

WELCOME

SOUTH SEA FRONT, FELIXSTOWE

BLOOR HOMES WELCOMES YOU TO THIS EXHIBITION OF THE REVISED PLANS FOR SOUTH SEA FRONT, FELIXSTOWE.

The site covers around 7.08 hectares (17.5 acres) and is currently in the ownership of Suffolk Coastal District Council. The Council has entered into a development agreement with Bloor Homes to achieve the site's regeneration.

This exhibition provides an opportunity for local residents, businesses and organisations to learn about the revised proposal and give feedback before plans are finalised.

Following public consultation, Bloor Homes expects to be able to submit a new planning application to Suffolk Coastal District Council early in the New Year with a view to commencing on site in the late Spring of 2012.



MEMBERS OF THE DEVELOPMENT TEAM WOULD BE PLEASED TO ANSWER YOUR QUESTIONS AND WE WOULD BE GRATEFUL IF YOU WOULD COMPLETE A QUESTIONNAIRE, AS WE WOULD VALUE YOUR VIEWS. ALL COMMENTS RECEIVED WILL BE CAREFULLY CONSIDERED PRIOR TO THE SUBMISSION OF THE PLANNING APPLICATION.

CONTEXT

SOUTH SEA FRONT, FELIXSTOWE

SUFFOLK COASTAL DISTRICT COUNCIL (SCDC) HAS HELD A LONG TERM AIM OF REGENERATING FELIXSTOWE'S SOUTH SEA FRONT. THIS DESIRE HAS BEEN EXPRESSED IN THE COUNCIL'S EXISTING LOCAL PLAN AND ITS EMERGING LOCAL DEVELOPMENT FRAMEWORK.

The number and type of new homes provided in the town over recent years has not matched the local increase in demand. Coupled with the growth of jobs in Felixstowe driven by the expansion of the port, there is now an imbalance between employment and housing.

Proposals for the South Sea Front have been under discussion for several years, and in April 2009, planning permission was granted for the development of a Maritime Park and 158 new homes at the site.

Unfortunately, the adverse economic climate prevented this scheme from being implemented and a re-think of the proposals was undertaken.

Issues relating to flooding were fully analysed previously and The Environment Agency raised no objections subject to certain conditions.



The Martello Tower is an important landmark at the site. It is one of five towers built in 1808 to guard the beach at Felixstowe and is both a Scheduled Ancient Monument and a Listed building.

As with the previous approved planning application at the site, the new scheme aims to make the Tower a central feature of the regeneration plans by ensuring it sits in its historic open space with a clear aspect to the sea front. A significant financial contribution will also be made to repair and refurbish the South Sea Front's most important heritage asset.

In addition, the Royal Observer Corps Bunker which is located at the site will be preserved and incorporated within the proposed landscaping of the Maritime Park.

THE APPROVED & REVISED PROPOSALS

SOUTH SEA FRONT, FELIXSTOWE

THE NEW PROPOSALS ARE THE RESULT OF A FRESH LOOK AT THE SITE. THEY SEEK TO ACHIEVE THE REGENERATION OF THE SITE WITHIN A MORE CONSTRAINED ECONOMIC CLIMATE WHILST STILL ACHIEVING THE ENHANCEMENT OF THE SOUTH SEA FRONT.

THE NEW PROPOSALS PROVIDE:

- The early regeneration of a site which has become abandoned over recent years and which does not contribute to the South Sea Front;
- A reduction in some 31 residential units (approx 20%) in comparison with the previous scheme;
- A shift away from apartments to family homes – a reduction of 73 apartments and an increase of 42 houses;
- No greater height than three storeys – the approved scheme went up to four storeys in parts;
- A significant decrease in traffic movements in comparison with the original scheme;
- Financial contributions to repair and refurbish the Martello Tower and provide an attractive landscaped setting with recreation space and playspace;
- Provision of two separate car parking areas providing some 261 spaces at Langer Road and Manor Terrace;
- A highly deliverable development that can immediately contribute to reducing the lack of housing supply in Felixstowe and meet local needs.



