

# FOLKESTONE SEAFRONT

Proposed Emerging Masterplan

Supporting Statement



## CONTENTS

	Folkestone Seafront Indicative Masterplan and Supporting Information	Page
1	Introduction	1
2	Physical Context	2
3	Policy Context	7
4	Public Consultation to Date	14
5	Constraints and Opportunities	16
6	Key Principals	17
7	Draft Proposals	18
8	Key Planning Considerations	22
9	Conclusions	34

### Appendices/Supporting Docs

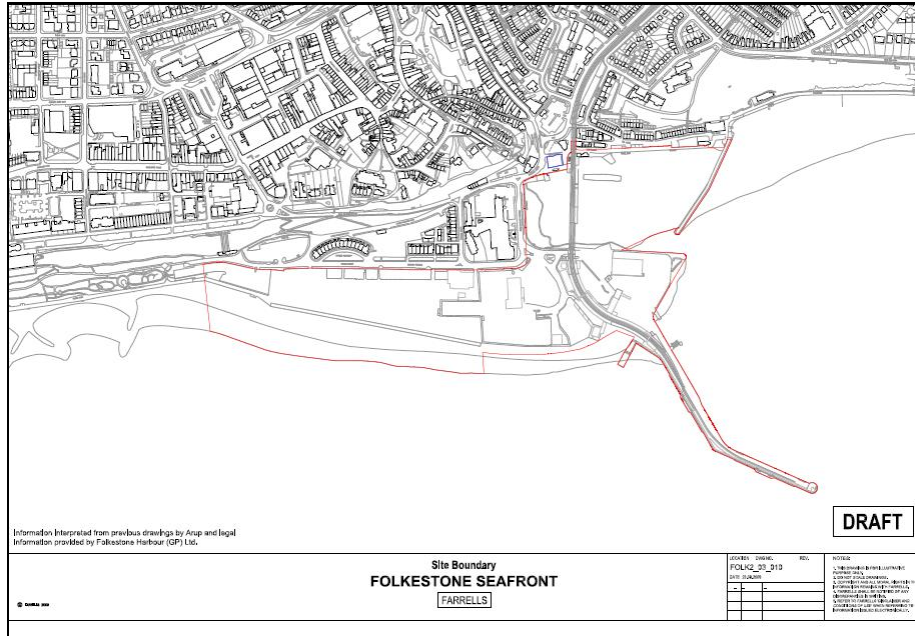
- Appendix 1 Site Plan
- Appendix 2 Correspondence in relation to ferry service
- Appendix 3 Interim Masterplan Report Transport Statement
- Appendix 4 Public Consultation Boards
- Appendix 5 PJC Consultancy Letter
- Appendix 6 English Heritage – Viaduct Details
- Appendix 7 Regeneration Checklist

## **1.0 Introduction**

- 1.1 Folkestone Port Area and Harbour was allocated as a site for redevelopment and regeneration opportunities within the adopted local plan. The Seafront Site as show by the site plan at appendix 1 was promoted for inclusion within the Local Development Framework as a strategic site allocation, an initial supporting was submitted to the Council in support of the allocation of what is now known as 'Folkestone Seafront' was submitted to Shepway District Council in October 2010.
- 1.2 Discussions between Shepway District Council continued and in May 2011 an initial outline 'masterplan brief' was submitted to the Council, this set out the envisaged parameters and key principals of the scheme.
- 1.3 The Shepway Core Strategy – proposed submission document July 2011 included the site as a strategic allocation.
- 1.4 This document aims to provide an update on the proposals in light of the changing policy framework. It contains an analysis of the site constraints and opportunities, information on the public consultation carried out so far and the key responses received. It aims to provide an outline of the proposal at this stage of the master planning process and to provide initial evidence that the site is deliverable and will be able to significantly contribute towards the Council's overall housing targets.
- 1.5 The master plan for the site process is now at an advanced stage and has been through two rounds of public consultation. The proposals have been discussed with Shepway District Council and Kent County Council.
- 1.6 The Folkestone Harbour Company has entered into a Planning Performance Agreement (PPA) with the Council, this agreement sets out key deadlines for the development of the masterplan and demonstrates a willingness between the Council and the Folkestone Harbour Company to bring forward a masterplan which can regenerate this part of Folkestone.
- 1.7 This report identifies the key principles of the proposed new approach to development at Folkestone Seafront at this stage in the process. The report contains sensitive commercial information in the form of a 'snapshot' viability appraisal which demonstrates the deliverability of the site. For commercial reasons this document is submitted as a separate bound appendices and should not be made available to the general public.

## 2.0 Physical Context

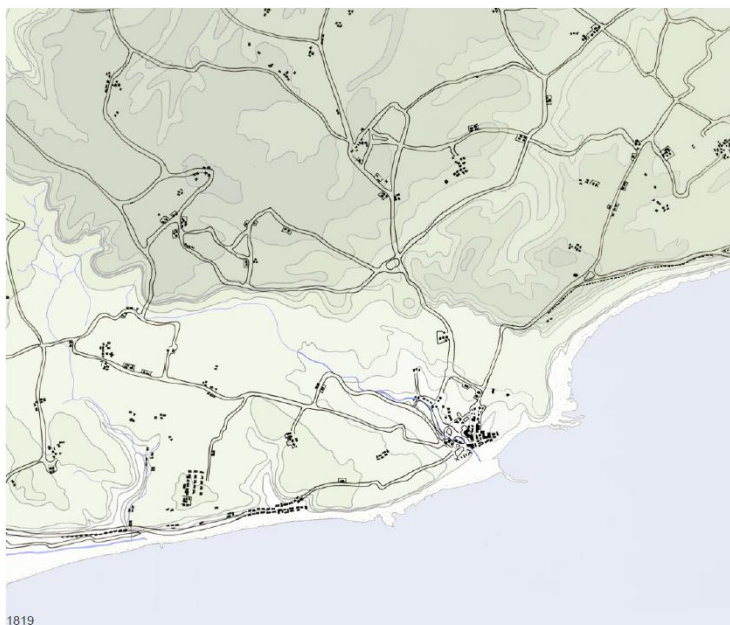
- 2.1 The site comprises approximately 14ha (35acres) of land and is predominantly vacant land located at the southern most point of the town centre.



### Site Boundary

- 2.2 Folkestone Seafront has a varied history dating from the 18<sup>th</sup> century when it had been used as a fishing village with the harbour not developed initially until 1809. The harbour was then purchased by the Southern Railway Company in the early 1840's and development commenced on the creation of 'steamer' routes between England and France.

### Human settlement 1800s - 1860s



### FARRELLS

- A small fishing village until the 18th Century
- The harbour was built between 1809 - 1820 and sold to the Southern Railway Company in the 1840s
- 1843: the arrival of the railways transformed Folkestone into a holiday destination
- Building on Marine Terrace, The Leas and the development of upper and west end Folkestone quickly followed

## Human settlement 1860s - 1910s

FARRELLS



Folkestone Pier



Cross-channel steamer

- In the 1880s the Cliff Lift, Victoria Pier and a switchback railway were constructed
- Numerous hotels were built, including 'The Grand' & 'The Metropole' as the town became a holiday resort.
- Development of entertainment facilities, extension of the pier between 1897-1904 and The Leas Cliff Hall was opened in 1927.

- 2.3 This coupled with the creation of a cliff lift and switchback railway assisted in the enhancement of the seafronts accessibility and popularity of Folkestone Seafront continued into the 20<sup>th</sup> Century with the development of the bathing and boating pools and rotunda amusement park.
- 2.4 The seafront continued its use as a ferry link to France until the late 20<sup>th</sup> century at which time the ferries had been reduced significantly down to a catamaran service between Folkestone and Boulogne. In addition the town's popularity as a fashionable resort also experienced decline, the bathing pools were filled in and rotunda reduced in size. The use of the port for passenger ferries eventually closed in 2000.
- 2.5 Since 2000, the site has lain predominantly vacant and used only for various harbour businesses along the pier head to the eastern end of the site and single storey entertainment uses facing Marine Parade, parking and markets.
- 2.6 The surrounding context of the site encompasses a varied mix of land uses including residential and commercial properties.
- 2.7 To the north east of the site lies the large Grand Burstin hotel building comprising part 8 / part 14 storeys. Adjacent to the hotel are the residential buildings of 4 – 7, 8 & 9 and 10 - 15 Marine Parade and 1 – 14 Marine Crescent all of which front onto Marine Parade extending along the northern boundary of the site.
- 2.8 Marine Parade comprises 4 -5 storey properties with basement, some of which are grade II listed; No's 4 – 7 (the only properties remaining in Folkestone of the regency style); 8&9 and 10 – 15.



