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## ARLINGTON PLANNING BRIEF – REPORT ON THE RESULTS OF PUBLIC CONSULTATION

To: **Council 9<sup>th</sup> October 2008**

Main Portfolio Area: **Economic Prosperity**

By: **Head of Development Services**

Classification: **Unrestricted**

Wards **Margate Central**

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**Summary** This report outlines responses received as a result of consultation on a draft Planning Brief for the Arlington site requested by Council in February. Circulated with the agenda is the revised brief, which includes an annex that details the representations received, and responses that have been incorporated in the brief. It is recommended that the brief is adopted for Development Control purposes.

### For Decision

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#### **1.0 Introduction and Background**

1.1 As part of the preparation of a planning brief for the Dreamland site, officers were approached by the owner of the adjacent Arlington site. They were prepared to liaise with the Council in the preparation of a complimentary brief for the Arlington site, to enable a proactive planning framework for the development of both sites to be established that could positively guide development proposals. Council agreed to the preparation of a brief in February and this report outlines the consultation process followed and details responses received.

#### **2.0 The Current Situation**

2.1 The consultation process was launched in a press conference on the 3<sup>rd</sup> June 2008 and announced through press releases in the local papers and is now complete. The formal process has included a presentation and question and answer session with Arlington House residents where approximately 40 residents attended, two 'drop-in' sessions where members of the public have been able to view details of the proposed Brief, discuss their concerns with Council Officers and submit representations by the .

2.2 Discussions were held with representatives of the landowners and the owners of the adjacent Dreamland Site requesting their comments, which have also influenced the development of the brief.

2.3 The public were able to complete a survey, which was available both on line and in hard copy. Residents living in close proximity to the site, including those in Arlington

- House, Marine Terrace and Buenos Ayres, received individual letters containing a summary of the Brief and a copy of the survey form to give them the opportunity to both understand and comment upon the Brief. Information was also put forward on the Council's website. As a result 52 surveys were received. Consultation was also undertaken with expert organizations including Natural England, English Heritage and the Environment Agency to ensure their comments were taken into account.
- 2.4 The headline from the consultation process is that approximately 90% of the public responses were in favour of the brief. There were suggestions for uses on the site which are listed in Appendix A attached to the brief in the summary of consultations.
- 2.5 Landowner representations were received from, consultants on behalf of Freshwater, the present owners of the site and Consultants for the Margate Town Centre Regeneration Company
- 2.6 Following completion of the formal consultation process, the brief was amended and a stakeholder meeting of those people and groups regularly consulted with regard to Margate Renewal was held on 15<sup>th</sup> July 2008. Those present were given the opportunity to comment on the revised brief and suggest additions and alterations. The final amended brief has been circulated to Statutory Consultees and Stakeholders and placed on the website for information. The brief was report to Cabinet on the 18<sup>th</sup> September, where it was resolved to refer the brief to Council.
- 2.7 The representations received, and responses to them, are annexed to the appended revised brief to this report, which it is recommended Council adopt for Development Control purposes.

### **3.0 Options**

- 3.1 Members have the option to resolve to adopt the brief for Development Control purposes.
- 3.2 Alternatively, Members may wish to propose amendments on the basis of their consideration of the responses received.

### **4.0 Corporate Implications**

#### **4.1 Financial**

- 4.1.1 The cost of the final production of the Planning Brief can be met from existing resources.

#### **4.2 Legal**

- 4.2.1 The preparation of this Brief has taken place outside of the statutory consultation process. In order for it to have full weight, it would need to be included within the Local Development Framework process, which is proceeding over the next 18 months.
- 4.2.2 Production of the Brief and consultation upon it, outside of the statutory process, nevertheless carries weight by virtue of consideration given to both public and other stakeholders' views.

### **4.3 Corporate**

- 4.3.1 The Corporate Plan specifically refers to the need to work with the owners of Dreamland and Arlington Square to agree plans for regenerating the site. The adoption of a Planning Brief for Development Control purposes would ensure that this aspiration is addressed in a proactive manner.

### **4.4 Equity and Equalities**

- 4.4.1 This site has the potential to address concerns relating to problems of multiple deprivation and social exclusion prevalent within central Margate. The preparation of a Brief will be able to address these issues, and ensure development proposals have to take into account the need to develop the site in a manner that promotes social inclusion. An Equality Impact Assessment can be made a requirement of a planning application.

### **5.0 Recommendations**

- 5.1 **It is recommended that Council adopt the brief as Supplementary Planning Guidance for Development Control purposes.**

### **6.0 Decision Making Progress**

- 6.1 The proposals set out in the Planning Brief would have a significant impact on Margate, and facilitate delivery of the Corporate Plan.

Contact Officer: Doug Brown, Major Developments Planner, Tel: (01843) 577153

### **Background Papers**

Revised brief including summary of consultation responses (circulated with agenda).