

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)

Providing 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:

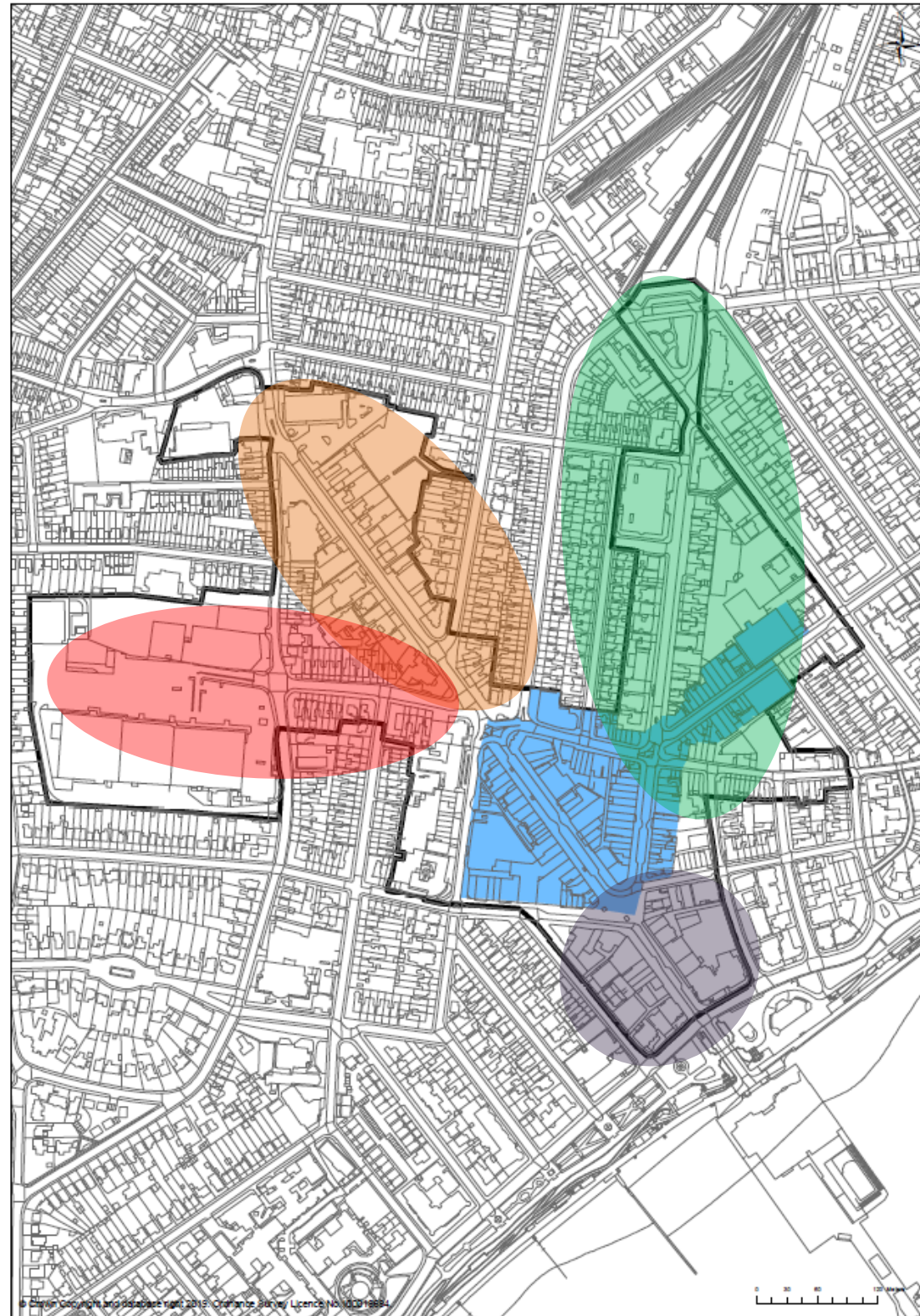
- Comprehensive programme of public realm improvements to create a pedestrian friendly area that promotes and conserves Clacton's special Victorian seaside character.
- Re-brand as 'Electric Parade' with attractive cast-iron archways at either end and an under-cover canopy through its centre, retro street-furniture, 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.

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:

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

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

ACTIVE – 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.

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

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

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

NEW 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

Overarching objectives

OBJ1: Make the town centre a destination associated with fun and enjoyment where people are just as likely to go to meet socially and be entertained, as for shopping.

OBJ2: Turn the town centre into an all-weather shopping and leisure destination where, come rain or shine, there are things to enjoy and reasons to visit, and to stay longer.

OBJ3: Make the town centre vibrant - concentrating activity in its central core and increasing the resident population through quality housing above shops and in side streets.

OBJ4: Make sure the town centre works in seamless harmony with the town's beaches and seaside attractions with activity and trade in both areas extending into the evenings.

OBJ5: Actively promote the 'Love Clacton' brand both physically throughout the town centre and through a variety of digital and other communication channels.

OBJ6: Positively promote the town's unique history and seaside heritage through its branding, public realm, architecture, events and activities – to set it apart from other places.

OBJ7: Make the town centre a place that people can get to easily and conveniently by all forms of transport and prepare it for the predicted rise in the ownership of electric cars.

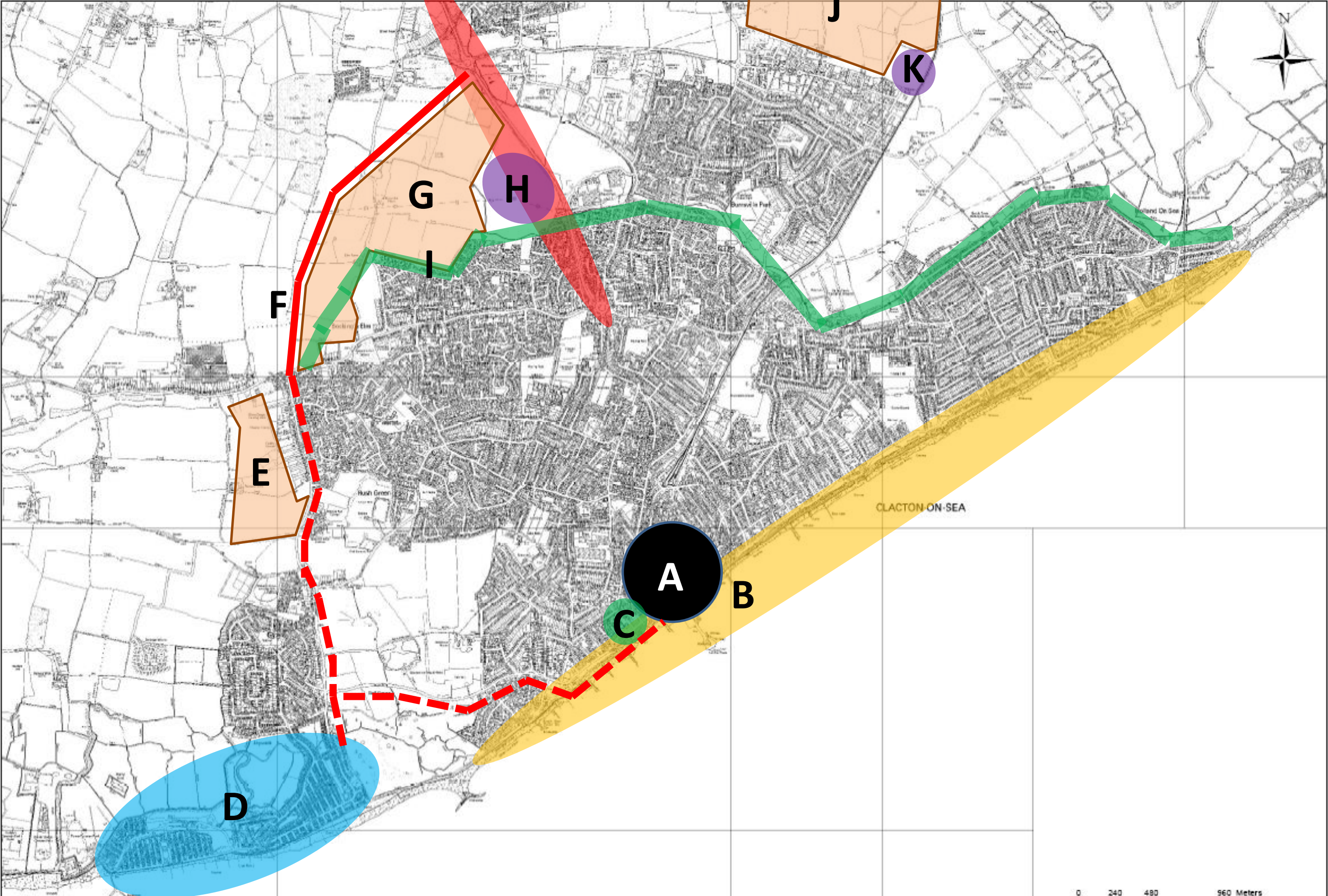
OBJ8: Make the town centre safe, easy and convenient to navigate for pedestrians of all ages and physical abilities and improve connectivity to surrounding assets.

