



Princesshay Public Consultation

Exeter Cycling Campaign welcomes the opportunity to offer preliminary comments on the proposed Princesshay development on the site of the existing Exeter Bus Station.

Attention to the following considerations will help to ensure that a thoroughly resolved planning application is submitted that considers all users to the site and the important aspirations of Exeter City Council to encourage sustainable and active travel.

The following comments give specific attention to the cycling infrastructure of the proposal:

Recommendations:

1. Princesshay Leisure Framework Travel Plan

1.1 It will be important to deliver on the commitments of the Outline Planning consent for the site, as per the following highlight items from the Princesshay Leisure Framework Travel Plan:

1.2.2 “..Travel Plan should contain a mix of incentives intended to make the development more sustainable by encouraging increased use of sustainable alternatives to driving alone”

1.6.3 Paragraph 35 of the NPPF states that:

“35. Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- accommodate the efficient delivery of goods and supplies*
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities*
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians*

1.6.11 The overall aim of the Princesshay Leisure Framework Travel Plan is to:

Provide an accessible and sustainable development that capitalises on the strengths of the site’s location (e.g. city centre site, adjacent to Princesshay and the bus station and close to local rail and Park and Ride networks) and to inform and motivate site occupants to support and encourage their staff and customers to choose healthier, cleaner, greener, lower impact travel options.

2. Paris Street

2.1 Cross city-centre permeability for people on bikes is essential for encouraging active travel. Maintain a clear segregated cycle route on Paris Street.

2.2 In addition to this, Paris Street’s cycle-contraflow needs to be maintained.

2.3 The junction of Dix’s Field and Paris Street needs to be designed to allow for safe two-way movement of people cycling.

2.4 Ensure that all cycle provisions adopt best practice, with specific reference to the published guidance Making Space for Cycling. <http://www.makingspaceforcycling.org/>

2.5 Please refer to the attached feedback on the Outline Planning Application from Sofia Bergman.

3. Site Levels / Cycle Accessibility

3.1 The topography of the proposed development is understandably complex and the landscaping response for pedestrians looks well resolved.

3.2 Due to the topographical constraints, the proposal appears to limit accessibility across the site for those travelling by bicycle but, much like the existing Princesshay development, should not limit the provisions for cycle parking within the site as well as on the perimeter of the site.

3.3 It should also be noted that people travelling to the bus station by bicycle and maximising the use connected sustainable travel (which should be encouraged), need to be accommodated for via the internal street of this proposed development. Generous access and parking provisions for bicycles at the immediate interface between the retail development and the proposed bus station is essential.

4. Cycle Parking Provision

4.1 High profile cycle parking is essential at every point of entry to the development site. The existing Princesshay development successfully provides cycle parking at numerous strategic locations. However, the present capacity of cycle parking is already proving to be inadequate.

4.2 The developer should ensure they achieve the County strategic intent for 12% of journeys to be made by bicycle. Cycle parking provisions should therefore plan for at least this level of journeys and cycle parking. It is unacceptable that the cycle parking provisions will not be, as a minimum, in accordance with the Council's policy.

4.3 We note that the Design & Access Statement p53 shows where there cycle rack locations are proposed:

4.4 We note that section 5.2.3 of the Travel Plan states that "Cycle parking, in the form of 'Sheffield Stands', will be provided around the periphery of the development site, at the points at which cyclists enter the site. Cycle parking will also be provided for staff in a central location with a secure, weatherproof shelter".

4.5 A proportion of cycle parking for visitors to the site (not only staff) should also be protected from the rain. This can be designed into the architectural design of the development, as shown with cycle parking facilities at Waitrose, Exeter for instance.

4.6 Cycle parking provision should also be provided throughout the site (not on the periphery only) with a significant allocation at the interface between the Princesshay development and the bus station pedestrian access point.

