

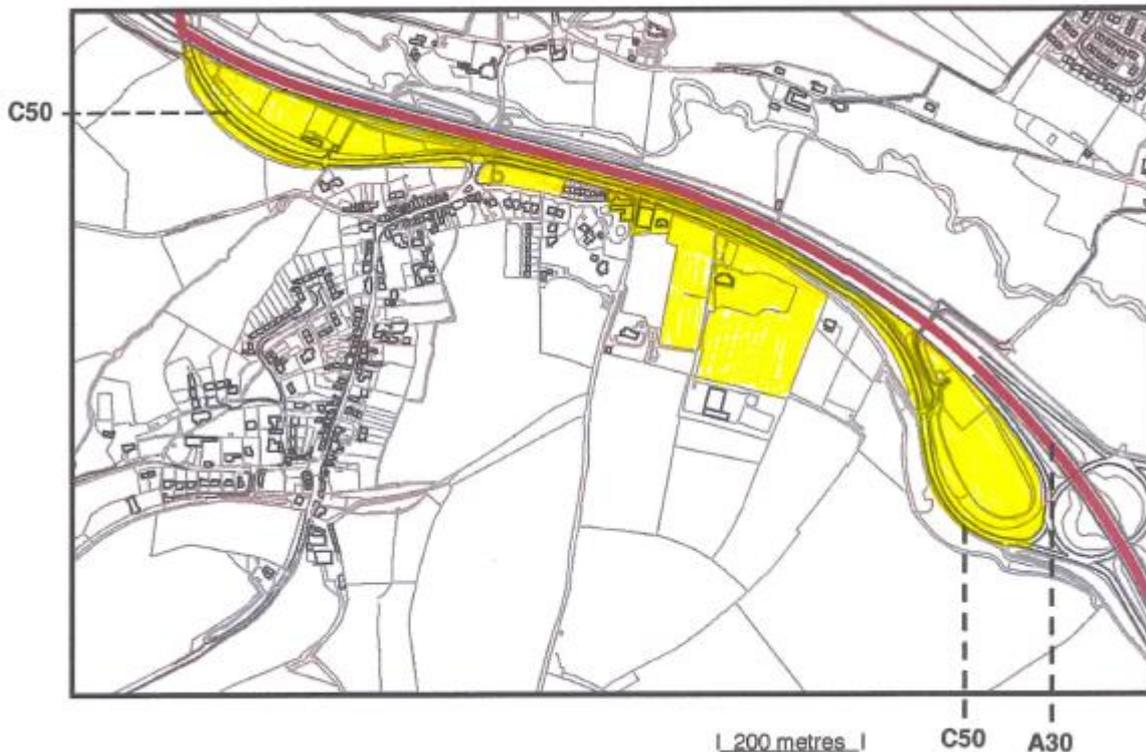
Ide Gateway Character Assessment

Purpose of Report

To identify the features and characteristics along Ide Village Road that contribute to the rural setting of the village.

Area of Survey

The area that was 'surveyed' is indicated on the map below.



Survey Method

The Assessment was carried out by members of the Neighbourhood Plan Steering Group in late May and early June 2017. It involved:

- a desk study to identify the current ownership and policy context (see summary below and more details in appendix)
- a visual inspection, involving a walk along the length of the Ide Village Road in both directions, and a series of photographs

Desk Findings

For ease of analysis the survey area has been divided into five areas of land bordering Ide Village Road, based on the ownership pattern as we understand it. The ownership map and details of each tract of land within the survey area are set out in Appendix A.

In the survey area, rural land uses predominate. These vary from farming and equestrian activity to a horticultural machinery outlet. In total, there are 10 residential properties, including 1 listed building. Planning history shows that the local planning authority has been consistent in its decision-making and endeavoured to keep the area rural in character.

The survey area is located outside the defined built-up area of the village of Ide. See map below. The current Local Plan Policy S22 provides the prevailing planning context for this area of countryside.

S22 Countryside

Land outside the defined settlement limits of Bovey Tracey, Chudleigh, Dawlish, South West of Exeter, Kingskerswell, Kingsteignton, Newton Abbot, Teignmouth and the villages listed in S21 is classified as open countryside, where development and investment will be managed to provide attractive, accessible and biodiverse landscapes, sustainable settlements and a resilient rural economy.

