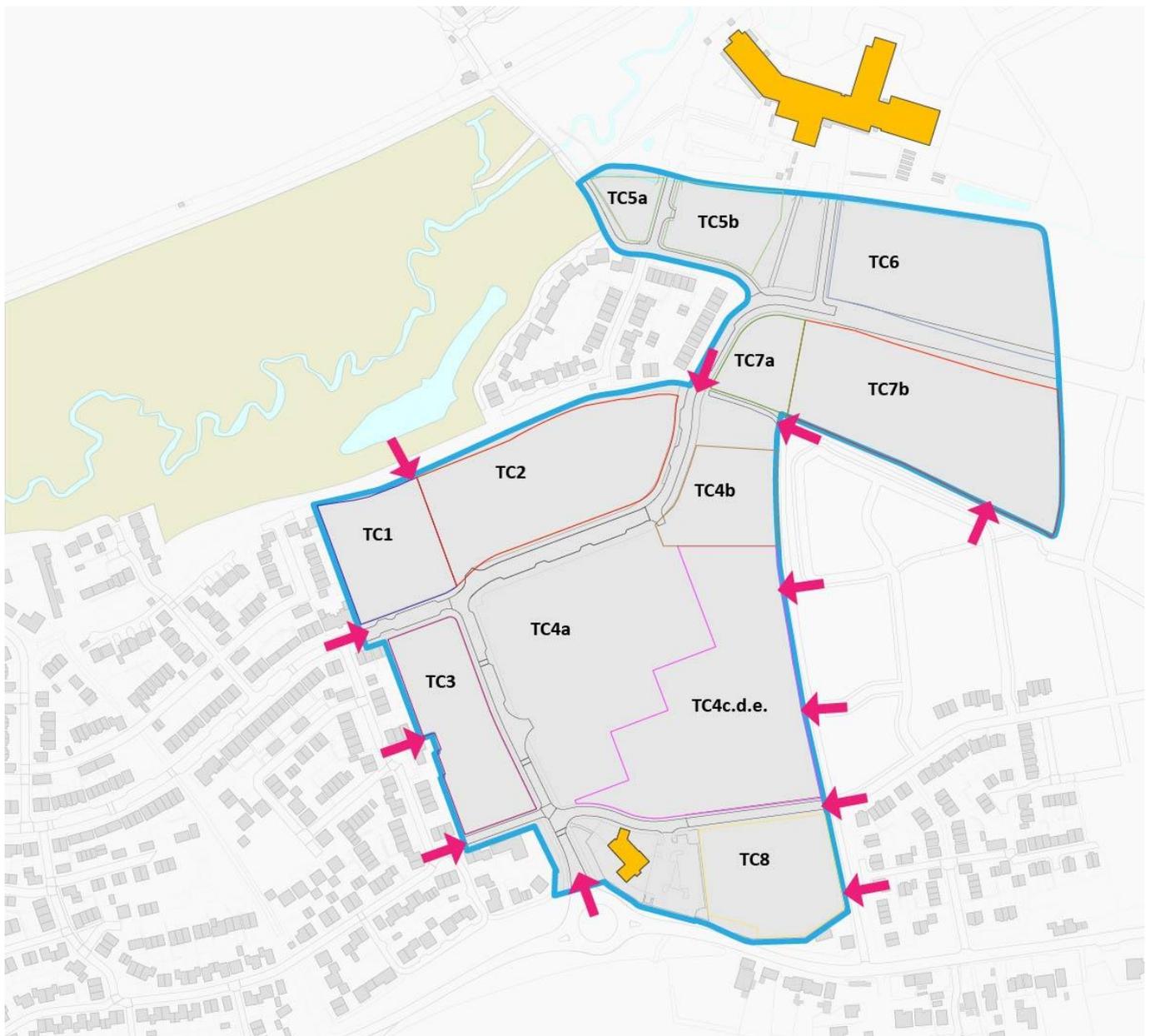


Figure 1. Cranbrook Town Centre with parcel areas as identified by the New Community Partners.

Context of development

Socio-economic context

Cranbrook town centre is located approximately 6 miles east of Exeter city centre; a 10 minute train ride from Cranbrook station. Over the past decade the City has recorded some of the fastest growth rates of any part of the UK. The population of Exeter is around 130,000 and it is expected that there will continue to be a strong functional relationship between Cranbrook and the City, not only in terms of employment and shopping but also leisure and cultural activities.

Cranbrook sits at the eastern end of a major growth corridor extending across the M5 from Exeter where a significant proportion of the recent growth has taken place. This includes the Exeter Business Park, Exeter Science Park, Sandy Park stadium, a new IKEA and distribution centres for Lidl, Amazon and DPD. In total this is expected to deliver circa 10,000 each of new homes and jobs over the next 15 years. Key strategic employment developments in the West End of East Devon include;

- SkyPark – a new business park comprising 1.4m sq. ft. of office and industrial space
- Exeter Logistics Park – a major new distribution centre expected to deliver circa 1.5m sq. ft. of new space
- Air Park – an expansion to the existing business park totalling around 12 acres of land
- Science Park – circa 800k sq. ft. of new commercial space targeted at high-end knowledge and research driven businesses

Alongside existing major employment centres, such as the Airport and its business park, these will provide very significant employment opportunities within a 3 mile radius of Cranbrook.

The town centre of Cranbrook is expected to perform three main service roles as:

- A centre for the population of the town which will grow to circa 20,000 people
- A centre for higher order services for a wider catchment of settlements including the nearby villages of Broadclyst, Rockbeare, Whimble and Clyst Honiton
- A centre for the large local employment base particularly during the daytime

Demographics

Cranbrook has proven to be very popular with young families and young couples looking to start a family; a fact reflected in the age profile of the town, shown in figure 1 below.

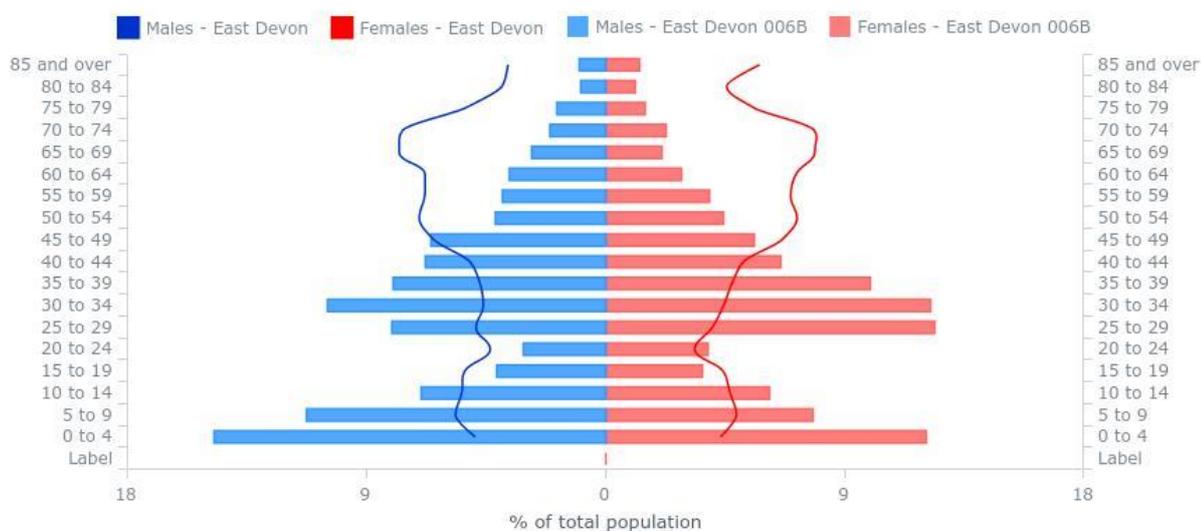


Figure 2. Population pyramid by age banks, 2017 for LSOA Broadclyst, East Devon, source www.devonhealthandwellbeing.org.uk The age profile of Cranbrook shows a marked difference from the UK average

Cranbrook is therefore significantly different from the nearby seaside towns of Sidmouth and Budleigh Salterton which have some of the most elderly age structures of any place in the country. A further distinctive characteristic of Cranbrook is that 40% of the housing in the first phases of development were negotiated as affordable.

The relative youth of the Cranbrook population means that the town has a far higher proportion of people of working age than other towns in East Devon or the UK average. This highlights the importance of providing a range of jobs at Cranbrook.

Evidence supporting the SPD

In recent years the decline of High Streets and town centres in this country has been well reported in the press and as a result it is easy to be pessimistic about the prospects of delivering a town centre in Cranbrook. Established high streets have seen a number of long established chains closing premises as well as the closure of a number of smaller local shops. The rise in internet shopping has had a major impact on the high street, through changing how and when consumers shop. Covid-19 has exacerbated these changes, with restrictions on how retailers can trade. The high street is likely to remain a challenging environment for traders for the foreseeable future. However, the assumption that town centres are dependent on retail is a recent economic trend. The purpose of town centres historically has included retail but as just part of a wide range of activities where people come together for economic, cultural, social or leisure activities. Many of the closures witnessed on the high street have been of national chains with large premises making their absence more visible in town centres. These larger retail premises have only become commonplace in the post-war period and their current decline should not be seen as the 'death of the high street' as so often characterised. Instead, the high street and town centres in general are in a process of change in response to the wider social, cultural and technological changes.

