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DESIGN GUIDANCE AND CODES

BROADSTAIRS & ST PETER'S

FINAL REPORT | OCTOBER 2021

Quality information

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Review History

Revision	Review date	Details	Name	Position
1	04.10.2021	Comments on draft report	Kirsty Holroyd	Town Clerk Broadstairs & St Peter's Town Council

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CONTENTS

Introduction

01

01. INTRODUCTION

Through the Government's Neighbourhood Planning Programme led by Locality, AECOM was commissioned to provide design support to the Broadstairs & St Peter's Town Council. The support is intended to provide design guidance and codes based on the character and local qualities of the town. This work has been informed by engagement undertaken by the Broadstairs and St Peter's Neighbourhood Plan Steering Group with the community.

01.1 Purpose of this document

This document is an annex to the Neighbourhood Plan. Its purpose is to add depth and illustration to the Plan's policies on design and growth, offering guidance on the community's expectations. This has been informed by undertaking community audits and consulting on the Design Code as part of the Reg 14 consultation.

Broadstairs and St Peter's is about to undergo a period of growth to meet the needs of the community and help sustain amenities and it is important to existing and future residents that the quality of development is high.

The National Planning Policy Framework states that "neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development"; this document does this for the seaside town of Broadstairs.

1 Initial meeting between AECOM and the Neighbourhood Plan Steering Group;

2 Review of existing baseline documents;

3 Site visit;

4 Urban design analysis; and

5 Preparation of final Design Guidance and Codes document.

01.3 Area of study

Broadstairs is a seaside town and resort located at the easternmost point of the Thanet District of Kent. The town has a resident population of approximately 25,000. It is one of the three largest settlements on the Isle of Thanet, which include Margate and Ramsgate. Broadstairs is connected to the wider region by good rail services to destinations including Canterbury, Dover, London, the Medway Towns and much of Kent. The A299 and A28 roads connect Thanet to the A2 trunk road and A256 links to the Channel ports. Broadstairs has a distinctive and historic urban form, with its core clustered around the scenic Viking Bay. It also has several later suburbs, and there is not a clearly defined urban edge to the settlement because the Isle of Thanet has a complex conurbation stretching from Birchington-on-Sea around the peninsula to Ramsgate.

Historically St Peter's was a village located on the north eastern tip of the parish with a church named after Saint Peter. The village was outgrown by the dominant settlement, Broadstairs and in 1974 Broadstairs and St Peter's became a civil parish.

Broadstairs is an iconic seaside town as a result of its picturesque setting and host of architectural heritage. Once a small village, the town became a popular seaside resort from the 1820s onwards with the advent of regular steamboat passenger services from London. During this time, many grand Victorian villas were built and the population had climbed from 300 in the 18th century to 3,000 by 1850. The arrival of the railway in 1863 improved access to the remote area of Thanet and led to further development. Many of the town's distinctive suburbs date from the late 19th century, when it began to spread beyond the smaller confines of the coastline overlooking Viking Bay. A great level of expansion took place around the turn of the century, with a population of 10,000 living in Broadstairs by 1910. Perhaps what makes Broadstairs so particularly interesting in terms of its design and architecture is that eclectic and typically individually built homes continued to be built well into the 20th century. The Areas of High Townscape Value have been selected for their demonstration of important and unique 19th and 20th century styles that make up Broadstairs' cheerful and characterful urban form.

Figure 01:
Colourful houses within Broadstairs.

Figure 02:
Traditional flint wall as a boundary treatment.

Figure 03:
House along Kingsgate Avenue.

Figure 04:
View from the pier of the beach and surrounding townscape.

Figure 05:
Variety of housing types with a view to the sea.

Policy review

02

02. POLICY REVIEW

This section of the report looks at the policy that influences Broadstairs and St Peter's from national to local policy.

02.1 Introduction

The following policy review summarises the most relevant paragraphs in regards to the parish in question from the National Planning Policy Framework (NPPF), and the relevant policies in the local statutory development plan, the Thanet Local Plan alongside the emerging Broadstairs and St Peter's Neighbourhood Plan which was approved at referendum on 6th May 2021 and has been in force since 7th May 2021.

02.2 National Planning Policy Framework (NPPF)

Paragraph 8 requires that plans meet economic, social and environmental objectives in mutually supportive ways. This involves building a strong, responsive and competitive economy to encourage growth, innovation and improved productivity. To support strong, vibrant and healthy communities, plans should foster accessible services and open spaces. Plans should also contribute to protecting and enhancing the natural, built and historic environment, including by improving biodiversity.

Paragraph 11 sets out that plans should apply a presumption in favour of sustainable development. Plans should seek opportunities to meet development needs and be sufficiently flexible to adapt to rapid change.

Paragraph 68 encourages the use of small and medium sized sites to meet the housing requirements of an area.

Paragraph 69 adds that neighbourhood planning groups should consider the opportunities for allocating small and medium-sized sites suitable to accommodate housing in their area.

Paragraph 80 requires that plans create the conditions for businesses to invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, accounting for the needs of local businesses and opportunities for further development. This should

support communities in building on their strengths, countering weaknesses and addressing future challenges.

Paragraph 81 requires plans to set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth. Policies should encourage economic development and regeneration. Plans should also identify strategic sites for local and inward investment. They should also seek to address any potential barriers to investment, including inadequate infrastructure, services or housing, or a poor environment. Policies should be flexible in order to accommodate needs not anticipated in the plan, allow for new and flexible working practices and enable a rapid response to any changes in economic circumstances.

Paragraph 91 stipulates that plans aim to achieve healthy, inclusive and safe places which foster social interaction through mixed-use developments, strong neighbourhood centres and street layouts that allow for easy pedestrian and cycle connections. Pedestrian routes should be clear and legible, and public space should encourage the active and continual use of public areas. Plans should support healthy lifestyles by providing safe and accessible green infrastructure, local shops and layouts which encourage walking and cycling.

Paragraph 92 adds that plans should encourage the provision and use of shared spaces, community facilities and other local services to enhance the sustainability of communities. They should prevent the unnecessary loss of valued facilities and services, while ensuring that established shops, facilities and services are able to develop and modernise.

Paragraph 96 encourages plans to use opportunities for new provision of open space, sport and recreation facilities as these are important for the health and wellbeing of communities.

Paragraph 125 sets out that plans should set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is required. Design policies should be developed with local communities, so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood plans play an important role in identifying the special qualities of an area and explaining how this should be reflected in development.

Paragraph 126 supports the preparation of design guides and design codes as visual tools to provide maximum clarity about design expectations. These should set out a framework for creating distinctive places, with a consistent and high-quality standard of design.

Paragraph 127 adds that the design of developments should establish a strong sense of place, using the arrangement of streets and spaces to create attractive, welcoming and distinctive places to live, work and visit. Plans should optimise the

potential of a site to accommodate an appropriate amount and mix of development, including green and other public space, and support local facilities.

02.3 Thanet Local Plan (2020)

Policy SP01 – Spatial Strategy – Housing focuses growth of new housing in the urban area which includes the majority of the Neighbourhood Plan area except for the Green Wedge covered by the Policy SP25. The Green Wedge is found in the north-west part of the Neighbourhood Plan area running north-east from Westwood to the sea by Kingsgate with another area to the south-west around Bromstone.

Policy SP05 – Land Allocated for Economic Development allocates a 3.7 Ha site at Thanet Reach Business Park, Broadstairs for employment development.

Policy SP08 – Thanet's Town Centres sets out the retail hierarchy. Westwood is at the top of the hierarchy as it caters for high order need, attracts the major national retailers and has a catchment covering all of Thanet and the surrounding areas. Broadstairs is designated a Coastal Town Centre which serves the individual town population and tourist trade. Cliftonville is a District Centre which serves part of the Neighbourhood Plan Area to the north.

Policy SP09 – Westwood sets out that this area will continue to develop as a mixed use business and residential community. Main town centre uses will be directed to the town centre area at Westwood and part of Thanet Reach Business Park is allocated for employment and 80 dwellings.

Policy SP12 – Broadstairs seeks to maintain the role and character of Broadstairs as a popular attractive small seaside town.

1) Broadstairs Town Centre

- Main town centre uses will be directed to the town centre area at Broadstairs in accordance with policies E04 and E05.
- New retail development will be acceptable on the edge of Broadstairs town centre, subject to Policy E05. Proposals will be required to provide direct pedestrian links to the High Street, be well related to the retail core, centres of population and be accessible by a range of means of transport.

2) Broadstairs Promenade and Beach Front

Opportunities to enhance the use and attractiveness of the promenade, seafront and beach are welcomed, particularly where they achieve improved connectivity between the town centre and beach front. Within this area, small scale leisure and tourism uses will be permitted, including retail, where they do not harm the character and heritage interest of the surrounding area. Within Victoria Gardens, open space policies will prevail. The Council will resist the loss of existing commercial premises in the area unless it can be demonstrated that there has been a consistent and genuine but unsuccessful

attempt to market the premises for a period of 12 months prior to an application being made at an open market value that reflects its existing commercial use and condition.

Development will only be permitted under this policy where it can be demonstrated that it will not adversely affect any designated nature conservation sites through any pathway of impact, including increased visitor pressure. Development proposals must comply with the requirements of SP28, SP29 and GI01.

Policy SP14 – General Housing Policy requires that proposals provide one electric car charging point for every 10 parking spaces in communal areas, or one charging point to be provided for every new dwelling with parking provision within its curtilage.

Policy SP25 – Safeguarding the Identity of Thanet's Settlements sets out that within the Green Wedges will only be permitted where it enables the safeguarding of areas of open countryside to maintain physical separation and avoid coalescence or is essential to be located within the Green Wedges.

Policy SP30 – Biodiversity and Geodiversity Assets adds that developments will be required to make a positive contribution resulting in a net gain for biodiversity assets.

Policy HO1 – Housing Development allocates sites in Broadstairs at Gap House School for 10 dwellings, Foreland School for 14 dwellings, Thanet Reach for 80 dwellings, Pysons Road for 26 dwellings, Lanthorne Court for 56 dwellings and Reading Street for 24 dwellings.

Other policies which are also of particular relevance include SP26, SP27, SP36, SP43, SP44, E04, QD01, QD02, HE02, HE03, CC04 and TP01. In particular applicants should refer to chapter 13 containing the design policies, **QD01 Sustainable Development**, **QD02 General Design Principles** and chapter 14 containing the heritage policies **HE02 Development in Conservation Area** and **HE03 Heritage Assets**.

Context analysis

03

03. CONTEXT ANALYSIS

This section addresses the study area and summarises its key features by access and movement; landscape; green infrastructure; history & heritage and Areas of High Townscape Value. Broadstairs and St. Peter's is strongly shaped by its location at the eastern edge of a peninsula and former island, its coastal geography, status as a seaside resort and eclectic architectural styles. As a result, the town is a unique study area and among the most atypical towns in South East England in terms of its siting, surroundings and built forms.

03.1 Access & Movement

The expansion and development of Broadstairs and St Peter's as a coastal town has been strongly related to its accessibility and movement networks.

It is worth understanding that Broadstairs and St Peter's is comparatively remote from other destinations as a result of its location at the easternmost point of Kent on the Isle of Thanet peninsula, 80 miles from London and 50 miles from Chatham. The Isle of Thanet was at one point fully an island, separated from mainland Britain by a 600 metre strait called the Wantsum Channel. However, the Isle of Thanet was strategically placed for trade and fisheries, and its communities developed as important fishing ports, placed along key trading routes between the Thames Estuary and the Continent. The reclaiming and draining of wetlands between the Isle of Thanet and mainland Kent has transformed the region, making it far less isolated and roads would have reached the area at some time in the medieval period. Later, improvements to shipping technology, especially steamboats, improved journey times from London. This brought the first wave of holidaymakers in the early 19th century. However, it was largely the arrival of the railways via the Chatham Main Line in 1863 that made Broadstairs accessible from London in a few hours and began a period of rapid urban growth.

Today, Broadstairs and St Peter's have even faster rail connections to the rest of South East England because of the construction of HS1 which was completed in 2007. Trains via Ashford International mean that trains can reach London St Pancras in 1 hour 20 minutes. Broadstairs and St Peter's also has direct rail connections to Canterbury, Dover, Folkestone, Margate, the Medway Towns, Ramsgate and Whitstable. Rail services to other regions beyond Kent are also accessible from Ashford and London. The station is located close to the town centre, and is supplemented by Dumpton Park station which provides additional connectivity for the suburbs to the south of the town.

F.6 **Figure 06:** Map showing access and movement in Broadstairs & St Peter's.

03.2 Landscape

A Landscape Character Assessment and Sensitivity Evaluation[1] was prepared for Thanet District Council which indicated the existing landscape character surrounding Broadstairs and St Peter's as well as providing a vision for the future of each landscape character.

The map on the following page shows the landscape areas that form much of the perimeter of the Neighbourhood Plan area, with coastline to the east and arable farmland to the north and west. This landscape also acts as a green wedge separating the urban area of Broadstairs and St Peter's from Margate.

Along the coastline to the east, there is an SSSI due to the rich and diverse wildlife and habitats that are present.

C3.

St Peter's Undulating Chalk Farmland:

A rural landscape located in the north east of Thanet separating Broadstairs to the south and Margate to the north. It is surrounded by the urban but generally has open fieldscape allowing views across the landscape. The area has an undulating landform with an underlying chalk geology which forms large scale, arable fields. These fields are dissected by a number of roads and a railway line. The fields are interspersed with farms and there are roadside hedges and mature hedgerows.

C4

Newlands Farm:

An area of arable farmland and educational playing fields within the greater urban area of Broadstairs comprising of an isolated semi-rural landscape with strongly defined urban boundaries. Tree planting is largely limited to the Newlands Farm and the perimeter of the school playing fields. Views are restricted by the surrounding development however the water tower along Rumfields and the church spire at Ramsgate Cemetery form key landmark features. A number of public footpaths leading from the built edge dissect the landscape.

F2.

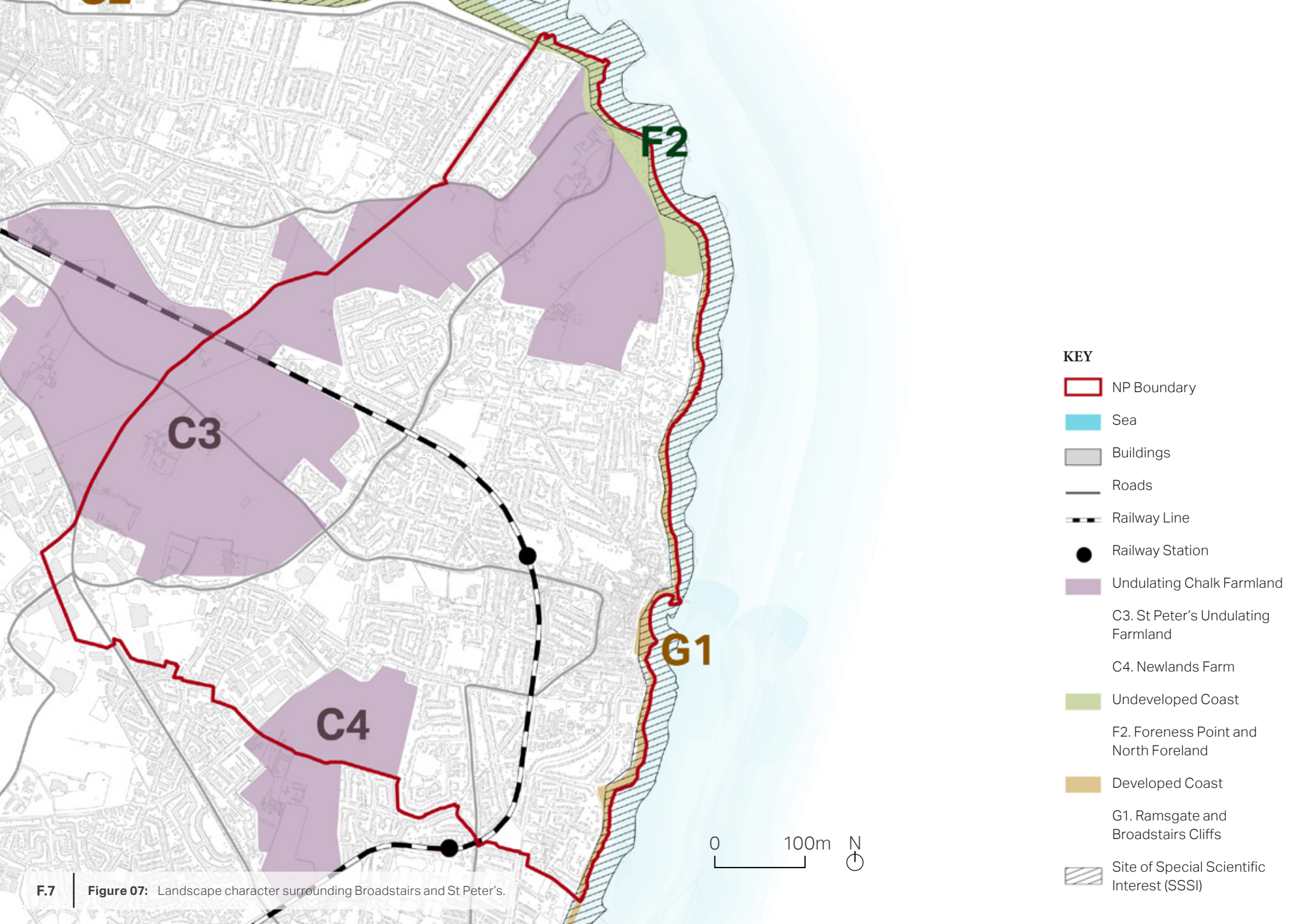
Foreness Point and North Foreland:

An area of undeveloped coast located at the north eastern corner of Thanet in-between Cliftonville and Broadstairs. There are distinctive low, white soft chalk cliffs rising from the sea which are separated by a series of sandy bays. The cliffs are backed by wide areas of cliff top grassland and open rural landscape. There is a sense of exposure due to the strong rural and coastal character with long unrestricted views across the Thames Estuary and North Sea from the cliff tops and beaches.

G1.

Ramsgate and Broadstairs Cliffs:

Developed coast comprising of low chalk cliffs with small sandy bays including a historic port. The cliffs are backed by narrow areas of amenity grassland and almost continuous urban development fronting the sea. Accessible coastline via the Viking trail with popular beaches with seaside attractions creating a busy area in the summer. Long views across the Dover Strait, however inland views are limited by the urban development. There are also offshore views to the Thanet wind farm and busy shipping lanes.



F.7 **Figure 07:** Landscape character surrounding Broadstairs and St Peter's.

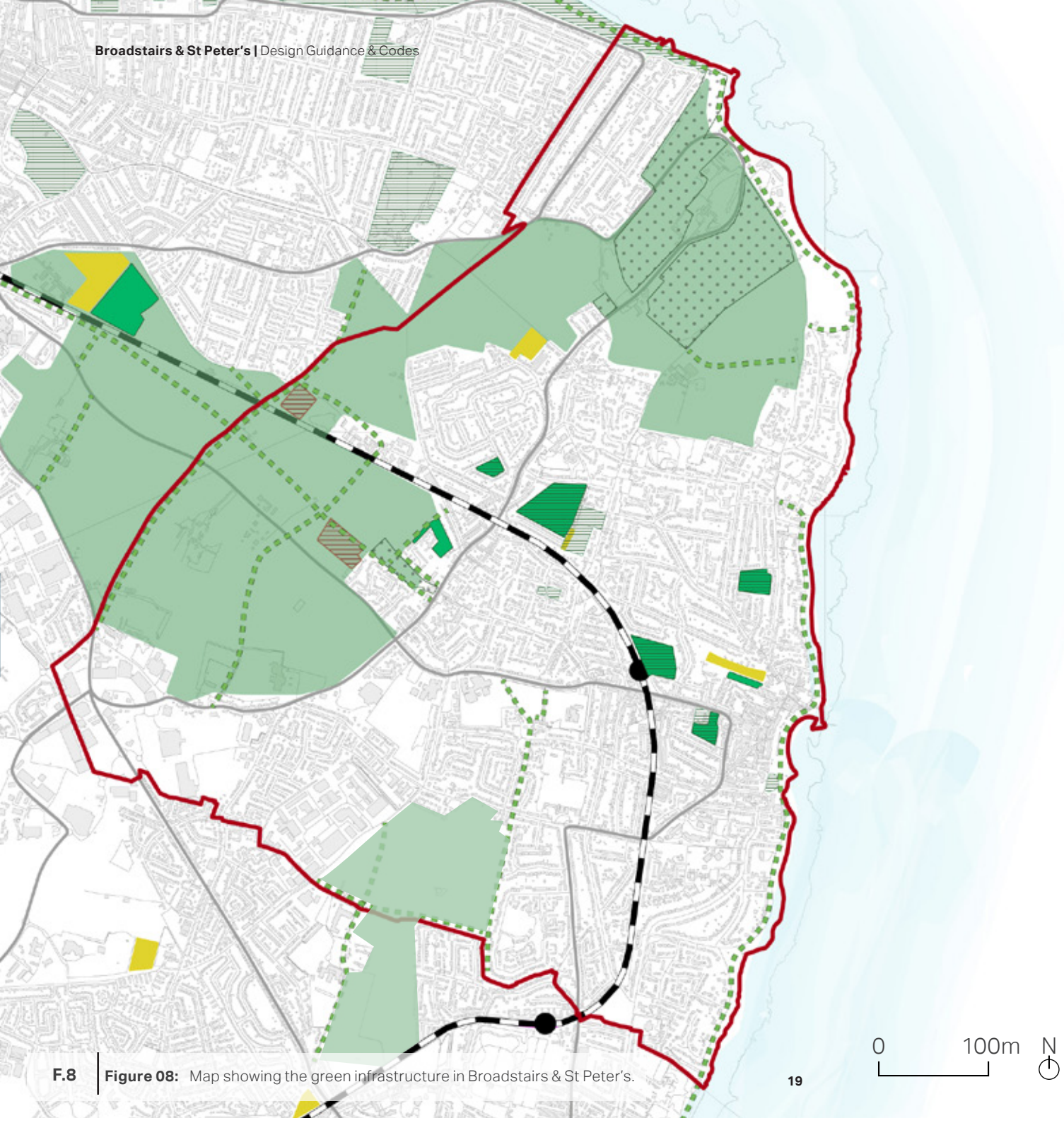
03.3 Green Infrastructure

Broadstairs and St Peter's is largely an urban area with scattered open and green spaces. The largest open space is the green wedge which separates Broadstairs and St Peter's to the south and Margate to the north. The green wedge is protected from development in the Thanet Local Plan[1].

