

PURPOSE

This Brief establishes development principles applicable to the Dreamland and Arlington Square sites located to the rear of Marine Terrace and to the south of Margate Sands that form the hidden heart of Margate seafront.

Vision

To rejuvenate the hidden heart of Margate Resort through the creation of a comprehensive and dramatic destination for visitor and resident that links with the seafront and town centre.

Aims

To establish;

- A brief to be adopted for development control purposes.
- Development measures that comply with policy T8 of the Isle of Thanet Local Plan
- Resolution of the environmental implications of site development
- An amusement destination use that restores and maintains the Entertainment Complex and Scenic Railway
- An appropriate level of enabling development
- A development that knits into the existing urban grain, complimenting and enhancing Marine Terrace, All Saints Avenue
- A development with strong, legible links to Margate Sands, the town centre and Old Town

The brief encourages development proposals that recognise the need for a practical solution that accords with planning policy, retaining an amusement destination that will flourish as a stand alone attraction, acknowledging the historic association of the site with such a use and supported by enabling funding from the development of part of the site to ensure the provision of a high quality attraction with an excellent public realm and superb facilities open for public use.

Historic Context

Dreamland is synonymous with peoples understanding of Margate as a seaside resort. An amusement park has existed on the site since 1920 when John Henry Iles created a park based upon the Luna and Dreamland parks at Coney Island behind the early nineteenth century seafront buildings of Marine Terrace. Development of the site included the construction of the Scenic Railway in 1920 and Dreamland entertainment complex between 1933 and 1935. Both of these buildings are unique heritage assets that remain as prominent features of the site and seafront and are grade 2 listed. Arlington Square, comprising a residential tower, single storey shopping arcade and decked car park was built on the site of the former Dreamland charabanc park in 1964.

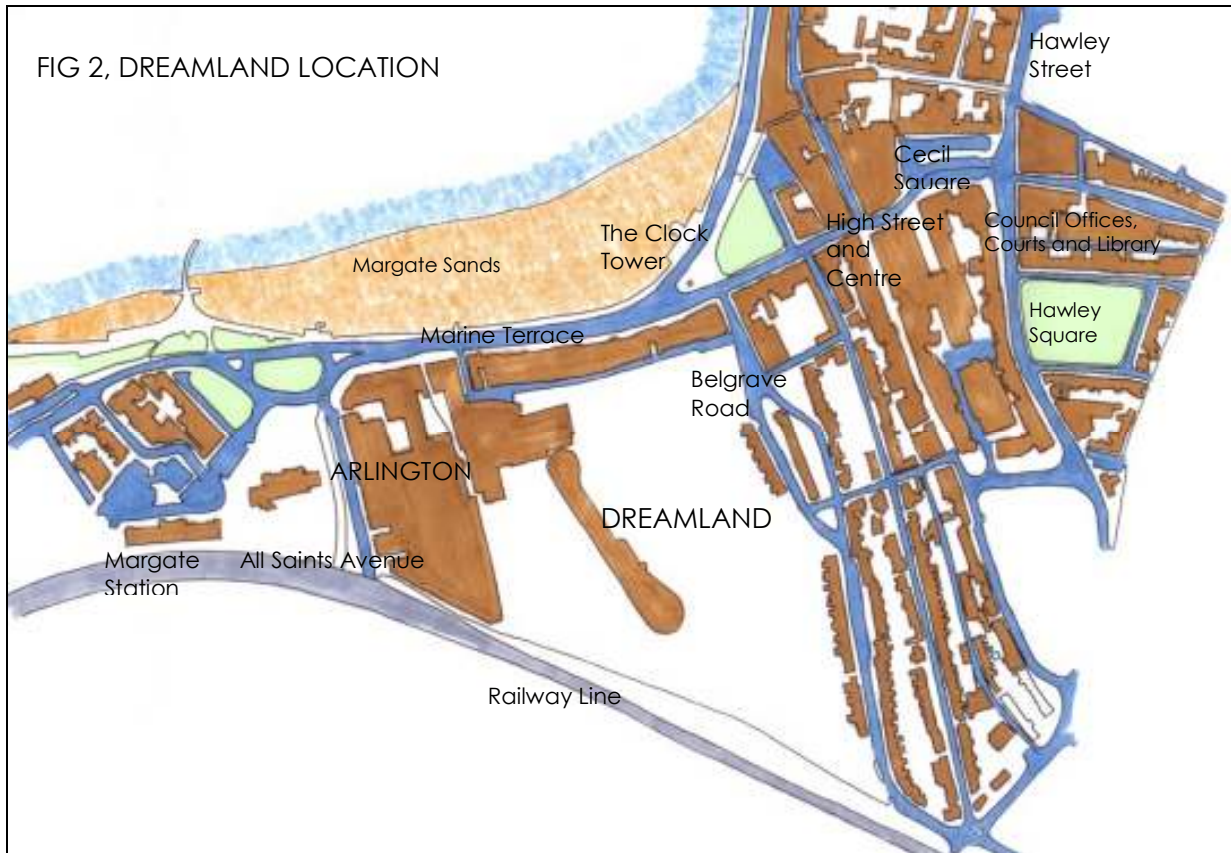


Location

The site is located at the heart of Margate, in close proximity to Margate Sands, the Town Centre, Margate Old Town and the proposed Turner Contemporary Gallery. It is within a short walking distance of both Margate Railway Station and Cecil Square, the principle local bus hub, from which the loop service serves Thanet's main towns and centres, including Broadstairs, Margate and Westwood Cross. The Local authority offices are based adjacent to Cecil Square, with the courts and library. There are three primary schools, St Gregory's, Holy Trinity and Salmestone in relatively close proximity. The nearest secondary school is Hartsdown College, to the south west of the site.

The Surrounding Area

Margate has a relatively diminutive character, comprising terraces and grids of streets of between two and four storeys, the only real exceptions being to the east of the site, fronting the Parade, where some of the sea facing buildings are of 5 to 7 storeys and Arlington House which rises 19 storeys above the seafront. The adjacent area is a mixture of the irregular medieaval style grid of Margate Old Town, the more formal streets and squares of Georgian Margate, the linear route of the High Street which formed the link between the Old Town and the then separate village of St Johns and the later modern large scale developments such as the Centre, Council offices and Arlington Square.

