

# BROADSTAIRS & ST. PETER'S TOWN DESIGN STATEMENT



*Supplementary Planning Document*



*To maintain the charm and unique character of  
Broadstairs and St Peter's whilst at the same time  
encouraging enhancements and improvements  
January 2011*





# TOWN DESIGN STATEMENT

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## **FOREWORD**

In initiating this Design Statement and future vision, my primary objective was to ensure that the uniqueness of Broadstairs & St. Peter's architectural heritage, narrow streets and iconic business premises like Morellis, Chiappinis and Harringtons, significant buildings including North Foreland Lighthouse, Broadstairs Pavilion and the Royal Albion Hotel, the Harbour and surrounding area, and the natural features of the coastline are respected in any future development.

The secondary objective is to ensure that any future developments or changes complement and enhance what is already a most attractive town and coastline. Without these safeguards, Broadstairs & St. Peter's will not be able to protect our high streets, attract business enterprise, promote the area as a pleasant place to live or as a major tourist destination; where generations of visitors have enjoyed coming back again and again.

I must give my personal thanks to colleagues at the Town Council; Thanet District Council Planning and Conservation Officers; The Broadstairs Society, the Broadstairs Conversation Area Advisory Group, local historians and most particularly to the Town Clerk, who has toiled for many hours compiling this document.



A handwritten signature in black ink, appearing to read 'William Peppiatt'. The signature is stylized with a large, sweeping flourish that extends to the right and then loops back under the name.

**Cllr William 'Bill' Peppiatt MBE, MA, BSc**

***Broadstairs & St. Peter's Town Council.  
Chairman and Town Mayor 2010 - 2011***

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## **Section 1 Introduction.**

### **1.1 What is a Town Design Statement?**

The Broadstairs and St. Peter's Town Design Statement is a document that gives a detailed guide to the character of the Town and its Parishes and sets out the specific nature of the buildings and landscapes which make the town distinctive. Its aim is to make recommendations on how to encourage new development, to enhance and complement what already exists and to assist the planning process.

The Town Design Statement document, once formally adopted, will become an official 'Supplementary Planning Document' and its findings will become an integral part of the District's 'Local Development Framework'. It will also assist and influence individuals, developers, planners and local councils when designing and assessing new developments.



**Viking Bay & Jetty**

### **1.2 Why produce a Town Design Statement?**

Broadstairs is a large coastal Town in East Kent with a resident population of 25,000. In 2007 it was voted, by the Guardian, as the second most popular seaside town in the whole of the UK and Ireland. Its diverse character and beauty includes many listed buildings, conservation areas, green wedges, areas of 'high townscape value', parks and promenades with areas of natural beauty along its sandy, white cliff coastline.

Through the Town's narrow streets and the coastal roads, that look out across Viking Bay, there is a predominance of quality Victorian and Georgian properties that influence local development and the planning process. The area has a long history of settlement and has some of the prettiest villages and communities in Southern England that include the ancient affiliated Cinque Port of St Peter's, North Foreland with its lighthouse and private estate, the village of Reading Street and Kingsgate with its area of high townscape value, beautiful coastline and sandy bays.

Broadstairs is blessed with an abundance of quality properties of architectural interest with many built from local flint and others with a Dutch influence. However, this is in contrast with the Town's continuing development at Westwood, which includes the new



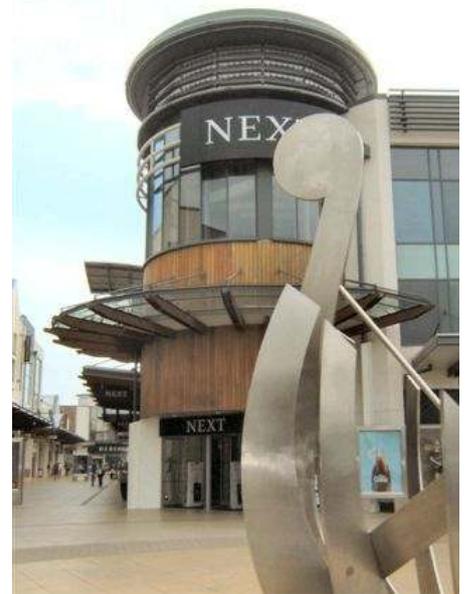
**North Foreland Lighthouse**

## Broadstairs & St. Peter's Town Design Statement

Westwood Cross shopping centre, the new university and college, housing developments and business parks that all require new community services, utilities and road infrastructures.

By setting sustainable guidelines for new development, the preservation of open spaces and the safeguarding of our protected areas, the document will provide guidance to landowners, developers and architects before they prepare their plans.

The Broadstairs and St Peter's Design Statement, which includes the Beacon Road, Bradstowe, Kingsgate, St Peter's and Viking Wards will help prevent unsympathetic development by making it easier for the planning authorities to encourage improvements in planning applications; and reject those which are not in sympathy with the community's vision for the future. It will also raise awareness of local design and environmental issues, help create partnerships between different community groups, act as a catalyst for new initiatives and will help speed up the development process.



**Westwood Cross Shopping Centre**

### **1.3 Aims and Objectives**

The aims and objectives of the Town Design Statement are to provide sustainable and continuing standards for the control of future developments, to help protect the town's character and street scene, to maintain and enhance our historical architecture and to safeguard our open environment for residents, visitors and future generations to enjoy.

Within the Design Statement, guidance is provided for the preservation of our environment by ensuring that our coastline, green wedges, parks, promenades, conservation and high townscape areas are safeguarded, and makes recommendations and guidelines for new housing, business parks, shopping centres, flat conversions and homes of multiple occupation. It aims to safeguard our built heritage, seeks to protect homes of quality from demolition and makes recommendations for the design of shop fronts along our high streets. The document will also review, and make recommendations for, improvements to our town centre and village highway infrastructures and the provision of quality coach and car parks.

The objectives are that this document be adopted as a supplementary planning document for use by Thanet District Council and Broadstairs & St Peter's Town Council, and to become an integral part of the District Council's 'Local Development Framework'. It will become a guide which developers, architects and individuals can refer to when considering their projects; thereby ensuring that their design proposals have sustainability and are not detrimental to the town's character, street scene, infrastructure and general vista before submission.

## 1.4 Design Statement Area.

The Isle of Thanet is located at the eastern tip of the County of Kent, where the North Foreland meets the Thames Estuary and English Channel. The Island is divided into the three main towns of Ramsgate, Margate and Broadstairs. This Design Statement covers the area within the boundary of Broadstairs and covers approximately one third of the Island that stretches from Botany Bay in the north, along the coast passing Kingsgate, Joss Bay, North Foreland and Viking Bay towards Dumpton Gap: From here, the boundary winds inland towards Westwood Cross, then back to Botany Bay encompassing the ancient village of St Peter's.



## Section 2 Historical Background.

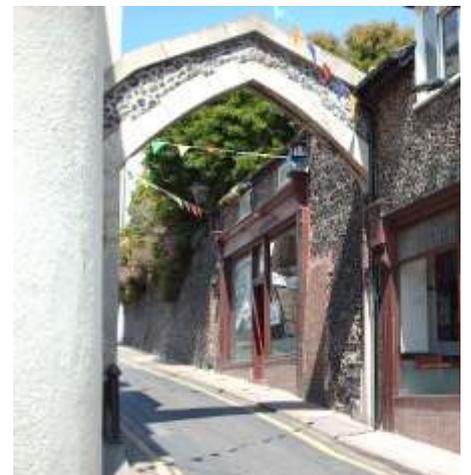
Broadstairs or 'Bradstowe', as it was anciently known, was the fishing hamlet associated with the inland parish of St Peter's where the 11<sup>th</sup> century church, built of flint and stone on the site of a smaller wooden Saxon church, became the core of the farming, fishing and boat-building community. The 'broad-stairs' name is derived from the steps once carved in the chalk cliff that led from the harbour sands to the 12<sup>th</sup> Century shrine of St Mary's situated on the cliff top.



St Peter-in-Thamet Church,  
St Peter's

The rural district covered by St Peter's and Broadstairs spreads from Poorhole Lane in the west, named after the mass graves dug there during the Black Death, to Kingsgate in the north, which was formerly known as St Bartholomew's Gate but was re-named after the landing of King Charles II in 1683, to Dumpton in the south which was named after Yeoman Dudeman who farmed the area in the 13<sup>th</sup> Century. Ancient woodlands are evident in the names of Northwood and Westwood on the extremities of the rural area and the farming hamlets of Upton, Bromstone, Callis, Stone, Sacketts Hill and Dane Court are all contained within it. The village of Reading or Redyng Street, which was established by Flemish refugees in the 1600's, has a strong influence of Dutch architecture and is adjacent to where a navigation light of some kind has shone from the north eastern promontory of North Foreland since 1499.

St Peter's came within the jurisdiction of the Cinque Ports under a 15<sup>th</sup> century charter, when it became a Limb of the Head Port of Dover. Around 1540, Richard Culmer built a wooden pier at Broadstairs for the protection of the fishermen's boats and a defensive gateway (*York Gate*), complete with stout doors and a portcullis, at the bottom of the street that led from the cliff top to the harbour.



York Gate, Harbour Street

By the latter part of the 18<sup>th</sup> century Gentlemen and Gentlemen farmers started to purchase their estates and build their seaside residences in the area, which included Holland House and its follies at Kingsgate in 1776, Stone House in 1794, Pierremont Hall in 1792, East Cliff Lodge in 1794 and Dumpton Hall circa 1800.

The fresh air and fashionable pastime of sea bathing began to bring expansion and prosperity to the town of Broadstairs at the turn of the 19<sup>th</sup> century. Most of the sea facing buildings from Bleak House to Oscar Road and Nelson Place, Albion Street, Charlotte Street and the original lower part of the High Street were built around this period. Broadstairs gained its own church, Holy Trinity in 1829, and was created a separate parish from St Peter's in 1850.

## Broadstairs & St. Peter's Town Design Statement

By the 1850's the professional classes had arrived. This contributed to the town's steady expansion with the population doubling in 50 years to 3,000. The town continued to expand when the sea air, sea bathing and seaside holidays suddenly became a fashionable healthy activity coupled with the arrival of the railway in 1863, which gave quick and easy access for visitors and day trippers coming to our town. By 1910 over 10,000 people were living in Broadstairs and St Peter's.



**Broadstairs Railway Station**

To service the expanding town, Thomas Crampton built the Albion Street gas works in 1851 and the Crampton Tower and water reservoir in 1859. Electricity had to wait for the Tram Company to arrive in 1901.

At the turn of the century the town was expanding fast as new roads were being created to meet the demands of the expanding community together with the needs of the new Tram service that had created a public transport service between towns and villages.

Broadstairs and St Peter's High Streets were expanding rapidly with the creation of the Broadway shopping centre in 1903. The large 18<sup>th</sup> century seaside estates were sold off to construct new roads lined with houses and estates that included quality housing in the 'Chess Board' and 'North Foreland' areas. After the Second World War, due to an urgent need for housing, many homes were built having little architectural merit and whole areas of farmland were developed by the local authority into housing estates that provided affordable homes to the local community. *e.g. Northdown Hill, St Peter's*. By the end of the 20<sup>th</sup> century the population of Broadstairs and St Peter's grew to over 25,000.

The long history and location of our parish has dictated the wonderful architectural diversity of our built environment with its many listed buildings and structures. These include the very early chalk slab foundation houses with flint and brick elevations and Kent peg or slate tiled roofs that were influenced by both English and Dutch design; to the rows of modest terraced cottages that line our narrow streets; to the terraces of grand Georgian and Victorian homes that line our promenades overlooking the sea.



**Church Street cottages**

## Broadstairs & St. Peter's Town Design Statement

There is no natural stone available as a suitable building material in the Thanet area. However, the underlying strata of chalk contains large outcrops of flint that were used for building houses in the Broadstairs and St Peter's area from the early 17<sup>th</sup> century to the mid 19<sup>th</sup> century. A few early dwellings were built out of chalk blocks cut from chalk pits, e.g. *'The Shallows'*, *St Peter's* and then coated with a lime render to protect the chalk from the harsh weather. Others were built of knapped flint; where the flint was given a flat face to the outer surface of the wall and only the corners and window reveals were made from more expensive brick or stone for stability, which had to be shipped in by barge.



