

Existing Site Layout Plan

Lloyds Avenue forms an important gateway to the heart of the town centre through its Connection to the town's neighbourhoods via the bus station, taxi rank and car parks.

The objectives of the redevelopment include:

- Provision of a green space right beside the heart of the town centre
- Pedestrianisation and quality urban design to encourage pedestrian use
- Provision of seating to encourage increased dwell time and meanwhile use
- Enabling the activation of property frontages on the eastern side of Lloyds Avenue
- Improved night-time economy opportunities within the space by careful use of lighting and greening

The outcomes of the redevelopment include:

- Increased foot-fall by making it a thoroughfare of choice to and from the Corn Hill from and to the transport links.
- Regular passing trade that benefits those businesses located on Lloyds Avenue
- Active property frontages benefiting visitors

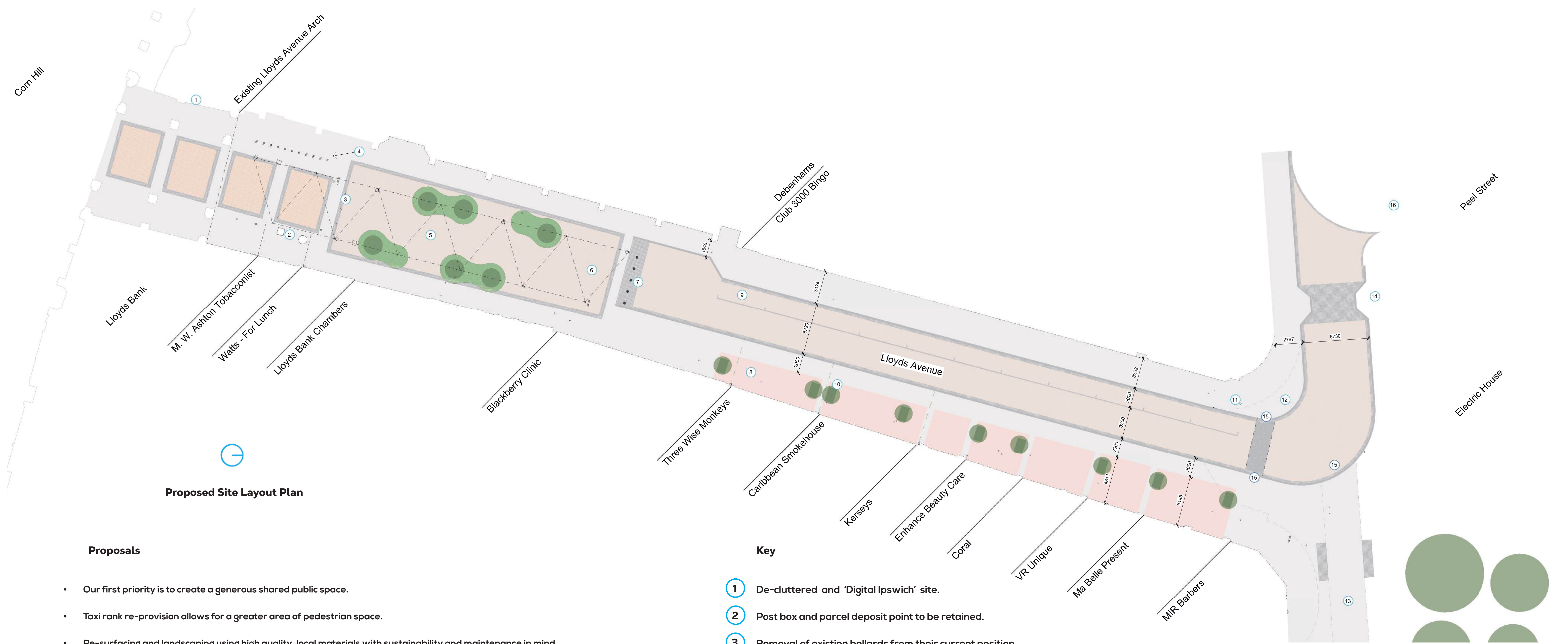


Existing East Site Section / Elevation



Existing West Site Section / Elevation

LLOYDS AVENUE AS EXISTING



Proposed Site Layout Plan

Proposals

- Our first priority is to create a generous shared public space.
- Taxi rank re-provision allows for a greater area of pedestrian space.
- Re-surfacing and landscaping using high quality, local materials with sustainability and maintenance in mind.
- Litter prevention - Bin provision. Avoiding 'litter traps' and making the area accessible for maintenance teams and the public.
- Lighting - Highlighting historic features and providing a sage and reasonable luminance at light. Catenary posts avoiding façades.
- Planting - Trees and planters (in line with the Greener Ipswich infrastructure project).
- Shop front activation. Forward planning to potential changes in use and provisioning space for units to occupy the extended foot-way.
- Seating - Integrated seating and planters as well as stand alone following Ipswich town centre and waterfront public realm strategy.