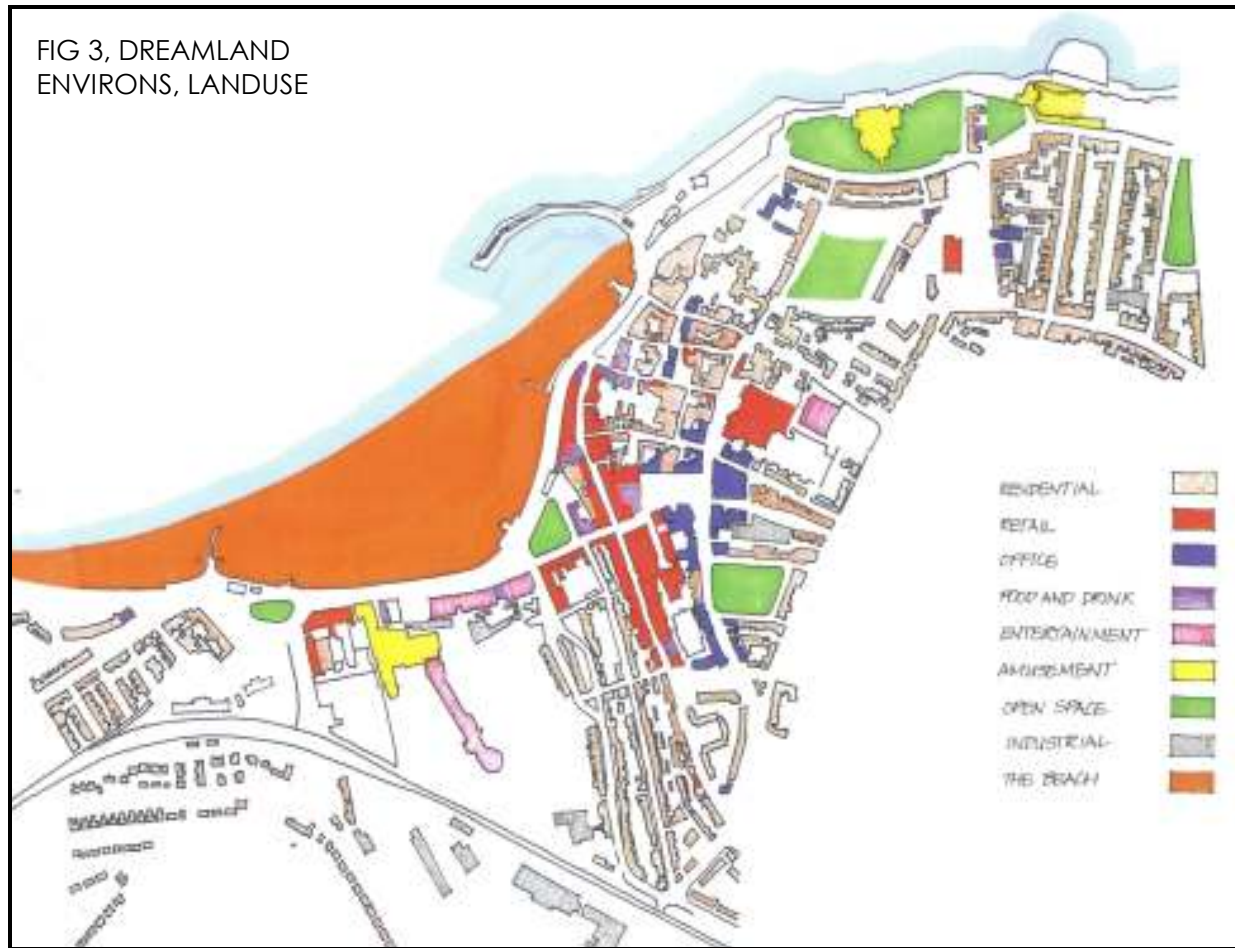


Access

Marine Terrace runs to the north of the site and is the principle highway access from the west, running through Westgate and Birchington before joining the A 299 Thanet Way at St Nicholas Roundabout. To the east it continues the coastal route toward Cliftonville. It carries a heavy load of both local and long distance commuter and tourist traffic. To the west of the site is the junction of All Saints Avenue with Marine Terrace. All Saints Avenue serves the residential hinterland to the south and provides an alternative route to Westwood and Birchington. To the east is the Belgrave Road Junction. Vehicular traffic to Ramsgate and Broadstairs avoiding Margate Town centre uses this route which also serves the local residential area. At the Clock Tower traffic heading to and from the town centre and Cecil Square bears right towards Queen Street. This route is also carries heavy traffic.

The Site

The Dreamland/Arlington site including the cinema covers an area of approximately 8 hectares (20 acres) to the south of the amusement arcades, pubs and restaurants fronting Marine Terrace and the sands and Hall by the Sea Road which runs to the rear of Marine Terrace. To the east are the rear gardens of houses, flats and businesses fronting Eaton Road and Belgrave Road, to the west of the Arlington site is All Saints Avenue, providing a vehicular link between the seafront and residential and commercial sites to the south of the railway line, which forms the southern boundary to both the Dreamland and Arlington sites.



POLICY

The future of the site requires consideration in the context of policies within the emerging Regional Spatial Strategy for South East England, the Kent and Medway Structure Plan, 2006 and the Thanet Local Plan, 2006.

The **South East Plan** recognises the priority to be given to the regeneration of the coastal towns as a result of the imbalance between them and more prosperous parts of the region. Policy TSR1 seeks to maximise opportunities to diversify the economic base of the coastal resorts, while consolidating and upgrading tourism facilities in ways which promote higher value activity, reduce seasonality and support urban regeneration. Policy TSR4 gives priority to improving the quality of existing attractions. It also promotes the location of new, regionally significant tourism attractions in the Priority Areas for Regeneration, which includes Margate. Policy TSR7 identifies the coastal strip as a priority area for tourism.

The **Kent and Medway Structure Plan** recognises the need to strengthen and diversify the local economy, identifying Manston Airport as a catalyst for development. Policy EK3 supports tourism and culture related proposals that contribute to the regeneration of areas such as Margate Old Town. Policy FP12 encourages the provision of a major visitor attraction within the Kent coastal towns.

The **Local Plan** strategy promotes mixed use development with an emphasis on tourism and leisure use within Margate. There are also specific policies relating to the future development of Margate town centre and the Old Town that will influence the development potential of Dreamland.

