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PART A: INTRODUCTION
INTRODUCTION

Introduction

Gillespies landscape architects were appointed to lead a design team to undertake a strategic feasibility review of Bournemouth Seafront Strategy and present a range of conceptual design ideas aimed at delivering the ‘world-class seafront experience’ called for in the project brief.

Following Gillespies review and summary of the Feasibility seafront report in January 2013, design development for Bournemouth Seafront Vision has focussed on the conceptual design process to identify project opportunities along the seafront to capture the spirit, exploit the unique natural conditions and set a new standard of seafront character over the coming years. The following design team, led by Gillespies landscape architects, has been developing the concept options contained within this report:

- Gillespies Project Lead and landscape architects.
- Studio Fractal Lighting Design.
- Fourth Street Delivery and Funding
- Peter Brett Associates Access

This report presents a summary of the concept design process and represents the iterative process of design development, stakeholder presentations and steering group decision making that concludes with a series of character area studies and improvement opportunities. Such opportunities range across the entire study area, namely the 5.5 mile stretch of seafront as well as more localised area specific interventions.

A Seafront Strategy project board steering group has been established to oversee the visioning exercise and identify project priorities and funding opportunities and it is the intention of this report to outline the scope and priorities for change.

Two rounds of stakeholder consultations have been attended and led jointly by BCC and Gillespies (on the 30th January and 11th March 2013) where emerging ideas over character areas have been discussed and much insightful feedback received.

In addition further on site walks and inspections have taken place as part of the on-going familiarisation exercise.

Document Structure

This report has been prepared to illustrate concept designs that set out a range of proposals for Bournemouth Seafront. This report has been structured in the following way:

- **Part A: Introduction**
  This section provides a brief introduction to the study and the principal objectives and aims of this study.

- **Part B: Masterplan Framework & Concept Design Proposals**
  Part B outlines the character area analysis approach utilised in the design development process and reflects the consultation material used to initiate debate and discussion with stakeholders. It presents a conceptual approach to the big ideas and areas of intervention that seek to accentuate the seafront experiences along its length and maximise the appeal. Within each character area a number of opportunities are identified for consideration.

- **Part C: Emerging Priorities and Strategic Proposals**
  Part C commences with a brief summary of initial stakeholder project priorities and then expands upon specific areas of opportunity and emerging potential priorities. It presents those opportunities that have potential for intervention and improvement ‘site wide’ ie along the entire seafront with architectural and lighting strategies being presented.

One particular area of focused design development is that of Pier Approach, a pivotal space identified by most parties as an area of massive potential and due to the number of opportunities identified, is given specific design thought in this section.
Study Area

The study area is illustrated on the opposite page, it includes 5.5 miles of the seafront from the border with Poole at Alum Chine to the end of the promenade at Southbourne. The study area is focused mainly on the Promenade, as the principal connective thread that unites the entire seafront. However in developing strategic conceptual thoughts, the immediate context either side of the promenade has been considered to include the beach, cliffs, chines and Bournemouth and Boscombe Piers which extend beyond the median low watermark.

The study area excludes Hengistbury Head, a large Site of Special Scientific Interest (SSSI) and area of greenbelt land, to the far east of the seafront. However, the study will need to consider the links to Hengistbury from the Promenade.
Bournemouth has on many occasions set the template for the quintessential British seaside experience. From the establishment of the resort for healthy living, the creation of a series of bathing huts (manoeuvred into position at the waters edge for the privacy of the Victorian bathers), their subsequent evolution into beach bungalows, more commonly known as the ever popular beach-huts and the establishment of the first airshow, Bournemouth, fronted and defined by its seafront has offered a series of firsts.

Any vision thoughts should seek to be bold and expand upon this rich history of intervention, invention and attraction.

Project Objectives & Vision

The project brief seeks to; “Create a World Class Seafront, updating our image and identity as a contemporary attraction recognised for its high quality experience that exceeds the expectations of visitors and residents.”

Bournemouth’s unique offer

Much inspiration and distinctive character can be found upon exploration of Bournemouth’s seafront. Its status as one of the UK’s premier coastal destinations has been secured since the beginnings of the town as we know it in the mid 19th century. The allure of healthy living, of the taking of the waters, the beach sands and the wild natural charm of the coastline promoted those initial forays into Bournemouth and whilst, over the generations, these experiences have become perhaps more formalised and developed, there is nonetheless a strong sense of a green and natural seafront, a place where the town meets its coast is many dramatic ways. The wealth of hidden nature within the Chines, the wooded green valleys, are stunning in their seclusion and majesty; the drama of the cliffs and the overcliff routes that beautifully greet the horizon; the planned Victorian pleasure gardens, in particular the Lower Gardens, offer a wonderfully striking and bold green gesture that physically draws and entices visitors onward to the shore; the golden sands that stretch the length of Poole Bay, although now replenished artificially, offer the ultimate recreational destination to sit back, soak up the sun and dip your toes in the water. The combination of these, and many other natural elements, allied with a wealth of heritage, history and visitor footfall during warmer months, combine to create a unique coastal experience – an experience that acts as backdrop to both seafront and town life and has defined a sense of Bournemouth over the years. It is with an appreciation of these assets that our conceptual visioning thoughts have emerged.

