

4.0 THE STRATEGIC URBAN DESIGN FRAMEWORK

4.5 appropriate land uses

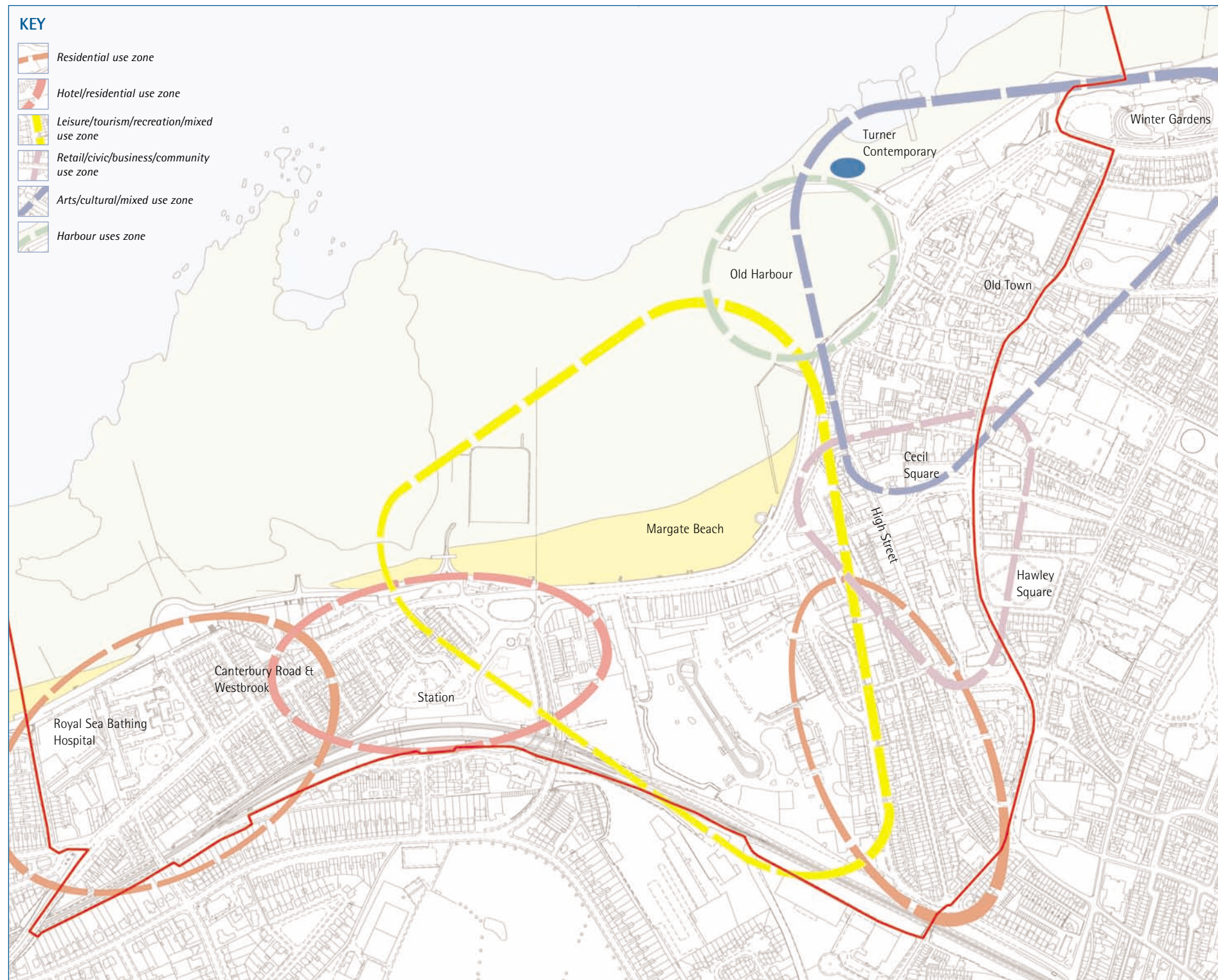


Figure 4.5 : FRAMEWORK LAYER – land use zones

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The study area all lies within the centre of Margate and as such all parts of the study area should be considered as being appropriate for mixed use development.

A fine grained mix of uses is desirable on street frontages so that the public realm is lined with active edges that create a lively and interesting place.

It is particularly important to promote a vertical mix of uses with residential or business space occupying upper floors as this helps:

- to improve pedestrian safety by adding surveillance,
- it supports the range of shopping, business and other commercial activities by providing new customers, and
- it creates the concentration of life and vitality that marks a successful town centre.

Within the broad range of town centre mixed uses, there will, and should, be areas with a distinct character. This will be created partly through the pattern of built form and public realm but also through the broad pattern of activities and uses.

Some of the zones are already established and well defined, whereas there are opportunities to create new zones or to strengthen the distinctiveness of others. The zones should overlap; they do not have clear boundaries.

The zones are not intended to suggest that these are the only areas where certain uses are acceptable, with the exception of the retail zone (see below). For instance, there may well be other locations outside the residential/ hotel zone where a hotel would be appropriate, such as on the Rendezvous site. Rather, the zones are intended to characterise the general pattern of use and activities.

The Local Plan considers that proposals based on retail development will only be considered appropriate if they are located within the retail zone. However, small scale retail would be considered appropriate as part of any development proposals where it will help animate the street frontages to key pedestrian routes and spaces. We envisage that food & drink outlets would be appropriate in any of the zones save for the existing residential areas.

The key zones are:

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