

WELCOME



WE WANT TO HEAR YOUR VIEWS ON OUR LATEST PROPOSALS FOR THE NEXT PHASE OF THE DEVELOPMENT OF FOLKESTONE HARBOUR AND SEAFRONT.

The public consultation programme for Plot E was launched on 18 August 2022.

Initial feedback from statutory consultees suggested the design should create more of a focal point, while sitting between Marine Parade, alongside the Grand Burstin Hotel and the Harbour.

As a result, the architects have revised the designs for Plot E, which you can now see on these banners.

Today, we are consulting on detailed proposals for Plot E to deliver:

- Approximately 100 new homes with a mix of one to four bed apartments and townhouses
- A two-level car park, covered by a podium garden for residents
- A shingle beach garden between Plot D and E, linked to the boardwalk

These proposals are part of the regeneration of Folkestone Harbour and Seafront which secured outline planning consent in 2015 for up to 1,000 homes, as well as new public spaces. In April 2018 a series of amendments to the masterplan were also approved.

After you've considered our plans for Plot E, please complete a short feedback form to tell us what you think. Your views will help shape the future of this vibrant part of our town and will be shared with Folkestone & Hythe District Council.

You can also leave your views online at www.folkestoneseafront.com

SUPPORTING FOLKESTONE

Each plot within the masterplan for the redevelopment of the harbour and seafront is designed to benefit local people and the economy by:

- Transforming the public realm
- Delivering new homes
- Creating employment opportunities
- Enabling local residents to become business owners
- Enhancing Folkestone's reputation as a place to live and visit
- Improving the biodiversity of the area
- Bringing wider benefits to the town
- Substantial investment in local infrastructure



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ABOUT US



FOLKESTONE HARBOUR & SEAFRONT DEVELOPMENT COMPANY IS LED BY SIR ROGER DE HAAN AND AN EXPERIENCED BOARD OF DIRECTORS.

EVERY MEMBER OF THE TEAM SHARES A COMMITMENT TO DELIVERING A HIGH-QUALITY DEVELOPMENT THAT HAS AND WILL CONTINUE TO BRING SUBSTANTIAL BENEFITS FOR PEOPLE WHO LIVE AND WORK IN FOLKESTONE.

OUR VISION

By the time we acquired the Harbour in 2004 it had fallen into a serious state of disrepair. Having realised the scale of the challenge, we set about restoring the dilapidated harbour, harbour station and seafront.

Our guiding principle is to create a vibrant and attractive place that can be enjoyed by residents and those who visit Folkestone. The aim is to reinvent the English seaside experience and once again make the town one of the country's most popular destinations.

PROJECT TEAM

We have brought together a team with an international reputation for making exciting things happen - architects, planners, surveyors, engineers and construction companies. They each share our vision for quality, design and delivery - and being the best that we can be, for the benefit of Folkestone.



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HISTORY OF FOLKESTONE SEAFRONT



FOLKESTONE, LIKE MANY ENGLISH SEASIDE TOWNS WITH ITS HARBOUR AND SEAFRONT, HAS SEEN SIGNIFICANT CHANGES DURING ITS 200-YEAR HISTORY.

THE TOWN HAS CONSTANTLY EVOLVED FROM A SMALL FISHING HARBOUR TO GENTEEL VICTORIAN RESORT WITH THE ARRIVAL OF THE RAILWAY IN THE 1840S. IT WAS A PIVOTAL PORT OF EMBARKATION DURING BOTH WORLD WARS AND WENT ON TO BECOME A FREIGHT AND CARGO PORT, FERRY TERMINAL AND FAIRGROUND.



A SEAFRONT IN DECLINE

Passenger ferries ran until the late 1990s, when operators encountered growing competition and subsequently the port was closed.

The Harbour underwent a period of decline, and in the following years hosted a large concrete lorry park, a collection of dilapidated buildings and a scrap metal yard. The Rotunda Amusement Park functioned as a popular attraction until it was closed in 2003.

