

NORFOLK ROAD, WARWICK ROAD AND SURREY ROAD CONSERVATION AREA



CHARACTER APPRAISAL AND MANAGEMENT PLAN

October 2016

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EXECUTIVE SUMMARY

Cliftonville in east Margate is a well preserved Victorian seaside resort, and most of the original streets, spaces and buildings remain relatively unaltered. Built to high standards of design and construction from the 1860s onwards, the buildings provide a fine example of historic seaside architecture which is compatible in quality to similarly dated seaside developments elsewhere in England. Against this remarkable survival must be balanced the fact that today, the Margate Central and Cliftonville West wards are amongst the most deprived wards in the south east (as defined by the Indices of Deprivation October 2015).

In their report following a visit to Margate in 2010, the Urban Panel of the Commission for Architecture and Built Environment (CABE) stated that "Cliftonville could, by a different fluke of social history and demographics, be one of the most desirable parts of the country to live". For the past few years, the District Council and its partners have been taking a strategic approach towards the social and economic regeneration of Margate Central and West Cliftonville, as evidenced by the designation of new conservation areas, the provision of grant aid, and the provision of new planning policies and guidance. A successful future can often be secured by keeping and improving that which is best from the past.

Cliftonville has also been identified as important part of the local heritage by officers of the District Council, by Historic England (this Appraisal was in the main grant funded by Historic England), and by the local community, which has been consulted on initial drafts of this document.

Conservation Area designation is not intended to prevent change or adaptation but simply to ensure that any proposals for change are properly considered. Restoration of the historic built environment will not impede its regeneration, and, indeed, designation will enable the District Council as the planning authority to incrementally improve the appearance of the buildings and the spaces between them, providing an impetus for private investment. Further work is being done by the District Council under separate initiatives to encourage larger residential units and the creation of more owner-occupied property.



Norfolk Road – west side

This document provides a detailed analysis of the special interest of the Norfolk Road, Warwick Road and Surrey Road Conservation Area and records those features which make the Conservation Area worthy of designation (the 'Character Appraisal'). It also provides proposals for

enhancements (the 'Management Plan'), most of which will be the responsibility of either Thanet District Council or Kent County Council (as Highways Authority). All of the recommendations will, of course, be subject to funding and staff resources being made available.

The production of up-to-date Character Appraisals assists the Council in making decisions on planning applications within or on the edges of the Conservation Area. Character Appraisals also help the local community understand what is 'special' about their area and encourages local involvement in the planning process. Whilst some of the recommendations in the Management Plan will have to remain aspirational for the time being, it is considered good practice to identify where improvements are needed so that actions can be taken promptly if, and when, funding becomes available.

Subject to public consultation, it is anticipated that the Norfolk Road, Warwick Road and Surrey Road Conservation Area could be designated during 2016 by Thanet District Council. Other conservation areas may be designated in Cliftonville as part of a review of the Cliftonville area which commenced in the summer of 2010. This Character Appraisal and Management Plan will be subject to an eight week public consultation between 11 January 2016 to 7 March 2016 after which any necessary amendments will be made to the document and the accompanying mapping. The final Appraisal and Management Plan will be approved by the Council in due course as a material document for development management purposes.

This Norfolk Road, Warwick Road and Surrey Road Conservation Area Character Appraisal with its attendant Management Plan has been produced for the Council by The Conservation Studio. The survey work and background research were undertaken between August 2010 and March 2011. The general format of these documents follows guidance produced by Historic England on the effective management of conservation areas.

Conservation Area Designation

Despite what some people think, conservation area designation is not a bureaucratic way of preventing property owners from exercising their rights to alter their buildings as they wish. Conservation areas designation does not preclude development, but seeks to ensure recognition of the area's historical value in planning that development. Conservation area designation is aimed at managing change so that positive qualities of an area are protected and opportunities for improvement identified. Designation of a conservation area therefore, has a number of benefits that a wider community can enjoy including:

- The positive identification of an area is designed to focus attention on its qualities, which may include the historic layout and development of the area, scale and detailing of their individual buildings and spaces between them, construction materials, open spaces and trees, walls etc. The interaction of the buildings and spaces within designated areas create unique environments that contribute irreplaceable components of our local, regional and national heritage.
- Conservation area designation brings the advantage of living, working and socialising in an attractive area with a unique sense of place and where local identity and architectural and historical distinctiveness are fostered and maintained.
- People value conservation areas for their distinctiveness, visual appeal and historic character and research by the London School of Economics and Historic England has found that this value is reflected in the price of properties in conservation areas and overall there is no negative attitude toward planning regulations.
- The planning controls that come with conservation area designation are more limited than many people imagine and are designed to benefit the wider community.

- The designation of a conservation area is intended to encourage a sensitive approach to proposals for development. The legislative duty that designation brings provides a framework to achieve higher quality of development and promote more sensitive improvements in conservation areas.
- Conservation area designation brings the requirement to apply for planning permission to demolish most buildings. Outside a conservation area, planning permission is not required for the demolition of buildings leaving many buildings not protected and vulnerable to removal. Designation provides a framework to protect buildings that make a significant contribution to the character of an area.
- Additional benefits of conservation area designation include the possibility of accessing grant schemes. Where appropriate it may provide the basis for the local planning authority to make bids under the Townscape Heritage Initiative (THI) scheme such as the one which operates within Dalby Square Conservation Area. This scheme provides financial assistance to property owners with works to the fabric of their buildings or to restore derelict properties. THI is a grant programme administered by the Heritage Lottery Fund for the repair and regeneration of historic buildings. Projects are generally led by local partnerships.
- The local authority is under a general duty to take into account the desirability of preserving or enhancing the character of the area when determining planning applications affecting conservation areas.

PART 1

NORFOLK ROAD, WARWICK ROAD AND SURREY ROAD CONSERVATION AREA CHARACTER APPRAISAL

1 INTRODUCTION

1.1 Summary of the special interest of the Norfolk Road, Warwick Road and Surrey Road Conservation Area

Norfolk Road, Warwick Road and Surrey Road form part of the distinctive grid pattern of streets which were developed in the late 19th century as part of Cliftonville, a residential suburb located on the eastern edge of the old fishing village of Margate. Between 1880 and 1914 Cliftonville became a very popular and upmarket centre for visitors, who were drawn to its many hotels and guest houses, all located in close proximity to the beach.



Front door details – Norfolk Road west side

The mainly residential Conservation Area lies between the commercial properties in the Northdown Road Conservation Area, and the seaside promenades and open spaces which are part of the Cliftonville Cliff Top Conservation Area. Throughout the Conservation Area, long terraces of well preserved three or four storey terraced properties, most of them built between 1899 and 1907, define the overall character of the streetscape. Further buildings were added in the 1920s, principally in Surrey Road. The properties follow a common building line and their cohesive appearance confirms that they were largely developed within a very short time span to a carefully planned layout. Most were built as family homes but several have been amalgamated or converted individually into small hotels or guest houses. Nos. 2-26 Surrey Road are more substantial three

storey terraced properties, and it is possible that they may have been purpose built as guest houses.



Warwick Road – west side

The predominant building type is provided by the houses which face most of Norfolk Road and Warwick Road, which are two storeys high with double height canted bays ending in small hipped roofs. These retain typically Edwardian details and are notable for the survival of their original sash windows and the panelled and glazed front doors. All of these houses have fanlights over their front doors, many of which retain their decorative glazing including the house name.