- Ensure public foot-ways are of a minimum of 1.8m/2m in width. Where shop fronts are activated additional space is provisioned beyond.
- Vehicular access to accommodate emergency vehicles and deliveries.
- Movable bollards - bespoke cast iron design.
- Connection between bus station and Corn Hill as one continuous section of public realm.
- Pollution and air quality targets. Met through encouraged walking, cycling and the introduction of planting.
- Signage and way-finding - Information board, Trueform totem to match the waterfront.
- Cycle storage / lock up provision.
- Public art - Projection and banners (to be flexible and changeable over time).

Key

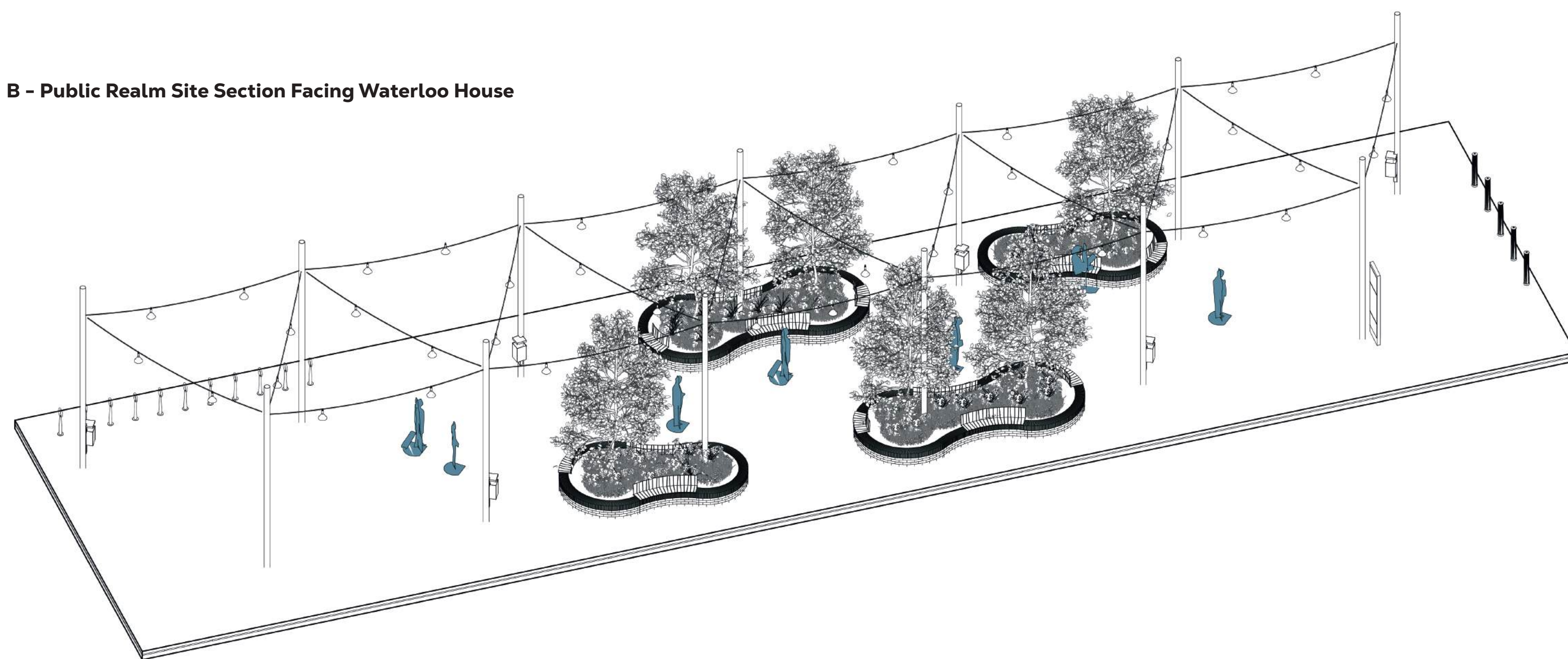
- 1 De-cluttered and 'Digital Ipswich' site.
- 2 Post box and parcel deposit point to be retained.
- 3 Removal of existing bollards from their current position.
- 4 Cycle stands to be replaced with new.
- 5 Extension to pedestrianised section of the street with managed green space.
- 6 In floor power outlet to allow the public square to host a variety of events.
- 7 Manually demountable bespoke heritage cast iron bollards celebrating Ipswich's nautical history.
- 8 Material finish difference in the extended foot-way to denote commercial spill out space to activate the eastern frontage.
- 9 Delivery and loading bay followed by 10 taxi rank spaces in the Western side of Lloyds Avenue.
- 10 Newly introduced planter boxes.
- 11 Taxi rank queue muster pointed moved 8m to the north.
- 12 Extension to the corner of the foot-way to optimise vehicle tacking and extend the taxi rank to the north.
- 13 Shared surface level with the foot-way to connect to the existing plaza. Tactile paving will aid the visually impaired with safety and way-finding.
- 14 New humped crossing dividing public vehicle access and slowing traffic in the pedestrian focused area.
- 15 Dropped kerbs at access points from desire line crossing and vehicle access for Sailmakers parking.
- 16 Road markings to be updated to reflect feedback from a road safety audit.

