



North Lowestoft Heritage Action Zone

DESIGN GUIDE

Supplementary Planning Document

Adopted by East Suffolk Council - July 2020

ACKNOWLEDGMENTS

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1.0 Introduction

The area of Lowestoft covered by this Guide was originally the main medieval settlement, grown around a thriving fishing industry, including merchants' houses and commercial premises on the cliff top, and workers cottages and net stores below. The North Lowestoft Heritage Action Zone (HAZ) will run until the end of March 2023. For more details refer to: <https://historicengland.org.uk/services-skills/heritage-action-zones/north-lowestoft-heritage-quarter/>

The Design Guide will be a legacy of Historic England's Heritage Action Zone project. The adopted North Lowestoft Heritage Action Zone Design Guide Supplementary Planning Document (SPD) will continue to be used and have statutory weight beyond the 2023 HAZ project. It will be used to determine Planning Applications and guide regeneration in the north Lowestoft area covered by the Supplementary Planning Document.

The North Lowestoft HAZ focuses on the medieval High Street, 11 Scores (steep narrow paths in the cliff), historic smokehouses and net stores, and once fine Victorian parks of north Lowestoft. It will provide support, training, advice and grant funding to bring buildings back into use as housing or retail spaces. Research and a programme of community activities will make sure that the heritage of the area becomes better-known and valued.

Additionally, a system of well-designed and accurate information boards containing important data on Lowestoft's medieval location, including its surface

geology and topography, will be considered for placement around the HAZ area to inform local residents and visitors of its historical significance.

The Design Guide will be adopted as a Supplementary Planning Document in line with the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning (Local Planning) Regulations 2012. As a result, the Design Guide will help determine planning applications for new developments within the North Lowestoft HAZ alongside the Local Plan, emerging Neighbourhood Plan and national planning policy.

The Design Guide will ensure a coherent North Lowestoft HAZ wide strategy which meets the requirements of all stakeholders, while maintaining sufficient flexibility to adapt to any emerging future requirements. It will allow stakeholders to understand the impact of the proposals and have the necessary confidence that the form and content of the proposed development is acceptable and that high quality buildings and public realm will be delivered through any future Reserved Matters Applications.

The purpose of this guide is also to help facilitate the delivery of high quality design for the North Lowestoft HAZ area, without unnecessary prescription or detail, particularly relating to the design of individual buildings. It will therefore focus on strategic rules in relation to layout, scale, appearance, landscaping and access.



1.1

North Lowestoft HAZ

Design Guide
masterplan*



 North Lowestoft HAZ
Design Guide Boundary

*Please see appendix to view existing
North Lowestoft Conservation Area
maps and the original HAZ boundary

2.0

Heritage Action Zones (HAZ)

Heritage Action Zones are a Historic England initiative designed to unleash the potential of the historic environment. They aim to create economic growth, improve quality of life in villages, towns and cities across the country.

Through HAZ, Historic England partner with local people and local authorities to help breathe new life into old places that are rich in heritage. By utilising heritage, HAZ support sympathetic and high quality regeneration of historic areas. This ensures that HAZ meet their potential and are more attractive to residents, businesses, tourists and investors.

HAZ aims to address:

- Historic buildings that have deteriorated through decades of neglect will be restored and put back into use;
- Conservation areas improved to kick-start regeneration and renewal; and
- Unsung places will be recognised and celebrated for their unique character and heritage, helping instil a sense of local pride wherever there's a Heritage Action Zone.

LOWESTOFT HERITAGE ACTION ZONE

The North Lowestoft Heritage Action Zone is a five year programme that began in 2018, using heritage assets to regenerate the area. This is a partnership scheme between Historic England, East Suffolk Council, Lowestoft Town Council and the East Suffolk Building Preservation Trust (ESBPT). The partnership works with a range of other local partners, including Lowestoft Vision. There are a range of projects, including capital works to improve the area, and projects that involve the community in their local heritage to raise awareness of the value of the heritage to their environment. It provides support, training, advice and grant funding to bring buildings back into use as housing or retail spaces.

Further research and a programme of community activities ensure that the heritage of the area becomes enhanced and valued throughout the life of the project and results in a legacy for the future, in addition to improving public safety throughout the HAZ area through a sufficient street lighting strategy. The North Lowestoft HAZ focuses on an area which contains a large part of the North Lowestoft Conservation Area with its medieval High Street,

Scores, historic smokehouses, net stores, and Victorian Parks. It also includes the area of the Denes, an area leading down to the coast at the east, which is linked to the medieval core by a series of alleyways called the Scores. This part of Lowestoft was originally the core of the medieval settlement, grown around a thriving fishing industry, including merchants' houses and commercial premises on the cliff top, and workers' cottages and net stores below.

The North Lowestoft HAZ boundary evolved during consultation with Stakeholders - the HAZ boundary has remained unchanged, however, the area covered by the Design Guide has been expanded to include the whole of the Power Park area for master planning purposes.

The adopted North Lowestoft Heritage Action Zone (HAZ) Design Guide Supplementary Planning Document (SPD) will continue to be used and have statutory weight beyond the 2023 HAZ project. The HAZ Design Guide SPD will also be used to inform the development of the Lowestoft Town Centre Masterplan and other relevant strategies.

3.0

Aims & Scope

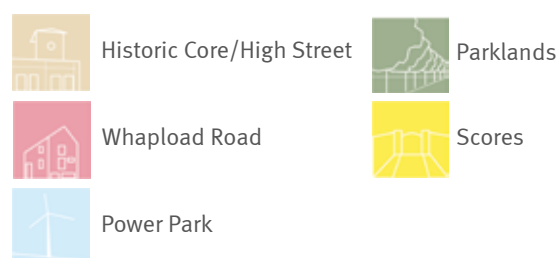
“Our built heritage represents the very best of our past. It also provides a huge resource that can play an important role in the future of our towns, cities and rural areas in terms of the stimulus provided to regeneration and the promotion of sustainable development. Evidence from across the country demonstrates that ‘Heritage Works’ and is a valuable asset that has an important role to play as a catalyst for regeneration.”- **Historic England: The use of historic buildings in regeneration (2013)**

Additionally, please see the link below to Historic England’s 2018 factsheet (Heritage Counts) illustrating the economic and commercial value of heritage in the East of England: <https://historicengland.org.uk/content/heritage-counts/pub/2018/heritage-and-economy-infographics-eofe-2018/>

One of the outcomes of the North Lowestoft Heritage Action Zone is the production of a Design Guide to ensure new development conserves and enhances the character of the area and maximises its contribution to the heritage led regeneration. This project will unlock the potential of North Lowestoft’s Heritage Action Zone, promoting

sympathetic and attractive future development whilst helping to instil a sense of local pride. It is aimed to complete this through joint-working, grant funding and skill sharing. To provide context, this report provides a summary history of the North Lowestoft HAZ. This design supplement sets out the process for managing change affecting heritage assets within North Lowestoft, and provides guidance and principles on design interventions in the Historic Environment.

The HAZ is divided into 5 zones which are shown on page 18, represented throughout the document by the following icons:



HAZ area walkabout with East Suffolk Planning, Policy and Economic Regeneration officers and Town Council representatives



4.0

Policy, Advice & Guidance

This Supplementary Planning Document should be read in conjunction with national policy and guidance set out in the National Planning Policy Framework, and the Waveney Local Plan. There are a number of strategies in the Waveney Local Plan and other documents which seek to deliver improvements in Lowestoft including in relation to cycling, tourism, flooding, renewable energy, and sustainable construction.

Key Planning Policies

- NPPF (2019)
- Waveney Local Plan (2019)
 - o Policy WLP2.1 – Central and Coastal Lowestoft Regeneration
 - o Policy WLP2.2 – Power Park
 - o Policy WLP2.5 – East of England Park
 - o Policy WLP2.9 – Historic High Street and Scores area
 - o Policy WLP2.9 – Historic High Street and Scores area
 - o Policy WLP8.15 – New Self Catering Tourist Accommodation
 - o Policy WLP8.24 – Flood Risk
 - o Policy WLP8.29 – Design
 - o Policy WLP8.30 – Design of Open Spaces
 - o Policy WLP8.31 – Lifetime Design
 - o Policy WLP8.37 – Historic Environment
 - o Policy WLP8.38 – Non-Designated Heritage Assets
 - o Policy WLP8.39 – Conservation Areas
 - o Policy WLP8.40 – Archaeology
- Lowestoft Neighbourhood Development Plan (Emerging)
- North Lowestoft Conservation Area Appraisal

Other relevant guidance that may be of interest

- Historic England Advice Note 1: Conservation Areas
- Historic England Advice Note 2: Making Changes to Heritage Assets
- Historic England Advice Note 12: Statements of Heritage Significance
- Historic England Good Practice Advice Note 3: The Setting of Heritage Assets
- Historic England CPPG (2008)
- Historic England: The use of historic buildings in regeneration (2013)
- Crime Prevention Through Environmental Design (CPTED)
- Secured by Design (SBD) Police Security Initiative

NATIONAL PLANNING POLICY FRAMEWORK

The National Planning Policy Framework (NPPF) places considerable importance upon the protection of heritage assets and the historic environment. Paragraph 184 describes the heritage assets as an ‘...irreplaceable resource...’ which should be ‘...conserved in a manner appropriate to their significance...’

The NPPF therefore states that protection for heritage assets should be in proportion to their significance. Paragraph 195 states that when deciding planning applications local authorities should resist applications that would cause substantial harm to a designated heritage asset, unless this is necessary to deliver public benefits that would outweigh this substantial harm. Paragraph 196 states that in cases where an application causes less than substantial harm to a designated heritage asset this should be weighed against the public benefits of the proposed development. This level of protection should also be applied to buildings that contribute to the significance of conservation areas. Paragraph 197 states that the impact upon non-designated heritage assets should also be considered when deciding planning applications.

The importance of good design in creating high quality places is detailed in Section 12 of the NPPF. Paragraph 124 states that “good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.” Paragraph 127 notes that decisions should ensure that developments “are sympathetic to local character and history”.

Overall, the NPPF does not seek to prevent development of heritage assets or of the wider historic environment. Indeed, it is recognised that the historic environment has the potential to contribute to development and economic growth. However, the NPPF does seek to protect those aspects that contribute to the significance of a heritage asset or the historic environment.

WAVENEY LOCAL PLAN

The Waveney Local Plan is the development plan for the former Waveney District, which covered the northern portion of East Suffolk. The Waveney Local Plan identifies central Lowestoft (which includes the

WLP2.1 (Central and Coastal Lowestoft Regeneration)

This policy seeks a collaborative approach between different stakeholders regarding the regeneration of Central Lowestoft, which includes the area covered by the HAZ. Regeneration projects should meet the requirements of each character area specified in the Local Plan. For the HAZ area this includes enhancing the High Street as a visitor destination, improvements to Ness Park and improved linkages to other parts of the town. The HAZ Design Guidance will help to ensure that regeneration projects within Central Lowestoft are in accordance with the Local Plan's vision for the area and respect its built heritage.

WLP2.2 Power Park

The Power Park is situated directly to the south of the HAZ and is a cluster of the businesses focused on the renewable energy sector. Policy 2.2 seeks to develop this cluster further and also to provide better cycle and pedestrian linkages with other parts of the town. The area covered by the HAZ design guidance will be extended southwards to provide guidance about improved linkages and shared streetscapes with the Power Park.

WLP2.5 East of England Park

Ness Park contains Ness Point, which is Britain's most easterly point and contains a range of visitor facilities. This policy seeks to protect the historic environment of the area, particularly the drying racks, but also enable environmental improvements and better connectivity with other parts of the town. The HAZ Design Guide enables developments to meet these objectives by protecting and enhancing the built environment and improving streetscapes and the public realm.

HAZ) as being the focus of regeneration. This includes public realm improvements to the High Street and greater connectivity between different parts of the town.

WLP2.9 (Historic High Street and Scores area)

This policy sets out the objectives for regeneration of the High Street and Scores area. The HAZ Design Guidance will deliver these objectives, which are to conserve and enhance the High Street and Scores to support regeneration and to enhance shopping facilities; to improve and expand the Triangle Market; increase connectivity and legibility between the High Street and East of England Park; support the delivery of new housing of exceptional design; ensure that changes to shopfronts remain in keeping with the area.

WLP8.37 (Historic Environment)

This policy seeks to protect the historic environment and sets out the information requirements for proposals that affect the historic environment. All development that affects the historic environment should be supported by a heritage impact assessment. Development proposals should also take account of the Built Heritage and Design SPD. The HAZ Design Guide will help to deliver this policy by ensuring that development protects and enhances the existing character of the area. The Design Guidance will be used to assess future planning applications in the HAZ area.

WLP8.38 (Non-Designated Heritage Assets)

The Heritage Action Zone is a historic environment and this policy will apply to non-designated heritage assets that are located here. Proposals for the reuse of Non-Designated Heritage Assets should be compatible with the elements of the fabric of the building and its setting. Proposals that involve the demolition or partial demolition of a Non-Designated Heritage Asset will be resisted unless the building is beyond feasible repair and all efforts to sustain the existing use have proven unsuccessful.

WLP8.39 (Conservation Areas)

The North Lowestoft Conservation Area overlaps significantly with the Heritage Action Zone. The Conservation Area is recognised for its unique historic character and the policy seeks to protect Non-Designated Heritage Assets contained within the Conservation Area. This policy also contains guidance regarding the replacement of doors, windows and porches within Conservation Areas.

WLP8.40 (Archaeology)

This policy favours preservation in situ where possible unless a programme of recording, assessment, analysis reporting, dissemination and deposition are more appropriate. This would include any archaeological material found in the Heritage Action Zone. Early engagement with SCC Archaeological record is beneficial in identifying the potential at a site in the early stages of development.

LOWESTOFT NEIGHBOURHOOD DEVELOPMENT PLAN (EMERGING)

The emerging Lowestoft Neighbourhood Development Plan will set out defined policies for how development should come forward within the town and places particular emphasis on both enhancement and protection of character and quality of design.

The emerging Plan will aim to focus specifically on the matters of design and character of forthcoming development through achieving a number of objectives including (subject to change after public consultation):

- Providing site-specific design solutions, responding directly to local context and conditions,
- Demonstrating an integrated approach to the design of buildings, townscape, streets and spaces,
- Responding to the scale, height and massing,
- Creating enclosure and definition to streets and spaces
- Prioritising the needs and convenience of pedestrians
- Designing for low vehicle speeds
- Using high-quality and durable materials
- Ensuring that future maintenance is considered
- Welcoming creative and innovative design solutions

NORTH LOWESTOFT CONSERVATION AREA APPRAISAL

The North Lowestoft Conservation Area was designated in 1973 and was extended to the north in 1996 and to the south in 2003. The North Lowestoft Conservation Area Character Appraisal was published in March 2007 and seeks to cover a number of important issues relating to how development should come forward within the Conservation Area. An updated North Lowestoft Conservation Area Appraisal is expected to be adopted in 2020.

The appraisal sets out that the purpose of the conservation area is not to prevent new development or stifle the area's economic growth potential, but that particular consideration and a high degree of attention should be paid to design, repair and maintenance in the area. The purpose of the appraisal is to help preserve and enhance the North Lowestoft conservation area through:

- Describing the character of the area
- Identifying its special character
- Putting forward a basis for effective policy control of development; and
- Identifying proposals for its enhancement

The appraisal is of significance to this Guide as it covers a large area of the HAZ, particularly around the High Street and Scores and therefore its contents are highly relevant and applicable. The North Lowestoft Conservation Area maps are attached with the appendix.

BUILT HERITAGE AND DESIGN SUPPLEMENTARY PLANNING DOCUMENT

The adopted Built Heritage and Design SPD (2012) provides practical guidance about development, alterations and changes to historic buildings.

East Suffolk Council is in the process of producing a new Historic Environment Supplementary Planning Document. It is intended that this will include detailed guidance on development, alterations and changes to historic buildings in East Suffolk, as well as information on installing sustainable technology and adapting to climate change.

The North Lowestoft HAZ Design Guide SPD provides information and guidance that is specific to the HAZ area to enable regeneration and enhance the local built environment. The North Lowestoft HAZ Design Guide SPD will inform work on the Lowestoft Town Centre Masterplan and other Lowestoft initiatives.”

LOWESTOFT FLOOD RISK MANAGEMENT

The lower lying coastal area, formerly known as the Beach Village suffered major flooding during the first half the 20th Century. Damage from repeated floods and WWII led to the area being redeveloped for commercial and industrial use.

Areas of Lowestoft are located within the flood zone 2 and 3, include parts in the Heritage Action Zone. The flood risk areas are along Whapload Road and the coast, North Denes Caravan Park, and the Denes Oval and Recreation Ground.

The Lowestoft Flood Risk Management Project is developing a way to reduce the risk of flooding from the sea, rivers and rainfall. The completed project will reduce the risk of homes and businesses flooding and support the regeneration and economic growth in Lowestoft.

Further detailed guidance that includes information on flood risks and management is being developed separately for the Power Park.

CLIMATE CHANGE

East Suffolk Council declared a climate emergency in July 2019 and the environment is a top priority for the council. An Environmental Task Group was established to ensure all policies are fit for purpose and identify areas for improvement.

The regeneration of north Lowestoft through the support of the Heritage Action Zone scheme and Design Guide will enable people to live, work and shop locally and sustainably reducing the need for travel.

The need for sustainable development underpinned the development of both the Waveney Local Plan and Suffolk Coastal Local Plan. Both Local Plans contain planning policies that address renewable energy, and sustainable construction. Advice on installing renewable energy technologies and adapting historic buildings to increase their energy efficiency is provided by Historic England and will be included in a new Historic Environment Supplementary Planning Document. Each historic building is unique and offers its own opportunities and constraints and should be considered individually. Advice is available from the East Suffolk Design and Conservation Team through the pre-application advice service .

5. Historic Evolution



5.0

Historic Evolution

BASELINE HISTORY

This section provides a baseline history of Lowestoft with a focus on the area included in the Heritage Action Zone. It includes an overview of the development of the historic town, in order to underpin the Design Guide and ensure that all future regeneration of the North Lowestoft HAZ is sympathetic to its historic significance.

Post-medieval to Modern (1486 AD – 2000 AD)
Cartographic evidence from 1578 highlights the extent of Lowestoft by the late sixteenth century. The High Street, extending as far as St. Margaret's Plain, is a planned settlement dating back to the second half of the 14th Century. The community moved here from an inland site for a variety of reasons, and the layout of the High Street and cross lanes is still evident today. This area was densely developed, and a fort had been established, with the scores leading down the cliff from the High Street to the 'fish houses' and 'Deanes'.

1486 AD – 2000 AD



Map of Gunton, Suffolk 1578 [cartographer unknown]



Lowestoft from The Denes 1896 (Francis Frith ref: 37942)

16th Century

As Lowestoft grew in size and fortune, it became an important navigational and defensive site. From the sixteenth century, coastal towns across the country established military defences, and this is evident in Lowestoft with the earliest forts here planned in 1539. From 1625 onwards, gun batteries are also recorded in the town. Temporary navigational structures were established, prior to being replaced with a permanent light house in 1676 by order of Samuel Pepys in the area of Bellevue Park.

By the early seventeenth century, Lowestoft is recorded as being home to c.100 occupations, including textile and clothing manufacture, metalworking, and food and drink production. The town was able to grow rapidly to accommodate this diverse economy due to the weekly market and surrounding agriculture which supported it. Herring fishing also continued to remain a significant element of the local economy throughout this period.

17th Century



Gas Works on Ness Point and environs, 1939 (Britain from Above)



The Sands Lowestoft, 1887 (Francis Frith Ref: 19829)

The area was predominantly of an industrial character as demonstrated by the introduction of the gas works in this area in the mid-1800s, and contained large warehouses and sheds to support the herring industry.

Passing of the Norwich and Lowestoft Navigation Bill of 1827 promoted further growth in Lowestoft. The 1827 venture failed overall, however it paved the way for the purchase of land to the south of the harbour by Samuel Morton Peto in 1844. Peto transformed the town and established Lowestoft as a holiday resort by overhauling the fishing town. This regeneration shifted the focus of the town away from the High Street and towards the harbour and the new town to the south, and south beach became the centre of amusement and recreational activities.

The North Denes continued to be used by smaller vessels and fishermen, who lived and worked in the beach village until the area was cleared in the 1960s. Additionally, the North Denes area evolved as a place used for tourism, such as the holiday caravan park, and has greatly contributed to the character of Lowestoft seen today.

Expansion to the north of High Street also began from the later 1800s. After the opening of Bellevue Park in 1874, Lowestoft's first public park, polite society was attracted to the area and established grand residences on the cliff top to the north of the park.

18th Century

Early 19th Century

Late 19th Century

During the 1790s a substantial community began to develop to the east of the High Street, on the Denes. The community expanded rapidly in the mid-1800s to become an established settlement known as the beach village, home to c.2500 people by 1900. Home to Lowestoft's fishing community, residential development here was of a smaller and more irregular scale compared to residences on the High Street, and was interspersed with areas of industry to support the fishermen.



OS Map 1886-1890



Interior of the Netting Sheds ©English Heritage
NMR Reference Number: AA98/12838

By 1911, at the peak of production in the British fishing industry, the population of Lowestoft was recorded as 37,886. Although the outbreak of the First World War impacted Lowestoft's fisheries sector, it also gave rise to the growth of other industries such as shipbuilding and engineering. Lowestoft was bombarded by the German Navy during the First World War and heavily bombed during the Second World War; the beach village was also commandeered by the British military during the latter conflict, exacerbating harm to the settlement. Bomb damage along the cliff top led to extensive rebuilding programmes throughout the twentieth century, to infill gaps left by bombs. World War II features are evident on the Denes, including barbed wire obstructions and a barrage balloon site (LWT 090). 'Bomb craters' on the Denes are the remains of the Lowestoft Links Golf Course. These theories are understood to explain the formation of the current landscape features.



Denes Recreation Ground, 1928

Throughout the later twentieth century, Lowestoft was impacted by a downturn in both the fishing and tourist industries, leading to a period of economic decline. Modernisation was undertaken in the 1960s and 1970s, with considerable redevelopment to the west of the High Street. The construction of the town bypass in the 1970s, in particular, resulted in the clearance of substantial areas of historic built form.