**Wrayton House, Crow Hill**

Outcrops of clay were found in the Westwood area of Rumfields and Poorhole Lane in the early part of the 19<sup>th</sup> century, enabling local brickworks to become established.

Broadstairs and St. Peter's has one of the largest concentration of listed buildings in Kent which includes many fine examples of old flint, chalk block, brick houses and terraces that have an English or Dutch style of design. These designs and materials continue to influence our architects when building quality new homes.



**The Farmhouse, St Peter's**

## Section 3 Conservation Areas

### 3.1 Why have Conservation Areas?

A Conservation Area is an area of special architectural or historic interest, the character or appearance of which is desirable to preserve or enhance.

Conservation Area designation is a means of recognising the importance of the quality of the area as a whole, as well as protecting individual buildings, trees and street furniture. It enables us to preserve and enhance a Conservation Area's character, environment and appearance, and to control and manage change.

The four conservation areas in Broadstairs include central Broadstairs, St Peter's, Reading Street and Kingsgate.

### 3.2 Central Broadstairs.

The town centre Conservation Area, which was designated in 1970 and extended in 1986 and 2009, includes Crow Hill, Nelson Place, Albion Street, lower High Street and Harbour areas to the north; the Promenade and Victoria Parade area to the South.

This area boasts one of the most attractive working harbours in the UK, with breathtaking views from the cliff tops across Viking Bay with its wealth of listed buildings, rows of Edwardian and Victorian quality terraced housing lining the promenade with Bleak House on the horizon. Away from the seafront, you enter the world of narrow streets, flint homes and boundary walls, cottages and quaint shops, and listed buildings that line Albion Street, York Street and the lower High Street.



Harbour Street

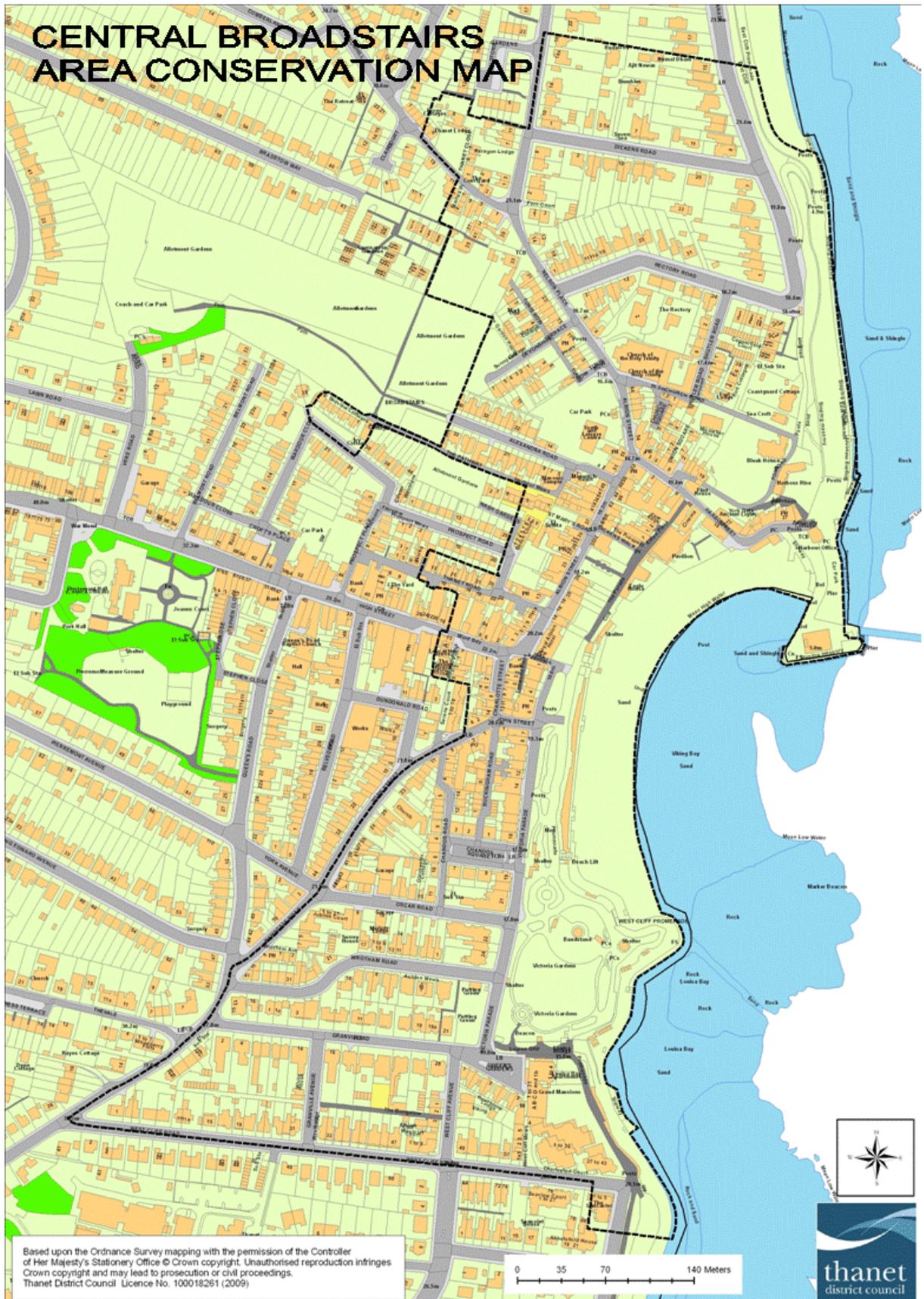


Union Square



Seafront view

# Broadstairs & St. Peter's Town Design Statement



### 3.3 St Peter's Conservation Area.

The narrow streets and alleyways that have hardly changed over the centuries help to make St. Peter's one of the most attractive and vibrant villages in Kent. The successful 'St. Peter's Village Tour', run by community volunteers, promotes the village to visitors from all over the world.

The Conservation Area, which was designated in 1973, includes the 11<sup>th</sup> century St Peter's Church and surrounding graveyards with their listed flint walls, the village green in Hopeville Avenue and the adjacent 17<sup>th</sup> Century Farm House with its Dutch gable. The area continues to extend along Church Street and the High Street including Ranelagh Grove.

There are currently major concerns regarding the unacceptable level of heavy traffic passing through the village via Church Street, initially constructed for horse and cart, which is slowly destroying the fabric of the old terraced and listed buildings lining each side the narrow streets and creating a poor environment for people living in and visiting the area.



The Coves, St Peter's

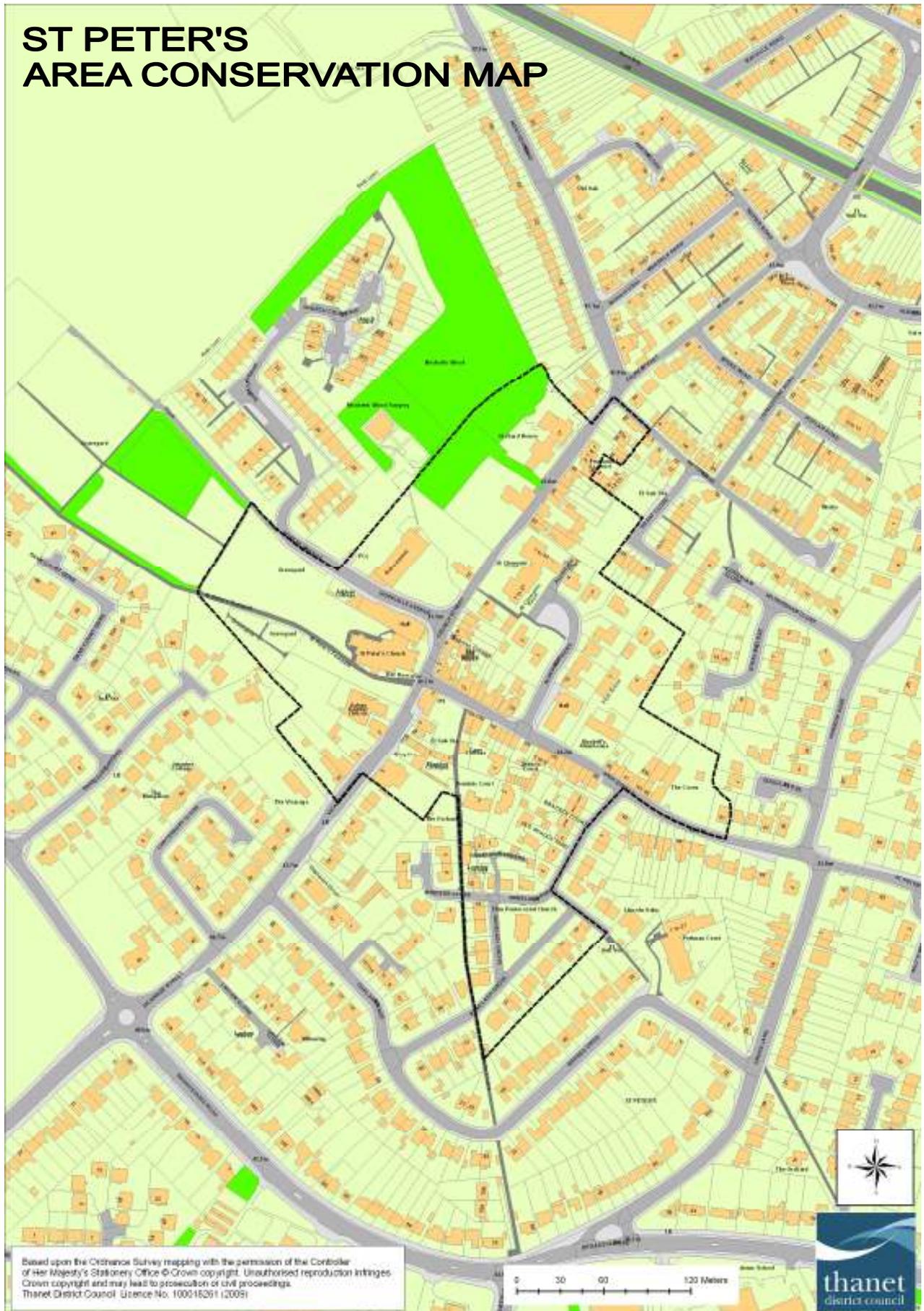


St Peter's High Street



Assembly Rooms, St Peter's

# ST PETER'S AREA CONSERVATION MAP



### 3.4 Reading Street Conservation Area.

The village of Reading Street is in an enviable sheltered semi-rural location close to the North Foreland with its white cliffs, sandy beaches and golfing facilities.

St Andrew's Church is the focal point of this small village with its Public House and Post Office with a listed telephone box. The conservation area, which was designated in 1973, is adjacent to an area of high townscape value and surrounded by green wedges to the east and west and the golf course and areas of natural beauty to the north.

The main features include the narrow tree-lined main street with many cul-de-sacs that have a wealth of flint faced listed buildings, plus many cottages of architectural interest; some with a Dutch influence. The Listed Elmwood Farmhouse, that sits within the green wedge adjacent to the Conservation Area, is an excellent example of an early timber-framed building that dates back to the 16<sup>th</sup> century.



Village Stores and Listed Telephone Box

Reading Street, within the village, is a very narrow lane with a 'blind-bend' and when coupled with cars parking on the highway makes it very difficult, and sometimes impossible, for heavy vehicles to pass safely through. Consideration should be given to excluding these heavy vehicles that cause congestion, damage to property and pollution and making the street through the village access only.