LLOYDS AVENUE, PROPOSAL

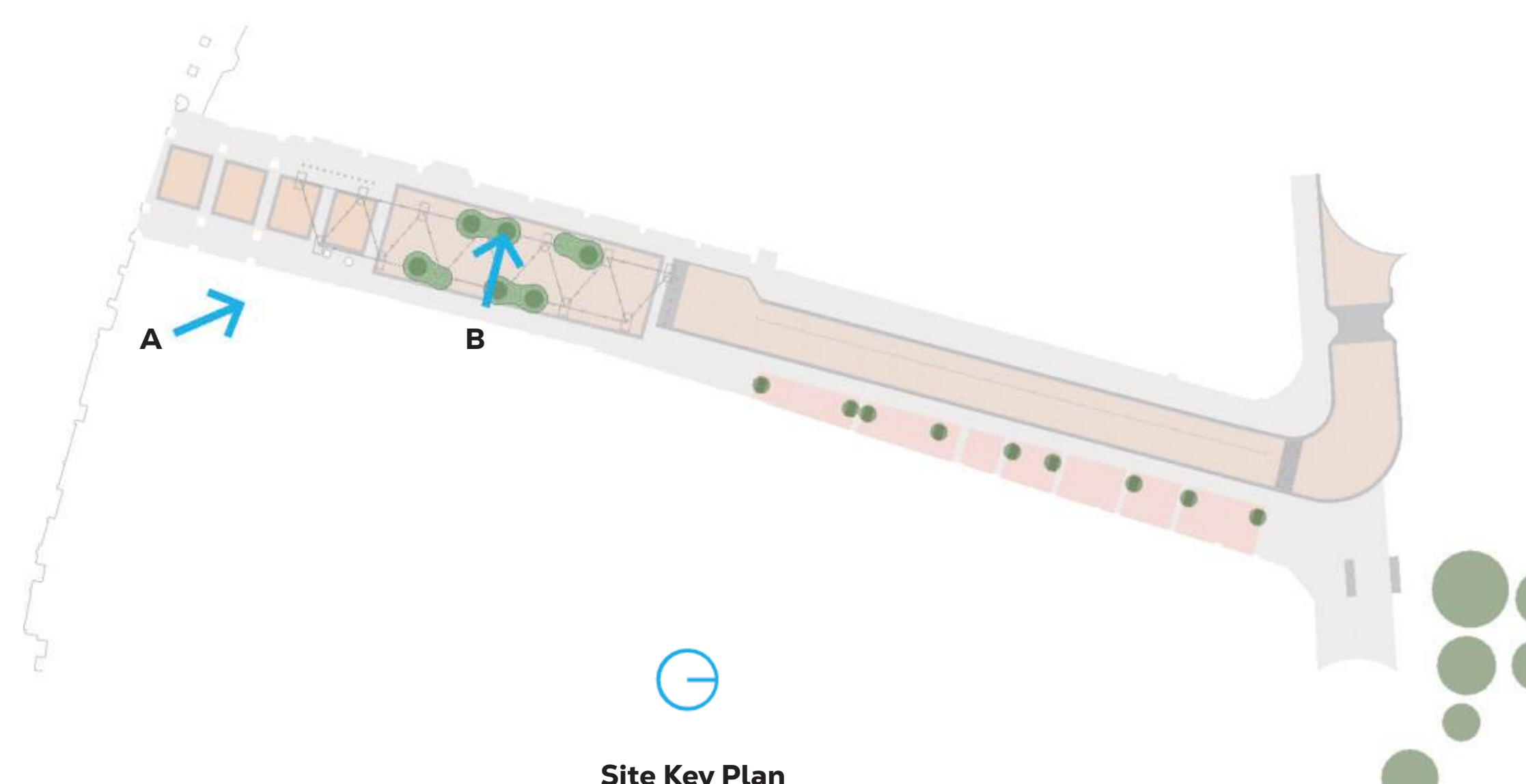




