

# Context

Thanet District Council are investing in the area through delivering the aims of the **Margate Town Deal, Town Investment Plan**. One part of this investment is the **Coastal Wellbeing** intervention which aims to improve local health challenges and provide year-round operation of coastal facilities focussed on wellbeing. The scheme presented here forms one part of the Coastal Wellbeing intervention which focuses on **Testing New Uses**.

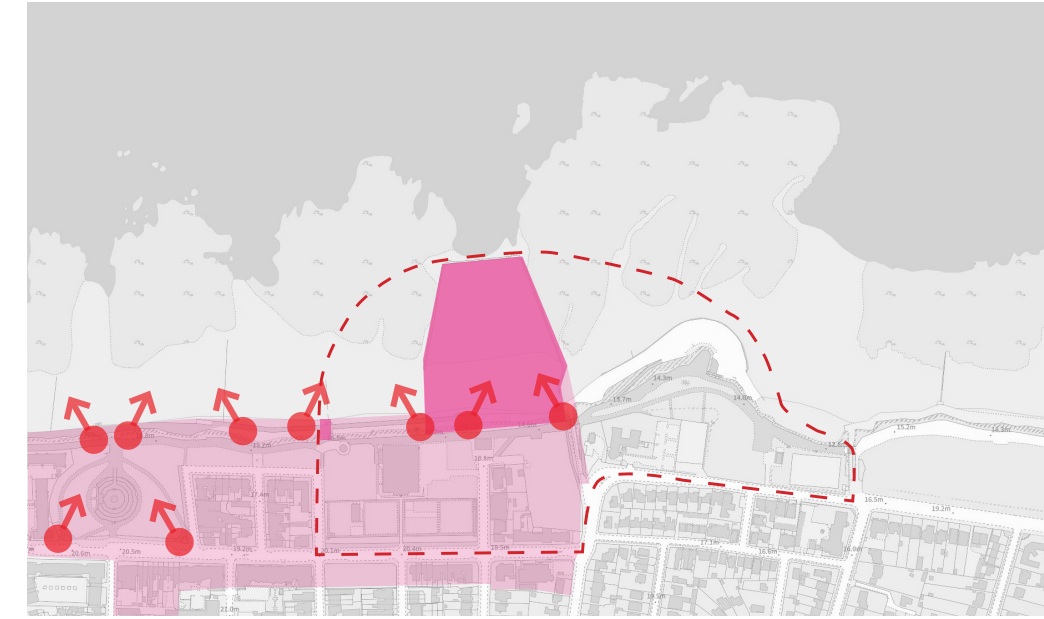
The **Testing New Uses** project looks at the construction of a beach-side pavilion to host new businesses and community activities to strengthen Margate's identity and wellbeing heritage. The Coastal Wellbeing intervention also involves access improvement works to reinstate the listed Cliff Lift and enhance the Tidal Pool through the **Access Walpole** project.

## Site Designations



### Land and Marine Designations

- **Thanet Coast & Sandwich Bay Ramsar Site:** A wetland of international importance
- **Site of Special Scientific Interest (SSSI)**
- **Thanet Coast Special Area of Conservation (SAC):** Internationally important inter-tidal and sub-tidal chalk reefs
- **Marine Conservation Zone (MCZ):** Important conservation zone for habitats and species
- **Thanet Coast Special Protection Area (SPA):** Internationally important for several species of wading bird



