



PROPOSED ETHELBERT ROAD AND ATHELSTAN ROAD CONSERVATION AREA CHARACTER APPRAISAL AND MANAGEMENT PLAN



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EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved seaside resort, and most of the original streets, spaces and buildings remain relatively unaltered. Built to high standards of design and construction from the 1860s onwards, the buildings provide a fine example of historic seaside architecture which is compatible in quality to similarly dated seaside developments elsewhere in England. Against this remarkable survival must be balanced the fact that today, the Margate Central and Cliftonville West wards are amongst the most deprived wards in the south east.

In their report following a visit to Margate, the Urban Panel of the Commission for Architecture and Built Environment (CABE) stated that “Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live”. For the past few years, the District Council and its partners have been taking a strategic approach towards the social and economic regeneration of Margate Central and West Cliftonville, as evidenced by the designation of new conservation areas, the provision of grant aid, and the provision of new planning policies and guidance. A successful future can often be secured by keeping and improving that which is best from the past.

Cliftonville has also been identified as important part of the local heritage by officers of the District Council, by English Heritage (this Appraisal was in the main grant funded by English Heritage), and by the local community, which has been consulted on the draft of this document.



Athelstan Road

Ethelbert Road

Conservation Area designation is not intended to prevent change or adaptation but simply to ensure that any proposals for change are properly considered. Restoration of the historic built environment will not impede its regeneration, and, indeed, designation will enable the District Council as the planning authority to incrementally improve the appearance of the buildings and the spaces between them, providing an impetus for private investment. Further work is being done by the District Council under separate initiatives to encourage larger residential units and the creation of more owner-occupied property.

Designation of a new conservation area should follow an evaluation of the area concerned. This document provides a detailed analysis of the special interest of the proposed Ethelbert Road and Athelstan Road Conservation Area and identifies those features and qualities which make the area worthy of designation. It also provides proposals for enhancements (the ‘Management

Plan'), most of which will be the responsibility of either Thanet District Council or Kent County Council (as Highways Authority). All of the recommendations will, of course, be subject to funding and staff resources being made available.

The production of up-to-date Character Appraisals assists the Council in making decisions on planning applications within or on the edges of the Conservation Area. Character Appraisals also help the local community understand what is 'special' about their area and encourages local involvement in the planning process. Whilst some of the recommendations in the Management Plan will have to remain aspirational for the time being, it is considered good practice to identify where improvements are needed so that actions can be taken promptly if, and when, funding becomes available.

Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010.

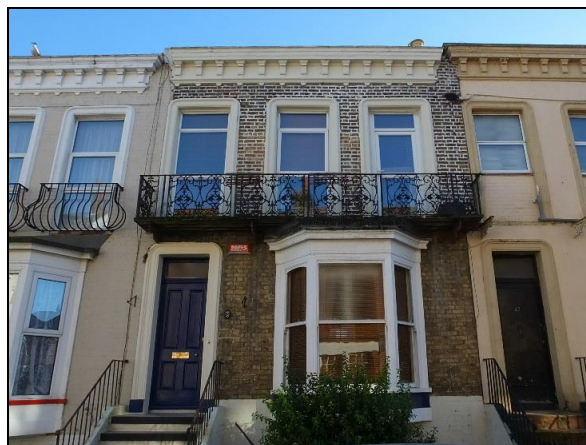
PART 1 – THE PROPOSED ETHELBERT ROAD AND ATHELSTAN ROAD CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the proposed Ethelbert Road and Athelstan Road Conservation Area

These two distinctive roads form part of the larger late Victorian and Edwardian suburb of Cliftonville, located on the eastern edge of the old fishing village of Margate. The two main streets run parallel to each other between Northdown Road in the south and Western Esplanade in the north, from where there are wide views over open land and (hidden) high cliffs to the sea. Another view of special merit is the view down Ethelbert Road towards the sea which focuses on the cream and orange tower of the 1930s Lido. The streets were developed with family houses, small hotels or guest houses at about the same time (1869) that the prestigious Cliftonville Hotel was opened in adjoining Dalby Square.

Most of the properties in the Conservation Area are shown as complete on the 1872 map and provide a variety of architectural styles, although the majority have Italianate details and are two or three storeys high. These buildings sit back from the pavement forming continuous (or almost continuous) terraces, with small front gardens which are frequently bounded by original cast iron railings. Other architectural features such as first floor balconies with decorative iron railings, canted bay windows, decorative stucco details, large sashed windows and some original front doors all add to the special interest of the Conservation Area. Several of the terraced groups sit half a storey above pavement level, providing basement rooms below and sweeping front staircases above. The survival of original cast iron railings in many locations is of special note.



Italianate houses in Athelstan Road

Nos. 2-12 Athelstan Road are tall (four storey) properties with gables facing the street and facades of red and brown brick, which have a more Gothic influence to their style. Brown London stock brick, painted stucco and natural slate roofs are the most common materials, although in Ethelbert Road, Nos. 40 to 62 have a more Edwardian character (they date to the early 1900s) and are built using red brick with small decorative gables at second floor level. Whilst most of the buildings are in residential uses, there are also a few other uses including

one group of commercial uses in the Depository at the southern end of Athelstan Road. This is one of two individual buildings of note in the proposed Conservation Area and is a substantial four storey brick warehouse dating to c1900 with ground floor business premises.



Edwardian houses in Ethelbert Road



Pettman Depository

Issues facing the Conservation Area include the serving of an Article 4 Direction to control front gardens, boundaries and roof details; possible additions to Thanet District Council's 'Local List' of significant buildings; the enhancement of both private and public spaces within the Conservation Area; the control of new development; the use of colour; the poor condition of some of the existing historic buildings; and the protection of important views.

1.2 The control of conservation areas

Conservation areas are designated under the provisions of Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*. A conservation area is defined as “an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

In response to these statutory requirements, this document defines and records the special architectural and historic interest of the proposed Ethelbert Road and Athelstan Road Conservation Area and identifies opportunities for enhancement. It is in conformity with the published English Heritage guidance as set out in *Understanding Place: Conservation Area Designation, Appraisal and Management*. Additional government guidance regarding the management of historic buildings and conservation areas can be found in 'National Planning Policy Framework' (NPPF), published in March 2012.

This document therefore seeks to:

- Define the special interest of the proposed Ethelbert Road and Athelstan Road Conservation Area and identify the issues which threaten its special qualities.
- Provide guidelines to prevent harm and also achieve the enhancement of the Conservation Area (in the form of the 'Management Proposals Plan').

1.3 Community involvement

Informal consultations were carried out with the local community on the proposals for the new Cliftonville conservation area designations in October 2010, after which a Character Appraisal and Management Plan for each of the proposed conservation areas was prepared including this proposed Ethelbert Road and Athelstan Road Character Appraisal and Management Plan. This early engagement highlighted issues and aspirations in Cliftonville, which informed the preparation of the character appraisal.

