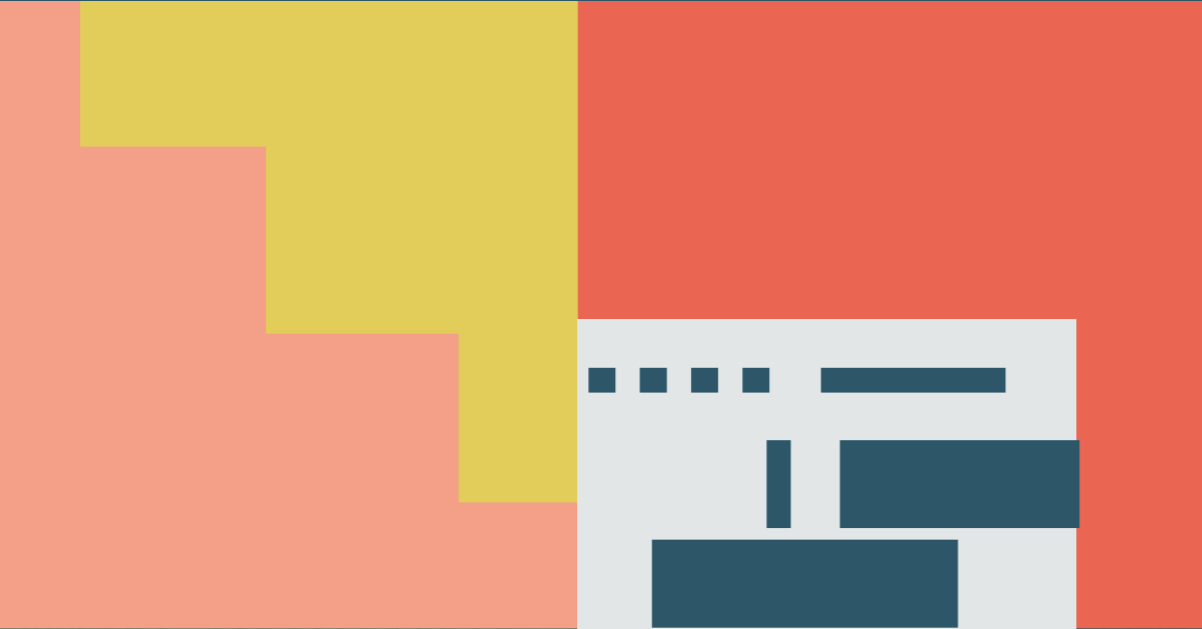
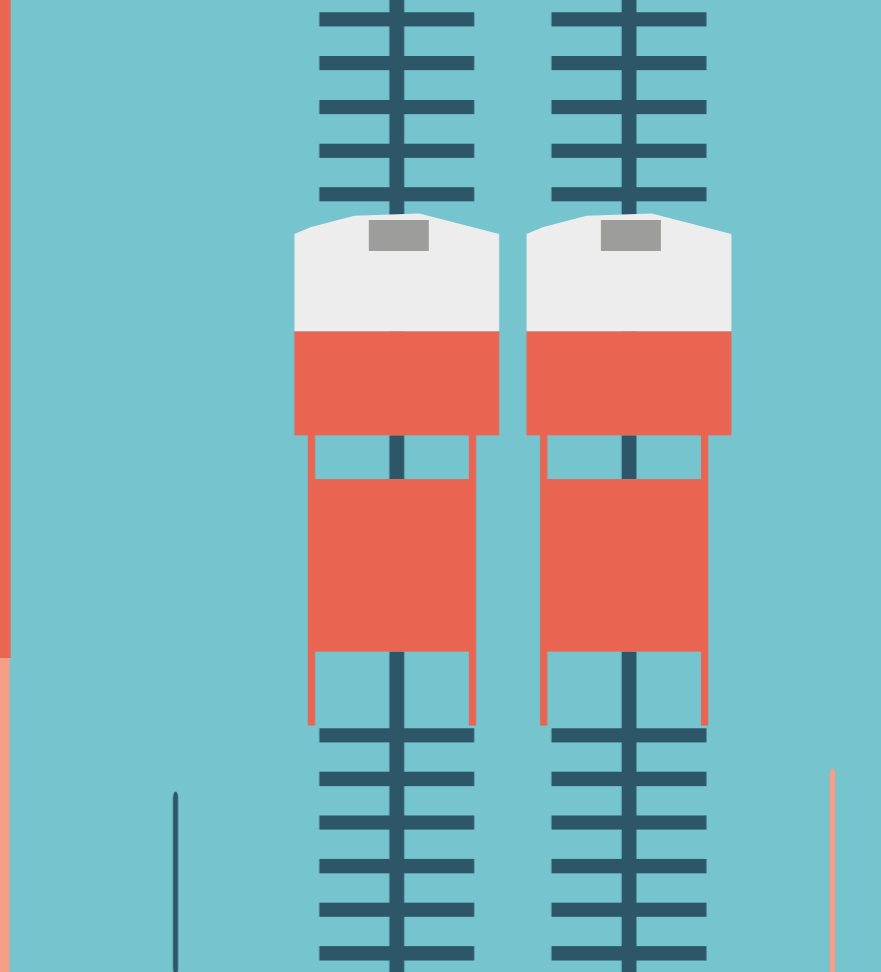
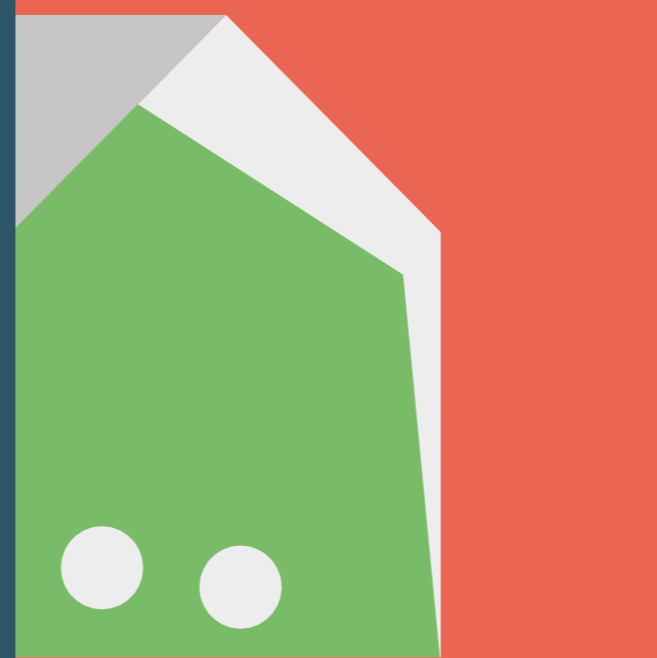
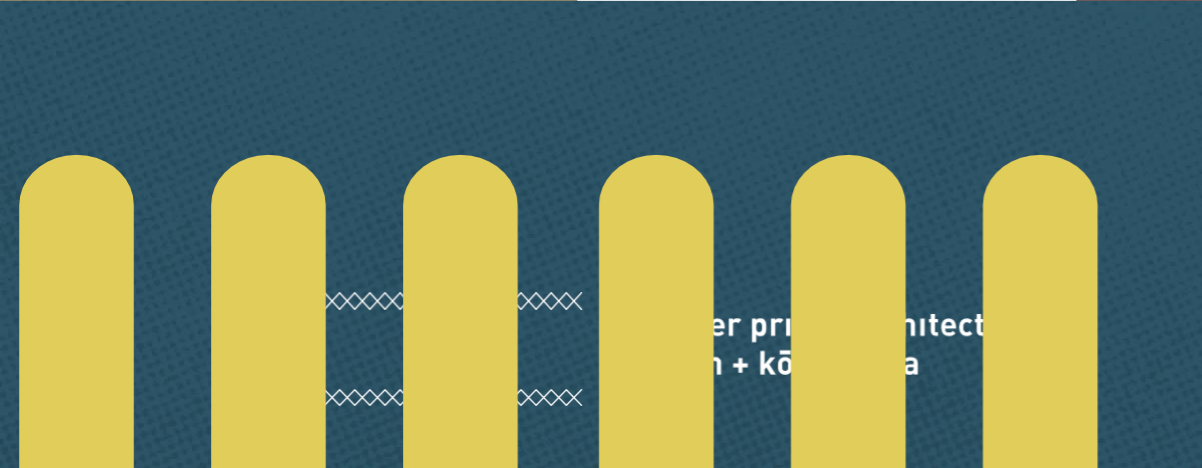


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HELP SHAPE THE FUTURE OF FOLKESTONE TOWN CENTRE



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fletcher priest architects
london + köln + rīga



NTIA | NIGHT TIME INDUSTRIES ASSOCIATION

This is the second and final virtual webinar event. It leads on from the first public webinar event, held on April 19th, and will help shape the future of Folkestone Town Centre.

We've been listening to your views. Today is an opportunity to hold our team to account that we're incorporating your suggestions as we co-develop the Place Plan.

We are also focusing on specific opportunities and actions. What the Place Plan can do and how we make sure it has positive impact. You will be able to ask questions, share your views and complete a survey. We'll talk about next steps at the end.

Agenda

1.0 Welcome and introductions (10 min)

2.0 Presentation on the developing place plan (35 mins)

- Brief recap on programme and our work so far
- Brief recap on the Place Plan and Missions
- Presentation of Action Areas

3.0 Q&A (25 mins)

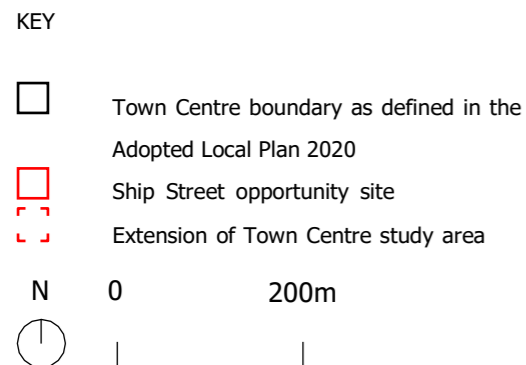
4.0 Next steps and questions (20 mins)

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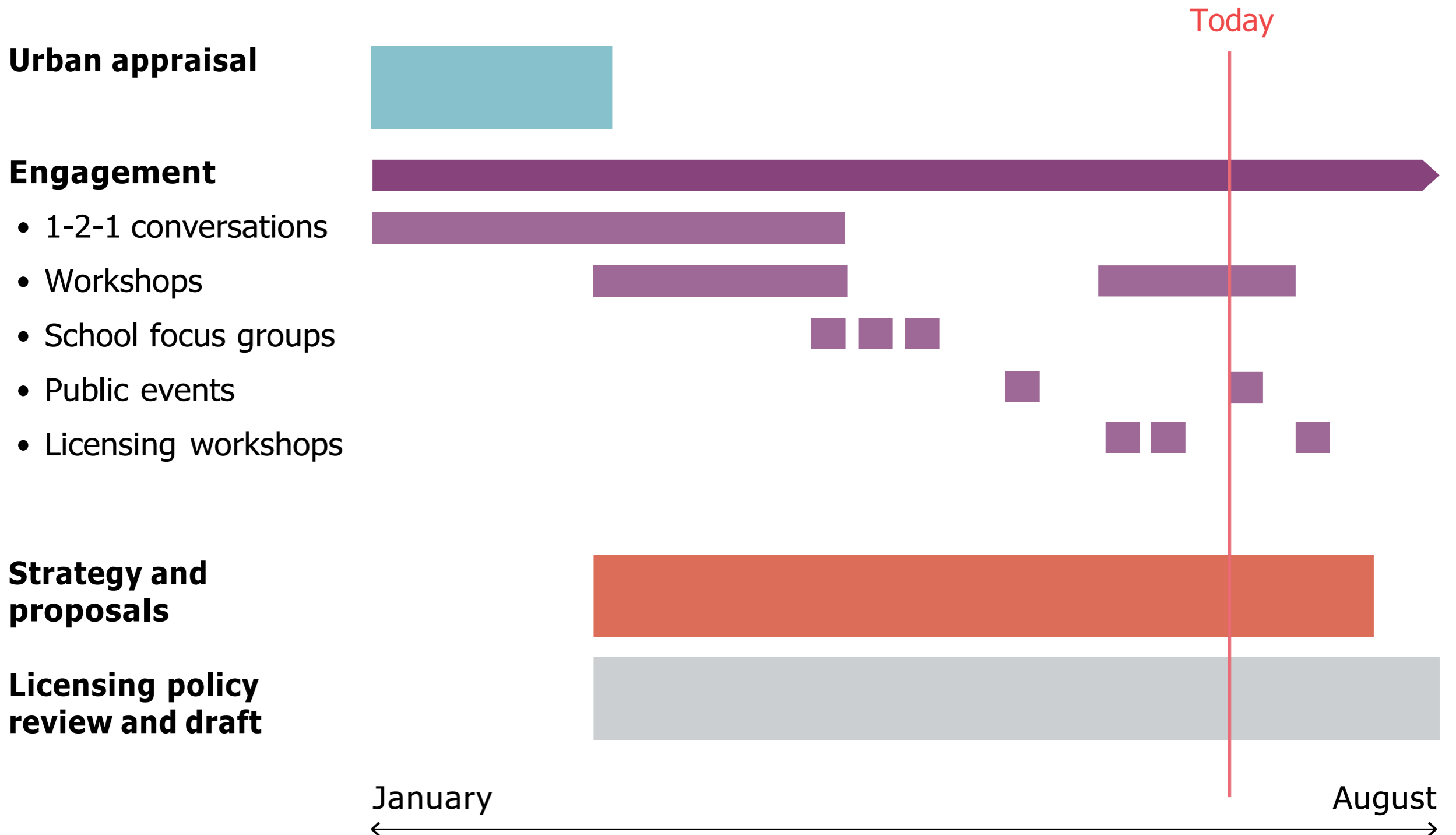
Project overview

Study area

The Place Plan is focused on a core of the Town Centre, with a wider area of context under consideration. We welcome feedback on the extent of this area of context.



Programme overview



Community engagement process

Involvement so far

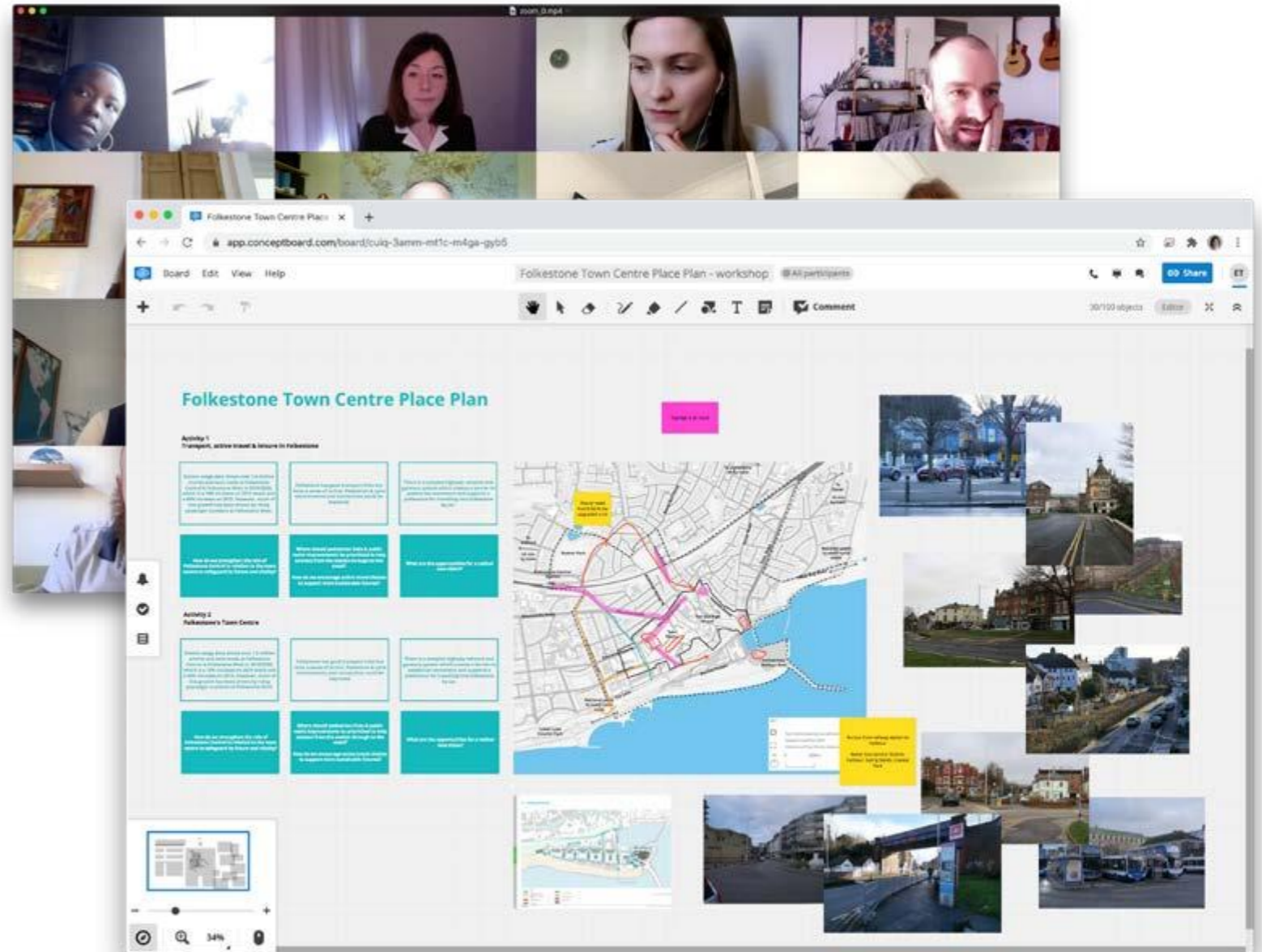
46 one-to-one conversations with key stakeholders

15 virtual workshops to discuss priorities and ambitions, including young people

121 workshop attendees; residents, community groups, businesses, young people and stakeholders

188 attendees and **243** questions at the April webinar

77 survey responses received



Webinar 01 - you said, we did

Town Centre uses

You said:

- There is a desire to see uses in the Town Centre diversify whilst reflecting the needs of the community
- There is a need for low cost spaces for charities in the Town Centre
- The Town Centre should include more green spaces, including safe play areas for children

We did:

- Testing a range of uses and integrating community spaces within the Town Centre
- Identify a strategy for onwards engagement to identify possible new uses for the Town Centre area
- Provision of green spaces in the Town Centre and enhancement of existing ones
- Reinstating Bouverie Square as a key public space with possible provision of play spaces

"It would be great if spaces on the high street that are multi functional, can be community spaces, pop-up shops and can change simply to what the needs are of the community."

