

PURPOSE OF THIS CONSULTATION

WELCOME

This consultation is presented on behalf of Churchill Retirement Living and invites you to view and provide feedback on the initial proposals to redevelop the Former British Legion Clubhouse, 39 Mill Lane, Felixstowe, IP11 2NL. The consultation is made up of a number of information boards including the following -

- The Purpose of the Consultation
- Introduction to Churchill Retirement Living
- Typical Development features
- Benefits of Older People Housing
- Planning Policy
- Location & Site
- Constraints & Opportunities
- Design Evolution
- Indicative Plans
- Preliminary Views
- Next Steps

We value your comments on the proposed development. The comments will be considered following the consultation to help steer the proposals prior to a planning application being submitted to the Local Planning Authority. How Churchill Retirement Living have considered your comments will be detailed in a Statement of Community Involvement that will support any planning application.

THE PROPOSAL

The proposal is for the comprehensive redevelopment of the brownfield site that comprises 39 Mill Lane (The Site) with construction of a retirement housing development of circa. 58 flats with one and two bedroom apartments and associated communal facilities, with vehicular access, car parking and landscaping.

VISION

Churchill Retirement Living's vision for the site is to deliver a development that meets our customers' needs and the local need for retirement apartments whilst also enhancing the character of Felixstowe and making a positive contribution locally in terms of socio, economic and environmental benefits.

Our aim is to create a high quality development that embraces sustainable design, enhances the setting of the area and maintains the local vernacular.



INTRODUCTION TO CHURCHILL RETIREMENT LIVING

WHO ARE CHURCHILL RETIREMENT LIVING LTD?

Churchill Retirement Living (CRL) is a privately-owned British Company, highly trusted and respected within the housing industry. CRL prides itself on building beautiful purpose-built one and two bedroom retirement apartments in desirable locations across the UK, for those looking for an active, independent, safe and secure lifestyle. Our developments can be found in 23 counties throughout the UK.

Throughout our history we have undertaken over 170 developments and sold over 5,000 units. Through our group company, Churchill Estates Management (CEM) we retain the ongoing operation, management, care and responsibility for every apartment within our completed developments.

Churchill is a company built on integrity and trust. Our focus on design excellence and build quality is supported by an ongoing commitment to the successful management of our developments for the long term, providing an independent lifestyle that meets the needs of our 10,000+ apartment owners.

Our developments not only provide well documented benefits to our customers but also to the wider community. Our customers tend to shop locally providing much needed 'daily shoppers' for local shops and businesses.

"People living in specialist retirement homes typically experience reduced health risks, contributing to fiscal savings to the NHS and social care services of c. £3,500 per person per year." Healthier and Happier – Homes for later Living, September 2019.



Typically, our customers downsize from a 3 or 4 bedroom family home. Therefore, for each retirement apartment occupied, a family home is released for sale into the wider housing market.

CRL is an award winning business having recently won a number of prestigious industry and wider business awards including -

- **The WhatHouse Awards. The only retirement housebuilder ever to have been awarded 'Housebuilder of the Year' and in 2019 was again named 'Best Medium Housebuilder'.**
- **The HBF Customer Satisfaction Survey. Churchill has consistently retained its top '5 star' status having been recommended by more than 90% of customers.**

CRL has a full complement of in-house professionally qualified Architects, Town Planners, Surveyors and Engineers employed in the seamless delivery of projects through every stage of the process from site identification to construction completion and home sales. The business benefits from a wholly owned town planning consultancy, Planning Issues, which advises on planning related and public consultation matters.