This Character Appraisal and Management Plan for Ethelbert Road and Athelstan Road Conservation Area was a subject of a six week public consultation between 22nd September 2014 and 30th October 2014 and subsequently amended in light of the feedback received before being put before the Cabinet for final approval. Finally, the Character Appraisal and Management Plan will be approved by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The proposed Ethelbert Road and Athelstan Road Conservation Area is located within the western part of Cliftonville, a 19th century expansion of the medieval port of Margate, which lies immediately to the west. Margate is located on the Isle of Thanet, a coastal district at the eastern extremity of the county of Kent in south east England. Margate, Ramsgate and Broadstairs are the principal settlements in Thanet District, and each is famous for its seaside setting and attractive historic town centres.

Margate is approximately 76 miles south east of London by road and is accessed via the M2 and the A299, the Thanet Way. Railway routes lead to Canterbury, Dover and along the north coast via Herne Bay and Whitstable to London.

The proposed Ethelbert Road and Athelstan Road Conservation Area abuts the Margate Conservation Area to the west, the Dalby Square Conservation Area to the east, and the proposed Northdown Road Conservation Area to the south. To the immediate north, the proposed Esplanade Conservation Area lies along the seafront, separating the proposed Ethelbert Road and Athelstan Road Conservation Area from the promenade and beach.

The Conservation Area lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville is 2.7 hectares and the population (in the 2001 census) was 12,900. Demographically, the population is predominantly white European.



The Conservation Area looks over the sea from its northern boundary

2.2 Landscape setting, topography and geology

Margate is located over solid chalk, with high chalk cliffs rising to either side of the beach and harbour in the centre of the town. The Dane valley rises gently southwards through the town from this beach. Cliftonville lies on roughly level ground on the eastern cliff tops above the town about 20 metres above sea level, although cuts have been made through the cliffs in previous

centuries to allow access to the sandy beaches below. Two of these, Newgate Gap and Hodges Gap, lie within the proposed Cliftonville Cliff Top Conservation Area. A slight north to south incline in ground level reinforces the opportunities for long views over the seascape to the north of these cliffs. To the south of Northdown Road, the land falls steeply – this is most evident in the proposed Grotto Hill Conservation Area.

3 HISTORICAL DEVELOPMENT

3.1 Archaeology

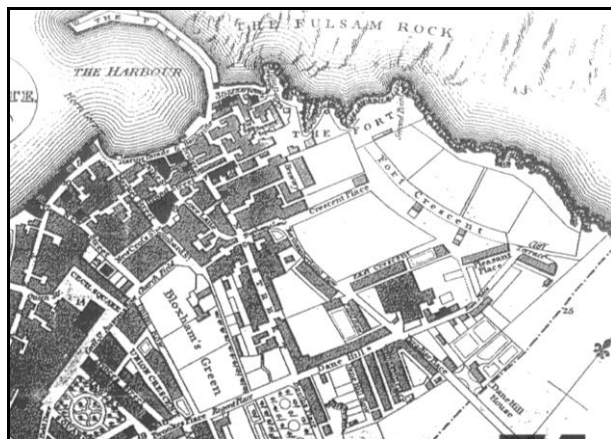
Archaeological remains are frequently found in the Cliftonville and Margate areas. The remains of all periods from the Neolithic to Modern are recorded within the area and consist of both burial and settlement archaeology.

Archaeological remains of Roman date have been recorded within the Dalby Square Conservation Area and there is a high potential for further remains of this and other periods to be present there.

Romano-British activity seems to cluster around both sides of the Dane valley leading to the present harbour with most of the activity concentrated at the seaward end of the valley on both high ground and further down the valley sides. Activity is similarly recorded further inland, also along the valley sides. A Romano-British cremation burial dating to between 75 and 125 AD was found by workmen excavating a trench in Arthur Road, Cliftonville. The pit contained a carinated urn in Upchurch Ware filled with ashes and burnt human bone, and was accompanied by a stamped Samian platter. The burial is recorded by the workmen as having been truncated by former Victorian ground works and sealed by a floor. Other Roman burials are known from the Britannia Public House, Fort Hill site, located to the west of Cliftonville.

3.2 The development of Margate

Margate developed from a minor medieval port to a seaside resort from the mid-18th century onwards. By 1800 the town had assembly rooms, residential squares, bathing establishments, libraries and theatres, all designed to cater to the needs of aristocratic visitors – the only class of society to take ‘holidays’. In 1828 increased numbers resulted in Holy Trinity Church being built on what was then the eastern edge of the town, close to what was to become Ethelbert Road, as a chapel-of-ease to St John’s – it was soon extended to provide 800 rented pews and 1,200 free seats. In 1845 the land which was to later develop as Cliftonville was still fields with a Coastguard Station on the cut through the high cliffs which dropped down to the beach (now Hodges Gap). The arrival of the railway in 1846, and the addition of a further line and station in 1863, changed the type of visitor to the town from a limited number of wealthy long stay guests to a greater number of short stay visitors with less per capita income.



1821 Extract map



1872 Ordnance Survey Map extract

The town's established place in public consciousness was a good foundation for creating a new resort in Cliftonville, a resort that reversed the popular perception that Margate was increasingly becoming an attraction to the pleasure-seeking working classes. Cliftonville's distance from the town centre, and its open cliff-top walks, were promoted as part of its exclusivity – Cliftonville was a place where one stayed to improve one's health and peace of mind, all year around if necessary. In 1824 Clifton Baths were built to provide an opportunity to bath in heated seawater 'for the nobility and gentry', and in 1855 Thomas Pettman leased the cliff-top shoreline from the Marquis of Conyngham so he could access his Bathing Platform down one of the old gaps on the cliff face (Newgate Gap) which had been created by farmers collecting seaweed from the beach. At this time other major land-owners in Cliftonville included the Church Commissioners and charities such as the Bethlehem Hospital and the Ragged School Union.

The exclusivity of Cliftonville was bolstered by the area's relative isolation. Until the building of a tramway in 1901 the only method of transport from Margate's stations was by horse brake. Access was improved in the late 1880s by the building of Marine Drive which completed the seafront thoroughfare from Buenos Ayres to Eastern Esplanade. Between 1880 and 1899 the station of the London, Chatham and Dover Railway Company was known as 'Margate and Cliftonville' (it was later to be known as 'Margate West'). Plans for a branch line from Margate to Cliftonville, with a terminus at the rear of Dalby Square, were first proposed in 1893 but were never implemented.



Athelstan Road 1918



Athelstan Road 1919

The association of the area with a 'better class of person' became the key selling point for the new resort. The entry for Cliftonville in the *Ward Locke Guide* of 1903 stated:

It is the most exclusive and aristocratic part of Margate. It cannot be said too often that there are two Margate's and that Cliftonville has scarcely anything in common with the area frequented by the vulgar tripper. Cliftonville has magnificent hotels with their private orchestras and admirable cuisine catering for all types of continental clientele. It has been often said that on a Sunday morning between Newgate Gapway and Hodges Flagstaff one may see the prettiest and best dressed women in Europe'.