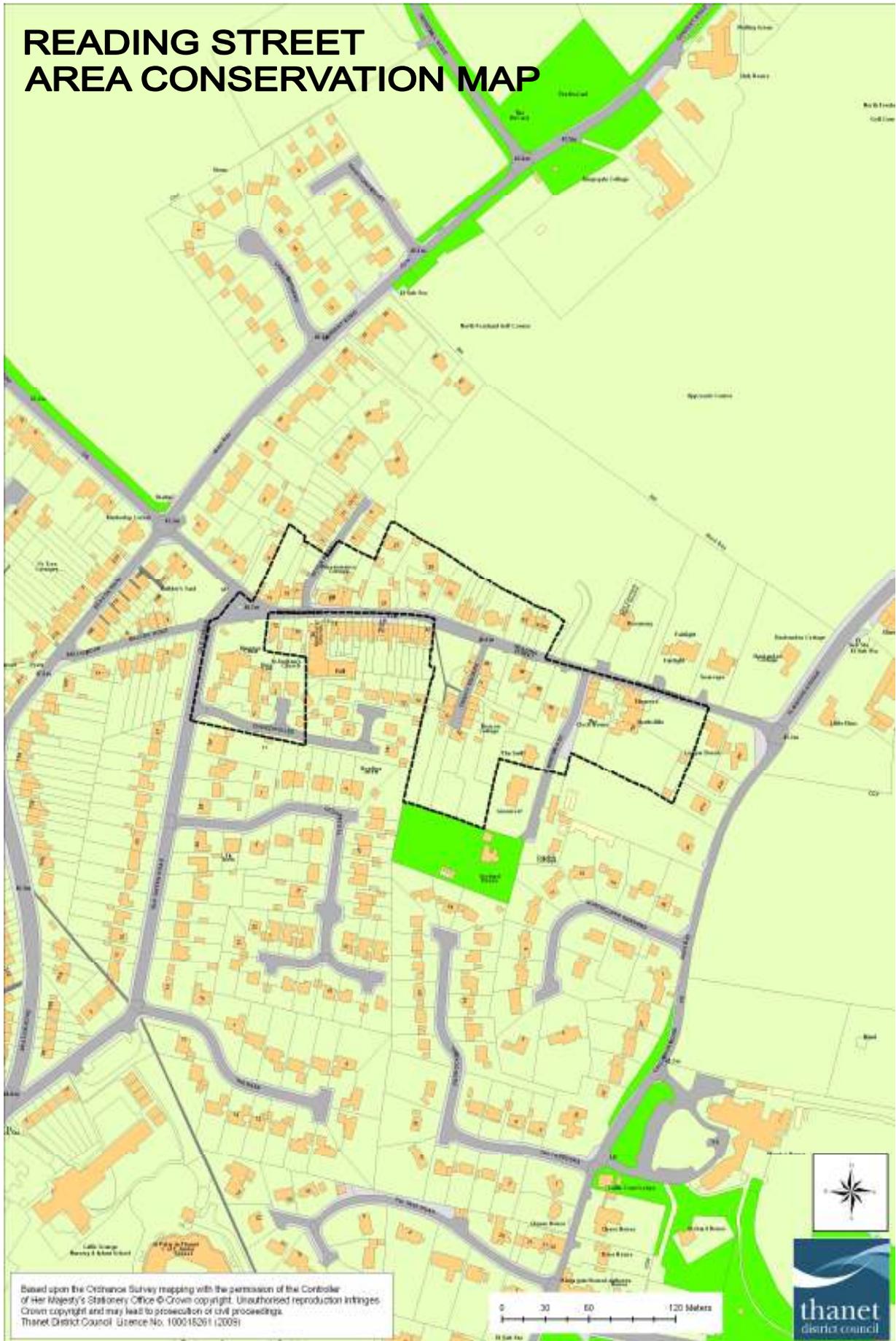


Gardenia Cottage, Reading Street



Terraced Cottages

# READING STREET AREA CONSERVATION MAP



### 3.5 Kingsgate Conservation Area.

This is a coastal area of natural outstanding beauty, designated conservation status in 1973, which borders Kingsgate Bay along the cliffs to Joss Bay and inland to cover the Port Regis School with its array of listed buildings and vast grounds.

Much of this area was originally owned and developed by the first Lord Holland, Henry Fox who built Holland House circa 1760 as his private home looking out over Kingsgate Bay.

Port Regis along with its Gatehouse, the Hackemdown Tower and King's Gate, the imposing Kingsgate Castle, Captain Digby and Lord Holland's remaining Follies are all well known listed homes and structures.



**Hackemdown Tower (within Port Regis)**  
Grade II Listed



**Captain Digby Public House**  
Grade II Listed



**Remains of Neptune's Temple, Kingsgate**  
Grade II Listed



**King's Gate (within Port Regis)**  
Grade II Listed



**Kingsgate Castle Kingsgate Bay**  
Grade II Listed

# Broadstairs & St. Peter's Town Design Statement



### 3.6 What is a Conservation Area?

A Conservation Area is an area rich in architectural quality and historic interest, and under the current national planning law a Council has a duty to identify areas whose special architectural or historic qualities deserve to be protected.

The Broadstairs Conservation Areas contain many historic and listed buildings and features that form a cherished part of our street scene that have been enjoyed by several generations before us. They are an important asset in securing our future prosperity by attracting visitors and inward investment and helps create an attractive environment to live and work.

Those that own or occupy a building within a conservation area are subject to special planning controls because it is important to ensure that any proposed building or tree works will not alter the special qualities of the area. The Town Council will use its powers to control and complement development rather than prevent it.



**Properties overlooking  
The Promenade & Gardens**

### 3.7 Planning Process.

The Town and District Council's planning committees and planning officers will pay special attention when considering applications that are within, or on the boundary of, a Conservation Area. Members or officers will only allow applications which will not harm the special qualities of the area and will encourage proposals and designs which will further improve or enhance these qualities.

Planning permission is required for the demolition of any building, structure, wall or outhouse; and also for improvements which include extensions, alterations and adding outside satellite equipment. The Council will also expect high standards of design, respecting the scale, materials and spaces between buildings. Permission is also required, whether or not a tree has a Preservation Order, to fell or pollard trees in a conservation area. There are certain exceptions that apply; however, it is strongly recommended that before commencing any work the applicant consults the planning officers or conservation officers who currently offer free preliminary advice to private householders. ***There are penalties for unauthorised work.***

The success and care of conservation areas rests largely with individual owners, who are responsible for maintaining their property in good repair and respecting the individual features and qualities which make the area a special place.

### **3.8 Guidance.**

#### **3.8.1 Designation of Conservation Areas.**

The Council has a statutory duty to periodically consider the designation of further conservation areas and the expansion of existing areas. Consideration will be given to such factors as a distinctive street pattern, scale and grouping of buildings, materials and architectural detailing, particular mixes of uses and attractive vistas that merit recognition, preservation and enhancement. Any proposals will go out to public consultation.

#### **3.8.2 Planning Controls.**

The following is a summary of additional planning controls applying in conservation areas.

- With very few exceptions, buildings cannot be demolished in whole or part.
- Certain types of development, not requiring planning consent outside a conservation area, are subject to planning control.
- Six weeks' notice in writing is almost always required before any work can be carried out to trees.
- The repair of unoccupied buildings will be enforced if they are neglected.

The emphasis is on control rather than prohibition to allow the area to remain alive and prosperous, while ensuring that any new development accords with its special architectural and/or historic merit. Any new development should be sympathetic with its surroundings and, as an example, cladding, brightly coloured roofing materials and imitation historical features will not be permitted.

All planning proposals, in and adjoining conservation areas, including alterations and extensions will be assessed in relation to their effects on the character and appearance of the area as a whole. All works, including demolition, will be required to preserve or enhance its special character or appearance. *[Including buildings, street furniture, related spaces, topography and vegetation].*

Development that would harm the special character or appearance of a conservation area will not be permitted.

It is intended that the Town Council will help protect conservation areas and identify and seek formally adoption, after public consultation, of new areas that possess the necessary criteria.

### **3.9 Conservation Area Building Guidelines and Design Recommendations.**

#### **3.9.1 Positioning and Design of Properties and Extensions.**

Any new development should respect the character of the setting and the pattern of surrounding development in which it is to be built. It should maintain the quality of natural features, design and build materials to complement the visual landscape and street scene.

Where redevelopment and extensions are proposed, the footprint of the building should allow sufficient space for private open areas and for the retention or enhancement of tree and shrub cover.

In areas influenced by Georgian, Victorian or Edwardian houses, a continuance of the design features and materials should be encouraged.

#### **3.9.2 Building Materials – Walls.**

Proposals should take great care to ensure that new properties, garages and extensions are well built in materials that blend in with the Conservation Area.

Brickwork of extensions should match the host property, using similar materials.

Any materials used for repairs or alterations should be the same as originally used.

The repainting of walls should be the same colour as before, unless permission has been obtained for a change of colour or wall surface.

New properties should use similar wall materials to those existing in the Conservation Area, especially those of neighbouring properties.



**Sympathetic New Build**  
Church Street St. Peter's



**Sympathetic Design - New Development**

### 3.9.3 Building Materials – Porches and Porticos.

Porticos should be repaired and retained as existing, including any stone steps. New build porticos must complement the design, scale, height and pattern of surrounding development.

The angle and pitch of porches should echo that of a dormer or gable so as not to be obtrusive.

The height line of a porch in a terrace of properties should be in line with the porch line of its neighbouring properties.

The porch should be in proportion and complement the scale, design and materials of the host property.

### 3.9.4 Building Materials – Roofs, Gutters and Pipes.

Traditional materials should be used on historic buildings in a Conservation Area and sympathetic materials used on new build; as the choice of materials will affect the character of the area.

Tiling for a new build or repairs should be weathered where possible and identical in colour to provide harmonisation.

Flashing should be lead.

Rainwater gutters and pipes should be in cast-iron where previously used.

Rainwater gutters and pipes should always be in character with neighbouring properties.

Flat roofs on a new build are unlikely to blend well and may be unattractive to neighbouring houses.

Roof size should not appear to dominate the building or surrounding buildings, and pitch should blend in with surrounding properties.



**Forge Cottages  
Development in Crow Hill**



**Pierremont Hall**



**Crow Hill Cottage**

### 3.9.5 Building Materials – Doors.

Doors should reflect the design of the host building, and, where possible, repaired and retained as existing; including any stone steps.

Replacement and repair materials should be the same as the original.

Door colours should match those of existing doors of the property and complement the colours of windows and walls.

Disabled access is necessary for businesses and public places and should be designed in character with the host building.



Stone Road Properties

### 3.9.6 Building Materials – Windows.

Window design, style and materials should complement the property, general vista of the area, surrounding development, and the street scene. There should be no change to the style and type of replacement window frames. Applications for a change in window frames will be carefully considered and will also require conservation officer approval. Listed properties with rotting wooden frames will require a like for like replacement.

Large window panes should be avoided. Small panes are encouraged.

Shop windows should be designed to fit the street scene. Existing windows that have details and proportions that contribute to the character of the building and its frontage must be retained.



Old School House Development  
St Peter's



Lloyds Bank, High Street

### 3.9.7 Dormer Windows.

Consideration should be given to the design, size and spacing of Dormer windows to avoid an obtrusive, detrimental appearance to the building's elevations. It is recommended that flat roof Dormers be avoided.

Dormers may be used in new development to reduce the overall height of the building.

If a new Dormer overlooks neighbouring rear gardens, opaque glass should be considered.



Serene Place

### 3.9.8 Extensions.

Extensions to buildings usually require planning permission. Proposals should allow for important current tree and shrub cover to be retained between the host and neighbouring properties.

No extension to a property should take light from neighbouring properties, cause loss of outlook, overlook neighbours or block access to the rear of the properties.



Sympathetic extension  
(Flint Cottage, St Peter's)

### 3.9.9 Garages: Materials and Positioning.

Off-street parking and garages should be subordinate to the dwelling and not dominate the street scene.

Garages should not take daylight from neighbouring properties or make access to the rear gardens of neighbouring properties impossible.

