

## What is the Margate Master Plan?

The Margate Master Plan is a study which looks at the future shape of Margate's Town Centre and Seafront and suggests how regeneration could be driven.

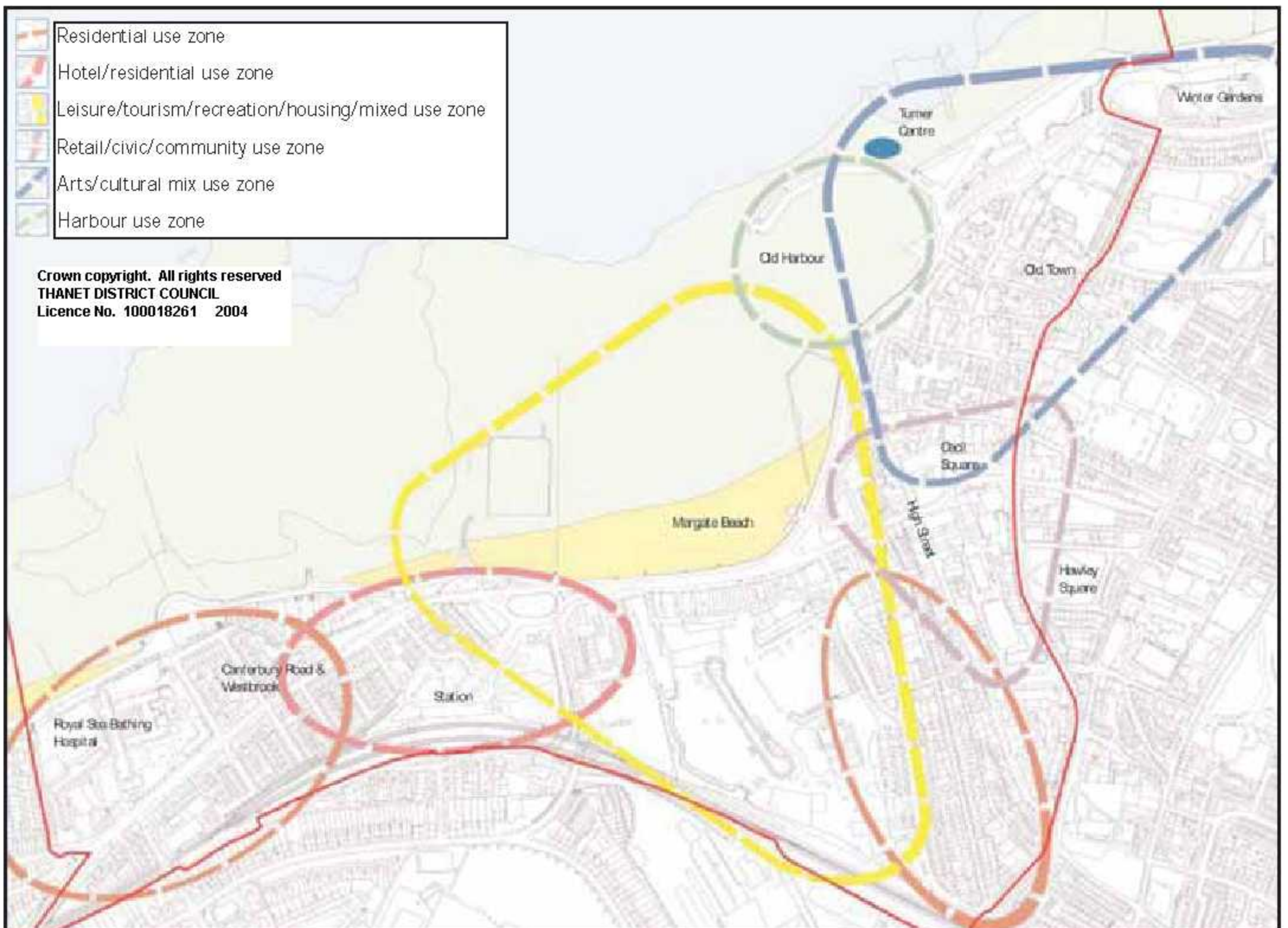
It examines the opportunities and challenges facing the area and the need to compete with other holiday and commercial destinations. It suggests ways of creating a quality environment that will make Margate an attractive and vibrant place to live, work and visit.

The Turner Contemporary, creation of a Cultural Quarter in the Old Town and outstanding beaches all present opportunities. Yet alongside that we have the challenges presented



by congested streets, sites such as Dreamland and the Royal Sea Bathing Hospital and key areas that lack character and identity.

The Plan does not contain proposals for 'quick fixes'. Rather it draws together all of the issues facing the area and suggests a design framework which will set quality standards and guide imaginative development for many years.



## A Summary of the Plan

The study identifies a number of key sites which have been included within a series of zones. Each of the five zones indicates suitability for future use as – residential – hotel and residential – leisure, tourism or recreation – retail or community – arts and culture – and harbour uses. Some of the zones are already established or could be better defined whereas others could be created. These zones create the clear development framework needed to produce the planning guidance against which applications will be considered.

### The key zones identified are:

- Residential: Existing residential areas along Canterbury Road/Westbrook, including the Royal Sea Bathing Hospital and existing residential areas at Eaton Road/Belgrave Road
- Residential/hotel focussed on the arrival area around the station
- A leisure/tourism/recreation/housing/mixed use zone focussed on the beach/Marine Terrace and the Dreamland/Arlington sites
- A retail/civic/community use zone based around the High Street and Cecil Square filtering into the Old Town so as to help link these areas together
- An arts/cultural/mixed use zone in the Old Town, extending towards the north on to the Rendezvous site, the proposed Turner Contemporary site and the Winter Gardens
- A zone for Harbour related uses with the potential for creating small units with frontages along the breakwater and at beach level



The Council considers that proposals based on retail development will only be appropriate if they are located within the retail zone. Small scale retail and food and drink outlets could be included in any of the zones if they contribute to the atmosphere.



