

PROPOSED EDGAR ROAD AND SWEYN ROAD CONSERVATION AREA

CHARACTER APPRAISAL AND MANAGEMENT PLAN

Thanet District Council

PUBLIC CONSULTATION DRAFT



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EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved Victorian 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 (as defined by the Indices of Deprivation October 2015).

In their report following a visit to Margate in 2010, 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 Historic England (this Appraisal was in the main grant funded by Historic England), and by the local community, which has been consulted on initial drafts of this document.

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.

This document provides a detailed analysis of the special interest of the proposed Edgar Road and Sweyn Road Conservation Area and records those features which make the Conservation Area worthy of designation (the 'Character Appraisal'). 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.



Edgar Road

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.

Subject to public consultation, it is anticipated that the proposed Edgar Road and Sweyn Road Conservation Area could be designated by Thanet District Council. Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010. This Character Appraisal and Management Plan will be subject to an eight week public consultation between 11 January 2016 to 7 March 2016 after which any necessary amendments will be made to the document and the accompanying mapping. The final Appraisal and Management Plan will be approved by the Council in due course as a material document for development management purposes.

This Edgar Road and Sweyn Road Conservation Area Character Appraisal with its attendant Management Plan has been produced for the Council by The Conservation Studio and Council officers. The survey work and background research were undertaken between August 2010 and March 2011. The general format of these documents follows guidance produced by Historic England on the effective management of conservation areas.

Conservation Area Designation

Despite what some people think, conservation area designation is not a bureaucratic way of preventing property owners from exercising their rights to alter their buildings as they wish. Conservation areas designation does not preclude development, but seeks to ensure recognition of the area's historical value in planning that development. Conservation area designation is aimed at managing change so that positive qualities of an area are protected and opportunities for improvement identified. Designation of a conservation area therefore, has a number of benefits that a wider community can enjoy including:

- The positive identification of an area is designed to focus attention on its qualities, which may include the historic layout and development of the area, scale and detailing of their individual buildings and spaces between them, construction materials, open spaces and trees, walls etc. The interaction of the buildings and spaces within designated areas create unique environments that contribute irreplaceable components of our local, regional and national heritage.
- Conservation area designation brings the advantage of living, working and socialising in an attractive area with a unique sense of place and where local identity and architectural and historical distinctiveness are fostered and maintained.
- People value conservation areas for their distinctiveness, visual appeal and historic character and research by the London School of Economics and Historic England has found that this value is reflected in the price of properties in conservation areas and overall there is no negative attitude toward planning regulations.
- The planning controls that come with conservation area designation are more limited than many people imagine and are designed to benefit the wider community.
- The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The legislative duty that designation brings provides a framework to achieve higher quality of development and promote more sensitive

improvements in conservation areas.

- Conservation area designation brings the requirement to apply for planning permission to demolish most buildings. Outside a conservation area, planning permission is not required for the demolition of buildings leaving many buildings not protected and vulnerable to removal. Designation provides a framework to protect buildings that make a significant contribution to the character of an area.
- Additional benefits of conservation area designation include the possibility of accessing grant schemes. Where appropriate it may provide the basis for the local planning authority to make bids under the Townscape Heritage Initiative (THI) scheme such as the one which operates within Dalby Square Conservation Area. This scheme provides financial assistance to property owners with works to the fabric of their buildings or to restore derelict properties. THI is a grant programme administered by the Heritage Lottery Fund for the repair and regeneration of historic buildings. Projects are generally led by local partnerships.
- The local authority is under a general duty to take into account the desirability of preserving or enhancing the character of the area when determining planning applications affecting conservation areas.

PART 1

THE PROPOSED EDGAR ROAD AND SWEYN ROAD CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the proposed Edgar Road and Sweyn Road Conservation Area

Along with Gordon Road, Stanley Road and St Paul's Road; Edgar Road and Sweyn Road form part of the distinctive grid pattern of streets which were developed in the late 19th century as part of Cliftonville, a residential suburb located on the eastern edge of the old fishing village of Margate. Between 1880 and 1914 Cliftonville became a very popular and upmarket centre for visitors, who were drawn to its many hotels and guest houses, all located in close proximity to the beach.

This mainly residential proposed Conservation Area lies between the commercial properties in the proposed Northdown Road Conservation Area, and the seaside promenades and open spaces which are part of the proposed Cliftonville Cliff Top Conservation Area. Edgar Road owes much of its grandeur and larger scaled buildings to its close proximity to Dalby Square and at one time the northern end of the road was terminated by the impressive bulk of the Cliftonville Hotel, although this building was been replaced in the 1960s by new buildings of perhaps lesser merit.



Gordon Road



Sweyn Road

Throughout the Conservation Area, long terraces of well-preserved three or four storey terraced properties, most of them built from 1880 onwards, define the overall character of the streetscape. Most of the frontages were complete by 1900 although there were some gaps, particularly along the north-western end of Edgar Road and in St Paul's Road, which have since been in filled by more modern development.