TYPICAL DEVELOPMENT FEATURES



Owners' Lounge



Coffee bar



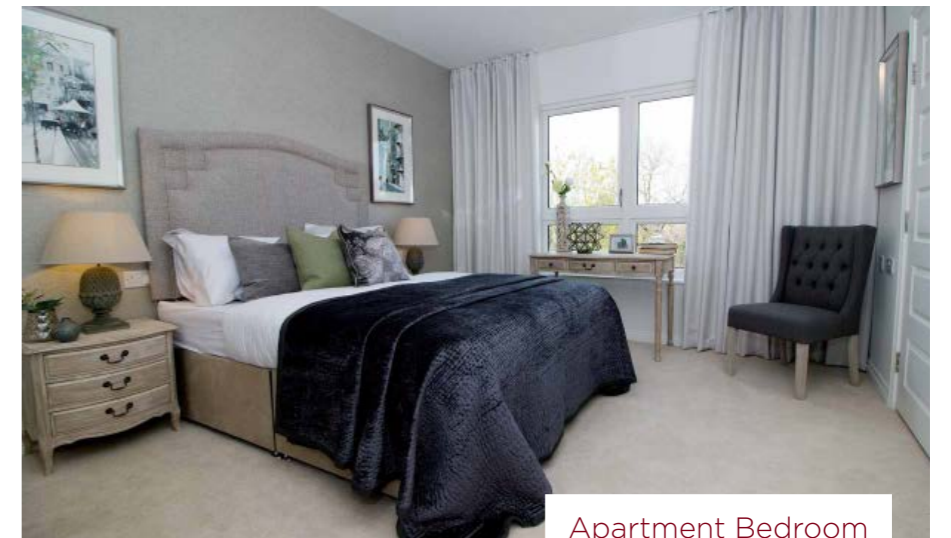
Guest Suite



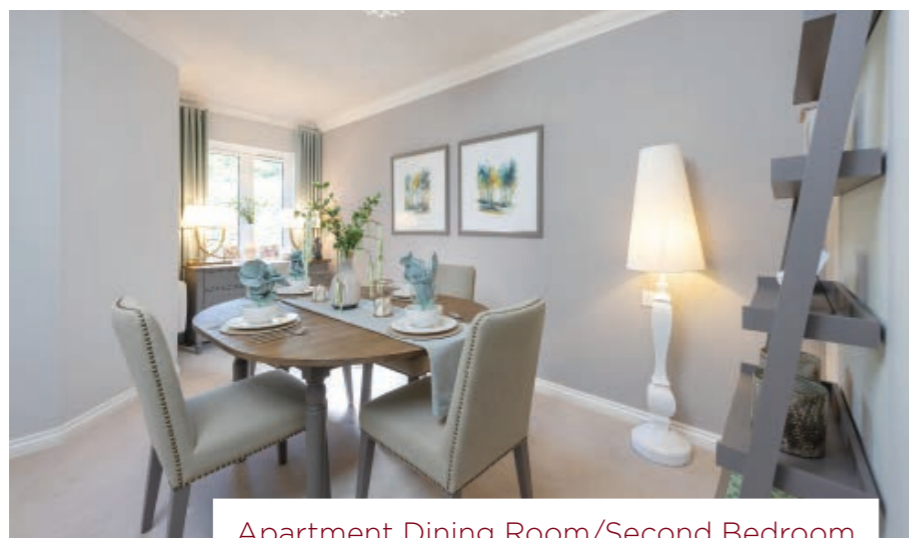
Landscaped Gardens



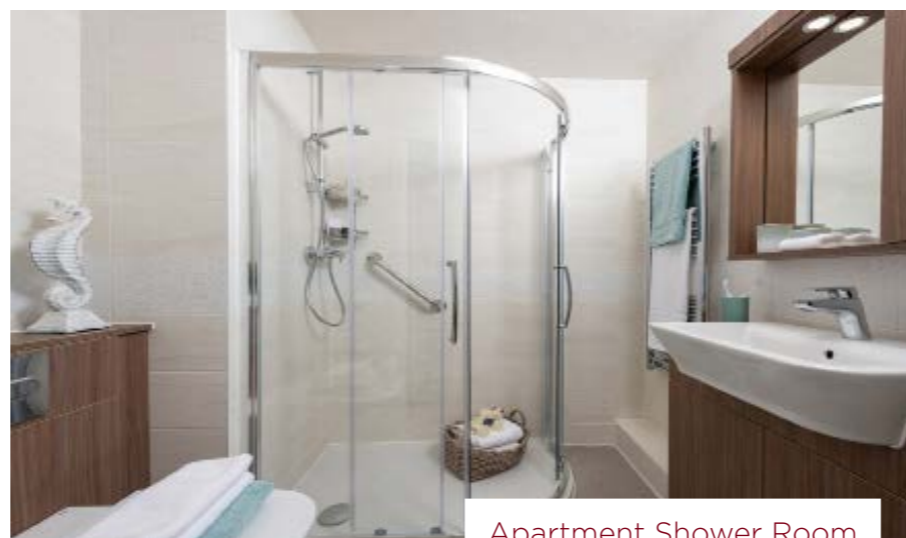
Apartment Living Room



Apartment Bedroom



Apartment Dining Room/Second Bedroom



Apartment Shower Room



Apartment Kitchen

BENEFITS OF OLDER PEOPLE HOUSING

SOCIAL

- Churchill Lodges offer significant opportunities to enable residents to be as independent as possible in a safe and warm environment.
- Retirement housing helps to reduce anxieties and worries experienced by many older people living in housing which does not best suit their needs by providing safety, security and reducing management and maintenance concerns.
- The Housing for Later Living Report (2019) shows that on a selection of wellbeing criteria such as happiness and life satisfaction, an average person aged 80 feels as good as someone 10 years younger after moving from mainstream housing into housing specifically designed for later living.

ECONOMIC

- Each person living in a retirement living home enjoys a reduced risk of health challenges, contributing fiscal savings to the NHS and social care services of approximately £3,500 per year (Homes for Later Living September 2019).
- With circa. 58-units proposed, at a ratio of 1.3 people per apartment, there will be around 75 occupants living in the apartment block. At a saving of £3,500 each per year, this equates to a saving of £262,500 per year in local NHS and social care costs in comparison to mainstream housing. This is a significant economic benefit.
- A report entitled Silver Saviours of the High Street (February 2021) found that retirement properties create more local economic value and more local jobs than any other type of residential development. For an average 45 unit retirement scheme, the residents generate £550,000 of spending a year, £347,000 of which is spent on the high street, directly contributing to keeping local shops open.
- An average retirement scheme will support the following new jobs:
 - 85 construction jobs
 - 1 permanent job in repairs and renovations
 - 2.3 permanent jobs in management and care
 - 3.2 permanent jobs on the local high street (residents are basket shoppers and will do their shopping locally)

ENVIRONMENTAL

- Making more efficient use of land thereby reducing the need to use limited land resources for housing.
- Providing housing in close proximity to services and shops which can be easily accessed on foot thereby reducing the need for travel by means which consume energy and create emissions.
- Providing shared facilities for a large number of residents in a single building which makes more efficient use of material and energy resources.
- The proposal includes renewable technology through the use of solar panels to assist in the reduction of CO2 emissions.
- All areas of the building will be lit using low energy lighting and where applicable utilise daylight and movement sensor controls.



Our developments free up family housing by enabling older people to downsize - a typical 41 unit retirement development generates approx 92 moves in the chain



A development that maximises the use of previously developed land reducing pressure on greenfield sites



£3,500 P/A

Our developments bring health and social care savings - each person living in a Home for Later Life saves the NHS & Social Services approx £3,500 per year



Economic and social benefits of older people using local shops, services and facilities. Our Owners shop locally, supporting businesses and communities



Due to its sustainable location, retirement housing reduces the need to own a car. Owners often shop locally on foot or by public transport



Our developments allow for independent, secure living and provide companionship which helps to reduce isolation and loneliness

CUSTOMER QUOTES



"The things I like best about Jubilee Lodge are the spacious and well laid out apartments, and the Owners' Lounge which is a perfect place to socialise and meet new Owners."

