

# Exmouth Town Centre and Seafront Masterplan

## HAVE YOUR SAY ON THE FUTURE OF EXMOUTH!



The Exmouth Town Centre and Seafront Masterplan aims to help Exmouth look to the future and make decisions that will create a more sustainable, active and balanced community with a strong economy.

The Vision for Exmouth and the draft Masterplan have been prepared through consultation with the community and with key stakeholders.

This 10 week public consultation seeks your thoughts and feedback on the vision and proposals for the town centre and seafront that will help in finalising the Masterplan for Exmouth.

### The Aims for Exmouth are:

- 1 We want to protect and maximise benefit from the natural setting
- 2 We want to strengthen the local economy
- 3 We want to enhance and capitalise on the qualities of the built environment
- 4 We want to ensure quality of life for the local community
- 5 We want to promote low carbon, sustainable living
- 6 We want to broaden Exmouth's appeal to visitors and investors



Exmouth has a number of distinctive assets: the town centre, estuary, harbour/ marina and the seafront. However, not enough is made of these assets and they are poorly connected to one another so that they fail to work together in a way that will bring real economic advantage to Exmouth. The key overarching strategy for change within Exmouth therefore needs to:

1. Strengthen and make more of the assets the town already has; and
2. Create clear, direct and animated links between them so that they support and reinforce each other – creating a whole that is more than the sum of its parts.

The Masterplan is based on the following key principles:

1. **Transforming the estuaryside** to create a stunning arrival into Exmouth town centre and an environment that makes the most of the town's estuaryside location.
2. **Regenerating the London Inn/Post Office Depot area** to create a busy town centre shopping streets and a place to shop, explore, browse and relax.
3. **Establishing a stronger pedestrian link between the town centre and Estuary.**
4. **Regeneration of Camperdown Creek** as Exmouth's focal point for creative, marine, engineering and leisure-based industries.
5. **Establishing the 'Blue Ribbon'** - a consistent footpath/cycleway around the estuary and seafront.
6. **Introducing 'Waterfront Gems' strung out along this route** - small, beautiful buildings and artworks to encourage activity, exploration and to help promote Exmouth, create a cultural shift and attract new people to the town.
7. **Reinforce the area between Elizabeth Hall and the Maer** as an exciting new focus for leisure, recreation and entertainment that will help to put Exmouth on the map as a destination, and improve connection back to the town centre.
8. **Creating a series of focal points or 'places'** - areas of activity along key routes, well connected to one another.
9. Improving and bringing greater activity to the **pedestrian links** between the town centre and all waterside assets.



The exhibition material and draft Masterplan documents can be seen at:

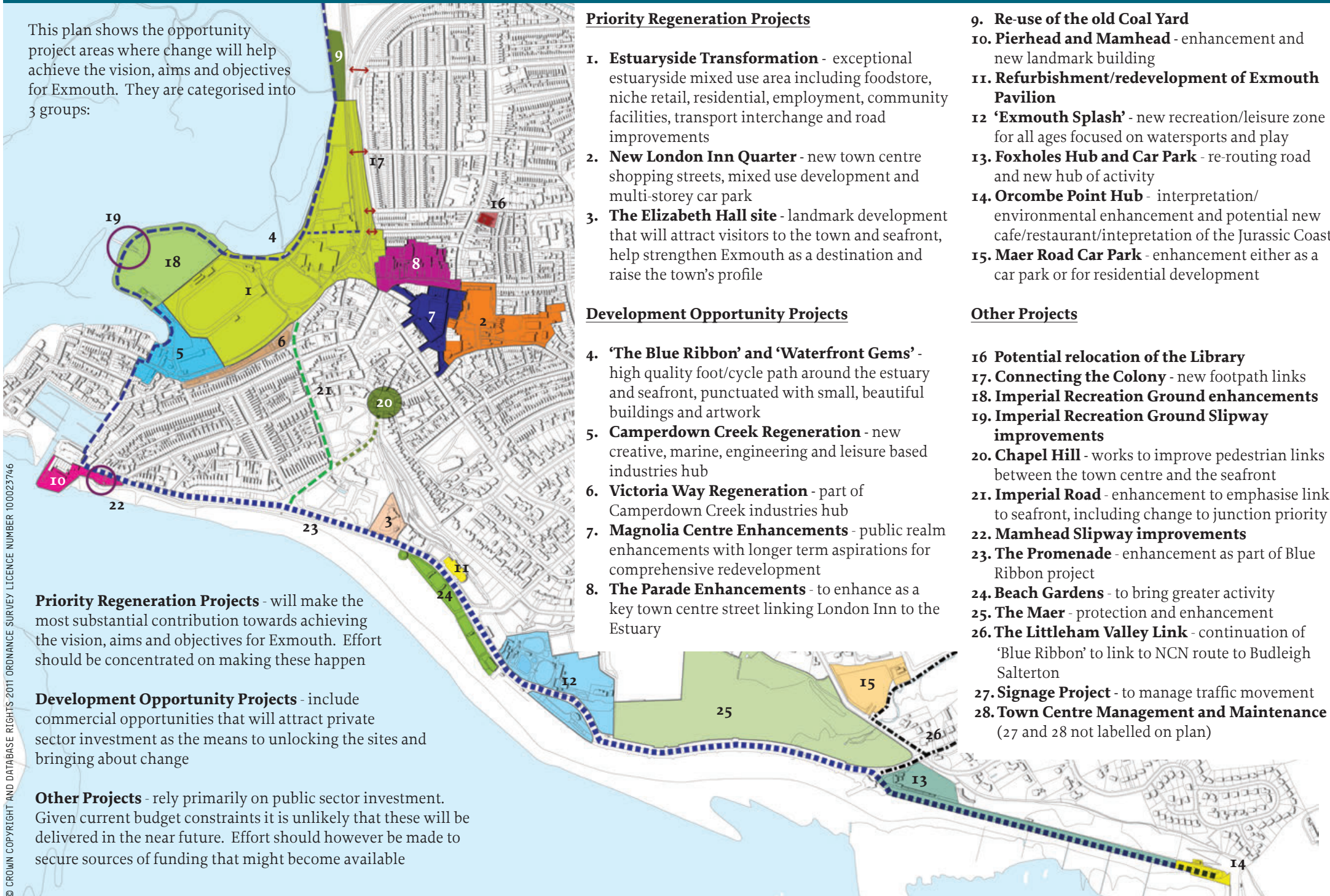
[www.exmouthmasterplan.co.uk](http://www.exmouthmasterplan.co.uk)