The centrepiece of this 'Margate New Town' was Dalby Square, with a massive terrace of seven houses, Warrior Crescent, on the south side. This space had been laid out by the 1850s, and was originally called Ethelbert Square, the name being changed to Dalby Square in the 1870s after the then mayor (and local builder), Thomas Dalby Reeve, who also owned both the Clifton

Baths and the Hall by the Sea. The Reeve family was one of the early developers of the Cliftonville estate, and Dalby Reeve's son Arthur, after whom Arthur Road is named, married George Sanger's daughter Harriet. George Sanger and his brother John Sanger, who is buried in Margate Cemetery, were circus proprietors who were famous for their equestrian spectacles. They leased the Agricultural Hall at Islington and their show was eventually purchased in 1874 by the American showman P T Barnum.

In 1868 the Cliftonville Hotel, located at the eastern end of Dalby Square, was opened. It is noted that at that time it sat *'on an island site in the middle of corn fields'*. The hotel had 250 bedrooms, a dining room which could hold over 300 people, a ballroom, a palm court and facilities for croquet, tennis and archery amidst formal gardens along the cliff top. In all, the hotel provided the accommodation for about 50% of all hotel guests in Cliftonville, but by 1890 this figure had dropped to around 15% as so many other hotels had been built.

Another important contribution to the locality was provided by the large number of private schools. A resort guide of 1893 described Cliftonville as:

'The end of the town affected by visitors who like a good address, and also by ladies' schools, if one may judge by the endless chain of them travelling churchwards on Sundays.'

Northdown Road was developed from the 1870s onwards– it is shown as nearly completely built-up as far as Harold Road on the 1899 Map, although in 1900 less than 12 shops are recorded. However, by 1912 many of these new houses had been converted into commercial premises, no doubt assisted by the provision of the new tramway from Margate town centre in 1899. St Paul's Church (now St Michael and St Bishoy's Church) and its vicarage were built by 1873 and St Stephen's Wesleyan Church was opened in 1876 – they are all in Northdown Road. St Anne's Roman Catholic Church was built on the Eastern Esplanade in 1926.

In 1900 the Cliftonville Hydro Hotel with 110 bedrooms was opened, later being renamed the Grand Hotel (from 1956 this formed part of Butlins). By 1900 a grid pattern of streets off Northdown Road had also been completed (Edgar, Swayne, Godwin, Harold, Norfolk and Surrey Roads), all with a mixture of houses and guest houses along them. In 1913 'Bobby's' was opened as a department store in Northdown Road, although it closed in 1973.

Along the seafront, the Oval, a former school cricket field, was excavated in 1897 and an amphitheatre created with a new bandstand being added in 1903. This area became the centre of Cliftonville's entertainments for the next 50 years with many concerts and other events taking place. In 1906 mixed sea bathing was finally allowed in Margate, and by 1913 donkey (or 'Jerusalem pony') rides were being provided by local gypsies along the sea shore.

After World War 1 the Borough of Margate was increasingly seeing Cliftonville as the prime attraction of the town and in 1920 the Council acquired the cliff top land from Sacketts Gap to the Borough's eastern boundary – 61 acres in all. This land was used to provide new public walks and pleasure grounds, continuing the 19th century concept of promoting Cliftonville as a health-giving place where the benefits of sea water and sea air were unparalleled.

The Clifton Baths site was acquired by John Henry Iles, the promoter of Dreamland and Ramsgate Dog Track, in the early 1920s, and the buildings were built over and redeveloped by 1926 as the complex which later became known as the Lido. The attractions included a café, cinema, and concert hall as well as an open air seawater bathing pool on foreshore land which

was leased from the Council – this could accommodate up to 1,000 bathers. The growth of Cliftonville during this period between the late 19th and the early part of the 20th century is demonstrated by the number of Cliftonville school children – around 2,000 in 1885 and about 5,000 in 1922.



The Lido in 2011



Some properties in Ethelbert Road appear to be still in use as family homes

Cliftonville continued to thrive until World War 2, and Dalby Square particularly was noted for the prestigious hotels, guest houses and convalescent homes which fronted it. However, the War saw the evacuation of schools to other parts of the country and most never returned. Warrior Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988.

From the 1960s onwards the provision of cheap holidays to Spain and other exotic locations completed a process which had begun some 30 years earlier. Many of the bigger hotels closed or were converted into flats, the demolition of the Cliftonville Hotel in 1961 being particularly disastrous as it was replaced with a poorly designed complex of buildings which are currently used as a café, public house, bowling alley and other leisure-related facilities.

3.3 The development of the proposed Ethelbert Road and Athelstan Road Conservation Area

By 1845 development from Margate town centre had only reached as far as what was to become Ethelbert Road, which today forms the western boundary of Cliftonville. The National Freehold Land Society first leased out plots from Ethelbert Road to Godwin Road, but development was very slow until the 1860s, after which further incremental expansion from the older centre began with the construction of both terraced and detached houses, many of which were built as boarding houses or hotels.

Most of the area appears to have been built between the mid-1860s and the early 1870s. The 1872 map confirms that by this time, part of the west side of Ethelbert Road had been completed, and all of the east side, as well as both sides of Athelstan Road. Ethelbert Crescent, Ethelbert Terrace, and the rather mixed group of houses between Ethelbert Terrace and Cliff Terrace, appear to have been built at the same time, and are also shown on the 1872 map. New gardens had also been laid out along the cliff tops in front of Ethelbert Crescent,

drawing visitors beyond the Clifton Baths at the eastern end of Cliff Terrace. The large Depository, which still provides a focal point today, was an addition of c1900, infilling part of what is shown in 1872 as a large garden between Athelstan Road and Dalby Road. A large gap remained along the west side of Ethelbert Road until the early 20th century, this being filled in the 1900s. In 1914 the Baptist Chapel in Ethelbert Road was built. After World War 2 many of the houses in Ethelbert Road and Athelstan Road were sub-divided into flats, although today a few remain in single family use.



Ethelbert Road



Athelstan Road

3.4 Activities

The Conservation Area is mainly in residential uses, with most of the buildings (but not all) having been divided into flats or houses in multiple occupation (HMO's). Whilst a detailed survey has not been carried out, there may be only a handful of houses still in single family occupation, the most concentrated group possibly being along the east side of Ethelbert Road where the properties are smaller. There is at least one hotel, the Rockery Hotel at No. 27 Ethelbert Road, but two much larger hotels, shown on the modern map at Nos. 16-22 and Nos. 28-32 Athelstan Road, appear to now be in use as Houses in Multiple Occupation's.