Site Specific Policy

Policy T8 refers to the Dreamland Site . The policy relates to the site of the amusement park and includes the Dreamland Cinema, it excludes the former industrial buildings to the rear of Marine Terrace and to the rear of Eaton Road and has a site area of approximately 6.5 hectares. It does not specifically include Arlington Square. It is a two-part policy. Part 1;

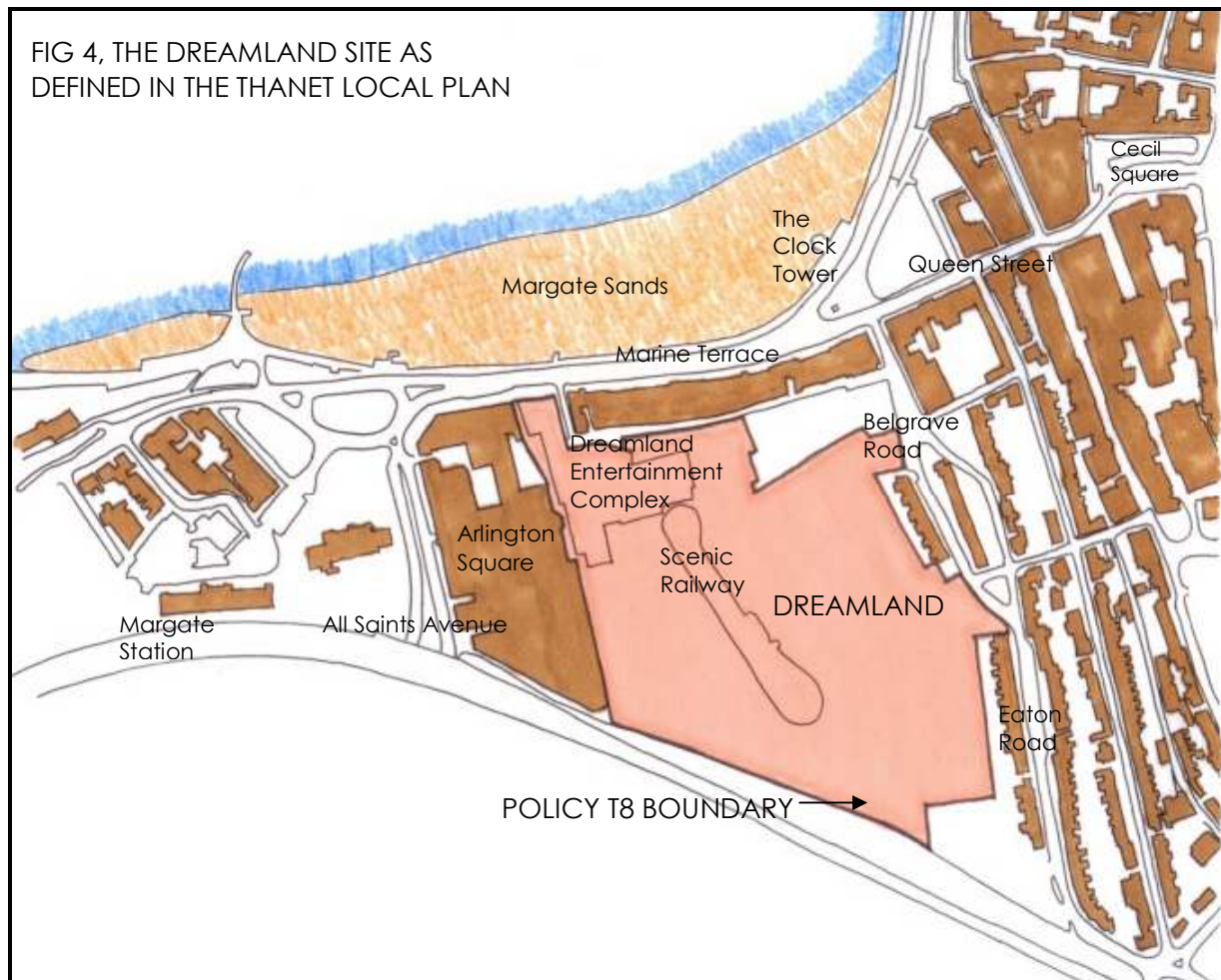
- Resists proposals that would lead to a reduction in the attractiveness of Dreamland as an amusement park.
- Allows development of a limited part of the park as part of a comprehensive scheme to upgrade the park **only** if it can be demonstrated that this will secure the parks future viability.
- Requires a legal agreement to ensure park investment and new development run in parallel.

Part 2 permits proposals for redevelopment if it can be proven through an independent assessment that the site cannot operate as an economically viable amusement park. These proposals must;

- Sustainably contribute to Margate's economic wellbeing and be economically viable.
- The predominant use must be leisure
- An element of residential would only be permitted to support a comprehensive vision for site development.

- Compatibility with the context of an urban design framework and integration with proposals for neighbouring sites.
- Delivery of a new road along the southern boundary and a contribution to pedestrian priority along Marine Terrace
- Retention of an operational scenic railway.
- Proposals supported by and complying with a traffic impact assessment.

The retention of more than half of the site as an amusement park, retaining an operational scenic railway, with supporting enabling development as part of a comprehensive scheme, controlled by a section 106 agreement relating to parallel development and other requirements discussed below, would achieve compliance with part 1 of the policy. Other forms of development would need to address the requirements of part 2 of the policy.



To comply with the requirements of policy T8 and facilitate the positive regeneration of the site in a form that will integrate it with and link to the seafront and town centre, this development brief proposes a mixed scheme, retaining the majority of the site, including the Dreamland building and Scenic Railway as part of an amusement based destination, but permitting an element of other development, including residential, that will enable the retention, improvement and future operation of such a destination.

The following Local Plan policies must also be taken into account in any development proposals for the site. The list does not relate to all policies in detail and it is recommended

that the Thanet Local Plan is also referred to. All the policies are available on the Thanet District Council web site.

Contextual Policies

Policy T7 relates to the Marine Terrace frontage and Dreamland site and identifies it as an appropriate area for amusement arcades, but requires the retention of significant areas of seaside architecture.

Margate Sands is a major holiday beach where proposals for upgrading recreational proposals and facilities are supported through policy SR18.

