



a local strategy for
Felixstowe
Peninsula



Produced for:

East of England Development Agency (EEDA)

English Partnerships

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Suffolk Coastal District Council

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East of England Development Agency
English Partnerships
Felixstowe Town Council
Suffolk Coastal District Council

Local Strategy for Felixstowe Peninsula

Final Report

April 2006

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1. INTRODUCTION

1.01 David Lock Associates, along with SQW, BBP and Hyder Consulting ('the consultant team') were commissioned by the East of England Development Agency, English Partnerships, Suffolk Coastal District Council and Felixstowe Town Council ('the client team') to produce an independent study of the Felixstowe Peninsula to formulate a long term strategy for the regeneration and enhancement of the urban fabric of Felixstowe and adjoining villages.

Vision Statement

1.02 The local strategy for Felixstowe Peninsula presented in this report seeks to address the key issues facing the Felixstowe Peninsula, as identified in the Issues Report (published May 2005) and summarised in chapter 2 of this document.

1.03 The Issues Report provided a detailed baseline study of the Felixstowe Peninsula including analysis of the area, its existing structure, constraints and opportunities. From this baseline study the key issues prevalent in the area were clearly identified and explored, revealing a set of trends. Five key issues were identified comprising:

- housing;
- employment;
- leisure;
- town centre and;
- community development.

1.04 The Issues Report reveal some worrying trends which without intervention threaten many simple aspects of life that the existing population, and future generations currently take for granted. A number of the issues revealed negative trends including low supply of housing which is not meeting demand, limited economic diversity, local facilities such as schools under threat, and a declining leisure industry. A detailed account of the issues and trends can be found in the Issues Report.

-
- 1.05 Of course, intervention suggests change. This is unpalatable to some of the current population but it is important to remember that towns and cities are never static. They evolve over time, grow or shrink, in line with the demands placed upon them.
- 1.06 Addressing negative trends is central to securing a prosperous future for the Felixstowe Peninsula and as such the scenarios for future growth outlined in this Local Strategy report a range of approaches for addressing the issues, from minor to major intervention.
- 1.07 This document sets out four overarching and wide reaching scenarios for the future of the Felixstowe Peninsula. The scenarios reflect different levels of growth and development in the coming years ranging and the implications, costs and benefits of each is explored

Port Reconfiguration

- 1.08 On 9 March 2006 Transport Minister Derek Twigg announced that the Office of the Deputy Prime Minister had approved Hutchison Ports' proposals for a new container terminal at Felixstowe South including landward works forming part of the reconfiguration proposals.
- 1.09 The proposals involve the reconfiguration of the Landguard terminal as a deep-sea container port, and add almost one kilometre of quayside dedicated to the handling of more containers at Felixstowe.
- 1.10 When the Local Strategy was commissioned back in spring 2005, a decision on the ports future was still awaited. We therefore considered Felixstowe with and without the Port reconfiguration. It was clear that if planning permission was granted, the Port would reinforce its substantial role within the town with impacts for the social and economic life of the town. This is something Transport Minister Derek Twigg recognised in granting planning permission when he stated,
- "It is important to ensure that the wider impacts of major port developments are fully taken into account."*
- 1.11 This Local Strategy identifies a range of scenarios which Felixstowe could face.
- 1.12 Scenarios One to Three have been developed on the current status quo (i.e. without the Port reconfiguration). The content of these scenarios are based solely on the

current problems, issues and trends that the Peninsula currently faces. The levels of intervention proposed are justified by the current situation.

- 1.13 Approval of the proposals to reconfigure the Port increases the need for planned change. Scenario Four explores this by assuming the Port reconfiguration. The scenario is based on Scenario Three but incorporates some of the key socio-economic impacts associated with the Port and proposes further intervention.
- 1.14 All four scenarios have been developed by the consultant team by:
- drawing on local knowledge derived by discussions with stakeholders and the general public;
 - a review of existing data and studies;
 - undertaking new studies of key issues; and
 - applying the combined expertise of the consultant team in their relevant fields.
- 1.15 While the consultant team have developed the scenarios, it is the communities of the Felixstowe Peninsula, and their elected representatives, who have the responsibility to identify, adopt and implement a preferred strategy through the Local Development Framework (LDF) process.

2. KEY ISSUES AND TRENDS

BACKGROUND

- 2.01 The scenarios are based upon the identification of **key issues and trends** that the Peninsula and its residents currently face and those that they might face in the future.
- 2.02 Preparation of background documents and working papers by the consultant team have aided identification and understanding of the issues. This knowledge has built the scenarios. The full content of these reports is not replicated here, but can be read alongside this document. The full list of outputs (such as these reports) from the consultant team is included in Appendix A.
- 2.03 The **key issues** comprise:
- demographics;
 - housing;
 - the local economy;
 - education; and
 - transport.
- 2.04 The key issues are explored in detail in the Issues Report: Working Paper (produced by DLA & consultant team in May 2005) and the issues are reviewed in summary in the following section:

DEMOGRAPHICS: THE PROFILE OF THE LOCAL POPULATION

A population imbalance

- 2.05 The town's population has more people of retirement age and fewer people of working age than the norm, either in the rest of Suffolk or across the UK, though broadly comparable with other seaside towns. This profile could become critical to the vitality and viability of the town if trends continue.
- 2.06 Over the period 1991-2001, the population grew by 6.6%, but there was a reduction by 5.7% of 18-29 year olds and a growth by 7.4% of people aged 45-64.

An ageing population

- 2.07 The population of Felixstowe is made distinct by its age profile, which is a result of trends occurring at both ends of the age range:
- Birth rates are falling and younger people are leaving the town to seek other opportunities for housing and employment.
 - The older population is growing due to a combination of factors which include the influx of older residents who retire to the area and extended life expectancy with improvements in health care.
- 2.08 The seaside town is a popular place to live among retired households. This gives Felixstowe a higher than average retired population.
- The 2001 census records that the over 65 year old age group accounts for 22.8% of Felixstowe's population, (5,484 people of the town's total population of 24,052).
 - The elderly population is growing – the over 65s group comprised 21.7% of Felixstowe's population in 1991 (4,314 of 19,924).
 - 60 plus year olds make up approximately 28% of the towns population, compared to:
 - 23% in Suffolk
 - 20% nationally.

- In the ten years to 2001 22.8% of all new residents were in the 65+ age group.

2.09 An ageing population places increasing pressures on local doctors, hospitals and care services. It is currently forecast that 85% of population growth in the town between 2003 and 2028 will be in the 60+ age group.

Loss of young generations

2.10 At the same time, younger generations have to look outside Felixstowe for careers and housing. Felixstowe lacks opportunities for Further and Higher Education, obliging young people to look to Ipswich and beyond to continue their education. In 2001, 51% of people moving away from Felixstowe were aged between 16 and 34. The brightest minds and most able individuals are being lost from the town.

Smaller households

2.11 The population of Felixstowe is increasing slowly, but household size is falling. So despite slow population growth, there are even more people looking for homes, and Felixstowe has more and more smaller households - single people or couples particularly those that are key workers or first time buyers. This **increase in demand for homes is not matched by the number or type of homes in the town.**

2.12 The Office of the Deputy Prime Minister released new household projections in March 2006. These suggested that average household size is likely to fall from 2.34 persons in 2003 to 2.1 persons in 2026. This fall is largely attributed to an increase in one person households brought about by social changes in the way we live. This includes people marrying later in life, having children later in life, increasing levels of divorce and longer life expectancy. Therefore, a stable population would have a greater demand more homes.

2.13 For the Felixstowe Peninsula, should the population be stable, there will be a greater demand for homes from the existing population. Should no new homes be built, people will be forced to move away from the Peninsula in search of homes. The fall could be by as much as 3,650 people, mainly young families and children. This is not good for schools and local services. To stop this fall 1,740 new homes would need to be built.

- 2.14 These figures assume no inward migration to the Peninsula. Currently net migration remains dominated by older age groups. Should there be inward migration to the Peninsula, the demand for homes will be even greater.

HOUSING

- 2.15 The growth of jobs in Felixstowe, driven by expansion of the Port, is out of balance with the availability of housing.
- 2.16 Up until the completion of the Grange development in the town, housing development had kept pace with the increases in local employment, driven by the expansion of the Port. The Port has continued to expand and to create more jobs, both directly and in the businesses that support its operation. **But few new homes have been built recently.** More of the new jobs are being taken up by people who are not able to find a home in Felixstowe even if they would like one.
- 2.17 The 2001 Census revealed that there was a **daily net inflow to Felixstowe of 2,719 workers.** This comprised an outflow of 3,600 Felixstowe residents to jobs in Ipswich and elsewhere and an inflow of 6,319 non-residents who work in Felixstowe but live elsewhere. The Port is proposing to expand further, perhaps substantially. If or when it does, the existing housing imbalance will get worse. At a time when planning policy is aimed at minimising the need to travel to minimise the use of finite energy resources and the production of greenhouse gases, this pattern may not be sustainable. One answer is to restrict Port development but this has serious consequences for the national economy and is not compatible to the recent permission for reconfiguration of the port. Another is for Felixstowe to expand so that the pattern of homes and work becomes more sustainable.

Affordable Housing

- 2.18 **There is a shortage of affordable housing for local first time buyers and lower wage households in the town.** The general upward movement of house prices nationally and regionally has been compounded in Felixstowe by the increase in the number of jobs compared with the number of homes, and the growth of smaller households. England as a whole has witnessed a decline in the average household size and this is expected to continue to fall. The average number of people living in a household in England and Wales was 2.36 in 2001, down from 2.51 in 1991 (based upon Census information <http://www.statistics.gov.uk>).
- 2.19 Demand for homes is outstripping supply across the country, but is acute in the Felixstowe Peninsula. This is likely to get worse in Felixstowe as the Port expands.

The local economy does not benefit if these people spend their wages elsewhere rather than support shops and services in the town and villages.

- 2.20 Young couples and young families have to move away even though they may not wish to. This is creating a town with an older population, of which a reducing proportion is in work.
- 2.21 The lack of tertiary education in the town means that **the town cannot retain students post-18**, but the lack of affordable housing and good jobs means that it is increasingly difficult to attract graduates back.
- 2.22 A lack of affordable housing puts essential services – particularly education, health, care services and social services – under pressure because **key staff find it difficult to be able to afford to live in the town**. Similarly Felixstowe as a resort is dependent on relatively **low paid and seasonal jobs**, done by people who are being **priced out of the local market**. A revival of the resort is made more difficult if local homes are not affordable to its workers.

LOCAL ECONOMY

Dependence on the Port for employment

- 2.23 The Port is the largest container Port in the UK and the 5th largest in Europe. It dominates the town's economy and use of land, but does not connect with the wider town physically, socially or economically as strongly as it could.
- The Port employs over 2,700 people.
 - A further 9,850 work in Port related businesses.
 - This is 45% of the total workforce in the Felixstowe area.
 - The Port has plans to employ a further 200.
 - It is estimated that the South Reconfiguration scheme would create a further 620 direct jobs in Felixstowe and 860 in indirect and induced jobs across the Haven Gateway.
- 2.24 **The number of Port jobs has outstripped the number of available homes in the town** and more and more Port workers travel into Felixstowe everyday from elsewhere in the region. Unemployment in Felixstowe appears to be at historically low levels.
- 2.25 We cannot be certain that the Port's success and importance will continue indefinitely, though there are no signs of any change on the horizon. This is a very dynamic business operation controlled by global markets and technological change. It is not good for the economy of a town to be so reliant on one activity.
- 2.26 "Felixstowe the Resort" makes a very useful comparison. It grew rapidly from the 1890's to reach its heyday in the interwar and post war period but then went into sharp decline. At its height, "Felixstowe the Resort" was by far the largest employer in the town. Now it is not so.
- 2.27 Felixstowe may need to diversify its economy to offer new opportunities. To do this it may need a different and distinct employment development away from the Port.
- 2.28 The main contribution that the Port makes to the economy of the town is through household income and local expenditure. An increasing proportion of these

households are located outside of the town so their household expenditure is lost to the town's economy.

- 2.29 Non Port-related businesses find it difficult to find premises in Felixstowe and have located elsewhere. There is a shortage of small light industrial and warehouse units but an over supply of large warehouses and dated office space.
- 2.30 Data indicates an entrepreneurial spirit in the town. The total number of businesses increased by 9.7% per annum between 1998 and 2002 equating to 32 businesses per year. But VAT deregistration rates suggest a higher than average level of business failures and a low survival rate. Some of the failures can be accounted for as "lifestyle" businesses with an unsustainable business footing. Others will fail because they cannot find accommodation to enable them to grow.
- 2.31 10,633 Felixstowe residents are in employment, with a total number of jobs in the town of 13,451. In 2001, **48% of all persons working in Felixstowe commuted in from elsewhere.**

EDUCATION

Felixstowe - A Place to Learn?

2.32 School rolls are falling because there are fewer children. The average household is getting both older and smaller. From age 16, young people are taking up educational opportunities elsewhere, especially in Ipswich. This is shown in County Council figures.

- There was capacity for 2,387 children in permanent accommodation at Felixstowe's infant, junior and combined primary schools this year.
- There were just 2,252 children (May 2005) to fill the spaces.
- There were 235 "surplus" spaces.
- By 2010 County Council forecasts suggest just 1,970 pupils in primary schools in Felixstowe with, potentially, 417 "surplus" places, the equivalent of more than one combined primary school standing empty.

2.33 The same can be seen in the two secondary schools;

- 2004/5 a joint capacity for 2,114 students.
- Only 1,854 attending (September 2005).
- 260 "surplus" spaces.
- By 2010 the estimated forecasts are for just 1,744 spaces.

2.34 **This could make schools unviable and unsustainable.** Sustainable schools are an important indicator of the health of the town itself. Projections for 2010 (just five years away) suggest that schools may have to be rationalised. These projections are based on known children already in the LEA system in Felixstowe.

2.35 But without young people what will happen to Felixstowe Peninsula in the future?

2.36 There is not enough in the Peninsula to keep ambitious, achieving young people in the town:

- There are few options for higher or further education in the town and surrounding area

- It has a narrow employment base

2.37 :The recently approved Suffolk University College in Ipswich is an opportunity for Felixstowe to seek a specialist higher education unit in the town.

2.38 Good schools and further education are important; a significant proportion of Peninsula residents have no qualifications (for example: 30% of people of working age in Felixstowe's South Ward).

TRANSPORT

Fragile dependency on the A14 and increasing congestion

2.39 The Peninsula is dependant on a few transport links that connect to the wider region. A lack of alternative routes and high levels of commuting means the A14 is becoming increasingly congested;

- Cars and lorries are entirely dependant on the **A14** but this is commonly congested due to the high levels of freight traffic moving between the Port of Felixstowe and the Midlands. Major traffic congestion occurs every time an incident blocks the A14, particularly east of and including the Orwell Bridge because no alternative routes exist.
- The **railway** link is an asset but patronage is low, despite increasing congestion on the A14. Continued passenger services are increasingly under pressure to create capacity for more freight on the railway.
- A **bus** service operating between Felixstowe and Ipswich is popular but its capacity is minor in comparison to car traffic, and it has no priority when congestion is at its highest.

2.40 **Longer distance commuting is rising adding to congestion** in the morning and evening peak. This traffic creates pollution, particularly on the Dock Spur Road and in the Trimley villages and Walton. Commuting adds to the impact when there are problems on the A14.

2.41 More people commute into Felixstowe than commute for work in other places.

- In 2001 48% of all persons working in Felixstowe commuted in. There was a daily net inflow of 2,719 workers.
 - 3,600 of Felixstowe residents went elsewhere,
 - 6,319 non residents came in.
- Just over half (52%) of people working in Felixstowe also live in the town.
- 34% of workers who live in Felixstowe work outside.

2.42 Economic and employment diversification in the town could provide more job opportunities *within* the town and reduce the need for workers to travel *out* of town.

2.43 Census data from 1991 & 2001 shows no substantial change in commuting rates *into* Felixstowe, (+0.4 percent per year). But for persons living in Felixstowe and commuting out, there has been a 24% increase (+2.4% per year).

Missed opportunity of European links?

2.44 Freight links to continental Europe have boosted the Port's image internationally, but there are missed opportunities for the Peninsula to benefit from this.

- The loss of the passenger ferry reduced interaction between the Port and town,
- Connections to such passenger ferry services from Harwich are poor; limited to an infrequent leisure boat link in the summer months or a long road or rail journey.

LEISURE AND TOURISM

- 2.45 The broad topic of leisure in Felixstowe covers provision for the existing population (such as sport and recreation), as well as that included within tourism. Felixstowe benefits from a range of facilities and amenities within the leisure sphere which serve both residents and visitors, to varying degrees.
- 2.46 Leisure and tourism is interwoven with Felixstowe's evolution. It has shaped the physical layout and characteristics of the town and has helped create a town identity. Its importance has been recognized by the client team who subsequently requested more detailed consideration of the issue.

National tourism trends

- 2.47 National trends for domestic tourism in the UK have not been encouraging for decades, with visitor numbers to UK tourist destinations, especially coastal towns falling in the face of more exotic and increasingly affordable foreign holiday destinations. Of European countries, only Germany takes more holidays abroad per person than the British.
- 2.48 Nationally, trends in the tourism sector are reported annually by the English Tourist Board 'Visit Britain' in their *Visitor Attraction Trends* publication. The main finding for England as a whole between 2003 and 2004 was an increase of 1% in visitor numbers with the greatest increases experienced at country parks and museums/art galleries and the greatest decreases at gardens. The overall increase nationally was driven by an increase among attractions in urban locations, but countered by a **slight decline in numbers at coastal locations**.
- 2.49 This trend, which is concerning for coastal towns such as Felixstowe, was experienced in the East of England more starkly than in any other region, with an increase of 5% in visitor numbers in urban areas and a decrease of 2% in coastal locations. Another ongoing trend was the shift of visitors away from smaller attractions in favour of their larger counterparts. Again this is particularly concerning for the smaller, more traditional tourist destinations such as Felixstowe, which do not offer the major attractions seemingly sought by the average, modern tourist.

- 2.50 Further details on these tourism and leisure trends and statistics can be found in the accompanying report 'WorkingPaper2 Economic and social baseline' (SQW, Jan 2006).
- 2.51 Whilst it is difficult for Felixstowe or indeed any other UK seaside resort buck these trends, we recommend that Felixstowe pursues a strategy of promoting its strengths as a traditional British resort, set in a fine Edwardian built environment, and an impressive setting of the AONBs.

The current tourism offer

- 2.52 Felixstowe is marketed as a peaceful seaside resort. The town itself is an interesting mix of Victorian and Edwardian architecture and modern buildings providing a mix of shops, restaurants, galleries and historic interest. The seafront provides traditional arcades and funfair plus the award winning seafront gardens and shingle beaches.
- 2.53 Felixstowe is considered to be a major focus for tourism in the district with its blue flag beaches, amusements and other attractions. It is suggested that there is now an increasing shortage of accommodation within the town, which further reduces visitor numbers, and the Council encourages the development of additional tourist accommodation. There is little incentive for existing accommodation owners to invest as numbers decline.
- 2.54 Visits appear to be restricted to short stay up to week long breaks with visitors coming from the UK. Anecdotal evidence suggests that local hotels and B&Bs reach capacity at certain points in the summer months which can be reinforced by conference demand overflowing from Ipswich.
- 2.55 The seafront provides an existing array of tourist related facilities in the form of arcades and fun fairs. These uses are 'stretched' along the seafront which has created issues of access and use particularly in out of season months. It may be that the tourist offer should be focused upon a core area allowing greater connections with the town centre.

Felixstowe and tourism: character and identity

- 2.56 Leisure and tourism are central features of the character of the Felixstowe Peninsula. As explored in the Issues Report, Felixstowe town predominantly developed as an

Edwardian seaside town and this character as a destination seaside resort has prevailed.

- 2.57 Although the role of leisure and tourism is not as strong a component of the economy as it was, this is still an important sector of business in the area. But beyond providing employment opportunities (which are limited to mainly low pay seasonal jobs) and the declining investment of domestic UK tourism, the most important role of leisure and tourism on the Felixstowe Peninsula is reinforcement of *identity*.
- 2.58 The issue of identity should not be underestimated. Although Felixstowe the seaside resort is a shadow of its former self, this heritage permeates the very essence of the town – tourism and leisure was the original *raison d'être* for the town. Whilst the Port of Felixstowe largely defines the contemporary image of Felixstowe from a regional, national and international perspective, the local perspective is still largely defined by the identity and image of a friendly traditional English seaside resort.

The future of leisure and tourism on the Felixstowe Peninsula

- 2.59 Tourism will remain important to the town and there is much to be done to improve the current offer, but tourism will not regain the strength to lead the regeneration of the town. There is only a small market for long stay holidays in the UK, which places the emphasis back on the potential for growth in the town as a day resort for a regional catchment market, and specialist holidays (see fig.17).
- 2.60 Given the declining state of domestic tourism there may be greater merit in concentrating on the quality of life for the citizens of the town and the range of services and facilities available for them and this will in turn create a place more attractive to visitors.

A tourism strategy for Felixstowe

- 2.61 Felixstowe has no distinct up to date tourism strategy. Aspiration objectives are included within the Economic Development Strategy and other strategy documents and Felixstowe does benefit from a Resort Regeneration Plan but there is a lack of investment to act.
- 2.62 For Felixstowe to maximise its potential as a seaside tourist resort a distinct and up-to-date tourism strategy should be developed. This could be developed in a partnership between the Felixstowe Town Council, Suffolk Coastal District Council

and key local stakeholders such as the Tourist Information Centre and requires key landowners and current leisure managers to be involved and 'signed up'.

