

Winner: HIGHWAYS

NORFOLK COUNTY COUNCIL inteGREAT Marine Parade & Regent Road Regeneration

SUBMITTED BY: DAVID WARDALE, PROJECT DESIGN MANAGER

COMPLETION DATE: APRIL 2006 COST: £16.3 MILLION

One key feature the judges hope to see from schemes in this category was achieved by the redevelopment of Great Yarmouth seafront.

Highways should be an essential part of the integration of social, cultural and economic regeneration and need to provide a platform for easy, safe access to local hot spots and amenities.

Local authorities in charge of seaside resorts know this better than anybody, as changing leisure trends have left many engineering new ways to maintain their attraction.



The 'Ceiling of Light' draws people from the town centre towards the seafront and highlights the plaza-style road design.

rationalised parking. A 'Ceiling of Light' now runs from the main crossing point, past the shops, luring people towards the town centre.

A new one-way entrance to the highway also catered for a new public square and more accessible crossings to the beach and bordering gardens.

The old cobbled streets were restored with replica paving which spreads into the road, synchronising the scheme with the pedestrian environment and making drivers take responsibility for their actions to ease the flow of traffic.

Public opinion has been intrinsic to the development of this locally praised masterplan, set to include a miniature London Eye, industrial trading harbour and even a casino in future phases of the development.

This can all be safely accessed by the new highway system, without infringing on the view or destroying the charm of this part of the Norfolk coast.

Residents are keen to continue their close relationship with the Council to design and support regeneration in the Town that will safeguard its economic and cultural future.

The judges were also impressed by the local authority's forethought to accommodate future phases and prioritise a balanced transport system that has created an exemplar to others wishing to take a piecemeal approach to the social and economic development of their communities.

Credit Check

CIVIL ENGINEERING CONSULTANT:
MOTT MACDONALD

URBAN DESIGNER:
THE LANDSCAPE
PARTNERSHIP

CIVIL ENGINEERING CONTRACTOR:
MAY GURNEY

SURFACING:
INSTARMAC
AYTONS
PRISMO

PAVING AND DRAINAGE:
MARSHALLS
WAVIN AQUACELLS

STREET FURNITURE:
WOODHOUSE UK LTD
VESKO
FURNITUBES
MALCOLM LANE & SONS

TRAFFIC SIGNALS:
SIEMENS

BUS SHELTERS:
ADSHHELL

STREET LIGHTING:
URBIS LIGHTING

CEILING OF LIGHT:
BLACHERE

Great Yarmouth suffered from a common problem where all its entertainment and economic value lay on the seafront, while other areas of interest and residential and shopping districts remained segregated.

inteGREAT, the scheme steering group, (an umbrella organisation consisting of local authorities and tourist/commercial organisations) also required a more structured highway system to support its Masterplan to regenerate Great Yarmouth.

The remodelling of Marine Parade and Regent Road (the two main access roads to the front) has resulted in a safe, pedestrian-friendly streetscape that aims to link these isolated districts and increase local confidence in private investment.

Traffic congestion problems and a busy 'golden mile' seafront highway intimidated pedestrians and restricted access for popular tourist activities,

Great Yarmouth has future-proofed its investment plans with a highway system that will continue to maintain a steady traffic flow to accommodate the popular tourist modes of transport and a safe route for pedestrians.

such as horse drawn carriages, tourist land-trains and cyclists.

To widen pedestrian walkways and improve parking, the marine carriageway has been reduced to two large single lanes, which have better traffic management systems, a number of crossing islands and

