

Welcome to our exhibition



This exhibition is designed to provide you with more information about our proposals for land east of Axminster and to get your feedback.

The allocation known as 'land east of Axminster' is under the control of The Crown Estate, Persimmon Homes and other third parties. Today's consultation is regarding the land owned by The Crown Estate and includes proposals to help deliver a new relief road, as well as homes and employment space.

Before leaving today please fill out one of our feedback forms. These give us the opportunity to consider your thoughts and ideas prior to submission of a planning application. If you have any questions, please ask a member of the team.

About The Crown Estate

The Crown Estate is an independent commercial business, established by an Act of Parliament.

100% of our annual profits are returned to the Treasury for the benefit of public finances.

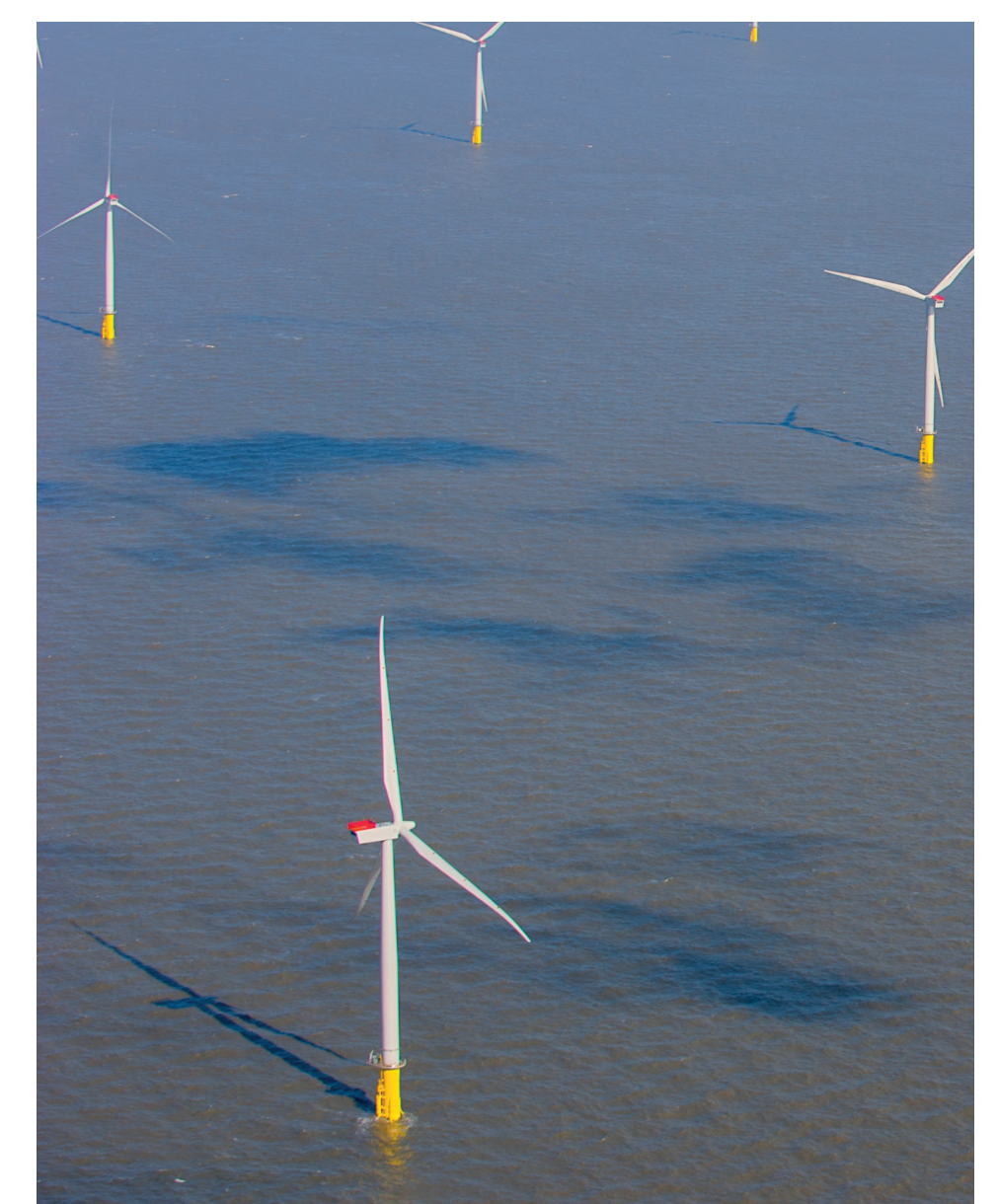
Over the last ten years, The Crown Estate has returned over £2.7bn to the Treasury.

Our portfolio includes:

- All of Regent Street and much of St James's in central London
- A UK leading portfolio of prime regional retail and leisure assets
- Major rural landholdings
- Seabed and around 50% of the foreshore around England, Wales and Northern Ireland.



The Crown Estate's history can be traced back to 1066. In the 21st century, it is a successful, commercial enterprise, established as a market leader in its key sectors and known for a progressive, sustainable approach that creates long term value, beyond its financial return.