OBJ9: Make the town centre a place that is tidy, welcoming and safe and a place with excellent customer service that residents and businesses are proud of.

OBJ10: Bring the town centre into the digital age to enable people to work remotely and access online and app-based services and information.

OBJ11: Make the town centre a hub for education, public services, community activities and clubs and manage the transition from a retail destination to a more varied and mixed offer.

Strategic Narrative – Plans for Clacton



A: Rejuvenation of Clacton Town Centre

Package of measures developed by the Clacton Town Centre Working Party and part funded through the Future High Streets Fund to transform Clacton Town Centre into 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.

B: Investment in Beaches and Seafront Attractions

Ongoing public and private investment in the seafront including the recently completed Clacton to Holland on Sea Coast Protection Scheme – a multi-agency scheme that has created 5 kilometres of attractive new beaches; and ongoing multi-million pound private investments in the owners of key attractions including Clacton Pier, Clacton Pavilion and the Kingscliff Hotel to provide modern first-class amusements, rides, attractions, eating and drinking facilities and visitor accommodation. It is the Council and its partners' aspiration to deliver further improvements along the seafront and maximise the potential of Clacton's new beaches.

C: Upgrade of Clacton District Hospital

Plans for comprehensive redevelopment of the Clacton Hospital site are being developed by the NHS (CCG-led) in consultation with the Council. The site design strategy aims to co-locate two local GP surgeries onto the site alongside the Urgent Treatment Service, other Outpatient and primary care services, Maternity, and clinical support services, and develop a Community Health & Wellbeing Hub that includes social services and prescribing, and supports the integration of mental and physical health. This scheme includes the range of current healthcare providers and will replace buildings that are old and no longer fit-for-purpose, refurbish some of the better estate and upgrade plant, while creating a more functional and purposeful facility for all users, with a characteristically civic feel. The new environment will be much improved for the delivery of a range of medical services and the patient experience. In its early design stages at present, the scheme may present an opportunity for some disposal of land on the site for housing and enhance the regeneration of the town centre project.

D: Regeneration of Jaywick Sands

Jaywick Sands is the most deprived community in England (the Index of Multiple Deprivation) but has a core of longstanding residents with a strong sense of community who are extremely keen to see physical and social improvements to the area. The area has complex economic and physical issues, including high levels of flood risk. The Council is leading a multi-agency effort to regenerate the area through a 'place based approach' to addressing social, economic and health issues by developing a 'Place Plan' which will include proposals for new high quality housing. The Coastal Community Team (CCT) is recognised as the only one in the UK where government and residents are working in the same space to develop the renewal process.

E: Rouses Farm Development

Development of 950 new homes with land for a new primary school and neighbourhood facilities on the western edge of Clacton with outline planning permission in place and a developer seeking to complete the first homes as early as 2021. Boosting the supply of new housing in Clacton is a key objective in both the Council's Housing and Economic Strategies to address housing need, increase the demand for goods and services and thus generate economic activity and support the use of the town centre.

F: North Clacton Relief Road

Construction of a new link road around the north west of Clacton between the A133 and Jaywick Lane which will unlock and provide access to the major housing-led mixed-use development at Hartley Gardens Development, relieve existing traffic and highway capacity issues in Clacton and create an alternative route for tourists and visitors to the town to the west, via Jaywick Lane, West Avenue and Martello Bay providing more direct and convenient access to the seafront and its attractions, the town centre and Jaywick Sands which will aid their regeneration and commercial potential. The Council is working with government and Essex County Council to explore the potential for forward-funding the relief road so it can be delivered as early as possible.

G: Hartley Gardens Development

Major urban extension to north-west Clacton proposed through the emerging Local Plan which will deliver the North Clacton Relief Road, a further 1,700 new homes, new community facilities, a health facility; large areas of new green space around Picker's Ditch Walkway and additional employment land. The Council is working with landowners, developers and government to develop a comprehensive master plan for the scheme and to bring the development forward as quickly as practicable. It is currently anticipated that development will begin in 2024.

H: Brook Park West

Multi-million pound private development already under construction at the gateway entrance into Clacton expanding upon the popularity and success of the existing Brook Park Retail Park. The scheme includes a new Lidl Foodstore, a drive-thru McDonalds, a Marsdens Pub/Restaurant and Hotel complex space for additional retail warehouses, land for business and industrial units, 200 new homes and an expansion to the Picker's Ditch Walkway. The development will work in harmony with the wider Hartley Gardens scheme and the 200 new homes are expected to be built from 2021.

I: Pickers Ditch Walkway

A network of green spaces, footpaths and cycleways around the outskirts of Clacton that has been created in phases extending from the housing developments in west Clacton through to Holland and Sea and Holland Haven Country Park. The Walkway will be expanded significantly as part of the Hartley Gardens development in north west Clacton – providing an important green lung through for the town's existing and future residents.

J: Oakwood Park

Major urban extension to north-east Clacton proposed through the emerging Local Plan which will deliver around 1,000 homes of which 250 have already obtained full planning permission and a housebuilder is aiming to start work in 2019/20. The wider scheme will deliver a new primary school, community facilities, open space and specialist accommodation to meet the needs of older and disabled residents. The development will support the economy of the town centre as well as the neighbouring shopping outlet.

