

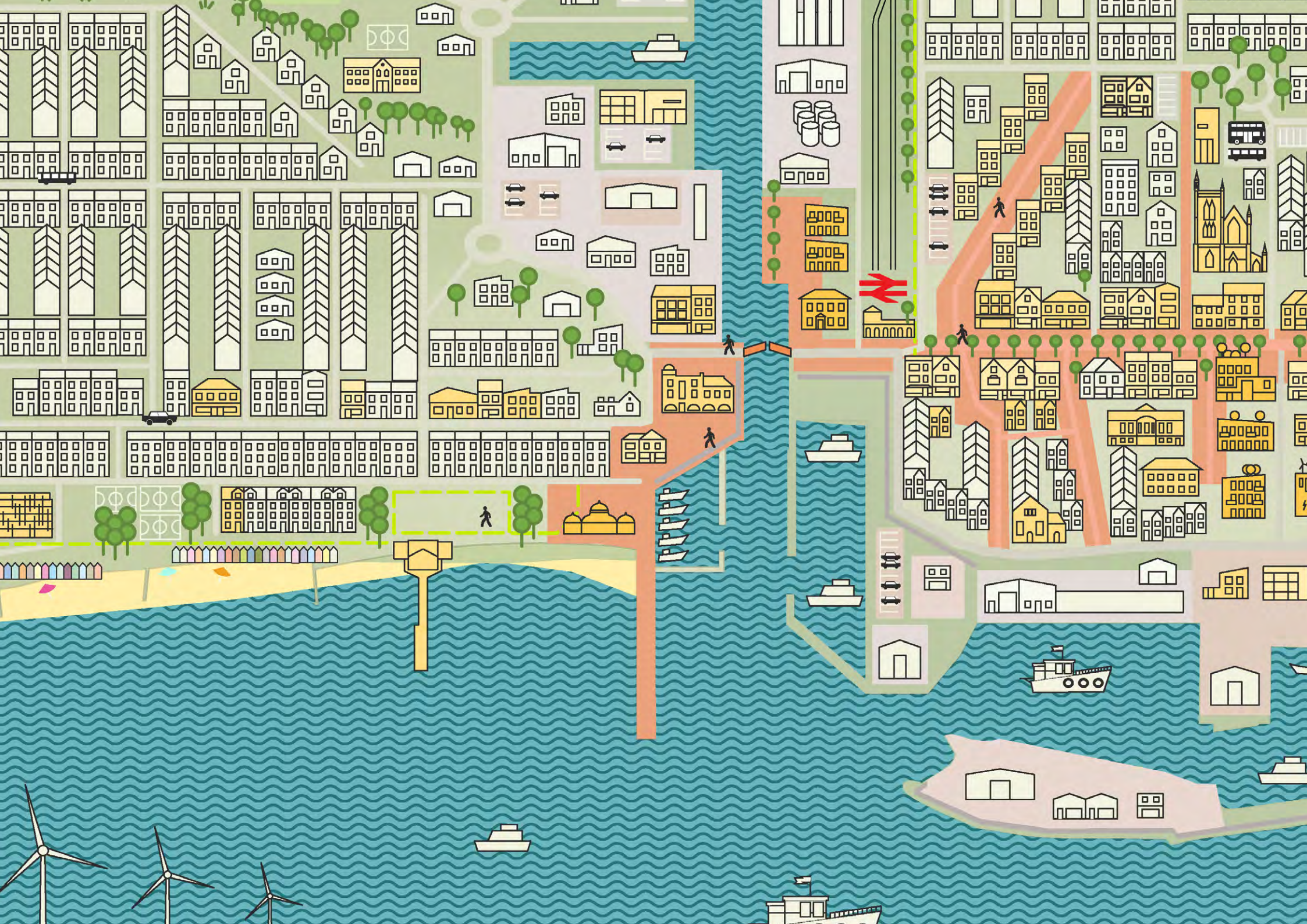
A detailed graphic illustration of the Lowestoft Town Centre Masterplan. The background is a stylized map of the town, showing buildings, streets, and the waterfront. The title 'Lowestoft Town Centre Masterplan' is prominently displayed in large, white, sans-serif font across the upper middle. Below the title, the date 'June 2020' is written in a smaller, white, sans-serif font. The logo for 'EASTSUFFOLK COUNCIL' is visible, featuring a stylized 'E' and the council's name. To the right of the council logo, the text 'LD&A DESIGN' is written in a large, white, sans-serif font. The bottom right corner features a large, stylized compass rose. The overall design is colorful and modern, with a focus on urban planning and community development.

Contents

Foreword	5	Reimagined Town Centre	101
Introduction	7	Illustrative masterplan	103
Wider context	9	Station Quarter	105
Understanding Lowestoft town centre	27	The Heart of Lowestoft	119
Urban history and urban form	29	Innovation Axis	129
Character	35	Historic Quarter	139
Movement	48	Early wins	147
Occupancy	51	Delivery strategy	155
Stakeholder views	53	Appendices	167
Drivers of change for Lowestoft town centre	55	1. Stakeholders' views on the town centre	169
Vision for Lowestoft town centre	61	2. Success Factors test	175
Underpinning the vision: objectives and spatial strategy	67	3. Cycling infrastructure improvements	183
Spatial framework	71		
Movement framework	73		
Green infrastructure framework	83		
Public realm framework	87		
Development framework	93		

The document is available in other languages upon request.

This document has been prepared and checked in accordance with ISO 9001:2015





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



Introduction

Purpose of the document

This town centre masterplan has been commissioned by East Suffolk Council (ESC) to inform regeneration activities in the town centre of Lowestoft. The document devises a regeneration strategy and implementation plan for the town centre to provide an overarching framework for existing and future regeneration activities.

The masterplan has been prepared against a backdrop of challenging patterns in the way people spend their leisure time. Shifts in technology and lifestyle have changed shopping and leisure expectations, emphasising the experiential nature of spending free time. New ways of spending leisure time and socialising have gained widespread popularity, whilst retail has continued to retreat 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 coordinated masterplan approach will ensure that the council-owned assets will be developed with bigger picture in mind and potential future acquisitions can be guided by this process. The masterplan also serves as an encouragement for business and community partners to develop their projects and initiatives to benefit and strengthen the regeneration process.

The strategy identifies project opportunities, also with the view to inform potential future funding applications.

The masterplan will need to adopt a flexible approach to consider consumers’, businesses’ and investors’ behaviour after the Covid-19 pandemic; a necessary first step to recovery is through learning about what has changed. This can be achieved by understanding how business practices and customer perceptions may have changed during the initial crisis phase of the outbreak, and by aiming to manage a smooth transition to reopening and bring about lasting recovery to the area.

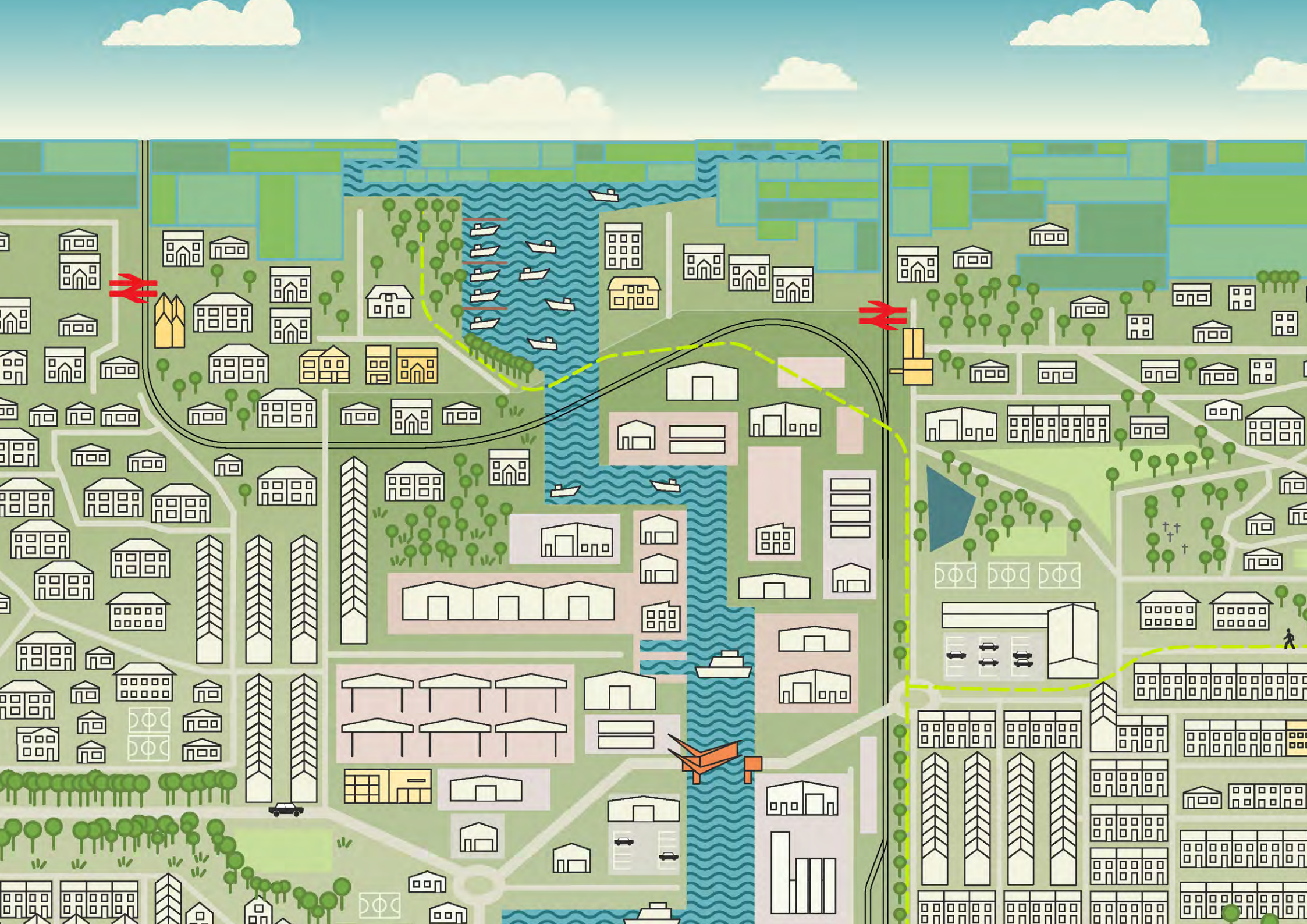
Although the report intentionally identifies physical interventions, it should be recognised that for the regeneration of Lowestoft town centre to be successful an economic upswing in the area is paramount, and this will require community, educational and economic support and initiatives to go hand in hand with the physical measures that this masterplan focuses on.

About East Suffolk Council

East Suffolk Council was established on 1 April 2019, following the merger of the existing Suffolk Coastal and Waveney districts. Lowestoft was part of the former Waveney District Council, and some documents this masterplan refers to were commissioned or prepared by Waveney District Council.

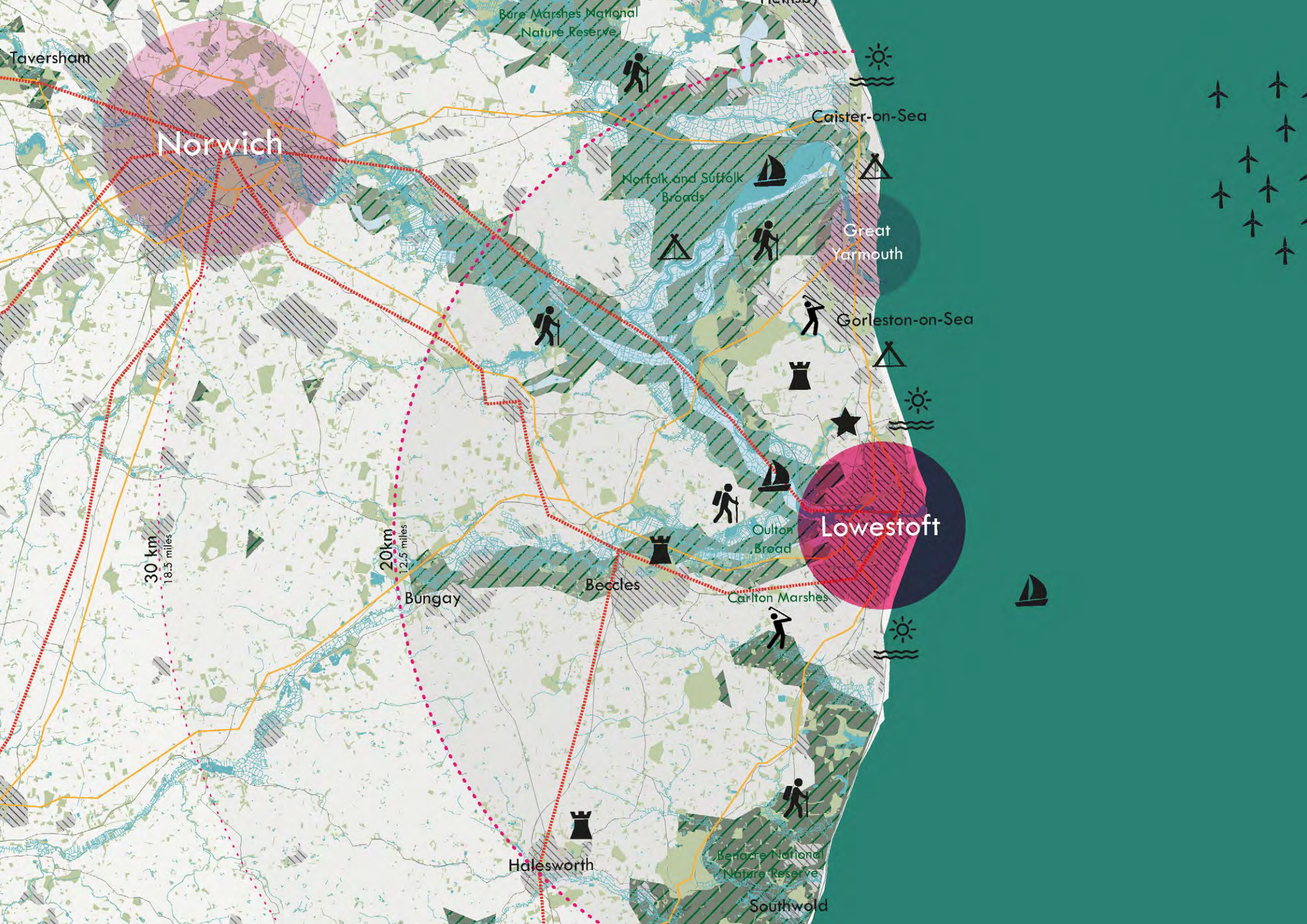
About LDA Design

The masterplan has been prepared by LDA Design. The company has over 40 years of experience in landscape-led masterplanning, having worked on town centre regeneration projects across the country, from strategies and masterplans to delivering some of the country’s most impactful public realm. LDA Design are regarded as experts in regeneration of coastal settlements.



Wider context





Norwich

Caister-on-Sea

Great Yarmouth

Gorleston-on-Sea

Lowestoft

Beccles

Bungay

Halesworth

Southwold

30 km
18.5 miles

20 km
12.5 miles

Bore Marshes National
Nature Reserve

Norfolk and Suffolk
Broads

Oulton
Broad

Carlton Marshes

Benacre National
Nature Reserve

Lowestoft in the region

Lowestoft is Britain's most easterly town and is the second largest in Suffolk with a population of circa 70,000. The town is located in the northern part of East Suffolk and has strong links with Norfolk, being located 12 miles south of Great Yarmouth and benefitting from good connections to Norwich.

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.

Lowestoft established a Business Improvement District (BID) run by Lowestoft Vision. It works to make Lowestoft more successful, more attractive, more influential, and more appealing, promoting the town as a great place to invest, live, shop and visit.





Socio-economic profile

Being a coastal town, Lowestoft suffers from a limited 180 degree catchment for retail spend. This is further compounded by the wetland area of Norfolk and Suffolk Broads to the west of the town and its proximity to the major retail destination of Norwich. That said, the town centre still benefits from a large resident population of 73,800 within the wider built urban area¹. Furthermore, there is a catchment population of approximately 97,000 people living within a 15 minute drive time of the town centre, rising to 153,000 within 20 minutes and 229,000 within 30 minutes².

The Lowestoft population is relatively evenly spread across age groups, with higher percentages of people in the retirement age groups than the national profile and a small 20-34 age group. In total there are some 72,000 working age adults living in the town's travel to work area³ (TTWA).

Approximately 54,000 of TTWA working age residents are in work and the unemployment rate is only 3.0%. The estimated average gross annual

income of workers in the TTWA was £20,866⁴ in 2018. This was less than the England average of £24,283.

Looking forward, the population of East Suffolk is projected to increase by 6.8% by 2036⁵. This growth will be driven by people aged 65 and over (+27.3% growth), as opposed to young and working age groups which are expected to contract.

The town is a key operations and maintenance port for the East of England Energy Zone, which is a global centre for oil, gas, nuclear and renewable energy generation and infrastructure. The zone currently provides more than half of the UK's offshore wind power capacity and this sector in particular is forecast to grow considerably as more wind farms are consented and built. Looking forward, the port is expected to be a key driver for local economic growth, with the operation and maintenance of existing offshore wind farms and construction of new ones representing a major opportunity. Total employment linked to port activities is forecast to grow by approximately 1,000

jobs, with offshore wind related activities expected to increase jobs from 26% of total employment in 2018 to 68% in 2036⁶.

⁶ ABP (2018) Port of Lowestoft Masterplan 2018-2036

¹ ONS (2018) Population Estimates – Small Area Based by Single Year of Age – England & Wales – Built up Areas

² Waveney District Council Population Analysis

³ ONS (2020) L103 Local Labour Market Indicators by Travel to Work Area

⁴ ONS (2018) Earning and Hours Worked – Residence Based Travel to Work Area: ASHE Table 12

⁵ ONS (2019) Population Projections – Local Authority Based by Single Year of Age – East Suffolk



National Planning Policy Framework

February 2019
Ministry of Housing, Communities and Local Government

Planning context of the masterplan

The development of the masterplan has been guided by the relevant national and local context relating to town centres in general and specifically to Lowestoft.

National Planning Policy Framework (NPPF)

The NPPF sets out the Government's planning policies for England and how these should be applied. With regard to town centres, Paragraph 85 sets out that planning policies should promote the long term vitality and viability of centres by enabling them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allowing a suitable mix of uses (including housing) and reflecting their distinctive characters. It highlights that allocations should be made to meet the scale and type of development likely to be needed.

In relation to housing, paragraph 123 sets out that plan policies should aim to optimise the use of land in their area. This should include seeking a significant uplift in the average density of residential development within town and city centres and other locations that are well served by public transport where appropriate.

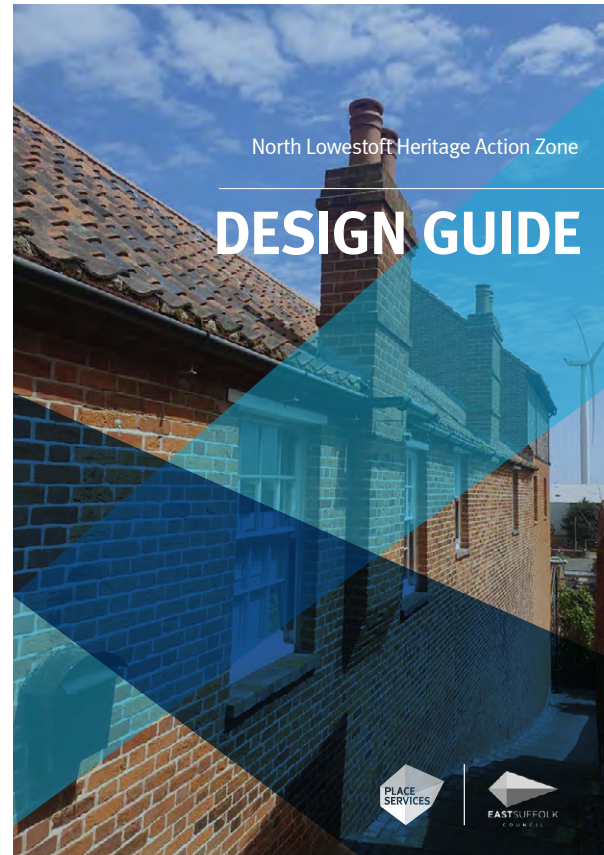


Waveney Local Plan

The current Waveney Local Plan was adopted on 20th March 2019. It sets out how the area should be developed and is the starting point when making decisions on planning applications.

Policy WLP1.1 'scale and location of growth' identifies the housing, employment and retail needs of the district to 2036. The district will make provision for the delivery of 8,223 new dwellings (56% of which will be in Lowestoft area), 43 ha of employment land (60% of which will be in Lowestoft) and 2,200 sqm of convenience (food) retail floorspace and 11,000 sqm of comparison (non-food) retail floorspace (60-70% of which will be in Lowestoft town centre).

The Plan sets out the overall regeneration priorities for Central and Coastal Lowestoft. Within the town centre, the former Battery Green Car Park (WLP2.7) is allocated for comprehensive redevelopment including retail and leisure uses, whilst Peto Square (WLP2.3) is allocated for restaurants, drinking establishments and retail. In contrast, development along London Road North is more strictly controlled. Policy WLP2.9 sets out that the historic High Street and Scores should be conserved and enhanced through heritage-based regeneration to complement the town centre, provide local shopping services and facilities and support local



tourism and links between the town centre and the East of England Park, renamed as the Ness.

Policy WLP8.19 'Vitality and Viability of Town Centres' identifies Primary and Secondary Frontages in Lowestoft. The Council will seek to retain ground floor retail (A1) and café and restaurant (A3) uses along Primary Frontages unless certain criteria are met. A more flexible approach is applied to Secondary Frontage areas, with a wider range of use classes allowed and change of use permitted providing the vitality and viability of the centre is not undermined.

North Lowestoft Heritage Action Zone Design Guide

The Council is in the process of adopting a Design Guide for the North Lowestoft Heritage Action Zone (HAZ). The HAZ broadly aligns with the North Lowestoft Conservation Area, taking in the historic High Street and Scores. The HAZ will set out guidance for new developments, the public realm, alterations to existing buildings and for the protection and enhancement of historic shop fronts.

Wider regeneration activities in Lowestoft

A number of large-scale developments and facilities, present and planned, will shape the future of Lowestoft and will have a significant impact on influencing the regeneration of the town centre over the next few years.

Some facilities pose a threat to the vitality of the town centre, particularly the out of town retail parks, but others offer the opportunity to reinject activity into the town centre by building on synergies.

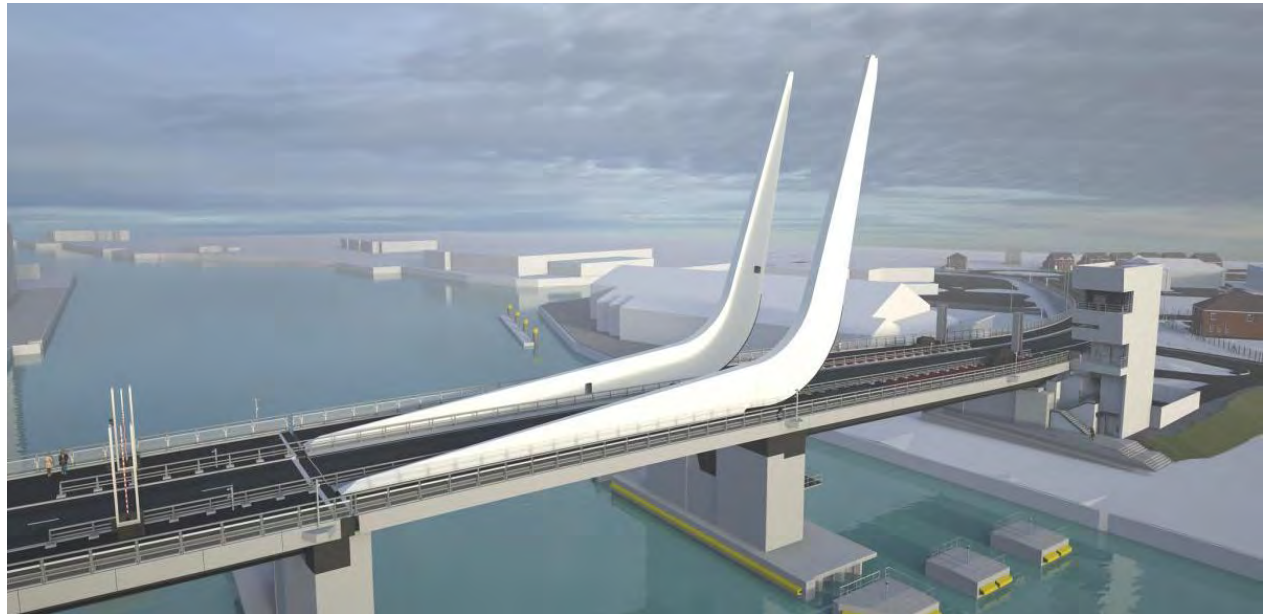
This section provides a brief overview and outlines what the potential effect is on the regeneration of the town centre.

Lake Lothing Third Crossing

Planning consent has been secured for the construction of a new Lake Lothing Crossing that would link from Waveney Drive on the south side, to Denmark Road and Peto Way on the north side. It will be a lifting bridge to enable tall vessels to pass through.

The Lake Lothing Third Crossing will create opportunities for regeneration and development, providing the capacity needed to accommodate planned growth, whilst also serving to reduce congestion in the town centre and improving accessibility to it.

The Third Crossing is expected to open in 2023.



A computer-generated image of the proposed Lake Lothing Third Crossing.

The Ness

Lowestoft is set to celebrate the town's unique position as the most easterly place in the UK with the development of the Ness, a new park in the north of the town next to BirdsEye plant in Whapload Road.

The Ness will improve access, knowledge, participation and enjoyment of North Lowestoft and its unique maritime heritage. The park 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.



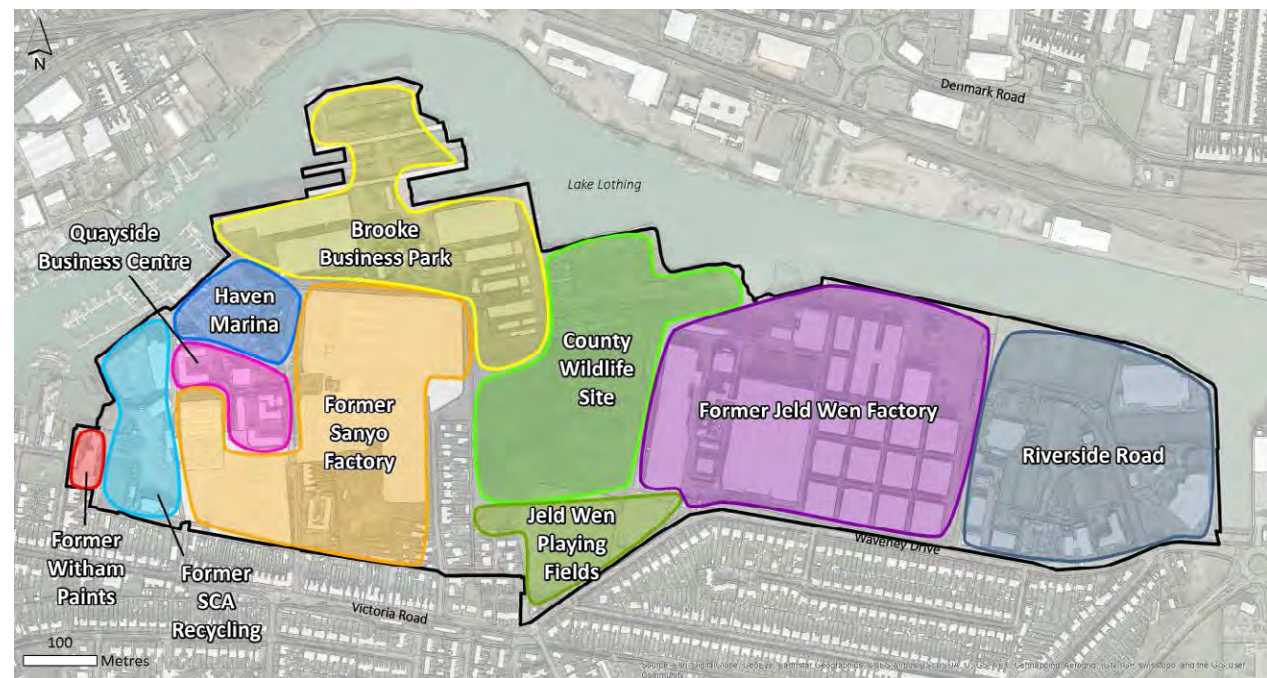
Works on the Ness in the spring 2020.

Sustainable Urban Neighbourhood and Kirkley Waterfront

The Waveney Local Plan allocates land for a new neighbourhood between the southern shore of Lake Lothing and Victoria Road / Waveney Drive. The Development Brief produced for the area focuses on creating a 60-hectare mixed-use development on underutilised and previously developed land.

The site is expected to 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.

The project will have beneficial outcomes for Lowestoft and contribute to the town's livability. The timing of delivery is crucial, to strengthen the town centre revitalisation process over time. The Sustainable Urban Neighbourhood will complement the offer of the town centre and benefit from quick and easy cycle and pedestrian access to it.



