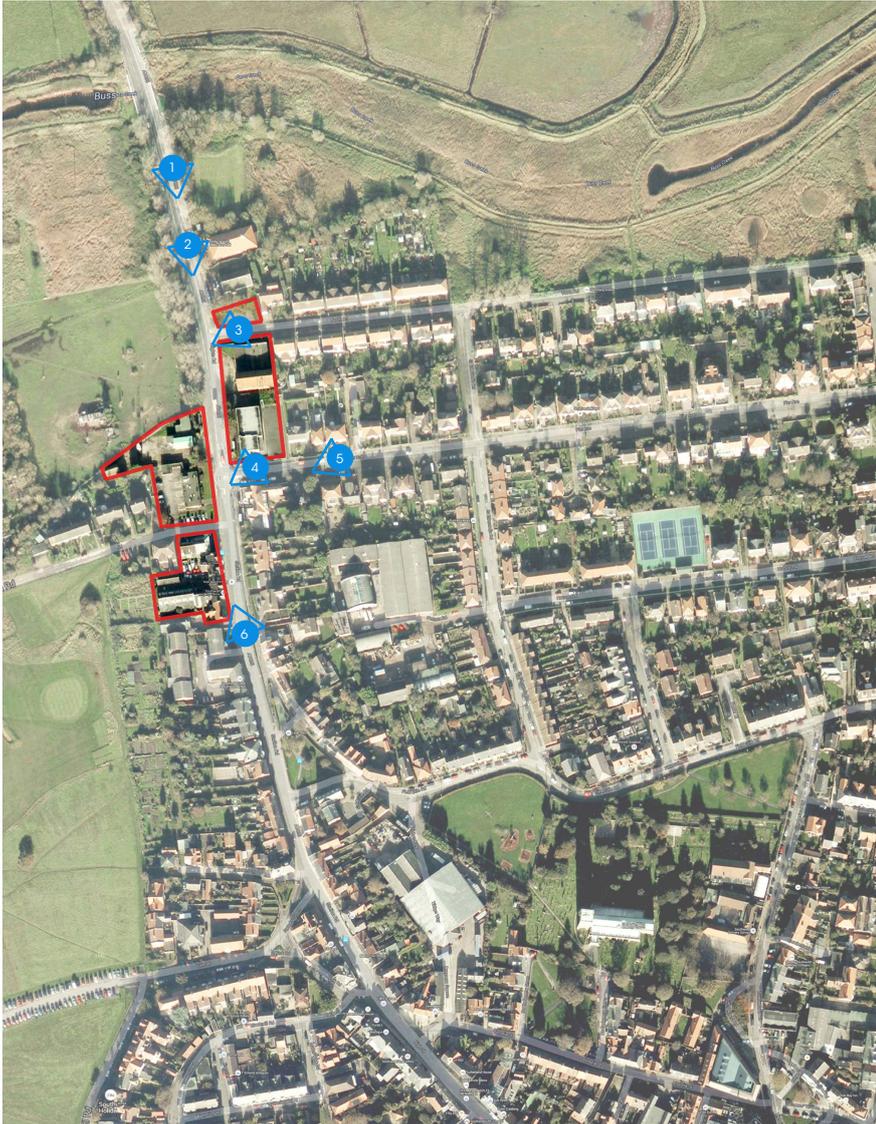


SOUTHWOLD TOWN ENTRANCE STUDY

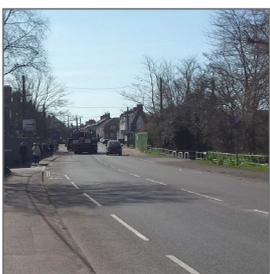


Southwold Town Council has instructed Ingleton Wood LLP to explore options for the potential redevelopment of the entrance to the Town.

Why? The sites in question together occupy an important location; being the first thing people see when they enter the town. Accordingly, the Town Council is keen to build on the planning policies within Waveney District Council's Adopted Development Plan, to provide a locally specific guide to influence future developments within the area and promote high quality design in this sensitive location.

