

Proposed redevelopment of Tropicana, Weston-super-Mare

**Havard
Tisdale**

Introduction

Welcome to this exhibition to discuss the future redevelopment of the Tropicana site.

The current bid process

As you may be aware, the Tropicana site is currently subject to a competitive bid process, to bring forward a successful redevelopment of Weston-super-Mare’s long derelict Tropicana.

Havard Tisdale is one of the two approved bidders selected by North Somerset District Council. The Council has stipulated that the successful bid needs to:

- deliver a new swimming pool;
- demonstrate viability; and
- that plans should be contained within the existing site boundary.

Havard Tisdale is very excited to be involved with the bid process. The company is committed to providing a new, exciting mixed use development for this important, historic site, designed to bring new life to this part of Weston-super-Mare and deliver significant new investment, regeneration and employment opportunities.

Havard Tisdale is currently developing detailed proposals for a fully viable, deliverable mixed use development that will not require any public subsidy.



Views of existing site.

Today’s exhibition

Havard Tisdale is committed to consulting with the local community about its proposals. This exhibition provides the opportunity for you to meet representatives from Havard Tisdale and its team, ask questions and give us your views on the preliminary proposals which will form part of the submitted bid to North Somerset Council. The following boards introduce the proposal site and

Havard Tisdale’s preliminary plans, explaining how the proposal site could be brought forward for redevelopment.

We welcome any views that you have on the emerging proposals.

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Background and viability

The proposal site

The Tropicana site occupies a prominent location on Marine Parade. It was formerly a popular lido built in 1937 and was the largest open-air swimming pool in Europe when it opened boasting Europe's highest diving platforms.

The Tropicana was closed to the public in 2000 and since then the site has suffered years of neglect. Most of the site has now been cleared, including the listed diving board.

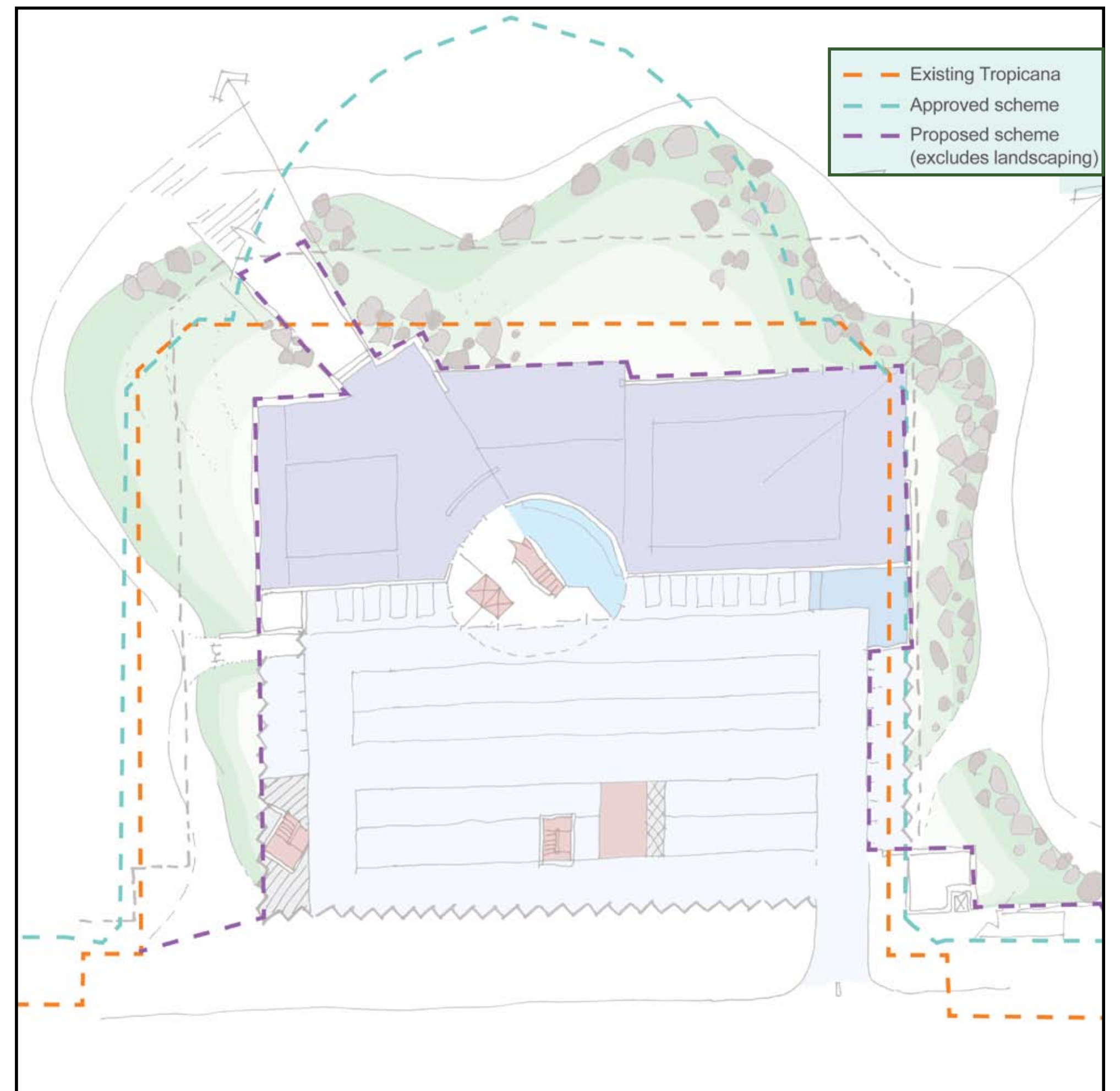
The site is currently being used as a storage depot and has disintegrated into a local eyesore, which significantly detracts from the seafront and the visual appearance of this part of the town.