K: Extension to Gorse Lane Industrial Estate

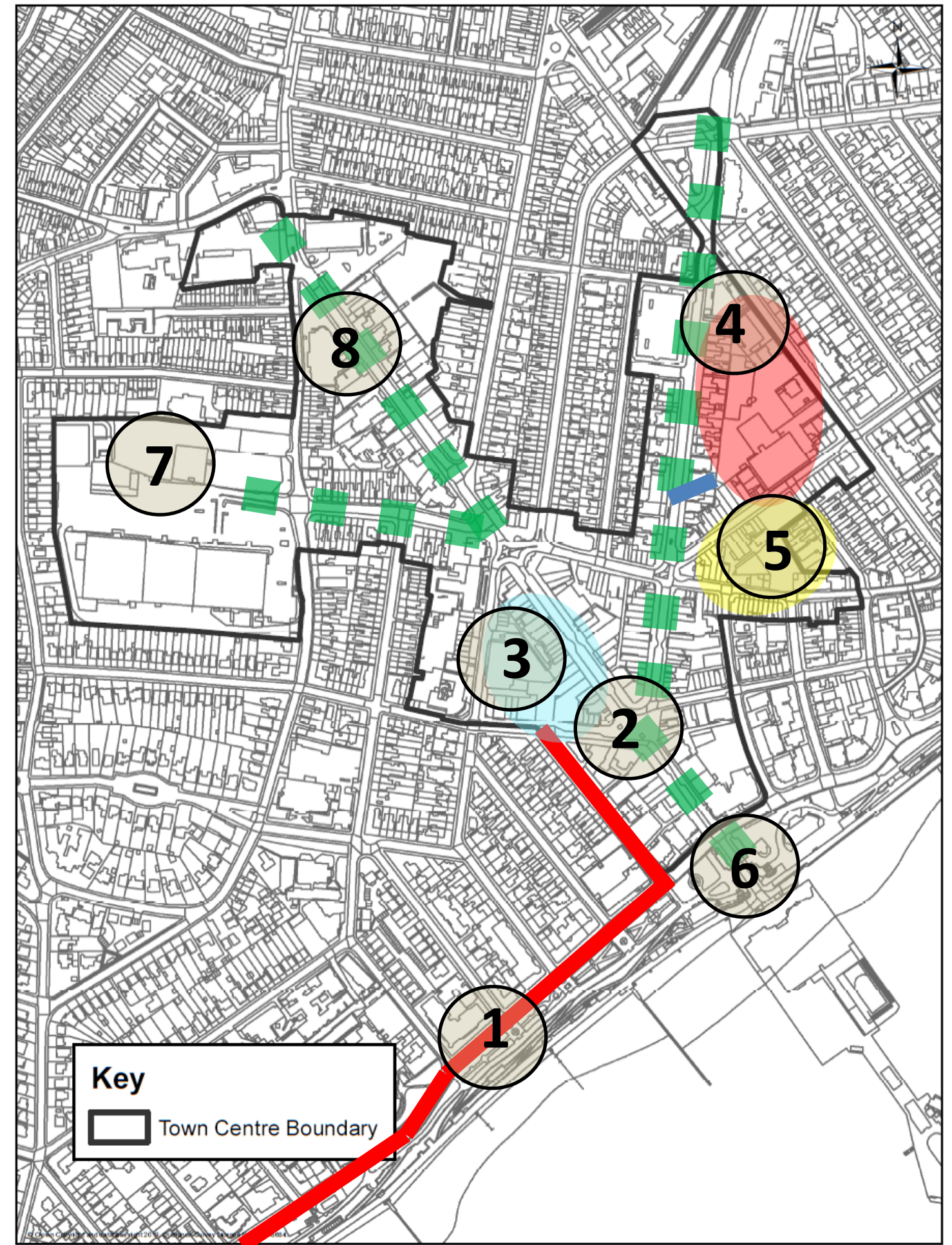
A six hectare extension to the Gorse Lane Industrial Estate, Clacton's largest industrial area, is under construction and will add to the choice and variety of premises available to the existing business community and potential inward investors.

L: Improvements to the A133

The main road into Clacton is the A133 which connects to Colchester and the A120 to the west of Tendring and which suffers from heavy congestion during commuting times and the holiday season. Essex County Council as the Highway Authority and the South East Local Enterprise Partnership are jointly funding changes to the roundabouts at the A120 link road in Frating and at Weeley designed to improve the flow of traffic which will, in turn, improve the commercial attractiveness of Clacton and improve the experience of residents and visitors. Developer funding will also be secured to make improvements to the busy St. John's Roundabout on the A133 in Clacton.

Spatial strategy for Clacton Town Centre

- 1** Long-term re-direction of tourism traffic into the town centre via the new North Clacton Relief Road and the seafront attractions to the west of Clacton Pier.
- 2** Short-term creation of a performance area/events space on the town square to generate additional footfall, support community activity and deliver public information/advertising opportunities.
- 3** 'Electric Parade': Integrated transport hub with direct connection to a re-branded and consolidated town centre core with high quality public realm, all-weather activity and residential development.
- 4** 'Carnarvon Towers': Major residential development and/or major public sector hub to support footfall in the town centre alongside improved parking facilities, a modernised anchor food store and
- 5** 'Savoy Place': Creation of hub for education and learning, community services and conferencing facilities to support footfall in the town centre and meet a variety of socio-economic needs.
- 6** Continued private investment in Clacton's main tourist and seaside attractions, supported by the rejuvenation of the wider town centre, growth in the night time economy and positive branding.
- 7** Private investment in the expansion of Waterglade Retail Park to help generate more linked trips into the town centre and improve one of the area's key gateways.
- 8** Improvements to public realm, signage and walking, cycling and other transport facilities to facilitate better navigation of the area, convenient access and better public perception.

