

FIRST IMPRESSIONS

SEE MAP: 01

Public Square is a bit of a missed opportunity. Water fountains aside, the square currently feels a little cold and uninviting and would benefit from soft landscaping, inviting seating and lighting more appropriate for the location and that best frames the historic buildings



Faux Victorian Pavilion does not compliment the period architecture that overlooks the square. The building turns it back on visitors arriving from the town centre.

Retail/food offer is unsurprising and architecture looks very tatty/run down.

From 'South Beach Vision' Hemingway Design Report

THE PAVILION

SEE MAP: 01

The pavilion is a key building, one of the first structures you see when visiting south beach.

There is potential for this to be an architectural landmark, sympathetic to its surroundings with amenity offer that draws in visitors making it financially viable for the operator.

If there are no possibilities to replace the building one option could be modifying the existing with wall murals etc. to fit the Pavilion in new Lowestoft landscape and offer the visitor something welcoming & visually fascinating to approach to.



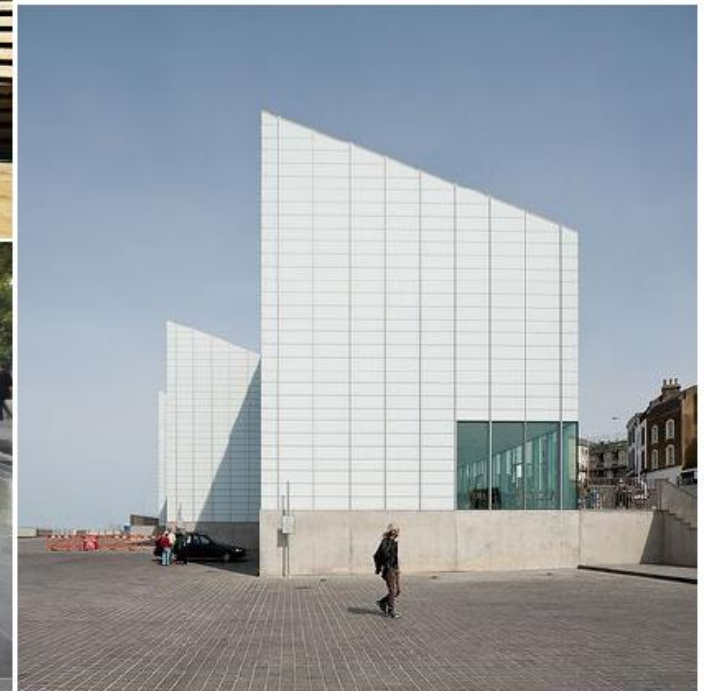
Angoulême, France



Löyly, Helsinki



Löyly, Helsinki



Turner Contemporary, Margate

MARINE PARADE EVENTS SPACE

SEE MAP: 04

A multi use seafront events space.

Opportunity to host a series of seasonal events from food markets, to film & music festivals. Brighton and Hove Council are successful in programming a series of popular events on [Hove Lawns](#).

Thoughtful landscaping will ensure the space is utilised when events are not taking place.