The most impressive houses face Edgar Road and are built using Italianate details with large canted bays to the front and small front gardens fronted by impressive balustraded walls which reflect the detailing of the buildings behind. Most of them are stuccoed and painted white or cream, with the occasional use of a rather garish colour such as bright blue or orange – an issue which is discussed in the Management Plan. Some of the houses have raised ground floors, so there are wide front steps leading up to the entrances, often retaining their original cast iron railings. In the past, these houses have suffered from a general lack of investment, but some have refurbished to a high standard to provide high quality apartments and houses. Further terraced houses can be seen in

Gordon Road and Sweyn Road, though the details are simpler. Whilst most of the larger terraced houses have been converted into flats or HMOs (Houses in Multiple Occupation). There are smaller family houses in St Paul's Road and Stanley Road, where they are largely arranged in pairs. These appear to date to the 1890s.

There are a few non-residential buildings in the proposed Conservation Area. Cliftonville Hall and a former school, now used by a Children's Charity, can be found in St Paul's Road. Both date to the 1890s. A private club is located in Percy Road, and there are two care homes and a hotel (the Glenwood) in Edgar Road.

Issues facing the Conservation Area include the possible serving of an Article 4 Direction to control front gardens, boundaries and roof details; possible additions to Thanet District Council's 'Local List' of important 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 Edgar Road and Sweyn Road Conservation Area and identifies opportunities for enhancement. It is in conformity with recently published Historic England 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 2010.

This document therefore seeks to:

- Define the special interest of the proposed Edgar Road and Sweyn Road Conservation Area and identify the issues which threaten its special qualities (in the form of the 'Character Appraisal');
- 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 new conservation areas was prepared. Following this eight week public consultation on the Council's website between 11 January 2016 to 7 March 2016 amendments to the text and mapping will be made as appropriate. Finally, each Character Appraisal and Management Plan will be adopted by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The proposed Edgar Road and Sweyn 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 Edgar Road and Sweyn Road Conservation Area abuts the already designated Dalby Square Conservation Area to the west, and the proposed Northdown Road Conservation Area to the south. To the immediate north, the proposed Cliftonville Cliff Top Conservation Area lies along the seafront, separating the proposed Edgar Road and Sweyn Road Conservation Area from the promenade and beach.



Properties at the seaward end of Sweyn Road

The Conservation Area lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville is in the region of 120 hectares and the population (at the 2011 census) was 7608. Demographically, the population is predominantly white European.

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 up 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.

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 shoreline from the Marquis of Conyngham and 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.

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 are both 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 eastward 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 was consecrated in 1873 and St Stephen's Wesleyan Methodist Church (now St Michael and St Bishoy's Church) was opened in 1876 – they are both 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, Sweyn, 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, 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 above ground structures were demolished 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.

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. Warrier Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988. Holy Trinity Church in Margate was also bombed in 1943, leaving a tower which has also been demolished – the site is now a car park.

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 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 Edgar Road and Sweyn Road Conservation Area

This Conservation Area was largely developed between the late 1870s and 1900. 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, the first development occurring around Dalby Square, which was laid out by the 1850s. The massive scale of the prestigious houses around Dalby Square was continued into the immediately adjoining Edgar Road, but started much later – the map of 1879 shows both Edgar Road and Sweyn Road laid out but without any buildings apart from Nos. 1-4 Edgar Road, and the Clubhouse in Percy Road, which were both close to the Cliftonville Hotel (now demolished). However, the map of 1899 shows all of the present buildings in the Conservation Area apart from the north side of St Paul's Road, where the houses date to the 1920s or later. Many of the new buildings were built as hotels or guest houses, uses which continued until relatively recently, and, because of this, the buildings in Edgar Road and to a degree, Gordon Road, are on a much larger scale than the smaller properties in Stanley Road or St Paul's Road.



Nos. 1-4 Edgar Road



Glenwood Hotel, Edgar Road

4 SPATIAL ANALYSIS

4.1 General character and plan form

The proposed Edgar Road and Sweyn Road Conservation Area was built on open fields as part of the development of Cliftonville between the 1880s and 1890s, when the streets to either side of Northdown Road were laid out in a grid pattern, those on the north connecting the commercial core of Cliftonville with the seaside activities along the promenades. This provided a perfect location for hotels and guest houses, with the added attraction of the close proximity of the area's principal hotel, the Cliftonville, which was located at the northern end of Edgar Road. As a result, many of the original buildings in the Conservation Area were large, four storey Italianate terraced houses which have since been largely converted into flats. These are concentrated in Edgar Road, with slightly less prestigiously detailed houses (though of a similar size) in Gordon Road. However, the map of 1907 confirms that the north-western end of Edgar Road was only partially developed as some of the back gardens to the houses facing Dalby Square carried through to Edgar Road, and these plots were therefore developed much later – hence the infill buildings in this part of the Conservation Area. More modest two storey houses, arranged in pairs or short terraces, can be seen in St Paul's Road and Stanley Road. All of the houses follow a common building line, and many have small front gardens or front areas with front steps to raised ground floors and basements below. Where there are gardens, the provision of small amounts of planting and a few small trees provide some softening to the views along the streets. Many of these have notable boundary walls, particularly in Edgar Road.



