LDĀDESIGN

UNIVERSITY OF EXETER STREATHAM CAMPUS

MASTER PLAN FRAMEWORK

DECEMBER 2010

Exeter City Council

UNIVERSITY OF EXETER

Terence O'Rourke
creating successful environments

PREFACE

The fortunes of the city of Exeter and its University have been closely linked for more than 100 years. As the University has grown so has its economic and social contribution to Exeter. The University's annual economic output is more than £300 million a year and will rise to nearly £400 million by the end of the latest phase of committed development in 2012. Success creates prosperity, but we also recognise that it presents challenges for the city. Planning the University's future development in a way that is sustainable and also maximises its economic contribution is thus a vital issue not just for staff and students, but for the whole of the city.

The University has come a long way in a short time: in just five years it has risen from 34th position in the UK to 9th, according to the Times league table. Our aim is now to consolidate Exeter's position as a top 10 UK university and get into the top 100 universities in the world by 2015. This means becoming a more international university by developing more teaching and research links with the best universities around the world. It also requires us to grow capacity, particularly in research. Most of the other leading universities in this country are bigger than Exeter.

This Masterplan charts our planned future development to 2026 and beyond and indicates where we expect growth to occur. Whilst it is impossible to foresee all ends, we believe the Masterplan represents an accurate picture of the University's future development needs. With the right support, and through close links with the Exeter Science Park, the University can continue to be an economic engine for the city, creating new jobs and prosperity throughout the 21st Century.

Professor Steve Smith

Vice-Chancellor

University of Exeter

INTRODUCTION FROM EXETER CITY COUNCIL

The Streatham Campus is one of the greenest and most attractive university campuses in Britain. It is a significant part of Exeter's green infrastructure and provides a natural resource for students, staff and the wider community. Its value is increased by its location within the urban fabric of the city. Its commanding position means that it forms an important part of Exeter's skyline. Furthermore, it incorporates a collection of well-designed buildings set in a mature and historically important landscape.

There are currently the equivalent of around 10,700 full time students studying at the Streatham Campus of the University of Exeter. By 2026 it is projected that this number will grow to about 16,200 students. Clearly the University will need to develop to accommodate this growth, and it wishes to do so within the boundaries of the campus.

This Supplementary Planning Document, through survey and analysis, identifies the campus's assets and the constraints on future development. It sets out a vision for future growth which will deliver the world class learning and research environment that the University desires, whilst respecting its character and setting. As well as new buildings, the Master Plan considers the landscape framework within which they will be set, the public realm, a strategy for access, and sustainability issues.

The Master Plan will not be a success without the input of Exeter City Council as the local planning authority. The University and the City Council have worked in partnership in the production of the document and in discussion with the public and key stakeholders as part of a consultation exercise. As an adopted policy document, it will be a material consideration when determining planning applications for development. By following the principles it sets out, sustainable and high quality growth will be accommodated whilst maintaining the beauty and attraction of the campus.

Councillor Rachel Sutton

Portfolio Holder for Sustainable Development and Transport

Exeter City Council

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EXECUTIVE SUMMARY

INTRODUCTION

The University of Exeter ranks among the premier league of research-intensive universities in the UK. This report sets out why the University needs to grow on the Streatham Campus and its aspirations for growth. Currently there are 11 500 FTE students at the Streatham Campus. With projected growth expectations forecast to be 15 800 students by 2026 this will require the provision of a range of supporting facilities for academic, research, social and residential uses. This report describes the master plan framework for the development of the Streatham Campus to 2026. It analyses the character and features of the site and explores the land use and environmental capacity of it and makes strategic proposals for future development. It does not propose detailed designs for individual buildings.

This document has been adopted as a Supplementary Planning Document for the Streatham Campus, to sit alongside the adopted "Supplementary Planning Guidance for Development Related to the University of Exeter 2007" which sets out as one of nine principles, a requirement for a master plan to provide a framework to guide further development.

CONTEXT OF THE UNIVERSITY WITHIN THE WIDER CITY

The Streatham Campus is one of the greenest and most attractive university campuses in the UK. It is one of the most distinctive elements in the branding of the University of Exeter and is an important factor in attracting students. It also:

- plays a vital role in the identity of the City, with its skyline of buildings and mature landscape commanding a prominent position over the City;
- is a significant component of the City's green infrastructure comprising some 113ha containing a green framework of woodland, lakes, gardens and open space located close to the City Centre.;
- is an important cultural and historic asset, and contains a number of buildings of interest and botanical collections.

HISTORICAL BACKGROUND

In 1922, the Royal Albert Memorial College, Exeter was incorporated as the University College of the South-West of England. In the same year, Alderman WH Reed, a former mayor of Exeter, gifted Streatham Hall (now Reed Hall) and 11 acres of land to the College which commenced the creation of the Streatham Campus. The College subsequently purchased much of the remaining estate of around 100 acres. The original Streatham Estate at this time comprised Streatham Hall (Reed Hall) a large Italianate house, built in 1867, with a complex layout of terraced gardens and glasshouses, and an area of parkland to the south. The grounds were designed and planted by Veitch Nurseries who assembled collections of rare and specimen trees from all temperate regions of the world. The rest of the estate was characterised by an agricultural pattern of landscape.

In 1928, the architect Vincent Harris was appointed to develop a masterplan for the new Campus. His plan was based on the symmetry of a formal axis up the hill, with buildings fanning out across the hillside, taking advantage of views across the city and surrounding countryside. The buildings designed by Harris overlook the Prince of Wales Road and comprise Washington Singer Laboratories, Roborough, Hatherly Laboratories and the Mary Harris Memorial Chapel.

The College was granted the charter of the University of Exeter in 1955. In 1953, Sir William Holford was appointed as planning consultant and from the late 1950s there was considerable adaptation and extension of the original master plan. Holford took a different approach to Harris and instead planned winding roads with new buildings in self contained groups. Key buildings include Northcote House, Great Hall and Devonshire House.

Later the rapid building works through the 1960s and 70s resulted in a more incoherent and crowded assortment of large buildings. Buildings from the late 1960s include Sir Basil Spence's Physics Department building with its tower which forms a key landmark.

In 1971 Holford set out a development plan for the future of the Campus, consolidating these changes and identifying plots for future new buildings. A major component of the plan was the landscape strategy of valley planting, ponds and structure planting.

Within the Campus are a number of nationally and locally listed buildings. Reed Hall gardens are currently being considered for listing on the National Historic Parks and Gardens Register and the whole Campus is included on the Devon Register of Historic Parks and Gardens.

A number of projects have recently received planning permission. These include the Forum project, INTO building, Business School expansion and student residential accommodation at Birks, Duryard and Lafrowda . These are shown as committed developments in the master plan framework.

UNIVERSITY DEVELOPMENT STRATEGY

The University's Strategic Plan 2007-2011 sets out its vision to become a leading international university. It sets out the key characteristics of the University which include being research intensive, offering challenging programmes at all levels of study, providing an outstanding student experience, offering a high quality Campus experience, playing a leading role in the South West, being an international university in outlook and impact, and putting environmental concerns at the heart of everything it does.

The achievement of this vision requires major improvements to the physical infrastructure and environment of its estate, including both short term projects to meet immediate needs and longer term plans.

SURVEY AND ANALYSIS

The master plan framework process has involved an assessment of the Campus landscape and ecology and all principal buildings on the site, including a "townscape" assessment of the different broad character areas across the site. The main findings are set out below.

Archaeology: There are no designated archaeological sites on the Campus.

Topography: The changes of level across the site are substantial resulting in a topography that forms a distinctive element of the Campus and has influenced the pattern of built development.

Flood Risk: The Streatham Campus lies within the catchment of the Taddiford Brook watercourse. Areas within Flood Risk Zone 3 within the Campus lie along the main stream valleys and are outside any areas of potential development.

Views: Due to the topography there are a number of key views into and from the Campus; these include both panoramic and framed views and any new development will need to take account of these through protection and / or creation of new vantage points.

"Townscape" Analysis: The Campus represents a unique typology distinct from the more traditional urban development that has evolved in towns and cities over 100s of years. A positive campus typology comprises two predominant set pieces: individual buildings that work together to form a group composition, and dominant individual buildings set within a wider landscape setting. The Streatham Campus can be divided into 11 character areas, defined by distinctions in emphasis of landform, land use, landscape and built character and location which have been used as a basis to carry out the "townscape" assessment.

The 11 character areas comprise "Streatham Centre" which represents the academic and social heart of the Campus. To the east lies "North Park" containing a substantial proportion of the academic buildings on the Campus, set within a wooded framework. To the east of this lies "East Park", an open field, identified in the Holford development framework for future expansion of the University, and as yet undeveloped. To the west of Streatham Centre lies "Reed Hall" character area and to the south lies "Harris Park" which is dominated by classical style buildings overlooking Prince of Wales Road. Belvedere Park" is located to the north, on the upper, flatter levels of the Campus comprising the sports offer with "Hoopern Valley" character area to the south, forming an open, green farmland landscape that separates the main areas of the Campus from the City. Four of the character areas are residential focused comprising "Mardon Park" (Birks and Clydesdale) to the north-west of the Campus, "Duryard" to the north of the Campus, and "Lafrowda", "Lopes and Hope Halls" to the south-east of the Campus.

Building Quality: There are approximately 110 buildings on the Campus. An assessment has been made of most of the buildings covering architectural merit as well as utilization, condition and functionality. The conclusions of this assessment are set out in the master plan framework report and guide which buildings are considered of good architectural / historic merit and which buildings should be considered for refurbishment or replacement.

Building heights: building heights across the main academic core of the Campus are generally between 3 and 4 stories with taller buildings formed by the Great Hall, the Clock Tower and the Physics department tower. Residential developments to the north west and south east comprise mainly 2,3 and 4 storey blocks.

Trees, woodland and landscape: the woodland, lakes, gardens and open space combine to form a green framework that is one of the most distinctive elements of the Campus. These can be subdivided into areas of particular botanical interest including plant collections; areas of structural landscape; areas of significant landscape setting and areas of habitats to retain or where habitats could be created.

Quality of Places and Routes: the University possesses some very beautiful and valuable public spaces and landscapes and numerous footpaths, but somehow, all these individual parts, some good, some less so, fail to come together at present, into a coherent plan.

Public Art: The Campus contains a number of significant pieces of public art including works by Barbara Hepworth and Henry Moore. These are promoted through a Sculpture Trail through the Campus.

Pedestrian and Cycle Routes: the Campus has reasonably good access by foot and by bicycle, although some of the steeper inclines can be challenging. However there is little hierarchy between routes and some of the routes are indirect or there is more than one choice of route for the same direction.

Existing facilities available for public access: As home to the Northcott Theatre, the Campus represents a significant cultural asset for the City. In addition the sports facilities are available for general use and public access can be gained to the entirety of the Campus with self guided walk leaflets that show off the best of the built heritage and botanical gardens.

Vehicle access and parking: there are a number of strategies in place to discourage students and staff from bringing their cars to site, however increased growth will mean increased traffic and congestion unless there is a significant shift away from use of the private car.

Public transport: the University is served by rail and has bus connections to most parts of the city. The University operates a minibus service at certain times of the day between St Davids Station and the Campus.

THE VISION FOR THE STREATHAM CAMPUS

The model for the traditional campus university is changing - buildings and landscapes whose principal purpose was to inspire and stimulate the mind and the senses must now fulfil other equally important roles such as improving environmental awareness and promoting more sustainable modes of behaviour. The future Campus must also harness the very latest technology and support innovation, from reducing energy demand, recycling water and waste, to supporting the most up to date information and communication networks.

The master plan strategy sets out a clear spatial plan for the future development of the Campus which in part takes forward the existing spatial arrangement but also reinforces the functions and roles of all the key areas on the Campus and demonstrates how they connect together. The main components are as follows:

- A new Campus heart focused around the Forum project and the Central Square;
- Preservation and management of the historic character of Reed Hall, Harris Park and the pre-war villas and their settings;
- Redevelopment and consolidation of residential communities at Mardon Park to the west and at Lopes/ Hope and Lafrowda/ Pennsylvania to the south east, within a mature landscape;
- A major new academic hub within North Park, east of Amory;
- A long term expansion area for potential academic and ancillary buildings immediately east of the main valley and connected to the academic hub and the Campus heart;
- A sports hub on the high ground to the north of the Campus;
- Retention of the landscape setting.

MASTERPLAN PRINCIPLES

The broad objectives for the future planning of the University can be defined as:

- Make the whole Campus a world-class learning and research environment with the highest quality buildings and landscape spaces;
- Accommodate future growth whilst maintaining the beauty and attraction of the Streatham Campus;
- Plan and design to mitigate the effects of climate change.

"Environmental Issues: The University has in place a number of strategies that cover environmental issues, including the University's 'Strategic Plan 2007-2011'; the Corporate Social Responsibility Policy - 'The City and Your University' and the 'Environmental Sustainability Policy 2009' which sets out a number of priority environmental issues including energy, waste, purchasing and travel. The Carbon Management Plan and Appendices 2007 - 2016" sets out a number of key targets that will be regularly reviewed and updated. At present, these are:

- A 2% per annum CO_2 reduction
- A 60% reduction in CO_2 emissions by 2050
- Reduce water used in existing facilities by 30% to 2010. This has been achieved and a new target will be established for the next period.
- All new facilities and major refurbishments to achieve a BREEAM "Very Good" rating and to adopt current best practice for water and energy efficiency.

Other relevant strategies include the University's "'Sustainable Travel Plan for the Exeter Campuses 2007-2017'; 'Unlocking the Potential – A Cycling Strategy for the University of Exeter 2009', and the Campus Biodiversity Management Principles for Grounds / Estates 2008".

THE MASTERPLAN

The master plan illustrates the longer term development potential of the Streatham Campus beyond the committed developments that have been previously identified. It illustrates a capacity for academic, administration and social uses in the region of 52 000m2 - 68 000m2 based on building at 3 - 4 storeys across the Campus. This figure could increase since opportunities exist for taller buildings in some locations.

Development Areas and Phasing: The areas of potential for future development have been identified from a capacity assessment of the Campus using a process of firstly overlaying the different areas of landscape value to be protected, (as previously mapped) in order to establish a primary landscape structure to be protected. Outside of these areas, the process has identified a series of areas where there could be potential for development, subject to local sensitivities. These have been divided into 3 zones: "Areas with potential for development" (where there is already some development); "Areas with potential for long term development" (where no development exists at present) and "Areas suitable for consolidation of sports use and strategic parking".

Landscape Framework: the Campus can be broken down into a number of broad management areas defined by their character, function and location. These comprise Valley Parks; Sports Park; North Ridge; Reed Hall Botanical Gardens; Woodland Gardens; and Park Living. Each area will be managed to ensure that its character is maintained and enhanced. This is likely to involve a programme of thinning and renewal to achieve the required diversity of structure.

Beyond these main framework areas, many of the smaller scale landscapes are also of botanical interest and this focus will be retained.

Public Realm: a place making and public realm spatial concept plan sets out a high quality public realm for the University that identifies the key places and spaces within the University and identifies a refreshed network of routes that capture all the main pedestrian flows and provide safe, secure and attractive routes within the Campus and towards destinations beyond the Campus. Indicative phasing of priorities for the public realm sets out three phases. The first phase shows the extent of public realm that is currently being undertaken in conjunction with committed developments projects. Medium term projects that will be carried out in tandem with future building programmes and traffic management proposals; and long term phasing that again, will be carried out in conjunction with long term building programmes.

Access Strategy: the overriding principle is to reduce the use of the private car and discourage single occupancy car use in favour of pedestrian, cycle use and public transport. This will be achieved gradually by a number of initiatives. This includes the phased removal of local car parks from the centre of the Campus to be replaced by two strategic car parks to the north east of the centre of the Campus. In addition, on street car parking will be removed to allow two way access throughout the Campus. This will allow the main arrival and exit point to the Campus to be established at Stocker Road / Prince of Wales, with vehicle movement principally directed to the Strategic Car Parks. This will achieve the added objective of excluding through traffic from the heart of the Campus.

Cycling as an alternative means of transport will be encouraged and key initiatives to achieve this are likely to include improved signage, increased provision of cycle storage in association with new development, and a review of existing cycle storage provision. The potential for traffic-free routes on Campus and the potential for minimal gradient route options will be explored.

Character areas development guidance: Development guidance has been produced for each of the following character areas to ensure that the reinforcement or creation of appropriate built form, landscape and public realm is promoted. This is set out in Chapter 8:

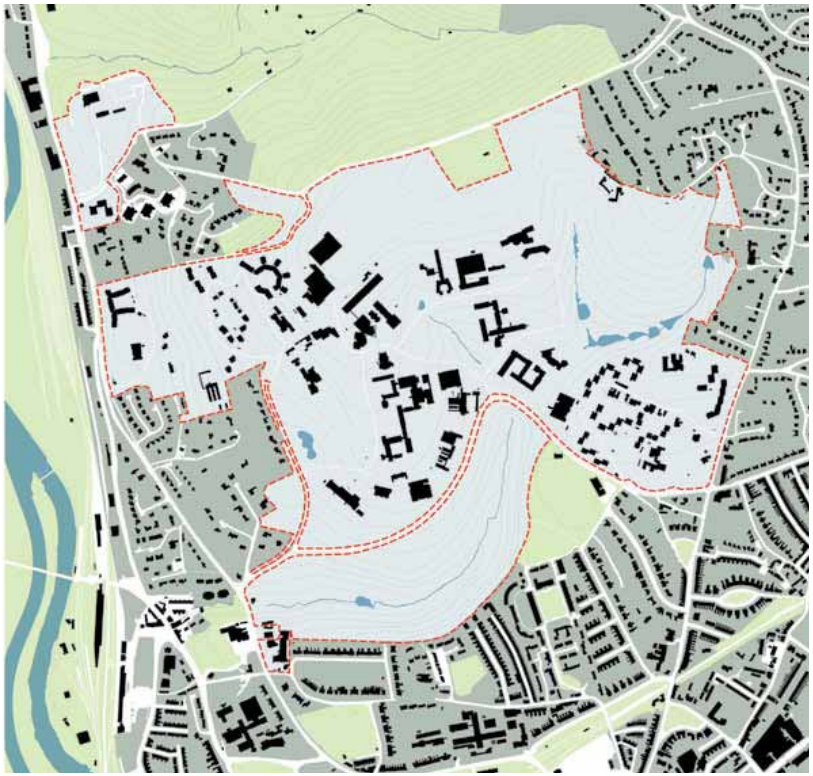
- Streatham Centre
- North Park
- East Park
- Reed Hall
- Harris Park
- Mardon Park
- Lafrowda & Pennsylvania
- Lopes & Hope Halls
- Duryard Hall
- Belvedere Park
- Hoopern Valley

However, to ensure that any new development is compatible with the wider master plan objectives, each project that is brought forward, would need to be supported by a more detailed contextual study at an early stage to provide an "audit" of local character in order to establish in more detail, the appropriate responses to design issues including scale, form, orientation, key frontages as well as opportunities for sustainable methods of construction, management and maintenance.

STATUS OF THE PLAN

This document has been adopted as a Supplementary Planning Document by the City Council to guide the future development of Streatham Campus. Planning applications will then follow as circumstances and funding allow.

The master plan framework provides for projected growth to 2026 and allows scope for longer term development beyond that date. To take account of the changing context and priorities over time, it will be closely monitored and reviewed on a five year cycle so that changes in circumstances can be taken into account. The review will take place in consultation with the University and the local community.



STREATHAM CAMPUS BOUNDARIES

AERIAL VIEW OF STREATHAM CAMPUS 2009

CHAPTER 1 INTRODUCTION

1.1 PURPOSE OF THE MASTER PLAN

This document describes the masterplan for the development of the Streatham Campus of the University of Exeter over the period to 2026.

Given the University's growth strategy, and its desire to develop within the boundaries of the Streatham Campus, the master planning process has analysed the site, exploring the land use and environmental capacity of it. The master plan explains why the University needs to grow on the campus, and makes strategic proposals for future development, setting out the limits to development. It does not propose detailed designs for individual buildings.

The University ranks among the premier league of research-intensive universities in the UK, and as well as the main Streatham campus in Exeter, also includes the St Luke's campus in Exeter and the Tremough campus in Cornwall (jointly with University College Falmouth).

Currently there are 11,500 FTE students (2009/10 forecast figures) studying at the Streatham Campus alone, with projected growth expectations forecast to be 15,800 students at this location by 2026.

Importantly the masterplan seeks to demonstrate:

- A thorough understanding of the wider context of links between the Streatham campus and other key sites and activities.
- A considered appraisal of the site's constraints and opportunities.
- A clear vision for the site having regard to the above and the University's future development requirements.
- Proposals showing overall development capacity, key design principles, movement strategy and areas to be safeguarded from development.
- An acknowledgement that there are current projects which must be treated as existing commitments and which do not form part of the masterplan consultation process.
- An assessment of the potential impacts on neighbouring uses and other interests of acknowledged importance.

The key priorities for the University that guide the master plan are as follows:

- The University's vision to become a leading international university.
- The need to accommodate growth to meet future space needs for students and staff .
- The need to invest in and continually improve the student experience. This means improvements to shared student facilities and the provision of flexible learning space.
- The need for funding growth and diversification of income streams. All faculties have significant contributions to make to the achievement of the University's growth ambitions (and hence space requirements), either to maintain research quality and output, to achieve income growth potential or institutional profile.
- A continued commitment to creating a quality environment for staff, students and visitors. There is a need to improve sports facilities, and a need for continued investment in the appearance of the Campus, commensurate with a modern university. This, in conjunction with creating space for new-build, will require attention to be paid to sustainable travel planning options.
- The need to safeguard the remaining development capacity on the campus for academic and support service uses.
- To develop and operate its buildings and estate in order to conserve resources and minimise its impact on the environment.

The University is also seeking to maximise provision of purpose built and managed accommodation for a proportion of the proposed increase in the student body, which is forecast to be an additional 4,300 students. This will allow for the growth of the University whilst minimising any extra pressure on the local private rental market. There are current proposals that will see the development and redevelopment of new student residences on the Campus which will provide additional bedspaces, and the University expects to continue to work with the City Council to identify and secure additional sites for purpose built residences in the City Centre and the St Davids and Cowley Bridge Road areas. It is difficult to quantify the amount of new residences that will be required in the future. There is a trend towards more mature students, part time students, and students from the local area, all of whom might be expected to live at home. There is also a trend, which may or may not continue, towards more foreign students, all of whom would be likely to need accommodation. Therefore growth in student numbers does not necessarily generate a specific number of bedspaces. The amount of new residences required on these additional sites will depend on changes in student accommodation needs, and this will be monitored by the University and the City Council. The key master planning issues therefore include:

- A general need to build on existing and emerging policy support in the Exeter City Local Plan, the adopted Exeter University Supplementary Planning Guidance for Development Related to the University of Exeter, and the South West Regional Spatial Strategy
- To safeguard the University's ability to make optimum use of its land assets for future expansion
- To maintain flexibility to deal with a range of development scenarios
- Provision of greater certainty about the development potential of the Streatham campus and the context for investment decisions
- Land availability
- Conservation of key assets (landscape, listed buildings, good townscape)
- Positive management of the landscape and biodiversity resource
- Movement, traffic and parking
- Sustainability considerations, which are an overarching theme.








1.2 CABE GUIDANCE FOR CREATING SUCCESSFUL MASTERPLANS

According to the Government's good practice guide, 'Creating Successful Masterplans' (CABE, 2004) the core specialisms of a master planning team should include urban design, town planning, architecture, landscape design, traffic and movement analysis, economic development and funding and delivery experts. The team working on the Streatham campus contains all these skills, in accordance with best practice.

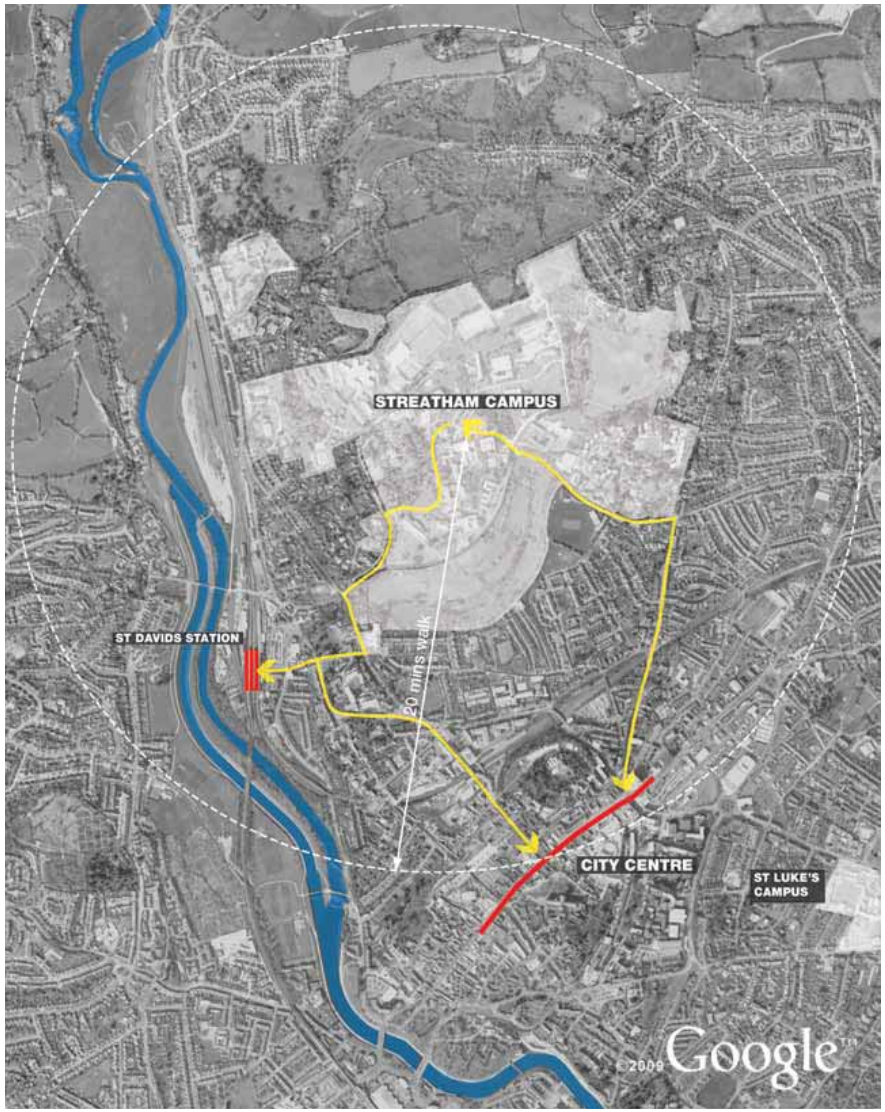
The process of preparing the master plan has involved an analysis of the existingCampus and its wider context, an assessment of the constraints and opportunities, an understanding of the University's current and future academic requirements, engagement with the local authority and other key stakeholders.

The master plan framework is a result of this process. It sets out proposals for development zones, spaces, movement and land use in three dimensions and performs the following functions:

- Shows how streets, squares and open spaces of the campus are to be connected.
- Defines the height, massing and bulk of buildings.
- Sets out suggested relationships between buildings and public spaces.
- Determines the distribution of activities and uses.
- Identifies the network of movement patterns for people moving by foot, bicycle, car or public transport, and for service vehicles.
- Sets out a general basis for infrastructure, such as services and utilities.
- Relates physical form to the socio-economic and cultural context and to stakeholder interests.
- Allows an understanding of how well the expanded campus will be integrated with the surrounding context and natural environment.
- Explores the potential for sustainable development principles to be built into the proposals.
- Sets out the broad urban design and landscape principles to be applied.

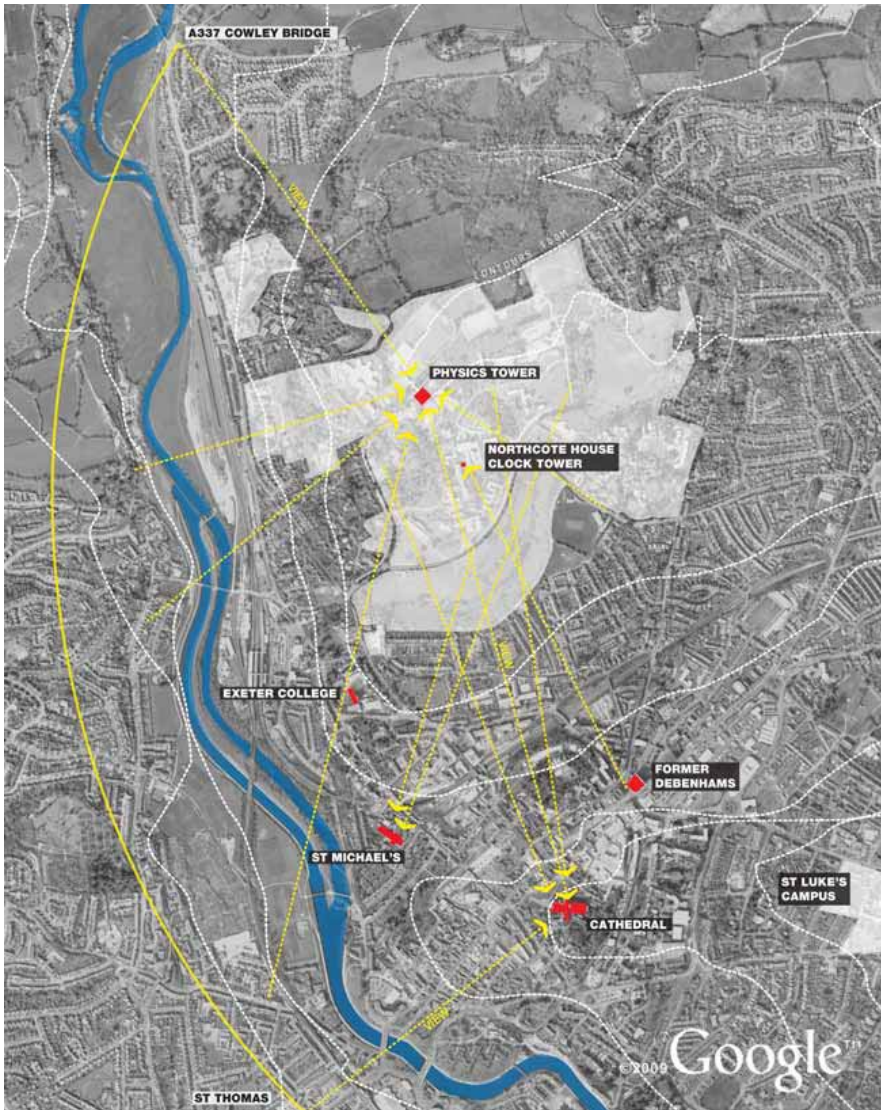
The master plan seeks to facilitate the proper and comprehensive planning of the Streatham campus. Given the dynamic nature of the University's evolution and the range of activities that may need to be accommodated over the period to 2026 and beyond, an element of flexibility is provided for within the master plan. However, the master plan sets out the broad principles which development will be expected to follow, allowing scope for creativity in developing detailed design solutions as projects come forward.

It is intended that the master plan will become a new Supplementary Planning Document for the Streatham Campus, to sit alongside the existing Supplementary Planning Guidance for Development Related to the University of Exeter 2007 (SPG) which sets out nine principles for development related to the University, including the principle to provide a masterplan framework for further development. The master plan will also inform the preparation of the Exeter Local Development Framework and will guide a series of individual planning applications for future development through to 2026.



CITY CONNECTIONS

showing main pedestrian routes between Streatham Campus and key destinations of St David's Station, and the City centre , all within a 20min walk of the heart of the campus



THE SETTING & THE IMAGE OF THE CITY

showing key landmark features within the two ridges containing the Campus and the City and the visual connections between each of the various landmarks

CHAPTER 2 THE UNIVERSITY & THE CITY

- The Streatham Campus is one of the greenest and most attractive university campuses in Britain. It provides a very inspiring and uplifting environment for around 11,500 (2009/10 forecast figures) students and 2,700 staff. Streatham Campus is one of the most distinctive elements of the University's brand and provides a major competitive advantage in attracting the best staff and students.

Unlike many other great university campuses elsewhere it benefits from being located close to the city centre. Its location is highly sustainable, it is within easy walking and cycling distance of the city centre, very close to the City's main railway station and is well connected to surrounding neighbourhoods. It is not just its location that makes Streatham Campus important to Exeter, it also plays a vital role in defining the identity of the City. It contributes in three ways, namely;

- Its commanding position on Streatham Hill means that its collection of buildings all framed by a mature landscape, form an enduring part of the city's skyline, visible over a wide part of the city and beyond. In concert with other important buildings such as the Cathedral and the spire of St Michael's, it forms an important part of Exeter's historic skyline.

- The Streatham Campus of some 113ha contains a very significant component of the city's green infrastructure and is a substantial natural resource for students and staff and for the wider Exeter community. Its value is increased further by its location within the urban fabric of the city. Many of the best known university campuses elsewhere are located on the edge of or even outside their host cities.

- Finally the Campus represents a significant cultural and historic asset for the city contributing to the historic environment with its important collection of buildings designed by some of the best locally and nationally known architects over three generations. The Campus is equally valuable as an historic landscape asset with its unique botanical collections and designation as a and it forms a major component of the city's biodiversity resource.

OS MAP 1880-90

OS MAP 1952 - 54

CHAPTER 3 HISTORICAL BACKGROUND

3.1 HISTORICAL GEOGRAPHY

In the medieval period the area that is now the campus was part of the deer park and forest that covered much of the manor of Duryard, which extended north across the hills from the walls of the city of Exeter to Stoke. It was an area of dense woodland and few cottages.

The renewed prosperity of the City after the recovery from the Civil War saw the development of several small country houses on its outskirts from the late 17th century; such as Great Duryard built by Thomas Jefford, mayor of Exeter, in the late 17th century and Duryard House built c1700. Later houses continuing this pattern were Hoopern House built around 1830, and Duryard Lodge which from 1835 was occupied by foundry owner and city mayor Samuel Kingdon.

In 1865 Duryard Lodge and its surrounding estate was acquired by Richard Thornton West, a retired East India merchant. By 1867 the house had been demolished and replaced with Streatham Hall (now re-named Reed Hall), a large Italianate house, with a complex layout of terraced gardens and glasshouses. Veitch Nurseries was employed to design and plant the grounds and assembled a collection of rare and specimen trees from all temperate regions of the world, some of which were the earliest plantings in Britain of species discovered and introduced by Veitch's own plant hunters.

The Ordnance Survey map of the area of 1890 shows the development of the area on the edge of the city and the gradual imposition of a more genteel pattern on an agricultural landscape. The old land organisation of small irregular fields remains evident in the northern part of the Campus, with greater alterations in the south and along the route of the turnpike road (New North Road). Streatham Hall is set on the hill, above the valley of Taddiford Brook, with a single drive looping up from the lodge on New North Road. A complex garden layout is shown surrounding the house on three sides to the east, south and west, with terraces and two palm houses or conservatories and to the north, a walled garden with further ranges of glasshouse. The wider setting of Streatham Hall consists of a small parkland with tree clumps, and areas of denser tree planting to the east, with serpentine paths laid out, and on the western side a large pond. Away from the main house to the east, is the courtyard of farm buildings and orchards at Streatham Hall Farm.

To the south, close to the drive to Streatham Hall is Elmfield House, a country house of 1810 within a small park and there are a number of villas along New North Road. The edge of the developed area shows a range of uses with a tree nursery, and a water works. A large blank space on the map is the site of Higher Barrack, or Horseguards, built in 1794 which has been deliberately obscured, presumably because of its military significance. The small tree nursery to the east is part of the Streatham estate that was leased to Veitch Nurseries. To the east is Edgerton Park, and the new road layout for the villas on the private road St Germans Road alongside an older lane extending north through the fields.

STREATHAM CAMPUS 1960-75

STREATHAM CAMPUS AERIAL PLAN 2009

IMAGES COMPARISIONS 1960 - 75 WITH PRESENT DAY (2009)

historic and present day images showing how the University landscape that was created during 1960 - 75 has evolved and matured over the 34 - 49 year period.

3.2 HISTORY OF THE DEVELOPMENT OF THE STREATHAM CAMPUS

3.2.1 The founding of the University College

The early development of what later became the university began from the foundation of a School of Art in 1855, and a School of Science 1863, which from 1868 were both based at Albert Memorial Museum in Queen Street. The success and expanding numbers of students and subjects taught led to an new initiative from 1893 resulting in the establishment of the Royal Albert Memorial College in 1900. In 1922 the college was incorporated as the University College of the South-West of England, with degrees awarded by the University of London.

That year the gift to the new University College by Alderman W H Reed, a former mayor of Exeter, of Streatham Hall (in a poor condition having been largely neglected since 1901) and estate of around 11 acres, allowed the creation of a campus. The college also purchased much of the remaining Streatham estate giving an overall estate of around 100 acres.

In 1925 Streatham Hall was renamed Reed Hall and opened as residences. Several other houses in the town were also used as halls in the early years of the College , but these were mainly sold later as the approach to centre future development on the main campus was confirmed. Prince of Wales Road looping along the hillside to join the lane near St Germans Road was constructed late 1920s, by the City Council, intended to generate employment.