Across the rural land portfolio, one of our core activities involves promoting development opportunities which help meet local housing need.

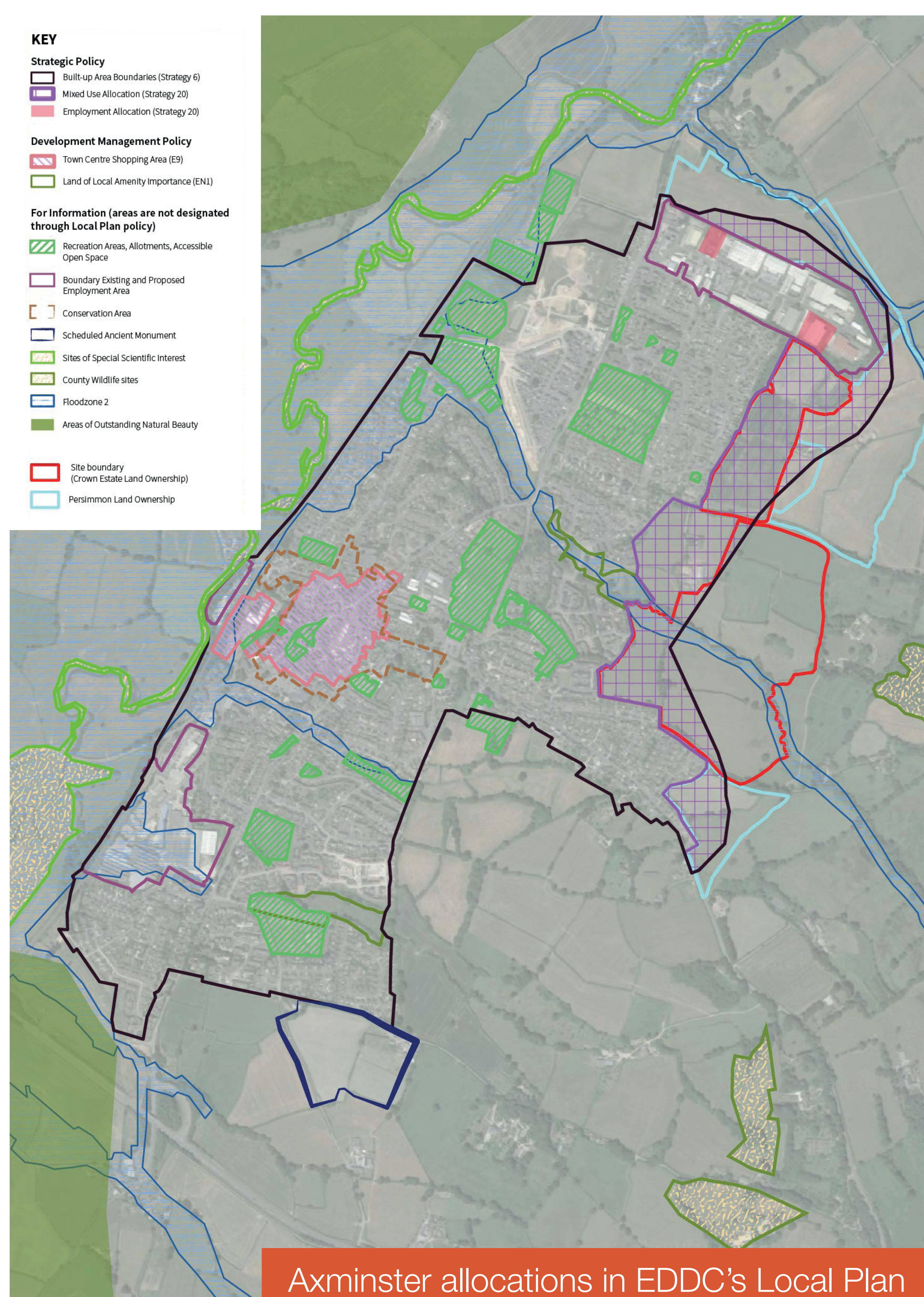


Why Axminster?



East Devon District Council has to deliver new homes and employment space across the district over the next 18 years to accommodate population growth.

To help identify suitable land and ensure growth is delivered in a sustainable way, the Council developed a Local Plan, which was adopted in January 2016. The Local Plan aims to deliver 17,100 new homes and 150 hectares of land for employment development across the district by 2031.



EDDC believes the continued vitality and growth of Axminster is key to the prosperity of the district and has identified a number of sites in Axminster as appropriate for new homes and office space. One of the sites that has been allocated for development is known as ‘land east of Axminster’.

Land east of Axminster

Both The Crown Estate and Persimmon Homes made representations during the Local Plan process that additional homes would need to be delivered across their sites at land east of Axminster to help meet local need.

The final allocation in the Local Plan however, is for 650 homes, along with 8 hectares of land for commercial and employment uses. It also includes space for community facilities, open spaces, a primary school and nursery, and a relief road.

East Devon District Council Masterplan



In order to deliver the Council's vision for land east of Axminster, EDDC, The Crown Estate, Persimmon Homes and independent masterplanner, Hyas, have been working to develop a comprehensive masterplan for the site.



