WESTBROOK LOGGIA
THANET DISTRICT COUNCIL

RIBA STAGE 2 REPORT

OCTOBER 2021

PURCELL

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RIBA STAGE 2 REPORT
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SECTION 1.0
INTRODUCTION

This architectural study has been been prepared by Purcell Architecture Ltd in collaboration with and on behalf of our client, Fourth Street, to support the development of an options appraisal. The analysis and consultation that has been undertaken entails investigating different potential uses for Westbrook Loggia, an early 1900s building located within the vicinity of Westbrook Bay, near Margate, owned by Thanet District Council (TDC).

The study has been borne out of the need and desire within TDC to address the issue of the ongoing deterioration of their building. On visiting the Loggia with the client, council and design team in April 2021 , the signs of decay and disrepair were apparent. .

A successful mechanism for preserving such an asset is through the daily use of the building. Despite recent occupation, the Loggia requires a viable, long-term strategy, to be conceived from, and supported by, a sound business case. Fourth Street are one of the leading organisations within the country in developing sustainable solutions. On appointment by TDC to provide such services, through engagement, consultation, market testing and analysis, specific new uses have been proposed for the Loggia as a result of this undertaking. The findings are compiled within Fourth Street's Stage 1 report, which is to be read in conjunction with this Stage 2 report prepared by Purcell.

The following pages contained herein suggest how certain architectural interventions might be introduced, which align with the recommendations proposed by Fourth Street.

Given the size of the Loggia, it is recommended the building lends itself to a variety of activities rather than one sole use. By way of summary, some of the uses that have been considered are as follows:

1. Food and beverage facilities would be a viable primary use and could entail the provision of both a cafe and destination restaurant, to suit the form and orientation of the building.
2. Short-stay accommodation which could be let to tourists and visitors wishing to stay overnight.
3. Small-scale leisure facilities, with provisions for cycle hire and/or water sport activities. Given such provisions are made for these locally, the Loggia would support local functions rather than seek to compete with established traders.
4. Informal, flexible workspace areas, for individual and group activities.
5. Ancillary spaces to support aforementioned uses which might include a launderette, storage, public toilets and office space.

1.1

SECTION 2.0
WESTBROOK LOGGIA

2.1 GENERAL OVERVIEW

A visit to the building was held on 19th April 2021, which presented an opportunity to explore the semi-vacant building, whilst it also served to introduce the design team members to Thanet District Council. As demonstrated by the number of local residents keen to engage with us on the day, the Loggia is a much loved building at the heart of the community, one with which many have a strong affiliation.

The Loggia is situated directly adjoining Westbrook Bay, a family orientated sandy beach, popular with locals and day-trippers keen to escape the busier Margate Sands to the West. With a series of ramped approaches, the Bay is one of the better connected and accessible beaches along this stretch of coastline. This ensures the pedestrian and cycle-friendly promenade running East to West across the lower floor of the Loggia is directly connected to the residential streets at the upper level..

The promenade forms part of the Viking Coastal path, a route popular with ramblers and cyclists which stretches along the coastline in both directions, providing links to neighbouring towns. This is a well-used route all year round, and although not policed, all types of aforementioned users are encourage to respectfully share this route of passage.

Arranged over two principal floors, the Loggia connects with the public traversing along the promenade at its Lower Ground level, with the upper storey somewhat disconnected from the public thoroughfare. This upper level has historically enjoyed greater use with residents and local community groups given this segregated arrangement of spaces.

Built into the cliff, the Loggia has outwards facing views to one side only, looking out over Westbrook Bay. As a North-facing building, the Loggia is not subject to excessive solar heat gain, given the direction of the sun path moves around to the rear. However, this result in a large shadow cast by the building volume onto the promenade, providing means of shade to those using the Bay during the warm summer months of the year.

Owing to its proximity to the sea, there is a risk of flooding however this is mitigated somewhat by the form of the Bay and the Loggia's positioning within it. It is understood there is a 1 in 10 year risk that the beach huts stationed nearby will be washed away by flood waters, with the risk of flooding to the lower floor of the building estimated to occur once every twenty years.

The beach huts are a popular commodity with those stationed along the promenade owned by both the council and private persons. The council beach huts are identifiable by there blue and yellow colours.

2.1

2.2 EXISTING CONDITION

Although not necessarily the main purpose of our site visit, the excursion provided an opportunity to ascertain the general condition of the Loggia. Despite relatively recent occupation of the building, there were apparent signs long-term of decay and deterioration, which correlate with observations made by those carrying out a condition survey of the building previously.

Afforded the opportunity to review the condition survey carried out on the building by Kudos Architectural Design & Surveying in 2014, the following list of deductions were made on the condition of the various building elements.

2.2.1 Roofs

The roofs to the upper storey wings to the building are an area for concern. They are of **mastic asphalt** construction and requiring repair/ replacement. It is possible that the **concrete roof deck is defective** requiring further investigation and possibly concrete repairs.

2.2.2 External Walls

The curtain walling to the first floor areas is in extremely poor condition. Generally the external walls appear to be in unsatisfactory condition as well with some areas of structural repair required.

There are **significant areas of water penetration** to the rear of the building. This is likely due to the **position of the retaining wall** and perhaps **water penetration from the rear of the roof**. The repairs to these areas will need to be addressed in order to maintain the use of these areas.

2.2.3 Windows

The glazing and windows to the first floor are in extremely poor condition and in some cases dangerous. The windows to the are of **traditional timber** construction and are in a repairable condition. Timber defects were noted externally and the lack of decorations has led to advance deterioration. The glazing in some areas was poor and the putty in places required urgent attention. **None of the windows were double glazed** and very few were draught proofed. Many of the sub sills were defective and required repair.

2.2.4 Doors

External doors were in satisfactory condition. However several of the doors had defective thresholds. **None of the doors are DDA compliant**. Generally all other internal doors are operating satisfactory, and in view of their period setting.

2.2.5 Ceilings

The ceilings to the upper floor space are generally satisfactory, however there is **water penetration** to the rear of the building, which will lead to deterioration and collapse of ceilings.

2.2.6 Building Services

The M & E installation appears to be limited and **outdated or even non existent in some areas**. The electrical installation appears to be limited perhaps with some areas requiring upgrade works. Catering equipment is provided on the lower floor of the building, with an assumption that most appliances are electrical, rather than gas fuelled.

2.2.7 Asbestos

There are potentially large areas of **asbestos containing material** located within the building. In most cases these areas are being managed in-situ, although it is anticipated that the repair works will impose upon these materials and therefore it will be necessary to undertake controlled removal of materials.

2.2.8 Accessibility

Under the Equality Act (2010) the building should be accessible to the principal storey. Currently this is not the case, whilst there will always be limitations with the building there are certain aspects of the building that could be improved. The lower floor is generally accessible throughout, with limited instances of level change observed.

2.2.9 Thermal Compliance

The thermal performance of the building is poor and there are areas that could be improved. It is unlikely that the windows could be replaced with double glazed units. however it is possible to improve the performance with sealed **secondary glazed units** and the installation of draft proofing. A number of the traditional windows will perhaps require isolated repairs and upgrading works.

2.2.10 Exterior

The lower floor of the building is a mix of styles and materials, with the pebble dash concrete panels being the more striking feature. In general, there are notable occurrences of failed and blown render and cracking to external walls, suggesting structural issues. It is not known whether such structural issues are live or evidence of historic movement. Rainwater goods, where still present, are typically cast iron and are routed internally and externally, in awkward fashion. It is not known how they are performing.


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Photographs

Fig 2.2 Corroded wrought iron balustrade adorning roof of Loggia.
Fig 2.3 The internal decor is dated with stucco plaster walls.
Fig 2.4 The flat roof asphalt coverings and flashings are deteriorating.
Fig 2.5 The roof construction to the adjoining wings is fragile.
Fig 2.6 Rainwater goods run internally and are awkward to maintain.
Fig 2.7 Missing or removed rainwater goods evident on exterior.
Fig 2.8 Pebble dash concrete panels and failing, cracked render.

SECTION 3.0
HISTORICAL DEVELOPMENT

3.1 WESTONVILLE BATHING PAVILION

Westbrook Loggia, as it is known today, was more commonly referred to as Westonville Bathing Pavilion when constructed around 1910. It was once an imposing building with attractive architectural features and offered changing facilities for bathers visiting Westbrook Bay. Its location immediately adjacent to the bay afforded direct access from the sands to the changing-rooms.

The building's two towers are a prominent feature of the original design and served to define the segregated changing facilities; the Gentleman's entrance situated on the lower floor of the West tower, the Ladies to the East. Whilst the general form of the towers are still evident today, it is believed the roof turrets adorning the uppermost level of the towers were removed during the 1930s.

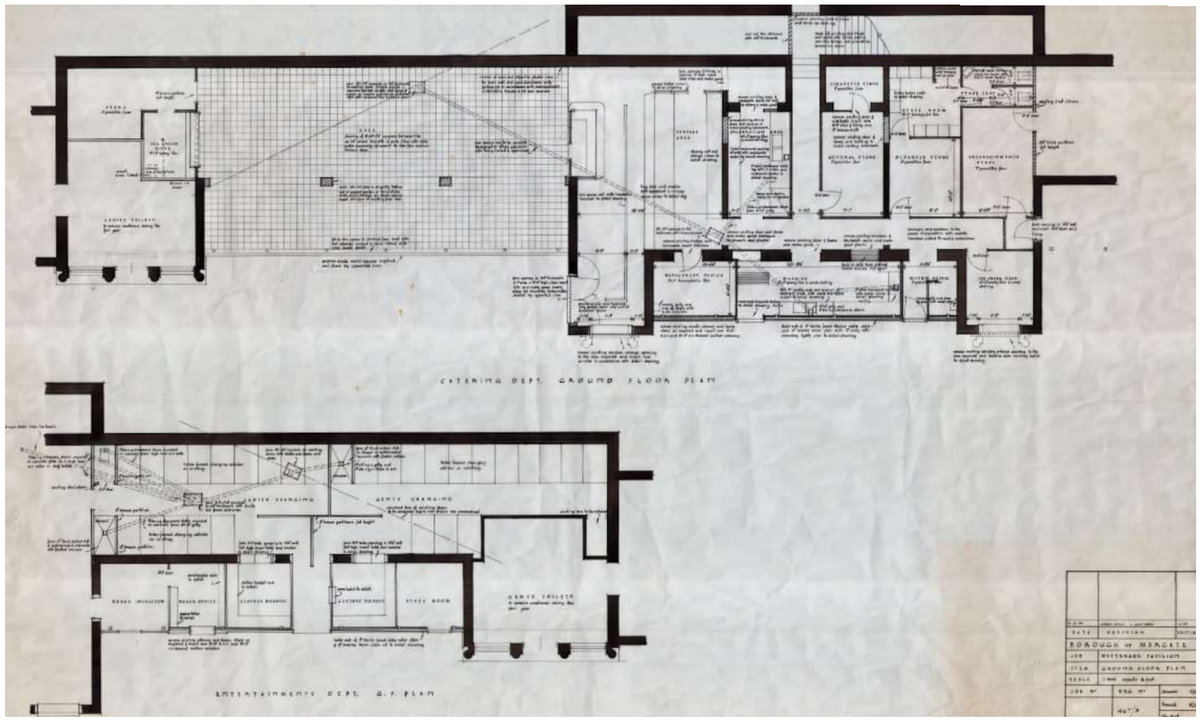
The building has served different purposes in the years since its primary use as a Bathing Pavilion. During the First World War, the Bathing Pavilion was used as a canteen to serve meals to 150 soldiers at any one time. The baths contained within the Pavilion were also used by the soldiers, believed to be from the 36th Battalion Northumberland Fusiliers, who were stationed in Margate in 1918. It was also during this period that sections of anti-invasion, barbed-wire defence barriers were erected along the length of the promenade, obscuring both views and access from the Bay.

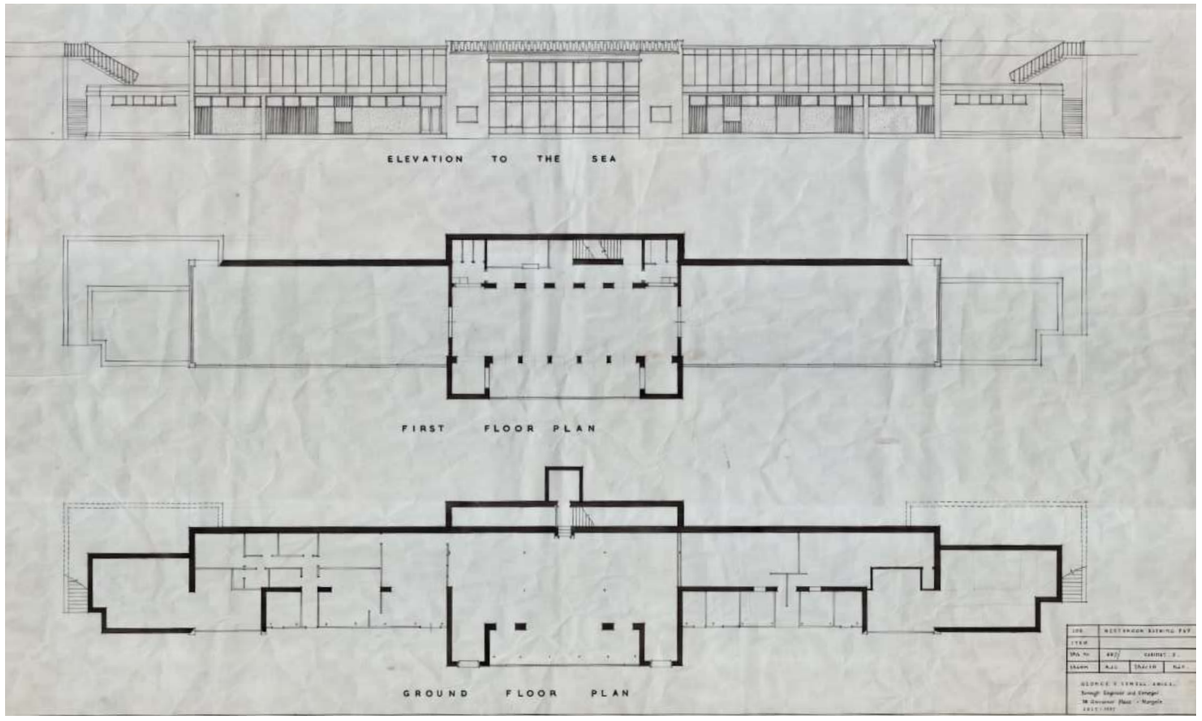
Whilst earlier floor plans showing the original layout have been difficult to acquire, suggesting a lack of record drawings that can be attributed to a pre-World War I building, research has revealed the building has undergone adaption. Typically, much of this was carried out in the late 1950's, when works internally and externally were carried out to amend the layout and therefore likely the intended use.

The record drawings noted on this page were prepared and produced by a council-employed engineer, George E. Sewell, and they show adaptions to both floors of the Westbrook Bathing Pavilion, as it was still currently referred. Whilst comparisons with the original layout cannot be drawn, in the absence of earlier layouts, the 1950s drawings demonstrate how the building was sub-divided on the lower floor.

On visiting the building today, the internal layout remains heavily sub-divided with many of the rooms and spaces created as part of the 1950s works still legible. The rabbit-warren feel of the current layout is evident in the plans of 1950s, suggesting that the building has remained relatively untouched from this period of adaption.

Furthermore, the external treatment of the proposed Elevation to the Sea denoted on the 1950s drawings bears remarkable resemblance to today's appearance.





Potentially a key factor in the heavy adaptions carried out to the Loggia in the late 1950s could be attributed to an event which occurred in 1953. Despite surviving the Second World War relatively unscathed, the storm surge which occurred from the 31st January to 1st February is considered to be the worst peacetime disaster ever suffered in Britain.

Occurring naturally as a result of a severe European windstorm over the North Sea, combined with a high spring tide, Margate's resort infrastructure including the Westbrook Pavilion, Marine Terrace Bathing Pavilion, the Lido and the Jetty was severely afflicted by the storm tide created as a result of these conditions. Many of the bathing pavilions and cafes situated in the bays of Cliftonville were completely destroyed. It is likely the Westbrook Bathing Pavilion also suffered considerable damage given its location and proximity to the worst afflicted areas.

3.2 WESTONVILLE SANDS

The land at Westbrook was largely agricultural. It was originally part of the estate of James Taddy (1710-1764), a yeoman farmer based at Street Court, Westgate. On James Taddys' death his land passed to his eldest son Edward and, with no children, Edward's will specified that his land and properties should be sold and the money distributed between his nephews and nieces and their children. After a disagreement between the trustees of the will had been finally settled, Taddy's wishes were followed and, in 1839, his land was advertised for sale. It was acquired by Mr Charles Taddy Hatfield.

As the owner of so much land in and around Margate, Hatfield had a particular interest in how the town's boundaries were defined in the Provisional Order for Margate, as this would determine on how much of his land he would have to pay Margate town rates. The new boundary for the town is shown by the green outline on the corresponding map. The gradual expansion of Margate along the Marine Terrace had made land at the west end of Margate attractive for building. In 1846 the South Eastern Railway decided to build its Margate station on Marine Terrace with further development ensuing with the erection of the Royal Crescent and sea wall in 1856. It was also during this time a push for constructing new houses was undertaken. The depiction below shows the extensive building work being undertaken within the vicinity to the beach at Westbrook.

As the Westbrook community developed and expanded, use of the Westonville Sands became more extensive, becoming a familiar jaunt for locals. As use of the sands increased, so too did the demand for adequate facilities to be provided for sea bathers, leading to the conception of Westonville Bathing Pavilion in 1910. Throughout the years of the First World War, the bay remained a popular destination, as seen in the corresponding photographs included on this page, providing those visiting with a much needed distraction from world events.

Subsequently, entertainment venues including Victorian bandstands were erected along the promenade at Westbrook, to be later replaced by the Edwardian Westbrook Pavilion. The Pavilion served as a venue for music concerts, attracting performances from many famous names of the day. As aforementioned, the Pavilion was destroyed by the storms of 1953, the land on which it once stood now the being the site of Strokes Adventure Golf. The bay however remains a popular destination beach, primarily for families and locals but also draws tourists and day-trippers.

SECTION 4.0
POLICY CONTEXT

4.1 LISTED BUILDINGS AND CONSERVATION AREAS

Westbrook Loggia is not statutorily listed, nor is it within the setting of any listed buildings. The building is not located within a conservation area, the nearest one being the Margate Conservation Area, which encompasses the town to the East of the Loggia.

4.2 NON-DESIGNATED HERITAGE ASSETS (NDHA)

Paragraph 185 of the National Planning Policy Framework (NPPF) requires local planning authorities to 'set out a positive strategy for the conservation and enjoyment of the historic environment' in their Local Plan. The strategy should take into account the desirability of sustaining and enhancing the significance of heritage assets. The NPPF Glossary defines a heritage asset as 'a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing)'.

Paragraph 197 requires that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining an application. Whilst NDHAs are not afforded the same level of protection as statutorily designated assets, their conservation as identified heritage assets is an objective of the NPPF and therefore a material consideration in the determination of development proposals.

4.3 LANDSCAPE CHARACTER AREAS

The North Thanet Coast, which lies immediately to the North of the Loggia is considered a Landscape Character Area. Under Policy SP26, The Council will identify and support opportunities to conserve and enhance Thanet's landscape character and local distinctiveness.

Development proposals should demonstrate how their location, scale, design and materials will conserve and enhance Thanet's local distinctiveness, in particular:

- Its island quality surrounded by the silted marshes of the former Wantsum Channel and the sea;
- A sense of openness and 'big skies', particularly in the central part of the District;
- Its long, low chalk cliffs and the sense of 'wildness' experienced at the coast and on the marshes;
- Gaps between Thanet's towns and villages, particularly those areas designated as Green Wedges;
- Long-distance, open views, particularly across the Dover Strait and English Channel, North Sea and across adjacent lowland landscapes; and
- Subtle skylines and ridges which are prominent from lower lying landscape both within and beyond the District.
- Development proposals should demonstrate how they respect and respond to the character, key sensitivities, qualities and guidelines of the relevant landscape character areas, as detailed in the Landscape Character Assessment.

All development should seek to avoid skyline intrusion and the loss or interruption of long views of the coast and the sea, and proposals should demonstrate how the development will take advantage of and engage with these views. Development should generally be directed away from the Stour Marshes (E1), Wade Marshes (E2) and Pegwell Bay (F1) character areas, as these are largely undeveloped and key to retaining the island character of Thanet. The undeveloped character of Landscape Character Type F: Undeveloped Coast should also be maintained.

Proposals on the coast (within landscape character types F: Undeveloped Coast and G: Developed Coast and the surrounding area) should respect the traditional seafront architecture of the area, maintain existing open spaces and should ensure that recreational and wildlife opportunities are not compromised by development. Proposals should maintain and enhance the setting of sandy bays, low chalk cliffs and associated grassland and long sweeping views of the coastline.

The rural-urban boundary is distinctive in some parts of Thanet, particularly where there is an abrupt urban edge and where the countryside extends into the urban areas as Green Wedges. The distinction between town and countryside should be retained.

Development proposals that conflict with the above principles will only be permitted where it can be demonstrated that they are essential for the economic or social well-being of the area. In such cases, landscape impacts should be minimised and mitigated as far as possible.

4.4 SPECIAL PROTECTION AREAS - RAMSAR SITES

The Loggia sits adjacent to a Ramsar site and thus has been designated as Wetlands of International Importance as a Waterfowl Habitat under the Ramsar Convention. This requires signatory governments to conserve wetlands and designated sites. Special Protection Areas are designated under Article 4 of the Birds Directive (Directive 2009/147/EC on the Conservation of Wild Birds), which requires member states to take "appropriate steps to avoid pollution or the deterioration of habitats or any disturbance affecting the birds". Special Areas of Conservation have also been designated under the EU Habitats Directive (Directive 92/43/EEC on the Conservation of Natural Habitats and of Wild Fauna and Flora) to provide increased protection to a variety of species, plants and habitats of importance to biodiversity both on a national and international scale.

4.5 SPECIAL AREA OF CONSERVATION

The Thanet Coast, which runs to the North of the Loggia, is considered a Special Area of Conservation. Relevant policy SP28 states that Sites of International Nature Conservation Importance will receive the highest level of protection.

Proposals likely to have a significant effect on an SPA, SAC or Ramsar site, either alone or in-combination, will be required to undergo appropriate assessment as per the Conservation of Habitats and Species Regulations 2017 (as may be amended). Where possible applicants should incorporate measures to avoid or mitigate any adverse impacts. Where, despite all possible avoidance and mitigation measures being put in place, a proposal is still shown to have an adverse effect on the integrity of an International site, planning permission will only be granted in exceptional circumstances, where there are no less ecologically damaging alternatives, there are imperative reasons of overriding public interest and damage can be fully compensated.

Where proposals are considered likely to have a significant effect on an International site, early consultation with Natural England, the Council and any other appropriate statutory consultees is recommended.

4.6 SITE OF SPECIAL SCIENTIFIC INTEREST

Furthermore, the Thanet Coast is considered a Site of Special Scientific Interest (SSSI). Relevant policy GI01 notes that development which would materially harm either directly, indirectly or cumulatively, or detract from the scientific or nature conservation interest of a Site of Special Scientific Interest, National Nature Reserve or Marine Conservation Zone will not be permitted.

Exceptionally, where it can be demonstrated that the need for the proposed development is compelling and overrides the national importance of the site, and it has been demonstrated that no suitable alternative site exists, mitigating measures will be required to maintain the integrity of the site, to the satisfaction of the appropriate authority.

The proposed development will, wherever possible and appropriate, include measures to enhance and improve connectivity to designated sites.

4.7 THE NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

The recently revised 2019 NPPF establishes the government's planning policies for new development within England and how these are expected to be applied. The following Sections are most relevant here:

Section 15 - Conserving and Enhancing the Natural Environment

Paragraph 172: Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty. The scale and extent of development within these designated areas should be limited.

Section 16 – Conserving and Enhancing the Historic Environment

Paragraph 197: The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

4.8 LOCAL PLANNING POLICY AND GUIDANCE

Thanet District Council Local Plan (Adopted July 2020)

- Policy SP26 - Landscape Character Areas
- Policy SP28 - Protection of the International and European Designated Sites
- Policy SP35 - Quality Development
- Policy SP36 - Conservation and Enhancement of Thanet's Historic Environment
- Policy SP41 - Community Infrastructure
- Policy E09 - Protection of Existing Tourist Accommodation
- Policy E10 - Thanet's Beaches
- Policy GI01 - Protection of Nationally Designated Sites (SSSI) and Marine Conservation Zones (MCZ)
- Policy QD01 - Sustainable Design
- Policy HE01 - Archaeology
- Policy HE03 - Heritage Assets
- Policy CC03 - Coastal Development
- Policy CM02 - Protection of Existing Community Facilities
- Policy TP01 - Transport Assessments and Travel Plans

4.9 ENGLISH HERITAGE, CONSERVATION PRINCIPLES

The Principles, Policies and Guidance for the sustainable management of the historic environment were produced to strengthen the credibility and consistency of decisions taken and advice given by Historic England staff (formerly English Heritage). The guidance is intended to be read by local authorities, property owners, developers and professional advisers and is fully aligned with the NPPF and many Local Plans refer to it as important policy.