**Marine Parade**

- 2.9 Marine crescent incorporates an imposing sweep of residential / hotel properties of 4 storey with basements and attic accommodation. These properties all Grade II listed with a group value listing.

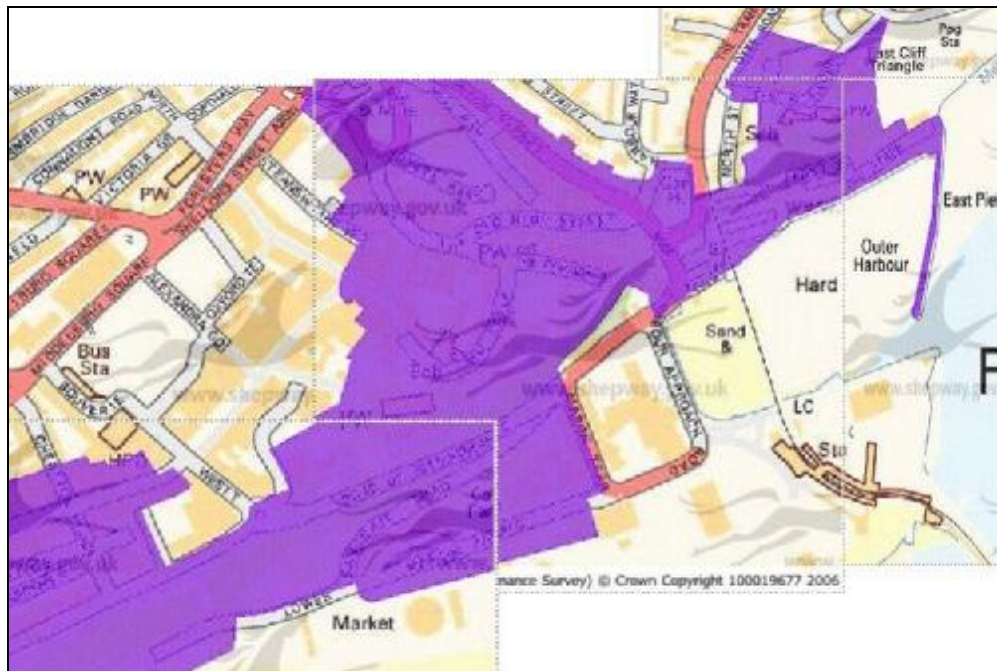


**Marine Crescent**

- 2.10 The Leas Cliff lift to the north west of the site connecting the Leas at cliff level to the seafront is also grade II listed.
- 2.11 Extending along the northern edge of the harbour area east from the square are a number of small single storey buildings in use as cafés, ice cream parlours, gift shops and seafood shops. Further east facing the harbour is a terrace of two and three storey cottages.



- 2.12 To the north of the site lies the residential area of The Leas and the existing Town Centre from which there are existing pedestrian and vehicular linkages down to the harbour and seafront.
- 2.13 The site and its surrounding context provides an opportunity for the regeneration of Folkestone through the creation of a high quality sustainable community located alongside leisure and ancillary commercial uses creating local employment opportunities and visitor attractions.



### 3 Policy Context

National Policy Regional Policy	
Shepway District Local Plan Review	Local Development Framework – Proposed submission draft Core Strategy July 2011
Supplementary Planning Documents	

- 3.1 The following sets out a brief analysis of the proposals in respect of the existing planning policy context for the site, including national, regional and local adopted policy

#### **National Policy**

- 3.2 National planning policy and guidance (PPS1, PPS3 and PPS4) sets out encouragement for the provision of sustainable, inclusive mixed communities in both urban and rural areas; achieving a wide choice of homes both affordable and market to address the requirements of the community.
- 3.3 In addition PPS3 and PPS4 place an emphasis on the provision of housing at suitable locations to ensure that they are sustainable and make the most effective use of the land available. These options look at accommodating new housing growth taking into account opportunities for the re-use of vacant and derelict sites for providing housing as part of mixed use town centre development, in established residential areas, re-design of existing areas and expansion of existing settlements through urban extensions.
- 3.4 Emphasis is therefore being placed on the need to investigate the potential of such sites to allow a mix of uses including housing that can act as a catalyst for regeneration. This is very applicable to Folkestone Seafront's role as it has significant potential to act as a catalyst for regeneration through attracting inward investment, expansion of leisure industry, major environmental benefits and also offering local employment opportunities. In addition, the placement of housing on the site will also assist in the regeneration potential of the site and surrounding area by introducing high quality housing adjacent to new business premises; creating a sustainable community and enhancing the visual appearance of the area.

#### **Regional Policy**

- 3.5 The Government have set out their policy intention to revoke existing regional strategies outside London through the localism bill. However this is subject to the outcome of environmental assessments and will not be undertaken until the Secretary of State and Parliament have had the opportunity to consider the findings of the assessments. The relevant regional spatial strategy is the South



East Plan; the government have published the environmental report which assess the impacts of revoking the South East Plan and are seeking comments by the 20<sup>th</sup> January 2012.

- 3.6 Since the adoption of the South East Plan in May 2009 SDC have carried out a Strategic Housing Land Assessment 2010/11 and have also released a draft Housing Strategy 2011. These documents present an analysis of the most up to date local housing needs and in this respect are considered to carry more weight than the soon to be revoked South East Plan.

### **Adopted Local Policy**

- 3.7 ***POLICY FTC4 Planning Permission will be granted for redevelopment of the Folkestone Port area, as shown on the Proposals Map, where proposals are consistent with the following objectives:***

*a) Any necessary rationalisation of port operations maintains the potential for the continuation of passenger ferries in the interests of tourism;*  
*b) Provision of new employment opportunities to replace losses as a result of curtailment of port activities;*  
*c) Retention and enhanced public use of the Folkestone Harbour Rail Station.”*

- 3.8 The ferry service originally operating from Folkestone Seafront and Harbour closed in 2000 as a result of significant decline in both use and viability.

- 3.9 The very nature of re-providing a ferry port at Folkestone Seafront conflicts with the significant changes which have been experienced over the last ten years in both the expanding travel options and linkages to Central London and Europe via alternative methods of sustainable transport and also the growing need for regeneration of the town centre and seafront.

- 3.10 The expanding travel options to and from Folkestone have seen the introduction of the High Speed 1 which was introduced in 2009. This rail link has transformed the way in which travel and movement can flow into and out of Folkestone in a more efficient manner for both pedestrians and freight. The links from both Folkestone Central and West stations allows travel to Ebbsfleet International Station in 40 minutes where links to Eurostar can be obtained for both passenger and freight to mainland Europe including Paris, Lille, Brussels, Calais, Disneyland and Avignon.

- 3.11 This much enhanced connectivity better serves Folkestone and its future development as a destination for leisure, arts, culture, tourism than the re-introduction of an out of date ferry port.

- 3.12 In terms of the growing need for regeneration in Folkestone the decline and closure of the ferry port and use of the seafront has impacted severely on the town centre as both an attraction for tourists and also on the character of the town for its occupants. As such there is a significant need for redevelopment of

this site to assist in the regeneration of the town centre and re-igniting its identity as a leisure and cultural destination and high quality place to live and work.