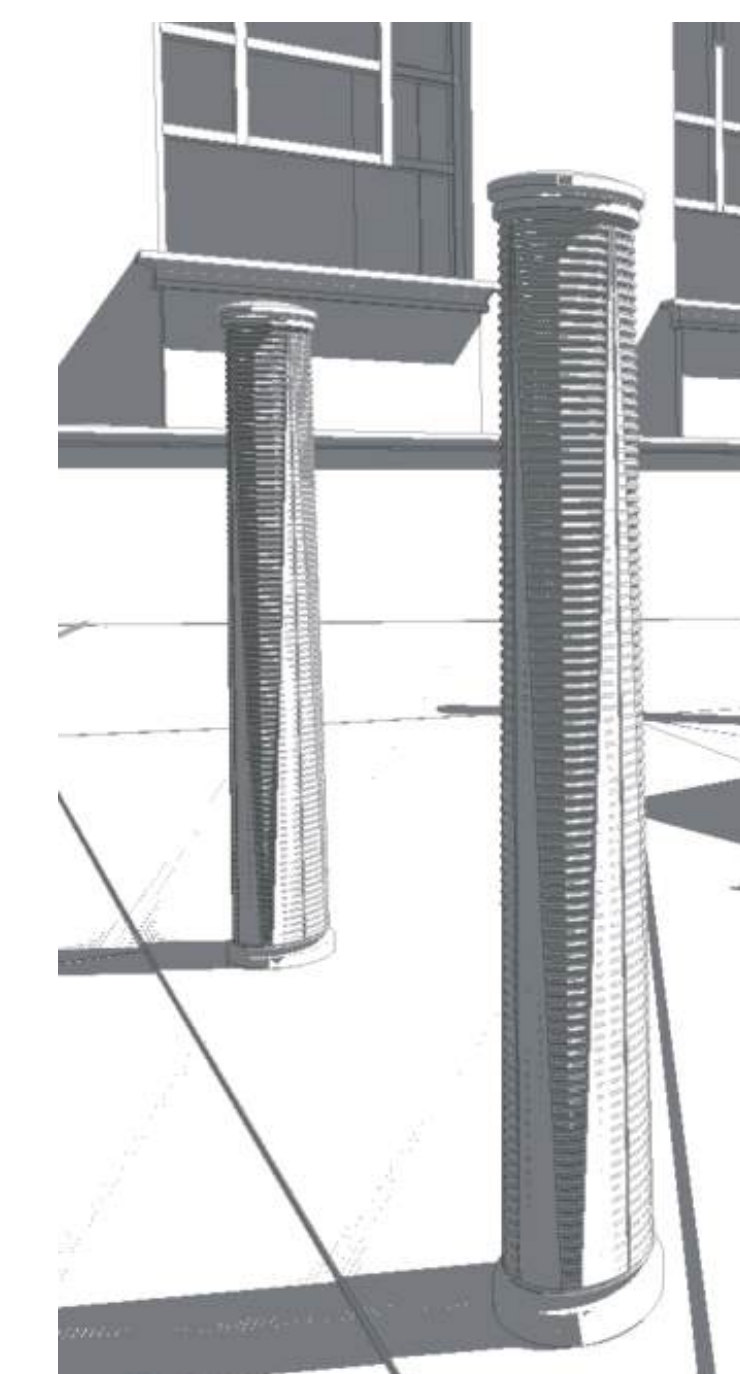
B – Public Realm Site Section Facing Waterloo House