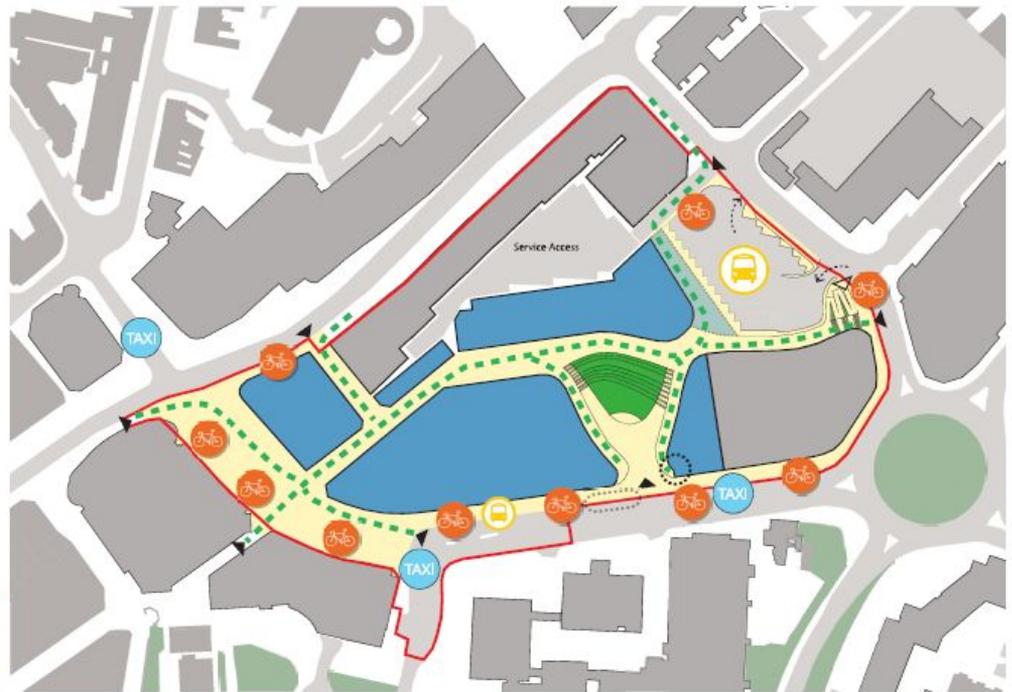
Site Access

In order to respond to the urban context of this historic city centre and ensuring provision of a safe pedestrian areas vehicular access for buses and service vehicles is limited to the east side of the site via Cheeke Street.

Ensuring an accessible and inclusive design is achieved there is ramped access at the East of the site that allows pedestrians users from the Vue Cinema or Belgrave Road to gain access to the bus station. The natural topography of the site also allows users to enter at Bampfylde Street. To the West ramped access into the site is achieved by following the new pedestrianized Paris street upwards into the main connecting route. There will also be vertical access in the centre of the site. A lift will be available in the main amphitheater space that will allow users to move between the new street at a higher level and the base of the amphitheater, close to the same level as Paris Street.

Key

Application Site	—
Vertical Access	○
Access / Disabled Access	▲
Pedestrian Routes	●●●●●
Vehicle Drop off Point	○
Cycle Locks	🚲
Bus Stop	🚌
Possible Taxi Points	TAXI



4.7 Proven experience from other cities shows that encouraging people who cycle to access retail areas prospers businesses. A report commissioned by the Department for Transport showed that

- Reduced infrastructure maintenance costs come with catering for active travel and are typically 33% lower.
- Cycle parking allows 5 times more retail spend than the same space for car parking. Furthermore, a compact town optimised for walking and cycling typically delivers a 'retail density' (spend per square metre) 2.5 times higher than typical urban centres.

5. Economic benefits

5.1 Awareness should be had of the economic benefits of encouraging people to access and travel through the proposed development site by bike. The convenience of cycle travel enables users to engage with the commerce of retail developments with significantly less demand on space (for both travel and parking) than those travelling by private car.

5.2 Facilitating access to the site by bicycle creates an additional service sector revenue stream and potential job creation. The number of cycle service providers in Exeter continues to increase.

Conclusion

The adaptation of the proposals for Princesshay based on the above recommendations will contribute to further enhancing the quality and longevity of the proposed development in the interests of both the developer and the city of Exeter.

There are best practice design guides in place, built on experience abroad and in the UK, which demonstrate how the built environment can be designed to best accommodate appropriate and adequate cycling infrastructure.

The Exeter Cycling Campaign would be happy to assist those associated with the proposed development and direct persons to the appropriate guidance and solutions in order to make sustainable travel to/from the site site a success.

Kind regards,

James Barnfield

for and on behalf of:

EXETER CYCLING CAMPAIGN

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