The Depository, Athelstan Road



The former Baptist Chapel, Ethelbert Road

The Depository includes some offices and storage facilities, and although auctions are still held on the premises, one section of the three bay frontage facing Athelstan Road is boarded up. Repairs are needed to the whole building, including the signage on the front (*F L Pettman Ltd Depository*). Immediately next door, but lying within the proposed Northdown Road Conservation Area, a modern single storey building which fronts onto the open space facing Northdown Road is used as the Northdown Road Car Wash Centre and as the Autohaus Clutch and Brake Repair Centre. There is further evidence for vacant residential property, the most noticeable being No. 65 Ethelbert Road, which is boarded up.

4 SPATIAL ANALYSIS

4.1 General character and plan form

The proposed Ethelbert Road and Athelstan Road Conservation Area was built as part of the development of Cliftonville in the 1860s and 1870s. Most of the buildings retain a cohesion of building form, materials, details and orientation to the street because they were virtually all built within this short period of time. The Depository of c1900 stand out because it is completely different in terms of both use and appearance. The original two or three storey buildings were built as houses or small hotels and all retain a domestic character, with a common building line and regimented facades. Nearly all of the buildings within the Conservation Area are considered to be of sufficient architectural and historic interest to be considered as of positive contribution to the character and appearance of the area and some may merit local listing. There is only one small pocket of new development, a curved block of flats which is located so discretely behind Nos. 2-20 Ethelbert Road that it is almost invisible from the public view point.

The proposed Conservation Area is mainly made up from two main streets, Ethelbert Road and Athelstan Road, which run parallel to each other between Northdown Road to the south and Ethelbert Terrace/Ethelbert Crescent, in the north and include Ethelbert Gardens . The two streets provide two high quality prestigious terraces which overlook the open space, currently used as a public car park, which is located on the cliff tops overlooking the sea. The Lido complex of buildings lies slightly to the west in the adjoining Margate Conservation Area, the clock tower being a focal point in views down Ethelbert Road. To the east there is an open space formally occupied by the Little Oasis Crazy Golf Course. Narrow garden accesses form part of the original layout and can be seen between Ethelbert Road and Athelstan Road, and along part of the back boundary to properties on the west side of Ethelbert Road.

Two small cul-de-sacs lie on the west side of Ethelbert Road, the first called Ethelbert Gardens and dating to c1910, and the second, an unusual group of four semi-detached cottages called Randolph Square arranged around a small courtyard. These probably date to c1900. It is noticeable that Athelstan Road is much wider than Ethelbert Road, providing the latter street with a more enclosed and domestic character. The line of the principal roads forms part of the grid pattern of streets which is one of the distinctive features of the Cliftonville area. These lie to the north and south of Northdown Road which forms the 'spine' of Cliftonville. Northdown Road bends slightly but most of the roads leading off it are at right angles to it, providing triangular-shaped plots of land, as can be seen in Dalby Square.

There are no public spaces or trees in the Conservation Area although immediately adjacent are the open spaces of the Cliftonville Cliff Top which are used as the Lido, a large public car park, and the former Crazy Golf Course.

4.2 Focal points, focal buildings, views and vistas

Focal points and focal buildings:

The simple grid pattern of streets, and the cohesive development on either side of each road, means that there are no focal points and that no one building stands out apart from the Depository on the east side of Athelstan Road. This is by far the largest building in the Conservation Area and although the side elevation facing Northdown Road is very plain, the front elevation facing Athelstan Road is heavily decorated with terracotta details, cast iron windows, and arcaded brickwork above the arched windows.



The Depository in Athelstan Road is the largest building in the Conservation Area and the Lido provides a focal point

Views and vistas

Views along each of the two main streets are of note, particularly down Ethelbert Road, where they focus on the tower to the Lido. Otherwise the best views are just outside the Conservation Area, from Ethelbert Terrace and Ethelbert Crescent, from where there are long vistas over the sea beyond the promenade, open spaces and cliff tops. The beach below is hidden from these views due to the height of the cliffs. Less appealing views can be seen at the back of the properties, which reveal modern alterations and poorly maintained facades.



The view along Ethelbert Road terminates in the Lido tower and the sea beyond



View along Athelstan Road towards the sea

4.4 Boundary Treatments

The orientation of the buildings to the street, with small front gardens or basement areas, means that front boundaries are extremely important in the Conservation Area although unfortunately they have been neglected, removed or altered in many locations. Where there are basements, the front steps are often particularly important and many are bounded by their original plinth walls with cast iron railings of various designs. Back boundaries facing the back accesses tend to be flint, as can also be seen in Ethelbert Gardens, but in the front, they are mainly brick or

rendered brick with decorative cast iron railings. The preservation and possible restoration of these historic boundaries is an issue which is further considered in the Management Plan.



Varied cast iron railings in Athelstan Road

Typical details include low rendered plinth walls with a variety of cast iron railings, including spear-headed or slightly chunky Gothic, both along the west side of Ethelbert Road. Many of the original railings also remain on the east side of the road as these houses have basements and the railings were not removed during World War 2.



More cast iron railings in Athelstan Road and Ethelbert Road

Typically, the railings to the steps have a narrow flat top and the railings to the basement areas have spear-heads. Athelstan Road also retains some interesting boundary details, including, along the east side, low brick walls with more chunky cast iron railings with flower motifs, which are contained by stucco piers which are topped by ogee-shaped copings. Along the west side, there are several good groups of cast iron railings with spear heads or, facing the pavement, a very low rendered wall and taller highly decorative cast iron railings with inter-twining curved sections of iron topped by spear heads. Along the west side of Athelstan Road, there are some unusual cast iron railings made of circles of cast iron with a three leaf flower motif, topped by matching uprights. Another unusual detail in the same part of the Conservation Area is provided by cast iron railings with circle motifs and more spear heads.

4.5 Public realm

The public realm covers the spaces between the buildings including pavements, roads, street lighting, street furniture, and any other features of local significance. Most of them will be the responsibility of the Highways Department of Kent County Council.

There is little original floorscape in the Conservation Area apart from some setted or stone slabbed gutters and narrow (150 mm) granite kerbing. These can be seen in many locations in the Conservation Area. Decorative cast iron coal holes do remain in the pavements outside the houses in several locations, often set into the original sandstone flag. The remains of early 19th century gas lamps can be seen in front of Pettman's Depository.



A cast iron coal hole cover in Athelstan Road



Granite setts and kerb detail, Ethelbert Road

Otherwise, the features are all modern – steel street lights, modern black and white street name plates (black lettering on white), and tarmacadam (or concrete slab) pavements and carriageway surfaces.

5 THE BUILDINGS OF THE CONSERVATION AREA

5.1 Building types and dates

Nearly all of the buildings in the proposed Conservation Area were built as family houses or as small hotels or guest houses in the late 1860s and early 1870s. The Depository, a large brick building of c1900 is the only other non-residential buildings in the Conservation Area.

5.2 Listed buildings

There are currently no listed buildings in the proposed Conservation Area.