A – Green Space Aerial View in Isolation



Site Key Plan



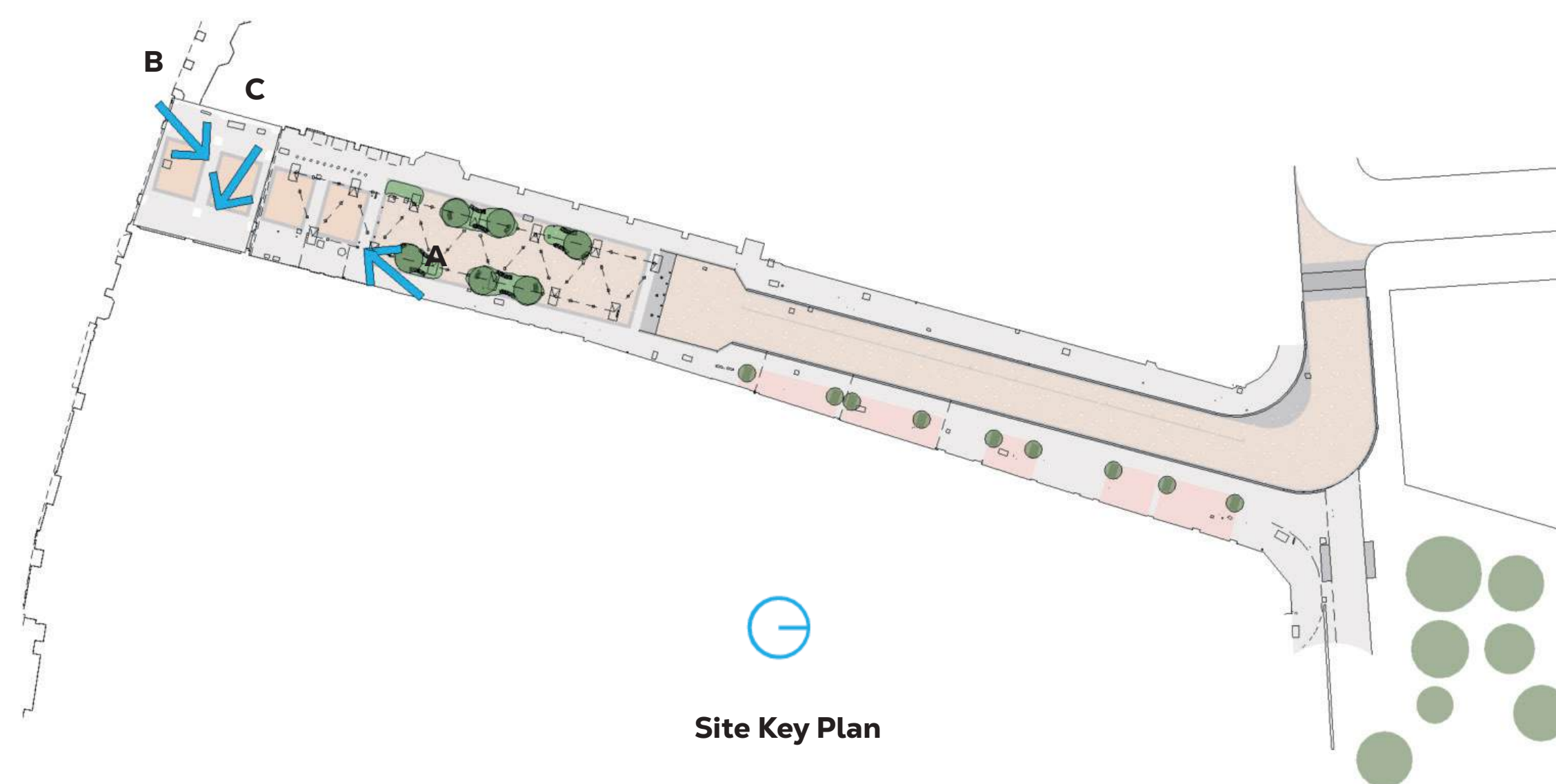
- Nola hoop bike stand uses a narrow form allowing two bikes comfortably to lock up to each column. Variations in types allow denotation of the end of the run of cycle storage. Powder coated black steel.
- Bespoke cast iron Ipswich bollards have been designed following heritage consultation. These will celebrate the nautical history and context of our town with abstracted ships forms. Paint finish in black.
- Built in place raised bed planters constructed from Suffolk red brick with light lime mortar allow for substantial trees and planting, greening the space. They offer places of rest with integrated seating.
- Catenary lighting covers the space, supported by lighting columns occasionally integrated with planters.
- The extension to the pedestrian area of the street allows for public occupation and commercial spill out through licensing areas to hospitality businesses.



