

A stylized, colorful map of Lowestoft Town Centre. The map features a grid of streets with various building footprints, green spaces with trees, and a waterfront area with a pier, boats, and wind turbines. The title 'Lowestoft Town Centre Masterplan' is overlaid in large white text. Below the title, the date 'June 2020' is written. The logos for 'LD&A DESIGN' and 'EASTSUFFOLK COUNCIL' are also present. A compass rose is located in the bottom right corner, and a large blue and yellow triangle is positioned to the left of the council logo.

Lowestoft Town Centre Masterplan

June 2020

LD&A DESIGN

EASTSUFFOLK
COUNCIL



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25% off

Foreword

Lowestoft not only enjoys a rich history and heritage, it is also an ambitious town with a future full of promise and potential.

It already enjoys some significant advantages; a port in the best strategic location for serving the southern North Sea - with the massive economic opportunities presented through the huge growth in offshore renewable energy - tourism attractions along the incredible golden sands of its South Beach and a range of proposed large scale infrastructure projects including the Third River Crossing and the Lowestoft Flood Risk Management Project on the horizon.

To make the most of these opportunities, whether as a place to live, work or have fun, a prosperous town centre with a clear plan for positive change is required.

This masterplan, therefore, has been created to provide us with the tools we need to respond to the challenges we face and plan the changes needed to the way we use and enjoy the town centre. It is a plan which considers ways to repurpose and guide future development and to secure inward investment to revitalise the heart of Lowestoft.

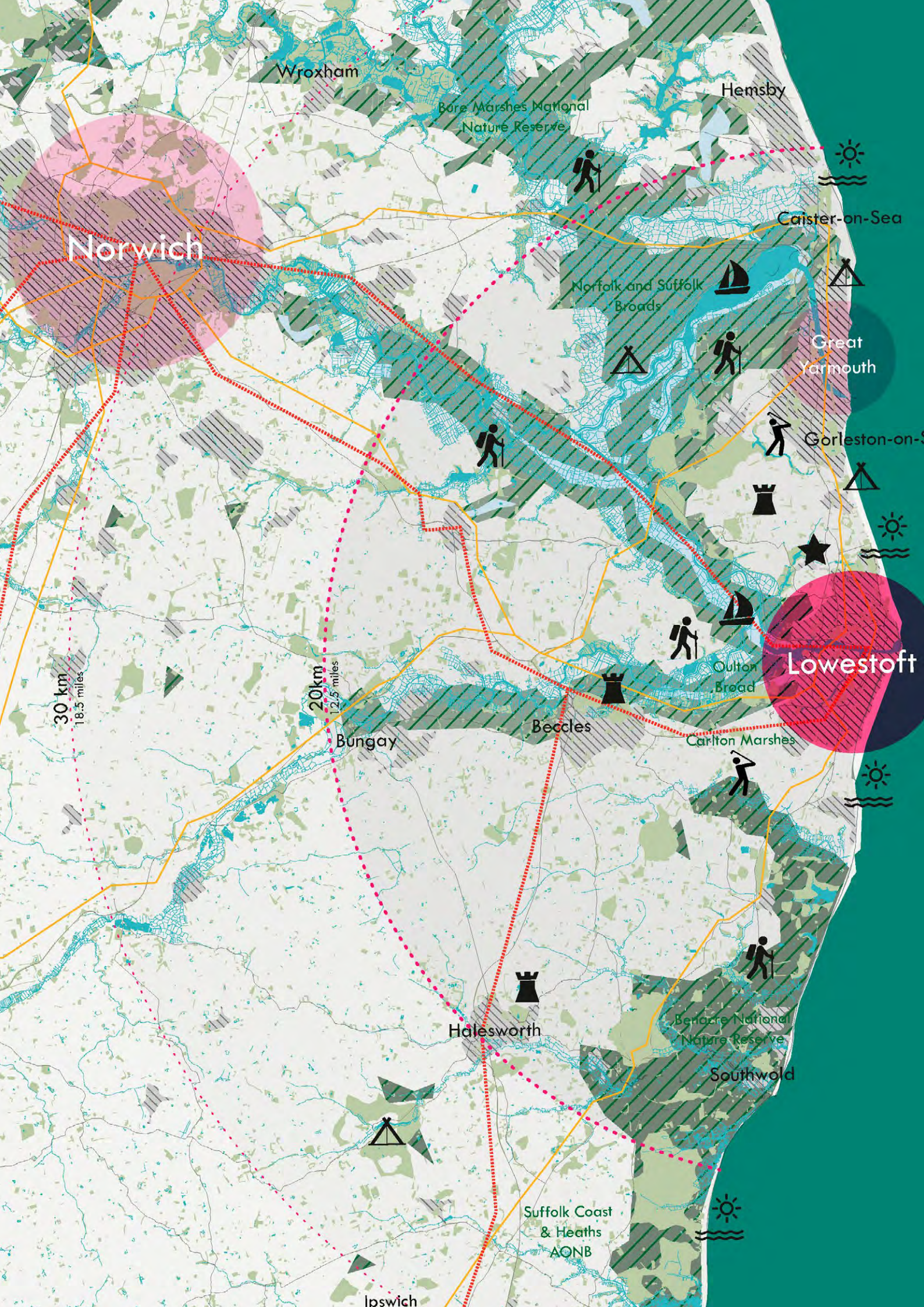
This is not just about construction or bringing older buildings back in to use, it is about setting out a clear vision, and our aspirations, based on what our stakeholders have said will give confidence to businesses, consumers, funders and investors in Lowestoft.

The masterplan is underpinned by four principal themes, climate, social, health and well-being and economic / technological changes. It is led by East Suffolk Council, working in partnership with Lowestoft Town Council, Lowestoft Vision, Suffolk County Council and Suffolk Chamber of Commerce and was developed through stakeholder workshops with representatives from across Lowestoft. It is a singular vision and direction for us all to buy in to as part of the wider 'Lowestoft Place Board' ambitions for the whole of the town.

This document provides the blueprint for change over the next 10-15 years but also incorporates more short-term activity from the outset which will help bring activity, jobs and business to the town centre. Set against the backdrop of Covid-19 a regeneration plan of this nature is even more important as we consider a new and different approach to all aspects of our lives and livelihoods. We are determined to 'restart' the town centre and setting it on an ambitious pathway to success could not be more timely.

Councillor Steve Gallant
Leader of East Suffolk Council

Stephen Javes
Chair of Lowestoft Place Board



Wroxham

Hemsby

Bore Marshes National
Nature Reserve

Norwich

Caister-on-Sea

Norfolk and Suffolk
Broads

Great
Yarmouth

Gorleston-on-Sea

Lowestoft

Oulton Broad

Carlton Marshes

Beccles

Bungay

Halesworth

Benacre National
Nature Reserve

Southwold

Suffolk Coast
& Heaths
AONB

Ipswich

Lowestoft - a great place to be

Lowestoft is Britain's most easterly town. It is located in the northern part of East Suffolk. With stunning sandy beaches, Lowestoft is in the centre of an attractive region that is popular with tourists, including sailing visitors from mainland Europe. This attractiveness of the town to residents and visitors is boosted further by its proximity to the Suffolk Coast and Heaths Area of Outstanding Natural Beauty, which offers 155 square miles of tranquil and unspoilt landscape, and to the Broads National Park, one of the UK's 15 National Parks and a haven for wildlife and recreation.

The town is a key operations and servicing port for the East of England Energy Zone, which is a global centre for oil, gas, nuclear and renewable energy generation and infrastructure. The Coast currently provides more than half of the UK's offshore wind power capacity. This sector in particular is forecast to grow considerably as more wind farms are consented and built. Looking forward, it is predicted that offshore wind will be a key driver for economic growth in Lowestoft over the coming decades, which should, in turn, act as a catalyst for delivering the wider regeneration plans across the town.

Sea



A map of Lowestoft, Suffolk, showing various development areas. The map is in a light grey tone with green stippled areas representing parks or green spaces. Dark teal lines and circles connect specific locations on the map to callout boxes. The callout boxes are dark teal with white text. The locations highlighted include The North Lowestoft HeritageAction Zone (HAZ), The Ness, Lake Lothing Third Crossing, Sustainable Urban Neighbourhood and Kirkley Waterfront, and Cefas new campus.

The North Lowestoft HeritageAction Zone (HAZ)

The North Lowestoft HAZ is a five-year programme developed in partnership with Heritage England. It will promote and deliver heritage-based regeneration in Lowestoft High Street, the Scores, and Whapland Road. It will help with the renovation and repair of historic buildings and public spaces to stimulate the economic revival of the area. The programme started in 2018.

The Ness

Lowestoft's newest park will improve access, knowledge, participation and enjoyment of North Lowestoft and its unique maritime heritage. The Ness will be naturally landscaped to maintain its heritage features with cycling and pedestrian access to the sea wall and the coastal path. There is an ambition to develop a landmark sculpture at Ness Point to draw visitors and tourists from around the country to Lowestoft and turn UK's most easterly point into an iconic visitor destination.

Lake Lothing Third Crossing

The Lake Lothing Third Crossing lifting bridge will connect Waveney Drive and Peto Way. The link will create opportunities for regeneration and development, and will help reduce congestion in the town centre and improve accessibility to it. The bridge is planned to open in 2023.