If a strategic vision is to be set, a vision that seeks to raise the standard and experiential qualities, what elements or interventions can be explored? What is the overarching character and distinctive edge that can be nurtured, revealed, or exploited to set Bournemouth above its neighbours and competitors and deliver on the project aspirations to create a world class seafront experience?
Introduction

The Seafront Strategy identified that significant parts of the seafront are currently largely indistinguishable from one another. In an attempt to address this issue and make the seafront more legible the Strategy sub-divided the study area into 16 'Character Areas'. The 16 areas are generally focussed on an existing or proposed hub of activity which often coincides with an access point onto the promenade.

Through our Stage 1 Baseline Review and Analysis work we established that a number of the 16 ‘Character Areas’ had a common theme or character which could be grouped to establish an overarching character framework plan within which the 16 areas would be identifiable as key focal points for activity rather than individual character areas.

Character Area Definitions

Our overarching character framework plan establishes 4 separate character areas. These have evolved in response to one or more of the following factors which influence the visitor’s experience and perception of the landscape:

- Existing or proposed future uses and activities.
- Existing or proposed future landscape character influences.
- Recognisable landmarks or features which act as natural visual markers at the transition from one character area into another.

The Character Areas are not intended to be strictly defined or separated ‘on-the-ground’ as each area will naturally bleed into the next. In addition, certain landscape elements are likely to be consistent along the entire promenade and therefore transcend character areas. Nevertheless the principles and strategies for the architectural and landscape elements within each of the areas should seek to reinforce the character of each area as a means of developing a distinctive sense of place unique to Bournemouth.

The 4 Character Areas are defined as:

- The Chines
- Metrobeach
- Coastal Activity Park
- Coastal Nature Park

vi. Develop the rest of the seafront as a series of distinct character areas each with a good range of basic facilities

4.3.13 Large parts of the seafront are currently largely indistinguishable from one another. To help make the seafront more legible and attract people to different parts of the seafront it is considered that different character areas should be established. In some instances hubs of activity already exist and these along with the access points should form the basis of the different character areas. The areas proposed are illustrated below.

4.3.13 Key actions could include:

- Remove or redevelop unattractive buildings and structures in each area
- Create signs, art, beach bar design, branding and other development reflect the area’s identity.
- Provide high quality basic amenities such as mobility, catering outlets, shelter/shade and toilet
- Introduce play structures
- Introduce soft landscaping as appropriate
- Ensure interpretation materials show the area’s heritage or natural features is provided

4.3.14 The proposed character areas are illustrated below. More detail about each character area and the changes recommended are set out over the rest of this chapter.

4.3.15 Across the character areas a number of views have been identified for possible redeveloment. Some of these have previously been agreed in the Seafront Master Plan 2010 (see appendix 1) whereas others have come to light through the Town Centre Action Plan (see section 2.2) and via the comprehensive analysis of the seafront (see appendix E).

4.3.16 Within each area the position of art work, signs, play structures, soft landscaping and other facilities will need to be considered in relation to the overall design of the public realm. As set out above a landscape architect needs to develop a concept approach to the positioning of these features along the promenade and within the main focal point of each character area. Careful consideration needs to be given to the need for people to be able to move around and the visual appearance of each area.

4.3.17 Where art work is introduced the design should ideally be reflective of its location either through interpreting the heritage of the area, its role or its natural features. The rationale behind the art work should be explained through interpretation information.

4.3.18 All art and play installations would need to take account of their environment and the potential for vandalism.

MASTeRPLAN FRAMeWORK

Extract from Bournemouth Seafront Strategy
CHARACTER AREAS

The Chines

The Chines distinctive character will be enhanced and celebrated. Emphasis will be on improving connections and awareness of this unique landscape through improved access for visitors. The transition between The Chines and the Promenade will be blurred through the development of a coordinated and coherent palette of materials and a design language which draws reference from the landscape context of wooded slopes and terraces.

