

# WELCOME TO THE CLEVEDON PLACEMAKING STRATEGY

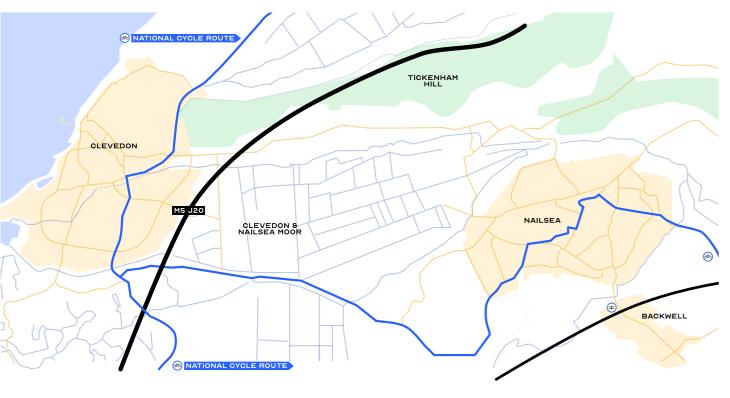




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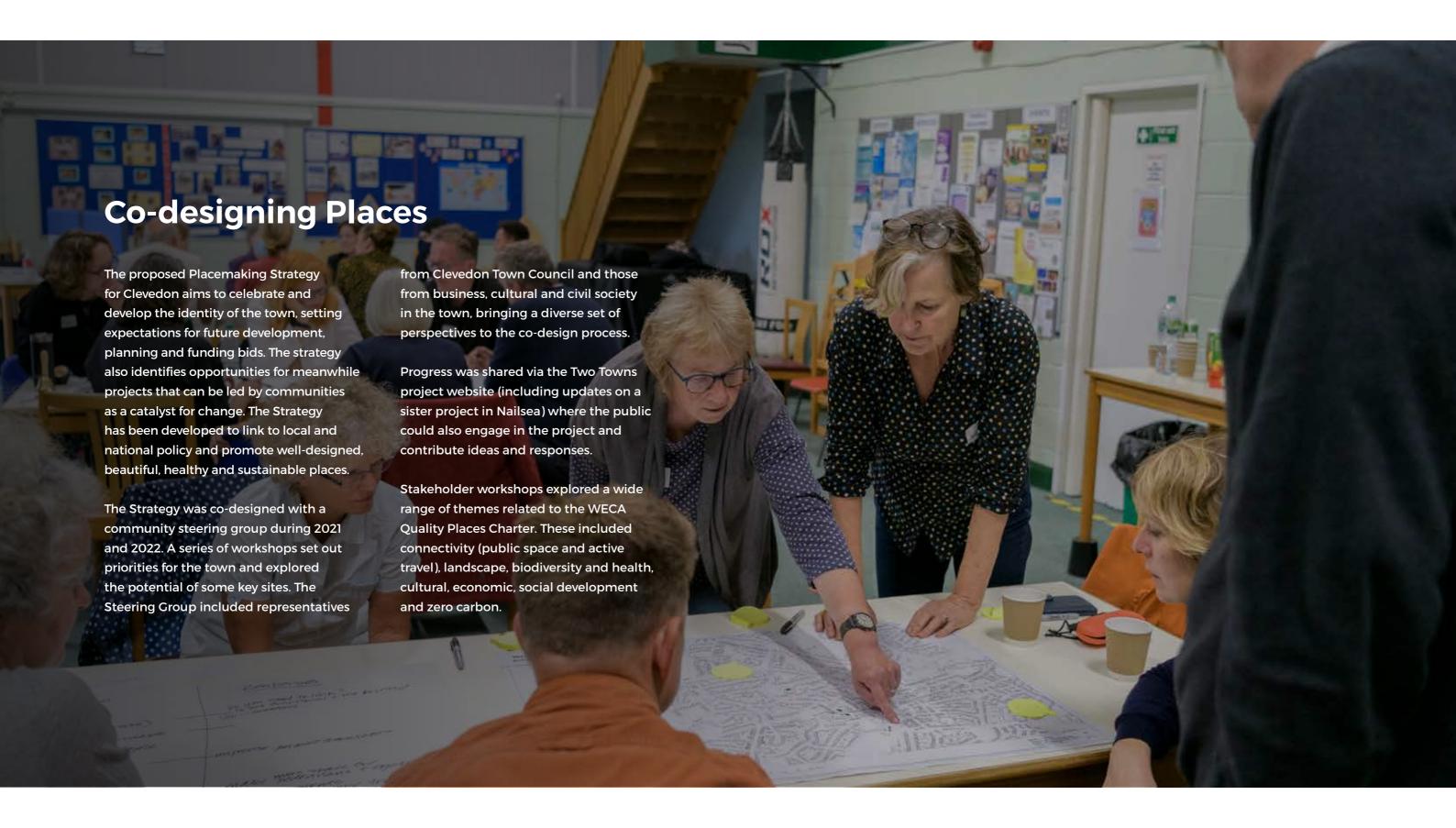
#### **CLEVEDON IN CONTEXT**



Clevedon is a coastal town set on and around seven hills overlooking the Bristol Channel. The town grew as a Victorian resort - Clevedon Pier and many fine Victorian buildings are included in its conservation area. The town has expanded gradually over the years with areas of late modern housing infilled around the historic centre. Clevedon Bay is popular for sailing, rowing, paddle boarding and swimming.

