

# PLACE PLAN

FOR FOLKESTONE TOWN CENTRE

XXXXXXXXXXXXXXXXXXXX  
WE MADE THAT  
XXXXXXXXXXXXXXXXXXXX



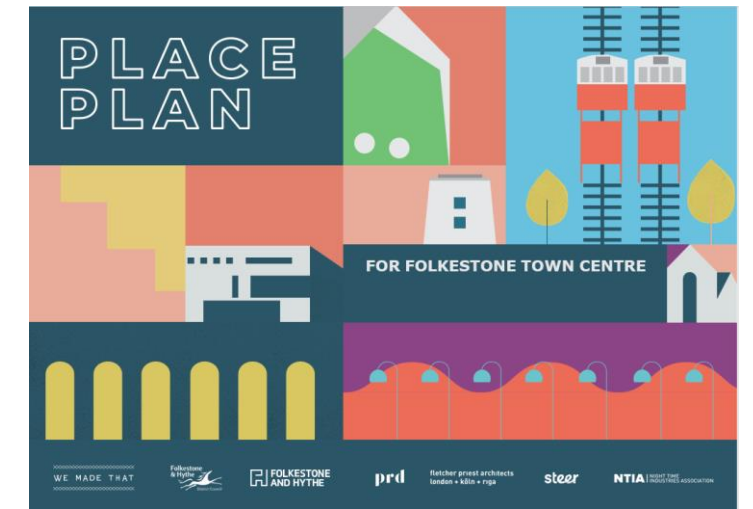
fletcher priest architects  
london + köln + riga



**NTIA** | NIGHT TIME  
INDUSTRIES ASSOCIATION

# Why a Place Plan?

- Recognition of the significant change in the retail led economy
- Response to market research
- Basis for welcoming the right changes to our town
- Strategic coordination
- Positive promotion of the Town Centre
- Statutory requirement to plan for new homes
- Readiness for funding bids and other regeneration opportunities



# What is the Place Plan and what it is not?



It is.....

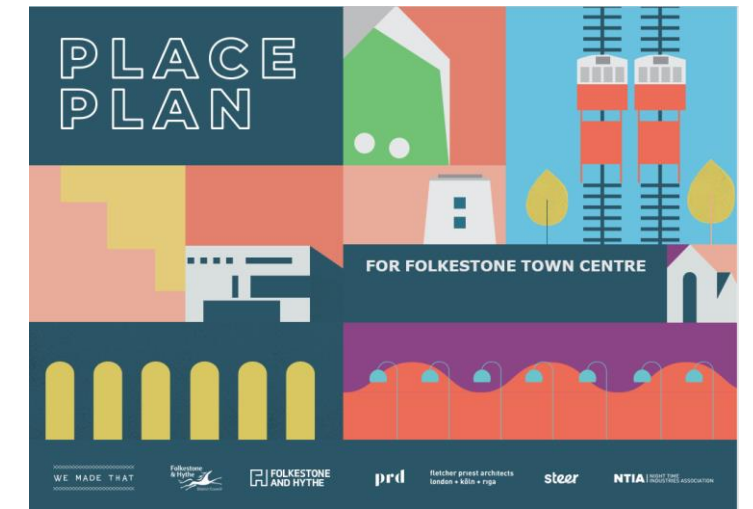
- A strategic driver for change
- A plan of action resulting from the different engagement with businesses, community and partners
- The starting point for more work, studies and project development
- A basis for the Council supporting other people's ideas, plans
- A basis for attracting funding support

It is not...

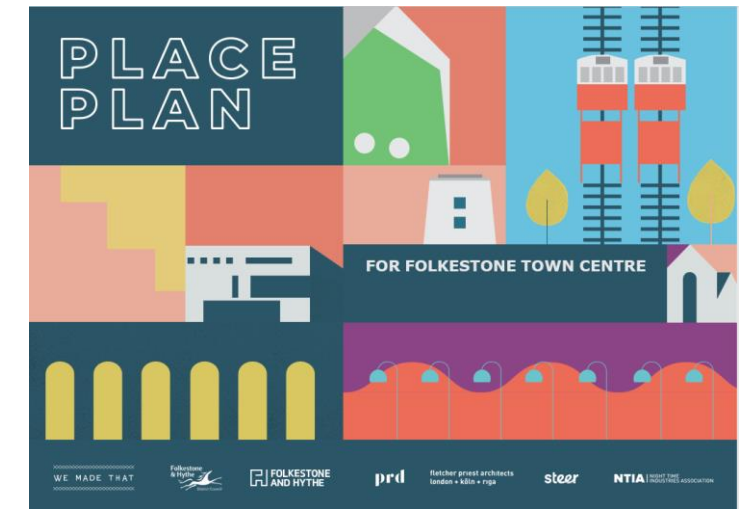
- The end of the conversation
- Fixed and the only scope for change

# The 'Brief'

- A collective vision for the Council, partners, stakeholders and community
- Recognise the town's inherent strengths and position Folkestone for the future
- Celebrating and building upon the great work and investment to date
- Identify the challenges, issues and the potential solutions
- Consider impacts of national policy
- Identify Funding Opportunities
- An **Action Plan** for Folkestone Town Centre



# Place Plan Brief



Some of the key themes to cover:

- Establishing a civic 'heart' & purpose - "One public estate"
- Create a broader leisure offer 'for all' – creating more reasons to dwell in the town.
- Creating great animated public spaces for residents and visitors
- Foster a dynamic/flexible employment environment transitioning away from a solely retail lead economy
- Future town centre animation, markets, management and maintenance
- Investment/development opportunities - setting an ambition
- Encourage TC living as a vital component of a vibrant mixed use with an appropriate evening economy
- Deliver a shift in transport movements & maximise accessibility
- Create an exemplar in sustainability and reap the benefits of compact growth
- Inform wider review of Licensing Policy
- Place branding and promotion

# Supporting study and appraisal activity

To inform the Place Plan document a series of appraisals and supporting documents were produced including:

## Urban Appraisal

- Socio-economic appraisal
- Current use and operation of the town centre
- Historic, assets and landmarks context

## Engagement plan

- One to one engagements
- Themed workshops
- Public webinars
- Focus groups

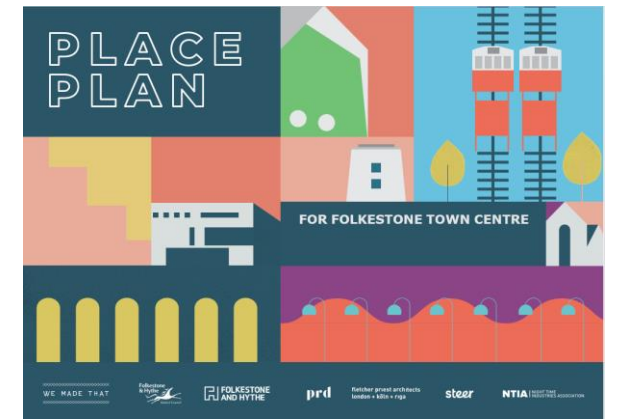
## Supporting technical documents

### Opportunity & development sites

- A vision of the possible

### Potential Transport Initiatives

- Current road network infrastructure
- Recommended interventions for future projects



# Engagement

**17** workshops and public webinar events

**150** surveys and email responses

**167** detailed conversations

**266** attended public webinar events

**459** youtube views

**645** contacts compiled

## Impact in numbers: one-to-ones & workshops

**46** one-to-one conversations

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

**96** invited to workshop events

**121** workshop participants; residents, community groups, businesses and stakeholders,

including **17** school students

## Impact in numbers: public webinars

**95** survey results

**266** attendees

**322** questions asked

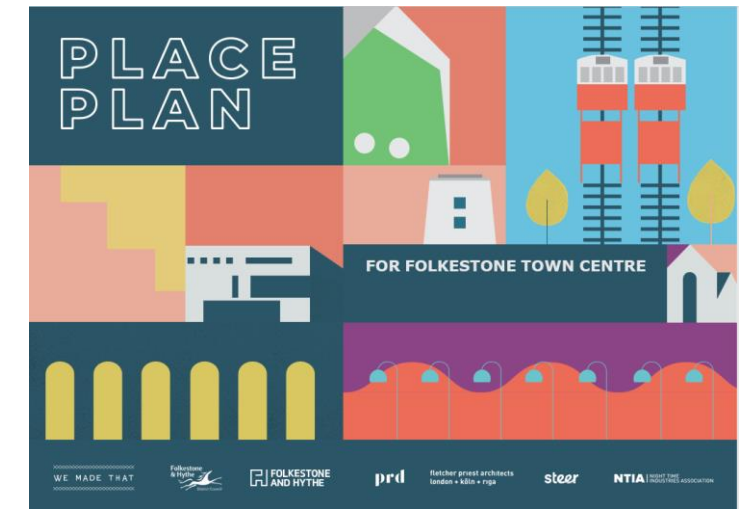
## Impact in numbers: website & social media