The documents referenced in this section are all relevant to the development of Cranbrook Town Centre, some are local evidence documents while others are national studies and reviews on the future of the high street.

Heart of the South West (HoSW) Local Industrial Strategy (LIS)⁵

This document is currently in draft form awaiting government approval. It defines key strategic actions to address issues and exploit opportunities and strengths within the region. The document highlights the interaction between the high levels of employment in the region and the

⁵ HoSW Local Industrial Strategy <https://heartofswlep.co.uk/growing-our-economy/local-industrial-strategy/>

low levels of productivity making the region's population suffer disproportionately low wages but unable to create new, better jobs without taking people away from the jobs they already. The HoSW area suffers from disproportionately low business start-ups and little scaling up of businesses, has poor transport and internet infrastructure, produces little innovation and has a lack of higher level skills.

To counter this the vision for the HoSW economy is therefore to “raise productivity in order to drive prosperity for all” and to do so it will “transform the economy through Clean Growth”. The HoSW LIS follows the national LIS in focusing efforts in five areas; Ideas, People, Infrastructure, Business Environment and Place. These efforts are directly and indirectly relevant to the policy and investment aims of the Council at Cranbrook town centre. Innovation in construction and business space delivery; encouraging strong educational investment; ensuring land is available for employment growth in a way that fosters business clusters and knowledge sharing; the delivery of housing; the development and use of clean energy; and ensuring that Cranbrook is sustainable and a ‘clean growth’ settlement.

Cranbrook Economic Development Strategy⁶

This document was prepared for the Council in 2016 to provide a framework for the level of economic development that could be expected to support a town of the size of Cranbrook when complete. The proposals put forward by it expect incremental economic growth that matches the capacity of the growing population and town to support it. The strategy also references the available opportunities for Cranbrook and the unfulfilled demand for particular types of employment space that Cranbrook would be uniquely placed to be able to provide. Concentrating on three themes of supporting small and growing enterprises, creating employment and services and building strong links with surrounding employment sites, the strategy provides the evidence for a phased development of commercial and other employment spaces to go alongside the growth in housing and population.

The strategy for economic development favoured within the document recognises the importance of the surrounding employment areas for job creation to support the population but nevertheless concludes that by 2030 the town centre would be on a site of 9.7ha, generating just under 2,000 jobs. On top of this town centre land, the strategy identifies the need for 8.7ha of land for offices and industrial uses and then goes on to recommend that a buffer of 8.6ha is allowed for to take account of changes circumstances or unpredicted opportunities and which

⁶ Cranbrook Economic Development Strategy <https://eastdevon.gov.uk/media/2260179/Cranbrook-Economic-Development-Strategy.pdf>

could be released for housing or other development if not required. This results in a recommendation for a total of 27ha of land for employment uses.

Grimsey Review – An Alternative Future for the High Street⁷

An independent review led by Bill Grimsey, a retailer who has led multiple national chains, the publication examined the challenges facing town centres and what action is required in order to secure a future for the high street.

The Grimsey Review includes a section on “What Local Authorities Must Do and When”. It discusses the importance of place making putting great importance on the quality of urban design, public realm and transport connectivity. It then talks about bringing people back into town centres to live and the importance of having flats over shops to increase footfall in town centres. These are things that are considered important in making Cranbrook town centre a successful place.

A COVID-19 supplement to the Review has been published which asserts that in order to emerge from this period in better shape we need to see increased power to local communities, dynamic and collaborative leadership and fewer streets and a huge expansion in green spaces and squares that puts sustainability and the environment at the heart of everything and is based in quality of life and experiences. The authors encourage sectors to jointly manage risk in order to prosper, the removal of inappropriate taxation (they encourage high streets to become enterprise zones) and the use of simplified Compulsory Purchase Orders where needed to initiate these changes.

Government Inquiry – ‘High Streets and Town Centres in 2030’⁸

The government convened an inquiry in May 2018 to investigate the future of the high street. Although the inquiry acknowledged the challenging retail environment they did not believe that the high street is dead but that there is an urgent need for them to adapt, transform and find a new focus. The inquiry identified 4 systemic issues affecting the high street which can be summarised as follows:

1. Too much retail space – high streets and town centres have become increasingly retail focused with it now being widely considered that most towns have too much retail space to meet current needs.
2. Fragmented ownership – in the past, pension funds and insurance companies owned shopping centres or whole parts of towns, however they have been reducing their holdings such that in smaller and medium towns the majority of shops are owned by individuals and this is seen as a major barrier to a co-ordinated response to change.

⁷ The Grimsey Review <http://www.vanishinghighstreet.com/the-grimsey-review/>

⁸ High Streets and Town Centres in 2030
<https://publications.parliament.uk/pa/cm201719/cmselect/cmcomloc/1010/1010.pdf>

3. Retailers high fixed costs: business rates and rents – These are a significant cost on bricks and mortar shops that lead to significant overheads making them uncompetitive on price with internet and out of town retailers who have lower costs.
4. Business taxation: Again these are much higher for high street retailers with a comparison with internet retailers showing that business rates amount to approximately 0.7% of Amazon’s UK turnover compared with 2 – 6% for many high street retailers.

The inquiry went on to look at the future of high streets and town centres and considered the work of the Grimsey Review which considered that “the 21st century town is about an activity-based community gathering place”. The inquiry considered that there was a need for high streets and town centres to repurpose themselves and find the right balance between retailing, leisure, health, social care, services and residential. Investment in the arts and culture was considered important and putting town centres at the heart of the community. The inquiry report concludes by saying:

“We are convinced that high streets and town centres will survive, and thrive in 2030 if they adapt, becoming activity-based community gathering places where retail is a smaller part of a wider range of uses and activities. Green space, leisure, arts and culture and health and social care services must combine with housing to create a space that is the “intersection of human life and activity” based primarily on social interactions rather than financial transactions. Individual areas will need to identify the mix that best suits their specific characteristics, local strengths, culture and heritage. Fundamentally, community must be at the heart of all high streets and town centres in 2030.”

Impact of COVID 19

The reports mentioned above largely pre-date the coronavirus pandemic. The long term impacts of the pandemic on town centres are as yet unknown, however some work is emerging on the initial impacts felt, notably in a recent publication by the High Streets Task Force entitled ‘Review of High Street Footfall July 2019 – June 2020’⁹. This up-to-date research study is based on footfall in 154 towns and shows that district centres saw a smaller fall in visitors compared to cities as their high streets have more readily evolved from a retail focus to ‘multifunctional’ hubs. A key quote from the study comes from Professor Cathy Parker who is the research lead for the study and Professor of Marketing and Retail Enterprise at Manchester Metropolitan University. In the study she endorses a move away from the retail focus in towns saying:

“We believe that an ‘activity hierarchy’ is a better way to consider our town centres – as either major cities, regional centres, towns or districts. This simpler approach based on footfall would make for better planning decisions and help to emphasise that for many places, serving their local population with a wide range of services, including health, education, culture and leisure, is a more achievable route to success.”

⁹ Review of High Street Footfall <https://www.highstreetstaskforce.org.uk/news/task-force-research-shows-local-high-streets-being-rediscovered-after-covid-19-lockdown/>

It is clear from this work that existing town centres need to diversify away from retail uses and it is crucial that this work informs the development of the town centre at Cranbrook and that a range of services are provided.

Existing Policy background

National Policy

Chapter 6 of the National Planning Policy Framework (NPPF) requires that planning policy and decision-making should place significant weight on the need to support economic growth and productivity. It requires that planning policy 'set out a clear economic vision and strategy, having regard to Local Industrial Strategies and other local policies for economic development and regeneration'.

Chapter 7 of the NPPF requires that sites are available in town centres for the range of uses people would expect. It also states that policies should either retain, enhance, reintroduce or create new markets for town centres.

Chapter 8 of the NPPF promotes healthy and safe communities. Healthy, inclusive places should promote social interaction through a number of measures including mixed-use development and well-designed streets and spaces that promote walking and cycling. Local Authorities should also plan positively for cultural, social, and recreational facilities and services while ensuring that they are developed in an integrated way.

East Devon Local Plan 2013-2031

Strategy 12 of the East Devon Local Plan 2013-2031 relates to development at Cranbrook and states in relation to the town centre that it 'will provide a focal point for retail, business and leisure activities and will be designed to create a vibrant day and night-time economy'. Relevant text of the policy is quoted below:

Jobs - provision of up to 18.4 hectares of employment land shall be made throughout the town to provide a range of business spaces suitable for the needs of businesses as they develop and grow and to accommodate a range of employment opportunities for residents of Cranbrook and surrounding areas. Serviced or otherwise available land should be available for occupation by employment uses on a phased basis that is directly proportionate to house building:

- 4.5 hectares at/before 2,500 homes are occupied;
- 9 hectares at/before 5,000 homes are occupied;

- *13.5 hectares at/before 7,500 homes are occupied;*
- *The remainder after 7,500 homes.*

Monitoring of take up of employment land and jobs provided will allow for future policy adjustment. Nearby West End employment sites will also provide jobs for Cranbrook residents and some will travel to other locations for work purposes including Exeter City.

