RIBA future place



Greening Great Yarmouth

a framework for identity through nature

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RIBA future place

Brief:

"To unlock place-making potential at local level, quality in design future thinking and knowledge sharing"

Approach Methodology

Design Approach

We aspire for our projects to be enigmatic and enduring, like forms in nature - the flower, tree, mountain and sea. To achieve this, we develop a story to bring conceptual clarity. Through storytelling we uncover a project's potentials, speculate upon how it may be best told, and discover how best to make it unfold. Honed over 20 years of practice, we call this methodology 'Asking, Looking, Playing, Making'. Time and time again successful stories translate into successful projects.

We ask to interrogate the brief and begin the story, questioning with instinct and intuition to search for the ideal solution. We momentarily forget the facts to find the folklore, to uncover the bare bones and beginnings, so nothing is taken for granted.

What is it? A two sided seaside town What was it? A vibrant holiday destination ...could it be? A celebration of local culture, heritage and innovation

We look to understand the context and expand the story, seeing through the microscope and the history book to find inspiration outside of architecture. We explore beyond the tool of our trade, beyond the machine, to understand both nature and human nature.

A series of tricks added over time lt is lt was A herring trading hot spot ... it could be A platform to showcase the patterns of coastal nature

We play to develop ideas and cultivate the story, shaping notions into forms and relationships that work at multiple scales and time-frames. We iterate to move from the ordinary to the extraordinary, to invert expectations, to find what it wants to be.

Invent it A collection of values Bringing nature back to the Great Yarmouth Identify it Intensify it A series of charms intertwined through nature

We make to build the words that share the story, making places that satisfy the mind and touch the heart. We prototype with both the hand the computer to innovate, ensuring materials and structure are deployed to their greatest potential.

Convey it	Technological innovation true to purpose and story
Control it	Minimal material, maximum delight
Complete it	Adaptive overlapping systems of movement

Asking ...

What is it ?

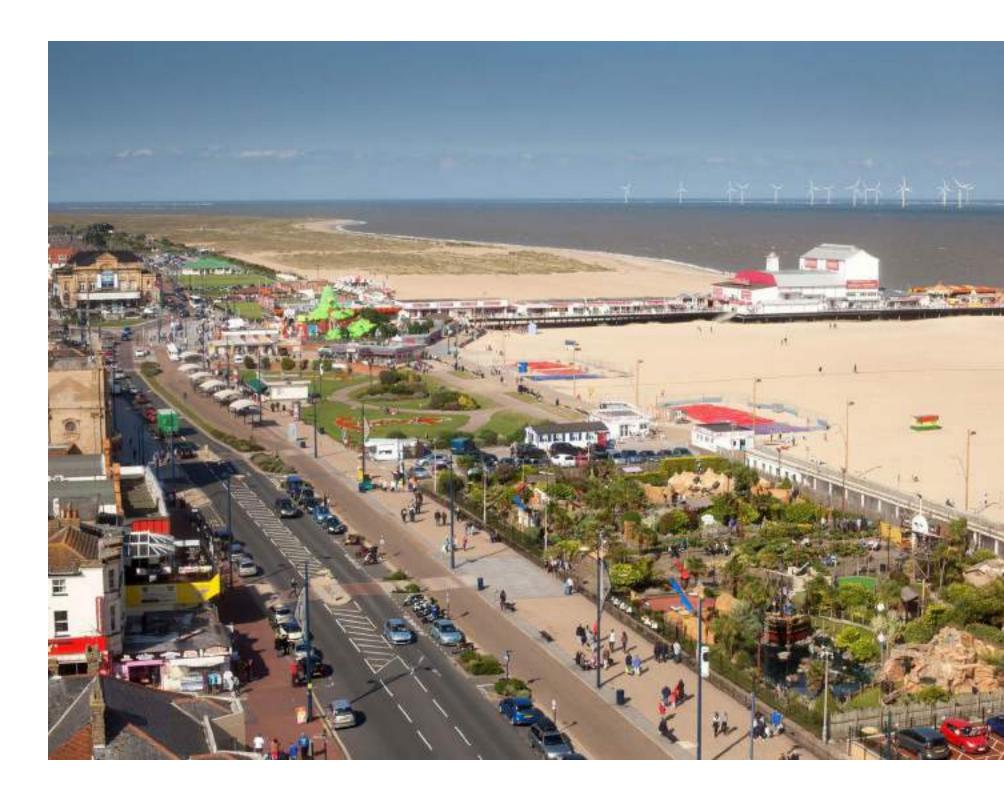
A tale of two Norfolk towns. A seaside town for visitors. A river side town for locals.

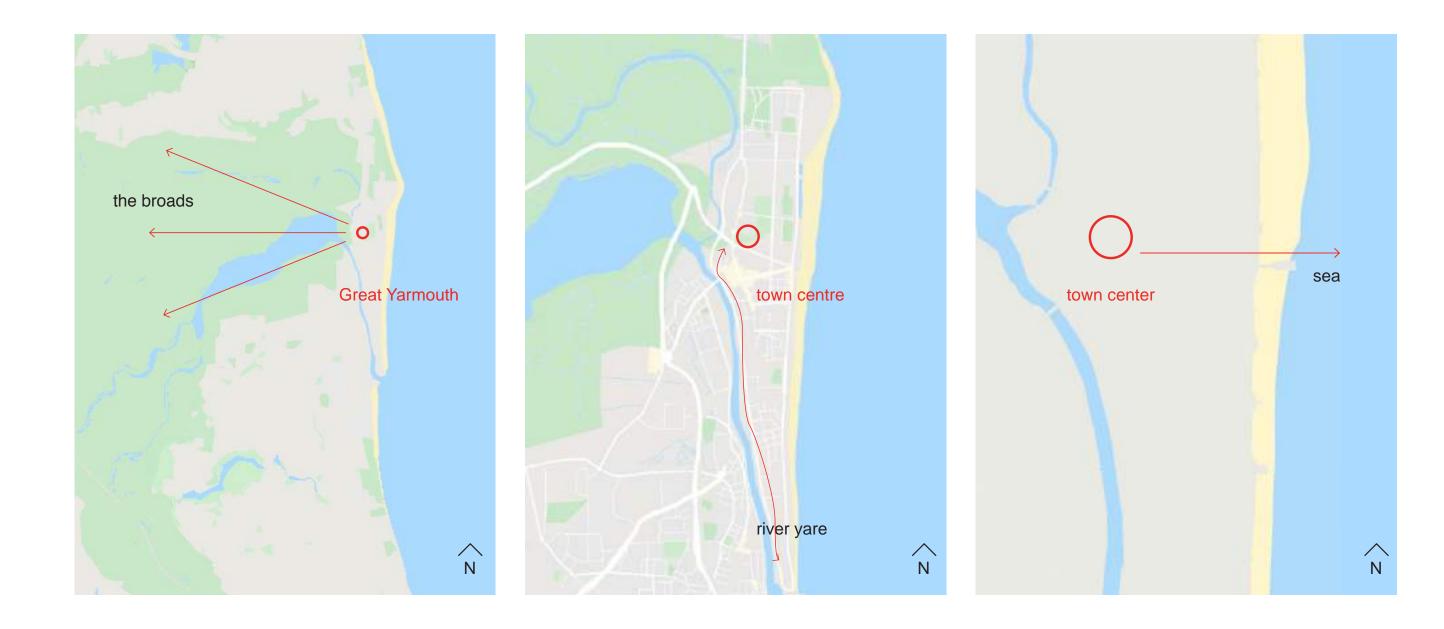
What was it ?

A thriving herring fishery and vibrant holiday destination.

Amplified cultural heritage and natural assets to find a future identify.

What could it be ?





Town of the Broads

Great Yarmouth is a perfect place for visitors to access the beautiful natural asset of the Norfolk broads national park.

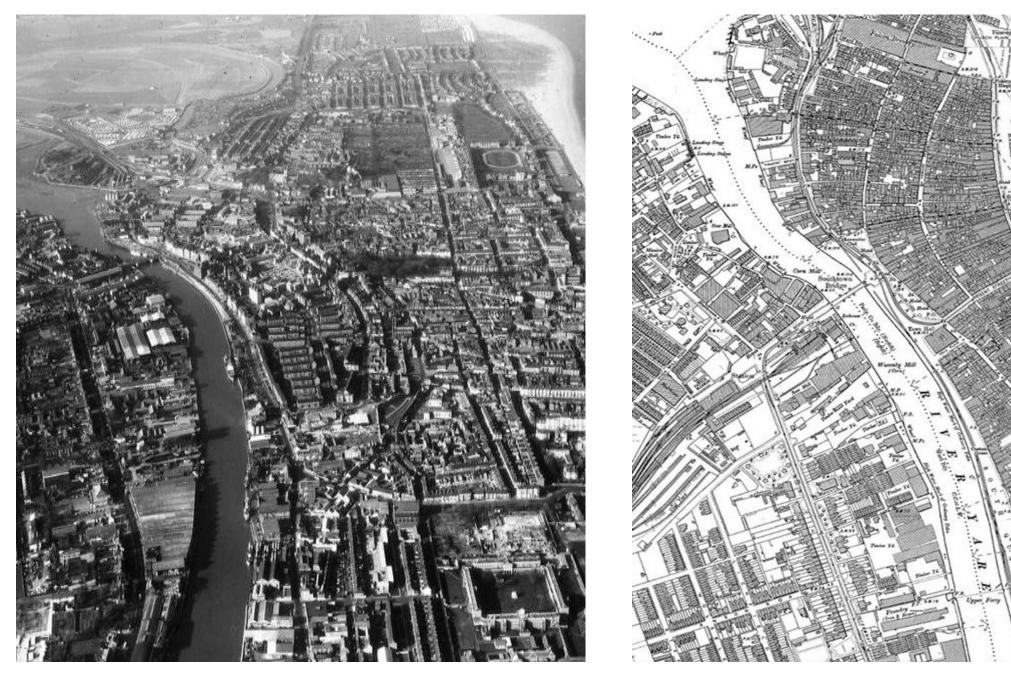
Town of the River

The river and old town is rich is heritage, history and stories of the past embedded in Great Yarmouth

natural assets

Town of the Sea

The town is always facing the rising sun and runs in parallel with the beautiful long sandy beach which bring visitors every year.



