

ISLE OF THANET LOCAL PLAN

**ADOPTED
APRIL 1998**

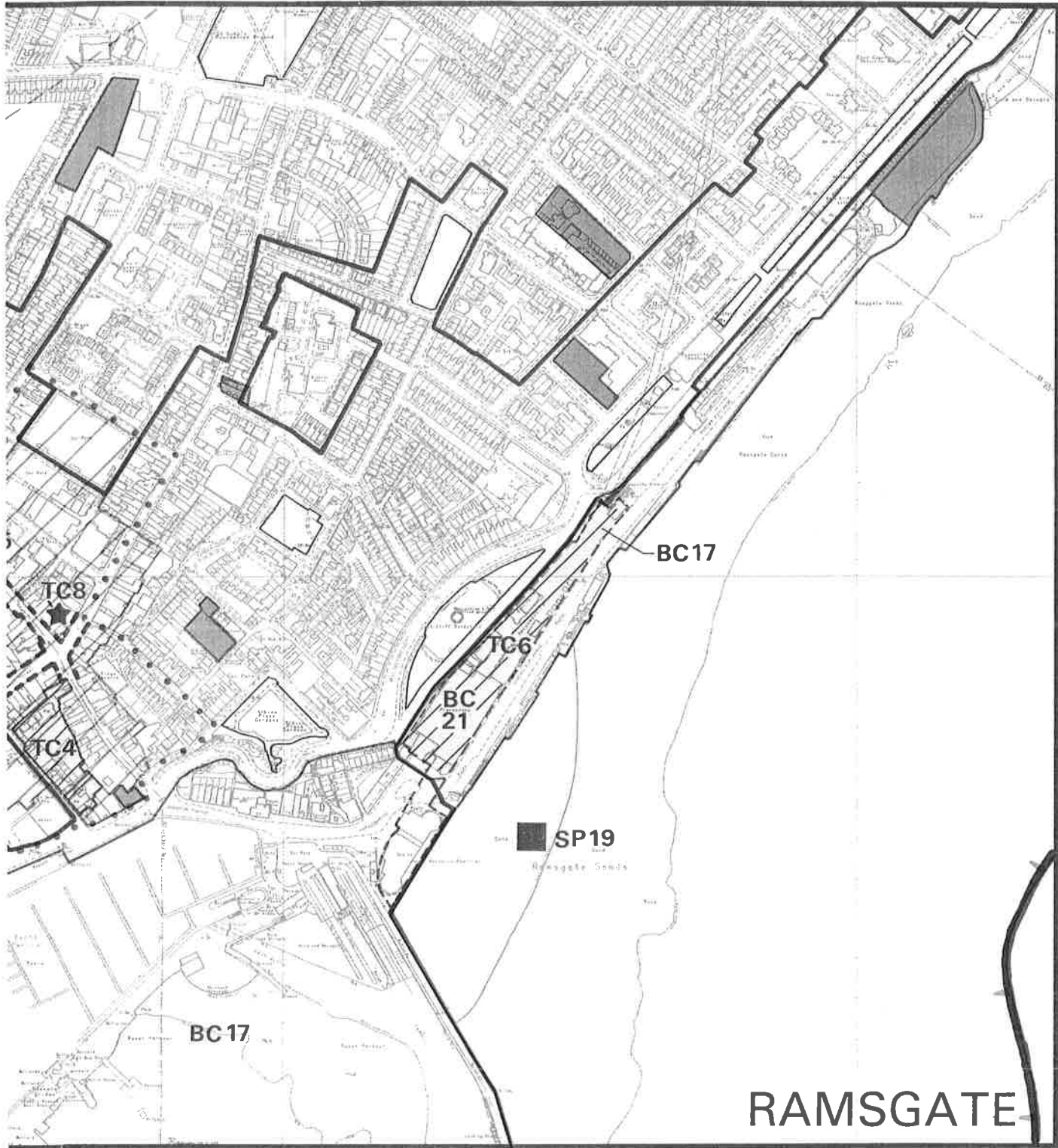
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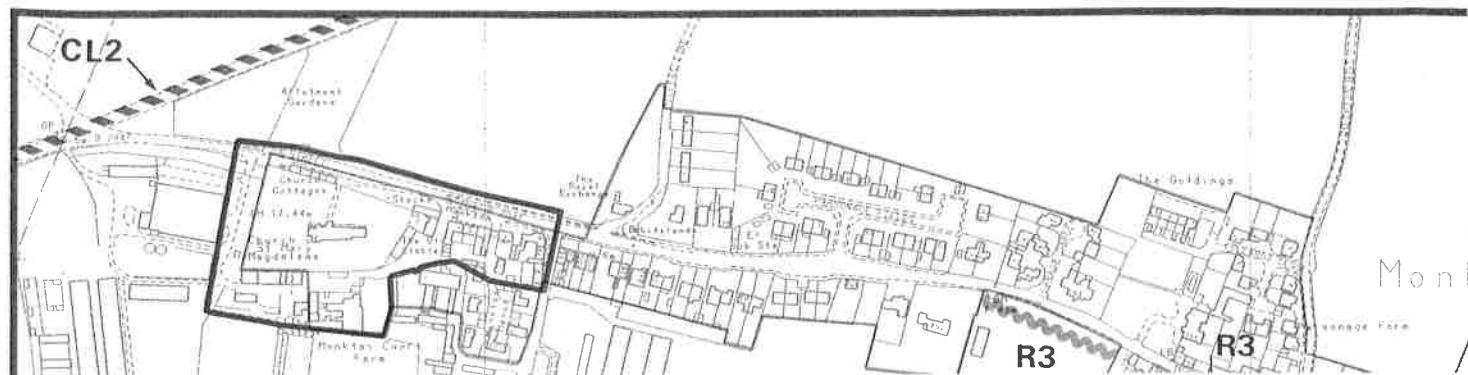
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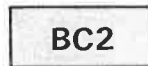
DISTRICT & LOCAL PLAN BOUNDARY