4.10 HISTORIC ENGLAND, GOOD PRACTICE ADVICE IN PLANNING NOTE 2 - MANAGING SIGNIFICANCE IN DECISION TAKING IN THE HISTORIC ENVIRONMENT, 2015

The purpose of this note is to provide information on good practice to assist local planning authorities, consultants, owners, applicants and other interested parties in implementing historic environment policy in the NPPF and the related guidance contained within the National Planning Practice Guidance.

4.11 USE CLASS

In recent years the Loggia has served the public and the local community as an amenity space, offering food and beverage facilities and toilets. Several tenants have occupied the property in recent years, including the Life Saving Club and Your Leisure.

Therefore, whilst the modern activities would suggest the Use Classes of the Loggia would fall within Class E (formerly Class A until the September 2020 amendment) and Class F, its earlier use as a Bathing Pavilion would suggest it would originally be classified as Sui Generis.

4.12 PLANNING HISTORY

Whilst the Loggia's Planning history is limited, various entertainment licenses have been granted to operators previously, to enable cafe and public house conveniences to function within the building, at which time the facilities achieved excellent hygiene standards in 2017.

Relevant Planning Applications that have been lodged with the Local Authority within the past 5-years include application F/TH/17/1026, which also lies immediately along Westbrook Promenade. The relevant issues of this consented scheme concern (a) change of use and (b) the visual impact of the design on the wider setting. With regards to the latter, a major concern raised when determining F/TH/17/1026 was the potential obstruction of views of the Bay from existing properties and any proposal to increase the height of a sunken property would be inappropriate.

In applying the same principles to the Loggia, whilst the reinstatement of each tower's viewpoint turrets, removed in the 1930s, could be considered a Conservation gain, any alteration to the building which entails new built fabric above road level would be met with contention and thus adaption and reuse of the existing form would be advisory.

SECTION 5.0
SITE APPRAISAL

5.1 EXISTING USES AND VIEWS

A desktop appraisal has been carried out by Purcell to analyse the wider setting of the Loggia. Specifically, this exercise has been undertaken to investigate the primary uses and functions of properties immediately surrounding the building, to understand whether there might be any potential commercial competition presented by any potential use proposed as a result of this study.

The Loggia is a sunken building, built into the cliff and as a result sits below the streetscape. Its position on Westbrook bay grants the building fine views out across the sea to the North.

As demonstrated by the light blue colours on the neighbouring map (right), the area surrounding the Loggia is largely residential, with a few isolated instances of holiday lets, bed and breakfasts and hotels (purple). This suggests the Loggia is likely to have a strong communal affiliation with locals.

The nearest retail and convenience outlets (red) are typically situated along Canterbury Road, the main thoroughfare linking through to nearby Margate, to the East of our given site. There are no other nearby conveniences and as a result, persons visiting Westbrook Bay are required to visit the high road should they have need of food and drink refreshments. Such facilities are situated a 10-minute walk from the Loggia, as demonstrated on the analysis study on page 13.

Given the lack of commercial activity within the vicinity, Westbrook Bay is more frequently used by locals who reside nearby. In comparison to the busy tourist attraction of Margate sands nearby, Westbrook Bay is considered a family orientated beach destination.

Whilst commercial activity is limited, the Loggia does cater for beach-goers by providing separate male and female toilets. Previously, an independent operator occupied the Loggia, selling ice creams and cafe-style food, although their tenancy has since expired.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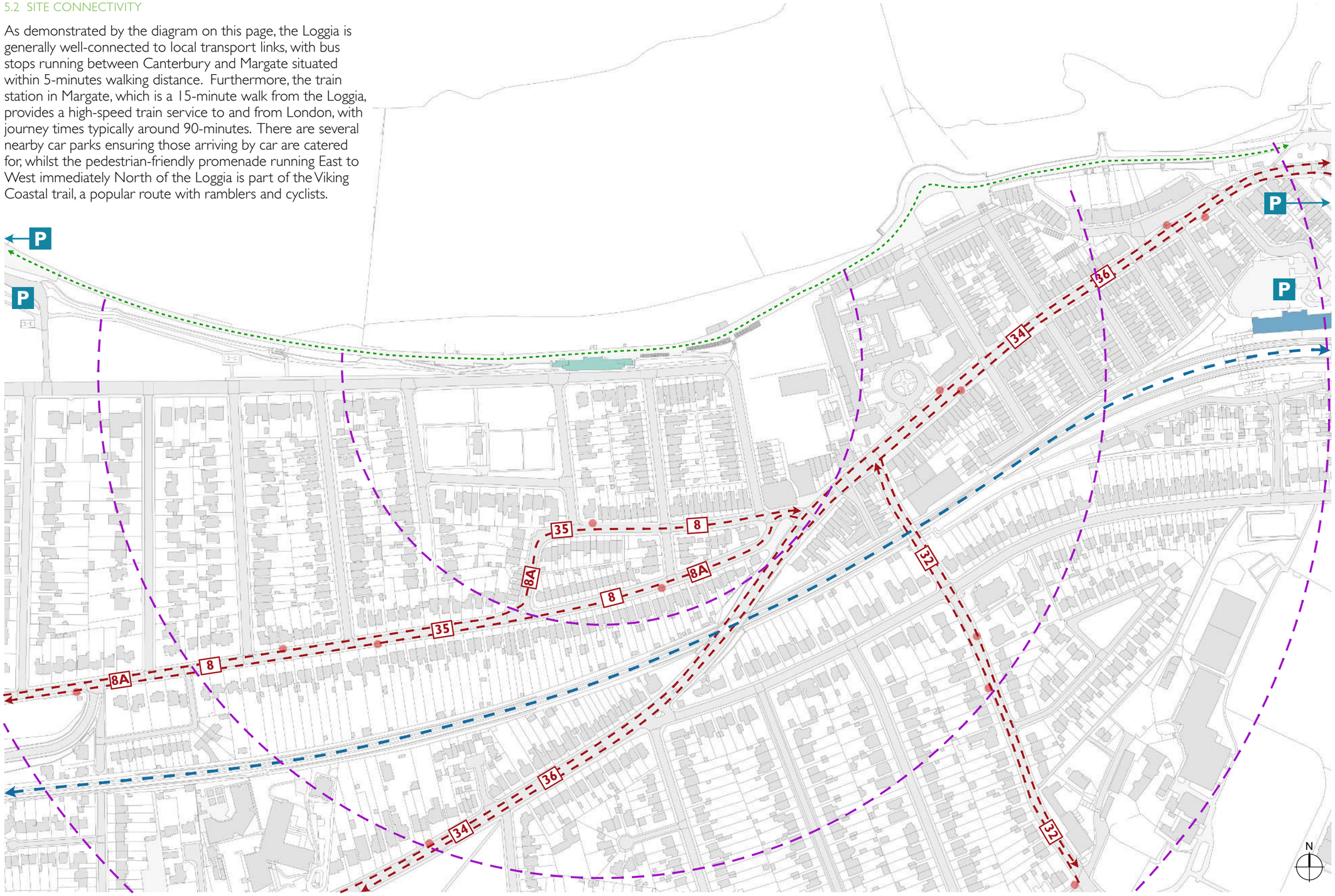
Photographs

Fig 5.1 View from the roof of Loggia, with the Turner Contemporary visible in the distance.
Fig 5.2 View from Westbrook Sands of the Sea Bathing Hospital.
Fig 5.3 New luxury living apartments along the coastline.
Fig 5.4 View of the Loggia from road level.
Fig 5.5 View along the promenade of the council-owned beach huts.
Fig 5.6 View of the Loggia from Westbrook Sands.
Fig 5.7 View along the promenade.
Fig 5.8 Bowling Green
Fig 5.9 View of houses directly opposite the Loggia
Fig 5.10 Residential streets backing on to the Loggia.
Fig 5.11 Tesco Express store which serves as the main food source for beach-goers.

5.2 SITE CONNECTIVITY

As demonstrated by the diagram on this page, the Loggia is generally well-connected to local transport links, with bus stops running between Canterbury and Margate situated within 5-minutes walking distance. Furthermore, the train station in Margate, which is a 15-minute walk from the Loggia, provides a high-speed train service to and from London, with journey times typically around 90-minutes. There are several nearby car parks ensuring those arriving by car are catered for, whilst the pedestrian-friendly promenade running East to West immediately North of the Loggia is part of the Viking Coastal trail, a popular route with ramblers and cyclists.



KEY

- Westbrook Loggia
- Margate Train Station
- Bus stops
- Bus routes
- 0 Bus number
- P Car parking
- Rail travel
- Bicycle routes
- 5-min walking distance

This plan is not to scale.

Bus routes

8 - Canterbury to Westwood Cross

8A - Canterbury to Northdown Park

32 - Garlinge to Dane Valley

34 - Ramsgate to Minnis Bay

35 - Westgate-on-Sea to Westwood Cross

36 - Margate to Westcliffe

Trains

Nearest mainline train is Margate, which is 0.6 miles away.

Trains run to London Victoria via Chatham, or to London St Pancras via Ramsgate, Canterbury West and Ashford International.

Carparks

0.3 miles - Westbrook Prom.
0.6 miles - Margate Rail station
0.7 miles - Arlington
0.8 miles - St Mildred's Bay
0.9 miles - Dreamland

Cycling

The Viking Coastal Trail, a popular coastal route starts on the sea wall opposite Margate station, winding westwards to Reculver. The trail runs by the promenade in front of the Loggia (beach side).

5.3 LISTED BUILDINGS & HERITAGE ASSETS

According to the Thanet District Council website, there are approximately 2,500 listed buildings in Thanet; the largest concentration of listed structures in the south east of England. A listed building can be a building, object or structure that is of historical or architectural interest and are added to the list by Historic England, following approval by the Secretary of State. The map contained on this page has been informed by Historic England's online mapping tool and demonstrates the predominant listing of properties within the vicinity are classed as Grade II. The Loggia is neither statutorily or locally listed.

KEY

- Westbrook Loggia
- Grade I Listed Building
- Grade II* Listed Building
- Grade II Listed Building

This plan is not to scale.

Listed Buildings

1 - Royal Sea Bathing Hospital
2 - Chapel of the Royal Sea Bathing Hospital
3 - Royal Sea Bathing Hospital Mortuary
4 - Statue of Erasmus Wilson
5 - Numbers 3-11 Sea View Terrace
6 - Nayland Rock Hotel
7 - Surf Boat Memorial
8 - Numbers 1-13 Buenos Ayres
9 - Water Tower at Margate Station
10 - Margate Railway Station Station
11 - Church of All Saints
12 - Number 9 Hartsdown Rd

Further information on the identified properties, including listing descriptions, is contained on the next page of this report.

This plan has been informed by information contained on Historic England's online interactive mapping search.

1. Royal Sea Bathing Hospital
List Entry Number: 1088987
Listing NGR: TR3431070520
Grade II

Listing Description:
Former sea bathing hospital. 1793-6 by the Revd. John Pridden, one of the hospital's founders, with additions of 1816, c1820, c1853, 1857-8, c1880 by James Knowles Jnr. Early buildings of yellow stock brick with stone dressings; hipped slated roof. Knowles additions of red and black brick with pink terracotta balustrades. The original block, greatly altered, remains in the quadrangle behind the present entrance forming the eastern arm. A southern, single storey wing was added 1816, the northern, 2-storey wing (facing the sea and forming one arm of an H) in the 1820s. c1853 the buildings were transformed into a handsome and uniform piece of Greek Revival classicism by raising the stories to 2 throughout and adding to the west-facing entrance front a monumental, tetrastyle Doric portico (the columns were said to have come from nearby Holland House, at Kingsgate). At the same time the north and south wings were added the 2 single-storey cross-plan extensions to the western ends of the north and south wings; these were designed as wards for children (northern, girls ward now raised to 2 storeys). James Knowles Jnr. Added the long, single-storey block of wards adjoining the old hospital to the west and thus forming an enclosed quadrangle in the centre. These are in red and black brick with a terracotta balustrade. As a result the Doric portico was moved to form a new entrance front to the south (1816) wing facing Canterbury Road.

Adjoining the wards to the south was Knowles indoor, heated, salt-water swimming bath (now converted to a ward). This is a domestic style block in red and black brick with stone dressings, well-lit by 2 stories of windows. The current entrance front is a 2-storey block of 9 sash windows fronted by the Doric portico. The entablature is inscribed "Royal Sea Bath Hospital Founded 1791". Flanking this are two single storey pavilions, each with 2 sashes and an inscribed pediment; the left inscribed "1858", the right "1882". History: The Royal Sea Bathing Hospital was a pioneer hospital in the use of open-air treatment for patients suffering from tubercular complaints. It was founded in 1791 for the scrofulous poor of London by Dr John Coakley Lettsom, a Quaker physician. The new hospital was designed from the outset with open arcased and verandas for patients and anticipated by more than a century the open-air treatment of pulmonary tuberculosis. Initially the hospital was only open during the summer months, patients bathing actually in the sea from a bathing machine, but the addition of an indoor bath in 1858 allowed the wards to be open all year round. c1880 Sir Erasmus Wilson, President of the Royal College of Surgeons and director of the hospital gave £30,000 for the enlargement of the hospital which included Knowles ward wing, his indoor heated salt-water pool and chapel. Wards were only used for sleeping in during inclement weather, otherwise beds remained on the verandah day and night and the flat roof of Knowles' wing was used as a promenade. The hospital continued to treat surgical TB until the early 1950s when improvements in treatment, preventative medicine and the unprecedented rise in the standard of living made TB an uncommon disease.

2. Chapel of the Royal Sea Bathing Hospital
List Entry Number: 1241852
Listing NGR: TR3545770854
Grade II

Listing Description:
Hospital chapel. 1882-3 by James Knowles Junior for Erasmus Wilson. Early English style. Polychrome brickwork with slate roof and some stone dressings. 6 bay nave with 1 bay chancel and lower apsidal ended sanctuary and small octagonal tower with brick spire and stone finial to north west. West gable has 5-light traceried windows. 5 arched windows with double lancets with trefoil heads and quatrefoil motifs above and easternmost window with 3 trefoil headed lancets and 3 quatrefoils all divided by buttresses. Gabled south porch. Interior: The interior contains a very fine series of stained glass depicting miracles and healing plants by Clayton and Bell. Encaustic tiled floor to chancel and sanctuary and central strip to nave. Hammer beam roof and stencilled decorations to walls. Wall painting to west end. Octagonal font with marble columns. There is a Willis organ with stencilled pipes.

3. Royal Sea Bathing Hospital Mortuary
List Entry Number: 1033363
Listing NGR: TR3433370439
Grade II

Listing Description:
Mortuary for the Royal Sea Bathing Hospital (qv). c1880, probably by James Knowles Jnr. Red brick with stone dressings. Roof not visible behind a stone coped brick parapet. Rectangular plan. Single storey. Entrance with stone ogee hoodmould, above which a lancet window with pointed, moulded hood under a stone coped stepped gable. Right hand return with buttresses and 2 small traceried windows; round-arched subsidiary entrance.

4. Statue of Erasmus Wilson
List Entry Number: 1260303
Listing NGR: TR3545770854
Grade II

Listing Description:
Statue. c1890. Bronze full length statue of Erasmus Wilson (1809-1884) who bequeathed the chapel and 1883 wings to the hospital in an academic gown with both resting on a granite plinth.

5. Numbers 3-11 Sea View Terrace
List Entry Number: 1393124
Listing NGR: TR3442070607
Grade II

Listing Description:
Terrace of nine houses. Built in 1872; Architect or builder not at present known; some later alterations; Italianate style.

MATERIALS: Built of stock brick in Flemish bond with stuccoed dressings to ground floor and basement. Slate roofs and ridge brick chimney stacks. Cast iron continuous balcony to the first floor, porch panels, handrail and area railings. Sash windows, mainly replaced within existing openings.

PLAN: A terrace of nine houses of three storeys and basement. Each house has three bays to the two upper floors and below a two-storey canted bay to the two lower floors and right side porch.

EXTERIOR: The principal north-west front has a stuccoed moulded cornice with paired brackets and vermiculated end quoins. The second floor has three windows to each house, in segmental arched moulded architraves with vermiculated keystones and bracketed stops. The first floors have central French windows with rectangular fanlights over, flanked by sash windows. The continuous balcony has an ogee-shaped corrugated iron canopy supported on cast-iron pilasters with cast-iron balustrading with oval and circular designs. The ground floor and basement of each house has one left side three-light canted bay with mutule frieze and chamfered window surrounds which are supported on large brackets. There are right side Tuscan porches with mutule frieze to cornices, rectangular fanlights and three panelled doors. Between the pilasters and columns of the porches are decorative cast iron panels. Flights of cement steps with solid balustrading terminate in square stone piers with ogee caps incorporating foot scrapers. There are simple cast-iron handrails above the balustrading and the cast-iron area railings have a pattern of vine leaves and circles. The south-west flank wall to No. 3 has been cement rendered with incised lines to imitate masonry and the lower part has been pebble dashed. There are a number of circular iron ties. The north-east flank wall to No. 11 is of stock brick. The rear elevations each have square projections of one bay, two or three storeys high with flat roofs. No. 8 has had a bay window added.

INTERIOR: Staircase halls are likely to contain bracket cornices to the ceiling and staircases with scrolled tread ends, two slender balusters to each tread and mahogany handrails. Ground floor rooms are likely to contain cornices of floral and ovolo-moulded plaster work and ceiling roses and first floor rooms narrower ovolo-moulded cornices. There are likely to be fireplaces with end brackets.

HISTORY: Built in 1872, Sea View Terrace is part of the growth of terraced housing in the Westbrook area following the opening of Margate West station in 1863. The architect or builder is not at present known but details of the exterior decoration, cast ironwork and joinery are very similar to Nos. 1-9 and Nos. 18-26 Ethelbert Crescent in Cliftonville of circa 1868 and likely to be by the same hand. The buildings are first shown on the 1882 Ordnance Survey map and the footprint remains unchanged.

REASONS FOR DESIGNATION: * Sea View Terrace is one of Margate's least altered C19 Italianate style seaside terraces, reflecting the ongoing tradition of architecturally responsive seafront housing in this significant seaside town; * The houses retain good quality ironwork including a continuous cast iron balcony with tented canopy and decorative panels of two other patterns to porches and entrance areas; * The Tuscan porches and canted bays give the terrace a pleasing uniformity; * Group value with the Royal Sea Bathing Hospital and the other three listed structures on its site.

6. Nayland Rock Hotel
List Entry Number: 1351084
Listing NGR: TR3458570658
Grade II

Listing Description:
A crescent circa 1850. 4 storeys attics and basement in stock brick. The ground floor is rusticated. Slate roof having 23 dormers in all. 33 sashes and 1 wide 3-light bay at one end. Moulded Italianate architraves. At each end are portions with composite pilasters. The windows on the 1st floor have cornices and brackets over. Cast iron balcony along part of the Royal Crescent Nayland Rock Hotel has a modern sun lounge along its ground floor. The Royal Crescent Hotel has 3 3-light bays but is otherwise similar.

7. Surf Boat Memorial
List Entry Number: 1391528
Listing NGR: TR3474170706
Grade II

Listing Description:
Memorial statue. Unveiled on 4th October 1899, designed by Frederick Callcott RBS and cast by Elkington and Co Ltd foundry. It commemorates nine men who lost their lives when the Margate Surf Boat capsized whilst answering a distress call on 2nd December 1897. Bronze statue on granite plinth.

DESCRIPTION: it comprises a life size bronze statue of a member of a life boat crew, dressed in oilskins and buoyancy aid, standing on a rock looking out to sea on a rectangular granite plinth with carved Scotia base. Paving slabs, which replace earlier soft landscaping, and a stone kerb (the remains of perimeter railing) surround the memorial. The inscription to the front face of the plinth in incised and painted script reads "To the memory of William Philpott Cook, Sen Coxswain, Henry Richard Brockman, Wm. Philpott Cook Jun., John Benjamin Dike, Robert Ernest Cook, Edward R Crunden, Wm. Richard Gill, George William Robert Ladd, Crew and Charles E Troughton, superintendant of the Margate Ambulance Corps, who lost their lives through the capsizing of the Margate Surf Boat, "Friend to All Nations" on Thursday 2nd December 1897". The sculpture is signed on the reverse "Fred. Calcott Sculpt" and "Elkington and Co Ltd founders".

HISTORY: after the disaster a fund was raised by local dignitaries and councillors to support the five widows and seventeen children left destitute. Funds came from all over the world, the "Daily Telegraph" raised over £1,000 and a donation of £35 was received from Queen Victoria. The final total was almost £10,000. The first proposal was that the money could be used to build almshouses for the families but in the end it was considered that two memorials were "more appropriate". The majority of the fund was spent on two memorials and the funeral procession and the residual capital used to provide a small widow's pension of 15 shillings a week, deemed a "reasonable sum". The second memorial was a large white cemetery monument erected in Margate Cemetery where the nine who perished were buried.

A fine monument both in materials and execution commemorating a prominent local historical event which touched the whole nation.

8. Numbers 1-13 Buenos Ayres
List Entry Number: 1088984
Listing NGR: TR3475070657
Grade II

Listing Description:
2. A Mid C19 terrace, not uniform, 4 storeys and basement stock brick. No 9 is painted brick. No 1 is stuccoed. Parapets and stone copings. 2 sashes to each, some with vertical glazing bars. Some have 3 light canted bays. Simple door cases, mostly round-headed. No 8 has a porch with 2 Tuscan columns. No 2 has a Mid C19 shop front. Nos 6 & 7 have rusticated bases. Included for group value.

9. Water Tower at Margate Station
List Entry Number: 1241829
Listing NGR: TR3465869420
Grade II

Listing Description:
Railway Water Tower. c.1863 in classical style. Lower part of brown brick with red brick dressings. 1 storey with elaborate modillion cornice and below a row of pseudo - machicolations. Round - headed arcading with 2 round - headed windows with opening lights in the centre and left side round headed door case with semi circular fanlight. End elevations have door cases (1 now bricked in) with oculus above with glazing bars in pattern of Star of David. Above is a large iron tank, 2 x 8 panels to sides 2 x 4 panels to ends, with incised panel decoration to upper tier; corrugated asbestos roof.

10. Margate Railway Station
List Entry Number: 1260321
Listing NGR: TR3472870545
Grade II

Listing Description:
Railway station. Built in 1926 in a monumental classic style. The architect is thought to have been Edwin Maxwell Fry, chief assistant to J R Scott. Engineer A W Szlumper. Built of brown brick with stone dressings and hipped tiled roof. Comprises central tall booking hall flanked by lower 5 bay wings terminating in higher pavilions. Central block has very deep entablature and giant round-headed arch with Diocletian opening to light Booking Hall. Below this are 4 columns with rectangular fanlights between and modern aluminium doors. Flanking the arch are 2 projecting 1 storey 1 bay pavilions with stone Doric pilasters and architraves and 9 pane sash windows to front and round-headed sash with moulded stone architraves to the sides. 1 storey wings with deep stone cornice and 5 round-headed windows with top opening lights in moulded stone architrave separated by stone roundels with busts. Right side wing has modern double doors inserted in last bay for buffet doors. Left side has central door case in original entablature for luggage hall. Pavilions have deep entablatures with panels and Doric pilasters all faced with stone. Right side pavilion has large door with grille above. Left side pavilion has 9 paned sash. This station replaced an earlier railway station demolished when the lines were rationalized in 1926. Booking hall in the grand manner, with elliptically vaulted booking hall, pendant lights. Ramsgate Station was built by the same architect in the same year (Ramsgate CP Station Approach Road). In 1923 E Maxwell Fry joined the Architect's Department of the Southern Railway as its chief assistant. Margate reflects Fry's Classical training under Charles Reilly at the Liverpool School, and his absorption of classical detailing and planning is the clue to this station's special qualities. Fry went on to loudly embrace the international modern style, one of the first native-born architects to do so in England. He later became coy about his years with Southern Railways.

11. Church of All Saints
List Entry Number: 1281623
Listing NGR: TR3444670293
Grade II

Listing Description:
DATES OF MAIN PHASES, NAME OF ARCHITECT: 1892-94 by Thomas Andrews of Margate. Base of tower by E.S Prior 1897; upper part by Caröe 1909.

MATERIALS: Rock-faced ragstone; ashlar base to the tower; limestone dressings. Red clay tile roofs.

PLAN: Nave, chancel, north and south aisles, south west tower, north porch, north sacristy, south organ chamber, choir vestry in tower.