water carves through

industrial town

The town of Great Yarmouth began as a herring fishing settlement in the 10th century. The herring fishing industry devel-oped rapidly after the Norman Conquest in 1066 and soon became the mainstay of industry in Great Yarmouth.

town of the river





fishing heritage

Great Yarmouth's original distinctive 'Rows' were a network of narrow alleyways linking Yarmouth's three main thoroughfares. Many 'Row Houses' were damaged by World War II bombing or demolished.

town for the locals



row houses



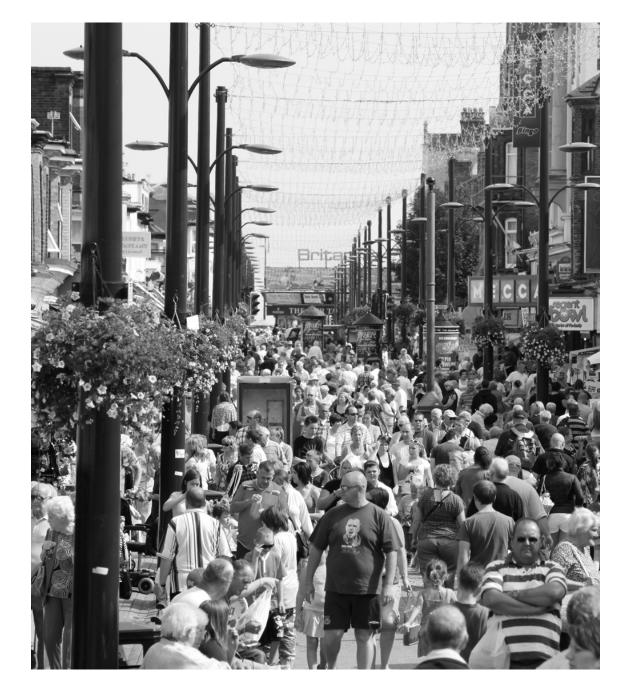


leisure

seaside holidays

Great Yarmouth has been one of the most popular seaside holiday destinations in Britain for well over a century, and its unique maritime heritage goes back some 900 years. Before the arrival of seaside tourists on the beaches, Great Yarmouth owed its prosperity to the sea.

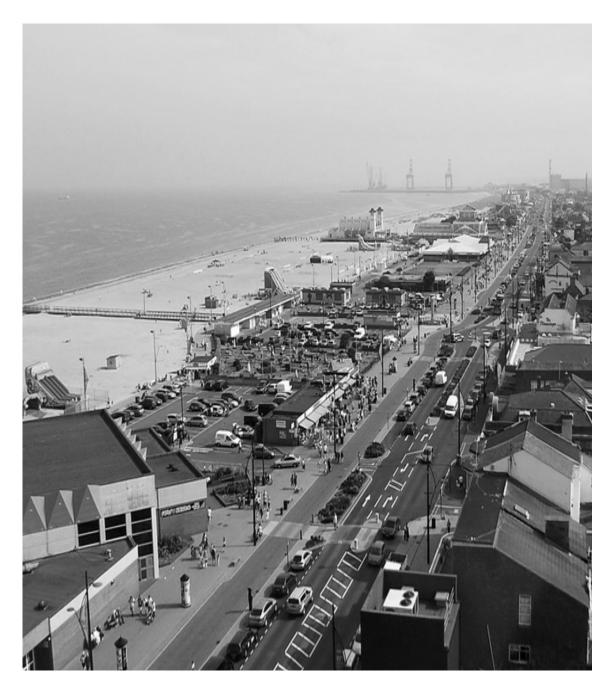
town of the sea



pleasure

Great Yarmouth has been a seaside resort since 1760 and a gateway from the Norfolk Broads to the North Sea. As a tourist centre, it was boosted when a railway opened in 1844 gave visitors easier, cheaper access and triggered an influx of settlers. Wellington Pier opened in 1854 and Britannia Pier in 1858.

town for the tourists



entertainment





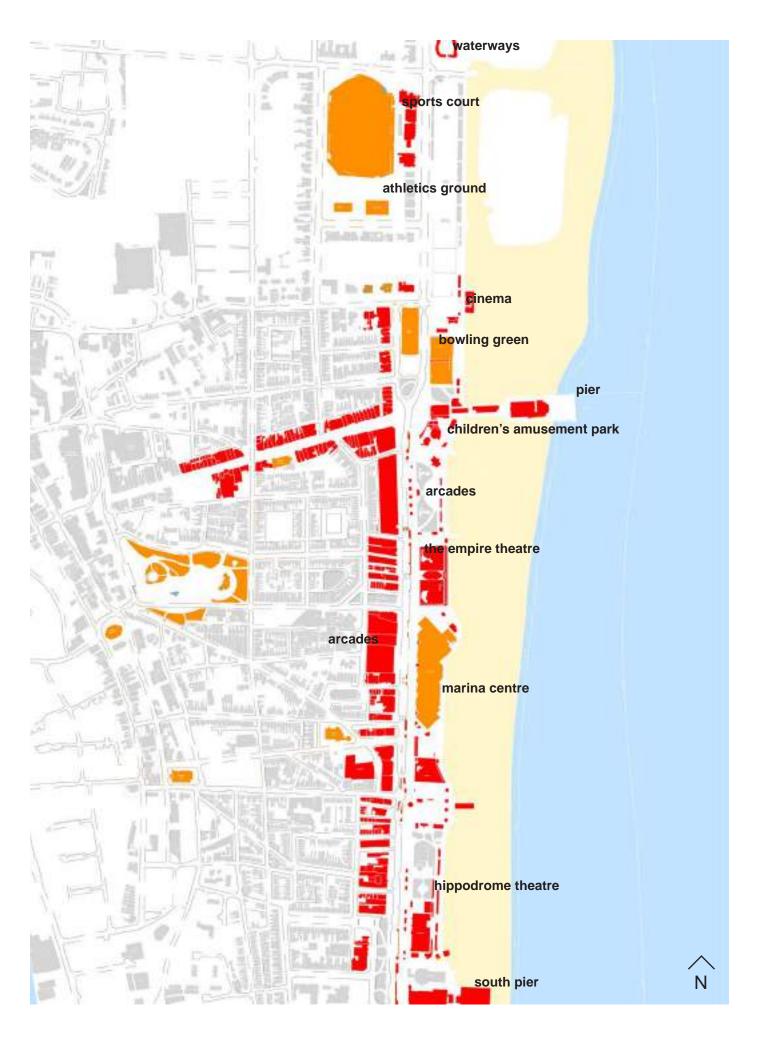
town of the sea today - occupation of space & existing activities

Activities:

- Seal trips
- Horse rides
- Seasonal bouncy castle
- Joy land fun park
- Pier amusement arcade
- Bowling green
- Basketball court
- Water ways boat trip
- Crazy golf pirates cove
- Marina centre fitness
- Retro skate
- Castaway island amusement
- Sea life centre
- Choo choo train
- Wellington pier and arcade
- Model village and tea rooms
- Crazy golf / go carting
- Ferris wheel
- Pleasure beach
- Closed winter gardens
- green space
- heritage
- arcades

- theatre/performance/cinema
- other activities/entertainment
- sports activities
- amenities toilets/food huts





town of the sea today - tourist and local activity

The promenade accommodates to a high amount of tourist activity and less is available for locals.

local occupation

tourist - high population in summer





No tourists during winter months, the locals mainly occupy the indoor activity spaces

town of the sea - seasonal activity





town of the sea - routes and views of sea blocked

The promenade is a crowed built up mile of infrastructure that blocks views from the town to the sea front resulting in a disconnect of the town.

- □ main routes
- □ secondary routes
- open view of horizon line
- blocked view or horizon line



town of the sea - zoning the promenade

location

problems:

- The promenade is divided into 3 linear zones the commerce, the promenade activities and then the beach, each zone is physically separated from one another resulting in the divide of the town.

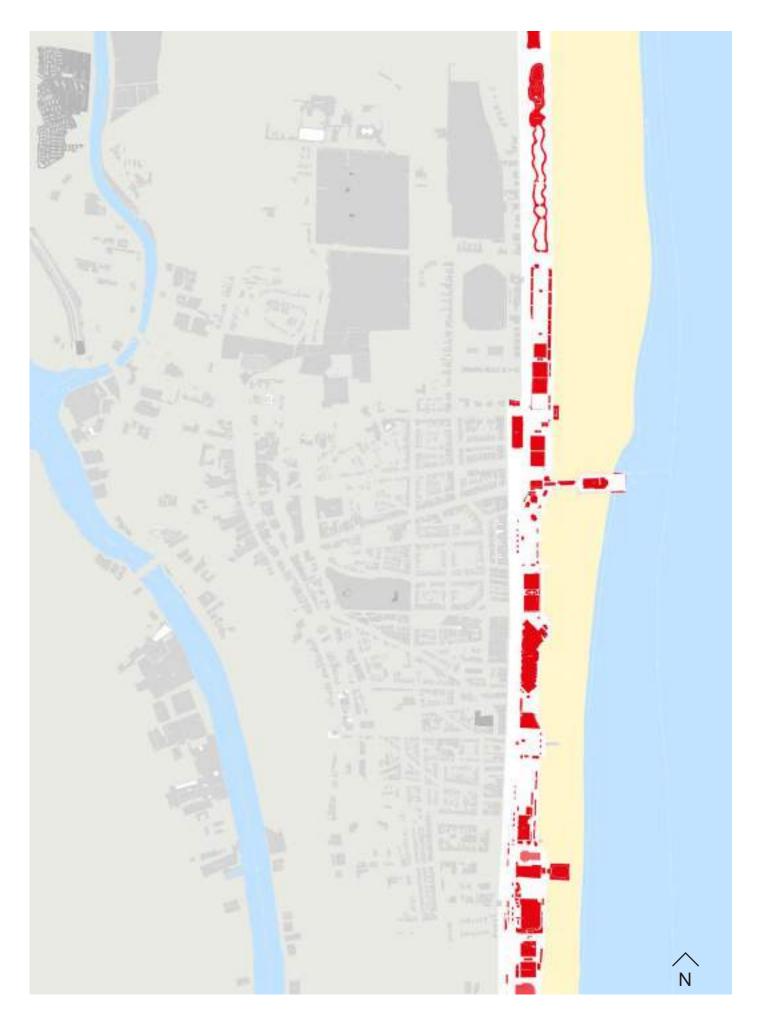
- The sea front is fragmented and disconnected from town and each section of promenade

- No intersection between each zone

 Lost connection to the natural landscape and sea due to the over crowed promenade

- Most view points of sea are blocked at the main point of entry from town





town of the sea - available space down promenade

A lot of available space for opportunities along the promenade.



occupied building/ infrastructure - **constraint**



pavement and available space
- opportunity





positive development

negative development

Successful planting strategy along the Venetian waterways; a space where people can enjoy being surrounded with water and greenery.

used for natural planting or a space for people to enjoy the seaside.

existing diversity of spaces along promenade

Looking ...