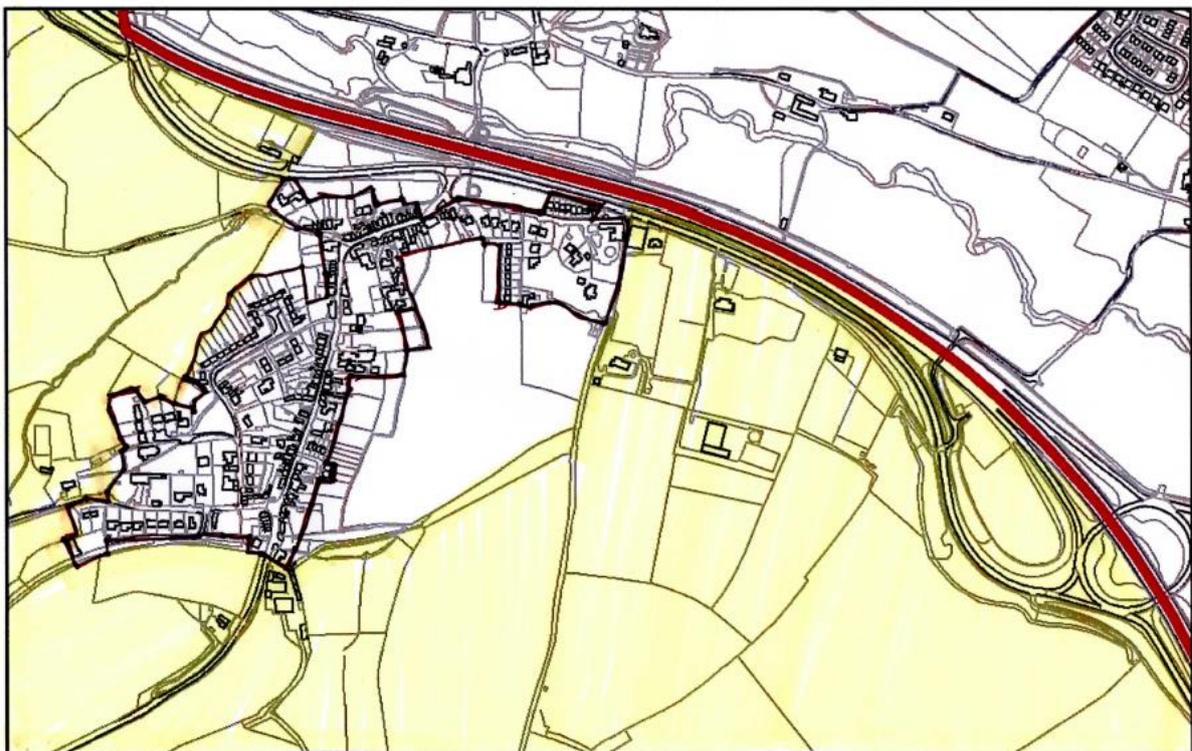
In open countryside, development will be strictly managed, and limited to uses which are necessary to meet the overall aim set out above, as follows:

- a) affordable housing for local needs, replacement dwellings, travelling show people plots, Gypsy and Traveller pitches, and dwellings for agricultural, forestry and other necessary rural workers;*
- b) agricultural, forestry, equine, industry, business, warehousing, retail, leisure and tourist uses;*
- c) transport, communication, energy and other infrastructure and community facilities;*
- d) development to support biodiversity and geodiversity; and*
- e) alterations and extensions to existing dwellings, and to other buildings with one of the uses in criteria (a) – (d) above.*

In assessing development proposals, particular account will be taken of:

- f) the distinctive characteristics and qualities of the Landscape Character Area;*
- g) the integrity of green infrastructure and biodiversity networks;*
- h) impact on overall travel patterns arising from the scale and type of development proposed; and*
- i) the need to ensure that development in the countryside does not have an adverse effect on the integrity of the South Hams SAC.*

Much of the survey area is designated as an Area of Great Landscape Value under Local Plan policy EN2A. As shown on the map below.