"Many shops have, or will, close now due to the pandemic. How can the Council encourage new uses rather than more of the same? "

"Are you going to try to get more green areas in the Town Centre ? I mean tree and plants as it is so much a concrete area and that is depressing"

"Will children be able to play in the Central area?"

Webinar 01 - you said, we did

Heritage, culture and leisure

You said:

- There is a perceived discrepancy between offer and demand when it comes to evening and night time uses
- Due to lack of/ limited evening offer in the Town Centre, people are travelling to near-by towns with better offer such as Canterbury
- Desire to recognise St.Eanswhythe as one of Folkestone's key assets

We did:

- Continuing to develop strategy to encourage evening uses and over-night stays
- Improving connections to and from St. Eanswhythe and the Town Centre
- Provision of spaces for young people in the Town Centre, including improved facilities for Shepway Youth

"There is an untapped market of people who want to go out in town at night but are forced to go to Canterbury for lack of facilities here."

"There has been recent (2020) international interest in St Eanswythe, but it is not clear that awareness of this unique aspect of Folkestone's heritage has really made it into the plan so far."

"Despite this agenda focussing on the Town Centre, we should also find a place for young peoples club / night-time entertainment outside the Town Centre, specifically on the massive empty spaces on The Park Farm Industrial Retail site."

"I think we should focus developments on supporting younger people - they have always been left behind. We need to ensure we offer opportunities, including places to meet"

Webinar 01 - you said, we did

Business and skills

You said:

- Skills and training for young people is a way of addressing the economic disparities within the town
- The adult education offer is seen as insufficient
- Test pioneering and alternative approaches
- Ongoing support for start-ups and availability of work spaces as a way of retaining the skilled workforce
- Reasonable rent levels and rent relief as to encourage businesses to take on and retain spaces in the Town Centre

We did:

- Opportunities for youth enterprise
- Expanding the educational offer of "the Cube"
- Using Folca and vacant units as 'hubs' for testing new uses

"Folkestone has 2 of the poorest wards in the country. The community need to address the needs of the children from those wards and it would be good if the Town Centre space could be used to help upskill the young people there."

"Very limited adult education courses available in the evenings. Would really appreciate craft/hobby skills courses."

"Could we have a vision to be one of the leading towns of the future, pioneering and testing alternative approaches for the UK? We could attract and create jobs to improve environmental performance and reduce social inequality."

"Good ideas to help start up businesses, but once they have started what then? To keep and develop a skilled work force based in the town, work places need to be available, otherwise the town will just be a dormitory"

Webinar 01 - you said, we did

Accessibility, safety and cleanliness

You said:

- The lack of certain facilities such as Changing Place toilets make the Town Centre inaccessible to certain groups
- Lack of adequate lighting makes certain areas feel unsafe
- Cleanliness of the Town Centre is a recurring theme adding to the perceived neglect and lack of safety

We did:

- Provision of Changing Place Toilets, in the Town Centre and harbour area
- Public realm enhancements along with improvements to street lighting
- Continuing to work with Steer to improve safety for pedestrians
- Populating vacant units in the Town Centre to address the perceived sense of neglect

"Street lighting is poor from Central station to Town Centre after dark. If we want walkable streets we need to address safety and visible routes. Have you addressed this?"

"Can the development of the Town Centre include provision of Changing Place toilets for people who require hoist transfers and a changing bed, and are unable to use standard accessible toilets?"

"Some of Folkestone's problems are not helped by the general air of neglect, rubbish, etc. It is not very welcoming to walk around and see the obvious neglect, spanning over the years."

"Around the Town Centre the speed of the traffic is extremely dangerous for people on foot to cross them."

Webinar 01 - you said, we did

Transport and connectivity

You said:

- Desire to see a strategy for transition to electric vehicles and low carbon transportation systems
- Concerns about further limiting the provision of parking spaces within the Town Centre
- Traffic is perceived as having a negative impact on pedestrian experience and access to the coast
- Parts of the town are pleasant to cycle through but there is a desire to see that extended to other areas

We did:

- Proposals to ensure that the environment of those roads are more conducive to safe walking and safe cycling
- Park and ride scheme and a mobility hubs at the station and harbour area
- New vertical connection between the Old Town and the harbour

"Really love the idea of a low carbon transportation system throughout the town...where are we with the harbour line, park and ride and community transport?"

"Turning Tontine Street into a one way Road in the 1960 sealed its fate. Would two-way working in Tontine Street with direct access to the Harbour and the beach rekindle the need for visitor shopping and family dining."

"The experience of cycling along the coastline is lovely but this should be more consistent - from the moment you arrive in Folstone and across the Town Centre."

"Has a Park and Ride scheme been considered? Would land at the old Folkestone East railway station be suitable?"

Webinar 01 - you said, we did

Further work and ongoing engagement

You said:

- Desire to further develop sustainability a strategy and Folkestone's Net Zero agenda
- Creating a young person Shadow Council
- Desire to see ongoing involvement from the council in some of the initiatives

We did:

- Creating a long term strategy to ensure youth involvement in the Place Plan and in the development of the town going forward
- Re-evaluating Missions 6 with a bolder approach to the climate crisis and biodiversity crisis
- Making recommendations for long term engagement strategies

"Could our ambition for Town Centre and Missions 2 and 4 be bolder when it comes to sustainability/ Net Zero?"

"A stronger Net Zero agenda for Folkestone could stimulate new green jobs? Help unlock new green public and private finance?"

"Could we create a young person shadow council or a board to insure that meets their needs?"

"Delivering quality should include residential liveability, health and noise as well as environmental sustainability."

"Are there plans to bridge the gap between implementing sustainably-minded solutions and engaging people in them/teaching people how to use them. I.e. cycle lanes - will the local authority then offer schools and community organisations funding for cycle lessons"

PLACE PLAN AND MISSIONS

Our approach to the Place Plan

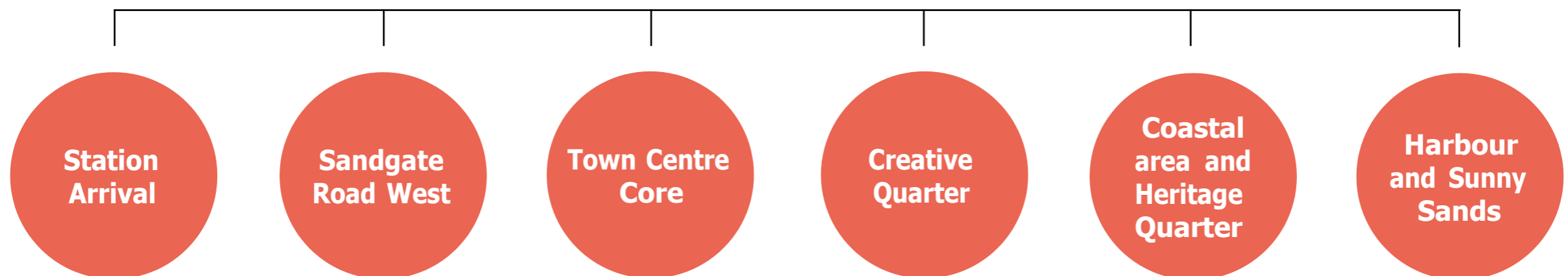
The Grand Challenge

To overcome decline in Folkestone's Town Centre by embracing opportunity, addressing the climate emergency, celebrating what's already great and bringing the town's communities together.



Actions to deliver the Missions

Action Areas



Our approach to the Place Plan

Missions

The Grand Challenge

To overcome decline in Folkestone's Town Centre by embracing opportunity, addressing the climate emergency, celebrating what's already great and bringing the town's communities together.



Mission 1
Celebrate what's great



Mission 2
Town Centre for the future



Mission 3
A place for all voices



Mission 4
Moving sustainably



Mission 5
Access to opportunity











Mission 6
Deliver sustainable quality

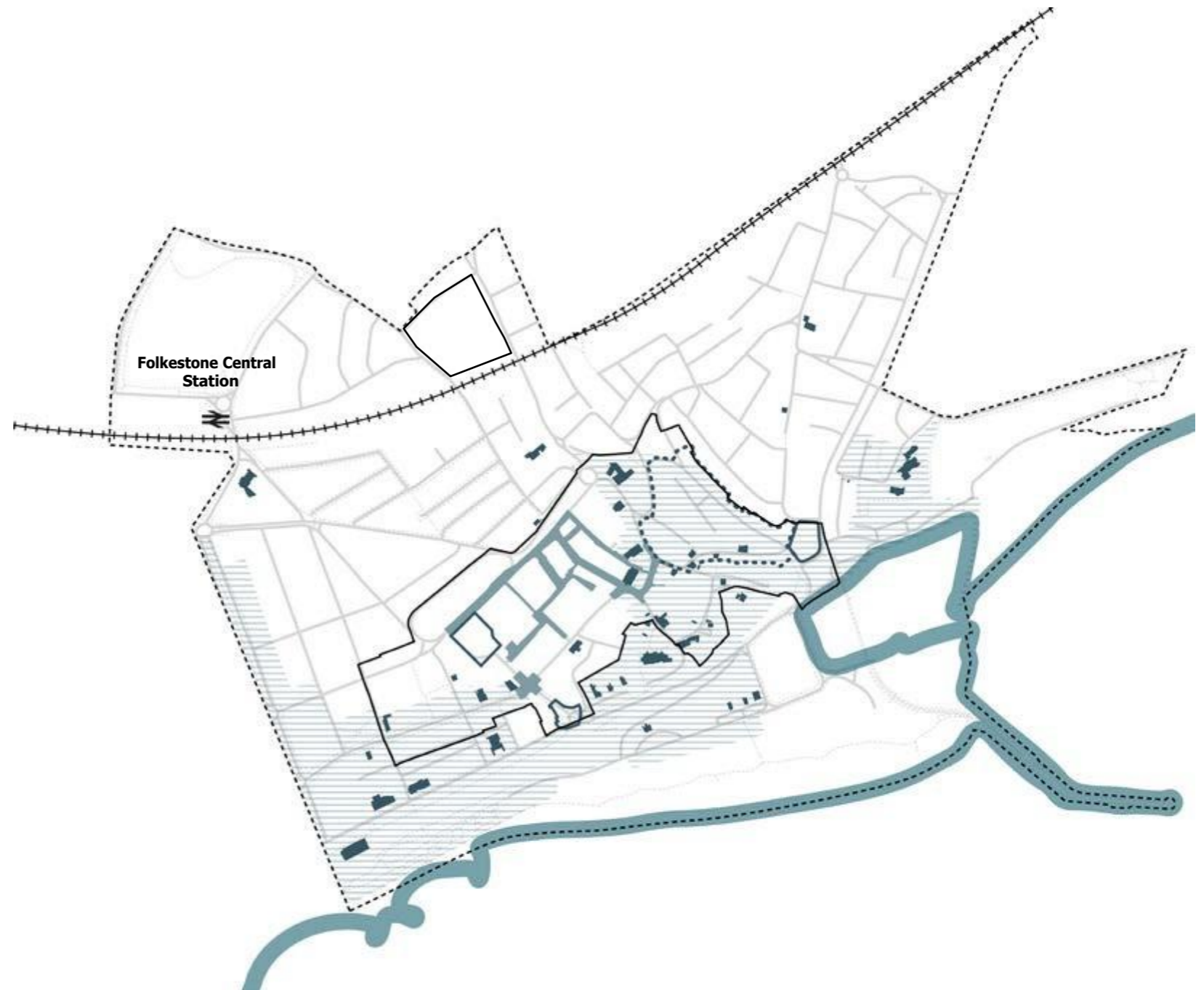
Missions for the Folkestone Place Plan

Mission 1 Celebrate what's great

Make the most of Folkestone's best assets - its coastline, its communities, its heritage and its creativity - to attract visitors and enhance the lives of residents.

KEY

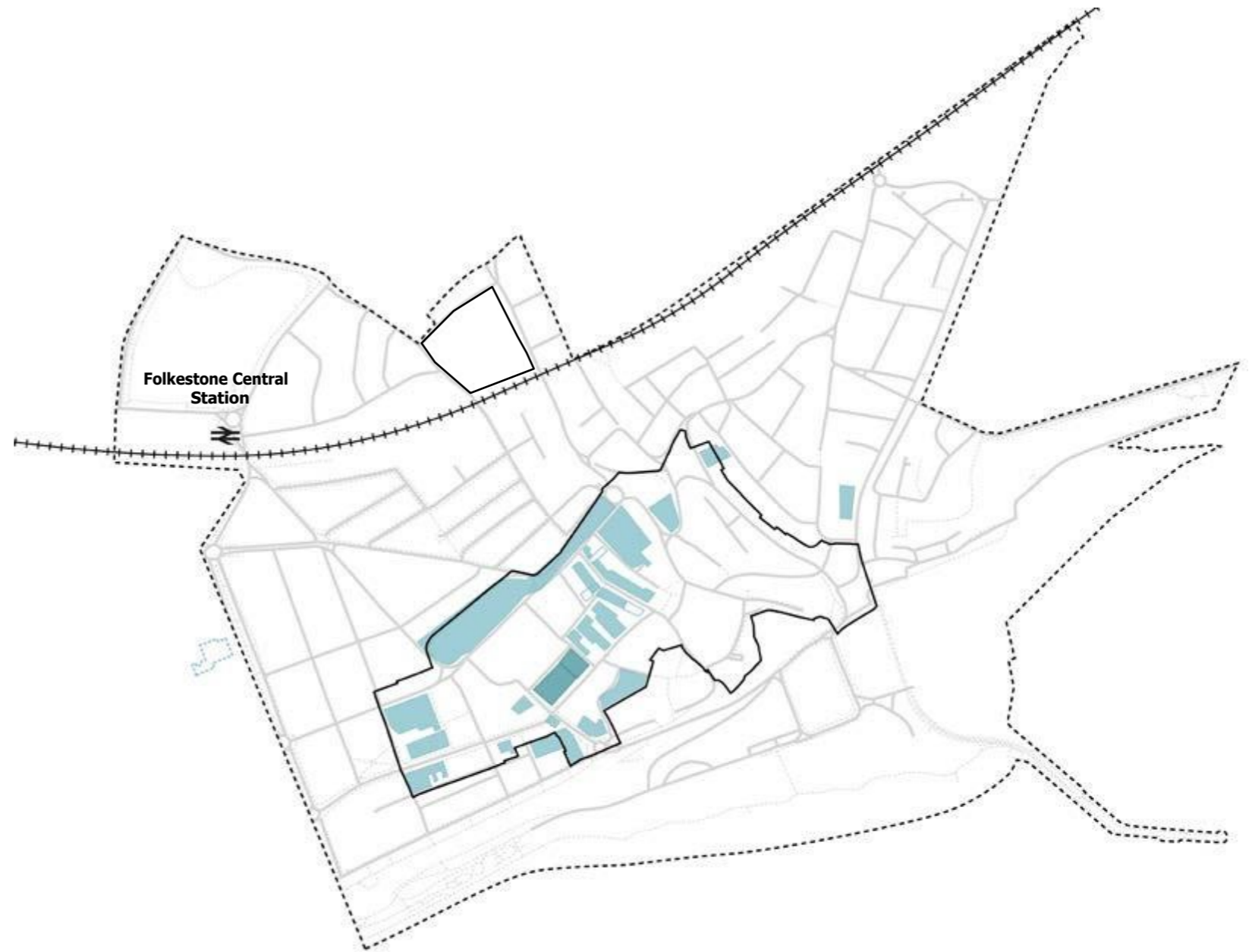
-  Conservation area
-  Listed Buildings
-  Key public spaces
-  Public realm improvements
-  Creative quarter
-  Coastline
-  Study area boundary
-  Town Centre boundary









Missions for the Folkestone Place Plan

Mission 2 Town Centre for the future

Reinvigorate the Town Centre core by identifying opportunities for a new range of uses, community services and employment opportunities.



KEY

-  Opportunity buildings
-  FOLCA (opportunity)
-  Vacant units
-  FHDC offices
-  Study area boundary
-  Town Centre boundary

Missions for the Folkestone Place Plan

Mission 3 A place for all voices

Work with the people of Folkestone to develop proposals that are meaningful to all, now and into the future.



