

# **PROPOSALS FOR THE KNOWLE, SIDMOUTH**

## **DOWNLOADABLE BROCHURE**

[www.mccarthystoneconsultation.co.uk/sidmouth](http://www.mccarthystoneconsultation.co.uk/sidmouth)

# OUR VISION

## THE SITE

McCarthy Stone, the UK's leading developer and manager of retirement communities, is in the early stages of working up proposals for the redevelopment of The Knowle, Sidmouth with a revised scheme which features a purpose-built care home, Extra Care and age-restricted Retirement Living accommodation as well as policy compliant affordable housing.

The site lies north-east of the seafront and town centre, within a residential area of Sidmouth. It is bounded by a publicly accessible open space referred to as 'The Knowle' which is characterised by its parkland and mature trees.

To the East of The Knowle runs Station Road, a primary access route into Sidmouth. To the North and West of the site are a series of 1- and 2- storey detached residential properties which front onto The Broadway and Knowle Drive.

The site currently comprises of a collection of buildings previously used by East Devon District Council, who have since relocated as they deemed the buildings no longer suitable and unfit for repair.

The site has existing planning permission for a C2 assisted development, however, it is important to McCarthy Stone that the revised proposals respond to the concerns raised by the community as part of the original planning consent.



Former hotel building



South formal landscape terraces



Former council buildings



Views across The Dell



# OUR VISION

## OUR COMMITMENT TO COMMUNITY ENGAGEMENT

As part of our commitment to community engagement, we have commenced a community consultation programme to inform local people of our initial proposals and gather feedback. A two-week virtual exhibition is being held from 6th July until the 20th July, to introduce our emerging proposals for the site and invite feedback.

We look forward to listening to your feedback at this time, and in September 2022, we will carry out a second round of consultation, that will demonstrate how our proposals have responded to feedback received, before a planning application is submitted to East Devon District Council.

## SUSTAINABLE LOCATION

The proposal site sits north-west of Sidmouth town centre, and is bounded to the South and East by The Knowle – a park area characterised by its mature trees, openly accessible to the public.

The high street is approximately 500m from the site and offers a variety of amenities including a range of shops and services, a post office, coffee shops and restaurants, and a church. The site is also served by a regular bus service, at the corner of the junction at Station Road and Broadway, that offers hourly services to Sidmouth Town Centre and Exmouth respectively.



Aerial view of the site

# VIRTUAL CONSULTATION

## OUR PROPOSALS

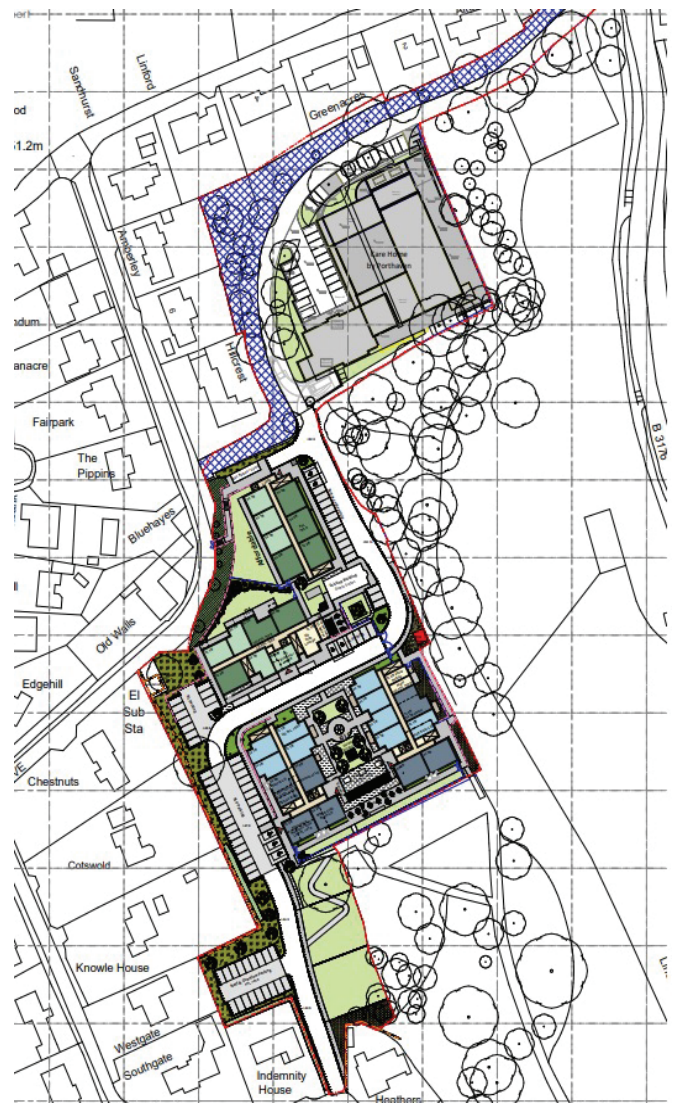
McCarthy Stone is working up proposals to develop land off Knowle Drive, in light of the previously consented proposal.