Sustainable Urban Neighbourhood - as shown in the Local Plan.

South Beach

The seafront vision developed in 2015 by Hemingway Design highlights the regeneration opportunities of the area and aims to ensure Lowestoft's seafront is an attractive, high-quality and exciting place for residents, businesses and visitors throughout the year.

The vision 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.



South Beach during the First Light Festival



PowerPark

Situated at the UK's most easterly point, 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.

PowerPark is home to several offshore related companies such as Scottish Power Renewables and Associated British Ports. It is also home 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.

ESC's vision for PowerPark is to bring together a cluster of energy related uses and activities in the area that maximise the potential opportunities in this growing sector. Doing so 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.

Opposite page: OrbisEnergy building in PowerPark, with Ness Point and the Gulliver, UK's largest wind turbine, in the background.



Conceptual view of the future development in PowerPark, image by Place Services

PowerPark is directly east of the town centre and there is potential for a synergetic relationship between the two. The success of PowerPark is an opportunity for the town centre to harness: to make the most of footfall created by the employment area, to create development opportunities for the expanding office market and

also to create a showcase for activity in PowerPark. In this regard, the town could be used as a focal point for highlighting employment opportunities in the renewable energy sector, and providing the training needed to access specific roles.



POLLYANNA

New & used
cycles

MERCHANT HOUSE GALLERY

The North Lowestoft Heritage Action 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. The aim of the HAZ is to promote the renovation and repair of historic buildings and public spaces to stimulate the economic revival of the area. The programme started in 2018.

The HAZ Design Guide has been developed as part of the process. The masterplan builds on proposals included in the Guide and suggests new opportunities to maximise the regeneration potential of the area.

Opposite page: Northern HAZ - view along historic High Street towards Triangle Market

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 is depicted on the image to the left, and it runs from the Surrey Street junction with London Road North to just north of the Carlton Road junction on London Road South in Kirkley.



Southern HAZ - view along London Road South



New Cefas campus in Pakefield

Cefas new campus

The Centre for Environment, Fisheries and Aquaculture Science (Cefas) has been based in Lowestoft since 1902, when it began as a small fisheries laboratory. The Centre now employs some 600 staff between Lowestoft, Weymouth, English ports, Kuwait and Oman.

The Cefas administrative headquarters and research facilities are located at the end of South Beach in Pakefield. In 2018 Cefas secured planning permission to redevelop the campus to create an environment better suited to contemporary research activities and modern working requirements, whilst also enabling the opening up of the organisation's work to the local community. To assist this £16 million project, Cefas received a £1.4m grant from the New Anglia Local Enterprise Partnership through its Capital Growth Programme.

Lowestoft Flood Risk Management Project

During the December 2013 tidal surge, over 160 homes and businesses in Lowestoft were flooded. In addition to this, road and rail networks were significantly disrupted.

The Lowestoft Flood Risk Management Project aims to reduce the risk of flooding from the sea, rivers and from extreme rainfall. The project is prioritised under the Lowestoft Transport and Infrastructure Plan and, 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.

The extent of the area at risk of tidal flooding encompasses 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 to provide protection from flooding from the sea.

The main works needed to reduce the risk of flooding from rivers and extreme rainfall will be focussed on the Kirkley area (which flooded during

2015) and parts of the town centre around the railway station. Extensive modelling has also been completed to identify other potentially vulnerable areas so that options to help reduce the risk of flooding can be delivered as part of the project.

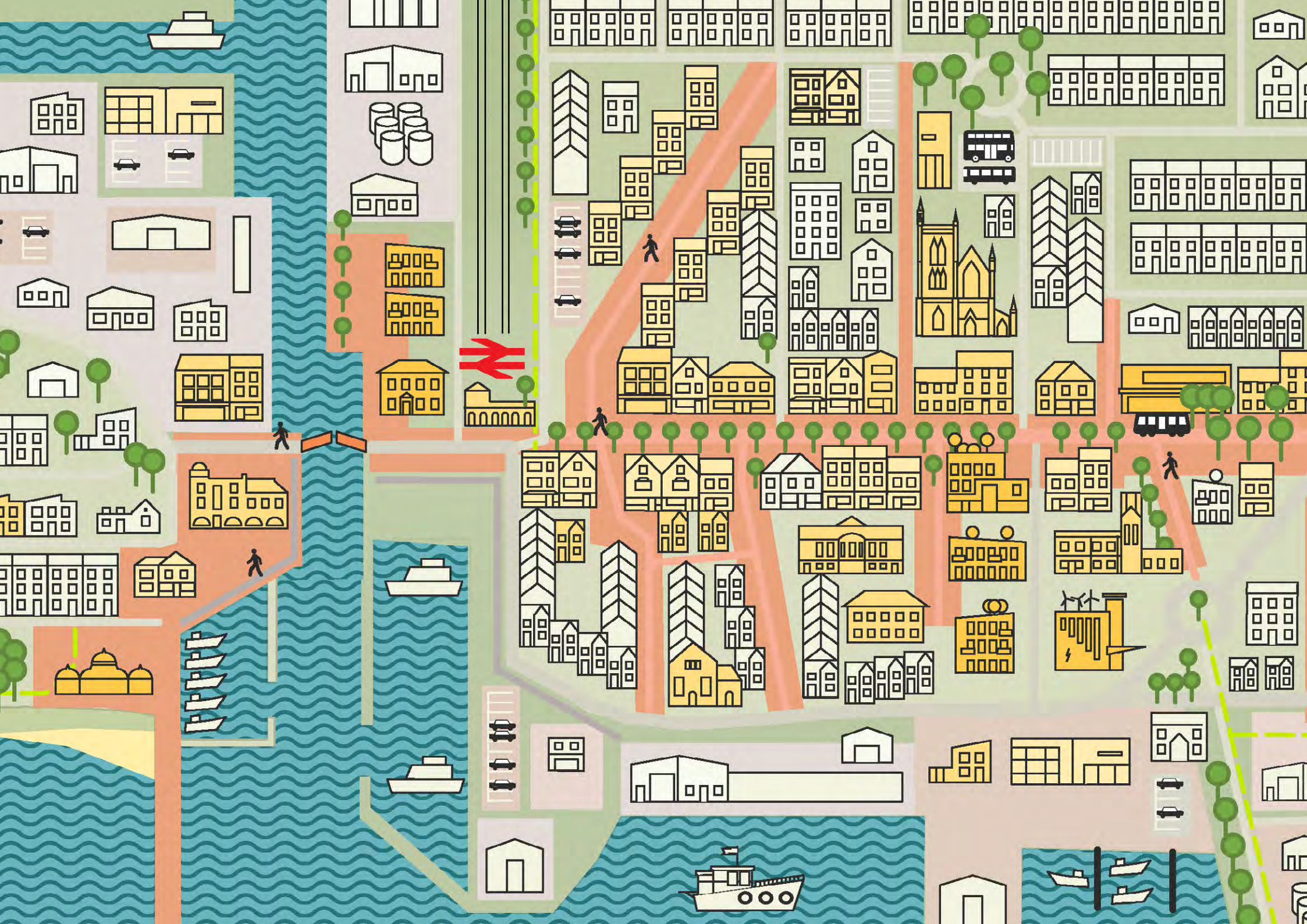
The project represents a major capital investment for Lowestoft of around £63m. The project will be funded from the Government's Flood Defence Grant in Aid (administered by the Environment Agency), the New Anglia Local

Enterprise Partnership, Regional Flood and Coastal Committee Local Levy, Anglian Water, Suffolk County Council and East Suffolk Council.

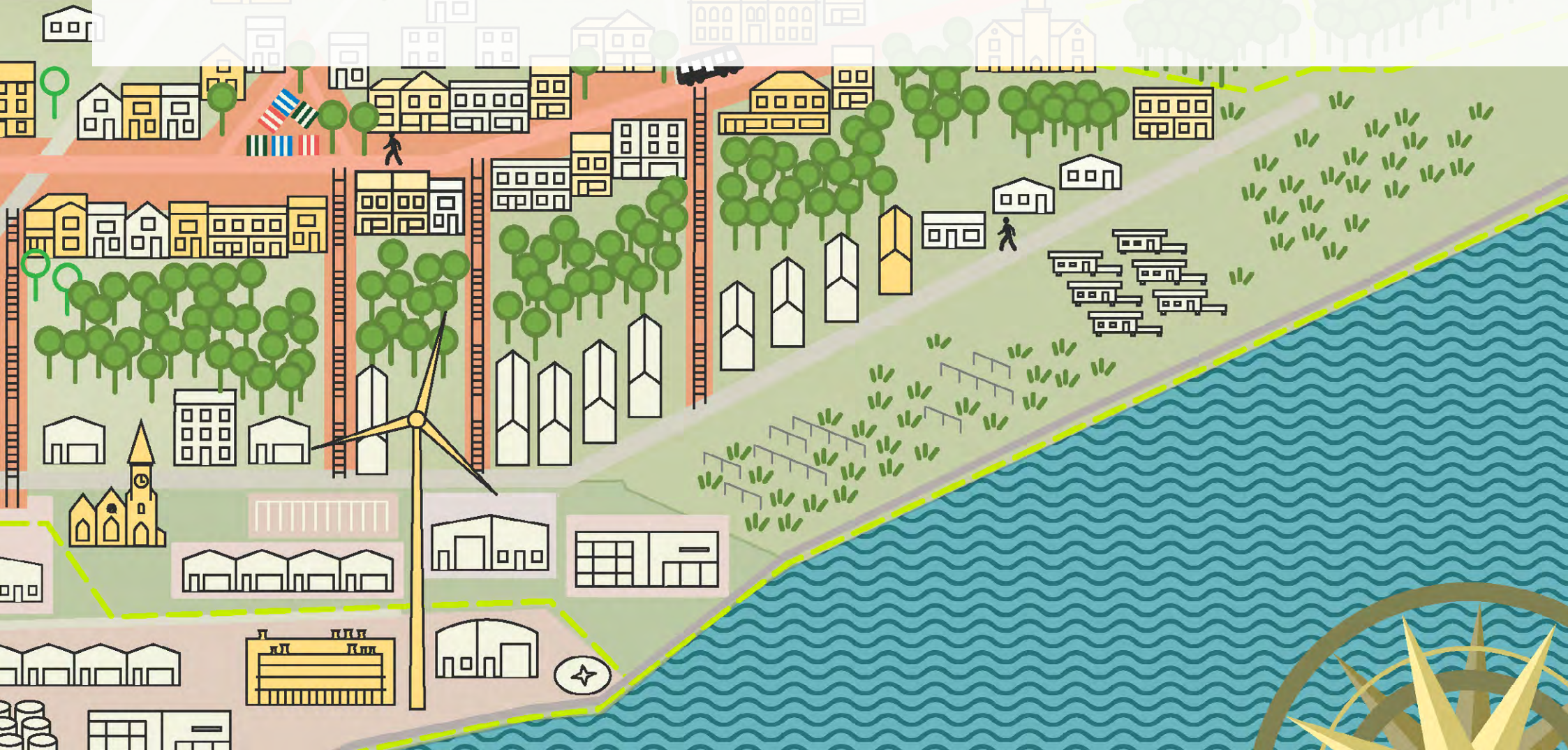
The project aims to bring Lowestoft the resilience to climate change it deserves, reduce flood risk to one of the UK's most deprived communities and unlock regeneration and growth worth over £450m.



Concept image of the tidal barrier

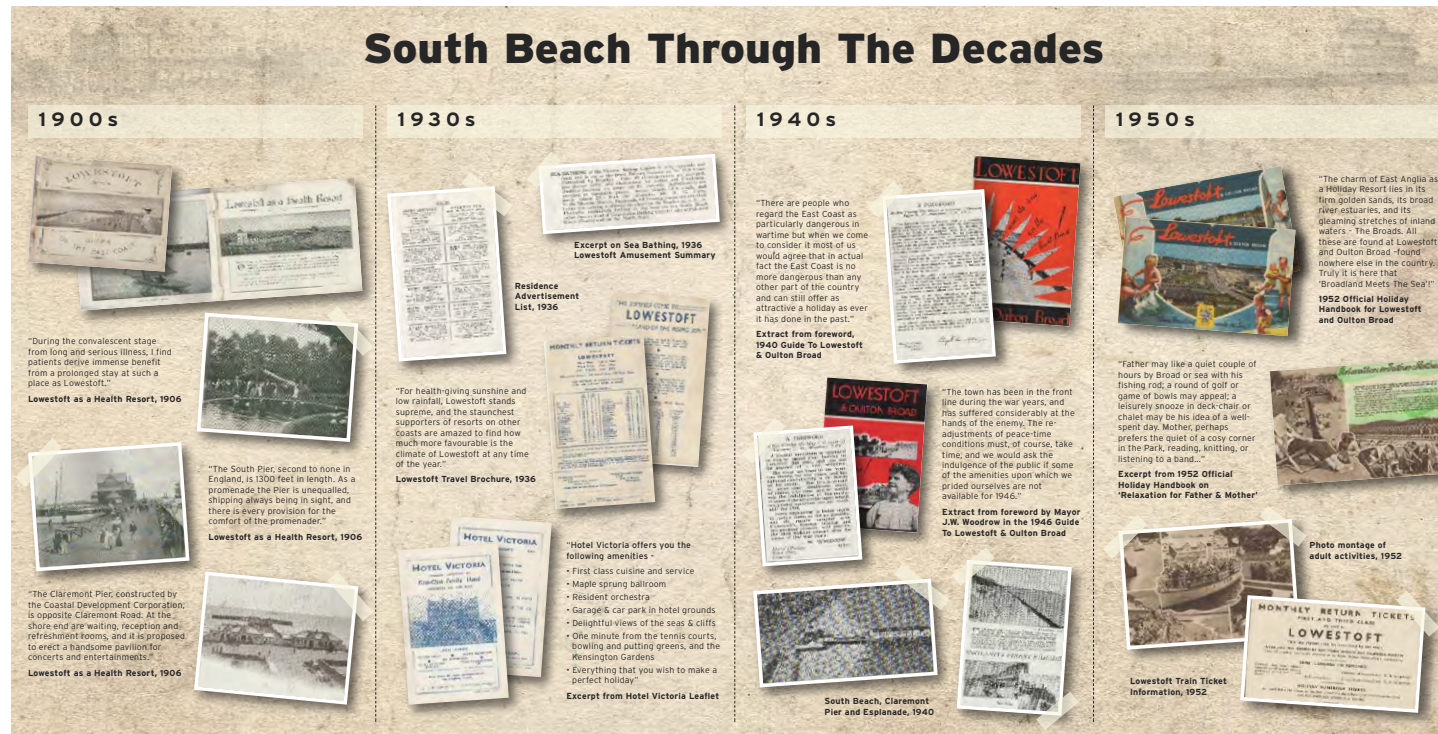


Understanding Lowestoft town centre





Lowestoft town centre map from late 1890s with overlaid contemporary urban structure and shoreline (source: National Library of Scotland)



An example of celebrating Lowestoft's past, imagery produced by Dual Creative and East Suffolk Council.

Urban history and urban form

The area that forms today's centre of Lowestoft has developed over centuries and its current position and form reflect the forces that have shaped the town throughout history.

There are archaeological claims the area was inhabited as long as 700,000 years ago (which would make it one of the earliest inhabited sites in Britain), and the site was definitely inhabited in the Neolithic, Bronze and Iron ages, as well as in the Roman and Saxon periods. The place name derives from a Viking personal name, Hlothver, and toft, a Viking word for homestead. In 1086 the Domesday Book identifies Lothwistoft village as having a population of some 16 households. However, by the late Middle Ages, Lowestoft had already become an increasingly important fishing town and a competitor to the neighbouring Great Yarmouth. The fishing trade continued into the 20th century.

The centre of the town was located along today's historic High Street, with the fishing village at the bottom of the cliff, in the area known as the Grit.

Lowestoft Porcelain Factory existed between 1757 and 1802 on Bell Street, producing pots, teapots and jugs, making a mark on the pottery industry and being proof of the town's prosperity.

The construction of the railway line for Peto and Betts Lowestoft Railway and Harbour Company, connecting the town with Reedham and Norwich, had a profound impact on the town's industrial development. Thanks to this railway line, fishing fleets could sell to markets further inland, and it helped other industries such as engineering, through boosting trade with Denmark and Northern Germany. The railway was also key to establishing Lowestoft as a popular seaside holiday resort.

The construction of the terminus station around the Lake Lothing crossing and the increase of visitors to the South Beach shifted the centre of gravity for Lowestoft south of the Triangle Market and High Street, onto London Road North linking the station with the town. The village of Kirkley, south of Lake Lothing, developed into an urban neighbourhood thanks to the popularity of the South Beach resort.

During World War I, Lowestoft was bombed by the German Navy as it was a major naval base. In World War II the town was again heavily bombed by the Luftwaffe as it was an important engineering and, defence hub and naval base (Sparrow's Nest served as a Royal Navy Patrol Service headquarters).

In the second half of the 20th century the town centre was encircled with trunk roads. This infrastructure was needed to serve the port, but the delivery of the wide transit roads, together with oversized junctions detached the town centre from its surrounding residential and employment areas.

The decline of the fishing industry in the second half of the 20th century meant that Lowestoft had to find a new economic base for the town and today Lowestoft Harbour (owned by Associated British Ports) is home to a growing number of companies operating in the marine and energy sectors.



Townscape

Lowestoft town centre's townscape is structured upon the linear corridor of London Road North and High Street. This corridor runs north-south through the town, parallel with the sea front. Major road infrastructure encircles this central area. Characterised by disjointed, poorly defined spaces to the west of the town centre, the trunk road forms a clear barrier and threshold. East of London Road North lies PowerPark, an operational light industrial and employment area, with poorly defined street frontages and a lack of spatial legibility.



Lowestoft town centre seen from OrbisEnergy building in PowerPark



London Road North

Public spaces

The London Road North - High Street corridor serves as the main public space of the town, with enhanced public realm and street furniture. This linear strip connecting Station Square with Triangle Market is traffic calmed for the most part, only interrupted with the Artillery Way crossing. The space is dotted with trees, benches and works of art, and it is often used as a setting for public gatherings, activities and other community events.

The town benefits from access to unique natural open space assets, i.e. the Broads and the North Sea coast. At the northern end of the town centre are large and well-kept parks of unique characters, including Belle Vue Park and Sparrows Nest, and South Beach is located just south of the Bascule Bridge; these spaces provide gateways to the coastline landscapes. However, because of the town centre's linear configuration these spaces feel somewhat detached from the centre experience and require active effort to reach. It is particularly evident in the case of the UK's most easterly place, Ness Point, which is surrounded by industrial areas and does not feel accessible.



View from the south side of the Bascule Bridge towards Lake Lothing - an example of hostile water edge in the town centre

In terms of public open spaces within the town centre boundary, the High Street offers public squares and some pocket urban gardens, but along London Road North there are very few green open spaces or areas designed for 'staying'. As a result, these places feel linear, transient and movement oriented.

Relationship with water

Water shapes Lowestoft's identity, culture and economy: from seaside tourism and boating in the Broads, to maritime industry and research, and a rich naval heritage.

Gunton and Kirkley neighbourhoods boast spectacular cliff top locations, with sandy beaches beneath them. The town centre, however, does not enjoy direct access to the waterside. Port activities cut off the town centre from the sea and Lake Lothing. The parks to the north of the centre and South Beach offer a coastal experience. The historic High Street benefits from higher elevation and therefore enjoys glimpsed views of the sea and visual relationship with maritime activity, particularly through the vistas from the historic Scores. Station Square, although very close to the seafront and linked to the Bascule Bridge over Lake Lothing, is characterised by a hostile environment around the water, with security fencing blocking physical access as well as a visual disconnect from its setting.



Character

Lowestoft town centre today is an elongated area along London Road North and this is how it is defined by the Waveney Local Plan. Together with London Road South and High Street, it forms a 'central corridor' of the town, a 2-mile long space that is associated with a heightened level of economic and social activity. This 'strip' does not present a uniform identity, but is composed of often contrasting characters and typologies.

These diverse characters reflect the historic growth of Lowestoft and shifting centre of gravity for the town.

Character areas and heritage assets

	Historic Core
	Whapload Road
	Historic Parks
	Power Park and Outer Harbour
	Victorian Centre
	Modern Centre
	Affluent Victorian suburb
	Town centre's western edge
	Victorian inner suburbs
	Inner Harbour and Commercial Road
	South Pier and East Point Pavilion
	Conservation area boundary



London Road North - the backbone of Lowestoft's Town Centre - view north of Station Square



Triangle Market - the heart of oldest area in Lowestoft

Historic Core

The northern end of the town centre, stretching along High Street, is Lowestoft's oldest area dating back to mediaeval times, with numerous historically significant spaces and buildings. The character typifies well-defined public spaces with a good sense of enclosure. Frontages are continuous, varied in style, scale and form, and rich in architectural detail. New developments in the area maintain sympathetic scale, patterns and typology.

The Scores are a series of unique paths that developed over time by people travelling between the High Street and the former Beach village and water's edge and the fishing industry below. They have retained their characteristics and today are an important feature of the town's maritime history.



Whapload Road around The Ness

Whapload Road

The area east of the Historic Core also maintains a strong historic maritime character. The pattern of former warehouses and net stores is clearly identifiable, giving Whapload Road a distinctive sense of place. The area is still home to many small, independent businesses, with several offices and light industrial units, creating a positive link with the past. The Historic Core is visible on the crest of the cliff, creating a varied streetscape for Whapload Road and providing visual link between these two areas.

Historic Parks

The northern end of Lowestoft town centre is characterised by verdant, nineteenth century parks. Bellevue Park on top of the cliff, Sparrows Nest on the slope, and Lowestoft's newest park, the Ness, at the foot, create a continuum of green public open spaces. The focus on the relationship with the landscape is a principal feature of the area, both for the parks and the buildings set in them. The high quality of public realm and wealth of character features typify this area, serving as one of Lowestoft town centre's main attractions, together with the lighthouse and the museum set in the context of the parks.



Belle Vue Park (left) and Sparrows Nest (right) - two distinctive parks in the northern end of the town centre



PowerPark from OrbisEnergy building

PowerPark and Outer Harbour

Located on the site of Beach Village (the Grit), this area is today characterised primarily by modern industrial buildings and utilitarian spaces. PowerPark and the Outer Harbour are important maritime and energy sector employment hubs.

Basins of the Outer Harbour are inaccessible to the general public, while the North Sea water edge (including UK's most easterly place, Ness Point) is engineered to provide defence against flooding. The interface with the town centre is often hostile, particularly along Battery Green Road and Waveney Road, with security fencing and buildings backing onto public spaces.

Victorian centre

The mid- to late 19th century urban fabric of the town centre around Station Square developed with the arrival of industrial wealth and seaside tourism enabled by rail connections to Norwich. The area is characterised by higher density, well-defined public spaces and streets, rhythm and repetition in architecture and rich detail. The character area comprises a variety of typologies, including townhouses with ground floor shops, urban residential terraces, public buildings and warehouses. The newer buildings tend to follow existing typologies, scale and spatial definition.



View from Station Square towards Suffolk Street

Modern centre

Parts of the Victorian centre were re-developed in the 20th century to adapt London Road North to the changing demands and expectations of modern lifestyles (e.g. growing popularity of motorcars, arrival of shopping centres etc). The area has partially retained its historic street pattern and public space definition, in particular along London Road North itself. Mid-century major highway improvements altered many spaces, creating a car-dominated urban landscape with poor public realm definition (severed street frontages, exposed backs of the properties) and a weak sense of place.

The area is characterised by higher density, varied built form and often modest, utilitarian architectural detail. Retained important Victorian buildings have rich detailing, but in some cases end up dwarfed by the new context (e.g. St Margaret's House). The Britten Centre created a new semi-indoor public space, a retail precinct, that significantly changed the way the town centre is used and accessed.



Modern town centre - Star of the Sea church viewed from the Britten Centre

Affluent Victorian suburb around the hospital

The area surrounding the former Lowestoft Hospital is characterised by well-defined public spaces, framed by decorated Victorian terraces and semi-detached houses. Over time some of the houses have been adapted to new uses (e.g. offices, medical practices) or divided into flats, but the spatial definition of the area remains dominated by the rhythm of similar brick facades, with subtle detailing. The former hospital follows the same language, including 20th century extensions.



Uniform, recognisable character of Alexandra Road

Town centre's north-western edge

20th century highway improvements to what now is the A47 corridor altered this area dramatically. Construction of the roundabouts and expanding St Peter's Road into dual carriageway enabled new developments and catalysed the change of use of many existing properties, but also deprived the area of public realm definition and a sense of place. Fences and other property boundary treatments often front onto the streets with buildings randomly set back from or backing onto public spaces. One of Lowestoft's landmarks and the town's tallest building, St Peter's Court residential tower, is located in the area.



View along Jubilee Way towards St Peter's Court

Victorian inner suburbs

Primarily residential neighbourhoods west of the A47 are characterised by dense, continuous frontages, traditional street patterns and modest architectural detail. Residential terraces are occasionally interspersed with light industrial buildings, community uses (e.g. places of worship) and local shops.



Victorian suburbs north of Denmark Road



Inner Harbour viewed from around Bascule Bridge

Inner Harbour and Commercial Road

The Inner Harbour is an industrial area along the railway line. It is characterised by scattered urban form of varying sizes and scales, and a high proportion of hard standing surfaces. There are some residential, retail and leisure uses along Commercial Road towards the junction with Station Square. The Custom House by the Bascule Bridge is this character area's most important heritage asset.

South Pier and East Point Pavilion

This is the centre of tourist activity in Lowestoft, with a dining and evening offer, as well as connections to South Beach, the South Pier, the Heritage Quay and across the Bascule Bridge to the town centre. Generous public realm opens up to the sea and South Beach views of the stunning Suffolk Coastline. The Victorian and Edwardian resort architecture of the area is varied and rich in detail.



The heart of Victorian seaside resort - Royal Plain



JULIA HELEN
LOWESTOFT

Western Lady

LT1042

Movement

Vehicular

The town is connected to the wider East of England region by three main roads. There is the A12 to the south, A146 to the west and A47 to the north. At present all traffic is funnelled through two crossings of Lake Lothing, one in the town centre (Bascule Bridge) and one at the western edge of the town. This results in congestion at these two bottlenecks, providing negative impacts to residents and constraining growth of the town.

The A47 runs north-south through north Lowestoft, encircling the town centre. The A47 is a part of the strategic road network and, as such, carries a large amount of traffic through the town, creating a barrier between the town centre and the surrounding residential areas. This barrier effect is emphasised by the use of parallel roads along much of the A47 to provide local access to housing and on-street parking. Lowestoft has many town

centre car parks of varying size and configuration. These range from large car parking structures, like Battery Green and the Britten Centre to surface level car parks such as Clapham Road, Adrian Road and Whapload Road. These car parks are dispersed throughout the town centre with inconsistent routing and signage. There are 1,263 car parking spaces (excluding on-street and private car parks) in Lowestoft and usage data demonstrates that there is in fact notable reserve capacity. In addition to this there is a large amount of formal and informal on-street parking throughout the town centre, increasing the total parking capacity further.

Public transportation

Lowestoft has a terminus rail station located centrally in the town centre on Denmark Road. The location of the rail station allows for easy walking and cycle journeys for onward travel. There is a clear desire line between the station and the town centre which recent schemes have helped to emphasise. The station has a car park and bus and taxi interchange facilities to the west. There are two other rail stations located in the west of Lowestoft at Oulton Broad North and Oulton Broad South from where quick public transport access to the town centre can be achieved.

Lowestoft is also relatively well-served by buses, including a central bus station at Gordon Road, close to the Britten Centre. The town is served by a variety of services but there is little in the way of bus priority on the highway network. Changes in some bus routes left have some bus shelters in the town centre redundant including outside the former Tesco store.

Walking and cycling

Although much the town centre of Lowestoft is now pedestrian friendly, (primarily London Road North), challenges remain in accessing these areas by non-car modes. Parallel roads along the A47 west are typically separated by relatively narrow footways and a wall or fence. This does not contribute to a pleasant pedestrian environment and makes walking and cycling across the A47 from the west into the town centre difficult.

However, Lowestoft is served by number of cycle routes. National Cycle Route 517 runs on-road from Corton in the north to the B1385/A47 roundabout, before continuing off-road along the western side of the A1117 to Normanston Park. From here, the off-road route runs along the northern side of Peto Way to Hervey Street before continuing on-road along Hervey Street to the Bascule Bridge. After the bridge, the route continues off-road along the eastern side of the A12 Tom Crisp Way and continues southwards away from Lowestoft town centre.

A network of on-road signed cycle routes, including local cycle routes 10 and 11, also run eastwards towards the town centre, from Normanston Drive and Fir Lane in the west along several residential roads perpendicular to the A47. A small number of advisory cycle routes connect with the on-road signed routes to improve connectivity.

The level of cycle infrastructure provision along the signed cycle routes and generally throughout the town is varied. Cycle provision ranges from high quality dedicated routes to no dedicated infrastructure or markings. Additionally, cycling on parts of London Road North is prohibited. All of these can lead to confusing and unattractive journeys for cyclists.

Several local traffic-free cycle routes also run from the south of the Bascule Bridge towards the town centre, then continue parallel to Denmark Road and follow a track which loops to the west of the town centre towards Yarmouth Road. The North Sea Cycle Route also runs along the coast from Gunton to Hamilton Dock.