Policy EC10 relates to Margate Old Town, encouraging its continuing regeneration as an area of cultural, artistic and high tech excellence. Uses related to these areas, as well as hotels, residential and media development and cafes and restaurants as being appropriate for the area. Policy H10 identifies the Old Town as an area in need of special action where appropriate regeneration will be supported.

Margate town centre is referred to in policy TC7 which encourages a holistic approach to regeneration through encouragement of new retail and leisure opportunities.

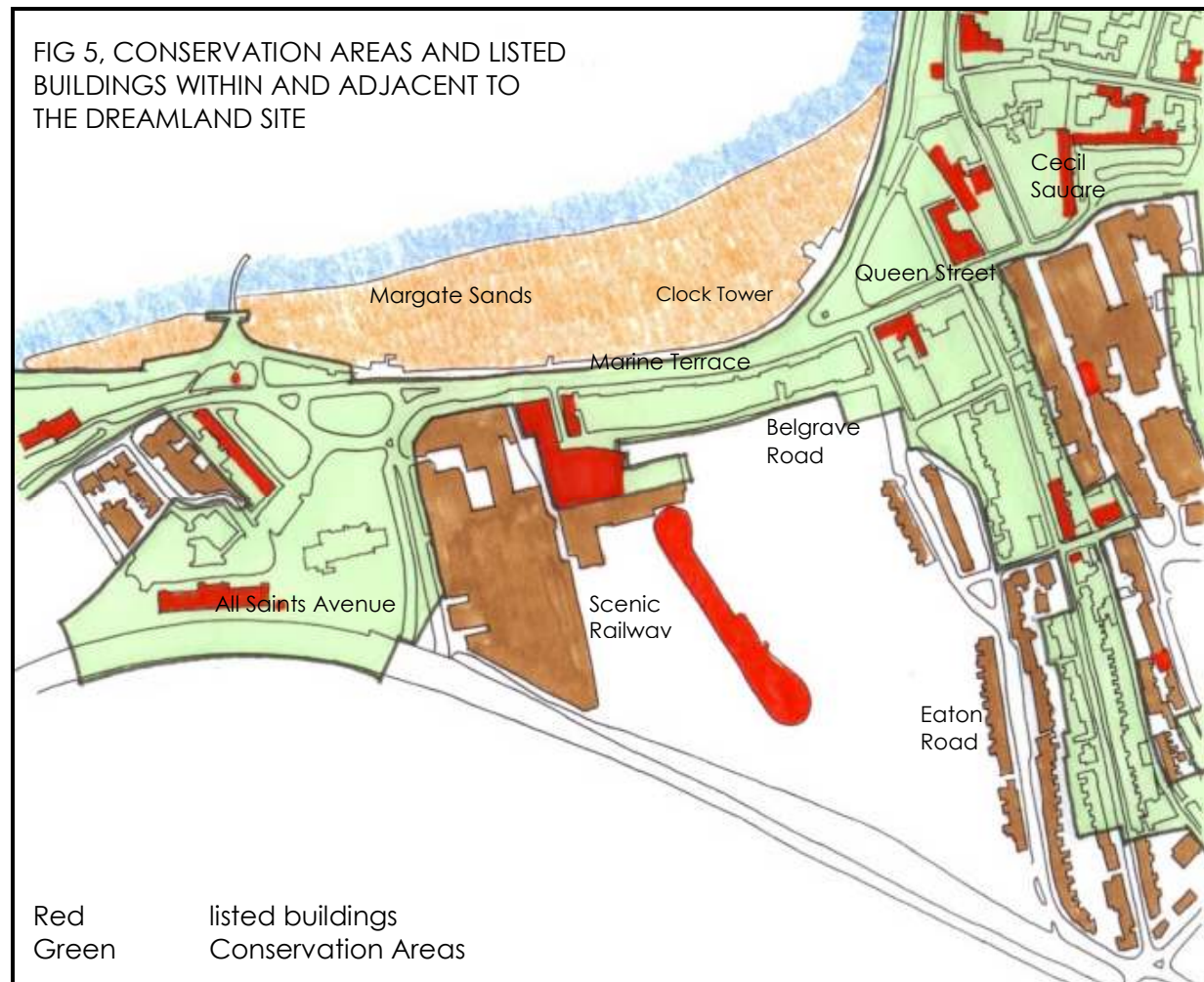
Site Related Policies

There are a number of potential site-related constraints that need to be addressed in any development proposals:

Conservation and Heritage

Part of the site is within or adjacent to the Margate Seafront Conservation Area where policies HE4, HE5, HE6 and HE7 apply. These policies protect the setting of the Conservation Area and the buildings within them.

Dreamland Cinema, the Punch and Judy pub and the Scenic Railway are listed; policy HE1 protects of the buildings and their settings. HE2 requires that changes of use to listed buildings represent the best reasonable means of preserving the character, appearance, fabric, integrity and setting of the building.