The promenade is a popular stopping point for cyclists. Clevedon's inland historic town centre includes the Curzon Cinema and Queen's Square, Clevedon Pier, the Curzon Cinema and Clevedon Marine Lake are key local landmarks that have been restored and are now run by the community. The town is accessible from the M5 and by rail at Yatton and via long-range cycle routes from Bristol and Yatton.

# **Clevedon Today** Clevedon is home to 21,281 people. The town's growth is constrained increased opportunity for people to live and work in the town centre is needed. More of the population are over 65 than on average in North Somerset. Overall people's wellbeing is good but the older population is expected to grow, therefore supporting everyday activity and independence is important. While Clevedon does not have significant areas of deprivation, the vulnerabilities of children living in low-income homes stands out in current data profiles.



# **Vision and Priorities**

Placemaking activity in Clevedon will build on the town's Victorian heritage and identity as a place to enjoy the sea. It should enhance and connect the town's three historic destinations: Clevedon Pier; Clevedon Marine Lake; and the Curzon Cinema, creating an inclusive cultural heartbeat in the town centre, powered by its unique community groups.

Placemaking activity will empower communities to generate local investment, support health and wellbeing and take action to tackle climate change.

The workshops and public engagement identified five placemaking priorities for Clevedon.

### **Placemaking Priorities**



#### DISTINCT

Promote locally responsive architecture, adding to 19thC and seaside identity. Reconnect the town centre and enhance public spaces to create new destinations and improve the setting historic streets and buildings.



#### **ENTICING**

Generate places and homes to suit young people and young families to maintain diverse communities. Make places attractive to visitors throughout the year, improving recreational opportunities for residents.



#### **ANIMATED**

Create new opportunities for enterprise. Create new spaces for coworking, culture and seafront amenities. Improve the presence and attractiveness of key destinations so they are easy for visitors and residents to find.



#### BLUE & GREEN

Enhance existing gardens and planting. Develop opportunities for communities to take ownership of and participate in rewilding. Support the development of community gardens, creating opportunities for improved wellbeing. Make the presence of the river in the town centre more visible.



#### **ACTIVE**

Make it easier to get around on foot and by bike, highlighting key destinations and improving wayfinding. Make the town centre more pedestrian-friendly and healthier, in keeping with the 'fresh air' associations of the town.

# **Clevedon Strategies**

Under each placemaking priority there are seven actions that underpin Clevedon's Strategies.



#### DISTINCT

Promote locally responsive architecture, adding to 19thC and seaside identity. Reconnect the town centre and enhance streets and public spaces to create new destinations. Make streets feel safer with more evening activities. Value the town's strong network of community groups.

- Bring different organisations together to work collaboratively to supercharge the town's creative and cultural and social potential.
- 2 Restore the library and extend as a cultural and community hub creating greener outdoor spaces/gardens.
- 3 Develop a safer feeling 18-hour town centre with more active frontages onto streets and public space with 'eyes on the street'.
- 4 Set design standards for high quality denser housing and mixed-use development in the town centre.
- 5 Encourage high quality, locally responsive design and using Design Review.
- Develop a Parking Strategy to reduce the impact of cars on places and encourage other modes of transport.
- 7 Use resources smartly make low and zero carbon approaches a new normal as outlined in North Somerset's Climate Emergency Strategic Plan.



#### **ENTICING**

Generate places and homes to suit young people and families to maintain diverse communities. Make places attractive to visitors and residents throughout the year, improving recreational opportunities. Put the Library and Curzon Cinema at heart of Clevedon's community. Make space for children, teenagers, families and older people and better link communities.

- 1 Recognise the opportunity to develop the cultural dimension of the town to draw visitors and provide new recreational experiences for residents.
- 2 Create a community and cultural hub centred on the Library to bring people together and meet the strategic aims of the North Somerset Libraries Strategy.
- Enhance the presence of Princes Hall and intensify the use of the building and landscape for cultural activities.
- 4 Attract visitors into the town all year round to boost the local economy.
- Identify opportunities for more diverse housing to be developed promoting exemplary projects for example at Churchill Avenue.
- 6 Consider different models of development such as co-housing and reusing existing
- Improve access to amenity within 15-minutes, considering sport and social destinations as well as cultural, work and retail destinations.



# ANIMATED

Create new opportunities for enterprise in Clevedon. Restore and enhance Queen's Square as a pivotal public space. Create new spaces for co-working, culture and seafront amenities. Improve the presence and attractiveness of key destinations so that they are easy for visitors and residents to find.