The design, scale and materials of a detached or an attached garage must complement the street scene and the design, scale and materials of the dwelling must not detract from the general vista of the conservation area.

On all new and infill out of town development, in a conservation area, off-street vehicle parking is encouraged to help maintain the street scene and general vista.



Sympathetic garage addition  
Reading Street

### 3.9.10 Green Energy.

Future developments must consider and address energy saving and water conservation issues.

New and existing buildings and extensions should aim to achieve the highest standard of thermal insulation and seek to introduce sustainable energy saving and energy generated measures.

Rainwater capture for use by occupants is encouraged and the introduction of hard-paved surfaces that discharge water to sewers must be avoided in favour of permeable surfaces that allow groundwater recharge. *Hard paved surfaces to driveways and gardens now require planning permission.*



**Hard-paved front garden**

### 3.9.11 Street Furniture.

Street furniture has an impact on the way people perceive and use public spaces such as parks, town squares, public gardens and even car parks. It can make public spaces feel like an extension of living space and turn these areas into welcoming communal spaces that promote a friendly environment and a thriving and outgoing community.

Street furniture should be attractive, functional and appropriate to the conservation area.



**St Peter's Village Green & Furniture**

### 3.9.12 Shop Front Design.

In conservation areas, the best designs will be those which are attractive and use traditional materials and colours; at the same time respecting the character of the surrounding area. Careful selection of signage is important, plastic type signs are likely to be inappropriate and unsuccessful.

Good shop front design is vital to the appearance of a town centre. Designers and traders are therefore encouraged to consider carefully any additions or amendments to shop fronts not just for the benefit of the street scene, but also for the benefit of the town's economy – and ultimately the traders themselves.



**Sympathetic Shopfront Design**

## **Section 4 Areas of High Townscape Value**

### **4.1 What is an Area of High Townscape Value?**

There are five areas in Broadstairs, which are considered to possess certain characteristics meriting special recognition but do not warrant Conservation Area status. The character and features of these areas vary, but will all have an open pattern of development, a high degree of amenity value, a clear separation between buildings and significant landscaping.

### **4.2 Why have Areas of High Townscape Value?**

The aim is to safe-guard these built-up areas from 'town cramming' and loss of established character.

'Within such areas the conservation and enhancement of the local character will be the primary planning aim. In furtherance of the aim, development will be allowed only where design, scale of development, separation between buildings, use of materials and landscaping are complementary to the special character of the area'. *Local Plan Policy D7*

The Town Council will help protect Areas of High Townscape Value and identify and, after public consultation, seek to formally adopt new areas that possess the necessary requirements.

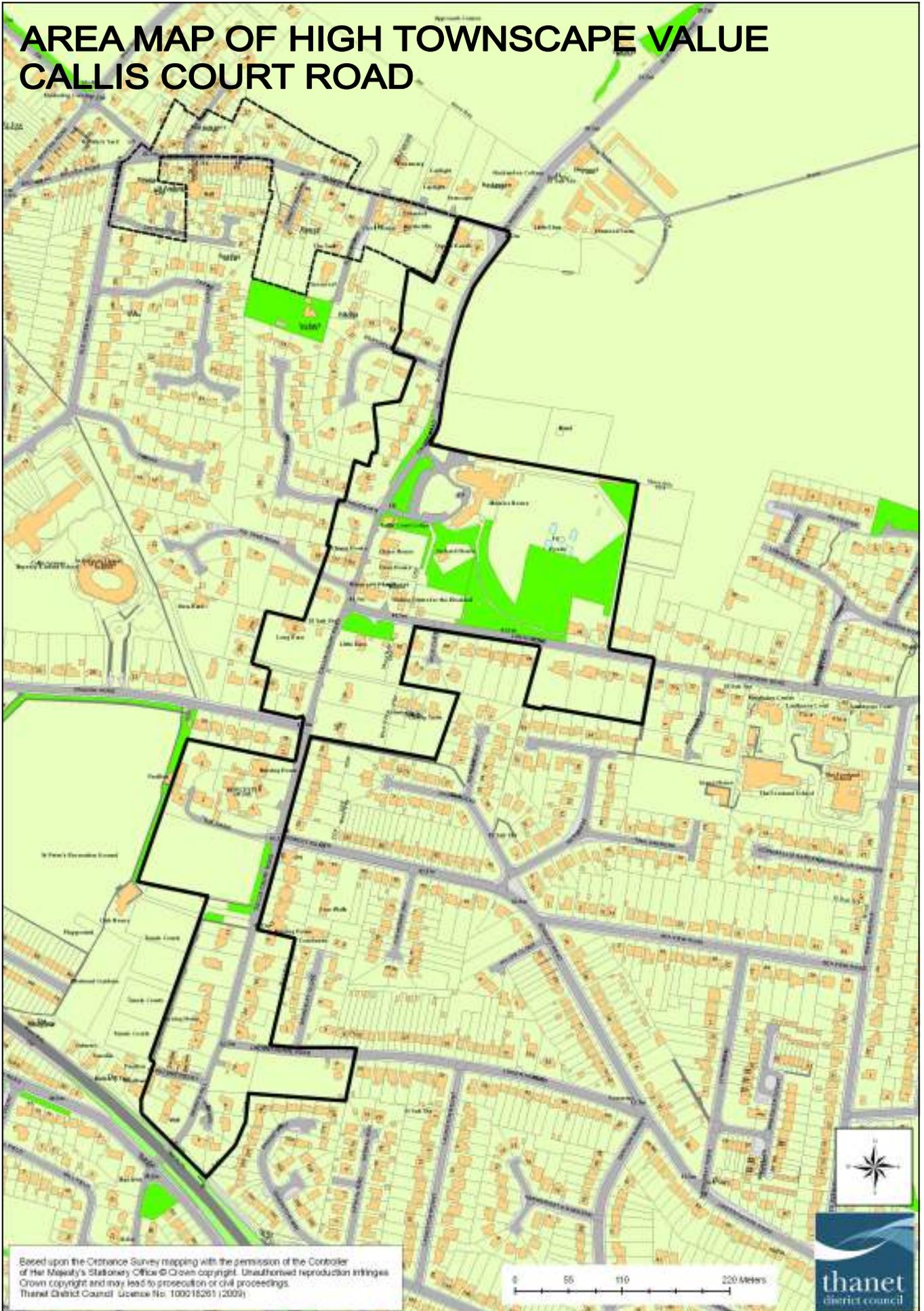
### **4.3 The Five Areas of High Townscape Value.**

The Town has five areas of High Townscape Value which are:

- **Callis Court Road.**
- **\* Kingsgate Avenue.**
- **North Foreland.**
- **Park Avenue.**
- **South Cliff Parade and Western Esplanade.**

\* As a result of the Town Design Statement's public consultation, the Town Council has identified a need to expand the Kingsgate Area of High Townscape Value to include the whole of Kingsgate Avenue, Marine Drive, Fitzroy Avenue, the Whiteness Green area and sections of George Hill Road.

# AREA MAP OF HIGH TOWNSCAPE VALUE CALLIS COURT ROAD



# AREA MAP OF HIGH TOWNSCAPE VALUE KINGSGATE AVENUE



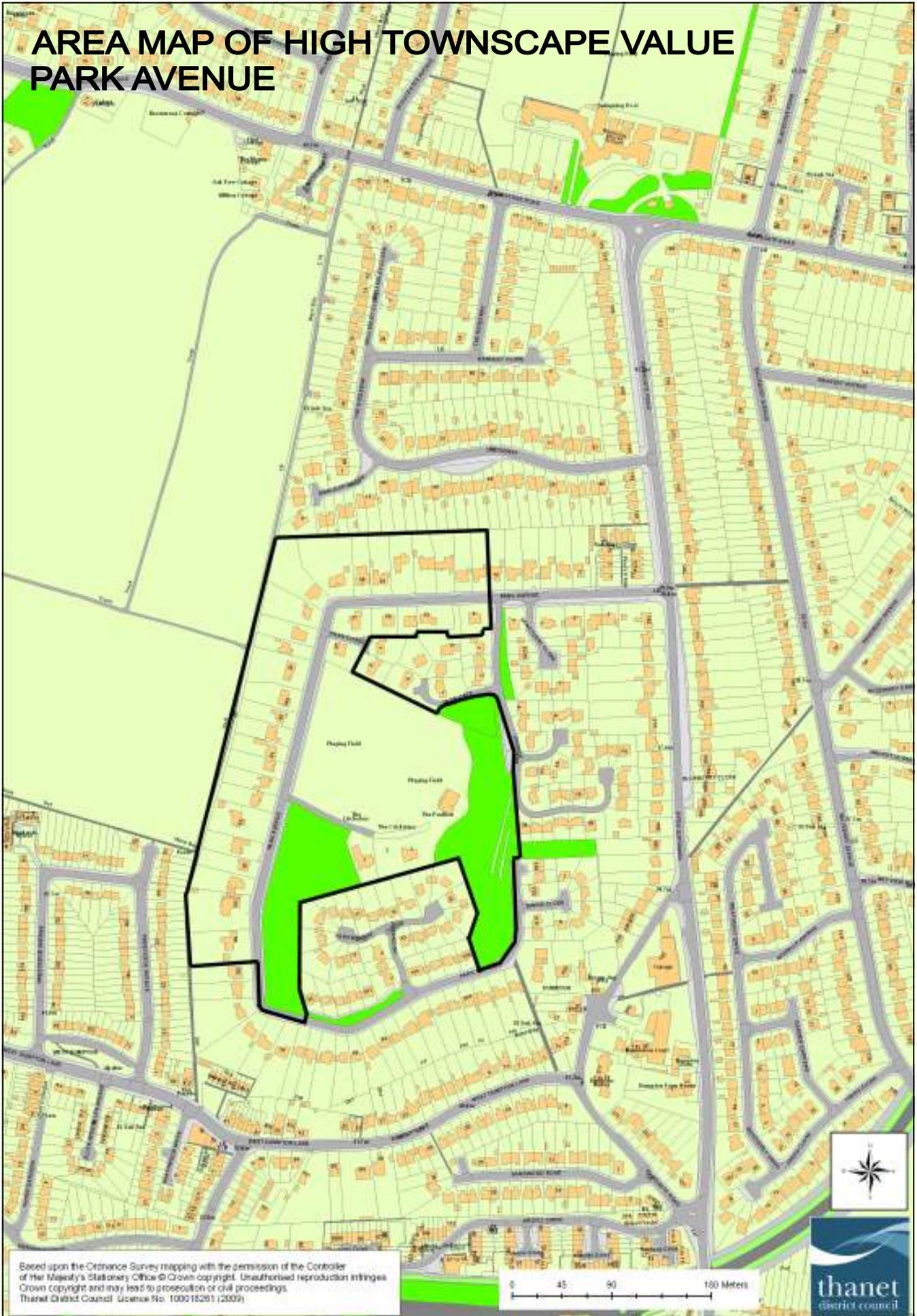
# AREA MAP OF HIGH TOWNSCAPE VALUE NORTH FORELAND