By the time we acquired the Harbour in 2004 and the Rotunda site in 2007, they had fallen into a state of serious disrepair. The area had been abandoned and was inaccessible to the public, providing no benefit to Folkestone.

Since purchasing the site, we have repaired and restored damaged structures in the Harbour and brought new life and purpose to the area - including developing the extremely successful Harbour Arm. However, in order to sustain this success, we must continue to develop within the masterplan.

TODAY

No longer derelict, today Folkestone Harbour and Seafront is a hive of activity with people of all ages enjoying themselves. It is a place the town can be rightly proud of, having been visited more than two million times during 2021.

Our proposals to redevelop the site with new residential apartments and homes brought with them a commitment to repair and restore much of the key structures of the harbour. This has largely been completed, breathing new life and purpose into the area, and work is continuing on delivering the residential elements of the project.

The new proposals offer an exciting new chapter for the town, its residents and local businesses.



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PROGRESS TO DATE



LOCAL RESIDENTS, AND VISITORS, WILL HAVE SEEN THE TRANSFORMATION OF FOLKESTONE HARBOUR AND SEAFRONT IN RECENT YEARS – MAKING IT ONE OF THE DISTRICT'S MOST POPULAR DESTINATIONS FOR A DAY OUT.

The investment by Folkestone Harbour & Seafont Development Company has, and continues to, improve the area and transform its fortunes. We are proud to have created new and attractive spaces that local people and visitors can enjoy. We have repaired, restored and enhanced the Harbour Arm, station, viaduct and swing bridge, signal box and lighthouse, each important heritage assets that can now be properly appreciated again.

In addition to these heritage restorations, we installed an interactive fountain for local residents and visitors to enjoy, as well as constructing the boardwalk, connecting the Harbour Arm with the Lower Leas Coastal Park.

SEAFRONT REGENERATION CONTINUES

Businesses that call the Harbour Arm their home have increased from five food outlets in 2017 to an estimated 53 by the end of 2022. The current 40 independent businesses employ more than 150 people, and in the last 12 months we doubled our number of employees to 26. We are proud to have created an incubation space for new local businesses that go on to thrive and employ their own staff.

On the Harbour Arm, the Goods Yard has increased its capacity. Thanks to the Harbour Screen, it can host free sports and cinema events for local people to enjoy. Putters!, a new adventure golf course and café, has opened next to the Little Rock restaurant and Pilot beach bar, adding to the popularity of Beachside.

Despite the challenges of the last two years, we have continued to invest in the town and play our part in making Folkestone a fantastic place to live, work and visit.



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THE MASTERPLAN – THE BIGGER PICTURE



FOLKESTONE HARBOUR & SEAFRONT DEVELOPMENT COMPANY IS PERFECTLY PLACED TO DELIVER UPON ITS PROMISES, THANKS TO THE VISION AND FINANCIAL COMMITMENT MADE BY SIR ROGER DE HAAN, NON-EXECUTIVE CHAIRMAN OF THE TOWN'S PRINCIPAL EMPLOYER SAGA GROUP. HE IS SUPPORTED BY A BOARD OF DIRECTORS WHO PROVIDE AN EXTENSIVE RANGE OF SKILLS AND EXPERTISE IN THE HOUSING, PROPERTY, BUILDING AND PUBLIC SECTORS.

A DIFFERENT APPROACH TO DEVELOPMENT

In most residential and commercial developments, the public and community benefits are delivered in phases, when the project hits key milestones as it progresses.

In the case of Folkestone Harbour and Seafront and after securing the outline planning consent, the improvements to the public realm were funded first as a way of delivering the earliest benefits for local businesses, residents and the town as a whole – ahead of the residential development.

PHASED DEVELOPMENT

To maintain the quality of design and construction and keep pace with demand, we have adopted a phased approach to the delivery of the new homes. We continue to work with Kent-based contractors to maximise the employment and economic benefit for the county.

OUTLINE CONSENT

Which was originally granted in 2015 and updated in 2018 – establishes the principle of development; the development parameters including maximum heights, land use and design intentions; and the affordable housing, parking provision and other contributions. We are now consulting on the reserved matters consent, which seeks to establish the detail of the proposals including access, appearance, landscaping, layout and scale.

