

4.0 THE STRATEGIC URBAN DESIGN FRAMEWORK

4.2 vehicular circulation

The main vehicular access into and through Margate is currently concentrated along the seafront, which is also the most valuable asset in terms of attracting visitors. The current vehicular pattern effectively separates the beach from Marine Terrace and the Town Centre and also the harbour, the proposed Turner Contemporary site and Winter Gardens from the Old Town. Traffic also dominates the Town Centre, in particular Cecil Square.

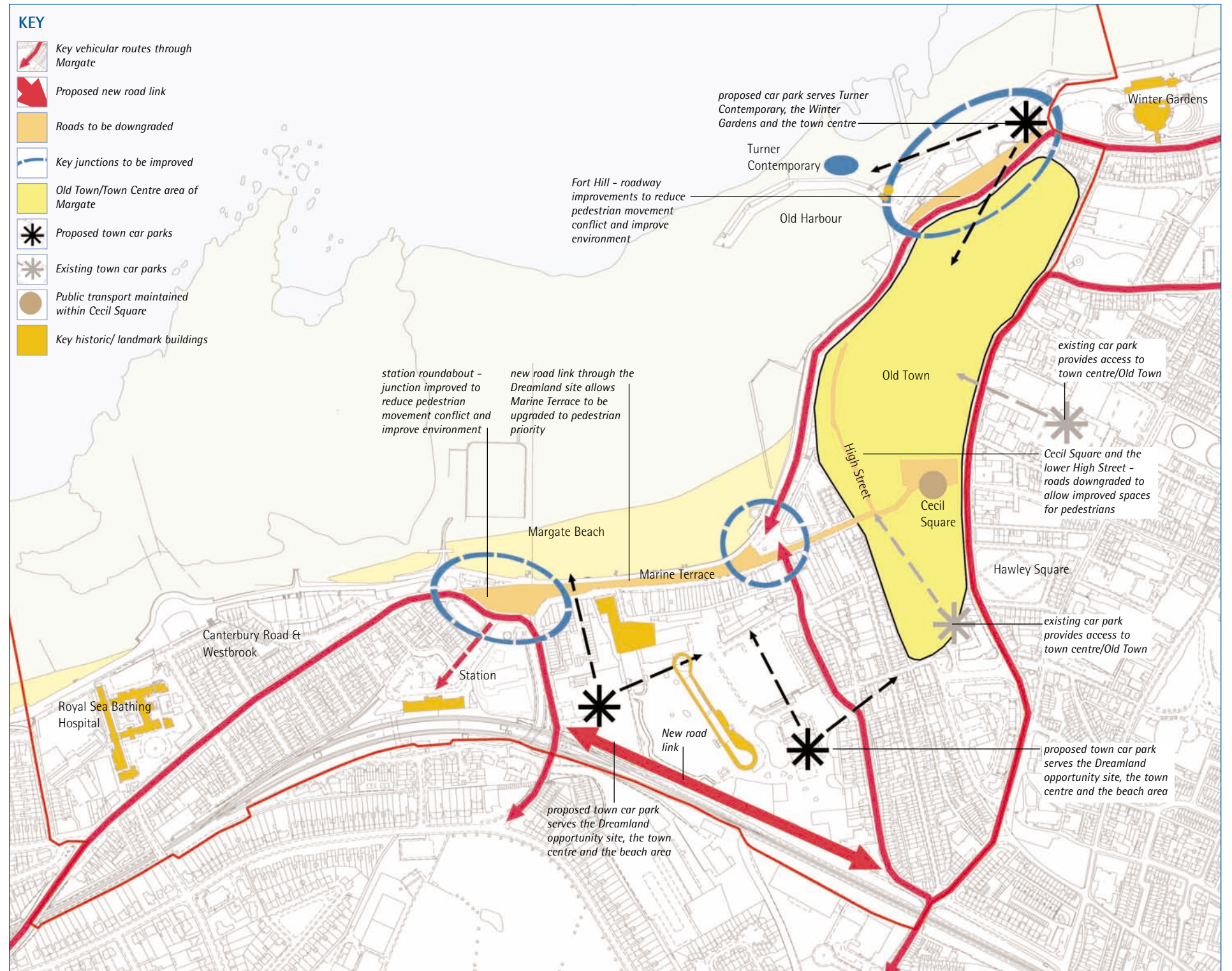
To create better pedestrian linkages, and to allow the seafront to be enhanced, a new hierarchy of vehicular circulation is proposed:

- A new vehicular link across the south of Dreamland/ Arlington opportunity sites, following the alignment of the railway. This will allow access to the proposed development and will also have the benefit of allowing traffic to be reduced along the seafront.
- Upgrading Marine Terrace to become pedestrian priority during the peak season, whilst allowing visitors and local people access along the coastal route out of season. This will also allow Marine Terrace to function as a seafront promenade with an appropriately designed public realm.
- Roadway improvements to reduce the carriageway width on Fort Hill so as to allow better pedestrian links and to improve environmental quality at this gateway into Margate.
- Removal of private cars from Cecil Square to create a better bus/ taxi interchange with a more attractive pedestrian environment as the focus of the Town Centre.
- Pedestrianisation (time limited as appropriate by time of day or season) of the lower High Street.
- Pedestrian priority for Marine Gardens and Queen Street with access only and a through route for buses to Cecil Square.
- Key junctions will require improvement to reduce pedestrian/ vehicular conflict.
- The use of high quality materials to provide an attractive pedestrian environment.
- Provision of traffic calming and pedestrian priority areas.

The strategy for town centre car parks for local people and visitors relates to the proposed vehicular hierarchy and proposes public car parks to be located:

- At the eastern end of the Rendezvous site to serve Turner Contemporary, harbour area, Winter Gardens and Old Town.
- In one or more locations close to the proposed new vehicular link road, as part of an overall package of development, to serve the development, the seafront area and the Town Centre.

These will complement the existing town centre car parks at the southern end of the High Street and at College Green which should be retained, if possible in an improved form.



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Figure 4.2 : FRAMEWORK LAYER - vehicular movement