**2** FAQ notes updated after the public webinars

**459** youtube video views of webinars

**1951** website views

**37,356** social media reach

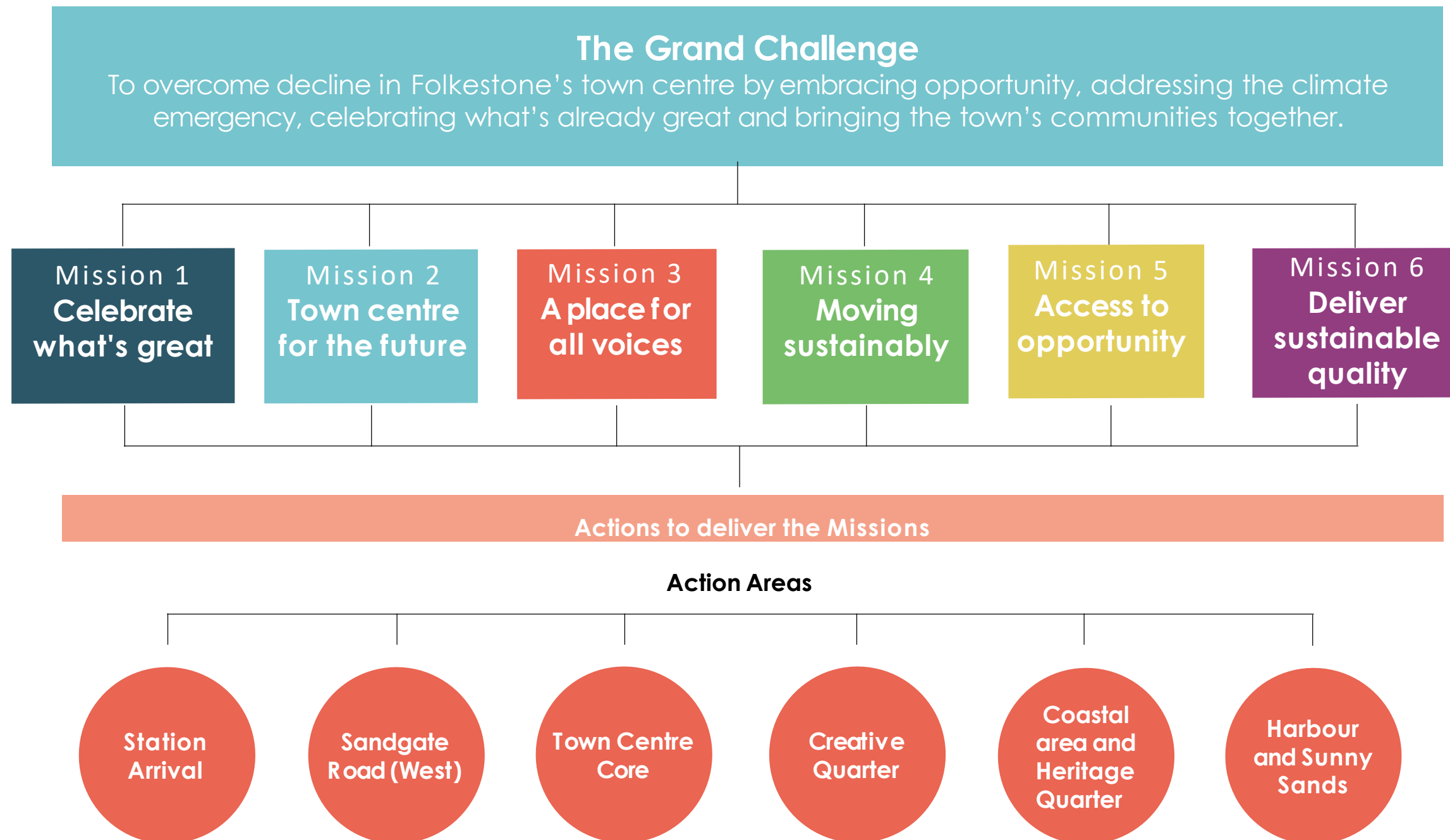


## Offline Engagement

- Your district today full page
- Posters in key sites (e.g. supermarkets)
- Webinar slides and surveys provided in hardcopy