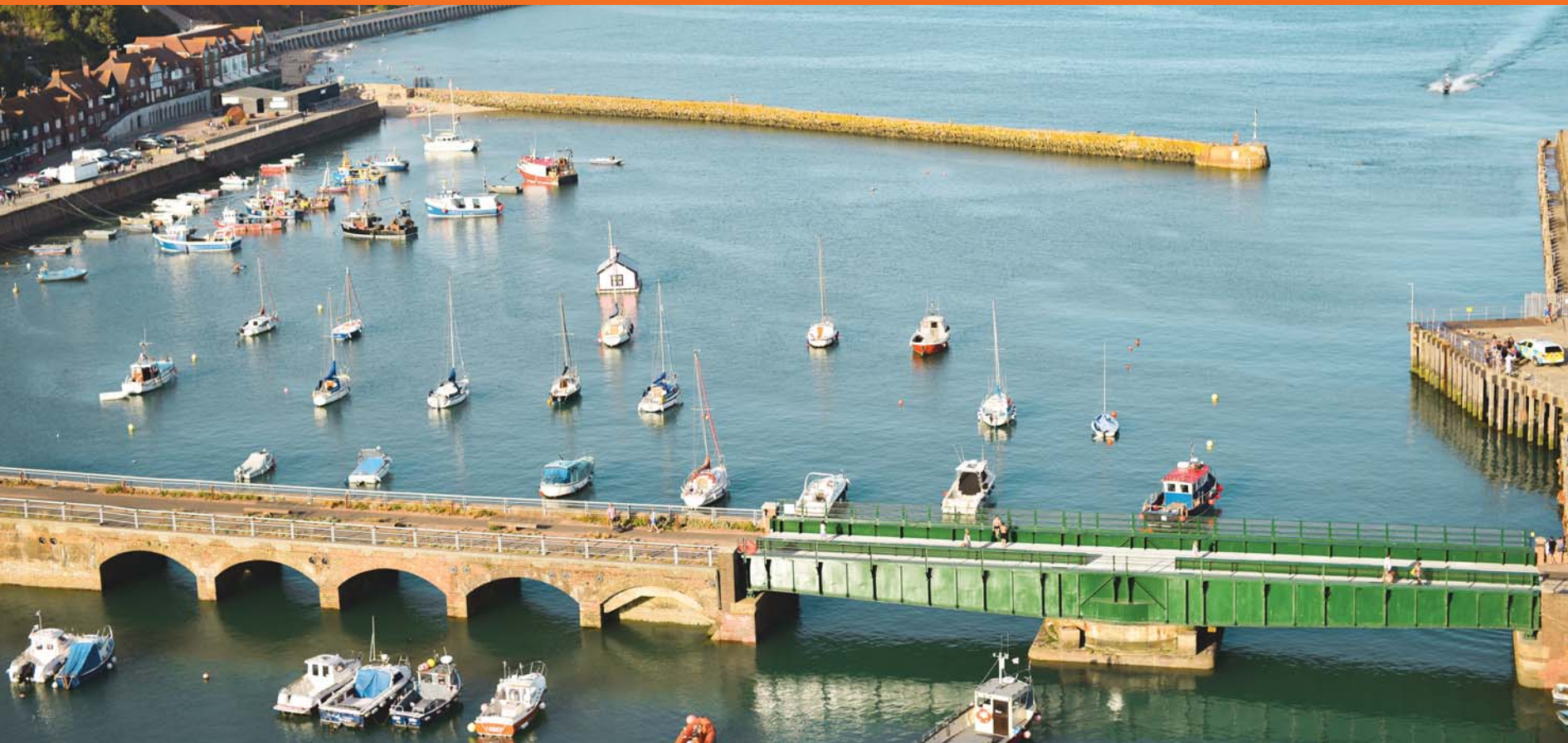
LATEST UPDATE:

- **Work is currently under way on Plot B with its collection of 84 townhouses and apartments.**
- **Plot C, with 110 new homes, is the subject of a detailed planning application submitted to Folkestone & Hythe District Council. A decision is expected later this year.**
- **Plans for Plot A, with its 13 apartments and proposals for Leas Lift Square, have also been submitted to the council.**
- **Plot D1, with five interconnecting buildings, will comprise 96 new homes split across five storeys offering a mix of one to four bedroomed apartments and duplexes. A planning application has also been submitted for this element of the masterplan.**



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COMMUNITY BENEFITS



IN ADDITION TO THE MASTERPLAN CREATING AN ATTRACTIVE AND VIBRANT HARBOUR AND SEAFRONT, THE BENEFITS GO BEYOND THE IMMEDIATE AREA. THIS IS THANKS TO THE SECTION 106 AGREEMENT AGREED WITH THE COUNCIL BY FOLKESTONE HARBOUR & SEAFRONT DEVELOPMENT COMPANY.

A significant investment is being made into the Folkestone community, details of which are below.

IMPROVING LOCAL PUBLIC SERVICES:



A significant contribution towards local GP services within 2.5km of the Signal Box at the Station



Local primary schools will benefit from a significant contribution



Plus significant contributions to youth and community facilities, play space, libraries, adult education, footpaths and road improvements

TRANSFORMING THE PUBLIC REALM:



Contributing £200,000 to the Seaspots Centre

A further £500,000 - £800,000 towards beach sports facilities



Providing £800,000 to support the reopening of the Leas Lift

THIS IS ALL POSSIBLE THANKS TO:



The delivery of up to 1,000 new homes with a range of accommodation, including 80 affordable homes



The development of up to 10,000m² of commercial space, including leisure and retail, which will contribute to the creation of hundreds of new jobs in the tourism and leisure industry - and support the 50+ businesses already operating on the Harbour Arm



The Council granting permission for the multimillion-pound restoration of The Harbour Arm, the station platforms, the viaduct and swing bridge, plus the introduction of the Boardwalk and Fountain Square



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PLOT E – THE LOCATION



THIS SITE FORMS THE PENULTIMATE DEVELOPMENT PLOT OF THE AREA DEFINED AS THE ‘CRESCENTS’ IN THE SEAFRONT DEVELOPMENT MASTERPLAN. THIS INCLUDES ALL DEVELOPMENT PLOTS ON MARINE PARADE, WHICH ARE LARGELY RESIDENTIAL, ENDING WITH PLOT A AND THE LEAS LIFT SQUARE, CLOSE TO THE ENTRANCE TO LOWER LEAS COUNTRY PARK.

Being close to the harbour, Plot E is a key location and the first introduction to the residential development. The importance of the direct connection to the harbour affects how the massing is distributed, creating a presence alongside the harbour.

Plot E is on the easterly part of the beach front masterplan. The Bursin Hotel is located immediately to the north of the site and the Marine Parade listed buildings are to the north-west.

Various design guidelines, restrictions and opportunities were set when the masterplan was approved by Folkestone & Hythe District Council, including the volume, height, and design guides on how the different buildings come together. The guidelines also included strengthening and extending the character of the harbour, as well as the treatment of the front and rear elevations, with an emphasis on the verticality of the proposed development.

The design for Plot E is consistent with these guidelines, aiming to enhance the existing built heritage and heightening important views, which informed how the building was developed.



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HIGH QUALITY DESIGN



We have developed our designs in line with the outline planning consent received previously. Plot E is the penultimate development plot defined as the 'crescents' within the masterplan in close proximity to the harbour end of the development site.

Like the other buildings in the masterplan, Plot E has its own high-quality identity, designed to complement Plots A, B, C1 and D1 while introducing a new design language.

Plot E has been designed and engineered using materials that are robust and will maintain their appearance for many years to come.

DELIVERING NEW HOMES

Plot E will offer approximately 100 new homes split across five storeys, with a mix of one to four bed apartments and townhouses. The design ensures that all proposed dwellings have windows facing the sea and/or the podium garden.