We look to find inspiration. Clues in the past and present guide to help shape the future.

Hard paved car parks take up a lot of space along the sea front that could be







heritage - rope/circus/fishing

Single strands linked together by the process of intertwining / twisting. Small fibres create a strong strand together. Originally made through a process and of twisting hemp.

nature - wind/tide/coastal energy

The coastal wind creates energy / movement / sound / propagation / constant newness and ever- changing qualities of Great Yarmouth.

culture - charm of place/merits/tricks

Adjustable and linked in a series by chain / a collection of merits of place / each a symbol of something different / adjustable order & pattern

Greening Great Yarmouth

Help thread the values of Great Yarmouth into the future of the seafront

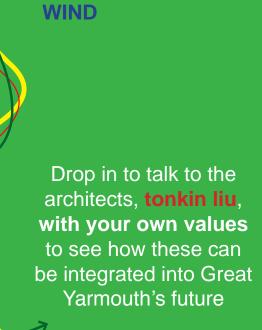
Join us to discuss the future of Great Yarmouth's seafront and help guide a framework for the potential of its public realm

BUSINESS

A workshop of discussion, mapping and sharing of knowledge to evaluate the values of Great Yarmouth

5th November 2019 11am - 3pm

The Drill Hall York Rd, Great Yarmouth NR30 2LZ



CULTURE







A workshop of discussion, mapping and sharing of knowledge to evaluate the values of Great Yarmouth.

Discussion with Great Yarmouth's community groups of all ages - helping to help guide a framework for the potential of its public realm.

3 words that best cleacribe Great Yarmouth for you

- + UNKNOOP
- 2 Faxinating
- a thoraful

3 wishes that you wish for Great Yarmouth (values important to you)

1 Inprovementat environment-in most respects

2 People comeback aduant to live here

" Take meaning ful ad lastogs of the unique mostly 3 investigations the sentent (merk on the map) " particular these available availa b/2

1 Hipodrome

2 South Denes industrial area

" Camperdosin

3 towards places in the old sown (mark on the map) 1 The ROWS (espec. Morked Row and Broad Row)

- 2 South Quary
- a The apposite and & Town Hall Plain to Town Hall

3 favouriterinost travelled routes / journeys (mark on the map)

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- 2 Stonard St a North Query
- a powerth Query a South Denes/Mathicus Collowere

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- 3 words that best describe Great Yarmouth for you 1 Extreme 2 ferroration Seasoncel a Wild 3 wishes that you wish for Great Yarmouth (values important to you) 1 A from to Hollound 2 A cationport willey 3 Not to change 3 fevourite places along the seafront (mark on the map) 1 Two binds blodes field (asker harborn) 2 The conterrings a The Hippodrome 3 favourite places in the old town (mark on the map) 1 The Cemetry 2 The medicant
- a the minister 3 favourite/most travelled routes / journeys (mark on the map) , Sat will (my noted) to Water wat tome (melicene was) 2 aber Lader so veren True but a flowe Hour Hour and , See fait

3 words that best describe Great Yarmouth for you

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- 2 however neh.
- 3 thred in places

3 wishes that you wish for Great Yarmouth (values important to you)

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- 2 to be more grean

3 tayourite places along the seafont (mark on the map) 1 anegos Pubon no from / Victman buildings

- 2 The Pier .
- 3 Area of Munches cate.

3 favourite places in the old town (mark on the map)

- 1 St. Nichdas.
- 2 St. Beages.

3 Touhavse Street / Library garden 3 torourite/most travelled routes / journeys (mail on the map) King Street . 10 tom centre. 2 Seafront . 10 from North to Sam. * Middlegate " King Street

3 words that best describe Great Yarmouth for you

- 1 Diverse
- 2 Folgy
- 3 circus altural heritage.
- 3 wishes that you wish for Great Yarmouth (values important to you)

- 3 favourite places along the seafort (mark on the map)
- 1 Sands pr. Non Dupe
- * Venetran gardens
- 3 favourite places in the old toen (mark on the map)
- 1 King Street Area
- 2 Rows
- " Drill Mouse
- 3 (evourite/most travelled routes / journeys (mark on the map)
- 1 Station? 10 York Re
- 2 aloney seating
- **Community engagement** community outcomes

· Development of a thriving cultural ecology 2 Differences Celebrated / different · Opportunities for young pode Dackgrounds 2 Gaden Mile -+ Hypoclome

3 words that best describe Great Yarmouth for you ADAPTING / ADAPTIVE (ALIMAS INNOVASVE) 2 CHALLENKING . 3 FUN / HONEST 3 wishes that you wish for Great Yarmouth (values important to you) I TO TELL A MORE CONFIDENT STORY 2 FOR IT TO ATTRACT CAPACITY TO DELIVER. ON ITS ASPIRATIONS + LIVE HERE YEAR TO BE MORE ATTURE FACING BUDN 2 Assounds places along the assationt (mark on the map) JETTY. 2 BATTEM ROAD SOUTH BEACH (near haber) " HIPPOPEOME 3 favourite places in the old town (mark on the map) · MACKET ROL - IBROAD ROW. 2 KING STREET

3 BATTERY

3 favourite/most travelled routes / journeys (mark on the map)

1 marher place	10	st peters road.
2.	10	
3	b.	

3 words that best describe Great Yarmouth for you

1 Last 2 Horantial 3 Tuchattan 3 wishes that you wish for Great Yarmouth (values important to you) Funl 2 hope 3 Enory 3 favourite places along the seafront (mark on the map) 1 Waterways & wild beach (North) · Hollywood Cineme. 3 lavourite places in the old town (mark on the map) 1 Rehormad's hospital

2 St. Georges a Kingst 3 favourito/most travailed routes / journeys (mark on the map) 1 town hell a market » beach (reject ed = Hell Quary (Mothet 1 Moulet



We asked the community to write down 3 words to describe Great Yarmouth . The words varied from - "collection of little miracles', "hidden gem" to "misunderstood". The workshop was extremely valuable to get a variety of different perspectives of what Great Yarmouth means to the community that live there.

community engagement values - words to describe Great Yarmouth

energy

Dogeared

LESS INHIBITED

beauty

RAZZAMATAZZ

menorals collection

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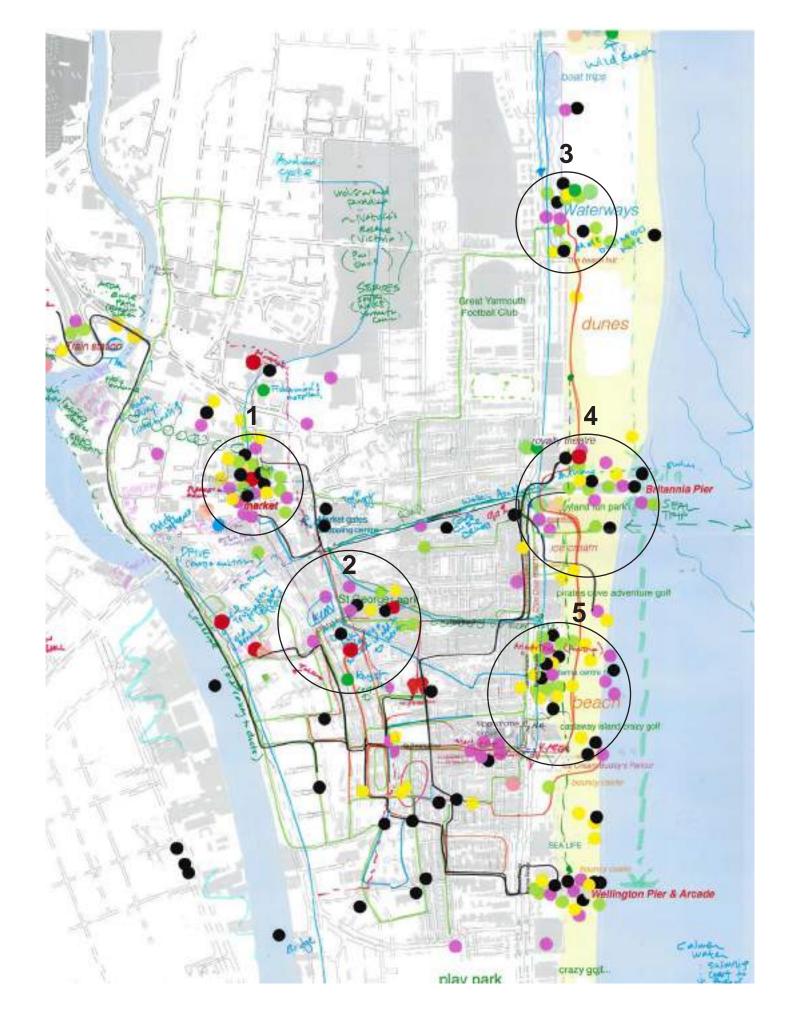
X

deep

WEIRD

conclusion

The outcome of the engagement was a map created by the community, highlighting areas of intensity. We asked everyone who attended the engagement to mark on their favourite places and routes in Great Yarmouth . The outcome of this exercise was extremely valuable as it showed us the importance of the west side of the town and the connection to the river and old town rows.