- 3.13 The new approach to the development of the seafront seeks to create a development which incorporates the original character of the town, whilst ensuring major regeneration can happen. The creation of leisure facilities directly related to the coastal features area reflection of the change in time and need to create a new identity for Folkestone. The introduction of residential uses alongside the leisure provides complementary uses in an attractive environment which can assist in addressing the housing need within the district whilst assisting in enhancing the economy within the town as well.
- 3.14 The re-provision of a ferry port would negate the possibility of encouraging economic regeneration as it has already been established that such a use is unviable in this particular location, it would not assist in major environmental improvements needed to enhance the coast line and encourage visitors and residents to the seafront. There would also be a limit on the potential to create alternative land uses such as residential alongside major ferry services again negating the possibility of creating an enhanced town centre, living environment meeting housing need and enhancing economic regeneration of the town centre which are key priorities to secure the future of Folkestone.
- 3.15 FHC has been in discussions with the Remembrance Line Association (RLA) regarding the re-opening of the ferry port. The applicant has invited the RLA to submit a business plan demonstrating that it is commercially viable to re-open the cross channel ferry service, however none has been forthcoming. Correspondence between FHC and the RLA is enclosed at appendix 2 of this report and documents the lack of a commercially viable solution which would allow the reopening of the ferry port and railway line.
- 3.16 This part of Policy FTC4 is therefore an unrealistic and unattainable objective which does not in any way address the current and future need for economic and social regeneration of the district including creating a new identity to secure its future growth and vitality.
- 3.17 This policy further follows on to encourage the retention and enhanced public use of the Folkestone Harbour Railway Station, which closed in April 2008. The closure of this line again was as a result of a decline in its use and viability. The re-instatement of such a facility is unviable and unfeasible in this location and does not form part of the current proposals for the redevelopment of the seafront.
- 3.18 The new approach to the site does however look at the potential to re-use this railway for alternative methods of connecting people to Folkestone town which is a significantly high priority. It is envisaged that the application will open the section of existing railway across the inner harbour to the public, connecting the existing Harbour Square and the newly proposed Pier Head Quarter and improving links to the town centre.
- 3.19 New indoor and outdoor water, beach focussed leisure facilities will be introduced alongside small, ancillary retail, café and restaurant facilities opening up the potential for local employment opportunities within the development.

3.20 In conclusion, it is considered that policy FTC4 is outdated and the re opening of the port and railway line is no longer commercially viable. This is recognised by the Council and the potential for the reopening of these facilities has been investigated by the applicant. The applicant has demonstrated that the original ethos of this policy is no longer a feasible or viable option for Folkestone and a new approach is needed to assist in the creation of a new identity and realistic economic regeneration of the town.

*“POLICY FTC5 Planning permission will be granted for the redevelopment of the Harbour area, as shown on the Proposals Map, where proposals are consistent with the following objectives:*

*a) Increases the potential usage of the harbour by pleasure craft through the provision of a new marina and associated facilities whilst protecting the interests of the Folkestone Fishing Fleet;*

*b) A mix of uses along South Quay including residential and active frontages at ground level incorporating uses falling within Classes A1, A2, A3 and B1 of the Town and Country Planning (Use Classes) Order 1987. A new yacht club may also be acceptable;*

*In order to be acceptable, particular proposals will need to:*

*i. Provide a high quality environment*

*ii. Support (or be supported by) the proposed marina*

*iii. Not detrimentally impact on the vitality and viability of the town centre.*

*c) High quality development along South Quay reflecting in a contemporary manner the urban design qualities of the Stade area on the opposite side of the harbour;*

*d) Provision of a harbour side promenade and operational parking in connection with the local fishing industry and business use. Residential parking should be provided on the basis of a maximum of 1.5 off-street spaces per dwelling.”*

3.21 In respect of the above policy the new approach for Folkestone Seafront adheres to these aspirations through the protection of the existing fishing fleet and major enhancement of the harbour which has the potential to act as a catalyst for improvements to fishing and pleasure boat opportunities and visitor attractions.

3.22 The current master plan envisaged deep sea mooring alongside the harbour arm, with the aim of attracting larger yachts to Folkestone on day trips or longer trips along the coast.

3.23 In addition the proposals envisage a mix of uses to be located around the harbour extending from the harbour square out to the pier head. These uses will be flexible and allow retail, restaurant and leisure opportunities to be introduced at ground level improving the vitality and activity at ground level around the harbour as intended by the above policy.

3.24 These uses will provide more localised services and will act as complementary uses to those within the town centre rather than competitive to these. The pedestrian connectivity will be enhanced within the site to ensure movement to the town centre and vice versa encouraging activity and life to this area.

3.25 As such the new approach would broadly follow the key principles of this policy.

***“POLICY FTC6 Planning permission will be granted for the redevelopment of land south of Marine Parade, as shown on the proposals map, as a mixed-use leisure and residential area where development meets the following criteria:***

*a) Proposals provide a high quality of development which includes:*

*i) Residential uses on land west of the Rotunda building and;*

*ii) A new Leisure Zone located on the western part of the port area and on the eastern part of the Rotunda Amusement Park. This Leisure Zone should take the form of a continuous area clearly separate from any adjoining port operations and should incorporate hotels, health & fitness centre and major indoor leisure attractions and residential use above ground level.*

*b) Provision of improved access for pedestrians to and along the seafront in the form of a public walkway along the seafront edge and a substantial pedestrian area from this walkway through the Leisure Zone to the Folkestone Harbour Rail Station and to the Tram Road/Beach Street site (between the Hotel Burstin and inner Harbour);*

*c) The Council will seek development contributions in relation to improvements to the existing Leas Cliff steps and towards the provision of a new lift or similar means of public vertical transportation up the Cliff (also see Policy FTC8);*

*d) Provision of adequate parking facilities including:*

*i) Parking to meet the operational needs of the new Leisure Zone, in accordance with the current parking standards;*

*ii) Retention and enhancement of 70 off-street car parking spaces on the western part of the site for visitor use in association with the Coastal Park;*

*iii) Provision of additional general visitor parking to accommodate a minimum of 100 off-street public car spaces;*

*iv) Residents parking to the rear of residential blocks or in covered communal areas at the ground floor of buildings.*

*e) The Leisure Zone incorporates an appropriate mix of uses to complement major leisure proposals including active frontages at ground level which could include uses falling within Classes A1, A2, A3 and D2 of the Town and Country Planning (Use Classes) Order 1987;*

*f) The built form of residential development should have a minimum density of 100 dwellings per hectare and be based around a mixture of public and private courtyards which retain views and public access through the site to the sea.*

*Complementary non-residential uses including restaurant and retail uses will be permitted on the ground floor of buildings;*

*g) Complementary uses permitted under criteria e) and f) above should positively contribute to providing a high quality environment, enhance the particular areas main function and, not detrimentally impact on the vitality and viability of the town centre.*

*Where necessary, the District Planning Authority will seek to enter into an Agreement with the landowner under Section 106 of the Planning Act 1990 to secure the above criteria. Where leisure facilities have not already been provided, this will include restricting the occupation of residential development until the provision of such facilities.”*

- 3.26 The main objectives and emphasis on the redevelopment and regeneration of the Folkestone Seafront outlined above has evolved since the adoption of the local plan, however the key principles remain in that there is a focus on economic regeneration of the town centre for which this site is component part.
- 3.27 A mix of uses was considered appropriate by the local plan policy including residential of approximately 500 dwellings over two phased periods, leisure and mixed commercial uses including A1, A2, A3 use classes. Most of these elements are envisaged within the new approach to the development of the site. Although the residential components proposes an increase in the number of dwellings
- 3.28 FCT6 proposes that any development of the seafront site should include contributions toward the existing lift of provision a new lift or similar vertical access. .
- 3.29 FHC have submitted an interim transport statement (May 2011) which demonstrates that the anticipated increased pedestrian footfall from the seafront development is not substantial enough to require an additional lift or similar vertical access
- 3.30 An updated version of this statement is included at appendix 3 of this document.
- 3.31 In addition to the calculated lack of requirement for an additional level of vertical access via the Leas Cliff it is also considered that any additional form of vertical access is highly likely to undermine the commercial viability, and consequently future longevity of the historic Leas lift. An additional, separate lift could make the existing structure commercially vulnerable in the future; this would be contrary to the principals of PPS 5 which seeks to maintain the viability of heritage assets.

