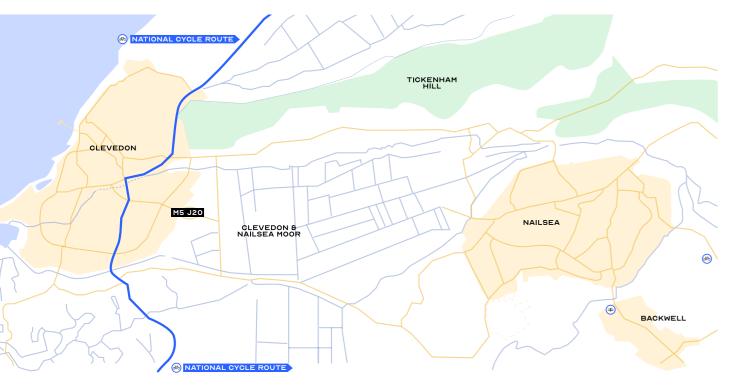


CONTENTS

Nailsea Today	
Co-designing Places	•
Vision and Priorities	;
Nailsea Strategies	10
Connecting Nailsea	10
Town Centre Project Opportunities	1
Public Survey Data Summary	20
Key Sites	2
Crown Glass Regeneration	30
Nailsea Library	3
Car Parking Survey and Strategy	34
Stakeholders Priorities	30
Cast and Thank Yous	4(