2. BUSINESS AND COMMERCE

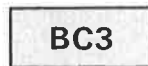
Land for Business uses



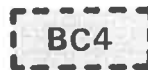
KENT INTERNATIONAL BUSINESS PARK, ROSE FARM,
BAXTERS SARRE, HEDGEND & MANSTON ROAD



FORMER TRANSMITTER SITE



LAND EAST OF KENT INTERNATIONAL AIRPORT



WESTWOOD ROAD/ NORTHWOOD ROAD



PORT RAMSGATE



FORMER HOVERPORT, PEGWELL BAY



STATION GREEN, MARGATE



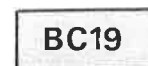
ZION PLACE, MARGATE



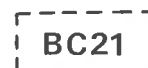
RAMSGATE ROYAL HARBOUR AND SEAFRONT



MARGATE HARBOUR & RENDEZVOUS CAR PARK



THE LIDO, MARGATE



AMUSEMENT USES IN MARGATE & RAMSGATE
TOWN CENTRES

3. HOUSING



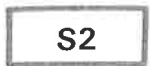
RESIDENTIAL DEVELOPMENT SITES [5 + UNITS]



RESIDENTIAL PARKING IN COMMERCIAL AREAS



TOWN CENTRE CORE AREA



AREA OF SEARCH



ALLOCATED SITE (POLICY S2)