"As Jubilee Lodge is so close to town, it is easy to walk to the shops, library, park, pubs and cafes – it's a perfect location."

"Also being local, I can still see my friends and go to my U3A meetings as well. It's the best move I've made!"

"I wanted to downsize, especially after seeing my late brother and sister-in-law move to a Churchill apartment in Thame. I went to stay with them in their Guest Suite and was impressed, so when a Churchill Lodge was being built near me I was very interested. I decided this was where I wanted to be and here I am!"

"Tracey our Lodge Manager is invaluable, if you ever have any problems you just have to ask and she will do her best to sort them out. She is also great at organising events for everyone to enjoy and she is very friendly. It's great fun here and we all have a good laugh."



"We are delighted with the peace and quiet and the wonderful outlook over the beautiful garden which we no longer have to care for."

"We enjoy the communal activities and time spent with other Owners over coffee and meals. We enjoy the new peace of mind we have living here and the freedom that living in a Churchill development provides, together with the benefit of our kind Lodge Manager."

"Although we were already thinking of moving to a smaller, more manageable property from our old 5 bedroom house, Jean started to have some health issues which highlighted the reasons even more as to why a smaller property would suit us at this time in our lives."

"Our family were really supportive of our decision and could see the benefits to us of downsizing."



"Moving to our beautiful Churchill apartment has given us a new lease of life. Freedom to do what we want, when we want, and not having to worry about looking after a big house and its maintenance."

"We are safe and secure in the knowledge that security in our apartment is second to none. We've joined an amazing community of other Owners and can join in activities when we want to, but also have privacy should we need it."

"Having a Lodge Manager on site is also very helpful so that we can chat to them if we ever have a problem."

"When we decided to retire we discussed the possibility of downsizing to a bungalow, however it soon became clear that firstly we didn't want to spend time refurbishing our new home, and secondly we wanted that sense of community. We came across Dovehouse Lodge and we have never looked back."

"Dovehouse Lodge is in a perfect location. It's so close to the lovely market town of Hitchin with so many coffee shops and restaurants, a market square where you can sit and enjoy many activities, a market several times per week where you can browse, and amazing walks in and around the vicinity."

"You don't need a car as the town is only ten minutes' walk away. Or if you want to stay closer to home Dovehouse Lodge has beautiful gardens where you can sit and enjoy the sunshine."

"I've taken up such a range of hobbies since moving here. I was never a big walker, but now I go out to enjoy the surrounding area with my husband all the time. My friends here go to lots of classes, like dancing, and I do too."

"When we told people we were moving to a retirement apartment, they often assumed we were moving to a care home. But Churchill offers totally independent living. True, there's always someone to talk to if things aren't going well and no one is ever forgotten about. But if you want to be left to your own devices, that's fine too."

PLANNING POLICY

FELIXSTOWE PLANNING POLICY

The Council's development plan comprises the **Suffolk Coastal Local Plan** adopted September 2020.

The Council seeks to significantly boost the supply of new housing. **Policy SCLP3.1** requires the provision of at least 542 new dwellings across the former Suffolk Coastal authority area per annum.

Felixstowe is at the top of the settlement hierarchy, designated as a major centre in **Policy SCLP3.2**. It is allocated to provide 3,252 dwellings across the period of 2018-2036.

The site is within the settlement boundary of Felixstowe, where in accordance with **Policy SCLP3.3** development is accepted in principle, subject to the consideration of other policies in the plan. This is a brownfield site, which will support the delivery of sustainable development as required by the **National Planning Policy Framework** and reduce the requirement for greenfield development elsewhere. The site is in a highly sustainable location, within walking distance of a range of shops and services within the town centre.

A key issue for the Local Plan is the:

“Impact of ageing population on housing supply and increased demand for specialist housing”.

Policy SCLP5.8 supports providing a mix of housing to meet identified housing needs, in particular “to contribute towards meeting the significant needs for housing for older people”.

Policy SCLP9.2 supports sustainable construction. It requires developments of more than 10 dwellings to achieve a 20% reduction in CO2 emissions below the target emission rate set out in the Building Regulations. The development will achieve this.

Policy SCLP12.2, Strategy for Felixstowe supports residential opportunities in particular to meet the needs of younger people entering the housing market and the needs of an ageing population. The proposal will help to deliver this. Providing opportunities for older people to downsize will free up housing elsewhere in the housing market, including homes suitable for first time buyers.



HOUSING NEED

The population of England and Wales has continued to age, with Census 2021 results confirming there are more people than ever before in older age groups.

In England around 18% of people were aged 65 years and over in 2021. This is a higher percentage than ever before. In the former Suffolk Coastal Local Authority Area, this was significantly higher at 27.8% of the population being aged 65 and over in the 2021 Census. The Local Plan states:

“The former Suffolk Coastal area has one of the oldest populations of any district in the country”.

The 2019 Strategic Housing Market Assessment identifies the population aged 65 or over is going to dramatically increase in the Housing Market Area over the plan period.

