The Lake Lothing and Outer Harbour Area Action Plan (AAP) is being prepared by Waveney District Council and 1st East to promote the regeneration of Lowestoft. The AAP is a Development Plan Document (DPD) that forms part of Waveney’s Local Development Framework (LDF) and extends to 2025. The AAP seeks to ensure that development is brought forward in a comprehensive, co-ordinated and thoughtful manner.

The Further Preferred Options Document is intended to provide a focus for consultation and discussion and is not the final AAP. We are looking to stakeholders and to the public to provide comment on the proposals to inform the final AAP Document to be prepared later this year.

The AAP Area
The AAP covers the area surrounding Lake Lothing and extends from Oulton Broad in the west, to the Outer Harbour in the east. The AAP also incorporates the Beach Industrial Estate and area to the east of the historic High Street.

In accordance with the Waveney Core Strategy the AAP seeks to support the creation of some 1,000 new jobs with a special emphasis on the energy sector, 1,500 new homes, a town centre extension at Peto Square, improved pedestrian cycle and vehicle links, flood risk management measures, and better connections to the waterfront.

AAP Preparation Process
The AAP was initially produced in January 2007 and was subject to consultation which received extensive feedback from the public. Since then a number of changes have occurred which have informed the revised AAP:
• The Waveney Core Strategy has been adopted as part of the LDF and sets a clear policy framework upon which the AAP is based;
• There have been changes to the planning regulations which update the requirements and process for preparing AAPs;
• There have been changes to other areas of national policy guidance relating to climate change, renewable energy and flood risk;
• Significant potential has emerged for off-shore wind farms in close proximity to Lowestoft providing great potential for economic growth;
• Further evidence has emerged relating to housing, flooding, renewable energy, sustainable construction, transport and viability of development sites;
• A number of large businesses have closed, or are closing within the AAP area (including Sanyo and Jeld Wen);
• The national economy has been hit by the recession which will have implications for the delivery of development in Lowestoft.

The AAP has been substantially revised to take account of these changes, as well as the comments received during the last consultation period.
The Area Vision

The following vision has been identified for the Lake Lothing and Outer Harbour Area:

By 2025 the Lake Lothing and Outer Harbour area will be an outstanding place to live, work and visit building on its unique location between the North Sea and the Broads. The area will have a strong economy and a supportive culture for business with particular expertise in the renewable energy and environmental sectors both on and off shore.

People will chose to live and work in Lake Lothing and Outer Harbour because of its job opportunities, high quality environment, sense of place and quality of life. The area will boast a variety of housing options to support the needs of a demographically diverse population. Existing and new residents will benefit from high quality amenities including town centre retail, culture, education, leisure and community facilities. The area will boast attractive waterfront areas to the sea, Lake Lothing and Broads, whilst the area will continue to operate as a successful port. Peto Square will provide a heart to Lowestoft, connecting the town centre to the waterfront and sea front and will be a place where people will want to spend time.

The area will benefit from better connections for pedestrians, cyclists and traffic with increased access to the water frontage, linkages across Lake Lothing and throughout the AAP area. There will be strong linkages to other parts of the town and the area will be fully served by public transport that will revolve around an interchange hub at the reconfigured Lowestoft Station. Development in the area will maximise strategic maritime connections between the North Sea and the Broads. Development around Lake Lothing and Outer Harbour will conserve and enhance biodiversity and create wildlife corridors to ease migration and expansion of habitats.

Lake Lothing and Outer Harbour will have led the way in ensuring development is sustainable with buildings that are highly efficient in terms of water, energy and waste. Despite increased risk of flood from climate change the area will be safe for residents and users alike due to a strategic approach to managing and mitigating flood risk across the AAP area.
<table>
<thead>
<tr>
<th>Policy Theme</th>
<th>Proposals</th>
<th>Policy Ref</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment and Economy</td>
<td>Support for the establishment of a hub for energy related sectors at PowerPark. The protection, enhancement, expansion and relocation of existing and new businesses within existing employment areas and other mixed use areas. Protection and enhancement of port operations.</td>
<td>EMP1 -4</td>
</tr>
<tr>
<td>Housing and Community</td>
<td>Provision of some 1,500 new homes within the AAP area, with residential development focussed within a new sustainable urban neighbourhood to the south west of the AAP area. Application of a risk-based and sequential approach to flood risk in considering residential areas. Housing built to a range of tenures, types and densities responding to diverse population needs. Housing built to high standards of sustainability. Appropriate social and community facilities to support existing and new residential communities.</td>
<td>HC1-3</td>
</tr>
<tr>
<td>Retail, Leisure and Tourism</td>
<td>Provision of an enhanced town centre, including facilities for shopping, leisure and tourism through expansion within Peto Square. Establishment of hubs for tourism and leisure activities within the AAP area.</td>
<td>RLT1 -2</td>
</tr>
<tr>
<td>Environment, Heritage and Character</td>
<td>Development built to the highest standards of urban design with enhanced public realm throughout the area. Connections to the waterfront enhanced, with increased public access in appropriate locations and enhancement of the historic scores to the east of the High Street. Historic buildings and conservation areas to be enhanced through development. New and existing areas of open space to be provided to meet the requirements of residents and visitors. Areas of high ecological value to be protected and enhanced. Linkages to be enhanced between the built up and natural area.</td>
<td>EHC1-4</td>
</tr>
<tr>
<td>Transport, Movement and Linkages</td>
<td>A sustainable approach to transport in the AAP area focussing upon reducing the need to travel by car and improving pedestrian, cycle and public transport facilities and connections between development sites. Southern access road to be created to the south of Lake Lothing to facilitate development of Kirkley Waterfront, Sanyo and Brooke Peninsula Sites. The railway station to be enhanced as an interchange and potentially relocated to facilitate the expansion of the town centre towards the waterfront. Development to be subject to travel planning and transport assessment.</td>
<td>TMC1-6</td>
</tr>
<tr>
<td>Flood Risk Management</td>
<td>A strategic approach to flood risk management through application of a risk based and sequential approach to development within the flood zone. Development to respond to flood issues and mitigate risk to future users through appropriate defence and design solutions.</td>
<td>FRM1</td>
</tr>
<tr>
<td>Water, Energy and Waste</td>
<td>Development within the AAP area to encourage energy generation within the area as part of on-site and area wide energy, heating and cooling networks, including new provision and connections with new or existing energy generating networks. Development to minimise use of water. Development will minimise the amount of waste generated through demolition, construction and operation of buildings.</td>
<td>WEW1-4</td>
</tr>
</tbody>
</table>
Lake Lothing and Outer Harbour Area Action Plan
Strategic Site Proposals