KEY

● Community infrastructure

Participation in actions captured in other Missions:

■ Key public spaces

↔ Key connections

— Ring road re-work

⋯ Study area boundary

□ Town Centre boundary

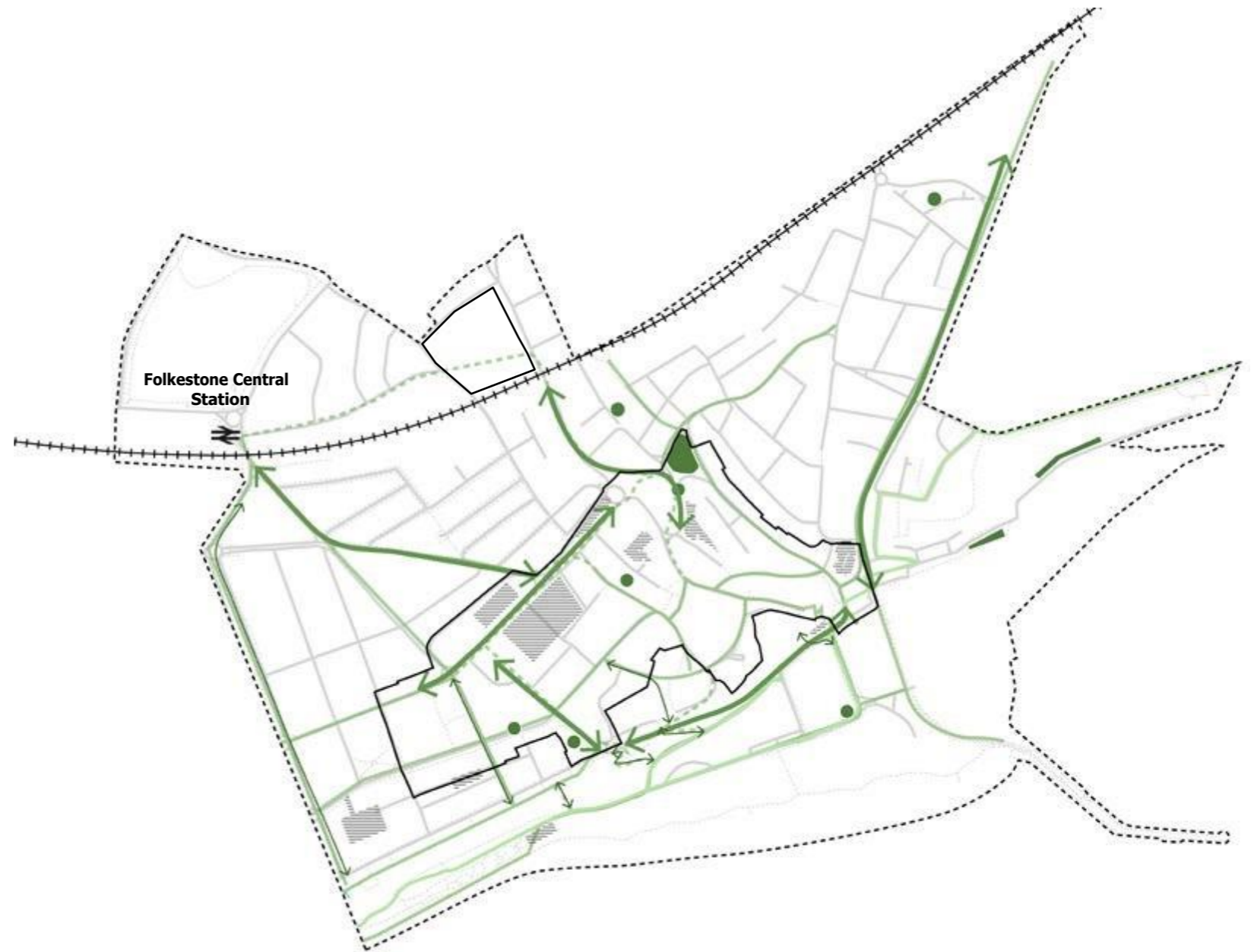
Missions for the Folkestone Place Plan

Mission 4 Moving sustainably

Create an environment that better connects the Town Centre and surroundings and supports active movement and enables healthy lifestyles and wellbeing.

KEY

- Sports and leisure facilities
- ↔ Primary connections improvements
- Green grid: existing connections
- Green grid: improved connections
- ↔ Connections to the coast
- ▨ National cycle route
- ▨ Car parks
- ▭ Study area boundary
- ▭ Town Centre boundary

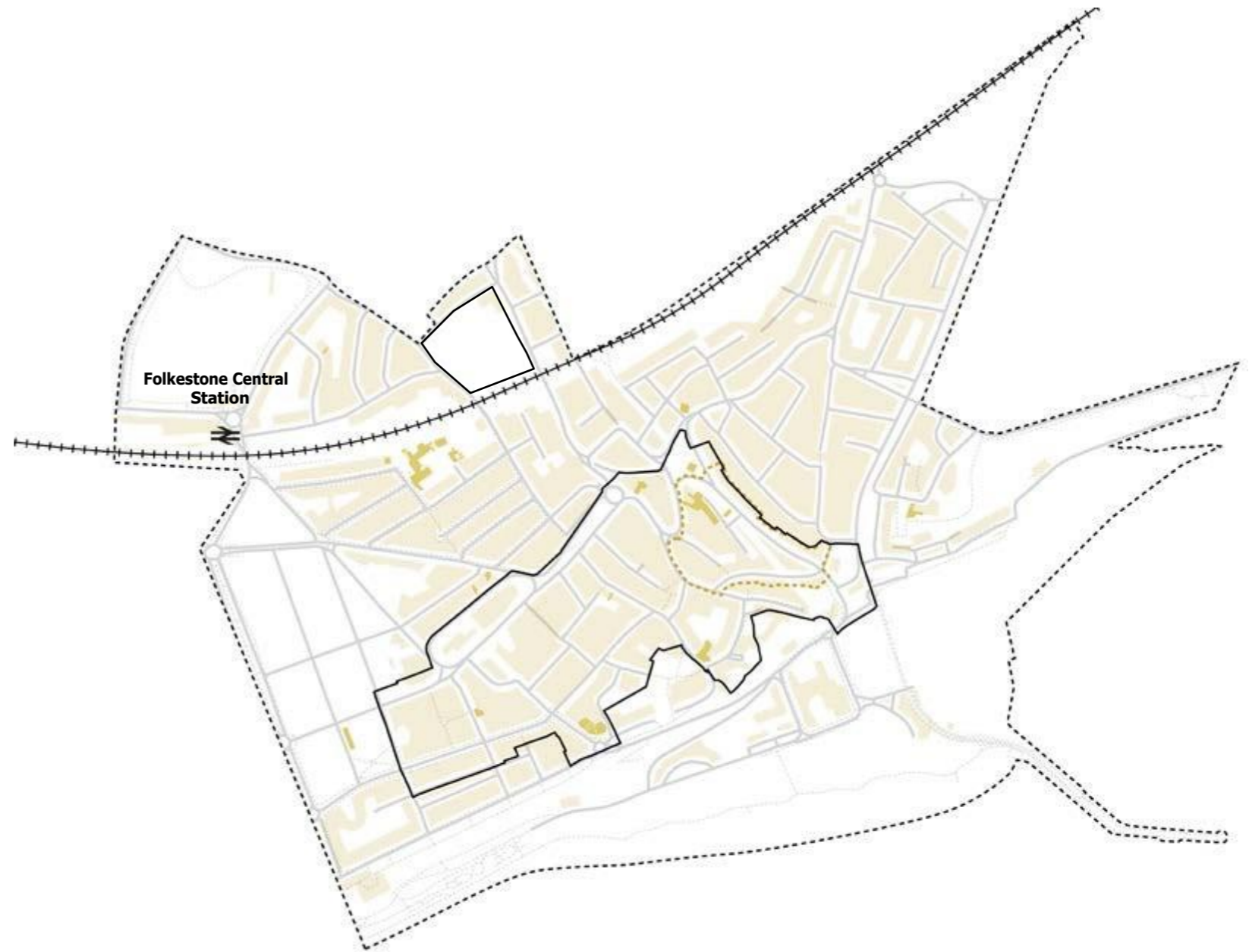


Missions for the Folkestone Place Plan






Mission 5

Access to opportunity

Embed opportunities for support, skills and training to allow all residents of Folkestone to benefit from change.



KEY

-  Creative quarter
-  Schools and other education facilities
-  IMD: 10% most deprived in the country
-  Study area boundary
-  Town Centre boundary

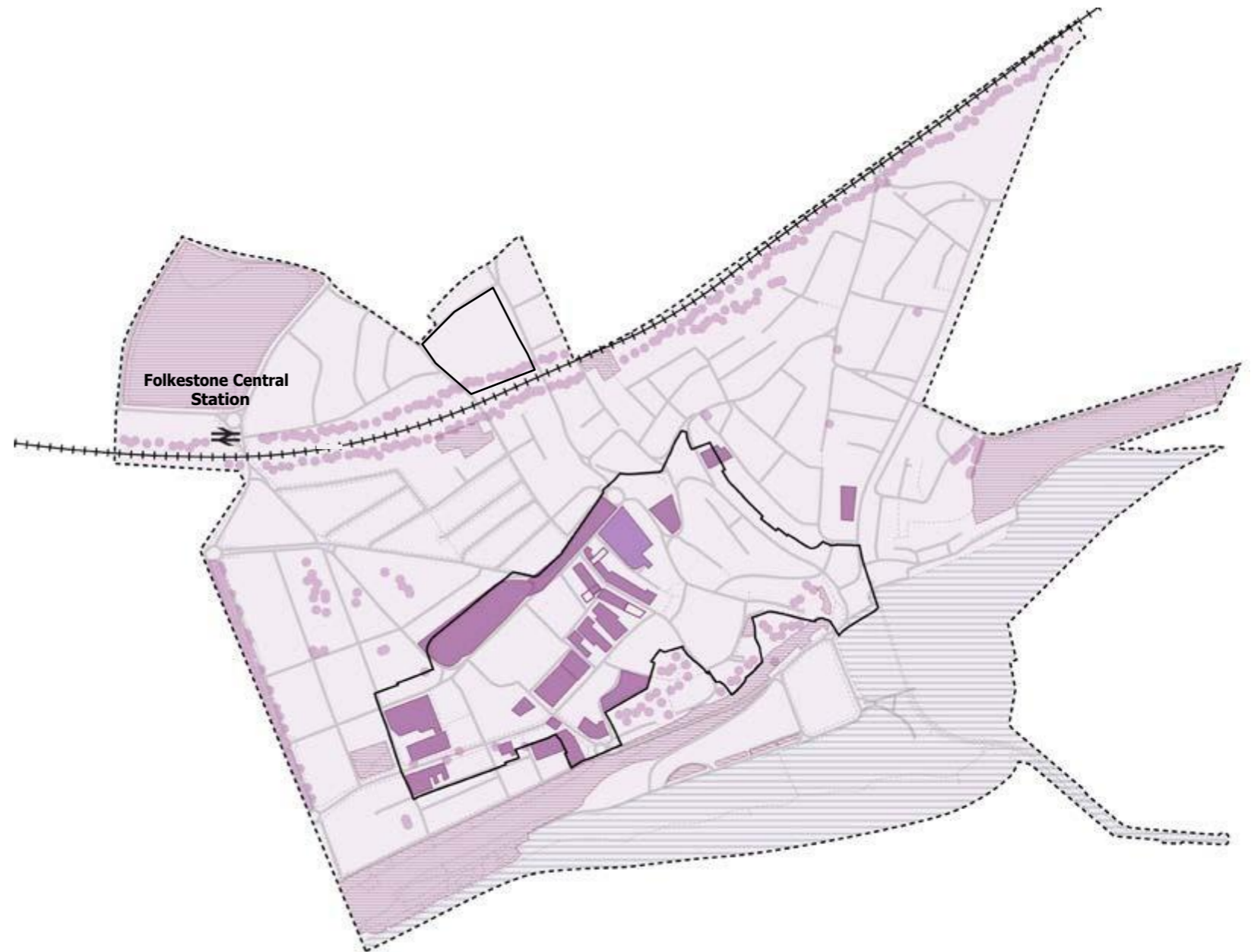
Missions for the Folkestone Place Plan

Mission 6 Deliver sustainable quality

Ensure that all outcomes - delivered by the council or other partners - meet Folkestone's full potential for exemplary quality and address the twin crises of climate breakdown and biodiversity loss.

KEY

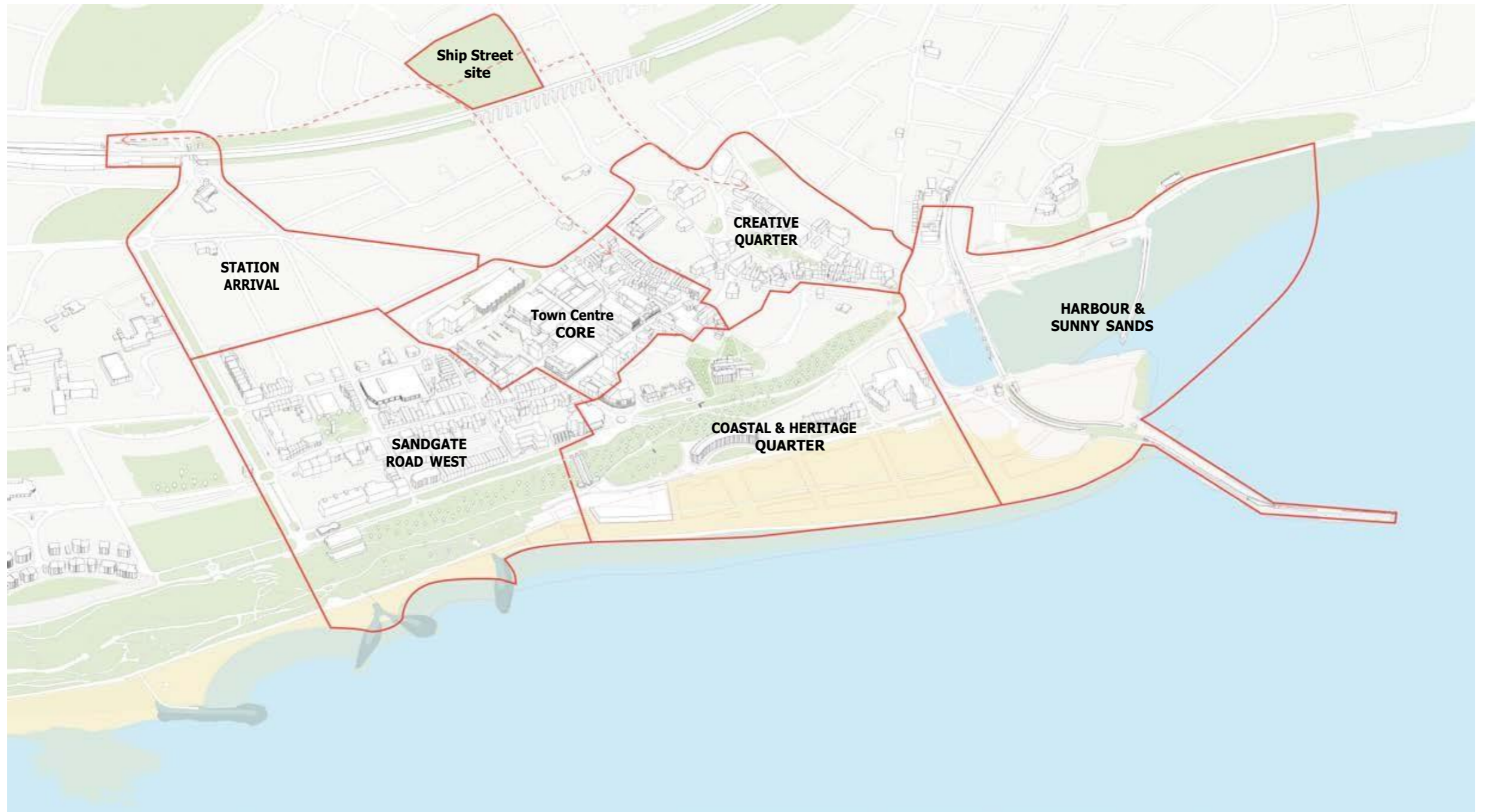
- Opportunity sites
- Vacant units
- Green space
- Coastline
- Trees
- Study area boundary
- Town Centre boundary



