



Placemaking Plan for Exmouth Town and Seafront

10 October 2023

Contents

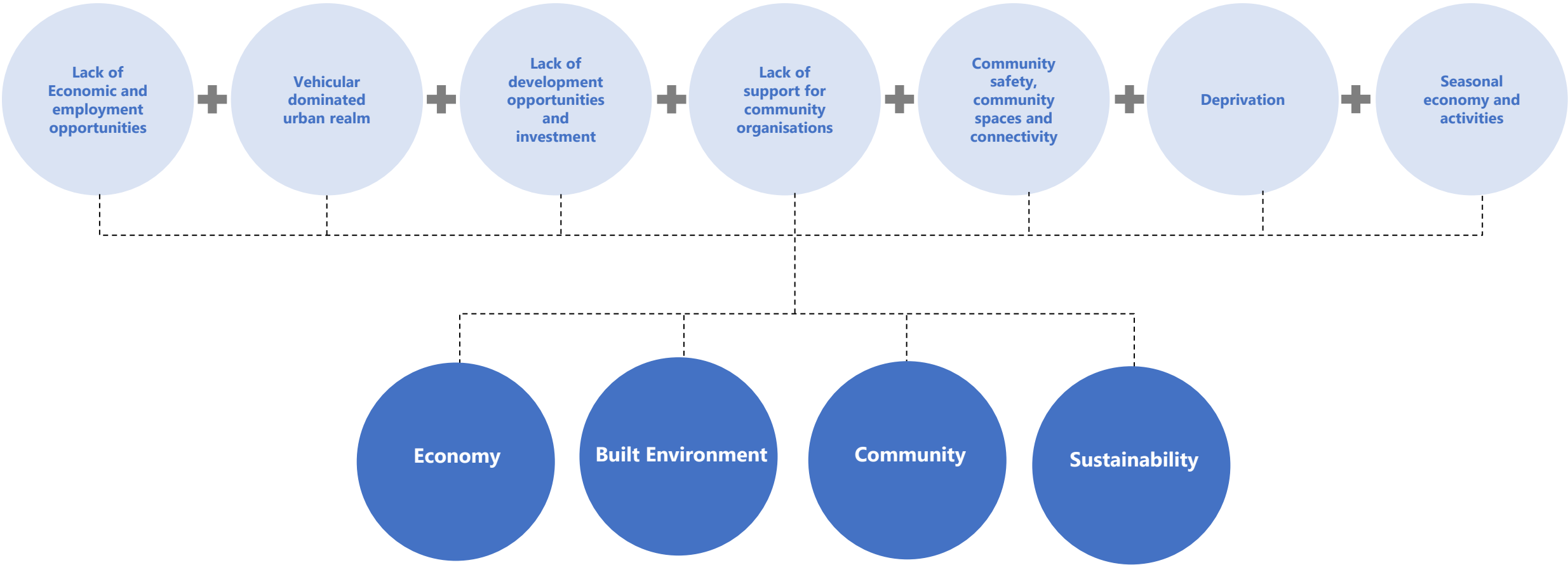
1. Identified challenges
2. Engagement Outcomes
3. Vision
4. Strategic Objectives and Actions
5. Next Steps





1. Identified Challenges

Challenges





2. Engagement Outcomes

Engagement Summary – Workshop 1 – Vision Setting

Participants' Placemaking Definitions

A democratic way to make changes to Exmouth while celebrating Exmouth's identity as a great place to be. Improving what's already working and changing outdated uses by building on existing assets and activities and making the most of underused and key spaces.

Participants' Placemaking Examples

Connectivity and Accessibility: Near the thriving Exeter and Pebblebed Heath. Wheelchair access is good currently.

Public Realm: Flowers, Open spaces (Maer), Queens Drive Space, Parks

Multi-functional Places: Seafront, Ocean, leisure centre, Pavilion Theatre, Estuary cycle route/bird watching, Strand, Manor Park, Phear Park, Sideshore.

Socio-economic prosperity: A great place to 'be', hang out, enjoy. Tourism, food and drink, hotel and catering.

Harnessed Strategic Location: Natural beauty of the seafront (sandy beaches, water sports, bird watching, diversity of activities, South West host and hub for water sports).

Unlocking key sites: Magnolia Centre.

Sustainable Tourism: Wildlife, water sports.

Other Conversations

Something needs to happen, and soon: Multiple groups highlighted an urgency for development to begin and mentioned.

Exmouth is caught in a vicious cycle that hampers its development: Tourism increasing car domination >>> places continuing to be planned and designed for the car >>> unhealthy and unsafe environments >>>.

Exmouth needs to establish a virtuous cycle to help improve its development: Tourism leading to economic growth >>> places receiving increased investment >>> public realm, housing, and quality of life improvement >>>.



Engagement Summary – Workshop 2 – Placemaking

Common Placemaking Opportunities Identified



Pedestrian/cycling infrastructure: improvements to current paths, rerouting of paths to the marina, and more bike hire facilities.



Cars: introduce park-and-ride facilities to reduce traffic/pollution, increase connectivity, encourage use of public transport, increased pedestrianised areas.



Signage: improved signage/information boards, better guidance on getting around, especially from the station.