Today some of the hotels and guest houses remain although two are currently boarded up and for sale. Otherwise most of the buildings in use as family homes are generally well maintained but there has been some erosion due to the use of modern materials such as uPVC windows. The loss of front boundaries and front gardens to create car parking spaces is another regrettable feature. However, many of the larger three storey properties in the Conservation Area have been converted into flats or HMOs (Houses in multiple occupation), and these tend to be less well cared for.

Issues facing the Conservation Area include the possible serving of an Article 4 Direction to control front gardens, boundaries and roof details; possible additions to Thanet District Council's 'Local List' of important buildings; the enhancement of both private and public spaces within the Conservation Area; the control of new development; the use of colour; the poor condition of some of the existing historic buildings; and the protection of important views.

1.2 The control of conservation areas

Conservation areas are designated under the provisions of Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*. A conservation area is defined as “an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

In response to these statutory requirements, this document defines and records the special architectural and historic interest of the Norfolk Road, Warwick Road and Surrey Road Conservation Area and identifies opportunities for enhancement. It is in conformity with recently published Historic England guidance as set out in *Understanding Place: Conservation Area Designation, Appraisal and Management*. Additional government guidance regarding the management of historic buildings and conservation areas can be found in 'Planning Policy Statement 5: Planning and the Historic Environment' (PPS5), published in March 2010.

This document therefore seeks to:

- Define the special interest of the Norfolk Road, Warwick Road and Surrey Road Conservation Area and identify the issues which threaten its special qualities (in the form of the 'Character Appraisal');
- Provide guidelines to prevent harm and also achieve the enhancement of the Conservation Area (in the form of the 'Management Plan').

1.3 Community involvement

Informal consultations were carried out with the local community on the proposals for the new Cliftonville conservation area designations in October 2010, after which a Character Appraisal and Management Plan for each of the new conservation areas was prepared. Following the eight week public consultation commencing on 11 January 2016 to 7 March 2016 amendments to the text and mapping will be made as appropriate. Finally this Character Appraisal and Management Plan will be approved by the Council as a material document for development management purposes.

2 LOCATION AND LANDSCAPE SETTING

2.1 Location and context

The Norfolk Road, Warwick Road and Surrey Road Conservation Area is located within the western part of Cliftonville, a 19th century expansion of the medieval port of Margate, which itself lies immediately to the west. Margate is located on the Isle of Thanet, a coastal district at the eastern extremity of the county of Kent in south east England. Margate, Ramsgate and Broadstairs are the principal settlements in Thanet District, and each is famous for its seaside setting and attractive historic town centres.

Margate is approximately 76 miles south east of London by road and is accessed via the M2 and the A299, the Thanet Way. Railway routes lead to Canterbury, Dover and along the north coast via Herne Bay and Whitstable to London.

The Norfolk Road, Warwick Road and Surrey Road Conservation Area is close to Dalby Square Conservation Area to the west, and the Northdown Road Conservation Area to the south. To the immediate north, the Cliftonville Cliff Top Conservation Area lies along the seafront, separating the Norfolk Road, Warwick Road and Surrey Road Conservation Area from the promenade and beach.

The Conservation Area lies within the Cliftonville West Ward of Thanet District Council. The area of Cliftonville West Ward is in the region of hectares and the population (at the 2011 census) was 7608. Demographically, the population is predominantly white European.



View along Norfolk Road to the sea

2.2 Landscape setting, topography and geology

Margate is located over solid chalk, with high chalk cliffs rising to either side of the beach and harbour in the centre of the town. The Dane Valley rises gently southwards through the town from this beach. Cliftonville lies on roughly level ground on the eastern cliff tops above the town about 20 metres above sea level, although cuts have been made through the cliffs in previous centuries to allow access to the sandy beaches below. Two of these, Newgate Gap and Hodges Gap, lie within the Cliftonville Cliff Top Conservation Area. A slight south to north drop in level reinforces the opportunities for long views over the seascape to the north of these cliffs. To the south of Northdown Road, the land falls steeply – this is most evident in the Grotto Hill Conservation Area.

3 HISTORICAL DEVELOPMENT

3.1 Archaeology

Archaeological remains are frequently found in the Cliftonville and Margate areas. The remains of all periods from the Neolithic to Modern are recorded within the area and consist of both burial and settlement archaeology.

Archaeological remains of Roman date have been recorded within the Dalby Square Conservation Area and there is a high potential for further remains of this and other periods to be present there.

Romano-British activity seems to cluster around both sides of the Dane Valley leading up to the present harbour with most of the activity concentrated at the seaward end of the valley on both high ground and further down the valley sides. Activity is similarly recorded further inland, also along the valley sides. A Romano-British cremation burial dating to between 75 and 125 AD was found by workmen excavating a trench in Arthur Road, Cliftonville. The pit contained a carinated urn in Upchurch Ware filled with ashes and burnt human bone, and was accompanied by a stamped Samian platter. The burial is recorded by the workmen as having been truncated by former Victorian ground works and sealed by a floor. Other Roman burials are known from the Britannia Public House, Fort Hill site, located to the west of Cliftonville.

3.2 The development of Margate

Margate developed from a minor medieval port to a seaside resort from the mid-18th century onwards. By 1800 the town had assembly rooms, residential squares, bathing establishments, libraries and theatres, all designed to cater to the needs of aristocratic visitors – the only class of society to take ‘holidays’. In 1828 increased numbers resulted in Holy Trinity Church being built on what was then the eastern edge of the town, close to what was to become Ethelbert Road, as a chapel-of-ease to St John’s – it was soon extended to provide 800 rented pews and 1,200 free seats. In 1845 the land which was to later develop as Cliftonville was still fields with a Coastguard Station on the cut through the high cliffs which dropped down to the beach (now Hodges Gap). The arrival of the railway in 1846, and the addition of a further line and station in 1863, changed the type of visitor to the town from a limited number of wealthy long stay guests to a greater number of short stay visitors with less per capita income.

The town’s established place in public consciousness was a good foundation for creating a new resort in Cliftonville, a resort that reversed the popular perception that Margate was increasingly becoming an attraction to the pleasure-seeking working classes. Cliftonville’s distance from the town centre, and its open cliff-top walks, were promoted as part of its exclusivity – Cliftonville was a place where one stayed to improve one’s health and peace of mind, all year around if necessary. In 1824 Clifton Baths were built to provide an opportunity to bath in heated seawater ‘for the nobility and gentry’, and in 1855 Thomas Pettman leased the cliff-top and shoreline from the Marquis of Conyngham so he could access his Bathing Platform down one of the old gaps on the cliff face (Newgate Gap) which had been created by farmers collecting seaweed from the beach. At this time other major land-owners in Cliftonville included the Church Commissioners and charities such as the Bethlehem Hospital and the Ragged School Union.

The exclusivity of Cliftonville was bolstered by the area’s relative isolation. Until the building of a tramway in 1899 the only method of transport from Margate’s stations was by horse brake. Access was improved in the late 1880s by the building of Marine Drive which completed the seafront thoroughfare from Buenos Ayres to Eastern Esplanade. Between 1880 and 1899 the station of the London, Chatham and Dover Railway Company was known as ‘Margate and Cliftonville’ (it was later to be known as ‘Margate West’). Plans for a branch line from Margate to Cliftonville, with a terminus at the rear of Dalby Square, were first proposed in 1893 but were never implemented.