Early 20th Century



OS mapping 1860s and 1960s showing the loss of residential development and rise of larger industrial plots

During the twentieth century, leisure became an increasingly lucrative industry in Lowestoft. New leisure facilities were constructed on the Denes and North Parade in the early twentieth century, including the Denes Oval, new tennis courts, cricket facilities and a new pool. The open air, salt water swimming pool that stood close to the sea has been filled in and was located close to the current North Denes Caravan site.



Bellevue Park and Residences, 1928
(Britain from Above)

Late 20th Century

In January 1953, the beach village was hit by a dramatic flood which swept away older sea defences and heavily damaged the village settlement and southern areas of the town. The impact of the flood, combined with the destruction caused here during World War II, led to the abandonment of the beach village and the land was subsequently redeveloped for industrial use.



6. Statement of Heritage Significance

6.0

Statement of Heritage Significance

North Lowestoft derives its significance from its surviving historic street pattern and fine townscape, as well as its status as one of England's pre-eminent fishing ports on the East Anglian coast during the medieval and post-medieval period. This is augmented by its later evolution into a leisure destination during the nineteenth century, which saw the creation of refined Victorian parks to the north of the town centre. This rich history has left a legacy of striking civic, domestic and commercial buildings along the historic High Street. There are also rare surviving examples of post-medieval fishing infrastructure along the parallel route of

Whapload Road. Together with the varied and dramatic topography of the cliff, the geology of which creates the unique, steeply sloping alley-ways known as 'The Scores', the combination of North Lowestoft's high quality historic townscape, richly detailed architecture, and unique urban morphology results in place that is divided into distinct character areas, all of which can boast a very high level of heritage significance. The concentration of listed buildings, the designation of the Conservation Area, and the consequent Heritage Action Zone scheme all reflect this special interest.

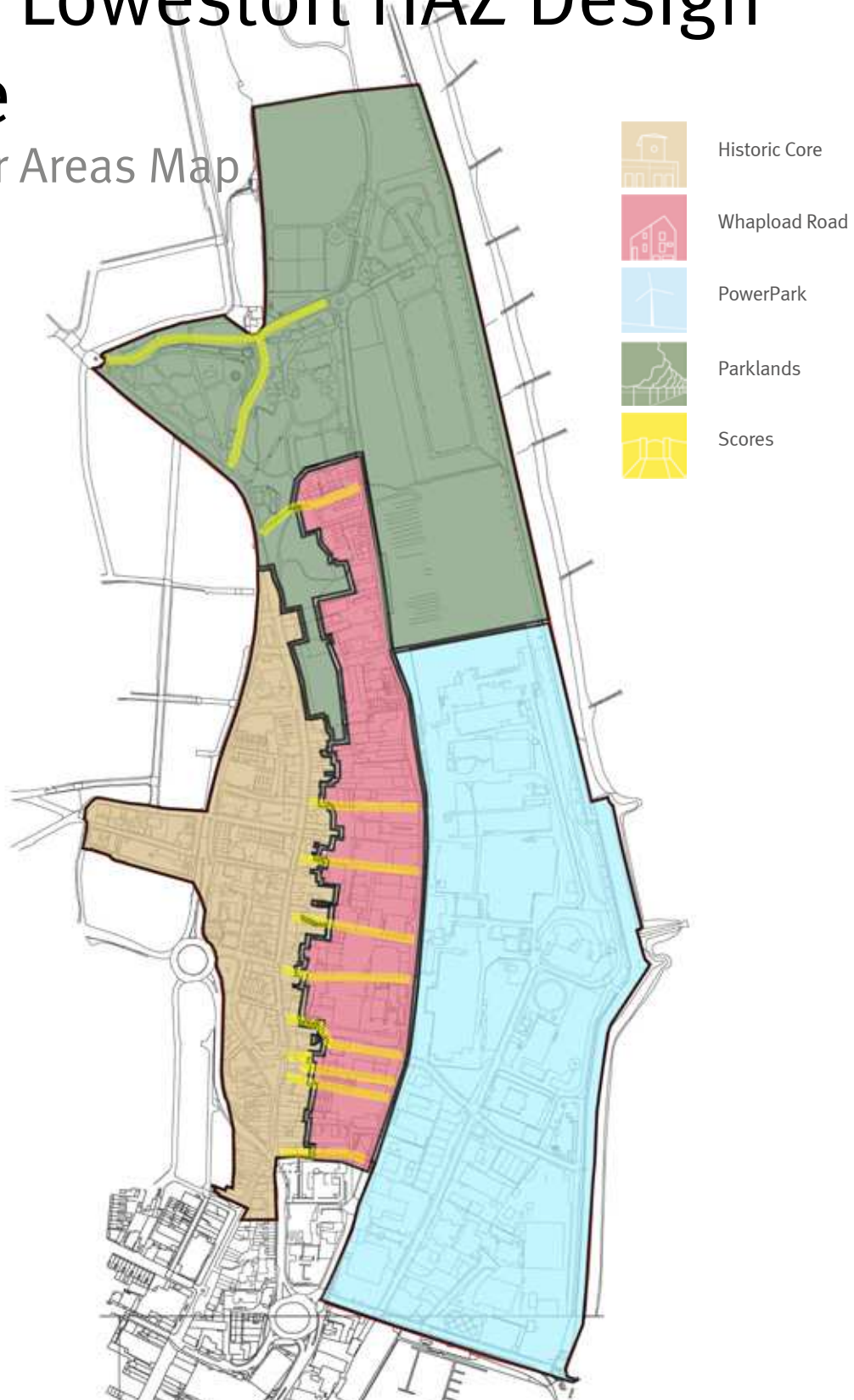


1910's - Bellevue Park

6.1

North Lowestoft HAZ Design Guide

Character Areas Map



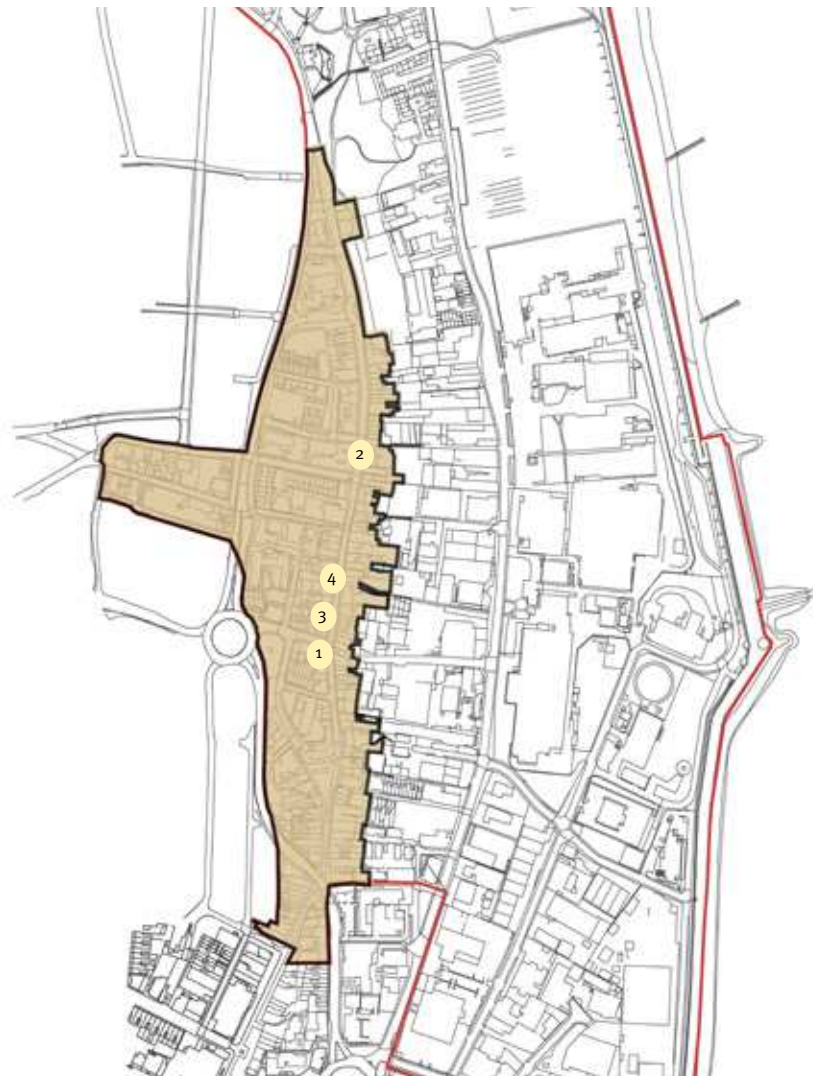
Character Area 1

High Street/Historic Core



Within the historic core, the High Street is characterised by its independent commercial buildings and continuous frontages, set within burgage plots and punctuated by the Scores. The overall high quality of the historic built space is a significant feature of Lowestoft and comparable to other, more famous historic towns. Developed from the fourteenth century, its streetscape is rich in architectural detail, noteworthy for its lack of uniformity in scale and design which is reflective of its continued importance and development.

Post-medieval buildings contribute positively to the historic significance of the area, creating a varied vista of steeply pitched roofs and jettied first floors, in contrast to the later Georgian and Victorian shop frontages, constructed in brick and more rhythmic in design, with detailed features such as door cases, windows, lobbies, and moulded cornicing. Local building materials such as gault brick, stucco and pantile dominate, creating consistency within the street. Large, high status houses were erected in High Street following the town's development as a coastal resort.



HIGH STREET CHARACTER AREA IMAGES



1 The Old Blue Anchor public house



2 Old Town Hall



3 Strong Georgian / Victorian brick frontages



4 Painted render, dormers and pantile roof properties

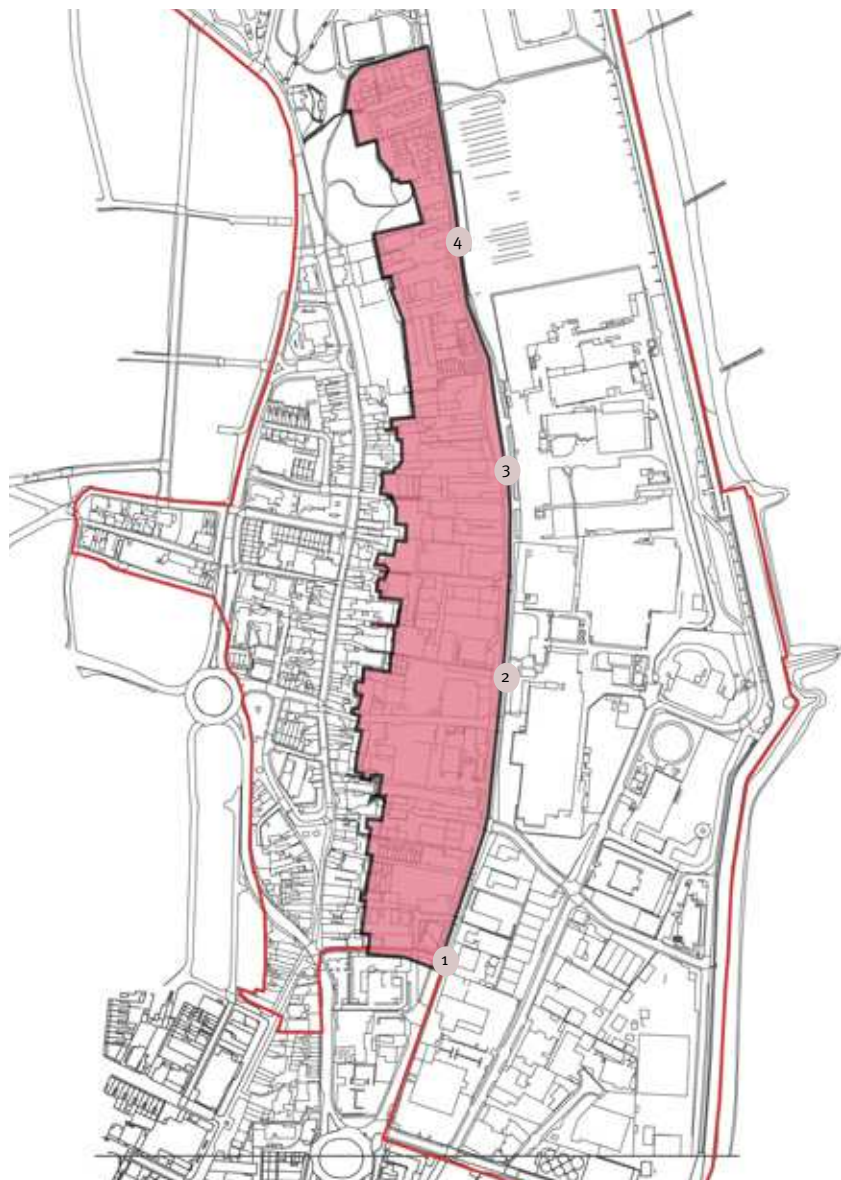
Character Area 2

Whapload Road



Whapload Road retains evidence of Lowestoft's maritime history, contributing to the town's historic industrial character. The area is now dominated by large commercial premises comprising of historic warehouses and net stores, now in light industrial use. This enhances our understanding of the historic trade in this area and contributes to its significance. These buildings are orientated east west, with gable ends facing onto Whapload Road. This creates a

strong rhythm to the streetscape, and opportunity for a visual connection with the High Street, with 'pleasing' views east towards the buildings, roofscape and gardens of the High Street. It is vital to preserve and enhance the historical buildings that still exist here, particularly the fishery office at 329 Whapload Road - a building of national importance and a recently designated Grade II Listed building under Historic England records.



WHAPLOAD ROAD CHARACTER AREA IMAGES



1 Christchurch on Whapload Road



2 Bottle store for the Eagle Brewery that stood on site



3 View towards the High Street from Whapload Road



4 A traditional herring smoke house

Character Area 3

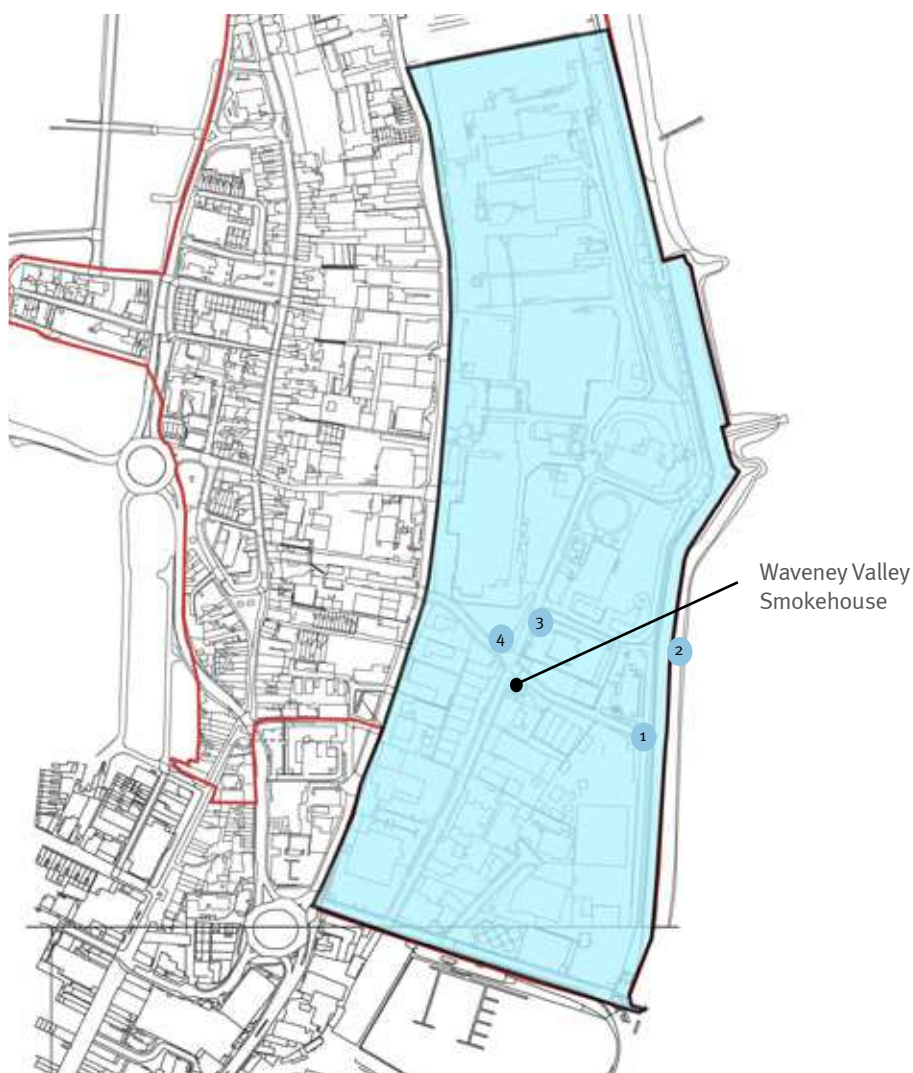
Power Park and Surrounds



The industrial development surrounding the Gas Works, now predominantly comprised of land known as the Power Park, is largely modern built character. The area includes modern buildings of large mass and height. There are very few remnants of historic built structures in this area; the Smoke House is an important survivor of the small-scale smoked herring industry of this area, and highlights the smaller scale character of this area prior to the loss of the Beach Village. The smoke house - see labelled map below - is a single-storey red brick structure orientated east to west and located on Wilde Street. The

street plan here has largely been lost to modern development; however, Wilde Street follows the historic Wilde Score, connecting the beach with the historic town core. Ness Point is of particular significance as the most easterly point of the British Isles, giving the beach here a unique character.

This area increasingly shares an association with the off shore wind farm, with a high number of buildings constructed for the use by the renewable energy sector with emphasis is being placed on the creation of high quality, sustainable and energy efficient buildings.



POWER PARK CHARACTER AREA IMAGES



1
Orbis Energy Building and Gulliver wind turbine



2
View north towards Ness Point along sea wall



3
View west from Orbis Energy towards Birdseye factory



4
View towards former gas holder on Gasworks Road, a strong reference for future placemaking and identity

Character Area 4

Historic Parklands



The north extent of the North Lowestoft HAZ is primarily characterised by verdant, nineteenth century parks, Bellevue Park and Sparrow's Nest. Bellevue Park, a Grade II Registered Park and Garden, was the first free public park established in Lowestoft. It was laid out in the style of a formal pleasure ground and opened in 1874. Sparrow's Nest followed shortly after, and was once the summer home of Robert Sparrow of Worlingham Hall, and later functioned as a pleasure garden in the twentieth century following its acquisition by the town corporation in 1897. These parks are significant features of the North Lowestoft HAZ, are well preserved components of the pleasure town, and will be important to interlink them, to integrate the 'green areas' with the

built environment. Their significance also derives from the group value of heritage assets contained within, in addition to the beneficial contribution they have on views towards the cliffs. On lower ground to the east, Ness Park is open in character, enclosed by a substantial sea wall with a narrow sandy beach beyond. This park is of historic value and shares a strong association with the fishing industry of the Denes, as it has retained the historic drying racks used by fishermen of the former Beach Village. Work in the North Denes area will also draw attention to the remains of the rope walk and liver trench, of which the latter was used to boil down cod livers saved from Iceland voyages over fire pits, to make train oil for fueling domestic lamps and treating leather.



HISTORIC PARKLANDS CHARACTER AREA IMAGES



1
Lowestoft Naval Memorial



2
Sunken gardens within Bellvue Park



3
Thatched Lodge within Bellevue Park



4
View north-eastward from the Ravine towards tennis courts

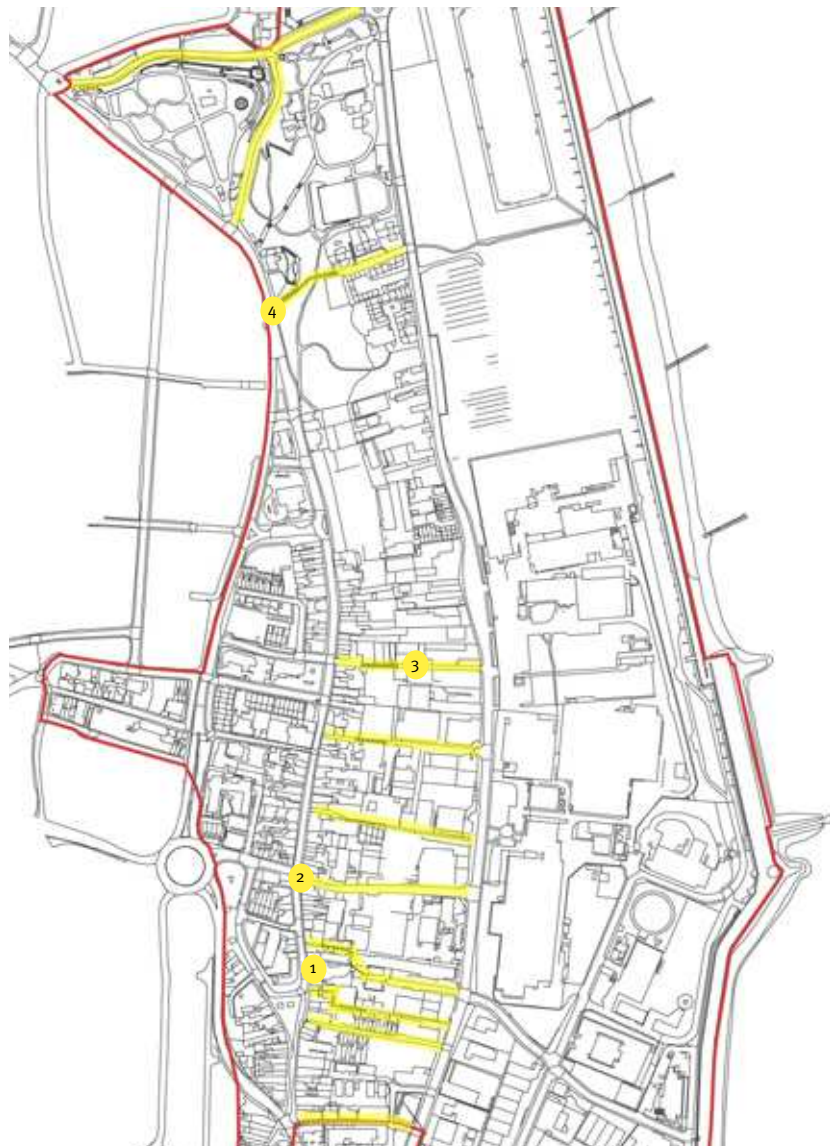
Character Area 5

The Scores



Despite being dispersed across the centre of the North Lowestoft HAZ, the Scores are a significant feature of the area and distinct in its character. While functioning as pedestrian passageways physically linking the High Street with the Denes, each lane is also unique in its form and character. The Scores are of significant historic and evidential value, created over time by the footfall of people wearing paths in the soft, sloping cliff as they travelled between the historic High Street and the Beach Village. They are narrow, and generally widen towards

Whapload Road where modern development has eroded parts of the historic architectural townscape. The lanes are predominantly straight, but there are exceptions as they follow irregularities of property boundaries. For the most part, they are enclosed by high flint and brick walls, with shallow steps, and some are marked by archways and alleys between buildings. While some have been lost, 11 have been retained and are still in use by the community today.