The Tropicana site has been identified by North Somerset Council as being suitable for redevelopment, which could include a range of leisure and associated uses to contribute towards the regeneration of the seafront.

Previous proposals not viable

Over the past 10 years a number of ambitious proposals and schemes have been proposed for the site only to be later abandoned. The most recent proposals were put forward by Henry Boot Ltd, known as the 'Lifestation', which sought to construct a new mixed use leisure and entertainment complex comprising a hotel, bowling alley, cinema, swimming pool and water park and underground car parking. The application was approved by North Somerset Council in 2009.

The Henry Boot scheme was withdrawn in 2010. The scheme failed as it was proven to be unviable and therefore not able to proceed to the construction phase.



Site plan indicating the outline of the existing Tropicana, the approved Henry Boot scheme and Havard Tisdale's preliminary proposal.

New viable proposal

Havard Tisdale's proposals shall be the third attempt at redeveloping the site with a scheme that includes a viable and functional public swimming pool. It is therefore critical that Havard Tisdale fully demonstrates that the scheme proposed is functional, beneficial to Weston-super-Mare and a viable, deliverable development opportunity both initially and in the future.

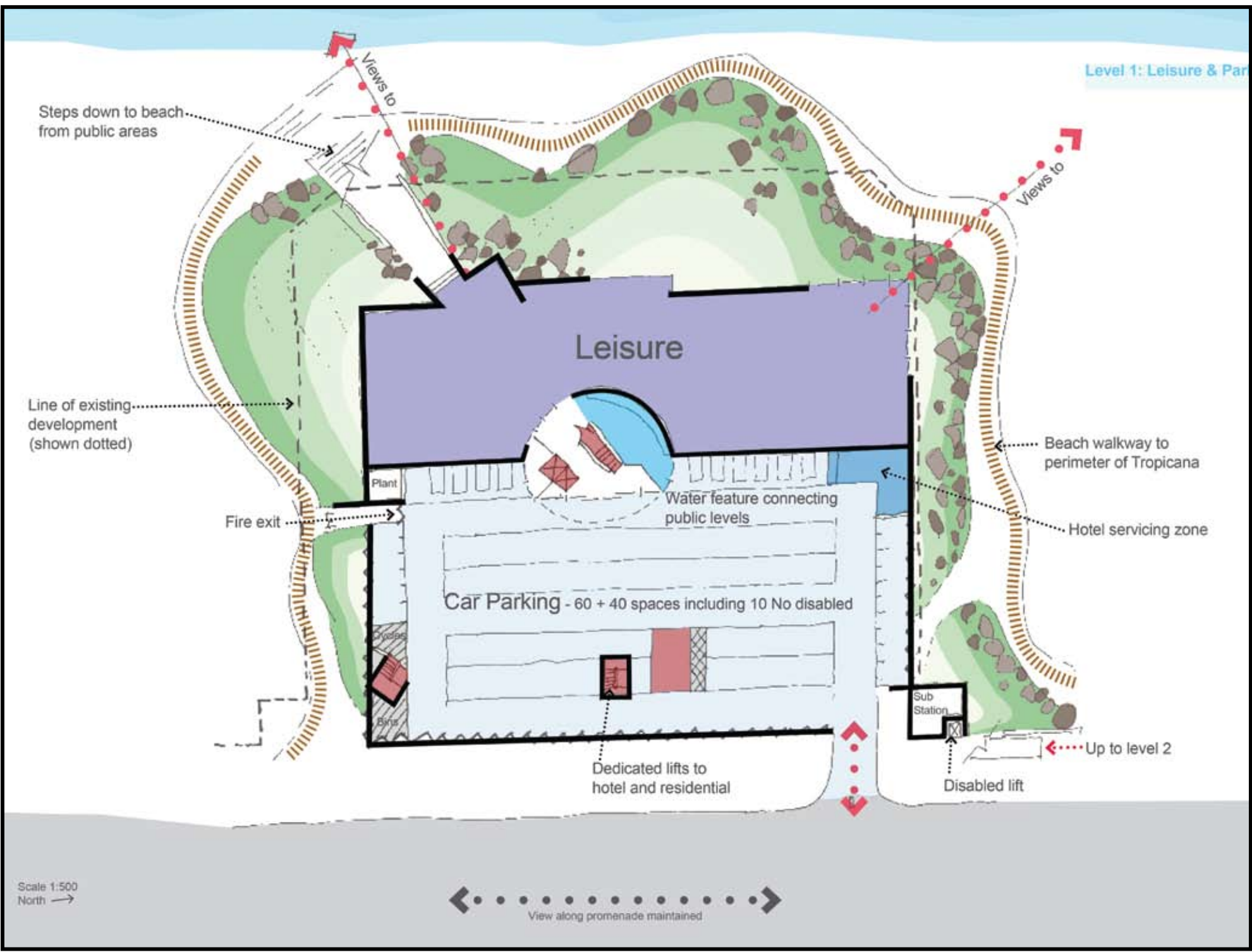
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Opportunities

New investment and regeneration

This is an exciting time for Weston-super-Mare, given the recent re-opening of The Pier and future plans for Dolphin Square. The redevelopment of the Tropicana site will also bring forward further regeneration and significant new investment for the town, creating new employment opportunities and significantly boosting Weston-super-Mare’s role as a tourist destination.



Preliminary plan showing how Havard Tisdale’s proposal could occupy the site showing an extensive area proposed for new swimming, water and leisure uses. The following boards explain how the proposals could provide a range of new pool/leisure uses. Havard Tisdale is keen to hear your views on this issue.

Ensuring delivery and viability