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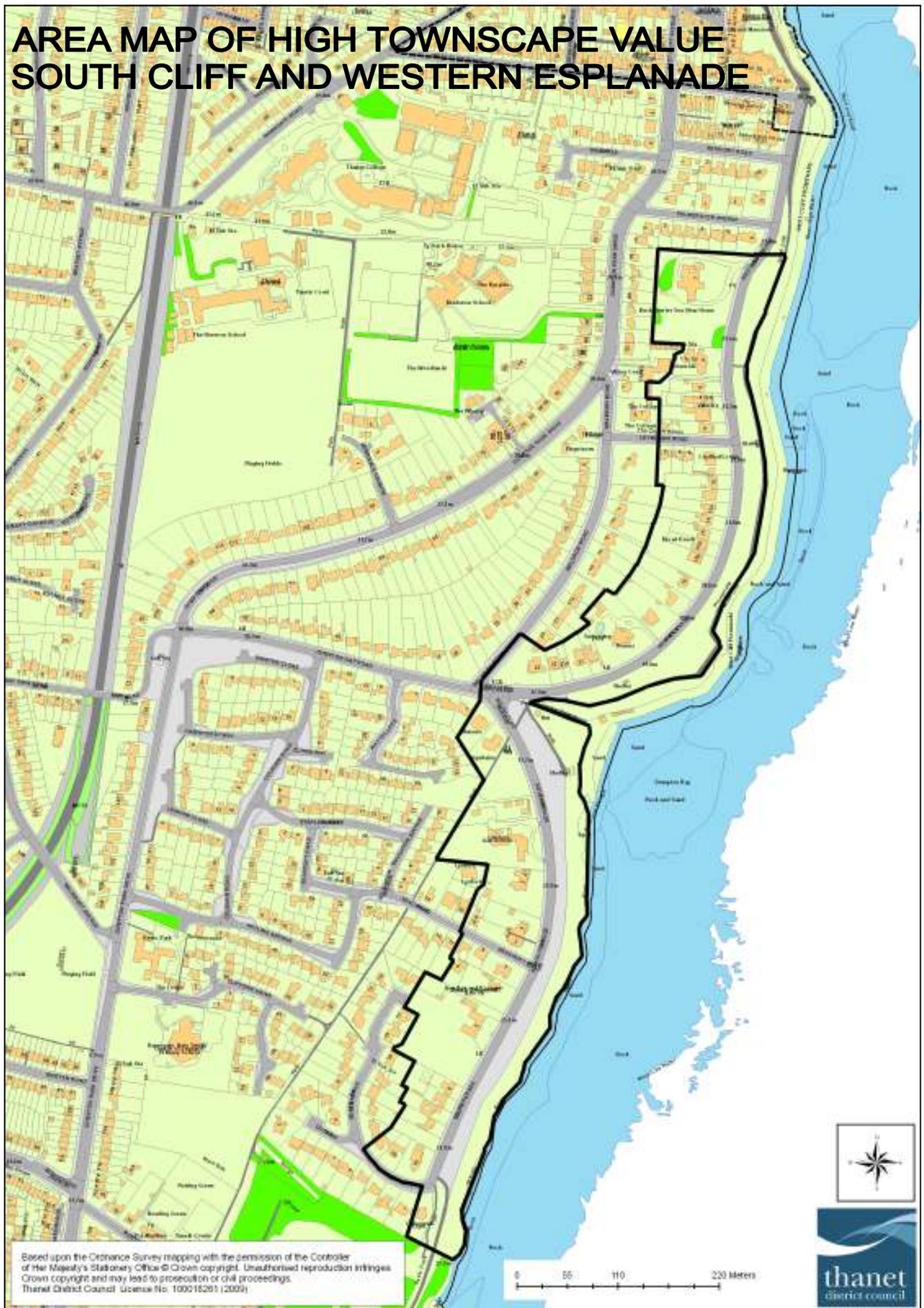
# AREA MAP OF HIGH TOWNSCAPE VALUE PARK AVENUE



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# AREA MAP OF HIGH TOWNSCAPE VALUE SOUTH CLIFF AND WESTERN ESPLANADE



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## Section 5 Listed Buildings.

### 5.1 What are Listed Buildings?

The word 'listing' is a short-hand term used to describe one of a number of legal procedures which help English Heritage to protect the best of our architectural heritage. When buildings are 'Listed', they are placed on a statutory list of buildings of 'special architectural or historic interest' compiled by the Secretary of State for Culture, Media and Sport under the Planning [Listed Buildings and Conservation Areas] Act 1990, on advice from English Heritage.

The main criteria are buildings of architectural interest, historic interest, close historical association with nationally important buildings or events and group value; especially where buildings comprise of an important architectural or historic unity or are fine examples of planning such as squares, terraces and model villages. All buildings built before 1700, which survive in anything like their original condition, are automatically listed; as are most built between 1700 and 1840.



**Bleak House** Grade II

Listed buildings are graded to show their relative importance.

- Grade I Buildings of exceptional interest.
- Grade II\* Particularly important buildings of more than special interest.
- Grade II Buildings of special interest, warranting every effort to preserve them.

Currently 92% of UK's 'Listed' buildings are Grade II; 5.5% are Grade II\* and just 2.5% are Grade I. *[Some buildings may qualify for English Heritage grants towards repairs].*

### 5.2 Concentration of Listed Buildings.

Thanet has the highest concentration of listed buildings in Kent and the Council is committed to safeguarding and enhancing the quality of both the visible and hidden built environment.

Currently, Broadstairs has over 125 listed dwellings, groups of dwellings, structures, walls and street furniture with a large concentration within our four Conservation Areas. These include Bleak House and the Royal Albion Hotel in central Broadstairs, The Old Farmhouse in St Peter's, The Castle at Kingsgate and the Gardenia Cottage and Telephone Box in Reading Street.



**Dickens House Museum**  
Grade II\*

Although the vast majority of listed buildings are located in the conservation and high townscape areas, many others can be seen adjacent to, and complementing with, more recent areas of development. These include Pierremont Hall in Pierremont Park, Kingsdown Farm Bromstone Road, the Hildersham Barn and Little Upton in Vale Road.

### **5.3 Protection of Listed Buildings.**

#### **5.3.1. Safeguarding Listed Buildings.**

Anyone wishing to demolish a listed building, either in whole or in part, or make alteration to the exterior or interior in any way that would affect its character as a building of special architectural or historic interest, must first obtain listed building consent, indicating all proposed amendments, from the District Council after consulting with the Town Council planning committee. This requirement also applies to non listed buildings/structures that are located within the curtilage of a listed building.

It is important that any alterations or additions to listed buildings will only be permitted if it can be shown that the proposal would not detract from the character of the building, or be detrimental to its setting or street scene. The Town Council will seek to ensure that the materials, features and details, which contribute to its architectural and/or historic interest, are retained and where appropriate reinstated.

To help prevent listed buildings becoming derelict and falling into disrepair, the District Council will use all the powers at their disposal, e.g. grant aid, legal action, compulsory purchase and Section 215 of the Town and Country Planning Act 1990. The Town Council, with the help of the Broadstairs Conservation Area Advisory Group, will identify listed properties which are in a poor state of repair and in need of improvements and take appropriate action.



**Hildersham Barn** Listed Grade II

#### **5.3.2 'Change of Use' of Listed Buildings.**

It is recognised that the preservation and maintenance of listed buildings are usually dependent upon their capability of viable economic use. Proposals for change of use, which represent the best reasonable means of conserving the character, appearance and setting of a building of special architectural/historic interest, and also meet national guidance, will be favoured and dealt with as sympathetically as possible. 'Change of Use' of listed buildings will only be permitted where the change represents the best reasonable means of preserving the character, appearance, fabric, integrity and setting of the building, and the change would not necessitate internal or external alterations; judged to be detrimental to its character as a building of special architectural and/or historic interest.

### 5.3.3 Conversion of Listed Rural Buildings.

The District and Town Council will seek to encourage the implementation of uses which provide the best possible chance of preserving the essential features of a rural building. Proposals for the conversion and re-use of listed rural buildings should constitute the best reasonable means of giving long-term protection to the buildings' essential features and architectural character.

The following proposals will not be permitted:

- [i] Applications that require major structural alterations, dismantling or reconstruction.
- [ii] Applications that include new build elements to the detriment of the character of the listed building or its setting.
- [iii] Applications that involve the creation of intrusive suburban features, such as fencing, inappropriate paving, non-native trees or shrubs, kerbing and column lighting etc..
- [iv] If the property is to be severed from an agricultural unit, the local planning authority will require that only the minimum curtilage is severed with the listed building.



**Roman Catholic Church of Our Lady Star of the Sea, Broadstairs Road  
Grade II Listed. 1930-1, by Sir Giles Scott, completed 1961.  
Flint with stone dressings, pantiled roof.**

## **Section 6 Eyesore Land and Buildings.**

### **6.1 Empty Properties and Vacant Land.**

Empty, neglected and derelict properties and vacant un-attended land, that create an unsightly image for the Town and surrounding villages, will have a detrimental impact on the local community's social, economic and environmental well being.

Buildings and land that fall into disrepair or become derelict will blight areas very quickly resulting in fly tipping, vermin, crime and vandalism that will lead to a de-valuation of neighbouring properties. By working in partnership; the Town and District Councils, the Broadstairs Conservation Area Advisory Group, The Broadstairs Society, landlords, private developers, housing associations, farms and local businesses will help improve the street scene, protect our green wedges and enhance the quality of life for both residents and visitors. Run down properties and land will be transformed into valuable attractive assets.

Thanet District Council's 'Empty Property Strategy' that has been in place since July 2003, *[A copy can be downloaded from their web site]* was created as a commitment by the whole community to bring empty properties back into use and to play a major part in the areas re-generation.



**Dumpton House**

### **6.2 Enforcement Action.**

Councillors and officers have a duty to report run down empty properties and members of the public are encouraged to assist by identifying derelict buildings and land and reporting them to the Town Clerk. The Town Clerk will then forward details to the enforcement officer.



**Viking Bay - public toilet area**

Unfortunately, not all owners will respond to positive encouragement and, where negotiation with an owner does not bring the property back to an acceptable standard, enforcement action will be taken. Although a firm stance will be taken with uncooperative owners, the main emphasis will always be to work positively with all stakeholders; any enforcement action will be fair and balanced and will only target those owners and landlords who have no regard to their responsibilities as land and/or property owners.

Action will be tailored to tackle individual circumstances, applying powers from both building and housing legislation. As a last resort, the District Council may consider compulsory purchase.

## Section 7 Shop Front Design.

### 7.1 Introduction

For most shops and businesses in the town and village centre locations there is a high degree of competition between outlets selling similar products; and even where traders are involved in niche markets or speciality goods, where there is less competition, they also have to work hard to maintain a workable customer base.

In most spheres of business, competition ensures that companies strive to present the best possible image to the outside world, so that the customer initially chooses their premises and products.

Businesses on the high street have a huge advantage – a continuous life-sized advertisement which potential customers pass by each day. A shop front should be regarded by any business as a major marketing advantage to be maximised.

Well designed modern and traditional shop fronts add considerably to the appeal of shopping locations for both the local community and visitors to our Town. It will create conditions and an environment most likely to stimulate trade and boost the local economy.

### 7.2 Shop Front Design

Poor design creates an uninteresting and cluttered appearance to the shop front and destroys the character and coherence of the design of the original buildings. Good design creates an interesting and visually pleasing shop front and maintains the character of the street scene.

New and replacement shop fronts must recognise the need to balance the requirements of listed buildings, conservation areas and street scenes coupled with the shopkeepers' commercial interests. The best designs will be those which succeed in respecting the character and pattern of surrounding development, whether or not in the conservation areas, at the same time complementing the character of the building.

Shopkeepers in conservation areas can still make their premises stand out by having a complementary well designed fascia, lettering and lighting; colours in bygone centuries were generally bright, because only primary pigments were available.



Unsympathetic Design - High Street



Sympathetic Design - Harbour Street

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Sensitive consideration has to be given to the design of fascias, windows, entrances, stall risers, pilasters, materials, internal and external signage, external lighting and colour. Blinds and canopies can add interest and vitality to a shopping street, but care is required or there will be an overabundance of styles and colours. Security shutters that completely obscure the shop front display are inappropriate for Broadstairs and will be detrimental to the town's vibrant evening economy.

All new and replacement shop fronts, that require planning permission, will be considered by the Town Council's planning committee with any comments being reported to the District's planning and conservation officers.

For further and detailed guidance on shop front design refer to:-

- [i] Thanet District Council's Planning Guidance Leaflet No 1. 'Shopfront Design'.
- [ii] Thanet District Council's Planning Guidance Leaflet No 2. 'Security Shutters'.
- [iii] Broadstairs Conservation Area Advisory Group's 'Shopfront Design in the Broadstairs Conservation Area'.