Sustainable Urban Neighbourhood and Kirkley Waterfront

The area will become a 60-hectare mixed-use development on underutilised and previously developed land. The neighbourhood will include 1,380 new homes, 12 hectares of employment land, a new primary school, improved public access to the waterfront, pedestrian and cycle bridge across Lake Lothing, and flood defences.

Cefas new campus

The Centre for Environment, Fisheries and Aquaculture Science (Cefas) has been based in Lowestoft since 1902 and now employs some 600 staff across campuses across UK and internationally. The Cefas administrative headquarters and research facilities at the end of South Beach in Pakefield have been recently redeveloped and extended, to improve the working conditions in the Centre and open it up to the local community.

A new dawn for UK's most easterly town

Lowestoft is changing before our eyes. A number of large-scale developments and initiatives, present and future, will shape Lowestoft for decades to come. Here's an overview of some of them.

PowerPark

PowerPark comprises 24.7 hectares of employment land. PowerPark offers port related facilities and builds upon Lowestoft's international position within the offshore renewables, oil and gas industry.

It is home to several offshore related companies and to OrbisEnergy which was built by Suffolk County Council in 2008. The state-of-the-art building has been developed to be the premier location for ambitious companies looking to harness opportunities in offshore wind, wave and tidal technologies.

This growing cluster of energy-related uses and activities will increase the long-term contribution of PowerPark to the development of the internationally significant energy sector across the East of England. This project is the perfect catalyst to boost employment and high skilled roles within the local area.

Lowestoft Flood Risk Management Project

The project aims to reduce the risk of flooding from the sea, rivers and from extreme rainfall. When finished in 2023, it will support the economic growth and regeneration of Lowestoft and reduce the risk of flooding to existing homes and businesses, in particular around the area from the Outer Harbour entrance through Lake Lothing to the A1117 Bridge Road crossing and Mutford Lock, which forms the boundary with Oulton Broad. The works will include a new tidal barrier and raised new or improved flood walls.

Southern Heritage Action Zone (HAZ)

Beginning in April 2020, the London Road South HAZ will deliver a four-year programme of physical improvements, community engagement and cultural activities to regenerate Lowestoft's town centre. The London Road South HAZ boundary runs from the Surrey Street junction with London Road North to just north of the Carlton Road junction on London Road South in Kirkley.

South Beach

The 2015 seafront vision highlights the regeneration opportunities and suggests some initial, deliverable and relatively low-cost ideas to help put Lowestoft back on the map for regional, national and European visitors including the highly successful First Light Festival which saw 30,000 people enjoy a free, non-stop 24 hour festival on Lowestoft's South Beach, running from noon on 22 June to noon on 23 June 2019, celebrating summer solstice. The festival marked the sunset, midnight and sunrise with interactive events including music, dance, kids and health and wellbeing zones, films, visual arts, a producers and makers market and local food and drink stalls, creating a new tradition for Lowestoft for years to come.



A blueprint for the regeneration of the town centre

This brochure outlines the principles of Lowestoft town centre's regeneration and presents the most important projects that the masterplan will aim to deliver.

The town centre Masterplan has been prepared against a backdrop of challenging patterns in the ways people spend their leisure time. New ways of socialising, shopping and entertainment has resulted in the decline of retail from the town centre to the internet.

The outbreak of Covid-19 in 2020 and resulting lockdowns across the world have accelerated processes of change that in many respects were already underway. The emerging picture of the world after the pandemic is requiring decision makers to rethink the future role of centres. It is therefore crucial to have a plan of regeneration that will help 'restart' the town centre and place Lowestoft's existing and new businesses on a trajectory fit for the new economic reality that will emerge as a result of the shake-up. It is more important than ever in this context that the masterplan sets out a clear vision and aspiration, giving confidence to businesses, funders, consumers and investors in Lowestoft.

The following pages summarise the outcomes of the market research and stakeholder discussions on what factors could move the town centre forward successfully.

Drivers of change

Lowestoft

DRIVER OF CHANGE



SUCCESS FACTOR



Flight of retail from the centre



More people in the centre. Re-evaluated size of retail core, new experiences and activities in the town centre.

Investments in renewable energy sector and Lowestoft emerging as the hub for the industry



Town centre booming with new marine research- and renewable energy-related jobs, including support businesses. Lowestoft's brand is innovation.

Changes to mobility and technology



More sustainable travel options, smart city infrastructure actively manages the town. The centre is fully digitised, with robust infrastructure.

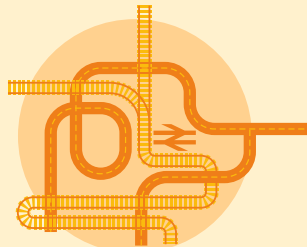
Tourism and visitors

Pedestrian and cycle accessibility and experience of the town centre



The town centre is inclusive, accessible and connected to South Beach, the Broads, Ness Point and boasts high quality design, attractive green spaces and exciting experiences. It becomes a hub for visitor economy.

Wider connections



The town centre becomes an attractive weekend destination, with diverse evening and nightlife experiences, some people move to Lowestoft to take advantage of location, house prices, lifestyle and quality of life.

Land and property values



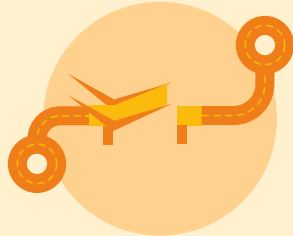
New homes appear in the town centre, in part delivered by public organisations, in part by private investment. They are interesting small, design quality-driven projects.

e and Success Factors for oft town centre

DRIVER OF CHANGE



Highway infrastructure improvements including the Lake Lothing Third Crossing



Heritage Action Zones



Social and demographic changes



Culture and leisure requirements and expectations



Climate change and sustainability requirements



Flood risks



SUCCESS FACTOR



Less traffic in the centre, improved connectivity between the town centre and neighbouring areas, improvements in public realm and new development opportunities.

Celebration of Lowestoft's built heritage, attractive public spaces, small, creative businesses flourishing in the Zones.

The centre is inclusive, safe and has activities for older people, including sheltered accommodation; to young people it offers meeting places, strong community, education services to help gain new skills / training.

Diverse theatre and cultural offer, attractive dining options, the town centre embraces the festival culture kick started by the First Light Festival.

The town centre is secured from floods through a system of flood defences. It embraces sustainability and biodiversity principles: from the way it is accessed to the way local community acts. New developments, regenerated spaces and retrofitted buildings maintain sustainability standards and enhance biodiversity.

The town centre is protected from floods by a system of flood defences.

The vision must capture how the town centre will implement the Success Factors - in order to respond to the challenges of the future - the drivers of change. These challenges are diverse and influence all aspects of the town centre as a place to live, shop, work and spend leisure time. Response to these challenges will not be achieved by reactive



infrastructure for a sustainable, low carbon future

promoting cycling, walking, public transport, micro mobility, creation of retrofit and low energy building standards and climate resilience



social equity

a town centre that caters for the needs of all, providing the services, homes, leisure and cultural offer for people at all stages of their lives, with places to come together as a community

'resolving' of problems as they emerge. There needs to be a comprehensive reimagining of the town centre as a place and a common thread of multiple projects and investments to achieve clearly defined outcomes across four broad areas:



facilitation of existing and new forms of economic activity

creating a wide range of jobs and entrepreneurial opportunities, as the economy and technologies evolve

active urban environment

an urban environment which facilitates, enables and promotes active lifestyle and recreational choices that promote long term health and wellbeing



THE VISION

In 2036, Lowestoft town centre is the thriving heart of the UK's most easterly coastal community.

It is a place that prides itself on its maritime past and future, celebrates its unique heritage and embraces cutting-edge innovation.

We want a future for Lowestoft town centre that gives everyone a better life.

A rich sense of place

The town centre sits at the heart of Lowestoft. It's a place which celebrates Lowestoft's rich maritime heritage, its seaside setting, but also looks forward at its future relationship with the sea.

In Station Square, beautifully restored Victorian architecture is an elegant backdrop for the arriving visitors; the murmur of a myriad of well-known cafés and restaurants and people enjoying the sight of boats going out to the sea create a warm welcome to a lively centre.

Travelling up London Road North the character changes: the variety of national brands invite you to browse and shop, while side streets boast independent vintage stores and craft shops. Further up glimpsed views of PowerPark and the North Sea on the horizon from the top of London Road North are a reminder of Lowestoft's unique easterly location that creates opportunities for the town's prosperity, as it has done for centuries. The northern end of London Road North is home to exciting start up offices and spaces.

The historic High Street and its crown jewel, the Town Hall, now have new uses which better serve the community. Creatives and spirited entrepreneurs live and work here. Independent cafes, art galleries, quirky hotels and B&Bs thrive. Visitors enjoy exploring the revitalised Scores, following in the footsteps of fishermen whose route from town to water's edge carved out narrow lanes in the cliff. Today the Scores lead to The Ness, a park that celebrates its unique heritage as Britain's most easterly park and seeing the sunrise first at Ness Point is a must-do tourist activity.

