



LONDON ROAD, LOWESTOFT HIGH STREET HERITAGE ACTION ZONE AND SEAFRONT MASTERPLAN

FINAL REPORT
FEBRUARY 2022



JON SHEAFF & ASSOCIATES



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This document has been prepared for ESC by:
Jon Sheaff and Associates
Unit 5.5 Bayford Street Business Centre
London
E8 3SE

Study Team:

JSA
Jon Sheaff
Simone Goldate
Visakha Sroy
Peter McQuillan
Karen Wong

Huntley Cartwright
Ian Jupp

Motion
David McMurtary

Insight Lighting
Emma Smith
Brendan Clarke

Wiard Sterk Consultancy
Wiard Sterk

The study team would like to thank ESC and its partners for their assistance in completing this study

FOREWORD



Lowestoft is an ambitious town with a future full of promise and potential; it is a town on the cusp of transformation, with significant investment for the 'Gull Wing' bridge and the Lowestoft Flood Risk Management Programme, the delivery of a new Energy Skills Centre at East Coast College, the implementation of a £14 million full fibre project, the redevelopment of Cefas and the start of a four-year heritage-led improvement project for the High Street Heritage Action Zone (HSHAZ).

The town already enjoys some significant advantages; a port in the best strategic location for serving the southern North Sea, a stunning natural environment including the incredible golden sands of its South Beach, a proud heritage and rich culture that has shaped the town and its community. Planning for regeneration of the town is key and it is essential to be bold and innovative.

With that in mind, we have a strong and forward-thinking Lowestoft Investment Plan, developed by the Lowestoft Place Board, which has helped to secure £24.9m through the Government's Towns Fund. The Investment Plan sets out ambitious goals for future development in Lowestoft over the next ten years and highlights many of the challenges the town faces whilst also detailing its strengths.

To make the most of future opportunities, we have created a clear plan for the positive changes required in the London Road HSHAZ and seafront areas. This 'masterplan' can provide the tools we need to respond to any challenges and to plan the changes needed to ensure residents and visitors can continue to enjoy these areas.

The masterplan is led by East Suffolk Council (ESC), working in partnership and shaped by the views of stakeholders. It is a singular vision and direction for us all to buy into as part of the wider ambitions for the whole of the town.

This document provides the conceptual ideas for change over the next 5-10 years but also incorporates more short-term activity from the outset which can help bring activity, jobs and business to the town centre. Set against the backdrop of Covid-19, a regeneration plan of this nature is even more important as we consider a new and different approach to all aspects of our lives and livelihoods.

Councillor Craig Rivett,

Deputy Leader and Cabinet Member for Economic Development and Assets
ESC

EXECUTIVE SUMMARY

The London Road, Lowestoft High Street Heritage Action Zone Masterplan has been commissioned by East Suffolk Council (ESC) to guide the regeneration of a significant area of south Lowestoft from the Bascule Bridge in the north to the coastal gateway greenspace beyond Cefas in the south. The study area is extremely significant in terms of how Lowestoft developed as a seaside resort in the 19th century, guided by the masterplan created by Samuel Morton Peto. Today, this is the part of Lowestoft that is most heavily visited by people, continuing the seaside resort tradition that is an important contributor to the local economy. The study area also includes an important local shopping street, small industrial estates and large areas of residential housing.

The masterplan is one of several initiatives that ESC and its partners have put in place that will transform Lowestoft over the next decade. These initiatives are linked to a Towns Fund award by central government of £24.9 million. The purpose of the masterplan is in part to provide a framework for investment and change in south Lowestoft and Kirkley that will result from the Towns Fund award. But the masterplan also provides a vision for how this part of Lowestoft will develop over the coming decades. As the masterplan has to deliver proposals for heritage-led regeneration, it celebrates everything that is distinctive about the evolution and character of south Lowestoft but it also looks to the future and considers how the masterplan area will embrace new social and economic opportunities and respond to challenges such as the impact of climate change.

The development of the masterplan has been an immersive process. From the outset, the masterplan team has worked intensively with ESC, members of the Lowestoft Place Board, other partners and stakeholders, and local residents. An initial process of information gathering from all of these sources was followed by detailed discussions of the purpose of the masterplan and the various influences that might inform physical proposals. Initial design proposals were thoroughly reviewed and continuously updated in response to further comments and proposals from consultees. Final proposals have been discussed with stakeholders and members of the public at a series of face-to-face consultation events at various locations across south Lowestoft and Kirkley.

A number of common threads have emerged from this process of engagement and these have been incorporated into the masterplan proposals:

- Lowestoft is a town of many parts. Kirkley has its own distinct and independent identity that should be celebrated and supported. Proposals for change across Lowestoft need to embrace this local identity
- The impact of the Covid 19 pandemic on health and wellbeing has been considerable and residents want the places and spaces of the masterplan area to be equipped to encourage greater levels of social interaction post-pandemic
- The seafront promenades and the beach offer great opportunities to embrace the outdoors, stay healthy and spend time with friends and family
- The south Lowestoft and Kirkley areas have a rich and proud heritage
- The town feels like it has been in decline for a number of years and is in need of positive change
- There are many initiatives and much new thinking that are already inspiring that positive change (First Light Festival, Cefas, cultural initiatives and the offshore wind energy industry)

The masterplan takes these threads and translates them into proposals for short, medium and long-term change across south Lowestoft and Kirkley. Masterplan proposals have been based on a number of key principles:

- The celebration of the unique character of the masterplan area as a whole (and its constituent parts) while recognising the need to join up to other initiatives under way across the town
- The preservation of the character of the key places and spaces across the masterplan area:- Royal Plain, South Pier, Wellington Gardens, the Beach, London Road South and Cefas
- Helping these spaces reach their true potential to attract new more diverse uses and different forms of activity while preserving the ways in which they function well
- Supporting the local economy by bringing new audiences into the area and encouraging them to stay longer

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1.0 INTRODUCTION

Purpose of the document

Lowestoft is a popular visitor destination for those who are drawn to the East Suffolk coastline. Lowestoft's past and present are inextricably linked with the tourism industry, which saw Sir Samuel Morton Peto transform the town into a leisure resort in the mid-1800s to cater for visitors arriving by train. Looking to the future there is an enormous potential to uplift the area further and capture the growth in the domestic 'staycation' market as we move through the impacts of Covid-19. The High Street Heritage Action Zone masterplan has been commissioned by East Suffolk Council (ESC) to inform a planned approach to support the seaside areas to prosper and continues to provide its support to help bring the changes necessary to build strong local economies.

Last year marked the start of the 4-year High Street Heritage Action Zone being funded and delivered by ESC and Historic England, in partnership with Lowestoft Town Council and the East Suffolk Building Preservation Trust, a heritage led regeneration scheme. The masterplan is being delivered in parallel to this and has an objective to maximise the use of historic assets using heritage-led regeneration to improve the overall natural, historic and built environment quality, making the area more attractive to residents, businesses, tourists and investors. This aspiration is a key driver for this masterplan.

The outbreak of Covid-19 in 2020 and resulting lockdowns across the world have accelerated processes of change that in many respects were already underway locally. The emerging picture of the world after the pandemic is requiring decision makers to rethink the future role of what truly drives changes forward and it is more important than ever to plan for all that will help to embrace change and place Lowestoft's existing and new businesses on a strong path fit for this journey.

The masterplan sets out the aspiration for the area, giving confidence to businesses, users, and investors in Lowestoft of the type of improvements that could come forward; it can help to ensure that the council-owned assets will be developed with bigger picture thinking in mind and also serves as encouragement for business and community partners to develop their projects and initiatives to benefit and strengthen the regeneration process.

The plan identifies opportunities, with the view to inform potential future funding applications including Lowestoft 'Towns Deal' worth up to £24.9 million for investment with a possible £1.2 million in this area to be spent in the next 5 years. This investment can act as a means to attract further funding from both public and

private sector investment.

Although the plan intentionally identifies physical interventions, it should be recognised these designs are concept ideas and require further design work and consultation. To be successful, this will require community, educational and economic support and initiatives to go hand in hand with the physical measures that this masterplan focuses on. The plan also needs to be flexible to consider on going users', businesses', and investors' behaviour after the Covid-19 pandemic; a necessary first step to recovery is through learning about what has changed.

About East Suffolk Council

East Suffolk Council was established on 1 April 2019, replacing the previous local authorities of Suffolk Coastal District Council and Waveney District Council. Lowestoft was part of the former Waveney District Council, and some documents this masterplan refers to were commissioned or prepared by Waveney District Council.

The Council is delivering an extensive regeneration programme across the district; with Lowestoft excitedly on the cusp of large-scale transformation, and with significant recent public sector investment in the 'Gull Wing' (previously known as the Third River Crossing), the Lowestoft Flood Risk Management Programme, the delivery of a new Energy Skills Centre at East Coast College and the redevelopment of Cefas. This sits alongside private sector investment from Scottish Power Renewables and CityFibre through the Full Fibre project.

About Jon Sheaff and Associates

The masterplan has been prepared by Jon Sheaff and Associates. The company has over 10 years of experience in masterplanning, having worked on projects across the country and delivering some of the country's most impactful public realm.

2.0 PROJECT CONTEXT

2.1 GEOGRAPHIC

Lowestoft is the most easterly town in England. With a population in excess of 73,000, it is the second largest settlement in Suffolk, second only to Ipswich (133,000). The East Anglian coast between Ipswich to the south and Great Yarmouth to the north is characterised by a number of distinctive towns including Aldeburgh, Southwold and Lowestoft, linked by road and rail transport. Inland lie areas of relatively sparsely populated countryside with a predominant agricultural land use, interspersed with widely distributed small towns and villages.

Lowestoft is close to countryside assets of national significance including the Norfolk Broads National Park (303 km²) and the Suffolk Coast and Heaths Area of Outstanding Natural Beauty (403 km²).

The largest city (Norwich; population 129,000) is well connected to Lowestoft by road (driving time of approximately 50 minutes) and by rail (journey time of approximately 45 minutes).

2.2 HISTORICAL

Lowestoft has a rich and varied history. The discovery of flint tools in the cliffs at Pakefield in south Lowestoft in 2005 means that human habitation of the Lowestoft area can be traced back 700,000 years. Settlements are recorded throughout the Neolithic, Bronze and Iron Ages and the Roman and Saxon eras. From the Middle Ages, the town became an important centre for east coast herring fisheries. This trade was considerably enhanced by the development of the Lowestoft to Norwich railway line by Sir Samuel Morton Peto which granted access to wider markets through rapid transit. The trade continued into the 20th century but went into steep decline from a peak in 1913.

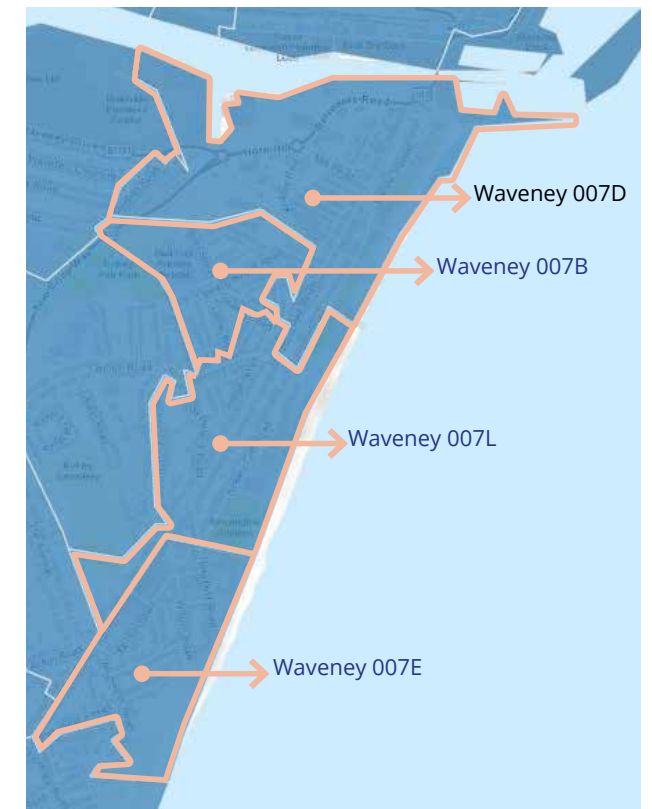


A side effect of Peto's intervention was the development of Lowestoft as a seaside resort. The arrangement of buildings and public spaces devised by Peto give the masterplan area its distinctive character. Lowestoft's extensive sandy beaches continue to support the holiday resort function which remains an important contributor to the town's economy in respect of employment and revenue generation.

2.3 SOCIO ECONOMIC

ONS population estimates for 2018 suggest that Lowestoft has a resident population of 73,800. The population pyramid for Lowestoft shows an even distribution across age ranges although there are relatively high numbers of people in the 60-80 age range and relatively low numbers within the 20-40 age range. The population of East Suffolk is projected to increase by 6.8% by 2036 with the greatest growth in the 60 – 80 age range.

The town continues to suffer from significant deprivation, with two of the town's most densely populated wards located centrally within the town (Harbour and Kirkley Wards). These two wards account for 26,060 people and consisting of five Lower Super Output Areas (LSOAs), with ten neighbourhoods falling within the 10% most deprived nationally. A further eight neighbourhoods fall within the bottom 20% nationally. This concentration of deprivation shows that 12,310 people affected by income deprivation (18.7%) compared with the Suffolk average (10.1%), with more than a quarter (25.5%) of children also affected, compared with Suffolk (13.6%). 16.4% (5,600) of working age people in the town are affected by employment deprivation, whilst the Suffolk average is 8.4%, and as of June 2020, 9,766 (15.7%) of adults are currently in receipt of Universal Credit. This also has manifested itself in lower than regional and national averages in terms of health (depression, dementia and life expectancy), with many wards within the town sitting well below the Suffolk



Sources: DCLG Index of Multiple Deprivation and ONS 2017 mid-year population estimates; Lowestoft Community Partnership Profile; ONS IMD 2019

averages. Nearly 2% of people are classed as in very bad health, which is higher than both the Suffolk (1%) and National (1.2%) average.

For those working, Lowestoft offers a diverse employment base with the largest employment band in Finance, Property and Business services, but with a greater proportion working in retail, hospitality, education and health than the Suffolk average. The annual value of tourism to the economy of East Suffolk is approaching £600m and counts for approximately 15% of all employment.

Statistics for deprivation are likely to have been significantly affected by the Covid-19 pandemic.

Lowestoft is developing as a major centre for the East of England Energy Zone, which produces half of the UK's offshore wind generating capacity. The growth of this sector is projected to continue over the period to 2036. Tourism will remain an important part of the economy of Lowestoft.

2.4 POLICY, STRATEGY AND REGENERATION PLANS

The development of the masterplan has been guided by relevant national and local policy and strategies and is part of the wider exciting regeneration plans for the area to drive forward positive changes in the local community.

2.4.1 National Planning Policy Framework

The National Planning Policy Framework 2019 sets out the Government's planning policies for England and how these should be applied. It sets out that planning policy and decision makers should help create the condition for:

- 'Building a strong, competitive economy' in which businesses can invest, expand and adapt. This is particularly important for the area where the seafront and London Road South run parallel to one another and have the ability to draw people around both areas.
- 'Promoting the long-term vitality and viability' to enable growth and diversify in a way that can respond to rapid changes in the retail and leisure industries, allowing a suitable mix of uses (including housing) and reflecting their distinctive characters.
- 'Promoting healthy and safe communities' to achieve healthy, inclusive and safe places which promote opportunities for meetings and social interaction between people who might not otherwise meet each other, through such measures as strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle movement, and active street frontages. Also, creating an environment which feels safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example with attractive, well-designed pedestrian and cycle routes, and high-quality public space, which encourage the active and continual use of public areas. Enabling and supporting healthy lifestyles is also vital especially where this would address local health and well-being needs – for example through the provision of safe and accessible green infrastructure, local shops, and layouts that encourage walking and cycling,

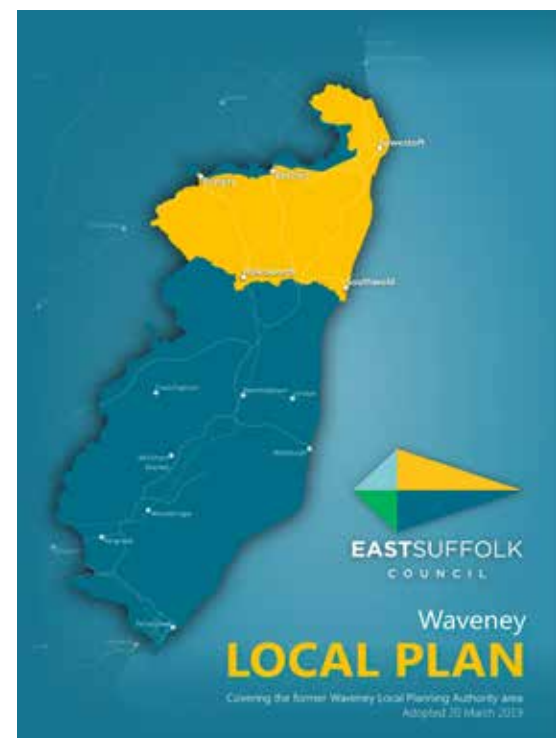
2.4.2 East Suffolk (Waveney) Local Plan

The East Suffolk (Waveney) Local Plan 2019 sets out how the area should be developed and is a statutory document when making decisions on planning applications. It has been used to identify several key drivers to inform the masterplan.

Specific objectives for central and coastal Lowestoft include:

- Improved connections and permeability for pedestrians and cyclists
- Better relationships to waterfront areas
- Enhanced vitality and viability of Lowestoft town centre
- Bringing underutilised and derelict land back into positive use
- Enhanced tourism offer
- Enhanced public realm and historic environment
- Reducing the need to travel by car
- Improve the natural, historic and built environmental quality of the area

Policy WLP2.12 – Kirkley District Shopping Centre, known locally as Kirkley Village, is located along London Road South between Parade Road South and Lorne Park Road. There are currently nearly 80 units within the area in retail or leisure uses. The centre currently has a good range of independent stores and cafés. The smaller convenience stores in the centre predominantly cater for day-to-day and top-up



shopping. The Retail and Leisure Needs Assessment (2016) and annual monitoring suggests Kirkley should continue to be identified as a 'District Centre' where shops and services will be protected and prevented from changing to other uses. The assessment suggests that there is potential to increase the convenience food offer as well as increase the number of cafés and restaurants to cater for the needs of the locals and the wider tourist market. A key objective for this area is to increase the use of the centre by tourists visiting the nearby seafront. A greater range of restaurants and cafés and signage from the seafront will help support this.

Policies WLP8.15 - New Self Catering Tourist Accommodation; WLP8.16 – New Hotels and Guest

Houses; and WLP8.17 – Existing Tourist Accommodation relate to the South Beach Tourism Focus area in the East Suffolk (Waveney) Local Plan. These policies support proposals which enhance the tourism offer and ensure that the seafront remains an attractive high-quality environment for residents and tourists alike.

2.4.3 Neighbourhood Development Plan

Lowestoft Town Council are in the process of preparing the Lowestoft Neighbourhood Development Plan which will cover the whole of the parish area of Lowestoft. The plan will be subject to a referendum and, once 'made', it will form part of the statutory development plan for the area, together with the East Suffolk (Waveney) Local Plan, and will set policies for the town for the next 15 years. The vision for the Neighbourhood Plan is 'to secure sustainable and high-quality regeneration and economic development for Lowestoft, realising the town's potential as a vibrant and attractive place to live, work, visit and invest'. The aims for the plan include:

- 21st century mixed use waterfront
- Confidence as the place to invest
- Sustainable economy, port, town, enterprise
- Balanced community, with range of facilities and housing
- High quality environment
- Heritage-led regeneration
- Balanced and sustainable transport provision
- Protection of local green spaces (open spaces and parks)

2.4.4 Lowestoft Town Investment Plan 2021-31

The Lowestoft Town Investment Plan developed in 2021 by the Lowestoft Place Board in partnership with ESC sets out ambitious plans for future development and investment in Lowestoft over the next 10 years. The aim of this plan is to act as a catalyst for attracting further funding from both public and private sector investment.

The plan highlights the challenges the towns faces whilst also detailing its strengths and current investment within the town including:

- Delivery of £1m worth of investment in the North Lowestoft Heritage Action Zone and the London Road, High Street HAZ (south) in partnership with Historic England
- The First Light Festival (which attracted over 30,000 visitors to the town) supported by Arts Council England
- £1.2m redevelopment of The Ness, the UK's most Easterly park, funded by the Coastal Community Fund
- £30m investment in employment and renewable energy in Lowestoft by Scottish Power Renewables
- £43m investment by the Department for Environment, Food and Rural Affairs (Defra) to support the Lowestoft Flood Risk Management Programme (LFRMP).
- £16m investment by Centre for Environment, Fisheries and Aquaculture Science (Cefas) in their state of the art Marine Science headquarters
- £125m investment in the Gull Wing bridge

The locally owned Plan covers the wider Lowestoft area and will drive real change through long-term economic and growth, through investment in land use, economic assets, skills and infrastructure. In addition, it will be a key to the recovery of the town following the COVID-19 pandemic.

The £24.9m bid through the Towns Fund aims to provide seed funding for the Town Investment Plan through 5 key projects including enhanced public realm throughout the seafront; the masterplan can provide us with a recommendation on priority areas which could benefit from such enhanced public realm improvements.

ESC are now in the process of creating detailed businesses cases for each of these 5 projects whilst awaiting feedback from central Government which is due in early 2022.

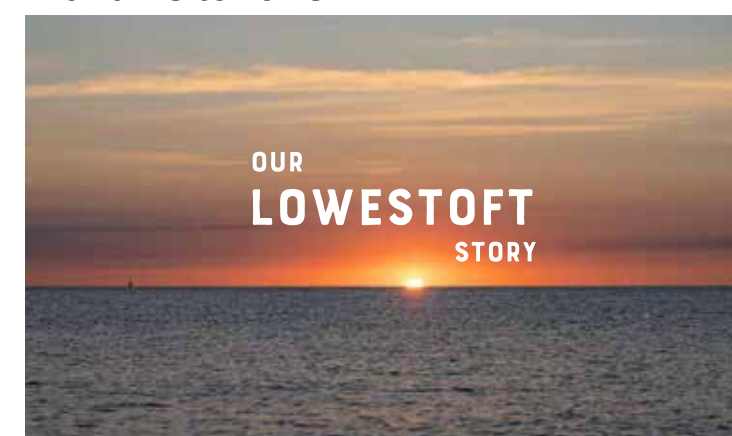
2.4.5 Our Lowestoft Story

In 2018 ESC embarked on a placemaking journey, through the Making Waves Together project, to understand from the public, perception of Lowestoft and the priorities of business, stakeholders and the community. The 'Lowestoft Story' aims to tell the story of Lowestoft through identifying the qualities that make the place unique, defining what people in Lowestoft are all about, what makes the place and its people special and what makes it different.

The story will help to ensure that Lowestoft plays to its strengths and grasps the opportunities available. The town's real strength will come from every organisation playing their part in bringing it to life, so that 'we' in Lowestoft and the 'rest of the world' start to see and hear a more confident and consistent message about what makes Lowestoft special. The story is for everyone, in all aspects of life and it is especially important for people to talk about Lowestoft to those outside of the place.

The masterplan builds on the shared aspiration for Lowestoft and helps to define 'The Lowestoft Story' by translating this into the physical place.

- Harnessing and celebrating the energy of the sea - building on the area history and sense of place, defined by the relationship with the sea from tourism and fishing
- Exploring the Eastscape – the wealth of experiences offered in this area from the sandy beaches, the promenades, parks and heritage asset, creating a vibrant place to visit and live
- The leading light - Lowestoft is the place in the UK to welcome the sunrise and celebrates its unique location of being on the edge in terms of industry, culture and visitor offer



2.4.6 Lowestoft Town Centre Masterplan

The Lowestoft Town Centre Masterplan 2020 provides a clear plan and direction to create a prosperous town centre as a place in which to live, work or have fun, and acts a response to the challenges Lowestoft town centre and all town centres across the UK face.

It is a plan which considers ways to re-purpose and guide future development and to secure inward investment to revitalise the heart of Lowestoft. The plan is not just about large-scale construction or bringing older buildings back into use, it is about setting out a clear vision based on market research and what a range of key stakeholders believe can give confidence to businesses, consumers, funders and investors in Lowestoft. The masterplan takes account of the challenges in the way people spend their leisure time - with new ways of socialising, shopping and entertainment, resulting in the decline of retail from the town centre to the internet - plus the outbreak of COVID-19, it makes a regeneration plan even more important.

The masterplan considers changes over the next 10-15 years but also incorporates more short-term movement which will help bring activity, jobs and business to the town centre. Those priority projects form part of the Lowestoft Town Investment Plan.

2.4.7 London Road, Lowestoft High Street Heritage Action Zone

The London Road, Lowestoft High Street Heritage Action Zone (HSHAZ) began in 2020 and compliments the existing Heritage Action Zone in North Lowestoft which began in 2018. The High Street HAZ is a four-year heritage led regeneration scheme which will deliver physical works to improve the appearance of commercial buildings within the area and be accompanied by an exciting range of cultural activities and events to celebrate the heritage and culture of the HSHAZ and the North Lowestoft HAZ. The boundary encompasses a significant portion of the south Lowestoft Conservation Area, from Surrey Street on London Road North to Carlton Road on London Road South.

The HSHAZ will run for four years from 2020 and conclude in 2024.



2.4.8 Coastal Community Team South Seafront Report

A high-level Seafront Vision was developed in 2017 by Hemingway Design to support the work of the Lowestoft Coastal Community Team. The vision highlights the positive changes that could take place in the area and sets out a vision to ensure Lowestoft's seafront is an attractive, high-quality and exciting place for residents, businesses and visitors throughout the year. The vision suggests some initial deliverable and relatively low-cost ideas to help put Lowestoft back on the map for regional, national and European visitors, including the highly successful First Light Festival which saw 30,000 people enjoy a free, nonstop 24-hour festival on Lowestoft's South Beach, running from noon on 22 June to noon on 23 June 2019, celebrating summer solstice. The festival marked the sunset, midnight and sunrise with interactive events including music, dance, kids and health and wellbeing zones, films, visual arts, a producers and makers market and local food and drink stalls, creating a new tradition for Lowestoft for years to come.

In total 146 Coastal Community teams have been established around the British Coast with £1.46 million provided to date. ESC worked in partnership with a range

of stakeholders to drive forward projects for the area. The local Coastal Community Team has been recently superseded through the creation of the Lowestoft Place Board, however the Coastal Community Team status is still in place for Lowestoft. The work of the group positioned the seafront area to be project ready and short listed as one of the five Town Deals projects. The local Coastal Community Team had a very active role and were part of the thinking behind the extension to the Royal Green Play Park, the wayfinding scheme, the First Light Festival, the Beach Board Walk, and helped to unlock Coastal Communities Funding for the Ness Park and Coastal Revival Fund for the East Point Pavilion.

2.4.9 ESC Cycling and Walking Strategy

ESC are developing a Cycling and Walking Strategy which will identify improvements for cyclists and pedestrians across the district. This will include recommended improvements in the masterplan area which will improve connectivity and support the aims of the masterplan. The Cycling and Walking Strategy is planned to be completed in 2022.



3.0 CONSULTATION AND ENGAGEMENT SUMMARY

Local stakeholders and members of the public were engaged with as part of the masterplan process, to better understand their aspirations and the key opportunities and constraints of the area. This was achieved through three online stakeholder events and nine follow up one-on-one meetings with local community organisations, business owners, event organisers and local Trusts. An online and physical exhibition spaces were set up with feedback forms which concluded with two days of face-to-face consultation at various locations along the seafront and London Road South.

The workshops were attended by various organisations, businesses and groups active in Lowestoft, including Lowestoft Town Council, Flipside, Lowestoft Vision, Waveney Disability Forum, Waveney Youth Council, Cefas, Community Action Suffolk, Wellington Garden Lawn Association, Claremont Pier. The aims of the engagement were:

- To understand local stakeholders’ perceptions and the most important opportunities and problems that affect the area
- To gather in-depth knowledge about local community life and the business community
- To discuss the high level plans and share their thoughts
- To engage stakeholders in dialogue about the future of the area

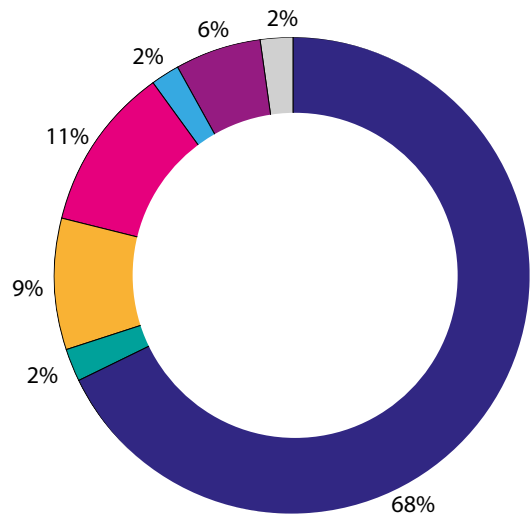
The engagement took place from the outset and although the Covid-19 pandemic limited face to face engagements, with the easing of lock down this was achievable and has shaped the finding of the high level plans.

70% of those engaged face to face were local residents or business owners, with the remainder being visitors to Lowestoft.

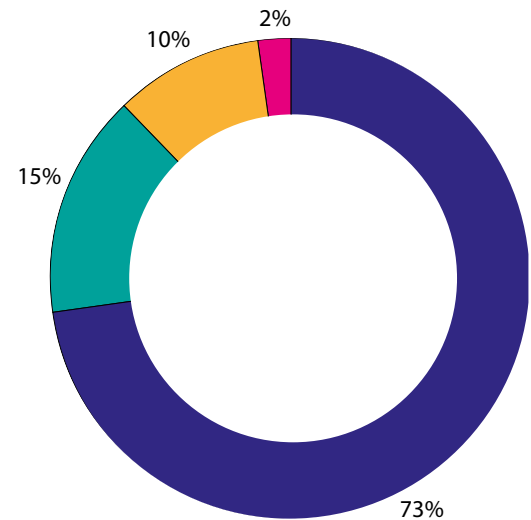
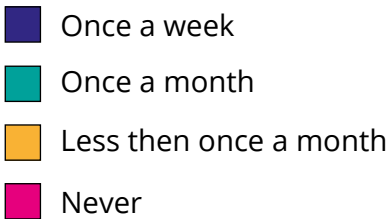
73% currently visit the seafront at least once a week, whilst 42% visit the shops on London Road South at least once a week. The masterplan aims to recommend intervention on design to provide greater improvement and encourage even more use of the area.

A breakdown of the feedback from the engagement feedback forms showed that overall, 76% of consultees said that the recommendations in the masterplan would improve the area, with 38% consider the recommendations would significantly improve the area.

What is your interest in the area?

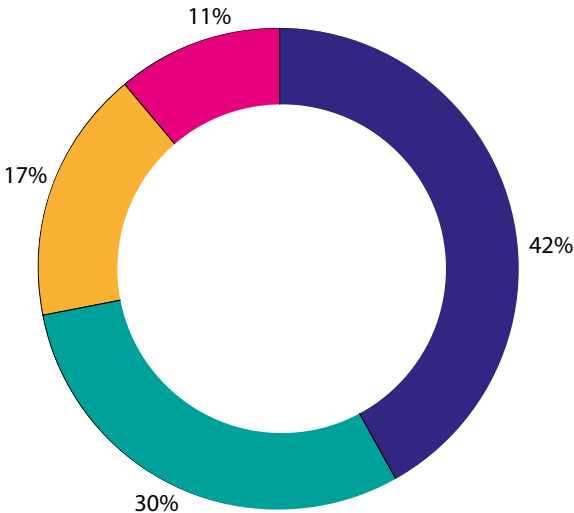


How often do you use/visit the seafront?



How often do you use/visit London Road South businesses?

