

# JUBILEE PARADE, LOWESTOFT

## HISTORY AND OTHER EXAMPLES

The key areas to be addressed in determining the acceptability of the proposals put forward is the desire to retain and enhance the character and appearance of the Lowestoft South Conservation Area.

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

In the vicinity are building styles including Victorian, Edwardian and 'Art deco' style buildings and inspiration from these styles and materials to create a focal point for this area.

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

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



Historic View to the Beach



Image Showing an earlier Claremont Pier



Existing Site - Before storage area



Existing Victoria Two Storey Building



Examples within lowestoft - East Point Pavilion



Beach Front Example - Bexfield Pavilion



Beach Front Example - Hastings Pier



Beach Front Example - Ramsgate Pavilion