Importantly, Havard Tisdale recognise that in order to bring forward a successful redevelopment of the Tropicana proposals need to be realistic and viable, providing the town with a new destination facility, which will appeal to both visitors and residents. As a result, Havard Tisdale is currently involved in detailed discussions with a number of high profile operators to ensure a successful, high quality, attractive scheme can be delivered.

What do you think the proposal should be called?

The proposal site is synonymously associated with the name Tropicana. **Do you think this name should be retained?**

The previous Henry Boot scheme was called ‘Lifestation’. **Do you have any ideas of your own regarding what the new development of the site should be called?**

Do you think the name should be retained either completely or in part?

Havard Tisdale would be very interested to hear local views on this matter and ideas about possible new names for its proposal.



Ideas regarding the development’s future name are being considered. Please let us know your ideas!

Please let us know your thoughts by filling out a feedback form.

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Delivery and viability

New swimming pool

Havard Tisdale’s proposal would include an exciting new pool/water area, which would form an important part of the proposal’s overall design. The exact type and design of the pool envisaged has not been finalised, including whether the new pool would be weighted towards lanes and swimming or to provide a more family orientated fun themed all year round recreational facility.

Havard Tisdale would be keen to hear your views.

What sort of pool area
would you like to see?

Delivering other viable uses

A swimming pool on its own would not be viable. Therefore the delivery of a new pool would need to be supported by other viable uses. Havard Tisdale considers that the successful redevelopment of the Tropicana site could include the following elements:

- hotel
- residential apartments
- retail
- restaurants
- conference and events facilities
- leisure uses
- new areas of public realm
- car parking

The previous Henry Boot proposal included a bowling alley and a multi screen cinema. However, given the forthcoming proposals for Dolphin Square, Havard Tisdale consider the inclusion of these elements would no longer be a viable option or ensure the successful delivery of a viable scheme.