- Once a week
- Once a month
- Less then once a month
- Never

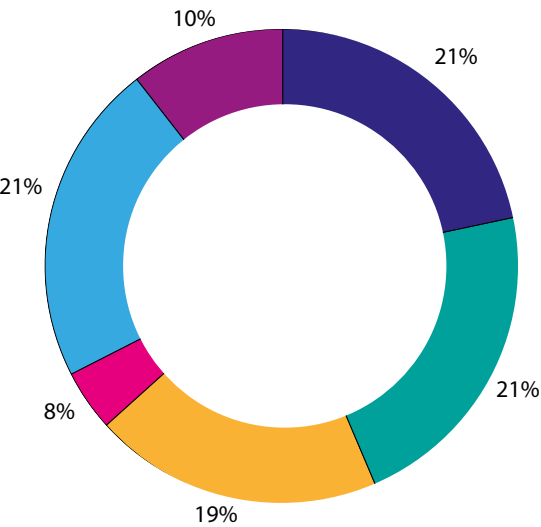


Consultees were asked to prioritise the different factors that would influence the developing masterplan process including:

The importance of heritage of London Road South and the seafront

From 1-6 where

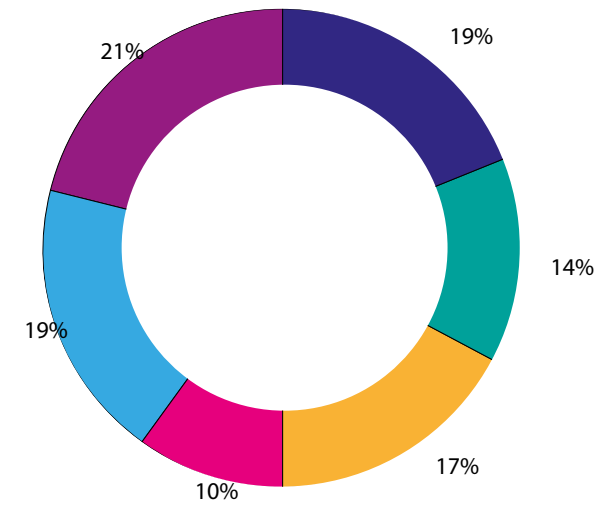
- 1 = Most important
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- 6 = Least important



The importance of supporting the local economy and shops

From 1 - 6 where

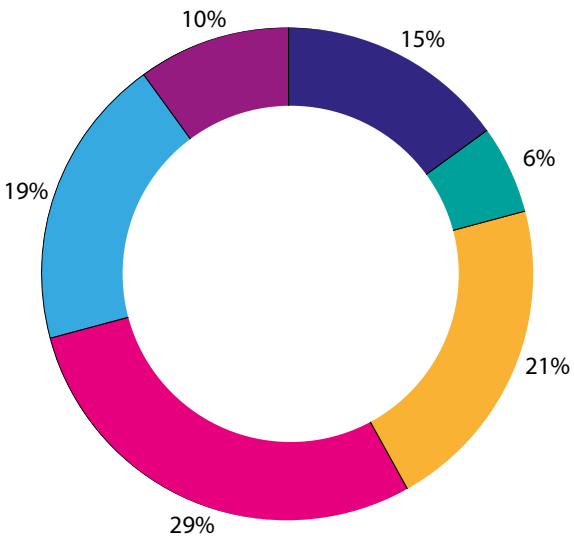
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- 6 = Least important



The importance of making the area accessible for people with disabilities

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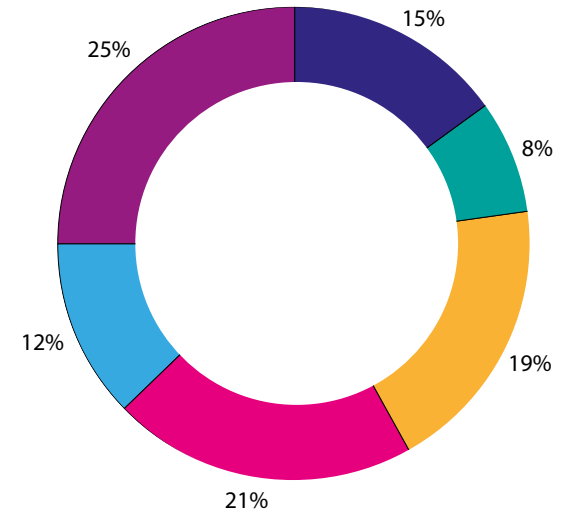
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- 6 = Least important



The importance in providing places for people to meet each other in London Road South and the seafront

From 1 - 6 where

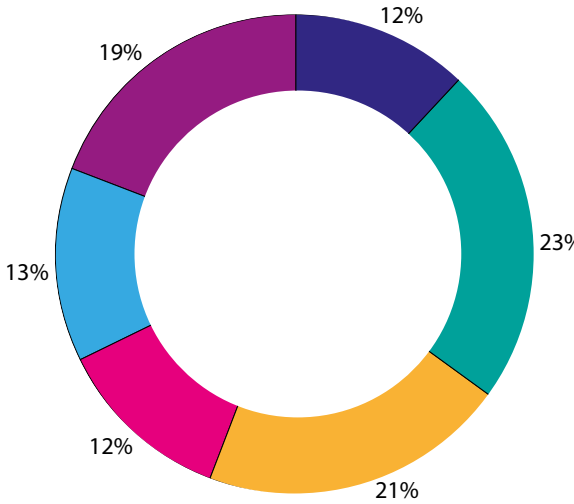
- 1 = Most important
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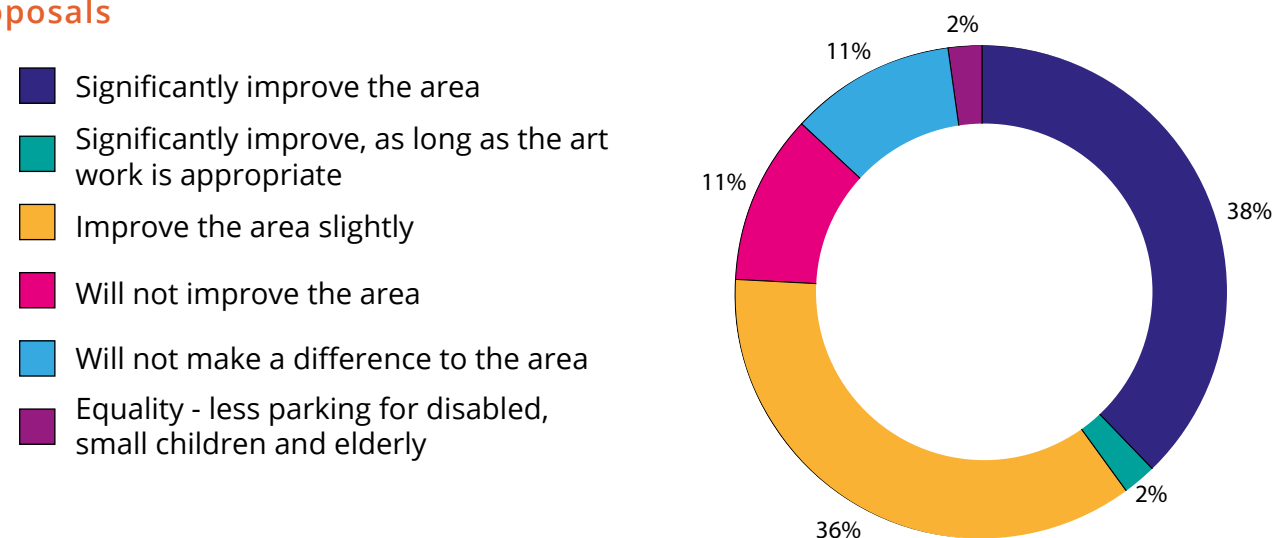
The importance of supporting biodiversity within the area

From 1 - 6 where

- 1 = Most important
- 2
- 3
- 4
- 5
- 6 = Least important



Having looked at the proposals for London Road South and the seafront, will the proposals

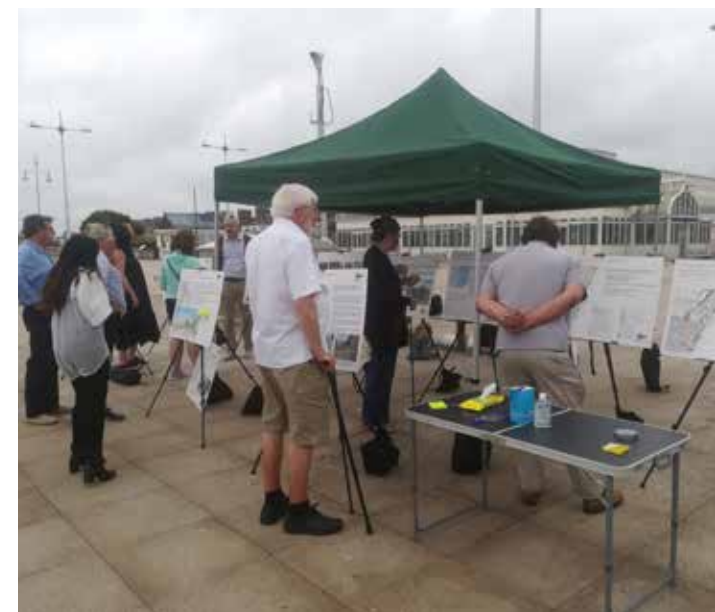


During the consultation process, the masterplan team also gathered a significant number of individual comments. In summary, these expressed the view that:

- Kirkley has its own distinct and independent identity that should be celebrated and supported.
- The impact of the Covid 19 pandemic on health and wellbeing has been considerable. Consultees wanted the study area (and especially the seafront) to support greater levels of social interaction post-pandemic
- The seafront promenades and the beach offer great opportunities to provide these social spaces
- The south Lowestoft and Kirkley areas have a rich and proud heritage
- The town feels like it has been in decline for a number of years and is in need of positive change

These views were translated in components of the masterplan in the following ways:

- The development of proposals that reflect the heritage and tell the story of south Lowestoft and Kirkley in a variety of different media
- The provision of opportunities for people to socialise in public spaces through the provision of new seating and the provision of shade
- Proposals that reflect the distinctiveness of individual spaces such as the Royal Plain, South Pier, Wellington Gardens and Claremont Pier but improve their functionality and the opportunities that they provide for different types of activity
- An uplift in the general quality of the masterplan area through comprehensive investment in spaces and places



4.0 AREA'S CHARACTERISTICS

4.1 HISTORY AND EVOLUTION

Lowestoft has a record of occupation extending back several millennia. The discovery of tools in ancient river deposits in Pakefield suggest human habitation approximately 700,000 years ago. Evidence of occupation in the later Neolithic and Bronze ages has been identified in Lowestoft and Kirkley. Further finds have established continuity of occupation throughout the Roman and Anglo-Saxon eras. The Domesday Survey of 1086 records settlements at Lowestoft, Kirkley and Pakefield. Lowestoft grew in importance throughout the medieval period, largely as a consequence of its coastal location, its defensive strategic significance and its activity as a fishing port. The street pattern of the 'Old Town' has been informed by the medieval settlement. At this time, the land between Lowestoft and Pakefield was largely un-developed and consisted of unenclosed common land with a scattering of houses and farms.

Lowestoft's development was significantly influenced by the opening of the harbour in 1830 and the completion of the railway connection in 1847. The former stimulated the development of factories concentrated around Lake Lothing and the Inner Harbour and a significant increase in the population of the town as a whole.

The arrival of the railway created better connections to wider markets afforded by rapid transit and resulted in a significant increase in the fishing industry and other port-related trades in livestock and materials.

The railway also opened up the town to a wide audience of people wishing to take regular trips to the seaside supporting the town's transformation from 'fishing village to the rank of watering place'.³ This led to the implementation over a period of twenty years of the masterplan developed by the 'father of modern Lowestoft' Sir Samuel Morton Peto. Peto commissioned architects including John Louth Clemence and John Thomas to design many of the buildings and spaces that today define the built character of south Lowestoft.

Lowestoft was seen as a progressive resort with 'superbly maintained parks, fine bowling greens, quality tennis courts, immaculate swimming pools, inventive boating lakes, magical concert parties, pleasure steamer outings, and a programme of band concerts'⁴ the best example of which is Wellington Gardens, fronting Wellington Esplanade. The continued success of Lowestoft as a resort and the

expanding population servicing this and the fishing and port-related industries resulted in the in-filling with terraced housing of land to the south and west of Kirkley Cliff between 1880 and 1925.

The fishing industry in Lowestoft reached its peak in the early part of the 20th century but went into decline in the decades after World War 1. This decline reflected the fortunes of the town as a whole after World War 2. The socio-economic profile of the town has become increasingly challenging over this seventy-year period which the current Town Investment Plan is seeking to address.



The seafront today (image: John D. Fielding)



Claremont Pier and Wellington Terrace in 1935 (Alice Taylor Archive)

³ David Waddington, Eastern Counties Railway Company. The Chairman's [D. W.'s] Answer to the Report of the Committee of Investigation. United Kingdom, 1855., p.22

⁴ Malcolm R. White, Lowestoft Antiquity, Coastal and Maritime Heritage Series 2002

4.2 TOWNSCAPE

The urban character of the study area is strongly defined by the three parallel linear routes running north east by north to south west by south, from the Pier Terrace crossing in the north to Pakefield in the south; the Upper Promenade and (to the south of Claremont Pier) the Lower Esplanade, Marine Parade/Wellington Parade/ Kirkley Cliff Road and London Road South. These routes in turn reflect the definitive influence of the sea on the development of this part of the town.

These long straight lines are particularly pronounced in the area of the seafront defined by the Peto vision between Royal Plain and (later extended to) Kensington Gardens with its grand Victorian terraces and villas fronting onto rectilinear greenspaces with the sea beyond.

Corresponding east to west routes, although apparently less important, are laid out on a grid pattern between Royal Green in the north and Kensington Gardens in the south. The Claremont Pier, South Pier and the beach groynes continue this east west alignment, dividing the beach into different sections.

To the west of London Road South, the strong lines that characterise the promenades are absent. Areas of the town were developed as single areas of development with a view to maximising the density of housing. Housing typologies are also mixed with commercial and light industrial areas, especially to the north of Clifton Road and in closer proximity to the A12 road corridor.

There is a consistency in respect of building heights across the masterplan area. The grander villas lining Wellington Esplanade extend to five storeys. To the north and south, heights do not generally exceed three storeys. Given the fact that much of the masterplan area was developed over a few decades, the architecture is cohesive in style with details and materials (e.g. gault and yellow brick) being used repeatedly.



Wellington Terrace



Junction of London Road South and Claremont Road

4.3 PUBLIC REALM FRAMEWORK

The public realm (the accessible places between buildings including streets and public spaces) within the masterplan area is strongly influenced by the proximity to the sea and by the Peto masterplan. These two influences have produced a distinctive and consistent character in the masterplan area. The long lines of the beach, the Lower Promenade/Upper Promenade and London Road South are reflected in the architectural consistency of the grand terraces facing the sea. Conversely, spaces and places with a strong east-west alignment are not so apparent and (to the west of London Road South) disjointed.

The delivery of the masterplan objectives in the round depends on celebrating the qualities of individual character areas by proposing changes that contribute to this character. But delivery of these objectives also depends on creating better connections between different areas (especially the east-west connection between London Road South and the Seafront). By adopting this approach, the masterplan can encourage higher levels of use and the longer dwell-time that will support economic success.

Section 4.5 of this report also identifies a number of distinct character areas including the Seafront and London Road South. The analysis identifies a number of 'nodal' places that are key meeting points and points of entry and exit along this area. These either are or could be the most heavily used spaces in the masterplan area. These spaces offer many opportunities for activities including spaces for eating and drinking, for pop-up events, for small markets and for play and can encourage significant dwell time. The masterplan proposals could connect these 'nodal' points with the wider area, offering reasons to stop (such as seating, greenspaces, public art and new facilities such as cycle hire).

The first of these 'nodal' spaces (Royal Plain) acts as a gateway to the masterplan area from the adjoining port area and connects to the centre of Lowestoft to the north. The redevelopment of East Point Pavilion offers opportunities to make the adjoining Royal Plain, South Pier and Royal Green more intensively-used spaces.

The space adjoining Claremont Pier is currently an active area of the seafront and is the second activity node (junction). The current offers associated with the Pier and the beach (accessed from the Lower Promenade) can be supplemented by improvements to Claremont Road and the parks and streets to the north and south.

A third node can be created at the junction of Claremont Road and London Road South, encouraging the essential east to west movements that will support the success of both London Road South and the Upper Promenade.

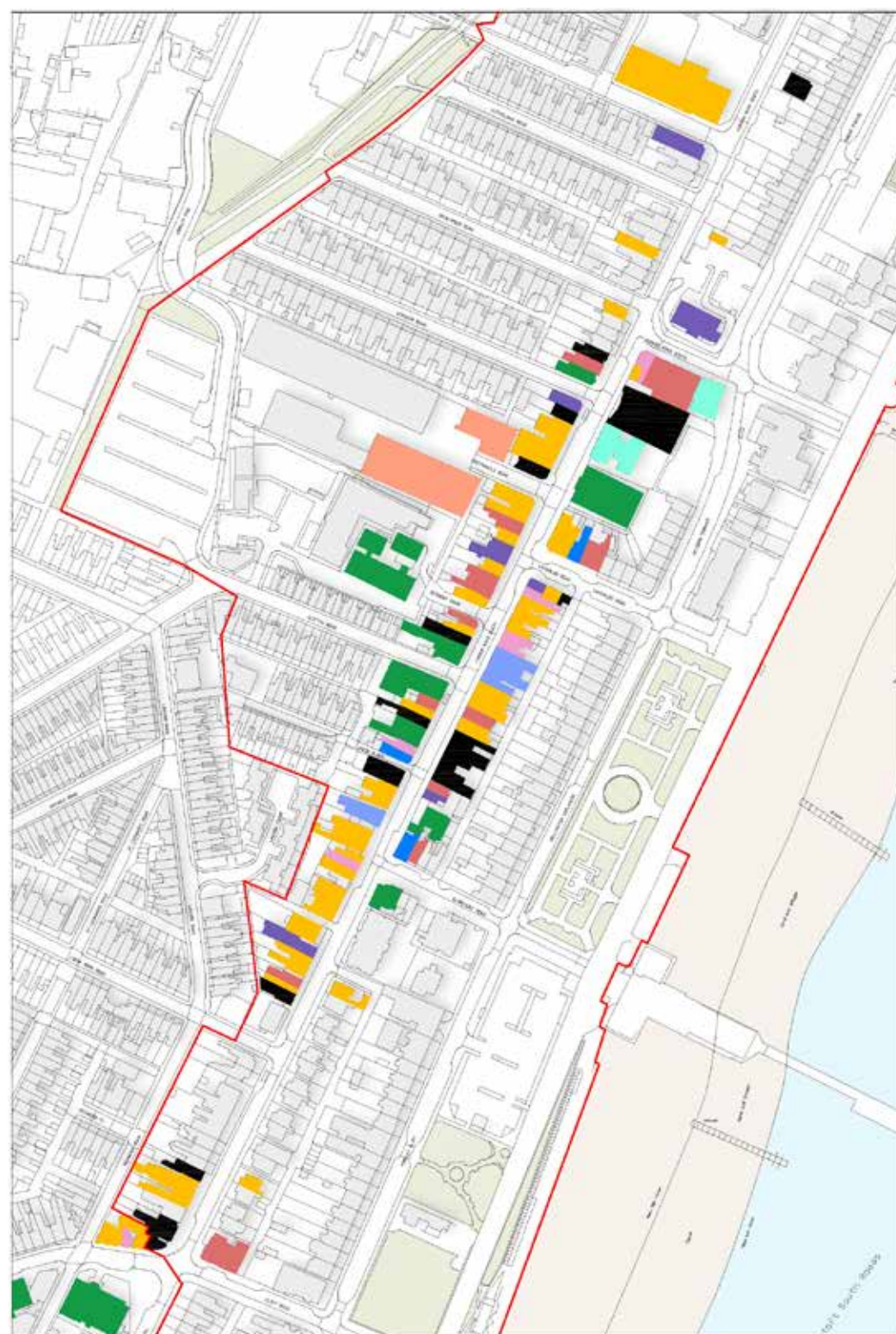
A fourth node can be identified in the section of London Road South between Lorne Park Road and Parade Road South. The masterplan proposes public realm interventions to enhance the environmental quality of this important local shopping street. In parallel, improvements to shop fronts delivered through the HSHAZ will support the local economy.

The southern end of the Upper Promenade includes Kensington Gardens, Cefas and Pakefield beach. The opening up of public realm around Cefas, measures to improve the adjoining greenspace and a better connection to the beach can develop the potential of this high point of Kirkley Cliff.











Individual strategies for connectivity, lighting, play and sustainability in Section 6 describe ways to encourage greater use of the public realm by using aspects including lighting, public art and play.



First Light Festival



KEY

	Masterplan area boundary		Retail		Professional services		Unoccupied
	Leisure and beauty		Community uses		Takeaways		
	Office		Business		Tourist accommodation		

4.4 OCCUPANCY

The East Suffolk (Waveney) Local Plan identifies the Kirkley Village Centre (specifically, the section of London Road South between Lorne Park Road and Parade Road South) as a local shopping centre and visitor destination. The designation of the HSHAZ across London Road South and Kirkley can allow for opportunities to protect and restore the historic character of the area as well as hold events as part of a cultural programme which will increase footfall and build on community pride.

Research carried out by the Council in 2019 provides more detailed statistics on the characteristics, strengths and weaknesses of this key retail centre within the masterplan area. This data was collected before the onset of the Covid 19 pandemic and the effects of this on the local shopping centre are yet to be analysed.

In 2019, Kirkley had a higher level of vacancies when compared with large towns across England but had a lower vacancy rate than Lowestoft town centre. The study confirms the distinctive retail mix on London Road South, with 88% of business being 'independent'. 44% of businesses had been in occupancy for more than 10 years but 37% had been trading for less than five years.

The retail sector is dominated by 'convenience' outlets (those trading in low-cost everyday items). 'Comparison' outlets (all other retail goods) account for only 9% of the retail outlets.

This profile is reflected in the identification of local customers and tourist customers (many of whom are 'local' on a temporary basis) as the principal positive aspects of locating in Kirkley. Affordability (low property costs) was also a significant driver. Car parking and traffic were identified as the principal negative aspects for business owners.

Findings from the 2019 People and Places Town Centre Baseline report suggest that most shoppers visit London Road South on foot. High percentages of those surveyed valued the ease of accessibility of foot, the 'independent' mix of shops and the quality of customer service offered by retailers. The lack of access to services was highlighted as the major detracting factor.

The Town Centre Masterplan recommends a transformative package of interventions to repurpose the town centre. It recommends clustering different uses that are more aligned to the changing demand of what people would like to do in the town centre: for example more provisions for leisure, cultural, housing, innovation, and improved connectivity. This can help to increase footfall and economic activity across the whole centre of the town centre and spread greater footfall across to the seafront and London Road South.

4.4.1 Implications for the HSHAZ masterplan

The Council's 2019 People and Places Town Centre Baseline report revealed that business in Kirkley were optimistic about the prospects for increased numbers of local (81%) and tourist (67%) customers. Given its geographical location and strong focus on independent and local retail offers, the critical challenge is to facilitate the movement of users between the seafront and London Road south. The masterplan considers the quality of the most direct east-west connecting routes (Waterloo Road, Claremont Road and Cliff Road) to encourage this movement. The adoption of the Heritage Action Zone provides both a design framework and potential funding to support this intervention.

An important and linked consideration is to improve the quality of the retail experience on London Road South. Although a lack of parking is identified as having

a negative effect on business in London Road South, 2019 parking vacancy rates across Lowestoft were considerably higher than the average for England, suggesting that this is a perception rather than a reality. The Council's 2019 survey revealed that most people access London Road South on foot.

Traffic is also identified as having a negative impact and London Road South, as a principal north-south route

into Lowestoft town centre, is a very car-dominated environment. This can impact on dwell times; over 50% of people surveyed suggested that they spent less than one hour per visit shopping on London Road South.

The masterplan can consider how the impact of traffic on the shopping experience might be mitigated through environmental improvements such as tree planting, rain gardens installation and the provision of dwell spaces such as parklets.



4.5 CHARACTER AREAS



At the early stages of the masterplan development, an analysis considering the different character areas that make up the area is carried out, in order to recommend changes and improvements that are sympathetic to the overall character of the area. The map shows the ten character areas identified for the masterplan. Each area is distinctive in terms of type of buildings, open spaces and the activity that takes place there and the recommendations therefore vary from one area to another. For example the recommendations for the improvements to the Upper Promenade will reflect the long, open and pedestrian character of this part of the seafront whilst the recommendations for London Road South will reflect the community and shopping destination of this area.

As the masterplan is putting into practice a heritage-led regeneration of south Lowestoft and Kirkley, it is particularly important that character areas have a strong relationship with the heritage of this part of the town, reflecting the way it which it developed through the implementation of the Peto vision and the ways in which heritage has left its mark. In parallel with this masterplan study, ESC has commissioned a review of the south Lowestoft and Kirkley Conservation Area. This review identifies heritage-led character areas across this part of Lowestoft and the character areas identified for this masterplan closely mirror those identified as part of the Conservation Area appraisal. The report considers each character area in detail.

Area 1: The Seafront

The Seafront is the core of the Peto plan area and is characterised by the formal arrangement of built environment and public greenspaces that defined Peto's approach to the development of the Victorian seaside resort. The area was developed over a relatively short space of time and as a result, the buildings are of the same style. This is an area of two and three storey buildings built from brick with occasional landmark terraces.



The Upper Promenade looking north



The buildings are of impressive character and rich in detailing that reflect an ambition to create a high-quality resort.

The seafront includes many generously-proportioned public spaces that add quality to the combination of architecture and landscape. These open spaces, often formally and individually laid out, reinforce long views out to sea and along the sea front which become increasingly spectacular as the land rises to the south at and beyond Kirkley Cliff.

Area 2: The Beach

The beach is the area of open sand to the east of the sea wall and the centre for the informal activities associated with Lowestoft's seaside resort function. The beach is divided up by a series of wooden groynes that project into the sea and are most notable by Claremont Pier in the centre of the masterplan area. To the south, the beach has a more naturalistic feel, with low dunes planed with marram grass. To the north, coastal restoration works to protect the groynes and seawall from erosion have changed the character of this part of the beach, concentrating leisure activities to the stretch of sand either side of the Claremont Pier.

The beach is an area of long views of the sea to the east and of the promenades, beach huts and buildings to the west that were the key elements of the Peto vision. The continuation and development of this seaside resort function (e.g. through the use of the beach for the First Light Festival) are key objectives for the regeneration of Lowestoft.



Area 3: Belvedere Road historic railway link



Historic railway footpath/cycleway running from Belvedere Road car park

A mixed area of residential and light industry. St John's Road is a narrow street of late Victorian two-storey, terraced housing typical of the later in-fill developments to the west of London Road South.

To the west, bordering the A12 is a light industrial area of medium-scale single-storey contemporary industrial units with associated external storage yards and car parking. Commercial activity is driven by proximity to the A12.

A large car park lies between these two distinctive areas, positioned on the former marshalling yards for the Lowestoft Harbour Branch railway that ran from the Beccles and Lowestoft branch at Oulton Broad. This railway line has been converted for use as a cycle route between Kirkley Rise and Belvedere Road via the car park.

Area 4: London Road South

London Road South is a straight road running parallel with the seafront and has been developed as the commercial centre of Kirkley. It consists of a sequence of fairly uniform late nineteenth and early twentieth century buildings, predominantly in brick. Overall building age decreases from north to south. Buildings are a mix of 2 and 3 storeys.

London Road South has a uniform character that is distinct from the grand formal arrangements of the Peto plan area to the west. Towards Pakefield, London Road South has relatively generous proportions with private houses set back from the tree-lined road behind extensive front gardens. Sequences of individually-developed terraces are discernible. To the north of Cliff Road, London Road South becomes more enclosed and more mixed architecturally. To the north of Lorne Park Road, a mixture of shops and private houses gives way to largely commercial frontages and shopfronts of variable quality and design. This defines the commercial character of this northern section of London Road South with its distinctive collection of independent retailers.



London Road South

To the west, the area is characterised by narrow streets of late Victorian two-storey terraced artisan housing.

While private front gardens along the southern section of the road enhance the visual quality of London Road South, public space is otherwise limited to pavements. There are some vacant and left-over spaces that detract from the overall character of the street.

Area 5: Kirkley Rise/Clifton Road

Economy Road and Freemantle Road lead from the eastern side of London Road South to a light industrial area consisting of modern single-storey industrial buildings with associated areas of car parking and external storage. To the west, the Kirkley Rise car park is an open area of parking connected to the A12 to the north and London Road South and the seafront to the east via Clifton Road.



Kirkley Cliff Car Park

Area 6: St Peter's Church (this character area lies partially outside of the masterplan boundary)

This character area occupies a significant proportion of the southern part of the masterplan area and is predominantly an area of private residential housing developed as Kirkley expanded southwards during the first two decades of the twentieth century. The area is defined by the generously proportioned busy thoroughfares of London Road South and Kirkley Cliff Road. The streets between the main roads are narrower and have a greater sense of enclosure. The area consists of formal rows of early twentieth century housing with occasional grander detached and semi-detached houses on Kirkley Cliff Road that repeat the ambition of the Peto plan area to the north. Most of the housing has front and rear gardens and streets are well-stocked with trees, giving the area a suburban character.

Most open space is attached to private houses but the tranquil semi-circular churchyard attached to the church of St Peter's and St John's is an important local public greenspace within this character area.



Church of St Peter and St John

Area 7: Upper Promenade

The Upper Promenade is a wide, straight public space running from Royal Plain in the north to Cefas in the south. The Upper Promenade links a sequence of green spaces within the Peto plan area (Royal Green, Wellington Gardens/Kirkley Cliff) and beyond (Kensington Gardens) and (as far as Claremont Pier) a point of access to the beach. Grid-aligned east-west connecting roads (Waterloo Road, Claremont Road and Cliff Road) are points of access to the Esplanade and to the beach beyond. The Upper Promenade's long straight character is reinforced by the sequence of spaces that encouraged the 'promenading' that was a distinctive social outcome of the Peto vision. The semi-circular buildouts, the Pagoda, Claremont Pier and the artworks painted onto the pavement surface all supported (and still support) this activity. In contemporary Lowestoft, promenading has also evolved into the use of the Upper Promenade as a pedestrian and cycling thoroughfare.



Upper Promenade looking north towards South Pier

Area 8: Kirkley Cliff

To the south of Claremont Pier, the land rises to a high point in the vicinity of Cefas. At its highest point, the Upper Promenade is approximately 12 metres above the Lower Promenade. The escarpment between the beach and the cliff top is a planted area that provides a green finger extending into the centre of the Peto plan area.

Between the cliff edge and the beach, the Lower Promenade is a narrow walkway giving access to the beach through a series of stepped and ramped access points. The west side of the Lower Promenade is lined with traditional English seaside beach huts. Infrastructure has also been installed to support the construction of the Jubilee Chalets development at the southern end of the Lower Promenade.

The only building within the character area is the two-storey toilet block that incorporates public toilets. The upper half of this structure is an open viewing area with a pagoda-style roof that could offer commercial and other use activities. The area in front of the block will be connected to the beach by the planned boardwalk.



Area 9: Pakefield Gateway Space/Cefas

The recently re-developed Cefas complex occupies the site of the former Grand Hotel at the highest point of Kirkley Cliff. The site has extensive views of the entire south beach area and the bay to the south as far as Kessingland. The new 4-storey Cefas building occupies a dominant position on the headland and defines the southern extent of the Upper Promenade. Land on the cliff edge under Cefas ownership has been landscaped as part of the regeneration of Cefas and public access to this area is planned.



Once opened, this will provide a wider public footpath between the Upper Promenade and the coastal gateway greenspace to the south. This open grassed area shelves gently to the north and is flanked by 3-storey Edwardian housing forming the eastern edge of Pakefield village.

The beach looking north from Pakefield Cliff



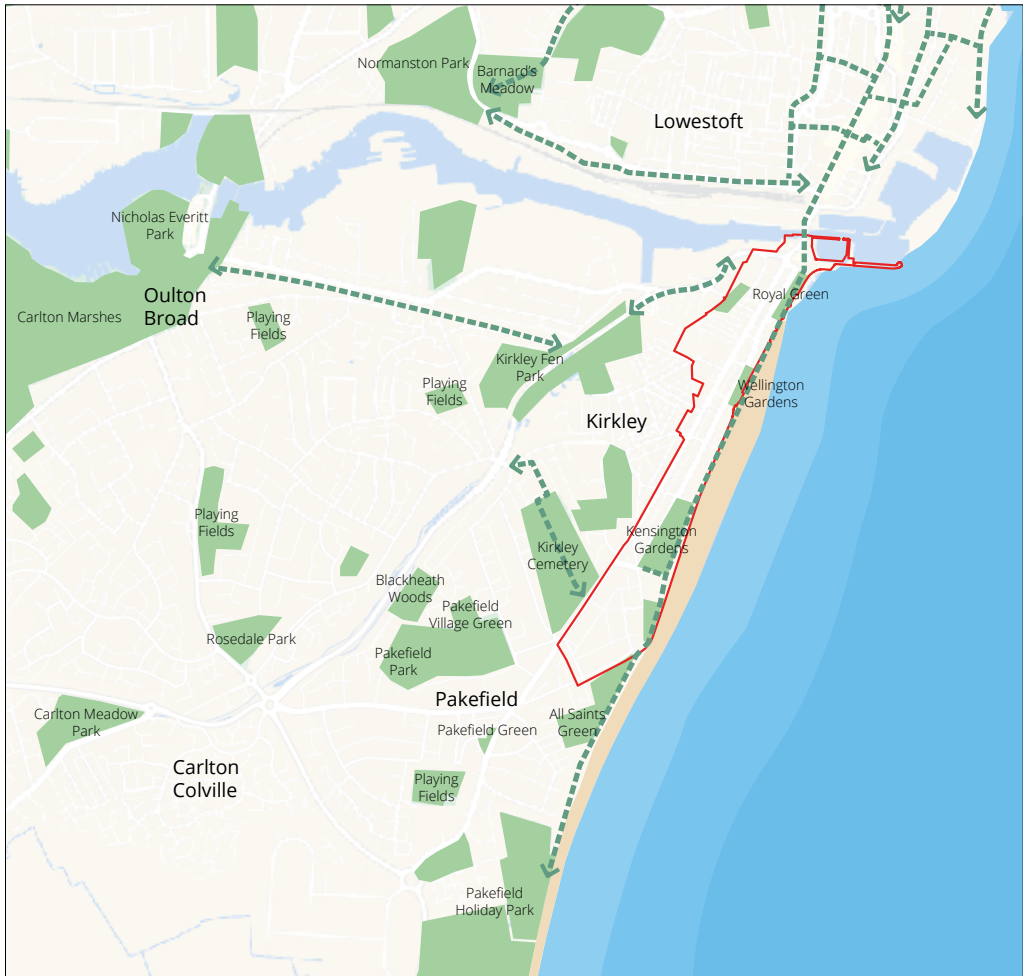
The new Cefas complex

4.6 GREEN LINKS

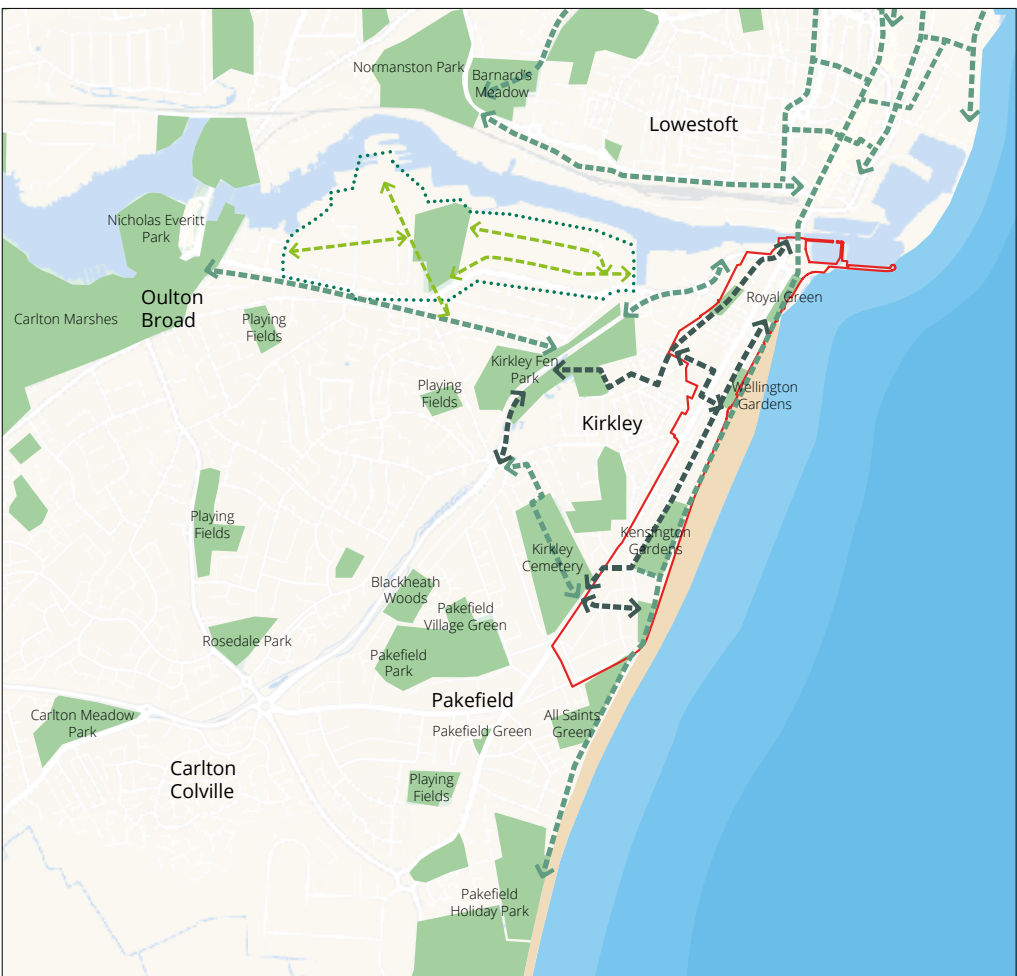
The Covid-19 pandemic has highlighted the importance of access to green space for physical and particularly, mental health and wellbeing. Establishing stronger links between existing green spaces can reinforce these benefits to human health. Biodiversity decline and climate change are the most significant challenges facing us today and enhanced green connectivity can impact positively on both. Connected green spaces can act as biodiversity corridors for species of plants and

animals while planting can provide shade, enhance air quality and address flooding. The masterplan provides an opportunity to harness these benefits by forging better links between green spaces. Where these links are along streets such as London Road South, greening can support the local economy by creating more pleasant places for people to shop and to spend time.

Existing green links



Proposed green links



KEY

- Masterplan area boundary
- Existing green infrastructure
- Existing green link
- Proposed green link
- Proposed Kirkley Waterfront and Sustainable Urban Neighbourhood area
- Kirkley Waterfront and Sustainable Urban Neighbourhood - projected green link connection



Recreational and ecological connectivity are both benefits of green links

5.0 MASTERPLAN VISION

ESC recognised there was a need to have a clear plan to improve the connectivity between London Road South and the seafront area. The aim of the masterplan is to suggest concept ideas and recommendations for a repurposed, economically successful area and provide a clear direction for the area as a whole, interlinked with a strong public realm. The masterplan could help all to respond to and plan for key changes, including taking advantage of the growing staycation market.

The masterplan is underpinned by the HSHAZ status and existing South Seafront Report 2017. The masterplan highlights that through innovative urban design the areas will become connected and more attractive, promote heritage led regeneration opportunities, enhance the user experience, and boost economic growth and wellbeing, creating an environment for more public interaction.

The Masterplan showcases what the area will strive towards, and develops a strong and competitive offer which will ensure the area is attractive, vibrant and a unique destination, with a strong focus on independence and a seafront offer that attracts more varied demographics to Lowestoft. This masterplan suggests ways to provide a strong connectivity plan through art, lighting, play and improved spaces such as parks and pavements to knit the whole area together and encourage curiosity between different places.