- 2.63 Central to any tourism strategy should be a fresh marketing campaign which can 'sell' Felixstowe Peninsula, by highlighting assets and delivering the message to the desired audience.
- 2.64 The marketing should consider its target market – which group or groups of people does it want to appeal to and attract to Felixstowe. Currently the target market appears to be a combination of the 'grey pound' – senior citizens on short breaks and day trips from the UK, and 'kiss me quick' British seaside daytrips – appealing to the low end local and regional market especially on weekends and bank holidays.
- 2.65 The emphasis on 'low end' of market tourism typified by the decaying pier and amusements on the 'fish & chip' stretch of central-southern seafront undersells Felixstowe and fails to yield sufficient margins for new investment. While a place for these popular attractions should be maintained, Felixstowe is a town born out of a high quality Edwardian seaside resort and the proud civic heritage and rich landscape setting remains from this period to be utilised today.
- 2.66 Marketing initiatives which Felixstowe Peninsula could consider include the following;

Felixstowe Peninsula – seafront, town and countryside

- 2.67 Currently Felixstowe's tourism pitch is based primarily on the leisure seafront and promenade. Whilst the seafront is the central attraction of any coastal resort there is untapped potential away from the seafront. The marketing of Felixstowe Peninsula can be based upon three armatures – Seafront, Town and Country;
- Seafront:
 - o The leisure seafront extends along the length of the peninsula, providing a linked set of attractions as defined below in 'Seafront Nodes'.
 - o An additional waterside attraction which could be developed is the spectacle of the Port. This currently provides an informal visitor attraction at Landguard Fort which could be built upon with provision of formal facilities including walks, viewing points, interpretation and real time information, parking and eateries.

- Town centre:
 - o The Edwardian seaside town is an attraction in its own right, particularly the town centre. The Edwardian civic design and architecture provides an excellent environment for the visitor and potential improvements to the Bent Hill connection between the town centre and seafront could improve the accessibility for visitors.
- Countryside
 - o The Felixstowe Peninsula has an abundant landscape asset surrounding its urban area, with an Area of Outstanding Natural Beauty located adjacent to the town. These areas of beautiful countryside could provide an additional tourism asset especially for walking and cycling breaks.

2.68 A good precedent for Felixstowe is the recent marketing campaign for Eastbourne. The Eastbourne 'Coast and Country' campaign seeks to illustrate attractions in addition to the town's seafront such as the town and the surrounding countryside, a similar 'three armed' approach to which Felixstowe could explore. Details can be found at; <http://www.visiteastbourne.co.uk>.

Felixstowe - a Classic Resort

- 2.69 Felixstowe has such a high quality heritage and civic environment that it could seek to market itself as a 'Classic Resort' and seek to attract the higher end of the tourism market by providing excellent services such as cuisine and shopping set in its striking Edwardian environment. Southwold and Aldeburgh are two examples of successful resorts of this ilk.
- 2.70 The concept of the 'Classic Resort' has recently been developed by the North West Development Agency (NWDA) as part of wider a strategy 'A New Vision for Northwest Coastal Resorts'. The title of 'Classic Resort' is intended to be a hallmark which could be granted to resorts which offer exceptional standards of service quality and environmental excellence.
- 2.71 The Classic Resort concept advised by the NWDA has recently been pursued in the revitalisation of the St Anne's seaside resort near Blackpool. This regeneration programme, led by public realm improvements has been a resounding success, even leading to a regeneration award for 2005 from BURA (British Urban Regeneration Association). St Anne's provides a precedent for Felixstowe if it chooses to pursue

the Classic Resort route. Further details can be found at;

www.fylde.gov.uk/ccm/navigation/business/regeneration/st-annes/

Key components of leisure and tourism on the Felixstowe Peninsula

2.72 Additional considerations for the future of leisure and tourism in Felixstowe include;

'Environmental' improvements to the town

2.73 ;A sketchbook of proposals, in the form of a presentation "poster" (plan EED001/10), depicts ideas for environmental improvements relating to Felixstowe town centre. This is contained within Appendix C. The proposals/suggestions range from modest changes to the streetscape, which could be implemented relatively easily and quickly, to more daring long-term interventions, which have the potential to transform Felixstowe's regional, if not national status as a tourist destination. All the proposals are primarily designed to improve the amenity of the town for local residents and workers. However, if some of the more ambitious ideas are championed and realised, the commercial benefits to the town, and therefore local people as well as visitors, could be huge.

2.74 A sequence of public realm enhancements, from Felixstowe Station to Bent Hill and the seafront are suggested. The improvements could include:

Felixstowe Station and Sir John Mills Place

2.75 The railway station's current relationship to the town centre is unsatisfactory. Its role as Felixstowe's "front door" is tentative if not apologetic and it fails to deliver visitors into the heart of the town.

2.76 The pretty period station building deserves a much more attractive setting. Hence we propose an upgrade for the forecourt, which we suggest should be named after one of Felixstowe's famous and hitherto uncelebrated sons, namely the late actor, Sir John Mills. Further details can be found in appendix C.

Hamilton Road – streetscape improvements including in-line parking

2.77 We propose a co-ordinated improvement scheme for the whole of Hamilton Road from, (and including), the roundabout junction with Beatrice Avenue, to Bent Hill and

the seafront. The improvements would reconfigure existing road and footpath widths to maximise convenience and comfort for pedestrians whilst maintaining existing access arrangements for vehicles. Street furniture, including signage, traffic barriers and lighting, would be rationalised to minimise street clutter and contribute to a consistent, safe and legible public realm. A new high quality surface treatment and a rhythmic layout of trees of one species between pairs of kerb-side parking bays, would reinforce the clarity of the street's identity and add to its pleasant, hospitable character.

- 2.78 Felixstowe's Edwardian shop fronts are one the town's great architectural assets. Visitors' perceptions of the town centre's quality depend greatly upon the visual integrity of the high street and the degree of charm the shop fronts provide. This character is sensitive to intervention and therefore the graphic interpretation of shop front design, including colour, lettering style etc, needs to be handled with great care. An incentive scheme to improve fronts that fail to contribute positively to the aesthetic harmony of the street elevation should be considered, and we recommend that a single source professional design advisor is "on call" to guide future change.

The Triangle

- 2.79 The Triangle is the town's (as opposed to the resort's) principal civic space. It conveniently lies midway along Hamilton Road and currently accommodates a public convenience, which we understand must be reinstated in any new layout.
- 2.80 Our sketch design, included in Appendix C, shows a shared surface treatment which permits existing vehicular access to continue. The public conveniences are rebuilt and integrated with a new cafeteria building and associated sitting-out space.

Trinity Square

- 2.81 We suggest that the setting for Trinity Church could be vastly improved. The church and its neighbouring buildings have great character and the creation of Trinity Square would celebrate their presence, thereby enriching Hamilton Road. Trinity Square would transform a mere road junction into a public space of quality and create a welcome incident on the "formal route" from the railway station to the seafront.

Connection to the Seafont, Felixstowe Winter Garden

- 2.82 Upon arrival at Bent Hill, visitors are presently offered a choice of two routes to the seafont. The first is via Bent Hill itself, a steep, winding street which pedestrians share with vehicles. The second is a footpath with a very discreet entrance leading into one of Felixstowe's heritage seafont gardens. Again the route is steep, though at least sheltered and traffic free. Proposals to improve Bent Hill have advanced during the drafting of the Local Strategy document. These proposals, led by Faber Maunsell have recently been subject to public consultation, where the proposed changes advise a number of measures to deter vehicular traffic from using the route including;
- Creation of a 'shared surface' on Bent Hill to improve pedestrian access.
 - Speed humps at the entrance to Bent Hill from Hamilton Road.
 - Provision of an alternative vehicular route along Convalescent Hill.
- 2.83 The Bent Hill scheme should be implemented, an example of public realm improvements which could have wide social, environmental and economic benefits.
- 2.84 Our suggestions for a new **Winter Garden** as illustrated in Appendix C offer an alternative approach which is both bold and radical. The feasibility of the proposal has to be determined but we believe it has the potential to raise Felixstowe's profile as a coastal visitor destination to one of national significance. It would of course, require reconsideration should the Faber Maunsell proposals be realised.
- 2.85 The proposal would take convenient advantage of the level difference between Hamilton Gardens and the Undercliff Road West seafont. For visitors arriving from Hamilton Road, the existing ramped footpath into the pleasure gardens would be replaced by an elevated, level, (or gently sloping), weather-protected corridor leading to an open terrace offering outstanding panoramic views out to sea and over Felixstowe's colourful seafont. An adjoining lift would provide immediate access to beach level. Midway along the corridor an access would be provided directly into the Winter garden. Within the Winter garden this could lead to escalators taking visitors to the lower level and/or deliver them to an upper level walkway.
- 2.86 The building, (possibly an iconic architectural structure which in itself might become a great visitor attraction), could offer many amenities and opportunities. The character of these would need to be determined by the Council and associated sponsors but

successful precedents like the Eden Project at St Austell in Cornwall, the new Sheffield Winter garden, and two recently completed winter gardens at Canary Wharf, illustrate the scientific and educational, as well as the commercial potential. It would provide an effective means of connecting the town centre with the beach, an all-season amenity for local people, and additionally draw the adjoining Spa Pavilion back into Felixstowe's cultural, recreational and commercial fold.

The Evening Economy: What can be done to improve the evening economy?

- 2.87 Improved physical links between the town centre and seafront (public realm improvements on Bent Hill and Convalescent Hill) should enhance connections between evening activities in the two areas, which in turn should help to establish a wider active environment in the evening focused, potentially, around the eastern end of Hamilton Road and the seafront.
- 2.88 Focused regeneration activities as described in scenario 2 should provide additional accommodation on brownfield sites for new restaurants, cafes and bars which can help to create additional activity.

Visitor attractions:

How and where should major investment in visitor attractions be accommodated?

- 2.89 Visitor attractions proposed in the growth scenarios have central locations within the existing central seafront strip, for instance the proposed Winter Garden next to the Spa Pavilion (see drawing EED001/10, appendix C). Any new attractions should be located in proximity to the central seafront, close to the town centre connection, so to concentrate the activities in the core, and thus avoid over stretching the provision.

Arts and Culture

- 2.90 In addition to a potential Tourism Strategy Felixstowe Town Council could work with Suffolk Coastal District Council to develop a distinct Arts and Culture Strategy.
- 2.91 Key locations for arts activities to focus on could include;
- Gainsborough Road, Felixstowe Town Centre, is an area which is beginning to be known as the 'arts quarter'.
 - The Martello Tower on South Seafront could provide a venue for an arts centre with gallery space, café etc. Richard Griffiths Architects have developed designs

for such a use in the Alan Baxter report of October 2005 for 'Felixstowe Martello Tower P'.

- The town hall could act as a key building for provide a focus for 'creative industries'.

Seafront nodes

- 2.92 Perhaps Felixstowe's greatest leisure asset is the continuous seafront which stretches from Landguard Fort in the south to Felixstowe Ferry in the north. The seafront comprises a wide mix of uses and attractions at various points (or nodes) along its long length. The length of the seafront is a weakness at present, because of the inclination to continue to spread investment thinly but evenly along the whole seafront and to continue to seek to protect all of it from changes to other, non-resort uses. What nodes currently exist are stretched apart and over time, some have become stronger than others, One solution would be that seafront activities could be contracted and concentrated in the most accessible area, close to Hamilton Road. However, to do this would result in the loss of important tourist attractions, and of bustle along the whole seafront, and the diversity that each section contributes.
- 2.93 It is therefore proposed to focus on a series of nodes as a string of assets which can be used to establish a leisure and marketing strategy for the seafront. By defining each part of the seafront, and understanding the types of use which congregate at certain points then future development, redevelopment and regeneration activities can be guided.
- 2.94 Whilst planning policy and decisions should focus on the retention and reinforcement of the tourist and leisure land uses of the nodes, in between planning controls could be relaxed permitting other land uses previously resisted such as conversion to residential use.
- 2.95 For a seafront nodes policy to be effective in focusing key development decisions on strategic nodes it would be necessary for the local authority to monitor the impact of such a policy.
- 2.96 From north east to south west these seafront nodes would include;

- ***Felixstowe Ferry;***
 - o The small community located at the mouth of the River Deben is renowned for its sailing activities and this culture creates a special atmosphere which attracts visitors interested sailing, or simply observing.
 - o The special character of this place should be preserved with only respectful small scale development permitted.
 - o The sailing activities could be more widely promoted as a unique leisure asset for the Felixstowe Peninsula.

- ***Spa Pavilion***
 - o The Spa Pavilion marks the north eastern end of the core leisure beach. The Spa provides a venue for theatre, music and arts productions. Adjacent to the spa are a number of Victorian leisure gardens, which whilst pleasant are not as valuable as the leisure gardens further south.
 - o As such the leisure gardens provide a potential source of land which could be considered for innovative developments such as a Winter Garden attraction - as detailed later in this report, on plan EED001-10 and in Appendix C: Public Realm Proposals. This is key location - one bookend of the leisure beach, which could be further enhanced.

- ***Bent Hill***
 - o Bent Hill is the key link between the town centre and the seafront – connecting the south of Hamilton Road to the promenade. This link is currently dominated by vehicular traffic but has the potential to improve pedestrian and cyclist access with the proposed public realm improvements as outlined in the 'Priority Tasks' in section 8 and on plan EED001-10.

- ***The South Central seafront: “candyfloss and amusements”***
 - o The 'Fish and Chip' stretch of Felixstowe seafront is a local term for the stretch of seafront which includes the Pier & Leisure Centre, Sea Road, the Open Market, South Seafront and Suffolk Sands. These facilities provide a sequence of leisure attractions which primarily target the lower

end of the tourist market, but are nevertheless popular with the local market and day-trip visitor sector.

- ***The Pier and Leisure Centre***

- The council owned leisure centre provides a popular year round leisure attraction.
- The pier is in a state of disrepair, with only the street front amusement arcade publicly accessible. Considerable investment is required to upgrade the pier and provide a quality attraction at the heart of the leisure beach seafront.

- ***Sea Road***

- Sea road is the street which runs parallel to the seafront and promenade, predominantly a “Regency” terrace of town houses, many of which have been converted into short stay holiday accommodation and guest houses.
- The guest houses require investment to bring them up to modern short break standards, particularly to provide en-suite bathroom facilities.
- A number of amusement arcades occupy frontage plots on Sea Road, creating a ‘kiss-me-quick’ seafront ambience to this leisure strip.
- The public realm of Sea Road could be radically upgraded with the creation of a wide civic space which blends seamlessly into the seafront promenade. To enable this, the vehicular carriageway of the road would have to be closed, and re-routed, which would be possible given the ‘grid iron’ street structure of streets between Sea Road and Langer Road, thus providing many alternative vehicular routes. The benefit of this would be the creation of a grand civic promenade avenue, which would provide an additional visitor attraction and may provide the impetus for the guest house proprietors to upgrade their accommodation as necessary. This scheme would link into the wider regeneration strategy proposed for South Felixstowe in Scenario 2.

- **Open Market**
 - o The open market on Sea Road is major visitor attraction when it is open on Sundays and Bank Holidays.
 - o The visitor numbers create a vast volume of vehicular traffic, much of which is accommodated in the Ordnance car park or on the sea front.
- **South Seafront**
 - o The South Seafront is large open site at the southern extent of the developed town fabric. A Martello Tower is located in the centre of the site, which if renovated could provide a visitor attraction such as an arts centre and gallery.
 - o For further detail on the South Seafront site and its potential future redevelopment see Scenario 2 and section 8 - Priority Tasks'.
- **Suffolk Sands**
 - o Seafront caravan park which provides low cost holiday breaks, though an increasing number of the caravans are used solely as second homes.

The Landguard Peninsula

- o **Landguard Nature Reserve** is a small scale coastal nature reserve, with large adjacent surface car park. Coastal promenade routes continues around and through the nature reserve, providing access to Landguard Fort
- o **Landguard Fort.** These historic fortifications located on the head of the Landguard Peninsula originate from the reign of Henry VIII and now provide an English Heritage visitor attraction.
- o North of the fort on the east bank of the River Orwell is a small public car park which has become popular as **ferry viewing area**, an informal, but nevertheless very popular visitor attraction.
- o The proposed expansion of the Port of Felixstowe, if successful, will extend as far as the fort.

Sport & Recreation

- 2.97 The importance of the provision of sport and recreation cannot be underestimated. As a nation, our increasingly sedentary working and social lives have led to pressure for us all to adopt healthier and more active lifestyles. Healthier lifestyles can have far reaching, and well documented, positive socio-economic impacts. Health can raise an individual's well-being as well as encouraging social contact and cohesion. Subsequent knock on effects for health and social services and the UK economy are clear.
- 2.98 The Peninsula benefits from existing heavily used sports provision at the Leisure Centre on the seafront, Brackenbury Sports Centre, the golf club, and sailing as well as number of local sports groups and the imminent skate park. However, we are aware that there is demand for further sport and recreation provision by existing residents, which could also provide a valuable tourist resource. Increased and improved sporting facilities can also help to attract, and retain, younger residents which the town needs.
- 2.99 We are aware of historic lobbying for a sports stadium. Recent examples of stadia throughout the UK have been constructed using money primarily from private sources and are generally reliant on a sports team taking up long term residence with revenue from ticket sales funding up-keep and maintenance. It is unlikely that Felixstowe currently has the population base to develop and retain a sports stadium, especially with existing provision in Ipswich. Nevertheless, the requirements of sporting facilities throughout the Peninsula require continual assessment by SCDC along with the Felixstowe and District Council for Sport and Recreation, with an identified and agreed strategy for improvements and additional requirements. This may include the long term development of sports stadia and/or sports facilities should the population of Felixstowe grow.
- 2.100 There is a need to raise the profile of sports in general. This in turn should attract direct investment from relevant funding sources. Sport England should be approached to provide expert advice and guidance. Nevertheless, sports remains under funded on a national level and, increasingly, improvements to existing facilities and the provision of new facilities are funded through 'planning obligations' which can be attached to planning permissions for development. New residential development

can provide vital revenue to at least part fund schemes by way of these planning obligations. The greater the level of growth embraced by Felixstowe, the greater the potential for sport and recreation aspirations to be realised.

2.101 In the short to mid term Felixstowe should build on its existing strengths.

Golf and Sailing

2.102 Golf and sailing facilities provide an existing valuable amenity for the Peninsula's existing population and tourists. Improvements to their facilities and enhancement of their reputation would no doubt raise patronage. Both the sailing and golf course are set in attractive landscapes which is of immense value. Greater appreciation is required of the opportunities presented by these activities in increasing tourism to the wider benefit of the town and Peninsula.

Pedestrian/Cycle Routes

2.103 Improvements should be made to the seafront to allow for continuous pedestrian and cycle links along the length of the seafront. Improved access to the AONB should also be provided, as well as along the Orwell and Deben estuaries. These resources are unique to the Peninsula, should be opened up for the residents of Felixstowe and in turn, marketed by SCDC as a resource for increased tourism.

High Quality Urban Design

2.104 Any long term development of new residential areas should adopt best practice in urban design. As urban designers, as well as town planners, we are acutely aware of the need to design places which are less dominated by motor vehicles and encourage pedestrians and cyclists by providing safe and attractive routes, and jobs and facilities that can be reached without the use of the car. This can create a healthier place and, in turn, a healthier population. They must also be distinctive and evolve regional traditions of layout, built form and detailed design.

3. METHODOLOGY

INTRODUCTION TO SCENARIOS

- 3.01 The best way to develop a strategy for the Felixstowe Peninsula in the context of a complex and interrelated range of issues is to examine a range of scenarios about the future of the town and to describe the likely impact of decisions about its future on the basis of these.
- 3.02 By developing a range of scenarios the client team, stakeholders and the general public can see what impact varying levels of change can achieve. The scenarios focus on the main issues explored in chapter 2.

SITE IDENTIFICATION

- 3.03 If it is agreed that the negative issues and trends presented in this report should be countered then new development is inevitable and the key questions will be how much and where. Tough decisions will have to be made in identifying the locations for development. The scenarios set out different levels of development and each scenario has different physical implications for the town and peninsula. The consultant team have undertaken a full and independent analysis of the physical implications of each scenario and identified preferred locations for development.
- 3.04 The Site Analysis Report in Appendix B details the analysis of potential development sites in the Felixstowe Peninsula, and provides rationale for the selection of sites for the scenarios.
- 3.05 Housing and employment presents the primary land uses which will lead the action required to counter the negative trends and issues explained in this report. Our analysis therefore identifies locations for these land uses. Other land uses including retail, recreation, AONB and countryside uses, institutions or education are then considered in relation to these primary uses. They are essential elements required to ensure the creation of a sustainable development, but they will not lead any of the development scenarios.
- 3.06 There are a wide range of factors that must be taken into account in identifying locations for development. A study of limited scope such as this cannot resolve all of

the consequent issues. Suffolk Coastal District Council is likely to undertake its own assessment of locations which will also be subject of its own public consultation exercise.