On Marine Parade the building is five storeys high and towards the crescent road steps gradually to three storey townhouses closest to the sea. The south facade steps back to create interesting terraces, which also enhances views across the plot.

The building delivers harbour views to the north-east side and its layout has been rotated to maximise the views towards the harbour and viaduct.

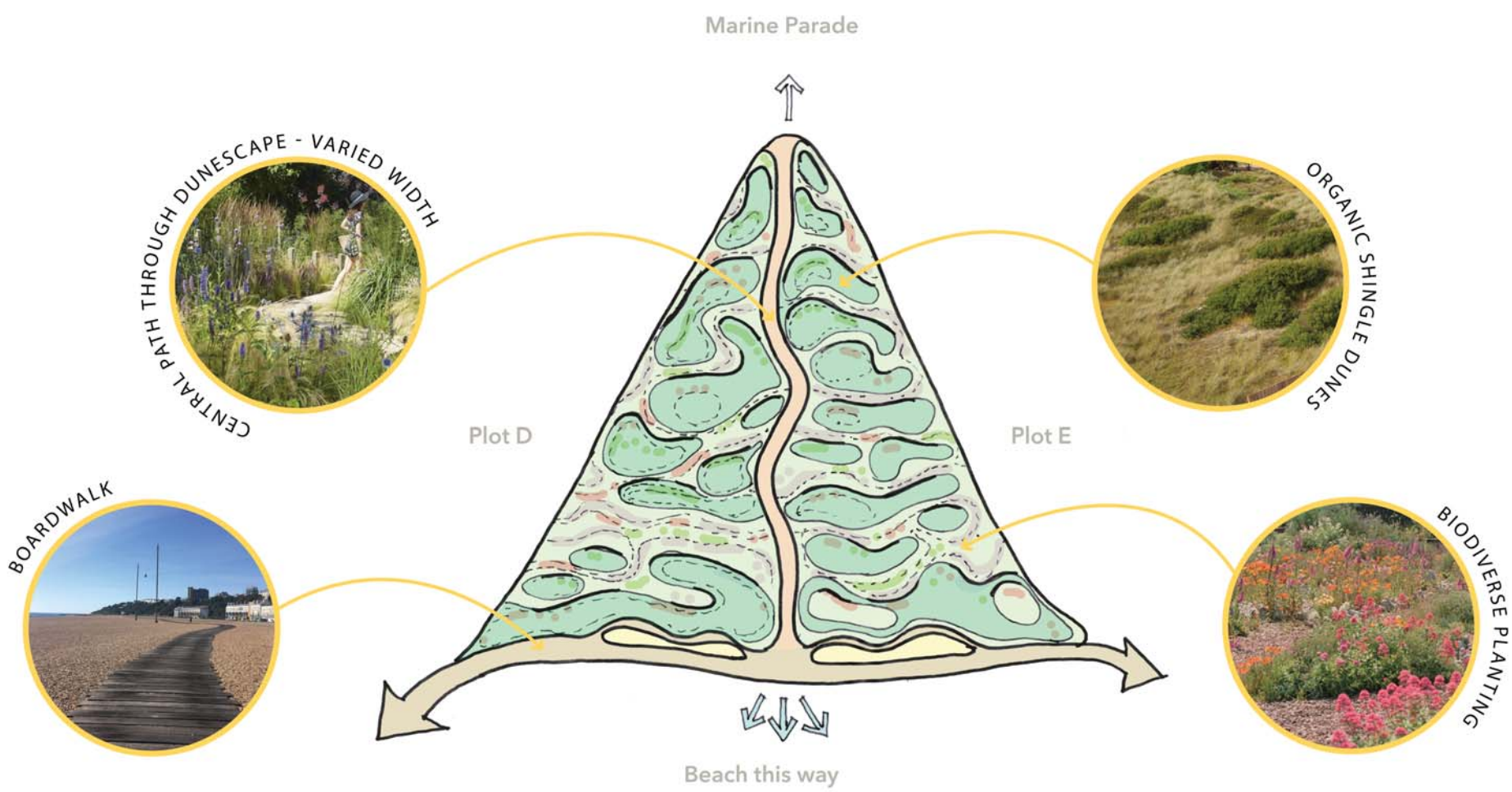
Plot E would deliver six affordable homes of varied sizes.