The AAP allocates a number of strategic sites for development. These sites have been identified as having significant opportunities for development and change. Each site represents land that is suitable and likely to become available for redevelopment in the period to 2025.

PowerPark (Policy SSP1)
PowerPark comprises the area south of Ness Point and west of Battery Green Road and includes Hamilton Dock, Waveney Dock, along with parts of Travel Dock and Outer Harbour. Much of the site is occupied by the Beach Industrial Estate.

The AAP seeks to support and encourage the following proposals for PowerPark to 2025:

- Reconfigured employment land and associated uses to become the focus of the energy industry in Lowestoft to provide up to 1,000 new jobs;
- Accommodation of the fishing activity;
- High quality building design, landscaping and public realm;
- Improved pedestrian, cycle and public transport links into the site;
- Upgraded flood defences;
- On-site renewable energy systems.

The Council and 1st East will work with existing occupiers to ensure that if necessary they are retained on site, or relocated to a suitable location in the AAP area, district or sub-region depending upon individual requirements.

Peto Square (Policy SSP2)
Peto Square represents the areas immediately north and south of the Bascule Bridge. The site contains the following features:

- Lowestoft Rail Station;
- Station Square;
- Commercial Road area (comprising former Aldi Site and ABP land extending to Town Quay);
- Bascule Bridge;
- Belvedere Road/South Quay.

The previous version of the AAP in 2007 proposed large scale redevelopment of this area, including the relocation of the Station by 400 metres to the west which received strong objections from the public. Since 2007 further work has been undertaken to investigate the potential for this area and the proposals have been refined accordingly to comprise the following:

- Peto Square will become a central focus for retail, leisure and commercial activity at the heart of Lowestoft;
- 17,500 sq m retail and leisure as part of a town centre development;
- Initial phase of development to comprise waterfront development south of Commercial Road;
- A future phase to include the relocation of the Station by 80 metres to the west and 40 metres to the south to facilitate a further retail and leisure development;
- New waterfront public space in front of the Customs House;
- New railway station facilities including improved waiting areas and taxi/public transport interchange;
- The retention and reuse of historic buildings, including the existing station buildings;
- New pedestrian and cycle bridge over Lake Lothing;
- Development of South Quay for commercial and port related activities with improved public realm;
- Improved flood defences.
**Kirkley Waterfront (Policy SSP3)**

Kirkley Waterfront covers the area to the north of Waveney Drive and is currently occupied by Riverside Road and the Jeld Wen factory which is due to close in 2010.

The previous version of the AAP included proposals for the Waveney Campus on this site (which has now been cancelled), waterfront housing and employment.

The revised AAP seeks to retain the waterfront for employment use as this presents a valuable asset to the Port and potential for future use by the energy sector. The revised AAP seeks to provide the following development in this location:

- Approximately 260 new homes as part of wider proposals for a sustainable urban neighbourhood comprising mainly terrace houses and town houses;
- Some 12ha of new/retrained employment land comprising office floorspace in the area surrounding Riverside Road;
- Waterfront employment to provide dock and mooring facilities;
- New open spaces;
- A new southern access road;
- Waterfront pedestrian and cycle route;
- Improved flood defences.

**Brooke Peninsula/Sanyo (Policy SSP4)**

This site provides a substantial area of underutilised or vacant industrial land. The previous version of the AAP focussed on Brooke Peninsula, however since 2007 the Sanyo site has become vacant and is therefore now included.