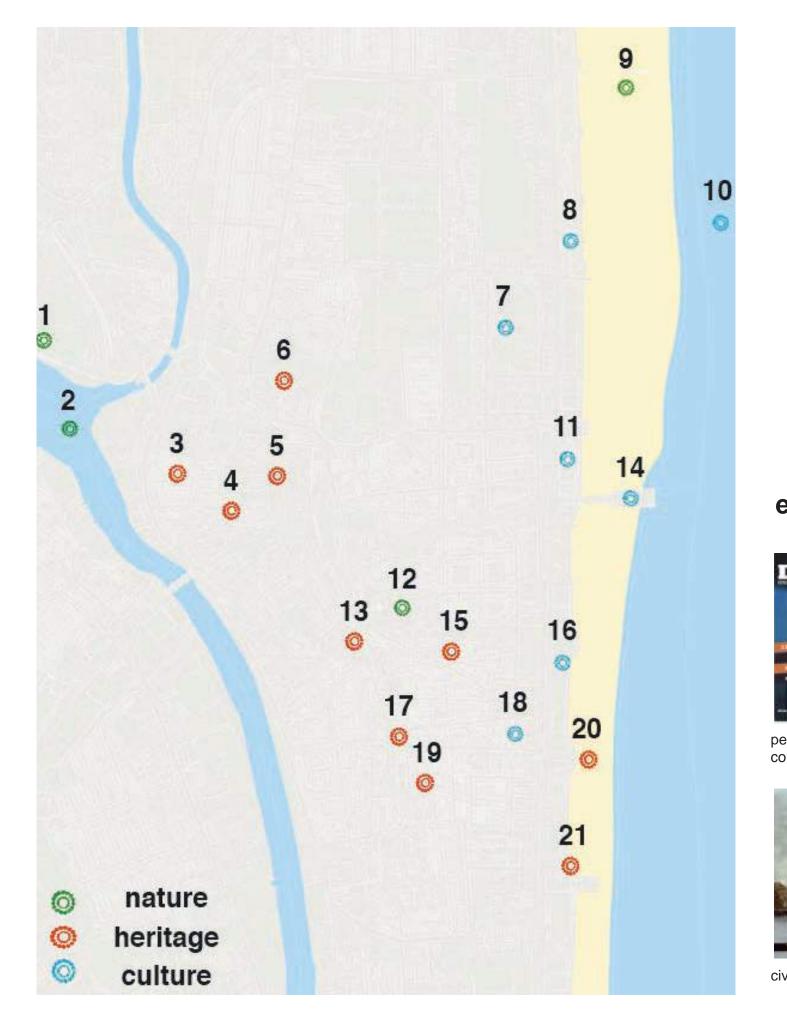


community engagement outcomes - map showing areas of intensity

- Market gates town centre
- 2 St Georges Park
- **3** Waterways and dunes
- **4** Britannia Pier
- **5** The Marina Centre

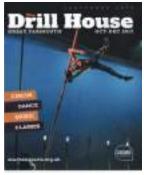
concept

Great Yarmouth is dense and rich with so many cultural, heritage and natural values. Most of the values are in the form of communities, buildings and geography of the place . The values are hidden and spread around the town, our concept is to pull and collect these hidden values "charms of Great Yarmouth" and intertwined them together at the seafront for everyone to enjoy and experience.



collecting hidden charms - culture, heritage & nature

examples of charms



performance community & culture



civic society heritage

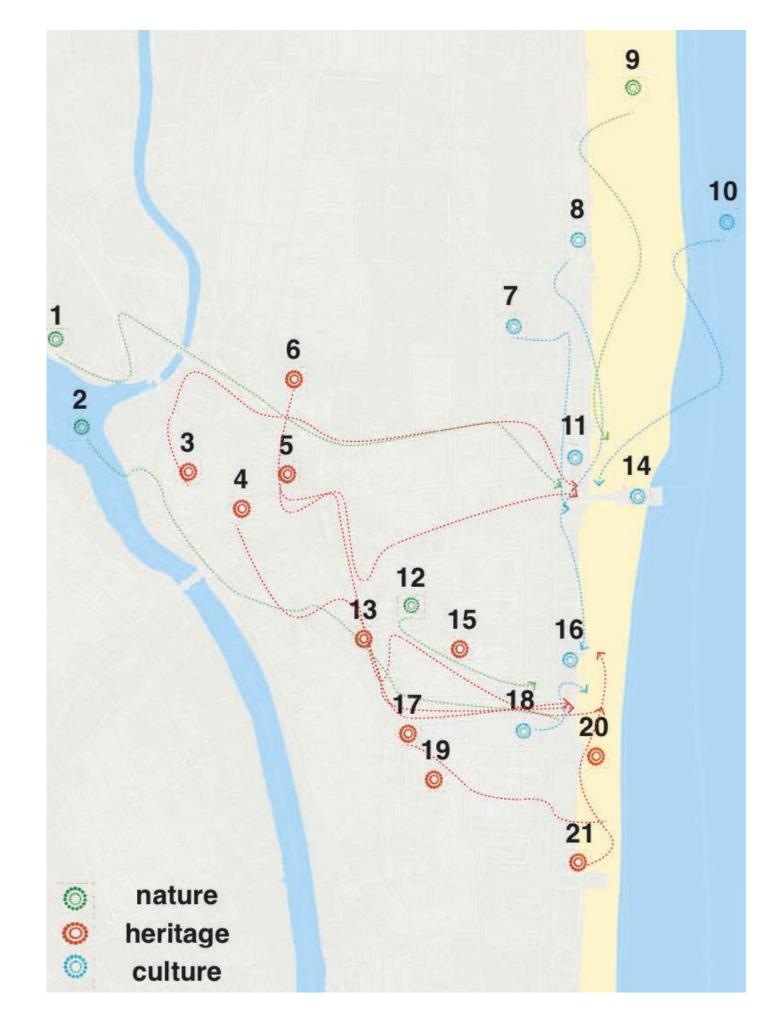


music and art community



art, music & performance





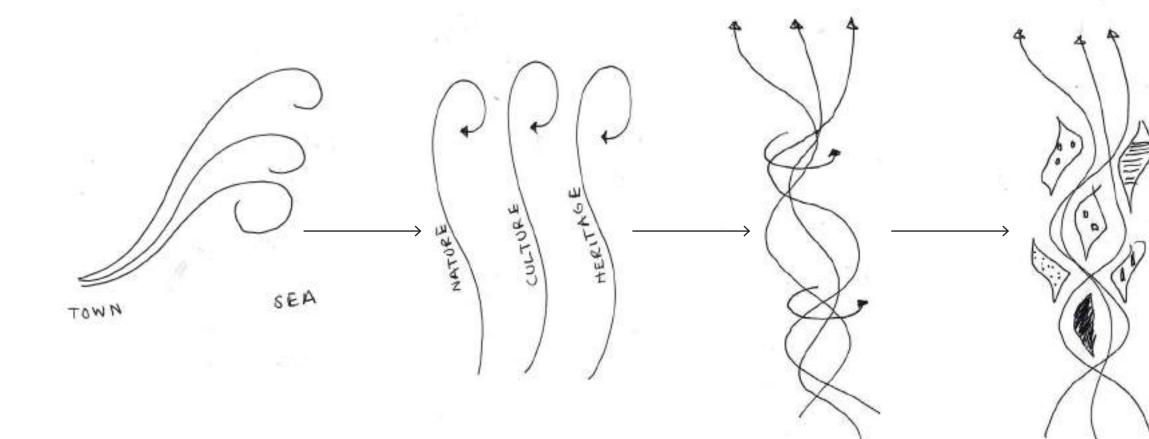
connecting hidden charms - bringing to seafront

charms

- 1 the broads
- 2 river yare
- 3 market place
- 4 the great wall
- 5 the row houses
- 6 St Nicholas Parish Church
- 7 the sports ground
- 8 the waterways
- 9 the dunes
- **10** off shore wind farm
- 11 The Arc cinema
- 12 St Georges Park
- **13** St Georges theatre trust
- 14 Britannia Pier
- 15 the drill house
- 16 marina centre
- 17 time and tide museum
- 18 the hippodrome
- **19** Saint Spyridon Church
- 20 the jetty
- 21 Winter gardens

Playing ...

We play to develop ideas and cultivate the story, shaping notions into forms and relationships that work at multiple scales and time-frames.



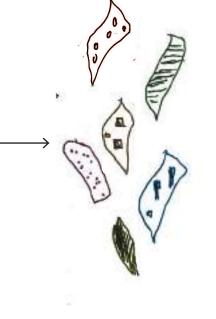
wind collects strands and brings values from town to coast

individual strands are the values of Great Yarmouth

the strands become intertwined creating rope along linear site weaving through values - the new walkways allow people to weave through values