Central Beach

The emphasis in this area will be on developing a coherent and consistent linear promenade space to create the ultimate beachfront ‘catwalk’ stretching between the West and East Cliff cliff lifts and zig-zags. Bournemouth Pier and Pier Approach provide a major destination point mid-way along the route. Existing and new development will form an active ‘street’ frontage to the promenade and elements along the space with have a regular, ordered appearance and layout.

Coastal Activity Park

As the proposed location for the UK’s first Coastal Activity Park, the focus for this area will be on provision of facilities for a range of water and beach based activities and sports. A vibrant, fun and colourful place place to visit and hang-out.

Coastal Nature Park

The Coastal Nature Park is envisaged as a celebration of Bournemouth’s three major seafront landscape typologies - cliff-top heath, cliff face geology and beach. The emphasis will be on revealing and connecting the three landscapes through the introduction of new links, and the development of a network of trails with interpretation and information on the various habitats and wildlife. The existing cliff lift at Fisherman’s Walk will act as the central hub for the park, with two anchor developments proposed at either end around Manor Steps and Southbourne.

The four areas identified offer opportunities for tourism promotion and branding, helping to reinforce the identity and common appeal of each area and encouraging the spread the attractions and footfall across the entire seafront.
ILLUSTRATIVE SEAFRONT MASTERPLAN

THE CHINES

CENTRAL BEACH

COASTAL ACTIVITY PARK
**Key Design Moves**

Pull the Chines to the Prom,
Concentrate investment at each of the three Chine / Prom interfaces,
Flex the Prom at each node to maximise space,
Create a high level, over-cliff (tree-top) cycle and pedestrian route with two new bridge crossings at Middle Chine and Durley Chine
Introduce a consistent ‘eco-pod’ beach hut design in natural materials. The following flexible uses should be incorporated: daytime beach hut, overnight stay, individual toilet and shower cubicles
Develop Alum Chine car park as a potential economic driver for improvements to The Chines and to provide additional visitor car parking
Tree top walk visualisation
Opportunities

1. Coherent arrival space with promenade build-out, resurfacing, and integrated seating, planting and beach access
2. New tree top pedestrian and cycle bridge links
3. New development opportunity with potential for additional upper deck to existing car park with cycle hire station below
4. Upgrade surfacing and appearance of arrival space and transport interchange
5. New tree planting to reflect wooded Chine character
6. Upgrade toilets and playground - introduce natural play to wooded slopes
7. Narrow hardstanding and add accessible terraced areas with integrated seating, tree planting and incidental play
8. New low-key beachfront commercial opportunities
9. Upgrade entrance to Tropical Gardens with integrated signage and planting
10. New overnight stay eco-pods in a woodland setting
11. Natural, playable landscape elements
12. Cafe with toilet and shower facilities
13. Narrow hardstanding and incorporate terraced areas with eco-pod beach huts and tree planting
14. New zig-zag link to on-street parking
15. Natural play elements on the beach
16. Pic-nic/BBQ area with natural/playable landscape setting
17. New cafe, toilet and beach office development
18. Improve appearance of gateway entry point to promenade
19. Long term (future) aspiration for terraced landscape with eco-pod beach huts
20. Existing storage area retained and fronted by development incorporating seafront operations facilities, a Lifeguard base, commercial unit linked to non-motorised boat hire and accessible beach huts/changing facilities
21. Promenade build-out with ramped access to beach for maintenance vehicles
CENTRAL BEACH

Key Design Moves

Establish a distinctive and world-class space at Pier Approach,
Pull Lower Gardens through into Pier Approach,
Disaggregate the Pier Head building to open up views and access to the pier. As a new ‘stage’ for events the space will function as a clearly defined destination at the intersection between Gardens, Pier and Prom,
Link the pier to the Prom,
Extend and regularise the promenade edge and relieve pressure on the Prom with timber boardwalks and build-outs,
Establish a consistent promenade cross-section with a defined beach hut/ development frontage zone and a minimum 10m wide promenade space,
Develop a stimulating and active frontage,
Line the promenade with palm trees,
Establish direct connections from each cliff lift to the beach.
Introduce a consistent, elegant beach hut typology with single, and 2-3 storey module designs. The following flexible uses should be incorporated: daytime beach hut, toilet/shower cubicles, food/drink outlet, gallery space, work space for start-up businesses
Develop Happylands as a key early move to establish the quality benchmark for future development and generate commercial investment for public realm improvements
Opportunities