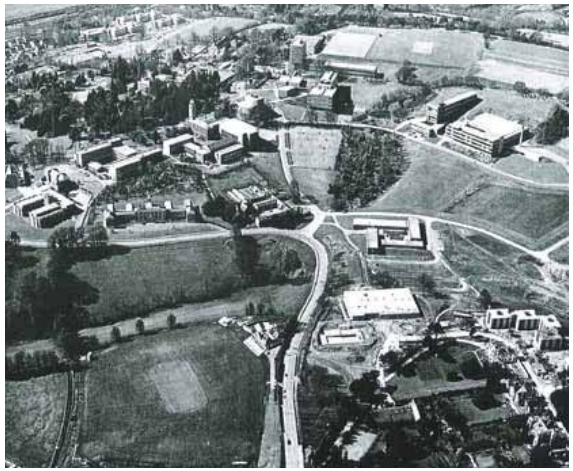
3.2.2 The first master plans for the Campus

In 1928 the architect Vincent Harris was appointed to develop a master plan for the new Campus. He was responsible for many public buildings, such as the Council House in Bristol and Central Public Library in Manchester, and was much influenced by contemporary American classicism. The architectural style used for the buildings at Exeter was for large neo-Georgian formal blocks built of reddish buff brick with Lutyens-influenced stone detailing. Harris' plan for the Campus was based on the symmetry of a formal axis up the hill above Taddibrook valley to Reed Hall with buildings fanning out across the hillside, taking advantage of views over the city and the surrounding countryside. In the event this was not completed, in part because the topography was too steep to allow the butterfly plan of the layout of "mansions in parkland" to be properly appreciated, in part because of the changing requirements of the expanding university.

The buildings designed by Harris within the central campus were completed over a 25- 30 year period. The first was the Washington Singer Laboratories completed in 1931, with the first new residence at Mardon Hall completed two years later. To the south of Washington Singer were planted some flowering cherry trees which were part of a 1937 gift from the Japanese government.

In addition to the Streatham Estate the college purchased a number of the villas on St Germans Road. The earliest was Homefield, extended by Harris and renamed Hope Hall, followed by Highlands, bought in 1930 with 7 acres of land. A new wing was added in 1933 and the house was renamed Lopes Hall.

HARRIS MASTERPLAN 1928



HOLFORD DEVELOPMENT PLAN 1971
AERIAL VIEW 1960-75

There was some delay in completing the other buildings in Harris's plan; funding was slow and the war intervened. The Roborough Library was built 1938-40, followed by Hatherly Laboratories after the war from 1948-52. The new botanical gardens were established to the rear of Hatherleigh. This was a change from the original plan which had been for the grounds of Great Duryard House, which had been purchased just before the war, to form the basis for the botanical gardens. The last element of Vincent Harris's scheme to be completed was the Mary Harris Memorial Chapel of the Holy Trinity consecrated in 1958, which was a gift of the architect to the college, set at the centre of what had been intended as the formal avenue.

After the war the college estate was expanded as a number of other properties close to the campus were purchased. These were the villas at Barton Place, Crossmead, Thornlea, Spreytonwey, Montefiore House, Lazenby House, St Germans House, Birks Grange, and to the north of the main campus the small estate at Duryard House.

The 1952 – 54 edition of the Ordnance Survey map shows the College before the grant of the charter of the University of Exeter in 1955 and the major expansion of the 1960s and 1970s. The increase in development to the south extends up to the boundary of the campus and includes terraces as well as the spacious villa suburb type of development. The built area of the expanding city includes the area along New North Road from Elmfield House (marked as Imperial Hotel) and a significant new housing area along Streatham Drive and Streatham Rise. The map shows a significant increase in tree planting at Reed Hall, filling in the small open parkland area, there are also several new buildings within the gardens. The buildings of the Vincent Harris scheme are laid out along Prince of Wales Road, with the incomplete formal axis up the hillside. The botanical gardens have not yet been laid out to the rear of the newly-completed Hatherleigh Laboratories. To the north Mardon Hall appears as an extension to the courtyard of ancillary buildings at the rear of Reed Hall.

In 1953 Sir William Holford was appointed as planning consultant and from the late 1950s there was considerable adaptation and extension of the original master plan. Holford took a different approach to the formality proposed by Vincent Harris, instead planning winding roads and new buildings in self contained groups along The Queen's Drive, a new route looping around the grounds of Reed Hall. The form of buildings was based on a regular grid with buildings grouped around courtyard spaces. The main large grouping gave an alternative focus to the Campus to the east of Reed Hall with Queen's Building built 1956 – 9 formed around a courtyard and in 1960 Northcote House, Great Hall and Devonshire House with a four storey campanile. Holford also designed the library built in 1966 on the site originally planned by Harris for biology laboratories to complete the formal plan above the valley.

Later the rapid building works through the 1960s and 1970s to the north and east resulted in a "more incoherent and crowded assortment of large buildings" (Pevsner/Cherry pg 404). Other architects active on the Campus in the late 1960s were Sir Basil Spence and Louis de Soissons, both involved with significant buildings for expanding science and engineering faculties further up the hill. Spence's Physics department building, with its tower with vertical fins, is a particular landmark.

During this period of development within the core of the campus there were further land acquisitions on the margins; at Higher Hoopern Farm, and Lafrowda, on the east, and Duryard Lea and a number of small properties to the north west.

In 1971 Holford set out a development plan for the future development of the campus, consolidating these changes and identifying plots for future new buildings with related access and parking arrangements. A major component of the plan was the landscape strategy of valley planting, ponds and structure planting to achieve an apparently natural but deliberately planned informal landscape.

LAFROWDA RESIDENCES - 1960-75

LAFROWDA RESIDENCES - PRESENT DAY

IMAGES COMPARISIONS 1960 - 75 WITH PRESENT DAY (2009)

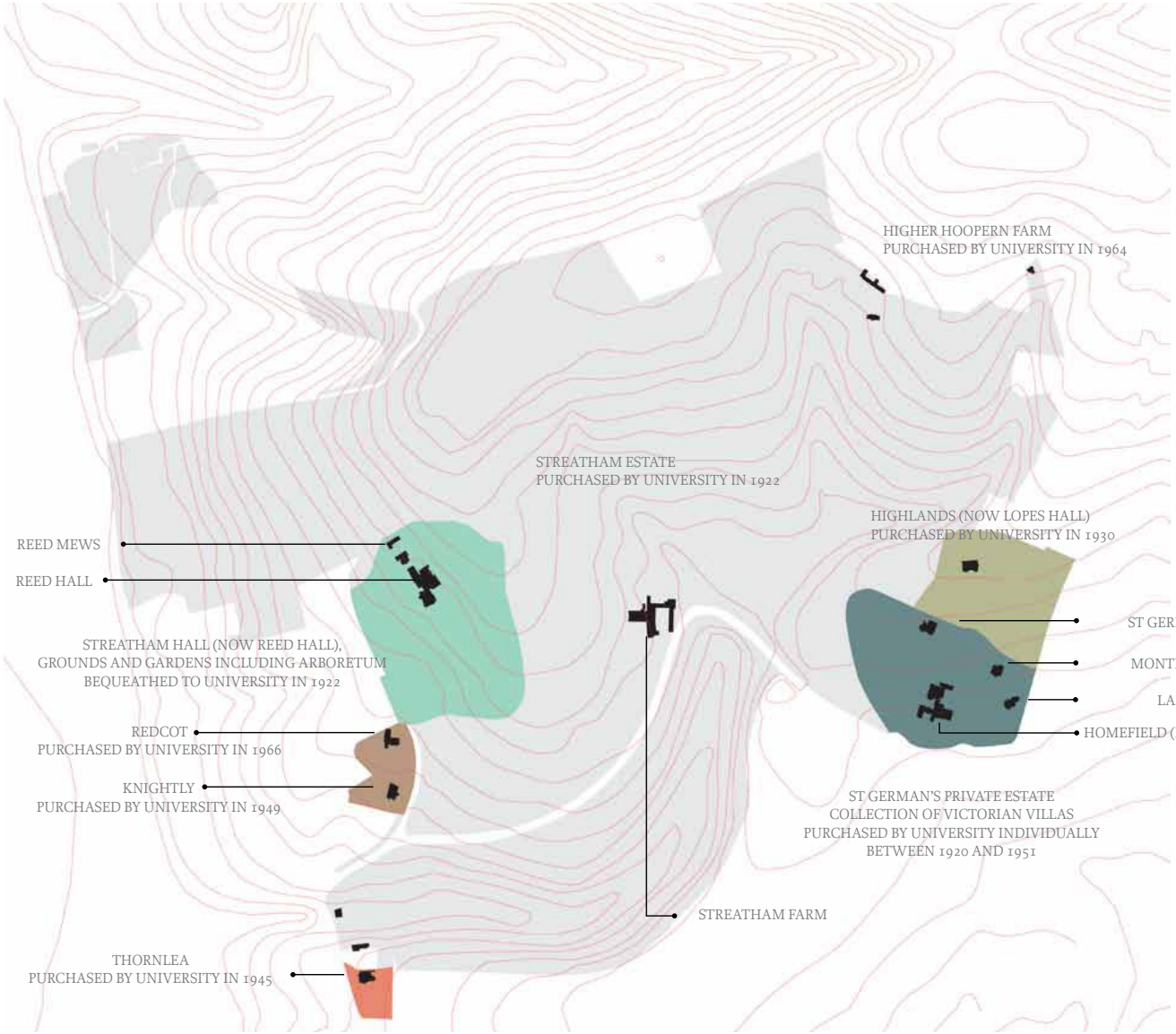
historic and present day images showing how the University landscape that was created during 1960 - 75 has evolved and matured over the 34 - 49 year period.

3.2.3 The historic interest of the Campus

The Campus, resulting from the two aspects of its historic development, both the use of existing buildings and the phases of buildings for the expanding University, is of historic interest both for its landscape and for individual buildings, as recognised in national and local level designation. The core historic garden based on the Veitch Nurseries planting at Reed Hall is of national importance and the Campus as a whole is included in the Devon County Register of Parks and Gardens as of botanic interest. Within the Campus are a series of different gardens and collections: the Botanical and Rock Garden (at Hatherleigh Laboratories), the Birks Bank Arboretum, the Prunus Collection to the south of Washington Singer, based on the original 1937 Japanese gift to the College, the recently developed Magnolia collection, the Edinburgh collection of conifers, and areas of landscaping at The Plantation and the wildflower meadow. The University also holds the National Council for the Conservation of Plants and Gardens national collection for the South American flowering shrub, Azara.

Individual buildings of interest are a number of the surviving buildings from the 18th and 19th which predate the University, and represent the development of the area for individual mansions and genteel villa suburbs. These are Reed Hall (and all qualifying curtilage structures and the mews to the rear), and the garden steps/terraces, which are both listed at Grade II. The farm buildings and lodge of the former Streatham Hall are included on the local list. The small country house at Duryard Hall is also listed Grade II. Of the remaining mid Victorian villas within the campus, Lopes Hall and Byrne House are nationally listed and St Germans, Spreytonwey, Thornlea and Elmbrook are all on the local list.

Of the buildings purpose built for the University, only those by Vincent Harris are noted as being of particular value. The Mary Harris Memorial Chapel dated 1958 is listed Grade II and the academic buildings from the 1930s onwards, the Washington Singer Laboratories, Roborough Library and Hatherleigh Laboratories are included on the local list.



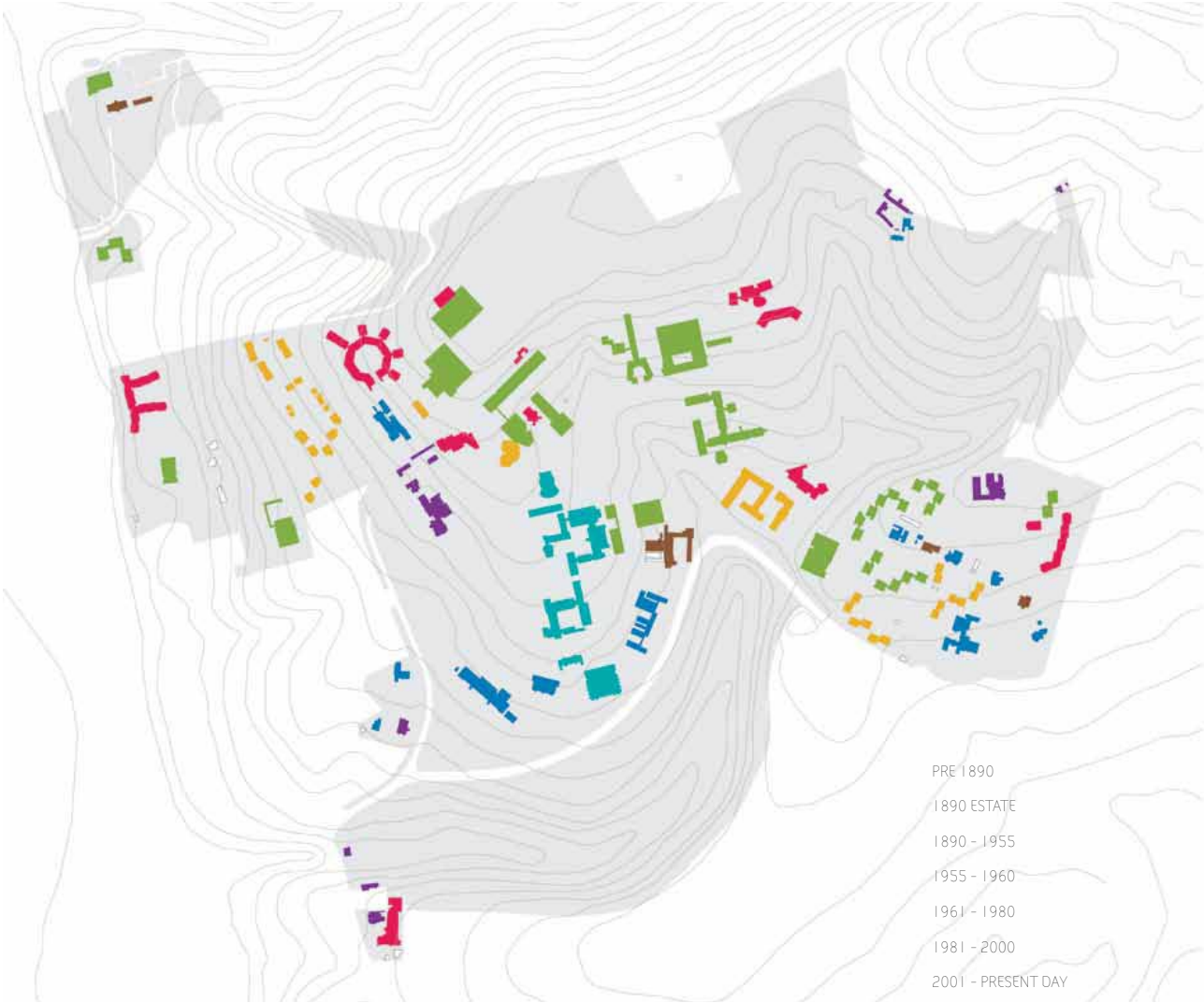
HISTORIC LAND ACQUISITION

3.2.4 The present

Although student numbers at the University have now exceeded the maximum foreseen in the 1971 Holford plan, there remain a number of building plots identified on that plan for longer term expansion which have yet to be developed. These are concentrated towards the east of the campus.

The Holford plan has been a touchstone for the university's development for almost 40 years, but it was drawn up in a different era - of the University's 'green field' development up to a student population of 10,000.

The University and City Council agree that now is the time to set the agenda for the next phase of the university's development, as it grows beyond 11,500 students and sets higher environmental and sustainability standards. The University must now refresh previously developed parts of the campus as well as focusing on how to make the most efficient use of its land in line with the vision for the future.



HOOPERN VALLEY TOWARDS STOCKER ROAD 1960-75

LAVER & HARRISON BUILDINGS - 1960-75

NORTHCOTE HOUSE, CLOCK TOWER & QUEENS - 1960-75

VIEW ALONG PRINCE OF WALES ROAD TOWARDS STOCKER ROAD WITH HOOPERN VALLEY TO LEFT - PRESENT DAY

LAVER & HARRISON BUILDINGS - PRESENT DAY

VIEW NORTH ALONG THE QUEENS DRIVE TOWARDS NORTHCOTE HOUSE, CLOCK TOWER - PRESENT DAY

IMAGES COMPARISIONS 1960 - 75 WITH PRESENT DAY (2009)

historic and present day images showing how the University landscape that was created during 1960 - 75 has evolved and matured over the 34 - 49 year period.

3.3 THE ESTATE

The University estate comprises of three campuses. Two of these, Streatham and St Luke's, are close to Exeter City centre and one is in Cornwall. The University has the benefit of a freehold interest at both the Streatham and St Luke's campuses, and a long leasehold on the Tremough Campus.

The main campus at Streatham is a 113 hectare site providing purpose built academic accommodation constructed mainly in three phases: the first during the 1920s/30s, the second in the 1940/50s and the third in the 1960/70s post-Robbins expansion, with residential accommodation provided in the 1960s, 70s and 80s.

The St Luke's campus is 5 hectares and provides accommodation for the Schools of Education and Lifelong Learning, Sport and Health Sciences and the Peninsular School of Medicine and Dentistry.

In addition the University owns sports fields at Duckes Meadows and Topsham. Together this comprises a significant landholding and the University has a widespread presence and influence across the city of Exeter.

The Campus at Tremough is 39 hectares and currently has about 25,000 sqm of academic and support space, together with 750 student residencies. The Campus is occupied jointly with University College Falmouth as the hub of the Combined Universities in Cornwall Initiative. Outline planning permission has recently been granted for provision of further academic, support and residential development.

In order to produce a comprehensive framework for the long term development of the Streatham Campus, as well as the central academic area the master plan site boundary includes the student residences at Birks and Lafrowda/St Germans, the open space owned by the University within the Hoopern Valley, and other peripheral areas such as Higher Hoopern, west of Streatham Drive, Elmbrook, and Duryard.

HOOPERN PONDS VALLEY - 1975

HOOPERN PONDS - PRESENT DAY

HOOPERN PONDS - PRESENT DAY

IMAGES COMPARISIONS 1960 - 75 WITH PRESENT DAY (2009)

historic and present day images showing how the University landscape that was created during 1960 - 75 has evolved and matured over the 34 - 49 year period.

01 FAMILY CENTRE

02 INTO TEACHING

03 BUSINESS SCHOOL EXPANSION

04 MOOD DISORDER CENTRE

05 THE FORUM

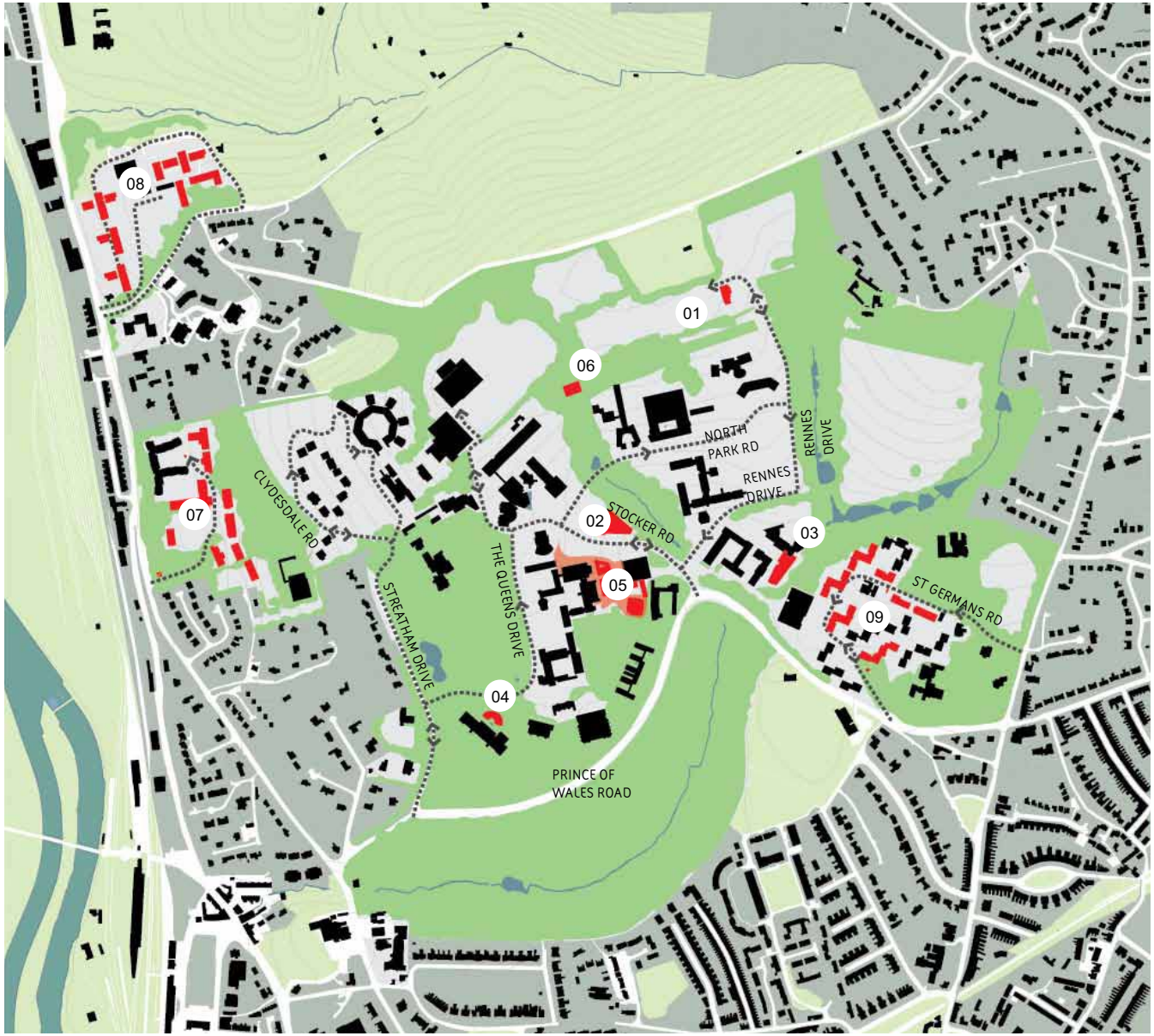
06 HATHERLY GREENHOUSES

07 BIRKS RESIDENTIAL

08 DURYARD RESIDENTIAL

09 LAFROWDA RESIDENTIAL

refer para 4.4.3 for details of committed student residential provision at Birks, Duryard & Lafrowda



EXISTING BUILDINGS

COMMITTED DEVELOPMENTS

COMMITTED DEVELOPMENTS 2009 - 2012

N

0m 500m

3.4 RECENT AND COMMITTED DEVELOPMENTS

The University is planning a £450 million investment programme to provide world class facilities on the University's Streatham Campus to meet the future needs of its students and staff. Included in the plans are investments in several academic Schools, the IT infrastructure, and the introduction of new student residences at Lafrowda, Duryard and Birks, as well as a major central Campus development at Streatham, known as the Forum.

The Forum project is an exciting new development for the heart of Streatham Campus to create an inspirational mix of outside and inside space that brings together:

- An extended and re-furbished library
- A variety of formal and informal learning spaces
- A mixture of frontline student services
- A good mix of catering and retail outlets
- A landscaped plaza
- A new University of Exeter reception

The Forum was granted planning permission in June 2009 and will be completed by December 2011. The Forum is aiming to achieve BREEAM "Excellent".

A planning application for a new building for the Business School was approved in January 2009. The project will cost £18 million and is part of a wider £25 million investment in the School which is already underway and will take three years to complete. This expansion will enable the Business School to considerably increase its capacity and enhance the student experience in light of strong demand for places on its programmes. Building work is expected to commence in summer 2009.

Close to The Forum, a new building will provide teaching and learning space as well as support space for the University's partner INTO; the building will enable high quality teaching to be provided to International Students, of which a high proportion will link through to University of Exeter courses. This £10m project will be completed in Autumn 2010.

Other committed developments include the recent planning permissions for 1589 student residences at Birks, Duryard and Lafrowda, which will be completed by 2012.

TADDIFORD VALLEY - 1960-75

PRINCE OF WALES ROAD TO HATHERLY - 1960-75

THE PLANTATION, LIBRARY, NORTHCOTE HOUSE & GREAT HALL - 1960-75

TADDIFORD VALLEY - PRESENT DAY

PRINCE OF WALES ROAD TO HATHERLY - PRESENT DAY

THE PLANTATION, LIBRARY, NORTHCOTE HOUSE & GREAT HALL - PRESENT DAY

IMAGES COMPARISIONS 1960 - 75 WITH PRESENT DAY (2009)

historic and present day images showing how the university landscape that was created during 1960 - 75 has evolved and matured over the 34 - 49 year period.

CHAPTER 4
UNIVERSITY DEVELOPMENT STRATEGY

4.1 UNIVERSITY DEVELOPMENT STRATEGY

The University of Exeter is making rapid progress in achieving its vision, expressed in the mission statement in its Strategic Plan 2007-2011 of becoming a leading international university. It was Times Higher University of the Year 2007/2008 and has a top 10 ranking according to The Times league table 2009.

The Strategic Plan sets out the key characteristics of the University:

- Research intensive, recognised internationally for the excellence of our research
- Offering challenging programmes at all levels of study, highly attractive to students from varied backgrounds
- Providing an outstanding student experience which prepares students for meaningful employment and a fulfilling life
- Offering a high quality, campus-based living and learning environment which is welcoming and inclusive
- Committed to making a positive, distinctive and measurable impact on society, and playing a leading role in the South West region
- An international University, in outlook and impact.
- Putting environmental concerns at the heart of all aspects of University

The results of the 2008 Research Assessment Exercise confirm Exeter's position as one of the leading research-intensive universities in the UK. Nearly 90% of Exeter's research was rated as being at internationally recognised levels. Every subject was assessed as including world-leading (4*) research.

The University is seeking to ensure that it is well placed to maintain its recent progress in moving towards its vision in a competitive climate that is intensifying at global level.

The achievement of the vision requires major improvements to the physical infrastructure and environment of its estate. This includes both short term projects to meet immediate needs, and longer term plans. This University has recognized that a master plan for the main Streatham Campus in Exeter will assist in providing certainty for both short and long term projects and will provide a firm basis for making major investment decisions.

4.1.1 Strategic Aims

Against this background, the strategic aims of the masterplan for the Streatham campus are as follows:

To plan for the sustainable long term growth of the University to meet its strategic priorities

There are currently 11,500 students (2009/10 forecast figures) at the Streatham Campus, and forecast to rise to 15,800 by 2026.

The campus must therefore accommodate an additional 5,500 students.

Growth will focus on achievement of the University's vision to maintain and enhance its position as a premier research-intensive institution, leading the international research agenda in the majority of its disciplines.

To focus on the provision of academic and support space to support the vision of becoming a leading international University

In the context of its growth strategy to become a leading research based University, it is important that the space that is available on the Streatham Campus should be available and safeguarded to support this. The ability to respond to research opportunities that may arise in the longer term is particularly important.

To maximize provision of student accommodation in those parts of the site where this is appropriate

The growth of the University brings increases in student numbers, and the University is seeking to accommodate a high proportion of these additional students in purpose built and managed accommodation. The masterplan will show that the University is progressing plans to increase its provision of managed residential accommodation by existing commitments for development and redevelopment in the Birks, Duryard and Lafrowda areas.

The University will also seek to secure, in partnership with the city council, an element of off-site student residences, either through third party providers or by securing other sites in the city centre, St Davids and Cowley Bridge Road areas.

The master plan will also provide for improved social, welfare and leisure facilities on campus, to provide for the increased number of students.

To make the most of the asset that it has in its attractive campus

The quality of the campus is a key component of what makes the University attractive to students, staff and researchers. It provides an environment for excellent research, teaching and learning to thrive in attractive surroundings. The master plan will ensure that the environmental assets are protected and enhanced, whilst new development opportunities are integrated with existing centres, maximising use of existing infrastructure. The master plan will look to make the most of the good things that the campus has to offer, and enhance its sense of place.

To provide an environment where staff, students and visitors feel welcome

The Campus lacks coherence and a clear sense of arrival, so the master plan will seek to address this through clarifying the structure of the built form, and addressing the public realm and movement through and around the site. The master plan will also seek to create enhanced environments for staff and students to enjoy, as well as providing visitors with a positive experience of the university.

To provide a flexible framework for development of the campus to meet future needs

The master plan needs to be flexible if the university is to be able to respond effectively to changing political, economic and educational demands and drivers. It must provide a robust framework that provides flexibility to accommodate both identified and less well defined future requirements.

To maximize accessibility of the University whilst mitigating the impact of traffic congestion on the area

By accommodating a high proportion of students on site the master plan helps to reduce demand for travel. The University also has in place a travel plan that seeks to influence the travel behaviour of all staff and students, and this will be developed. The master plan will also help by providing for better separation of vehicular traffic from pedestrians and locating both car and cycle parking in appropriate parts of the site, and providing for changes to current access arrangements.

To provide for sustainable development that incorporates responsible stewardship of the environment by protecting and enhancing key environmental assets

The University takes its social responsibility seriously and is already promoting sustainable development through building procurement, landscape protection/enhancement and carbon management. The master plan will help the University to make best use of existing resources, whether physical, environmental, economic or social.

To maintain and develop its position as a social and economic asset to the local community and the region

The University's contribution to the local, regional and national economy, as well as its social and cultural role, is already significant. By providing a framework for growth, the master plan will help to secure the University's current position in this regard. It will provide the basis for building on this to make a greater contribution by attracting further investment, innovation and potential for spin-off businesses, in line with Government and regional economic policy, that sees higher education as having a key role in driving the national and regional economy.

4.2 BACKGROUND DOCUMENTS

Outlined below is a summary of a number of the key strategic plans and strategies that guide the University's operation and development.

4.2.1 Strategic Plan 2007 – 2011

The Strategic Plan summarises the University's vision, ambitions and the high level plans to achieve those objectives.

This document has been a key influence on the master plan in helping to shape the masterplan objectives set out above.

4.2.2 Corporate responsibility: The City and your University, 2008

The University makes a significant contribution to the City. This contribution is summarised in the University's corporate responsibility strategy: The City and your University.

The University provides a massive boost for the economy, which is worth over £300m a year. Nearly 5,000 jobs in the City depend directly or indirectly on the University. It is committed to the future prosperity of the City. The University's turnover for 2008 is around £170m.

Student volunteers devote more than 100,000 hours a year to activities that benefit the local community. This is the equivalent of 70 full time voluntary sector workers. Community Action, the volunteering arm of the Student's Guild, boasts the highest number of student-led volunteering projects in the UK.

The University's role in encouraging innovation and new business growth in the City is also significant. Phase 2 of the £10m Innovation Centre has tripled the available space for start-up high-tech business. The Innovation Centre will link to the new Science Park that is due to open in 2011/12.

The University's aim to continue to contribute significantly to the economic, social and cultural life of the city has been taken into account in framing the masterplan objectives.

4.2.3 Estates Strategy 2006 - 2016

The Estates Strategy provides an analysis of the current position of the estate at the time of its preparation, and predictions of space and other needs moving forward to 2016.

The document has provided base information that has been rolled forward to 2026 and taken into account in the preparation of the master plan.

Some of the projects foreseen by the Estates Strategy have been, or are now being implemented, such as the Forum project, INTO, the new student residences, and the expansion of the Business School. These are treated as existing commitments in the master plan.

4.2.4 Other strategies

The quality of the Campus is a major asset for the City, students, staff and visitors. The University therefore published an Environmental Policy in 2003 which detailed a number of priority environmental issues including energy, waste, purchasing and travel. The policy has underpinned actions such as the development of the Carbon Management Plan 2007 (working with the Carbon Trust), the publication of the Sustainable Travel Plan 2007 (which was issued to all staff), as well as the development of Biodiversity Management Principles for the University which was produced in 2008. In 2009 this policy was reviewed and has been replaced by the revised Environmental Sustainability Policy 2009. The University has a Sustainability Manager, an Energy Manager and a network of Sustainability Coordinators across the Campus. Further details on these strategies can be found in Chapter 7.

4.3 THE NEED FOR GROWTH

At the core of the University's success is its research base. This relies on winning resources in a competitive bid-based funding environment for research activities. Successful bids are contingent on the quality of existing research groups that are built up over extended periods and rely on attracting and retaining the best young researchers from a highly mobile international pool. In turn, to secure, retain and develop these groups depends on the ability of the University to build and maintain state-of-the-art research space and science laboratories.

In addition to research funding being bid-based, a bidding regime also applies to public investment in research and academic buildings. Bids for these facilities are not generally accepted unless land use planning details have been clarified. Having certainty over which land can be brought into use for new buildings and facilities will help to ensure its future as a research active university.

The Government's higher education policy is of fundamental importance to the University's future plans. Over the last few years, universities have had to cope with constant change in funding arrangements led by a will to drive down costs while expanding student numbers. Higher education institutions are expected to absorb the increase in numbers while continuing to deliver graduates, maintain low drop out rates and high standards, with substantial reductions in funding.

The increase in the participation rate in higher education and the expectation by Government of a wider economic role for universities has come about because of recognition of their importance in supporting economic performance. This is especially important at a time when the economy is in recession. Higher education is now rightly regarded as crucial to wealth creation and vital to the development of a knowledge-based economy.

The University cannot stand still but must grow and evolve if it is to continue to survive as a high quality institution, let alone achieve its vision to become a leading international university. The consequence of either attempting to ignore or failing to act in the face of these changes can only lead to a spiral of decline as the University loses its ability to compete for funding and attract and retain the best staff and researchers. Ultimately this could end in the failure of the University to meet its potential to contribute to the national programme for higher education, the regional economy and Exeter's economy.

To ensure that this does not happen, the University must:

- increase its capacity for undergraduate and postgraduate education and research – the University aims to grow at a sustainable rate to help meet the increase in demand for higher education arising from Government policy. Through the implementation of a range of initiatives growth is projected at about 2% per annum, with the maximum number of students at the campus forecast to be 15,800 FTEs by the year 2026;
- modernise and expand its research facilities;
- meet the need for more residential accommodation for its students;
- modernise and expand its building stock;
- develop strategies that support the future evolution of the University in a sustainable way.

The University needs to be able to rely on a supportive planning policy framework to enable its vision to be implemented so that it can meet the imperative of Government policy and society's expectations for higher education.

With the ability to develop and grow at the Streatham Campus through the provisions of this master plan, the University can look forward to a bright future as it continues to develop as a world class university and continues to deliver valuable economic, social, cultural and environmental benefits to the City, region and nation.

4.4 DEVELOPMENT REQUIREMENTS

4.4.1 The basis for growth

The University forecasts potential growth in student numbers at the Streatham Campus from 11,500 (2009/10 forecast figures) today and forecast to be 15, 800 by 2026.

Growth in student numbers does not necessarily equate to the need for additional academic floor space. Universities throughout the UK, including Exeter, are more effectively dividing and managing their use of existing space. Better, more flexible, multi user teaching spaces shared by a number of departments are replacing single user specific spaces.

In Exeter's case this translates into a process where new shared seminar / informal learning space in buildings at the heart of the campus can free up the capacity for some departments to expand within their existing buildings.

The exceptions to this are departments (notably the Business School) which are undergoing rapid expansion and those which require specialist facilities such as Biosciences and Physics (labs) and Drama (performance studios). As previously noted, successful funding bids by researchers can provide sudden and unexpected demands for new specialist space.

Another exception is the provision of student support facilities, including catering and informal learning/social facilities, and space for University administrators. In these areas, current provision at Exeter is overstretched. Additional as well as more adaptable space is needed.

The amount of additional floorspace that can potentially be provided will be dependent primarily on the environmental capacity of the site, derived from analysis of the site, its constraints, and the opportunities for development. The Masterplan in Chapter 8 shows the potential for about 52,000 - 68 000m2 on this basis. The University considers that this will meet its needs to 2026 and potentially to beyond this date.

The site capacity work indicates the potential for some taller buildings in appropriate locations, and this might allow a higher floorspace figure to be ultimately achieved which would provide longer term certainty to provide capacity beyond 2026.

There must also be flexibility to provide more space for potentially space-hungry research activities, additional space for support facilities, and opportunities to provide for unforeseen one-off projects.

4.4.2 Zoning of Uses

The failure to protect and provide for growth of the University on the Streatham Campus would mean the prospect of having to locate academic buildings away from the Campus, which is not economic or conducive to good teaching or learning, goes against the grain of the Campus ethos that is an essential part of what makes the University of Exeter special, and potentially detracts from the student experience.

Acquisition of satellite sites to accommodate the projected growth needs is not compatible with the University's objectives, although it is acknowledged that opportunities to secure additional land for student residences in sustainable locations will help. Aside from the difficulties of acquisition in the local property market, which means that many sites attract interest from other higher value land uses which makes it difficult for the University to compete, there are significant operational factors as follows:

• Transport infrastructure would need to be set up between a new site or sites and the main Campus. This has implications on the sustainability of the development

• A single campus will foster synergy and interaction between departments more successfully

• It is recognised that a single, larger campus can provide the critical mass to support shared social facilities

• The management of the University across multiple campuses would inevitably be more complex and costly. The University is already aware of this difficulty in managing its existing satellite at St Luke's.

Developing another satellite campus or campuses is therefore not an option that the University wishes to pursue at this time.

4.4.3 Student residential accommodation requirements

The University and the City Council have been actively seeking to increase the number of purpose built student residences in the City and will continue to do so. Several schemes have recently been completed in the City (see adjacent summary table) providing a total of 1120 new bed spaces. Additional student accommodation has also recently been granted planning permission on the Streatham Campus, on sites at Birks, Duryard and Lafrowda. This is to be provided by commercial operators working in partnership with the University. Details of the capacity of these forthcoming new developments on the Campus, and of other recent permissions for student residences in the City, together totalling 1,808 bed spaces, are also provided in the adjacent summary table.