### Creating better links between sites:

A network of pedestrian links... improved, not only by creating new links but by reducing traffic to make existing links more pedestrian friendly. At the same time, traffic calming and the use of high quality materials will make the routes more attractive encouraging pedestrian movement.

# Margate Master Plan

## Thanet District Council

Now that you have had the opportunity to read our summary please let us have your views on the proposals contained in the draft Master Plan. Your opinions are important to us in preparing the final document.

The information you provide is confidential and only collective results will be published.

If you have a specific comment that you would like answered individually, please contact us separately.

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<b>Q1</b> Do you support the concepts and proposals set out in the draft Margate Master Plan ?	Strongly Agree	<input type="checkbox"/> 1
	Agree	<input type="checkbox"/> 2
	Neither Agree or Disagree	<input type="checkbox"/> 3
	Disagree	<input type="checkbox"/> 4
	Strongly Disagree	<input type="checkbox"/> 5

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<b>Q2</b> Do you agree that the zones have been accurately designated? (Please read the descriptions of the proposed zones and answer Yes or No to each of the following six questions)	Yes	No
The Residential Zone should include: Existing residential areas along Canterbury Road/Westbrook, including the Royal Sea Bathing Hospital and existing residential area at Eaton Road/Belgrave Road.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
The Residential/Hotel Zone should be: focussed on the arrival area around the station.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
A Leisure/Tourism/Recreation/mixed use Zone should: focus on the beach/Marine Terrace and the Dreamland/Arlington sites.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
A Retail/Civic/Community use Zone should be: based around the High Street and Cecil Square filtering into the Old Town so as to help link these areas together.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
An Arts/Cultural/Mixed use Zone should include: the Old Town extending towards the north on to the Rendezvous site, the proposed Turner Contemporary site and the Winter Gardens.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
A zone for Harbour related uses should be: created with the potential for creating small units with frontages along the breakwater and at beach level.	<input type="checkbox"/> 1	<input type="checkbox"/> 2

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<b>Q3</b> Do you agree that proposed traffic calming measures should be introduced to provide? (Please answer Yes or No to each of the following five questions)	Yes	No
New vehicle access to the south of Dreamland/Arlington alongside the railway.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Upgrading Marine Terrace to pedestrian priority during peak season.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Reducing the carriageway on Fort Hill.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Access only and through route for buses and taxis to Cecil Square, removing private cars.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Pedestrianising the northern part of the High Street.	<input type="checkbox"/> 1	<input type="checkbox"/> 2

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<b>Q4</b> Do you agree that additional car parking should be provided as proposed? (Please answer Yes or No to both of the following questions)	Yes	No
At the eastern end of the Rendezvous site to serve the Turner Contemporary, Harbour area, Winter Gardens and Old Town.	<input type="checkbox"/> 1	<input type="checkbox"/> 2
Close to the proposed new vehicular link road as part of the overall package of development, to serve the development, the seafront and the Turner Contemporary.	<input type="checkbox"/> 1	<input type="checkbox"/> 2





## Proposed traffic calming measures:

- New vehicle access to the south of Dreamland/Arlington alongside the railway
- Upgrading Marine Terrace to pedestrian priority during peak season
- Reducing the carriageway on Fort Hill
- Access only and through route for buses and taxis to Cecil Square – removing private cars
- Pedestrianising the northern part of the High Street

## Proposed Complementary car parking:

In addition to the existing car parks at the southern end of the High Street and at College Square, complementary space should also be available for public car parks at:

- the eastern end of the Rendezvous site to serve the Turner Contemporary, Harbour area, Winter Gardens and Old Town
- close to the proposed new vehicular link road as part of the overall package of development, to serve the development, the seafront and the Turner Contemporary

## Don't miss the opportunity to have your say

Between 10.00am and 3.00pm from Monday 22nd March until Friday 2nd April 2004, our staff will be at our information trailer in Cecil Square, Margate. They are there specifically to answer questions and to give you the opportunity to comment on the proposals.

If it is easier for you to visit on a Saturday or during the early morning or evening, we will be extending our opening hours on:

Thursday 25th March	10.00 am to 7.00 pm
Friday 26th March	8.00 am to 3.00 pm
Saturday 27th March	10.00 am to 3.00 pm
Friday 2nd April	8.00 am to 7.00 pm

The full Margate Master Plan will be available for you to read and an exhibition will explain in more detail exactly what the draft Plan proposes.

If you are unable to come along then you can

- telephone 01843 577167 or 577638 to register your comment or to ask for more information
- visit our website at [www.thanet.gov.uk/consultation](http://www.thanet.gov.uk/consultation) to fill in our consultation survey on line
- return the survey attached to this leaflet by freepost to Thanet District Council
- e-mail your comments to [margate.masterplan@thanet.gov.uk](mailto:margate.masterplan@thanet.gov.uk)
- deposit your completed survey at any Thanet District Council outlet including Visitor Information Centres

Please let us know what you think – your views are vital to our plans for the regeneration of Margate.



# MARGGATE

# MASTER PLAN

*Don't miss this chance to have your say . . .*



## 'A Framework for the Future'

Margate is an area with a colourful past and a rich heritage. But it is a town in the midst of change. Change that is necessary to meet the demands of the 21st Century. We know the best and worst of Margate. This plan looks at how to take the best of the past and remodel it to shape the future.



The Margate Master Plan is the first draft of a document that will provide the framework for future development of our Town. We want to know what you think of the proposals so that your views can be included in the final Plan. See inside for:

- A summary of the plan
- How you can find out more
- How to make your views known