EXTERIOR: The original 1890s build is in a late 13th century Gothic style. The five bay nave is tall and is flanked by lean-to aisles. There is a clerestory with two-light windows with quatrefoiled circles in the heads. At the west end there is a large six-light window with elaborate Geometrical tracery. The aisles have pairs of lancets in each bay, the divisions of which are marked by buttresses. At the east end the east window is much smaller than that in the west end of the nave and has four lights with Geometrical tracery. All these parts of the church are conventional in their details which are archaeologically faithful to medieval precedents. On the north of the chancel is a weather boarded vestry which was no doubt intended to be temporary. The tower, however, is a much freer composition, explained by the fact that it is from different campaigns and by two architects noted for their free adaptations of Gothic architecture, E.S Prior and W.D Caröe. The stages are not rigidly defined and on the west face the tower is elongated on the north to incorporate a doorway. Above this rises the tower stair which terminates at the base of the belfry. The lower part of the tower is battered and, from the battering, there rise slender buttresses near the corners and also in the centre of each face. The near-corner buttresses run out at the bottom of the belfry stage but the central ones continue to the parapet and mark a strong separation of the pairs of two-light belfry openings. Immediately below these are small, fretted openings and, in turn, below these a series of narrow rectangular slits. The tower terminates in a parapet with stepped battlements behind which is a pyramidal roof. The west doors to the tower are in a recess which has, above the doorway, an oval shaped with a lattice filled with bottle-end glass.

INTERIOR: The walls are plastered and whitened. The nave has arcades of moulded arches, circular piers and moulded capitals. The chancel arch is also moulded and has shafts with shaft rings to the outer order and a short semi-circular shaft resting on a foliage corbel to the inner order. The nave roof has tie-beams above which are arch-braces to a collar. The chancel roof is almost semi-circular. The alleys of the nave and aisles are floored with red and brown tiles arranged in a zig-zag pattern. In the chancel the tiling has more variety of colouring using red, black, cream and orange. The space inside the tower doorway has an inventive arrangement with interesting visual effects: the space divides with an arched stairway to the tower on the right and a short, arched passage to the church.

PRINCIPAL FIXTURES: The font is of fairly unusual design with variegated marble panels set in the sides of the bowl which stands on short marble shafts with foliage capitals. In the chancel there are triple graduated sedilia. The organ is by Hill and Co of Plymouth. The rood was installed in 1941. Many windows have stained glass which has a date range of 1895 to 1923: the east and west windows are by Percy Bacon.

SUBSIDIARY FEATURES: First World War memorial crucifix to the north west of the church in the angles of Hartsdown and All Saints Roads. East of the church a rendered church hall.

HISTORY: The church was built on land given by the Hatfield family who lived at Hartsdown Park. The foundation stone was laid in 1892 and the consecration took place in 1897. The tower was begun in 1907 and completed in 1909.

The architects: Thomas Andrews also designed the church of Holy Trinity, Northdown, Margate, of 1893, but no other information is known about him. Edward Schroeder Prior (1852-1932), Harrow and Cambridge University educated, was articled to Norman Shaw in 1875-8 and remained with him until commencing independent practice in 1880. His architecture is notable for its inventive treatment of Gothic and innovations in terms of materials. He was a founder member of the Art Workers' Guild in 1883. In 1912 he was appointed Slade Professor of Architectural History at Cambridge University. He was a considerable scholar and published several books on medieval architecture. William Douglas Caröe (1857-1938) was a leading church architect at the end of the C19 and in the early C20. He was articled to Edmund Kirby of Liverpool in 1879-80 but transferred his articles in 1881 to the great Gothic revivalist, J.L Pearson, until 1883. He travelled extensively on the continent in 1877-82 before setting up in practice in London in 1883 after which he developed a prolific church-building and restoration practice and became architect to the deans and chapters of Southwell, Hereford, Brecon and Exeter. He was architect to the Charity Commission and to the Ecclesiastical Commission from 1895. Caröe is noted for his freely-treated and often eccentric treatment of the Gothic style. His grandest and finest church is St David's in Exeter.

SOURCES: Visitor guide (on hand-held board) at church. Roger Homan, The Victorian Churches of Kent, 1984, p 74. John Newman, The Buildings of England: Kent, North East and East, 1983, p. 383.

REASONS FOR DESIGNATION: The church of All Saints, Westbrook, is designated at grade II for the following principal reasons: * It is of special interest as a late Victorian Gothic Revival church built two-phases, the earlier of which contributed the body of the building in a late 13th-century style, while the latter is an inventive composition by one of the leading church architects of the early 20th-century.

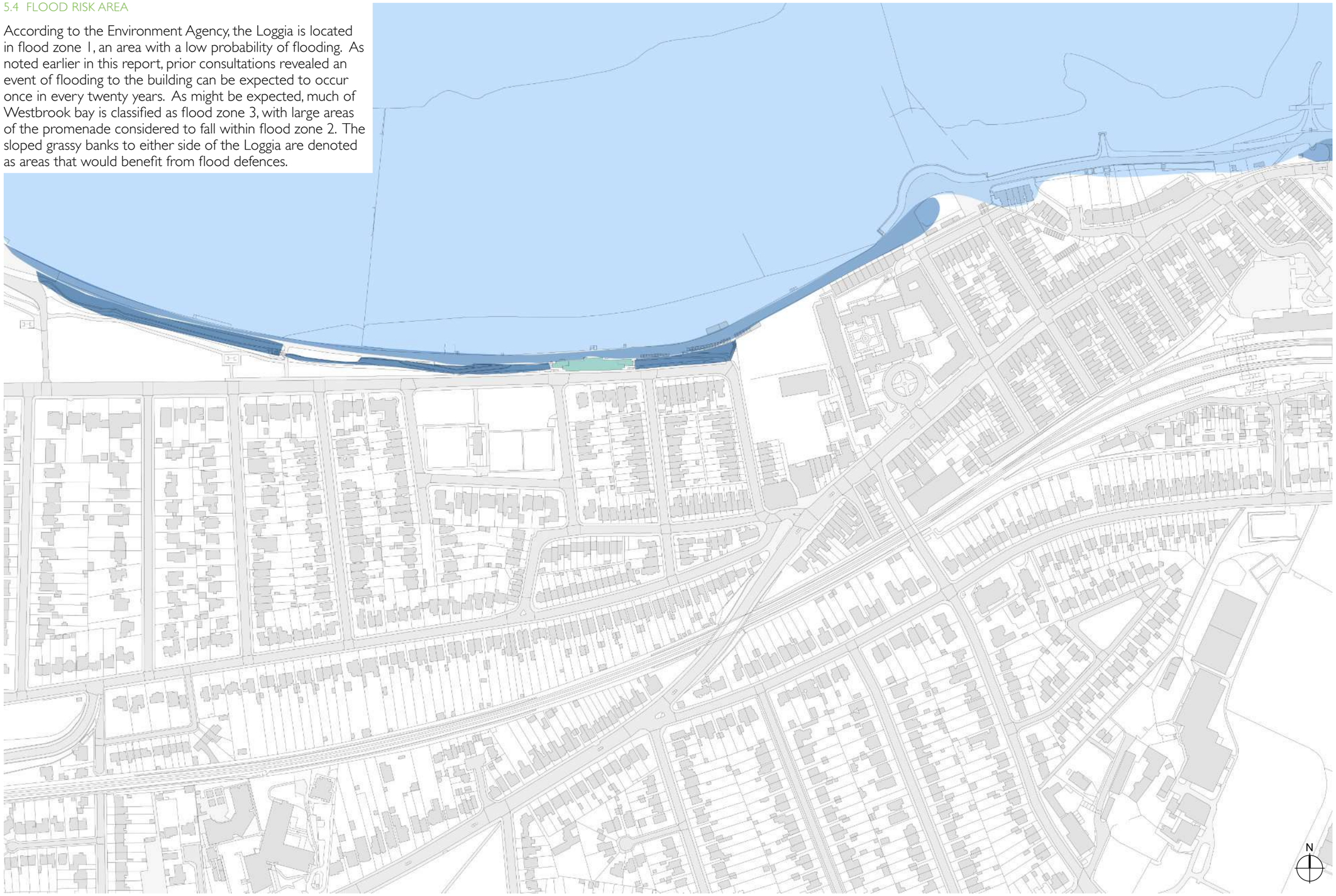
12. Number 9 Hartsdown Road
List Entry Number: 1088965
Listing NGR: TR3446670253
Grade II

Listing Description:
Late C19 vicarage by Prior. 1 to 2 storeys and attics ashlar. Tiled roof. Mullioned windows and round-headed door cases.

All Saints Church & No 9 form a group

5.4 FLOOD RISK AREA

According to the Environment Agency, the Loggia is located in flood zone 1, an area with a low probability of flooding. As noted earlier in this report, prior consultations revealed an event of flooding to the building can be expected to occur once in every twenty years. As might be expected, much of Westbrook bay is classified as flood zone 3, with large areas of the promenade considered to fall within flood zone 2. The sloped grassy banks to either side of the Loggia are denoted as areas that would benefit from flood defences.



KEY

- Westbrook Loggia
- Flood Zone 3
- Flood Zone 2
- Flood Zone 1
- Area that would benefit from flood defences

This plan is not to scale.

Notes

According to the Environment Agency, when considering the potential development, a Flood Risk Assessment would only need to be carried out if the development is larger than 1 hectare, is affected by other sources of flooding or is in an area with critical drainage problems.

This plan has been prepared using information acquired from the Environment Agency, whose online service allows the generation of Flood Map for planning purposes.

This data is correct at the time of using the Environment Agency's online service in August 2021.

With a coastline spanning in excess of 16 miles in length, understandably Thanet District Council invest heavily in their coastal management and maintenance strategy. The Engineering and Technical Services division within the council organisation are responsible for ensuring the implementation of ongoing coastal maintenance,. This includes attending to the 11 miles of concrete sea wall, erected to protect the land behind from erosion or flooding by the sea. According to the TDC website, approximately 85% of the Thanet coastline is at risk from erosion,with low-lying areas, such as the Old Town area of Margate, at further risk of flooding.

The maintenance of Thanet's sea wall and promenades is a continuous job, particularly in the zones most affected by tidal activities, and thus programmed inspections to monitor the condition of the structures are regularly carried out, to identify necessary repair work. The inter tidal zone is an extremely harsh environment for engineered structures to exist and regular maintenance is vital, if the full design-life of structures is to be realised and exceeded. At Westbrook, the sea wall ensures coastal erosion is mitigated, with ongoing repairs carried out to ensure the promenade can remain accessible throughout the year.

A beach audit was carried out at Westbrook Bay, and last updated in June 2020, which contained several useful conclusions regarding the condition and longevity of the infrastructure, buildings and facilities. With regards to the coastal defence mechanisms currently employed, it was deduced:

> *'The present day policy is to **hold the line**, continuing to protect the densely populated hinterland and its substantial economic assets by maintaining the existing defences. With rates of sediment feed and transportation along this frontage being low, very little change in coastal processes or impacts on evolution are likely to occur.'*

When assessing the condition of the infrastructure, the promenade, railings and sea wall was found to be in **very good condition**, a testament to the ongoing maintenance afforded and conducted by Thanet District Council.

Such defences will be vital in the decades to come, as the impacts of well-documented climate change is revealed. With reference to recent studies conducted by the renowned Intergovernmental Panel on Climate Change (IPCC), it is anticipated that based on current trends, we could see a worldwide sea level rise of two-feet by 2040 and three-feet by 2050, culminating in a rise of twenty-feet over the next 100-200 years.

The corresponding diagrams on this page, prepared using data modelling by Climate Central, demonstrate the impact such events would have on the Loggia. Of interest, despite its apparent exposed location and proximity to the sea, the anticipated sea level rises of three-feet over the next 30-years will have minimal impact on the Loggia and indeed the majority of the promenade fronting the building. It is noted the promenade level will be breached to the East of the Loggia, as one moves towards Margate.

A sea level rise of between six and eight-feet would see the promenade regularly breached. Based on the current trajectory modelled by the IPCC, such an event could be expected to occur within 75-years, although storm surges might see isolated incidences occur sooner.

When modelling the worst-case scenario predicted by the IPCC, a twenty-feet sea level rise would see the Loggia and large parts of the Westbrook community within the immediate vicinity completely submerged. As aforementioned, such an occurrence could be possible within the next 100-200 years.

Data by Climate Central, correct as of August 2021.

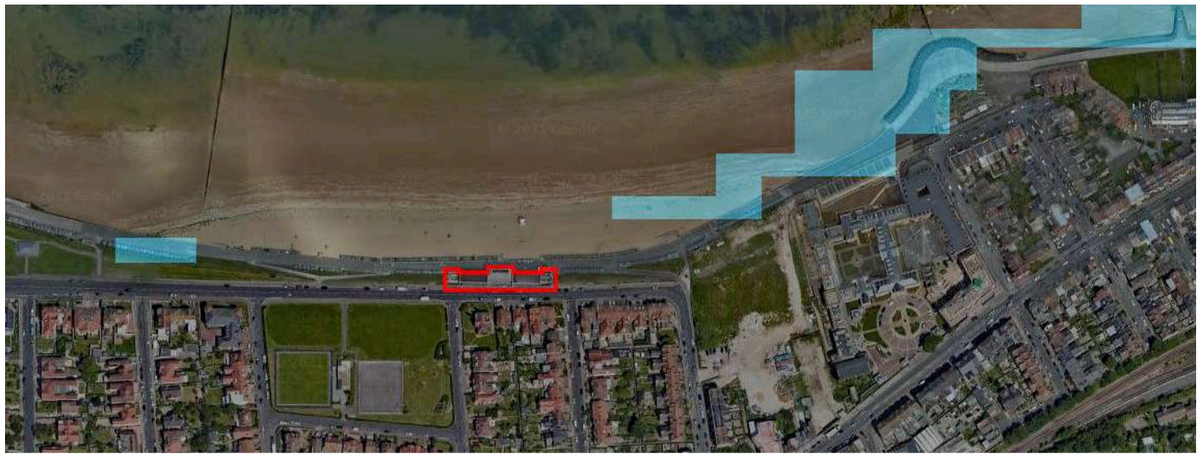


Diagram showing impact of sea-level rise of three-feet. Westbrook Loggia, outlined in red, is unaffected although parts of the promenade are compromised.

Diagram showing impact of sea-level rise of eight-feet. Westbrook Loggia, outlined in red, may be subject to increased flooding due to storm surges.

Diagram showing impact of sea-level rise of twenty-feet. Westbrook Loggia outlined in red, is completely submerged by rising water level.

5.5 ENVIRONMENTAL DESIGNATION

Westbrook Bay is an area of considerable environmental importance, as demonstrated by the various national and international designations associated with it. Rich in wildlife diversity, the Bay is home to several species of coastal birds and as such is considered a Special Protection Area. Only a selection of designations applicable to the Bay are shown on this map, to aid legibility of the illustration however, a comprehensive description of environmental and ecological designations are provided on the subsequent page(s) of this report.

KEY

- Westbrook Loggia
- Ramsar site
- Special Area of Conservation (SAC)
- Site of Special Scientific Interest (SSSI)

This plan is not to scale.

This plan has been prepared using information acquired from the MAGIC Maps online tool, which compiles data from institutions including, but not limited to, Natural England and Defra.

This data is correct at the time of using the online tool in August 2021.

Environmental Designation
Westbrook Bay is internationally important as part of the Thanet Coast Special Area of Conservation (SAC), designated for its chalk reef communities; and the Thanet Coast and Sandwich Bay Special Protection Area (SPA) designated for the wintering turnstone (coastal birds) which have minor high tide/night roosts in the area.

Furthermore, the coastline is also categorised as a Ramsar site, one of only 175 designated sites across the United Kingdom. Ramsar sites are wetlands of international importance that have been designated under the criteria of the Ramsar Convention on Wetlands for containing representative, rare or unique wetland types or for their importance in conserving biological diversity.

The Thanet Coast Marine Conservation Zone (MCZ) is a national designation that covers some features of the inter-tidal and sub-littoral zone. Together, these designations form the NE Kent Marine Protected Area (NEKMPA).

The shore (above low tide) is also part of the 'Thanet Coast Site of Special Scientific Interest' (SSSI) – which covers biological features from clifftop grassland, reef communities and sand communities, coastal birds (e.g. sanderling, ringed plover, grey plover) and geological features of the chalk cliffs.

Water Quality
EA Higher Standard 2011/2012/2013. Phytoplankton blooms each spring can result in the water appearing discoloured or a foam forming on the water. There is a storm overflow just to the east of the beach area (Seaview Terrace). There are also two storm overflows just over 1 km to the east that enter an underground urban stream (the Tivoli Brook). There are further storm overflows over 1 km to the west. Discharges from these storm overflows occur when heavy rainfall overwhelms the sewerage system but the overflows are designed to ensure that bathing water is protected.

> *At the time of writing this report, an unfortunate sewage leak afflicted much of the Kent coastline, with Westbrook Bay and Margate Sands severely affected. The news report indicated waste water was released into the sea between Margate Main Sands and Joss Bay (Broadstairs) after Foreness Pumping Station was struck by lighting.*

Beach Award
Blue Flag is an international award presented to well-managed beaches with excellent water quality and environmental education programmes. Westbrook Bay achieved a Blue Flag Award in 2010, 2011, 2012, 2013 and 2019.

This year, Westbrook Bay was awarded a Seaside Award.

Blue Flag Award
The International Award for beaches

SEASIDE AWARD

Local Flora and Fauna
Whilst areas of greenery can be found within the proximity of the Loggia, typically these are in the form of well-kept village greens and are of a functional, practical nature. A study carried out by Thanet District Council deduced that despite the grassy topped slopes of the bank to either side of the Loggia, the area is lacking in interesting local fauna.

Building Orientation
Westbrook Loggia is a single aspect building which faces due north. Therefore, much of the property and the immediate adjoining area to the north is not subject to direct sunlight. As a result, the promenade adjoining the Loggia is often cast in shade, at certain times of the day, for much of the year, caused by the building mass and cliff-face.

However, as a result of its orientation, the Loggia will not be affected by excessive solar heat gain, that is attributed to south-facing buildings. The existing use of large glass panes on the upper floor of the building therefore means that the privileged views over Westbrook Bay can be taken advantage of, whilst not being negatively affected by heat gain.

To the rear of the Loggia, the building has been carved into the grassy banks of the cliff-face. Whilst this results in no access into and no views out of the Loggia on this southern side, this does provide environmental benefits.

Typically, this is arrangement of construction results in properties which will have an enhanced thermal mass. Such benefit means the internal temperature of the building will be more stable, as there are fewer exposed building surfaces for heat to escape the building. Furthermore, an enhanced thermal mass ensures heat, stored as energy absorbed from the heat of the sun during the day, is released back into the building at night.

Image below showing the Loggia and the shade created on the promenade.

Building Location
Despite its proximity to the sea, Westbrook Loggia and indeed the bay is generally sheltered. However, this has not prevented damages caused as a result of storms and sea surges.

The worst storm on record, worst being the one causing the most amount of damage, occurred in 1953, as described earlier in this report. However, storms over the past two decades have caused damage to the promenade and beach huts, and as our climate continues to change, the frequency and severity of such occurrences is expected to increase in the decades to come.

Image below showing storm damage to beach huts (Loggia in the background).

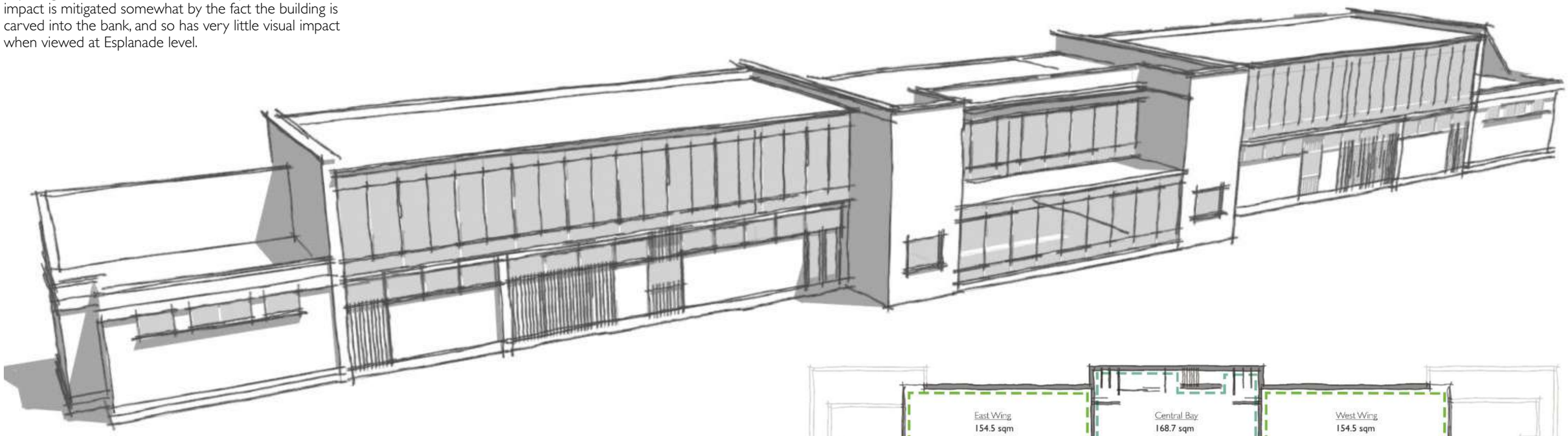
SECTION 6.0
BUILDING APPRAISAL

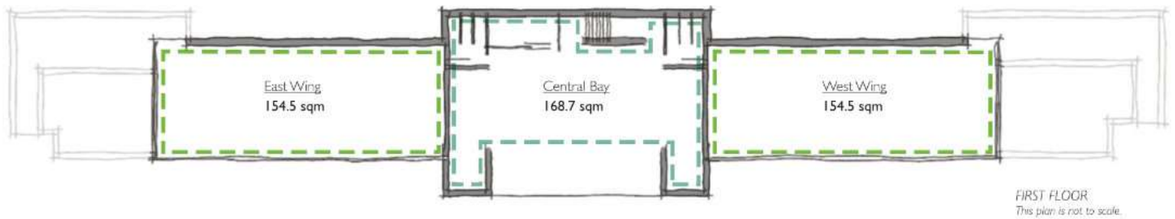
6.1 SCALE AND MASSING

In analysing the existing footprint of the building, and subsequently the volume of the internal space, one begins to appreciate the sheer size of the building.

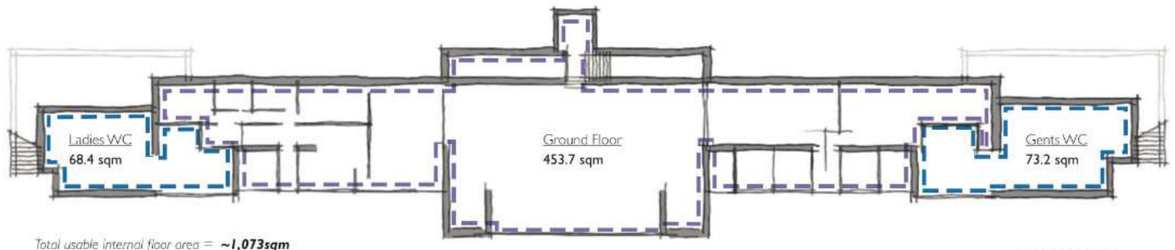
As shown on the relevant sketch floor plans, the gross internal floor area is in excess of 1,000 square metres, which is a considerable area for the uses the building currently provides.

Furthermore, with an overall height close to 8 metres, when measuring from promenade level, the Loggia appears a rather imposing structure when viewed from promenade level. This impact is mitigated somewhat by the fact the building is carved into the bank, and so has very little visual impact when viewed at Esplanade level.





FIRST FLOOR
This plan is not to scale.



Total usable internal floor area = ***~1,073sqm***

GROUND FLOOR
This plan is not to scale.

6.2 CHARACTER ASSESSMENT

The following architectural study has been undertaken to analyse the parts of the building considered to be of architectural merit and historical interest. This is categorised into four key groups, as follows:

- High Architectural Interest: characteristics of the building which were part of the original design and therefore should be retained and enhanced.
- Moderate Architectural Interest: characteristics of the building which contain features which are evident in earlier forms of the building but have been adapted.
- Low Architectural Interest: characteristics of the building which hint at an earlier form but have been heavily adapted by modern intervention.
- No Architectural Interest: modern intervention which cause harm the historic form and are of little aesthetic value or merit.

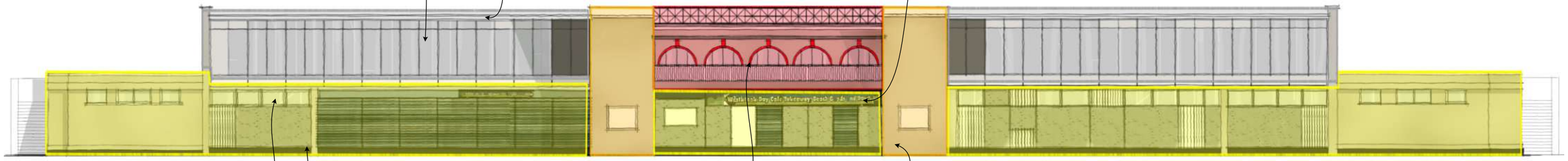
KEY

- High Architectural Interest
- Moderate Architectural Interest
- Low Architectural Interest
- No Architectural Interest

The first floor accommodation on the east and west wings are a later addition to the Loggia, the current appearance largely resembling the elevation proposed as part of the 1950s works.