1. Upgrade west and east cliff promenade to establish a coherent overcliff promenade
2. Introduce more prominent entrance building at the top of each cliff lift to act as a beacon and aid wayfinding
3. Start of the proposed promenade build-out east of the pier
4. Westover Rowing Club redevelopment, with an improved threshold treatment at West Cliff zig-zag
5. Introduce palm tree line along the promenade
6. New cliff lift building incorporating commercial uses (bars/restaurants/cafés) and toilets
7. Timber boardwalk build-out for external dining associated with adjacent commercial uses
8. New accessible groyne/‘mini-pier’ out to artist designed pergoda structure
9. New two storey development opportunities with commercial, retail and leisure uses and possible hotel accommodation at first floor
10. Investigate potential for replacing existing steps with accessible lift access as part of any new development
11. Oceanarium extension
12. Pier timber boardwalk extended to provide a new ‘threshold’ for the Pier Head building
13. Existing Pier Head building retained
14. Remodel/build-out the promenade immediately to the west of the pier and incorporate a new beach front office and information pod
15. ‘Rollercoaster’ timber boardwalks linking the pier to the prom and providing a distinctive, undulating, playable edge which incorporates seating and shelter
16. Viewing platform
17. Terraced gardens with integrated play, seating and shelter to draw Lower Gardens into Pier Approach and create more intimate, slower paced spaces away from the main pedestrian flow.
18. New cafe under the flyover
19. Former IMAX site to function as an events space prior to development of the Pier Head proposals. Potential for mid-long term major development opportunities.
20. Cloisters developed as commercial ‘pods’ selling food and drink
Key Design Moves

Improve access to beach through the introduction of a new cliff lift,
Rationalise car parking - reduce where underused; retain where required to
facilitate access for water sports;
Utilise boardwalks to facilitate improved access to the beach and to define
sports pitch zones,
Introduce a consistent, beach hut typology utilising colour to help ‘zone’
the Activity Park and reflect its vibrancy and fun. The following flexible
uses should be incorporated: daytime beach hut, toilet/shower cubicles,
food/drink outlet.
Coastal Activity Park visualisation
COASTAL ACTIVITY PARK

Opportunities

1. Potential for two-storey beach huts including multi-use types
2. New bridge link to vertical cliff lift
3. Landmark lift building with promenade level commercial/catering facilities and toilet/shower facilities
4. Accessible groyne/’mini-pier’ out to artist designed pagoda structure. Potential for wedding ceremonies linked to cliff top hotels
5. S-a-side beach football and/or volleyball courts
6. Timber bleacher-type seating/steps and perimeter boardwalk
7. Area for on beach play
8. Dinghy park and kite and windsurfing launch area
9. Improved access point to zig-zag with material change at carriageway crossing
10. Area for temporary/seasonal facilities on-beach facilities
11. Beach volleyball courts
12. Surf school and coastal sports hub development
13. New zig-zag link to cliff top car park
14. Redevelop existing buildings with two-storey building incorporating catering facilities
15. Additional accessible beach huts to replicate existing adjacent facilities
16. Accessible sports zone including boccia and seated volleyball courts
17. Timber bleacher-type spectator seating/steps
18. Accessible groyne leading to swimming hoist for disabled access
19. Location for National Event Site
20. Proposed location for try-dive tank

Gym Trail Circuit (3.7Km or 2.5Km) & Gym Buddy Stations (16 no.)
COASTAL NATURE PARK
HEATH & CLIFF

Key Design Moves

The western half of the Park will focus on heathland at the top of the cliff and the cliff face itself to establish a vertical park which promotes access to these local landscapes and capitalising on the expansive views of Bournemouth Bay,

Focus of activity and facilities at Manor Steps and Fisherman’s Walk,

Facilitate access to the cliffs through a new vertical park of lightweight boardwalks suspended from the cliff face,

Educational facilities linked to both visitor’s experience and local community use,

Introduce a consistent, beach hut typology in predominantly natural materials with green/brown roofs to minimise visual impact when viewed from above. The following flexible uses should be incorporated: daytime beach hut, toilet/shower cubicles, food/drink outlet.
Opportunities

1. Redevlop area as the key anchor point at the western end of the Coastal Park. Uses to include two-storey overnight beach hut accommodation with end ‘rotunda’ buildings to accommodate toilets and some commercial/catering uses at ground level
2. Introduce tree planting to reinforce Manor Steps as the gateway to the Coastal Nature Park
3. Generous, central step and ramp access up to the Manor zig-zag and new cliff walkway. Steps double as south facing seating overlooking the beach
4. Proposed vertical park consisting of a lightweight, walkway suspended from the cliff face
5. Connection to existing routes at the top of the cliff with cantilevered viewing platform
6. Opportunities for cliff face ‘beach huts’ along the boardwalk
7. Upgrade existing beach huts with coordinated design
8. Opportunity for small cafe pod/ice cream kiosk at midway point between Manor Steps and Fisherman’s Walk
9. Improve links to Fisherman’s Walk Gardens with new crossing. Open up views and create a more direct route by removing existing toilet block and relocating toilets to new building (see point 11)
10. Introduce more natural play with an emphasis on landscape elements which take reference from the heathland/cliff face context, eg undulating landform, rock formations, etc
11. New community hub and visitor centre a the heart of the Coastal Nature Park
12. Introduce more prominent entrance building at the top of each cliff lift to act as a beacon and aid wayfinding
13. New cliff lift building incorporating commercial uses (bars/restaurants/cafes) and toilets
14. Promenade build-out and tree planting to create areas for shaded seating
15. Accessible groyne/‘mini-pier’ out to artist designed pagoda structure
16. Replace brick beach huts with new consistent design
17. Start of sand dunes and third Coastal Park landscape typology
COASTAL NATURE PARK