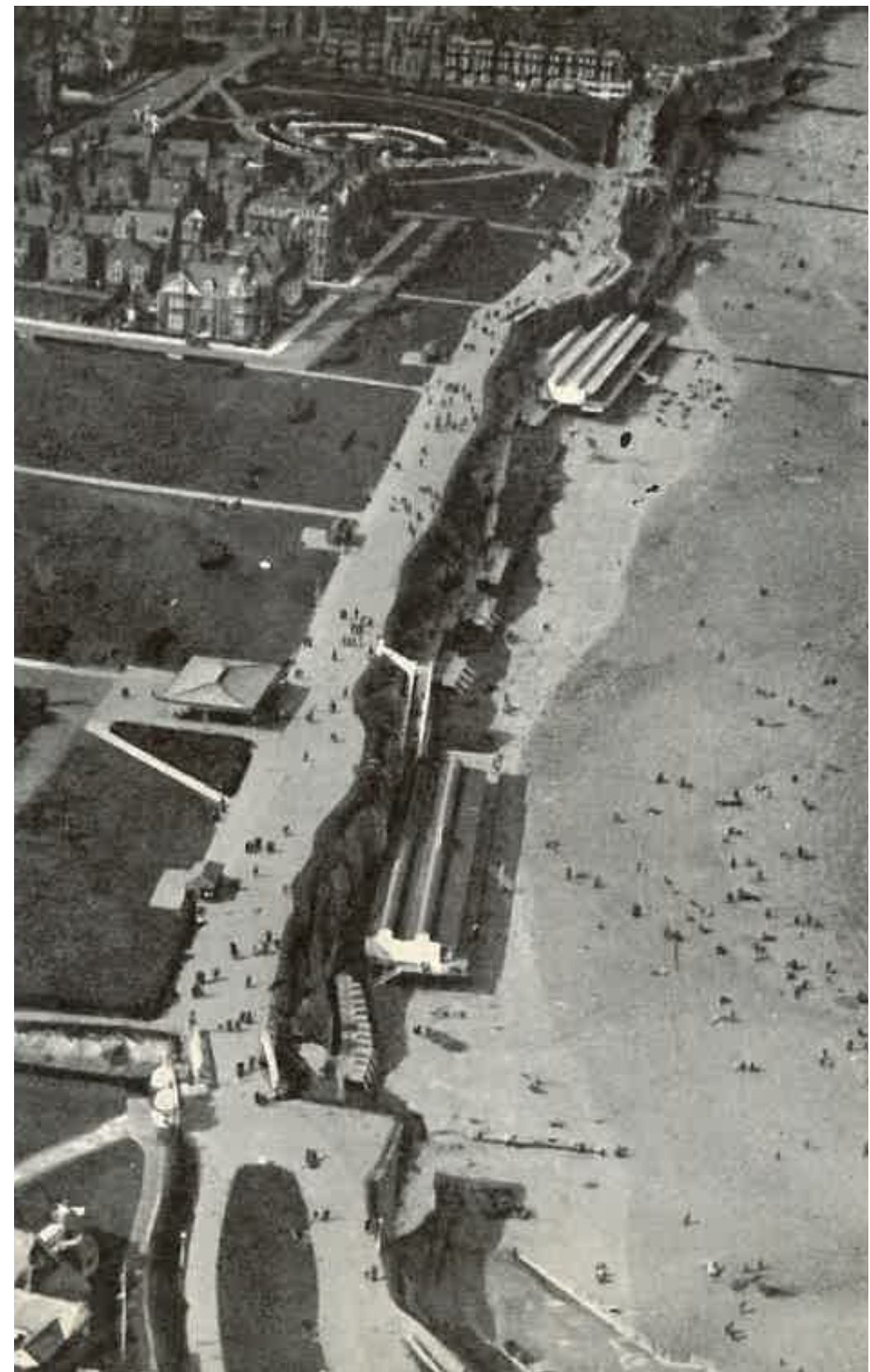
### Heritage Designations

- **Clifftop Conservation Area:** Conservation Area established in 2016 that includes lower promenade, beach steps, slipways, and Hodge's Gap. Important views from the upper promenade are highlighted in the Conservation Area Townscape Appraisal.
- **Walpole Bay Tidal Pool, Grade II Listed:** Designed by Margate's borough engineer in 1937 and occupies 4 acres.
- **Cliff Lift, Grade II Listed:** Constructed for Margate Borough Council in 1934 in Art-Deco style with Egyptian influences.

## Area of Focus



## Site Heritage



Postcard aerial view of Walpole Bay and Hodge's Gap - dated 1935



Postcard showing refreshment stand and bathing stations - dated 1919



Postcard showing colourful beach huts on Hodge's Gap Promenade - c. 1970s



Photo credit: Kilian O'Sullivan



# Testing New Uses - Masterplan

Whilst the **Testing New Uses** project focuses on the introduction of a beach-side pavilion, the surrounding area has been assessed for existing complementary uses and potential future opportunities that could add to the broader health and wellbeing aims of the Coastal Wellbeing project. This includes addressing safety concerns around access and the use of the promenade. The aim of Testing New Uses is also to create a revenue-generating scheme that could help to facilitate some of these wider ideas and contribute to ongoing maintenance.

**What new uses and improvements would you like to see in the area?**

## The Audience



Tidal Pool Users



Dog Walkers



Local Residents



Local Community Groups



Tourists (Leisure / Holiday)

### Town Deal (Testing New Uses project)

### Town Deal (Access Walpole project)

### Future Opportunities Existing Uses





# Testing New Uses - Pavilion Location

The purpose of the Testing New Uses project is to construct a new beach-side pavilion that can cater for the many varied users of Walpole Bay. The building and associated structures will incorporate a cafe, a bookable wellbeing space, swimmer facilities (changing rooms, outdoor showers, lockers), store rooms, public toilets, and potential lifeguard facilities. A variety of locations have been assessed on both the upper and lower promenade for a new pavilion to serve the users of Walpole Bay, with preferred locations highlighted.

**Which of the three preferred locations do you like and why?**

## The Potential Pavilion Uses



Cafe



Wellbeing Space  
(Mixed-Use Venue Hall)



