

## A2 Appendix B: Love Clacton – The Vision for Our Town Centre in 2030

Clacton Town Centre in 2030 will be a fun and well-loved, year-round destination that positively promotes its unique seaside heritage and works in seamless harmony with the town's fantastic beaches and famous attractions.

It will be a place with a familiar brand and a distinctive traditional character and atmosphere in which local residents and businesses take pride and active ownership, and where visitors are made to feel welcome and safe.

People of all ages and abilities will come to our vibrant town centre to live, work, dine, socialise, shop and learn about Clacton's fascinating history. Whether you are a resident, holidaymaker or day-tripper, the town centre will be the place to go for excellent food, quality goods, activities and entertainment both during the day and into the evening. Information and services will be readily available anywhere in the town centre, on-line and via the latest mobile technology.

With free access to the internet, people will take mobile working to another level, bringing their office to a town centre café, workspace or even a spot the beach. The town centre will also be a place to interact and learn - providing a hub for formal educational and health services, interactive experiences and community engagement.

Residents of all ages will be actively involved in the promotion and upkeep of the town centre and in providing excellent customer service to ensure that people can 'Love Clacton' for many generations to come.

Clacton will be:

**C**ONVENIENT AND FREE – Easy to get to by all forms of transport with ample free street parking and conveniently located off-street car parks.

**L**OCAL AND PROUD – Positively promoted, loved and well looked after by local businesses and residents working together.

**A**CTIVE – Lots to do all year round with fun events, specialist markets and live music held regularly in the town square during the day and into the evening.

**C**LEAN AND SAFE – Family-friendly spaces kept safe and tidy by local people and businesses working closely with the Council and the Police.

**T**RADITIONAL CHARACTER – Proud of its history as one of the UK's top seaside resorts and not afraid to show off its traditional Victorian charm.

**O**BLIGING AND WELCOMING – Businesses and their staff are well trained, friendly and helpful to make visitors and residents feel welcome.

**N**EW AND EXCITING – Embracing new ideas and new technology and welcoming new business, activities and attractions.



## Achieving the vision

*In response to the revolution of on-line shopping, Clacton will develop to become more than just a shopping destination. Following a relaxation in the planning rules, the core of the town centre will start to offer a vibrant range of national and independent shops, services, restaurants, cafes and entertainment venues which complement and work with the attractions on the seafront whilst maintaining footfall for independent businesses occupying the surrounding streets. With the creation of new homes on upper floors of shop units and in the side streets, the community has been brought closer to the centre of town – maintaining and adding to the vibrancy and activity throughout the day and into the evening. Businesses will want to stay open for longer to exploit the opportunities for trade and increased tourist footfall and the day-time and evening economies will enjoy a seamless transition.*

*Not only will the town centre offer a place to shop and socialise, it will also offer more opportunities for people to work thanks to the roll out of free wifi and mobile connectivity – allowing more people to do business, whether that be from a laptop or smartphone in one of the town’s cafes or through the flexible working space and hireable meeting rooms that have been created in response to ever increasing demand. Some people will even take their office outside; enjoying their lunch or coffee on the outdoor seating provided by the town’s many eating and drinking establishments, or even the beach. Comprehensive wifi and mobile coverage will have also revolutionised the way people access shopping and services in the town centre. Not only will customers be kept abreast of all the latest offers, events and special deals, but paying for things will be safe, convenient and easy with the advancement of mobile and contactless technology.*

*‘Love Clacton’ will not only be the brand that all residents and many of the town’s visitors will have become familiar with, it will also be the philosophy held by the community of businesses and residents, supported by the local Council, Police and voluntary organisations. As a brand, the Love Clacton logo will enjoy a consistent physical presence in shop windows, signs and banners throughout the town and will also be at the forefront of social media, newspaper, radio and local television. Businesses will work together to promote the brand and to ensure that local people need look no further than Clacton Town Centre and its seafront for fun, entertainment and enjoyment.*

*The Love Clacton philosophy will have developed into a community of people that take pride in their town and who want to offer their time and assistance in making the town centre a clean, safe, attractive and vibrant place. An army of ‘Ambassadors’ of all ages and backgrounds, with strong leadership from the town’s business community, will volunteer their time to welcome visitors and help promote, maintain and generally keep an eye on their town centre. The Ambassadors will organise and marshal a host of public events on the town square, throughout the year which will be effectively promoted through various media channels – these will include live music and entertainment, specialist markets and themed events. They will also play a critical role in helping to keep the town centre tidy and attractive by assisting with planting and maintenance, reporting problems to the relevant authorities and being a constant presence in the town centre to assist businesses, visitors and the work of the Police. Thanks to the measures put in place by the Tendring Community Safety Partnership, people will feel safe in Clacton Town Centre and it will be seen as a place that is fun, welcoming and family-friendly.*