Cultural activities are part of life in Lowestoft, anyone can find something to lose themselves in, from art cravers and theatre buffs to cultural entrepreneurs building their futures through creativity. An imaginative, year-round calendar of community-led events, from summer festivals to winter food fairs, supports local talent and businesses.

The town centre is a social place; public spaces work well for people of all abilities; streets and squares are clean, green and free from clutter; people enjoy socialising and basking in the sun. There is a strong sense of ownership and pride in the community, empowered by taking part in the process of regenerating the centre. This sense of pride is underpinned by great efforts to ensure the town's climate resilience: construction of flood barriers, adoption of sustainable and low carbon solutions for how new spaces, buildings and retrofits are delivered and managed.

Dawn of a thriving economy

The town centre boasts a thriving business community, full of life from early morning when traders lift their shutters, through midday when workers from local business and PowerPark come for lunch, until dusk when friends gather after work for a bite to eat or go to the theatre. The centre has now become synonymous with energy of people.

Energy of the wind and sea is driving force for the local economy. Marine and offshore energy industries offer great job opportunities for local people right in the heart of the town.

The energy of students drives the exploration of the frontier of marine science and sustainable energy and the partnership between education and industry equips locals with the necessary skills and knowledge to begin an exciting and fulfilling career. Marine science students and researchers come up with new ways of sustainably working with the sea and share their work to inspire locals to join them.

Energy of artists fills the Town with creativity and art. The High Street, Scores and Whapload Road and cultural providers in the town centre have established themselves as places for creative minds who look for an inspiring environment to explore their concepts and ideas. The Town Hall creative hub is a great community space that offers places to work, network and take part in events.

Energy of innovators and entrepreneurs inspires new ways of bringing great minds together. Synergies between marine science, renewable industry and art create opportunities for new business ideas and Lowestoft's entrepreneurs make the most of them.

Transformed connectivity

Lowestoft is an exciting destination for day-trippers and a great base for those wanting to explore the Broads and beyond. The town benefits from good rail and bus links to Norwich, Ipswich and surrounding towns and villages, attracting visitors from near and far.

Cycling and walking has been prioritised, creating opportunities to live a healthier lifestyle. The extensive foot and cycle path network has gradually grown and now connects residential areas with workplaces; wide sandy beaches and the Broads.

High quality public transport embraces low carbon principles, with electric and hybrid vehicles, and a new sustainable public transport solution that connects Lowestoft north-south from Sparrows Nest to Pakefield.

Car parking options around the centre are strategically located and easily reached. The Lake Lothing Third Crossing has helped reduce heavy traffic in Lowestoft. Station Square is now free from noise and pollution and has become a great place for pedestrians and cyclists. The town centre has become largely car-free and is a safe and accessible environment for all residents and visitors.

The town is at the forefront of digital connectivity. Fast and robust free wireless internet is available everywhere in the town centre for visitors and residents to benefit from. Great broadband makes it easy for businesses to take advantage of the opportunities global connectivity brings.

Station Quarter

Lowestoft's most important arrival space by rail, car and boat should provide a welcoming experience that sets the tone for the rest of the town centre. The construction of the Lake Lothing Third Crossing and reduced traffic on the Bascule Bridge provide an opportunity to regenerate Station Square and create a new character around it based around cafes, restaurants and al fresco dining opportunities. The area north of the Bascule Bridge is an important connection between the town centre and the Victorian resort on South Beach. The regeneration efforts should concentrate on maintaining and strengthening that link and creating continuity of evening economy character of both the South Pier and Station Square. The diverse, characterful streets and spaces around Station Square will create a strong sense of identity and encourage curiosity, giving this area a very well-defined character and charm.

Four distinctive

The Heart of Lowestoft

The central part of London Road North will continue to provide a focal point for the town centre's retail offer, which will be anchored by a number of national outlets. The library, the Marina Theatre, and a potential new cultural and leisure centre will give this quarter a strong and diverse character, helping drive footfall outside shopping hours and create a rich cultural offer in the centre. New and improved public spaces will link it to dining opportunities around Station Square and the new experiences of the Innovation Axis.

An aerial map of Lowestoft town center. The map shows building footprints in white and green, streets in grey, and a river in blue. A green area in the upper center is outlined with a solid green line. An orange area in the lower left is outlined with a solid orange line. A yellow area in the center is outlined with a dashed yellow line. A red dashed line outlines a small area on the left. A blue dashed line outlines a small area on the right. The text 've quarters...' is in the top left.

ve quarters...

Historic Quarter

The historic High Street and Triangle Market area is best positioned to become Lowestoft's creative district, building on the place's importance to the heritage and identity of Lowestoft. Regeneration of the Town Hall, Scores and Triangle Market, as well as restoration of many private historic buildings and shop fronts will breathe new energy into the area and encourage creatives to settle here. They will enjoy the availability of flexible studio / working spaces off High Street and at the bottom of the Scores and a great sense of community.

New independent shops, galleries, boutique B&Bs, creative work-live spaces and eateries will continue to open, contributing to the a unique, quality sense of place for visitors and residents alike.

Innovation Axis

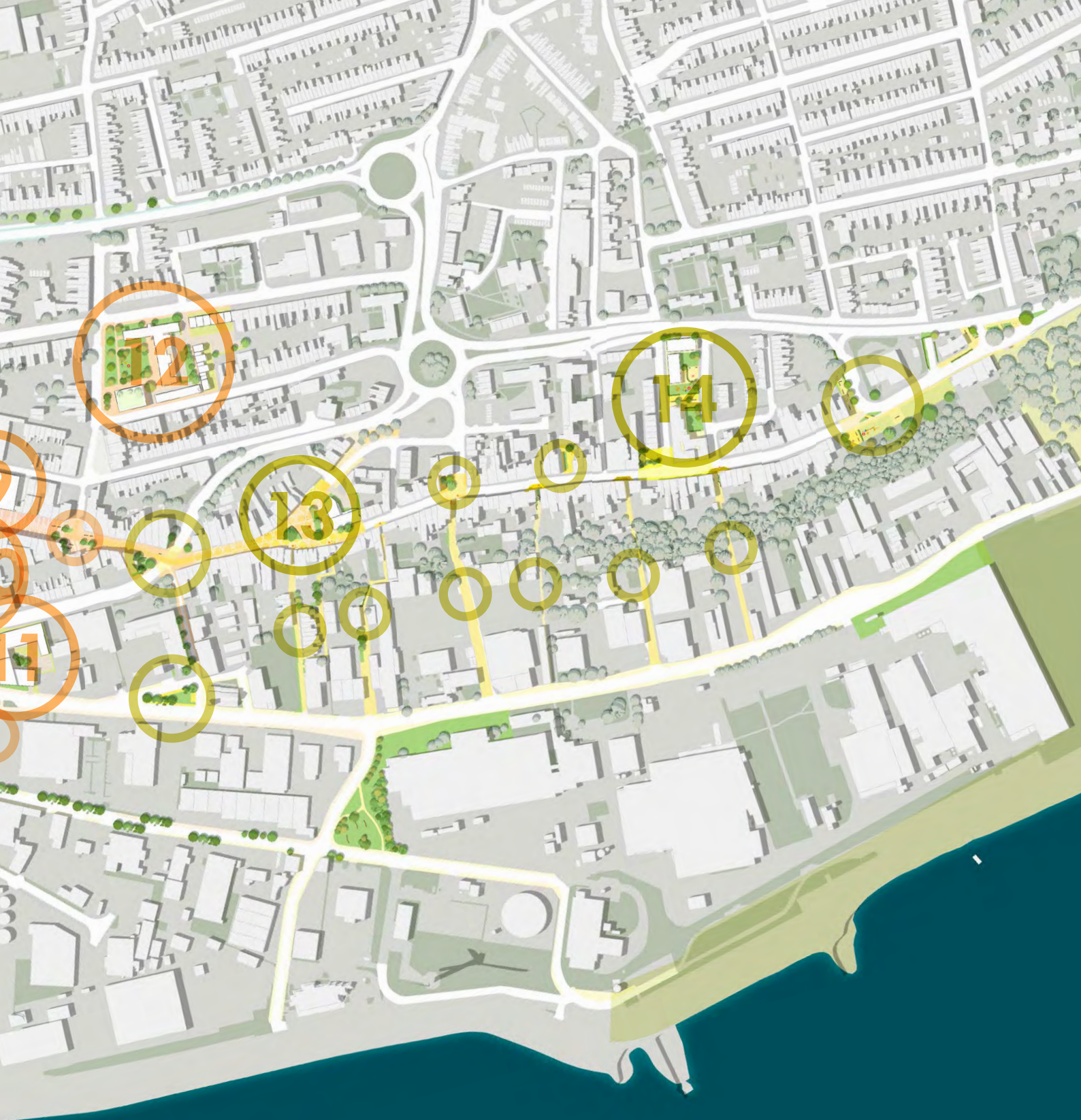
The northern end of London Road North benefits from its proximity to the historic High Street and PowerPark. The pedestrian and cycle connectivity between these areas will be strengthened and improved. This link to Lowestoft's economic powerhouse could help establish area's new identity, potentially as an entrepreneurial, innovative 'new Lowestoft'.

The area offers a unique opportunity to harness and anchor the success of Lowestoft's marine research and renewables industry in the town centre. The proximity and direct linkages to PowerPark will welcome an influx of related uses into the town centre: education and training facilities, business and research uses.