The Masterplan is very timely because it will inform the business casework for the Town Deals for the seafront area, which could see a capital injection of £1.2 million to the seafront area for public realm and connectivity works in the next 5 years.

Importantly, as mentioned the masterplan must be grounded in reality to ensure its success and verify that it has been guided by policies and recommendations set out in several key strategic documents, shaped by feedback with more detailed plans worked up through further engagement events.

Building on the shared aspiration for Lowestoft

The wider vision for Lowestoft, devised as part of the work of the Lowestoft Place Board, concentrates on the main defining features of 'The Lowestoft Story' and translates them into themes that will guide the wider regeneration of the town.

The story is for everyone, in all aspects of life and it is especially important for people to talk about Lowestoft with those outside of the place.

The story is split into themes, there are two key themes and they have been identified because elements of them have shaped the place it is today – and they will certainly be central to the future.

Story themes:

- Harnessing and celebrating the energy of the sea
- Exploring the Eastscape



These themes sit alongside a statement that reflects the aspiration or “big idea”:

- Lowestoft: the leading light

This masterplan captures the themes as part of the design plans to celebrate the unique character of the place and celebrate the locality, its energy and its role as the leading light. This is showcased in the concept design and can be summarised:

- Celebrating the community - as Lowestoft emerges from the Covid 19 pandemic, the masterplan supports ways in which use of public spaces reinforces social ties. By providing spaces that support social interaction, active lifestyles and community events, the masterplan can support social cohesion as Lowestoft redefines itself
- Sir Morton Peto’s Vision – the environment is etched out in a rich palette of materials in the form of buildings, spaces and places. The masterplan supports the traditions that these spaces and places represent and considers how these might be re-invigorated and re-purposed to deliver new and better economic, social and environmental outcomes
- Supporting an evolving and successful economy - the masterplan both acknowledges the most important elements of the current economy and anticipates and supports the new economies that will underpin Lowestoft’s future prosperity
- An adapted place – the masterplan supports a low carbon future that will be adopted across the whole town. Interventions to support a modal shift to active travel and micro mobility, to promote biodiversity connectivity and to address climate change impacts will build resilience in the face of the major challenges that we all face





5.1 ILLUSTRATIVE MASTERPLAN

The masterplan proposes changes that respond to the character and specific needs and requirements of the area. The proposals are heritage-led, reinforcing a sense of place, addressing issues around inclusivity and accessibility, supporting the success of the local economy, reinforcing biodiversity and the natural environment and incorporating projects that are already under way in Kirkley and south Lowestoft. At the same time, the masterplan proposals reflect the Lowestoft Story, reinforcing the objective of place-led regeneration in this part of the town.

The map shows the area that the masterplan covers and provides photographs of key areas which have all been considered to help shape early thinking on what could be the drivers for improving the area. All of the illustrations in the following pages are high-level, conceptual ideas that will be discussed and amended in design stages to follow.

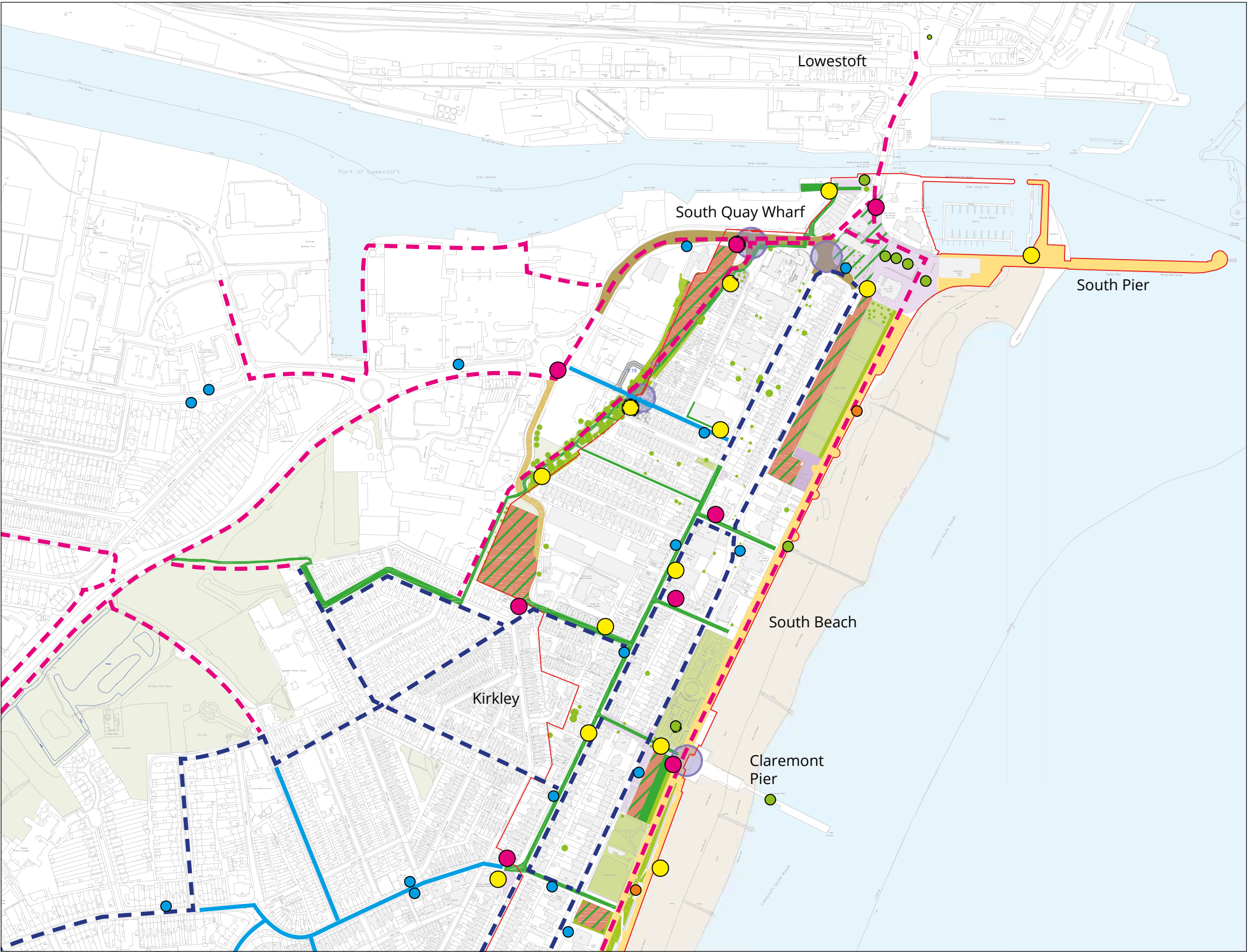
The existing features of the area were evaluated through stakeholder engagement to see what could create the necessary improvements, looking at a range of factors such as use, function, connectivity, lighting, amenities, green spaces, perception of place to name a few. This has helped focus recommendations across the area and provided a clear plan for potential improvement plus ways to improve the connectivity across the area.

The ideas for the areas are described on the following pages.

KEY

	Masterplan area boundary		Existing on-road cycle route / lane		Existing seaside shelters
	Existing green space		Existing traffic-free cycle route / connection		Existing bus stops
	Enhanced / new green link		Potential new cycle link		Existing public artworks
	Enhanced / new green space and biodiversity		Improvements to road layout		Improvements to lighting
	Softening / greening of hard space		Vehicular link to Kirkley Rise car park		Improvements to signage
	Enhanced existing public realm		Existing car park		
	Surface improvements to seafront routes				
	Improvements to junctions / connections				

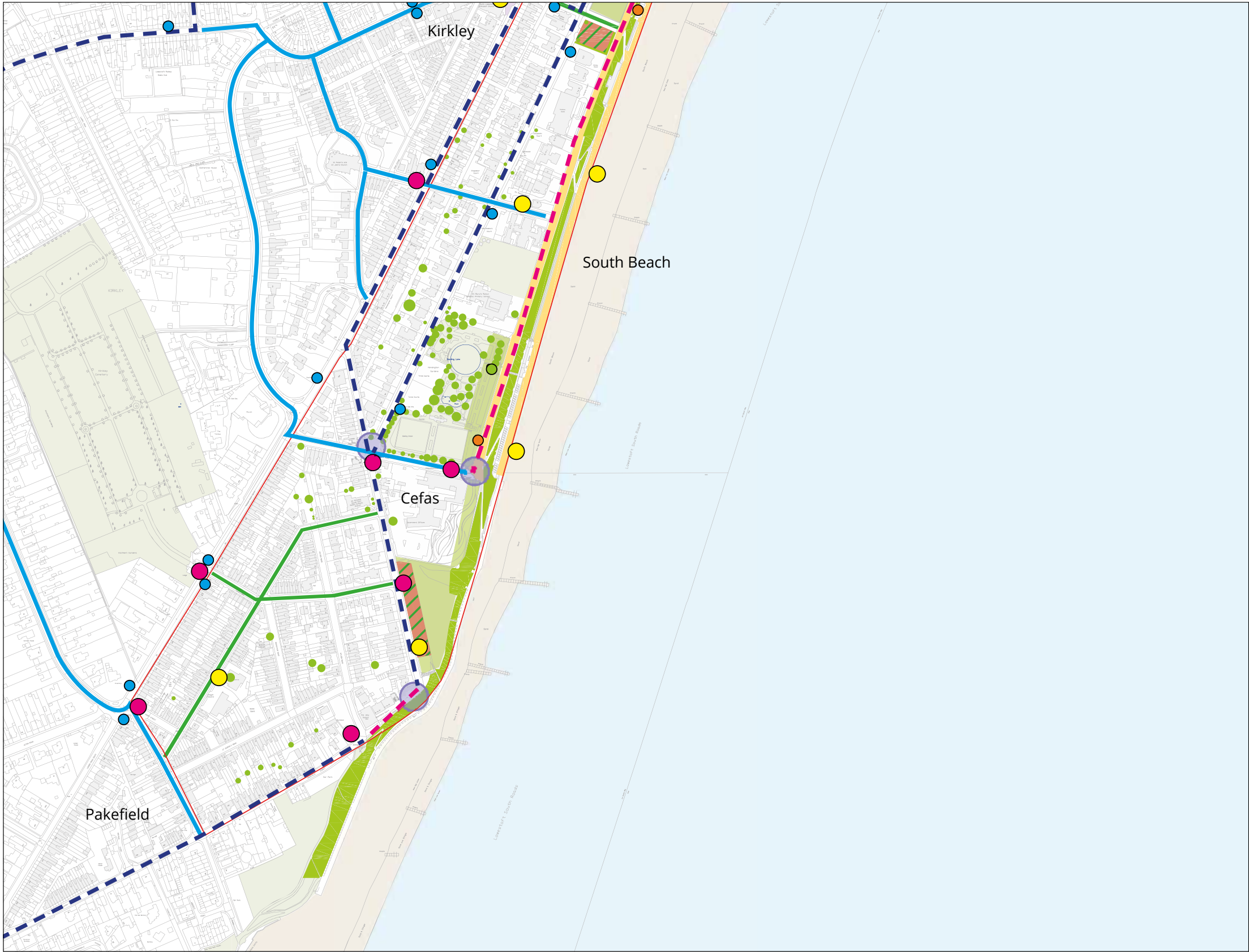
Illustrative Masterplan - north section



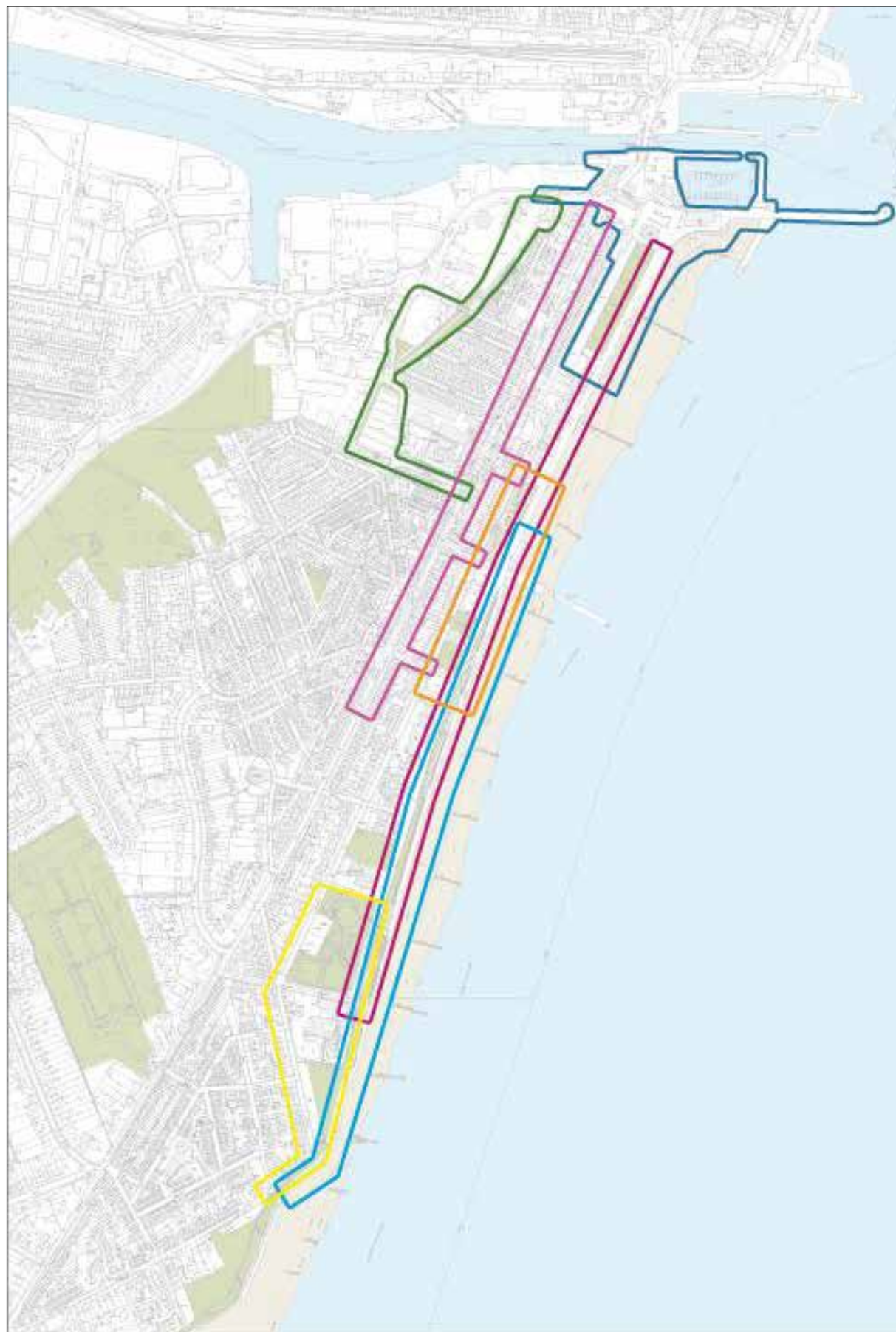
KEY

- Masterplan area boundary
- Existing green space
- Enhanced / new green link
- Enhanced / new green space and biodiversity
- Softening / greening of hard space
- Enhanced existing public realm
- Surface improvements to seafront routes
- Improvements to junctions / connections
- Existing on-road cycle route / lane
- Existing traffic-free cycle route / connection
- Potential new cycle link
- Improvements to road layout
- Vehicular link to Kirkley Rise car park
- Existing car park
- Existing seaside shelters
- Existing bus stops
- Existing public artworks
- Improvements to lighting
- Improvements to signage

Illustrative Masterplan - south section



- KEY**
- Masterplan area boundary
 - Existing green space
 - Enhanced / new green link
 - Enhanced / new green space and biodiversity
 - Softening / greening of hard space
 - Enhanced existing public realm
 - Surface improvements to seafront routes
 - Improvements to junctions / connections
 - Existing on-road cycle route / lane
 - Existing traffic-free cycle route / connection
 - Potential new cycle link
 - Improvements to road layout
 - Vehicular link to Kirkley Rise car park
 - Existing car park
 - Existing seaside shelters
 - Existing bus stops
 - Existing public artworks
 - Improvements to lighting
 - Improvements to signage



Detail Study Areas Map

KEY

- Masterplan area boundary
- Royal Plain Gateway
- Claremont Pier Gateway
- London Road South and Connector Streets
- Historic Railway Green Link and Car Parks
- The Upper Promenade
- The Lower Promenade and Beach
- Cefas and Pakefield Gateway



Views of Claremont Pier, Wellington Gardens and London Road South

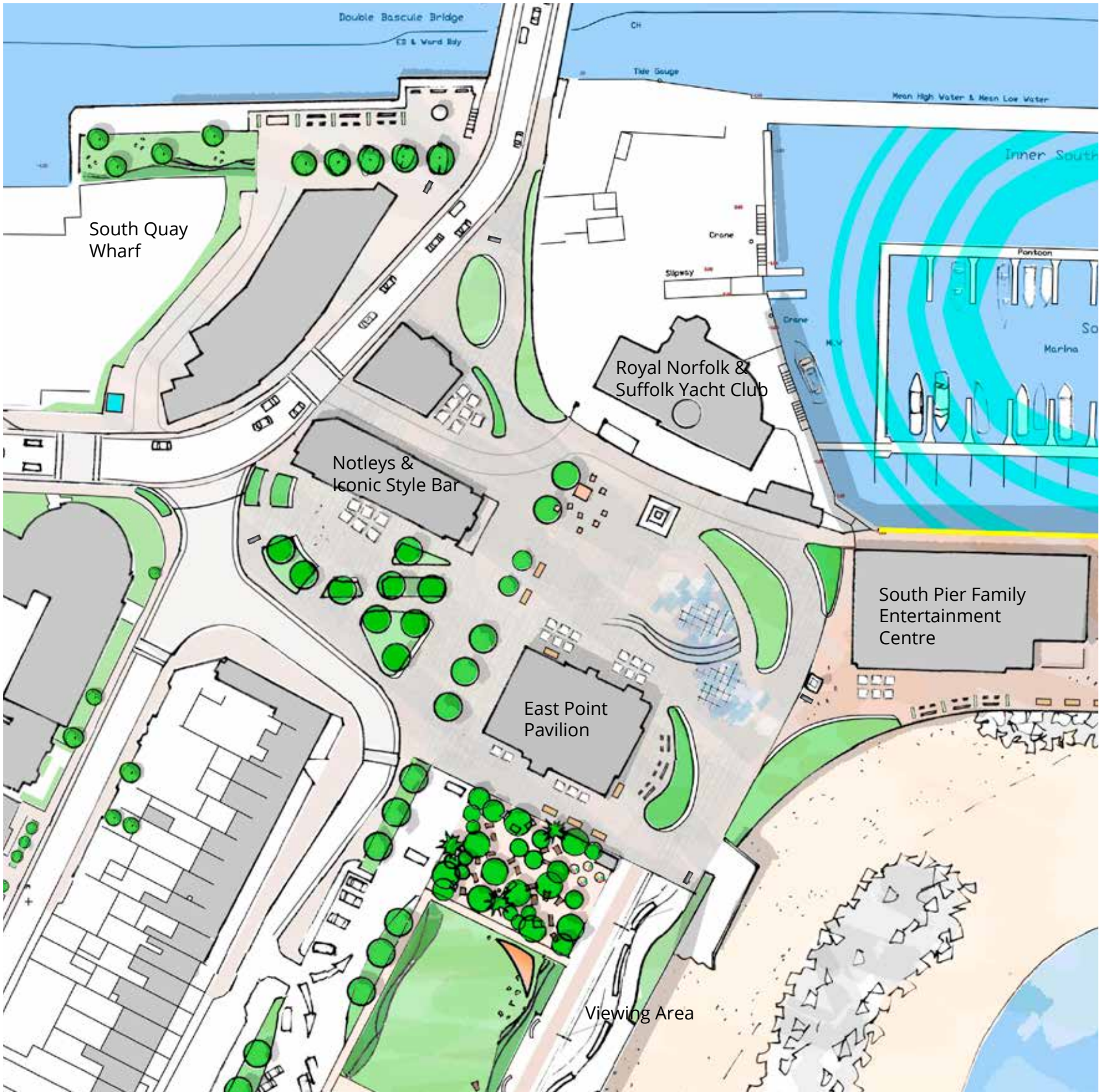
5.1.1 Royal Plain Gateway and South Pier - overall plan



This is a major public space within the masterplan area and acts as a gateway to the seafront to the south. Royal Plain is also an important gateway space connecting the seafront to the town centre via Station Square. Royal Plain has great potential to function as a year-round multi-functional space for events, markets, social gathering and play. The distinctive East Point Pavilion, a modern interpretation of a Victorian pavilion, is currently being refurbished to act as a seasonal food hall, year-round café and events space. The surrounding public spaces on Royal Plain and Royal Green can support this by providing spill out spaces, making the building itself more permeable. Evening use of the space can be encouraged by using light to create an atmospheric public area. Lighting can also enhance the quality of the popular water fountains, which could be re-configured across two different levels to improve their function, making them a focal point of the space.

As Royal Plain is a gateway space, it provides a perfect opportunity to start to explore the heritage of south Lowestoft. It can mark the beginning of a number of trails across the masterplan area using lighting and public art to tell the town's story. Royal Plain itself is rather flat and featureless. This could be addressed through the introduction of new tree and ground level planting that could soften its character and provide shade.

Royal Plain - detailed plan



- KEY**
- Tree
 - Existing buildings
 - Shrub and biodiversity planting
 - Planter / planter wall seat
 - Shade sail
 - Special alfresco seating area for East Point Pavilion
 - Proposed high quality paving
 - Shared service and cycle route
 - Alfresco seating area type 1
 - Alfresco seating area type 2
 - Market stall
 - Informal seating Royal Plain
 - Wayfinding / signage
 - Stepped water and lighting feature
 - Large scale art feature
 - Public art /improvements to substation
 - Resurfaced area
 - Screening to family entertainment centre parking and storage area
 - Lighting feature glazing wall
 - Cycle lane on Upper Promenade
 - Curved bench
 - Bespoke curved seat at viewing area



Precedent images for seating planting and signage

Royal Plain is currently sub-divided by a number of demarcated roadways. By adjusting the design of these, the space can be unified with priority given to pedestrians and cyclists, helping the space to connect to the Upper Promenade to the south and to Lowestoft town centre to the north. As far as possible, steps will be re-configured and ramps introduced to give as much access as possible to people with limited mobility.



Artistic impression of East Point Pavilion by Hemingway Design



Developing a multi-functional space on Royal Plain



Precedents for seating and events and activation of the space



Royal Plain - proposed new water feature



Existing water jets - after installation (left) and current (right)

The newly positioned waterplay feature could become the focal point of Royal Plain area to create an enhanced play feature for children during daylight hours and colour and animation could be incorporated at night time to bring the area to life.

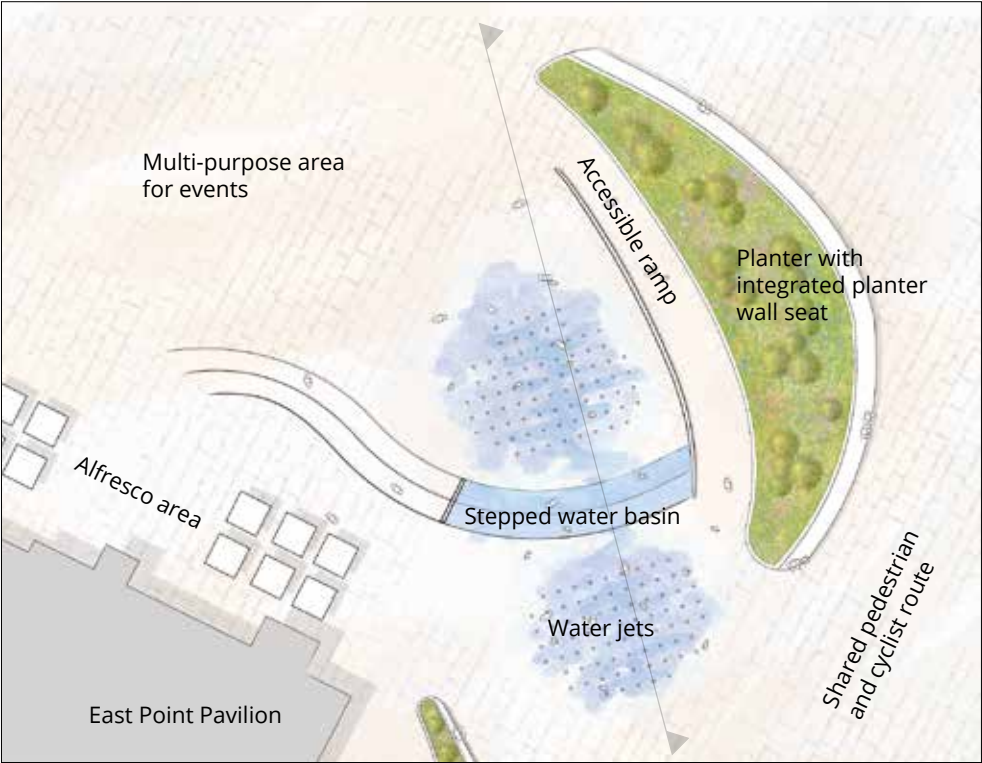
The water feature would relate visually to the East Point Pavilion and South Pier Family Entertainment Centre and the design would provide accessible routes along the feathered steps, with an accessible ramp along the planter which will have seating combined.



Water jets for play and activation, integration of lighting



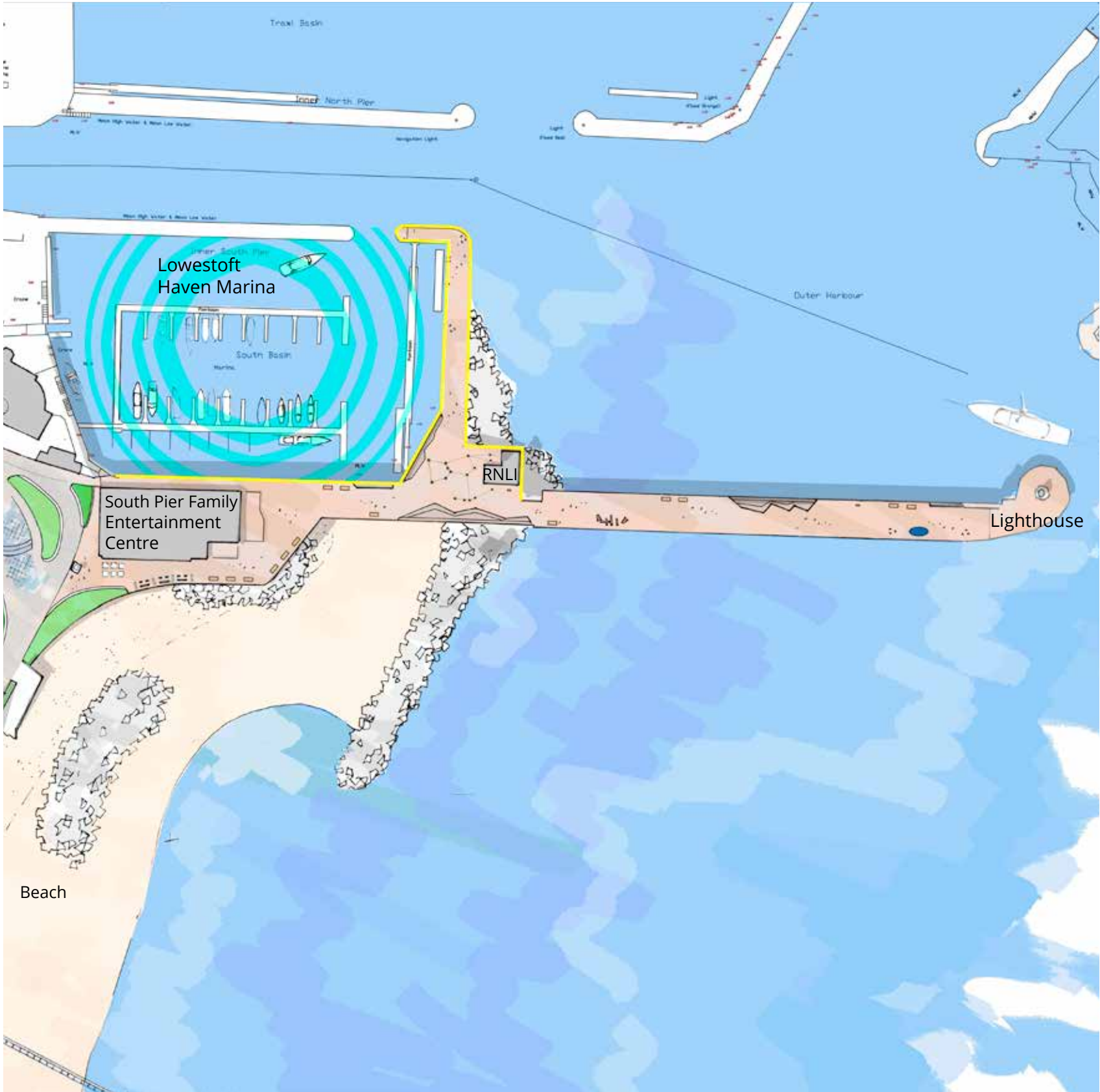
Conceptual plan stepped water feature



Elevation stepped water feature



South Pier - detailed plan



KEY

- Tree
- Existing buildings
- Resurfaced area
- Outdoor gym station
- Alfresco seating area type 1
- Alfresco seating area type 2
- Market stall
- Wayfinding / signage
- Large scale art feature
- Screening to family entertainment centre parking and storage area
- Lighting feature glazing wall
- Via Beata sculpture / Fishermen's memorial
- Viewing platform / seating
- Orion lighting feature
- Planter / planter wall seat
- Proposed high quality paving
- Shared service and cycle route
- Stepped water and lighting feature



Events / activation and lighting precedents



View from South Pier towards Marine Parade

The recommendation for the South Pier aims to reassure locals and visitors that the South Pier is 'open' and accessible to all and to encourage more use; particularly for all to enjoy the panoramic views of the seafront that the pier offers. This could be achieved in several ways with the end goal to ensure the South Pier is a more popular destination for the seafront.

Providing better surfacing could encourage greater use, as well as telling the history of the pier and the port through better signage content and interpretation. The seating could be enhanced, with the introduction of bespoke seating to encourage people to make the journey along the pier's entire length.

The lighting on the pier cannot interfere with the port operations but there are opportunities to install soft, atmospheric lighting to create a welcoming environment and to accentuate the new glazing wall that will be installed as part of the flood defence work.

The pier could also come alive with art installations, incorporating lighting and drawing on the areas USP, witnessing the first light of the UK and opportunities for market stalls, gym stations, outdoor dining and giving greater reason for people to use the pier.



Flood defense wall project



Flexible outdoor gym equipment / seating



Viewing decks



Events and activation precedents



Royal Green - Detailed Plan



KEY

- Tree
- Existing buildings
- Shrub and biodiversity planting
- Planter / planter wall seat
- Outdoor gym station
- Shade sail
- Extended and enhanced play area
- Special alfresco seating area for East Point Pavilion
- Picnic grove area
- Proposed high quality paving
- Alfresco seating area type 1
- Alfresco seating area type 2
- Market stall
- Wayfinding / signage
- Cycle lane on Upper Promenade
- Curved bench
- Straight bench
- Bespoke curved seat at viewing area
- 'Art' shelter
- Covered cycle parking / hub



Precedents alfresco dining/bar, event space, public art, outdoor gym



Permeable space between Royal Green and East Point Pavilion



Precedents for events on the green:
re-enactment, food events, fun fair



Social seating on the Esplanade

Royal Green is part of Peto's vision for the seafront and is an important green and events space for the seafront. It is recommended to keep the space with these uses in mind but to create changes that draw in more people to enjoy the space including the introduction of gym stations.

The boundary of Royal Green is currently a rather bland brick wall which could be softened with planting to provide a continuous strip of biodiversity joining Royal Plain to the green spaces at Wellington Gardens and Kirkley Cliff to the south.

The entrance to Royal Green could be enhanced with shade sails and seating to provide resting points and shelter from the weather.

The crazy golf area has a grove of mature planting which could provide an al fresco dining area for East Point Pavilion with space for approximately 35 diners, with a new crazy golf offer provided close to Thatch Cottage restaurant.



Precedents seating, shade sail

5.1.2 Belvedere Road and South Quay Wharf



- KEY
- Tree
 - Existing buildings
 - Shrub and biodiversity planting
 - Planter / planter wall seat
 - Special alfresco seating area for East Point Pavilion
 - Proposed high quality paving
 - Cleaned / improved quality paving
 - Segregated cycle route
 - Public art / improvements to substation
 - Shared service and cycle route
 - Enhanced pedestrian and cyclist crossing
 - Covered cycle parking / hub
 - Alfresco seating area type 1
 - Alfresco seating area type 2
 - Market stall
 - Informal seating Royal Plain
 - Wayfinding / signage
 - Cycle lane on Upper Promenade



Precedents lighting, pop-up food events, enhanced car park



View of the activated link along South Quay Wharf to Bascule Bridge



Precedents for urban tree planting, lighting, planter at pop-up bar, shared cycle path

Belvedere Road through Bascule Bridge to Station Square is an important arrival space for the town and should provide a welcoming experience with improved connection to the seafront, London Road South and the town centre. The current environment creates a visual barrier and doesn't welcome people to the area as an important link between north and south Lowestoft.

Associated British Ports have plans to bring South Quay Wharf (the parcel of land behind Belvedere Road) into greater use to support the operations of the port and welcome the frontage of Belvedere Road to have enhanced public realm improvement whilst not preventing the function of the port to serve the clean energy sector.





View of the enhanced Belvedere Road pedestrian and cyclist crossing

As noted, Associated British Ports have plans to bring South Quay Wharf into greater use to support the operations of the port.

The north-east section of the Quay fronting the waterside and at Bascule Bridge is not required for port use and could be set aside as a greenspace and a more activated link from Bascule Bridge to the Quay.

There is the opportunity to create a positive waterside setting, with a more relaxing experience travelling through this gateway whilst maintaining the function and character of the port area. The new Gull Wing crossing will also help to alleviate stress in the town and at the junction. Less traffic creates an opportunity for a more attractive public space that acts as an invitation to explore the area or rest by the water's edge.



Precedents for pedestrian-friendly junction design and boundary treatments with planting

5.1.3 Historic railway green link and car parks



KEY

- Masterplan area boundary
- Historic railway line green link including car parks
- Beach
- Improved cycle route
- Improved pedestrian crossing
- Potential for improvements to existing road layout
- Existing vehicular link to Kirkley Rise car park
- Covered cycle parking / cycle hub
- Existing trees
- New tree planting
- Existing green spaces
- Potential areas for additional greening and seating
- Potential for wall greening / small interventions
- 'Bee' stops
- Potential for public art
- Existing public artworks
- Improvements to lighting
- Improvements to signage

The area to the west of London Road South is a disjointed mixture of early 20th century housing and modern light industrial zones. The area includes two large car parks that could be significant in the context of encouraging parking away from the seafront area. East to west connections to the seafront via London Road South could be enhanced through changes to parking provision, improved signage and the enhancement of facilities for pedestrians and cyclists. An improved Clifton Road could encourage better use of Kirkley Rise car park while an enhanced connection between Belvedere Road car park and Mill Road could also encourage greater use of currently under-used parking capacity.

The historic Beccles to Lowestoft branch line has been converted for use as a combined cycle and pedestrian path that could extend (with some minor deviations) as far as Oulton Broad South. This link could be developed as a 'park and stride' point of access to Lowestoft for cyclists and pedestrians. This could be made a more attractive experience through the introduction of a continuous planting scheme, the installation of lighting and signage and a sequence of occasional artworks to provide a narrative for the journey.



Enhanced commercial car park, habitat feature



Enhanced section of Historic Railway green link












Lighting precedents: shared routes and historic railway bridge

Further enhancements to streets through tree planting and the greening of left over spaces can enhance the quality of Belvedere Road and St Johns Road and provide a better setting for important offers such as the East Coast Cinema.