Walking desire lines typically follow cycling desire lines where they provide off-road routes which are pleasant pedestrian environments. One such route is the Easterling Walk, which stretches from Oulton Broad South Station to Lowestoft Station via a loop to the north of the town centre and along the North Sea Cycle Route.

These routes establish desire lines from the north, west and south of Lowestoft towards the town centre. There is no strong provision through the town centre connecting residents in the west with the employment in the east.



Occupancy

Current situation

Analysis of retail surveys carried out by the former Waveney District Council between 2015 and 2019 shows that the total number of retail, commercial and leisure services (A1-A5, D2 and Sui Generis) units in Lowestoft town centre remained broadly the same (379 units in 2019). Within this trend, however, there has been a significant reduction in retail units from 361 to 344 units and growth in Sui Generis uses. Over the same period the total floorspace of these uses rose by over 2,200 sqm to 75,137 sqm overall, with an average unit size of 198 sqm.

Retail, Commercial and Leisure uses in Lowestoft town centre

Use class	2015 units	2019 units
A1-A5	361	344
D2	6	10
Sui Generis	13	25
Total	380	379

Source: Waveney District Council Retail Survey 2015-2019

At the time the last survey of premises was undertaken by the Council in March 2019¹, approximately 16.6% of ground floor floorspace across the town centre was classified as being vacant. This vacancy rate was significantly greater than that recorded across England as a whole (11.9%). Furthermore, it should be noted that, since the survey was undertaken, the vacancy rate will have risen following the closure of several units. These include the notable closure of the Tesco supermarket which acted as a key anchor store for London Road North.

Trend data over the past 15 years for the town centre highlights a few spikes in vacancy numbers. However, over the past 4 years vacancy rates have continued to grow year on year, reaching a peak of 18.3% in 2019².

Non-residential uses (2019)

	Retail
	Professional services
	Food and drink
	Takeaways
	Business
	Office
	Residential institutions
	Community uses
	Leisure and culture
	Sui generis - industrial
	Sui generis - leisure and beauty
	Unoccupied

¹ Waveney District Council Planning Policy Monitoring Data, March 2019

² ibid

Future occupancy recommendations

Our market analysis shows that residential, retail and office markets in Lowestoft are fragile, suffering from low values and weak demand. These uses can be considered as part of the overall town centre offer but will not necessarily drive demand or values.

Analysis of trends in the Food & Beverage (F&B) and leisure markets shows that these are evolving and moving away from traditional operator models to innovative new models which attract Millennials such as food-pop ups, escape rooms and virtual reality (VR) gaming. These provide the greatest opportunity to increase footfall into the town centre. A number of these concepts can operate from existing premises which provide flexible space in terms of size and lease terms. Lowestoft has a number of these assets such as the vacant department stores and post office.

Based on the market analysis it is recommended that:

- * Residential uses – will not drive development viability given values but provide an opportunity to bring footfall into the town centre during the evening. Town centre development should
- comprise flatted and terraced properties, with a mix of 1, 2 and 3-bed units.
- * Convenience retail - currently there is limited scope to bring this use back into the town centre. But over the medium to longer term this use may return in a small format once increase in footfall has been achieved.
- * Comparison retail - given the weakness of the retail market and the current fragmented offer i.e. vacant units dispersed with occupied units, consolidation of this sector should be considered
- * Offices –this use will not drive value but provides an opportunity to attract footfall during the day. Offices could be provided in a mix of small units offered on flexible lease terms to attract a range of local occupiers.
- * F&B – there is clearly an imbalance between the current F&B offer in the town centre and national trends in the growth of the sector. The vacant premises in the town centre provide an opportunity to create pop-up space to re-focus the town centre offer to include innovative eating venues. However, this will have to be actively managed to create the flexible space, critical mass and promotion to attract the footfall into the town centre.
- * Leisure – as part of a comprehensive town centre offer consideration should be given to whether to bring the existing cinema offer into
- the town centre. The existing vacant premises provide an opportunity for new concepts such as VR, urban / crazy golf, axe-throwing, etc.
- * Management and promotion – the town centre needs to be proactively marketed through the use of social media and managed events to bring footfall into the town centre. The approach should be flexible to adapt to changes.
- * Using existing assets – given the current vacancy rates in the town centre, it has a number of assets that could be offered to the market providing flexibility for a variety of uses. A comprehensive approach is required to ensure a cohesive offer.

Stakeholder views

As part of the masterplan process, local stakeholders were engaged to better understand the opportunities and constraints of the centre, aspirations and capacities of the local community and to actively involve stakeholders in the process of regenerating the town centre. The dialogue was maintained through a series of two stakeholder events and one-on-one engagements conducted by East Suffolk Council.

The stakeholders shared their views on a variety of topics concerning the town centre. Throughout the process, the stakeholders highlighted:

- the desire to create a comprehensive and adaptive vision for the town centre;
- the importance of creating a broader offer in the town centre, including evening economy, leisure activities, opportunities for all age groups to socialise and come together as a community,
- the need to improve the public realm experience, including creating the sense of place (highlighting the town's relationship with water in particular), perception of safety and improving accessibility for disabled people,
- the need to improve connectivity into the town centre, in particular pedestrian and cycle



First stakeholder engagement session in November 2019.

connections linking the town centre with residential and employment areas,

- the need to highlight and help residents access the opportunities arising from the presence of the renewable energy and marine industries, with the presence of these important economic drivers in the town centre,
- the potential to boost the visitor economy by creating a more diverse experience, involving the environmental and heritage assets in the town centre, as well making the most of the Lowestoft's geographical position as UK's most easterly point,
- the urgency of climate change and its impact on the town centre, relating to flood security and sustainability.

A more detailed description of the engagement process, its outcomes, and comments shared by the stakeholders can be found in Appendix 1 at the end of this report.



Drivers of change for Lowestoft town centre

Recent challenging economic conditions, coupled with changing consumer behaviours and demands, have had a fundamental impact on high streets across the country over the past decade. Leading retailers have consolidated their portfolios to larger centres with higher footfall and numerous big names have gone into administration as a result of squeezing profit margins. As a result, the continued structural change in the retail marketplace is creating a significant imbalance between floorspace supply and demand.

This painful readjustment looks set to continue at pace. The internet is expected to account for 53% of retail sales in 10 years' time, up from about a fifth at present, as younger people who have grown up with the internet become more than half of the UK's adult population¹. It is not surprising, therefore, that more and more retailers are shifting their focus from 'brick to click'.

On a more positive note, people are increasingly choosing to spend their disposable income on leisure experiences. This demand has been reflected in the

take-up of many retail units by restaurant chains in particular. There is considerable market growth potential going forward, with leading brands looking to expand their portfolios. There is also increasing cross over between market segments, with the food-as-you-go sector growing while dine-in chains are offering take-away options through delivery services like Deliveroo and JustEat.

Similarly, across the country cinema openings are on the up and budget gym operators are increasingly targeting centres². In addition, there are several emerging leisure concepts which are also helping to anchor retail environments, including bowling alleys, indoor activity centres and trampolining.

It is predicted that over the next 10 years town centres will need to reinvent themselves as mixed-use destinations, that include healthcare and educational facilities, with landlords and developers looking to create integrated communities in which to live, work and shop³. Leisure provision will form a key component of this diversified offer.

Due to the speed of social and technological change successful town centres will need to be capable of responding and adapting to change quickly or risk losing out to competitors or new formats. The uncertain nature of change makes planning for specific outcomes more difficult than in the past; being too fixed on singular planning outcomes could indeed close off innovation and an ability to be fleet-of-foot in securing investment. Paradoxically however, a clear vision and aspiration is more important than ever, giving confidence to businesses, funders, consumers and investors of all kinds.

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

¹ Womble Bond Dickinson (2019) The Digital Tipping Point – 2019 Retail Report

² Colliers Mid-Summer Report 2018

³ JLL (2018) Hospitality and Retail Sector

Drivers of change

Flight of retail from the centre



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



Changes to mobility and technology



Success Factors

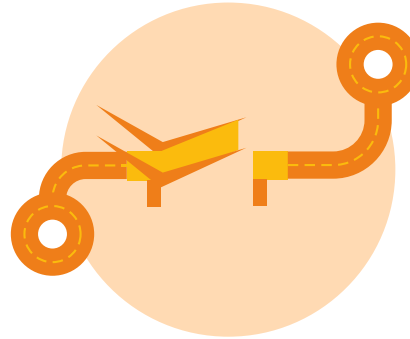
1. More people in the centre. Re-evaluated size of retail core, new experiences and activities in the town centre.

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

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

Drivers of change

Highway infrastructure improvements including the Lake Lothing Third Crossing



Heritage Action Zones



Tourism and visitors

Pedestrian and cycle accessibility and experience of the town centre



Success Factors

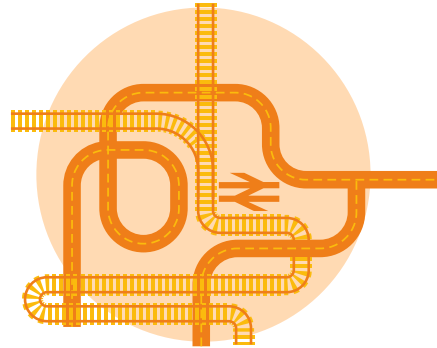
4. Less traffic in the centre, improved connectivity between the town centre and neighbouring areas, improvements in public realm and new development opportunities.

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

6. 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.

Drivers of change

Wider connections



Land and property values



Social and demographic changes



Success Factors

7. 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.

8. 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.

9. 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.

Drivers of change

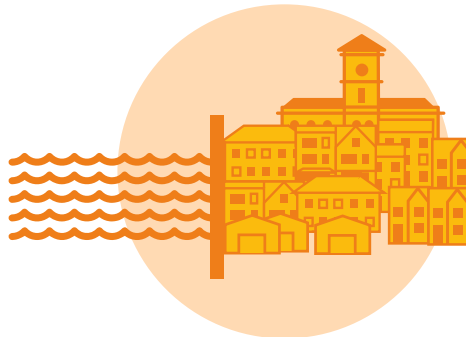
Culture and leisure requirements and expectations



Climate change and sustainability requirements



Flood risks

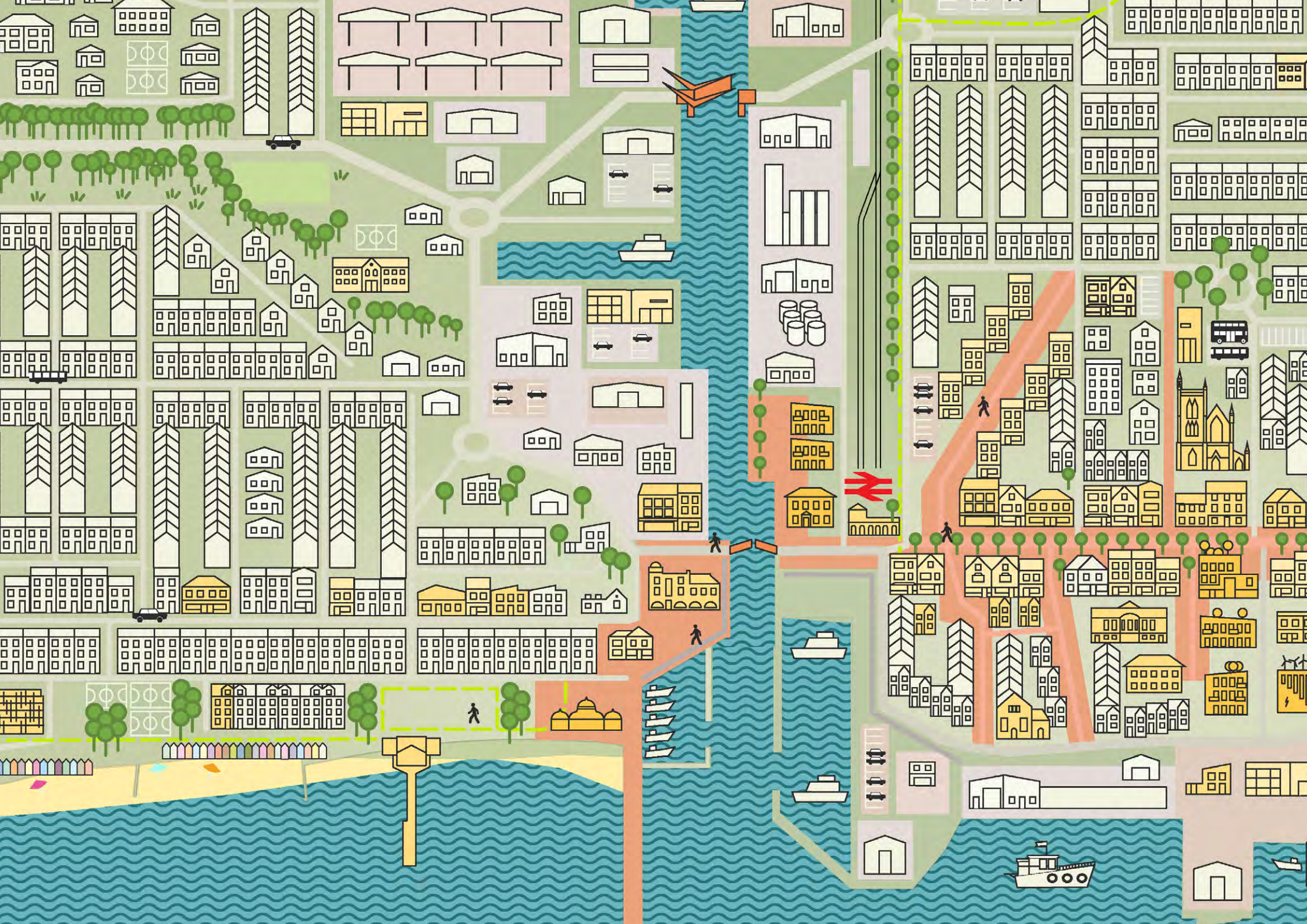


Success Factors

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

11. The town centre 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.

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



Vision for Lowestoft town centre



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 town 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.



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



facilitation of existing and new forms of economic activity

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



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



active urban environment

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

Underpinning the vision: objectives and spatial strategy

Building on the shared aspiration for Lowestoft

The wider vision for Lowestoft, devised as part of the work of the Place Board, concentrates on the main defining features of ‘The Lowestoft Story’ (agreed through a series of wide stakeholder workshops in 2018) and translates them into themes that will guide the regeneration of the town:

- harnessing and celebrating the energy of the sea - building on the town’s sense of place, defined by the relationship with the sea; from tourism, fishing, to oil and gas exploration, and wind energy;
- exploring the eastscape - a wealth of experiences offered by the eastern location between the Broads and the sandy beaches, creating a great place to visit and live;
- the leading light - Lowestoft sees the sunrise first in the UK and it celebrates being on the edge in terms of industry, culture and visitor offer, with the energy to do things differently in creating a new first place.

The wider vision emphasises ‘the place-led approach’, concentrating on these unique features of Lowestoft and setting out an aspiration for a great place to live, work and play: local, connected,

innovative and entrepreneurial. The vision for the town centre builds on the foundation of these principles and themes, to create an environment that embodies the spirit of regenerating Lowestoft.

Vision objectives

The vision for Lowestoft town centre captures how the town will implement the Success Factors in order to respond to the challenges of the future. These challenges, known as drivers of change, 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 ‘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 plans and investments to achieve clearly defined outcomes across four broad areas:

- A transformation of the town’s infrastructure to create a framework for a future that is not dependent on carbon: promoting cycling, walking, public transport, micro mobility, creation of retrofit and low emissions building standards and climate resilience;
- The facilitation of existing forms of economic activity and flexibility to introduce new and emerging forms of economic activity, creating a wide range of

jobs and entrepreneurial opportunities, as the economy and technologies evolve;

- The creation of a socially equitable centre which 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.
- The creation of an urban environment which facilitates, enables and promotes active lifestyle and recreational choices that promote long term health and wellbeing.

The vision is underpinned by these four principal themes, and through an implementation strategy, Lowestoft town centre has the potential to lead the way as towns and cities adapt in the context of climate, social and technological changes.

Spatial strategy

Lowestoft is composed of different neighbourhoods with different stories behind them: seaside resort, fishing town with remaining smokeries, growing renewable industry hub and marine research centre, the gateway to the Broads, etc. Lowestoft is undergoing a profound change, with important investments flowing into the town and reshaping its identity. The town centre has to rediscover itself as the hub that serves all the communities that form Lowestoft, and reconnect these different places and initiatives to unlock Lowestoft's full economic and social potential. The town centre has to be a true place for all.

Lowestoft town centre needs a spatial strategy that creates a multitude of opportunities for investment by many different actors, from community organisations to cultural institutions, retailers, businesses and residential developers. The spatial strategy should set out clear objectives and moves, to unite the community around the goals and guide changes, but at the same time it should create a flexible framework within which it facilitates and enables change rather than constrains it.

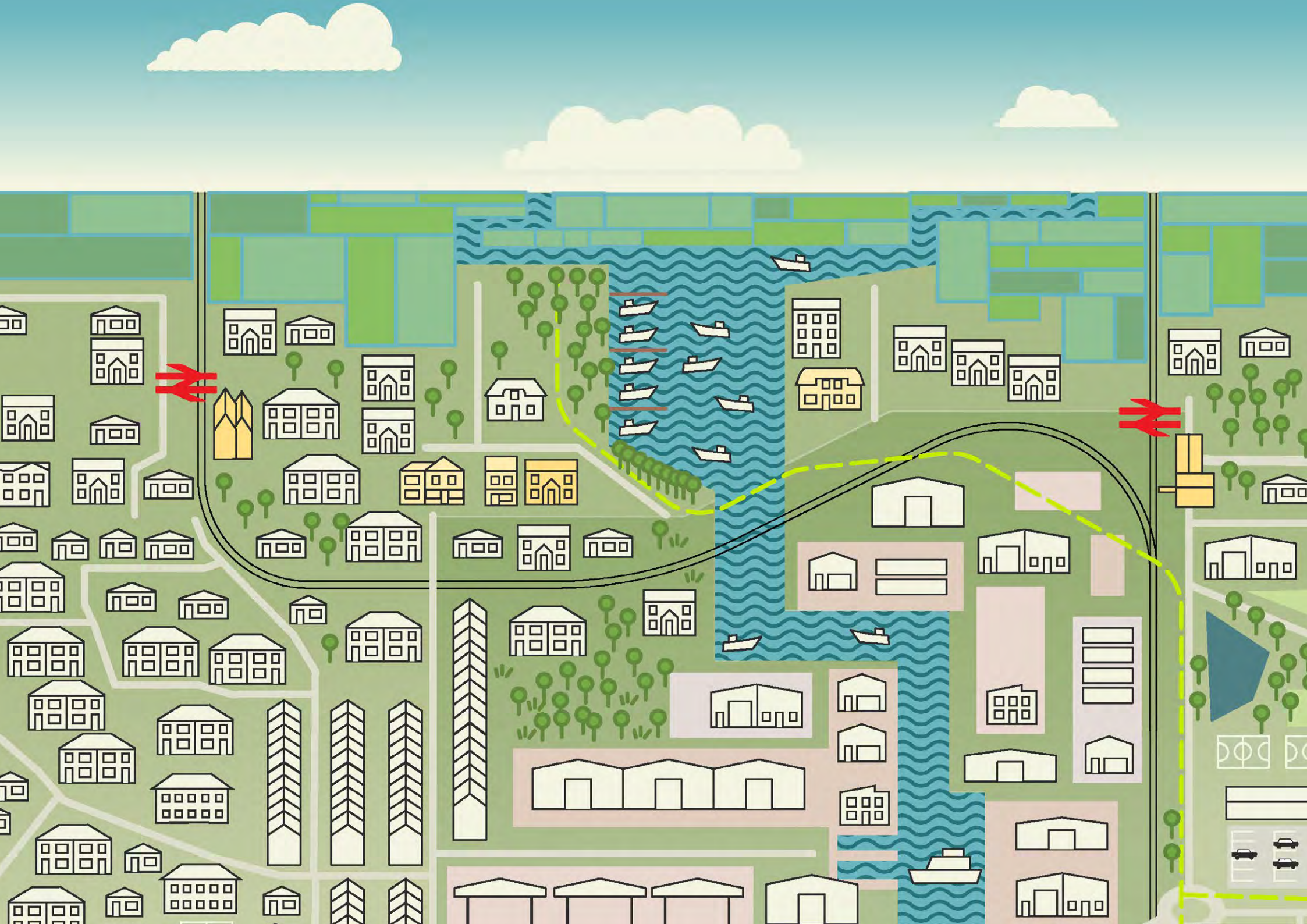
The spatial strategy must align with and deliver against the vision and Success Factors set out previously.

It also has to incorporate initiatives that help regenerate the historic environment, like the Heritage Action Zones, and provide spaces to deliver programmes and policies, such as the Cultural Strategy 'Celebrating culture on the edge - a new dawn 2020-2025'.

As change takes place, it needs to be carried out with a clear intent to achieve a diverse people-focussed place with seamless streets and spaces, and a fantastic resident and visitor experience described by the vision. With funding competitive, investments need to be carried out to maximise benefits and impact. Therefore, projects and programmes taking place in Lowestoft should respond to overarching goals.







Spatial framework

Building on the principles underlying the vision, the spatial framework for Lowestoft town centre concentrates on enabling the four main strands of transformation: innovative infrastructure, opportunities for economic activity, socially equitable offer and an environment for active lifestyles.

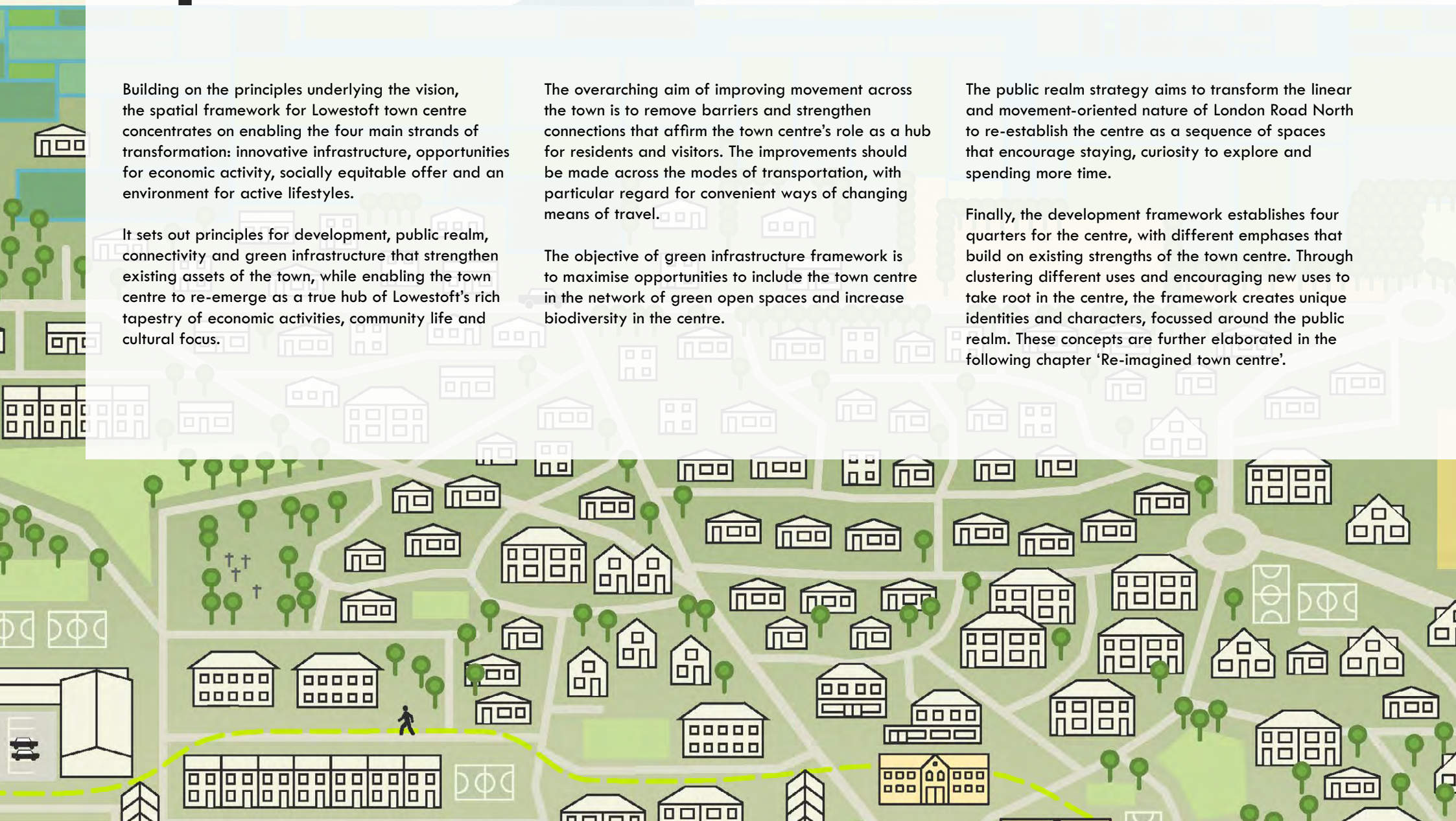
It sets out principles for development, public realm, connectivity and green infrastructure that strengthen existing assets of the town, while enabling the town centre to re-emerge as a true hub of Lowestoft's rich tapestry of economic activities, community life and cultural focus.

The overarching aim of improving movement across the town is to remove barriers and strengthen connections that affirm the town centre's role as a hub for residents and visitors. The improvements should be made across the modes of transportation, with particular regard for convenient ways of changing means of travel.

The objective of green infrastructure framework is to maximise opportunities to include the town centre in the network of green open spaces and increase biodiversity in the centre.

The public realm strategy aims to transform the linear and movement-oriented nature of London Road North to re-establish the centre as a sequence of spaces that encourage staying, curiosity to explore and spending more time.

Finally, the development framework establishes four quarters for the centre, with different emphases that build on existing strengths of the town centre. Through clustering different uses and encouraging new uses to take root in the centre, the framework creates unique identities and characters, focussed around the public realm. These concepts are further elaborated in the following chapter 'Re-imagined town centre'.





Movement framework

Pedestrians and cycling

'Lowestoft: the Heart of the Town' Study commissioned by East Suffolk Council in 2018 notes that 62% of trips to the centre are made on foot (national average: 31%), and the majority of visitors to the town centre live locally (under 30mins). In this context, convenient and high

quality pedestrian routes to the town centre are vital for maintaining the footfall and an enjoyable town centre experience.

The current Waveney Cycle Strategy (adopted by Waveney District Council in July 2016) aims to provide quality cycle routes that are direct, safe and attractive, supported with appropriate



Pedestrian and cycle movement framework

← → Important pedestrian and cycle routes

↔ Need to improve local connectivity

Introduction of tree-lined, avenue-style streets in the centre would improve the quality of air, reduce heat island effect and pollution. De-trunking of Katwijk Way is a particularly attractive opportunity to be explored.

ancillary facilities to encourage people to cycle and be more physically active. The vitality of Lowestoft town centre depends on the quality and accessibility of the cycle experience, especially in the context of expected shift in travel patterns post Covid-19 outbreak. The masterplan responds to the objectives and measures suggested by the strategy, and sets out new goals and aspirations for cycle infrastructure in the centre of Lowestoft, made possible by potential changes to the vehicular movement.

To ensure Lowestoft continues to prioritise sustainable mobility, long distance pedestrian and cycle routes need to be improved and new links have to be created. Linking residential areas with major employment sites (such as PowerPark) and popular destinations in the centre will increase trips, in particular for non-retail purposes. Improvements should include more safe and ample pedestrian and cycle crossings around the town centre; de-trunking of Katwijk Way (A47) and potential developments on Battery Green create opportunities to improve existing pedestrian and cycle infrastructure through changes to road layout and access, and to introduce new crossings along the desire lines to improve pedestrian



Improvements to cycle links should include enhancements to the overall quality of the experience - cycle path in Burgess Park, London

and cycle accessibility across town. Similarly, regeneration of the Scores will provide additional attractive links between PowerPark and diverse offer of the town centre.

The connections between the town centre and Oulton Broad, South Beach and the Ness play an important role for the visitor experience and the programme of improvements will concentrate on improving safety and consistency of solutions and better wayfinding.

Accessibility needs of disabled and elderly residents should always be catered for in the new solutions and upgrading existing routes. Particular attention should be given to ensuring the sea wall is accessible to wheelchair users (and cyclists).

Finally, Lowestoft should embrace a coherent, systematic approach to wayfinding. It is important this infrastructure helps visitors and local residents alike. The system should be integrated with the parking strategy and include public transport, tourist trails, attractions, institutions and community facilities. It should be characterised by recognisable design language and be consistent / integrated with the digital app and paper materials promoting the centre and attractions of Lowestoft.



Quiet one-way streets are an opportunity to introduce more cycle and pedestrian friendly solutions and biodiversity into public realm



Attractive, coherent and well-placed signage is an important part of the great public realm experience. Example of wayfinding system in Gloucester Docks.