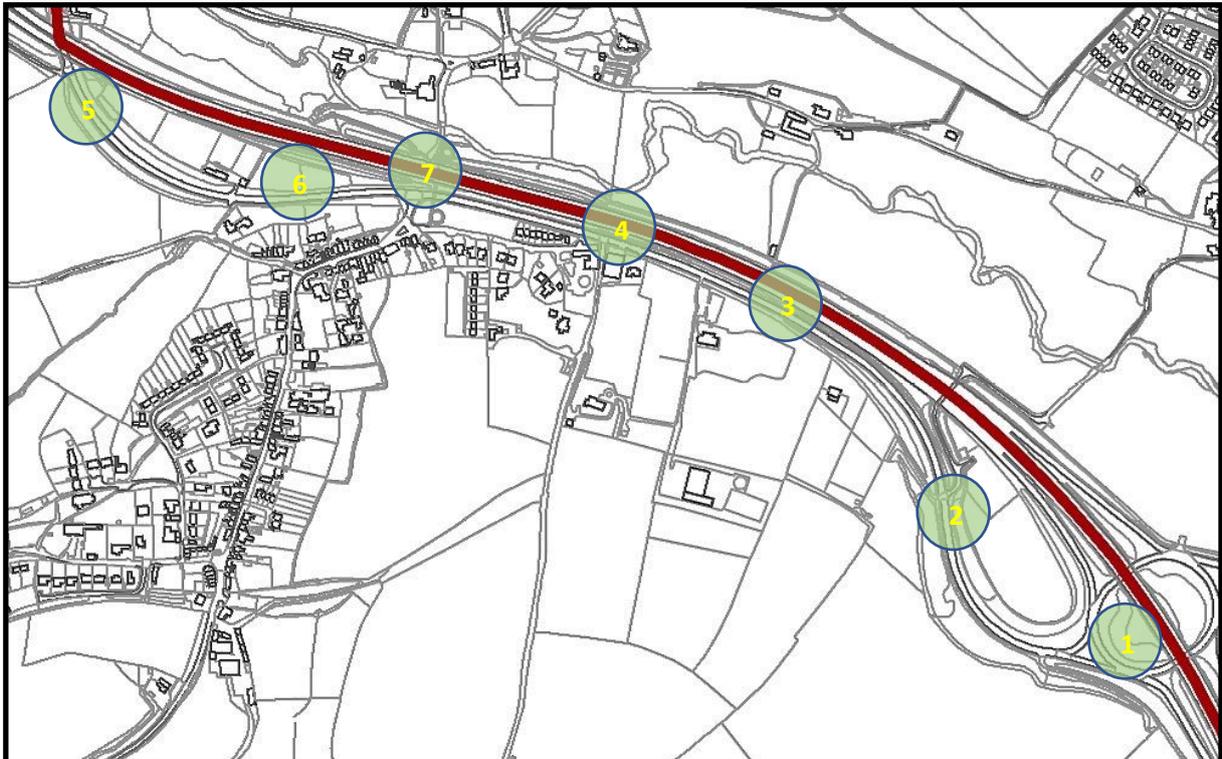
EN2A Landscape Protection and Enhancement (new policy)

To protect and enhance the area's landscape, development will be sympathetic to and help to conserve and enhance the natural and cultural landscape character of Teignbridge, in particular in Areas of Great Landscape Value and within the setting of Dartmoor National Park.

Development proposals should:

- a) conserve and enhance the qualities, character and distinctiveness of the locality;
- b) where appropriate restore positive landscape character and quality;
- c) protect specific landscape, wildlife and historic features which contribute to local character and quality; and
- d) maintain landscape quality and minimise adverse visual impacts through high quality building and landscape design.

Visual Inspection



Our report on the visual inspection of the approaches to Ide Village (below) is presented as an analysis of what we have observed at key points along route. The 'positives' and 'negatives' refer to the impact that features we have identified have on the sense of rurality. The map above indicates the location of these points.