The proposed new pool/water area could provide a range of leisure activities as depicted.

Please let us know your views on the proposed uses, including the type of new pool, by filling out a feedback form.

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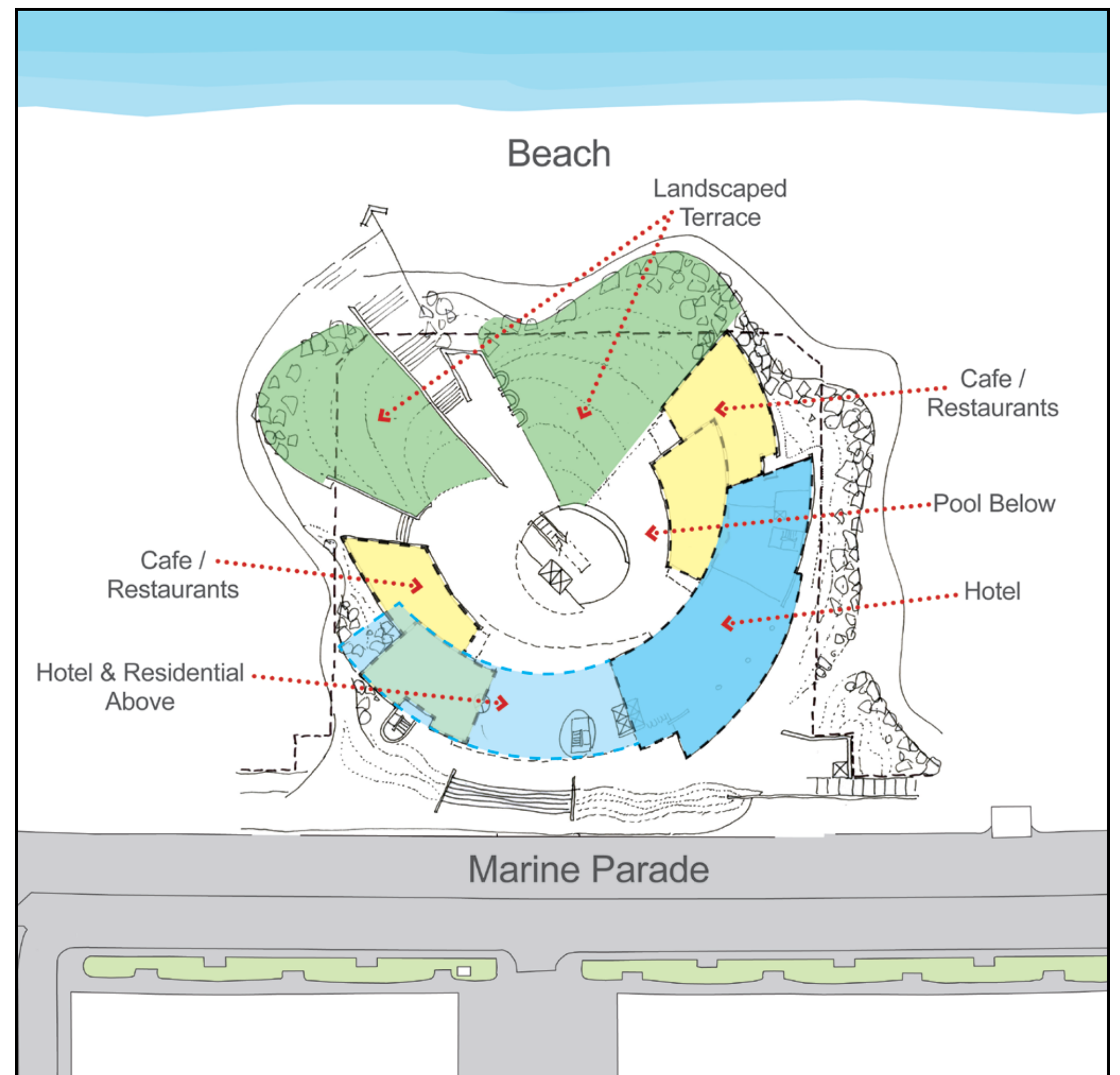
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Possible layout