EDDC's masterplan for land east of Axminster

The exercise explored a number of development scenarios and concluded that a slightly reduced level of employment land (5.8 hectares) and around 850 homes would be required to make the scheme viable and deliver the relief road.

The final version of the masterplan is the culmination of nine months of meetings, workshops and public exhibitions to engage with local people and understand the issues that matter to them.

Councillors recently endorsed EDDC's masterplan, and it will now be used as a guide for determining planning applications submitted by Persimmon, The Crown Estate and other parties.

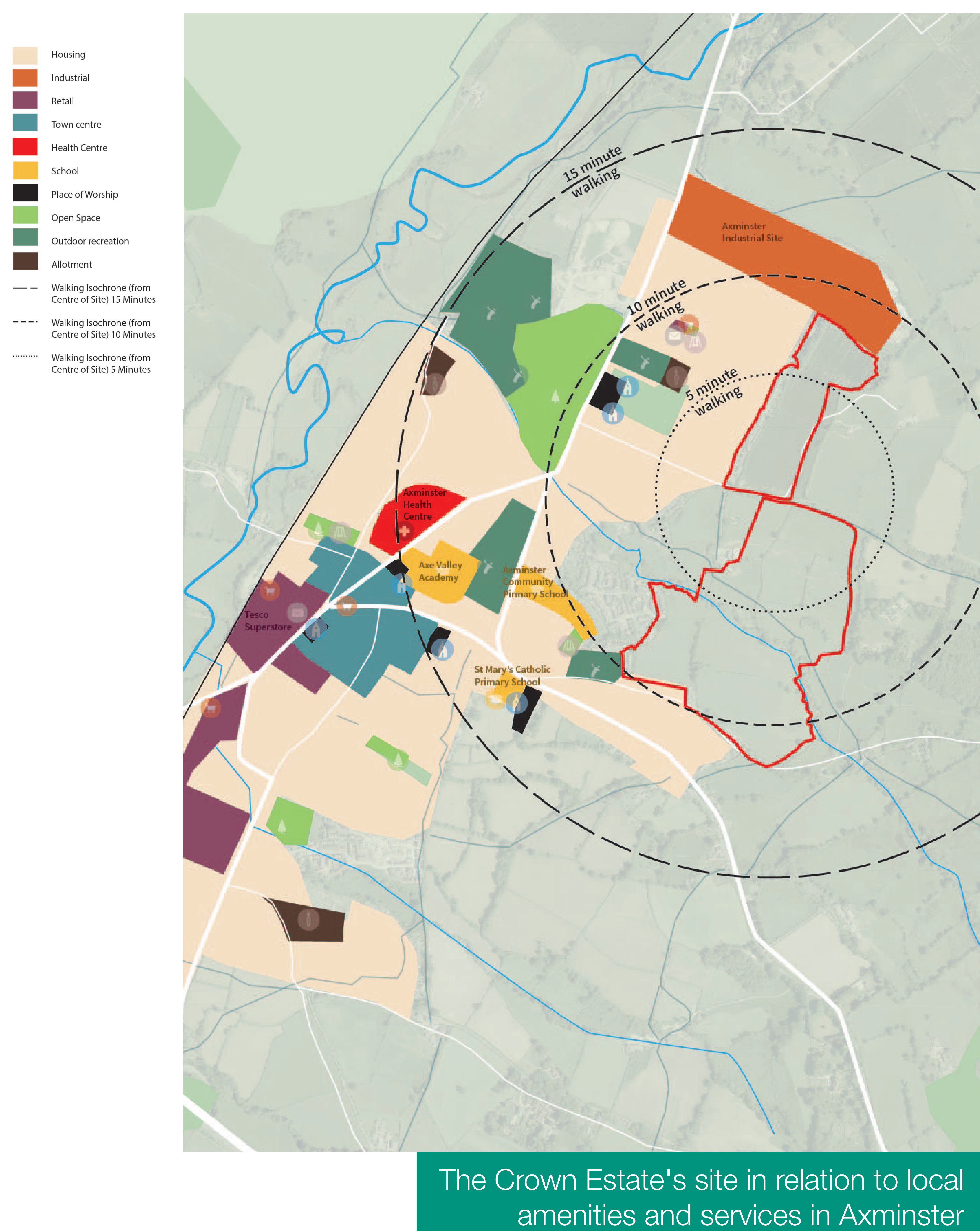
The Crown Estate's site in Axminster



To deliver the homes and employment space that EDDC has allocated for land east of Axminster, as well as the new relief road, The Crown Estate and Persimmon Homes are both submitting planning applications for their sites.

Persimmon recently submitted two applications for a total of 409 homes and 3.2 hectares of employment space, as well as parts of the relief road. Persimmon's applications are in broad accordance with the EDDC Masterplan.

The Crown Estate is preparing a planning application for its site. It is this application that we are consulting on today.



The Crown Estate's site in relation to local amenities and services in Axminster

The Crown Estate's application includes:

- The central section of the relief road
- Up to 441 homes (including 25% affordable homes)
- 2.5 hectares of employment space, including office, shops and community uses
- Green space and green infrastructure, including cycleways and walkways.