NAILSEA IN CONTEXT

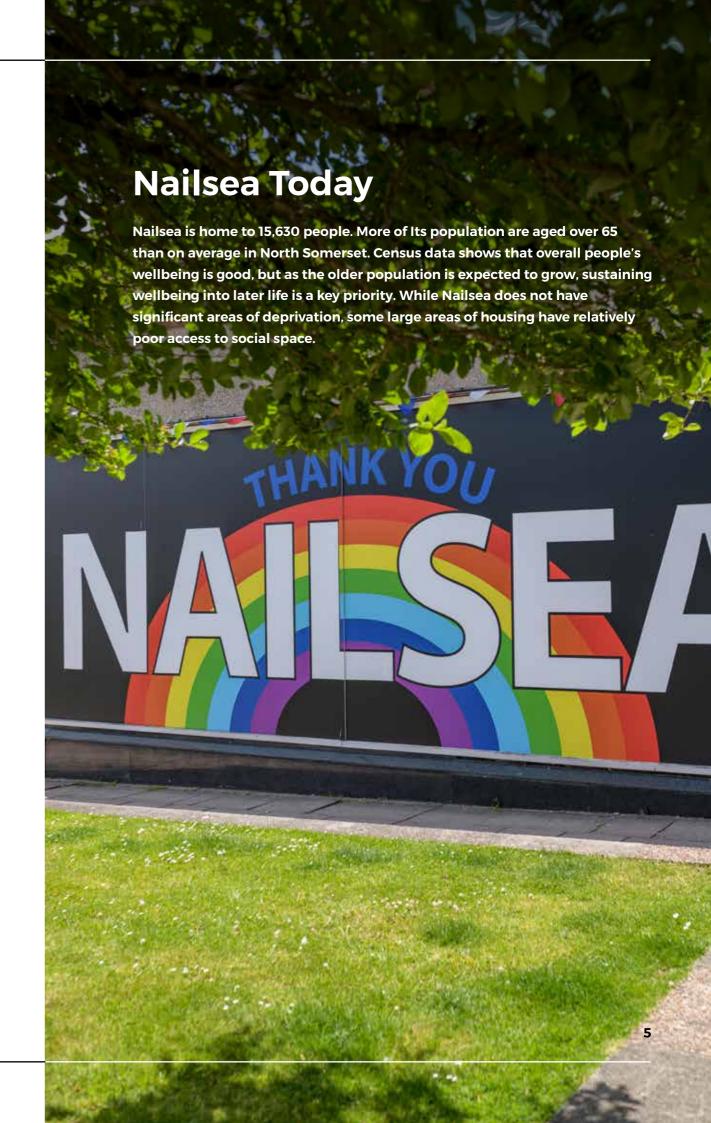


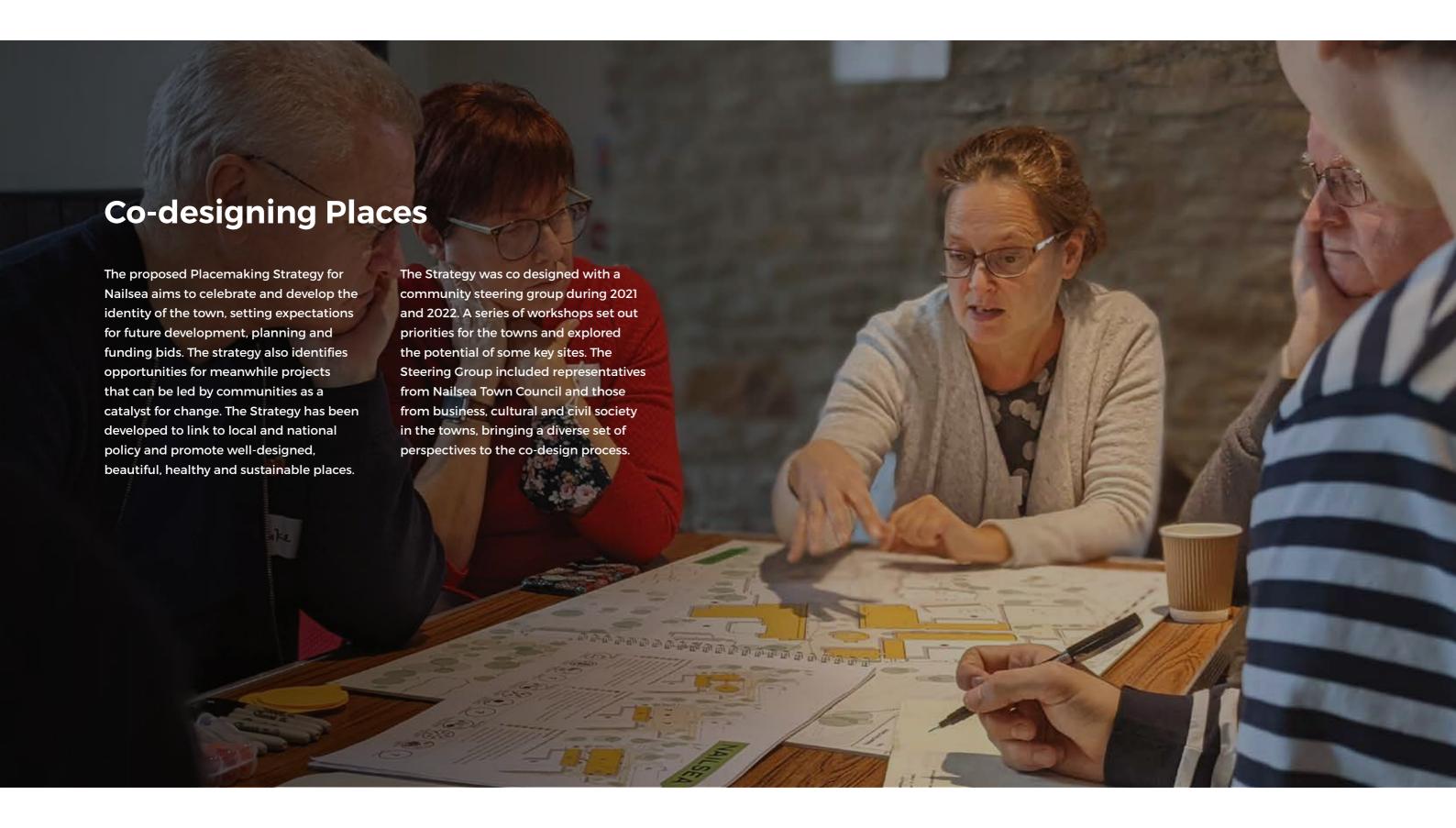
Nailsea began as an agricultural village, famed for coal mining and glassmaking from the 18th century. Fragments of this history and Nailsea's medieval past can be found across the town.

The town centre is comprised of the late 20th century galleried Crown Glass Shopping Centre, leading into the fine grained historic High Street. Residents enjoy the greenness of the town with woods and significant trees being key to Nailsea's character.

In the 1970s and 1980s, the oval form of the town was filled out with suburban neighbourhoods. Nailsea is set to grow over the next 15 years with new homes at Youngwood Lane to the west. North Somerset is also piloting the delivery of low carbon council housing nearby.

The town is accessible from the M5, by rail between Nailsea and Backwell Station, and via long-range cycle routes between Bristol and Yatton.