KEY

- | | |
|---|--|
|  Tree |  Enhanced pedestrian and cyclist crossing |
|  Existing buildings |  Public art /improvements to substation |
|  Cleaned / improved quality paving |  Covered cycle parking / hub |
|  Segregated cycle route |  Wayfinding / signage |
|  Shared service and cycle route | |



Precedents habitat features, mobile skate park and softened car park

5.1.4 Claremont Pier Gateway - overall plan



The open spaces fronting Wellington Terrace and Kirkley Cliff, including Wellington Gardens and the Lord Kitchener's Gardens and the Upper Promenade are the centrepiece of Peto's vision.

Claremont Pier and the junction between Claremont Road, the Upper Promenade and the Lower Promenade is one of the main areas of activity in the masterplan area. Pedestrian and cycle routes and a wide range of leisure activities including the land train, eating and drinking, meeting and socialising all converge at this point, which can lead to potential conflicts between uses. The entire surface of this area including a widened section of Claremont Road between the Upper Promenade and Wellington Terrace could be re-paved to show it as a separate space from the rest of the Upper Promenade. This could be complemented by an extended terrace around Claremont Pier providing space for al fresco dining.

This improvement to the Upper Promenade could be protected with 'rumble strips' to the north and south to reduce the speed of cyclists using the area as a through route. This new generous public space could support small events and business concessions and provide additional social space with new seating and new tree stock better adapted to the specific coastal climatic conditions. Changing an area of the Claremont Pier car park to greenspace would provide a continuous green edge to the walk along and importantly, ease the conflict of uses on the Upper Promenade. The greenspace could also support a variety of leisure uses including play, eating and socialising. Parking spaces will still be available at this location and particularly retained for people with mobility issues, but this idea would encourage greater use of the car parks at Kirkley Rise and Belvedere Road and encourage more active travel (walking and cycling). This could be facilitated through changes to signage and street design that could encourage visitors to use these nearby car parks.



Precedents for planting, sustainable drainage and street furniture

Claremont Road - detailed plan



KEY

- Tree
- Existing buildings
- Shrub and biodiversity planting
- Outdoor gym station
- Shade sail
- Proposed high quality paving
- In-ground lighting feature
- Rumble strips for cyclists
- Cycle lane on Upper Promenade
- Market stall
- Parasol / alfresco area South Pier
- Proposed terrace extension and ramps South Pier
- Wayfinding / signage
- Multi-directional seats
- Curved bench
- Straight bench
- Cycle racks
- Covered cycle parking / hub
- Rain garden
- Public art / incidental play
- Raised table



From top: Claremont Pier, precedents public realm, food stall, alfresco terrace



View of Claremont Road / Gardens public realm

Establishing better connections between the Upper Promenade and London Road South is essential to the success of the regeneration process. Along Wellington Esplanade and Kirkley Cliff, re-designed road crossings could give priority to pedestrians and cyclists at the junctions with Waterloo Road, Claremont Road and Cliff Road. Tree planting, lighting and public art can be used to create continuous spaces to encourage people to access the newly restored shops in the London Road South local shopping area. Each of the connector streets can have a different story to tell through the use of tree planting, lighting and public art.

Wellington Gardens itself is a formal garden laid out in accordance with the Peto vision and could be restored in a specific future project. The green spaces to the south of Claremont Road could be better integrated to provide a sequence of green spaces offering opportunities that will include children's play, a re-located adventure golf offer, outdoor gym equipment and planting as well as areas for picnics and shady relaxation.

The significance of this part of the masterplan area will be reinforced with public art interventions that reflect the themes described in the public art strategy (see Section 6.2).



Precedents for food stalls / alfresco area, public art / public realm, lighting, seafront bar

Careful consideration would be given to the materials used in this part of the masterplan area. Colours and materials can reflect the themes identified in the Lowestoft Story brand identity and establish a connection between this area, Royal Plain and East Point Pavilion.

Proposed extension of Claremont Pier Terrace



High level concept of Claremont Pier Terrace extension / activation

Claremont Pier is an important landmark at the centre of the seafront. The Pier offers a range of opportunities to activate the seafront area and is under new ownership.

The condition of the sea-end of the Pier is such that access is restricted to the part of the building closest to the Upper Promenade. While a general repair of the structure is possible, this might prove to be prohibitively expensive. An option would be to attach a viewing platform to the sides of the structure as an extension of the existing outdoor eating area that could provide sea views.



Current view of Claremont Pier



Precedent: Felixstowe Pier



Exterior spiral staircase



Current frontage with new bar terrace

Gardens: detailed plan



KEY

- Tree
- Existing buildings
- Shrub and biodiversity planting
- Outdoor gym station
- Shade sail
- Proposed high quality paving
- In-ground lighting feature
- Rumble strips for cyclists
- Cycle lane on Upper Promenade
- Market stall
- Parasol / alfresco area South Pier
- Proposed terrace extension and ramps South Pier
- Wayfinding / signage
- Multi-directional seats
- Curved bench
- Straight bench
- Cycle racks
- Covered cycle parking / hub
- Rain garden
- Planter
- Bee stop
- Public art / incidental play
- Raised table



Precedents for shade sail, market / event, outdoor gym, adventure golf

5.1.5 London Road South and connector streets - overall plan



KEY

- Masterplan area boundary
- London Road South & connector streets to seafront
- Beach
- Improved cycle lane
- Traffic calming / improved pedestrian crossing / pedestrian priority
- Existing trees
- 'Bee' stops
- Potential areas for additional greening and seating *
- Potential for wall greening / small interventions
- Continuous existing green front gardens
- Existing green spaces
- Potential for incidental play
- Potential for public art
- Existing public artworks
- Improvements to lighting
- Improvements to signage

* Potential for new tree planting all along London Road South and connector streets; existing trees to undergo quality assessment and failed trees to be replaced with more suitable species

London Road South

To achieve this, the masterplan proposes making London Road South and the surrounding streets more attractive as pedestrian-friendly public spaces with better paving, street furniture, lighting, public art and planting. These changes could help to draw people into this part of Kirkley, encouraging them to stay longer and to make more use of local shops and businesses. This complements the London Road South, Lowestoft High Street Heritage Action Zone initiatives which are working with local landowners to restore shop fronts and bring vacant units back into use.

The masterplan suggests how lighting, public art and planting can be used to develop the character of connecting roads from the Upper Promenade (Waterloo Road, Claremont Road and Cliff Road). By continuing to use these materials along London Road South itself, people can be encouraged to spend more time on London Road South and to spend more time and money in local shops. Encouraging people to park away from the seafront in Kirkley Rise and Belvedere Road car parks will also lead to greater use of London Road South as they move between these car parks and the Upper Promenade.

The HSHAZ initiative will provide funding for the restoration of shop fronts which will enhance the character of the street by reinstating the historic appearance of the area. In parallel, steps can be taken to bring empty shops back into use as temporary pop-up spaces or as venues for arts and music events.

Planting more trees and creating planted rain gardens can create a more pleasant environment in which people can meet and socialise.



Precedents parklets, incidental play / rain gardens, public art / pop-up event

London Road South and Connector Streets - detailed plans



KEY

- | | |
|-----------------------|-----------------------------------|
| Tree | Cleaned / improved quality paving |
| Existing buildings | Raised table |
| Rain garden | Public art / incidental play |
| Parklet / bin | In-ground lighting feature |
| Planter | Wayfinding / signage |
| Zebra crossing | Market stall |
| Pedestrian path | Straight bench |
| Segregated cycle lane | Cycle racks |
| Loading bay | Multi-directional seats |

Planting can also provide shade and absorb surface water as part of a sustainable urban drainage system. 'Parklets' could also be created outside food outlets to provide social spaces where people can meet, encouraging them to stay longer and to spend more money in local shops.

Although there are facilities for cyclists on London Road South, the design of the carriageway does not favour cycling or encourage people who would like to get back on their bikes. The introduction of segregated cycle lanes that protect cyclists from traffic would help people to adopt a more active lifestyle. The masterplan includes proposals for cycle parking and new mobility hubs (visible, safe and accessible spaces where different modes of travel - e.g. cycling, buses and walking - are located in the same place to provide more choice in terms of moving around).



London Road South / Waterloo Road rain gardens



KEY

	Tree		Cleaned / improved quality paving
	Existing buildings		Raised table
	Rain garden		Public art / incidental play
	Parklet / bin		In-ground lighting feature
	Planter		Wayfinding / signage
	Zebra crossing		Market stall
	Pedestrian path		Straight bench
	Segregated cycle lane		Cycle racks
	Loading bay		Multi-directional seats

Lighting, planting and public art could be used to develop the character of connecting roads from the Upper Promenade (Waterloo Road, Claremont Road and Cliff Road) to encourage people to explore and make use of the shops on London Road South. When combined with changes that change the balance between pedestrian and cycle use and car use, London Road South, the Upper Promenade and the streets connecting them could become a more pleasant environment, encouraging people to stay longer to enjoy the variety of things on offer in this part of Kirkley.



View along Claremont Road 'connector street' to Claremont Pier



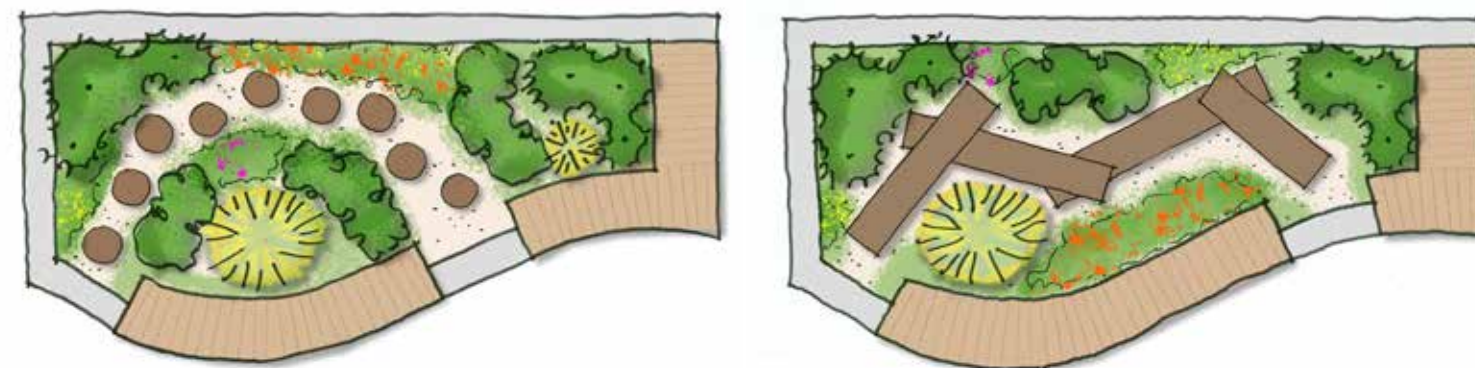
Precedents: rain gardens/ incidental play, lighting



KEY

Tree	Cleaned / improved quality paving
Existing buildings	Raised table
Rain garden	Public art / incidental play
Parklet	In-ground lighting feature
Planter	Wayfinding / signage
Zebra crossing	Market stall
Pedestrian path	Straight bench
Segregated cycle lane	Cycle racks
Loading bay	Multi-directional seats

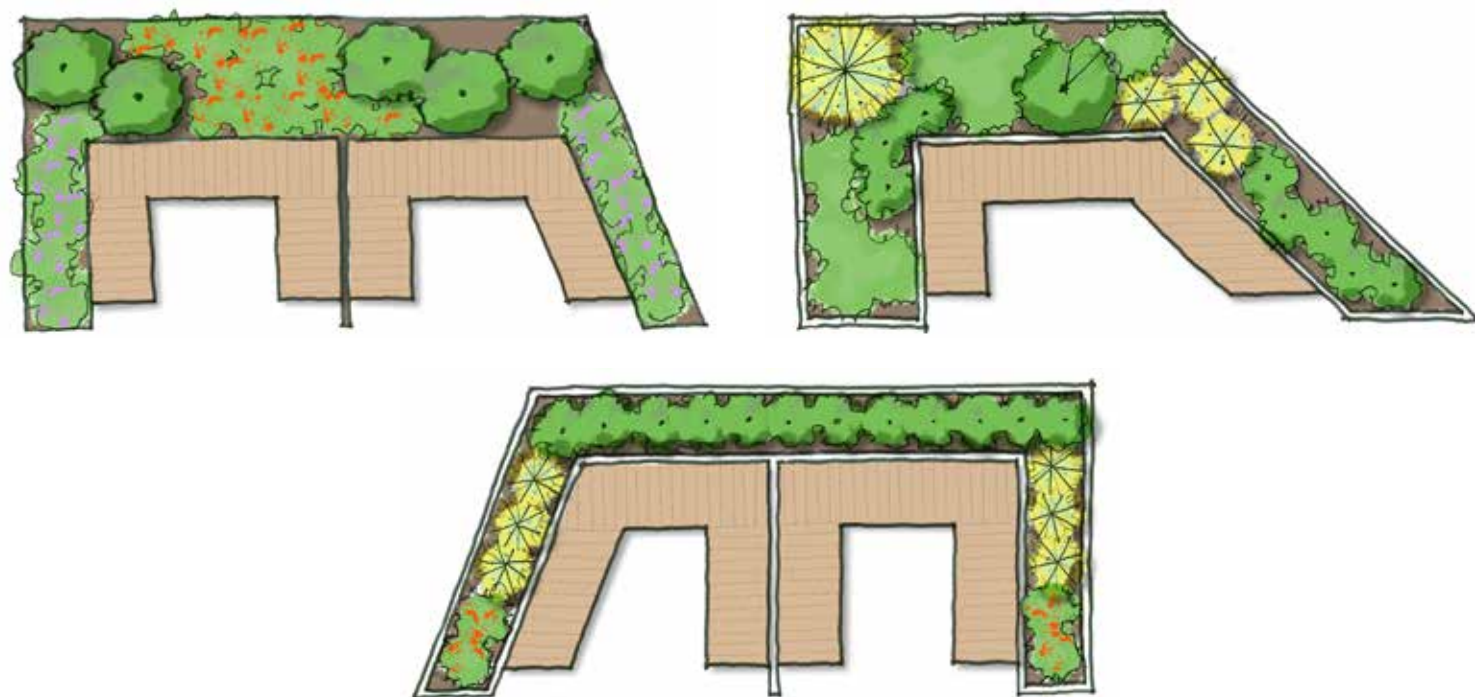
Proposed rain garden and parklet prototypes



Rain gardens showing variations of 'incidental play'

Parklets and rain gardens provide a more pleasant and sociable environment for locals and visitors to spend time, meet up and have a drink or food. They have been designed to fit the width of a (suspended) parking bay and offer a number of varying usages, as well as play value for children 'on the go'.

The designs are modular and can be adapted to fit any length along London Road South and the connector streets.



Parklets showing variations of seating configuration

London Road South - interventions along retail section



Providing 'parklets' on the street could improve the visual quality of London Road South and provide extended outdoor space including cycle parking (orange hoops) for buildings (in this case, the Kirkley Centre)



Shop units could be re-purposed to provide pop up spaces or low-cost units for the creative and digital economies



Precedents: active travel hub, bee stop, parklet, incidental play, pop-up gallery (visualisation by Andreas Lechthaler)

Retail Section (1/2)



Cycle path surface treatment and 'Legible London' precedents



Greening of the space outside the Plough and Sail public house could provide external space for eating and drinking



Precedents: feature lighting, public art / wall sculpture, Whitstable historic High Street, street tree and rain garden planting



Claremont Road pedestrian and cyclist friendly public realm



From left: Brighton New Road public realm, existing historic shop front London Road South, public art crossing, urban tree planting

London Road South and Kirkley Rise Car Park Link - detailed plan



KEY

- | | |
|-----------------------------------|------------------------------|
| Tree | Loading bay |
| Existing buildings | Public art / incidental play |
| Rain garden | In-ground lighting feature |
| Parklet / bin | Wayfinding / signage |
| Planter | Market stall |
| Bee stop | Straight bench |
| Zebra crossing | Cycle racks |
| Pedestrian path | Covered cycle parking / hub |
| Segregated cycle lane | |
| Cleaned / improved quality paving | |

To encourage parking away from the seafront, the streets connecting Kirkley Rise and Belvedere Road car parks need to be designed to encourage pedestrians and cyclists. Improvements to road design and signage, together with street tree and rain garden installation can all contribute to this change in behaviour.



Clifton Road enhanced link to and from Kirkley Rise car park



Precedents for rain gardens, urban tree planting and feature lighting

5.1.6 South Beach Upper and Lower Promenade

The Upper Promenade

From Claremont Pier, the Upper Promenade on the higher ground at Kirkley Cliff rises 12 metres above the Lower Promenade at its highest point. The Upper Promenade is an important route for pedestrians and cyclists as well as a main route for people ‘promenading’ along the seafront between its main attractions. The space supports a variety of functions and activities including the land train and the park run. The design of the Upper Promenade needs to help these different functions and uses to co-exist harmoniously with the other uses of the space – eating and drinking, socialising, play, exercise and events. This could be achieved by changing the physical characteristics of the spaces where these different uses might come into conflict (e.g. by changes in surface materials, rumble strips at key points, colour schemes and through effective signage).

As well as being a space in its own right, the Esplanade connects the sea on its east with the town to its west. Lighting, public art and play facilities (potentially in combination) could be used to create a narrative that can be explored along its whole length. The cliff edge to the south of Claremont Pier provides an excellent opportunity to tell a continuous story that is



Top: Claremont Pier iconic art deco facade, lighting, sculptural bollard/demarcation
Right: beach bar precedent



- KEY**
- Masterplan area boundary
 - Upper Promenade
 - Beach
 - Improved interface with public realm at Royal Plain, Claremont Pier, south end of Esplanade
 - Existing shelters
 - Existing ramps / steps
 - Rumble strips and surface treatment at east-west connectors, play area at Royal Green and Kensington Gardens
 - Focus areas for additional / upgraded seating
 - Existing trees
 - Enhancement of existing & addition of new areas of biodiversity
 - Existing green spaces
 - Potential for lift
 - Improvements to lighting
 - Improvements to signage
 - Potential for public art (with play value)
 - Existing public artworks

both playful and informative. At the key intersection points, east to west connections can also be strengthened, each exploring a different narrative using these media.

Signage and wayfinding can be rationalised and improved as part of a general move to de-clutter the space.

The Upper Promenade is an important social and connecting space, which could be enhanced in several ways. Regular spaces along its length could be provided for people to sit and socialise, by potentially replacing the current long linear arrangement of sea facing benches with more interesting seating that incorporates play. To protect people from the elements in both summer and winter, shade sails could be used and the existing shelters along the Upper Promenade could accommodate a range of activities including business uses such as water sports hire, opportunities for pop up food, bike repair workshops and maintenance equipment.

Lighting, public art and play facilities could also be used to tell a story along its whole promenade length, drawing on Lowestoft place branding. At the key junctions as described previously, these could be strengthened, each exploring a different narrative using these lighting, art etc. and the current signage and wayfinding content could be upgraded as well as more general de-cluttering of any out-of-date street furniture.



Precedent external lift, surface treatment and rumble strips slowing down cyclist movement at strategic crossing points





Decluttered high quality public realm at Claremont Pier



Upper Promenade at Kensington Gardens



Precedent artworks: engraving, wall insert, wall poem



Precedents for seating, signage



Precedents for lighting, cycle route



Multi-directional seat, swivel chairs

Damaged sea wall replacement - proposed options

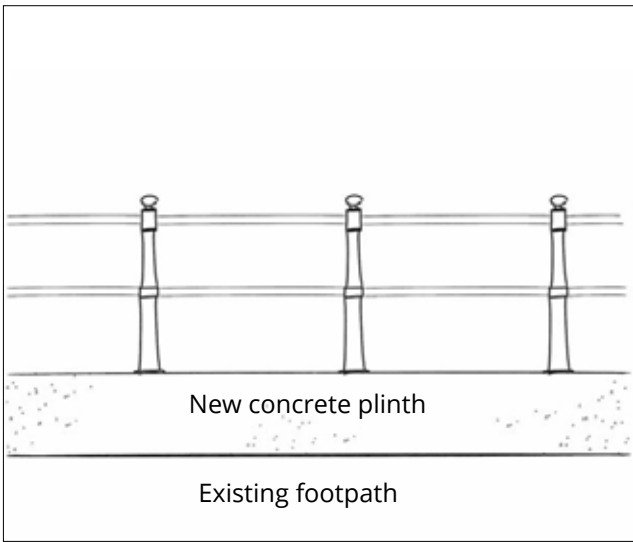


Existing seafront boundary treatments along the Esplanade

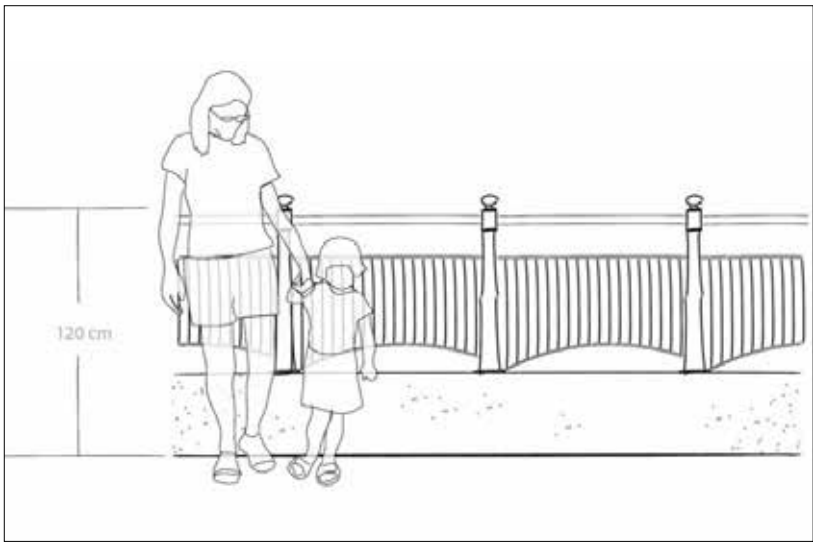
The sea wall separating the Upper Promenade from Kirkley Cliff is in poor condition and has to be frequently repaired. The replacement of the wall could offer an opportunity for story telling along its length by installing panels with a varied design in the same materials. By using lighter materials, the safety function of the wall would be retained but better access would be given to the iconic sea views to the east.



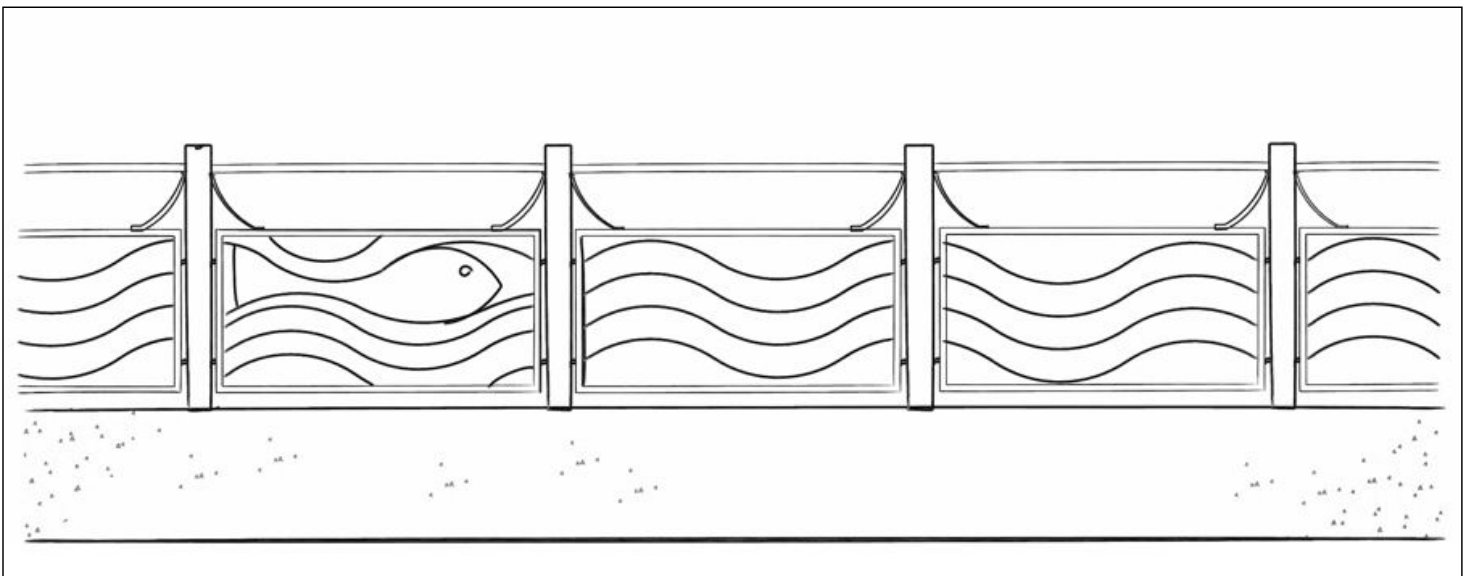
Inspiration - typical Edwardian fencing panels, local fencing ornament, Edwardian fish ornament



Matching the seafront railings at Esplanade along Royal Green



Variation to individual fencing panels/bars to make safer



Fence design inspired by traditional Edwardian fencing panels, opportunity for individual panel designs / public art

The Lower Promenade and Beach



- KEY**
- Masterplan area boundary
 - Lower Promenade *
 - Beach
 - Improved interface with public realm at Claremont Pier
 - Existing beach huts incl. Jubilee Chalets under construction
 - Existing other beachfront buildings
 - Existing ramps / steps
 - Existing trees
 - Enhancement of existing & addition of new areas of biodiversity
 - Existing green spaces
 - Potential areas for build-outs onto beach, puncturing of existing low concrete wall
 - Potential for lift
 - Improvements to lighting
 - Improvements to signage
 - Potential for public art
 - Existing public artworks
 - Potential for incidental play
- * Surface improvements throughout



From above: existing, precedent for beach hut lighting, Jubilee Chalets visualisation by Chaplin Farrant

The Lower Promenade and Beach

The South Beach is one of Lowestoft's main attractions but it currently has a limited range of offers beyond traditional seaside uses. By joining the Lower Promenade to the beach through a series of build outs, a whole variety of new activities related to sport and play can be supported, turning a walking space into an active space. This would complement the Council's current initiative to install an accessible boardwalk in front of the toilet block that will provide an opportunity for those who are less able to access the beach from the Lower Promenade to the water's edge.

First Light has demonstrated the importance of the connection between the Lower Promenade and the beach. The space is currently not lit, limiting its evening use throughout the year. Introducing a distinctive lighting scheme along the length of the Lower Promenade will extend the use of space into the evening. A space could be made available for storage of basic events and/or maintenance equipment, potentially in the existing building south of the Pagoda.

Simple interventions to improve the surfacing and modify the boundary wall of the Lower Promenade will significantly improve its physical appearance.

The Kirkley Cliff between Claremont Pier and the new Jubilee beach huts development offer an opportunity for a series of dramatic and distinctive art installations.



Precedent: Eastbourne seafront café build-outs



Build outs could create space for activities and better connect the Lower Esplanade and the beach



A concept sketch of the new accessible boardwalk that will provide access to the beach from the Lower Promenade

The connection between the Lower Promenade and the Upper Promenade to the south of Claremont Pier is limited to three points of access that are either steps or step/ramp combinations. None of these comply with Equalities Act requirements and limit access to the beach from Kirkley Cliff for all but the able bodied.

The Upper and Lower Promenades could be linked though the installation of an exterior lift. A modern funicular railway linking the two levels could also be considered and this could become an attraction in its own right.



Precedent of an outdoor lift built into the landscape



Precedent: Bournemouth funicular railway



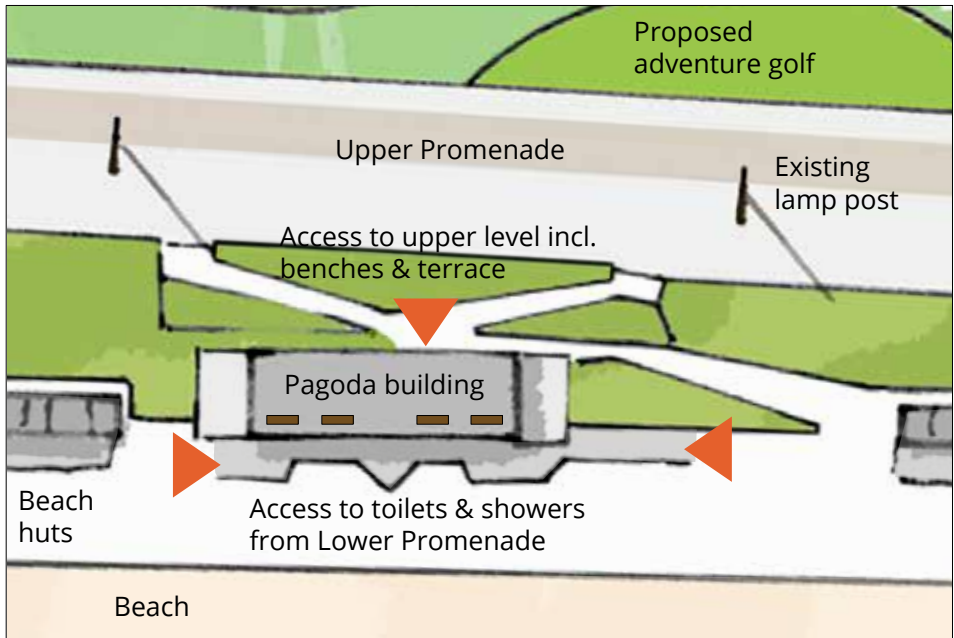
Activating the Pagoda and Lower Promenade

The pagoda shelter marks a historic viewing spot on Kirkley Cliff rising up to the south of Claremont Pier. Originally a viewing terrace, it was re-built in the 1980s (ca.) as a building that was open on the upper floor, housing toilets and showers on the ground floor.



Current and envisaged usages along Lower Promenade and the beach

Potential future usages for 'Pagoda' shelter



Plan of existing Pagoda shelter on the seafront

The pagoda building above the toilet block is currently an un-used space. The building location along the busy seafront promenades lends itself to a number of activities, including a pop-up cafe bar, a cycle hire and repair services point, events and opportunities to rent beach equipment such as wet suits and body boards, and other retail.

Recommendations for refurbishment would contain a closed, transparent shell of folding and/or sliding doors for the roofed space on the upper level. This would be made of light-weight materials, and dichroic filters similar to the ones proposed for bus shelters could be used on the transparent parts of the construction. Other considerations would be for the installation of lighting along access paths and external parts of the pagoda, including an outline effect recessed under the eaves of the building roof.



Kirkley Cliff during Edwardian era



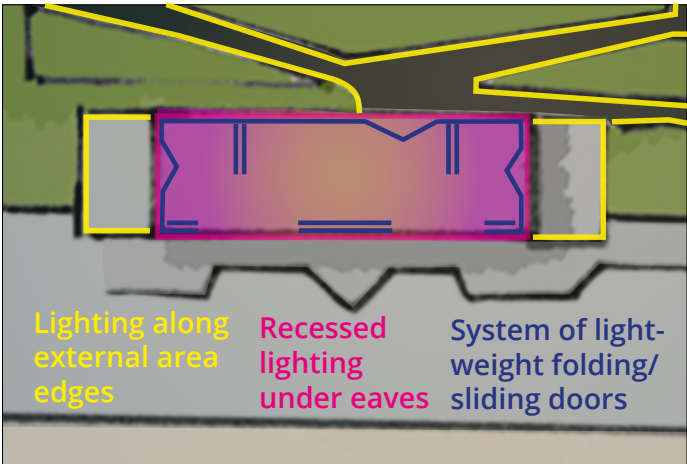
Current building



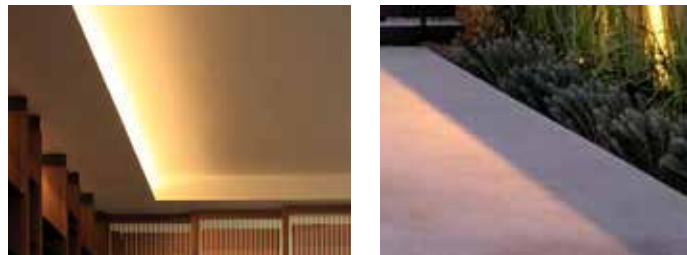
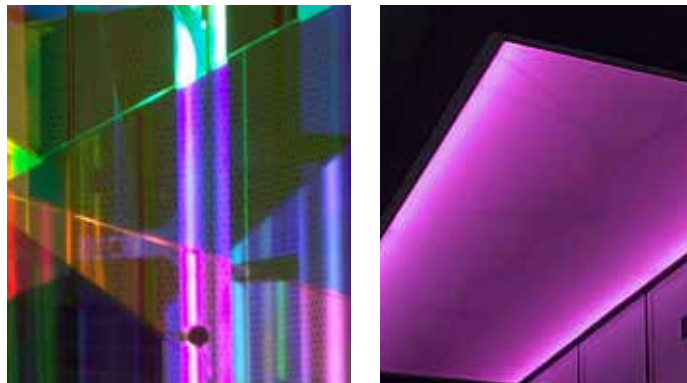
Light-weight materials



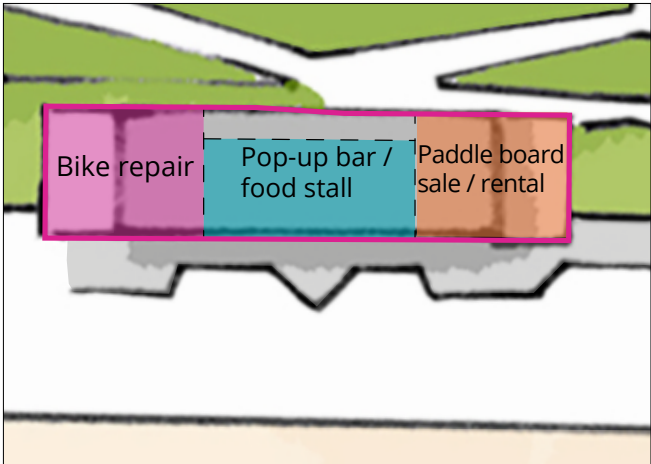
Precedent transparent pavilion



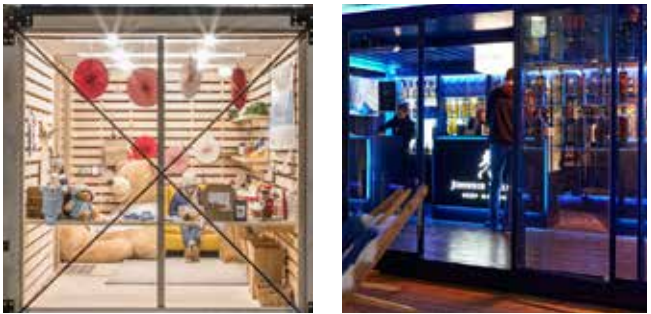
Materials and lighting proposal



Dichroic effects and lighting precedents



Example layout of potential future usages



Pop-up usages retail, repair workshop, bar

5.1.7 CEFAS AND PAKEFIELD GATEWAY



The formally laid-out Kensington Gardens park lies to the west of the Upper Promenade and is separated from it by an elevated embankment. A better integration between these two spaces could be considered as a further initiative, but this could be complicated by the locally listed ammunition bunker which is one of the one last usable Second World War coastal defence structures remaining in any coastal town.

Cefas has recently completed the re-development of its site that has included the drawing-back of the building line from the cliff edge and the provision of a new public space to the east of its building. Once opened, this will extend the area of public space along the cliff edge by approximately 35 metres. The cliff edge footpath is currently confined to a narrow space and this extension will encourage more people to continue their journey past Cefas and into the seafront gateway greenspace to the south. Currently, the Upper Promenade cycle route diverts around the Cefas via Kensington Road and Pakefield Road. A future option to establish a direct connection to Pakefield Road could be considered.

The seafront gateway space to the south of Cefas is an open grass area with magnificent views of the entire south beach area and the bay to the south as far as Kessingland. This open space could become more significant if the pedestrian and cycle link to the promenade is fully established. The character and topography of the space suggest a variety of uses including artworks that work with and manipulate the land itself (land art), distinctive planting that will succeed in stony cliff top conditions, opportunities for play, picnicking and the existing winter use for sledging. Proposals for land art, play and planting could all be informed by an overall science theme that connecting the space to Cefas and its activities to create a distinctive green space.



