



A Selection of Masterplanning & Leisure Projects
NICHOLS BROWN WEBBER LLP ARCHITECTS AND LANDSCAPE PLANNERS

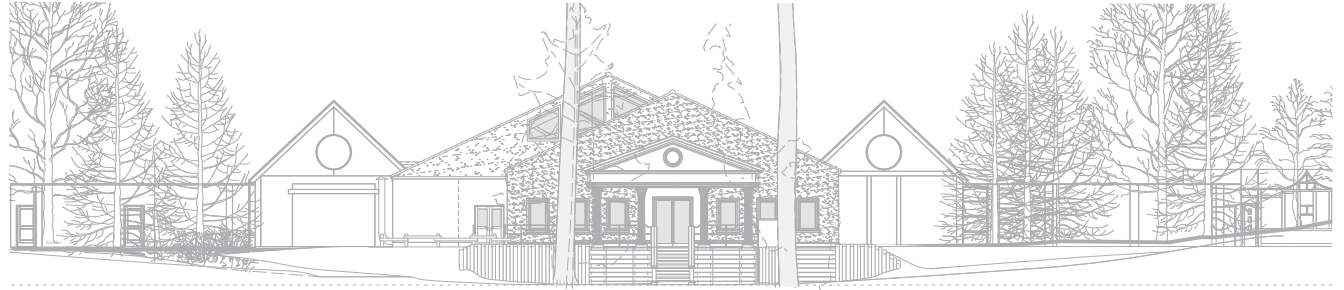


In response to strong visitor demand Centre Parcs extended the Aqua Sana Spa at Longleat. The reception, changing rooms and conservatory were doubled in size, and the Spa extended with additional treatment rooms and new experiences.

The Spa experiences were designed by Austrian Spa Specialists Thermarium.

NBW provided detailed design for the project in collaboration with design-build Contractor George and Harding.

- 1 Design for the new entrance to Aqua Sana
- 2 The completed entrance
- 3 The new conservatory
- 4 The new foyer
- 5 One of the Thermarium experiences



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We have been masterplanners at Alton Towers since its acquisition by Merlin in 1990.

The initial masterplan called for restoration of the historic core of the park with new development set in a horseshoe shaped area around this (1).

We are gradually returning the historic core to the state that it enjoyed in its heyday in the 3rd quarter of the nineteenth century and we are repairing some of the damage that had been done in the past (2,3).

We have designed over £100m worth of development including the award-winning Alton Towers and Splash Landings Hotels (4,5,6) which provide over 400 rooms, a conference centre and Europe's first Waterhotel.

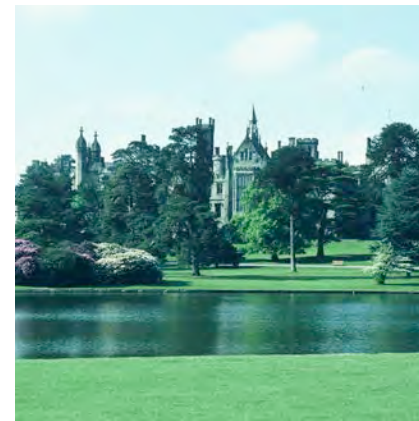
In the park, our work has included Air (7) and the awesome Nemesis (8). This project required the blasting out of over one million cubic feet of rock to provide a concealed setting in the Conservation Area that is unique in the world of rollercoasters.



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ALTON TOWERS HOTEL

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This 175 bed themed hotel was the first that we designed for the Park.

Concept drawing for the hotel showing how over one million cubic feet of rock were blasted out to create a water garden to be surrounded by the hotel (1). The entrance level is two floors up and you descend to the public areas via an atrium.

A view across the new lake with the planting beginning to mature (2). The mature pine was kept to form a central feature of the landscape.

A band plays in the gazebo on a balmy evening (3).

The stone out of the site was used for all landscape details and special benches were made to complement the setting (4). The hotel is the notional home of an explorer called Sir Algernon and his flying machine sits where he landed it, in the Atrium (5).

A south facing terrace has been created overlooking the new lake where "fossils" have been carved in the local stone (6).



The conference centre was added to the Alton Towers Hotel and is on the left of the aerial view (1). It helped to complete a sheltered south facing space which is popular with guests.

The elevational treatment followed that of the main hotel and the sheltered position has allowed tender exotic plants to thrive (2).

The State Room can accommodate up to 450 delegates (3,4).