Town Centre - *The town centre of Cranbrook will provide a focal point for retail, business and leisure activities and will be designed to create a vibrant day and night-time economy and this will be complemented by a series of smaller neighbourhood centres.*

Social and Community and Education Facilities - *Cranbrook will accommodate a full range of social, leisure, health, community and education facilities (including new schools) to meet the needs of all age groups that will live at the new town.”*

The Cranbrook Plan Development Plan Document

The Cranbrook Plan Development Plan Document is at the stage of Examination in Public and carries due weight in the determination of planning applications at Cranbrook. The Plan allocates land to expand Cranbrook to accommodate around 7740 homes in total alongside social, community, leisure, retail and employment facilities. Policies CB22 and 23 relate to development in the Town Centre, including residential development. The key characteristics that these policies of the plan seek within the town centre are:

- A self-supporting town capable of meeting most of its own retail, commercial, economic and social needs
- A town centre focussed around a market square which is a multi-functional space used for cultural purposes, recreation, and outside/market trading and frontage development which addresses both the square and the roads/access routes leading to it.
- Town centre provision of a health and wellbeing hub, leisure centre, civic centre, library, children’s centre, youth centre and extra care housing.
- Temporary commercial uses are also encouraged to support the delivery of the town centre and encourage the emergence of cultural, retail, commercial and social activity recognising that the town centre will take time to develop and the commercial realities of delivering a new town centre.
- Residential development within the town centre to be high density (not less than 55 – 60 dwellings per hectare) and specifically on upper floors above shops and other commercial premises
- Land on the periphery of the town centre only to come forward for residential purposes where it can be demonstrated that it is not required for retail, commercial or

community uses. Even then it should be high density and adaptable at ground floor level to allow conversion business and retail units in the future if required.

A separate policy also supports the expansion of commercial and retail uses onto the London Road area immediately to the south of the town centre accepting that passing traffic along this route could be better attracted into the town centre by frontage commercial development in this area.

The Vision for Cranbrook Town Centre

As a 21st century town needing a 21st century town centre, Cranbrook needs to respond to the challenges and opportunities of the present time, but remain adaptable to respond to future changes. Cranbrook's town centre must contribute to its role as a sustainable, healthy, enterprising town which will grow to be the home of almost 20,000 people. The new town of Cranbrook is being built out in a comparatively short period of time. As such, the gradual evolution over centuries that has happened within most established town centres cannot happen here.

In terms of defining a 21st century town centre, there has been significant structural changes to retail and the high street since the initial planning application for Cranbrook and accompanying employment strategy were submitted in 2003. The approach to the town centre has evolved, from a retail dominated model of development, to one where recent research has demonstrated that successful centres have far greater diversity and in future will be more experience-led, creating places for smaller businesses to grow and spaces for social interaction.

As the developer's proposal for a supermarket, shops and flats and nursery has been developed in partnership with a specialist retail-led developer and a specified supermarket operator on-board, this SPD is being prepared to set out how differing visions from the developers and the Council can come together and provide what the community of Cranbrook need and expect. The SPD is also being prepared to give detail to the Council's wishes and intentions for Cranbrook Town Centre with flexibility to allow it to succeed in the face of potential changes, both large and small. The SPD will provide detail and development principles to give developers and community alike certainty about the opportunities they will see provided at the town centre, the rough form and how it will change.

Development at the town centre needs to be flexible to support future evolution and ensure that it continues to meet the needs of local residents and businesses. As such uses should not be fixed or designs set in stone at this point. As a conscious and explicit departure from traditional

plan-making process this document seeks to reflect the opportunity for Cranbrook town centre to emerge as a flexible, responsive place.

This last point is again fundamental to understanding how the town will succeed for the long-term and the approach that has to be taken early on to enable this success. A town centre never stays still, but grows and adapts with social, economic, cultural, environmental and other changes affecting society. Particularly now, when we are all facing so many challenges and so much is changing so rapidly, we must recognise that the ability to adapt in the future, building on what we have done in the past and what we do in the present, will give the community at Cranbrook the ability to live with changes that we will never be able to fully predict.

It is not possible to predict everything that will happen in the town centre, or the purposes it will be put to. However, it is possible to hold a vision and build a town centre that enables these things to happen and let a community define its own future. The vision below is replicated from the submission version of the Cranbrook Plan DPD and provides indications on what the town centre includes, and how it develops.

The Vision for Cranbrook Town Centre:

An enterprising, vibrant, innovative, exciting and sustainable town centre that develops a strong economic and cultural identity that comes from, brings together and supports the community at Cranbrook

Enterprising means that there must be space to support businesses to start up, succeed and grow. This suggests reduced risks, including capital costs and overheads.

Vibrant means that there needs to be space for a large number of different activities and organisations. It means that there needs to be a range of types and sizes of available spaces, both internal and external, that businesses, other organisations and the community can occupy.

Innovative means that there will need to be unique responses to the particular issues that need to be addressed at Cranbrook.

Exciting means events, novelty and change. This is what people are drawn to and what they find exciting. Having a town centre that enables events to happen, and enables change to occur, especially in its formative stages, is important to its success.

Sustainable means that economic, cultural and social activity must be able to survive and thrive. This depends on diversity and the ability to change and adapt. Sustainable also means that activity and buildings do not have a negative environmental impact. If

there are any unavoidable negative impacts these should be offset within the town centre itself where possible.

A strong economic and cultural identity means that what happens in the town centre should be unique and recognisable. Buildings, spaces should all reflect this goal.

Development Principles

Principle 1 Town Centre Place and Space

The Town Centre land as a whole, including the individual parcels within it should be designed and laid out so that streets and spaces are easy to navigate and encourage walking and cycling within and through them by:

- a) Using routes across the town centre that link destinations to form the urban blocks wherever possible;
- b) Creating a town centre of linked spaces with routes that are connected with streets that can themselves be used as attractive social space;
- c) Using consistent building lines and design elevations to enclose those spaces and streets and create memorable places in which people want to be;
- d) Having active frontages onto main routes into and through the town centre land;
- e) Incorporating views that are designed to link spaces and entice people to move within and between then creating footfall for local businesses;
- f) Creating attractive green spaces with planting and well designed landscaping linked with street trees to provide shade in summer months and provide habitat and flood mitigation.
- g) Ensuring that there is natural surveillance to all areas to design out crime.
- h) Providing seating and street furniture at regular intervals so people are able to sit to rest and socialise

Through the incorporation of the measures detailed within this principle, the long term success of the town centre can be given a stable basis for development.

Well-designed streets and public spaces can promote sustainable development by creating a safe environment for pedestrians and cyclists, reducing reliance on vehicles, driving footfall and therefore supporting the businesses located within the town centre. Streets should be well connected and easily navigable, creating a walkable and bike friendly town centre, making them attractive for use by people of all ages and abilities, including those with dementia and other similar conditions. Developments should ensure adequate provision of well-lit, overlooked cycle parking to serve the users of the development.

Active street frontages, with features such as entrances and exits, windows and balconies, provides activity and interest onto the street and public realm areas and makes an important contribution to the vitality of the town centre. The frontages should be designed with high quality materials which promote the character and identity of the area.

The well-being of the residents and users of the town centre is paramount and natural surveillance and crime prevention should be addressed within the design of the development of the town centre. Streets, buildings and public areas should address the needs of all users, including those with disabilities, people with pushchairs and the elderly.

The developer proposals for the development of parcel TC4a, the largest and most central parcel in the town centre land would have a big impact upon the movement patterns to be established. East Devon District Council welcomes developer interest in bringing activity and services to the town centre to serve the residents but also recognises that at present no planning application for that parcel has been made and that there are alternative ways in which this parcel could be laid out, whilst still retaining a supermarket. The following figures and text discuss the ways in which desire lines and suitable movement routes can be established in both the developer supermarket scheme and an alternative scenario.

