Subject:	Market Place Redevelopment – Design Options
Jubject.	Market have redevelopment Design Options

Report to: Executive Leadership Team – 3<sup>rd</sup> October 2018

Policy and Resources – 16<sup>th</sup> October 2018

Report by: - Head of Property & Asset Management

#### SUBJECT MATTER/RECOMMENDATIONS

The Policy and Resources Committee is asked to recommend to Council the following:

- The approve the design option for the market redevelopment.
- The approval of Capital Funding of £1.2m to be allocated toward the delivery of Phase 1 of the market redevelopment to be financed by borrowing along with the associated revenue budget as detailed at section 3. This being subject to the identification of external funding to develop preferred £2.7m scheme.

#### 1. BACKGROUND

- 1.1 The Town Centre Masterplan identified the Market Place as one of the key priority areas for the town. To progress this opportunity the procurement and appointment of an Architectural Design Team was undertaken and work commenced by Hudson Architects in April 2018 to consider possible options for a redevelopment of the 6-day Market.
- 1.2 The current 6-day market is based on the 1992 design and although functional if now has a number of challenges and does not offer the flexibility to make changes to enhance the customer/visitor experience. The canopy is in extremely poor condition due to corrosion and poor design with a total lack of any high level ventilation.
- 1.3 In June 2018 the Policy and Resources Committee approved the commencement of a weeklong engagement event to be undertaken with traders, customers and stakeholders as an early opportunity to share concepts and outline initial challenges.
- 1.4 The overall strategy in relation to the engagement sessions for the 6-day market included some of the following areas for discussion:
  - In introduction of new contemporary stalls
  - A new signature sculptural market roof
  - A covered eating area
  - Easy to maintain and fit for purpose canopy
  - Flexibility for the space to expand
  - Change from owned stalls to rented facilities
  - Fully enclosed service areas to be located within each unit
  - New opportunities for retail innovation pop ups, short term leases.

#### 2 CURRENT POSITION

2.1 The week long engagement session was well attended and the information gathered from the event used to inform the design process. The attached presentation outlines the feedback collected as part of the engagement week, appendix 1.

- 2.2 A number of concerns raised at the engagement session have been addressed as part of the overall design and these are outlined in the attached document however the non-design questions are registered and responded to below:
  - Market Location- Traders raised concerns regarding any change to location of the 6-day market. The Architects as part of their considerations have looked at overall space utilisation on the Market Place it is clear that the Market Square is heavily used at present and offers a positive outside dwell space and that any reduction of this would limit the ability to offer this area for events but also limit the potential to use this area to create a larger market space with the relocation of the 2-day and special markets. It was however very clear that by moving the 6-day market south would also be detrimental to the central town so the overall move is very small the start location would be less than three metres north of the current location but by undertaken this move would enable alignment with the Rows, provide the opportunity for an internal eating area within the structure and utilise some current utilities connections.
  - Ownership of the permanent stalls currently 6-day market traders own the units from which they trade and licences/leases are based on a payment for ground rent. Traders feel strongly that the value of their stall for onward sale stems from the ownership of the unit. Future reassignment of a lease will still be possible and is recommended through a rental model and the value of the business is very much based on the fixtures, fittings and good will/trading return of the business rather than the specific ownership of the unit. By using a rental model as opposed to an ownership model repairs and maintenance standards can be maintained and the long term provision of a high quality market can be assured.
  - Breaks in trading and business losses with any redevelopment there is a period of uncertainty however the plan for this redevelopment includes a commitment to continued operation of both the 6-day and 2-day markets during the redevelopment period. The design proposal highlights the opportunity to relocate traders to a temporary 6-day market area for the period of the works, relocating to the new unit which would be manufactured off site to minimise disruption with one move to the new unit followed by the complete unit being relocated to the new location once works are completed. The temporary location would use the Market Square directly next to the 6day market and full signage would be installed to identify the individual stall locations.

#### **3** FINANCIAL INFORMATION

3.1 A funding bid has been submitted to the Coastal Communities Fund for a total of £1.5m. This submission was made in April 2018 however the decision in relation to stage 1 currently remains unknown.

- 3.2 The original design brief requested two designs a £2m and £4m scheme however on appointment of the Architect the Council requested a £2m scheme be provided. The current cost of the overall project including full landscaping of the Market Square area totals £4.1m.
- 3.3 It is recommended that in order to achieve the total redevelopment of the Market Place the scheme is split into phases of delivery with the first phase concentrating on the 6-day market and the provision of covered eating area within the footprint of the market.
- 3.4 The following costs relate to the 6-day market redevelopment with the inclusion of one covered eating area this phase of the works has a total cost of £2.7m and is detailed below for information.

#### Phase 1 Costs:

	£
Demolition and site clearance	178,500
Market Stalls	680,000
• Canopy	271,200
Groundworks, landscaping and external works	395,950
Drainage	98,500
Services	390,000
• On costs – contractor preliminaries, temporary	
market setup, design development, contingency	696,000
Total	£2,709,900

- 3.5 Grant funding would be required to make any redevelopment scheme achievable. An alternative option has been considered and is included for information within the attached appendices. This would involve the removal of the existing canopy and the replacement of a small number of stalls to enable a central eating area to be formed. The level of regeneration would be significantly reduced and the costs of this option do not include for any replacement canopy therefore changing the overall ethos of the market which would be open to the elements in all weathers. Initial costs associated with this as a possible alternative design are estimated to be £1.2m and therefore not recommended.
- 3.5 Should the Coastal Communities Funding be unsuccessful the Council is recommended to continue investigating funding options to provide for the full £2.7m scheme whilst continuing to undertake any necessary repairs and maintenance to the existing canopy during this time.
- 3.6 This redevelopment is unlikely to achieve additional income which could form a business case for the capital borrowing. It is recommended that this project is recognised as a regeneration cost rather than an income generating proposal. Current licence/lease charges are within the upper quartile of market charges therefore overall income is likely to be similar for a redeveloped market. It should be noted that income and expenditure will be reviewed as part of any future development to ensure that rental charges are fair and transparent and all expenditure scrutinised and reviewed.

3.7 The recommended Council allocation of Capital funding for this project would have the following revenue impact to the budget:

Budget Type	£	£
Capital Budget Requested		1,200,000
Revenue Budget Cost		
Year 1	30,000	
Year 2 onward	78,000	

3.8 The above figures for the revenue account would be growth to the Council's general fund revenue budget and if approved will need to be reflected in the future budget projections. The costs represent the associated costs of borrowing for financing the capital scheme. Whilst the ongoing revenue implications could be mitigated by the use of capital receipts to finance the scheme currently there are no unallocated capital receipts available.