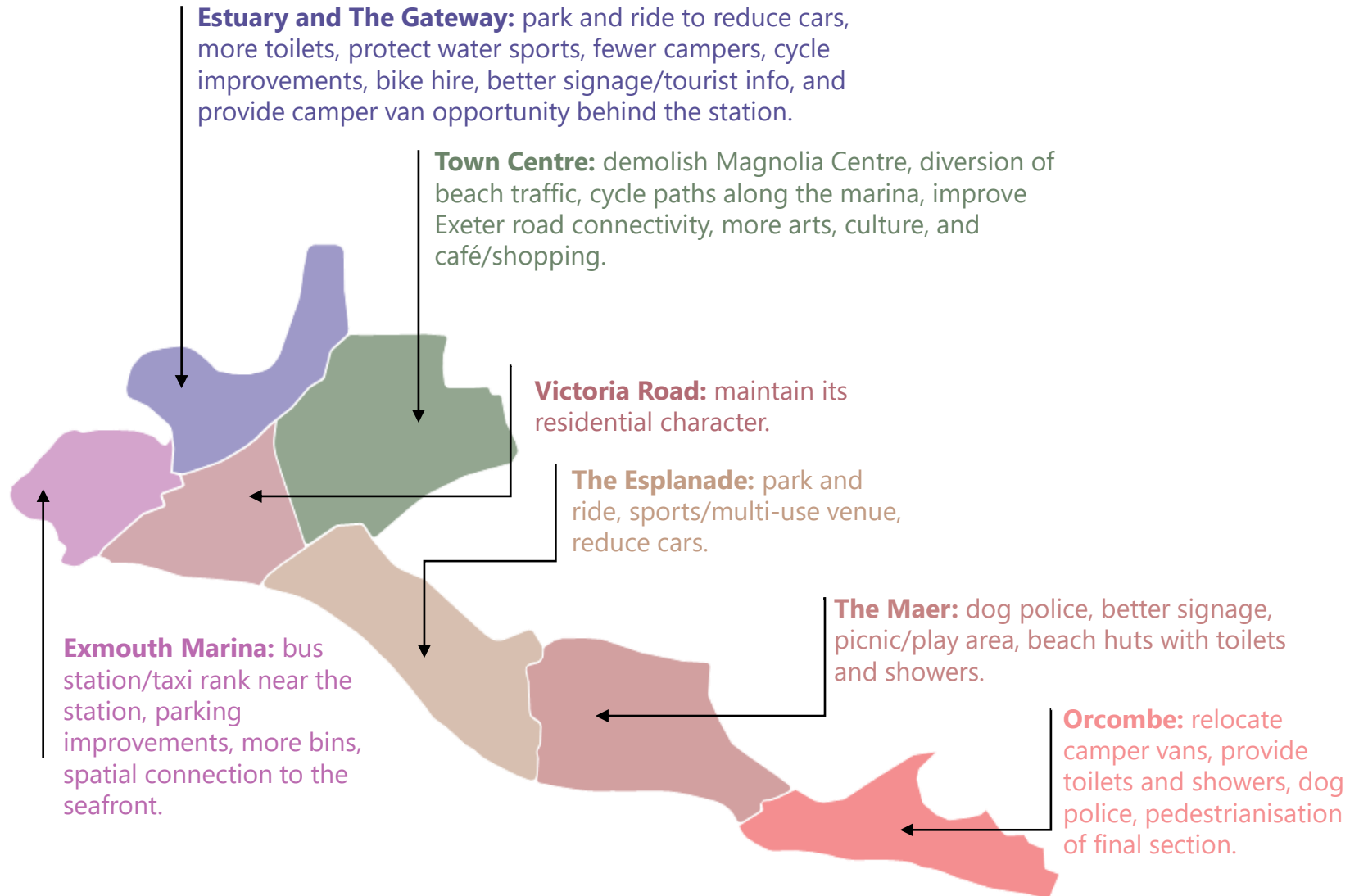


Leisure: attention to water sports/sports facilities, more green space and café/shopping opportunities, strategically placed camper van areas.



Look and feel: more bins, more toilets and shower facilities, 'dog police' to combat fouling.

Area Specific Opportunities Identified





3. Vision

Vision

EXMOUTH IS

The vision is centred on four key areas where the placemaking will positively impact across:



CREATIVE AND ENTERPRISING:

Drives economic growth, supports local businesses and encourages start-ups, curates the arts and culture, and benefits from a thriving daytime & evening economy.



GREEN, RESILIENT AND SUSTAINABLE:

Environmental conservation, increase biodiversity, responsible development, and reduced carbon footprint.



INCLUSIVE AND PROSPEROUS:

For creating safe, healthy, and accessible living environment, that is appealing to all, and fosters genuine sense of belonging.



THRIVING AND INDEPENDENT:

Develops and delivers infrastructure advancement, and tourism expansion, providing unique opportunities for the businesses to scale up and scale out.