The building has been designed to enhance accessibility for all persons.



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LANDSCAPING



ENHANCING MARINE PARADE

The proposals enhance the streetscape of Marine Parade by introducing numerous street trees and planting. The design demonstrates the vision for the future landscaping of the street as a tree-lined boulevard.

SHINGLE GARDEN

The publicly accessible shingle garden between Plots D and E focuses on coastal planting and biodiversity, with the undulating form creating protection from the elements and microclimates for biodiversity.

A central walkway gently meanders the length of the shingle garden, this also provides some moments for seating and to enjoy the view.

PODIUM GARDEN

The residents' communal podium garden is accessible via the resident lobbies, as well as two feature stairs – one on Marine Parade and one on Crescent Way.

It offers a mixture of open biodiverse lawn surrounded by swathes of coastal planting, a sheltered tree grove and plenty of seating. The design incorporates a local area for play for residents with a looping trail through a mixture of spaces and planting. Private residents' terraces with defensible planting will line the edge of the podium garden.

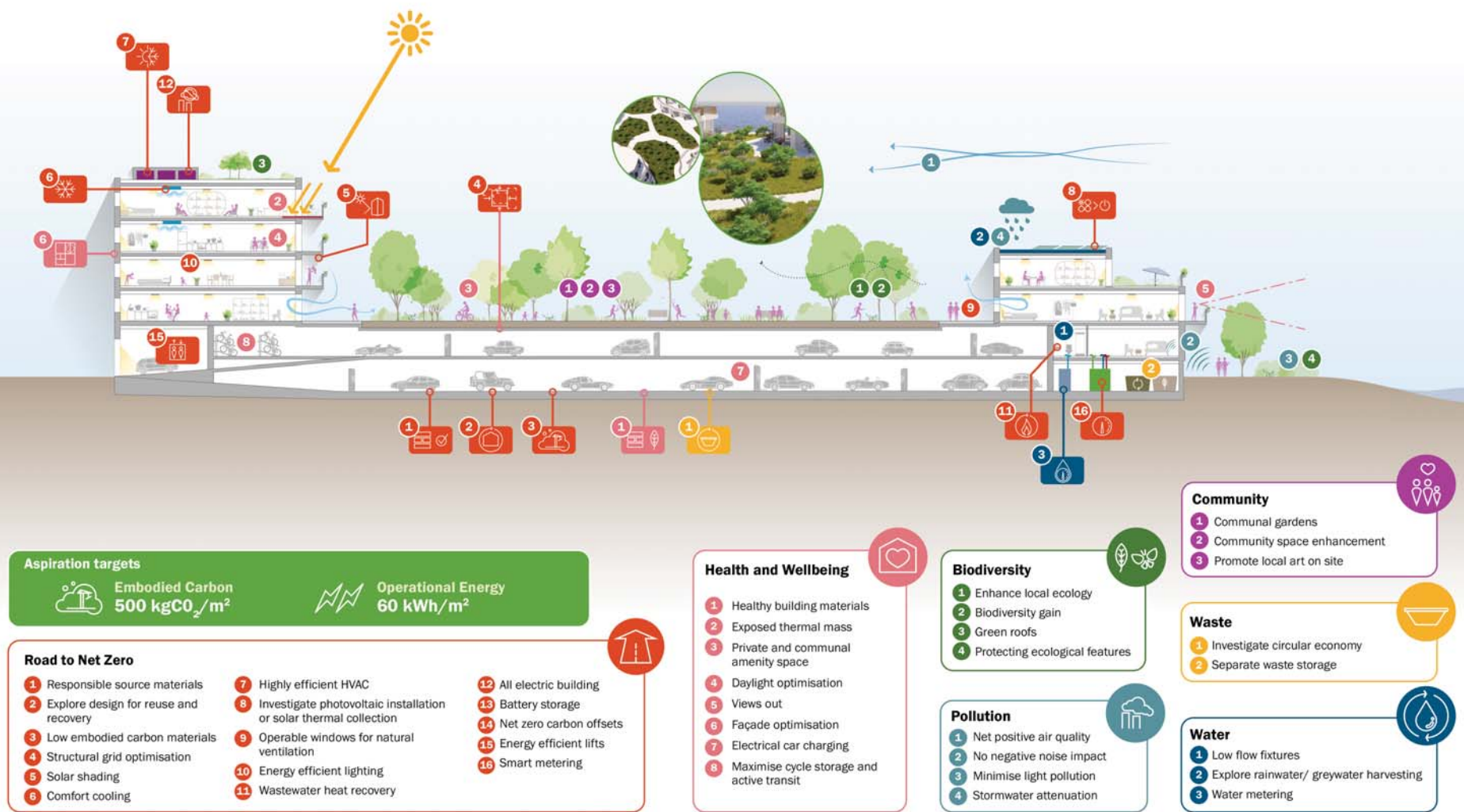
Enhancements to biodiversity are also incorporated throughout the landscape proposals with consideration given to local species.