It is also intended that the initial work undertaken on behalf of the Town Council will be used to inform the preparation of the Neighbourhood Plan, which is currently being progressed.

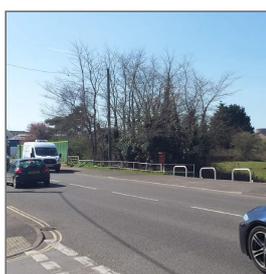
The exercise is intended to provide an opportunity for the local community to pass comment and potentially shape the future redevelopment of these key sites.



1



2



3



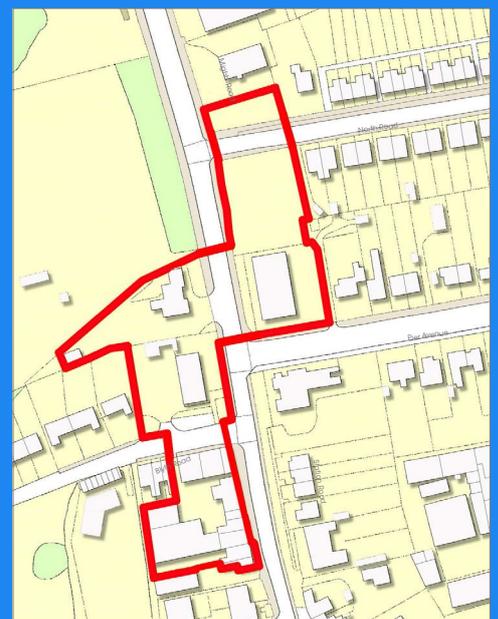
4



5



6



Study Area Overview

The scheme overview indicates how, in the fullness of time, the individual sites in the study area could be developed to provide a joined up street pattern and, crucially, an appropriate entrance into Southwold. The illustrative plans suggest how in the future different uses may sensibly be located within the area, with an indication of appropriate building scale, roof forms and access arrangements.

In terms of how we think new uses may be accommodated within the study area, we expect that behind Hurren Terrace and at key corners around the Blyth Road/Pier Avenue junction, small-scale local commercial or retail uses are appropriate at ground level, with taller residential buildings (up to 3 storey) possible around the Pier Avenue/Mights Road roundabout.

Elsewhere, future development should be for housing at a suitable scale to make an appropriate transition into the town. This is likely to include a mix of town houses and apartments.

The design of individual buildings will be subject to planning considerations at the time of submission, but building architecture and material palettes should exhibit a strong relevance to the local context. A mixture of traditional and contemporary styles may be appropriate, subject to a high quality finish and locally appropriate building proportions.

Block 1 - 'Station Yard'

The study for this site suggests how the block could be redeveloped in time with appropriate infill development at the rear of Hurren Terrace and along the Blyth Road frontage. Any future development should look to protect the existing Victorian frontage and seek to improve the quality of the pedestrian connection through the yard area. The site at the rear of the block is an appropriate location for small scale local businesses, as is the block on the corner of Blyth Road which could also house upper level residential or commercial accommodation.

Parking is restricted on this site and off-site solutions would need consideration.

Block 2&3 - 'The Mews'

These blocks could work independently as attractive residential addresses, but should be considered together to ensure that a high quality consistent street frontage is provided and the existing roundabout junction is not compromised. New development should consider on-site parking to the rear of the blocks, probably doubling up as a shared surface mews with attractive landscape design.

The frontages to these sites are extremely important in setting the visual scene at the entrance to Southwold and therefore the scale and quality of the architectural design, building form, and roof profiles are crucial in protecting and enhancing existing views into the town. Generally the building heights should be 2 storey, stepping up to 2.5 storey in appropriate locations.

Block 4 & 5 - 'The Approach'

These blocks could work independently as attractive residential addresses, but should be considered together to ensure that a high quality consistent street frontage is provided and the existing roundabout junction is not compromised. The depth of the plots suggests a terraced arrangement is a suitable layout strategy, with on-site parking located to the rear and accessed off North Road and Pier Avenue.