- 3.07 The starting point in our analysis is reference to national planning policy and the social, economic and environmental aims included therein. *Planning Policy Statement (PPS) 1: Delivering Sustainable Development* seeks to develop sustainable communities and identifies a number of development objectives including:
- considering the impact on the social fabric of existing communities;
 - seeking to reduce inequalities;
 - addressing accessibility to jobs, health, housing, education, shops, leisure and community facilities;
 - ensuring that everyone has the opportunity of a decent home, in locations that reduce the need to travel;
 - ensuring the provision of sufficient, good quality new homes in suitable locations;
 - protecting and enhancing the quality, character and amenity value of the countryside and urban areas; and
 - ensuring that suitable locations are available for industrial, commercial, retail, public sector, tourism and leisure developments, so that the economy can prosper.
- 3.08 These broad objectives are developed further by other Planning Policy Statements and Guidance notes. *Planning Policy Guidance 3: Housing* outlines a sequential approach for identifying sites for housing, with similar approaches adopted for the location of employment land (PPG 4 and PPS 6) and other large scale development. These sequential approaches suggest that the search should start with the reuse of previously developed land and buildings within urban areas then urban extensions with a presumption that previously developed sites should be developed before Greenfield sites.
- 3.09 PPG3 goes on to suggest that the potential and suitability for development of land should be assessed against the following criteria:

- The availability of previously developed sites.
- The location and accessibility of development sites to jobs, shops and services by modes other than the car and the potential to improve such accessibility.
- The capacity of existing and potential infrastructure.
- The ability to build communities.
- The physical and environmental constraints on development of land.

3.10 By applying the sequential approach to the Felixstowe Peninsula through the criteria identified above, locations were identified for further analysis. The process of site identification is outlined below.

SITE LOCATIONS

Selection Criteria

- 3.11 The identification of the sites studied for their suitability and potential to accommodate development in the Felixstowe Peninsula was based upon the planning policy criteria outlined previously – i.e. Brownfield sites were sought first, followed by other urban infill sites, and then undeveloped Greenfield land.
- 3.12 In parallel to the sequential site identification process outlined above, sites were also selected based upon the practicality and likelihood of potential to accommodate new development. Vacant sites were sought in the first instance, followed by sites which are currently occupied but which may soon become available for development and sites which are considered to be underused or under-utilised. Finally sites which are in agricultural or recreational use were identified.
- 3.13 The size of sites was an important consideration for selection – size criteria have not been imposed which has allowed the study of a variety of large and small sized sites that can, potentially, accommodate larger and smaller quantities of development accordingly.

Brownfield Sites

- 3.14 Brownfield sites identified include vacant sites – locations where previous uses have moved on, vacating important land which is already embedded in the urban fabric of Felixstowe, Walton and also the Trimley villages. These sites are priority locations for potential development which can integrate into the existing physical environment and social networks.
- 3.15 There is a scarcity of available brownfield sites in Felixstowe and the Peninsula as a whole. Some of the brownfield sites included within this assessment are therefore currently occupied but may become available for development at a future date. Examples include the Bartlett Hospital site which is currently subject to a proposed closure and school sites which may need to be consolidated if current trends (of falling school roles) continue and are not fully addressed by the scale of future development.

- 3.16 The hospital and school sites are particularly controversial sites whose future will be sensitive in the local community. They have been studied in the site analysis report (appendix B) which vigorously analyses all possible brownfield sites, but it is important to note that these sites have not been identified as potential development sites in any of the scenarios because their future has not been finalised and so their current land uses prevail. Furthermore, no direct discussion has been pursued with the landowners of this land.
- 3.17 Urban capacity sites have been taken into account in the formulation of the Scenarios, but the urban capacity sites have not been subject to detailed site analysis as this task has already been undertaken in the Baker Report on Urban Capacity Sites (2004).
- 3.18 The scarcity of brownfield sites in Felixstowe and the Peninsula have lead us to consider the suitability of greenfield sites to accommodate the level of development associated to the higher growth scenarios.

Greenfield sites

- 3.19 These sites were selected on the basis of proximity to existing settlements, services and the transport network. The identification of the Greenfield sites included sites promoted by landowners through previous Local Plan review processes.
- 3.20 These sites broadly fall into two locations:
- Land around the Trimley villages – owned predominantly by Trinity College, Cambridge, locations which have already been subject to detailed design proposals through the College’s agents, Bidwells and LDA.
 - Land immediately north of Felixstowe – owned by a consortium of three local landowners.

Green Separation sites

- 3.21 The other type of sites studied are those designated in the Local Plan as ‘Protection of Open Character’ – areas that have been selected to act as green separation buffers between settlements on the Felixstowe Peninsula.
- 3.22 Despite the current designation, the sites were analysed due to their large size and sustainable proximity to existing settlements, services and transport networks. They

have potential to accommodate new development which can integrate into existing environments and thus promote sustainable development.

Sites with Existing Land Use Designations and Allocations

- 3.23 There are some existing proposals - land use designations and allocations - included within the adopted Suffolk Coastal Local Plan (February 2001). It is important that the analysis should include these designations but it has not been constrained by them.
- 3.24 This study has offered the opportunity to consider the wider processes at work within the Peninsula. Some of the existing negative aspects are exacerbated by existing land use designations. Other designations can be viewed to be essential to the health of the town and peninsula.
- 3.25 The consultant team have used their professional judgement in determining the importance and sensitivity of existing designated land weighed against the larger issues and processes at work in the town. For example, in identifying and sifting locations, we considered the employment allocation at Blofield Park to be essential for retention but identified the Haven Exchange site for more detailed analysis and possible alternative future use.

Additional sites

- 3.26 It is feasible that unforeseen sites will become available for development, in addition to the sites identified in this report. It is impossible to predict with any real accuracy all development opportunities because conditions are constantly evolving, thus it must be recognised, and anticipated, that additional sites could come forward.
- 3.27 An example of such an 'additional' site is the potential availability of extra development land which could be created as part of the proposed Port reconfiguration plans. In this scenario the Gas store could be dismantled, and its constraint on adjoining land removed, freeing up additional land for development. Nevertheless, the geography of Felixstowe suggests that only small "windfall" sites are likely to be forthcoming.

The List of Sites

- 3.28 Below is the list of sites in the Felixstowe Peninsula identified as warranting more detailed analysis. The list includes a definition of the site typology, site areas and dates of subsequent site visits.
- 3.29 Numbering of the sites is geographically based - from west to east on the 'greenfield sites' (Trimley's-Walton-North of Felixstowe) and then through the brownfield sites in the town, the same sequence in which the site visits were undertaken.

LIST OF SITES - Felixstowe Peninsula				
Site no.	Site name	Site type	Area (ha)	Visit date
01	Farmland between Trimley St Martin High Street & rail line	Greenfield	27.45	8 th Aug'05
02	Farmland between Trimley St Martin High Street & rail line (additional land)	Greenfield	11.48	8 th Aug'05
03	Mushroom Farm Trimley St Martin, High Street	Brownfield	1.60	8 th Aug'05
04	Farmland between Trimley St Martin High Street & A14	Greenfield	12.00	8 th Aug'05
05	Farmland between Trimley St Martin High Street & A14 (additional land)	Greenfield	11.29	8 th Aug'05
06	Farmland on edge of Trimley St Mary	Greenfield	2.10	8 th Aug'05
07a	Land between Trimley St Mary & A14 link – paddock	Green separation	2.28	8 th Aug'05
07b	Land between Trimley St Mary & A14 link – allotments & scrub	Green separation	4.72	8 th Aug'05
08	North of Walton High Street, adjacent to A14 link	Green separation	12.83	8 th Aug'05
09	South of Walton High Street, adjacent to A14 link	Green separation	5.89	8 th Aug'05
10	North Felixstowe: North of Candlet Road (A154)	Greenfield	31.57	8 th Aug'05
11	North Felixstowe: North of Candlet Road (A154) & Grove Road	Greenfield	39.34	8 th Aug'05

12	North Felixstowe: North of Links Avenue	Greenfield	14.99	8 th Aug'05
13	North Felixstowe: North of Upper Field Drive	Greenfield	18.36	8 th Aug'05
14	North Felixstowe: South of Gulpher Road	Greenfield	37.61	8 th Aug'05
15	Land between Ferry Road and Estuary Drive	Greenfield	5.00	8 th Aug'05
16	Orwell High School	Urban - brownfield	13.43	9 th Aug'05
17	Deben High School	Urban – brownfield	4.70	9 th Aug'05
18	The Ordnance Roundabout	Urban – brownfield	2.05	9 th Aug'05
19	Haven Exchange	Urban – brownfield	4.15	9 th Aug'05
20	Caravan Parks – Peewit & Felixstowe Beach	Urban – brownfield	12.53	9 th Aug'05
21	South Seafront	Urban – brownfield	7.08	9 th Aug'05
22	Suffolk Sands Holiday Park	Urban – brownfield	8.15	9 th Aug'05
23	Convalescent Hill	Urban – brownfield	0.51	9 th Aug'05
24	Bartlett Hospital	Urban - brownfield	1.25	9 th Aug'05

3.30 The sites identified and analysed are listed and mapped in drawing number EED001/005: '**Sites on Aerial Photo**'.

Site analysis

- 3.31 Site analysis was undertaken both on site and remotely. All sites were visited and assessed in person in a series of visits. This *primary research* on site has been supported by desk-based study of sites from existing *secondary research information* including the Local Plan, Ordnance Survey mapping data, historic maps and aerial photography.
- 3.32 This study has not, and could not, undertake detailed assessments of all the issues that could effect development if the land or its environs. Further more detailed assessments will be required. Such assessments may result in sites yielding less development, or more, than was previously considered possible.
- 3.33 Each site has been analysed against criteria derived from policy and best practice (as described in the Introduction to Scenarios & Site Identification sections). The assessment criteria are set out in two tables against which each possible site was compared;
- TABLE 1: Site Analysis
 - TABLE 2: Sustainability Assessment
- 3.34 The compilation of completed *site analysis* and *sustainability assessment* tables is presented in the Site Analysis Report in Appendix B.

Fair testing

- 3.35 The completion of the tables formed a fundamental part of the analysis of the possible scenario development sites. The sites were assessed equally by using the same tables and criteria to analyse each site - both *Site Analysis* tables and a *Sustainability Assessment* tables were completed for each site.

Site analysis table

- 3.36 The first table titled “**Site Analysis**” sets out a commentary on the following objective elements:
- Site Description - including site area, location and any existing designations

- Site Content - including current use, landscape & vegetation, topography, hydrology and site boundaries
- Surrounding Character - including detail of surrounding landscape character, uses and buildings and their quality
- Access and Movement - detailing transport infrastructure
- Views - both into and out of the site
- Public Realm – the parts of the area accessible to the general public
- Any other factors

Sustainability Assessment table

3.37 A further and more subjective appraisal of the sites was made by undertaking a **sustainability assessment** adopting criteria from planning policy and best practice. This sets out a range of criteria against which each site was assessed and a grade given. The criteria included:

- Land status - previously developed, greenfield, etc.
- The risk of coalescence
- Proximity to key facilities
- Links to a range of public transport modes
- Access
- Topography
- Hydrology and flood risk
- Proximity to existing sources of air pollution
- Proximity to sources of noise pollution
- Visual amenity & landscape value
- Wildlife on site
- Recreation value
- Value of existing built elements
- Potential for energy efficient design

Landscape Assessment

- 3.38 A key component of the site analysis was the **landscape assessment**. The landscape assessment was undertaken in tandem with the general site analysis and recorded in relevant sections of the site analysis and sustainability assessment tables, and illustrated in the photographic record of the sites, particularly the panoramic photos. The landscape assessment was initiated by a qualified Landscape Architect who visited the sites with a fellow Urban Designer from the consultant team to undertake the site visits and site assessments.
- 3.39 The full record of the site analysis undertaken is located in **Appendix B: Site Analysis Evidence**. This evidence base includes the following assessment for each site;
- **Location plan** in context of Felixstowe Peninsula
 - **Photographic record** of the site
 - Completed **Site Analysis table**
 - Completed **Sustainability Assessment table**
 - Summary list of '**Strengths and Weaknesses**' for each site
 - A **conclusion** which outlines the suitability of the each site to accommodate scenario development.

Financial Viability and Land Ownership

- 3.40 This study has not examined in detail the patterns of land ownership and financial viability of the sites. Suffolk Coastal District Council should investigate these matters further as they could influence delivery and therefore decisions on allocations. Not all land owners have been approached directly to discuss development prospects.

LOCATIONAL PRINCIPLES FOR FUTURE DEVELOPMENT

- 3.41 The completion of the site appraisal and sustainability appraisals resulted in a number of sites being discounted from the process (listed in table below). It also led to several important vocational principles being identified.
- 3.42 The key drivers behind the location of potential scenario development sites from the site analysis were:
- 1. To focus development towards land in the South of Felixstowe to underpin regeneration of the area.** South Felixstowe is the focus of social and physical deprivation within the Felixstowe Peninsula. Although other wards in Felixstowe experience some degree of deprivation, the wards in South Felixstowe have the worst deprivation in health, employment and skills (see Issues Report: Working Paper 2, pages 14-30, SQW, May 2005). The area requires intervention on a variety of fronts. There are a number of sites within the area which provide the opportunity for development which can be a driver for the regeneration of the area. CBRE's Retail Study (2003) suggested the possibility of a new district or local centre as part of a comprehensive development. South Felixstowe could be the location for such a new centre.
 - 2. To support and reinforce existing town functions.** Where possible, development should be directed towards sites within the current built-up area of the Felixstowe Peninsula. Homes in such a location are more likely to reinforce and support existing and future town and town centre development including retail, schools, health facilities and public transport.
 - 3. The possibility of expansion of the Suffolk Coast and Heaths Area of Outstanding Natural Beauty.** On the basis of assessment against national planning policy guidance, land to the north of Felixstowe (including land north of Candlet Road, Grove Road and Links Avenue) may be considered to be a suitable location for development. However, after undertaking landscape analysis (as part of the site analysis process) the consultant team has concluded that the landscape character is of such quality and merit that consideration should be given to safeguard the area against development in perpetuity. To achieve this protection, appropriate policies are required in the Local Development Framework for the Peninsula, in addition to which the existing

Suffolk Coast and Heaths AONB designation could be expanded to incorporate the land to the north of the A14 / A154, or, failing this, the land should be given protection through another landscape designation such as 'Country Park' status. This should be balanced by a need to encourage greater public access to this land, the existing AONB and any other adjoining open space for the benefit of the local communities and as an additional attraction for visitors and tourists. A statement of justification is included as Appendix D of this document.

4. To maintain the clear boundary between town and country.

The A14 / A154 provides a clear boundary between town and country. If development crosses this boundary the lack of other robust physical boundaries means that the northern town edge will be difficult to define long term.

Whilst it is acknowledged that the area immediately north of the Dock Spur Roundabout provides a potential development site, this would be isolated from the rest of the built-up area, and it is still professional view that development should not cross the A14 / A154 ,a clear northern town boundary.

As a minimum, sites north of the A14 / A154 town boundary should only be considered for development following the utilisation of other sites in a sequential process: firstly urban capacity and urban infill sites within Felixstowe's town boundary; and secondly on infill sites south of the northern town boundary, contained around Walton & the Trimleys.

The long term boundary to limit development is clearly illustrated on plan EED001 /06.

SITES DISCOUNTED FROM GROWTH SCENARIO PROPOSALS

3.43 A number of sites were discounted from the growth scenario proposals. Detailed reasoning for the discarding of the sites is recorded in the site analysis evidence paper which can be found in Appendix B. The sites disregarded are listed in the following table, which also provides summary rationale for *why* the sites were discounted;

3.44 List of discarded sites

LIST OF DISCARDED SITES			
Site no.	Site name	Area (ha)	Reason for discarding site from growth scenarios
03	Mushroom Farm Trimley St Martin, High Street	1.60	- Small site, currently in use. - Surrounded by larger, more viable development sites, which demotes this site as a priority.
07a	Land between Trimley St Mary & A14 link - paddock	2.28	- High quality landscape character. - Valuable to maintain some protected green separation on the edge of Trimley St Mary
10	North Felixstowe: North of Candlet Road (A154)	31.57	- High quality landscape character - potential to create new country park or extension to AONB. - Proximity to AONB. - Potential set a precedent for unlimited development north of A14 / A154 roads, which currently define the northern boundary of the town.
11	North Felixstowe: North of Candlet Road (A154) & Grove Road	39.34	Same rationale as site 10.
12	North Felixstowe: North of Links Avenue	14.99	Same rationale as site 10.
13	North Felixstowe:	18.36	Same rationale as site 10.

	North of Upper Field Drive		
14	North Felixstowe: South of Gulpher Road	37.61	Same rationale as site 10.
15	Land between Ferry Road and Estuary Drive	5	<ul style="list-style-type: none"> - Small site. - Poorly located within the Peninsula. Poor access to facilities and amenities. - May act as precedent to further development north of the town. - Would not support regeneration of most needy wards in predominately in south Felixstowe
16	Orwell High School	13.43	<ul style="list-style-type: none"> - Whilst the issues report identified that numbers of students on the school roles in the Felixstowe Peninsula are decreasing (which poses questions about the longer term viability of the two high schools), the current school roles are still healthy enough to support two high schools at present. - This is currently a valuable school site and it is important that it is maintained in its existing use, particularly while the school role provides sufficient numbers to maintain the schools existence. - Large playing fields are a valuable recreation resource. - Less controversial sites are available for development.
17	Deben High School	4.70	<ul style="list-style-type: none"> - Whilst the issues report identified that numbers of students on the school roles in the Felixstowe Peninsula are decreasing which questions the longer term viability of the two high schools, the current school roles are still healthy enough to support the two high schools at present. - This is currently a valuable school site and it is important that it is maintained in its existing use, particularly while

			<p>the school role provides sufficient numbers to maintain the schools existence.</p> <ul style="list-style-type: none"> - Large playing fields are a valuable recreation resource. - Less controversial sites are available for development.
22	Suffolk Sands Holiday Park	8.15	<ul style="list-style-type: none"> - Exposed location, towards the extent of the Peninsula – potential flood risk. - Importance of maintaining some element of caravan holiday accommodation for the resort. - Of the caravan sites in Felixstowe this is the most unsuitable for future development – due to the above rationale.
24	Bartlett Hospital	1.25	<ul style="list-style-type: none"> - Whilst the future of the Bartlett Hospital is uncertain in the long term, in the short term the Bartlett site should be retained for its current health services land usage. - Less controversial sites are available for development. - Even if the site does become available for a new land use in the future it must be considered that the majority of the site is constrained by its steep topography, and the large and important areas of vegetation coverage. - The most viable development potential may be to renovate the existing hospital building for a limited number of residential apartments.

THE SCENARIOS

Common Factors

- 3.45 There are four factors that are common to all the scenarios, and which are important background factors.
- **The first three scenarios are detached from the future of the Port and its possible expansion.** Decisions between future development scenarios need not be swayed by the impending decision on the Felixstowe South Reconfiguration. All levels of growth and development envisaged are justified by the current issues in the town – shortage of affordable housing, large net inflow of working commuters, viability of health, education and other local services. These will all be exacerbated by future Port expansion. Our consultation and understanding to date suggests that there is no political or community will to see the current imbalance between the number of jobs in the town and the number of available dwellings rectified. Having said that, and as part of the baseline reference, a further calculation has been made of the levels of growth and development required to accommodate all current and likely future port workers in addition to development viewed as justifiable by the current issues affecting the town.. This creates a fourth “scenario”. The proposed port expansion would generate an additional 620 jobs in Felixstowe and an additional 860 indirect and direct jobs across the Haven Gateway. This could equate to between 600 – 1500 homes in its own right.
 - **It is no longer prudent to plan for the future of the resort, specifically the seafront, to be as extensive as it has been in the past.** No scenario envisages that the whole seafront from beyond the Spa to the South Seafront can be effectively revitalised taking the resort back to its heyday, Rather, there is genuine concern that investments is too dispersed and dissipated, lacking coherence and compromising positive economic and environmental impacts. Serious consideration should be given to the planned concentration of seafront activities around nodes between which control is relaxed to allow the potential for the development of other non-leisure uses.

- **While tourism initiatives are not dependent on growth scenarios, they may be conditioned by the perceived success and absorption of change in the town.** As with the Port, major and minor “resort” developments are capable of implementation irrespective of the growth and development strategy adopted.
- **There appears to be justification for enhanced retailing in the town, including a new or expanded supermarket and qualitative improvements to the local shopping experience.** This will reinforce the role of the town centre, which is currently poorly anchored, and reduce leakage of expenditure to other centres. The provision of additional food retail floorspace must be handled carefully, to avoid harming the viability of existing businesses across the town centre which do much to generate the town’s unique character. This is true irrespective of which scenario is involved. A larger catchment population (envisaged in scenarios 2 and 3) offers marginal potential for extra convenience retailing and some additional capacity for comparison retailing, but the bulk of latent demand is already present in the Felixstowe Peninsula.

Site Identification

- 3.46 The following sections describe in greater detail what each scenario could comprise and its consequent implications. They refer to a wide range of issues and land uses which have been identified as the key elements which require consideration by the client team, stakeholders and general public.
- 3.47 The consultant team consider it important that the above consider the implications of varying levels of growth and identify the preferred scenario, as it will be the client team that will have to adopt and deliver the preferred scenario.
- 3.48 Plan EED001 / 06 illustrates the location of the sites identified in the growth scenarios.
- 3.49 Plan EED001 / 07 illustrates the concept of growth scenarios, identifying the location of development sites and their integration with the Felixstowe Peninsula.