Swimming  
Facilities



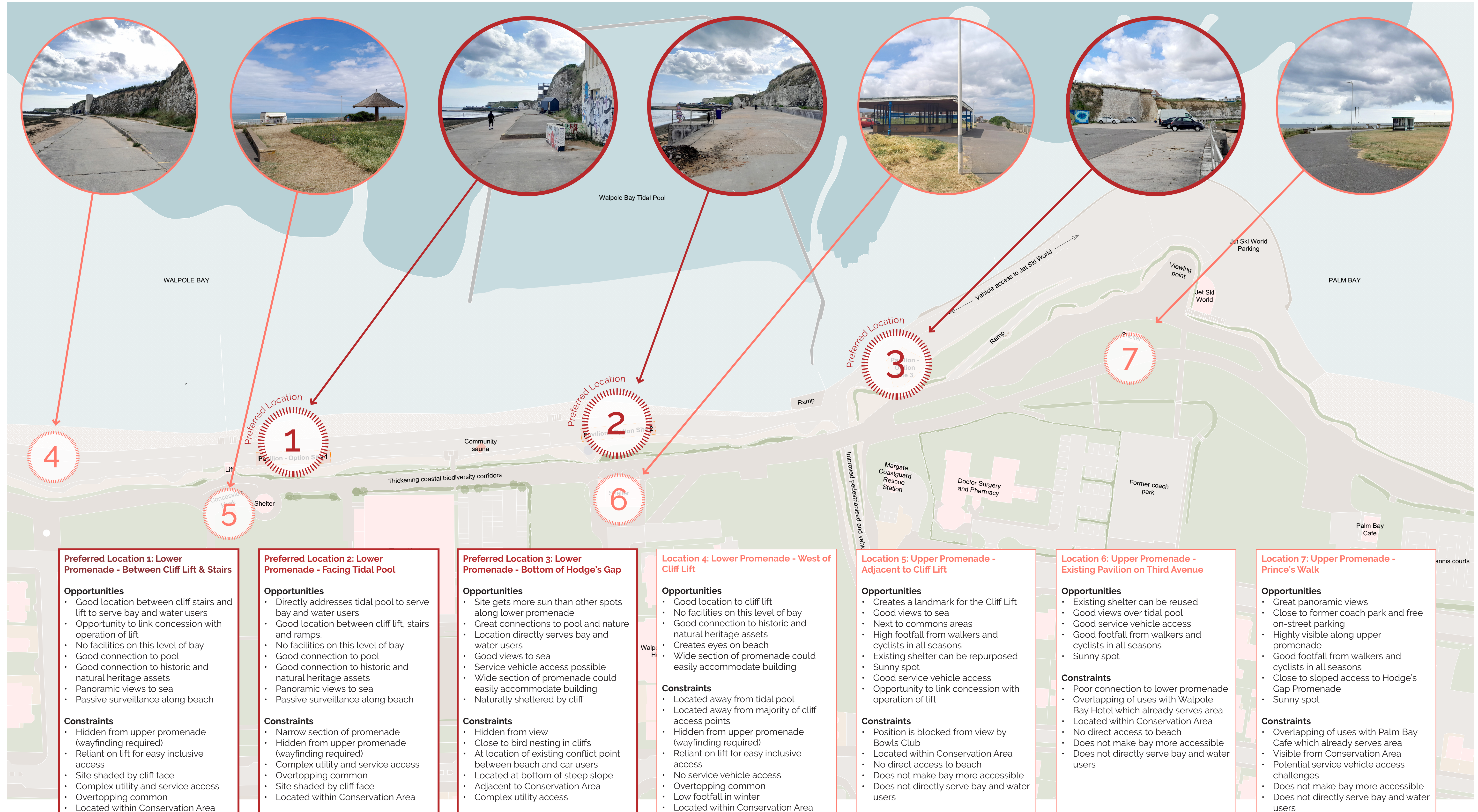
Beach Warden /  
Lifeguard Facilities



Community Group  
Store



Public WC





# Pavilion Concepts

A variety of concept designs are presented below. Each concept references different local, historic and seaside precedents that have informed its building form and materials. The concept designs look to frame views to the sea as well as create a presence and eyes along the promenade. A potential integrated lifeguard facility is currently proposed which is subject to further consultation on water safety recommendations. Once the exact position and end uses have been determined for the building, the design will be developed and we will engage with the public ahead of planning submission.

The Wellbeing Space is a flexible mixed-use venue hall to provide a variety of social and physical activities for the whole community.