As a result of being a later addition, combined with the modern materiality, the upper floors of the east and west wings are of little architectural merit and offer scope for alteration/enhancement

Although the central section of the building remains of architectural interest, given the adaptation to the lower floor the current elevational treatment is detrimental to the overall appearance and is therefore of low interest.



The east and west wings have roots in an earlier form of the Loggia, arranged over a single storey and providing toilet and changing facilities for beach goers. Despite heavy alteration to the exterior of this lower floor, today's usage of this floor resembles the original design and intention.

The choice of materials and treatment of the lower floor are highly detrimental to the earlier form of the Loggia, which consisted of a semi-external series of colonnades at this level.

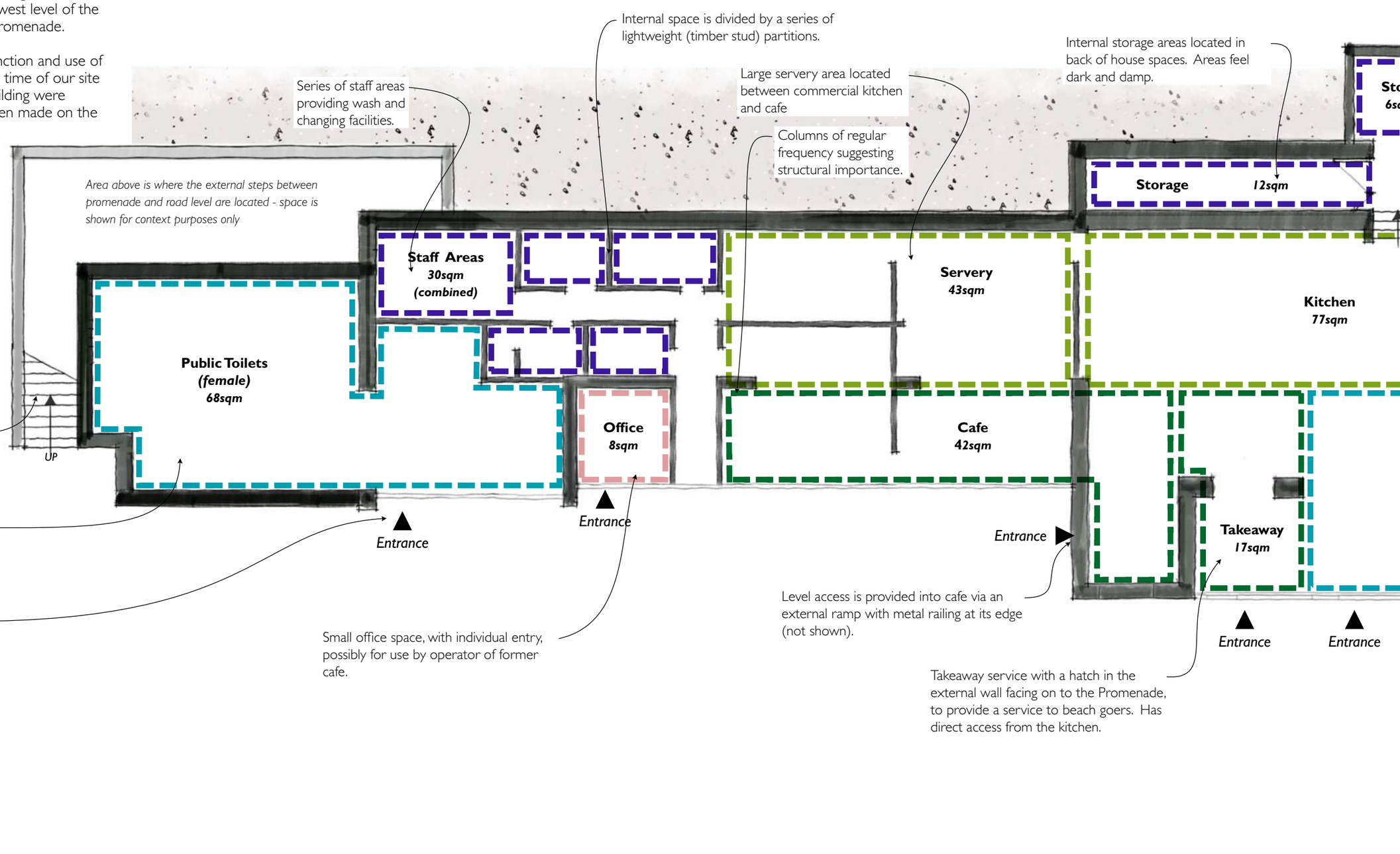
The parts of the Loggia which display features of architectural merit and historic interest are those contained on the upper floor of the central core of the building. Typically this part of the building has generally survived prior alteration, with the cast iron balustrade and arched head windows at first floor level evident features of the original 1910 designs. Retention and enhancement of these features would be favourable from the perspective of planning and heritage gains.

The two towers formed a key feature of the original design of the Loggia, although today's version of these are considerably different to their earlier counterparts. Of notable mention, the omission of the turrets which once adorned each tower, thought to have been removed during the 1930s result in a downgrading of architectural interest from High to Moderate.

6.3 EXISTING LAYOUT AND USE

The layouts on the following pages show the existing general arrangement of the two floors of the building. This level, referred to here as ground level, is the lowest level of the building and the one situated along the promenade.

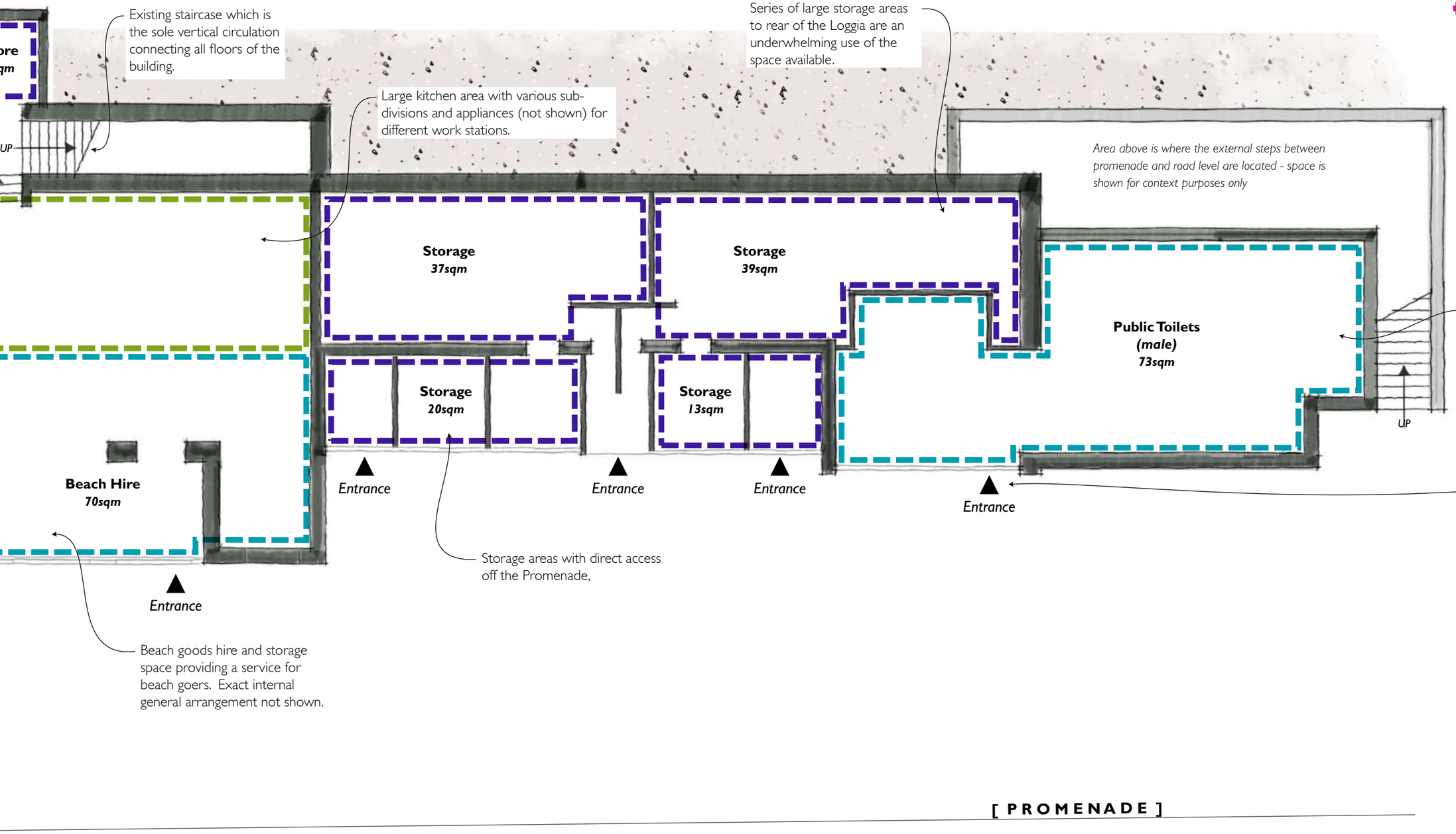
As part of this study, the existing main function and use of the space, where known, is noted. At the time of our site visit in April 2021, several areas of the building were inaccessible and so an assumption has been made on the layout of use of those spaces.



WESTBROOK LOGGIA - EXISTING GROUND FLOOR PLAN

KEY

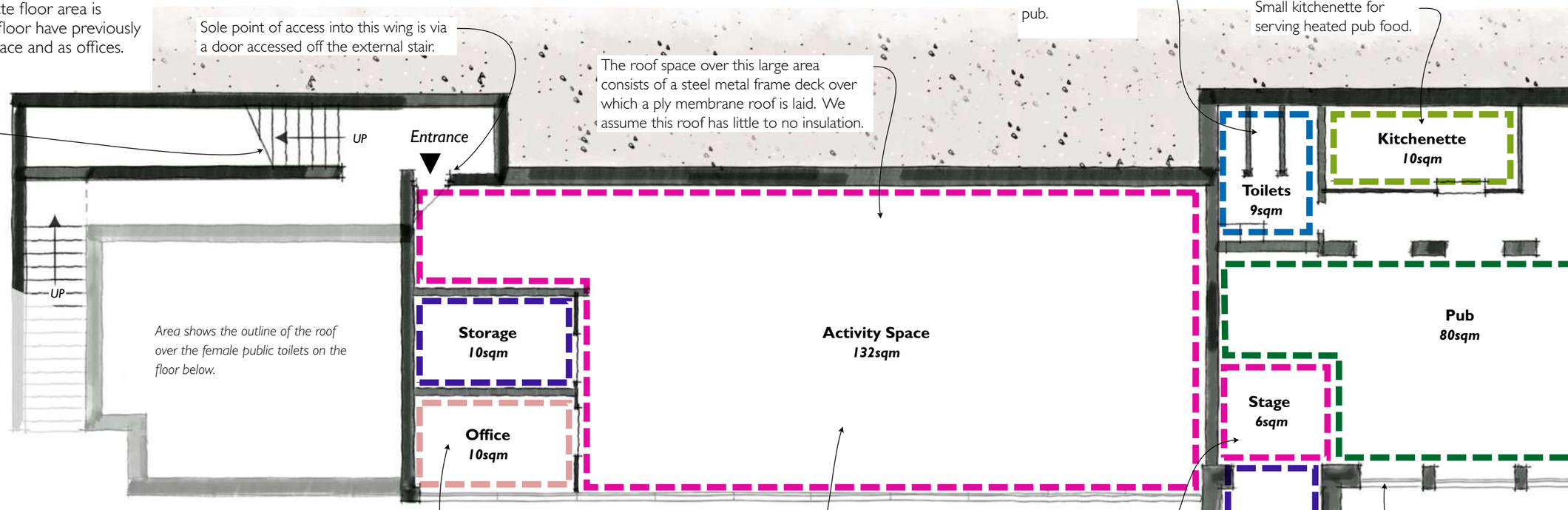
- Primary Catering Operations
- Ancillary Catering Operations
- Customer Facilities
- Public Facilities
- Primary Staff Facilities
- Ancillary Staff Facilities
- Use unknown
- Event space



This drawing is not to scale.

At the time of our visit in April 2021, only two-thirds of the upper floor where accessible. Therefore the drawing records the West Wing as 'use unknown'. It is understood this side of the building is tenanted and is the reason why we were unable to view this area during our visit.

Furthermore, the exact general layout is not known and therefore just the outline and approximate floor area is recorded. The remaining spaces on this floor have previously been in use as a pub, an activity/event space and as offices.



Office and storage spaces directly adjoining the main area. The office has great views overlooking Westbrook Bay.

Large singular space which has functioned as an activity or event space. This room enjoys privileged views over Westbrook Bay and good levels of natural daylight, permitted by the large panes of glass aligning the northern edge of the room.

Small raised area in the corner of the room to act as a stage and performance space.

The eastern tower is utilised for storage at this level.

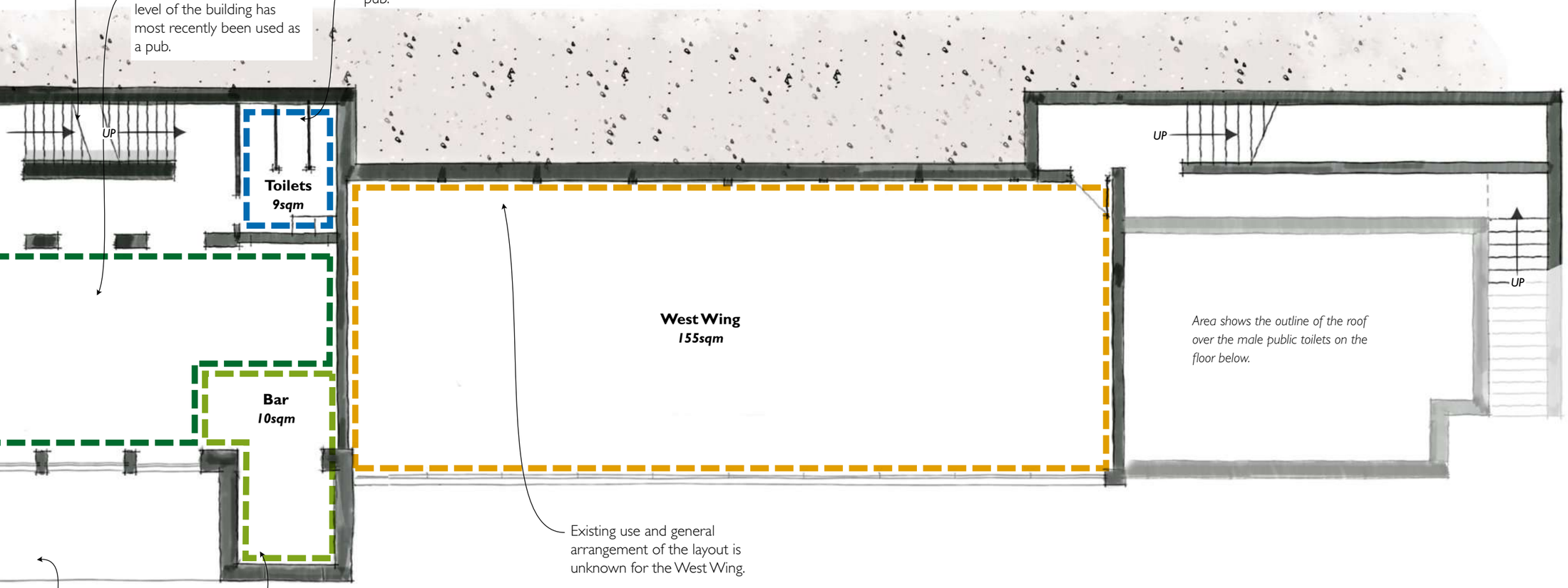
Arched windows provide privileged views over Westbrook Bay and bring good levels of natural daylight into the space.

[PROMENADE]

WESTBROOK LOGGIA - EXISTING FIRST FLOOR PLAN

KEY

- Primary Catering Operations
- Ancillary Catering Operations
- Customer Facilities
- Public Facilities
- Primary Staff Facilities
- Ancillary Staff Facilities
- Use unknown
- Event space



[PROMENADE]

N

This drawing is not to scale.

When viewing the Loggia from Westbrook Bay, the elevation to the sea is an unsightly mix of styles, materials, colours and finishes. This creates for an awkward, uncomfortable building a notion further enhanced by the vacant, sorry looking state of disrepair it finds itself in.

There is a varied existing material palette; the two towers are finished in a cementitious render painted in a yellowish hue. Pebble dash pre-formed panels adorn the entrance ways to the male and female public toilets. Metal roller shutters provide a barrier for the vacant building. Large panes of glass adorn the upper levels of the building. At roof level, a decorative cast iron railing adorns the central edge, forming a balustrade.

The turrets once adorning the two towers to the building no longer remain, leaving a rather bland appearance. The original architectural hierarchy is reduced as a result.

Decorative arched windows and doors provide views and access at first floor level.

Decorative cast iron balustrade at roof level. Painted finish has peeled and the cast iron has corroded.

Large panes of glazing (single glazed) at first floor level provide both views and natural light into the spaces here.

Frosted glass panes provide natural light but maintain privacy to the public toilets.

External staircase which provides access between the promenade and the Royal Esplanade.

Painted cementitious render to the outer faces of the female public toilets.

Level access into female toilets is provided via an external ramp with metal railing at its edge (not shown).

Preformed pebble dash panels adorn the outer face of the building, at the entrance to the female public toilets.

Metal shutter blinds provide security to the former cafe, now vacant.

Level access is provided into cafe at the entrance in the side wall of the tower (see plan) via an external ramp with metal railing at its edge (not shown).

Both towers are finished in a cementitious render which is painted in a yellowish hue. The render has blown and is failing in several locations.

WESTBROOK LOGGIA - ELEVATION TO THE SEA

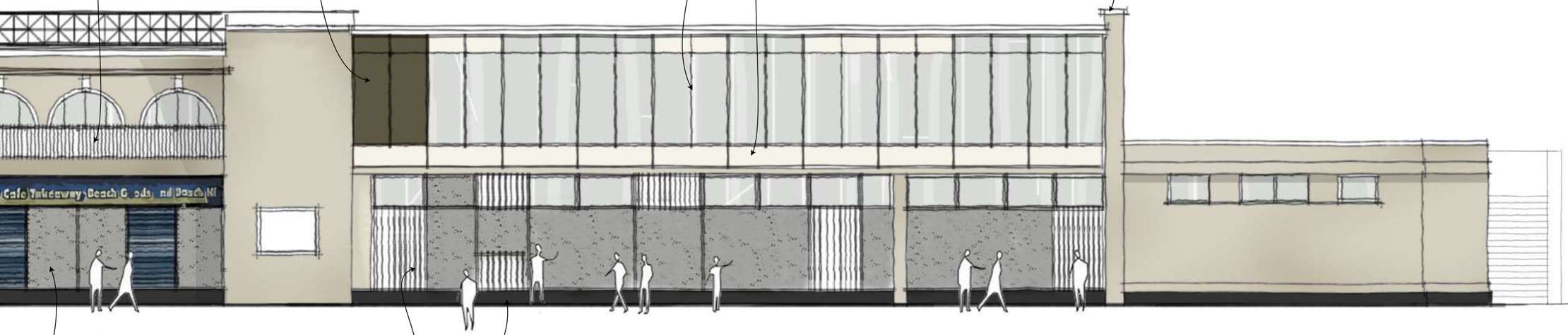
Large timber double doors, painted in a dark stain are located at first floor level, to each wing. Internal pulley and winch suggests these doors is for moving large items into the spaces within.

White painted metal railing creates boundary to external area at first floor level.

Metal framed windows arranged on a structural grid, providing uniform, modular appearance.

Plain infill panels to parts of the building not glazed. Panels inserted into window grid system.

Coping stones have been subject to damage by vegetation and appear loose.



Top of towers
7.75m

Street level
6.80m

First floor level
3.00m

Promenade level
0.00m

Mix of metal and vertical clad timber painted doors, providing access into storage spaces.

Black painted plinth course adds weight to the building. Product is a masonry paint.

Beach goods hire and storage space providing a service for beach goers. External appearance in keeping with the pebble dash and security shutters seen elsewhere on the elevation.

N

This drawing is not to scale.

6.4 EXISTING ACCESSIBILITY

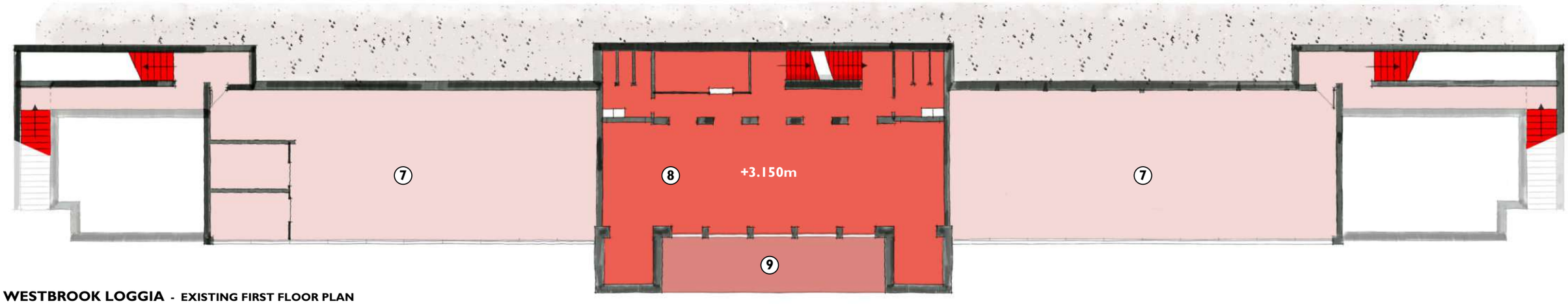
The diagrams below illustrate the existing access across the ground and first floors. The differing colours highlight changes in floor finish level, as noted by the corresponding key, with vertical circulation (typically stairs) also highlighted.

1. The female toilets, to the eastern side of the Loggia, are fully accessible, owing to the provision of an external ramp which accommodates the level change from the Promenade through a gentle incline.
2. The small office space, although at the same floor finish level as the toilets, is accessed via a step up off the promenade and so is not accessible.
3. The cafe and adjoining spaces situated in the central section of the lowest floor is fully accessible, owing to the provision of an external ramp which accommodates the level change from the Promenade through a gentle incline.
4. The back of house space is inaccessible given the need to ascend three steps to get to this level.
5. The storage space, although at the same floor finish level as the cafe, is accessed via a step up off the promenade and so is not accessible.
6. The male toilets have the same access arrangements as the female toilets.
7. The east and west wings at first floor level are accessed off the external staircase.
8. The central section at first floor level is only accessible via the internal stair to the rear. The entire first floor therefore is inaccessible for persons in a wheelchair.
9. The external balcony is accessed via a step down from the central internal space at first floor level.

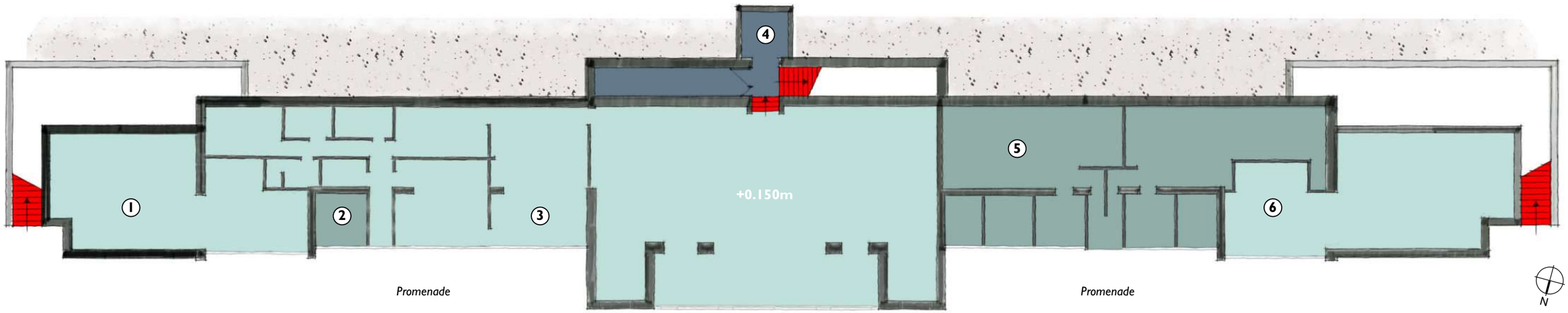
KEY

- +3.15m
- +3.00m (stepped access)
- +3.00m
- +0.60m
- +0.15m (stepped access)
- +0.15m
- Stairs

Datum being Promenade level at 0.00m



WESTBROOK LOGGIA - EXISTING FIRST FLOOR PLAN



WESTBROOK LOGGIA - EXISTING GROUND FLOOR PLAN

This drawing is not to scale.

6.5 MATERIAL PALETTE

Owing to various adaptations and amendments since its construction around 1910, there is a varied use of differing materials visible on the Loggia, both internally and externally.