**An excellent example of new build – Broadstairs High Street, completed 2011**

## **Section 8 Green Wedges and Open Spaces.**

Each of the Thanet villages makes its own contribution to the character and diversity of the Thanet countryside. The Town and District Council believe that it is essential for each village in the District to retain its separate physical identity, in the same way as the Towns.

The green wedges serve as a barrier to any further outward growth and coalescence of Thanet's urban areas, preventing the existing isolated groups of dwellings from expansion and the siting of static caravans and mobile homes. They protect the rural, unspoilt character and distinctive landscape qualities of the countryside so that the separate physical identities of the towns are retained. These spaces also provide the general public with a perception of openness with many uninterrupted views across open countryside via unfenced roads, footpaths that run alongside the wedges and the numerous 'public rights of way' that pass through the open spaces.



**Farmland looking to Lighthouse**

The largest, best known and longest established green wedge in Thanet, which defines and maintains an open space boundary between Margate and Broadstairs, extends approximately three miles south west from North Foreland to the Westwood Cross shopping centre and retail parks. The belt of land is predominately cultivated and 'set aside' farm land with a scattering of woodland, farm buildings and restricted agricultural occupancy dwellings. To the north east, the Green Wedge encompasses the North Foreland Golf Club and the Kingsgate Conservation Area.

A second smaller Green Wedge of cultivated farm land that borders Ramsgate and Broadstairs is located between Pysons Road and Park Avenue.



**Pysons Road Green Wedge**

The Town Council will work with the District Council to help protect the green wedges. Any proposed new development within these areas, including change of use of land and buildings will not be permitted.

However, open sports facilities and recreational uses may be considered. If approved these projects will be subject to any related built development being kept to the absolute minimum necessary and will be sensitively located.

## **Section 9            Trees.**

### **9.1     Tree Preservation Order [TPO]**

Trees are a vital part of the Broadstairs environment in both residential and rural areas, parks and wooded land. They help reduce air pollution, provide a habitat for wildlife, and contribute to the character and appearance of street scenes and landscapes.

Tree Preservation Orders [TPO's] are placed on specimen trees that make it an offence to carry out any work without the District Council's permission. *[With the exception of removing dead wood and/or ivy]*. The aim is also to protect trees for the continued enjoyment of the general public.

Before a District Council Officer places a TPO on a tree or group of trees he/she will ensure that the specimen has public amenity value, is healthy and sound, is not too close to buildings and structures and is not nearing the end of its life. The benefit of a Tree Preservation Order is to encourage and co-ordinate the good management of trees with the expert help of the Council's Arboricultural Officers.

### **9.2     What Trees Can Be Protected?**

Any species of tree, including trees in hedgerows can be covered by a TPO. Hedges, bushes or shrubs cannot be covered and rural hedgerows are protected under separate legislation. TPO's also cover fruit trees: However, you do not need permission for work if the fruit tree is in a commercial orchard or if the pruning is in line with good horticultural practice.

All trees located within a Conservation Area are protected whether or not the tree has a TPO. When the Arboriculturist receives an application for tree works from one of these areas, and the tree has never previously received a TPO, the officer will inspect to see if it is worthy of being protected. If the tree is in a dangerous condition, or has a trunk diameter of less than 7.5 centimetres measured 1.5 metres above the ground an applicant is not required to ask permission. However, it is always advisable to write and notify the planning officers of your intentions before any work is carried out.



**Copper Beech Tree**



**Avenue of Lime Trees,  
St Peter's Churchyard**

Trees that line our streets, roads and avenues are subject to other orders and come under the control of Kent County Council.

### **9.3 The Protection of Trees.**

The Town Council, as a statutory consultee to the planning authority, receives and considers all applications for protected tree works within the boundary of Broadstairs and St Peter's and in this role, via the planning committee, makes recommendations to District Council. If the application is contentious, a District officer or District Councillor may place it before the District's planning committee for consideration.

If any member of the public believes that an unprotected tree is about to be lopped, pollarded, pruned, crown raised, crown thinned, crown reduced or fell and removed, or is under threat by a proposed new development they may either contact Thanet District Council, their Town Councillor or the Town Clerk with full details and location. The District Council will investigate the complaint, send an Arboriculturist to inspect the site and then take appropriate action. It is illegal to perform any work to protected trees without permission and any person caught doing so can receive significant fines.

Broadstairs and St Peter's Town Council also has an appointed 'Tree Warden' that will investigate, on the Council's behalf, any healthy trees that are under threat of detrimental work, unnecessary felling or a proposed new housing or commercial development.

Tree applications for fell and removal are usually only approved due to roots uplifting foundations, disease, dying or are poor specimens. Many are subject to the re-planting of a specimen more appropriate to the location and street scene.



**Sycamore trees – poor specimen (left) good specimen (right)**

## **Section 10 Developments Outside the Conservation Areas.**

### **10.1 Size and Type of Housing.**

The Town Council will seek to secure a mix of different housing sizes, types and affordability that are compatible with the character of the locality and surrounding development in order to promote the establishment of mixed and balanced communities.

On sites where 10 or more residential units are proposed the Council will usually require a mix of dwelling sizes and types to meet a range of community needs, which are compatible through quality design with the character of the site's locality. 15% of units will be expected to be designed as wheelchair housing.



**Parish Close, St Peter's**

### **10.2 Design.**

Urban and rural design is one of the fundamental elements for our quality of life and in the realisation of a sustainable lifestyle. Design will affect the way in which we live, work and play, and the way residents and visitors perceive Broadstairs and St Peter's as a whole.

The Council's objectives will be to ensure that new developments are of a high standard of quality and design, create a safe and attractive environment, and will respect and enhance the local character of existing built areas, open spaces and trees. Consideration will also be given to the needs of pedestrians, cyclists and those with mobility or sight difficulties.

Design principles, that are not treated as prescriptive requirements, will be applied flexibly and appropriately to safeguard, complement and sympathetically enhance the environment through landscaping, innovative design, using complementary materials, restricting residential and commercial density, maintaining the right to natural light, respect for bulk and scale, and ensuring the functional requirements of car parking, community open spaces and access.

### **10.3 Extensions.**

The majority of Broadstairs planning applications are for home improvements including extensions and changes to existing dwellings. Careful consideration has to be given to these applications to ensure the protection of the environment, vista, street scene and the neighbours' amenities.

Consideration will be given, by officers and planning committees, to the protection and privacy of neighbouring properties by maintaining their outlook, right to daylight, and

## Broadstairs & St. Peter's Town Design Statement

ensuring that any extensions or changes are in keeping with the character of the building and the pattern of the surrounding development and not detrimental to the street scene.

It is recommended that home owners and their professional advisors give consideration to a number of design issues and matters before presenting their application for consideration. The position and size of a large extension should not have a detrimental affect on the amount of daylight entering the neighbour's property; the side windows of an extension or views from a new balcony must not take away their neighbours' right to privacy and the neighbour must maintain the outlook from their windows.



**Sympathetic Extension  
(above garage)**

Other issues for consideration, from applicants, include encroachment of gutters and foundations on neighbouring properties, hard-standing car parking facilities which destroy the character of the street scene, unacceptable roof extensions and roof lines that are detrimental to the street scene and pattern of surrounding development, over dominant front and rear dormers, front extensions and porches that are forward of the street building line and side extensions that are un-sympathetic to the street scene. *For further information refer to the 'Guide to Extending Your Home' available from Thanet District Council.*



**Unsympathetic Extension  
Illustration of over-dominant  
dormer extension**

### 10.4 Commercial Development

Land allocated for economic development and for the retention of employment in Broadstairs and St Peter's includes the 'Thanet Reach' Business Park, Pysons Road Industrial Estate, Dane Valley and Northdown Industrial Estate and the Westwood site located at Poorhole Lane.

Other than Thanet Reach, which is earmarked for mixed development, use will be restricted to classes B1 [Business], B2 [General Industry] and B8 [Storage and Distribution]. On all sites any new development should be accompanied by a landscaping scheme appropriate to the scale, location and character of the site and surrounding development, and should also be accompanied by a traffic and infrastructure impact study.



**Thanet Reach Development**

The retention and enhancement of these areas and facilities is essential to ensure adequate provision for business opportunities and employment.

## **Section 11 Flats, Conversions & Homes of Multiple Occupation.**

The Town Council, in its role as consultee to the planning authority, will aim to protect the Broadstairs built environment from excess development of one bedroom flats, bedsits, unsuitable conversions and homes of multiple occupation [*non self-contained residential accommodation HMO's*] which would have an unacceptable impact on our community.

### **11.1 Homes of Multiple Occupation.**

Non self-contained accommodation within a building where unrelated households share one or more facilities e.g. bathroom and/or kitchen etc. is an example where living arrangements, being more intense than single family accommodation, can give rise to noise, nuisance, more callers, more parking, and could lead to the visual deterioration of buildings and gardens. The extent to which non self-contained accommodation may generate the problems referred to above depends not only on the intensity of occupation, sharing of facilities, and management of buildings, but also on the concentration of similar properties within its vicinity.

When determining planning applications consideration will be given to the detrimental affect on the locality resulting from noise, disturbance, car parking and visual impact and also any increased concentration in the vicinity that will be detrimental to the character of the neighbourhood and street scene.

The Town Council's planning committee, in its advisory role, will reflect these concerns and consider for refusal any planning application submitted for the conversion of a building into a home of multiple occupation. The committee will consider supporting any application that proposes to convert existing HMO's into two or three bedroom flats.

### **11.2 Flats and Flat Conversions.**

The Town Council recognises the need to protect our built environment from the recent proliferation of applications to build new flats and maisonettes, and the conversion of homes of single occupation into multiple flats.

Restrictions, policies and guidelines are already in existence for the protection against any proposed development to a listed building, or within the grounds of its curtilage, that is likely to affect its character and appearance and planning applications within the conservation areas and areas of high townscape value. However, there is a requirement for developments to provide a mix of dwelling sizes and types to meet the needs of the local community providing the quality and design is compatible with the character of the surrounding area.



**New Build Sympathetic Design  
Kingsgate Avenue**

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The Town Council planning committee, in its advisory role, will consider for refusal any new build or conversion comprising of one bedroom flats or bed sits, and any application that requires the demolition of a quality detached property to be replaced with a new block of flats.

However, the committee will consider for approval all new build flats and conversions that provide a minimum of two or three bedroom accommodation providing the new build, or any external change to a conversion, is not detrimental to the street scene or the character and pattern of the surrounding development.



**Contemporary Build  
Eastern Esplanade**

Developers and Architects considering the development of any new flats or conversions will be subject to planning permission and building regulation, and for detailed advice on design and layout please refer to Thanet District Council's 'Conversion to Flats' Guidelines.



**Sympathetic Conversion, Vere Road**

## **Section 12 Broadstairs Harbour and Coastal Development.**

### **12.1 Broadstairs Harbour**

Broadstairs Harbour, which is one of the most attractive working harbours in the UK, is an integral part of Viking Bay and the central Broadstairs Conservation Area. The tidal Harbour is home to a number of small pleasure boats and fishing vessels, commercial trawlers and the Broadstairs Sailing Club.

The Harbour area has a wealth of protected listed buildings and structures that include the York Gate circa 1540, the Tartar Frigate, Admiralty Cottage and the old weatherboarded 'Look-Out House and Stores' located on the Jetty [Pier]. The Jetty is currently not a listed structure.

The Harbour area's main facilities and activities include the Broadstairs Pavilion, public house, seasonal gift shop, restaurant, car park and toilets, a café at the end of the Jetty, an area set-aside for the Broadstairs Sailing Club and hosts public events and a weekly summer market. This area, although protected, has the potential for further sensitive limited commercial development. The end of the Jetty has scope for additional commercial development, an area on the beach facing the Harbour is also available for commercial development and the old 'Look Out House and Stores' on the Jetty could be utilised and converted into small units for arts and crafts.



**Harbour St. and Bleak House**

### **12.2 Coast**

The Broadstairs coastline is recognised both nationally and internationally for its nature conservation and scientific value.