The view out from the State Room takes in the lake, the gazebo and the hotel beyond (5). The syndicate rooms on the upper floor get a wider view of the hotel (6).



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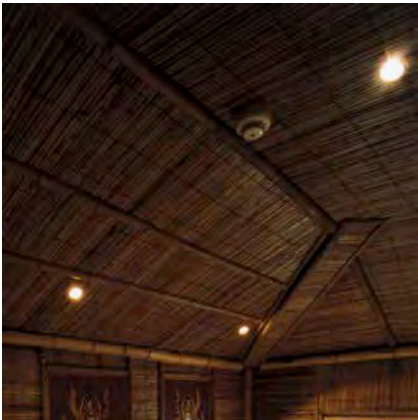
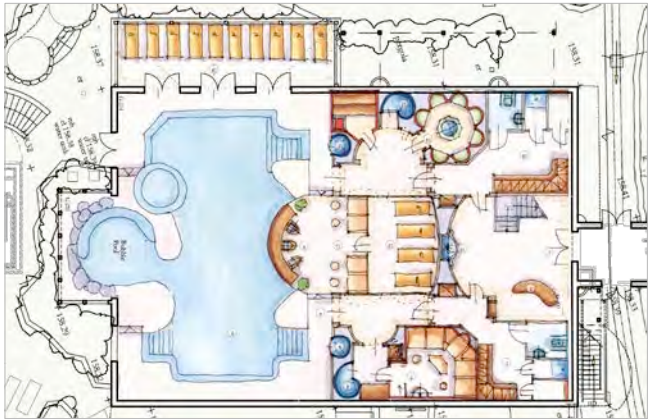


We designed the original pool at the Alton Towers Hotel and some years later, after the opening of The Splash Landings Hotel, we designed its conversion to a Spa.

Design drawing of the original building showing the addition of a conservatory for sitting out (1). The spa layout was evolved with spa specialists Thermarium (2).

The refurbished pool area replaced the previous Pirate theme (3,4).

Working with Merlin Studios a total of seven treatment rooms were created from the smaller rooms upstairs (5,6).



Splash Landings was the first Waterhotel in Europe. Entering two floors above the pool level you look down from the bars and restaurant into a vibrant pool area with a tipping bucket that releases 500 gallons of water at regular intervals, a Masterblaster running right around and outside the pool hall, a rapids river and flumes.

The £43m project won the Property Week "Hotel of the Year" award and the European Federation of Interior Landscape award.

A wacky fountain welcomes guests at the entrance (1).

The pool is designed particularly to appeal to the young (2).

The tropical theme is continued outside with all year pools surrounded by exotic vegetation that is hardy in the British climate (3).

As well as all the activity, there are places for parents to chill out and a kiosk for snacks (4).

The lifeguards have a central observation position above the rapids river (5).

Splash Landings Hotel is linked to the Alton Towers Hotel by a walkway running through the Waterpark (6).



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At the Avon Gorge Hotel in Bristol we carried out a number of feasibility studies.

1, 2 The hotel is perched above the Avon Gorge with breathtaking views of the Gorge, the Clifton Suspension Bridge and the countryside beyond.

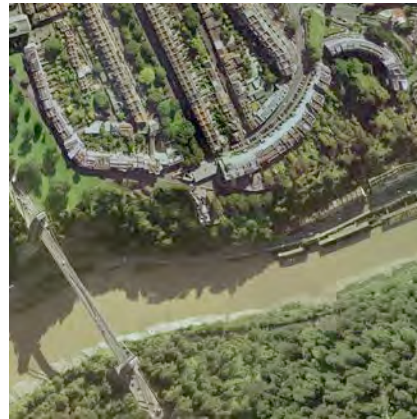
3 Below the hotel there are a number of structures with great potential but in poor condition.

4 A planning application drawing for the terrace restaurant which replaces an old greenhouse on the site.

5 The view which diners would enjoy from the restaurant.

6 Section through the restaurant facing the main buildings.

7 View showing how twenty rooms could be added at the end of the street with sensitivity to the setting.



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Working with Team Leisure for the Sugar Investment Trust of Mauritius we carried out this masterplan on a site that sits at the centre of the aerial photo (1). It included two three hundred bed resort hotels, a commercial area, aquarium, watersports facilities and a helicopter pad. Parts of the site were sensitive from the ecological viewpoint and had to be protected.