You can comment on the proposals on the website, fill out the questionnaire at the exhibition or post or hand in your questionnaire or letters to 'Exmouth Masterplan', The Town Hall, St Andrews Road, Exmouth, EX8 1AW by 12th September 2011.

LDĀ DESIGN



This plan shows the opportunity project areas where change will help achieve the vision, aims and objectives for Exmouth. They are categorised into 3 groups:



**Priority Regeneration Projects** - will make the most substantial contribution towards achieving the vision, aims and objectives for Exmouth. Effort should be concentrated on making these happen

**Development Opportunity Projects** - include commercial opportunities that will attract private sector investment as the means to unlocking the sites and bringing about change

**Other Projects** - rely primarily on public sector investment. Given current budget constraints it is unlikely that these will be delivered in the near future. Effort should however be made to secure sources of funding that might become available

### Priority Regeneration Projects

1. **Estuarieside Transformation** - exceptional estuarieside mixed use area including foodstore, niche retail, residential, employment, community facilities, transport interchange and road improvements
2. **New London Inn Quarter** - new town centre shopping streets, mixed use development and multi-storey car park
3. **The Elizabeth Hall site** - landmark development that will attract visitors to the town and seafront, help strengthen Exmouth as a destination and raise the town's profile

### Development Opportunity Projects

4. **'The Blue Ribbon' and 'Waterfront Gems'** - high quality foot/cycle path around the estuary and seafront, punctuated with small, beautiful buildings and artwork
5. **Camperdown Creek Regeneration** - new creative, marine, engineering and leisure based industries hub
6. **Victoria Way Regeneration** - part of Camperdown Creek industries hub
7. **Magnolia Centre Enhancements** - public realm enhancements with longer term aspirations for comprehensive redevelopment
8. **The Parade Enhancements** - to enhance as a key town centre street linking London Inn to the Estuary

### 9. Re-use of the old Coal Yard

10. **Pierhead and Mamhead** - enhancement and new landmark building
11. **Refurbishment/redevelopment of Exmouth Pavilion**
12. **'Exmouth Splash'** - new recreation/leisure zone for all ages focused on watersports and play
13. **Foxholes Hub and Car Park** - re-routing road and new hub of activity
14. **Orcombe Point Hub** - interpretation/environmental enhancement and potential new cafe/restaurant/intepretation of the Jurassic Coast
15. **Maer Road Car Park** - enhancement either as a car park or for residential development

### Other Projects

16. **Potential relocation of the Library**
17. **Connecting the Colony** - new footpath links
18. **Imperial Recreation Ground enhancements**
19. **Imperial Recreation Ground Slipway improvements**
20. **Chapel Hill** - works to improve pedestrian links between the town centre and the seafront
21. **Imperial Road** - enhancement to emphasise link to seafront, including change to junction priority
22. **Mamhead Slipway improvements**
23. **The Promenade** - enhancement as part of Blue Ribbon project
24. **Beach Gardens** - to bring greater activity
25. **The Maer** - protection and enhancement
26. **The Littleham Valley Link** - continuation of 'Blue Ribbon' to link to NCN route to Budleigh Salterton
27. **Signage Project** - to manage traffic movement
28. **Town Centre Management and Maintenance** (27 and 28 not labelled on plan)