The emerging proposals for the site's redevelopment look to provide a new, specialist retirement community, together with landscaping, indoor communal facilities and on-site car parking; and comprise of:

- The Dell, in northern part of the site that currently comprises of a car park, to form part of a C2 use class development to provide a 70-bedroom care home.
- A high-quality Retirement Living (C3 use) and Retirement Living PLUS (Extra Care) C2 use class development to be developed by McCarthy Stone on The Plateau part of the site, featuring up to 26 one- and two-bedroom Retirement Living apartments as well as up to 59 one- and two-bedroom Retirement Living PLUS (Extra Care) apartments for private sale, part-rent part-buy and rental options.
- The Plateau part of the site to also include up to 21 one- and two-bedroom affordable open market housing apartments, in compliance with local authority guidance.
- Tailored shared facilities within both the Retirement Living developments, including a communal lounge with a kitchenette and a hotel-style guest suite as well as an onsite bistro restaurant within the Retirement Living PLUS development.
- Principal vehicle access from Station Road, with secondary access from Knowle Drive for the use of service and emergency vehicles only.
- Sufficient levels of car parking onsite, including disabled and electric vehicle charging bays, as well as an overflow parking area to the south-west of The Plateau part of the site, that will be accessed from Station Road.
- Attractive landscaped outdoor spaces, including a communal garden to the north of the Retirement

Living block, as well as a private resident terrace within the Retirement Living PLUS (Extra Care) facility courtyard to maximise views to the south

- The retention of the Ginkgo tree, and a commitment to relocate this to the public park at The Knowle, to ensure it remains protected and enjoyed by the whole community.
- Proposals have been considered to provide a more legible route across the site for public access, whilst retaining resident privacy where possible.



Proposed Site Masterplan



## OUR APPROACH TO DESIGN, SCALE AND APPEARANCE

We design our schemes to express an individual character of their own to meet the needs of our residents and reflect the surrounding area. Before we begin designing any proposal, our team of architects spend time carefully researching the architecture and character of the local area to ensure our plans include features and materials that reflect the local identity of Sidmouth.

The site is not in a conservation area, however it is near to the Elysian Fields Conservation Area to the east and the Sidmouth Conservation Area to the South. There are also two Grade II listed buildings adjacent to the site, including The Summerhouse and Balfour Lodge. Our proposals would therefore look to maintain these

considerations for heritage assets on site, including setting as the scheme develops.

Our initial approach seeks to concentrate on the scale and massing of the proposals, and will maintain reasonable distances from neighbouring residents and heritage assets, that reduces perception of mass by being within existing or consented footprints.

We are committed to working with the wider local community, to achieve a high-quality, effective design for this development, that intends to show how our design process has developed from the previously consented scheme.