THE SCORES CHARACTER AREA IMAGES



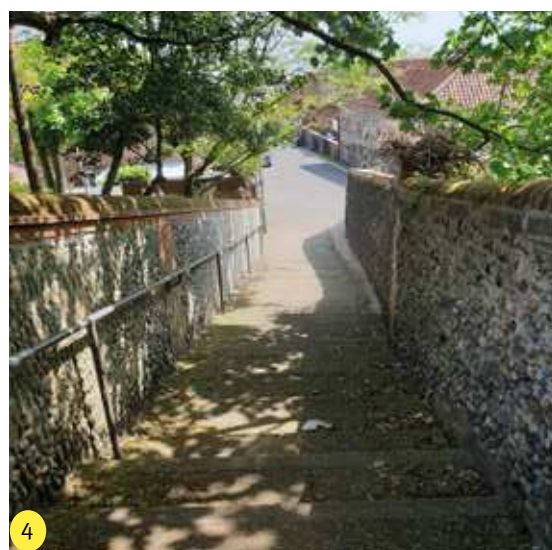
View east along Wilde Score from the carriage arch



View east along Rant Score towards the Powerpark



View up Mariners Score towards High Street



View down Lighthouse Score

6.2

Key Heritage Assets

DESIGNATED HERITAGE ASSETS

There are 51 designated heritage assets within the conservation area of the North Lowestoft Heritage Action Zone. This comprises of 1 grade II* listed building, 48 grade II listed buildings and structures, and 1 grade II Registered Park and Garden. Designated heritage assets, which are considered to make a key contribution to the historic character of the areas, are outlined below:

- North Lowestoft Conservation Area: The North Lowestoft Conservation Area covers the historic core of the modern town of Lowestoft, and largely overlaps with areas of the HAZ. The key significance of the North Lowestoft Conservation Area is defined by the retention of the historic street plan and morphology which enhance our understanding of Lowestoft's origins as a fishing port and market centre.
- Town Hall (Grade II): This building is notable for its architectural interest, as a good example of a civic building in the Italianate style, its communal value, and its prominence on the western side of the High Street.
- Continuous façades on the High Street (Grade II and Grade II*): These buildings are of significant group value for the contribution they make to the historic character and architectural variety of the streetscape.
- Maritime Museum (Grade II): This building is of interest for its architectural detail and historic value as a well preserved house constructed in 1828 in pebble render with brick quoins and dressings under a pantile roof. It sits within the restored Sparrow's Nest Park and is now also notable for its communal value gained from conversion to a museum, hosting exhibitions about the history of Lowestoft and its herring industry.
- High Lighthouse (Grade II): This has been the site of a lighthouse since 1676, making it of historic value to the town and reflective of its importance to the coast. The lighthouse was rebuilt in 1853 and is of 3 storeys, with a gallery at the lantern stage and a glazed lantern surmounted by a weather-vane.
- Naval War Memorial (Grade II): This memorial is of communal value as a landmark structure within Bellevue Park which commemorates 2,385 names from the patrol depot "Europa" who never returned to their base at Sparrow's Nest.
- No. 329 Whapload Road (Grade II): A mid 17th Century salt store, later extended into a fish smoke house during early 18th Century. Noted for its architectural interest and strong group value with another building to the rear of Whapload Road.
- Fish House to the rear of 312-14 Whapload Road (Grade II): Former workshop and store with 16th century origins and listed as its a rare example of this type of fishing industry-related building, as well as retaining parts of its original fabric, including timber mullioned windows.
- Bellevue Park Registered Park and Garden (Grade II): This park is significant as the first public park to be opened in Lowestoft, and for its associative value and connection with chairman of the Lowestoft Improvement Committee, James Peto, and two of the Committee's members, William Youngman and William Rix Seago, who were responsible for turning the idea of a 'symbol of Lowestoft's growing civic pride' into a reality. It follows the character of contemporary pleasure grounds, with winding paths and cross-walks through areas of lawn densely planted with a wide variety of specimen trees and shrubs, and a pagoda-style bandstand on the eastern boundary to take advantage of the sea views.



High Lighthouse (Grade II)

CONTRIBUTION OF OTHER ASSETS

A range of other assets are located within the Heritage Action Zone, which make a positive contribution to its significance. The Heritage Action Zone initiative is designed to unleash the potential of the historic environmental and possibilities for regeneration, and the key assets identified that could facilitate this are considered to be:

- **The Scores:** These are of high value to North Lowestoft, and are a unique feature of the town. They have been created and maintained by centuries of use, and are reflective of the importance of the herring industry to the growth of the clifftop town. They are still of high communal value to this day, being home to a heritage trail and the annual Scores Race, Britain's most easterly hill race, which includes 401 steps across 11 of Lowestoft's historic scores.
- **Fishing Industry structures:** Examples of industrial buildings remaining on Whapload Road and within the former Beach Village are fairly limited, which make those that have survived significant features.
- **The Smoke House:** The Smoke House is particularly important for its representation of the small-scale industry which once dominated this area, and as one of very few remaining structures of the smoked herring industry. It is a single-storey red brick structure on Wilde Street, aligned east-west, with a pitched pantile roof. A number of brick-built warehouses can be found on Whapload Road. These are all, notably, orientated east-west, and are typically three storeys high with gable end frontages facing onto Whapload Road. Although this area has lost much of its historic architectural character it has retained its economic importance to Lowestoft, similar to its role throughout the medieval and early modern periods.
- **Christ Church:** Significant for its historic, architectural and communal values. It was constructed in the mid- nineteenth century to serve the community in the Beach Village. The church is Gault brick with red brick stringcourse decoration, and simple geometric tracery is used across the building.

IMPORTANT LOCAL SPACES

A number of spaces within the HAZ have been assessed and are considered to contribute positively to the built and natural landscape of the HAZ area despite the current lack of formal designation. These include:

- **Sparrow's Nest Park:** Sparrow's Nest Park is well maintained and in active use making a positive contribution to the North Lowestoft HAZ. It contains a number of recreational facilities, including bowling greens, cafes and a bandstand, with distinct areas of planting including large lawn areas, sunken gardens, ponds and fountains.
- **Ness Park:** A new park will recognise the importance of Lowestoft and Britain's most easterly point through provision of a new green space in the area covering the net drying racks, adjacent to the Birdseye factory to the south and North Denes Caravan Park to the north. The new park will improve access, knowledge and interpretation of the HAZ in this area and its maritime connection.
- **Ness Park:** Ness Park will feature naturalistic planting to maintain its heritage and setting, whilst improving cycling and pedestrian access to the sea wall and coastal paths.
- **A caravan park:** A caravan park occupies a large area of coastal frontage between the historic drying racks to south and open area of grass to the north. The Tingdene North Denes Caravan Park is visible from the surrounding roads and paths including Whapload Road and Gunton Cliff. The caravans visually conflict with the historic and natural characteristics of the historic parklands area but offers holiday accommodation that supports the local tourist economy.
- **Other important spaces:** include the public square at The Blue Anchor pub, as well as The Triangle market; both of which have been identified as 'Key Spaces' within the public realm section on page 51 of this document.



7. Guidance for New Developments

7.0

Guidance for New Developments

Historic Core



The purpose of this built form analysis is to help pick out the overriding features of the townscape, which should be referenced when taking development forward. This

will assist in ensuring that development is place specific in terms of the character of the Historic Core.

EXISTING DEVELOPMENT

The area defined as the Historic Core, as identified earlier in this Guide, covers the historic High Street and surrounding side streets, extending to the A47 corridor and slightly beyond to cover Crown Street West and adjacent streets. This area of the HAZ contains the oldest, and some of the finest buildings in the area which range in age from the fifteenth century onwards but largely consisting of buildings from the Edwardian and Victorian period. Buildings on the High Street are typically residential premises above shops on the ground floor which are set immediately against the back of footway. This area benefits from a range of architectural

and period design styles, with no one single style dominating the streetscene. Behind the High Street on side streets are larger single plots which have been redeveloped into apartment blocks, creating a significantly different grain than the traditional, close knit and tight urban grain of the historic High Street.

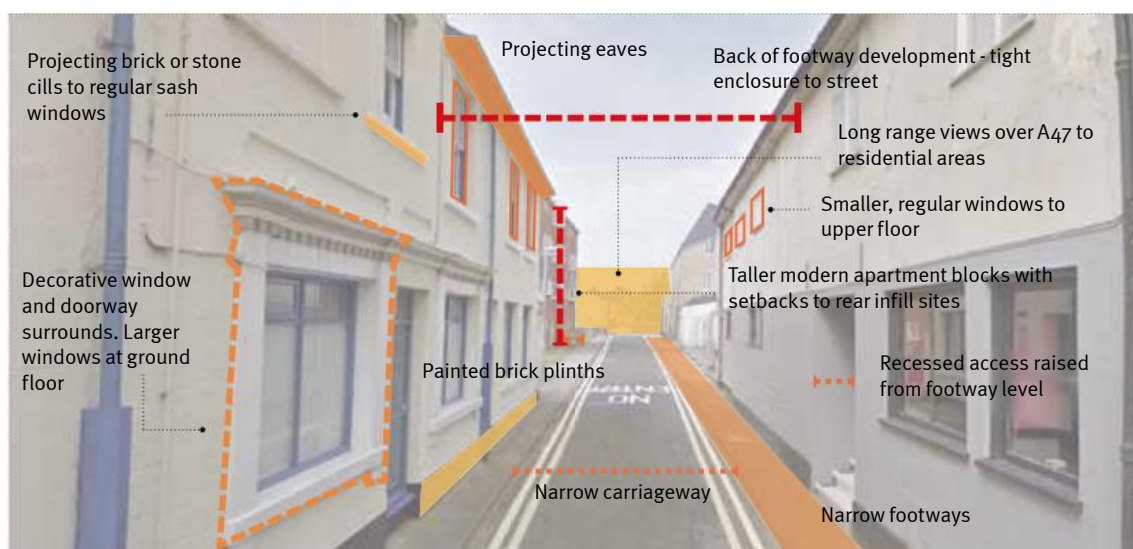
The following diagrams highlight the general attributes of the spatial form in this area and represent the key features of the area which should be considered should development sites come forward within the Historic Core.



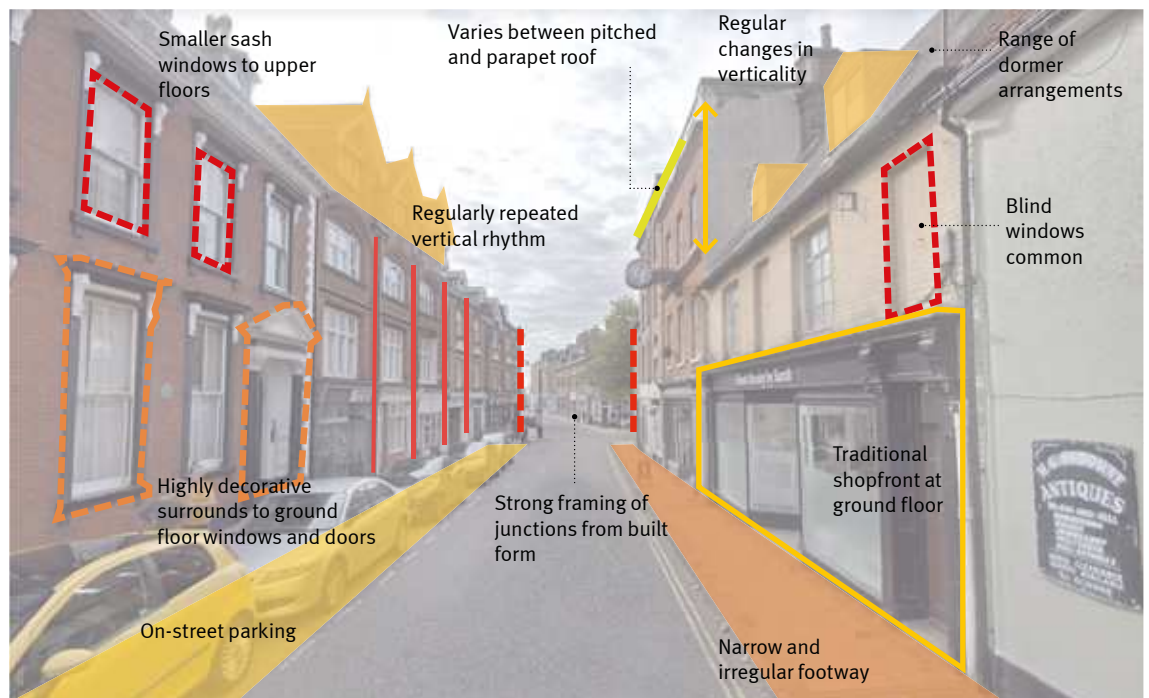
Gateway to the High Street from the south



Gateway to the High Street from the north



Crown Street East looking west



High Street looking north



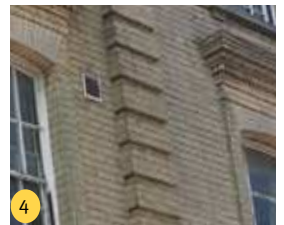
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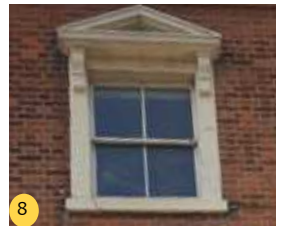
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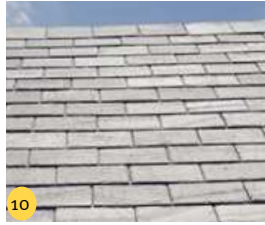
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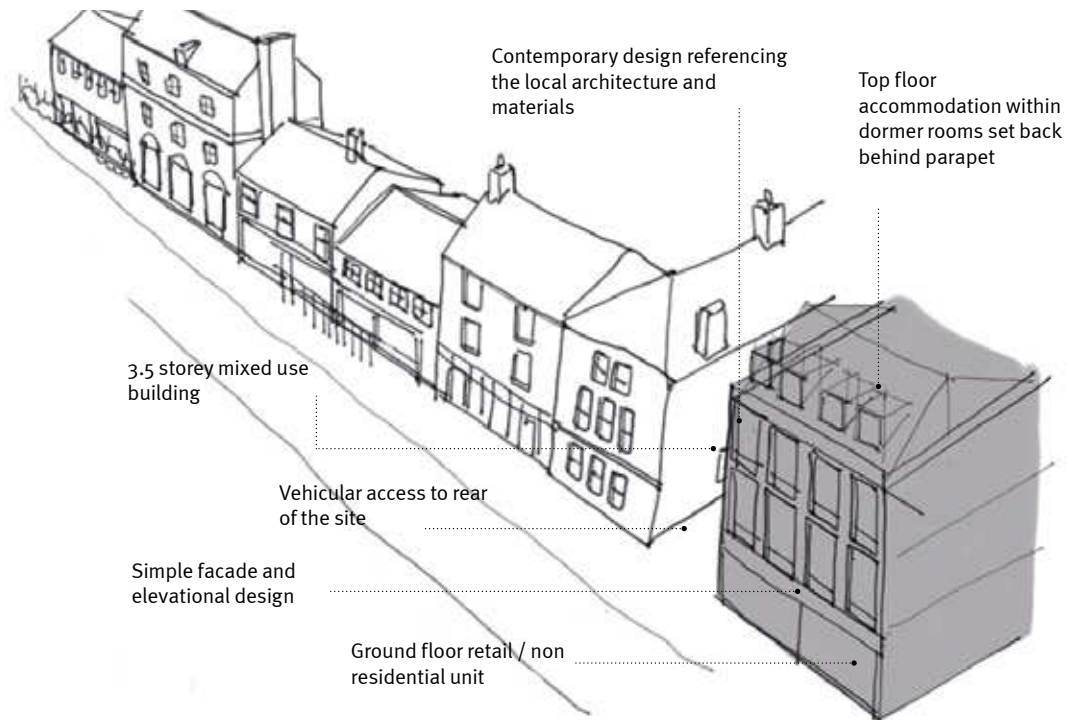
12

1. Suffolk Red brick with header arches over doors and windows
2. White painted aperture detailing
3. Painted clay tiles
4. Gault brick with pilasters and decorative brickwork
5. Jettied timber frame building and cornice detail
6. Diaper brickwork in contrasting tones
7. Various tones of painted render over brickwork

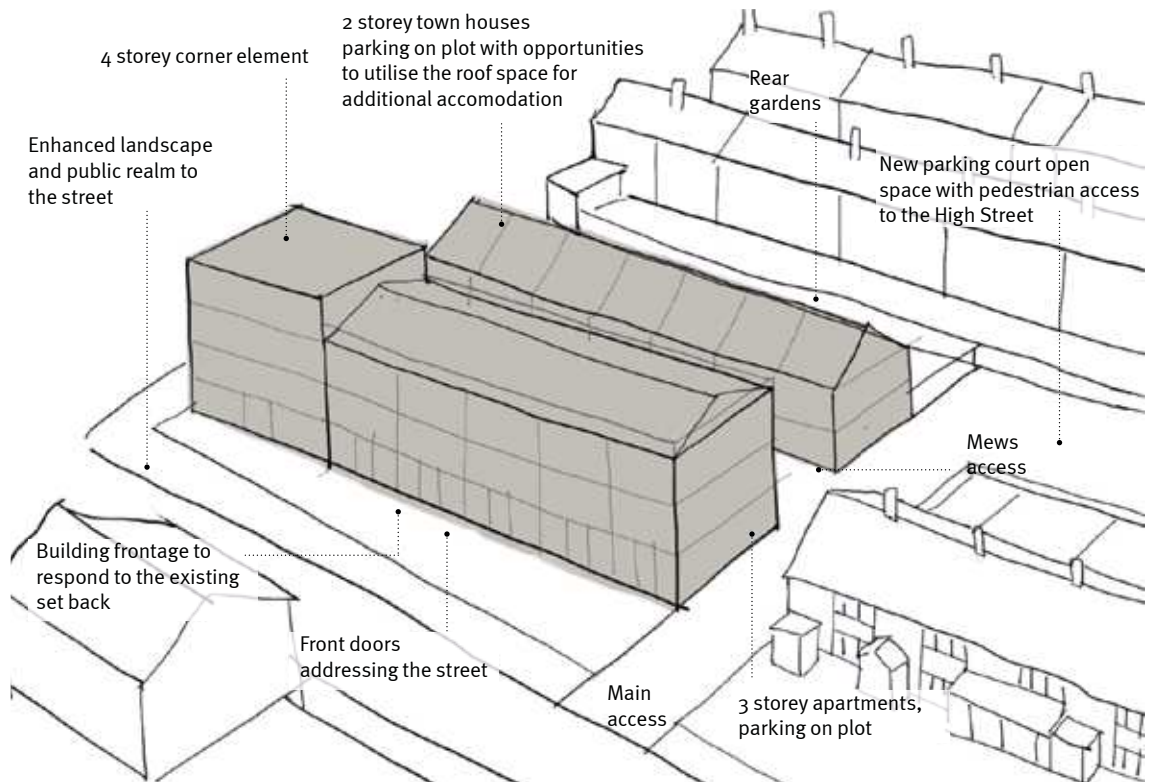
8. Sash windows
9. Clay or terracotta pantiles
10. Slate roof tiles
11. Timber framed gables
12. Range of chimneys with dormers, of varying types, inset into roof and eaves

INDICATIVE DEVELOPMENT FORMS

The illustrations below indicate how new development can utilise plots appropriately by providing a conceptual indication of the design principles that could be applied.



Infill development on High Street



Rear of High Street development

HIGH STREET

Development behind the High Street is generally very different to how development would appear on the High Street frontage itself. They are larger plots, often abutting the A47 and are adjacent to less high-quality built form – certainly when compared to the High Street.

The images below have been included as indicative of the type of built form that is considered would be in keeping of the character of the local area, as well as maintaining a level of high-quality design.



- 13. Infill development in local vernacular materials to traditional dimensions and scale
- 14. Modern townhouse development with a strong, traditional linear orientation interspersed with mews court spaces
- 15. Simple terraced rowhouses with variation in brick to provide contrast and sense of identity to each house

- 16. Row of three storey gable fronted townhouses with frontage parking and refuse storage
- 17. Higher density four storey apartment block with high quality brick and detailing
- 18. Gable fronted brick apartment block featuring traditional design elements in a contemporary style

7.1



Guidance for New Developments Whapload Road

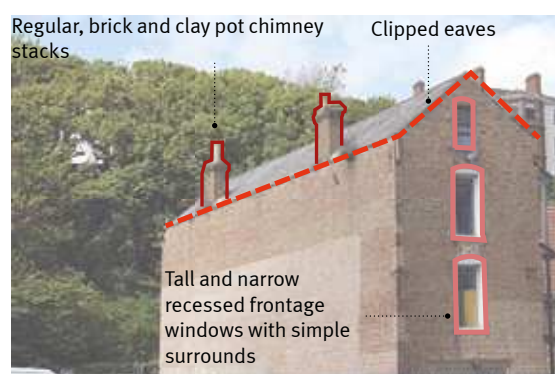
The purpose of this built form analysis is to help pick out the overriding features of the townscape, which should be referenced when taking development forward. This

will assist in ensuring that development is place specific in terms of the character of the Whapload Road area.

