Lowestoft Lake Lothing & Outer Harbour Area Action Plan - summary leaflet

Further Preferred Options

Consultation Draft
23rd April - 4th June 2010
www.consult.waveney.gov.uk
We want your comments

Much of the area around Lake Lothing and the Outer Harbour in Lowestoft is ready for redevelopment. To address this, Waveney District Council and urban regeneration company 1st East are preparing an Area Action Plan (AAP).

This is a development plan that seeks to ensure improvements are brought forward in a comprehensive, co-ordinated and thoughtful manner.

But we need your comments. So a “Further Preferred Options” document has been produced to provide a focus for consultation and discussion. We want you to provide feedback on our proposals before we put together the final AAP document later this year.

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

The development seeks to create around 1,000 new jobs, with an emphasis on attracting 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.

Strategic Sites
The following sites have been identified as important to regeneration of the Lake Lothing and Outer Harbour Area:

- **PowerPark** - from Ness Point south incorporating part of the Beach Industrial Estate and the Outer Harbour.
- **Peto Square** - the area around Bascule Bridge including the station, Commercial Road and Station Square.
- **Kirkley Waterfront** - the area including Riverside Road and the Jeld Wen site.
- **Brooke Peninsula** - the area currently occupied by Brooke Industrial Estate and the Sanyo factory and including the open space between Lake Lothing and Victoria Road.
- **East of England Park** - the area to the north of Ness Point including part of the Denes.
- **Kirkley Rise** - the area south of Horn Hill, including the new Kirkley Rise road and Kirkley car park.

AAP Preparation Process
The AAP was initially produced in January 2007 and was subject to consultation which received extensive feedback from the public. It has been revised substantially to take account of a number of changes and the comments received.

What does it aim to achieve?

**Improved Connections** - the Lake Lothing and Outer Harbour Area will be enhanced through better connections around and across Lake Lothing.

Create a better relationship to the waterfront - development will utilize waterfront to the North Sea, Lake Lothing and the Broads through the establishment of appropriate areas for public access and improved connections to, and along, the waterfronts.

A Sustainable Urban Neighbourhood - up to 1,500 new homes are to be created, much of which will be accommodated on brown field land to the south west of the AAP area.

Creation of the PowerPark - Lowestoft is well positioned to attract the opportunities that will be brought about through off-shore energy generation. The PowerPark concept has been established to form an energy business cluster in the AAP area.

A central activities focus - Peto Square will act as an important hub between the town centre and southern parts of the town. Development in this area will encourage activity to cross the water and provide an attractive destination where people want to be.

Balance of employment and other uses - Lake Lothing and the Outer Harbour to retain the important role as a port and the location for a diverse range of employment activities. The distribution of land uses must be carefully planned so as not to undermine the ongoing employment potential of the waterfront and to ensure that conflicting uses are positioned away from each other.

Reduction in car travel - proposals seek to reduce the reliance on private car usage and to provide facilities and opportunities to walk or cycle around Lowestoft.

(continued on back page)
Lake Lothing and Outer Harbour Area Action Plan Strategic Sites
**New connections** - promotion of new pedestrian and cycle connections around the area. It includes provision for a new southern access road to unlock the development potential of the Kirkley Waterfront, Brooke Peninsula and Sanyo site. The potential for a future third vehicle crossing of Lake Lothing is also supported by the AAP.

**Support for the town centre** - the AAP seeks to ensure that new retail development takes place in locations close to the town centre and proposes an extension of the retail area to the north of Lake Lothing in Peto Square.

**Efficient use of resources** - the distribution of land usage should encourage area-wide energy, heat and cooling provision and water-efficient technologies through appropriate development within strategic sites.

**A strategic approach to flood risk** - the Council will lead a strategic approach to flood risk mitigation in implementing the AAP proposals and ensure that sensitive development takes place in areas that are at a lower risk of flooding.

**What are the major changes resulting since the last consultation?**

- **PowerPark.** Expanded employment area to include the Outer Harbour and replace the Fishers’ Wharf mixed-use project.
- **Peto Square.** Concentrates on leisure and retail development but no longer includes housing. The railway station relocation is proposed to be 80 metres west and 40 metres south with retention of the existing building.
- **Brooke Peninsula.** Expanded residential proposal to incorporate the Sanyo site. Homes previously in the Peto Square and Fishers’ Wharf are now allocated to this sustainable urban development.
- **A single third river crossing proposal near Brooke Peninsula.**
- **New emphasis on developing Kirkley Rise (Horn Hill) area.**
- **Focus on design, heritage, open space and biodiversity.**
- **Stronger emphasis on sustainable transport solutions.**

**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.

**View the document**

Copies of the Area Action Plan are available from the Marina Customer Service Centre, Marina, Lowestoft and can be inspected at District Council offices and local libraries.

Visit [www.consult.waveney.gov.uk](http://www.consult.waveney.gov.uk) to read the full document, view exhibition locations and submit your comments.

Comments can also be sent to:
Freepost RLYC-ZAYX-LXEL
Planning Policy,
Waveney District Council,
Town Hall,
High Street,
Lowestoft.
NR32 1HS
E-mail: planningpolicy@waveney.gov.uk
Telephone: 01502 523029

For further information on 1st East Urban Regeneration Company visit: [www.1steast.co.uk](http://www.1steast.co.uk)