Vision and Priorities

Placemaking activity in Nailsea will contribute to the town's green and contemporary identity, renewing the town centre as a destination. By bringing in new activity and creating new opportunities, it should celebrate the town's history as a place of ingenuity and entrepreneurial spirit. and connecting more strongly to its residential neighbourhoods.

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 Nailsea.

Placemaking Priorities



DISTINCT

Make Nailsea's town centre more attractive to spend time in. Extend the greenness of the town and link the fine-grained high street to Somerset Square. Renew the town centre, adding some high-quality outward looking buildings, that are inventive and contribute to safer streets.



ENTICING

Generate places and homes to encourage young people and young families to relocate to Nailsea and to maintain diverse communities. Make public space and destinations attractive to young people and families, improving recreational opportunities for all.



ANIMATED

Bring new homes into the town centre to increase activity. Sustain a wide-range of leisure and retail destinations. Make new space for co-working, culture and makers, supporting people working from home in the town. Generate new daytime and evening destinations and activity to animate the town centre.



BLUE & GREEN

Build on Nailsea's green and verdant character. Bring new planting to grey areas, adding trees and natural features to improve the High Street and Village Green. Generate opportunities for community participation in green spaces.



ACTIVE

Build on North Somerset's Active Travel Strategy to make it easier for all to get around on foot and by bike and via public transport. Connect the railway station with the town, improve wayfinding, and develop the identity of recreational green corridors.

Nailsea Strategies

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



DISTINCT

Make Nailsea's town centre more attractive to spend time in. Extend the greenness of the town and link the fine-grained high street to Somerset Square. Renew the town centre, adding some high-quality outward looking buildings, that are inventive and contribute to safer streets.

- New, well-designed and innovative buildings strengthen Nailsea's character bringing creativity and inventiveness.
- The civic quality of Somerset Square and the Library are responded to and enhanced through retrofitting and repurposing.
- A phased approach to regenerating the town centre improves the townscape, generating mixed-use and outward-facing, active frontages.
- The poor legibility and greyness of parts of the town centre are improved and to make places more attractive.
- The High Street's distinctive fine-grained character is restored with more interest along the way, give the street a beginning and an end.
- Pedestrian routes link outwards from the town centre, breaking the road collar.
 Over-capacity roads are slowed and narrowed and streets have reprioritised space for pedestrian and cyclists.
- 7 Energy efficiency and renewable generation is showcased in new buildings.



ENTICING

Generate places and homes to encourage young people and young families to relocate to Nailsea and to maintain diverse communities. Make public space and destinations attractive to young people and families, improving recreational opportunities for all.

- 1 The identity of the town centre is developed, according to a long-term vision that is shared with key landowners.
- 2 Land use is diversified and intensified to generate more affordable and/or diverse kinds of workspace and housing.
- 3 Cultural, recreational and evening destinations are developed at the west end of the town centre.
- 4 New proposals celebrate the town's built and industrial heritage and its green character.
- Concentrated activity around Somerset Square offers unique leisure, retail, recreational and play experiences.
- The identities of Nailsea's neighbourhoods are reinforced to support '15-minute' neighbourhoods, identifying opportunities to enhance existing centres.
- 7 A parking strategy informs how parking spaces can be improved and used more efficiently.



ANIMATED

Bring new homes into the town centre to increase activity. Sustain a wide-range of leisure and retail destinations. Make new space for co-working, culture and makers, supporting people working from home in the town. Generate new daytime and evening destinations and activity to animate the town centre.

- 1 At the heart of the town centre, Nailsea Library is maintained as a key destination.
- Other destinations are created, such as a business hub to network, support and encourage start-ups, or an indoor venue for small-scale pop-up shops.
- A Meanwhile Strategy, including leases coordinated by the Town Council, activates empty shop units i.e. with designer/makers and micro manufacturing.
- 4 Somerset Square and the High Street are animated in different ways, including increasing the scale of weekly markets.
- 5 Existing community and cultural organisations and amenities establish a baseline for developing a new cultural strategy.
- Scotch Horn is improved, increasing the links between the building and its outside spaces. Improve the frontages to the town, the park and important cycle links.
- 7 Community resilience and its expression is valued in different spaces in the town, such as No 26 and 65. Learning from this stewardship can be extended to other services.