The association of the area with a 'better class of person' became the key selling point for the new resort. The entry for Cliftonville in the *Ward Locke Guide* of 1903 stated:

It is the most exclusive and aristocratic part of Margate. It cannot be said too often that there are two Margate's and that Cliftonville has scarcely anything in common with the area frequented by the vulgar tripper. Cliftonville has magnificent hotels with their private orchestras and admirable cuisine catering for all types of continental clientele. It has been often said that on a Sunday morning between Newgate Gapway and Hodges Flagstaff one may see the prettiest and best dressed women in Europe'.

The centrepiece of this 'Margate New Town' was Dalby Square, with a massive terrace of seven houses, Warrior Crescent, on the south side. This space had been laid out by the 1850s, and was originally called Ethelbert Square, the name being changed to Dalby Square in the 1870s after the then mayor (and local builder), Thomas Dalby Reeve, who also owned both the Clifton Baths and the Hall by the Sea. The Reeve family was one of the early developers of the Cliftonville estate, and Dalby Reeve's son Arthur, after whom Arthur Road is named, married George Sanger's daughter Harriet. George Sanger and his brother John Sanger, who are both buried in Margate Cemetery, were circus proprietors who were famous for their equestrian spectacles. They leased the Agricultural Hall at Islington and their show was eventually purchased in 1874 by the American showman P T Barnum.

In 1868 the Cliftonville Hotel, located at the eastward end of Dalby Square, was opened. It is noted that at that time it sat '*on an island site in the middle of corn fields*'. The hotel had 250 bedrooms, a dining room which could hold over 300 people, a ballroom, a palm court and facilities for croquet, tennis and archery amidst formal gardens along the cliff top. In all, the hotel provided the accommodation for about 50% of all hotel guests in Cliftonville, but by 1890 this figure had dropped to around 15% as so many other hotels had been built.

Another important contribution to the locality was provided by the large number of private schools. A resort guide of 1893 described Cliftonville as:

'The end of the town affected by visitors who like a good address, and also by ladies' schools, if one may judge by the endless chain of them travelling churchwards on Sundays.'

Northdown Road was developed from the 1870s onwards— it is shown as nearly completely built-up as far as Harold Road on the 1899 Map, although in 1900 less than 12 shops are recorded. However, by 1912 many of these new houses had been converted into commercial premises, no doubt assisted by the provision of the new tramway from Margate town centre in 1899. St Paul's Church was consecrated in 1873 and St Stephen's Wesleyan Church (now St Michael and St Bishoy's Church) was opened in 1876 – they are both in Northdown Road. St Anne's Roman Catholic Church was built on the Eastern Esplanade in 1926.

In 1900 the Cliftonville Hydro Hotel with 110 bedrooms was opened, later being renamed the Grand Hotel (from 1956 this formed part of Butlins). By 1900 a grid pattern of streets off Northdown Road had also been completed (Edgar, Sweyn, Godwin, Harold, Norfolk and Surrey Roads), all with a mixture of houses and guest houses along them. In 1913 'Bobby's' was opened as a department store in Northdown Road, although it closed in 1973.

Along the seafront, the Oval, a former school cricket field, was excavated in 1897 and an amphitheatre created with a new bandstand being added in 1903. This area became the centre of Cliftonville's entertainments for the next 50 years with many concerts and other events taking place. In 1906 mixed sea bathing was finally allowed in Margate, and by 1913 donkey (or 'Jerusalem pony') rides were being provided by local gypsies along the sea shore.

After World War 1 the Borough of Margate was increasingly seeing Cliftonville as the prime attraction of the town and in 1920 the Council acquired the cliff top land from Sacketts Gap to the Borough's eastern boundary – 61 acres in all. This land was used to provide new public walks and pleasure grounds, continuing the 19th century concept of promoting Cliftonville as a health-giving place where the benefits of sea water and sea air were unparalleled.

The Georgian Clifton Baths site, on the boundary between Margate and Cliftonville, was acquired by John Henry Iles, the promoter of Dreamland and Ramsgate Dog Track, in the early 1920s, and the buildings were built over and redeveloped by 1926 as the complex which later became known as the Lido. The attractions included a café, cinema, and concert hall as well as an open air seawater bathing pool on foreshore land which was leased from the Council – this could accommodate up to 1,000 bathers. The growth of Cliftonville during this period between the late 19th and the early part of the 20th century is demonstrated by the number of Cliftonville school children – around 2,000 in 1885 and about 5,000 in 1922.

Cliftonville continued to thrive until World War 2, and Dalby Square particularly was noted for the prestigious hotels, guest houses and convalescent homes which fronted it. However, the War saw the evacuation of schools to other parts of the country and most never returned. Warrier Crescent suffered bomb damage and was only partially reconstructed after the War – it was finally demolished in its entirety in 1988.

From the 1960s onwards the provision of cheap holidays to Spain and other exotic locations completed a process which had begun some 30 years earlier. Many of the bigger hotels closed or were converted into flats, the demolition of the Cliftonville Hotel in 1961 being particularly disastrous as it was replaced by a complex of buildings which are currently used as a café, public house, bowling alley and other leisure-related facilities.

3.3 The development of the Norfolk Road, Warwick Road and Surrey Road Conservation Area

The buildings in Norfolk Road and Warwick Road date mainly to between 1899 and 1907, with Surrey Road being developed soon afterwards. Most of the properties are two or three storeys high and were clearly built as middle class family houses, although there are also a number of small hotels or guest houses. This development coincided with the period of Cliftonville's greatest popularity, and with the construction of many of the shops and other business premises along neighbouring Northdown Road.



These properties in Surrey Road were mainly built in the 1920s

By 1879, the incremental west to east growth of Cliftonville from the older settlement of Margate had only reached as far as Harold Road, and the map of that date confirms that where the Conservation Area now stands, there was only open space, presumably used for agriculture. The area is labelled 'Margate New Town'. By 1899, Norfolk Road had been laid out, parallel to Harold Road and following the grid pattern of streets which had already been established between Northdown Road and the cliff top promenades. Eastern Parade is shown at the northern end of Norfolk Road, but at this point is called Lewis Avenue and is only dotted-in on the map. The only properties in Norfolk Road are Nos. 35-45 (approximately), otherwise the Conservation Area was still fields.

The greatest changes occurred in the first ten years of the 20th century. The map of 1907 shows most of Norfolk Road and Warwick Road lined with long terraces of similar houses only one of which (now Nos. 61-71 now called the Institute of St Anselm) appears to have been in use as a hotel. Surrey Road and the north-eastern side of Warwick Road are not developed, apart from Nos. 2-24 Surrey Road. Nos. 31-47 Surrey Road appears to have been added around 1907-1910, but otherwise, the rest of Surrey Road was developed in the 1920s, after World War I. No.15 Warwick Road is also 1920s.