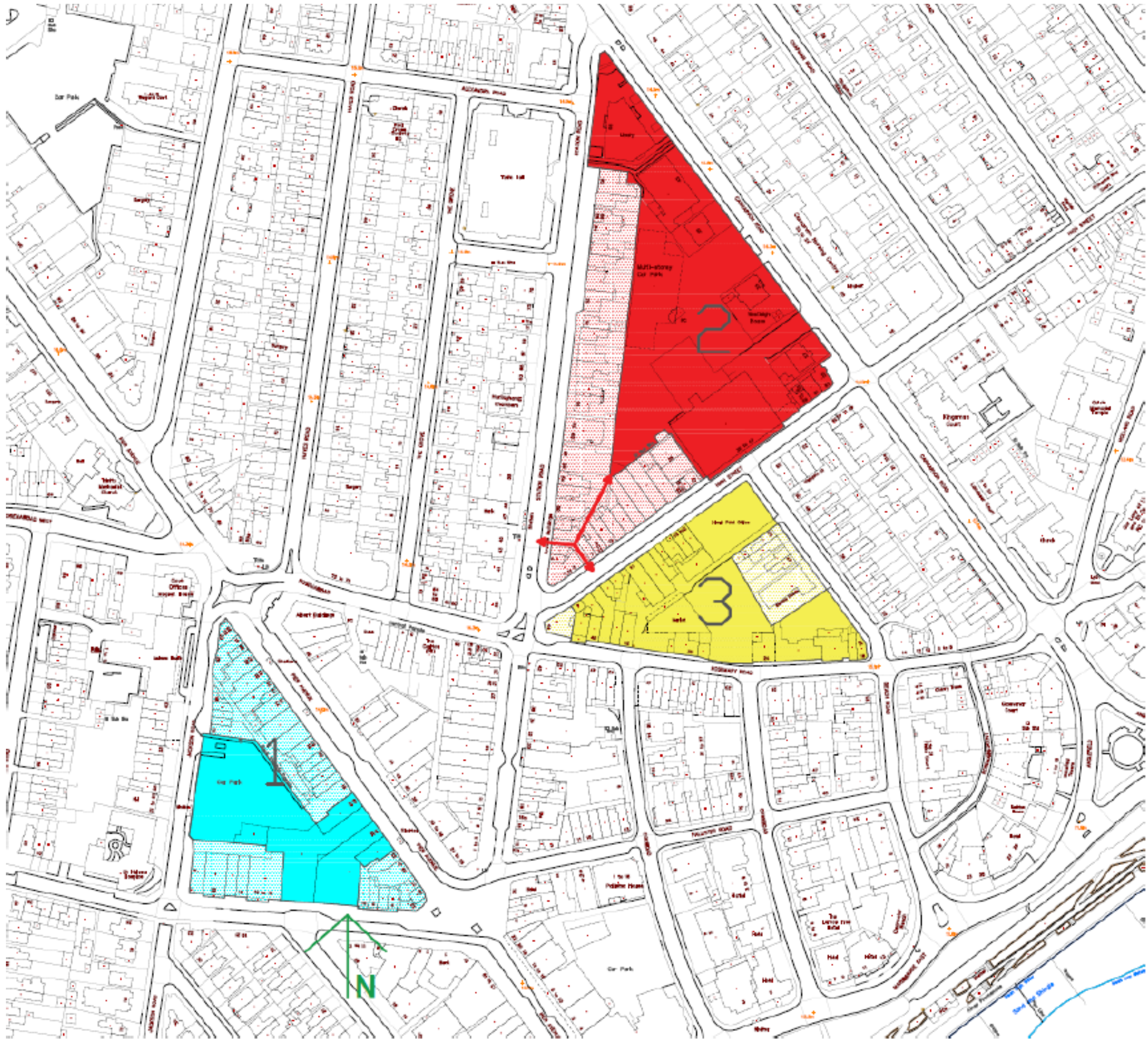


Opportunities for intervention

Site 1: 'Electric Parade'

Site 2: 'Carnarvon Towers'

Site 3: 'Savoy Place'



Property overview

Site 1: 'Electric Parade'

Located in the town's core shopping area, this opportunity focusses on the triangular block of property bound by central Pier Avenue, West Avenue and Jackson Road.

Key property includes:

- The terrace of architecturally significant Victorian villas on the western side of central Pier Avenue, historically known as Electric Parade – the first part of Clacton to be installed with electric lighting.
- Within that terrace, the former Marks & Spencer store which is vacant following its closure in 2018 – although M&S hold a lease with almost 8 years remaining the freehold of the property belongs to Tendring District Council. This unit benefits from dual frontages onto Pier Avenue and West Avenue (the latter of which lies a short walking distance to the seafront and its attractions).
- The large unit immediately adjoining the form M&S Store currently in private ownership and occupied by Poundland which also benefiting from dual frontages onto Pier Avenue and West Avenue and a potential third entrance into the Jackson Road surface car park (previously utilised when the store was occupied by Woolworths, but currently bricked up). Both the M&S and Poundland buildings are mid twentieth century in character and out of keeping with the Victorian character of the bulk of the street. It is understood that the properties were reconstructed after bomb damage.
- The Jackson Road surface car park, formerly the town's bus station, in private ownership and operated by NCP with 90 pay and display spaces, often under-utilised and, in part, used for a small weekday market. It is the closest off-street car park to the core of the town centre but is difficult for visitors to locate and does not enjoy direct pedestrian access to the Pier Avenue shops following the closure of the former Woolworths (now Poundland) back entrance.
- The Town Square and main shopping street, under the control (but not ownership) of the District Council and County Council, which were reconfigured in 2006/07 to create a more pedestrian-friendly experience; but where footfall has fallen in recent years. The Town Square is used for occasional events and activities but is awkwardly located between the town's amusement arcades and main shops and is asphyxiated by traffic routes to two faces. The main shopping street has restricted vehicular access with priority for buses, deliveries and taxis but greater restrictions on car parking.
- Other retail ownership is split amongst a number of private landlords and a smaller number of owner occupiers. Rents and values are relatively low, which has suppressed vacancy rates in the past, but a growing number of units are empty.
- Generally the character of the area is spoiled by being neither one thing nor the other: neither pedestrianised nor open to traffic, neither Victorian nor modern, available for events but constrained and sporadic and by being inconsistently maintained in all aspects.

Site 2: 'Carnarvon Towers'

Located in the Station Road/High Street/Rosemary Road area, this large triangle of property lies between the town's railway station and the core shopping area and is bound by Station Road (home to Clacton Town Hall and the area occupied by many Estate Agents, Solicitors and other profession services), Carnarvon Road (the last stretch of the A133 terminating at the seafront) and the High Street.

Key property includes:

- Clacton Library, owned by Essex Council – a brutalist 1970s prefabricated modular concrete building with forecourt parking occupying a key corner gateway into the town centre. The top floor of the library is used by the Clacton History Society to exhibit historic photographs and other artefacts.
- Carnarvon House, - a 1960s prefabricated concrete structure with some forecourt and undercroft parking immediately adjoining the library and owned by Tendring District Council and remains leased to the NHS. The property is now surplus to NHS requirements and has been vacated although four years of the lease remain unexpired.
- Group of four privately owned and rented flats erected in the early 21st Century with rear garden and parking
- Carnarvon Road Car Park, owned by Tendring District Council which comprises both surface level and multi-storey car parking provision (300 spaces in total).
- Former Westleigh House site, a vacant site formerly occupied by a Tendring District Council scheduled to be adapted into a further 30 parking spaces
- Sainsbury's food store, the largest supermarket within the core shopping area of the town centre.
- Small group of retail premises and a minor care facility located on the corner at the junction with the high street.
- The combined effect of the whole of these premises is to give the impression of a hotchpotch of barely considered and poorly used and maintained premises that deter rather than welcome passers-by added to a supermarket that is well used but somehow lost in the space between local and substantial shopping.

Site 3: 'Savoy Place'

Located immediately south of the Carnarvon Towers opportunity site, this is a triangle of property bound by the High Street, Rosemary Road.

Key property includes:

- The former Post Office which has now been vacated following co-location of PO services into to the WHSmith outlet in Central Pier Avenue.
- Sam's Hall, formerly the Imperial Hotel and current Head Quarters for Tendring Community Voluntary Services (TCVS).
- Vacant site of the former 'Sandles' restaurant (formerly Osbourne Hotel and Lord Nelson pub) which was one of Clacton's earliest buildings but demolished after becoming structurally unsound and a health and safety concern. The site is currently subject of a planning appeal against the refusal of planning permission for a mixed-use residential and commercial scheme.
- Indoor Market Accommodated in a mid-twentieth century shed with a small outdoor market space to the front.
- Former Savoy Theatre - an attractively designed Victorian building with shopping frontages onto both High Street and Rosemary Road and with disused entrance and auditorium on the First Floor. Formerly the Operetta house and later Vice Versa and Rumours Nightclubs. The upper parts are currently on the market with a long lease and planning permission for conversion to flats.
- A small number of rather unattractive retail premises with flats over which separates the vacant Sandles site from the TCVS building and the market.
- Arguably these sites represent some of the best and most original architecture of Clacton coupled with community endeavour and at the same they represent the loss of cultural aspiration from the town and the decline of the built fabric and the unviability of many development forms.