**What uses would you like to see within the Wellbeing Space?**

## Potential Functions of Wellbeing Space



Art / Craft Classes



Community Events



Fitness and Yoga



Training and Educational Activities

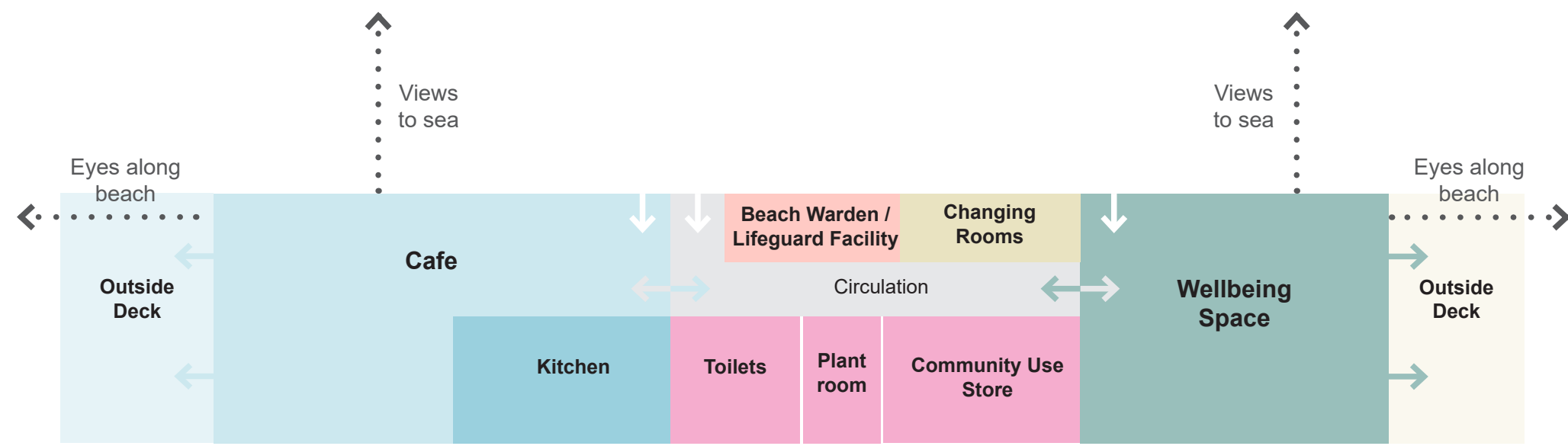


Events / Festivals

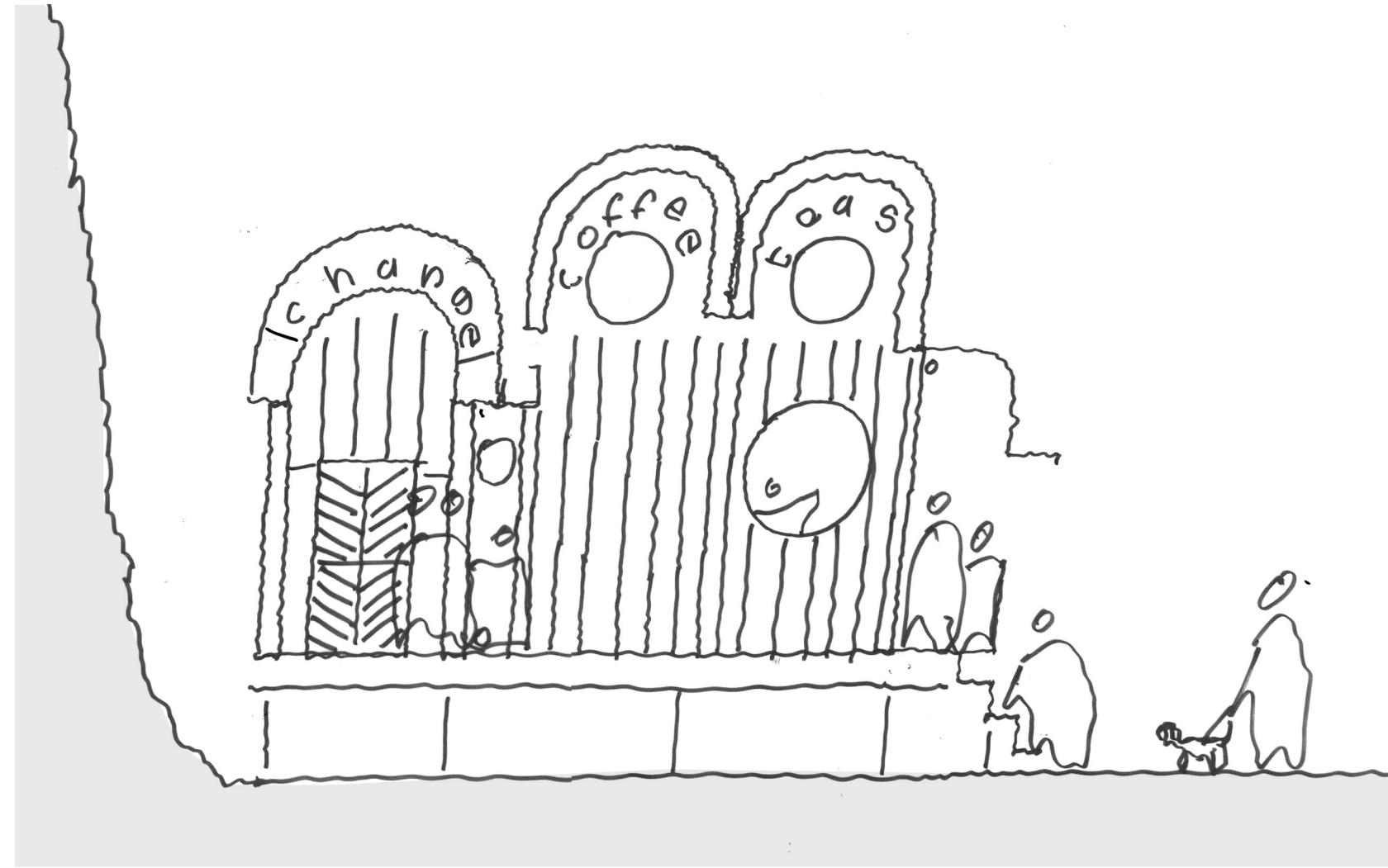


What uses would you like to see?