Approaching from the East

Point 1 A30 Alphington Junction

This is an exit off the extremely busy roundabout which provides access to and off the A30 trunk road. It links to Exeter via the A377 and to Dartmoor and Moretonhampstead via the C50, Ide Village Road, which connects to the B3212. This is a very heavily used roundabout, particularly to and from Exeter. It often becomes congested especially at rush hours, both am and pm. The morning volume of traffic is particularly heavy, with traffic regularly backing up on the A30 for hundreds of metres.

Departing the roundabout in the direction of Ide can provide sharp relief for travellers. Immediately, after the roundabout there begins a calmer sense of rurality.



Positives

- The roundabout is visually attractive with trees and shrubs
- The roads are well maintained, with good signage, these needing protection
- Regular parking on roundabout by single traveller with horse-drawn caravan
- Sympathetic post and rail fence

Negatives

- Traffic congestion, with occasional gridlock at peak times
- Traffic noise most times of the day
- Unauthorised advertising signs

Point 2 (1st curve on the C50 heading towards Ide)

Heading west from the roundabout along Ide Village Road, there is an immediate sense of being in the countryside. The road passes through a cutting bordered by grass verges and high hedges. The road first sweeps right, then left for 250 metres to just past a lane on the right. This is Crabb Lane which provides access to Round Field. (The lane continues under the A30, beyond to fields, Clark's Pond and eventually to Cowick Lane, Exeter.) 400 metres along Ide Village Road, on the left-hand side is the entrance to 'Radmore & Tucker Garden Machinery'. Approaching this entrance, the commercial buildings can be glimpsed through the hedgerow, although the screen is quite effective.



Positives

- Visually attractive verges and foliage of shrubs and trees
- Verdant embankments
- Quieter - where Round Field provides a visual and sound barrier to the noisy A30
- Well-maintained verge

Negatives

- Traffic noise most times of the day
- Crabb Lane and the entrance to Round Field often populated with parked cars and commercial vehicles, many left for the duration of the day, sometimes overnight

Point 3 (Entrance to Radmore & Tucker Garden Machinery)

The entrance to 'Radmore & Tucker Garden Machinery' on the left provides an up-hill access road to a service area and parking for customers. Opposite the entrance, is a narrow verge, with trees and high hedges, which conceals the A30 but not road and traffic noise. Beyond the entrance to Radmore & Tucker, towards Ide on the left-hand side, is pasture land that is set back behind a roadside verge and a row of poplar trees. 150 metres further on are two semi-detached dwellings with a shared vehicular entrance set back from the road behind the pavement and verge.



Positives

- Relatively discrete entrance to Radmore and Tucker Garden Machinery (set back from road)
- A row of mature poplar trees screens the Radmore and Tucker warehouse and reduces its visual impact
- Well-maintained ditch and verge

Negatives

- Incongruous signs, including prominent totem signage
- Vehicular movement in and out of Garden Machinery site

Point 4 (Polehouse Lane)

This point is 225 metres from the entrance to Ide Village. Polehouse Lane signifies the beginning of the built-up area, that is Ide Village. Polehouse Lane is marked on either side of its entrance by commercial-scale buildings. To the left is a large, relatively modern, prefabricated unit, that is used as a stationery warehouse. Its visual impact is reduced by a covering of ivy. It has a roadside car park. On the opposite corner is the much older Pole House, which was an 18th century 'gentleman's house', with coach house, that is now in use as offices for a firm of quantity surveyors. It is grade II listed.

Polehouse Lane is a relatively little used lane, bordered on both sides by fields, running steeply uphill, southwards, towards Markham Lane. At the beginning of this lane, on the right-hand side, Pole House is bounded by an old, high, stucco/cob wall. On the left is the stationery warehouse with a large dwelling

visible about 100 metres further up the lane. On the right-hand side, the fields are bounded by an old, high, stucco/cob wall. A large dwelling and warehouse are visible some 100 metres up the lane. This point is also the end of Old Ide Lane, which is now a cul-de-sac and provides only pedestrian access to the village.

Ide Village Road continues towards the vehicular entrance to the village. Grass verges and trees separate it from the A30 on the right-hand side. To the left is a row of eight properties built during the 1990's followed by a 75 x 15 metre length copse of trees and shrubs. The village entrance can be anticipated ahead, where a footbridge is located that gives pedestrians and cyclists access over the A30.