4 SPATIAL ANALYSIS

4.1 General character and plan form

The Norfolk Road, Warwick Road and Surrey Road Conservation Area was built on open fields as part of the development of Cliftonville between the 1890s and the 1920s, when the streets to either side of Northdown Road were laid out in a grid pattern, those on the north connecting the commercial core of Cliftonville with the seaside activities along the promenades. This provided a perfect location for hotels and guest houses, as well as family houses of both two and three storeys. The streets therefore lie at right angles to Northdown Road (almost) and Eastern Esplanade and the buildings are regularly laid out with small front and back gardens, largely following a common building line. Occasionally (and detrimentally) this has been broken in more recent times by the addition of single storey front extensions which are damaging to the character of the Conservation Area. Warwick Road and Surrey Road bend slightly at their junction with Cumberland Road, which connects through to Norfolk Road, and Norfolk Road bends very slightly as well – both changes in direction the result of a planned crossroads which was never completed.

4.2 Focal points, focal buildings, views and vistas

Focal points and focal buildings:

The simple grid pattern of streets, and the cohesive mainly residential development on either side of each road, means that there are no focal points and that no one building particularly stands out.



View towards the Thanet Indoor Bowls Club from the end of Surrey Road

Views and vistas

Views along each of the three main streets are of some note, with further views from the end of Norfolk Road, Warwick Road and Surrey Road over Eastern Esplanade towards the open green spaces, promenades and the sea. Less attractive is the view of the Thanet Indoor Bowls Club, a 1980s 'shed' building of negative impact, which is located to the north of Surrey Road and which unfortunately terminates the vista from that road.

The most important views are marked on the Townscape Appraisal Map but the omission of any particular view does not mean that it is not significant.

4.3 Open spaces and trees

There are no open spaces in the Conservation Area apart from the roads and pavements, and the adjoining (but private) front gardens. There are a few street trees in Norfolk Road, but they are not well maintained. The provision of more street trees throughout the Conservation Area would be welcome.

4.4 Boundaries

The orientation of the buildings to the street mean that virtually every building (unless modern extensions intrude) has a small front garden, usually about three metres deep, which provide an opportunity to plant small trees and shrubs. These gardens are usually defined by low (about 600 mm high) red or brown brick boundary wall with simple triangular or rounded white painted stone copings. Boundary piers and gate piers are taller and are also topped by white stone copings. In some locations, carefully trimmed hedging can be seen behind these low walls.



Front boundaries in Norfolk Road show evidence for earlier cast iron railings

In Surrey Road, outside Nos. 2-26, chunky moulded stone copings add a more substantial character to the brick walls. Over the years, however, many of these original walls have been either demolished or rebuilt, sometimes using brick but occasionally using concrete blocks or similarly less appropriate modern materials. Occasionally, the boundary has been demolished and the whole garden paved to create a small car parking space, such as No. 48 Warwick Road. There are no original cast iron railings in the Conservation Area, although modern gates are often metal. Overall, the effect is not cohesive due to the many variations in materials, heights and details which can be seen throughout the Conservation Area.

4.5 Public realm

The public realm covers the spaces between the buildings including pavements, roads, street lighting, street furniture, and any other features of local significance. Most of them will be the responsibility of the Highways Department of Kent County Council.



Original cast iron 'Cliftonville' nameplate for Warwick Road

There is little original floorscape in the Conservation Area apart from some setted or stone slab gutters and narrow (150 mm) granite kerbing. These can be seen in many locations in the Conservation Area. The pavements are generally covered in black tarmacadam or concrete slabs. Street lighting is provided by simple hockey-stick steel standards. Street nameplates are usually modern, with black lettering on white signs supported on black posts. Warwick Road retains an example of one of the 'Cliftonville' type nameplates made of cast iron, which can be seen at the south end of the road close to the junction with Northdown Road.

5 THE BUILDINGS OF THE CONSERVATION AREA

5.1 Building types and dates

None of the buildings in the Conservation pre-date 1879, when the area was still fields. Nearly all of the buildings in Norfolk Road and Warwick Road were built as family houses or small hotels or guest houses between 1899 and 1907, apart from Nos. 35-49, which are the only buildings in the present Conservation Area which are shown on the 1899 map. The properties in Surrey Road are more mixed – Nos. 2-26 are shown on 1907 map, Nos. 31-47 appear to have been built soon after, possibly around 1910, and the remainder are post-World War I, probably 1920s. The houses are largely arranged in uniform terraces, either two or three storeys high. The hotels and guest houses do not stand out as many were once private residences which have simply been converted or amalgamated with neighbouring properties to make larger units.



Surrey Road east side



Norfolk Road east side

5.2 Listed buildings

There are currently no listed buildings in the Conservation Area.

5.3 Locally listed buildings

There are currently no locally listed buildings in the Conservation Area, but the Management Plan includes a recommendation to add the following buildings to the emerging Local List:

- Nos. 36-42 even Norfolk Road

5.4 Positive buildings

Most of the buildings in the Conservation Area have been identified on the Townscape Appraisal Map as being *positive* buildings of townscape merit. Buildings identified as being *positive* will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building materials provides the streetscape with interest and variety. Most importantly, they make a *positive* contribution to the special interest of the conservation area. In the Norfolk Road, Warwick Road and Surrey Road Conservation Area, most of these buildings date to between 1899 and the early 20th century, where they form cohesive terraces with well preserved elevations. Later buildings of slightly lower quality can be found in Surrey Road which date to the 1920s – many of these are in need of repairs and restoration so they are currently not considered to be 'positive'.

The identification of these 'positive' buildings follows advice provided within Historic England's *Understanding Place: Conservation Area Designation, Appraisal and Management*, which provides

a helpful list of criteria for their selection. The guidance advises that a general presumption exists in favour of retaining those buildings which make a 'positive' contribution to the character or appearance of a conservation area.

Proposals to demolish such buildings will therefore be assessed against the same broad criteria as proposals to demolish listed buildings. This implies therefore that all buildings marked as 'positive' on the Townscape Appraisal Map will be retained in the future unless a special case can be made for demolition.

5.5 Building styles, materials and colours

Terraced mainly residential property dating to the early 20th century provides the predominant building type in the Conservation Area. The buildings form groups with similar details, presumably reflecting slightly different dates of development as well as different builders. Usually, they reflect the fashion of the times with typical details of the Edwardian (rather than the Victorian) period, and they are sometimes quite decorative with attractive first floor balconies and other external joinery.



Nos. 36-42 Norfolk Road – recommended for local listing

The well preserved buildings on the west side of Norfolk Road (Nos. 44-104 even) form a long terrace of two storey houses with canted bay windows to both floors which rise through the eaves and end in hipped roofs which protrude slightly from the front face of the roofs above. These roofs were originally slated with clay ridge tiles, brick stacks and clay pots – unfortunately, may have been recovered in artificial slate or concrete tiles. Many of the original one over one sash windows remain. The houses are built using red brick although many have been painted, usually a cream colour. Terracotta panels to the first floor bays provide some decoration, as do the stone lintols over the front doors, which are usually painted a contrasting colour to the brick. Many of the original front doors remain, with two glazed panels over a single recessed panel with heavy mouldings. Each has a fanlight, some of which retain their original coloured glass glazing and nameplate, such as No. 102 Norfolk Road which is called 'Eversfield'. The front paths are sometimes marked using black and red tiles. 'Lynwood', No. 98 Norfolk Road, retains all of these features, plus the original glass to the glazed upper panels in the front door. Nos. 36-42 even Norfolk Road are an unusual group, probably built slightly later than the properties either side, which are recommended for local listing in the Management Plan. They have gables with ornate barge boards, first floor balconies, Arts and Crafts mullioned and transomed windows, and fretwork to the recessed porches. Further north, the properties (Nos. 2-16 even) are three storeys high with square two storey bays (with terracotta

decorative panels) and four over one sash windows. Again the front doors have fanlights. The roofs are covered in clay tiles rather than slate.