Bed spaces in the summary of recently completed student residential provision provide for existing students. Those in the summary of approved planning applications for provision to 2012 will provide for additional student numbers which result from the planned growth of the University. There are sufficient bed spaces with planning permission to accommodate the projected growth in numbers beyond 2012, up to 2014/2015 if growth projections are realized.

Once these committed schemes are completed, the University has identified the potential for additional student residences in the future by consolidation and redevelopment of the cluster of student residences in the Clydesdale area of the Campus.

The remaining space on the Streatham Campus is to be reserved for non-residential uses, so that the capacity and flexibility to expand teaching, research and related ancillary accommodation is available and protected in the long term. The University is a campus university which relies on having its teaching and research focus on the Campus, and its capacity to achieve this should be protected.

location	bed spaces	completion
molly hayes, 41a new north rd	46	2007
northernhay house, new north rd	220	2007
bishops move, 58-64 longbrook st	71	2008
elmfield nursery (northfields)	198	2008
point exe, bonhay rd	243	2008
rowencroft court, heavitree	219	2009
exeter trust house, blackboy house	123	2009
total	**1120**	

SUMMARY OF RECENTLY COMPLETED STUDENT RESIDENTIAL PROVISION (NET GAIN) Streatham & St Lukes Campuses

location	bed spaces	completion
birks halls phase 1	435	2010
birks hall phase 2	398	2011
duryard halls phase 1	24	2010
duryard halls phase 2	194	2012
rowe house refurb, lafrowda	19	2010
lafrowda phase 1	76	2011
lafrowda phase 2	443	2012
bradfords, cowley bridge rd	219	2010
total	**1808**	

SUMMARY OF APPROVED PLANNING APPLICATIONS FOR NEW STUDENT RESIDENTIAL PROVISION TO 2012 (NET GAIN) Streatham & St Lukes Campuses

The adopted Supplementary Planning Guidance for Development Related to the University of Exeter 2007 (SPG) states that the City Council:

- Favours provision of further student accommodation in the following general locations

- The City Centre

- St David's Station/Cowley Bridge Road area.

- More intensive use of the Duryard Campus.

The University wishes to continue to work with the City Council to identify and secure sites in these areas.

4.5 PLANNING POLICY AND LOCAL DESIGNATIONS

Analysis of the planning policy context enables an understanding of the constraints and opportunities that apply to the site in planning terms. Key policy considerations that have been considered during the development of the master plan are highlighted. These policy considerations will continue to influence the redevelopment / development of future sites on the campus.

4.5.1 National and regional policy – Education

Government policy is that higher education in the UK should grow by:

- expanding student places;
- widening participation in and access to learning;
- ensuring high standards so as to enhance the employability of graduates;
- offering a widening range of courses up to postgraduate level;
- contributing more to the economy and being responsive to the needs of business
- making itself more accessible by exploiting new technology and flexible delivery with facilities available at times convenient to students.

The Government has identified that the UK faces the challenge of building a knowledge driven economy that relies on "knowledge skills and creativity". Government policy to help the UK compete is to:

- strengthen Britain's capacity for innovation and risk taking
- invest in the knowledge base, particularly in science and engineering
- improve the skills and capabilities of the workforce including raising educational standards.

To achieve these objectives the government is investing in universities to help them create and exploit knowledge, form better and more effective links with industry and increase the level of participation in all levels of education, including in universities.

The potential demand for higher education from international students has been growing. The University has been active in this market for some time and is concerned that it continues to participate fully in this area. However, to achieve this, it must develop and grow, in the context of a more competitive global climate with institutions across the world, particularly in the USA, Australia and developing Asian countries, also seeking to attract more students.

There is wide recognition of the importance of universities to the UK's competitive position and a clear requirement by Government that the UK gains more from its investment in science.

The University is committed to both enhancing its reputation and to improving its national and international position. If it is to remain as a leader in those areas where it is already ahead of others, and develop to become a leader in other areas, it needs to extend and modernise its facilities. The Government is committed to upgrading research facilities to stay abreast of international competition. At a regional level this is reflected in the South West England Regional Development Agency's Economic Strategy (SWRDA) that recognises the important role of supporting higher and further education.

There is support through national and regional policy for the City of Exeter to continue as a focus for strong economic growth and for it to develop as a centre for employment, housing, retail and culture. Regional policy also encourages local authorities to take a positive and supportive approach to the expansion of higher and further education institutions.

The draft revised South West Regional Spatial Strategy (SWRSS) incorporating the Secretary of State's proposed changes was published for public consultation in July 2008. When adopted, the SWRSS will set out the Government's policies and long term development strategy for the region up to 2026.

The role of the University of Exeter in contributing to strong economic growth over the last 20 years is acknowledged in the SWRSS, together with its contribution to encouraging cultural vitality. The RSS seeks for the City of Exeter to be a focus for further strategic economic development to realise its economic potential and develop its role as a centre for employment, housing, retail and culture.

The SWRSS states that Local Development Documents produced by local authorities should take a positive and supportive approach to the expansion of higher and further education institutions (para 6.2.12, supportive text to Policy SK1).

National and regional policy therefore provides strong justification for the expansion of the University.

4.5.2 National and regional policy – design and community involvement

The Government has set in place national planning guidance in a series of Planning Policy Guidance Notes and Planning Policy Statements. Planning Policy Statement 1 (PPS1) sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system. This sets

out the Government's position that good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. The Government believes that good design is indivisible from good planning.

The master plan has been prepared in light of the design advice contained in PPS1 and the need to establish good design principles that will result in a good master plan.

PPS1 also places considerable emphasis on the involvement of the local community in the planning process, both in policy formulation and at planning application stage. In this respect the Exeter City Local Plan and the SPG for development of the University have both been subject to public consultation.

4.5.3 Consultation on the master plan

This report has been subject to public consultation prior to adoption by Exeter City Council.

4.5.4 The Exeter City Local Plan First Review

The saved policies of the 2005 Exeter City Local Plan First Review, provide the planning framework for the City. The plan is in the process of being replaced by the Local Development Framework. However, given that work on the LDF is in its early stages, the Local Plan remains part of the statutory development plan.

The Local Plan includes recognition of the need for the University to expand on its Streatham Campus, and there is support for new University facilities, (saved policy E4), provided that the setting and special character of the campus is maintained.

This master plan covers an area larger than that defined in Policy E4, to include areas that are operationally and functionally part of the overall campus (for example the Birks, Duryard and Lafrowda/St Germans areas).

4.5.5 Landscape and historic environment

Policy C4 of the plan addresses parks and gardens of special or local historic interest, seeking broadly to protect these areas from the adverse effects of development. The whole of the Streatham Campus, including Lafrowda/St Germans but not including Birks, is identified as a Historic Park and Garden for its botanical interest, with Reed Hall and its grounds having a separate policy.

Reed Hall is considered to be of national importance, and has potential to be included in the national Historic Parks and Gardens Register. The wider Campus (in addition to Reed Hall) is included in the Devon Local Register. The Council acknowledges the responsible attitude the University takes to the ongoing enhancement and future protection of its grounds, hence the level of formal protection under the Local Plan. This offers the University the flexibility to be able to manage the grounds to a high standard whilst accommodating their individual needs.

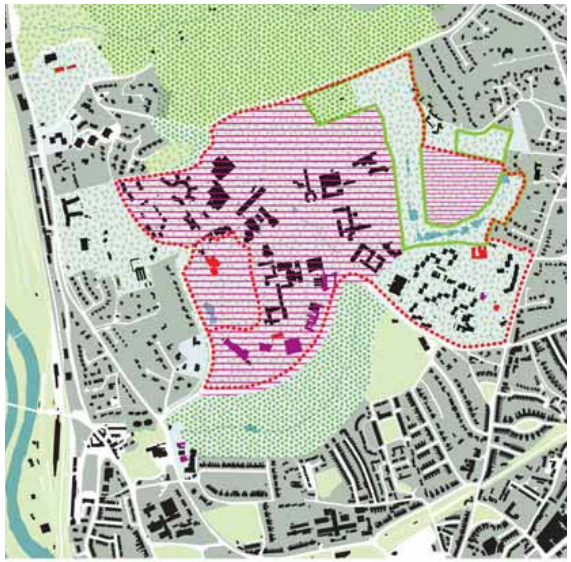
Protection is offered under policy LS1 of the Local Plan to the landscape setting of some of the land in the eastern part of the campus. The policy seeks to protect the local distinctiveness and character of this area.

All of the campus, including Birks and Lafrowda/St Germans, is identified under Policy LS4 as a site of local interest for nature conservation, and the Hoopern Valley is a Site of Nature Conservation Importance, which is a higher status. In these identified areas development will only be permitted if the need for the development is sufficient to outweigh nature conservation considerations, the extent of any damaging impact is kept to a minimum and appropriate mitigation and compensatory measures are implemented.

Policy C3 stipulates that development (including change of use, alterations and extensions), which affects a building of local importance will not be permitted where it harms the architectural or historic value of the building.

The following buildings on the Streatham Campus are Grade II listed:

- Reed Hall and garden steps
- Lopes Hall
- Duryard Hall



LOCAL PLAN DESIGNATIONS

- Mary Harris Memorial Chapel
- Byrne House

The following buildings on the estate are locally listed:

- Old Library
- Roborough
- Streatham Farm group
- Hatherly Laboratories
- Elmbrook
- Thornlea
- Washington Singer Laboratories
- Spreytonway.

4.5.6 Supplementary Planning Guidance for Development Related to the University of Exeter 2007

This document contains nine principles, as follows:

The City Council:

- Supports the intention of the University to expand. The City Council, where appropriate, will impose planning conditions or seek a planning obligation to ensure that expansion in the University's teaching, research and general facilities is accompanied by the provision of significant increases in purpose-built student residential accommodation, such that 75% or more of the additional student numbers are accommodated.
- Expects space on Streatham campus to be reserved to meet any additional requirements for teaching related (non -accommodation) facilities. The biodiversity of the site should be conserved and enhanced. A master plan to provide a framework for further development will be required.
- Seeks the provision of as much purpose built student housing as possible to reduce the impact on the private sector housing market.
- Recognises that relatively high density managed accommodation on appropriate sites will need to make a significant contribution to meeting future needs. Developments will be permitted subject to management and supervision arrangements appropriate to the size, location and nature of occupants of schemes. A standard form of planning obligation relating to management arrangements is available from the Council. The planning obligation is enforceable against owners of the land and they will be required to ensure through terms of tenancy agreements that tenants adhere to the management scheme.
- Favours provision of further student accommodation in the following general locations:

- The City Centre
- St David's Station/Cowley Bridge Road area.
- More intensive use of the Duryard Campus

- Seeks the investigation of student accommodation as a priority for use of any surplus land at St Luke's campus.
- Will seek further operational (staff and maintenance related) car parking for student housing schemes than in the past and expects the University and accommodation providers to rigidly enforce no car tenancies.
- Will expect the University to significantly improve its commitment to sustainable travel, in particular by funding improved bus services to the campus to provide services throughout the day and into the evening.
- Will expect any further major University developments to make significant advances in sustainable development / construction.

4.5.7 Policy context conclusions

It can be concluded that there is significant policy support at national, regional and local level for future growth of the University of Exeter. The key site specific planning issues arising from the Local Plan that need to be taken into consideration in the master plan are; views into and out of the site; the management and protection of the integral landscape character, biodiversity, and historic parkland setting of the campus; treatment of the historic buildings. The Local Plan also has a series of generic development control policies that need to be addressed, including policies that cover design issues.

In responding to the policy considerations the master plan has been developed to:

- Demonstrate conformity with national and local planning policy.
- Enhance the facilities on site, as well as the general appearance and building design of the existing campus.
- Have no greater impact on areas of high landscape value through design and/ or building height.
- Protect the integral character and green framework setting setting of the campus, ensuring key views are protected and biodiversity enhanced. that the distinctive character and setting of the campus is protected.
- Explore opportunities to enhance existing vehicular access arrangements and pedestrian and cycling linkages, and seek to improve parking provision in conformity with the master plan aspirations.
- Maximise the opportunities to make use of sustainable building techniques and ensure sustainable principles are at the heart of the scheme.
- Explore opportunities for enhanced community use of the site
- Maximise opportunities for sustainable travel.

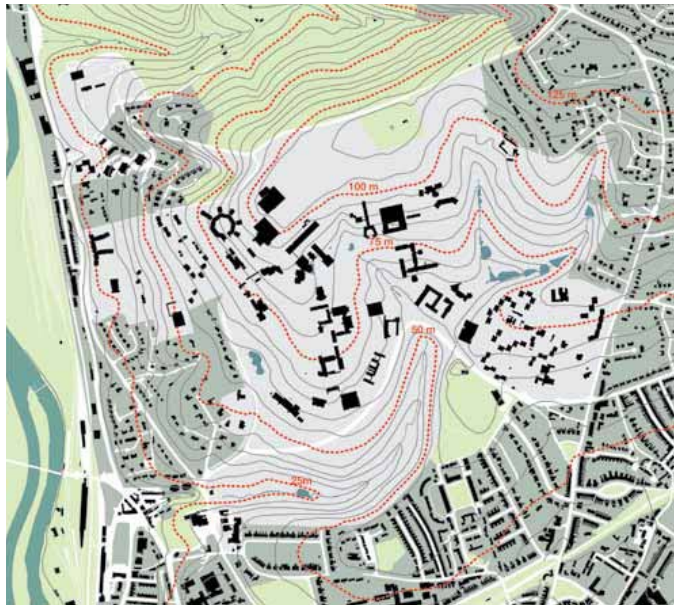
4.6 FUTURE PLANS FOR OTHER CAMPUSES

4.6.1 St. Luke's

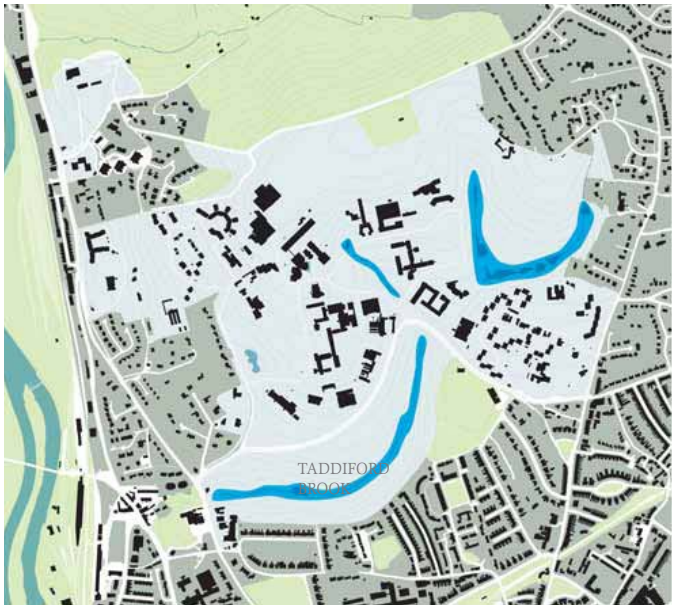
The University is currently carrying out a master plan exercise for its St. Lukes campus.

4.6.2 Tremough

As part of the next phase of development at Tremough, the University of Exeter will build the Environment and Sustainability Institute. The environment and sustainability are key themes underpinning the unique ethos of the Cornwall Campus. They form the basis for much of the research undertaken in Cornwall and form a direct or indirect part of all degree programmes in Cornwall.



TOPOGRAPHY



EA FLOOD ZONE 3

FLOOD RISK

CHAPTER 5 SURVEY & ANALYSIS

The Campus has been the subject of survey and analysis as part of the masterplanning process. The main findings are set out below.

5.1 ARCHAEOLOGY

As the Campus has developed over time, various archaeological investigations have taken place. There are no designated sites on the campus, but a number of site finds have been made, ranging from prehistory through medieval to modern times.

It is possible that there may be further finds to be made as new areas are developed. The City Council's policies on development and archaeology will apply to all future building projects.

5.2 TOPOGRAPHY

The Streatham Campus is a special place, characterised at its best by buildings of a grand civic scale, contrasting with mature, informal landscape. Some parts of the campus are less distinctive, with tendencies toward suburban or business park typologies.

The campus is extensive - 113ha (279 acres). By urban standards the overall density of development is low, even though most buildings are three to five storeys. Woodland, lakes, gardens and open space provide the setting for many buildings.

Open fields, to the east, have long been earmarked for future University development. They have not yet been required, but they remain the University's 'family silver', earmarked for future long term academic development which needs to be co-located next to the University's existing academic core.

The masterplan process has involved assessment of all the principal buildings on the campus, together with assessment of the Campus landscape and ecology.

The changes of level across the site are substantial and give the Campus a unique character. This creates the opportunity to design a series of areas that are well connected to one another but have very different identities, thus creating a lively and varied Campus that continues to engage the student over their years of study.

5.3 FLOOD RISK

The Streatham Campus lies within the catchment of the Taddiford Brook watercourse. This watercourse arises south of Higher Hoopern Lane off Pennsylvania Road and passes predominantly through the grounds of Exeter University to New North Road. Crossing under the road, it then passes through the grounds of the former Elmside Nursery before being culverted for a considerable distance, from upstream of Bonhay Road to its outfall into the River Exe, north west of St Davids Station.

The Taddiford Brook catchment is small, steep and therefore responds quickly to rainfall events. This implies that, should flooding in the catchment occur, it will be during or immediately after an extreme rainfall event and will subside soon after the event finishes.

Areas with Flood Risk Zone 3 within the campus lie along the main stream valleys of the campus and lie outside any areas of potential development.

Ref: Exeter City Council Strategic Flood Risk Assessment Final Report Feb 2008 Pell Frischmann.

Any new development will need to ensure that surface water run off is minimised.

5.4 VIEWS

The combination of topography, mature landscape and large, civic scale buildings provides a range of views out from the Campus to the surrounding landscape. These include panoramic views and filtered views that are dependent on the density and maturity of the landscape, and framed views that are focussed on key features or represent more distant, framed views. Any new development or tree planting will need to take account of these key views, through protection and / or creation of new vantage points.

VIEW 1 GENERAL TO HALDON HILLS FROM HOLLAND HALL

VIEW 2 GENERAL - OVER THE PLANTATION TO HORIZON

VIEW 3 - GENERAL TO HORIZON

VIEW 4 GENERAL TO HORIZON

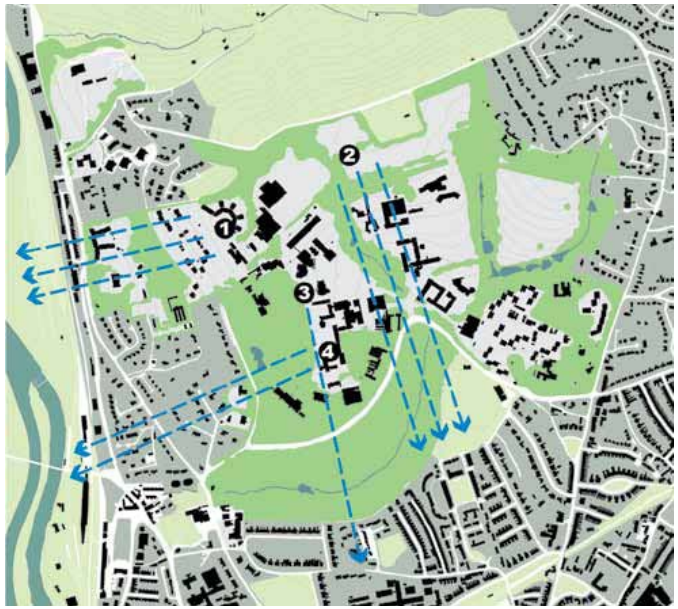
VIEW 5 GENERAL TO HALDON HILLS

VIEW 6 TO HORIZON / HALDON HILLS

VIEW 7 GENERAL TO HORIZON

PANORAMIC VIEWS FROM THE CAMPUS

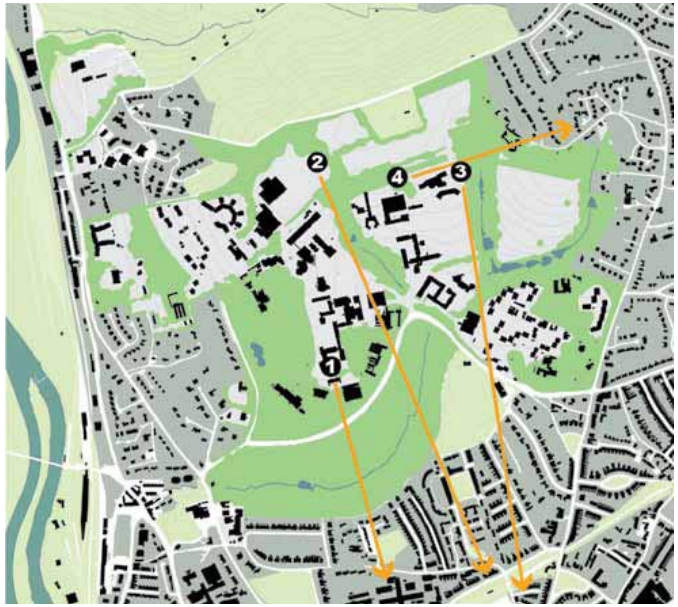
The photos were taken in March 2009 and summer views are therefore likely to be considerably more restricted.



VIEW 2 TO FORMER DEBENHAMS

VIEW 3 TO ST MICHAELS CHURCH

VIEW 4 TO HALDON HILLS



VIEW 1 TO CATHEDRAL

VIEW 2 TO MOUTH OF RIVER EXE

VIEW 3

VIEW4 TO SURROUNDING RESIDENTIAL AREAS

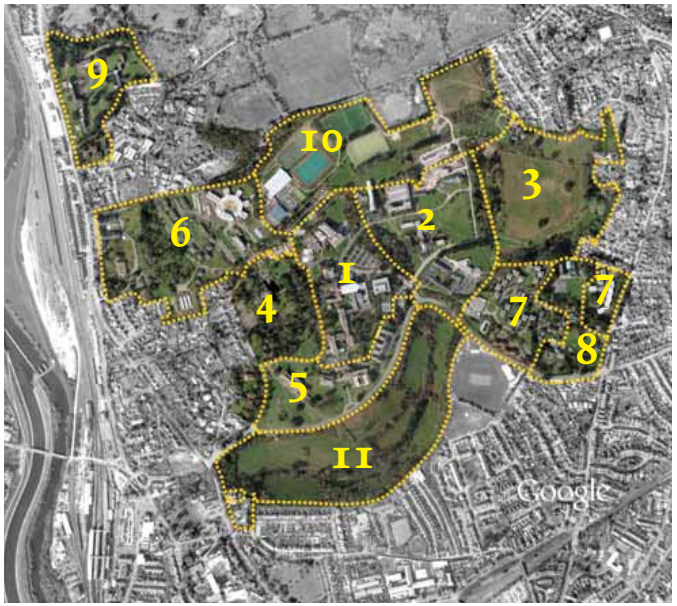
FILTERED VIEWS FROM THE CAMPUS
FRAMED VIEWS FROM THE CAMPUS

The photos were taken in March 2009 and summer views are therefore likely to be considerably more restricted.

5.5 TOWNSCAPE ANALYSIS

A campus "townscape" represents a unique typology that is distinct from the more familiar townscape models found in our cities and towns that have evolved over 100s of years. A positive campus typology comprises two predominant set pieces: individual buildings that work together to form a group composition, and dominant individual buildings set within a wider landscape setting. Landmark buildings have also been identified and include buildings that due to scale, form or contrast to surrounding buildings, can be used as key orientation points around the Campus.

The University Campus today is made up of a number of distinct character areas. These have some similarity to areas defined by Holford's 1971 plan with the character of each having evolved over time.



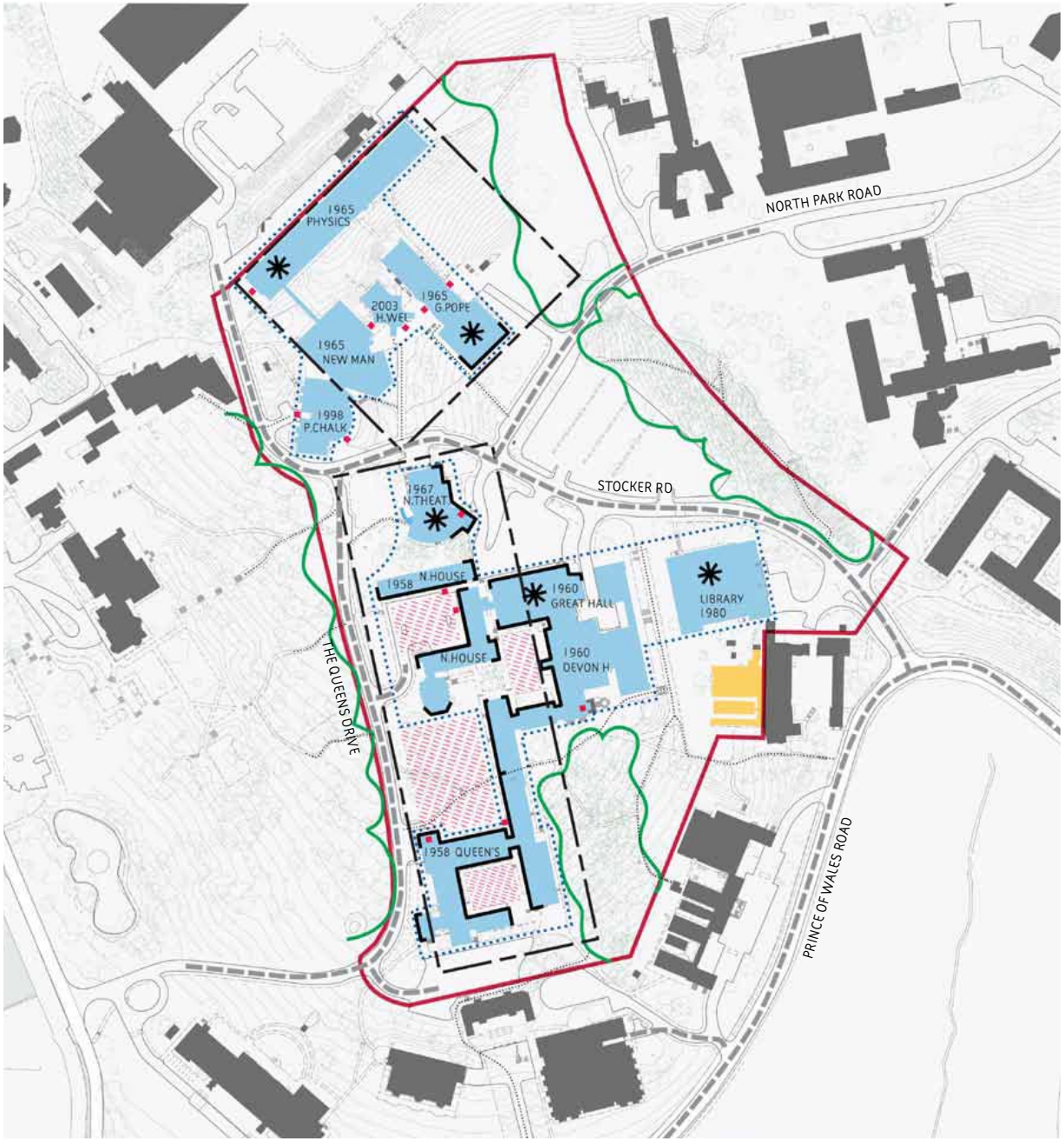
01 STREATHAM CENTRE
02 NORTH PARK
03 EAST PARK
04 REED HALL
05 HARRIS PARK
06 MARDON PARK
07 LAFROWDA & PENNSYLVANIA
08 LOPES & HOPE HALLS
09 DURYARD
10 BELVEDERE PARK
11 HOOPERN VALLEY

5.5.1 Streatham Centre

Streatham Centre forms the heart of the campus, with many of the most significant academic, social and administration buildings. This character area includes tight formal courtyard layouts of the 1950's Holford buildings (from Queens Building up to Northcote House). The Great Hall, Northcott Theatre and Clock Tower are symbolic of the University's 1950's and 60's public face. The Physics tower forms the University's most significant visual marker on the top of the ridge. Newer and generally less architecturally successful buildings include the shopping centre and Main Library.

Streatham Centre is dominated by significant areas of open surface car parking outside and opposite the Great Hall, but the area also has some mature trees within it and 'borrows' the benefit of surrounding landscape features including the Plantation Valley and parts of Harris Park and Reed Hall Grounds .

Pressure on facilities use at the heart of the campus is increasing significantly. The University's agenda for change seeks to meet, and if possible exceed, modern day expectations for the heart of a world class University.



- GRADE II LISTED BUILDING
- LOCALLY LISTED BUILDING
- LOCALLY LISTED HISTORIC PARK AND GARDEN
- BUILDING GROUPS WITH POSITIVE CONTRIBUTION TO TOWNSCAPE
- BUILDINGS WITH POSITIVE CONTRIBUTION TO TOWNSCAPE
- NEUTRAL BUILDINGS
- BUILDINGS THAT DO NOT CONTRIBUTE TO CAMPUS TYPOLOGY
- PREDOMINANT ARCHITECTURAL GRID
- LANDMARKS
- BUILDING ENTRANCES
- SEMI PRIVATE SPACES
- KEY FRONTAGES
- SOFT EDGES
- FORMAL GARDENS / LAWNS

TOWNSCAPE ANALYSIS: STREATHAM CENTRE

5.5.2 North Park

North Park contains a high proportion of the University's departmental teaching accommodation. The area which stretches eastwards from Streatham Centre across the central slopes of the site was identified in the 1971 Holford Development Report as the principal locality for new academic buildings. This remains the case although new guidance for future developments to ensure a clearly structured relationship of new buildings and landscape is needed.

The buildings in North Park are varied. Many are substantial structures including the Amory building of 3/4 stories, and the taller 9 storey Laver building. Some are freestanding buildings in surrounding parkland, others form partial / informal groups defining semi-private courts.

North Park Road is the principal "address" for many buildings in North Park, and could have a stronger role as a focal campus street into the future.

The sloping hillside that underlies North Park means that existing and future buildings will generally be oriented either along the contours or directly against them. This can create interesting relationships between buildings and landscape around and between them, including opportunities for views. North Park has within it the significant environmental asset of being framed by the two deep, wooded valleys of the Plantation and Taddiford Valley.

- GRADE II LISTED BUILDING
- LOCALLY LISTED BUILDING
- LOCALLY LISTED HISTORIC PARK AND GARDEN
- BUILDING GROUPS WITH POSITIVE CONTRIBUTION TO TOWNSCAPE
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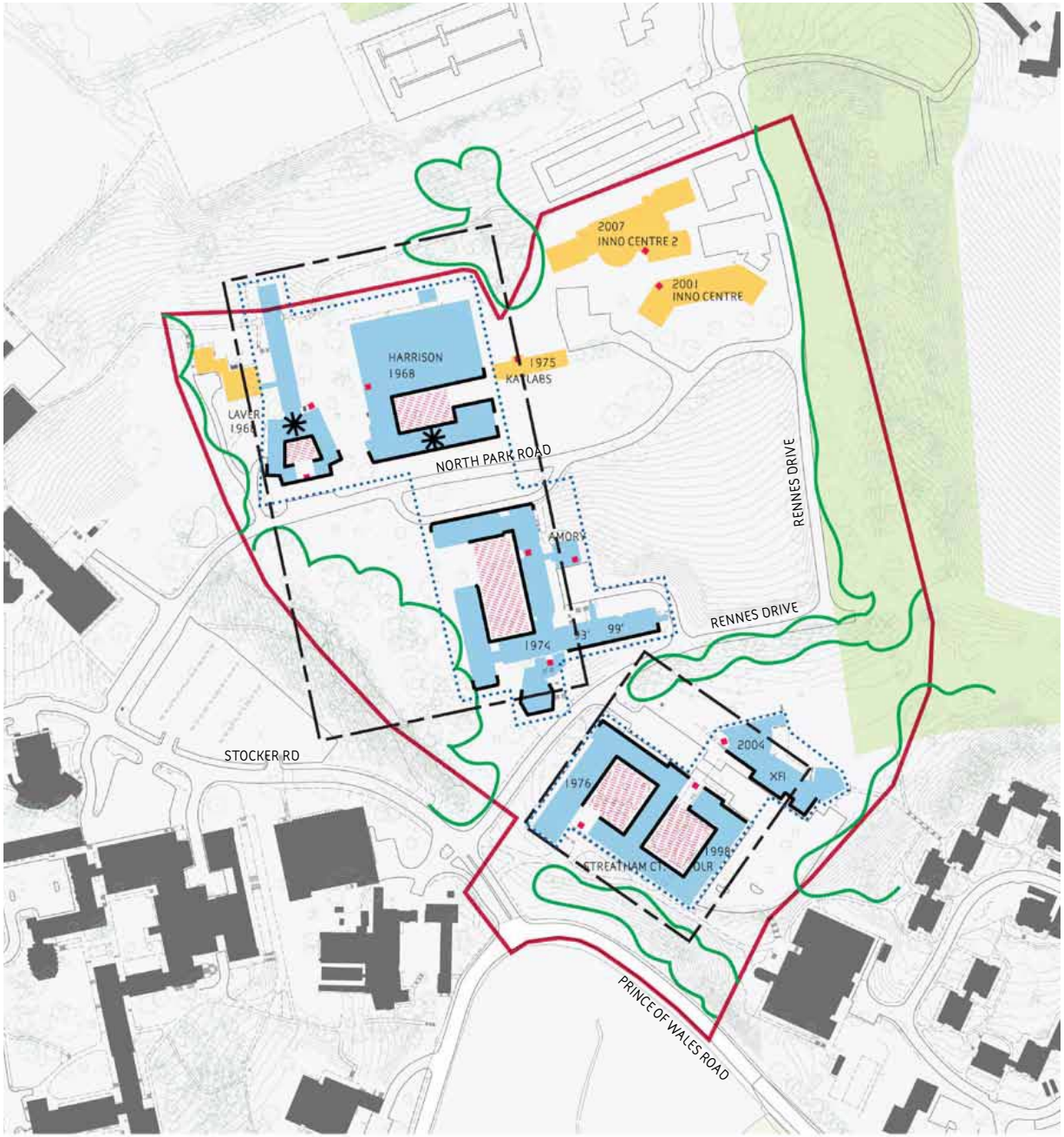
- SEMI PRIVATE SPACES
- KEY FRONTAGES
- SOFT EDGES
- FORMAL GARDENS / LAWNS
- LS1 BOUNDARY

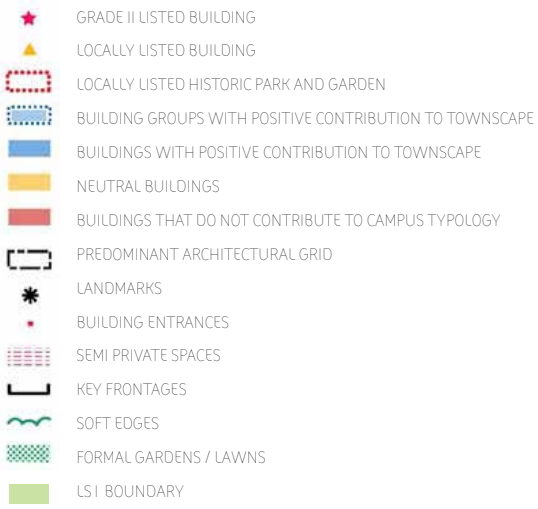


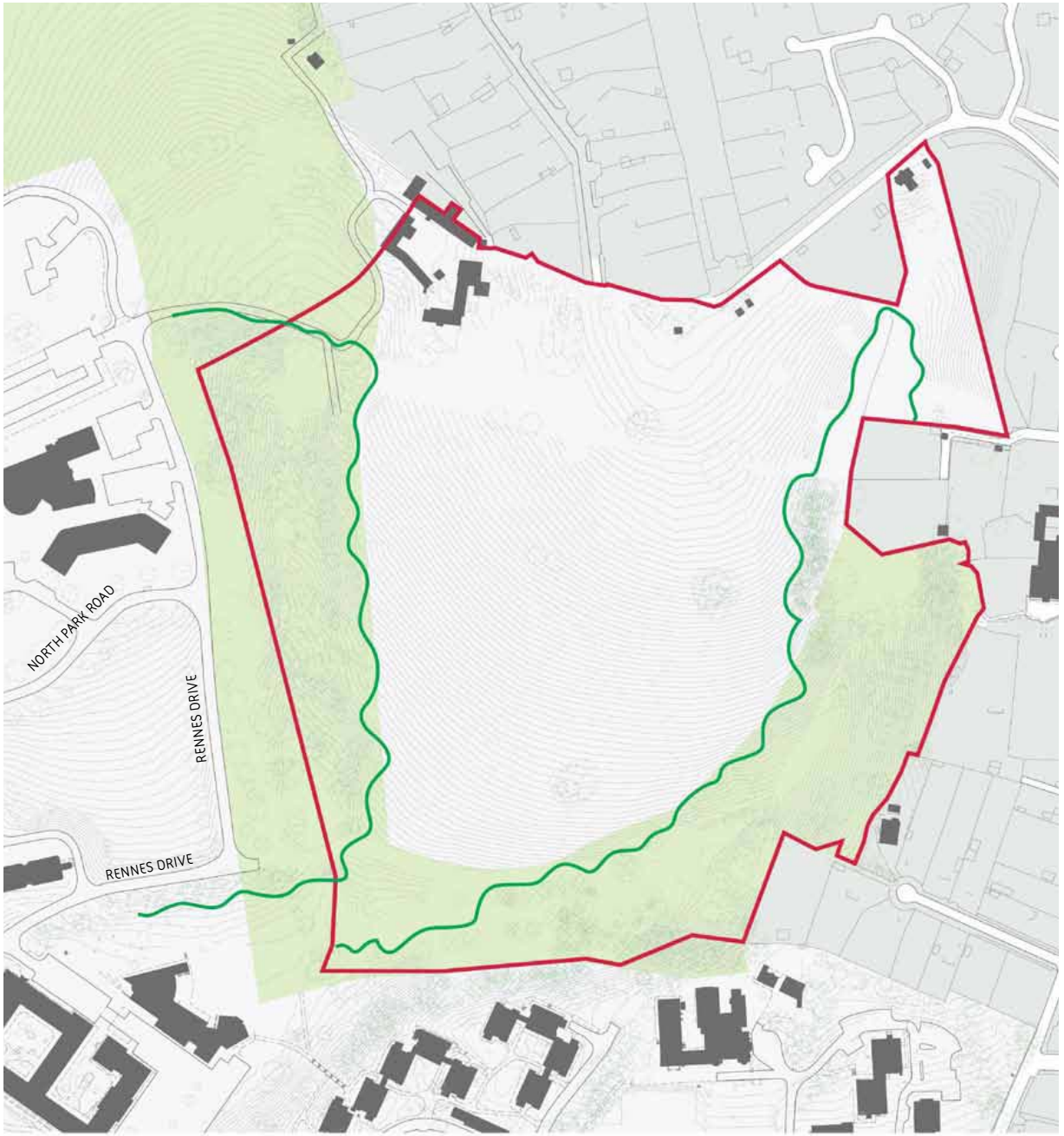
TOWNSCAPE ANALYSIS: NORTH PARK

5.5.3 East Park

East Park is currently undeveloped and comprises an open landscape framed by the wooded valleys of Taddiford Valley and Hoopern Ponds Valley. Extensive views south and westwards exist from the upper levels of this area. This area was also identified in the 1971 Holford Development Report as an area for academic buildings however any development here will need to take account of the distinctive landscape setting and the high visibility of the site from surrounding areas. The approach here should be one of "buildings in landscape", allowing high quality buildings to have a light touch within the landscape and be framed by its surrounding landscape setting.