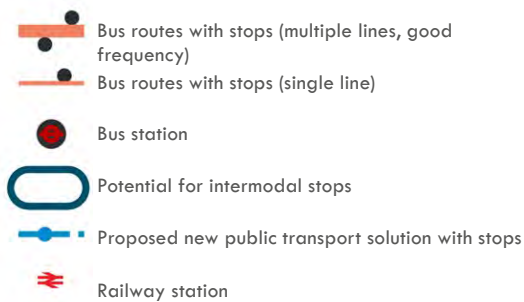


Public transport

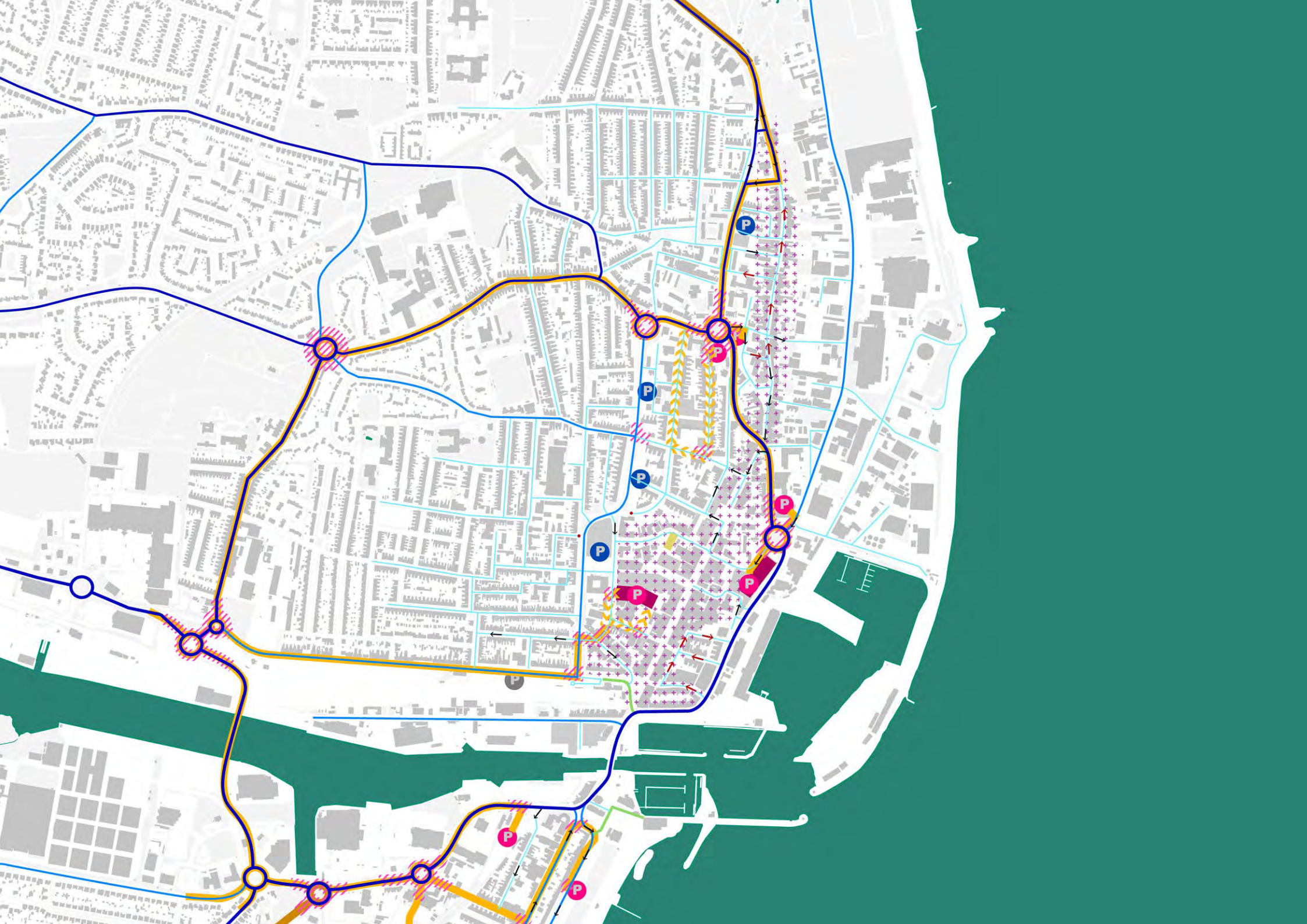
Lowestoft town centre is served by 4 regular bus lines and the masterplan aims to make travel by public transport one of the preferred means of getting into the town centre. Improvements to reliability and frequency of services will make the bus an obvious choice for travelling to the centre. The public transport experience could be further enhanced, by improving the accessibility and attractiveness of bus stops and the potential redevelopment of the bus station at Gordon Road.

The masterplan recognises an opportunity to create a new public transport link connecting central areas of Lowestoft along the north-south axis (from the Ness, via the Lighthouse on High Street, London Road North, the Bascule Bridge, Royal Plain, South Beach Promenade to CEFAS at Pakefield). The design of the route will have to consider one-way systems currently in place in some parts of the route, using e.g. intelligent traffic signalling and/or layout to allow vehicles to pass. The solution could take the form of a trackless electric tram. The speed and frequency could be adjusted depending on the season and demand. The solution could serve as a prototype for future public transport solutions on other lines in Lowestoft.

Public transport framework









Potential redevelopment of the bus station could include a more striking design to manifest positive role of the public transport in the accessibility of the town centre - Herne Bus Station in Germany



Vehicular movement framework

	Primary roads
	Secondary roads
	Local and access street network
	Restricted access street
	One way street
	Proposed new one-way system

Parking strategy

	Proposed restricted parking zone
	Wayfinding signage directing to visitor car parks
	One way system in and out of the centre car parks
	Primary routes into the centre
	Proposed visitor car parks
	Proposed resident car parks

Vehicular movement

The masterplan introduces changes to vehicular movement around the town centre to improve the pedestrian, cycling and public transport accessibility of the area, and to encourage a gradual shift towards sustainable means of transport.

The Lake Lothing Third Crossing, and subsequent predicted changes to major traffic flows, present an opportunity to reimagine the movement around the centre to create a better arrival experience and improve pedestrian and cycle connections and overall visitor and resident experience of the town centre.

It is expected the opening of the Lake Lothing Third Crossing will result in lower traffic numbers on the western arm of the A47 (Katwijk Way), allowing it to be de-trunked. Once Katwijk Way becomes part of the local street network, the parallel street arrangements currently in place will no longer be necessary, the street layout could be upgraded to accommodate high quality cycle provision, bus stop bays and public realm improvements.

Together with the de-trunking of the A47, there is an opportunity to simplify the highway infrastructure around the Clapham Road car park;

the roundabout could be replaced by a controlled junction (with priority for public transport accessing / egressing Gordon Road).

Changes to movement around the town centre offer an unprecedented opportunity to envision a new role for Station Square with reduced vehicular movement through Station Square creating an opportunity to enhance the public realm at this important location.

The Bascule Bridge could also benefit from these changes while maintaining good continued access to Commercial Road.

Public realm works to the Bascule Bridge and Station Square following the introduction of the framework would create an attractive and safe environment for pedestrians and cyclists. This would also help better connect the town centre with South Beach and Kirkley. This project is further described in the section relating to Station Quarter.

Eastern arm (Artillery Way - Battery Green) of the A47 will continue to serve PowerPark and the port, and therefore must retain its current geometry and layout. There is an opportunity to significantly improve the pedestrian and cycle crossing between

the A47 and High Street (that will potentially include a new mode of public transportation), as well as improve pedestrian and cycle experience around Battery Green roundabout to encourage trips to / from PowerPark to the centre.

The masterplan also suggests a minor change to the one-way street system on Suffolk Road, Beach Road, Bon Marche and Grove Road. The benefits of the change would include a controlled junction at the entrance to the Port and fewer right turns when travelling south on Battery Green Road.

Parking

There is currently surplus car parking capacity within the town centre.

Car parking solutions would need to respond to the town centre being a place to live as well as a place to shop, do business and enjoy leisure and cultural activities. The masterplan proposes to consolidate visitor and resident car parking and introduce an enforced restricted on-street parking zone around London Road North and High Street, to allow more flexible uses of these public spaces. The on-street parking would be reduced to disabled parking spaces, loading bays and drop-off areas. Surface car parks: Alexandra Road, Regent Road, Adrian Road, and Clapham Road (prior to potential future

redevelopment) could be designated as preferred residential car parks, while visitors would be directed by clear signposting to Britten Centre, Whapload Road, Tennyson Road, St Peter's Road and, in the future, the new Battery Green car park.

The car parks (multi-storey and surface; visitor and resident) should be upgraded to ensure they are well-lit, feel safe and are clearly and attractively signposted. This is particularly important to establish a successful evening economy and improve the desirability of the centre's residential offer. Car-parking should be thought of as an integrated part of the town centre experience, together with shopping, cultural or leisure experience. The 'Parking as a service' idea, including dynamic/smart signage to help direct users to the best available car park, also offers an opportunity to create a more flexible and active management of the parking supply and demand. Additionally, it could help introduce incremental change to free up some of the future development sites currently used as surface car parks.

It is crucial that the delivery of new and upgraded parking provision is aligned with the incremental introduction of restrictions. A phased approach to the implementation of the parking strategy will be helpful in ensuring change is not met with hostility and mistrust.

To better manage the demand and improve user experience of the town centre, the parking measures and solutions should additionally consider:

- * Management of town centre workers' parking, so that prime space is provided for visitors and is not abused, especially at peak periods;
- * Coach parking to be managed in relation to set down/pick up points in the centre and layover areas further out, that are close to facilities for drivers;
- * Non-cash payment methods should be promoted as a primary means of payment;
- * Dynamic and smart charging should be explored to encourage longer stays (e.g. flat rate for the first 2 hours, rates changing depending on the season and car park, offers encouraging extending parking times, etc.);
- * Measures to promote low emission / electric vehicles should be considered, e.g. charging points, discounted fares;
- * Measures to promote sustainable modes of transport as an alternative to private car, such as clear signage for secure cycle parking.



New multi-storey car parks should be considered not only as infrastructure, but also as an opportunity to create an attractive public realm - Swindon town centre.



Upgraded multi-story car park in Durham is well-lit, feels safe and benefits from clear and well-designed signage - a good precedent for Britten Centre MSCP






Green infrastructure framework

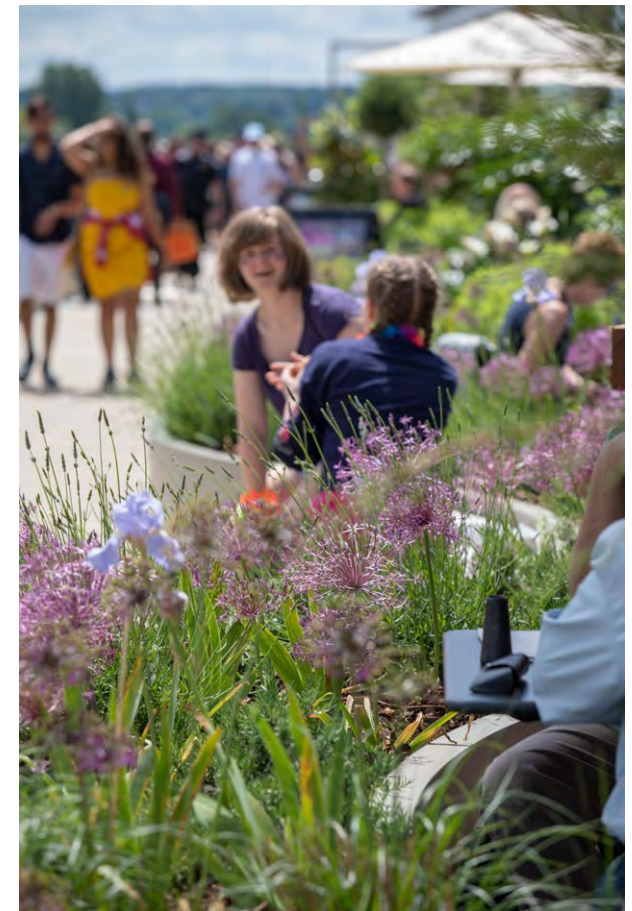
Lowestoft as a town generally benefits from a good provision of green spaces, as the Waveney Open Space Needs Assessment (July 2015) notes.

Thanks to its location between the Broads and the North Sea coast, the town is surrounded by sites with significant biodiversity value, with key wildlife corridors bypassing the town centre, running along Lake Lothing and the northern edge of the town linking to the Waveney Valley.

The centre of Lowestoft is characterised by dense urban fabric with few green spaces, both public and private. The Green Infrastructure Strategy finds however that equipped play provision is significantly below the recommended standard, with especially poor provision in the areas of Harbour Ward, which covers most of the town centre. Similarly, the Open Space Assessment notes that, whilst North Lowestoft has a good overall amount of parks and gardens, the Harbour Ward has a deficit of open space. The Strategy also noted that most residents of the Harbour Ward live outside of the catchment of area of a park. However, since that Strategy was published, the construction of The Ness, the town most easterly park, has started, although it should be noted that this is in the very north of the ward.

Green infrastructure framework

-  Green connections to be promoted
-  Key green spaces (private and public)
-  Green slope of the cliff to be promoted



Public parks are located at the periphery of the centre, while the coast offers limited accessibility and provision of green spaces. Similarly, most of the town centre lies outside of amenity green space catchment areas.

Due to the dense nature of built fabric the vegetation in the town centre is scarce, both in public and in private spaces. The only significant, continuous area of private green is the slope of the cliff along the High Street that connects to the parks and undeveloped coastline further north.

While creation of new meaningful green spaces and corridors would be difficult in a dense urban fabric, Lowestoft should use its existing public spaces together with regeneration opportunities to introduce biodiversity and green links in the town centre.

The masterplan suggests, in line with the Green Infrastructure Strategy, the protection of existing sites of biodiversity value within the built up areas. Furthermore, it suggests ways to improve public

realm management practices to provide greater benefits for biodiversity.

Principles of green streets and pocket parks will further strengthen the network of existing and new spaces, with inclusion of privately owned green assets in the strategy.

London Road North should serve as a spine of the green network, with improvements limiting the hard standing areas and the introduction of



Lowestoft town centre requires more play spaces, the dense urban context requires creative approach to creating an attractive, safe and enjoyable playscape.

localised, biodiversity boosting solutions, such as pocket gardens, green roofs, bio-art and urban furniture.

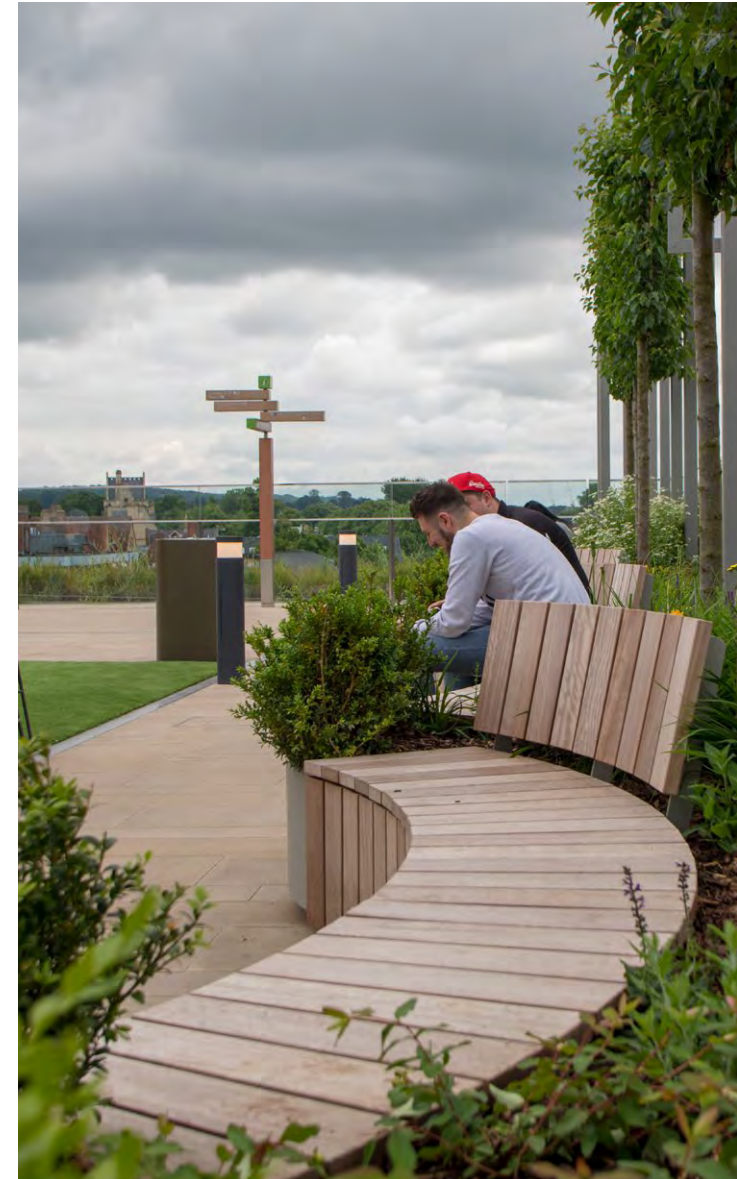
Benefits of the green slope of the cliff should be reinforced and promoted, especially in the context of the pending regeneration of the Scores.

Ongoing masterplanning work in PowerPark should ensure green connections and biodiversity links between the town centre and the coast are promoted.

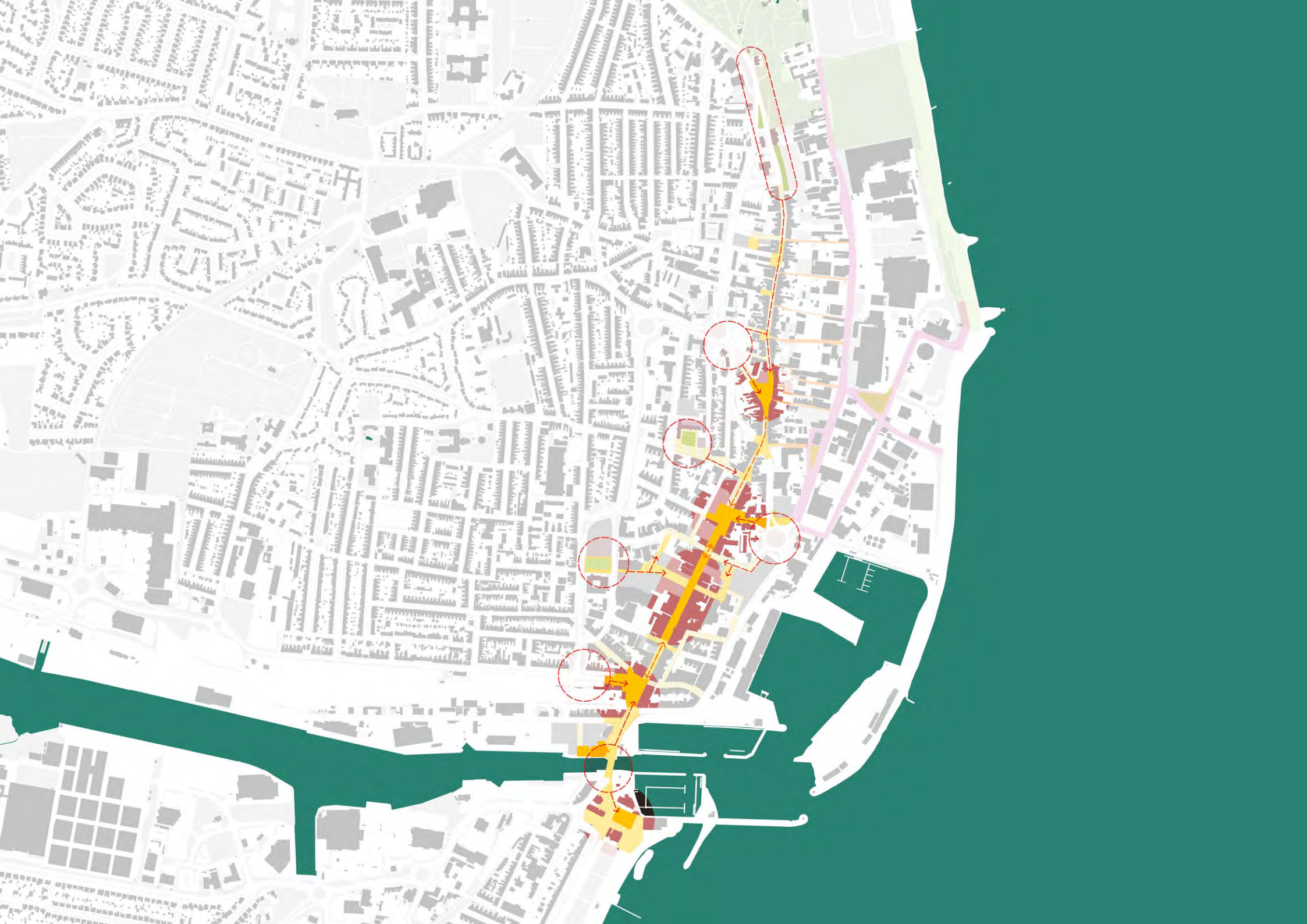
Finally, signage improvements and the promotion of walking routes should serve to encourage greater public access to natural and semi-natural areas to raise awareness of wildlife areas and encourage greater physical activity.



Urban environment must include green spaces, to improve the biodiversity and reduce heat island effect.



Small garden spaces encourage social behaviour.



Public realm framework

The public realm encompasses the publicly accessible space between buildings such as streets and public spaces. Streets are more than conduits for vehicles; they are used by pedestrians and cyclists; and homes and businesses front onto them. The quality of the streets and squares around Lowestoft should be carefully considered to provide high quality environments that are safe and attractive for all users.

The treatment, quality and design of the public realm has an important impact on the character and appearance of an area, but more importantly, it plays a decisive role in the perception of the town centre experience. Public realm treatment should therefore be of a high quality, consistent and continuous in adhering to generally agreed design standards.

Overall the public realm throughout Lowestoft town centre appears somewhat disjointed and requires improvement. Public realm projects carried out in recent years (Royal Plain, Station Square and London Road North) contributed positively to the appearance of the town centre, but they fail to create a sense of place, are primarily hard-standing and generally do not encourage longer dwell times.








Planned transport improvements and redevelopment and regeneration opportunities create potential to improve some public spaces and give them new uses and emphasis in the town centre. The initial focus should be on enhancing the London Road North - High Street area. Additionally, public realm improvement efforts should include strengthening links to neighbouring residential and employment areas east and west of the town centre.

The public realm framework therefore concentrates on creating the sense of place, encouraging longer dwell times and enhancing different characters within the town centre.

The design of the key public spaces should complement the character of the area they are located in, highlighting the most important assets and creating meaningful contributions to interpretation and appreciation of the town centre's heritage and function today.

Gateways to the town centre should clearly mark the arrival in the centre, with clear signposting and improved quality of public realm.

Public realm framework

-  Primary public spaces
-  Secondary public spaces
-  Other public spaces
-  Town centre gateways
-  Potential for new and improved open spaces
-  Regeneration of the Scores
-  Enhanced route to the Ness and Ness Point



Public realm that creates a sense of arrival - Hull West Park Gateway



A precedent for Station Square - incorporating vehicular traffic in a pedestrian-oriented public square

The London Road North - High Street corridor encourages movement, e.g. walking from one end of the town centre to the other, visiting the centre to go to a specific destination, like a particular shop, cafe or institution. To ensure users spend more time in the centre, the public realm strategy should strengthen different characters to enhance the sense of place and introduce spaces that are designed and managed to promote longer dwell times, lingering and relaxation. Depending on the surrounding character and offer, these could include a variety of uses that engage people to stay in the space, e.g. outdoor cafes, art exhibitions, urban gardens, pop-up stalls, playgrounds, etc. These spaces should also include signposting and visitor information.

The town centre should therefore be transformed into a network of these 'nodal' spaces, connected by high quality street environments that provide an excellent pedestrian and cycle experience.

Strengthening east-west connections with enhanced public realm is encouraged. These new spaces will create a much needed variety of experiences and diverse characters of public realm, adding to the town centre experience and further diminishing its linear character.

At the southern end, Royal Plain serves as a southern gateway to and from South Beach. High quality public realm and an offer of activities (including pubs, mini-golf, dancing fountains, etc.) encourage visitors to spend time in the space.

Station Square would be a second 'node', as the defining space of the Station Quarter. Potential changes to vehicular traffic in the area should be taken advantage of to turn Station Square into a more generous pedestrian space that invites and is suitable for a wide range of town centre activities. As a main arrival space into Lowestoft, Station Square needs to include uses that animate the space around the clock, such as alfresco dining, art exhibitions and interactive visitor information solutions.

The section of London Road North between Surrey Street / Beach Road and Gordon Road should be treated as another node, with emphasis on the retail environment. Public realm should enhance the experience and promote the activities of cultural institutions located off London Road



Public art could help animate the Scores



Accessibility as part of the design rather than an afterthought - Jubilee Square in Leicester

North in the area. New public realm between the Marina Theatre and Gordon Road could create a strong cultural focus thanks to the proposed redevelopment of the Battery Green site, while potential to enhance the Britten Centre (and, in the future, redevelop it to include residential, retail and community uses) creates an opportunity to make better use of the public realm within it, to enhance longer dwell times.

The widening of London Road North around the former Beales building could form another nodal place, thanks to proposed pedestrian link to PowerPark. The uses in this space, together with its design, should promote marine research and the renewables industry.

The Triangle Market is the town's oldest trading public space and this link with Lowestoft's past should be celebrated through the activities present in the space as well as the design of the space itself. There is an opportunity to re-introduce markets, in particular with specialist interest or niche offer. A programme of open air activities and community gatherings would also help reinvigorate this space as the centre of the historic Lowestoft. The Triangle Market will benefit from new public realm treatment that accommodates these uses and programmes. The North Lowestoft Heritage Action Zone Design Guide provides detailed guidance on the materials and colour palettes that are appropriate for the heritage context of the historic High Street.

The Scores play an important role as part of Lowestoft's heritage, a unique element of the town centre's identity and one of town's main visitor attractions. Their location between High Street and Whapload Road and PowerPark positions the Scores as direct connections between these areas. The improvements should enhance their visitor appeal, promote local art and creativity, and, where possible, improve their accessibility for disabled users.

Ness Point is an important visitor attraction and one of Lowestoft's landmark places. An attractive, signposted route between the centre and Ness Point will contribute to a positive visitor experience and increase footfall in the town centre.

The emerging masterplan for PowerPark suggests Newcombe Road could become a primary pedestrian and cycle-oriented route.

It is important the public realm maintains the highest standards of inclusive design and adopts solutions that not only make the spaces accessible but respond to the needs of all ages and abilities. The needs of people with reduced mobility should be treated as an inherent part of the design process and the maintenance of the town centre's public spaces should not be an afterthought.

Finally, in line with the aims of Lowestoft Cultural Strategy 2020-2025', the public realm in the town centre will play an instrumental role in enabling residents and visitors to enjoy and take part in arts, heritage and culture. Public spaces should host art displays, engage users with Lowestoft's heritage and serve as canvas for temporary and permanent artwork.



Creating a positive relationship with water through iconic public realm - Torquay Harbour, Beacon Quay

Enhancing the relationship with water

It is particularly important that, where applicable, the design and use of public spaces enhances the positive relationship with the water. These public spaces should draw attention to glimpsed views of the sea, use marine references in design narratives and detailing, enhance Lowestoft's naval and marine history in the visitor experience through for example trails and activities.

Development proposals create opportunities to enhance the relationship with the water in new ways, by creating a waterside place to watch activity in the Inner Port and supported by a proposed waterside plaza in front of Custom House. In addition, the redevelopment of Battery Green could include a public rooftop terrace with views of PowerPark and the North Sea.



Kroyers Plads in Copenhagen - an example of a striking waterfront redevelopment that includes waterfront public realm. Photo: Maria Eklind, under CC license



Development framework

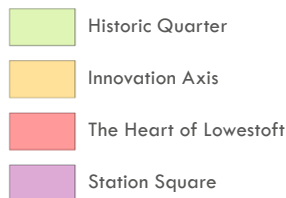
The development framework, together with the public realm framework, concentrate on promoting public life, through maximising the town centre's strengths and creating opportunities for new uses to emerge.

The linear character of the town centre does not encourage a critical mass of uses to emerge along the corridor. Most of London Road North and High Street are designated as retail frontages; concentrated areas of activity do not emerge as a result. The development framework proposes creation of such areas, clustering economic activity of similar uses. These clusters will provide the diversity of experiences and create sustained footfall and longer dwell times while uses in the clusters will benefit economically from proximity to each other.

Four distinctive quarters

Based on the current performance of various parts of the town centre, the development framework establishes four distinctive character areas. The proposed areas should be reflected in a more flexible and adaptive planning regime that helps to actively shape the offer of each area and strengthens its economic performance.

Development framework



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.

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.

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.

Station Quarter

The area around Lowestoft railway station is the town's main arrival point. It should focus on the food and drink offer, ensuring activity outside of business hours and kick-starting the emergence of the evening economy. This is particularly important as this area acts as a link drawing South Beach holidaymakers to explore the centre. There is an opportunity to create a unique, high quality development by the Custom House, that would create a focal point and a recognisable landmark for the town centre and Lowestoft.





The Heart of Lowestoft

The area surrounding the Britten Centre and the Marina Theatre needs to build on its offer of large ground floors, central location and existing shops to become the retail emphasis of the town centre. Additionally, this quarter has a strong presence of cultural institutions and the focus should be on providing an appropriate setting and complementary uses for this offer. New developments in this part of the town centre should concentrate on strengthening footfall and creating active frontages to animate public spaces.