There are a number of local green spaces and protected open spaces which are comprised a variety of parks, gardens, recreation grounds and outdoor sports facilities. Most of these spaces are located centrally within the town. There are also three allotments within the Neighbourhood Plan boundary.

There are two Scheduled Ancient Monuments located within the Green Wedge that are protected and there surroundings will need to be respected. There are three local wildlife sites within the boundary.

There are a number of Public Right of Ways through the green wedge however there are no Public Right of Ways connecting the other green spaces within the town.



F.8 **Figure 08:** Map showing the green infrastructure in Broadstairs & St Peter's.

03.4 History & Heritage

This section briefly details the historical development of Broadstairs and St Peter's, key architectural and landscape features and characteristics, landmarks, and designated and non-designated heritage assets in order to contextualise design guidance and principles within the local historic environment.

Historic development/morphology:

The parish of St Peter's emerged first, centred upon the flint and stone church which is dated to around 1080 AD, potentially located on the site of an earlier Saxon timber church. Broadstairs emerged as 'Bradstowe' a small fishing hamlet in the 11th century associated with inland St Peter's. The name 'Broadstairs' was derived from the steps leading to the 12th century clifftop shrine of St Mary's, carved into the chalk cliff.

Under a 15th century charter St Peter's became a Limb of the Head Port of Dover within the jurisdiction of the Cinque Ports. A defensive gateway and wooden pier were constructed around 1540 AD for the protection of fishing vessels. The medieval district of Broadstairs and St Peter's was rural in landscape character; stretching northwards from Poorhole Lane, named after the plague pits at that location, to Kingsgate and southwards to Dumpton, named after a 13th century yeoman. Rural hamlets and villages emerged during the medieval and early post-medieval period, the names of some deriving from areas of ancient woodland: Northwood and Westwood. The village of Reading was established by Flemish refugees during the 17th century and exhibits strong Dutch architectural influences.

During the 18th century a new social class emerged with the arrival of the Gentlemen and Gentlemen farmers who purchased estates and built high status seaside residences. Examples of these residences include Holland House and its associated follies in Kingsgate which appears on the 1851 Tithe map of Broadstairs and St Peter's. On the tithe map, Broadstairs and St Peter's appear as the two main centres of development, Broadstairs had become a separate parish from St Peter's in 1850 after the construction of a new church, Holy Trinity in 1829. Reading is depicted as the next largest settlement; the wider landscape is dominated by agricultural land with hamlets and farmsteads dispersed throughout and a concentration of larger properties along the coast. North Foreland lighthouse is also shown on the tithe map to the north of North Foreland Lodge.

The growing fashion for fresh air and seaside bathing for health and recreation as well as the arrival of the upper middle classes in the 19th century led to the expansion of the town of Broadstairs. Many of the seafront facing buildings were constructed during this period as well as the lower extent of the High Street. The railway came to Broadstairs in 1863 providing convenient access for tourists, shown terminating at Dumpton on the 1872

03

six-inch OS map. The railway was followed by a tramway in 1901 which serviced the towns and villages of the Isle of Thanet. By 1910 Broadstairs and St Peter's had over 10,00 permanent residents. The 1896 and 1905 six inch OS maps depict several large hotels, including the Grand Hotel now converted for residential use and six convalescence homes along the seafront.

The rapid expansion of Broadstairs and St Peter's continued into the 20th century. The Broadway shopping centre was opened in 1903. Many of the large estates constructed within the 18th century were broken up for development of a higher quality than the later post-war housing in areas of former agricultural land use. On the 1931 to 1932 OS map a new area of housing development appears to the south of Broadstairs following the railway line, which had been extended and no longer terminated at Dumpton. The 1947 OS map shows a continuation in this direction of development with the Ramsgate Road and Salisbury Avenue laid out and lined with semi-detached housing. The 1931-1932 and 1947 OS maps also show extensive residential development of the area between St Peter's and Reading Street. By the 21st century the population of Broadstairs and St Peter's had increased to around 25,000.

Figure 09:
Series of historic maps of Broadstairs & St Peter's

Conservation Areas/Areas of High Townscape Value

A conservation area is a designation intended to manage and protect special historic and architectural interest. There are four conservation areas within the area covered by the Broadstairs and St Peter's Neighbourhood Plan, comprising of:

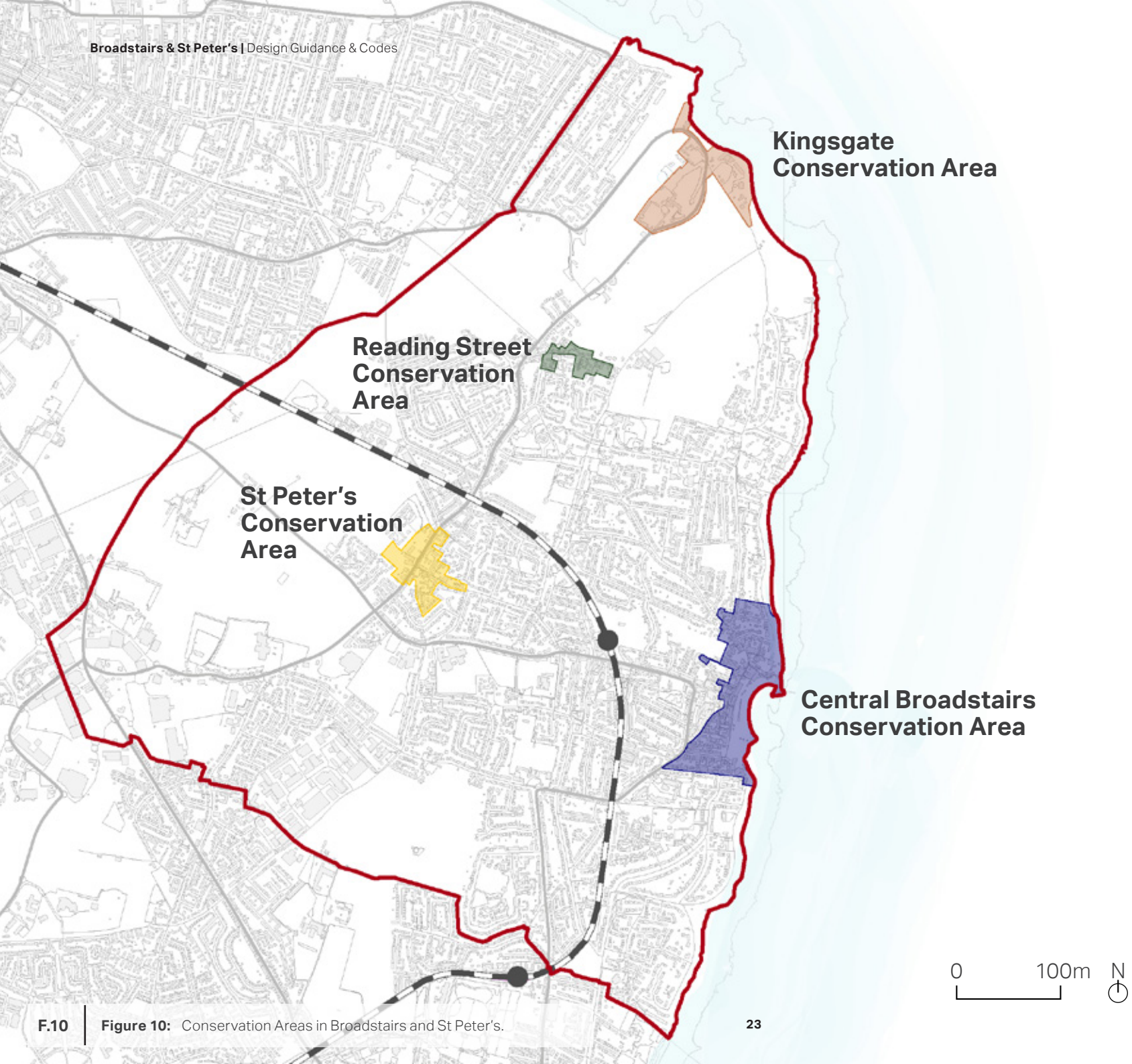
- Central Broadstairs Conservation Area, designated 1970 and enlarged in 1986 and 2009;
- St Peter's Conservation Area, designated 1973;
- Reading Street Conservation Area, designated 1973; and
- Kingsgate Conservation Area, also designated 1973.

A high concentration of the wealth of listed buildings in Broadstairs and St Peter's are located within the conservation areas, including the Parish Church of St Peter the Apostle (grade II*).

An additional five character areas have been identified by the Town Council as 'Areas of High Townscape Value' on account of their special interest, which does not meet the criteria for Conservation Area designation but still contributes to townscape. These areas comprise of:

- Callis Court Road;
- Kingsgate Avenue;
- North Foreland;
- Park Avenue; and
- South Cliff and Western Esplanade.

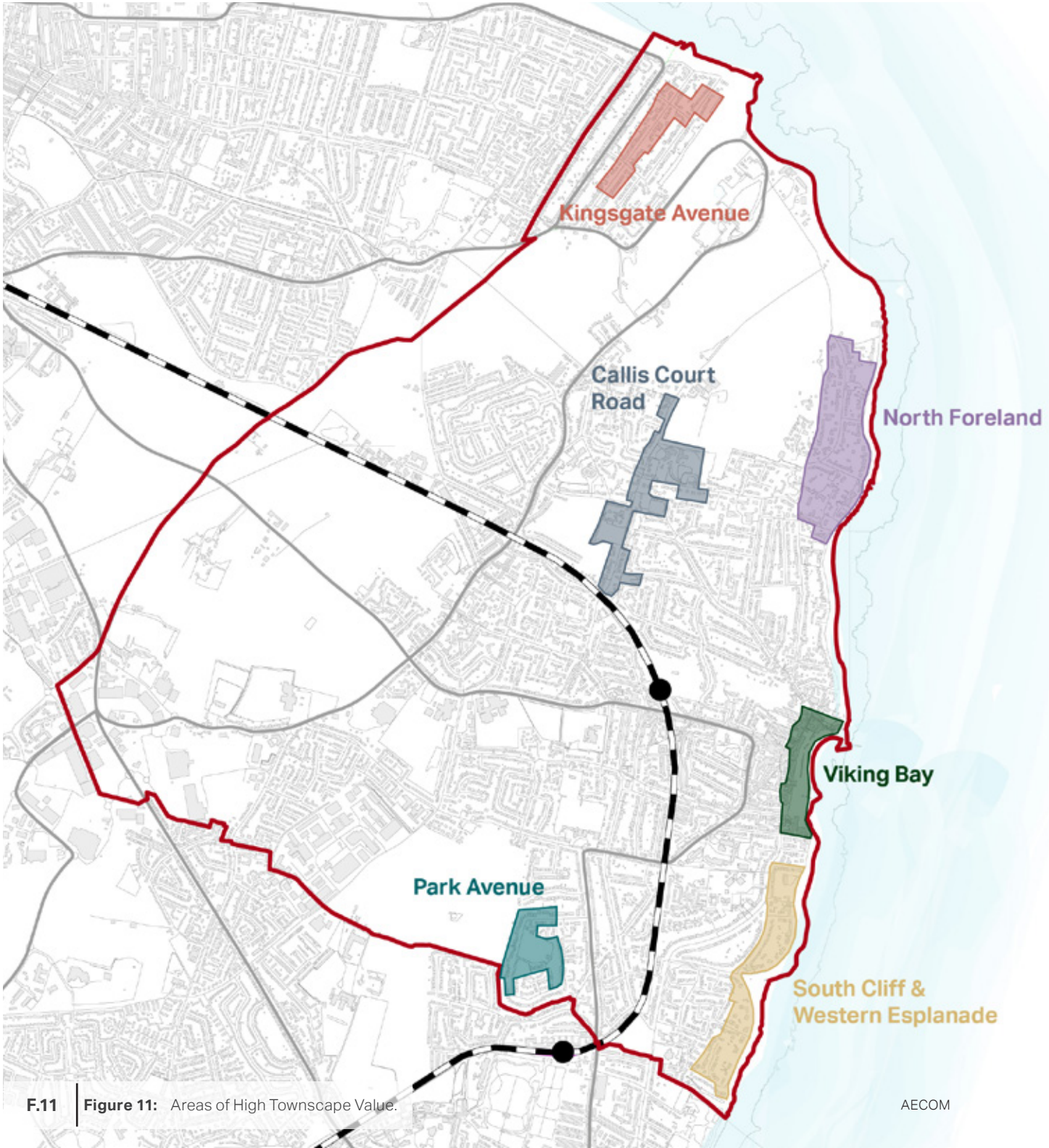
There are also two scheduled monuments within the landscape: a multi-period site comprising of roundhouses, a Roman villa and Anglo-Saxon settlement north-west of Dane Court Road and an Anglo-Saxon cemetery north-east of Dane Valley road. Both sites have only been partially excavated and there is a high potential for further undiscovered archaeological remains.



F.10 | **Figure 10:** Conservation Areas in Broadstairs and St Peter's.

03.5 Areas of High Townscape Value

The following six Areas of High Townscape Value (AHTV) have been selected because of their specific features and characteristics. Viking Bay is located in the historic core and town centre of Broadstairs. Callis Court Road and North Foreland are found towards the north of the Neighbourhood Plan Area but still in the contiguous built up area. Kingsgate Avenue is further north towards Cliftonville beyond a countryside gap. Park Avenue is located towards Dumpton Park and South Cliff & Western Esplanade runs along the southernmost section of coastline in the Neighbourhood Plan Area.



F.11 **Figure 11:** Areas of High Townscape Value. AECOM

1 AHTV 1: Kingsgate Avenue

Land Use	Predominately residential with one hotel and restaurant on the seafront.
Pattern Of Development	Development in this area forms a grid layout which is orientated to provide long views to the sea from the street.
Building Line/Plot Arrangement	Fairly uniform building line with some protrusions and indents. The buildings line is set back from the road with large front gardens.
Boundary Treatment	Mixture of brick or white rendered walls, there are also high hedges. Some buildings have no boundary treatment.
Heights & Roofline	Generally the buildings are 2-2.5 storeys in height but there are some taller buildings up to 4 storeys. The roofline varies along the street with pitched and hipped roofs.
Public Realm	The road is generally wide but with low levels of traffic and large green verges but no footpath on either side of the road.


F.12

Figure 12:
Plan showing the Kingsgate Avenue AHTV.

Figure 13:
Long view to the sea and street with large green verges and no footpaths.

Figure 14:
Hotel and restaurant on the corner with views to the sea.

Figure 15:
Modern development in a traditional style.


F.13


F.14


F.15

2 AHTV 2: North Foreland

Land Use	Residential, mostly private roads.
Pattern Of Development	Very large plot sizes with detached homes, sweeping and curving wide suburban roads.
Building Line/Plot Arrangement	Varied building lines with very deep front setbacks at times, some properties have larger front gardens than they do back gardens, which creates a luxurious feel to much of the development. Plots are exceptionally large at up to 40 metres width and 60 metres depth.
Boundary Treatment	High hedges predominate as a boundary treatment in this area, although properties facing the sea tend to have front lawns only to enable panoramic sea views.
Heights & Roofline	The buildings are mostly Arts and Crafts or Edwardian villas with some later contemporary infill. Heights rarely extend over two storeys, there are also some bungalows of one storey. Rooflines are very varied with some contemporary properties with flat roofs and older properties usually having pitched roofs and gables.
Public Realm	The public realm is very residential as most of the roads are private and very quiet. The only informal space is to be found on the cliff top. Buildings do not tend to directly engage with the public realm and the villas tend to look and feel secluded as a result of high hedges and very large front setbacks.

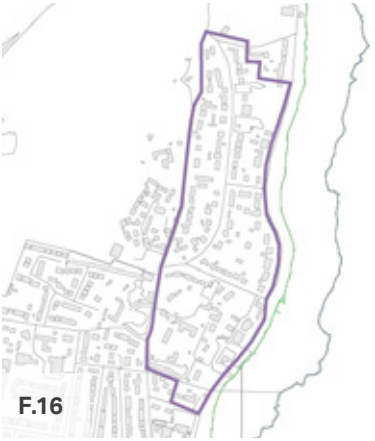
Figure 16:
Plan showing the North Foreland AHTV

Figure 17:
Modern house design that is sympathetic to the surrounding buildings.

Figure 18:
Corner house with a brick chimney.

Figure 19:
Entrance to a private development with lots of greenery.

Figure 20:
Flint wall surrounding building.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3 AHTV 3: Callis Court Road

Land Use	Residential with some minor other uses including a recreation ground and a pub.
Pattern Of Development	This is a linear area with a mixed pattern consisting of large Victorian villas supplemented with infill development. It is a break from the surrounding mostly 20th century suburban development.
Building Line/Plot Arrangement	Callis Court Road is a narrow road with small pavements and the building line tends to be consistently close to the road. Along with the thick tree canopy this creates an enclosed feel. Plots sizes are quite varied with the oldest properties having large plots and some infill developments having small plots.
Boundary Treatment	This area has a remarkably consistent dense street tree canopy, most of the boundary treatment is created by thick shrubbery, hedges and thickets of trees and bushes, which can look almost look like a rural copse or woodland in places. This gives the road an unusual rural feel amidst a predominantly modern and suburban area.
Heights & Roofline	Heights extend up to 3 storeys, some of the older Victorian and Edwardian villas are particularly imposing as they extend up to 3 storeys with gables and towers in some cases. Modern development has tended to be 2 storeys. Rooflines are varied in style but mostly pitched roofs predominate.
Public Realm	The public realm poses some issues for pedestrians because there is a lack of passing places for cars and very narrow pavements in places. The greenery and varied architecture make it attractive and pleasant.

Figure 21:
Plan showing Callis Court Road AHTV.

Figure 22:
Road sign for Callis Court Road.

Figure 23:
Houses with dormer windows and high walls for a boundary treatment.

Figure 24:
Historic buildings that has been converted to flats.

Figure 25:
View across open farmland to the sea.


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4 AHTV 4: Park Avenue

Land Use	Residential.
Pattern Of Development	Gently curving suburban style of development with the Cricket Club providing a large open green space.
Building Line/Plot Arrangement	Standard residential plot widths but relatively deep affording large front and back gardens.
Boundary Treatment	Low walls with characterful materials including stone and flint, some hedges, a mixture of ornamental shrubs and hedges. Not many large trees in this area except for a line of mature trees by the cricket pitch.
Heights & Roofline	Heights extend to two storeys. There are also several bungalows.
Public Realm	Pleasant low traffic environment however incomplete pavements in places which poses an accessibility issue for pedestrians. Very tranquil suburban feel to the area.

Figure 26:
Plan showing the Park Avenue AHTV.

Figure 27:
View to the central green space used for sports and recreation.

Figure 28:
Modern house using render and weatherboarding.

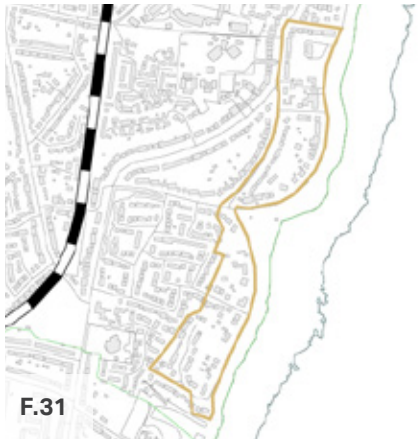
Figure 29:
Contemporary house with large glass panels.

Figure 30:
Traditional dwelling with a hipped roof.