Broadstairs has approximately five miles of sandy beaches, complemented with a white cliff coastline, which are some of Broadstairs' most valuable assets and resources in terms of tourism, sport and recreation, landscaping and conservation. The seven main bays include Botany Bay, Kingsgate Bay, Joss Bay, Stone Bay, Viking Bay, Louisa Bay and Dumpton Gap. Kingsgate and Joss Bay form part of the coastal Conservation Area and Green Wedge.

Thanet District Council's 'Coastal Park Initiative' helps protect our coastline from deterioration and controls any proposed coastal development. Any further development along our coastline will be expected to protect and enhance the landscape, seascape, nature conservation, recreational value, beaches and tidal areas, and the diverse character of the area. Development that specifically requires a coastal location will only be permitted if it can be demonstrated that no alternative site exists and any application to construct kiosks and small building structures on beach and seafront esplanade locations will be refused if they have any adverse impact on

## Broadstairs & St. Peter's Town Design Statement

the openness and character of the area.

Thanet beaches have three classifications: Major holiday beaches; Intermediate beaches; and Undeveloped beaches.

Viking Bay is classified as a major holiday beach. The Town Council's planning committee will support proposals for the provision and upgrading of a wide range of recreational facilities providing the application has taken into account that the bay is located in the central Broadstairs conservation area.

The Council will support proposals for a limited range of basic facilities on the Intermediate beaches of Joss Bay, Stone Bay, Louisa Bay, and Dumpton Gap that include applications for small kiosks supplying food and refreshments, beach huts and beach furniture. Approval will be subject to the type of business, scale, design and location, and will be subject to any nature conservation policies and flood risk affecting the beaches.

No development will be permitted on, or adjacent to, undeveloped beaches. Priority will only be given to the protection, maintenance and enhancement of their undeveloped character.



**Joss Bay - cafe, shop, toilets**

### **12.3 Seafront Architecture.**

Broadstairs' historical development as a seaside resort has resulted in a wealth of architectural heritage where our purpose-built, well preserved, seaside buildings have greatly enhanced the character of our Town. A well preserved resort, with its own historical identity, can attract visitors and be a catalyst for further economic regeneration.

Many of the homes and hotels that occupy cliff top and promenade locations are typically quality detached and terraced properties of substantial proportions that often possess ornate details, belvederes, balconies and windows that maximise their sea views.

The Town Council will seek to safeguard, re-instate and enhance existing seafront architecture and will support any proposed new development that utilises quality materials, enhances its location and complements the pattern, design and character of the surrounding seafront development.



**Dickens House Museum and  
Victoria Parade**

### **Section 13      Westwood Cross.**

The District Council has chosen to adopt a policy approach that will encourage and enable major national multiple retailers to invest and be represented in Thanet, whilst promoting expansion of tourism and leisure uses within the Towns to ensure their future vitality and viability.

The Westwood Cross shopping centre and leisure complex, which is situated three miles south west of Broadstairs town centre is built on agricultural farm land and land previously occupied by a Victorian Hospital, a local authority Nursery and a number of dwellings facing Margate and Haine Road. After a public enquiry and a period of public consultation, which produced a mixed reaction from residents and local retailers, the application to build a shopping centre at Westwood was approved, built and opened in June 2005. Further expansion has seen the recent opening of the leisure complex, which includes a casino, hotel, restaurants, multiplex cinema and a bingo club. The surrounding area continues to expand as a mixed use area together with a proposal to build new homes with community facilities.



**Westwood Cross Shopping Centre**

It has been reported by the Broadstairs and St Peter's Chamber of Commerce that the opening of the Westwood Cross shopping centre in June 2005, coupled with free customer parking facilities, has contributed to a down-turn in Broadstairs town centre trading and the recent opening of the leisure complex is beginning to have a detrimental affect on the town centre's evening economy.

The Town Council has a duty to help boost the local economy and will invoke powers that enable it to support local trade by encouraging and financing the promotion of our town. It will also work jointly with the Westwood Cross management team, the Broadstairs and St Peter's Chamber of Commerce and the Broadstairs Tourism and Leisure Association to help identify and implement ways to promote Broadstairs, as a whole, to visitors coming to Thanet.

Any further development at the Westwood Cross town centre will be subject to limitations on the class of use for leisure, retailing, office, financial and professional services, and restrictions on retail warehouse stores and the goods they can sell.



**Westwood Cross Leisure Centre**

## Broadstairs & St. Peter's Town Design Statement

A mixed use area outside the core town centre area, which acts as an intermediate zone between the Town Centre and the residential area to the north, will only accept larger offices and commercial uses within Class B1.

The Principal Planning Authority, and the Town Council as a consultee, when considering applications for further development at Westwood will take into account the applicant's proof of need for any further retail and leisure development, the scale of the development, transport impact and highway implications. The applicant is also required to provide a document indicating that there would be no unacceptable impact on the vitality and viability of the Broadstairs town centre and the Westwood Cross shopping centre.



## **Section 14 Private and Public Amenities**

### **14.1 Broadstairs Overview.**

The important contribution that sport and recreation, as well as community facilities, can make improving people's quality of life is now widely accepted. Participation in sport and recreation can improve the health of an individual and the well-being of the local community; whilst sports clubs and community facilities can improve social interaction and provide a sense of community pride. To achieve this vision it is important to safeguard open spaces and encourage the provision of a range of accessible quality facilities which meet the needs of residents and visitors for a wide range of activities that will provide both opportunity and choice.

Broadstairs and St Peter's have a wealth of public and private facilities and open spaces available to the local community and visitors. These include town and village community halls, school sports facilities and playing fields, three parks, developed and undeveloped beaches, cycle route, walking routes, statutory public rights of way, community woodland, allotments, and the North Foreland Golf Club with its short course which is considered by many as the best in the country.



**Culmers Allotments Land**

The Town Council will help safeguard public and private open space and encourage and support the provision for new and refurbished recreational facilities. The Town Council holds title to Mockett's Wood in St Peter's, which will be protected from development and maintained for community use. The Council is also financially supporting the construction of a single town centre eco friendly community centre that will replace three aging facilities.



**Memorial Park Bowls Club**

### **14.2 Community Facilities**

This document recognises the importance that the social, cultural, health and spiritual needs of the community are met as far as possible and that such facilities, which are difficult to replace, are not closed down or lost to more financially profitable use. The Council will help safeguard existing community halls and centres, emergency services' facilities, educational facilities and places of worship: And will support applications for new facilities providing the proposals are not contrary to other policies and the community use and location are demonstrated as appropriate.

### **14.3 Sport and Recreation.**

Applications for the provision of new recreation and sports facilities, particularly where the proposals are available to the public and identify deficiencies in existing facilities, will be permitted provided the location of the proposal is within or adjoining the urban areas. The intended use must be compatible with surrounding land uses and current planning policy, close to public transport and has satisfactory vehicular, pedestrian and disabled access. The built development must be ancillary to the outside use and the scale, design, location and materials used are sympathetic to the character of the area.

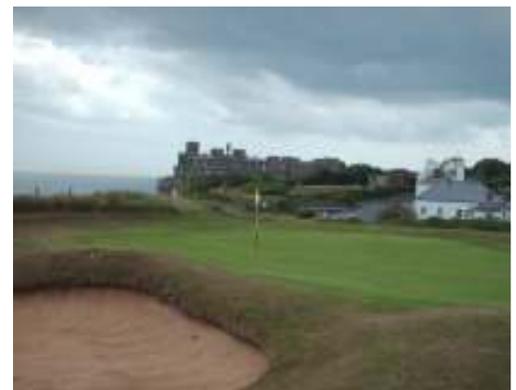
### **14.4 Residential Development Play Facilities and Amenity Areas.**

Where a development is proposed, which in its completed form would amount to ten to forty-nine residential units or is considered likely to form part of a future development cumulatively totalling ten to forty-nine residential units, the Council will expect commuted payment to be made for the provision, maintenance and up-grade of a 'Doorstep' play area.

Where a development is proposed, which in its completed form would amount to fifty or more residential units [*e.g. the proposed developments at the Thanet College and Hereson School site*] or is considered likely to form part of a future development cumulatively totalling fifty or more residential units, the council will usually require the development to incorporate a local play area provision on the basis of 0.7 hectares per 1000 population. The Council will also usually require residential developments comprising of twenty-five to fifty units to have a conveniently located area of usable amenity space adequate to accommodate the demands for passive recreation generated by the development.

### **14.5 Urban Fringe and Countryside Recreation.**

On sites abutting the edge of the built up areas approval will be given to the establishment of open recreational uses which improve the opportunity for public leisure and access to the countryside provided that the use and proposed site considers the impact on the character of the landscape, the operations and viability of farming, neighbours, road networks, archaeological, conservation and ecology interests. Any proposed built development has to be ancillary to the dominant outside use.



**North Foreland Golf Course**

Formal and informal countryside recreational developments in rural areas and along the Broadstairs coast, that include the provision of parks, promenades, picnic sites, nature trails, bird watching facilities and small parking areas, will be considered for approval providing consideration is given to, and there is no conflict with, environmental, agricultural and transportation issues.

## Section 15 Advertisements and Signs.

Advertisement planning control covers a wide range of outdoor advertisements and signs among which include posters, notice boards, placards, fascia and projecting signs, illuminated signs, pole signs, directional signs, estate agent boards, memorial plaques, advertising flags and banners, traffic signs, twinning signs and town and village name signs.

It is not possible to lay down specific rules in the form of a policy statement about what sort of advertisements and signs may receive consent; individual circumstances will be the deciding factor. Guidelines for the control of outdoor advertisements and signs fall into three main groups.

These three groups are:-

[i] Advertisements which the rules deliberately exclude from the planning authority's control.

There are 14 classes of outdoor advertisements, 10 of which are completely excluded from the planning authority's control **providing certain conditions are fulfilled**. These include captive balloon advertisements and advertisements and stickers displayed on enclosed land, [e.g. *Petrol filling station*] a moving vehicle or vessel, an integral part of a building's fabric, parliamentary and local government elections, by parliamentary order, traffic signs, national flags and advertisements displayed within a building.

[ii] Advertisements for which regulatory powers give a 'deemed consent' so that planning authority consent is not needed provided your advertisement is within the rules.

The 14 classes of outdoor advertisements, each with their own particular conditions, have the practical effect that the number of advertisements in each class, their size, and duration of display are limited for each deemed consent. However, there are stricter rules for display of deemed consent in any 'Area of Special Control of Advertisements'.

Provided the particular advertisement proposed for display conforms entirely to all the relevant provisions of its own class, you do not need the planning authority's consent to display.



**Broadstairs High Street,  
Shop Signs**



**Bus Advertisement**

## Broadstairs & St. Peter's Town Design Statement

[iii] Advertisements for which the planning authority's 'express consent' is always needed.

*If in doubt always consult with the District Council's planning department.*

The District and Town regulatory powers to control advertisements can be exercised only in the interests of amenity and public safety. These two interests, and the extent, to which they necessitate restraints upon advertising are difficult to define in general terms because so much depends on particular circumstances. In some surroundings, advertisements form an integral part of the street scene to which they lend brightness and colour; in other situations advertisements can be alien, detrimental to the street scene, obtrusive and discordant.



**High Street Billboard Sign**

In some circumstances, if an advertisement may prove harmful to amenity or public safety, the Council has powers to seek discontinuance of that display. Certain advertisements, not normally subject to planning control, can be refused or retrospectively refused on the grounds of safeguarding the amenity of a locality or to remove a public danger.

Applications for advertisements will be considered in relation to their effects upon amenity and public safety. Regard will be paid to the surrounding location, manner of illumination [if proposed], material composition, design and the relationship to the land, building or structure to which they are to be affixed. Advertisements should not dominate but should be in balance with the character, townscape and architecture of the structure on which they are situated.