BLUE & GREEN

Build on Nailsea's green and verdant character. Bring new planting to grey areas, adding trees and natural features to improve the High Street and Village Green. Generate opportunities for community participation in green spaces.

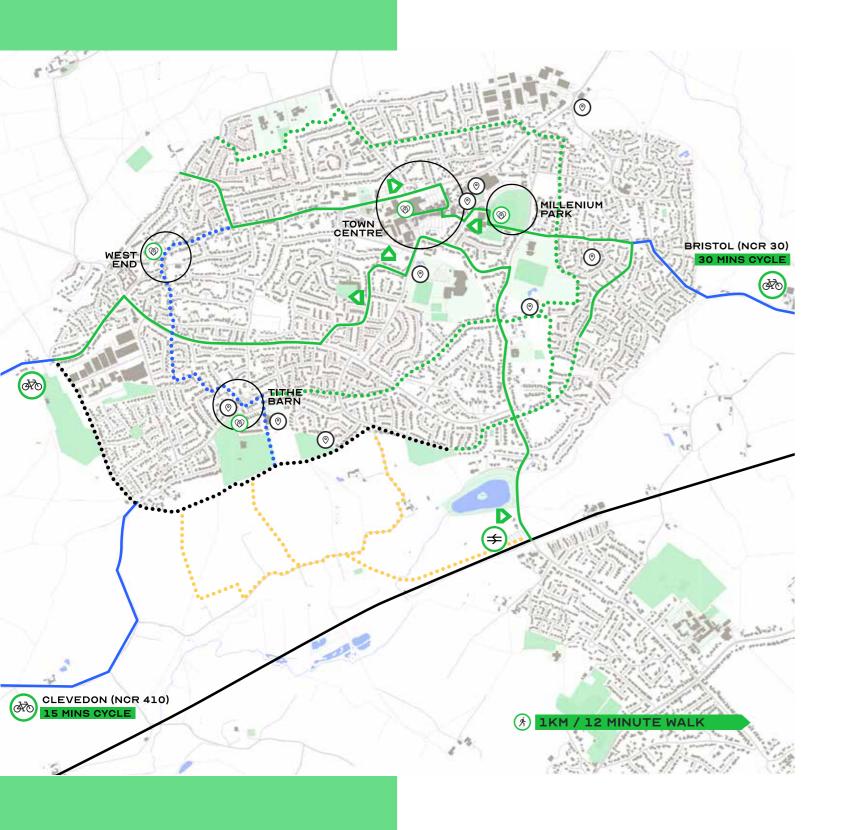
- The ease of walking and cycling is improved to deliver high quality streets and spaces and better serve older people and children.
- The High Street is better linked to Millennium Park across Brockway and the east end of the High Street is greened.
- 3 The town centre is better linked to residential neighbourhoods.
- A strategic vision for green infrastructure across and around the town is used improve legibility.
- 5 Existing green corridors are extended through public spaces, e.g. Improving the connections between the north/south rewilding corridor and Somerset Square.
- Rewilding is developed for people and nature with interpretation about rewilding linked to wayfinding in places.
- The role of community groups to own and manage green spaces is developed, to create interesting and engaging recreational routes (e.g. establishing a resource for Town Rangers).



ACTIVE

Build on North Somerset's Active Travel Strategy to make it easier for all to get around on foot and by bike and via public transport. Connect the railway station with the town, improve wayfinding, and develop the identity of recreational green corridors.

- 1 More frequent and convenient public transport links to the station make the town a more attractive destination and commercial centre.
- Improve wayfinding: signage, lighting, planting and help with legibility, inclusion and safety.
- From Scotch Horn, Festival Way is extended into the town and linked to the west.
- 4 Create quiet cycle lanes to the west towards Clevedon.
- 5 Calm parts of the town centre ring roads to make better connections to residential area nearby.
- Link walking and cycling routes to green routes, identifying opportunities for active recreation and wellbeing.
- 7 Create an attractive, easy to use time and distance map of walking routes, prioritising key routes across the 'Nailsea Town Paths', prioritising safe routes to school and identifying other key destinations. Opportunity for co-design.



CONNECTING NAILSEA

Nailsea Town Centre, the West End and Tithe Barn are the three historic neighbourhood centres of Nailsea. Linking these places highlights important social and cultural destinations for the town. Improved wayfinding helps promote how much of Nailsea is within walking and cycling distance.