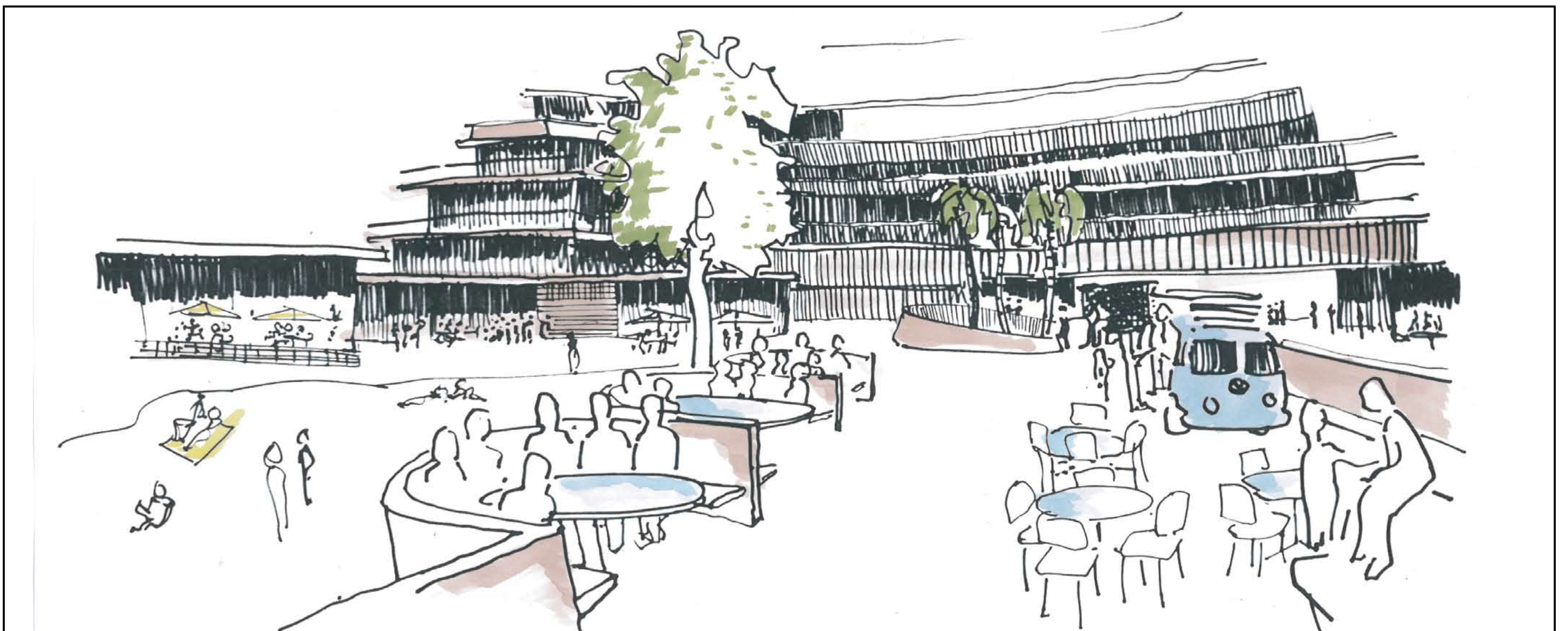
The plan below shows how the layout for the redevelopment of the Tropicana could be arranged on the site, incorporating a potential range of new uses, primarily focused on leisure and tourism, with some car parking and a residential element.

As indicated on the plan the evolving Havard Tisdale design is also seeking to:

- provide a high level of public access directly from both land and beach
- provide new high quality public 'family areas' which would maximise key views out to sea whilst activating the sea front.



Possible site layout illustrating how a mix of new uses could be arranged on the site. The layout is looking to establish the proposal as a lifestyle destination. The layout will be highly permeable with direct public access from the beach and Marine Parade.



'Tropicana Terrace' - architect's sketch showing how the public realm could be utilised within the heart of the development.

Havard Tisdale welcomes feedback on its initial plans and ideas for the site whilst they are still at preliminary stages. Please take this opportunity to fill out a feedback form.

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Preliminary design

Given the importance of the proposal site and its prominent location on the seafront, Havard Tisdale recognise that the design needs to be high quality and unique, helping to raise the town's profile and creating a dynamic cultural focal point, benefitting residents and visitors.