West side of Edgar Road

The plan form of the Conservation Area is simple and was constrained by Dalby Square to the west, Northdown Road to the south, and the seaside promenades and other open spaces to the north. The two main streets, Edgar Road and Sweyn Road, lie at right angles to the sea although this pattern was slightly changed in the centre of the Conservation Area in Gordon Road. Here, the space between the long terraced buildings on either side of the road was widened to create a small raised 'green', which has been landscaped with plants and some trees. A few street trees also remain. Improvements to the 'green' are further discussed in the Management Plan.

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 particularly stands out. The 'green' in Gordon Road provides some open space but its present appearance is poor and it is heavily enclosed by parked cars. St Paul's Church is a focal building along St Paul's Road, but of course it lies within the adjoining proposed Northdown Road Conservation Area. Other, though lesser, focal buildings are:

- Nos. 1-4 Edgar Road
- Cliftonville Hall, St Paul's Road
- Building on the corner of Percy Road and Sweyn Road



View down Gordon Road to Stanley Road



View from seaward end of Sweyn Road

Views and vistas

Views along each of the two main streets are of some note, particularly down Edgar Road, where the views are framed by the very substantial Italianate buildings on either side. However, there are no views out of the Conservation Area apart from glimpses from the northern end of Sweyn Road over modern development towards the cliff-top promenade and The Oval. Stimpson House is a large block of flats which has recently been built on the east side of Sweyn Road (i.e. outside the proposed Conservation Area) which effectively blocks any further views to the north-east, and views from the northern end of Edgar Road are similarly blocked by the 1960s development which replaced the Cliftonville Hotel.

The most important views are marked on the Townscape Appraisal Map but the omission of any particular view does not mean that it is not significant.

4.4 Boundaries

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. Examples can be seen on the south side of St Paul's Road (Nos. 1-17 odd) where the houses have half basements defined by a low brick plinth walls and cast iron railings with very decorative 'flower' panels set into short spiked uprights with spear heads (similar railings can be seen in the Ethelbert Road and Athelstan Road Conservation Area). No. 9 Edgar Road has highly decorative 'Gothic' cast iron railings protecting the basement front area – these are in good condition but painted an unfortunate orange colour. Elsewhere, many of the front boundaries are simply low brick walls (often painted), with moulded stone copings, as can be seen throughout Gordon Road.



Railings in front of No. 9 Edgar Road



Typical wall detail, Edgar Road

The most visually dramatic boundaries in the Conservation Area can be found in Edgar Road where many of the houses retain their original stuccoed balustraded front walls set between simple piers, also stuccoed. These reflect the detailing on the houses next to them. It is imperative that these walls are protected, and where they have been removed they should be restored at the earliest opportunity.

Less attractive are the modern boundaries to properties in St Paul's Road including concrete blocks and timber trelliswork, and further modern boundaries can be seen throughout the Conservation Area, all of which should ultimately be removed and replaced with details which are more in keeping. In Sweyn Road, Nos. 40-46 even has ground floor extensions which have in filled the small front gardens to the great detriment of the streetscape.

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 slab 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. One example on Edgar Road is marked *Stevens Bros Margate and Broadstairs*.



Cast iron coal hole cover in Edgar Road



'Cliftonville' nameplate for St Paul's 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. A few original ‘Cliftonville’ street nameplates remain, such as the one for St Paul’s Road – these are cast iron with decorative mouldings and white lettering on black background. A further blue enamel street nameplate (probably 1930s) also remains above the modern version, all three on the same corner of St Paul’s road and Edgar Road.

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 between the late 1870s and the early 20th century. St Paul's Road contains a group of possibly 1920s houses (Nos. 10-18 even) with 1960s or later infill immediately to the west. There is further modern infill in Edgar Road (Nos. 52-55 consec.) and more recent flat development further north along the street. St Paul's Community Hall and the adjoining former school building probably date to around 1900.

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:

- St Paul's Community Hall, St Paul's Road
- Stay Safe Children's Centre, St Paul's Road



St Paul's Community Hall, St Paul's Road

5.4 Positive buildings

Most of the buildings in the proposed Conservation Area have been identified on the Townscape Appraisal Map as being *positive* buildings of townscape merit. Buildings identified as being *positive* 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. In the proposed Edgar Road and Sweyn Road Conservation Area, most of these buildings date to between the 1870s and the early 20th century, where they form cohesive terraces with well-preserved elevations. Slightly later buildings of slightly lower quality can be found in St Paul's Road, dating to the 1920s or 1930s (Nos. 10-18 even), but is considered that these are also positive

although careful restoration of their front facades would be welcome. Similarly, Sweyn Road contains several groups of rather altered historic buildings where improvements are needed, such as the removal of the ground floor extensions to Nos. 40/42.