ACTIONS AGAINST MISSIONS

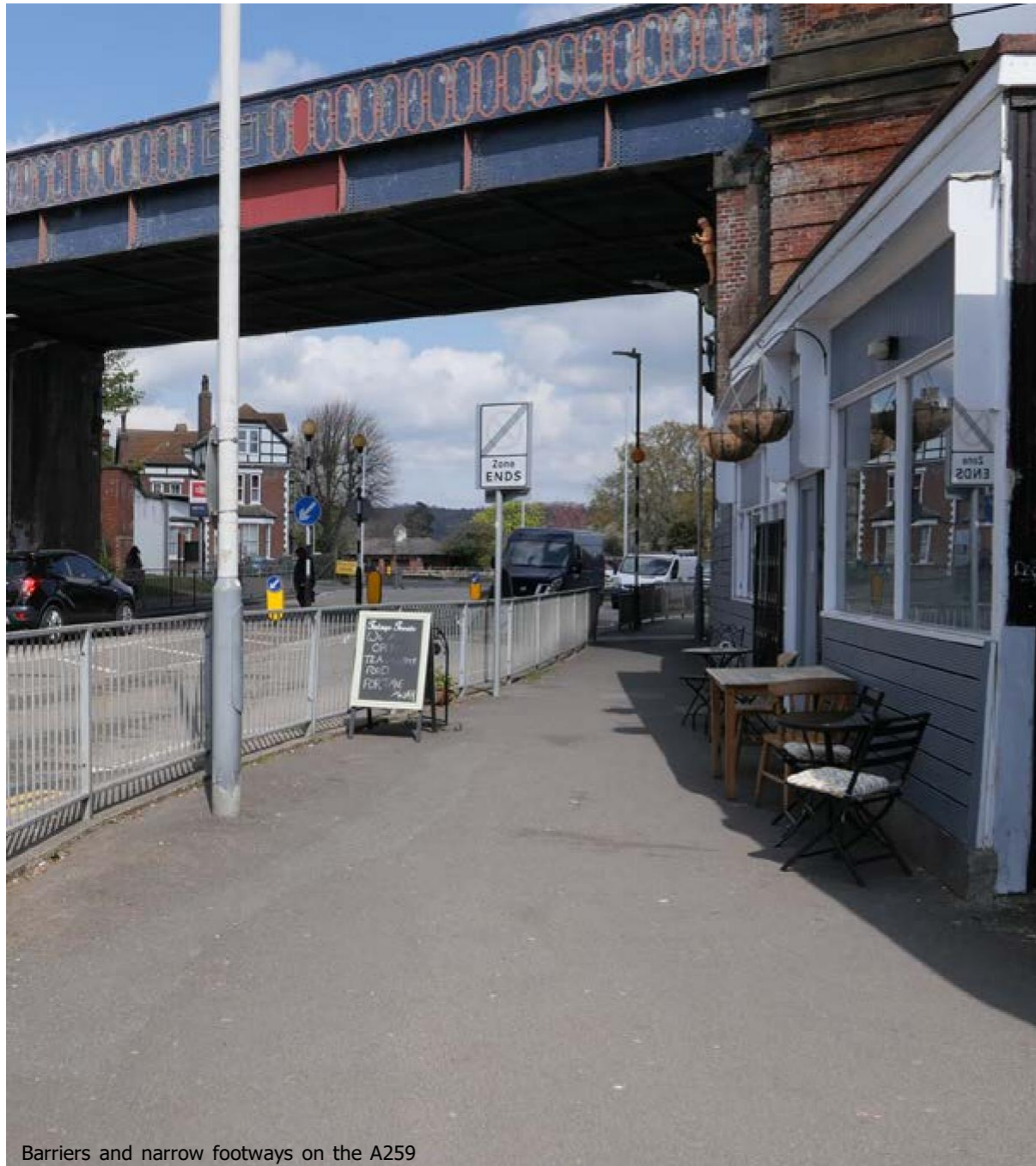
Action areas

Overall location



Action areas

Station arrival



Action areas

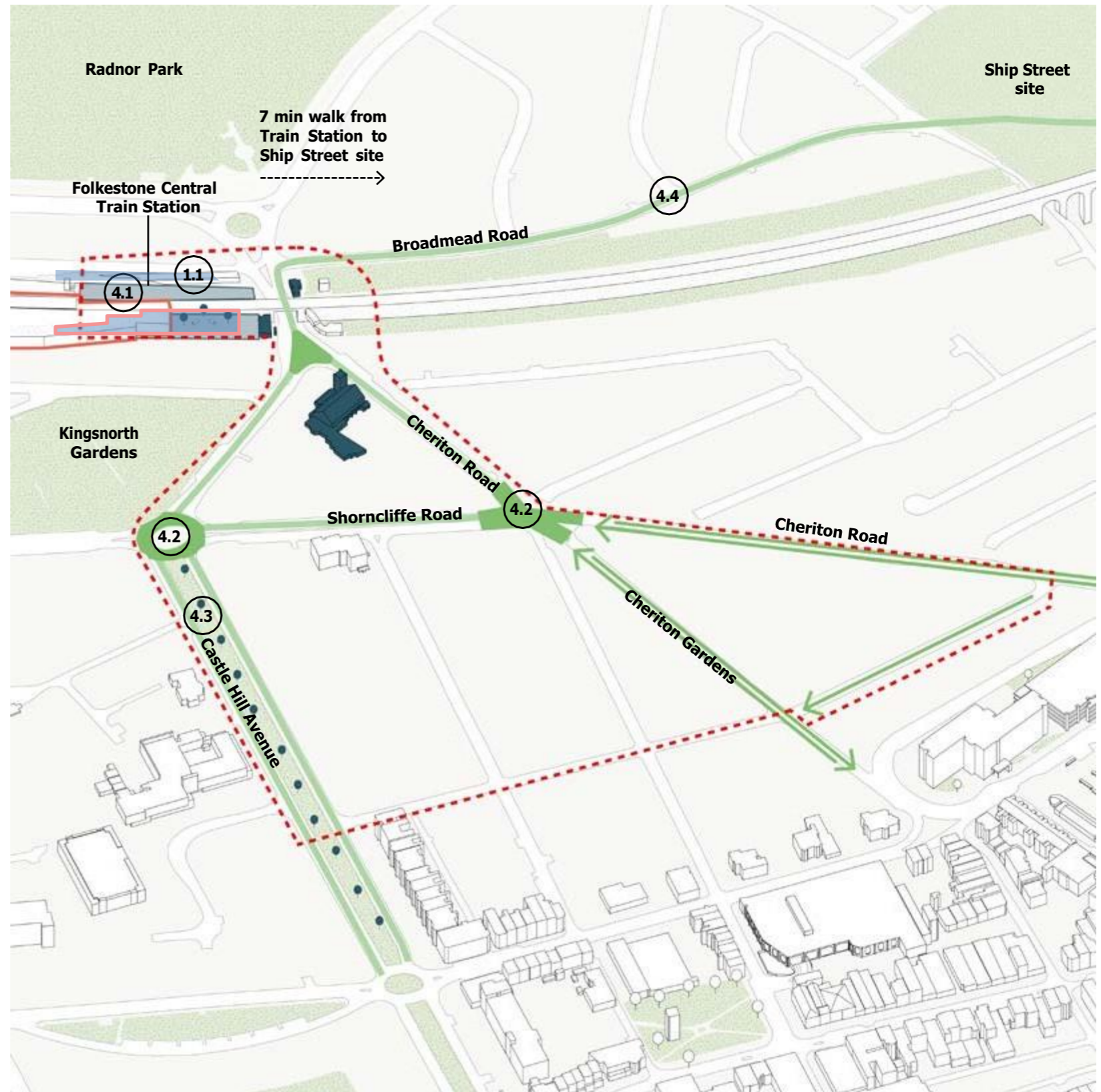
Station arrival

Mission 1: Celebrate what's great

- 1.1 Public realm upgrades and new public spaces: around train station with a potential for a small public square as a gateway into Folkestone.

Mission 4: Moving sustainably

- 4.1 Mobility hub alongside train station: bike hire and other supporting uses
- 4.2 Overhaul of the legacy highway system: Cheriton Gardens and Cheriton Road, redesign of junction to enable all directions of travel from this point, and make accessible for all
- 4.3 Wayfinding and enhancing the cycling and walking experience: Cheriton Road, Cheriton Gardens and Castle Hill Avenue
- 4.4 New and improved routes: Broadmead Road and through Ship Steet site (this could include provision for skateboarding)
- 4.5 Work with other organisations, such as Cycling UK and Cycle Shepway, to support and encourage sustainable and active travel.
- 4.6 Explore options for a bus link into the town centre which could form part of a Park and Ride scheme



Action areas

Station arrival

1.1 Public realm upgrades and new public spaces: around train station with a potential for a small public square as a gateway into Folkestone.

- Upgrade Folkestone Station Road with new paving and planting to create a welcoming forecourt to the station building
- Extend footways to create more space for pedestrians and activity
- Reconfiguration of Cheriton Road/Castle Hill Avenue junction
- Reconfiguration of Cheriton Road/Radnor Park Road roundabout
- New pedestrian crossings
- Improved lighting
- New trees

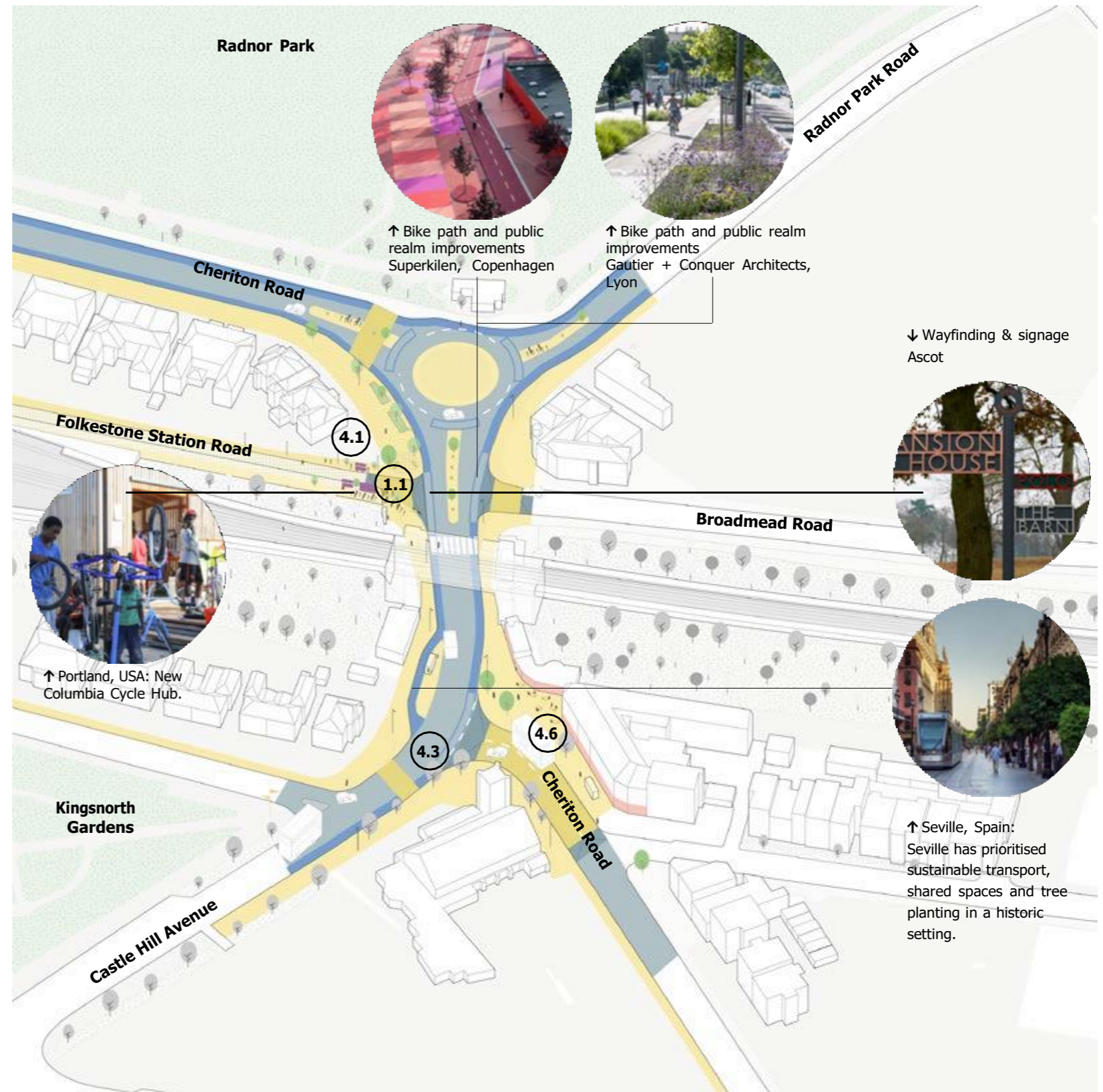
4.1 Mobility hub alongside train station: bike hire and other supporting uses

- Work with Network Rail to identify space as part of the station forecourt
- Electric bike hire
- Electric car charging points in the station car park

4.3 Wayfinding and enhancing the cycling and walking experience: Cheriton Road, Cheriton Gardens and Castle Hill Avenue

- Signage to support routes to the Town Centre
- Segregated cycle lanes along Cheriton Road and Radnor Park Road

4.6 Explore options for a bus link into the town centre which could form part of a Park and Ride Scheme



Action areas

Sandgate Road West



Action areas

Sandgate Road West

Mission 1: Celebrate what's great

- 1.2 Public realm upgrades and new public spaces: public realm improvements along Sandgate Rd West

Mission 2: Town Centre for the Future

- 2.1 Testing new uses within units along Sandgate Rd West
- 2.2 Other development opportunities bringing new uses and housing

Mission 3: A place for all voices

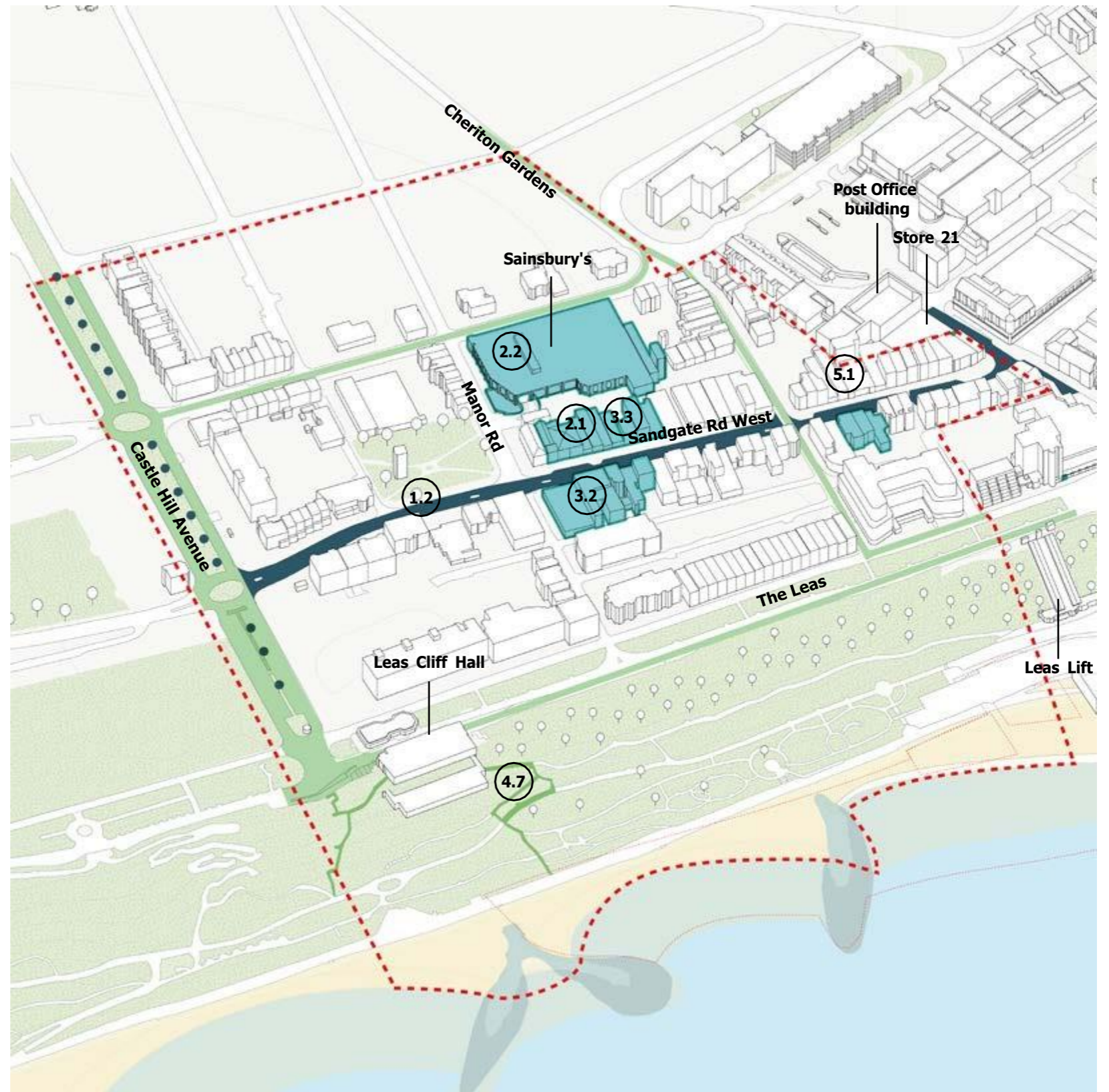
- 3.2 Community involvement in choosing/testing uses
- 3.3 Populate vacant retail units

Mission 4: Moving sustainably

- 4.7 Seamless connection through from the station to the coast: around Leas Cliff Hall
- 4.8 A better public transport route around the Town Centre
- 4.9 Improved cycle parking provision

Mission 5: Access to opportunity

- 5.1 Encourage local businesses to set up training programmes to develop business sectors, such as The Chambers
- 5.2 Enterprise facilitation and participation programmes with deprived communities



Action areas

Sandgate Road West

1.2 Public realm upgrades and new public spaces: Public realm improvements along Sandgate Rd West

- One-way eastbound traffic functioning on Sandgate Road West
- Extended footways with parking at footway level
- Rain garden SUDs
- Encourage refurbishment of building frontage both at ground floor and upper floors
- Improved lighting

2.1 Testing new uses within units along Sandgate Road West

- Encourage landlords and occupiers to test new uses in vacant units

2.2 Other development opportunities bringing new uses and housing

- Potential redevelopment of supermarket site if it becomes available, with residential above supermarket podium
- Town house developments
- New public through route with play space

3.2 Community involvement in choosing/testing uses

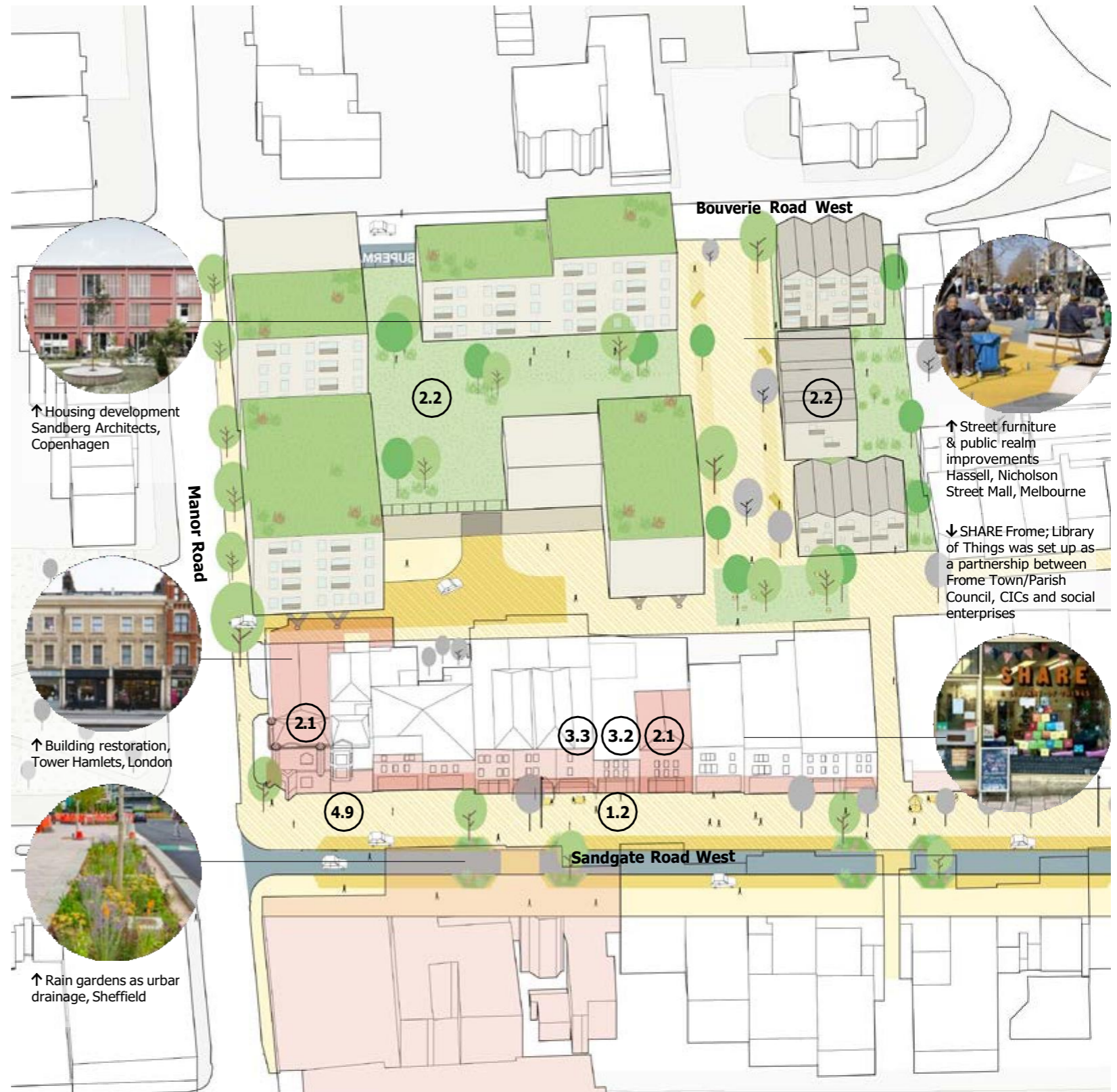
- Set up programmes to work with the community to establish and test new uses

3.3 Populate vacant retail units

- Develop and work with strategies for populating vacant units such as the No Use Empty scheme.