### **Emerging Policy**

- 3.32 The proposed submission document July 2011 Core Strategy for Shepway District Council seeks to establish key spatial strategies for the district which will need to be reflected in any major new development.
- 3.33 Policy SS1 sets out that key district spatial strategy which notes the following;

*“Major new development will be delivered within the strategic Corridor with priority given to previously developed land in the urban area. Accordingly the majority of Shepway’s commercial floorspace and the majority of the urban areas housing development will take place in Folkestone, to enhance its role as a sub-regional centre”*

- 3.34 The new approach to the site will assist in the delivery of the spatial strategy for Folkestone and Hythe as the site encompasses predominantly vacant previously developed land within the town centre and will have major benefits for the town in the regeneration of a strategic site, providing much needed leisure opportunities associated with the water and beachfront addressing local employment needs and providing housing.
- 3.35 Policy SS1 notes that development to meet strategic needs will be led through “strategically allocated developments at Folkestone Seafront and Shornccliffe Garrison, Folkestone...”
- 3.36 Policy SS2 refers to the housing and economy growth strategy for Folkestone, it notes that the core long term aim is to “ensure the delivery of a minimum of 350 dwelling per annum on average until 2030/31”. The plan identifies that at least 5,700 of these proposed dwellings will be on brownfield land and that approximately 7000 will be in the strategic corridor. The Seafront site is both brownfield land and within the strategic corridor.
- 3.37 Policy SS5 notes that “developments should provide, contribute to or otherwise address Shepway’s current and future infrastructure needs. Infrastructure that is necessary must exist already, or a reliable mechanism must be available to ensure that it will be provided at the time it is needed”.
- 3.38 Policy SS5 refers to appendix 2 of the proposed core strategy which sets out a range of ‘critical’ and ‘necessary’ infrastructure improvements. Those infrastructure requirements considered to be critical to the development of the seafront site include; improving vehicular, cycle and pedestrian movement and the reinforcement of the sea and beach defences.
- 3.39 The necessary improvements cited include works/contributions towards the Grace Hill/Tontine Street junctions, public realm improvements and the provision of beach and water sports.
- 3.40 Policy SS6 specifically refers to the Seafront site as a strategic site allocation and sets out a number of key criteria which any development of the seafront site must provide. These key planning principles as well as the sites constraints and opportunities are discussed further within this document and it is concluded that the site can be relied upon to deliver a development that is in accordance with the key principles set out by SS6.

#### **4 Public Consultation to Date**

4.1 The Folkestone Harbour Company has actively engaged with the local community over the last 2 years and has sought to gain a detailed understanding of the local population's feelings, requirements and aspirations for the seafront site.

4.2 A large scale public exhibition was originally held during May and June 2010 and encompassed a series of public meetings along with a continuous exhibition open to the public.

4.3 This consultation was extremely successful in terms of both the attendance of the public and also the general level of support arising in relation to the new approach.

4.4 510 people attended the public meetings and 2,400 people visited the exhibition. In addition to this 3,195 school students aged between 20 – 18 took part in consultation events and suggestions were made on the proposed Seafront activities.

4.5 The general response from adults attending either the public meetings or the exhibitions was supportive with 72% of people strongly agreeing with the approach proposed for the Seafront. The key design principles of re-connecting the town centre with the seafront in particular were supported.

4.6 An overview of the key views expressed at the public meetings include the following:

- Overall broad welcome for the new approach – “at last”;
- The importance of connecting the town centre with the seafront;
- Concerns over traffic flow and the impacts on the one way system within the town;
- Need for better leisure facilities – outdoor and indoor activities;
- Suggestions of a museum, cycling, walking and boating lake and other fun activities;
- Mixed views on housing in terms of the number of units anticipated, affordability and the height of development;
- More active use of the harbour wanted;
- Parking queries;

Queries over the railway line and how this will be used; some people liked the green route and others want a railway service

4.7 Generally there was support for the regeneration and development of the seafront by the public and key stakeholders. The feedback provided has informed the evolution of the masterplan and helped shape its current form.

4.8 Following board approval to progress the proposed masterplan to outline planning application stage another public exhibition was held on the 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> of December.

4.9 The public consultation process for 'Folkestone Seafront – One Year On' ran from 8 to 23 December 2011. It included the following elements to inform and gather comments, suggestions and opinions from members of the public:

- A three-day shop-based exhibition: allowing the public to look at a wide selection of posters outlining the updated plans and design principles. The exhibition also included a new and updated model of the proposed development. Staff from the university, Terry Farrell and partners, engineering consultants Buro Happold, Savills the planning consultants and the Folkestone Harbour Company were present to answer questions and provide clarifications;
- Two public consultation meetings: where information was provided about the developments that have happened since the public consultation in the summer of 2010 and the updated Folkestone Seafront development plans, followed by an open question and answer session; and
- An online questionnaire: asking respondents to rate key aspects of the development as well as providing them with the opportunity to provide feedback in free text format.

4.10 The table below gives an overview of the number of people who took part in the various parts of the public consultation process.

<b>Consultation event</b>	<b>Attendance / participation</b>
Shop-based exhibition	533
Public consultation meetings	180
Public consultation survey	294

4.11 The overall feedback from the public consultation was positive as demonstrated by the responses below. Once available the full consultation report will be shared with Shepway District Council.

I am satisfied with the overall direction taken for the development of the Folkestone Seafront (Please tick one box)		
Answer Options	Response Percent	Response Count
Strongly agree	35.7%	101
Agree	45.9%	130
Neither agree nor disagree	9.5%	27
Disagree	6.7%	19
Strongly disagree	2.1%	6
<i>answered question</i>		283
<i>skipped question</i>		11




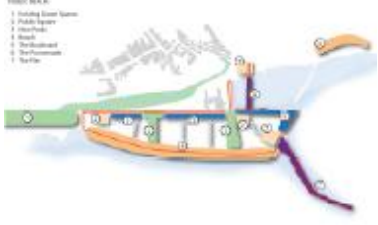

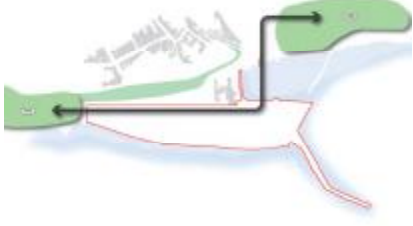


## 5 Constraints and Opportunities

- 5.1 The seafront site forms a key area of Folkestone, as noted earlier within this document has an extensive and varied history and has played a major role in the towns change and development since its first inception.
- 5.2 There are a number of key constraints and opportunities associated with the site, the emerging master plan aims to deal with these constraints and take advantage of the opportunities where possible.

Constraints	Opportunities
<ul style="list-style-type: none"> <li>• Flood Risk Zones 1 – 3 across the site</li> <li>• Coastal Climate               <ul style="list-style-type: none"> <li>High Winds</li> <li>Erosion</li> <li>Saline atmosphere</li> </ul> </li> <li>• Pedestrian Access</li> <li>• Vehicular Access</li> <li>• Public Transport Links</li> <li>• Disconnected from Folkestone Town Centre</li> <li>• Significant Infrastructure Costs</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion of healthy lifestyle and outdoor living</li> <li>• SeaSports and Beach Sports</li> <li>• Walking Routes and Coastal Access</li> <li>• Cycle Routes</li> <li>• Coastal habitat landscape improvements</li> <li>• Range of housing</li> <li>• Improved public transport links</li> <li>• A 'draw' to the seaside</li> <li>• Regeneration of derelict and disused brownfield site</li> <li>• Retention of historically significant buildings and structures.</li> <li>• Public Access to railway viaduct and harbour arm</li> <li>• Provision of community facilities</li> <li>• A site large enough, prominent enough and close enough to Folkestone town centre to provide a key role in the regeneration of this area and the town as a whole.</li> </ul>

## 6 Key Principals

- 6.1 An evaluation of the site context, an examination of the constraints and opportunities and engagement with the local communities as well as a consideration of economic viability has established a number of key principals that underpin the scheme.
- 6.2 These opportunities have been shown in pictorial form by Farrell's and are included within the public presentation boards at appendix 4. The regeneration opportunities have been identified and are discussed further in section 8 below, a 'regeneration checklist' is included at appendix 7.