Typical 'positive' property in Edgar Road

The identification of these 'positive' buildings follows advice provided within Historic England's *Understanding Place: Conservation Area Designation, Appraisal and Management*, which provides a helpful list of criteria for their selection. The guidance advises that a general presumption exists 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 all buildings marked as 'positive' on the Townscape Appraisal Map will be retained in the future unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Terraced residential property dating to the late 19th century provides the predominant building type in the Conservation Area. None of the properties in the Conservation Area are shown on the map of 1879 apart from Nos. 1-4 Edgar Road and the Clubhouse in Percy Road, and it can therefore be safely assumed that most of the buildings date to between the very late 1870s and 1899, when the map of that date confirms the completion of nearly all of the street frontages. The largest and highest status buildings are to be found in Edgar Road, with slightly smaller terraced houses, with

less decoration, in Gordon Road and parts of Sweyn Road. All of these are largely stuccoed with Italianate details (for the earlier examples) or more Gothic details (for the houses which date from around the 1890s onwards). Stanley Road and St Paul's Road contain mainly paired or terraced brown brick houses, stylistically a little later in date (1890-1900).



Houses in Stanley Road

Nos. 1-4 Edgar Road are the earliest buildings in the Conservation Area and are shown on the 1872 map. They form a tall (four plus half basement) storey terrace built from red and yellow brick with canted bay windows to all but the top floor. Heavily moulded parapets conceal the roofs. Their principal feature is the survival of a first floor continuous balcony with its original cast iron railings which stretches across all four facades, and is topped by a curved canopy which may have once have been covered in lead. All of these properties are in poor condition. Around the corner in Percy Road, the Clubhouse is a three storey symmetrical house with a hipped slate roof, two over two timber sashes, and central front door. These details, and the rusticated quoins to the corners, suggest a date of around 1860-1870.

The remaining terraced houses in Edgar Road are the largest and most impressive in the Conservation Area, being similar in detailing but later in date to the prestigious Italianate houses which face neighbouring Dalby Square. They are three or four storeys high with canted bay windows and slate roofs concealed by parapets. Some of the ground floors are raised with half basements which once provided the kitchens and other service rooms for the family houses which lay above. The stucco and brick elevations are often lined out to replicate stone and there are also stone string courses with decorative corning. Some of the original single paned timber sash windows remain, but largely they have been replaced in uPVC, usually with a fixed lower pane which does not replicate the overall design. The small front gardens are often bounded by balustraded stucco walls which are extremely important in views along the street. No. 41 retains its original decorative tiled entrance path, as well as its cast iron area railings, which can also be found in front of many houses in the road. There has been some infilling on the north-west side of the road, a small terrace (Nos. 52-55 consec.) being particularly unfortunate as it neither replicates the scale or building line of the historic buildings to either side. A larger development towards the northern end of the road is more successful in townscape terms. Whilst most of the properties have been painted cream, a number have been painted with garish colours such as green, orange and blue. It is assumed that these inappropriate colours will not be replicated when the restoration of the houses by Pinnacle is completed. The principal building of the Glenwood Hotel is to be found in No. 19 Edgar Road, but it has expanded into part of the slightly lower terrace on the south side (Nos. 20-25 consec). These six properties, two and a half storeys high, are built from red brick with

ground floor and basement canted bays. The roofs are slated, and stylistically, these houses are more in keeping with the red brick houses in neighbouring Stanley Road.



Gordon Road houses with original windows



Nos. 10-18 St Paul's Road

The terraced houses which face Gordon Road are three storeys high without half basements. They also have canted bay windows but these are only two storeys high, with the sashes separated by brick piers with capitals decorated with leaf mouldings in the Gothic style. On the west side of the road, the eaves retain corbelled brick details with pitched roofs facing the street. These are usually covered in modern tiles but originally would have been slate – a few examples remain. On the east side of the road, the pitched roofs are partially concealed by moulded parapets. Some of the houses have converted their attics, so roof lights or dormers have been added to these front-facing roof slopes. Simple brick chimney stacks, often with ten original clay pots, are a notable feature. A few areas of brown brick can be seen, but mostly the buildings are painted a cream colour which provides a more cohesive streetscape although the occasional house has been painted a less appropriate colour, such as bright blue. Many of the original four panelled timber front doors remain

The houses along Stanley Road, which face down Gordon Road, date to the 1880s or even 1890s and are two storeys high plus a half basement and original attic rooms, lit by a single well detailed dormer. They are built using brown brick, with red brick dressings to the windows and ground floor canted bays. Some of the original slate roofs remain but often these have been replaced in concrete tiles. Key stones over each window are often picked out in white against the red and dark brown background. Most but not all of the original windows and front doors have been replaced in uPVC or similar – No. 2 retains its original four panelled front door with heavy mouldings.