Site-specific objectives

Site 1: 'Electric Parade'

Being located in the core of the town centre and a relatively short distance from the seafront and its attractions, this site provides by far the best opportunity to deliver direct, tangible and transformational changes aimed at boosting activity and footfall, supporting a more diverse offer and experience for visitors and delivering upon many of the overarching objectives for rejuvenating the town centre.

The site-specific objectives of developing the Electric Parade site, which align with the vision, spatial priorities and overarching objectives, are:

- Re-branding the core of the town centre as 'Electric Parade' and re-invigorating the area to offer a unique experience from other competing towns by positively promoting and emphasising the town's seaside history, Electric Parade's proximity to the seafront and attractions, the town's its association with fun, enjoyment and entertainment and the architectural beauty of Electric Parade through positive branding, high quality street furniture and signage, a vibrant town square and tasteful but spectacular lighting. [OBJ1, 4, 5 and 6]
- Make Electric Parade the core focus for commercial activity as part of a managed contraction of the town centre but creating commercial space and seeking to locate a mix of multiple retailers, high quality independents and food and drink establishments into this core area. [OBJ3, 11]
- Facilitating direct and convenient access and footfall into the town centre core and the seafront attractions by creating an attractive, safe and direct pedestrian link from the Jackson Rd car park into the newly branded Electric Parade by re-configuring existing units and creating additional commercial floorspace in the process. [OBJ3, 4, 8, 11]
- Improving access to the core of the town centre and seafront area by all forms of transport through the construction of a new multi-storey car park in Jackson Road that is easy to locate for people traveling from multiple directions which incorporates integrated electric charging points, a central bus interchange, bike storage and which connects directly to Electric Parade via the new pedestrian link. [OBJ3, 4, 7, 8, 10]
- Maximising the space above shop units to deliver new high-quality residential accommodation in the core of the town centre which will stimulate day and night time activity, respond to housing needs and improve safety and natural surveillance - with the potential for an iconic high-rise tower incorporating an observation platform and maximum sea views and utilising transport and parking provision provided at the new electric-enabled multi-storey facility. [OBJ 3, 4, 9]
- Transform Electric Parade into a vibrant, pedestrian friendly area that can host a range of street activities including art, live music and performance, entertainments, events, activities by local clubs, street markets and food and drink stalls – activities that will complement the offer provided by the seafront attractions. [OBJ1, 3, 4, 5, 6, 8, 9, 11]
- Creation of a unique and stylish overhead canopy extending partially above the new pedestrian-friendly area which will ensure activities can take place in all weather and into the cooler evenings. The canopy will be designed to maximise and enhance views of Electric Parade's unique architecture and, as well as providing protection from the weather, it will provide a structure for the integration of wifi and other telecommunications infrastructure to support remote working and use of digital technology; and a structure for decorative and seasonal lighting which will also help extend activity and trade into the evenings. It could also host solar panels. [OBJ1, 2, 3, 4,5, 6, 9, 10]

Site 2: 'Carnarvon Towers'

Lying on the outskirts of the core of the town centre, the Carnarvon Towers development would play a key role in supporting the objectives for Electric Parade whilst providing a range of wider socio-economic benefits. With much of the property already under public control, there is an opportunity to deliver a comprehensive scheme that can improve footfall whilst addressing wider objectives.

The site-specific objectives of developing the Carnarvon Towers site which align with the vision, spatial priorities and overarching objectives, are:

- Facilitate the relocation of library and other public services and facilities into premises closer to the core of the town centre where they can help to directly support footfall and the vitality and viability of other town centre businesses. [OBJ3, 11]
- Create a major purpose-built mixed-use development for:
 - a) The creation of high-quality, medium-rise office-space for co-located public services and/or private sector companies – benefitting from close proximity to Clacton Railway Station and the Town Hall that could provide significant additional local employment and support footfall in the wider town centre; and/or
 - b) High quality, medium-rise residential accommodation including specialist housing, starter homes, key-worker housing and private housing for sale which will help to address the general and specialist needs of a growing population whilst increasing footfall in the town centre, improving safety and natural surveillance and generating funding to be invested in improvements to the wider town centre. [OBJ3, 11]
- Facilitating direct and convenient access and footfall into the town centre core and seafront attractions by creating an attractive, safe and direct pedestrian link from the Carnarvon Rd public car park into the southern part of Station Road. [OBJ3, 4, 8, 9]
- Improving the quality of the Carnarvon Road public car park and upgrading it to incorporate electrical charging points whilst providing the opportunity to consolidate that car park (in light of the proposed increase in provision at Jackson Road) to either incorporate coach parking facilities (to encourage coach visitors to pass through the town centre on their way to the seafront); or provide additional land for office or residential development. [OBJ4, 7, 10, 11]
- Creation of an attractive piece of public realm feature on the corner of Station Road and Carnarvon Road with iconic artwork, planting or lighting to mark the entrance into the town centre, especially for people arriving by train – incorporating the 'Love Clacton' branding. [OBJ4, 5, 6]
- Expansion and modernisation of the Sainsbury's food store to re-inforce its important role as the most central of Clacton's supermarkets, best placed close to the core of the town centre to act as an anchor for shoppers and generating footfall for surrounding businesses. [OBJ3, 10]
- Improvement of the public realm and the pedestrian link via Sainsbury's into the High Street. [OBJ8, 9]