This neighbourhood diagram shows how the town centre is linked to surrounding neighbourhoods. It also highlights the walking and cycling routes that North Somerset Council plans to improve, Including links to the National Cycle Network.

PROJECT OPPORTUNITIES

- Walking and Cycling Improvements
- Linking to National Cycling Routes
- • Wayfinding Nailsea Edge (part shown)
- • Wayfinding West End to Tithe Barn
- Linking schools and selected recreational routes
- • Linking Youngwood Lane

- → Nailsea & Backwell Station
- Existing Heritage Trail Markers
- Proposed Town Maps
 - Proposed bespoke signs/highlights

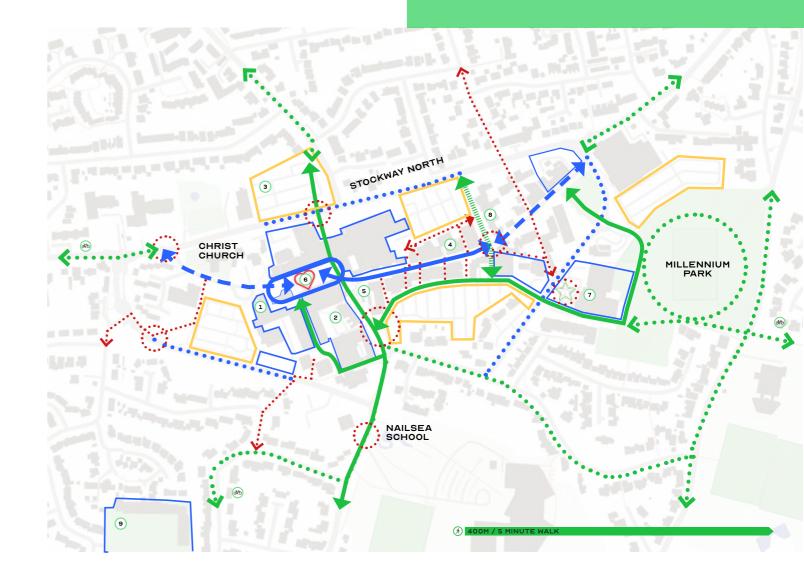
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TOWN CENTRE PROJECT OPPORTUNITIES

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. Library and former college building regeneration
- 2. Phased regeneration of Crown Glass
- 3. Car park study
- 4. High Street improvement and greening
- 5. Village green improvement
- 6. Somerset Square animation
- 7. Scotch Horn improvement and cycle hub
- 8. Opportunity to integrate rewilding and wayfinding
- 9. Opportunity to build community around existing amenity



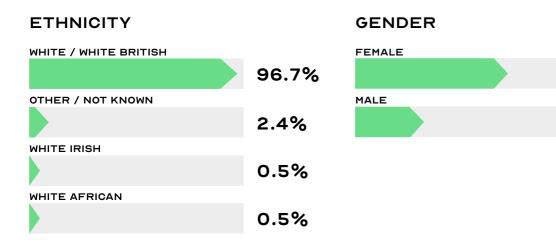


VOICES OF NAILSEA

Public Survey Data Summary

A public survey explored how Nailsea 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



What do you love about Nailsea?

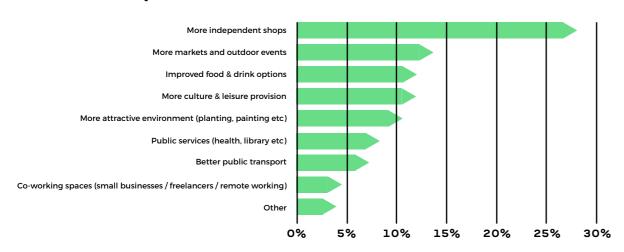


20 21

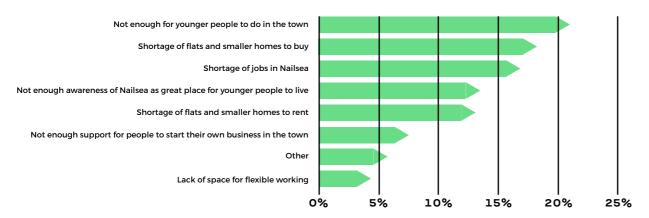
67%

33%

How do we help the centre of Nailsea thrive?