...for a diverse town center

If you would like to learn about opportunities not detailed



Centre full of opportunities

In this brochure, please refer to the Masterplan document.

Station Quarter

The regeneration processes and projects in this area will focus on:

- creating a positive gateway experience around the railway station and the Bascule Bridge, related to the food & beverage offer;
- maintaining the coherent and well-articulated character of the area;
- creating opportunities for a positive waterside public realm;
- mitigation of the hostile port environment.

Station Square

Public realm revamp to make it a great arrival space and a premier location for a diverse evening economy

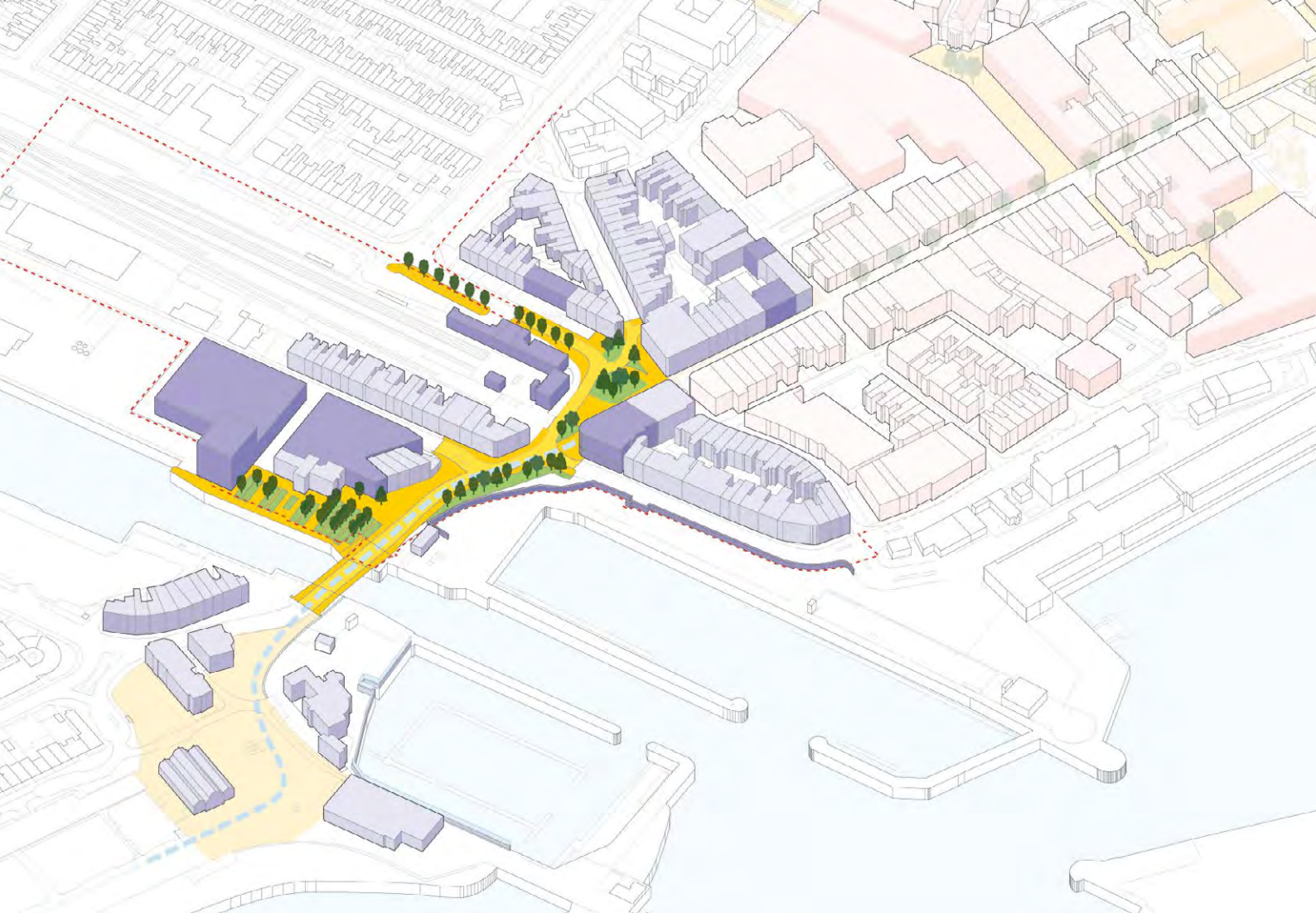
18 Bevan Street East / Denmark Road

Development opportunity: leisure/restaurant and up to 8 new homes

Former Post Office

Regeneration of the Grade II listed building and new homes at the back of the site





Bevan Street East and Suffolk Road

Public realm improvements to encourage cafe and alfresco dining culture

Railway Station

Improvements to the existing building, including a rooftop restaurant

Tuttle's Building

occupation of the ground floor and serviced apartments / B&B

Tidal barrier

Flood defence project that provided crucial defence against floods and that contributes to the public realm experience and creates a positive interface with the sea

Commercial Road

Public realm works to reduce noise, pollution and improve traffic flow

Custom House and QD site

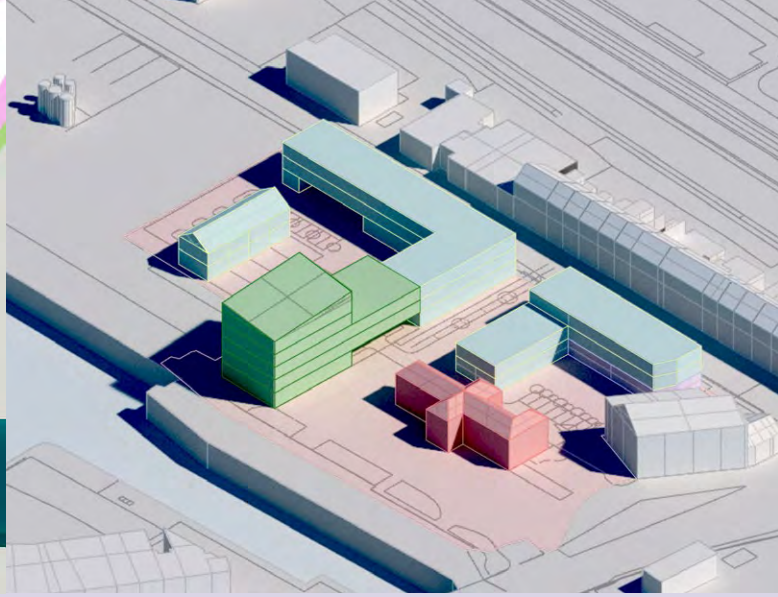
Regeneration of the Grade II Custom House, new homes, hotel and high quality waterside public realm

East Point Pavilion

Regeneration of the building to house tourism industry start ups and food and beverage hall

Urban design framework - Station Quarter

-  Primary public spaces
-  Secondary public spaces
-  Potential new development opportunity
-  Potential regeneration opportunity
-  Town centre gateways
-  Important connections
-  Proposed new public transport solution route
-  Potential for taller structures
-  Existing important tall structures
-  Important views
-  Important destinations
-  Proposed new frontages
-  Existing frontages
-  Existing frontages with encouraged flexibility of uses
-  Proposed new open spaces
-  Proposed improvements to green existing public spaces
-  Improvements to the connection between the centre and Ness Point
-  Wayfinding 'nodes'
-  Potential for public art



Custom House and QD sites regeneration and redevelopment

This opportunity could deliver:

- a mixed use development that brings vitality to the town centre
- a new high quality, waterside public realm that acts as a link between South Beach and the centre
- a landmark hotel building
- regeneration of a Grade II listed Custom House.

Site area:	0.96ha
Hotel:	47 rooms
Restaurant / pub:	630sqm
Retail:	450 sqm
No. homes:	
- Apartments:	56 (40% 1-bed, 60% 2-bed)
- Terraced houses:	5 (3-bed)



Former Post Office building regeneration and redevelopment of the site

This opportunity could deliver:

- new use for the Grade II listed Post Office, contributing to evening economy;
- contribution to the vitality of the town centre, through new residential offer.