DUNES

**Key Design Moves**

Development of a sand dune habitats to help ‘fix’ wind blown sand and create new habitats,
Re-establish commercial/tourist anchor at Southbourne with overnight accommodation opportunities to act as an eastern bookend to the Coastal Nature Park,
Educational facilities linked to both visitor’s experience and local community use.
Key Design Moves

• Development of a sand dune habitats to help ‘fix’ wind blown sand and create new habitats,
• Re-establish commercial/tourist anchor at Southbourne with overnight accommodation opportunities to act as an eastern bookend to the Coastal Nature Park,
• Educational facilities linked to both visitor’s experience and local community use.

Opportunities

1. Dunes with timber boardwalk accessible route
2. Shelter at top of dune with stepped access up from prom
3. Timber boardwalk slung off promenade edge to provide additional pedestrian space
4. Introduce consistent beach hut design
5. New café/kiosk and toilet/shower block including first floor terrace overlooking dunes
6. Redevelop area as the key anchor point at the eastern end of the Coastal Park. Uses to include two-storey boutique overnight eco-beach hut accommodation with commercial/catering uses at ground level
7. Natural beach play area on the sheltered leeward side of the dunes
8. Potential boardwalk extension to connect to Hengistbury Head
PART C: EMERGING PRIORITIES & STRATEGIC PROPOSALS

• Consultation Feedback
• Pier Approach
• Architectural Strategy
• Lighting Strategy
Stakeholder Feedback

Two rounds of stakeholder consultations have been attended and led jointly by BBC and Gillespies (on the 30th January and 11th March 2013) where emerging ideas over character areas and draft Stage C proposals have been discussed.

The consultation on the 11th March was attended by over 40 external stakeholders, who at the end of the event were asked to write down their ‘top 5’ priorities for improvement, based upon the proposals presented. This graph collates everyone’s individual top 5 priorities using the following methodology: If an idea was ranked 1st it scored 5 points; 2nd scored 4 points; 3rd scored 3 points, 4th scored 2 points and 5th scored 1 point.

This graph serves as an indication of overall prioritisation. It is not an indication of support / lack of support for a proposal.
Top Ten Priorities

- Pier Approach
- Improved catering, retail and toilet facilities
- Prom build-out and Palm Trees
- Chine Walkway
- Attractive lighting scheme
- Improved children’s play facilities
- Development around cliff lifts
- All weather facilities
- New connections between beach and cliff top
As identified in our character area assessment, the public space known as Pier Approach has been noted as a major opportunity for enhancement along the Seafront. Consultation responses support the notion of an upgrade to this space as one of the most prominent and subsequently defining gateways to the seafront experience and as the key emerging priority for change.

Over the following pages further more detailed design thought has been developed to explore the potential future character and use of this key space.

**Pier Approach appreciation**

Located at the southern end of the principal chine that connects the town with the beach (The Lower Gardens), historical analysis reveals how Pier Approach has been a destination and point of arrival to the Bournemouth experience for over 150 years. It is located at the critical junction that came to define the town and allow its subsequent success and could be suggested that this is the town’s ‘raison d’etre’ – namely where the Bourne Stream meets the sea – the ‘mouth of the Bourne’. This terminology is not to be underestimated as, over time, the connection between river and sea has gradually suffered a disconnect, and a gradual retreat in the immediacy of seafront experience and its relationship to the chine. Whilst the pier to which the space acts as setting has changed and evolved, this large space has gradually had to cope with a host of demands thrown at it, principally over the 20th century and suffers from a lack of identity or sense of place.