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

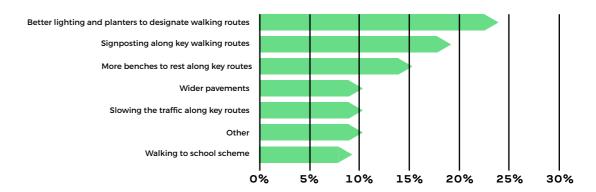


"Good inclusion and facilities for our youth and young adult population – they are our future and we want them to stay in Nailsea."

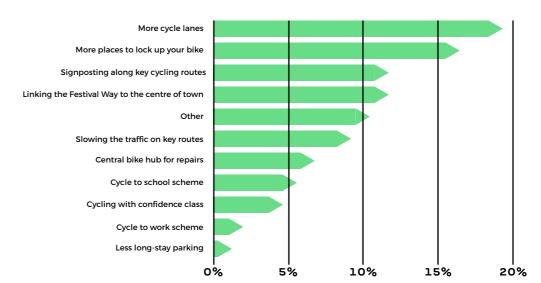


"The cut-through paths between streets are brilliant and should be developed further. The pedestrianised centre is great and should be used more. The views and accessible countryside should stay."

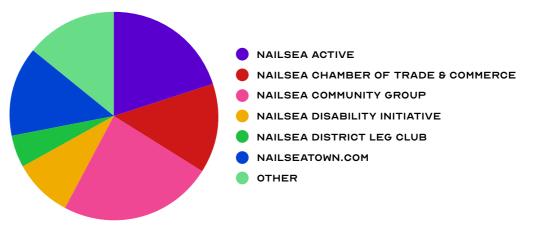
What would make you walk more?



What would make you cycle more?



Which community groups can make Nailsea a better place?



Other groups mentioned

Nailsea Community Trust Limited, Nailsea History Group, Nailsea & District Horticultural Society, Nailsea in Bloom, Nailsea Shedders, Nailsea Women's Institute, Nailsea and District Local History Society











Crown Glass and High Street regeneration

The Crown Glass Shopping Centre is at the heart of Nailsea. Over the next decade the Crown Glass buildings will need to be regenerated to meet needs of a growing population and to make a more sustainable and attractive destination. The retail centre was purpose built in the 1970s and includes some upper floor residential and office use. At its centre, a large piazza Somerset Square links east to west via Nailsea's High Street and to the south via Colliers Walk.

The generous arcade and public space of Somerset Square is unusual and elegant, and the area has some popular destinations, including a mix of national and independent retailers. But overall, Crown Glass lacks pull as a destination, especially in the evenings. The High Street needs to be a stronger thread running through the town. To regenerate Crown Glass, the challenge is to create a more vital and enduring place by reusing land and structures more efficiently.



Setting out a shared vision

With Stakeholders, we explored the need to develop a clearer identity for Nailsea as a shopping destination, bringing an economic and architectural vision together. We identified ways that the use of this important area of the town centre can be concentrated and intensified.

- Introduce new buildings that contribute to Nailsea's character, making the town centre more legible and bringing creativity and inventiveness.
- Concentrate existing activity and diversify the town's retail and leisure offer, including meanwhile and market uses.
- Create quality outside spaces as destinations and amenities for residents and visitors, to include more inviting, well-defined, intimate spaces with better lighting, green space and play spaces.

- Enhance the fine-grained high street making it greener and a more clearly defined connection to Somerset Square.
- Make the town centre more outward looking, with a stronger sense of arrival and more active frontages.
- Break the road collar, establishing safer pedestrian and cycle connections to residential neighbourhoods.
- Activate Somerset Square, support and extend the evening economy, enable economic diversity.
- Make space for niche shopping, flexible spaces, smaller shop units for local startups and businesses and incubator spaces, with room for growth.
- Bring new homes into the town centre to diversify and sustain activity.

The extent of retail space is possibly greater than the town needs. There may be an opportunity to shift some areas towards livework and town centre living.





COLLIERS WALK

This example illustrated for Colliers Walk shows a street populated with designer maker workshops and informal recreation and play spaces. More town centre living in this location could contribute footfall overall as important link between square to south and Somerset Square.

Following on from these priorities, a shared vision should be established between key stakeholders that can guide short-term revitalisation and longer-term restoration and redevelopment.