ADDITIONAL SITE CONSTRAINTS FOR POTENTIAL DEVELOPMENTS & SUBSEQUENT REDUCTION IN THE DEVELOPMENT YIELD

- 3.50 Whilst the Local Strategy and the site analysis report (appendix B) consider a wide array of issues related to the potential development sites on the Felixstowe Peninsula (as identified in the following scenarios), these sites are also subject to some additional influences which require more vigorous assessment if the sites are taken forward to a more detailed stage of analysis.
- 3.51 These additional site constraints are important primarily because of the potentially detrimental impact they could have, but also because the constraints could reduce the development capacity of sites affected. Whilst it is difficult to estimate the level of impact the conditions could have on reducing dwelling yields, of the potential potential reduction of capacity should be recognised.
- 3.52 Major additional site constraint factors which require a greater degree of assessment than is possible in this Local Strategy document include;
- Flood risk
 - Noise pollution adjacent to the Port and to primary roads
 - Night-time illumination impacts from the Port and from Seafront activities
 - Contaminated land
- 3.53 This is not an exhaustive list. These site constraints are elaborated on as follow;

Flood Risk

- 3.54 It is recognised that the caravan park sites and part of the Ordnance Roundabout fall within the area of flood risk as defined on the Environment Agency's indicative flood risk maps. Land at Beach Station Road (identified in the Council's Urban Capacity Study) and South Seafront also fall within the area of flood risk.
- 3.55 The Government places great emphasis on the need for urban regeneration and the redevelopment of previously developed land to minimise the need for development of greenfield land. Because much past development took place alongside rivers or on coasts on suitable flat land, some previously developed land is vulnerable to flooding.

The Environment Agency and District Council must take into account the risks of flooding, the standards of existing flood defences and the ability to improve them.

- 3.56 The District Council has demonstrated that development in the area of flood risk is possible with development at the Haven Exchange site, where the ground level of the site has been raised and protected by additional bunding.
- 3.57 Similar earth moving, compacting and bunding techniques could be employed on the neighbouring Caravan Park and Ordnance Roundabout sites to mitigate against potential flood risk. Whilst these measures may help to reduce the flood risk they could also reduce the net developable area of the site, thus reducing the development yield.
- 3.58 Further discussions with the Environment Agency are advised.

Noise pollution adjacent to the Port and major roads

- 3.59 Noise pollution is a key consideration for any potential development locations close to the Port or the major roads of the A14, the Port of Felixstowe Road. The Port of Felixstowe and its road infrastructure is potentially a major source of noise pollution and detailed assessments of these threats need to be made by relevant professionals to inform potential developments in their vicinity.
- 3.60 One of the potential development sites which could be at greatest risk from noise pollution is the 'Caravan Parks' site in South Felixstowe, which is close to the Port of Felixstowe Road. To reduce the level of noise pollution from this road measures such as bunding and landscape planting may need to be considered for the perimeter of the site. Such mitigation initiatives could also reduce the net developable area.

Night-time illumination impacts from the Port and seafront activities

- 3.61 Light pollution should be a consideration for any development sites in close proximity to major sources of light emission, notably the Port. Important locations which would require more detailed analysis include sites which are located close to the Port or the major roads of the A14 or The Port of Felixstowe Road. The seafront and its leisure uses should also be considered. Detailed assessments of these threats need to be made by relevant professionals to inform potential developments in their vicinity.

- 3.62 To protect the sites which are most affected by light pollution mitigation measures such as perimeter planting of tall trees and landscaping could be considered, but as with other mitigation measures this could result in a reduction of the net developable area.

Contaminated Land

- 3.63 The scenarios consider redevelopment of Brownfield sites within Felixstowe Peninsula. These urban infill sites should be subject to more vigorous assessments to identify whether the sites are affected by contamination of their land.
- 3.64 If sites are identified as being located in positions of land contamination then mitigation solutions such as land remediation should be developed by relevant professionals. Such actions could have a significant economic impact on the land value which further emphasises the need for more detailed assessments to be undertaken.
- 3.65 Contaminated land can have an impact on the net development output of a site; for instance if the area is severely contaminated some areas may have to be capped and simply left as open space, as opposed to used for built form development for homes or business. This reduces the net developable area of land.
- 3.66 In instances of particularly bad contamination the cost of site remediation can often only be met by developing the site as intensively as possible, in order to generate the necessary financial returns to cover the cost of the clean up. Intensity of development must be carefully considered with recognition of the surrounding character and form.

4. SCENARIO 1: DO MINIMUM

ASSUMPTIONS

4.01 The 'do minimum' approach assumes that:

- There are no major new employment initiatives and no new allocations of employment land.
- Currently allocated land is developed mostly for Port related activities.
- There is some capacity for additional convenience shopping through a new store or expansion of existing stores
- The falling number of children of school age accelerates.
- There will be no new resources available to invest in the improvement and support of tourist facilities.
- Community antipathy to growth in the peninsula is reinforced and vociferous and overrides concerns about the implications of population change – there is no political will for growth and development.
- The draft East of England Plan (December 2004) suggests that the part of Suffolk Coastal District that falls within the Haven Gateway should provide a net increase in dwellings of 7,050 over the period 2001-2021. SCDC may deduct identified brownfield and windfall sites from this figure. The figures and locations identified within this scenario should be included within this calculation.

COMPONENTS

4.02 The 'do minimum' scenario comprises:

- a simple projection of existing trends in respect of development of jobs and housing, resulting in housing development which is accounted for by allocated development sites and urban capacity sites, including the South Seafront. The development of these sites could yield 311 new residential units, dependant upon the intensity of development,

particularly at South Seafront (158 new homes have planning permission in the proposed Bloor Homes / SCDC scheme). The Baker Urban Capacity study (2004) identified a minimum development capacity of 171 residential units on the urban capacity sites.

- The development of 15.6 ha (net) of employment land at Blofield and the Haven Exchange as allocated.
- Minimal improvements to road and rail infrastructure. Improvements to rail connections only occur in relation to Port.
- Some additional convenience floor space
- No additional funds for infrastructure and amenity investment;
- Tourism initiatives go for quality and for speciality short breaks – regional level conferences, nature breaks (wildlife, etc), art, golf, etc.
- A strategy for the improvement of Felixstowe’s public realm has been identified. This is explored in greater detail in Appendix C. This is a vital facet in raising Felixstowe’s image and reinvigorating the tourism sector. This scenario is likely to help fund limited but important improvements.

IMPLICATIONS

4.03 The implications of this scenario are:

- Continued popularity as a retirement destination in the short to medium term continues to exert an upward pressure on house prices as demand outstrips supply. This exacerbates the shortage of affordable housing, particularly for key workers. In the medium to long term, this may compromise the provision of care services for an aging population to the point where the number of new retired households begins to tail off.
- The development of employment land by users who are not related to the Port is likely to be very limited and slow, which will not help to diversify the economic base.

- Secondary education is consolidated into one new school. One or more primary schools may close. However, secondary education may well benefit from the “Schools for the Future” initiative which could deliver a well equipped and modern new school for the community.
- Tourism continues to decline in importance in the town.
- The focus of new development and growth in the sub-region will be in Ipswich – which will continue to go from strength to strength – at the expense of other smaller towns in the sub-region that will find it difficult to compete in terms of shopping, employment, facilities and services and the price and quality of the housing stock.
- Increasing polarisation of the town into Port employees, low wage households and retired households.
- Only limited potential to reinforce the town centre’s role and reduce leakage of expenditure
- Existing levels of deprivation remain and could become worse, manifested in: health deprivation across the board as facilities and staff quality and numbers decline; limited local opportunities for employment that remain low-waged; a community with an increasing level of dependency – financial and for services – on other communities away from Felixstowe.
- Regardless of scenario, the Highways Agency is looking to implement measures at Dock Spur Roundabout to improve safety.

BENEFITS

4.04 The potential benefits of the “Do Minimum” scenario are:

- The avoidance of encroachment onto greenfield development land
- Marginal negative effects on capacity of the transport links to or within the town
- Minor improvements to town centre retailing

- New school investment to consolidate the surplus capacity into one or more new schools
- A placated community that is intrinsically antipathetic to development and growth, but only by avoiding important issues and their future consequences.

LOCATION OF DEVELOPMENT

4.05 This scenario assumes that there are no new major housing or employment allocations within the Peninsula. Development is restricted to the development of:

- **Urban Capacity Sites.** Baker Associates assessment of urban capacity sites in 2004 identified capacity for 171 dwellings in urban capacity sites. The locations included;
 - Land north of Recreation Lane
 - Land at Old Hall Farm, High Road East
 - The Convent, Orwell Road
 - Land at Beach Station Road and Langer Road

4.06 The Baker report also identified the Bus Station plot at The Ordnance Roundabout as an urban capacity site. This plot is not included in the Minimum Growth Scenario because it is considered as part of the wider comprehensive redevelopment of the 'Ordnance' site in the Moderate Growth Scenario.

4.07 The development of **South Seafront**;

- The revised planning application for the Bloor Homes and Suffolk Coastal District Council scheme was given planning permission in December 2005.
- This scheme includes the provision of 158 dwellings (16 affordable homes) and 262 new public car parking spaces.
- The importance of the South Seafront site is reflected in all the scenarios – it is a key site, located in the heart of South Felixstowe, the area which the regeneration strategy of Scenario 2 focuses upon

in particular. More detail on the redevelopment of the South Seafront site is provided in scenario 2.

- Existing unimplemented planning permissions
- Windfalls

4.08 The development from these sources is not enough to alter the existing negative trends and issues affecting the town and Peninsula.

4.09 For employment uses, this scenario assumes the existing undeveloped employment allocations of the Haven Exchange and Blofield Hall remain.

4.10 A summary of the location for development proposed in the Do Minimum scenario is listed in the table below;

SCENARIO 1			
Site Name	Site Type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 1 TOTAL		10.91	311

Scenario 1

4.11 The location of development for the minimum growth scenario is illustrated on plan EED001 / 07.

5. SCENARIO 2: MODERATE GROWTH

ASSUMPTIONS

5.01 The 'moderate growth' approach assumes that:

- The peninsula accepts a share of new housing development allocated to Suffolk Coastal District Council as part of the Haven Gateway. The major part of the new housing can be accommodated on brownfield and windfall sites, and the requirement for greenfield land is minimised. New housing development of this scale is already justified by local work/home imbalance and is not reliant on further Port expansion.
- Housing development is not in balance with any increases in local employment. It simply addresses an element of the current imbalance. The Ipswich fringe will be the prime location for development and Felixstowe will receive 'a modest share'.
- The draft East of England Plan (December 2004) suggests that the part of Suffolk Coastal District which falls within the Haven Gateway should provide a net increase in dwellings of 7,050 over the period 2001-2021. After deducting identified brownfield and windfall sites from this figure, SCDC will seek locations for a further 500 dwellings in Felixstowe.
- No major new employment initiatives and no new allocations of employment land; currently allocated land is developed mostly for Port related activities.
- Increased potential for the town centre retail offer through an expanded or new convenience store and some capacity for additional comparison shopping.
- Improvements to rail connections only occur in relation to Port Expansion.

- The decline in school rolls is stemmed by this level of development, though surpluses will remain.
- Modest resources are available for investment in the town as a resort, but they need to be clearly focused to achieve best effect.

COMPONENTS

5.02 The 'moderate growth' scenario comprises:

- Some 500 homes (1250 people) (approximately) in addition to the original 311 in scenario one, over the period 2001 to 2021, including in the region of 150 affordable homes, a gross development area of some 26 ha.
- The combination of the growth proposed in scenario one and the additional growth in scenario two could result in the development of **700-900 new homes – approximately 1600-2200 people.**
- No major new employment initiatives and no new allocations of employment land; currently allocated land is developed, mostly for Port related activities
- The development of 15.6 ha (net) of employment land at the Blofield / Clickett Hill site and the Haven Exchange site.
- Improved town centre offer through additional convenience retailing and some additional comparison floorspace. The focus for retail should be to consolidate the retail uses in the core town centre area, combined with new local facilities in larger new housing developments. We propose the reconfiguration and expansion of the existing 'Solar' Store to take into account the findings of CBRE's Retail Study (August 2003). Reconfiguration of the land bounded by Hamilton Road, St Andrews Road and High Road West. Drawing number EED001-11: 'Foodstore Reconfiguration' illustrates a possible approach to master planning the area. We suggest that the redevelopment of the site is best sought through discussion and negotiation with existing land owners resulting in the development of a Supplementary Planning Document or Area Action Plan. **The consultant team have not**

discussed the potential reconfiguration of the store with the Co-operative.

- A key component of the improved retail offer would be a modest foodstore which would anchor the local centre in the regeneration of South Felixstowe. This should be a local store as opposed to a large food store which would dominate the local environment and would attract customers from beyond the local catchment. The local centre could be located on at the front of the Beach Station site, on the northern edge of the South Seafront site, or on the front edge of the Ordnance Roundabout site. All of these locations would allow the local centre to sit centrally in the heart of the regeneration of South Felixstowe, and would enable equal access from existing and proposed residential areas. See plans EED001/07 & EED001/08.
- A new, expanded secondary school and closure of one existing school.
- Modest additional funds for infrastructure and amenity investment;
- Tourism initiatives that target quality and speciality short breaks – regional level conferences, nature breaks (wildlife, etc), art, golf, etc;
- A strategy for the improvement of Felixstowe's public realm has been identified. This is explored in greater detail in Appendix C. This is a vital facet in raising Felixstowe's image and reinvigorating the tourism sector. This scenario is likely to fund and enable significant changes to the public realm.

IMPLICATIONS

5.03 The implications of this scenario are:

- Continued popularity as a retirement destination continues to exert an upward pressure on house prices as demand outstrips supply. This is moderated by the development of new affordable housing, particularly for key workers.

- The development of employment land by businesses who are not related to the Port is likely to be limited and slow, which will not help to diversify the economic base.
- Secondary education is consolidated into one new school. One or more primary schools may close. However, secondary education may well benefit from the “Schools for the Future” initiative which could deliver a well equipped and modern new school for the Peninsula. With the new development the school will be towards the top of the ideal size range for secondary schools in Suffolk, precluding further development and growth in the future unless: household sizes continue to fall sharply; adequate provision is made for school expansion, even if the ideal size range is breached; post-16 education is provided elsewhere in the town or in Ipswich.
- Tourism stabilises. Concentration of available resources on key projects together with high quality on the South Seafront site and regeneration of the gardens and links to the town centre increases the numbers of short stay and day visitors.
- The focus of new development and growth within the general sub region will be in Ipswich but satellite towns benefit by offering choice.
- A more viable town centre encouraging investment and new business.
- Existing levels of deprivation remain and could become worse, manifested in: health deprivation across the board as facilities and staff quality and numbers decline; limited local opportunities for employment that remain low-waged.

BENEFITS

5.04 The potential benefits of the “Moderate Growth” scenario are:

- Limited encroachment onto greenfield development land
- A modest strengthening of the population
- Potential modest reduction in in-commuting

- No worsening of capacity of the transport links to or within the town centre, due to improvements to infrastructure partially funded by development
- New school investment to consolidate the surplus capacity into one or more new schools
- Improved town centre retail provision

LOCATION OF DEVELOPMENT

5.05 The moderate growth scenario assumes the possibility of 690-890 new homes. This would comprise the development of a further 500 dwellings (approximately) in addition to the 311 dwellings identified in Scenario One. These sites comprise:

SCENARIO 2			
Site Name	Site Type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
Convalescent Hill	Brownfield	0.51	13-20
Ordnance Roundabout	Brownfield	2.05	52-79
Peewit and Felixstowe Beach Caravan Parks	Brownfield	12.54	320-482
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 2 TOTAL		26.01	696-892

Scenario 2

Scenario 1

5.06 The location of development for the moderate growth scenario is illustrated on master scenarios plan EED001/07 and in detail on plan EED001 / 08.

Regenerating South Felixstowe

- 5.07 The sites identified for development in Scenario Two are purposely all located in the vicinity of South Felixstowe and the seafront, all brownfield urban infill sites which cumulatively could drive the regeneration of South Felixstowe.
- 5.08 The regeneration of this collection of sites would inject new life and vitality into the area. The creation of high quality clusters of new development in and around South Felixstowe would improve the environment of the area, and provide fresh impetus to push forward economic and social improvements too.
- 5.09 Together with the minimal growth scenario locations of the South Seafront and land at Beach Station Road, the focus for development in this 'Moderate Growth' scenario is placed firmly towards Felixstowe's southern wards.
- 5.10 Although other wards in Felixstowe experience some degree of deprivation the wards in South Felixstowe have the worst deprivation in health, employment and skills (see Issues Report: Working Paper 2, pages 14-30, SQW, May 2005). South Felixstowe is the area of greatest deprivation in the town and requires significant intervention to alter the direction of its prevalent socio-economic trends. The South Felixstowe area has the potential to become a vibrant new quarter, with new development (as detailed in the following locations) integrating with the existing communities.
- 5.11 The sites identified in South Felixstowe are valuable brownfield sites located in prime locations close to the seafront, the town centre and have the opportunity to integrate with the existing communities. These valuable sites should be redeveloped with only the highest quality of new development, which raise the environmental quality of the area, improving the area as a both a place to live and a destination. If quality development is delivered on these sites the area is likely to experience the kind of economic uplift which will revitalise this currently neglected part of Felixstowe, yielding social, environmental and economic benefits.

South Seafront

- 5.12 This site must act as a flagship for new development and revitalisation in South Felixstowe. It is hoped that the now permitted Bloor Homes scheme for South Seafront will meet the aspirations for the site and deliver a high quality new development to provide a much needed boost and uplift to the South Felixstowe area.
- 5.13 The South Seafront site is subject to a number of restrictions which limit the extent of development which is possible on the site. These restrictions include;
- The need to maintain a 30m set back for development from the floodwall
 - English Heritage require an area of protection around the Martello Tower
- 5.14 The site restrictions and the inclusion of car parking (262 spaces) and an element of public open space (including a play area) are conditions which will limit the quantity of new homes on the site to 158 homes (including 16 for social housing). With less than one third of the site used for residential development the Bloor Homes scheme should make a positive contribution in provision of quality public realm, improving the environmental conditions in South Felixstowe.

Locations for redevelopment in Scenario 2: Moderate Growth

- 5.15 The Peewit & Felixstowe Beach Caravan Parks, Convalescent Hill and the Ordnance Roundabout are the sites that emerge as locations for redevelopment in the moderate growth scenario. These sites are all located well within the current boundary of the town and are well related to existing facilities and amenities and the transport network. Details of each of these sites as locations for redevelopment are noted as follows;

The Peewit and Felixstowe Beach Caravan Parks

- 5.16 The Peewit and Felixstowe Beach Caravan Parks offer the opportunity to provide a large number of dwellings on a site which is well connected to transport infrastructure (links to the town and seafront via Walton Avenue, and to the regional transport network via the A14) and well contained by its topographic characteristics (Peewit Hill). The land is well located for access to the town centre and seafront and thus has excellent access to the town centre and the existing facilities, services and transport.
- 5.17 A downside of the reallocation of this land for new housing development is the loss of pitches for holiday caravans with potential consequences for the town as a resort. However, anecdotal evidence indicates that the negative impacts may not be pronounced. Most of the caravans are owned as second homes rather than let to holiday makers. The owners are self contained and make little contribution to local businesses and services through local spending. Redevelopment of these sites may lead to pressure for additional caravan pitches elsewhere, but it is believed that the existing sites at the south end of the seafront, Suffolk Sands holiday park in particular, provide the potential for caravanning holidays to continue in the area and it may also be able to absorb any additional generated demand.
- 5.18 It is reasonable to assume that political will and market forces would prevail over any restrictions emerging from ownership constraints or restrictive covenants.

Convalescent Hill

- 5.19 Although relatively small in size, land at Convalescent Hill is an important and valuable location on the seafront. It is a strategically important location on the lineage of the sea cliff which has the potential to act as a key link site between the town centre on the higher ground and seafront below.

Convalescent Hill – current land uses

- 5.20 The potential of the site is not being realised by the land uses which currently occupy the Convalescent Hill site. A compact surface car park fills the lower part of the site which fronts Undercliff Road West, the promenade and the seafront. The higher part of the site which rises sharply to back onto the Wolsey Gardens route along the top of the sea cliff is filled by wild vegetation, including a number of mature trees. Generally this area of vegetation consists of low value scrub which has spread freely on the steepest part of the site, where the relief contributes to its inaccessibility.
- 5.21 Neither the surface car park or the scrub make best use of such a valuable site, which could, with the right form of development, contribute to improving integration between the seafront and town centre, a partnership which would benefit both areas.

Convalescent Hill – proposed uses

- 5.22 The site is highly accessible being located between the town centre and the seafront, and the three routes that surround the site - Undercliff Road West, Convalescent Hill, Wolsey Gardens). Convalescent Hill is therefore a prime site where only development schemes of the highest quality should be considered. The high accessibility provides a site which could support and sustain a variety of land uses.
- 5.23 The Convalescent Hill site could accommodate a flagship scheme of mixed use development, which could include;
- flexible ground floor units constructed with deeper, robust form to accommodate either retail, leisure or residential uses depending upon demand;
 - upper level residential units with attractive sea views;
 - the potential for a top floor sea view café / restaurant and;
 - car parking provision and access at the rear of the site.

- 5.24 The scheme for the Convalescent Hill site has the opportunity to be bold in its design, utilising the potential of sites relief and making the most of the southern aspect which provides excellent views over the promenade and seafront. The change in relief from Wolsey Gardens down to the seafront should allow for development to rise to between four and five storeys. A final decision on storey height should consider the height necessary to facilitate at grade access to the upper level of the development from Wolsey Gardens on the sea cliff.
- 5.25 If leisure uses can be accommodated on the top floor (café / restaurant with sea views) and the ground floor (retail / leisure) a lift or escalator could be integrated into the scheme to improve links between the two ground levels. This lift access should be accessible to the general public in order to provide a new opportunity to improve access between the town on the high ground and the seafront on the lower ground. Such an access initiative would provide a visitor attraction in its own right and improve access for tourists, shoppers, residents, particularly for the elderly and less able bodied people.
- 5.26 A quality mixed use development on this prime site, should aspire to the highest standards of architectural design and thus would enhance the standard of the seafront street scene and would raise aspirations for the style and quality of future development.