- Develop a partnership to lead a meanwhile strategy for temporary cultural and food-related events and experiences.
- 2 Identify opportunities for pop-up pitches and new concessions around Queen's Square working with landowners to build community participation and ownership.
- Consider the role of festivals, markets, and events and how these opportunities are supported.
- 4 Explore the potential for improved retail and recreational amenities at Clevedon Marine Lake and Salthouse Fields.
- Identify new low-cost workshop and co-working spaces and establish a partnership to manage and develop these.
- 6 Link physical and digital activities to connect cultural and business organisations.
- 7 Develop a parallel cultural strategy to the Culture Weston Framework.





#### BLUE & GREEN

Enhance existing gardens and planting. Develop opportunities for communities to participate in rewilding. Support the development of new community gardens, creating opportunities for improved wellbeing. Highlight the links from Clevedon's rivers to the sea, making their presence more visible.

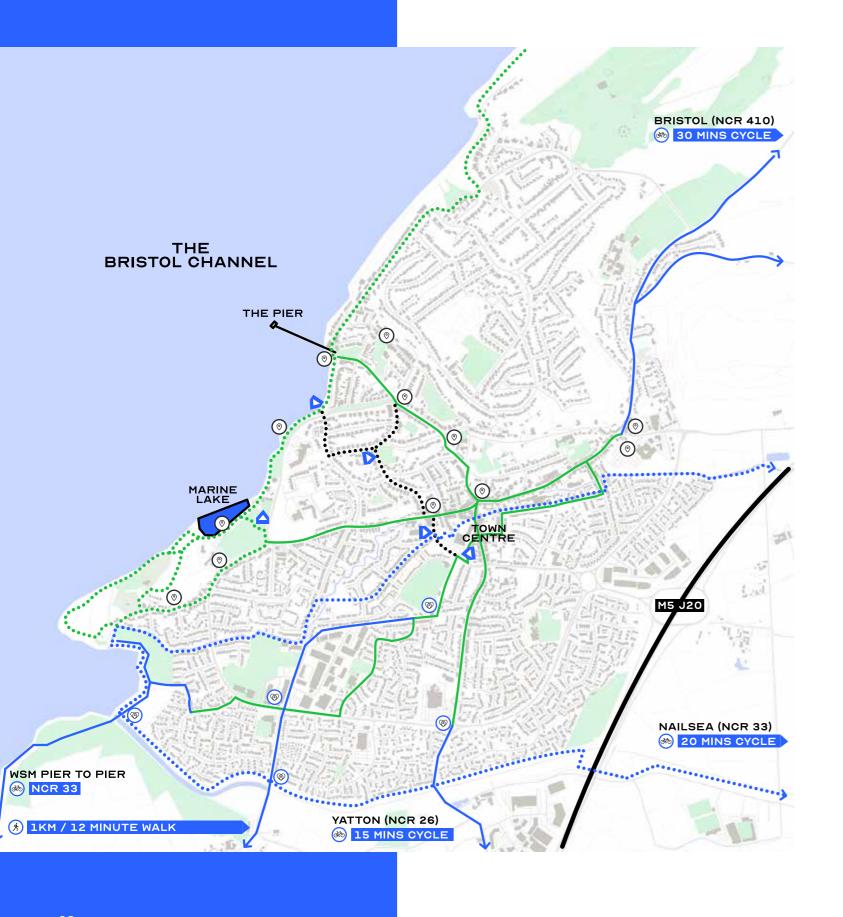
- 1 Improve the quality of the environment in the town centre with increased pedestrian priority, planting, seating and lighting.
- 2 Create new gardens/green spaces in the town centre such as at the Library and Queen's Square.
- Define incremental and achievable improvements to public space to begin right away creating spaces that encourage use.
- 4 Increase the use of existing gardens such as Sunhill Park and Marshall's Field.
- 5 Enhance the river corridors making rivers more accessible and giving them more presence in the town centre.
- 6 Create new play destinations to bring young people into outdoor spaces.
- 7 Link small changes to the big value connections established in North Somerset's Landscape and Rewilding Strategy.
- 8 Set up a biodiversity partnership of existing community groups to develop interpretation, ownership and maintenance of rewilded spaces and gardens.



#### ACTIVE

Make it easier to get around on foot and by bike, encouraging active travel. Improve wayfinding and link the three distinct areas of the town. Make the Town Centre healthier in keeping with Clevedon's 'fresh air' associations. Improve the quality of the public realm so that businesses can thrive.

- Shape the public realm to create a sense of arrival in the town, reducing the severance caused by the Great Western Road.
- Increase the impact of the Curzon Cinema, linking to a remodelled Library and connecting these valued places to Queen's Square improving Old Church Road.
- Reduce the environmental impact of traffic and parking though the town centre link and improving public spaces and streets.
- 4 Improve wayfinding with themes, lighting and signage improving access to footpaths and cycleways. Create new and celebrate existing landmarks.
- 5 Build on North Somerset's Active Travel Strategy making cycling attractive to all, creating safer well-connected routes.
- Locate a mobility hub in the town centre, including bike maintenance, stores, racks and e-bike hire.
- Partner with communities and schools to encourage the take up of more walking and cycling.