CONTROL OF NON-RETAIL USES IN MAIN SHOPPING AREAS

5. TOWN CENTRES

Development Opportunities



YORK STREET / HARBOUR STREET, RAMSGATE



QUEEN STREET, RAMSGATE



MARINA ESPLANADE, RAMSGATE



FORMER TEXAS DIY SITE, RAMSGATE

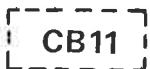


TOWN CENTRE IMPROVEMENTS

6. CONSERVATION AND BUILT ENVIRONMENT



CONSERVATION AREA



AREA OF HIGH TOWNSCAPE VALUE

2.86 A site on the edge of Margate central area and close to the sea front has, for a number of years, been reserved for a hotel. Although a number of proposals have been advanced in recent years none have come to fruition. It is therefore considered that while a hotel remains the preferred use there are other uses which would be appropriate in this location and therefore the site should also be allocated for a leisure/tourism use that would complement and enhance this area. It is unlikely that a hotel or leisure/tourism use would occupy the whole of this site and therefore the southern part, which has a frontage to Northdown Road should be developed for retail purposes. In order to complement the Northdown Road shopping function and Margate town centre the retail use should comprise a single large user.

2.87 Planning permission has now been granted for a retail store and this is reflected in the boundaries for each part of the site on the Proposals Map.

2.88 In the event that the northern part of the site is not developed before or at the same time as the southern part it is expected that the developer of the southern part would, in agreement with the Council as landowner, provide for the setting out and future maintenance of the northern part as a public garden/amenity area until such time as it is developed on a permanent basis. The site adjoins Margate Conservation Area and any development should respect the character of the area and of surrounding land uses.

POLICY BC16

LAND AT ZION PLACE, MARGATE, AS SHOWN ON THE PROPOSALS MAP:-

A) THE NORTHERN PART OF THE SITE SHALL BE RETAINED FOR HOTEL PURPOSES OR DEVELOPED FOR A LEISURE/TOURISM USE COMPLEMENTARY TO THE SEAFRONT AREA.

B) THE SOUTHERN PART OF THE SITE SHALL BE RETAINED FOR RETAIL PURPOSES AND DEVELOPED AS A SINGLE LARGE STORE. SHOULD THIS SITE BE DEVELOPED PRIOR TO DEVELOPMENT OF THE NORTHERN PART THE DEVELOPER WILL BE EXPECTED TO PROVIDE FOR THE SETTING OUT AND MAINTENANCE OF THE NORTHERN PART AS A PUBLIC GARDEN/AMENITY AREA.

2.89 The Royal Harbour is the most important physical asset in Ramsgate and is the dominant feature of the seafront. The Harbour itself is a Grade II Listed Building and is the focus of the Conservation Area. The Harbour currently provides considerable interest for visitors to Ramsgate and provides a unique opportunity to appreciate the seafront architecture whilst enjoying the sights and sounds of an historic harbour and active marina. There is considerable potential for additional tourism to be generated through the provision of further facilities for yachting and these will generally be supported subject to the Policy below.

2.90 The Council considers that the potential for development of the Royal Harbour and Seafront for leisure/tourism facilities provides a major opportunity for the revitalisation of Ramsgate. Any development, however, will be required to take special account of the character of the Harbour and Seafront as both a Listed Building and Conservation Area. All new development will be required to meet the demanding standards of such a location both in terms of design, enhancement and use of materials.

POLICY BC17

RAMSGATE ROYAL HARBOUR AND SEAFRONT AREA, AS DEFINED ON THE PROPOSALS MAP, ARE IDENTIFIED BY THE COUNCIL AS PROVIDING A MAJOR OPPORTUNITY FOR WATER-RELATED LEISURE/TOURISM DEVELOPMENT ASSOCIATED WITH THE HISTORIC CHARACTER OF THE HARBOUR, LISTED BUILDINGS AND CONSERVATION AREA. PLANNING PERMISSION WILL BE GRANTED FOR LEISURE/TOURISM PROPOSALS WITHIN THE HARBOUR AREA AND ON LAND ADJACENT, PROVIDED ALL DEVELOPMENT PROPOSALS TAKE PARTICULAR CARE IN THE DESIGN, LOCATION, USE OF MATERIALS AND RELATIONSHIP OF LAND BASED FACILITIES WITH OPEN WATER, SUCH AS TO PRESERVE OR ENHANCE THE HISTORIC CHARACTER OF THE ROYAL HARBOUR AND SEAFRONT. PROPOSALS MUST ENSURE THAT THE INTEGRITY OF THE NATURE CONSERVATION INTERESTS WITHIN THE ADJACENT SSSI/SPA/RAMSAR SITE ARE MAINTAINED.