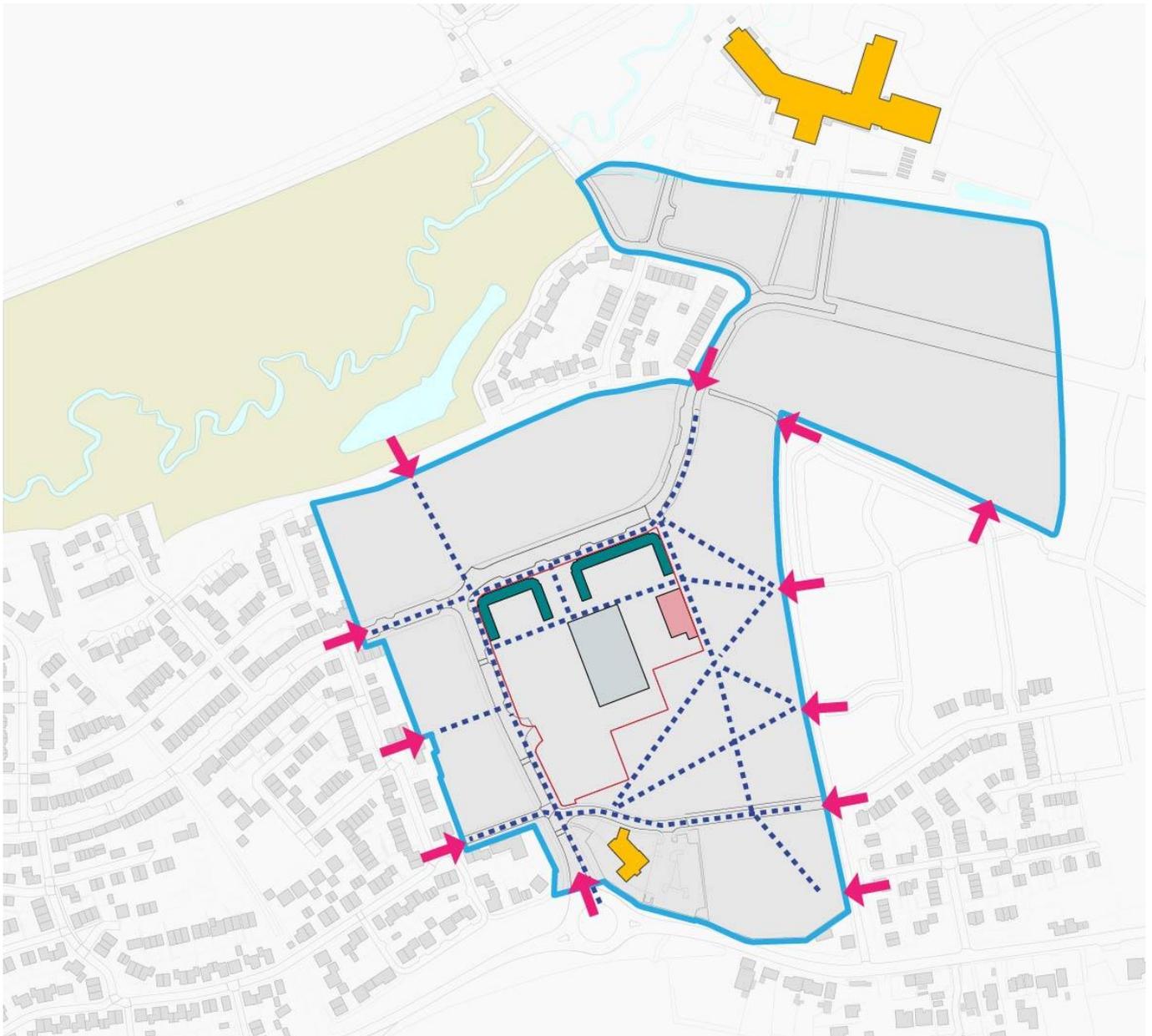


Figure 3. The proposal for a supermarket, car park, shops and apartments prevents people from taking the routes they normally would across the town centre. Although some routes cross, others are cut off from these locations reducing the number of people naturally coming to these locations.

Desire-lines form where people naturally walk as they take the most efficient route between the places they want to get to. Working with the desire lines around this supermarket proposal a block pattern can develop that makes the most of the available space, enabling some informal public space to form around which businesses may develop.

These proposals for a supermarket, car park, shops and apartments at the town centre as envisaged by the developer consortium are designed and laid out in a way which allows the supermarket to be prominent at the entrance to the town but this layout would disrupt the natural

routes across the town. Figure 3 indicates how desire lines and movement routes could be formed across the main town centre parcels should the current developer proposals go ahead.

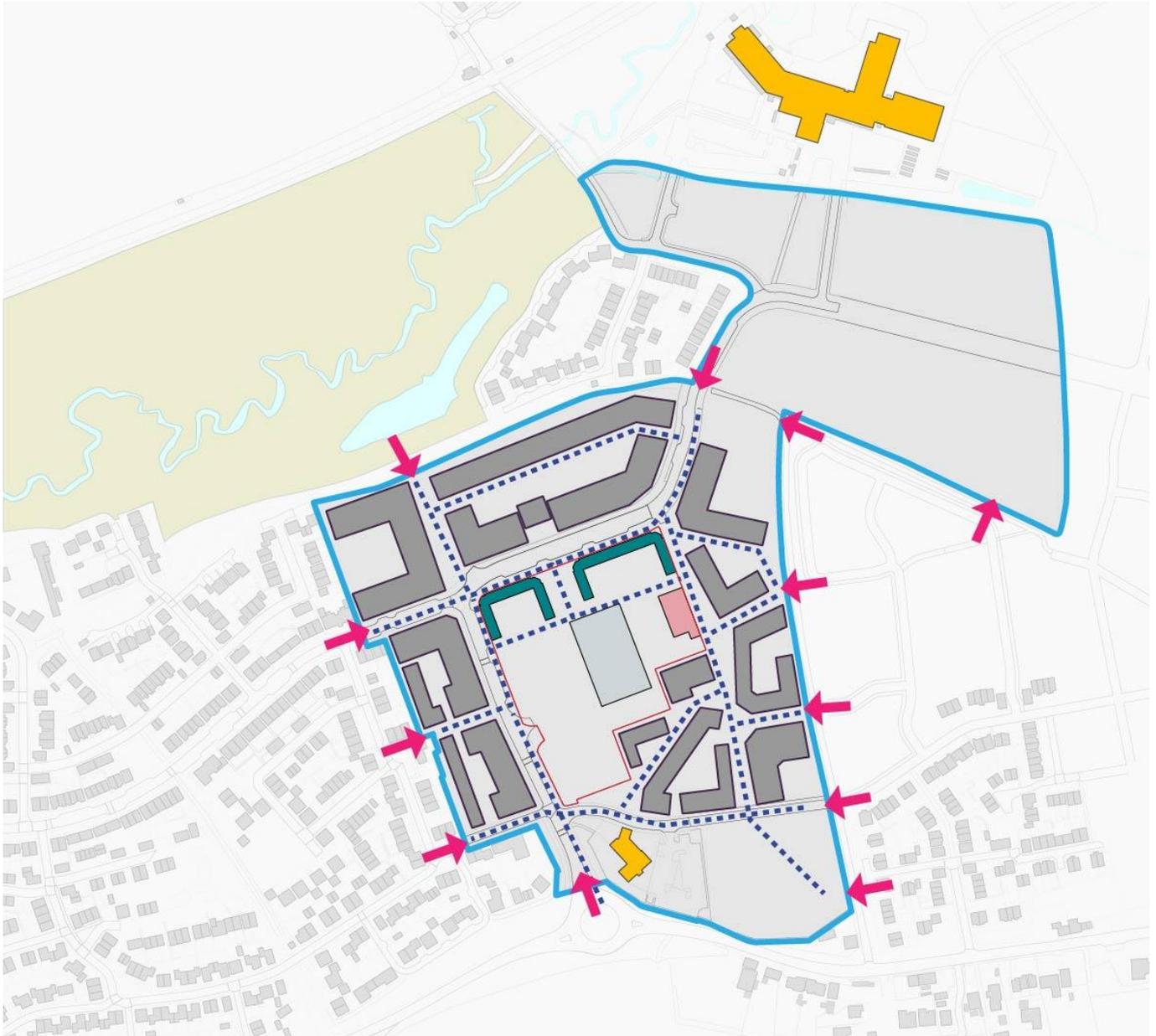


Figure 4. Indicative layout of development parcels to incorporate desire lines with the incorporation of the developer proposals for the supermarket and other development.

In an alternative scenario, without the currently drafted supermarket led proposals, a different form of development could emerge, which may better incorporate natural movement routes for pedestrians and cyclists. This scenario would allow for the delivery of a supermarket on an alternative parcel (either TC8 for a smaller sized store, or a site toward the eastern side of the town centre land for a larger store).