A - View South of Lloyds Arch from the Green Space



B - View North of the Green Space from Lloyds Arch



- Lloyds bank and its arch give the avenue its name. This architectural feature is 100 years old this decade and connects through to The Corn Hill.
- Repair and re painting of the Lloyds arch under-croft.
- De-cluttering of the arch to allow a clear passage for footfall. This space will introduce new RGBW up-lights, configurable for significant events.
- The introduction of a digital wall as part of the Digital Ipswich project.
- As part of this renovation security cameras will be added to ensure a clear line of sight and discourage antisocial behaviour.



C - Digital Ipswich Screen Proposed for Beneath the Arch

LLOYDS ARCH AND DIGITAL IPSWICH

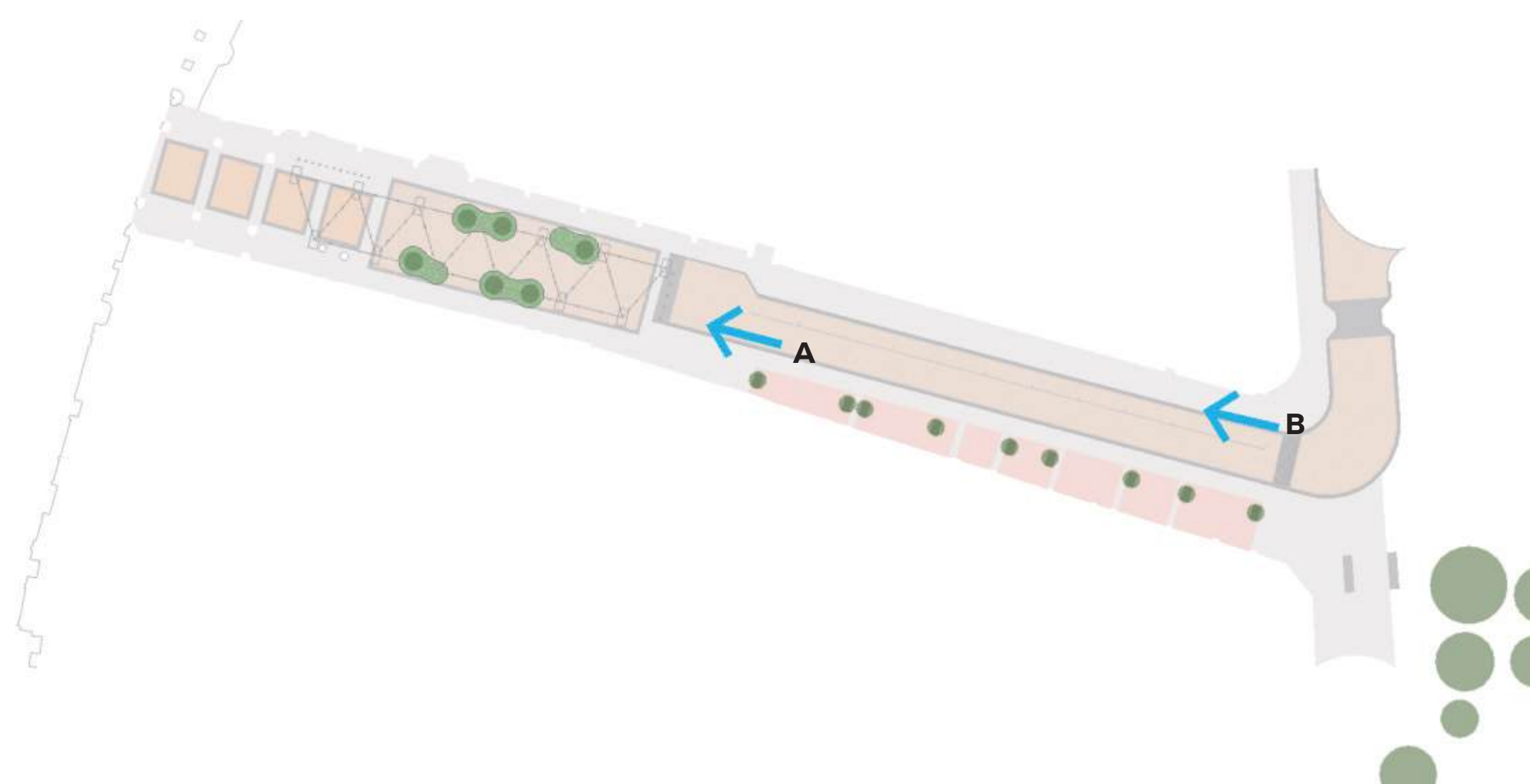




A – View South of Public Space from the Turning Head



B – View South of Public Spill Out from the Bingo Hall



Site Key Plan

- The avenue will be re surfaced, in the process the Taxi rank is being consolidated to the West side only, this allows for a wider foot-way on the Eastern side. This row of buildings is considered to be an important and under utilised run of façades. The additional foot-way depth will allow for business spill out bringing life and further greenery to the space.
- A level crossing on Tower Ramparts Road creates a clear division of pedestrian zoning and seeks to lower the dominance of vehicle traffic on the avenue. This aims to reduce traffic speed and is sufficiently set back from the corner to allow vehicles to straighten up before crossing it.
- Box planters will provide an injection of colour, scent and biodiversity to a spaces which is otherwise entirely hard surfaced.
- 5 cast iron bollard have been set at 1.2m centres following police consultation provide security and division for the squares uses and the turning head. The centre 3 will be manually demountable to allow for market trade access and emergency vehicle access, the same as the existing arrangement allows.
- Box planters shown to be fabricated from corten steel resulting in a natural orange/brown material finish.



