



Freeport Plus RUBJ-AKAY-LUGA  
 Seaxburh Ltd  
 Rakes Holt  
 Cove  
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 EX16 7RX



FOLD ALONG THIS DOTTED LINE



## Public consultation

Owing to COVID-19 restrictions, we are running a 'virtual exhibition' to seek views on our proposals for 'Clevedon Central', a mixed use scheme for land between Great Western Road and Queen's Square.

The draft plans are the first phase in our aspiration to regenerate the site, boost the local economy and improve the aesthetic and functional quality of Clevedon's town centre.

Details and a feedback form will be posted at [www.clevedoncentral.com](http://www.clevedoncentral.com) from 9am, Tuesday 5 May until 8pm, Thursday 7 May 2020. For those unable to access the online consultation, this leaflet summarises the key elements and provides a postal feedback option.

### The site today

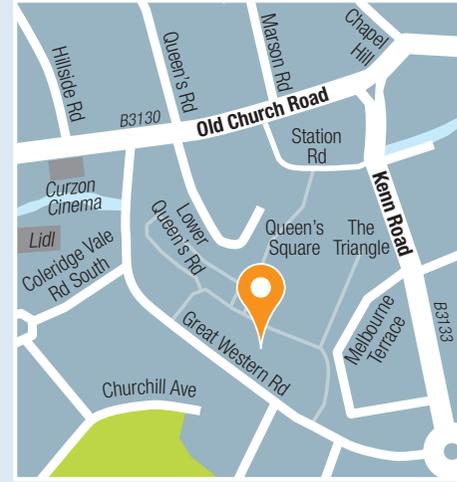
The site is currently dominated by an ageing 'big box' retail unit and car park which undermines the appeal of the town centre, visually truncates the retail and cultural zones and does little to capture the interest of passers-by or help the town's evening economy.

### Proposed development

Our proposals comprise:

- Transformed, extended retail unit
- Gym
- Standalone café/take-away 'pod'
- Senior living apartments

The design of the buildings is intended as a tribute to the town's rich heritage and coastal location. For example, the horizontal slats of the retail units and the brick and zinc of 'The Engine Shed'



recall the site's past as a rail goods yard, and the exposed steel girders in the gym celebrate the town's iconic pier.

However, the designs are also proudly modern as befits a forward-looking town. In particular, extensive use of glazing will promote views, light and energy across the site and into Queen's Square.

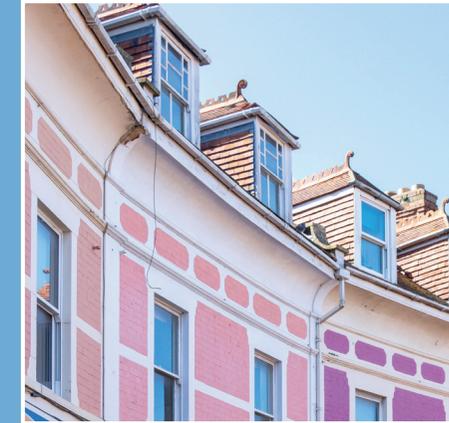
### Key benefits

Combined, we believe these will:

- Significantly improve the look, vitality and flow of the area
- Provide much-needed town-centre housing
- Attract more people to local businesses; increase dwell time
- Boost the town centre's evening economy
- Create 60 town-centre jobs; 135 construction jobs
- Stimulate further investment in Clevedon; enable our Phase 2

[www.clevedoncentral.com](http://www.clevedoncentral.com)

# 'Clevedon Central' Investing in Clevedon Town Centre



CLEVEDON CENTRAL

Public consultation materials will be available to view  
 5-7 May 2020 at: [www.clevedoncentral.com](http://www.clevedoncentral.com)

# Summary of planning proposals for a vital town centre site



- 1 Senior living**
- Up to 45x 1-2 bed apartments
  - c.20 parking spaces (4 accessible)
  - Much-needed town-centre homes
  - Creates 'doorstep' customers for local businesses
  - Boosts 5 year housing supply

- 2 Retail units**
- Transformational upgrade and extension of the existing building
  - Creates 2 retail units at ground level and gym on 1st floor
  - Glazing on the 3 public-facing sides increases visibility and connectivity through the site
  - Sophisticated cladding seamlessly blends old and new



- 3 Gym**
- New facility for residents
  - Promotes active lifestyle
  - Adds vibrancy to town centre
  - Boosts evening economy
- 4 'The Engine Shed'**
- Standalone café/take-away pod
  - Potential for artwork on gable end to promote site's history and a rejuvenated town-centre identity

- 5 Car park**
- Total 145 car spaces
  - 9 accessible spaces
  - 45 cycle spaces
  - Improved flow, surface and safety
  - Smart new paving
  - Greater curb appeal
- Improved landscaping
  - Potential visitor/heritage information
  - Sustainable site; easily accessible without car
- All this will draw passers-by, and increase footfall and dwell time in the high street.

## Design

- High quality design respects conservation principles, celebrates Clevedon's past and contributes to the town's future appeal
- Use of brick, zinc and slatted cladding, and the shape of The Engine Shed, reflect the site's railway heritage
- Exposed steel girders in the gym ceiling are inspired by Clevedon's iconic pier
- Translucent panels and a soft glow from the 1st floor adds visual interest



## Next steps

Your feedback will inform our final proposal and will be submitted with technical reports such as heritage, landscaping, drainage and traffic in a planning application in the summer. North Somerset Council will post these documents on its website as part of its public consultation process, providing another opportunity for feedback.

**For further information, please visit the online exhibition at:**  
[www.clevedoncentral.com](http://www.clevedoncentral.com)  
 (5-7 May). Or contact Niki Lathwell:  
 07778 599 711/niki@seaxburh.com

# We welcome your views on Clevedon Central

Thank you for taking time to read this leaflet. If possible, please also review our online brochure at [www.clevedoncentral.com](http://www.clevedoncentral.com) (live 5-7 May 2020). You can provide feedback online or using this form: simply tear as indicated, fold, seal and send FREEPOST.

**Please circle one number for each question.**

**1 = Yes, very much so. 2 = Yes. 3 = Not sure. 4 = No. 5 = Not at all.**

Do you agree that the commercial site in the town centre is in need of regeneration?

1 2 3 4 5

Do you agree that the design of the proposed development will positively contribute to the regeneration of the town centre?

1 2 3 4 5

Do you agree that the proposals will encourage more people to use the town centre?

1 2 3 4 5

Do you agree that the proposals will help connect the different areas of the town centre?

1 2 3 4 5

Do you agree that the proposals will enhance the town's evening economy?

1 2 3 4 5

Overall, do you support these proposals for Phase 1?

1 2 3 4 5

What else do you think would benefit the town centre (for us to consider for Phase 2)?

Hotel  Café/bar  Homes  Signage/visitor info  Artwork  Other: \_\_\_\_\_

Do you have any further comments about the proposal?

*NB: these may be included anonymously as examples of feedback in the planning application we submit to North Somerset Council.*

TEAR ALONG THIS DOTTED LINE

To validate your submission, please advise your postcode: \_\_\_\_\_

**Which best describes you?** Tick any relevant:

Employed  Student  Retired  Living with children under 18  Other

Work/study: In Clevedon  Elsewhere in N Somerset  Outside N Somerset

**Thank you for your feedback.**

**Peel off this backing strip, fold in half, seal and post. No stamp required.**