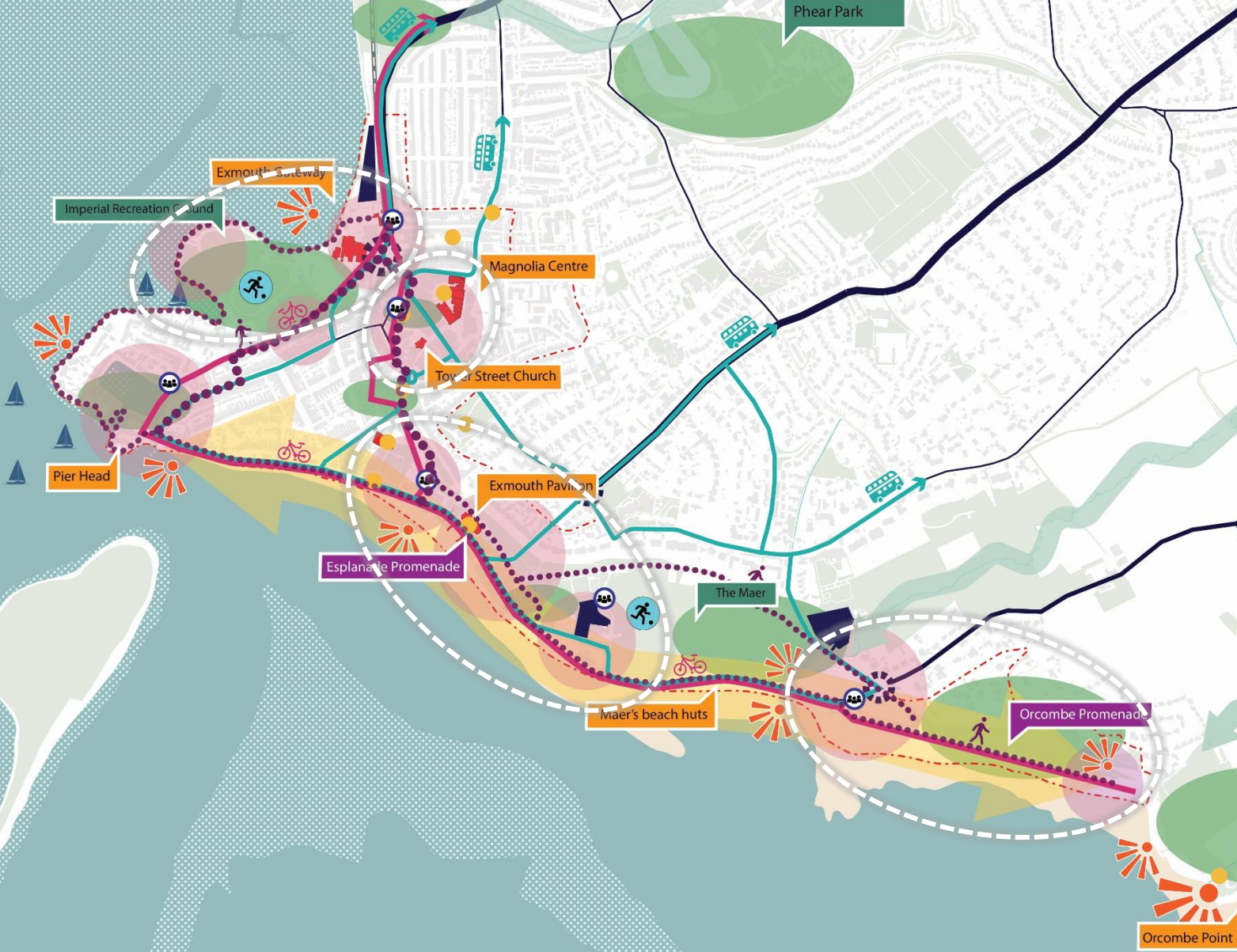


4. Urban Design Framework

Emerging Placemaking Plan Framework



Emerging Placemaking Plan Framework





6. Strategic Objectives

01 | Harness availability of land for development and tourism opportunities

1. Harness land availability for development and tourism opportunities

1.1
Redefine the role and offer of the town centre. Enable repurposing of underutilised sites for other economic and employment activities.

1.2
Create opportunities for sports tourism along the seafront

1.3
Rationalise the use of surface car parks to maximise the availability of the land for other activities.

1.4
Transform Beach Gardens Car Park into a public space for temporary activities and cultural programming.

1.5
Repurpose the Pavilion Site for an improved sports facility.

1.6
Reimagine Foxholes car park into an arts and culture hub to provide facilities to cater for the needs of the visitors to the Orcombe.

1.7
Attract investment in training and skills facilities to increase employment opportunities at managerial/directorial levels in key sectors.

1.8
Identify and provide affordable business accommodation opportunities to increase occupancy rates in the town centre.



Repurpose existing buildings for additional economic development to revitalise the town centre.



Create an arts and culture hub, with facilities to support activity along the waterfront.



Create opportunities for sports tourism along water frontages.



Consulate existing carparking, to provide additional placemaking spaces at key nodes.

01 | Harness Land Availability for Development and Tourism Opportunities

Underutilised land along the seafront and within the town centre could be harnessed for development opportunities and tourism activities.

Objectives:

- *To reposition and diversify Exmouth's economy from seasonal tourism to a year-round active place with different recreational, leisure, and cultural offers.*
- *Maximise the use of land by reorganising activities and uses.*
- *Support the emerging entrepreneurial network and ecosystem through innovative collaboration and partnership opportunities.*
- *New activities – leisure centre, sports facility, cultural hubs, etc. will kick start the regeneration and repositioning of Exmouth.*
- *Create new employment and business opportunities.*



02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

2. Connected and continuous public realm to strengthen the relationship between the town centre and seafront

2.1
Reorganise activities to create a public space at the station area to improve the sense of arrival.

2.1
Pedestrianize Queen's Drive between Foxholes Car Park and Orcombe Point, allowing emergency vehicles only.

2.3
Commission a signage strategy to improve the legibility of the town and the seafront.

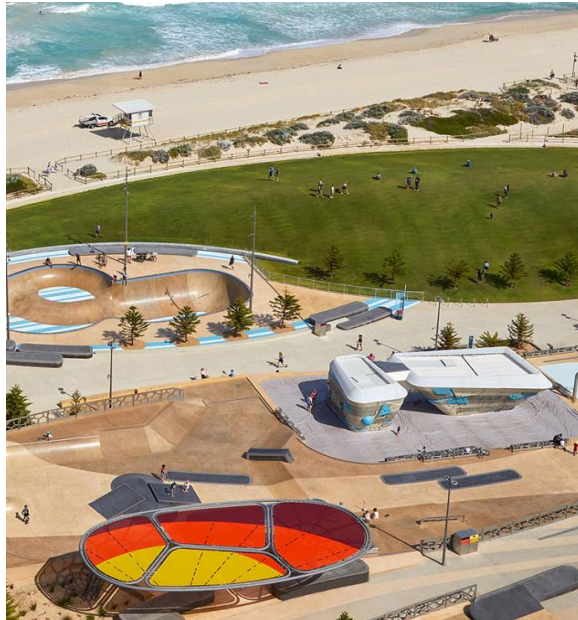
2.4
Create a sequence of public spaces within the town centre.