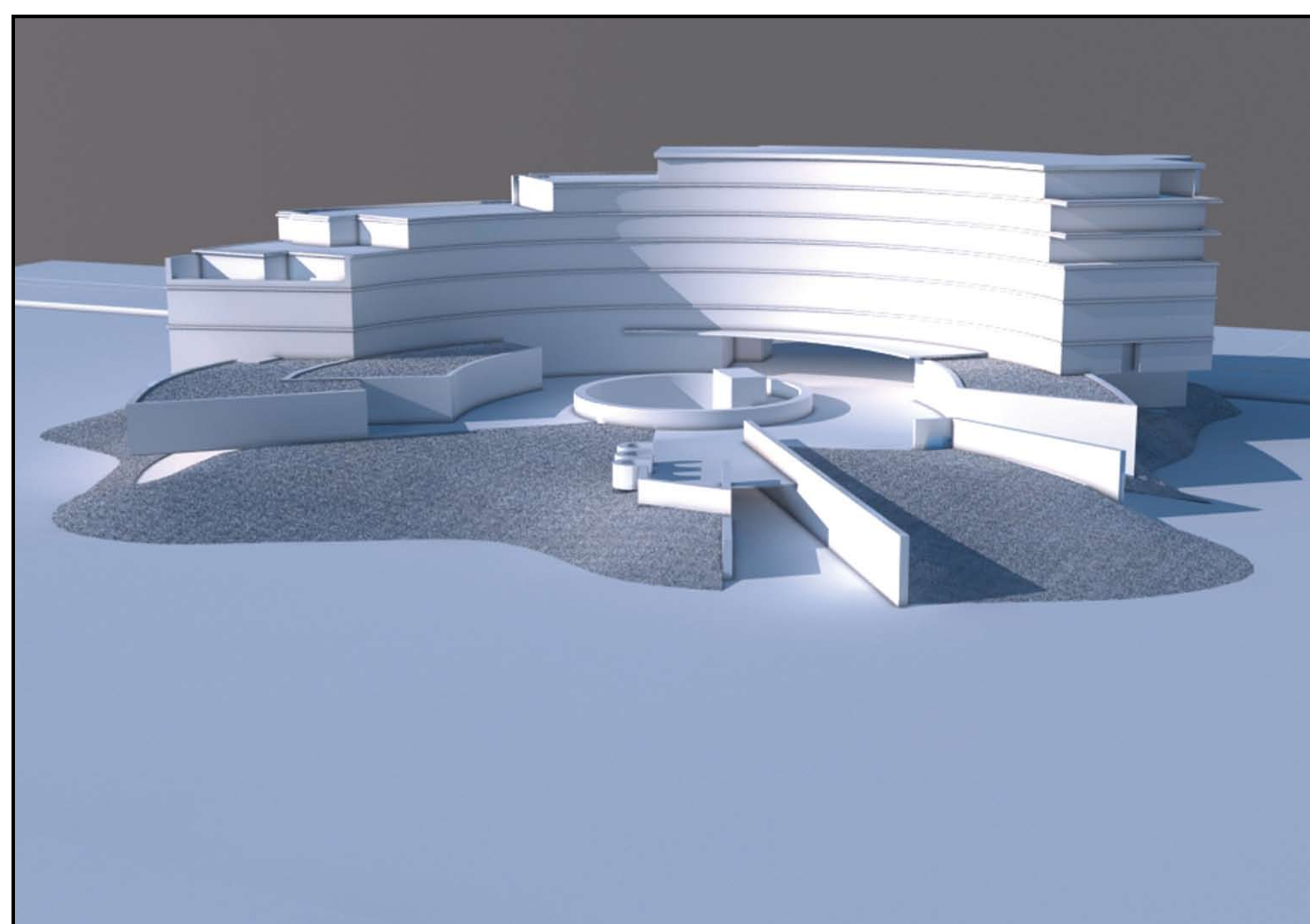
Havard Tisdale's proposed design has not been finalised and is still evolving. However, the design envisaged is looking to respond directly to the site's unique coastal location. The approach has developed around:

- an island concept
- providing a new easily accessible outreach offering significant public spaces
- integrating the larger scale facilities such as the swimming pool and car parking sensitively by incorporating them within a green and rocky outcrop
- above ground design will sit elegantly above and to the land side of the site.

The design will fully consider the impact of local views and promote local landmarks out to sea. Other environmental issues will also be fully considered by the design, including drainage, potential flooding, sea defences and sustainability, including the use of green construction materials, energy efficiency and renewal.

