

Weston Civic Pride Initiative

Update 2: Spring 2007

Weston Civic Pride initiative has been developed in partnership by North Somerset Council and South West Regional Development Agency. The programme is well underway with 3 projects completed and 3 up for implementation within the next 12 months. Residents, businesses and visitors to Weston will soon benefit from a well designed and quality town centre and seafront.

COMPLETED PROJECTS

The Civic Pride programme started in 2004 with the successful implementation of two projects: **Big Lamp Corner Phase I** – With a budget of £750,000, this was the first of eleven WCPI projects. It was completed in summer 2004. **Grove Village Phase I** – This project had a budget of £300,000 and was completed in early 2005.

PROJECT 03 completed Meadow Street Enhancement

The Meadow Street project has enhanced and revitalised this self-contained retail and residential area through an integrated traffic management and urban design improvement scheme. Linking Big Lamp Corner with the junction of Meadow Street and Orchard Street, the £280,000 project has been key in the regeneration of the town centre. Narrowing of road width to 3 meters has resulted in reduction of traffic. Introduction of formal and informal pedestrian crossings, use of high quality paving materials and improvements to lighting and street furniture has all gone to create a more pleasant shopping experience.



Implementation of the project has resulted in upgrading the pedestrian environment and improved connections with Big Lamp Corner and High Street

PROJECT 02 completed Grove Village Phase II

Phase I of the project was successful in creating a pedestrian link between the two segments of High Street on either side of Waterloo Street.



Pedestrianising High Street has improved access to Grove Village

The budget of £700,000 included enhancement work on High Street, West Street, Wadham Street and the entrance to Grove Park. Footway widening and resurfacing with natural stone has created a high quality street environment. Rationalisation of highway areas made it possible to create good-sized public spaces on either side of Grove Road. The project was completed in June 2006 and has been successful in defining a distinct image for Grove Village, now established as the cultural destination within Weston.



Pedestrian areas are maximised outside the park and give more legibility to the entrance

PROJECT 01 completed Big Lamp Corner Phase II – Silica

Silica is the first major public art project to be commissioned for Weston town centre within the Civic Pride programme. Innovative and controversial, implementation of the project lead to much debate among the local community and press.

Costing in the region of £280,000, it is a tall spire studded with 5000 glass prisms. The base accommodates one of Weston's busiest bus stops and a kiosk. Created by Wolfgang Buttress, Silica belongs to the new generation of artworks, where beauty and aesthetics combine with functionality to diminish the distinction between art and architecture.



Silica has rejuvenated Big Lamp Corner and given a focus to Weston town centre

PROJECT 04 current Knightstone Island

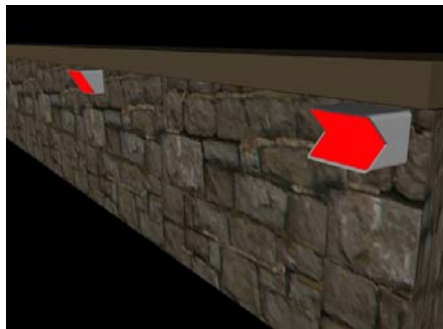
Knightstone Island is a tremendously complex project which involves: (i) conversion of three distinct historic buildings, (ii) incorporation of two prominent new buildings and (iii) creation of a high quality public space to complement the marine setting.



The project aims to create a high quality environment that will help rejuvenate the seafront and continue to attract visitors

The public realm element of the project is being delivered through the WCPI at a cost of £1.25 million, and will provide an upgraded and accessible public walkway around

the island as well as enhance the green and carriage drive areas. The design of the public areas is influenced by the natural coastal features, with formed rock outcrops providing new areas to sit and enjoy the views. Public art is being integrated in the form of the 'Knightlights' project, colour changing light boxes within the seawall programmed to reflect the position of the tide. New restaurant in the converted buildings will add to the attraction for all users.



Computer generated image of Knightlights

PROJECT 05 current Pedestrian Signage & Information

The signage and information system is based on way-finding ideas and concepts now popular all over the country. Heads-up mapping with good quality graphics and a well-worked directional sign system will contribute to the overall legibility of Weston's town centre and seafront. The system being developed for Weston is based on a combination of components – a bespoke graphic code, standard signage products and character finials. The design of the system aims to reinforce the leisure aspects of Weston



The prototype has now been finalised and phase I signs will be installed in May 2007

Phase 1 has a budget of £250,000 and includes installation of 11 town maps and 16 directional signs throughout the town centre. Phase II will be implemented alongside the Seafront Enhancement works and includes 15 sites along the promenade.

PROJECT 06 current Weston Seafront Enhancement

This is a multi-million pound scheme and is one of Civic Pride's largest projects. The two main objectives of the project are to: (i) repair and strengthen the town's sea defence and (ii) improve the promenade to create a quality public space. Civic Pride's contribution of £1.2 million will focus on the enhancement works while the grant from DEFRA will take care of construction of the sea defence. The project extends from Marine Lake down to Tropicana and is likely to be implemented between 2007 and 2009.



Conceptual section across the promenade

A new splash wall from Knightstone Island to Grand Pier now has planning consent. Approval to start expenditure is expected from the Environment Agency in May 2007.

PROJECT 07 current Weston Gateway

This project forms part of the broader Gateway Strategy for Weston-super-Mare. The Civic Pride project focuses on the main arrival point into the town centre and therefore of prime importance in the short to medium term. It seeks to bring forward the elements of the Gateway Strategy closest to the town centre to signal the start of the pedestrian experience. The proposals include: (i) enhancement to surfacing and finishes to Hildesheim Bridge at its junction with Station roundabout, (ii) landscaping to improve the coach stop and (iii) installation of public art at station roundabout to provide focus and legibility to this access for Weston town centre.



Computer generated image of a concept idea for Station Roundabout

The public art element seeks to create a thematic link with 'Travelling Light' on the motorway and 'Silica' at Big Lamp Corner. The concept of this proposal is to celebrate Weston's heritage still visible in the form of the great iron work piers on the sea front. It takes the form of rusting ironwork poles evoking the image of the forest of legs which support the piers. The top of these poles will be lit at night continuously changing pattern depending on weather and tidal conditions.

FUTURE PROJECTS

Other projects programmed for implementation by 2009:

Pier Square – This project has a budget of £1.8 million and is currently in design stage. An enhanced public space in this location will play a pivotal role in linking the town centre and seafront.

Boulevard – With a budget of £1.2 million this will be a historic restoration project. Replacement of trees and reinstatement of individual forecourts will re-create the gateway into Weston.

Regent Street – Enhancement of the night time environment with creative use of lighting is the main aim of this project.

Tropicana – A healthy budget is available for the creation of a quality public space outside Tropicana on part of the Beach Lawns.

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