Nos. 3-49 Norfolk Road

Opposite, Nos. 3-49 odd Norfolk Road are three storeys high and have a strong vertical emphasis due to their three storey elevations and gabled elevations. The houses were originally red brick but nearly all have been painted pastel shades of white or cream. The roofs are slated with tall chimney stacks with multiple pots, which all add to the vertical character of each building. The front doors are protected by attractive porches supported on slender moulded timber posts, with a simple pitched roof above covered in plain and fishscale clay tiles. Some original front doors remain – they have a glazed upper light with seven panes subdivided by slim glazing bars, with a single mould panel beneath. Nos. 35-49 odd (approximately) are shown on the 1899 map but stylistically match the rest of the group, so it is likely that they were being built when the survey data for the map was collected in c.1897-8.

The vertical emphasis continues along Norfolk Road with Nos. 61-71 (Institute of St Anselm) which is also three storeys high with gables facing the street containing two sash windows each. First floor bays protrude slightly forward, but the whole composition has been adversely affected by the addition of a flat roofed ground floor extension to the front of the building.

The remaining properties in Norfolk Road are more mixed, two or three storeys high, but united by their white paint, and bay windows. No. 71 has elevated ground floor with a covered porch detail. The two storey terraced houses beyond are more cohesive, with first floor balconies overlooking the street, set between canted two storey bay windows with gables above which contain false timber framing. The original sash windows, where they remain, have a smaller sash with four or six panes over a single larger sash below – all typical of c1900-1910.

Warwick Road provides highly cohesive two storey terraced houses on both sides of the road. On the west side, Nos. 6-56 even are identical to the houses on the west side of Norfolk Road, as are Nos. 1-13 odd and Nos. 23-59 odd on the east side. No. 15 is a 1920s house, unusually four storeys high – clearly a later infill. Its tall gable facing the street is decorated with false timbering and it also has a first floor balcony overlooking the street. Nos. 17-23 odd are three storeys high, red brick, with canted bays and dominant corbelled-out brick chimney stacks. A modern ground floor extension is a less attractive feature.



No. 15 Warwick Road on left

The buildings of Surrey Road are generally not so well detailed or well preserved as the other two streets, and also later in date. Nos. 2-24 are shown on the 1907 map but otherwise the remaining properties probably date from the 1920s (allowing for a gap of about ten years during World War I). Architecturally, Nos. 2-24 are the most interesting – they are substantial three storey high buildings which may have been built as guest houses as they were closer to the beach. They have first floor balconies which would have provided views down to the promenades and are built from red brick with first floor balconies. The windows were mainly sashed but very few original examples remain today. The roofs face the front and have three light dormers with rounded pediments – clearly original. Further north, but on the same side of the road, Nos. 30-46 date to the 1920s and have been much altered.



Nos. 2-24 Surrey Road

The properties on the east side of Surrey Road are mainly two storey houses with either gables or canted bays. Nos. 1-31 are similar to the houses in Norfolk Road and Warwick Road but have first floor balconies. Two 1920s pairs of houses stand out – Nos. 19/21 and 23/25, which have tall gables and wide balconies across nearly the whole of each first floor.

5.6 Activities and Uses

The Conservation Area is principally in residential uses, with most of the three storey properties (which are principally to be found in Surrey Road) having been divided into flats or houses in multiple occupation (HMO's). Whilst a detailed survey has not been carried out, there appears to be a high concentration of houses in single family occupancy in Norfolk Road and Warwick Road, with a few on the east side of Surrey Road (Nos. 31-47 odd).

A number of small hotels and guest houses can also be found in the Conservation Area, such as the Florence Court Hotel (No. 18 Surrey Road) and there is what appears to be a further hotel immediately next door (No. 20). On the western side of the same road, the former Embassy Hotel (No. 50) has reverted to dwellings, and again in Surrey Road, the former Leslie Hotel (Nos. 1 and 3) has been demolished and replaced with a smaller scale residential development.



The Florence Court Hotel, Surrey Road

A sign at the northern entrance to Norfolk Road guides visitors to the following: Mentone Lodge, Sherwood Lodge, Debenham Lodge (all presumably guest houses), the Gresham Residential Home and the Lonsdale Court Hotel. The Lorient Care Home is also located in Norfolk Road (No. 34). The Institute of St Anselm, a charity for the homeless, can be found at Nos. 61-71 Norfolk Road.

A small two storey early 20th century detached house in Cumberland Road retains nameplates saying 'St Mary's' and 'St Basil's', but it is not clear what its function is.

6 THE EXTENT OF INTRUSION OR DAMAGE

6.1 Key negative features

This Character Appraisal concludes that the most significant *negative* features of the Norfolk Road, Warwick Road and Surrey Road Conservation Area are:

Spatial:

- A general lack of any green space or trees
- Poor quality pavements, some of which have been poorly resurfaced after work by the utility companies
- Modern street lighting
- Modern street nameplates with only example of an historic nameplate in Warwick Road
- The loss of front boundaries, original front pathways, and garden space, and the creation of off-street car parking spaces
- Poor quality front boundaries generally, with a wide range of different materials and details
- The dominance of car parking throughout the Conservation Area
- The empty site awaiting redevelopment in the adjoining Cliftonville Cliff Top Conservation Area, which lies just outside the Conservation Area facing the northern part of Norfolk Road and Eastern Esplanade

Buildings:

- Some buildings in a poor state of repair, mainly those properties which have been sub-divided into flats or HMOs
- The high number of flats and houses in multiple occupation
- Some buildings clearly vacant and 'at risk'
- The painting of previously unpainted brickwork
- Whilst white or cream is often used, there are some examples of the use of garish colours such as bright blue
- The loss of original features, such as:
 - The replacement of the original slate or clay tiled roofs with modern materials such as concrete tiles or artificial slate
 - The insertion of large modern rooflights or large dormers in front roof slopes
 - The demolition of chimney stacks and the removal of original clay pots
 - The replacement of wooden sash windows or front doors using uPVC
 - The loss of other architectural features, such as front doors and external joinery to balconies
- Satellite dishes on front elevations

6.2 Summary of issues

Taking the 'negative features' identified above into account, the following issues are considered to be the most pressing matters which need to be addressed by the Management Plan for the Norfolk Road, Warwick Road and Surrey Road Conservation Area:

The control of new development

- Ensuring that all new development is of the highest possible standards

The protection of views

- Protecting and enhancing the important views into, out of, and around the Conservation Area

The public realm

- Upgrading the space between the buildings – the pavements, street surfaces, street lighting and signage

