

Barratt Homes Exeter

Proposals for land to the rear of Venn Farm, Brixton

Community update – Preparation of Development Brief and invitation to public exhibition



Dear resident,

I am writing to provide you with an update regarding Barratt Homes' proposals for land to the rear of Venn Farm, Brixton. It had been our intention to return to the community in September to display proposals for the site at a second public exhibition, however we felt that the development brief needed more resource to ensure a sustainable document.

With the draft of the Development Brief now with the Council, we are keen to ensure the local community is updated and have produced this newsletter to provide you with information about the document as well as details of our upcoming second exhibition. It is important to note that the Development Brief for the RA12 allocation will only form the basis of how the land should be developed in the future and that Barratt Homes only controls the land highlighted in orange on the plans.

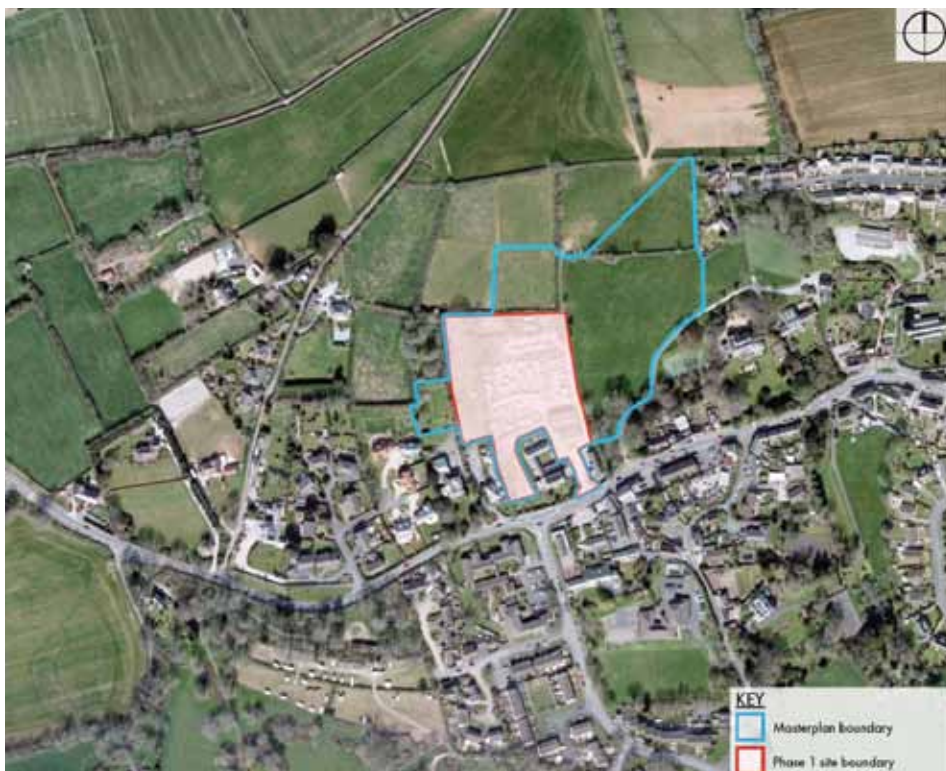
While the Brief is with the Council for consideration, we are progressing with the detail of our proposals and will be holding a **public exhibition on 30 November 2011 in the Community Rooms at St Mary's Primary School between 2.00pm and 7.30pm.**

I look forward to seeing you at the exhibition but should you have any queries in the meantime or any feedback on the Development Brief, please do not hesitate to contact the project team via freephone **0800 298 7040.**

Kind regards,

Gareth Kendall

Gareth Kendall
Planning Manager, Barratt Homes



Proposed development area

Why has Barratt Homes been asked to produce a development brief?

The Development Brief aims to guide and inform the process of the future planning and development of the whole allocation site.

It aims to inform the progression of the proposals and to ensure that the site is developed in line with council proposals (RA 12 of the Rural Areas Site Allocations Development Plan Document, 2011), market demands and physical context. The brief is intended to meet both the Council and community demands for sustainable rural development, which is why Barratt Homes has sought to hold discussions with those closest to the site, alongside the Parish Council.

Fundamentally, the Brief sets out objectives for the site that can be monitored as the scheme progresses, as well as ensuring that a viable solution is delivered that reflects the views of the community and the Council's own policy requirements.

It should be noted that the Development Brief considers the whole of the allocated land identified in Proposal RA12. However, it is Barratt Homes' intention to only bring forward a first phase of development on land directly to the north of Venn Farm in its detailed application, as outlined in the image below and referred to as "the site" in this newsletter.

Consultation with the local community, alongside South Hams District Council's Planning Officers, will also inform the wider masterplan for the area, ensuring that any development undertaken by Barratt Homes would not jeopardise any future proposals on the wider allocated area.

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Background to the allocation of the site

As you may know, the site was allocated for residential development, under Proposal RA12, in the Rural Areas Development Plan Document which was adopted by the Council in February 2011.

This document forms part of the Local Development Framework, further information of which can be found on the Council's website. Proposal RA12 requires:

- 0.1 hectares of employment land to be included
- Footpath and cycle access to the village centre and towards Plymouth
- About 50 dwellings to be provided
- 0.1 hectares of play provision
- 0.15 hectares of other public space

Vision for the site

Barratt Homes' vision for the site builds on that outlined in Proposal RA12 and includes:

- Providing a viable mix of affordable and new open market family housing
- Reinforcing opportunities for employment in this rural location
- Improving cycle and footpath links to the village centre and towards Plymouth
- Expanding the local community
- Maximising solar orientation and views over the Yealm (Area of Outstanding Natural Beauty)
- Providing a landscaped edge to the open countryside and dedicated public space
- Protecting the setting for Brixton House
- Creating a suitable relationship to the traditional farm complex and neighbouring properties

Barratt Homes' aim is to provide a scheme which sensitively integrates with the village and is attractive to new and existing residents. Respecting local identity is a key issue; and reflecting the materials used in the area is vital to ensuring this development is an asset to the community.