#### 4. CONCLUSIONS

- 4.1 The need for redevelopment and improvement in the existing market is clear from the information gathered; poor condition of canopy, poor layout, wasted space in service areas, inflexible layout and no covered eating space.
- 4.2 The full redevelopment proposal would see the final location of the market 3m to the north of the current location, all new units would be on a rental lease, integrated service areas tidying up the overall look of the market, a covered eating area with stalls in similar locations although there will be some need for flexibility.
- 4.3 There is likely to be disruption to the 6-day market during both the relocation to the temporary site and the undertaking of the on-site construction. This can be mitigated with good signage and story boards which identify progress for visitors to create an interest point.
- 4.4 To recognise the regeneration potential of the project and note the limited ability to generate additional income through this redevelopment.
- 4.5 The National Market Trader Federation (NMTF) together with representation from both the 6-day and 2-day markets have been part of the Architectural Design Meetings. The NMTF have provided the following quote regarding this project

"The NMTF fully support the efforts and the proposed investment that is attempting to be made by Great Yarmouth Council in order to improve the market offer in the town both to the local community and the would be tourists, in order to make it aesthetically attractive and to maintain its presence in the overall retail offer of Great Yarmouth's town centre. It is also usually appreciated by the NMTF that the two major parties that make up the council see this as not party political but a genuine improvement to the benefit of the people who will both trade there and shop there. Lastly and by no means least that the approach made in order to keep the project totally honest and transparent that the consultation for the proposal has been genuinely inclusive in its consultation with the important stakeholders, ie it's traders.

Hats to all involved in this project and the NMTF wish the greatest luck to the achievement of the possible funding and for the carrying out of a smooth running process of the proposed development.

Finally the NMTF is happy to be ready to assist in any or all of the above". Joe Harrison, Chief Executive, NMTF Ltd

4.6 If unsuccessful with the current Coastal Communities Funding to continue to bid for funding to undertake the phase 1 redevelopment of the market.

#### 5 **RECOMMENDATIONS**

- 5.1 To approve the preferred design option for the market redevelopment.
- 5.2 The approval of Capital Funding of £1.2m to be allocated toward the delivery of Phase 1 of the market redevelopment to be financed by borrowing along with the associated revenue budget as detailed at section 3. This being subject to the identification of external funding to develop the preferred £2.7m scheme.

Does this report raise any	lssues	
legal, financial, sustainability,	Legal	Yes
equality, Crime and Disorder or	Financial	Yes - included
Human Rights issues and, if so,	Risk	Yes
have they been considered?	Sustainability	Yes
	Crime and Disorder	Yes
	Human Rights	No
	Every Child Matters	No
	Equality	No
	EqIA Form completed	No



# GREAT YARMOUTH MARKET PLACE

### **GREAT YARMOUTH** BOROUGH COUNCIL

when I

DESIGN REPORT OCTOBER 2018



**INTRODUCTION** 

**COST PLAN & FUNDING** 

THE PROPOSAL

**PROJECT RISKS** 

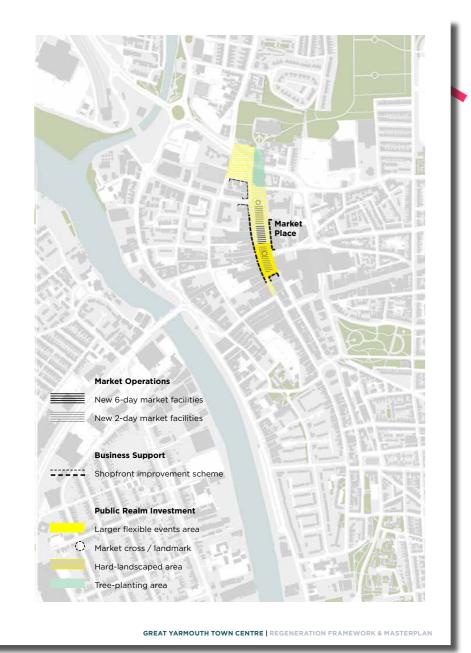
**NEXT STEPS** 



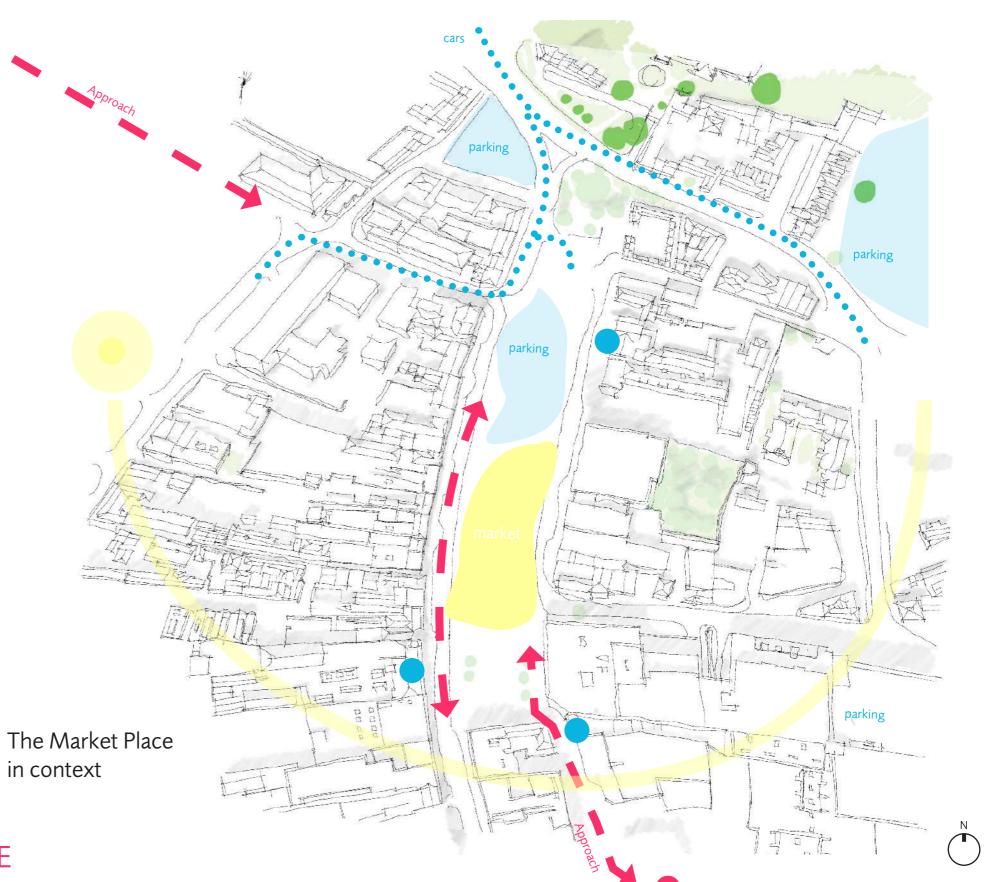
### **DEVELOPING THE SCHEME**

### THE MARKET MASTERPLAN





Great Yarmouth Borough Council Masterplan 2017



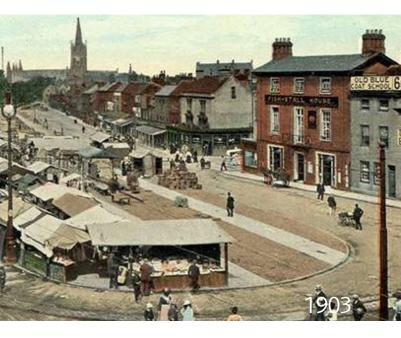
### GREAT YARMOUTH MARKET PLACE

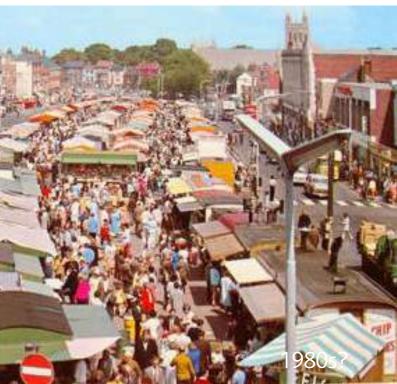
Market - late 19th Century

### YARMOUTH MARKET PLACE

### INTRODUCTION History









### **Current Condition**

- Stalls owner occupied on a mixture of leases and licenses
- Market layout planned in 1992 around covered walkways and rear service yards
- End of 25 year life span
- Canopy poor condition
- Stall conditions vary and some have been extended over time
- Stalls no longer mobile
- Complex and congested services
- Tired paving and public finishes
- Increasingly problematic maintenance