4.9 Improved cycle parking provision

- Cycle parking on the high street



Action areas

Town Centre Core



Action areas

Town Centre Core

Mission 1: Celebrate what's great

- 1.3 Public realm improvements along Shellons Street
- 1.4 Upgrades to Guildhall Street, supporting the food market
- 1.5 Public realm upgrades to Sandgate Road
- 1.6 Reinstating Bouverie Square
- 1.7 'Guildhall Square' as a new civic square
- 1.8 New Silver Screen, Museum and Town Council signage
- 1.9 External promotion of Folkestone as a place to work and do business

Mission 2: Town Centre for the Future

- 2.3 Folkestone Town Centre as a 'lab' to test new uses, experiment and try new ideas.
- 2.4 ReBorn Furniture Project building* used for workspace for start-ups and scale-ups
- 2.5 Relocate FHDC Customer Access Point into Town Centre
- 2.6 Create/combine/scale a single business network
- 2.7 Folca building* used for medical provision/residential/leisure/commercial

Mission 4: Moving sustainably

- 4.10 Improved gateway to the Town Centre: Guildhall/Shellons St junction and Middelburg Square, including a new bus station layout.
- 4.11 Parking review
- 4.12 'Mobility Hub' with cycle hire & storage (NCP carpark*)
- 4.13 Explore options to integrate cycling and skateboarding in the Town Centre (specially sanctioned skate areas)

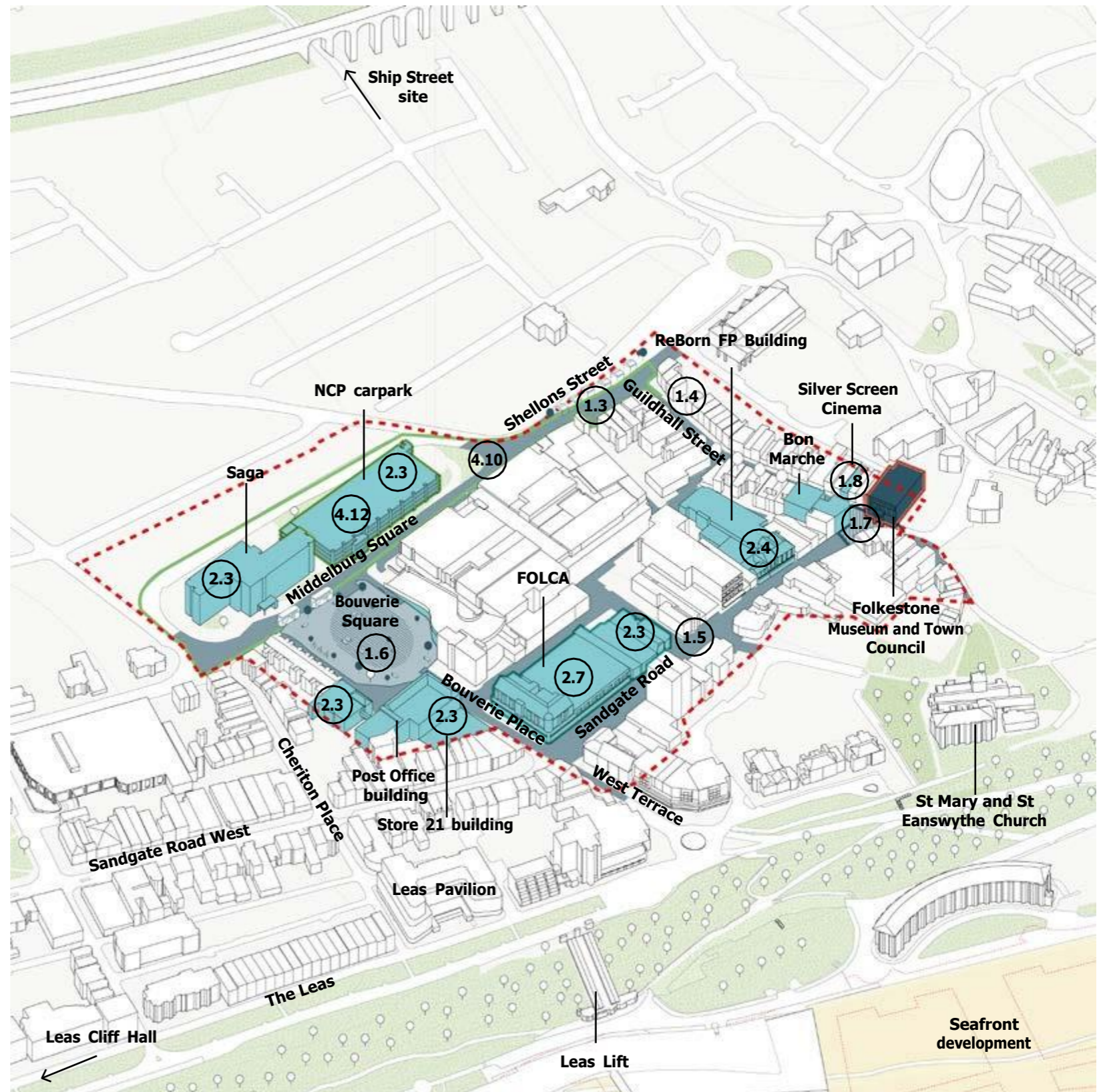
Mission 5: Access to opportunity

- 5.3 Skills hub: work with educational institutions & businesses
- 5.4 Create a Town Centre business launchpad programme
- 5.5 Explore opportunities for more diverse community ownership of assets

Mission 6: Deliver sustainable quality

- 6.1 Reviews of Town Centre housing policy and licensing to address poor quality housing
- 6.2 Market improvement programme
- 6.3 Place Plan developed to become adopted planning policy
- 6.4 Town Centre design review panel, including community representatives

* Development sites proposed for future studies



Action areas

Town Centre Core: Sandgate Road

1.4 Upgrades to Guildhall Street, supporting the food market

- Market infrastructure (market plots, electricity hook ups)
- Development of empty site
- Upgrade lighting and improved lighting at Shellons Street

1.5 Public realm upgrades to Sandgate Road

- Changing Places Public Toilet
- Rain gardens and tree planting
- Remove railings at western end

1.7 Guildhall Square' as a new civic square

- Public seating
- Relocate cycle parking into Guildhall Street

1.8 New Silver Screen, Museum and Town Council signage

2.3 Folkestone Town Centre as a 'lab' to test new uses, experiment and try new ideas.

- Queens House as new high quality workspace, smaller commercial units at ground floor with upgraded frontage and capacity to open up onto the pavement
- Reborn Furniture and Boots building as new flexible work space with retail at ground and separate unit facing onto Oxford Terrace

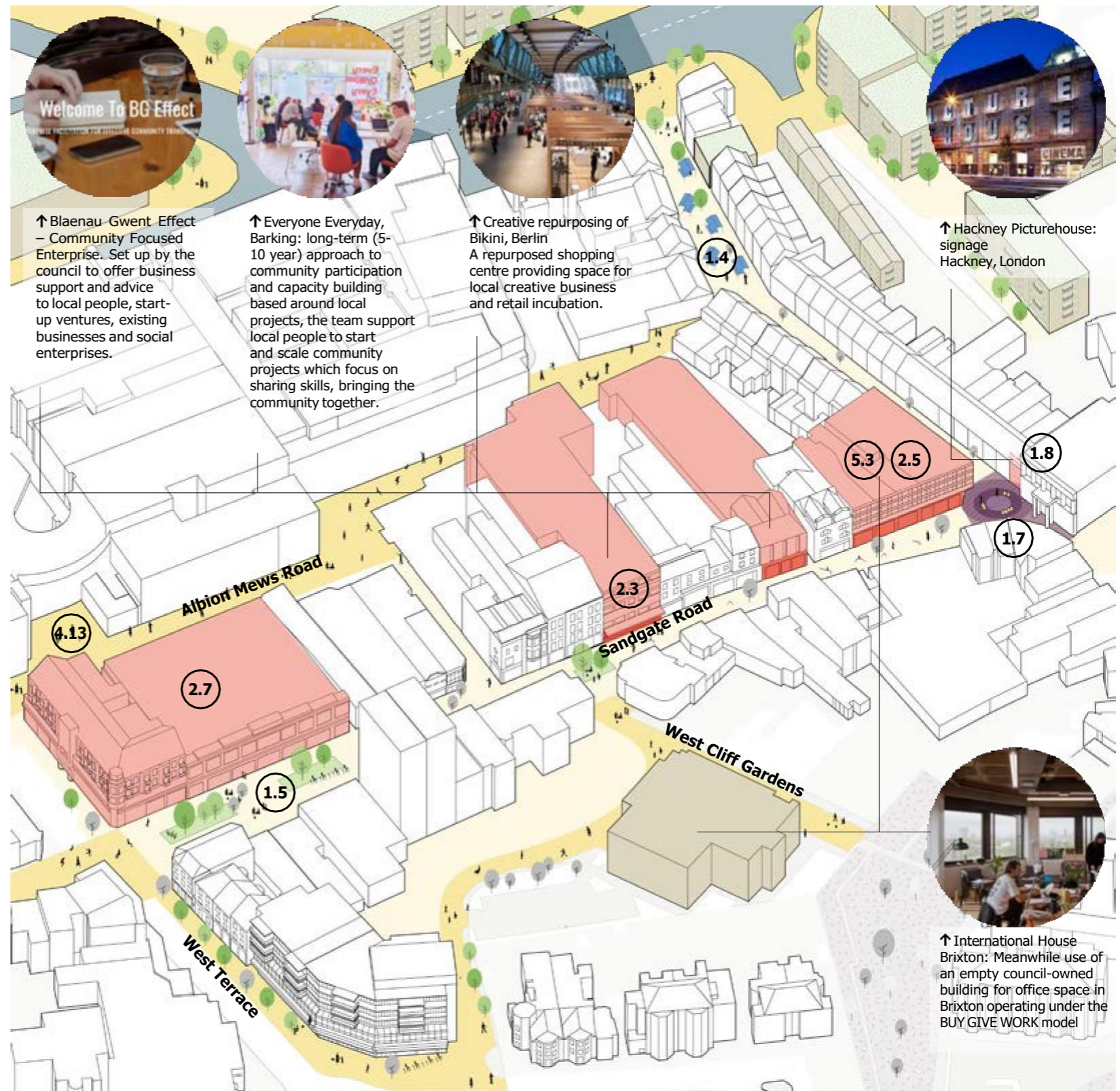
2.5 Relocate FHDC Customer Access Point into the TC

2.7 FOLCA building used for medical provision/residential/leisure/commercial

- Short term measures for adaptive reuse
- Bold signage
- Opening up and stripping back the interior to allow for new uses

4.13 Explore options to integrate cycling and skateboarding in the Town Centre (specially sanctioned skate areas)

5.3 Skills hub: work with educational institutions & businesses



↑ Blaenau Gwent Effect – Community Focused Enterprise. Set up by the council to offer business support and advice to local people, start-up ventures, existing businesses and social enterprises.

↑ Everyone Everyday, Barking: long-term (5-10 year) approach to community participation and capacity building based around local projects, the team support local people to start and scale community projects which focus on sharing skills, bringing the community together.

↑ Creative repurposing of Bikini, Berlin
A repurposed shopping centre providing space for local creative business and retail incubation.

↑ Hackney Picturehouse: signage Hackney, London

↑ International House Brixton: Meanwhile use of an empty council-owned building for office space in Brixton operating under the BUY GIVE WORK model

Action areas

Testing new uses: enabling assets within the Town Centre Core

Actions:

2.3 Folkestone Town Centre as a 'lab' to test new uses, experiment and try new ideas.

5.3 Skills hub: work with educational institutions & businesses

5.4 Create a Town Centre business launchpad programme

Folkestone has a number of prominent property assets in public sector ownership or where the council can exert influence.

Devaluation in Town Centre property values has created an opportunity to rethink the way property portfolios are managed.

In the short term, provoke and enable new uses.

In the longer term, residents and businesses can come to recognise greater 'ownership' of public assets.

Public and third sector groups, and partners could develop a socially orientated approach to the Town Centre property.

Managing assets against a suite of clearly defined social and commercial aims, objectives and deliverables.

The creation of a third party to do this to take some pressure and risk away the public sector.



International House, Brixton: Council-owned office block operated by a charity where some space is given away free to a local non-profit or youth start-up



Renew Newcastle, Australia: re-activates empty buildings and spaces by letting them on a short, flexible basis to local creative entrepreneurs who need space



The Old Library, Bodmin: a community hub, café and cultural arts centre. Redeveloped by a local Community Interest Company, given the lease by the council and received funding

Action areas

Testing new uses: enabling long-term participation through capacity building

Actions:

3.2 Community involvement in choosing/testing uses

5.2 Enterprise facilitation and participation programmes with deprived communities 5.5 Explore opportunities for more diverse community ownership of assets

Challenges of a divided and unequal community

The town has a lot of productive potential: high proportions of working age people and strong local creative sector

The response of communities to the pandemic has shown that people want to be an active part of their community

Strong longer-term community participation throughout the lifetime of the plan will be paramount

This approach can be incorporated through design, delivery and operation

There also needs to be a programme of capacity building

Participation should be focused on the achieving positive outcomes through skills development, community cohesion and the shared ownership of regeneration.



Every One Every Day, Barking and Dagenham: The project supports local people to start and scale their own 'hands on' community projects which share skills and bring people together.



Co Lab, Dudley: A project in a vacant shop that runs projects and tests new ideas to encourage community activism and build a greater sense of belonging to Dudley.