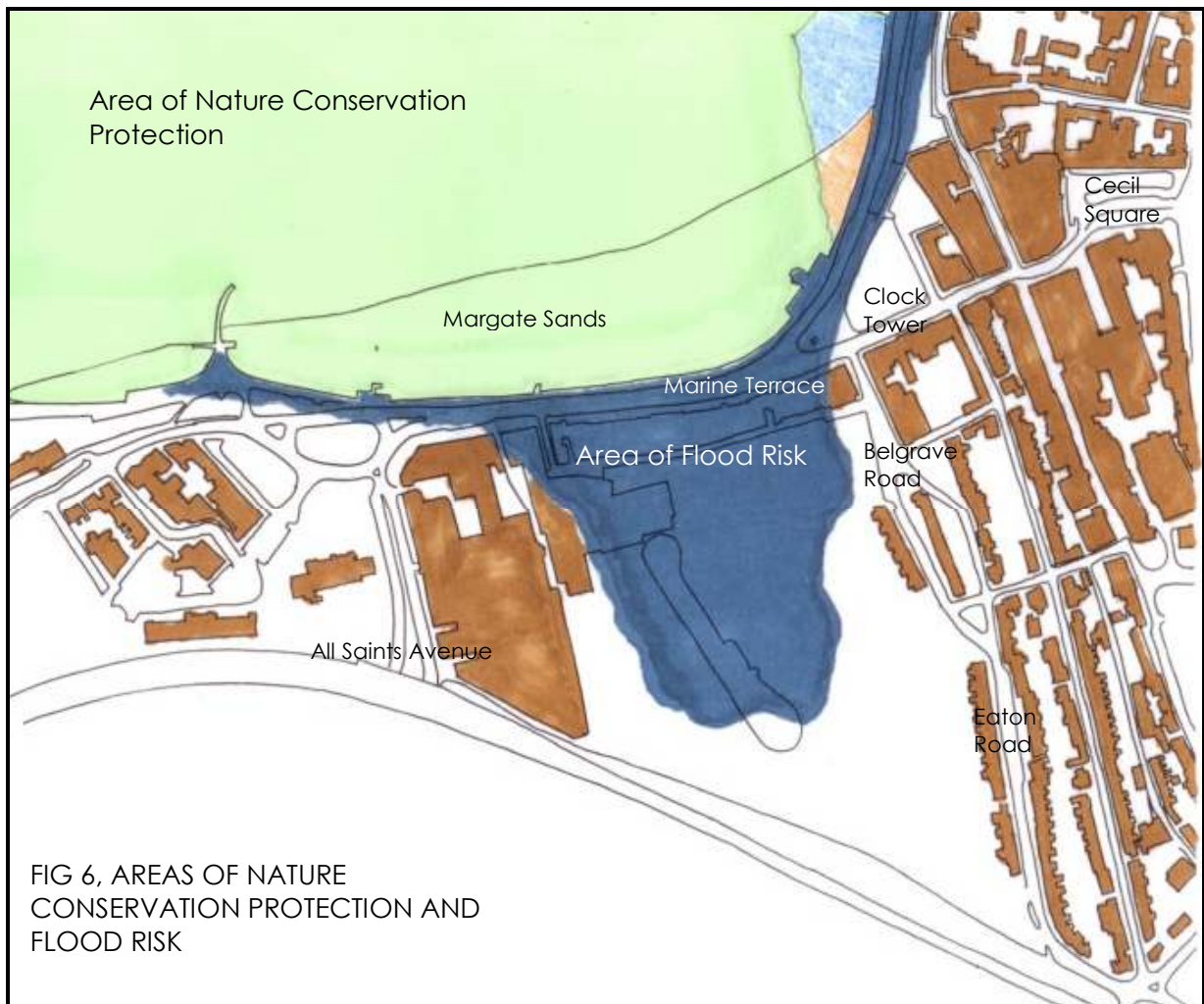


Nature Conservation

The beach is adjacent to a Special Protection area and within an SSSI and Special Area of Conservation, national and international nature conservation designations relating the habitat provided for wintering and breeding birds and the wide range of habitats and geological features the area contains, policies NC1 and NC2 apply. Development likely to affect these areas is subject to rigorous scrutiny, which also applies to construction implications.

Margate Flood Risk Area

Much of the site is within the flood risk area where policy EP11 applies. Up to date information on precise boundaries and constraints can be obtained from the Environment Agency, who must be consulted upon proposals at an early stage.



Generally Applicable Policies

Tourism

Policy T1 states that planning permission will be granted for development that upgrades tourist facilities or increase tourist attraction in Thanet.

Transport

Development proposals must be prepared in accordance with the aspirations of policies TR11 – 17 and 19 which refer to pedestrian and cycle movement, public transport facilitation, sustainable transport, parking provision including off-street car parks and the implementation of measures to achieve the best use of the highway network.

Contaminated Land

Development Proposals must address contaminated land issues, should they arise, as required by policy EP4.

Archaeological Heritage

Any development proposals will be referred to the County Archaeologist for consideration; policies HE11 and HE12 apply.

Design

New development must comply with the design parameters set out in policy D1 and the **Kent Design Guide**, and be supported by a design statement as required by policy D4. Policy D8 relates to seafront architecture and is also relevant. Policy D3 establishes criteria for landscaping proposals.

Employment

Adjacent land to the south of the railway line is covered by policy EC1 which retains specific sites within the district for economic development.

Affordable Housing

Policy H14 requires that affordable housing is provided on developments of more than 14 dwellings. Negotiation starts at 30% provision, 70% of which must be social rented.

Community Provision

Policy CF2 requires contributions towards community facilities including transport infrastructure, education, recreational facilities etc.

MARGATE MASTER PLAN

The Margate Master Plan was commissioned in 2003 to provide an urban design strategy for Central Margate. It was the subject of public consultation and identified parameters for design led regeneration initiatives. Its findings should be taken into account in the preparation of development proposals.