Kensington Gardens



View towards Pakefield / Kessingland

Coastal Gateway Green Spaces - detailed plan

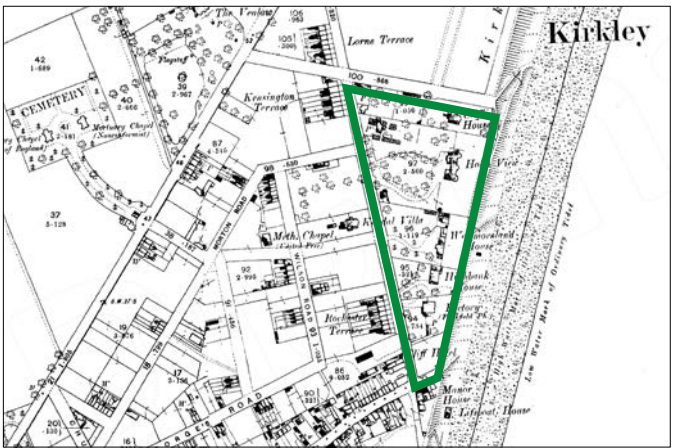


KEY

- Tree
- Existing buildings
- Shrub and biodiversity planting
- Enhanced dune grass planting
- Potential for large scale land artwork
- Shade sail
- Sculptural seat
- Existing straight bench
- Curved bench
- Seats for picnic area
- Cycle racks
- Covered cycle parking / hub
- Wayfinding / signage
- Rumble strips for cyclists
- Cycle lane on Upper Promenade



'Land art' precedent



Historic map from 1880, current open grass area highlighted



Coastal gateway park enhancing the potential of the natural landscape



Precedents for coastal parks, public art object, planting / SuDS, sculptural seat, site-specific play and public art projects and initiatives

6.0 LINKED STRATEGIES

6.1 PUBLIC REALM CONNECTIVITY STRATEGY

6.1.1 Vehicular Movement

The A12 provides a key arterial route through the southern built-up area of Lowestoft, including Kirkley. It leads north into Lowestoft town centre, as well as onwards via the A47. The A12 crosses over Lake Lothing into Lowestoft town centre via the Bascule Bridge.

Whilst the A47 north of the Bascule Bridge is part of the strategic road network (and therefore managed by Highways England), the A12 to the south of the bridge is managed by Suffolk County Council Highways.

The A12 provides access to two key routes through Kirkley; the B1532 London Road South, and the B1532 Kirkley Cliff Road. Both roads carry the majority of local traffic, as well as serving visitors to the seafront during the summer months.

The masterplan seeks to balance the needs of all forms of travel including improvements to the pedestrian, cycling and public transport accessibility of the area, whilst not impacting on the vehicular movement to access the port and the town centre. There is also scope to balance the needs of cyclists and cars along London Road South at the junctions of Mill Road and Belvedere Road. A key aim of the masterplan is to ensure that use of the seafront roads and London Road South is limited to the needs of local people and local businesses, ensuring it is possible to pass freely from the beach and from the housing areas to the shops and other facilities which should be serving them.

The changes from the third crossing may also allow for the introduction of a right turn lane into Marine Parade from Belvedere Road. This would have added benefits in reducing the reliance on London Road South for people wishing to access the seafront by car.

6.1.2 Car Parking provision

Car parking provision at present is situated primarily along the seafront, offering access to in excess of 500 off-street car parking spaces. On-street car parking is also available on roads close to the seafront, although this is primarily for residents and business users. Therefore, it is key for visitors to be guided by signage to appropriate car parks when visiting Lowestoft.

Two of the largest car parks (Belvedere car park and Kirkley Rise car park) are in close proximity to the seafront. Both car parks attract limited use, even during peak summer months.

Poorly defined routes to the Belvedere car park and unclear signage discourage some visitors from making use of either car park. Neither car park is signed as a seafront car park on road signage, with visitors directed to the seafront car parks.

Access into the Belvedere car park is limited to left in/left out only, which limits the ability for anyone approaching from the south on the A12 to make use of the car park. Whilst access to Kirkley Rise car park is less restricted, signage from the A12 promotes the car park as a shoppers' car park as opposed to one for use of those visiting the seafront.

Improved road signage at key locations alongside wayfinding would aid in educating both shoppers and users of the seafront of the location of car parks further afield. This would be particularly beneficial for Belvedere Road car park and Kirkley Rise car park.

By improving the attractiveness of car parks away from the seafront, it is envisaged that some seafront car parking could be removed. In particular, Claremont Pier car park could be reduced to serve only those with mobility issues to provide improved amenity space. The car park could also provide electric charging facilities, tied into a new Mobility Hub (described later in this masterplan).

The opening of the Gull Wing crossing will result in lower traffic numbers along the A12, which could enable the introduction of an all-movements junction to serve Belvedere Road car park. This would greatly improve access and increase demand for parking in this location.

There is scope to introduce car club spaces on-street to serve both residents and visitors. Car club vehicles help reduce general car ownership in residential areas, reducing demand for car parking on surrounding roads.

6.1.3 Public Transport

Lowestoft is serviced by two train lines linking to Ipswich and Norwich, providing links to two key regional locations. Both lines provide a regular service into Lowestoft although the frequency of services (and operational hours) do impose some limitations. The aforementioned reduction in traffic flow along the Bascul Bridge will offer a more attractive route for pedestrians south into the masterplan area from the railway station.

South Lowestoft benefits from various regular bus services linking the town centre to the north with residential areas to the south. Route 99 links south towards Southwold, whilst routes 109 and 22 link to the outer built-up area of Lowestoft. Long distance routes to Norwich also pass through south Lowestoft, offering further links.

The masterplan could strengthen pedestrian links within the masterplan area through better wayfinding and improved crossing facilities, increasing the attractiveness of combined walk/bus trips both within Lowestoft and further afield. Improved marketing of bus routes and destinations would help existing residents and visitors to assess whether trips by bus could form part of any future journey.

Improvements to reliability and frequency of bus services are proposed as part of the wider Lowestoft town centre masterplan and will make the bus a more viable choice for travelling in and around Lowestoft. The town centre masterplan also seeks to improve public transport connections along the north-south axis which could enhance connectivity between the seafront and London Road South.

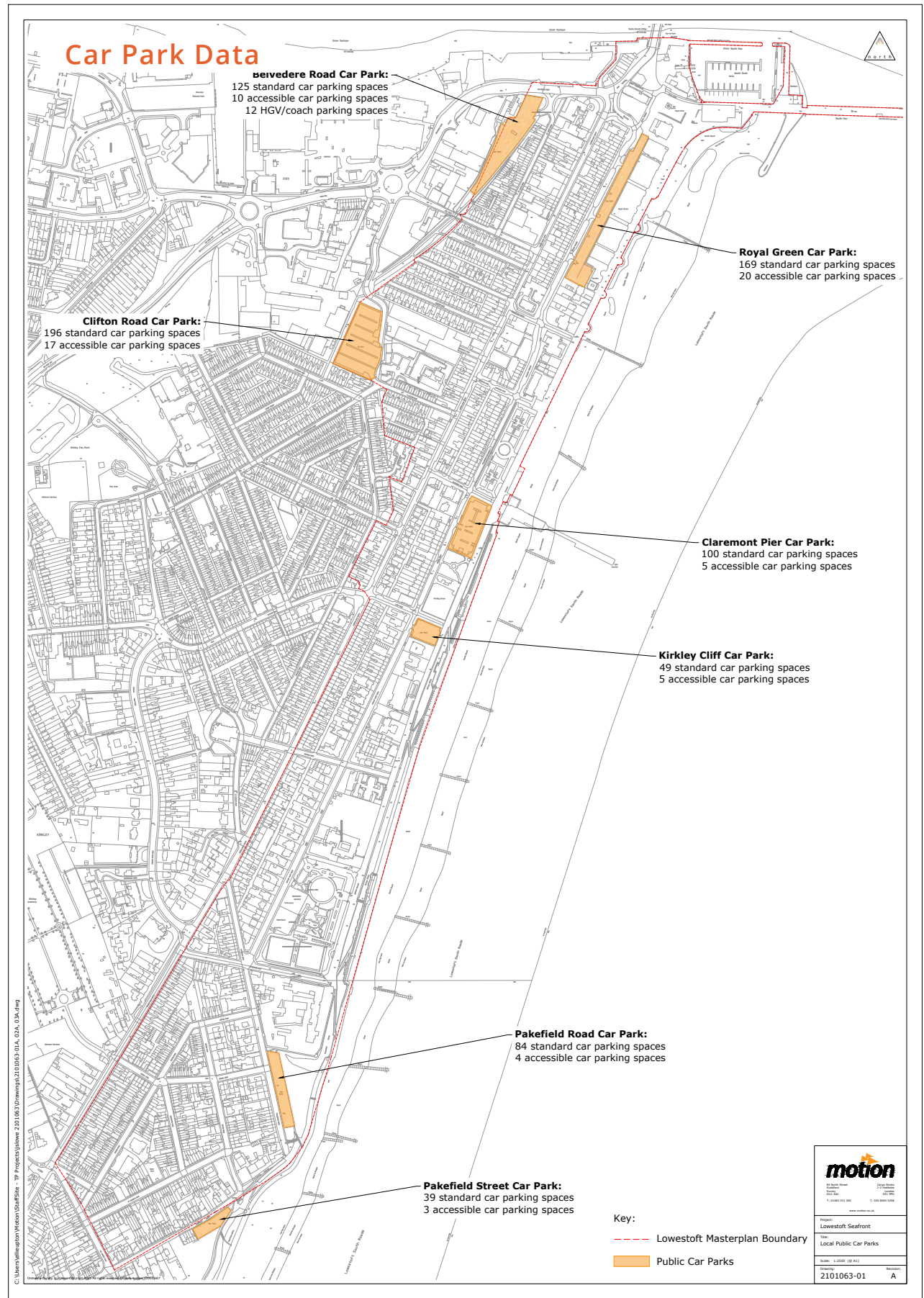
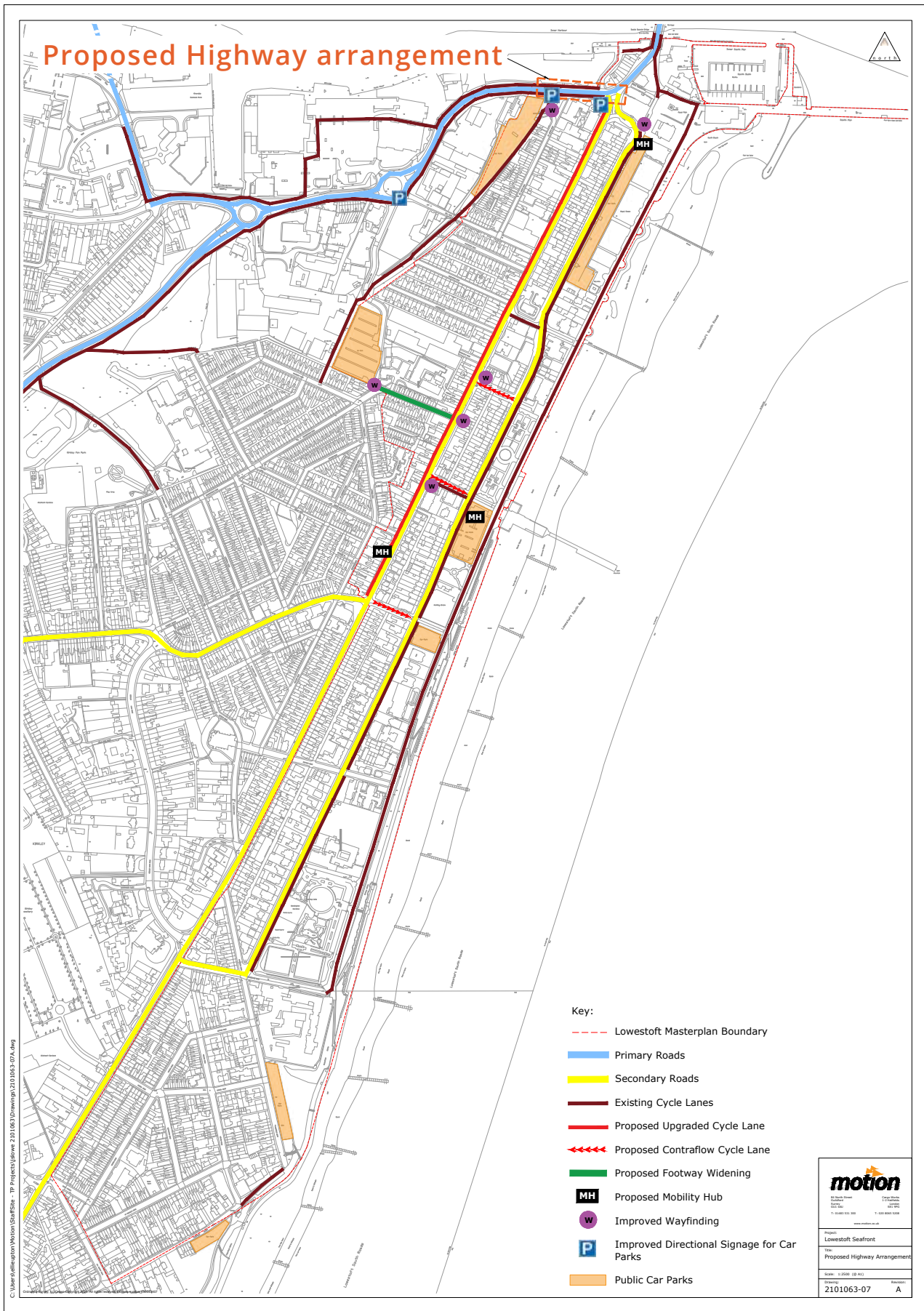
6.1.4 Mobility Hubs

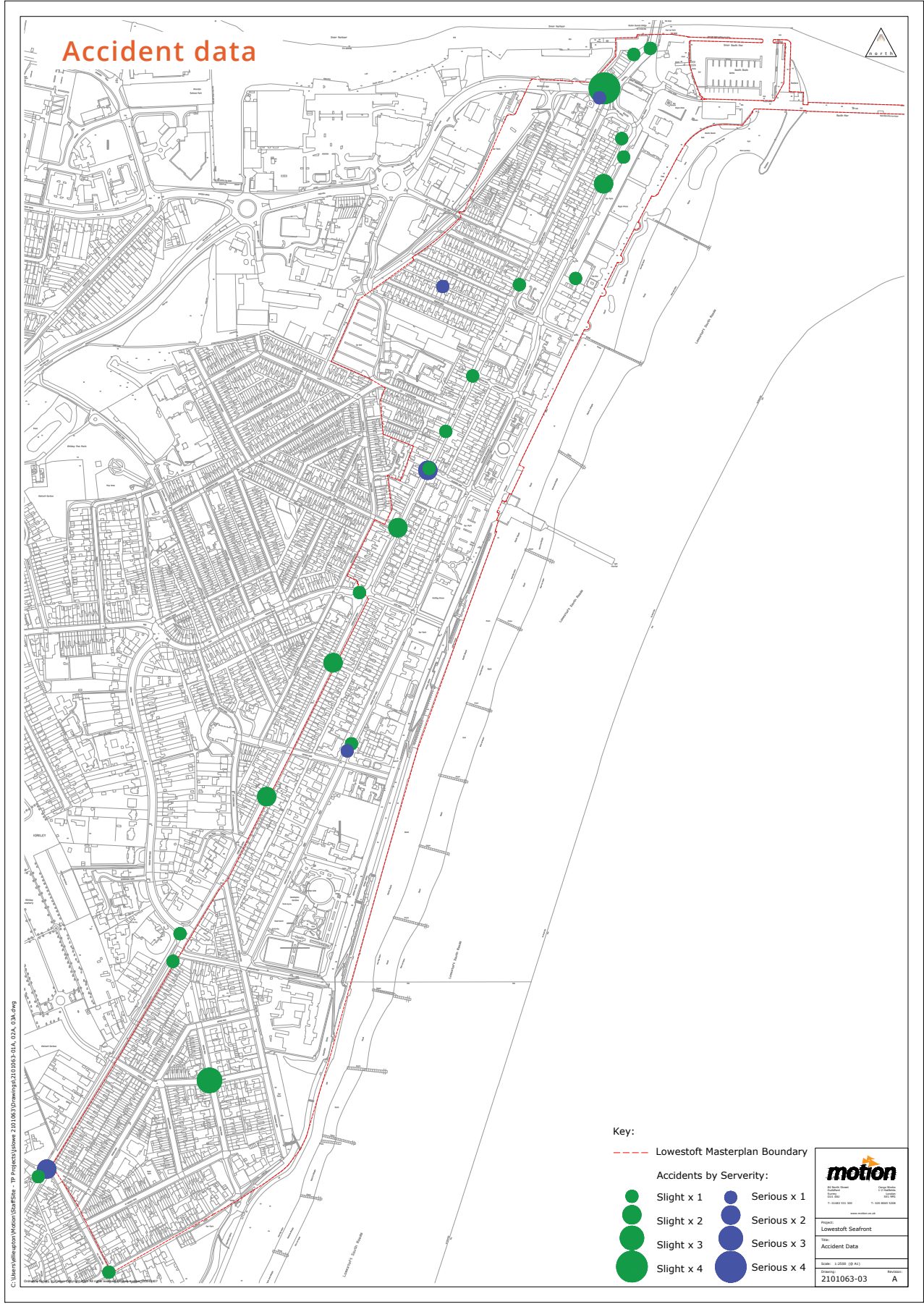
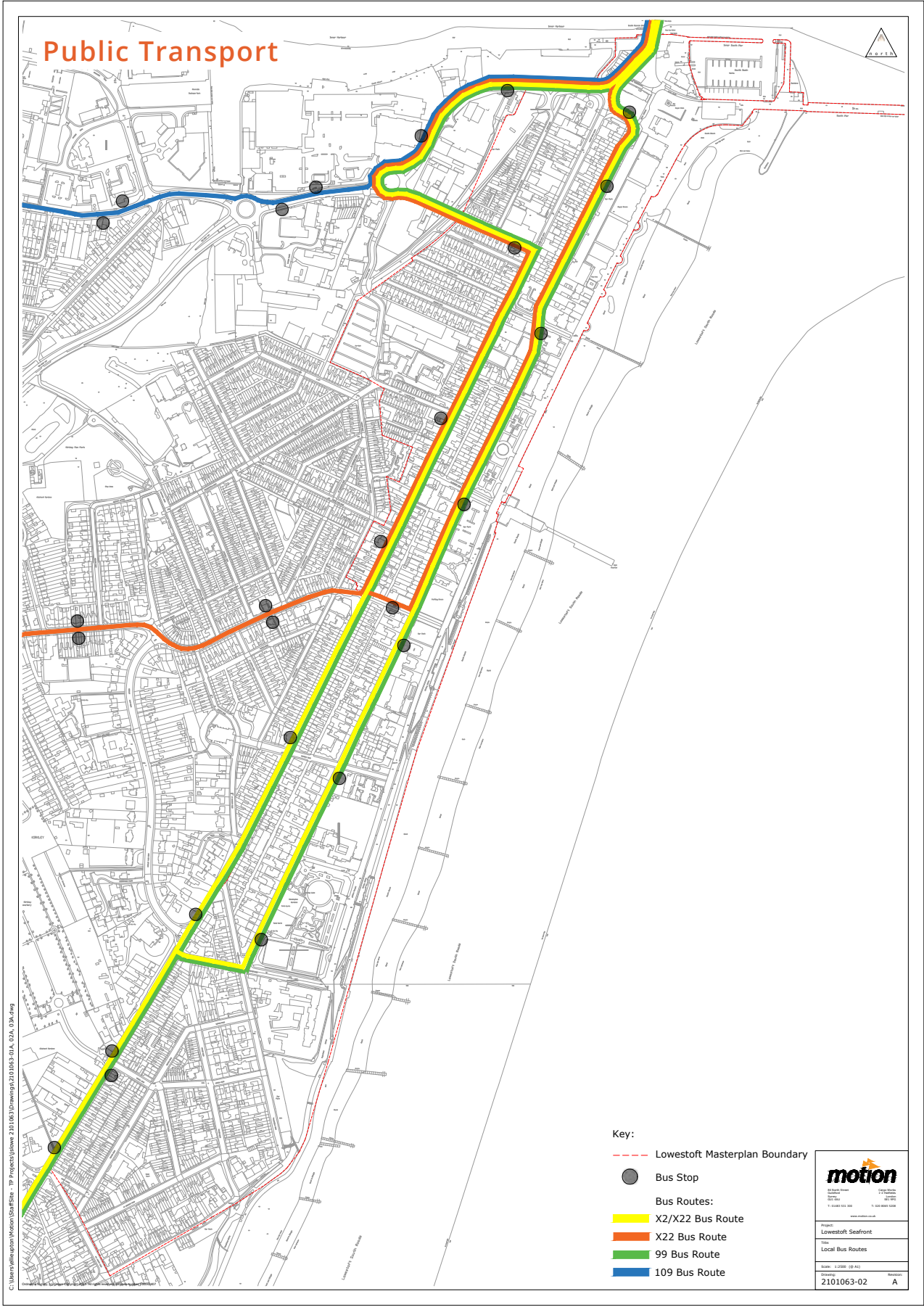
The masterplan could promote the inclusion of Mobility Hubs, which seek to integrate multiple modes of travel into one location. This would include bus stops alongside cycle stands and the potential for electric charging provision. The Hub would also provide seating so as to act as a stop-off in-between journeys by two modes of travel.

There is scope to integrate the above facilities into existing bus stop locations on both Marine Parade and London Road South. This would aid in increasing both cycle parking provision, as well as electric charging provision on surrounding roads. This would increase cycle parking provision and electric charging provision on surrounding roads.



Illustration of a mobility hub





6.1.5 Improving Highway Safety

A review of relevant personal injury accident (PIA) data has highlighted several accident 'hotspots'. These include:

- The junction of London Road South with Belvedere Road, where multiple slight and serious incidents have taken place
- Various slight incidents along London Road South, including three serious incidents. This includes two serious incidents close to Claremont Road/London Road South junction
- Two serious incidents towards the south of the masterplan area in proximity of The Avenue/London Road South junction

The aforementioned traffic reduction along the A12 and the Basculer Bridge should reduce the number of incidents occurring by reducing delay and driver frustration. Improvements to the pedestrian environment and reductions in carriageway width could improve the pedestrian environment, ensuring that vehicle speeds are kept under control.

The above proposal is supported by the Lake Lothing third crossing Transport Assessment which concluded that there will be a significant improvement in highway safety within Lowestoft and a reduction in accidents occurring.

There have been several 'serious' incidents involving cyclists that have occurred within the study area, including multiple incidents on London Road South and Kirkley Rise.

Mitigation to address this issue could include improved surfacing treatment or the segregation of the existing cycle lane on London Road South, which would further protect cyclists by providing a buffer from passing vehicles.

Local Transport Note 1/20 'Cycle infrastructure design' provides guidance on appropriate cycle improvements, seeking to avoid on-street cycle lanes with no segregation as is currently in place along both London Road South and Marine Parade. This is particularly relevant to built-up areas with reasonable traffic flow. However, the Note also seeks to avoid shared off-street facilities where pedestrian

flow is high such as along the southern section of London Road South. To the north of the junction of London Road South with Mill Road there is scope to incorporate shared off-street facilities where the pedestrian footway is lower and the nature of the highway (two lanes) reduces the scope for suitable on-carriageway facilities.

Two options shown within the below drawings include the option of segregating the northbound cycle lane along London Road South from traffic through the use of bollards. An alternative option could be to position the cycle lane between the footway and parking bays for greater separation from passing traffic.



Examples of segregated cycle lanes providing safer conditions for cyclists

6.1.6 Pedestrian/Cycle Activity

The Suffolk Local Transport Plan notes that "80% of people who work in the town also live there. Thus the majority of journeys to work are relatively short, with one third of journeys being less than about a mile and two thirds less than about three miles. This means that many regular journeys could be taken without the car."

The aforementioned barriers to safe pedestrian and cycle trips limit the ability of those 80% of people living and working in the town to safely or rely on non-car travel. The existing network for cyclists is limited by a lack of dedicated facilities, particularly along key north to south and east to west links. Key links to the seafront are limited by one-way roads which in effect act as barriers to cycling. One-way roads linking Marine Parade with London Road South reduce the options for cyclist to easily travel east-west.



Currently, parking and cycle lane design on London Road South does not encourage cycling

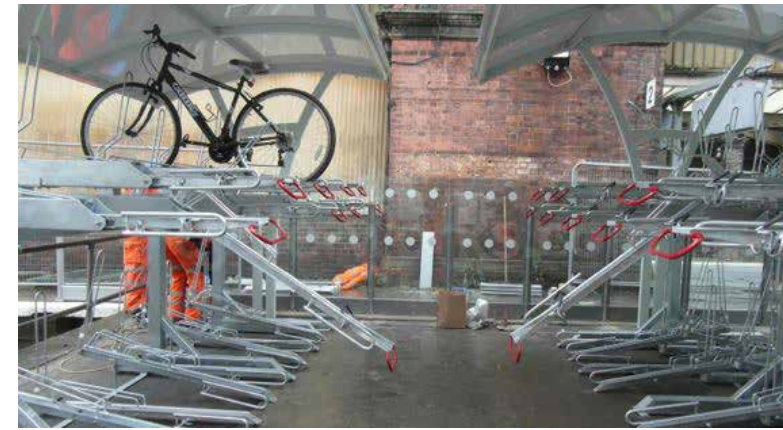
Existing cycle lanes on London Road South offer limited protection to cyclists. An example of cycling provision on London Road South is shown adjacent. Road markings are in poor condition, and do not adequately remind car drivers of the potential presence of cyclists in the carriageway.

The introduction of contra-flow cycle lanes such as on Claremont Road would greatly enhance cycle links.



Example of a contraflow cycle lane

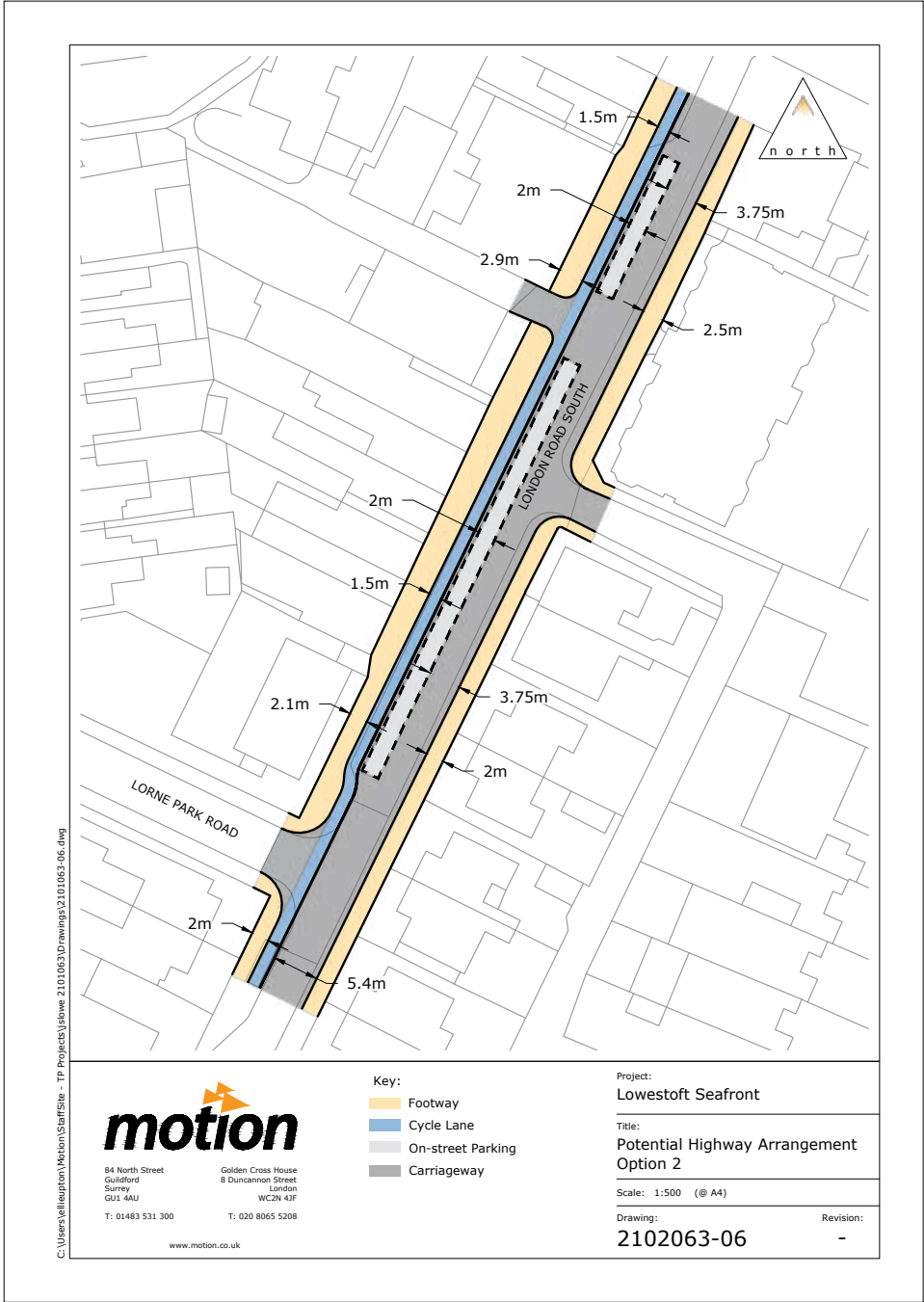
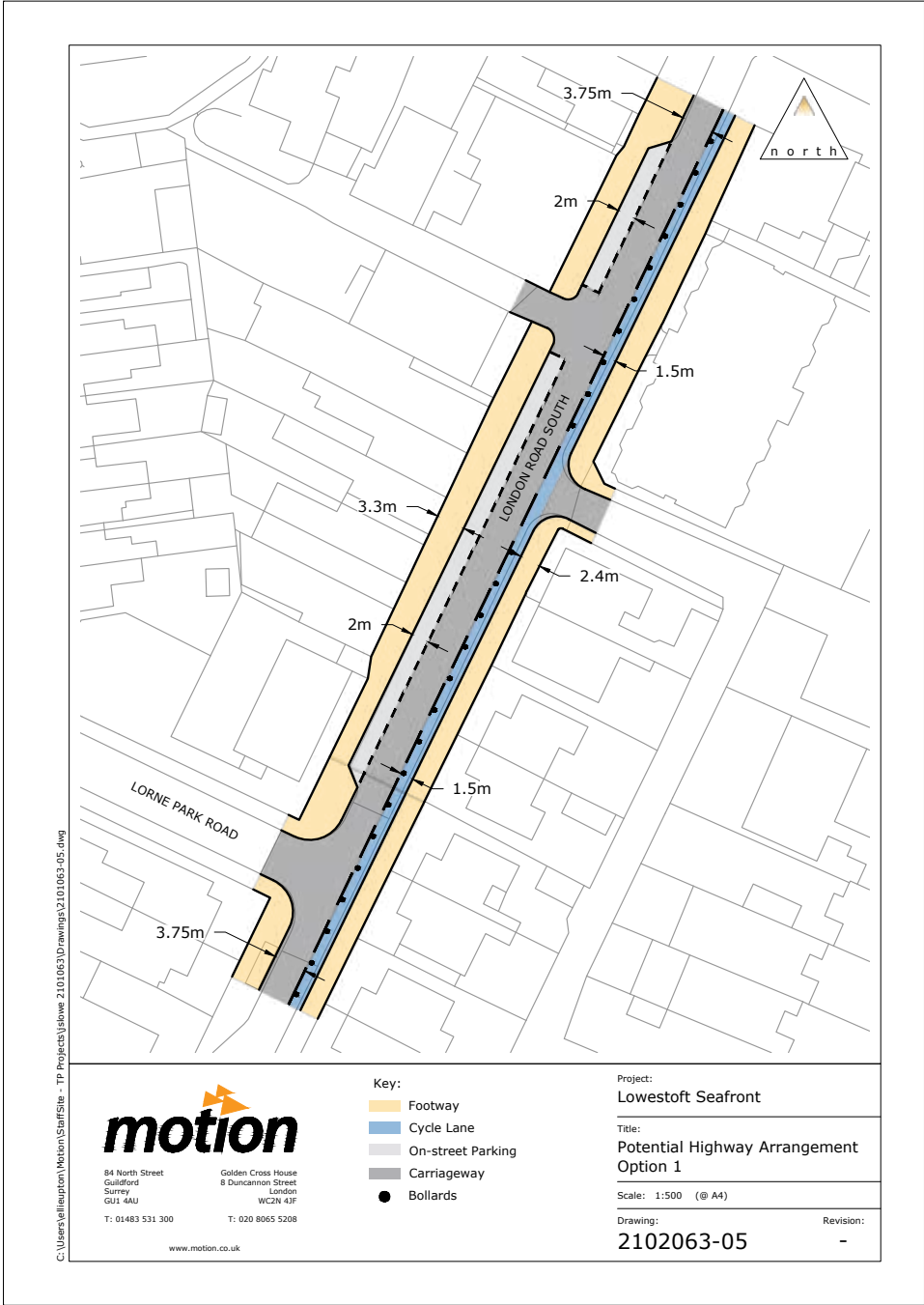
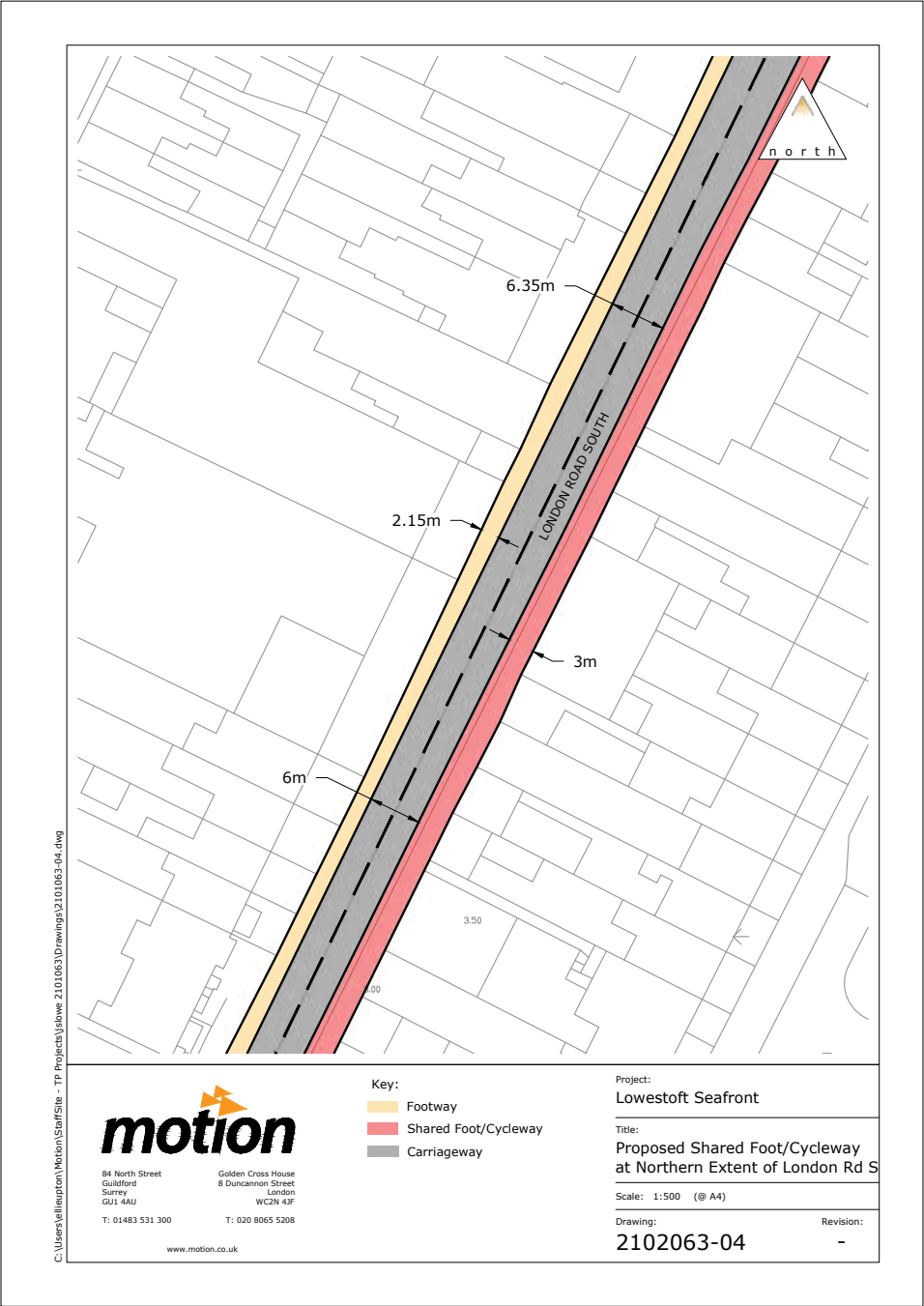
At present there is a lack of cycle parking in key locations, both along the seafront and near to the retail and commercial facilities on London Road South. Providing more secure, covered cycle parking facilities in key locations will encourage visitors, residents, and employees to make better use cycle trips into the masterplan area. This provision could be installed on London Road South as well as on the seafront.