2.5
Improve the setting of the Methodist Church by redesigning the public realm to be pedestrian priority shared spaces.

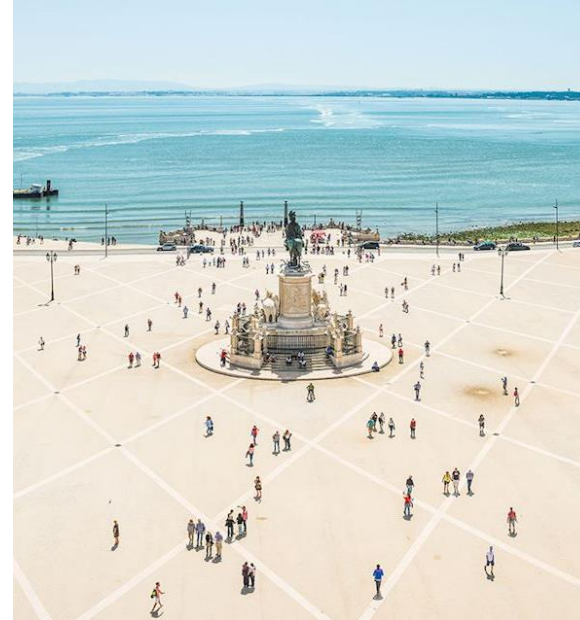
2.6
Provide information boards around The Maer Nature Reserve and other heritage assets, both built and landscape to promote and celebrate its rich local heritage.



Commission a signage strategy to improve the legibility of the town and the seafront.



Create a continuous public realm along the seafront to maximise space for pedestrians and cyclists.



Reorganise and create a public space at the station area to improve the sense of arrival.



Encourage and manage shop frontage design to achieve a co-ordinated approach to look and feel of the town centre.

02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

2. Connected and continuous public realm to strengthen the relationship between the town centre and seafront

2.7

Redesign the Esplanade to shift the emphasis from road to public spaces by creating a promenade with high quality lighting, seating and planting.

2.8

Create a continuous public realm along the seafront to maximise space for pedestrians and cyclists.

2.9

Commission a comprehensive public realm design strategy focussing on materiality, street furniture, public facilities, beach huts, and lighting strategy.

2.10

Unlock the Pier Head Car Park to create a new public space for enjoyment of the seafront, creating a destination.

2.11

Provide drinking water, toilets and changing rooms all along the seafront.

2.12

Commission a shop-front design strategy to achieve a coordinated approach to the look and feel of the town centre.



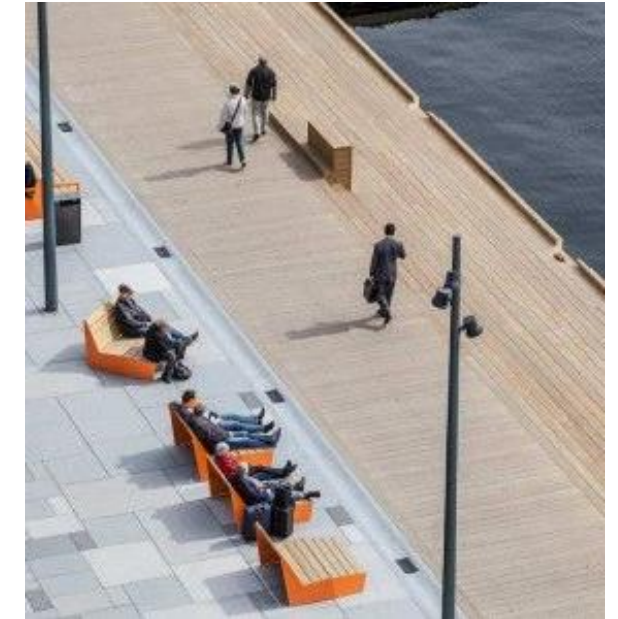
Pierhead carpark could be transformed into public space overlooking the sea.