The western, southern and north eastern edges of this area lie within Policy LS1 of the Exeter Local Plan.



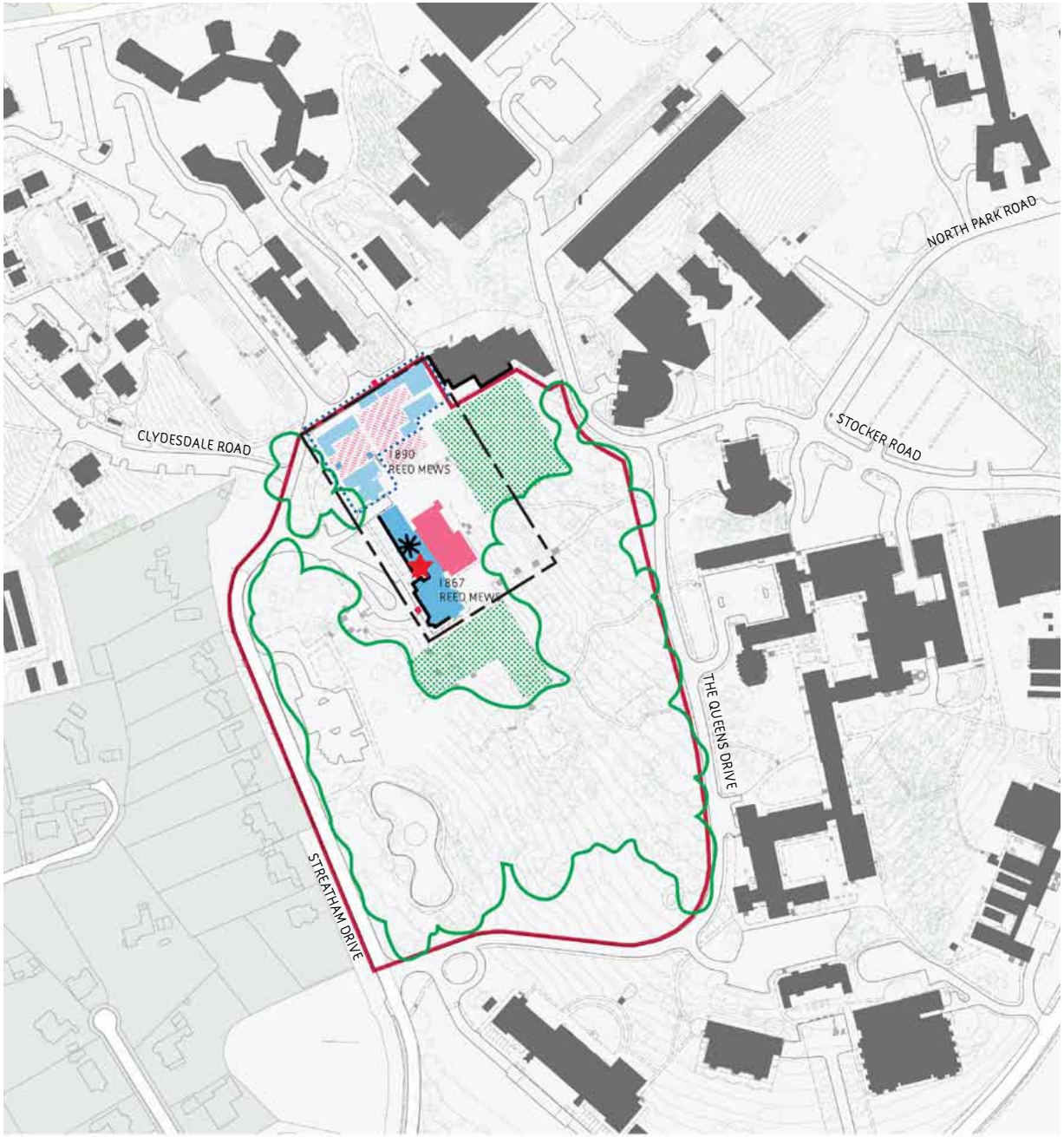


TOWNSCAPE ANALYSIS: EAST PARK

5.5.4 Reed Hall

Reed Hall is another distinctive asset, half hidden within its ornamental woodland. The Victorian Hall, garden terraces and wider ornamental planting are of intrinsic heritage interest.

For this area the master plan agenda will be to enhance the hall and gardens for continued University use. Only the north western edge of the Old Hall grounds (behind "Reed Mews" has some development potential to replace poor quality workshop buildings with new University space).



- GRADE II LISTED BUILDING & GARDEN STEPS
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- BUILDING ENTRANCES
- SEMI PRIVATE SPACES
- KEY FRONTAGES
- SOFT EDGES
- FORMAL GARDENS / LAWNS

TOWNSCAPE ANALYSIS: REED HALL

5.5.5 Harris Park

Harris Park is dominated by classical buildings and mature landscape as described in the University's first master plan of 1928. This part of the campus has a very distinct character of 'mansions in parkland'. They reflect the aspirations of the then Principal John Murray that students should receive a gentleman's (or lady's) education. Such a view may seem somewhat elitist and out of touch in today's age of widening participation; but these attractive buildings nevertheless provide a reflection in bricks and mortar of the University's heritage.

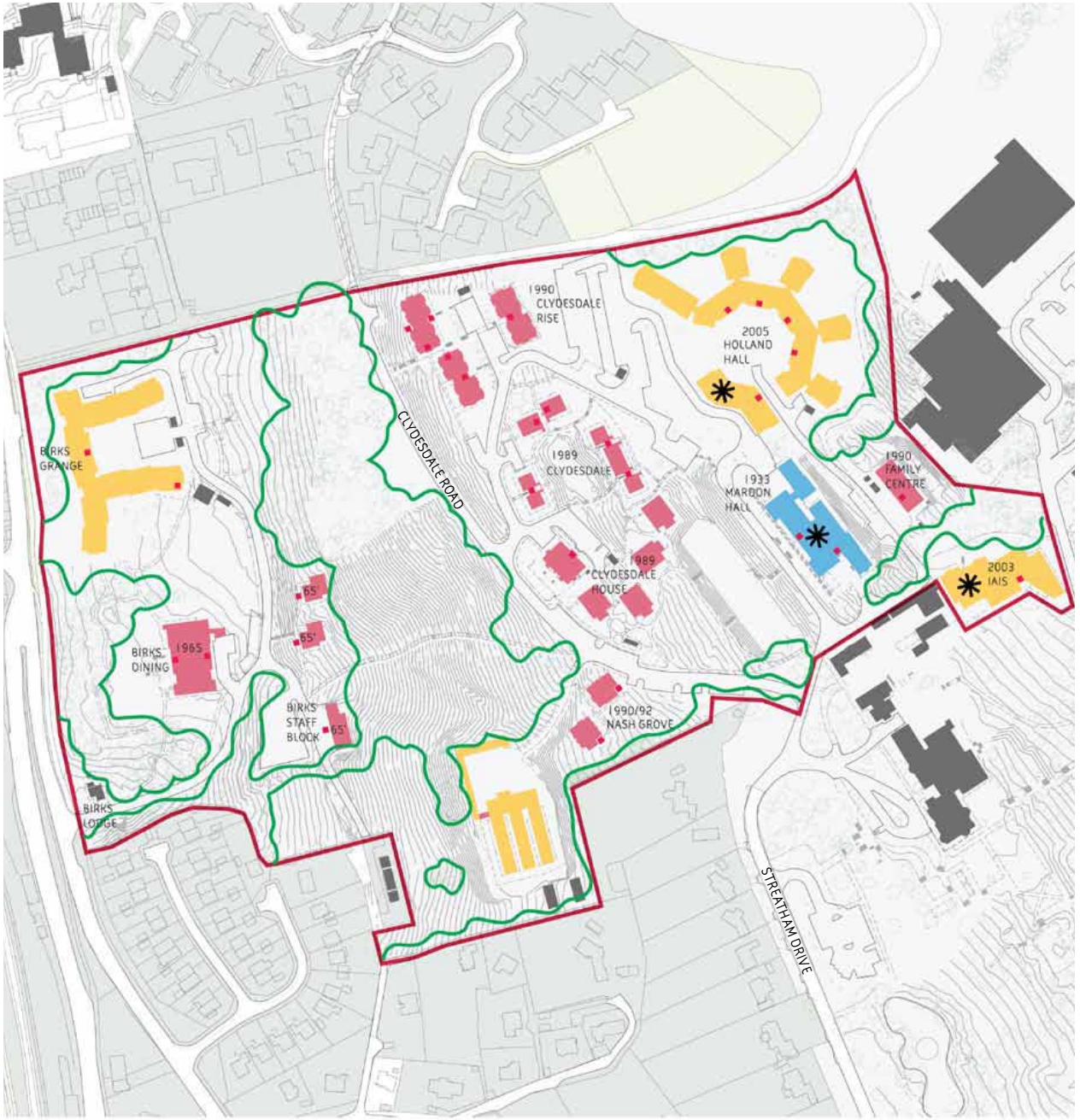
The master plan team has considered whether new development could enhance this area and has concluded that although there is a need to invest in the future use of existing buildings, any new development in this area should ensure that it does not disrupt the overall balance of buildings set in a wider open landscape.

TOWNSCAPE ANALYSIS: HARRIS PARK

5.5.6 Mardon Park

Mardon Park is one of the two principal student residential areas on campus, set at a series of levels up a wooded hillside and includes the residential areas of Cydesdale and Birks.

The buildings at Mardon Park are a mixture of types and scales and the agenda for the master plan will be to achieve more and better quality student residential buildings here, achieving a more distinctive 'student village' nestling into the wooded hillside and with good pedestrian links climbing up the landscaped hillside. Holland Hall forms a distinctive landmark in views from the surrounding area. Planning permission has been received for the redevelopment of buildings at the lower slopes at Birks to update the residential accommodation.



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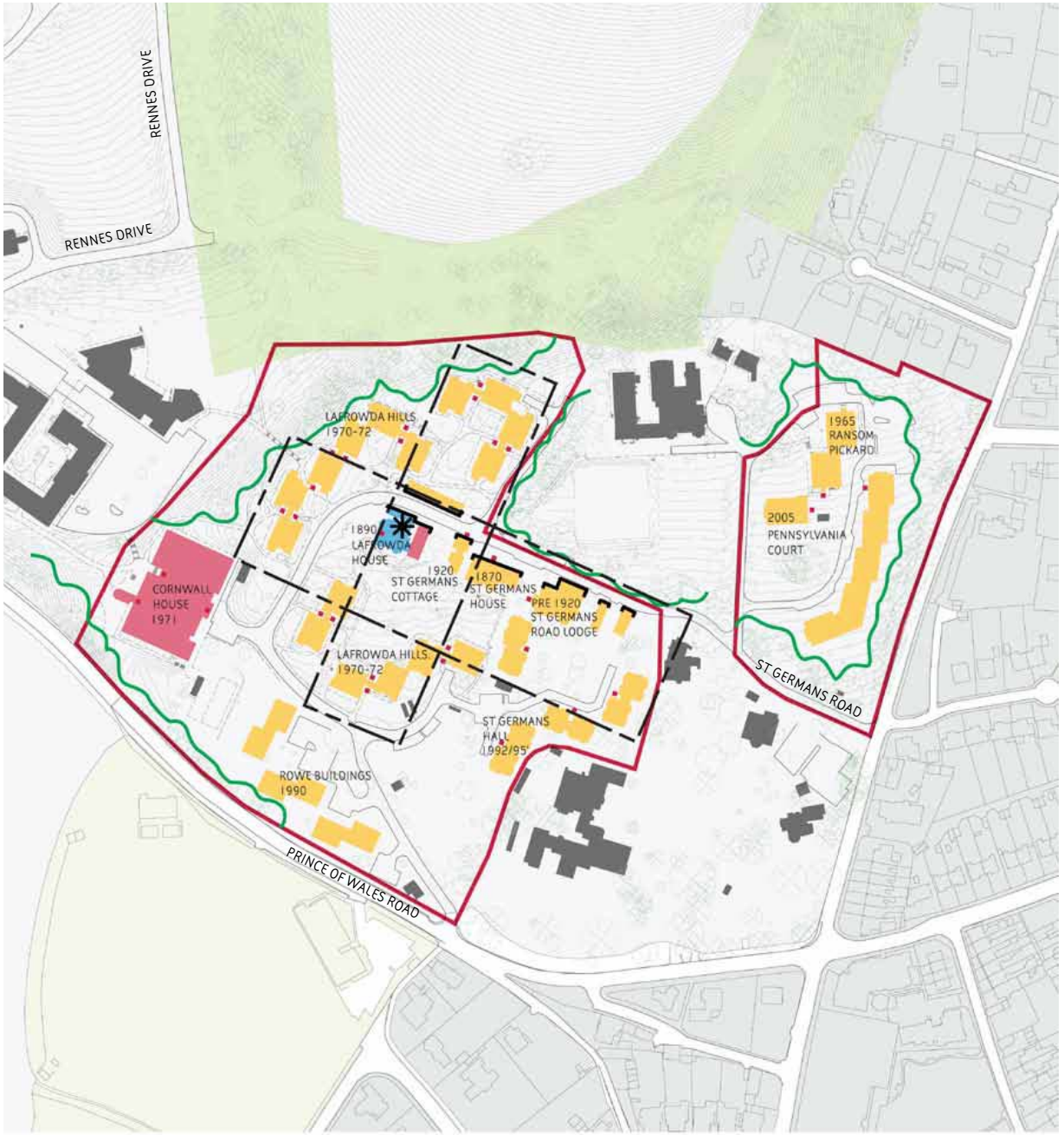
- FORMAL GARDENS / LAWNS

TOWNSCAPE ANALYSIS: MARDON PARK

5.5.7 Lafrowda & Pennsylvania

Lafrowda / Pennsylvania is the other principal residential area on the Campus. Lafrowda is dominated by 1970s/80s student residences which are now in need of replacement. Pennsylvania and Ransom Pickard comprise 2 more recent residential developments. These areas benefit from some established trees and a generally well wooded setting. The master plan objective here is to create an attractive, modern student village that fits within its surrounding structural landscape and works to complement and contrast with the character of the more traditional areas of Lopes and Hope Halls. This transition into the University proper, part way along St Germans Road, could be more clearly expressed as an arrival into the modern campus. A planning application has been approved for the redevelopment of buildings within Lafrowda to update the residential accommodation.



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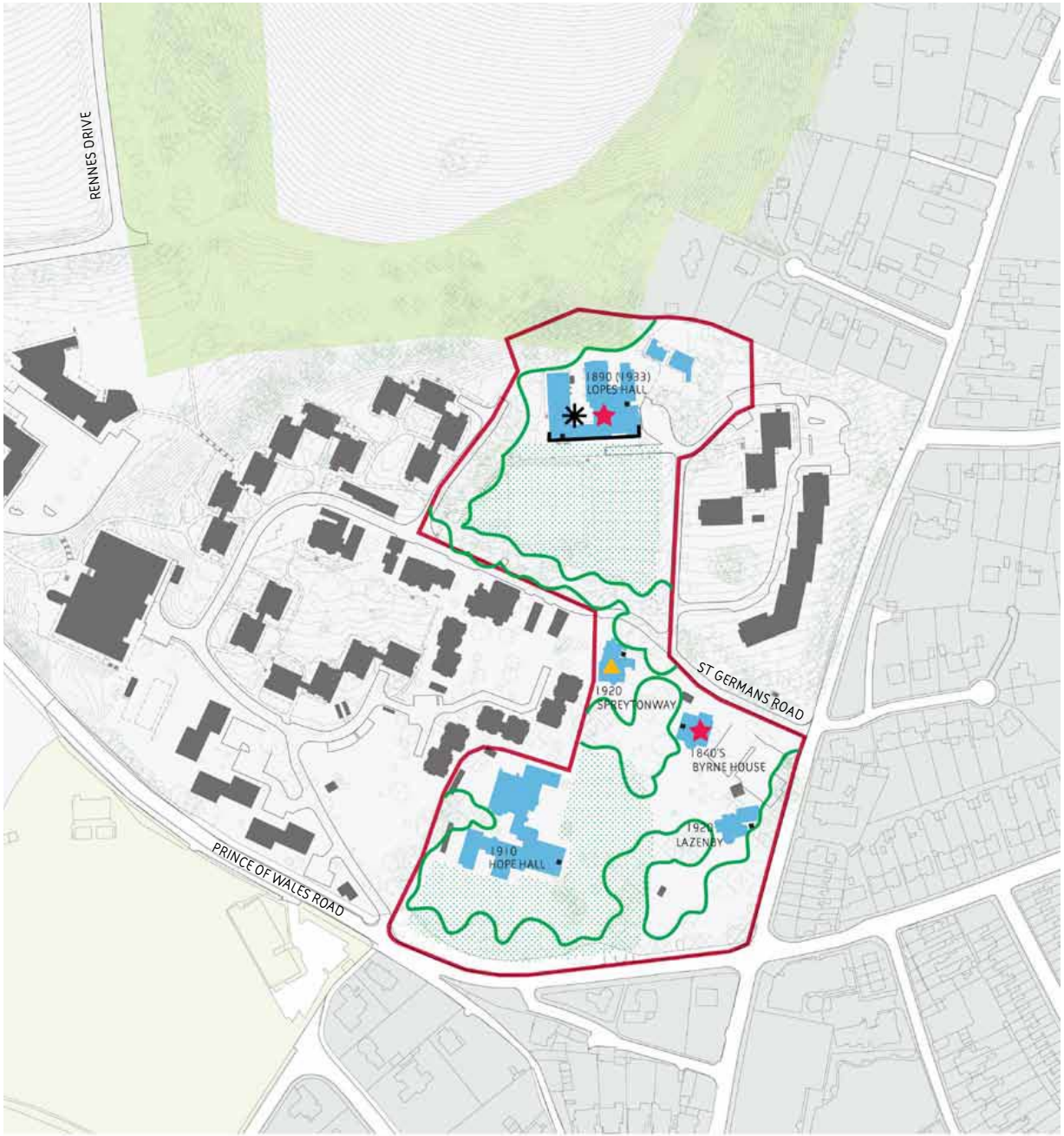
- FORMAL GARDENS / LAWNS
- LSI BOUNDARY

5.5.8 Lopes & Hope Halls

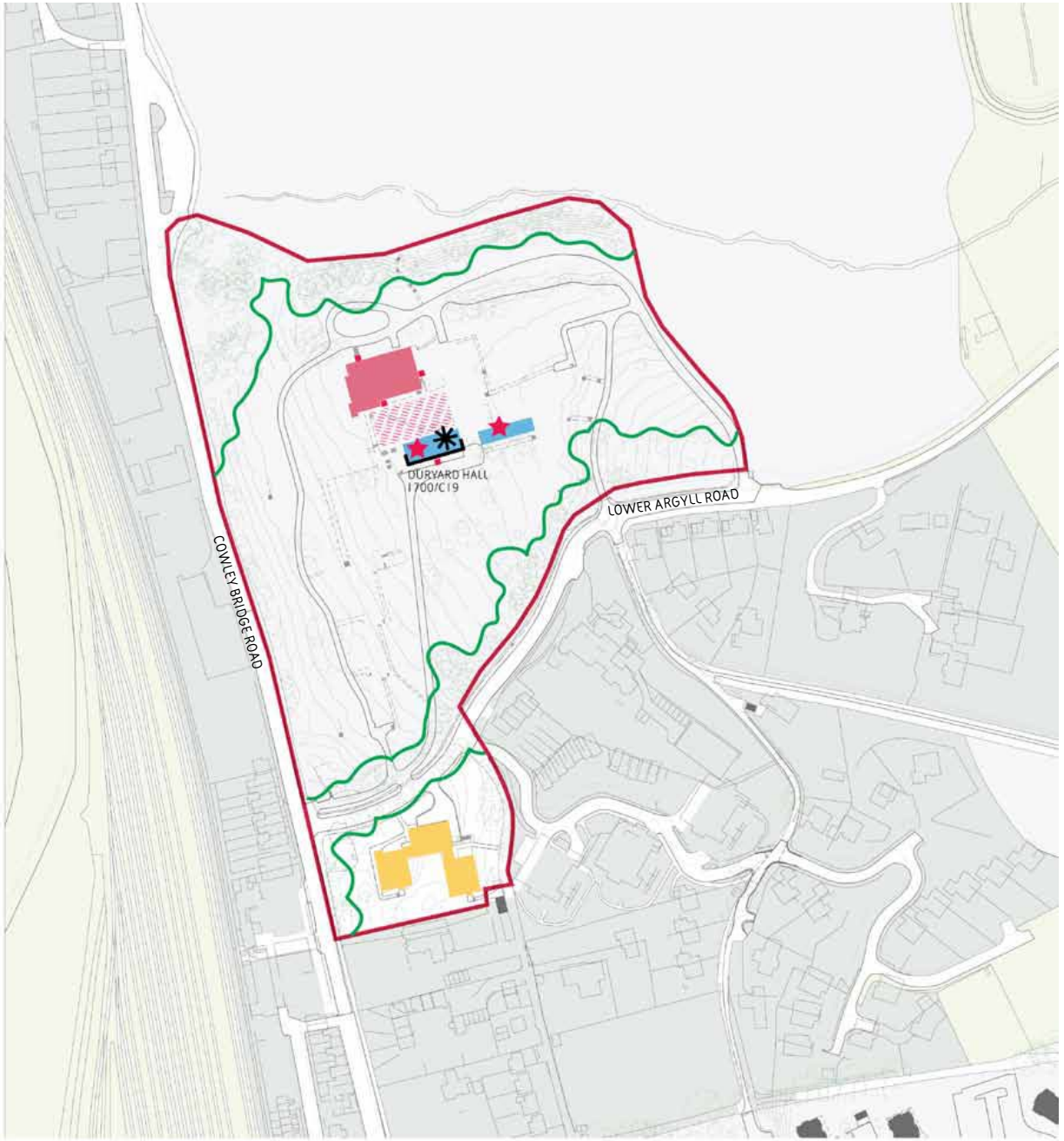
Lopes & Hope Halls area is characterised by older Victorian villa buildings representing more traditional university halls. These are set within some of the surviving open lawns and surrounded by mature tree planting. The master plan objective here is to preserve this character and allow it to form a positive counterpoint to Lafrowda as part of the arrival into the campus along St Germans Road.



- GRADE II LISTED BUILDING
- LOCALLY LISTED BUILDING
- LOCALLY LISTED HISTORIC PARK AND GARDEN
- BUILDING GROUPS WITH POSITIVE CONTRIBUTION TO TOWNSCAPE
- BUILDINGS WITH POSITIVE CONTRIBUTION TO TOWNSCAPE
- NEUTRAL BUILDINGS
- BUILDINGS THAT DO NOT CONTRIBUTE TO CAMPUS TYPOLOGY
- PREDOMINANT ARCHITECTURAL GRID
- LANDMARKS
- BUILDING ENTRANCES
- SEMI PRIVATE SPACES
- KEY FRONTAGES
- SOFT EDGES
- FORMAL GARDENS / LAWNS
- LSI BOUNDARY

5.5.9 Duryard

Duryard is located to the north of the main Streatham Campus and is connected to Mardon Park by a footpath and cycleway. The main historic building, Duryard Hall is set back from Lower Argyll Road within a landscape that is characterised by large, majestic pine trees scattered through the site. The site is currently being redeveloped to update the residential accommodation.



- GRADE II LISTED BUILDING
- LOCALLY LISTED BUILDING
- LOCALLY LISTED HISTORIC PARK AND GARDEN
- BUILDING GROUPS WITH POSITIVE CONTRIBUTION TO TOWNSCAPE
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- KEY FRONTAGES
- SOFT EDGES
- FORMAL GARDENS / LAWNS

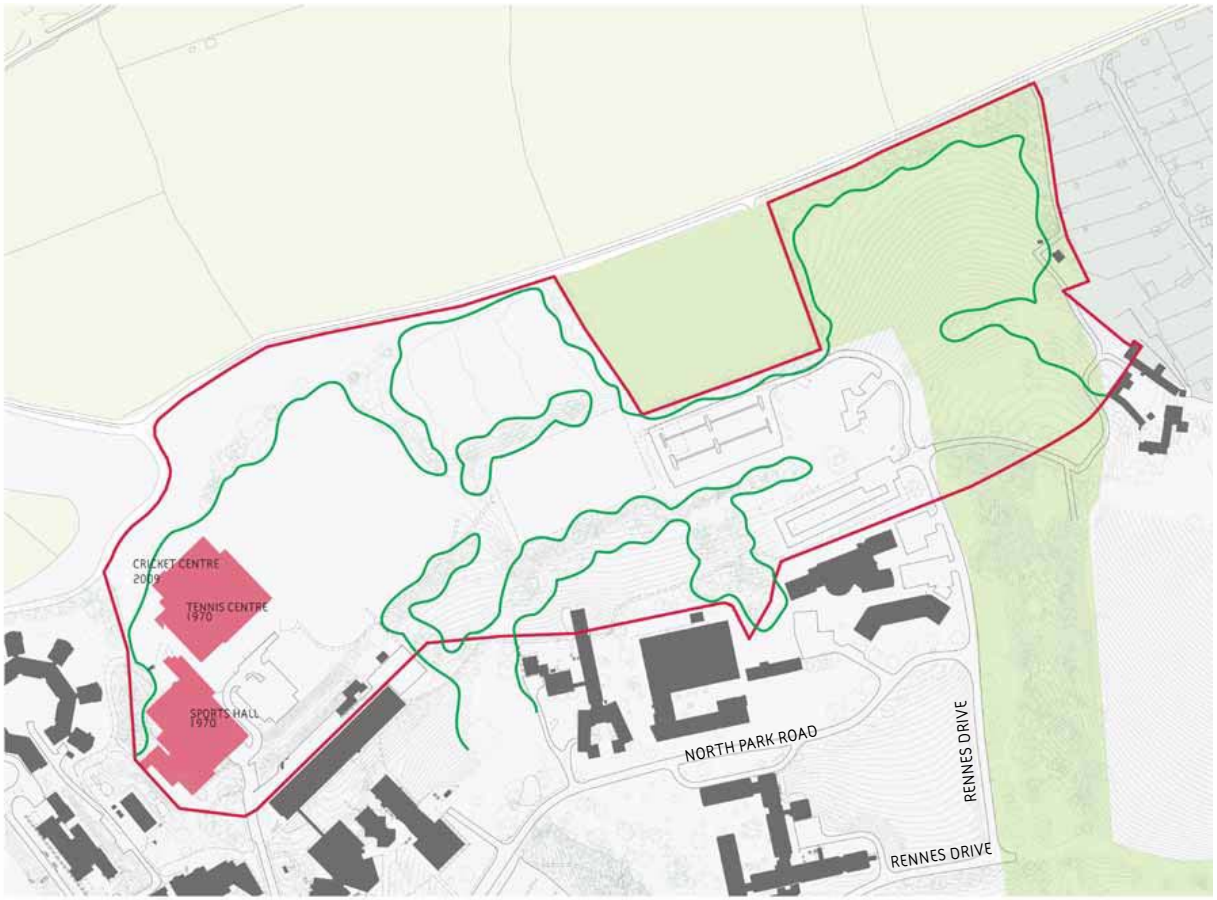
TOWNSCAPE ANALYSIS: DURYARD

5.5.10 Belvedere Park

Belvedere Park at the top of the hill provides an open green plateau, zoned for sports use for many years and accommodating recently expanded sports facilities. It also contains strategic Car Parks A and B.

The sports character of the area is seen as having future momentum, reinforced with better and additional sports buildings. Woodland edges already provide some screening and definition of the sports facilities and this can be reinforced into the future. A key feature of this area is the tree belt that lies along the northern and eastern boundaries of this character area

The area to the east of the reservoir lies within Policy LS1 of the Exeter Local Plan.



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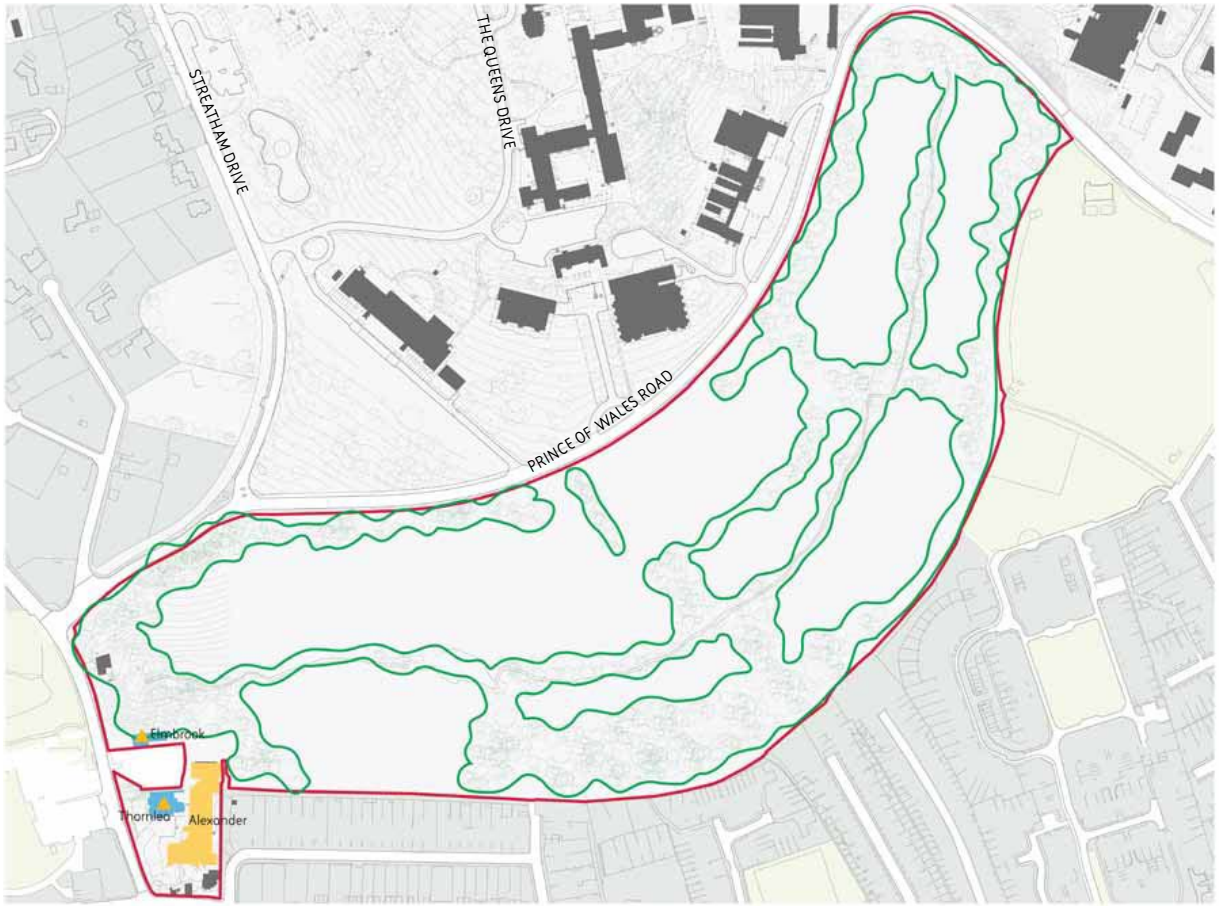
- BUILDING ENTRANCES
- SEMI PRIVATE SPACES
- KEY FRONTAGES
- SOFT EDGES
- FORMAL GARDENS / LAWNS
- LS1 BOUNDARY

5.5.11 Hoopern Valley

Hoopern Valley is the distinctive green 'moat' separating the Campus from the heart of Exeter. The openness of the valley, as recognised by Holford, is important to the relationship of the City and University in character and ecological terms. It should continue to be preserved with opportunities for further informal recreation explored. The master plan agenda here is to seek improved relationships at the edges of the valley to improve views and encourage recreational access. The only development conceivable is the possibility of a gateway marker at the western end of the valley, combined with improving the relationship of the valley end to the urban edge.

A section of Exeter's Green Circle Walk runs alongside the Hoopern Valley before continuing through the Streatham Campus northwards.