Consultation during the EDDC masterplanning exercise confirmed that there was no requirement to provide a primary school as part of the allocation – The Crown Estate will instead make a financial contribution to local education services.

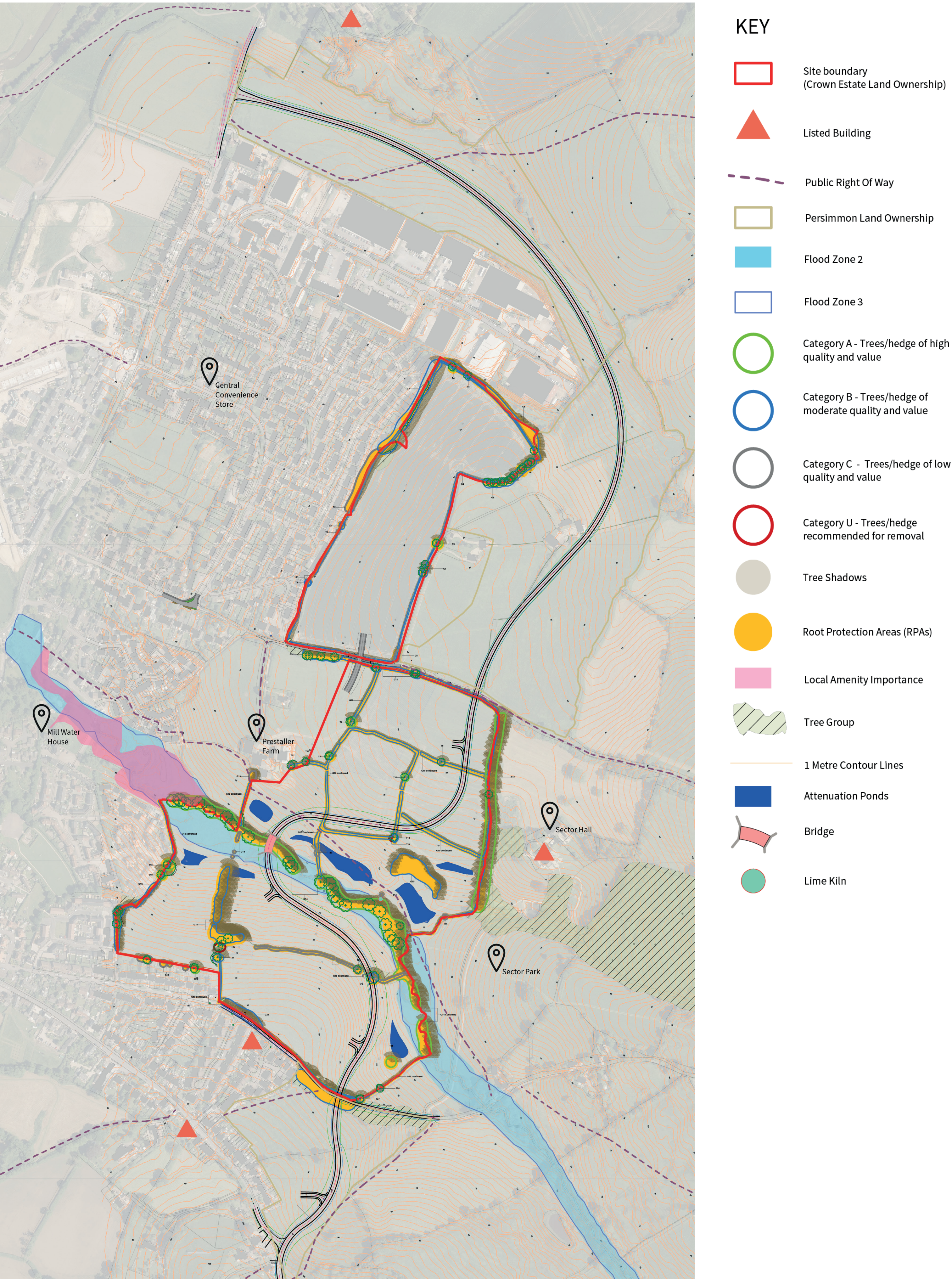
Site Features



The land east of Axminster includes a number of features and opportunities that have informed development of The Crown Estate’s proposals. These include:

Features

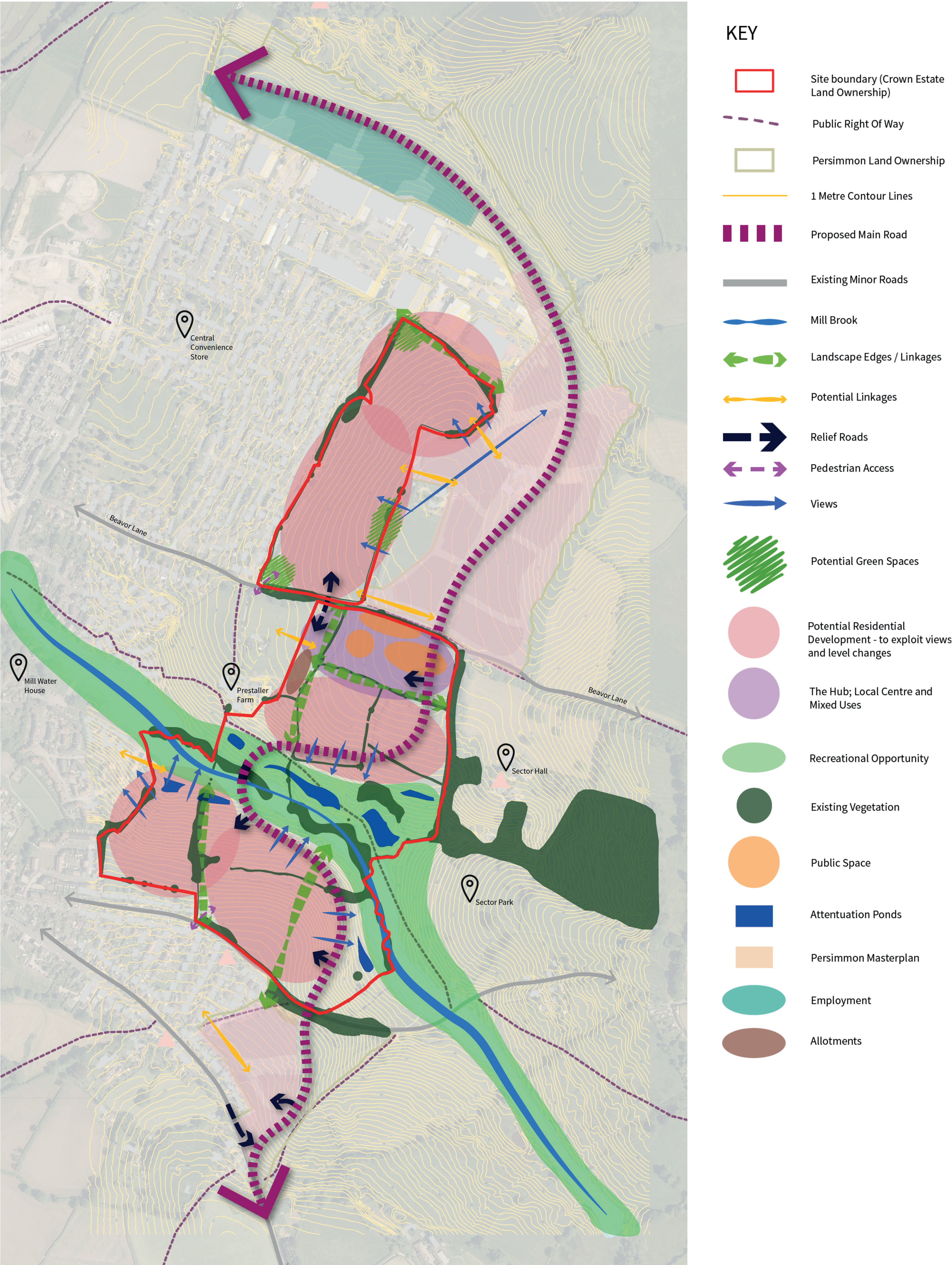
- Steep level changes across parts of the site
- Mill Brook valley, which divides the site, includes the Mill Brook watercourse, its associated floodplain and an area of archaeological interest
- Existing hedgerows and trees along the field boundaries, including habitats for local wildlife
- Public Rights of Way along Beavor Lane and North of Mill Brook
- Relationship to existing homes along Sector Lane, and Cunningham Avenue and the housing estates bordering the western edge of the site



Map showing key features of The Crown Estate’s site

Opportunities

- Within walking distance of Axminster Town Centre and train station
- A new spine road could ease pressure off surrounding country roads and provide access into the site
- Retention of landscape features including hedgerows, trees and areas of wildlife habitat
- Development to sit within the landscape to minimise visual impact
- Create green links throughout the development
- Provide a community hub which could include a local centre including homes, shops, offices and community space



Map showing key opportunities on The Crown Estate’s site

Transport – a new relief road

EDDC’s masterplan for land east of Axminster includes proposals for a new relief road.

The Council has submitted a bid for £10 million of funding from the Government’s Housing Infrastructure Fund which, if successful, will assist with the delivery of the road.

Part of the relief road will be delivered within The Crown Estate’s site, helping to ease traffic movements through Axminster town centre and providing access to the development.

The whole of the road will be brought forward as an early phase of the development.

Access arrangements

A new junction will be delivered to the north of the site onto the A358 (Chard Road). Priority on the A358 will be retained, and a right turn lane will be provided so that vehicles waiting to turn into the site don’t interfere with the flow of traffic on Chard Road.

In the south, the relief road will become the main route for traffic. Lyme Road will be diverted into the site to form a new T junction with the relief road.

No vehicular access will be provided onto Sector Lane to the west, reducing the amount of traffic that uses the road to access Axminster town centre.



Traffic Impacts

The Crown Estate is undertaking a comprehensive Transport Assessment to understand the impact of the development on existing transport movements in Axminster. This is informed by an extensive number of traffic surveys across the town, the scope of which have been agreed with Devon County Council.