### The Market Place **GREAT YARMOUTH MARKET PLACE**

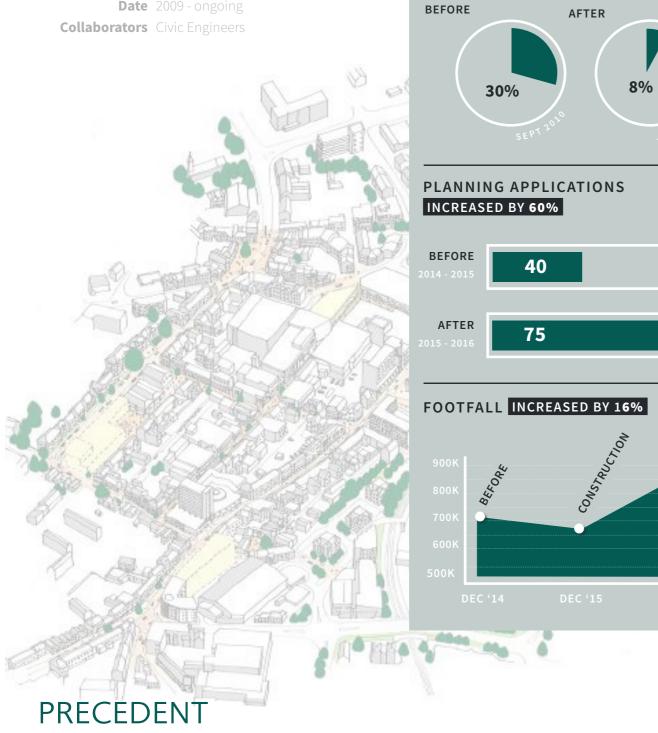


## ALTRINCHAM TOWN CENTRE

VACANCY RATES REDUCED BY 22%

4FTER

SectorPublic RealmClientTrafford CouncilLocationGreater ManchesterSize4 haValue£2.2m to dateStatusPhased constructionDate2009 - ongoingOllaboratorsCivic Engineers





Innovative highway







### INTRODUCTION Improving the offer



## ALTRINCHAM TOWN CENTRE

GREATER MANCHESTER



After

#### Before

### PRECEDENT



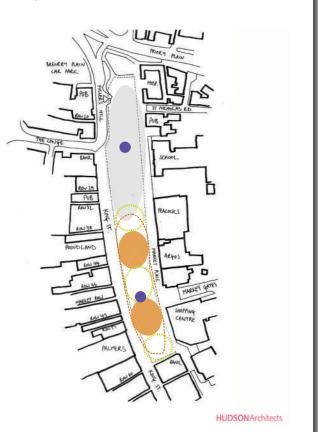
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GREAT YARMOUTH MARKET PLACE

### DEVELOPING THE SCHEME

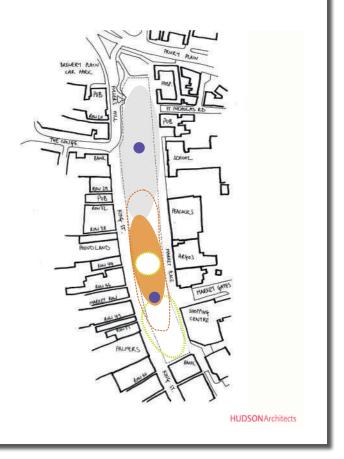
### Market Strategies

Splitting the permanent market



Combining the offer

**HUDSON**Architects





#### POLICY & RESOURCES COMMITTEE

The project development was presented to the Policy & Resources Committee in June 2018. Hard questions which needed approval ahead of the public engagement sessions included the headline items below.

There was some discussion around the potential location of the 6-day market but it was stressed that it was the principles of the market under engagement and that no designs would be being presented.

Policy & Resources Committee agreed to the presentation of the following principles to the public, including the market traders in the June engagement event.

#### **OVERALL STRATEGY**

#### PERMANENT MARKET

- New contemporary stalls
- A signature sculptural market roof
- Covered top lit central eating areas all year round
- A variety of spaces and market experiences
- Opportunity for individual stall forefront
  treatments
- Natural ventilation
- Easy to maintain

#### **BIG MARKET**

- Flexible
- Extending the market towards King St & Market Gates
- Encourage new stall holders on smaller pitches
- Extended offer with visiting markets & events

#### MARKET SQUARE

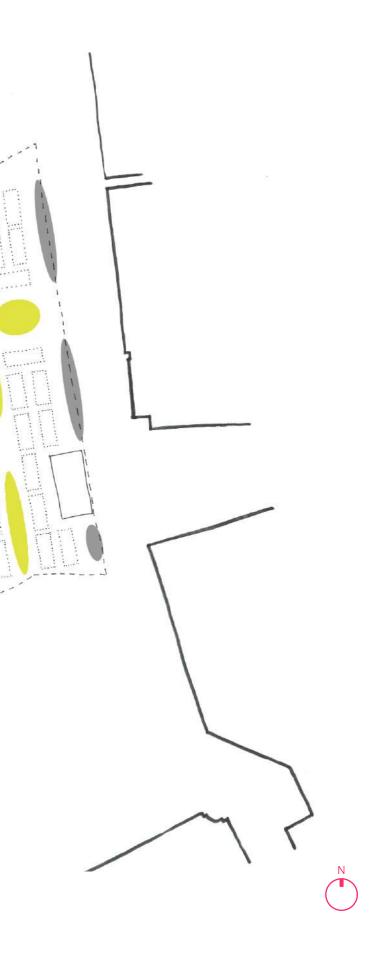
• Re-designed for extended market use, daily eating, gathering, cultural and arts events

The Market Place GREAT YARMOUTH MARKET PLACE

Covered seating areas Potential for seating areas to perimeter

## DEVELOPING THE SCHEME

Engagement





#### OVERALL STRATEGY

#### MANAGEMENT

- Stalls available on a long term lease
- Service charge includes sub-metered gas, water & Electricity
- Flexible stall design in line with a new graphic & material palette
- Internal and off market storage
- Full accessibility desired
- New opportunities for retail innovation pop-ups, training & short terms leases.