# **CONNECTING CLEVEDON**

Clevedon Pier, the beach and Marine Lake are well linked to the thriving shops at Hill Road and Alexandra Road, whilst the historic town centre requires regeneration. This neighbourhood diagram shows how the pier, lake and town centre form a central triangle of destinations. It also highlights the walking and cycling routes which North Somerset Council plans to improve, including wayfinding to key connections and establishing links to the National Cycle Network.

#### **PROJECT OPPORTUNITIES**

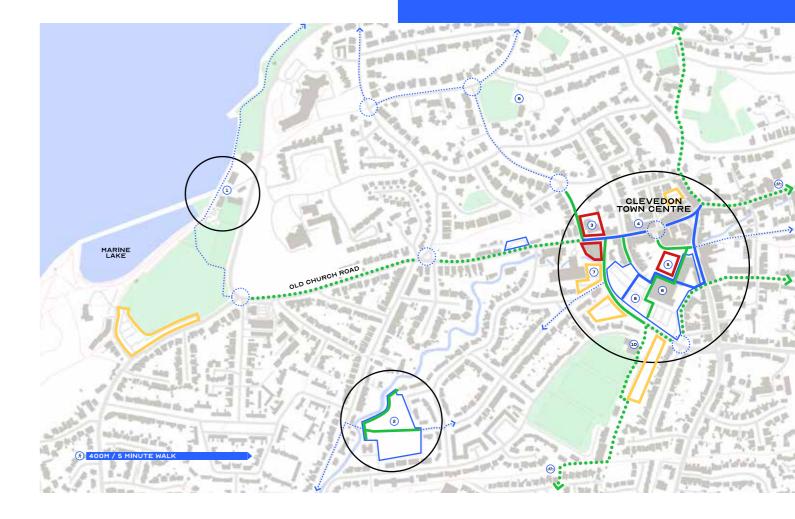
- Walking and Cycling Improvements
- Wayfinding Two Rivers (Land Yeo)
- • Wayfinding Seafront
- • Wayfinding Curzon to Pier
- Linking to National Cycle Network
- Proposed bespoke signs/highlights
- Proposed additional Town Maps
- Existing Discover Clevedon Town Maps

### TOWN CENTRE PROJECT OPPORTUNITIES

This map locates streets, public spaces and sites identified by stakeholders for improvement over time. The project opportunities relate to the vision and priorities proposed. They aim to enhance the town centre, generating distinctive, enticing and animated destinations, owned and curated by communities, whilst contributing to blue & green and active travel infrastructure.

#### **PROJECT OPPORTUNITIES**

- 1. Improved retail and recreational amenities at Salthouse Fields
- 2. New homes at Churchill Avenue
- 3. Improved connections between Library and Curzon Cinema
- 4. Old Church Road and Clock Tower/Triangle improvement
- 5. Queen's Square animation and improvement
- 6. B&M store redevelopment, plus new homes
- 7. Calming Great Western Road
- 8. Town centre cycle hub
- 9. Princes Hall improvement
- 10. The Barn, Youth and Community Centre improvement and 'play on the way'



KEY	
	Improved pedestrian and cycle links between Curzon, Library and The Triangle
	Improved blue & green links to Queens Square and Great Western Rd
•••••	Improved active travel connections
	Opportunities to improve and animate public spaces
	Strategic sites
	Opportunities to improve and diversify use of car park sites to be informed by parking survey
•••••	Wayfinding opportunities

#### **VOICES OF CLEVEDON**

# **Public Survey Data Summary**

A public survey (195 respondents) explored how Clevedon town centre could be adapted and invigorated to meet the community's short- and long-term needs.

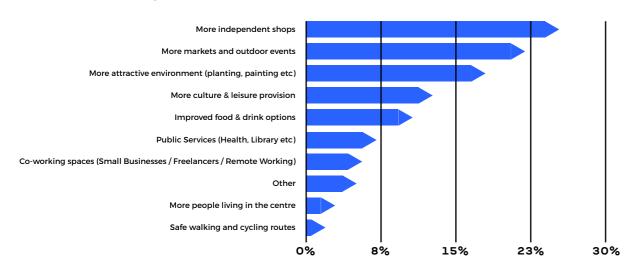
#### **AGE GROUP** 18-24 25-34 35-44 45-54 55-64 **65 AND OVER ETHNICITY GENDER** WHITE / WHITE BRITISH FEMALE 89.6% 62% NOT SPECIFIED MALE 8.3% 33% NOT SPECIFIED WHITE IRISH 0.5% 4% NON-BINARY **BLACK / BLACK BRITISH** 0.5% 1% MIXED WHITE OTHER 1% 0.5% WHITE OTHER

0.5%

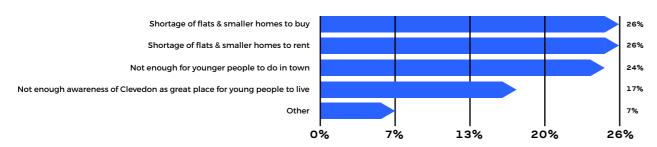
# What do you love about Clevedon?