5 AHTV 5: South Cliff & Western Esplanade

Land Use	Residential.
Pattern Of Development	This area has consistent seaward views with properties only found on the west side of Western Esplanade. This gives the area a very open character. Properties tend to be large villas of a mix of styles from Victorian to contemporary.
Building Line/Plot Arrangement	Consistent building line with generous front setbacks and often very large plots.
Boundary Treatment	Wide and open feel, most properties have ornamental front gardens which soften the visual feel of the area, some properties have hedges or walls but these tend to be low to afford sea views.
Heights & Roofline	2 storey heights predominate. Rooflines are very varied with some particularly complex and undulating patterns deployed among the larger villas.
Public Realm	Pleasant public realm with large grassy area at the clifftop, a good walking route for pedestrians along the coast.

Figure 31:
Plan showing the South Cliff & Western Esplanade AHTV.
Figure 32:
Modern apartment buildings looking out to the sea.
Figure 33:
View from the cliff to Dumpton Bay.
Figure 34:
View of the road and the grassy bank on the cliff edge.
Figure 35:
View to a large house in front of the grass bank.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6 AHTV 6: Viking Bay Area

Land Use	Very mixed – commercial including cafés hotels and restaurants, retail particularly along Albion Street and High Street, residential throughout. Viking Bay beach itself includes a surf school, boat jetty and amusement rides. A park extends along the clifftop and additional green space is found at Balmoral Gardens between The Parade and Albion Street. Victoria Gardens is a large open space found at the southern end of Viking Bay beach with a bandstand and a clock tower.
Pattern Of Development	At times very dense development with back gardens rare and usually these are small where they do occur. Buildings are typically positioned right up to the pavement. Open spaces provide a strong contrast to the density of the urban form, with openness and exceptionally scenic views of Viking Bay and the sea. Roads are winding with undulations in terrain, particularly nearer the bay where some of the gradients are steep. This creates a rambling and medieval feel to the pattern of development, supplemented by the grandeur and regimented forms of Regency and Victorian terraces and hotels. Viking Bay does not have one pattern of development but rather the accretions of different eras of Broadstairs' history which together create a complex and rich tapestry of built forms.
Building Line/Plot Arrangement	Buildings, in general, come right up to the pavements and have small, narrow plots. Plots can have complex shapes, particularly where lanes undulate or meander and buildings are positioned between differing levels of terrain.
Boundary Treatment	Traditional Victorian railings can be found in parts of this area and gas lanterns, low walls and hedges help to define some of the green spaces, with a number of ornamental palm and pine trees and flower beds contributing to boundary treatments also.
Heights & Roofline	Heights extend up to 6 storeys, but most buildings range from 3 to 4 storeys. Rooflines are traditional and in general flat rather than pitched. There is a good level of consistency in rooflines along the terraces which overlook Viking Bay, with most rooflines lining up to the adjacent buildings.
Public Realm	The public realm in this area is of very high quality and popular with both residents and visitors. The beach is a tourism oriented environment with amusement rides, boat moorings and a surf school. The open spaces overlooking Viking Bay are adorned with elaborate and in many cases iconic monuments including the bandstand and the clock tower. They are formal with ornamental flowers and rare specimen trees. The public realm has a strong sense of civic grandeur and coastal charm.

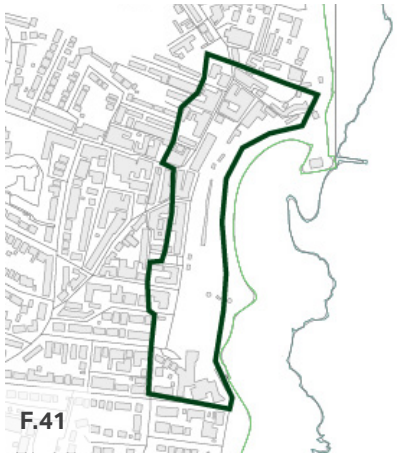


Figure 36:
Traditional flint used as a building material.

Figure 37:
Pub with traditional building materials.

Figure 38:
Landscaped public space with a band stand.

Figure 39:
Winding street leading to the coastline.

Figure 40:
Varying roofline and building heights.

Figure 41:
Map showing the Viking Bay AHTV.

Design Guidance & Codes

04

04. DESIGN GUIDANCE AND CODES

04.1 Introduction

This section provides design guidance and codes on the design of development, setting out the expectations that applicants for planning permission in the town will be expected to follow.

The guidance provided in this section can be applied to the whole town. The local pattern of streets and spaces, building traditions, materials and the natural environment should all help to determine the character and identity of any development.

This chapter is divided into 10 sections, each one with a different number of subsections. Each section is numbered (e.g. DC.01) to facilitate its reading and consultation. A short introductory text with more general design guidance is provided at the beginning of each section followed by a series of more prescriptive codes and parameters highlighted in a light brown box.

DC. 01 Layout, Grain & Pattern of Development

DC.01.01 Pattern of Development

Any new development in Broadstairs and St Peter's must consider the landscape, environmental and heritage characteristic of the town. This includes the locational context of the proposed development in respect to the Conservation Areas and Areas of High Townscape Value within the town.

i. Development must reflect the existing character of the town, especially of that within the Conservation Areas and Areas of High Townscape Value.

ii. Development affecting the transitional edges between a settlement and the surrounding countryside, typically beyond the settlement boundary, must be softened by new landscaping features to provide a harmonious interface between the built environment and the wider landscape.

iii. Views to the green wedges, open countryside and to the sea should be protected. The impact of massing, height and architectural quality of any new development within the view corridor should be considered.

Figure 42:
View to the open countryside and the sea beyond that should be protected.

DC.01.02 Layout & Grain

Development should be sympathetic to local character and history and establish or maintain a strong sense of place. Understanding and appreciating the local historic environment can help to ensure that potential new development is properly integrated with existing development and does not result in the loss of local distinctiveness.

i. Development should sustain or enhance the characteristic and historic locally distinctive grain of development with its mix of form, layout and size.

ii. Siting and layout of new development must be sympathetic to the character of the area and must respect the historic heritage of the town. Proposals near the historic parts of the town should respect the characteristic linear character whereas a more informal layout should be used around the edges of the settlement; and

iii. Development that does not reflect the current grain of the town should be avoided. Proposals should consider the existing density and the relationship between buildings and plot sizes.

Figure 43:
Fine grain in the Viking Bay area allows narrow views to the sea.

DC. 02 Relationship with the Street & Other Spaces

DC.02.01 Relationship with the Street & Other Spaces

The arrangement and grouping of buildings, the relationship between one building and another and with the street, open spaces and the surrounding area, are all important elements in defining the character of an area.

Within the town, buildings either have their main facade addressing the street or are at right angles with gable ends onto the street. There are variations in the location of the building on the plot, some are set back from the street with either a small or more generous front garden. In some areas, such as the town centre, buildings have no set back and are flush with the street.

i. Proposals shall sustain or enhance the characteristic arrangement of the town with buildings having open frontages or enclosed gardens or buildings positioned directly on the street.

ii. Proposals will have regard to the existing relationship between buildings and the street or other surrounding open spaces and how the siting and position of any new buildings can positively respond to this.

Figure 44:
Buildings oriented to face the street with little or no setback creating interesting angles where the streets meet.
Figure 45:
Detached dwellings looking out over a green space.

DC.02.02 Enclosure

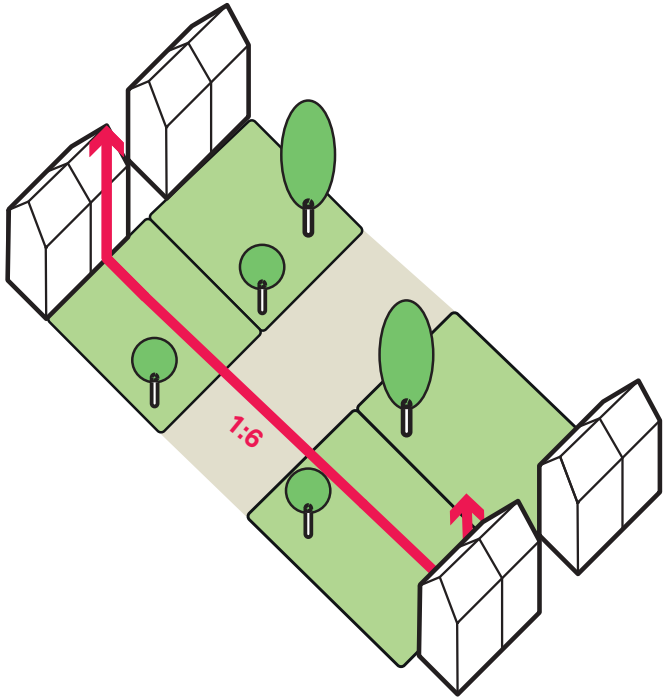
Enclosure refers to the relationship between public spaces and the buildings or other features that surround them. A more cohesive and attractive urban form is achieved when this relationship is in proportion. The following guidance should be considered to achieve the desired level of enclosure:

i. Facades should have an appropriate ratio between the width of the street and the building height;

ii. Buildings should be designed to turn corners;

iii. Narrow gaps between buildings must be avoided. Buildings should either be detached, semi-detached or properly attached; and

iv. A cluster of dwellings should have a variety of plot widths and the building line should be considered



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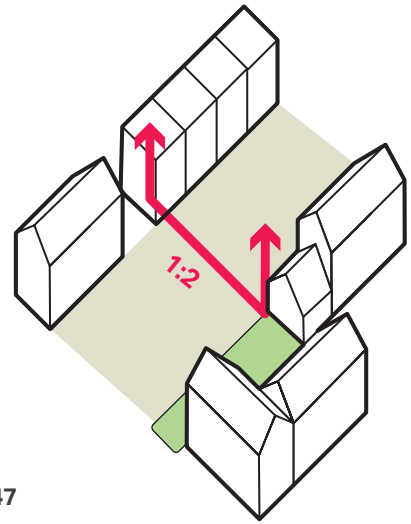

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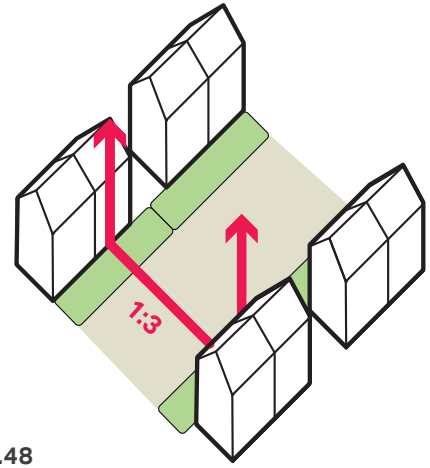

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Figure 46: Enclosure in rural housing typically 1:6 ratio.
Figure 47: Enclosure in the town centre typically 1:2 ratio.
Figure 48: Enclosure in higher density housing typically 1:3. ratio.

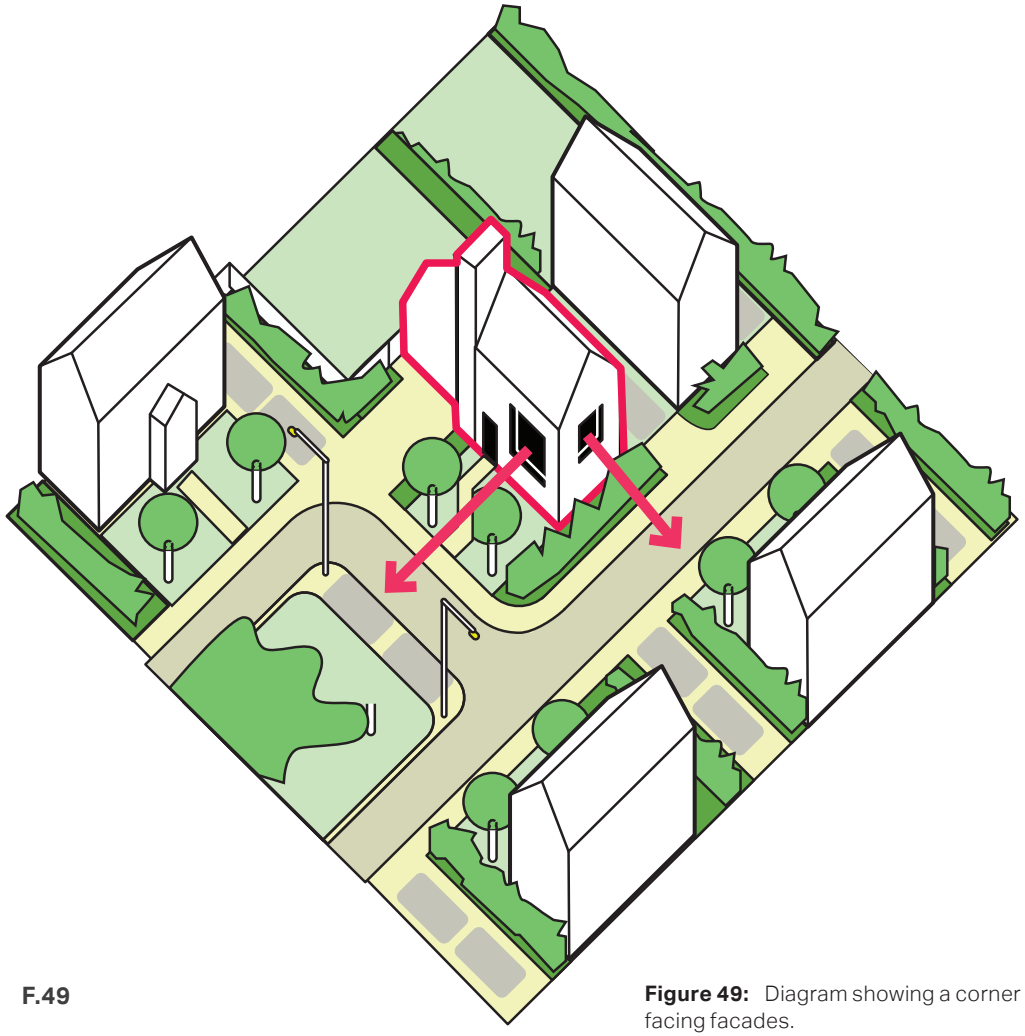
DC.02.03 Corner Buildings

Corner buildings are an important townscape principle because they provide increased natural surveillance and street activity.

i. Buildings should have multiple openings on all street facing facades that look out over the street.

ii. Corner buildings should have active frontages on all street facing facades. This means having the windows of habitable rooms on all facades that face the street.

iii. Corner buildings can be articulated with a taller or distinctive architectural element to enhance legibility and wayfinding.



F.49

Figure 49: Diagram showing a corner building with two street facing facades.

DC. 03 Building Scale & Form

DC.03.01 Scale, Form & Massing

The scale, form and massing of buildings are important to the character of a place. Therefore, the existing context needs to be considered and new development should react sensitively to preserve and enhance the best characteristics of a place. It should ensure a harmonious relationship with neighbouring buildings, spaces and streets. Across Broadstairs and St Peter's most of the buildings are between 1-3 storeys and range from terraced houses to semi-detached and detached houses with large front gardens.

i. Development within the town should be of a scale and design that reinforces the locally distinctive character of the area and shall be no more than two storeys high;

ii. The scale and massing of new buildings should be in keeping with the form and massing of neighbouring properties. It must have regard for its impact at street level in addition to appearance from a distance.

iii. The height of new buildings should be in keeping with neighbouring properties and shall demonstrate how heights of development will not be over-bearing or dominant in the existing street scene and on the overall townscape.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F.51

Figure 50:
L-shaped building with variations in the height and massing.

Figure 51:
Dwellings which are similar in scale, form and massing creating uniformity down the street.

DC.03.02 Roofline

Creating a good variety in the roofline helps make a place attractive. Roofs within Broadstairs and St Peter's vary in form and the eaves and ridges range in height making an important contribution to the character of the streetscape.

i. Roofline should be well articulated and in proportion with the dimensions of the building with subtle changes to avoid monotonous elevations.

ii. Local traditional roof detailing elements should be considered throughout the design process.

F.52


F.53

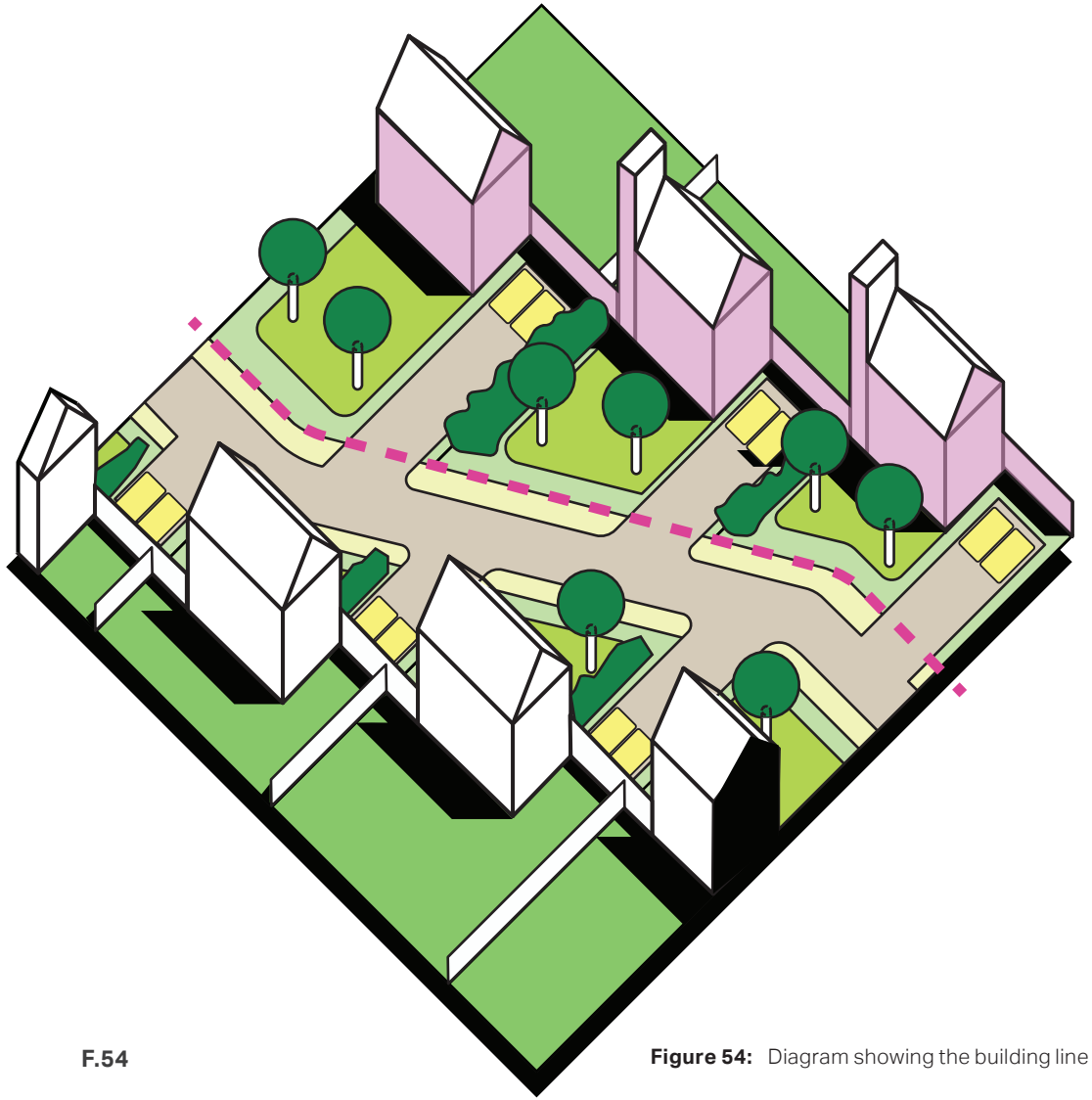
Figure 52: Roofline with slightly varied heights and roof pitches.
Figure 53: Uniform roofline with some variations in roof type.

DC.03.03 Building Line

Maintaining a consistent building line along the street creates a coherent streetscape and contributes to the character of the area.

i. The building line along a street should generally be consistent and form a unified whole but still allow for subtle variations in the form of recesses and protrusions. This provides variety and movement along the street.

ii. Boundary treatments should reinforce the sense of continuity from the building line and help define the street.



F.54

Figure 54: Diagram showing the building line along a street.

DC. 04 Architectural Style, Materials & Details

DC.04.01 Architectural Style

The town is characterised by different building styles dating from 15th to 19th centuries as well as extensive modern developments outside of the historic core and Conservation Areas.

The area is not characterised by one architectural style or a single character, but rather a mix of different styles within different responses to the street layout and landscape. The historic townscape is mainly traditional vernacular with a mixture of architectural styles and periods with variations in height from one to four storeys. There are an increasing number of contemporary designs outside of the historic areas with large glazed areas and white render.

i. Architectural design should reflect high-quality local design references in both the natural and built environment. It should reflect and reinforce local distinctiveness.


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Figure 55:
Semi-detached house with gable ended roof detailing.

Figure 56:
Example of a modern house design within Broadstairs.

Figure 57:
Building with a Historical building of Kent plaque.