A new seafront	A rich mix of streets and spaces
Creating places of varying character	Using natural resources to create habitable places
Stepped massing responds to context	Street orientation to mitigate effect of environment.
Regenerate the seafront and extend the urban grid. 	A rich mix of uses 
Urban blocks and buildable plots – extending the town's grid. 	Reconnecting the coastline 
Maintain visitor parking and access to Lea Park	Using visual assets to create places
Well Connected 	Working with the past to build the future 
A variety of housing for a diverse community	Features create landmarks and visual anchors
Commercially and economically viable	Sustainable living

## 7 Draft Proposals

- 7.1 The ambition for the site is to re-establish a vibrant seafront quarter for Folkestone with a dynamic harbour area through the provision of a mix of leisure and residential uses. It is intended that the seafront will become a place to live and work with high quality residential accommodation and a mix of leisure and entertainment facilities offering a unique coastal setting for sports, arts and recreation attractions. It is expected that the development will bring social and economic benefits which extend beyond the site boundary and reconnect the seafront to the town centre of Folkestone.



- 7.2 Folkestone Harbour Company has been in detailed discussions with Shepway and Kent County Council in respect of the proposed development and has developed the proposals to a stage where the approximate quantum of development is known as is the proposed road layout, access and egress routes and provision of non residential floorspace.
- 7.3 However, FHC is in the process of working up an outline planning application and the proposals as set out within document should be treated as draft and are offered without prejudice to any formal application.
- 7.4 The broad development parameters have already been submitted to Shepway as an outline planning brief in May 2011. It is proposed that the master plan include for a maximum and minimum quantum of development.
- 7.5 In summary the current proposals at this stage in the process include the following and again it should be noted that any outline application will seek the below numbers as a *maximum* quantum of development:

- In the region of 1000 dwellings comprising the following indicative mix;

Type	Apartments	Houses	% Mix
1 bed	258	0	26%
2 bed	194	132	32%

3 bed	145	74	22%
4 bed	0	197	20%
<b>Total</b>	<b>597</b>	<b>403</b>	<b>100%</b>

- A maximum of 10,000 m<sup>2</sup> of non residential floorspace;

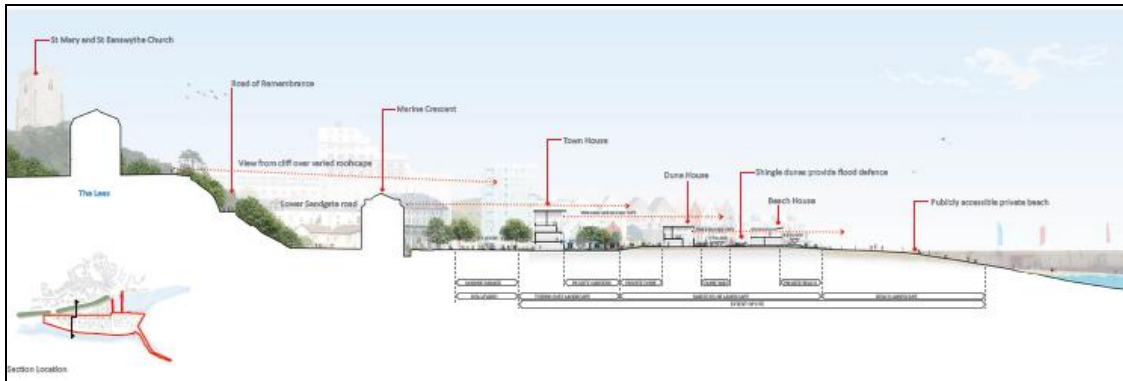
<b>Plot</b>	<b>Use</b>	<b>Floor</b>	<b>Area (sqm)</b>
1	Sea Sports	600	
5	Beach Sports	600	
6, 7 & 8	Shops (A1), Cafes, Bars	4,000	
Undetermined location	Kiosks	200	
Undetermined location	Nursery	200	
Undetermined location	Medical Centre	50	
Undetermined location	Retail (all A use classes)	2000	
Undetermined location	Office/Studio-workshop space, museum space	D1 2350	
<b>Total</b>			<b>10,000</b>

- Public square adjacent to the harbour
- Open Space – this will be provided as estimated below;
- Public – 2.7 hectares
- Private – 1.1 hectares
- Beach – 5.6 hectares
- Car parking spaces on an approximate ratio of 1:1 per unit including visitor parking
- Extension of the main beach and creation of an elevated shingle landscape
- A network of paths for pedestrians and cyclists, including an extension of the coastal path from the Leas and Lower Leas Coastal Park and a promenade along the beachfront
- Landscaping which is appropriate to the location and climate

## **Building Heights**

- 7.6** The development will be constructed at a range of heights appropriate to the buildings location within the site, giving due consideration of views from existing properties and ensure anchor points are created within the development. The

proposed development will seek a maximum height of building envelope, the aspirational master plan aims to provide buildings of a similar height of those which exist along marine parade and scale down in height towards the seafront as shown in the indicative section below and included within the public consultation boards.



## Affordable Housing

- 7.7 The level of affordable housing to be provided as part of the development will be considered as part of detailed viability appraisals taking on board the major regeneration and environmental benefits of the development. This is considered further within section 8 of this report.

## Transport and Movement

- 7.8 The scheme envisages the levels of parking as set out above, with an emphasis on preventing large open spaces of car parking areas from visually blighting the new environment. With this aim in mind the parking for the residential units is envisaged within private garages, undercrofts and beneath the podium of Pier Head Quarter. There will be limited on street parking, some of which will include visitor parking
- 7.9 Pedestrian access to the site will be encouraged via the existing Lees Lift with the creation of a 'destination' square at the bottom of the lift, indicatively named 'Lees Square' within the masterplan at this stage this will offer users of the Lees lift a place to stop, take refreshment and use facilities before continuing their journey east or west along the seafront.
- 7.10 Pedestrians are also encouraged into the site from the town centre, down Tontine Street and the Old High Street and across the newly opened railway viaduct, into the heart of Pier Head Quarter where they can continue their journey down the harbour arm to the lighthouse of head west along the beach towards Lees Square.
- 7.11 FHC are in discussions with Kent County Council with regards to public transport access to the site, it is envisaged that a new or extended bus route will service

the seafront site and that no residents within the site will be further than 5 minutes walk from a bus stop.

- 7.12 It is also anticipated that the scheme will make a financial contribution towards the improvement of public transport links and key junctions where appropriate. For the purpose of assessing deliverability of the scheme an anticipated sum for these works has been included within the viability appraisal.
- 7.13 A detailed interim transport statement is attached at appendix 3 of this document and sets out in more detail the key transport considerations.

## **8 Considerations**

**8.1** The following sets out the main considerations in relation to the physical and environmental constraints of the site, impacts of the development and the mitigation measures that are proposed. It also reviews the suitability of the site for the proposed mix of uses and the deliverability of the development proposed.

**8.2** These considerations are set out under the following headings:

- A) Housing Provision**
- B) Affordable Housing**
- C) Sustainable Design and Environmental Matters**
- D) Heritage Matters**
- E) Strategic Transport Matters**
- F) Educational Contributions**
- G) Deliverability**

### **A) Housing Provision**

**8.3** The suitability of the site for the proposed scheme has been demonstrated under the existing adopted local plan policy and also in terms of the emerging seafront allocation document

**8.4** The principle of residential accommodation for this site is accepted; however the number proposed within the new approach at up to 1000 dwellings is greater than that identified within the local plan policy which refers to 500 units.

**8.5** The emerging core strategy document is supported by an evidence base which includes the draft Shepway Housing Strategy and the Strategic Housing Land Availability Assessment – Update Document 2011/2012. These documents contain a detailed analysis of local housing need and a projection for the future housing requirements based on projected demand.

**8.6** The SHLAA update note calculates that the developable and deliverable sites identified hold the potential for 8543 dwellings between 2011/2012 and 2030/2031. Demographic modeling shows new homes (over 200 p.a. to 2026 are required to meet the changed needs of the existing population of Shepway (paragraph 4.30 – Shepway LDF Core Strategy).

**8.7** In respect of the existing housing stock in Shepway it is important to recognise that it is made up of a significant proportion of flatted developments both as part of conversions of existing property and new developments. The number of completed dwellings over the last few years has incorporated a major proportion of flats due to the attraction of the 'buy to let' market and assumptions of housing need. As such, the market is saturated with small units / flats and does not cater as well to the needs of families, older people (of which the district has a large proportion) and young couples looking for houses.