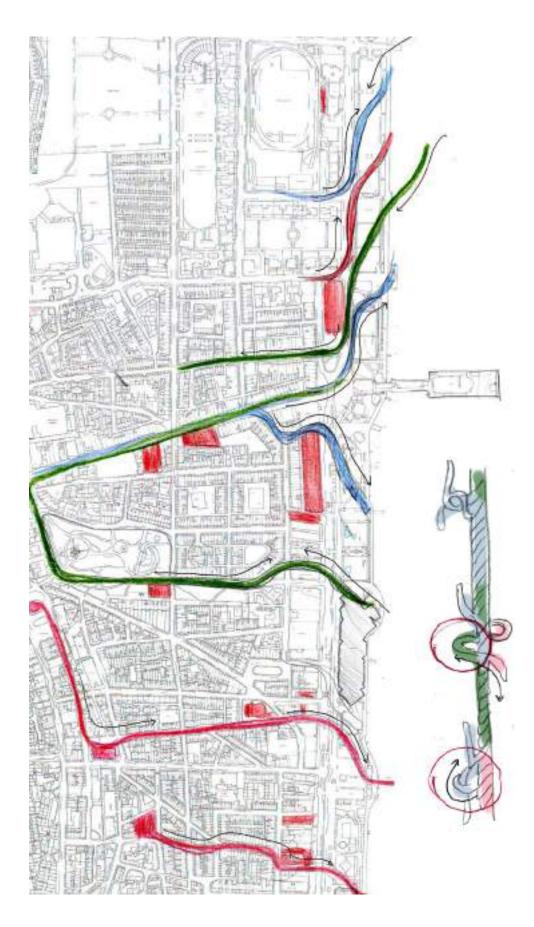
wind

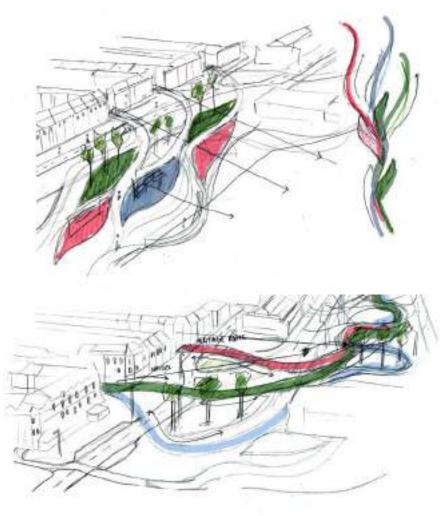
rope

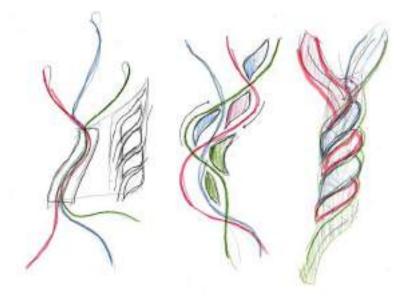


spaces in between create different spaces which are the charms of great yarmouth

charm



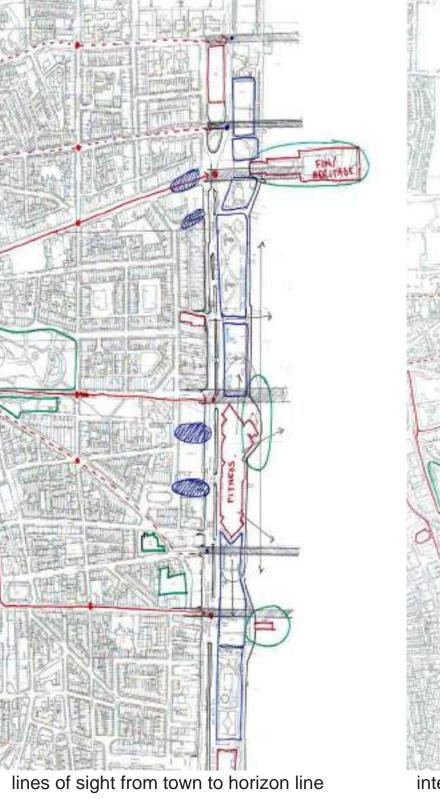


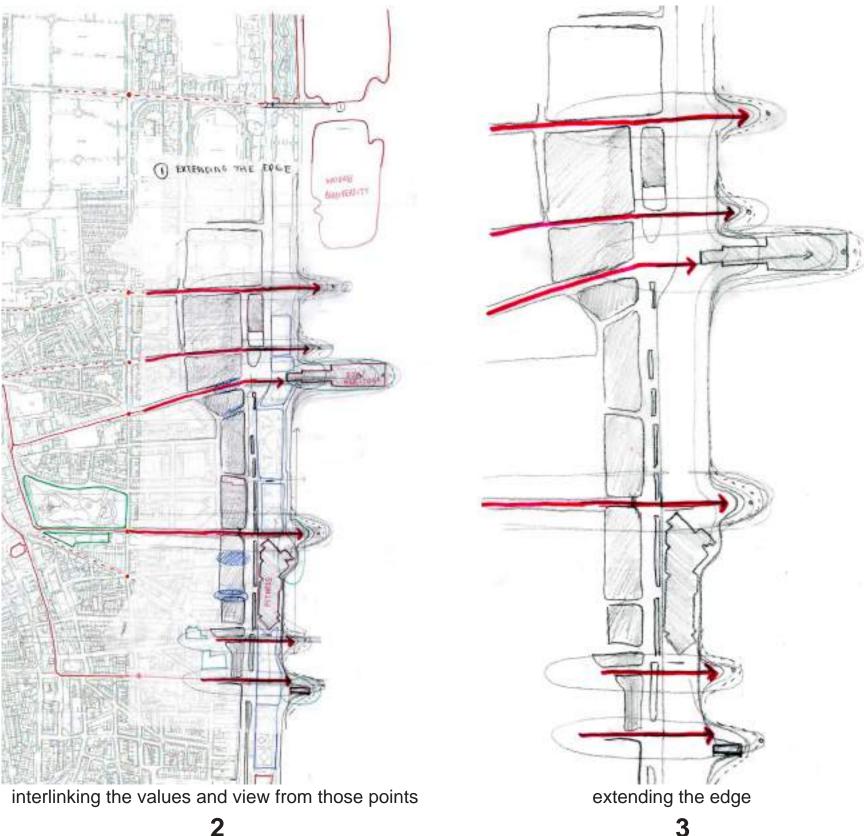


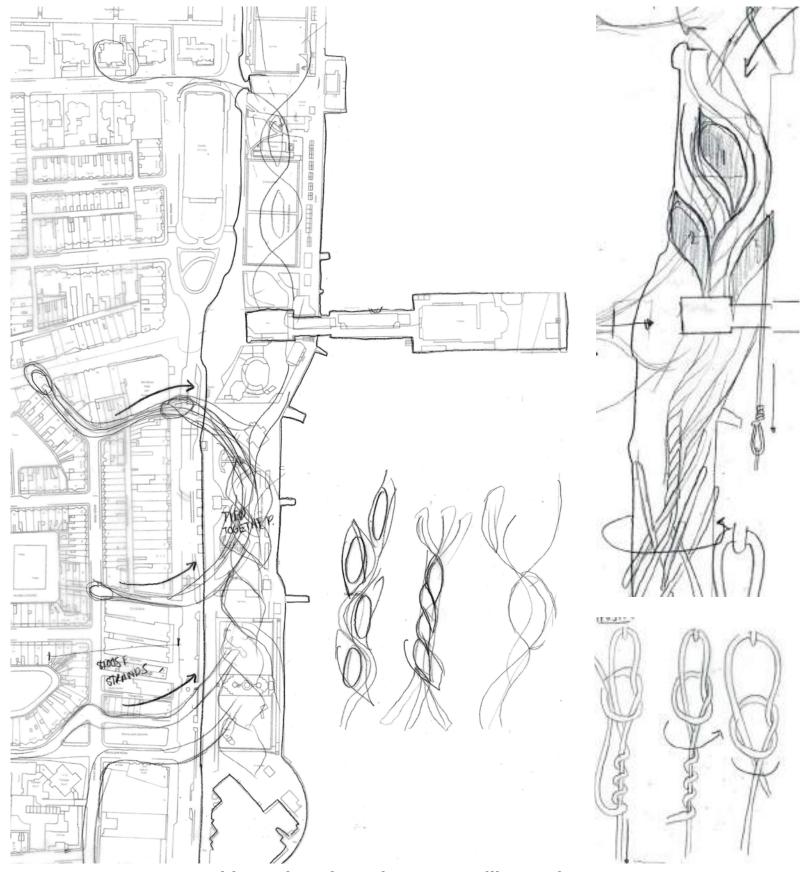
design theme - connecting town to coast through qualities of rope



design alternatives - extending & enhancing view points

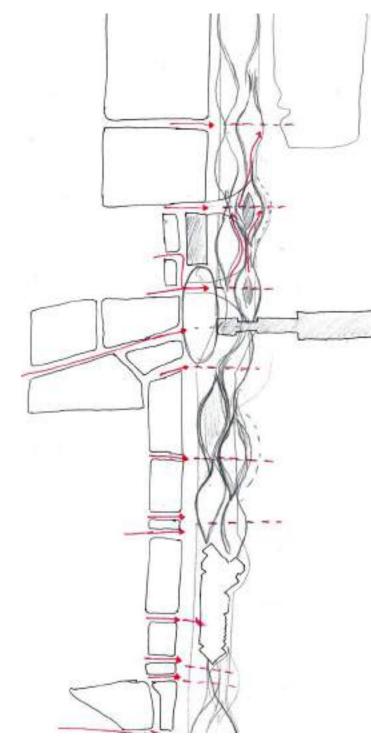






catching values from the town, pulling to the coast

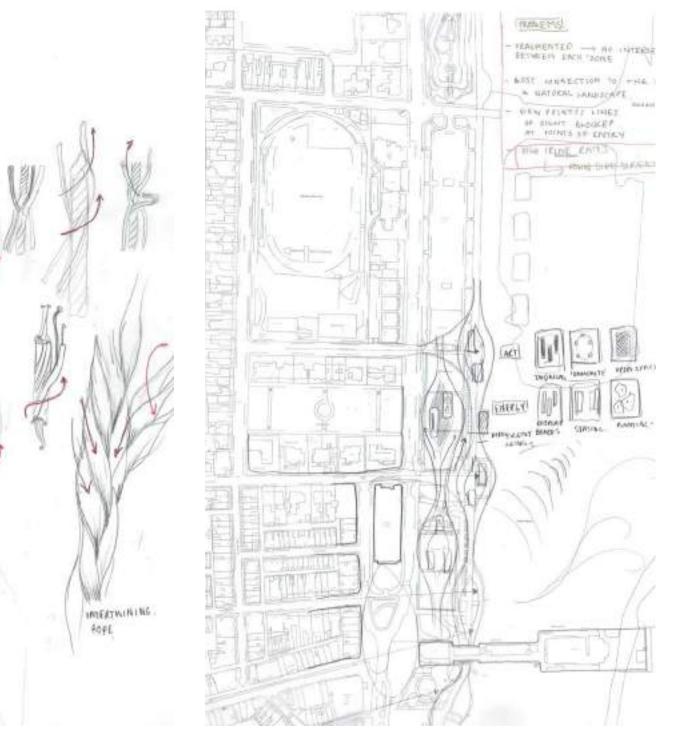
design theme - twisting individual lost strands together





Pathways twist together with splitting strands that form clusters of values and charms.

The pathways can change in tightness - creating social spaces.



The intertwined route can intersect and interact with existing under used activities.

Making ...

We make to build the words that share the story, making places that satisfy the mind and touch the heart.

What is greening?



- Connect to future green energy economy off coast
- 2 Responding to climate change - increasing biodiversity in area
- 3
- Reconnecting with Norfolk landscape connecting broads to sea front.
- 4

Planting the streets - human scale change .

Green design principles:

- Creating a **future heart** that is an open space for open-air performances, community gatherings and festivals.
 - Prioritise greening creating a open seafront garden all along the promenade. De-cluttering the seafront to allow views of the horizon.