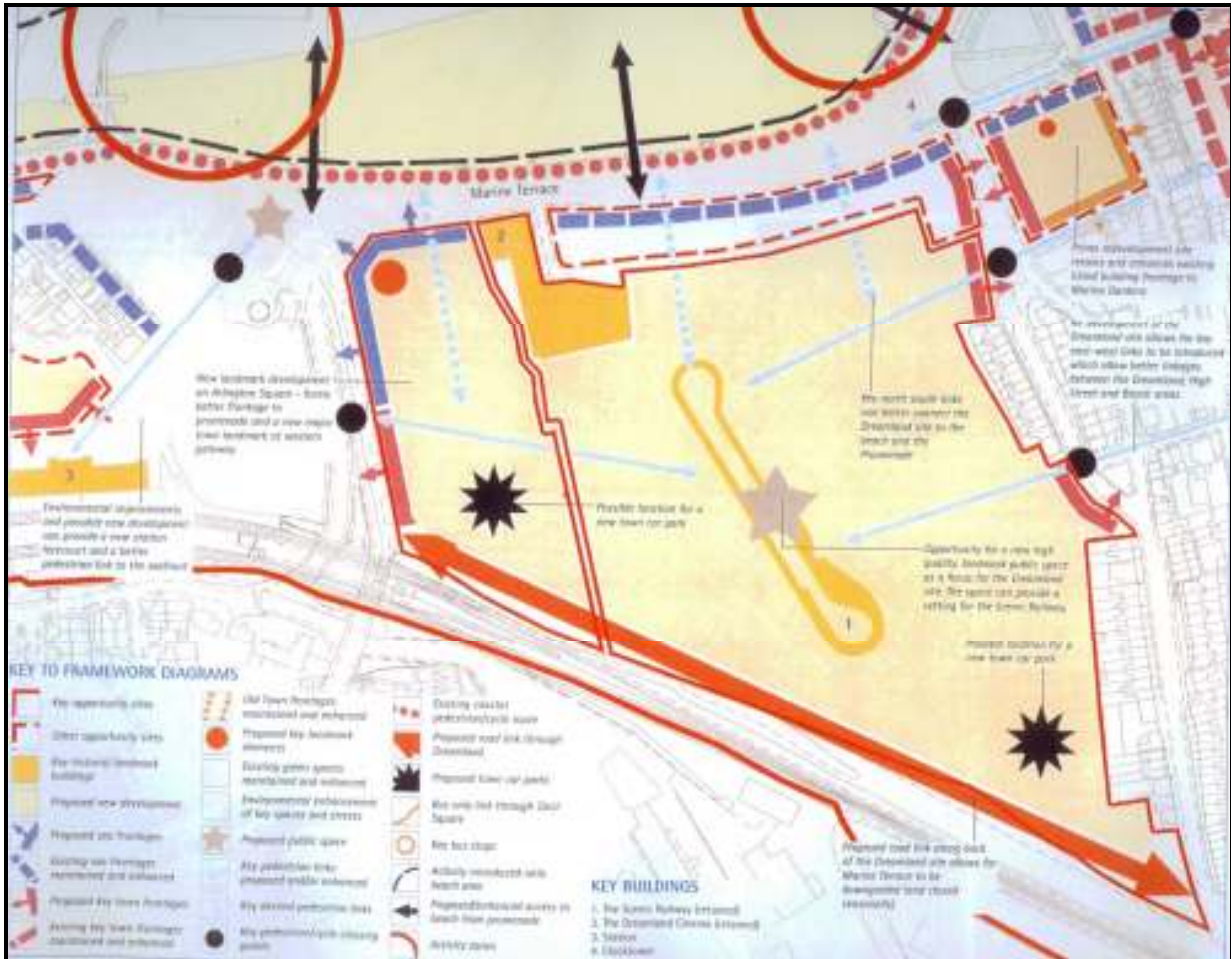


FIG 7 MARGATE MASTERPLAN EXTRACT (Source Tibbalds 2004)

Within the Margate Master Plan (March 2004) the site is referred to as the 'Central Development Area', occupying a key position between the town centre and Western Approach immediately behind the prime seafront area.

The Master Plan perceived a need for this area to achieve a step-change in quality of environment and quality of experience, identifying the key issues as:

- (1) The negative influence of the visually prominent Arlington site, which dominates visitor perception of Margate on arrival from the west;

- (2) Integrating Dreamland into the wider context so that it is no longer a backland site with limited access, but part of a wider urban form and townscape of Central Margate with a situation and outlook that warrants high quality proposals.
- (3) Identification of appropriate leisure/recreation/tourism-based uses that could anchor a development of the Dreamland site;
- (4) Resolution of the future of the listed Scenic Railway;
- (5) Addressing changes in level between Marine Terrace and the Dreamland site, and issues of potential flooding due to the low level of the site.

The Master Plan considered that, to come up with proposals that create a high quality environment, it is necessary to consider the future of the Dreamland and Arlington sites together as neither site, considered in isolation, is capable of delivering the desired transformation and quality.

The Master Plan identified the following opportunities for development:

- (1) The opportunity to create a new vehicular link road from All Saints Avenue to Eaton Road to the south of the site, reducing seafront traffic and providing vehicular access to the Dreamland site;
- (2) The provision of public car parking, accessed via the new link road, to serve visitors to the beach and wider central area, town centre users and on-site uses.
- (3) A mixed use urban form of development based around leisure, recreation and tourism uses, with residential or other uses on upper floors, to give an appropriate scale of built form.

OPPORTUNITIES & CONSTRAINTS

Prior to considering in detail issues to be addressed as part of the site development process, the following list summarises the opportunities that exist and constraints to be resolved.

Opportunities to Grasp

- The creation of an all year round major leisure attraction that acknowledges the seaside resort heritage of the location
- Provision of high quality public realm as part of a legible and permeable network of routes encouraging attractive accessibility to Margate seafront and sands, Margate Old Town and the high Street
- Provision of an alternative traffic route to the south of the site increasing the pedestrian friendliness of the seafront, enabling easier access to the sands
- Creation of pedestrian and cycle links through and between the site and surrounding areas

Constraints to Resolve

- Limited access opportunities
- A backland site
- Risk of tidal flooding
- North facing and exposed to strong northerly winds
- Noise from the railway line to the north of the site
- Heavy vehicular traffic flows hamper access to the sands to the north
- Adjacent development in Marine Terrace, Belgrave and Eaton Roads and Arlington Square turn their backs to the site, failing to create active frontages and providing opportunities for crime
- The change of level to Marine Terrace is an access impediment
- Grosvenor and Eaton roads are on a steep incline up to the High Street, impeding access
- Adjacent nature conservation habitats must be protected
- The setting of listed buildings and the adjacent conservation area must be respected

The major issues relating to site development are considered in more detail below:

Principal Issues

Comprehensive Development

The Dreamland development and Arlington sites are strongly related and there is a strong preference for a scheme that demonstrates a total development of both sites. Separate schemes for each site must also respect the potential for redevelopment of adjacent sites and illustrate how site development can form part of a future comprehensive enhancement of the seafront environs and overcome the sites present poor relationship with surrounding development.

Comprehensive Access Provision

The development of the site must enable improvements in permeability, legible access to and from the site from All Saints Avenue, Marine Terrace and Belgrave and Eaton Roads, and alignment of access points with Eaton Hill and Grosvenor Hill, enabling improved access to the High Street based upon the principles of "Manual for Streets" and the "Kent Design Guide".