Convalescent Hill – car parking

- 5.27 The development of Convalescent Hill would result in the loss of the Suffolk Coastal District Council owned car park. The car park provides 60 car parking spaces. It is understood that there is sufficient capacity in the town's alternative car parks to meet that displaced by redevelopment of this site.
- 5.28 Further to this the new South Seafront development will provide an additional 262 public car parking spaces which will mitigate the loss of the 60 Convalescent Hill spaces. See Appendix E for more details on car parking.
- 5.29 The potential loss of surface car parking should not stand in the way of such a promising development opportunity which would not only realise the value of such an important site, but it could also contribute to improving the connections between the town and the seafront, which could have wider benefits for the town and its visitors.

The Ordnance Roundabout

5.30 The Ordnance Roundabout is a substantial and key urban location on Garrison Lane and Langer Road. These routes provide good access to the site. The land is currently underutilised compared against its important locational base for South Felixstowe and the town as a whole. Development of the Ordnance Roundabout site is central to integrating the town and the seafront. The urban location is within 5 minutes walking distance of the town centre, and the seafront and thus has excellent access to the town centre and existing facilities, amenities and transport.

Ordnance Roundabout – existing uses

5.31 Current land uses on the Ordnance Roundabout site include the large surface car park, the disused former bus station, a council yard, a small business unit and slither of vegetation which occupies the steeper ground which rises up in bunding form at the rear of the site which backs onto the railway line.

5.32 The composition of existing uses around the Ordnance Roundabout amount to little more than a piecemeal collection of unrelated activities. This collection does not make the most of such a strategically important site.

Ordnance Roundabout – potential land uses

5.33 The site could accommodate an innovative high quality development which makes better use of the prime location. Uses could include;

- Quality development fronting the Ordnance Roundabout, providing a focus point at a key junction between the town and seafront.
- The development could rise to three-four storeys in height, a scale which would be suitable to context, particularly the grid of streets between Langer Road and Sea Road which accommodate a variety of two-four storey high buildings.
- The development fronting the Ordnance Roundabout and Garrison Lane could include larger unit space on the ground floor which could accommodate retail or office space as the market demands.
- The upper floors could accommodate residential apartments including an appropriate proportion of affordable housing.

- The development set back within the site, away from the main street frontages could also include apartments or a mix of townhouses and terraced property which could create a high quality development at a medium to high density level, as appropriate for a valuable urban infill site.
- Potential inclusion of an element of public car parking, possibly in a decked car park arrangement.

Ordnance Roundabout – access improvements

- 5.34 Development of the Ordnance site could provide the opportunity to create a new access route between the Ordnance Roundabout and the potential urban infill sites of the Peewit and Felixstowe Beach caravan sites (identified for as potential locations for new housing development in scenario 2). The route would have to negotiate the railway line which separates the two sites, but if a tunnel or bridge could be used to cross the rail line then the caravan sites could be connected to the Ordnance and thus be integrated with the routes to the seafront and the town centre. This would improve access and movement in South Felixstowe and enhance the viability of the caravan sites as potential housing development sites.
- 5.35 Initial proposals for access arrangements are explored in Appendix F.

Ordnance Roundabout – car parking

- 5.36 Development of The Ordnance Roundabout would result in the loss of public car parking spaces. An alternative location for these displaced car parking spaces will be required.
- 5.37 The South Seafront scheme will provide 262 new public car parking places which will go some way to mitigate the lost places at the Ordnance. The Ordnance site has the capacity to accommodate some new reconfigured public car parking too, either in a smaller surface car park or in a new decked car park arrangement.
- 5.38 In a worse case scenario of losing all the public car parking spaces at the Ordnance (107 spaces) and Convalescent Hill (60 spaces) to new development a total of 167 spaces would be displaced. The combined loss is more than compensated by the provision of 262 new spaces in the new South Seafront development, without considering any additional parking provision in the potential new developments at the Ordnance and Convalescent Hill.

- 5.39 Whilst car parking is an important function, it should not be allowed to stand in the way of positive future development which could benefit the wider town and South Felixstowe in particular.
- 5.40 Studies indicate that The Ordnance car park is commonly used to only half capacity (see Appendix E – SCDC statistics and consultant figures) with the exception of when the Sea Road ‘Open Market’ is operating (on Sunday’s and Bank Holidays).

A Local Centre for South Felixstowe

- 5.41 The quantity of redevelopment proposed in the areas around South Felixstowe, on the aforementioned sites, is sufficient to generate the need for and to support a new local centre.
- 5.42 The local centre could provide a focus for uniting the new development with the existing community in South Felixstowe.
- 5.43 The possibility of developing a small local centre in this location should be considered in greater detail. As a minimum this might comprise a small local food store and health centre (doctors and dentists). The land required by the local centre would have a small impact on the overall housing numbers anticipated by this scenario, or the higher growth scenarios.
- 5.44 Potential locations for the small local centre include;
- On the part of former **Beach Station site**, at the front of the site addressing Beach Station Road and the rest of South Felixstowe. This location could also serve the Port.
 - Within the **South Seafront site**, on the key corner of Langer Road / Orford Road (proposed car park in the Bloor scheme), providing a prominent frontage and access from the existing communities of South Felixstowe.
 - On the **Ordnance Roundabout Site**, fronting the roundabout, a prominent site with good accessibility from South Seafront. If local centre uses are considered for this site they should be restricted to smaller units for a local store and potentially a small local health centre as opposed to a larger format food store which would dominate the site, reduce the land available for valuable housing development and create a lower quality built form environment.

6. SCENARIO 3: GOING FOR GROWTH

6.01 The 'going for growth' approach assumes:

- promotion of Felixstowe as a sub-regional growth point, taking around 80% of the additional development allocated to Suffolk Coastal District as part of the Haven Gateway, providing an alternative location within SCDC to the Ipswich fringe;
- The draft East of England Plan (December 2004) suggests that the part of Suffolk Coastal District that falls within the Haven Gateway should provide a net increase in dwellings of 7,050 over the period 2001-2021. After deducting identified brownfield and windfall sites from this figure, SCDC will seek locations for 1500 dwellings in Felixstowe;
- higher levels of development provide an important driver of regeneration through renewal of the residential community, town centre and the range of facilities and services in the town. This requires growth that provides for housing for employees of the Port and diversified employment development;
- an upgraded rail link that contributes towards additional transport capacity;
- improvements to road links obtained through related development;
- all Port related employment land allocations taken up (as in other scenarios);
- a new employment land allocation is made at Walton that are not geographically related to the Port to diversify business and employment opportunities, helping to prevent non-port related users being squeezed out by stronger demand from port-related users.
- the bulk of the new development will be concentrated in a single location in order to maximise the benefits that accrue from comprehensive development – new schools; health, welfare and

sports facilities; infrastructure investments, including public open space.

- development at this level will cause any consolidation of schools, particularly secondary schools, to be reviewed. It will deliver sufficient children of school age into local schools to make closure of a secondary school difficult to justify.
- this scenario will provide capacity for additional convenience and comparison retailing helping to revitalise the town centre but only if new development is well related to it.

COMPONENTS

6.02 The 'going for growth' scenario comprises:

- In the region of **approximately 1400 homes (circa 3000 people)** over the period 2001 to 2021 including in the region of 400 affordable homes, an additional gross development area of some 40 to 50 ha.
- A key component is a new Enterprise Park of around 3 hectares located away from the Port and restricted to non-port-related uses. Approximate capacity to provide between 600 and 900 jobs. The importance to diversify Felixstowe's economy means that this could be sought as part of any of the scenarios but housing should be developed to meet the number of jobs created.
- The development of allocated employment land at Blofield and the Haven Exchange site.
- New town centre convenience and comparison retail provision and improvements. The reconfiguration of the Solar Store on Hamilton Road, as described in the Moderate Scenario, would form a key element. Drawing number EED001-11: 'Foodstore Reconfiguration' illustrates a possible approach to masterplanning the area.
- In addition, town centre retail offer upgraded through initiatives to foster local businesses and independent retailers, and diversification and improvements of the leisure and entertainment offer.

- Retention and improvement of both secondary schools sites.
- More substantial additional funds for infrastructure and amenity investment;
- A strategy for the improvement of Felixstowe's public realm has been identified. This is explored in greater detail in Appendix C. This is a vital facet in raising Felixstowe's image and reinvigorating the tourism sector. This scenario is likely to fund and enable the greatest changes to the public realm;
- Improvements to Bent Hill underpinning regeneration of the east end of the High Street;
- Tourism initiatives that go for quality and for speciality short breaks – regional level conferences, nature breaks (wildlife, etc), art, golf, etc.

IMPLICATIONS

6.03 The implications of this scenario are:

- Provision of a 3 hectare business/Enterprise park restricted to non-port-related uses may help to broaden the economic base.
- Continued popularity as a retirement destination continues to exert an upward pressure on house prices as demand outstrips supply. This is moderated by the development of new affordable housing, particularly for key workers. The Peninsula will continue to be sustainable through the availability of affordable housing to key workers.
- Additional investment in road and rail infrastructure from large scale development, to support port related investment.
- Secondary education continues in two schools or a single school split over two campuses with a common sixth form on one. This will retain maximum flexibility in terms of future expansion.
- Tourism improves. Concentration of available resources on key projects together with high quality on the South Seafront site and regeneration of the gardens and links to the town centre increases the numbers of short stay and day visitors. (Please refer to Appendix C).

- The focus of new development and growth in the Haven Gateway will still be in Ipswich but the Felixstowe Peninsula will offer an alternative growth pole within the sub region.
- Increased population will support new retail provision helping to reinforce the town centre's role and reduce leakage of expenditure, attracting investment and new businesses.
- Existing levels of deprivation should improve as employment opportunities diversify and the stock of affordable housing is enhanced.

BENEFITS

6.04 The potential benefits of the "Going for Growth" scenario are:

- A strengthening of the population, population mix and housing stock
- Diversification of the economic base.
- Potential reduction in in-commuting
- No worsening of the capacity of the ability of the transport links to or within the town, due to improvements to infrastructure partially funded by development.
- New school investment to create a new primary school (required by this scale of development) and to improve existing secondary schools.
- A stronger and more viable town centre with an improved retail offer.

LOCATION OF DEVELOPMENT

- 6.05 This scenario comprises development in the region of 1400 homes over the period 2001 to 2021. This level of growth will have a significant impact in rectifying the existing negative issues and processes at work in the town and peninsula.
- 6.06 Development focuses upon the brownfield sites but requires expansion on greenfield locations. The sites can be summarised as follows:
- 6.07 This scenario retains the focus of development on South Felixstowe and proposes additional development that reinforces Walton as a distinct community with enhanced facilities. The development of land at Walton would strengthen this western element of the town. It would benefit from the existing infrastructure in this location and reinforce the local area facilities and amenities through an increased population.
- 6.08 This scenario includes a 3 hectare Enterprise Park as part of development in Walton. This could be a better location for the Learning and Enterprise Centre than the currently proposed Blofield Park. The centre would act as a stimulus for the Enterprise Park and should be dissociated from port activities that are likely to prefer the Blofield site location. The Enterprise Park would expand and diversify the Felixstowe economy. Diversification of the town's economy is an extremely important aspect, one that could be sought as part of any of the scenarios but likely to be supported by the higher development scenarios.
- 6.09 Part of the land identified for development is currently designated as Protection of Open Character within policy AP171 which seeks to protect the open character of the land that separates Felixstowe from Trimley St Mary.
- 6.10 Initial proposals for access arrangements relating to the Walton land are explored in Appendix G.
- 6.11 A summary of the location for development proposed in scenario three, 'Going for Growth' is listed in the following table;

SCENARIO 3			
Site Name	Site type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
North of Walton High Street, adjacent to A14 link	Green separation	12.83	327-494
South of Walton High Street, adjacent to A14	Green separation	5.89	150-227
Land between Trimley St Mary & A14 link road (Port of Felixstowe Road)	Green separation	4.72	120-182
<i>Enterprise Park – employment</i>	<i>Green separation</i>	<i>3 hectares</i>	<i>Employment</i>
Convalescent Hill	Brownfield	0.51	13-20
Ordnance Roundabout	Brownfield	2.05	52-79
Peewit and Felixstowe Beach Caravan Parks	Brownfield	12.53	320-482
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 3 TOTAL		49.45	1293-1795

6.12 The location of development for the 'going for growth' scenario is illustrated on master scenarios plan EED001/07 and in detail on plan EED001 / 09.

An Alternative Approach: Additional regeneration in South Felixstowe and employment diversification

- 6.13 One additional site could be considered for development in the more progressive scenarios – the Haven Exchange site in South Felixstowe.

Haven Exchange

- 6.14 The Haven Exchange site is a valuable site located in a prime position in South Felixstowe, benefiting from proximity to the seafront, good transport links (Port of Felixstowe Road – A14), and excellent site conditions – flat, enclosed, well proportioned and a good size of approximately 4ha. (More detail can be found in the site analysis report, Appendix B.)
- 6.15 Haven Exchange is designated as an employment site in the current Local Plan. It is questionable whether this current land use designation is allowing this valuable site to realise its worth. Whilst designation of employment land is essential, especially in line with housing growth, the location of employment land is an important consideration.
- 6.16 Current planning policy and permission for the site allocates the site for B1 and B8 uses (no B2 – general industrial). Also, importantly, there are noise restrictions overnight and condition 14 to the original planning consent (1994 – which still applies) states that *“no part of the site shall be used for the outside storage of goods, materials or other equipment (including containers) without the prior permission of the Local Planning Authority.”* Hence, port related storage/haulage/container uses are not possible, which restricts significantly the potential demand from occupiers.
- 6.17 Policies such as these have been put in place in an attempt to stimulate a degree of employment diversification – by restricting port-related activities such as storage. Whilst employment diversification is a strategic aim, essential for the long term future of the economic prosperity of the Felixstowe Peninsula, a key consideration to enable diversification is to provide the most suitable locations for new businesses.
- 6.18 Take up of plots for employment uses on the Haven Exchange site has been slow. A prime reason for the slow take up is the location of the site. Given the proximity of the site to the Port of Felixstowe, the majority of employment interest in the Haven

Exchange comes from port-related activity, uses which are ineligible to use the site due to the aforementioned policies. Non-port related businesses seem to have been generally discouraged from the Haven Exchange site primarily due to its immediate proximity to the port, which they do not need or want to be associated with.

- 6.19 The need for employment diversification has been addressed in scenarios 3 and 4 which propose the development of a new Enterprise Park, located off the Dock Spur Roundabout, physically remote from the Port in a superior location for non-port employment development and therefore improves the prospects of diversifying the local economy.
- 6.20 With the identification of this alternative employment site, and the potential development of an Enterprise Park, the need to retain an under-performing employment site such as the Haven Exchange is lessened.
- 6.21 Cumulatively these factors lead to the need to reconsider the current use designation. It could be changed, retaining an element of business / industrial on the site frontage, where a small number of businesses have recently located, whilst the remainder of the site is developed for residential use. This would provide a very valuable site for housing, which would integrate with the South Felixstowe regeneration agenda outlined in scenario 2.
- 6.22 The residential element would be closely integrated with the potential residential development outlined for the neighbouring caravan park site, and together with the other sites identified in scenario 2 would provide a comprehensive regeneration proposal to uplift the South of Felixstowe.
- 6.23 The combination of an element of employment activity at the Haven Exchange and the Enterprise Park by Dock Spur roundabout would help to deliver an appropriate balance between new housing development and employment opportunities.

7. SCENARIO 4: SUSTAINABLE LARGE SCALE GROWTH

- 7.01 The first three scenarios do not take into account growth of the port. The upper limit for growth suggested in Scenario 3: Going for Growth can be justified by the need to ameliorate the issues and processes currently negatively impacting the peninsula. This does not take into account the implications that are likely to stem from the approval of the port expansion plans.
- 7.02 This fourth scenario therefore builds upon Scenario 3. It builds upon the current imbalance between jobs and homes and factors in the exacerbated state that is likely to be created by port expansion. The resulting figures for jobs and housing go beyond those allocated to Suffolk Coastal District Council in the East of England Plan.
- 7.03 The sustainable large scale growth:
- assumes housing development will match existing under provision and keep pace with job growth;
 - proposes a scenario which offers the most holistic and sustainable approach to growth and;
 - provides for the longer term.
- 7.04 In addition to all of the assumptions made in scenario 3, the fourth scenario approach assumes:
- the realisation of the Port of Felixstowe expansion plans, which are scheduled to create 620 jobs in Felixstowe and an additional 860 indirect and direct jobs across the Haven Gateway. This would equate to between 600 – 1500 homes in the Haven Gateway of which at least 600 should be provided within the Felixstowe Peninsula in addition to the growth identified in scenario 3;
 - clear promotion of Felixstowe as a sub-regional growth point – accommodating housing need generated by Port expansion and taking around 80% of the additional development allocated to Suffolk Coastal

District as part of the Haven Gateway, providing an alternative location within SCDC to the Ipswich fringe;

- the greatest opportunity for diversification and growth of the local economy;
- the greatest opportunity to drive regeneration through renewal of the residential community, town centre and the range of facilities and services in the town. This requires growth that provides for housing for employees of the Port and diversified employment development;
- an upgraded rail link that contributes towards additional transport capacity, although pressure on the A14 road link can be relieved by providing greater opportunity for port employees to live locally;
- improvements to road links obtained through related development, enhanced improvements to the Dock Spur Roundabout levered by development adjacent to it as advised in Scenario 3 & 4;
- all Port related employment land allocations taken up (as in other scenarios) and expansion of Port activities in the large scale enlargement program;
- new employment land allocations are made that are not geographically related to the Port to diversify business and employment opportunities, helping to prevent non-port related users being squeezed out by stronger demand from port-related users;
- the bulk of the new development should be concentrated in a series of concentrated locations (South Felixstowe, Walton edge, land adjacent to Trimley St Martin) in order to maximise the benefits that accrue from comprehensive development – new schools; health, welfare and sports facilities; infrastructure investments, including public open space;
- development at this level will cause any consolidation of schools, particularly secondary schools, to be reviewed. It will deliver sufficient children of school age into local schools to make closure of a secondary school difficult to justify, and even support efforts to enhance facilities with a view to creating a quality further education unit;
- additional convenience and comparison retailing in addition to that identified in the moderate and going for growth scenarios which could help revitalise

and strengthen the town centre but only if new development is well related to it;

- strengthening of small scale retail provision in the Trimley's should be sought alongside any growth.

COMPONENTS

7.05 In addition to the components identified through the 'Going for Growth' scenario, this scenario comprises the following.

- The realisation of the expansion plans at the Port of Felixstowe. The creation of 620 jobs in Felixstowe and an additional 860 indirect and direct jobs across the Haven Gateway in the Port expansion.
- To accommodate the new employees between 600 – 1500 homes across the Haven Gateway of which at least 600 should be within the Felixstowe Peninsula.
- Scenario three: Going for Growth suggests the development of approximately 1400 homes (in the region of 3300 people) over the period 2001 to 2021 (of which at least 30% should be affordable homes). This involves the development of brownfield sites within Felixstowe and greenfield sites at Walton.
- To meet the additional housing need created by the Port expansion a further 600 dwellings would be required in the Felixstowe Peninsula and a further 900 across the Haven Gateway including Felixstowe. The preferred location of this additional development is the Trimley villages. The land identified as suitable for development could provide approximately 1060 – 1600 homes, at a density of 30-50 dwellings per hectare (in the region of 2500 to 3800 people), over an additional gross development area of some 40 ha.
- **The combination of the growth proposed in scenario three and the additional growth in scenario four could result in the development of 2500-3000 new homes – approximately 6000-7000 people.**
- A new Enterprise Park of around 3 ha located away from the Port and restricted to non-port-related uses. Approximate capacity to provide between 600 and 900 jobs.

- The development of allocated employment land at Blofield and the Haven Exchange.
- New town centre convenience and comparison retail provision and improvements. In addition, the town centre retail offer would be upgraded through initiatives to foster local businesses and independent retailers, and diversification and improvements of the leisure and entertainment offer;
- Retention and improvement of both secondary schools sites;
- More substantial additional funds for infrastructure and amenity investment;
- Significant improvements to the connection between Felixstowe town centre and the seafront at Bent Hill, enterprise which will underpin the regeneration of the east end of the High Street;
- Tourism initiatives that go for quality and for speciality short breaks – regional level conferences, nature breaks (building upon the asset of the AONB and adjacent areas of immense landscape character), art, golf, etc.
- Potential for further tourism and leisure improvements – utilising significant S106 contributions from the large scale development to part fund an attraction such as the proposed promenade Winter Gardens – see Public Realm design sheet EED001 / 10, Appendix C.

IMPLICATIONS

7.06 The implications of the fourth scenario will include the following:

- The provision of housing for new employees of the Port expansion scheme, thus providing the chance to live and work locally.
- The provision of an Enterprise Park restricted to non-port-related uses may help to broaden the economic base.
- The Peninsula's continued popularity as a retirement destination continues to exert an upward pressure on house prices as demand outstrips supply. But these conditions are moderated by the development of new affordable housing, particularly for key workers. The Peninsula will become more

sustainable through the availability of a greater quantity of market and affordable housing for key workers.