### Concept 1

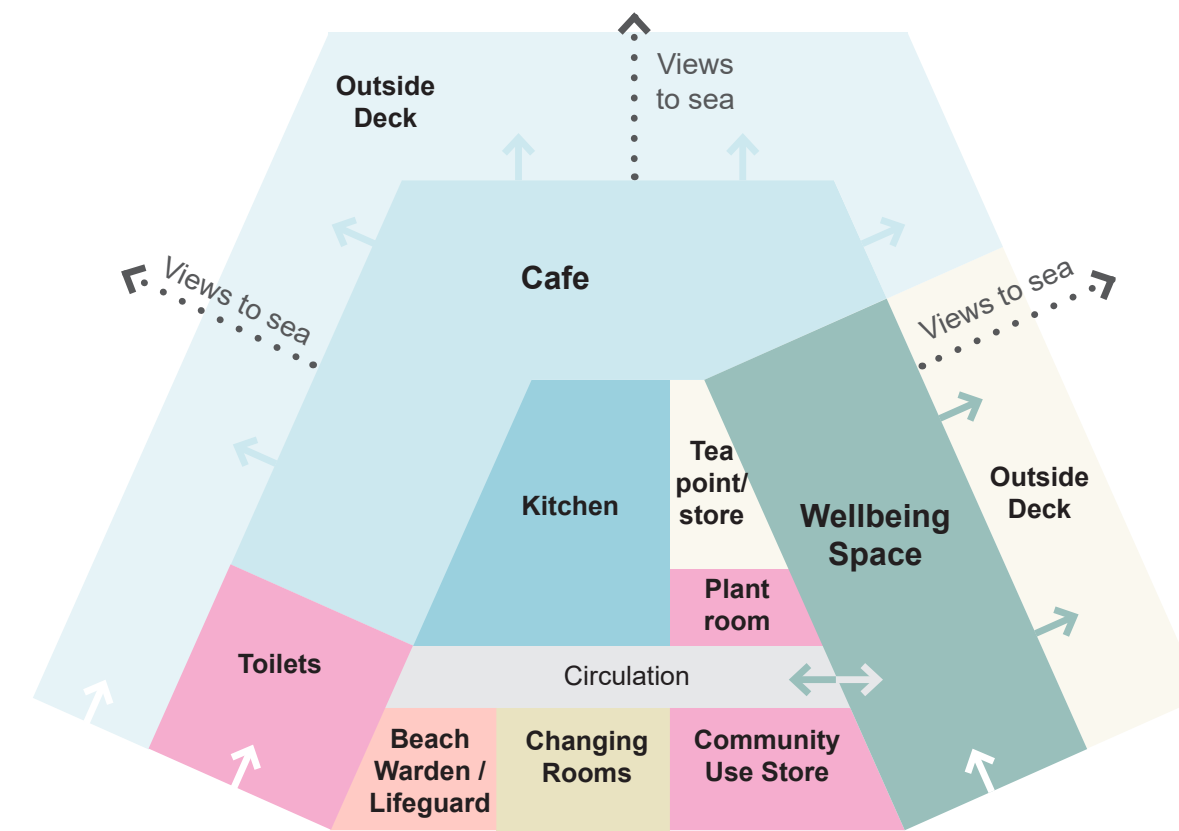


Concept 1 : Ground floor concept plan (lifeguard look-out on first floor not shown)