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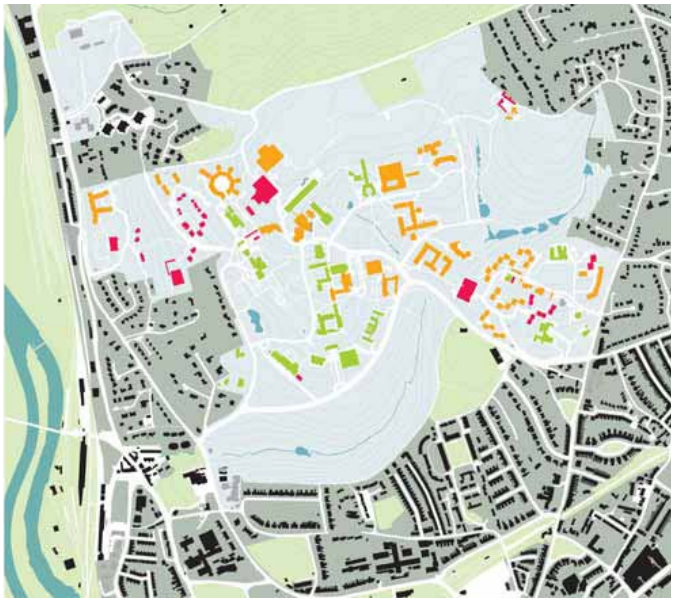
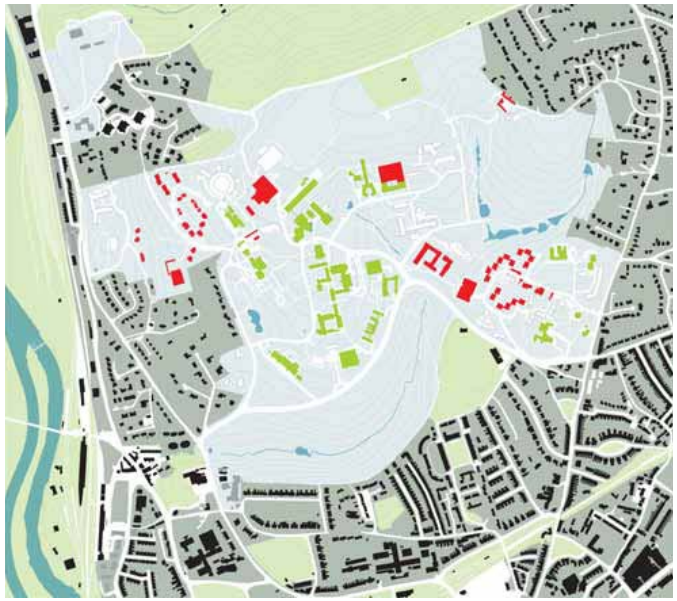


BUILDINGS OF GOOD ARCHITECTURAL / HISTORIC MERIT

BUILDINGS WITH NO ARCHITECTURAL / HISTORIC MERIT

BUILDINGS OF POOR ARCHITECTURAL / HISTORIC MERIT

ARCHITECTURAL QUALITY



CONSIDER REFURBISHMENT OF BUILDINGS

CONSIDER REPLACEMENT OF BUILDINGS

BUILDING LIFE SPAN

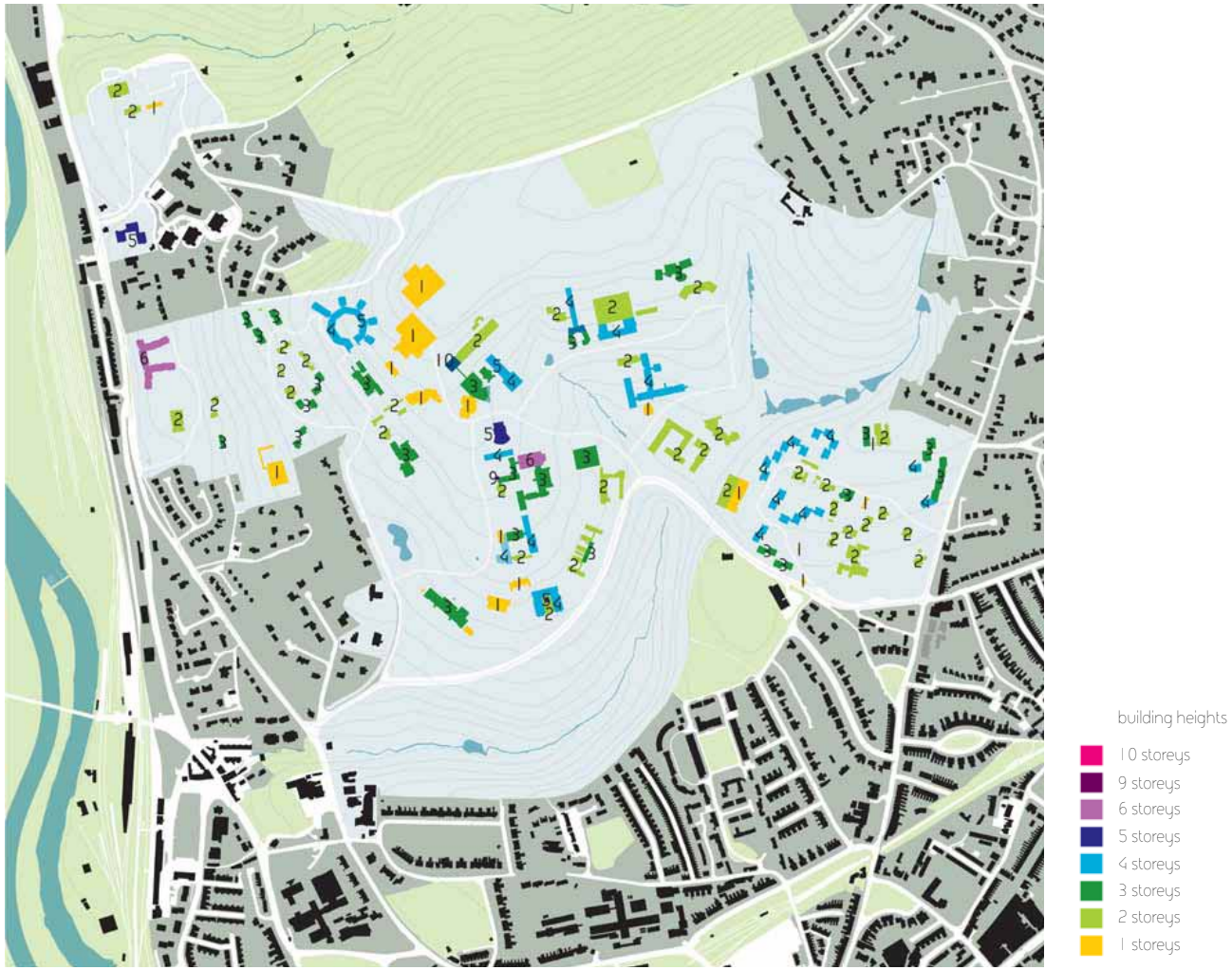
5.6 BUILDING SURVEY

5.6.1 Building quality

There is a large collection of buildings that is representative of every different architectural era of the past 150 years, the great majority from the last 50 years. Architectural historian Jeremy Gould with the support of AIMS has carried out an assessment of all the principal buildings on the Campus. The assessment not only examines the architectural merit of each building but also identifies a range of other factors from utilization to condition and functionality.

A plan has been drawn up on the basis of this assessment undertaken by Jeremy Gould and AIMS which identifies three levels of architectural merit. This covers buildings that are considered of good architectural / historic merit, buildings of no particular architectural / historic merit and buildings of poor architectural / historic merit.

As part of the study an assessment has been made of which buildings could be considered for either refurbishment or replacement due to their present condition.



5.6.2 Building heights

Building heights within the centre of the Campus are generally between 3 and 4 stories with taller buildings formed by The Great Hall, the Northcote House Clock Tower and the Physics Tower. Residential development to the north west and south east comprise a mix of 2, 3 and 4 storey blocks. The sports buildings forms large, single storey floor plate building.

5.7.1 Trees

Given the special characteristics of Streatham Campus and the value placed on the natural environment, the University regards all the trees on Streatham Campus as important. However, it is relevant that trees have a life span and are subject to disease and other factors that affect their condition and their vigour. In addition, many of the trees now on Campus have been planted in years past by the University.

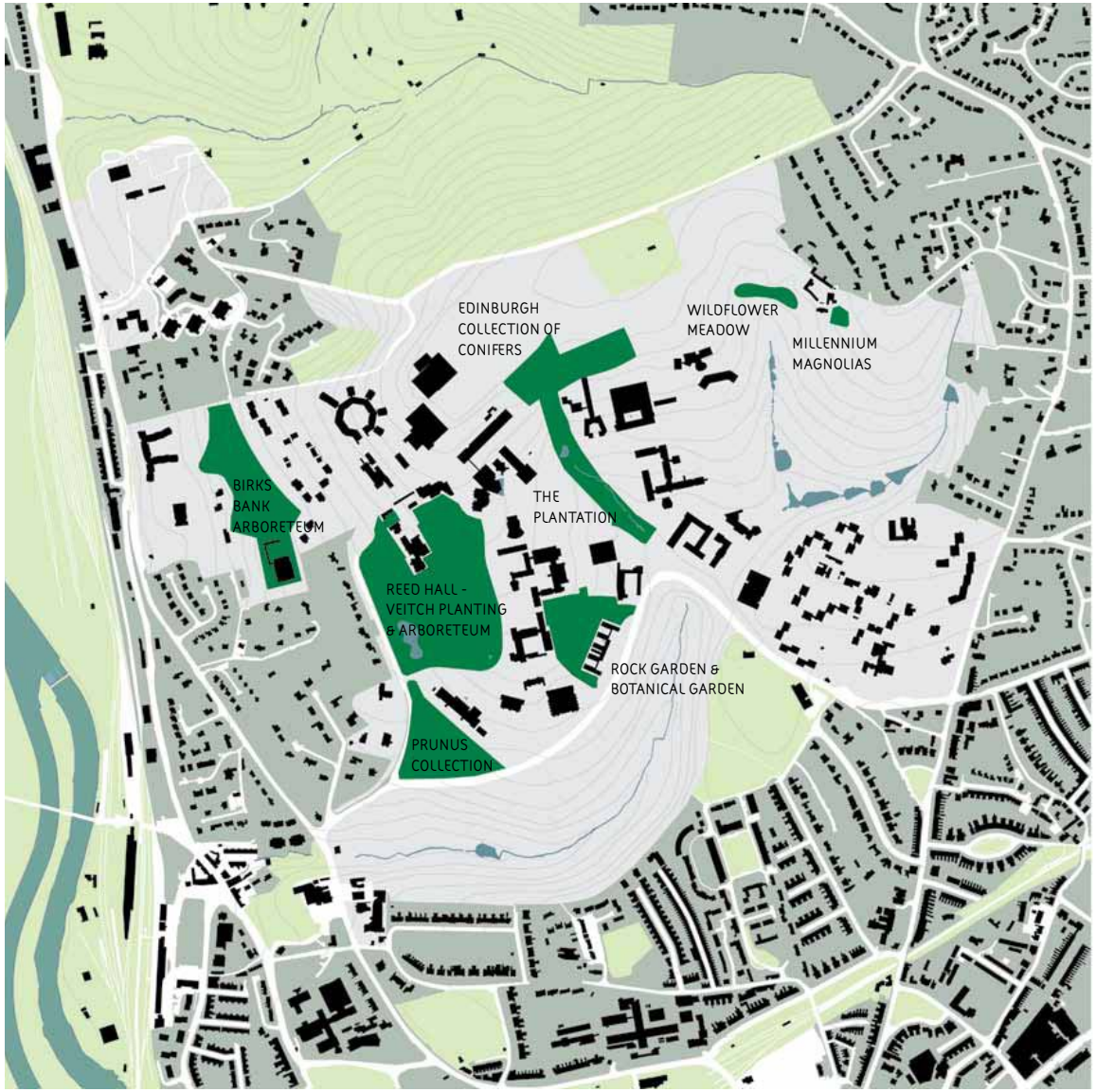
Working with the Council over time the University has developed an understanding with the local planning authority, and established a process, with contact made and approval gained prior to undertaking work to trees.

The master plan respects the value of the trees to the Campus, and seeks to conserve and enhance their overall contribution. The University will continue to follow established processes with respect to trees in the future to ensure their protection.

Trees at Duryard Hall are protected by an area Tree Protection Order (TPO) No. 571. The Council are also in the process of serving a TPO on individual tree/s at Birks Hall. This is directly related to the recent planning consent for student accommodation, to protect the trees during construction.

5.7.2 Areas of Botanical Interest

There is in the region of 5200 plant species on the campus. The central estate has been based on the Reed Hall gardens which were laid out in the 1860s with the landscaping and tree planting carried out by the firm of Veitch, whose plant collectors went to many parts of the world. As the University has expanded, a wide range of rare, interesting and beautiful plants has been used throughout the estate, exploiting the microclimates created by the buildings and the natural feature of the site. These plant collections not only create an attractive landscape, but are also used in teaching and research.

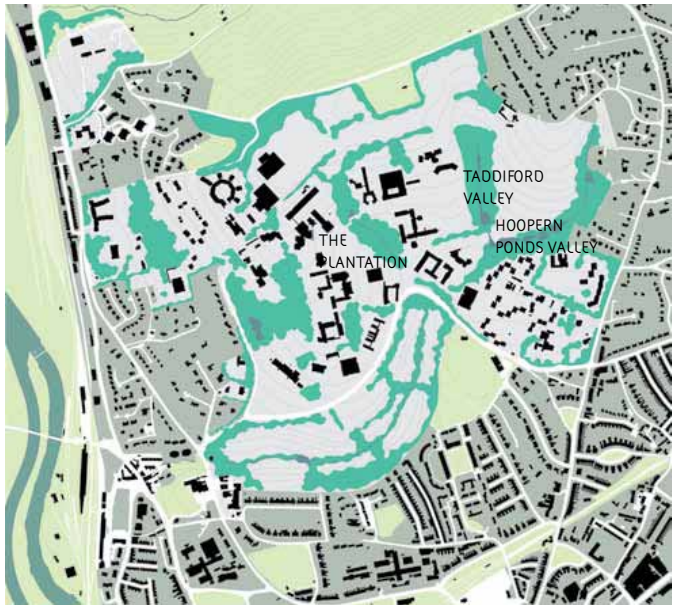


AREAS OF BOTANICAL INTEREST

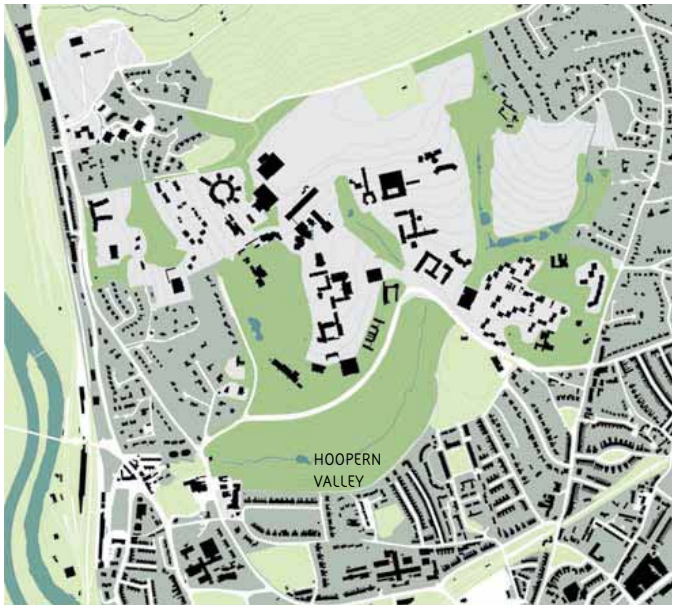
The Streatham Campus is registered as a Botanical Garden. Areas of particular interest include the historic landscape around Reed Hall which includes an extensive range of plants, laid out and provided by the famous Veitch family of horticulturalists and nurserymen. These plants still form the nucleus of the Campus tree and botanical collections today. It also contains a pinetum; the original Botanic Garden including the Rock Garden to the rear of the Hatherly Laboratories, which was probably created between 1950 and 1975 as part of the Department of Botany; the Joint Wild Origin Conifer Collection (in collaboration with the Royal Botanic Garden Edinburgh) to the north of Laver and Harrison buildings and the Victorian Plantation which runs through the centre of the Campus. A Magnolia collection was planted for the Millennium by a benefactor and the Wild Flower Meadow to the west of Higher Hoopern Farm is visited annually by its sponsor. A Prunus collection located on the lawns in front of Washington Singer provide for memorial trees.

Across the campus there are many individual trees of note, some of which are nationally rare specimens. A tree survey is currently being undertaken which will inform a strategic felling and replacement programme to prevent overcrowding and ensure that the woodlands retain a mixed age structure.

The Streatham Campus holds the National Azara Collection, which is dispersed throughout the site and is in the process of setting up the National Heuchera Collection. In addition, much of the planting around individual buildings also contains a wide range of species, some of which are rare. Any proposed development will need to ensure that all plant species to be removed are recorded to allow replacement elsewhere on the campus.



SIGNIFICANT STRUCTURAL LANDSCAPE



SIGNIFICANT LANDSCAPE SETTING

5.7.3 Areas of Significant Structural Landscape

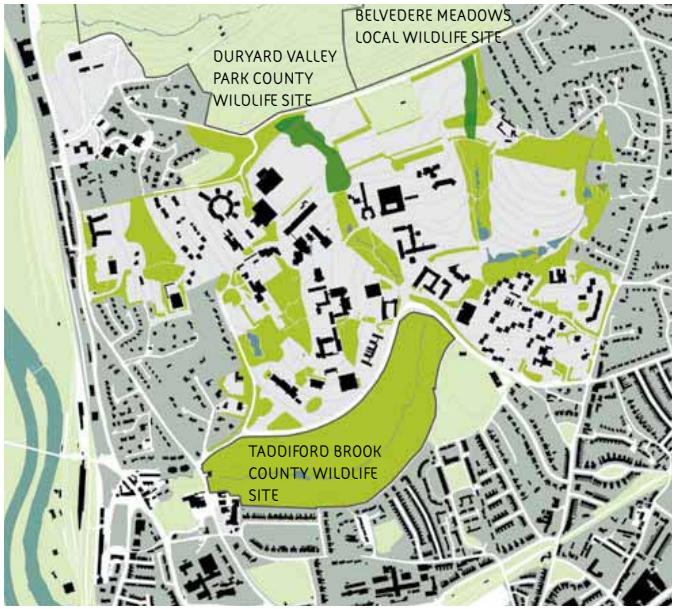
These comprise the main areas of woodland and tree planting that form the present structure of the Campus and provide physical divisions between different character areas. This includes the three characteristic wooded valleys: The Plantation, Taddiford Valley and Hoopern Ponds Valley.

5.7.4 Areas of Significant Landscape Setting

These areas comprise the key areas that provide the broad setting to the various character areas of the Campus and cover major structural landscapes along the key valleys: The Plantation, Taddiford Valley and Hoopern Ponds Valley as well as the more open grassland landscapes that provide a setting both to the Campus as a whole or to significant groupings of key historic buildings.

AREAS OF SIGNIFICANT STRUCTURAL LANDSCAPE

AREAS OF SIGNIFICANT LANDSCAPE SETTING



HABITAT TO RETAIN

HABITAT CREATION AREAS

DURYARD VALLEY PARK COUNTY WILDLIFE SITE

AREAS OF WILDLIFE INTEREST

5.8 WILDLIFE AND HABITAT

5.8.1 Habitats to Retain & Habitat Creation

The woodlands, hedgerows and areas of running water within the site form the key ecological network and they also contribute to the wider Exeter ecology network. Habitats that are considered to be a priority for retention are Taddiford Brook County Wildlife Site (Hoopern Valley), woodland and scattered trees, semi-improved neutral and acid grassland, standing and running water and swamp, hedgerow with trees. Recommendations for improving diversity are planting of native species with a central zone of trees and shrubs, a margin of native shrubs and an outer zone of infrequently managed wildflower grassland. Habitats and potential habitats for the following have been identified for retention: plants, invertebrates, amphibians, reptiles, breeding birds, badgers, bats (roosting and activity) and Hazel Dormice.

The overriding ecological objective for the site is to ensure a series of linked open green spaces – or 'stepping stones' that can provide continuity of habitat through the site from north to south, linking the Local and County wildlife sites in the north to the Taddiford Brook County Wildlife Site at Hoopern Valley.

5.9 QUALITY OF PLACES AND ROUTES

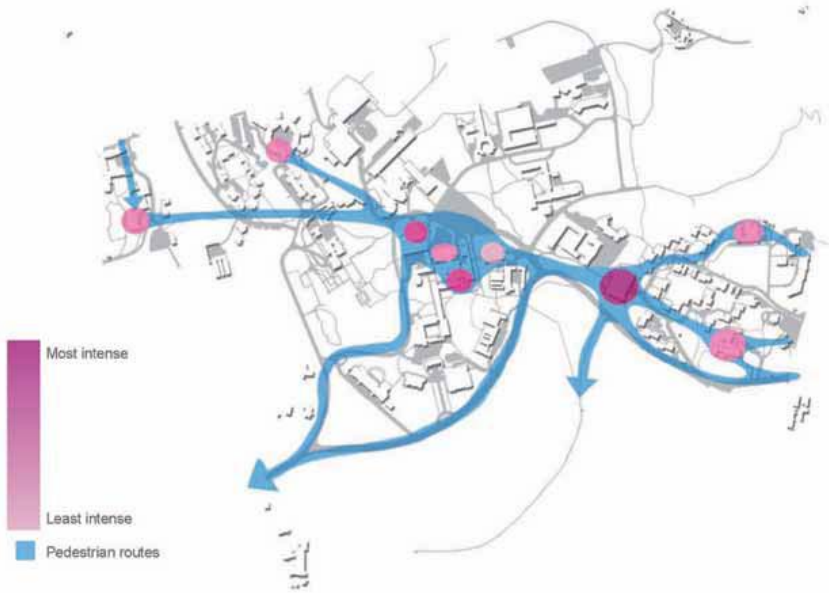
Creating a high quality public realm lies at the very heart of place-making. The University possesses many great buildings and some very beautiful and valuable public spaces and landscapes but somehow all these individual parts, some very good and others less so, fail to come together in a coherent plan. At Streatham Campus there is little sense of a bigger well structured plan that organizes movement across the Campus and that directs movement to a place that feels like the heart of the University. In a similar way, there are also parts of the Campus that have their own special character and qualities, but then appear fragmented or disconnected from the rest of the University.

Part of this disconnection is the effect of topography, but there is a clear need to define pedestrian routes in a better way and to use existing and new build to help enclose and define new public spaces and to create a hierarchy of links and places. The character of the public realm must also reflect the intensity of use and the social function: busy hubs where routes cross and people mingle, direct movement routes from A to B, and tranquil spaces that provide room for quiet contemplation and study.

5.10 PUBLIC ART

There are a number of pieces of significant public art on Streatham campus; these include works by Barbara Hepworth, Sir Walter Thomas Monnington and Henry Moore. To celebrate the art that is displayed both in the open and within University buildings, and to encourage interaction with students and visitors to the campus, the University has established a sculpture walk. This self guided walk, with accompanying booklet and interactive website provides individuals an opportunity to appreciate the 25 sculptures displayed at Streatham.

The University of Exeter seeks to continue to improve access to public art at Streatham and will seek opportunities to provide new art in the future.



DAYTIME ACADEMIC & SUPPORT HOTSPOTS
EVENING / NIGHTIME CATERING & CULTURAL HOTSPOTS

5.11 PEDESTRIAN AND CYCLE ROUTES

5.11.1 Pedestrian movement

The Campus has reasonably good access by foot with many roads and pathways entering and crossing the Campus. However there is little hierarchy between routes and some of the routes are indirect or there is more than one choice of route for the same direction.

There are a number of leisure walks through the campus. These include a Sculpture Trail, and a self guided walking tour of the Estate which includes information on botanical interest.

The Exeter Green Circle is a twelve mile walk that provides a great walking experience within the boundaries of Exeter - from green countryside valley parks to the pavements of quiet leafy suburbs. Part of this walk passes through the eastern part of the Campus along a permissive footpath.

The objectives here are to create a hierarchy of routes that can clearly define the principle commuter routes linking the key destinations to each other, along with the development of a series of leisure routes around the Campus, which are connected to wider destinations and can provide jogging routes, sculpture trails and botanical trails with interpretation.

5.11.2 Cycle movement

Cyclists also have good access into and around the site (although some of the steeper inclines are challenging and the one way systems, inconvenient). Cycle movement within the Campus comprises principally of on Campus road routes.

Exeter is a compact City and the majority of places can be reached within half an hour on a bike.

There are a number of cycle storage areas within the campus that serve both cycle storage for students living on Campus and cycle parking for students, staff and visitors who arrive by bicycle.

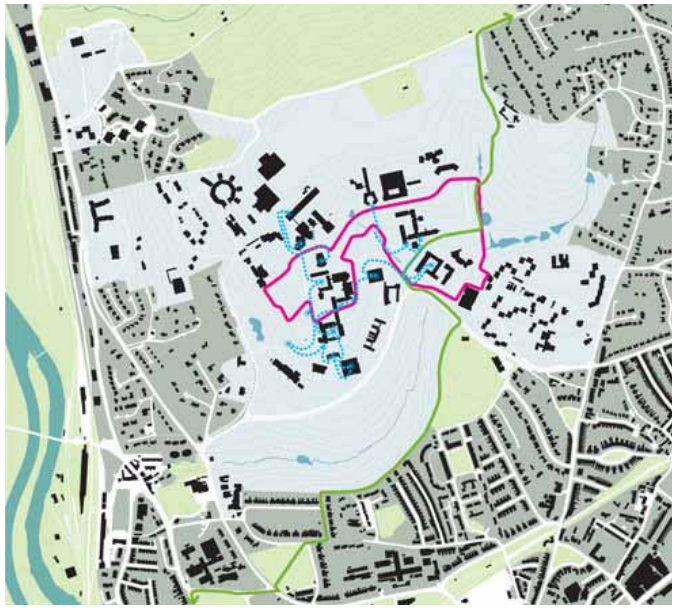
Routes between Streatham Campus and other destinations within the City have been identified by the University to provide cyclists with routes that are traffic free cycle routes or along quieter roads to reach key destinations including the City Centre and St Lukes Campus.

Exeter was named as one of the original six Cycling Demonstration Towns in 2005 by Cycling England, the national body responsible for cycling. All six towns were charged with getting "more people cycling, more safely and more often". Cycle Exeter is a partnership project between Devon County Council and Exeter City Council and is funded until April 2011. The University forms an important player in this initiative with the aim of embedding the culture of cycling within the University and to change attitudes against a car centred approach to travel.

5.12 EXISTING FACILITIES AVAILABLE FOR PUBLIC ACCESS

As home to the Northcott Theatre, the Campus represents a significant cultural asset for the City. Many other cultural events that take place in the Great Hall and other venues on Campus are open to the public to attend. In addition the sports facilities are available for public use.

The Campus is also valuable as an historic landscape asset with its unique botanical collections and it forms a major component of the city's biodiversity resource. Public access can be gained to the entirety of Streatham Campus, and there are guided walk leaflets that show off the best of the built heritage and the botanical gardens, including a sculpture trail that links the key artworks located around the Campus.



CAMPUS WALK, GREEN CHAIN WALK, SCULPTURE ROUTE

5.13 VEHICLE ACCESS & PARKING

Increased growth will mean increased traffic and congestion unless there is a significant shift away from use of the private car. The University is actively promoting sustainable modes of travel and is committed to further reducing traffic levels in the future. The site is well located in relation to the City Centre and is within a 20 minute walk.

Cars also dominate the heart of the Campus and parked cars line most of the internal road network. There are a large number of surface car parks distributed across the Campus and motorists and especially visitors tend to cruise around the Campus trying to find the most conveniently located car park. The aim is to reduce the impact of car parking on the Campus. Car parking still needs to be well-located, efficient, convenient and well-designed and the masterplan will establish a car parking strategy.

The movement of traffic across and through the Campus and particularly through the heart of the Campus undermines many of the very positive aspects of Campus life. The balance of space between the pedestrian and cyclist and the motorist is wrong and this will be addressed in the master plan. The design treatment of the roads including narrowing, removing on street parking and shared surfacing can all play a part in improving the motorist behaviour.

To the first time visitor the Campus is confusing. There is a lack of hierarchy in the road network and orientation is made difficult due to the terrain and the lack of any real heart to the Campus. The aim is to address these issues without resorting to excessive signage and this can be done through an improved public realm and through new development.

5.13.1 Parking

There are a number of strategies in place for discouraging students and staff from bringing their cars to site. These include charging for all cars parked on Campus and providing alternative means of transport and encouraging cycling. No student parking is allowed on site other than for accessible parking or for students living beyond a certain distance from the Campus. These are set out in 'Section 7.2 University Sustainability Targets and Objectives' under the University's Sustainable Travel Plan.

5.13.2 Accessible Parking

Blue badge parking spaces are provided at a number of locations within the campus.

5.13.3 Events Parking

Events can include graduation days and open days which can attract 10 000 no of visitors and events at the Great Hall.

Parking for special events is dealt with through controlled management of existing Campus car parks and use of the City's Park and Ride facilities.

5.13.4 Northcott Theatre

The Northcott Theatre operates a programme of productions and events throughout the year. Access to the theatre is an important factor in attracting audiences which includes school children and the elderly, many of whom travel by organised coach to the Theatre. At present, these coaches tend to drop off people at the entrance to the theatre and then move off site.

Parking outside peak hours on Campus is free, and can be used by the theatre audiences.

5.14 PUBLIC TRANSPORT

5.14.1 Rail

The University is well served by rail with the southern part of the main Streatham Campus a 500m uphill walk from Exeter's principal station (Exeter St David's). St James's Park station on the Exmouth branch line is 500m from the eastern edge of the Streatham Campus.

5.14.2 Bus

The main bus operator in Exeter is Stagecoach. The University subsidises Stagecoach's bus Service D which runs between the Streatham Campus, the City Centre, St Luke's Campus and the Tesco Superstore at Digby. Buses generally run every 15 minutes during term time and every 30 minutes during University vacations.

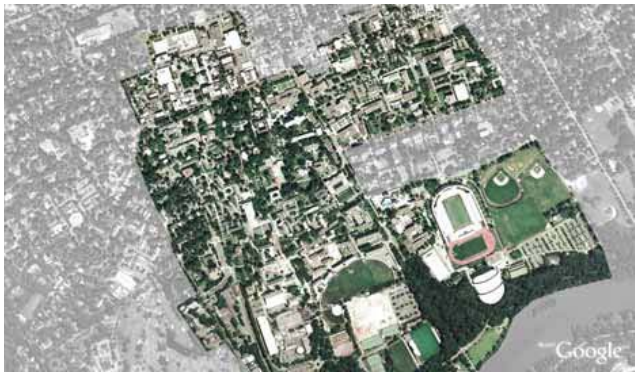
5.14.3 Minibus

The University Minibus Service operates at certain times of the day between St David's Station and the Streatham Campus.

5.15 SUMMARY OF CHARACTER

The Streatham Campus is a special place, defined by an extensive Campus that is one of the greenest and most attractive University campuses in Britain. The centre of the Campus is made distinctive by grand, civic scale buildings set within a mature, informal landscape. The wider Campus is defined by a mature woodland setting that also extends right into its heart providing a rich diversity of wildlife and botanical interest.

UNIVERSITY OF EXETER - STREATHAM CAMPUS



PRINCETON UNIVERSITY

UNIVERSITY OF BIRMINGHAM

UNIVERSITY OF YORK

YALE UNIVERSITY

UNIVERSITY OF CALIFORNIA, BERKELEY

WARWICK UNIVERSITY

HARVARD UNIVERSITY

THE IMPORTANCE OF THE CAMPUS

UK and USA examples of well known university campuses showing how relatively high density development can be also be compatible with an extensive green infrastructure

CHAPTER 6 THE VISION FOR THE CAMPUS

6.1 THE ROLE OF STREATHAM CAMPUS IN DELIVERING A WORLD-CLASS LEARNING ENVIRONMENT – THE VISION FOR THE FUTURE

In 2005 CABE published a research document entitled Design with Distinction which set out to measure the impact of architecture and design on the performance of higher education institutions. Very little research had been undertaken prior to its publication examining the effects of design quality on students and staff and this document is important in bridging this gap. It is unequivocal in its assertion that the quality of building design and the external environment plays a significant role in the feelings and behaviour of both students and staff alike, and influences their choice of study and workplace.

Design with Distinction does not make any real distinction between the different types of university campus - the urban campus, the collegiate style university, or the university campus set within a generous green infrastructure, such as Streatham for example. This extensive green framework containing woodland, lakes, gardens and open space plays a substantial part in its particular appeal and future development must continue to follow some rules to ensure this character is retained. This is why a master plan is needed.

The model for the University Campus set within a generous green infrastructure was developed from the classic Ivy League Universities in the United States. The notion of the campus was first prescribed at Princeton and the model flourished and developed at other great institutions such as Berkeley and Harvard. In Britain this model was emulated at the Universities such as Nottingham, Birmingham and later at Exeter. The model was redefined again in the 1960s at the new Universities such as York, Lancaster, East Anglia and Sussex. Places of learning now face a whole new set of challenges arising from climate change and the role of the University Campus model is set to change yet again in the 21st Century. Buildings and landscapes whose principal purpose was to inspire and stimulate the mind and the senses must now fulfil other equally important roles such as improving environmental awareness, promoting more sustainable modes of behaviour and different lifestyles. The future Campus must also harness the very latest technology and support innovation from reducing energy demand, recycling water and waste to supporting the most up to date information and communication networks.

Exeter University is already leading the way in many areas of international research including climate change, and the Streatham Campus must continue to provide inspiration through exemplary environmental management, though its commitment to leading edge technology and developing beautiful, intelligent, zero- carbon buildings. This is the vision for a world class learning environment and sets out the direction of travel.

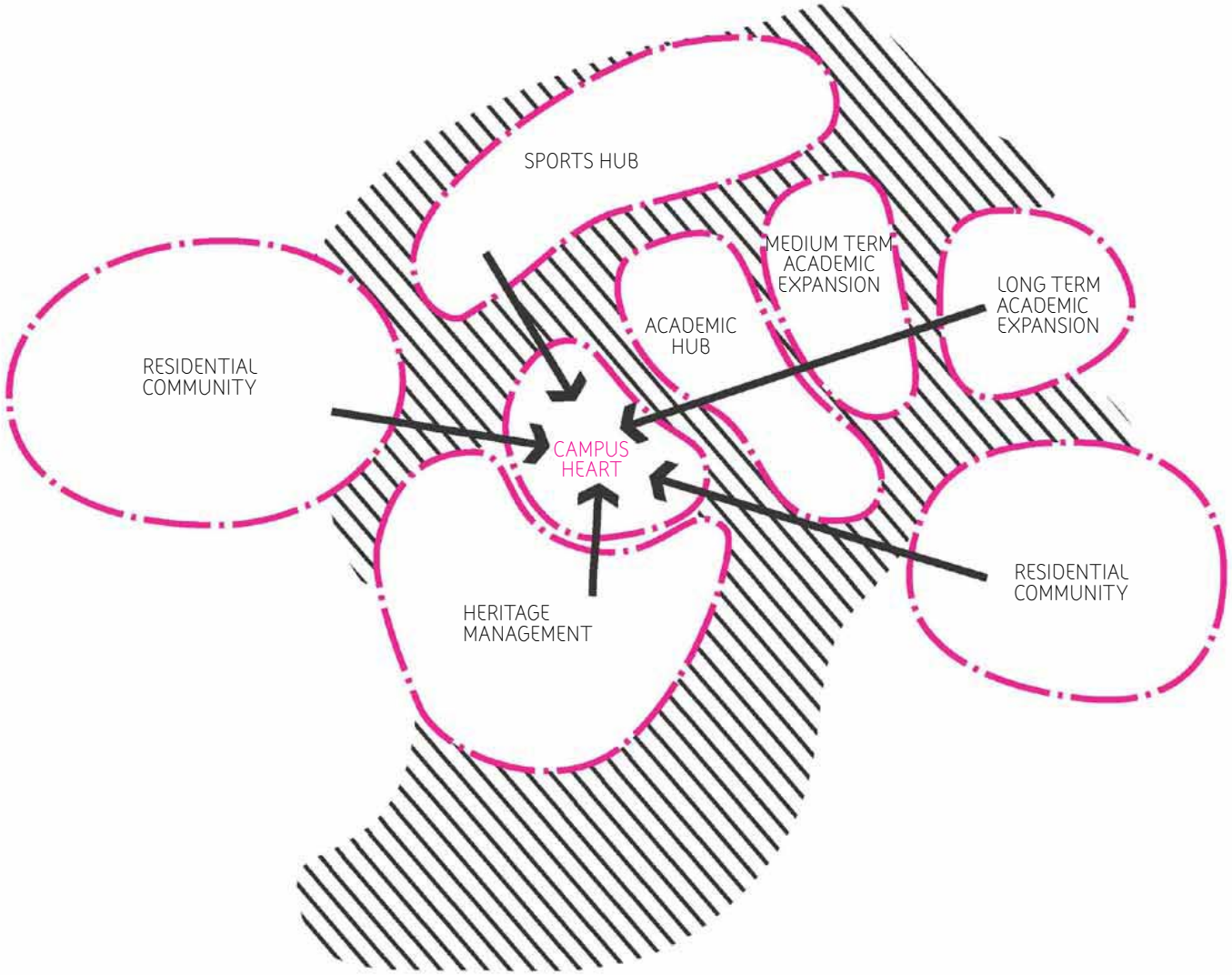
6.2 THE STREATHAM CAMPUS TODAY

The Streatham Campus is a special place, characterised at its best by buildings of a grand civic scale, contrasting with mature, informal landscape. Streatham Campus is one of the best examples of the type in the country, a true Campus with buildings and groups of buildings set an extensive green framework. The relationship between the buildings, topography and the landscape is what makes Streatham Campus very special, however it is recognized that there are some parts of the Campus where new buildings and their immediate surroundings have reverted to more suburban or business park typologies. The University recognises that this has to change. One of the aims of the long term master plan is to re-establish the close relation between buildings, topography and landscape to reinforce this special character and to provide guidance on how new buildings and infrastructure can respond in the right way to the overall Campus character and to the specific character in their locality.

The Campus is extensive - 113ha (279 acres) and its scale can be compared to other well-known university campuses. There are no prescriptive standards that determine whether a university campus really is a campus but it is useful to draw some evidence from other well known campuses to examine the plot coverage of buildings in landscape. The comparisons can be shown by the aerial diagrams.

It can be seen from the comparative studies that Streatham Campus has a relatively low plot coverage when compared with other university campuses and that it clearly has the capacity to absorb growth in the form of new buildings and new infrastructure. One of the central aims of the master plan is to demonstrate that it can do so while protecting the historic landscape structure. The landscape structure must also grow and develop in order to sustain its quality over the long term.

Although the University has capacity for expansion, there are open fields to the east for example, and these have long been earmarked for future University development. They have not yet been required, but they remain the University's 'family silver', earmarked for future long term academic development which needs to be co-located next to the University's existing academic core. The masterplan must indicate very clearly where future development is appropriate and conversely identify areas that must remain undeveloped.



Developing a clear spatial plan

The master plan strategy sets out the very broad components of the master plan and comprises all the basic building blocks for the master plan. The diagram partly reflects the existing spatial arrangements but then reinforces the function and roles for all the key areas and demonstrates how they connect together. The main components are as follows:

- A new Campus heart focused around the Forum project and the Central Square;
- Preservation and management of the historic character of Reed Hall, Harris Park and the pre-war villas and their settings;
- Redevelopment and consolidation of residential communities at Mardon Park to the west and at Lopes/ Hope and Lafrowda/ Pennsylvania to the south east, within a mature landscape;
- A major new academic hub within North Park, east of Amory;
- A long term expansion area for potential academic and ancillary buildings immediately east of the main valley and connected to the academic hub and the Campus heart;
- A sports hub on the high ground to the north of the Campus;
- Retention of the landscape setting.

CHAPTER 7 MASTERPLAN PRINCIPLES

Sustainability is an overarching theme for the masterplan. Providing sustainable development is a key aim of the planning system, and part of the University's corporate plan. The master plan acknowledges that development of a more sustainable campus requires consideration of all aspects of campus life. However it is also acknowledged that the relative sustainability of a university campus is influenced by elements beyond the scope of a master plan, including gender balance, cultural diversity and operational procurement. The master plan should therefore be viewed as a key mechanism to assist the development of a more sustainable campus rather than provide a complete solution.