St Paul's Road contains the Community Hall and adjoining former school, which are described in greater detail in the Management Plan. The Hall lies next to a short terrace (Nos. 1-17 odd) of two storey late 19th century houses which are built from brown brick with red brick dressings similar to the properties in Stanley Road, although a few have been painted. Again, many of these have original dormers with carved barge boards, and, below, there are canted bay windows to the half basement and ground floors. Decorative cast iron railings protect the small front areas. Nos.1-4 consec. are similar but smaller, with no basements and more shallow pitched roofs which are partially concealed by brick parapets which are decorated with corbelling.

On the opposite side of the road, Nos. 10-18 even St Paul's Road probably date to the 1920s with gables separating areas of false timbering in the 'Tudorbethan style'. Roof dormers with curved metal covered canopies are an unusual feature and appear to be original. The ground floor bay windows and front doors are protected by a long mono-pitched roof which stretches across all of the facades to create covered porches. Whilst most of the windows have been replaced apart from No.16 (which retains all of its original features), it is considered that this terrace could be upgraded

by the use of a common palette of colours and window details to recreate the cohesiveness of the original design.



Corner building, Sweyn Road

Whilst some of Sweyn Road is shown as developed on the 1879, these buildings on the east side of the road have now been much altered (or demolished) and are not included in the Conservation Area. Most of the buildings on the west side of the road, which are within the Conservation Area, date to the 1880s or 1890s, the later buildings being closer to Northdown Road. The northern end of the road, where it meets Queen's Parade, contains an interesting corner building of c1905 with typically Edwardian details including an ogee roofed corner feature and decorative first floor balconies with original timber railings. A wide gable facing Percy Road is another dominant feature. Next door, a much altered three and a half storey building is notable for its ornate cast iron first floor balcony railings with curved ogee roof above.

The remaining houses in this group as far as the junction with Stanley Road are quite mixed, with an initial group of three and a half storey painted brick houses with full height canted bays and concealed roofs, leading on to a number of yellow brick with red brick dressings properties which presumably are slightly later in date. No 36 retains its original front door with two curved glazed panels over a single heavily moulded panel below. Next door, No. 38 is an unusual building in that it is (just) a free standing double fronted two storey villa, with double height canted bays, Gothic detailing, and a pitched roof facing the street. This property is unusually well preserved with its original sash windows and slate roof covering.

Further along Sweyn Road, the first four properties (which form part of a larger three storey terrace) have been ruined by ground floor extensions and pebble-dashed brickwork which should all be removed so that the facades match the terrace of which they form a part. The restoration of the front gardens would be particularly welcome. This three storey group have two storey canted bays with Gothic foliage details, the detailing continuing into the neighbouring properties which are only two storeys high. All are built from brown brick with mainly concrete tiled roofs facing the street. The final group of properties, between the junction of St Paul's Road and Northdown Road, are also late 19th century and built from brown brick with red brick dressings and canted bay windows – one has been completely rebuilt as a rather poor copy of its neighbours. Original dormers which break through the eaves lines have curved bargeboards which add to the variety of rooflines in views along the road. These properties are very similar to the houses along the south side of Stanley Road, but larger.



No. 38 Sweyn Road

5.6 Activities and Uses

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 few houses still in single family occupation, the most concentrated groups being in Stanley Road, St Paul's Road, and possibly in Sweyn Road, where the buildings are smaller so conversion to flats was more difficult. In the past, many of the larger buildings in Edgar Road were used as hotels, but the only survival of this use appears to be the Glenwood (Nos. 20-23 consec.) in Edgar Road. Further hotels are shown in the same street on quite recent maps but one on the west side of the road is now the Montagu Care Home, and a larger hotel complex further south now forms part of a large site (Nos. 37-51 Edgar Road) which at the time of survey was being converted into flats by a developer called Pinnacle Real Estate Ltd, who are also converting Nos. 26, 27 and 28 Edgar Road on the opposite side of the road. It is not clear what St Augustines on the east side of Edgar Road is used as – the four buildings which together form the unit may be either a hotel or some form of housing – but the buildings are well maintained and the sash windows original. Opposite, No. 64 is the Elizabeth Anne Care Home. The Clubhouse in Percy Road is also in some sort of use as a bar or club and appears to be open to members only.

In St Paul's Road there is a notable late 19th century hall which is owned and managed by the St Paul's Community Trust – Cliftonville Hall is the only community building in Cliftonville West Ward and therefore provides a number of important local services as well as being a focus for community interaction. A former school on the opposite side of the road is now used by the Sure Start Children's Centre.