Positives

- Continues the attractive approach to the village with trees and grass verges
- Sense of gradual transition from countryside to built-up area
- Rural character of properties
- Screen planting to industrial building

Negatives

- Road signs
- Advertising signs
- Buildings in disrepair
- Visually intrusive business car park
- Unsympathetic concrete bollards

Approaching from the West

Point 5 A30 Bridge

The bridge above carries traffic to and from Cornwall along the A30. On emerging from under the bridge, Scratchface Lane is on your right providing immediate access to the fields that border the right-hand side of the road. The lane itself is largely overgrown, and although tarmacked for most of its length, it can be seen to be in a poor state of repair. A sign suggests rightly that it is unsuitable for motors. Continuously for 350 metres along Ide Village Road on the right is a pavement and a narrow verge which front, for part of the way, a Devon bank and then a mature hedgerow, which conceal and protect the large fields and two agricultural buildings behind them. On the left-hand side of this approach to Ide village, is a much wider verge with fields behind. The whole route is bordered by trees and hedges, with a pavement on the right-hand side.



Positives

- A natural unspoilt stretch of road with sweeping grass verges
- sense of entrance/egress created by under-pass
- mature hedgerows, providing effective screening

Negatives

- Graffiti on underpass walls
- Occasional lorry/car parking on the wide concrete area underneath the bridge

Point 6 (Final Village approach)

Ide Village Road straightens as it approaches Ide village. Road signs and footbridge indicate that the village entrance is ahead. On the right, a footpath runs through to the Fordlands and College Lane. On this side, there is a narrow verge with hedges and fences and a pavement that runs the whole length of the approach route. On the left, fields taper in size; the result of the alignment of the A30. One field is accessible and visible via a five-bar gated entrance. Land use includes a small orchard with greenhouse, horticultural produce and chickens.



Positives

- Visually attractive with verges, hedges, trees, garden and orchard
- Substantial tree groups
- Pavement
- Wide verge

Negatives

- Western Power Distribution substation with graffiti

Point 7 (Ide Village entrance)

Ide village entrance welcomes you with its village signpost, which includes reference to Normandy twinned villages; War Memorial; village hall; community shop; the 'curly-wurly' footbridge over the A30; and a mixture of 19th/20th century properties. There are trees, hedges, verges, footpaths and flower planters.



Positives

- Generally inconspicuous approach
- building line well back from main road
- well-maintained visibility splays
- Marked sense of entrance once you've turned
- Visually varied, but generally compatible and attractive, village scene
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Negatives

- Traffic movement
- Temporary signs and posters

Summary and Conclusions

Approaching Ide Village from either direction after 'departing' the A30, the strong feeling is that you have entered the Devon countryside. The road is bordered on both sides by verges, and banks, hedges or trees. There are very few buildings visible to the traveller. Those that are visible are mainly rural in either style or character. Indeed, the two 'non-rural-style' dwellings on the route are conspicuous because they do not 'fit in' to this template. Fortunately, they are set back and have attractive garden frontages. It is the generally attractive rural landscape along the route that makes any non-conforming element, such as advertising signage and graffiti, so noticeable.

Much of the road runs parallel, and in places very close to, the busy trunk road, the A30, carrying traffic to and from West Devon and Cornwall. This road is always busy and pedestrians on Ide Village Road are always aware of its presence, day or evening, because of the noise.

The rural character of the approach road plays an important role in ensuring Ide Village retains its sense of being a separate settlement in the countryside. The mature planting that now exists alongside Ide Village Road and the A30 is successful in protecting Ide Village from much of the noise and light pollution.