Proposed allocation

Housing need in Brixton

The Parish Council have previously recognised the need for new housing development in Brixton to help sustain local facilities such as local shops and the primary school as well as provide affordable housing for local people. A housing needs study has also been undertaken and has informed the open market mix proposed.

Access

Feedback from the first public exhibition highlighted concerns about access and the impact future development could have on existing traffic. An informal consultation with Devon County Council Highways has shown that use of the existing entrance would be preferable to a new junction off the roundabout. Using the existing farm entrance will avoid disruption to this established part of the village. This consultation has helped progress the Development Brief, which also outlines other potential access points. Previous discussions with the Highway Authority have indicated that the principle of the proposed access is acceptable.

Ecology and Biodiversity

As required to accompany any formal planning application, Barratt Homes will carry out an ecological assessment. It will include any measures needed should there be any loss of habitat and disturbance of species.

Opportunities and constraints

The Development Brief and the masterplan have been written with an understanding of the opportunities and constraints related to the overall allocation. In summary, the key constraints include topography, access, proximity to existing tree belts, screening requirements adjacent to Brixton House and Cherry Tree Drive. In terms of opportunities, Barratt Homes has identified the chance to deliver a mix of new homes for the area, helping to support the village and provide better pedestrian and cycle connections between the village and the existing network of rural links.

Design response

The Development Brief has helped develop the following objectives that will guide development on the site:

- Provide a natural infill on the northern edge of the village that maximizes solar orientation and views.
- Provide pedestrian routes to local facilities and the school.
- Create new 'edges' and open views to the countryside and a development sympathetic to the traditional farm complex.
- Reinforcing the existing community by providing new family housing and additional employment opportunities.
- Respecting local distinctiveness.

The masterplan

The focus of the Development Brief is an indicative masterplan. This demonstrates how the allocation could be developed ensuring positive relationships with neighbouring properties and the village as a whole, whilst also demonstrating how a phased development could be delivered without prejudicing individual landholders. However, as highlighted, it would be Barratt Homes' intention to develop Phase 1 of the allocation - highlighted in orange on the image below.

The masterplan demonstrates the following:

Housing use –

Between 28 and 35 homes are proposed to be built by Barratt Homes on the Phase 1 site. This results in a housing density of 25 dwellings per hectare.

With regards to the remaining allocation, Barratt Homes has proposed a further lower density phase of housing in the eastern part, alongside a number of individual plots.

Employment use –

Given the allocation requires a need for the provision of employment space, Barratt Homes will seek to investigate the opportunity of an off-site contribution.

Barratt Homes understands that Devon County Council Highways have raised concerns over an access that is shared between residential and commercial users. However, it is important to stress that while this element forms part of the Council's requirements for the whole site, Barratt Homes is undertaking a study into the demand that exists for employment space. The results of this study and potential alternatives will be discussed with Council Officers in due course.

Location of public open space –

The Council asks that Barratt Homes liaises with Brixton Parish Council and the District Council to explore opportunities for on-site facilities to be provided by development on the site. Alternatively a financial contribution could be made to fund open space, sport and recreation. Discussions have already been initiated with the Parish Council.

Location of strategic landscape and reinforced tree belts –

The masterplan highlights a landscaped buffer zone to the west of Cherry Tree Drive. The open views to the south from the development site should be protected and maximised, to remain as a key feature of the proposals. A full tree survey and site specific Landscape Character and Visual Impact Assessment would be conducted as part of progressing proposals for Phase 1.

Principal access and movement network demonstrating connections –

The masterplan sets out the main access point into the first phase of any future development (Barratt Homes' site) from the A379 alongside proposed pedestrian links. Furthermore, to demonstrate further potential and to avoid prejudicing future development in other parts of the allocation, access has also been shown via an entry adjacent to Brixton House. However, the access route remains outside of Barratt Homes' control.

Relationship between existing buildings and proposed residential areas –

Importance has also been placed on the relationship between the proposed new homes within the site and existing buildings surrounding it. Within the Development Brief, Barratt Homes has outlined that, where possible, any new building should not be less than ten metres from an existing boundary (unless otherwise determined by a Landscape Character and Visual Impact Assessment or Tree Survey).



Indicative masterplan

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Example of previously completed Barratt developments

Next steps

South Hams District Council is now due to review the Development Brief and further discussions will be held with members of the Barratt Homes team. The document will also be the subject of statutory public consultation, much like a normal planning application is, so you will have an opportunity to lodge comment, should you wish.

As outlined, while discussions are taking place on the Development Brief, Barratt Homes will be continuing to progress its detailed plans for the site. To ensure that the community is presented with an opportunity to review and comment on the developed plans for the land within Barratt Homes' control, a **public exhibition has been arranged on 30 November 2011 at the Community Rooms, St Mary's Primary School between 2.00pm and 7.30pm.**

Further information

Should you wish to find out more about the indicative masterplan and the Development Brief document, Barratt Homes has arranged that a copy is available on the Brixton website – www.brixton-village.co.uk.

Alternatively, should you have any questions or would like to discuss matters, you are welcome to contact Paul Beauchamp or Matthew Turpin on freephone **0800 298 7040**.