PROPOSED

## WELCOME TO THE OLEVEDON PLACEMAKING STRATEGY




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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 $\mathbf{2 1 , 2 8 1}$ 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.

1 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.
6 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

3 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.
5 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
7 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

1 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

3 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.

5 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.

3 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

1 Shape the public realm to create a sense of arrival in the town, reducing the severance caused by the Great Western Road.

2 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.

3 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.

6 Locate a mobility hub in the town centre, including bike maintenance, stores, racks and e-bike hire.

7 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

Proposed bespoke signs/highlights- . Wayfinding Two Rivers (Land Yeo)
- Wayfinding Seafront
-     - Wayfinding Curzon to Pier
- Linking to National Cycle Network
(Q) 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 improvemen 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.


## What do you love about Clevedon?



SEAFRONT ourzon
FRONT HILL SEA
MARINE LAKE
FRIENDLY


P\|ER INDEPENDENT WALKS

PEOPLE
WALK

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?

clevedon park ranger to help manage green spaces
CREATE "NATURE BOARDS" TO EXPLAIN RE-WILDING PROJECT
CREATE MORE COMMUNITY GARDENS
CREATE MORE GREEN TRAILS
CREATE MORE PLAY SPACES
green queen square
MAKE MORE OF THE RIVER
OTHER
rewild front gardens

"Having dedicated cycle lanes which actually link up the whole town not just sporadic sections would mean less confident cyclists could get out more"

What would make you walk more?


What would make you cycle more?


Which community groups can make Clevedon a better place?


## Key Sites

Together we looked at some specific sites in Clevedon, exploring how places can be shaped to deliver on the strategic priorities. An outline proposal for each site was visualised and discussed with stakeholders. The preferred approach and design principles were identified to guide and support future project development. All projects will be open to public engagement and feedback as they progress.

## 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-socia 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 stamon road with room For outdoor dining
an extended natural play area around the large tree

A FLEXIbLE MARKET, MEANWHILE AND EVENT

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 mprove 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 mplemented 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

## DESIGN PRINCIPLES

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 1 km 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.

VIEW OF APARTMENTS FROM RIVER


## 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 | A |
| Clevedon Town Council (CTC) | Schools and business | 23 | A |
| NSC | Public Realm SG (Hosted by BID) | 23 | A |
| NSC | Public Realm SG (Hosted by BID)/ Wessex Investors | 22 | A |
| Placemaking Steering Group | Cultural Partners/NSC | 20 | A |
| NSC |  | 12 | A |
| NSC | Placemaking Steering Group/Wessex Investors | 22 | B |
| NSC |  | 21 | B |
| CTC | Existing groups working with countryside recreation and wildlife | 21 | B |
| CLH SG |  | 18 | B |
| NSC | BID | 17 | B |
| CTC | CTC/NSC/BID | 16 | B |
| NSC/CTC | Marlens | 16 | B |
| NSC |  | 25 | C |
| Cultural \& Community Partners | Curzon/Clevedon Literary Festival/ Theatre Shop/BID | 20 | C |
| NSC | The Barn, Clevedon Children's Centre | 20 | c |
| NSC | Residents/ Alliance Homes/ The Environment Agency | 18 | C |
| NSC Libraries | Clevedon Town Council (CTC) \& Community Partners | 17 | C |
| NSC Libraries | CTC \& Cultural and Community Partners | 17 | c |
| Clevedon BID | NSC | 15 | C |

## Clevedon Conversations

Throughout the process 2400 people shared their views on their town's future.


## THANK YOUS

Paul Anslow
CIIr Barry Cherokoff
CIIr Caroline Cherry
Pearl Cross
Phil Curme
Jane De Bude
Marilyn Edwards
ClIr Angela Everitt
Ruth Gofton
George Grace
Cllr Eric Holdsworth
Jonathan Hurford
Hilary Jenkins Spangler
Sarah Mac Cuaig
Petra Mansour
Hilary Neal
Maureen Ni Fiann
Andrew Pegg
Keith Pimm
Carol Price
Gavin Price
Cllr Geoff Richardson
Laila Rizvi
Suzannah Shaw
Nicola Short
Pete Templeton
David Turner
John Tranter
Tom Vaughan
Eleanor Wade
Cllr Judith West
Cllr Richard Westwood
Isabel White
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

Richard Blows
Jenny Ford
Alex Hearn
Luke Johnson
Rachel Lewis
Frankie Mann
Luke Turner
Nicola Webb
Emma Wellard
Olivia Stephens
DESIGN WEST
Juliet Bidgood
Pippa Box
Jane Faram
Pippa Goldfinger
Dr Anna Rutherford
Juliet Simpson
Daniel Widdowson

Policy and Partnerships Lead
Director, Placemaking
Assistant Director, Placemaking
Graduate Trainee
Heritage and Design Manager
Sustainable Transport
Sustainable Transport
Climate Emergency Project Manager
Head of Libraries and Community
Support Officer

## DESIGN TEAM

James Howard
Cormac Farrelly Jason Ramlugon George Mathews Chris Cummins Nat Inker
Paul Blakemore
Professor Bill Gething
Sarah Jones-Morris
Helen Newman
Jon Tricker
Matt McFeat
Ben Stephenson
Mike Cowdy
Úna Breathnach-Hifearnáin
Kate Cowdy

Studio Hive
AHMM Architects
AHMM Architects AHMM Architects
Studio Maya
Studio Maya Photographer
UWE Bristol
Landsmith Associates
Helen Newman Architects
Phil Jones Associates
Phil Jones Associates
BAS Consultancy
McGregor Coxall
McGregor Coxall
McGregor Coxall