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SUSTAINABLE DEVELOPMENT

PLOT E ADOPTS A FORWARD-LOOKING APPROACH TO ITS DESIGN, CONSTRUCTION AND USE OF MATERIALS, WITH AMBITIOUS SUSTAINABILITY TARGETS SET TO GUIDE THE DESIGN.



THE DEVELOPMENT SEEKS TO CHALLENGE CONVENTIONAL DESIGN PRINCIPLES TO MINIMISE WHOLE LIFE CARBON IMPACTS AND PROMOTE SUSTAINABLE LIVING. WE HAVE TAKEN A FABRIC-FIRST APPROACH TO ENSURE THE FAÇADES ARE OPTIMISED TO REDUCE ENERGY USE AND MAXIMISE DAYLIGHT, BALANCING INSULATION, AIR TIGHTNESS, SHADING AND GLAZING PROPORTIONS.

An all electric, highly efficient heating, ventilation and air conditioning strategy is proposed from the outset to eliminate potential local sources of pollution and maximise the use of low carbon and renewable electricity. Renewable energy solutions are also proposed, with photovoltaic panels producing clean energy for the development.

To promote user wellbeing, the façades are being optimised to balance risk of overheating and daylight access. Natural ventilation, solar shading and exposed thermal mass will be included to

regulate internal temperature fluctuations and provide comfortable conditions. The façade is also designed to limit summer solar gains.

The gardens are designed to enhance biodiversity and use local species where appropriate.

Harvesting of rainwater for use in the podium gardens is proposed, which, combined with water-efficient fittings, will greatly reduce the development's demand for potable water.



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PARKING AND ACCESS



CAR PARKING

The proposed new homes at Plot E will share a minimum of 150 car parking spaces, split over two-storey, covered by the podium garden, and accessed from Marine Parade.

Each parking space would have the capability to charge an electric vehicle. Cycle storage will also be provided for every home.

TRAFFIC MANAGEMENT

The planning application will be supported with a transport assessment and follows consultation with Kent Highways.