Pier Approach has historically been, and is in part still today,

**An informal stream meander where freshwater meets salt water – a natural delta (albeit the stream is now culverted and disappears beneath pier approach only to reemerge beyond the low tide line to the east of Bournemouth Pier)**

**A gateway to the seafront**

**A filter to the beach beyond**

**A space to receive and organise pier events**

**A space for the town to gather**

**A space for cars to circulate (early to mid 20th century)**

**A space where the funfair is installed**

**A space where the beach itself is accessed from**

**A space where the visitor first glimpses the sea**

**A space where entry and arrival sequence is challenged by the Bath Road flyover, channelling both views and movement beneath a busy roadway**

**A space through which many thousands of beachgoers pass**

**A space of presence and scale along the seafront itself**

**A space that lacks containment and definition**

**A space where a number of principal town routes all combine (seafront promenade, the overcliffs, the Lower Gardens and Bath Road)**

**A place of anticipation, expectation and enjoyment**

**A defining Bournemouth experience**

With this list of heavy demands and expectations placed upon it, it is paramount that Pier Approach offers a clear character, function and sense of definition as the prime space for the town and its seafront.
Design thoughts have focused on reuniting the two defining natural elements uniquely offered by Bournemouth: the chine of Lower Gardens with the sands of the seafront. By overcoming obstacles and reconnecting these two areas, it is hoped that a continuity of experience and sense of expectation and drama, set up by the Lower Garden approach in particular, will seamlessly extend to the prom and the pier. Pier Approach will once more become the natural gateway to the seafront.
EMERGING PRIORITIES
PIER APPROACH

An extension of the flowing historic lines of the Lower Gardens into Pier Approach not only respects the Decimus Burton pathway layout but can be taken conceptually as a suggestion of the natural inquisitive lines that once formed the mouth of the Bourne pre development. Water channels are now replaced with flows of visitors streaming at times to the sea shore. Captured along this flow of activity are places of pause and reflection or areas of solidity and permanence where nature takes a hold. Objects caught in the flow become points of attraction. Islands of trees, lighting, small buildings become natural anchors and attractors for the inquisitive visitor.
EMERGING PRIORITIES

PIER APPROACH

Design Response

Our design response has composed a series of organically formed and placed elements in and around Pier Approach that respond to movement through and opportunities to pause and enjoy. Pier Approach is envisaged as a natural playground, a space where the town can gather in a stimulating environment which offers permanent and temporary structures for retail activity, food and beverage and cultural destinations. Tree planting is drawn out from within the Lower Gardens along with the memory of the Bourne Stream, recomposed in the form of a play area that references the rockeries and palm trees of the Gardens and provides a natural conclusion to the arrival sequence. Shade structures support these play space and seating areas and provide protective cover in all weathers. The newly revealed Pier Approach extension provides vital spatial support to potentially accommodate many of the structures and conflicting demands once contained within Pier Approach.

The new timber circular space forming a threshold and setting to the Pier Approach building provides better links to the pier and offers room to breathe and for people to congregate. A timber tiered seating structure heads the space, looking out to sea on axis with the pier and provides a unique viewing experience for outdoor events.

Pier Approach Opportunities

As the prime and potentially largest public space in Bournemouth, Pier Approach should introduce elements that will support the life and activity required of such a space. Initial concept design thoughts have sought to redefine the space and introduce a strong sense of identity, to mark this as the place where town meets seafront.

It is recognized that the refurbishment of such large space will take time and the following diagrams illustrate a phased approach to delivering a new public space that will meet the following objectives. The new pier approach will become:

The Town’s meeting place
The place that reunites town and seafront
The stage set to host events
An enhanced sense of gateway and welcome
The place where locals and visitors come out to play
A flexible place that adapts to use and intensity of users
A memorable place
EMERGING PRIORITIES
PIER APPROACH

Sketch development

- Dynamic water play
- Lighting
- Natural play
- Seating
- Leaf canopies
- Water canyon play
EMERGING PRIORITIES
PIER APPROACH

Key Opportunities

The adjacent plan and illustrative view presents the rebranding opportunities in the short to mid term for Pier Approach.

Current Planned changes:
A. Pier approach extension
B. New cafe building and outdoor terrace
C. New kiosk installed as part of Lower Gardens improvements project

New opportunities:
1. Feature seating amphitheatre and stage with integrated facilities beneath (WC, retail kiosks etc)
2. Rockery play- extending the notion of the Lower Gardens rockery to create an interactive natural and water play attraction (including seating)
3. New pathways connecting through Rockery play
4. Retained flyover but improved environment and pathways beneath linking to Lower Gardens
5. New kiosks to act as mini destinations (retail, cultural attractions, tourist info, public facilities, stage and seating, wet weather protection, temporary uses) all captured within a memorable organic form
6. The Circle- a defining timber deck that acts as setting to the retained Pierhead building and scribes the centre of the new Pier Approach space
7. Promenade timber buildout to allow active beach edge and integrated access
8. Timber buildout to pier edge to invite people on to the pier and maximise south facing outdoor space with seating and sea views
9. Reworked beach approach ramp
10. New feature lighting
11. New palm tree planting
12. New pine tree planting
13. Tiered planting beds and seat edge
14. High quality paving to Pier Approach
15. Improved promenade surfacing
STRICTICAL PROPOSALS - Architectural Strategy

PIER APPROACH

Staging
The stepped theatre is a key element in the pier approach revitalisation. This striking and multifunctional structure will create a sense of place and focus to the area equally allowing for hosting performances and mass ‘seating’ at large scale festivals or events or as an easily identifiable location for local residents and visitors alike to meet.