IN AN UNACCEPTABLE IMPACT ON THE AMENITIES OF ADJACENT OCCUPIERS OR ON THE CHARACTER OF AN AREA AS A WHOLE THROUGH NOISE OR GENERAL DISTURBANCE;

2) THE USE OF THE PROPERTY AS A LANGUAGE SCHOOL NOT RESULTING IN AN OVER CONCENTRATION OF SUCH USES IN A PARTICULAR LOCALITY TO A LEVEL WHERE THE CHARACTER OF THAT AREA IS MATERIALLY ALTERED.

Environmental Improvement

2.96 It is Council policy to carry out and promote environmental improvements. Town Centre and Seafront regeneration form a major plank in the Council's Strategy for the revitalisation of the tourist and investment image that Thanet wishes to project for the future.

2.97 The Council has been heavily engaged in the revitalisation of Ramsgate through the IMPACT Scheme and the focus of attention of that scheme has now moved to Margate, where a strategy for the future of the heart of Margate has been approved under the former Thanet 2000 programme.

2.98 A large part of that work will involve the Council in an inter-related programme of townscape and seafront improvements, traffic management schemes, town centre management initiatives and promotional activities. Thanet's success in achieving SRB and Objective 2 funding will enable the programme of improvements to continue and grow and other sources of funding are being actively pursued.

2.99 In addition, strategic routes into Thanet can play an influential role in improving the image of the area to tourists and potential investors. Development which is permitted to front onto such main entry routes will be expected to enhance the environmental quality of the site in furtherance of this objective. Policy CL2 (Countryside & Landscape Chapter) refers.

Amusement Uses

2.100 In deciding whether a particular location is suitable for an amusement use, a relevant factor will always be the kind of amusement intended. The term "amusement centre" can cover a wide range of activities. These can include cash bingo (usually played in bingo clubs), prize bingo, amusements with prize machines (fruit machines), amusement

only machines (ranging from traditional pin-tables to video games and "virtual reality"). Other more traditional amusements such as shooting galleries and fairground rides are also found in Thanet in locations very close to the sea.

2.101 The main issues in determining appropriate locations for such uses will be the character of the area, noise and disturbance, the kind of amusements involved, appearance, traffic and road safety. To some extent noise and general disturbance are likely to depend on the kind of amusement intended and the expected clientele.

2.102 An amusement use which is likely to affect visual amenity or the character of a sensitive building or area, may be out of place in Conservation areas or other places or buildings of special architectural or historic character.

2.103 In addition to the general comments relating to amusement uses set out above the particular circumstances of Thanet are of key importance in establishing a policy for such uses. This approach is supported in Central Government guidance [Annexe C to PPG6] which acknowledges that the considerations in resort towns may be different to those in other towns.

2.104 Due to its long history as a major holiday centre Thanet is well served by a great variety of amusement uses. The major centre for amusement uses is Marine Terrace at Margate where numerous individual arcades and associated uses compete for business and where a wide range of choice is given to the customer. In Ramsgate a large amusement centre exists along Marina Esplanade close to the main beach and in Broadstairs a smaller but not insignificant amusement arcade lies between the town centre, the harbour and the beach. In Cliftonville two centres, one in Northdown Road and one in Ethelbert Crescent exist together with the Lido complex which has traditionally incorporated a variety of amusement uses.

2.105 In view of the high level of provision that exists and the ease of access to one or other of the existing centres it is considered appropriate to operate a policy of restraint in respect of the further expansion of these uses. In addition to this general approach the reasons for the application of such a policy are substantiated by the characteristics of the different parts of the District.