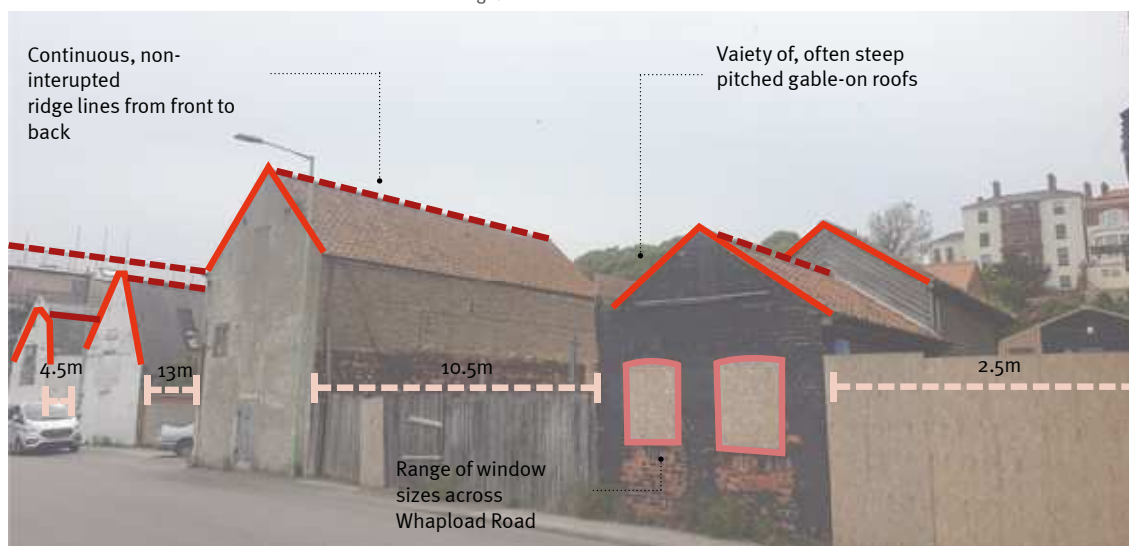
EXISTING DEVELOPMENT

The existing built form on Whapload Road is highly distinctive, not only within the HAZ area but the wider region and is synonymous with the fishery industry which dominated this area.

Whilst some more recent additions are present in the streetscene which are of little distinction or interest, the identity of Whapload Road is defined by the historical smoke houses which front onto the road and generally run in a strong east-west alignment. These typologies are unique and should be taken as as templates for upcoming development in the area. Features such as local brick, pantile roofs, painted brick and strong vertical emphasis from tall and narrow windows are common and help to reinforce the strong sense of place that ties Whapload Road to its historical purpose. Development should reflect these characteristics, be no more than 4 storeys in height and maintain a strong built frontage onto the road, utilising the traditional forms in a contemporary idiom with careful consideration of flood risk and future climate change.



Clipped eaves, tall, narrow windows to frontage and brick chimney stacks



Dominant gable frontage, continuous ridge lines and a range of separation distances

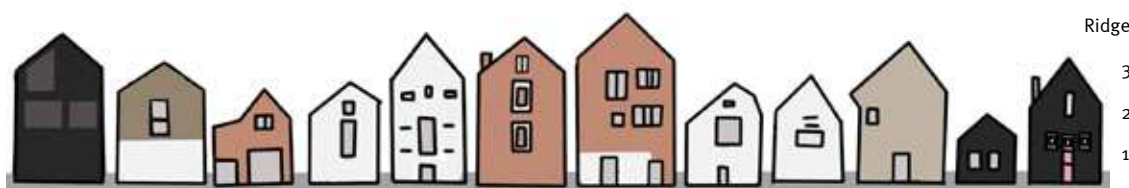
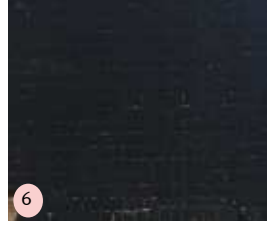


Illustration showing variety of gable styles, shapes and colours common along Whapload Road

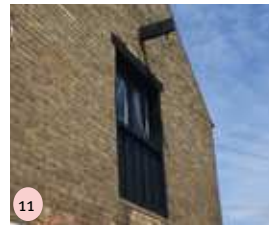


Predominant buiding depths on Whapload Road

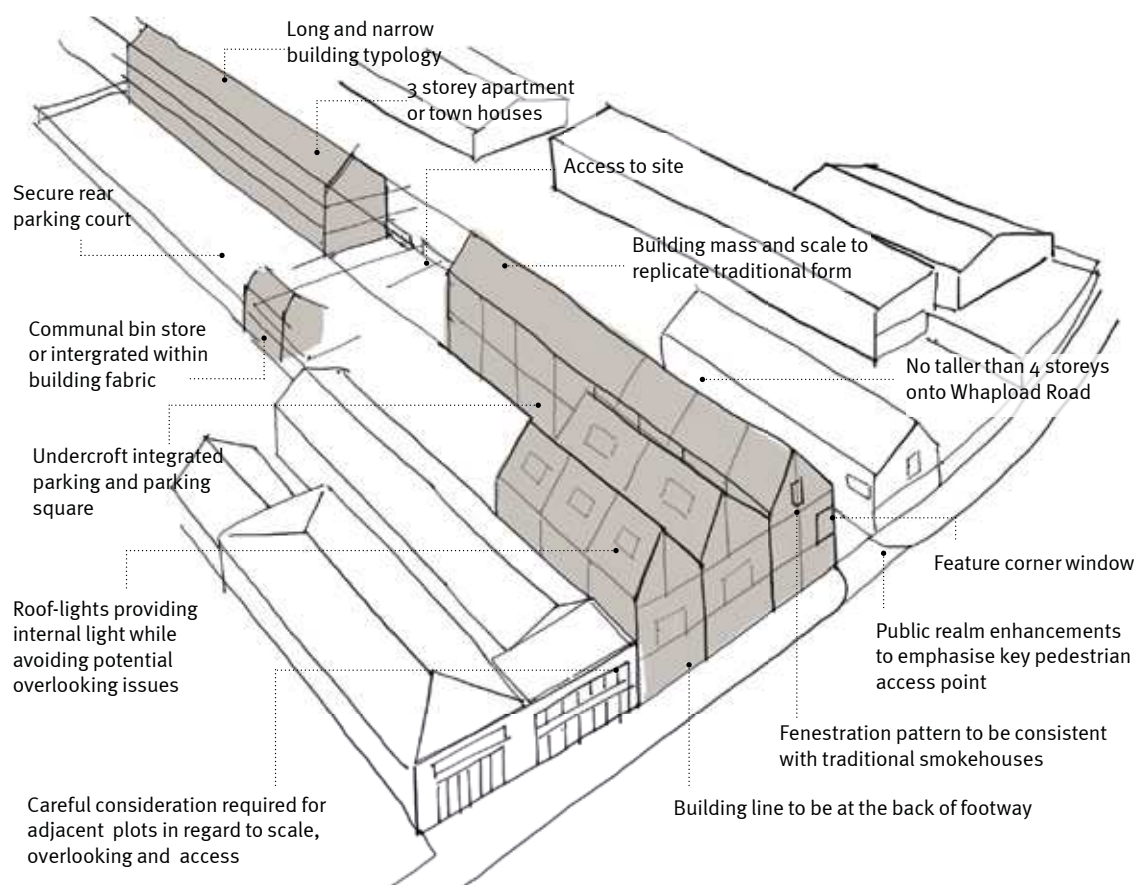


1. Pebble inset walls
2. Painted pebble walls
3. White painted brick
4. Brown/grey brick
5. Suffolk red brick
6. Black painted brick
7. Clay/terracotta pantiles
8. Slate tiles
9. Industrial art-deco steel framed windows with central pivot

10. Industrial casement windows
11. Cargo door and hauling beam
12. Wall ties
13. Rusted industrial gate - similar in appearance to corten steel
14. Old painted wooden door with traditional features and textures



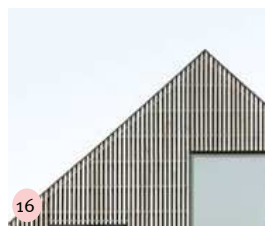
The illustration and photographs set out further principles for the design of new development in the Whapload Road area.



Indicative development on Whapload Road

- 15. Apartment block utilising strong gables and patterned brickwork
- 16. Vertical application of wood or metal slats on a gabled facade
- 17. Vertical timber boarding with simple gable and window details
- 18. Dark red brick gabled townhouses with vertical windows

- 19. Modern interpretation of a traditional vernacular
- 20. Light/gault brick with clipped eaves on apartment block
- 21. Dark metal roof with interesting materiality to gable - slim skylights



7.2



Guidance for New Developments

PowerPark and Surrounds

The purpose of this built form analysis is to help pick out the overriding features of the townscape, which should be referenced when taking development forward. This

will assist in ensuring that development is place specific in terms of the character of the Power Park and surrounds area.

EXISTING DEVELOPMENT

The area defined by the PowerPark is currently occupied by a range of commercial and industrial land uses including manufacturing, light and heavy industry and more recently business and technology units. The area has the appearance of an industrial estate, which is due to the lack of enhanced public realm, utilitarian warehouse style buildings and a lack of activity onto the street and austere perimeter fences with vacant land, however areas of interest exist such as the prominent Gulliver wind turbine and the Orbis building which act as locally distinctive buildings. There is

currently very little to denote the history of the area, nor the existence of the Beach Village prior to its clearing. Buildings are of a larger scale and bulk than the surrounding area, and the dominant colour palette is largely greys and blues, with cladding, corrugated metal, brick, and occasional glass and concrete.

The PowerPark lies largely within the flood zone, and development in this area would also need to consider any further guidance which is developed for the PowerPark, on flood risk management and design.



Graded colour corrugated steel on Birdseye Factory



The Orbis building marks a departure from the prevailing typologies present in the area



View from Orbis over the Power Park and Whapload Road towards the High Street

NEW DEVELOPMENT IN THE POWERPARK

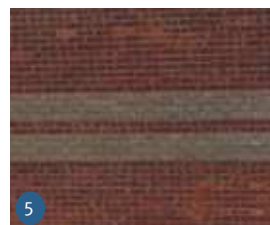
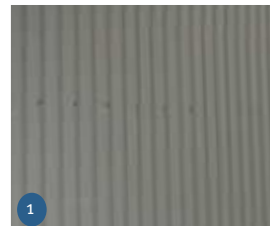
Recent developments, including the Scottish Power Renewables building on Hamilton Road are beginning to adapt and modernise the material palette that exists in the PowerPark area. This includes the use of metal cladding, floor to ceiling curtain wall glazing, recessed windows and strong gable features with recessed frontage. This building provides a positive precedent for development within the PowerPark as further plots come up for development. New development should also build upon the dominant colour palette at the

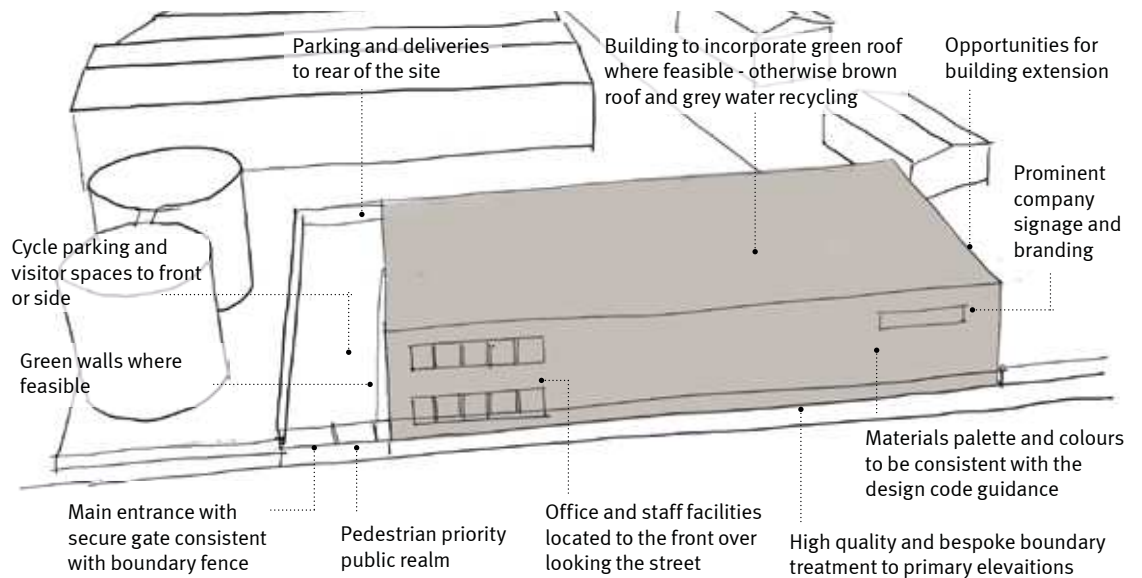
PowerPark, largely spectrum of greys, silvers and shades of blue. Consideration should also be given to enhancing the sustainability credentials of buildings within the PowerPark, ensuring that they are highly energy efficient and incorporate on-site energy generation methods where possible.



Scottish Power Renewables on Hamilton Road utilising modern materials

- | | |
|---|---|
| 1. Grey corrugated steel walls to large, pitched roof buildings typical | 6. Graded grey to blue colours of the Birdseye factory - a palette well used across the PowerPark |
| 2. Distinctive site history reflected in road names | 7. Concrete and glass utilised on the Orbis building offer a more modern design ethos and materiality |
| 3. Steel industrial windows set within red/brown brick with vertical concrete banding | 8. Blue rainscreen cladding and dark coloured brick to the plinth of the Orbis building |
| 4. Dark blue corrugated steel | |
| 5. Red brick with two banding courses | |





Example development in PowerPark illustrating the principles of layout (not architectural) within the PowerPark



9. Bespoke boundary treatments such as black weld mesh fencing with inset wind turbine silhouettes
10. Large floorplan commercial unit flanked with corten steel to provide a contemporary, weathered effect
11. Smaller scale start up/business units with sawtooth roof
12. Attractive and innovative glass and steel main entrance with large footprint operational area to the rear
13. Large glass and steel building referencing boatyards
14. Metallic material used to positive visual effect
15. Gables utilised on long side elevation
16. Contemporary interpretation of chimneys to refer to an areas industrial past



7.3

Guidance for New Developments Parklands



The purpose of this built form analysis is to help pick out the overriding features of the townscape, which should be referenced when taking development forward. This

will assist in ensuring that development is place specific in terms of the character of the Parklands area.

EXISTING DEVELOPMENT

The Parkland area covers a number of green spaces at the northern end of the HAZ area, including Bellevue Park which is a registered park. The area has historically been developed sporadically and infrequently, with existing buildings tending to be standalone and set within their own land. Due to the topography of the land, constraints of movement and access and the nature of the space as a protected area of green space for Lowestoft, there are very limited opportunities for development within this area.

Despite this, there could occasionally be situations where small scale redevelopment of a plot could arise,

and therefore it is important to understand the prevailing character of the materials within this zone. Development tends to be of a domestic nature, with the exception of the Sparrows Nest buildings on Yarmouth Road, and there is a mixture of materiality which includes Suffolk red brick, pebble inset walls and boundary treatments and formal gardens and paths which help to provide a sense of setting for the buildings and a greater setback from the street. It is recommended that a thorough context appraisal is undertaken for any development within this zone, responding directly to the surrounding built form and fabric.



Views across the park to the seafront and Maritime Museum



Examples of limited development within the Parkland zone



Pebble wall with red brick coping



Concrete and brick/tile feature



Thatched lodge with formal planting

7.4



Guidance for New Developments

The Scores

The purpose of this built form analysis is to help pick out the overriding features of the townscape, which should be referenced when taking development forward. This

will assist in ensuring that development is place specific in terms of the character of the Scores.

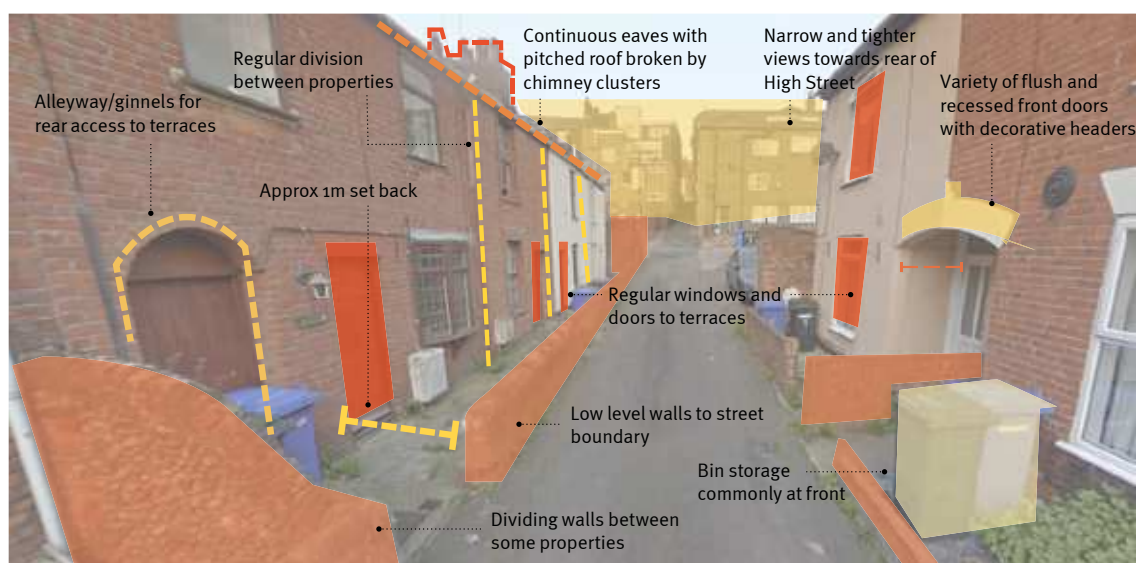
EXISTING DEVELOPMENT

The Scores are unique to Lowestoft and include distinctive built forms which contribute to a strong sense of place and history. The Scores connect the High Street, or higher levels at the top of the cliff, with Whapload Road, the Denes and waterfront at the bottom of the cliff. Due to a combination of piecemeal historical development, awkward access and

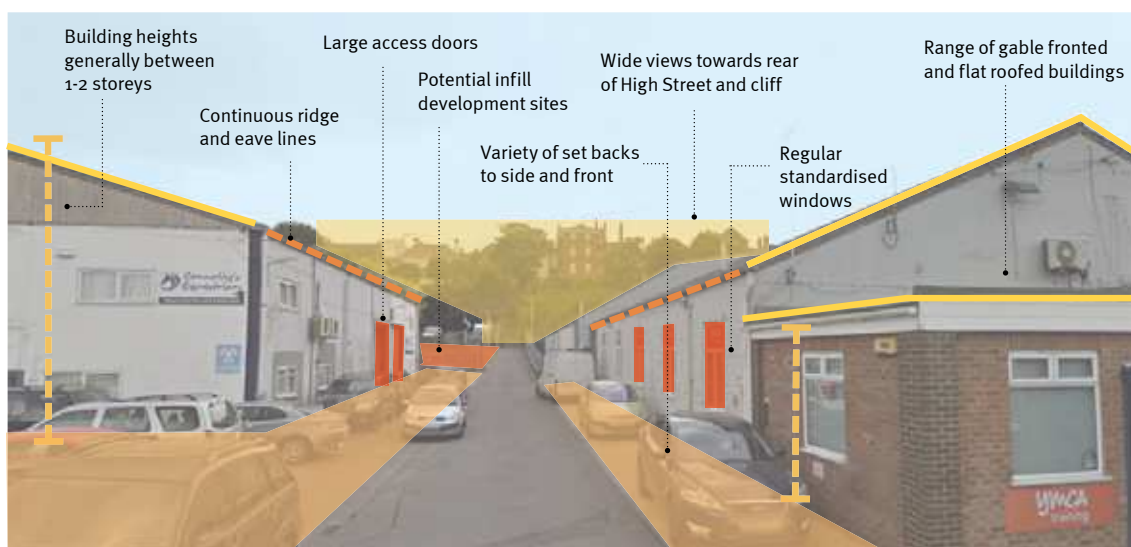
movement arrangements and the issue of gradients and topography, they present interesting challenges to successful development, but also the opportunity to create bespoke and unique places that create strengths from these challenges and reflect the very identity and nature of built form in Lowestoft.