The complete masterplan was designed to be developed through a number of phases maintaining balance at each stage (2).

The site is close to some superb island beaches (3).

The Belle Mare beach faces the prevailing wind so that protective building forms which give shelter are essential (4).

The buildings will follow the traditional forms that have evolved on the island (5, 6).

Some impressions of different aspects of the development (7).



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Following our work on the Blenheim masterplan, NBW was asked to design a new visitor centre for the Palace. The project involved the replanning of the cafe, shop and visitor reception areas and the creation of much improved facilities in the underused Butler's garden. We worked closely with the Palace, English Heritage and the local Conservation Officer to achieve a sensitive scheme for this World Heritage site and the building won an Oxford Preservation Trust award.

Aerial view of the Palace (1) with the East Courtyard in the left hand foreground.

The East Courtyard before work started (2). The lower roofless wing was once the Butler's garden and Laundry yard and has now been glazed over to provide the new visitor facilities.

The visitor centre was opened by David Cameron in 2012 in time for the London Olympics.(3).

Views of the new shop and visitor welcome area (4 & 5).

The Oxford Pantry cafe occupies the former Dairy and staff prepare for the opening (6).

(Photograph 5 courtesy of Lightmaster)



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We worked with the Palace's senior management team towards a vision for the future of Blenheim Palace. The study analysed the flows of visitors and their behaviour in order to suggest ways of serving them better and lessening their impact on this sensitive World Heritage Site.

Site access, parking, orientation, interpretation, catering and shopping all formed parts of the study and it identified a number of projects for the future, including the new visitor centre.

"The finest view in England" opens up from the Woodstock Gate (1).

Looking North to Vanbrugh's Grand Avenue. It would be desirable to make the Pleasure Ground, in the foreground, more accessible to visitors (2).

The North front with its somewhat severe courts which give access to the Palace and Gardens beyond (3).

Space plan of the main house showing projects for consideration in the masterplan (4).

The study observed visitor behaviour on a number of different Event days and on quieter more normal days (5,6,7) .



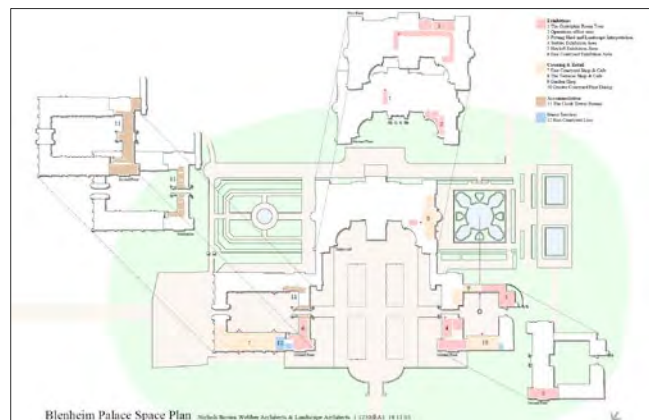
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NBW acted as masterplanners and concept designers for this ground breaking project in Doha, Qatar. The 50,000 sqm project houses an FEC, Adventure Play Area, Snowdome and Multiplex along with shops and restaurants.

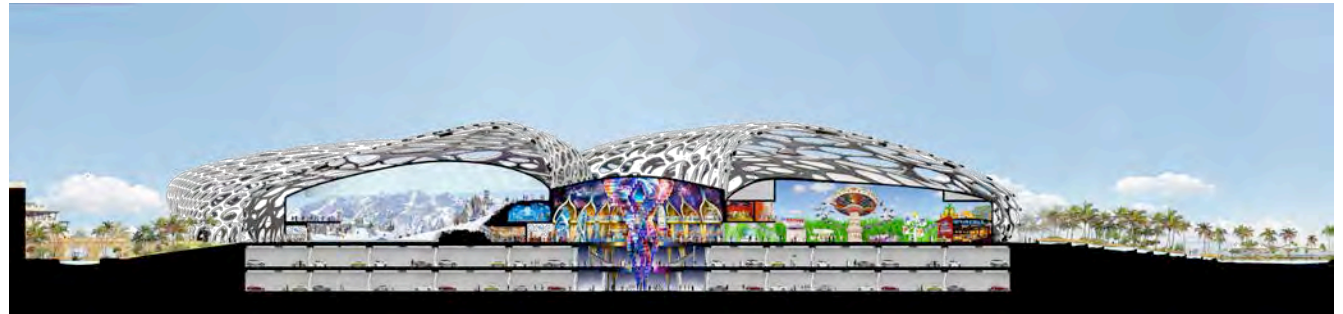
The cross section showing the linkage to hotels on the left and the public park to the right (1).