#### How do we help the centre of Clevedon thrive?

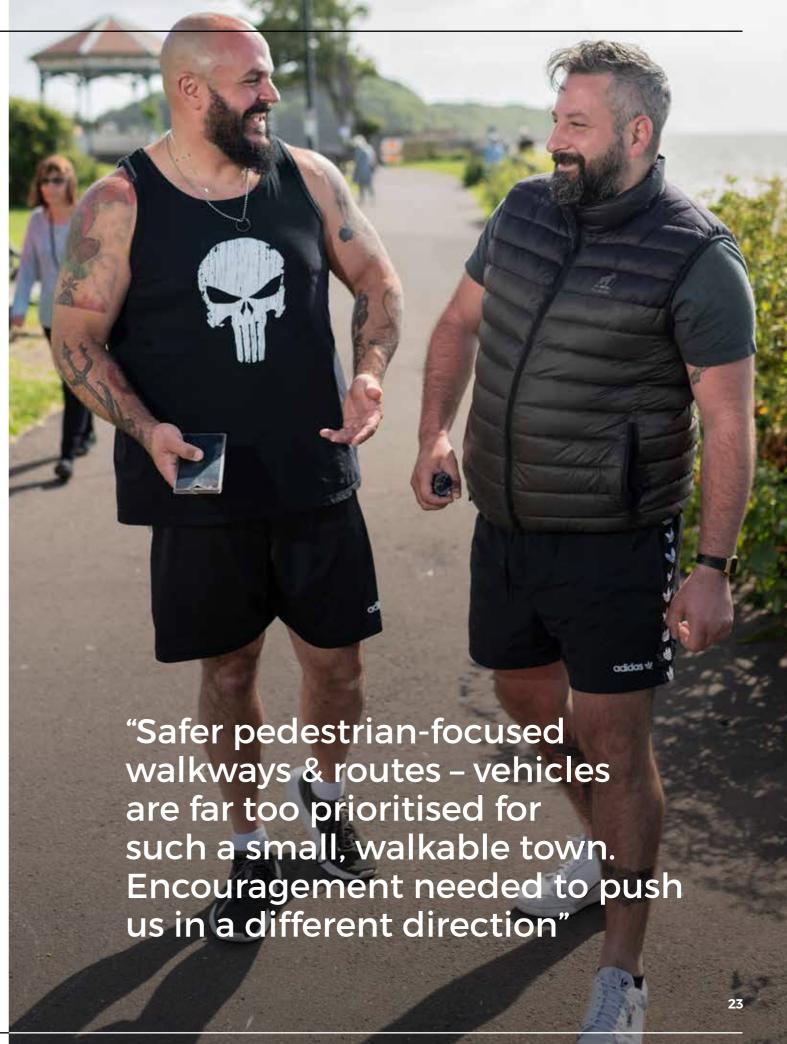


# What are the biggest challenges in attracting younger people to live in Clevedon?



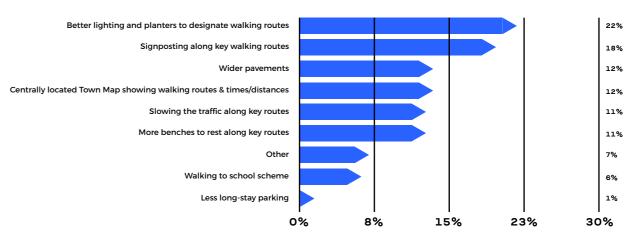
#### How can Clevedon promote healthy people and nature?







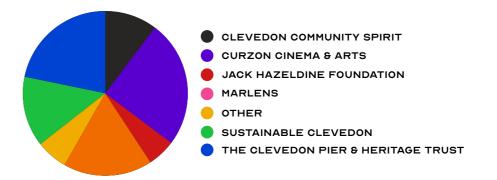
#### What would make you walk more?



#### What would make you cycle more?



#### Which community groups can make Clevedon a better place?



#### Other groups mentioned

Clevedon Aid, Clevedon BID, Clevedon Civic Society, Clevedon Community Bandstand, Clevedon Literary Festival CIC, Clevedon Men's Shed, Clevedon Pride, Clevedon Skate Project, Strawberry Line to Clevedon connection group, Guides and Scouts, Knitting group at Baptist Church, The Barn Groups, St John's Church, Theatre Orchard, Culture Weston, Transition Clevedon, Clevedon Gardeners' Club



# **Queen's Square**

Queen's Square is at the heart of Clevedon's historic town centre. The weekly Charter Market held every Thursday was established in 1346. The square is surrounded by small cafés and retail units and by Clevedon Baptist Church. In December 2021 planning permission was granted to redevelop the B&M store to the south of the square and add new residential units. An associated investment is to be made to improve Queen's Square. Stakeholders would like to see improvements made to the space early on, and a clear long-term strategy.