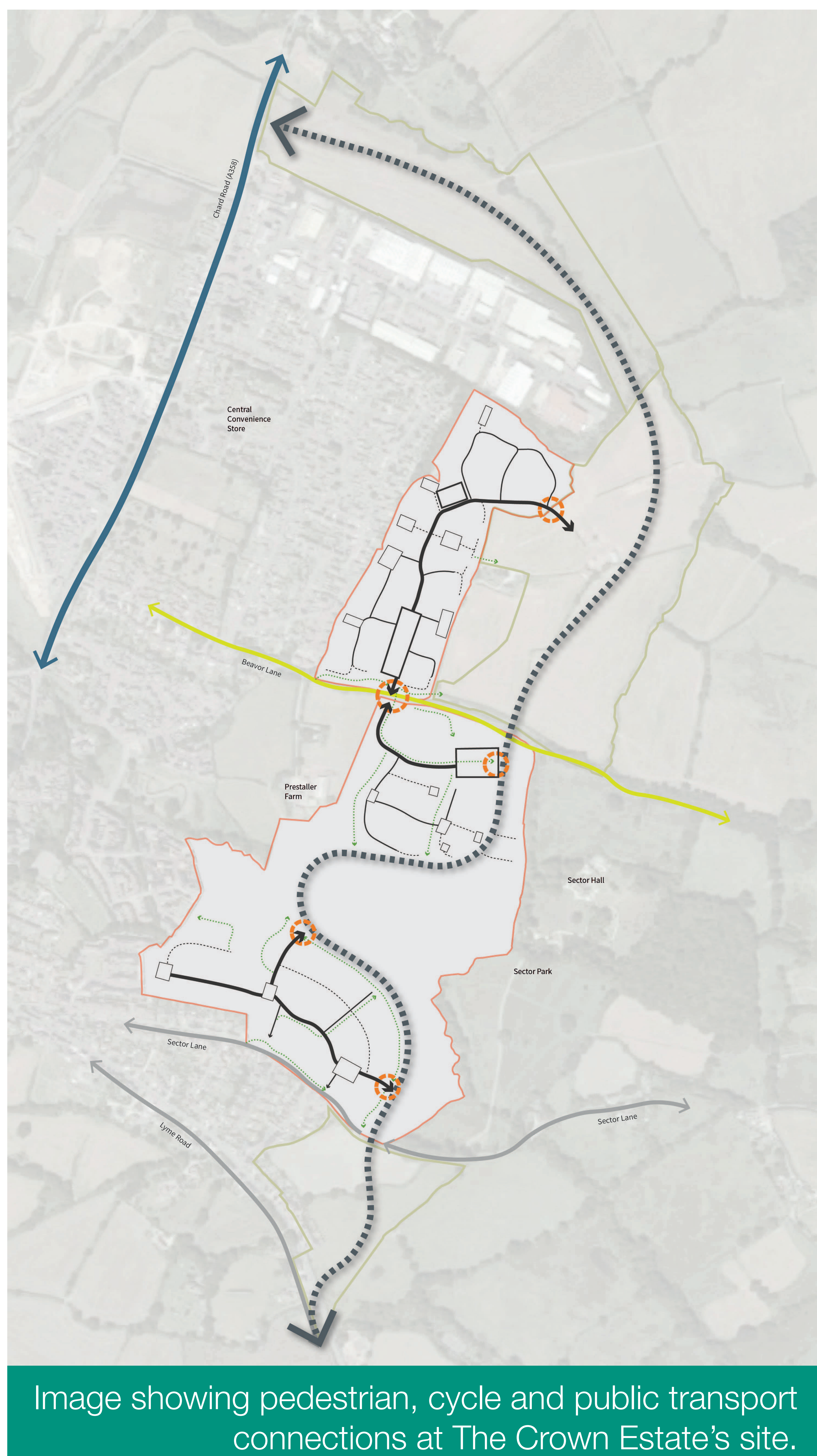
The delivery of the relief road is anticipated to reduce the level of traffic using Chard Road, Stoney Lane and Lyme Road by 20-30%. During peak hours this will improve the operation of these routes.

Journey times for vehicles using the relief road are anticipated to be 3-4 minutes. This compares to existing journey times of 5-6 minutes, making it an attractive route for through traffic. Over the course of the day, the relief road will also provide an alternative route for heavy goods vehicles, removing approximately 100 of the largest vehicles per day from existing roads.

Pedestrian, cycle and public transport connections

A joint footway and cycleway will be provided alongside the relief road to encourage walking and cycling. New walking and cycling connections will be provided onto Lyme Road, Chard Road, Sector Lane and Beavor Lane, providing safe pedestrian and cycle connections towards the town centre.

Discussions are ongoing with Stagecoach regarding potential improvements to local bus services.



Technical Studies

To help develop our proposals we have carried out a number of technical studies. A summary of our findings is included below.