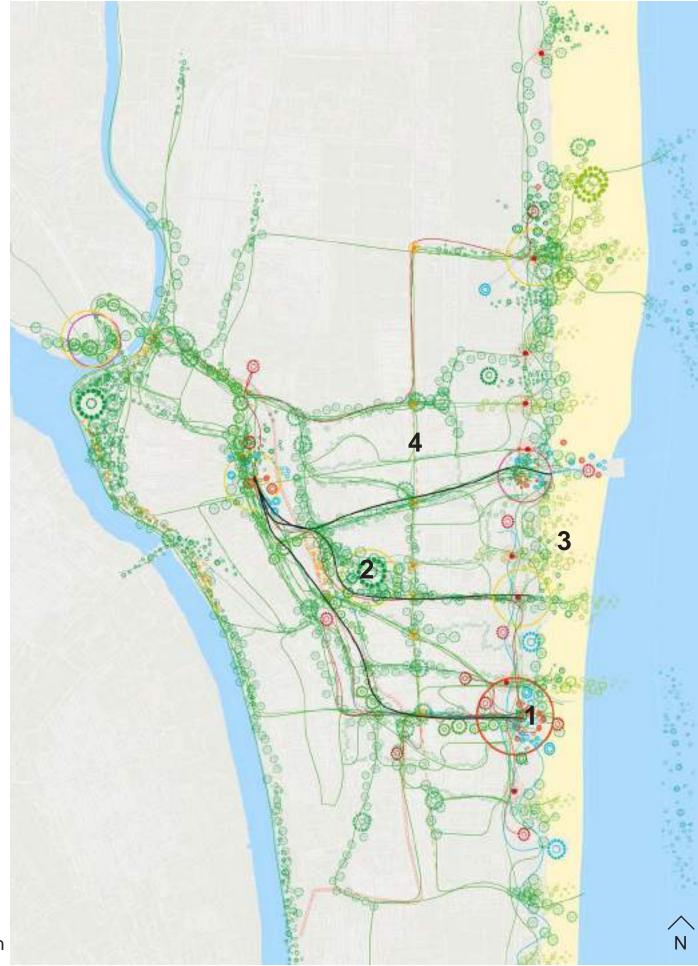
2

3

4

- Greening routes. Breaking down linear barriers by greening routes in town to seafront.
- Connecting the river to town and to the sea. Create legible way-finding strategy.





Future Place - Creating a Green Identity

Design Principles:

step 1

Creating a **new heart** that is an open space : a seafront garden for open-air performances, community gatherings and festivals.

step 2

Prioritise greening creating a open seafront garden all along the promenade. De-cluttering the seafront to allow views of the horizon.

step 3

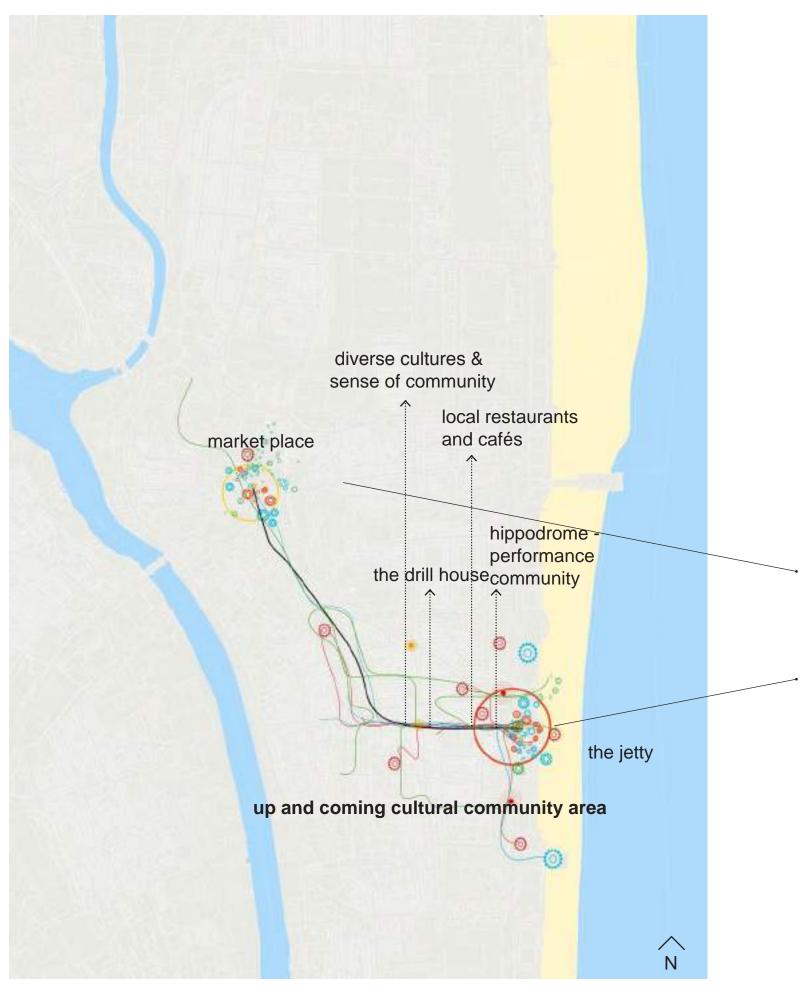
Greening Great Yarmouth. Breaking down linear barriers by greening routes.

step 4

Connecting the river to town and to the sea. Create a way-finding strategy.

step 1 - creating future heart of the town

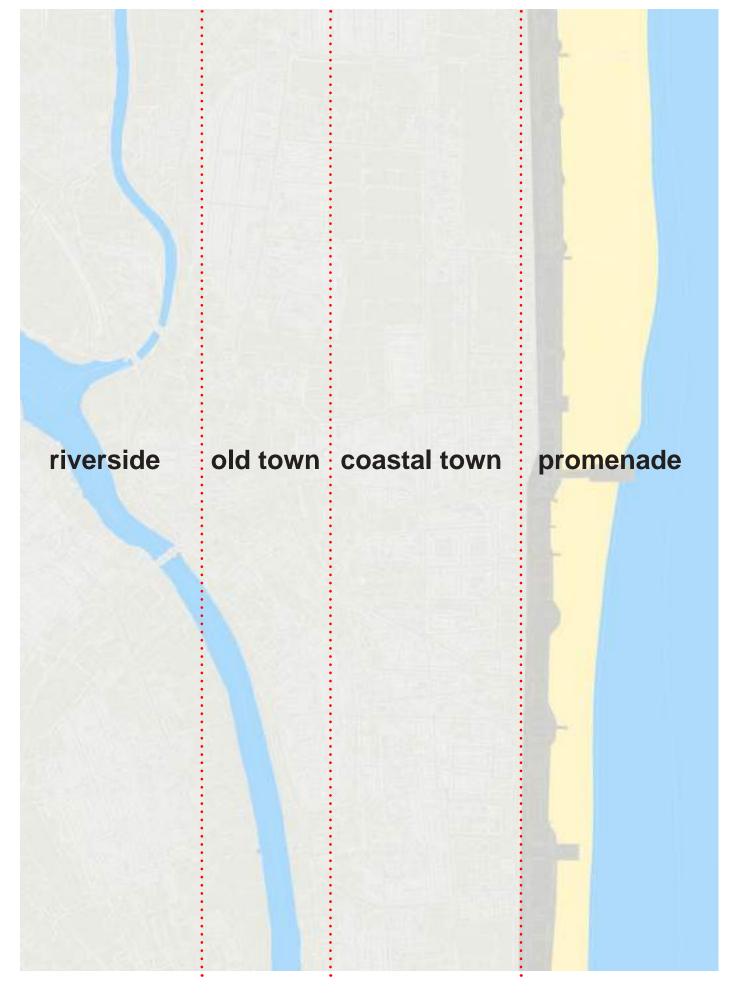
- aim intertwine charms at future heart
- 1a blending towns linear zones
- 1b creating green route to future heart



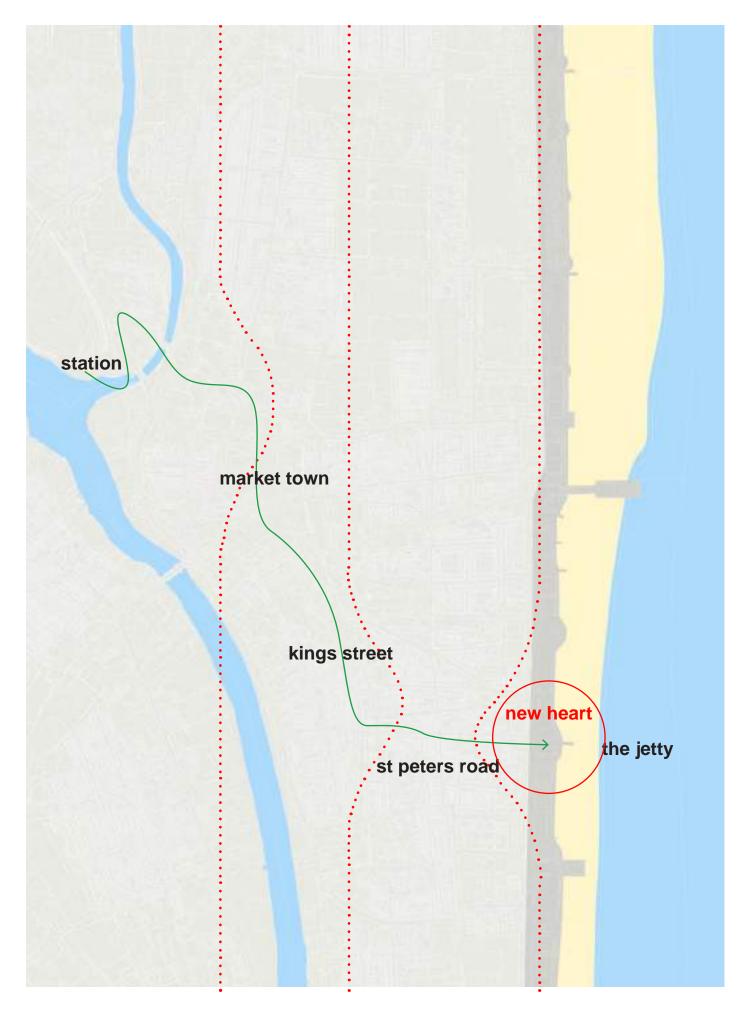
aim - intertwine charms at future heart Creating a space embracing Great Yarmouth's culture, heritage and natural landscape

Existing town centre which is a market place will be extended onto the promenade crating a new public community space.

New opportunity to create a large open space that is open to horizon with views of sea. The site is next to hippodrome circus and where St Peters road meets promenade. St Peters road is a up and coming community hub with alot of diversity cultures coming together in one area.