Restaurants were planned in key locations with sea views and the Mall offered fast food and cafes serving the users of the key attractions (2, 3).

The Snowdome featured an ice cavern and catering areas overlooking the action (4).

A section through the Mall at the entrance to the Multiplex (5).

The Adventure Play area featured zip lines and sky diving (6).



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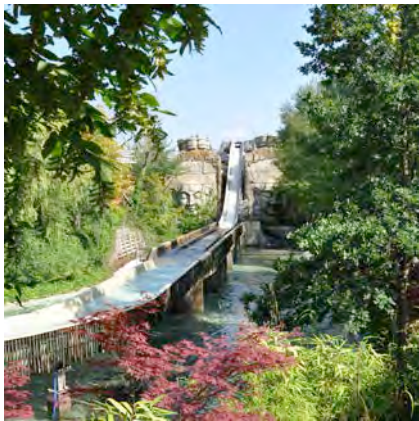


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IMAGES SHOWN ARE EXAMPLES OF THE INTENDED CEILING SHOW IN CELEBRATION WALK

We have been masterplanners at Chessington since its acquisition in 1984 and have been involved in over fifty individual projects at the park including most of the themed areas. The outlook from the Safari Hotel is across ponds to the Wanayama Reserve (1). On the mounds surrounding the Reserve we have designed a Safari Lodge Village which will get southern views over the animal areas (2). The Kobra in Wild Asia (3). The entrance to Tomb Blaster gives shelter and shade with an elevated queueline (4). The flume in Dragon Falls descends between a pair of giant heads (5). Ramesses Revenge is an ideal ride to settle the stomach (6). Part of the Truck ride for younger guests (7).



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North Norfolk District Council commissioned NBW to prepare preliminary plans for their successful bid for EEC funds to refurbish the pier and waterfront at Cromer. We worked closely with the pier theatre operators on plans for the enlargement and rationalisation of the theatre as part of the bid.

Several pages from the NBW document showed before and after pictures of what could be achieved (1).

Existing aerial views of the pier show its close relationship with the town and the important role it plays (2,3).

NBW's overview sketch brought the various projects together in one vision for the waterfront (4).



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We carried out the masterplan for the Havre des Pas Marina in Jersey which incorporated a 1200 berth locked marina, 1000 housing units, a five star hotel, a swimming pool and Yachting facilities.

An artificial mound was designed for the western edge of the site to give cover from the adjoining industrial area and blast protection from a tank farm. Within the mound, car parking and leisure facilities were concealed.

As well as communicating the project in plans, words and sketches, NBW carried out presentations to the Island Parliament, business leaders and to local residents.





Working with the LLC management team we first carried out an evaluation of 15 possible sites for the hotel at LLC. Then working with Merlin Magic Making we carried out the concept design for the 150 bed hotel and prepared the submission for the City's Strategic Development Plan.

The entrance elevation uses the famous bricks to encourage guests that their experience will "explode out of the box" (1).

The main facade faces south and the building form is used to create sheltered sunny spaces for sitting out, play and swimming (2, 5).

NBW design drawings prepared for the Site Development Plan City Submittal for the Park elevation entrance (4) and the south elevation (5).



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After a site selection process, we carried out the concept design for the 150 bed Legoland Hotel at Windsor, working closely with Merlin Magic Making.

The entrance elevation uses the famous bricks to encourage guests that their experience will "explode out of the box" (1, 2).

The lake elevation shelters a west facing terrace which gives views of the setting sun and opens onto the boardwalk (3).

The boardwalk runs around the lake and links to the attractions in the park (4, 5).