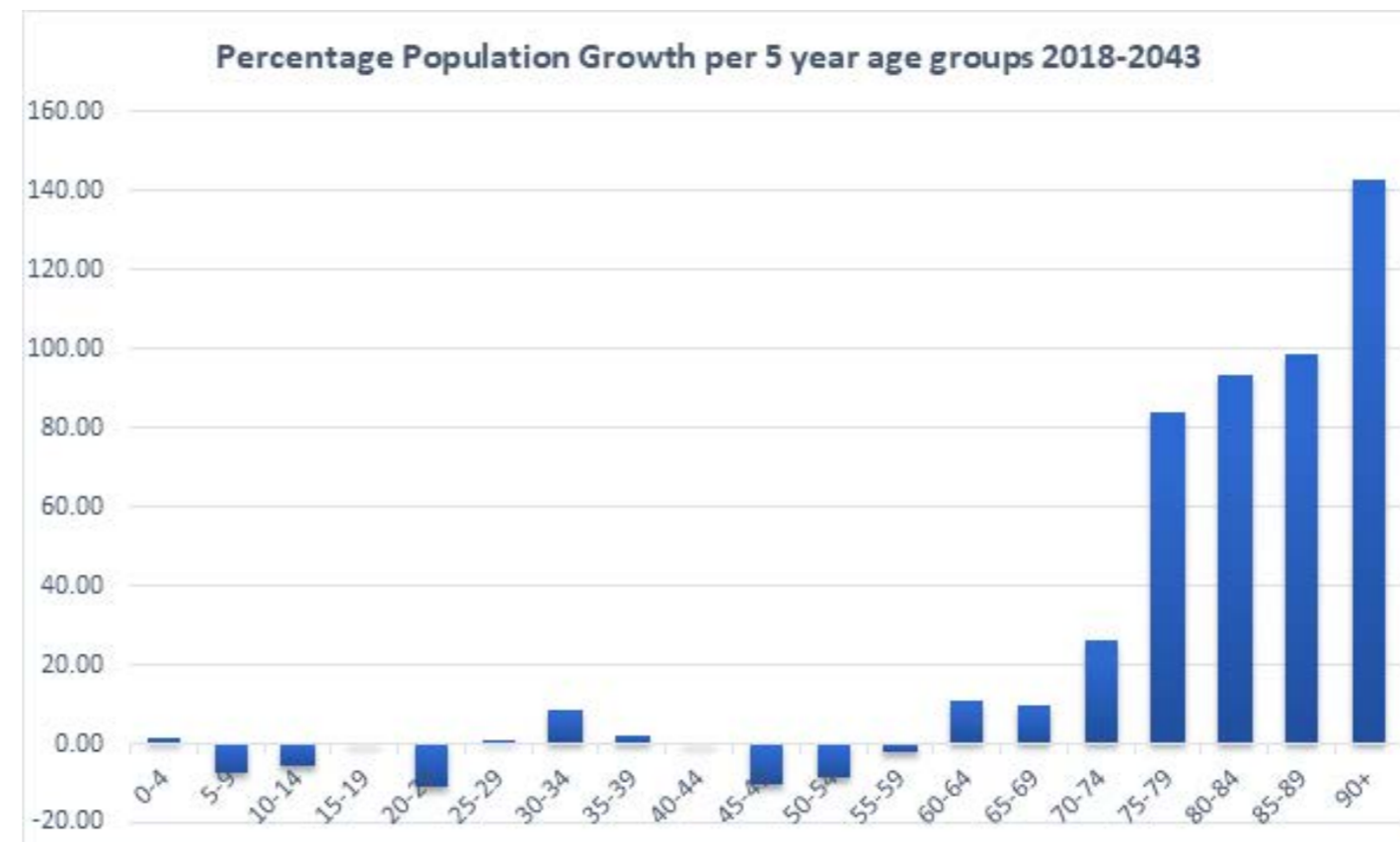
The graph opposite uses the 2018 sub national population projections to break this down further for the former Suffolk Coastal area. This shows a huge projected increase in those aged 70 and over between 2018 and 2043, with possible declines in the younger and middle age groups.

Increasing age is associated with an increased risk of health impacts from unsuitable housing. Older people are vulnerable to cold, damp and housing related hazards, which is exacerbated by increasing frailty.

The Local Plan recognises that there is a need to ensure that new development provides housing that will meet the needs for accommodation for older people. The Local Plan identifies a need for 891 units of sheltered open market housing in the former Suffolk Coastal area.

The Suffolk Healthy Ageing Needs Assessment (2018) identifies the importance of tackling social isolation and loneliness. Being in a community of like minded individuals, with a communal lounge, has been shown to have significant benefits on the health and wellbeing benefits, particularly reducing loneliness and social isolation.

The Healthy Ageing Needs Assessment (2018) also identifies a need for older and vulnerable people to have opportunities to access sustainable transport and modes of travel other than the car. This site is located within walking distance of the town centre, with many people looking to move into retirement accommodation so they can give up their car and walk to local services and facilities.