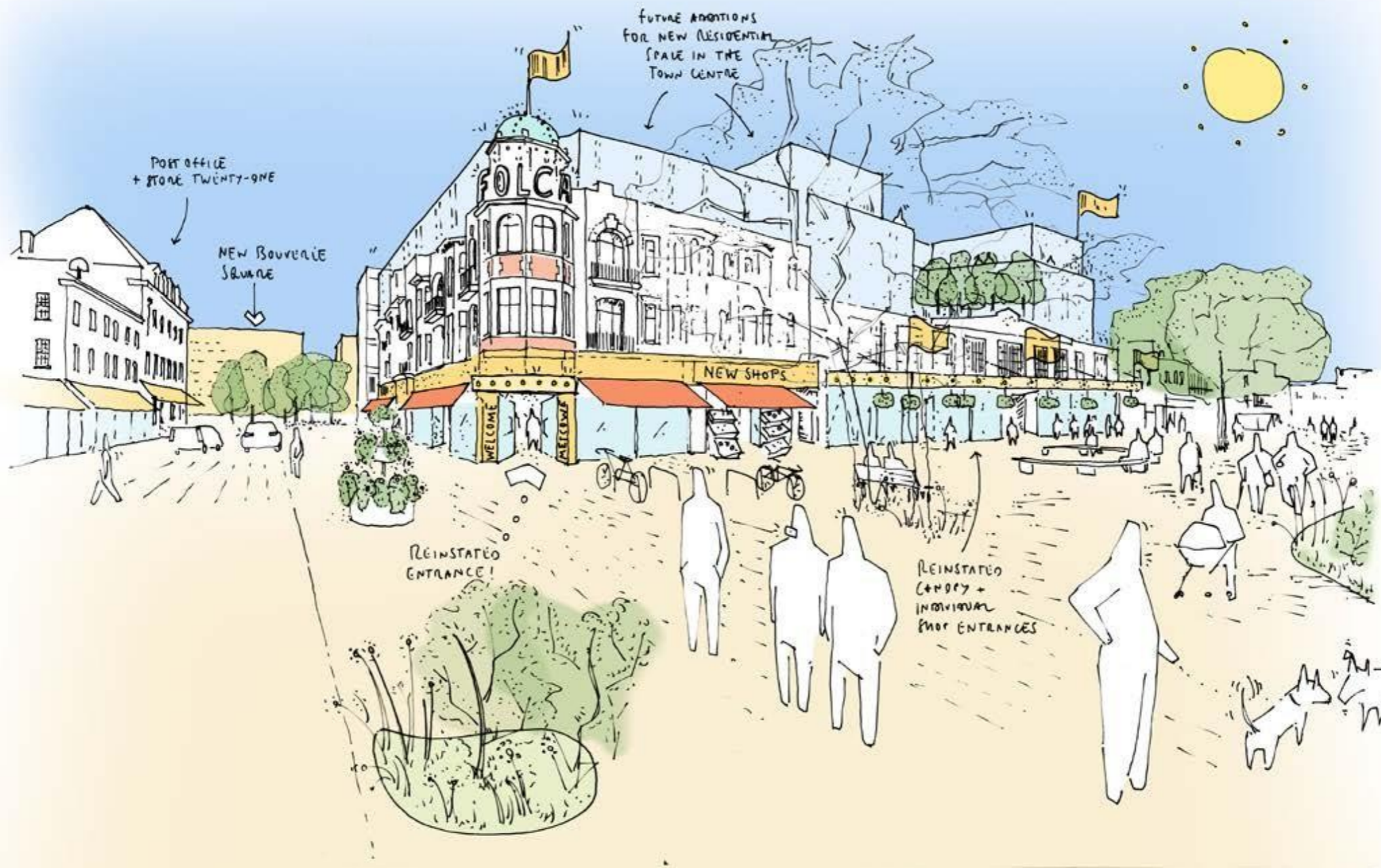
Re-Imagining the Civic Commons, Cities across the US: the programme encourages local communities to be more involved in designing, managing and operating public spaces.

Action areas

Town Centre Core: FOLCA

Meanwhile interventions can cement the civic role of FOLCA as a hub and activate the high street

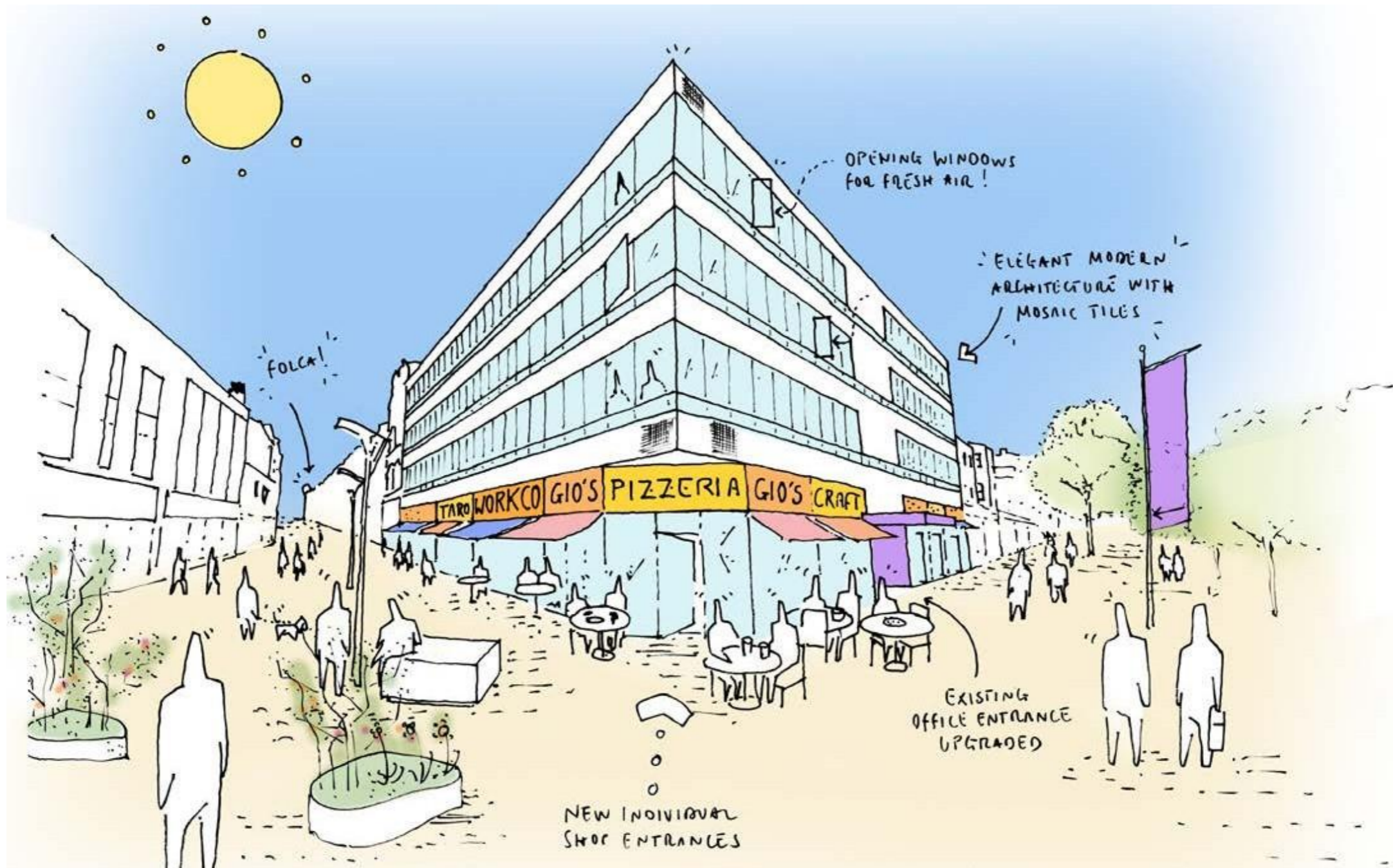
A longer-term strategy can target the retention of the existing buildings and new uses, while bringing new residential space to the town centre



Action areas

Town Centre Core: Queens House

Open up retail frontages for active ground floor use and refurbish upper levels to create high quality workspace in the pedestrianised town centre



Action areas

Town Centre Core: Bouverie Square and Middleburg Square

1.6 Reinstating Bouverie Square as a key arrival space and focal point to help build confidence for inward investment

- Relocate bus station along Middleburg Square
- Reconfigure carriageway through the square to improve setting
- Introduce rain gardens, SUDs, greenery and trees
- Re-purpose bus station building as café
- New 'pavilion' building opportunity to frame the eastern side of the square
- Improve pedestrian space along Bouverie Place
- Informal play space
- Explore new uses in the Post Office Building

4.10 Improved gateway to the Town Centre: Guildhall/Shellons St junction and Middleburg Square, including a new bus station layout

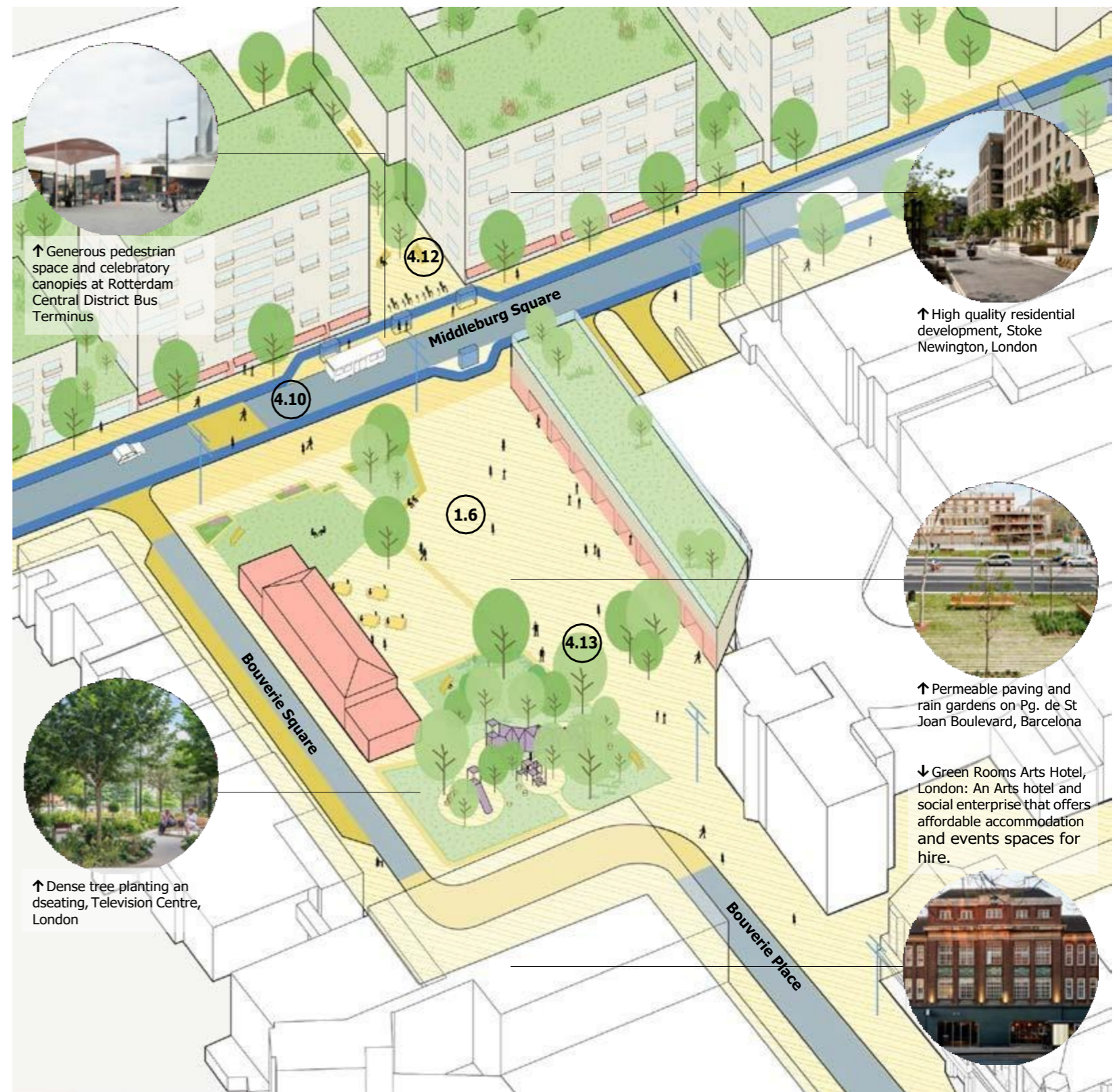
- Reintroduce two-way traffic on Middleburg Square and Shellons Street
- Refurbishment or redevelopment of the Saga building site and NCP car-park
- Relocate bus station along Middleburg Square
- Segregated cycle paths along Middleburg Square
- New pedestrian crossings across Middleburg
- New trees along Middleburg Square

4.12 'Mobility Hub' with cycle hire & storage - either in the NCP carpark or as part of a new development of the site

- Shared cars and (cargo) bikes, information kiosk, a smart locker, a charging point for electric vehicles,

4.13 skateboarding in the Town Centre (specially sanctioned skate areas)

- Include skate-able landscaping

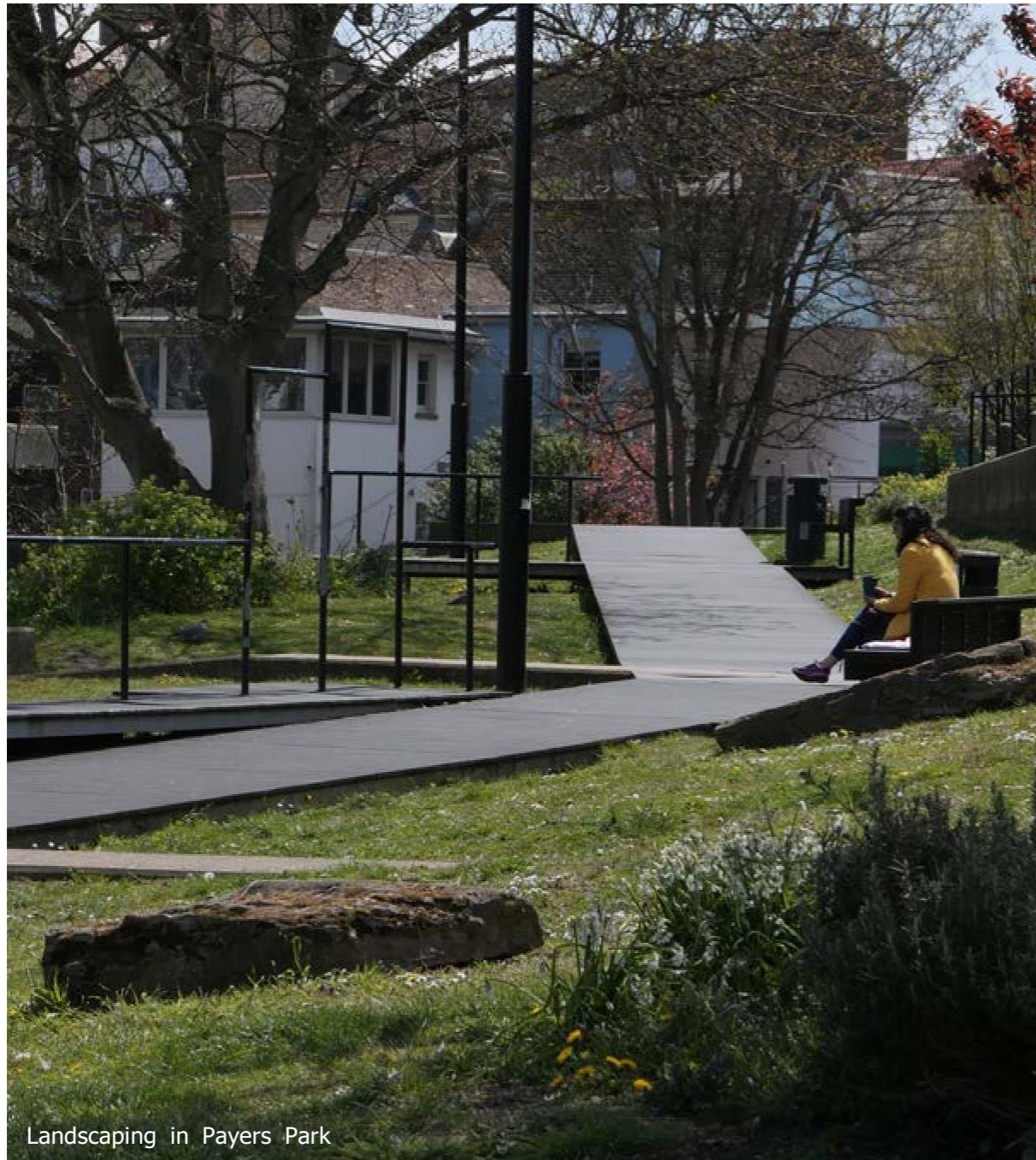


Action areas
Town Centre Core:
Bouverie Square



Action areas

Creative Quarter area



Action areas

Creative Quarter area

Mission 1: Celebrate what's great

- 1.10 Public realm upgrades: The Cube, F51, and Payer's Park
- 1.11 Build on and expand social initiatives
- 1.12 Public art programmes in the Creative Quarter

Mission 2: Town Centre for the Future

- 2.8 Explore potential for comprehensive development: Lidl site*
- 2.9 Licensing policy review along with a set of principles for the evening economy to direct what it looks like and what it needs to achieve: programme of evening events to test new uses & operating hours
- 2.10 Hub of potential uses around Payer's Park

Mission 3: A place for all voices

- 3.4 Support Shepway Youth Hub with larger spaces

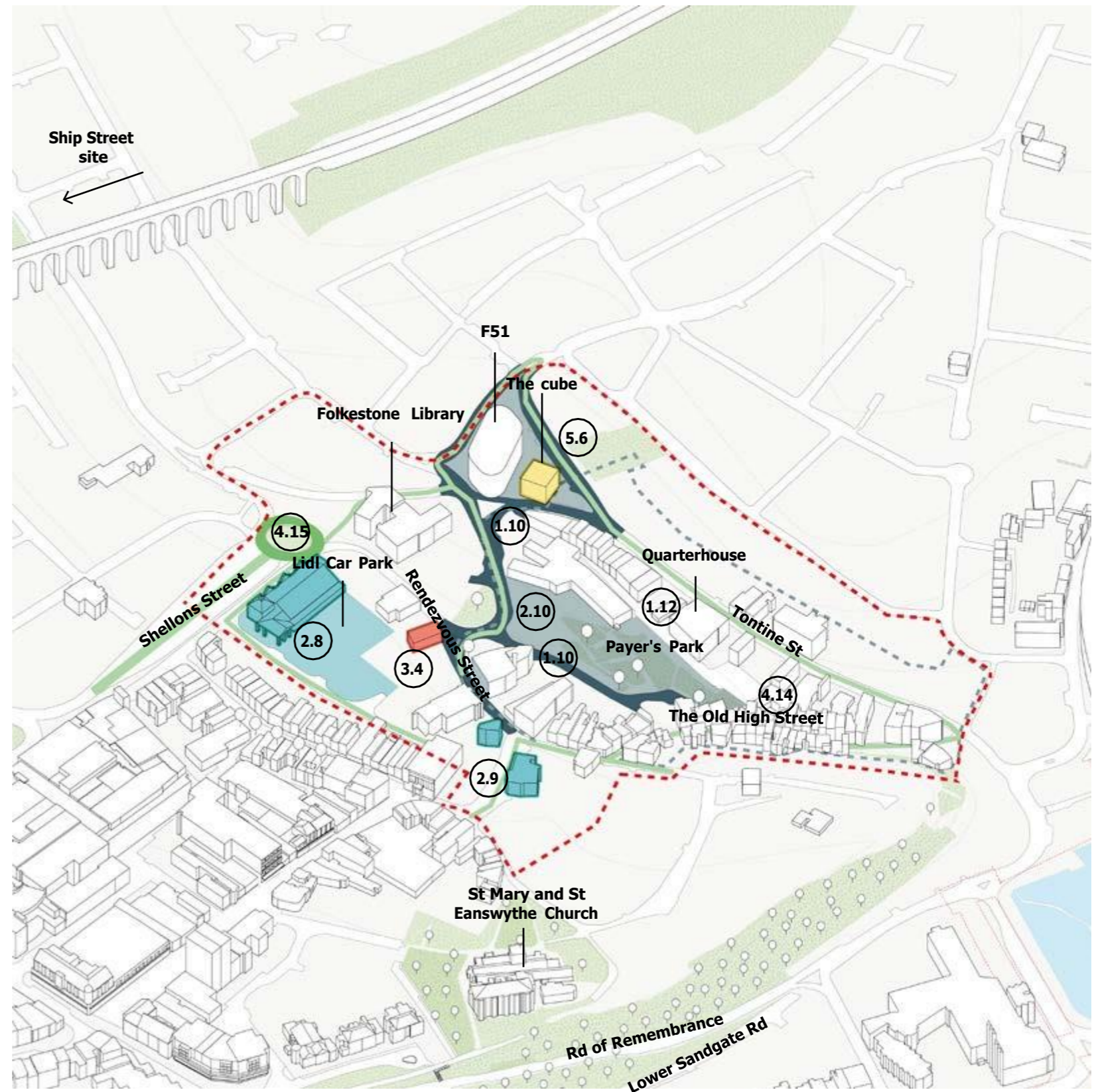
Mission 4: Moving sustainably

- 4.14 Localised improvement of lanes and paths in historic core
- 4.15 Redesign of road layout to improve all modes of travel and movement
- 4.16 Embracing of future transport technologies: 'on demand' public transport for off-peak times to support evening and night time uses.
- 4.17 Promote 'leisure loop' and other active routes as circuits around wider area.