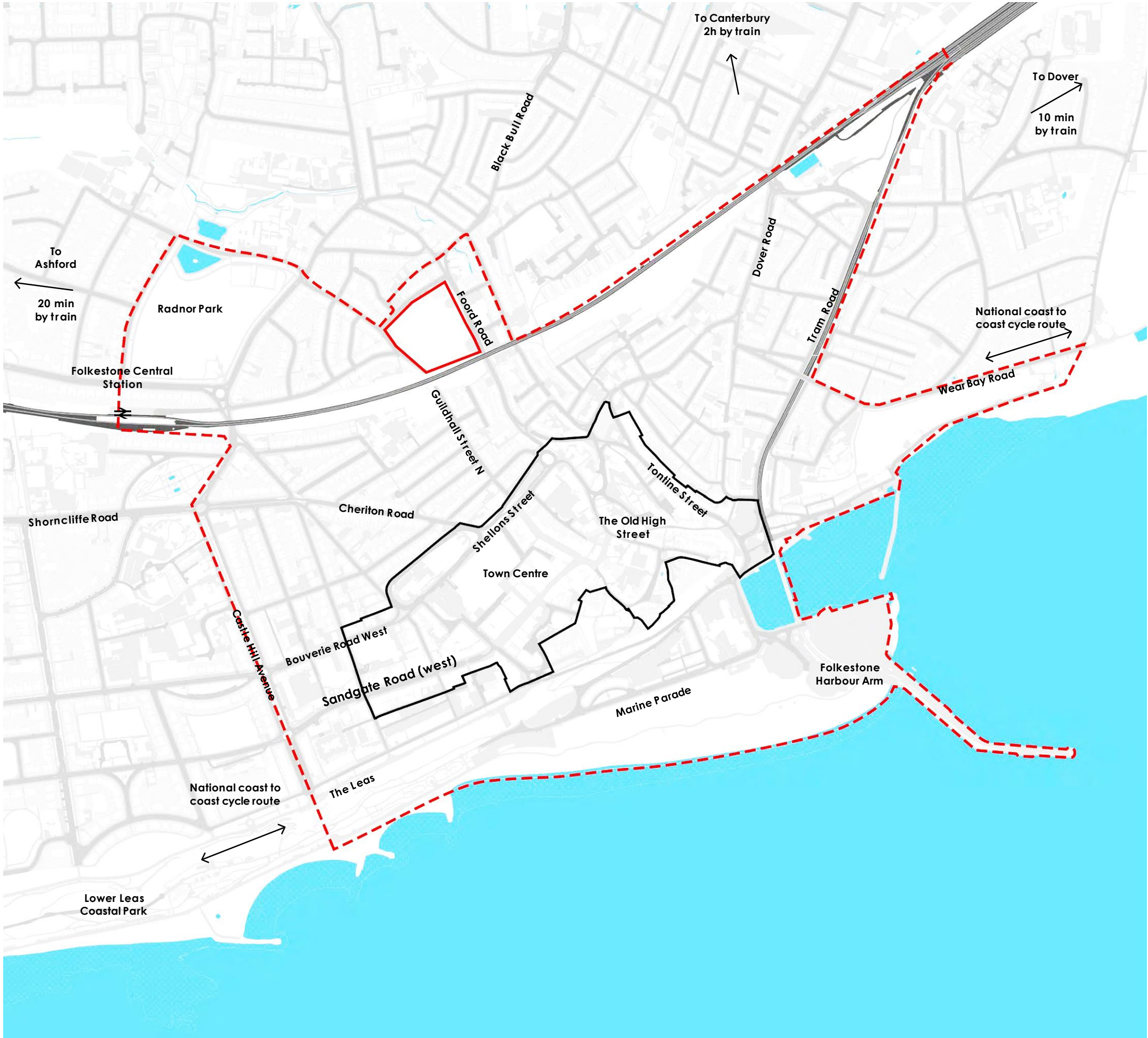
# How the Place Plan is structured





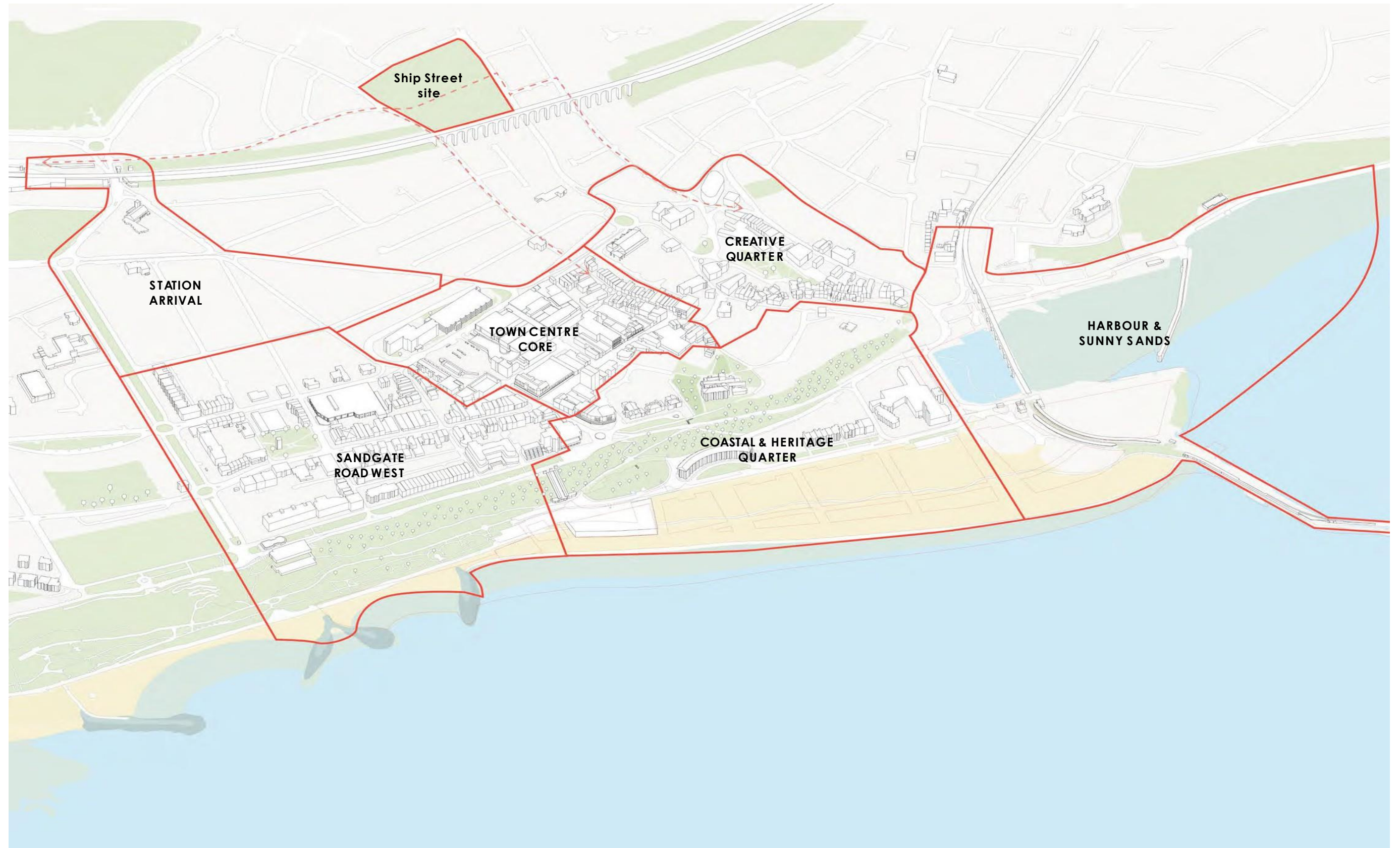
# Study Area

- Primary focus is the Town Centre
- Considering the wider boundary as the Place Plan was developed