Innovative and creative sculpture along the beach



High quality street lighting along the seafront promenade



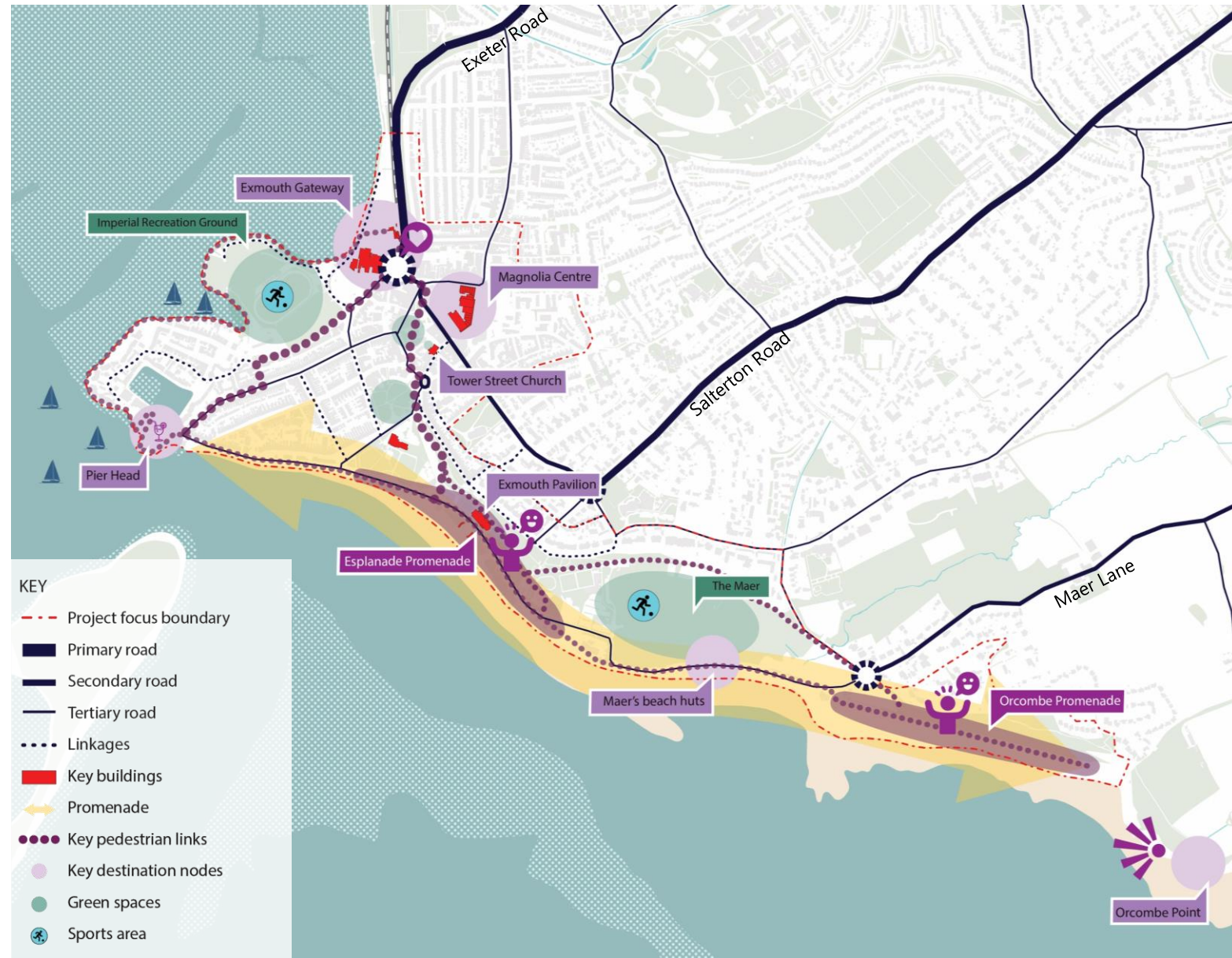
High quality public space along the seafront

02 | Connected and Continuous Public Realm to Strengthen the Relationship Between the Town Centre and the Seafront

The public realm is the glue that holds the spaces together and improves the spaces' legibility, navigability and appeal. The disconnect between different character areas in Exmouth will be tackled with a high-quality public realm to enhance the community's sense of place and pride. It will transform Exmouth's seafront from a traditional to a 'modern' and 'contemporary' seafront.

Objectives:

- *Improve look, feel, and dwell time within the town centre and seafront.*
- *Improving the town's urban design and spatial structure to enhance legibility.*
- *Refining the place narrative and identity.*
- *Creating a safer, inclusive, enjoyable walking and cycling environment along the seafront.*
- *Create 'promenades' to increase footfall and revitalise economic activities.*



03 | Activation and Meanwhile Activities and Events to Create a Year-round Interest.

3. Activation and meanwhile activities and events to create a year-round interest

3.1
Promote public art to complement the heritage buildings and to foreground arts and culture of Exmouth.

3.2
Promote evening events throughout the year, especially food focussed events that make use of the newly created seafront huts and other public realm and pedestrianised spaces.

3.3
Provide events infrastructure in appropriate locations to enhance the ease of setting up events.

3.4
Create opportunities for arts and culture by repurposing the existing assets, complementing them with new facilities and a curation strategy.

3.5
Identify opportunities that increase average daily visitor spend and encourage longer holiday duration.



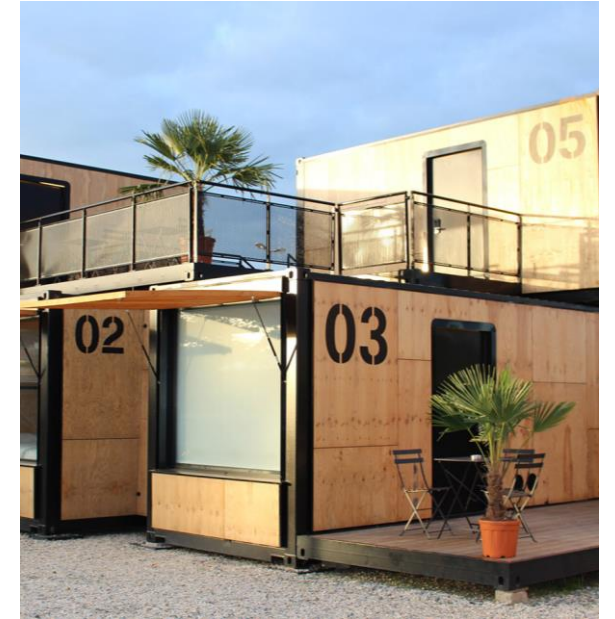
Promote public art to complement the heritage buildings to foreground arts and culture of Exmouth.



Promote evening events throughout the year, especially food focussed events that make use of the newly created seafront huts and other public realm and pedestrianised spaces.



Create opportunities for curated seaside art festivals.