Havard Tisdale is committed to achieving not only a deliverable proposal but also ensuring its design is of the highest quality, providing an iconic landmark building that is unique to Weston-super-Mare and contributes to and enhances the character of the seafront.

The following images show the evolving design ideas for the site, including how the proposals could look from key vantage points.



'Beach View' - preliminary architect's modelling for island concept.



'Beach View' - preliminary architect's sketch for island concept.

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Havard Tisdale

About Havard Tisdale

Based in Corsham, Wiltshire, Havard Tisdale is a property company specialising in high quality regeneration projects, primarily in town and city centre locations.

Havard Tisdale takes a personal and hands-on approach to its work, ensuring attention to detail throughout for the highest quality standards and a superior level of finish. It is experienced in working in conservation areas and other sensitive sites; and has gone from strength to strength because of its focus on delivering commercially viable developments. Recent consents have included important mixed use town centre developments in Bournemouth and Torquay, which have included a mix of uses including hotels, leisure, retail, restaurants and residential.

**Kay
Elliott**

The project's architects, based in the South West, are recognised internationally as experts in their field of visitor attraction projects and take pride in delivering projects that enhance the value of a development's surroundings and the lives of those who use them. Completed projects include refurbishment and extension to The London Eye complex, Madame Tussauds in Hollywood and the design and construction of the internationally award winning Dart Marina.

**Sir Robert
McALPINE**

The key to success of any project is the contractor selected for the delivery and construction of the project on the ground. The contractor for Havard Tisdale's development is Sir Robert McAlpine, who remain one of the largest and oldest independent contractors in the country. The company has won awards for quality, innovation and performance and was voted 'Project of the Decade' for its world famous Eden Project in Cornwall.


“Sir Robert McAlpine is proud and excited to be part of Havard Tisdale’s team and its bid for the redevelopment of the Tropicana. Sir Robert McAlpine is committed to ensuring its proposals are built to the highest professional specifications and would ensure the Tropicana is once again an iconic attraction for both residents and visitors”.

Cliff Smith, Regional Manager, Sir Robert McAlpine.


Team experience

To ensure its proposals are deliverable and viable, Havard Tisdale has assembled a large team of professionals, each expert in their own relevant fields, to support its bid for the successful redevelopment of the Tropicana with a deliverable mixed use scheme.

The Havard Tisdale team includes:



Havard Tisdale has engaged the services of dpp, one of the top independent planning consultancies in UK.




ARUP are a world recognised name within the construction industry and bring an expertise in many different disciplines of structural engineering required for the delivery of the project.



Transport planning, traffic engineering and highway design advice will be provided by Transport Planning Associates (tpa), which has significant experience in addressing the transportation aspects of mixed use regeneration projects.



Without a viable scheme, as has been demonstrated by previous development proposals, there will be no development. To ensure the project's uses are viable and deliverable, Havard Tisdale has appointed IRC which provides an expert consulting service to the retail, leisure and hospitality sectors.



Remarkable are experts in community consultation and work across the UK, with significant experience communicating mixed use regeneration schemes. Remarkable will ensure the local community is fully updated as Havard Tisdale's project moves forward.



The provision of a swimming pool of the size desired in a commercial environment requires specialist knowledge in relation to market opportunities, viability and specifications. Sports Solutions GB specialises in the feasibility of sports and leisure developments, including swimming pools.

Others members of the team include:

Legal
Withy King

Fire Safety Engineers
International Fire Consultants Ltd

Acoustic Consultants
Hann Tucker Associates

If you have any questions please take this opportunity to speak to representatives from Havard Tisdale’s professional team who are here today.

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Accessibility

The site's seafront location is within close walking distance to regular bus links on Marine Parade and the town centre and also Weston-super-Mare railway station.

Other attractions such as The Pier, Seaquarium, High Street and Dolphin Square are also all located within close walking and cycling distance. It is considered that the site's sustainable location provides the opportunity for future users, visitors and employees to walk, cycle or use public transport facilities for the majority of the time to access the site, as genuine alternatives to the car.

Car parking

Weston-super-Mare has car parking, which caters for the current needs of residents and visitors to the town. Additional new car parking is proposed for the Dolphin Square redevelopment and it is considered at this stage that the proposed redevelopment of the Tropicana will provide the opportunity for further parking, whilst also making use of existing and planned facilities.