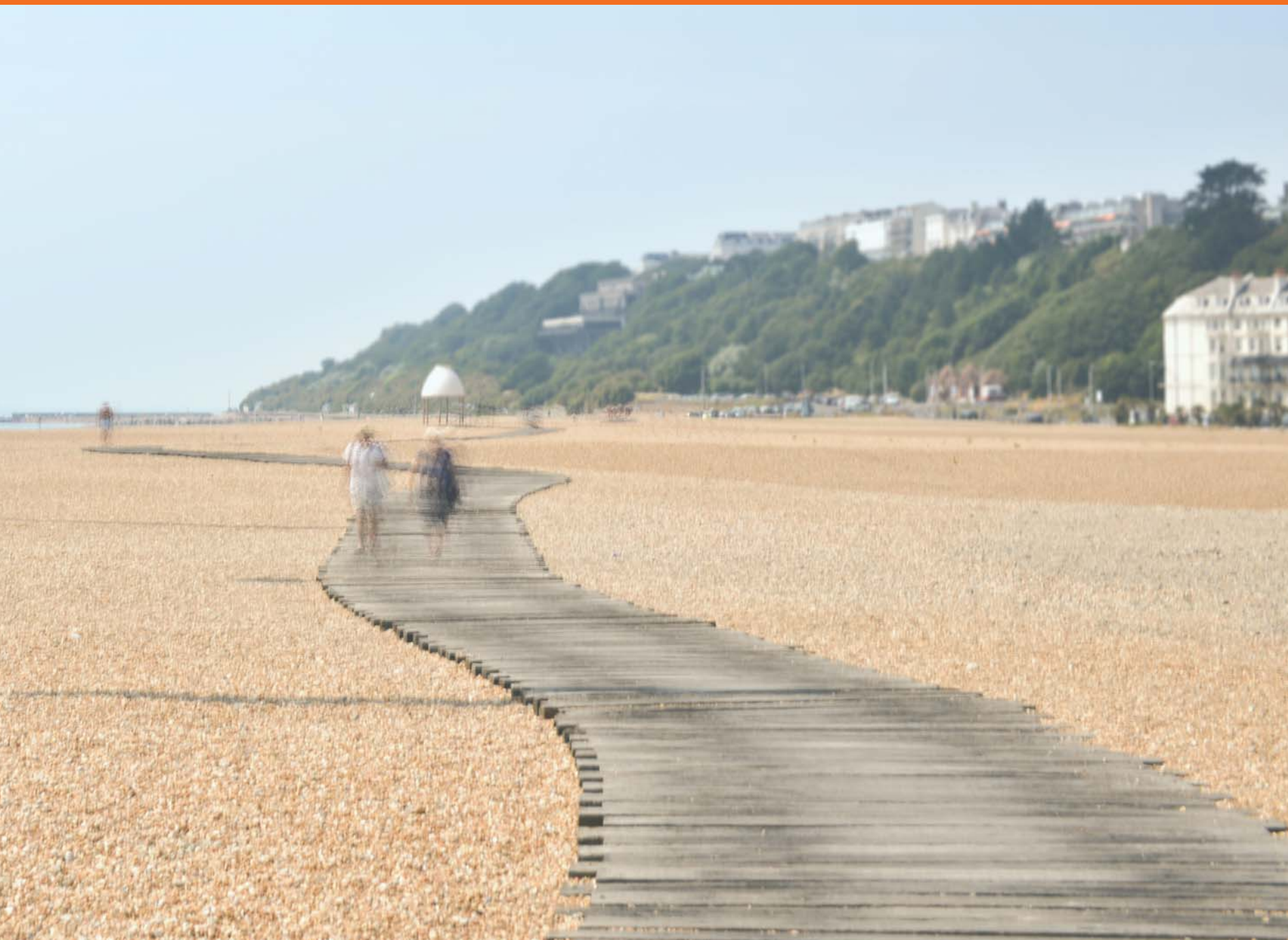
ACCESS

Resident access to the new homes at Plot E will be from Marine Parade or Crescent Road - which will be re-greened as part of our proposals for a tree-lined boulevard - with access also possible from the beach.



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NEXT STEPS



FOLLOWING THE CONSULTATION WITH LOCAL RESIDENTS, BUSINESSES AND STAKEHOLDERS, WE WILL SUBMIT DETAILED PROPOSALS TO FOLKESTONE & HYTHE DISTRICT COUNCIL TO DEMONSTRATE HOW WE INTEND TO DELIVER THE NEXT STAGE OF THE MASTERPLAN WITHIN OUR AGREED PLANNING CONSENT.

Thank you for attending today's event. Before you leave, please complete a feedback form [here](http://www.folkestoneseafront.com) or you can find it online at www.folkestoneseafront.com.



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