Typically the scale should be 2 storey to reflect the scale of neighbouring properties adjoining the sites. although subject to high quality design a taller block could be acceptable

Study Area Overview



The sites identified for the study area are highlighted on the plan opposite. Whilst the sites are currently within a variety of ownerships, they are considered collectively in this report for their significance in terms of impact on the setting of the entrance to Southwold Town Centre.

- Town Houses
- Apartments
- Retail / Commercial



Indicative Proposed Massing

Block 1 - 'Station Yard'



Commercial Courtyard - site area 1805 sq.m

- Retail / Commercial
- Upper level residential or commercial use

- 1A 1 no. 140 sq.m units
2 no. 72 sq.m units
- 1B 4 no. 2 storey 132 sq.m units
1 no. 48 sq.m units
7 no. car parking spaces

- Create high quality 'pocket square'
- Reinforce pedestrian connectivity through the block
- Creation of a destination live/work address
- Small commercial units open onto a communal space.....or retention of light industrial use?
- Mix of residential & commercial front doors
- Flexible use of courtyard space for sculpture, exhibition, display purposes
- Traditional materials - red pantiles, brickwork, timber windows
- Muted palette of colours -mix of natural and painted brick, timber panels and coloured render
- Shared courtyard -pedestrian and vehicles use a block paved landscaped space
- Use of low shrubs and trees to soften 'hard' block paved courtyard



Block 1 - 'Station Yard'



Possible illustrative View - Looking West from Hurren Terrace

Formal Precedents



Material References



Block 2 & 3 - 'The Mews'



Residential Courtyard - site area 2909 sq.m

■ Town Houses

■ Apartments

8 no. 3 bed townhouses

1 no. 4 bed townhouses

17 no. 2 bed apartments

2 no. 2 bed Mews house

28 no. car parking spaces

- Continue pedestrian route through interior of block
- Shared courtyard – pedestrian and vehicles use a block paved landscaped space
- Mix of traditional forms and contemporary architectural detailing
- Scale transitions from 2 storey to 3 storey at corner locations
- Use of low shrubs and trees to soften 'hard' block paved courtyard
- Traditional materials – red pantiles, brickwork, timber windows
- Muted palette of colours – mix of natural and painted brick, timber panels and coloured render
- Each block can stand alone to show a phased development
- Fenestration + elevation rhythm appropriate to Southwold



Block 2 & 3 - 'The Mews'