5.3 Locally listed buildings

There are currently no locally listed buildings in the proposed Conservation Area, but the Management Plan includes a recommendation to add the following buildings to the emerging Local List:

- The Depository, Athelstan Road
- Nos. 31 and 35 Ethelbert Road (as good examples of unaltered 'positive' buildings)



The Depository, Athelstan Road

5.4 Positive buildings

Most of the buildings in the proposed Conservation Area are undoubtedly of locally importance and contribute positively in shaping the character of the area. Buildings identified as being of positive contribution to the character will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provides the streetscape with interest and variety. Most importantly, they make a positive contribution to the special interest of the conservation area.

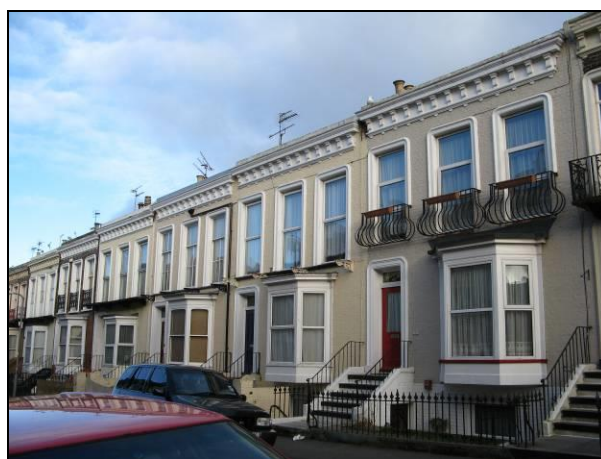
There will be a general presumption in favour of retaining those buildings which make a 'positive' contribution to the character or appearance of a conservation area. Proposals to demolish such buildings will therefore be assessed against the same broad criteria as proposals to demolish listed buildings. This implies therefore that such will be retained in the future unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Most of the buildings in the proposed Conservation Area are typical of the mid-Victorian period and were built following the fashion of the time, which was for classical detailing in the Italianate style. Mainly arranged in terraced form, they are simple, tall buildings, often with the ground floor set at half a storey above street level, allowing for a basement level where cooking and other domestic necessities took place. The majority are only two windows wide and many also have bay windows to add interest and variety to the street scene. The railings which define the front boundaries link to other railings to the front steps and sometimes to first floor balconies. These buildings have moulded parapets, concealing a shallow pitched roof which would have originally been slated. The windows are often defined by hood moulds, supported on scrolled corbels. Front doors, where they remain, tend to be four panelled timber doors, the panels being defined by heavy mouldings. Painted stucco is the most common material, with other elevations of brown London stock brick. Later properties, such as the Edwardian terrace along the west side of Ethelbert Road, are built using red brick.



Red brick houses



Large windows

Along the east side of Ethelbert Road, a long row of houses is notable for its huge first floor windows, including Nos. 31 and 35 Ethelbert Road, which are the best preserved houses in the Conservation Area. They both retain their original sash windows, panelled front doors, and first floor and front boundary railings. The terrace of which these two form a part is also notable for its modillion eaves cornice, canted ground floor and basement windows, and curved window and door architraves. Most of this group appears to have remained as single family units which may explain why they are better preserved. Further north, the buildings are four storeys high, with similar details and one of them (Darren Dean) has a first floor balcony with modern railings but its original iron columns and metal-sheet curved roof.



No. 31 Ethelbert Road

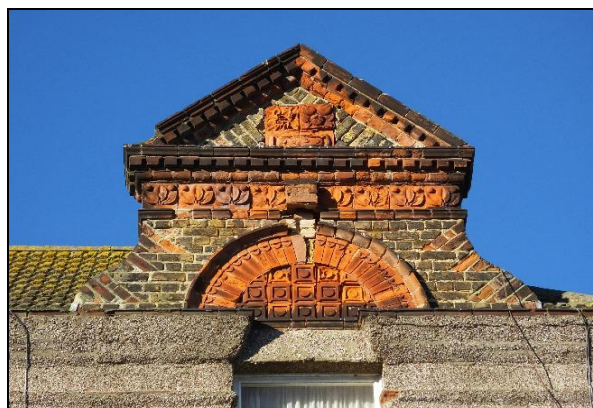


Traditional windows

Athelstan Road contains taller (three or four storeys) buildings, but still arranged in paired or terraced form. Canted bays windows are often defined by channelled stucco, decorative cornice details, and heavy eaves details to the bay window roofs. Cast iron balcony railings and window guards also add prestige. Stucco embellishments include corner quoins and white painted window architraves with curved tops. Many of the slated roofs can be just seen (due to the narrowness of the roads) although some have been replaced in artificial slate or concrete. Whilst nearly all of the windows have been replaced, many of the original front doors remain. Unusually, Nos. 2-12 have gables facing the street with red and brown brick polychrome front elevations, canted bays and round headed windows, all in a Gothic style of the later part of the 19th century.



Nos. 2-12 Athelstan Road



Terracotta sunflower decoration on building

There are two other buildings of merit within the Conservation Area which are not houses including the Depository. The Depository, which dates to c1900, is a five storey block, with a rather bland side elevation facing the open site towards Northdown Road. All of the decoration is on the Athelstan Road side, with curved brickwork over three shopfronts. One of these is completely boarded up and a further one is in urgent need of repair. Above, the elevation is six windows wide, the windows retaining their original cast iron frames. The building is decorated with terracotta panels at ground and second floor level and curved brickwork panels above each window. A historic name sign for 'F L Pettman Ltd Depository' is in need of attention

6 THE EXTENT OF INTRUSION OR DAMAGE

6.1 Key negative features

This Character Appraisal concludes that the most significant *negative* features of the proposed Ethelbert Road and Athelstan Road Conservation Area are (street by street):

Ethelbert Road

Spatial:

- Untidy car parking on both public and private land
- The advertising hoarding on the flank wall of No. 1 Ethelbert Terrace
- Further signage relating to the Lido Stores on the same flank wall
- Flat roofed modern garages facing the street
- Modern steel street lights of little merit
- Views of the backs of some of the adjoining terraces are poor, with glimpses of poor quality extensions and poorly maintained buildings
- Poorly maintained street surfaces and pavements
- Inappropriate and poor quality front boundaries such as concrete blockwork and timber palisade fencing
- The loss of historic front boundary railings, and the poor condition of remaining boundary details
- The few front gardens which remain are largely untended

Buildings:

- Satellite dishes on front elevations facing the street (sometimes more than one per building)
- Upvc windows and modern front doors
- Fake stone cladding on one building
- The use of garish colours for brickwork, stucco details, cast iron details, front boundaries etc
- Much of the original London stock brickwork has been painted
- Poorly maintained buildings with evidence of neglect
- No. 65 Ethelbert Road are both Buildings-at-Risk
- Use of modern roof materials
- Some very poor quality roof extensions
- Visible gas meters on front elevations
- Some of the large first floor windows on the east side of the street have been half blocked to reduce their size

Athelstan Road

Spatial:

- Dominance of parked cars and traffic
- Poor quality pavements often disturbed by statutory undertakers
- Street signage and other signs are of poor quality
- Poor quality views along the back of Ethelbert Crescent

- Informal and untidy off-street car parking in several locations, including in front of the Depository and behind No. 1 Ethelbert Crescent
- The remaining gas lamps in front of the Depository need to be restored
- Modern steel street lights of little merit
- Poorly maintained street surfaces and pavements
- Inappropriate and poor quality front boundaries such as concrete blockwork and metal scaffolding poles
- The loss of historic front boundary railings, and the poor condition of remaining boundary details
- The front areas between the pavement and the houses are largely untended
- Back gardens have sometimes been converted into car parking

Buildings:

- Evidence of poorly maintained buildings, with peeling paint
- Some garish paint colour schemes with no co-ordination of colours along the street
- Many of the slate roofs have been changed to concrete (although they are not easily visible from the street)
- Bay window balconies at first floor have had their original railings removed and one has been replaced with concrete blockwork and scaffolding poles as a railing
- Functional but poorly detailed new access staircases or ramps to front doors
- Neglected front steps and front boundaries, with historic railings in need of repair or replacement
- Two properties have had their original roofs replaced with dominant mansard roofs
- Visible satellite dishes on front elevations (some properties have more than one)
- The Depository is in urgent need of repairs and restoration

Ethelbert Gardens

Spatial:

- Poor quality pavements although some historic street surfaces remain (granite kerbs and setted gutters)
- The flint wall along the north side of the street is in need of repair
- Modern single storey garages face the street
- Some untidy off-street car parking
- Congested car parking

Buildings:

- Poor quality brickwork which has been painted in a variety of colours, sometimes somewhat garish
- Some boarded-up windows
- Upvc windows and front doors
- Many of the houses are in need of basic maintenance including front boundary repairs

6.2 Summary of issues

Taking the ‘negative features’ identified above into account, the following issues are considered to be the most pressing matters which need to be addressed by the Management Plan for the proposed Ethelbert Road and Athelstan Road Conservation Area:

The control of new development

- Ensuring that all new development is of the highest possible standards

The protection of views

- Protecting and enhancing the important views into, out of, and around the Conservation Area

The public realm

- Upgrading the space between the buildings – the pavements, street surfaces, street lighting and signage

The control of car parking and traffic

- Providing guidance to reduce traffic and control car parking

The control of unlisted buildings (Article 4 Directions)

- Preserving and enhancing the existing historic buildings in the Conservation Area, particularly:
 - Front boundaries
 - The creation of car parking areas
 - Roof materials and chimneys
 - Painting of previously unpainted surfaces

Building condition and the role of grant aid

- The need for repairs and restoration works, including the need for grant aid

Advertising and shopfronts

- Improving shopfronts and signage in the proposed Conservation Area

The Local list

- Suggestions for Local Listing

Site specific recommendations

- Buildings at Risk – the Depository, No 65 Ethelbert Road

Education and guidance

- Education and publicity, including encouraging civic pride and a sense of place

Monitoring and enforcement

- Providing a strategy to carry forward the recommendations in the Management Plan
- Continuing to monitor the condition of the proposed Conservation Area, including regular updates of the Management Plan
- Taking record photographs on a four year cycle to assist with monitoring and to use in any future enforcement proceedings

PART 2 THE PROPOSED ETHELBERT ROAD AND ATHELSTAN ROAD CONSERVATION AREA MANAGEMENT PLAN

1 INTRODUCTION

1.1 The purpose of the Management Plan

Part 1 of this document, the *Character Appraisal*, has identified the special positive qualities of the proposed Ethelbert Road and Athelstan Road Conservation Area which make the conservation area unique. Part 2 of this document, the *Management Plan*, builds upon the positive features and addresses the negative features which have been identified to provide a series of recommendations for improvement and change, most of which are the responsibility of Thanet District Council or Kent County Council.

The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. For Ethelbert Road and Athelstan Road, this has been achieved through the current six week public consultation exercise. Any necessary amendments will be made before the final version of the document is completed. The document will be adopted by the Council as a 'material' document for development control purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by English Heritage in *Guidance on the management of conservation areas* (2005). Both the Conservation Area Character Appraisal and the Management Plan should be subject to regular monitoring and reviews, as set out in section 3.

Other relevant documents include:

- The Planning (Listed Buildings and Conservation Areas) Act 1990
 - This Act sets out the legislative background for the control of conservation areas and listed buildings.
- National Planning Policy Framework (NPPF)
 - This provides the government policies which relate to the historic built environment, and is accompanied by detailed guidance on the interpretation of the National Planning Practice Guidance.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.

Documents produced by Thanet District Council:

- The emerging Thanet Local Plan (which will replace the Thanet Local Plan 2006)
- The Margate Renewal Study (undated but post-2006)
 - This document was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West

Wards and make recommendations on future regeneration activity to tackle deprivation.

- Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)
 - This document sets out the Council's approach to the management of the conservation areas within Thanet – it draws on both national and local planning policies

Documents produced by Thanet District Council which relate specifically to Cliftonville:

- West Cliftonville Neighbourhood Renewal Area (2006)
 - This report produced by Thanet District Council and consultants identifies the need to improve the housing stock in four parts of Thanet including Cliftonville West, and provides some policy guidance.
- The Cliftonville DPD (February 2010)
 - This document provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy) to be used to inform development control decisions on the large number of planning applications which are submitted in the area – its main thrust is to enhance the existing building stock in terms of physical condition and use (particularly the reduction in number of poor quality flats and their replacement with family houses), encourage community pride in the area, and support the growth of high quality tourism-related facilities. One of the outcomes of this DPD is the imposition of a surcharge on local landlords which is aimed at encouraging a reduction in the number of small residential units, and an increase in the number of family dwellings within the Cliftonville area.

1.3 The scope of this Management Plan

This Management Plan has been drawn up following detailed survey work of the proposed Ethelbert Road and Athelstan Road Conservation Area. Its recommendations relate specifically to the Conservation Area, and it is not intended to include general advice about the control of conservation areas, which is set out in the Council's document *Conservation Areas in Thanet – Conservation Areas Management Plan* (March 2008 presently under revision). This document also includes advice about the quality of new development which will be needed in all of Thanet's conservation areas, and may be amended and updated in the future once the current work on the new conservation areas in Cliftonville is complete.

2 RECOMMENDED ACTIONS

The following recommendations are based on the key negative features and issues identified as part of the Character Appraisal. Some of them may have to remain aspirational for the time being, but it is considered 'good practice' to identify possible actions which could be implemented in the future if the funding becomes available. Other recommendations rely upon the District Council providing sufficient staff resources to ensure that the proposed actions are carried forward. All of the recommendations particularly rely upon a successful partnership between the District Council and the local community, assisted by Kent County Council as appropriate.