The form derives from the conceptual ideas discussed elsewhere in this document of the extension of the gardens, organic forms and maritime imagery. Its materiality - weathered timber and corten steel sheet piles - help to integrate the structure into the natural and designed landscape and allow for it to change throughout the seasons.

With carefully designed and integrated lighting the structure will become a gateway from the town to the beach providing a visually striking presence both day and night.
Kiosks

Extending the theme of ‘The Delta’ - an estuary of confluence where flotsam from the tributaries converge - leaf shaped canopies drift across the landscape of pier approach. The kiosk canopies are designed as multifunctional and semi demountable structures to cater for a variety of different events. In the high season there may be a number of cafe and gallery/shops housed in the space with some on the outer edges housing portable WC facilities and euro-bin recycling and waste facilities. In the low season the number of structures forming accommodation may be reduce with only the canopy remaining, acting as shelters and or contemporary seaside bandstands.

Once again the materiality speaks of the thematic and conceptual ideas. There rough weathering timber on the outer face - a ‘hard shell’ - with a smooth finished varnished timber inner face - the ‘soft belly’. The kiosks themselves will be constructed from a panelised system using a palette of complementary timber and glass. Simple clear signage and integrated lighting will complement the architecture and allow for easy navigation.
STRATEGIC PROPOSALS - Architectural Strategy

cafe

gallery
STRATEGIC PROPOSALS - Architectural Strategy

- Stage
- Public convenience
- Refuse / recycling
BeACH HUTS

STRATEGIC PROPOSALS - Architectural Strategy

Beach Hut Typology

The beach hut typology is one that has existed almost without change since Victorian times. The strategic overview of Bournemouth seafront offers an opportunity to expand the typology to allow for multi-functional units that can generate income in a variety of ways and for longer periods that the relatively short summer season. Indeed beach hut development forms a key, reliable income stream for the Council which could potentially help fund or lever funding for wider public realm improvements.

We have identified three types - ‘life & play’, ‘work’ and ‘service’. By creating a suite of three units with a shared aesthetic these functions can be delivered in a variety of ways whilst creating a varied and interesting ‘streetscape’. The units could be described as a single beach hut (similar in size to the current small units owned & leased by the council), a two storey beach hut and a commercial type unit. By incorporating built in ‘knock out’ panels several of the same or different type can be joined together to form suites. For example a two story unit may be used to provide overnight accommodation, in which case a WC would be required. This could be provided by attaching a single unit with a portable WC housed inside it. The same applies for a commercial unit being used as an office.

Photovoltaics could be provided - either on stand alone PV ‘trees’ or fitted to the canopies on the front of each beach hut. Each beach hut unit would allow for a small element of owner/tenant customisation such as a painted soffit to encourage an increased visual vitality.
Pier Approach Lighting - Lighting Columns

Lighting to the Pier Approach, and the Central Beach character area in general, will be designed to enhance the night time offer of this area to create a safe and vibrant environment which supports and encourages an active evening/night time economy.

The pier approach area will be illuminated by a combination of medium height curved ambient lighting columns and two straight feature lighting columns which will be of increased height.

The curved columns will be located around the perimeter of the space and are to be of a standard type which extend along the seafront promenade. The feature columns will be located to either side of the pier entrance and will be of a more bespoke design, which will utilise either white or coloured accent lighting elements.

NOTE: Luminaire designs shown are for the purpose of discussion, and will be developed in later design stages.
**Pier Approach Lighting - Canopy and Inground**

The canopies and built structures within the pier approach area will include integrated lighting details for illumination at night. These elements may include linear or point sources which are capable of changes in colour and intensity. There is also an opportunity to include washes of light to vertical and horizontal surfaces.

*NOTE:* Luminaire designs shown are for the purpose of discussion, and will be developed in later design stages.
Pier Lighting

Lighting to the pier will be designed to enhance the nighttime presence of the structure and draw pedestrians towards activity at the pier end.

Ambient lighting sources could be an integrated part of the pier structure or include small standalone columns. Accent lighting could be introduced in the form of large lit structures at the end of the pier and human-scale coloured lighting elements.