The masterplan proposes the reduction in the extent of carriageway at the junction of Belvedere Road with London Road South, as well as at its junction with Marine Parade. This could involve raising the entire carriageway flush with the footway and incorporating different coloured surfacing to provide pedestrians with a more pleasant environment. This would also aid cyclists by reducing vehicle speeds and potentially create space for further off-street cycle lanes.



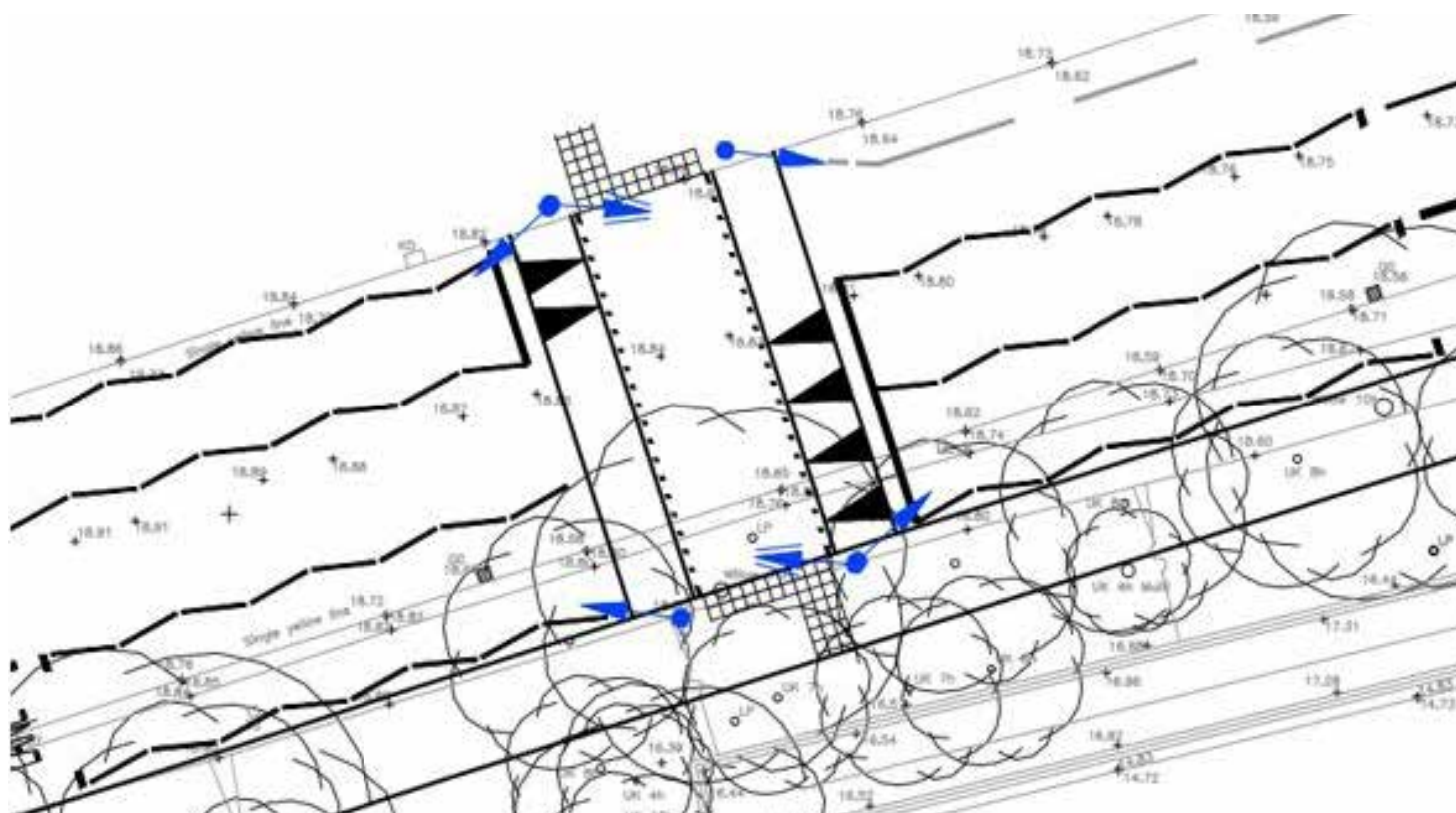
Options for cycle lane layout arrangements



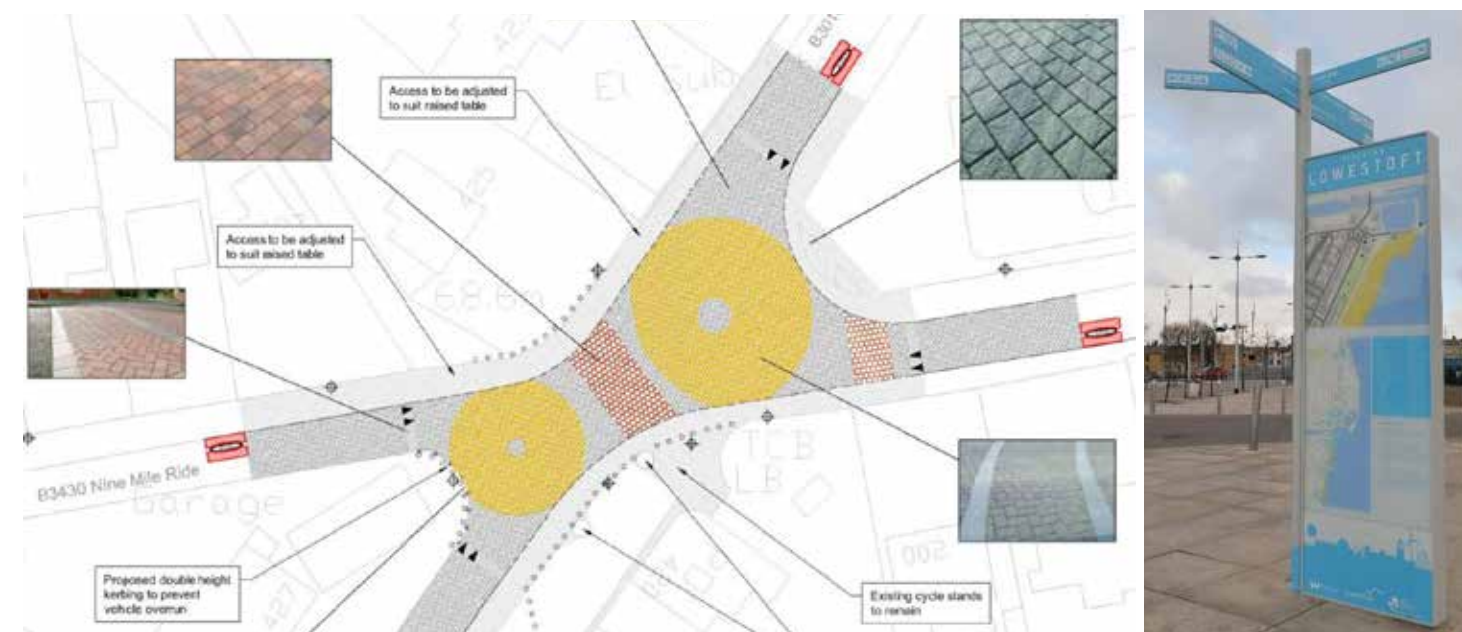


Example of a raised table used to calm traffic speeds

By providing improved and safer cycle routes and better pedestrian facilities, it is envisaged that the proposed measures will improve the use of the study area by pedestrians and cyclists. This change of behaviour can have indirect benefits by improving the health and well-being of residents and visitors and by reducing carbon emission linked to vehicular traffic.



A typical layout for a raised table



The use of different materials to calm traffic and improve pedestrian safety

Raised sections of the road to aid pedestrians crossing are positioned at various locations both on London Road South and Marine Parade. However other areas are car dominated with limited crossing provision, notably the northern section of London Road South and Belvedere Road.

Additional raised sections of road would make key pedestrian crossing points more user-friendly. These could be installed at the junction of London Road South with Clifton Road to provide improved pedestrian connections towards the seafront. A further installation could be considered on the key linking routes between Kirkley Rise car park and the town centre. The masterplan also seeks to improve footway connections between the Kirkley Rise car park and London Road South through footway widening and planting on Clifton Road, as at present the footway is too narrow to accommodate an anticipated increase in footfall.

London Road South and Marine Parade benefit from wayfinding in part, although there are limited east-west connections to the aforementioned car parks west of London Road South. The masterplan could promote additional wayfinding to aid visitors when navigating east to west from London Road South and aforementioned car parks.

Claremont Pier

Safe interaction between pedestrians and cyclists is key and improvements to the Upper Promenade fronting the pier will assist in controlling cyclists’ speeds. These could include ‘rumble strips’ to slow down cyclists.



The use of different materials to calm traffic and improve pedestrian safety



A cycle hire scheme in Milton Keynes

A raised section of road at the junction of Wellington Parade and Claremont Road would offer pedestrians an improved crossing facility, while also controlling vehicle speeds.

Additional cycle parking could be provided at the pier to encourage more active travel. There is also the potential to provide cycle hire facilities at the seafront as an extension of the existing hire facilities at Lowestoft railway station.

Royal Plain Public Realm Improvements

The proposals seek to redesign the Royal Plain public realm by better integrating servicing routes into the area. A similar recent scheme in Scarborough includes a servicing route level with the surrounding footway, which has been marked with a change in the colour of the paving to alert pedestrians to potential use by traffic. Additional loading opportunities could be provided on the highway and denoted by a change in surfacing.

The space could be shared between pedestrians/cyclists and relevant vehicles without the need for segregated facilities.



The use of different materials to calm traffic and improve pedestrian safety

6.2 PUBLIC ART STRATEGY

6.2.1 Site context

Uniquely located on the most easterly tip of England's North Sea coast, Lowestoft connects a landscape of broads, wetlands and fields and the sea. The wide views across the North Sea, its coastal light and the activities related to the herring fishing industry, as well as seaside leisure pursuits, have been and still are to some extent, an inspiration for artists. Painters were attracted by this, including Turner, who spent time sketching here in 1824. The town of Walberswick, just a few miles south of Lowestoft, attracted a small artist colony, which included the impressionists Philip Wilson Steer and Walter Osborne. 'Pierhead Painters' sketched the Lowestoft trawlers on commission in a glorious naïve style. Charles Rennie Mackintosh settled here for some years in 1914 to paint watercolours.

More recently, the First Light Festival has built on this tradition, creating a legacy of temporary and permanent art projects. Recent art installations also highlight the natural diversity of Lowestoft's hinterland and its nature reserves. But new industries and contemporary leisure activities offer opportunities for new and contemporary approaches, with interactive elements linked to digital technology and partnerships with offshore industries and scientific research. Lowestoft is a base for Cefas, a leading oceanographic research centre; service industries related to offshore turbine fields have replaced the fishing industry. Public art should and can respond to this contemporary context and enrich existing cultural activities and networks.

Public art practice experienced a revival from the 1980s, mostly in support of regeneration and renewal of townscapes and the urban public realm, as garden

festivals and development corporations included coordinated commissions in their event programmes and development plans. Lowestoft has a disconnected and incidental collection of historic and more recent art installations (including those created by Banksy). The town would benefit from a clear and cohesive approach that captures the wider benefits that integrated public realm art projects can offer. The development of place branding for Lowestoft has focused in part on how to use art and design to define Lowestoft as a place.

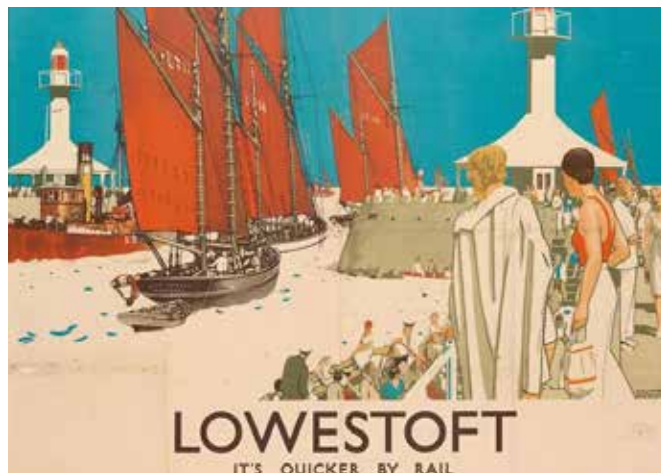
This masterplan provides an opportunity for a more coherent and considered approach and to set a benchmark of good practice for future projects.

6.2.2 The function of public art

Public Art is a broad concept and better described as 'art in the public realm'. It is not a specific genre but is defined by its location outside the museum or gallery context. Most techniques and media are suitable, subject to site conditions, maintenance regime and expectations of lifespan of the project.

A considered program of commissions as part of the HSHAZ can:

- Strengthen community identity and cohesion
- Reveal, relate or create narratives, old and new, real and imagined
- Encourage stakeholder engagement, participation and ownership
- Provide memorable experiences and images
- Support orientation and way-finding
- Infuse the local cultural network with new energy through the exchange of practice and ideas
- Connect Lowestoft to a wider world by exploring existing and creating new collaborations, partnerships and exchanges
- Respond to and renew the appreciation of existing projects, placing them in a new perspective and context



These tried and tested principles have guided much of contemporary public art commissioning. Whether permanent, temporary or ephemeral (i.e. fading with time), a considered and cohesive series of commissions, developed in consultation with other design professionals, key local stakeholders and the community, will offer a fresh and forward looking perspective that can help revive a tired and out of date public realm.

Commissioning should be guided by sound principles and acknowledge good professional practice. Artists are expected to develop new and unique ideas, that respond to the physical and social conditions offered by a site. Each project has its own purpose. Some are focussed on community engagement and participation, some on exploring and revealing hidden layers and new ideas, others on providing markers and points of orientation or even bespoke street furniture. All should offer interest, engagement and aesthetic pleasure.

This strategy may also provide an opportunity to review existing art installations on their contemporary merit and whether they are still fit for purpose. It is accepted that public realm is subject to change. Decommissioning existing works when the context of a site and a specific work within that no longer match, is considered a valid action. There are recognised processes of consultation, documentation and preservation of a legacy that can be applied in such cases. This strategy will provide some clear and practical guidance and advice on this in Section 7, Commissioning.

Set out below are suggested approaches towards developing distinct briefs for projects within specific locations. Together these approaches offer a variety of outcomes, to help strengthen and enhance different aspects of the community and the public realm. Further detail will need to be agreed as the masterplan ideas are taken through to technical design stages, but they provide an indication of the full potential.

6.2.3 Public art intervention themes

6.2.3.1 Narrative and linear

Linear and narrative works can help define a location and strengthen its character and identity. By marking key locations they can aid orientation and enhance a stronger awareness of place and surroundings for visitors and residents alike.

A narrative in this context can be defined as a thread or motif, or a story line that is not descriptive or linear, running through a series of related works. Works can be in any medium and can be interactive, but durability should be considered. Works of this nature, if successful, will become part of a place and add their own story over time.

Narratives can be extracted from community engagement through workshops and public events, as well as from research in local archives, public collections, galleries and museums. Collaboration with other organisations can also inform and enhance the work. These organisations may, but do not need to have a cultural or creative focus.

Identified locations:

- London Road South
- Claremont Road
- Waterloo Road
- Cliff Road

London Road South, Claremont Road, Waterloo Road and Cliff Road offer good opportunities for a series of works to encourage visitors to visit, follow a trail of works and linger in the main shopping street and connecting roads. Artworks can help orientation by marking key locations and junctions and record the character and history of this part of Lowestoft in distinctive ways.



6.2.3.2 Imagining (what lies beyond)

Lowestoft's horizons stretch far. The proximity to the sea creates open vistas, evoking curiosity about what lies beyond. Contemporary knowledge and technology leaves little to the imagination, but something in us would still like to imagine the unseen. The sea has its own stories to tell and has been an inspiration for artists from Turner to Britten.

The sea also connects nations and people, and the North Sea has been navigated by mariners for millennia, for ill and for good. Exchanges with the Netherlands, England's immediate neighbours across the water, go back many centuries. Some were hostile, most were friendly and based on a shared economic and cultural understanding, linked to what the sea offered in riches, as well as in dangers. The sea views and distinctive light of the seashore and the life of the fishing communities inspired artists in Walberswick, and across the water in the Dutch fishing community of Katwijk.

Creative projects as an integral part of the various routes linking the residential and commercial centres of the town to the seafront, could entice visitors and residents to engage with this imagination and attract them to the seafront. They offer an opportunity to highlight historic and current connections to Europe and commemorate shared experiences, such as the 1953 storm surge and floods and the 1665 Battle of Lowestoft. They could also provide a contemporary, playful response to existing works, such as the two Triton statues.

Projects can be in any media, temporary, short-lived or permanent. Legacies created by temporary projects, can be retained through publications (print and digital), exhibitions and stories and images to be integrated into more permanent works. Text, as part of murals inscribed in paving or street furniture, is also an option. Joint projects and exchanges among creative practitioners and organisations, such as the First Light Festival, can make a valuable contribution to this context.

Identified locations:

Wellington Gardens
Upper Promenade at Claremont Pier
East/West corridors



Wellington Gardens, the Claremont Pier seafront and the various East/West corridors all offer opportunities to integrate commissions that could provoke the imagination. These can be two dimensional, reliefs or small insets in walls and paving, small sculptural interventions or even interactive, using mechanical or electronic means. Lighting may well be part of these projects, possibly even sound.

6.2.3.3 Biodiversity and green corridors

Lowestoft lies on the edge of land and sea, with wetlands and broads to the east and the North Sea to the west. Several nature reserves are in close proximity to the town, whilst historically the town's economy was driven by exploiting the natural riches of the sea. We have now a greater awareness of the importance of sustaining biodiversity and a more intimate relationship with nature, even within urban settings. As a seaside town, Lowestoft has a natural 'green corridor' along its coastal fringe and beach, but other routes also allow for the creation or enhancement of green corridors and pathways penetrating the town.

Public art can help strengthen awareness of biodiversity and the need to improve our relationship with the natural environment. It can help encourage a greater species diversity among fauna and flora by creating environments that encourage species to inhabit the urban environment.

Identified locations:

Kirkley Cliff
The Upper Promenade and Lower Promenade



Kirkley Cliff and the promenades along the seafront offer excellent locations for commissions that can help raise awareness of and support biodiversity in Lowestoft. Other green corridors that connect directly to the town, such as the cycle route running from Kirkley Fen Park towards the harbour, also provide a great opportunity for projects that highlight and support wildlife.

6.2.3.4 Art and Science

In their own words, Cefas is “the government’s marine and freshwater science experts, helping to keep our seas, oceans and rivers healthy and productive and our seafood safe and sustainable by providing data and advice to the UK government and our overseas partners”.

Science and the Arts have much in common and should complement each other. Collaborations between scientists and artists have been very successful. The arts can help communicate and visualise complex scientific principles and associated data to a wider audience. Public Art has increasingly engaged with science with good success and Cefas’ presence within the town offers an excellent opportunity to instigate an artist residency, with the aim of creating a permanent artwork to reflect the outcome of any research collaboration.

Identified locations:

Southern gateway greenspace/Cefas
Port gateway
South Pier
Upper Promenade/Lower Promenade

There are many locations where installations, temporary or permanent that emerge as the result of art and science collaborations can be located. This will in some way be driven by the nature of the work and whether a prominent and well listed location is required, such as the port gateway, South Pier or the promenades. The southern coastal gateway space to the south of Cefas offers the opportunity to develop public art projects that reflect Cefas’ scientific work. These could complement a biodiversity-driven approach to the management of this site.

6.2.3.5 Interaction and Play

Seasides are a destination for curiosity, for play and fun, for windy, wintery walks or sunset strolls in spring or autumn. Whether it is for a day out or for a holiday, seaside towns have long been a destination for an escape from everyday life. Seaside holidays have featured in almost every childhood; beaches are packed on sunny summer weekends. Fish and chips, ice cream, crazy golf, Punch and Judy and a visit to an amusement arcade are all part of this experience.

There is no reason for art not to contribute to this and playful imagery, play structures or interactive works could all support the seaside experience and encourage greater levels of use (e.g. South Pier). Traditionally, art and graphic imagery was used to promote seaside visits. Today, photography and moving images, shared on social media, are occupying this place.

Public art distinguishes itself from gallery art in many ways, but most notably in that the principle of ‘look, but don’t touch’ cannot apply. Whilst physical engagement should, in many cases, perhaps be discouraged, it can’t always and easily be avoided. Some projects may actively encourage participation and direct, physical or sensory engagement. Interaction can, in principle, be part of any of the projects

mentioned above. This can be mechanical through physical action, or driven electronically through handheld devices via an internet connection. In some cases this may just be manipulation, in others it may add data and change the work in some way permanently. Some may be frivolous and intend to encourage play (by children and adults alike), others may enrich the experience and perhaps even the knowledge of the viewer.

Identified locations:

The Upper Promenade and Lower Promenade
South Pier

The most suitable locations are those along the waterfront that attract higher visitor numbers.



6.2.4 Permanent or Temporary?

Art installations are often expected to last forever, but that longevity relies on many conditions, including regular maintenance, the expectation that nothing else changes that may make the work obsolete or difficult to maintain in its location. Contemporary art installations in the public realm should be commissioned with an awareness that even seemingly robust and durable installations may not last forever.

Projects with a limited lifespan can still generate lasting legacies in people’s memories. These projects are events that can generate images for publication and be stored in public archives. Temporary projects can generate new ideas and inspiration for more permanent installations. Temporary projects can tease out ideas and stories from a community, generate active participation, create events and temporary visitor attractions, strengthen other projects, festivals or events, and leave legacy that is of value to many. As longevity is not a consideration, less durable but more versatile media can be used and planning or technical constraints may not apply.



In its short lifespan the First Light Festival has already made a strong mark and has laid a strong foundation for further event and festival-based activity, whether as a one-off or on a recurring basis. These can be locally generated, as is First Light, or part of larger regional and international collaborations, such as the Baltic Sea Festival. These events can generate return visits by tourists, build their own regional, national and international following and leave legacies, both ephemeral and permanent.

6.3 LIGHTING STRATEGY

The lighting of public spaces provides a useful opportunity to tell the story of a specific place or places that is distinctive, intriguing and fun. Lighting also helps extend the use of public places into the evening and night-time and to extend economic activity at the same time. Lighting can be used to encourage people to embark on a journey of discovery through an urban setting.

The seafront spaces and the buildings that surround them, London Road South and the connecting streets offer a number of excellent opportunities to use lighting to add character and quality to the experience of Lowestoft overall. Specific significant places across south Lowestoft can be enhanced with lighting schemes that support specific uses or encourage new ones.

The approach to lighting design should be informed by a number of key principles:

- To limit the carbon cost of lighting, solar energy sources should be used whenever possible
- The ecological impact of light pollution should always be carefully considered and a balance struck between light pollution/ecological impact and positive outcomes delivered by lighting
- Local history and references should be used to inspire lighting design that links spaces together
- Where appropriate, lighting should be used to make spaces multi-functional
- Lighting should help outdoor spaces to become social spaces (while acknowledging Covid risks) that are more attractive for use after dusk
- Lighting can tell a joined-up story across the whole study area
- A common set of simple but elegant lighting themes (colours and textures) could be developed across the whole study area: e.g. horizon, linear, constellations and navigations
- Lighting proposals have been considered for each of the key locations in the masterplan area

6.3.1 Royal Plain

Current Character of the Royal Plain

Whilst conforming to lighting standards the current lighting scheme in Royal Plain lacks character and atmosphere, creating a uniform but unappealing nightscape. There is a dominance of generic lamp posts, flag poles, bollards, fencing and CCTV. These emphasise the broad expanse of Royal Plain during the day, and the nightscape lacks a distinct identity.

The character of the public space after-dark is largely determined by the application of light. Variations in light intensity can guide people through a space and provide visual clues as to the nature of that particular environment. Illuminating vertical surfaces and elements within the landscape helps to improve a feeling of safety, without the need for a uniform blanket of light across the entire space.

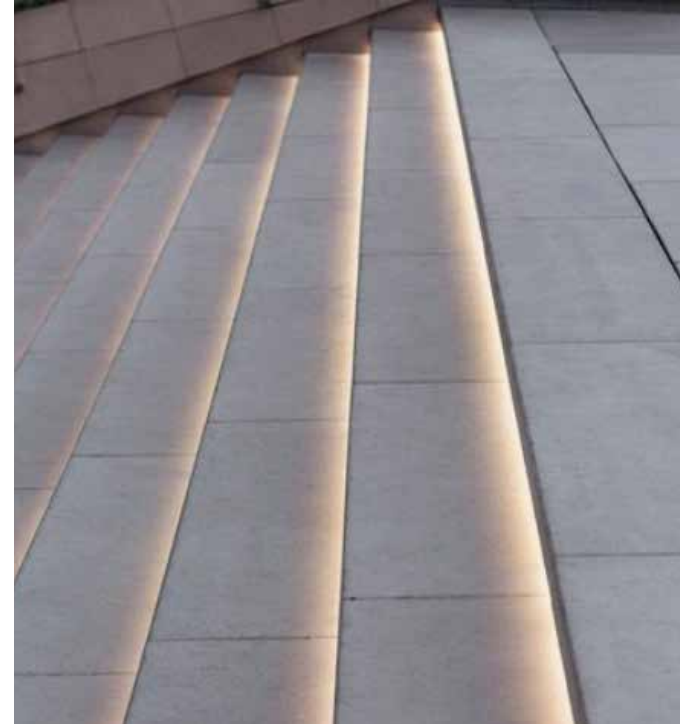
Extreme levels of contrast in the after-dark environment, such as glowing light sources or glare sources, can make an environment seem darker than it is and subsequently feel less safe. To encourage the use of a public space after dark, lighting should provide sufficient light onto people's faces to promote a perception of safety. Lighting could create an inviting environment, with light applied only where it is needed to create a space that feels safe and vibrant after dark.

Potential improvements to the area could be made by adding lighting to the refurbished water fountains and lighting for the Triton statue and the Cenotaph. Signage and lighting for the South Pier does not add as much value as it could. Surrounding buildings such as the Royal Yacht Club and pubs/bars on the western side of the Royal Plain are not currently lit and could provide a better backdrop for the public space at night.

Lighting enhancements for Royal Plain

- Adjust overall lighting levels to create variety of lighting across Royal Plain. Variation of the overall lighting environment could influence public use of this area and help to guide people through the space safely
- Identify areas that need to remain at current standard e.g. access routes
- Identify zones where lower lighting standards can be safely applied for character, encouraging people to enjoy the space rather than walk straight through

- Enhance the backdrop buildings: East Point Pavilion, concessions (see below), Royal Yacht Club, Harbour Inn and Notley's Bar. The lighting on these buildings should be discreet and well considered, focussing on key architectural features and avoiding use of strong colour or animated colour changes. Positioning of luminaires should be well considered in order to avoid unnecessary light spill. The buildings could be considered both as individual architectural elements with unique lighting requirements and as a group that form the backdrop to the public square. The objective in lighting these buildings would be to tie the buildings into the overall lighting scheme and help to make Royal Plain a more popular and heavily used place
- Lit signage on East Point Pavilion, South Pier and concessions should be complimentary in style to enhance the sense of 'place'



Examples of lighting of the ground plane

- Fountains/water play – colour and dynamic programming for this feature could be designed in relation to the overall lighting plan for Royal Plain and in relation to any other dynamic lighting features, to create a well-considered colour scheme
- Monuments – illuminating the re-positioned Cenotaph and the Triton statues with a tightly focussed clean white treatment could add a sense of historical continuity

Examples of gobo lighting projections



- Steps and edges - tapered steps, water play steps and level changes should be crisply lit with in-ground LED line to de-lineate edges and enhance safety
- The Royal Plain Thoroughfare - a catenary system with starlight 'roof', installed between the buildings at first floor level with the potential to extend in line with the frontage of Notleys bar could create a distinct sense of place at the Royal Thoroughfare, enhancing the use of the space at night for al fresco eating and drinking
- Paving to the north-east of the Harbour Inn - in ground/inset lighting blocks installed within the new paving scheme could create a patterned formation to draw the eye through to the Royal Plain. The patterned layout could allow for the potential for static colour to be applied throughout the paving scheme at Royal Plain. The patterned layout would reference inset lighting at Claremont Road and London Road South
- Rationalise lamp posts - columns could be multi-functional, integrating task lighting, decorative/feature lighting, CCTV and gobo/texture lighting throughout Royal Plain and Royal Green where feasible
- Interest could be added to lamp posts by using distinct materials such as coloured posts or non-conventional materials with consideration of proposed wrap for East Point Pavilion.
- South of Notleys bar - in ground/inset lighting blocks could be installed within the new paving scheme under new groves of trees. This integrated lighting detail

would illuminate the under canopy of each tree and create an intimate seating environment

- Royal Terrace – trees along the newly pedestrianised north /south axis could be lit with pairs of focussed luminaires, continuing south
- South frontage of East Point Pavilion – this could include a continuation of in ground/inset lighting pattern formation installed within the new paving scheme. This would allow for spill out events and evening usage at East Point Pavilion, extending through the proposed grove area with al fresco seating. This pattern formation could be reproduced on other frontages according to how East Point Pavilion is used in future.
- Seating blocks, benches and planters throughout Royal Plain - integrate low level lighting could be integrated within new street furniture to bounce light off paving surfaces, creating intimate/quiet spaces
- Newly positioned fountain/waterplay – this could include colour and animation within a programmed lighting system. All colour and dynamic programming for this feature could be designed in relation to the overall lighting plan for Royal Plain and to other lighting features to create a well-considered overall scheme
- Front of East Point Pavilion and Triton statue –colour gobo ‘projections’ could be installed, focussed onto the paving to create an element of drama. The positioning of these fixtures would be focussed on the land with no light spill out to sea. The gobos would slowly change through colours and shadow/shape play to provide a theatrical and dramatic dynamic element.



Using lighting to create texture in public spaces



6.3.2 South Pier

Current Character of South Pier

The South Pier and Family Entertainment Centre currently lacks the charm of earlier versions of this building. The general impression within the nightscape is an out of date and uninviting offer, lacking the impact that would be expected to draw visitors. The access route between the marina and the concessions on the north side of the Family Entertainment Centre is dark and could be enhanced through lighting that would also benefit the visual connections with the marina. The connection between the Royal Plain and the pier could also be enhanced through lighting to attract visitors to enjoy the views along the pier.

Lighting enhancements for South Pier:

- Add festoon lighting and signage in targeted sections
- Rooflines of the Family Entertainment Centre Festoon and concessions - the rooflines could be picked out with festoon LED lighting. The bulbs could potentially include ‘animation’ to form a gentle inviting pulse. Programmed elements could be considered in conjunction with fountains and gobo projections
- Signage could refer to the earlier form and could be selected to be sympathetic to the new East Point Pavilion signage style. All signage on the concessions could be rationalized within the same design nods to continue a distinct sense of identity and ‘place’ for South Pier. This could draw on the Lowestoft place brand identity work created by Thinking Places
- Sculptural seating on the pier – this could be marked out with short sections of



Precedent images of catenary lighting



festoon 'swag' lights (individual lights hanging from a cord) on poles attracting visitors onto the pier from the Royal Plain and Upper Esplanade

- Seating areas – these could be enhanced with integrated lighting running under the structure to create low-level detail
- Enhance the walk out along the pier - inset LED lines running along either side of newly surfaced walk way would encourage greater levels of use
- Enhance walk out along pier – an inset LED 'star light' constellation of Orion (rises in the East) would provide a distinctive feature to the pier surface
- Access route to north of Family Entertainment Centre – a lighting installation could bring a distinctive character to the marina, moorings and gantries combining vertical coloured linear lighting with newly installed flood defence wall. This feature would add interest from both sides creating colourful reflections in the water and creating a visual connection between the Marina and South Pier
- Access route to north of Family Entertainment Centre – this could include require subsidiary wall and low-level lighting to animate the space



Precedent images: the use of lighting to animate South Pier and its buildings



6.3.3 Royal Green

Current Character of Royal Green

This site is currently used for regular local events including the circus, the Chilli Festival and fun fairs. It is currently the site of Crazy Golf at its northern end and has a play park at its southern end.