The square is a pivotal public space in the town but it needs improvement and better animation. It sees limited use in the evening and feels unsafe at times. Events held there do not have the draw of those on the seafront or Hill Road. Improvements should provide a space that gives local residents a sense of pride and ownership and sustains intensified outdoor activities throughout the year.



# Making an attractive destination

#### Stakeholders would like to see:

- High-impact visual changes to improve draw and dwell time, including generoussized street furniture and elements for play or playfulness suitable for children and all ages.
- · More social and meeting spaces and more greenery and planting.
- · Improved infrastructure for seasonal events, markets and performances, harmonising competing uses.
- Improved lighting and reduction of visual barriers to design out anti-social behaviour.
- Opportunities for tenants to spill out into the public realm (e.g. street cafés).
- · An enhanced toilet building making a more positive contribution to the route through with easy access to services.
- · Responding to heritage drawing on the site's river and railway heritage.
- A wider public realm strategy to include Station Road, the Station Road /Kenn Road junction and the Clock Tower junction to Old Church Road

 Include a green transport hub including electric cycle charging and the Strawberry Line cycle amenity

Wider public engagement defined a vision; Queen's Square can transform into a multifunctional meeting point for the community. A place to relax, spend time in nature, host activities, visit the market and support local businesses. The area can be playful and safe for all ages.

#### **APPROACH**

Changes to Queen's Square and subsequent management should be led by a group of key stakeholders, to include: owners/ leaseholders; the Baptist Church; Clevedon BID; Theatre Shop; Wessex Investors; the Market; and cultural/performance organisers. As well as making physical improvements, the aim should be to select appropriate tenants and fund a cultural/ animation programme for the Square.

#### **DESIGN PRINCIPLES**

- AN URBAN PLAZA AT STATION ROAD WITH ROOM FOR OUTDOOR DINING
- AN EXTENDED NATURAL PLAY AREA AROUND THE LARGE TREE
- A FLEXIBLE MARKET, MEANWHILE AND EVENT SPACE
- A DEFINED MOVEMENT CORRIDOR AND **ENHANCED WC BUILDING**



# Clevedon Library and Curzon Cinema

The Curzon Cinema is one of the oldest cinemas in the country and has been in continuous operation since 1912. Like Clevedon Pier and Clevedon Marine Lake, the cinema is owned and managed by the community. It is opposite Clevedon's Edwardian Library at the western edge of the Old Town. The library is soon to be refurbished internally. The area is currently very car dominated with poor quality public realm. The Curzon is a Grade II listed building, and the Library is in the Conservation Area.

VIEW OF CURZON CINEMA AND CLEVEDON LIBRARY FROM OLD CHURCH ROAD



# Clevedon's cultural and community Hub

The proposals explore opportunities to create an enhanced cultural hub for the town, centred on this pair of distinctive historic buildings. There is opportunity to extend the library and reconfigure parts of the Curzon Cinema, making sensitive contemporary additions to intensify the use of the buildings. From the outline proposals highlighted here, a Design Brief for an extension to the Library will be developed with a dedicated stakeholder group. This will aim to make the building more legible and flexible in its use and remove previous poor quality adaptation. Public realm improvements to the library site should improve accessibility, functionality and appearance (and greenness) of its external spaces. There is also opportunity to animate the east facing façade of the Curzon using lighting and sympathetic signage.

An associated Phased Strategy for Public Realm Improvement will be developed.

There is opportunity to link the Curzon and Library by improving the public realm and creating wider crossings or a shared surface with pedestrian priority. A strategy will be developed to bring together current proposals by North Somerset Highways and Active Travel, linking to proposals for The Clock Tower, Triangle, Old Church Road and routes to the seafront. Proposals will include early wins and a prioritised set of improvements that can be implemented over time.

#### **APPROACH**

A group established to help steer public realm improvements could support here, linking to Queen's Square and any meanwhile projects. The development of the Library as a community hub will bring together Clevedon's cultural and community organisations.



- EASIER ENTRANCES TO THE CURZON AND LIBRARY
- GREENER COMMUNITY GARDEN
  IN FRONT OF LIBRARY
- FLEXIBLE NEW LIBRARY EXTENSION
- INCREASED PAVEMENT WIDTH WITH OPPORTUNITIES FOR SEATING AND PLANTING
- CALMER MORE PEOPLE CENTRED
   PUBLIC SPACES



# **Castlewood**

North Somerset Council made a formal decision in May 2022 to stop using the Castlewood site as offices – due to hybrid working practices, the high level of annual costs associated with retaining it and its very poor energy efficiency. A stakeholder workshop was held to explore possible approaches to the site. The site is at the eastern edge of Clevedon about 1km from the town centre fronting north onto Tickenham Road with a southern edge bounded by the river. It is seen when approaching from Nailsea and is part of a gateway to Clevedon.