- 8.8 The housing market needs to allow for a balance of flats and small - large family homes to address current and future housing need and as a way of making the district more attractive to inward investment. The emerging approach at the seafront site seeks to tackle the existing housing need in accordance with market requirements.

## **B) Affordable Housing**

- 8.9 Planning Policy Statements (PPS) set out the Government's national policies on aspects of planning in England. PPS3 sets out the national planning policy framework for delivering the Government's housing objectives. This complements, and should be read together with, other relevant statements of national planning and housing policy.
- 8.10 Paragraph 3.57 of PPS3 is particularly relevant to the subject properties in that it states that in exceptional cases the required affordable housing may be provided off site, for example where there are demonstrable benefits to be gained by providing the units in a different location. Paragraph 29 in PPS3 states that Local Planning Authorities should set overall targets for affordable housing which should reflect an assessment '*...of the likely economic viability of land for housing..., taking account of risks to delivery and drawing on informed assessment of the likely finance levels available...*'.
- 8.11 The emerging National Planning Framework sets out the governments economic, environmental and social planning policies for England. Paragraph 13 notes that *"the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. A positive planning system is essential because, without growth, a sustainable future cannot be achieved"*.
- 8.12 Paragraph 39 of the NPPF sets out that *"to enable a plan to be deliverable, the sites and the scale of development identified in the plan should not be subject to such a scale of policy burdens and obligations their ability to be developed viably is threatened. To ensure viability, the costs of any requirements likely to be applied to development, such as requirements for affordable housing.....should, when taking into account the normal costs of development and on-site mitigation, provide acceptable returns to a willing land owner and willing developer to enable the development to be deliverable."*
- 8.13 In accordance with national guidance policy SS6 of the emerging Core Strategy for Shepway proposes that any development deliver 300 affordable housing units or a 30% contribution if the total residential quantum is less than 1000 units. The proposed policy makes it clear that this provision is subject to viability.
- 8.14 It is envisaged at this stage that a quantum of affordable housing will be provided on site however it is not certain what this quantum may be.
- 8.15 The emerging Masterplan is subject to an ongoing viability exercise, the exceptional development costs of bringing the seafront site forward as well as the infrastructure required will have a substantial impact upon the viability of the



overall project and consequently an impact on the level of affordable housing that the site is able to support.

- 8.16 A detailed viability appraisal will be provided to the Council during the course of any outline application. A draft appraisal has been run at this point in time in order to demonstrate that the site is deliverable as discussed further under point G below. This appraisal indicates that the site can support a quantum of affordable housing on site. It is envisaged that the emerging outline application will provide up to 30% affordable housing as a maximum and in accordance with policy.

### **C) Sustainability and Environmental Matters**

- 8.17 There are a number of elements relating to the potential environmental impact of a development of this size and location, all of which will be considered in significant detail within the Environmental Impact Assessment which is required to be submitted with any planning application. This assessment will take into account the potential impact of any development at the seafront site upon the surrounding natural assets. Natural England has made comments in respect of the site allocation within the emerging core strategy and these are considered further below.

- 8.18 An initial scoping report has been agreed with the Council, this will take into account the following components:

- Socio-economic
- Transport (based on Transport Assessment report)
- Landscape and Visual Townscape Impact
- Archaeology and Heritage (based on heritage & PPS 5 statements).
- Flood risk (based on Flood Risk Assessment report)
- Soils and water
- Ecology (report on Phase 1 study undertaken, plus some additional desk study)
- Air quality
- Noise and vibration
- Waste management (based on operational waste strategy done as part of sustainability work)
- Energy (based on energy strategy done as part of sustainability work)
- Microclimate (based on wind / shading studies done as part of sustainability work)

**8.19** The proposed scheme aims to meet code for sustainable homes 3 in accordance with SDC's emerging policy and the commercial elements will aim for BREAM 'very good'.

**8.20** A detailed strategy will be developed to review the potential implementation of sustainable centred construction methods, technologies and master planning within the development including the consideration of aspects such as:

- Optimising the masterplan, building orientations and building designs to provide appropriate levels of solar gains and facilitate passive design strategies.
- The integration of renewable energy technologies such as; photovoltaics and solar thermal collectors, into the masterplan and building fabrics from early design stages;
- Promotion of a Sustainable Urban Drainage Systems, including the consideration of permeable surfaces and potential wetland areas;
- Rainwater harvesting;
- The use of local, renewable and recycled materials within the construction, including potential reuse of the waste from the demolition of the existing site as aggregate;
- Designing for future use adaption; insuring a legacy for the development.

**8.21** Flexibility will be incorporated into the masterplan and building designs to allow for easy integration of future renewable technologies.

**8.22** Natural England has raised concerns to the proposed quantum of residential proposed at the seafront site and its impact upon the surrounding natural environmental. The proposed master plan will be fully assessed in terms of its impact upon the local environment and the work carried out so far would indicate that this affect will be minimal. A response to natural England's initial concerns has been provided by PJC consultancy and is included at appendix 5 of this document.

## **D) Heritage Matters**

**8.23** The history of the site is set out briefly within the site and surrounding section of this report.

**8.24** Much of the southern part of the site did not exist before the 19th century, when shingle built up behind the harbour arm. The main recorded features of interest on or adjacent to the site are as follows:

- Folkestone Harbour and its old walls
- 2nd World War pillboxes next to the harbour and port
- The site of a medieval castle immediately north of the Grand Burstin Hotel
- Folkestone harbour railway station

- Grade II listed buildings on Marine Parade, including Marine Crescent, the Cliff Lift, and buildings between the Grand Burstin and the crescent
  - A fortified house, close to Marine Crescent.
- 8.25** At present, Folkestone Town Conservation Area includes part of the site either side of Marine Parade and the northern side of the harbour. The conservation area is however to be reviewed by Shepway District Council in terms of its boundary and detailed appraisal of its key character and sites of significant contribution.
- 8.26** The EIA will include further assessments in relation to this topic on the landscape character of the site; key views within the zone of visual influence; identification of areas of conservation interest; desk study and consultation on archaeological and heritage baseline, consideration of the value of the feature and the potential scale of any impact from the development.
- 8.27** On the 26<sup>th</sup> of January 2012 English Heritage designated the viaduct running across the inner harbor and indicated at appendix 6 of this document as a grade II listed structure. This designation will have an impact upon the emerging masterplan and the proposals for this structure.
- 8.28** English Heritage has submitted initial comments to Shepway District Council following the publication of the draft submission core strategy.
- 8.29** The history of Folkestone, its development over time and a retention and acknowledgement of the key historical features of the town and seafront site have informed the evolution of the masterplan. The emerging plan seeks to draw upon the varied past of the site and respect the historical connections, both physically and conceptually.
- 8.30** An initial meeting was held with English Heritage and a positive and constructive dialogue ensued. It is envisaged that detailed discussions will continue with English Heritage and the proposals will be developed with their guidance as well as the guidance of Heritage Architecture and Peter Stewart Consultancy.

#### **E) Strategic Transport Matters.**

- 8.31** A large proportion of the site is currently used for car parking, with the main vehicular access being via Tram Road and Harbour Street next to the harbour. Movement between the town and the site is limited by a one way system incorporating Tontine Street, Dover Road, Ryland Place and The Tram Road.
- 8.32** Public transport accessibility to the site is also limited, due to the configuration of the one way system around the town centre. Two bus services, numbers 72 and 127, connect the nearby town centre to Folkestone Central Railway Station; this is identified as the main public local transport node.
- 8.33** The site can be accessed from the west via the Road of Remembrance, however, due to the existing geometry and condition of this route, it is not expected to be the main means of access.