FOOT-WAY ACTIVATION AND TAXI RANK

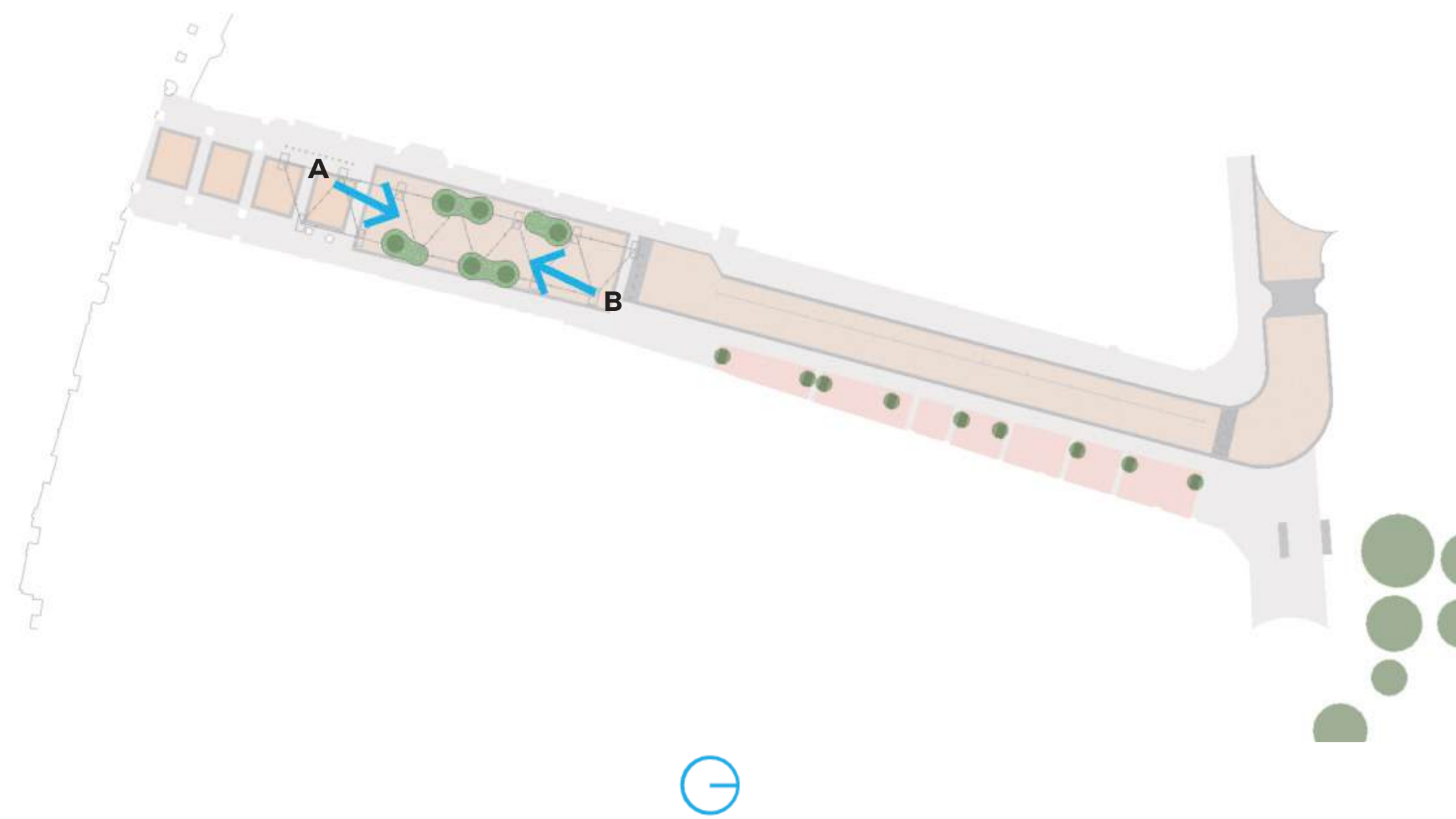




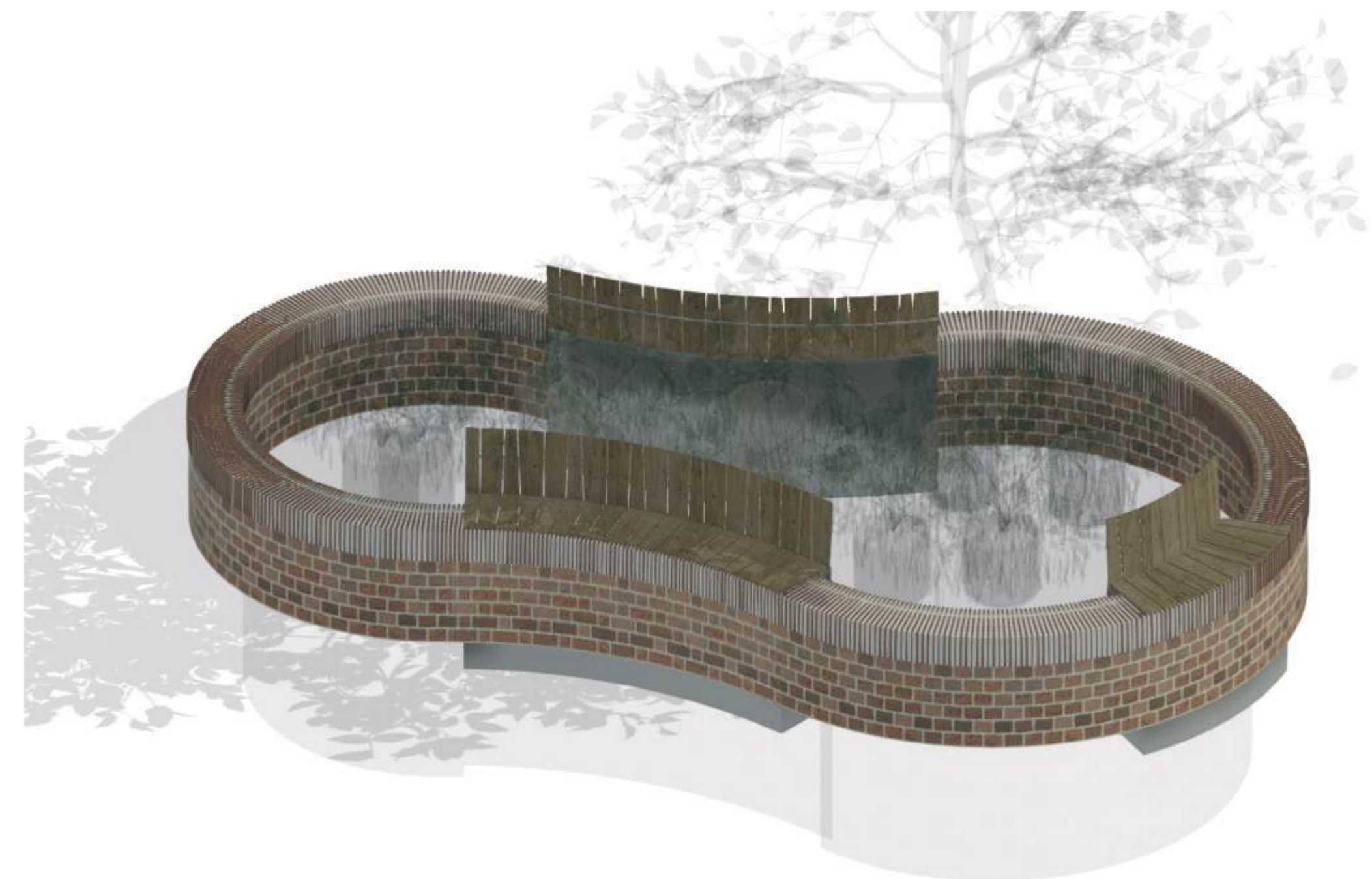
A - View to the North of the Green Space



B - View to the South of the Green Space



Site Key Plan



3D aerial view of raised bed materiality