Nailsea Library and former college building

Nailsea Library is a popular destination in the town centre and is North Somerset's second busiest library. Its character as a landmark in Somerset Square is valued by people in Nailsea and sustaining a viable long-term library site is important to North Somerset Council. Currently the octagonal library building is in a poor condition, has inadequate physical accessibility internally and weak public realm interfaces. The site is next to the unoccupied former Western College building and between them is unattractive unsurveyed public realm. The redevelopment of both sites together presents an opportunity for a catalyst for regeneration, intensifying activity in Somerset Square.





Three options for reshaping the library and former college site

Stakeholders considered three options, each increasing residential uses at the site and exploring different options for repurposing or replacing the library building.

01 - Partial demolition

02 - Redevelop all

03 - Redevelop all

Option 01 - Partial demolition

The existing building is valued by stakeholders because it is 'iconic', 'quirky' and 'brutalist'. Retaining the building is challenging as major refurbishment is needed to make the building more accessible and energy efficient. If retained the building could also be improved by having a more inviting entrance and better views out and in. It could offer better overlooked outside spaces and give access to a greener community garden. There could be associated uses such as an outdoor craft market. If the library was to move, the library octagon could be repurposed as a café/restaurant.

Option 02 - Redevelop all

3 to 4 storey at current library site

or Option 03 - Redevelop all

Single storey at current library site

Any new building at the site should also be iconic, retaining some of the existing qualities and contributing to Somerset

Square in urban design terms. The design should be distinctive, visibly green and sustainable, softening the concrete with pockets of wildlife and green roofs.

Option 3 is preferred. Stakeholders were concerned Option 2 would overshadow Somerset Square. Ground floor use should be part of a strategy for across Crown Glass. These options could include a café, a food hall and/or flexible space for community use. Some of the first floor could be mixed use, including workspace and small workshops (for example like the Engine Shed in Bristol). The residential use should be high quality, supporting healthy living, with generous balconies to animate the façade.

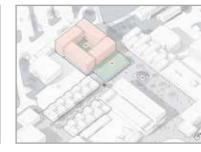
In each option there is the opportunity to reconnect the library site with Somerset Square and improve the quality of arrival from the west.



OPTION 01 PARTIAL DEMOLITION



OPTION 02 REDEVELOP ALL



OPTION 03 REDEVELOP ALL

Car parking survey and strategy

Nailsea town centre is surrounded by car parks at Clevedon Road, Station Road, Waitrose, Crown Glass, Scotch Horn and Tesco, Some spaces could potentially be better used to improve public space, landscape amenity or to provide housing (as illustrated here). Stakeholders asked that changes to parking should be informed by a survey of actual parking use in the town. The six main town centre car parks were surveyed. It found that in some there was more parking than needed and that people were making frequent trips from nearby in the town. They also found that most long stay parking users had travelled alone and around 1/3 of those from nearby.

To better sustain people's health and wellbeing and address the climate emergency, other equally convenient ways of getting around need to be supported. North Somerset Council have set out plans to improve active travel and public transport that are integrated in this strategy. A two-step approach to encouraging changes in patterns of movement is proposed.



Diversifying modes of transport

STEP ONE

Small/medium scale impactful changes to support behaviour change.

- Improve active travel infrastructure
 - Develop mobility hubs
 - Improve cycle parking and storage
 - Improve cycling and walking routes
- Shift priority to pedestrian and cycle movement
 - Improve key public space thresholds and linkages
 - Move on street parking to car parks
 - Slow and reduce vehicle movement
- Improve place qualities and efficiency of car parks
- Improve connections between car parks and town centre

- Integrate electric vehicle charging
- Improve signage
- Work with landowners and others on behaviour change

STEP TWO

Identify priority areas for reducing car parking or making car parking use more efficient

- Establish design approach to improving car park efficiency/reorganisation
- Explore benefit of introducing charging to improve efficiency of use
- Explore scope to use additional parking space site by site to meet other **Placemaking Strategy priorities**







CLEVEDON ROAD

The view of Clevedon Road illustrates the potential reuse of a car park site, where the land use is shifted towards residential use, bringing new homes close to the town centre. This explores how placing buildings can reframe and improve streets and public spaces. Stakeholders felt that in the longterm, more housing of the right sort is

desirable. Especially as it is important to diversify housing available in the town with affordable housing to suit young people starting out in life. They also appreciated how this site could make a more positive contribution to the town centre, improving public realm and connecting the Clevedon Road area to the town.