- 8.34 The majority of traffic both entering and exiting the site will travel via the Tram Road and Tontine Street, through the Centre of Folkestone, via the one way system. The Transport Assessment associated with the masterplan will look at opportunities to simplify the routes through the town centre to access the site.
- 8.35 Solving the transport challenges of the site is one of the key objectives of the master plan proposals; therefore it is envisaged that the project will improve the connectivity of the site to the town and railway station, for pedestrians, cyclists, users of public transport, and car drivers.
- 8.36 In addition to operational traffic, construction traffic has the potential to cause temporary disruption on the local road network. This will also be a major consideration in the phasing and development strategy will be developed as the master plan evolves.
- 8.37 A Transport Assessment will be undertaken for the proposals, which will assess the impact of the development within a study area agreed by Kent County Council and will include the following:
- The TA will be undertaken with reference to the latest national and local policies and guidance, for example with reference to parking provision
  - Affected junctions will be subject to analysis; the junctions included will be agreed with the Partnership Officer at Kent Highway Services
  - Both the baseline year scenario and the development year scenario will be assessed using appropriate growth factors, for am and pm peak periods
  - The trip generation and modal split information will be obtained using TRICS software
  - Mitigation measures will promote accessible solutions and a travel plan framework will be included.
- 8.38 Discussions continue with Kent County Council in respect of the transport matters and an interim Masterplan Report Transport Statement by Buro Happold is included at appendix 3 of this report.

## **F) Educational Contributions**

- 8.39 The site seeks a maximum quantum of 1000 units on site which will give rise to a certain child yield, dependant upon the proposed mix and unit type.
- 8.40 Kent County Council have commented on the core strategy submission document and state at state *“The development of Folkestone Seafront (Policy SS6) and Shorncliffe Garrison (SS7) will together require developer contributions to support the equivalent of a new two Form Entry primary school. A new primary school will be required at Shorncliffe Garrison, and there could also be expansion of existing schools in the Folkestone area. The Core Strategy policy for Folkestone Seafront does not mention this need and should be amended”* (our underlining).

8.41 Paragraph 5.34 notes that amendments should be made to the strategic site policies to correctly identify the primary school capacity that will be required and to confirm that developer contributions will be needed for them. The change recommended changes put forward by KCC in direct relation to the seafront site are set out below;

Unsound	Policy SS6 (Spatial Strategy for Folkestone Seafront)	<p>The policy makes no mention of the new school provision that is required. The development of Folkestone Seafront and Shorncliffe Garrison will together require developer contributions to support a new two form entry primary school. An additional clause should be inserted to the policy:</p> <p><i>“Development should not proceed unless and until provision is made for the additional primary school places required, not necessarily on the site. There will also be a need for contributions towards the cost of providing additional secondary school places required within existing school facilities.”</i></p>
---------	---	--

8.42 It is considered that the proposed wording, as set out by KCC above is premature and does not give enough consideration towards commercial viability. KCC note that SDC should *“correctly identify the primary school capacity that will be required”*. The exact quantum of development proposed for the Folkestone Seafront site is unresolved at present and the Masterplan will seek a ‘maxima’ of unit numbers.

8.43 The seafront site presents a number of challenges as previously set out, these challenges include the provision of costly infrastructure measures in order to ensure that the requirements of PPS 25 are met amongst others. The delivery of the site, the high quality of architecture envisaged and the regeneration opportunity offered to Folkestone is a material consideration when weighing in the balance other criteria that the development could provide for.

8.44 It is acknowledged that the seafront site will have an impact upon child yield as set out above within Folkestone and that the site should, at some level, seek to mitigate these impacts. However, any required contributions should be informed by a detailed capacity study of the existing primary and secondary schools within the area and the number of children that may be generated by the development, this level of information is considered premature at this stage.

8.45 Taking into account the above it is suggested that policy SS6 include the following additional clause;

**“Sufficient contributions, taking into account economic viability and other planning benefits as provided by the scheme, are made towards the primary and secondary educational needs generated by each phase of the development”**

8.46 In addition to their comments on viability KCC also comment on public realm and Natural England’s proposed coastal path as set out below;

Sound	Policy SS6 (Spatial Strategy for Folkestone Seafront)	In order to enhance development quality and sense of place insert an additional bullet point: <i>“Development contributions will be made to the upgrading and improvement of the public realm.”</i>
Sound but	Policy SS6 (Spatial Strategy for Folkestone Seafront)	Insert an additional bullet point <i>“The design of buildings and spaces should enhance the experience of Natural England’s English Coastal Path which will pass through the site.”</i>  Natural England’s “English Coastal Path”, which is in the process of development, should be referred to and provided for. It is important that the development seizes the opportunity to provide a “Gateway” experience for the route and this should be mentioned and catered for in this section. Further information is available from : <a href="http://www.naturalengland.org.uk/about_us/news/2010/280310.aspx">http://www.naturalengland.org.uk/about_us/news/2010/280310.aspx</a>

8.47 As set out within the indicative images included at appendix 4 of this report the emerging Masterplan is designed by Terry Farrell and Partners and encompasses over 2 years of design work and public consultation. The proposed scheme is of a very high design quality and envisages significant and multiple benefits to the surrounding public realm, including public square, board walks, tree planted avenues and indigenous landscaping.

8.48 With the above in mind it is not considered appropriate and nor is it likely to be financially viable, for the development to provide additional contributions to the public realm.

8.49 The second row of the table above refers to a requirement of the *“buildings and spaces to enhance the experience of Natural England’s English Coastal Path which will pass through the site”*

8.50 FHC have been in contact with Natural England with regards to the proposed walking route and will continue to work with Natural England to provide a suitable, safe and sustainable walking route through the site, however it is not considered appropriate that the design and spaces of the buildings should solely focus upon the proposed coastal pathway. Accordingly it is suggested that the following revised clause is incorporated;

**“The development of the Seafront Site should take into account the costal path proposed by Natural England, the development should aim to provide a ‘gateway’ to Folkestone when approaching the seafront from east or west and should seek to enhance the walking route wherever possible”.**

**G) Deliverability**

- i) Market Demand
- ii) Timeframe & Phasing
- iii) Deliverability

**i) Market Demand**

8.51 The proposed master plan for Folkestone Seafront incorporates a mix of land uses that are entirely compatible with each other and respond appropriately to those uses surrounding the site. The surrounding character of the site has been explained in detail earlier in this report and comprises a mixed use character of residential and commercial uses that make up Folkestone Town Centre.

8.52 The proposed land uses, including an appropriate mix of small and large housing, leisure facilities based around the seafront opportunities and indoor facilities,

alongside major environmental improvements reinforce the sustainability of this urban extension and provide the potential to assist in major economic regeneration.

**8.53** The master plan will also incorporate substantial beach nourishment and green links extending to the Leas Coastal Park and out to the town centre along the disused railway line. These 'green' benefits assist in enhancing the visual appearance, environmental quality and biodiversity of the site and surrounding area adding to the potential for creating an attractive urban area.

**8.54** As such, these enhancements and benefits all assist in making the site more attractive to future residents, visitors and businesses and will be used in the marketing and promotion of the spaces and dwellings on site.

**8.55** A detailed analysis of market demand has been carried out has been used to inform the master plan process to date. A detailed assessment was carried out of the following ;

- The profile of buyers likely to purchase housing and/or live at Folkestone Seafont
- The income and socio-economic profile of these purchases
- The spending patterns of these purchasers

**8.56** Following this analysis the anticipated buyer profile for the seafont site is predicted as to be as set below:

**Potential buyer profile**

Type	Group	Description	Households
9	B	Escape to the Country	8%
16	D	Side Street Singles	2%
23	E	Balcony Downsizers	4%
27	F	Shop Floor Affluence	2%
29	G	Footloose Managers	10%
32	G	Childcare Years	13%
34	H	Buy-to-Let Territory	15%
36	H	Foot on the Ladder	3%
37	H	First to Move In	11%
44	J	New Parents in Need	3%
61	O	Convivial Homeowners	1%
62	O	Crash Pad Professionals	26%
All other types			3%

**8.57** In addition to establishing a potential buyer profile S/CS have also analysed the challenges facing coastal town regeneration and have examined similar sites including Brighton Marina, Sovereign Harbour and Gunwharf Quays. This has resulted in a production of a 'checklist' to which the development should adhere in order to target the correct market and achieve commercial viability. The emerging masterplan includes all key features identified on the checklist, which is included at appendix 7 of this report.