2.1 The control of new development

The closely packed nature of the buildings within the proposed Conservation Area means that there are few, if any, sites where new development might be possible. The only vacant site lies next to the access road on the west of Ethelbert Road. To the north, a similar backland site has recently been developed with a curved block of flats which is virtually invisible from the street. In a number of locations, particularly facing the back access roads, poorly designed single storey garages have been built which make a negative contribution to the character of the area.

The immediate threat from poor quality new development therefore relates principally to alterations to the existing buildings, all of which are considered to be 'positive' and therefore of sufficient architectural and historic interest to merit special treatment. In the past, some of these buildings have suffered from the following:



Examples of poorly designed dormers in the Conservation Area

- Over dominant and poorly detailed roof dormers
- Badly designed extensions
- The loss of architectural details such as cornicing or balconies
- The insertion of modern windows or front doors, usually in uPVC
- The loss or unsympathetic alteration of front boundaries, including new access pathways, staircases and the creation of car parking areas
- The insertion of modern garages

In general, all new development in the proposed Conservation Area must be of the highest possible standard and should adhere to guidance provided within the following documents:

- The Kent Design Guide
- Thanet District Council's Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

All applications will need to include a Design and Access Statement, which should, as a minimum, describe the type of development proposed and how it relates to its immediate context. Detailed drawings showing this relationship to neighbouring buildings may be required and must be accurate. The applicant must set out clearly the types of materials to be used and the detailed design of all elements of the new or extended building. Detailed drawings showing all elevations must be provided, along with large scale drawings showing architectural details. Property owners or their agents are also encouraged to contact the Council's planning department before submitting their application so that informal advice on the acceptability of their proposals can be provided at any early stage.

Recommendation 1:

- *The District Council will seek to ensure that all new development in the proposed Ethelbert Road and Athelstan Road Conservation Area is of the highest possible standard and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework.*
- *The District Council will encourage new development that complements the established urban grain and relate to their context.*

2.2 The protection of views

There are important views along both Ethelbert Road and Athelstan Road, but the most outstanding views can be seen from the northern ends of the roads over the Western Esplanade and the Lido complex to the sea. Some of this open land is also used as a Council car park and the former Crazy Golf Course.

This area lies within the proposed Cliftonville Cliff Top Conservation Area and the open nature of this area should be retained. As opportunities present themselves, the enhancement of this area with more planting and higher quality public open space would be welcomed. No further buildings should be allowed (unless relating to leisure activities and very carefully designed) and modern buildings should be removed if possible.

Recommendation 2:

- *The District Council will seek to ensure that all development respects the setting of the Conservation Area and important views are protected and enhanced particularly over the neighbouring proposed Cliftonville Cliff Top Conservation Area. All proposals must be accompanied by a thorough analysis of the potential impact on views through the area and how key strategic views will be protected.*

2.3 The public realm

The public realm includes all of the space between the buildings in the Conservation Area which is not privately owned, such as the roads, pavements, street lighting, street name plates, and street furniture (litter bins, seats, and other features). It is assumed that the back access roads to the west of Ethelbert Road, and between Ethelbert Road and Athelstan Road, are in (shared) private ownership. There are three main areas of concern where improvements would be welcome:

- Street lighting – this is currently provided by plain steel ‘hockey stick’ standards, of no special interest;
- Street name plates – although some historic street name plates remain elsewhere in Cliftonville, made from enamel, the signage in this Conservation Area is totally modern and consists of metal nameplates, with black letters on a white background, supported on short grey aluminium posts;
- Pavement surfaces – these are mainly tarmacadam, but are edged with probably 19th century granite kerbs as well as being frequently enlivened by a slab of sandstone paving surrounding the original circular decorative cast iron coal hole – many of the pavements have been disfigured with trenching by utility providers;



Improvements are needed to the pavements and street lights in the Conservation Area

Improvements could include:

- Replacing the existing street lights with those more in keeping with the character of the area;
- The use of a common palette of colours for street lights, street nameplates and other street furniture would provide a recognisable ‘branding’ of the area, although this would need to be very carefully controlled in the future with regular maintenance and repainting;
- Copying some of the wall-mounted historic street name plates which can be seen elsewhere in Cliftonville – these are rectangular with recessed corner details and white lettering on black (it might be necessary to adjust the design so the new plates can be positioned on poles rather than fixed to individual buildings, due to problems with their future maintenance);

- The replacement of the tarmacadam pavements with a more sympathetic, linking to the York stone slabs (with their coal holes) and granite kerbs;

Recommendation 3:

- *The Council will seek to procure a co-ordinated approach to public realm works via consultation between all relevant Council Departments/stakeholders etc. including Highways, Planning, Conservation/Regeneration and Utility companies;*
- *The District Council will ensure the retention of any surviving historic streetscape features including existing granite kerbs and cast iron coal holes in any improvement scheme;*
- *The Council will seek to procure funding for the implementation of sympathetic environmental enhancement schemes within the conservation area.*

2.4 The control of car parking and traffic

On-street car parking is a dominant in many locations, particularly in Ethelbert Gardens. Untidy off-street parking has been noted at the north eastern end of Athelstan Road, where a former garden to No. 1 Ethelbert Crescent has been concreted over. It may be possible to reduce the impact of on-street car parking by the creation of carefully designed parking bays, which could incorporate planting and new street trees (which are totally lacking in the area at the moment). However, any such scheme would need to be allied to improvements in Cliftonville in general, including (possibly) the introduction of a Residents' Parking Scheme. Fast moving through traffic might also be reduced by such measures, and a further improvement might be the creation of new one-way systems, which would need to include very carefully detailed traffic calming measures. Over-dominant road markings, barriers, and safety rails must all be avoided as these are alien intrusions in any conservation area.



Car parking in front of the Depository is regrettable

Recommendation 4:

- *As and when funding permits, the District Council and Kent County Council could consider ways of reducing the impact of on-street car parking and traffic;*

- *The District Council will resist the creation of new off-street car parking spaces (see 2.5 The control of unlisted buildings (Article 4 Directions) below;*
- *Traffic signage will be reduced as far as possible and redundant signs removed;*
- *All proposals will have to be undertaken in line with other initiatives in the Cliftonville area as a whole.*

2.5 The control of unlisted buildings (Article 4 Directions)

The District Council is required to both 'preserve and enhance' the character of the Conservation Area, and one increasingly common method of achieving this is to serve an Article 4 Direction. This brings under planning control a number of changes to family dwelling houses which would otherwise be considered 'permitted development'.

The classes of development which can be controlled by an Article 4 Direction include:

- Changing roof materials, installing rooflights, and works to chimneys
- Painting previously unpainted stonework or render
- Installing new windows or doors
- The addition of a porch
- Changes to the front boundary (where they are not already controlled by existing planning constraints)
- The creation of a vehicular hardstanding in the front garden



Protect the boundaries to these historic buildings in Ethelbert Road

Many of the properties in the Conservation Area are not in use as family dwellings (i.e. as a single unit) but have been divided into flats or HMOs. For these buildings, permitted development rights are already much lower, so, for instance, planning permission would normally be needed to insert new plastic windows or to change the roof material. For these buildings, an Article 4 Direction could still be used to control front boundaries, the creation of car parking spaces, and external redecoration.