ACCOMMODATION	APPROVED PROPOSAL	REVISED PROPOSAL
Affordable 2-bedroomed apartments	15	13
Affordable 1-bedroomed apartments	1	-
Private 2-bedroomed apartments	87	17
Private 3-bedroomed houses	55	97
Totals	158	127

THE REVISED PROPOSALS

SOUTH SEA FRONT, FELIXSTOWE



A SUSTAINABLE PROPOSAL

SOUTH SEA FRONT, FELIXSTOWE

THE REVISED PLANS AIM TO PROVIDE HIGH QUALITY HOMES WITHIN AN ENHANCED LANDSCAPED SETTING. THE PLANS HAVE BEEN CONCEIVED TO ENSURE THAT THE SETTING OF THE LISTED BUILDING IS NOT COMPROMISED.

The scheme has been designed around the historical grid system of the town of Felixstowe. The proposed residential use will compliment the neighbouring residential area, helping connections and casual routes across the site. It will also improve the security of the local area.














The leisure and recreational aspects of the proposals are based on the creation of a new linear park. This will run from Sea Road to Manor Terrace and will include play areas, picnic areas, wildlife areas and pedestrian routes. An area has also been designated for a potential beachside café.

Sustainability will be at the heart of the new plans, not just in terms of environmentally friendly construction but also in terms of the relationship to existing services and facilities.

The site is well located to existing community, educational and leisure facilities and there are also good pedestrian and cycle links to the town centre and pier.

254 car parking spaces are provided for the new homes, and some 261 pay and display public car parking spaces will be provided at Langer Road and Manor Terrace, ensuring that there will be adequate and good quality provision for visitors.

KEY

-  Proposed trees
-  Native and semi-native planting will provide screening and visual enclosure. Ornamental planting to the viewing area and adjacent to the future café will add colour and interest all year round
-  Existing area of coastal grassland to be retained throughout the site and enhanced to improve biodiversity. Different management regimes applied accordingly with location and use. Dashed lines indicated desire lines for pedestrian links around Martello Tower that may be created by mown pathways
-  Amenity grass within kickabout and picnic areas
-  Grass moulds up to 1.5m in height, creating screening as well as providing opportunity for ecological enhancement of the site
-  Gravel/pebble margin between the footpath/cycleway and the flood defence wall with specimen plants of coastal character
-  Footpath/cycleway
-  Sensory Finger Maze within footpath
-  Trim Trail/Playable area
-  Area 3 – seating area/play facilities including Water Play
-  Area for possible future café with external seating/dining area



SUMMARY

SOUTH SEA FRONT, FELIXSTOWE

THANK YOU FOR VISITING THIS EXHIBITION OF THE REVISED PLANS FOR THE SOUTH SEA FRONT. WE WOULD BE GRATEFUL IF YOU WOULD LEAVE US WITH YOUR COMMENTS ON ONE OF OUR QUESTIONNAIRES.

Once the development team has had the opportunity of reviewing local feedback, a new planning application will be submitted to Suffolk Coastal District Council. If you would like to receive details of the finalised planning application, please let us know.

THE REVISED PROPOSALS PROVIDE:

- The delivery of the regeneration of the South Sea Front;
- Quality new homes to meet local needs;
- A reduction in the number of proposed new homes at the site;
- A shift in emphasis towards family homes rather than flats;
- Enhancement of an abandoned site with quality new landscaping and leisure proposals;
- Exemplary design;
- Sustainable development;
- Financial contributions to refurbish an important heritage asset.



“ The leisure facilities and public areas have been drawn up in close discussions with officers from Suffolk Coastal District Council. The new leisure proposals offer an exciting range of play facilities for children of all ages, whether they be visitors or those living in the proposed homes or other local residents. There are a range of attractions for other age groups that will help make this an exciting addition to the reasons why Felixstowe offers great days by the sea.

This fresh approach takes into account both the requirements to provide much needed leisure facilities on the South Sea Front area whilst keeping any ongoing costs to the Council Taxpayer down to a minimum. ”

Suffolk Coastal District Council