**8.58** It is anticipated that as landowners, the Folkestone Harbour Company, alongside developer partners would facilitate the relevant services required for the land and ensure all relevant ground assessments, site preparation and mitigation measures will be undertaken. This will ensure that the land is ready and capable of being developed quickly when the land is divided into parcels and phased for end users / investors.

## ii) Timeframe & Phasing

**8.59** The anticipated timeframe for completion of the development is very much dependant on market conditions and the length of time needed to undertake the relevant site preparation and servicing, and the up-take by developers and investors.

**8.60** An estimated timeframe for development is envisaged over the next 15 year period 2012 - 2027, although this is likely to be subject to some change as the masterplan develops. The envisaged stages for development include the following:

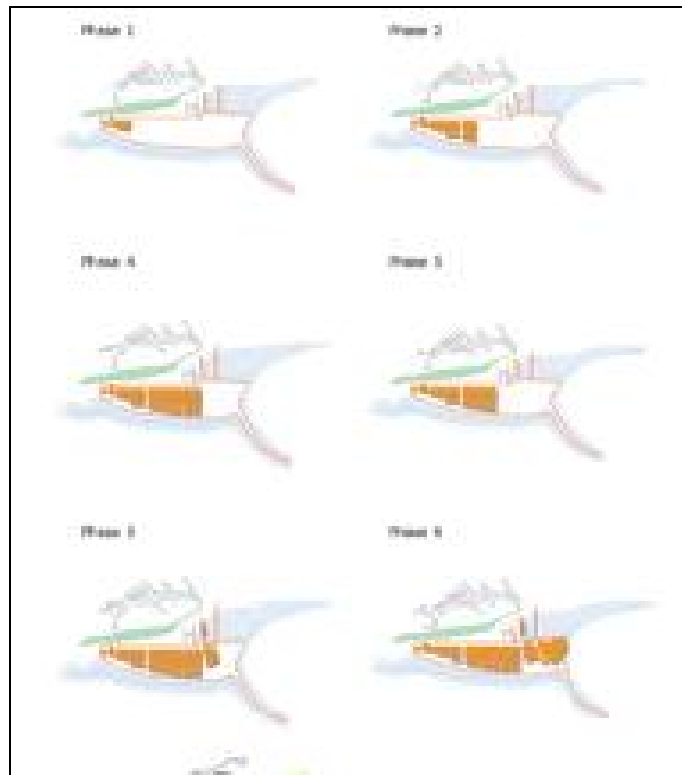
- Stage 1 Reserved matters applications & commencement of further assessments including species, archaeology, and ground conditions;
- Stage 2 Commencement of on site infrastructure works and servicing of the site;
- Stage 3 Development of phased parcels as indicated below on the following page.

**8.61** The scheme is anticipated to be delivered in approximately 5 / 6 principal phases which can then be broken down into smaller sub phases. This allows the flexibility for developers to bring forward the relevant mix of land uses within each sub phase or as part of the larger principal phases.

**8.62** It is anticipated that the beach nourishment will be undertaken as part of a pre-phase to the scheme and that Phase 1 will be developed out early as a statement of intent and to set the design standards for the development as a whole. The phasing is envisaged to commence at the western end and progress to the eastern end of the site. (See Appendix 4 for indicative phasing plan).



**8.63** The phasing of the development will be linked to the phasing of the costs towards infrastructure and improvements to road networks where required. This will ensure that as the development progresses funding is released to address the costs towards infrastructure improvements and any other relevant S106 costs. An indicative phasing plan is set out below;



**8.64** FHC has entered into a PPA with SDC; this document sets out a timeframe for the submission and progress of an outline planning application for the seafront masterplan. It is envisaged at this stage that an application for outline planning consent would be submitted in May 2012 with a view to securing consent in Autumn 2012, dependant upon the progress of SDC's emerging development framework.

**8.65** The PPA demonstrates the willingness of both parties to work together in respect of the development of the site and a desire to see the site come forward within the anticipated timeframe.

**iii) Deliverability**

**8.66** Following early market input into the development of the new approach by Cluttons, FHC instructed a comprehensive business plan review to investigate market demand for the a seafront development and provide detailed analysis on the financial viability of the project.

- 8.67** The business plan includes an initial economic viability appraisal which models the proposed development over its projected lifetime and cash flows the phasing of the project to show that it is capable of producing a realistic return to both the developer, by way of profit, and the landowner by way of a nominal residual land value.
- 8.68** The residual method of valuation undertaken involves calculating the gross development value (aggregate of total sales) for the completed scheme and then deducts all of the costs incurred throughout the project. These include build costs, professional fees, Section 106 and other obligations, costs of sale and financing costs throughout the project. The initial 'headline' figures for these costs include the following;
- 13 million pounds of abnormal costs, including remediation and flood defenses
  - 14 million pounds of public realm works, community facilities, viaduct access works and harbor arm works
  - 2 million pounds of transport contributions and works
  - 6 million pounds of s106 costs
- 8.69** A residual appraisal has been carried out by Capita Symonds and submitted to Shepway.
- 8.70** The residual appraisal undertaken demonstrates that, with the costs identified to date (both abnormal and otherwise), the scheme can deliver broadly acceptable land values to the Folkestone Harbour Company. This will be subject to agreeing obligations under section 106; affordable housing in particular. On this basis the scheme is considered to be viable and deliverable.
- 8.71** The development has been shown to be commercially viable and in this respect the Council can rely upon it to deliver the housing requirement and assist in meeting its long term aspirations for this part of Shepway.
- 8.72** The indicative residual appraisal is made available to officers as a separate document due to commercial sensitivity. The plan is submitted to Shepway District Council with the aim of assisting officers during the Examination in Public and in support of the emerging masterplan, it is submitted without prejudice and figures may change prior to the submission of the outline planning application.

## **9 Conclusions**

- 9.1** The Folkestone Seafront site is being promoted for a mix of uses that will enable the site to integrate with the town centre and the coast line creating a sustainable urban community.
- 9.2** The land uses proposed for the site are appropriate and reflective of the character of the area and the need to assist in the economic regeneration of Folkestone where it has not been achieved previously. The mix of land uses promote a flexible approach to development and will lead to a major enhancement of the environment in this location. These elements will create an attractive living / leisure centre for future residents, visitors and businesses to Folkestone.
- 9.3** The masterplan is at an advanced stage of design development and discussions have been held with key stakeholders including the Environment Agency, English Heritage, Natural England and Kent County Council.
- 9.4** Early public consultation demonstrates that there is significant stakeholder and public 'buy in' for the master plan approach to the development of the seafront. This is anticipated to be strengthened as the masterplan develops and further consultation is held with the public and stakeholders.
- 9.5** Folkestone Seafront is available for development and there is a willingness of the landowner to bring the site forward over the plan period. A phased approach is being promoted for the site and the master plan demonstrates that the site can be easily be divided into parcels which can then be released to developers or investors in smaller / larger parcels as required.
- 9.6** The design code and parameters to be defined in the outline planning application will ensure that the development will be constructed to high standards of design, layout and quality.
- 9.7** The master plan development will be viable and ensure an appropriate return to the land owner and developer making the site both deliverable and attractive. The land uses allow flexibility to address future market changes that could otherwise prevent development from coming forward.
- 9.8** The assessments undertaken therefore demonstrate that the Folkestone Seafront is both available and suitable for the development proposed and as such follows the aims and objectives of the Local Plan, the Spatial Strategy for Folkestone, emerging Core Strategy and National Planning Policy.

Filename: Final Evidence doc - Jan2012.doc  
Directory: F:\Instructions\Hounslow High St\2011 Application\2011  
Application submitted to LB Hounslow  
Template: P:\Personal\Templates\Normal.dotm  
Title: Suitability:  
Subject:  
Author: rm  
Keywords:  
Comments:  
Creation Date: 27/01/2012 13:00:00  
Change Number: 6  
Last Saved On: 27/01/2012 16:48:00  
Last Saved By: sround  
Total Editing Time: 147 Minutes  
Last Printed On: 27/01/2012 17:11:00  
As of Last Complete Printing  
Number of Pages: 35  
Number of Words: 9,891 (approx.)  
Number of Characters: 56,385 (approx.)