Together, these create a mix of styles and finishes which lead to a confused aesthetic. Furthermore, the use of select materials begins to infer the age and time as to when they were inserted to the Loggia, which helps to construct a timeline of interventions.

Cast iron

The decorative balustrade adorning the rooftop edge of the Loggia is one of the few remaining original features of the building. In referring to earlier, historic photographs, this balustrade one ran around the entire outer perimeter of the rooftop, framing the two turrets which once adorned the two towers.

This central section, seen in the image below, is the last remaining piece of this original feature. Whilst efforts appear to have been made to preserve the cast iron, the paint coating is failing and evidence of corrosion was noted in several locations. Typically, the corrosion occurs at the exposed edges, where the coastal environment has been unforgiving.

Pre-formed panels

Creating a patchwork appearance to the Loggia's principal elevation, a series of pre-formed panels, inserted into a structural grid, adorn the outer face of much of the upper floor of the building. Typically, these are to the east and west wings.

In a combination with single glazed windows, the panels are a pre-finished item of regularised size that infills gaps where no glazing is required,

Pebble dash

Although more commonly used the 1930s, given the cost effectiveness of covering poor quality brickwork, the pebble dash approach is likely to have been introduced as part of the works carried out in the 1950s. This cheap rendering method also provides a durable surface finish that was perhaps viewed as a necessary introduction to help the Loggia withstand harsh coastal conditions.

Although still in fairly good, stable condition, the pebble dash is an unsightly building material and one which some associate as being cheap. It can be painted to enhance the appearance although there is no evidence the pebble dash has been painted previously, with the decision instead taken to leave it in it raw state.

Steel frame

The roof deck over the first floor activity space is constructed from a simple yet elegant light-weight steel frame. The triangular trusses are regular and uniform, finished in white paint. This helps to create a notion of height within the space, whilst also maximises the level of natural daylight.

Bedded onto the masonry retaining wall to one side, the roof frame is supported at the glazing edge by steel posts. This steel frame is complemented by the use of metal frame casement windows, finished in the same colour.

Timber weatherboard

Although not technically part of the built fabric of the Loggia, we have included the materiality of the beach huts in this materials analysis exercise. Spanning the promenade to either side of the Loggia, east and west, the beach huts help to create the character and style of the context within which the Loggia is situated.

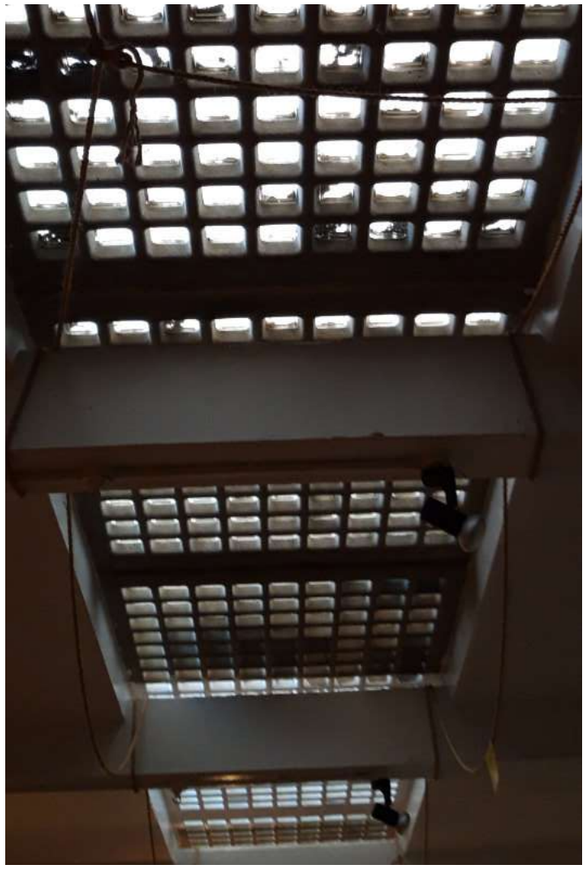
The beach huts are all clad in a timber, horizontal slatted weatherboard. The finish of these vary however, with the beach huts belonging to the council painted yellow and blue, all of which are uniform in scale and size. Those that are privately owned demonstrate greater variety, with different colours and finishes employed.

Glass block

The use of glass block features prominently in the Loggia, with notable locations being the flooring to the first floor activity space (east wing). This has the benefit of allowing borrowed, natural daylight entering the first floor to filter into a darker space on the ground floor below. The below image is taken from the ground floor, looking up at the ceiling and the underside of the first floor's glass block floor.

As with the pebble dash panels, the use of glass block as a building material was popular in the 1930s and were widely used in the construction of factories, owing to their ability to provide natural daylight to spaces within a building that could not be naturally lit.

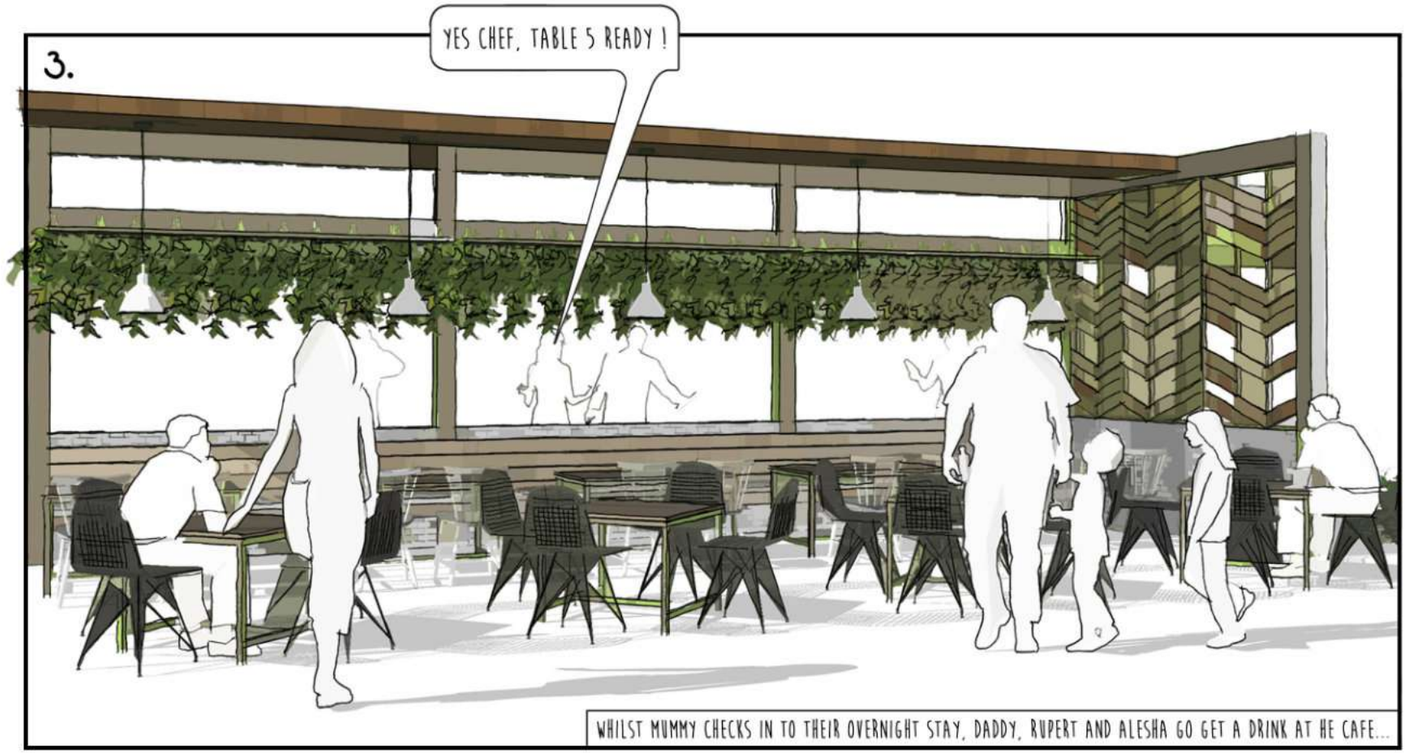
The use of glass blocks in the Loggia is understated and we assume therefore use of the blocks were utilised to provide a function rather than be seen as a feature of architectural interest.

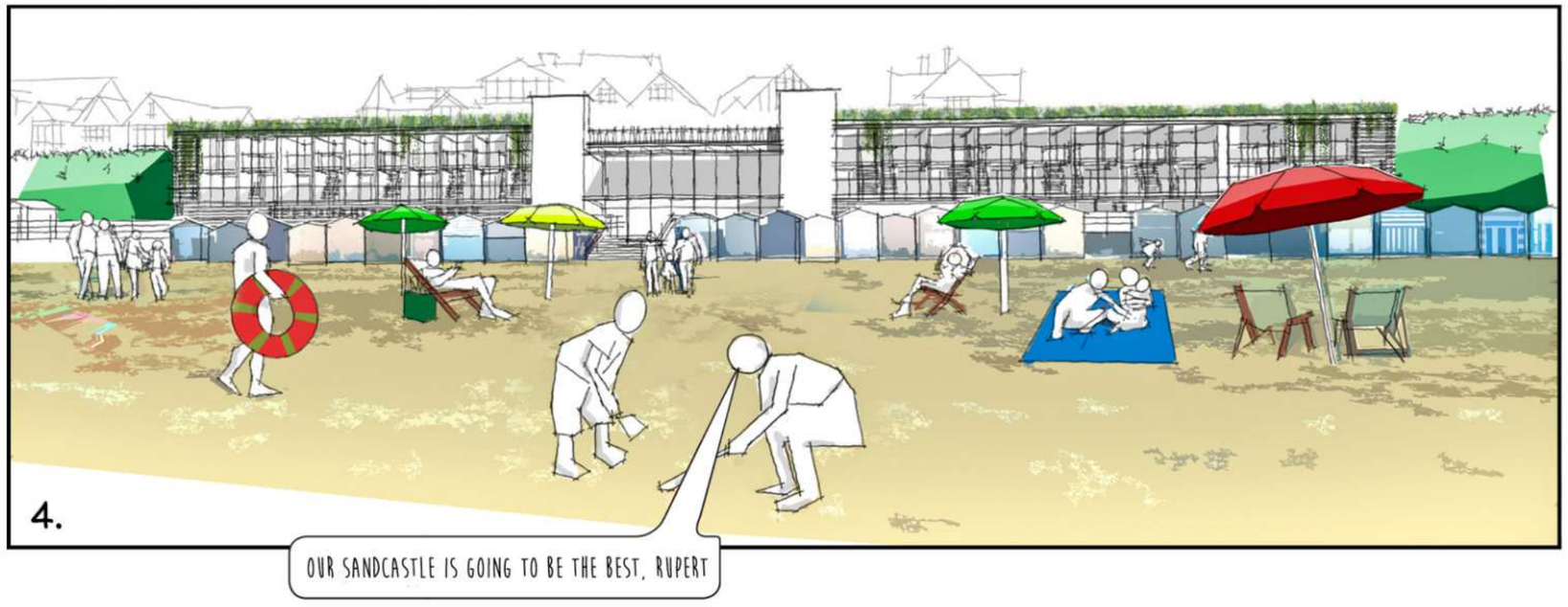


7.1 TARGET AUDIENCE

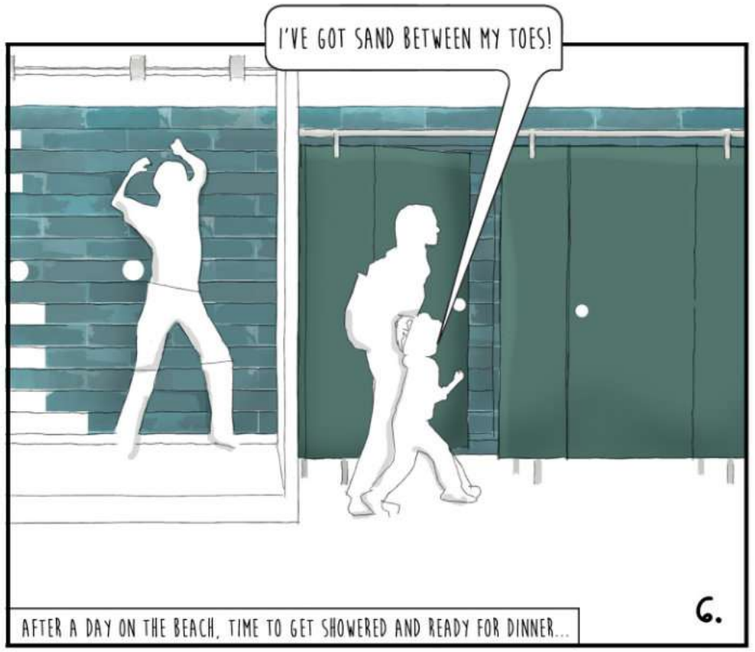
This storyboard has been developed with one target audience for the Loggia in mind, the day-tripper.

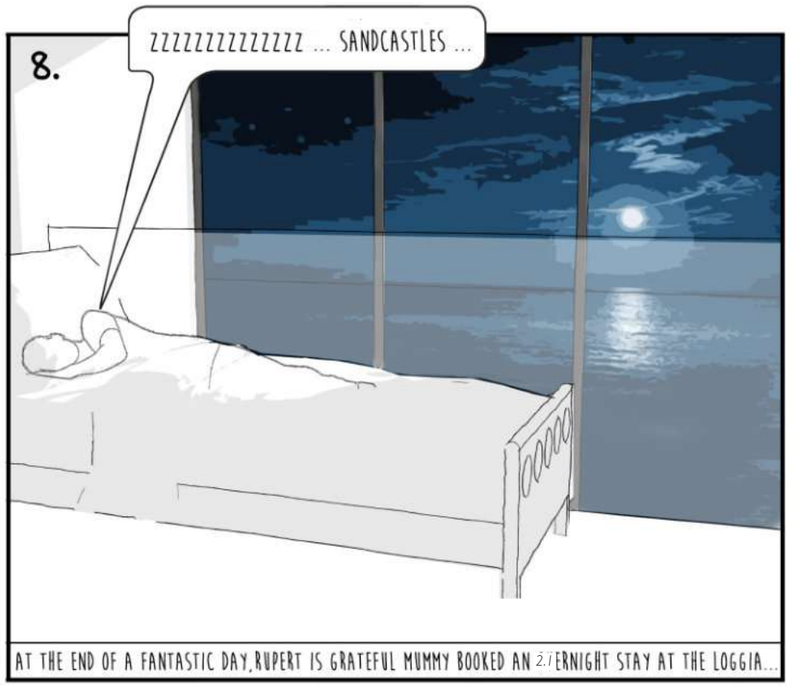
This is the tale of Rupert's 'Big Day Out' and tells the story of a young boy from Canterbury who is visiting his friend Alesha, a Westbrook resident.






5.
ICE CREAM, THE PERFECT WAY TO COOL DOWN ON A HOT SUMMER'S DAY...
YUMMY THERE ARE SOOO MANY DIFFERENT FLAVOURS !


I'VE GOT SAND BETWEEN MY TOES!
AFTER A DAY ON THE BEACH, TIME TO GET SHOWERED AND READY FOR DINNER...
6.


8.
zzzzzzzzzzzzzz ... SANDCASTLES ...
AT THE END OF A FANTASTIC DAY, RUPERT IS GRATEFUL MUMMY BOOKED AN OVERNIGHT STAY AT THE LOGGIA...


IT'S TIME FOR DINNER, RUPERT IS STARVING...
7.
PERSONALLY SIR, I WOULD RECOMMEND THE SEAFOOD

7.2 SCALE AND MASSING

The image on this page is to be read in conjunction with the proposed floor plans, elevations and materiality study found later in this chapter.

The purpose of this image is to demonstrate the volume of the spaces to be created and provide further understanding on how the internal spaces are connected.

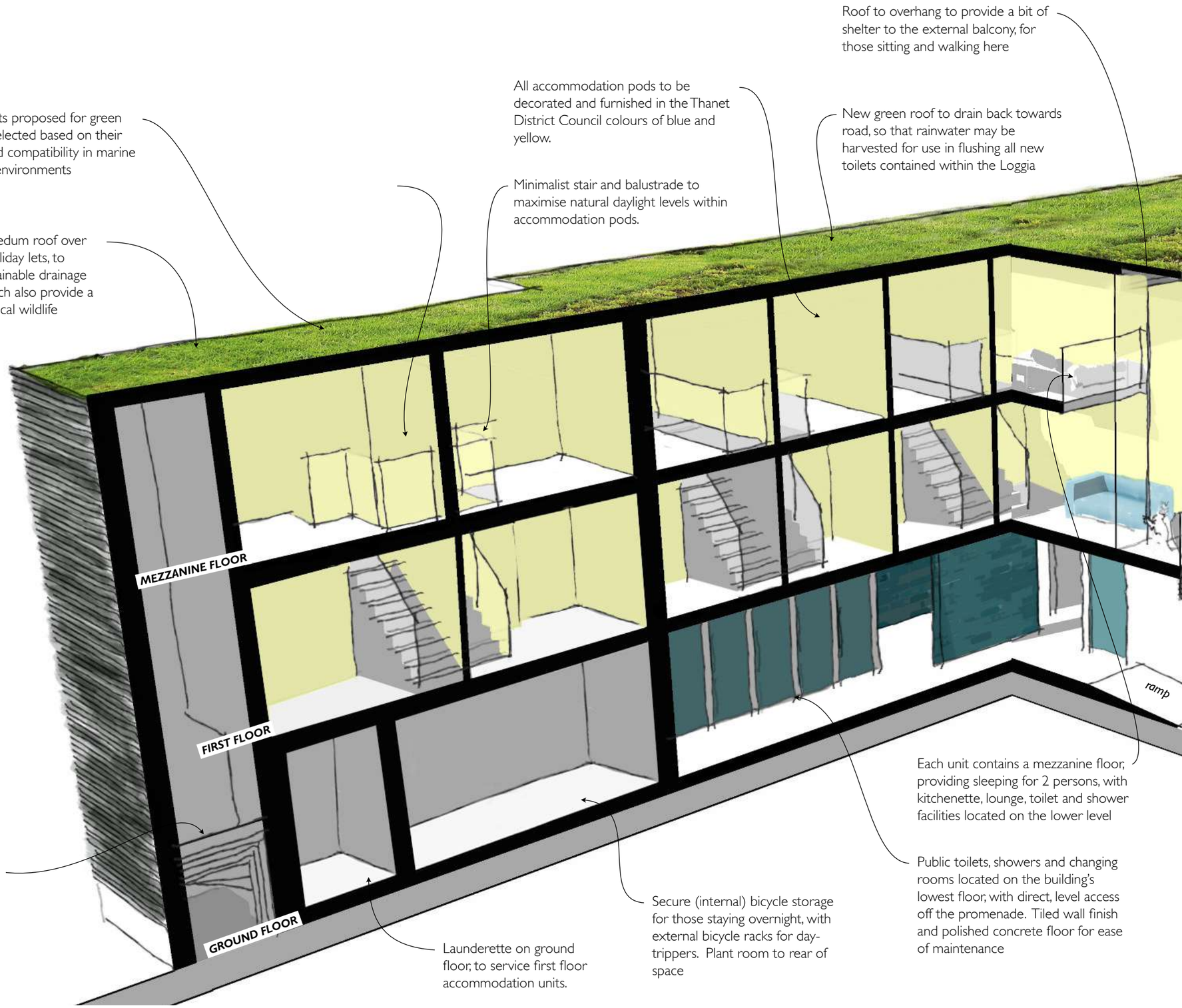
Arranged primarily over two floors, the introduction of a mezzanine floor at first floor level creates further usable space by providing sleeping accommodation for the first floor holiday units. The introduction of glass balustrades and minimalist handrails ensures the interior adopts the same contemporary aesthetic as the proposed treatment for the exterior.

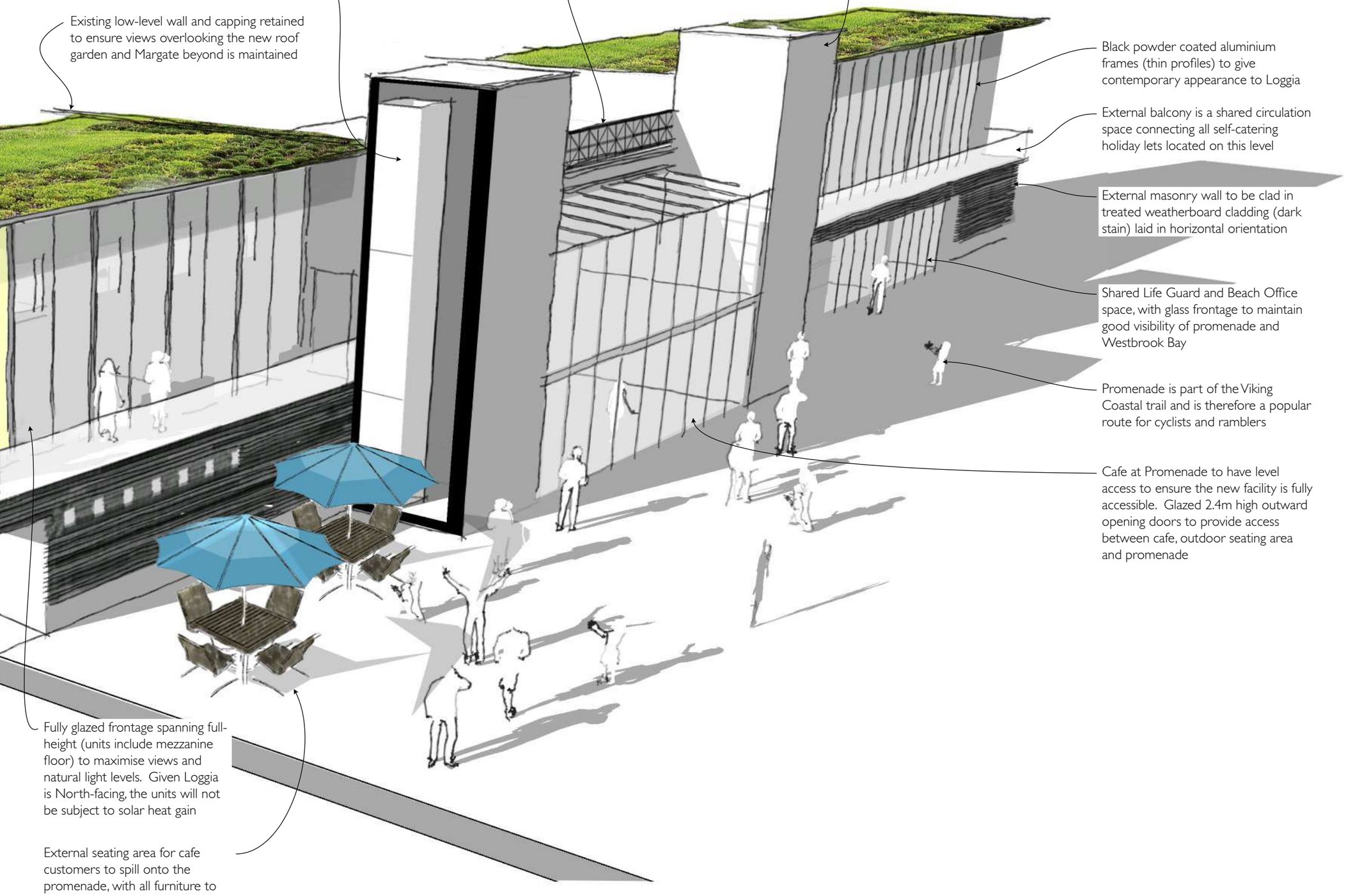
The proposed layouts, further explained on the subsequent pages of this report, are arranged in a manner with the end user in mind. Typically this falls into two key categories;

- Public use. These facilities are generally located on the lowest level of the building, taking advantage of the main thoroughfare (the promenade, which forms part of the Viking Coastal trail).
- Private use. These facilities are located on the upper floor(s) given the restricted access and increase surveillance of these spaces.

Following the study conducted on the accessibility and ease of use of the Loggia, as seen in section 6.3, providing a means of access to all floors for all persons is a key criteria in developing the design. The obvious method in how this might feasibly be achieved is through the use of the two towers as the primary means of public vertical circulation. The east tower, as seen in this image, will contain a new passenger lift. As a result, there will be an increase in height of the two towers to accommodate this new means of access.

The diagrams on the following pages further explain the proposed use and arrangement of rooms, on a floor by floor basis.