#### PUBLIC ENGAGEMENT

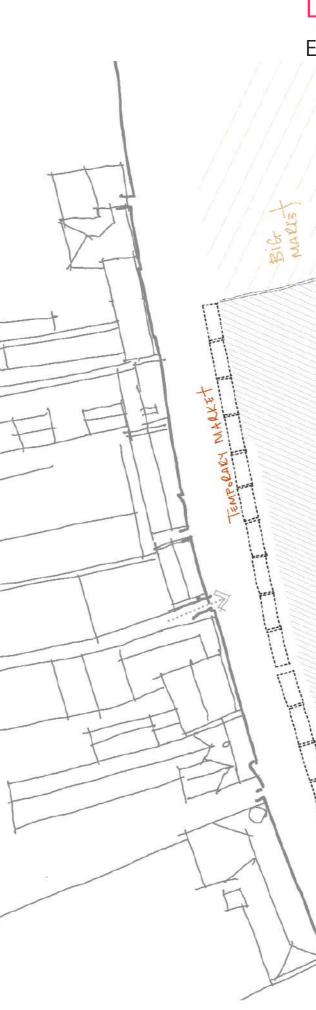
Market traders, local retailers and the public were given the opportunity to engage with the redevelopment of the market.

The design team were stationed within the market from Monday 18th to Saturday 23rd June, setting up an exhibition of initial ideas in an empty market stall.

Initial ideas presented, focused around market layout, the offer, management model and services. These aspects of the market design were presented, explained and discussed with the objective to gather feedback from visitors to provide direction in the developed design.

#### PHASING

Maintaining a trading market was a key objective and as such a plan was tested with the traders suggesting a different stall sizes than the current market layout.



### DEVELOPING THE SCHEME

Engagement





#### **ENGAGEMENT FEEDBACK**

Very well attended session with engagement from market traders and the public. 55 recorded semi structured responses were returned.

- 41 respondents suggested that the market was ready for a change – 75% of total respondents
- 20 % of respondent specifically focused on a new or improved canopy 11 for (91%) and 1 against
- Seated eating area 13 for & 0 against (24% of total sample commented)
- 20% specifically commented on the seagulls!

Key areas of concern for the traders centred around:

- Location of the permanent market
- Ownership of the stall units
- The size and shape of the units
- Any break in trading

The Market Place **GREAT YARMOUTH MARKET PLACE**  Engagement quotes.....

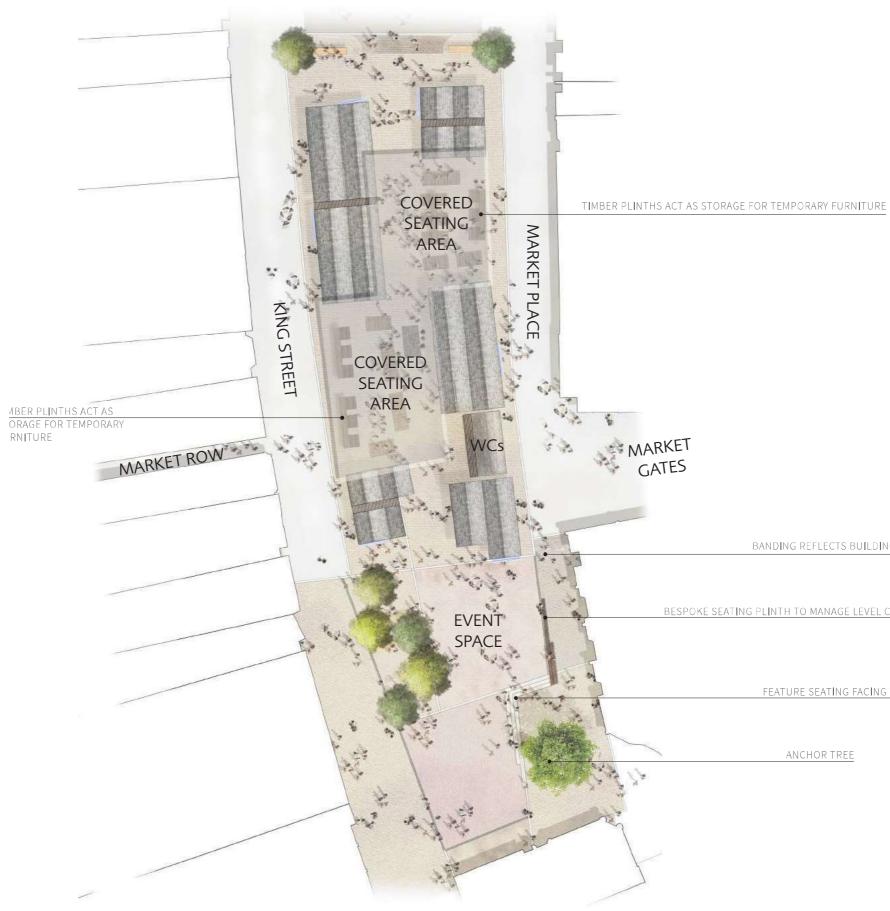
'The new market should engage with the street and become more intimate in places.' 'The Involvement of residents & community should be involved in design process, - like seating or public art work.' 'The layout looks good, and having the food stalls together with seating good below a canopy is a beautiful idea.' 'There's no need for any change and no need to upset people's livelihoods, there is nothing to gain from this.' 'Anything to improve things as they are. Seating is important as well as landscaping that is attractive.'



### **DEVELOPING THE SCHEME Engagement Feedback**

### **DEVELOPING MASTERPLAN PROPOSALS** Layout





### The Market Place **GREAT YARMOUTH MARKET PLACE**

BANDING REFLECTS BUILDING GEOMETRY

BESPOKE SEATING PLINTH TO MANAGE LEVEL CHANGE AND HOLD SQUARE

FEATURE SEATING FACING THE SQUARE



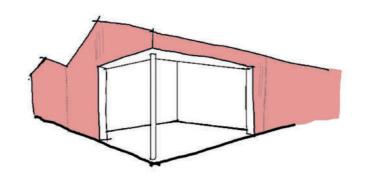
#### THE PERMANENT STALLS

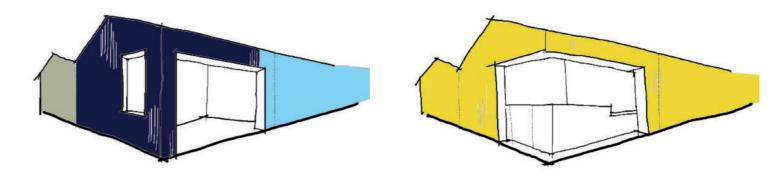
Working with the feedback from the engagement event we have developed a layout based on 36no. single and double stall units.

- A single stall is approx. 2.5m x 5m
- A double stall is approx. 5m x 5m

This plan allows for the larger double stall to meet the needs of the majority of the larger market stall holders.







