



GREAT YARMOUTH
BOROUGH COUNCIL

Urban Regeneration Company Area Action Plan (Preferred Option)

part of the Great Yarmouth Local Development Framework

Options for building
the future of your town

Delivered by:



waterfront regen co

Two towns, one vision.

1st East is an Urban Regeneration Company aiming to generate economic growth by co-ordinating development in the brownfield and waterfront areas of Lowestoft and Great Yarmouth.

In partnership with: EEDA, Great Yarmouth Borough Council, Norfolk County Council, Suffolk County Council and Waveney District Council.

Halcrow is assisting 1st East with the masterplan options.

Vibrant economies, revitalised towns and a place where the environment comes first

Area Action Plan progress

A seven-week consultation (issues and options) with the public was launched in March 2006, which showed a range of ideas for regenerating and developing the two towns and asked for views on what was important to residents and businesses.



One overall regeneration plan has been created for each area (Area Action Plan Preferred Option) based on the views received in the consultation.

Great Yarmouth Borough and Waveney District Councils have approved these plans for public consultation from **5 January to 19 February 2007**. The full documents can be seen on-line at www.great-yarmouth.gov.uk and on www.1steast.co.uk, printed copies are available at Council offices, libraries and Community Liaison and Information Points (CLIPs).

Residents and community groups in Great Yarmouth can get further involved by joining a community forum, which is being set-up by 1st East. Visit the 1st East website for more details.

1st East Vision

Our vision is to make Lowestoft and Great Yarmouth great places to live, work and visit, building on the unique opportunities of our east coast location. Our plan supports business growth and in particular aims to build expertise in the environmental economy, on and offshore. People who value their environment, place and quality of life will want to live here.

Area Action Plan

The Area Action Plans contain the goals and objectives taken from 1st East's vision, which are then turned into economic and housing strategies designed to support existing businesses and encourage a more diverse economy and expand the housing market. Guidance is included to help ensure a high standard of future development and there are also transport and community strategies to ensure the plan is sustainable and can be delivered.

With 75 hectares of land available for redevelopment in Great Yarmouth, the Area Action Plans are mainly about creating new workspace and will have the capacity to achieve and even exceed the URC's target to create 2,000 new jobs in the two towns by 2011. Almost 2,000 new homes will also be built in and around the waterfront.

For further information contact

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If you would like this Urban Regeneration Company Area Action Plan in another language, large print, braille or audio format, please telephone 01493 846430 or email ldf@great-yarmouth.co.uk

Runham Broad (in the loop of the River Bure)

A new broad is proposed here, extending into the neighbouring land within the Broads National Park and creating a new year round visitor destination connecting the seafront with the Broads. This new mixed tourism/leisure and recreational development would feature a visitor centre, hotel and conference facilities with a mix of water areas for sports and recreation, quiet zones and areas of new wildlife habitat and conservation, as well as up to 80 new homes and commercial development.

Breydon Reach

There are two parts to this proposed development - the first is the extension of the current retail centre down to the water at North Quay including offices and up to 440 homes with a public walkway along the quayside and refurbishment of the pedestrian former rail bridge. A long term car park and public transport interchange is also proposed at the railway station.

On the opposite bank of the river at Bure Harbour a new marina and development of around 210 homes is suggested.

Haven Approach (the existing entrance to the town between Gapton Hall roundabout and the Haven Bridge)

A proposal for environment improvements and landscaping to create a more attractive approach to the town, with landscaping, contemporary street furniture and possibly public art. Improved links between Cobholm and Southtown.

Ice House Quay

(the west bank of the river Yare - south of Haven bridge)

This has the potential to become a vibrant & active new destination with mixed commercial and service uses including offices, specialist retail and bars/restaurants as existing businesses relocate to the South Denes, including speciality retail, residential uses and bars/restaurants. Redevelopment would take maximum advantage of the waterfront and heritage setting offering around 1200 homes. Further downriver at Southtown there is also a proposal being investigated for a waterfront extension to the college campus.

South Denes - comprising three distinct areas - South Gate, South Denes industrial (area surrounding Nelson's monument) and EastPort

South Gate is proposed as a mixed-use redevelopment, including the potential for live-work space and light industry and a possible landmark seafront leisure facility as well as a neighbourhood park.

South Denes industrial includes an enhanced setting for Nelson's Monument with leisure and recreation together with light industrial, offices, port and offshore uses. EastPort and the adjacent area as far north as the power station are reserved for port expansion and port-related and renewable energy activities.

Nelsons Bridge

A third river crossing is proposed to support the development of South Denes and EastPort. A preferred alignment is shown but a wider search area is also indicated until engineering studies are completed.