Recommendation 5:

- *The District Council will consider serving an Article 4 Direction to bring under planning control the items listed above;*
- *The District Council will provide local property owners with written guidance about the Article 4 Direction;*
- *The District Council will consider providing grant aid to property owners to help with the additional costs of traditional materials;*

2.6 Building condition and the role of grant aid

A consistent problem within the proposed Conservation Area is the poor standard of maintenance in many properties. This has resulted in:

- The loss of architectural features such as decorative stucco work, railings, and boundary walls;
- The replacement of original features with inappropriate modern fittings such as front doors, windows, and boundary treatments;
- Inappropriate and unsympathetic additions to existing properties, such as roof dormers and extensions;
- The use of inappropriate modern materials for repairs, such as concrete roof tiles, which can be seen on many of the properties.



These properties in Athelstan Road would benefit from grant aid to restore lost architectural features

The District Council acquired a Heritage Lottery Fund (HLF) grant in December 2012 for funding for a new grant scheme to cover Dalby Square Conservation Area. It is possible that this scheme could be extended, or a new scheme applied for the Ethelbert Road and Athelstan Road Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include English Heritage, Thanet District Council, Kent County Council and the Homes and Communities Agency (HCA).

Recommendation 6:

- *The District Council will consider providing guidance on the use of traditional materials and details, which will be circulated to all property owners in the Conservation Area;*
- *The District Council will consider apply for a grant scheme to assist property owners in the Ethelbert Road and Athelstan Road Conservation Area*

2.7 Advertising and shopfronts

The only shopfront in the Conservation Area is in the Depository in Athelstan Road (see also section 2.10 *Site specific recommendations*), which is a large very prominent building in very poor condition. The whole frontage is in urgent need of improvement, including the shopfront and the lettering. Just outside the Conservation Area boundary, a large advertising hoarding is located on the flank elevation of No. 1 Ethelbert Terrace above two smaller signs advertising local shops. All of these features are negative in their impact.



The frontage to the Depository is in need of restoration

Recommendation 7:

- *The District Council will explore ways of improving the appearance of the Depository*

2.8 The Local list

There is currently no Local List for Cliftonville. With the publication of PPS5 in March 2010, locally listed buildings have become an important 'heritage asset' of particular significance where they also lie within a designated conservation area. The preparation of a Local List for the whole of Cliftonville may therefore be seen as a priority, but meanwhile, this document includes recommendations for new locally listed buildings as follows:

- The Depository, Athelstan Road (the largest building in the Conservation Area of c1900 with a fine façade facing Athelstan Road)

- Nos. 31 and 35 Ethelbert Road (built in the late 1860s and recommended for local listing as good examples of unaltered 'positive' buildings)

Recommendation 8:

- *The District Council will work with the local community to produce a new Local List for Cliftonville.*

2.9 Site specific recommendations

The following sites are noted as being particularly in need of restoration, repair or enhancement:

Building at Risk: The Depository, No 65 Ethelbert Road

This building is apparently in partial use. One of the three shopfronts is completely boarded up and a further one has been heavily altered. The lettering above the shopfront (F L Pettma Ltd Depository) is in urgent need of restoration. Whilst the interior has not been inspected, the poor condition of the front elevation suggests that the building as a whole is not being well maintained. The District Council needs to contact the owners to see if improvements can be carried out.

Building at Risk: No 65 Ethelbert Road

This building is boarded up and neglected.



No. 65 Ethelbert Road

Recommendation 9:

- *The District Council will encourage the improvement and repair of the three sites detailed above.*

2.10 Education and guidance

There is currently little evidence of civic pride in the Cliftonville area as a whole although there are several active residents' groups which each relate particularly to one small area. Some of these have already been involved in the public consultation exercise which was undertaken in October 2010 to gauge public reaction to the designation of conservation areas in Cliftonville. However, there appears to be no such group in the Ethelbert Road and Athelstan Road Conservation Area, but the formation of such a group should be encouraged and nurtured by the District Council.

The possible 'branding' of the area, using new street name plates, new street lighting, new street trees and other enhancements will provide some focus to the local community and give the area a greater 'sense of place'.

Recommendation 10:

- *The District Council, working in partnership with Kent County Council and other stakeholders, will continue to encourage greater civic pride in the Cliftonville area through the use of its statutory powers and possible grant aid;*
- *The production of publicity material about the Conservation Area should be made available via the Council's website.*

2.11 Monitoring and review

Local authorities are required by law to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the past keeping Character Appraisals and Management Plans up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and as a result, a five year review cycle is now considered to be best practice.

Over the next five years the District Council should therefore be expected to regularly review the content of this document, to carefully monitor change within the Ethelbert Road and Athelstan Road Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 11:

The District Council should therefore:

- *Carry out periodic reviews of the effectiveness with which the service addresses pressures for change.*

3 ACTION PLAN

This Action Plan sets out a list of priorities for future actions, most of which will be the responsibility of Thanet District Council or Kent County Council.

Immediate Actions (next six months)

- Designate the Ethelbert Road and Athelstan Road Conservation Area
- Adopt the Ethelbert Road and Athelstan Road Conservation Area Character Appraisal and Management Plan as a material document for development management purposes

Medium term actions (six month to one year)

- Produce a short publicity leaflet about the Character Appraisal and Management Plan via the Council's website
- Take action on the sites requiring action as set out in section 2.9
- Approve additions to the new Local List for Cliftonville

Longer term actions (one to three years)

- Review and update the Ethelbert Road and Athelstan Road Conservation Area Management Plan
- Update the baseline photographic survey of the Ethelbert Road and Athelstan Road Conservation Area
- Consider a grant scheme for the Conservation Area
- Prepare enhancement schemes for the public realm
- Prepare Shopfront Guidance for Cliftonville
- Consider public realm improvements and car parking/traffic management schemes for the Conservation Area (in association with other initiatives in Cliftonville)

Far future actions (three to five years)

- Review the Ethelbert Road and Athelstan Road Conservation Area Character Appraisal
- Continue to protect important views across, into and out of the Conservation Area.

4 CONTACT DETAILS

For all enquiries relating to conservation areas and historic buildings, please contact:

Planning Services
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Kent CT9 1XZ

Tel: 01843 577150

Email: planning.services@thanet.gov.uk

For information about archaeology in Thanet, contact:

The Trust for Thanet Archaeology
The Antoinette Centre
Quex Park
Birchington
Kent CT7 0BH

Tel: 01843 843088

www.thanetarch.co.uk

For information about the history of Thanet, contact:

The Centre for Kentish Studies
County Hall
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Kent ME14 1XX

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