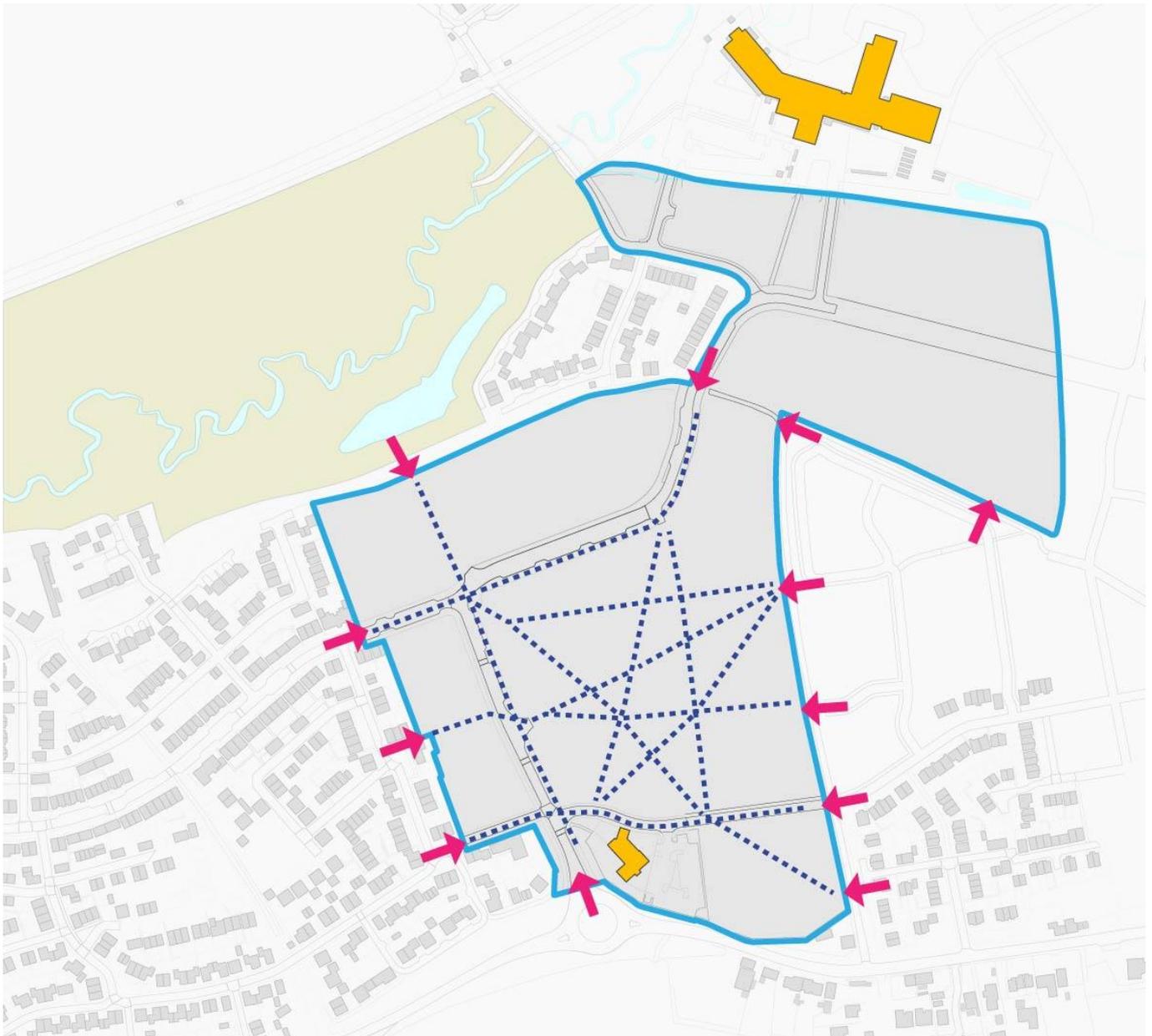


Figure 5 Access points and desire lines across the town centre. The pink arrows indicate pedestrian and cycle access. The grey lines represent the existing roads. The areas where desire lines come together or cross are the locations most suited to public space.

As the desire lines in the figure above cross the town centre they form the basis for a street pattern where businesses establish themselves along the routes people will naturally be. Where desire lines cross, squares and other public spaces will form so people from different areas can easily come together to socialise, trade and take part in other communal activity.



Figure 6. A block pattern for Cranbrook Town Centre that allows people to efficiently travel through their town centre while also generating the sort of urban spaces that encourages social interaction where cafes and restaurants provide enjoyment where people can spend time together.

The block pattern that could develop around the routes identified is shown in figure 6

Principle 2 Town Centre Economy

Development of the town centre should:

- a) create a strong, sustainable economy by providing a range of flexible and adaptable commercial space that enables a diverse range of business and other activity to develop;
- b) provide indoor and outdoor environments that are suitable and attractive for markets and other informal commercial activity to take place within;
- c) provide accommodation and outdoor space that attracts leisure, hospitality, cultural and entertainment business to set up; and
- d) create a vibrant day and night-time economy that is attractive to all ages of resident and visitor.

Proposals for the development of parcels TC2 and TC4a where they front onto Tillhouse Road should include near continuous active ground floor frontage for uses which will attract footfall dependent uses. These frontages should be interrupted only by open public spaces which act to further encourage activity and vibrancy.

The town centre will be the economic heart of Cranbrook, representing not only the place where people come to shop and socialise but also where they go for many leisure and community uses. It is important that a wide range of indoor and outdoor spaces are planned and provided in order to meet the needs of Cranbrook for many years to come, including once it reaches its currently planned size of almost 8,000 homes.

The High Street on Tillhouse Road will have active ground floor street frontages on both the north and south sides encouraging activity and vibrancy. This will be the retail heart of the town centre with community infrastructure provided alongside to support cultural and community activity. The outdoor spaces must be designed and laid out so that they are attractive, suitable and help the community of Cranbrook to maintain their health, happiness and wellbeing.

Principle 3 Town Centre adaptability and temporary uses

Proposals for temporary uses of town centre land for commercial, retail, hospitality, cultural and community uses will be supported where they will promote the overall vision for Cranbrook town centre.

Permanent buildings proposed on Tillhouse Road and Court Royal without active ground floor frontages should be developed with adaptable ground floor frontages to facilitate future changes of use to economic activities and footfall dependent uses.

One of the main challenges to the high street is the trend towards online retail for comparison shopping. The 2008 financial crisis accelerated this trend exposing many legacy structured large chains that were unable to adapt leading them to fail leaving large empty premises in some of the most prominent locations in our towns.

The Covid crisis and the response to it has further accelerated this change in the way people shop. However, the lockdown response has created an additional stress on other town centre activity and smaller independent retailers where online shopping is not the major channel for sales.

Cranbrook presents a unique opportunity to enable a community to influence the future of the town centre from the start, without having to respond to existing buildings. In areas where development has not taken place on the town centre, the Council will support and encourage temporary uses and structures enabling people and organisations to start businesses, enjoy community, cultural and other activities without the risk involved in building permanent structures. This will build the confidence and business case for future investment once the viability of a more temporary activity has been established.

Temporary uses also allow different spatial configurations to be tested so that the community can find out for itself what urban spaces would work best for it. These layouts should conform to the spatial frameworks in this document to allow people to move freely through the town centre, generating footfall and enabling businesses and the community to thrive.

Temporary uses and structures would need to be agreed with both the landowners and EDDC including use, layout, expected timescale of the use and structure on site.

In addition to support for temporary uses, where proposals on the two main roads in the town centre are brought forward for non-economic activities (i.e. residential), their provision in a way which would facilitate an easy conversion to allow for a business use is required to help further

embed the opportunity for future change to support activity. This adaptability includes the use of increased ground floor ceiling heights and a layout which would enable partitioning of uses.

Principle 4 Town Centre green and blue infrastructure

Development of Cranbrook town centre should include the integration of green and blue infrastructure to support the delivery of development and to further encourage the creation of place and to foster activity.

The public spaces in Cranbrook Town Centre should serve multiple functions, including being part of a wider Sustainable Drainage System (SuDS) that helps reduce flood risk both within Cranbrook and areas downstream.

On development sites where soil conditions are suitable, infiltration SuDS should be designed into landscaped areas, including parking areas.

Street trees shall be used in all developments to support the layout and appearance of the streets and spaces and to provide shading.

Immediately to the north of the town centre land lies Cranbrook Country Park, which provides over 30 hectares of green space for the recreational benefit of the town's residents. Within the Country Park are a series of existing attenuation basins, to which the town centre land is designed to drain. Nevertheless, the SuDS hierarchy first looks to on-plot infiltration and while much of Cranbrook has soil conditions which are not conducive to high levels of infiltration, there will be opportunities to achieve some infiltration, with the existing Cranbrook Landscape, Biodiversity and Drainage Strategy seeking not less than 5%.

Good design integrating swales, rain gardens and attenuation basins into the urban landscape as planting, water features or other landscaped forms can have a meaningful impact slowing surface water runoff towards the flood basins and water courses.

Buildings can form part of the SuDS chain using rainwater harvesting for use where potable water is not necessary such as toilet flushes, or slowing or reducing runoff using green roofs and other planted features.

The inclusion of street trees and other planting is essential to the successful creation of place and must therefore be actively designed into streets and spaces within the town centre. Without

these features, the town centre will likely be a stark landscape. Furthermore, trees act to provide shade during warm weather and assist with minimising urban heat island effects caused by having buildings in close proximity to one another; which with the impacts of climate change, is ever more important.

Principle 5 - Town Centre phasing

The development of town centre land parcels will be phased so that land for commercial development is brought forward in step with town centre housing proposals.

Delivery of a Town Square in a location in close proximity and easy access to the main High Street is a high priority and the square shall be delivered in an early phase of the overall town centre development.

With development of Cranbrook having begun more than 8 years ago and the town now having almost 8,000 residents, it is imperative that the delivery of the commercial, social and leisure facilities to support those residents is brought forward in a timely fashion.

The delivery of the first 500 sq m (5 shops) of retail floor space was tied to the occupation of the 2,000 home at the town, a trigger which has now passed without the shops being built; the developer's supermarket led scheme would deliver these units. Beyond that requirement, East Devon District Council cannot prevent the occupation of the already under construction homes before facilities and services are delivered. However, much of the town centre housing which will come forward will fall outside the scope of the existing permissions at the town and therefore there is the opportunity to link their delivery to the delivery of serviced land for commercial development. For the purposes of this principle, commercial development is considered to include those uses included in Classes B2 and E of the Town and Country Planning (Use Classes) Order 1987 (as amended).

The town centre forms part of the designated Enterprise Zone. The designation is for a duration of 25 years, commencing in 2017. A specific attribute of this designation is the ability to borrow against ring-fenced business rates incomes from the designated sites in the Zone. The business rate incomes are largely back loaded towards the end of the 25 year designation. The more that can be done to bring forward these projects the greater the impact both in terms of business rate income and job creation. The way of achieving this is to borrow against future business rates income to bring enabling projects.

Principle 6 Town Centre Parcels Design Principles

Proposals to develop the Town Centre parcels as shown demarcated on figure 1 on page 4 shall be designed and brought forward in accordance with the Design Principles for each relevant parcel/s as contained in the following tables.

Each development parcel makes an important contribution to the overall provision of the town centre. The design principles provide a strong setting for development, giving identity to the town centre, linking the various elements and providing a comprehensive mix of town centre uses (including convenience shopping), residential accommodation, community infrastructure and employment space.

