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Waveney District Council

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Serving the Community

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# Lowestoft Urban Regeneration Company Area Action Plan (Preferred Option)

part of the Waveney 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.

Waveney District and Great Yarmouth Borough Councils have approved these Area Action Plans for public consultation from **5 January to 19 February 2007**. The full documents can be seen on-line at [www.waveney.gov.uk](http://www.waveney.gov.uk) and at [www.1steast.co.uk](http://www.1steast.co.uk); printed copies are available at Council offices and libraries.

Residents and community groups in Lowestoft 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 45 hectares of land available for redevelopment in Lowestoft, 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. Around 1,400 new homes will also be built in and around the waterfront.

### For further information contact

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[www.waveney.gov.uk](http://www.waveney.gov.uk)

If you would like this Urban Regeneration Company Area Action Plan in another language, large print, braille or audio format, please telephone 01502 523029 or email [planningpolicy@waveney.gov.uk](mailto:planningpolicy@waveney.gov.uk)

#### Portuguese

Por favor peça se desejar este documento: documento da Estrutura de Desenvolvimento Local, noutra língua, em impressão grande, Braille ou formato de audio, por favor telephone o seguinte número: 01502 523029

#### Chinese

此檔案本地發展架構文件備有各種語言及不同的型式版本，如字體方大、盲人點字或錄音聲帶等。如有需要請致電：01502 523029

#### Hindi

अगर आप इस स्था नी यति का सके सं धार का दस्ता वे जदू सरे मा या मे या हते हे या उसे पडे अक्ष र, प्रे ल या अ पण के मा ष्य म से ह्य सि ल करना या हते हे तो क प या 01502 523029 पर सं पके कि जी ए ।

## Action Areas

1st East has proposed six key action areas in each town where it will concentrate on attracting new investment. These are:

### East of England Park (Ness Point)

Idea for a new contemporary park and cultural events space north of Unilever which celebrates the most Easterly point in England. Next door will be 'Power Park' between Ness Point and Hamilton Dock. This will be a cluster of businesses with highly skilled workers in the traditional energy and the emerging renewable energy sectors and links with the OrbisEnergy Centre.



### Fishers' Wharf (the outer harbour)

Proposal for a new town destination with public access to the waterfront where there will be new marinas, restaurants based around the existing trawling industry and the fish market together with speciality shops and increased commercial activity. Traffic calming will improve the links with the town centre and London Road North. 80 homes are also proposed.



### Peto Square (Station Square)

It is proposed to move the railway station west to allow the creation of a new town centre public square with restoration of the heritage buildings together with new shops and office space set against a waterfront location. Moving the A12 out of the town will allow high-quality pedestrian, cycle and public transport linking the railway with bus services, potential roadtrain to the beach and water taxis on Lake Lothing.



Up to 380 homes will also be created.

### Kirkley Waterfront together with Waveney Campus (the southern side of Lake Lothing)

A new high-quality business and light industry park with a new East-West link road together with Waveney Campus - a major new public sector development involving CEFAS, Suffolk County and Waveney District Councils, as well as an enhanced area of open space stretching to the waterfront with all quays open to the public.



### Lothing Crossing

Two alternative options are proposed for a crossing at Lowestoft - one close to the current bascule bridge and the other over the centre of Lake Lothing. Both options will undergo costing and engineering studies to decide which is most suitable.

### Brooke Peninsula (the former Brook Marine works)

Suggestion for a high-quality marina/leisure and community development with around 500 new homes to provide high quality waterfront living and the potential for 50 water homes. This would be combined with mixed commercial and light industrial development.

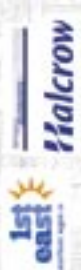


Links to new East-West road.

Artist's impressions are concepts only

# Lowestoft Area Action Plan Major Land Use Proposals

- |   |   |                         |
|---|---|-------------------------|
| <b>Land Use</b>   | Water   | Existing Residential    |
| Environmental Improvement Area                                      | Existing Commercial                                     | Existing Employment     |
| Mixed Town Centre Uses (Retail, Residential & Leisure)              | Port and Related Industries                             | Commercial Fishing Area |
| Mixed Use Predominantly Residential                                 | Possible Location for New Station/Transport Interchange | New Landmark            |
| Mixed Use Predominantly Employment                                  | New Community Facilities                                |                         |
| Mixed Use Predominantly Commercial                                  |   |                         |
| Existing Mixed Use Area with Potential for small scale Regeneration |   |                         |



- |   |                                   |
|---|-----------------------------------|
| <b>Infrastructure</b>                   | Railway                           |
| <b>Connections</b>                      | Local Connection                  |
| Pedestrian Route                        | Potential New Access & Connection |
| Search Area for Possible New Connection | ULPC Area Boundary                |

Lothing Crossing

East of England Park

Fishers' Wharf

Brooke Peninsula

Kirkley Waterfront

Peto Square



October 2006

Lowestoft Area Action Plan  
Major Land Use Proposals