7.1 MASTERPLAN OBJECTIVES

The broad objectives for the future planning of the University Campus are very simple and can be defined as:

- Make the whole Campus a world-class learning and research environment with the highest quality buildings and landscape spaces;
- Accommodate future growth whilst maintaining the beauty and attraction of the Streatham Campus;
- Plan and design to mitigate the effects of climate change.

7.2 UNIVERSITY SUSTAINABILITY STRATEGIES

The University has produced a number of sustainability strategies that are available on the University's web site which set out its targets and objectives for the future development and management of the Campus in line with climate change and carbon reduction. At present, quantitative targets have been produced for the University's carbon management and further sustainability targets will be produced during 2010/11. Relevant documents are listed below:

7.2.1 Strategic Plan 2007 – 2011

The Strategic Plan ensures that:

- The University puts environmental concerns at the heart of what it does.
- The development of Exeter's campuses is carried out with an awareness of environmental impact.
- That the University will reduce its carbon footprint in the long term.

Ref: http://www.exeter.ac.uk/about/management/StrategicPlan2007.pdf

7.2.2 Corporate Social Responsibility Policy – The City and Your University

This policy ensures that the University undertakes activities that are environmentally sustainable and conform to high standards of environmental consideration.

Ref: http://www.exeter.ac.uk/about/csr/

7.2.3 The Environmental Sustainability Policy 2009

This follows on from the University's Environmental Policy 2003 and sets out a number of priority environmental issues including energy, waste, purchasing and travel. The principal objective of this policy is to ensure that the University develops and operates its buildings and estate in order to conserve resources and minimise its impact on the environment.

Ref: http://www.exeter.ac.uk/sustainability/documents/20090713_Sustainability_Policy.pdf

7.2.4. The Carbon Management Plan and Appendices 2007 – 2016

The University of Exeter has been working with the Carbon Trust to produce the University's Carbon Management Plan. The aim of this report is to ensure that carbon and energy management is integrated into all University processes and activities. In parallel, the University is involved in developing wider guidance aimed at reducing global carbon emissions through its education and research projects.

This plan sets out a number of key targets which will be regularly reviewed and updated. At present, these are:

- A 2% per annum CO_2 reduction
- A 60% reduction in CO_2 emissions by 2050
- Reduce water used in existing facilities by 30% to 2010. This has been achieved and a new target will be established for the next period.
- All new facilities and major refurbishments to achieve a BREEAM "Very Good" rating and to adopt current best practice for water and energy efficiency.
- A range of initiatives aimed at reducing carbon emissions as set out in Appendices C, D&E.

Ref: http://www.exeter.ac.uk/sustainability/policies/downloads/carbon-mgmt-plan.pdf

Exeter is committed to becoming a leading University in the field of sustainability. The University has cut its carbon dioxide emissions by 3% year on year since 2004/05, which has been recognised through the award of the Carbon Trust Standard. This easily exceeds the University's target of a 2% per year reduction. Water usage has also been reduced by 40% since 2005. Recycling has increased to 23% in 2008/09. It is noted that the current national target for cutting carbon emissions is 80% by 2050 which equates to approximately a 4% per annum reduction, which is currently a more stringent target than the University's 2007 Carbon Management Plan.

The University is currently in the process of updating its Carbon Management Plan. This will review its current targets and strategies in line with the latest Government targets, emerging best practice and research, and site specific conditions. As part of this process, the University will review its BREEAM targets for refurbishment projects and development of new buildings (including academic, support and residential) which will be assessed in combination with its carbon reduction targets for buildings. As part of this review, the University will set out a heat supply strategy for the Campus. The University acknowledges that getting the right strategy in place will have major implications for the ability of the University to reduce carbon dioxide emissions in the future and could play a major role in making decisions about where buildings and infrastructure are to be located. However, the masterplan framework set out in this report is sufficiently flexible to respond to these issues.

The review of the Carbon Management Plan is an ongoing process and it will continue to be reviewed and updated regularly over time to reflect the latest Government targets and best practice thinking that is current at the time of development to ensure that any new development can be responsive to the issues of sustainability.

7.2.5 Sustainable Travel Plan for the Exeter Campuses 2007-2017

The current Travel Plan acknowledges that cars make a significant contribution to overall emissions of carbon dioxide in the UK and it sets out a package of measures tailored to the needs of the Streatham Campus and aimed at promoting cleaner travel choices. Key objectives include:

- To improve the choice of transport options and facilities available to staff and students travelling to and from the University, and between its sites.
- To reduce the local, national and global environmental impact of the University's travel demands through raising awareness amongst staff and students.
- To promote more sustainable means of transport.
- To promote more sustainable ways of working.
-

Ref: Ref: http://www.exeter.ac.uk/sustainability/transport/documents/2007-Travel-Plan.pdf






The Plan will be monitored on a regular basis and modified as necessary.

7.2.6 "Unlocking the Potential": A Cycling Strategy for the University of Exeter 2009

This is a joint collaboration between the University, Devon County Council, Cycle Exeter and Cycling England. This document sets out an action plan of areas of work to be targeted in order to realise the potential for cycling at the University.

Ref http://www.exeter.ac.uk/sustainability/transport/documents/200906-cycle-strategy-V2.pdf

7.2.7 Campus Biodiversity Management Principles for Grounds / Estates 2008

The campus biodiversity management key guiding principles are:

- As far as is practical, preserve and enhance existing valuable habitats.
- All new and replacement planting schemes will use a variety of plants, trees and shrubs, with varying growth patterns and flowering times to encourage year round animal, bird and insect activity.

Ref: http://www.exeter.ac.uk/sustainability/policies/downloads/0809biodiversity-principles-july08.pdf

7.3 UNIVERSITY CARBON MANAGEMENT

The University has achieved the Carbon Trust Standard in 2009 for its work in achieving reductions to date, and is one of only 14 UK universities to achieve this, which is demonstration of the University's leading role in the sector. The Carbon Trust Standard certifies that an organisation has reduced its carbon footprint and is committed to making further reductions year on year.

The University is currently reviewing its sustainable transport plan and will engage with the City Council in this work. This review is expected to be complete by January 2011.

The updated plan is aiming to achieve greater modal shift, getting more staff, student and visitor journeys by public transport, by bike or on foot. It will also aim to reduce solo car journeys. This will be achieved by measures such as increases in parking charges, other changes to the parking regime, promotion of car sharing, improved footpath and cycle links, increased cycle parking, better signing and information.

In this context, talks are already underway with bus operators and the County Council regarding improving public transport connections between the Campus and the City, although it must be recognised that public transport provision is subject to the willing economic participation of private providers.

The UK Climate Change Act 2008 sets the world's first legally binding reduction targets for greenhouse gas emissions of at least 34 per cent by 2020 and at least 80 per cent by 2050, against a 1990 baseline.

The HE sector nationally has agreed that it should commit to this. All HE institutions are called on to contribute to the sector-level target to the best of their ability by reducing their carbon emissions accordingly. From 2011, HEFCE will link capital funding to performance against carbon management plans. The University of Exeter is addressing this through current work in updating its existing carbon management plan.

HEFCE's requirements for carbon management plans are that they should include:

- A carbon management policy or strategy;
- A carbon baseline for 2005 that covers all scope 1 and 2 emissions1. Institutions are encouraged to measure a baseline for scope 3 emissions and in the longer term HEFCE will expect these to be included.
- Carbon reduction targets. These must:

  - cover scope 1 and 2 emissions, although institutions may choose to set additional targets for wider aspects;

  - be set against a 2005 baseline. Institutions may choose to set their reductions in context by setting additional targets against an alternative baseline year

  - be set to 2020, because this is the timescale for interim government targets. Institutions may also set interim milestones;

  - be publicly available.

- An implementation plan to achieve absolute carbon emission reductions across scopes 1, 2 and 3 including timescales and resources. These may cover capital projects and actions to embed carbon management within the institution, for example, through corporate strategy, communication and training.
- Clear responsibilities for carbon management;
- A commitment to monitor progress towards targets regularly and to report publicly annually;
- The carbon management plan and targets must be signed off by the University's governing body.

HEFCE will ask the University in June 2010 to confirm that it has a carbon management plan which meets the requirements detailed above.

The University will share this information with the City Council.

1 The World Resource Institute developed a classification of emission sources around three 'scopes': 'scope 1'emissions are direct emissions that occur from sources owned or controlled by the organisation, for example emissions from combustion in owned or controlled boilers/furnaces/vehicles; 'scope 2' accounts for emissions from the generation of purchased electricity consumed by the organisation; 'scope 3' covers all other indirect emissions which are a consequence of the activities of the organisation, but occur from sources not owned or controlled by the organisation – for example, commuting and procurement.

7.4 THE OBJECTIVES OF GOOD DESIGN

The objectives to creating well designed buildings, public realm and landscape are inseperable from the creation of more sustainable development. In addition, it has the potential to reflect the aspirations of a Campus commensurate with academic excellence.

The key objectives of good design can be summarized as:

- Create places with the needs of people in mind, which are distinctive and respect local character.
- Promote layouts and design features which encourage community safety and accessibility.
- Focus on the quality of the places and living environments for pedestrians rather than the movement and parking of vehicles.
- Promote energy and resource efficiency.
- Secure the most efficient use of land including appropriate densities; and, consider and balance potential conflicts between these criteria.
-

7.4.1 Natural Heritage

The landscape is one of the most important resources of the Campus and needs to be protected and enhanced. Any new development should be designed to integrate with, protect and enhance the landscape and biodiversity values of the Campus.

Key considerations include:

- Design in new features to promote biodiversity, for example by using native trees and creating green links.
- Ensure that features with established ecological or landscape value are protected.
- Ensure long term management regimes are in place for the natural heritage resources of the Campus.

7.4.2 Compactness

Any new development should use land efficiently. Compact development forms minimise land take and encourage densities sufficient to support shared amenities and to create a critical mass of people, bringing life and vibrancy to places. This does not mean that the level of compactness should be as high as possible or uniform everywhere. It should vary according to context and character area, and in some locations a low density solution will be more appropriate.

7.4.3 Accessibility and Ease of Movement

New development should ensure that the Campus is welcoming and accessible to staff, students, visitors and the wider community. It should be developed to create linkages with other areas within the Campus and to make links to key destinations beyond the Campus boundary including St David's Station and the City Centre. Routes should be designed to facilitate access for and to public transport, and to encourage walking and cycling as modes of transport and discourage car use. Streets and routes should be designed for low vehicle speeds to ensure that they are comfortable for pedestrians and cyclists to use, for example, through minimising the width of sections of straight road, and limiting visibility splays where appropriate. A hierarchy of routes should be developed that distinguishes between primary and secondary routes through variation in cross section and design to ensure clarity of movement and direction.

7.4.4 Legibility

New development layouts should be easy to understand and find ones way around and will help create the identity of a place and the perception of it by others.

Key considerations should include:

- Ensuring that there is a clear hierarchy of routes, each with a clear movement role and identity which will help people to find their way around the Campus.
- Each place should have a clear function and identity.
- New development should tie into the existing urban pattern of development, or where necessary, create a new, more clearly identifiable pattern of streets and spaces.
- The placement and design of landscape and buildings should be carefully considered to create memorable spaces, landmarks, vistas and focal points.
- Development should respond to existing landmarks and views as orientating features.
- New, landmark buildings should be considered where they can enhance the townscape qualities of different character areas, and reinforce the overall identity and legibility of the Campus.

7.4.5 Character and Context

New development and public realm should ensure that it enhances the identity, character and townscape values of each of the character areas through appropriate scale, massing and grouping of buildings. At the same time it should also assist in creating a cohesive campus wide identity.

7.4.6 Continuity and Enclosure

Enclosure and continuity of street frontage creates spaces that are overlooked and are therefore safer and more pleasant to use. They also maximise opportunities for social interaction and create a stronger sense of place and a more recognisable identity. This continuity and enclosure can also be created by external walls, tree and hedge planting.

7.4.7 Public Realm

Public realm includes streets, squares and green spaces. It should provide high quality, attractive and safe streets and spaces for everyone, designed using robust, good quality, materials that weather well along with appropriate planting. It should be well signed and lit, and overlooked to ensure that they are safe and well used.

7.4.8 Adaptability

Buildings and spaces should be designed so that they are flexible and adaptable and can be used for a variety of uses over time. Successful buildings change use several times over their lifetime and flexibility is vital to long term sustainability and longevity.

Key considerations should include:

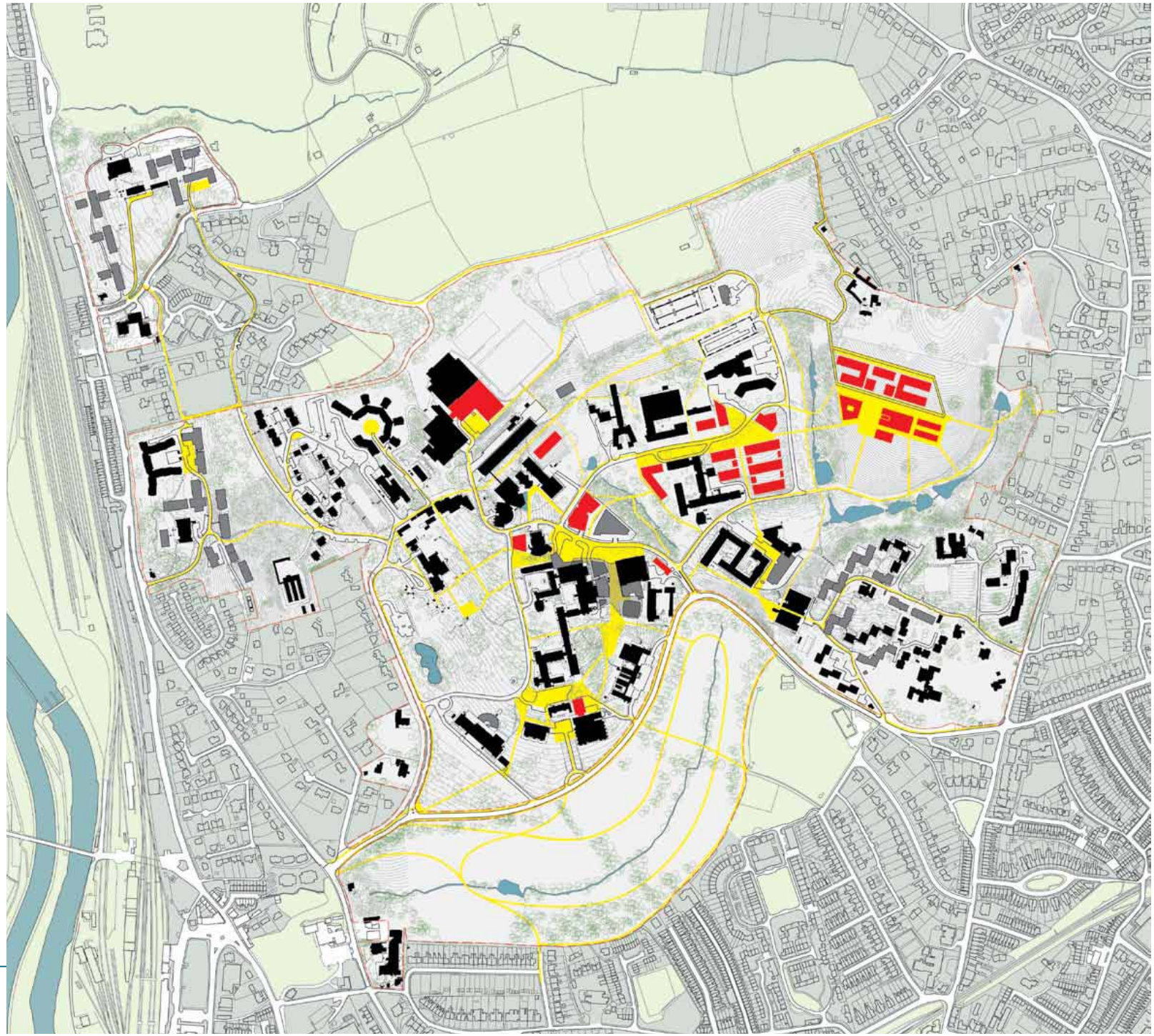
- Create a street layout or block structure that integrates with the surrounding development fabric and which allows maximum flexibility for redevelopment in the future.
- Design streets and spaces to be robust, simple and clutter free, allowing for a variety of possible uses.
- •Design buildings to be flexible and adaptable. In practice this means providing the room for expansion together with building forms that are capable of conversion and expansion. This concept can also be applied to internal spaces which should be capable of being adapted to meet the requirements of different users in the future.

7.4.9 Resource Efficiency

All development including buildings, landscape and infrastructure should minimise resource use in their construction, operation and maintenance. They should be designed and commissioned to contribute to achieving reductions in line with, or better than the latest Government targets for reductions in carbon emissions that will apply at the time of development.

Key considerations should include:

- 'Passive design' can be an effective way to deliver energy efficiency. This involves considering the orientation of buildings to create the correct balance of shade and solar gain, optimal levels of insulation, compact building forms, use of natural ventilation and window size etc to achieve appropriate thermal mass and air tightness.
- Consider the use of materials that are durable, sustainably produced and have low embodied energy both in terms of their production and transportation to site. This would favour the use of locally sourced materials. However it may equally mean using extremely 'low energy' materials made elsewhere or provided to the site as pre-fabricated elements. Encourage the use of reused/recycled materials and components.
- Consider low-carbon heating systems and renewable energy installations. Also consider the use of combined heat power (CHP) as a possible source of heating and power.
- Design buildings and external spaces to provide space for effective recycling and composting facilities.
- New development should be located close to existing buildings or form infill development before moving onto more open areas of the Campus, to ensure efficient use of land.
- Water use should be reduced through developing a strategy for each development in the context of an overall Campus strategy that considers the relative merits of rainwater recovery, grey water, boreholes, surface water soakaways and any other strategies which could help reduce environmental impacts.


COMMITTED DEVELOPMENTS 2009 - 2012
LONGER TERM DEVELOPMENT (POST 2012)
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CHAPTER 8 THE MASTER PLAN

8.1 THE ILLUSTRATIVE MASTER PLAN

8.1.1 Development Capacity

The master plan illustrates the longer term development potential of the Streatham Campus beyond the committed developments that have been previously identified. It illustrates a capacity for academic, administration and social uses in the region of 52 000m2 - 68 000m2 calculated on 3 - 4 storeys across the Campus. This figure could increase where opportunities exist for taller buildings.

8.2 DEVELOPMENT AREAS & PHASING

The areas of potential for future development have been identified from a process of firstly mapping the different areas of landscape value to be protected (habitats to retain and habitat creation; areas of botanical interest; areas of significant structural landscape; and areas of significant landscape setting) as set out earlier in the report. This mapping provides a composite image of areas where there should be a presumption of no development. Outside of these areas, the process has identified a series of areas where there could be potential for development, subject to local sensitivities.

8.2.1 Primary campus landscape structure

These areas can be defined as the primary campus landscape structure and there would be a presumption against any significant development here and an emphasis on landscape management for habitats, to define views, for amenity interest and to enhance the spatial qualities of the campus.

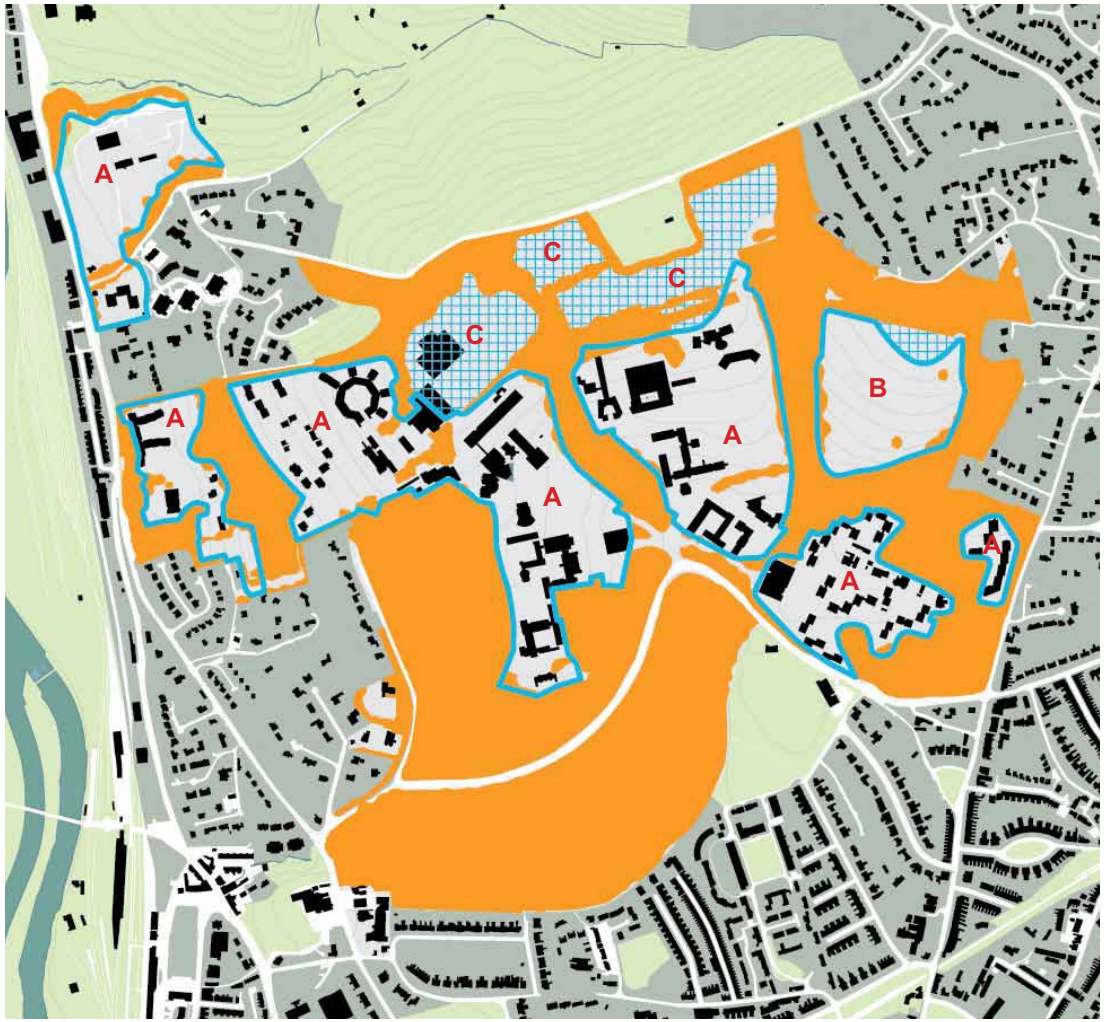
8.2.2 Areas with potential for development

All areas outside the primary campus landscape structure have the potential for development subject to more detailed analysis and local sensitivities. At the strategic level, these can be broken down into:

Zones A: These comprise areas where development already exists. New development would seek to complement the existing buildings or building groupings.

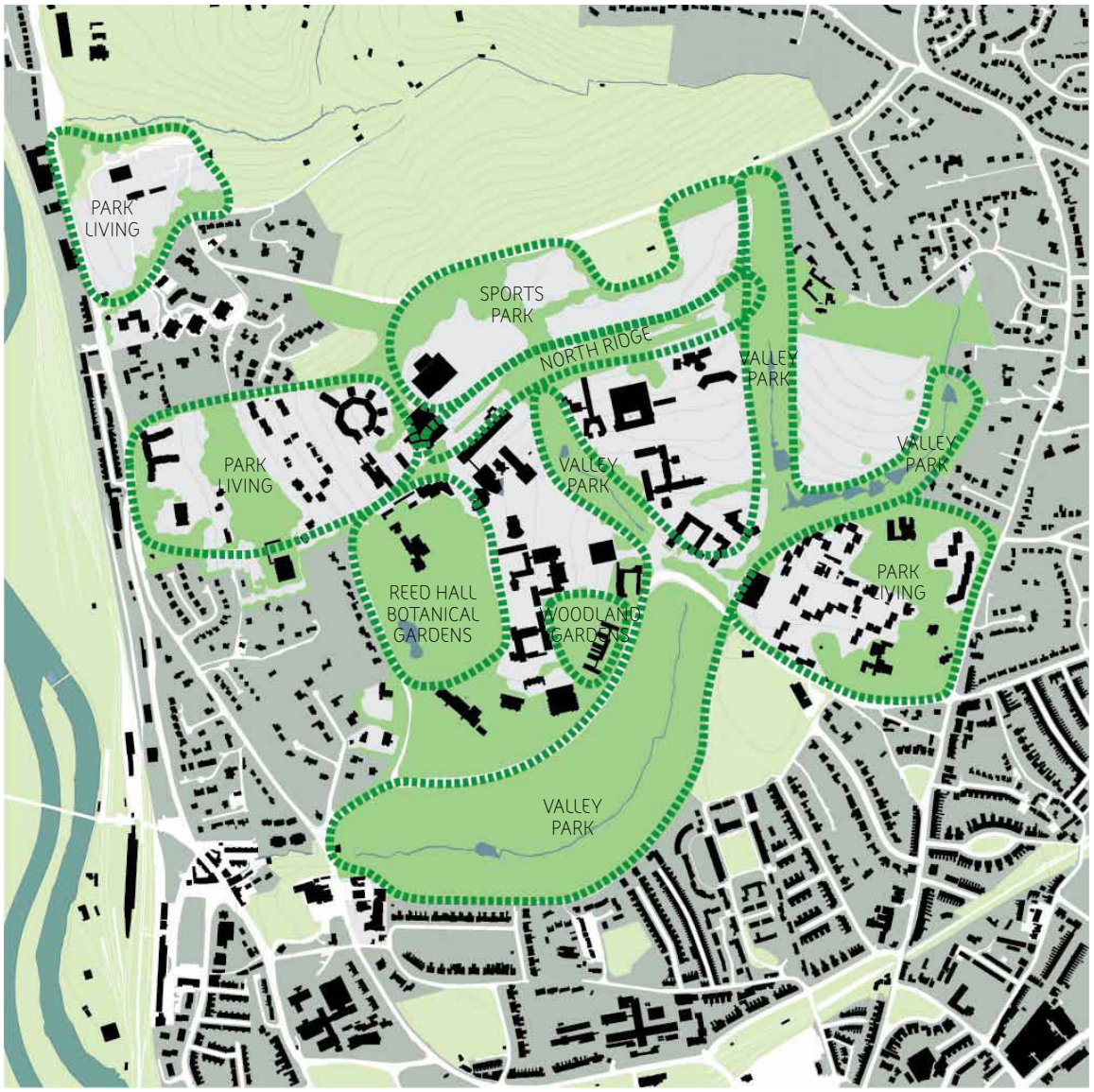
Zones B: These comprise areas that lie outside the primary landscape structure and where there is currently no existing development. Any new development must ensure that it makes a positive contribution to the area and complements the wider environment of the University. This zone will be allocated for future long term development once Zone A has been developed.

Zone C: These areas lie on the relatively flat upper plateau above the 100m contour. Development in these areas may be visually sensitive. Development here will primarily be limited to low level buildings, sports use and strategic car parking.



POTENTIAL DEVELOPMENT ZONES

AREAS OF PARTICULAR BOTANICAL INTEREST
AREAS OF SIGNIFICANT STRUCTURAL LANDSCAPE
AREAS OF SIGNIFICANT LANDSCAPE SETTING
HABITATS TO RETAIN & HABITAT CREATION



LANDSCAPE STRATEGY

8.3 LANDSCAPE FRAMEWORK

8.3.1 Landscape management

Much of the Campus structural landscape dates from the Holford period of growth in the 1970s and is now reaching maturity. A tree survey of the Campus has been commissioned and once this is complete and the results analysed, a comprehensive programme of thinning will be instigated to ensure the long term health and diversity of the Campus structural landscape. The first phase of the works is planned for autumn / winter 2009/10.

Detailed maintenance plans for the whole Campus are set out for a 5 year period and reviewed on an annual basis. The general principal is to remove over mature plants and replant. The registered botanical collections are assessed each year, and there is a requirement that any plant that is removed or dies will be replaced. Interpretation about the plant interest and collections, history and biodiversity will be introduced at key areas to inform visitors to the grounds.

Where budgets and site operations allow, priority will be given to the advance planting of structural landscape elements in relation to landscape conditions attached to development projects.

8.3.2 Landscape management areas

The Campus can be broken down into a number of broad management areas that reflect the character, function and location of the different landscapes. These landscapes are not static and long term management will include the selective thinning and removal of over mature or crowded species to encourage a diverse plant structure to flourish, to encourage biodiversity and to maintain or enhance the desired character.

Valley Parks

The valley parks constitute possibility the most distinctive landscape element of the Campus. These comprise three wooded valleys containing a rich mix of ornamental and native tree, shrub and understory species which lead to the more open Hoopern Valley. The three upper valleys will be maintained to provide the principle landscape structural elements of the Campus. Much of this was planted in the 1960s and 70s during the Holford masterplan and will require a programme of thinning and renewal. Within these valley parks runs a series of narrow, meandering footpaths along the stream sides.

The University and the City Council are to discuss the potential content and timescales for the production of a management plan for the valley to encourage better public access through the creation of informal, signed footpaths within the valley floor that link to both the Campus and the wider setting.

Sports Park

This comprises the areas of landscape along the upper ridge of the Campus. The key management aim is to retain the existing areas of tree groups and woodlands to provide a landscape framework for the sports pitches and to retain the wooded hill top image of the University Campus. Green links to the surrounding countryside will be retained.

North Ridge

North Park forms a link between the Valley Parks and Sports Park and contains informal groupings of a mix of deciduous and coniferous trees (including the Edinburgh Collection of Conifers) which contain small, open grassy glades and provide an important southern defining edge to the areas of sports provision. The informal character of this area should be retained allowing the opportunity for informal outdoor breakout spaces and recreational areas for students.

Reed Hall & Botanical Gardens

Reed Hall's setting will continue to be managed to retain its character and diversity.

Woodland Gardens

The woodland gardens represent another key area of botanical collections and will be managed to retain their diversity.

Park living

The three residential areas at Mardon Park to the west and Lafrowda, Lopes & Hope Halls to the east plus Duryard comprise a range of building forms and scales set within a fairly mature landscape. The tree cover will be maintained and a regime of felling and replanting introduced to ensure that this light woodland character is maintained.

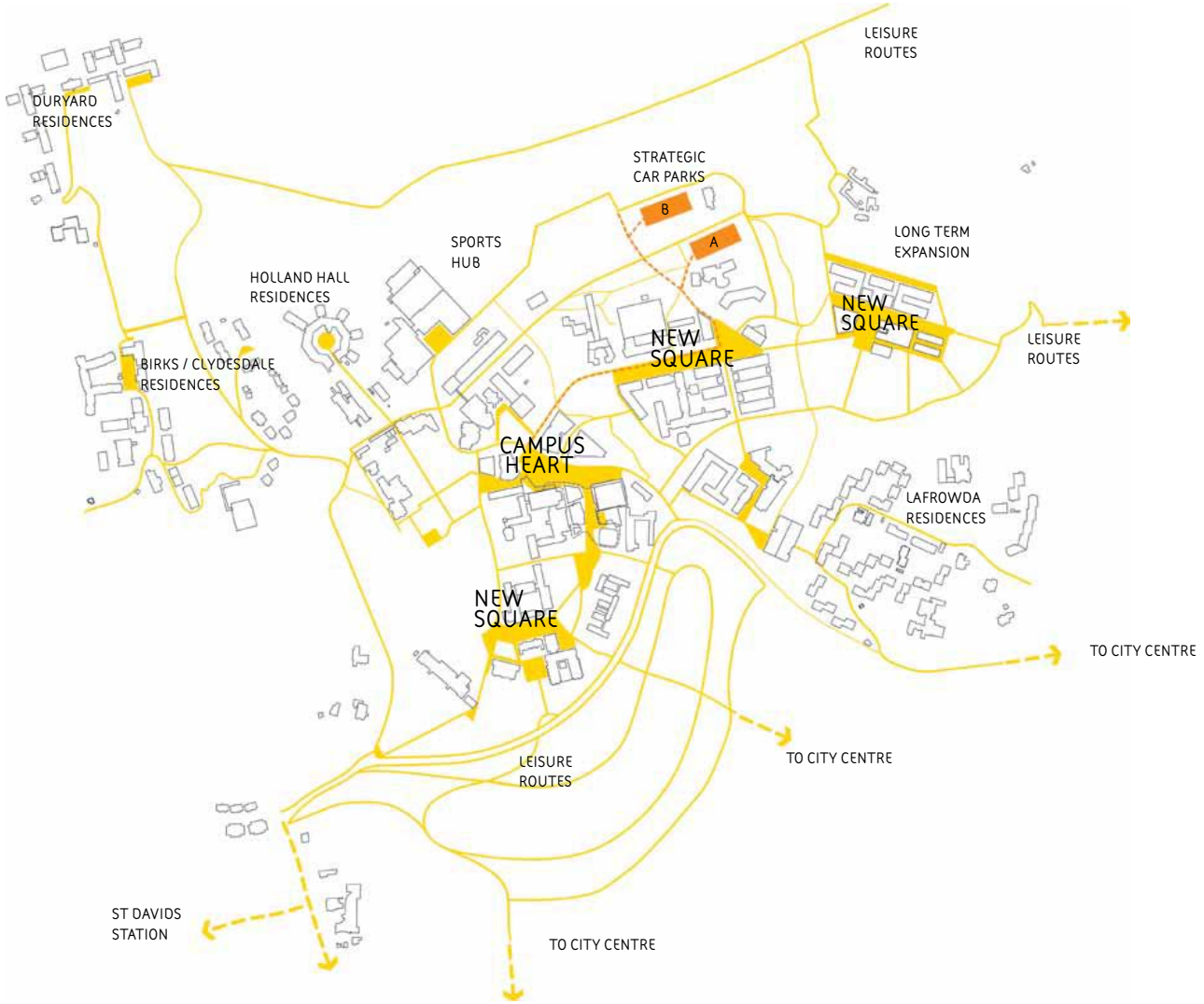
Botanical interest

Beyond these main framework areas, much of the smaller scale landscapes are also of botanical interest and this focus will be retained.

8.4.1 Creating a better public realm

A high quality public realm will serve a number of different purposes. Firstly, it will, in concert with new building deliver a world-class learning environment. Great public spaces and the landscape setting are equally as important as great buildings in this respect. A high quality public realm will help reduce traffic and encourage walking and cycling. It will also encourage much greater social interaction and improve the experience for students and staff alike. The main components of the public realm are likely to include:

- A new Central Square forming the social hub of the entire Campus.
- A new network of routes identified in the spatial concept. The routes are intended to capture all the main pedestrian flows and provide very well-used safe and secure routes across the Campus;
- A new hierarchy of spaces and places each fulfilling a different function depending upon location and Character Area;
- Creating new arrival and entrance places for buildings and building clusters;
- Creating outdoor rooms for a variety of functions including events spaces, meeting places, teaching, contemplation, food production, sustainable drainage, water recycling etc.
- A clear and well lit pedestrian route from Car Parks A&B to the Campus heart.
- Consideration of public art in significant building projects, as part of the wider associated public realm.



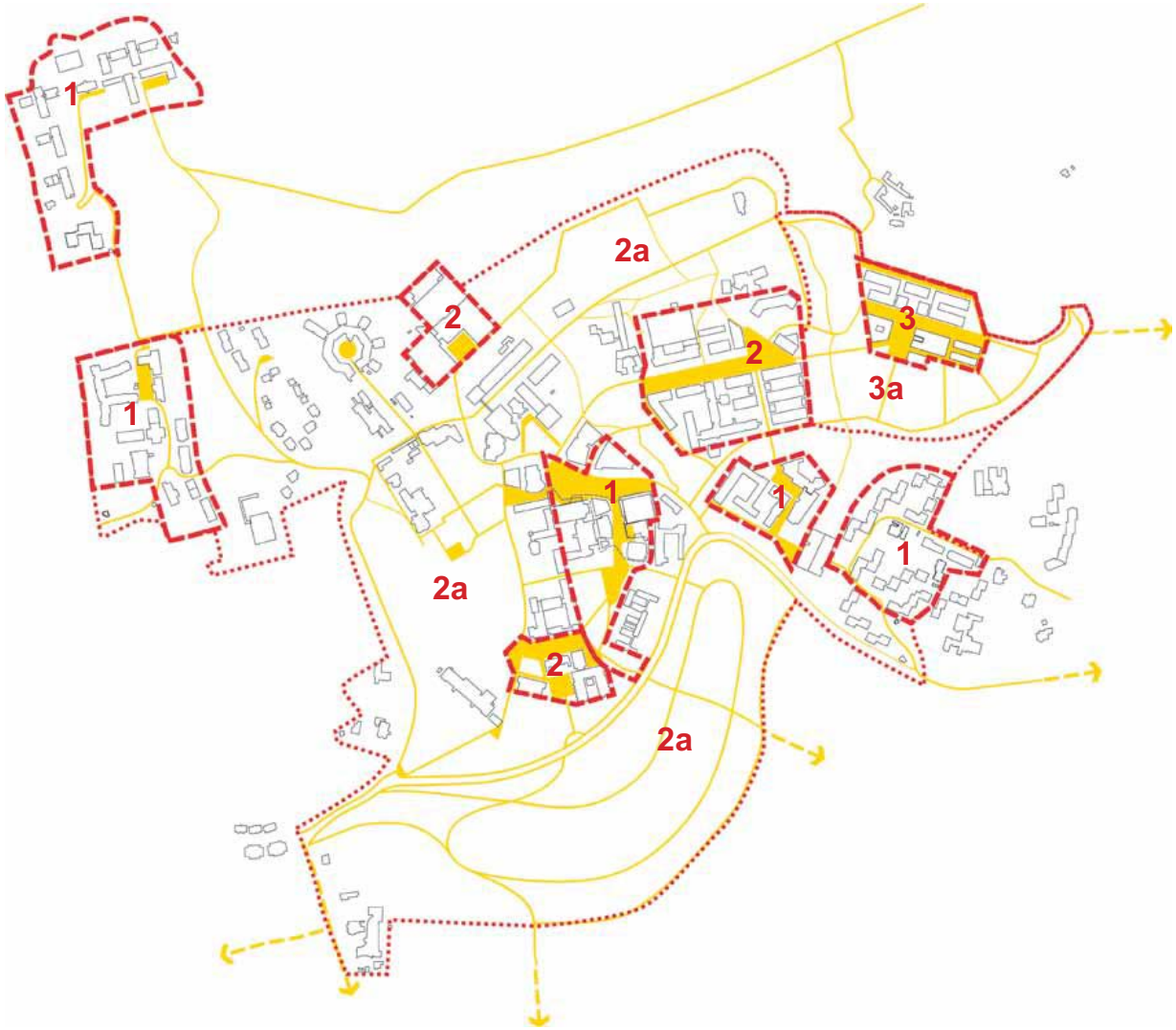
8.4.2 Public realm phasing

New public realm will be delivered in tandem with the phasing of new development on the Campus.