On parcel TC1, an Extra Care facility has been detailed. This plot is of the correct size being 0.5ha as required for Extra Care in the section 106 agreement. Provision on this parcel will fit well with the neighbouring residential parcel to the west and enable a strong route to the Country Park to be provided running north of the junction with Court Royal but without detracting from the main high street functions. Extra Care facilities are used to provide accommodation to older people in need of varying levels of support and care; a site with level access to the facilities and services of the town centre is important to enable residents to be able to live as independently as possible.

Parcel TC2 lies to the northern side of Tillhouse Road, immediately east of TC1. The site falls from south to north, toward the Country Park and an existing housing parcel. Lying on the main road through Cranbrook, this parcel is best suited to main town centre uses, including retail, café and restaurants and civic uses. In order to provide vibrancy and to encourage footfall, the parcel needs to have active ground floor frontages along the majority of its boundary with Tillhouse Road. Working with the existing developer scheme for parcel TC4a and the square proposed within that, on the opposite side of the road TC2 could accommodate Cranbrook Town Council's civic building, enlarging the opportunity for meaningful outdoor space that could be used for community purposes.

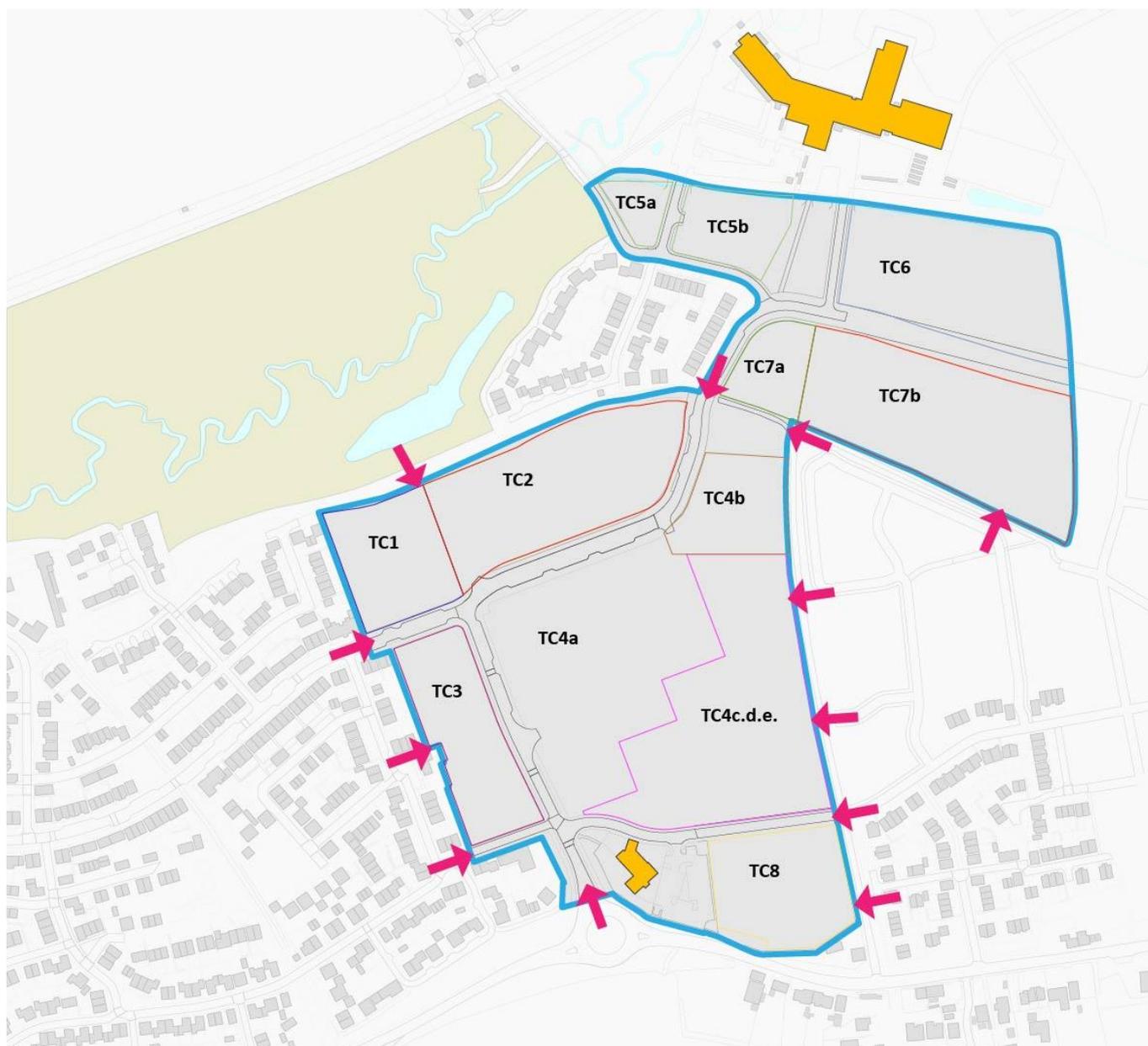
TC3 is the parcel on the western side of Court Royal and will be prominent as people enter the town centre from London Road. The site is long and relatively narrow, with two storey suburban housing backing onto it; these neighbouring uses complicate development of the parcel for main town centre uses. For this reason, it is considered that the parcel is best suited to residential development, although ground floor frontage uses onto Court Royal would be appropriate with suitable measures in place to mitigate matters such as noise.

Parcel TC4 is broken down into a, b, c, d and e. Together they make up the largest of the town centre parcels and are at the heart of the town centre land. Parcels TC4a and TC4b have frontage onto Tillhouse Road and are, like TC2, best suited to having main town centre

uses on them. There is an existing agreement that parcel TC4b will be used to accommodate the Devon County Council community facility to house a library, children's centre and community centre. Whilst not town centre uses, these are essential community facilities and will assist in attracting people to the town centre and providing footfall. The remainder of the wider parcel TC4 will provide routes for people going to or passing through the town centre on foot or by bicycle and therefore by its nature is suitable for employment generating (including retail) and community uses, which will generate additional people visiting and working in the town centre and therefore aid vitality and vibrancy. The provision of these types of facility will also assist with ensuring the town has the necessary space for job creation to meet the needs of the expanded town.

The parcels of 5a, 5b, 6, 7a and 7b are all located to the north east of the main town centre parcels, in proximity of Cranbrook Education Campus. Whilst they would lend themselves to main town centre uses by virtue of their frontage onto Tillhouse Road, if there is to be contraction of commercial activities within the town centre, these are the parcels which will have the least impact upon the long term success of the town centre when the town centre is looked at as a whole.

Parcel TC8 lies adjacent to the existing Cranberry Farm public house and has its southern boundary onto London Road (B3174). The site is prominent for users of London Road, a busy route used by motorists and would therefore be suited to uses such as a supermarket or hotel, should there be demand for the latter. Regard is also had for the listed building which lies adjacent and the challenges it may present in developing the site. Should there be no demand for commercial uses on the parcel then it is considered that residential uses may be acceptable.



Design Principles Parcel TC1		
Mix of uses	Residential	Accommodation providing extra care; siting to have careful regard to neighbouring residential properties to the west.
	Ancillary retail & café	To provide adequate on site community facilities for extra care residents to ensure their health and well-being

Urban Form	Height	3 storeys on frontage with Tillhouse Road, 2 or 3 storeys elsewhere
	Key features	Provide a strong boundary to Tillhouse Road
	Landscape	Green link along north east boundary from town centre to Country Park.
Access & parking	Access	Vehicular access point off Tillhouse road with adequate pedestrian routes to provide link to Country Park and onward to the High Street and civic centre of the town.
	Parking	Parking will be provided within the site with appropriate hard and soft landscape design measures to limit visual impact.
Public realm	Boundaries	The South and East boundaries of the parcel shall make a positive contribution to the appearance of the town centre adjoining public space/routes.
Capacity		Site suitable for a 55 unit extra-care facility
Phasing		Delivered in a single phase

Design Principles Parcel TC2		
Mix of uses	Residential	<p>High density mews/town houses can be accommodated to the north of the parcel, overlooking the Country Park and the residential parcel to the north.</p> <p>Buildings fronting Tillhouse Road are suitable for residential accommodation acceptable on 1st and 2nd floor; residential accommodation is unlikely/not acceptable on buildings which front onto the skate-park.</p>
	Civic Centre	To include adequate provision for Town Council offices and indoor

Design Principles Parcel TC2		
		space for entertainment/social/business events to serve the community.
	Town Centre uses	Buildings fronting Tillhouse road shall provide an active, continuous frontage to the town centre. A flexible mix of uses should be provided at ground floor level to include retail floorspace, restaurant and café, and other suitable town centre business uses.
	Office uses	There will be some provision of office uses on 1 st & 2 nd floor of buildings fronting Tillhouse Road.
Urban Form	Height	<p>The Civic Centre building shall be 2 or 3 storeys with floor heights appropriate for its function.</p> <p>Other non-residential buildings within the parcel should provide for a high density of development and accommodate 3 storeys.</p>
	Key features	<p>Landmark building to emphasise the role and the identity of Cranbrook Town Centre.</p> <p>Corner buildings adjoining the public realm in front of the Civic Centre and to the south west corner of the parcel (opposite TC1) are considered to be important features and should be of a high standard of design.</p>
	Landscape	<p>Hard and soft landscaping to create sense of place and attractive town centre environment.</p> <p>Green link along south west boundary from town centre to Country Park.</p>

Design Principles Parcel TC2		
Access & parking	Access	Vehicular off Tillhouse Road should be kept to a minimum to ensure continuous frontage of town centre uses, with primary access derived from the far east and west of the parcel.
	Parking	Parking will be provided within the site with appropriate hard and soft landscape design measures to limit visual impact.
Public realm	Boundaries	The South and East boundaries of the parcel, where it fronts Tillhouse Road shall make a positive contribution to the appearance of the adjoining public space/routes.
	Civic Centre	There should be an open area of public realm to the front of the Civic Centre, using a high quality palette of materials to distinguish the space.
	Skate park	Where possible the design of the buildings in the north east corner of the parcel shall enable natural surveillance of the skate park.
Capacity		
Phasing		Two or three phases of development.