Lighting enhancements for Royal Green

- Crazy Golf area (current usage) – the naturalistic layout of the current planting in this area is to be retained and suggests a simple treatment for lighting the under canopy of the trees enhancing the additional seating areas that could be created for the East Point Pavilion. Pairs of inset luminaires should be trimmed and focussed to avoid glare. This scheme could be reproduced on all newly planted trees at the southern end and along the western edge as appropriate
- Viewing area/curved seating areas – these areas could be enhanced with integrated lighting running under the seating to create low level detail. This space may benefit from supporting infrastructure (event power) being considered at early stages
- Enhanced play park with creative lighting scheme to encourage year-round activities and extend hours of play in the winter months - shadow and imagery/ texture projected on ground surfaces with timed element would sustain a changing vibrancy
- Seating – adding lit elements to seating would create a welcoming atmosphere
- Shadesails – colour, texture and animation could be developed by using the sails as projection screens



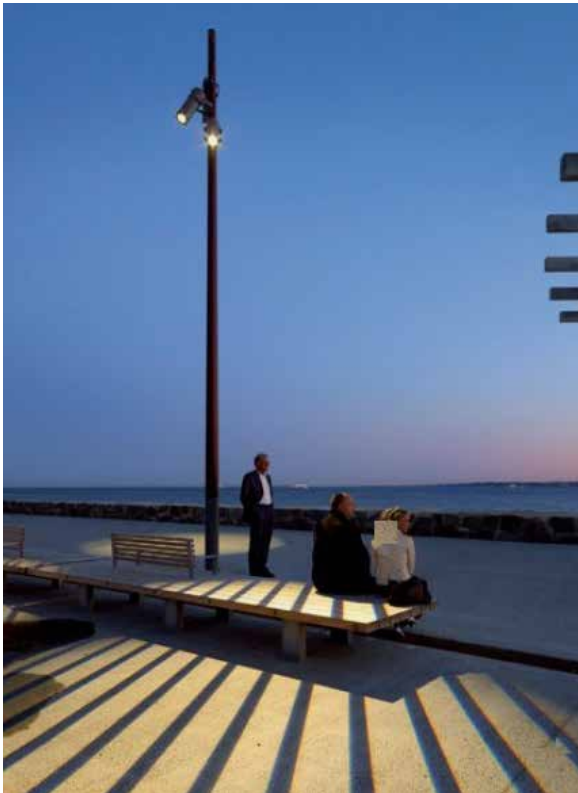
Precedent images: the use of lighting to animate trees, artificial canopies and playgrounds

Royal Plain - detailed plan lighting

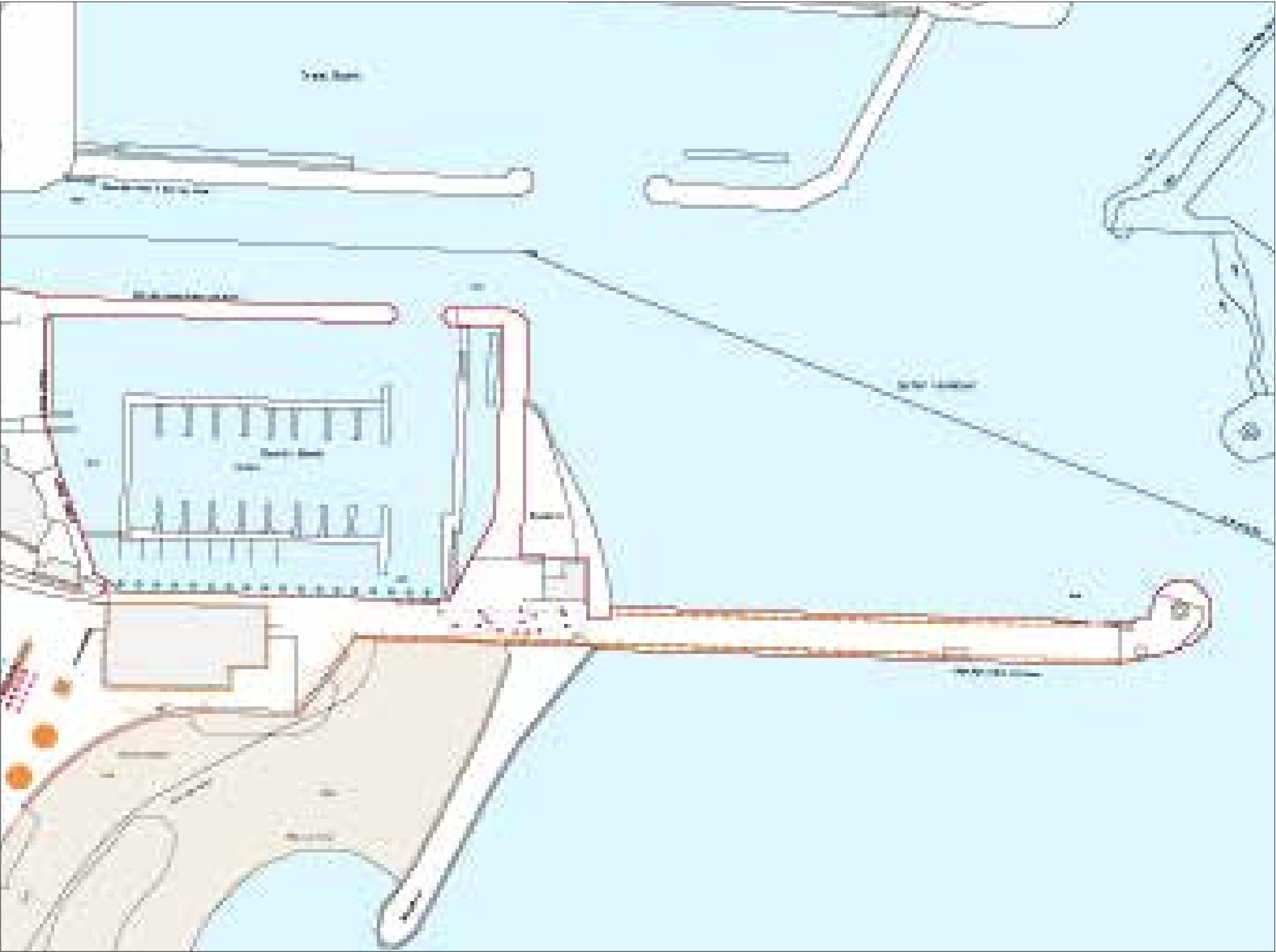


KEY

- Masterplan area boundary
- Gobo pattern projection
- Vertical Tube Light
- Vertical lamp post tube light
- Bus Stop dichroic colour filter
- Solar low level post lighting
- Spot lighting (monuments)
- Solar Eye in ground with bat hat
- Architectural building lighting
- In ground tree light
- In ground focussed uplight
- Festoon type 1
- Festoon type 2
- Linear LED
- In Ground Pattern / Linear LED
- Green lamp post replacement
- Constellation In Ground
- Star Ceiling Royal Plain
- Water feature lighting



South Pier - detailed plan lighting



KEY

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Royal Green - detailed plan lighting



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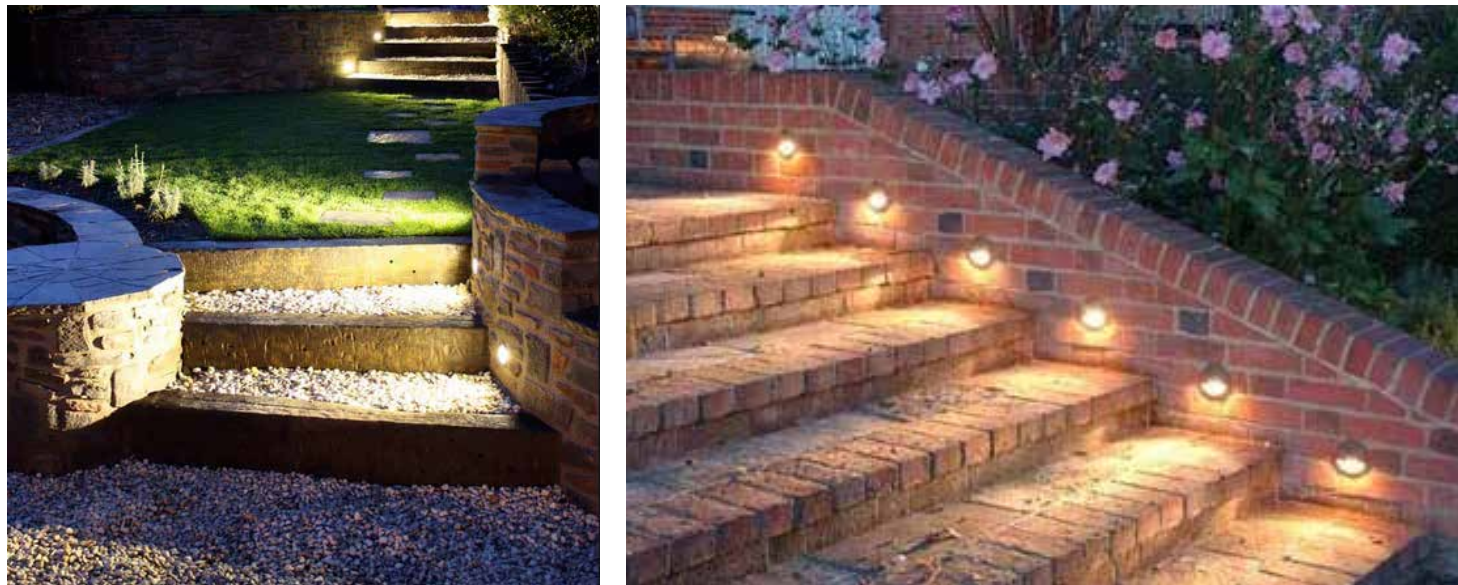
6.3.4 Wellington Gardens and Seafront Green Spaces

Current Character of Wellington Gardens Spaces

The traditional and distinctive design of Wellington Gardens with gardens on different levels and low planting could be acknowledged with minimal lighting enhancements to aid accessibility, tying the space into the overall ambience of the seafront nightscape.

Lighting enhancements for Wellington Gardens

- Pick out planting with a sympathetic light touch to add dimensionality and ambience and to create a better sense of spatial awareness
- Light terraced level changes enabling accessibility and enhance safety
- Demarcate entrances within ground inset lighting.



Precedent images: lighting of steps and level changes

6.3.5 Gardens to the South of Wellington Gardens

Newly organized green spaces along the seafront open up the potential for outdoor use after dark with the potential to benefit families in winter months with a safe and stimulating play environment.

Lighting enhancements

- Demarcating entrances with in-ground inset lighting
- Installing low level path lighting for a gentle night time ambience, complimenting light touch approach at Wellington Gardens. Keeping lighting levels discreet to allow better potential for biodiversity in the area
- Trees - simple in ground lighting scheme for all new trees
- The Thatch – lighting on the entrance and signage to create a clearer focus on the building
- Seating – bring lit element into seating to create a welcoming atmosphere
- Shadesails – bring lit colour and potential texture and animated effect to create interesting shadow play.



Precedent images: lighting adding drama to public green spaces

Wellington Gardens, Claremont Pier, Claremont Road - detailed plan lighting



KEY

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- Water feature lighting

6.3.6 Claremont Pier Claremont Road

Current Character of Claremont Pier

Claremont Pier has a symmetrical design that is currently under-emphasised.

Lighting enhancements for Claremont Pier:

- Improved visual links from Royal Plain and south to Cefas through the installation of festoon lighting on the Upper Promenade. A break in the festoon line outside the pier would open out the view and emphasise the frontage of the pier
- Improvements to the pier lighting - sleek clean lines of light would emphasise the symmetrical nature of the structure with a contemporary feel that is also resonant of deco era liners. The lighting improvements would combine LED architectural line and general light 'washes' to light entrances. The lighting would concentrate on the frontage, part wrapping around the sides of the building. Lighting on the northern and southern aspect of the pier could encourage use of South Beach after dark
- New /improved lit signage for Claremont Pier with a consistent style applied to concessions
- Extend the pier frontage with lit parasols using 'Lowestoft Story' place branding
- Upper Promenade – texture and colour light projections would create a sense of vibrancy at night time and develop visual links with the Royal Plain. The Royal Plain ground/inset lighting pattern formation could be installed within the new paving scheme, enhancing evening usage at front of Claremont Pier
- Seating blocks, benches and planters - integrate low level lighting within new street furniture to bounce light off paving surface/texture illuminating and create intimate/quiet spaces
- Improve the night time view from Claremont Road



Precedent images: lighting to emphasise the architectural qualities of buildings

Current Character of Claremont Road

The current hooped lighting system on Claremont Road frames the view of Claremont Pier and draws the eye from London Road South. This lighting scheme provides standard road lighting but is not in keeping with the surrounding buildings in terms of scale and does not reflect the character of the surrounding streets. Claremont Road and connections to London Road South suffer from loss of signage and CCTV at junctions that would benefit from improvement through rationalisation and an enhanced lighting scheme.

Lighting enhancements for Claremont Road:

- A more sympathetic framing of Claremont Pier, from London Road South, could be achieved by removing the current hooped system and replacing it with an alternative. Options could include either a catenary system or replacement with lighting columns consistent with Parade Road/Waterloo Road /Cliff Road. Removing the current lighting hoops would de-clutter the view of the pier and allow room for further public realm improvements. Including CCTV into an alternative lighting scheme would improve pedestrian flow at the intersection with London Road South
- A catenary system engineered to columns in a zig zag formation would reduce the required number of lighting columns and provide precise directional lighting and equivalent lighting levels to the current scheme. This system requires precise

engineering to mitigate the impact of wind and could be replicated on other connector streets if it was found to be suitable

- Claremont Road and Claremont Pier shared space - in ground/inset lighting blocks could be installed within the new paving scheme under new trees. This integrated lighting detail would illuminate the under canopy of each tree and create a vibrant environment across the space emphasising the easterly view towards the pier. The pattern could continue under trees towards London Road South.
- Seating blocks, benches and planters - integrate low level lighting within new street furniture to bounce light off paving surface/texture illuminating and create intimate/quiet spaces.



Precedent images: catenary lighting systems

6.3.7 London Road South

Current Character of London Road South and connector streets

The small independent shops between Cliff Road to the south and Windsor Road to the north give this part of London Road South a distinctive character. Enhancements to the nightscape through small lighting interventions should improve dwell time and potentially benefit shops in the winter months.

Lighting enhancements for London Road South

- Integrated paving lighting - intervals of patterning at junctions that continue along parts of connector streets. The lighting colour palette could respond to the character and colour palette of the London Road South shops

- Lighting columns – extending the colour journey above ground level using vertical linear tubes retrofitted to existing lamp posts, continued along connector streets
- Intersections referring east - texture projections could reference Royal Plain and Claremont Pier
- Trees - in ground lighting could be installed with all new trees along London Road South
- Junction of Waterloo Road – integrating low level lighting in seating and planting could create nuanced detail and invite dwell time
- Bee stops - dichroic application on glass would have the potential to express Lowestoft's Place branding. Dichroic lighting works by interrupting light as it passes through the material, filtering out parts of the spectrum, and creating unexpected results. Reflected light and shadows look different from each side and from different angles. Internal lighting would enhance this effect and create a jewel-like result. During the day looking through the material would shift colour perception to create a new experience
- Forecourts (Plough and Sail example)- integrate low level lighting on planters
- Forecourts could be illuminated with short sections of LED festoon lighting



Precedent images: dichroic lighting and ground plane lighting effects



London Road South - detailed plans lighting



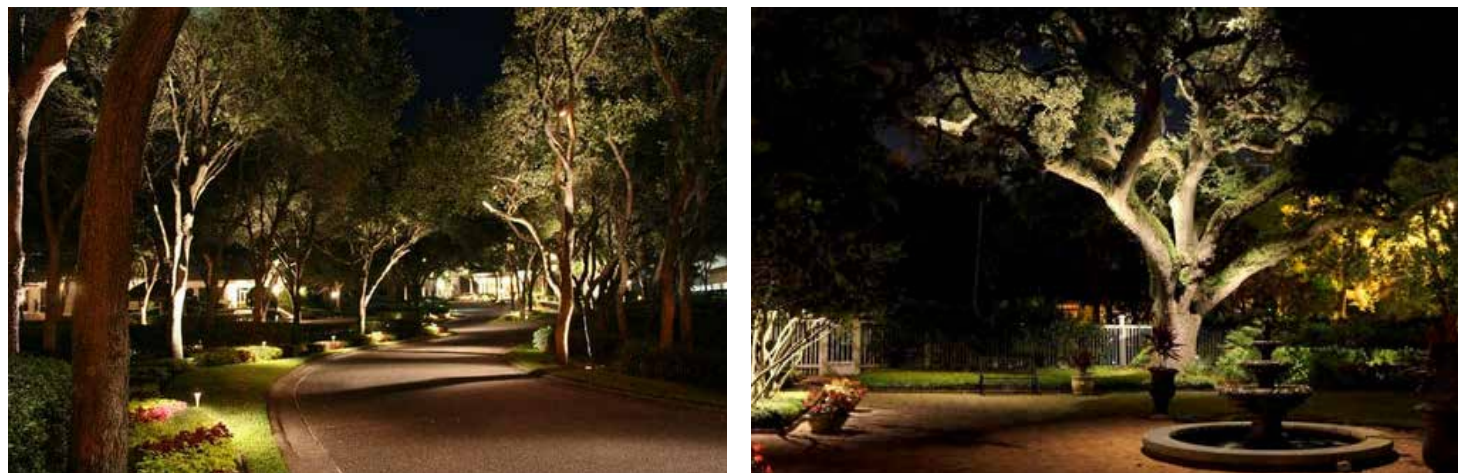
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 - Star Ceiling Royal Plain
 - Water feature lighting

6.3.8 Upper Promenade

Current Character of the Upper Esplanade

The current lighting fixture style is sympathetic with its location and creates a good visual link in the nightscape for the length of the Upper Esplanade. The lighting columns are a classic heritage style and the overall lighting is consistent to lighting standards but the effect is underwhelming for this key thoroughfare.

The Upper Esplanade may benefit from decorative enhancements to add charm and character along its length, adding impact and creating a more distinctive and connected nightscape. Improved lighting will create good visual links along the length of Upper Esplanade, drawing visitors to points of interest, and create a sense of a lively and thriving nightscape that will in turn improve the night time economy



Potential lighting enhancements for Kensington Gardens

(where relevant) along the length of the Upper Esplanade.

Improvements to lighting will aid way finding and spatial awareness, create stronger and more distinctive visual links between points of interest, improve accessibility to areas such as the Lower Promenade, and create more pleasant stop off points along the length.

Lighting enhancements for the Upper Esplanade:

- LED festoons linked between posts along length of Upper Esplanade to enhance the visual link. The festoons would run from the first lighting column at the

northern end of Royal Green down to CEFAS at the southern end of the Upper Esplanade with a break at Claremont Pier to form a gateway view framing the Pier from Claremont Road

- Seating blocks, benches and planters - integrate low level lighting within new street furniture to bounce light off paving surfaces to create intimate/quiet spaces
- Texture/colour projections to the paving surfaces at intersections between Royal Plain and Claremont Pier - creating a sense of vibrancy and making visual links along the length
- Demarcate entrances to all adjacent gardens with in ground inset lighting
- Demarcate beach access with in ground inset lighting throughout length of Upper Promenade
- Kensington Gardens at the southern end is a well established garden that may benefit from low level atmospheric lighting which would further enhance the Upper Esplanade

Kensington Gardens has the potential to become a magical night garden. Although it is recognised that this garden may be shut after dark, lighting enhancements along its border with Upper Promenade and views through to the monument could create links with the Upper Promenade and create an important nightscape relationship with other green spaces along the seafront.

6.3.9 Lower Promenade

Current Character of the Lower Promenade

Improvements to lighting on the Lower Promenade should respect the biodiversity of the location, balancing the impact of lighting against the ecology of the beach and cliff and balancing the impact of light pollution against the requirement for improved accessibility and wider use of the beach throughout the year. There is currently minimal lighting along the length of the Lower Promenade and on access routes down from the Upper Promenade. Improvements to general light levels should be well targeted, keeping light levels low and directed to the ground wherever possible to mitigate the impact on 'dark skies'. Using sympathetic

spectrums will minimise ecological impact.

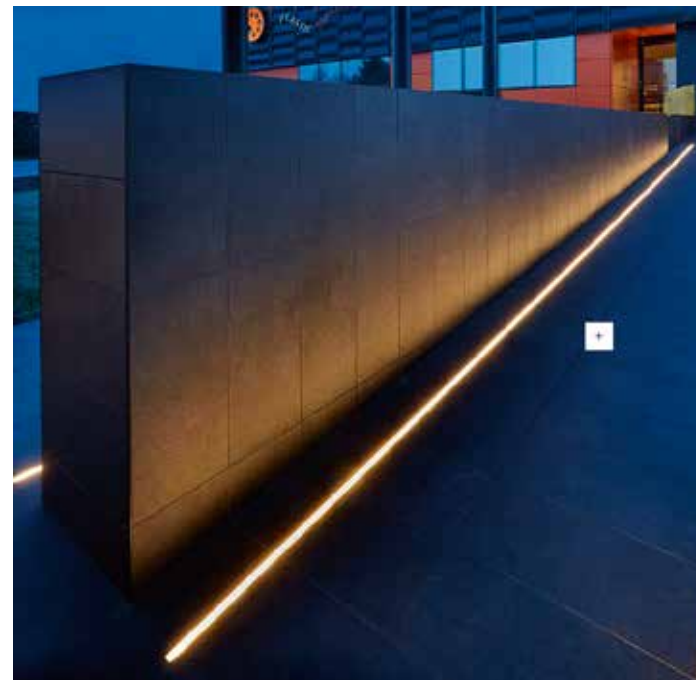
Ideally this lighting scheme should be tapered from a brighter lighting environment at the northern end, tailing off towards Cefas. During the First Light Festival temporary creative event lighting is brought in when the beach is used for a 24-hour period.

Lighting enhancements for the Lower Promenade

Full length of newly surfaced promenade - solar powered dots with integrated solar charging cell used to delineate edges, fitted with 'bat hats' to minimise impact on wildlife flying over such as insects, birds or bats. These dots act as way-finding markers leading the eye along the path and delineating edges without lighting up their surroundings

- Beach huts – each hut could be fitted with short solar powered down light at/near the door to create a friendly 'populated' feel
- Access ramps – in ground LED line could be used as a simple wayfinding device that denotes the angle and length of the ramp
- Access steps – the use of bioluminescent cobbles/blocks as a low/no energy alternative to mark out edges and risers could be explored

Precedent images: use of lighting to animate public spaces



Upper Promenade and Lower Promenade - detailed plans



KEY

Masterplan area boundary

Gobo pattern projection

Vertical Tube Light

Vertical lamp post tube light

Bus Stop dichroic colour filter

Solar low level post lighting

Spot lighting (monuments)

Solar Eye in ground with bat hat

Architectural building lighting

In ground tree light

In ground focussed uplight

Festoon type 1

Festoon type 2

Linear LED

In Ground Pattern / Linear LED

Green lamp post replacement

Constellation In Ground

Star Ceiling Royal Plain

Water feature lighting

- All buildings along the Lower Promenade - improved lighting onto frontages and entrances could be installed with beams targeted to ground or tightly trimmed to architecture to avoid unnecessary light spill
- Boardwalk - visibility from Upper Esplanade would be enhanced by integrating LED line into/under structure to pick out its shape with a minimal glow



Precedent images: use of lighting to animate specific features of public spaces

6.3.10 Green Link

Section 5 of this report suggest ways in which better green links can be developed across the study area.

Current Character of the Green Link

The green link starts at Kirkley Rise car park to the south. The path continues north along what was previously a railway line where there is good tree coverage. The route then passes under a brick-built railway tunnel and continues past the coach and lorry car park, crossing the A12 and continuing via South Quay to the Bascule Bridge.

A distinctive lighting treatment could help to establish the identity of this route. Improved 'readability' of the cycle path would encourage use after dark, leading to better wayfinding and a sense of safety for cyclists and pedestrians along the length of the route. Lighting improvements may be required at links and intersections with the A12. The current lamp posts could be updated as part of the strategy and could help to establish a clear identity. Currently the railway tunnel is lit from lamp posts on either side which is inefficient and lacks distinctive character. An ecological impact study of tunnel lighting would be recommended to address the issue of bats and roosting birds.

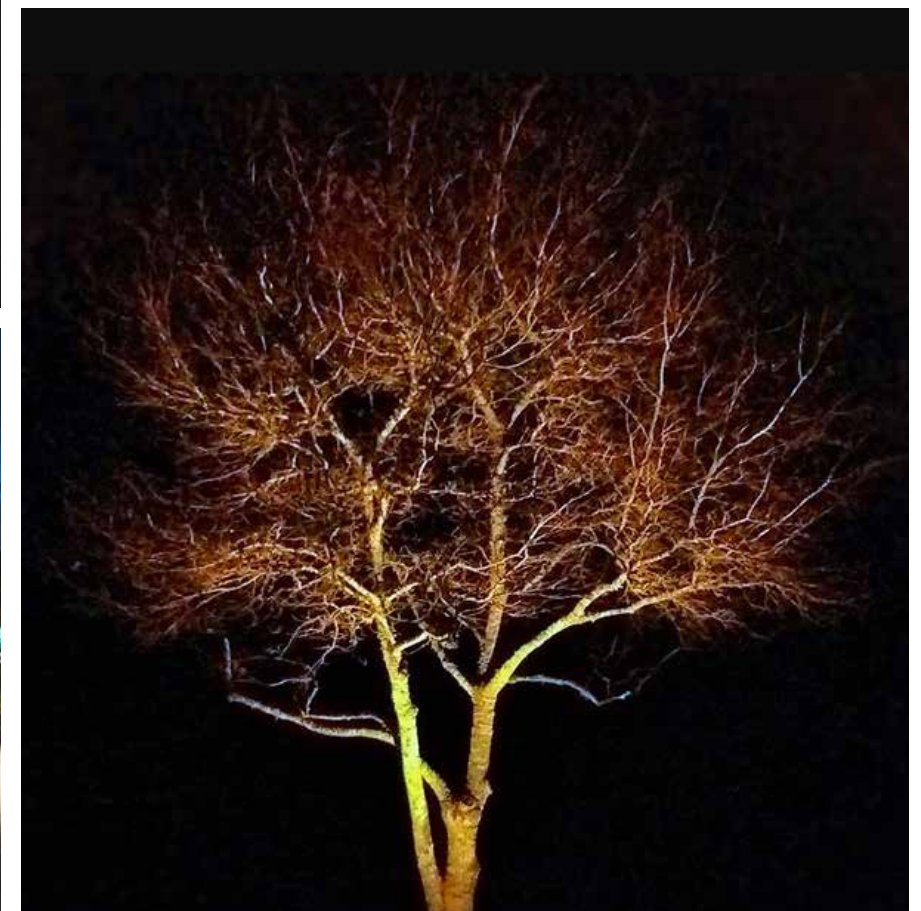
Lighting enhancements for the Green Link

- Minimize ecological impact - solar powered dots with integrated solar charging cell could be used to delineate edges of tree canopies. These would be fitted with 'bat hats' to minimise the impact on wildlife (insects, birds or bats). The solar powered dots act as way-finding markers leading the eye along the path and delineate edges without lighting up their surroundings
- Solar powered wooden short poles with integrated solar charging cell could be used for further delineation in new planting areas to pick out specific textures and colours
- Light poles – replace current lamp posts along length of railway line and along path at coach and lorry park with new wooden design. The light output would be equivalent to current standards and the style of the fixture could offer a

distinctive quality to create a unique visual identity for the green link whilst aesthetically blending throughout the woodland areas

- Railway bridge - create a more distinctive lit feature by lighting the tunnel internally, using unobtrusive low level LED fixtures retained in anti vandal enclosures. Patterned perforation in the enclosures would add dimension to the light output and pick up brick textures. This lighting would be uniform, with no light spill outside the tunnel
- Light newly planted trees along the route including those at the intersection with Bascule Bridge to enhance wayfinding
- Explore the potential to combine gobo/texture projection on the ground with tree lighting to enhance wayfinding at each end of the route

Precedent images: use of lighting in green spaces



Historic Railway Green Link and Car Parks - detailed plans lighting



KEY

Masterplan area boundary

Gobo pattern projection

Vertical Tube Light

Vertical lamp post tube light

Bus Stop dichroic colour filter

Solar low level post lighting

Spot lighting (monuments)

Solar Eye in ground with bat hat

Architectural building lighting

In ground tree light

In ground focussed uplight

Festoon type 1

Festoon type 2

Linear LED

In Ground Pattern / Linear LED

Green lamp post replacement

Constellation In Ground

Star Ceiling Royal Plain

Water feature lighting

Glossary

Catenary: a method of mounting lighting using structural cables to suspend lights, rather than mounting them on poles, walls, or other fixed structures.

Gobo: a method of projecting shapes using a partial screen placed in front of a spotlight.

In-ground/inset lighting blocks: lights which are recessed into or are flush with the paving surface

Luminaires: a lighting unit

Solar Eye: in ground solar powered light with an integral charging cell. Bat Hats can be fitted to these units minimize disruption to overflying wildlife.

Swag lighting: short sections of festoon lighting joining upright poles or columns to create a informal decorative effect around seating areas

6.4 PLAY STRATEGY

6.4.1 Policy context

Outdoor play is an essential ingredient of a happy and healthy childhood and its importance is enshrined in international conventions on children's rights. The benefits of outdoor play to children's health and wellbeing and emotional and social development are well-researched. By creating welcoming, stimulating and enjoyable places to play, public places can make a real difference to children's lives and build more cohesive communities.

Play is an obvious consideration for the masterplan area. The promenades, piers and especially the beaches offer multiple opportunities for children (and adults) to engage playfully with the environment. This engagement can be formally organised (e.g. at formal playgrounds and outdoor gyms) but also can be presented as an informal opportunity.

It is generally recognised that children and young people see the whole of their environment as a potential playground. The street outside their front door, high streets, public squares and shopping areas have long been popular places for children and young people to meet up and socialise.

Successful public places have 'playability' built into them; seats, public art, water features and surfaces with different textures and patterns all offer opportunities for play. By building this principle into design from the outset, more diverse use of public places can be encouraged and a greater range of benefits will result for children and adults alike. These benefits can include:



6.4.1.1 Physical activity

There is strong evidence that access to good play opportunities helps to improve levels of physical activity and address childhood obesity. Studies persistently show that children who play outdoors are more physically active and that outdoor play facilities help to raise activity levels. Childhood obesity rates within Lowestoft are higher than the average for Suffolk as a whole and encouraging greater levels of activity will address this pressing issue.

6.4.1.2 Learning and emotional development

Positive play experiences have been shown to support enhancements in academic skills, attitudes and behaviours and to improve social skills, social relations between different ethnic groups and better adjustment to school life. Evidence also shows that access to natural environments is linked to healthy development, wellbeing and positive environmental attitudes and values.

6.4.1.3 Mental health

The mental health benefits of outdoor play are well-researched. The 2012 annual report of the Chief Medical Officer states that 'by exposing young people to low doses of challenge in safe and supportive environments, we strengthen their ability to act effectively in later life'. The mental health impacts of the Covid 19 pandemic on young people are well-researched. Encouraging greater use of the public realm can help to address this.

6.4.1.4 Community and family benefits

In mixed and diverse communities, play opportunities provide a focus for building cohesive, socially inclusive neighbourhoods. Studies of mixed income communities show that most mixing across social groups takes place between children. Children provide common ground and shared interest between people in different tenures. People with children have a high stake in the cohesiveness of a neighbourhood and the quality of its services.

6.4.2 Current provision

Currently, play provision within the masterplan area falls within two categories:

Formal play provision: traditional playgrounds offering a range of defined, equipment-based play experiences. Within the masterplan area, these offers are provided at a single Local Equipped Area Playground site:

- Royal Green Playground: a playground offering a range of swings and combination play offers on an open site with coloured wetpour safety surfacing

Informal play offers throughout the masterplan area: by far and away the biggest and most popular recreation resource as well as open space within Lowestoft is the seafront area (the Upper Esplanade, Lower Promenade and Beach). Although these are focused on the provision of leisure and tourism offers for the 1.2 million people who visit Lowestoft every year, they are also extremely popular with and well used by local people. Many of the seafront's offers are focused on activities for families and children including the many forms of active, play focused recreation associated with beach resorts.

6.4.3 Best practice considerations

Best practice guidance on play space design and provision proposes a landscape-led approach to the provision of robust, flexible, inclusive spaces and features that are attractive to children and families of all ages. The following 10 principles for designing successful play spaces could be adopted across the masterplan area. Play interventions should:

- Be designed for the specific site
- Be well-located

- Make use of natural elements
- Provide a range of play experiences
- Be accessible to both disabled and non-disabled
- Meet community needs
- Allow children of different ages to play together
- Build opportunities to experience risks and challenges
- Be sustainable and appropriately maintained
- Allow for change and evolution

Engagement and participation play a key role in ensuring that play facilities meet community needs. This is best achieved through 'co-creation'. Direct engagement with young people in meaningful ways is crucial in informing the design and location of play facilities.

If successful design for play is not simply a matter of selecting equipment from a catalogue, the assessment of risk is also not a matter of compliance with equipment standards. Risk Benefit Analysis (RBA) developed by Play England is a tool that supports a balanced approach to risk management. Design for Play (Play Scotland: 2014) sets out a best practice approach to procurement and maintenance that will underpin a landscape-led approach to play design.



6.4.4 Recommendations for play provision

The masterplan area offers opportunities for the provision of a variety of formal and informal play opportunities to capitalise on the 'playful' nature of the traditional seaside experience.

These opportunities should extend to adults as well as children to include offers such as outdoor exercise. Running and cycling are already popular activities and these could be developed further (e.g. through extending bike hire facilities).

The following opportunities to extend the play offer could be adopted within the masterplan area:

- The incorporation of 'playability' into the public realm wherever possible; playability should be adopted as a principal driver for public realm elements within the seafront area
- A greater emphasis on adventurous facilities that are likely to engage a broader age range of children and teenagers
- Raising the public profile of play through programmed events and activities, linked to promotional activities for public health (including the use of social media and apps)
- The creation of one flagship inclusive play space to Local Equipped Area Playground standard, designed with input from children and families with a range of abilities and disabilities
- The creation of temporary play streets on the east-west connector streets (Wellington Road, Claremont Road and Cliff Road)
- The implementation of the green gym programme along the seafront and on South Pier
- The extension of cycle-hire facilities to encourage family cycling
- The incorporation of playability into the restored fountains at Royal Plain



6.5 SUSTAINABILITY STRATEGY

6.5.1 Strategic context

In 2017, ESC adopted its Environmental Policy 2017-2023. The policy identifies the following strategic priorities:

Enabling Communities:

- Empowering resource efficient, environmentally active communities that are prepared for environmental change
- Facilitating the provision of mechanisms for the adoption of 'green behaviours' by the people who live in, work in and visit East Suffolk
- Providing support and opportunities to share environmental knowledge and enable community environmental action, Economic Growth and Financial Self-sufficiency

Economic Growth:

- Providing assistance to local businesses, empowering them to enhance competitiveness through strong environmental management and increased corporate social responsibility
- Increasing the ability of our local businesses and supply chains to adapt to environmental change
- Enabling organisations to unlock the full potential of East Suffolk whilst protecting and enhancing our natural environment

Financial self-sufficiency

- Aspiring to be the exemplar in efficient and responsible use of natural resources
- Seeking to future proof and maximise environmental benefits through processes of development, refurbishment and rebuilds
- Managing open spaces to maximise biodiversity opportunities

In 2019, the Council adopted a policy to further develop 'its positive work on environmental issues to help fight climate change'.

It has joined other local authorities in recognising the fact that there is a climate emergency and committed itself to doing more to reduce its own carbon emissions and to encourage communities to help fight climate change. This will be achieved by the Council:

- Commissioning an independent review of its progress to-date identifying opportunities for further work to reduce carbon emissions which will feed into the development of a new Climate Action Plan that will help it to monitor progress towards meeting this challenging new target
- Setting a new cross-party member Environment Task Group to consider the results of that independent review and to recommend future priorities for action on climate change, building on the progress that has already been achieved
- Continuing to work with its partners across the county to ensure a coordinated approach, joint working in areas where it can deliver more by working together and to ensure a strong voice to influence and encourage others to act

The materiality and sustainability strategy for the HSHAZ masterplan will reinforce these strategic commitments

6.5.2 Elements of the materiality and sustainability strategy

The sustainability strategy for the masterplan area can express the principles set out in the Council's environmental policy in a number of ways.

6.5.2.1 Green energy commitment

The Council is already supporting the production of green energy through its support for the offshore wind generation sector. This can be reinforced onshore through the Council's supply chains so that it:

- Supports low carbon suppliers
- Uses energy-efficient and carbon-passive technologies for new and existing infrastructure (including assessing the energy generation potential of all projects, including the public realm)
- Ensures lower and more efficient energy use

- These measures can reduce the carbon embodied within the built environment and its management

6.5.2.2 Circular economy commitment

The circular economy concept is driven by three design-led principles:

- The elimination of waste and pollution
- Keeping products and materials in use
- Regenerating natural systems

The circular economy objective is to enable economies and societies in general to become more autonomous and sustainable and to factor into decision-making, limitations on the supply of environmental resources.

Within the masterplan area, these principles can be expressed through:

- Use of the supply chain to reduce embodied carbon within materials (using local materials as far as possible)
- Reducing waste and increase re-use of materials
- Maximising the use of land for carbon capture
- Promoting biodiversity and habitat connectivity
- Ensuring better water management and usage
- Eliminating the use of single-use plastics

6.5.2.3 Low emission commitment

The masterplan can support an objective of reducing emissions from transport to reduce the carbon cost from transport and ensure clean air by:

- Providing the infrastructure to support a modal shift from vehicles to active forms of travel
- The provision of infrastructure to support zero emission modes of transport

- An extensive programme of tree planting to improve air quality and address issues of urban warming



7.0 QUICK WINS

The Council have recently been awarded £24.9 million of funding from central government through the Towns Fund, with over £2 million earmarked for seafront projects. The recommendations in this masterplan for priority projects will need to be worked up with further design work and go through further rounds of public consultation. The £2 million will act as seed funding to be able to deliver some of these exciting plans over the next 5 years.

The following 'quick wins' ideas could be delivered by the Council and others to generate that energy. These proposals have been developed by following an assessment of four criteria:

- technical difficulty; how difficult is it to implement a proposal
- cost; how expensive is a proposal. A larger number of inexpensive proposals could deliver more benefit than one large proposal
- need; is there an identifiable need for a proposal and will it bring a benefit
- speed of delivery; can the proposal be implemented within the target timetable

Environmental improvements on London Road South and east-west routes

London Road South is very car-dominated and local business owners have identified traffic as a negative factor affecting their businesses. One of the objectives of the project is to encourage greater dwell-time on London Road South and to enhance connectivity to the seafront.

