

GREAT YARMOUTH WATERFRONT



Overview

Attractive mixed-use redevelopment opportunities, focussing on prime riverside locations at a key gateway to the town centre, the famous seafront and the Norfolk Broads.

Great Yarmouth is a growing borough with a flagship tourism economy worth more than £599m each year, and £39bn of energy investment over the next 20 years.

This prime 40 ha development area, fronting the River Yare, has the potential to become a vibrant urban quarter that utilises its rich heritage and prime location to create a unique and high quality environment for housing, shopping and offices.

The area benefits from strong transport links, lying adjacent to the railway station (serving Norwich and beyond), and within easy reach of the A47 providing connections to Norwich and Lowestoft.

Opportunity

To deliver a blend of new homes, employment and retail opportunities on prime riverside locations. Up to 40 ha of predominantly brownfield riverside frontage in the heart of Great Yarmouth with proposals for a new development to provide 1,000 new homes, 16,500m² of commercial floorspace and 14,200m² of retail floorspace allocated in the Local Plan Core Strategy.

More information:

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