1a - blending towns linear zones

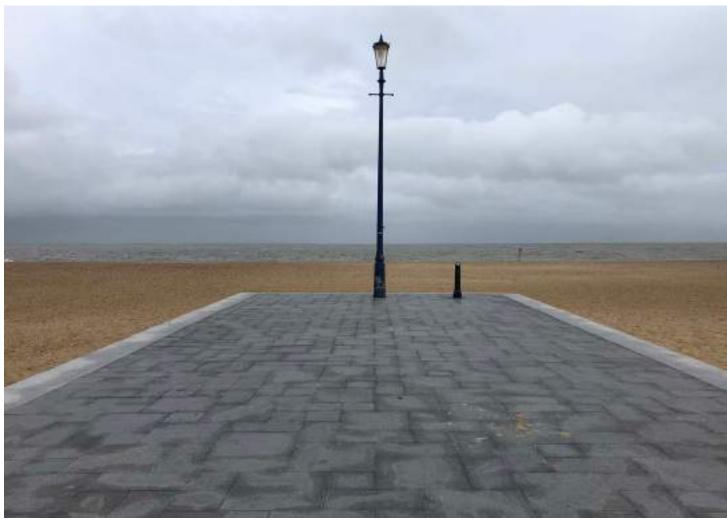


1b - creating green route to future heart

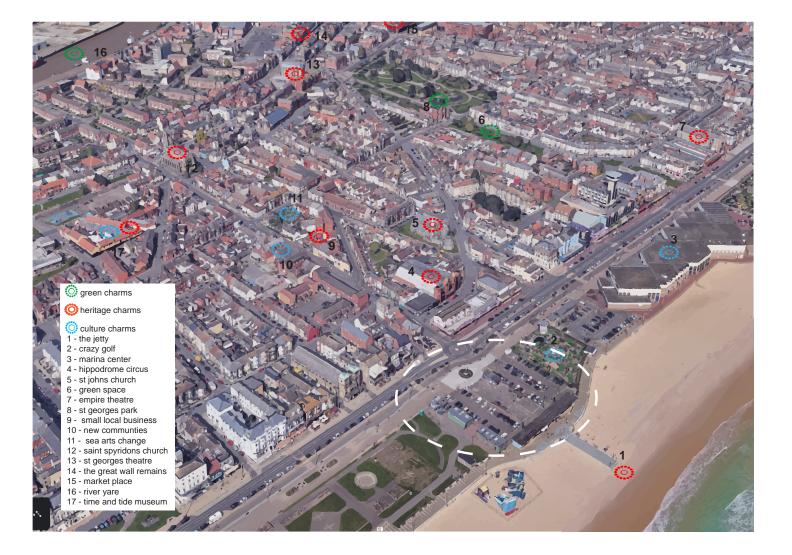
principles

- Greening town centre routes
- Greening seaside
- Connecting from town centre to seaside
- Creating a new heart that is an open space : for open-air performances and festivals in the summer
- Minimise building on promenade, prioritise greening





Site entrance end of St Peters road - views of sea blocked and abandoned space with great potential The Jetty - derelict and unused view behind the clutter



Sea front today:

There are areas full of hidden charms all around the town but no clear connections and no obvious meeting place or heart of the town. This location at the seafront could be a great new public space and heart of the town due to its central location next to hippodrome, marina center and jetty with views of the long sandy beach and horizon.



Sea front in future:

By pealing back layers and re-embracing nature the town will have a visible expression of green energy and create a natural capital and coastline. The town would have "a green space for everyone" bringing people to the seafront. The space would act as the new heart of the town, where all charms of the town are brought together.

step 2 - creating a seafront garden

- aim collecting charms and bring to seafront garden
- 2a de-cluttering seafront by removing existing car parks
- 2b tram transport decreasing car parks
- 2c de-clutter increases green space & views
- 2d increasing biodiversity saline succulents
- 2e creating seafront garden enhancing natural landscape



aim - collecting charms and bring to seafront garden

Community hub for locals to enjoy a space near waterways - surrounded by sea grass planting and views of horizon.

 Community hub for tourists and locals - a space full of heritage, culture and greenery near the pier.

Community hub for locals marina centre where there will outdoor space surrounded by greenery and cultural spaces for events.

New opportunity to create new community space and heart of the town.

Greenery intertwining down the sea front.





2b - tram transport - decreasing car parks



Promenade layers added over time have created a cluttered physical barrier from the sea



Increasing biodiversity through planting a variety of species of saline succulents and maintaining through community nurturing which improves their wellbeing.



Venetian Waterway Great Yarmouth - example of positive planting & creating views of sea



seafront today

grass lawn areas most of promenade is hard-paved views of horizon blocked



seafront in future

trees - creating shade & wind protection lower planting to allows views increasing biodiversity

step 3 - Greening Great Yarmouth

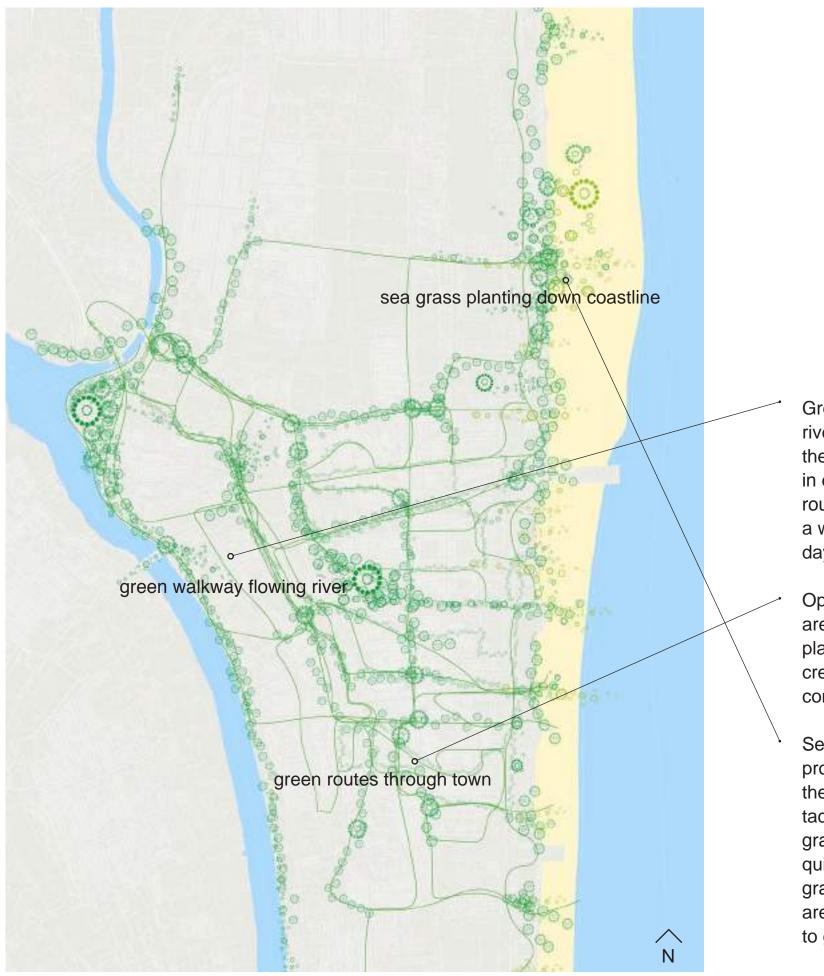
aim - greening routes through town

3a - green routes leading : breaking down linear barriers



Regents road high street

Future planting down central routes



aim - greening routes through town

Green walk way flowing the river will reconnect people with the river and can we seen as in extension of the broads. The route could be light up creating a walkway for all times of the day and seasons.

Opportunity for residential areas to have access to planting and green areas creating a community with communal/ extended gardens.

Sea grass planting down the promenade, coast and in the shore will aim to not help tackle climate change as sea grass capture carbon 35 times quicker than rainforest. Sea grass will be able to green area, allow views and continue to grow in harsh environment.

central routes

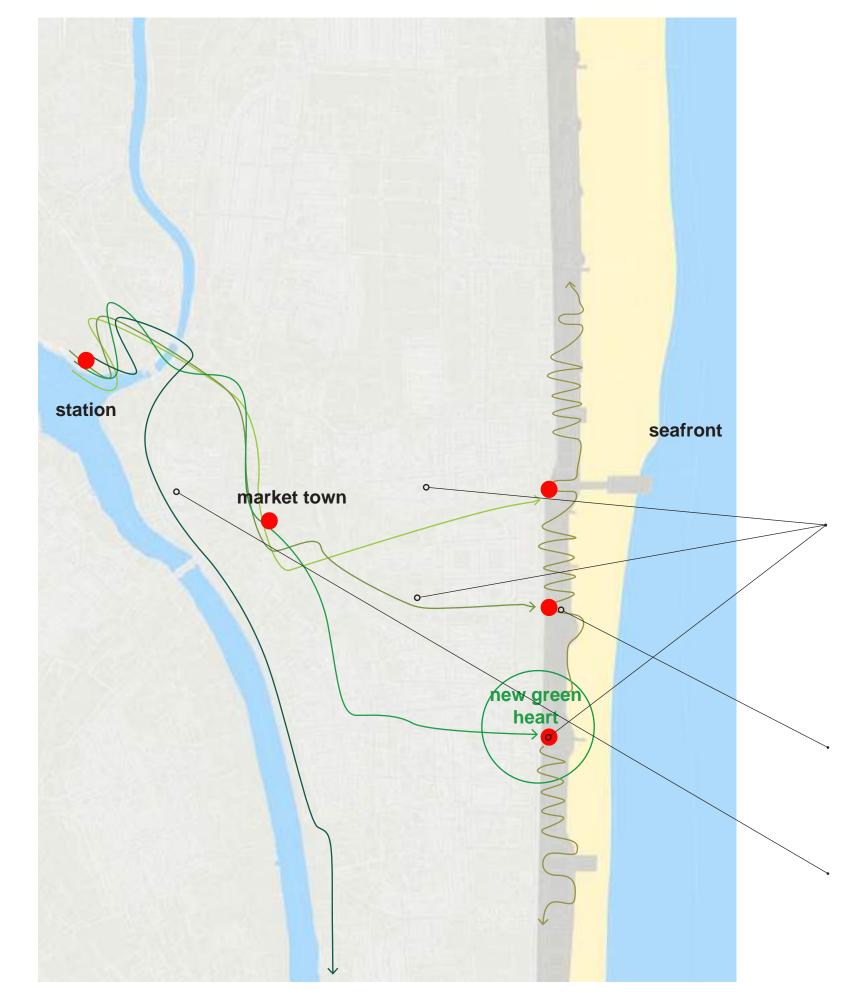
Station to market then through kings street and St peters road to the jetty.