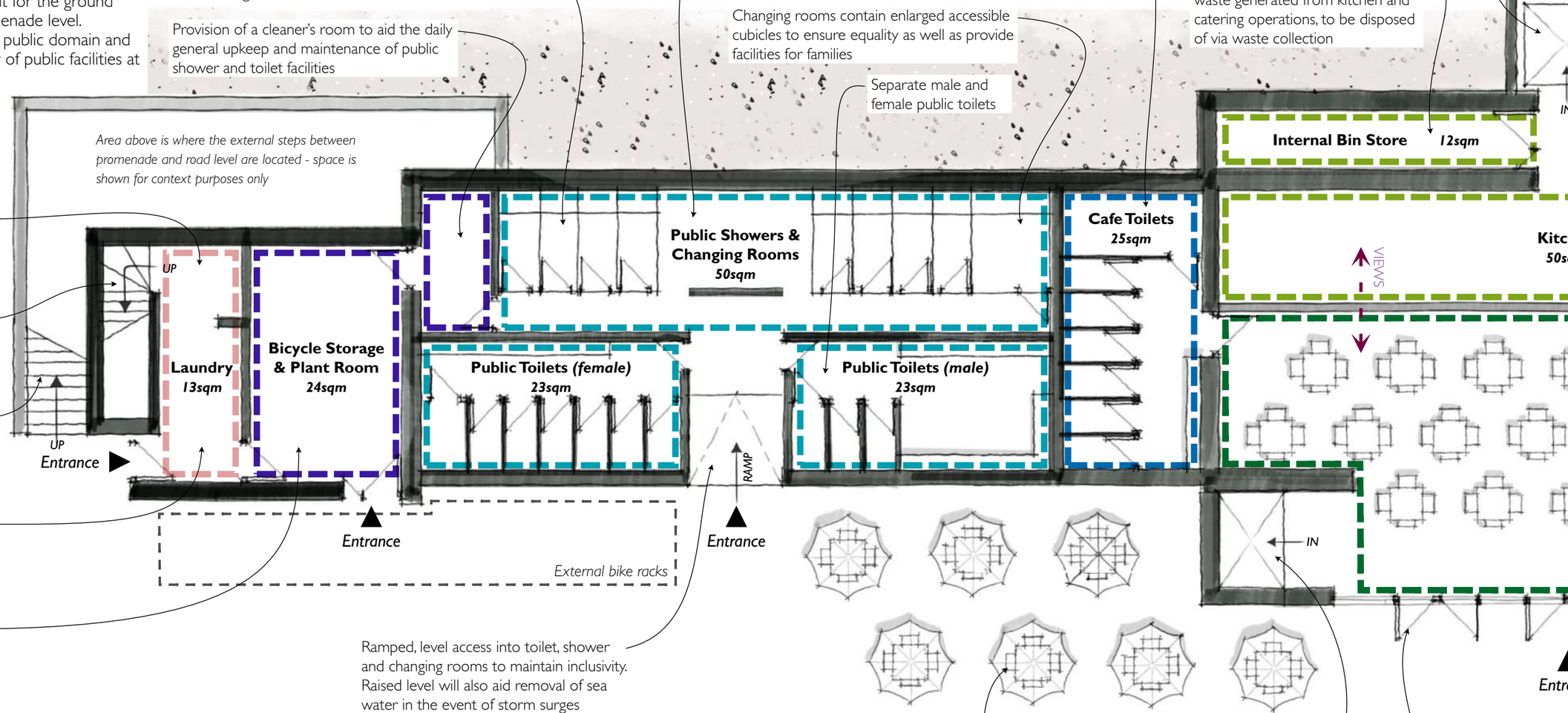



Minimalist glass lift inserted into eastern tower to provide access to all floors
Existing low-level wall and capping retained to ensure views overlooking the new roof garden and Margate beyond is maintained
Existing decorative cast iron balcony at roof level to be repaired and redecorated
The turrets to both towers rebuilt (in a form to be determined) to allow new public circulation routes to be provided. The West tower will contain a new passenger lift whilst the East tower will house a new internal stair, which will provide holistic access across the Loggia
Black powder coated aluminium frames (thin profiles) to give contemporary appearance to Loggia
External balcony is a shared circulation space connecting all self-catering holiday lets located on this level
External masonry wall to be clad in treated weatherboard cladding (dark stain) laid in horizontal orientation
Shared Life Guard and Beach Office space, with glass frontage to maintain good visibility of promenade and Westbrook Bay
Promenade is part of the Viking Coastal trail and is therefore a popular route for cyclists and ramblers
Cafe at Promenade to have level access to ensure the new facility is fully accessible. Glazed 2.4m high outward opening doors to provide access between cafe, outdoor seating area and promenade
Fully glazed frontage spanning full-height (units include mezzanine floor) to maximise views and natural light levels. Given Loggia is North-facing, the units will not be subject to solar heat gain
External seating area for cafe customers to spill onto the promenade, with all furniture to be provided by the cafe operator

7.3 PROPOSED LAYOUT AND USE

The layouts on the following pages have been developed to show how the facilities required to support the introduction of a cafe, restaurant, overnight accommodation and public toilets, showers and changing rooms might be arranged.

This floor plan shows the proposed layout for the ground floor of the Loggia, ground being at promenade level. Typically this floor most engages with the public domain and thus gives reason to position the majority of public facilities at this level.



Clean linen store adjoining new laundry, to serve self-catering accommodation on floor above.

Private internal staircase for staff use only providing access to self-catering accommodation on floor above.

Existing external access up to street level retained. All metal handrails lining the stair are to be renewed.

Staff entrance to laundry, which serves the East side self-catering accommodation on the floor above.

Secure (internal) bicycle storage for those staying overnight, with external bicycle racks for day-trippers. Plant room to rear of space

Provision of a cleaner's room to aid the daily general upkeep and maintenance of public shower and toilet facilities

Public shower and self-contained changing rooms for use by beach goers

Ramped, level access into toilet, shower and changing rooms to maintain inclusivity. Raised level will also aid removal of sea water in the event of storm surges

Shared, communal showers for use by all

Changing rooms contain enlarged accessible cubicles to ensure equality as well as provide facilities for families

Separate male and female public toilets

Unisex toilets with accessible and ambulant cubicles, for use by users of the cafe only

External seating area for cafe customers to spill onto the promenade, with all furniture to be provided by the cafe operator

New passenger lift (21-person, 1600kg maximum load size shown) inserted into existing tower, with excavation works required to accommodate new lift pit

Internal bin store containing food waste generated from kitchen and catering operations, to be disposed of via waste collection

New goods lift inserted with existing shaft amended and excavated to accommodate lift pit. Lift to serve two floor levels only

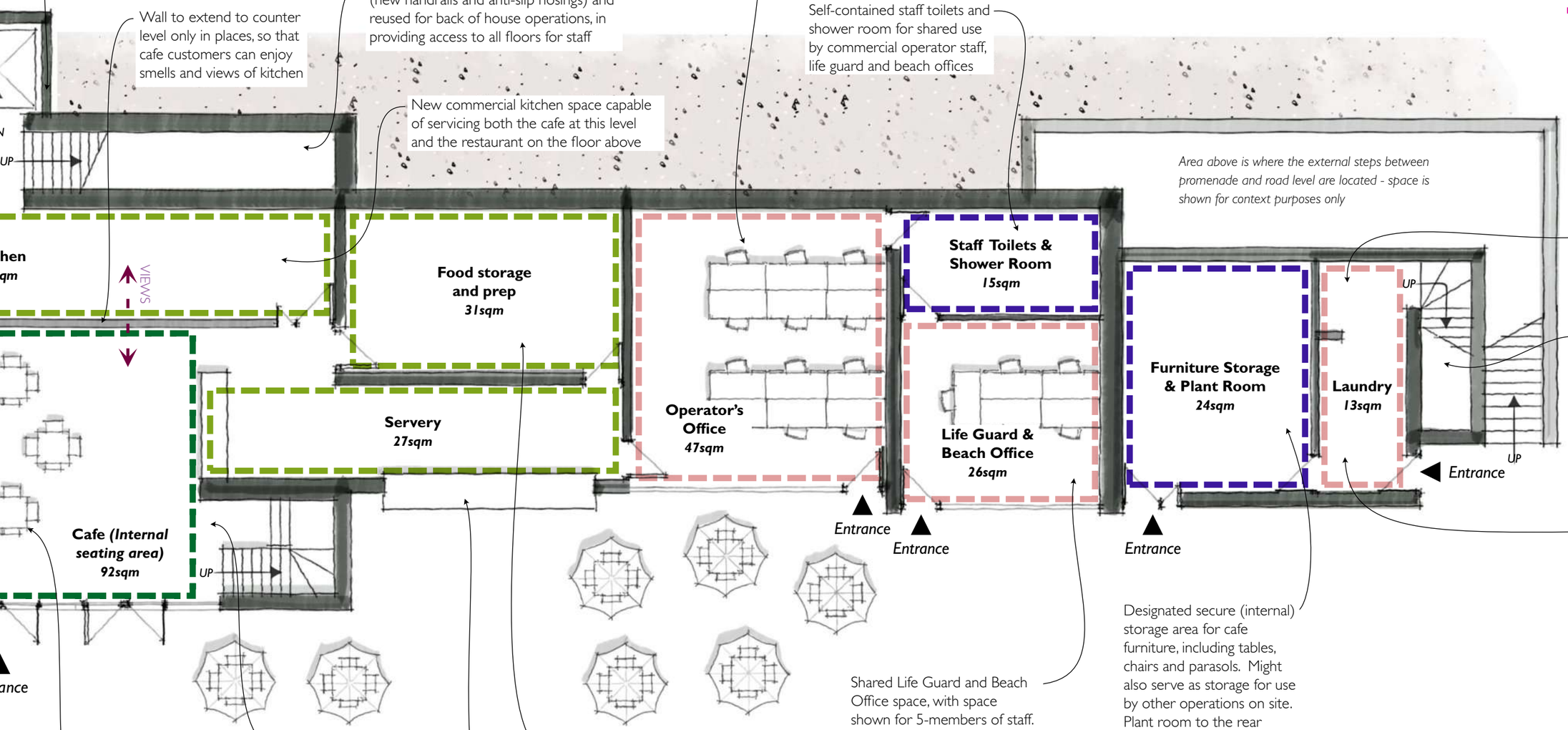
Glazed 2.4m high outward opening doors to aid permeability between cafe, outdoor seating area and promenade

[PROMENADE]

WESTBROOK LOGGIA - PROPOSED GROUND FLOOR PLAN

KEY

- Primary Catering Operations
- Ancillary Catering Operations
- Customer Facilities
- Public Facilities
- Primary Staff Facilities
- Ancillary Staff Facilities
- Accommodation
- Event space



Goods lift to be used by catering operations, to aid transport of food and drinks between the kitchen and restaurant on the floor above

Wall to extend to counter level only in places, so that cafe customers can enjoy smells and views of kitchen

Existing internal staircase refurbished (new handrails and anti-slip nosings) and reused for back of house operations, in providing access to all floors for staff

New commercial kitchen space capable of servicing both the cafe at this level and the restaurant on the floor above

Commercial operator's office, with space shown for 12 members of staff, with direct access into cafe

Self-contained staff toilets and shower room for shared use by commercial operator staff, life guard and beach offices

Clean linen store adjoining new laundry, to serve self-catering accommodation on floor above.

Private internal staircase for staff use only providing access to self-catering accommodation on floor above.

Staff entrance to laundry, which serves the West side self-catering accommodation on the floor above.

Designated secure (internal) storage area for cafe furniture, including tables, chairs and parasols. Might also serve as storage for use by other operations on site. Plant room to the rear

Shared Life Guard and Beach Office space, with space shown for 5-members of staff. Glass frontage to maintain good visibility of promenade and Westbrook Bay

Food storage and preparation area, which adjoining access to the kitchen and servery

New internal stairwell inserted to provide public access to all floors of the Loggia

Cafe with designated internal seating area for visitors, capable of 60-70 covers. Table layout shown for indicative purposes only, cafe operator to advise

Cafe servery with internal and external service capability. To ensure takeaway service can be provided for customers using the promenade and beach

2.1

[PROMENADE]

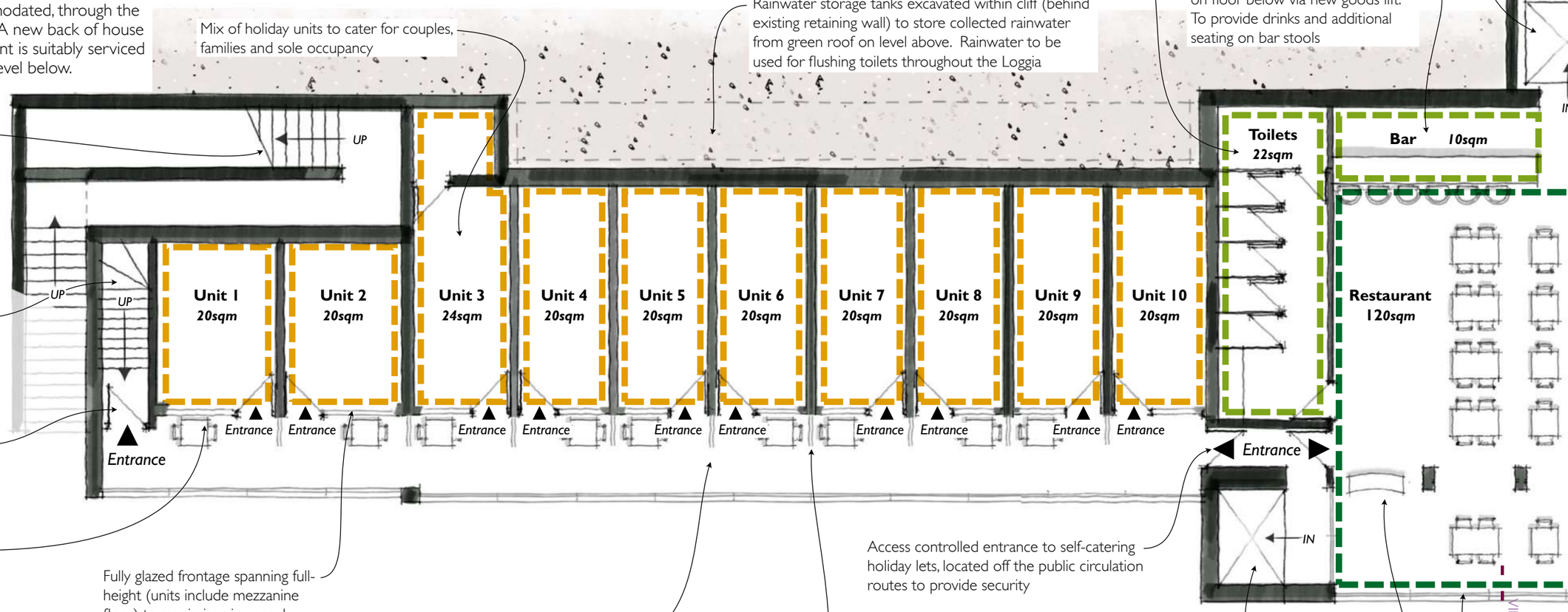
N

This drawing is not to scale.

Note: when viewing electronically, this page is best viewed in a two-page landscape format

The upper level of the Loggia, referred to here as the first floor, is suited for private use, given the detachment from the public domain on the promenade level below. Typically, this allows for the short-stay holiday-lets to be situated at this level, with private access and privileged views overlooking Westbrook Bay.

Provisions for the public are still accommodated, through the introduction of a fine dining restaurant. A new back of house circulation route will ensure the restaurant is suitably serviced by the new commercial kitchen on the level below.



Existing external access up to street level retained. All metal handrails lining the stair are to be renewed and anti-slip nosings applied

Private internal staircase for staff use only providing access from laundry on floor below to self-catering accommodation on this level

Access controlled door for staff use only, for use by employees when cleaning the holiday lets before/after use

End units to have connecting doors so that units can be combined for larger groups, including families or those requiring enhanced access provisions

Mix of holiday units to cater for couples, families and sole occupancy

Fully glazed frontage spanning full-height (units include mezzanine floor) to maximise views and natural light levels. Given Loggia is North-facing, the units will not be subject to solar heat gain

External balcony is a shared circulation space connecting all self-catering holiday lets located on this level

External glass privacy barrier/screen between units to create division when sitting on balcony

Rainwater storage tanks excavated within cliff (behind existing retaining wall) to store collected rainwater from green roof on level above. Rainwater to be used for flushing toilets throughout the Loggia

Unisex toilets with accessible and ambulant cubicles, for use by restaurant diners

Access controlled entrance to self-catering holiday lets, located off the public circulation routes to provide security

New passenger lift (21-person, 1600kg maximum load size shown) inserted into existing tower, to provide access to all floors of the Loggia

Bar area with connection to kitchen on floor below via new goods lift. To provide drinks and additional seating on bar stools

New goods lift inserted with new shaft formed at this level. 1000kg maximum load shown

Staffed welcome desk to meet and greet diners.

Glazed infill with full floor to ceiling height double glazed windows, to maximise views and natural light.

[PROMENADE]

WESTBROOK LOGGIA - PROPOSED FIRST FLOOR PLAN

KEY

- Primary Catering Operations
- Ancillary Catering Operations
- Customer Facilities
- Public Facilities
- Primary Staff Facilities
- Ancillary Staff Facilities
- Accommodation
- Event space

Goods lift to be used by catering operations, to aid transport of food and drinks between the kitchen and restaurant on the floor above

Back of house stairs for staff use only. Provides direct access to kitchen on level below

Restaurant capable of 60-70 covers. Table layout shown for indicative purposes only, cafe operator to advise

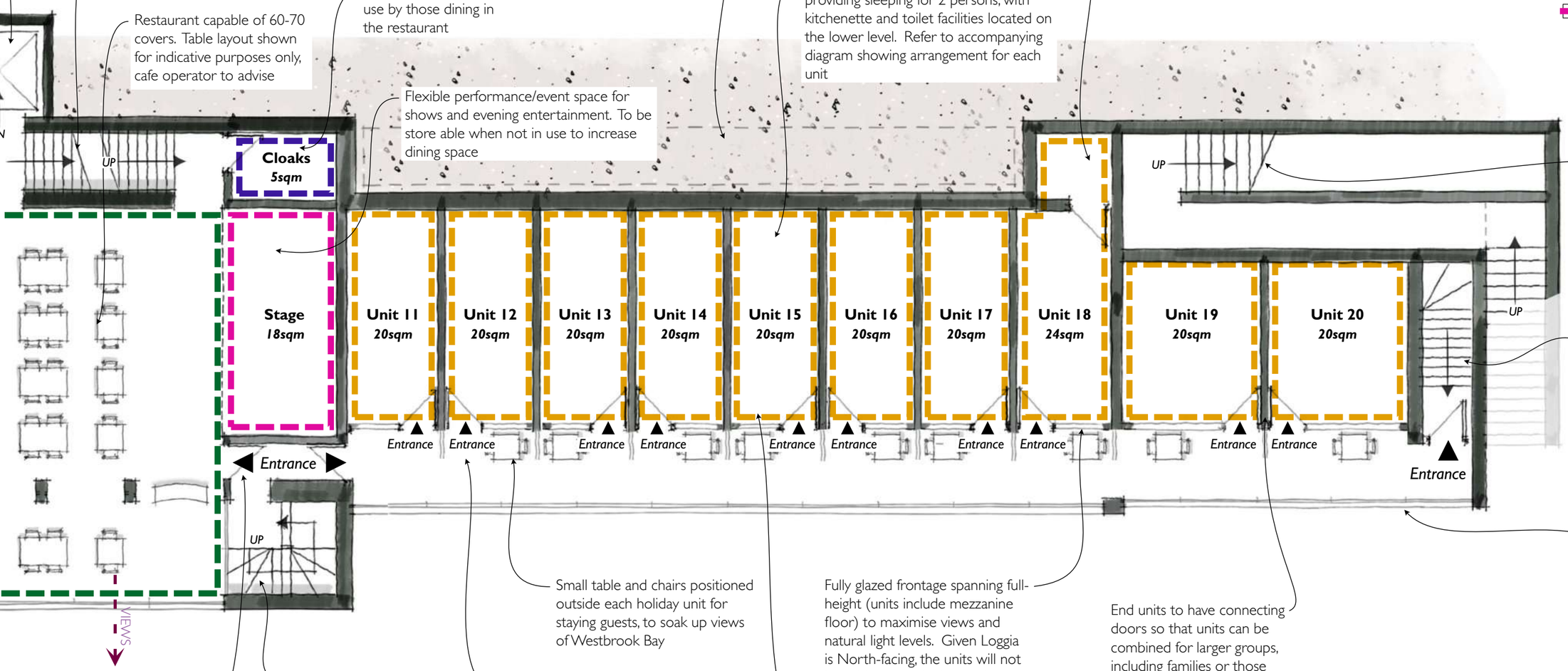
Secure cloakroom for use by those dining in the restaurant

Rainwater storage tanks excavated within cliff (behind existing retaining wall) which stores collected rainwater from green roof on level above. Rainwater to be used for flushing toilets throughout the Loggia

Flexible performance/event space for shows and evening entertainment. To be store able when not in use to increase dining space

Each unit contains a mezzanine floor, providing sleeping for 2 persons, with kitchenette and toilet facilities located on the lower level. Refer to accompanying diagram showing arrangement for each unit

Self-catering short-stay holiday lets, with views overlooking Westbrook Bay



Existing external access up to street level retained. All metal handrails lining the stair are to be renewed and anti-slip nosings applied

Private internal staircase for staff use only providing access from laundry on floor below to self-catering accommodation on this level

Glazed balustrade along the full length of shared balcony

Small table and chairs positioned outside each holiday unit for staying guests, to soak up views of Westbrook Bay

Fully glazed frontage spanning full-height (units include mezzanine floor) to maximise views and natural light levels. Given Loggia is North-facing, the units will not be subject to solar heat gain

End units to have connecting doors so that units can be combined for larger groups, including families or those requiring enhanced access provisions

Entrance into restaurant, with welcome desk to meet and greet diners.

New internal stairwell inserted to provide public access to all floors of the Loggia

Each holiday unit to have its own individual access

Mix of holiday units to cater for couples, families and sole occupancy

[PROMENADE]

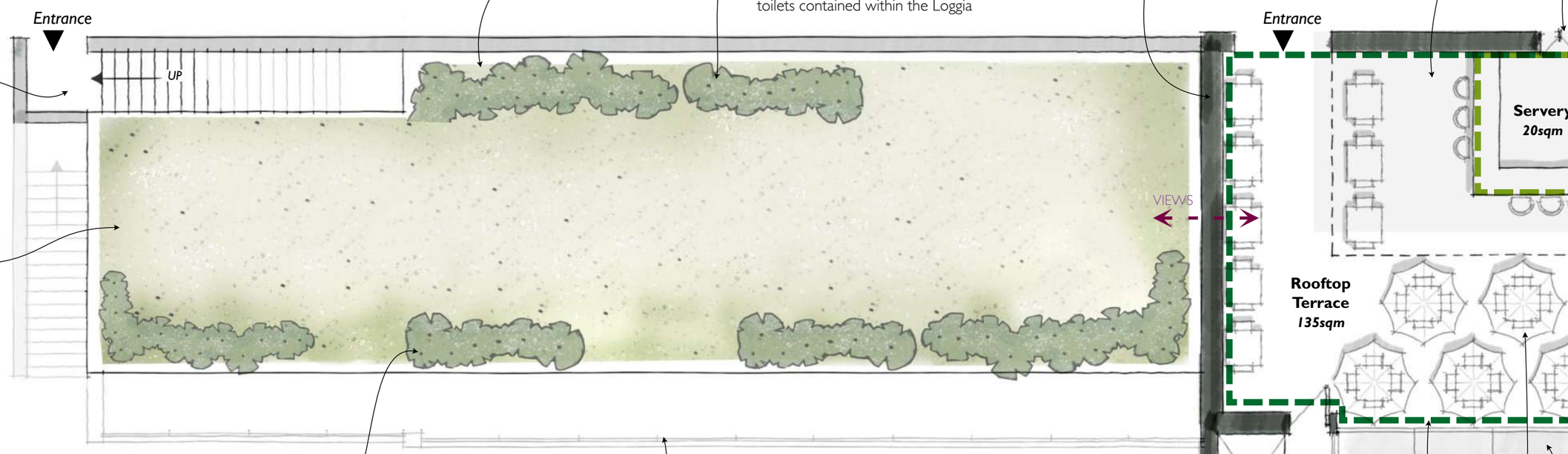
N

This drawing is not to scale.

Note: when viewing electronically, this page is best viewed in a two-page landscape format

At rooftop level, with prime views over Westbrook Bay and further across to Margate, there is an opportunity to accommodate a seasonal outdoor seating area, for drinks and dining.

The rooftop gardens will soften the material palette whilst also provide a natural habitat for local wildlife. Each roof will provide a means of harvesting rainwater for flushing toilets within the building.