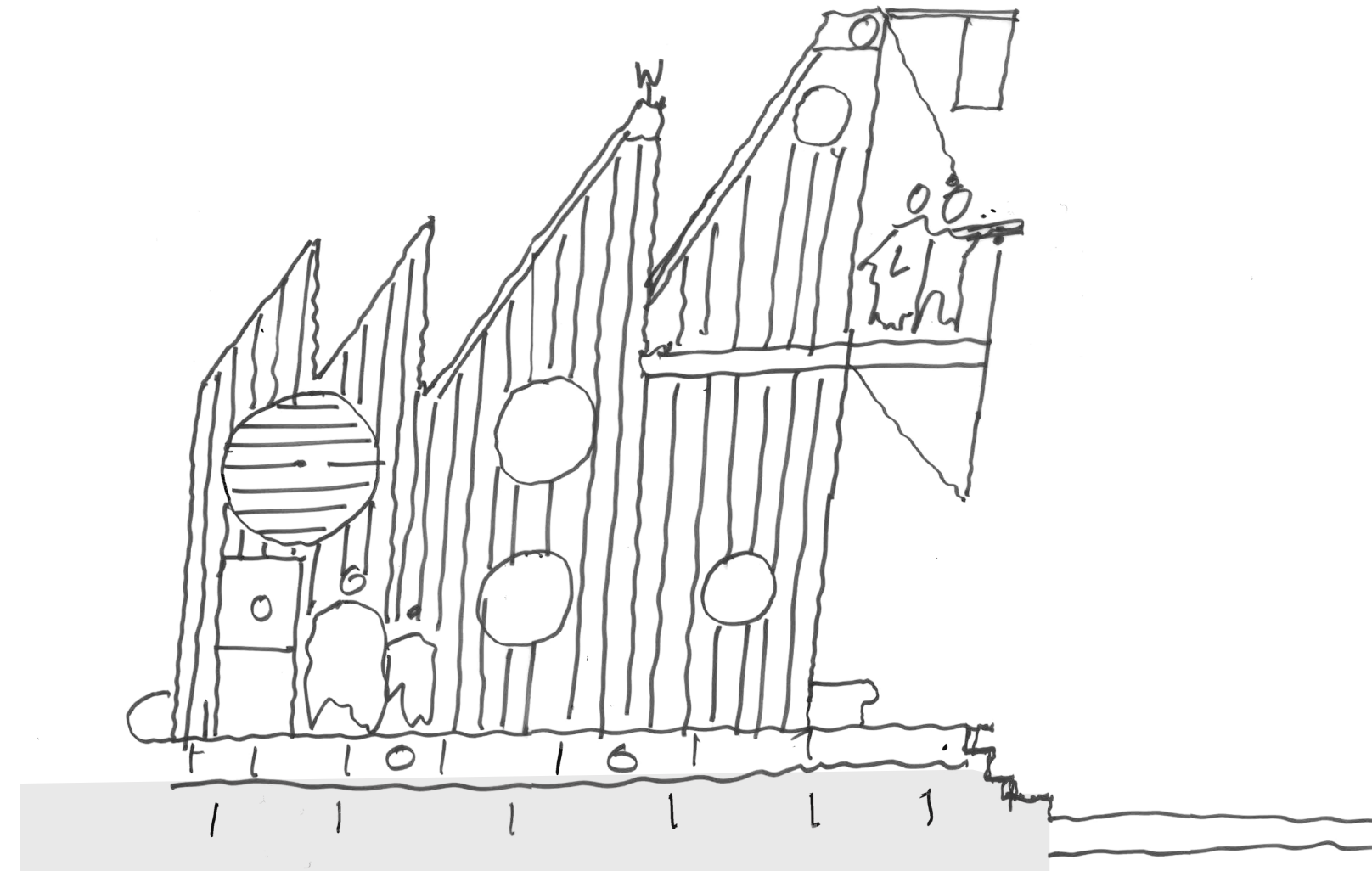


Concept 1: Sketch side elevation using signage to announce public uses and activities