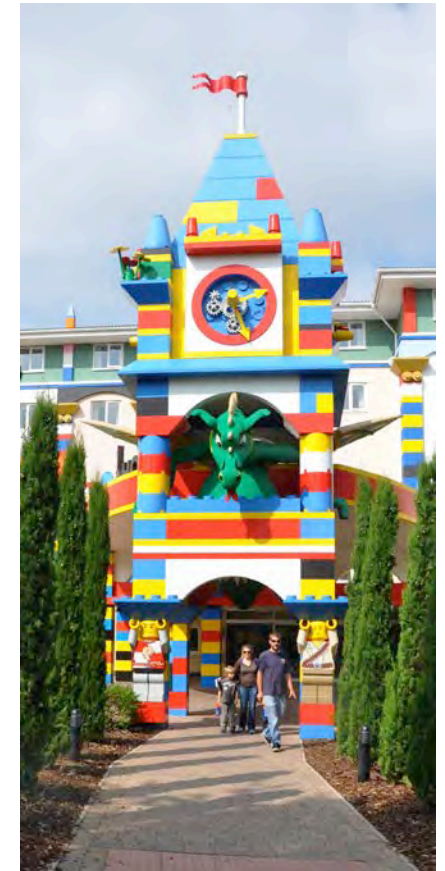
NBW design drawing for the lake elevation entrance (6).



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We acted as advisers to the London Eye team prior to opening and then participated in the post-opening attraction re-planning carrying out designs for the internal areas and landscape. We have subsequently carried out a number of studies both inside and outside of County Hall for attractions to further enhance the visitor experience.

The Eye makes a dramatic nighttime sight at the end of its avenue of cherry trees (1).

People handling, with the cross flows of pedestrians along the Embankment, was a major concern (2).

The Eye has brought increased footfall to the South Bank, encouraging the development of other attractions (3).

We have carried out feasibility studies to explore how people flows and comfort could be further improved for the increasing number of visitors (4).

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When the Armed Forces Memorial (1) was added to the NMA, annual visitor numbers jumped from 60,000 to 300,000, putting the original buildings under extreme pressure. NBW were brought in to provide a masterplan for the expansion of the buildings (2).

Drawing on experience from similar visitor attractions NBW evolved a process of co-ordinating the available data and sizing the facilities needed. Working closely with the NMA team, the ideas were developed and integrated into a masterplan for the site by landscape architects Fira.

These ideas were presented to key stakeholders and were refined into the masterplan document and the final presentation. At the appeal launch, this presentation was given by NBW to the appeal committee, to a party of local opinion formers and eventually to the patron of the appeal, Prince William (3).

The eventual building followed the masterplan recommendations closely and is a skillful blend of old and new by Glen Howells Architects, set in a superb landscape designed by Fira (4,5,6).



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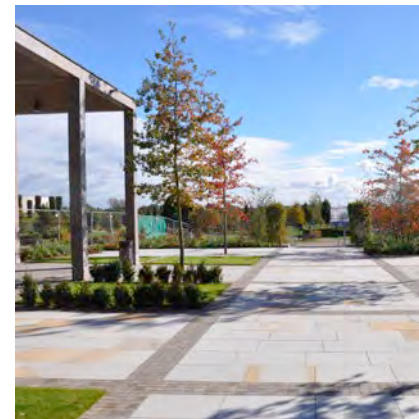
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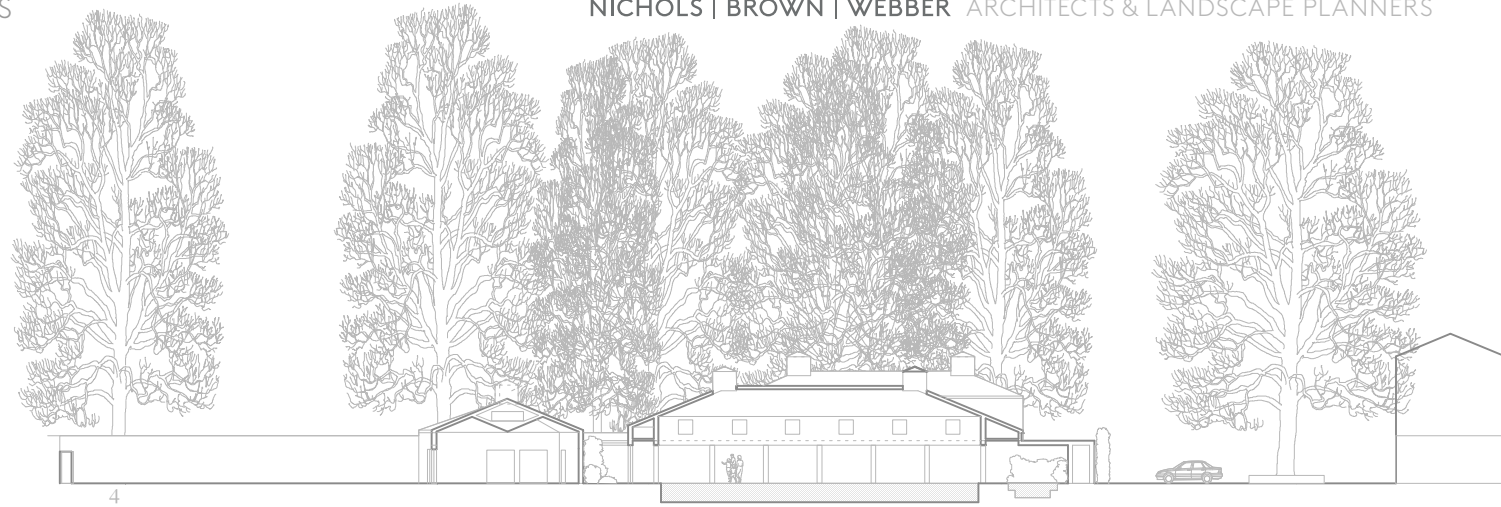
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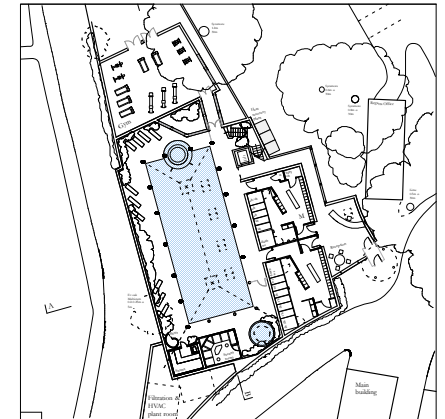