Design Principles Parcel TC3		
Mix of uses	Residential	Town houses and flatted development suitable on Tillhouse Road and Court Royal frontages. Mews housing suitable to rear (west) of parcel.

Design Principles Parcel TC3		
	Ground floor frontage	Properties fronting Court Royal are suitable for town centre economic activities. Those buildings fronting Court Royal without proposing ground floor economic uses, will be designed to have adaptable ground floor frontages to allow for future changes of use for town centre suitable economic uses.
Urban Form	Height	Buildings fronting Court Royal and Tillhouse Road should provide a high density of development and predominately accommodate 3 storeys. Buildings to the rear (west) of the parcel to be 2 storeys in height, carefully sited to minimise impact on neighbouring properties.
	Key features	The corner of Court Royal and Tillhouse Road is considered to be an important corner and the corner building should address both frontages, contributing to the vibrancy of the town centre.
	Landscape	Appropriate landscaping should soften the parking and servicing areas.
Access & parking	Access	Main access should be off Shareford Way with other access points kept to a minimum to ensure a strong town centre frontage to main routes.
	Parking	Parking will be provided within the parcel. Parking to the front of buildings along Court Royal and Tillhouse Road should be avoided.
Public realm	Boundaries	The north and west boundaries of the parcel must be designed to make a

Design Principles Parcel TC3		
		<p>positive contribution to the appearance of the townscape.</p> <p>Buildings fronting Court Royal, must be landscaped to reflect the town centre location and allow for future conversion to commercial uses.</p>
Capacity		
Phasing		<p>This is an important parcel in framing the approach to the town centre and so development in the early stages of the commercial development of the town centre would be advantageous.</p>

Design Principles Parcel TC4a		
Mix of uses	Residential	Residential accommodation on 1 st & 2 nd floor of buildings fronting Court Royal and Tillhouse Road.
	Town centre uses	An active frontage with a flexible mix of uses should be provided at ground floor level, fronting Tillhouse road, to create an active frontage to the town centre. Any development adjoining Court Royal should also have active town centre frontage at ground floor level. Appropriate mix of retail floorspace, restaurant and café, and other suitable town centre business uses.
	Supermarket	The supermarket shall be design and sited to compliment the appearance and function of the town centre as a whole, with particular regard given to public realm areas and pedestrian access.

Design Principles Parcel TC4a		
	Children's nursery	To be positioned within the parcel (i.e. not fronting Court Royal or Tillhouse road), as not to require active town centre frontage. Adequate outdoor play space to be provided.
	Town square	A town square shall be formed, opposite the Civic Centre, designed to accommodate a variety of uses, such as outdoor events and local markets.
Urban Form	Height	Buildings fronting Tillhouse Road should provide a high density of development and accommodate 3 storeys. Any buildings fronting Court Royal should provide a high density of development and accommodate 2/3 storeys. Other buildings within the parcel should reflect the height of the surrounding buildings and the topography of the area.
	Key features	The corner of Court Royal and Tillhouse Road is considered to be an important corner and the corner building should address both frontages, contributing to the vibrancy of the town centre. Buildings fronting the town square shall make a positive contribution to the appearance and vitality of the square.
	Landscape	Appropriate landscaping should soften the parking and servicing areas.
Access & parking	Access	Access points shall be kept to a minimum to ensure a strong retail/town centre frontage to main routes.

Design Principles Parcel TC4a		
	Parking	Parking will be provided within the parcel. Parking to the front of buildings along Court Royal and Tillhouse Road should be avoided.
Public realm	Boundaries	The north and west boundaries of the parcel shall make a positive contribution to the appearance of the townscape.
	Town square	A high quality palette of materials to be used to create a contemporary area of public realm. Building frontages which frame the town square shall be active and animated to ensure the character of the space is enhanced. Suitable, attractive and robust seating areas and social space to be provided. There shall be pedestrian links through the parcel to the town square to connect key destinations.
Capacity		
Phasing		

Design Principles Parcel TC4b		
Mix of uses	Community facilities	Facilities to include library, children's centre and youth centre.
Urban Form	Height	2/3 storeys. Elevations fronting Tillhouse road shall be active where possible.
	Key features	Due to the road layout the site represents a focal point within the town centre and the building should

Design Principles Parcel TC4b		
		provide a strong frontage along Tillhouse Road.
	Landscape	The east boundary should be appropriately landscaped to mitigate impact on nearby properties.
Access & parking	Access	There shall only be one point of access to maintain the frontage along Tillhouse Road.
	Parking	Parking areas will be provided to the rear of the building/s.
Public realm	Boundaries	The north west boundary of the parcel shall make a positive contribution to the appearance of the townscape.
	Skate park	Where possible the design of the buildings shall enable natural surveillance of the skate park.
Capacity		
Phasing		

Design Principles Parcel TC4c,d&e		
Mix of uses	Health & wellbeing	A health Centre and a leisure Centre to be provided.
	Tri-Services	Provision of land to be used for the emergency services.
	Commercial uses	To provide a suitable mixture of small scale, flexible workshops and light industrial units to compliment the town centre provision and aid the vitality and viability of the town centre and provide local employment.

Design Principles Parcel TC4c,d&e		
Urban Form	Height	1/2 storeys with floor heights appropriate for the buildings function.
	Key features	There should be clear definition between the areas defined for workshop space and light industrial units.
	Landscape	Appropriate landscaping should soften the impact of the development, in particular along streets/highways.
Access & parking	Access	
	Parking	
Public realm	Pedestrian routes	Routes should be designed to be attractive and safe and contribute to the public realm of the town centre.
Capacity		
Phasing		

Design Principles Parcel TC5a&b		
Mix of uses	Residential	Residential uses are suitable across both parcels.
Urban Form	Height	Predominately 2 storeys, with some potential for 3 storeys on the frontage with Crannaford Lane.
	Key features	Buildings should front onto Crannaford Lane so as to complement the residential development opposite.
	Landscape	Appropriate landscaping, including in parcel tree planting should soften the impact of the development, in particular along streets/highways.

Design Principles Parcel TC5a&b		
Access & parking	Access	Derived from the existing access to Cranbrook Education Campus car park
	Parking	In parcel parking designed to minimise parking on Crannaford Lane.
Capacity		
Phasing		

Design Principles Parcel TC6		
Mix of uses	Residential	Suitable for residential uses on ground floor and above.
	Education facilities	Should there be demand for further or higher educational facilities, whole of parcel is suitable.
Urban Form	Height	2 or 3 storeys across parcel. On the frontage with Tillhouse Road, 3 storeys are encouraged, particularly around junctions.
	Key features	There should be near continuous frontage onto Tillhouse Road.
	Landscape	Appropriate landscaping should soften the impact of the development, in particular along streets/highways.
Access & parking	Access	There should be no more than two additional points of access onto Tillhouse Road.
	Parking	Parking should be in parcel, with unallocated parking suitable but the use of car parking courts minimised.
Public realm	Pedestrian routes	To include an in-parcel east-west route to give access to the existing

Design Principles Parcel TC6		
		road leading to the Cranbrook Education Campus.
Capacity		
Phasing		

Design Principles Parcel TC7		
Mix of uses	Residential	The parcel is suitable for residential uses
Urban Form	Height	2 or 3 storeys across parcel. On the frontage with Tillhouse Road, 3 storeys are encouraged, particularly around junctions..
	Key features	There should be near continuous frontage onto Tillhouse Road
	Landscape	Appropriate landscaping should soften the impact of the development, in particular along streets/highways.
Access & parking	Access	There should be no more than two or three access points from Tillhouse Road. Strong east-west connection within the parcel should be made.
	Parking	Parking should be in parcel, with unallocated parking suitable but the use of car parking courts minimised.
Public realm	Pedestrian routes	Access to the existing pedestrian footway running to the south of the parcel should be made at not less than two points.
Capacity		
Phasing		

Design Principles Parcel TC8		
Mix of uses	Commercial/employment generating	The parcel is suitable to accommodate commercial uses, including retail use and hotel uses.
	Residential	Where it can be demonstrated that there is no commercial demand for employment generating uses then the parcel is suitable for residential uses.
Urban Form	Height	1 or 2 storeys along part of southern boundary where it adjoins the property known as Stone Villa, a grade II listed building. 2 or 3 storeys elsewhere on parcel, with 3 storeys encouraged on the frontage with Badger Way.
	Key features	There should be near continuous frontage onto Badger Way. Buildings should front onto London Road (B3174).
	Landscape	
Access & parking	Access	Single point of access from Badger Way.
	Parking	Parking should be in parcel, with unallocated parking suitable but the use of car parking courts minimised. No direct on-plot parking off Badger Way.
Public realm	Pedestrian routes	
Capacity		
Phasing		

Included at Appendix 1 of this document is an example of how the form of development detailed in these tables would work on the ground.