Figure 58:
Historic pub with flint walls and red tile roof.

Figure 59:
Historic buildings with yellow brick and red brick detailing.

DC.04.02 Building Proportions

The relationships between buildings and its elements can provide visual interest and enhance the local character.

i. The proportion of a building's elements should be related to each other as well as the scale and proportion of the building.

ii. The proportions should be dictated by and respond to the type of activity proposed as well as the composition of the existing streetscape.

iii. The front elevation of the buildings must be arranged in an orderly way to avoid creating cluttered facades.

iv. Features such as windows, doors and solid walls should create vertical and horizontal rhythms along the facade providing variety.

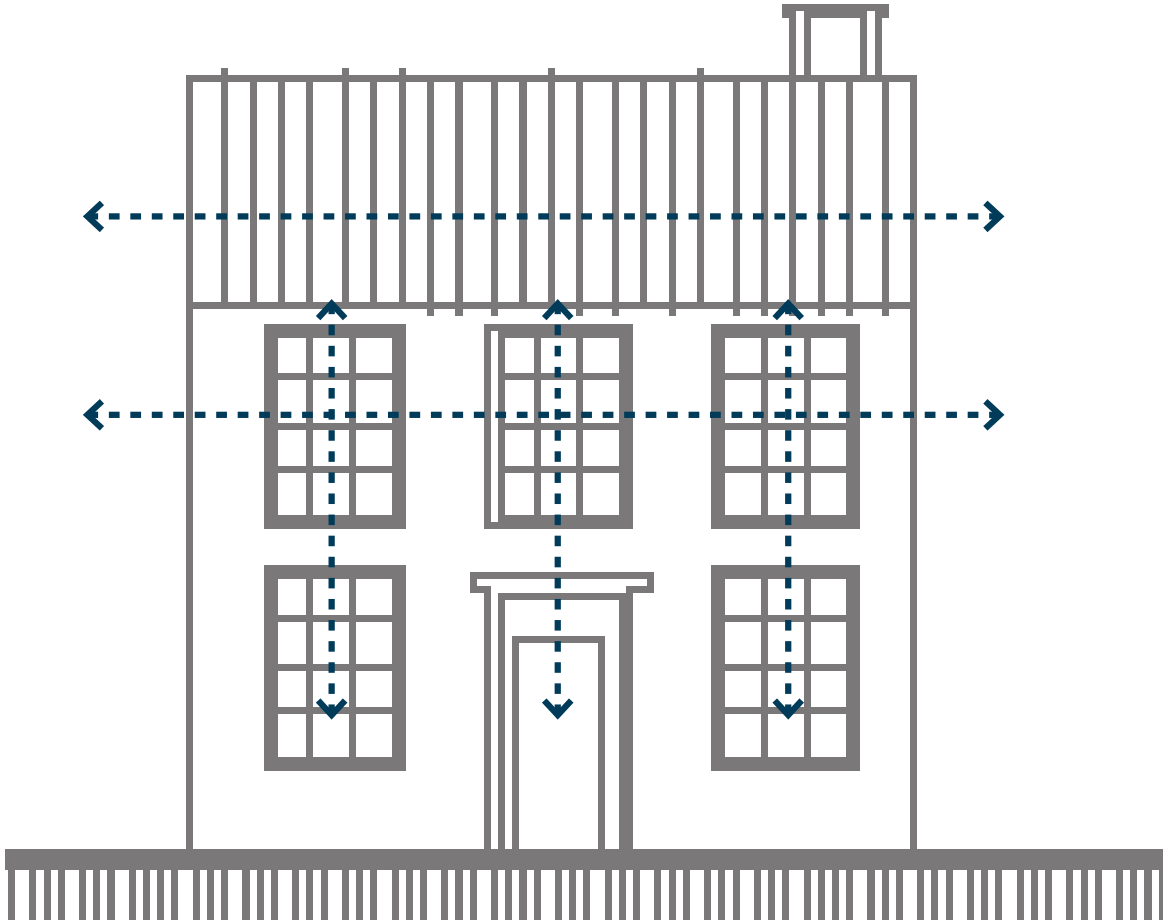

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Figure 60: Diagram showing the building line along a street.

DC.04.03 Windows

The detailing, materials and fenestration of windows along building facades can inform the character of the street. Within the town, there are a variety of window styles with a variety of casement, mullion and bay windows, particularly in older buildings that should be used as guidance for new developments.

i. Windows should match the general orientation, proportion and alignment of other windows in the same building as well as those on adjacent properties, reinforcing the continuity of the streetscape.

ii. Window subdivisions should be arranged symmetrically about the horizontal and vertical areas of the openings. Large panes of glass that are not subdivided should be avoided, as they can distort the visual scale of the building.

iii. Windows in new developments should have consistent colour, thickness of frame and quality of windows across all elevations.

iv. Windows should employ a particular design approach by adopting either a contemporary or traditional style. Contemporary style buildings can have a variety of window designs whereas traditional building styles should have a limited range of patterns.

F.61

Figure 61:
Windows arranged symmetrically and in proportion to the building.

DC.04.04 Doors

Different types of doors are used throughout the parish to create an interesting and varied streetscape.

i. New development should use the best of existing architectural styles as inspiration.

ii. Small porches at the entrance of buildings should respect the building line of the street, particularly where a strongly defined building line is an important characteristic of a street. The roof pitch should match that of the original building to ensure it blends in with the building.


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Figure 62:
Detail of a door in a contrasting colour to the building.

Figure 63:
Door with a porch.

Figure 64:
Large modern door.

DC.04.05 Chimneys

Chimneys can be seen across the town in all housing types but are more prevalent in the historic buildings within the town. A modern approach should be taken to chimney design and should only be incorporated where they serve a function. In the case of small dwellings without fireplaces, gas fuel or soil and vent outlets can be combined into chimney structures.

i. Chimneys should match the primary elevation material and placed symmetrically to the ridge line.

ii. Chimneys should rise above the roof and when on an end elevation should connect to the ground.

iii. Chimneys should be positioned on the ridge of the roofs, centrally on a gable end or against an out scale wall and should have pots.

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Figure 65:
Chimney on the outside of the building connecting to the ground.

Figure 66:
Symmetrical chimneys on either end of the building.

Figure 67:
Chimney located in centrally along the roof.

DC.04.06 Roofscape

The scale of a roof should be designed in proportion to the height of the elevation. Subtle changes in the angle of the roof pitch provides a variety of roofscapes, avoiding monotonous building compositions.

i. Roofs should have a simple form and avoid shallow pitches.

ii. Development must use a common palette of locally distinctive vernacular building material, comprising mainly of slate or red tiles or Kent pegs.

iii. Roof renovation should consider any existing feature of interest and ensure the use of matching materials and detailing.

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F.70

Figure 68:
Pitched roof within the town centre.

Figure 69:
Hipped roof with dormer windows.

Figure 70:
Example of a gable ended pitched roof.

DC.04.07 Waste Storage & Servicing

Modern requirements for waste separation and recycling has meant an increasing number of bins for each household. However, if not stored properly, bins can clutter the appearance of the public realm.

i. New developments must provide accessible refuse storage.

ii. Waste storage should be placed in a specific enclosure of sufficient size for all the necessary bins.

iii. Unattractive and unsafe rear alleyways between back garden fences must be avoided.

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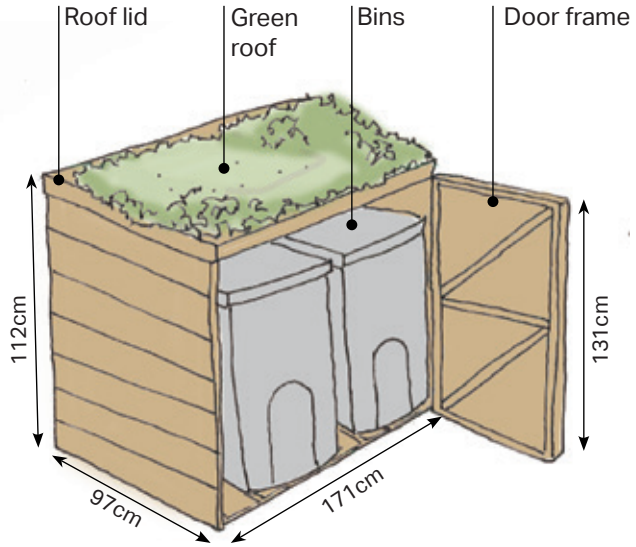


F.72

Figure 71:
Diagram showing bin storage to the front of a dwelling.

Figure 72:
Diagram showing waste storage dimensions.

DC.04.08 Materials & Colour Palette

Local building materials make a key contribution to the character of the area and provide an important link between built development and the surrounding landscape. The predominant building materials are red bricks, rendered walls, flint walls and timber framing.

The most common roofing material are gable, pitched and hipped roofs is red tiles, slate and Kent pegs.

Boundary treatments often include hedgerows or other vegetation, brick walls or ironmongery.

The use of sustainable materials is highly welcomed but they must respect the existing materials palette in the town to conserve the distinctive local character of Broadstairs and St Peter's.

In new developments and renovations, locally sourced bricks or bricks that match the buildings in the surrounding area would be the most appropriate. Particular attention should be given to the bonding pattern, size, colour, and texture of bricks.

Generally, for inspiration and appropriate examples, the developers should look at the buildings within Broadstairs and St Peter's, particularly those in the Areas of High Townscape Value. Each development should be designed with the specific location in mind and its immediate surroundings.

i. Development should employ materials and features to conserve and enhance the distinctive local character and heritage of the town;

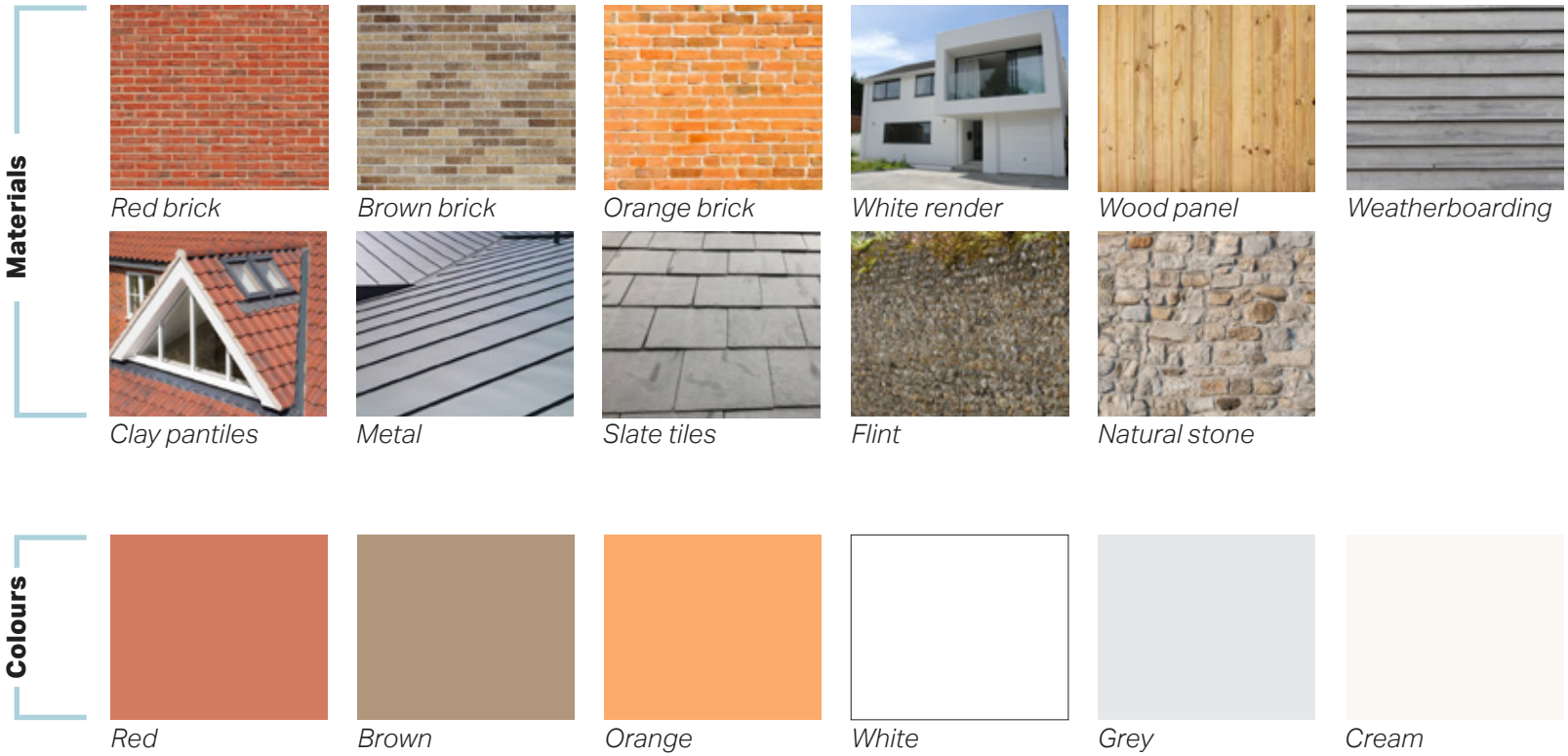
ii. Development should use a common palette of locally distinctive vernacular building material such as local red brick, rendered facades and colour washed external walls;

red tiles, Kent pegs or slate for gable, pitched and hipped roof;

iii. Development should also use a common colour palette of locally distinctive tones.

iv. The use of cheaper or artificial materials that imitates traditional material should be avoided and alteration in existing buildings must use local material to maintain the character of the area.

v. Development should maximise the reuse or recycle of material already on site or locally to minimise the adverse effect generated by construction.



F.73

Figure 73: A selection of materials and colours found in Broadstairs & St Peter's.

DC. 05 Landscape & Open Space

DC.05.01 Open Space

The presence of open space within and around Broadstairs and St Peter's makes an important contribution to the character of the town. This is often combined with mature trees, hedges and the surrounding landscape which positively contribute to creating an attractive area with a distinctive open quality. Trees, hedgerows and other vegetation also contribute to the quality of the street scene.

i. Open space should have a purpose and be of a size, location and form appropriate for the intended use, avoiding space left over after planning or pushing open space to the periphery of development.

ii. Open spaces should be located within walking distance from their intended users, and if possible linked to form connected green networks. Where direct links are not possible, open spaces should be linked through green routes, shared surface and tree lined streets.

iii. Public open spaces should be overlooked by surrounding buildings to promote natural surveillance and social gatherings. This could be achieved by placing them at the centre of the neighbourhood or part of the neighbourhood.

Figure 74:
Central green space with houses overlooking.

Figure 75:
Large grass bank in front of the cliff edge.

DC.05.02 Create a Green & Blue Network

Broadstairs and St Peter's has rich green and blue infrastructure with open countryside to the north and west as well as the coastline to the east. Within the town there are green spaces, front and back gardens, street trees and landscaping which all contribute to the green and blue network.

i. Green networks, corridors and linkages are a key mechanism for reducing the adverse effects on the fragmentation of biodiversity. Furthermore, they deliver a range of social and environmental benefits including enhancing the local landscape character and providing greater opportunities for public access and recreational use.

ii. Green and blue networks can be created by providing a series of both public and private green spaces including generous and vegetated front and back gardens, public green spaces, fields, and natural open spaces. The blue infrastructure consists of the sea and the coastline which should be protected.

iii. The green wedge is a designated area of open space that is protected from development to avoid coalescence with Margate to the north.

iv. A green buffer area between development and the open countryside create a soft edge to the development. Hard edges should be avoided.

v. New green pedestrian and cycle links can be integrated into the green and blue network to connect new developments to the countryside and the coast.

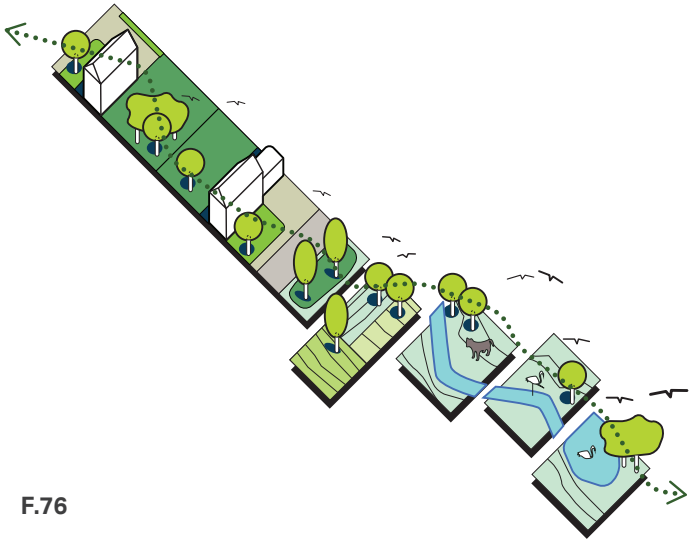


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Figure 76: Diagram demonstrating a green and blue network.

DC.05.03 Biodiversity & Wildlife

Broadstairs and St Peter's has a rich and varied landscape character composed of priority habitats, international, national, local, and coastal designations as well as cultural heritage features.

i. Woodlands, hedges, trees, and road verges should be protected and enhanced where possible. Natural tree buffers should also be protected when planning for new development.

ii. A comprehensive landscape buffer should be implemented as the development or settlement edge to create a soft edge. Hard or abrupt edges with little vegetation or landscaping should be avoided.

iii. Align back gardens to ensure a continuous wildlife corridor. Bird boxes or bricks in walls can be installed to enhance biodiversity and wildlife.

Figure 77:
Small public garden with plenty of greenery

Figure 78:
View to the bay with cliffs and a beach.

Figure 79:
Public right of way with hedgerows.

DC.05.04 Tree Preservation

Trees are important to the local landscape within Broadstairs and St Peter's and contribute significantly to the character and appearance of the area. Some trees form part of the important views and vistas.

i. Existing native trees should be protected and incorporated into the design of any new development, including trees that frame an important view or vista.

ii. Any trees or woodland that is lost to new development should be replaced, however, they should not be in locations that would impede the important views and vistas.

iii. Introducing trees to the streets can increase the attractiveness of a place and can act as a reference point for wayfinding.

DC.05.05 Lighting

Street lighting is important for ensuring streets are safe for all that use them; however, it is important to get the right light, in the right place, at the right time of day in order to avoid unnecessary light pollution. Lighting schemes can be costly and difficult to change, therefore it is important the appropriate conditions are set out at the design stage.

i. Any new development needs to ensure that lighting schemes will not cause unacceptable levels of light pollution, particularly in intrinsically dark areas, such as near the countryside.

ii. Lighting schemes that can be switched off when not needed should be considered.

iii. The needs of particular individuals or groups should be considered where appropriate (e.g. the safety of pedestrians, cyclists, drivers or older users).

iv. Vegetation and planting on front gardens should be dense to absorb light and offer some separation between public and private space.

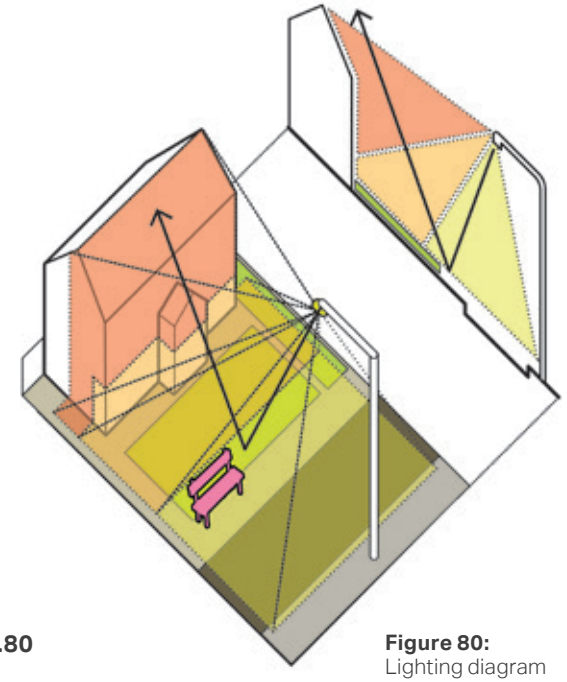

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Figure 80: Lighting diagram

DC.05.06 Important Views

There are a number of important views within Broadstairs and St Peter's that look towards the sea, open space and features within the built environment.

Notably, there are long views of the sea from different points around the town as well as panoramic, open views from the eastern edge of the town. There are also views to the green wedges from the edges of the town.

The fine grain within the Viking Bay area allows for narrow glimpses views to built features.

i. Development must identify key views around the new development, assess its visual impact and consider its effects on both the surrounding landscape points and neighbouring communities and settlements;

ii. Development must identify whether the development will be visible on the skyline in distant views and if so, what its impact will be particularly in relation to the roofscape of existing buildings. Proposal for new developments must not dominate or distract from key views;

iii. Proposal for new developments must not obstruct any established view. Loss of views from within the villages to the wider landscape beyond should be preserved and where possible enhanced; and

iv. Development proposal should take consideration of the peculiar topography of the area surrounding the village and avoid development which reduce the physical and visual separation of the village from the nearby settlements.