Site area: 0.11ha

Restaurant / pub: 630sqm

Retail: 450 sqm

No. homes:

- Apartments: 5 (40% 1-bed, 60% 2-bed)

- Mews houses: 2 (3-bed)

4





1



Heart of Lowestoft

The regeneration processes and projects in this area will focus on:

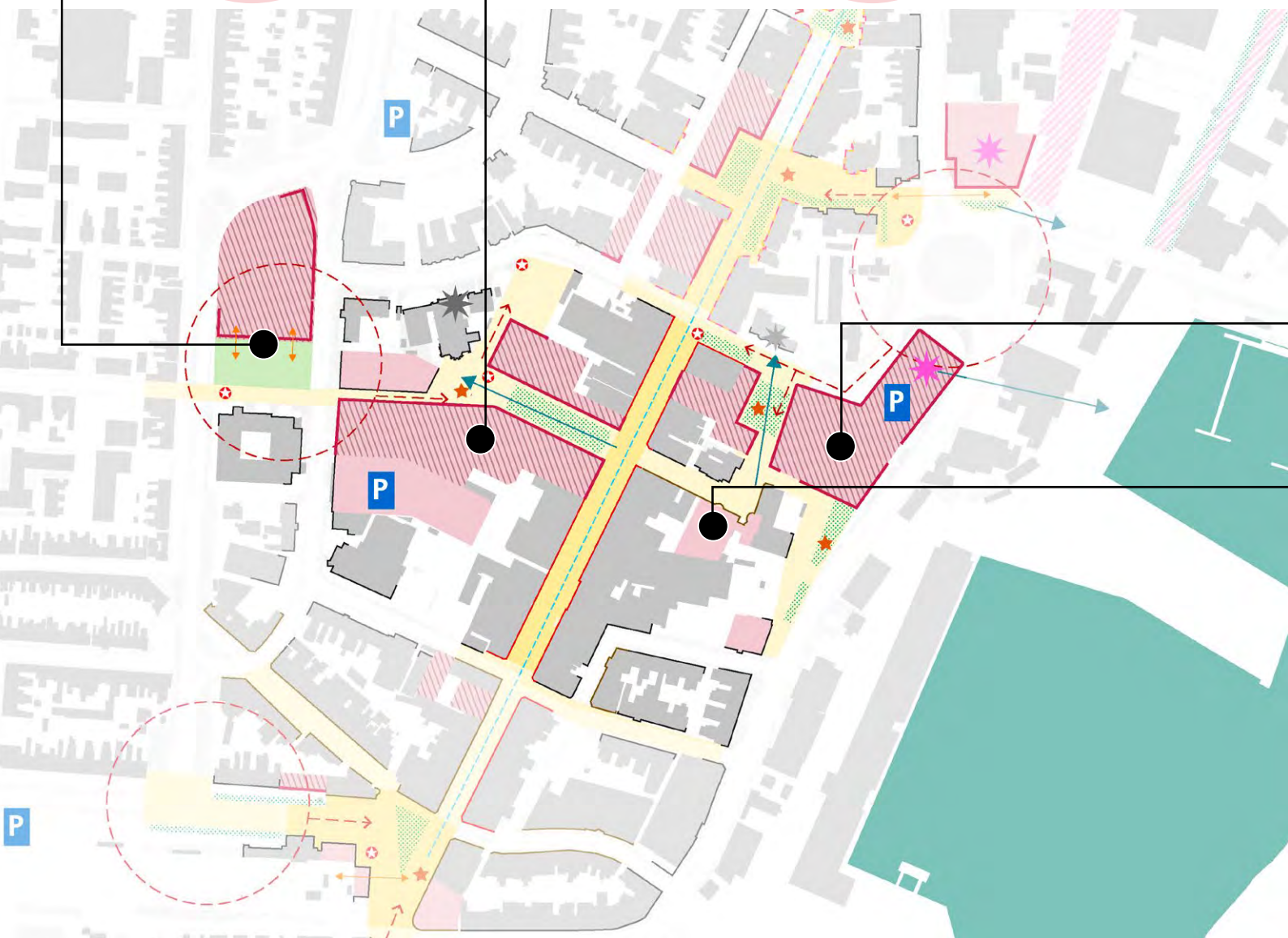
- maintaining and strengthening the retail and culture driven character of the area;
- creating a variety of experiences to increase the area's appeal to different groups;
- improving links to the residential areas west of the town centre.

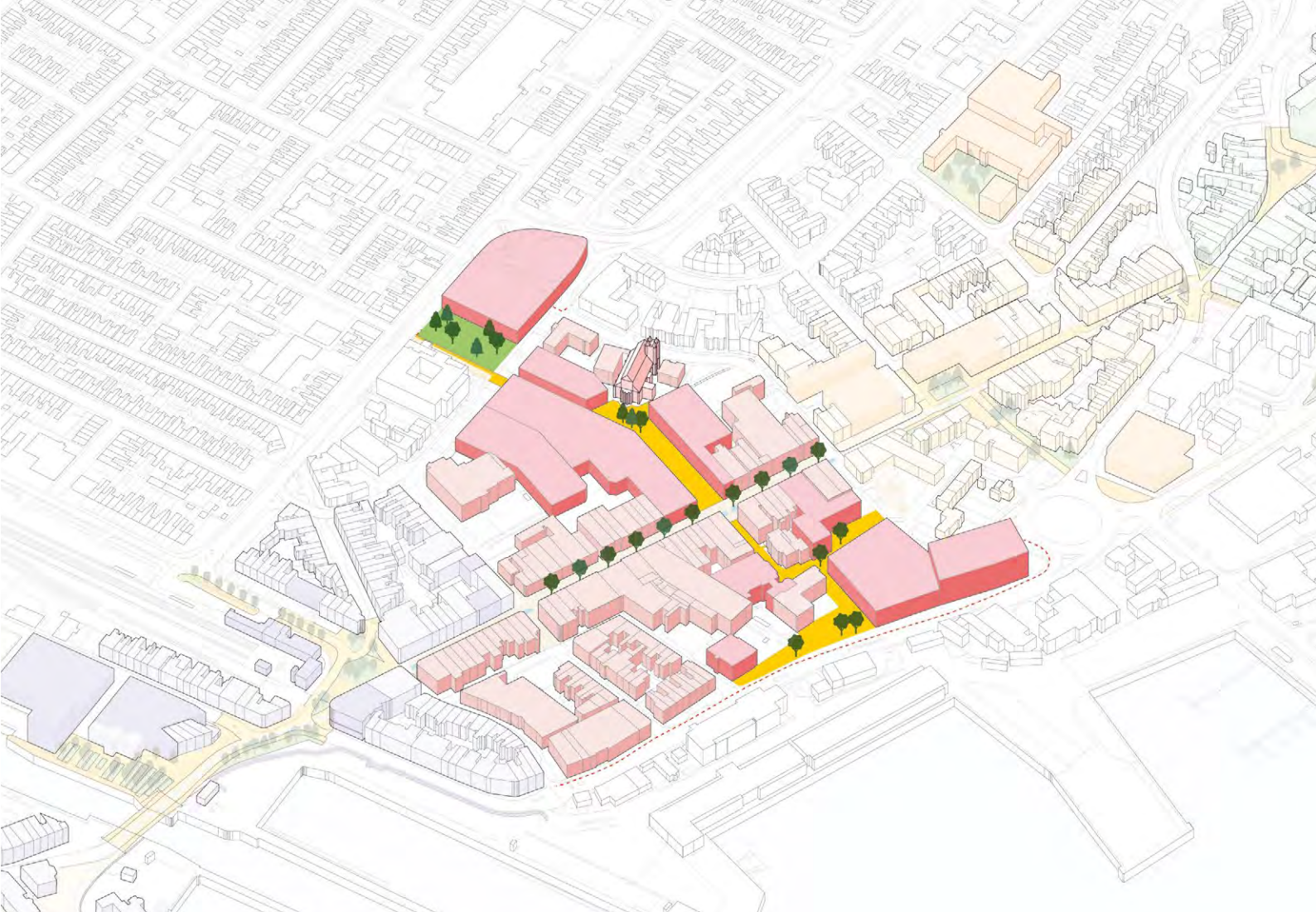
Clapham Road car park

A new public park improving pedestrian and cycle connections in Lowestoft, care / retired living facility and new homes

Britten Centre

Redevelopment of the shopping centre to include great public spaces, improved bus station, new homes and community spaces





Wilko and Battery Green car park

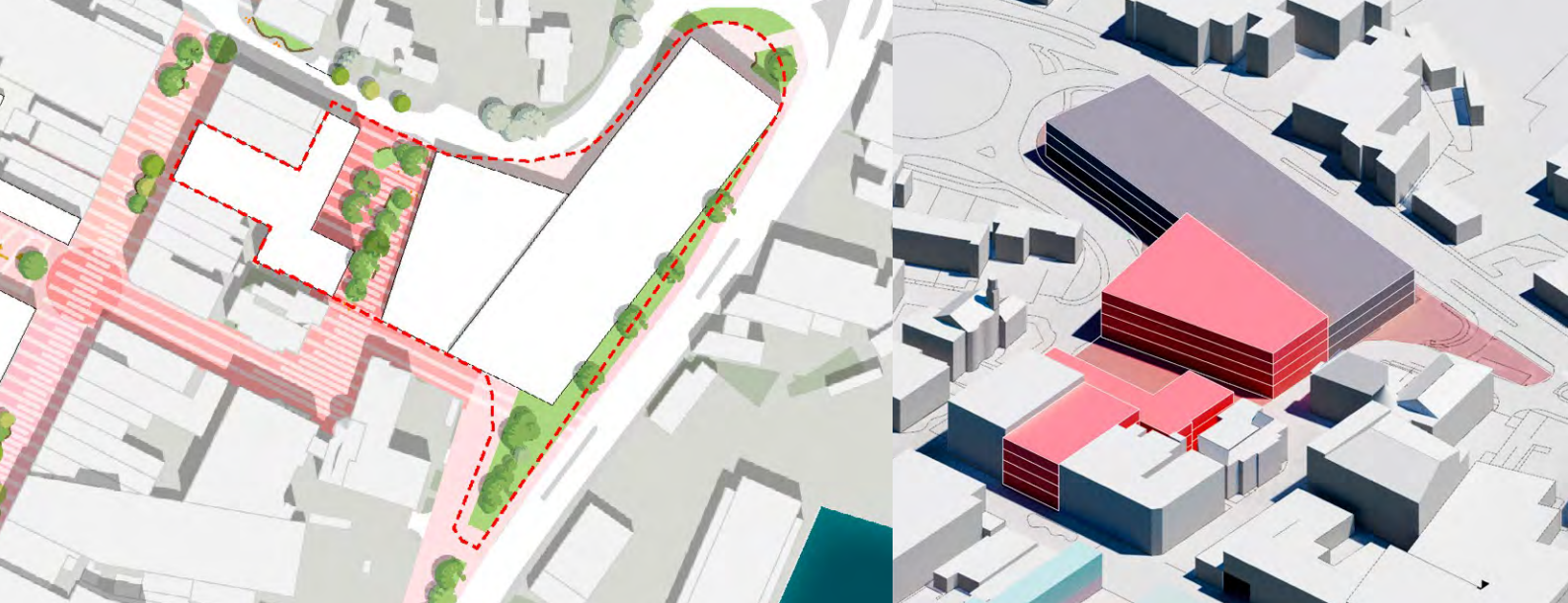
New leisure and cultural hub for Lowestoft, with high quality public realm and restaurants