Delivery

Proposals from EDNCp/HDD

As discussed earlier in this document, the existing development consortium have worked with a specialist commercial developer with a view to securing the delivery of a supermarket, two parades of shops with a modest town square separating them and a children's day nursery. These proposals would all be on parcel TC4a. East Devon District Council recognises the need for these facilities for the town and in particular that there are currently no facilities where people can reasonably undertake all their weekly shopping without relying upon delivery services and no town square to enable community events, such as markets, to take place.

Section 106 requirements

The existing section 106 legal agreement attached to the main planning permission for the establishment of the town secures a number of facilities, or land for those facilities, within the town centre.

A 55-bed Extra Care facility, with the land due to be transferred to Devon County Council, who will procure a delivery partner to provide the development. This will need capital investment either through public grant secured from Homes England or via future section 106 funding from the expansion areas of Cranbrook. This is expected to be accommodated on parcel TC1.

Devon County Council have granted themselves outline planning permission for a single building to house the town's permanent library, children's centre and youth centre. The land and a financial contribution for the buildings for these uses are secured in the existing section 106 agreement, although there is likely to be a funding gap for the delivery of the co-located building. Devon County Council are exploring opportunities for closing this funding gap. The building is to be located on parcel TC4b.

A site of 0.7ha for a Health and Wellbeing hub is secured in the section 106 agreement. Capital build costs are not included and the building is proposed to have some of its funding secured through future section 106 agreements for the expansion areas. The remaining build costs will need to be funded either through NHS England capital programme funding or through investor funding with the NHS and other tenants paying a market rent to occupy the space. East Devon District Council, with the support of Devon CCG favour a site which is off the high street and allows for the co-location of the facility with a leisure centre.

In addition to land for a Health and Wellbeing hub, 0.5ha of land is delivered by the section 106 agreement for blue light services. Ambitions are that this will have space for the Police, Devon and Somerset Fire and Rescue Service and the Ambulance service. There is a desire for it to be a community facility, rather than a purely operational building. To that end, a site on parcel TC4c, adjacent to the Devon County Council building is favoured. At present no capital build

cost funding has been secured, with £1.9m identified to be secured through section 106 agreements from the expansion areas.

Exeter and East Devon Enterprise Zone

The Enterprise Zone covers four sites in the West End of the District: Skypark, Science Park, Airport Business Park and Cranbrook Town Centre and is a 25 year designation which commenced in April 2017. The designation enables the local authority to borrow against ring-fenced business rate income over the term of the designation. In turn this opens up the potential to invest in projects, particularly where these can increase the speed with which new commercial space is brought forward, which in turn increases the overall value of designation.

The Implementation Plan for the Enterprise Zone identifies interventions which are designed to accelerate delivery of new commercial space and support job creation. These focus on two main categories:

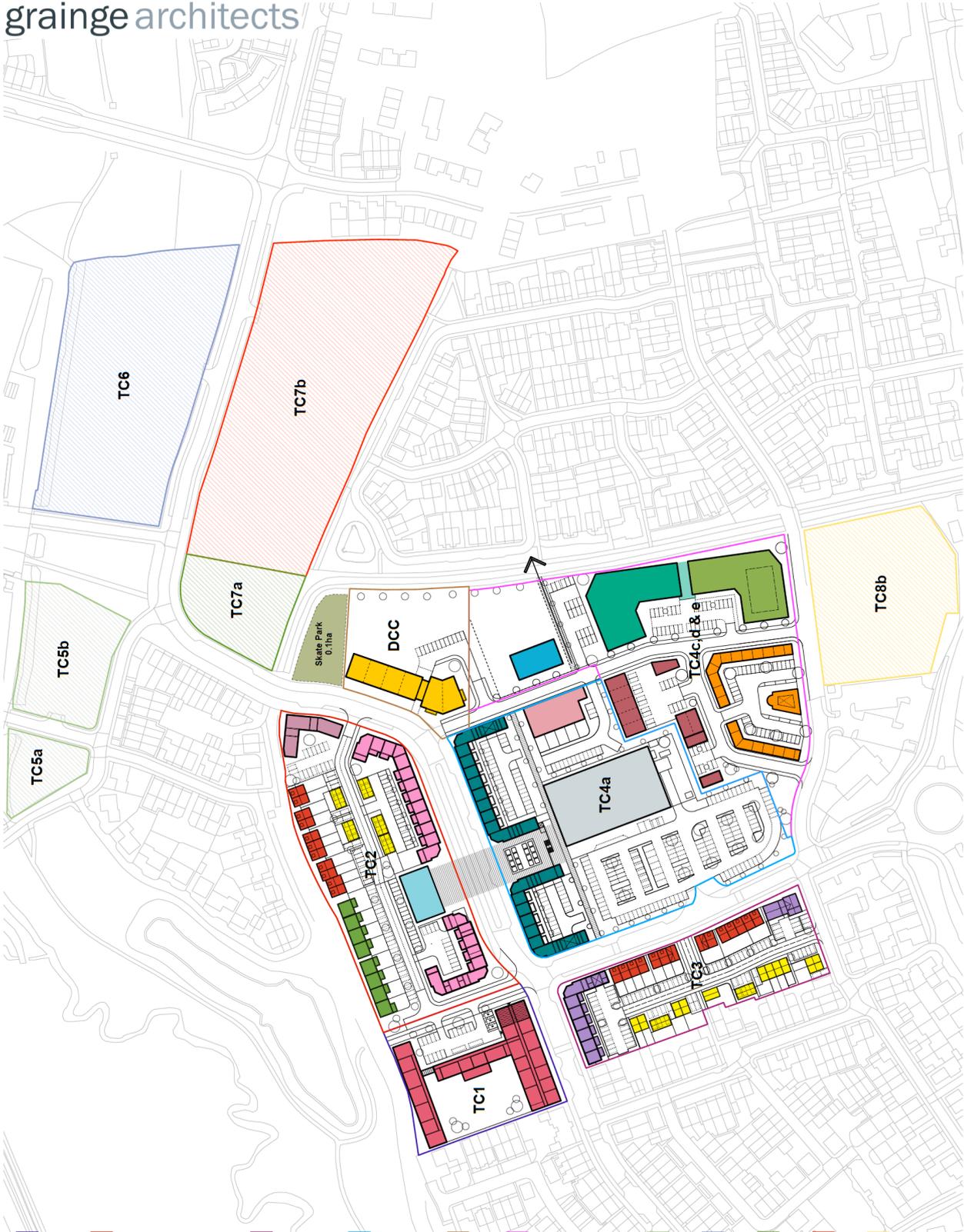
- Overcoming barriers to delivery
- Bringing forward catalytic investments

The ongoing challenge of delivering a 21st century town centre at Cranbrook is well known, with the Enterprise Zone designation deliberately including the town centre area to provide support to the delivery of commercial floor space and local job creation.

The initial Enterprise Zone programme of £8m, has had a positive impact, with accelerated delivery of commercial floor space and jobs within the four Enterprise Zone areas, along with enhancements to transport to enable access to the newly created jobs in the wider area. To ensure the continued success of the Enterprise Zone programme and to secure wider clean and inclusive growth objectives a further £12m of borrowing was approved in September 2020. Some of this additional funding could be used to help secure additional land for employment generating uses in the town centre and/or used to invest in specific town centre projects, which would otherwise not be delivered.

The Enterprise Zone programme is supported by simplified planning. The programme has a dedicated member of staff and budget to support the delivery of simplified planning, predominately through Local Development Orders, for the designated sites.

Appendix 1: Indicative Masterplan



Parcel TC1	Extra Care Centre 5335m ² 170m ² Private garden 162m ²
Parcel TC2	Town Council Building (GF) 478m ² Town Council - Rent Offices (GF) 333m ² Office Retail (GF) 875m ² Apartments/Duques (FF & SF) 2516m ² Mews Units 350m ² 3st Town Houses 1385m ² 3 st. Housing Duplex Apartments 1480m ² Retail Office (GF, FF & SF) 775m ²
Parcel TC3	Apartments/Duques (GF, FF & SF) 1466m ² 3st Town Houses GF adaptable to retail units 1784m ² Mews Units 872m ²
Parcel TC4a	Supermarket 2475m ² Nursery 600m ² Disposalmements (FF & SF) 28 950m ² Retail (GF) 0 Devon County Council Land
Parcel TC4c, d & e	Library/Children's Centre/Youth Centre (GF & FF) (B. 1st flr) 1150m ² Health Centre (G. 4) 3135 (50m) Combined with leisure building footprint Leisure Centre (G. 4) 3135 (50m) Combined with hotel building footprint Workshop/Industrial Space 620m ² Th. Services land (0.2ha stained) 348m ² Light industrial units 740m ²
Parcel TC5a & TC5b	Houses 2900m ²
Parcel TC6	Education Campus 2900m ²
Parcel TC7a	Education Campus 2900m ²
Parcel TC7b	Pocket Park 2900m ²
Parcel TC8a	Houses 1800m ²
Parcel TC8b	Hotel 1800m ²