Figure 81:
Narrow, long view to the sea.

DC. 06 Boundary Treatment

DC.06.01 Boundary Treatment

A clear distinction between public and private space is fundamental to creating a good place. Buildings fronting streets, squares and open spaces activate the public realm, therefore, primary access and principal frontages should always face onto public spaces.

Within the residential areas, setbacks from the street and front garden landscaping can provide some privacy for front living rooms while also allowing natural surveillance of the streets. The distance between the backs of properties should be considered in relation to privacy.

There are various boundary treatments throughout the area, but brick walls and hedgerows to street frontages tend to predominate.

i. Proposed boundary treatments must reflect locally distinctive forms and materials, such as low brick walls or well defined hedgerow.

ii. Development must identify existing boundary treatments in the context of the site and consider appropriate boundaries for new development to ensure integration with the existing context.

iii. Existing boundary trees and hedgerows should be retained and reinforced with native species.

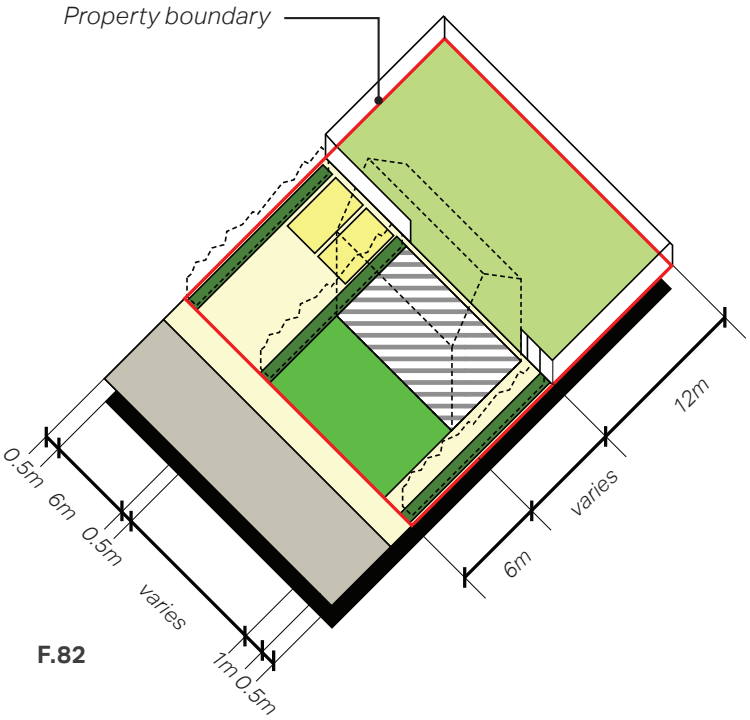


Figure 82:
Diagram showing the boundary treatment and dimensions.

DC. 07 Access & Movement

DC.07.01 Roads

The historic areas of Broadstairs and St Peter's have street layouts that reflect the historic development, consisting of permeable loose grid structures. More recent development departs from the historic form by creating cul-de-sacs.

Street design for new development should adopt an interconnected street layout to allow traffic to be distributed more evenly and reduce congestion. A permeable streets network would encourage the use of active travel including walking and cycling and would generate a higher level of pedestrian activity. This would promote social interaction and enhance natural surveillance at the street level. This would also promote overall vehicle accessibility.

i. Street layouts within development sites should be permeable where possible and should connect to the wider area and to public footpaths.

ii. The street hierarchy must be clear, legible and respond to the topography of the site.

iii. Street design must incorporate opportunities for landscaping, green infrastructure and sustainable drainage solutions.

iv. New streets must meet the technical highway requirements, should be considered a space to be used by all, not only vehicles, and must provide opportunities for walking and cycling to local services, facilities and to the countryside beyond. It is essential that the design of new development should include streets and junctions that incorporate the needs of pedestrians, cyclists and public transport users.

v. Within the settlement boundaries, streets should not be built to maximise vehicle speed or capacity. Streets and junctions must be designed with the safety and accessibility of vulnerable groups such as children and wheelchair users and may introduce a range of traffic calming measures.

vi. New streets should generally be linear with gentle meandering, providing interest and evolving views, while helping with orientation. Routes should be laid out in a permeable pattern allowing for multiple connections and choice of routes, particularly on foot.

DC.07.02 Car Parking

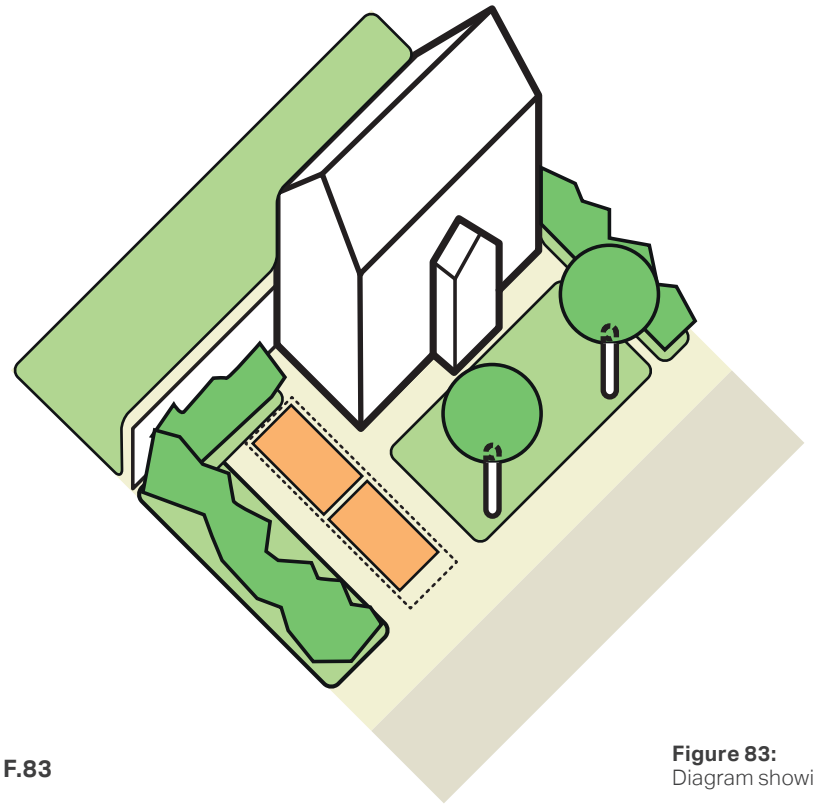
On-plot parking

All new developments should make adequate provision for car parking. New schemes should contain sufficient off-road parking to avoid exacerbating the dangerous blockages to roads or footpaths that occur, particularly within settlements.

i. On-plot parking can be visually attractive when it is combined with high-quality and well-designed soft landscaping. Front garden depth should be sufficient for a large family car.

ii. Boundary treatment is a key element to help avoid a car-dominated character. This can be achieved by using elements such as hedges, trees, flower beds and low walls as well as using high-quality paving materials between the private and public space.

iii. Driveways should be constructed from porous materials to minimise surface water run-off.



F.83

Figure 83:
Diagram showing on-plot side parking.

On-plot garage

Where provided, garages must be designed either as a free-standing structure or as additive form to the main building to ensure continuity of the building line.

i. Where provided, garages must be designed as an additive form to the main building. It must complement and harmonise with the architectural style of the main building rather than forming a mismatched unit.

ii. Often, garages can be used as a design element to create a link between buildings, ensuring continuity of the building line. However, it should be considered that garages are not prominent elements and they must be designed accordingly.

iii. Consideration must be given to the integration of bicycle parking and waste storage.

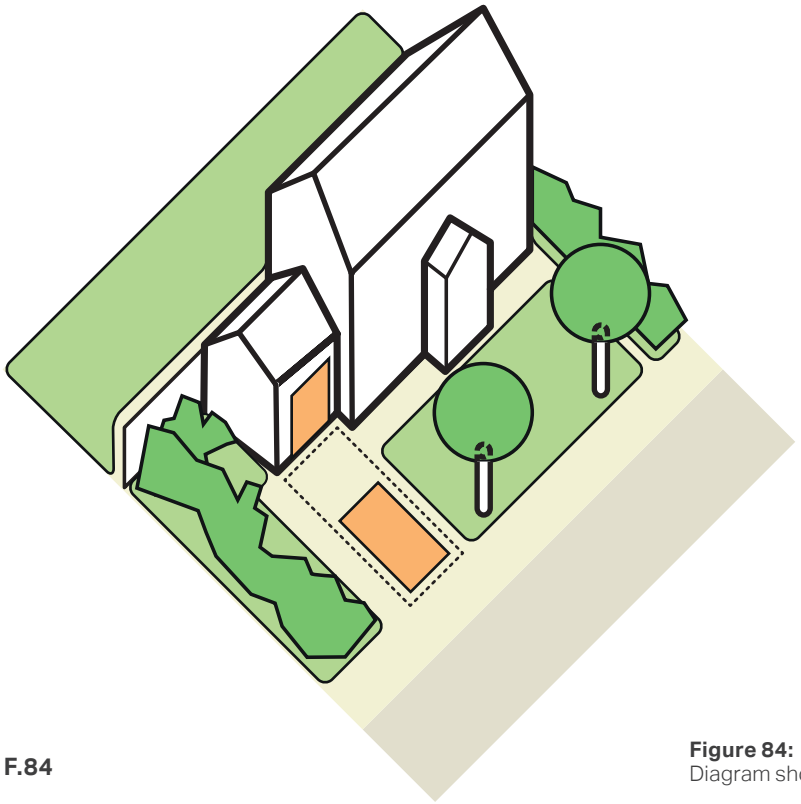


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Figure 84:
Diagram showing garage parking.

Rear courtyard parking

Rear courtyard parking is only to be used where it is not possible to provide direct access to individual parking spaces.

i. Rear parking courtyards should benefit from natural surveillance and be well lit at night.

ii. Parking courts should be an integral part of the public realm, hence it is important that high-quality design and materials are used both for hard and soft landscaping elements.

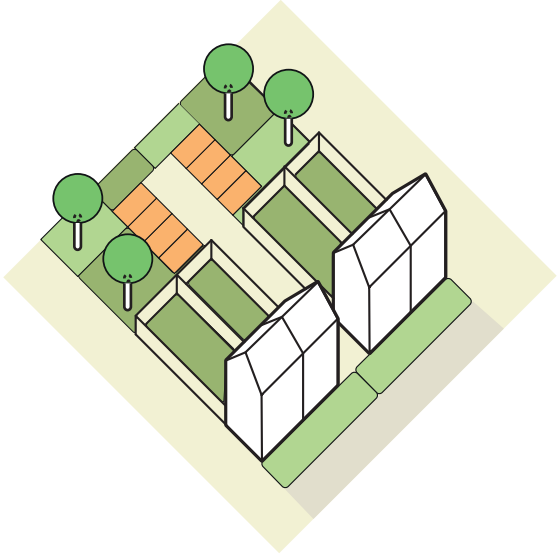
iii. Parking courts should be arranged into clusters with a width of 4 spaces maximum and must be interspersed with trees and soft landscaping to provide shade, visual interest and to reduce both heat island effect and impervious surface areas.

On-street parking

On-street parking should be used to provide visitor parking spaces along the street.

i. On-street parking should be parallel to the street with regular gaps in between parking bays which can be used to provide street trees and planting.

ii. The parking bays can be inset between kerb build outs or street trees. Kerb build outs can provide shorter crossing distances for pedestrians or they can form part of a sustainable drainage system.



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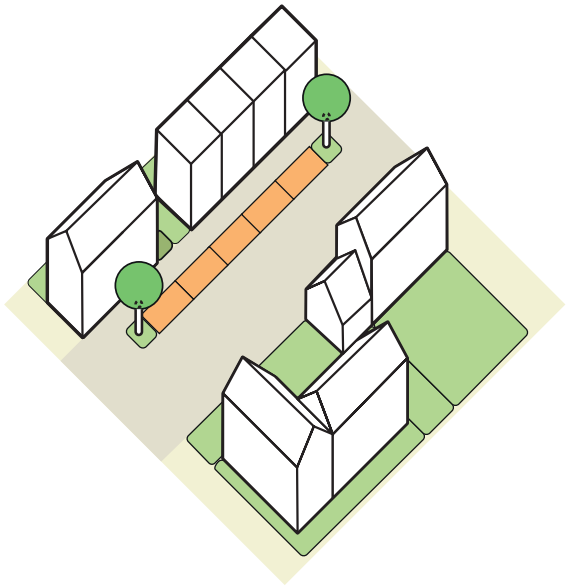

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Figure 85:
Diagram showing rear courtyard parking.

Figure 86:
Diagram showing on-street parallel parking.

DC.07.03 Walking & Cycling

New development should provide opportunities for walking and cycling to local services and facilities as well as the countryside beyond. How successful a place is could be easily measured by how pleasant it is for walkers and cyclists. Broadstairs and St Peter's benefits from a well-connected built form and many public footpaths and bridleways into the countryside. Improving and extending this permeability is key to ensuring that development enhances the town.

i. Always connect development to existing pavements and paths within the settlement and to the surrounding countryside.

ii. Propose new paths, pavements and cycle lanes where site constraints allow to ensure that the development seeks to maximise opportunities for walking and cycling.

iii. Seek to provide secure bicycle parking facilities.

iv. Ensure that pavements are well lit and avoid the use of alleyways or circuitous routes with poor visibility for pedestrians. All pedestrian route must have a minimum width of 2 metres.

Figure 87:
Walking and cycling route along the coastline.

DC.07.04 Signage & Wayfinding

Signage and wayfinding techniques are an integral part of encouraging sustainable modes of transport as they make walking and cycling easier by ensuring that routes are direct and memorable.

i. Places should be created with a clear identity and be easy to navigate.

ii. Local landmark buildings or distinctive building features such as towers or chimneys can aid legibility.

iii. Landscape features, distinctive trees and open spaces can also be used as wayfinding aids as well as providing an attractive streetscape.

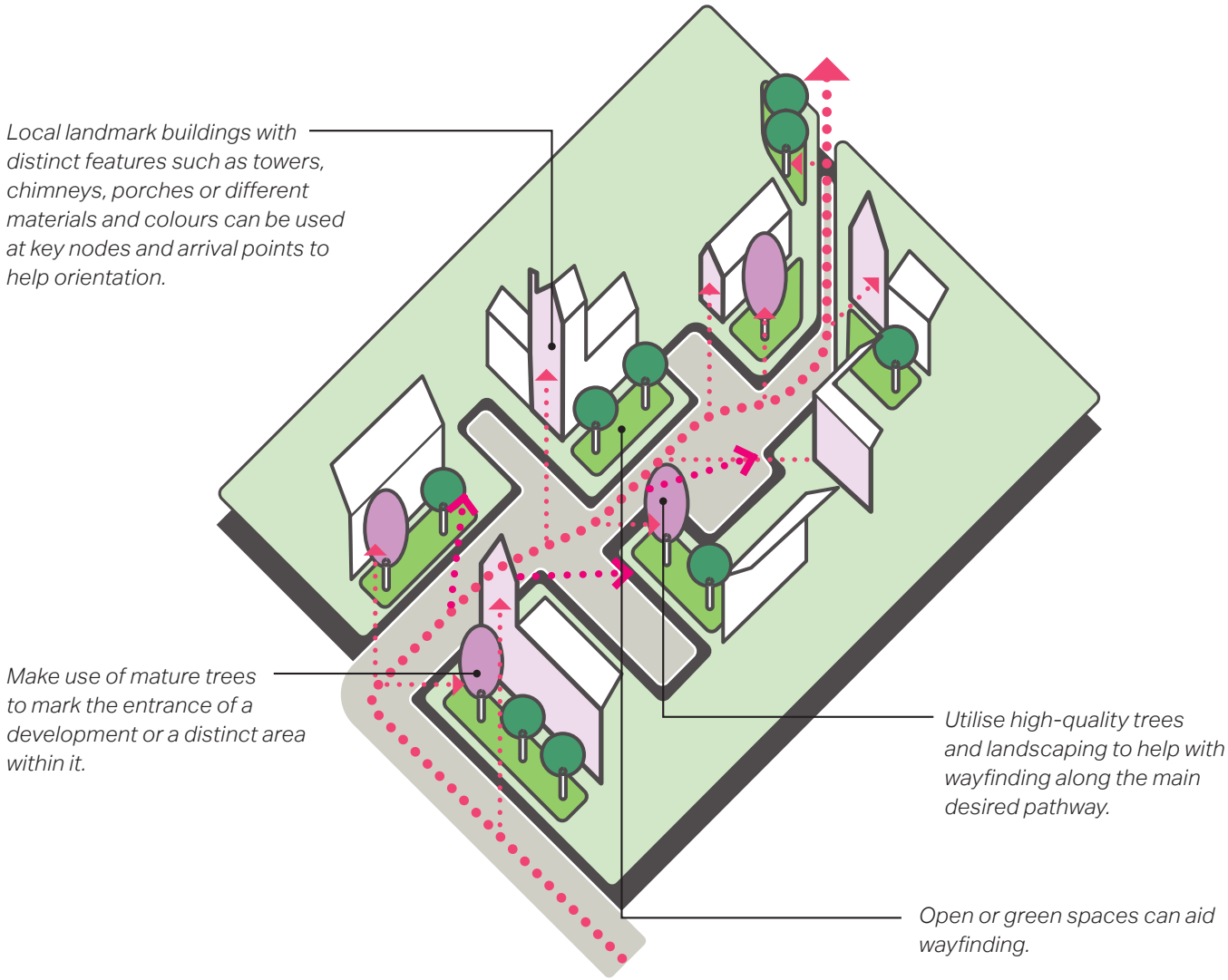

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Figure 88: Diagram demonstrating different wayfinding features.

DC. 08 Extensions & Alterations

DC.08.01 Extensions

There are multiple ways to create extra space within a building using different types of extensions. Extensions must be designed to an appropriate scale and be secondary to the original building. The pitch and form of a building's roof forms part of its character; therefore, extensions should respond by enhancing the existing character. Extensions should consider the materials, architectural features and proportions of the original building and designed to complement these existing elements.

i. The character of the existing building, along with its scale, form materials and details should be respected and taken into consideration when preparing proposals for alterations and/or extensions.

ii. External extensions should respect or enhance the visual appearance of the original buildings and the character of the wider streetscene.

iii. Extensions should be subordinate in terms of scale and form and shall not be visually dominant or taller than the existing building.

iv. Extensions should be recessed or in line with the existing building facade and should use lower ridge and eaves levels to ensure that the length and width of the extension is less than the dimensions of the original building.

v. Extensions should be designed using materials and details to match the existing building or alternately should use contrasting materials and details with a contemporary design approach, but in either case extensions should create a harmonious composition overall and a strong degree of unity with the original building.

vi. Extensions should safeguard the privacy and daylight amenity of neighbouring properties.

vii. Extensions should retain on-site parking capacity and a viable garden area to meet the needs of future occupiers.

viii. Extensions of existing buildings should help to reduce carbon emissions by complying with high energy efficiency standards and utilising low energy design.

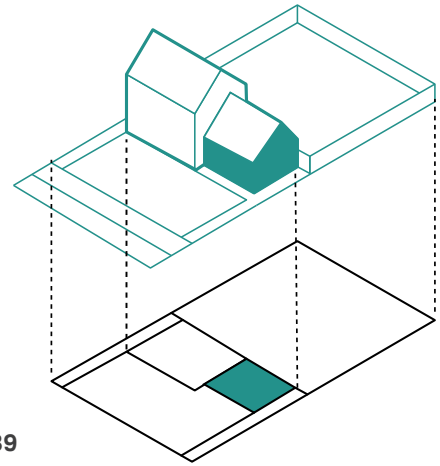
Side Extensions

Side extensions are another popular way to extend a building to create extra living space. However, if they are badly designed, they will detract from the appearance of the building and the wider townscape. Single-storey and double storey side extensions should be set back from the main building and complement the materials and detailing of the original building, particularly along the street elevation. The roof of the extension should harmonise with that of the original building; flat roofs should be avoided. Side windows should also be avoided unless it can be demonstrated that they would not result in overlooking of neighbouring properties.

Rear Extensions

Single storey rear extensions are generally the easiest way to extend a house and provide extra living space. The extension should be set below any first-floor windows and designed to minimise any effects of neighbouring properties, such as blocking daylight. A flat roof is generally acceptable for a single storey rear extension.

Double storey rear extensions are not common as they usually effect neighbours' access to light and privacy, however, sometimes the size and style of the property allows for a two-storey extension. In these cases, the roof form and pitch should reflect the original building and sit slightly lower than the main ridge of the building.