[1] Margate

2.106 Previous Policies for the location of amusement uses sought to concentrate them along

Marine Terrace (including Dreamland) from the Clock Tower to, but not including, Arlington Square. Many of the shop uses in the Square are only used seasonally while some are not used at all.

2.107 Consideration has been given to the extension of the area in which amusement uses are acceptable to include all or some of these shop units. However, such an extension would be likely to be detrimental to the residential occupiers of Arlington House and therefore the present western boundary of the amusement area is to remain unchanged.

2.108 Between the defined prime shopping frontages of the town centre and the defined amusements area lies Marine Gardens. This area has a mix of uses, including shops, restaurants, hotel, residential etc. The importance of Marine Gardens lies in its function as a buffer zone between the prime shopping area and the amusements along Marine Terrace.

2.109 The present mixed uses to be found in Marine Gardens serve to distinguish the main shopping area from the nearby seafront enterprises, and it is considered desirable that the character and role of this street is maintained in the interests of the effective implementation of the above Policy. The spread of amusement uses into Marine Gardens will, therefore, be strongly resisted.

[2] Ramsgate

2.110 In Ramsgate an area to the North East of the Royal Harbour along Marine Esplanade contains a large amusement complex and this centre and adjoining land along the seafront is considered appropriate for amusement uses. This area is well located to the main beach but is generally divorced from the Royal Harbour and Harbour Parade which have an entirely different character and where the location of further amusement uses would be detrimental to the maritime character of this part of the town. Given the scale and location of the area allocated it is not considered necessary to make further provision in Ramsgate outside this area.

[3] Broadstairs

2.111 As a resort Broadstairs is complementary to Margate and Ramsgate. It has a particular special character totally different from the brash vitality of Margate or the busy maritime nature of Ramsgate. It has what could be described as a "diminutive" character of old world charm created by its shop-fronts and narrow streets and pavements. The visitors that are attracted to Broadstairs are drawn there by that charm and the quiet "Victorian"

elegance of the town. One amusement arcade exists in a central location and it is considered that this meets the needs of visitors and residents and that there is no need for further expansion of such uses which would be likely to detract from the character of the town.

[4] Cliftonville

2.112 Cliftonville was traditionally the "dormitory" area of Margate with a major concentration of hotels and guest houses. As such it was entirely appropriate that a certain scale of amusement provision was made in the area. However, the long stay holiday market has declined and with it the number of hotels. These have generally been replaced with more permanent residential uses and there is therefore a greater potential for conflict if further amusement centres were to be permitted.

2.113 Two amusement centres exist in addition to the Lido complex and these are all relatively divorced from private residential accommodation. It is therefore considered that adequate provision exists particularly bearing in mind the proximity to Margate. Introducing further centres would detract from the character of the area and result in conflict with other uses.

[5] Other Centres

2.114 Outside the main centres referred to above there are a number of local centres and villages in the District which serve the needs of immediate residents. Given the small scale of these local centres it is considered that the introduction of amusement uses into these areas would be detrimental to the character and residential amenities of these areas and should not therefore be permitted. Access to the main centres is relatively easy and adequate provision is made there.

POLICY BC21

WITHIN THOSE AREAS SHOWN ON THE PROPOSALS MAP FOR AMUSEMENT USES IN RAMSGATE AND MARGATE APPLICATIONS FOR NEW AMUSEMENT USES WILL BE ACCEPTED. PROPOSALS FOR AMUSEMENT USES WILL BE EXPECTED TO RETAIN EXISTING SIGNIFICANT ELEMENTS OF SEA-SIDE ARCHITECTURE. OUTSIDE THE DEFINED AREAS, PROPOSALS FOR NEW AMUSEMENT USES OR THE EXTENSION OF SUCH USES WILL BE REFUSED.