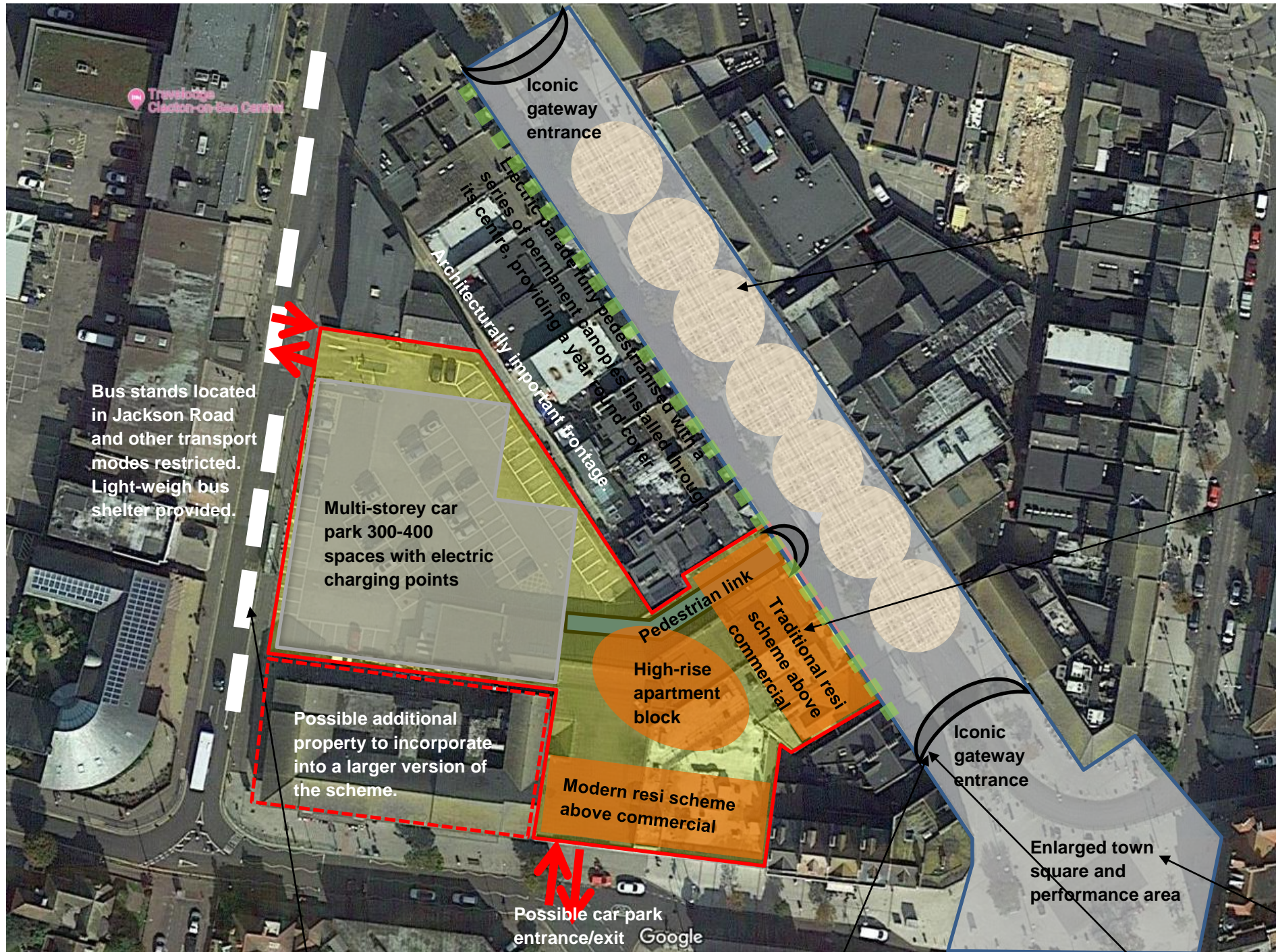
Site 3: 'Savoy Place'

One of the key overarching objectives emerging from the vision for Clacton Town Centre is to make it a hub for education, public services, community activities and clubs and manage the transition from a retail destination to a more varied and mixed offer. The Savoy Place site has the potential to become that 'hub', building on the existing presence of Community Voluntary Services Tendring (CVST) and utilising under-utilised land and property to co-locate other community-focussed organisations and educational facilities.

The site-specific objectives of developing the Savoy Place site which align with the vision, spatial priorities and overarching objectives, are:

- Utilise the redundant former Rumours Nightclub (previously the Savoy, and earlier to that part of Clacton's original Town Hall) to create a flexible arts and cultural venue, combined with the better shops integral to the building community facility and enterprise space that can be utilised by community groups, CVST and educational establishments. [OBJ6, OBJ11]
- Relocate market elements closer to the core of the town centre in Electric Parade so it can expand and benefit from the improved footfall. [OBJ3]
- Facilitate the accommodation of a significant arts attractor into the area as to generate interest and visitor numbers. [OBJ3, 6, 11]
- Manage retail users from the poorer quality units on Rosemary Road into the better ones closer to the High Street and Town Centre to concentrate footfall and viability. [OBJ3]
- Relocate Library facilities together with adult education to the former Post Office site and forge links to third sector offerings in the area. [OBJ3, 11]
- Provide high quality residential accommodation on upper floors where feasible. [OBJ3]
- Establish a small community square within the block to support the functions in the built form and act as a space for impromptu events and pop-up stalls. [OBJ3]
- Develop the vacant Sandles site, poor retail and the relocated covered market into a purpose-built conferencing facility and campus for further education to help address Clacton's need for skills and training facilities and to boost footfall and supply-chain industry in the wider area. [OBJ 3, 11]
- Work with third sector and community providers to ensure that the combined facilities offer a varied and vibrant range of cultural, educational and community facilities that attract visitors and residents to the Town Centre in support of the revised retail offer close by. [OBJ3, 11]

Concept idea – Site 1 ‘Electric Parade’



Example of an overhead canopy, Borneo



Sketch showing possible high-rise iconic tower above Electric Parade and re-configured shop units



Example of lightweight bus shelter



Concept showing potential scale of development from Agate Road/West Avenue



Example of Gateway entrance: Beale Street, Memphis



Sketch showing performance area in Clacton Town Square

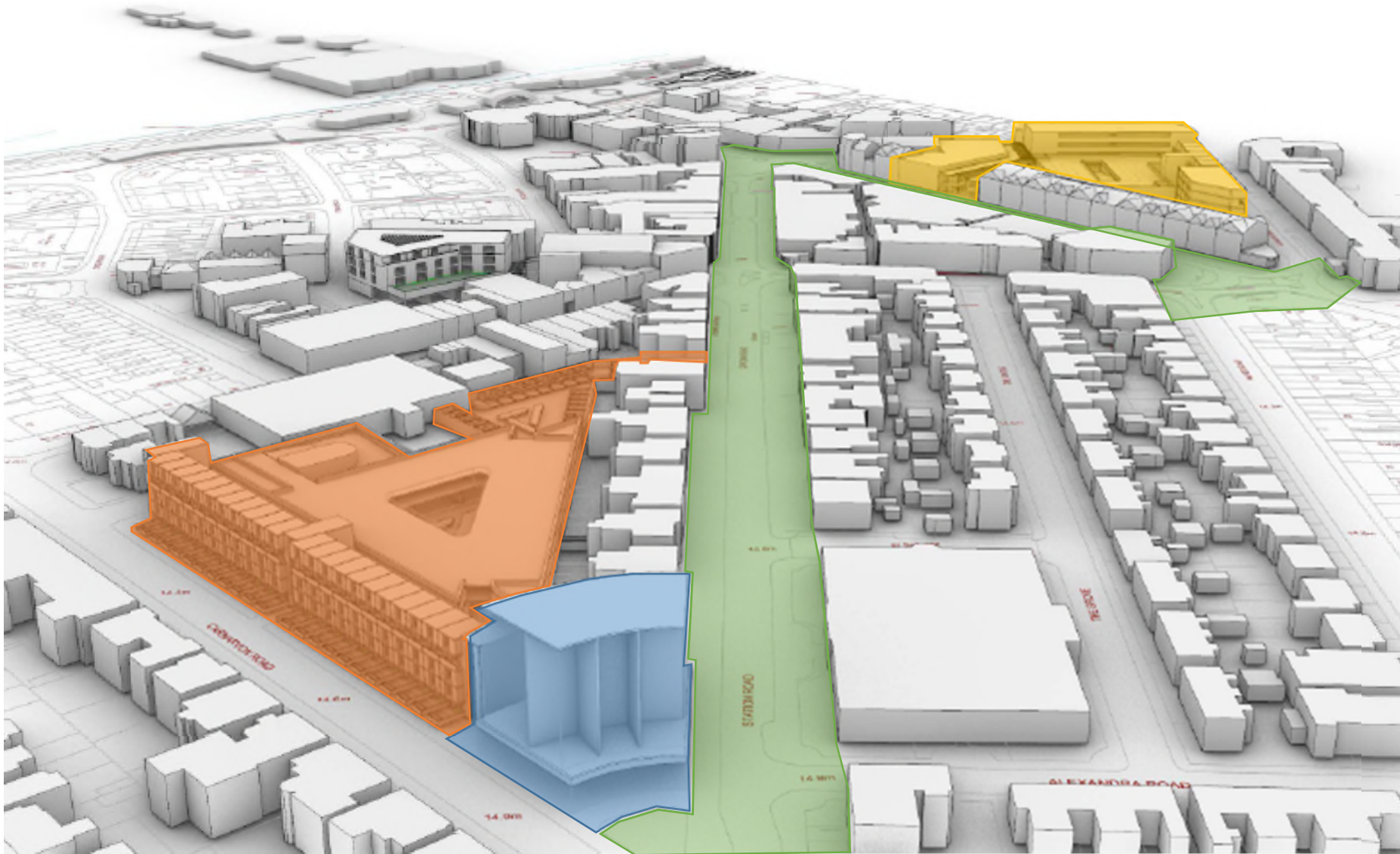
Concept idea – Site 2 ‘Carnarvon Towers’