Existing external access up to street level retained. All metal handrails lining the stair are to be renewed and anti-slip nosings applied

New grass sedum roof over first floor holiday lets, to provide sustainable drainage solution, which also provide a habitat for local wildlife

All new plants proposed for green roof to be selected based on their suitability and compatibility in marine and coastal environments

Staff access directly off street to ensure roof can be maintained

Outline of shared balcony on level below

New green roof to drain back towards road, so that rainwater may be harvested for use in flushing all new toilets contained within the Loggia

Existing low-level wall and capping retained to ensure views overlooking the new roof garden and Margate beyond is maintained

The turrets to both towers rebuilt (in a form to be determined) to allow new public circulation routes to be provided. The West tower will contain a new passenger lift whilst the East tower will house a new internal stair, which will provide holistic access across the Loggia

New passenger lift (21-person, 1600kg maximum load size shown) inserted into existing tower, to provide access to all floors of the Loggia

Direct and separate access to the road for the catering operation, to provide back of house route for deliveries and refuse collection

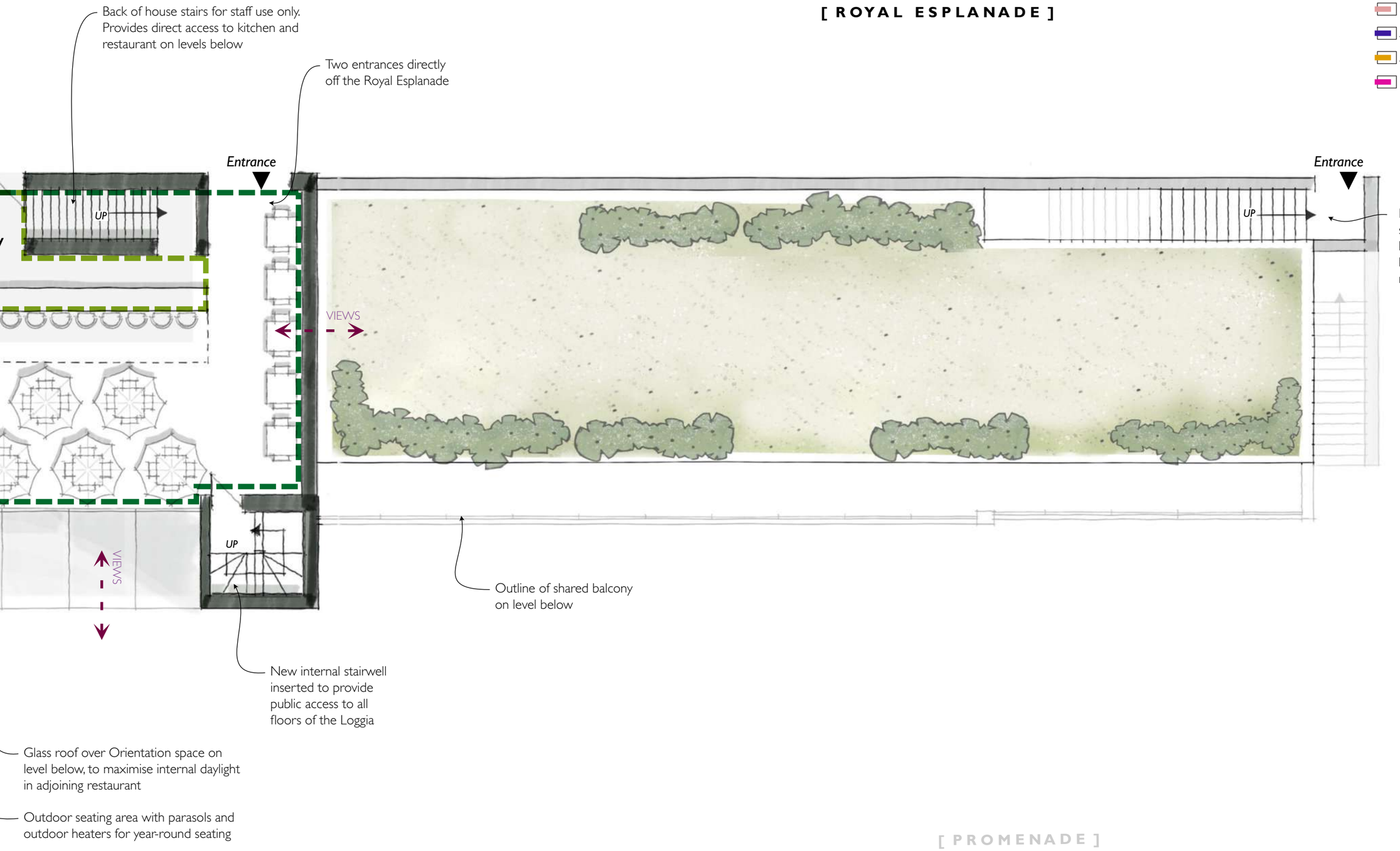
Covered area (single storey, canvas material) over newly created rooftop bar to provide sheltered area at this level

Existing cast iron decorative balustrade at rooftop level to be repaired and restored. Balustrade will maintain views overlooking Westbrook Bay

WESTBROOK LOGGIA - PROPOSED ROOF PLAN

KEY

- Primary Catering Operations
- Ancillary Catering Operations
- Customer Facilities
- Public Facilities
- Primary Staff Facilities
- Ancillary Staff Facilities
- Accommodation
- Event space



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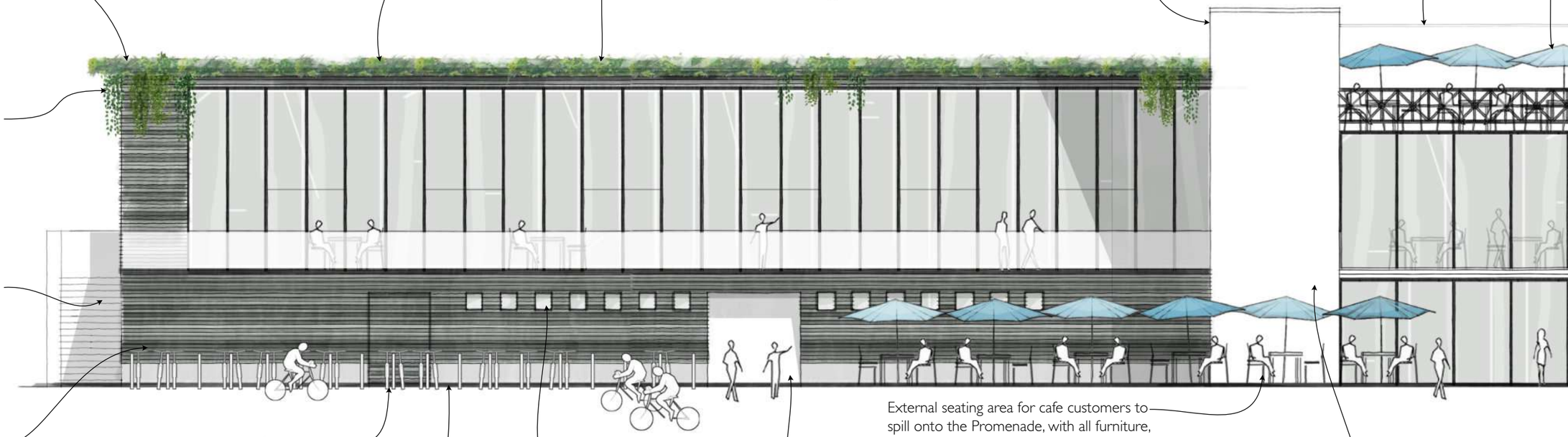
Note: when viewing electronically, this page is best viewed in a two-page landscape format

A simplified palette will help to create a unified aesthetic, when viewing the Loggia from Westbrook Bay. The proposed dark stained timber weatherboard cladding is characteristic of Kentish coastal properties and set against the new rendered towers creates a striking visual contrast. This culminates in the creation of a contemporary facility, suitable for a modern day, 21st Century Loggia.



New grass sedum roof over first floor holiday lets, to provide sustainable drainage solution, which also provide a habitat for local wildlife

All new plants proposed for green roof to be selected based on their suitability and compatibility in marine and coastal environments

New green roof to drain back towards road, so that rainwater may be harvested for use in flushing all new toilets contained within the Loggia

The turrets to both towers rebuilt (in a form to be determined) to allow new public circulation routes to be provided. The West tower will contain a new passenger lift whilst the East tower will house a new internal stair, which will provide holistic access across the Loggia

Covered area (single storey, canvas material) over newly created rooftop bar to provide sheltered area at this level

External seating area at roof level with views overlooking Westbrook Bay

Short return on elevation to provide vertical surface for trailing and climbing plants, to soften the material palette and create a seasonal appearance throughout the year

Existing external access up to street level retained. All metal handrails lining the stair are to be renewed and anti-slip nosings applied

External masonry wall to be clad in treated weatherboard cladding (tarred) laid in horizontal orientation

External bicycle racks for public use, to accommodate visitors using the Viking Coastal trail and Promenade

Rendered, painted brick plinth (6 courses shown) below weatherboard cladding

Small windows to provide natural ventilation and light into public toilets, using frosted glass for privacy

Public toilet and shower facilities easily accessible from Promenade

External seating area for cafe customers to spill onto the Promenade, with all furniture, including tables, chairs and sun parasols to be provided by the cafe operator

Render to both towers painted in an off-white colour to create a striking contrast against the dark stained timber weatherboard cladding

Cafe at Promenade to have level access to ensure the new facility is fully accessible

WESTBROOK LOGGIA - ELEVATION TO THE SEA

Glass roof over restaurant infill on first floor level, to maximise internal daylight

Glazing to create internal dining space for restaurant customers at first floor level with privileged views over Westbrook Bay

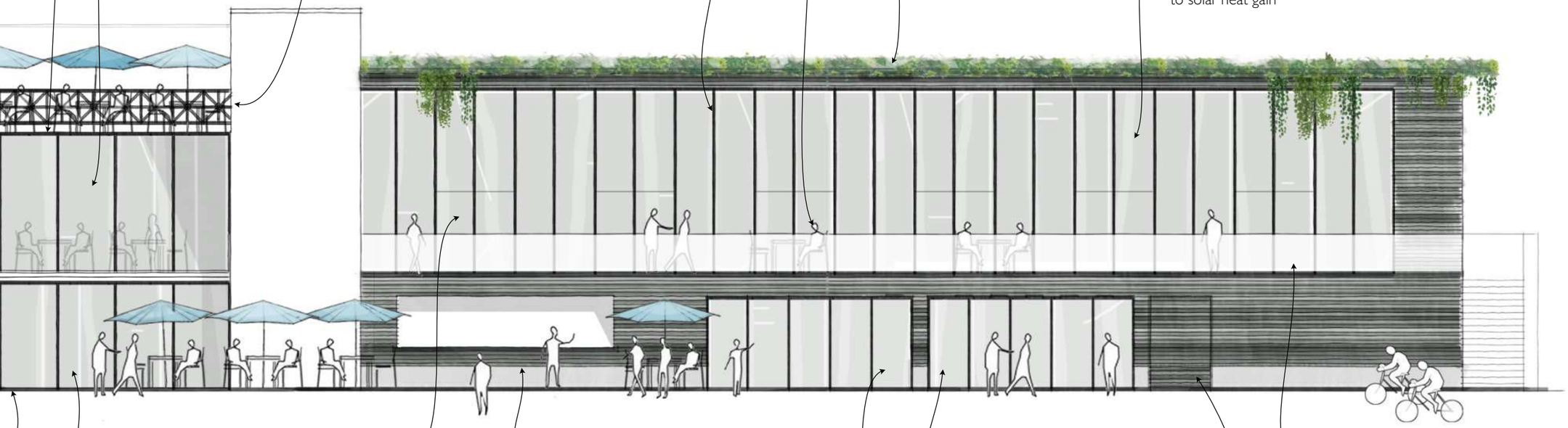
Existing decorative cast iron balcony at roof level to be repaired and redecorated

Small table and chairs positioned outside each holiday unit for staying guests, to soak up views of Westbrook Bay

Roof line of newly formed East and West wings will be slightly higher than that of existing, to accommodate internal mezzanine floor within holiday lets. Impact softened to residents by sloping roof line towards the road, which will aid the collection and harvesting of rainwater

Black powder coated aluminium frames (thin profiles) to give contemporary appearance to Loggia

Fully glazed frontage spanning full-height (units include mezzanine floor) to maximise views and natural light levels. Given Loggia is North-facing, the units will not be subject to solar heat gain



Top of towers 9.75m

Roof level 8.10m

Street level 6.80m

Mezzanine level 5.40m

First floor level 3.00m

Promenade level 0.00m

Each holiday unit to have its own individual access off newly created external balcony

Cafe servery with internal and external service capability. To ensure takeaway service can be provided for customers using the promenade and beach

Shared Life Guard and Beach Office, with space for 5-members of staff. Glass frontage to maintain good visibility of promenade and Westbrook Bay

External balcony is a shared circulation space connecting all self-catering holiday lets located on this level. Glazed balustrade along the full length of shared balcony

Glazed 2.4m high outward opening doors to provide access between cafe, outdoor seating area and promenade

Commercial operator's office, with space for 12 members of staff, with glass frontage to provide views and natural light

Doors to plant room and furniture storage area within are to be clad in timber weatherboard to match the elevation, to lessen visibility of ancillary provisions on the elevation

N

This drawing is not to scale.

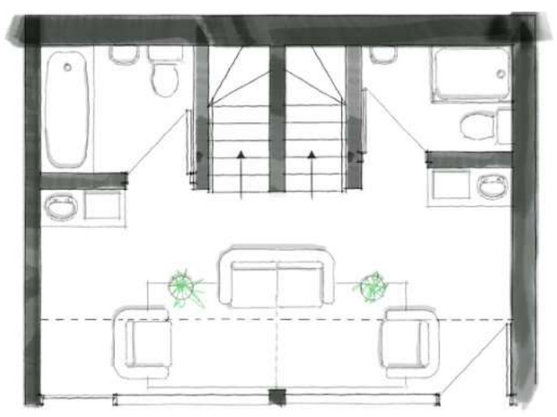
A further study has been undertaken to understand how the accommodation pods might suitably be arranged to provide sufficient floor space. Typically, when arranged over two primary levels, the first floor and a newly inserted mezzanine, the combined floor area is in the region of 20 square metres.

On further investigating the internal layouts, we have deduced there will typically be two type of accommodation pods. These are as follows:

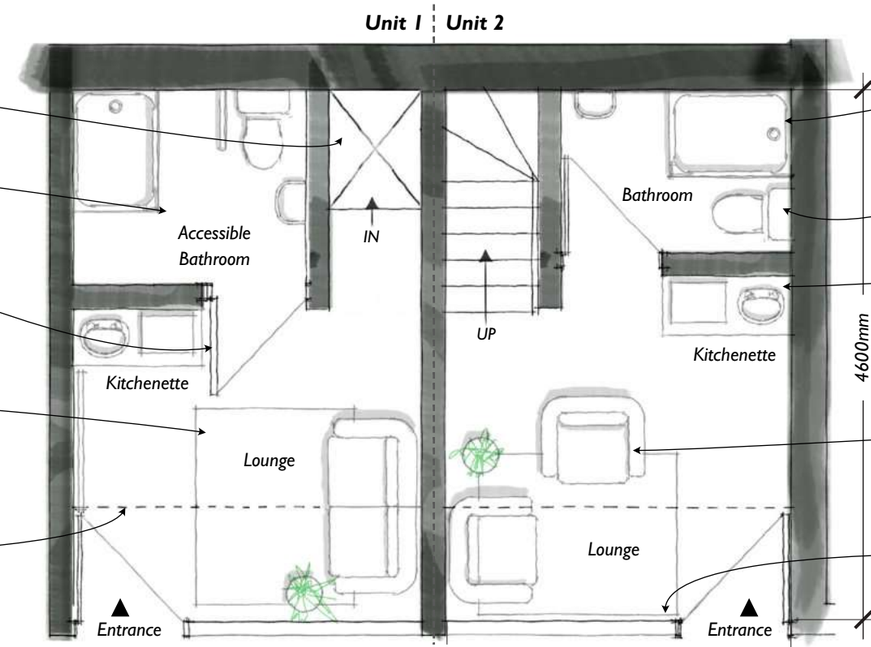
- Type 1, units located at the far outer ends of the east and west wings. As shown on this plan, type 1 applies to units 1, 2, 19 and 20 (when referring to the first floor plan). These will be accessible rooms, capable of accommodating Equality Act Compliant facilities.
- Type 2, units located to the core of the floor space and make up the predominant type of accommodation. The internal arrangement is shown on the next page.

When presenting the initial study to Thanet District Council during an interim meeting in September 2021, it was further realised the accommodation would benefit from an element of flexibility, to enable rooms to be combined and therefore cater for larger groups, including families.

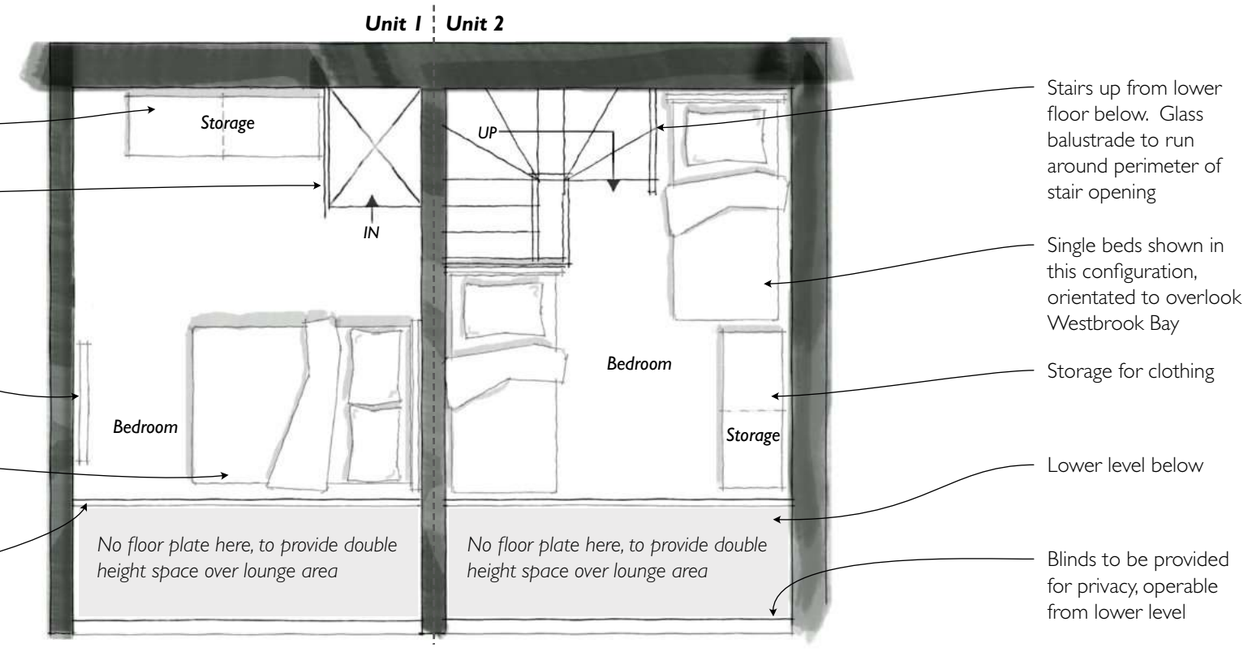
Such methods of achieving this in a rigid, modular form might entail sliding, interconnecting doors, as shown in the image below, to ensure the accommodation can be adapted at ease to suit the end user.



Above: alternative layout showing how units might be adapted for larger groups through a folding screen (into a pocket at lower level) so that a larger singular space is created. Further investigation is required to avoid the duplication of kitchenettes and bathrooms, as above.



TYPICAL ROOM PLAN *(UNITS 1, 2, 19 & 20)* - Lower Level, configuration 1
This drawing is not to scale



TYPICAL ROOM PLAN *(UNITS 1, 2, 19 & 20)* - Mezzanine Level
This drawing is not to scale

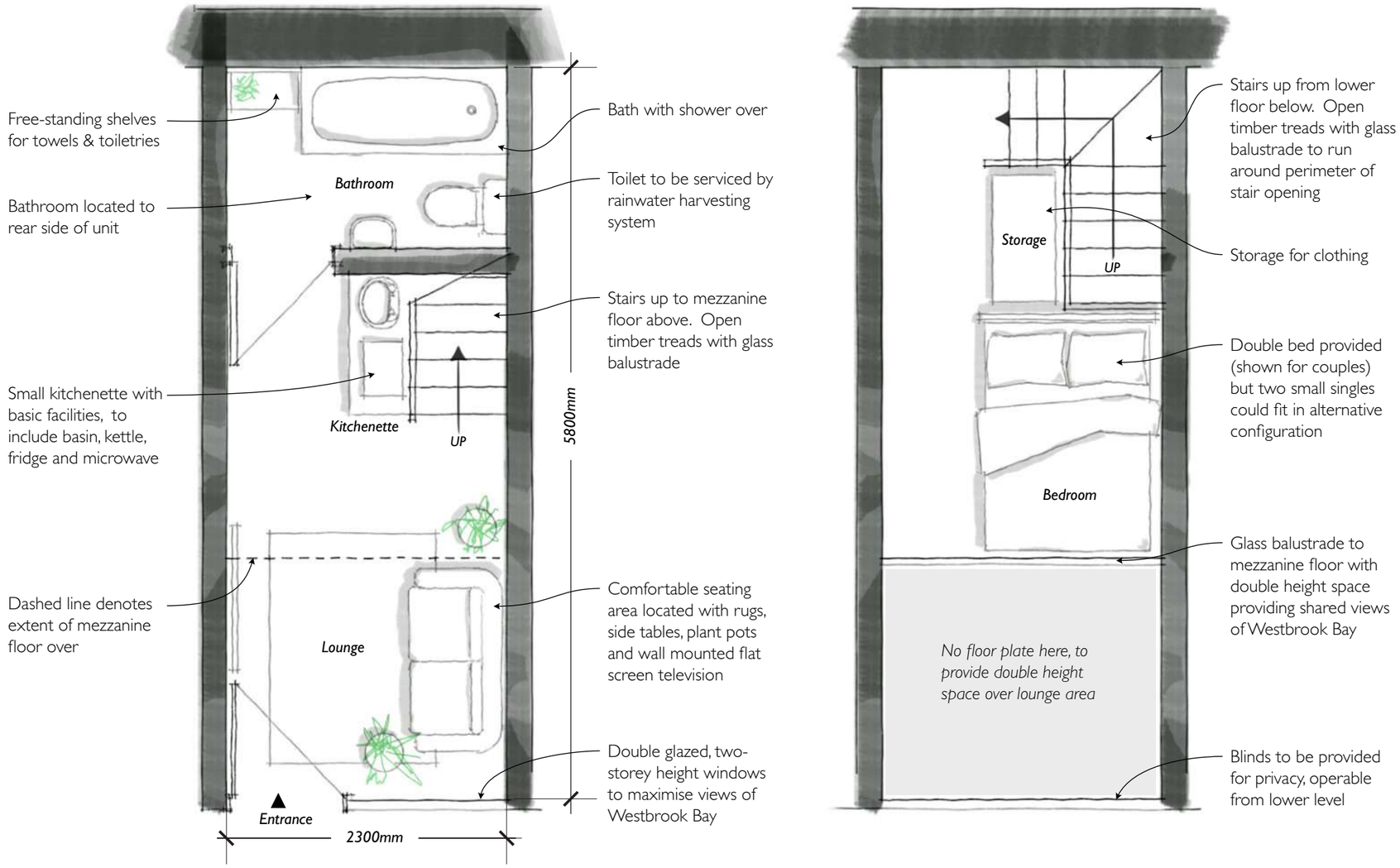
The diagrams on this page show the general internal layout for units 3 to 18 (inclusive). As noted, each accommodation pod will cater for couples and sole occupancy but will need to be flexible so that larger groups can use the spaces.

One method this might be achieved would be through the inclusion of sliding walls to create inter-connecting rooms, as shown on the previous page. However, a simpler solution may lie in the type of furnishings provided - a sofa bed for example would provide additional sleeping arrangements.

As with the units on the previous page, units 3 to 18 are arranged over two levels, with the introduction of a mezzanine floor providing additional sleeping and private space. This upper level might be accessed via an internal staircase, as shown, or an accessibility platform lift, for less able persons. The mezzanine floor would not extend the full depth of the floor, to ensure a double height space over the living quarters below is achieved.

The accommodation units are arranged in a manner which seek to maximise views and natural daylight. Therefore, large, double-height, floor to ceiling windows and doors along the frontage ensure such principles can be accommodated. The location of a bathroom to the rear of the unit, where views and natural light are less essential is an effective use of space.

A small kitchenette, with basic provisions including a sink, kettle, microwave and fridge ensures that some self-catering service is provided. However, in keeping provisions basic, the objective would be to encourage occupants to use the new cafe and restaurant facilities within the Loggia.



TYPICAL ROOM PLAN ***(UNITS 3 to 18)*** **- Lower and Mezzanine Levels**
This drawing is not to scale

7.4 MATERIALS

Local Material Palette

External finishes along this stretch of the coastline are largely brick or render, with some clay tile hanging present on Westbrook's seafront villas. Other more recent architectural additions to the seafront are finished in metal panels, timber rain screen and render.

View of Margate - Brick, tile and render

Turner Contemporary, metal clad

Turnstone Mews, metal, timber and render

Beach houses, timber rain screen

Westbrook beach huts

Beach Architecture

Forward of the cliff into which Westbrook Loggia is sunken, architectural forms - the beach huts and viewing shelters - are all clad in timber. Council owned structures are painted in blue and yellow whilst privately owned beach huts are represented by an array of colours and patterns.