01 Stall layout - full access 02 Stall layout - front access 04 Stall layout - front counter  $05\,$  Stall layout - fruit and flowers

### The Market Place **GREAT YARMOUTH MARKET PLACE**

### **DEVELOPING MASTERPLAN PROPOSALS** Stalls

03 Stall layout - full counter

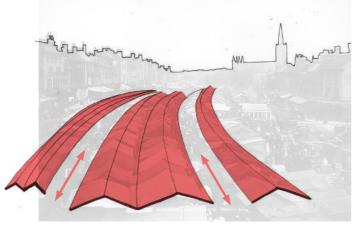


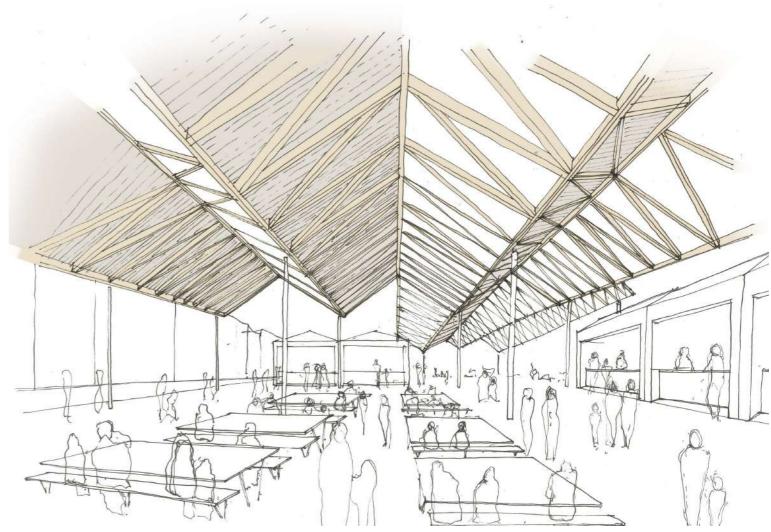
06 Stall layout - display goods



#### CANOPIES

- The roof scape of the canopies and stalls takes reference from the South North orientation of the historic market
- 2 canopies for the marketplace that provide large, covered open spaces
- Create the feeling of a floating structure, all edges of the canopies cantilever beyond the columns and over the neighbouring market stalls
- Spans between the columns have been maximised to keep the space below as clear and open as possible
- Canopies have also been designed to be entirely independent of the market stalls to future-proof the structures and allow for changes to the market stall arrangement without affecting the structural integrity of the canopies







### DEVELOPING MASTERPLAN PROPOSALS

Canopies







### DEVELOPING MASTERPLAN PROPOSALS

Canopies



### **DEVELOPING MASTERPLAN PROPOSALS** Landscaping

#### LANDSCAPING

- Serves as the community heart for residents and visitors
- A place to meet, congregate and socialise
- A variety of spaces and community events
- Concentrating on texture, grain and scale of material for longevity and beauty, like Turner's paintings; A beautiful canvas to look upon when the space is not in active use
- Reveal an identity and communicate Great Yarmouth's rich history

#### PAVING



STREET FURNITURE

POP-UP POWER POINT

SEATING





GRANITE MIX SETTS

GRANITE MIX SETTS







KANYA 12M LIGHTING COLLUMN



BESPOKE TREE GRILLE

GRANITE STEPS



UNERCOVER SEATING





COMMUNITY TABLE

The Market Place **GREAT YARMOUTH MARKET PLACE** 

INTEGRATED TIMBER PLINTH SEATING



STORAGE

LITTERMAN LM1 LITTER BIN





GRANITE BANDING



MARSHALLS DUO SLOT DRAIN



BESPOKE DRAINAGE CHANNEL

BESPOKE LINEAR SEATING



#### ELEMENTAL COST PLAN

The overall construction cost for the complete masterplan scheme as shown is  $\pounds$ 4.1m.

Cost Plan Summary:

•	Demolitions and site clearance	£235,500
•	Market Stalls	£680,000
•	Canopies	£640,000
•	Groundworks, Landscaping and	£836,000
	External works	
•	Drainage	£98,500
•	Services	£460,000
•	On costs including contractor	
	preliminaries, temporary market setup,	
	design development and contingency	£1,100,000

Estimated construction costs	
TOTAL	£4,044,000
	ex. VAT





### The Market Place GREAT YARMOUTH MARKET PLACE

### COST PLAN





#### FUNDING OPPORTUNITIES

In the tender for the feasibility stage of the market redevelopment project the potential budget was either  $\pounds$ 4m or  $\pounds$ 2m.

At inception GYBC set a project budget of  $\pounds 2m$  with an understanding that there was a large brief to meet within this cap and that work may need to be phased.

#### COASTAL COMMUNITIES FUND

The Ministry of Housing, Communities & Local Government announced that round five of the Coastal Communities Fund in April 2018, with £40 million available for projects from April 2019 to end of March 2021.

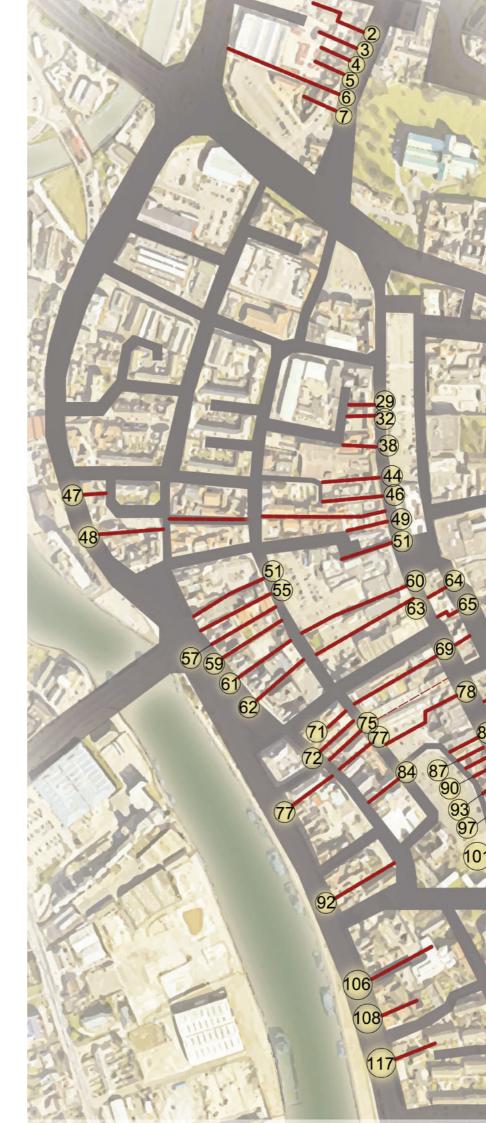
The Coastal Communities Fund supports the economic development of coastal communities by promoting sustainable economic growth and jobs, Funding goes to projects over £50,000 that will ultimately lead to regeneration and economic growth whilst directly or indirectly safeguarding and creating sustainable jobs.

GYBC identified the marketplace redevelopment project as a potential project for this scheme and a Stage 1 funding bid was submitted in April 2018. We await the central Government decision on the success or otherwise of this bid.

Other funding opportunities:

- Business Rates Pool
- Local Enterprise Partnership (LEP)





107

(109)

(110)

### FUNDING



The phasing proposal indicated here delivers a regenerated Permanent Market and a meanwhile solution for the Big Market awaiting the further implementation of the full urban realm landscaping proposal to Market Square and the surrounding pedestrianised pavements.