Concept showing potential scale of iconic high rise building with public space, planting and public art.

Concept idea – Site 3 ‘Savoy Place’



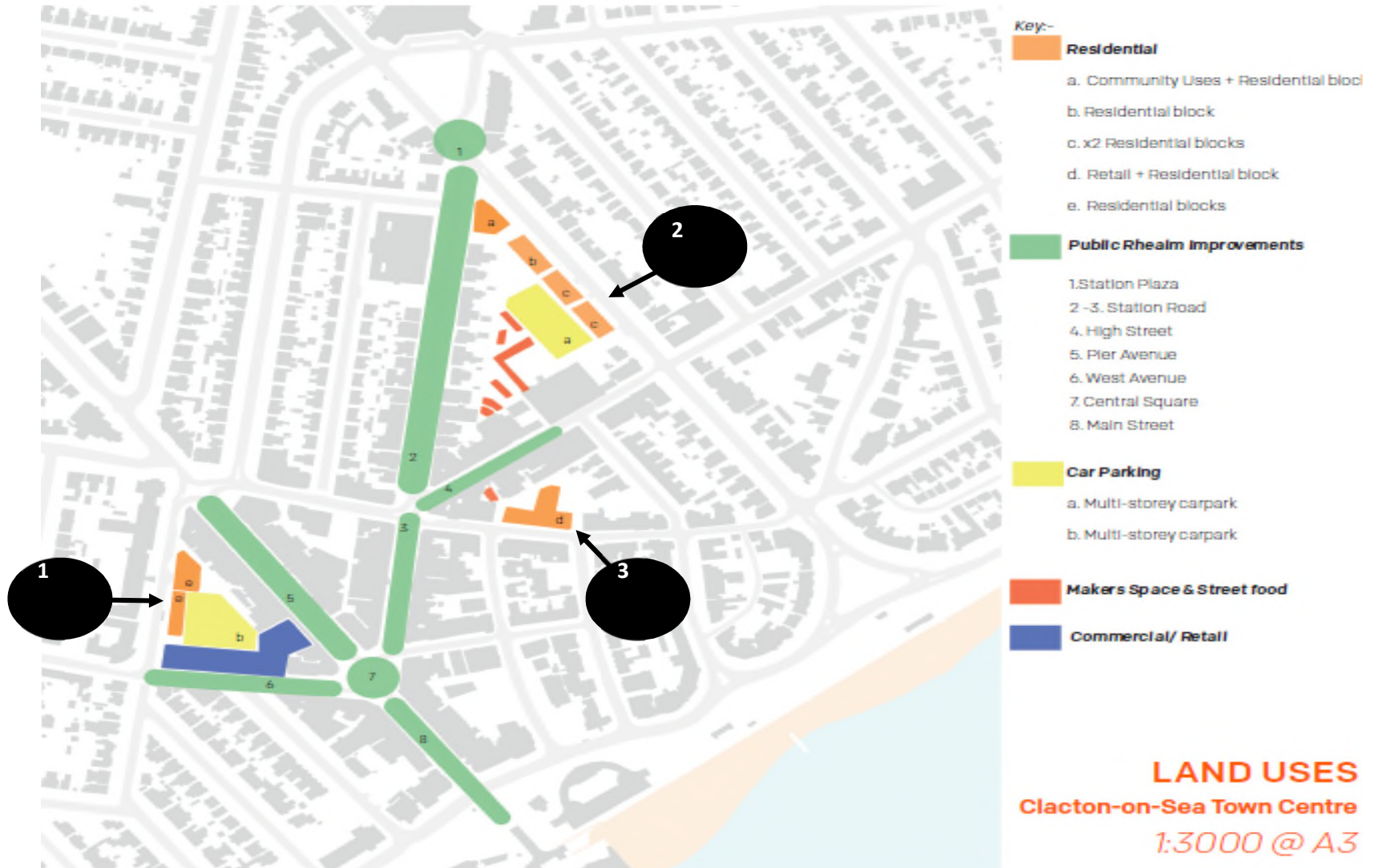


POTENTIAL TOWN CENTRE PROJECTS

Objective

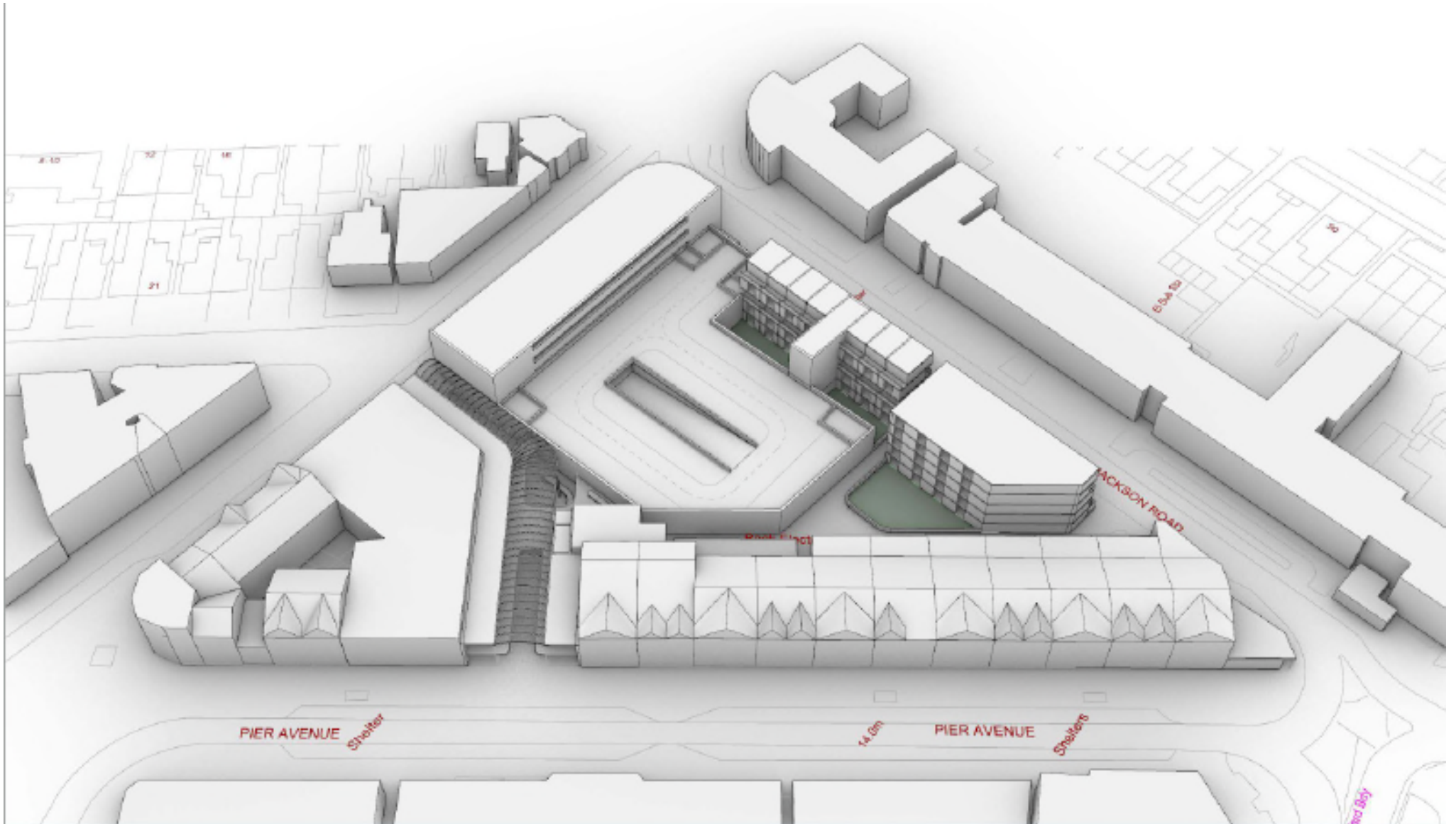
To support Town Centre regeneration. Together with Essex County Council we are making a bid for a future High Streets Fund grant. The bid encompasses three Town Centre intervention sites:

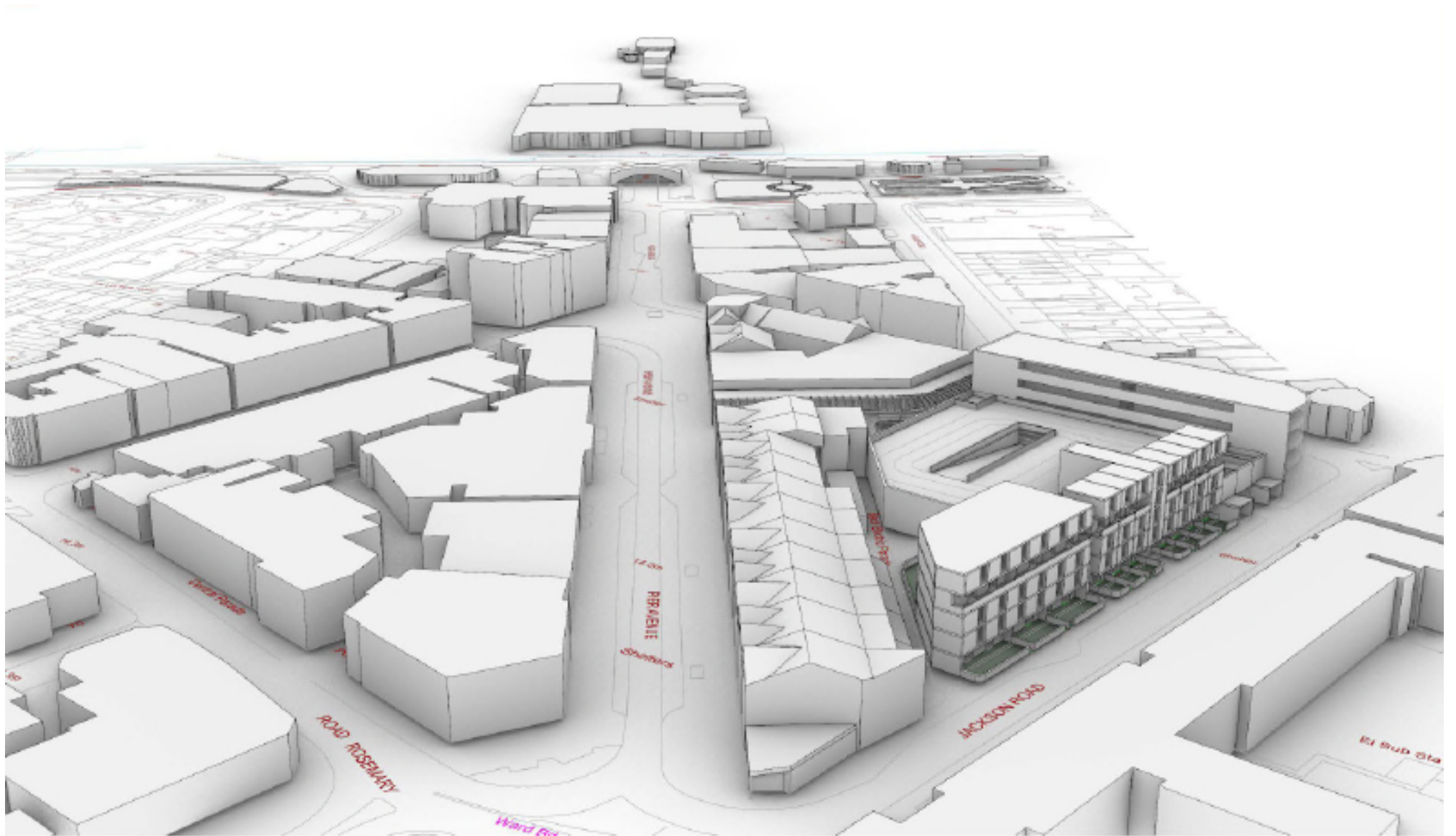
The aim of these interventions overall is to rejuvenate the town centre by introducing community and health uses, removing surplus capacity at the fringes, promoting activity adding housing, population and demand and by simplifying and improving access and parking.





- 1 Proposed relocation of buses
- 2 Proposed taxi rank location
- 3 Proposed car parking for approx. 200 cars over G+2 levels
- 4 5 storey residential of approx. 28,000sqft Nett
- 5 Potential commercial, retail and F&B space of approx. 36,500sqft GIA
- 6 Converted M&S to accommodate Poundland approx. 20,000sqft over 2 floors
- 7 Existing Poundland converted to double height arcade approx. 5500sqft
- 8 Access to car park from West Avenue under upper floors of commercial/retail adjacent and over
- 9 Enhanced frontage to arcade & new Poundland unit to suit heritage character





1000' ROAD

ROAD ROSEMARY

Ward Rd

1113' ROAD

1113' ROAD

MCCOON ROAD

El Sub Sta