Possible illustrative View - Looking North from Blyth Road

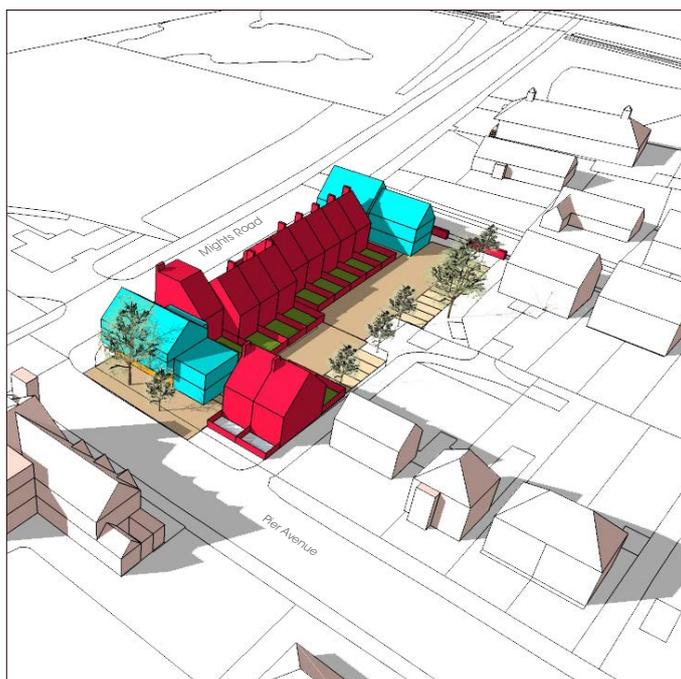
Formal Precedents



Material References



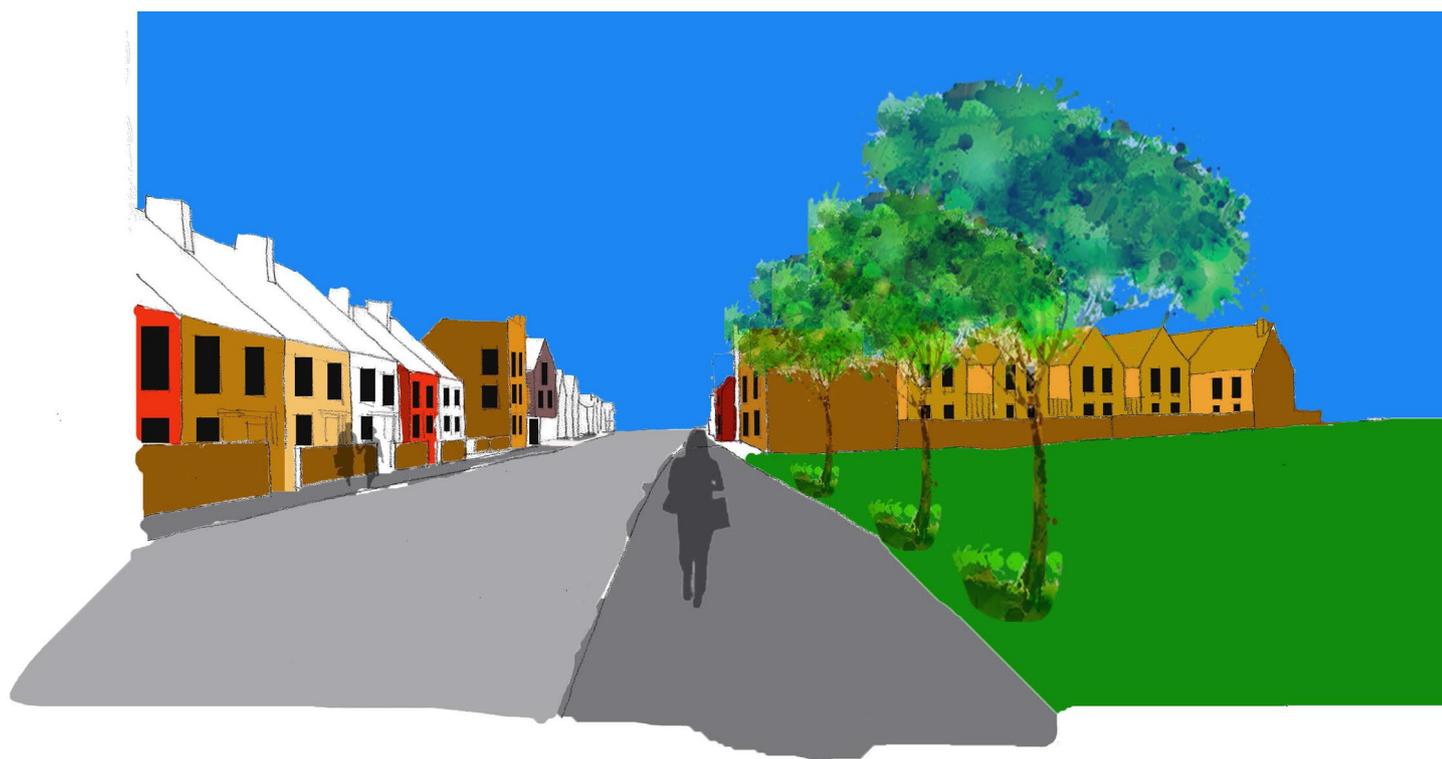
Block 4 & 5 - 'The Approach'