Mission 5: Access to opportunity

- 5.6 Expand on the offer of The Cube adult education centre
- 5.7 Continuation of the Folkestone Community Works programme

* Development sites proposed for future studies



Action areas

Creative Quarter area

1.10 Public realm upgrades: The Cube, F51, and Payers' Park

- Close section of Dover Road and create new public space
- Improve footways and extend footways where possible, particularly across vehicle entrances
- Reclaim underutilised parking space in Payers Park as new green space
- Improve paving on Payers Park (road) for pedestrians
- Improve lighting

2.9 Hub of potential uses around Payer's Park

- Reconfigure The Glassworks to better address the park
- Encourage businesses on Tontine Street and The Old High Street/Rendezvous Street to open up onto Payers Park

3.4 Support Shepway Youth Hub with larger spaces

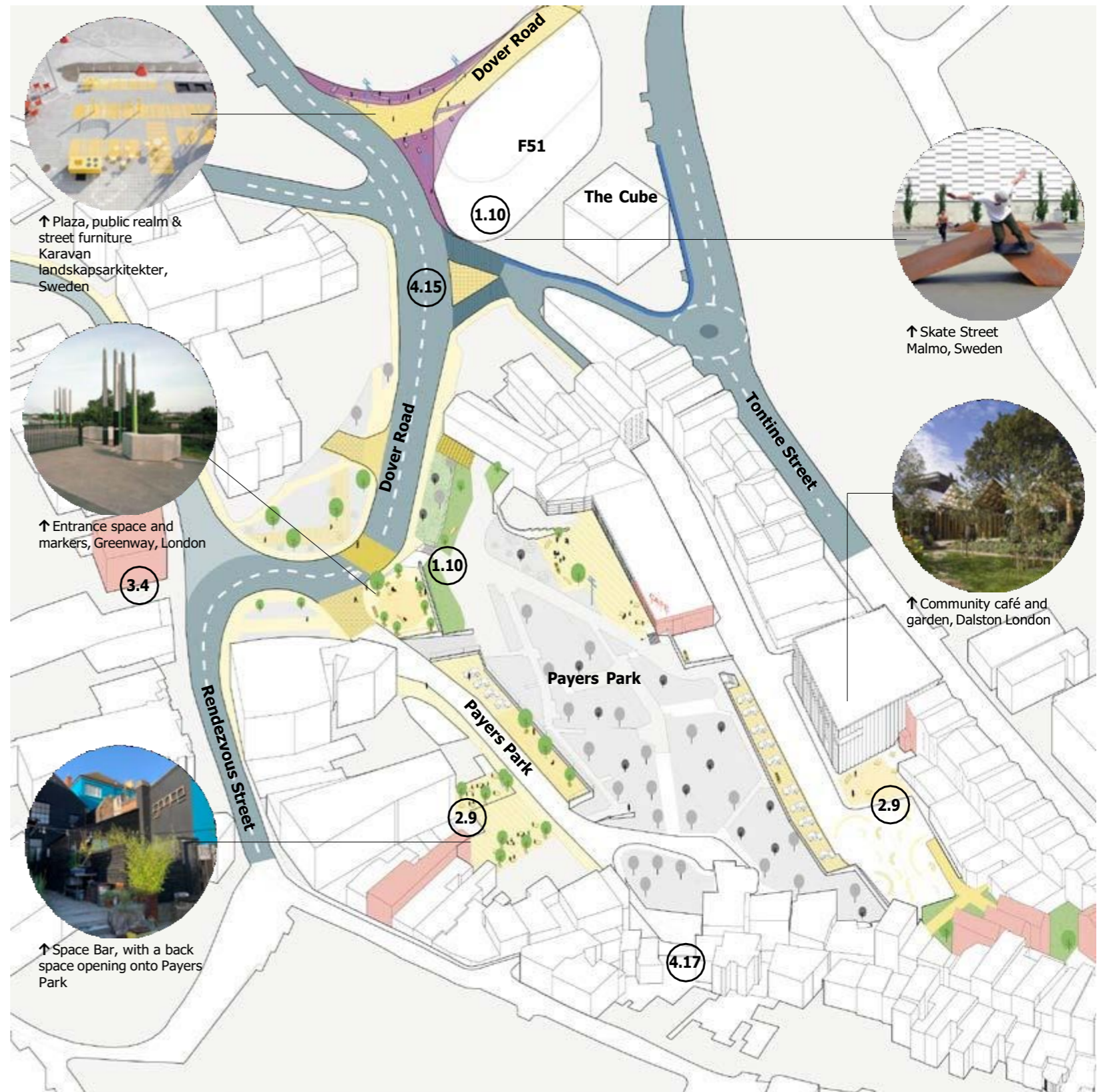
- Allocate space in any redevelopment of the Lidl site

4.15 Redesign of road layout to improve all modes of travel and movement

- Two-way direction on Dover Road
- Closure of section of Dover Road in front of F51
- Allow all traffic to travel south into Tontine Street
- Introduce a pedestrian crossing on Dover Road

4.17 Promote 'leisure loop' and other active routes as circuits around wider area.

- Wayfinding finger posts or ground plaques to mark out routes

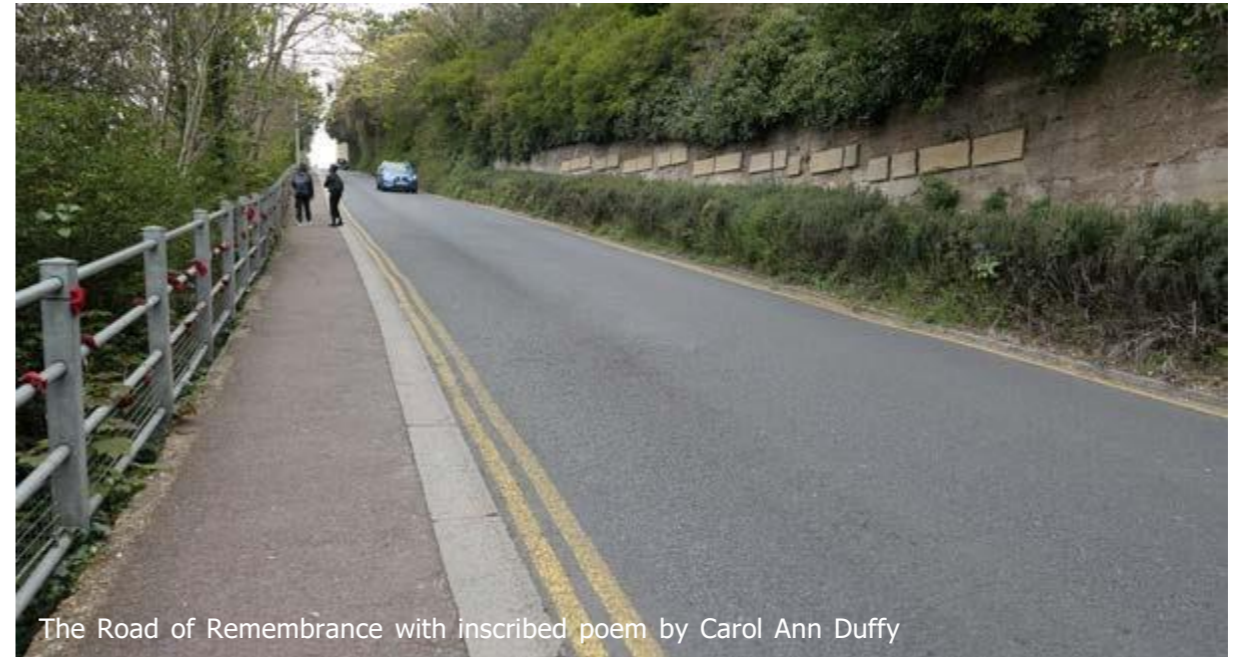


Action areas

Coastal area and Heritage Quarter



Looking towards St. Mary and St. Eanswyths from The Bayle



The Road of Remembrance with inscribed poem by Carol Ann Duffy



Remembrance Statue on West Parade

Action areas

Coastal area and Heritage Quarter

Mission 1: Celebrate what's great

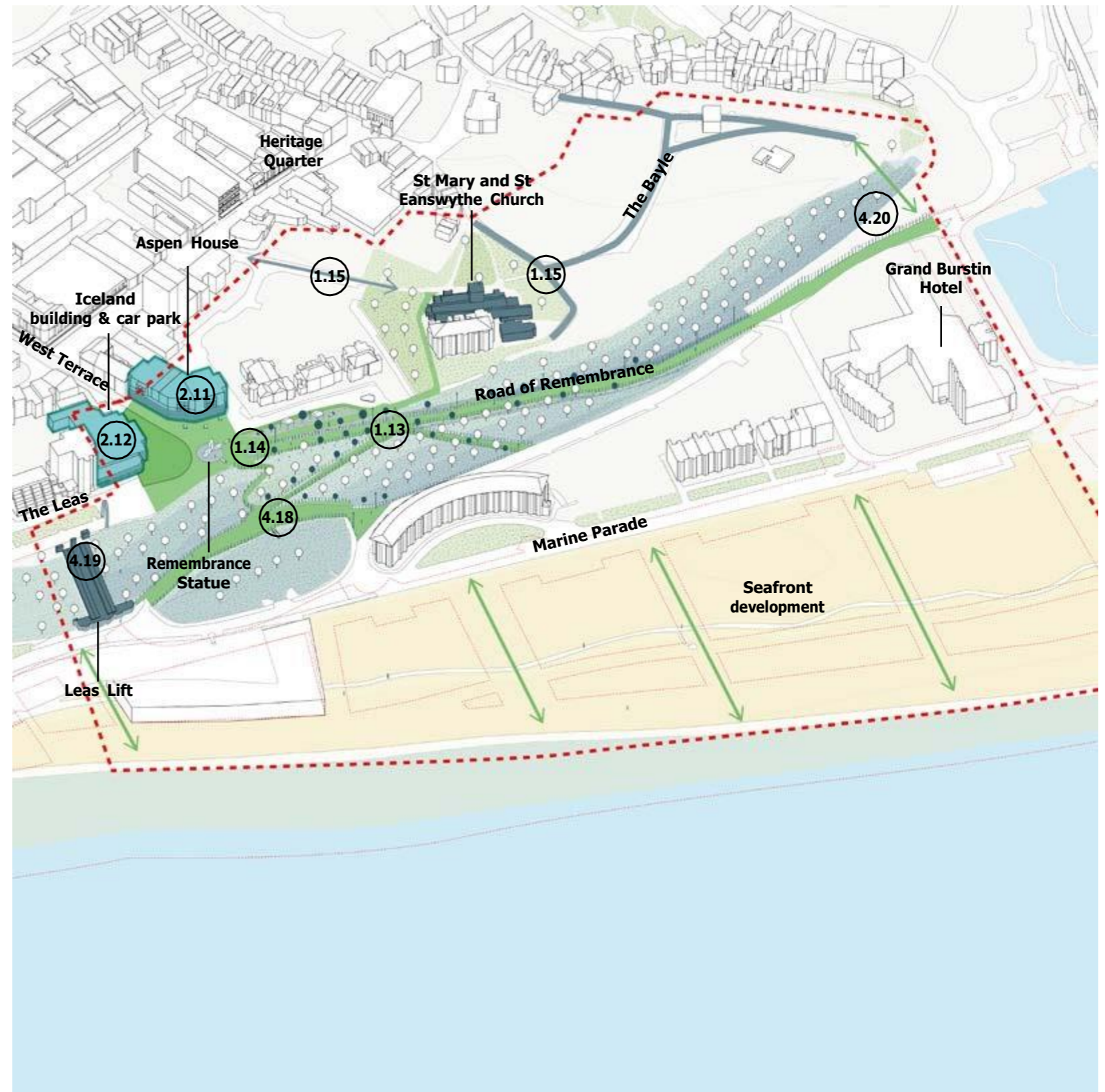
- 1.13 Public realm upgrades to Road of Remembrance
- 1.14 Improvements to area around the War Memorial Statue
- 1.15 Improved connections and better visibility of St. Eanswythe Church

Mission 2: Town Centre for the Future

- 2.11 Aspen House* facade improvements
- 2.12 Iceland building and car park*: explore development options.

Mission 4: Moving sustainably

- 4.18 Seamless connection through from the station to the coast and between the coast and Heritage Quarter
- 4.19 Reinststate Leas Lift
- 4.20 Provide other vertical transport system alongside Leas Lift.



* Development sites proposed for future studies

Action areas

Coastal area and Heritage Quarter

1.13 Public realm upgrades to Road of Remembrance

- Pedestrianise Road of Remembrance
- Resurface the street to create a space to promenade
- New seating to create places to pause
- Lighting to trees and artworks

1.14 Improvements to area around the War Memorial Statue

- Consider relocation of the statue to create a dedicated pedestrianised space
- Redesign the junction to create a generous public space that celebrates that statue and surrounding vistas

1.15 Improved connections and better visibility of St. Eanswythe Church

- Redesign West Cliff Gardens to highlight the link to the church

2.10 Aspen House facade improvements

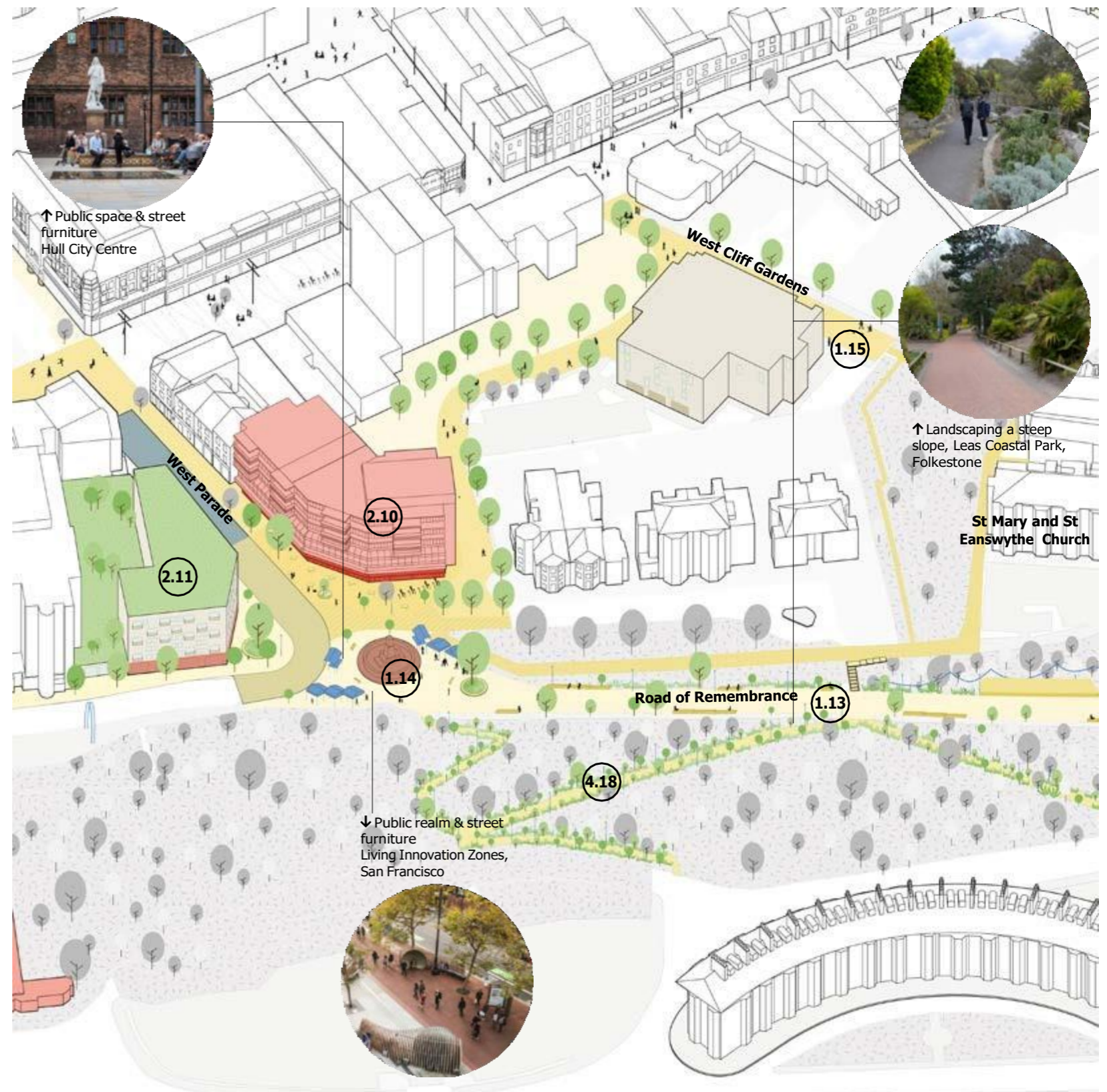
- Celebrate the architecture to create a suitable frontage onto the new plaza space