Historical images along the Scores showing traditional typologies and nature of the built form enclosing the space



Spurgeons Score - Mid way between Whapload Road and High Street



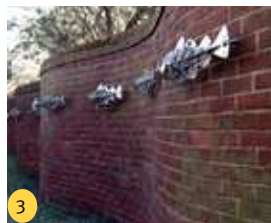
Crown Score - Whapload Road end



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2



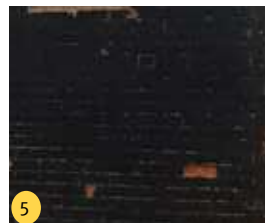
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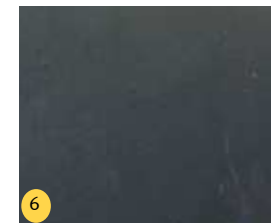
4

1. Pebble inset walls with red brick plinth and/or coping
2. Suffolk Red brick with grey mortar
3. "Crinkle crinkle" wall at Malsters Score
4. Gault brick with red brick banding
5. Painted brick of various

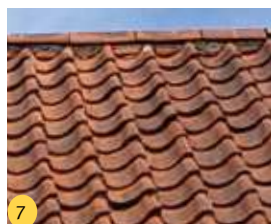
- tones
6. Rendered walls of various tones
7. Clay/terracotta pantiles
8. Slate tiles
9. Metal framed industrial windows
10. Half bricks and pebble pattern



5



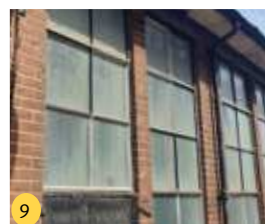
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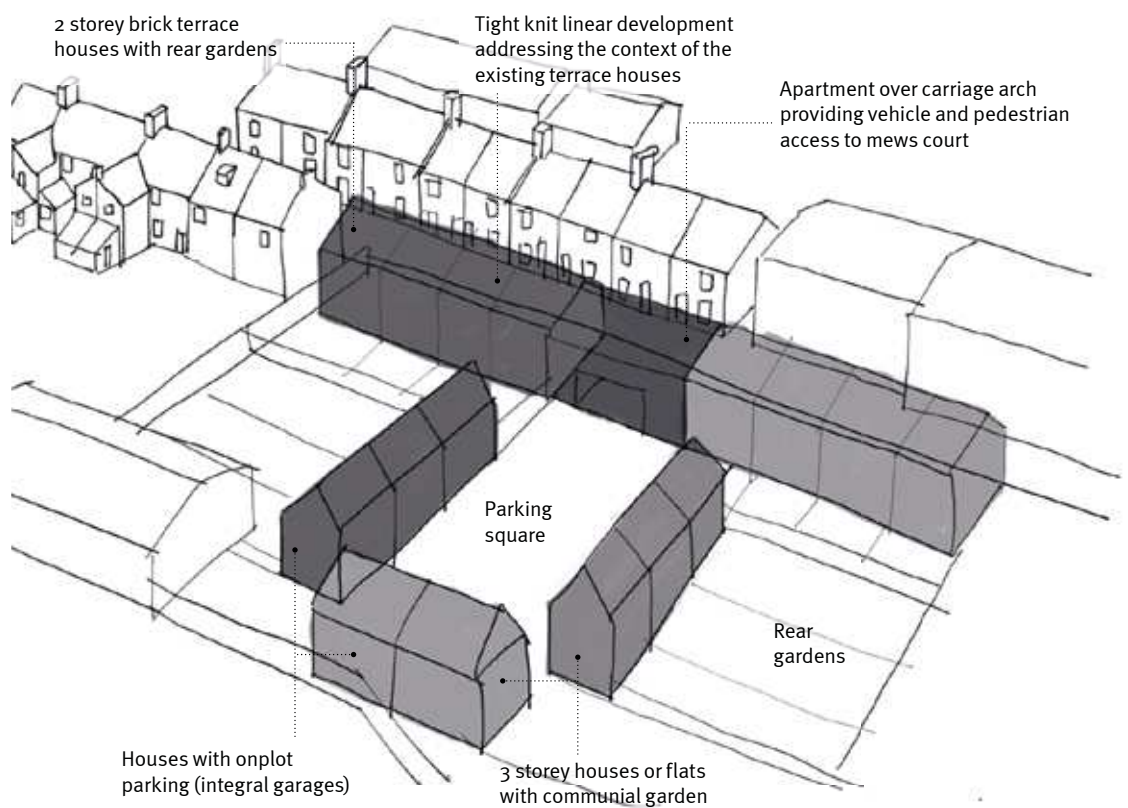
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Example backland development plot with frontage to the Scores



11. Modern interpretation of simple terraced row houses
12. Contemporary mews court with oriel windows to deflect views
13. Simple townhouses with alternating brick and parapet roof
14. Example of narrow Mews Court



15. Pitch roofed terraced houses with projecting balconies
16. Simple terrace with protruding brick detailing
17. Linked detached properties with undercroft parking

7.5

Urban Grain, Movement, Permeability and Legibility

EXISTING MOVEMENT NETWORK

The movement network in the HAZ is currently dominated by strong north-south vehicular routes, with the A47 dual carriageway having severed a number of historical east-west routes. A number of roundabouts and gyratory systems have further compounded pedestrian movement throughout the HAZ and provide a sense of vehicle domination.

Historically Lowestoft has seen high levels of cycling, which can be seen by the extensive network of cycle routes across the town including the North Sea Cycle Route and Regional Route 12. At present, safe East-West pedestrian and cycle movements are facilitated by a number of toucan crossings on the A47.

The Waveney Cycle Strategy notes the importance of connecting residential areas and community facilities

closer to the town centre. Currently there is a signed, traffic free cycle route along sea front from North Dene to South Beach promenade, and a traffic-free cycle route, leading to an on-road cycle lane along the southern part of the High Street in the HAZ area. The Waveney Cycle Strategy recommends:

- Improvements to the surface of the North Dene promenade, replacing steps with a ramp and better way-finding measures (ref: L3, page 70), and
- Extending the markings along the High Street to improve the visual connection between the A12/ Yarmouth Road to the Triangle (ref: L4, page 70).

Bus routes currently run along Jubilee Way (A47) on the edge of the HAZ area, with several bus stops along this road including near the Police Station and near the junction with Crown Street East.



FUTURE MOVEMENT NETWORK

There is an opportunity to enhance pedestrian priority in the core of the HAZ by reviewing current traffic management arrangements, for example changing the High Street to one-way northbound from Dukes Head Street. This could provide for more footway space for pedestrians, spilling out activities from shops and the opportunity for public spaces at key junctions. Vehicles accessing Rant Score could access the Score from Old Market Street or the northern side of Triangle Market before turning into High Street as opposed to directly

from Duke Heads Street junction as per the current situation.

Better surfaces, markings and way-finding measures for cyclists and bus stops - if bus routes were to be routed along the High Street - could be incorporated into detailed proposals for the High Street subject to further transport modelling and consultation with Suffolk County Council as Highway Authority.



7.6

Reconnecting Crown Street

The A47 is a major vehicle corridor which runs along the western side of the HAZ area and forms a significant barrier to pedestrian movement between the historic core and the residential area to the west. The perception of a physical barrier is also compounded by prolonged runs of brick wall running along the edge of the corridor, which, whilst restricting pedestrian movement over the carriageway, also appears austere and uninviting. Currently there are two signalised pedestrian crossings, one close to the Dukes Head Street roundabout and one close to Albany Road, however there is nothing by way of pedestrian crossing facilities in the central section.

To enhance connectivity and permeability to the HAZ area, provision of a suitable pedestrian and cycle crossing should be considered which would reconnect both ends of Crown Street which have been severed by the A47, helping to restore historical street and

movement pattern. The Waveney Cycle Strategy notes that some east-west routes are constrained by existing road layouts, and the potential pedestrian crossing reconnecting Crown Street will help alleviate this. It is anticipated that proposals would be subject to traffic modelling and further consultation with the Highways Authority. This would be further facilitated by a reclassification of the route upon completion of the Lake Lothing Crossing. Greening to the central reservations would help to soften this generally hard environment, and panelling (potentially laser cut screening with distinctive patterning) on the brick wall would help to provide interest. Opportunities for utilising the exposed gable fronting the A47 on Crown Street West should be considered - this could include artwork depicting the Crown factory and Grade II Listed Crown Street Motors building, which is situated a short distance to the west and is a building of architectural and historical interest.



Laser cut screen of street network



Tiger crossing example



Naturalistic planting in verge/central reservation

8. Guidance for Public Realm



8.0

Guidance for Public Realm

This section outlines aspirational improvements to the public realm throughout the HAZ area, building upon and enhancing the character of each area through the streetscape and public realm. As with all alterations to adopted highway spaces, any changes will be made in partnership with Suffolk County Council as the highway authority and subject to usual consents and approval. Improvements to the public realm will take into consideration and be made with regard to

the Conservation Area Appraisals, and the Waveney Cycle Strategy. In addition to this, it is important to consider using design to address issues such as crime, anti-social behaviour and public transport. The improvement of the above-mentioned elements can aid the overall economic growth and perception of the local area - please see the relevant policies in Section 4 on Designing out Crime strategies. This document is also intended to inform other strategies for Lowestoft.

STREET FURNITURE

Street furniture, both contemporary and historic, is an integral part of the public realm. It is representative of a place and its individual identity. It is important that the selection of street furniture makes a positive contribution to each area, does not impede access or add to visual clutter, and reflects and enhances its distinctive local character.

The following are general guidelines to follow when applying street furniture to a local context:

Durability - All street furniture should be durable and vandal proof.

Colour - All metal elements should be either stainless steel or factory powdercoated in black RAL 9004 Signal Black. If not available choose nearest black (for example RAL 9005 Jet Black). This applies to all street furniture including third parties ones (bus shelters and utility cabinets), the only exception being charging points for electric cars.

Positioning - Street furniture should be located so as to not cause an obstruction towards the front of the

footway. In locating street furniture a space of 1.2m is considered to be appropriate to enable access and usability for all.

Avoid clutter - Only add street furniture and signage that is either needed or improves the user experience. Consolidate street furniture locations. Combine street furniture functions when possible and consider street furniture zoning. Where digital infrastructure is provided, it should be integrated within street furniture, for example smart lighting, smart benches, smart waste.

Heritage - The starting point should be that wherever possible, historic street furniture should be refurbished, retained and re-sited close to their original location.

Robustness - All street furniture should be secured to the ground and any fixings should be flush to avoid becoming a trip hazard. If paving needs to be cut to install a piece of street furniture it should be done neatly. Consider street furniture type and size of foundation and how it might interfere with existing

LANDSCAPING

Trees and soft landscaping form a fundamental part of Lowestoft's public realm, enhancing the sense of place and local identity, offering seasonal character, providing habitats for a rich array of urban and suburban wildlife and creating valuable summer shade for the public as well as for adjacent buildings. It is critical that we look after the green spaces, trees and planting that already make up part of Lowestoft's public realm, and important that we seek to introduce new trees and soft landscape in urban areas.

It is ideal to steer away from the planting of trees within the historic core, as there is likely to be limited

space beneath ground and there would be a potential impact on the historic street scene as a result of high level planting. This is also a similar case in the PowerPark area due to the harsh climatic conditions – however through further research and guidance there could be suitable areas for tree planting within the built environment.

Please note that the locations of SUDS shown within the sketches of this section are for indicative purposes only and that detailed works to establish SUDS locations would be required with the Lead Local Flood Authority (LLFA) and highways authorities.



MATERIALS

Surface materials should be seen as an integral element of creating, regenerating and revitalising places and spaces, ensuring cohesion and continuity. In order to achieve this, a limited palette with materials that are simple, robust, appropriate to the local character and fit for purpose should be used.

General Guidelines:

- The selection of surface material should support a place's local identity and choice should take in to account safety, maintenance regime, and coherence with a wider public realm context.
- Significant historic surfaces should be refurbished, retained or reinstated. This is particularly important within the High Street - as an historic street of exceptional quality - where it is considered appropriate that high quality granite setts are used throughout to emphasis its importance. Consideration will need to be given to ensuring their use is appropriate for those with mobility issues.
- Vehicle overrun on footways should be designed out where possible. However, in areas where it might happen, reinforced materials and adequate technical solutions should be applied, such as: reinforced paving, widened kerbs, an increased flag thickness, alternative bedding and jointing type, mesh reinforcement or grass cells.
- Where appropriate, skid resistance should be assessed, for example when using natural stone on trafficked areas.
- Wherever possible, replaced surface materials should be reused on site or recycled.
- Ensure safety features are in place, and are not dismissed at the expense of appearance. Features such as non-slip materials and handrails are important along areas of topographical significance.

PARKING

Changes to the public realm should also be integrated with changes to parking management. Parking is a key element of the public realm and should be designed and managed in order to ensure parked vehicles do not block pedestrian desire lines. Additionally, reducing parking in the area would contribute to reducing car dominance,

improve local air quality and encourage more sustainable modes of travel.

Improvements to the public realm that affect parking will be subject to, and integrated with parking management and enforcement strategies.

Please see the following link in reference to Historic England's Streets for All: Advice for Highway and Public Realm Works in Historic Places document for a more in-depth read into designing public realm in areas such as the North Lowestoft HAZ:

<https://historicengland.org.uk/images-books/publications/streets-for-all/heag149-sfa-national/>

BIN/REFUSE STORES

To minimise the impact of refuse on the public realm, communal bins storage areas should be provided within development plots at discrete, easily accessible and serviceable locations. This would be

an appropriate way to manage waste storage away from the street and minimising waste bins becoming an eyesore.

STREET LAYOUT

Provided the materials palette is in-keeping, sensitive and robust to the local character, proposed street layout changes, such as raised tables and widened pedestrian pavements, can enhance movement throughout the town centre. Additionally, these concepts could also aid in speed reduction of vehicles, in partiucular along the

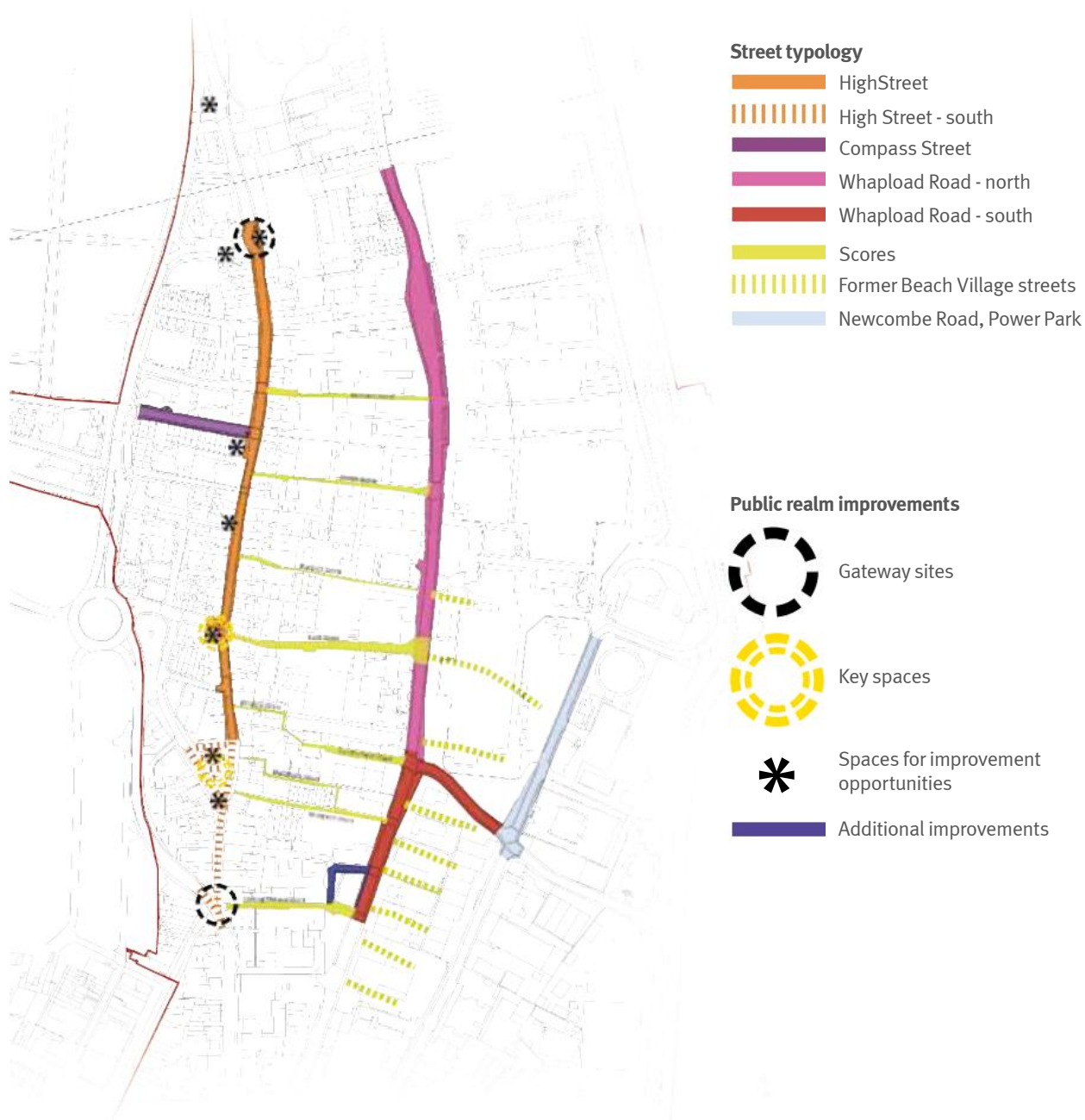
High Street and Whapload Road, where this has been an issue in the town cente for a number of years. The use of raised tables can be discovered in numerous other conservation area environments, and so consideration is needed regarding this design element.

8.1

Public Realm Enhancement Identification Map

The concepts on the following pages of this section identify some ways in which movement and the public realm could be enhanced in the area, as indicated by the possible public realm improvements located on the map below. Green spaces, whilst

they would be new features in these areas, could help to improve the aesthetics as well as contributing to wider objectives, such as in relation to climate change and biodiversity.



8.2

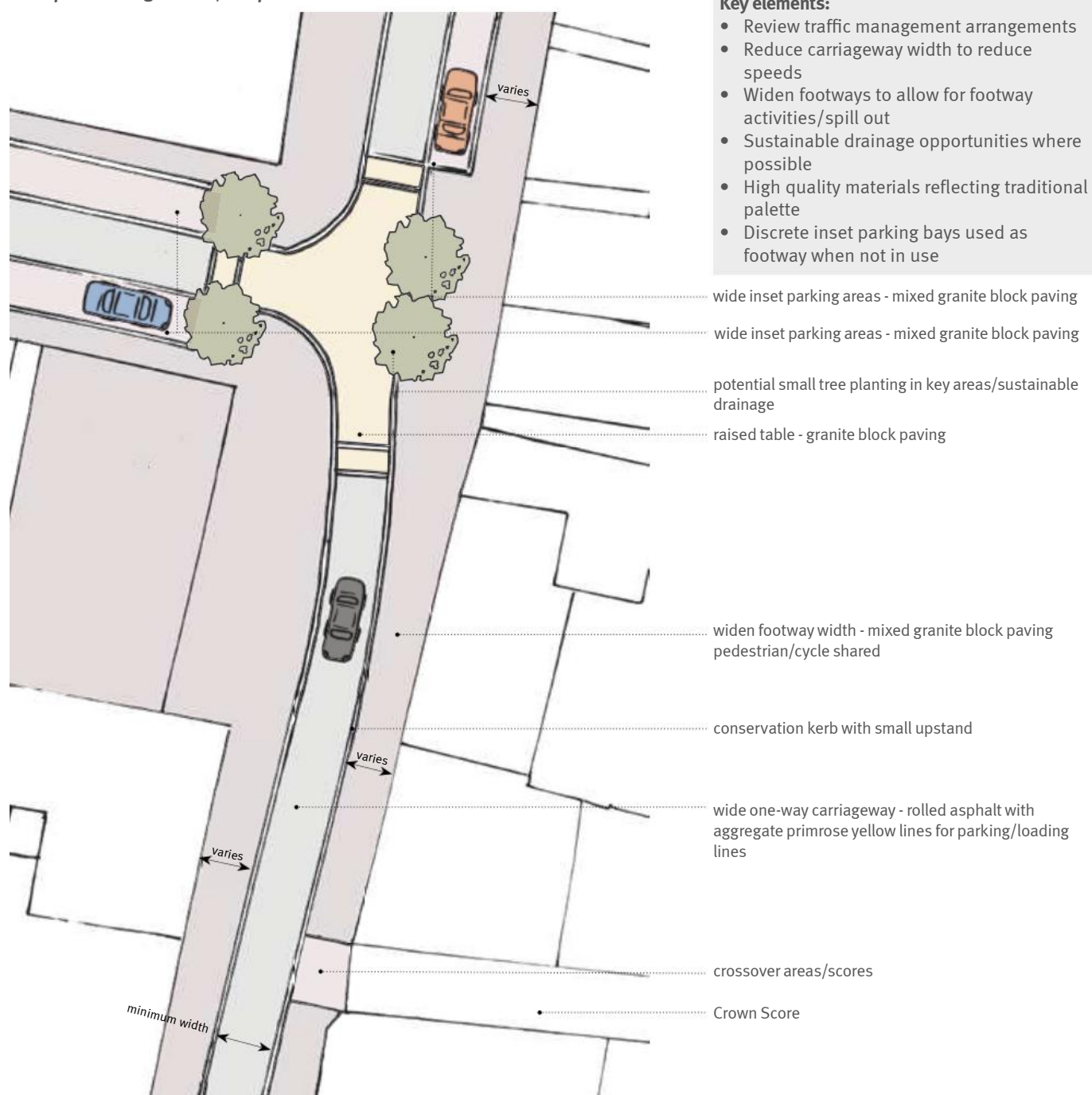
Historic Core: High Street



The introduction of a raised table could enhance pedestrian movement and aid speed reduction, however would represent the

introduction of a new feature into the area and would therefore need to be carefully considered in terms of its form and materials.