Currently public realm is in the process of being delivered in conjunction with a number of committed developments including the creation of the Central Square at the heart of the Forum and INTO projects. The Business School extension and residential developments at Birks, Lafrowda and Duryard will also establish new local public realm.

The next phase of public realm will involve the creation of new spaces in assocation with the delivery of future medium term development. Linkages between key places and squares within the Campus will also be reviewed leading to the creation and/or upgrading to the pedestrian and cycle routes where appropriate.

The third phase of the public realm delivery will be in association with the creation of future long term built development East Park and the linkages required to connect this area back to heart of the campus and to the wider destinations beyond the campus.



1	PHASE 1 PUBLIC REALM: CURRENT
2	PHASE 2A: PUBLIC REALM: MEDIUM TERM
2a	PHASE 2B: LINKAGES: MEDIUM TERM
3	PHASE 3A: PUBLIC REALM: LONG TERM
3a	PHASE 3B: LINKAGES: LONG TERM

PUBLIC REALM: INDICATIVE PHASING

8.5 ACCESS STRATEGY

8.5.1 Introduction

Access to and within the Campus has been embodied in the design principles, and the strategy can be summarised as:

- Creating a pedestrian and cycle friendly campus
- Placing restrictions on private car access in some areas
- Making car parking less visible, yet accessible and functional
- Facilitating closer integration with the city centre through public transport, pedestrian and cycle links.

The development of the Forum and INTO projects have provided an impetus to the opportunity to remove vehicular traffic from the new heart of the Campus. This will be taken further by the gradual removal of parking from other highly visible locations alongside existing roads and in visually important spaces. The aim will be to reach a position where large parts of the campus will be predominantly free of car traffic.

The appearance and use of the public realm of streets and spaces will benefit from this, giving greater priority to people on foot or on bicycles, particularly when new links are made and existing links are enhanced to be more attractive and usable.

The strategy will also see the amount of parking provision remain static whilst the University grows, which effectively means a reduction in parking. This will sit alongside the University's Travel Plan measures to encourage travel to and from the campus by modes other than the private car.

Pedestrian, cycle and public transport links with the city centre and other local destinations are already in place but require improvement in some aspects. Some pedestrian and cycle routes are poorly signed. Footways and crossing points in some locations are inadequate, and cycle lanes are not provided. Bus services to and through the campus could be improved.

The masterplan addresses these through ensuring that measures are in place to identify walking and cycling routes and bus stops, within the campus, and that they are clearly signed, lit and safe to use.

However, many of the issues lie off the campus in the surrounding areas. The strategy is therefore for the University and the City and County Councils to work together to enhance footpath and cycle links off campus in an effective way, and to consider the potential for enhancing bus service provision.This master plan framework provides an important context to this wider joint working to integrate the campus with the city centre.

8.5.2 Pedestrian Movement

Pedestrian movement on the campus will be given greater priority. It will be improved and enhanced by the gradual removal of car traffic and parking from a significant amount of the central campus. Key initiatives to improve pedestrian movement are likely to include:

- Improved signage between destinations within the campus and to off campus destinations
- Joint working between the University and the City and County Councils to improve signage and walking links off-campus
- The potential introduction of new leisure walking routes in the Hoopern Valley as part of a management plan
- Public realm improvements that encourage walking.

8.5.3 Public Transport

The master plan framework allows scope for the existing D bus service to be enhanced. The gradual change to the vehicular circulation system provides scope for the service to be routed differently through the campus, subject to discussions with the operator.The master plan framework also provides for an internal bus loop linking the strategic car parks with the centre of the campus.

8.5.4 Cycling

Cycling as an alternative means of transport should be encouraged, although the sometimes challenging gradients on the Campus are a potential deterrent to some cyclists. Key initiatives to encourage cycling are likely to include:

- Improved signage between destinations within the Campus.
- Increased provision of cycle storage in association with new development.
- Review of existing cycle storage provision.
- Cycle storage to be located close to all key building entrances for commuters, with options for covered, secure all day parking.
- Secure storage to be provided for students living on Campus close to their residences.
- Potential for traffic-free routes on Campus to be explored.
- Opportunities for minimal gradient route options to be explored.

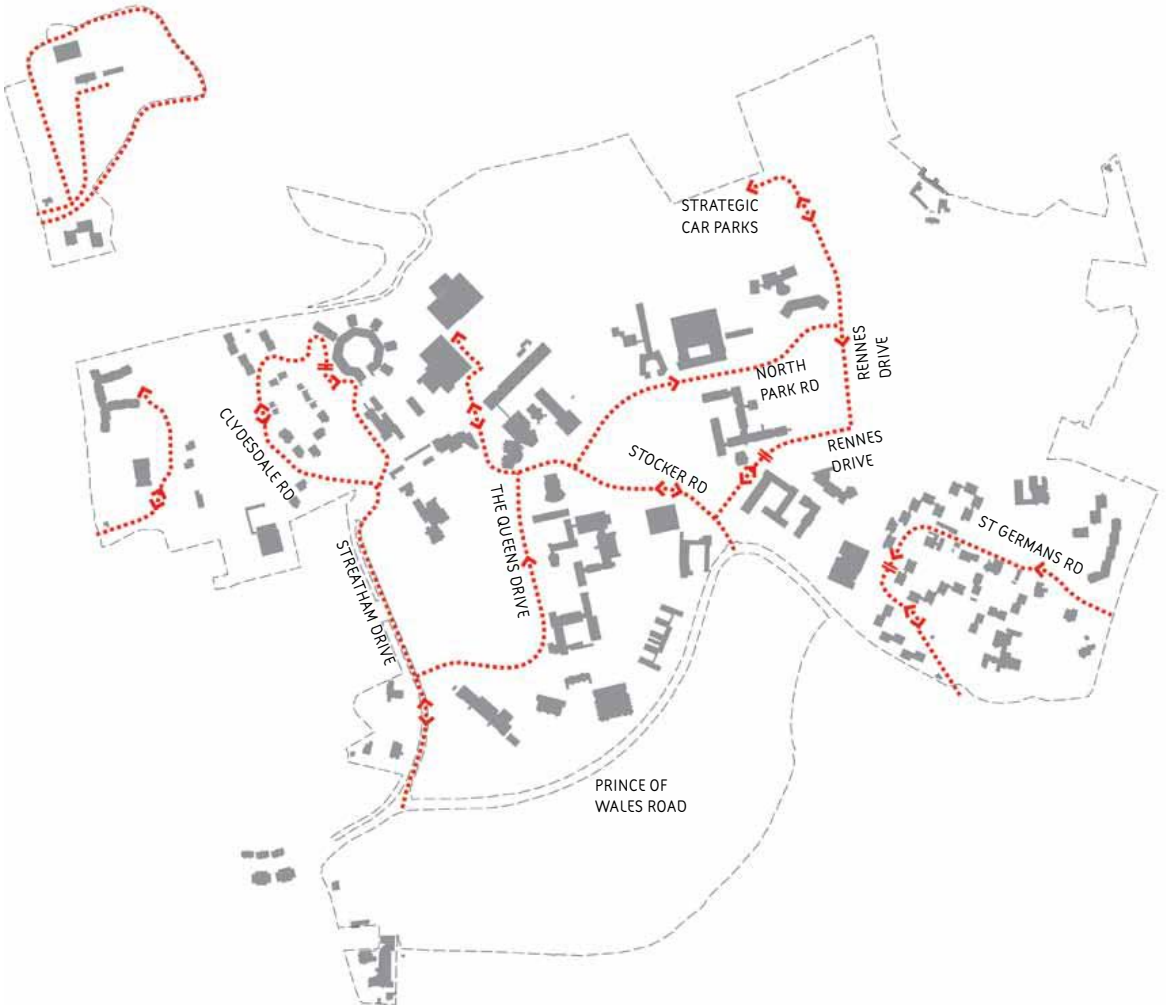
Objectives for cycling within the University are being developed within "Unlocking the Potential - A Cycling Strategy for the University of Exeter". Refer to 'Section 7.2 University Sustainability Targets and Objectives'.

PROPOSED CYCLE ROUTES & COMMUTER PARKING: STRATEGY POST 2012

8.5.5 Vehicular movement

The overriding principle is to reduce the use of the private car and discourage single occupancy car use in favour of pedestrian, cycle use and public transport. The movement network in the end-state master plan must reflect this, however there are a number of important stages along the way to reducing traffic. Vehicle accessibility to most parts of the Campus is likely to remain for some time and needs to be accommodated in the master plan. Over time there are a number of stages in reducing traffic that need to be introduced gradually. These options are likely to include:

- Gradual rationalization of car parking, removing smaller surface car parking in phased manner, developing two strategic car parks – large surface car parks with potential for future decking.
- Phased removal of all on-road car parking on the Campus;
- Squeezing road space in key locations to slow traffic and improving the appearance of roads making them feel less like roads and more like drives and streets;
- Introducing two-way rather than one way traffic;
- Excluding through traffic from the heart of the Campus, restricting it to servicing and essential access only.

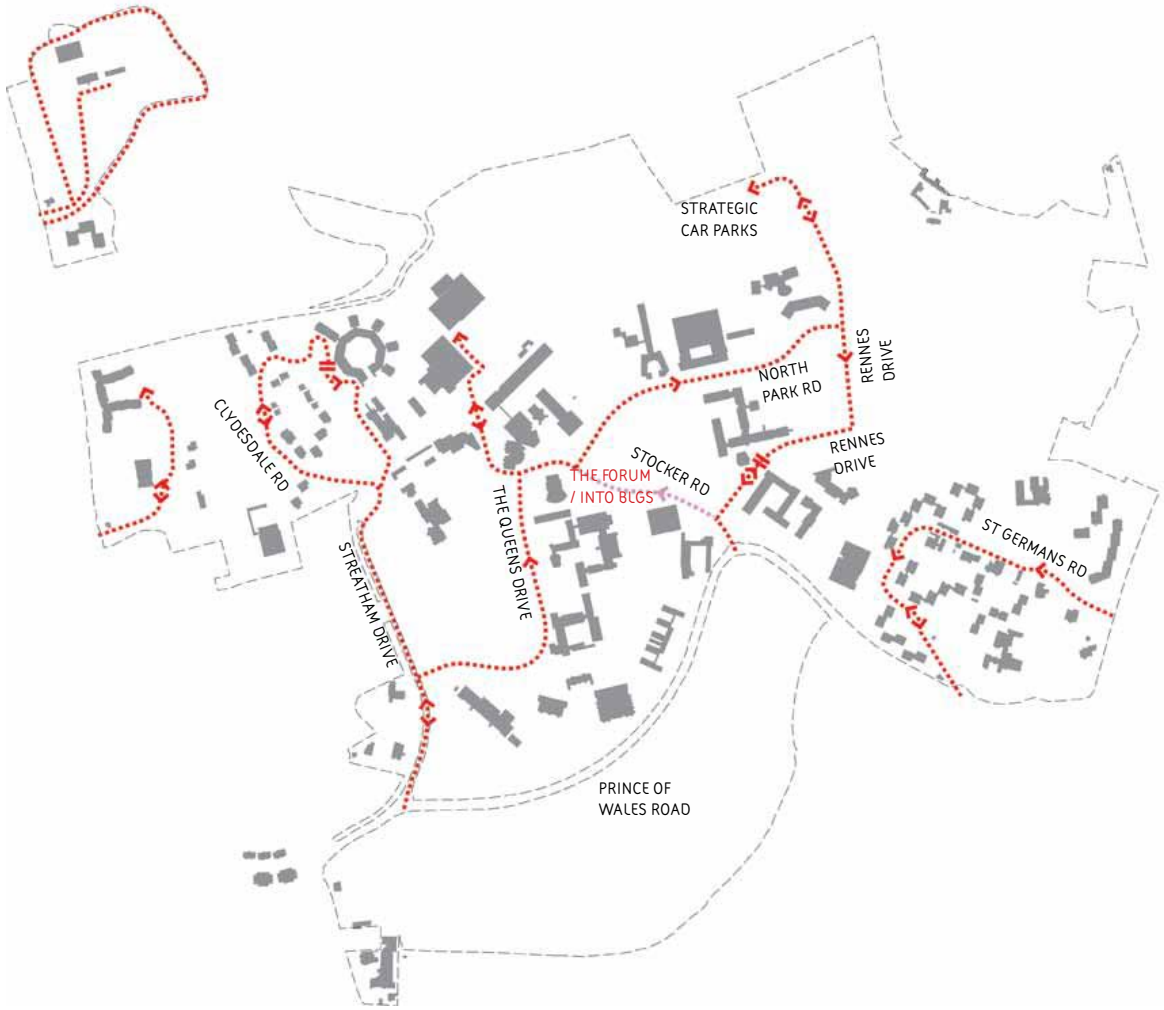


VEHICULAR MOVEMENT: EXISTING 2009

showing current one way vehicular loop system along Streatham Drive to The Queen's Drive to North Park Road and to Rennes Drive.

Vehicular movement: medium term to 2012

Once the committed developments have been delivered, the medium term movement strategy will comprise limiting vehicular access along Stocker Road to one way northbound. Access to the Strategic Car Parks will be directed along Stocker Road northbound and will exit from Rennes Drive onto Prince of Wales Road.

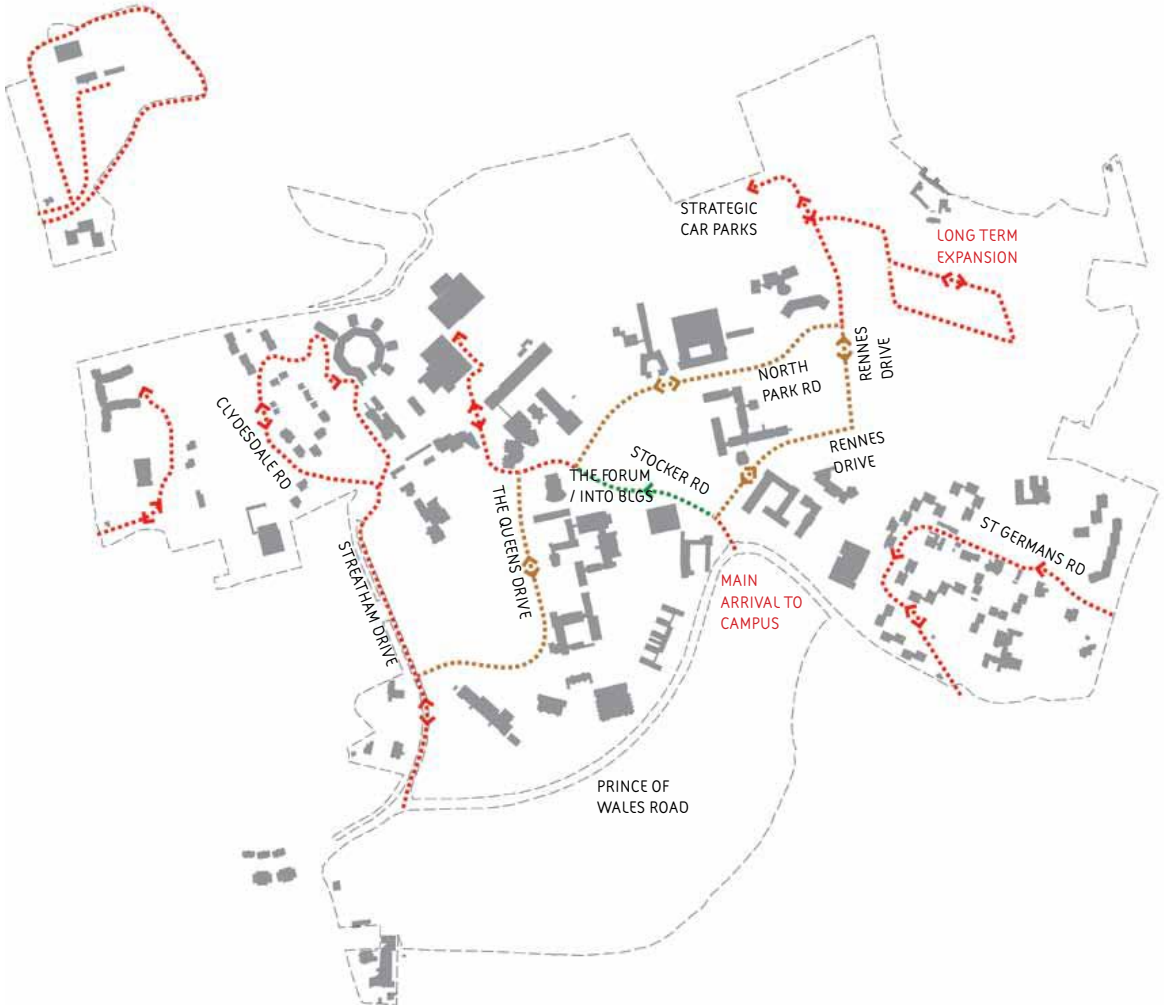


Vehicular movement: post 2012

The long term movement strategy will comprise pedestrian only access along Stocker Road to the centre of the Campus.

The main arrival point to the Campus will be established at Prince of Wales Road / Stocker Road with vehicle movement principally directed to the Strategic Car Parks and exiting at the same point.

To achieve this, all routes will become two way with a campus loop formed along Rennes Drive to North Park Road to The Queen's Drive to Streatham Drive, exiting onto Prince of Wales Road.



8.5.6 Parking

This diagram shows the current location of surface car parks and on street parking within Streatham Campus.

A STRATEGIC CAR PARKS

LOCAL CAR PARKS

ON STREET PARKING

VEHICULAR MOVEMENT

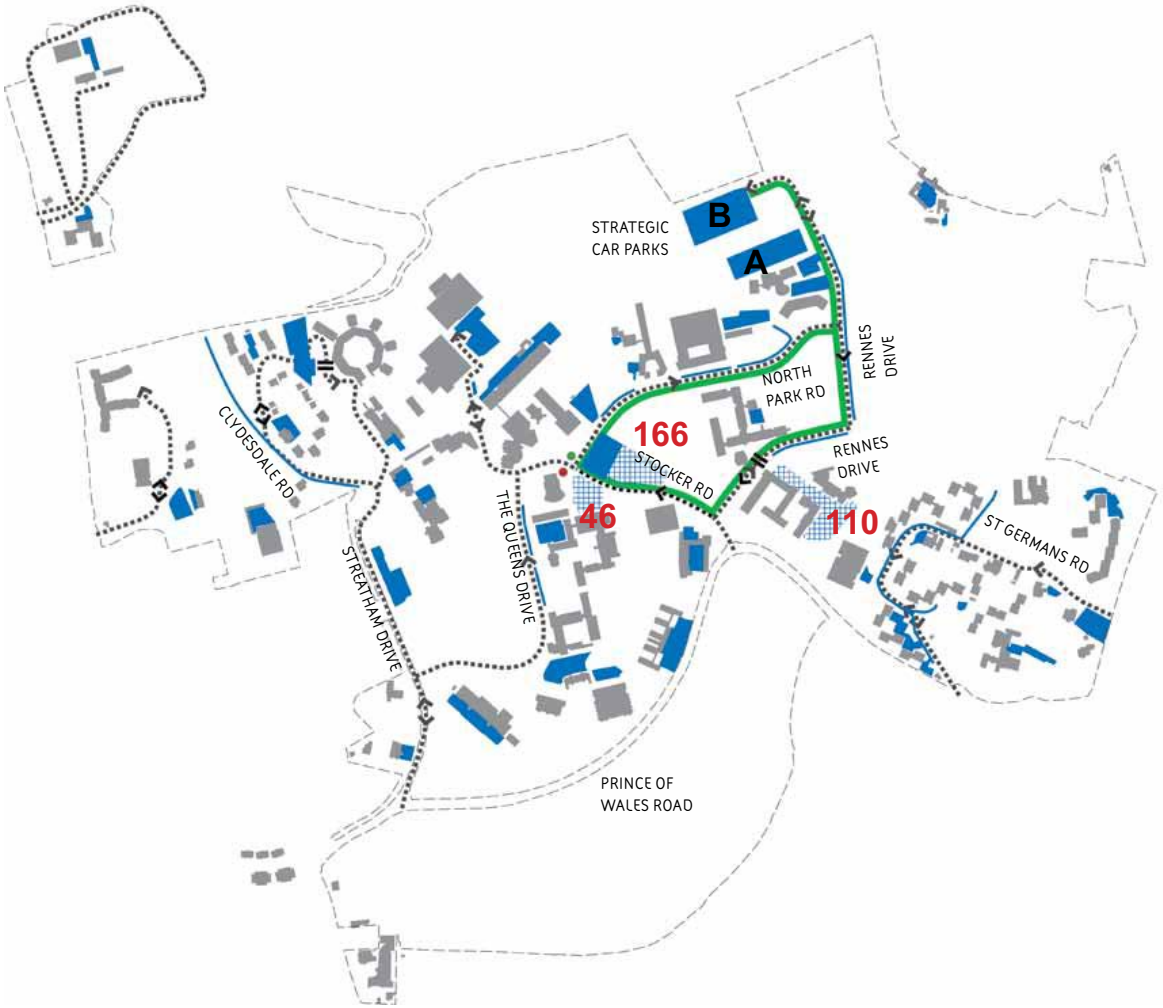
PARKING STRATEGY: EXISTING 2009

showing the distribution of car parks and University owned on street parking.

Parking Strategy : medium term to 2012

During delivery of the committed developments, a number of car parks within the centre of the Campus will be taken out of use. Parking on Campus will be discouraged and car users directed to use the Strategic Car Parks.

Following the reduction of the Stocker Road car park, a new shuttle bus service will be provided for people using the Exeter Northcott Theatre and Great Hall. This will be provided by the University to get patrons from the Strategic Car Park to these venues. The operation of this service will be monitored and adjusted to suit demand with the potential to extend use of the service into the day time.



A STRATEGIC CAR PARKS

LOCAL CAR PARKS

ON STREET PARKING

VEHICULAR MOVEMENT

46 CAR PARKS / CAPACITY TO BE RELOCATED

BUS LOOP - INDICATIVE ROUTE

BUS / COACH DROP OFF POINT FOR NORTHCOTT THEATRE & GREAT HALL

VEHICLE DROP OFF POINT FOR NORTHCOTT THEATRE & GREAT HALL

PARKING STRATEGY TO 2012

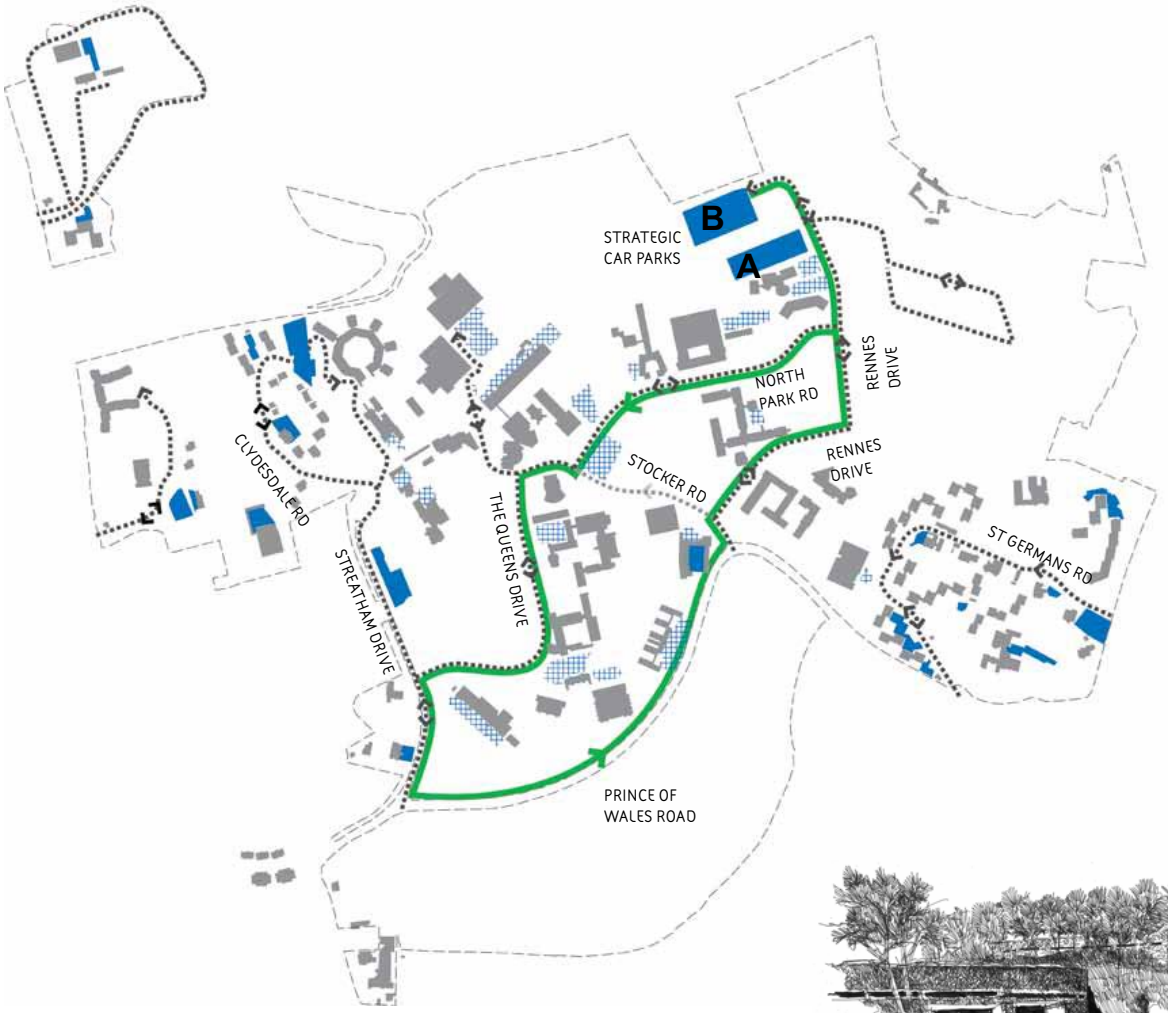
showing relocation of car parks at Great Hall, Stocker Rd (part), Old Library and Business School to Strategic Car Parks A & B once the Forum, INTO & Business School extension are operational.

Parking Strategy : post 2012

The long term parking strategy will be to continue to take out of use a number of car parks from the centre of the Campus to provide a more pedestrian and cycle focussed campus.

On street parking along Rennes Drive, North Park Road and The Queens Drive will be removed to allow two way vehicular access with the potential for decked parking created at Strategic Car Parks A & B to provide additional parking spaces.

A bus loop will be created to link the Strategic Car Parks to the centre of the Campus.



A STRATEGIC CAR PARKS

LOCAL CAR PARKS

ON STREET PARKING

VEHICULAR MOVEMENT

CAR PARKS TO BE RELOCATED - INDICATIVE

BUS LOOP: - INDICATIVE ROUTE

SKETCH SHOWING POTENTIAL DECKING AND SCREENING TO STRATEGIC CAR PARKS

PARKING STRATEGY POST 2012

showing the potential distribution of further local car parks to be taken out of use.

8.6 CHARACTER AREAS DEVELOPMENT GUIDANCE

This section sets out broad development guidance for each of the character areas post 2012 to ensure that the reinforcement or creation of appropriate built form, landscape and public realm is promoted.

To ensure that any new development is compatible with the wider master plan objectives, each project that is brought forward, would need to be supported by a more detailed contextual study at an early stage to provide an "audit" of local character in order to establish the appropriate responses to design issues including scale, form, orientation, key frontages as well as opportunities for sustainable methods of construction, management and maintenance.

8.6.1 Streatham Centre

Objectives

Streatham Park should become the clear focus and urban heart of the University. This will be reinforced by the creation of the Forum project and associated Central Square. New development is appropriate in this area to increase current building densities to signify the heart of the Campus. Some taller buildings would be appropriate in this location to reinforce its role and significance as the heart of the Campus.

Approximate additional floor space post 2012: c.10,400m2 - 13,800m2 based on 3 - 4 storeys., potentially greater if taller buildings are included in this area.

Committed development to 2012

The construction of both the Forum project and the new INTO building will create a new and vibrant Campus heart and a focus to the Streatham Campus. At the centre will be a new landscaped square that will unite the Forum, Northcott Theatre, the INTO building and the lecture theatres at Peter Chalk and Newman. The configuration of the Forum project will create a strong pedestrian link from north to south through the Forum atrium towards Hatherly Labs and Mary Harris Memorial Chapel.

The INTO Teaching project will provide teaching and support space for international students leading onto entering full time University education in the UK. Completion is due end of 2010. The Forum project is due for completion 2011/12.

Potential for redevelopment

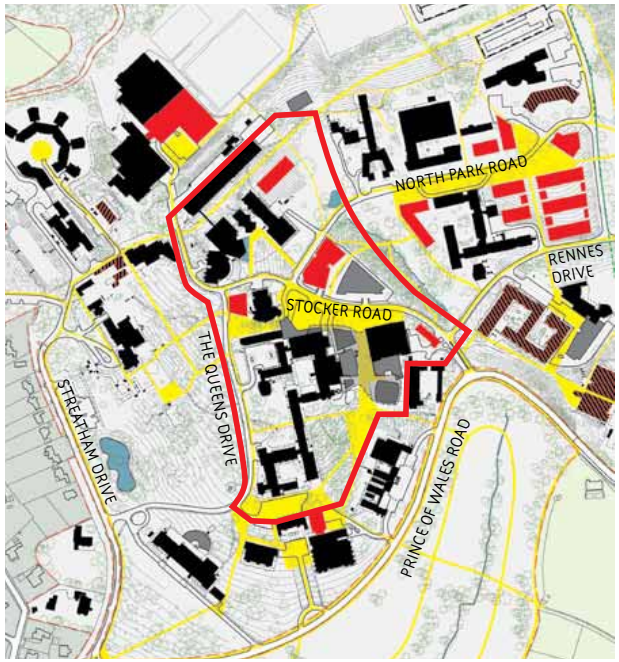
None identified.

Building Form

- New development should reinforce the principal building grids.
- New development should complement the massing and scale of the existing buildings that provide a positive contribution to the "townscape".
- Building materials do not need to be the same as existing but should be complimentary.
- New buildings should ensure that they have clear fronts and backs with entrances that overlook the key public spaces.
- Opportunity for new building group to reinforce Campus heart to north of the Forum.
- Opportunity for new building as focus to entrance to Campus close to Streatham Farm.
- Opportunity for new building to form cluster around Physics and Geoffrey Pope.

Landscape & public realm

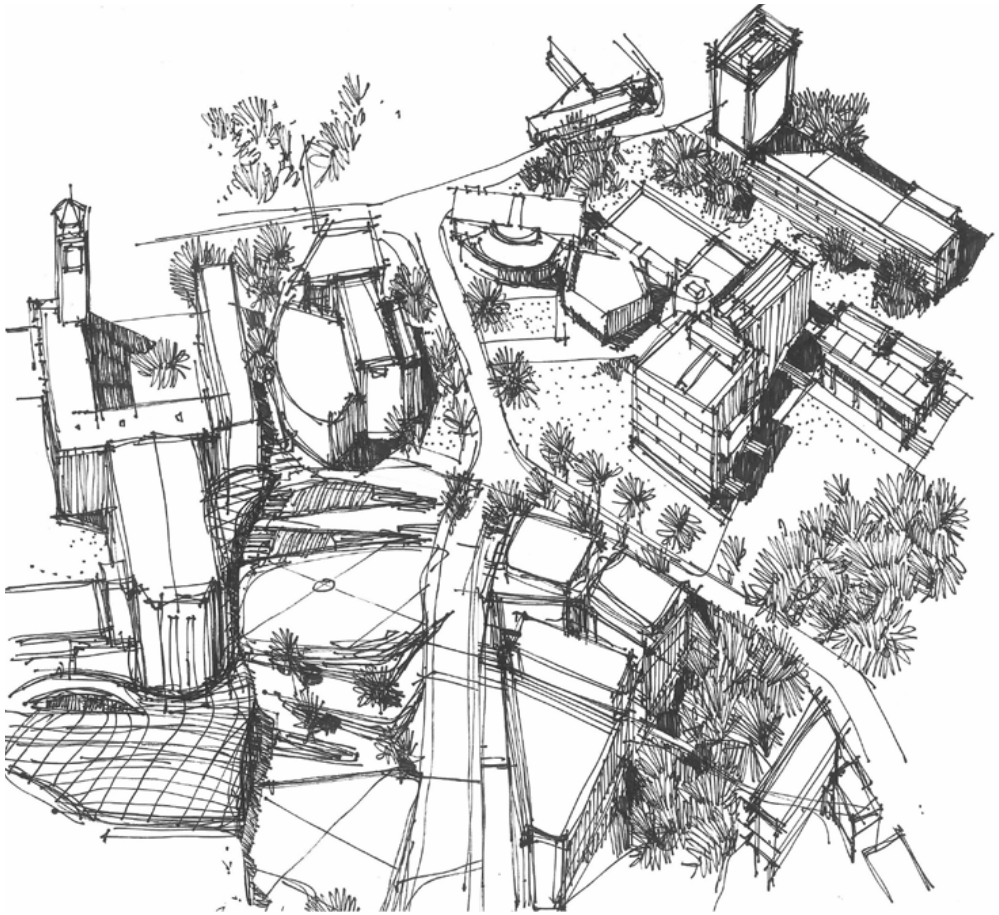
- Create a pedestrian focussed Campus heart.
- Develop a cohesive sense of arrival for pedestrians from Prince of Wales Road to the Forum Square.
- Create a cohesive public realm that links the key buildings at the heart of the campus together.
- Reinforce formality of grid along the Queens Drive through landscape treatment.
- Development of idea of public outer spaces, and semi private inner academic spaces.
- Protect and enhance woodland gardens / botanical collection as a key feature and focus for Queen's, Devonshire House, Hatherley and the Forum building.
- Open up and improve the spatial structure of the surrounding woodland.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT



SKETCH SHOWING LONGER TERM MASTERPLAN PROPOSALS FOR STREATHAM CENTRE

8.6.2 North Park

Objectives

The character of North Park is one of the defining images of the University of Exeter which is of large floor plate buildings set within a landscape that flows around the building groups. This overriding image should be retained. This area has the capacity for new development which should ensure that it reinforces the movement structure of the area by creating strong frontages and overlooking onto North Park and Rennes Drive. Some taller buildings would be appropriate in this location to reinforce the new public realm axis along North Park Road.

Approximate additional floor space post 2012: c.18,700m2 - 24 900m2 based on 3 - 4 storeys, potentially greater if taller buildings are included in this area.

Committed development to 2012

The Business School extension will provide a new building cluster to the south of this area.

Potential for redevelopment

Innovation Centre Phase 1 could be redeveloped to provide increased development floorspace and the opportunity for improved building grouping.

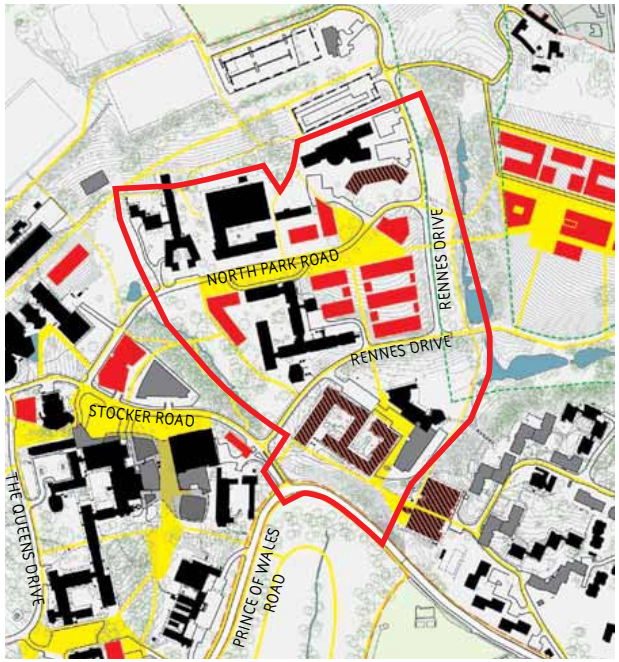
The existing Business School Phases 1 and 2 could be redeveloped to create more efficent and higher density teaching space.