East Suffolk predicted population change

LOCATION MAP



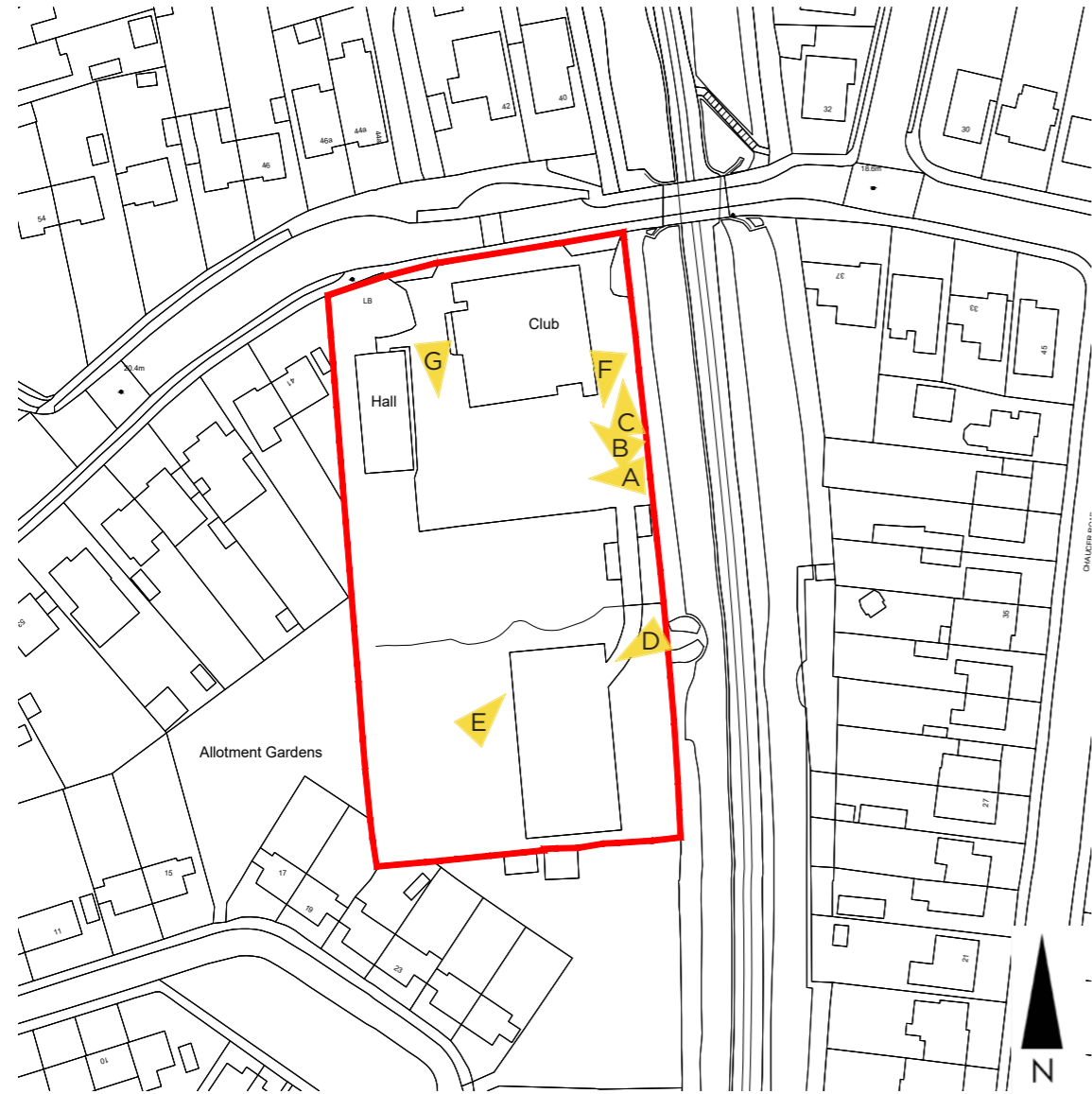
SITE & CONTEXT DESCRIPTION

- The site is in a sustainable location, located to the west of the town's primary shopping area, close to shops, services and public transport facilities. Mill Lane connects into Crescent Road, one of the main roads leading into the town centre.
- The site comprises a former British Legion Clubhouse with associated hard surfaced car parking area. The southern portion of the site is largely hard surfaced with mature trees located along the east, west and southern boundaries.
- The site is roughly rectangular in shape with a shallow fall in level from north to south.
- There is no significant planning history on the site.
- The site does not fall within a conservation area.
- Directly to the east of the site are rail tracks within an embankment. Neighbouring residential development is located to the north, east and south.
- There is an opportunity to significantly improve the currently dilapidated frontage of the site through redevelopment into residential accommodation, particularly with a considered use of materials and reference to the character of built form in the local context.