Innovation Axis













The northern end of London Road North provides a unique opportunity to anchor the success of PowerPark and Lowestoft's marine and energy industry. Creative and flexible use of existing and proposed buildings and spaces should be promoted here to attract start up offices and workshops alongside research, education, community and civic facilities. New developments and creative, experimental conversions should reflect the innovative character of this area.

Historic Quarter

In the area surrounding the historic High Street flexible use of buildings should be promoted, in line with the character of this quarter. To enhance the distinctiveness of the character, uses relating to creativity and hospitality should be particularly promoted including art studios, artisan food and beverage and independent retail offer, small b&bs and hotels. New developments should follow the recommendations of The North Lowestoft Heritage Action Zone Design Guide and The North Lowestoft Conservation Area Character Appraisal to ensure they are in keeping with the heritage and character of this area.



Community uses in Lowestoft

-  Theatre
-  Library
-  Museum
-  Healthcare
-  Community organisation
-  Skills and training
-  Education
-  Childcare
-  Sport
-  Police
-  Place of worship
-  Pub



Mixed use developments and community uses in the town centre

Mixed-use developments are encouraged, as they strengthen the draw of each of the uses and create longer dwell times and a more attractive and diverse offer. The introduction of residential uses above ground floors will positively contribute to 24 hour activity in the town centre and create a need for more convenience retail.

The diagram on the opposite page shows various community uses around central Lowestoft. There is a cluster of healthcare and community organisations directly to the west of the town centre, often in converted residential buildings. Many organisations that are involved in community life in Lowestoft find the premises they occupy inadequate or seek to expand their activities, but struggle to find appropriate venues. Development and regeneration processes in the town centre provide an opportunity to include spaces for community life as part of mixed-use new developments and regeneration projects.

The presence of community organisations, wellbeing and healthcare services, skills and training facilities will not only increase footfall in the town centre, but also help these organisations find new and creative ways of engaging with the

community and importantly, their presence will highlight the town centre's role as a community hub and strengthen the sense of belonging, ownership and pride in the local community.

Relationship with water

New developments and regeneration initiatives offer an opportunity to reconnect the town centre with the source of Lowestoft's success: water. Whenever possible and appropriate, proposals creating an opportunity to experience Lowestoft's close relationship with the North Sea or Lake Lothing will be supported. Two locations in the town centre in particular are expected to deliver a positive, public experience in this context: Battery Green Car Park site and Custom House site.

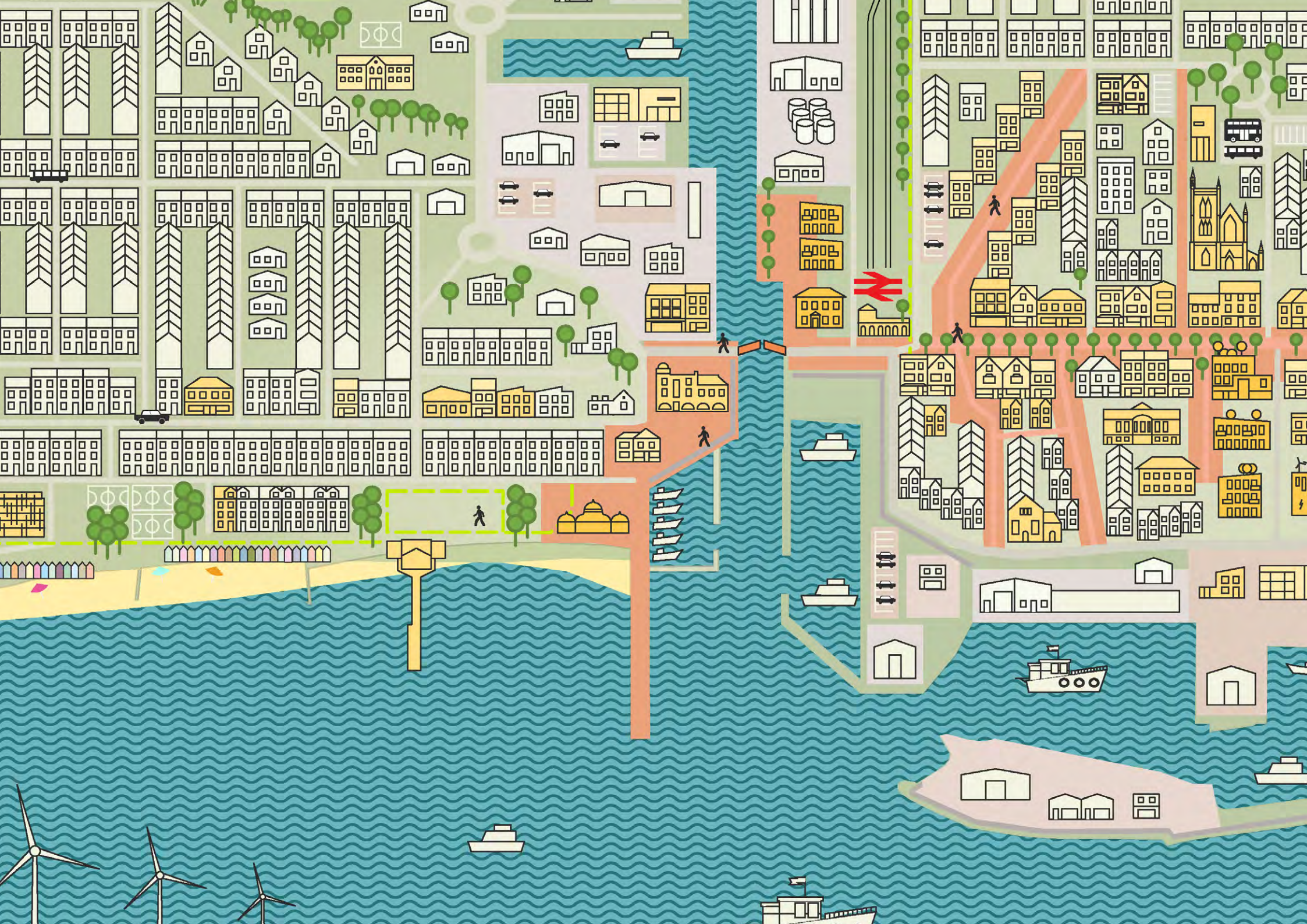
As part of the Battery Green redevelopment the option of a publicly accessible roof terrace would allow visitors to appreciate the proximity of the North Sea and the importance of marine and renewables industry to the town.

The Custom House site offers direct access to the waterside, and the site is expected to deliver a high quality, lively public embankment-style plaza,

where users will be able to watch activity on the water, passing vessels and the sight of the Basculer Bridge in operation.

Carbon-neutrality design standards

Innovative building technologies and solutions should be encouraged, to represent Lowestoft's credentials as the town at the forefront of innovation. New developments and refurbishments of existing buildings will have to adhere carbon neutrality standards. Solutions enhancing biodiversity and increasing the share of green areas in the town centre will be particularly welcome.



Reimagined Town Centre
























Illustrative masterplan





Station Quarter

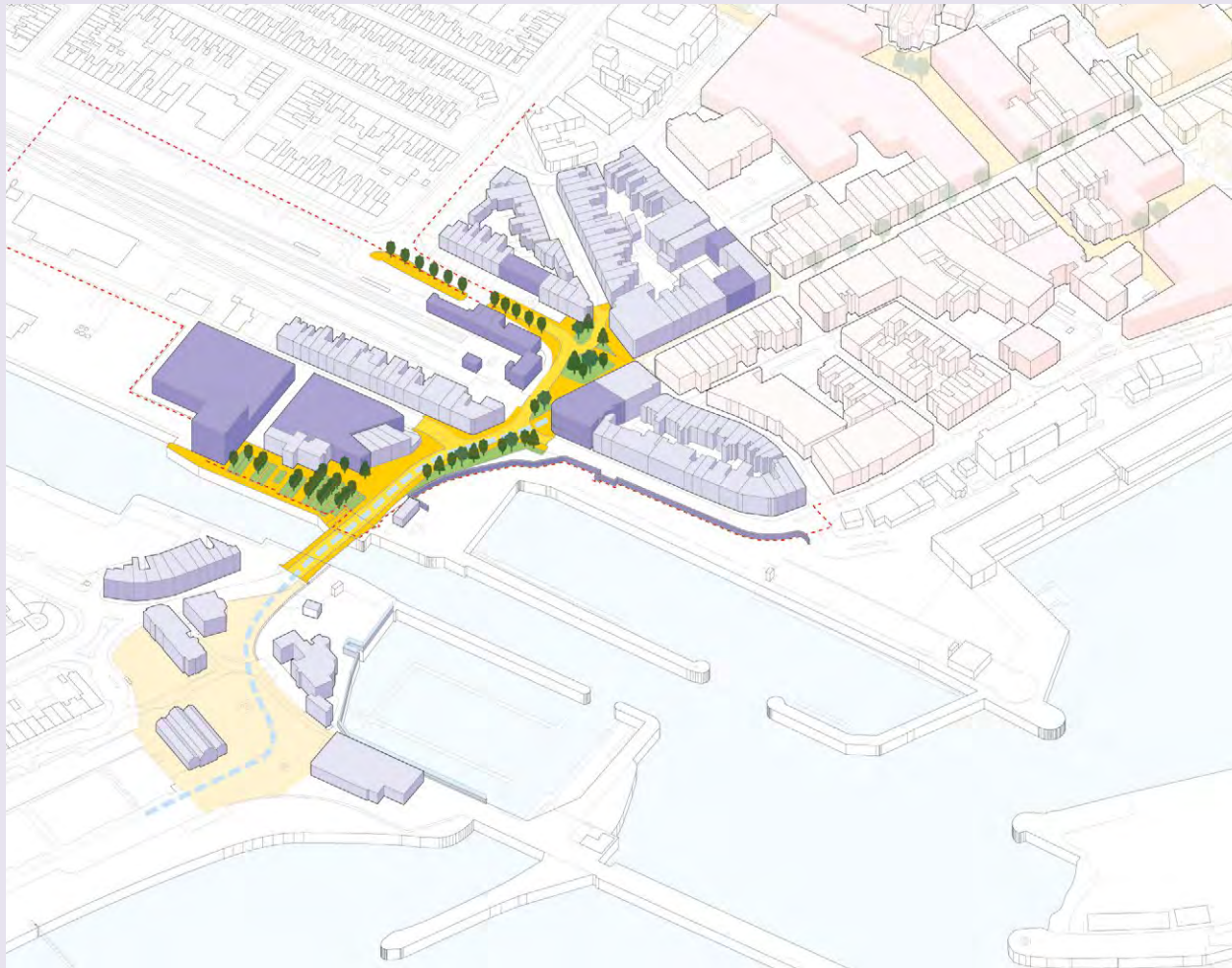
Urban design framework - Station Quarter

-  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

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 food and beverage, including 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 and 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.

Characterful and elegant Victorian streets radiating from the northern end of Station Square, Bevan Street East and Suffolk Road, will also benefit from the introduction of a more vibrant evening economy focus in the area. They will add to the variety of available experiences, lending themselves to an offer of small-scale, independent businesses, eateries and cafes.

The masterplan proposals build on the Local Plan policy and expand on the requirements in terms of public realm and encouraged design principles. The Local Plan recognises the transformative potential of this area and policy WLP2.3 'Peto Square' allocates a large part of Station Quarter for (among others) restaurant, pub and leisure uses. Additionally, once the flooding risk is reduced through delivery of the Lowestoft Flood Risk Management Project, the allocation will also include development of a hotel and residential uses.



The emphasis will be on:

- creating a positive gateway experience around the railway station and Bascule Bridge
- maintaining the coherent and well-articulated character of the area
- creating opportunities for a positive waterside public realm
- mitigation of the hostile port environment

The following pages describe development and regeneration project opportunities in Station Quarter.

1 Station Square

The construction of the Lake Lothing Third Crossing will help remove most of the transit traffic that adds to congestion around Station Square. This in turn opens up the opportunity to reimagine Station Square all the way to the Bascule Bridge to create an attractive, pedestrian friendly gateway to the town centre. This innovative, positive public space should creatively encompass new flood defences and, through its high quality design, be an invitation to explore the town centre. The re-imagination of the public realm should in turn help unlock and/or catalyse investment in a number of under-utilised spaces.

2 The Railway Station

Lowestoft Station is a key gateway to the town and its centre. It is Lowestoft's most important transport hub. Train and bus passengers can change the mode of transportation here, to continue their journey on a bike hired at the station. Despite the through flow of residents and visitors on a daily basis the facility as a whole is relatively underutilised and offers great potential. This potential has been acknowledged in recent years and improvements have been made to the Station facilities, including the introduction of new lighting and colour schemes and the conversion of the former parcels office into an exhibition space. Building on this momentum, there is still significant scope to further transform the spaces within the station to create a valuable community resource, providing a hub for local artists and visiting exhibitions. The feasibility of extending the station building upwards to create a café and/or restaurant space to support the exhibition space should be investigated further. Designed well, this would help create a modern space that fully utilises the attractiveness of the station building and creates a strong visual link with the sea.

Opening access to the station from the east will create a more intuitive and attractive route from / to the platforms. Arriving visitors will be welcomed by the lively, pedestrian Station Square. The current entrance will primarily provide easy access to/from the bus stops, taxi ranks and pick up and drop off.



Rooftop bar - enjoying the centre from a different perspective





3 Tidal barrier

The new tidal barrier, delivered as a crucial part of the Lowestoft Flood Risk Management Project, will provide an important protection against floods that have impacted the town centre and infrastructure. The proposed design of the barrier allows flexibility and permeability (glass sections, foldable elements), but it still is an engineering solution which might be viewed by some as a negative element in the Station Square environment.

Proposed changes to the highway layout around Station Square will free up additional space between the barrier and Waveney Road, allowing it to become part of a new, positive public realm solution integrated in with the rest of Station Square, that encourages interaction, celebrates Lowestoft's links to the sea and maritime culture and draws attention of locals and visitors. This can be further emphasised through a commissioned art piece.



Sculptural public furniture enhances the uniqueness of the waterfront experience - Scarborough Harbour.

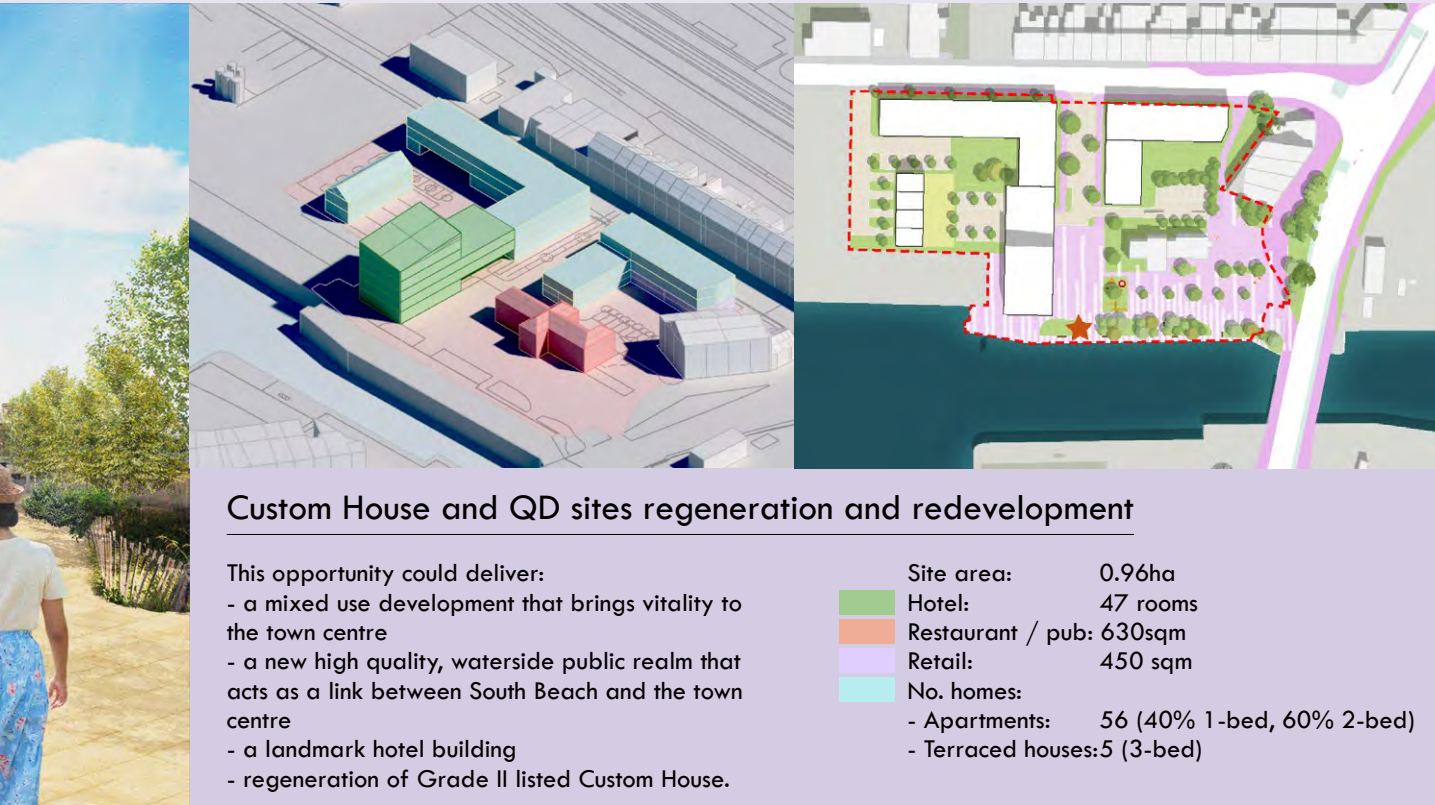


Flood defences offer an opportunity for high-quality public realm that reconnects the town with the sea - Littlehampton.

4 The Custom House and QD sites

This once thriving area of town life no longer has a clear purpose and has suffered from a lack of investment in both the built space and public realm in recent times. However, this situation looks set to change as wider regeneration activities around Lake Lothing, and forecast growth in the offshore renewables sector, have the potential to catalyse investment in this prime waterfront location. It is important that both the Custom House and QD site are considered as one if the transformation of the space is to be achieved. The project should include the rehabilitation of the Grade II listed building, potentially for food and beverage uses, and creation of a new riverside public garden / plaza in front of it, in line with the policy WLP2.3 of the Local Plan. The location of this site, at the intersection of the port activities and visitor experiences of the town, also makes it the perfect location for a new build hotel that could cater for both business and leisure visitors to Lowestoft. A restaurant and/or pub at the ground floor would help to animate the riverside public space.





Slottsholmen Hotel in Västervik, Sweden - an example of an recognisable landmark building that makes the most of its waterfront location.

5 Tuttle's Building

The former Tuttle's department store flanks the western side of Station Square and contributes to the first impressions of people arriving in Lowestoft by train. The northern part of the privately owned building has been occupied by JD Wetherspoon pub for 8 years. The southern corner and upper floors of the central section of the building remain visibly unoccupied. The position of the Tuttle's building opposite the station, between the town centre and the Bascule Bridge, creates an opportunity to better use it and improve the town centre's appeal. A visitor information point on the ground floor and serviced apartments / B&B upstairs could create a sense of welcome for arriving visitors and contribute to the sense of place.

6 East Point Pavilion

The East Point Pavilion is an iconic glass, Edwardian-style building situated at the heart of the seafront on Royal Plain. The building has seen a number of different uses over its lifespan with currently two of the units leased by the Council to a food and beverage business and as the base of the First Light Festival organisation team. The building

acts as both a valuable resource for local residents as well as holiday-makers. There is general consensus that this asset, and the spaces around it, could be better utilised. The potential of hosting seasonal street food hall and accommodating creative start-ups linked to the visitor economy should be explored to help re-energise this space.



Hala Koszyki in Warsaw - an example of a mix of uses with a food hall in a heritage building.



7 Former Post Office

The relocation of the Post Office to WH Smith in 2019 has left a prominent Grade II listed building on London Road North vacant. East Suffolk Council has since purchased this building with a view to converting it in line with ongoing regeneration efforts across the town centre. The preference is to convert the ground floor of the building for restaurant/café use with a view to attracting a national chain. The building also offers the potential for the conversion of the upper storeys to residential uses, while the back of the site could accommodate a contemporary town centre living opportunity.



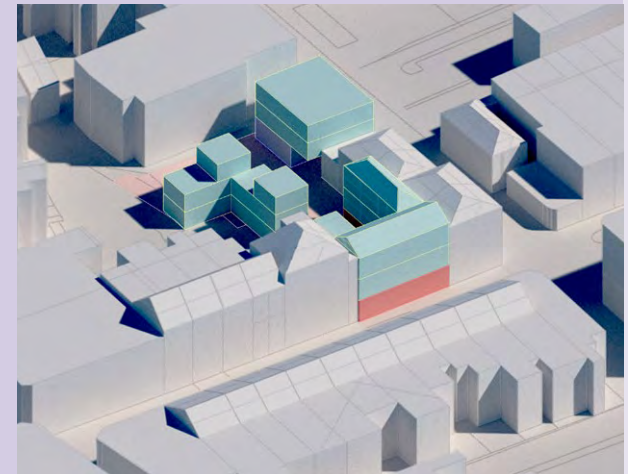
Former Post Office building regeneration and redevelopment of the site

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)



8 18 Bevan Street East / Denmark Road

This privately owned property is located opposite the main entrance to the railway station. The site is currently used as a surface car park. This strategic location creates an opportunity to contribute to activity at Station Square and contribute to a positive arrival experience around the station. A new building fronting onto Denmark Road could include residential uses and an active ground floor accommodating a restaurant or leisure offer.

9 Bevan Street East and Suffolk Road

These two streets radiating from Station Square benefit from good place characteristics that could be further strengthened through coordinated efforts of landowners and tenants. The prospective Southern Heritage Action Zone will be instrumental here. Bevan Street East and Suffolk Road (including former Kerry building) will certainly benefit from the introduction of a more vibrant evening economy focus in the area. They will add to the variety of experiences available around Station Quarter, lending themselves to an offer, including boutique cafes, small restaurants and independent shops.

10 Commercial Road

Commercial Road plays an important role as a sole means of access to the Inner Harbour Port Area. Improvements to public realm, introduction of public open spaces and traffic calming measures will improve the experience and quality of the area, while reducing noise and pollution levels. This will be particularly important in the context of potential redevelopment of the waterside site of the Custom House and QD (including visitor and residential offer).

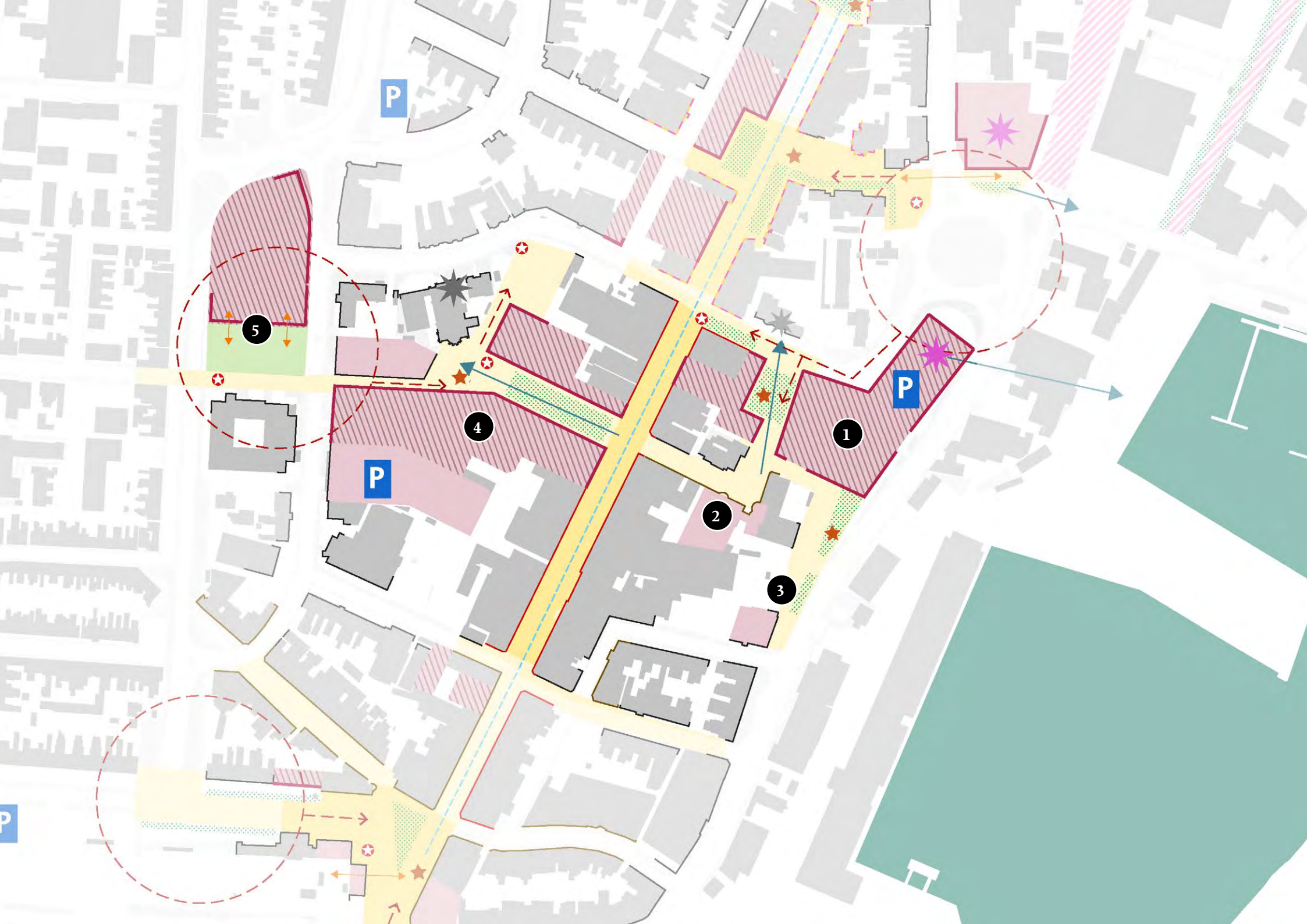
18 Bevan Street / Denmark Road

This opportunity could deliver:

- a positive frontage opposite the entrance to the railway station
- active uses that enhance the offer of Station Square



















Site area:	0.11ha
Leisure / restaurant:	300sqm
No. apartments:	8 (40% 1-bed, 60% 2-bed)





The Heart of Lowestoft

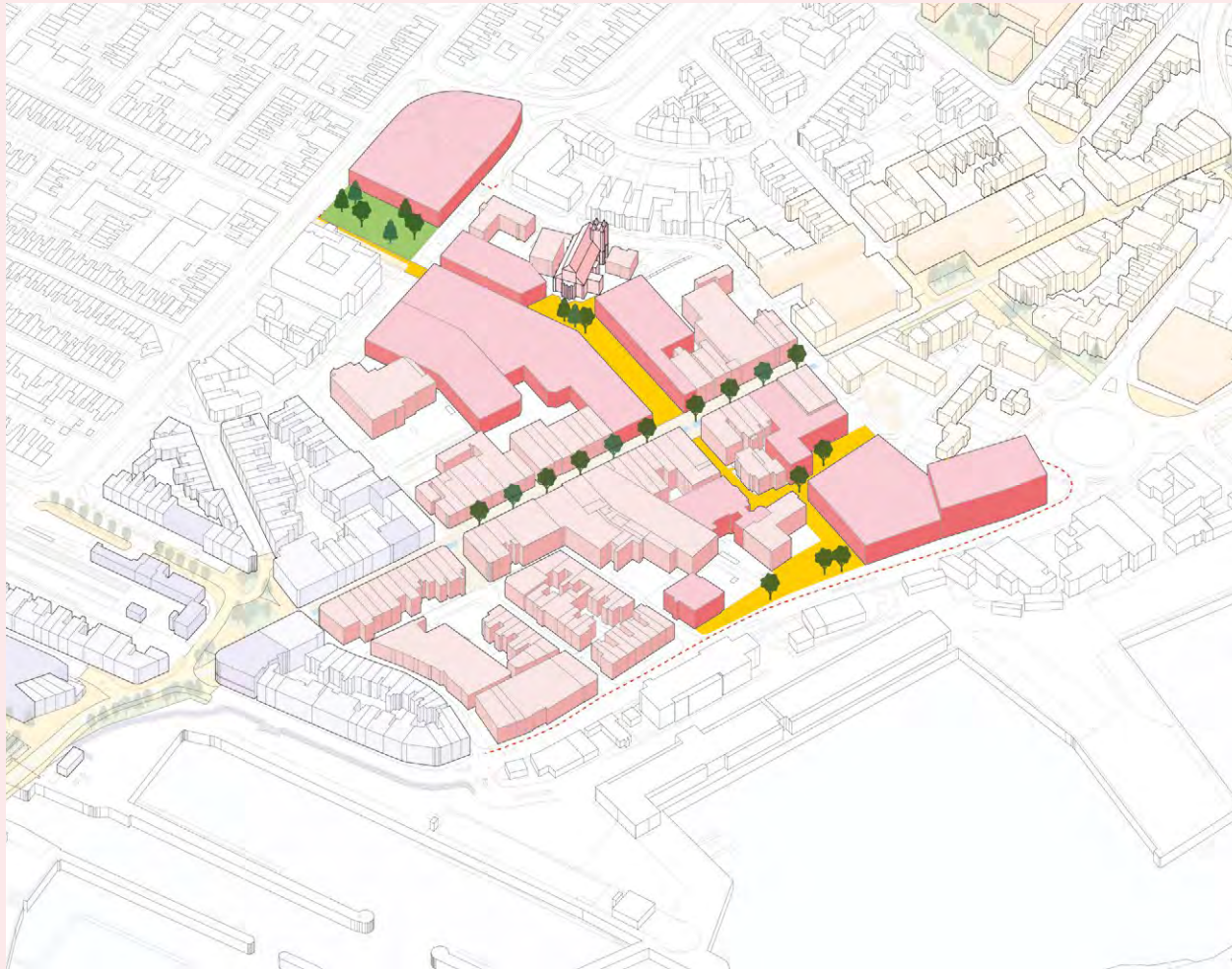
Urban design framework - the Heart of Lowestoft

-  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

The central part of London Road North, including the Britten Centre, 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, Lowestoft Players, and a potential new cultural 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 Innovation Axis.