THE DISTRICT COUNCIL WILL USE ITS COMPULSORY PURCHASE ORDER POWERS, IF NECESSARY, TO ASSIST IN THE IMPLEMENTATION OF ANY PLANNING CONSENT.

POLICY TC5

THE MOST APPROPRIATE USE OF THE VACANT LAND FRONTING QUEEN STREET AND OPPOSITE THE WAITROSE SUPERMARKET, AS SHOWN ON THE PROPOSALS MAP, IS RETAILING OR BUSINESS USES WITH RESIDENTIAL USES ABOVE THE GROUND FLOOR LEVEL. ANY BUSINESS USE ELEMENT SHOULD BE CAPABLE OF OPERATION WITHOUT ADVERSE ENVIRONMENTAL IMPACT AND BE OF APPROPRIATE DESIGN.

POLICY TC6

DEVELOPMENT PROPOSALS FOR LAND AT MARINA ESPLANADE, AS DEFINED ON THE PROPOSALS MAP, SHOULD BE FOR A MIXTURE OF LEISURE AND RETAIL USES. THE DEVELOPMENT SHOULD BE NO HIGHER THAN THE TOP OF THE CLIFF WHICH FORMS THE REAR OF THE SITE.

Note: The Council has prepared a specific planning brief for this site.

POLICY TC7

THE FORMER TEXAS SITE AT HIGH STREET-CHATHAM STREET IS IDENTIFIED FOR A MIX OF RETAIL AND BUSINESS USE. A SUBSIDIARY ELEMENT OF RESIDENTIAL DEVELOPMENT MAY ALSO BE ACCEPTABLE. ANY BUSINESS USE ELEMENT SHOULD BE CAPABLE OF OPERATION WITHOUT ADVERSE ENVIRONMENTAL IMPACT AND BE OF APPROPRIATE DESIGN.

Town Centre Enhancement

5.19 A range of town centre management proposals and enhancement schemes for the town centres and environs will be promoted through developing strategies in consultation with the local communities, as part of the Council's regeneration agenda, and drawing on resources from all sectors including external sources of funding.

Margate

5.20 In 1992, Thanet District Council, Kent County Council and the South East England Tourist Board commissioned a report from the consultants, URBED and LDR International, to help focus effort and resources on reversing the decline of Margate, one of England's premier seaside resorts.

5.21 As a result, in January 1993, "Reviving the Heart of Margate - A Strategy for Economic Regeneration" was published. This set out an approach to once again make the seafront and town centre viable and vital places.

5.22 The Report proposed "a strategy with a series of linked projects which, taken together, should not only revive the heart of Margate, and assist the District's economic regeneration, but also serve as a model for other seaside resorts."

5.23 The main areas addressed by the Strategy are the town centre and seafront areas. Proposals include pedestrian priority and traffic management schemes; street enhancement works, and car park improvement schemes. For example, proposals for Cecil Square (the focus of Margate town centre) involve the replacement of the existing car parking areas with a high quality public open space, including landscaping, a central focal feature and activity areas. Consideration is also being given to a town centre management initiative and the creation of activity/performing areas. The Report has been accepted by the District Council as a strategic guide in the preparation of detailed proposals.

5.24 A scheme of environmental and highway safety improvements at The Parade has been completed as the first in a programme to be implemented by the Council's Regeneration Projects Delivery Team, supported by the public, private and voluntary sectors. The Team (originally called "Thanet 2000") began work in June 1993 from its own premises in Cecil Square. Further schemes and works remain to be prepared within the general vision of the Strategy.

Ramsgate

5.25 As part of an economic regeneration strategy for Ramsgate, the District Council has approved, and is coordinating, a programme of strategic initiatives, investments and projects demonstrating commitment and confidence in the town. This Action Plan, known as "Ramsgate Renaissance" will build on existing and new opportunities, and is focused on Ramsgate Harbour, seafront and adjacent