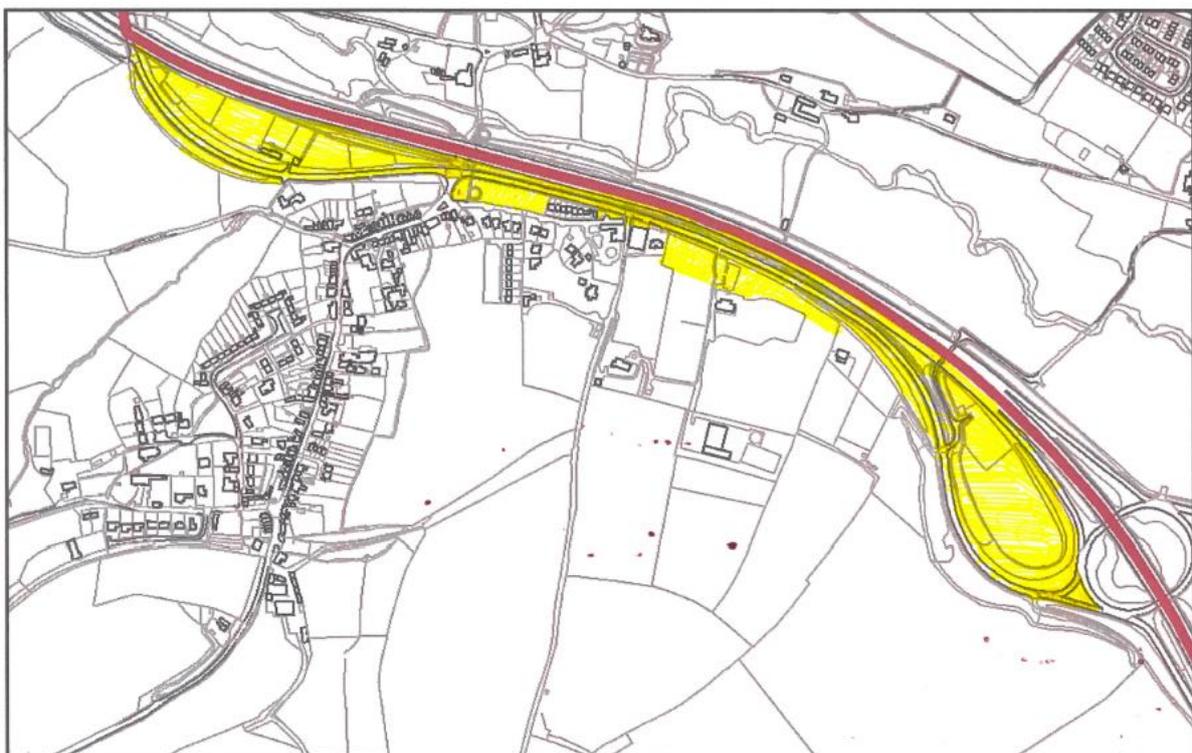
By virtue of the length of the approach road and character of the land on either side of it, the visitor to Ide can have no doubt that Ide is a village set in countryside.

Much of the land that contributes to the rural approach to Ide village has been designated as being of Great Landscape Value. Unfortunately, this has not always protected it from development threats. For instance, on one infamous occasion recently (see Appendix 2), the local planning authority determined that whilst Round Field “falls within land identified as an Area of Great Landscape Value covered by Policy EN2A. It is not, of itself, however an area of high landscape value”¹. As a result, it decided it would raise no objection to a major ‘park and ride’ proposal from Devon County Council. The community proved via a Parish Poll how strongly it opposed such an incursion into the countryside (see Appendix B). The increased volume of traffic, the loss of wildlife habitats, the reduction of the ‘gap’, the urbanisation of land in the Parish of Ide and the harmful visual impact were all significant factors in determining the community’s position. Any of these would jeopardise the sense of rurality that makes Ide the village in the countryside.