The spaces off London Road North could have an intimate, small-scale feel, each with a different focus, creating distinctive 'mini-neighbourhoods': the culture around the theatres; the specialist shops between Bon Marche and Battery Green; and the pedestrian precincts of the Britten Centre.

There are significant regeneration opportunities in the Heart of Lowestoft, with some important sites in the Council's ownership; these strategically positioned redevelopments could also be catalysts for change in the neighbouring areas.



The emphasis will be on:

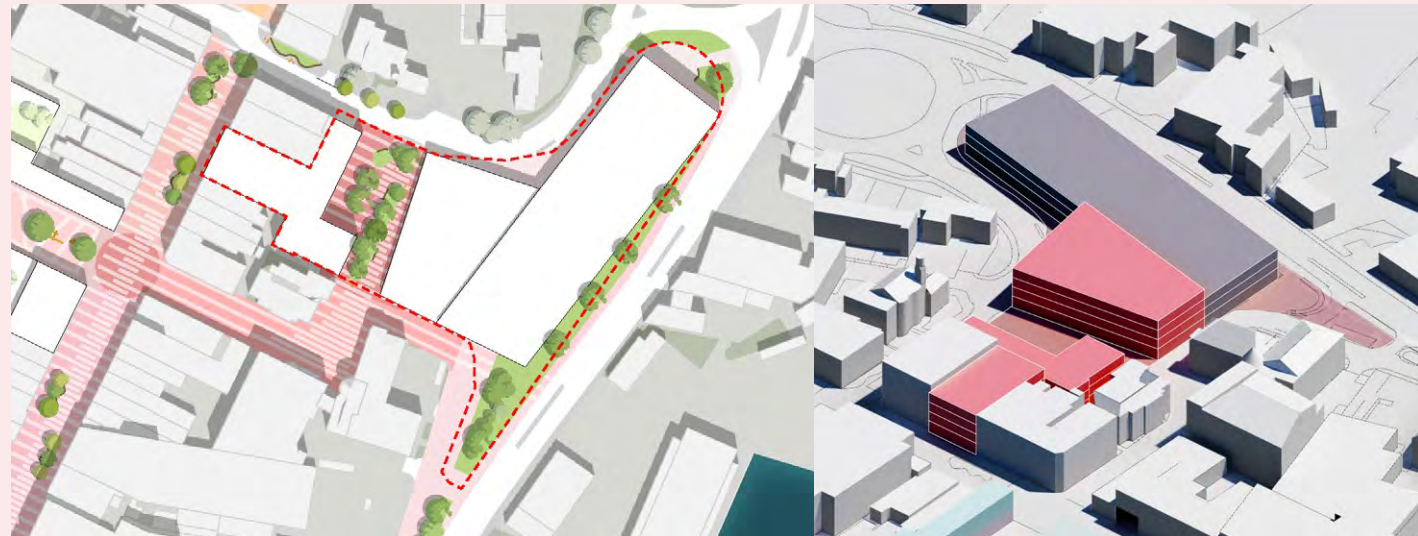
- maintaining retail and culture driven character of the area
- creating a variety of experiences to increase the area's appeal to different groups
- improving links to the residential areas west of the town centre

The following pages describe development and regeneration project opportunities in the Heart of Lowestoft.

1 Wilko and Battery Green Car Park

The redevelopment of this key site, situated at the heart of the town centre, is a long established regeneration aspiration for the Council. The site has been allocated in the Local Plan under policy WLP2.7 'Former Battery Green Car Park' for 'comprehensive development' that should include typical town centre uses, such as retail, leisure and food and drink. The policy also emphasises the importance of design quality, calling for 'the highest possible architectural standard' and creation of 'a landmark building for the town' and the masterplan sees this site as part of a gateway location for the town centre. Additionally, the redevelopment of the site should include improvements to pedestrian and cycle provision on Gordon Road and around Battery Green roundabout.

The redevelopment of the Wilko and Battery Green Car Park site to provide new culture and leisure focussed activities, a public square and improved connections between Lowestoft's cultural institutions would help in attracting round the clock footfall into the heart of the town centre. Carefully considered redevelopment of the site could be a game changer for the entire town centre, creating a strong community focus, helping animate public spaces and establishing a cultural brand for this quarter.



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

2 Marina Theatre and Theatre Garden

The Marina Theatre has a rich heritage and is recognised for its outstanding and varied programme of entertainment. As such, it is a key driver of footfall in the town centre and has been the heart of performing arts in Lowestoft for over a century. The Marina Theatre stages West End musicals, plays, is a Royal Philharmonic Orchestra residency and hosts productions of the nearby amateur Lowestoft Players.

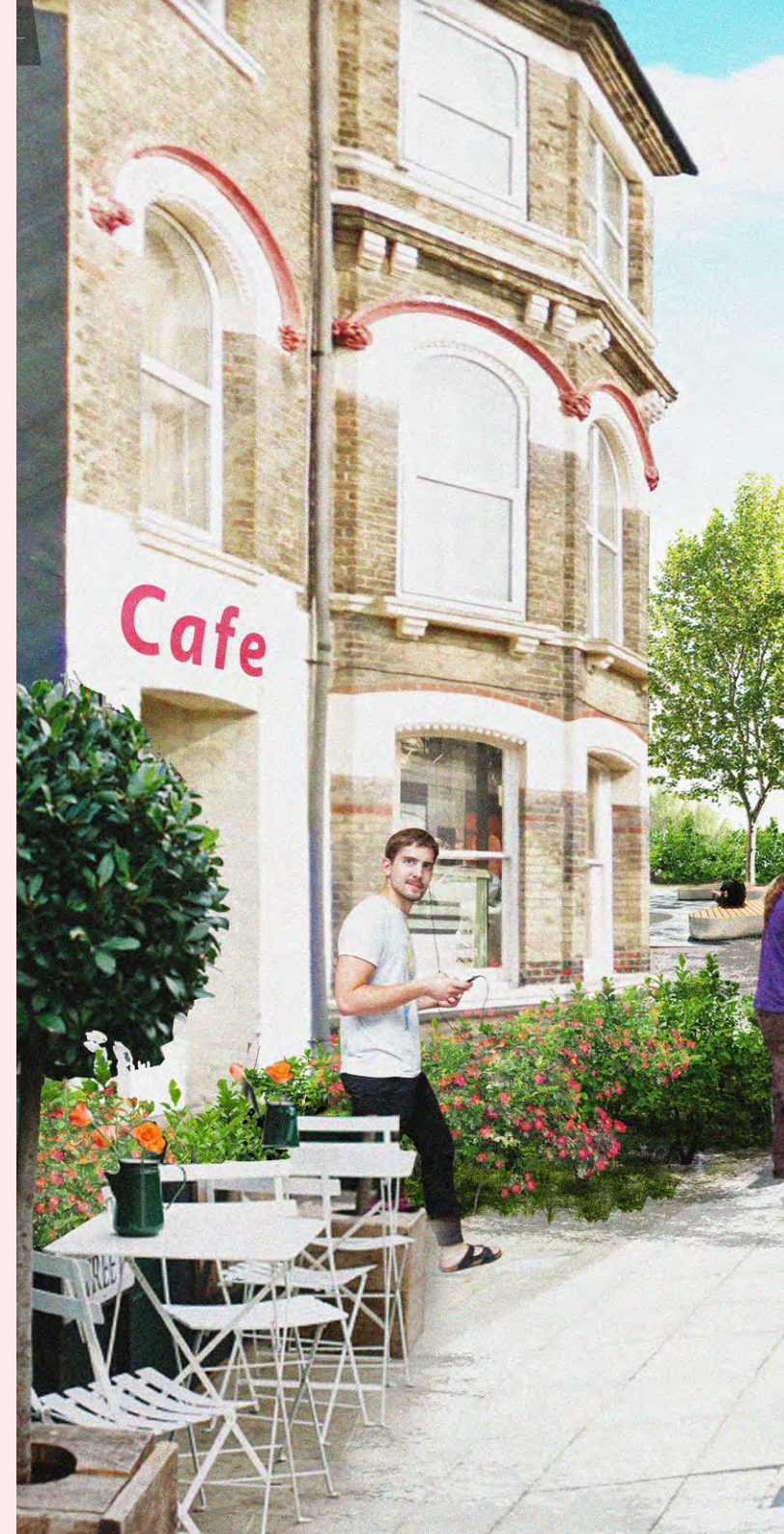
Led by the Marina Theatre Trust, the planned regeneration of the Theatre, to improve its capacity and accessibility, will help to maximise its potential to present further touring productions and widen outreach capacity.

The redevelopment of the Marina Theatre would be a key driver in revitalising this part of the town centre, increasing footfall and providing a richer, cultural offer for residents and visitors.

The presence of the Marina Theatre and Lowestoft Players creates a strong cultural offer in the heart of the town centre. The layout of Battery Green Road and proposals for redevelopment of the Marina Theatre and the Battery Green site offer an opportunity to create an activated public realm between Marina and Beach Road. This space would link Lowestoft's most important arts venues and create an extension to their reception spaces and an 'external foyer' where outreach and public art initiatives could be promoted.

3 Lowestoft Players

Lowestoft Players is a well-established amateur theatre organisation in Lowestoft. They purchased the Bethel in 2009 and have transformed the building into a 200-seat theatre. They aspire to continue to expand their offer.





4 The Britten Centre

With over 100,000 sqft of retail space, the Britten Centre forms a key component of the town centre offer. It is well-connected, with pedestrian access from London Road North and vehicular access into the adjacent multi-storey car park and bus station. It is also home to the town's library. The public realm in and around the Britten Centre now appears tired and in need of enhancement to improve the shopper experience. As part of this, the entrance points to both the library and the multi-storey car parks should be improved to make them more welcoming and DDA compliant. Additionally, there is scope to improve the car park user experience, with a refresh of the interior, including better wayfinding and lighting.

There is also scope for the Britten Centre to be redeveloped in the future to incorporate a more diversified range of uses, potentially including apartments and offices.



Ground floor retail with residential flats above - the Arc in Bury St Edmunds

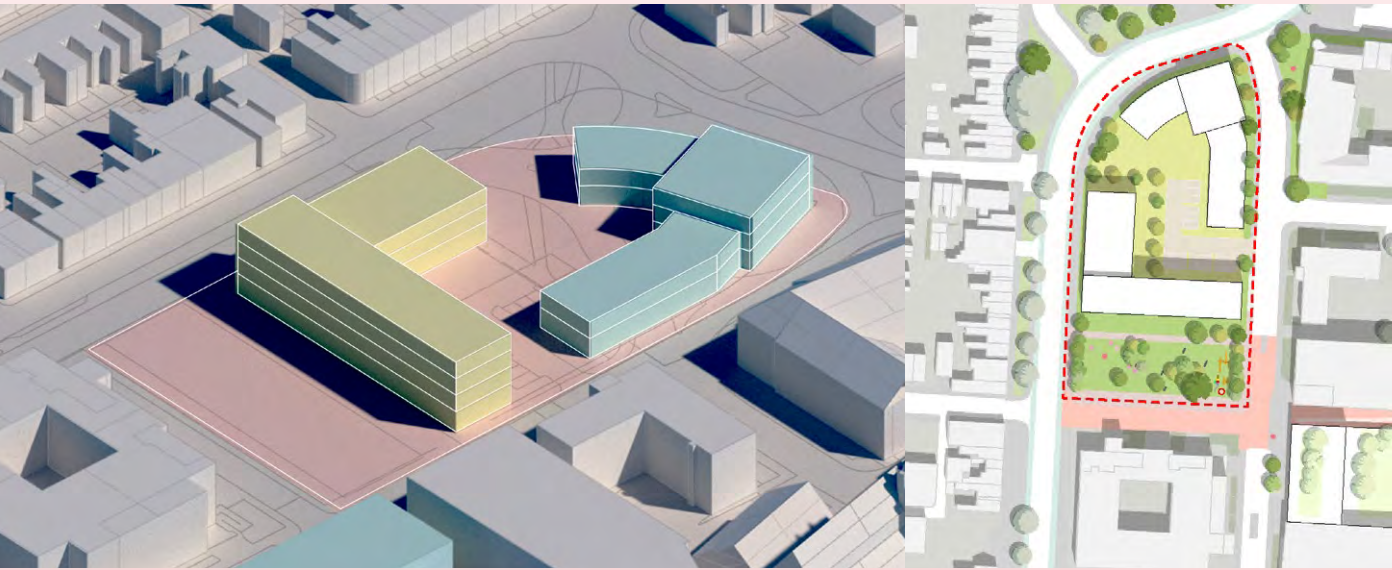
Britten Centre redevelopment

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 new bus station, encouraging public transport use.

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





5 Clapham Road Car Park

There are a total of 1,263 car parking spaces in the town centre. A recent survey found that only approximately 50% of these spaces were utilised on busy days. There is therefore scope to reduce and consolidate parking provision to allow alternative uses to be introduced.

Clapham Road Car Park is a surface car park that could lend itself to redevelopment, especially with more visitors using the improved Britten Centre multi storey car park. Given its relative detachment from the town centre it is considered that the space would be best utilised for a mix of new housing, sheltered accommodation (building on the local amenities catering for over 65s) and a small park. The redevelopment of this site would also present an opportunity to improve pedestrian and cycle connectivity between the town centre and residential neighbourhoods to the west of Katwijk Way.

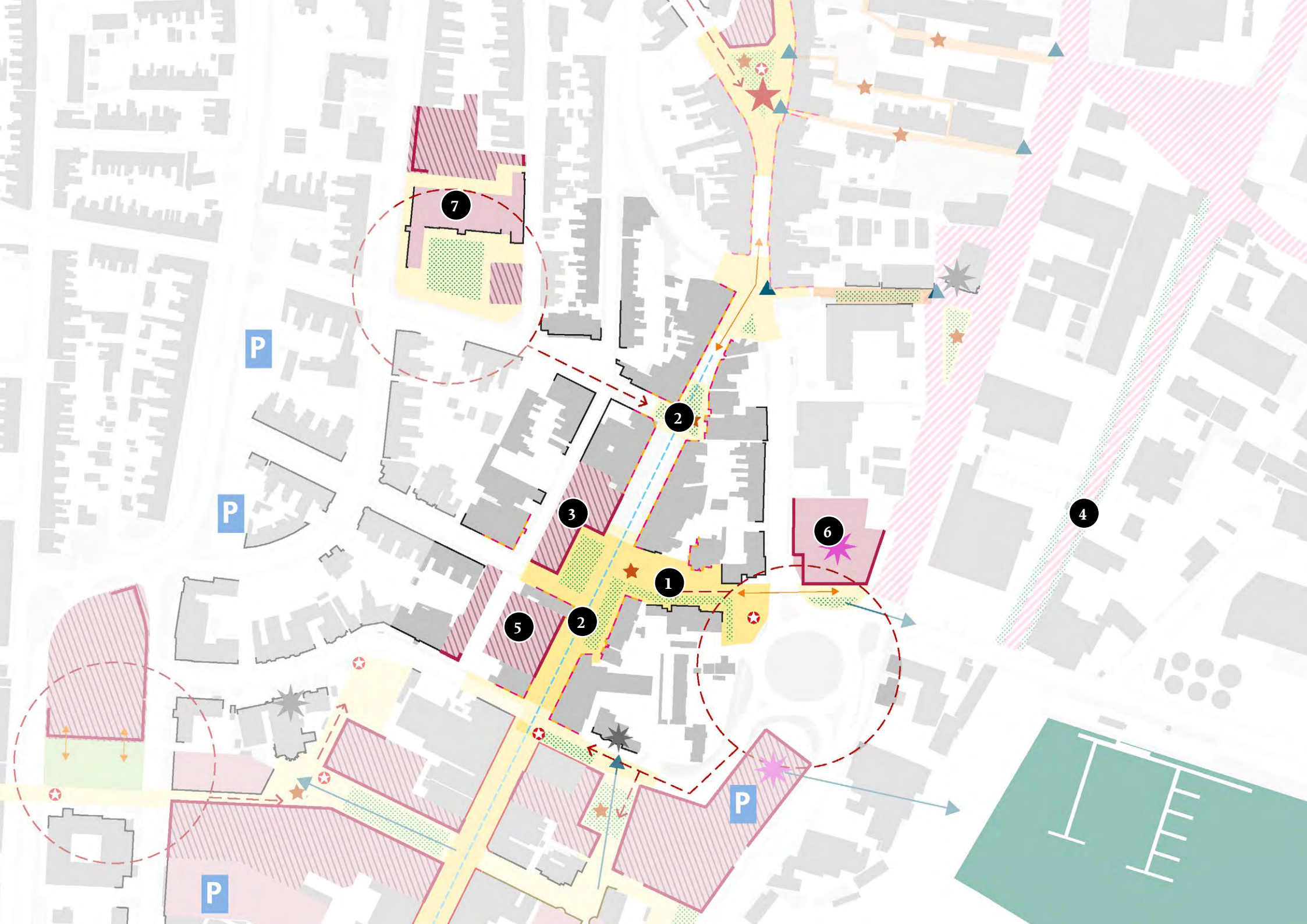
Development at Clapham Road car park

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

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.





Innovation Axis

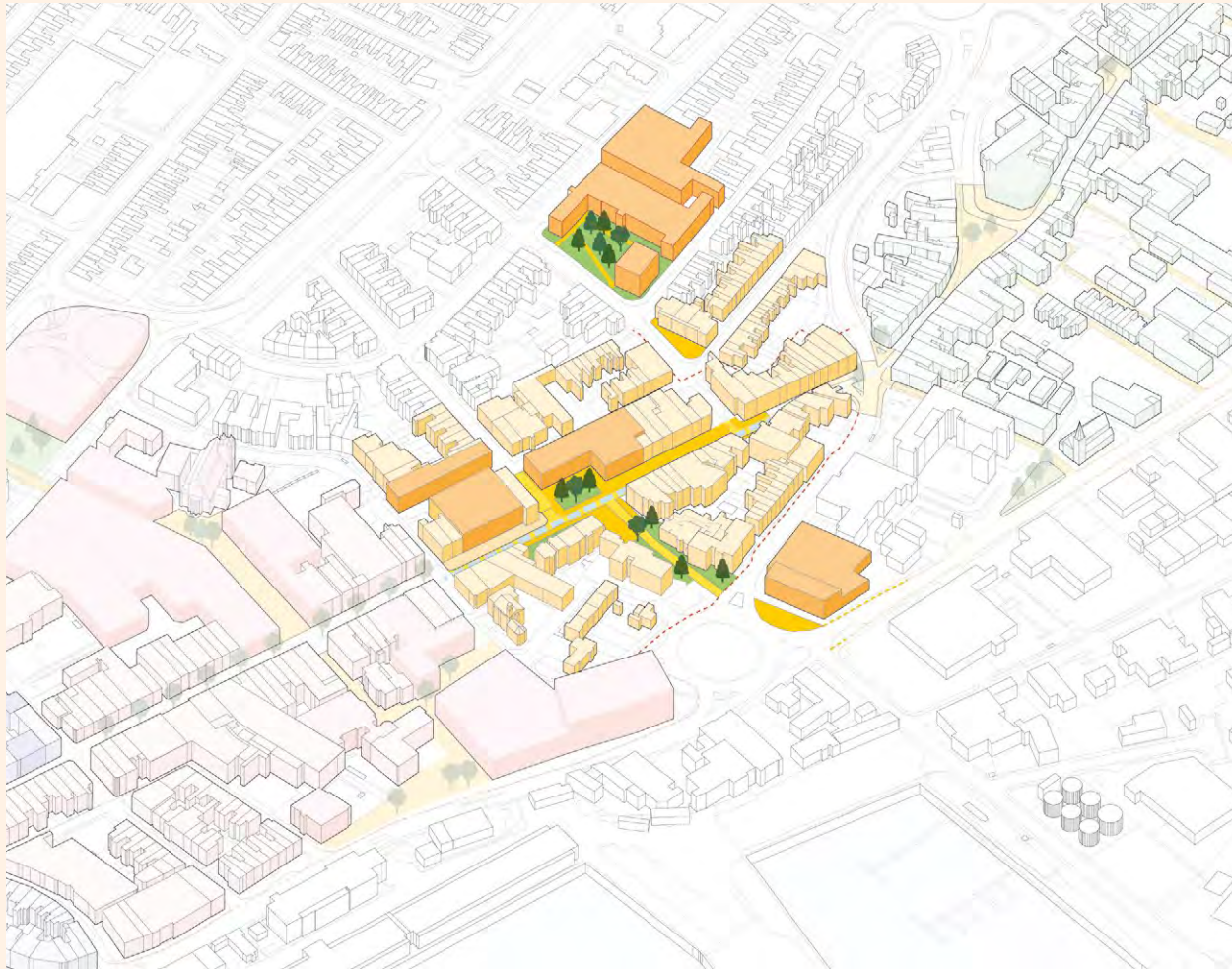
Urban design framework - Innovation Axis

	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

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 should be strengthened and improved. This link to Lowestoft's economic powerhouse could help establish the 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 allow an influx of related uses into the town centre. These could include education and training facilities, as well as business and research uses. The close proximity to PowerPark makes this area an attractive places to relocate office use that would benefit from being nearby to the energy sector and also encourage more civic uses back into the core of the town centre which are located on the fringes including along Whapload Road and Gordon Road.

The northern end of London Road North is currently hardest-hit in terms of retail unit vacancy rates. The Council's ambition is to introduce new energy into this place through promoting a flexible approach to planning in the area: encouraging the conversion of dilapidated buildings to provide new uses, e.g. immersive visitor experiences, workshops, offices and laboratories, to name a few.



The emphasis will be 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.

The following pages describe development and regeneration project opportunities in the Innovation Axis.

1 New connection to PowerPark

The creation of a new, direct pedestrian and cycle link to PowerPark should be a priority. Together with a high quality public square at the intersection with London Road North, the link would form 'an axis of innovation'. Improvements to pedestrian and cycle experience around the Battery Green roundabout will form part of this pivotal project in the area. The attractive connection between the centre and Lowestoft's economic powerhouse would bring new energy to this part of London Road North and turn it into a 'statement location' for any marine and renewables interested start-ups. This project should be delivered in tandem with the redevelopment of the former Beales building into the marine science centre, to make a strong statement about Lowestoft's commitment to innovation and creativity.

2 Public realm improvements to London Road North

The appearance of London Road North in this area is particularly important to create a sense of opportunity and change. More generous spaces in front of the former Beales building and the United Reformed Church could benefit from landscape treatment and become pocket green spaces designed for longer dwell times and act as active measures to combat social isolation.



A less traditional layout of the carriageway space within the street will allow for introduction of greenery and more generous places designed for staying



3 Marine Science Centre

The research community have expressed interest in creating a new education campus in Lowestoft. This new venue could facilitate degree level courses and post-doctoral research in marine biology and aquaculture sciences in partnership with a higher education institution in the region. The town centre would be an ideal location for such a facility, helping to drive footfall and spend during the day and evening. One of the vacated department store buildings on London Road North could potentially be converted to accommodate such a facility. Depending on the scale of the initiative, the Beales building could be also redeveloped, resulting in the delivery of a new public space linked with the Science Centre and the new connection to PowerPark. There may also be scope to incorporate a small conference venue and student facilities if the site was to be redeveloped.



Redevelopment of the former Beales department store

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

4 High quality route to Ness Point

Newcombe Road could become a preferred pedestrian and cycle route to Ness Point and the Ness Park. In order to achieve this, measures would need to be taken to improve the pedestrian experience (quality of public realm) and create a safe and more welcoming access to the area. Working with businesses along Newcombe Road, the Council will seek to improve the appearance of boundary treatments and install wayfinding signage and/or art. Together with the evolution of PowerPark, more substantial public realm improvements could be introduced, to turn Newcombe Road into a 'green street'.



'Green street' improvements to the route towards Ness Point could include tree lined avenue planting. Example from Northampton

5 Former Tesco store

The closure of the Tesco supermarket has left a large vacant frontage in a prominent position on London Road North. Given the current retail climate finding a single retail operator to take up the whole sales floorspace might prove difficult. If this proves to be the case, the Council will encourage alternative uses on the site and the potential redevelopment of the site and/or conversion of the building. It is important that the redevelopment retains active frontage onto London Road North and helps to drive footfall. The feasibility of providing a smaller 'top-up' convenience store on the site, along with homes and community uses should be explored further.

Options could include a community-led facility dedicated to promoting Lowestoft's marine and renewable industries, working together with the Marine Science Campus up the road. The hub would also promote Lowestoft becoming UK's first zero-carbon town centre. The venue would be a multi-purpose place offering a range of community uses e.g. a meeting place for like-minded innovators, well-being advice and support centre and/or an events venue for local community organisations.



Redevelopment of the former Tesco supermarket site

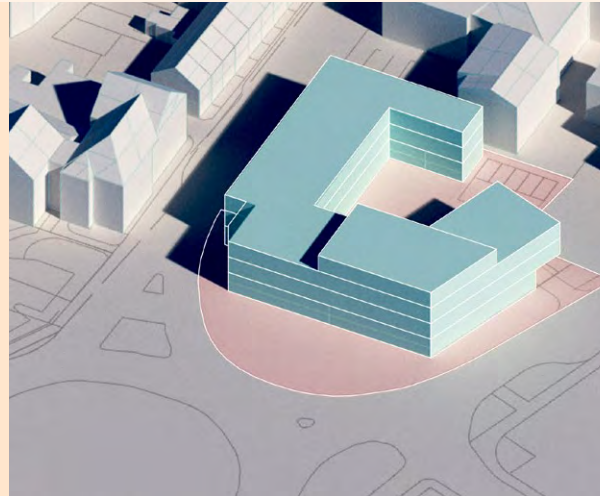
This opportunity could deliver:

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

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



Development at the Whapload Road car park site



This opportunity could deliver:

- a new architecturally striking focal point at the gateway to the 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 Centre.

Site area: 0.30ha

No. student rooms: 115

alternatively:

Office (GIA): 3520sqm

6 Whapload Road Car Park

There is great potential for the Whapload Car Park site to accommodate an eye-catching building at a key gateway to the centre and visually compliment the redevelopment of the Battery Green site. The new development should include substantial improvements to cycle and pedestrian connectivity, especially across the roundabout, to create safe and attractive crossings and a more welcoming public realm.

The redevelopment on the site could include a variety of uses that contribute to the vitality of the town centre. A student accommodation facility, for example, could contribute to an increased footfall in this part of the centre and respond to the needs expressed by local colleges and potential expansion of research activities in the town. The redevelopment of Battery Green car park, on the opposite side of the roundabout, would strengthen the attractiveness of this site for student accommodation development.

Alternatively, an office and/or workshop building would help attract high value jobs to the town and help to transform this gateway site to PowerPark. This could, in turn, further enhance the status of PowerPark as a nationally important renewable energy cluster. Improved pedestrian linkages between the new employment hub and the town centre via The Scores would help to drive footfall at lunch time and in the evenings in particular.



7 Former Hospital

The NHS moved its remaining services from the former Lowestoft Hospital site in December 2016. This freed up a large plot with significant development potential within close proximity to the primary shopping area. Part of the building complex has since been taken up by The Point, a day centre for people with brain injuries and related disabilities. A substantial section of the site still remains vacant, offering significant opportunity to introduce new homes, community uses and quality public open space that will in turn help to drive improved footfall and demand for town centre services.