Aerial View of the Site



SITE PHOTOS



A



B



C



D



E

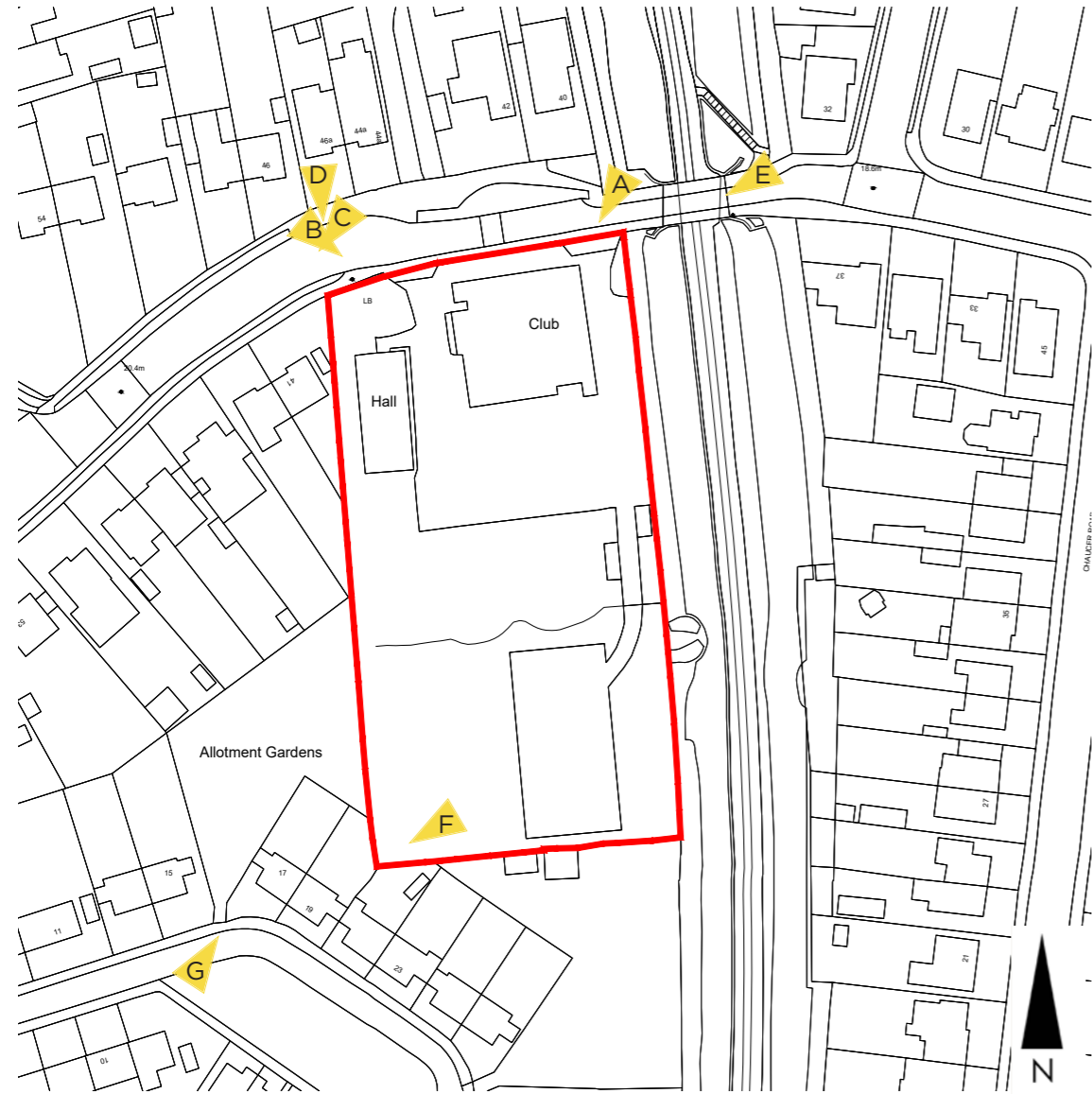


F



G

CONTEXT PHOTOS



A



B



C



D



E



F

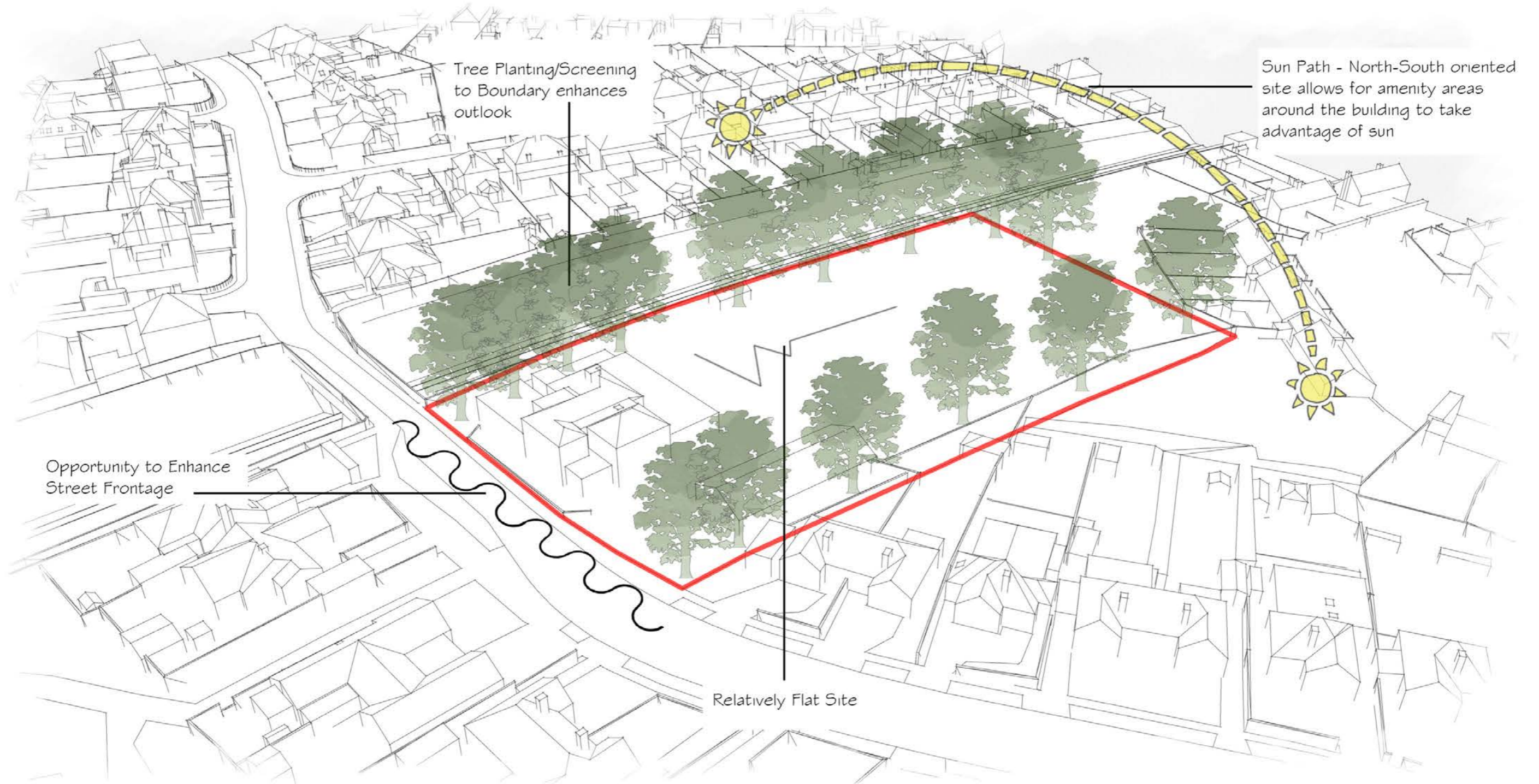


G

CONSTRAINTS



OPPORTUNITIES



DESIGN EVOLUTION

The images below illustrate the methodology of best placement of the footprint of the building, the shape of the building, the disposition of car parking and landscaping, and building articulation.