## HIGHWAYS

Vehicle access to the site will be provided from Station Road, with a secondary access on Knowle Drive for the use of service and emergency services vehicles only. The proposals will also ensure that all car parking is self-contained onsite, with an overflow parking area to the south of the site. The proposed development will include disabled spaces and charging points for electric vehicles.

McCarthy Stone developments, by their very nature, are regarded as a passive form of development and generate low traffic movements when compared with the site's former employment use or general market housing. Residents moving to a McCarthy Stone development tend to rely less on their car, and from McCarthy Stone's experience, many relinquish it altogether after a year or so when they realise that it is no longer essential to maintaining their independence.

Those residents who do own a car tend not to use a car in peak hours and residents do not need to use a car on a day-to-day basis due to the site's sustainable location. The level of parking provision will therefore take account of the lower traffic generation and car ownership associated with age-restricted retirement development.

The redevelopment of this site will also include a construction traffic management plan, that will ensure that construction vehicles will not be entering or leaving the site during peak hours. The timing and routing for construction traffic will also be carefully considered with the planning and highway authorities to ensure minimal disruption to the local road network and highway safety.





## OUTDOOR SPACES

We seek to ensure that all our developments have high-quality outside space for our residents to enjoy. Our proposal for Sidmouth includes landscaped gardens, including a communal garden to the north of the Retirement Living block, as well as a private resident terrace within the Retirement Living PLUS (Extra Care) facility courtyard to maximise views to the south.

The proposals also seek to retain the Ginko Tree and propose to relocate this to the public park at The Knowle, to ensure it remains protected and enjoyed by the whole community.

Our developments are designed to blend in with their surroundings. We recognise that high quality gardens and landscaping turn a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

Our plans for Sidmouth propose extensive tree and shrub planting to create a pleasant residential environment. Our own management company will maintain the grounds on behalf of our residents to ensure they develop and mature to enhance both the building and the local neighbourhood.



Example of McCarthy Stone existing scheme at Didcot



Example of McCarthy Stone existing scheme at Cirencester

## LOCAL NEEDS AND BENEFITS

There is a significant need for this type of development both nationally and locally, and it is important that communities address the current and future needs of their residents.

East Devon District Council’s Local Plan (2013 – 2031) identifies ‘Older Age’ as a Key Issue and Objective and concludes that “the population of East Devon is already older on average than nationally and will continue an ageing trend for decades... the provision of suitable retirement and downsizing accommodation has been added to our planning policies with the aim of encouraging health and independence of our older population.”

### BENEFITS

McCarthy Stone’s specialist retirement housing has a number of benefits to the local high street, as well as wider health and social benefits:



**£1.23m** – Total expenditure in the local economy each year through jobs and local spending



The average 80-year-old feels a decade younger after moving to specialist retirement accommodation



**80%** of our customers use the local shops daily or often



Release of under-occupied family homes back into the local market, which will in turn improve the supply of homes for first-time buyers



**£125,200** more expenditure on average than a general needs market scheme



**27%** lower infection rates of Covid-19 in McCarthy Stone’s developments compared with the general over 65s population



The creation of new and permanent jobs through the Extra Care housing and the care home as well as further jobs in construction, management and repairs



Those in specialist retirement housing are half as likely to be lonely, making them significantly less likely to develop dementia



**£3,500** – average health and social care saving per person per year when someone moves into retirement housing



The delivery of much-needed affordable housing onsite, in accordance with local authority policy.



## FEEDBACK

We want to know what you think about our plans. We would appreciate it if you could take the time to complete our online feedback form so we can understand your thoughts and suggestions.

If you would prefer to provide your feedback by telephone or post, please call a member of the project team on our Freephone information line **0800 298 7040** or by email at [feedback@mccarthystoneconsultation.co.uk](mailto:feedback@mccarthystoneconsultation.co.uk).

A member of the team will be able to record your feedback over the phone or send you a hardcopy of our feedback form with a freepost reply envelope.