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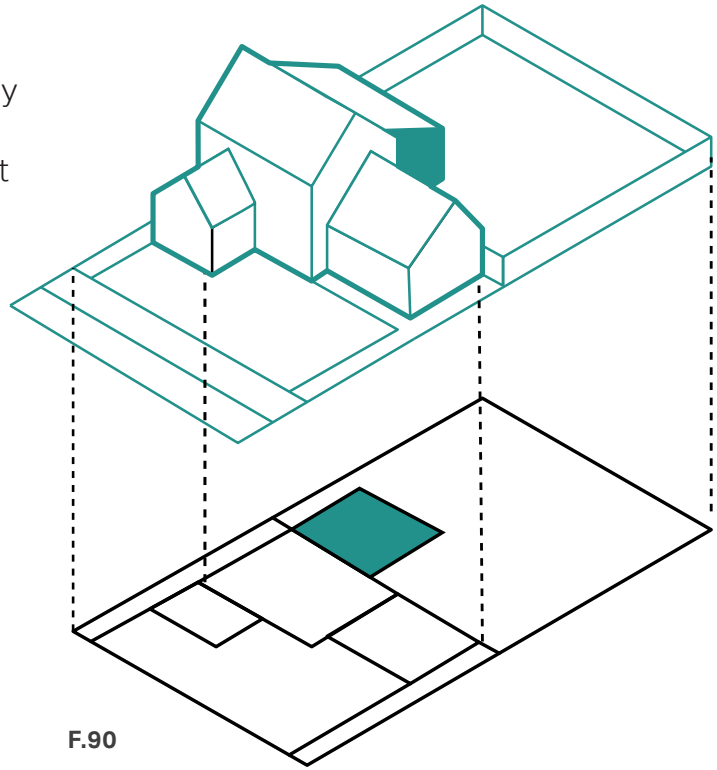

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Figure 89: Diagram showing a single-storey side extension.
Figure 90: Diagram showing a double-storey rear extension.

DC. 09 Heritage Assets

DC.09.01 Heritage Assets

Broadstairs and St Peter's is a town with a rich history which has resulted in a number of heritage assets that are essential to its character. The town also has four Conservation Areas whose character and features must be respected.

Designated heritage assets include several Grade II and Grade II* listed buildings, as well as two Ancient Scheduled Monuments which are only partly excavated.

1

i. Development which affects any designated and non-designated heritage asset must respect the significance of the asset and must demonstrate how local distinctiveness is reinforced.

ii. Development should respect the significance of any designated and non-designated heritage asset. Particular consideration shall be given to maintaining their role in framing, punctuating or terminating key views through, out of and into the town.

iii. Particular consideration shall be given to the retention of open spaces and gaps between buildings to sustain the historic form and pattern of development and the setting of heritage assets.

F.91


F.92

Figure 91:
The Tartar Frigate Public House Grade II Listed Building.

Figure 92:
Pierremont Hall Grade II Listed Building.

DC. 10 Sustainable Design

DC.10.01 Sustainable Design

New developments should be designed for climate change mitigation and adaptation. Development proposals should consider layout, aspect, massing and use of materials in order to reduce energy consumption and thereby minimise contributions to climate change.

Historic buildings within the village and the surrounding areas can provide good examples of sustainable layouts and construction methods along with the efficient use of energy and local resources, their survival reflects their success and adaptability. There are opportunities in most historic buildings to improve energy conservation without causing harm, through measures such as secondary glazing, improved loft insulation using natural materials, low energy lighting and the use of fuel-efficient boilers. In some situations, renewable energy technologies can also be installed without causing harm to the heritage significance.

i. The orientation of buildings within the plot, along with the site topography, must be considered to maximise solar gain while keeping a consistent frontage to the street.

ii. Living spaces within each typology should be oriented according to the expected use of each room, e.g. sun in the morning for kitchens, during the day for living areas, and in the evening for bedrooms.

iii. The design of new developments must maximise the use of energy efficiency and energy conservation fixtures, fittings and technology. Passive methods of heating and cooling and the use of renewable energy technologies such as ground source and air source heat pumps, biomass heating, photovoltaics and solar panels must be considered for new developments. Opportunities for the use of the same technologies in existing buildings, when undergoing refurbishment, will also be expected.

iv. Appropriate materials and detailing should be considered to minimise heat loss. Direct entry from the street to an interior living space should be avoided where possible.

v. Solar access along the south façade should be maximised and openings on the north side minimised. Appropriate shading elements and cross ventilation should be employed in new and existing buildings.

DC.10.02 Energy Efficient Housing & Energy Production

Energy efficient or eco design combines all-round energy efficient construction, appliances, and lighting with commercially available renewable energy systems, such as solar water heating and solar electricity.

Starting from the design stage, there are strategies that can be incorporated towards passive solar heating, cooling and energy efficient landscaping which are determined by local climate and site conditions. The retrofit of existing buildings with eco design solutions should also be encouraged.

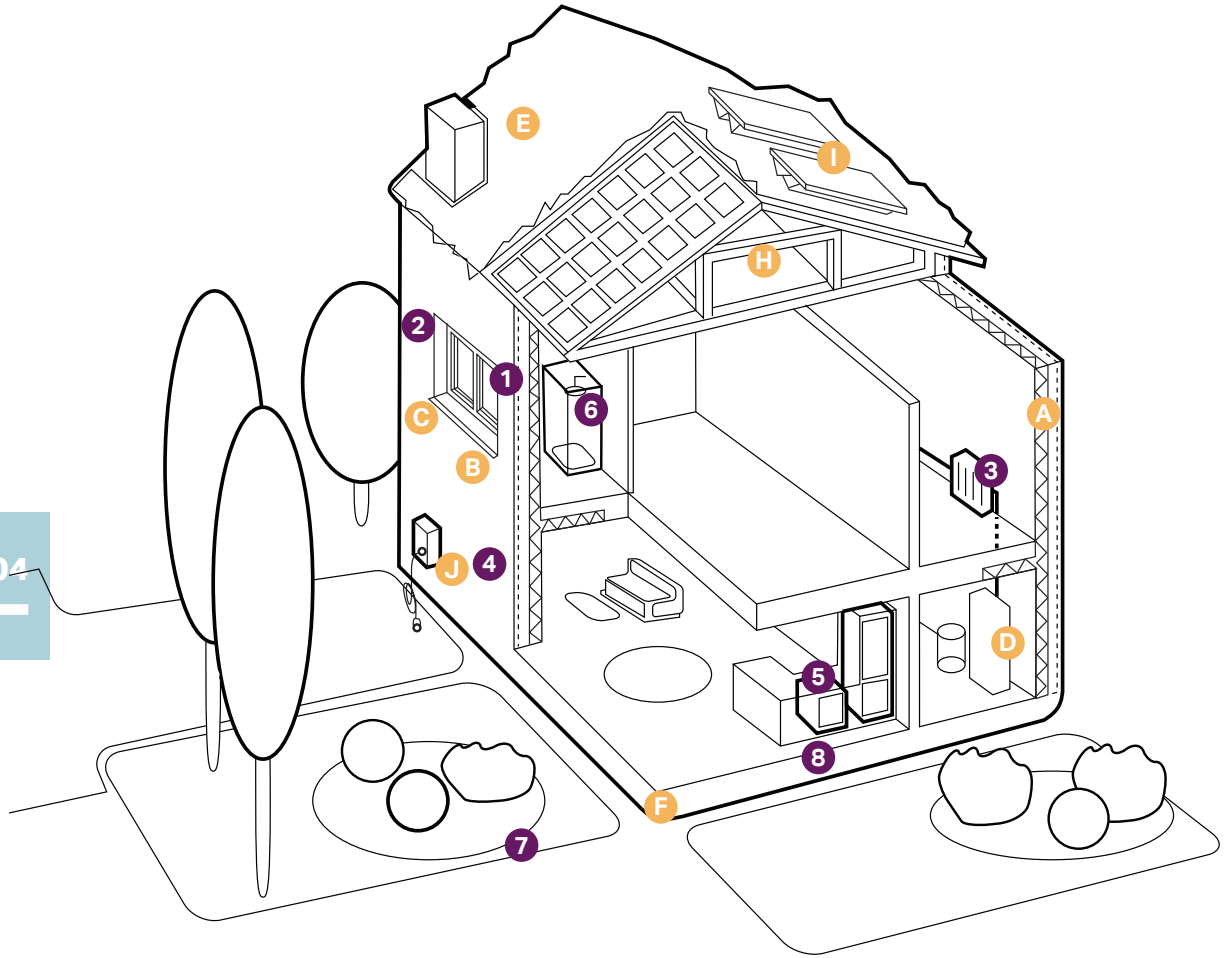
The aim of these interventions is to reduce overall home energy use as cost effectively as the circumstances permit. The final step towards a high-performance building would consist of other on site measures towards renewable energy systems.

It must be noted that eco design principles do not prescribe a particular architectural style and can be adapted to fit a wide variety of built characters. A wide range of solutions is also available to retrofit existing buildings, included listed properties, to improve their energy efficiency[1] to the heritage significance.

i. Buildings must be built with high levels of energy efficiency. Construction materials should be effectively reused, recycled and locally sourced. Material should be transported on site in the most sustainable manner and have low embodied energy.

ii. Buildings must achieve at least a minimum level of carbon reductions through a combination of energy efficiency, on-site energy supply and/or (where relevant) directly connected low carbon or renewable heat and choose from a range of (mainly off-site) solutions for tackling the remaining emissions.

1 Historic England. https://historicengland.org.uk/advice/technical-advice/energy-efficiency-and-historic-buildings/



Existing homes

1. **Insulation** in lofts and walls (cavity and solid)
2. **Double or triple glazing with shading** (e.g. tinted window film, blinds, curtains and trees outside)
3. **Low- carbon heating** with heat pumps or connections to district heat network
4. **Drought proofing** of floors, walls, windows and doors
5. **Highly energy- efficient appliances** (e.g. A++ and A+++ rating)
6. **Highly waste- efficient devices** with low-flow showers and taps, insulated tanks and hot water thermostats
7. **Green space (e.g. gardens and trees)** to help reduce the risks and impacts of flooding and overheating
8. **Flood resilience and resistance** with removable air back covers, relocated appliances (e.g. installing washing machines upstairs), treated wooden floors

New build homes

- A **High levels of airtightness**
- B **More fresh air** with the mechanical ventilation and heat recovery, and passive cooling
- C **Triple glazed windows and external shading** especially on south and west faces
- D **Low-carbon heating** and no new homes on the gas grid by 2030 at the latest
- E **Water management and cooling** more ambitious water efficiency standards, green roofs and reflective walls
- F **Flood resilience and resistance** e.g. raised electrical, concrete floors and greening your garden
- H **Construction and site planning** timber frames, sustainable transport options (such as cycling)
- I **Solar panel**
- J **Electric car charging point**

F.93

Figure 93: Diagram of a low-carbon home.

DC.10.03 Sustainable Drainage System (SuDS)

SuDS Definition

The Sustainable Draining System (SuDs) cover a range of approaches to managing surface water in a more sustainable way to reduce flood risk and improve water quality whilst improving amenity benefits.

SuDS work by reducing the amount and rate at which surface water reaches a waterway or combined sewer system. The most sustainable option is collecting this water for reuse as this has the added benefit of reducing pressure on important water sources.

Where reuse is not possible there are two alternative approaches using SuDS:

- Infiltration, which allows water to percolate into the ground and eventually restore groundwater.
- Attenuation and controlled release, which holds back the water and slowly releases it into the sewer network. This reduces the peak flow of the sewer system and prevents overflowing. This option is suitable when infiltration is not possible or where infiltration could be polluting.

The most effective type of SuDs depend on site-specific conditions (infiltration rate, slope, presence of ground contamination, etc.). However, a number of overarching principles summarised can be applied:

- Reduce runoff rates by facilitating infiltration into the ground or by providing attenuation that stores water so that it does not overwhelm water courses or the sewer network.
- Integrate into development and improve amenity through early consideration in the development process and good design practices.
- SuDS are often as important in areas that are not directly in an area of flood risk themselves, as they can help reduce downstream flood risk by storing water upstream.
- Some of the most effective SuDS are vegetated, using natural processes to slow and clean the water whilst increasing the biodiversity value of the area.
- Best practice SuDS schemes link the water cycle to make the most efficient use of water resources by reusing surface water.
- SuDS must be designed sensitively to augment the landscape and provide biodiversity and amenity benefits.

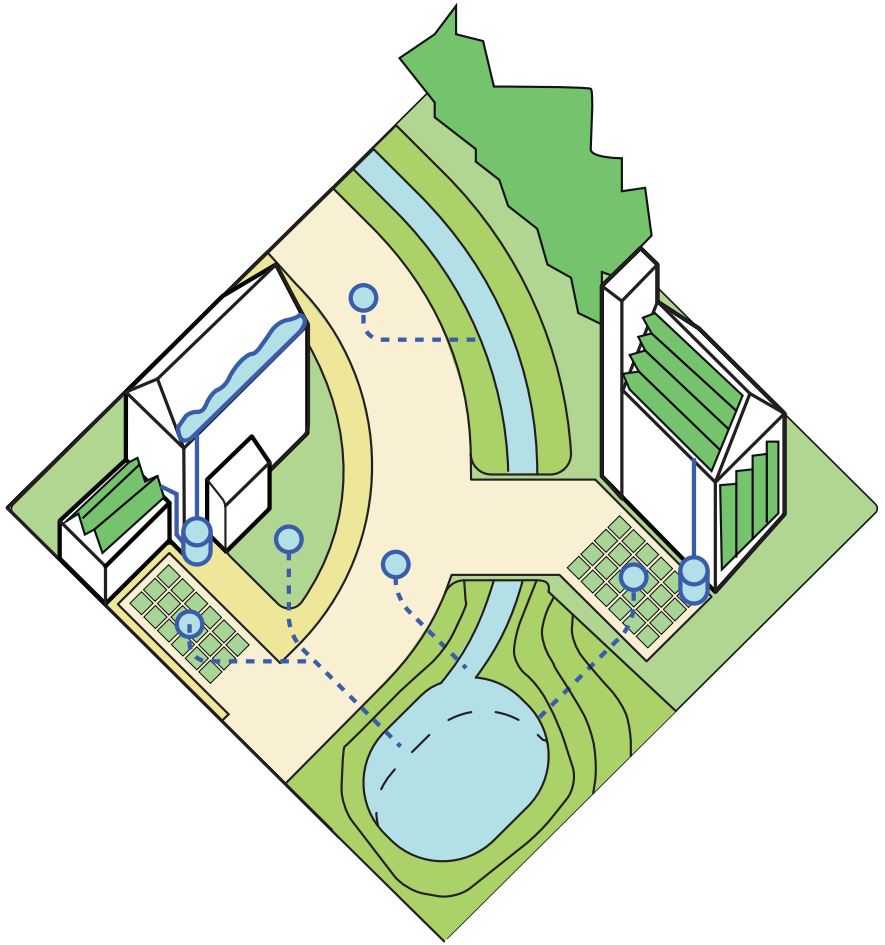
New developments should seek to reduce flood risk overall through the creation of multi-functional green infrastructure and sustainable drainage systems. It is essential to demonstrate that the development will be safe and flood risk is not increased elsewhere.

It is important to change the traditional approach to managing flood risk to one of accepting water as a valuable resource whose benefits should be maximised within the design process.

New developments should consider the amenity and aesthetic value of surface water in the urban environment alongside long term environmental, biological and social factors in the context of climate change and urbanisation.

SuDS should be considered as a key design tool to achieve those wider goals and not a mere functional requirement.

i. New and existing developments must capitalise on SuDS possibilities as a key design element to provide amenity and aesthetic value to the development.



F.94

Figure 94: Diagram showing a comprehensive system of green and blue infrastructure.

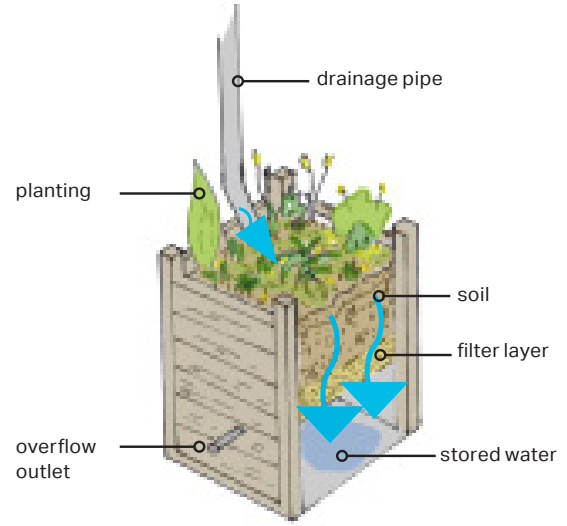
Storage and slow release

Rainwater harvesting refers to the systems allowing the capture and storage of rainwater as well as those enabling the reuse in-site of grey water. Simple storage solutions, such as water butts, can help provide significant attenuation. To be able to continue to provide benefits, there has to be some headroom within the storage solution. If water is not reused, a slow release valve allows water from the storage to trickle out, recreating capacity for future rainfall events.

New digital technologies that predict rainfall events can enable stored water to be released when the sewer has greatest capacity to accept it.

These systems involve pipes and storage devices that could be unsightly if added without an integral vision for design. Therefore, some design recommendations would be to:

- Conceal tanks by cladding them in complementary materials.
- Use attractive materials or finishing for pipes.
- Combine landscape/planters with water capture systems.
- Underground tanks.
- Utilise water bodies for storage.



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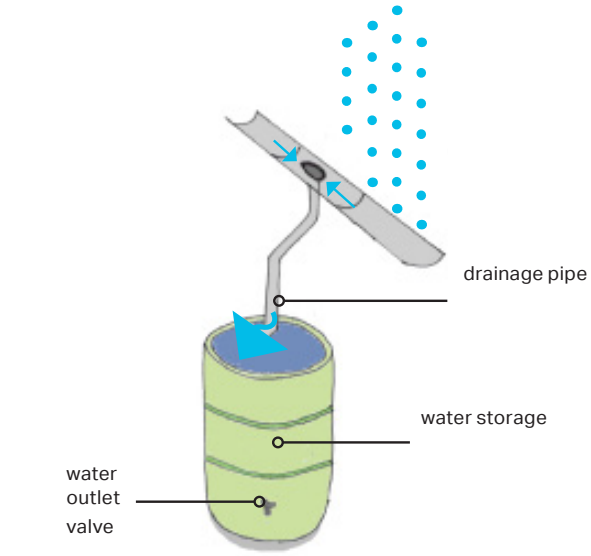


F.96

Figure 95: Diagram showing how a stormwater planter.
Figure 96: Diagram showing how a water butt works.

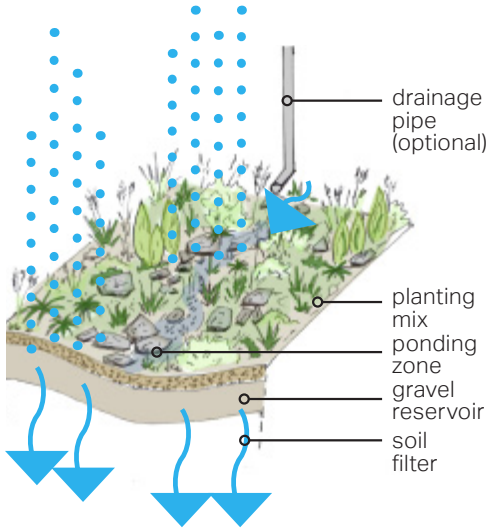
Bioretention systems

Bioretention systems, including soak away and rain gardens, can be used within each development, along verges, and in semi-natural green spaces. They must be designed to sit cohesively with the surrounding landscape, reflecting the natural character of the town. Vegetation must reflect that of the surrounding environment.

They can be used at varying scales, from small-scale rain gardens serving individual properties, to long green-blue corridors incorporating bioretention swales, tree pits and mini-wetlands, serving roads or extensive built-up areas.

These planted spaces are designed to enable water to infiltrate into the ground. Cutting of downpipes and enabling roof water to flow into rain gardens can significantly reduce the runoff into the sewer system. The UK Rain Garden Design Guidelines provides more detailed guidance on their feasibility and suggests planting to help improve water quality as well as attract biodiversity.[1]

1 UK Rain Gardens Guide. Available at: https://raingardens.info/wp-content/uploads/2012/07/UKRainGarden-Guide.pdf



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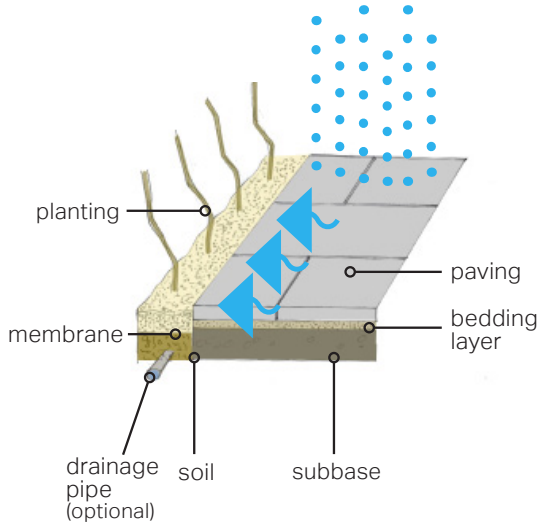


F.98

Figure 97: Diagram showing how a rain garden works.
Figure 98: Diagram showing how a soak away garden works.

Areas of High Townscape Value Design Codes

05

1 AHTV 1: Kingsgate Avenue

The priority for Kingsgate Avenue is to maintain its open feel and its connection to greenery and the sea.