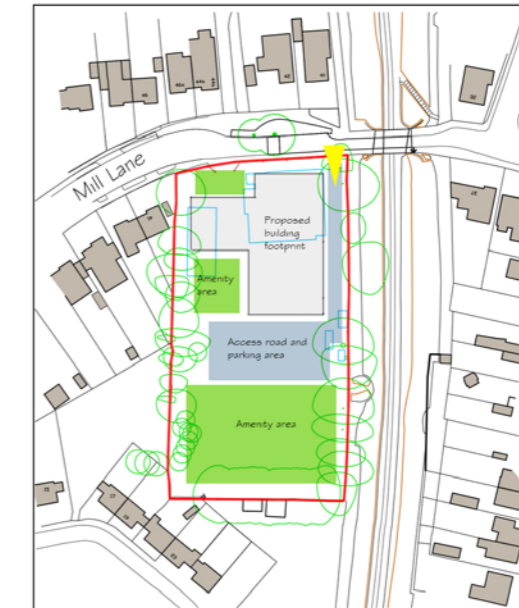
1. Mirrored Stepped 'C' Shaped Footprint

- Utilises the established frontage building line on site
- Use of existing site access location
- Long/continuous narrow site access road to rear parking area
- Close proximity to rail tracks
- Overshadowed amenity area
- Boundary trees adversely affected by access road/building footprint
- Massing may appear over dominant within the streetscape
- Would require 2 building entry locations (front and rear of site) creating issues



2. Stepped 'C' Shaped Footprint

- Utilises the established frontage building line on site
- Use of existing site access location
- Long/continuous western elevation may appear over dominant in relation to western neighbours
- May appear over dominant in relation to southern neighbours
- Lack of adequate amenity provision
- Good offset to eastern rail tracks
- Massing may appear over dominant within the streetscape



3. Stepped 'L' Shaped Footprint

- Utilises the established frontage building line on site
- Use of existing site access location
- Long site access road to parking area
- Access road may affect portions of the eastern boundary trees
- Massing may appear over dominant in relation to the street scene
- Building will require 2 entry locations (front and rear) creating legibility/security issues
- Overly large rear amenity area
- Inefficient use of the site. Does not allow for the full development potential



4. Reverse 'T' Shaped Footprint

- Offset to site frontage reduces massing impact on the street scene
- Welcoming front parking/entrance area close to the street
- One legible entrance location to the development
- Narrowed frontage may result in a lack of street presence
- Widened footprint at the rear may affect boundary trees
- Utilises existing site access location but has highways visibility issues



5. 'H' Shaped Footprint

- Offset to site frontage reduces massing impact on the street scene
- Welcoming front parking/entrance area close to the street
- One legible entrance location to the development
- Good offset position to eastern rail tracks
- North elevation addresses the street appropriately establishing street presence
- Provides for both eastern and western amenity areas
- Massing/scale of south elevation may appear over bearing in relation to southern neighbours and may affect trees in this area.
- New site entrance location improves highways visibility splays



6. 'T' Shaped Footprint

- Offset to site frontage reduces massing on the street scene
- Welcoming front parking/entrance area close to the street
- One legible entrance location to the street
- Good offset position to eastern rail tracks
- North elevation addresses the street appropriately establishing street presence
- Provides for both eastern, western and southern amenity areas
- Rear of building is positioned well away from southern neighbours and avoids overlooking concerns
- Good separation distances to all boundary trees
- New site entrance location improves highways visibility splays

LOCAL MATERIALS / DESIGN REFERENCE



Mill Lane - Image taken at the junction of Mill Lane and Goyfield Ave. It is apparent that there is a variety of different materials employed within the local context. Red and orange facing brick, brown concrete tiles, areas of white render and weather boarding.



Housing along Goyfield Avenue is diverse in style and appearance. Gable roofs feature within two storey bays and are often finished with timber or mock timber detailing.



Goyfield Avenue - A variety of housing styles are apparent however front facing dormered windows within red/brown roofs are apparent. Different render colours can be seen throughout the local context and no single colour palette can be said to be commonly used.












Mill Lane - View taken to the east of the application site looking west. Red brick and white upvc windows are commonly found within the streetscape.

PROPOSED SITE LAYOUT

The image below shows the proposed Site Plan, Ground floor plan, car parking and extent of landscaping.



-  One bed apartment
-  Two bed apartment
-  Owners Lounge
-  Internal circulation
-  Communal lift
-  Internal refuse store
-  Covered buggy store
-  External amenity space
-  Existing trees



CONTEXTUAL ELEVATION TO MILL LANE

Following extensive site analysis and design work, below is the proposed elevation to Mill Lane in context.



EASTERN CONTEXTUAL ELEVATION ROAD

Following extensive site analysis and design work, below is the proposed Eastern elevation in context.



PROPOSED LANDSCAPE STRATEGY

The image below shows the proposed site plan, ground floor plan, car parking and extent of landscaping



LANDSCAPE STRATEGY MASTERPLAN

DESIGN PARAMETERS

The site is to be cleared with existing buildings demolished and existing vegetation on the boundaries retained and protected. The site will be redeveloped into retirement living and open market apartments. The site level follows the surrounding ground level with a raised section in the centre of the site for a level finished floor. Access will be retained off Mill Lane to the north of the development and off street parking for the development provided. The main access road will lead to an off road parking courtyard and the main entrance to the building. Pedestrian access will be shared on the entrance. A proposed landscape ecological corridor of wild fruit, native trees and sub canopy/low tree buffer planting will enhance the nature screening between the proposed and existing developments as well as the railway line to the east. The Owners' lounge and associated patio is on the north western amenity space of the proposed main building. Outdoor seating areas with outdoor garden timber benches will be provided. Constraints including existing service easements and engineering features will need to be considered. Overall, the proposed landscape design is a domestic scale, creating amenity spaces which allow for small social gatherings and quiet contemplative resting places. The inclusion of garden-edge trees will add visual appeal to the garden areas and link the scale from the buildings to the garden shrub planting. Elements of herbaceous planting will be proposed throughout the scheme for seasonal interest. Bat and Bird boxes could be integrated in to the building. Hard landscape treatments will complement the built form with buff paving.