Drainage

- A Flood Risk Assessment & Drainage study has been undertaken which shows the site is predominantly in Flood Zone 1 and is at low risk from flooding. However, part of the site is located in Flood Zone 3, this area is associated with Mill Brook as it runs from east to west across the site. No development, apart from the road crossing, is proposed within Flood Zone 3.
- Surface water will be retained on site within a series of ponds. Following a rainfall event, water from these ponds will be released to the Mill Brook at a slow rate to ensure that there is no increase in the down-stream flood risk as a result of the proposed development.
- We have been liaising with South West Water regarding foul discharge, who have confirmed there is sufficient capacity in the system.

Archaeology & Cultural Heritage

- An Archaeology & Heritage Assessment and Archaeological Evaluation has been undertaken, which indicated past activity on the site dating to the late prehistoric, medieval and post-medieval periods.
- A number of heritage assets have been identified across the site and appropriate mitigation will be agreed with the County Archaeologist.

Ground Conditions

- A preliminary Site Investigation has been completed to determine the levels of ground and surface water contamination associated with of historic site activities. The results of the preliminary Site Investigation indicate that the potential for on-site contamination sources is low.

Other studies

- An Air Quality Assessment, Noise Assessment, Soils & Agricultural Land Classification, Water Resources Assessment and Utilities Assessment will all be undertaken as part of our planning application.

Our masterplan



The Crown Estate's masterplan for its site at land east of Axminster



Development follows the topography of the land, providing a natural setting for the development.



The edges of the site will be informal in character complimenting the rural setting, including low density, detached homes.



The relief road is integrated into the development. It forms the primary vehicle route, and serves secondary roads.



A green space is proposed in the northern area of the site, along with an arrival square to provide an entrance to the northern area of the development.



A new 'Local Centre' is located at the heart of the development, within easy walking distance of homes. The 'Local Centre' will include offices, shops, parking and a village green. A pedestrian priority zone will be proposed within the area to reduce traffic speeds.



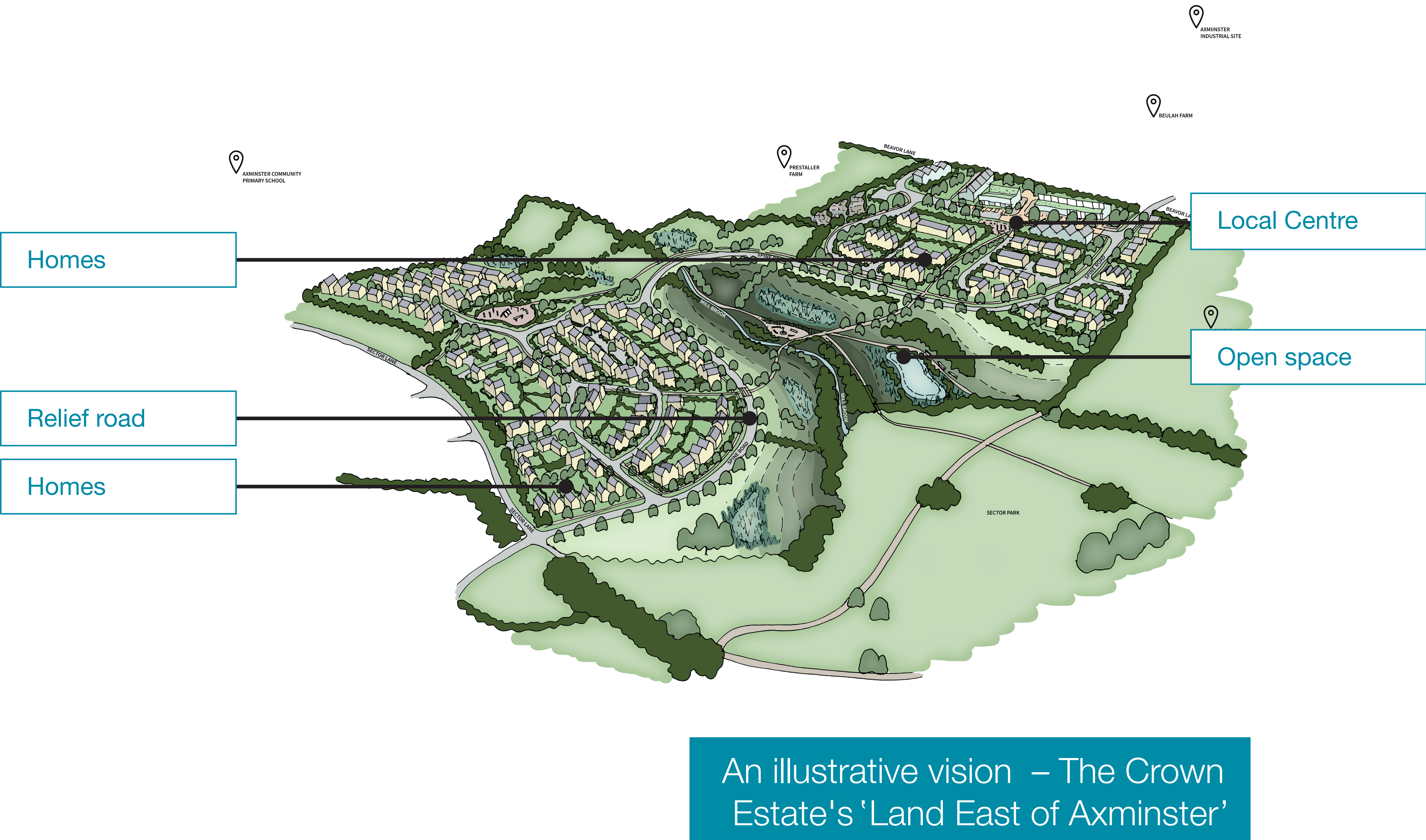
The development will connect with existing pedestrian routes and Public Rights of Way.