2.11 Iceland building & car park: explore development options.

- Redevelopment to create a more suitable frontage to this important corner

4.18 Seamless connection through from the station to the coast and between the coast and Heritage Quarter

- Improved entrance to the path to St. Eanswythe Church
- Signage and wayfinding
- Improve pathways that link to Marine Parade with new paving, railings, lighting and landscaping



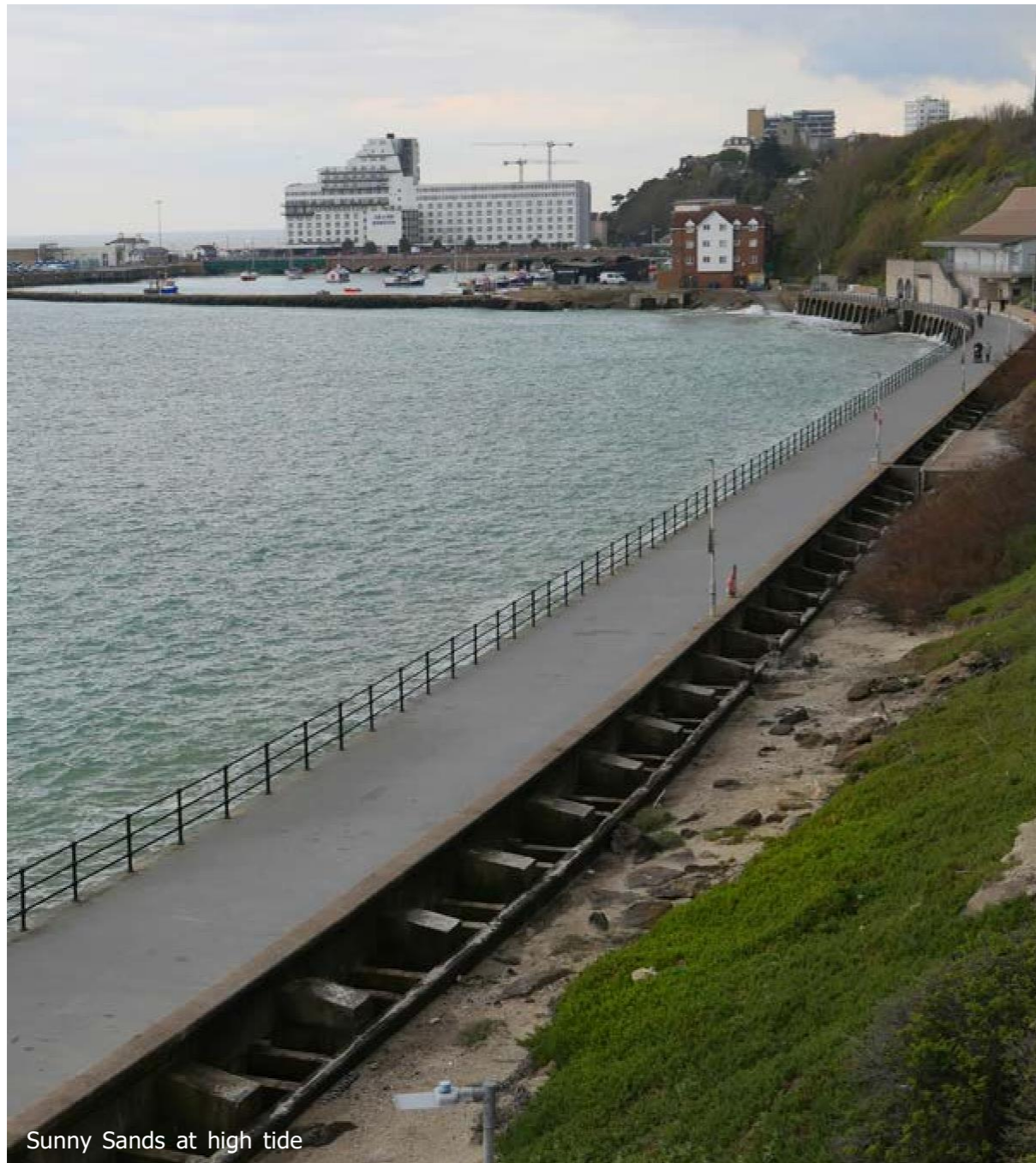
Action areas

Coastal area and Heritage Quarter



Action areas

Harbour and Sunny Sands



Action areas

Harbour and Sunny Sands

Mission 1: Celebrate what's great

- 1.16 Public realm upgrades to Harbour Street and exploring options for Harbour Way car park to become a key public space incorporating the Urban Room
- 1.17 Heritage renewal and strategy: Sunny Sands Pavilion
- 1.18 Seek UNESCO heritage funding for Kent Downs/The Warren

Mission 2: Town Centre for the Future

- 2.13 Connecting the station to the harbour area through the Town Centre

Mission 3: A place for all voices

- 3.5 Expand public toilet & shower offer at Sunny Sands to ensure beach is accessible to all.

Mission 4: Moving sustainably

- 4.21 Harbour Line/Tram Road improvements
- 4.22 Wellbeing and sports activities supported along the coast (Sunny Sands): water sports, kayaking etc.
- 4.23 Tidal pool

Mission 5: Access to opportunity

- 5.8 Potential for 'summer jobs' for young people alongside recreational offer, as well as training opportunities



Action areas

Harbour and Sunny Sands: Tram Road

1.16 Public realm upgrades to Harbour Street and exploring options for Harbour Way car park to become a key public space incorporating the Urban Room

- Explore opportunities to relocate parking provision e.g. to Stoneleigh House site
- Explore development options for part of the site
- Create a unified public space that straddles Harbour Street and Tram Road

4.21 Tram Road improvements

- Shared pedestrian and cycle route along the former railway
- Seating, planting and moments for pause and play
- Adjustments to road layout to accommodate buses into East Folkestone
- Design planting and landscaping for biodiversity, sustainable drainage and carbon sequestration



Action areas
Harbour and Sunny
Sands: Tram Road



Action areas

Harbour and Sunny Sands: Sunny Sands

3.5 Expand public toilet & shower offer at Sunny Sands to ensure beach is accessible to all.

- Explore options to improve toilet and shower facilities at Sunny Sands
- Expand the public toilet offer on The Stade to include a Changing Places toilet

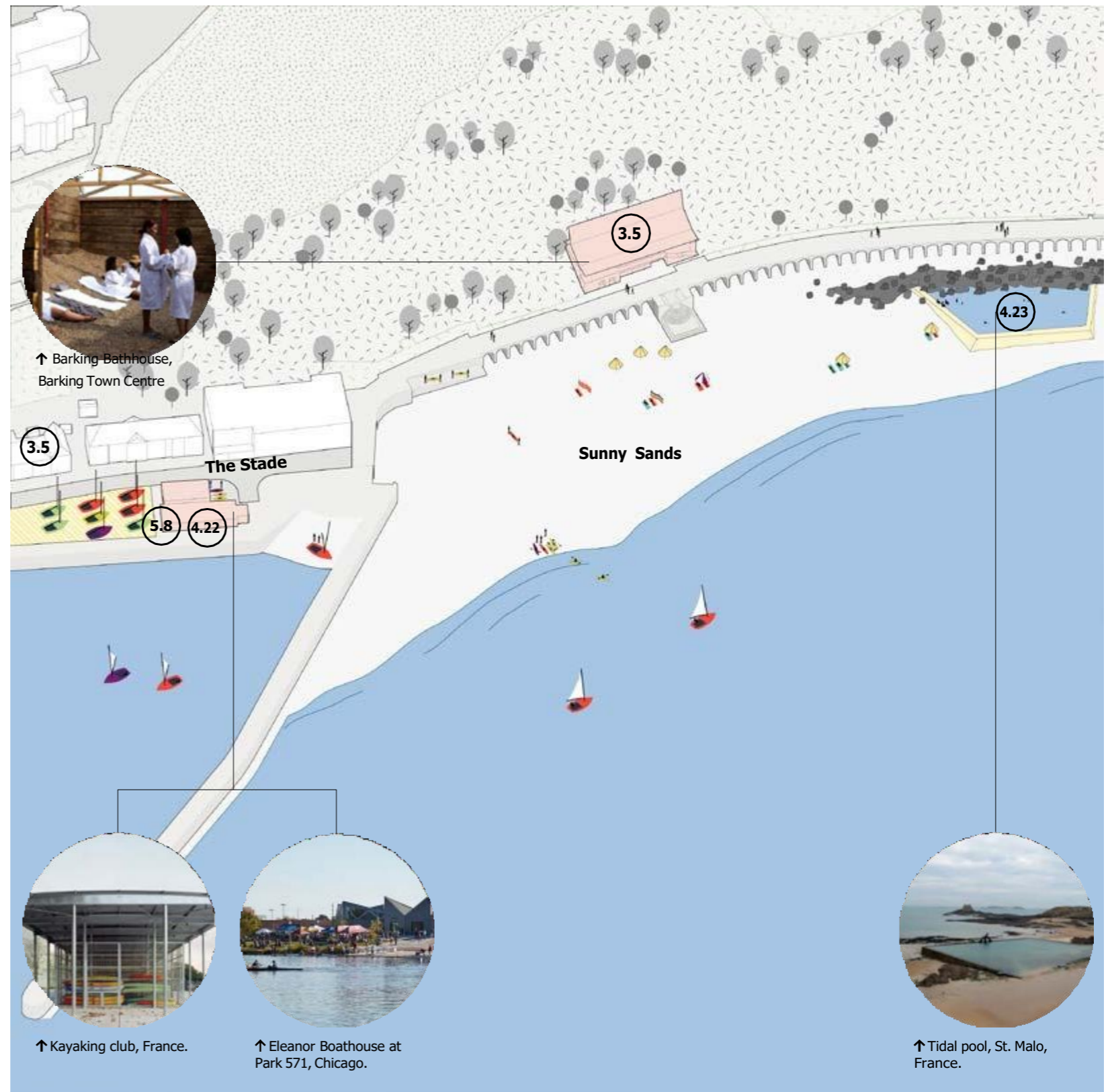
4.22 Wellbeing and sports activities supported along the coast (Sunny Sands): water sports, kayaking etc.

- Promote water sports equipment hire and training
- Consider a new building facility to accommodate equipment
- Encourage family friendly and accessible activities

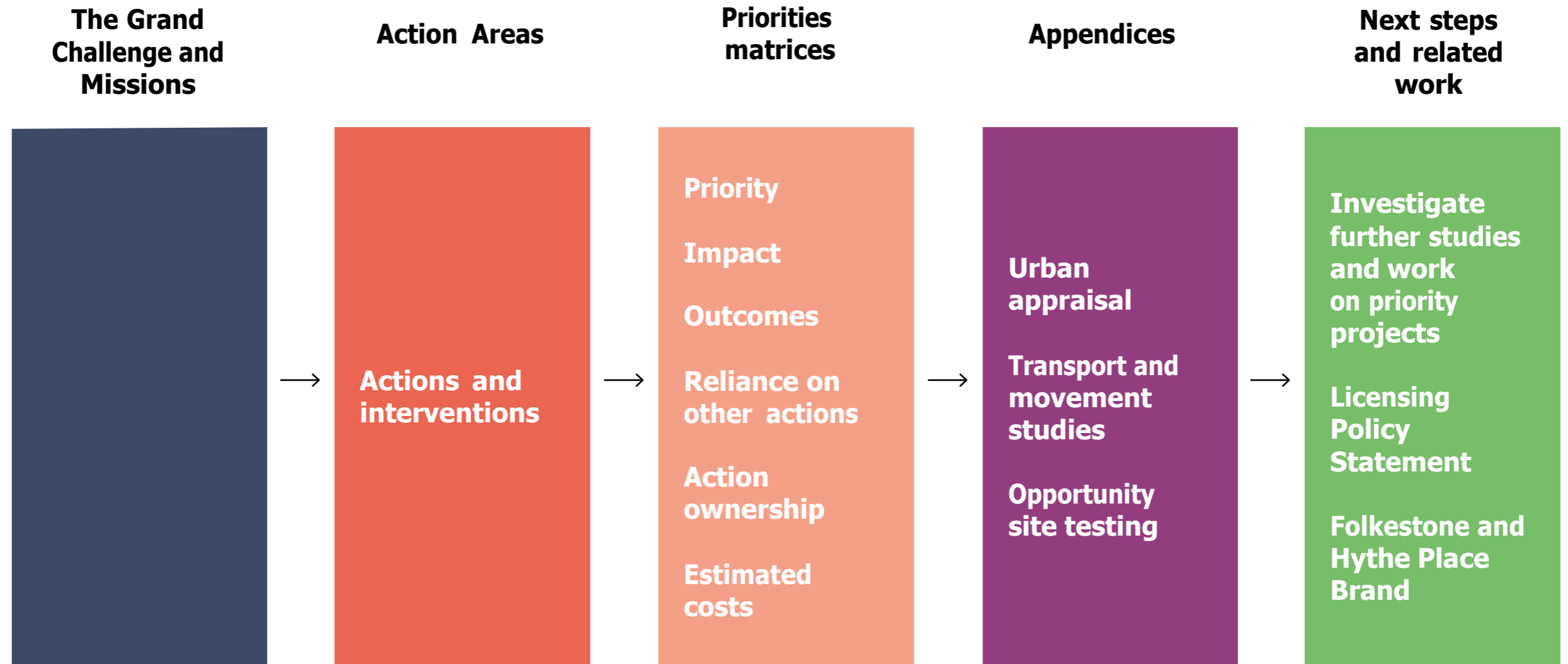
4.23 Tidal pool

- Explore options for a natural tidal pool

5.8 Potential for 'summer jobs' for young people alongside recreational offer, as well as training opportunities



Place Plan Structure



Action areas

Example priorities matrix: Station area

Action	Priority	Scope	Impact	Outcomes	Action owner	Reliance on other actions	Estimated Cost	Mission
4.3	High	Wayfinding and enhancing the cycling and walking experience: Cheriton Road, Cheriton Gardens and Castle Hill Avenue	<ul style="list-style-type: none"> Improved more legible arrival for visitors arriving my train Increased footfall and spend in the Town Centre Increased use of trains for travel Increase in walking and cycling 	Folkestone Central Station will be better stitched into the Town Centre improving access to both the Town Centre and train station	FHDC/ Levelling Up Fund	4.2		4. Moving sustainably
4.2	High	Overhaul of the legacy highway system: Cheriton Gardens and Cheriton Road, redesign of junction to enable all directions of travel from this point.	<ul style="list-style-type: none"> Create opportunities for improved pedestrian and cycling space Slow vehicle traffic Improve perceptions of the road infrastructure 	The area to the north of the Town Centre will be much more accessible for pedestrians and cyclists creating better access to the Town Centre	FHDC/KCC Transport/ Levelling Up Fund	-		4. Moving sustainably
1.1	High	Public realm upgrades and new public spaces: around train station with a potential for a small public square.	<ul style="list-style-type: none"> Improved arrival for visitors arriving my train Increase of commercial and community activity around the station and Radnor Park 	The station will become an asset beyond its transport function	FHDC/ Network Rail/ Levelling Up Fund	-		1. Celebrate what's great
4.5	Medium	Work with other organisations, such as Cycling UK and Cycle Shepway, to support and encourage sustainable and active travel.	<ul style="list-style-type: none"> Encourage cycling through measures already being put in place by others 	Increased cycling will reduce car usage and improve health	Cycling UK/ Cycle Shepway	-		4. Moving sustainably
4.1	Medium	Mobility hub alongside train station: bike hire and other supporting uses	<ul style="list-style-type: none"> Encourage sustainable forms of travel by providing opportunity to a number of modes 	Access to a range of sustainable travel options will give alternative travel opportunity to a broad spectrum of the community and visitors	Network Rail	1.1		4. Moving sustainably
4.4	Low	New and improved routes: Broadmead Rd and through Ship Steet site (this could include provision for skateboarding)	<ul style="list-style-type: none"> Create new routes between the Town Centre and station Better integrate the viaduct Capitalise on changes F51 will bring 	Ship Stree site development enables better connectivity between assets such as the viaduct and F51	FHDC/ Levelling Up Fund	-		4. Moving sustainably

DO YOU HAVE ANY QUESTIONS?

Next steps

Video, webinar content and FAQs collated and published on the project website:

www.folkestone-hythe.gov.uk/folkestone-place-plan

Online survey on webinar live until the morning of Friday 25th June:

<https://docs.google.com/forms/d/e/1FAIpQLSdCN9gFIIfHA0RxOCZZDShHoh-OEpR7xN4xE93tFkBsI9JaDw/viewform>

Developing proposals based on feedback received

Establish priorities, impacts and outcomes against actions

Investigate further studies and work on priority projects such as transport and parking and site development

Draft Place Plan published for comment mid July

Presentation to Cabinet on 21st July

Anticipated final Place Plan document end July