The revised AAP envisages the potential for residential led development in this location as part of a “Sustainable Urban Neighbourhood”. This will include the following features:

- Approximately 1,120 new homes including terrace houses, townhouses and apartments;
- New and enhanced open space utilising existing recreation ground adjacent to Jeld Wen, or a like-for-like reprovision within the site in areas at higher risk of flooding;
- Primary school and community hub comprising local shops and community facilities;
- Retail, restaurants, bars and tourism facilities in close proximity to the waterfront;
- Southern access road;
- Marina facilities;
- Mixed use employment to include office, research and development and light industrial;
- Pedestrian and cycle routes, including waterfront connection;
- Protection of the County Wildlife Site;
- Improved flood defences and land raising;
- On site-renewable energy systems;
- New pedestrian and cycle bridge across Lake Lothing providing connection to Oulton Broad North Station and Normanton Park.
Strategic Site Proposals

East of England Park (Policy SSP5)
The East of England Park was identified in the previous version of the AAP as having the potential for a new contemporary park adjacent to the seafront walkway, to celebrate the most easterly point of England. The site is currently characterised by underutilised and poorly maintained open space adjacent to the Birds Eye factory.

The AAP seeks to create a high quality landscaped area that includes the following features:
- Use of landscaping and public art to soften the impact of the Birds Eye factory;
- Cultural events field and play facilities;
- Improved steps and ramps to provide access to the sea front;
- Better links to the historic High Street via the scores;
- Pavilion/cafe/orientation facilities;

Kirkley Rise (Policy SSP6)
The area around Kirkley Rise has been identified as a strategic site due to its potential for significant change and its strategic location between Kirkley District Shopping Centre, Peto Square and Kirkley Waterfront. The site extends south of Horn Hill and is bounded by Clifton Road and Salisbury Road to the south.

The AAP seeks to encourage the following development in this location:
- Redevelopment of the area west of London Road South for residential, health centre, retail and commercial uses provided flood risk areas are addressed;
- Redevelopment of sites adjacent to Kirkley Rise/Horn Hill for residential and employment uses;
- Retention of employment activities within existing sites.

Other Development Sites
In addition to the main strategic sites, the following areas are identified for smaller scale development:
- Western End of Lake Lothing (SSP7) – tourism, residential and employment development in the area between Stanley Road and Bridge Road;
- Oswald’s Boatyard (SSP8) – development of this prominent site between Mutford Lock and the railway bridge crossings for high density housing, replacement library and community facilities.
- The Scores (SSP9) – small scale residential and employment development, along with environmental improvements in the area east of the historic High Street.
- Peto Way/Denmark Road Corridor (SSP10) – new employment premises in the area around Denmark Road and Peto Way.
Delivery and Implementation
In order to be adopted, the AAP must demonstrate that proposals can be delivered. It therefore includes a delivery and implementation strategy.

It will take considerable resources to realise the AAP vision and objectives and the Council will establish a partnership approach to implementation.

The AAP identifies the following infrastructure required to support development:
- A new primary school;
- Contributions to Secondary School provision;
- Southern Access Road to facilitate development of Brooke Peninsula, Kirkley Waterfront and Sanyo Sites;
- New pedestrian and cycle bridges at Peto Square and Brooke Peninsula;
- Healthcare space;
- Community and library space;
- Relocation of the station and new facilities;
- Upgraded dock facilities;
- Improved flood defences.

Developers will be expected to work with the Council to ensure that this strategic infrastructure is funded and delivered.

Have your say
Your views are needed to help with assessing the emerging ideas that are included within the Further Preferred Options AAP. Your views are sought on:
1. Whether you support the preferred policies identified for inclusion in the AAP;
2. Whether you think any other policies or additional criteria should be included or would be a better alternative;
3. Whether you have any comments on the proposals maps in respect of those designations and boundaries that link to policies in the AAP;
4. Whether you have any comments on the proposals maps in respect of other environmental protection areas and similar designations.

Next Steps
Following this round of consultation we will amend the document to take account of representations and comments. A revised ‘Submission Draft’ of the AAP will then be published for consultation in July 2010. We then anticipate that the AAP will be submitted to the Planning Inspectorate in November 2010 for examination and adoption in Spring/Summer 2011.

1. Issues and Options
   March - April 2006
   Consultation with the community and stakeholders on a range of options that could be included in the document.

2. Preferred Options
   January - February 2007
   Consultation on the final choice of options that will form the document.

3. Further Preferred Options
   April 2010
   Revised final AAP options in light of changes to the national, regional and local planning context.

4. Submission Draft
   July 2010
   Publication of final draft of the AAP to receive representations relating to the acceptability (soundness) of the document prior to submission to the Government.

5. Submission
   November 2010
   Submission of the AAP for Examination

6. Examination in Public
   March 2011
   The Planning Inspectorate considers whether the submitted document is acceptable (sound), taking into account any consultation responses.

7. Adoption
   July 2011
   If the planning inspectorate thinks that the document is acceptable, it will be adopted by Waveney District Council.

To read the whole document and to submit your comments go to www.consult.waveney.gov.uk

Alternatively send your comments to:
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