The control of car parking and traffic

- Providing guidance to reduce traffic and control car parking

Building condition and the role of grant aid

- The need for repairs and restoration works, including the need for grant aid

The Local list

- Suggestions for Local Listing

Education and guidance

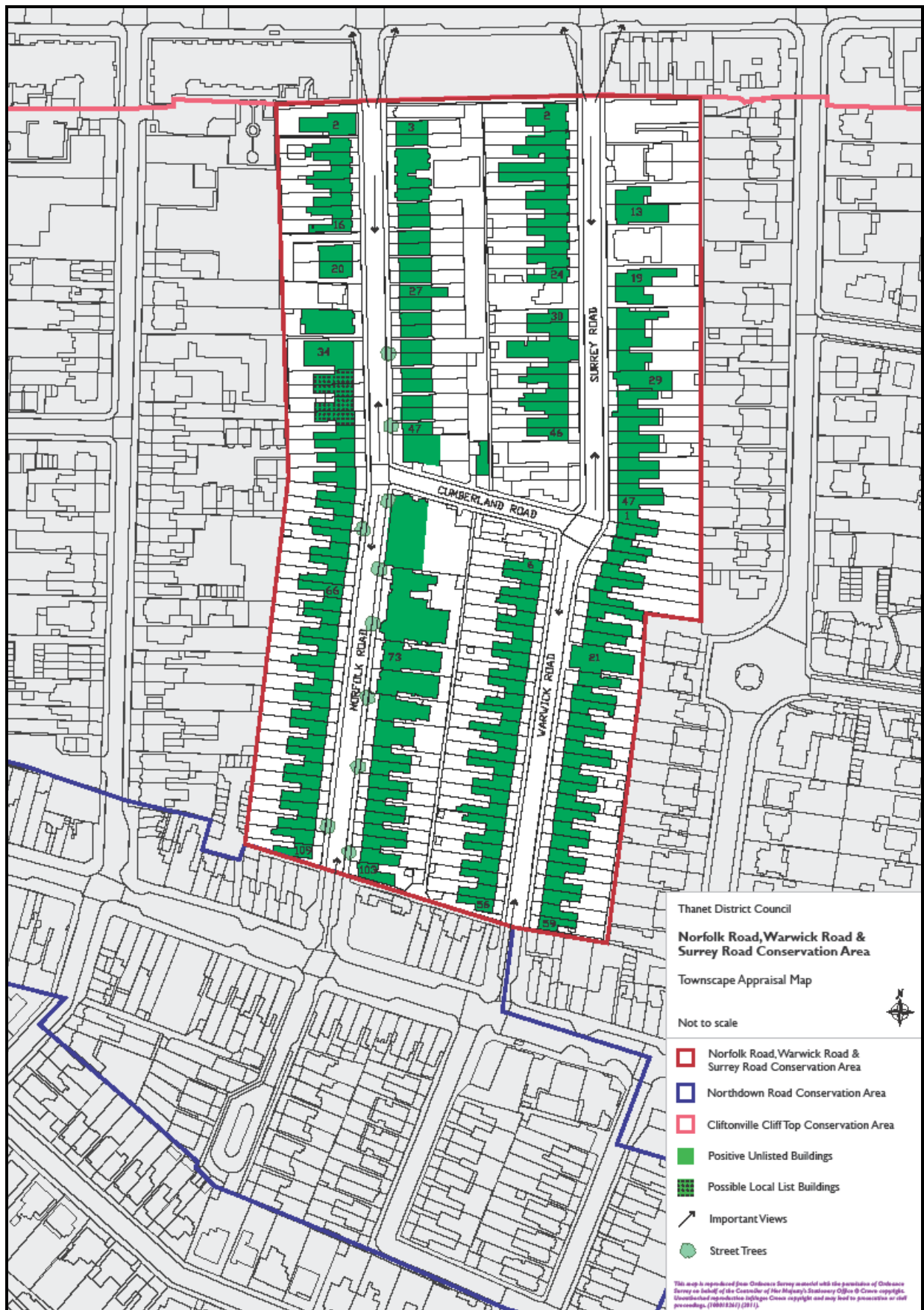
- Education and publicity, including encouraging civic pride and a sense of place

Monitoring and enforcement

- Providing a strategy to carry forward the recommendations in the Management Plan
- Continuing to monitor the condition of the Conservation Area, including regular updates of the Management Plan
- Taking record photographs on a four year cycle to assist with monitoring and to use in any future enforcement proceedings



Appendix 1 Map 1 Clintonville Development Phases



Appendix 2: Map 2 Townscape Appraisal Map

PART 2

NORFOLK ROAD, WARWICK ROAD AND SURREY ROAD CONSERVATION AREA MANAGEMENT PLAN

1 INTRODUCTION

1.1 The purpose of the Management Plan

Part 1 of this document, the *Character Appraisal*, has identified the special positive qualities of the Norfolk Road, Warwick Road and Surrey Road Conservation Area which make the conservation area unique. Part 2 of this document, the *Management Plan*, builds upon the positive features and addresses the negative features which have been identified to provide a series of recommendations for improvement and change, most of which are the responsibility of Thanet District Council or Kent County Council.

The involvement and approval of the local community in the formulation and delivery of these documents helps to strengthen their status and will hopefully mean that the various actions identified in the Management Plan will have greater impact and longevity. For Norfolk Road, Warwick Road and Surrey Road, this has been achieved through the current six week public consultation exercise, after which any necessary amendments will be made before the final version of the document is completed. The document will be adopted by the Council as a 'material' document for development control purposes.

1.2 Relevant documents

The structure and scope of this document is based on the suggested framework published by Historic England in *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011). Both the Conservation Area Character Appraisal and the Management Plan should be subject to regular monitoring and reviews, as set out in section 3.

Other relevant documents include:

- The Planning (Listed Buildings and Conservation Areas) Act 1990
 - This Act sets out the legislative background for the control of conservation areas and listed buildings.
- National Planning Policy Framework (March 2012)
 - This provides government policy guidance which relates to the historic built environment in particular section 12.
- The Kent Design Guide
 - This advocates high quality design for all new development and provides detailed guidance.
- The Thanet District Local Plan (which will be replacing the Thanet Local Plan 2006)
- The Margate Renewal Study (undated but post-2006)
 - This document was commissioned by the Margate Renewal Partnership to carry out a study of the drivers of deprivation in Margate Central and Cliftonville West Wards and make recommendations on future regeneration activity to tackle deprivation.
- Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)
 - This document sets out the Council's approach to the management of the conservation areas within Thanet – it draws on both national and local planning policies

Documents produced by Thanet District Council which relate specifically to Cliftonville:

- West Cliftonville Neighbourhood Renewal Area (2006)
 - This report produced by Thanet District Council and consultants identifies the need to improve the housing stock in four parts of Thanet including Cliftonville West, and provides some policy guidance.
- The Cliftonville DPD (February 2010)
 - This document provides planning policies for the Cliftonville West Renewal Area (in advance of the Core Strategy) to be used to inform development control decisions on the large number of planning applications which are submitted in the area – its main thrust is to enhance the existing building stock in terms of physical condition and use (particularly the reduction in number of poor quality flats and their replacement with family houses), encourage community pride in the area, and support the growth of high quality tourism-related facilities. One of the outcomes of this DPD is the imposition of a surcharge on local landlords which is aimed at encouraging a reduction in the number of small residential units, and an increase in the number of family dwellings within the Cliftonville area.