Building Form

- New development should reinforce the principal building grids and key streets.
- New development should complement the massing and scale of the existing buildings that provide a positive contribution to the "townscape".
- Building materials do not need to be the same as existing but should be complimentary.
- New buildings should ensure that they have clear fronts and backs with entrances that overlook the key public spaces.
- Development to be orientated principally west – east.
- Small scale buildings that start to merge the outlines of the existing key buildings should be resisted to ensure that the surrounding edge landscape character is retained.
- Development growth should be from west to east to ensure efficient use of land.
- Maximise views to south by terracing of buildings and landscape.

Landscape & public realm

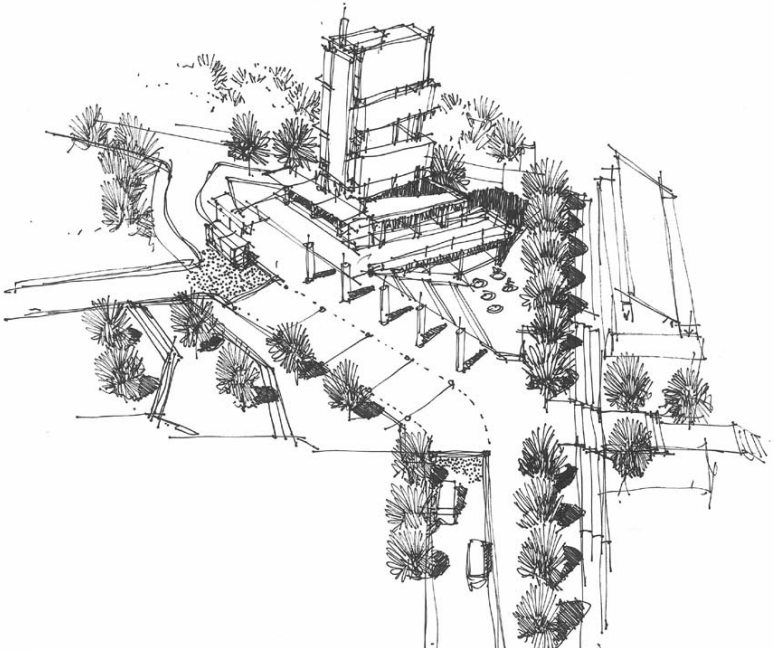
- New landscape to reinforce grid and geometry of area whilst also allowing a more informal natural landscape to continue to flow around the building groups.
- Creation of strong public realm framework along North Park Road with potential to create south facing terraces.
- Creation of new destination square at east end of North Park Road, leading to potential for new pedestrian entrance into East Park.
- New pedestrian link to be created north - south between new development and the Business School.
- Biodiversity of the Plantation and Taddiford Valley Ponds to be retained and enhanced.
- Retain and protect Edinburgh Collection area of botanical interest.
- Wildflower meadow to be relocated.
- Open up and improve the spatial structure of the surrounding woodland to ensure structural green framework is retained.



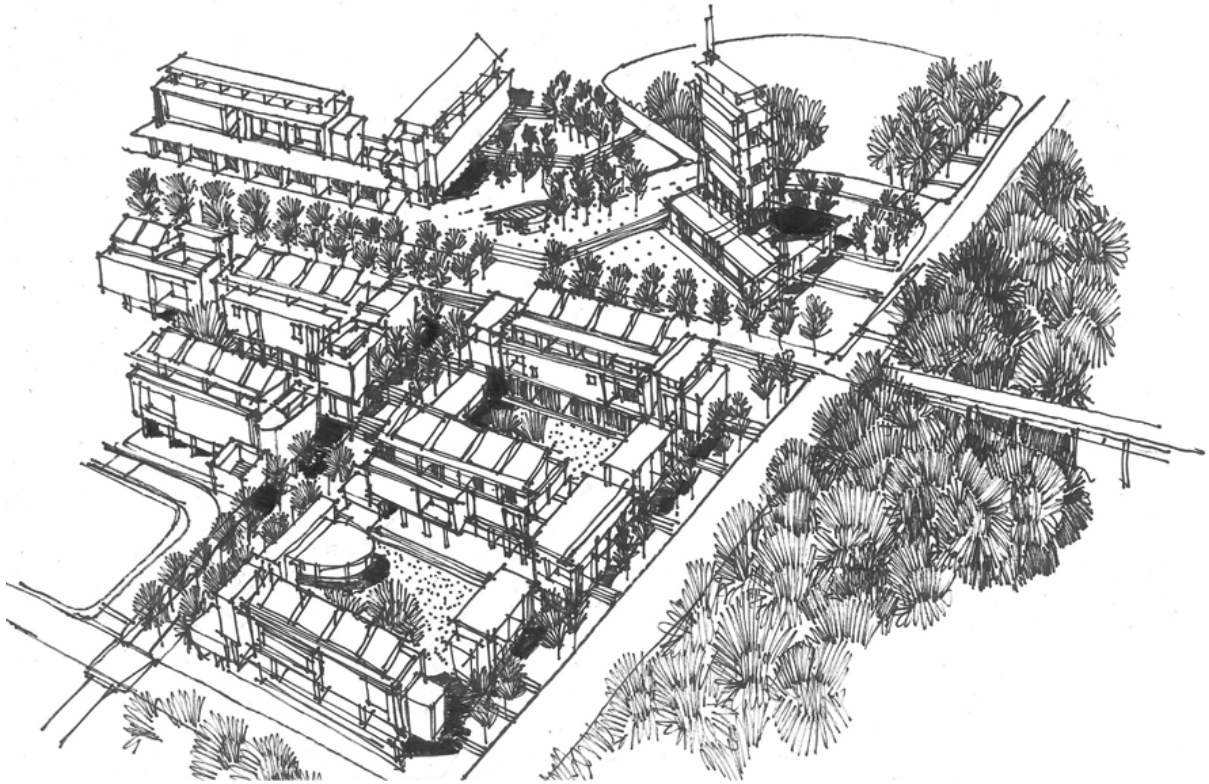
COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT



SKETCH EASTWARDS SHOWING POTENTIAL INTEGRATION OF BUS / VEHICULAR TRAFFIC MOVEMENT THROUGH NEW SQUARE



SKETCH SHOWING LONGER TERM MASTER PLAN PROPOSALS FOR NORTH PARK

8.6.3 East Park

Objectives

This area should be the focus of longer term development within the Campus. There is currently no development in this area and any new development should ensure that it creates its own positive character. The objectives for this area are to create a cluster of well defined and confident buildings, that together form a positive composition set within a generous landscape setting. Some taller buildings would be appropriate in this location to identify the heart of the new development and to form the potential terminus of views along North Park Road / Rennes Drive.

Approximate additional floor space post 2012: c.19,800m2 - 26, 400m2 based on 3 - 4 storeys, potentially greater if taller buildings are included in this area.

This can be achieved in a number of ways, including:

Built form

- Any new development proposed should be planned as part of an overall framework of built form.
- All new development should ensure a shared language of materials.
- Development layout should respond carefully to the topography and to views out over the wider landscape.
- Building forms should be well defined and confident - small scale buildings that start to merge the outlines of the principal buildings should be avoided.
- A clear limit to development should be defined to ensure that the surrounding open landscape character is not compromised. This will be achieved by a more detailed assessment to establish a balanced ratio of open space setting to built form within the overall wider woodland sstructural setting.
- New development to be between 2 - 4 storeys with variation to this in response to local topography and views.
- Development should be compact to ensure efficient use of land.
- Development to be orientated principally west – east.
- Views to south should be retained / enhanced.

Landscape & public realm

- An open landscape should be retained between the proposed development and the surrounding structural woodland areas.
- Maximise views to south by terracing of buildings and landscape.
- Biodiversity of Taddiford and Hoopern Ponds Valley to be retained and enhanced.
- Retain and protect Millennium Magnolias area of botanical interest.
- Open up and improve the spatial structure of the surrounding woodland.

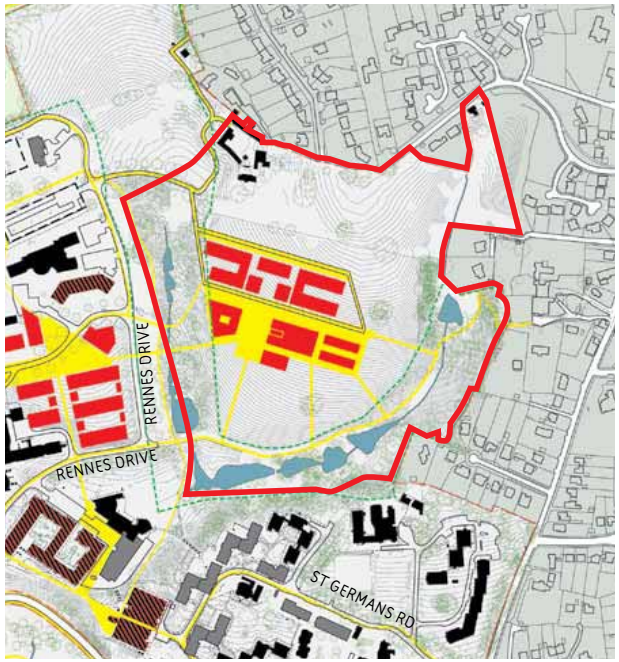
The western, southern and north eastern edges of this area lie within the area of policy LS1 of the adopted Exeter Local Plan First Review 1995-2011. This states:

"Development which would harm the landscape setting of the city will not be permitted. Proposals should maintain local distinctiveness and character and:

(a) be reasonably necessary for the purposes of agriculture, forestry, the rural economy, outdoor recreation or the provision of infrastructure; or

(b) be concerned with change of use, conversion or extension of existing buildings:

Any built development associated with outdoor recreation must be essential to the viability of the proposal unless the recreational activity provides sufficient benefit to outweigh any harm to the character and amenity of the area."

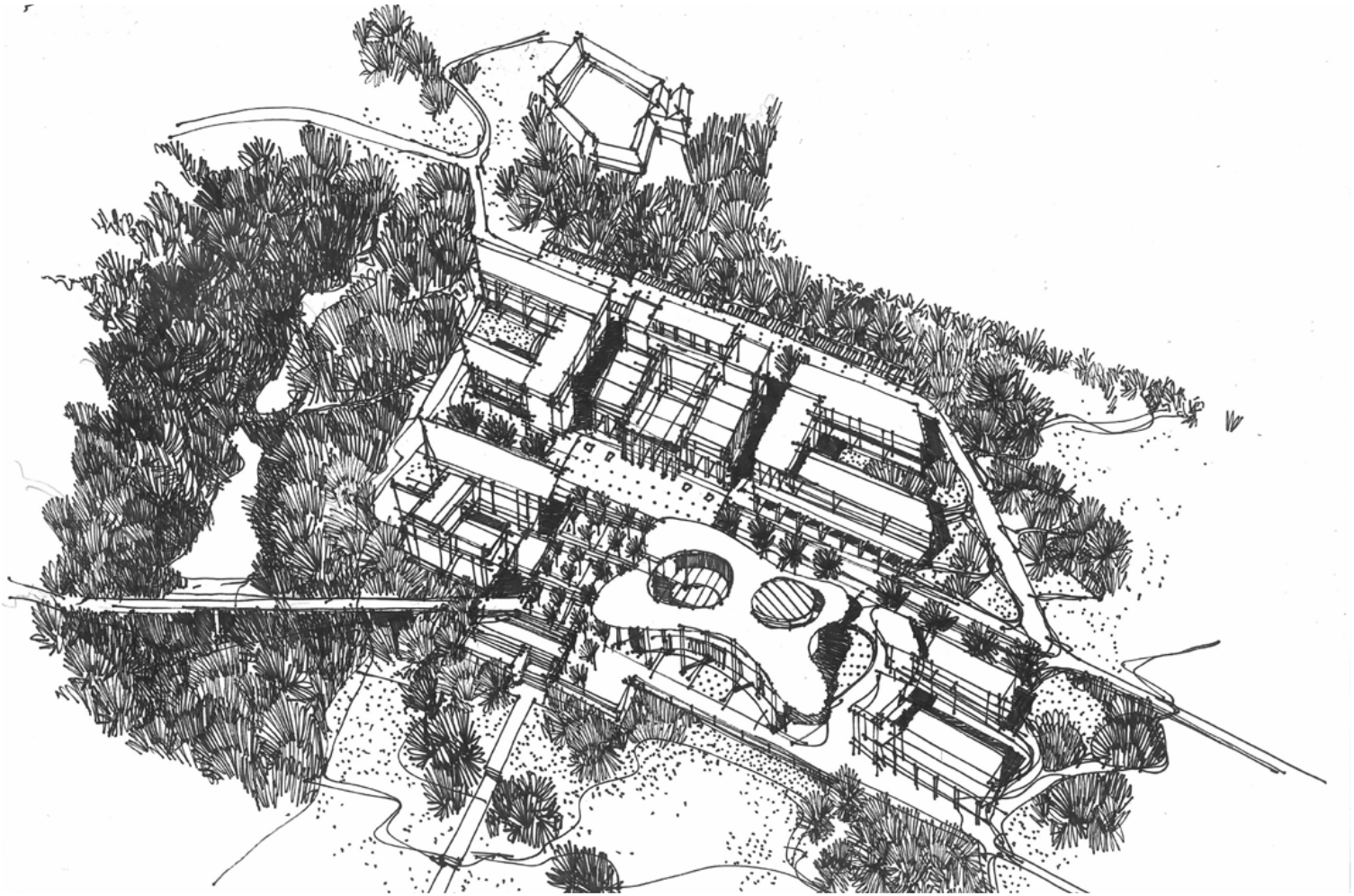


COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

LS1 BOUNDARY



SKETCH SHOWING LONGER TERM MASTER PLAN PROPOSALS FOR EAST PARK

8.6.4 Reed Hall

Objectives

The existing character of Reed Hall and its landscape should be retained. No major development is proposed but smaller scale, sensitive development could be appropriate to replace the 1970s catering block to the rear of Reed Hall and the theatre workshop buildings to the north of Reed Hall.

Committed developments to 2012

None.

Potential for redevelopment

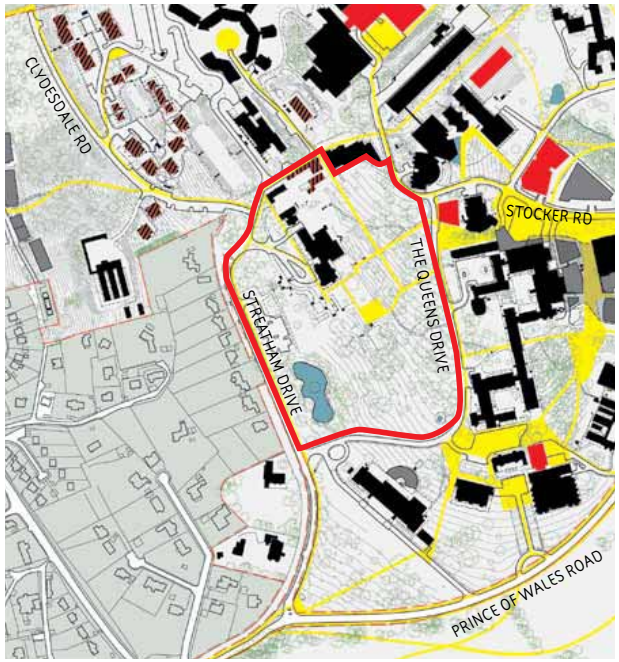
Smaller scale sensitive development could be appropriate to replace the 1970s catering block to the rear of Reed Hall and the theatre workshop buildings to the north of Reed Hall.

Building Form

- Any development in the vicinity of Reed Hall should be of exceptional design quality.
- New buildings should ensure that they have clear fronts and backs with entrances that overlook the key public spaces.

Landscape & public realm

- Open up and improve the spatial structure of the woodland.
- Botanical interest, Veitch landscape and Arboretum to be retained and enhanced.
- Potential for restoration / repair of the historic gardens including walled garden and Italian balustrades.
- Creation of new square west of theatre workshops (Mardon Hill) to link Holland and Mardon Halls through Reed Hall to heart of Campus.
- Development of more direct pedestrian links between Holland & Mardon halls and heart of campus through IAIS / theatre workshops.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

8.6.5 Harris Park

Objectives

Harris Park should be preserved as a simple composition of buildings set in parkland, allowing an iconic "view from the road" of grand buildings set in a sweeping natural landscape.

Committed developments to 2012

A dedicated research centre (The Mood Disorder Centre) will form a curved building located adjacent to the north edge of Washington Singer building.

Potential for redevelopment

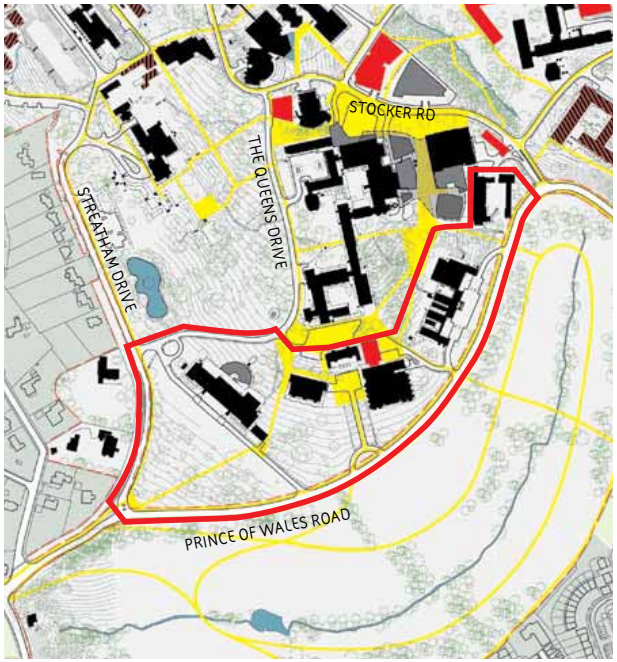
None identified.

Building Form

- Any new development should be of the highest design quality and ensure that it does not detract from the overall composition of large buildings set in an open landscape.
- New development, particularly smaller infill development that reduces the separation between the key buildings should be avoided.
- Potential to re-establish clear fronts and backs to existing buildings in connection with overlooking to new public realm.
- Opportunity for new building to enclose public realm and add to composition of buildings formed by Roborough Hall, Mary Harris Memorial Chapel and Old Library.

Landscape & public realm

- Open, parkland landscape with occasional parkland trees to be retained.
- Commemorative cherries retained within lawns to south of Washington Singer building.
- Potential for the creation of new public space close to Mary Harris Memorial Chapel, Roborough & Old Library to link the Forum to the south west entrance to the Campus via a direct pedestrian link.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

8.6.6 Mardon Park

Objectives

These areas should be developed to create attractive, inviting and vibrant living spaces that create a student community set within a wooded setting. and taking advantage of the excellent views of the countryside.

Committed developments to 2012

New residential units are to be provided at Birks; these will form a series of blocks ranging from 4 to 6 stories.

Potential for redevelopment

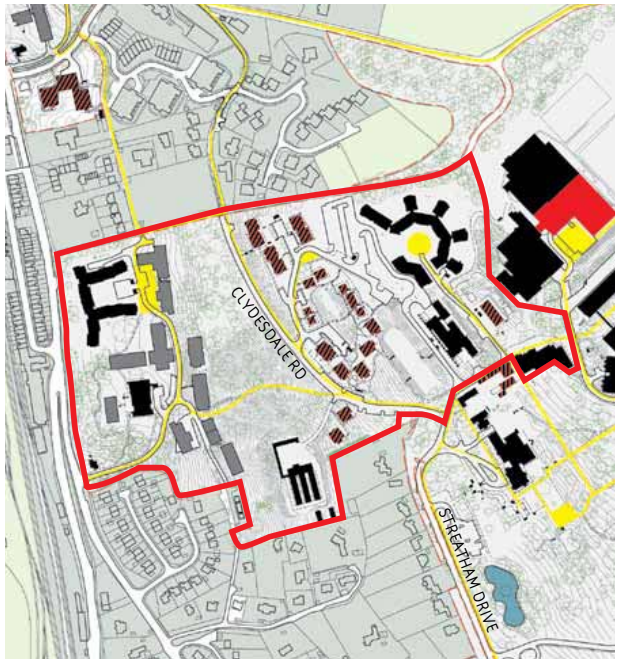
Additional student residences could be created by the consolidation and redevelopment of the cluster of student residences in the Clydesdale area of the Campus.The existing family centre and creche could be redeveloped to provide a higher density development.

Building Form

- Any new development should ensure that it creates a sense of place, with clear fronts and backs and entrances that overlook the key public spaces.
- Any new development should respond carefully to the topography and to views out over the wider landscape.

Landscape & public realm

- Open up and improve the spatial structure of the woodland.
- Develop and interpret the arboricultural interest at Birks Bank
- Develop 'Japanese garden' at Birks.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

8.6.7 Lafrowda & Pennsylvania

Objectives

These areas should be developed to create attractive, inviting and vibrant living spaces that create a student community set within a wooded setting with excellent access to the Campus heart and the City Centre.

Committed developments to 2012

Lafrowda residential units are to be redeveloped to provide more modern accommodation.

Potential for redevelopment

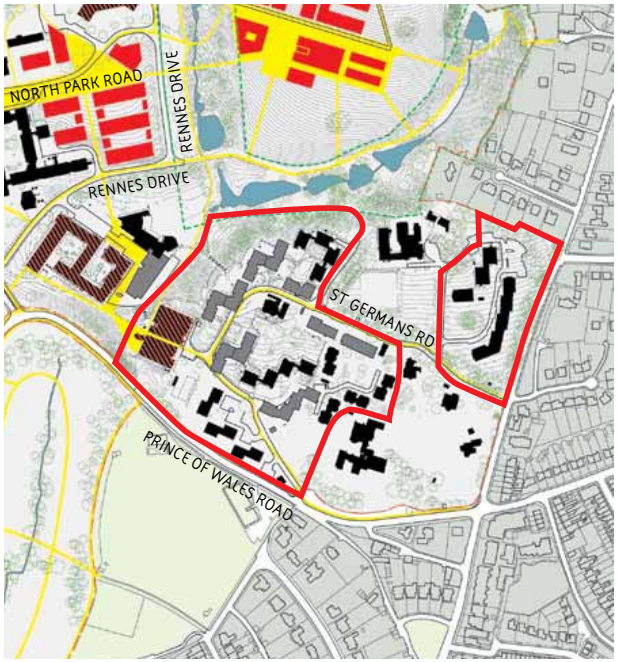
Cornwall House could be redeveloped to provide increased development floorspace and the potential for an improved west - east pedestrian link.

Building form

- Any new development should ensure that it creates a sense of place, with clear fronts and backs and entrances that overlook the key public spaces.

Landscape & public realm

- Open up and improve the spatial structure of the surrounding woodland.
- Potential to create more direct pedestrian access through Cornwall House to link with business school and heart of Campus.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

8.6.8 Lopes and Hope Halls

Objectives

The character of these areas should be retained and enhanced as examples of Victorian villas set in "private" grounds. New development in these areas should be avoided.

Committed developments to 2012

None.

Potential for redevelopment

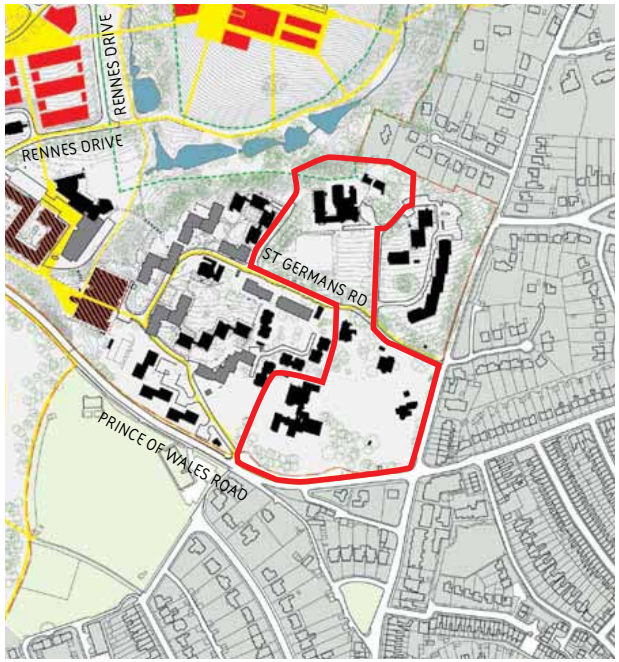
None identified.

Building Form

- No development is proposed for these areas.

Landscape & Public Realm

- Retain setting of Victorian villas.
- Manage landscape setting through selective felling and replanting.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

8.6.09 Duryard Hall

Objectives

These areas should be developed to create attractive, inviting and vibrant living spaces that create a student community set within a wooded setting. with good access to the Campus. and the City Centre.

Committed developments to 2012

New residential units are to be provided at Duryard Hall in the form of a series of 4/5 storey blocks located around the main Hall.

Potential for redevelopment

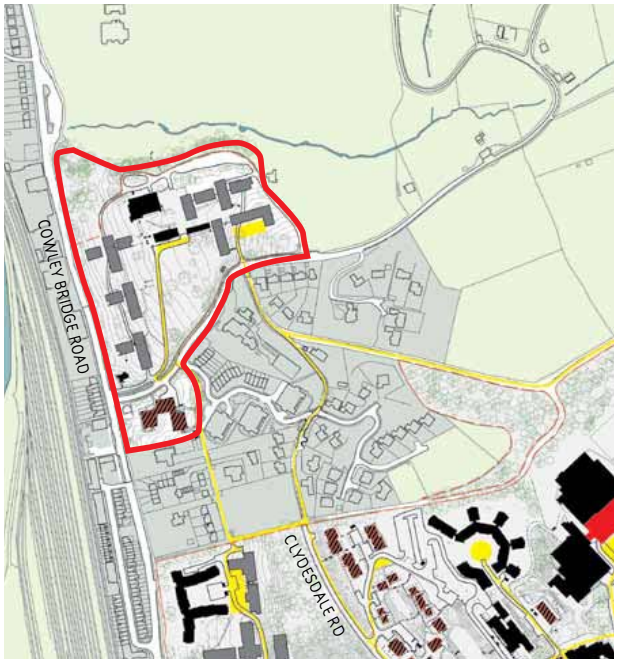
Moberley House could be redeveloped at a higher density.

Building Form

- Any new development should ensure that it creates a sense of place, with clear fronts and backs and entrances that overlook the key public spaces.

Landscape & public realm

- Protect the landscape setting through selective felling and replanting.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

8.6.10 Belvedere Park

Objectives

Belvedere Park should continue to be a focus for formal and informal sports provision and strategic car parking. To minimise impact, any expansion of surface level car parks should be avoided by creation of a second deck of parking.

Approximate additional floor space post 2012: c.2,900m2 based on 1 storey.

Committed developments to 2012

The Cricket Centre located to the north of the existing sports buildings was completed in March 2009. There is a current planning application for a Family Centre / Creche located to the east of Strategic Car Park B and located away from the principal areas of activity for reasons of privacy. Hatherly Greenhouses will be relocated to the east of Physics.

Potential for redevelopment

There is potential for decking to Car Parks A and B.

Building Form

- Any significant new buildings should be located close to existing buildings to the west.
- Any significant new buildings should ensure that it creates a sense of place, with clear fronts and backs and entrances that overlook the key public spaces.
- Facades of decked car parks to be designed to respond to landscape setting.

Landscape & public realm

- Retain and reinforce landscape structure through new tree planting.
- Planting along eastern edge and between sports pitches to be strengthened to form habitat creation areas.
- Open up and improve the spatial structure of the surrounding woodland.
- Retain and protect Edinburgh Collection area of botanical interest.
- Creation of a pedestrian / cycle link between strategic car parking and sports buildings to be explored.
- Should a need be identified, any new pitch lighting proposals will be designed to minimise light spill by projecting light downwards ensuring a total cut off of light above the level of the light fitting.

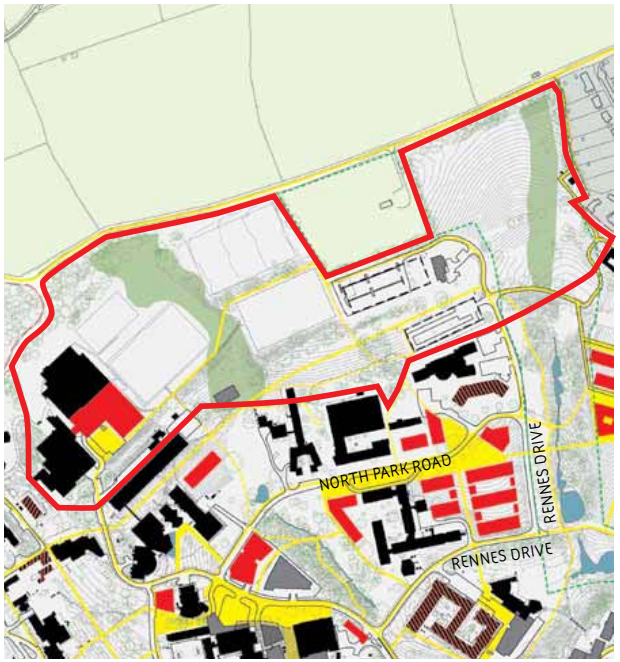
Any future development proposals in that part of the area lying east of the reservoir are subject to policy LS1 of the adopted Exeter Local Plan First Review 1995-2011. This states:

"Development which would harm the landscape setting of the city will not be permitted. Proposals should maintain local distinctiveness and character and:

(a) be reasonably necessary for the purposes of agriculture, forestry, the rural economy, outdoor recreation or the provision of infrastructure; or

(b) be concerned with change of use, conversion or extension of existing buildings:

Any built development associated with outdoor recreation must be essential to the viability of the proposal unless the recreational activity provides sufficient benefit to outweigh any harm to the character and amenity of the area."



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

POTENTIAL HABITAT CREATION ZONES

LS1 BOUNDARY

8.6.11 Hoopern Valley

Objectives

This area should be retained and managed as an open landscape forming part of the setting to the University and as a resource for informal recreation.

Committed developments to 2012

None.

Potential for redevelopment

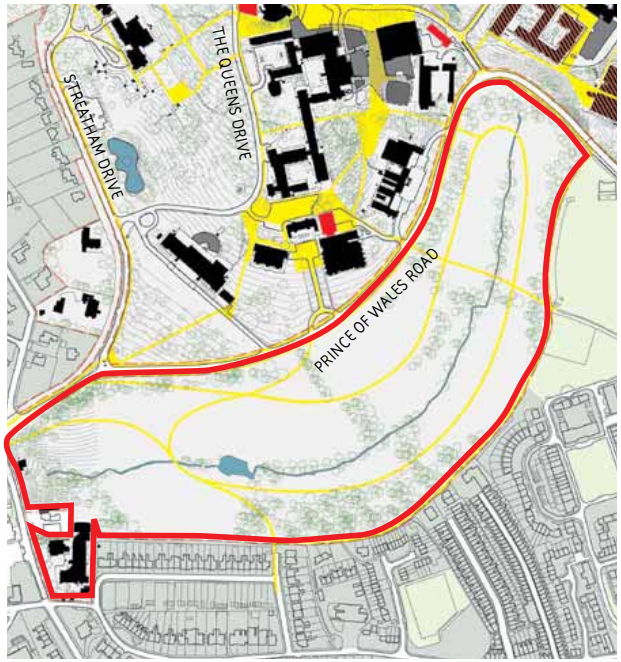
None identified.

Built form

- There is potential for a gateway marker building at the western end of the valley to signify the relationship between the urban edge and start of the valley.

Landscape & public realm

- Biodiversity of valley to be retained and enhanced.
- Open up and improve the spatial structure of the woodland areas.
- Explore the potential for new, signed, recreational links.



COMMITTED DEVELOPMENTS 2008 - 2012

LONGER TERM DEVELOPMENT (POST 2012)

EXISTING BUILDINGS WITH POTENTIAL FOR FUTURE REDEVELOPMENT

CHAPTER 9 STATUS OF THE PLAN

9.1 PUBLIC PARTICIPATION

The draft masterplan framework was subject to public consultation between 2 November 2009 and 18 December 2009. Comments made during the consultation period have been taken into account in this document.

During the consultation process, the University has worked with the City Council and County Council to discuss the University's short and long term development needs. A variety of officers have taken part in discussions, working across a variety of disciplines including planning, design, highways, environment (including archaeology, conservation, parks and open spaces) and sustainability.

9.2 AGREEMENT BY UNIVERSITY

The City Council has worked in partnership with the University in the production of this document and has approved it for consultation.

9.3 IMPLEMENTATION

Following the adoption of the master plan as a Supplementary Planning Document by the Council, planning applications will follow as circumstances and funding allow.

Funding for development will come from a variety of sources including Government (through HEFCE), private donation, bank loans, partnership, or sponsorship, through other grants, or capital receipts on disposal of assets.

The flow of funding from these sources is not easily predictable in the longer term, as it is largely dependant on receiving funding from the Government and other bodies. However this makes it vitally important that the University is in a position to respond to changing needs and opportunities as these arise. The University will pursue all opportunities to achieve funding to meet its vision and objectives.

9.4 REVIEW AND MONITORING

The master plan provides for projected growth to 2026 and for scope for longer term development beyond this, in line with the City Council and University's shared vision and objectives. To take account of the changing context and priorities over time, it will be closely monitored and reviewed on a five year cycle so that changes in circumstances can be taken into account. This review will take place in consultation with the University and the local community.

Each review of the masterplan, which will be carried out jointly by the University and the City Council, will address the following general points:

- what has been achieved to date in terms of implementing the commitments and proposals in the Masterplan;
- what has changed in government education and planning policy affecting the University's future development;
- what development needs are indicated by the University's latest strategic and estates planning data;
- what is the up to date regional and local development plan policy context, including monitoring against the nine principles in the adopted University of Exeter Supplementary Planning Guidance (2007);
- what needs to change to reflect the above.

The first review in 2015 will include the issue of purpose built student residential provision within Exeter. Should this review identify a potential shortfall over the next five year period in the context of the requirements of the existing Supplementary Planning Guidance, the Council may require suitable University owned land in Exeter to be made available for new or increased density student residential provision.

9.5 THE DESIGN MANAGEMENT PROCESS

To achieve the vision of creating a genuinely world-class learning environment requires a singular and relentless commitment to delivering the very best quality built and natural environment. The University recognises that this requires a long term design management and delivery process that forms an accord between the University as guardians of the vision, and as sponsors and patrons for future development and the City Council as the development control authority. It is also recognised that the journey from strategic master plan to delivery on the ground of great buildings and great places is not straightforward and requires very active management along the way.

There are effectively four ways in which design excellence can be delivered and it is likely that the way forward will involve a combination of all four. These are summarised as follows:

- A clear statement of the vision and an enduring commitment to it. This is one of the key aims of this document and provides the framework for a continued dialogue and collaboration between the University, the City Council and stakeholders:
- The use of design competitions, a process already adopted very successfully by the University for the design of the Forum Building. As a process it can be a highly effective way of delivering great architecture and design but it is best used for new buildings of real significance and importance.
- A commitment by the University to use the very best architects and designers as a matter of course in the future;
- The preparation of design codes / principles;

It is the first and the last of these measures that become the basis for the design management process between the University and the City Council. The middle two measures are mostly a matter for the University and how it goes about its procurement process. This masterplan document and design codes / principles that will emerge from it will become the principal form of communication on design matters between the University and the City Council. The design code is an important delivery tool and provides clarity to all parties on what constitutes acceptable development within the development framework. CABE (2005) sets out the following working definition of a design code:

'A design code is a set of specific rules or requirements to guide the physical development of a site or place. The aim of design coding is to provide clarity as to what constitutes acceptable design quality and thereby a level of certainty for developers and the local community alike that can help to accelerate the delivery of good quality new development.'

The preparation of design codes is intended to accelerate the planning process and provide an efficient means of communicating design intent.

9.5.1 Design Codes / Principles

The preparation of design codes / principles is intended to benefit both the University, the City Council and local stakeholders by making both the design development process and the planning process more efficient and focused on delivering a high quality built environment. The codes do not form part of this document but will be prepared in draft within a period of 6 months following the adoption of the Supplementary Planning Document or before the submission of any fresh planning applications, whichever is sooner. The design codes will be prepared by the University in full consultation with Exeter City Council and Devon County Council Highways. The purpose of the guidance is to build upon the aspirations set out in the master plan and to describe a very simple set of design rules and requirements that will inform all future development on Streatham Campus. The codes are intended to maintain quality and consistency and establish good urban design principles but are not intended to restrict creativity, innovation or prescribe architectural styles. The design codes provide a simple set of rules and requirements that can be interpreted in a variety of different ways.

The Design Codes / Principles will include guidance in the following areas:

- Building heights
- Building orientation
- Building role –access, connectivity and linkages
- Movement network across the future development area- traffic, bus routes, car parking, servicing, cycling
- The scale and nature of the public realm –pedestrian network, key spaces and places, signage
- The scale, disposition and treatment of the public realm areas;
- Guidance on infrastructure and utilities;
- Guidance on external areas –landscape setting, public art.

Integral to all of the design code material will be guidance on performance in relation to climate change and the protection of natural resources. Design Codes will need to be reviewed and monitored in line with this document to take account of any emerging new standards in the future.

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