# Shaping a new gateway to Clevedon

The overall aim is to sustainably intensify the use of the site, predominantly for housing.

The questions explored in the workshop were:

- Reuse of existing building or new build accommodation - how can we meet zero carbon ambitions?
- 2. A landscape led development how can we ensure the site is not dominated by cars?
- 3. Access to the Land Yeo should/could this be made fully accessible to the public?
- 4. Provision of commercial space on the site - how much and what type?
- 5. Who is this new housing for?

The workshop explored two options one retaining and adapting the exiting building another replacing it. Retaining the building was possible but would place limitations on the layout and types of housing that could be proposed. Stakeholders wished to see the whole life carbon value of replacing the building evaluated.

The river front aspect and views of the Land Yeo should be used more, and the screen of Cypress trees potentially replaced with more permeable and biodiverse habitat.

A landscape strategy should deliver shared public gardens and play spaces and better active travel links. The site shouldn't be overly car dominated. It is an opportunity for a neighbourhood mobility hub with accessible

bus services and a possible car club.

Housing was generally considered to be a good use of the site. It would be good to see much needed smaller low-cost housing included. Routes for young people into housing are needed. The site is also attractive to families as it is close to schools. Stakeholders would like to see some commercial and social spaces included in the mix.

#### **APPROACH**

For North Somerset Council making the most of previously developed and brownfield land, the 4 hectare (10 acre) site has the potential to deliver an exemplar low carbon residentialled mixed use development that can provide good quality and energy efficient homes including genuinely affordable housing to meet local needs.





# **Churchill Avenue**

Churchill Avenue is a green field site designated for housing in North Somerset's Local Plan (2006-26). This allows for 44 homes, improved play and public open spaces, and space for river access (surface water drainage features, with access, is via Wordsworth Road). The site is a WWII Pennyfield and has a strong desire line crossing it. More diverse housing is an identified wish of stakeholders.





# A new housing exemplar

Some design principles for the site have been defined with stakeholders. Proposals for the site should be landscape-led, enhance biodiversity and bring people into contact with nature. The layout should offer local amenity with access to the river and smallscale opportunities for play. It should contribute to east west walking and cycling routes and the Land Yeo Friends Two River Walk. Bridge and footpath links to Strode Road should be improved. The public realm proposals should work with the site's history. The impact of parking and hard surfaces should be well contained.

There should be a focus on family homes offering a mixed tenure scheme for open market and public rent, and no senior living as well-provided elsewhere.

#### **APPROACH**

The project should be led by North Somerset in partnership with adjacent landowners where opportunities may exist to improve nearby sites. The proposal should be an exemplar for housing design in the district and should be of highquality, distinctive and zero carbon.

A flood risk assessment, sequential and exception test will need to accompany any planning application.

#### **DESIGN PRINCIPLES**

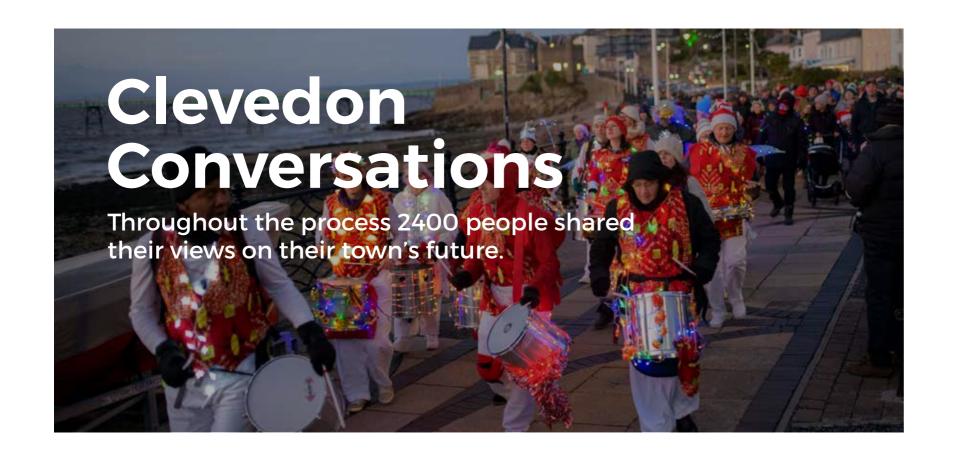
- LOCATE SHARED LANDSCAPE ALONG DESIRE LINE, IMPROVING WALKING LINKS
- ENHANCE BIODIVERSITY OF RIVER'S EDGE AND MAKE MORE ACCESSIBLE
- SET BLOCKS BACK RESPECTING **NEIGHBOURING BUILDINGS**
- INCLUDE POCKET PARK