1.3 The scope of this Management Plan

This Management Plan has been drawn up following detailed survey work of the Norfolk Road, Warwick Road and Surrey Road Conservation Area by The Conservation Studio in collaboration with Thanet District Council's conservation staff. Its recommendations relate specifically to the Conservation Area, and it is not intended to include general advice about the control of conservation areas, which is set out in the Council's document *Conservation Areas in Thanet – Conservation Areas Management Plan* (March 2008 presently under revision). This document also includes advice about the quality of new development which will be needed in all of Thanet's conservation areas, and may be amended and updated in the future once the current work on the new conservation areas in Cliftonville is complete.

2 RECOMMENDED ACTIONS

The following recommendations are based on the key negative features and issues identified as part of the Character Appraisal. Some of them may have to remain aspirational for the time being, but it is considered 'good practice' to identify possible actions which could be implemented in the future if the funding becomes available. Other recommendations rely are dependent on sufficient resources being available to the District Council to bring forward. . All of the recommendations particularly rely upon a successful partnership between the District Council and the local community, assisted by Kent County Council as appropriate.

2.1 The control of new development

The closely packed nature of the buildings within the Conservation Area means that there are few, if any, sites where new development might be possible although the replacement (in time) of the poorer quality 20th century buildings would be welcome. There are no vacant sites so it is likely that new development will be limited to extensions to existing buildings or the replacement of these modern buildings. In a number of locations, flank walls, flat roofed garages, and poorly maintained back access alleys make a particularly negative contribution to the street scene.



The front garden to this property in Norfolk Road has been converted into a car parking space

The immediate threat from poor quality new development therefore relates principally to alterations to the existing historic buildings, all of which are considered to be 'positive' and therefore of sufficient architectural and historic interest to merit special treatment. In the past, some of these buildings have suffered from the following:

- The loss of original roof materials and chimneys
- Over dominant and poorly detailed roof dormers
- The loss of architectural details such as cornicing or balconies
- The insertion of unsympathetic modern windows or front doors, usually in uPVC
- The loss or unsympathetic alteration of front boundaries, including the creation of car parking areas

It is important that any new development in the conservation area is in keeping with its special character and appearance. New development which pays minimal respect to local building traditions and which detracts from the special character and appearance of the conservation area, results in the loss of the special qualities that the designation is intended to protect. It is therefore critical that

any development which occurs within the conservation area complements the qualities of its context defined within the Conservation Area Character Appraisal.

New development within the conservation area and its setting should aspire to the quality of design and execution related to its context. This neither implies nor precludes working in traditional or new ways, but will involve respecting values established through the assessment of the form and significance of the area. Developers and/or their designers will be required to demonstrate a thorough understanding of the urban context of the area and the way it has evolved.

The main consideration must be on the built and natural environment, key strategic views and approaches, the conservation area and setting of key historic buildings. Development proposals should be accompanied by a comprehensive urban design analysis of surrounding areas that details the positive and negative contributions that the proposed development makes to the visual quality of the area.

The scale, massing, architectural detailing and pattern of development of any new development within the conservation area or affecting the setting of the conservation area will be expected to respect that of the existing built environment of the conservation area.

Appropriate external materials and finishes will be expected on all new development. Traditional materials typical of the conservation area, identified within the appraisal, will be encouraged to complement the local built heritage. Where modern materials are proposed these should be in harmony with traditional materials.

Extensions and alterations to buildings will be expected to follow scale, proportions, features, detailing and materials of existing buildings.

Surviving elements of historic landscape interest, such as historic street patterns, pedestrian routes, plot outlines and the fabric of surviving early boundaries, make an important contribution to historic distinctiveness and so should be retained.

In general, all new development in the Conservation Area must be of the highest possible standard and should adhere to guidance provided within the following documents:

- The Kent Design Guide
- Thanet District Council's Conservation Areas in Thanet – Conservation Areas Management Plan (March 2008)

Recommendation 1:

- *The District Council will ensure that all new development in the Norfolk Road, Warwick Road and Surrey Road Conservation Area preserves or enhances the special character or appearance of the area and adheres to national policies and to guidance provided in the Kent Design Guide and within Thanet District Council's own policy framework, through engagement in pre-application discussions and consideration and determination of planning applications within the area.*

2.2 The protection of views

There are important views along all of the roads in the Conservation Area, but the most outstanding views can be seen from the northern end of both Norfolk Road and Surrey Road towards the sea, taking in the open land on the other side of Eastern Esplanade. This area lies within the Cliftonville Cliff Top Conservation Area and the open nature of this area should be retained. As opportunities present themselves, the enhancement of this area with more planting and higher quality public open space would be welcomed. No further buildings should be allowed (unless relating to leisure

activities and very carefully designed) and modern buildings, such as the Thanet Indoor Bowls Club, should be removed if possible.

Recommendation 2:

- *The District Council will seek to protect and enhance important views within, into and out of the Conservation Area, particularly over the neighbouring Conservation Areas, through engagement in pre-application discussions and consideration and determination of planning applications within the area.*

2.3 The public realm

The public realm includes all of the space between the buildings in the Conservation Area which is not privately owned, such as the roads, pavements, street lighting, street name plates, and street furniture (litter bins, seats, and other features). It is assumed that the back access alleys between Norfolk Road and Surrey Road/Warwick Road are in private ownership. There appear to be three main areas of concern where improvements would be welcome:

- Street lighting – this is currently provided by plain steel standard light fittings, of no special interest;
- Street name plates – much of the signage in the Conservation Area is modern and consists of metal nameplates, with black letters on a white background, supported on short grey aluminium posts – there is one example of an original ‘Cliftonville’ street nameplate in Warwick Road;
- Pavement surfaces – these are mainly concrete slab or tarmacadam, but are edged with probably early 20th century granite kerbs and stone gutters – some of the pavements have been disfigured with trenching by utility providers.



Improvements to the public realm are needed in the Conservation Area (Surrey Road)

Improvements could include:

- Replacing the existing street lights with those more in keeping with the character of the area;
- The use of a common palette of colours for street lights, street nameplates and other street furniture would provide a recognisable ‘branding’ of the area, although this would need to be very carefully controlled in the future with regular maintenance and repainting;
- Copying the wall-mounted historic street nameplate which can be seen in Warwick Road and indeed throughout the whole of Cliftonville – these are rectangular with curved corner details and white lettering on black (it might be necessary to adjust the design so the new plates can be

positioned on poles rather than fixed to individual buildings, due to problems with their future maintenance);

- The replacement of the tarmacadam pavements with more sympathetic materials.

Recommendation 3:

- *The District Council will seek to ensure the retention of any surviving historic streetscape features. Any highway and landscaping works should bring a positive improvement to the character and appearance of the conservation area in accordance the Historic England Streets for All campaign guidance.*
- *The District Council will seek to engage a co-ordinated approach to public realm works via consultations between all relevant Council Departments/stakeholders etc. including Highways, Cliftonville groups and Utility companies.*
- *Liaison between Planning, Conservation/Regeneration and Highways should be further developed with an agreed approach to new surfacing within public areas or those likely to be adopted.*

2.4 The control of car parking and traffic

On-street car parking is highly dominant throughout the Conservation Area. It may be possible to reduce the impact of on-street car parking by the creation of carefully designed parking bays, which could incorporate planting and new street trees (which are currently only found in Norfolk Road). However, any such scheme would need to be allied to improvements in Cliftonville in general, including (possibly) the introduction of a Residents' Parking Scheme.