# Action areas and content





# Station Arrival: Station area design

1.1 Public realm upgrades & upgrades to station arrival areas as a gateway into Folkestone

4.1 Mobility hub alongside train station: Potential

4.2 Overhaul of the legacy highway system: Cheriton

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

4.4 New and improved routes: Broadmead Road & through Ship St linking to F51

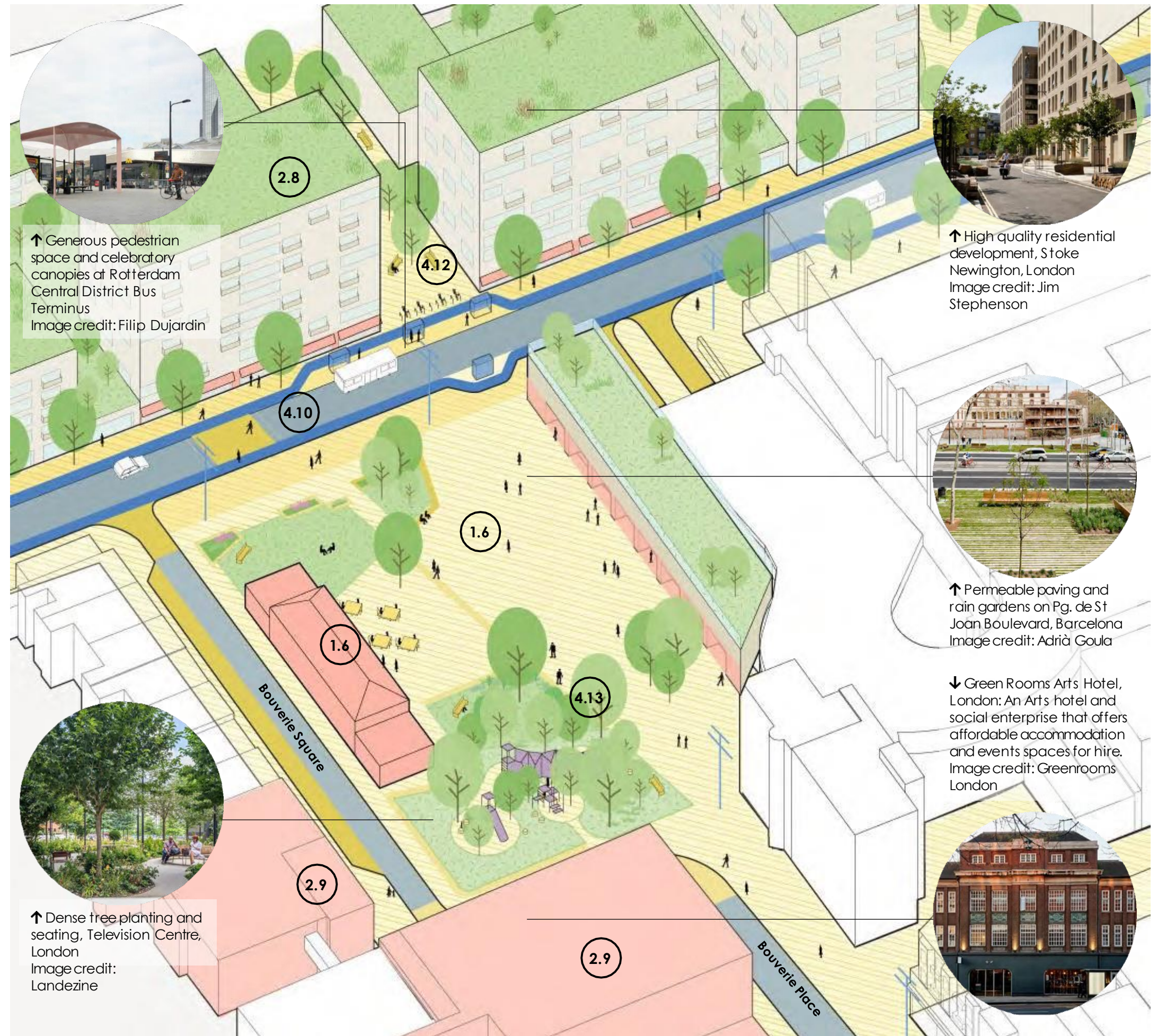
4.6 Explore options for a bus link into the town





# Bouverie Square and Middelburg Square design

- 1.6 Reinstating Bouverie Square as an arrival space and focal point
- 2.8 Future mixed use development opportunity: Saga Building & NCP Car Park
- 2.9 Future mixed-use development opportunity: Post Office buildings & Store 21
- 4.10 Improved gateway to the town centre including a new bus station layout
- 4.12 'Mobility Hub' with cycle hire and storage
- 4.13 Explore options to integrate cycling and skateboarding in the town centre (including skate-able landscaping)





