



## Weymouth Waterfront Design Challenge Brief:



Weymouth is the venue for the sailing part of the **2012 Olympics**. The Olympics provide an opportunity for wider improvements in central Weymouth, making it a great destination for Olympic tourists and a place that residents can enjoy using and be proud of.



Today you are going to be a team of **urban designers and landscape architects**. Your challenge is to improve the **Esplanade on the Weymouth waterfront**, to make it more attractive for both residents and visitors. The Esplanade is a really important area of public space at the heart of Weymouth.



As a designer you aren't able to just design whatever you want, wherever you want. You have to think about lots of different factors:



### Site:



You are going to focus on the Esplanade area that stretches from the King George Statue to the Memorial Clock. The site is restricted by the sea on one side and by the row of buildings on the other. There is currently a road running alongside the Esplanade.



### Users:



You will need to consider all the different types of users of the Esplanade. It needs to be welcoming and comfortable for people of all ages (children, teenagers, elderly people, mothers and babies, business men and women etc) and for both visitors and residents.



### Cost:



As with all developments there is only a limited amount of money for the improvements, so you need to be realistic and sensible about your ideas (having gold plated picnic benches just wouldn't be sensible – especially in 'credit crunch' Britain!).



In your design for the public space of the Weymouth Waterfront Esplanade you will need to consider:



- **Landscaping:** think about materials, surfaces, layout, planting, art works
- **Street Furniture:** seating, shelter, bollards, flower beds, flower pots
- **Lighting:** how much, height, materials, design
- **Shelter:** from the sun, rain - could be natural (trees) or man-made
- **Signage/legibility:** make sure it is easy for people to find their way around
- **Enhance the historic features:** Victorian shelters, jubilee clock, King George statue, Victorian and Georgian buildings
- **Activities:** is there a range of things for different people to do there?
- **Making the sea a positive feature:** link to the beach, maximise the views
- **Access:** is it easy for people to get around (pedestrians, cyclists, bus stops, maps?)
- **Facilities:** think about toilets, information points, café etc
- **Public art:** sand sculptures, statues, murals, colour, lighting, seating
- **Sustainability:** can the improvements be environmentally friendly?



### Working as a team with your professional your group needs to:



- develop 2D drawings to show your design ideas for the layout of the Esplanade
- produce a 3D model of your scheme (or part of your scheme). You could split into pairs to do different bits
- present your design ideas to the rest of the group and to the panel of professionals at the end of the afternoon. You will need to clearly explain all your ideas and how you have thought about the design brief. Speak clearly to the audience and be confident about why you made the decisions you did.



**GOOD LUCK!**

