

# 4. The Master Plan Process

## 4.1 INTRODUCTION

The master plan process formed two distinct stages.

Stage One centred on identifying a long list of broad ideas for projects and initiatives that could be pursued to regenerate and stimulate change in the seafront and town centre.

Stage Two then identified a short list of preferred projects from the long list for more detailed investigation.

The Felixstowe and Trimleys Peninsula Future Steering Group decided the best route to identify the short list was through public consultation and through discussion amongst the Future Group members.

## 4.2 IDENTIFYING THE LONG LIST

The long list of ideas was identified through a collaborative process with:

- Felixstowe and Trimleys Future Steering and Project Management Groups;
- local stakeholders and;
- the public.

This approach took the following form:

1. David Lock Associates met with the Felixstowe and Trimleys Future Project Management group to discuss the issues that the master plan area faces and to explore some of the ideas for the long list.
2. Press releases were submitted by SCDC to the local press. This included an invitation to the general public to submit comments and ideas for the seafront and town centre.
3. The press release directed the general public to the project website ([www.felixstowefuture.com](http://www.felixstowefuture.com)). The website outlined the commission to produce a master plan and shows photographs of precedents elsewhere in the country to stimulate thought.
4. David Lock Associates met with the following stakeholders in 'one to one' sessions on 25 May 2007 to explore their vision for the futures of the town centre and seafront:
  - Felixstowe Youth Forum
  - Felixstowe Chamber of Trade and Commerce
  - Felixstowe Town Council
  - Suffolk Coastal District Council
  - Suffolk County Council
  - Trimley St Martin Parish Council

All of the above has led to the development of a long list of ideas and opportunities within the seafront and town centre.

### 4.3 PROJECT DATABASE

The Felixstowe and Trimleys Peninsula Future Steering Group has over recent months been discussing a list of projects which they would like to see come to fruition.

David Lock Associates was advised by the Felixstowe and Trimleys Peninsula Future Steering Group to take a fresh look at opportunities within the town centre and seafront. The ideas expressed within this report and those listed in the Project Database together reflect an overarching master plan.

Key projects not assessed by David Lock Associates but which are included in projects for evaluation in the master plan include;

- Bent Hill – a road improvement scheme, with the objective of making the route more ‘user friendly’, by creating shared space between traffic and pedestrians. This scheme will be the responsibility of SCC to implement and is subject to funding from the Local Transport Plan.
- South Seafront Regeneration – this scheme involves the property development company Bloor Homes and will create a new visitor attraction at the Martello tower and gardens. This scheme cannot go ahead until the coastal defence works have been completed.
- Landguard Visitor Centre – this scheme will be implemented using funds created from the Felixstowe Port South Reconfiguration project. The scheme will not be implemented until the second stage of the reconfiguration project is underway.

#### 4.4 THE LONG LIST

Twenty seven ideas and opportunity sites were identified within the seafront and town centre area. This long list of ideas was informed by:

- discussion with the Project Management Team;
- conversations with the stakeholder groups;
- responses from the general public to the Felixstowe Future website and;
- David Lock Associates professional experience.

Appendix E comprises a master plan drawing which identifies the location of all of these ideas and sites on a plan of the study area. The appendix also includes project sheets exploring each opportunity.

Delivery Timescale	Project Number	Project Name
Short Term	1	<b>Street Furniture Strategy</b> Consistent design, styles and material for seating, lighting, bins and landscaping to be used throughout the town centre and seafront.
	2	<b>Seafront Leisure Path</b> Enhancement of existing promenade allowing unhindered passage from Languard Point to Felixstowe Ferry for pedestrians and cyclists.
	3	<b>Art Gallery</b> A year round gallery space in a prominent position on the seafront for the local arts scene.
	4	<b>Food/Farmers Market Location</b> A designated market space for local farmers, growers and producers to sell their produce.
	5	<b>Young Persons Hang Out</b> Diversifying the leisure offer and providing areas for young people to hang out.
	6	<b>'Extending the Day'</b> Encouraging a café and restaurant culture in the town centre and seafront to prolong activity in the town beyond 5.30pm.
	7	<b>Circular Bus Route</b> An internal circular bus service linking the port, seafront, town centre, Languard, Felixstowe Ferry and Trimley villages. The service could act as a Park and Ride service in busy summer months.
	8	<b>Cycle Routes</b> Extension of cycle routes and publication of Cycle Route Plan.
	9	<b>Gateways</b> Improvements to gateways to the town and changes to routes of access.
	10	<b>Beach Shelters &amp; Cafés</b> Conversion of the beach shelters to cafes putting historic structures to a 21 <sup>st</sup> century use.
	11	<b>Townscape</b> Protection, enhancement and promotion of townscape quality through extension of Conservation Area and promotion through marketing.