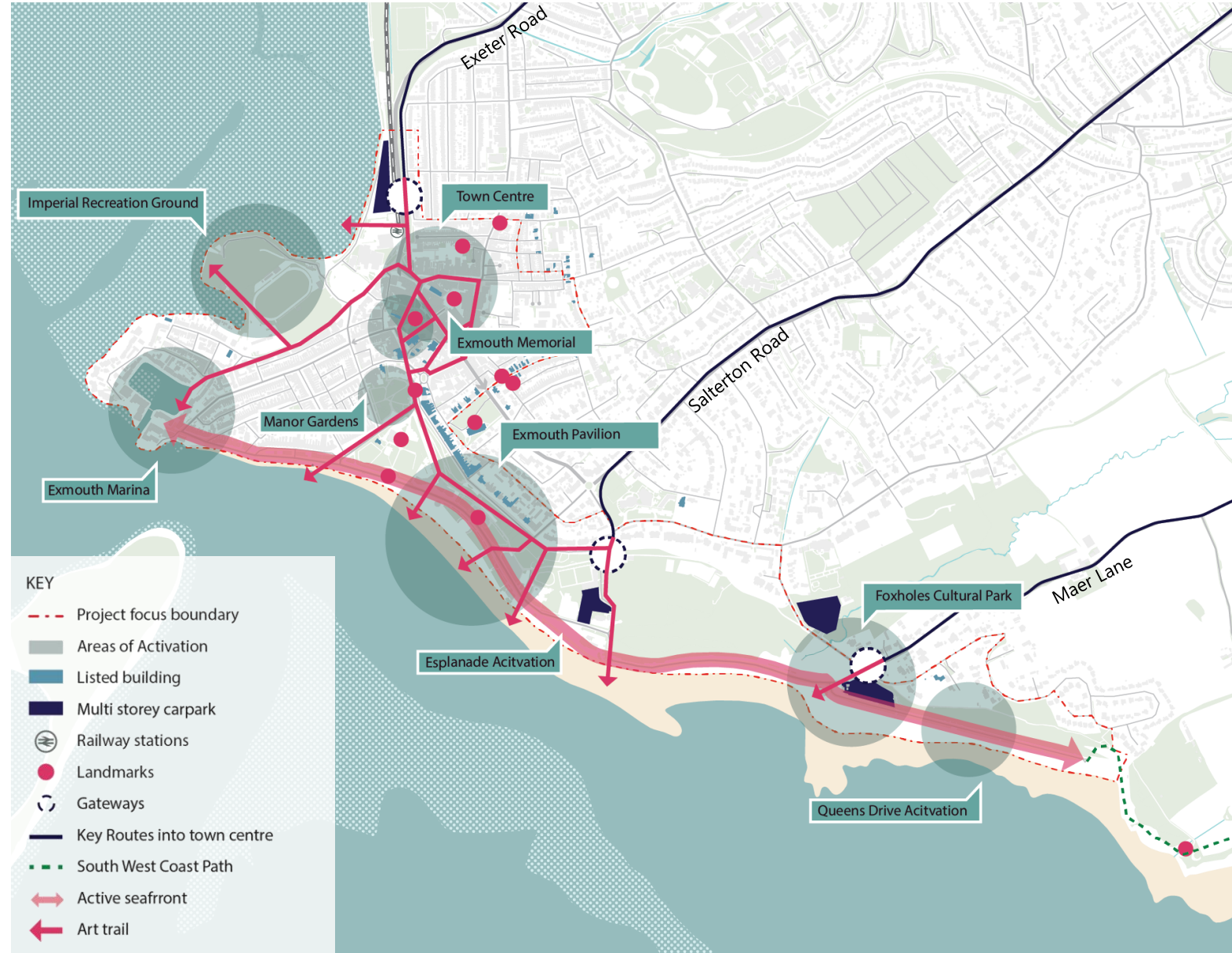
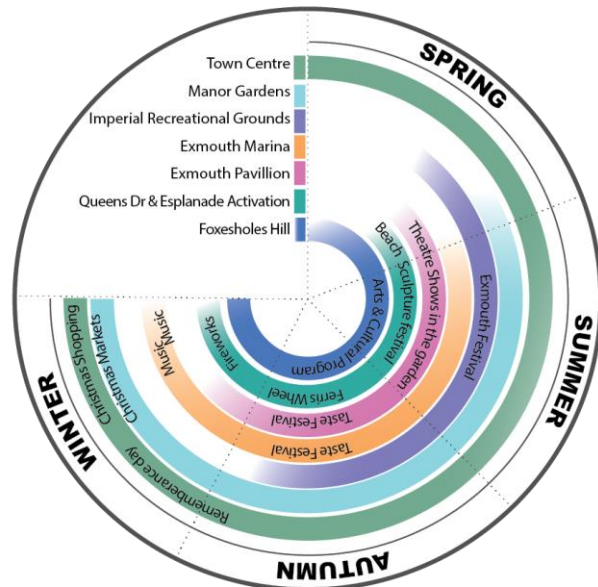
Identify opportunities that increase average daily visitor spend and encourage longer holiday duration.

03 | Activation and Meanwhile Activities and Events to Create a Year-round Interest.

Arts and Culture are integral to activating and revitalising our built environment, especially in places such as Exmouth, where environmental constraints limit development; temporary activities can help create a strong place brand and identity. Exmouth's long seafront is an ideal place where events and festivals can create interest for all age groups and visitors.

Objectives:

- *Promote arts and culture to encourage local artists' involvement and an opportunity to showcase Exmouth's potential.*



04 | Active Lifestyle Offer in the Town Centre and the Seafront for All Age Groups

4. Active lifestyle offer in the town centre and the seafront for all age groups

4.1

Create hubs within the town centre and the seafront to harness the opportunity to link into the wider walking and cycling networks.

4.2

Rationalised traffic movement within the town centre and along the seafront reducing car access to minimum will encourage the modal shift to embrace walking and cycling.