NOTE: Luminaire designs shown are for the purpose of discussion, and will be developed in later design stages.
STRATEGIC PROPOSALS - Lighting Strategy

Seafront Promenade - Lighting Columns
The medium height columns are to be located within promenade areas and general public realm spaces. This column type is the most numerous and will provide the majority of ambient light for the scheme.

The design of these columns must be simple and provide cost effective ambient light performance.

NOTE: Luminaire designs shown are for the purpose of discussion, and will be developed in later design stages.
Seafront Promenade Lighting - Accent and Inground

Accent and inground lighting elements could be introduced to the promenade areas to enhance the presence of trees and street furniture. Small coloured light sources could also be used as a basic form of wayfinding.

NOTE: Luminaire designs shown are for the purpose of discussion, and will be developed in later design stages.
**STRATEGIC PROPOSALS - Lighting Strategy**

**Seafront Connection Routes - Lighting Columns**

The seafront connection routes include areas where there is a mix of pedestrian and vehicular traffic. It is important in these areas that columns and other luminaires provide a good functional output of light, whilst retaining a simple aesthetic which relates to the connecting areas of the scheme.

The design of these columns must be simple and provide cost effective ambient light performance.

NOTE: Luminaire designs shown are for the purpose of discussion, and will be developed in later design stages.

![Diagram of seafront connection routes with lighting columns](image)

![Image of ambient lighting columns](image)

Ambient lighting columns with basic LED marker lights for basic proximity wayfinding.

![Image of simple and discreet lighting columns](image)

Simple and discreet lighting columns to highlight roads and connecting pathways.
**Path And Green Space Lighting**

Paths and green spaces are to be illuminated by smaller scale lighting elements, these will generally be white light sources, with small sources of coloured accent lighting providing wayfinding.

**Note:** Luminaire designs shown are for the purpose of discussion, and will be developed in later design stages.
Treetop Walk Lighting

The treetop walks are to incorporate several lighting elements which exist at
different levels. At ground level, light sources could include small scale grass
stem type luminaires. Tree trunks and canopies could be uplit with white light.
At high level the walkway could be illuminated by small scale integrated light
sources.

NOTE: Luminaire designs shown are for the purpose of discussion, and will be
developed in later design stages.
WHITE LIGHT TREE UPLIGHTING TO PALM.

LIGHTING TO PIER PIER DESIGN TEC

SMALL LIGHTING COLUMNS TO EXTEND ACROSS TO OTHER SEAFRONT AREAS.

LIGHTING COLUMN SCALES IN HEIGHT THESE PROVIDE A CLEAR VIEW THROUGH TO PIER.

TWO CANOPIES FORMED FROM COLUMN BASES - RETAIL OR SHELTER OPPORTUNITIES. INTEGRATED COLOUR CHARGE LED CANNIPIRES WITHIN CANOPY EDGES.
STRATEGIC PROPOSALS - Pier Approach Lighting Integration - Sketch 2
STRATEGIC PROPOSALS - Pier Approach Lighting Integration - Sketch 3

LARGE CURVED STRUCTURES WHICH HOUSE AMBIENT LIGHT HEADS. THE CURVED COLUMNS CONVERGE TO FORM SURFACES HOUSING LED SCREENS AND SHELTERED STRUCTURES.

WHITE LIGHT TREE UPLIGHTING TO PALM.

LIGHTING TO PIER PIER DESIGN TBC.

LED SCREEN SURFACES CARRIES OF COLOUR.

SMALL LIGHTING COLUMNS TO EXTEND ACROSS TO OTHER SEATOUT AREAS.

LIGHTING COLUMNS WITH INTEGRATED PIER LED COLOUR CHANGE ELEMENTS OR SMALL MEDIA SCREEN SECTIONS.
Bournemouth Promenade Columns

Variant #1: Straight Construction

- Straight steel column structure
- Marine grade finished
- Luminare drivers & electrical connections
- Illuminated promenade inscription
- Under beach lighting to create pools of light on to floor surface.

Variant #2: Curved Construction

- Curved steel column structure
- Marine grade finished
- Illuminated promenade inscription
- Wood finish seat top
- Under beach lighting to create pools of light on to floor surface.
STRATEGIC PROPOSALS - Lighting Column Form Study - Sketch 1

BourneMouth Promenade Columns

Variant #1  Straight Construction

LED Ambient Light Source

Lighting Strut - Electrical Connection Behind Base Umbrella for Drainage

Illuminated Promenade Inscription

Under Beach Lighting to Create Pools of Light on to Floor Surface
STRATEGIC PROPOSALS - Lighting Mood Images