Locally, the natural landscape is chalk, topped with grass and wild flower. Rubble walling, metal railings and hedges form boundaries.

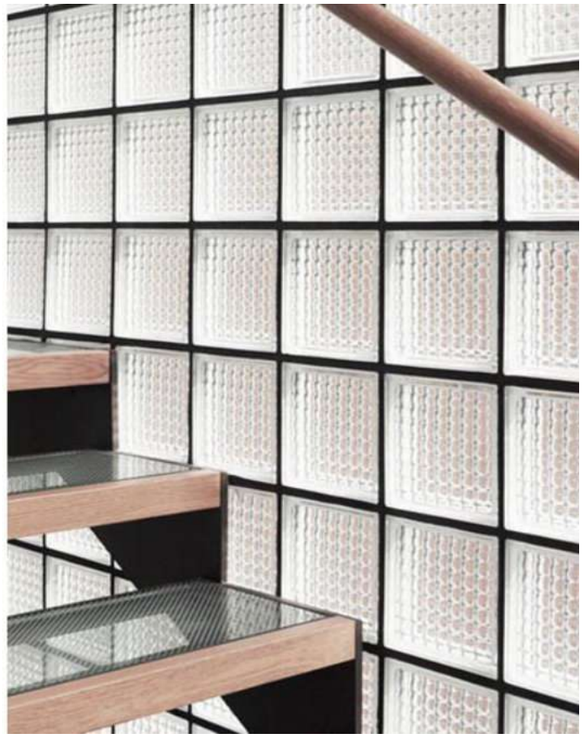
Westonville Bathing Pavilion

Bathing Machine

Timber rain screen
Russwood

Bathing Materiality

Bathing is historically important to Westbrook and the Westbrook Loggia. Bathing machines - huts on wheels, clad in timber with canvas modesty hoods -were invented in Margate and were used until the early 20th Century - when the Westonville Bathing Pavilion was completed. The pavilion provided changing facilities for bathers. Materials associated with local bathing traditions may be used as a celebration of the building's past.



Durability in Coastal Locations
Materials that have a rough or undulating surface are beneficial in coastal conditions as they act as a buffer to the building fabric by reducing the impact of cold winds and driving rain.

Rain screens clad with timber or tile provide protection to buildings by creating an an outer skin. Timber and tile are suitable in these locations as the material is able to withstand harsh weather conditions, whilst the amount of driving rain that is able to reach the building fabric is reduced by the screen.


Beachside House, timber rain screen and Gabions filled with pebbles
ABIR Architects

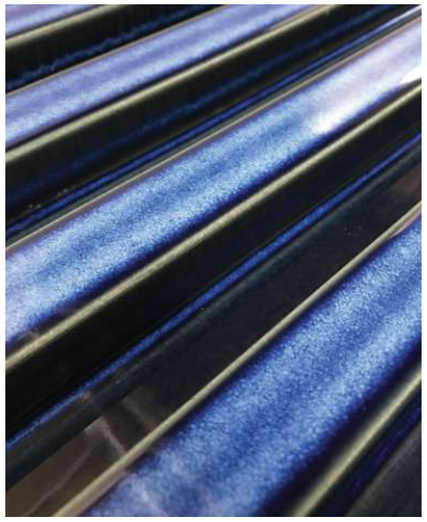

School and daycare
JKMM Architects

Introducing some colour would align Westbrook Loggia with locally used beach huts - inviting locals to feel a degree of ownership towards the building.


The Longest Bench
Studio Weave

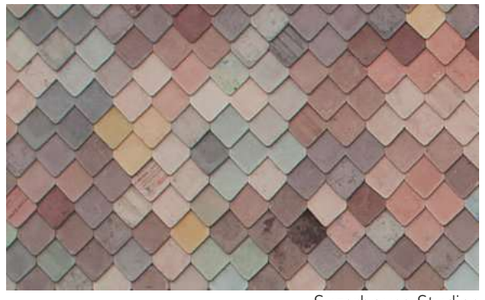

Jerwood Gallery, glazed tiles
HAT Projects


Glazed tiles
Darwen Terracotta




Standing seam metal cladding


Glazed terracotta rain screen


Sugarhouse Studios
Assemble

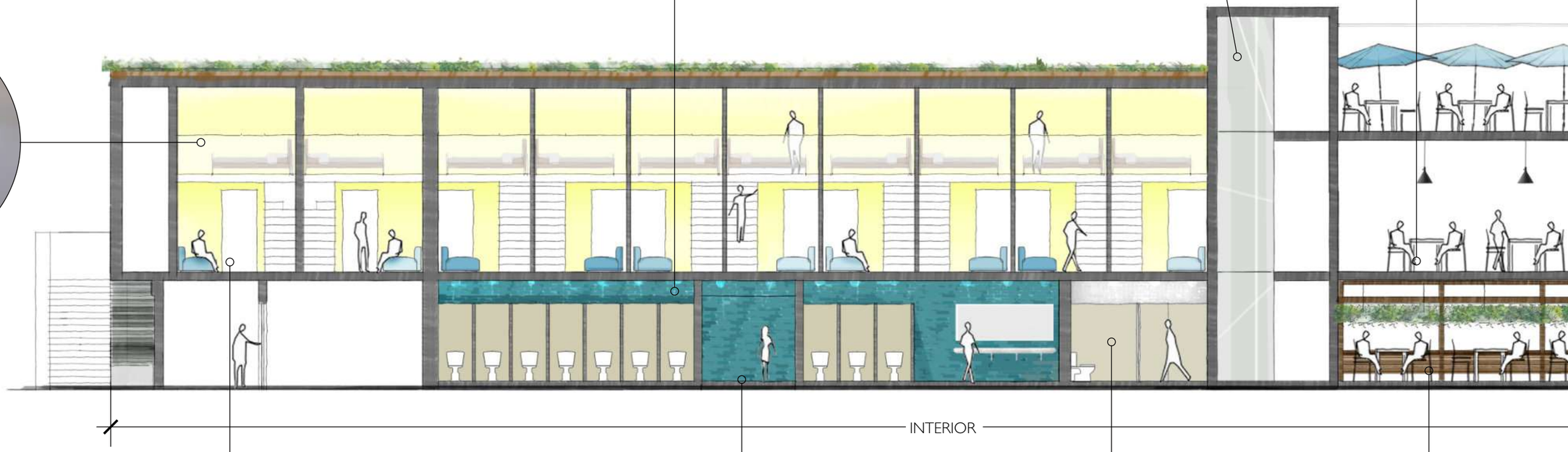
Note: when viewing electronically, this page is best viewed in a two-page landscape format

A study has been undertaken to investigate the type of materials that might be utilised within the Loggia, both internally and externally. Aside from the general finish and overall appearance, the suggested materials have also been assessed based on their suitability to perform within the areas and environments they will be subject to.

Glazed wall tiles in an ocean coloured finish to public toilets and changing rooms.

Minimalist glass lift inserted into eastern tower. Will aid in drawing natural through the building into the floors below.

Minimalist stair and balustrade to maximise natural daylight levels within accommodation pods.



All accommodation pods to be decorated and furnished in the Thanet District Council colours of blue and yellow.

Polished concrete floors used for main public spaces, due to affordability and practicality. Floor may need to retain element of tactility to aid slip resistance.

Commercial fit-out of cubicles, using bright, plain colours.

Cafe space to have modern contemporary finishes that complement the exterior which borrow features of the proposed external treatment i.e. hanging greenery, plants.

WESTBROOK LOGGIA - ELEVATION TO THE SEA

High-quality timber floor finish to first floor restaurant to create notion of elegance and quality within the space. Timber is practical and hard-wearing whilst it would not be subject to potential wetter conditions on the floor below.

Triple glazed, metal framed (finished black in colour) window frames, with UV solar coating. As this side of the building is north facing, the Loggia will not be subject to excessive solar heat gain, and the temperature variation caused by this.

Grass/sedum roof covering to first floor accommodation. Plants selected based on ability to thrive in coastal environment but also for low maintenance properties. Will enhance wildlife diversity by providing natural habitat.

External masonry walls to both towers to be finished in a lime-based render and finished in a white-wash coat, to enhance the contrast against the black tarred timber weatherboard.

Minimalist glass balcony to ensure views from the first floor accommodation pods overlooking Westbrook Bay are maintained, with slender handrails. Self-cleaning glass would be beneficial to mitigate effects of sea-spray.

Dark stained, treated timber weatherboard cladding to building, characteristic of Kentish coastal properties. Timber is a durable material associated with marine environments given the history of boat building although a maintenance regime will need to be implemented for ensuring the timber retains its finish.

N

This drawing is not to scale.

7.5 RENEWABLE ENERGIES

Electrics (lights and appliances)
The position of the building, sunken into the cliff, results in a deep floor plan which can only be naturally lit from one side. Some of the facilities, including the accommodation and the restaurant, are also likely to be used outside of daylight hours. In addition, spaces such as the laundry rooms, lift, commercial kitchen and food storage area will demand more electricity for appliances. These factors result in a relatively high energy demand for electrics. The following sources of renewable energy are being considered:

Solar Photovoltaics
There is potential for Solar PVs to be installed on the roof of the building - orientated towards the South. The amount of shading, cast by the 3-storey houses over the roof throughout the day and different seasons, is to be assessed in order to ascertain efficiency. Installation of solar panels would require additional guarding from the public thoroughfare and there would be a requirement to avoid glare from the solar panels, back to the residences.

On-site Wind turbine
The seafront location of the Westbrook Loggia and the absence of obstructions to the prevailing south-west wind, would suggest that a wind turbine on site would efficiently generate a high degree of energy for the proposal. However, the sensitive position of the building in relation to the SSSI, SPA, SAC and the Ramsar site would render the use of a wind turbine unfeasible, due to the risk posed to wildlife, particularly protected birds. A wind turbine in this location would also interrupt views, having a negative visual impact on the Landscape Character Area.

Tidal Power
The predictability of the tide means that tidal systems provide a reliable source of kinetic energy that is far less likely to require a back up energy supply. Tidal energy can be supplied to the grid by turbines under the sea, barrages or lagoons. Although the seafront location of the Loggia leads to the conclusion that tidal would be a very efficient means of energy, the cost of tidal turbines supplying individual sites is still very high and barrages and lagoons require a great deal of infrastructure - which would be disruptive to the public beach.

Renewable Energy Providers
Although an on-site wind turbine is not considered to be suitable for this site; solar panels may not be the most efficient source of energy when the building is shaded during winter months; and individual tidal supply is not yet viable - an agreement with the building owner and all tenants to use energy from companies that are strictly supplied by renewables would be a suitable approach to sustainably powering the building.

Thermal energies
Heated by electric supply
(See Electric sources)

Heat Pumps:
A heat pump may provide a suitable solution for some of the proposal's heat demand.

Air Source
Situated in a coastal location, the Westbrook Loggia is exposed to cold northerly winds, exaggerated by sea breezes. In addition, there is a high proportion of glazing facing north. As a result, although thermal upgrading will greatly improve heat loss from the building, the siting of the building will mean that heat loss from the proposal could be relatively significant. The sizing of an air source heat pump is relative to the heat loss - and pumps in coastal locations are typically larger due to greater exposure and higher heat loss.

An air source heat pump in a coastal location will also require protective coatings - to protect the unit from sea air corrosion.

Ground Source
Ground source heat pumps are more efficient than air source, particularly during the winter months. Air source heat pumps rely on air temperature which can fluctuate dramatically. The ground stores solar heat from the summer months and is therefore much warmer than the air during colder weather - when building users typically need to turn the heating on.

Ground source heat pumps are suitable for public and commercial buildings where the occupancy is relatively constant. Extreme fluctuations in heat demand can absorb too much heat too quickly from the ground source - reducing the heat store. As a seafront building, the Westbrook Loggia is most likely to experience greater fluctuations in occupancy during the summer (when business is particularly weather dependent and there is less demand for heating). Heat demand during the winter is more likely to follow a regular trend, therefore a ground source heat pump would be well-suited to the proposal.

A ground source heat pump also avoids plant noise, visual impact and deliveries of fuel.

Marine Source
Similarly to ground source heat pumps, marine source heat pumps are more efficient than air source, due to thermal inertia. The sea stores solar heat during the summer and is therefore warmer than the air during the winter months.

A marine source pump would require a heat exchange sub station, potentially separate to the main building.

In a closed loop system, heat from the sea is transferred to a coil of pipes, submerged beyond low tide level. The pipes running down to the water could be laid beneath the beach, however, a closed loop system is not best suited to a body of water that is heavily used as coastal erosion, sea-faring traffic and use by the public could disturb the pipework.

An open loop system draws warm seawater into a heat exchange, which transfers heat to a boiler in the plant room. Cold seawater is then expelled back into the sea, further down the coastline. This system is less efficient than a closed loop system - as some heat can be lost during the transfer process - however, an open loop system uses less pipework and can largely be protected from disturbance.

An abstraction and rejection system (as designed by ICAX for Shoreham Harbour's Maritime House) is required for an open loop system, to stop marine debris from entering the system and to avoid damage by salt water corrosion.

MVHRs
Mechanical Ventilation Heat Recovery units that are powered by sustainably supplied electrics offer a good solution to the proposal's thermal strategy. The scheme proposes a number of spaces which will emit high levels of heat and moisture: The laundry rooms, showers, kitchens, food storage spaces, cafe and restaurant.

An MVHR extracts stale, hot moisture from showers, cooking appliances and spaces in which lots of people congregate. Heat can then be separated from the stale air - and recycled as heat for other spaces - accommodation, offices etc.

Ventilation requirements to maintain good air quality throughout the proposal would also benefit from use of MVHRs.

Hot Water
(See Solar PVs for mounting suitability)

Solar Thermal panels could provide hot water for the accommodation - separate from the public elements of the proposal.

Hot water demand for the public showers and commercial kitchens may be greater than what can be catered for by the roof space available for solar panels, therefore, for the public elements, it would be best to supply hot water via one of the other systems.

Water

Rainwater harvesting:
The surface area of the roof could collect a considerable amount of rainwater. Rainwater harvesting is proposed to serve the proposal's toilets and other non-potable water supply. 'Smooth' waterproof, materials: membranes, metal sheeting or plain tiles are the most efficient when harvesting rainwater, however, due to the building's exposure to storms and driving rain, some attenuation would reduce the possibility for overloading the supply in the increasing likelihood of a storm.

An intensive or extensive (planted) blue roof or a gravel and wildflower-seeded roof would provide this attenuation and would reduce the visual impact of the building - sunken into the grass-topped chalk cliff.

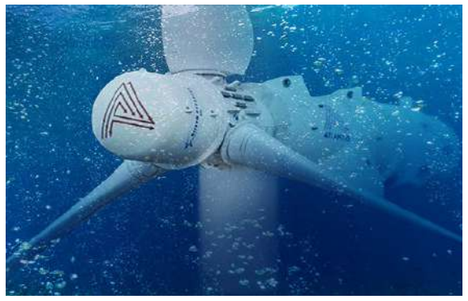
To summarise, it is feasible that the Westbrook Loggia proposal could have electricity supplied by a hybrid system made up of: some **solar photo voltaic panels** (study pending) mounted on the roof. These would be backed up by supply from **renewable energy providers**.

Much of the building's heat demand could be addressed using a **ground source heat pump** or a **marine source heat pump,** whilst an **MVHR**, would recycle heat from spaces warmed by occupancy, steam and appliances, reducing some of the demand on the heat pump. Ventilation would also be provided by an **MVHR.**

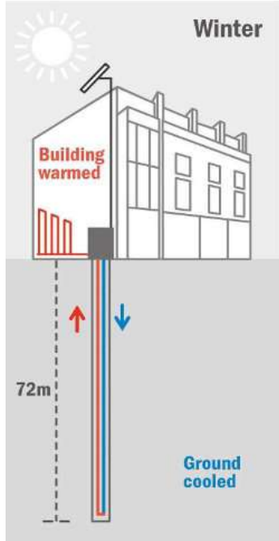
Finally, non-potable water (ie. for flushing toilets) could be supplied by **rainwater harvesting** - attenuated by an **intensive/extensive blue roof.**

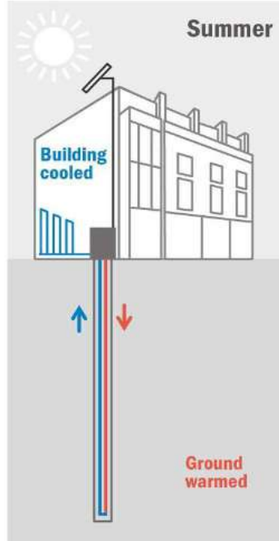
There is potential for Solar PV panels to the flat roof. Shading and glare impact are to be assessed. Due to a high level of wind exposure, the proposal could benefit from an on-site wind turbine, however, a turbine is not suitable in proximity to an SPA, due to increased risk to wildlife.

Tidal turbines serving individual sites are not yet cost effective. Tidal barrages and lagoons require infrastructure that would be disruptive to the public beach.



If on-site renewables are unfeasible, an agreement can be made with the building owner and all tenants: to use energy from companies that are strictly supplied by renewables.



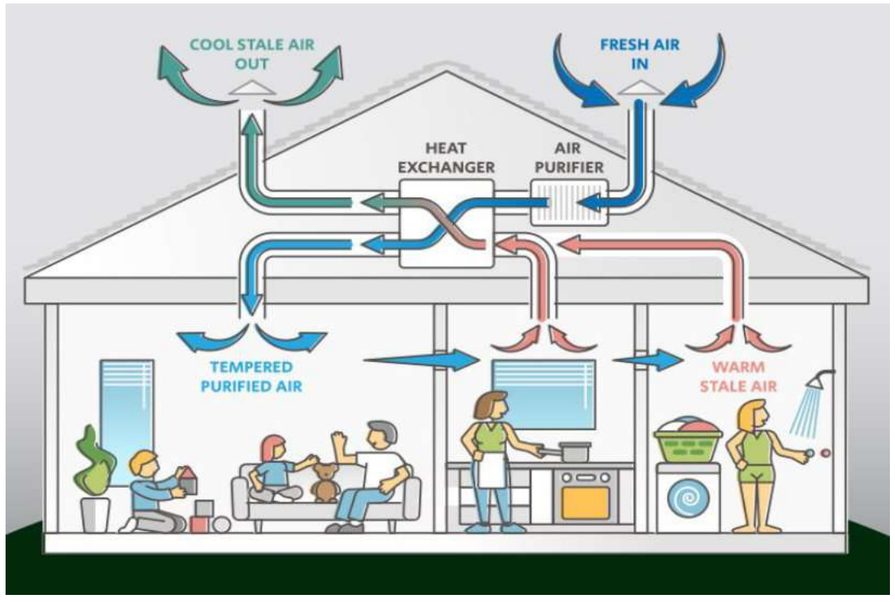


A heat pump may provide a suitable solution for some of the proposal's heat demand.

Air source heat pumps in coastal locations are typically larger due to greater exposure and higher heat loss. Ground and marine source heat pumps are more efficient than air source, particularly during the winter months, due to thermal inertia. The ground and sea stores solar heat during the summer, which can be released back to the building as the air temperature drops.

The scheme proposes a number of spaces which will emit high levels of heat and moisture: The laundry rooms, showers, kitchens, food storage spaces, cafe and restaurant. An MVHR extracts stale, hot moisture from showers, cooking appliances and spaces in which lots of people congregate. Heat can then be separated from the stale air - and recycled as heat for other spaces - accommodation, offices etc.

Ventilation requirements to maintain good air quality throughout the proposal would also benefit from use of MVHRs.



The surface area of the roof could collect a considerable amount of rainwater. Rainwater harvesting is proposed to serve the proposal's toilets and other non-potable water supply.

As the building is exposed to storms and driving rain, the attenuation provided by a planted blue roof would reduce the possibility for overloading the supply.

SECTION 8.0
CONCLUSION & NEXT STEPS

An informal meeting was held with Iain Livingstone, Planning Applications Manager for Thanet District Council, on Tuesday 19th October 2021. At this meeting, the team presented the outline proposals described in section 7.0 of this report, following which thorough feedback and guidance was provided on how this scheme may suitably be developed.

The three primary factors the team raised as discussion points focused on;

- Proposed use and schedule of accommodation.
- The visual appearance of the Loggia, as presented in our proposed elevational study.
- The increase in scale of the building, as a result of the introduction of new vertical circulation, the inclusion of a mezzanine floor and the additional area required at first floor level to provide a total of 20 units.

Further guidance was also provided to us on the likely requirements the council's planning team will need when assessing and determining the proposal.

Use
The proposal largely bears resemblance to historic and former uses, the exception being the introduction of accommodation on the first floor. In such instances, the acceptance of introducing accommodation will be subject to control measures which focus around provision of high-quality space, amongst other factors.

With respect to the complementary functions and uses however, it was deduced that the provision of a timeline which clearly sequences the known uses of the Loggia would aid in understanding and justifying the re-introduction of certain facilities.

The inclusion of commercial activities on the roof space will likely entail the need for an entertainment license, which outlines the hours within the day (and night) such venue would operate.

A discussion with Environmental Health to review the proposals would be of great benefit. In lieu of this, it is anticipated that a Noise Impact Assessment would need to be carried out and provided as part of the application, to provide assurances the design has been realised in a manner which minimises disturbances to nearby residents.

Furthermore, the provision of a bar, restaurant and cafe facility, in addition to the increased commercial activity and numbers of persons visiting and using of the building, will likely impact on local transport provisions. Whilst the Loggia is well connected by train, bus and pedestrian routes, as described earlier in the report, there could be an increase in demand for parking provisions locally.

Therefore, when progressing the designs, liaison with the Highways Department will be beneficial, with a view to producing a Transport Assessment Statement as part of any submission for consent. Engagement with Highways will also be required on the basis the current plans show excavation beneath the road to install rainwater harvesting storage tanks.

It was suggested a pre-app with Kent County Council would also be beneficial and would serve to test the practicality of the initial proposals.

Appearance
On the matter of visual appearance, no reservations were raised on the proposed aesthetic but it was accepted at this early stage in the design, much will depend on the materials selected. The external materials will be influenced by their ability to perform in a coastal environment, as well as frequency of maintenance and the practicality and suitability.

Guidance was provided on the form of the proposed building plan. It was observed that, given the flat frontage, the ground floor would benefit from variation in the building line to create both interest and character. This could be achieved through 'pushing and pulling' various aspects of the frontage to create a staggered surface. A further design exercise exploring how this would appear in plan and elevation form is required.

The use of glass features prominently in the designs, notably at first floor level. Whilst the reasoning for this was logical, to maximise views out over Westbrook Bay whilst enhancing internal daylight levels, in its current form the proportions are unbalanced. Consideration is required to assess how the volume of glass might be reduced slightly and would further analyse whether light pollution would be an issue in the context of a Special Protected Area (SPA).

Despite the appearance of the proposal being different to both the current form of the Loggia and the historical appearance, with our scheme taking on a more contemporary approach, is was noted that the building does not sit within a Conservation Area and is outside the area considered of high Townscape Value.

Furthermore, the property is not listed nor does it retain any original fabric of architectural or historic significance that might otherwise categorise the building as a non-designated heritage asset. It does have high communal value, given the affiliation with residents but as demonstrated by the recent public engagement exercises, most wish to see the building enhanced and put into permanent use.

The proposal will need to ensure it complies with the policies found in the Local plan, to include, but not limited to, coastal squeeze and protection of existing tourist accommodation.

Scale
The proposals generally seek to reuse the existing footprint of the building but it was explained there are instances where minor extension above and beyond this footprint will be required. Typically, this increase in scale of the Loggia is as a result of the introduction of new vertical circulation within each of the two towers, the inclusion of a mezzanine floor to the accommodation pods and the additional area required at first floor level to enable the provision of a total of 20 units.

On the aspect of increasing the height of the towers, it was advised that a further study would be required to assess the impact of the proposal when the Loggia is viewed from the Royal Esplanade. A street elevation and section through the building would help to understand the obstruction caused to views from neighbouring properties as a direct result of increasing the height of the towers. Despite this, the opportunity to reform the towers is rooted in historic precedent, given the two decorative turrets once adorned each tower.

It was suggested that the impact on the streetscape needs to be considered and the undertaking of a townscape views analysis would serve to demonstrate such investigation.

The impact of increasing the flat roof level over the new accommodation units was discussed but was explained that this impact would be reduced by sloping these flat roof areas back to the road. This would also aid the collection and harvesting of rainwater.

Lastly, the increased footprint at first floor level, which entails building over the existing toilets to either end of the Loggia was agreeable, although it was noted the subsequent mass created as a result would need further consideration. This could be best demonstrated by modelling the proposal and providing greater context, whilst also exploring how the roof overhang (at first floor level) might be achieved.

Next Steps
The outline designs presented in this report have been developed to provide an indication of how the existing space might be altered to accommodate a new sustainable, viable use.

In progressing the scheme the designs will need to be developed in greater detail, incorporating the advice and recommendation of a full design team of specialist consultants providing structural, civil and building services design.

Furthermore, the procurement of a full measured survey, to include the location of buried and hidden building services will aid the accuracy of the design information subsequently produced.

[End of Report]

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