Concept for the High Street/Compass Street



Key elements:

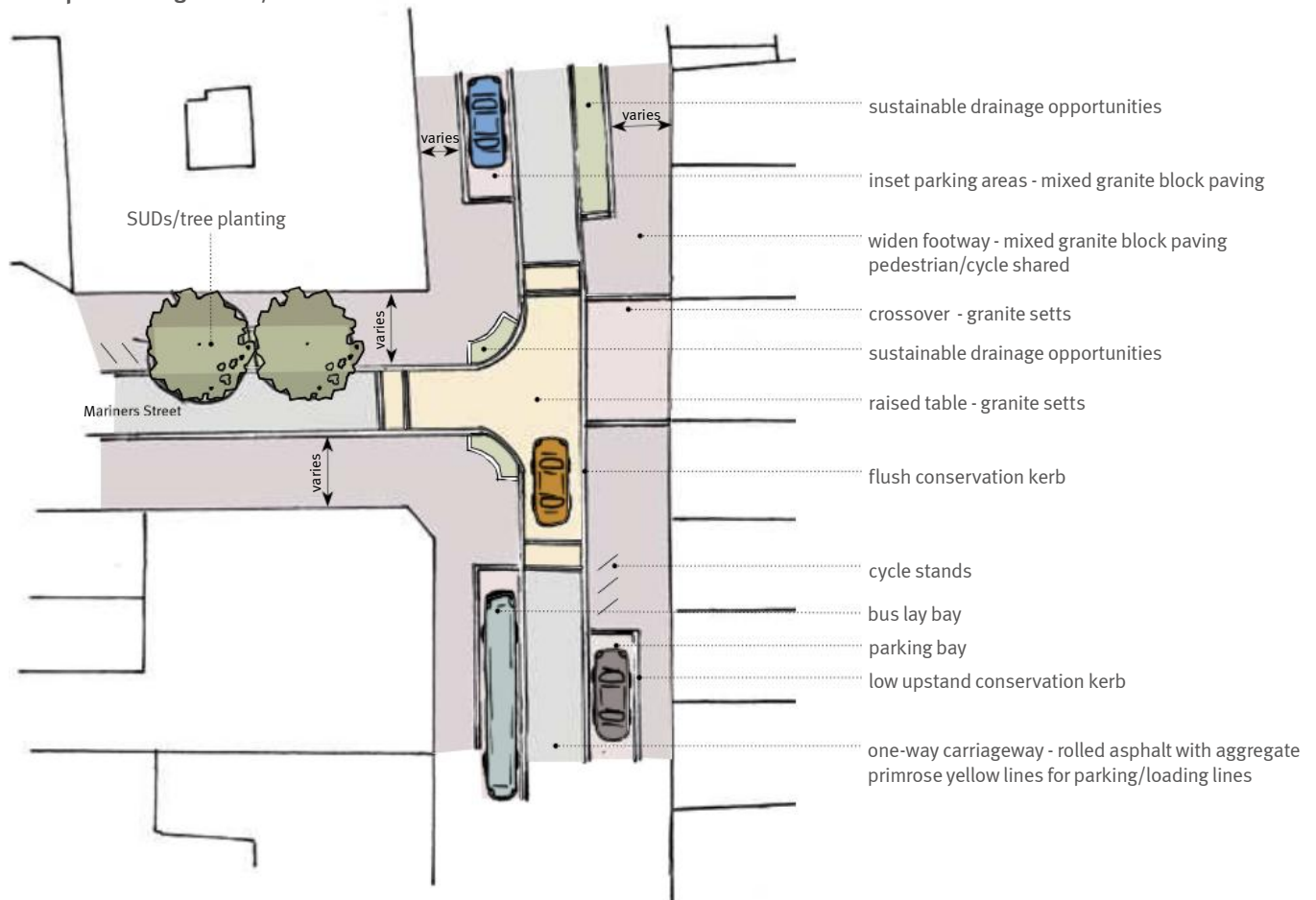
- Review traffic management arrangements
- Reduce carriageway width
- Widen footways
- Improve entrance to the Scores along the high street

- Key elements:**
- Review traffic management arrangements
 - Reduce carriageway width
 - Widen footways
 - Improve entrance to the Scores along the high street



Raised table

Concept for the High Street/Mariners Street



The inclusion of some green spaces within the High Street is due to the general view of a very 'hard' environment with little in the way of relief in terms of green space for people to sit and enjoy the surroundings. Green spaces can improve the aesthetics of an area

when treated properly – whilst also attempting to address the climate emergency through introducing potential areas of sustainable run off in discrete locations as well as improving air quality/biodiversity where possible.

Concept for the High Street/Mariners Street



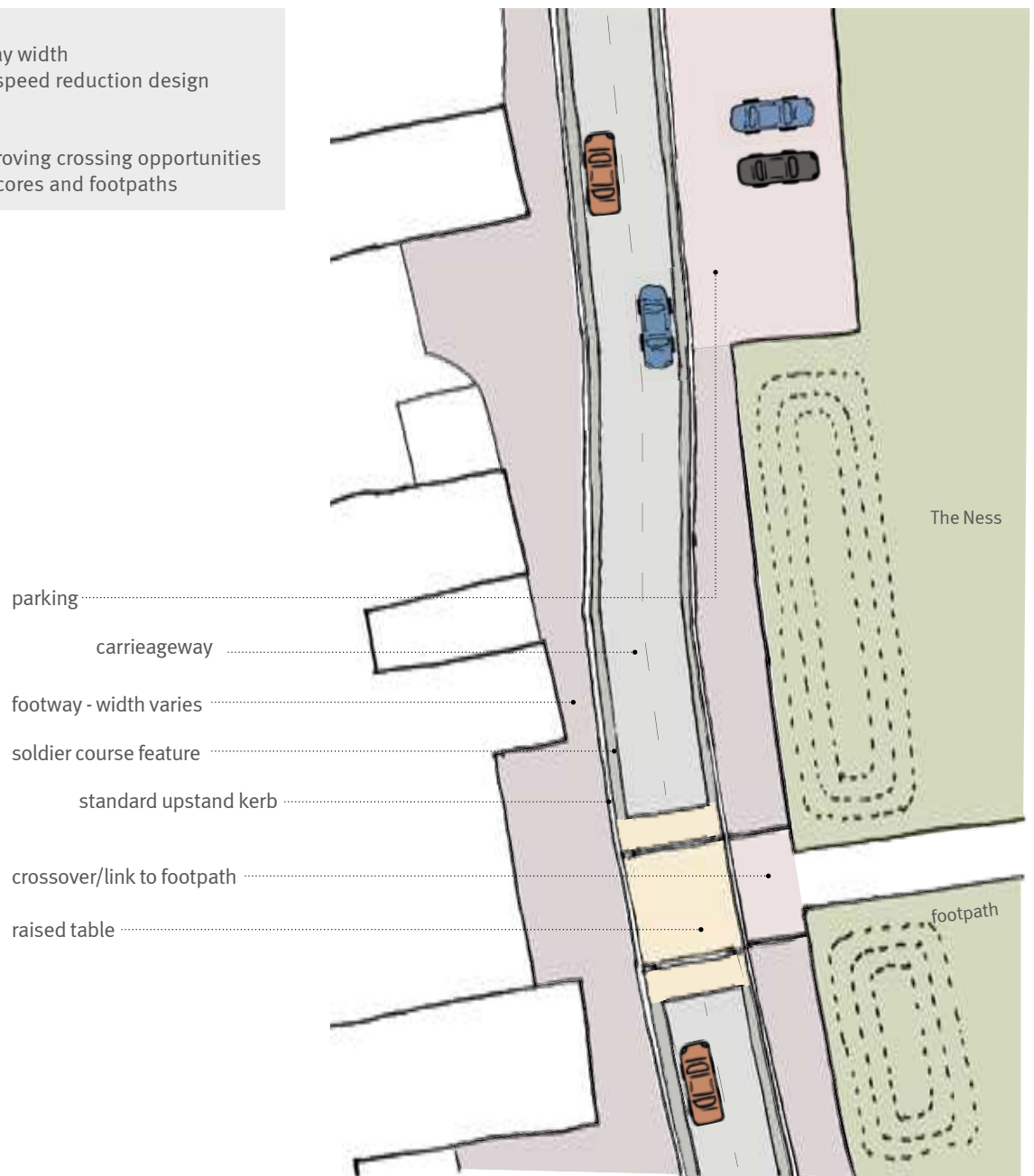
Indicative Palette

1. Footway - mixed granite block paving
 2. Inset parking bays/bus lane - mixed granite setts
 3. Carriageway - rolled asphalt with mix of exposed granite aggregates to tie in with footway
 4. Raised table - mixed granite setts
 5. Green infrastructure - sustainable drainage where possible in wider footway
 6. Kerb - conservation kerb
 7. Score entrance crossover areas - mixed red hue tumbled granite setts
- Yellow lines - pimrose yellow

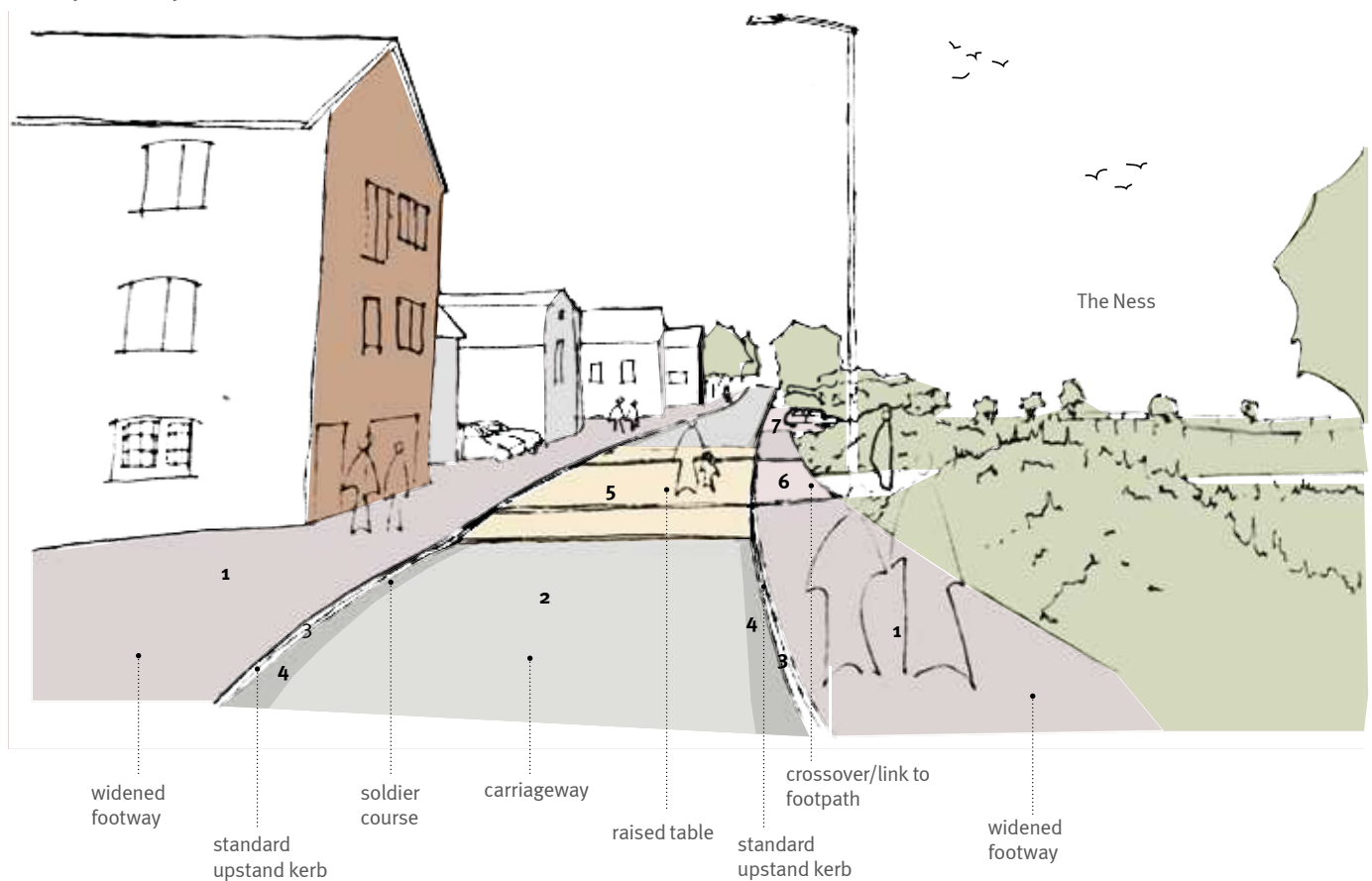
Concept for Whapload Road - North

Key elements:

- Reduce carriageway width
- Soldier course as speed reduction design feature
- Widen footways
- Raised tables improving crossing opportunities
- Improve links to Scores and footpaths



Concept for Whapload Road



Indicative Palette

1. Footway - concrete flag paving
 2. Carriageway - rolled asphalt with mix of exposed granite aggregates to tie in with footway
 3. Kerb - conservation kerb, standard upstand
 4. Soldier course on carriageway - granite setts
 5. Raised table - concrete block paving
 6. Crossover/link to footpath - mix tumble granite setts
 7. Parking/loading bays - concrete block paving
- Yellow lines - pimrose yellow
 Mix granite setts marking entrance to Scores

8.4

The Scores (vehicles and pedestrians)



The guidance below sets out principles around material use within the Scores. The Scores are of particular significance in the area and the use of appropriate materials is particularly important in

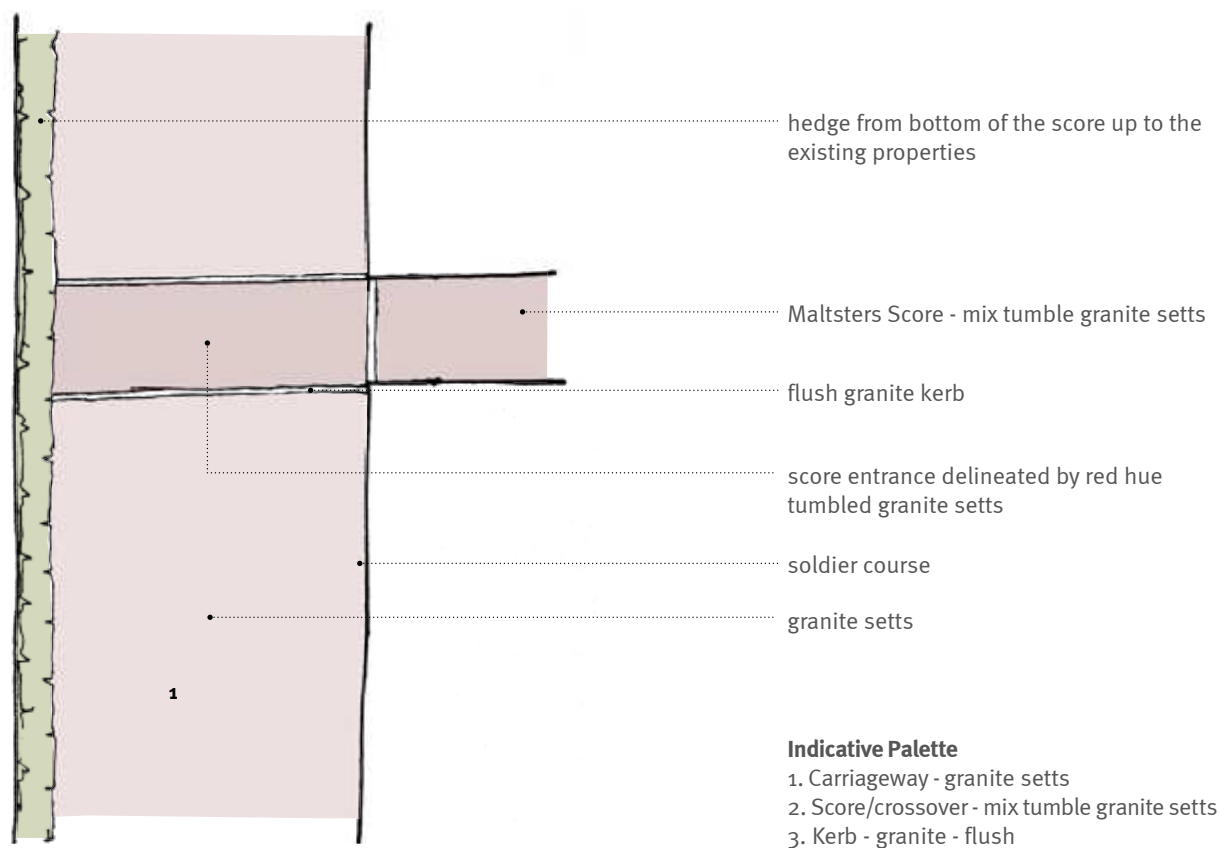
preserving and enhancing their character. Consideration would also need to be given to accessibility by all including those with mobility issues.

Key elements:

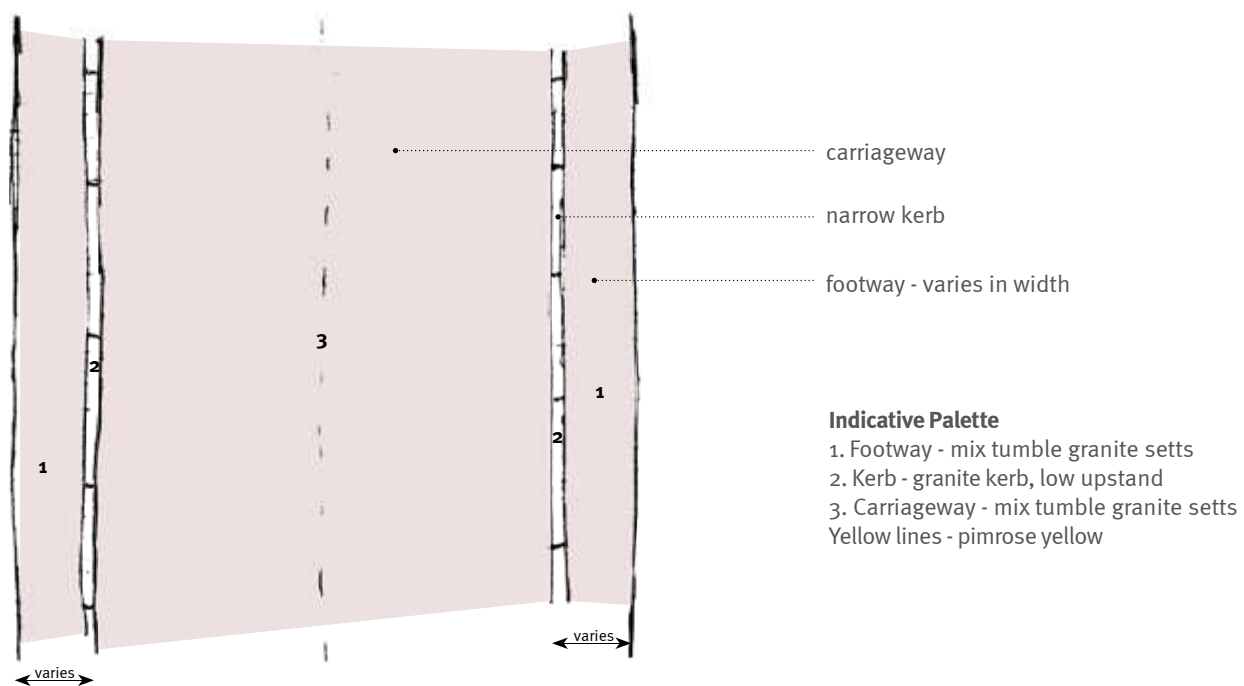
- Reduce carriageway to minimums
- Mix granite setts - red hue setts at Score entrances



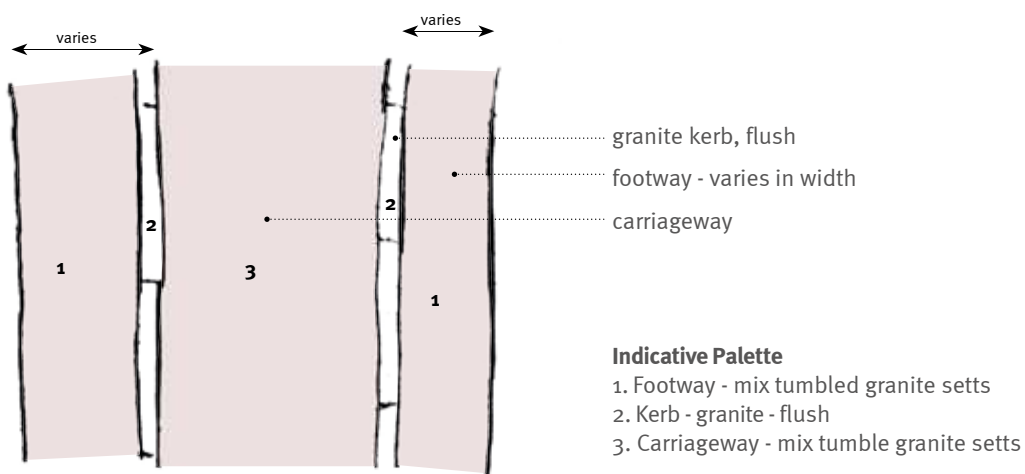
SPURGEON SCORE



RANT SCORE



CROWN STREET



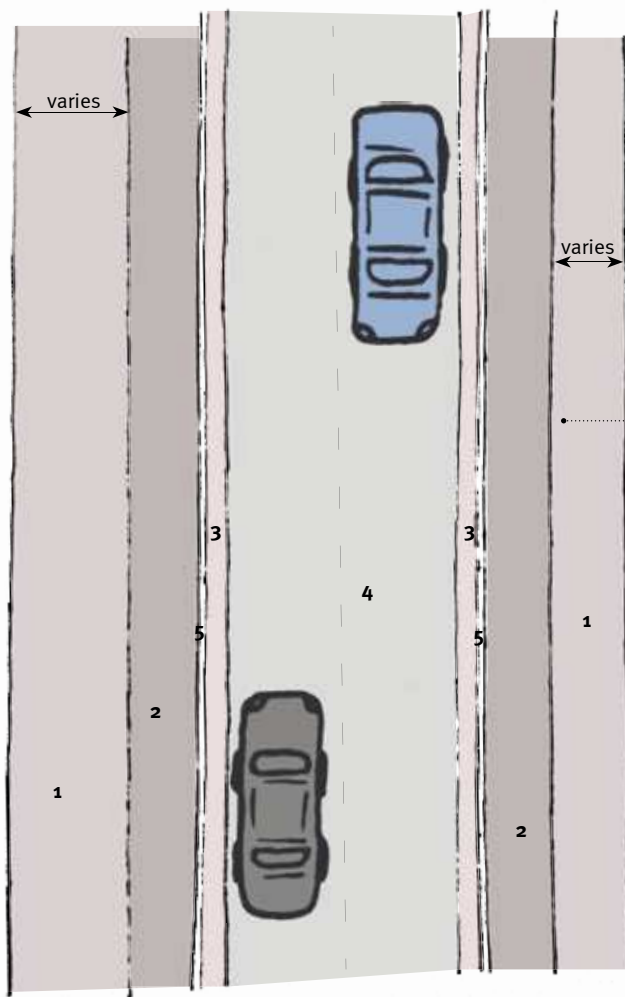
HERRING FISHERY SCORE



Indicative Palette

1. Footway - mixed granite block paving
2. Crossover - red hue tumbled granite setts
3. Kerb - flush granite kerb
4. Score - mix tumble granite setts
5. Carriageway - mix tumbled granite setts
6. Bollard - feature bollard, granite

WILDE STREET



Key elements:

- Reduce carriageway width to reduce speeds
- Soldier course as speed reduction design feature
- Widen footways to allow for dedicated cycle lanes

soldier course - setts paving
againsts conservation kerb, standard upstand

Option: cycle lane or rain garden

Indicative Palette

1. Footway - concrete flag paving
 2. Cycle lane - light grey colour tarmac
 3. Soldier course on carriageway - granite setts
 4. Carriageway - rolled asphalt with mix of exposed granite aggregates to tie in with footway
 5. Kerb - conservation kerb, standard upstand
- Yellow lines - pimrose yellow



8.5

Initial materials and street furniture palette

SCORES/HISTORIC CORE/BEACH VILLAGE STREETS

It is understood that as with many historical areas, beneath tarmac and modern road materials, that there are original granite/stone setts – some of which can be clearly seen on the Scores in areas where tarmac has eroded away. Bringing back this historical character through high quality paving materials, along with

sympathetic and bespoke street furniture such as lighting columns and benches, is considered essential in enhancing the traditional streetscene.



cast iron/galvanised bollard



traditional wall mounted lighting



timber/cast iron



tumbled granite setts

WHAPLOAD ROAD/POWER PARK/WILDE STREET

Pedestrian and cycle focus. Improving pedestrian and cycle experience by reducing the width of the carriageway, introducing raised table on crossing areas, design features to reduce traffic speeds, and the provision of contemporary-style cycle racks wherever possible to encourage alternative travel to traditional

vehicles. The ethos of 'grey to green' and responding to the climate change agenda is also important in these areas. This can be achieved through improving the environment by integrating blue and green infrastructure including tree planting and both on and off street SUDS along major corridors.