Residential Courtyard - site area 2563 sq.m

	Town Houses	10 no. 3 bed townhouses
	Apartments	1 no. 4 bed townhouses 9 no. 2 bed apartments
	Retail / Commercial	1 no. 3 bed apartments 1 no. Retail unit 80 sq.m

- 2 storey terraced housing framing approach transitions height up to 2.5 storey corner locations
- Commercial usage possible on ground floor location of corner unit
- Create a south facing square in front of retail unit
- Density is increased at corner locations
- Mix of traditional forms and contemporary architectural detailing
- Traditional materials – red & smut roof tiles, brickwork, timber windows
- Muted palette of colours – mix of natural and painted brick, timber panels and coloured render
- Each block can stand alone to allow a phased approach



Block 4 & 5 - 'The Approach'



Illustrative View - Looking South from Might's Road

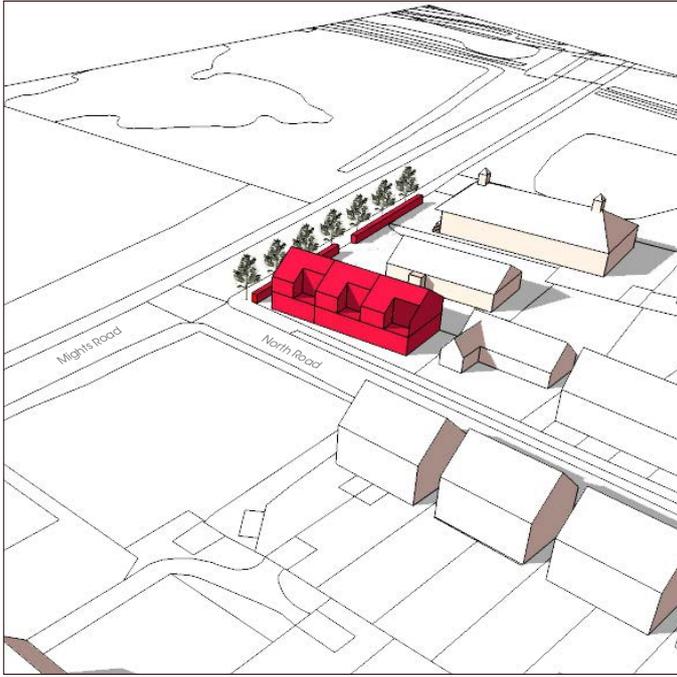
Formal Precedents



Material References



Block 6 - 'The Stables'



- Low impact mews cottages / coach house
- Possible flats above garages
- Mix of traditional and contemporary architectural detailing
- Scale transition to block 5

Residential Courtyard - site area 1505 sq.m

- Town Houses
- 3 no. 2 bed apartment or townhouses
- 6 no. car parking spaces



'The Hub'



Residential Courtyard - site area 7277 sq.m

-  Town Houses
-  Apartments
-  Retail / Commercial

- Key node for town centre gateway
- Concentration of scale + active uses
- Density is increased at corner locations
- Commercial usage possible on ground floor location of corner units
- Terraced housing transitions height to 2.5 storey corner buildings
- Apartments terminate view from Pier Avenue
- Mix of traditional forms and contemporary architectural detailing
- Traditional materials – red & smut roof tiles, brickwork, timber windows
- Muted palette of colours – mix of natural and painted brick, timber panels and coloured render

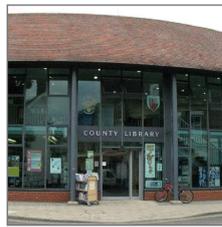


'The Hub'

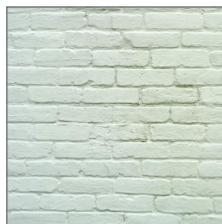


Possible illustrative View - Looking West from Pier Avenue

Formal Precedents



Material References



'The Hub'



View North along Might's Road



View West along Pier Avenue