4.3

Develop a cluster approach to sports offer around the Side Shore to maximise the identity, use and regional reach of the offer.



Create hubs within the town centre and the seafront to harness the opportunity to link into the wider walking and cycling networks.



Rationalised traffic movement within the town centre and along the seafront reducing car access to minimum will encourage the modal shift to embrace walking and cycling.



Develop a cluster approach to sports offer around the Side Shore to maximise the identity.



Create opportunities for play scapes for all age-groups.

04 | Active Lifestyle Offer in the Town Centre and the Seafront for All Age Groups

Exmouth is at the doorstep of the Jurassic Coast and several regional walking and cycling routes. With ample opportunities, the town centre and the seafront would be integrated into the regional networks, offering varied, healthier lifestyle choices. This objective defines several place-based actions to build upon Exmouth's strengths, such as waterfront sports and other activities.

Objectives:

- *Create hubs within the town centre and along the seafront that become the gateways to the regional walking and cycling network.*
- *'Promenade' as the use and focus of the seafront by transforming the seafront into a public space.*
- *Active water sports opportunities along the seafront to attract the youth.*



05 | Encouraging Active and Sustainable Transport in the Town Centre and the Seafront

5. Encouraging active and sustainable transport in the town centre and the seafront

5.1 Rationalising traffic movement and on-street car parking along the seafront.

5.2 Create opportunities for active travel throughout the town centre, by reducing share of road space used by cars and reallocating gained space for cycling and pedestrians.

5.3 Create a continuous network that gives priority to non-motorised modes in the most scenic and economically important areas of the town and seafront.

5.4 Explore the potential for a park-and-ride system to reduce traffic in the town are free up space currently used for parking for new development, event space and pedestrianisation.

5.5 Consolidate and increase parking capacity around three nodal car parks.

5.6 Explore the potential to convert a section of parking on the seafront to echelon from parallel parking.

5.7 Explore the potential to convert a section of the seafront into one-way traffic (eastbound only).

5.8 Development of full kerb segregated infrastructure between pedestrians and cyclists on seafront shared-use path to reduce user conflict and improve safety.



XXXXXX

Explore the potential for a park-and-ride system to reduce traffic in the town are free up space currently used for parking for new development, event space and pedestrianisation.

Development of full kerb segregated infrastructure between pedestrians and cyclists on seafront shared-use path to reduce user conflict and improve safety

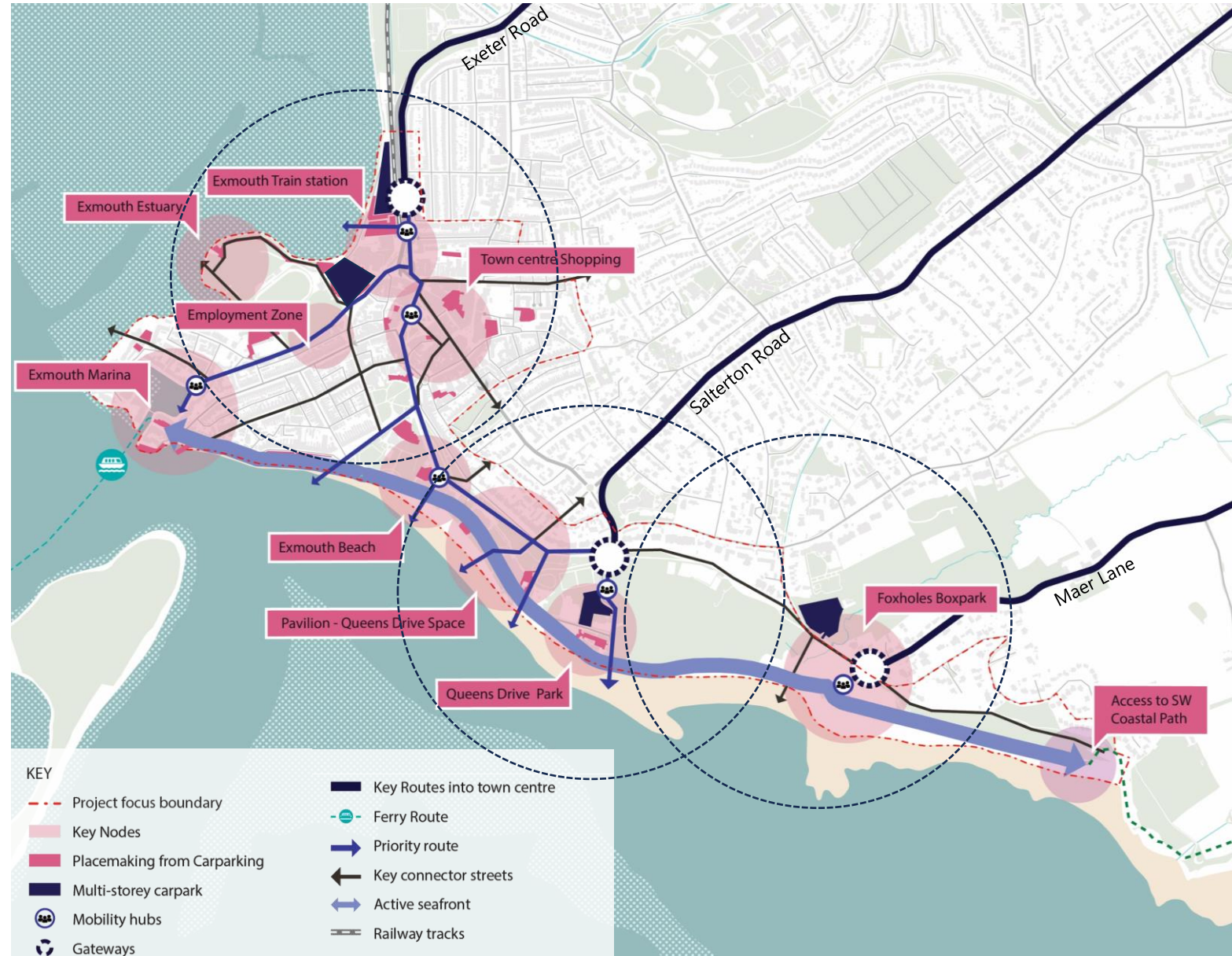
Improved perception of safety through increased street lighting

05 | Encouraging Active and Sustainable Transport in the Town Centre and the Seafront

Movement and accessibility are critically important both within, out-of Exmouth and along the seafront. Interventions should ensure that sustainability is at their centre, ensuring the most vulnerable street space users and those who cannot afford, or access transport, are provided with access to transport to reach key every-day and employment destinations.