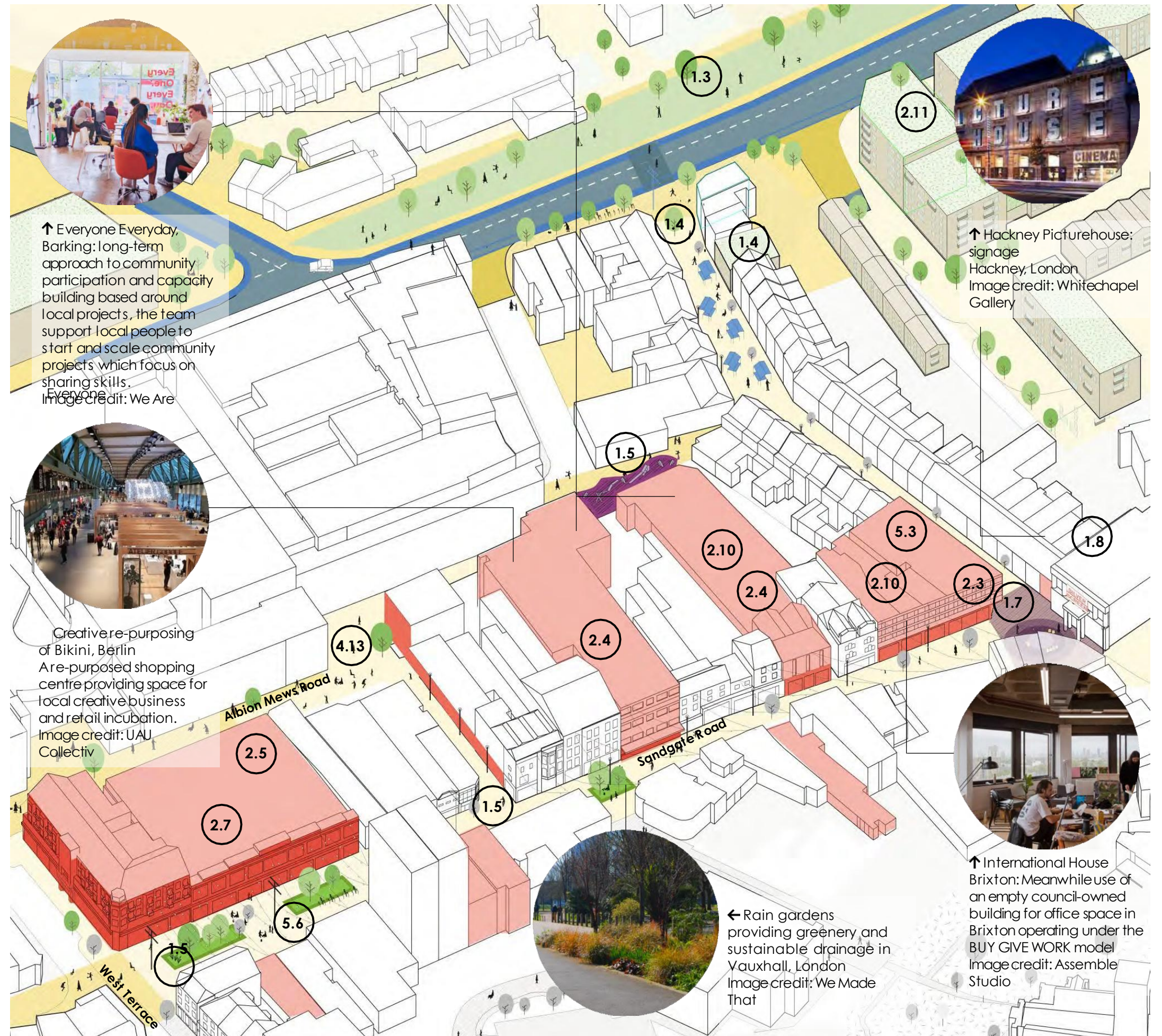
# Bouverie Square and Middelburg Square design





# Sandgate Road, Guildhall St and Shellons St design

- 1.3 Public realm and crossings improvements
- 1.4 Upgrades to Guildhall St
- 1.5 Public realm and greening to Sandgate Road and service areas
- 1.7 'Guildhall Square' new civic square
- 1.8 New Silver Screen/ Museum/ Town Council signage
- 2.4 'Town Lab' to test new uses, experiment and try new ideas
- 2.5 Relocate FHDC Customer Access Point
- 2.7 FOLCA building re-imagined
- 2.10 & 2.11 Future mixed-use development opportunity
- 4.13 Explore options to integrate cycling and skateboarding in the town centre
- 5.6 Review free WiFi and digital provision





# PayersPark and F51 environs design

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

2.13 Hub of potential uses around Payers Park

3.4 Support Shepway Youth Hub with larger spaces

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

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

5.7 Expand on the offer of The Cube adult education centre and Grace Hill Library





# Harbour Line/Tram Road design

1.17 Public realm upgrades to Harbour Street and exploring options for Tram Road car park to become a key public space potential for development to activate the space

4.21 Harbour Line/ Tram Road improvements



↑ Public welcome: Painted gateway signage on the upper facade of the shops in Croydon  
Image credit: Spiestersbach



↑ Pedestrian friendly road junctions, Fridewide Square, Oxford  
Image credit: Neville Scrivener



↑ Landscaped walkway, Di Shui Lake Green Belt Linear Park, Shanghai, China  
Image credit: Landezine