### Concept 2

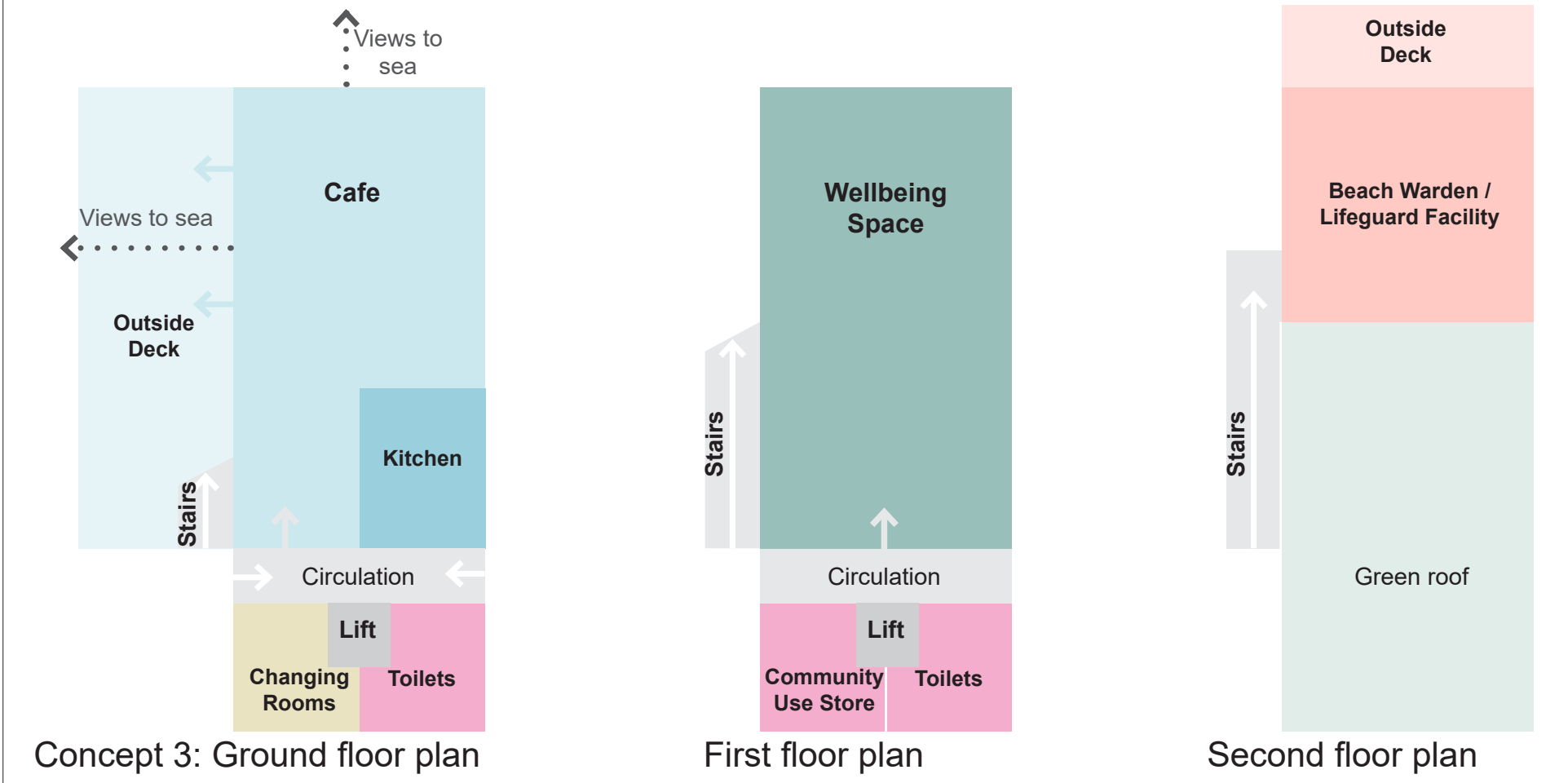


Concept 2: Ground floor concept plan (lifeguard look-out on first floor not shown)



Concept 2: Sketch side elevation mimicking the rhythm of a series of timber pitched roofs

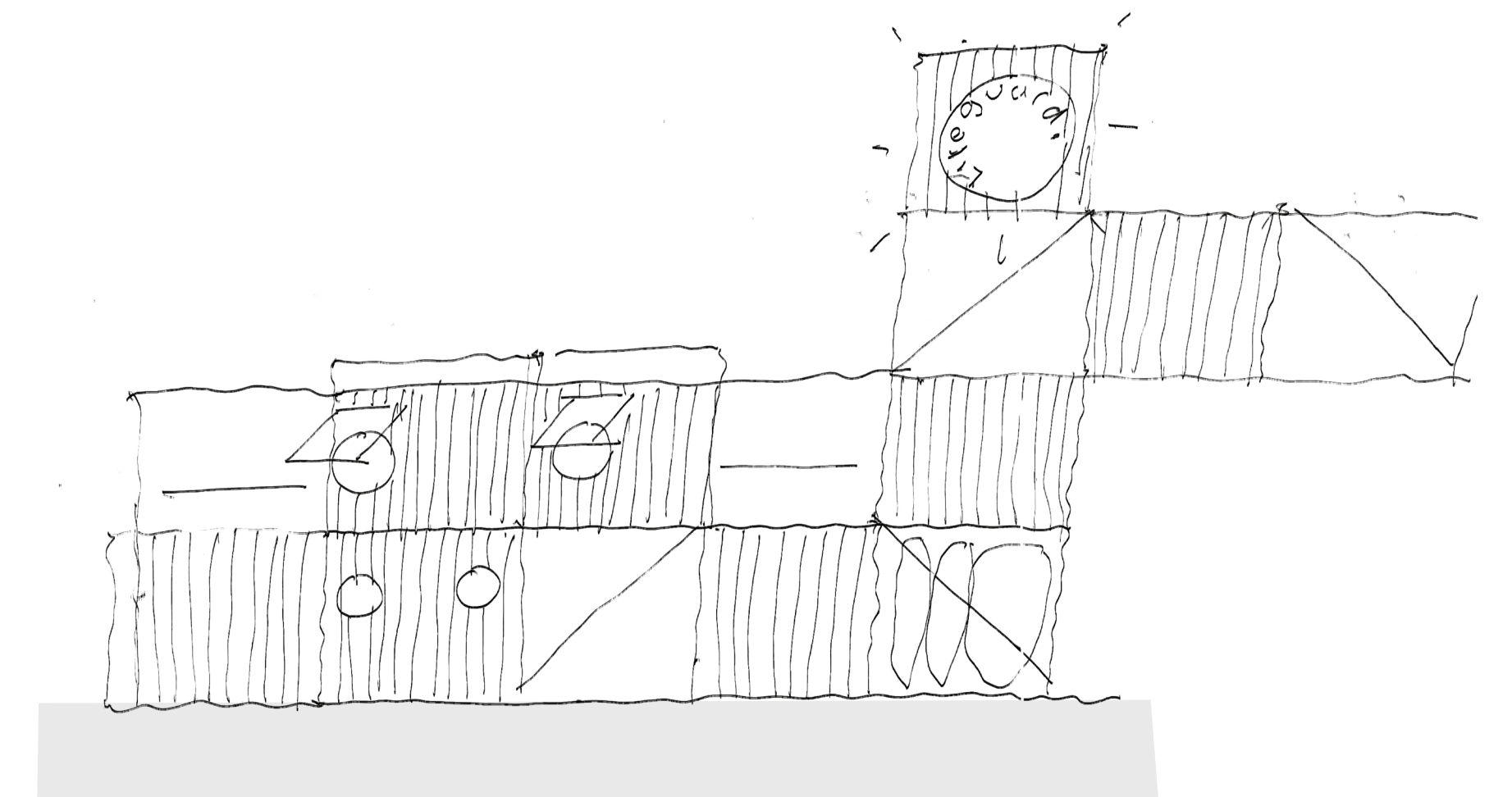
### Concept 3



Concept 3: Ground floor plan

First floor plan

Second floor plan



Concept 3: Sketch side elevation showing a stacked sea container building



Precedents: Margate has a number of past and present examples of bold signage and graphics. Postcard dated 1922.



