

# WEST PIER

## RENOVATION AND IMPROVEMENT

### EXISTING MATERIAL CONTEXT

#### EXISTING COLOURS:

The character of the West Pier area in Scarborough is defined by predominantly red and darker tones.

These tones are most visible across the amusement arcades, shopfronts and signage, where bright reds are used to attract attention and create a lively, energetic seaside atmosphere. Black is typically used as a contrasting colour for detailing, framing, and signage, adding definition.

A variety of other brightly coloured signage can be found along the seafront.

#### MASSING:

Existing buildings on the pier are predominantly 1 and 2-storey structures with pitched roofs positioned in a linear arrangement along the eastern side of the pier. The kiosks fronting Foreshore Road are an exception to this, positioned perpendicular to the other structures and constructed with mono-pitched roofs.

Buildings along Foreshore Road range in scale with heights between 1 and 4 storeys creating a varied roofscape which is reflected by the unusual design of the lifeboat station.



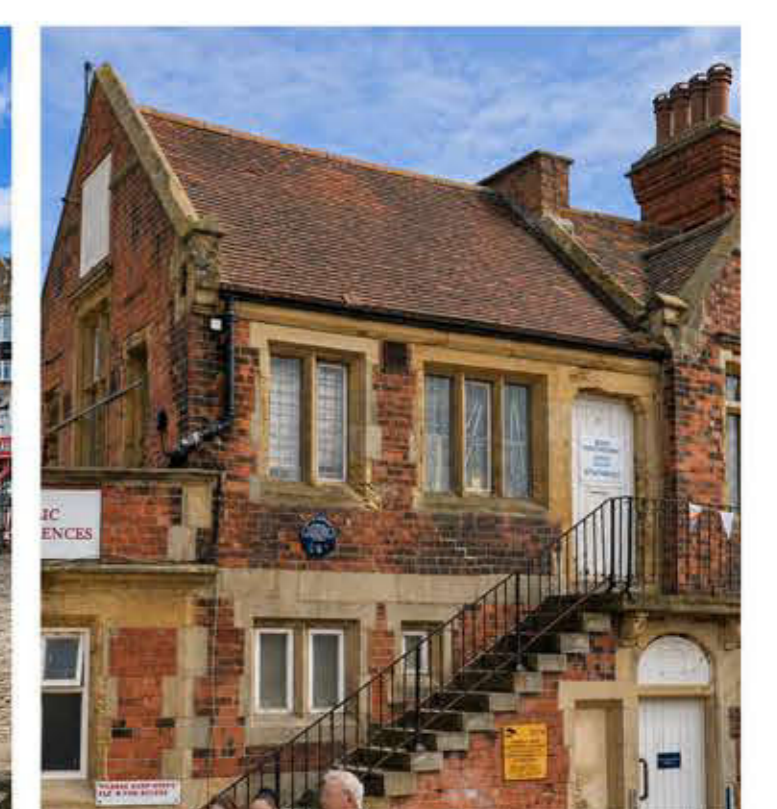
Existing Lifeboat Station - Google Maps (2026)

#### EXISTING MATERIALS:

The surrounding area features a mix of traditional and functional coastal materials. Red brickwork and rosemary tiles dominate the pier frontage, with sandstone detailing on Building 1, while Welsh slate roofs appear on Foreshore Road and the adjacent RNLI building. The Lifeboat Station also incorporates standing seam zinc and fibre cement cladding. Industrial buildings to the south feature corrugated metal roofs, and seafront buildings are generally rendered in neutral or pastel tones. Red is a prevalent colour across amusement arcades and shopfronts, alongside varied bright signage visible from the pier.



'Building 2' - Google Maps (2026)



'Building 1' - Google Maps (2026)

Existing shop frontages and industrial buildings surrounding West Pier Google Maps (2026)