

	including car parking	accommodate the required amount
Sustainability	Short, medium and long term sustainability initiatives	As a brownfield site this scheme will score well on sustainability factors. The way in which FHC manages the 'estate' will be a key factor in both the environmental and economic sustainability of the site and the activities within it.
Historical assets	Using historical assets to provide a platform for regeneration initiatives	The Masterplan is cognisant of the site's history and buildings are being reused where appropriate. The question over how the harbour arm and Green Walk are incorporated are key questions arising from this work.
Employment opportunities	Provide a sustainable mix of uses including employment opportunities	The masterplan currently shows approximately 100,000 sqft of commercial space. The use of this space needs careful planning and delivery through a Lettings Plan that works in conjunction with the Creative Quarter.

Residential market report

- 11.8 Sviluppo has reviewed the local and regional market to inform an opinion on current value.
- 11.9 The current market is subdued and sales rates slow with a significant oversupply of apartments (particularly 1 and 2 bed apartments). However, the rental market is strong and there would appear to be leakage from buyers who want to purchase high quality family housing (particularly to Ashford) and from young professionals who typically want to buy apartments but want a lifestyle choice that Folkestone currently doesn't offer.
- 11.10 We have also considered the social and other infrastructure that is currently available to attract and support new buyers and how this might change in the future.
- 11.11 At this time the residential market is suffering the effects of limited mortgage finance and uncertainty in the employment market. This has led to a marked slow-down in the market,

Table 12: Folkestone Harbour Regeneration Checklist

Indicator	Test	Folkestone
The Masterplan	Does the scheme have a robust Masterplan proposal?	To be robust the plan needs to be viable and deliverable but also allowing flexibility for the future.
Integration	To what extent does the Masterplan integrate with the wider town centre strategy?	Care needs to be taken that Folkestone seafront supports but does not compete with the Creative Quarter or town centre
Stakeholder engagement	Ensuring all stakeholders are engaged	This appears to be the case with extensive public consultation and public sector support for the regeneration of the seafront
Design excellence / public realm	Good quality design and public realm	A high quality team has been appointed. We would recommend a landscape architect is appointed to work up detailed public realm strategy and consideration should be given to a detailed first phase to demonstrate the design intent for the scheme. The long term management arrangements will also clearly be important – see section 9)
Brand/Placemaking	Repositioning through brand and the promotion of 'place' through combination of design, lifestyle and activity	Currently the brand of Folkestone and the Seafront site is poor and this will need careful consideration going forward. Even at planning stage the brand is an important component of promoting the regeneration of the site. The ideas around sea based activity are positive.
Transport	Making the best of existing transport and ensuring public transport is developed to meet the new demands generated by the development,	Folkestone benefits from High Speed 1 but links to the station are poor. Car parking is challenging but it is considered that the scheme can