Car parking is a dominant feature in the Conservation Area (Norfolk Road)

Fast moving through traffic might also be reduced by such measures, and a further improvement might be the creation of new one-way systems, which would need to include very carefully detailed traffic calming measures. Over-dominant road markings, barriers, and safety rails must all be avoided as these are alien intrusions into any conservation area.

Recommendation 4:

- *As and when funding permits, the District Council and Kent County Council could consider ways of reducing the impact of on-street car parking and traffic;*
- *The District Council will resist the creation of new off-street car parking spaces*
- *Traffic signage will be reduced as far as possible and redundant signs removed;*

- *All proposals will have to be undertaken in line with other initiatives in the Cliftonville area as a whole.*

2.5 The control of unlisted buildings (Article 4 Directions)

The District Council is required to both ‘preserve and enhance’ the character of the Conservation Area. Some inappropriate alterations are visible throughout the conservation area. At the moment, however, the changes that have been made are in fairly localised locations and that on the whole the area has been fairly maintained. Whilst alterations have so far been relatively localised there is also evidence of more and more inappropriate alterations and additions within the area. In order to restrict the rights of landowners from carrying out inappropriate development an Article 4 Direction can be placed on specific buildings or areas. This enables the local planning authority to require permission for what is otherwise allowed without consent. This does not mean that permission would be refused but allows the authority to assess any potential impact to the buildings, the street scene and the conservation area.



Houses like these in Warwick Road would be protected from unsympathetic alterations by an Article 4 Direction

Some of the properties in the Conservation Area are not in use as family dwellings (i.e. as a single unit) but have been divided into flats or HMOs. For these buildings, permitted development rights are already much lower, so, for instance, planning permission would normally be needed to insert plastic windows or to change the roof material. For these buildings, an Article 4 Direction could still be used to control front boundaries, the creation of car parking spaces, and external redecoration. It can also be used to control colour, so it would be possible to limit external painting to a certain palette of colours, to provide greater cohesiveness to the front elevations – for instance, by insisting upon shades of cream or an off-white colour for stucco and brickwork.

Any proposal to consider removal of Permitted Development rights and carry forward a decision to proceed with an Article 4 Direction will result in further public consultation and assessment. The Council may take these forward in due course if a strong justification and public support following further monitoring and recording change of the conservation area show to be necessary.

Recommendation 5:

- *The Council may consider making an Article 4 Direction in due course if a strong justification and public support on the erosion of the character of the area show to be necessary*

2.6 Building condition and the role of grant aid

A consistent problem within the Conservation Area is the poor standard of maintenance in many properties. This has resulted in:

- The loss of architectural features such as decorative timber details and boundary walls;
- The replacement of original features with inappropriate modern fittings such as front doors, windows, and boundary treatments;
- Inappropriate and unsympathetic additions to existing properties, such as roof dormers and extensions;
- The use of inappropriate modern materials for repairs, such as artificial slate and concrete roof tiles, which can be seen on many of the properties.



The Hotel Leslie in Surrey Road in 2010 (now demolished)

The District Council currently has a Heritage Lottery Fund funded Townscape Heritage Initiative grant scheme in the Dalby Square Conservation Area. It is possible that this scheme could be extended, or a new scheme applied for the Norfolk Road, Warwick Road and Surrey Road Conservation Area at some stage in the future. Other funding agencies, apart from the HLF, include Historic England, Thanet District Council, Kent County Council and the Homes and Communities Agency (HCA).

Recommendation 6:

- *The District Council will consider providing guidance on the use of traditional materials and details*
- *The District Council will consider apply for a grant scheme to assist property owners in the Norfolk Road, Warwick Road and Surrey Road Conservation Area*

2.7 The Local list

There is currently no Local List for Cliftonville. Following the publication of PPS5 in March 2010, locally listed buildings have become an important 'heritage asset' of particular significance where they also lie within a designated conservation area. The preparation of a Local List for the whole of Cliftonville may therefore be seen as a priority, but meanwhile, this document includes recommendations for new locally listed buildings as follows:



Nos. 36 and 38 Norfolk Road

- Nos. 36-42 even Norfolk Road – a group of four very well preserved terraced houses of c1900 with unusual decoration including decorative bargeboards, recessed porches defined by fretwork, mullioned and transomed windows with some original glazing including leaded lights, 'sun-burst' and recessed first floor balconies with flat splat balusters.

Recommendation 7:

- *The District Council will work with the local community to produce a new Local List for Cliftonville.*

2.8 Education and guidance

There are several active residents' groups which each relate particularly to one small area. Some of these have already been involved in the public consultation exercise which was undertaken in October 2010 to gauge public reaction to the designation of conservation areas in Cliftonville. Whilst there appears to be no such group in the Norfolk Road, Warwick Road and Surrey Road Conservation Area, there is a strong sense of community spirit, particularly in Norfolk Road. The formation of a more formal group should therefore be encouraged and nurtured by the District Council.

The possible 'branding' of the area, using new street name plates, new street lighting, new street trees and other enhancements will provide some focus to the local community and give the area a greater 'sense of place'.

Recommendation 8:

- *The District Council, working in partnership with Kent County Council and other stakeholders, will continue to encourage greater civic pride in the Cliftonville area through the use of its statutory powers and possible grant aid.*

2.9 Monitoring and review

Local authorities are required by law to periodically review their conservation areas and the preparation of Character Appraisals and Management Plans is part of this obligation. Indeed, in the

past keeping Character Appraisals and Management Plans up to date has been a Key Performance Indicator in the Best Value assessment of local authorities, and as a result, a five year review cycle is now considered to be best practice.

Over the next five years the District Council should therefore be expected to regularly review the content of this document subject to resources being available , to carefully monitor change within the Norfolk Road, Warwick Road and Surrey Road Conservation Area, and to involve the community in any proposals for enhancement (subject of course to the funding being available).

Recommendation 9:

The District Council should therefore:

- *Carry out periodic reviews of the effectiveness with which the service addresses pressures for change.*

3 ACTION PLAN

This Action Plan sets out a list of priorities for future actions if sufficient resources are available, most of which will be the responsibility of Thanet District Council or Kent County Council.

Immediate Actions

- Adopt the Norfolk Road, Warwick Road and Surrey Road Conservation Area Character Appraisal and Management Plan as a material document for development management purposes

Medium term actions

- Approve additions to the new Local List for Cliftonville

Longer term actions

- Review and update the Norfolk Road, Warwick Road and Surrey Road Conservation Area Management Plan
- Update the baseline photographic survey of the Norfolk Road, Warwick Road and Surrey Road Conservation Area
- Consider a grant scheme for the Conservation Area
- Consider public realm improvements and car parking/traffic management schemes for the Conservation Area (in association with other initiatives in Cliftonville)
- Consider making an Article 4 Direction if a strong justification and public support of erosion of the character of the area show to be necessary

Far future actions

- Review the Norfolk Road, Warwick Road and Surrey Road Conservation Area Character Appraisal
- Continue to protect important views across, into and out of the Conservation Area.

4 CONTACT DETAILS

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