Mix of granite and concrete materials with a more contemporary approach

8.6

Key Public Spaces

BLUE ANCHOR SQUARE

The junction of the High Street with Dukes Head Street and Rant Score acts as a key node along the High Street, marking a decision point for movement as well as assisting with orientation and wayfinding for visitors. Rant Score itself offers a framed view down towards Gulliver and the seafront which assists in connecting the High Street to its industrial maritime setting and history.

There is an opportunity to build upon the current small area of public space outside the Olde Blue Anchor pub which makes best use of the proposed narrowing of High Street and Dukes Head Street to create a larger public square which could be used as spilling out space for the pub and adjacent restaurant premises as well as for other occasional small scale events. The square would adopt the palette of materials proposed for the High Street, utilising granite flags

and setts, together with distinctive street furniture in-keeping with the High Street's traditional theme.

A feature such as a raised table could cover the junction, encouraging speed reduction and ease of pedestrian movement across the space whilst additional small species tree planting could be provided within areas of widened footway to help expand upon the presence of two large existing trees within the area.

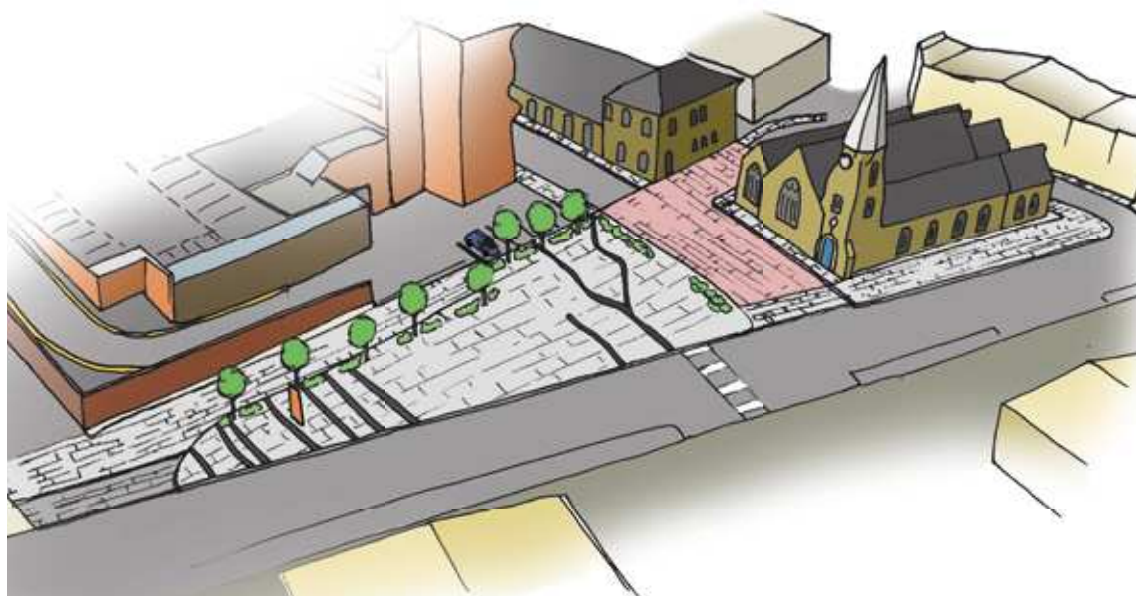
Rant Score, as with all the Scores where they intersect the High Street, could be demarcated by red/pink granite setts - with access potentially via the High Street only, requiring vehicles to perform a 'loop' around the north side of the Triangle Market as opposed to from the Dukes Head Street end.



GATEWAY TO THE SCORES

An opportunity exists to enhance the public realm outside of Christ Church to provide a gateway to the HAZ and recognise the importance of the 11 Scores. This location is significant given it ties in with the eastern end of Herring Fishery Score, the southernmost of the existing Scores and therefore the space could be defined as the ‘Gateway to the Scores’. This conceptual idea would allow for the continuation of the red/pink granite setts at the entrance to Herring Fishery Score in front of Christ Church, with the ‘square’ itself also being in granite flags with granite ‘planks’ outlining the pattern

and alignment of the Scores from south to north. The granite beams would be etched with the name of the Score it represents and a corten monolith at the southern end could be laser cut outlining information about the Scores or key dates and or events which took place in the area. Some planting to the edges of the square, along with integration of SUDS features, would also help soften the wall of the adjacent police station building, whilst access to/from the building would be maintained by way of a flush surface with minimum kerb upstand.

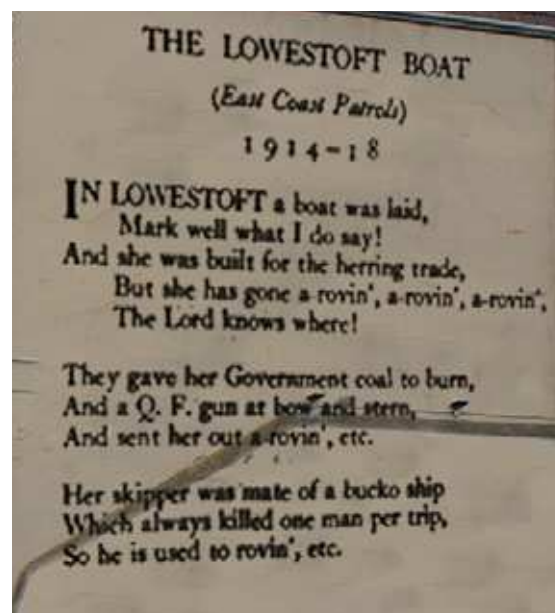


UTILISING HIGHER LEVELS

There are numerous opportunities across the HAZ area, and particularly in the historic core area to utilise flank walls and exposed gable ends. Consideration should be given to how these canvasses could be used to help reinforce the sense of identity and enhance the sense of place for zone in which they are situated.

Examples are provided below of how these elements could be created. The plan overleaf highlights locations where key elevations could be enhanced. The first image shows the exposed gable end fronting

onto the Triangle market area, which could be used to tie in with the maritime theme of the historical core, with the second providing utilising the exposed flank wall fronting onto the gateway to the High Street from the north which highlights script from a poem called 'The Lowestoft Boat'.





Map highlighting key street elevations identified within the Lowestoft HAZ boundary

KEY ELEVATIONS FOR ENHANCEMENT

- 176 High Street
- Royal Falcoln Hotel, High Street
- 4 & 6 Albany Road
- 40 & 41 High Street (Mariners Score gateway)
- 13 Dove Street & Crown House
- 22 Crown Street West & 14 Factory Street
- 231 Whapload Road
- 152 High Street & 22 Compass Street
- Crown Hotel, Corner of Crown Street East
- 60 High Street (Martin's Score gateway)
- Birdeye Factory West and South elevation
- 41 St Peters Street
- 29 St Peters Street
- 114 High Street (Artillery Way elevation)
- 185 London Road North
- 108 High Street (Gateway to Herring Fishery Score)
- 183 London Road North
- Police Station boundary wall - Christchurch Square

8.7 Plant Palettes and Zoning

INTRODUCTION

Due its coastal location, street planting within the Lowestoft HAZ area faces some significant barriers and challenges for healthy plant growth, these include sometimes severe salt-laden winds and greater exposure to climatic elements. This can be exacerbated by pollution and run-off from the highway.

To address the specific conditions which would be required to be tolerated by street planting within the HAZ, a list of indicative species have been identified below which are considered suitable plants for establishment within the HAZ streetscene.

There could be opportunities for the local community to take more responsibility for the maintenance of planting and greenery through the provision of

flexible planting schemes, incorporating a number of edible plants and herbs. For example, by providing suitable areas for growing chive, sage and thyme may encourage residents to grow their own food at a local, small scale. This would in turn improve the natural connection between the people of Lowestoft and the food they eat, which will become increasingly important as issues with climate change are more prevalent in today's society.

To ensure variety and a mix of form and structure, the list includes a mix of trees, shrubs and flowering plants which will add good effect to street environments. The planting palette has been broken down into groups, and are identified as being appropriate to each of the HAZ character zones using the icons.

INDICATIVE PLANT PALETTES

Trees tolerant of full exposure to sea winds:

Carpinus betulus
Quercus robur
Quercus ilex
Pinus nigra



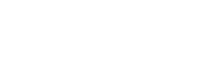
Trees for planting slightly back from the sea:

Betula pendula
Ginkgo biloba
Griselinia littoralis
Pinus sylvestris



Shrubs for exposure to salt winds:

Sambucus nigra
Rosa rubiginosa



Tamarix tetrandra
Pyracantha rogersiana



Shrubs for open areas slightly back from the sea:

Buddleja davidii
Lavandula angustifolia
Ceanothus 'Autumnal Blue'
Cistus criticus



Shrubs for hedges with some protection from direct sea-wind:

Prunus spinosa
Ilex aquifolium
Hebe salicifolia
Fuchsia magellanica



Wildflowers for coastal areas (used for creating wildflower verges):

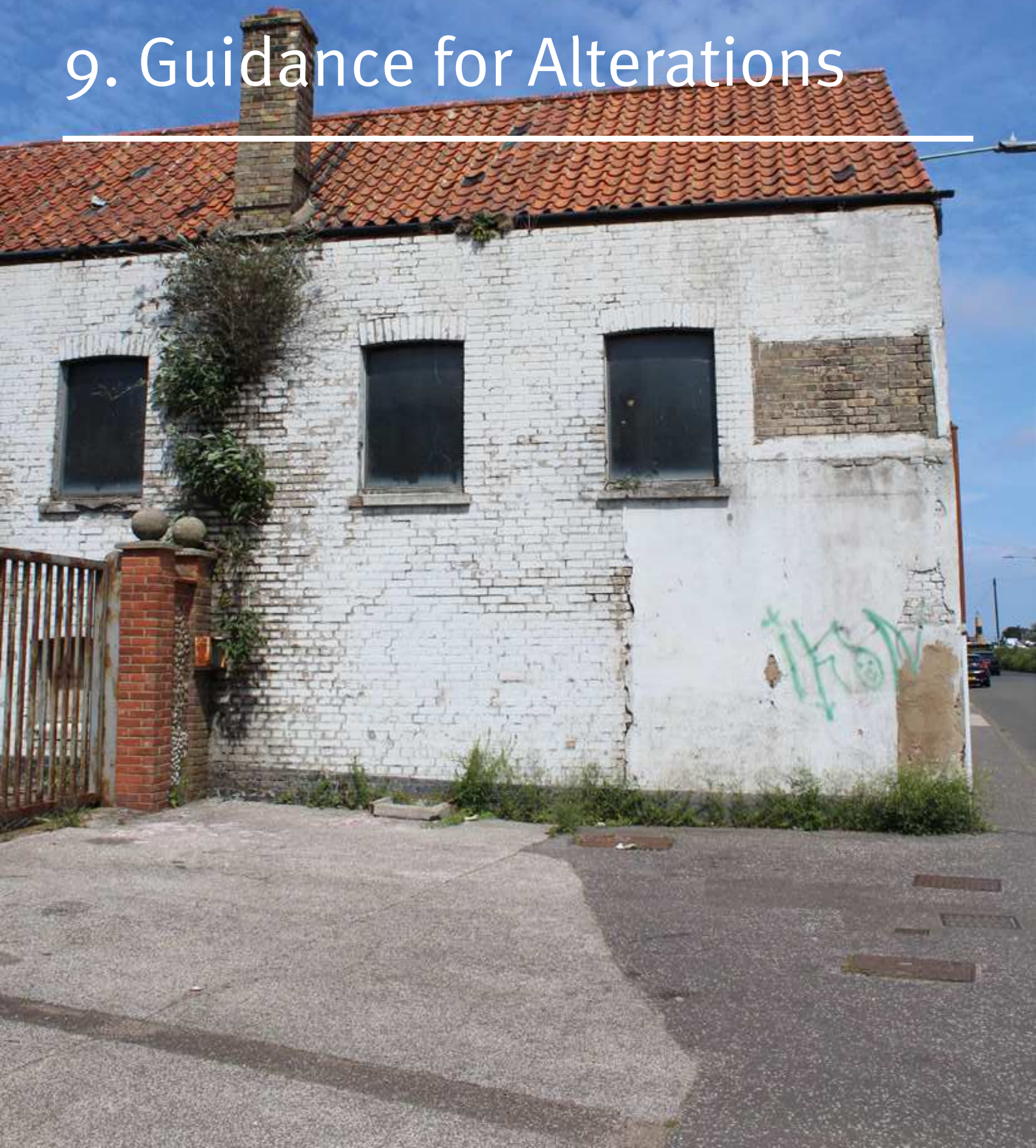
Sedum acre
Sedum anglicum
Oenothera biennis
Crithmum maritimum
Spergularia rupicola
Triglochin maritima
Silene uniflora
Saponaria officinalis
Armeria maritima



Please note that the list of species provided above are purely indicative, based upon the Royal Horticultural Society's (RHS) recommendations. For a more detailed list of plant species suitable for coastal environments, please follow the following link to the RHS website:
<https://www.rhs.org.uk/advice/profile?pid=472>



9. Guidance for Alterations



9.0

Guidance for Alterations

ALTERATIONS

The HAZ area contains a wealth of historic listed buildings within and outside of the conservation area which contribute significantly to the sense of place and unique identity of the area. These buildings and designated areas are protected in planning law due to their historic or architectural interest, and it is important that alterations to these structures do not adversely affect their character and significance. It is also important to consider that for older buildings, alterations may have occurred across the life of the building which can contribute positively to its interest, however unsympathetic alterations to historical buildings can cause severely negative and long-lasting impacts on a building. For this reason, it is the responsibility of the home or building owner to ensure that any proposed alterations are sympathetic and advice should be sought at the earliest opportunity from East Suffolk's Design and Conservation department at conservation@eastsuffolk.gov.uk. All aspects of listed buildings, including the interior and exterior, including additions such as signage, which fall within the historical curtilage of the listed building are protected.

In considering alterations to a listed building, the level of harm caused by an alteration is required to be determined by an appropriately qualified professional. Some works which do not affect the listed buildings character, including small scale works, like-for-like repairs or repainting as per the

existing, re-wiring and internal heating installation or repair for example could be included within this category. More intrusive, or larger scale repair works, including windows and door replacement, flues and extractors etc. require discussion with East Suffolk's Design and Conservation team. An application can be made for Listed Building Consent (LBC) on the Council's website: <https://www.eastsuffolk.gov.uk/planning/planning-applications/making-a-planning-application/>

LBC is required for all works of demolition, alteration or extension to a listed building that affect its character as a building of special architectural or historic interest.

The requirement applies to all types of works and to all parts of those buildings covered by the listing protection (possibly including attached and curtilage buildings or other structures), provided the works affect the character of the building as a building of special interest.

It is important to note that undertaking alterations to a listed building can constitute a criminal offence, should work have been undertaken without the required consents in place, the building owner is responsible and could face imprisonment, an unlimited fine, or both and rectifying the situation at their own cost.

9.1 External Alterations

HISTORIC WINDOWS

Historic windows can be key features of a historic building and enhance its character. They can tell the story of a building, and contribute to its overall appearance both as part of the original design or as deliberate later alterations to reflect changing styles. Windows of interest should be retained wherever possible, using careful matching repairs. Advice from the Council's Design and Conservation team should

be sought to ascertain the special interest of windows before any changes are made and for guidance on LBC.

Further guidance can be found on the Historic England website: <https://historicengland.org.uk/advice/your-home/making-changes-your-property/types-of-work/alter-my-windows/>

EXTENSIONS

Extensions to historic buildings must be carefully considered, as they have the potential to harm the character and significance of the building.

Generally, it is considered important that additions are sympathetic to the original grain and material of the building and subservient in design.

Any extension to a listed building will require LBC and may also need planning permission, so it is important to get in touch with the Council's Design and Conservation team at the earliest opportunity. Further guidance can also be found on the Historic England website: <https://historicengland.org.uk/advice/your-home/making-changes-your-property/types-of-work/extend-my-house/>

EXTERNAL DECORATION

Regular external decorating is an important part of maintaining a historic building, preventing long term harm from weathering and preserving the character of the building and surrounding area. It is important that the correct materials are used, in order to ensure the paints are breathable, and do not work against the building to trap moisture within the walls.

If you need advice about decorating houses from particular historical periods, the Georgian Group and Victorian Society publish helpful leaflets and guidance.

Further information can also be found on the Historic England website: <https://historicengland.org.uk/advice/your-home/making-changes-your-property/types-of-work/redecorate-my-house/>

ENERGY EFFICIENCY AND HISTORIC BUILDINGS

The impact of installation (and potential later removal) of a photovoltaic (PV) system to a historic building should be considered for all component parts: reversibility; replacement tiles and slates; impact to significance and setting of heritage assets; level of harm of the proposed PV system to the historic building; location, orientation and tilt; and shading.

Additions of solar panels to a listed building will require LBC, so it is important to get in touch with the Council's Design and Conservation team at the earliest opportunity.

Further information can also be found on the Historic England website: <https://historicengland.org.uk/>

FURTHER GUIDANCE

<https://historicengland.org.uk/advice/your-home/making-changes-your-property/>

<https://historicengland.org.uk/images-books/publications/making-changes-heritage-assets-advice-note-2/>

<https://historicengland.org.uk/advice/hpg/assistanceforowners/maintenance/>



10. Guidance for Shopfronts



10.1

Shopfront Guidance

Please see a link to Historic England's recently published research report "The Shopfronts of Lowestoft High Street, Suffolk: Research and Investigation"

<https://research.historicengland.org.uk/Report.aspx?i=16230&ru=%2fResults.aspx%3fp%3d1%26n%3d10%26t%3dlowestoft%26ns%3d1>

SHOPFRONT GUIDANCE

This section of the Design Guide focuses on establishing best practice guidance, design and detailing of all shopfront applications within the North Lowestoft Heritage Action Zone area. This guidance is supported by Historic England and reinforced by their historical analysis of the traditional shopfronts found within Lowestoft, including the style and likely origin of surviving shopfronts while highlighting lost examples that appear in archived plans and images.

Any alterations or new shopfronts should be considered in the context of the wider street scene. Shopfronts should relate to one another in terms of scale and location. The relationship between individual properties can contribute to an overall character, which creates an environment in keeping with the historical character of the area.

OVERVIEW

Lowestoft High Street is dominated by an array of historic shop frontages, many of which are occupied by local independent and specialist retailers. Despite a number of properties located along the High Street having endured alterations or inappropriate changes, (such as the insertion of uPVC doors and windows and the installation of illuminated signage), they have

largely retained their historic aesthetic and together create a characterful and visually positive commercial streetscape. The better preserved area of the High Street is to the southern end; the northern area was subjected to substantial bombing in the twentieth century.

PURPOSE OF THE GUIDANCE

The purpose of this section is to provide appropriate reference information and guidance to applicants and the local authority to support the successful applications to improve, restore and alter shopfront designs. The guide provides a practical staged checklist

to help support all planning applications.

Example Lowestoft shopfronts have been placed at the end of this section, to provide contextual analysis to the good and bad elements of shopfronts on real-life case

HISTORY

Many buildings along Lowestoft's High Street date from the sixteenth century onwards; however, as the majority of these have been refaced to reflect changing fashions, the overarching aesthetic of the High Street is now Victorian. A common feature of these frontages from 1890-1900 is the use of short double brackets to consoles, occasionally applied directly to the fascia where it was used to define a side entrance. Throughout the Edwardian period, shop front lobbies became increasingly pronounced and deeper, with art nouveau influences evident in decorative features.

Shopfront designs during the inter-war years shifted away from traditional forms and materials in favour of modern, minimalist approaches. This continued largely into the post-war period, with shopfronts from this time

favouring simplicity and flexibility of use. Into the late twentieth century, signage became more dominant with detail focussed on window displays rather than exterior architectural detail. Some examples of contemporary style shopfront designs characterised by the use of structural glass and minimal external signage can be found on the High Street.

Any alterations or new shopfronts should be considered in the context of the wider street scene. Shopfronts should relate to one another in terms of scale and location. The relationship between individual properties can contribute to an overall character, which creates an environment in keeping with the historical character of the area.

PLANNING FOR WORKS TO SHOPFRONTS

Initially it is suggested that you contact the Local Planning Authority to determine the approach and extent of the shopfront works. It is advisable to employ an experienced design professional when undertaking work on your shopfront; partnerships between architects and shopfront fabricators tend to be the most successful and provide the best results. They will be familiar with various design options materials available and as a result can produce design solutions that resolve potentially time consuming and costly issues between the planning department and applicant.

A shopfront planning application submission should include:

- A location map at a scale of 1:1250

- A plan of the shopfront showing the structural elements within which it fits, (i.e. the pilasters) and (the dimensions of) the opening width of doors.
- An elevation of the proposed shopfront and signs showing part of the adjoining shop units and upper floor.
- At least one cross section from the first floor window cill to pavement level, including the fascia.

NOTE: Drawings should be at a scale of 1: 50 or 1: 20 (for details) and all materials and colours should be annotated.

DESIGN APPROACH

A planning application for a new or remodelled shopfront should be accompanied by illustrations and supporting documents which set out a logical case for the submitted design. For Listed buildings a Heritage Statement will also be required to justify and substantiate the application.

The constraints and opportunities of a site identify what might be acceptable in the established context and this forms a good basis from which to begin developing designs; Historic England's analysis report of Lowestoft shopfronts is a useful starting point.