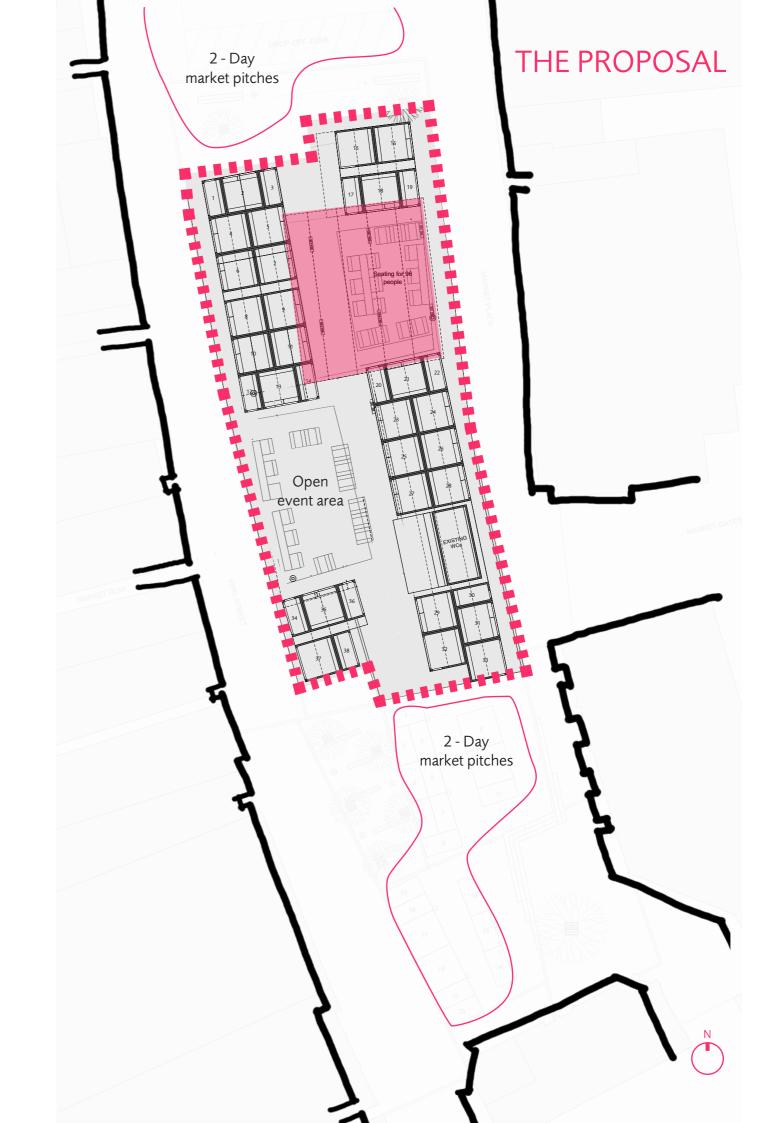
The masterplan costs have been interrogated and the risk of a low quality or compromised design to the regeneration of Great Yarmouth town centre considered against the ongoing disruption of a longer project timescale.

#### THE PROPOSED PHASE 1 WORKS

- All servicing
- 36no. new stalls
- New market store & market office
- One canopy
- Landscaping within the market boundary

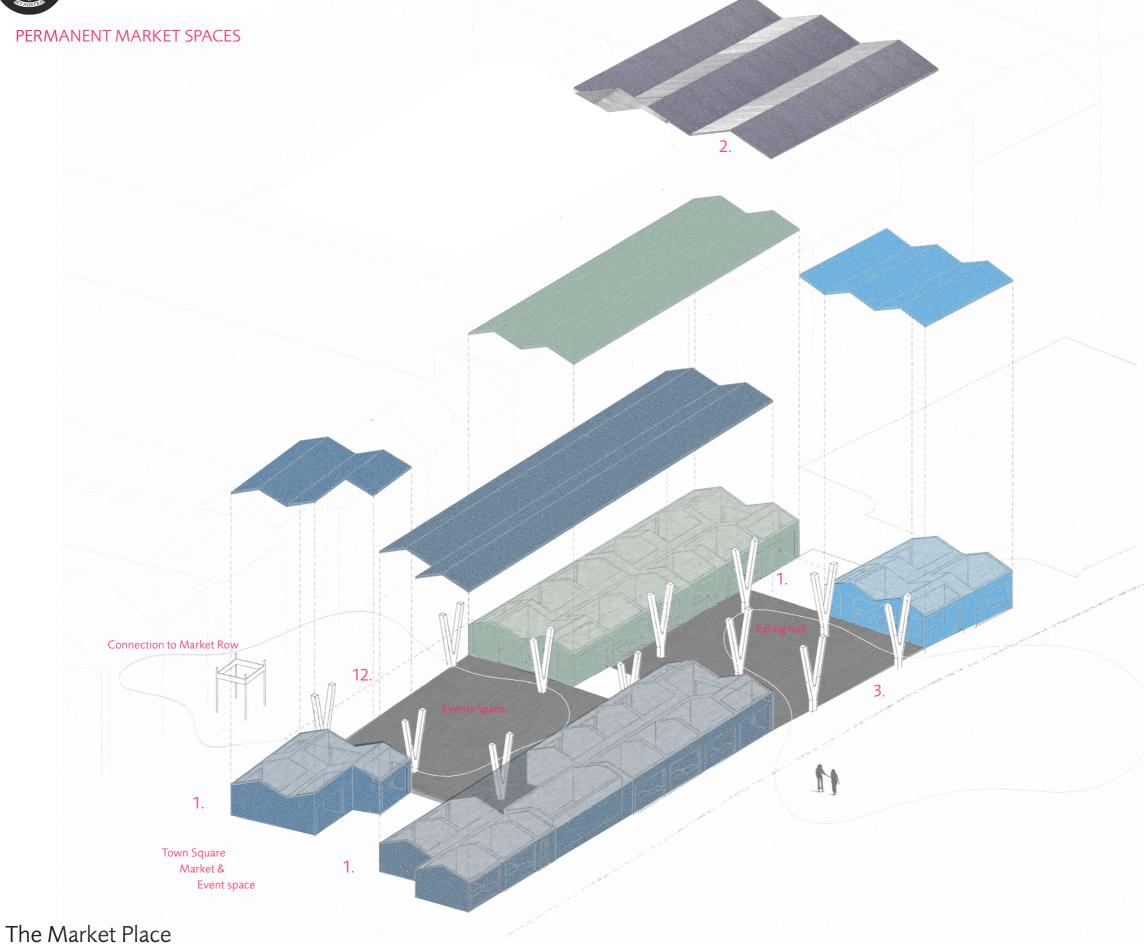
With a construction cost of budget of circa. £2.7m  $_{\rm ex.\,VAT}$ 

The Market Place GREAT YARMOUTH MARKET PLACE





#### PERMANENT MARKET SPACES



## **GREAT YARMOUTH MARKET PLACE**

### THE PROPOSAL

#### PERMANENT MARKET

- 1. New contemporary stalls
- 2. Signature sculptural market canopy
- 3. Covered top lit central eating areas all year round
- 4. A variety of spaces and market experiences
- 5. Opportunity for individual stall forefront treatments
- 6. Natural ventilation
- 7. Easy to maintain

#### **BIG MARKET**

- 8. Flexible
- 9. Extending the market towards King St & Market Gates
- 10. Encourage new stall holders on smaller pitches
- 11. Extended offer with visiting markets & events