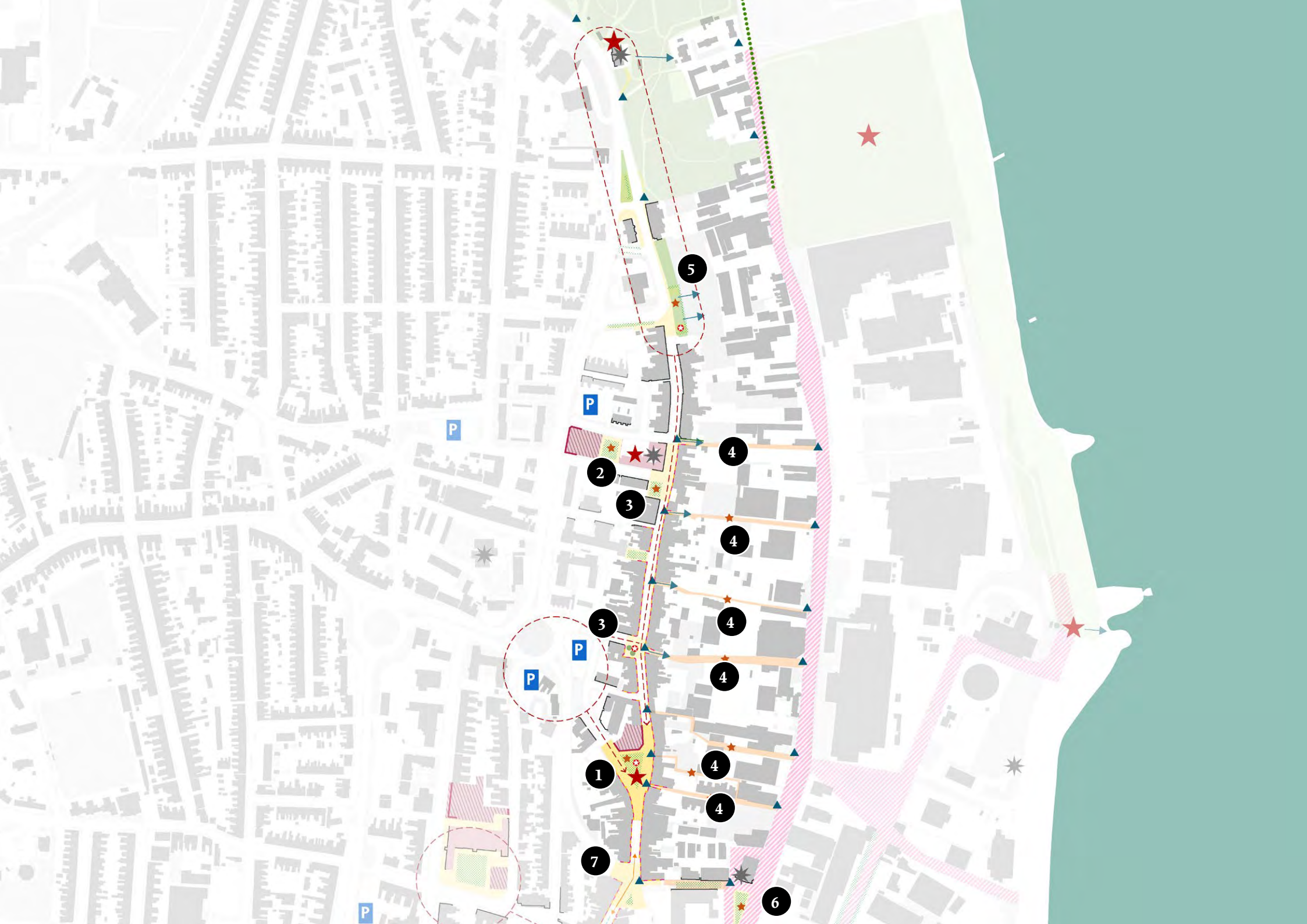
Former Lowestoft Hospital site redevelopment and regeneration

This opportunity could deliver:

- regeneration of an important Lowestoft landmark;
- contribution to the vitality of the 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 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

In line with the Local Plan's policy WLP2.8 'Former Lowestoft Hospital', the proposals should include residential uses with an element of care facility. The policy requires the retention of the original late 19th century main building, as well as the early 20th century frontages of the side wings. The area in front of the main hospital building should be retained as public open space.



Historic Quarter

Urban design framework - Historic 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
-  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

The heritage and identity importance of the Triangle Market, the High Street and the Scores cannot be underestimated. Lowestoft Town Council and East Suffolk Council have been promoting regeneration and restoration in the area, but in order for it to thrive, it has to be incorporated into the town centre experience.

The historic High Street and the Triangle Market area is best positioned to become Lowestoft's creative quarter, building on the potential unlocked by the community group established around the HAZ process, enhanced by potential regeneration of the Town Hall, and the availability of flexible studio / working spaces off the High Street and at the bottom of the Scores.

The creation of independent shops, galleries, boutique B&Bs, creative work-live spaces and eateries should continue to be encouraged to provide a unique, quality sense of place for visitors and residents alike.

The Local Plan policy WLP 2.9 advises the need for a heritage-based regeneration process for the historic High Street and Scores area and to enhance links between the town centre and the Ness. The policy also stresses the need to improve the Triangle Market offer and mentions support for open market housing of exceptional design in the area (without adversely impacting on character).



The emphasis will be 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.

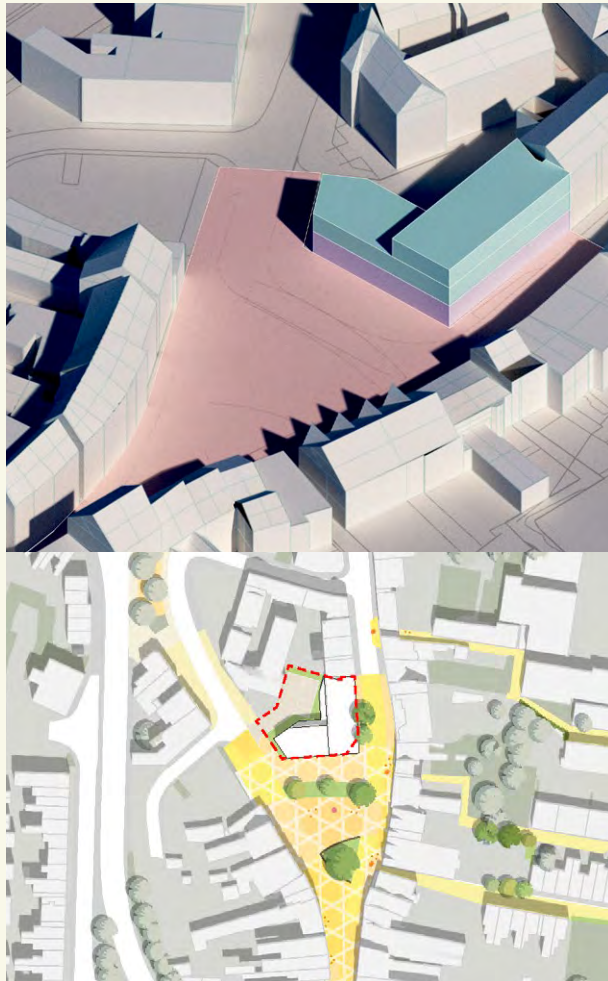
The following pages describe development and regeneration project opportunities in the Historic Quarter.



One best
Traditional
Coffee
SHOP

Lounge
India

Lounge India



New development at Triangle Market

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

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.

1 Triangle Market

The Triangle Market is important not only as the historic trading heart of the town, but it also acts as a gateway to the exploration of the historic High Street. Although the market was improved when the 'sails' were constructed, it fails to attract significant trading activity. Going forward there is potential to look at revamping the space and offering to increase its appeal and attract footfall to the historic High Street. The project would involve the enhancement of the public space in line with HAZ Design Guide recommendations, and, potentially, constructing a new covered market building to ensure trade can continue under any weather conditions. This would enable the Triangle Market to host specialised fairs again, giving local producers, crafts people and artists a platform to showcase and sell their work.



Town Hall regeneration

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.

2 Town Hall

The nineteenth century Grade II listed Town Hall building has remained vacant since 2015. A feasibility study has determined that the preferred option is to redevelop the building as a mixed-use community and creative facility. This would be aimed at drawing visitors into the town centre and to act as a catalyst for private sector investment in surrounding buildings. A consortium of stakeholders, led by the Town Council, is now planning the rebirth of the building as a centre for community and creative activity, providing workshops, event spaces and a community café. The space will strengthen the already emerging creative community of the historic High Street.

Initially, the regeneration of the site would concentrate on the restoration and adaptation of the listed Town Hall building. Lowestoft Town Council's long term ambition is to develop the site behind the Town Hall, to build artists' and artisans' workshops and create an attractive public garden linking the historic building and new workshops.

3 Pocket spaces along High Street

There are a number of pocket public spaces in the Historic Quarter that could benefit from improvement. Examples include spaces at the Compass Street junction and in front of the Blue Anchor. This is supported also by the HAZ Design Guide which proposes raised tables at key locations, including in front of the Blue Anchor pub, to enhance the public space and pedestrian priority.

It is recommended that the public realm of these locations is reimagined together with the local community to create relaxing and functional spaces that reintroduce biodiversity into the town centre and create meaningful places with a strong community focus.

4 The Scores

The Scores are unique historic pedestrian routes between the town centre and the seashore. A number of these remain today in various states of repair, whilst others have been lost to insensitive development. It is recommended that the remaining Scores are restored to provide attractive linkages between employment areas and the town centre. It is hoped that the improved linkages would encourage greater numbers of people to visit the centre for lunch and after work activities in particular. Their unique spaces could feature more intimate public art pieces and installations by local artists. The enhancement would also present an opportunity to reinvigorate a Scores Trail for residents and visitors to learn about their historic origins and use. Additionally, an idea of Scores winter lights event, mirroring the First Light Festival is further described in the early wins chapter.



A winter event on the steep alleyways in Lausanne (Santas' Run)

5 North end of High Street

The grass verge at the north end of the High Street is not a functional space and does not afford views of the sea. It is an unutilised space with great potential. It is recommended that the space is redesigned to provide an attractive new garden terrace with a safe access to the cliff edge. The garden would act as an arrival space to the centre from the north. Some of the trees on the cliff should be thinned to enable glimpsed views of the sea and the Ness to improve the sense of connectivity between the High Street and Ness Point.



Scores can become a trail of public and street art display - including different media, such as light and sculpture.

6 Christ Church Square

Christ Church Square, at the bottom of Herring Fishery Score, is a key gateway to the town centre from PowerPark. At the moment the public realm is poor and the site is targeted for unauthorised parking. It is recommended that a well landscaped public square is installed at this location in order to strengthen links between the Historic Quarter and PowerPark and create a quality space in the heart of an important employment area. The HAZ Design Guide details specific design ideas for Christ Church Square, which should be considered in any future proposals for the site.

7 The High Street / Artillery Way crossing

The crossing of the High Street with Artillery Way is an important point in the town centre experience, where residents and visitors witness the movement of traffic to and from the harbour and PowerPark and become aware of the economic importance of these for the town.

A new solution to allow improved pedestrian and cyclist movements across the High Street, could improve the experience and reconnect both sides of the town centre. There may also be the opportunity to further reduce vehicle speed on Artillery Way, with associated benefits such as improved air quality, noise, and road safety.



Early wins

The physical changes in this 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.

On the following pages there are some examples of projects that could be delivered by a range of stakeholders to reinject life into the town centre and to spearhead the emergence of around-the clock activity into the town centre





O₂



POP UP
DURHAM
2019

Celebrating
County Durham
Food and Drink

KING OF
TRAINERS

KING OF
TRAINERS

JD



Pop-up shops and activities

It is proposed that negotiations are progressed with landlords with a view to opening up vacant shops on London Road North and the High Street to provide temporary retail and/or event 'pop-up' spaces whilst the units are either marketed to permanent users or plans for their conversion are progressed. Pop-up shops have proved effective across the UK in helping smaller retailers to launch and establish themselves, and to test new products and services. Their introduction to Lowestoft would help to animate vacant shop frontages, helping to add vitality and vibrancy to the town centre, and would help new businesses to launch that will re-energise the local economy. Similarly, vacant units could be well utilised for meanwhile uses aimed at building the popularity of art exhibitions, creative, well-being and exercise classes in the short term whilst permanent spaces are being progressed.

The success of Freddie the Fish and Friends Summer Trail is testament to the important role of pop-up activities and experiences in adding to the town centre's vitality and public life. More annual and/or one-off activities should be explored.

Additionally, an idea of an 'urban room', a space to discuss the town's future, engage locals in the planning and regeneration process, teach about urban management principles and practices, should be explored. Similar initiatives (in Nottingham) proved successful in engaging the local community in the regeneration process and building a resilient consensus for the direction of change.

Shop front improvements

A shop front grant scheme has been introduced in the area covered by the North Lowestoft HAZ and a similar scheme will be introduced for the Southern HAZ. This grant scheme, available to independent businesses is made available for the restoration and reinstatement of traditional shop fronts in order to rehabilitate the character of the area. The reinstatement of historic architectural details and features will need to be undertaken in accordance with Design Guides being developed for both HAZ areas.



Pop-up open air restaurant in Karlskrona, Sweden - an innovative way of promoting emerging businesses and introducing new ideas for public spaces in the centre.

Opposite page: an example of a pop-up shop in Durham

Regular events

The attendance at the First Light Festival and Heritage Open Day in Lowestoft are witness to the demand for regular events animating the town centre. Lowestoft Vision also have introduced a range of successful events that have helped to reinvigorate town centre interest and create momentum for regeneration activities by creating footfall and sense of place. Drawing on the success of these, it is proposed that a programme of regular events and new larger annual events are introduced including exploring the options of the introduction of regular food and drink stalls during the daytime and monthly pop-up restaurant stalls with associated entertainment. Furthermore, the feasibility of hosting annual Christmas fairs will be investigated.



Wayfinding and promotion

Improved wayfinding and signposting should be installed to help visitors easily navigate into the town centre, its attractions, as well as the car and cycle parks. This will be particularly important after the construction of the Lake Lothing Third Crossing has been completed and new road layouts have been implemented. In addition, more temporary wayfinding and promotion materials, potentially in the form of banners, should be used to advertise the regular events programme in the town centre and add vibrant colours to the shopping environment. Pocket maps and guides could also promote specific trails and attractions, to ensure visitors take advantage of the full array of activities in the town centre. Digital tools, such as loyalty app and engaging promotion in the social media, could help maintain interest and repeat trips to the town centre and Lowestoft in general.



Open air cinema - an event that brings the community together and strengthens the town centre's evening economy.



Sustainable travel

It is recommended that measures to increase cycle usage are introduced to promote the idea of sustainable travel and using various modes of transport to get around. In the short term, small measures, like introducing cycle safety improvements in the town centre, wayfinding information, sustainable travel campaigns alongside public events and a cargo bike courier service for local businesses, should be explored.

The outbreak of Covid-19 and the introduction of social distancing measures provide a good opportunity to introduce significant temporary cycle and pedestrian infrastructure improvements. These changes will contribute to the cultural shift towards cycling and walking and could be retained in the longer term as a result.

Art installations

Public art installations add vibrancy and interest to town centre environments. New public art has appeared in Lowestoft thanks to the Sunrise Scheme completed in 2006 and improved the perception and interest in the town centre. It is proposed that residencies for community focussed artists are offered with a view to refreshing and extending art installations through the town

centre. This could include, for example, a light art exhibition in the Scores during the winter solstice to mirror the summer solstice First Light Festival. Also, the North Lowestoft HAZ Design Guide proposes utilising buildings at higher levels such as flank walls and exposed gable ends as a canvas for mural work. The involvement of the community in developing these installations is important for building interest in the cultural facilities that are being planned at the Town Hall, Railway Station and other venues.

Encouraging social interaction

Town centres have always been central to community life and play an important role in bringing all sections of society together. In the short term, whilst new and alternative uses are sought for vacant units, it is important that this function is maintained in order to alleviate levels of isolation and loneliness, that are linked to poor mental health, amongst more vulnerable community groups in particular. Alongside other social activities, including pop-ups and events, it is therefore proposed that 'happy to chat benches' and, potentially, a 'health garden' and pocket parks are installed in or adjacent to the town centre.



Temporary art work in the industrial heritage context - a precedent for bringing Custom House site back to public conscience.

Urban prototyping

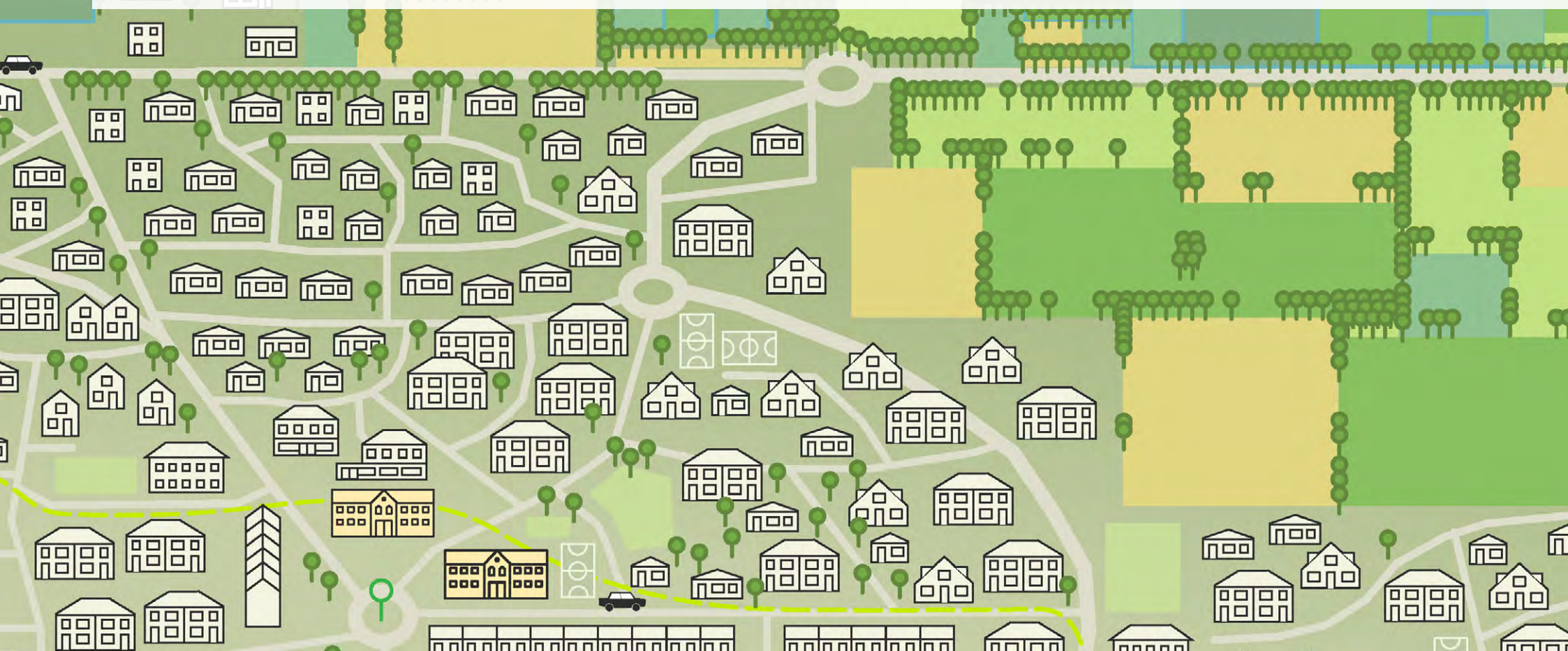
At the intersection of urban design and empowering local communities, urban prototyping could become an important tool and a driving force in the process of change in the town centre. Long-term solutions, such as changes in street layout, the introduction of new green spaces and changes in use of public realm, can often be kickstarted by building and refining quick working models. Due to their public and temporary nature, festivals from large scale events to street fairs and community 'celebration weekends' provide a great framework for testing out new ideas, generating dialogue and providing opportunities for responsive feedback in the processes. Urban prototyping exercises could also take advantage of street closures relating to building works. It is important to work with the local community early to create momentum, prepare a prototype for example pocket parks, public realm improvements, cycle infrastructure enhancement, playground, pop-up shops / galleries that could encourage discussion about the potential future opportunities.



Delivery strategy

This 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.





Governance

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.

The Place Board has been set up with the purpose of driving forward inclusive economic growth and regeneration in Lowestoft. It is the key stakeholder group involved in the development of the Lowestoft Investment Plan, which will incorporate regeneration proposals from across the town, including key projects identified in this masterplan. It is also tasked with the strategic oversight of the Lowestoft Regeneration Programme, set out in the Town Investment Plan. Having a Place Board with a public, private and third sector organisation representation adds value and helps to maximise leverage of additional public/private investment.

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. In this regard, the Covid-19 crisis is accelerating processes of change that are already underway. This is particularly the case for the retail sector, but it is also accelerating wider societal change in working patterns, as well as placing renewed focus on health and well-being, social exclusion, mobility and an increased recognition of the importance of nature in our towns and cities. 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. This will require challenging the standard approach to planning and development and initiating catalytic activities such as meanwhile uses. It should also seek to lever in support and engagement of other bodies, including Homes England and other Government agencies to help deliver transformative change.

East Suffolk Council will act as the conduit between the Place Board and individual project leaders. Its role will be to provide the secretariat and the 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, including policy refinements, development briefs, land assembly, funding applications and legal requirements, in order to effectively de-risk development propositions for the private sector.

Planning policy framework

Whilst short term change, including the allowance of temporary ‘pop-up activities’, can be delivered in the town centre through Permitted Development Rights, establishing a pro-active policy basis for regeneration is a vital prerequisite for more permanent change. In relation to this, the Local Plan was adopted as recently as March 2019 and it is considered that the wording of adopted Local Plan Policies WLP8.18 and WLP8.19 relating to the town centre are sufficiently flexible to allow a proportion of existing A1 and A3 retail premises to change to alternative uses along the primary frontage in accordance with masterplan aspirations for a more diversified offer.

It is important that these policies continue to be interpreted on a ‘town centre first’ basis in order to protect on-going vitality and viability. In this regard, protecting town centre retail occupiers against loss of trade to out-of-centre applications and maintaining active ground floor frontages will be key. Monitoring the effectiveness of Policies WLP8.18 and WLP8.19 will need to continue over the coming years and, if necessary, adjusted

through a Local Plan review to ensure fit with changing national planning policy and market conditions. In addition, consideration should be given to preparing development briefs for key sites to guide their development whether in the short term or following a Local Plan review.

In the meantime, the Lowestoft Neighbourhood Plan is being drafted and it is anticipated it will be adopted in 2021. This provides the opportunity to make additional allocations in accordance with the masterplan, providing they are deemed to be non-strategic in nature and in general conformity with the Local Plan. More general policies within the Neighbourhood Plan will also need to generally conform with strategic policies in the adopted Local Plan, namely WLP8.18 and WLP8.19. Taking this into account, there is still scope to draft a Neighbourhood Plan town centre specific policy that is in accordance with the Local Plan, whilst still reinforcing the aspirations for a more diversified offer including, for example, options for the conversion of the former Beales and Tesco stores into non-retail uses. The masterplan will form an important part of the evidence base underpinning such a policy.

Alongside this, it is recommended that the Council produce and adopt development briefs to underpin the interpretation of Local Plan policies WLP2.3 (Peto Square) and WLP2.7 (Former Battery Green Car Park). These development briefs should set out how the Council would like the regeneration of the sites to come forward and the overall design aspirations they should accord with. The plans for these sites should be informed by more detailed feasibility testing of the development options for them, as well as a wider consideration of the surrounding context.

Prioritisation

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 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 kick start the town's evening economy and reinforce the relationship between Lowestoft and the water; and
- * The redevelopment of Wilko site and Battery Green car park – 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.

However, whilst these projects offer the greatest potential for positive impact, the limited resources available means that the projects within the masterplan will need to be delivered in phases. The phasing of individual projects (as shown in the table at the end of this chapter) is based on the following criteria:

- * Short term (next 5 years) – quick wins, sites entirely in Council ownership and/or opportunities for income generation;
- * Medium term (5 to 10 years) – more complex projects; and
- * Long term (10-15 years) – aspirational projects that are more challenging, or where market conditions are less favourable.

It is important that action is taken now to embed the proposals for the town centre into the wider regeneration strategy for Lowestoft and to deliver early win projects that will help to galvanise community and investor interest whilst plans for more structural change are developed and implemented in the medium to longer term.

Funding

It is important to note that the Government is placing renewed emphasis on investment in ‘place’ as a major driver of the local economies. Therefore, it is essential that the Place Board clearly expresses how investments into the town centre will drive the wider economy and achieve other strategic priorities of Government. As local authorities compete for limited funds post-Covid-19, success will depend on a clearly articulated vision and definition of the wider impact of investment. This is no time for small plans, and proposals need to be presented as transformative to gain the support of major agencies such as Homes England. Crucially, the town centre ambition needs to be positioned within the wider ambition for Lowestoft, and it will be important to show the synergies between edge of town growth and town centre regeneration and explain how these are complementary and all part of the same ambition.

There are three main sources of funding that can be used to implement the masterplan proposals. These are:

- * Private sector investment – the masterplan proposals will increase private sector confidence and help create an environment for investment. Funding through private sector investment will be crucial in making things happen on the ground. This appetite for investment is already apparent in the regeneration of key sites around Lake Lothing, catalysed by the planned Third Crossing and fast-growing renewable energy sector. It is now hoped that this appetite will extend to key regeneration sites in the town centre, the development of which could potentially be progressed via public/private joint ventures.
- * Public sector investment – the masterplan has been developed at a time of considerable economic uncertainty. Additionally, development viability under traditional development economics in Lowestoft is marginal at best and gap funding will be required to deliver key masterplan projects. This has to be seen as an opportunity to strategically and creatively use tools available

to the public sector to enable delivery. In this regard, Lowestoft is fortunate to have been accepted onto the Government’s Towns Fund programme and the Place Board is now charged with producing a Town Investment Plan. This Investment Plan will inform negotiations for a Town Deal, with up to £25 million being made available for Lowestoft to bid for. Furthermore, significant funding has already been secured from Historic England to support projects in the Heritage Action Zone. It is important that this funding is used to lever other potential sources of funding in order to achieve the best possible outcomes for the town centre. This match funding could come from a variety of sources including Homes England, East Anglia LEP, the Arts Council, National Lottery, Highways England as well as the District and County Councils.

- * Community Infrastructure Levy – funds raised from East Suffolk Council’s CIL, which is collected from new developments, could be used in conjunction with service and infrastructure providers to deliver infrastructure improvements across the town centre.

Land ownership

East Suffolk Council owns key pieces of land in the town centre which, subject to financial appraisal, it will make available to help deliver the masterplan. Some of this land includes key development sites like the Wilko and Battery Green Car Park, The Britten Centre and Clapham Road Car Park. Public space and Highway land will also be used where necessary to deliver public realm schemes. The Council will work with public sector partners like Homes England to acquire sites and deliver up front enabling interventions to prepare land for development. It also has powers to acquire land compulsorily. It will make use of these compulsory powers where necessary in order to ensure the delivery of key proposals in the masterplan.

Monitoring and review

The masterplan provides a recommended programme of actions over the short to long term. Should circumstances change, priorities will need to be reviewed and medium/long term and new projects will need to be brought forward. The Place Board and East Suffolk Council will need to adopt an agile entrepreneurial mindset, seeking to explore innovative measures to make things happen. This could include, for example, considering how short term meanwhile uses and ‘urban prototyping’ solutions can be used to transform place perceptions to make wider investment more likely.

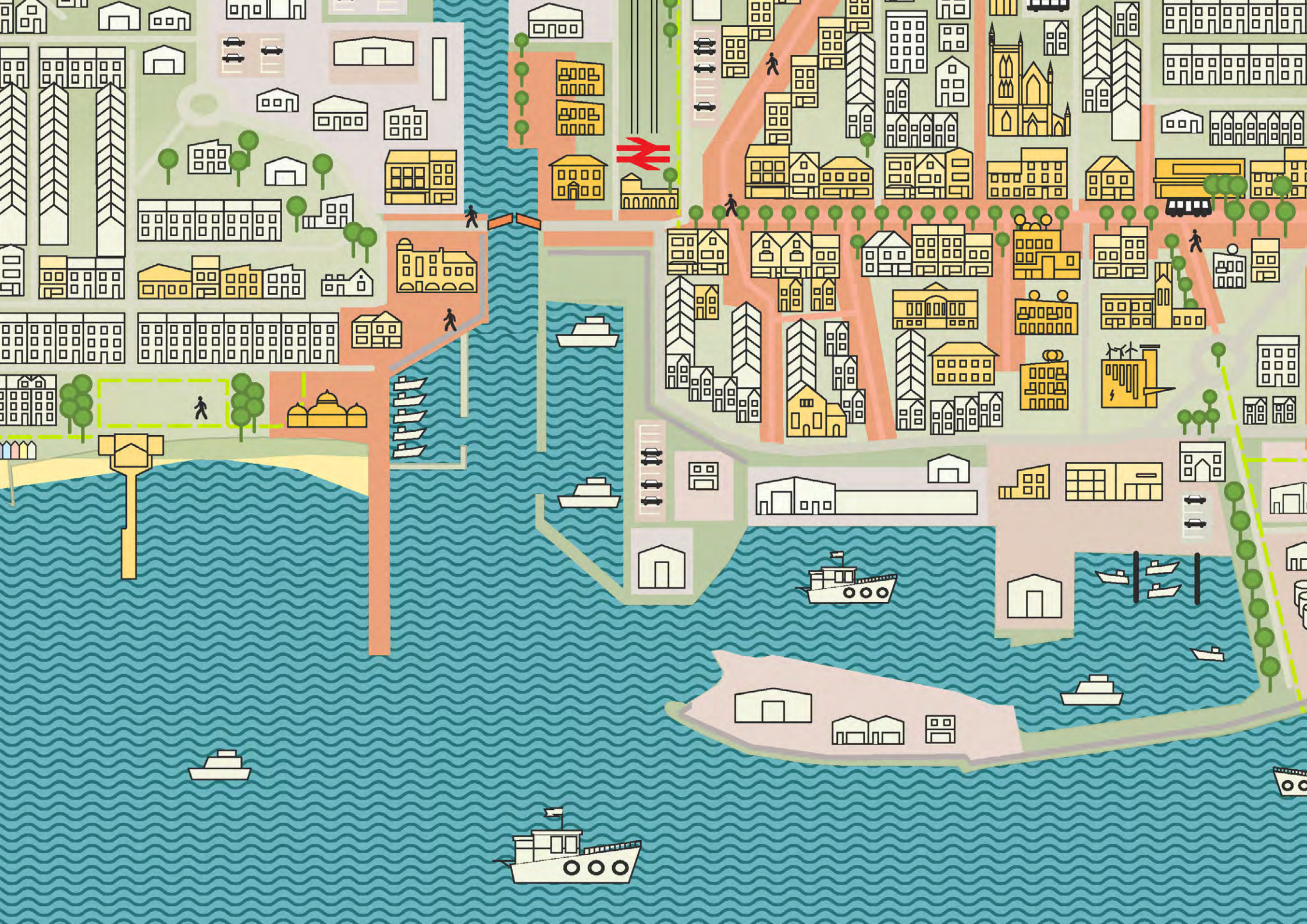
As with all masterplans, the deliverability of proposals is always sensitive to the market, changing priorities and changes in the level of funding available. The masterplan must therefore be used as a working document that is reviewed on an annual basis to take account of changing circumstances and progress. This is an important and ongoing role for the Place Board.