*With some subtle but effective changes to the parking and traffic arrangements in the short-term, Clacton Town Centre will have become easier to get around – whether by foot, bicycle, bus, taxi or car. The area will have also become busier which will be beneficial to its sense of vibrancy and to local businesses. With more opportunities to park in the heart of the town centre, local shops will have enjoyed a boost in trade. Adjustments to the flow of traffic and improvements to signage will have made it easier to park. Key routes into the town centre will have also seen investment in their public realm including planting, signage, cycle/footways and street furniture. Important links into the town centre from the seafront and the railway station will have also been improved and Clacton’s traditional Victorian seaside character will be enhanced and promoted as a key element of the overall Clacton experience. Through encouragement and incentives for businesses to repair and improve their properties, the town’s buildings will look better than ever – contributing positively to the town’s character and people’s enjoyment of its environment.*

*Thanks to the programme of measures developed and implemented by the community and businesses (working together with the support of the Council, partners and government) and through the good will of its residents, Clacton Town Centre in 2030 will have achieved this vision of being a fun and well-loved, year-round destination that positively promotes its unique seaside heritage and works in seamless harmony with the town’s fantastic beaches and famous attract*

## Spatial vision

### Waterglade/Rosemary Road West

Developing a high quality 'anchor' retail park within a stone's throw of the core shopping area.

#### Priorities:

- Work with the owners to support their proposals to expand the retail park onto the old gasworks site to give more choice to shoppers and to tidy up an otherwise redundant site.
- Working with the developers of the Waterglade extension and through other sources of funding to secure improvements to the public realm along Rosemary Road West to promote and maintain linked trips by foot and cycle between the retail park and the town centre.

### Core Shopping Area including Central Pier Avenue/Electric Parade)

Proving and promoting Clacton's best shopping, eating and drinking in the heart of its vibrant historic core. A series of short, medium and long-term measures will aim to transform this area into 'Electric Parade', the thriving heart of Clacton.

#### Short-term priorities:

- Alter parking and traffic restrictions to create additional on-street parking opportunities close to the core of the town centre in the short-term to help improve footfall for existing businesses.
- Remove planning restrictions to promote a flexible mix of uses including restaurants and cafes amongst shops.
- Working with businesses and partnerships, the Love Clacton Ambassadors will host a variety of events throughout the year which will be well publicised through a variety of media outlets (including social media) and will be well attended, by Clacton's own residents and visitors.

#### Medium-term priorities:

- Improve access to and from the car park in Jackson Road for pedestrians and car users and increase off-street parking capacity, through the potential creation of a multi-storey car park.
- Work with bus companies and taxi drivers to relocate taxi ranks and bus stops to help increase parking provision and pave the way for a more pedestrian friendly environment in the long-term.
- Utilise property to create necessary pedestrian linkages and create new residential accommodation and business space to add to the vibrancy of the town centre.

#### Long-term priorities:

- Comprehensive programme of public realm improvements to create a pedestrian friendly area that promotes and conserves Clacton's special Victorian seaside character.
- Re-brand as 'Electric Parade' with attractive cast-iron archways at either end and an under-cover canopy through its centre, retro street-furniture, lighting, bunting and signage and branding that promotes Clacton's heritage.
- Create a thriving mix of shopping, eating and drinking opportunities and a host of regular street entertainment, specialist markets and other events.

### Pier Avenue North

Enhancing an important gateway into the town centre via its health and spiritual quarter.