↑ Moments to pause, The High Line, New York, USA  
Image credit: Sarah Mulligan



↑ Heritage highlighting, Atab Ai Park, LB Tower Hamlets  
Image credit: Objectif

# Community Impact

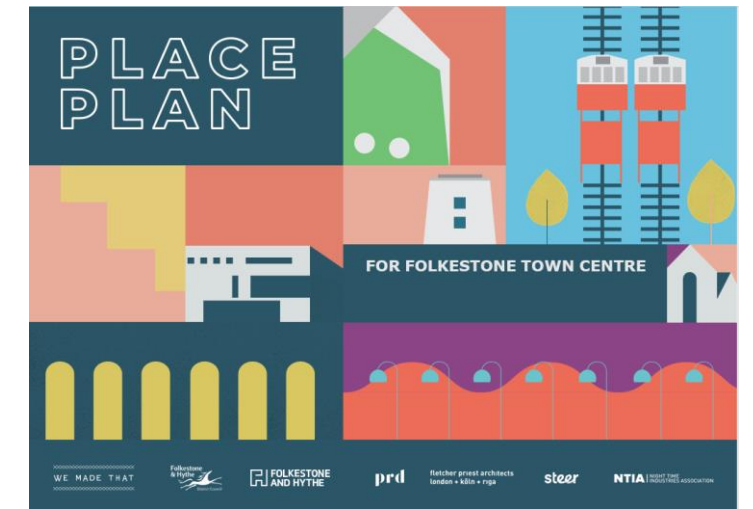
A number of the interventions highlighted in the Place Plan have an impact on our community including:

## Direct impact

- FOLCA reimagined with delivery of health provision
- Relocation of Customer Access Point
- Community Hub / Skills Hub
- Enterprise facilitation & participation programmes
- A place to test new uses “The Lab”
- Build on and expand social initiatives (e.g. Shepway Youth Hub)
- More inclusive facilities (e.g. changing places toilets)
- Market improvement programme
- Design review panel

## Indirect impact

- Public realm improvements
- Improved road networks
- Town centre living
- Mobility hub





# Next steps and Focus Areas

Consider feedback from final consultation

Cabinet for approval 22<sup>nd</sup> September

Identify early intervention delivery programme

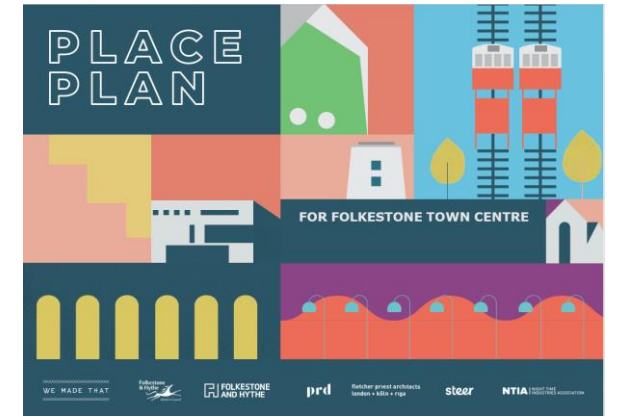
- Heritage Lighting & Signage
- Coastal Park directional signage
- Folca reimagined (e.g. health provision)
- Community Hub/The Lab
- Market improvement programme

Ongoing engagement as projects develop

- Strategic partners
- Community/residents
- Local businesses



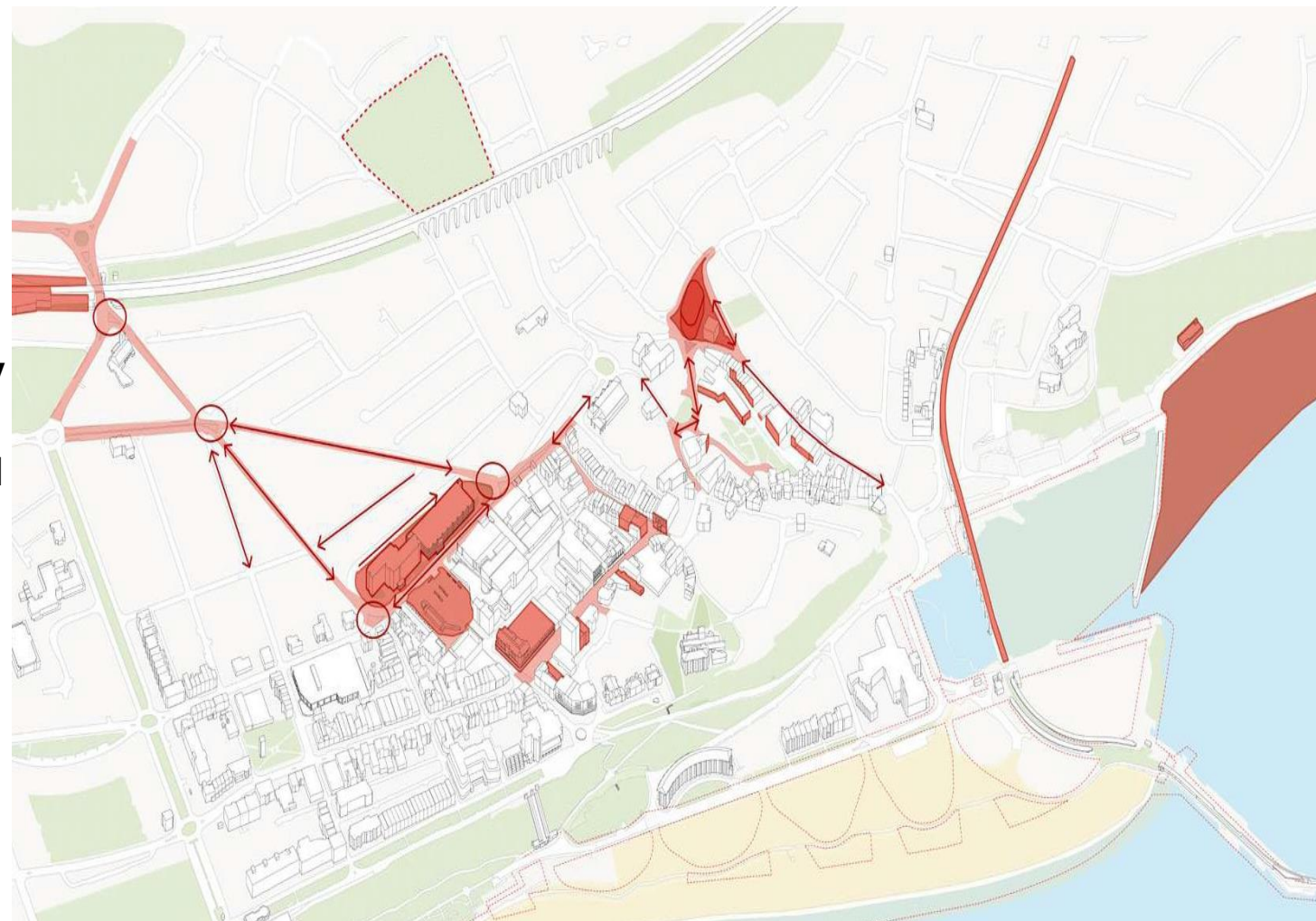
# Next steps and Focus Areas - Levelling up Fund