Reference	Project	Timescale			Funding options	Delivery organisations
		Short	Medium	Long		
Early wins						
E.01	Pop-up shops and activities				Public	Lowestoft Town Council, Lowestoft Vision, private
E.02	Shop front improvements				Public/private	East Suffolk Council, Lowestoft Town Council, Lowestoft Vision, Historic England
E.03	Regular events				Public	Lowestoft Town Council, Lowestoft Vision
E.04	Wayfinding and promotion				Public	East Suffolk Council
E.05	Sustainable travel				Public	Suffolk County Council
E.06	Art installations				Public	East Suffolk Council, Easterly Artists
E.07	Encouraging social interaction				Public	Lowestoft Rising
E.08	Urban prototyping				Public	East Suffolk Council, various local groups
Station Quarter						
SQ.01	Station Square				Public	East Suffolk Council
SQ.02	Railway station				Public	East Suffolk Council
SQ.03	Tidal barrier				Public	Coastal Partnership East

Reference	Project	Timescale			Funding options	Delivery organisations
		Short	Medium	Long		
SQ.04	Custom House and QD site				Public/private	East Suffolk Council and private developer
SQ.05	Tuttle's Building				Public/private	East Suffolk Council and private developer
SQ.06	East Point Pavilion				Public	East Suffolk Council
SQ.07	Former Post Office				Public/private	East Suffolk Council and private developer
SQ.08	18 Bevan Street S / Denmark Road				Private	Private
Heart of Lowestoft						
HL.01	Wilko and Battery Green Car Park				Public/private	East Suffolk Council, private sector
HL.02	Marina Theatre				Public	Marina Theatre Trust
HL.03	Players' Theatre				Public	The Lowestoft Players
HL.04	The Britten Centre				Public/private	East Suffolk Council and private developer
HL.05	Clapham Road Car Park				Public/private	East Suffolk Council and private developer

Reference	Project	Timescale			Funding options	Delivery organisations
		Short	Medium	Long		
Innovation Axis						
IA.01	New connection to PowerPark				Public	East Suffolk Council
IA.02	Public realm improvements to London Road North				Public	East Suffolk Council, Suffolk County Council
IA.03	Marine Science Centre				Public/private	Cefas, a university partner
IA.04	High quality route to Ness Point				Public	Suffolk County Council, East Suffolk Council
IA.05	Former Tesco store				Private	Private
IA.06	Whapload Road Car Park				Private	Private
IA.07	Former Hospital				Private	Private
Historic Quarter						
HQ.01	Triangle Market				Public	Lowestoft Town Centre, East Suffolk Council
HQ.02	Town Hall				Public	Lowestoft Town Council in partnership with HAZ Partners, East Suffolk Council and Historic England
HQ.03	Pocket spaces along High Street				Public	East Suffolk Council, various community groups

Reference	Project	Timescale			Funding options	Delivery organisations
		Short	Medium	Long		
HQ.04	The Scores				Public	Suffolk County Council, East Suffolk Council
HQ.05	North end of High Street				Public	Suffolk County Council, East Suffolk Council
HQ.06	Christ Church Square				Public	Suffolk County Council, East Suffolk Council
Strategic Improvements						
S.01	Third Crossing over Lake Lothing				Public	Suffolk County Council
S.02	De-trunking of the A47				Public	Highways England, Suffolk County Council Highways
S.03	Parking strategy				Public	East Suffolk Council
S.04	Green infrastructure improvements				Public	ESC, Suffolk Wildlife Trust, SCCH
S.05	New public transport solution in the Centre				Public	East Suffolk Council



Appendices



1. Stakeholders' views on the town centre and its future

As part of the masterplan process, local stakeholders were engaged with, to better understand the opportunities and constraints of the town centre, aspirations and capacities of the local community and to actively involve stakeholders in the process of regenerating the town centre. The dialogue was maintained through two stakeholder events and one-on-one engagements conducted by East Suffolk Council.

First workshop

The first stakeholder workshop for the Lowestoft town centre masterplan took place on the 11th November 2019 in Hotel Victoria in Lowestoft. The event was attended by 44 people, representing various organisations and groups active in Lowestoft, including East Suffolk Council, Lowestoft Town Council, Lowestoft Rising Cultural Education Partnership, Flipside, Lowestoft Vision, Marina Theatre, Most Easterly Community Group, Suffolk County Council, Suffolk Chamber of Commerce, the Lowestoft Players, Waveney Disability Forum, Waveney Youth Council, Ormiston Denes Academy, Santander Bank, Cefas, Community Action Suffolk, Access Community Trust and local landowners.

The aims of the workshop were:

- * To understand local stakeholders' perceptions of what the most important opportunities and problems that affect Lowestoft town centre are,
- * To gather in-depth knowledge about local community life and the business community,
- * To engage stakeholders in dialogue about the future of Lowestoft town centre,
- * To establish a 'measuring tool' for stakeholders to assess the vision and the masterplan,
- * To form foundations for a town-wide partnership that would be involved in delivering the masterplan.

The participants discussed Lowestoft town centre through exercises highlighting drivers of change for the town and assessing how these can be tackled or harnessed. Based on our research on the condition of town and city centres, the drivers of change were grouped into five categories: Political, Economic, Social, Technological, Environmental and Legal (PESTEL).

The attendees assessed the drivers of change, with attention to the importance, character of impact (positive or negative) and whether there is a way to influence or control the driver to achieve desirable

impact. Each group discussed one PESTEL category of drivers and then prioritised them in order of importance.

The groups then discussed what needs to be done to address the most important drivers and what the Lowestoft town centre will be like if the drivers are addressed successfully. This exercise helped envision the anticipated end result of the delivered masterplan and began to lay out a set of actions, processes and projects that could be needed for the delivery

Key drivers of change for Lowestoft town centre

The following summaries are based on the short presentations given by each group at the end of the first exercise.

Economic drivers:

The group in their summary presented a view that the town centre needs to address the need for varied activities in the town centre, including the evening and night time economy. Quality and functions of public realm should reinforce the sense of place. Additionally, links to South Beach have to be improved, including new mobility solutions, anchoring the town centre's position as a hub.

Opposite page: first stakeholder engagement event held in Hotel Victoria

Environmental drivers:

The group highlighted the importance of Lowestoft's landscape and environmental assets in regenerating the town; the Broads and the coast in particular. Climate change was also seen as an important driver of change that already influences works in the town centre (improvements to flood defences). The stakeholders saw environmental sustainability, biodiversity improvements and response to climate and weather changes as drivers that Lowestoft should address to successfully compete with / position itself against other town and city centres. Lowestoft's status as a fair-trade town would further strengthen the uniqueness of the offer of the town centre to increasingly conscious visitors and residents. Air quality was also mentioned, with potential to address it through changes in mobility and traffic.

Political and legal drivers:

The group agreed establishing a consistent but adaptive vision was crucial to attract Government and other external funding to regenerate the town centre. Permitted development rights were moreover seen as an important driver that can help change the nature and character of the town centre.

Social drivers:

Stakeholders recognised demographics to be an important factor in visioning the town centre's future. They noted Lowestoft town centre did not meet young people's expectations in terms of offered experiences, while also failing to provide a great offer for elderly residents. The group stressed the offer should be balanced to include all age groups represented in the town.

Technological drivers:

The arrival of the renewable energy industry and new clean jobs was perceived as an important factor in securing a sustainable, economically successful future for the town centre.

Smart city technologies, such as monitoring and managing urban environment through responsive technology, were seen as an important drivers of change that can positively influence Lowestoft town centre.

Stakeholders consider the rise of social media as an opportunity to strengthen local community and promote community causes, in particular, if coupled with real-life impact

How will we know we achieved success in addressing the drivers? - main messages

The following summaries are based on the short presentations given by each group at the end of the second exercise.

Successfully addressing economic drivers:

The regenerated centre will be an attractive, versatile place that is well-connected to South Beach and other areas in the town. Stakeholders recognised the need to improve Station Square, which would link South Beach and the town centre as a visually cohesive area of improved public realm and create a focal point of civic pride to the town. Stakeholders encouraged traffic calming outside the station, to form a café culture atmosphere and create seamless pedestrian and cycle links to/from the station. The town centre will be liveable, not only a great tourist destination.

Successfully addressing environmental drivers:

The town centre regeneration should be about community focus. Success could be achieved through the delivery of public realm that includes green spaces that help increase biodiversity. Town centre living was perceived as an attractive opportunity to be acted on. Stakeholders will welcome traffic reduction in the town centre with

the removal of traffic from some streets altogether and in doing so, introduce other improvements to form a more attractive environment for pedestrians. Improvements to cycle and walking infrastructure were seen as a way to encourage sustainable modes of transportation to discourage car traffic and reduce car presence in the centre.

Stakeholders would also like the town centre to highlight the uniqueness of Lowestoft, to evoke sense of place and belonging, in particular its relation to water.

The town centre should benefit from environmental innovation that forms an important aspect of the town's identity: research centres, the renewable energy sector and businesses relating to it.

Additionally, the idea of Lowestoft becoming England's "Greenest Town" was put forward, through improvement in sustainable modes of transportation and lifestyle choices of the residents and visitors.

Successfully addressing political and legal drivers:

The masterplan should be tangible, meaningful and adaptive. The vision must be strong and encourage local community and delivering bodies

to stand by it. The success of delivery will be important in attracting more funding and creating a 'snowball effect'.

Lowestoft town centre should become a hub for the visitor economy (with tourism as an important part of it). Importance of cultural presence and activities associated with culture is crucial, particularly strengthening the accessibility of culture.

Exercising permitted development rights should be encouraged to transform empty shop fronts into residential uses, but also experiential uses that would create a richer visitor experience. Concurrently, planning policy should be reviewed to enable delivery of the right kind of developments in appropriate places, in effect creating clusters / districts serving smaller and specific communities. Planning policy should also encourage mixed-use redevelopments of key sites.

Successfully addressing social drivers:

Lowestoft town centre should cater for young people, offering them places to socialise, experiences that are tailored to their interests, including useful shops and engaging activities. Similarly, the offer for older people should encourage them to stay in the centre and meet others, take part in the activities, or enjoy the quality of public spaces.

Successfully addressing technological drivers:

The group agreed the town centre could adopt an intelligent, responsive parking system (together with a mobile app) that promotes certain behaviours and encourages longer visits in the centre. The parking app would also promote activities and retail offer in the centre, through responsive content.

The group highlighted the need to use technology to increase the feeling of safety in the centre.

Stakeholders also came up with an idea of a showroom to promote local producers and makers, equipped with internet presence, to create a hub for showcasing local creativity and industriousness.

Second workshop

The second stakeholder workshop for the Lowestoft town centre Masterplan took place on January 9th 2020 in Hotel Victoria in Lowestoft. The event was attended by 52 people, representing various organisations and groups active in Lowestoft, including; East Suffolk Council, Lowestoft Town Council, Lowestoft Rising Cultural Education Partnership, Lowestoft Vision, Marina Theatre, Most Easterly Community Group, Suffolk County Council, The Lowestoft Players, Easterly Artists,

Waveney Disability Forum, Ormiston Denes Academy, Community Action Suffolk, New Anglia LEP, WSP, Anglian Water, Historic England, Suffolk Chamber of Commerce, Barclays Bank, Dobson Partners Property Ltd, Shreeve Property Ltd, Steel & Co, and local landowners.

The aims of the workshop were:

- * To review the steps made so far and show a timeline of the work and stages to follow, with estimated dates of the draft submission and the masterplan launch;
- * To present the 'Success Factors for Lowestoft town centre' that were highlighted in the first stakeholder workshop and developed further in the design process, and to capture any additional stakeholder comments on these factors to better inform the vision and masterplan for the town centre;
- * To discuss the vision for the centre and the success factors within it;
- * To talk about potential projects to be included in the masterplan for the town centre;
- * To discuss inexpensive, quick 'early win' projects to enhance the attractiveness of the town centre in the short term.

The second event therefore concentrated on maintaining the discussion momentum and

presenting the vision and overarching ideas for the masterplan. The workshop also aimed at unlocking local potential for 'early win' ideas and possible masterplan projects, as well as encouraging involvement in delivery of these ideas. These ideas formed part of the masterplan proposals.

Additionally, stakeholders emphasised important principles for the masterplan to address.

Inclusivity

The inclusivity and the importance of social equity for the town should be the guiding principle of the masterplan proposals. The focus should be on people who currently live in Lowestoft and their needs, rather than trying to attract a 'gentrifying' crowd from elsewhere. Needs of older and disadvantaged people should be included in the vision.

Lowestoft town centre should serve everyone. It should be inclusive, safe and full of activities and spaces for everybody, including sheltered accommodation, meeting places, and strong community.

Education and skills training

The opportunities for younger people to stay in Lowestoft were an important concern for the stakeholders: the education and skills sector

should be at the heart of the town's changes for the future. A purpose-built town centre college or adult education centre which partners with the employment opportunities in the town (including the renewable industry and marine sectors) was envisioned as a positive and plausible initiative.

For the existing schools and colleges outside of the town centre a 'college to careers link' programme should be established, pairing college students with local businesses and training for the locally present industries.

Economy – tourism

Tourism was identified as a crucial success factor for the town. However, the need to diversify the town's offer away from just summer tourism was deemed essential for the economy of the town. The importance of the night-time economy for the town centre will be crucial in that context. The stakeholders agreed also with a need for improved communications technology to enhance visitor experience.

Climate change and floods

There is an urgency to act on issues on climate change and sustainability within the masterplan proposals. Proposed flood defences within the

Lowestoft Flood Defence Management Project play an important role here, as they will protect investment, homes and development from floods.

Built environment – building assets/ heritage/ public realm

The town centre and the high street, as it currently stands, was said to feel ‘too elongated’ and lacking any sense of being a ‘hub’ for the town. To feel meaningful and active it was felt the retail stretch should be condensed.

Town-centre living was highlighted as an exciting opportunity to bring more activity into the centre around the clock, broaden the residential offer and change the perception of the centre.

The sea

Although the port is very important to the town, the current security around it is too high and disconnects the town both from the port activity, industry and sea itself. Connection to the sea is one of Lowestoft’s greatest assets, yet until now it has been a problem in terms of physical connectivity.

Improved visual links (sightlines) and walkable (accessible and legible) links should connect from the town to the sea

One-on-one engagements and additional sessions conducted by East Suffolk Council

These two events were followed by East Suffolk Council’s further conversations with key stakeholders who expressed their wish to discuss the proposals further, as well as the organisations that did not participate in the stakeholder events.

The officers conducted engagements and discussions with Associated British Ports, Access Community Trust, Suffolk Chamber of Commerce, Cefas, Flipside, Lowestoft Sixth Form College, Waveney Youth Council, local residents at the event in Kirkley Centre, Historic England, Lowestoft Town Council, East Suffolk Community Partnership, Sentinel Leisure, Lowestoft Rising Cultural Education Partnership, Lowestoft Cultural Leadership Group and Business in The Community, Lowestoft Shopmobility and the Lowestoft Players.

Stakeholders were contacted by email and meetings and phone calls were arranged where requested. Their comments and observations have been included in the development of the masterplan.

Research on the town centre perception

A 2019 town centre report entitled ‘Lowestoft; Understanding the Heart of Our Town’ prepared for East Suffolk Council captures the perception of Lowestoft’s town centre from the perspective of its users.

In Lowestoft town centre users’ opinion, the main priorities for the centre were: improving the retail offer (153 responses), including a better mix of shops, of a higher quality, alongside more leisure providers, parking (62 responses), improving amenities- including cleanliness and visual amenity (56 responses) and traffic and transport concerns (34 responses).

When asked if town centre users would recommend a visit to Lowestoft town centre, there was disparity in responses between online and on-street participants. Only 21% of online users would recommend a visit to the town centre, compared to 52% of those surveyed on street. Both figures are lower than the national average of 68% for large towns. This indicates that Lowestoft’s town centre does not currently appeal to a significant proportion of its potential local market.



2. Success Factors test

The following pages contain a table where each project proposal is measured against the vision, by assessing whether it responds to Success Factors, to see how it contributes to the delivery of the aspirations for the town centre. As the vision is underpinned by four main areas of transformation: infrastructure, economy, social equity and environment, the projects are also checked to highlight which areas they represent and influence.

Finally, the projects are assessed in the possible delivery time frame and whether the delivery is controlled or can be influenced by East Suffolk Council.



A pop-up bar in the summer, in the industrial context, provides an attractive alternative to more established, 'classic' socialising venues.

Project number and name	Success Factors list													Theme				Timescale (immediate: implementation possible in less than a year, short: 1-5 years, medium: 5-10 years, long: 10 years and more)
	1. Diverse retail and non-retail offer	2. Harnessing the power of renewables and marine research	3. New mobility and technologies	4. Improved connectivity	5. Celebration of Lowestoft's heritage	6. Quality of town centre experience	7. Evening economy & visitor experience	8. Living in the centre	9. Socially inclusive offer	10. Cultural and leisure offer	11. Climate change response and sustainability	12. Flood resilience	Transformed infrastructure	Embracing new economy	Social equity	Active urban environment		
Station Quarter																		
1. Station Square																	Medium	
2. Railway station																	Short	
3. Tidal barrier																	Short	
4. Custom House and QD site																	Medium	
5. Tuttle's Building																	Short	
6. East Point Pavilion																	Short	
7. Former Post Office																	Short	
8. 18 Bevan Street East / Denmark Road																	Long	
9. Bevan Street East and Suffolk Road																	Short	
10. Commercial Road																	Short	

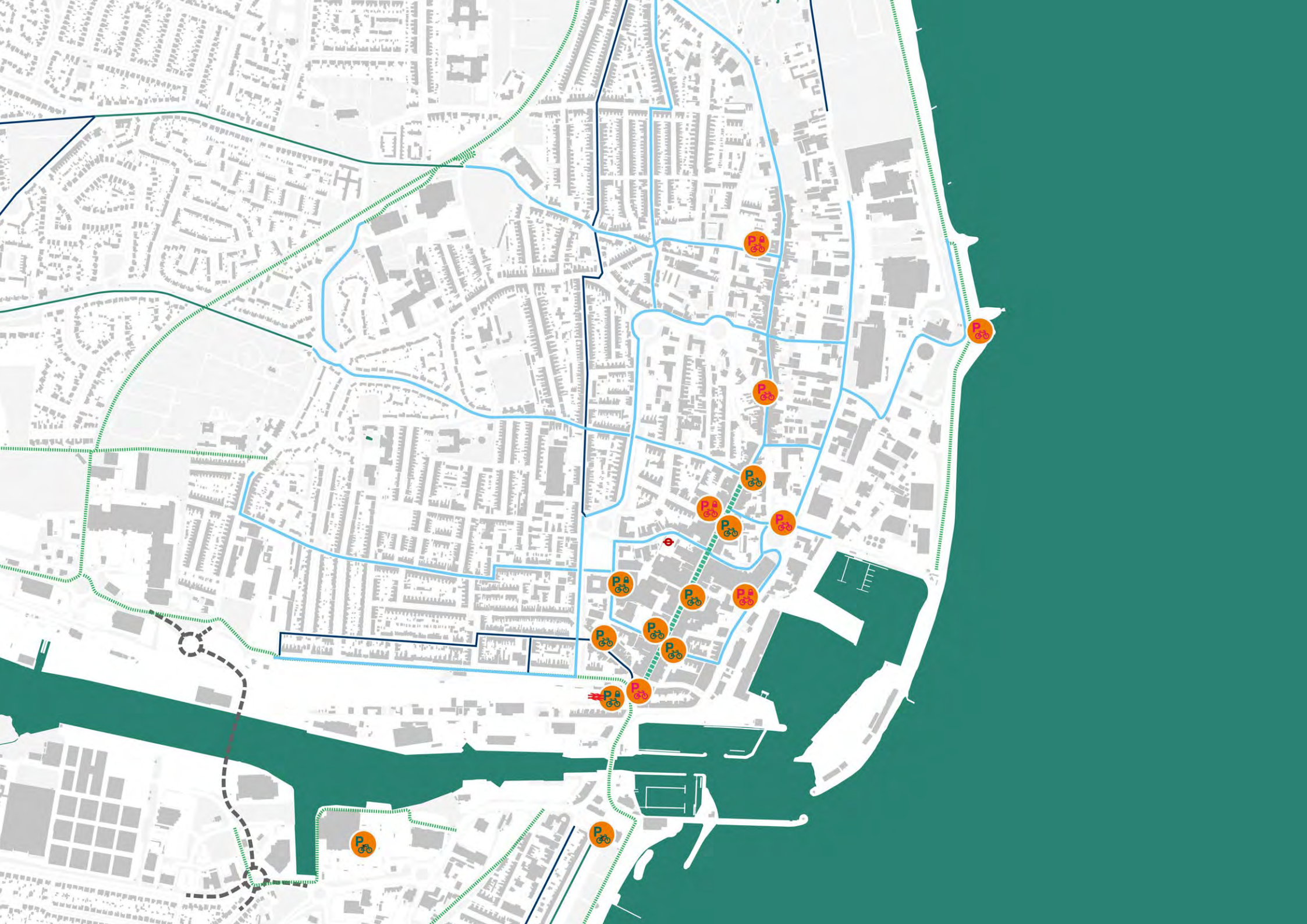
Project number and name	Success Factors list													Theme				Timescale (immediate: implementation possible in less than a year, short: 1-5 years, medium: 5-10 years, long: 10 years and more)
	1. Diverse retail and non-retail offer	2. Harnessing the power of renewables and marine research	3. New mobility and technologies	4. Improved connectivity	5. Celebration of Lowestoft's heritage	6. Quality of town centre experience	7. Evening economy & visitor experience	8. Living in the centre	9. Socially inclusive offer	10. Cultural and leisure offer	11. Climate change response and sustainability	12. Flood resilience	Transformed infrastructure	Embracing new economy	Social equity	Active urban environment		
The Heart of Lowestoft																		
1. Wilko and Battery Green Car Park																	Medium	
2. Marina Theatre																	Medium	
3. Lowestoft Players																	Medium	
4. The Britten Centre																	Long	
5. Clapham Road Car Park																	Medium	

Project number and name	Success Factors list													Theme				Timescale (immediate: implementation possible in less than a year, short: 1-5 years, medium: 5-10 years, long: 10 years and more)
	1. Diverse retail and non-retail offer	2. Harnessing the power of renewables and marine research	3. New mobility and technologies	4. Improved connectivity	5. Celebration of Lowestoft's heritage	6. Quality of town centre experience	7. Evening economy & visitor experience	8. Living in the centre	9. Socially inclusive offer	10. Cultural and leisure offer	11. Climate change response and sustainability	12. Flood resilience	Transformed infrastructure	Embracing new economy	Social equity	Active urban environment		
Innovation Axis																		
1. New connection to PowerPark																	Medium	
2. Public realm improvements to London Road N																	Short	
3. Marine Science Centre																	Short/Medium	
4. High quality route to Ness Point																	Long	
5. Former Tesco store																	Medium	
6. Whapload Road Car Park																	Medium	
7. Former Hospital																	Medium	

Project number and name	Success Factors list													Theme				Timescale (immediate: implementation possible in less than a year, short: 1-5 years, medium: 5-10 years, long: 10 years and more)
	1. Diverse retail and non-retail offer	2. Harnessing the power of renewables and marine research	3. New mobility and technologies	4. Improved connectivity	5. Celebration of Lowestoft's heritage	6. Quality of town centre experience	7. Evening economy & visitor experience	8. Living in the centre	9. Socially inclusive offer	10. Cultural and leisure offer	11. Climate change response and sustainability	12. Flood resilience	Transformed infrastructure	Embracing new economy	Social equity	Active urban environment		
Historic Quarter																		
1. Triangle Market																	Medium	
2. Town Hall																	Short	
3. Pocket spaces along High Street																	Immediate/Short	
4. The Scores																	Medium	
5. North end of High Street																	Short	
6. Christ Church Square																	Medium	

Project number and name	Success Factors list													Theme				Timescale (immediate: implementation possible in less than a year, short: 1-5 years, medium: 5-10 years, long: 10 years and more)
	1. Diverse retail and non-retail offer	2. Harnessing the power of renewables and marine research	3. New mobility and technologies	4. Improved connectivity	5. Celebration of Lowestoft's heritage	6. Quality of town centre experience	7. Evening economy & visitor experience	8. Living in the centre	9. Socially inclusive offer	10. Cultural and leisure offer	11. Climate change response and sustainability	12. Flood resilience	Transformed infrastructure	Embracing new economy	Social equity	Active urban environment		
Strategic improvements																		
Third Crossing over Lake Lothing																	Short/medium	
De-trunking of the A47																	Medium	
Parking strategy																	Medium/Long	
Green infrastructure improvements																	Medium/Long	
New public transport solution in the Centre																	Medium	

Project number and name	Success Factors list												Theme				Timescale (immediate: implementation possible in less than a year, short: 1-5 years, medium: 5-10 years, long: 10 years and more)
	1. Diverse retail and non-retail offer	2. Harnessing the power of renewables and marine research	3. New mobility and technologies	4. Improved connectivity	5. Celebration of Lowestoft's heritage	6. Quality of town centre experience	7. Evening economy & visitor experience	8. Living in the centre	9. Socially inclusive offer	10. Cultural and leisure offer	11. Climate change response and sustainability	12. Flood resilience	Transformed infrastructure	Embracing new economy	Social equity	Active urban environment	
Early wins																	
Pop-up shops and activities																	Immediate
Shop front improvements																	Short
Regular events																	Immediate
Wayfinding and promotion																	Short
Sustainable travel																	Immediate
Art installations																	Immediate
Encouraging social interaction																	Immediate
Urban prototyping																	Short



3. Cycling infrastructure improvements - additional information

This chapter is an expansion of the 'Movement framework' chapter in the 'Spatial framework' part of the document. It describes in more details some of the broad proposals outlined, in relation to cycling infrastructure.












The cycle infrastructure improvements drawing on the opposite page explores the opportunities to improve quality of pedestrian and cycle links into town centre, building on the principles of the current Waveney Cycle Strategy. The solutions could include: upgrading signposted on-road cycle routes to more cycling-friendly solutions, such as on-road cycle lanes or off-road cycle paths. Potential improvements to pedestrian and cycle crossings around major traffic junctions could include a more direct and safer crossing at Battery Green roundabout, an improved crossing of the High Street over Artillery Way and more direct crossings over Katwijk Way (western arm of the A47), mentioned in appropriate sections of 'Reimagined Town Centre' part of the document.

East Suffolk Council is planning to build a new bridge over the railway around Leathes' Ham to improve cycle and pedestrian connections between the centre and Oulton Broad.

The masterplan also suggests potential new locations for secure, publicly accessible cycle parking stations around the town centre. The design of these cycle parks should be carefully considered, publicly accessible cycle parks in the buildings should be encouraged. Free-standing secure facilities should enhance the quality of public realm.

The diagram on the opposite page shows how the cycling infrastructure improvement across the town could be delivered, to create a coherent, intuitive network of solutions encouraging cycling.

Cycle infrastructure improvements

	Improved existing cycle routes
	Potential new cycle routes
	Existing on-road cycle lane
	Traffic-free pedestrian and cycle route
	Proposed on-road cycle route
	Important connections
	Sustrans National Cycle Network
	Existing secure cycle parking
	Existing street cycle parking
	Proposed strategic secure cycle parking location
	Proposed strategic street cycle parking location

The document is available in other languages upon request.



www.eastsuffolk.gov.uk

Riverside
4 Canning Road
Lowestoft
NR33 0EQ

LDA DESIGN

17A Sturton Street
Cambridge CB1 2SN
United Kingdom
+44 (0) 1223 949054
www.lda-design.co.uk

LDA Design Consulting Ltd
Registered No: 09312403
17 Minster Precincts, Peterborough PE1 1XX

LDA Design is a ISO 9001 / ISO 14001 accredited company