

LOWESTOFT SEAFRONT VISION

The Seafront Vision study area includes Royal Plain, Royal Green to the south, and South Quay to the north.

The improvements are the first phase of the London Road, Lowestoft High Street Heritage Action Zone and Seafront Masterplan. They include the installation of new fountains at Royal Plain, enhanced green spaces, public realm, and leisure provision with stated aims to:

- Maintain and grow a vibrant visitor economy by creating opportunities for all to express themselves through sport, leisure and culture.
- Impart a sense of ownership and deliver the highest quality of life possible, for everyone who lives, works, and visits Lowestoft and Kirkley, particularly for young people, encouraging them to have fun and express themselves.
- Create an uplifting and exhilarating sense of arrival onto the seafront from the town centre, and a transition from promenade to town centre, via Station Quarter.
- Create an accessible seafront that encourages social interaction and encourages people to linger longer.
- Design a seafront that responds positively to the climate and biodiversity crises.
- Celebrate the site's history and natural environment.
- Shine a light on this unique 'most easterly town' that is becoming increasingly alive with innovation and creative energy.
- Create spaces and places that provide long term place marketing opportunities for Lowestoft.
- Attract and stimulate inward investment by encouraging local businesses to start-up, grow, and invest in Lowestoft and Kirkely.



A. ROYAL PLAIN



B. ROYAL GREEN



C. SOUTH QUAY