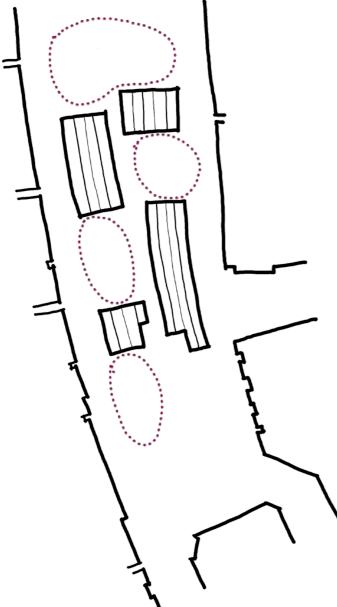
#### MARKET SQUARE

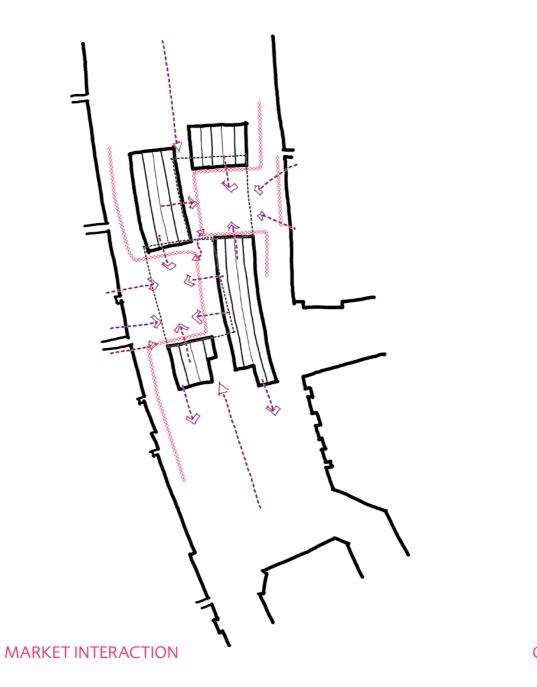
12. Furniture redesigned for extended market use, daily eating, gathering, cultural and arts events



#### THE MARKET AS A TOWN CENTRE ATTRACTION

The Big and Permanent markets attract a large audience of customers and interested visitors - the Market as a leisure destination. Enhancing the offer will respond to the potential for growth providing a cross sector appeal and a variety of dwell spaces to capture local families, holiday makers and enhance the offer of Great Yarmouth town centre to regional day trippers - the largest local growth sector.

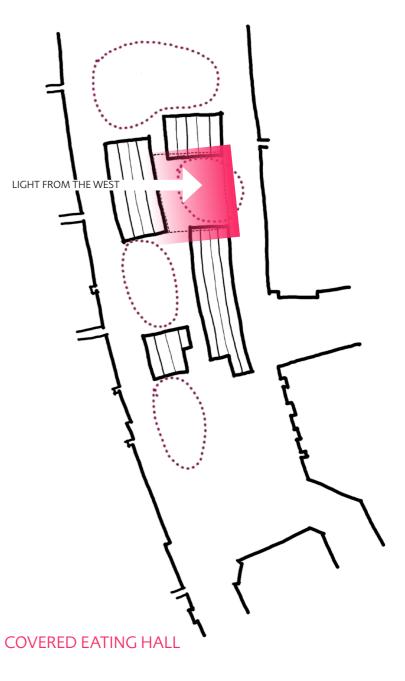




MARKET DWELL SPACES

The Market Place GREAT YARMOUTH MARKET PLACE

### THE PROPOSAL





#### COVERED EATING HALL

The covered eating hall offers a new all weather attraction to the market, opening opportunities for extending the season and offering speaciality events through out the year.

#### **OPEN EVENTS AREA**

To host visiting markets, pop up events, cultural happenings and small scale performances. Programming of educational events & public engagement opportunities for school parties and families.

#### **NEW STALLS**

36no. permanent single and double stalls to allow every market trader on the 6-day market to transition into an equal or larger unit.

Covered pop-up stalls opening onto the open events area.

#### TRADERS FACILITIES

Refurbished toilets and market office for use and access only for the market traders and managers.

#### **FUTURE PHASING**

Services, infrastructure and some foundations applied to full market footprint to allow for future flexibility and installation of the canopy at a later date.

Market square and the wider urban realm lighting design to be negotiated with Norfolk County Council and carried out under a later funded phase of works.



### The Market Place GREAT YARMOUTH MARKET PLACE

### THE PROPOSAL



#### **TEMPORARY MARKET**

To minimise disruption to the market traders the proposal explored in this report is that the new stalls are made available to the 6-day traders in the temporary location.

The traders move their fixtures and fittings into the new stalls and at the conclusion of the works the stalls are relocated into their permanent end positions.

This technique of relocating an existing stall has been employed previously or temporary catering at football grounds etc. and to facilitate remedial servicing at Altrincham market.

#### RISKS

Project risks inherent in this strategy include:

- Duplicate costs for the design, servicing and installation of the temporary market.
- Incurring additional cost in the stall design
- Insurance for the relocation process
- Full engagement from Norfolk County Council, highways and the BID around the implications of the temporary 6 day market.
- Full engagement from Norfolk County Council, highways and the BID around the implications of the temporary 2 day market
- The incurred cost of the consequential loss of stall holders during the transition



KEY

### The Market Place GREAT YARMOUTH MARKET PLACE

### THE PROPOSAL



#### ELEMENTAL COST PLAN

The overall construction cost for the market scheme as shown:

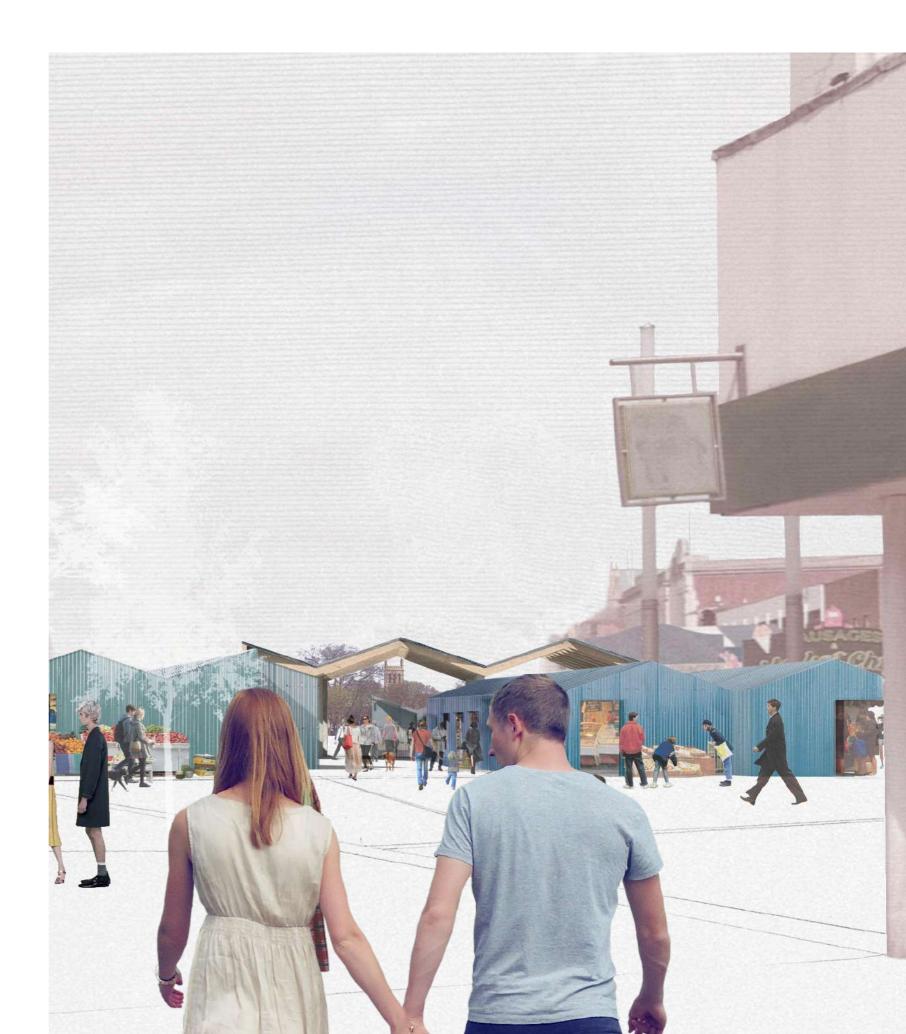
#### Cost Plan Summary:

•	Demolitions and site clearance	£178,250
•	Market Stalls	£680,000
•	Canopy	£271,200
•	Groundworks, Landscaping and	
	External works	£395,950
•	Drainage	£98,500
•	Services	£390,000
•	On costs including contractor	
	preliminaries, temporary market	
	setup, design development and	
	contingency	£696,000

Estimated construction costs TOTAL

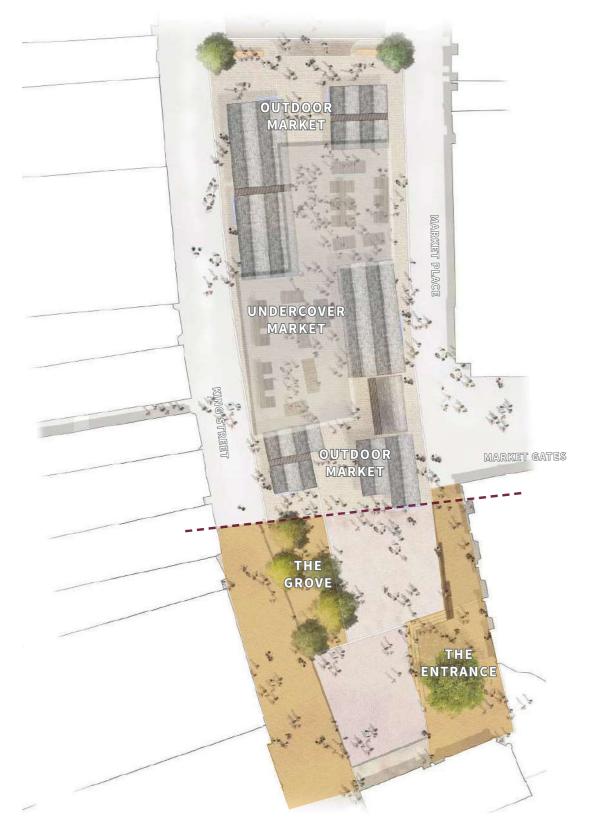
**£2,709,900** ex. VAT

### The Market Place GREAT YARMOUTH MARKET PLACE



### COST PLAN





### The Market Place **GREAT YARMOUTH MARKET PLACE**

### **BUDGET RISK ITEMS**

Project costs - no fees, VAT, GYBC costs included

Legals

Negotiated costs associated with the traders

Ground contamination

Archaeology

Acoustic conditions under the canopy and within the stalls

Temporary Market services design and enabling works

Services requiring further review at Stage 4:

- 1. Temporary market services requirements
- 2. 2 Day market service provision
- 3. IP gas mains vicinity
- 4. External Lighting
- 5. Performance area services requirements.

### **PROJECT RISK ITEMS**

Lack of engagement / support of Members

Lack of engagement / support of Traders

Funding

Slow return of funding confirmation delaying the programme

Conflicting requirements within the stakeholder 'vision'

Project creep

Design cost vs quality

### **PROJECT RISKS**



#### MINIMUM OPTION

- Existing canopy removed
- Stalls forming blocks to the west and north west are removed
- New block of 14no. stalls introduced and positioned to create new seating area within the market
- A below ground service route from the WC block to the new block of stalls
- New hard landscaping within extent of market only
- 2-day market still to form BIG MARKET located to both the north and south of the permanent market

#### BUDGET CONSTRUCTION COSTS FOR MINIMUM OPTION ONLY - £1,125,000 ex. VAT

#### **OPTIONS OR FUTURE PHASES**

- New canopy to seating area
- Landscaping to Market Square
- Existing stalls to south end dressed so as to provide continuity with the new stalls
- New below ground utility services to all stall block routed via the existing service void





### MINIMUM OPTION





#### MINIMUM OPTION

#### PROS:

- Majority of permanent market traders retain their stalls
- New stalls contemporary & accessible
- Option for new stalls to be available if existing market traders wanted to move into a new stall as they become available
- Removal of existing canopy market far more open and inviting
- Introduction of seating area on west side further opens the market up to King street and Market Row and creates a longer street frontage
- Seating & events area enhances position of stalls on the 'central aisle' with access and street frontage to King Street
- More stalls visible for passing pedestrians to engage with
- Optional canopy to form a statement for regeneration, without the canopy the proposal would not be enough regenerate the market

#### CONS:

- No canopy means limited impact and could reduce consequential regeneration
- With mix of new stalls and existing stalls, a duality is created within the market
- Mixed utility servicing across the market consisting of new metered services to new stalls and existing convoluted services to existing stalls
- Lack of future flexibility in terms of below ground utility services
- May be viewed publicly as only 'half' a development or 'unfinished'

### The Market Place GREAT YARMOUTH MARKET PLACE

### MINIMUM OPTION





#### **APPROVALS**

- All Members Briefing 4th October 2018
- Market Traders meeting 9th October 2018
- Policy & Resources Committee 16th October 2018

### CAPITAL PROJECT DELIVERY

- Funding confirmation
- Developing and submitting a planning application & • Conservation Area consent application
- Including a Stall Design Guide. Working with the traders we will develop a palette of stall designs, materials and options for access.
- Planning process

Landscaping within the market boundary

New market roof constructed

New services

Archaeology

Demolition of market canopy

#### Temporary market erected

Market opens

Market stalls designed with traders

Temporary services installed

Coastal Communities Fund - Stage 2 TBC

Designs for Market presented for approval

Coastal Communities Fund - Stage 1 October 2018

We are here

### **NEXT STEPS**

Spring 2020

Autumn 2019

October 2018 Planning application submitted



# GREAT YARMOUTH MARKET PLACE



**GREAT YARMOUTH** BOROUGH COUNCIL

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DESIGN REPORT OCTOBER 2018