

Preferred Option

Tell us what you think



Please complete this questionnaire, and send it back in the envelope provided (no stamp is needed) by 19th February 2007. Alternatively, complete it on line at: www.great-yarmouth.gov.uk or www.1steast.co.uk e-mails us at ldf@great-yarmouth.gov.uk

or write to us at:
Planning Policy
Great Yarmouth Borough Council,
Town Hall
Hall Plain
Great Yarmouth
Norfolk NR30 2QF

If you need further information to help you comment on the Preferred Option, the following background documents are available from the town hall and libraries.

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Great Yarmouth and Gorleston Strategic Flood Risk Assessment (Capita Symonds, 2006); Great Yarmouth Employment Land Study (Bone Wells Associates, 2006); Great Yarmouth Urban Housing Potential Study (Baker Associates, 2004); Great Yarmouth Borough and Waveney District Retail and Leisure Study (DTZ, 2006); Parks and Open Space Strategy for Great Yarmouth Borough GYBC, 2006); A Leisure Strategy for Great Yarmouth (Presland and Wall, 2006); URC Baseline Report (Halcrow, 2006); Baseline Report Great Yarmouth Ground Conditions (Halcrow, 2005); Strategic Framework (Halcrow, 2006); Great Yarmouth & Lowestoft Property Market Baseline Report (Michael Beaman, 2006); Outline Inspection of Quay Walls at Great Yarmouth (Halcrow, 2006); Advising on the Potential for Small Scale Renewable Energy Generation within the URC Area (Douglas-Westwood, 2006); Translating known Market Prospects into Spatial Requirements and Implications for Ports Infrastructure (Douglas-Westwood, 2006).

These documents can also be viewed on the 1st East web site: www.1steast.co.uk. The equivalent Preferred Option for Lowestoft can also be viewed here.

- Great Yarmouth and Waveney Employment Land Study
- Urban Housing Potential Study (2004)

These documents can be viewed at the Council Offices, libraries and doctors surgeries or on the 1st East web site: www.1steast.co.uk. The equivalent Preferred Option for Lowestoft can also be viewed here.

Information about you (optional). We will use these details to keep you informed of future events and consultation:

Name: _____

Address: _____

Email: _____

The Preferred Option is made up of 6 action areas. Each action area has its own proposal. Overleaf, please tell us which action area you agree or disagree with? Please tell us why.

Below is space for general comments you have about the Preferred Option, or suggestions about other potential intervention areas in the 1st East area that we can consider.

Ice House Quay (the west bank of the river Yare - south of Haven bridge)

This has the potential to become a vibrant active new destination with mixed commercial and service uses including offices, specialist retail and bars/restaurants as existing businesses relocate to the South Denes, including speciality retail, residential uses and bars/restaurants. Redevelopment would take maximum advantage of the waterfront and heritage setting offering around 1200 homes. Further downriver at Southtown there is also a proposal being investigated for a waterfront extension to the college campus.

Nelsons Bridge

A third river crossing is proposed to support the development of South Denes and EastPort. A preferred alignment is shown but a wider search area is also indicated until engineering studies are completed.

South Denes - comprising three distinct areas - South Gate, South Denes industrial (area surrounding Nelson's monument) and EastPort

South Gate is proposed as a mixed-use redevelopment, including the potential for live-work space and light industry and a possible landmark seafront leisure facility as well as a neighbourhood park.

South Denes industrial includes an enhanced setting for Nelson's Monument with leisure and recreation together with light industrial, offices, port and offshore uses.

EastPort and the adjacent area as far north as the power station are reserved for port expansion and port-related and renewable energy activities.

What about the rest of the 1st East area?

Not all of the area covered by the urban regeneration company is included in the six key action areas. Gorleston, for example, is not a key action area but it is part of the 1st East area. Feedback from the consultation showed that smaller scale improvements are preferred for this area rather than the large scale regeneration planned for the brownfield areas.





GREAT YARMOUTH
BOROUGH COUNCIL



Great Yarmouth Have your say!

Urban Regeneration Company Area Action Plan (Preferred Option)
part of the Great Yarmouth Local Development Framework

**Consultation deadline:
February 19th 2007**

Two towns, one vision.

1st East is an Urban Regeneration Company aiming to generate economic growth by co-ordinating development in the brownfield and waterfront areas of Lowestoft and Great Yarmouth.

In partnership with: EEDA, Great Yarmouth Borough Council, Norfolk County Council, Suffolk County Council, Waveney District Council.

Halcrow is assisting 1st East with the masterplan options.



GREAT YARMOUTH
BOROUGH COUNCIL



A new look and a new future for your town

Ideas to regenerate your town with the aim of bringing new jobs, increased prosperity and a whole new look for Great Yarmouth have been created by 1st East, the urban regeneration company for Lowestoft and Great Yarmouth, on behalf of Great Yarmouth Borough Council.

We want to know your views on the ideas and urge you to spend a few minutes completing this form - which can be returned without a stamp in the envelope provided or completed on-line if you prefer.

What's it all about

The Action Plans contain the goals and objectives taken from 1st East's vision, which are then turned into economic and housing strategies designed to support existing businesses and encourage a more diverse economy and expand the housing market. Guidance is included to help ensure a high standard of future development and there are also transport and community strategies to ensure the plan is sustainable and can be delivered.

With 75 hectares of land available for redevelopment in Great Yarmouth, the Action Plans are mainly about creating new workspace and will have the capacity to achieve and even exceed the URC's target to create 2,000 new jobs in the two towns by 2011. Almost 2,000 new homes will also be built in and around the waterfront



The six action areas in Great Yarmouth being proposed are:

Runham Broad (in the loop of the River Bure)

A new broad is proposed here, extending into the neighbouring land within the Broads National Park and creating a new year round visitor destination connecting the seafront with the Broads. This new mixed tourism/leisure and recreational development would feature a visitor centre, hotel and conference facilities with a mix of water areas for sports and recreation, quiet zones and areas of new wildlife habitat and conservation, as well as up to 80 new homes and commercial development.



Breydon Reach

There are two parts to this proposed development - the first is the extension of the current retail centre down to the water at North Quay including offices and up to 440 homes with a public walkway along the quayside refurbishment of the pedestrian former rail bridge. A long term car park and public transport interchange is also proposed at the railway station.

On the opposite bank of the river at Bure Harbour a new marina and development of around 210 homes is suggested.



Haven Approach (the existing entrance to the town between Gapton Hall roundabout and the Haven Bridge)

A proposal for environment improvements and landscaping to create a more attractive approach to the town, with landscaping, contemporary street furniture and possibly public art. Improved links between Cobholm and Southtown.



Preferred Option Action Area	Agree (please tick)	Disagree (please tick)	Tell us why
Runham Broad			
Breydon Reach			
Haven Approach			
Ice House Quay			
South Denes			
Nelson's Bridge			