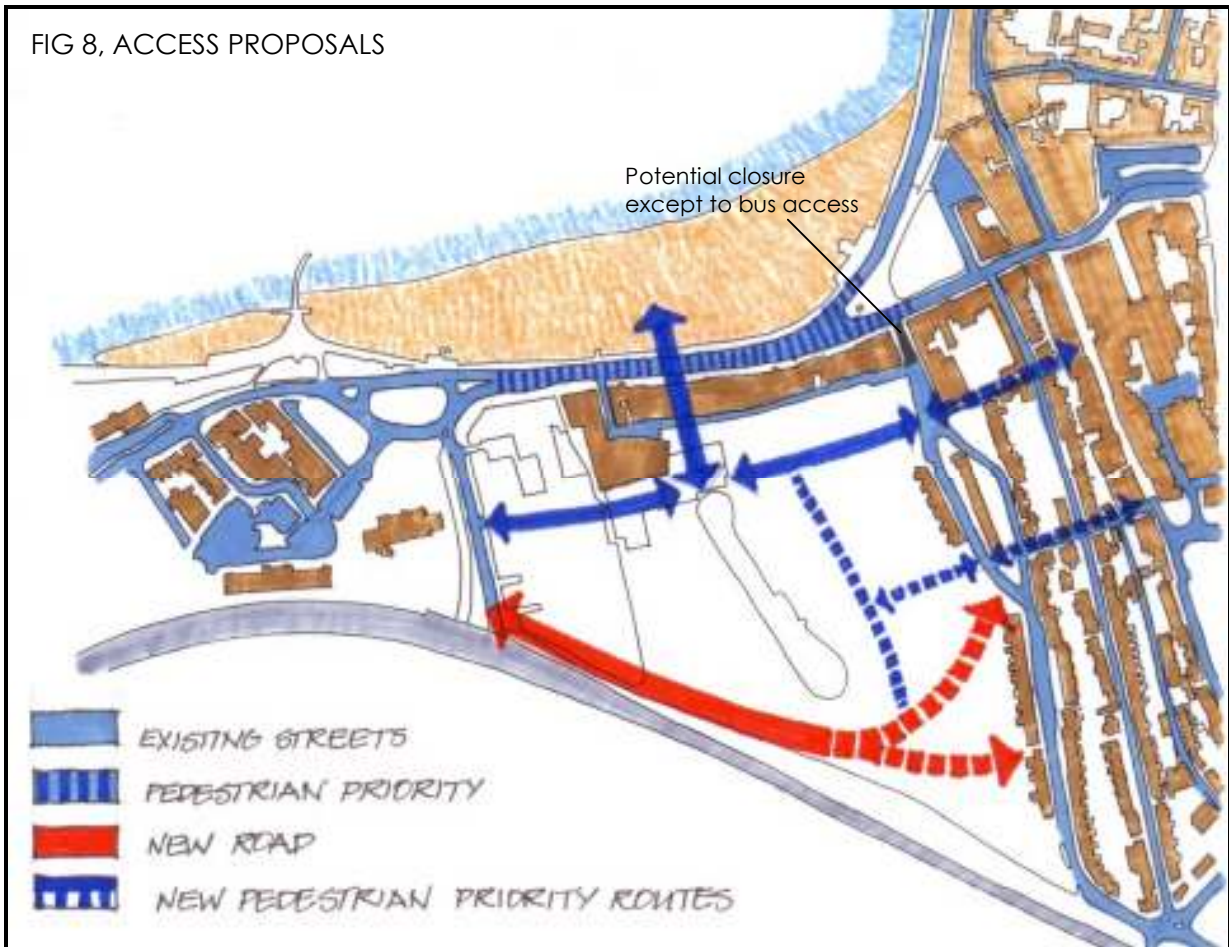
Hall by the Sea Road is an adopted highway that principally serves as a rear service access to Marine Terrace and Dreamland. It is envisaged that this role will be strengthened and development of the Dreamland site will screen the present view of the rear of Marine Terrace. There is a significant level change between Marine Terrace and Hall by the Sea Road. Development proposals must demonstrate how this level change can be bridged to provide direct access to Dreamland from Marine Terrace.

A fixed requirement for significant residential development on the site is a new access road to the south of the site between All Saints Avenue and Eaton Road. The present highway network is not capable of accommodating significant vehicular traffic from additional development along the seafront corridor, including the Dreamland and Arlington sites, without the provision of this new access. The access will also enable improvement to Marine Terrace, to make it more pedestrian friendly, improving pedestrian access between the Dreamland site and Margate Sands. This improvement will be a prerequisite for any seafront development proposals. Although the dreamland site does not include the total area required to achieve this aspiration, any planning proposal must include the road proposal as part of a submission. The Council in its role as planning authority will support measures to facilitate the provision of the road.

Site Integration

Improved connectivity to adjacent paths and development that knits into the existing urban grain and provides improved links between the site and the seafront, town centre and Old Town will be an essential element of site development. Proposals must show how these links are achieved and how legible connections are proposed within the site. Priority must be given to pedestrian movement, followed by cycles, public transport and the private car

FIG 8, ACCESS PROPOSALS



On Site Development

Development proposals will accord with the following parameters:

Retention, refurbishment and return to beneficial use of Dreamland Cinema, possibly including the creation of a facility for conference and theatre use.

Retention and refurbishment of the Scenic Railway to enable its continued operation.

Provision of an amusement park on the existing park area around the Scenic Railway and including the Dreamland Building, recognising and building proactively upon the parks historic importance in the development of Margate as a resort and including a high quality of public realm, providing an attractive landscaped setting that recognises the proximity of residential development overlooking the park.

The provision of ancillary uses such as specialist themed retail, food and drink and leisure uses within the park and Dreamland building to broaden its appeal and extend its season.

Provision of a 250 space car park to serve the park as part of its development, available as additional edge of town centre parking, with access onto the primary highway network.