We designed a spa for Phyllis Court which occupies a unique position at the finish line of the Henley Royal Regatta (1, 2).

3 The aerial picture shows the large white house in its grounds and the spa site, hidden by trees to the right of the building.

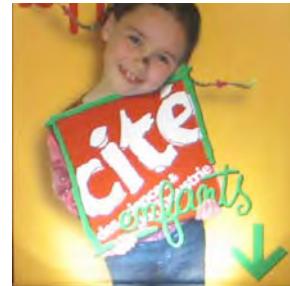
4, 5 The spa included a 20 metre pool, whirlpool bath, sauna and steam room with treatment rooms on the floor above.

6 On this historic and sensitive site it was essential to design a building which blended into its setting and retained the existing fine trees.





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NBW acted as masterplanners and concept designers for the PLAYNATION family entertainment centre element of this 273,000 sqm shopping mall in Dubai. The centre has four main attractions:

A Magic Planet entertainment centre including soft play areas for under 10's, twelve 10 pin bowling lanes, pool and billiards.
A soccer academy with 3 five-a-side pitches and a soccer skills school.
An Edutainment facility based on Cité des Enfants in Paris.
Two skydiving simulators.

Section through bowling lanes and entrance plaza showing the sky diving simulators and sky trail (1).

Section through entrance plaza showing sky diving, sky trail, climbing wall and Cité des Enfants entrance (2).

Kevin Keegan's Soccer Circus (3).

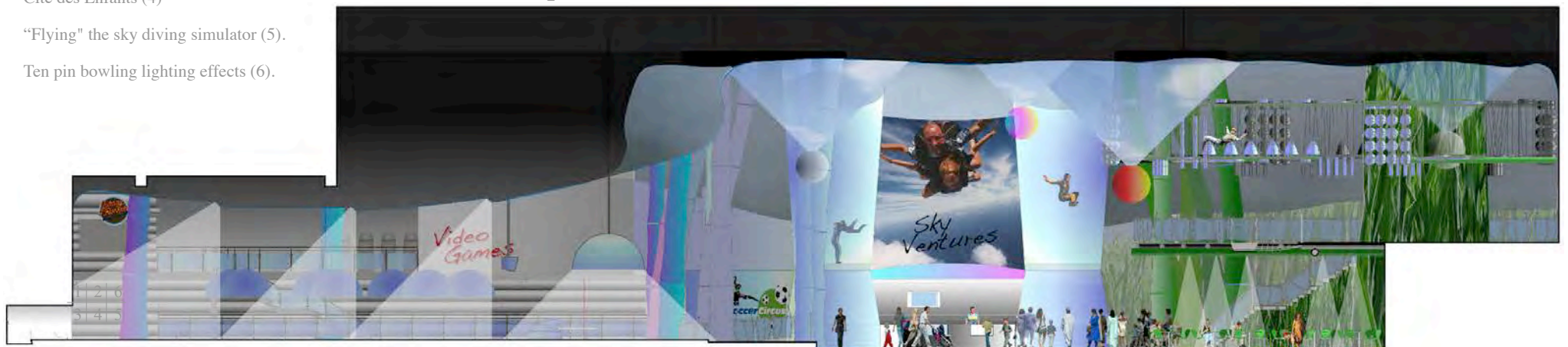
Cité des Enfants (4)

"Flying" the sky diving simulator (5).