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 Edgar Road and Sweyn Road Conservation Area are (street by street):

Edgar Road

Spatial:

- The loss of front boundaries, including original railings and balustraded front boundary walls, and the use of modern boundary treatments
- A general lack of any green space or trees
- Poor quality pavements, many of which have been poorly resurfaced after work by the utility companies
- Modern street lighting and overhead cables
- Dominance of parked cars along both sides of the road

Buildings:

- Poor quality ground floor extension to No. 64 (Elizabeth Anne Care Home)
- Modern development (Nos. 52-55 consec.) whose scale and relationship to the street is inappropriate (including the creation of off-street car parking spaces)
- Use of garish colours for external painting of walls and details
- A plethora of satellite dishes on many buildings
- The replacement of original timber sash windows using uPVC with top hung lights (or similar)
- The National Tyre and Autocare Centre at the southern end of Edgar Road, which lies just within the Northdown Conservation Area, with its bright red and yellow façade
- Degraded 1960s development at the north-western end of the road, within the Cliftonville Cliff Top Conservation Area
- The high number of flats and houses in multiple occupation
- Some of the buildings, particularly Nos. 1-4 Edgar Road, are in poor condition
- Exposed flank walls at road junctions

Gordon Road and Stanley Road:

Spatial:

- The 'green' in the middle of the road is in urgent need of better quality planting and maintenance in general
- Indiscriminate car parking
- Poor quality modern street lighting
- Back access alleys are in need of improvements

Buildings:

- Use of concrete tiles for the many of the roofs
- Loss of chimney pots and chimney stacks
- Over-dominant roof dormers and roof lights on front roof slopes
- The high number of flats and houses in multiple occupation (though Stanley Road does have some houses which appear to be in use as family dwellings)
- Poorly maintained buildings, many of them in need of redecoration and repair

- Many of the buildings on the west side of Gordon Road have one or more satellite dishes
- Use of different paint colours for the elevations, which reduces the cohesiveness of the groups
- Changes to windows and front doors, usually in uPVC
- Poorly maintained or missing front boundaries

St Paul's Road:

Spatial:

- The north side of St Paul's Road contains a group of 20th century house of varying ages of no special interest whose contribution to the character and appearance of the Conservation Area is, at best, considered to be 'neutral'
- Pavements covered in poor quality concrete flags or tarmacadam
- Poor quality street lighting
- The impact of the garish colours on the setting of Cliftonville Hall by the adjoining National Tyres and Autocare centre
- Glimpses down poorly maintained back access alleys

Buildings:

- Poor maintained front boundaries, and the use of poor quality modern materials for front boundaries
- Loss of front gardens to car parking
- Some of the buildings are in need of routine maintenance and repairs
- Use of uPVC for windows and front doors

Sweyn Road:

Spatial:

- Dominance of parked cars
- Very little greenery or trees
- Poor quality modern street lighting

Buildings:

- Satellite dishes on many of the buildings
- Use of uPVC for many of the windows
- Buildings have lost original features and window openings have been changed
- Front extensions have been added to several of the houses
- The high number of flats and houses in multiple occupation
- Many of the properties are in urgent need of routine maintenance or more thorough repairs
- Poor quality front boundaries, some of which have been removed or allowed to deteriorate
- Empty and boarded-up properties

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 Edgar Road and Sweyn 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