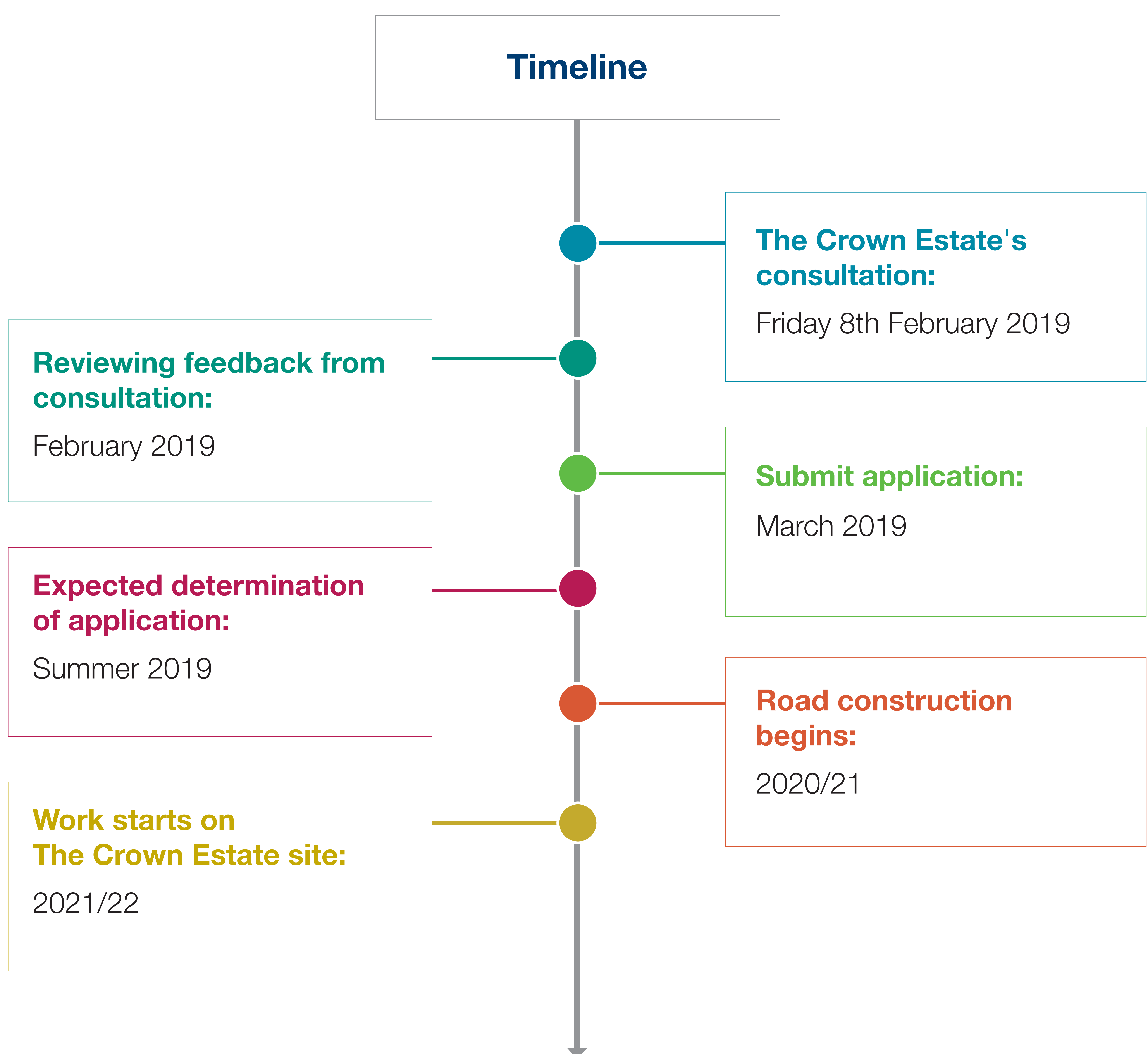
Allotments are situated at the centre of the site to allow walking distance from homes.

How our scheme might look

The Crown Estate’s plans include new homes, employment space and community space. To give you an indication of what this may look like, we have included images of other developments that will inform our proposals as they come forward.



Next steps



Your views

We want to hear your views about our plans and we will consider all feedback. We would be grateful for all comments by **20th February 2019**.

Feedback forms are available here today, or alternatively you can get email your comments to: :

axminster@portland-communications.com

You can also get in touch with us via

Phone : **020 7554 1812**

Email : **axminster@portland-communications.com**

Thank you for attending