Marina Theatre and Theatre Garden

Regeneration of the theatre building to improve accessibility and cultural offer, and new public spaces

Urban design framework - the Heart of Lowestoft

-  Primary public spaces
-  Secondary public spaces
-  Potential new development opportunity
-  Potential regeneration opportunity
-  Town centre gateways
-  Important connections
-  Proposed new public transport solution route
-  Potential for taller structures
-  Existing important tall structures
-  Important views
-  Important destinations
-  Proposed new frontages
-  Existing frontages
-  Existing frontages with encouraged flexibility of uses
-  Proposed new open spaces
-  Proposed improvements to green existing public spaces
-  Improvements to the connection between the centre and Ness Point
-  Wayfinding 'nodes'
-  Potential for public art



Wilko and Battery Green car park

This opportunity could deliver:

- a mixed use development that brings vitality to the town centre with leisure and cultural uses;
- a new high quality public realm that is an appropriate setting for the Marina Theatre;
- a landmark building for the PowerPark / town centre gateway;
- an opportunity to experience the proximity to the sea thanks to a roof terrace.

Site area:	0.89ha
Cultural, leisure, f&b and ancillary uses:	8,825sqm
Car park:	ca. 350 spaces

5



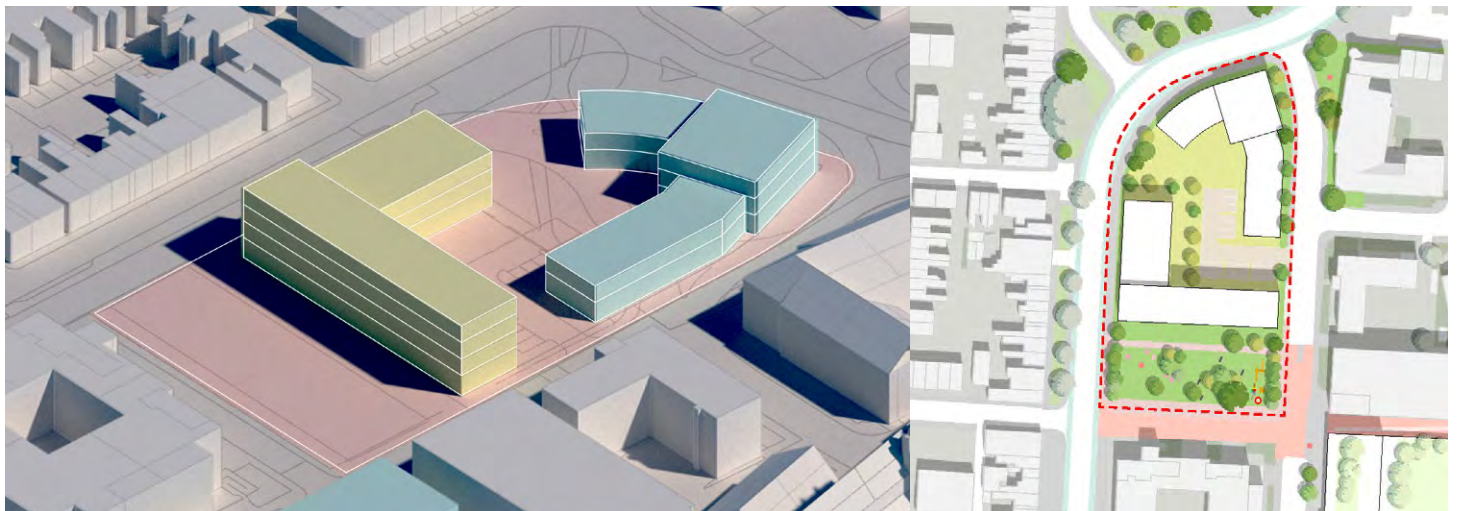
Britten Centre redevelopment

This opportunity could deliver:

- a mixed use development that brings vitality to the town centre through retail, community and residential offer;
- high quality, active public realm that links the residential areas with the town centre;
- an attractive public transport hub.

Site area:	1.27ha
Retail and restaurants:	6180sqm
Community:	220sqm
No. apartments:	119
	(40% 1-bed, 60% 2-bed)

6



Development at Clapham Road car park

Site area:	0.66ha
Retired living facility	
No. rooms:	106
No. apartments:	31
	(40% 1-bed, 60% 2-bed)

7

This opportunity could deliver:

- a mixed use development that brings vitality to the town centre through sheltered accommodation and residential offer;
- high quality public realm that links the residential areas with the town centre;
- a new park in the centre that improves biodiversity and climate resilience.





6

Library

Innovation Axis

The regeneration processes and projects in this area will focus on:

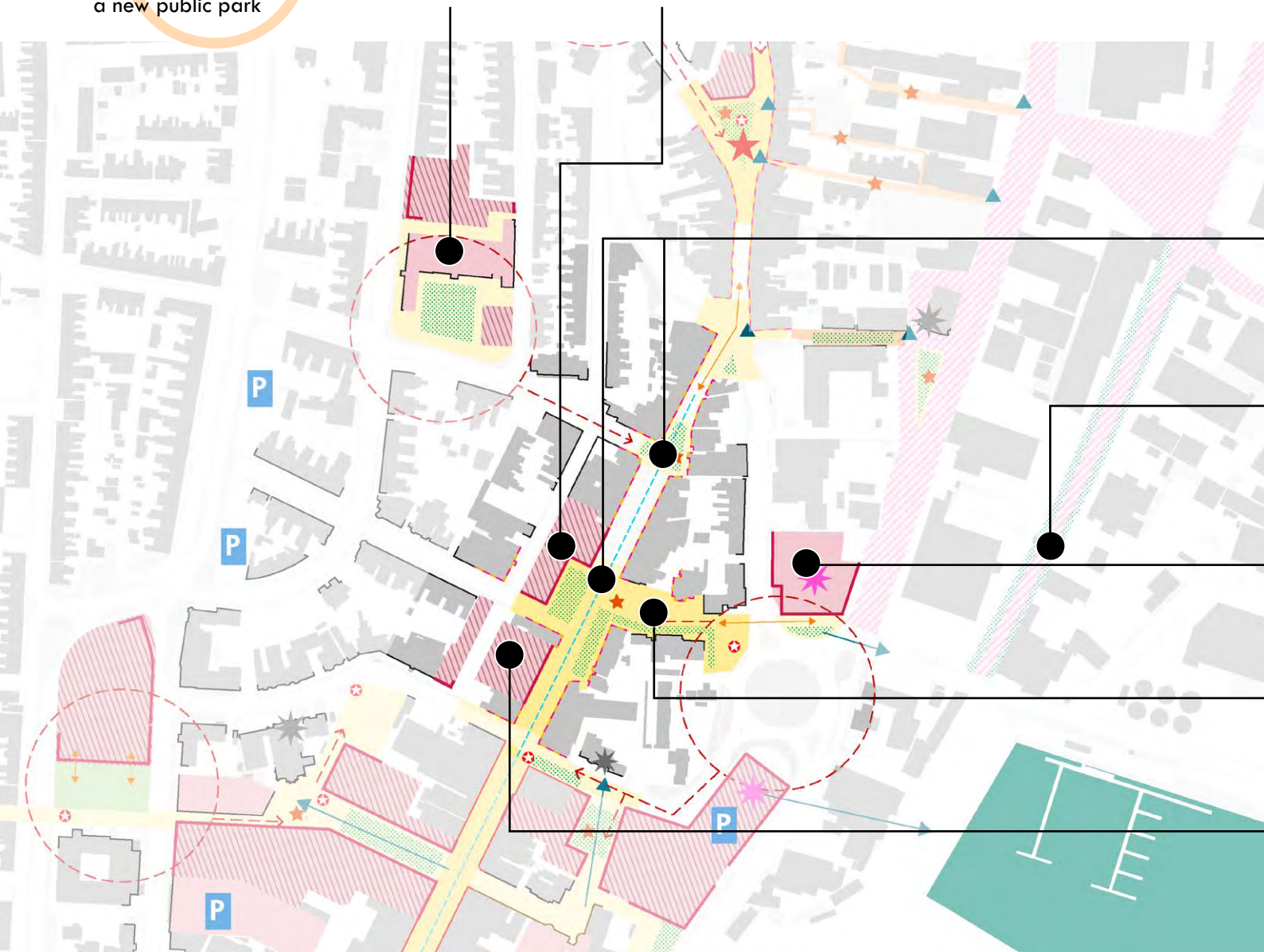
- creating a flexible environment for new uses, in particular for businesses, education and community facilities;
- creating direct, high quality pedestrian and cycle links between the town centre and PowerPark;
- creating educational and skills-building opportunities.