- Additional investment in road and rail infrastructure will be available from large scale development, supporting port related investment.
- Secondary education continues in two schools or a single school split over two campuses with a common sixth form. This will retain maximum flexibility in terms of future expansion.
- Improvements to the tourist offer. Resources would be focused on key projects. High quality development of the South Seafront site and the regeneration of the gardens and links to the town centre would increase the numbers of short stay and day visitors.
- The tourist offer would be further enhanced by investment in enhancements to public realm of town centre and seafront - see Appendix C: Public Realm improvements sheet, and creation of quality visitor attractions such as the aforementioned Winter Gardens.
- The focus of new development and growth in the Haven Gateway will still be Ipswich but the Felixstowe Peninsula will offer an alternative growth pole within the sub region.
- The increased population will support new retail provision helping to reinforce the town centre's role and reduce leakage of expenditure, attracting investment and new businesses.
- Existing levels of deprivation should improve as employment opportunities diversify and the stock of affordable housing is enhanced.

BENEFITS

7.07 The potential benefits of this scenario include:

- The longer term planning for the Felixstowe Peninsula which would extend beyond 2021.
- Consideration of the large scale Port expansion, the job creation and the need for new homes, facilities and infrastructure this will entail, enables the

formulation of an all inclusive scenario which accommodates jobs and homes locally.

- Such a holistic approach reduces unsustainable travel patterns and leakage of locally earned incomes – conditions which would otherwise be generated by a growth in local jobs which is unmatched by a growth in local homes
- Where the supply of local homes does not keep pace with the supply of local jobs, employees would be forced to live elsewhere (most likely the growth areas on the eastern edge of Ipswich), which would result in worsening current traffic and transport problems (particularly congestion on the A14) and also the loss of locally earned income and expenditure from the Felixstowe Peninsula economy. This scenario proposes that growth is managed locally within the Peninsula giving employees the option to live and work locally – the best way of creating conditions to reduce regional commuting, and minimise the loss of locally earned income.
- The scenario will create a healthy demographic for the peninsula.
- Diversification of the economic base away from the port.
- New school investment to create a new primary school (required by this scale of development) and to improve existing secondary schools.
- A stronger and more viable town centre with an improved retail offer.

Location of development

- 7.08 Land was identified within Scenario 3: Going for Growth for between 1293 and 1795 dwellings up to 2021. This scenario identifies land which has the capacity for an additional 1,060 – 1,600 homes (at 30-50dph) over a period beyond 2021.
- 7.09 The combination of the growth proposed in scenario three and the additional growth in scenario four could result in the development of **2200-3200 new homes – approximately 6000-7000 people**.
- 7.10 A summary of the location for development proposed in scenario four, ‘Sustainable Large Scale Growth’ is listed in the following table;

SCENARIO 4

Site Name	Site type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
Farmland between Trimley St Martin High Street & rail line	Greenfield	27.45	700 – 1057
Farmland between Trimley St Martin High Street & A14	Greenfield	12.00	306 – 462
Farmland on edge of Trimley St Mary	Greenfield	2.10	54 - 81
<i>SUB TOTAL for fourth scenario sites</i>		<i>41.55</i>	<i>1060 - 1600</i>
+ Plus all growth advised in the third scenario – ‘Going for Growth’...			
<i>Enterprise Park - employment</i>	<i>Green separation</i>	<i>3 hectares</i>	<i>employment</i>
North of Walton High Street, adjacent to A14 link	Green separation	12.83	327-494
South of Walton High Street, adjacent to A14	Green separation	5.89	150-227
Land between Trimley St Mary & A14 link road (Port of Felixstowe Road)	Green separation	4.72	120-182
Convalescent Hill	Brownfield	0.51	13-20
Ordnance Roundabout	Brownfield	2.05	52-79
Peewit and Felixstowe Beach Caravan Parks	Brownfield	12.53	320-482
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 4 TOTAL (Scenario 4 sites + sites identified in the scenario 3)		91	2353-3395

Scenario 4

Scenario 3

Scenario 2

Scenario 1

- 7.11 The direction of development for the fourth growth scenario is illustrated on the 'Scenarios Development Sites' plan EED001/06.
- 7.12 Specific information on the suitability of the sites listed in the above table is recorded in the Site Analysis Evidence report, Appendix B.
- 7.13 In summary the location strategy for accommodating housing and associated development is founded on the following principles;
- Utilising infill development sites which are well contained within existing settlement boundaries.
 - *This principle is achieved by using land north and south of High Road in Trimley St Martin which is well contained by the A14 to the north, the railway line to the south and the extent of the existing settlement to the east and west.*
 - Strengthening existing communities with sensitively positioned new development which can contribute and plug directly into existing communities, facilities and transport networks.
 - *Land adjacent to the extent of the existing Trimley St Martin village, has opportunity for direct access to the existing street network, including frontage onto the High Road high street, which provides connection to the heart of*
 - Protecting the most valuable areas of landscape character.
 - *By containing new development within the extents of existing settlements the most valuable areas of landscape character – predominantly adjacent to the AONB can be protected;*
 - - *The AONB and landscape to the north of Felixstowe, south of Gulpher Lane can be protected and even put forward for consideration as an extension to the AONB or creation of a country park.*
 - *Land south of the railway line, south of the Trimley villages can also be protected, indeed enhanced with an improved footpath access route connecting the Trimley villages and*

their surrounds to the River Orwell waterfront and the area of AONB which extends south of the Trimley's.

8. SUMMARY OF THE SCENARIOS

- 8.01 The scenarios outlined in the previous four chapters provide a large amount of analytical and statistical data to digest. To assist the reader the following table summarises the key components of each scenario in a format that allows comparison between the four scenarios.
- 8.02 Following the scenario summary table each of the scenario development tables are listed in consecutive order to provide a further review of the key components.
- 8.03 The scenario comparison table is presented over the page:

Scenario Components	POTENTIAL GROWTH SCENARIOS FOR THE FELIXSTOWE PENINSULA			
	Scenario 1 Do Minimum	Scenario 2 Moderate Growth	Scenario 3 Going for Growth	Scenario 4 Sustainable long term growth
Quantity of housing development (residential units)	311 homes	696-892 homes	1173-1613 homes	2233-3213 homes
Population growth <small>approximate</small>	750 people	1600-2200 people	2800-3900 people	5400-7700 people
Location of development	+ Urban capacity sites + South Seafront	<ul style="list-style-type: none"> Urban capacity sites South Seafront + Ordnance + Convalescent Hill + South Felixstowe caravan sites (Peewit & Felixstowe Beach)	<ul style="list-style-type: none"> Urban capacity sites South Seafront Ordnance Convalescent Hill South Felixstowe caravan sites (Peewit & Felixstowe Beach) + Walton west end & the small site between Trimley St Mary and the Port of Felixstowe Road	<ul style="list-style-type: none"> Urban capacity sites South Seafront Ordnance Convalescent Hill South Felixstowe caravan sites (Peewit & Felixstowe Beach) <ul style="list-style-type: none"> Walton west end & the small site between Trimley St Mary and the Port of Felixstowe Road + Land contained between the Trimley villages & A14 & rail line
Total Area (in ha) of sites identified for growth	10.91ha	26.01ha	44.73ha	86.28ha
Employment development	X	- Minor growth, potential retail jobs in local centre developments.	- Enterprise park - minor growth, local centres - strengthening of town centre retail	- Port expansion - Enterprise park - minor growth, local centres
Transport: Funding for infrastructure	X	Limited funding levered	<i>Funding levered for:</i> - Bent Hill improvements - Dock Spur roundabout	<i>Funding levered for:</i> - Bent Hill improvements - Promenade improvements - Dock Spur roundabout - Hamilton Road
Traffic congestion	Gradual worsening of existing trends	Modest reduction in in-commuting	Modest reduction in in-commuting	Supply of local housing to match port growth = Potential reduced need to commute

Education implications	<ul style="list-style-type: none"> - School rolls fall - 1 high school closure - Possible closure of 1 primary school 	<ul style="list-style-type: none"> - Stabilization of school rolls - Reduced potential closure of 1 high school 	<ul style="list-style-type: none"> - Retention of both secondary schools - Potential new primary school 	<ul style="list-style-type: none"> - Significant growth in school roll numbers - Expansion of both secondary schools - 1 new primary school
Tourism improvements	<ul style="list-style-type: none"> - Limited to existing plans 	<ul style="list-style-type: none"> - Limited intervention in South Felixstowe - New tourism strategy 	<ul style="list-style-type: none"> - Bent Hill – Improved connection between town centre & seafront - New tourism strategy 	<ul style="list-style-type: none"> - Bent Hill – Improved connection between town centre & seafront - Potential Winter Garden scheme on the promenade - New tourism strategy
Public Realm improvements	X	<ul style="list-style-type: none"> - In South Felixstowe regeneration area 	<ul style="list-style-type: none"> - In South Felixstowe regeneration area - In Walton - Town centre & high street - Bent Hill 	<ul style="list-style-type: none"> - In South Felixstowe regeneration area - In Walton - Town centre & high street - Bent Hill - Promenade - Triangle
Meeting demand	Partial fulfilment of existing need only	Meet existing need	Existing need met & plan for medium term growth	Planning for long term growth

SUMMARY OF THE SCENARIOS

8.04 The scenario summary tables which detail the location and quantity of development for each of the four scenarios are presented as follows;

SCENARIO 1			
Site Name	Site Type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 1 TOTAL		10.91	311

SCENARIO 2			
Site Name	Site Type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
Convalescent Hill	Brownfield	0.51	13-20
Ordnance Roundabout	Brownfield	2.05	52-79
Peewit and Felixstowe Beach Caravan Parks	Brownfield	12.54	320-482
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 2 TOTAL		26.01	696-892

Scenario 2

Scenario 1

SCENARIO 3			
Site Name	Site type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
North of Walton High Street, adjacent to A14 link	Green separation	12.83	327-494
South of Walton High Street, adjacent to A14	Green separation	5.89	150-227
Land between Trimley St Mary & A14 link road (Port of Felixstowe Road)	Green separation	4.72	120-182
<i>Enterprise Park - employment</i>	<i>Green separation</i>	<i>3 hectares</i>	<i>Employment</i>
Convalescent Hill	Brownfield	0.51	13-20
Ordnance Roundabout	Brownfield	2.05	52-79
Peewit and Felixstowe Beach Caravan Parks	Brownfield	12.53	320-482
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 3 TOTAL		49.45	1293-1795

SCENARIO 4			
Site Name	Site type	Gross site area (hectares)	Quantity of net residential units at density levels of 30-50 dph
Farmland between Trimley St Martin High Street & rail line	Greenfield	27.45	700 – 1057
Farmland between Trimley St Martin High Street & A14	Greenfield	12.00	306 – 462
Farmland on edge of Trimley St Mary	Greenfield	2.10	54 - 81
<i>SUB TOTAL for fourth scenario sites</i>		<i>41.55</i>	<i>1060 - 1600</i>
+ Plus all growth advised in the third scenario – ‘Going for Growth’...			
<i>Enterprise Park - employment</i>	<i>Green separation</i>	<i>3 hectares</i>	<i>employment</i>
North of Walton High Street, adjacent to A14 link	Green separation	12.83	327-494
South of Walton High Street, adjacent to A14	Green separation	5.89	150-227
Land between Trimley St Mary & A14 link road (Port of Felixstowe Road)	Green separation	4.72	120-182
Convalescent Hill	Brownfield	0.51	13-20
Ordnance Roundabout	Brownfield	2.05	52-79
Peewit and Felixstowe Beach Caravan Parks	Brownfield	12.53	320-482
South Seafront	Brownfield	7.08	158
Land at Beach Station Road	Brownfield	1.47	50
The Convent, Orwell Road	Brownfield	1.19	60
Land north of Recreation Lane	Brownfield	0.42	19
Land at Old Hall Farm, High Road East	Brownfield	0.75	24
Scenario 4 TOTAL (Scenario 4 sites + sites identified in the scenario 3)		91	2353-3395

9. DELIVERY

- 9.01 The scenarios in this report involve increasingly bold intervention, presenting a range of initiatives for the short, medium and long term future of the Felixstowe Peninsula. The client team ultimately has the responsibility to decide which scenario to follow, but whichever direction is chosen for Felixstowe Peninsula it is vital that the guidance is put into practice and positive development initiatives are delivered.
- 9.02 To assist with the delivery of the proposals outlined in the report this 'delivery' section identifies a selection of **priority tasks** which could be delivered in the short to mid term. If delivered these schemes could provide impetus and confidence for further improvements linking into the preferred scenario.
- 9.03 In addition to the priority tasks the delivery section also identifies the **funding** sources, which can provide the financial lever to enable the proposed schemes.

PRIORITY TASKS – KEY INTERVENTIONS

- 9.04 Whilst the Local Strategy for Felixstowe outlines strategic planning options for the medium to long term future of the Felixstowe Peninsula a number of issues could be addressed in the short term.
- 9.05 The realisation of some short term projects could provide some uplifting ‘early wins’ which could start to make a real difference.

Bent Hill

- 9.06 As identified in the Local Strategy the Bent Hill route is the key connection between the town centre and the seafront. The accessibility of the route is limited by the steep relief of the sea cliff topography that it is located upon. Bent Hill is currently dominated by vehicular traffic and pedestrian and cyclist access very limited. The current situation does not create an effective link between the town centre and the seafront.
- 9.07 It is essential that this link is improved, especially for pedestrians and cyclists. If improvements are made which enhance accessibility both the town centre and the seafront could benefit from more visitors, trade and thus vitality and improved economic conditions.
- 9.08 Proposals to improve Bent Hill have advanced during the drafting of the Local Strategy document. These proposals, led by Faber Maunsell have recently been subject to public consultation, where the proposed changes advise a number of measures to deter vehicular traffic from using the route including;
- Creation of a ‘shared surface’ on Bent Hill to improve pedestrian access.
 - Speed humps at the entrance to Bent Hill from Hamilton Road.
 - Provision of an alternative vehicular route along Convalescent Hill.
- 9.09 The Bent Hill scheme should be seen through, an example of public realm improvements which could have wide social, environmental and economic benefits.

South Seafront

- 9.10 Development of the South Seafront site is moving forward with the progression of the Bloor Homes / SCDC scheme. As the detailed design of the scheme is finalised it is hoped that the highest standards of design are built in and delivered.
- 9.11 Given the prominence of the South Seafront schemes location on the seafront it is important that the scheme realises its potential and produces a quality new development which attracts new interest and activity in South Felixstowe.
- 9.12 In addition to the architectural quality of the new buildings on South Seafront, it is important that the public space around the new scheme is delivered with sufficiently high standards of quality and robustness.
- 9.13 The South Seafront scheme has the potential to act as the standard bearing development for the wider regeneration of South Felixstowe. If it is delivered well it can pave the way for the other potential developments in South Felixstowe as advised in the Local Strategy (scenario 2 in particular).

Environmental improvements to the town

- 9.14 A sketchbook of proposals, in the form of a presentation “poster”, depicts ideas for environmental improvements relating to Felixstowe town centre. This is contained within Appendix C – plan EED001 / 10. All the proposals are primarily designed to improve the amenity of the town for local residents and workers. However, if some of the more ambitious ideas are championed and realised, the commercial benefits to the town, and therefore local people as well as visitors, could be huge. A sequence of public realm enhancements, from Felixstowe Station to Bent Hill and the seafront, are suggested. A full description of the proposals are included in Appendix C. The improvements could include:

The Triangle

- 9.15 The Triangle is Felixstowe town centre’s primary public space, but as identified in the Local Strategy and the Issues Report the space is currently not functioning as successful as it could, particularly with the unpleasant public conveniences which dominate the site.

- 9.16 Of the public realm improvements advised in the Local Strategy the enhancement works to the Triangle should be a priority. Improvements to the Triangle would be high profile – registered by the many people who use the town centre.
- 9.17 The Local Strategy provides advice for the potential enhancement of the Triangle and other public spaces (in Appendix C: Public Realm Proposals and the drawing EED001 / 10: ‘Public Realm in Felixstowe Sheet’)

Felixstowe Station and Sir John Mills Place

- 9.18 The railway station’s current relationship to the town centre is unsatisfactory. Its failure to deliver visitors to Felixstowe’s “front door” is tentative if not apologetic.
- 9.19 The pretty period station building deserves a much more attractive setting. Hence we propose an upgrade for the forecourt, which we suggest should be named after one of Felixstowe’s famous and hitherto uncelebrated sons, namely the late actor, Sir John Mills. Further details can be found in appendix C.

Hamilton Road – streetscape improvements including kerb-side parking

- 9.20 We propose a co-ordinated improvement scheme for the whole of Hamilton Road from, (and including), the roundabout junction with Beatrice Avenue, to Bent Hill and the seafront. The improvements would reconfigure existing road and footpath widths to maximise convenience and comfort for pedestrians whilst maintaining existing access arrangements for vehicles. Street furniture, including signage, traffic barriers and lighting, would be rationalised to minimise street clutter and contribute to a consistent, safe and legible public realm. A new high quality surface treatment and a rhythmic layout of trees of one species between pairs of kerb-side parking bays, would reinforce the clarity of the street’s identity and add to its pleasant, hospitable character.
- 9.21 Felixstowe’s Edwardian shop fronts are one the town’s great architectural assets. Visitors’ perceptions of the town centre’s quality depend greatly upon the visual integrity of the high street and the degree of charm the shop fronts provide. This character is sensitive to intervention and therefore the graphic interpretation of shop front design, including colour, lettering style etc, needs to be handled with great care. An incentive scheme to improve fronts that fail to contribute positively to the aesthetic

harmony of the street elevation should be considered, and we recommend that a single source professional design advisor is “on call” to guide future change.

Trinity Square

- 9.22 We suggest that the setting for Trinity Church could be vastly improved. The church and its neighbouring buildings have great character and the creation of Trinity Square would celebrate their presence, thereby enriching Hamilton Road. Trinity Square would transform a mere road junction into a public space of quality and create a welcome incident on the “processional route” from the railway station to the seafront.

Arts and Culture

- 9.23 Key locations for arts activities to focus on could include;
- Gainsborough Road, Felixstowe Town Centre, is an area which is beginning to be known as the ‘arts quarter’.
 - The Martello Tower on South Seafront could provide a venue for an arts centre with gallery space, café etc. Richard Griffiths Architects developed designs for this in the Alan Baxter report of October 2005 for ‘Felixstowe Martello Tower P’.
 - The town hall could act as a key building for provide a focus for ‘creative industries’.

FUNDING

- 9.24 To realise some of the proposals put forward in the Local Strategy funding will need to be accessed to finance the projects.
- 9.25 Whilst developer contributions from market development can provide a valuable source of funding from Section 106 contributions these finances will not provide enough capital in their own right and additional sources of funding should also be explored.
- 9.26 A number of potential funding sources have been identified and are listed as follows. Contact details for each funding source have also been included to enable the investigations into funding to be taken forward:

Planning Gain

- 9.27 Whilst Planning Gain is not a form of grant funding, it should be considered because it could be key source of funds towards public realm and other improvements that will benefit the town.
- 9.28 Planning Gain may be particularly relevant to the larger developments proposed in the larger scale growth scenarios, where it may be possible to secure a substantial contribution to public realm improvements by way of planning gain (e.g. S106 agreements).

New Growth Points

- 9.29 The ODPM has recently announced the availability of significant funding for 'New Growth Points', this comprises;

'A £40million start up fund for infrastructure projects for new growth points. A number of local authorities are actively considering an application for New Growth Point status to help further their economic, housing and sustainability goals. In particular Colchester, Ipswich and other Haven Gateway partners... The ODPM welcomes applications from authorities in areas of high housing demand which meet the criteria.' (ODPM press release – December 2006)

- 9.30 In summary the funding for New Growth Points will provide funding and support for local communities who wish to pursue large scale and sustainable growth, including new housing.

- 9.31 As stated in the details, the Haven Gateway is eligible. If the Felixstowe Peninsula were to pursue a growth strategy as advised in scenarios 2-4 the Local Authorities could therefore apply for this considerable source of funding. Such a significant funding source could prove to be particularly valuable for funding key infrastructure improvement works such as road, rail and public realm improvements.

- 9.32 *Contact details:*

- The Office of the Deputy Prime Minister
- <http://www.odpm.gov.uk/index.asp?id=1162073>

EEDA

- 9.33 EEDA, as the regional development agency are the key source of local and regional finance for development initiatives such as growth scenarios detailed in the Local Strategy.
- 9.34 EEDA, as co-commissioners of the Local Strategy report are well aware of the issues in the Felixstowe Peninsula and as such there is every reason to suggest the working relationship between EEDA and the local authorities could be taken forward to consider means of financing some of the projects detailed in the Local Strategy.
- 9.35 Tasked with guiding economic development in the region, EEDA should be a particularly useful contact for assisting the development of the proposed 'Enterprise Park' in scenarios 3&4. The Enterprise Park in its location remote from the Port is an initiative aimed at providing a platform for economic diversification in Felixstowe – this concept should particularly appeal to EEDA, and should be a priority to discuss with the development agency.
- 9.36 EEDA has an interest in town centre renaissance in the region, and as such the Felixstowe town centre public realm enhancement works could be a priority for EEDA funding consideration.
- 9.37 SCDC and the client team could work with EEDA to explore avenues of funding for physical, environmental, economic and community projects.
- 9.38 *Contact details:*
- The East of England Development Agency
 - <http://www.eeda.org.uk/>

Haven Gateway Partnership

- 9.39 The Haven Gateway Partnership initiative should also be a prime local source of funding. This group of the five Haven ports in its remit to promote economic opportunities for the area is ideally placed to back the local authorities when lobbying the ODPM, EEDA and other sources for funding.
- 9.40 Whilst this source may not have a funding pot to distribute it can certainly assist the application for funds, especially for economic development.
- 9.41 *Contact details:*
- The Haven Gateway Partnership
 - <http://www.haven-gateway.org/>

European Union

- 9.42 The Felixstowe Peninsula has the opportunity to further capitalise on its strong location at the UK's primary eastern gateway to continental Europe. This opportunity should be exploited, and the many European funding schemes should be investigated in more detail. The Felixstowe Peninsula is eligible for many of the European grants detailed on the website link given below.
- 9.43 European funding schemes provide particular opportunities for 'cultural' initiatives. The series of public realm improvements outlined in drawing EED001 / 10 and Appendix C could form a united bid for town centre and seafront environmental improvements.
- 9.44 *Contact details:*
- The European Union
 - http://europa.eu.int/grants/index_en.htm
- 9.45 Two prime examples of the many European funding schemes that the Felixstowe Peninsula could investigate are detailed as follows;

Interreg North Sea Programme

- 9.46 The Interreg programmes are a European Community initiative to stimulate trans-national cooperation in the EU between 2000 and 2006. The North Sea Region comprises areas of Sweden, Denmark, Germany, The Netherlands, The Flemish Region of Belgium, UK and Norway. The areas in the region share many of the same problems and challenges, and by working together and sharing knowledge and experience it is hoped that a sustainable and balanced future will be secured for the whole region.
- 9.47 The programme is financed through the European Regional Development Fund (ERDF)
- 9.48 Suffolk is listed as an area eligible for application to the scheme, so there is no restriction of on the Felixstowe Peninsula joining the initiative.