# Clevedon Stakeholders Priorities for Project Actions and Timings

PROJECT	AIMS
Queens Square - Public Realm Improvement	Animate and improve contributing to the sense of place and increasing cultural/economic activity.
Active Travel Campaign	Encourage modal shift to walking, cycling and public transport.
Clock Tower, Triangle and Old Church Road improvement	Improve the place of the street and enhance the environment for visitors and businesses.
Town centre bus and cycle hub	Encourage cyclists to choose the town centre as a destination.  To encourage and support active travel and public transport.
Meanwhile Strategy	To support evening (18hr) activity in the town centre.
Castlewood	To bring underused spaces into more frequent use. To use vacant property.
Great Western Road Calming	Create a sense of arrival, improve the identity and accessibility – increasing biodiversity.
Housing Design guidance	Qualities and standards of amenity for high quality town centre housing on design (ref Urban Living SPD, Bristol).
Biodiversity Partnership	Enhance the use of river corridors and existing gardens and allotments. Link to rewilding strategy.
Co-Housing Strategy or Exemplar	Identify site to develop exemplar Community Led Housing
Signing National Cycling Routes	Promote recreational opportunities and active travel
Low cost and co working spaces	Identify opportunities to add to available co-working space.
Salthouse Fields	Improve the quality of retail, recreational amenities and WCs.
Parking Strategy	Use land more efficiently and sustain the viability and vitality of the town centre. To support a balanced approach to transport.
Cultural Strategy	Build partnerships and enhance cultural activities in Clevedon.
The Barn, Youth and Community Centre	Improve access and links to the park. Increase flexibility of use. Add associated play space. To improve amenities for children and young people close to the town centre.
Homes at Churchill Avenue	Provide new zero carbon homes with high quality landscape led design. Improve public access to the river and biodiversity.
Cultural & Community Hub at Library	Increase the role and presence of the library in the town centre. To improve associated external spaces and public realm.
Princes Hall improvement	Intensify use of Princes Hall and improve access and signage
Three Wayfinding Routes	Promote and enhance place qualities and bespoke signage to key landmarks.

LEAD	KEY STAKEHOLDERS	PRIORITY	TIMING
North Somerset Council (NSC)	Project Steering Group, Clevedon Business Improvement District (BID)/Wessex/ Markets/Cultural partners	25	Α
Clevedon Town Council (CTC)	Schools and business	23	Α
NSC	Public Realm SG (Hosted by BID)	23	Α
NSC	Public Realm SG (Hosted by BID)/ Wessex Investors	22	Α
Placemaking Steering Group	Cultural Partners/NSC	20	Α
NSC		12	Α
NSC	Placemaking Steering Group/Wessex Investors	22	В
NSC		21	В
стс	Existing groups working with countryside recreation and wildlife	21	В
CLH SG		18	В
NSC	BID	17	В
стс	CTC/NSC/BID	16	В
NSC/CTC	Marlens	16	В
NSC		25	С
Cultural & Community Partners	Curzon/Clevedon Literary Festival/ Theatre Shop/BID	20	С
NSC	The Barn, Clevedon Children's Centre	20	С
NSC	Residents/ Alliance Homes/ The Environment Agency	18	С
NSC Libraries	Clevedon Town Council (CTC) & Community Partners	17	С
NSC Libraries	CTC & Cultural and Community Partners	17	С
Clevedon BID	NSC	15	С









#### **THANK YOUS**

**Paul Anslow Cllr Barry Cherokoff** Cllr Caroline Cherry **Pearl Cross** 

**Phil Curme** Jane De Bude **Marilyn Edwards** 

**Cllr Angela Everitt Ruth Gofton George Grace** Cllr Eric Holdsworth

Jonathan Hurford Hilary Jenkins Spangler Sarah Mac Cuaig Petra Mansour **Hilary Neal** Maureen Ni Fiann

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**Rod White** Nicki Winstone **Cllr Hannah Young**  **Clevedon Chamber of Trade Clevedon Town Council** North Somerset Council The Jack Hazeldine Foundation

**Clevedon Pier** Clevedon Aid

**Clevedon Community Resilience** 

Clevedon Town Council Sustainable Clevedon

Clevedon Bid Clevedon Town Council Clevedon Civic Society Marlens Marine Lake Discover Clevedon Clevedon Skatepark **Curzon Cinema Clevedon Live Music** Wessex Investors Clevedon Baptist Church **Clevedon Literary Festival** 

Marlens Marine Lake **North Somerset Council** Clevedon YMCA Curzon Cinema

St John the Evangelist Church School

Sustainable Clevedon **Curzon Cinema** Clevedon Civic Society Clevedon BID

The Barn (Youth and Community Centre)

Clevedon Town Council

Clevedon Town and North Somerset Council

**Clevedon Literary Festival** The Theatre Shop Jack Hazeldine Foundation

**Clevedon Town Council** 

The Students of Weston College The People of Clevedon

#### NORTH SOMERSET COUNCIL

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