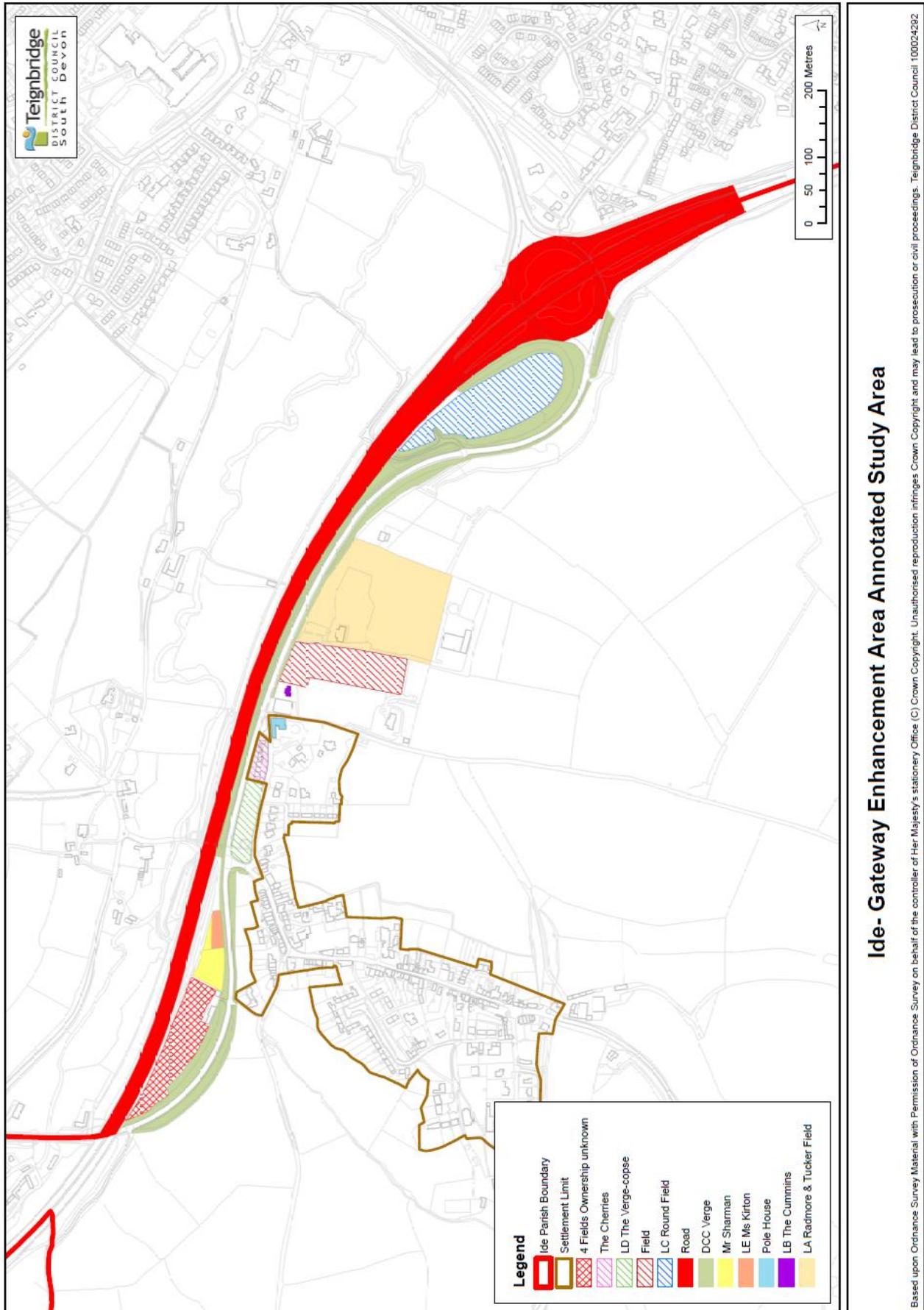
We recognise that Ide is very close to the growing metropolis that Exeter is becoming. There are relatively few fields, ditches, hedges and tree groups that separate Ide village from the city. Devon County Council’s insensitive proposal highlighted how vulnerable and tender the rural approaches to Ide are.

Policy Implications

Keeping Ide rural and special is a key theme of the Neighbourhood Plan. A most significant aspect of maintaining Ide’s rural identity is protecting and enhancing the approaches and gateways to the Parish. Recent experience has shown that Local Plan Policy EN2a is insufficient. We can only conclude therefore that there is justification for a policy in the Neighbourhood Plan that identifies the land and features that make a significant contribution to its sense of rurality (as indicated on the map below) and seeks to ensure that development proposals do not have an adverse impact on the rural character of the Village entrance or its approaches along the C50 (Ide Village Road).