SHOPFRONTS AS A STREETScape

Any alterations or new shopfronts should be considered in the context of the wider street scene. Shopfronts should relate to one another in terms of scale and location. The relationship between

individual properties can contribute to an overall character, which creates an environment in keeping with the historical character of the area.

SHOPFRONTS AS PART OF AN ELEVATION

The shopfront should be considered as an intrinsic part of the overall appearance of a building. It should appear to be perfectly related to the upper floors in structural concept, proportion, scale and vertical alignment. All the elements of the elevation should

closely relate to express an effect of logical visual harmony and historic character. The design principles evolve from a response to site context for example building form, character, access and topography.





Traditional shopfront fanlight above front door, bounded by two wood pilasters.



Example of panelled stallriser on traditional shopfront.

Traditional shopfront elements based on example building found in Lowestoft HAZ region - example of typical good design.



SHOPFRONT REPAIRS

Where a shopfront is to be replaced, an evaluation of the quality of the existing shopfront and the viability of repairs should be the first consideration. Where part or all of a shopfront is to be replaced or altered, the design of the new elements should take into

account the principles and character of the original design. Distinctive, original designs of high quality in terms of design, detailing and materials will be encouraged.

GUIDANCE FOR SHOPFRONTS

Whatever the character, success of the design is usually dependant on the standard of craftsmanship and care. It is important that traditional, local skills are not sacrificed to cut corners or save money, resulting in a poorly finished product. Sometimes the problem is side-stepped by utilising standard factory-made components, but these inevitably require the use of unsympathetic materials and present a mass-produced, one-size-fits-all appearance. To some extent the problem can be minimised by skilful design, making use of easily available materials

without costly fabrication, but arranged to make interesting architectural effects.

A new shopfront for an attractive historic building will require a high standard of craftsmanship in order to realise a design of quality and originality. Where this utilises classical or historic elements these should be as authentic as possible. Once again, the use of traditional craftsmen and local skills would be preferable.

MATERIALS

Materials should be chosen to emphasise the historic character of the area and to reinforce the visual unity of the street scene. Painted timber is the prevalent shopfront material of virtually all historic streets and should generally form the basis of new designs. The use of varnished, natural or stained hardwoods and softwood is almost always inappropriate, being alien to the existing pattern and also to the painted timber features of the upper floors. Materials such as rustic stonework, ceramic products and other materials such as marble should be avoided for most Conservation Area street scenes.

Plastic sheets and anodised or plastic-coated metals, in most cases, should not be used, as these are

generally unsympathetic when viewed in combination with natural textures. Many of these materials also have glossy surfaces, and their reflective qualities emphasise every imperfection in the fitting and jointing of the panels.

The use of a plastic fascia and projecting box signs associated with internally illuminated advertisements are generally an unattractive feature and will normally be out of place in historic shopping streets, and specifically on listed buildings. Painted timber fascia, therefore, will normally be required throughout the town centre Conservation Area.



DETAIL DESIGN AND CRAFTSMANSHIP

Shopfronts generally have to bear very close inspection as a direct result of their function and purpose, any coarseness in detail design and construction workmanship will be immediately apparent. Although present day shopfronts usually have a fairly short life, they should be designed to be

permanent solutions. A rapid sequence of alterations is often linked to business closures, branding changes and/or poor workmanship, getting the design right from the outset will undoubtedly save time and alteration costs.

DISPLAY

For some kinds of shop, the window area has become simply a means of lighting and viewing into the shop interior, with the unfortunate result that the extent of the internal floor space is greatly emphasised. For most situations, the traditional English timber shopfront is appropriate, with the window designed as a showcase of limited depth with a glazed or shuttered back. This would provide space for a display of a typical selection of goods or for special items.

An additional detailed design problem which should not be overlooked is the provision of sunblinds. If these are required they should be incorporated into the design of the shopfront, with the blind box itself as slim and unobtrusive as possible. 'Dutch blinds' should be avoided, as they require additional vertical housings and their sidings tend to obstruct the street view.

COLOUR

The colouring of a shopfront should be determined by the need to harmonise with the rest of the building and street scene, and to emphasise the important design elements.

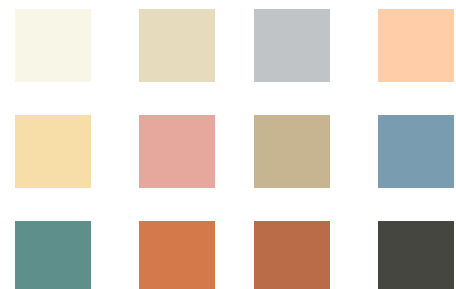
There are well-established procedures for the painting of classical designs, such as the gilding or picking out of mouldings, capitals and fluting. Care should be taken to emphasise the structural logic of such a design by using the same base colour for pilasters and fascia.

Where natural materials abound, earth colours are generally advisable and high intensity hues should be avoided, particularly on north facing or poorly illuminated frontages. It is useful to remember that

'cold' colours will normally give the effect of recession and 'warm' colours that of projection.

The shopfront should be painted to harmonise with the upper floors of the building and to reinforce the overall effect of unity throughout the façade. This, of course, can increase the 'impact' of the shop in the street scene. The Local Planning Authority should be contacted for all colour changes for all buildings within the Conservation Area.

A suggested indicative palette of materials based upon the Suffolk Coasts and Heaths AONB palette for buildings is included below and provides a range of soft tones which would be considered appropriate in the Historic Core of Lowestoft.



ADVERTISEMENT MATERIAL

Information, whether in the form of lettering, signs or symbols, must always be considered as an integral part of the composition of a building. Therefore any application for a new shopfront should indicate details of such lettering and signs. In selecting forms of advertising, the character of the area, the building and the particular business should all be taken into account.

Advertising lettering and signs, used in excess of the name of the business and the service or goods supplied should be limited within the Conservation Area. In the majority of cases it should be discouraged. Where it is incorporated, it must be designed with particular regard to the form and elevations of the building.

If window-area is not necessary for display of goods or lighting it should not be obscured with posters and or laminated prints. Where display requirements are such that large windows are unnecessary, the opportunity should be taken to limit the glass area and adopt a showcase approach.

LETTERING AND SYMBOLS

In general, serif letters* are more appropriate than enlarged type-faces as they are more strongly defined, have better articulation. Individual letters should neither be too widely spaced nor cramped together, as legibility will be impaired. Italic letters is generally unsympathetic to buildings, as the diagonal emphasis conflicts with the vertical and horizontal emphasis of the building. Lettering, logos and symbols should be regarded as minor points of emphasis on a building and should not conflict with the major focal points of a façade, even though they are intended to attract business. Free-standing metal or cut-out wooden letters can be useful because their depth can give them apparent visual weight, although this type of letter should be used with care, as in sharp perspective it can become difficult to read.

The use of window vinyls to cover shop windows should be avoided within the Conservation Area as the loss of views into shops, or of window displays, can have a detrimental and deadening effect on the streetscene. Sensitively designed window vinyls which only cover part of the shop window or provide additional, well detailed signage may be acceptable. Where full window vinyls currently exist, this should be seen as an opportunity for enhancement. If the use of window vinyls is considered to be unavoidable in some instances, they should be used as a place making exercise to enhance the historic character of the area, perhaps through the introduction of features such as historic imagery.

Advertisement hoardings, except those around construction sites, are unacceptable in Conservation Areas as they are totally alien to the architectural and street scene. Signs should be kept to the essential minimum and integrated with the buildings.

Painted lettering with shading can also provide visual intricacy.

Individual letters must be well-proportioned and compatible in visual weight one with the other. The actual size of the lettering should be determined by the need to be reasonably legible to pedestrians, not unduly obtrusive in relation to the building façade, and integrated with all the other elements making up the street scene.

* In typography, serifs are semi-structural details on the ends of some of the strokes that make up letters and symbols.





Example of shopfront with 'A' framed board outside the entrance, along the pedestrian walkway.

A-BOARDS

A-Boards are generally placed outside the shopfront (see example image) and are used to advertise and inform the public of products and business services. The abundance of street signs can clutter up streets both visually and, in the case of 'A' frames, physically. The placement of A-Boards can cause obstructions for disabled people, blind people, elderly people and parents with prams. Often the boards force people into stepping into the road to get past them. The council recognises the need to ensure that the use of such boards is controlled to support these groups.

In terms of this guidance the term 'A-Board' includes all types of adverts, directional signs, information signs and inanimate characters placed without permission.

This guidance only applies to boards placed upon the public highway, (which includes footpaths, paved areas and pavements) and/or attached to highway property. It does not apply to boards on private property, including privately owned shopping centres. A separate policy exists to deal with placards, adverts placed illegally on street furniture. See the planning portal for more information.

The sale of goods on the highway will be dealt with separately and do not fall within the scope of this policy.

If a trader wishes to use A-boards, they need to ensure the free passage along footpaths and to maintain a clutter-free High Street and must comply with the following criteria:

- Boards should not exceed 0.6m.sq. with a maximum base of 0.6m. It is the intention of the Council to work with traders to produce a standard sized board,
- The board must be 2 sided. The structure must be of sufficient weight or design to prevent it being blown over in the wind,

- The position on the pavement must be consistent on a day by day basis and allow a minimum of 1.8m free passage on the pavement,
- Boards leant against walls, buildings, landscape/trees, fences and sign/lamp post columns will not be acceptable,
- Boards must be in good condition and appear professionally made, e.g. proper sign writing, painting/printing. Offensive content will not be tolerated,
- One A-Board will be allowed per customer entrance in the premises,
- Where a business has its own private forecourt adjacent to the highway, any A-Board shall be placed wholly within this forecourt,
- Where it is on the highway, A-Boards must be positioned outside the premises, on the same side of the road, and in front of the frontage,
- A-Boards will be placed at the back of the footway as near the property as possible,
- Boards must not be attached to street furniture, trees and others items within the highway (including pavements),
- Boards must be taken in at night or when the firm is closed,
- Boards must not impede vehicular emergency access,
- Where an accumulation of boards and/or other advertising techniques mean that the pavement is not easily useable, all must be removed until agreement is reached as to what is acceptable,
- Where a specific sign is identified by the Council as creating a hazard for pedestrians and particularly the disabled or visually impaired, the owner must respond reasonably and promptly by relocating or removing the sign. This includes hazards created from a sign being blown over in exceptionally strong winds or knocked over by passers-by,
- Rotating cylinders will not be acceptable.

HANGING SIGNS

There is a long tradition of hanging signs throughout Lowestoft as a way of conveying information to the pedestrian. Where a fascia is undesirable, a hanging sign might be a useful alternative.

Hanging symbols were popular before the late 18th century when the population was largely illiterate. These signs were restricted by statute in 1797 because of the hazard they posed to horsemen and pedestrians. Hanging signs may be seen as a way of alleviating street clutter and visual congestion.

All hanging signs within the town centre should comply with the following criteria:

- Design should be of high quality and should relate to the character of the building in terms of size and scale,
- Signs should integrate with the fascia sign, echoing colours and graphics, and should not be overly intrusive in scale,
- Signs should be either traditional (hand painted in wood or stove enamelled swing signs on wrought iron brackets) or, if modern in material and design, they should be of high-quality materials and well

designed to respect their surroundings,

- Wording should be restricted to the name and type of business only,
- The hanging sign must be sensitively positioned to ensure that it is not in conflict with the architecture of the building. Normally this will mean at fascia or just above fascia level. The minimum ground clearance is 2.4m over footways with 0.5m clearance from the edge of the carriageway, whilst a clearance of 2.7m is more appropriate for cycleways,
- Limited to 1 hanging sign per building,
- Lighting should only apply where there is an evening use to the building. Lighting should generally be by unobtrusive spotlight,
- Projecting box signs and internally illuminated signs are generally not be appropriate,
- Imaginative designs using local artists should be encouraged, particularly where they respect the tradition of hanging signs (e.g. the use of symbols) and enhance local distinctiveness,
- Hanging signs which exist over the highway will require a license from the relevant highways authorities.

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EXTERNAL LIGHTING

External lighting should be subtle in design, showing sensitivity to the historic character of Lowestoft and respectful of the historic fabric of buildings. It must take into account the colour and reflectivity of the building surfaces surrounding it, the colour or operating temperature of the lamps, the strength of luminosity, and their effect on building

materials. It is likely that only evening-opening businesses will require external lighting as streetlights should be adequate to illuminate other shop frontages.

SIGN LIGHTING

Externally mounted trough lights may be acceptable in some circumstances, but it is considered that they should form part of the overall design and not appear an afterthought.

Carefully arranged trough lighting designed as an integral part of the fascia can be considered acceptable. Discreet spot-lighting of signboards may sometimes be appropriate.

SECURITY

Proposals for security should be considered during the design stage to ensure they do not appear an afterthought. Any security measures should be an integral part of the shop front design and should endeavour to provide the least visually intrusive measures. For example, avoiding external shutters and solid shutters in favour of internal security grilles can minimise the impact that security measures have on the streetscene and prevent dead frontages.

Where fire or burglar alarms are required, they are best incorporated on centrelines between upper windows or within recessed doorways. Alarms should never be sited on historic architectural features such as corbels or pilasters.



SHOPFRONT EXAMPLES



An example of a modern infill with a traditional timber shop-front. Most of the traditional shop-front elements can be seen and the colour scheme is sympathetic to the conservation area.



A traditional shop-front, designed and installed to the principles of this guidance. The currently vacant unit provides an ideal template for future tenants to apply their own brand.



A shop-front and building working as one single element. The colour scheme, detailing and design are appropriate for this building.



Another traditional shop-front with a co-ordinated colour scheme, signage and window display. See this guidance for further advice notes on the appropriate use of A boards.



This traditional shop-front is an example of a business applying its branding to a restored structure. Colour choice should be approved by the Local Planning Authority.



A traditional shop-front making use of the glazed front windows to display its goods and products. Again the shop-front is appropriate for the building.

SHOPFRONT EXAMPLES



The dominance of the laminated signage and illustrations of food detract from the building, shop-front and street-scene and should be avoided.



This infill shop-front is subtle in this location. The use of security bars and shutters should be designed in a more appropriate manner without compromising security.



The change of use from shop or pub to residential should always be a carefully designed transition allowing for the original uses to return in the future.



A contemporary shop-front for a cafe represents a substantial investment for the business and can work well on the right type of building and location.



Window displays are a key element of the shop-front. The 'showcase' option applied to the shop above allows for privacy while still offering some variety to the street-scene.



Getting the details right is a key element of successful shop-fronts. The detailing and paintwork on this shop-front and door work well.

SHOPFRONT EXAMPLES



As retailers change the shop-fronts remain and become altered to suit the new business rather than trying to restore or re-establish the original shop-front design. This example represents a sizable investment in the building and shop-front to showcase the

restaurant. Subtle changes to the lighting, colour scheme and typology would have improved how this shop-front responds to and is part of the Lowestoft street-scene.



The majority of national retailers seek to install standard branding and colour schemes to their shop-fronts and commercial units. These are often applied without consideration for the building or street-scene by simply utilising the previous shop-front design, which in many cases had already been inappropriately altered. There are some examples

however of good design, where national retailers have designed their shopfronts appropriately, in response to the historical building which hosts their business units. Where possible, these businesses should seek to design appropriate shop-fronts which are sympathetic to the building and conservation area.

11. Appendix



11.0 Appendix

ORIGINAL NORTH LOWESTOFT HAZ BOUNDARY



Map of original North Lowestoft HAZ boundary

NORTH LOWESTOFT CONSERVATION AREA MAPS

The North Lowestoft Conservation Area was designated in 1973 and was extended to the north in 1996 and to the south in 2003. The North Lowestoft Conservation Area Character Appraisal was published in March 2007 and seeks to cover a number of important issues relating to how development should come forward within the Conservation Area.

The appraisal sets out that the purpose of the conservation area is not to prevent new development or stifle the area's economic growth potential, but that particular consideration and a high degree of attention should be paid to design, repair and maintenance in the area. The purpose of the appraisal is to help preserve and enhance the North Lowestoft conservation area through:

- Describing the character of the area
- Identifying its special character
- Putting forward a basis for effective policy control of development; and
- Identifying proposals for its enhancement

The appraisal is of significance to this Guide as it covers a large area of the HAZ, particularly around the High Street and Scores and therefore its contents are highly relevant and applicable.



Map of existing North Lowestoft Conservation Area Boundary

The Bellevue Character Area

Characterised by its public parks, wide sea views and its broad streetscapes lined by villas and houses set within mature leafy gardens, this area is primarily residential but also provides recreational facilities. Most of the development in the area was constructed between 1870 and 1920. The public parks of Bellevue and Sparrow's Nest located on the cliffside provide significant open, green spaces within the heart of the town. Bellevue Park retains its Victorian character with meandering paths and excellent views to the sea, whilst Sparrow's Nest, as the former garden to an early nineteenth century villa is more enclosed.

The Denes Character Area

This area is bisected on a north/south axis by Whapload Road. Once part of a larger area known as the beach village or 'The Grit' it was home to the busy herring industry. Devastation caused by heavy bombing during WWII, the decline of the fishing industry and the 1953 flood resulted in widespread demolition in the 1960s. It has two distinct parts, to the east of Whapload Road is an open area, historically used for net drying and rope making. To the west of the road, located at the base of the cliff and Arnold's Walk, is an area of dense structures, used throughout Lowestoft's history for industrial and maritime activities.

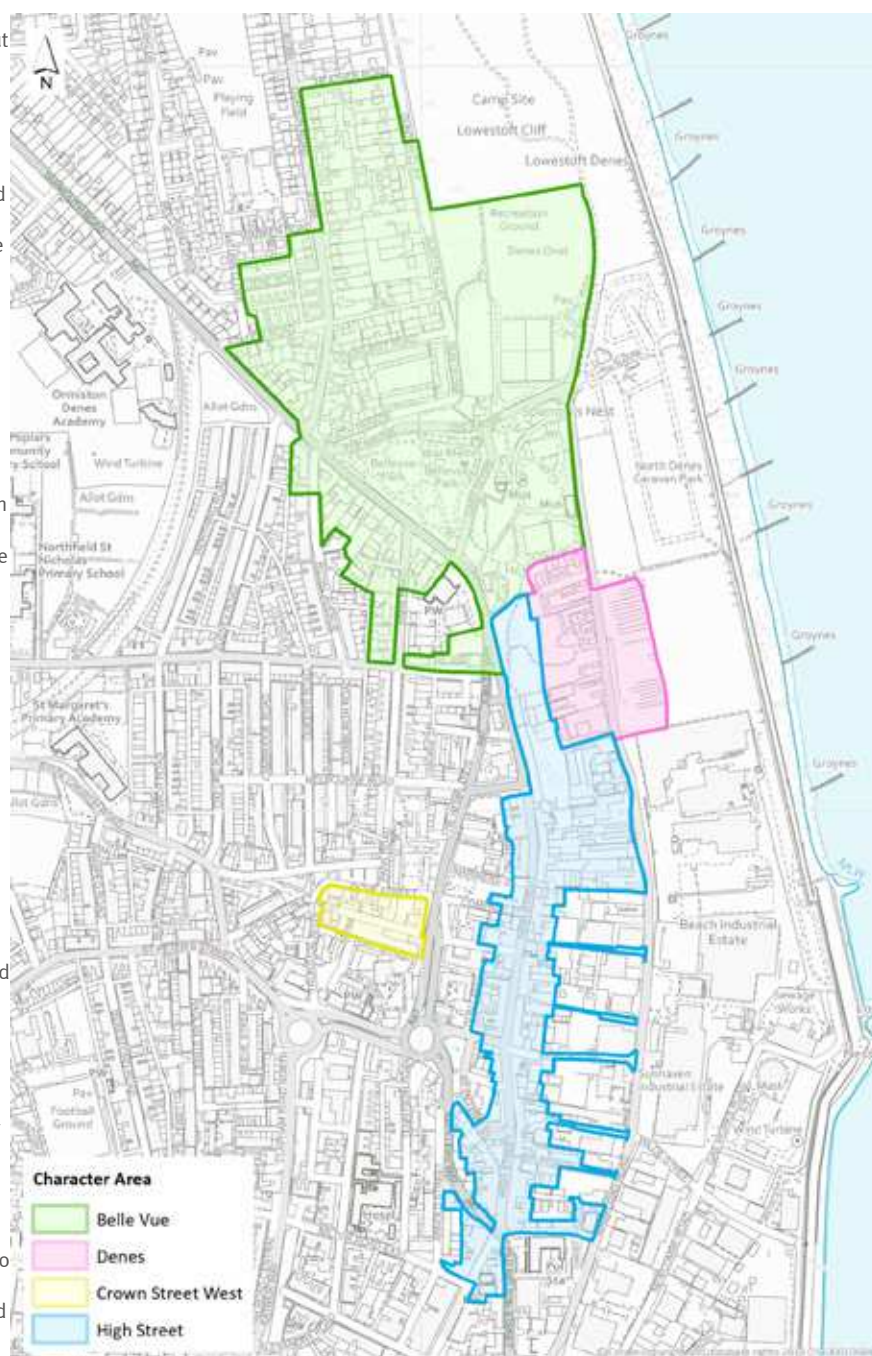
Crown Street West

A small 'island site', detached from the main body of the Conservation Area, located to the west of 'Jubilee Way', the area is effectively one road (Crown Street West) together with the structures fronting it to the north and south. Despite its small size, the area contains a diverse range of both private and secular structures, including a late fifteenth century tithe barn, a Regency former theatre and a large late nineteenth century brewery complex (now a factory). This historical diverse mix of commercial and residential activity in close proximity has led to a varied streetscape in both form and function.

High Street Character Area

This area contains the town's medieval origins and reflects the historical and economic development of the town. The High Street gently curves to follow the edge of the cliff and contains some of the town's earliest buildings, together with later Georgian and Victorian townhouses and shops. The narrow width of the street and its undulating character combine with continuous building frontages of varied form, height, and materials to create an intimate enclosed streetscape that draws in views and maintains visual interest. Historic routes called "Scores" lead away to the east, providing access down the cliff and views towards the Sea.

NORTH LOWESTOFT CONSERVATION AREA MAPS



Existing Character Areas designated within the North Lowestoft Conservation Area.



North Lowestoft Heritage Action Zone

DESIGN GUIDE