Ten pin bowling lighting effects (6).



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We carried out the due diligence exercise for buildings and landscape during acquisition of this £500m development by the Tussauds Group.

Subsequently we carried out masterplanning for the expansion of the park and for the adjoining land where commercial and leisure uses were envisaged.

We realised a number of detailed schemes for the park including the Stampida rollercoaster, before it was sold to Universal Studios of California.

1 The overall site model for this 2000 acre development. The theme park is in the top left hand corner.

2 Before and after views from the same position in Polynesia taken at acquisition (top) and nearing completion.

3 Aerial view of the completed Mediterranean area.

4, 5 The Tutuki Splash and the Polynesia area.

6 Planting maturing in the China area.

7 NBW's design drawing for the highly successful Stampida ride which was the first major development after opening.



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Working with the Tussauds Group we won the Stonehenge PFI competition and developed the design with English Heritage for over a year until the Lottery funds which had been earmarked for the project were swallowed up by the Dome.

The original site for the visitor centre ran down to the River Avon and was two miles from the Stones themselves (1, 2).

The building was designed to appear as gently rolling Downland with sheep grazing on the roof and with light filtering down from above through hill-top cairns (3).

The entrance courtyard was to provide ticketing and guest services before the start of the tour (4).

Sketches captured the experience for visitors (5).

An exhibition was planned to introduce guests to the previous inhabitants of the area and a sound and light show within an enclosed Stonehenge replica sought to bring its history to life (6, 7).

The stones themselves were to be reached by land train with the final approach on foot (8).



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The National Trust bought the early 18th century New Inn, which used to provide accommodation to the first visitors to Stowe, with the intention of turning it into a visitor centre. The NT then brought in NBW, initially to help them with ideas on how the building and its surrounding landscape might be developed to welcome visitors, and what their experience might be from their first glimpse of the park (1), through to their approach to the gardens and their return to the visitor centre.

The study was later extended to cover how visitors of different types might interpret the complex and extensive landscape and how they would be catered for and transported throughout their day.

The new approach is from the south by the Bell Gate, just as visitors used to approach in the distant past, and once through the gate they will be given a choice between Vice and Virtue (2) and their journey will begin. The study was presented to the Trust as an illustrated booklet. A sample page is shown below.

The Trust used the NBW study as a briefing document for the very successful visitor centre which is a skillful blend of old and new (3 & 4).



We have been masterplanners at Thorpe Park since its acquisition by Merlin and have been involved with the design of all the major projects since then.

The park is surrounded by lakes, the result of gravel working in the past (1). They are important for wildlife and the lakes to the south-west are part of a Site of Special Scientific Interest.

The last masterplan (2,3) sought to create more land and to increase wildlife habitats by making islands in one of the lakes which has given increased shelter to the whole site. At the same time the area of floodplain has been increased to help alleviate flooding in the area. The masterplans run over five and ten year time frames and includes a variety of attractions which will allow the park to evolve and satisfy its public.

Wildlife habitats have been created as a result of the land reclamation process (4).

At over 62m high the iconic structure of Stealth provides a focus for the park and has become a local landmark (5).

At Colossus we brought the public into and under the ride to enhance the experience for non-riders (6).

Tidal Wave is the ideal way to cool off on a warm day (7).

Nemesis Inferno used tropical vegetation and artificial rockwork to create its unique setting (8).



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NBW were commissioned by Warwick Castle to carry out a feasibility study for a Trust to take over Castle Park with the assistance of lottery funds.

A historical analysis of the park was undertaken along with studies of the woodland, buildings and water bodies before a series of costed options was formulated.

Canaletto was painting Warwick Castle in 1748 at the same time as Capability Brown was starting work in the park and his workmen appear in the picture (1).

The Paul Sandby view of 1776 saw Brown's work complete. This was a view that we hoped to recapture in the new approach to the Castle (2).

We had the use of low level air photography to aid our analysis (3,4).