Nailsea Stakeholders Priorities for Project Actions and Timings

PROJECT	AIMS
Nailsea Library	Maintain the role and presence of the library in the town centre.
Crown Glass Site Development Brief and Guidance	Develop a shared vision and strategy to guide short- and long-term improvement.
Establish a Business Improvement District (BID)	Set out and lead a series of joined up activities to make an inviting town centre.
Meanwhile Strategy	Support evening activity, and designer makers/independent businesses bring empty shops and public spaces into use.
Town centre bus and cycle hub	Encourage cyclists to choose the town centre as a destination, support active travel and public transport.
Cultural and Heritage Strategy	Build capacity - modelled on the Culture Weston Framework.
Village Green and High Street - Public Realm Improvement	Make The High Street a greener and more attractive destination.
Work Hub	Provide shared workspaces for commuters working from home and provide start up opportunities - host events.
Biodiversity Partnership	Enhance the use of landscape corridors and existing gardens and allotments. Link to NSC rewilding strategy.
Improved Station Links	More frequent and convenient public transport links to the station.
Active Travel Campaign	Reduce inefficient use of long-term parking by employers, encourage modal shift to walking, cycling and public transport.
Town Map & Wayfinding Routes	Promote and enhance place qualities and bespoke signage to key landmarks. Improve recreational routes.
Housing Design guidance	Influence high quality town centre housing (as Urban Living SP/Bristol) guidance on design qualities and standards of amenity.
Parking Strategy	Use land more efficiently and support a balanced approach to transport. Pilot with Station Road Car Park
Link Cycle route to Clevedon	Create quiet cycle lanes to the west towards Clevedon.
Town Centre Homes	Identify opportunities to provide new homes with high quality landscape led design. Including new and renovated social housing.
Brockway Calming	Link the town centre to Millennium Park improving place identity.
Scotch Horn Leisure Centre	If improving, take the opportunity to create a better street and Parkside presence and foreground cycle connections.
Signing National Cycling Routes	Promote recreational opportunities and active travel.
Nailsea Neighbourhoods	Reinforce the identity of Nailsea's existing neighbourhoods around key cultural, leisure and social spaces.

LEAD	KEY STAKEHOLDERS	PRIORITY	TIMING
North Somerset Council (NSC) Libraries	Nailsea Town Council (NCT)	18	А
NSC	Praxis, Developments Bristol, Waitrose	15	А
NTC	NSC, Local Businesses	15	А
NTC / Nailsea BID	Nailsea BID, Nailsea Community Group Cultural Partners	15	А
NTC / NSC	Placemaking Steering Group	12	А
Cultural & Community Partners	NTC/Nailsea BID	12	А
NTC / NSC	Placemaking Steering Group	11	А
NTC / Nailsea BID	Nailsea BID, Nailsea Community Group	14	В
NTC	Existing groups working with countryside recreation and wildlife	14	В
NTC / NSC	Placemaking Steering Group	13	В
NTC	Wessex Water, Pelican and schools and business	11	В
NTC / NSC	Nailsea Active, Nailsea Leg Club	10	В
NSC		10	В
NSC	NTC	9	В
NTC/NSC		14	С
NSC	NTC	13	С
NSC	Placemaking Steering Group	12	С
NSC	NTC/Nailsea Active	12	С
NTC / NSC	Placemaking Steering Group	9	С
NTC	Mizzymead Leisure Centre, Nailsea Tithe Barn - no 25/No 65	9	С

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THANK YOUS

Amy Badman Cllr Mike Bird Cllr Jeremy Blatchford

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Cllr Claire Hunt Sean Kelly Cllr Ben Kushner Blanche Longley Cllr Rod Lees Cllr Emily Miller

lan Morrrell Cllr David Packham Sandy Riley Jules Richardson

Chris Smith

Cllr James Steel Glen Schmidt Cllr James Tonkin Pelican

North Somerset Council Nailsea Town Council The Leg Club Nailsea Town Clerk Nailsea Memory Club

One 2 One Praxis

Nailsea Town Council Nailsea Disability Initiative Nailsea Town Council

Praxis

Nailsea Town Council Nailsea Town Council Nailsea Town Council Nailsea Town Council Nailsea Tithe Barn

Nailsea Community Group

Waitrose

Nailsea Town Council Nailsea Active **North Somerset Council**

The Students of Weston College The People of Nailsea

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Sarah Toy





LFORD