

## 4.0 THE STRATEGIC URBAN DESIGN FRAMEWORK

### 4.6 built form

The centre of Margate is an urban area, with the historic area of the Old Town being characterised by streets and blocks of development. Building lines define the form of streets to create the development blocks, with buildings of an urban scale of between 3-5 storeys in height, and frontages onto public realm.

Along street frontages and key pedestrian routes, the form and scale of new development should, at least, match this urban scale and form, albeit with contemporary buildings, which often have different storey heights and plot widths, and may appropriately create public spaces with a different scale to that of the Old Town.

The form of development on opportunity sites should aim to be based on streets and development blocks where possible with building frontages relating to the key vehicular and pedestrian routes.

Large floorplate uses, for instance some leisure uses, will often have only a single entrance and a limited requirement for daylighting, so the potential to create active town centre edges is limited. Where these types of uses are proposed, the overall form of development should aim to wrap them with other uses so that any blank facades are set within a development block rather than on a street frontage. Long lengths of blank facades along street frontages or key pedestrian routes must be avoided.

Large areas of space that have no defined character, for instance surface car parks, should be avoided wherever possible and other solutions should be investigated. However, where large spaces are created then built frontages should overlook them, to provide supervision of the space, and careful landscape will be required to create a human scale within the larger area.

The seafront provides the most prominent built form edge in Margate. Views are possible across the bay from a number of positions and the positive image of Margate today is encapsulated in certain views of the curving bay with sandy beach and the seafront buildings beyond. Development proposals on seafront edges must take into account the wider potential impact on views from a range of directions.

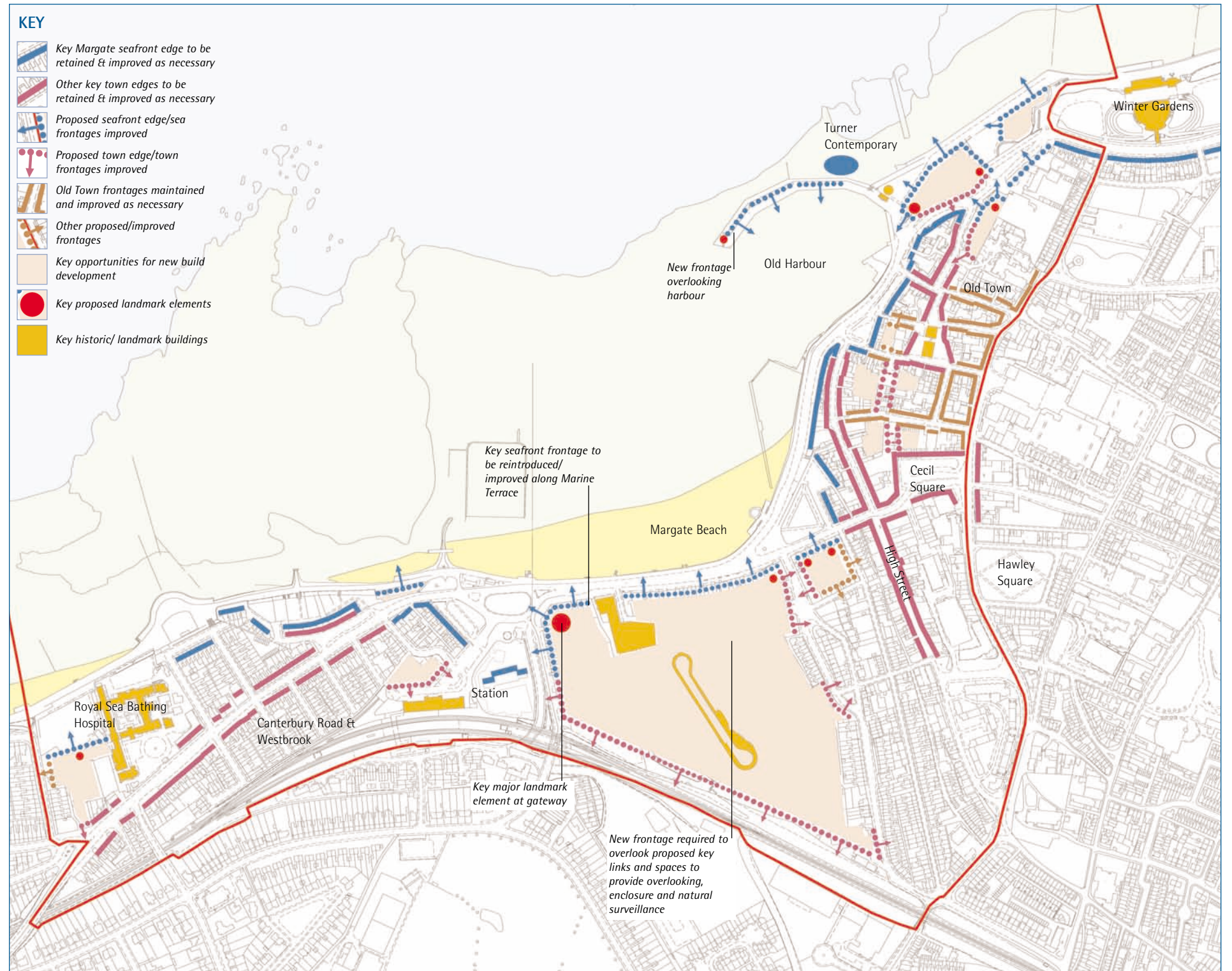
It is vital that any new development along the seafront edge should be of an urban scale, with uses proposed for upper floors that will take advantage of the spectacular outlook across the bay. Long frontages may need to be articulated so that they do not appear as visually dominant in long views. Landmark elements should provide visual interest and new focal points for views. The Arlington site provides the key opportunity for a positive landmark which could transform perceptions of the town by replacing the negative image of the existing tower.

Development of Old Town edges will need to have a more intricate scale and should be articulated so that the facades respond to the character, scale and rhythm of the buildings in the immediate context.

Development of other town edges may be based on a larger scale, particularly where the proposals will be creating an area of new character rather than providing an infill or redevelopment in a location that already has an established built form.

Every effort should be made to secure the future of and achieve improvements to the appearance and condition of key historic buildings and features. Wherever possible, improvements to other existing built frontages and occupation of upper floors should also be secured.

The potential for creating new small scale units with frontages along the harbour breakwater and at beach level should also be investigated.



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Figure 4.6 : FRAMEWORK LAYER - built form