A programme of tree planting along London Road South and linking east-west routes would provide a greener and more pleasant environment, provide shade and address issues of air pollution.

In parallel, improvements could be made to the street environment through the provision of rain gardens (forming part of a sustainable urban drainage system) and 'parklets' positioned close to food outlets. These interventions would form a green barrier between pedestrians and cars and opportunities for people to sit and socialise.



Street tree planting



Rain garden installations

Pop up shops

In 2019, the vacancy rate on London Road South was 14%, which is lower than the average for Lowestoft as a whole but still higher than the average for large towns in England. Vacant shops lend an air of dereliction and undermine the overall quality of shopping streets. Bringing shops back into use on a temporary basis can support the overall quality of experience of a shopping street.

Offering spaces on a temporary basis on reduced rents (negotiated with landlords) can encourage new start-up business that will support the local economy. Pop



Precedent for Pop up shop

up and temporary uses can include non-commercial activities such as exhibitions, information points and the provision of space for events and community activities.

A number of pop up programmes have already been experimented with across Lowestoft and a similar programme should be developed for London Road South.

Wayfinding and information

A key objective of the masterplan is to encourage movement between the seafront, London Road South and the main car parks on the western edge of the masterplan area. Improved wayfinding will help visitors to find their way around and will support the development of a more pedestrian and cycle friendly town by making important routes more navigable. Good signage infrastructure has recently been installed across Lowestoft. This can be retro-fitted with new signage 'fingers' and information board content that use the Council's place branding and are clearly legible for people with sight impairment.

In addition to conventional signage and wayfinding installations, digital options can be developed to give visitors access to a significantly larger set of data online. This could include information about events and provide access to specific aspects of Lowestoft's history and specific places within the town.



Signage options

Social spaces

Consultation has revealed that people in Lowestoft have an appetite for re-kindling social ties in outdoor spaces. People we've spoken to understand the value of their external spaces to their mental and physical health and wellbeing. The current infrastructure along the Upper Promenade does not lend itself to this form of interaction. The installation of new infrastructure that could support this interaction and year-round/day-night use could form part of a quick wins programme. Initiatives could include the installation of seating specifically designed for social interaction and the provision of temporary shade/weather sales to provide rest point and shelter from the elements.

Social spaces could be created in the context of specific events and initiatives. The beach front car parks are lightly used in winter and could provide temporary venues for street sports such as street hockey. Consultees in Lowestoft advised us of a need for good quality skateboarding and roller-skating facilities. Car parks could also accommodate temporary skateboard installations. If successful, a site could be



Use of spaces for temporary skateboarding facilities

found for a permanent skateboarding facility within the masterplan area that could bring new younger audiences to the seafront area.

Active travel

A key component of the masterplan is a shift from car use to active travel. The masterplan considers ways in which improvements to infrastructure can support this process. These include the provision of a number of mobility hubs along London Road South. Some of these initiatives could be delivered as quick wins to support the sense that Lowestoft is embracing the change that will result from the construction of the third crossing.

Although Lowestoft has a network of cycle routes, these are not designed to the best current standards. In London Road South, road design favours cars to the detriment of cyclists (especially those returning to cycling or taking it up for the first time). The masterplan proposes improvements to road layouts to encourage greater uptake of cycling.

This could be reinforced by extending the current cycle hire offer at Lowestoft Station. A more extensive cycle (and scooter) hire project could include more drop off and pick up points across the masterplan area.

Effective wayfinding and information points (discussed above) are essential to the adoption of active travel options by a greater proportion of visitors and residents.



Play streets and cycle hubs



Events

Events held locally by the vast range of local providers help to deliver an inclusive and entertaining offering for local people and visitors and shows the importance of events in re-defining the town's sense of place.

This has been strengthened by the town first Cultural Strategy and is reinforced by the masterplan with recommendations to improve the public realm to support day/night and year-round uses, building on the positive energy generated by these initiatives.

Public art installations

The public art strategy included in this masterplan suggests that the division between permanent and temporary artworks is an artificial one.

The masterplan proposes a variety of themed public art interventions across

the masterplan area. A programme of temporary public art works could be implemented over a period of a number of years to add vibrancy to the seafront, London Road South, the key connecting streets and the built environment, which collectively provide a variety of opportunities to present work in a variety of media.



Events and public art installations

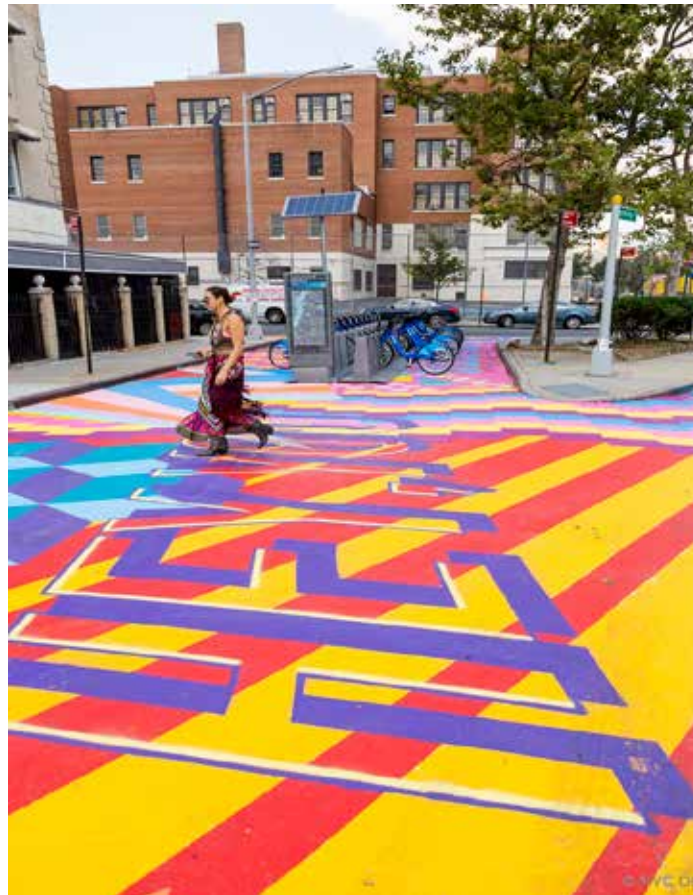


The temporary artwork installed at the First Light Festival is one example of how the public welcome art installations, as well as other seaside towns which have demonstrated the positive use of art.

Building social capital

As communities emerge from Covid 19, an appetite for greater levels of social interaction in social spaces has become apparent. Consultation carried out in the course of developing the masterplan has uncovered an aspiration for people to rekindle their social ties in public places and this has informed the design process at every level from the design of benches to creation of new green spaces.

The quick-win initiatives outlined above will maximise the use of internal and external spaces to generate positive economic and social outcomes for the masterplan area and for Lowestoft as a whole.



Social spaces precedents



8.0 10-YEAR PHASING PLAN

IMPLEMENTATION

In common with other regeneration initiatives across Lowestoft, the High Street Heritage Action Zone and Seafront Masterplan will be implemented by the Lowestoft Place Board, supported by ESC. The masterplan will be delivered in the context of generic and specific policies within the Waveney Local Plan, the emerging Lowestoft Local Plan, the south Lowestoft and Kirkley Conservation Area Appraisal and other strategic documents described in Section 2.

The projects that can provide the greatest immediate impact and that complement existing projects are:

- Proposals for Royal Plain, South Pier and Royal Green; these proposals will support the existing initiative to refurbish East Point Pavilion
- Claremont Road/Claremont Pier; these proposals will develop the potential of the principal hub of activity in the masterplan area and support changes initiated by the new owners of Claremont Pier
- Improving the quality of east-west connector streets; forging more effective links between London Road South and the Upper Promenade through landscape, lighting and public art interventions that will support the economy of the local shopping centre
- Improving the quality of the environment on London Road South; providing a better experience for pedestrian shoppers and cyclists and reducing the impact of traffic will make London Road South a more user-friendly place
- Environmental enhancements throughout the masterplan area; enhancing biodiversity connectivity and greening in general will contribute to a strong new sense of identity for south Lowestoft

The Town Fund monies will act as seed funding to be able to deliver some of these exciting plans in the masterplan over the next 5 years. The priority projects will need to be work up with further design work and go through further rounds of public consultation.

	Short (18 months)	Medium (18 months-5 years)	Long (5-10 years)
Belvedere Road and South Quay Wharf			
Implementation of South Quay mini park including tree planting			
Road crossing improvements - Belvedere Road/Pier Terrace			
Segregated cycle route along Belvedere Road to Bascule Bridge			
Connection to Historic Railway Green Link			
Royal Plain			
Enhancements to fountains			
Tree and ground plain planting			
Re-paving with high quality paving			
Surfacing changes to clarify pedestrain and cycling routes, enhance accessibility and reduce fragmentation of the space by roadways			
Signage and interpretation			
Public realm measures to complement East Point Pavilion project			
New social seating			
New lighting scheme			
Public art initiatives			
South Pier			
New public art installation			
Enhancements to surfacing			
New social seating including viewing platforms			
New signage and interpretation			
Public art initiatives			
Lighting initiatives			
Installation of pop-up power and water point			
Installation of outdoor gym equipment			
Screening to back of family entertainment			
Royal Green			
Re-location of mini golf to provide enhanced access to south façade of East Point Pavilion			
Installation of biodiverse edges to provide visual enhancement and biodiversity connectivity			
Installation of shade sails			
Installation of reinforced grass area for events			
Extension and softening of playground			
New social seating			

Installation of outdoor gym equipment			
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Claremont Pier/Claremont Road and east-west connector streets

Re-paving of public realm fronting Claremont Pier to include measures to address clashes between uses			
Widening of Claremont Road to provide space for markets and small events			
Installation of pop-up power and water point			
New ramp and walkway combination to provide access to Claremont Pier			
Re-purposing of proportion of Claremont Pier Car Park to provide continuous green connectivity along seafront			
Restoration of Wellington Gardens			
New tree planting along connector streets			
Road design changes to prioritise pedestrians and cyclists on east-west connector streets			
Rain garden and parklet installations along connector streets to enhance connectivity with London Road South			
Public art interventions to enhance connectivity between Upper Esplanade and London Road South			
Lighting interventions to enhance connectivity between Upper Esplanade and London Road South			
New social seating			
Installation of shade sails			
Re-provision of crazy golf/adventure golf to the south of the Thatch			
New play provision			
Installation of outdoor gym equipment			

London Road South

Restoration of shop fronts			
Pop up shop programme			
Road design enhancements to provide segregated cycle route on London Road South			
Road design enhancements to favour pedestrians and cyclists on east-west routes			
Enhanced signage to encourage use of Kirkley Rise and Belvedere Road car parks			
Mobility hub developments			
Rain garden/parklet implementation programme			
New social seating			
Lighting initiatives			
Public art initiatives			
Improvements to surfacing			
Lighting initiatives to unify the space			
Public art initiatives to provide a unifying narrative for the space			
Improvements to surfacing			
Measures to reduce clashes between cyclists and pedestrian users (e.g. rumble strips)			
New social seating			
Shade sail installation			
Green gym installation			

New boundary wall along Kirkely Cliff edge			
Enhanced interface between Upper Esplanade and Kensington Gardens			
Enhanced signage, interpretation and wayfinding			
Pop-events and retail opportunities in shelters			
Funicular railway/lift to connect Upper Esplanade to Lower Promenade			

Lower Promenade and Beach

Provision of new 'build outs' to widen Lower Promenade and provide opportunities for business and wider access to the beach			
Improvements to surfacing			
Lighting installations			
Public art installations			
Enhancement of Kirkely Cliff biodiversity area and beach dunes			
Provision of new play facilities on the beach			
Provision of new storage space for First Light Festival and public realm maintenance			
Partial removal of the boundary wall			

CEFAS and seafront gateway south

Provision of new pedestrian route through CEFAS greenspace			
Re-direction of cycle route through CEFAS greenspace			
Land art intervention in seafront gateway south			
Related public art interventions			
Provision of location-specific biodiversity planting			
New social seating			
New shade sails			
New picnic benches/area			
Retention of space for winter tobogganing			

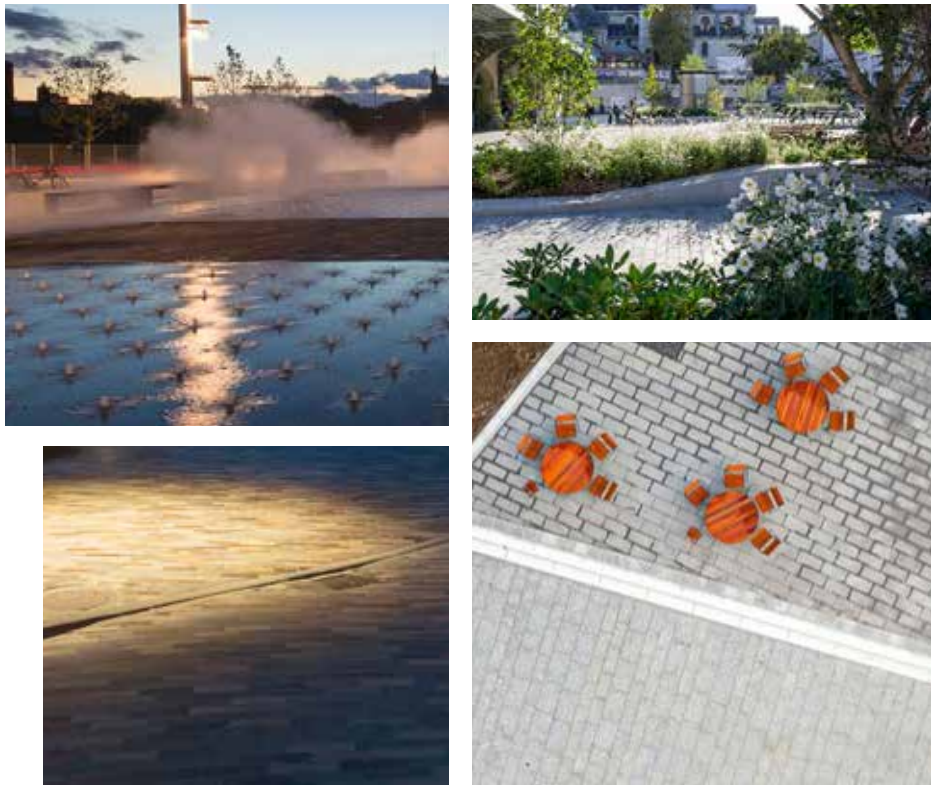
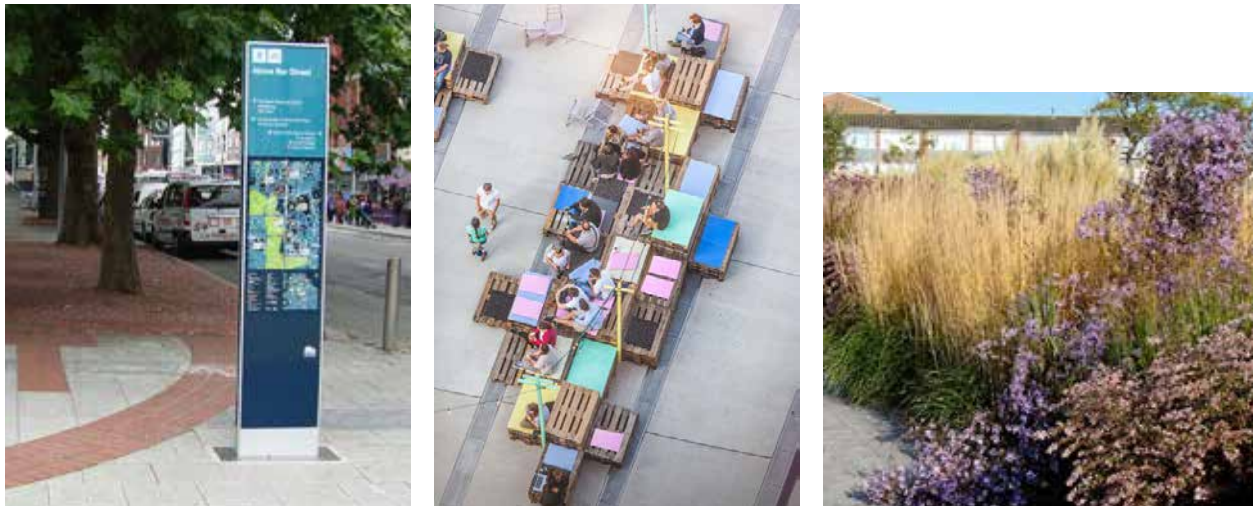
Historic Railway Link and car parks

Enhancement and extension of Beccles to Lowestoft railway 'lowline' cycle route			
Extension of cycle hire scheme to car parks			
Implementation of 'park and stride' scheme from Oulton Broad South			
Implementation of new parking charging regime to favour use of remote car parks			
Softening /greening of car parks			
Enhanced access to Belvedere Road car park from the north			
Enhanced access to Kirkley Rise car park from the south			
Tree planting and rain gardens on Clifton Road to enhance visual quality and provide environmental enhancements			
Public realm design to provide better connectivity between Kirkley Rise and Belvedere Road car parks and seafront			
Enhanced signage			
Lighting initiatives			

9.0 MATERIALS

The implementation of the masterplan will involve the use of a variety of materials ranging from paving to planting but including street furniture, lighting and public art. Previous sections of the report describe how different materials could be used at different locations across the masterplan area. These materials will be carefully selected to reflect the character of south Lowestoft and deliver the overall objectives of the masterplan, by creating exciting contemporary public places that can encourage a variety of uses. The following pages show some of the materials that could be appropriate for each of the character areas described in the study.

ROYAL PLAIN



Materials precedents: signage, informal seating, native planting beds, water feature, high quality paving



SOUTH PIER



Materials precedents: viewing platform, outdoor gym / flexible seating, alfresco seating, glazed wall, resin bound paving, timber slat fencing for storage screening

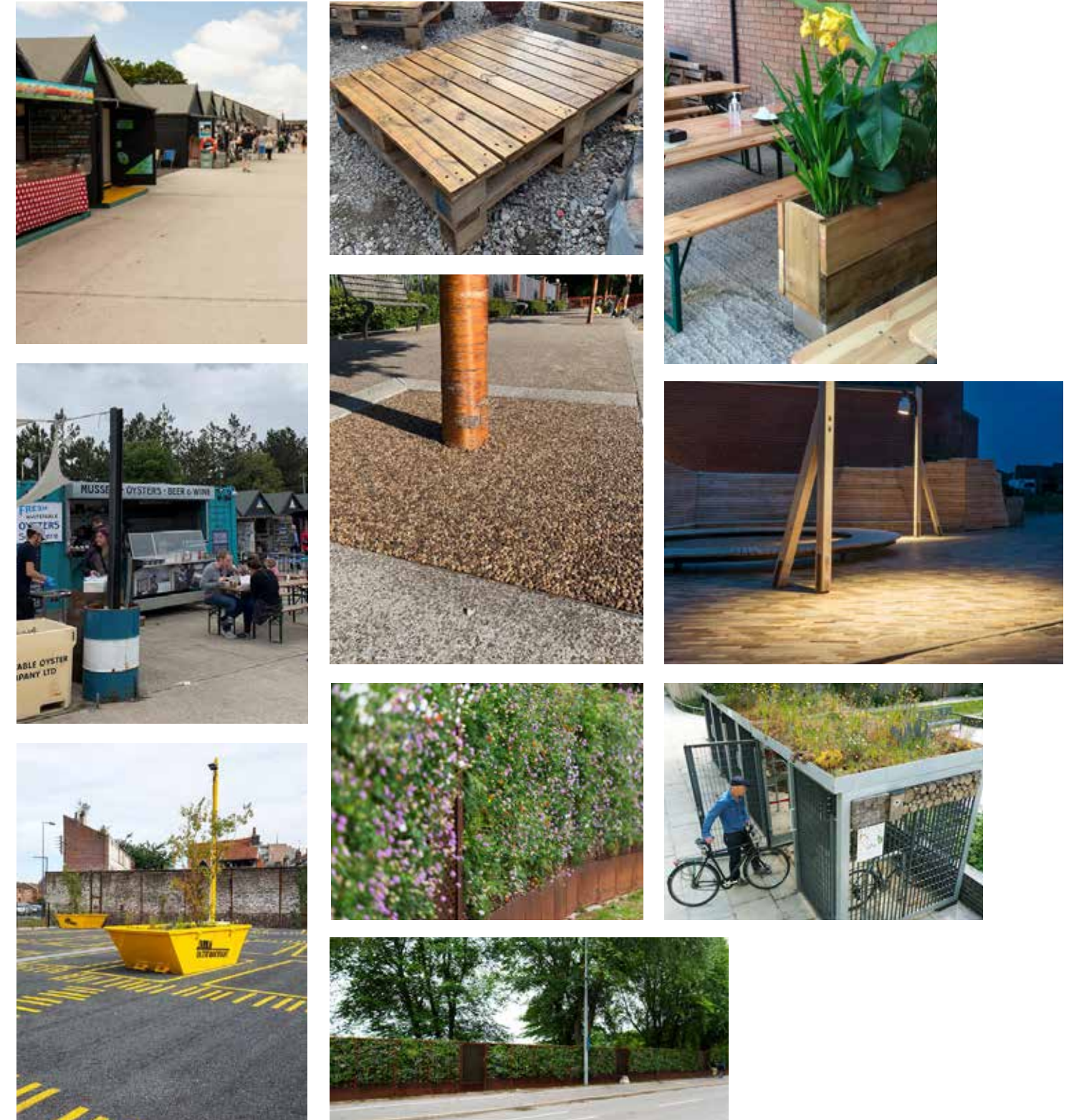


ROYAL GREEN



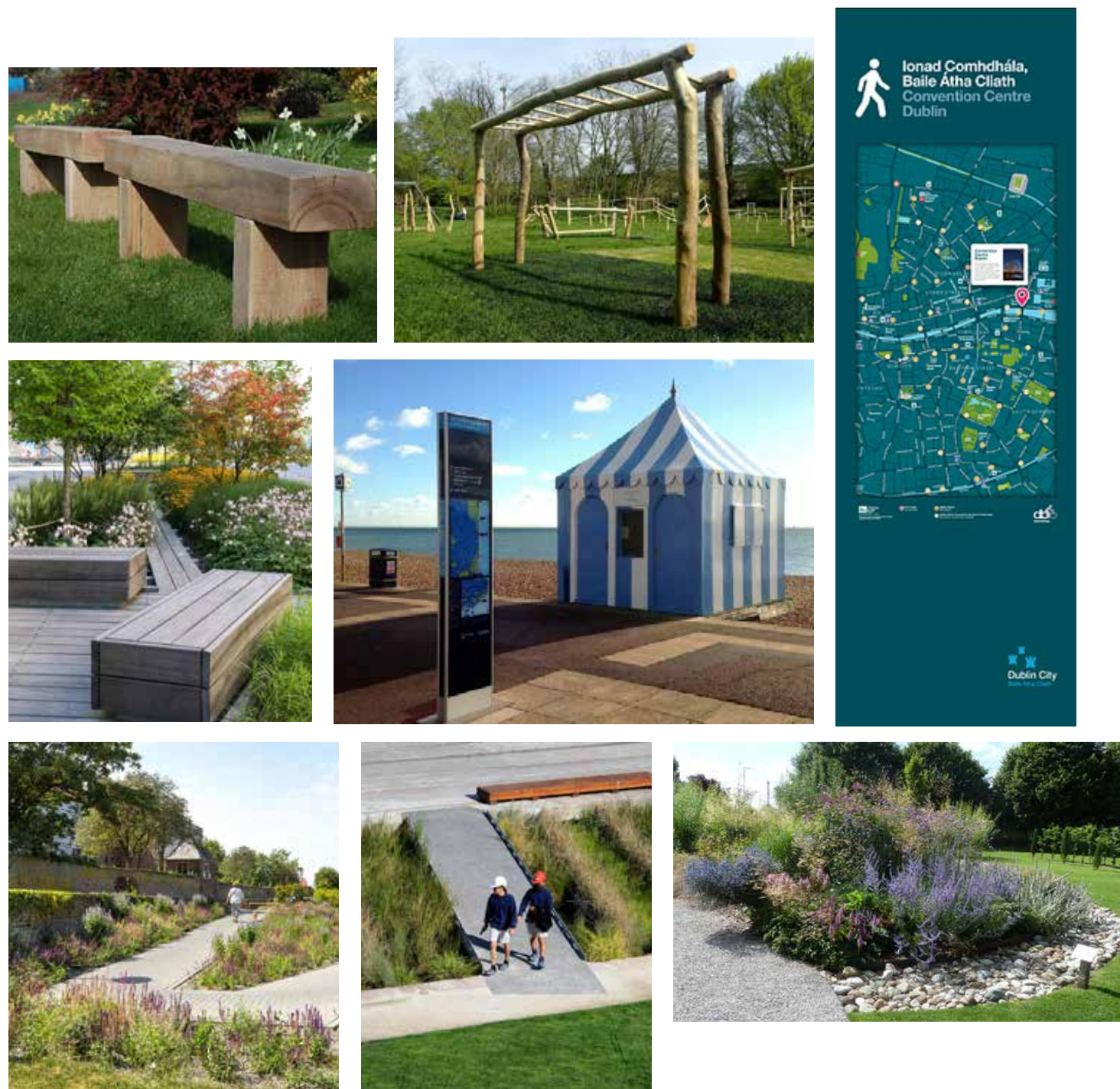
Materials precedents alfresco seating, native planting, events infrastructure, shade sails, outdoor gym/play

BELVEDERE ROAD AND SOUTH QUAY WHARF

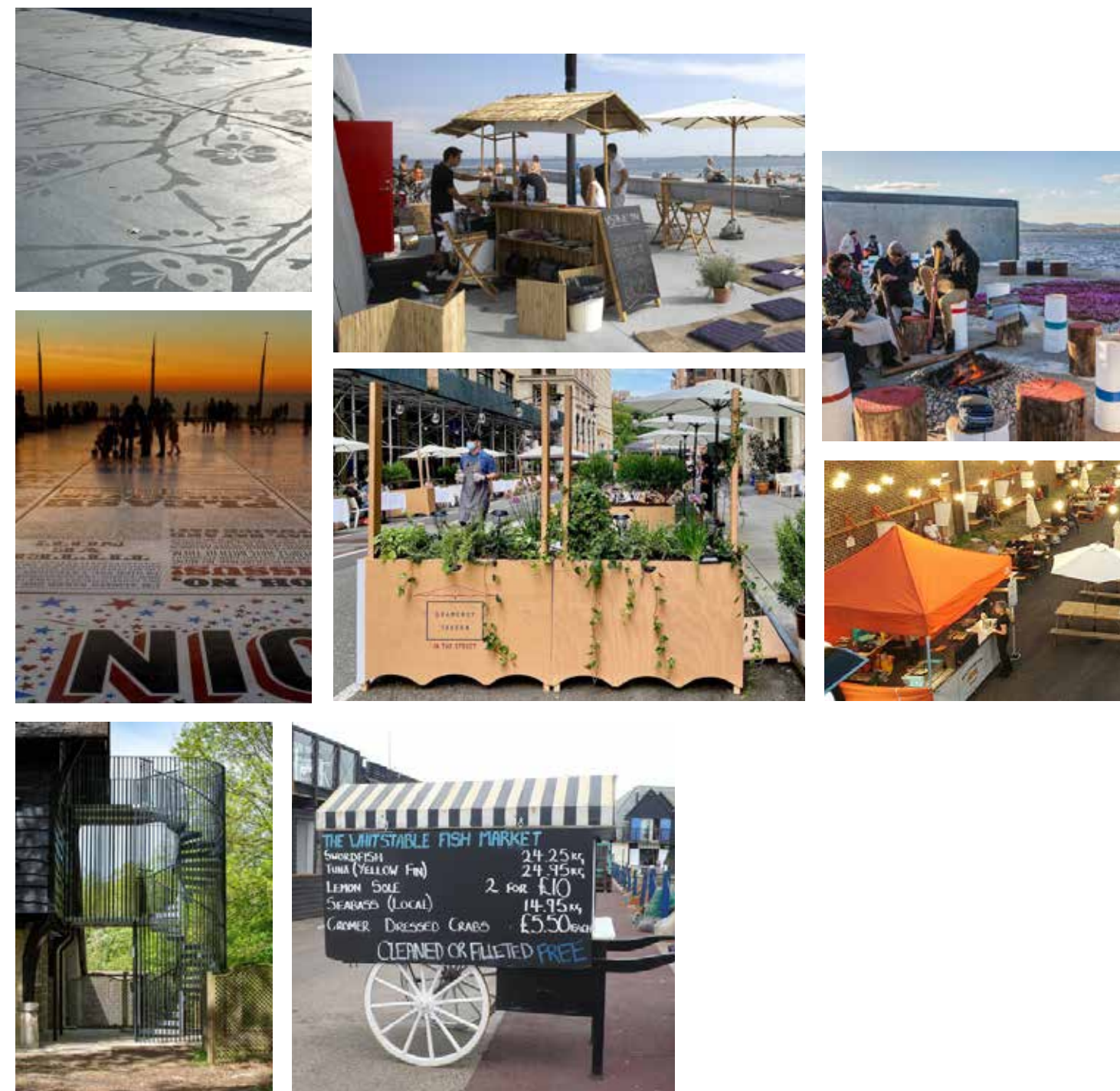


Materials precedents paving, recycled materials, tree pit, boundary treatment along ABP area, commercial car park greening, cycle hub (Belvedere car park)

CLAREMONT ROAD / CLAREMONT PIER AND GARDENS

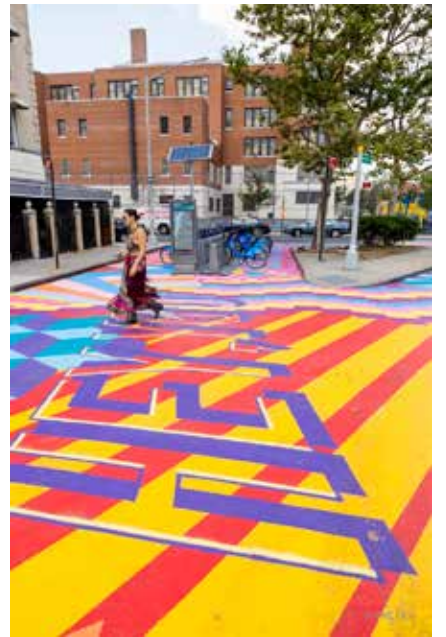


Precedents for outdoor gym equipment and furniture, signage, planting and access



Precedents for paving, alfresco areas, food stalls and access (Claremont Pier terrace)

LONDON ROAD SOUTH AND CONNECTOR STREETS



Precedents for tree planting and rain gardens, bike racks and lighting

Precedents for wayfinding, parklet, food stall, paving including special surfaces and markings

UPPER PROMENADE AND LOWER PROMENADE



Precedents for paving, street furniture including signage, planting and external lift

CEFAS / PAKEFIELD GATEWAY PARK



Precedents for events infrastructure, planting, SuDS, sculptural seats, natural play

HISTORIC RAILWAY GREEN LINK



Precedents for container style planters, cycle hub cabinet, habitat features, resin bound paving (shared cycle / footpath), mobile skate park, softening of existing car park (Kirkley Rise)

APPENDIX 1 PUBLIC ART COMMISSIONING AND DELIVERY

COMMISSIONING

A well-structured commissioning process is essential to the implementation of a successful public art programme. The process also serves to embed public art in parallel regeneration and cultural strategy initiatives.

Seek specialist advice. Freelance consultants can provide their expertise and can be retained to advise during the development and implementation of, in particular, more complex and involved projects.

All successful public art projects have been developed in consultation with partners and stakeholders, including the people directly affected by the work. Partners may help fund projects, provide other resources or support and can create awareness among a wider constituency.

It is important to take time at the early stages to consider the potential offered by the context of a site and the purpose for the project. This should take in the physical aspects of the site as well as the character of the community and the expectations and aspirations of residents and project partners. Partnerships with others should be explored where there are common interests and to share the cost and management, as well as the benefits. This can help in giving the project focus and will also extend its scope, ownership and return.

There is recognised evidence of benefit to support the inclusion of cultural projects within a wider mix of regeneration measures. Destination consultants Locum state in some of their research that “cultural projects can be among the most powerful means of reinforcing local and regional identity” and that their real value is the extent to which they can help to build a sense of place.

It is therefore “unhelpful to try to justify the arts as some kind of special case, different from all other spending priorities and subject to unique criteria”, as a report commissioned by DCMS in England concluded. The value of art projects should be measured in the longer term, for their contribution to sustainable and community focussed regeneration.

PLANNING

The process of commissioning artists and managing creative projects needs an inclusive, multi-disciplinary approach and may well involve engagement with different interest groups and a variety of professional expertise. It may be helpful



to seek specialist advice at crucial stages of the project development and make sure all options are explored and assessed, in particular where there are ambitions for a longer-term approach with multiple partnerships and complex circumstances.

A properly structured project would include the following phases:

Phase 1

Project definition

- assess the opportunities
- define scope of the project in all its elements
- secure and ring-fence the budget
- establish the project partnerships and Steering Group
- set out clear objectives for mutual understanding
- establish evaluation criteria

Phase 2

Artist selection

- finalise the project brief
- advertise the opportunity if required, or

- research a long-list of artists
- establish a short list
- manage the selection interview
- confirm the artist's appointment and agree contracts

Phase 3

Artist design and development phase

- manage the process of the artist developing detailed proposals in association with all partners
- facilitate community engagement through workshops, or other appropriate means
- review detailed proposals with the Steering Group and community
- fully assess feasibility and other relevant impact

Phase 4

Implementation

- manage commissioning process to completion of works through regular client meetings with the artist or artists
- monitor and evaluate detailed design and workshop processes
- oversee community participation and workshops where appropriate
- provide administrative support and contractual and financial management
- establish site visits prior to and following installation
- agree snagging, hand over and certified completion
- establish maintenance agreement and licences
- unveiling event, publication, PR



DELIVERY

Attention to detail is required and each project should be initiated by a Brief to Artists. The Brief will become part of the contractual arrangement between the commissioners and the artist and should contain information on:

- Background to the commission
- Historical, social and geographical make-up of the location for the project
- Ambition and expectations
- Constraints and limitations (e.g. ground conditions, access issues, site dimensions etc.)
- Relevant social and cultural constraints and opportunities
- Fees and budget
- Programme and process
- Partnerships

For larger projects it is important to establish a Steering Group, comprising representatives from all parties concerned with the project, including the community.

SELECTION

Open and transparent selection processes are strongly recommended, as used by all reputable commissioners. These would also fulfil the criteria of an open tendering process and generally fall into one of three approaches:

- i. Open selection/competition
- ii. Limited selection/competition
- iii. Direct invitation

Criteria for assessment of the artists include:

- Quality of previous work and track record
- Ability to respond to the aims and objectives of the project
- Suitability of proposed approach understanding of the social, environmental and commercial context of each project
- Ability to involve others and work inclusively
- Ability to communicate ideas and to be adaptable
- Ability to deliver to an agreed schedule and within budget
- Availability

Contracts

Contractual arrangements may vary according to the circumstances of particular projects, but clear contractual and reporting structures must be established prior to commencement of the project.

POST-COMMISSIONING MAINTENANCE

Maintenance is a key factor in the long term care and quality of art works in the public realm. Appropriate care and maintenance ensures that the benefits of commitments undertaken now are enjoyed for generations to come.

Public artworks can be valuable assets, assisting visual quality, interest and distinct identity in many areas. Appropriate care is essential to the retention of quality and as part of the recognition of:

- Financial and cultural value
- The artist as professional
- Those that have paid for the work
- Those whose environment it occupies

Maintenance does not need to be a burden. Careful planning during the commissioning process, appropriate precautions and the effective identification and application of resources are crucial in avoiding the pitfalls.