Former Hospital

Mixed-use development including regeneration of the listed hospital buildings to house a care facility, new homes, a shop and a new public park

Marine Research Centre

New spaces for learning and research, including new public realm





Urban design framework - key

-  Primary public spaces
-  Secondary public spaces
-  Potential new development opportunity
-  Potential regeneration opportunity
-  Town centre gateways
-  Important connections
-  Proposed new public transport solution route
-  Potential for taller structures
-  Existing important tall structures
-  Important views
-  Important destinations
-  Proposed new frontages
-  Existing frontages
-  Existing frontages with encouraged flexibility of uses
-  Proposed new open spaces
-  Proposed improvements to green existing public spaces
-  Improvements to the connection between the centre and Ness Point
-  Wayfinding 'nodes'
-  Potential for public art

Public realm improvements to London Road North / High Street

Improving biodiversity and public life experience, counteracting loneliness

Improved route to Ness Point

Improved pedestrian and cycle experience to encourage more visits between the centre and UK's most easterly point

Whapload car park

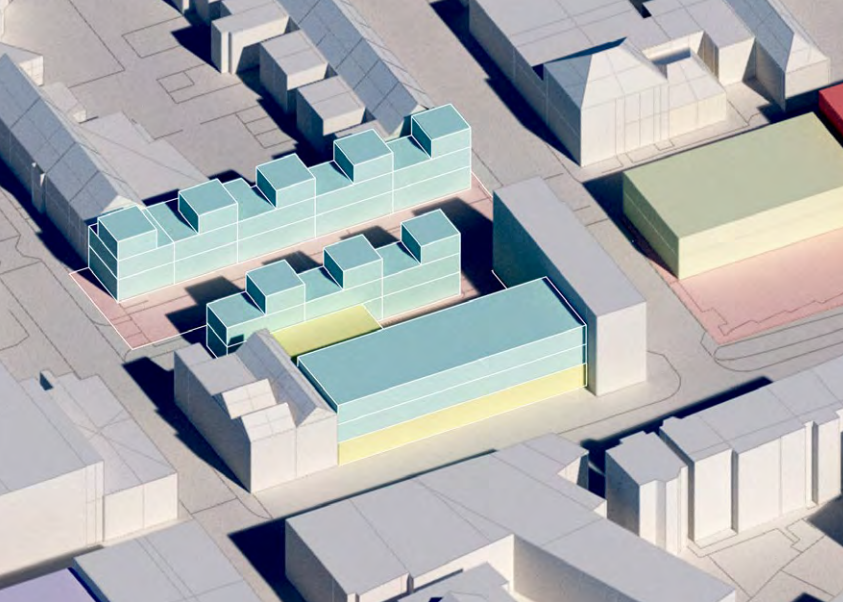
New, iconic development at the PowerPark gateway to the centre, including student housing or office spaces

New connection to PowerPark

Direct pedestrian and cycle link between the centre and Lowestoft's economic powerhouse

Former Tesco site

New homes, community spaces and high quality public realm - a living street



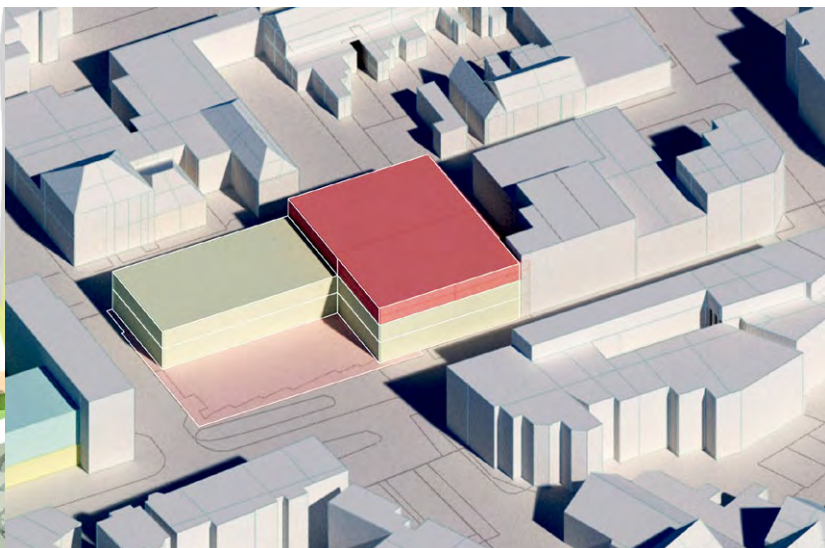
Redevelopment of the former Tesco supermarket site

This opportunity could deliver:

- a mixed use development that brings vitality to the town centre through retail, community and residential offer;
- improved connectivity and permeability in the town centre;
- a new public open space that boosts biodiversity in the town centre.

Site area:	0.25ha
Community:	660sqm
No. homes:	12
- Apartments:	(40% 1-bed, 60% 2-bed)
- Mews houses:	8 (3-bed)

8



Redevelopment of the former Beales department store study

This opportunity could deliver:

- a learning and research hub that animates the town centre;
- high quality public realm that act as a focal point of the northern end of London Road North;
- an attractive public transport hub.

Site area:	0.18ha
Research & education, with ancillary uses:	2310sqm
Rooftop restaurant:	680sqm

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Development at the Whapload Road car park site

This opportunity could deliver:

- a new architecturally striking focal point at the gateway to the town centre and PowerPark;
- improvements to the pedestrian and cycle connectivity, with attractive public realm linking PowerPark and London Road North;
- an influx of new demographic (students or office workers), contributing to vitality of the town centre.

Site area:	0.30ha
No. student rooms:	115
alternatively:	
Office (GIA):	3520sqm

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Former Lowestoft Hospital site redevelopment and regeneration

This opportunity could deliver:

- regeneration of an important Lowestoft landmark;
- contribution to the vitality of the town centre by introducing uses, such as retail, sheltered accommodation and a new residential offer;
- new public open space that contributes to the biodiversity of the town centre;
- new play area for local residents.

Site area:	0.72ha
Retail:	410 sqm
No. homes:	
- Apartments:	18 (40% 1-bed, 60% 2-bed)
- Terraced houses:	10
Care home:	
- no. rooms:	30

12





Historic Quarter

The regeneration processes and projects in this area will focus on:

- maintaining and enhancing the historic character of the area;
- promoting new, creative activity in the area;
- creating positive and welcoming links to PowerPark and the Ness.

Pocket parks along the High Street

New biodiversity-boosting small parks and gardens with places to sit and socialise

North end of the High Street

Public realm improvements to the town centre's northern gateway, including new sea view





Urban design framework - Historic Quarter

Town Hall

Regeneration of the Grade II listed building for a community and creative working hub, including a public garden and a cafe

The Scores

Public realm improvements, new programme of cultural and leisure activities for Lowestoft's iconic cliff paths

Triangle Market

Regeneration of Lowestoft's trading heart, including a new all-weather market and community building, and new homes

High Street - Artillery Way crossing

Improvements to the quality and safety of the crossing, to encourage movement between different parts of the centre

Christ Church Square

New public open space in PowerPark with a nod to the area's past

-  Primary public spaces
-  Secondary public spaces
-  Potential new development opportunity
-  Potential regeneration opportunity
-  Town centre gateways
-  Important connections
-  Proposed new public transport solution route
-  Potential for taller structures
-  Existing important tall structures
-  Regeneration of Scores with spatial markers at entrances
-  Important views
-  Important destinations
-  Proposed new frontages
-  Existing frontages
-  Existing frontages with encouraged flexibility of uses
-  Proposed new open spaces
-  Proposed improvements to green existing public spaces
-  Improvements to the connection between the centre and Ness Point
-  Wayfinding 'nodes'
-  Potential for public art



New development at Triangle Market

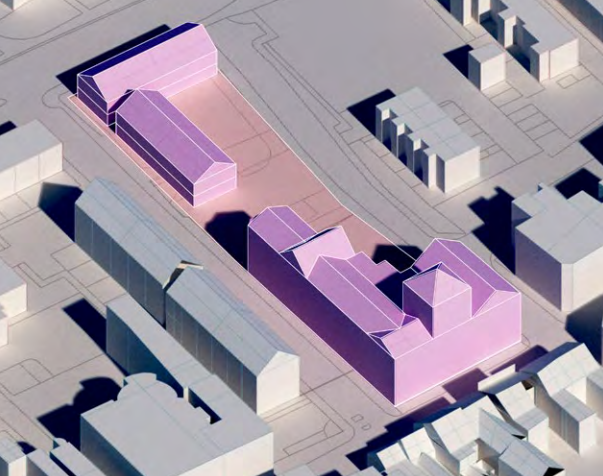
Site area:	0.32ha
Market hall:	430sqm
No. apartments:	15
	(40% 1-bed, 60% 2-bed)

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This opportunity could deliver:

- a weather-proof, flexible trading venue for the market that doubles as a community and exhibition space;
- a positive addition to the urban form of Triangle Market that encloses the space and completes the High Street frontage;
- a new, high quality public realm for Triangle Market, including biodiversity improvements.