PLANTING PALETTE - PLANTING PHILOSOPHY

On the site boundaries facing the existing development to the north, small compact canopy native trees such as *Carpinus betulus* and *Acer campestre* 'Spectabilis' which are under planted with an evergreen native hedge and semi-evergreen, ornamental and native flowering shrubs. The proposed and existing trees on the boundaries reduce the visual impact of the proposed buildings elevation. The planting style for the amenity spaces will be more formal with seasonal interest and a strong year round evergreen presence. Use of ornamental hedging and topiary specimens will offer instant impact and cohesive structure to the planting beds. Large specimen shrubs chosen for their tone and texture will give an established appearance upon implementation. Flowering shrubs including fragrant partially flowering shrubs, grasses and topiary planting provides a visual aid toward the access and egress points to the building. Proposed planting on the northern elevation of the building will be chosen for their shade tolerance given the height and shadow cast by the building. Geometrical and organic shaped planting beds filled with topiary, semi evergreen and herbaceous plants with seasonal interest to provide an attractive garden experience. Smaller local variety and seasonal urban environment tolerant trees provide focal points at a small domestic scale whilst boundary tree planting provides screening and enclosure for the residents. Bulbs and herbaceous planting will provide seasonal interest to the site including low branching flowering species. Climbers including ivy, climatic and honeysuckle will be proposed on trellis treatments to screen the proposed substation. Native shrubs, sub canopy native planting on the boundaries will provide an ecological corridor and refuge for local fauna. A proposed native hedge on the eastern and southern boundaries of the site further provides connectivity and biodiversity across the site. A diverse selection of proposed plant species will provide an overall enhancement to biodiversity with the site having the potential to attract a greater range of overwinterers and therefore providing foraging/nesting habitat for notable urban species. The plant species chosen for this site will be carefully selected to ensure their tolerance for the local climate and micro-climate. The shrub and tree species tolerance must include the ability to tolerate a shaded environment from the existing trees.



TREE PLANTING STRATEGY

Street Trees are planted in the urban setting of the car park to ensure suitable compact canopy trees are proposed in close proximity of landscaping and car parking.

Ornamental and Gardenesque trees within the amenity areas will add seasonal interest to the several shrub beds throughout the site.

Native trees will provide additional screening mitigation and support local biodiversity.



Mill Lane, Felixstowe

| Rev | Author | Date | Comments |
|-----|--------|----------|-----------------------------------|
| 1 | AMB | 25.11.23 | Final client comments |
| 2 | AMB | 22.11.23 | To add client comments and layout |
| 3 | AMB | 22.11.23 | To add client comments and layout |

JBA 23 - 232 - 5K00 Landscape Strategy

Site: Mill Lane, Felixstowe
 Retirement Living

Drawn by: JBA
 Date: August 2023
 Scale: 1:250 @ A1
 Rev: C

JAMES BLAKE ASSOCIATES LTD.
 LANDSCAPE ARCHITECTS - LANDSCAPE PLANNERS - ARBORICULTURE
 101-102 Riverside, South of Essex, Colchester, Essex, CO1 1JL

KEY

| | | | | |
|---|--|--|--|---|
| Red line boundary | Timber Patio furniture | Proposed Native tree | Ornamental shrub and herbaceous planting | 1.2m proposed ornamental evergreen hedging to frontage |
| HARD LANDSCAPE | Timber Shelter for Mobility Scooters | Proposed streetwise/narrow canopy tree | Low maintenance ground cover planting | Existing Trees to be retained |
| Parking court, Tarmac | Timber lattice trellis with ivy screening the substation | Proposed focal tree | Formal low clipped evergreen hedging - <i>Ilex crenata</i> / <i>Eucynonus</i> 'Jean Hughes' to match topiary | Enhanced native canopy/ sub canopy buffer planting corridor |
| Pedestrian route in car park | | Proposed small ornamental garden tree | Amenity grass areas | Woodland canopy edge wildflower meadow in amenity area |
| Grasscrete turning head | | Specimen shrub | Drift of spring flowering bulbs | Hibernalcolum flag pile |
| Pavos: 450mm x 450mm flag or similar and approved or similar & approved | | | Native shrub buffer planting | |
| | | | Species Rich Native hedge on boundaries | |

INFLUENCES AND PROPOSED MATERIALS

Below are examples of materials and detailing that have been used on surrounding buildings within the local context which have been incorporated into the proposal.



Front facing window dormers



Brown Roof Tiles



Weatherboarding



Orange multi facing brick



Dark red multi facing brick and white upvc windows



Red Roof Tiles



Brick banding

EXISTING & PROPOSED VVM VIEWS TAKEN FROM THE WEST ALONG MILL LANE

EXISTING VIEW



PROPOSED VIEW



EXISTING & PROPOSED VVM VIEWS TAKEN FROM THE EAST ALONG MILL LANE

EXISTING VIEW



PROPOSED VIEW



NEXT STEPS

Thank you for taking the time to review our initial proposal for the redevelopment of 39 Mill Lane, Felixstowe. Your time is appreciated.

We would be most grateful if you could take the time to put any comments or questions you may have into the feedback form on the website.

Feedback received online will be considered by Churchill Retirement Living and where feasible inform further development of, or changes to the design and layout of the proposed development.

Once again, thanks for your time.



Front Elevation