Sustainability

Havard Tisdale considers it important to ensure that the redevelopment of the site is sustainable and has minimal impact on the environment.

In adopting an environmentally responsive attitude towards the specification, design and construction, materials can be chosen for all the right reasons and can provide beneficial effects throughout the life cycle of a building.

Havard Tisdale is currently looking at a number of environmental options to be included in its design, including:

- energy efficient heat systems, including heat recovery
- energy efficient water supply systems
- enhanced insulation
- renewable energy including solar panels, photovoltaics and wind power
- installation of water efficient appliances, including water recycling and other energy and resource saving appliances
- site waste management, including minimising the waste of materials on site; and
- travel plan.



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Benefits

The delivery and redevelopment of the Tropicana with a high quality mixed use scheme, providing all year round attractions offers a considerable investment, economic and regeneration opportunity for Weston-super-Mare. The successful redevelopment of Tropicana will significantly raise the profile of the town as a premier destination for both day trippers and longer stay tourists.

Benefits include:

- Havard Tisdale is committed to ensuring its proposals for Tropicana are deliverable, despite the current economic climate.
- Havard Tisdale's proposals could create significant new jobs and provide new multi million pound inward investment.
- The successful redevelopment of the Tropicana with a new 'all weather' destination development would raise the town's tourism profile and increase footfall to Weston-super-Mare, supporting local businesses and traders in the area.
- The redevelopment of the Tropicana with a high quality mix of uses, including a new pool, would keep people on the seafront area for longer and cater for the needs of both residents and visitors.
- Havard Tisdale's proposals will regenerate a derelict and deteriorating site, which is currently a local eyesore, which significantly detracts from the seafront.
- Havard Tisdale is committed to providing a new iconic design, which will enhance the townscape and bring new life to the seafront, strengthening Weston-super-Mare's image and identity.
- The redevelopment of Tropicana will revive confidence in Weston-super-Mare and help act as a catalyst for future investment and regeneration in the town.



The successful redevelopment of the Tropicana with new 'all weather' attractions would raise the town's tourism profile.

Havard Tisdale

Following a review of the feedback received from the local community, preliminary designs will be further developed and discussions will continue with future operators.


Havard Tisdale plans to submit its bid to North Somerset Council in early 2011. Furthermore, subject to contract, it is hoped that Havard Tisdale will be able to announce a number of high profile operators for the site in the near future.

Should Havard Tisdale's bid be successful it would look to submit a detailed planning application as soon as possible, hopefully by the autumn of 2011. Havard Tisdale would consult extensively with the local community regarding its detailed planning application to ensure the views of the local community are further considered and where possible incorporated into the final detailed proposals.

If Havard Tisdale's bid is successful and a subsequent detailed planning application approved, timescales permitting, Havard Tisdale would like to have the Tropicana site fully redeveloped and open by 2013.

FEEDBACK FORM

Tropicana, Weston-super-Mare



Havard Tisdale is currently developing plans for the redevelopment of the Tropicana site, which will be submitted to North Somerset Council as part of the bid process to bring forward the viable redevelopment of the site.

Havard Tisdale is committed to providing a new, exciting development on this important site, designed to bring new life to this part of Weston super Mare and deliver significant investment, regeneration and employment opportunities.

Havard Tisdale firmly believes in consulting local communities regarding its development proposals. Your feedback is important to us. Please let us know what you think about the preliminary proposals here today. The comments made will help inform the proposals.

If you wish to be kept informed of the progress of Havard Tisdale's plans please provide your contact details below.

You can pop your comment form in the ballot box or send it back to us by post or fax. Alternatively you can also email us your comments at the address below or visit our website which also has an online comment facility.

Closing date for feedback on Havard Tisdale's preliminary plans is
Friday 24 December 2010.

Telephone: 0800 298 7040
Fax: 01962 893 883
Email: feedback@consultation-online.co.uk
Post: Remarkable Consultation, The Pump House, Garnier Road,
Winchester, SO23 9QG
Web: www.consultation-online.co.uk/tropicana

Please let us know your contact details below:

Name:

Address:

Postcode:

Email:

Telephone:

☐ Please keep me informed of changes to this application

We hope this event has been helpful in providing you with further details of our intentions for the site. Harvard Tisdale welcomes your thoughts on its preliminary proposals. Please take the time to complete a feedback form and let us know your views.