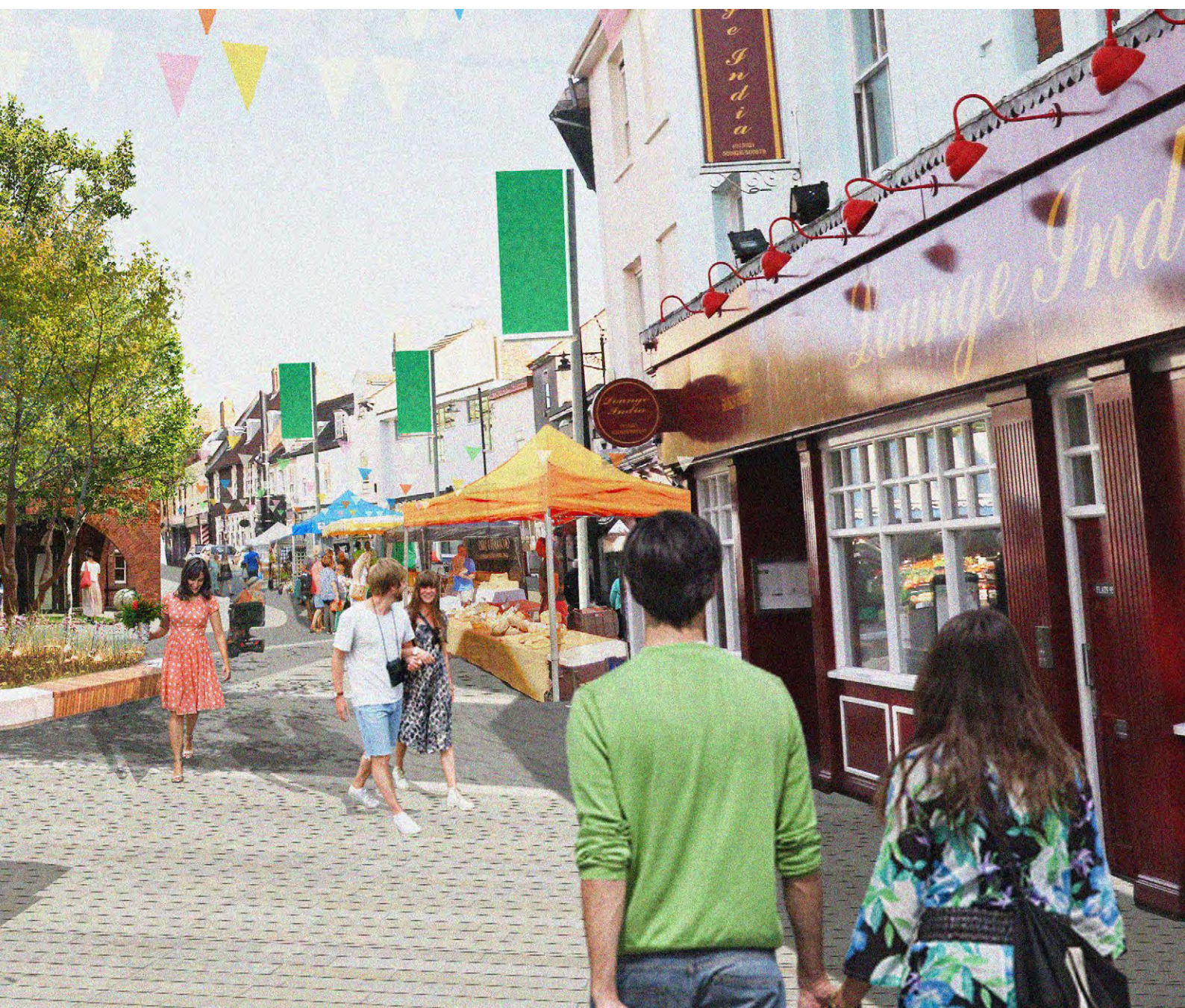
Town Hall regeneration

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Site area:	0.28ha
Town Hall:	ca. 1500sqm
Workshops:	1040sqm

This opportunity could deliver:

- regeneration of a historic, Grade II listed Town Hall;
- an active work hub for local creative community including ancillary uses for the wider public (e.g. cafe, community hall);
- new, active open space for the local creative community and local residents, including new play area for High Street.



Early wins

The physical changes in the masterplan are strategic projects which may require longer timeframe to be delivered. For the masterplan to be successful it must identify quick win projects that can deliver local and immediate change. These projects will help to create a sense that things are changing and generate interest in the town centre.

Here are some examples of projects that will be delivered by a range of stakeholders to reinject life into the town centre and to spearhead the emergence of around-the-clock activity around London Road North.

Pop-up shops and activities



Regular events



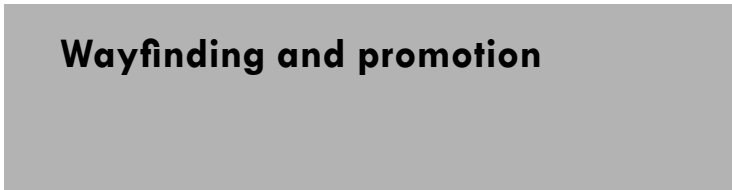
Encouraging social interaction



Shop front improvements



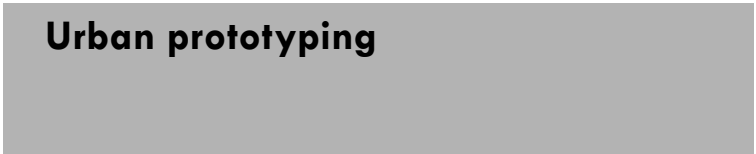
Sustainable travel: promoting cycling and walking



Wayfinding and promotion

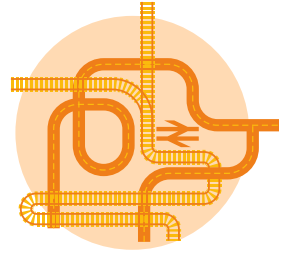
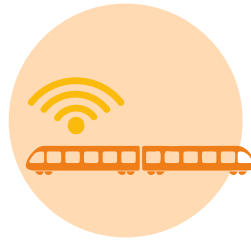


Art installations



Urban prototyping





Making it happen

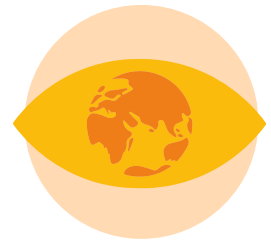
The masterplan sets out a comprehensive programme of proposals that will help to deliver positive change in the town centre over the next 15 years, enabling its role and function to adjust to changing market conditions and user needs. The successful delivery of the masterplan will be reliant on strong partnership working between both the public and private sectors and the adoption of a flexible planning policy framework that enables change to take place. It will require the Council to take on a more interventionist approach, taking on the role of the developer, at least in part, to assemble land, secure funding and streamline development.

The delivery of the masterplan will be overseen by the Lowestoft Place Board. Facilitated by East Suffolk Council, the Place Board comprises representatives from a wide range of organisations including the Town and County Councils, the New East Anglia LEP and Lowestoft Vision.

To be effective, the Place Board needs to be able to make proactive and agile decisions so that the town centre can respond to change. Rather than revert to 'business as usual' across the board it will be important to consider where step change can be achieved. The Place Board can help to deliver against this bigger transformative agenda, responding to the drivers of change by providing strategic oversight of the development and delivery of projects, challenging the standard approach to planning and development and initiating catalytic activities.

East Suffolk Council will act as the conduit between the Place Board and individual project leaders. Its role will be to provide effective support to remove development barriers and create a positive engagement culture with the development industry. In effect, the role of the Council will be to co-ordinate all aspects of public sector 'enabling' activity.

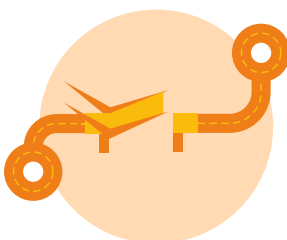




3 game-changing projects

In terms of influencing change across the centre, the projects that offer the greatest potential for positive impact both in terms of driving centre vitality and viability and catalysing wider investment are:

- **Innovation Axis** – the creation of a new node that anchors activity between the High Street and London Road North and breaks away from the classic retail-driven environment;
- **Station Square** – the creation of a great arrival experience that will kickstart the town's evening economy and reinforce the relationship between Lowestoft and the water; and
- **The redevelopment of Wilko and Battery Green car park site** – the redevelopment of this key site in the heart of the centre offers the potential to introduce new leisure uses that will help to strengthen the cultural and community offer.





The document is available in other languages upon request.

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