9.49 *Contact details:*

- Interreg North Sea Programme
- <http://www.interregnorthsea.org/>

Waterfront Communities Project

9.50 The Waterfront Communities Project aims to foster and test innovative ways of creating sustainable, economically vibrant and socially inclusive waterfront areas in European cities, and to reconnect the city to the sea. This ‘reconnection’ issue is obviously one of the key issues explored in the Local Strategy (improving connections between the town centre and the seafront) and as such Felixstowe is well placed to join this initiative.

9.51 Nine North Sea cities (Edinburgh, Hamburg, Oslo, Aalborg, Schiedam, Hull, Gothenburg, Odense and Gateshead) are currently taking part in the project, and there is no reason to suggest that Felixstowe could not join in at a later stage of the project.

9.52 The project has a number of key themes – one of which is ‘Setting standards for urban and social design quality’ – which offers support and guidance for exploring issues of housing, transport, design, ‘Harbour Heritage and Arts’ and Economic Development. All of these issues are highly relevant for the Felixstowe Peninsula.

9.53 *Contact details:*

- The Waterfront Communities Project
- <http://www.waterfrontcommunitiesproject.org/>
- email: waterfrontcommunitiesproject@edinburgh.gov.uk
- Project Manager - [Sara Thiam](#)

Heritage Economic Regeneration Scheme (HERS)

- 9.54 The Heritage Economic Regeneration Scheme is an English Heritage scheme designed to part fund key heritage regeneration projects.
- 9.55 The projects must be within a designated conservation area of quality in areas of economic deprivation - parts of Felixstowe town centre, the seafront and South Felixstowe could be eligible.
- 9.56 In the HERS scheme English Heritage's funds are matched by local sources, though this can include SRB, EU or other relevant funding, with a maximum English Heritage contribution of £100,000 per annum. Grants are directed towards building repairs, reinstatement of architectural features and enhancement of the public realm.
- 9.57 This route therefore could provide a potential funding source for enhancement of the public realm in Felixstowe town centre or seafront.
- 9.58 *Contact details:*
- The Heritage Economic Regeneration Scheme
 - [http:// www.english-heritage.org.uk](http://www.english-heritage.org.uk)

Heritage Lottery Fund

- 9.59 The Heritage Lottery Fund (HLF) provides grant aid to help communities preserve and regenerate valuable heritage assets. To date 'The HLF has awarded over £3 billion to projects that open up our nation's heritage' (www.hlf.org.uk).
- 9.60 The HLF provides a similar funding source to the HERS scheme for heritage schemes in the Felixstowe Peninsula, specifically in the town centre and seafront. Key schemes could be public realm improvements to the Hamilton Road High Street (see plan EED001-10), improvements to the railway station & Great Eastern Square (see plan EED001-11), work on the pier, public realm improvements on Sea Road, or refurbishment of the Martello Tower on the South Seafront.
- 9.61 The Heritage Lottery provides an umbrella for a number of specific grant funding channels which could be considered to assist the realisation of different projects in Felixstowe. The different grants include;

- *Heritage Grants*
 - o This programme offers grants of £50,000 or more to organisations seeking to look after and enhance the UK's heritage.
 - o To increase participation in heritage activities; and to improve access to and enjoyment of heritage.
 - o Applications for Heritage Grants are specifically welcomed from sites relating to the UK's industrial transport and maritime history, and is thus an ideal channel for Felixstowe to apply to.

- *Your Heritage*
 - o This programme offers grants of between £5,000 and £50,000 for projects which either care for heritage or increase people's understanding and enjoyment of it.
 - o Schemes relating to the South Felixstowe area could be suitable for this grant stream.

- *Public Parks Initiative*
 - o This initiative helps with the restoration and regeneration of historic parks and gardens, wherever they are, including urban squares and cemeteries.
 - o Projects should enhance public access and may involve improving facilities.
 - o The initiative will mainly help to promote heritage conservation as a necessary part of urban and rural regeneration.
 - o Schemes which could be eligible for this grant in Felixstowe include the regeneration of the Triangle town square and the creation of the sea front winter garden.

- *Landscape Partnerships*
 - o This initiative allows partnerships representing a range of heritage and community interests to tackle the needs of landscapes, whose various elements may be in different ownership.
 - o Areas must have strong landscape identity, recognised by the communities which live, work and visit there.
 - o The initiative will mainly help us to promote heritage conservation as an integral part of rural regeneration.
 - o The area of high quality landscape north of the Felixstowe town boundary could be eligible for such conservation.
 - o Another potentially eligible site is the area of AONB between the Trimley villages and the Orwell estuary which is subject to a proposal for improved footpath links.

- *Local Heritage Initiative*
 - o This initiative helps local groups to investigate, explain and care for their local landmarks, landscape, traditions and culture.
 - o The initiative will mainly help to conserve and sustain heritage at risk.
 - o Specific projects which could be eligible for this grant aid include the pier and the Triangle – two key local landmarks.

9.62 *Contact details:*

- The Heritage Lottery Fund:
 - o <http://www.hlf.org.uk/English/>
 - o <http://www.hlf.org.uk/English/HowToApply/OurGrantGivingProgrammes/>

10. NEXT STEPS

- 10.01 This document has outlined four scenarios for the future growth of the Felixstowe Peninsula alongside a number of short term achievable aims. The scenarios provide four alternative strategies which the client team could adopt to guide future growth in the Felixstowe Peninsula.
- 10.02 The first three scenarios offer varying levels of intervention which can alter the current negative trends relating to demographics, housing, local economy, education and transport as outlined in chapter 2 to varying levels of success. Chapters 4 to 7 explain how with greater intervention driven by homes and jobs, Felixstowe Peninsula can build upon its successes and become a healthier, more balanced and vibrant location.
- 10.03 The intervention suggested by the first three scenarios can be justified by the existing status quo, without port growth. The fourth scenario factors in the expansion of the port. The port remains vital to the town yet its over dominance can undermine the town. The client team must be aware should they adopt one of the first three scenarios and the port expansion is delivered, success in rectifying existing trends will be undermined.
- 10.04 The scenarios are clearly driven by housing growth. However, there are a number of other vitally important facets of each scenario relating to interlinked issues including job diversification, improvements to the retail offer, improvements to the public realm, and traffic improvement.
- 10.05 No intervention is not an option. With no master plan or local strategy in place development pressure will continue with no framework to resist or to direct it to benefit the wider community in the same way that a coordinated strategy could.
- 10.06 It should also be reemphasised that the smaller scale scenarios (1&2) will only address existing needs in the short term, again leaving the medium – long term prosperity of the Felixstowe Peninsula to the whims of market forces, with a real danger that the negative trends identified in the Issues Report will continue and could accelerate.

- 10.07 If the client team adopts the larger scale growth scenarios to guide development the Felixstowe Peninsula could benefit from a strategy which addresses needs not just in the short term but in the long term too.
- 10.08 If Felixstowe is to promote the larger scale growth scenarios it will be in competition with other regional local centres for funding, specifically in initiatives such as the Regional Cities East scheme. Regional Cities East is a new initiative developed by EEDA, the Government Office for the East of England and five major towns and cities in the East of England – Ipswich, Norwich, Peterborough, Luton and Colchester. This Regional Cities East scheme aims to promote the five centres as growth poles where regional development and investment should be focused.
- 10.09 If the Felixstowe Peninsula does not want to miss out on funding which such initiatives as Regional Cities East will attract it needs to clearly state its own case for investment – and the three larger growth scenarios provide the best opportunity to attract investment to assist future development and prosperity.
- 10.10 It is not within the consultant team's power to deliver these scenarios. It requires the client team, in particular Suffolk Coastal District Council, to adopt a scenario and pursue its delivery through the Local Development Framework (LDF) and other strategies.

11. APPENDIX A

Project outputs

REPORT DOCUMENTS		
TITLE	AUTHOR	DATE
Issues Report: Working Paper	David Lock Associates (DLA) with SQW, BBP and Hyder Consulting	May 2005
Property Market Issues Paper	BBP	May 2005
Working Paper 1: Economic and social policy review	SQW	June 2005
Working Paper 2: Economic and social baseline	SQW	June 2005
Working Paper 3: Economic development SWOT	SQW	June 2005
Public Consultation material	DLA	June 2005
Interim Statement of Community Involvement:	DLA	August 2005
Analysis of sites which may accommodate future development and growth in the Felixstowe Peninsula (<i>Appendix B to the Draft Local Strategy</i>)	DLA	September 2005
Draft Local Strategy for Felixstowe Peninsula	DLA	October 2005
Local Strategy for Felixstowe: Final Report	DLA	March 2006

PLANS			
TITLE	Drawing number	AUTHOR	DATE
Physical Constraints	EED001-01	DLA	April 2005
Opportunities	EED001-02	DLA	April 2005
Existing Structure	EED001-03	DLA	April 2005
Haven Gateway	EED001-04	DLA	April 2005
Sites on aerial photo	EED001-05	DLA	September 2005 Rev. A: Jan 2006
Scenario sites on aerial photo	EED001-06	DLA	September 2005 Rev. A: Jan 2006
Scenario Plan	EED001-07	DLA	September 2005 Rev. A: Jan 2006
Moderate Growth Scenario Plan	EED001-08	DLA	September 2005 Rev. A: Jan 2006
Going for Growth Scenario Plan	EED001-09	DLA	September 2005
Public Realm in Felixstowe	EED001-10	DLA	September 2005
Possible food store reconfiguration, Hamilton Road, Felixstowe	EED001-11	DLA	October 2005

PRESENTATIONS		
TITLE	AUTHOR	DATE
Working Meeting	DLA	April 2005
Council members presentation @ SCDC	DLA	July 2005
Draft Local Strategy for Felixstowe Peninsula	DLA	November 2005

Local Strategy for Felixstowe	DLA	March 2006
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12. APPENDIX B

Site Analysis Report

– see attached separate paper of same title.

13. APPENDIX C

FELIXSTOWE - PUBLIC REALM PROPOSALS

See also Public Realm in Felixstowe Sheet (EED001 / 10)

– *attached separately as fold out A3 sheet.*

Ref. “Public Realm Improvements for Felixstowe”

This sketchbook of proposals, in the form of a presentation “poster”, depicts ideas for environmental improvements relating to Felixstowe town centre. They range from modest changes to the streetscape, which could be implemented relatively easily and quickly, to more daring long-term interventions, which have the potential to transform Felixstowe’s regional, if not national status as a tourist destination. All the proposals are primarily designed to improve the amenity of the town for local residents and workers. However, if some of the more ambitious ideas are championed and realised, the commercial benefits to the town, and therefore local people as well as visitors, could be huge.

The brief asks for ideas to improve the environs of Hamilton Road, including “The Triangle”, as the central public open space, and refers to the challenge of improving the presently poor connection between Hamilton Road and the seafront. David Lock Associates addresses these issues by proposing a sequence of public realm enhancements, from Felixstowe Station to Bent Hill and the seafront, as follows:-

Felixstowe Station and Sir John Mills Place

The railway station's current relationship to the town centre is unsatisfactory. Its failure to deliver visitors to Felixstowe's "front door" is tentative if not apologetic. We propose that the platforms are reinstated to their original location so that visitors are delivered directly onto Hamilton Road, Felixstowe's commercial spine.

The pretty period station building deserves a much more attractive setting. Hence we propose an upgrade for the forecourt, which we suggest should be named after one of Felixstowe's famous and hitherto uncelebrated sons, namely the late actor, Sir John Mills. A statue of Sir John is suggested as a centrepiece, set within good quality paving and street furniture. Boxed trees would give the plaza a distinct identity and architectural lighting, (e.g. station building and tree up-lighters), would add to its attractiveness 'after hours'.

Hamilton Road – streetscape improvements including in-line parking

We propose a co-ordinated improvement scheme for the whole of Hamilton Road from, (and including), the roundabout junction with Beatrice Avenue, to Bent Hill and the seafront. The improvements would reconfigure existing road and footpath widths to maximise convenience and comfort for pedestrians whilst maintaining existing access arrangements for vehicles. Street furniture, including signage, traffic barriers and lighting, would be rationalised to minimise street clutter and contribute to a consistent, safe and legible public realm. A new high quality surface treatment and a rhythmic layout of trees of one species between pairs of in-line parking bays, would reinforce the clarity of the street's identity and add to its pleasant, hospitable character.

Felixstowe's Edwardian shop fronts are one the town's great architectural assets. Visitors' perceptions of the town centre's quality depend greatly upon the visual integrity of the high street and the degree of charm the shop fronts provide. This character is sensitive to intervention and therefore the graphic interpretation of shop front design, including colour, lettering style etc, needs to be handled with great care. An incentive scheme to improve fronts

that fail to contribute positively to the aesthetic harmony of the street elevation should be considered, and we recommend that a single source professional design advisor is “on call” to guide future change.

The Triangle

The Triangle is the town’s principal civic space. It conveniently lies midway between along Hamilton Road and currently accommodates a public convenience, which we understand must be reinstated in any new layout.

Our sketch design shows a shared surface treatment which permits existing vehicular access to continue. The public conveniences are rebuilt and integrated with a new cafeteria building and associated sitting-out space. The latter could be set slightly below pavement level and partially wrapped with screen planting to provide a sense of shelter and protection from passing pedestrian and vehicular traffic. We propose that a sculptural lightweight canopy should over-sail the building, celebrating the status of The Triangle as Felixstowe’s principal civic space.

Trinity Square

We suggest that the setting for Trinity Church could be vastly improved. The church and its neighbouring buildings have great character and the creation of Trinity Square would celebrate their presence, thereby enriching Hamilton Road. Although the proposal allows existing vehicular access to continue along the high street and Orwell Road, Trinity Square would transform a mere road junction into a public space of quality and create a welcome incident on the “processional route” from the railway station to the seafront.

The sketch design proposes a shared surface, re-laid with high quality paving materials. We advocate traffic calming measures that would allow for the removal of conventional traffic barriers, thereby creating a calm, uncluttered space. Improvements include architectural lighting of the church as the focus for the space, and the introduction of a single large growing specimen tree, (evergreen oak?), as a local landmark of great beauty and offering for posterity.

Connection to the Seafront, Felixstowe Winter garden

Upon arrival at Bent Hill, visitors are presently offered a choice of two routes to the seafront. The first is via Bent Hill itself, a steep, winding street which pedestrians share with vehicles. The second is a footpath with a very discreet entrance leading into one of Felixstowe's heritage seafront gardens. Again the route is steep, though at least sheltered and traffic free. We understand that current studies for improving pedestrian access to the beach favour Bent Hill, with a rationalised and enhanced surface treatment, and existing vehicular access maintained.

Our alternative approach is bold and radical. The feasibility of the proposal has to be determined but we believe it has the potential to raise Felixstowe's profile as a coastal visitor destination to one of national significance. It would solve the problem of town centre/seafront severance at a stroke, provide an all-year-round amenity for local people and visitors alike, and offer opportunities for revenue earning that would be of huge benefit to the town as a whole.

The proposal is for a new Winter garden that would take convenient advantage of the level difference between Hamilton Gardens and the Undercliff Road West seafront. For visitors arriving from Hamilton Road, the existing ramped footpath into the pleasure gardens would be replaced by an elevated, level, (or gently sloping), weather-protected corridor leading to an open terrace offering outstanding panoramic views out to sea and over Felixstowe's colourful seafront. An adjoining lift would provide immediate access to beach level. Midway along the corridor an access would be provided directly into the Winter garden. Within the

Winter garden this could lead to escalators taking visitors to the lower level and/or deliver them to an upper level walkway.

The building, (possibly an iconic architectural structure which in itself might become a great visitor attraction), could offer many amenities and opportunities. The character of these would need to be determined by the Council and associated sponsors but successful precedents like the Eden Project at St Austell in Cornwall, the new Sheffield Winter garden, and two recently completed winter gardens at Canary Wharf, (all shown here), illustrate the scientific and educational, as well as the commercial potential. It would provide an effective means of connecting the town centre with the beach, an all-season amenity for local people, and additionally draw the adjoining Spa Pavilion back into Felixstowe's cultural, recreational and commercial fold.

14. APPENDIX D

SPECIFIC LANDSCAPE ASSESSMENT COMMENTS FOR NORTH FELIXSTOWE

North Felixstowe Development Sites - a development-sensitive zone

Town Identity, Setting & Approach

- The North Felixstowe rural landscape provides a high quality setting for, and approach to, Felixstowe. It makes the town special and is as important to its identity as the sea. It reinforces perceptions about the town's character and quality

A valuable recreational amenity

- It provides a valuable and much used recreational amenity for both visitors and local people, (walking, cycling, horse riding, ball games)

A precious wildlife resource

- It probably constitutes an important, precious and fragile wildlife habitat which is sensitive to intervention. It includes an ancient woodland and a diverse range of habitats, (hedgerow, arable field, streams, ponds, reed-beds, specimen trees, shelterbelts, scrub, verge etc)

An alternative attraction for visitors

- It provides an extra attraction for holidaymakers – a different “countryside” experience as an alternative to the seaside, (possibly an unexploited marketing opportunity here – all year round walking, cycling, bird-watching, horse-riding etc). Development of the northern edge would seriously compromise what Felixstowe currently has to offer

Defines the town “edge”

- It effectively defines the edge by reinforcing the abrupt transition from countryside to town

A diverse landscape of great beauty, sensitive to intervention

- It consists of an unspoilt, richly diverse, “traditional” farmland landscape, including - flat/rolling/valley landform, open/exposed/aspects, enclosed/sheltered/intimate aspects, grazing/arable land, streams/village pond/reed-bed watercourses, wide aspect/expansive vistas, contained/inward looking landform, wide straight roads/winding country lanes, ancient woodland/new community plantations/specimen trees, open fields/hedgerows, vernacular architecture/period cottages/active farms/restored listed farm buildings etc

Relationship to AONB and Heritage Coast

- It is the interface between the town and an Area of Outstanding Natural Beauty and Heritage Coast and is visually sensitive to intervention. Because of the landform, development on the plateau sites in question would change the skyline from without the town. Instead, the AONB should be extended to embrace (at least some of) the sites in question

Loss in the context of satisfactory alternative sites

- Development would result in the loss of a popular and much used recreational/sports pitch amenity as well as a huge area of high grade agricultural land. This is unnecessary when alternative sites are available where development would, by comparison, not result in any loss

15. APPENDIX E

A. Independent Study of Car Parking Provision

B. Suffolk Coastal District County Car Parking Study

A. Independent Study of Car Parking Provision

The potential redevelopment of the Ordnance (Garrison Lane) and Convalescent car parks will result in the loss of approximately 160 car parking spaces. In addition, the proposed improvements along Hamilton Road could result in a 30%-35% reduction in the existing 60 car parking spaces approximately provided.

In order to assess the impact of reducing the current car parking provision in the area, a parking survey was undertaken on Friday 22nd April 2005 (11:00-13:00). It should be noted these surveys were undertaken to give the study team an indication of the car parking characteristics in the Felixstowe area. In order to undertake a detailed parking analysis, additional surveys may need to be undertaken over a longer period of time to reflect the typical weekday and weekend parking demand. Table 1 summarises the location and results of the car park survey.

TABLE 1: 2005 Car Park Survey

Car Park Location	No. of Spaces	No. of Spaces Occupied	% of Spaces Occupied
Crescent Road	180	120	67%
Highfield Road	105		
Ranelagh Road	230	200	87%
Spa Pavilion	20	20	100%
Convalescent Hill	60	6	10%
Pier Front / Pier Bight	40	26	65%
Leisure Centre	100	5	5%
Ordnance (Garrison Lane)	100	40	40%
Arwela Road	70	0	0%
Golf Road	10	1	10%
Sea Road	30	2	7%
Brackenbury			
Clifflands			
Manor Terrace			
View Point	60	35	58%
Total	1,005	455	45%
Hamilton Road On-Street Spaces			
North of the Triangle		23	
Cobbold Road – Orwell Road		25	
South of Orwell Road		12	
Total		50	

Source: Hyder Consulting April 2005

A total of 28 car parking spaces (12 on-street and 16 in public car parks) are provided for disabled persons. The cost to park in any of the public car parks is the same, other than at Ordnance (Garrison Lane), Manor Terrace and View Point car parks where car parking is free.