One of six of the development options generated in the study (5).

The proposal would have brought Castle and Park together again (6).

Part of the visual analysis covered by the study (7).



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We have been Landscape Architects to the Castle since 1992 and were Architects and Project Managers for the award winning Kingmaker Exhibition.

The Castle looking out over Castle Park for which we prepared a feasibility study and application for Lottery funds (1).

Working with Archeologists and English Heritage, a strategy was evolved for the restoration of the 14th century vaulted undercroft so that it could be used to house an Exhibition depicting the story of Richard Neville 'The Kingmaker' and his call to arms in 1471 (2 to 5).

The scenes of the Kingmaker exhibition were designed into the undercroft which had largely become a forgotten space since Capability Brown raised levels in the courtyard and effectively buried it on one side.

The workshops, storage and kitchens were found other spaces within the Castle grounds.

The project was finished on time and on budget and won the English Tourist Board's Visitor attraction of the year.

6 A wall painting is added in the finale.

7 Projects within the grounds have included restoration of the mound and other areas of the park, glamping, lodges and new car parking and paths for the disabled.



The Wedgwood factory (1) was built in Barlaston Park after the war. It is a visionary, light and glassy building and is approached through delightful parkland (2).

NBW won a limited competition to provide a new visitor centre on the front of the building (far side of the aerial photograph) to access the factory tour.

We explored a number of different options for development: one option (3) sought to bring the parkland and garden experience right up to the existing building but to hide it to a large degree.

Another option (4) brought the public right up to the existing facade with new buildings forming a courtyard and with tensile membranes linking the buildings together. This allowed the factory to have some presence without dominating the scene.

Wedgwood was a dynamic business and the brief and budget moved with the aspirations of the company and so the final decision was to bring visitors to the rear of the factory, as they had before, and upgrade and extend the existing restaurant and retail facilities, (5) as well as providing a new exhibition and interpretive factory tour (6, 7). The visitors' approach is quite industrial and leaves them in no doubt that they are coming to the genuine factory.

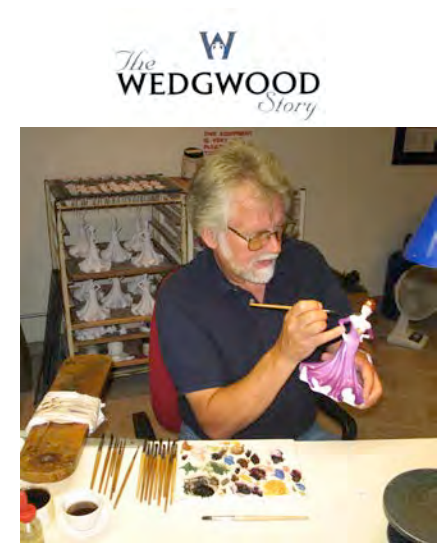
The new visitor centre was opened by the Duchess of York and won two English Tourist Board Awards.



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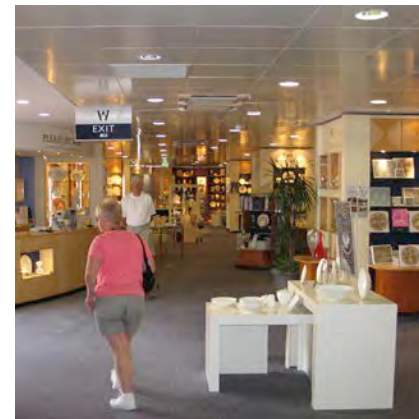
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Working for the Tussauds Group and Bedford Estates, we carried out a feasibility study for an attraction to replace the Safari Park. As part of this study a historical analysis of the park was carried out which traced its development from the 1661 plan to the present day. This allowed the evolution of a restoration strategy for the whole park and the satisfactory integration of the new development.

NBW's plans showing the development of the park over 350 years (1).

The west front of the house overlooking the Basin pond (2).

A detail from the 1661 plan showing the then house and its walled garden and a formal avenue leading off across the fish ponds (3).

The same area in the 1738 plan showing the new house with the pleasure grounds to the right and the circular "Bason" pond set axially in front of the house (4).

An extract from Humphry Repton's plan of 1805 showing how he wished to naturalise the water bodies and to do away with the axial approach (5). Both these things were carried out although the drive had reverted to the axis by the time of Queen Victoria's visit in the middle of the 19th century (6).



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1661

1738



1805



1901



The Present



The Future?