

JUBILEE PARADE, LOWESTOFT

THE EXISTING SITE

The Lowestoft Seafront masterplan recognised that the South Beach is one of Lowestoft's main attractions, but it currently has a limited range of offers beyond traditional seaside uses.

In 2021, East Suffolk Council, led by the Economic Regeneration team, commissioned the London Road Lowestoft High Street Heritage Action Zone and Seafront Masterplan, which provide initial concept proposals for how changes to public spaces and the urban environment can help regenerate South Lowestoft and Kirkley. Comments from the consultation events to develop this masterplan have been taken forward to create the designs you see today.

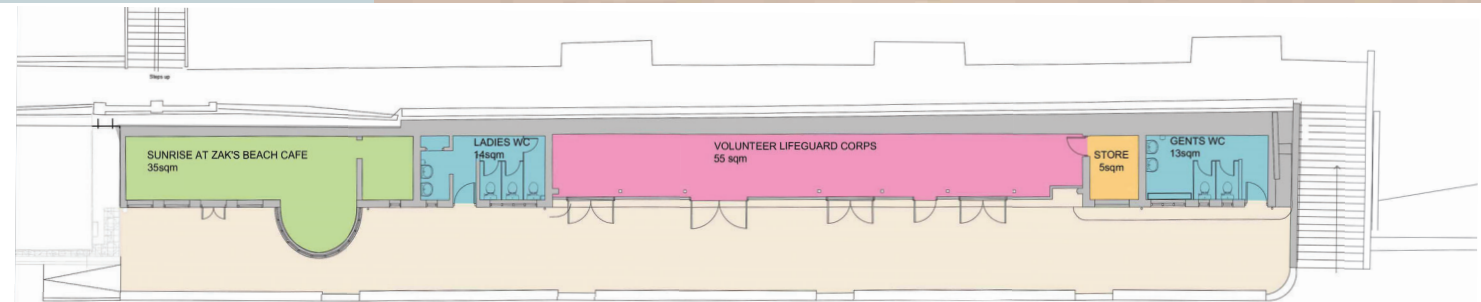
In early 2023, East Suffolk Council was awarded £4.3m from HM Government's Levelling Up Fund, specifically for Jubilee Parade. The project is the third phase of the Jubilee Parade vision to be delivered.

Earlier works to stabilise the cliff and contemporary new beach huts, Eastern Edge, have already been delivered. When works commence, they are expected to be undertaken in two stages to limit disruption and impact on local businesses, residents, and tourists during the summer season.

The existing building consists of a small café, toilet facilities and Volunteer lifeguard corps storage. The beach huts to the south were completed in 2022. To the north are additional existing beach huts. To the west is the upper promenade, The Esplanade is 10m higher and Kensington Gardens beyond that. To the east is the pedestrian promenade Jubilee Parade South, Lowestoft South Beach.



Existing Site



Existing Layout



Existing Site



Existing Site



Existing Site