¹ Letter to Devon County Council from Development Management at Teignbridge District Council, 5th May 2016
Ide Neighbourhood Planning June 2017



Land Reference:	LA	LB	LC	LD	LE
Location	Alphington Junction to Polehouse Lane	Polehouse Lane to Village entrance	Round Field	Verge/copse (75 x 15 m.)	6 fields east of A30 between A30 bridge and village entrance.
Ownership	Radmore & Tucker land - Mr Stevens Field next door - Mr Tucker	'The Cummins' (private dwelling) owned by Mrs.Dunnelow Pole House, W.T. Wills Ltd. (Q.S.) The Cherries, Old Ide Lane - various.	Tony Newbery	Highways Agency	Mr. Sharman Ms Kirton 4 fields - ownership unknown
Land Uses	Agricultural, Radmore & Tucker Garden Machinery, Recent cattle shed	Business and residential	Equestrian	Copse	Agricultural, Equestrian, Allotment
Planning History	Radmore & Tucker Garden Machinery (2014) 14/01434/FUL Livestock building 11/00884/COND2 Discharge of condition 2 16/03360/MAJ Variation of condition 2 16/01406/ADV Fascia sign 11/00884/COND1 Discharge of conditions 5,7,8,10,11 11/00884/MAJ Erection of retail & cafe 10/00296/MAJ ditto 09/02538/MAJ ditto 92/00259/COU Retrospective for gates 10/00011/REF Appeal against refusal 17/00661/NPA Application for prior approval for barn 16/02999/NPA ditto	The Cherries (1997) 16/01558/COND1 Listed buildings for roof 16/01558/LBC Replacement roof16/00547/TPO Tree pruning 12/01989/TPOE ditto 08/02969/TPOE ditto	16/00628/DCR3 Application by Devon County Council for Park & Ride scheme - withdrawn 27 May 2016	None	None
Local Plan Policies	Policies S21, S22 and EN2A Teignbridge Local Plan 2013-2033				

From Ide Parish Council Acting Chairman's Report for the year May 2105 – May 2016 to the Ide Parish Annual Meeting 18 May 2016

Park and Ride proposed scheme at Round Field. On 16 June 2015, a press release announced the launch of Devon County Council's most recent attempt to build a Park & Ride complex somewhere close to Alphington Junction.

A briefing by officers from Devon County Council to Parish Council members was held on 25 June 2015, and a public exhibition of the proposals was held in this hall on 23 July. Two further briefings and discussions were held on 12 October, and on 14 December. Parish Councillors expressed serious concerns about the scheme at these meetings, particularly in relation to congestion, speed limits, safety at the entrance to Ide Village and cycle routes. In January 2016, the Parish Council announced that it would hold a Parish Meeting once any formal planning application was made.

Devon County Council submitted its formal planning application on 1 March 2016, by which time Peter Hayes had himself called a Parish Meeting for 9 March, where a demand was made for a Parish Poll on the Park & Ride. On 12 March, a Saturday afternoon, an exhibition was set up by the Parish Council here in the hall, with large posters of the drawings in the application. On 31 March a further briefing with Devon County Council officers, Parish Council members, and other interested residents of Ide, was held at 2.30, here, and that evening the Parish Poll was held at Ide School, which resulted in a vote against the P&R scheme of 172 Against, and 41 For, with a 49% turnout.

On 5 April, a special meeting of the Parish Council was held to debate and determine its view on Devon County Council's proposals. The council voted 7-1 against the scheme. Following this the PC submitted its formal representation to Devon County Council setting out its objections, with reasons. I would encourage any resident who has not yet submitted their views to Devon County Council to do so. The closing date for representations, which include objections or comments in support, was extended last week to 7 September 2016, to give time for further consideration of the many queries raised by Ide residents.

From Teignbridge District Council's letter to Devon County Council, 5 May 2016, regarding Round Field Park and Ride Proposal:

I write to inform you that Development Management at Teignbridge District Council raises no objections to the above proposal for the reasons set out below.....

The site falls within land identified as an Area of Great Landscape Value covered by Policy EN2A. It is not, of itself, however an area of high landscape value but together with the wider area it does form a characterful zone worthy of overall protection and enhancement through careful management.