Based on the total car parking demand for the area, only 45% of the off-street parking spaces (455 out of 1,005 spaces) were occupied. The removal of the existing parking spaces at Ordnance (Garrison Lane) and Convalescent car parks will result in the re-distribution of car parking patterns throughout the area. It is assumed that the parking re-distribution will be localised and that drivers will choose an alternative car park based on its geographical location. From the survey analysis, adequate car parking provisions are currently available in other car parks close to the Ordnance (Garrison Lane) and Convalescent car parks. In total, only 53% of the available off-street parking spaces would be occupied (455 out of 845 spaces) if the current car parking spaces at Ordnance (Garrison Lane) and Convalescent car parks were to be removed.

In relation to the removal of some on-street parking spaces along Hamilton Road, enough space is envisaged to be available in the off-street car parks to accommodate the shortfall.

Based on this analysis, it is envisaged that sufficient off-street parking spaces would be available if the Ordnance (Garrison Lane) and Convalescent car parks were removed.

B. Suffolk Coastal District County Car Parking Study

The car parking statistics presented over the following pages contain a record of parking in Felixstowe town centre's car parks between November 2001 and September 2005.

Perhaps the key issues which these statistics reveal is that none of the car parks are at full or near full capacity consistently throughout the year.

Peak usages unsurprisingly co-inside with weekends and bank holidays. A prime example of this pattern is the greater use of the Garrison Lane car park on Sunday's, which is largely due to the attraction of the Sunday open market, which operates on the seafront, off Sea Road once a week.

The statistics clearly reveal there is commonly spare capacity in the town's car parks, which reduces the fear of losing car parking to any proposed new urban infill development in the scenarios in this Local Strategy.

It should also be noted that the proposed South Seafront development will provide new open surface public car parking – providing a windfall of an additional 261 public car parking spaces. This parking gain will go a long way to both meeting existing demand with a new seafront car park location and could provide capacity to replace any loss of car parking as proposed in the scenarios which recommend development of key urban infill sites such as Convalescent Hill and the Ordnance.

Suffolk Coastal District County Car Parking Study presented over page;

B . Suffolk Coastal District County Car Parking Study

CAR PARK USAGE ON WEEKENDS						
DATE	GARRISON LANE 107	WIRELESS GREEN	MANOR TERRACE 138	COASTGUARD	SEA ROAD 35	PRIVATE LAND BY MANOR TERRACE
18/11/01	40	50	19	6	35	8
25/11/01	55	83	22	7	35	2
25/11/01	20	37	15	3	35	5
24/02/02	19	67	3	2	30	1
10/03/02	30	73	2	4	31	3
17/03/02	25	80	5	3	35	1
24/03/02	19	64	4	1	35	2
31/03/02	70	125	12	7	35	8
07/04/02	30	53	6	1	35	4
14/04/02	24	82	3	1	30	2
21/04/02					32	
28/04/02					25	
05/05/02	107	150	20	50	35	25
12/05/02	19	62	3	4	35	2
02/06/02	107	250	46	160	35	25
03/06/02	107	250	108	160	35	25
09/06/02	96	236	21	42	32	11
16/06/02	72	204	4	15	27	8
23/06/02	76	169	6	13	32	10
30/06/02	62	173	9	7	31	10
07/07/02	53	185	5	11	32	14
13/07/02	21	0	0	0	27	0
14/07/02	107	250	8	0	35	15
20/07/02	10	0	6	0	10	4
21/07/02	81	80	6	0	35	6
11/08/02	136	280	17	0	35	37
17/08/02	52	13	40	0	35	38
18/08/02	107	250	30	0	35	40
08/09/02	49	80	16	0	20	14
15/09/02	20	0	7	0	3	6
22/09/02	66	250	20	0	6	40

DATE	GARRISON LANE 107	WIRELESS GREEN	MANOR TERRACE 138	COASTGUARD	SEA ROAD 35	PRIVATE LAND BY MANOR TERRACE	TIME CHECKED
29/09/02	62	250	20	0	35	15	
01/12/02	20	6	6	0	8	1	
08/12/02	19	22	16	0	16	5	
15/12/02	37	6	6	0	14	0	
22/12/02	18	49	25	0	24	14	
29/12/02	25	2	2	0	5	0	
05/01/03	43	34	30	0	0	10	
26/01/03	39	24	7	0	25	3	
02/02/03	24	45	29	0	14	9	
09/02/03	34	7	5	0	13	0	
23/02/03	38	170	21	0	35	4	
02/03/03	69	158	17	0	35	51	
09/03/03	66	0	8	0	0	1	0845
09/03/03	8	230	8	0	35	7	1220
23/03/03	7	4	15	0	4	5	0900
23/03/03	115	320	30	0	35	15	1130
30/03/03	7	0	3	0	4	2	915
30/03/03	71	150	25	0	25	6	1130
06/04/03	13	10	8	0	22	1	1000
06/04/03	46	91	8	0	34	2	1200
13/04/03	20	88	7	0	26	6	1015
13/04/03	95	267	13	0	36	8	1145
20/04/03	55	60	15	0	32	4	1015
20/04/03	110	240	28	0	32	8	1200
21/04/03	33	30	15	0	20	3	1100 BH
28/04/03	17	50	12	0	35	3	1015
28/04/03	48	120	7	0	29	8	1300
04/05/03	100ish	full/300ish	0	0	35		not physically checked
05/05/03	17	8	6	0	5	3	1030
05/05/03	57	120	10	0	28	8	1230
11/05/03	20	150	13	0	32	8	1015
11/05/03	78	217	14	0	29	21	1215
18/05/03	20	82	51	0	35	4	10.20

DATE	GARRISON LANE	WIRELESS GREEN	MANOR TERRACE	COASTGUARD	SEA ROAD	PRIVATE LAND BY MANOR TERRACE	TIME CHECKED
18/05/03	107	51	147		26	4	12.30
25/05/03		22	182		35	8	10.35
25/05/03		97	304		35	15	13.00
26/05/03		4	1		13	9	9.30
26/05/03	106		215		26	50	12.30
01/06/03	61		183		29	14	11.15
01/06/03	62		227		38	38	13.25
08/06/03	21		99		30	6	10.30
08/06/03	30		180		26	14	12.30
15/06/03	107		185		32	17	10.20
15/06/03	121		412		34	77	14.10
22/06/03	36		108		32	6	10.45
22/06/03	73		330		34	6	13.30
29/06/03	90		118		30	17	10.40
29/06/03	120		420		33	54	12.30
06/07/03	25		80		26	2	10.20
06/07/03	48		186		26	8	13.20
13/07/03	44		206		35	38	11.00
13/07/03	full	400ish			35		not physically checked
20/07/03	70		340		32	15	10.45
20/07/03	105		362		35	24	13.30
27/07/03	66		88		35	7	10.30
27/07/03	87		350		35	17	12.30
03/08/03	30		118		35	8	10.15
03/08/03					35	40	12.30
09/08/03	25		0		20	14	10.50
09/08/03	109		63		32	28	14.10
17/08/03	30		60		35	10	10.10
17/08/03	50		240		35	5	12.15
24/08/03	47		123		35	16	10.30
24/08/03	111		350		35	42	12.30
25/08/03	20		29		22	15	11.00 bh
25/08/03	82		190		35	18	13.30 bh

DATE	GARRISON LANE	WIRELESS GREEN	MANOR TERRACE	COASTGUARD	SEA ROAD	PRIVATE LAND BY MANOR TERRACE	TIME CHECKED
31/08/03	107		138		35	4	10.30
31/08/03	24		120		35	10	13.15
07/09/03	33		122		35	14	10.30
14/09/03	38		160		35	18	10.40
14/09/03	105	500+	150		35	30	12.40
21/09/03	25		25		35	5	10.00
21/09/03	84		330		35	46	12.30
28/09/03	18		26		32	4	10.15
28/09/03	51		177		35	26	12.30
12/10/03	15		5		15	12	09.30
12/10/03	58		216		39	23	13.15
26/10/03	45		155		35	11	10.30
26/10/03	36		170		35	18	13.00
23/11/03	27		3		12	1	10.45
23/11/03	8		1		3	1	13.30
30/11/03	52		55		35	3	10.40
30/11/03	27		111		35	12	13.30
07/12/03	34		84		35	2	10.30
07/12/03	31		91		35	4	13.30
14/12/03	19		33		29	1	10.30
14/12/03	34		67		33	6	13.30
21/12/03	34		40		0	4	10.30
21/12/03	17		17		0	4	13.00
28/12/03	30		7		0	0	10.45
28/12/03	17		42		0	5	13.30
04/01/04	26		21		0	1	10.45
04/01/04	24		100		0	5	13.30
25/01/04	56		66		0	6	10.40
25/01/04	72		192		0	19	13.30
01/02/04	31		16		0	1	10.40
01/02/04	39		13		0	4	13.50
08/02/04	26		7		0	4	10.45
08/02/04	15	25	14		0	3	13.15

DATE	GARRISON LANE 107	WIRELESS GREEN	MANOR TERRACE 138	COASTGUARD	SEA ROAD 35	PRIVATE LAND BY MANOR TERRACE	TIME CHECKED
15/02/04	46	37	19		21	2	10.45
15/02/04	35	43	11		23	8	13.30
22/02/04	47	73	24		0	0	10.45
22/02/04	22	32	18		0	7	14.00
29/02/04	32	47	14		17	3	10.45
29/02/04	27	85	17		28	4	13.15
07/03/04	43	41	6		22	4	10.45
07/03/04	27	61	12		25	4	13.30
21/03/04	48	56	7		closed	3	10.30
21/03/04	39	103	13		closed	2	13.15
28/03/04	15	15	11		15		10.15
28/03/04	57	210	16		28	13	13.00
04/04/04	58	95	13		32	5	10.45
04/04/04	59	227	17		29	13	13.15
11/04/04	15	25	14		35	3	10.00
11/04/04	110	357	45		35	57	13.00
18/04/04	35	2	8		4	4	10.45
18/04/04	40	1	4		4	4	13.30
25/04/04	50	130	15		35	19	10.00
25/04/04	101	413	49		35	33	13.30
02/05/04	23	82	14		35	5	10.20
02/05/04	car rally on, all car parks full but not counted			70	35		13.40
09/05/04	21	28	7		21	4	10.00
09/05/04	52	147	13		35	7	12.30
16/05/04	60	280	20		33	10	10.30
16/05/04	90		26		35	50	13.05
23/05/04	22	56	12		34	11	10.15
23/05/04	92	246	18		35	54	14.00
30/05/04	33	184	22		28	8	10.35
30/05/04	72	350	22		34	35	13.15
06/06/04	75	62	26		27	14	10.30
06/06/04	84	311	101		35	57	14.15
13/06/04	46	175	14		27	26	10.50

DATE	GARRISON LANE 107	WIRELESS GREEN	MANOR TERRACE 138	COASTGUARD	SEA ROAD 35	PRIVATE LAND BY MANOR TERRACE	TIME CHECKED
13/06/04	88	280	20		27	55	13.45
20/06/04	32	62	17		17	6	10.45
20/06/04	23	94	12		23	20	14.10
27/06/04	30	156	16			20	10.35
27/06/04		320	20			45	14.45
04/07/04	33	41	13		35	8	10.15
04/07/04	35	131	11		35	26	14.15
11/07/04	40	190	15		30	10	10.55
11/07/04	52	318	24		32	18	14.30
18/07/04	28	92	14		30	6	10.30
18/07/04	56	185	14		28	8	13.15
25/07/04	18	21	7		21	4	10.15
25/07/04	91	268	28		35	31	14.15
01/08/04	52	270	13		32	18	10.50
01/08/04	104	375	48		35	33	14.00
08/08/04	104	215	25		35	27	11.00
08/08/04	135	526	39		35	128	12.15
15/08/04	88	410	30		28	30	11.15
15/08/04	101	490	46		32	54	14.30
22/08/04	19	51	25		32	19	10.15
22/08/04	125	435	35		35	104	14.15
29/08/04	34	84	16		28	4	10.40
29/08/04	78	220	18		26	16	13.30
30/08/04	62	122	32		28	22	12.15
30/08/04	53	101	32		27	28	15.45
05/09/04	132	505	38		35	107	12.15
05/09/04	129	532	65		35	128	15.30
12/09/04	38	102	14		26	14	10.40
12/09/04	78	350	12		30	20	14.10
19/09/04	8	0	9		7	2	09.25
19/09/04	84	253	35		39	52	13.45
26/09/04	29	86	16		28	9	10.35
26/09/04	78	325	10		29	30	14.30
03/10/04	104	34	11		22	4	10.15

03/10/04	85	102	9		24	11	13.15
17/10/04	39	61	30		closed	10	11.00
17/10/04	41	81	28		17	7	13.45
31/10/04	51	104	31		closed	10	10.30
31/10/04	60	255	32		closed	20	13.15
14/11/04	47	56	12		closed	8	10.30
14/11/04	43	175	25		closed	12	13.30
28/11/04	43	35	11		24	11	10.30
28/11/04	33	133	15		29	22	13.15
08/01/05	51	79	20		25	7	10.30
08/01/05	59	141	22		27	11	13.30
23/01/05	35	78	13		18	2	10.45
23/01/05	45	227	21		29	11	13.10
20/02/05	16	10	10		8	4	10.30
20/02/05	28	17	11		9	2	13.00
20/03/05	45	75	10		27	5	10.40
20/03/05	57	192	15		35	11	13.45
28/03/05	13	1	7		5	1	10.30
28/03/05	72	176	18		34	11	13.30
03/04/05	107	134	15		30	12	10.45
03/04/05	74	305	22		30	25	13.15
10/04/05	19	62	14		8	2	10.35
10/04/05	40	240	16		30	10	13.50
17/04/05	25	23	6		15	1	10.15
17/04/05	72	275	23		34	25	14.15
24/04/05	67	215	14		21	4	11.00
24/04/05	109	290	24		30	14	13.35
01/05/05	77	127	15		32	17	10.10
01/05/05	146	562	79		36	170	14.15
02/05/05	17	2	17		2	3	10.10
02/05/05	101	290	15		22	30	13.00
08/05/05	21	47	9		5	2	10.20
08/05/05	40	140	14		16	10	13.30
16/05/05	15	13	14		21	2	09.50
16/05/05	84	284	24		29	34	14.15
22/05/05	22	75	64		18	10	10.15

DATE	GARRISON LANE	WIRELESS GREEN	MANOR TERRACE	ARWELA ROAD 68	SEA ROAD	PRIVATE LAND BY MANOR TERRACE	TIME CHECKED
22-May	80	245	46		30	15	14.00
30-May	19	15	12		17	6	11.00
30-May	30	82	14		15	8	14.30
05-Jun	18	38	8		14	1	10.15
05-Jun	48	220	40		20	12	13.30
12-Jun	40	35	12		19	7	10.00
12-Jun	41	150	27		32	13	14.15
19-Jun	30	100	16		closed	10	10.30
19-Jun	110	not counted - very full	70		closed	32	14.30
26-Jun	91	143	14		30	20	11.00
26-Jun	82	372	32		32	45	14.30
03-Jul		seabritain	not counted				
03-Jul							
10-Jul	39	72	18		29	11	10.10
10-Jul	104	529	40		33	68	13.30
17-Jul	80	480	62		28	52	11.30
17-Jul	102	480	70		30	54	14.30
24-Jul	18	34	8	18	22	2	10.15
24-Jul	24	31	1	56	15	3	14.15
31-Jul	54	78	18	36	28	5	10.40
31-Jul	60	248	14	50	28	11	13.45
07-Aug	27	17	14	25	32	8	10.00
07-Aug	121	584	34	68	33	62	14.50
14-Aug	32	25	10	14	28	5	10.30
14-Aug	43	185	32	30	29	15	14.00
21-Aug	64	30	8	15	35	4	10.15
21-Aug	73	257	18	60	36	39	14.15
28-Aug	51	130	14	68	30	20	10.30
28-Aug	104	395	30	68	30	32	14.00
29-Aug	88	400	15	68	30	15	10.45
29-Aug	106	495	28	68	30	30	14.45
04-Sep	107	214	34	68	33	51	11.15
04-Sep	134	438	35	68	35	104	13.40
11-Sep	50	38	25	20	21	3	10.45

11-Sep	32	85	24	49	22	10	13.30
18-Sep	22	14	11	4	20	3	10.00
18-Sep	71	165	24	34	35	24	14.15
25-Sep	28	70	12	8	20	3	10.40
25-Sep	40	260	19	36	28	20	13.45

16. APPENDIX F

Peewit and Felixstowe Beach Caravan Parks – Access Arrangement

Peewit and Felixstowe Beach Caravan Parks have been identified as preferred residential development sites. The Ordnance (Garrison Lane) site has also been identified as a potential site for development. Direct vehicular and/or pedestrian connectivity from the caravan sites to the town centre and seafront is not possible due to the location of the railway line.

In order to achieve a vehicular and pedestrian connection between the sites and the town centre, a bridge structure would be proposed over the railway line. Based on previous experiences it is unlikely that Network Rail would permit any form of tunnel under the existing railway line. In any event, the gradient required to entry and exit the tunnel on either side would significantly reduce the level of development possible on the sites, especially in relation to the Ordnance (Garrison Lane) site.

The bridge would be proposed to accommodate vehicles, pedestrian and cycle movements. A possible building design on the Ordnance (Garrison Lane) site would be the provision of an upper level car park, which would allow vehicles to cross the bridge and enter the car park at the same level. In order to minimise land take, a spiral ramp structure would be proposed on either side of the railway lines to achieve the minimum height clearance required over the railway lines.

The positioning of any structure could also be integrated into the building design in order to reduce the visual impact of the development. The provision of a second access (bridge over railway) to the Ordnance (Garrison Lane) site, in addition to the main access off Langer Lane, would further reduce the traffic demand on the principal road network. Such an arrangement would be supported from a traffic point of view.

It is clear that these arrangements would be costly and should be the subject of further investigations.

17. APPENDIX G

SITE ACCESS ARRANGEMENTS

Walton Lands

The lands at Walton have been identified as a preferred location for residential and business park developments. In examining the possible access arrangements to the various sites, our comments include the following:

BUSINESS PARK DEVELOPMENT LAND

North of Walton High Street / East of A14 Port Felixstowe Road:

It is unlikely that direct access to the development site from Dock Spur roundabout would be granted for various reasons, such as operational capacity of the road network/junction, safety issues (as we understand the roundabout has a history of HGV overturning accidents), potential vehicle queuing back issues, etc. Similarly, direct access to the development site is unlikely via the A14 Port Felixstowe Road.

As an alternative, an all-movements access off the A154 Candlet Road, south east of Dock Spur roundabout, would be proposed. Some modifications may be required to the existing A154 layout in the vicinity of the access in order to accommodate a right turning lane into the development site. Although a more detailed examination of traffic volumes and peak hour demand would be required, the concept of providing the main access point to the business park via the A154 would be supported from a traffic point of view.

In addition, through the design of the on-site road network, access could also be achieved via Walton High Street. However, this would not be encouraged as it could result in high volumes

of rat running through residential areas. Business park employees who reside in the Felixstowe and Trimley St Mary areas would primarily use this access and egress.

It is worth highlighting, that should no access be provided off either the A154 or Dock Spur roundabout, all the business park traffic would need to travel along Walton High Street, thus increasing traffic volumes in an area, which is predominantly residential.

It should be noted that the location of the business park adjacent to the A154 Candlet Road might allow for better internal traffic movements and also minimise the visual impact of the business park on the existing land uses along Walton High Street.

RESIDENTIAL DEVELOPMENT LAND

South of Walton High Street / East of A14 Port Felixstowe Road:

An all-movements access is proposed off Walton High Street, south east of the A14 Port Felixstowe Road overbridge. This location is the most suitable location for the access and would be supported from a traffic point of view.

South of Walton High Street / West of A14 Port Felixstowe Road:

An all-movements access is proposed off Walton High Street, north west of the A14 Port Felixstowe Road overbridge. Due to the surrounding environment (e.g. A14, Felixstowe-Ipswich railway line) this is the only possible access and egress point for the site and would be supported from a traffic point of view.

North of Walton High Street / East of A14 Port Felixstowe Road:

Two possible all-movements accesses would be proposed off Walton High Street, to the south east of the A14 Port Felixstowe Road overbridge. These would provide direct access to

the development site from areas such as Felixstowe and Trimley St Mary. No significant difficulties are envisaged with locating these access points along Walton High Street. However, care would be required in locating the proposed accesses and the design of the internal road network so that rat running would not be experienced through the residential area.

In addition, the relocation of the business park along the A154 boundary of the development site may reduce any negative visual impacts along Walton High Street and better segregate residential and business traffic through the area.

18. APPENDIX H

Set of plans to accompany the report

PLANS			
TITLE	Drawing number	AUTHOR	DATE
Physical Constraints	EED001-01	DLA	April 2005
Opportunities	EED001-02	DLA	April 2005
Existing Structure	EED001-03	DLA	April 2005
Haven Gateway	EED001-04	DLA	April 2005
Sites on aerial photo	EED001-05	DLA	September 2005 Rev. A: Jan 2006
Scenario sites on aerial photo	EED001-06	DLA	September 2005 Rev. A: Jan 2006
Scenario Plan	EED001-07	DLA	September 2005 Rev. A: Jan 2006
Moderate Growth Scenario Plan	EED001-08	DLA	September 2005 Rev. A: Jan 2006
Going for Growth Scenario Plan	EED001-09	DLA	September 2005
Public Realm in Felixstowe	EED001-10	DLA	September 2005
Possible food store reconfiguration, Hamilton Road, Felixstowe	EED001-11	DLA	October 2005



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