#### Priorities:

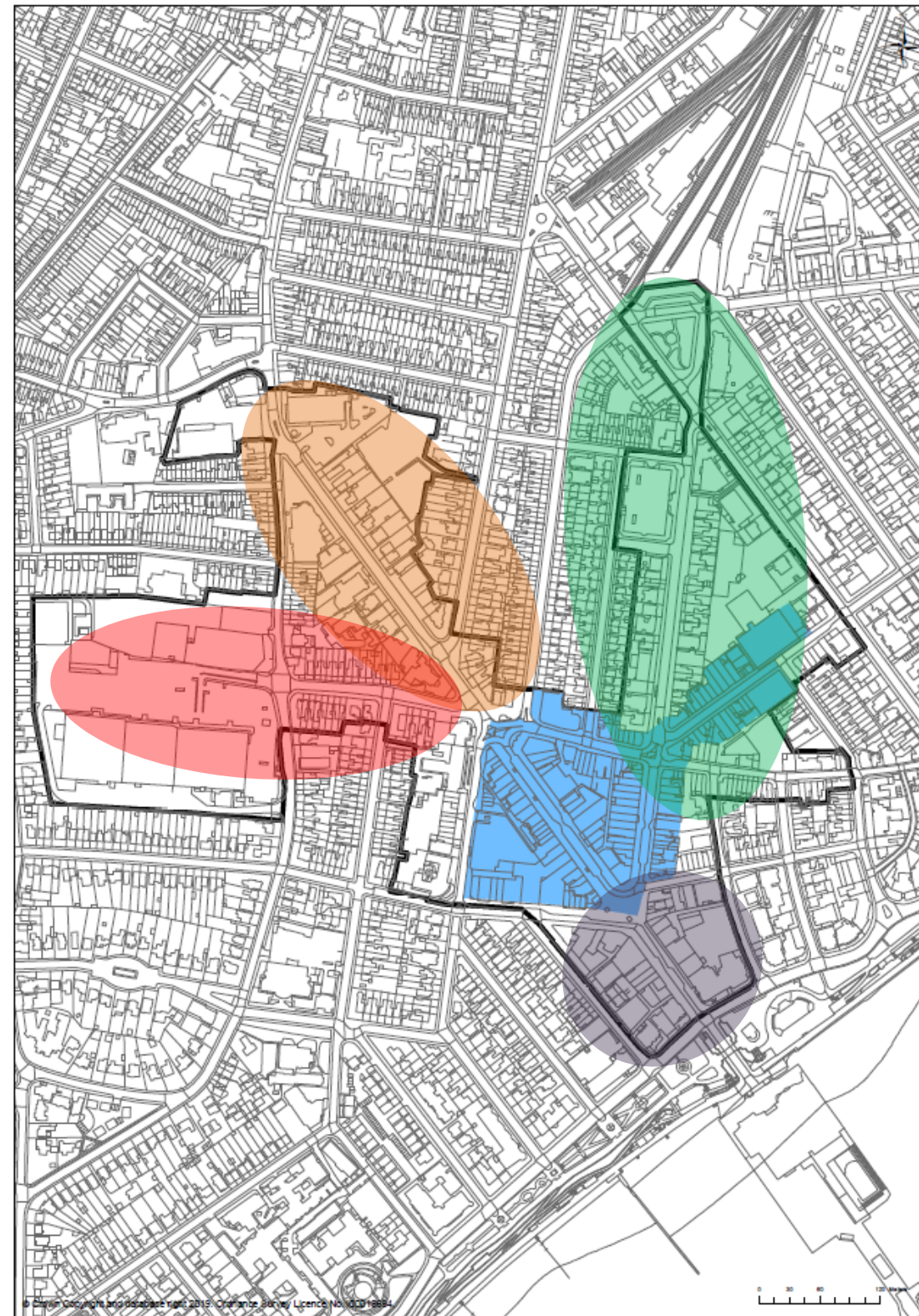
- Public realm improvement including new paving, lighting and street furniture to give residents and visitors a more welcoming sense that they have arrived in the town centre.
- New easy to understand and interactive signage will help direct drivers to the town centre's off-street car parks in Jackson Road, Wellesley Road and the High Street.
- Utilise some of the lighting columns relocated from central Pier Avenue/Electric Parade following its transformation and furnish with positive Love Clacton branding, events advertising and seasonal decoration.

### Station Road/High Street/Rosemary Road

Enhancing an important gateway into the town centre via the railway station and developing a hub of educational, health and community services.

#### Priorities:

- Manage long-term transition from businesses and estate agents moving on-line to enable alternative town centre uses including community use, shops, cafes and residential.
- Reduce and ultimately remove forecourt parking in Station Road to enable wider pavements, better cycle links and a better flow of traffic.
- Utilise and amalgamate land and property to create a mixed-use public sector employment site, high-quality residential development and a new library, community hub and educational/health facilities to help increase footfall and usage of the town centre.
- Work with Sainsburys to improve, expand and enhance the town centre's anchor supermarket and support retailers in the High Street.
- Increase car parking capacity and improve pedestrian and cycle connections through to the core of the town centre.
- Improved signage to direct drivers, walkers and cyclists.
- Create coach parking facilities and encourage the flow of day-visitors through the town centre on their way to the seafront.
- Work with the rail company to promote trips to Clacton and pedestrian flows through to the town centre.



### Pier Avenue South/Seafront

Create a destination for socialising, eating, drinking and partying for people across a range of age-groups to support the evening and night time economy.

#### Priorities:

- Manage long-term transition from amusement arcades to encourage new restaurants, bars and clubs – expanding on the existing hub of evening activity.
- Work with partners to explore the potential to fully pedestrianise southern Pier Avenue to create a more pedestrian friendly zone that is safe, easy to Police and which supports growth in the evening and night time economy and which allows for an extension of the town square to host events and street markets.
- Promote the history of the town through its public realm and explore the potential to reveal and restore some of the town's earliest Victorian buildings.
- Enhance pedestrian linkages to and from the Pier, seafront and Hospital.