Through the process of developing the Place Plan, seven priority actions have been identified and foregrounded here.

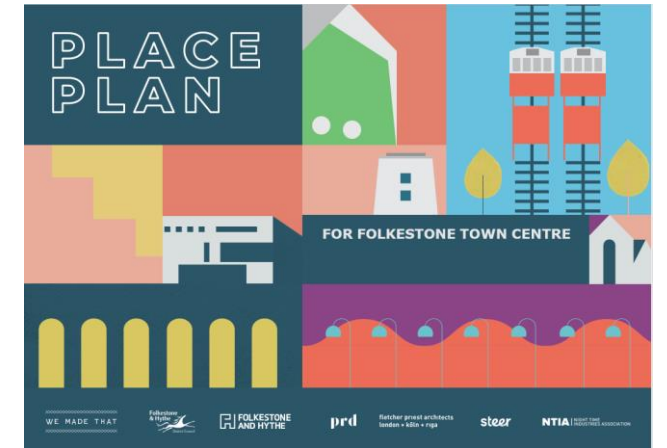
These priority actions have also been influenced by the public engagement process.

- **Station arrival and town centre connections** (vital in supporting the continued success of Folkestone as a destination)
- **Improved gateway to the town centre including a new bus station layout** (will transform a vehicle dominated and neglected area)
- **Sandgate Road town lab, public realm and 'Guildhall Square'** (trailing of new ideas and innovation and civic pride)



- **F51 environs and Payers Park** (improved connectivity for all)
- **Harbour Line/ Tram Road** (opportunities for improve links to town centre for local communities and visitors)
- **Sunny Sands** (improving natural assets for local communities and visitors)

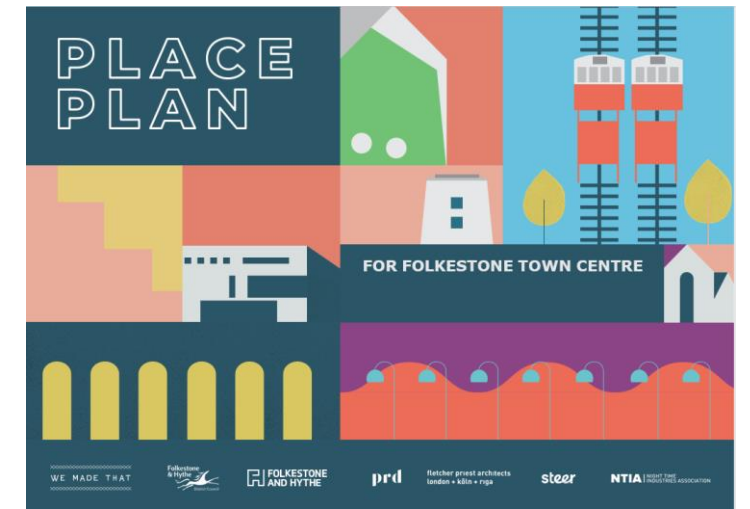
# Delivery of Place Plan



It is recognised actions outlined in the plan are not solely the responsibility of the Council to deliver. There is however a clear leadership role for the Council to ensure that the overall ambition in the plan is pursued vigorously.

## The role of the Council

- Promote the plan to communities, partners, investors and government.
- Lead delivery of a range of actions across short, medium and longer timeframes.
- Support delivery of actions by partners in the public, private and community sectors.
- Co-ordinate and report on overall delivery of the plan
- Continue to engage across all stakeholders and communities as part of the development of projects.



## Questions & Answers

<https://www.folkestone-hythe.gov.uk/folkestoneplaceplan>