Objectives:

- *Prioritising walking and cycling across Exmouth town centre and the seafront to create a safer more inclusive mobility environment.*
- *Enhancing the environments of key routes, including reimagining Queens Drive and Esplanade.*
- *Providing residents with opportunities to easily access the destinations in Exmouth by ensuring appropriate public transport is available.*
- *Improve access to healthier choices and reduce the car dependency by providing low-cost transport links to the destinations.*



06 | Enhance and Celebrate the Rich Biodiversity and Natural Assets of Exmouth

6. Enhance and celebrate the rich biodiversity and natural assets of Exmouth

6.1
Enhance biodiversity of flora and fauna along Queens Drive

6.2
Link the gateway area with the estuary by creating a public space at the arrival to provide uninterrupted views across the estuary. An adaptable space will enhance seasonal interest for bird watching and events.

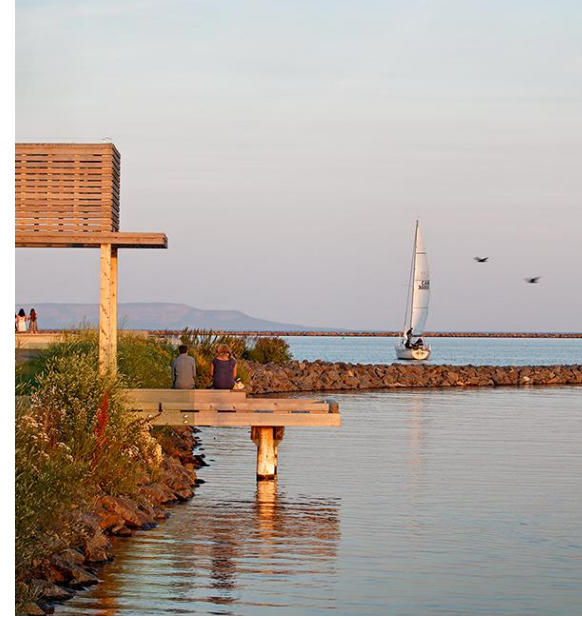
6.3
Enhance the coherency of the town and its links to the seafront by introducing a unified and appropriate coastal planting palette.



Enhance the coherency of the town and its links to the seafront by having a unified street planting plant palette.



Enhance biodiversity of flora and fauna.



Create spaces for bird-watching and estuary-focused events.



Protect and enhance existing ecologically significant sites and connections.

06 | Enhance and Celebrate the Rich Biodiversity and Natural Assets of Exmouth

How people interact with their local landscapes and everyday spaces strongly influences attachment to and treatment of those spaces. Interventions will create landscapes actively used by the community and the visitors to appreciate and protect the rich natural setting.

Objectives:

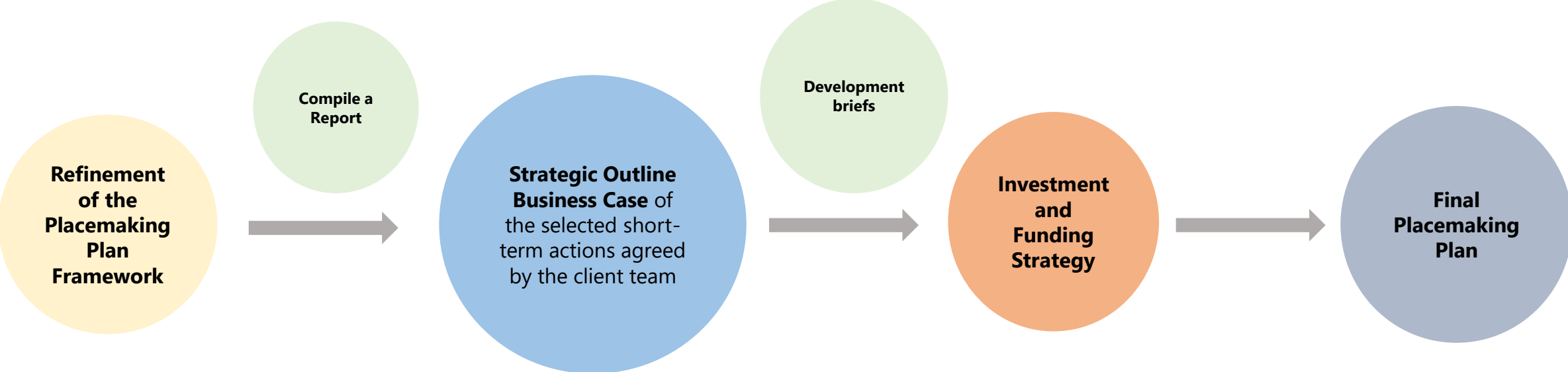
- *To separate distinctive natural landscapes from everyday spaces that could support the needs of the residents and the visitors.*
- *Complement existing landscapes with new landscape areas.*





5. Next Steps

Next Steps





Thank you.