Precedents: Timber beach huts and structures are synonymous with the seaside both past and present. Colourised postcard dated 1929.



Precedents: Examples of robust metal buildings that reference sea container architecture. From left to right buildings by CLTH, AHMM, and Casey Brown

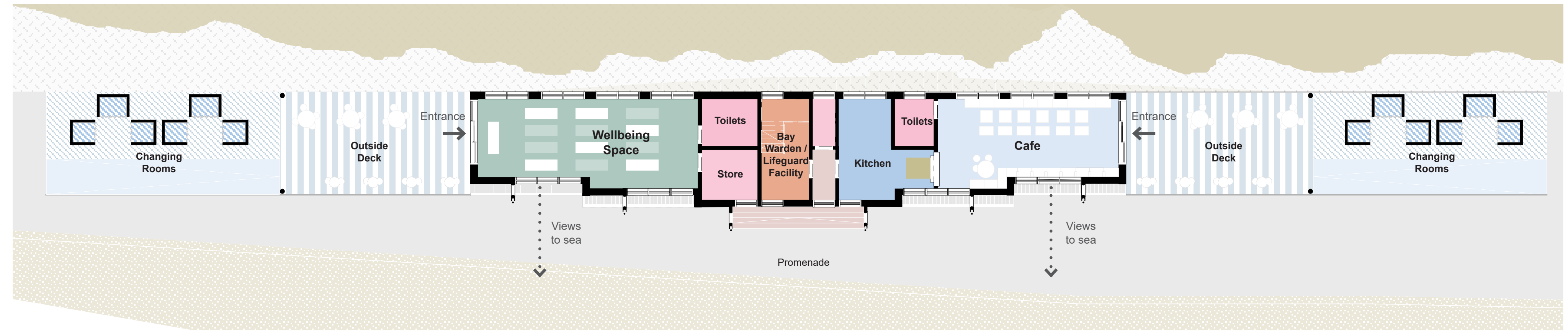


# Pavilion Concept Development

For the purposes of initiating a conversation, the ideas behind Concept 1 has been developed further in a location on the lower promenade where it sits on the centreline of the Walpole Bay Tidal Pool (Preferred Location 2). This location has been considered desirable as it has a direct connection to the tidal pool and Bay; it allows for the building to function for many users; it offers panoramic views of the beach and chalk reefs; it activates the lower promenade and establishes overlooking along the beach; and its location does not directly compete with an existing food/beverage retailer in the area.

Early engagement is now occurring with Thanet District Council, Conservation and Planning Officers, Flood Risk and Wave Modelling Assessors, Environment Agency, Natural England, other key stakeholders, local community groups and local people to get feedback before a site location and concept is developed further.

**We look forward to hearing your thoughts!**



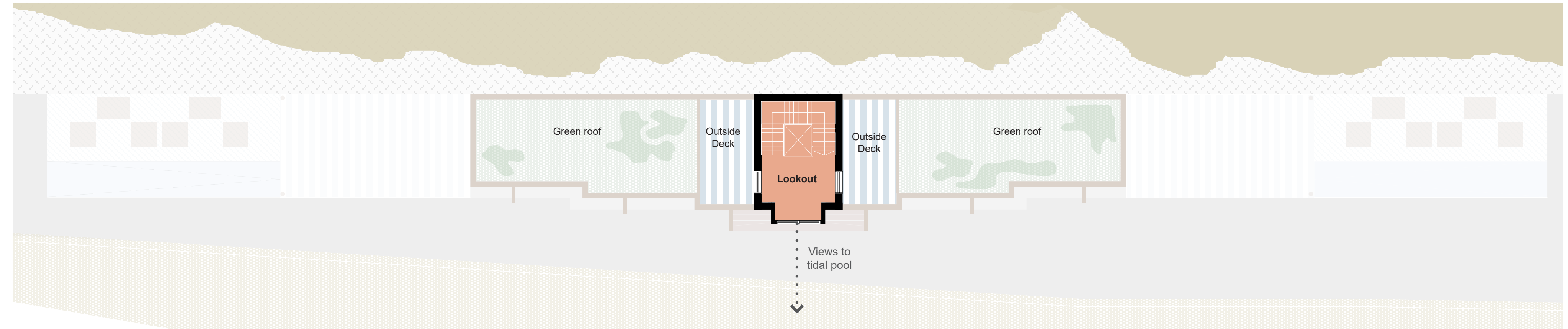
Preferred Location 2: Ground Floor Concept Plan

## Thinking about materials and colour



Robust, low maintenance external materials

Colours referencing greens and purples from seaweed found at Walpole Bay



Preferred Location 2: First Floor Concept Plan



Preferred Location 2: Front Elevation Concept