**Projecting Sign, High Street**

In and adjoining conservation areas, and on or adjacent to Listed Buildings the Town Council's planning committee will require that the design and site of advertisements or signs does not detract from, and preferably makes a positive contribution to, the character and appearance of the area.

*Refer to the adopted Guidelines 'Outdoor Advertisements and Signs'. Copy available from Thanet District Council*

## **Section 16      Future Vision. [Development, Regeneration, and Social, Economic and Environmental Well-Being].**

### **16.1 Overview.**

During 2007, Guardian readers and a panel of experts voted Broadstairs as the second best seaside town in the whole of the UK and Ireland and, at the end of 2008, St Peter's was highly commended by the Virgin Holidays Responsible Tourism Awards, as one of two runners-up in the category of Best Tourism Destination in the World.

It is vital to our local economy that Broadstairs and St Peter's builds on these tourism accolades so that our position as a popular vibrant tourist destination is maintained, the area is promoted as a pleasant place to live and work, and the town allocates and maintains sufficient land resources to facilitate sustainable growth and diversification in economic activity. The Town Council has the power and a duty to help promote tourism, safeguard our environment, protect our high streets and village communities, promote social inclusion, and to help improve the quality of life for visitors and residents alike.

Using these powers and working with partners we will identify opportunities and problems within Broadstairs that need resolution in order to maintain and enhance the character of the Town. The following sections identify some of the major issues that will shape the development of the Town and will also look in more detail at both major and local issues with the aim of preparing a Broadstairs and St Peter's 'MasterPlan'. This Plan will not always seek to provide solutions to problems and opportunities identified, but will ensure that they are recognised; in this way it will be possible to take account of them when development proposals come forward. The 'MasterPlan' *Ref. section 16.10* when completed will become a major component of the Town Design Statement.

### **16.2 Land Earmarked for Economic Development and Retention.**

Westwood Cross shopping complex and the evening leisure facilities and activities continue to expand and bring many visitors to the area. The Thanet Reach Business Park, home to the Christchurch University Campus, also continues to expand with new business facilities and the construction of the proposed Thanet College. It is equally important that the existing industrial sites at Poorhole Lane, Pysons Road, Dane Valley and Northdown are retained as facilities for employment.

### **16.3 Village Access Schemes.**

The Town Council, through the development of village access schemes and traffic plans, will seek to protect our villages and improve the quality of life for their residents by reducing traffic speed, congestion, noise and pollution; with specific reference to Reading Street Village and Church Street, St Peter's.

#### 16.4 St Peter's Village

The population growth of St Peter's and surrounding areas coupled with the expanding retail, leisure, commercial and academic developments at Westwood is now creating unacceptable levels of traffic passing through the village which has now become the principal route to and from these out of town facilities, and services. The current high traffic density by volume, dimension and weight has increased noise and pollution, is causing severe traffic congestion at peak times and is destroying the fabric of the buildings; many listed and of architectural interest.



**Excessive Traffic in Church Street, St Peter's**

If the current situation is allowed to continue, the high volumes of traffic will destroy the village as a pleasant place to work and live and may also affect the village as a popular tourist destination. A proposal has been put forward by the Broadstairs Conservation Area Advisory Group to 'construct a purpose bypass road, with ribbon development denied, linking Northdown Hill Road with either Dane Court Road, Ramsgate Road or Westwood Road, perhaps utilising the route of the present Shallows Road thereby providing permanent relief of the village'.

*Refer to the Broadstairs Conservation Area Advisory Group's 'Cause and Adverse Effects of Traffic Movements within the St Peter's Conservation Area'.*

#### 16.5 Coach and Car Parking.

Broadstairs attracts tens of thousands of visitors and students every year which is a major contribution to the success of our thriving local economy. As the condition of some of our existing car parks are a discredit to our town, one of the first issues to address is the provision of safe, well maintained and attractive town centre coach and car parks.

The shabby appearance of the poorly maintained Vere Road coach and car park and the Albion Street car park, which is situated adjacent to a main road, gives visitors a poor first and last impression of our town; and coaches ferrying foreign students have become a nuisance throughout central Broadstairs due to on-street parking because drivers refuse to park overnight in a car park with inadequate lighting and complete lack of security.



**Vere Road Car & Coach Park**

## Broadstairs & St. Peter's Town Design Statement

*Refer to the Broadstairs Conservation Area Advisory Group's 'Improvements to Chandos Square'.*

*Refer to the Broadstairs Conservation Area Advisory Group's 'Improvements to Albion Street Car Park'.*

*Refer to the Broadstairs Conservation Area Advisory Group's 'Improvements to Vere Road Coach and Car Park'.*

### **16.6 Broadstairs Town Centre Traffic Plan.**

During 2002 the Town Council commissioned Babbie to produce a town centre 'Scoping Study' to improve pedestrian safety, create a more pleasant town centre environment and to look into ways of improving town centre traffic congestion. After a two year consultation period with the emergency services, public services, businesses, traders and the electorate, Kent County Council considered the scheme and agreed in principle to approve and implement the project in three stages.

The 1<sup>st</sup> stage traffic plan: The widening of the pavement at the narrow section of the highway located at the lower end of the High Street, to improve pedestrian safety, was completed during January 2005.

The 2<sup>nd</sup> stage traffic plan: The town centre traffic calming measures that included a 20 mph speed zone, warning signage, road markings, kerb build-outs and speed humps was completed during October 2006.

The third stage of the traffic plan, to implement a change in traffic priority at the High Street and Queen's Road junction to help improve traffic congestion, pedestrian safety and air pollution at the lower end of the High Street and Albion Street was completed by Kent Highway Services during early 2010.



**High Street - New Block Paving**

### **16.7 Protecting the Local Economy.**

The Town Council and local community need to support and safeguard existing local business, promote new business, preserve the broad mix of High Street retailers and seek out new ways to help boost the day and evening economy. [e.g. promote the use of Harbour Street, Harbour Jetty and Promenade].

To promote fair competition across Thanet the Town Council will support the Broadstairs and St Peter's Chamber of Commerce in finding a solution to the current unacceptable Town Centre on-street and off-street car parking arrangements and charges. The Town Council will also encourage and support any change-of-use to visitor and holiday accommodation and protect and support the language schools and other educational facilities.

### **16.8 Protecting the Local Built Environment.**

The Town Council will identify buildings of Architectural interest that have a significant impact on the street scene and vista and ensure they are protected, safeguarded and be considered for 'Listed' status; for example Broadstairs Railway Station and the Harbour Jetty. The Council will also seek to protect quality properties and areas throughout Broadstairs and St Peter's from demolition or sub standard development and protect our built environment by extending the boundaries of our conservation areas and areas of high townscape value; with specific reference to the expansion of the Kingsgate high townscape value area.



**Harbour Jetty**

### **16.9 Social Well Being.**

The Town Council will help retain, protect and financially support the town's open spaces and leisure facilities. These include the green wedges, parks, farm land, Mockett's Wood, Victoria Gardens, allotments, coastal green verges, golf courses, Bandstand, recreation grounds and playing fields, Crampton Tower Museum, Dickens House Museum, the Bowls Club and tennis courts etc..

Safeguarding, identifying and providing new youth facilities is high on the Town Council's agenda and will support existing facilities including scout huts and the Revolution Skate Park located in St Peter's. The Council is fully supporting and providing a financial grant towards the construction of a new community centre in Pierremont Park. The new community centre will replace the existing Youth and Leisure Centre located in Retort House and will also provide additional modern facilities to establish further youth activities and clubs.



**Broadstairs Bandstand**

*Refer to the Broadstairs Conservation Area Advisory Group's 'Broadstairs: The Changing Scene'. A Study Seeking to Ensure the Social and Trade Viability of the Town.*

## Broadstairs & St. Peter's Town Design Statement



**Artist's Impression of the Proposed Pierremont Park Community Centre**

### **16.10 Broadstairs and St Peter's 'MasterPlan'.**

In order to ensure the implementation of our vision for future sustainable growth the 'MasterPlan' will identify:

- **Economic development opportunities.**
- **Access, parking and traffic management issues.**
- **The potential for social and community improvement.**
- **Built environment concerns and aspirations.**

The Broadstairs and St. Peter's MasterPlan, in a comprehensive form, will identify the locations of problems and opportunities, and also describe their implications. This will provide a guide to those interested in the future development of the Town and will enable people to engage in ideas to both address identified concerns and put forward proposals to help implement improvements.

## **Section 17      Consultation.**

The first public launch and viewing of the draft 'Broadstairs and St Peter's Town Design Statement' was held at the Broadstairs Pavilion on Monday 15<sup>th</sup> March 2010. The launch was followed by further public viewings and the posting of the draft document on the Town Council's web-site; which was available for reading, downloading and comment.

The public, local authorities and professional consultation that included the local community, planning and conservation officers, community organisations and historians highlighted a number of areas of concerns that need addressing throughout Broadstairs and St Peter's.

Concerns, comments and observations from the consultation process include:-

- The need to protect of our conservation areas and areas of high townscape value from inappropriate development.
- To review and extend our existing conservation areas and areas of high townscape value.
- The preservation/protection of quality homes from demolition for flats or inappropriate developments that are not in keeping with the surrounding pattern of development, detrimental to the street scene or have a detrimental effect on the vista.
- Trees and vegetation impairing public rights of way.
- New build out of character and 'eyesore' properties in Kingsgate Avenue.
- The detrimental effect that Westwood Cross is having on our High Streets.
- Out of character shop-fronts. [e.g. Iceland in Broadstairs High Street].
- The need for the development of village access schemes and traffic plans to improve the quality of life for visitors and the local community.
- The protection of our green wedges and open spaces.
- General concerns relating to the current local authority planning process.
- The need to improve and re-develop the town centre and village centre off-street car and coach parking facilities.
- The need to maintain and up-grade children's play facilities.
- Concerns were received relating to the Broadstairs town centre traffic plan.

## Appendix 1

# Acknowledgements

The 'Broadstairs and St Peter's Town Design Statement' was written and produced by the Town Clerk Mr Roy Dexter MBA, MIEE, MIET with production and development support, photography, professional advice, and contributions from the following councillors, local government officers, organisations and members of our local community:-

### **Town Council Working Party.**

Tim Seed. Chairman	Councillor.
Mave Saunders.	Councillor.
Judith Russell.	Councillor.
Bill Peppiatt MBE, MA, BSc.	Councillor.
David Lawson L.L.B.	Councillor.

### **Broadstairs & St Peter's Town Council Officers.**

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Jack Tullett. Chairman	The Broadstairs Conservation Area Advisory Group.
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### **Local Historians.**

Barrie Wootton.	Local Historian and Author.
Tony Euden.	Local Historian and Author.

## Appendix 2

# Supporting Publications

Thanet District Council.	Thanet Local Plan 2006.
Thanet District Council.	Leaflet No 1. Shopfront Design.
Thanet District Council.	Leaflet No 4. Conversion of Shops to Residential Accommodation.
Thanet District Council.	Guidelines: Conversion to Flats.
Thanet District Council.	A Guide to Extending Your Home.
The Broadstairs Conservation Area Advisory Group.	'Improvements to Chandos Square'. 1999.
The Broadstairs Conservation Area Advisory Group.	'Improvements to Albion Street Car Park'. 2000.
The Broadstairs Conservation Area Advisory Group.	'Shopfront Design in the Broadstairs Conservation Area'. 2002.
The Broadstairs Conservation Area Advisory Group.	'The Cause and Adverse Effects of Traffic Movements within St Peter's'. 2005.
The Broadstairs Conservation Area Advisory Group.	'Broadstairs: 'The Changing Scene''. 2006.
The Broadstairs Conservation Area Advisory Group.	'Improvements to Vere Road Coach and Car Park'. 2007.
The Broadstairs Conservation Area Advisory Group.	'An Outline Development Proposal Study for the Present Derelict Viking Bay Shelter and Adjacent Area. 2010.
The Broadstairs Conservation Area Advisory Group.	'An Outline Study for the Improvement of St Peter's Car Park, Hopeville Avenue. 2010.