Delivery Timescale	Project Number	Project Name
Medium term	12	<b>The Triangle</b> Improving the public space in the centre of the town to create a pedestrian friendly environment.
	13	<b>Seafront Gardens</b> Revitalising the seafront gardens to create a modern string of gardens linked by the promenade and seafront leisure route.
	14	<b>Seafront – Town Centre Link</b> A landmark viewing gallery tower with stairs and elevator to improve the connection between the seafront and the town centre.
	15	<b>The Pier</b> A strategy to rejuvenate the pier.
	16	<b>Beach Huts &amp; Shelters</b> Provide new, modern beach huts along the seafront in addition to existing huts.
	17	<b>Convalescent Hill Site</b> Redevelopment of the surface car park for mixed use development or hotel.
	18	<b>Hamilton Road</b> A new traffic management regime is required to redress the balance between pedestrians & cyclists and motorised vehicles, but particularly to improve the experience of the pedestrian shopper and passer by.
	19	<b>Spa Pavilion</b> Enhancement and extension to become an arts centre.

Delivery Timescale	Project Number	Project Name
Long term	20	<b>Seafront Winter Gardens</b> Construction of an elegant winter garden on part of the existing garden next to the town hall.
	21	<b>Sea Defences</b> Ensuring coastal defences protect the town.
	22	<b>Water Sports Centre</b> Development of a water sports centre for residents (including school children) and visitors to learn to sail, windsurf, kite surf or watch.
	23	<b>Station Area Redevelopment</b> Development of the Station Gateway for housing, a new health centre and retail whilst providing better links from the station to Hamilton Road.
	24	<b>Larger Format Town Centre Retail Units</b> Future retail development focused in the town centre through the identification of one of more large sites or amalgamation of units.
	25	<b>The Ordnance</b> High Quality Development of the Bus Station Site & surrounds at the Ordnance for residential development.
	26	<b>Beach Station Site</b> Creation of a gateway to the south through a new railway station and residential areas.
	27	<b>Former Cavendish Hotel</b> Development of a high quality hotel or high quality mixed use development.

## 4.5 PUBLIC CONSULTATION

Building on the early community engagement a public exhibition of all 27 projects was held at the Felixstowe Leisure Centre on 13 and 14 July 2007. The event was advertised through press releases, posters and individual invitations sent by the Felixstowe and Trimleys Peninsula Future Steering Group.

The exhibition material included a short amount of text and images on the opportunity and outline of the proposal. All of the exhibition material was made available on the project website to catch those that could not attend the exhibition itself, and this too was advertised.

The event sought to:

- raise the profile of the project;
- present the key issues identified so far and;
- seek feedback from the public.

A feedback form sought to identify respondents three preferred options as well as providing the opportunity for other comments and ideas. Comments were sought by 23 July 2007.

A detailed assessment of the feedback forms is provided as Appendix B of this document.

Approximately 300 visitors attended the exhibition on the 13 and 14 July to view the 27 possible projects. 154 feedback forms, letters or emails were completed and returned either on the day, by post or via email by 23 July 2007. These comments were reviewed to identify the top three project preferences.

The top ten preferred projects identified at the exhibition are as follows.

- 1st Sea Defences
- 2nd The Pier
- 3rd Hamilton Road
- 4th Seafront Leisure Path
- 5th Seafront-Town Centre Link
- 6th The Triangle
- 7th Cycle Routes
- 8th Beach Shelters and Cafés
- 9th Water Sports Centre
- 10th Winter Gardens

## 4.6 FINAL SHORT LIST OF PROJECTS

In selecting projects from the 'long list', for more in-depth evaluation, the Steering Group considered the following criteria:

- The extent to which the project would benefit the whole of the town centre/resort study area;
- Feedback from the public consultation;
- The potential for broadening the range of jobs and opportunities
- Improvements to the infrastructure covered by the study area
- The likely success of securing funding for the project(s)

As such the Felixstowe and Trimley Peninsula Future Group short identified the following projects for more detailed work:

- **Seafront Leisure Path**
- **Cycle Routes**
- **Beach Shelters and Cafés**
- **Seafront Gardens**
- **Young Person's Hang-Out**
- **The Triangle**
- **Hamilton Road**
- **Street Furniture Strategy**
- **Seafront Winter Garden**