AHTV.01.01 Layout and Building Appearance

- Buildings in this area should be organised in a linear pattern along the street, with back to back gardens forming a grid structure.
- The street should be orientated to provide long views of the sea unobstructed by buildings or trees.
- Any future improvement related to streetscape should prioritise pedestrians and cyclists.
- The street should maintain an open feel with a wide carriageway and dwellings that have a large setback to the road.
- The street should be a low traffic, low speed road which is wide enough to accommodate motor vehicles, cyclists and pedestrians creating a shared space.
- Large, well-kept green verges contribute to the open feel of the street.
- The boundary treatments vary in height and materials, with low and high brick walls and hedges.
- Dwellings should have a generous setback from the street with vegetated front gardens to contribute to the open, green feel.
- Development should maintain the variety in building typologies that already exist in the area. In addition, new buildings should match the height of the surrounding properties and should not generally exceed four storeys.
- Monotonous building elevations should be avoided, therefore subtle changes in roofline should be ensured during the design process. Dormers and chimneys can be used as design elements to add variety and interest to roofs.

Existing character to be retained:

1. Linear development along the roads with deep front gardens.
2. Front gardens have plenty of planting and vegetation.
3. Buildings are up to 4 storeys in height.
4. Shared street for vehicles, cyclists and pedestrians.
5. Large green verges.
6. Boundary treatments that vary in height but are generally a maximum of 1.2m high. Materials include brick and hedges.

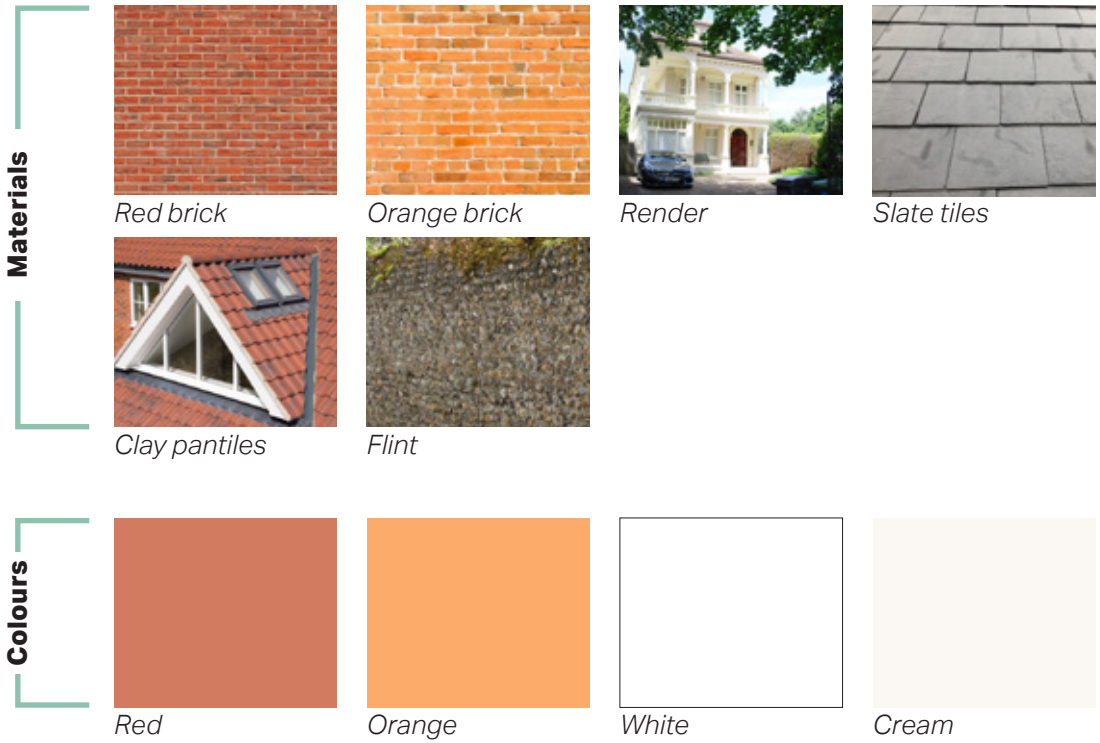
Figure 99:
Kingsgate Avenue showing street dimensions.

Figure 100:
Modern block of flats with flat roofs not in keeping with the area.

Figure 101:
Mock Tutor house with a garage and off street parking.

AHTV.01.02 Materials & Colour Palette

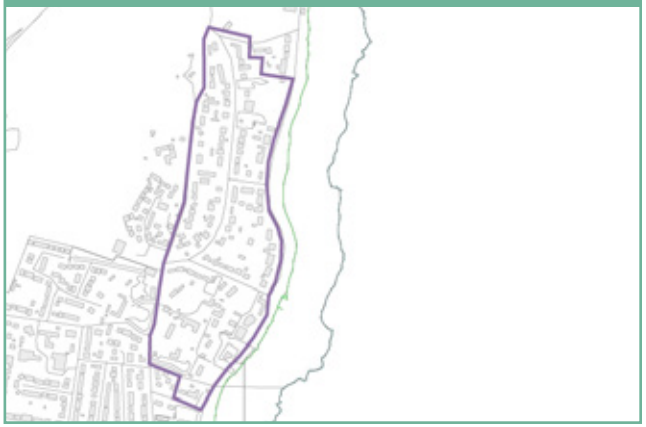
- There is a variety of materials that have been used throughout the area. Some of the most common include London brick, rendering and pebbledash.
- Some older properties have a herringbone brick design which has been adopted in some more recent developments.
- The boundary treatments in the area are generally made from brick or hedges.



F.102

Figure 102: Materials and colour palette for Callis Court Road AHTV.

2 AHTV 2: North Foreland



The priority for North Foreland is to protect the views to the sea and ensure infill development respects the existing landscape and building styles.

AHTV.02.01 Layout and Building Appearance

- The buildings are generally organised in a linear fashion pattern with a slight curve in the streets that follow the shape of the coastline.
- Buildings should be orientated to make the most of the sea view to the east.
- The streets generally have an open feel which should be maintained, particularly within the private estate, due to wide roads and green verges.
- North Foreland Road provides more enclosure along some parts of the street due to mature trees and high fences or hedges.
- Long views to the North Foreland Lighthouse, Captain Digby P.H. are both listed buildings that also act as focal points in the distance from Cliff Road, therefore views to these landmarks should not be obstructed.
- As well as long views to the sea, glimpses can be seen from North Foreland Road and Park Road past the grounds of the properties. New development should provide gaps between buildings to allow for these glimpse views to the sea.
- This area generally consists of large dwellings, with some that have been converted to flats. Any infill or new development will need to take into consideration the scale and massing of the existing buildings to ensure that the new buildings are in keeping with the existing.
- Many of the buildings in this area have a distinct style due to the period they were built in. There are many Edwardian, Arts and Crafts and 1930s houses which contribute to the character of the area. New development should respect the existing styles and materials and complement them.

Existing character to be retained:

1. Linear development with large setbacks from the street.
2. Front gardens should have planting and vegetation.
3. The buildings are up to 4 storeys.
4. North Foreland Road has a pavement on one side of the road, the private estate has a shared street for vehicles, pedestrians and cyclists.
5. Large green verges within the private estate, however the other streets have no green verges.
6. Boundary treatments that vary in height, generally a maximum of 1.2m high.

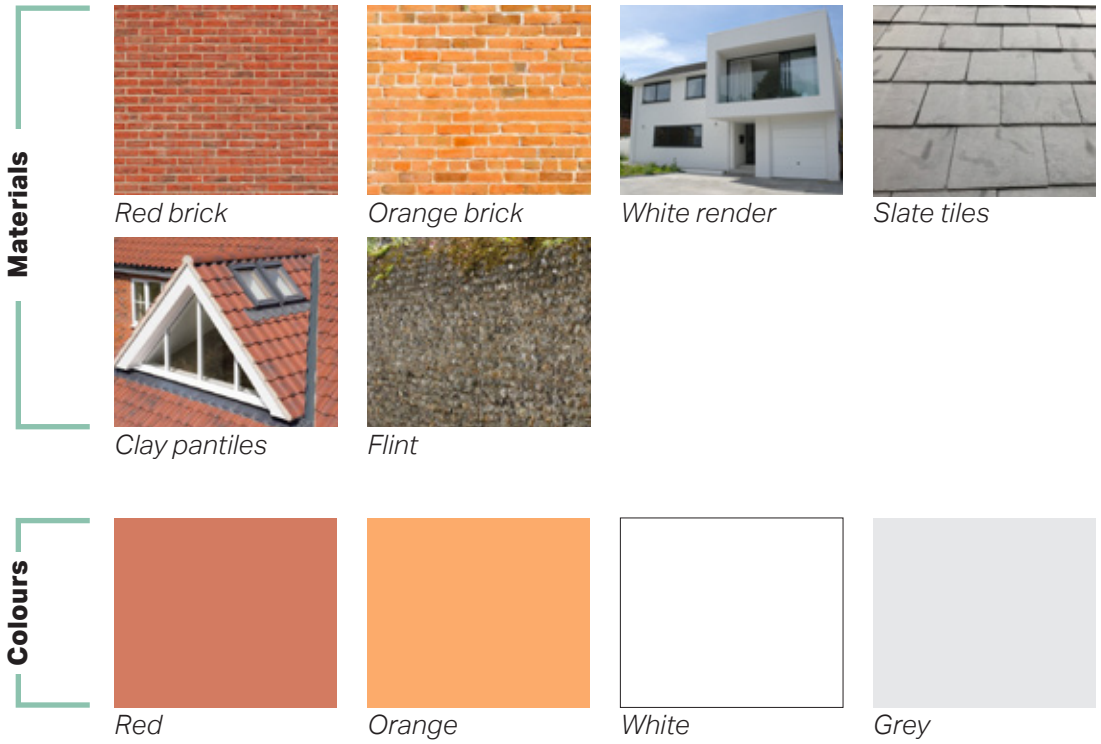
Figure 103:
North Foreland Road showing street dimensions.

Figure 104:
Historic flint walls used as a boundary treatment.

Figure 105:
North Foreland Lighthouse which is used as a focal point.

AHTV.02.02 Materials & Colour Palette

- The more historical buildings in the area built in the 19th and early 20th century use traditional materials such as brick and white render.
- The more modern buildings tend to be white rendered and use large amounts of glass. Some more recent buildings use darker colours and materials such as blackened wood which are not in keeping with the surrounding materials and should be avoided.
- Towards the northern end of North Foreland Road there is an abundance of flint walls used as boundary treatments which contribute to the distinctiveness of the area. Therefore, they should be retained and flint should be considered as a boundary treatment material for new development.



F.106

Figure 106: Materials and colour palette for North Foreland AHTV.

3 AHTV 3: Callis Court Road

The priority for Callis Court Road is to maintain the strong sense of enclosure and historic elements of the street.

AHTV.03.01 Layout and Building Appearance

- This area consists of one fairly straight road which starts by passing under a railway bridge to enter what feels like an older part of Broadstairs.
- The road and pavements are fairly narrow and at some points there is only pavement on one side of the road. Where possible, the pedestrian experience should be improved by widening the footpath and ensuring it is continuous along the street.
- The street should maintain a strong sense of enclosure provided by consistent boundary treatments, mature trees and hedges.
- The recreation area can be seen on one side of the street and dwellings on the other. The buildings should be orientated to look out over the open space, providing natural surveillance.
- At the northern end of Callis Court Road a view to open farmland with the North Foreland Lighthouse in the distance, this view should be protected.
- The street consists of detached and semi-detached houses with many of the former being Victorian villas with wide frontages. More recent infill development generally have smaller frontages however the buildings are still well spaced, therefore this should be a key consideration for future development.
- Existing and new dwellings should avoid paving over front gardens where possible and should use permeable paving where not. This is particularly important in this area as surface water can gather at the bridge to the south.

Existing character to be retained:

1. Linear street with a strong sense of enclosure provided by consistent boundary treatments and mature trees and hedgerows.
2. Pavement is narrow and is not always on both sides of the road.
3. The dwelling's setback from the road varies, with the older buildings generally having a much deeper setback than the newer development.
4. The buildings are mostly 2-3 storeys in height.

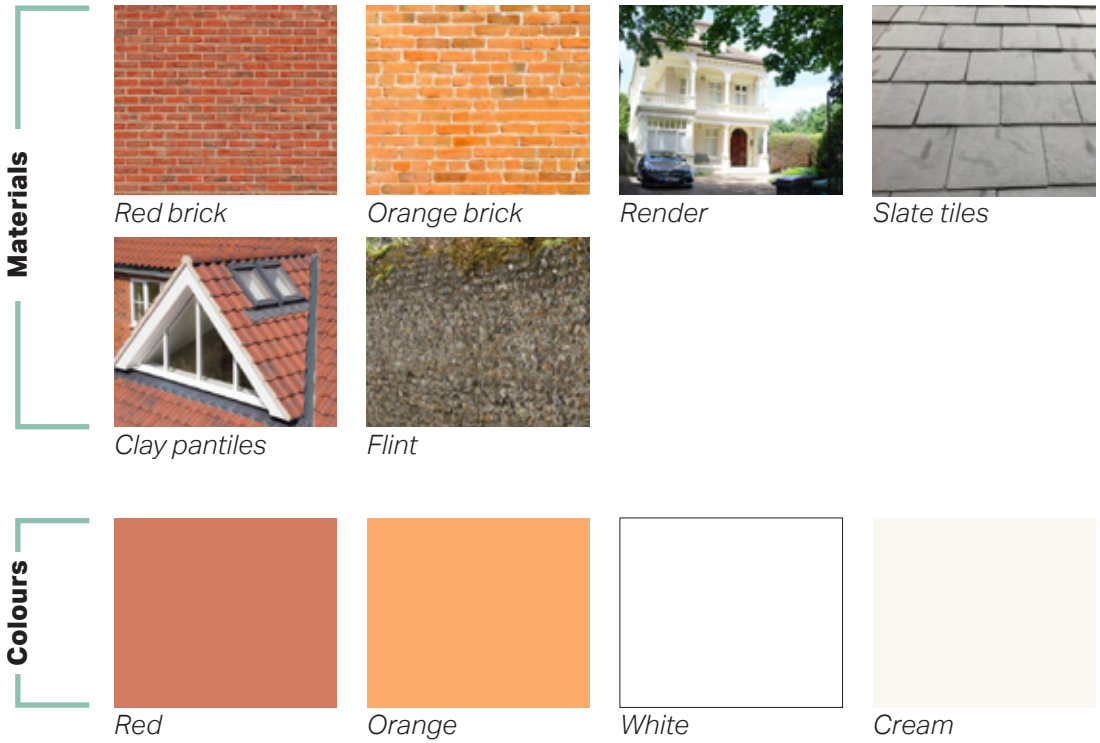
Figure 107:
Callis Court Road showing street dimensions.

Figure 108:
Historic building converted to flats and a paved over front garden.

Figure 109:
View across the open farmland to the lighthouse and sea.

AHTV.03.02 Materials & Colour Palette

- The building along this street mostly consist of brick or rendered buildings as well as some timber framed buildings.
- The rendered buildings along this street are often cream as well as white.
- The roof material is usually either tiles or slate.
- The boundary treatments consist of either flint or brick walls of varying height depending on the age of the property.



F.110

Figure 110: Materials and colour palette for Callis Court Road AHTV.

4 AHTV 4: Park Avenue

The priority for Park Avenue is to protect and enhance the central green space and ensure any development respects the green, suburban character of the area.

AHTV.04.01 Layout and Building Appearance

- This area consists of a long cul-de-sac road with a central green which is the focal point within the area.
- The woodland path surrounding the green as well as the green itself provide strong pedestrian connectivity which should be retained and enhanced.
- The woodland should be protected in order to prevent further loss of greenery and animal habitat to house building.
- The central green is well managed and used for recreation and sports. The houses on park avenue should face the public space, looking over the green to provide natural surveillance to the space.
- The road is fairly wide with little traffic giving the area a quiet feel. There is a footpath on both sides of the road and a green verge on one side.
- The buildings are mainly built throughout the 20th century, therefore the style of the buildings vary, particularly the newer 21st century buildings. The houses are generally large detached houses creating an eclectic suburban feel which new development should respect.
- The boundary treatments consist of low brick walls and hedges, therefore new development should take into consideration the existing materials and heights.
- The older properties generally have a front garden with greenery, however the newer dwellings pave over the garden to create more driveway space, this should be avoided in future as it detracts from the green character of the area.

Existing character to be retained:

1. Wide road with generous footpaths on both sides of the road.
2. The green verge and occasional street tree add to the green character of the area.
3. The most common boundary treatment consists of a low brick wall with a hedge above.
4. The boundary treatments create a strong and consistent line along the street which is broken when new houses do not have a boundary edge to allow for extra parking spaces.
5. Some cars parked on the street, however, most houses have large driveways to accommodate more than one car.

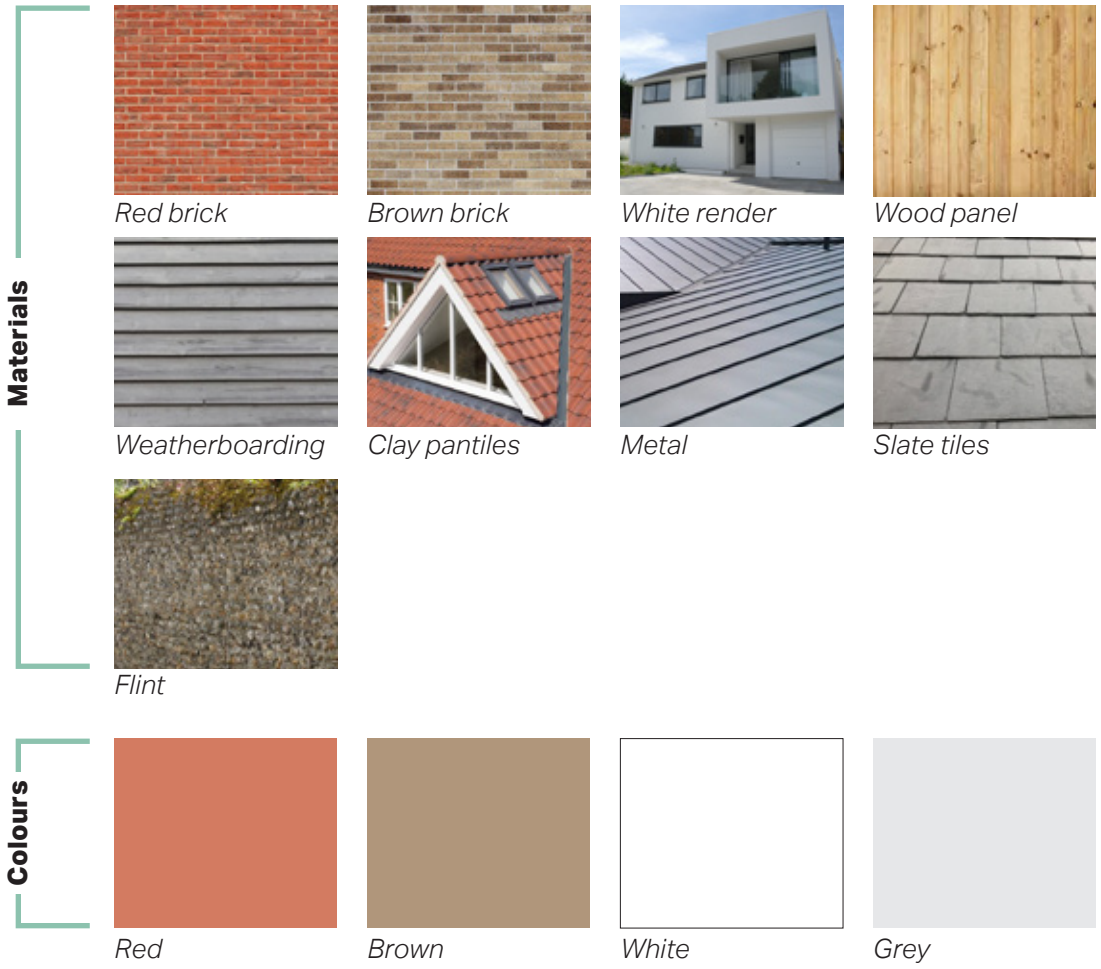
Figure 111:
Park Avenue showing street dimensions.

Figure 112:
Central green space used for recreation and sport.

Figure 113:
Modern dwelling with paved driveway.

AHTV.04.02 Materials & Colour Palette

- The most dominant material used in this area is brick, with the majority of the 20th century buildings using this material.
- Some of the more modern buildings have introduced white render as well as some wood panels and grey weatherboarding.
- The roof material most used are clay tiles with some slate tiles or metal roofing. There is also one green tiled roof in a rarely seen 1950s style.
- The boundary treatments mostly consist of brick walls, however there are a few traditional flint walls throughout the area.
- The colour palette varies with the older buildings generally using red and brown colours, whereas the newer buildings introduce white and grey.



F.114

Figure 114: Materials and colour palette for Park Avenue AHTV.

