

4.0 THE STRATEGIC URBAN DESIGN FRAMEWORK

4.4 leisure & tourism destinations

There are opportunities to enhance existing and to provide new focal points for leisure and tourism activity in Margate.

Turner Contemporary will create a new landmark that will help to establish a new image and profile for Margate and to attract visitors.

The Old Town is regenerating and is developing a mix of uses and activities within the historic townscape, based around the Museum, with the potential to create a tourism destination in its own right.

The Margate Museum should be expanded and improved as appropriate so that it functions more effectively as a visitor attraction at the heart of the Old Town.

Through improved links the Town Centre and Old Town should start to function together as the heart of Margate, attracting local people and visitors into the town to shop, eat and drink and do business.

Margate beach remains one of the key destinations and new facilities and activities should be introduced.

Beach and promenade activities should be focussed around the existing access points to the beach at both the western and eastern end of Marine Terrace, relating to the existing sea-bathing pool.

The Dreamland site should create a significant new node for visitor related activities with strong links to Marine Terrace and the beach.

The facilities and environment of the station should be improved.

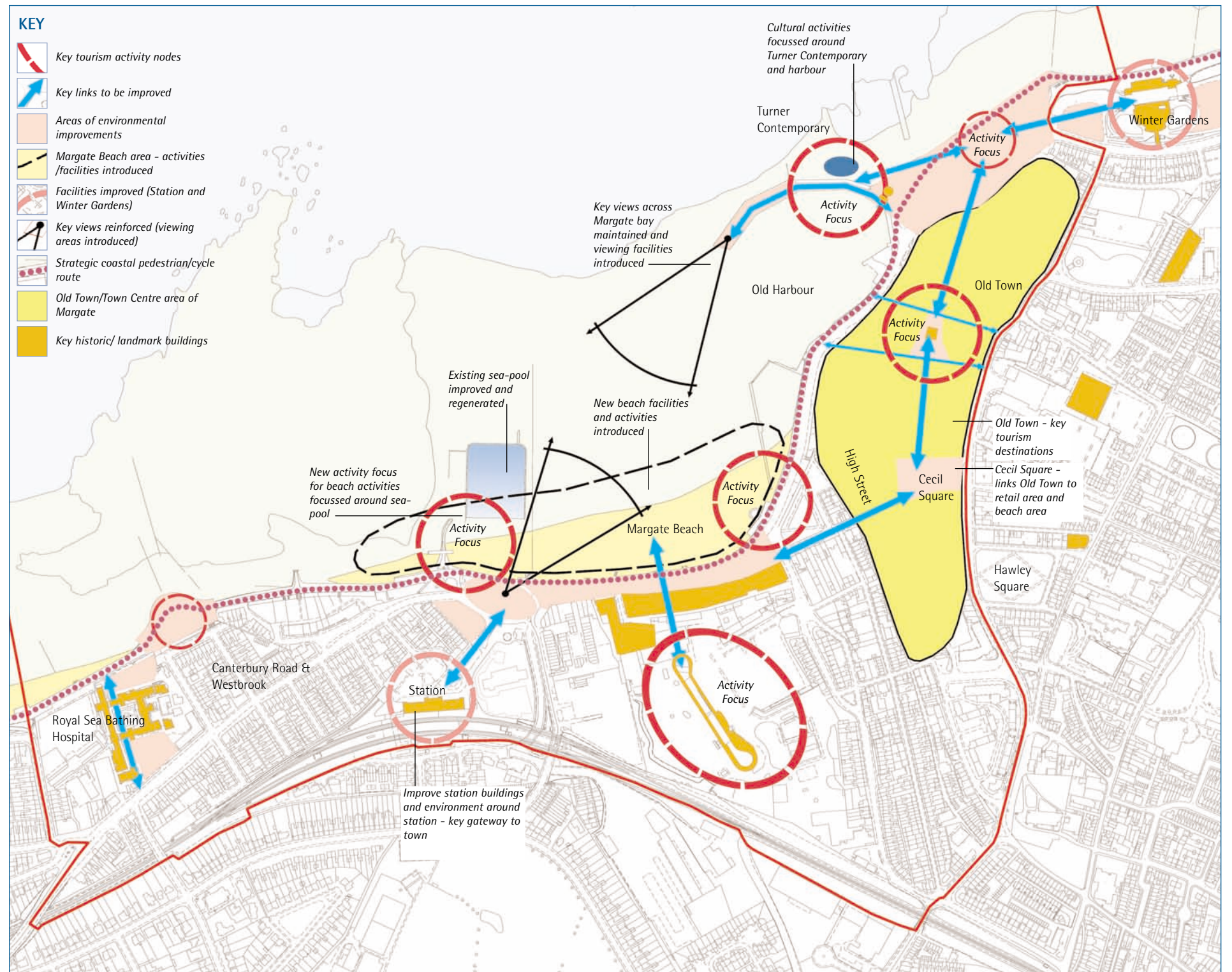
The Winter Gardens is in need of enhancement.

Existing tourism attractions and destinations should be retained and enhanced wherever possible.

Viewing areas for Turner Contemporary, and Margate in its wider setting, should be provided at the west end of Marine Terrace and the eastern end of the Rendezvous site.

Viewing facilities should be provided on the harbour.

A high quality public realm, with environmental improvements where necessary, should help to support the creation of new leisure and tourism destinations.



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Figure 4.4 : FRAMEWORK LAYER - leisure & tourism destinations