Market to St Georges park and then to Marina centre.

Market then through Regents road to Britannia pier.

Winding route up and down promenade.

River walk - new development area.



3a - green routes leading - breaking down linear barriers

seasonal change & variation of planting

Planting could vary from shrubs, to vegetables, fruits and flowering trees. The planting would be able to absorb road run off and would be a communal garden for many people in residential area.

Trees would create shade for summer months and sea-grass for harsh windy condition could be planted along seafront.

Planting along river would be need to grow in different soil conditions due to industrial area soil pollution.

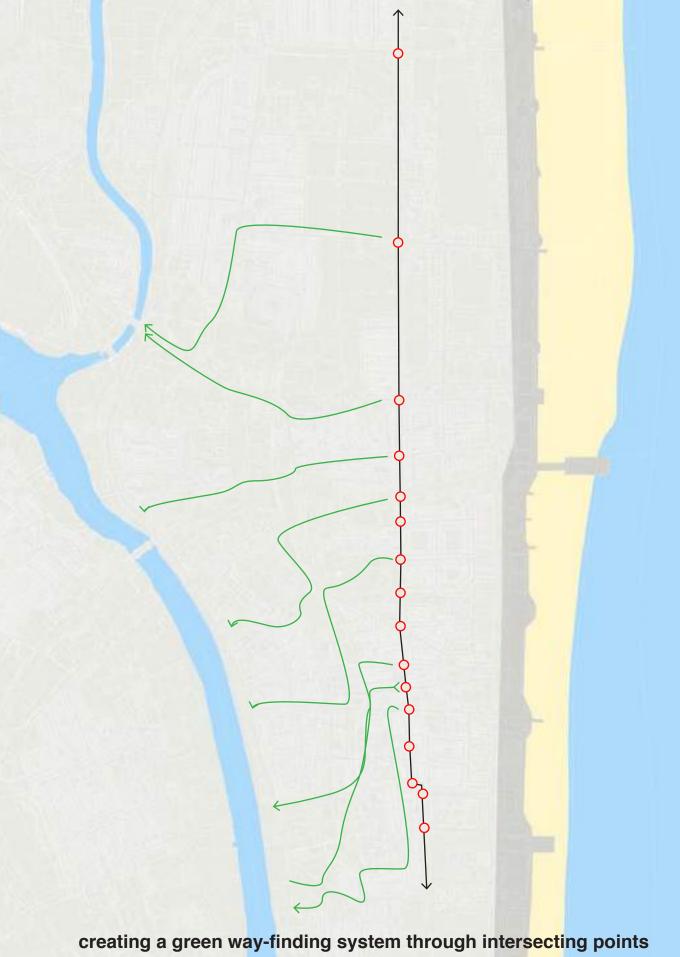
step 4 - reconnecting river, town and sea

aim - enhancing existing routes between community hubs 4a - connecting town to sea through way-finding node points 4b - connecting town to river through way-finding node points





4a - connecting town to sea through node points

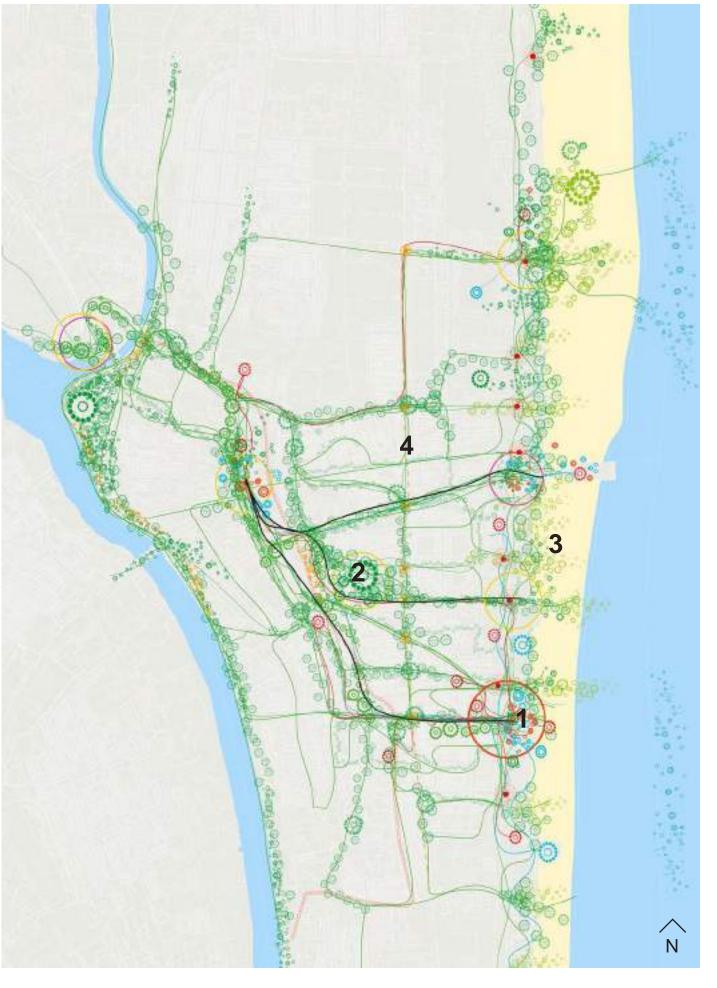


4b - connecting town to river through node points



sea grass planting - in water coastal sea grass planting central routes - town to sea green planting on routes community hub - future heart community hub - locals community hub - tourists green charms o heritage charms 👩 cultural charms nodes linking river, town & sea cultural links heritage links green links opening to horizon

- central routes
- heritage route (the great wall)
 - connecting route north to south



Green Great Yarmouth : Future Place plan

Creating a new heart that is an open space : a seafront garden for open-air performances, community gatherings and festivals.

step 2

Prioritise greening creating a open seafront garden all along the promenade. De-cluttering the seafront to allow views of the horizon.

step 3

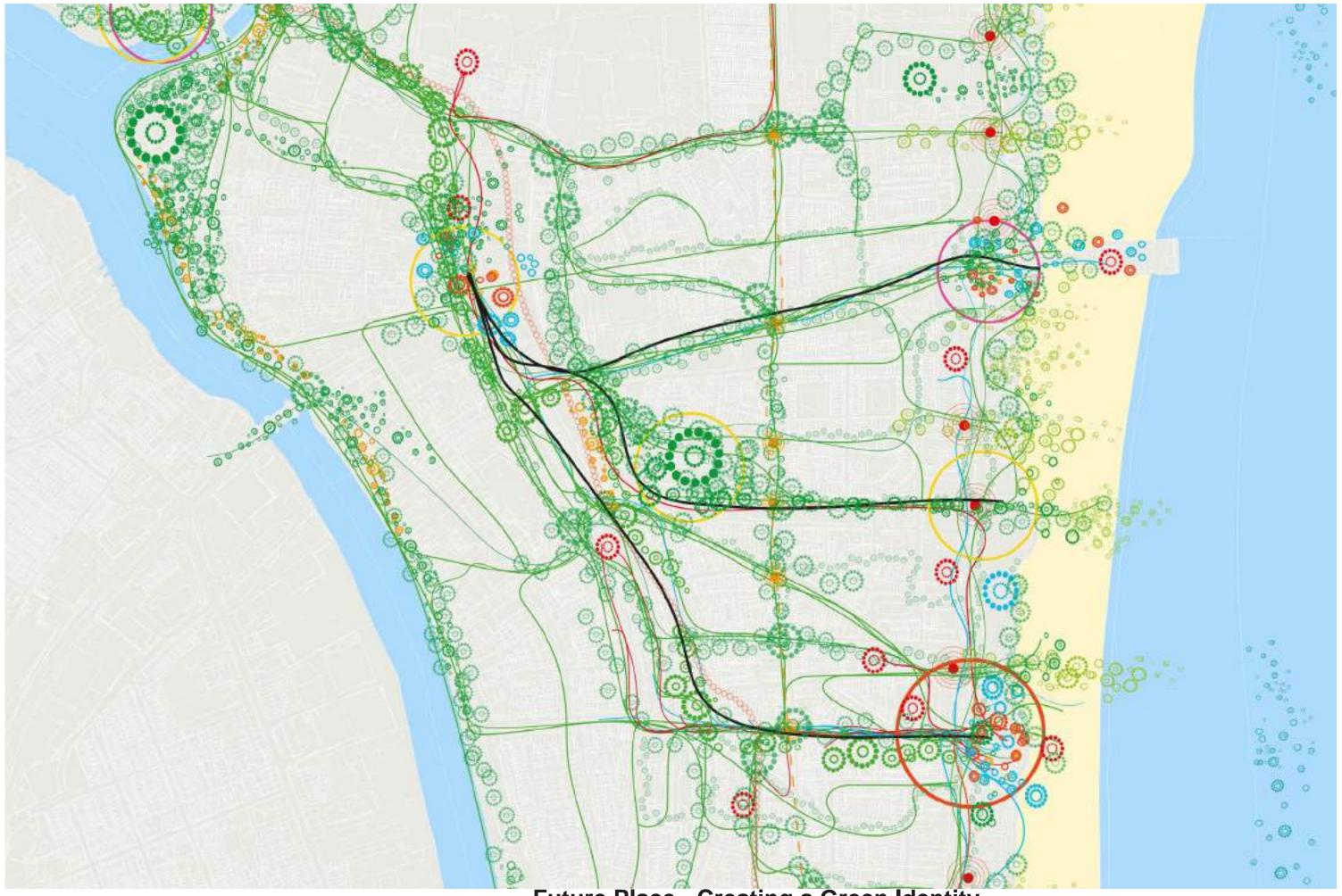
Greening Great Yarmouth. Breaking down linear barriers by greening routes.

step 4

Connecting the river to town and to the sea. Create a way-finding strategy.

Design Principles:

step 1



Future Place - Creating a Green Identity