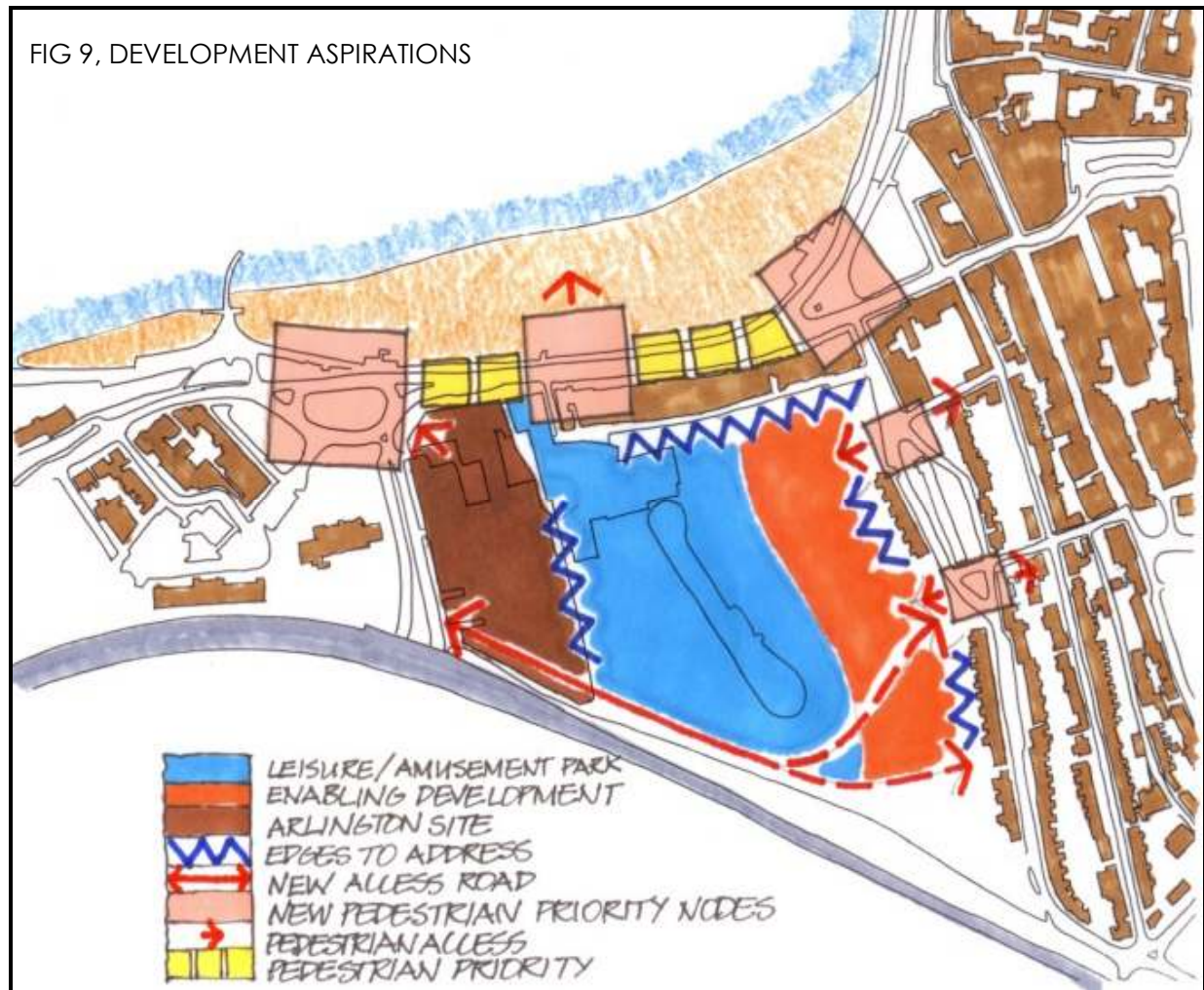
The total area of the park, ancillary uses, refurbished cinema and car park to comprise more than 50% of the site area.

Associated enabling mixed use development including residential development adjacent to existing residential development fronting Eaton Road and Belgrave Road. New build to be of density, height and form that reflects the character of adjacent townscape, and including a mix of family houses and apartments in accordance with planning policy.

Creating a high quality townscape relationship between the Dreamland site and Arlington Square and Improving the townscape relationship of the development to Marine Terrace, to improve its visual impact, accessibility and legibility based upon the principles of Kent Design.

A secure development that clearly distinguishes between public and private areas and adheres to the principles of "Secured by Design", utilising a perimeter block approach and avoiding the exposure of rear private areas to easy public view and access, both within the site and in terms of the relationship of development to surrounding development.

Development phasing to enable an economic solution that retains an amusement attraction before, during and post development



Environmental Issues

Provision of highway infrastructure and public realm improvements providing pedestrian priority to Marine Terrace, improved pedestrian links to the town centre and provision of a new link road from All Saints Avenue to Eaton Road to serve the development.

Resolution of flooding issues relating to the low-lying position of the land and risk of tidal inundation.

Resolution of contamination issues in general, with specific reference to Tivoli Brook, which runs beneath the site into Margate Bay.

Creating an acceptable relationship between existing and proposed residential development and the Scenic railway in terms of noise disturbance and operating times.

Funding

Development proposals must be accompanied by a detailed viability study to define the costs and values derived from the development and enable an independent analysis of the viability of proposals and the ability of the scheme to contribute to both environmental and community needs generated by the development. Allowance must be made for the future continued management and operation of the amusement/leisure facility.

It is recommended that developers identify potential alternative funding sources available to assist in the restoration of historic features and address identified abnormal development costs. The Margate Renewal Partnership will actively assist in his process.

The Planning Application

A planning application must be supported by an Environmental Impact Assessment including the following studies and information:

- Transport Impact Assessment
- Travel Plan
- Flood Risk Assessment
- Contamination assessment
- Ecological Impact assessment
- Archaeological study
- Sustainability impact assessment
- Visual Impact/urban landscape assessment
- Assessment of impact upon listed buildings and conservation areas
- Economic impact assessment
- Development phasing
- Proposed section 106 heads of terms

In addition a "Design and Access" statement will be required. If it is intended to submit an outline planning application for development the supporting information must be

accompanied by parameter plans and documents upon which the Environmental Impact Assessment will be based. The plans will show:

- The location of and floor areas/densities of particular uses
- Detailed access proposals
- Building heights and frontages
- Design Codes for street types within the site

Applications for development of the site will also be accompanied by:

- A listed building application demonstrating proposals for sympathetic restoration of Dreamland entertainment complex
- A schedule of works for the repair and restoration of the scenic railway

Consultations

The following bodies will be consulted upon in relation to this brief and with regard to any subsequent planning application:

- Natural England
- English Heritage
- Kent Highway Services
- Environment Agency
- The Countryside Agency
- CABE
- The Twentieth Century Society
- Statutory Undertakers
- The Emergency services
- Network Rail
- The Theatres Trust
- Kent Police "Secure by Design"

The Council as Local Planning Authority would welcome the opportunity to establish a development team and enter into a planning performance agreement with prospective planning applicants to deal with pre application discussion and subsequent application negotiation relating to proposals for the site.



DREAMLAND PLANNING BRIEF

DRAFT
JULY 2007