Building condition and the role of grant aid

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

The Local list

- Suggestions for Local Listing

Site specific recommendations

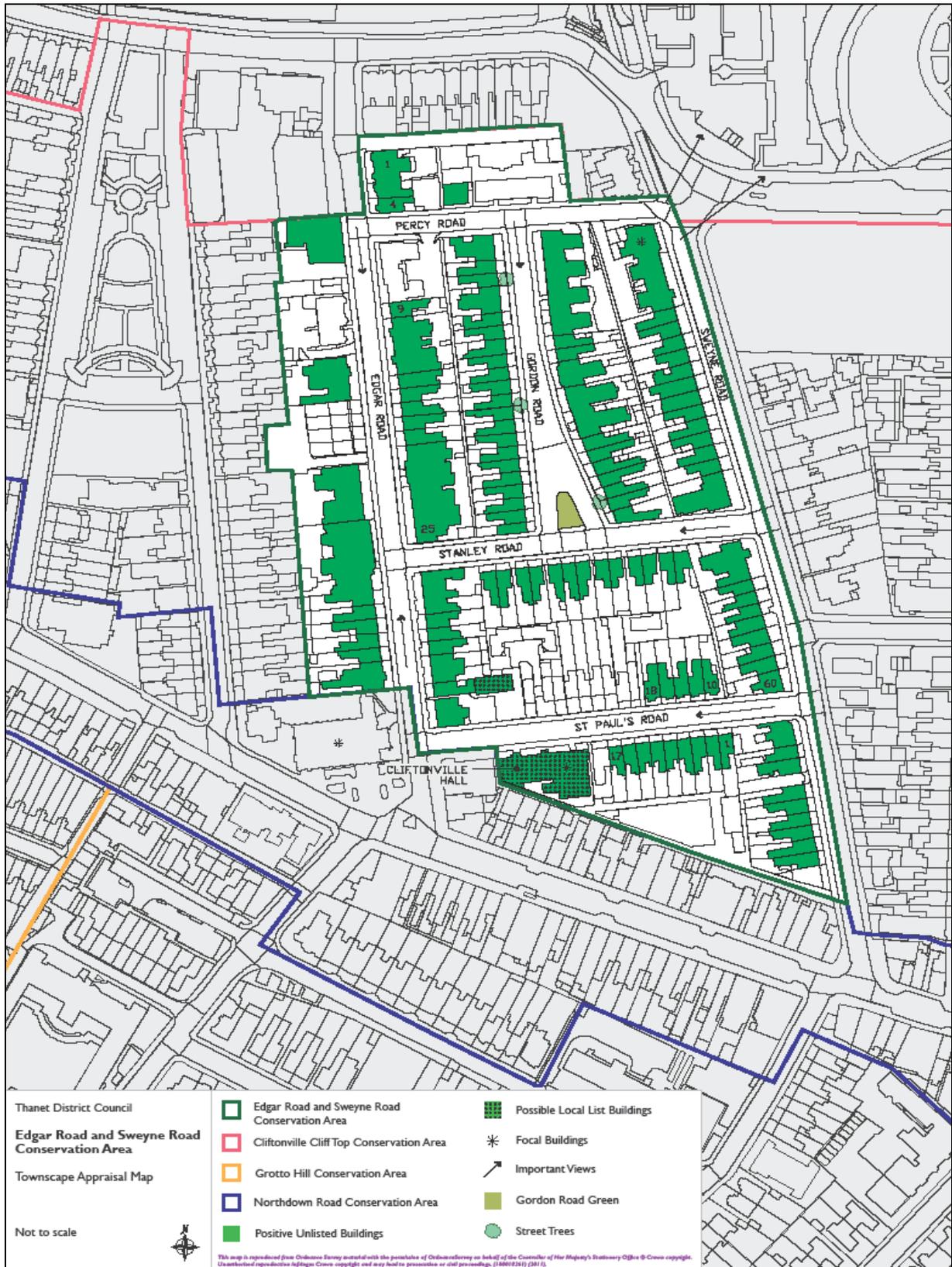
- Gordon Road green

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



Appendix 2: Map 2 Townscape Appraisal Map

PART 2

THE PROPOSED EDGAR ROAD AND SWEYN 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 Edgar Road and Sweyn 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 Edgar Road and Sweyn Road, this will be achieved through the six week public consultation exercise. Any necessary amendments will then 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 management purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by Historic England in *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011). 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 (March 2012)
 - This provides government policy guidance which relate to the historic built environment in particular section 12.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.
- The Thanet District Local Plan (which will be replacing 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 Edgar Road and Sweyn Road Conservation Area by The Conservation Studio in collaboration with Thanet District Council's conservation staff. 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 are dependent on sufficient resources being available to the District Council to bring 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 although the replacement (in time) of some of the 20th century buildings of little merit would be welcome. There are no vacant sites so it is likely that new development will be limited to extensions to existing buildings or the replacement of modern buildings. In a number of locations, flank walls, flat roofed garages, and poorly maintained back access alleys make a particularly negative contribution to the street scene.



Inappropriate 'build-outs' in Sweyn Road

The immediate threat from poor quality new development therefore relates principally to alterations to the existing historic 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:

- 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

It is important that any new development in the conservation area is in keeping with its special character and appearance. New development which pays minimal respect to local building traditions and which detracts from the special character and appearance of the conservation area, results in the loss of the special qualities that the designation is intended to protect. It is therefore critical that

any development which occurs within the conservation area complements the qualities of its context defined within the Conservation Area Character Appraisal.

New development within the conservation area and its setting should aspire to the quality of design and execution related to its context. This neither implies nor precludes working in traditional or new ways, but will involve respecting values established through the assessment of the form and significance of the area. Developers and/or their designers will be required to demonstrate a thorough understanding of the urban context of the area and the way it has evolved.

The main consideration must be on the built and natural environment, key strategic views and approaches, the conservation area and setting of key historic buildings. Development proposals should be accompanied by a comprehensive urban design analysis of surrounding areas that details the positive and negative contributions that the proposed development makes to the visual quality of the area.

The scale, massing, architectural detailing and pattern of development of any new development within the conservation area or affecting the setting of the conservation area will be expected to respect that of the existing built environment of the conservation area.

Appropriate external materials and finishes will be expected on all new development. Traditional materials typical of the conservation area, identified within the appraisal, will be encouraged to complement the local built heritage. Where modern materials are proposed these should be in harmony with traditional materials.

Extensions and alterations to buildings will be expected to follow scale, proportions, features, detailing and materials of existing buildings.

Surviving elements of historic landscape interest, such as historic street patterns, pedestrian routes, plot outlines and the fabric of surviving early boundaries, make an important contribution to historic distinctiveness and so should be retained.