5 AHTV 5: South Cliff & Western Esplanade

The priority for South Cliff & Western Esplanade is to retain the open character and views to the sea.

AHTV.05.01 Layout and Building Appearance

- This area has dwellings lining one side of the street and are orientated to take advantage of the wide views to the grass bank and the sea beyond creating an open and airy feel which should be retained.
- The pattern of development and the road follows the curve of the cliff edge. Therefore, any infill development should also follow the same alignment.
- The street offers a fairly wide road with a footpath on one side and a large green bank adjacent to the cliff. The green bank also has a footpath often used by pedestrians and cyclists.
- The dwellings are generally on large plots with gaps between the buildings. Therefore, infill development should retain a gap between buildings.
- The buildings range from late Victorian to recent contemporary designs meaning there are a range of styles including some in an Arts and Crafts style, mock Tutor, Victorian villas and modern.
- The buildings are generally between 2-2.5 storeys in height with some apartment buildings up to 3 storeys.
- The buildings have consistent boundary treatments along the street and most have a front garden and off street parking.
- There is plenty of benches that look out to the sea which should be retained, however the shelters could be improved.

Existing character to be retained:

1. Curved street following the cliff edge. The road is wide contributing to the open character of the area. The street allows for parked cars for when the town is busy.
2. There is a wide footpath on one side of the road and another footpath at the cliff edge.
3. The green bank varies in width along the street however it is generally wide and contributes to the open, green feel of the area.
4. There is a consistent boundary line along the street provided by the boundary treatments which range from brick, stone or rendered walls to hedges and wooden fences.

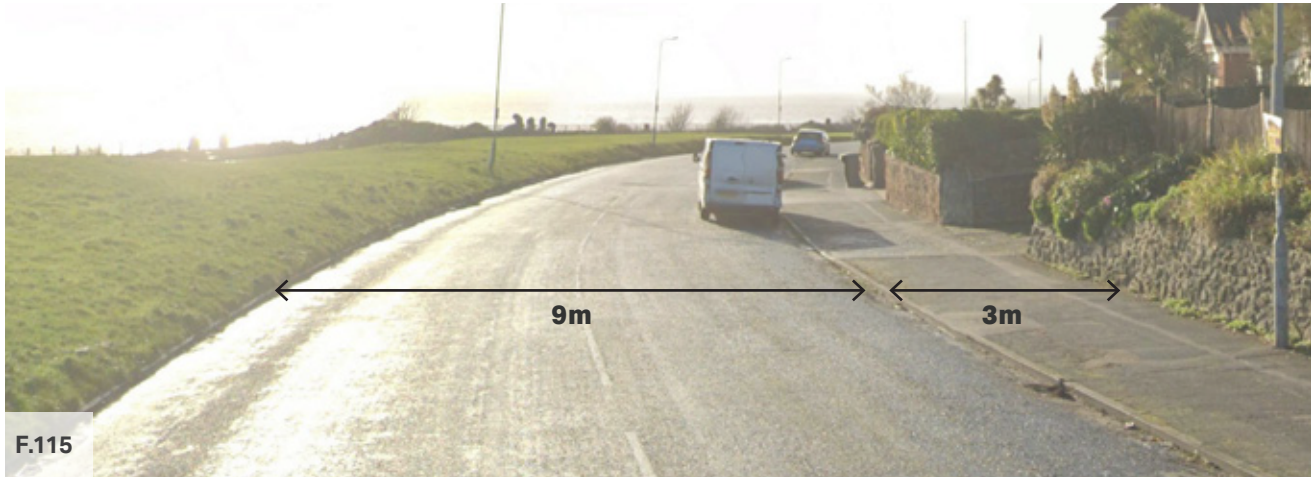


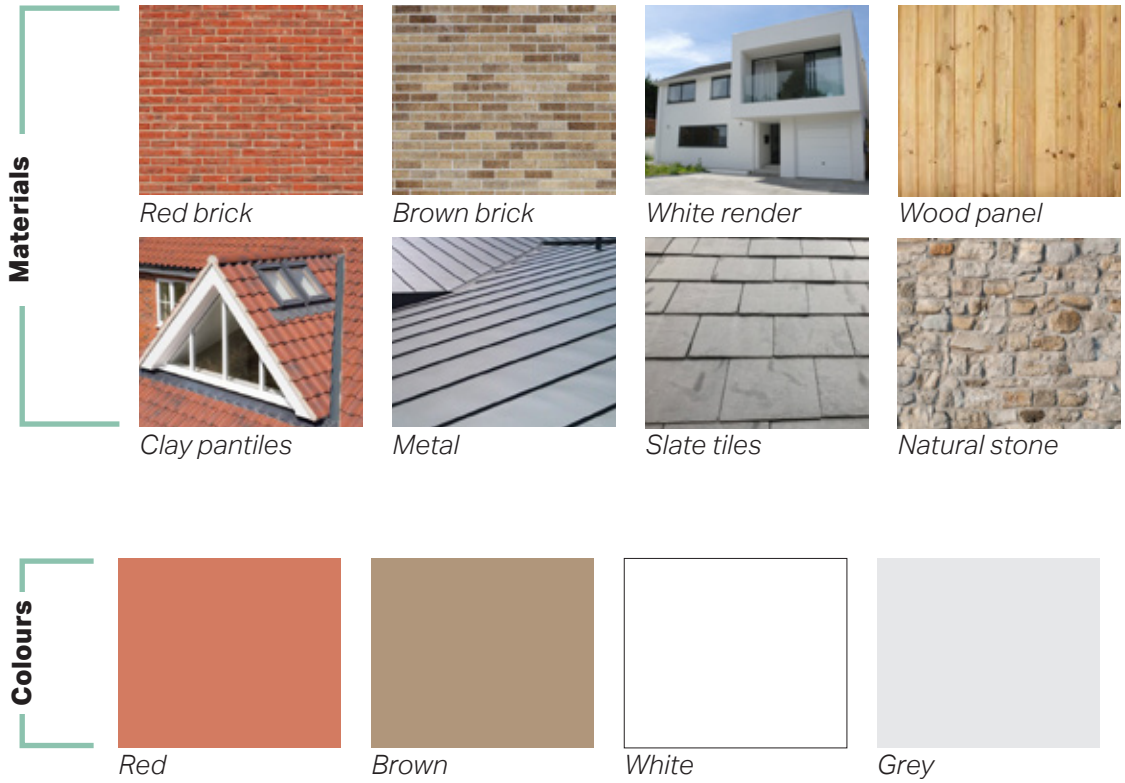
Figure 115:
Western Esplanade showing street dimensions.

Figure 116:
Variety of building styles along Western Esplanade.

Figure 117:
View to Dumpton Bay.

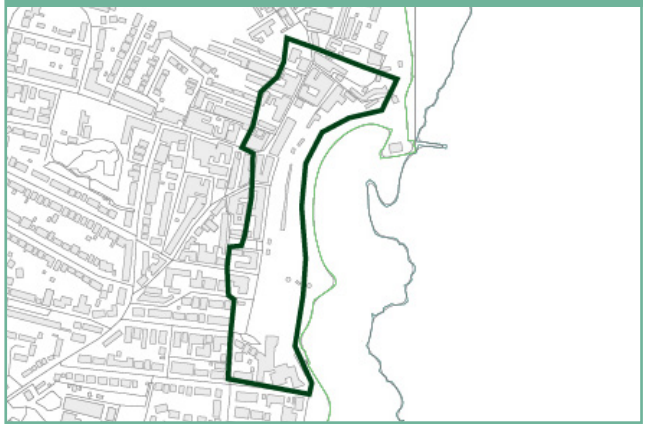
AHTV.05.02 Materials & Colour Palette

- The materials and colours are varied in this area, however the most common material is brick in a range of colours.
- The more modern buildings often use white render and large areas of glass.
- The most prevalent roofing material is red tiles, but there are some slate or metal used in the more recent buildings.
- The boundary treatments generally consist of brick or natural stone as well as hedges.



F.118 **Figure 118:** Materials and colour palette for South Cliff & Western Esplanade AHTV.

6 AHTV 6: Viking Bay



The priority for Viking Bay area is to retain its important historical features whilst enhancing the public realm and commercial offering.

AHTV.06.01 Layout and Building Appearance

- The historic structure of the Viking Bay area can still be seen today in the fine urban grain of the area.
- The layout allows for narrow views that offer glimpses of the intimate urban grain as well as long views to the sea. These views are a key feature of the area and should be retained and reinforced where possible.
- The town opens up to the east to The Promenade and Victoria Gardens that offer panoramic views to the sea and the beach below. The sense of openness should be retained.
- As this area is part of the Broadstairs Conservation Area and contains many Listed Buildings, the historic setting, buildings and details should be at the heart of any changes to the built or natural environment to ensure the character of the area is respected.

F.119

Figure 119:
View to a pedestrian lane.

Figure 120:
Victoria Gardens with historic buildings looking out to sea.

Figure 121:
View from the pier looking back to the beach and cliffs.

Figure 122:
Long narrow view to the sea.

Figure 123:
Buildings in front of The Parade with a view to the sea.

AHTV.06.02 Shop Frontages

- Consider the overall proportion, form, and scale of the building's upper floors when designing new shop-fronts and alterations to shop fronts. Unnecessarily large shop-fronts or signage can detract from or even cover historically valuable architecture and, more generally, create a disjointed appearance.
- Reflect the street and historic styles. Integrate the shop front with the established streetscape, introducing a sense of variety but responding to the overall character of the area. This includes using the right materials, responding to a dominant scale and proportion, and following an established pattern.
- Respond to and enhance the existing conditions of the public realm. Street elements and furniture should be considered when designing shopfronts. This will help improve the overall user experience in the Viking Bay area.
- Unnecessary visual clutter should be avoided. This includes reducing unnecessary advertisements, plastic foliage or other elements stuck onto the shopfront, and removing general detritus such as visible AC units, wires and intrusive roller shutter boxes.
- Incorporate traditional elements such as fascia boards, cornices, pilasters, appropriately sized uninterrupted stall risers and avoid large expanses of unbroken glazing. These elements create an appropriate architectural frame that results in a well proportioned shopfront.
- Whilst the exact proportion and detailing varies due to context, all shopfronts should incorporate an adequate architectural frame. Avoid the use of modern frame shapes and profiles.

Incorporate the overall proportion, form, and scale of the building's upper floors into the design of

Integrate the shop front with the surrounding streetscape. Consider adjacent buildings and typical details in the area

SIGNAGE

- The fascia is the most important area of a shopfront for advertising the business. Maintain the signage within the established proportions and confines of the fascia board. Large box signs or additional flat boards should be avoided as they create disproportionate depth and height.
- The most appropriate signage at fascia level is individual letters applied or painted directly onto the fascia board.
- Hanging signs should be appropriately sized in relation to the building and street. They should not dominate the pavement space. They should use an appropriate material, shape, and form avoiding large box signs.
- Hanging signs should be held by slender, well-designed brackets using a high quality material.
- In the case of corporate brands, those should be sensitive to the existing context, size and scale and use materials and textures from the local vernacular of the area.

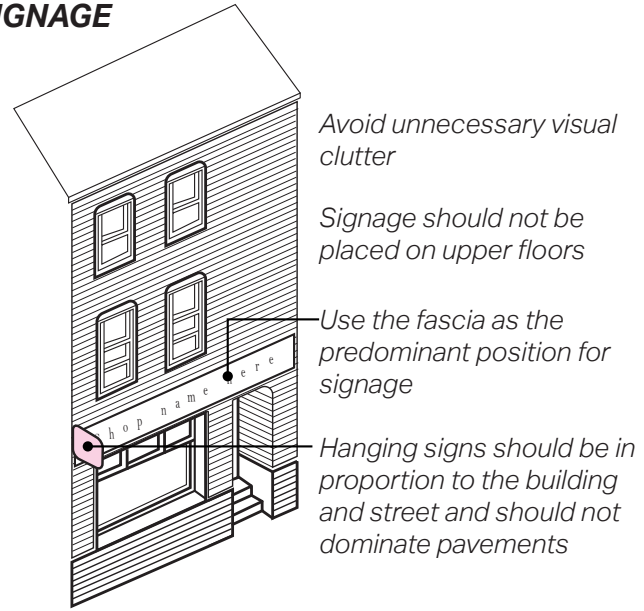
LIGHTING

- Avoid using visually distinct sources of illumination that result in disproportionate signage, such as internally-illuminated box signs.

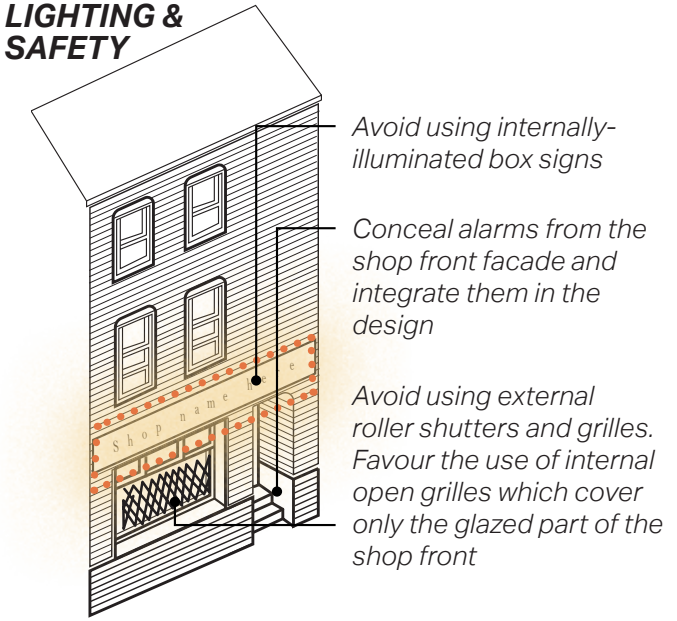
SAFETY

- Avoid using external roller shutters and grilles. Favour the use of internal open grilles which cover only the glazed part of the shop front.
- Conceal alarms from the shop front facade and integrate them discretely within the shop front design or to the side of a building.

SIGNAGE



LIGHTING & SAFETY



AHTV.06.03 Active Frontages

Active frontage adds to the vitality and vibrancy of the streets and public realm and enhances the user experience of the town centre by creating activity at street level.

AHTV.06.04 Overlooking

High levels of natural surveillance should be provided to create vibrancy and vitality within the town centre. Use of larger well-proportioned windows or floor to ceiling windows at the ground floor help achieve adequate overlooking.

AHTV.06.05 Spill Out Space

Spill out spaces are encouraged, particularly along the Viking Bay to create activity on streets. Businesses such as restaurants, cafés and shops should have seating or displays on the street within well-organised spaces that do not impede pedestrian movement. Those are recommended to be located on wider pavements. Street clutter should be avoided at all times.

Spill out space with chairs and a table.

An active frontage with the door opening onto the street and the windows allow people to see in

All the windows and the door overlook the street providing natural surveillance.

F.124

Figure 124:
Well-proportioned cafe frontage with a spill out space, overlooking the street and active frontages.

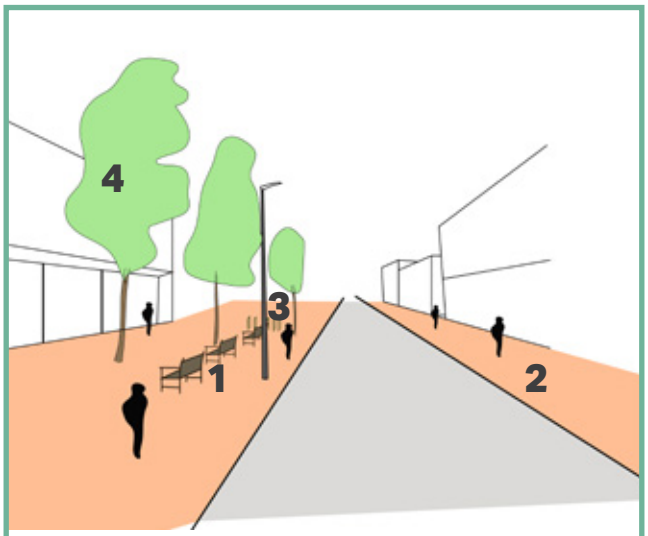
AHTV.06.06 Public Realm

The public realm is physically, visually and culturally accessible to the public and is vital to the quality and identity of Broadstairs and St Peter's.

Well-connected public spaces of high quality are essential because they create informal meeting places and venues, as well as offer a place to rest, gather and organise community events.

The public realm within the town centre should be coordinated and strengthen local distinctiveness to enhance user-friendliness and aid wayfinding.

Furthermore, pedestrian flow and access to the cycle stands should be facilitated. For that reason, railings should be avoided to create the feeling of a more shared space, whilst traffic calming measures could be used instead to monitor traffic speed and protect pedestrians from the vehicles.

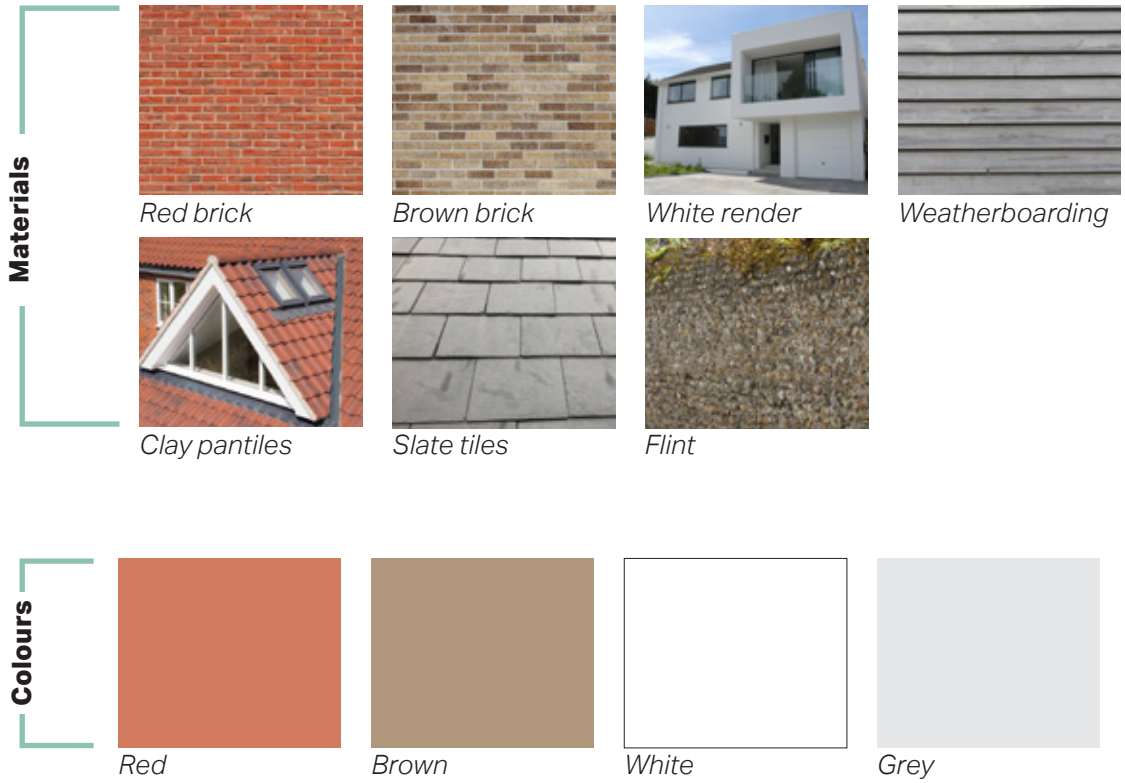


1. *Pavement width can exceed 2 metres to allow for street furniture to also be placed.*
2. *Pavement width at least 2 metres to allow for pedestrian flow and dwell time.*
3. *Include cycle stands to promote cycling and facilitate cycle parking along Station Road.*
4. *Street trees improve the visual impact, mitigate noise coming from the traffic and enhance the users experience.*

Figure 125:
Public realm within the Viking Bay area with benches looking out to the sea.

AHTV.06.04 Materials & Colour Palette

- Due to the heritage of the Viking Bay area there are a number of traditional materials that are present.
- Along Victoria Parade the most dominant material is painted render and there are some examples of red brick in the late 19th century.
- There is also some early example of weatherboarding being used as cladding.
- Local vernacular such as 'knapped' flint have been used as a building material and for boundary walls.
- The roof materials are generally slate, with some clay tiles and fine decorative terracotta ridge tiles.
- While the main buildings generally have a traditional colour palette, additional colours can be seen particularly on the beach with the pastel coloured beach huts.



F.126

Figure 126: Materials and colour palette for Viking Bay Town Centre area.

Delivery

06

05. DELIVERY

The Design Guidelines & Codes will be a valuable tool in securing context-driven, high quality development within Broadstairs & St Peter's. They will be used in different ways by different actors in the planning and development process, as summarised in the table.

Actors	How They Will Use the Design Guidelines & Codes
Applicants, developers, and landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications. The Design Guidelines & Codes should be discussed with applicants during any pre-application discussions.
Town Council	As a guide when commenting on planning applications, ensuring that the Design Guidelines and Codes are complied with.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

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