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)

Recommendation 1:

- *The District Council will ensure that all new development in the proposed Edgar Road and Sweyn Road Conservation Area preserves or enhances the special character or appearance of the area and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework, through engagement in pre-application discussions and consideration and determination of planning applications within the area.*

2.2 The protection of views

There are important views along all of the roads in the Conservation Area, but the most outstanding views can be seen from the northern end of Sweyn Road towards the sea, taking in the open land around The Oval. 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 protect and enhance important views within, into and out of the Conservation Area, particularly over the neighbouring proposed Cliftonville Cliff Top Conservation Area, through engagement in pre-application discussions and consideration and determination of planning applications within the area.*

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 alleys between Edgar Road, Gordon Road and Sweyn Road are in private ownership. There appear to be three main areas of concern where improvements would be welcome:

- Street lighting – this is currently provided by plain steel standard light fittings, of no special interest;
- Street name plates – although some historic street name plates remain, made from cast iron or occasionally from enamel, much of 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 concrete slab or tarmacadam, but are edged with probably 19th century granite kerbs as well as being frequently enlivened by a slab of stone paving surrounding the original circular decorative cast iron coal hole – many of the pavements have been disfigured with trenching by utility providers.



Stanley Road

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 throughout Cliftonville – these are rectangular with curved 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 more sympathetic materials linking to the existing York stone slabs (with their coal holes) and granite kerbs.

Recommendation 3:

- *The District Council will seek to ensure the retention of any surviving historic streetscape features. Any highway and landscaping works should bring a positive improvement to the character and appearance of the conservation area in accordance the Historic England Streets for All campaign guidance*
- *The District Council will seek to engage on a co-ordinated approach to public realm works via consultations between all relevant Council Departments/stakeholders etc. including Highways, Cliftonville groups and Utility companies.*

2.4 The control of car parking and traffic

On-street car parking is a dominant in many locations, particularly in Edgar Road and Gordon Road, most notably around the green. 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 almost 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.



Dominant car parking in Gordon Road

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*

- *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. Some inappropriate alterations are visible throughout the conservation area. At the moment, however, the changes that have been made are in fairly localised locations and that on the whole the area has been fairly maintained. Whilst alterations have so far been relatively localised there is also evidence of more and more inappropriate alterations and additions within the area. In order to restrict the rights of landowners from carrying out inappropriate development an Article 4 Direction can be placed on specific buildings or areas. This enables the local planning authority to require permission for what is otherwise allowed without consent. This does not mean that permission would be refused but allows the authority to assess any potential impact to the buildings, the street scene and the conservation area.

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 may still be used to control front boundaries, the creation of car parking spaces, and external redecoration. It can also be used to control colour, so it would be possible to limit external painting to a certain palette of colours, to provide greater cohesiveness to the front elevations – for instance, by insisting upon shades of cream or an off-white colour for stucco and brickwork.



Many of these houses in St Paul's Road retain their original details

Any proposal to consider removal of Permitted Development rights and carry forward a decision to proceed with an Article 4 Direction will result in further public consultation and assessment. The Council may take these forward in due course if a strong justification and public support following further monitoring and recording change of the conservation area show to be necessary.

Recommendation 5:

- *The Council may consider making an Article 4 Direction in due course if a strong justification and public support of erosion of the character of the area show to be necessary*

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.

The District Council has currently has a Heritage Lottery Fund funded Townscape Heritage Initiative within the Dalby Square conservation area. It is possible that this scheme could be extended, or a new scheme applied for the Edgar Road and Sweyn Road Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include Historic England, 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 property owners in the Conservation Area;*
- *The District Council will consider apply for a grant scheme to assist property owners in the Edgar Road and Sweyn Road Conservation Area*

2.7 The Local list

There is currently no Local List for Cliftonville. Following 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:

- Cliftonville Hall, a red brick and brown single storey building with a public hall and other facilities – it appears to date to the 1890s;
- The former school on the opposite side of St Paul's Road, now used by Sure Start Children's Centre – this is two storeys high and built from brown and red brick with curved Dutch gables facing the street – again, it appears to date to the 1890s.

Recommendation 7:

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



The Sure Start Children's Centre, St Paul's Road



The Gordon Road green

2.8 Site specific recommendations

The following site is noted as being particularly in need of restoration, repair or enhancement:

Gordon Road green

The green is surrounded by a low stone wall which encloses a raised area of small trees, shrubs and other planting. At the time of survey (February 2011) it appeared to be neglected and in need of new planting and general improvements.

Recommendation 8:

- *The District Council will encourage the improvement and repair of the green in Gordon Road,.*

2.9 Education and guidance

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.

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 9:

- *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 could be made available via the Council's website.*

2.10 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 subject to resources being available, to carefully monitor change within the Edgar Road and Sweyn Road Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 10:

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, if sufficient resources are available.

Immediate Actions

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

Medium term actions

- Produce a short publicity leaflet about the Character Appraisal and Management Plan and make available via the Council's website
- Consider action on the improvement of the Gordon Road green as set out in section 2.9
- Approve additions to the new Local List for Cliftonville

Longer term actions

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

Far future actions

- Review the Edgar Road and Sweyn 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:

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